



Date of Notice: July 9, 2026

NOTICE OF RIGHT TO APPEAL ENVIRONMENTAL DETERMINATION

SPECIAL EVENTS DEPARTMENT

PROJECT NAME: Special Event Permit - Mattel - Hot Wheels Activation

COMMUNITY PLAN AREA: Downtown

COUNCIL DISTRICT: 3

LOCATION: 301 First Avenue

PROJECT DESCRIPTION: Special Event Permit for a Hot Wheels Promotional Activation that would include display vehicles, tents, temporary structures, generators, and fencing and/or barriers. Noise associated with the event including set-up and dismantling would occur from 7 AM on July 22, 2026, until 8 PM on July 26, 2026. Set-up would occur from 7 AM until 3 PM on July 22, 2026, and from 9 AM until 10 AM on July 23-26, 2026. The event would occur from 3 PM until 9 PM on July 22, 2026, from 10 AM until 6 PM on July 23-25, 2026, and from 10 AM until 4 PM on July 26, 2026. Dismantling would occur from 4 PM until 8 PM on July 26, 2026. Approximately 500 attendees are anticipated on each day of the event.

No road closures would be associated with the event. Street parking closures would be associated with the event and would include three (3) parking spaces on the east side of First Avenue on July 22, 2026, from 7 AM until 3 PM, and on July 26, 2026, from 7 AM until 8 PM.

ENTITY CONSIDERING PROJECT APPROVAL: City of San Diego

ENVIRONMENTAL DETERMINATION: Categorically exempt from CEQA pursuant to State CEQA Guidelines Section 15301 (Existing Facilities); Section 15304 (Minor Alterations to Land); Section 15311 (Accessory Structures).

ENTITY MAKING ENVIRONMENTAL DETERMINATION: City of San Diego Mayor-Appointed Designee

STATEMENT SUPPORTING REASON FOR ENVIRONMENTAL DETERMINATION: The City of San Diego conducted an environmental review that determined the project would not have the potential for causing a significant effect on the environment pursuant to State CEQA Guidelines Section(s): Section 15301 (Existing Facilities) which allows for the operation, repair, maintenance, permitting, leasing, licensing or minor alterations of existing public or private structures or facilities involving negligible or no expansion of use; Section 15304 (Minor Alterations to Land) which allows for minor, temporary use of land that has negligible or no permanent effects on the environment; Section 15311 (Accessory Structures) which allows for construction, or placement of minor structures accessory to existing commercial, industrial, or institutional facilities, including, but not limited to, temporary use items in

publicly owned facilities or other facilities designated for public use; and where the exceptions listed in CEQA Guidelines Section 15300.2 would not apply in that no cumulative impacts were identified; no significant effects on the environment were identified; the project is not adjacent to a scenic highway; no historical resources would be affected by the action; and the project was not identified on a list of hazardous waste sites pursuant to Section 65962.5 of the Government Code.

CITY CONTACT:

Nicholas Ferracone

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San Diego, CA 92123

EMAIL ADDRESS:

nwferracone@sandiego.gov

On July 9, 2026, the City of San Diego made the above-referenced environmental determination pursuant to the California Environmental Quality Act (CEQA). This determination is appealable to the City Council. If you have any questions about this determination, contact the City Contact listed above.

Applications to appeal CEQA determination to the City Council must be filed with the Office of the Clerk within 5 business days from the date of the posting of this Notice (**July 16, 2026**).

Appeal procedures are described in Information Bulletin 505

(<https://www.sandiego.gov/sites/default/files/dsdib505.pdf>). Appeals to the City Clerk must be filed via email or in-person as follows:

1. Appeals filed via E-mail: The Environmental Determination Appeal Application Form [DS-3031](#) can be obtained at: <https://www.sandiego.gov/sites/default/files/legacy/development-services/pdf/industry/forms/ds3031.pdf>. Send the completed appeal application form (including grounds for appeal and supporting documentation in pdf format) by email to Hearings1@sandiego.gov by 5:00p.m. on the last day of the appeal period; your email appeal will be acknowledged within 24 business hours. You must separately mail the appeal fee by check payable to the City Treasurer to: City Clerk/Appeal, MS 2A, 202 C Street, San Diego, CA 92101. The appeal filing fee must be United States Postal Service (USPS) postmarked) before or on the final date of the appeal.
2. Appeals filed In-Person: The Environmental Determination Appeal Application Form [DS-3031](#) can be obtained at: <https://www.sandiego.gov/sites/default/files/legacy/development-services/pdf/industry/forms/ds3031.pdf>. Bring the fully completed appeal application DS-3031 (including grounds for appeal and supporting documentation) to the City Administration Building— Public Information Counter (Open 8:00am to 5:00pm Monday through Friday excluding City approved holidays), 1st Floor Lobby, located at 202 C Street, San Diego, CA 92101, by 5:00pm on the last day of the appeal period. The completed appeal form shall include the required appeal fee, with a check payable to: City Treasurer.

The appeal application can also be obtained from the City Clerk, 202 'C' Street, 1st Floor Lobby, San Diego, CA 92101. This information will be made available in alternative formats upon request.

POSTED ON THE CITY'S CEQA WEBSITE

POSTED: July 9, 2026

REMOVED: _____

POSTED: D. Martinez