



750 B Street, Suite 1500
San Diego, CA 92101

SANDIEGO.ORG

July 8, 2026

City of San Diego Planning Commission
Delivered via email

Re: Support for the SeaWorld San Diego Master Plan

Dear Chair Moden and members of the Commission:

On behalf of San Diego Tourism Authority, I am writing in strong support of the SeaWorld San Diego Master Plan, a thoughtful planning effort that has been years in the making and reflects the kind of careful, responsible approach needed for the continued evolution of one of San Diego's most significant tourist destinations.

The SeaWorld San Diego Master Plan has always served as the guiding document for development of the park. Now that most of the park is built out, SeaWorld has updated the plan to reflect a more comprehensive approach to maintain and holistically improve the park over time. Importantly, the Master Plan recognizes SeaWorld's unique location within Mission Bay and the responsibility that comes with operating in such an important coastal and recreational setting.

SeaWorld San Diego has long played an important role in the region's tourism economy by providing a destination for fun, environmental stewardship, and educational opportunities. SeaWorld also is critical to the rescue and rehabilitation of thousands of animals every year. It is the environmental stewardship that led SeaWorld to attain the very first ever coastal drone permit from the CA Coastal Commission earlier this year, marking a significant shift from fireworks to drones along our coastline.

This new Master Plan will allow the park to continue adapting to changing visitor expectations and environmental realities while supporting between 2,000-4,000 jobs annually.

For these reasons and so many more, I respectfully urge support for the SeaWorld San Diego Master Plan.

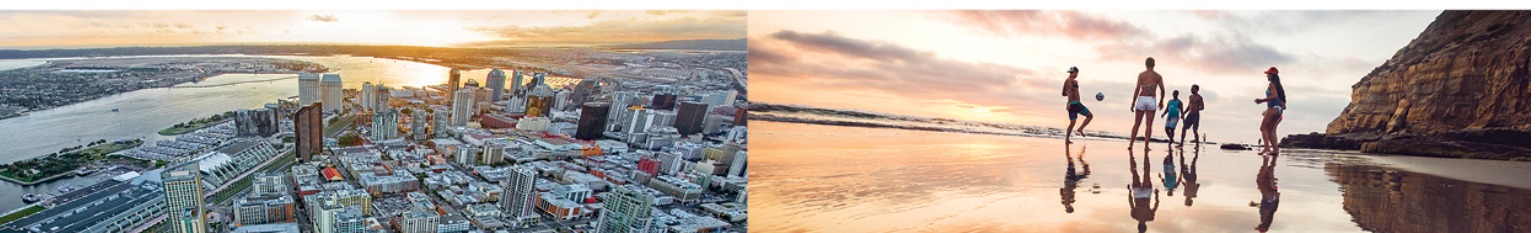
Sincerely,

A handwritten signature in black ink, appearing to read "DK", written over a white background.

Daniel Kuperschmid

President & CEO

San Diego Tourism Authority





402 West Broadway, Suite 1000
San Diego, CA 92101-3585
p: 619.544.1300

www.sdchamber.org

July 7, 2026

City of San Diego Planning Commission
7650 Mission Valley Rd
San Diego, CA 92108

Re: Support for the SeaWorld San Diego Master Plan

Dear Chair Moden and Planning Commissioners:

On behalf of the San Diego Regional Chamber of Commerce (Chamber), I am writing in strong support of the SeaWorld San Diego Master Plan, a thoughtful planning effort that has been years in the making and reflects the kind of careful, responsible approach needed for the continued evolution of one of San Diego's most significant tourist destinations.

The SeaWorld San Diego Master Plan has always served as the guiding document for development of the park. Now that most of the park is built out, SeaWorld has updated the plan to reflect a more comprehensive approach to maintain and holistically improve the park over time. Importantly, the Master Plan recognizes SeaWorld's unique location within Mission Bay and the responsibility that comes with operating in such an important coastal and recreational setting.

SeaWorld San Diego has long played an important role in the region's tourism economy by providing a destination for fun, environmental stewardship, and educational opportunities. SeaWorld also is critical to the rescue and rehabilitation of thousands of animals every year. It is the environmental stewardship that led SeaWorld to attain the very first ever coastal drone permit from the CA Coastal Commission earlier this year, marking a significant shift from fireworks to drones along our coastline. This new Master Plan will allow the park to continue adapting to changing visitor expectations and environmental realities while supporting between 2,000-4,000 jobs annually. Seaworld is an important piece of our local economy and this Master Plan update will help continue that momentum.

For these reasons the Chamber respectfully urges your support for the SeaWorld San Diego Master Plan.

Sincerely,

A handwritten signature in black ink, appearing to read 'Cate', with a stylized, cursive script.

Chris Cate
President and CEO
San Diego Regional Chamber of Commerce

July 7, 2026

City of San Diego Planning Commission
Delivered via email

Re: Support for the SeaWorld San Diego Master Plan

Dear Chair Moden and members of the Commission:

On behalf of San Diego Regional Economic Development Corporation (EDC), I am writing in strong support of the SeaWorld San Diego Master Plan, a thoughtful planning effort that has been years in the making and reflects the kind of careful, responsible approach needed for the continued evolution of one of San Diego's most significant tourist destinations.

The SeaWorld San Diego Master Plan has always served as the guiding document for development of the park. Now that most of the park is built out, SeaWorld has updated the plan to reflect a more comprehensive approach to maintain and holistically improve the park over time. Importantly, the Master Plan recognizes SeaWorld's unique location within Mission Bay and the responsibility that comes with operating in such an important coastal and recreational setting.

SeaWorld San Diego has long played an important role in the region's tourism economy by providing a destination for fun, environmental stewardship, and educational opportunities. SeaWorld also is critical to the rescue and rehabilitation of thousands of animals every year. It is the environmental stewardship that led SeaWorld to attain the very first ever coastal drone permit from the CA Coastal Commission earlier this year, marking a significant shift from fireworks to drones along our coastline.

This new Master Plan will allow the park to continue adapting to changing visitor expectations and environmental realities while supporting between 2,000-4,000 jobs annually. For these reasons and so many more, I respectfully urge support for the SeaWorld San Diego Master Plan.

Sincerely,



Mark Cafferty
President & CEO



July 14, 2026

City of San Diego Planning Commission
7650 Mission Valley Rd
San Diego, CA 92108

Submitted via webform

Re: Item 3: 2020 SeaWorld Master Plan Update

Dear Chair Modén and Planning Commissioners:

On behalf of Coastal Environmental Rights Foundation (CERF) and San Diego Coastkeeper (Coastkeeper), please accept these comments on Thursday's Agenda Item 3, SeaWorld's Master Plan Update.

CERF's mission is to enforce environmental laws, raise public awareness of coastal environmental issues, encourage environmental activism, and defend natural resources in coastal areas. Coastkeeper works to protect and restore the waters of the San Diego region through water quality monitoring, advocacy, education, community engagement, and enforcement.

Our organizations have long advocated against fireworks discharges over water in the coastal zone, with a particular focus on Mission Bay dating back to the early 2000s. That advocacy, together with sustained litigation, led directly to the nation's first Clean Water Act permits regulating fireworks discharges over water. Most recently, CERF and Coastkeeper reached a landmark settlement with SeaWorld regarding its fireworks shows, under which the park committed to pursue drone shows as a significantly less environmentally damaging alternative. That settlement coincided with the California Coastal Commission's approval of a coastal development permit (CDP) authorizing SeaWorld to conduct a yearlong drone light show pilot program, which is already well underway.

Though the proposed Master Plan Update is an improvement, it still authorizes up to 60 fireworks shows per year and does not go far enough to ensure coastal resources are protected. Fireworks discharged over Mission Bay deposit combustion byproducts — including heavy metals, perchlorates, and plastic and paper debris — directly into coastal waters, while the accompanying noise and light disturb the marine and avian species that depend on the Bay. Indeed, CERF and Coastkeeper have documented that hundreds, if not thousands, of pieces of chemical-laden plastic and cardboard debris rain down directly into the waters of Mission Bay during every fireworks display. These impacts place the Master Plan's continued authorization of fireworks in direct tension with Chapter 3 of the Coastal Act. Section 30230 requires that marine resources be maintained and enhanced, and that uses of the marine environment sustain the biological productivity of coastal waters and healthy populations of marine species. Section 30231 likewise *requires* that the biological productivity and quality of coastal waters be

maintained and, where feasible, restored, including by minimizing the adverse effects of waste discharges. **A Master Plan that locks in 60 fireworks shows a year for the next 20 years — notwithstanding a viable, lower-impact alternative already in active use — is difficult to reconcile with these mandates.** Anything short of a firm, near-term phase-out of fireworks discharges perpetuates the very harm to water quality and marine resources that Chapter 3 is designed to prevent. The City's own ReWild Mission Bay restoration efforts, embedded in the Mission Bay Park Master Plan, only sharpen this obligation: it makes little sense to invest in restoring Mission Bay's natural resources while simultaneously locking in two more decades of fireworks discharges into the same waters.

Moreover, SeaWorld's current CDP already allows up to 110 drone light shows this year, expressly intended to help the park develop a permanent alternative to fireworks. That pilot gives SeaWorld every incentive to invest further in drone entertainment and to reduce fireworks to a handful of shows annually, particularly now that drone and light shows have matured into an established, well-received form of entertainment in their own right.

This Master Plan will govern development and programmatic decisions in Mission Bay for the next 20 years. San Diego — the first city in the nation to regulate fireworks discharges over water — has an opportunity to build on that legacy rather than undercut it. **CERF and Coastkeeper therefore urge the Planning Commission to recommend approval of the Master Plan on the condition that it require the complete phase out of fireworks within the next five years.**

Sincerely,



Livia Borak Beaudin
Attorney
Coastal Environmental Rights Foundation



Courtney Brown
Attorney
San Diego Coastkeeper

Exhibit 1 - Front Setback



ZAPP - ZONING AND PERMIT PORTAL

RESET
GUIDE

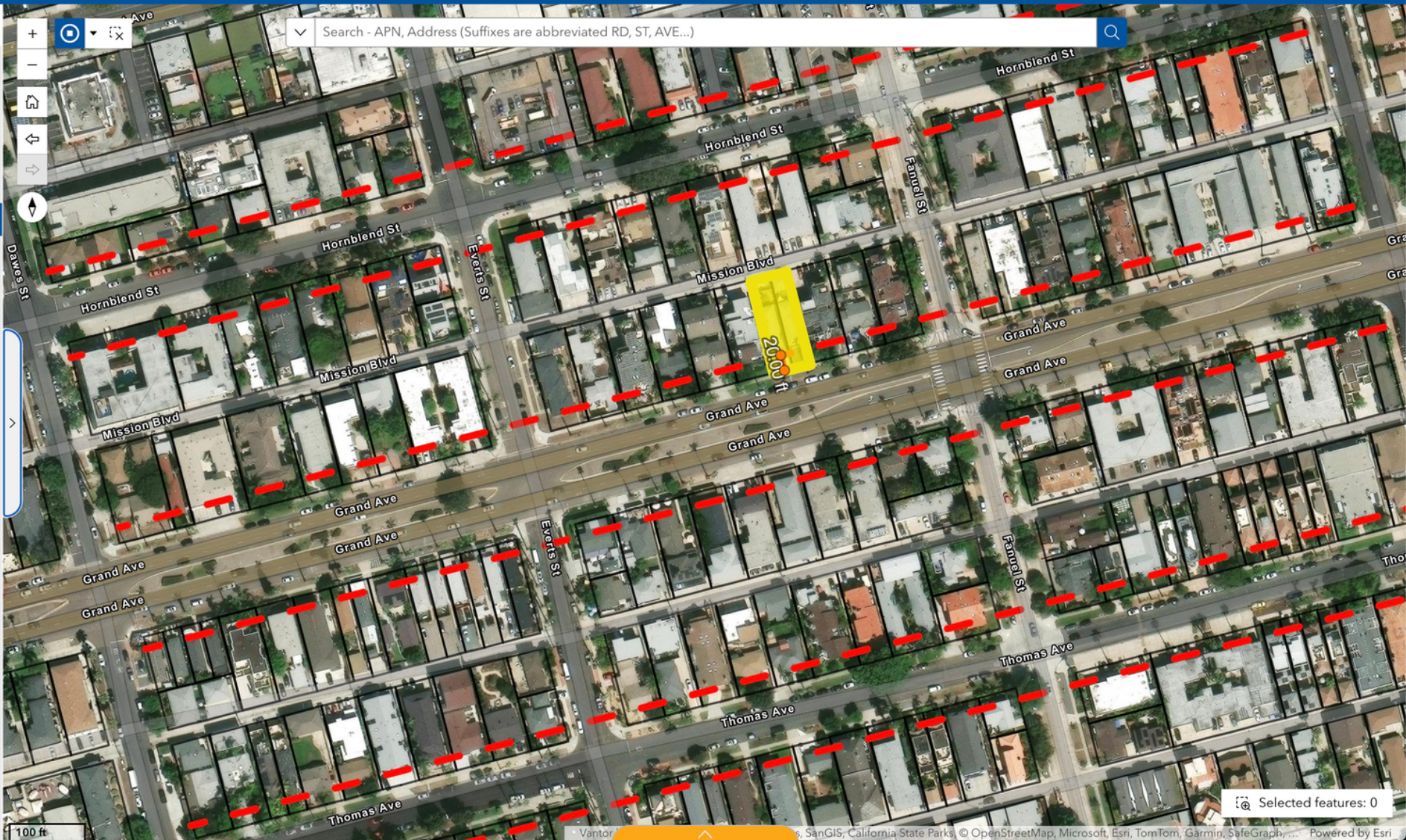
- Parcel Reports
- Pop-Ups
- Layers
- Filters
- Work Spaces
- Tools
- Links



Site



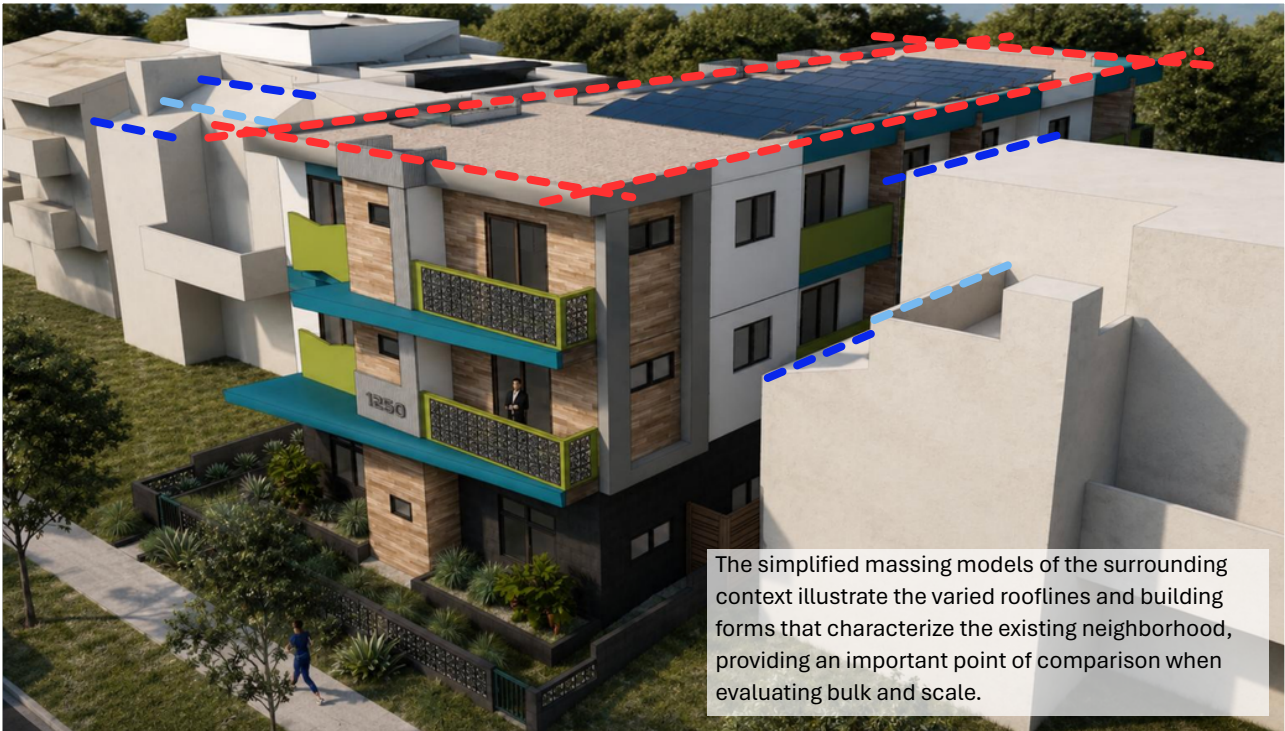
Represents
20' Front
Setback



Search - APN, Address (Suffixes are abbreviated RD, ST, AVE...)

Selected features: 0

Exhibit 2 - Rooflines



The simplified massing models of the surrounding context illustrate the varied rooflines and building forms that characterize the existing neighborhood, providing an important point of comparison when evaluating bulk and scale.



Source: Applicant-provided project materials publicly available through the City of San Diego Planning Commission website. Images are reproduced for the limited purpose of providing commentary and analysis regarding the proposed project in connection with a public hearing before the City of San Diego Planning Commission. Copyright and ownership remain with the original creators.

Exhibit 3 - Density Context





