

**SeaWorld**  
ADVENTURE PARK

*San Diego*



# MASTER PLAN UPDATE



# **MASTER PLAN UPDATE**

Addendum to:  
**MISSION BAY PARK MASTER PLAN UPDATE**  
**City of San Diego**  
**Local Coastal Program Land Use Plan**

*Prepared for:*  
City of San Diego

*Prepared by:*  
**SeaWorld San Diego**  
**500 Sea World Drive**  
**San Diego, CA 92109**

*and*

**ProjectDesign Consultants**  
**701 B Street, Suite 800**  
**San Diego, CA 92101**

Approved by City Council July 10, 2001  
Resolutions: R-295139; (EIR) R-295138  
Approved by the California Coastal Commission February 7, 2002  
LCP Amendment #2-2001C  
Adopted by the City Council for effective certification July 9, 2002  
Resolutions: R-2003-22; R-2003-48; R-2002-55

## THE SEAWORLD VISION:

*To Be Recognized Globally  
For Achieving New Levels  
Of Distinction And Respect  
By Leading the Industry  
With Live Marine Animal Experience,  
Innovative Entertainment, Education,  
Research and Conservation  
That Ensures Our Growth and Success.*



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## EXECUTIVE SUMMARY

### PURPOSE

The SeaWorld Master Plan Update sets forth the long-range conceptual development program, development parameters, and project review procedures for the future renovation of the SeaWorld Adventure Park.

### CONTEXT

The master plan reflects the short product development process of the theme park industry. SeaWorld, like all theme parks across the nation, makes final project decisions very late in the planning cycle to meet the demands and desires of consumers, to incorporate technologies and to react to the competition in the marketplace. Consequently, this plan provides detailed descriptions of those site-specific attractions that are known today. Other potential development sites within the theme park are shown because it is anticipated that in the long-term these sites are candidates for renovation or development. For these sites, design parameters, guidelines and restrictions are provided to give a sense of future attraction options.

### PLAN OBJECTIVES

The goal of this plan is to ensure that the potential environmental impacts of future planning decisions are taken into account and that the basic parameters to achieve this goal are clarified. The plan's major objectives are 1) to establish an updated baseline of existing uses and leasehold entitlements 2) to identify site-specific development proposals 3) to define development criteria for future conceptual development areas and 4) to address the concerns identified in the community outreach process.

### SITE-SPECIFIC PROPOSALS

All attractions currently planned for the park are specifically identified. Those are:

- A splashdown ride with an aquatic theme and storyline that integrates technology, flumes, rail, and marine life displays. The attraction will not exceed 95 feet at its tallest point and will be located within the developed portion of the park (site D-1 as shown on Figure II-3 of the plan) to soften the visual impact from other areas of Mission Bay Park and surrounding communities. The design of the splashdown ride should be contemporary, responsive to the aquatic environment and avoid excessive or exaggerated thematic styles. The intent is to preclude from Mission Bay a theme park architecture.
- A multi-story education complex that includes classrooms, dormitory, auditorium and learning labs. The site location adjacent to guest parking will allow children direct access to the complex without entering the theme park.
- A renovation of the front gate and entrance areas is being planned to create a greater sense of arrival to SeaWorld and to enhance the guest's experience. The facility will include visual icons to leverage the park's unique animal distinctions and strengthen SeaWorld's marine theme. No part of the renovation would exceed 60 feet in height. Buildings which are a part of the front gate renovation shall not exceed 30 feet in height with allowance for roof articulation to a height of 40 feet to avoid a flat roof effect.

- A special events center is planned to accommodate the increased demand of the city's convention delegates. The expanded facility will include ballrooms, catering facilities and meeting rooms with an aquatic theme. Roof articulation will bring the facility to 40 feet in height and an icon will be permitted – not to exceed 60 feet.

## DEVELOPMENT CRITERIA

To remain competitive, SeaWorld must frequently refresh its attraction offerings. The norm in the industry is to provide something different to its customers every 1-3 years. Given this industry standard, and the park's history of capital investment, SeaWorld has identified eight future candidates for renovation or development. The intent is to ensure that all future development will be distributed and constructed in a manner that harmonizes with the established visual quality of Mission Bay Park. Therefore, several restrictions and guidelines on future redevelopment are identified.

- No more than 25% of the theme park area can eventually be developed to heights exceeding 30 feet, and the majority of that must be below 60 feet (existing tree level on the park's west side).
- A maximum of 8.77 acres (10% of the theme park area) scattered throughout the entire theme park area can be redeveloped for attractions above 60 feet. Preliminary studies indicate attractions below 60 feet have little or no visual impact. Bulk plane setbacks will be incorporated 75 feet from the shoreline and 20 feet from all other park boundaries.
- A 20-foot wide landscaped area shall be provided along all exterior leasehold boundaries emphasizing trees and shrubs of varying heights to add visual interest, provide screening and maintain long-range views to the water.
- The aquatic feel and balanced portfolio of attractions specified in the SeaWorld Master Plan will be maintained.
- Design guidelines addressing landscaping, lighting, architecture, and signs will assure aesthetically pleasing public views of SeaWorld from outside its leasehold.

## ADDITIONAL PROJECT REVIEW

The additional height of some attractions allowed by the passage of the SeaWorld Initiative under the SeaWorld Master Plan update creates the need for greater public input to ensure that the quality of recreation and the visual character of Mission Bay Park will be maintained. SeaWorld is proposing additional local discretionary reviews for all projects greater than 30-feet in height, in addition to the required coastal development permit, as outlined in the implementation section of the plan.

## THEMATIC CONTINUITY

SeaWorld is the strongest advocate of the themes on which it has built its reputation. Its vision – *to be recognized globally for achieving new levels of distinction and respect by leading the industry with live marine and animal experiences, innovative entertainment, education, research and conservation that ensures our growth and success* – would not fit a Six Flags Magic Mountain or Disneyland. The park's competitive advantage lies in emphasizing its points of distinction – Shamu and the sea. Commitment to its traditional emphasis areas will be carried forward into all new development proposed for the park.



## I. INTRODUCTION

In the late 1940's, the City of San Diego embarked upon the creation of a regional aquatic-oriented park, Mission Bay Park. The idea for an aquarium-oceanarium or marine zoo within the park dates back to at least 1939 and appears in all subsequent plans for Mission Bay Park. The 1958 Mission Bay Master Plan, which provided specific leasehold recommendations for the new aquatic park, envisioned a marine theme park devoted to entertainment, recreation and education. In 1961, the City leased the existing site for development of the marine park, and in 1964, SeaWorld was opened.

From its inception, SeaWorld has been developed, maintained and operated to the highest standards. The key to its success is family oriented entertainment that serves the needs of all age groups. Although entertainment and recreation has always be the mainstay of the park, SeaWorld is much more. During its 36-year history, the park has expanded its education, research and conservation emphasis.

### A. PURPOSE AND NEED

SeaWorld Adventure Park serves the recreational and educational needs of San Diegans and visitors. It is a nationally known tourist attraction with an estimated \$1 billion economic benefit to San Diego. In order to maintain its long-term economic vitality, SeaWorld must continue to improve and provide facilities that meet the public's needs and desires. The purpose of the SeaWorld Master Plan Update is to create a framework for continued improvements and renovations to the park into the new century.

Since 1985, SeaWorld has been operating pursuant to a master plan that has largely been fulfilled. An update is required to set forth the long-range conceptual development program, development parameters, and project review procedures for the future renovation of SeaWorld. In 1998, SeaWorld sponsored, and San Diego's voters approved, the SeaWorld Initiative to amend the City's Coastal Height Overlay Zone allowing improvements within the SeaWorld leasehold to be constructed to half the height of the SeaWorld tower (160 feet). This plan responds directly to the uses for which the additional height allowance is intended, and will become a part of the SeaWorld lease with the City of San Diego. This plan also addresses the integration of SeaWorld in Mission Bay Park and the surrounding residential communities.

### B. PLANNING PROCESS

In November 1998, the voters of the City of San Diego approved the SeaWorld Initiative, Proposition D, which amended the City of San Diego Municipal Code to allow development up to a maximum height of 160 feet on the SeaWorld leasehold in Mission Bay Park. Passage of the SeaWorld Initiative created an inconsistency between the Municipal Code, and the Mission Bay Park Master Plan Update, which serves as both the community plan and the Local Coastal Program (LCP) for Mission Bay Park. The Mission Bay Park Master Plan Design Guidelines prohibit development above 30 feet. To eliminate the inconsistency caused by passage of the SeaWorld Initiative, the Mission Bay Park Master Plan and LCP must be amended.

Subsequent to voter approval, SeaWorld began updating the SeaWorld Master Plan and requested the initiation of the Mission Bay Park Master Plan Amendment from the City of San Diego Planning Commission to integrate the height limit change into the Plan. The Planning Commission granted the request for initiation of the plan amendment process at a public hearing in October 1999. At this hearing the City of San Diego Planning Commission requested that SeaWorld undertake a public outreach program to solicit input regarding the issues associated with the Plan Update and how they may guide development of SeaWorld's Master Plan Update. The public outreach program is described in Section I-C, Community Outreach and Issues Analysis.

The SeaWorld Master Plan provides descriptions of proposed renovations and new development in the park. This serves as the “Development Plan” described in the lease between SeaWorld and the City of San Diego. The SeaWorld Master Plan is also incorporated by reference into the Mission Bay Park Master Plan and LCP Land Use Plan.

### **C. COMMUNITY OUTREACH AND ISSUES ANALYSIS**

At its October 14, 1999 hearing to initiate an amendment to the Mission Bay Park Master Plan, the San Diego Planning Commission requested SeaWorld to involve the public in the SeaWorld Master Plan Update process. In response to this request, SeaWorld undertook an extensive two-phased public outreach program. Public forums were held throughout the city at various times and locations to make them accessible to the largest number of people. The first phase was conducted in January 2000, and included public forums at four locations: Carmel Mountain, Del Cerro, Mission Beach, and Sherman Heights. The second phase was conducted in June 2000, also at four locations: Normal Heights, Emerald Hills, Rancho Penasquitos, and Clairemont. A total of 225 participants attended, and over 500 comments were generated from all eight public forums. At the conclusion of the public outreach program a City of San Diego Planning Commission Workshop was held in July 2000, at SeaWorld to familiarize the Planning Commissioners with the SeaWorld operation and the Master Plan Update.

The input from the public forums and subsequent Planning Commission workshops identified six major land use issues. These issues are stated below along with a brief summation of how each one is addressed in the SeaWorld Master Plan Update. The Appendix provides additional analysis of these issues.

- **Potential change in emphasis away from SeaWorld’s marine animal and educational themes.**

The SeaWorld Master Plan Update emphasizes SeaWorld’s commitment to its traditional emphasis areas of entertainment, education, research and conservation. These emphasis areas, together with the live marine animal experience, will be carried forward into all new development proposed for the park. Consistent with SeaWorld’s vision statement, no single attraction type should predominate. This Master Plan requires that a minimum of 75 percent of SeaWorld’s total attractions (excluding the hotel) include significant educational and/or animal conservation related elements.

- **Potential impacts to views and viewshed due to increased height of buildings and attractions.**

Voter approval of the development height limit change allowed the entire leasehold to be developed with structures up to 160 feet in height. During the early preparation of the Master Plan Update, SeaWorld reduced the area where development could exceed 30 feet in height. Subsequent to the first series of public forums in January, SeaWorld again revised the Master Plan to further reduce the Theme Park Area height allowance for development above 30 feet.

The SeaWorld Master Plan Update contains numerous development criteria designed to work together to mitigate potential view blockage and visual impacts. Among these criteria, the plan limits height in the main SeaWorld Theme Park to reasonable percentages that decrease with each successive increase in height level. No development within the SeaWorld Theme Park will block an existing view.

- **Noise impacts from attractions and special events (including fireworks).**

The SeaWorld Master Plan Update acknowledges SeaWorld’s ongoing commitment to comply with the existing City of San Diego Noise Ordinance and Council Policy 500-06 (Regulation of Firework Displays). Located over one-half mile from any residential areas, noise generated from SeaWorld attractions has a lower impact than most major theme parks. Additionally, SeaWorld’s firework displays

are a long-standing tradition and will not be affected by any of the proposed development in the SeaWorld Master Plan Update. Firework displays are consistent with permits issued by the City of San Diego Fire Department. Further, this Master Plan limits firework displays to a maximum of 150 nights per year.

- **Effects of park expansion/intensification on traffic congestion.**

The SeaWorld Master Plan Update anticipates a gradual cycle of park renovation and expansion that may not result in the need for additional traffic improvements for several years to come. Near term goals are to reach previous park attendance levels achieved earlier in the 1990's. As new attractions are built and daily attendance reaches threshold levels defined in the plan, SeaWorld will contribute to the needed improvements. The SeaWorld Master Plan Update also shows a possible transit station for MTDB's Automated People Mover Technology (now under study) and contains guidelines for integrating the station into the future SeaWorld parking garage.

- **Potential impacts to water quality in Mission Bay.**

The SeaWorld Master Plan Update acknowledges SeaWorld's ongoing efforts to protect the water quality of Mission Bay. SeaWorld has developed an extensive treatment program to ensure that the aquaria water discharged into Mission Bay is as clean or cleaner than upon intake. Additionally, a large proportion of the storm water runoff is treated through the aquaria water filtration system while the remainder is diverted into the City storm drain system. SeaWorld has committed itself to a program of nearly 100 percent runoff treatment in the future, far surpassing any business within the entire Mission Bay watershed. Existing water treatment capacity is expected to be adequate to handle any increased needs generated by attractions anticipated in the SeaWorld Master Plan Update.

- **The appropriateness of a new hotel in Mission Bay Park (also relates to views, viewshed, and traffic issues).**

Prior to a formal project submission, the SeaWorld Master Plan Update requires a traffic study and an economic feasibility analysis assessing the need for another hotel in Mission Bay Park. Additionally, any hotel will require a City Council public hearing where the appropriateness of using public parkland for hotel development and the status of public park improvements, along with the viewshed and traffic impacts, can be assessed and discussed in the context of a specific proposal.

## II. THE MASTER PLAN

### A. SETTING

SeaWorld is located along the south perimeter of Mission Bay Park in a commercial-oriented recreation area as set forth in the Mission Bay Park Master Plan. The south and west boundaries are defined by Sea World Drive, Perez Cove Way and Ingraham Street. To the south beyond Sea World Drive is the West Mission Bay Drive/Sunset Blvd/Sea World Drive interchange system and the San Diego River. To the east of West Mission Bay Drive is the Quivira Basin commercial recreation area. The eastern boundary of the SeaWorld site extends to South Shores Road, which provides access to a boat launch. The northern boundary of the SeaWorld leasehold generally conforms to the shoreline except on the west side of the park where 17 acres of open water area for the SeaWorld Marina, Waterfront Stadium and Sky Ride are included in the leasehold. To the north lies Fiesta Island, which forms the northern boundary of the South Pacific Passage, and the open waters of Mission Bay Park.

#### **Mission Bay Park**

Mission Bay Park is a seven square mile public aquatic park that provides a diverse range of recreational activities serving both local and regional needs including boating, picnicking, walking, and bicycling. Additionally, Mission Bay Park hosts a number of commercial-oriented recreation leases such as SeaWorld, resort hotels and recreational vehicle camping, as well as not-for-profit leases such as youth camping and sailing facilities. As stated in the Mission Bay Park Master Plan, the diversity and quality of recreation in Mission Bay Park depends on the balanced provision of public recreation, the sustainable management of environmental resources, and the operation of economically successful commercial leisure enterprises.

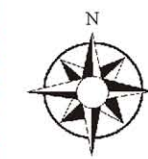
#### **Residential Neighborhoods**

The residential neighborhood closest to SeaWorld is located to the south between the West Point Loma Boulevard/Sport Arena Drive transition and I-8, approximately 0.6 miles from the SeaWorld Tower. This area, characterized by multi-family, attached apartments and condominiums, is located in segments of three communities: Ocean Beach, Peninsula and Midway. Other residential neighborhoods within one mile of SeaWorld are located in the West Point Loma Boulevard/Sports Arena Drive area. The Crown Point neighborhood of Pacific Beach is located approximately 1.2 miles to the north of SeaWorld and the South Mission Beach neighborhood lies approximately 1.4 miles to the west. Hillside neighborhoods with views of Mission Bay and SeaWorld are located in parts of Ocean Beach, Peninsula, Mission Hills, Linda Vista, Clairemont, Pacific Beach, and La Jolla. These neighborhoods are located within one to four miles from the SeaWorld site.



# Site location Map

- ① Belmont Park
- ② Dana Inn Hotel & Marina
- ③ Hyatt Islandia
- ④ Presido Park
- ⑤ Princess Resort
- ⑥ SeaWorld Marina
- ⑦ South Shores Boat Launch
- ⑧ Sports Arena



Not to Scale

Figure II-1

Source: SeaWorld

## B. OVERVIEW

This SeaWorld Master Plan Update is intended to integrate conceptual elements of SeaWorld's capital facilities and park planning program into the context of the City of San Diego's land use planning process. The plan reflects SeaWorld's commitment to its traditional water oriented marine animal theme and the four emphasis areas of family entertainment, education, conservation, and research. As with any capital facilities program, public or private, the further out projections are made, the less certain the outcome. This principle is even more applicable to the theme park industry where competition and changes in consumer preferences require the ability to shift priorities within a very short time frame. The need for such flexibility lies at the center of a different, but very rigorous, internal planning process that must respond to many factors well beyond the scope of this plan.

It is, however, the goal of this plan to ensure that the future planning decisions provide for the highest standards of development, consistent with the City's goals and policies. The basic parameters to achieve this goal are clarified for the benefit of all decision makers and stakeholders.

This plan has four major objectives:

- To establish an updated baseline of existing uses and leasehold entitlements.
- To identify future site-specific, conceptual development proposals.
- To define leasehold development criteria for future development.
- To address the concerns identified in the community outreach process.

## C. EXISTING FACILITIES AND ENTITLEMENTS

The SeaWorld Master Plan adopted in 1985 consists primarily of a site plan and list of conceptual development proposals. Over the ensuing years, nearly all of the proposed facilities have been built, with the notable exception of the marina expansion and hotel in the Perez Cove Shoreline area. These entitlements are carried forward into the SeaWorld Master Plan Update and revised in accordance with the new conceptual development program set forth in Section II-D.

The SeaWorld Master Plan Update identifies five functional areas within the leasehold property. Below is a description of the existing land use and facilities within each area:

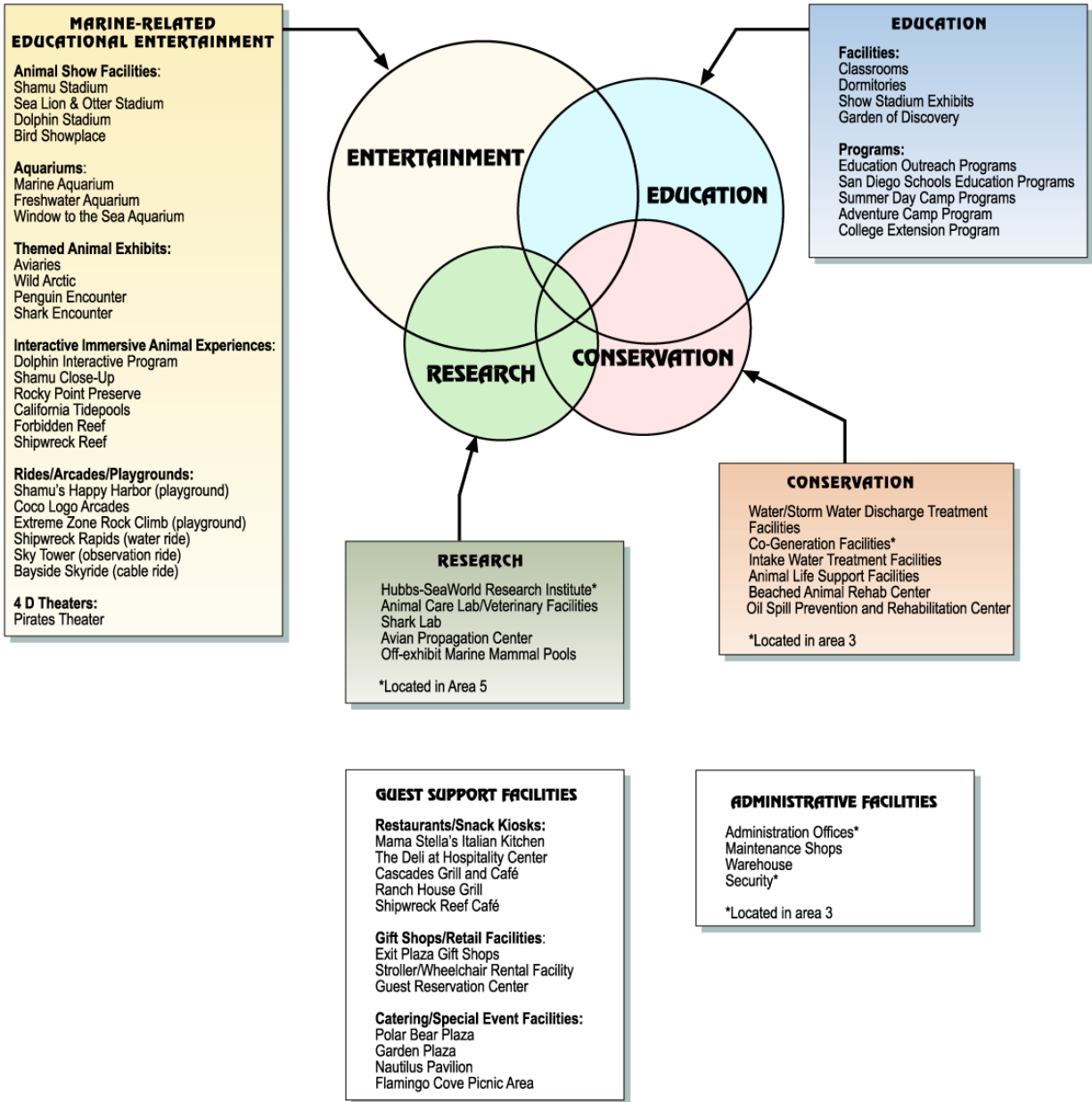
### Area 1: SeaWorld Theme Park

The SeaWorld Theme Park area consists of 88.6 acres bounded by the South Pacific Passage channel of Mission Bay to the north, the Administration and Support area to the west, the South Shores area of Mission Bay Park to the east, and the Guest Parking area to the south. This area includes seven acres of open water area used for water shows at Waterfront Stadium.

The Theme Park area is developed with a variety of marine-related attractions and support facilities. The SeaWorld Tower, at 320 feet is a prominent landmark and focal point for all of Mission Bay Park and beyond. Within the park, the existing facilities reflect the dominant marine animal theme and the primary emphasis areas of entertainment, education, research, and conservation as set forth in SeaWorld's vision statement. A high degree of integration and overlap is common as any single attraction or facility may incorporate two, three, or all four primary emphasis areas. This is illustrated in the following list of existing park facilities.



## Area 1 Facilities





## Area 2: Guest Parking

The Guest Parking area comprises 62.6 acres along the south side of the leasehold between the SeaWorld Theme Park and Sea World Drive. A total of 6,692 paved parking spaces are available within the area. Approximately 450 spaces in the northwest portion of the parking area are used for employee parking, leaving 6,242 spaces for guest usage. Another 922 guest spaces are located in the eastern portion of Area 1 providing a total of 7,164 guest spaces for the entire park. The east side of the area contains a portion of the inactive Mission Bay Landfill which was closed in 1959 (see Figure II-2). The landfill area is generally unsuitable for building. Existing parking areas above the landfill are covered with a “chip-seal” paving surface which is impervious to water, but allows for gas diffusion. The remaining parking areas are paved with asphalt. The main vehicular entryway to the SeaWorld site is located in the southwest corner of the Guest Parking area. The main exit is located near the middle of the area at a signalized intersection with Sea World Drive.



## Area 3: Administration and Support

The Administration and Support Area consists of 8.5 acres of land located immediately to the west of the SeaWorld Theme Park (Area 1) between the SeaWorld Marina and the Guest Parking area. This area contains many of the support facilities needed for the operation of the SeaWorld Theme Park. These include administrative offices, security, cogeneration, water treatment, storage, and other facilities. A reserved parking/carpool lot is also located in the south portion of the area.



## Area 4: SeaWorld Marina

The SeaWorld Marina contains a small shoreline land area of 1.0 acres and an open water area of 10.0 acres. The water area contains a 200-slip marina operated by SeaWorld. The marina complex includes a launching crane, a dry storage facility for 37 boats, and restroom and lounge facilities for marina guests. On the east side of the marina is the water intake platform, one of two intake areas that provide seawater for SeaWorld's marine animals. The filter plant for the intake is located just to the south in Area 3.

The 1985 SeaWorld Master Plan entitles an expansion of the marina to include 200 additional boat slips. The entitlement is being reduced to 115 additional boat slips in this Master Plan Update and is included as a proposed future development. SeaWorld recognizes that this entitlement was granted by the City of San Diego only. The Coastal Commission did not review or certify the 1985 SeaWorld Master Plan, and is in no way bound by any of its provisions.



## Area 5: Perez Cove Shoreline

The Perez Cove Shoreline area consists of 11.4 acres of land between the Perez Cove shoreline on the east and Perez Cove Way on the west. The northern portion of the area contains the Hubbs-SeaWorld Research Institute and parking lot. Additional asphalt parking areas and landscaping cover the remaining area. The parking area serves marina guests and is an auxiliary lot for SeaWorld employees.

The 1985 SeaWorld Master Plan entitles the development of a 300-unit hotel and landing pier. The entitlement is retained in this Master Plan Update and is included as a proposed future development, though it cannot be constructed prior to July of 2011. SeaWorld recognizes that this entitlement was granted by the City of San Diego only. The Coastal Commission did not review or certify the 1985 SeaWorld Master Plan, and is in no way bound by any of its provisions.



The following table summarizes the existing land and water use within the SeaWorld leasehold:

**TABLE II-1  
SeaWorld Existing Land/Water Use**

Area	Description	Facilities	Land/Water Use	Acres	%
1	Theme Park	Exhibits, rides, shows, guest support, park support and multi purpose facilities.	Building Coverage	11.6	13
			Hardscape/Pathways	24.5	27
			Landscaping	35.3	40
			Pools	3.0	3
			Open Water	7.0	8
			Unimproved	7.2	8
			<b>Total</b>	<b>88.6</b>	<b>100%</b>
	Parking Spaces	922			
2	Guest Parking	Main parking area for theme park.	Hardscape/Internal Roadways	27.3	44
			ChipSeal Pavement	21.0	33
			Landscaping	5.1	8
			Unimproved	9.2	14
			<b>Total</b>	<b>62.6</b>	<b>100%</b>
	Parking Spaces	6,692			
3	Administration and Support	Theme park support facilities, administrative offices and visitor parking lot.	Building Coverage	1.5	18
			Hardscape/Pathways	7.0	82
			<b>Total</b>	<b>8.5</b>	<b>100%</b>
	Parking Spaces	142			
4	SeaWorld Marina	Boat docks, dry boat storage, and marina support.	Hardscape/Pathways	1.0	9
			Open Water	10.0	91
			<b>Total</b>	<b>11.0</b>	<b>100%</b>
			Boat Slips	200	
			Dry Boat Storage	37	
	Parking Spaces	65			
5	Perez Cove Shoreline	Hubbs-SeaWorld Research Institute, employee parking lot.	Building Coverage	0.5	4
			Hardscape/Pathways	4.4	39
			Landscaping	6.5	57
			<b>Total</b>	<b>11.4</b>	<b>100%</b>
	Parking Spaces	650			
			<b>Summary</b>	<b>Acres</b>	<b>%</b>
			Building Coverage	13.6	7
			Hardscape/Pathway/Roadways	64.2	33
			ChipSeal Pavement	21.0	11
			Landscaping	46.9	25
			Pools	3.0	2
			Open Water	17.0	9
			Unimproved	16.4	9
			Additional right-of-way	7.3	4
			<b>Total Land</b>	<b>172.4</b>	<b>91%</b>
			<b>Total Water</b>	<b>17.0</b>	<b>9%</b>
			<b>Total Leasehold</b>	<b>189.4</b>	<b>100%</b>
			Total Parking	8,471	



## Existing SeaWorld Facilities and Site Map



- Food & Beverage
- Merchandise
- Show
- Exhibit
- Ride
- Restroom
- Service



Figure II-2

Source: SeaWorld  
Date: January 2001

#### D. PROPOSED CONCEPTUAL DEVELOPMENT PROGRAM

This conceptual development program sets forth the anticipated development and redevelopment needs for the entire SeaWorld leasehold. The general scale and intensity of the conceptual development program is described in this section of the Master Plan Update. Additional design description is provided in Section III, Development Criteria and in Section IV, Design Guidelines.

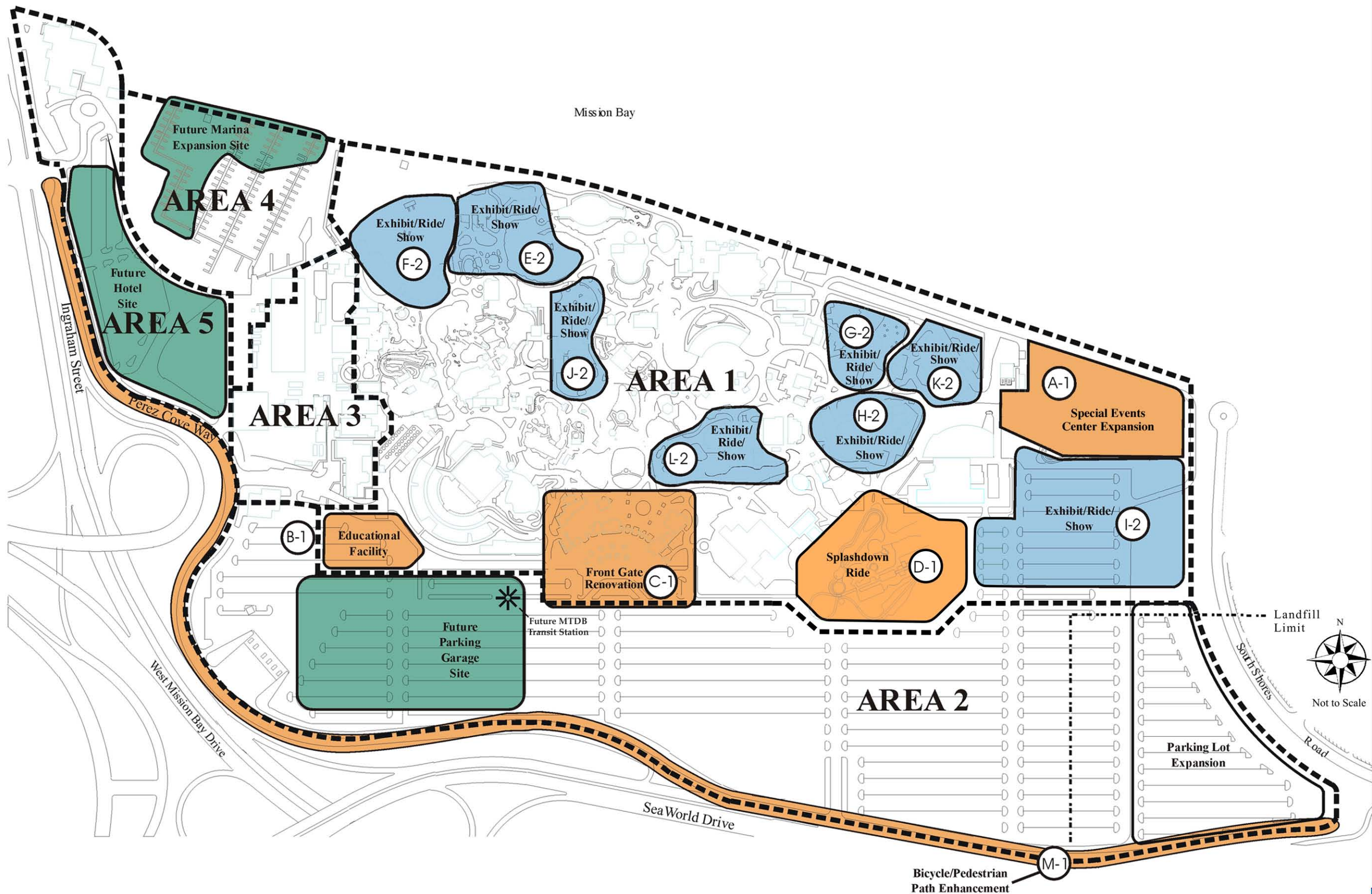
The conceptual development program is divided into three categories:

- **Tier 1** identifies sites and projects where new development or park renovations will be processed concurrently with the SeaWorld Master Plan Update or are likely to be initiated shortly after its adoption. Proposed projects consist of a Splashdown Ride, Educational Facility, Front Gate Renovation, Special Events Center Expansion and Bicycle/Pedestrian Path Enhancement. Descriptions of these proposed projects are provided further in this section.
- **Tier 2** identifies sites within Area 1 that are candidates for redevelopment, however, no specific project is proposed for the immediate future. Submittals for individual projects will be made over a span of many years. Descriptions of the sites are provided further in this section. Potential Tier 2 projects are not approved as part of this Master Plan, and no entitlements to redevelopment in the designated areas are granted nor permit approvals implied.
- **Special projects** are conceptual development proposals that have been identified for sites within Areas 2, 4 and 5. Like Tier 2 projects, these are not proposed to be built for many years. Unlike the Tier 2 projects, specific uses have been identified for each of these sites. The 1985 SeaWorld Master Plan-entitled Marina and Hotel expansions have been included in this category. Descriptions of the sites and proposed conceptual development are provided further in this section.

Figure II-3 illustrates the conceptual development sites within SeaWorld. The specific locations of each individual development site may vary (+/- 100 feet) as actual development is implemented.



## Conceptual Development Plan



- Tier 1 Projects
- Tier 2 Projects
- Special Projects

Figure II-3

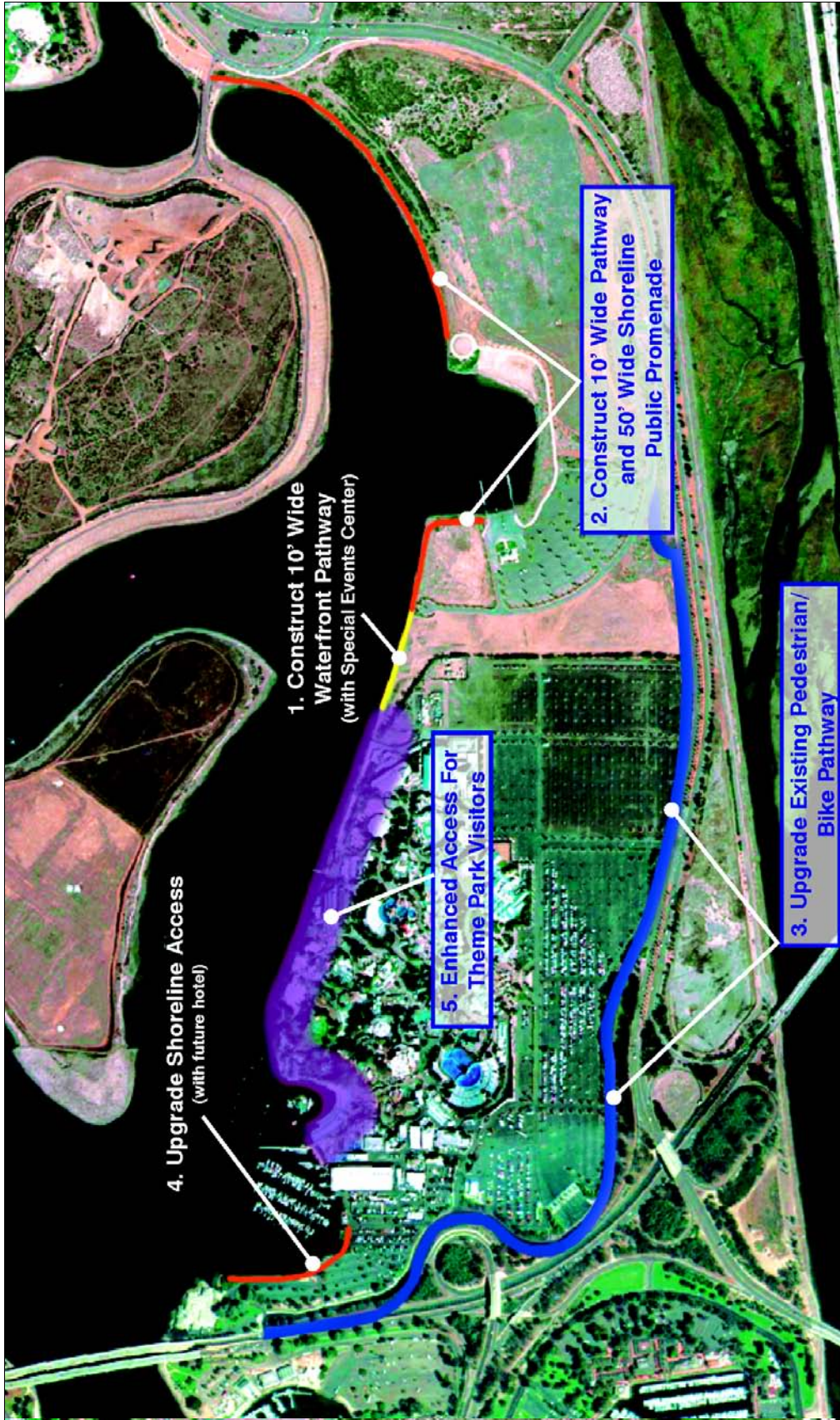


Figure II-3a – Shoreline Access Improvements

## Tier 1 Projects

Tier 1 sites and projects include new development or park renovations that will be processed concurrently with the SeaWorld Master Plan Update or are likely to be initiated shortly after its adoption. The existing site, proposed project and project design criteria are described below.

### Special Events Center Expansion (Site A-1)

#### *Existing Site and Use:*

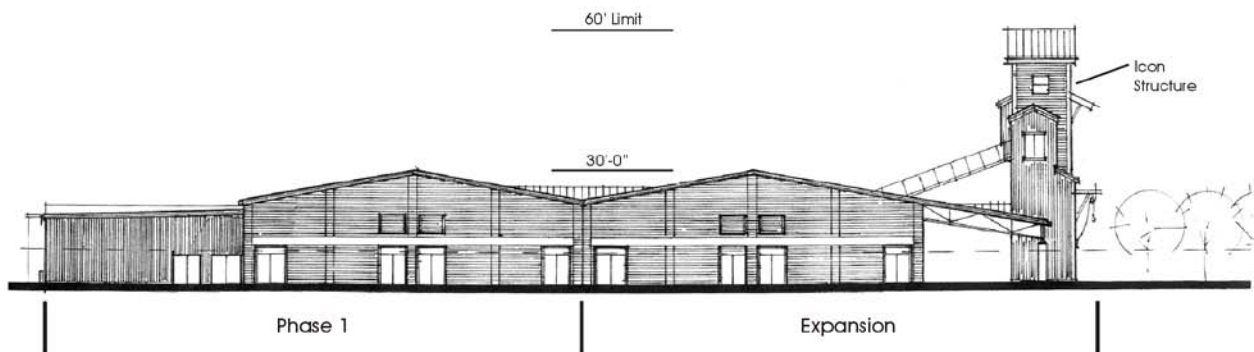
The site is located on 4.5 acres of land on the northeast corner of Area 1. Existing uses on the site include a landscape nursery and associated storage areas, trash compactor, and recycling facilities that will be relocated to other service areas within Area 1. The eastern portions of the site are undeveloped.

#### *Proposed Project:*

The proposed project involves the second phase expansion of the currently proposed special events center. The expansion would occur to the east, approximately doubling the size of the currently proposed center. The Special Events Center Expansion would provide capacity for 1,000 people and may have structural elements exceeding 30 feet in height.

#### *Design Criteria:*

- The bulk of the structural addition shall be 30 feet in height with allowance for roof articulation to a height of 40 feet to avoid a flat roof effect.
- One icon structure shall be permitted to a maximum height of 60 feet above ground level with a maximum footprint of 400 square feet.
- Prior to completion of the project, SeaWorld will construct a 10-foot wide landscaped pathway along the waterfront beginning at the northeast corner of the leasehold and extending westward for a distance of 500 feet.



***Figure II-4 Conceptual Special Events Center Elevation***



## Educational Facility (Site B-1)

### Existing Site and Use:

The proposed 1.8-acre site is located near the southwest corner of Area 1 behind the Shamu Stadium. Current use of the site is for parking and parking access.

### Proposed Project:

SeaWorld San Diego's new Educational Facility will be a three-story building to support the park's successful Camp SeaWorld Day Camp program, Adventure Camp resident camp program, Teacher Education programs, adult education courses for college credit, in-depth educational tours, and birthday party program. State-of-the-art classroom and wet lab facilities and a 130-seat auditorium will complement opportunities in the park for live animal observation and immersion educational experiences. The building will be approximately 22,000 square feet, and include space for sleeping, classrooms, recreational activities, and supporting uses. Approximately 55 parking spaces would be removed to make way for the educational facility.

### Design Criteria:

- The height of the building shall not exceed 45 feet.
- Any parking spaces lost through the development of the Education Facility shall be made up in the east parking area (Area 2 expansion) prior to the commencement of construction.

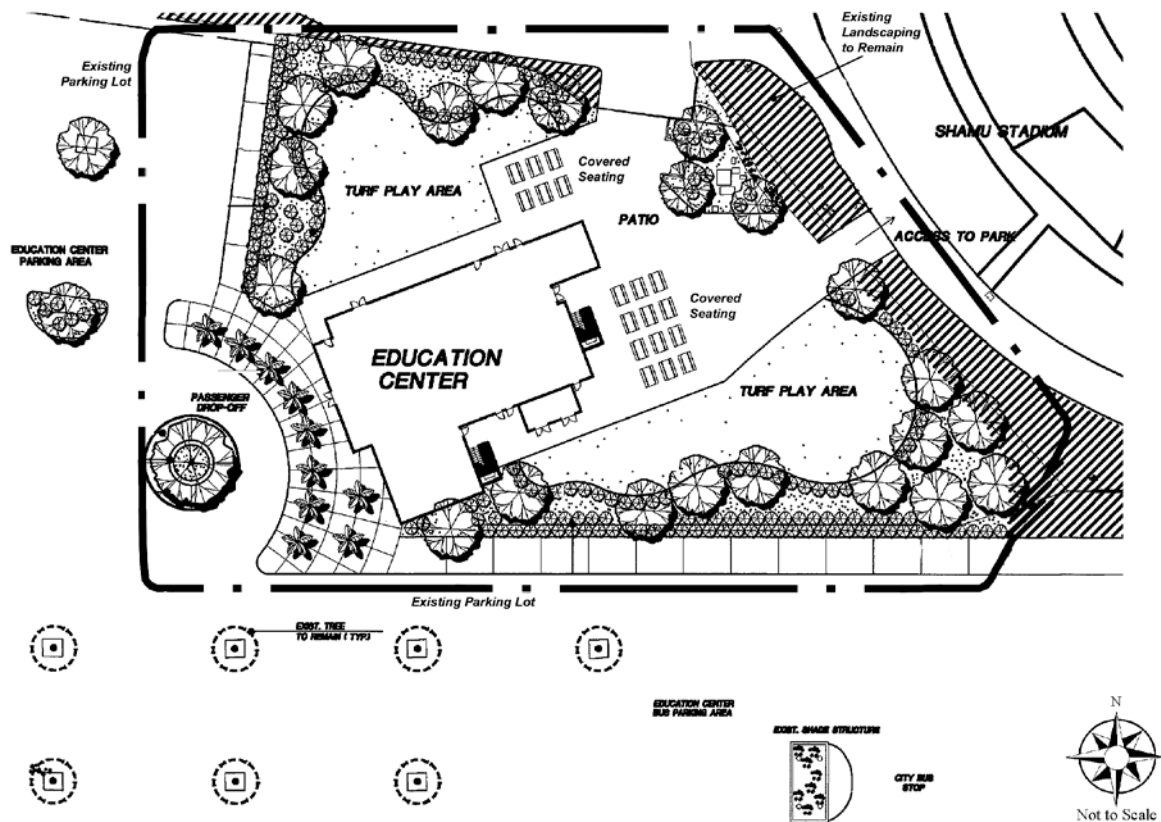
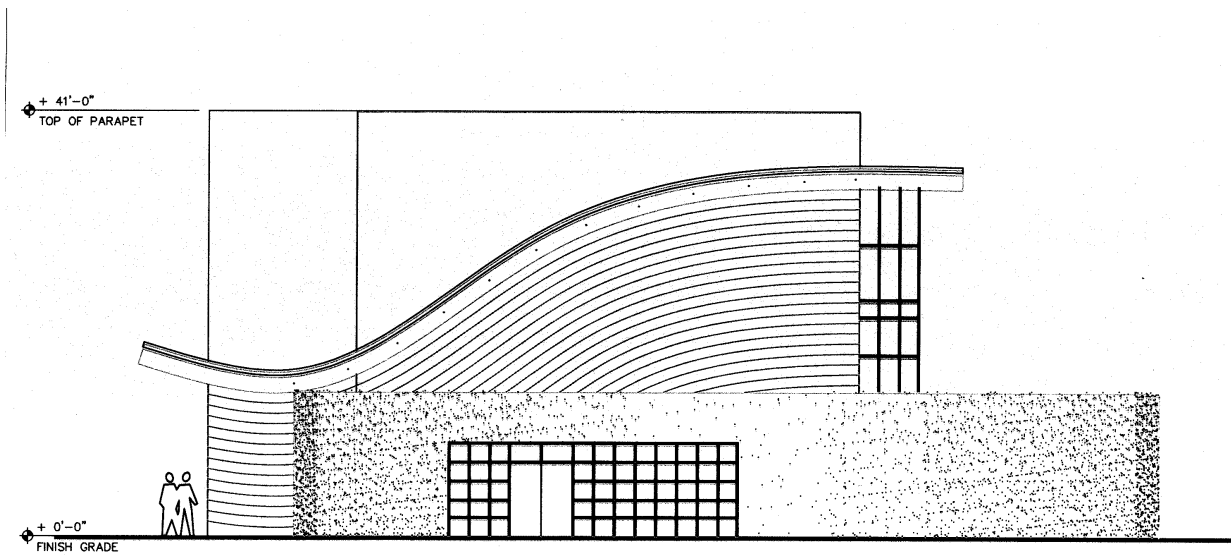


Figure II-5 Conceptual Educational Facility Site Plan



*Figure II-6 Conceptual Educational Facility Elevation*

## Front Gate Renovation (Site C-1)

### Existing Site and Use:

The proposed project is a renovation of the existing 5.2-acre front gate site. Existing uses in this area include ticket booths, information center, reservation center, wheel chair/stroller rental, lost and found, gift shops and stage.

### Proposed Project:

A renovation of front gate and entrance area is planned to create a greater sense of arrival to SeaWorld. The facility will include visual icons to enhance and strengthen SeaWorld's marine park theme. The preliminary concept (Figure II-8) involves a small harbor theme, including a water body with docked boats, a wharf and lighthouse. The buildings along the wharf would house various guest support facilities including several gift shops.

### Design Criterion:

- Buildings shall generally be 30 feet in height with allowance for roof articulation to a height of 40 feet in height to avoid a flat roof effect.
- One icon structure with a marine or aquatic theme shall be permitted to a maximum of 60 feet above ground level with a maximum footprint of 400 square feet.

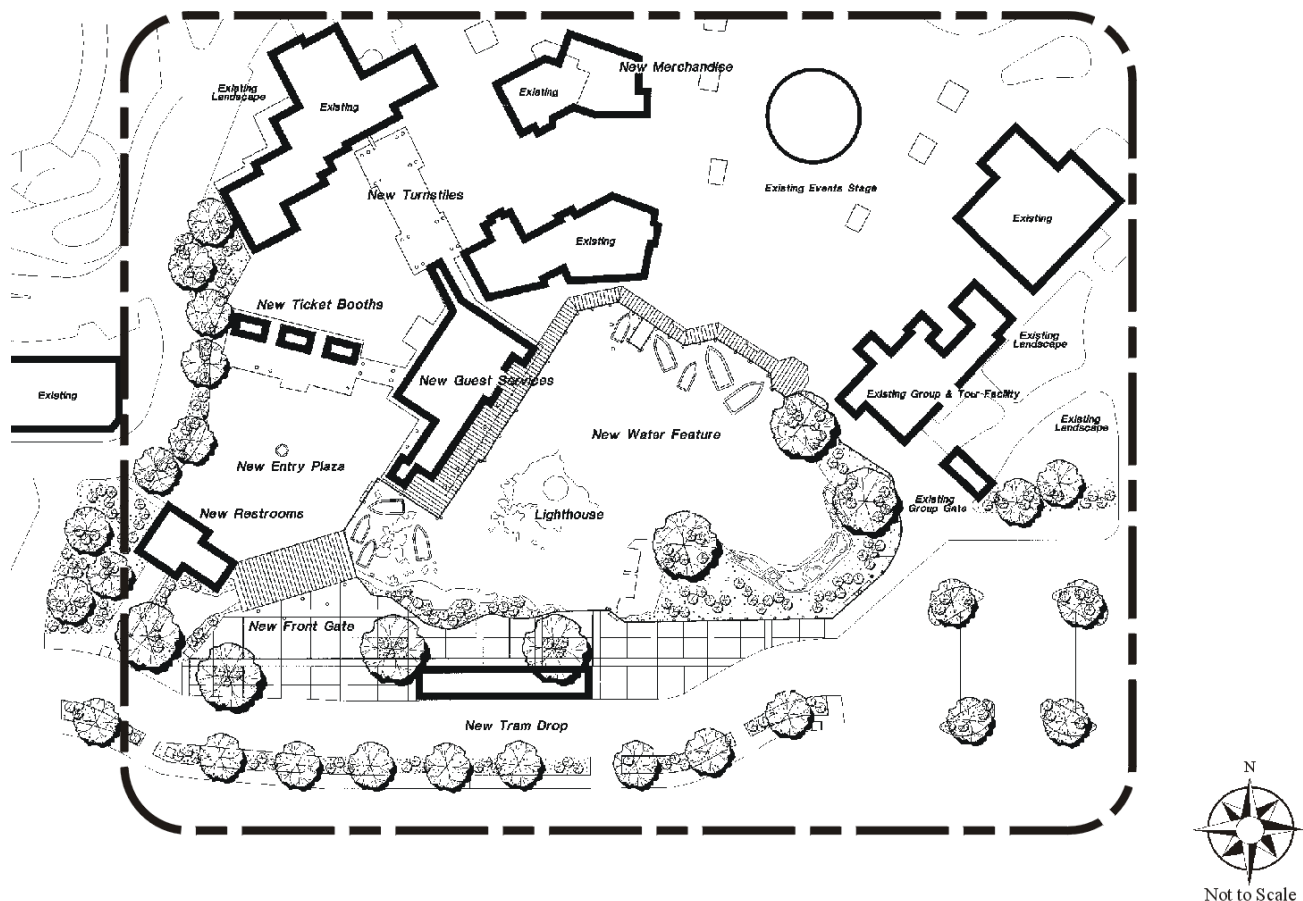


Figure II-7 Conceptual Front Gate Renovation Site plan



*Figure II-8 Conceptual Front Gate Renovation Perspective Drawing*

### Splashdown Ride (Site D-1)\*

#### *Existing Site and Use:*

The 5.5-acre site is located on the south boundary of Area 1, east of the Hospitality Complex. The site is currently used for guest parking.

#### *Proposed Project:*

The splashdown ride is a water flume and tracked ride attraction consistent with SeaWorld's vision statement. The attraction will include guest services along with structures to support the rail and flume elements of the ride. The main structures consist of three tower elements connected by the water flumes and track. The largest tower is approximately 95 feet high and 50 feet in diameter. The second tower is 83 feet high and 35 feet in diameter, and the third tower is 89 feet high and 24 feet in diameter. The combined footprint of the towers will be approximately 3,400 square feet.

#### *Design Criteria:*

- Limit total height of structure to 95 feet.
- Limit the bulk and mass of the structure above 40 feet to no more than 25 percent of the building footprint.
- The final design of the splashdown ride should be contemporary, responsive to the aquatic environment and avoid excessive or exaggerated thematic styles. The intent is to preclude from Mission Bay a theme park architecture.
- Provide extensive tree plantings particularly on the south and east sides to soften the visual impact of the structure from land and water areas of Mission Bay Park and surrounding communities. Selected species should have the potential to provide dense year-round foliage and attain heights of 60 feet at maturity.
- Low-level lighting may be used to highlight sculptural details of the structures. Harsh lighting or glare directed toward the Bay or upward into the night sky shall not be allowed.

**\*Note: Pursuant to the Coastal Commission's suggested modification of February 7, 2002, the D-1 site has been modified to reflect the certified LCP amendment language which states that:**

***The site for this attraction shall be located within the general area of designated D-1 improvements and the western portion of designated I-2 improvements shown on Figure II-3 of the plan. The Splashdown Ride shall not be located along the perimeter of the leasehold boundary, nor adjacent to Mission Bay.***



*Figure II-9 Conceptual Splashdown Ride Elevation*

### Bicycle/Pedestrian Path Enhancement (Site M-1)

#### *Existing Site and Use:*

The project site is located in an approximately 25- to 40-foot wide curvilinear corridor along the south and west boundaries of the SeaWorld leasehold. For most of its approximately 5,000-foot length, the corridor follows Sea World Drive and Perez Cove Way. An existing 10-foot wide improved bikeway meanders through the corridor and is separated from nearby vehicular areas by various combinations of landscaping, barriers, or curbing. The bikeway connects at either end of the SeaWorld leasehold to the system of paths within Mission Bay Park. The current pathway was required by the City of San Diego as an environmental mitigation for the 1985 SeaWorld Master Plan. Prior to the construction of the pathway, the adjacent links of the area-wide bike circulation were discontinuous.

#### *Proposed Project:*

The proposed project involves the enhancement of the existing bicycle/pedestrian pathway to the current standards of the Mission Bay Park Master Plan. This project will be constructed in four phases to be completed by December 31, 2005.

#### *Design Criteria:*

- Where feasible the pathway shall have a minimum width of 17 feet: 9 feet dedicated for bicycles and skaters (and service and emergency vehicles) and 8 feet dedicated for pedestrians.
- The pedestrian lane shall be located on the bayside of the pathway to maximize existing views of the water.
- A four- to ten-foot landscape strip should separate the two sections wherever possible.
- In constrained, narrow areas the landscaped median may be dispensed; in such cases the overall width of the path should not be less than 16 feet, and a painted line should separate the footpath from the bikeway.
- In all cases, clearly marked symbols or signage should inform park users of the function of each path.
- Directional signage shall be provided at key junctions with other pathways to indicate where the path leads. Where the path cannot be defined by landscaping or barriers, (such as through a parking lot) a painted line shall be used to mark the path boundaries.

### Offsite Bicycle/Pedestrian Path Improvements

#### *Proposed Project:*

To provide continuous shoreline access from SeaWorld's leasehold to Fiesta Island (a distance of approximately 4,700 feet) SeaWorld will construct a 10-foot wide landscaped pathway running from the northeast corner of the leasehold along the waterfront to the boat ramp and from the existing turn-around on the east side of the South Shores embayment, along the waterfront to the Fiesta Island causeway. The accessway shall be completed by December 31, 2002. In addition, SeaWorld shall construct, in conjunction with the 10-foot pathway, a 50-foot wide public promenade, designed in substantial conformance with the promenade depicted in Figure 31 (South Shores Concept Plan) of the certified Mission Bay Park Master Plan and described as Item 112 of that plan. Final specifications and alignment details for the pathway shall be determined by the City Manager. The project shall then be submitted to the Coastal Commission for coastal development permit review and action, and, if approved, shall be constructed and open for public use prior to occupancy of any Tier 1 projects.

## Tier 2 Projects

Tier 2 project sites are candidates for renovation, expansion or redevelopment. Submittals for individual developments will be made over a span of many years. Within the eight identified Tier 2 conceptual development sites a wide variety of attractions will be considered for development. Consistent with SeaWorld's vision statement, no single attraction type should predominate. Tier 2 projects may include but are not limited to the following:

- aquariums
- special-effects theaters
- land-based adventure rides
- pelagic fish exhibits (large fish tanks)
- water play attractions
- themed track or water rides
- special format projection attractions
- playgrounds
- wildlife performance venues
- boat rides
- historic reenactment presentations
- research facilities
- live performance venues
- wildlife exhibits.

The eight Tier 2 sites are described in the following pages.



## Site E-2



One of the park's oldest sites, this 2.9-acre shoreline site contains the Harbor Side Café. Due to the condition of the building, the restaurant has been closed. Surrounding the restaurant is a small "off-exhibit" holding area for seals and sea lions, a seldom-used special events/picnic area, the skyride barn, and the Caribbean flamingos exhibit. Considering the site's underutilization and age, it is likely to be among the first Tier 2 redevelopment projects. Several options are under consideration.

## Site F-2



This unique 2.6-acre shoreline site is developed with the Waterfront Stadium. The site overlooks a small cove of open water area, which is also within the leasehold boundary. A small island is located in the cove, which, in addition to the water area, serves as a stage. Over the years, a variety of aquatic oriented shows and educational seminars have been performed at this venue and various set changes have been required. In its current configuration, however, the stadium has not completely fulfilled its potential and various alternative uses are being

studied for this site. As a design criterion for the site, no new development or filling shall be allowed in the open water areas of the site, including expansion of the existing island. Temporary facilities, that will not permanently damage the eelgrass habitat within the water area, may be permitted through the coastal development permit process, based on site-specific biological analysis.

## Site G-2



This 1.5-acre site contains the Nautilus Pavilion special events facility and picnic area which hosts hundreds of day and night parties for mid-to large-sized groups each year. Demand for the Nautilus Pavilion is expected to decline however, as the new state-of-the-art special events center planned for the front of the park is constructed as one of the Tier 1 projects.

## Site H-2



This 2.1-acre site contains a 4,500 seat multi-use stadium which currently supports bird and animal related shows. The facility is also used as a summer season venue for ice skating and acrobatic shows. The odd shaped venue does not offer premiere viewing from all bleacher locations. Several options are under consideration to improve the attraction including complete redevelopment of the site.

## Site I-2



This 7.3-acre site is located on the eastern boundary of the leasehold. The central and western portions of the site are paved and used for bus and guest parking. The eastern portion is unimproved and is used on rare occasions as a guest parking overflow lot.

## Site J-2



This 1.7-acre site is developed with the Cascades food service complex, gift shops, and exhibit support facilities. These facilities are among the oldest in the park. Various options, including upgrading the adjacent sea lion facilities into a multi-species attraction, are under study.

## Site K-2



This 1.8-acre site contains the Penguin Encounter exhibit. Alternatives under consideration include renovation and expansion of the existing exhibit as well as redevelopment options.

## Site L-2



This 2.2-acre site contains the Shamu's Happy Harbor children's playground area. This "just for kids" area is a favorite of frequent visitor and passmember children who are looking for repeatable experiences. The playground attractions are periodically updated to maintain their vitality and provide new experiences for the children.

## Special Projects

Special Projects are conceptual development proposals that have been identified for sites within Areas 2, 4 and 5. Like Tier 2 projects, these are not proposed to be built for many years. Unlike the Tier 2 projects, specific uses have been identified for each of these sites. The 1985 SeaWorld Master Plan-entitled Marina and Hotel expansions have been included in this category. Descriptions of the sites and proposed conceptual development are provided below.

SeaWorld recognizes that any entitlements identified in this plan were granted by the City of San Diego only. The Coastal Commission did not review or certify the 1985 SeaWorld Master Plan, and is in no way bound by any of its provisions. Moreover, SeaWorld recognizes the need to re-evaluate each project at the time it is proposed, taking into consideration traffic issues and public recreational needs.

### Parking Garage (Area 2)

#### *Proposed Project:*

A four level parking garage is proposed for the west side of the existing parking lot. The parking garage will not be needed until many of the park attractions in the SeaWorld Master Plan Update are built and park attendance justifies the additional parking. Half of the first level will be below grade.

#### *Design Criteria:*

- The maximum height of the structure shall not exceed 45 feet above the finished grade.
- Soften edges of building with landscaping features such as screen trees, a roof top trellis or hanging vines.

## Transit Station (Area 2)

### *Proposed Project:*

The North Bay and Beach Area Guideway Study (NB&BAGS), currently under study by the Metropolitan Transit Development Board (MTDB), could provide a guideway transit link from inland San Diego to the beach and bay area activity centers. Key activity centers proposed to be served include SeaWorld, Sports Arena redevelopment, Belmont Park, Mission Bay Park, Quivira Basin, proposed Mission Bay Amphitheater, Mission Valley, downtown hotels, and the beach communities.

MTBD is considering automated people mover (APM) technology for this project. APMs include a variety of possible technologies ranging from small/medium monorails to medium/large automated guideway transit (AGT).

### *Design Criteria:*

- Coordinate the design of the parking garage to accommodate the transit station, if feasible.
- Enhance exterior treatments to integrate with the SeaWorld theme.
- Provide vertical circulation (including elevators and stairs) to accommodate the station pedestrian volumes.
- SeaWorld should work with MTDB, or any successor agency, to implement the automated people mover technology, or any other proposed transit technology, and assure the transit station is provided with a direct, pedestrian friendly link to SeaWorld's front gate.
- Station and guideway height, within the parking structure area, shall not exceed 45 feet.
- Adequate right-of-way and financial participation for construction of the future transit station and guideway, as determined by the City Manager and City Council, shall be provided as needed in future lease amendments.

## **North Bay & Beach Area Guideway Study**



## Hotel and Marina Expansion (Areas 4 and 5)

### *Proposed Project:*

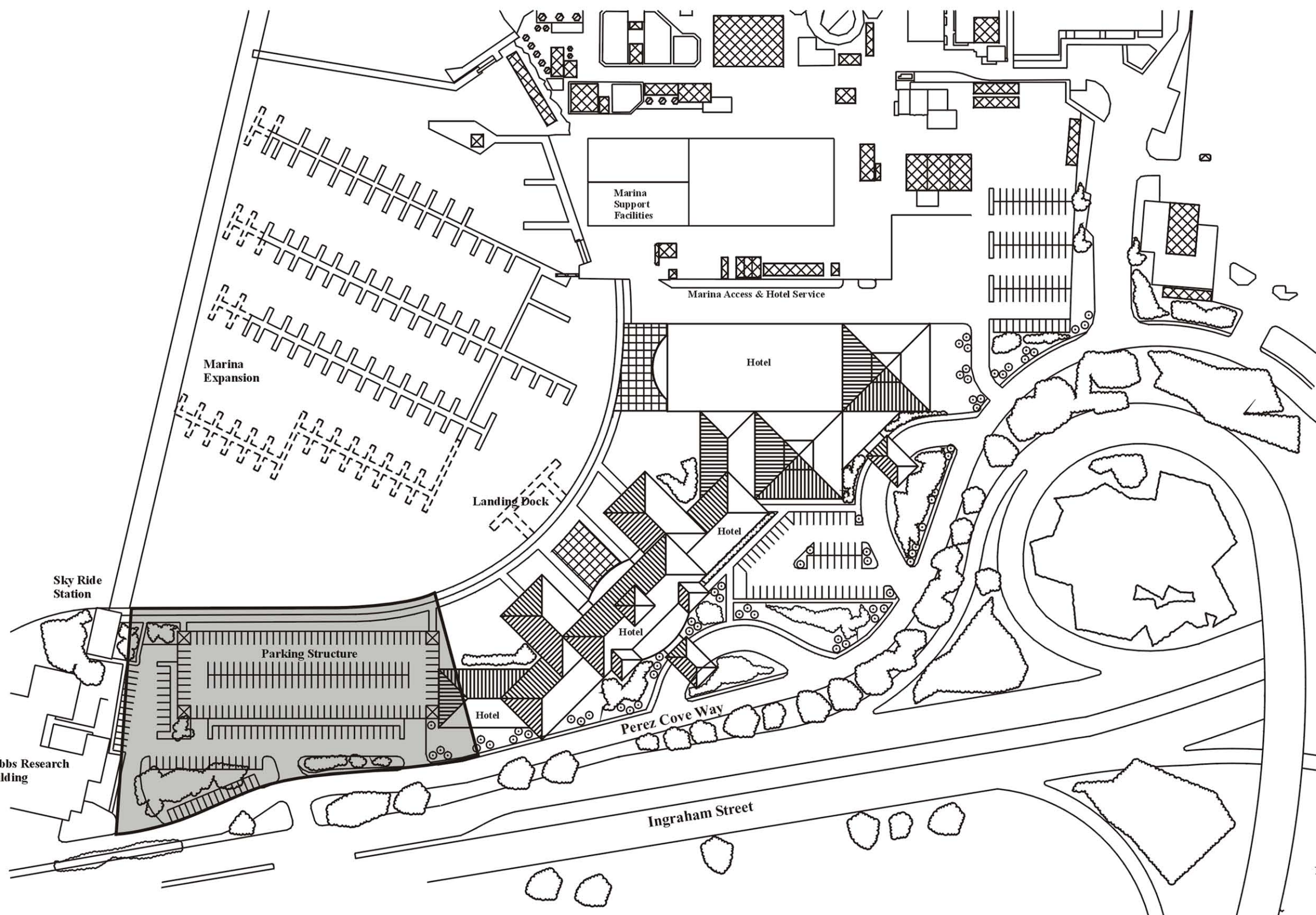
As provided in the 1985 Master Plan, SeaWorld proposes to expand the existing marina by extending the three existing docks and adding a fourth dock to the west. The marina expansion would add 115 water berths for a total of 315 berths. This total represents an 85-berth reduction from the 1985 Master Plan entitlement. Additionally, the existing entitlement for a 300-room hotel, also provided in the 1985 Master Plan, would be retained. The conceptual proposal includes a ballroom, meeting rooms, surface parking and a parking structure. A small landing dock, for hotel guests, will be built on the Perez Cove Shoreline directly behind the hotel. Additional access from the shoreline to the marina docks will be provided on the north side of the site. Prior to project review, SeaWorld will provide an economic feasibility analysis assessing the need for another hotel in Mission Bay Park. Construction of the hotel shall not begin before July 10, 2011.

### *Design Criteria:*

- The height of the hotel shall not exceed 30 feet above the finished grade.
- A minimum 10-foot wide public accessway (vertical access) from Perez Cove Way to the shoreline shall be provided in the general area shown in Figure II-10, with the precise location to be determined when final plans are submitted for review. The accessway shall be located and designed to facilitate connection with the existing bikeway and pedestrian path along Perez Cove Way.
- A minimum 10-foot wide, landscaped public shoreline walkway (lateral shoreline access) along the waterfront shall be incorporated into the hotel design.
- Adequate parking and access for the marina shall be provided as a condition of the hotel and marina expansion plans.



# Conceptual Hotel and Marina Site Plan





-  Minimum 10-foot wide public access way from Perez Cove Way to shoreline required within zone.
-  Marina Expansion



Figure II-10

Source: SeaWorld  
Date: January 2001

## E. FIREWORKS DISPLAYS

Fireworks displays have been a significant part of SeaWorld's entertainment since 1968 and will continue to be an integral part of the park's "end of the evening" experience. The frequency of SeaWorld's fireworks displays has increased over the years as a result of changing theme park industry entertainment standards, competitive demands and public expectations. From 1968 to 1985, fireworks were used for special events, July 4th celebrations and private parties. Every summer since 1985, fireworks have been used nightly from mid-June through Labor Day, and since 1997, the schedule has expanded to include three additional weekends starting on Memorial Day weekend. SeaWorld also continues to use fireworks for special events, private parties and celebrations.

Fireworks are used extensively by theme parks to enhance the evening entertainment program, to recreate the experience parents had as children when fireworks were the final event at fairs, carnivals or Independence Day celebrations. Because fireworks have become such a popular theme park attraction, SeaWorld anticipates the following annual fireworks displays could take place in the future:

Display Type	Approximate Show Length	Shell Average	Maximum nights per year*
Typical	6 minutes	250 shells	129
Special	12 minutes	1000 shells	15
Major	20 minutes	1750 shells	6
			Total 150**

\*The maximum number of nights per year for a greater intensity display type may be transferred to a lesser intensity display type, provided the total number of display nights does not exceed 150. Display intensity is defined by the approximate show length and average number of shells. Transferable display types are therefore limited to: 1) major to special; 2) special to typical; and 3) major to typical. Fireworks that reduce noise should be used.

\*\*The 150 annual fireworks displays shall be monitored as outlined below. At the end of five years, the impacts of fireworks displays at SeaWorld will be reevaluated by the regulatory agencies identified below to determine if substantial evidence exists that the fireworks displays have significant adverse impacts. If no adverse impacts are identified, the fireworks displays may continue. If adverse impacts are evident, the City and SeaWorld shall initiate an LCP amendment to determine whether or not the fireworks displays may be allowed to continue.

Typical displays take place in the summer, at 9:50 p.m., last about six minutes, and use approximately 250 shells varying in size from two to six inches in diameter. Special events shows, for festivals or conventions, use about 1000 shells and last about 12 minutes. Major shows, such as July 4th, New Year's Eve, Super Bowl, World Series or Holiday Bowl, last about 20 minutes and use 1750 shells. Future displays of any type could occur in conjunction with other major holiday seasons (Christmas, Easter or Halloween) or special San Diego celebrations or events (sports victory parties or political conventions).

SeaWorld complies, and will continue to comply, with all state and local fireworks permitting requirements. These include filing a pre-display report with the State of California Department of Forestry and Fire Protection and obtaining two permits from the City of San Diego, from the Fire Department and the Park and Recreation and Department. Following each fireworks display, a post-display report is prepared and submitted to the State of California Department of Forestry and Fire Protection. Fireworks shows are most often shot from a barge anchored in Mission Bay near the south end of Fiesta Island Pacific Passage. Major shows are shot from Fiesta Island, due to the increased number of shells used. After each show, SeaWorld

performs a water sweep for duds and/or debris. Early each morning, a beach sweep on Fiesta Island is performed to retrieve any duds and/or debris that may have washed up on shore.

Due to rising concerns over the possible environmental effects of fireworks displays, both from public recreational and water quality standpoints, SeaWorld will implement/continue an expanded monitoring program during the next five years. Monitoring results will be submitted to the Coastal Commission, Regional Water Quality Control Board, National Marine Fisheries Service, U.S. Fish and Wildlife Service, and the California Department of Fish and Game, on an annual basis. However, at the end of the first year, SeaWorld will present its findings to the Coastal Commission and the above agencies for review and possible revisions to the expanded monitoring program. At the end of five years, the potential adverse impacts of fireworks on both environmental resources and public recreation will be re-evaluated by the identified agencies. The program shall include the following components:

- a. SeaWorld will increase the area of clean-up on Fiesta Island beyond the shoreline berm, proceeding as far inland as necessary to remove all fireworks debris the morning after each show.
- b. SeaWorld will continue its surface water clean-up procedures after each fireworks show.
- c. SeaWorld will continue diving, at least once prior to, and once following, each summer season, to determine if solids are accumulating on the floor of Pacific Passage.
- d. SeaWorld will continue to monitor the levels of chemical constituents, particularly those associated with pyrotechnic displays (barium, strontium, antimony, etc.) in the waters of Pacific Passage and in the soils along the shoreline of Fiesta Island. Testing shall be performed monthly for the first year and the testing protocol shall be re-evaluated after one year.
- e. The above testing and monitoring shall also occur within the channel leading to the ocean (Mission Bay Channel) to determine the potential effect of tidal influence on the location of debris and chemical constituents associated with pyrotechnic displays.

If future monitoring of Fiesta island and the waters in Pacific Passage and/or Mission Bay Channel identify significant levels of toxic constituents associated with SeaWorld's fireworks displays, SeaWorld is committed to undertake any remediation activities required by the identified regulatory agencies, or cease such displays altogether. SeaWorld may choose to conduct the same types of monitoring at other sites in Mission Bay Park to provide a reference baseline as a way to distinguish impacts of fireworks from normal background levels of the identified chemical constituents.

In addition, SeaWorld recognizes the endangered status of the California least tern, and the proven ability of the Mission Bay park environment to aid the recovery of this species. To assist in that endeavor, SeaWorld will protect the designated least tern nesting sites on Mariner's Point and Stony Point from adverse disturbance during fireworks displays. SeaWorld will move the fireworks staging barge to a location approximately one-half (1/2) mile eastward of the Stony Point Preserve during the least tern breeding season, which runs from April 1<sup>st</sup> to September 15<sup>th</sup> of each year.

SeaWorld complies with City of San Diego Council Policy 500-06 Regulation of Fireworks Displays, which does not permit fireworks displays after 10:00 p.m. on evenings prior to a workday or 11:00 p.m. on evenings prior to a weekend day or holiday. The policy also limits fireworks displays that use salutes or reports to three events per 30-day period in each zip code area. SeaWorld's displays do not, and will not, exceed this limitation on salutes and reports.



## III. DEVELOPMENT CRITERIA

This section sets forth the development parameters applicable to the entire leasehold or specific leasehold areas identified in this plan. The intent is to ensure that all future development will be distributed and constructed in a manner that, to the extent feasible, harmonizes with the established visual quality of Mission Bay Park. The setback requirements for shoreline redevelopment are intended to provide waterfront orientation to SeaWorld visitors inside the park and reduce the visual impact of development from public views from the water and surrounding parklands. The setbacks will extend from the public promenade for SeaWorld visitors inside the park in the same manner as in other commercial leaseholds in Mission Bay Park. SeaWorld presently provides waterfront access for 3.5 to 4 million guests per year. SeaWorld will enhance this access to promote SeaWorld visitors' use. In addition to the public promenade described previously, waterfront enhancements could be in the form of pathways, bay-front patios, or open lawn areas within the setback areas. The setback requirements for shoreline redevelopment shall not apply to Tier 2 site F-2, provided this site is redeveloped as a renovated waterfront stadium.

### A. DEVELOPMENT HEIGHT

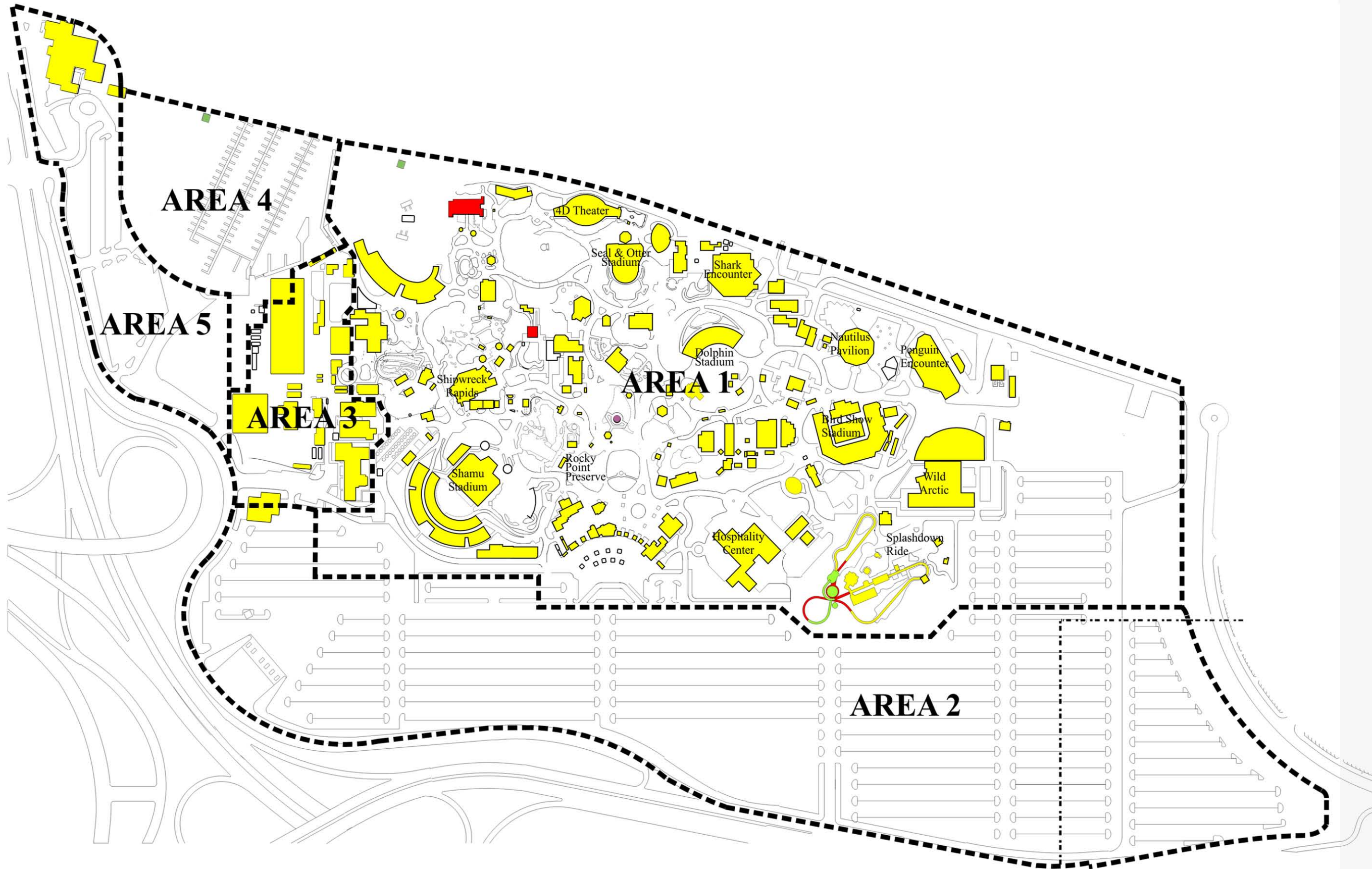
#### Theme Park Height Distribution

- Within **Area 1**, not more than four (any four) conceptual development sites, identified in Figure II-3, shall be developed with structures exceeding 100 feet in height.

The following map (Figure III-1) depicts the current height distribution for the entire SeaWorld site as well as the Area 1 height distribution (including the proposed Tier 1 Splashdown Ride). The map will be updated and a copy submitted to the Real Estate Assets Department each time a major project is proposed.



## Height Analysis



Yellow	0 - 30'
Red	30' + - 60'
Green	60' + - 100'
Blue	100' + - 130'
Purple	130' + - 160'

**Percentage of Overall Leasehold Over 30'**

0.23% (0.44 ac.)

**Area 1: Percentage Height Distribution Over 30'**

30' + - 60'	0.18%
60' + - 100'	0.25%
100' + - 130'	0.00%
130' + - 160'	0.01%

Date: 2-7-02



Not to Scale

Figure III-1

## **B. SETBACKS AND BUFFERS**

### **Shoreline Setback**

Redevelopment at SeaWorld and all theme park improvements in the 16.5-acre expansion area shall be setback from the shoreline to provide an open space, public oriented, park-like setting along the water. A minimum 75-foot shoreline setback shall be required of all future development except for water- or shoreline-dependent uses such as marina facilities, water intake and discharge facilities, or park attractions oriented towards open water use (the waterfront stadium being an example). The setback shall begin at the top edge of the existing rip-rap revetment or the bluff edge, whichever elevation is greater. Buildings 30 feet in height or less may encroach into the inland 25 feet of the 75-foot zone in accordance with the average setback requirements defined in Appendix G, Design Guidelines, of the Mission Bay Park Master Plan Update, but, in no case, shall buildings be closer than 50 feet from the existing rip-rap revetment or the bluff edge.

### **Landscape Buffer Area**

A minimum 20-foot-wide landscaped area shall be provided along the eastern and southern boundaries of the leasehold (See Figure III-2). Plantings shall be consistent with the Design Guidelines.

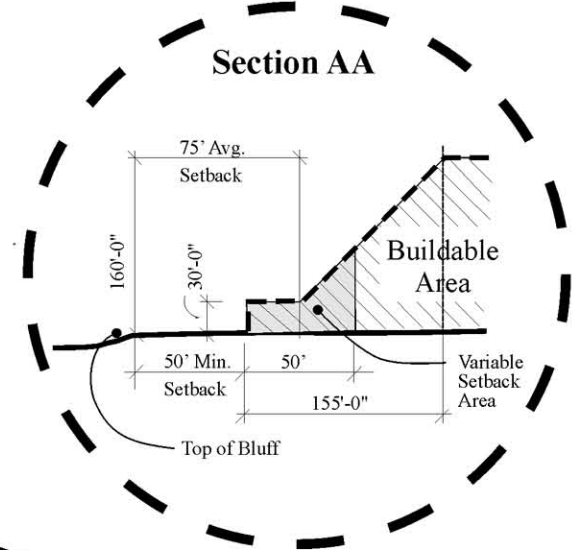
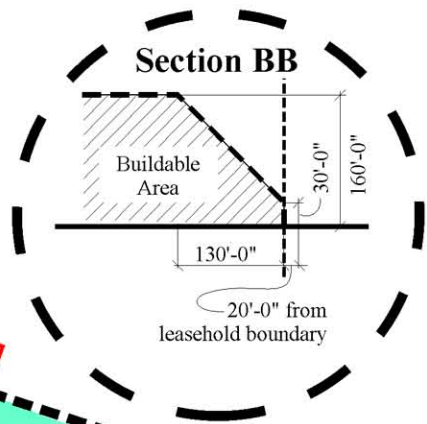
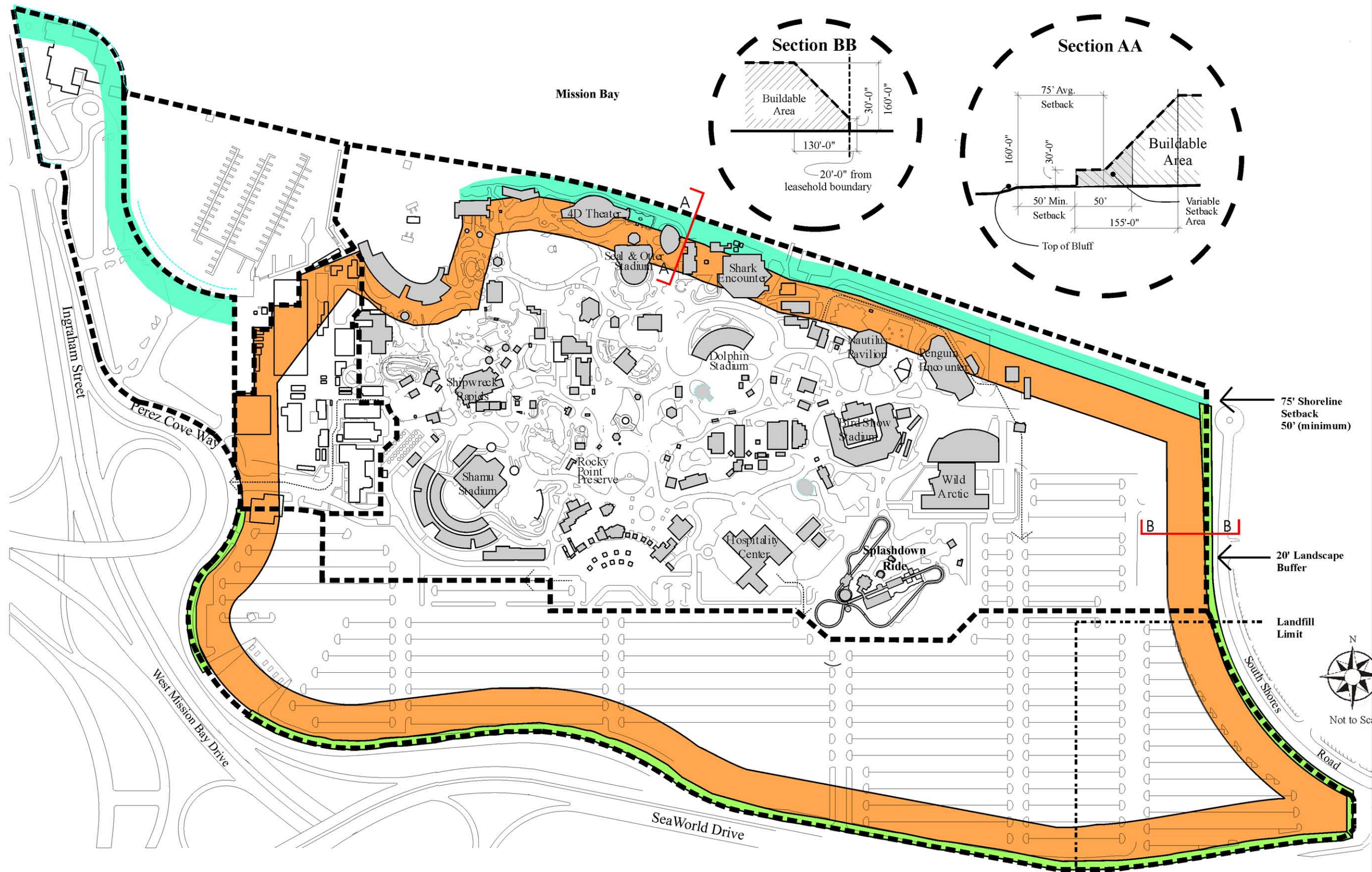
### **Shoreline Bulk Plane Setback**

All new development (except in Area 4) shall be setback behind a bulk plane line beginning at the shoreline setback (75 feet from the existing rip-rap revetment or the bluff edge) at a height of 30 feet and inclined at a one-to-one angle (45°) until the 160-foot height limit is reached.

### **Perimeter Bulk Plane Setback**

All new development shall be setback behind a bulk plane line beginning at the perimeter landscaped area (20 feet from the perimeter on the eastern and southern leasehold perimeter boundaries) at a height of 30 feet and inclined at a one-to-one angle (45°) until the 160-foot height limit is reached.

# Setback & Landscape Buffer Plan



- Bulk Plane Setback
- Shoreline Setback
- Landscape Buffer



Figure III-2

Source: SeaWorld  
Date: January 2001

## **C. ADDITIONAL CRITERIA**

### **Transparency**

Within **Area 1** all structural bulk above 100 feet in height shall be at least 50% open to light and air, unless the structure consists of a single tower.

### **Structural Separation**

No structural connection between any of the conceptual development sites identified in Figure II-3 shall be permitted.

### **Landscaping, Lighting, Signage and Architecture**

Building forms, color, materials, landscaping, exterior lighting, and signs shall be consistent with the SeaWorld Master Plan Design Guidelines set forth in Section IV.

### **Noise**

Noise generated by any new ride, exhibit, or show, including mechanical sounds, or amplified sound shall comply with the City of San Diego Noise Ordinance, Chapter 5, Article 9.5 of the Municipal Code. Firework displays shall be consistent with Council Policy 500-6 (Regulation of Firework Displays) and with City of San Diego Fire Department Permit Regulations.

### **Attraction Themes/Elements**

At least 75% of the total number of attractions (excluding the hotel) within SeaWorld shall contain a significant animal, education, or conservation element. Specific criteria for compliance with this requirement shall be set forth in the SeaWorld lease with the City of San Diego and shall be designed to ensure the overall prevalence of significant animal, education and conservation attractions.

## IV. DESIGN GUIDELINES

The guidelines are intended as standards to be used by SeaWorld designers of buildings, landscaping, signage and lighting as well as by maintenance personnel. The City of San Diego Real Estate Assets, Park and Recreation and Planning Departments, parks advisory committees and City Council will utilize the design guidelines as a standard for evaluation of proposed new projects or for modifications to existing development. These guidelines also assure the San Diego community that SeaWorld acknowledges its place as a landmark in the city and will continue to maintain the highest standards of design. The design guidelines support the goal of the Mission Bay Park Master Plan Update, “to guide the continuing development of Mission Bay Park as it further matures into a unique, world-class water-oriented recreation area.” These guidelines are intended to supplement and do not supercede the Mission Bay Park Master Plan Design Guidelines and/or City ordinances such as the landscape and noise ordinance. Future projects at SeaWorld should be assessed to meet specific guidelines for sustainability and energy conservation.

The primary focus of the design guidelines is to assure aesthetically pleasing public views of SeaWorld from outside its leasehold. For this reason, the design guidelines address the perimeter and some limited areas within the leasehold. The guidelines are not intended to regulate the internal design, operations and maintenance of SeaWorld projects that are not visible from public view outside the leasehold.

Section V, Regulatory Framework describes the review process for proposed development. The design guidelines provide standards by which proposed projects may be evaluated in that review process. These guidelines address landscape, lighting, signs and architecture.

## A. LANDSCAPE DESIGN

The Mission Bay Park Master Plan Update landscape design guidelines identify two objectives: to use the landscape to define the park as a special recreation source and to reduce the consumption of water for irrigation by emphasizing the use of drought tolerant plants. The Master Plan design guidelines identify the area encompassing SeaWorld as a Mediterranean landscape consisting predominantly of native plants and drought tolerant species endemic to the world's Mediterranean climate.

These design guidelines support the Master Plan objectives. SeaWorld recognizes its special place within Mission Bay Park and not only provides a beautiful landscape, but one that is distinctive, educational, and environmentally responsible. During its 36-year history, SeaWorld has been a horticultural leader in San Diego. Over 4000 species of plants are currently cultivated and SeaWorld continually tests new plant species and horticultural methods that are shared with the community. On-going maintenance and enhancement of SeaWorld provides an opportunity for design flexibility and continual improvements.

The following are general landscape design guidelines:

- Maintain the aesthetic landscape qualities that identify SeaWorld as a landmark in San Diego.
- Maintain the wide variety of plant species that enhance SeaWorld as a botanical garden.
- Preserve mature trees and relocate mature trees within SeaWorld where possible.
- Continue to plant drought tolerant species, particularly in perimeter landscapes.
- Avoid introduction of species or horticultural practices that may be harmful to the Mission Bay ecosystem.
- Utilize dense plantings of shrubs and trees to screen utility areas, where feasible.
- Utilize tall trees to provide partial screening and soften views of tall structures, where feasible.
- Utilize trees, shrubs, vines and groundcovers to enhance and soften the appearance of buildings and fences.

## Landscape Design Zones

Six distinct landscape design zones are identified and described by these guidelines. Each of these landscape zones has unique characteristics that are not only an integral part of the SeaWorld experience, but contribute to the landmark status of SeaWorld in San Diego. Each of the zones has special functions that require specific design treatment. The landscape zones are:

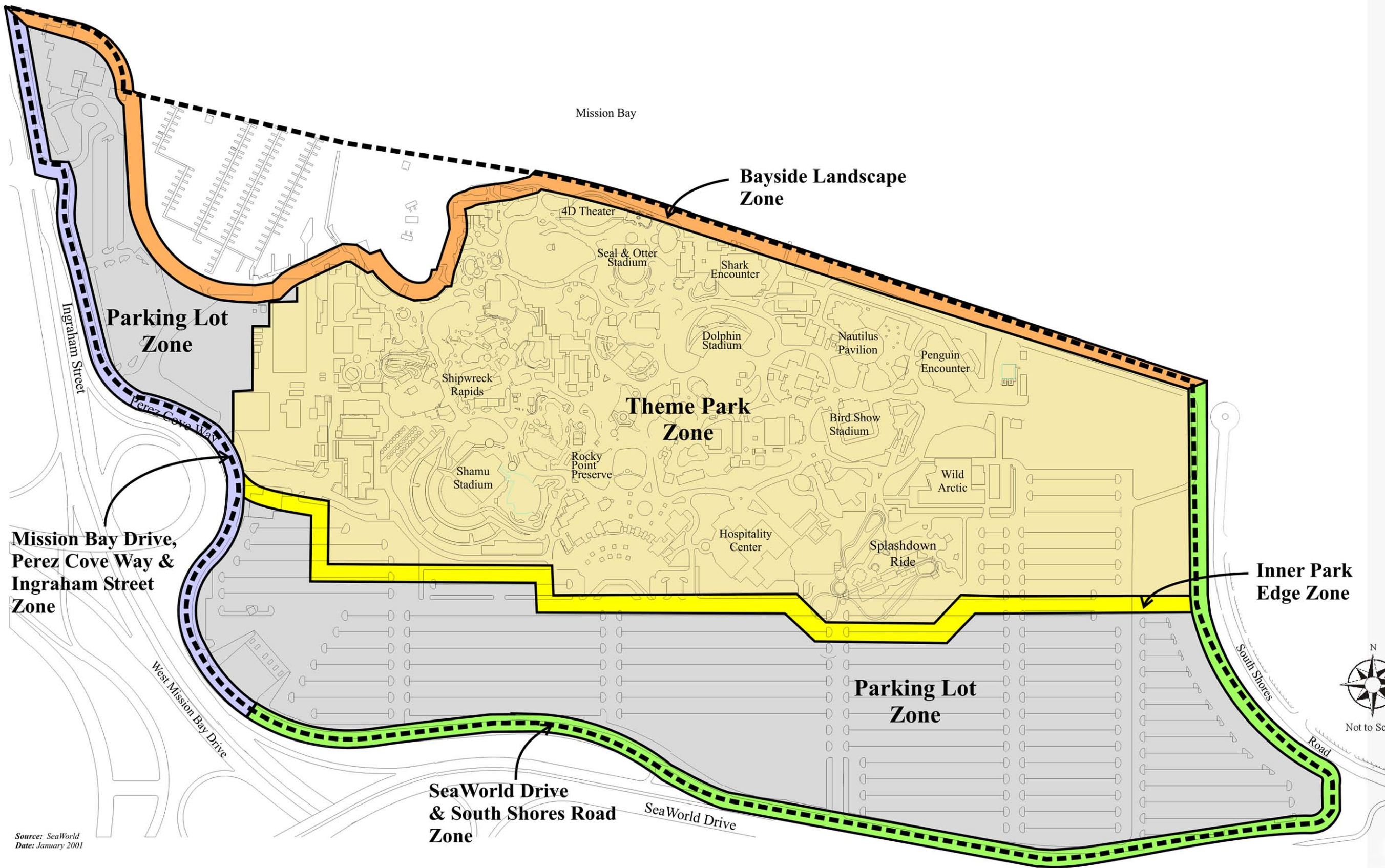
- Sea World Drive and South Shores Road Landscape
- Mission Bay Drive, Perez Cove Way and Ingraham Street Landscape
- Bayside Landscape
- Inner Park Edge
- Parking Lots
- Theme Park

Plant palettes for each of the landscape zones are provided in Table IV-1, Existing Plant Palette section. Figure IV-1 illustrates the locations of the landscape zones.





# Landscape Design Zones



Mission Bay Drive, Perez Cove Way & Ingraham Street Zone

Bayside Landscape Zone

Inner Park Edge Zone

SeaWorld Drive & South Shores Road Zone

Source: SeaWorld  
Date: January 2001

Source: SeaWorld  
Date: January 2001

Figure IV-1

## Sea World Drive and South Shores Road Landscape

The design concept for Sea World Drive and South Shores Road is to create a vibrant scenic drive landscape that screens the SeaWorld parking lot from public view. SeaWorld designed and implemented the north side of the Sea World Drive landscape in 1992. To date, at approximately 12 feet in height, the landscape provides dense, effective screening. The landscape design consists of a 20-foot-wide parkway with a 3-foot-high berm. The bermed landform adds interest to the otherwise flat landscape and adds height for optimum screening of parked cars and headlights. The dense planting includes shrubs and groundcovers to provide texture and color at varying heights. Torrey pines were selected as the theme street tree for several reasons: they are a theme tree within the environs of SeaWorld, a drought-tolerant San Diego native, their open form provides partial, but not dense, screening from distant views, they provide a shade canopy over the pedestrian/bike trail at the edge of the parkway, and they are complementary to the river landscape. The Torrey pines in the landscape will reach approximately 15 to 20 feet within the next 10 years and 40 to 60 feet at maturity, in approximately 30 years. In addition to the area at the perimeter of its leasehold, SeaWorld maintains the median planting in Sea World Drive between the southwest park entrance and Friars Road to the east.

The landscape plan for South Shores Road will continue the design theme of Sea World Drive. The west side of the South Shores Road landscape is scheduled for implementation in 2001-2002. Figures IV-2 through IV-5 illustrate these landscapes.



*Figure IV-2 - Sea World Drive*



Figure IV-3 - Sea World Drive



Figure IV-4 - Sea World Drive Section

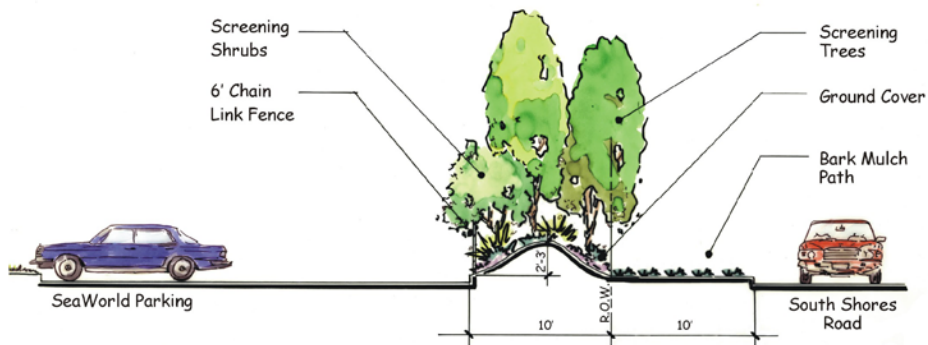


Figure IV-5 - South Shores Road Section

## Mission Bay Drive, Perez Cove Way and Ingraham Street Landscape

The Mission Bay Drive, Perez Cove Way and Ingraham Street landscape consists of lawns, shrubs and mature trees that contribute to the scenic qualities of Mission Bay Park. Public views towards SeaWorld from the west are quite limited due to the topography of the Ingraham Street/Mission Bay Drive cloverleaf interchange. There are some public views towards SeaWorld from Ingraham Street; however, most of the views are screened by existing mature landscaping.

The existing mature landscape consists of bermed areas planted with lawns, groundcovers and shrubs, and Torrey pines as the theme tree with groves of Washingtonia palms in accent areas. The landscape will continue to be maintained by SeaWorld in its present design. Future development in Master Plan Area 5 may necessitate modification of the landscape. Future modifications will maintain mature trees to the extent possible and improve and enhance the park-like atmosphere of the area.



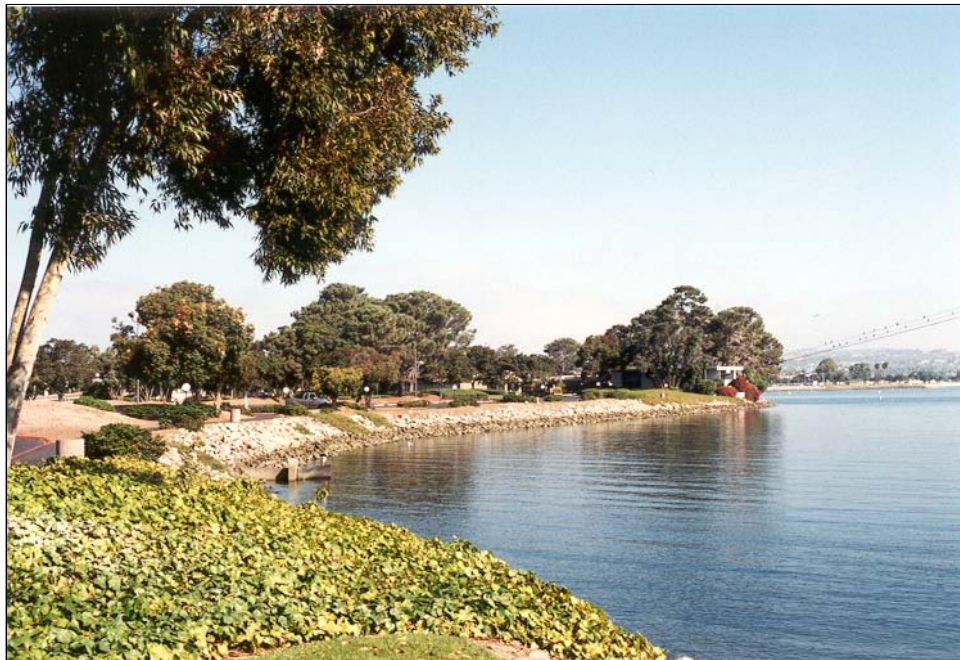
*Figures IV-6 and IV-7 - Existing Perez Cove Way Landscape*

## Bayside Landscape

The bayside area on the north perimeter of SeaWorld is visible from various areas within Mission Bay Park. With the exception of views from Fiesta Island and the water, most of the views are from a distance that minimizes the visual details of this area. As redevelopment occurs, visual and physical access to and along the shoreline shall be provided to enhance the waterfront experience for SeaWorld's guests. Two distinct landscapes occur along the bayside: the Perez Cove shoreline and the shoreline between the Waterfront Stadium and South Shores Road.

## Perez Cove Shoreline

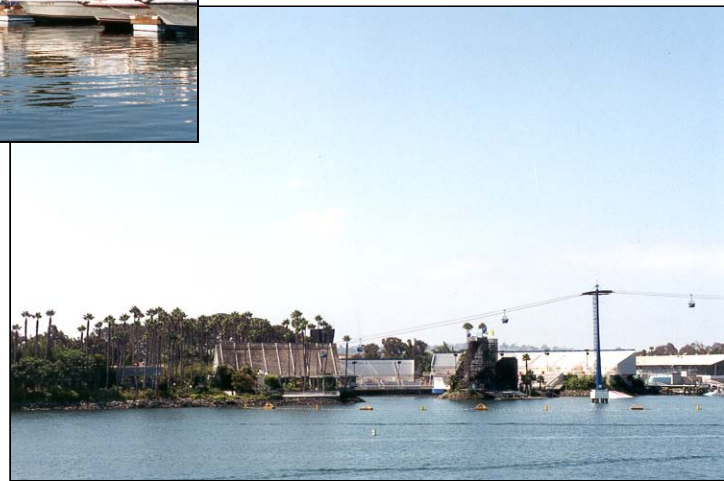
In the northern portion of Perez Cove near the Hubbs-SeaWorld Research Institute, the shoreline consists of naturalistic landscaping with mature trees, shrubs and groundcovers. A portion of this area is planned as a future hotel site with a boat-landing pier. Future development will maintain the existing mature landscaping to the extent possible and add new improvements. Pedestrian paths will be maintained along the shoreline to enhance the waterfront experience for hotel guests and the general public.



*Figure IV-8 Existing Landscape Between the Marina and Hubbs –Sea World Research Institute*

The SeaWorld Marina landscape consists of boats, docks, a launching crane, dry boat storage, rest room and lounge facilities for marina guests. On the east side of the marina is an intake facility that provides seawater for SeaWorld’s marine animals. The marina landscape is a significant element in the makeup of Mission Bay Park as an aquatic recreation area. The dense cluster of structures and the movement and colors of boats add a picturesque vitality to the park. The functional aspects of the boating and water intake facilities necessitate their locations on the water’s edge. Existing landscaping in this area consists primarily of mature trees in parking areas that serve as a backdrop to the marina. Future development is not expected to alter the bayside views, however, if landscape areas should become available in this area, they would be planted in accordance with the design concepts established for the northern portion of Perez Cove.

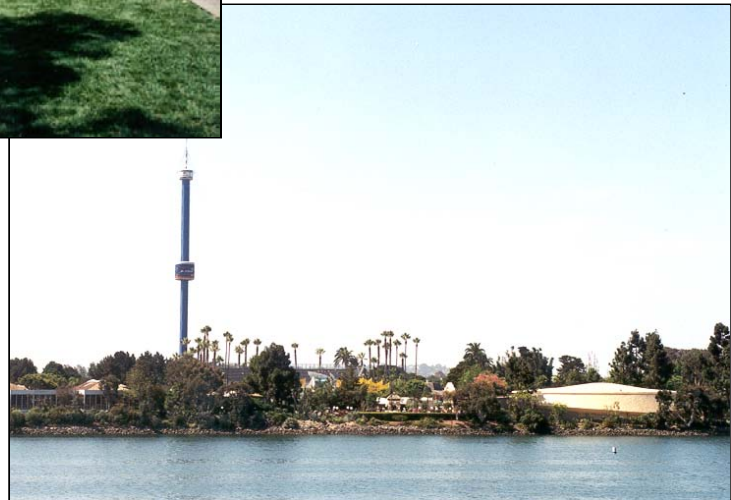
SeaWorld’s Waterfront Stadium is located to the east of the SeaWorld Marina. The “stage” area, a dark metal grid structure, is located on a small island in the cove and partially screens views of the expanse of stadium seating inside. The island and perimeter areas visible from the bay are lushly landscaped with trees, flowering shrubs and groundcovers to soften the appearance of the structures. Landscaping in this area will continue to be maintained in its existing state.



*Figures IV-9 and IV-10 – SeaWorld Marina and Waterfront Stadium*

## *Waterfront Stadium to The Shark Encounter Exhibit*

The landscape in the western portion of this shoreline is designed to enhance the nearby buildings, screen utilitarian areas, and provide opportunities for SeaWorld guests to enjoy views and proximity to the water. Planting and walkways cover the area to the rip-rap at the water's edge. Landscape in this area is lush, yet utilizes drought tolerant species and water-conserving irrigation practices. Theme plantings, including a succulent garden, are included as a complement to the adjacent attractions and exhibits. Plants in this area are labeled and function as a botanical garden. The high standard of design and maintenance will be maintained in this area and extended to the shoreline area to the east as development in that area occurs.



*Figures IV-11 and IV-12 – Existing Landscape Between Waterfront Stadium and Shark Encounter*

## *The Shark Encounter Exhibit to South Shores Road Shoreline*

The shoreline extending east to South Shores Road is the primary emergency and service access for SeaWorld. The functional aspects of the area require open access to loading and maintenance areas and could be combined with public access to and along the shoreline. The existing landscaping is primarily drought tolerant species that are compatible with Mission Bay wetlands. Moderate height trees and shrubs in this landscape provide partial screening of fencing and exhibit buildings. The easternmost area (expansion area) is undeveloped, but planned for future theme park attractions. The shoreline of the expansion area shall be developed consistent with the setback requirements of the Mission Bay Park Master Plan Update. This currently undeveloped site serves as a transition area between the existing SeaWorld theme park and the public facilities at South Shores Park. This area should be developed to encourage public access to the shoreline consistent with other commercial leaseholds in Mission Bay Park.

Future development will include trees and landscaping adjacent to structures within the park. Trees and shrubs of varying heights will be selected to add visual interest and provide screening. At the perimeter of the park, the area will be fenced for security. The proposed fencing is black vinyl mesh, which tends to blend best in the landscape. The fence will be planted with vines to soften its appearance, where feasible.

Landscaping along the shoreline must be compatible with the Mission Bay wetlands. Irrigation is either minimal or not provided in order to eliminate runoff into the Bay and deter weed growth. SeaWorld does not use fertilizers or weed control chemicals in proximity to the bay. It should be noted that these environmentally responsible practices also result in slower growth of ornamental and screening plants.



***Figure IV-13 – Existing Shoreline Between Shark Encounter and South Shores Road***





*Figures IV-14 and IV-15 – Views of Existing Shoreline*

## Inner Park Edge

The inner park edge is the area between the SeaWorld guest parking lot and the theme park area. The landscape in this area creates an attractive façade, softens the sharp edges of buildings and structures, and screens structures, fencing and utility areas. The existing landscaping, implemented in 1993, consists of a dense screen of acacias and Brisbane Box trees. The trees along the walkway are expected to reach approximately 30 feet in the next 10 years and ultimately 60 feet at maturity.

Some future attractions in SeaWorld are proposed to be taller than the existing buildings. As new attractions are located, the tall-growing trees within this landscape will provide partial screening. Additional tall-growing trees may be located in this area if it is determined that they are necessary to add screening. A dense mass of tall trees should be avoided in order to preserve long-distance views to the water from surrounding higher elevation neighborhoods.



*Figures IV-16 and IV-17 – Existing Inner Park Edge Landscape*

## Parking Lots

Parking lots at SeaWorld are effectively screened from public view by perimeter landscaping along surrounding streets as described previously. Trees planted in the parking lots also improve public views towards SeaWorld and provide shade, reduce glare and soften views of large expanses of pavement for guests. In order to accommodate traffic flow in the parking lots, large landscape islands consisting of trees, shrubs and groundcovers are located to define the travel ways.

The parking lots for the Hubbs-SeaWorld Research facility and SeaWorld Marina contain fairly mature Rustyleaf Fig trees located in curbed planter areas. Future development in this area will maintain the existing design concept and, where feasible, existing trees will be maintained or relocated on site.



*Figures IV-18 and IV-19 - Existing Parking Lot Landscape*

The SeaWorld guest parking lot is planted with Alders, Italian Stone Pines, Southern Live Oaks and New Zealand Christmas trees. Parking lot trees are located in curbed planters between parking spaces and in larger planters that form the driveways within the parking lots. The eastern parking, expansion scheduled for 2001-2002, will be similarly planted and use Torrey Pines and Catalina Ironwood as the parking lot theme trees.

All new or redesigned parking lots shall meet the landscape requirements of the City of San Diego Municipal Codes Sections 142.0406 and 142.0407, which includes the following:

- One tree shall be provided within 30 feet of each parking space
- In parking areas less than 6,000 square feet, the required minimum planting area shall be 40 square feet per tree.
- In parking areas of 6,000 square feet or greater, the required minimum planting area shall be 5% of the parking area, exclusive of perimeter planting areas.



*Figures IV-20 and IV-21 – Existing Guest Parking Lot Landscape*

## Theme Park

These design guidelines provide direction for perimeter landscapes that are visible from outside SeaWorld. The guidelines do not apply to the overall interior landscapes of the SeaWorld theme park, which are not within public view. SeaWorld strives to maintain the highest quality of design and maintenance for the interior landscapes, which are fundamental to the theme park atmosphere. However, interior landscape that is intended to screen and mitigate views of tall structures is subject to City design review.

It is expected that the existing perimeter landscaping will provide most of the necessary screening. Proposed buildings and special attractions will be reviewed to determine if they will be visible from public areas outside of SeaWorld and if landscaping is needed to enhance or screen public views. If it is determined that interior landscaping is necessary to provide screening, such landscaping will be subject to City design review. Typical screening measures would be the addition of tall trees in strategic locations either in perimeter landscape areas or within the park adjacent to proposed tall structures. Dense groves of trees should be avoided to preserve long-range views to Mission Bay Park.



*Figure IV-22 – Theme Park Interior Landscape*

## Existing Plant Palette

SeaWorld takes great pride in creating a highly aesthetic and environmentally responsible landscaped theme park. As a horticultural leader in San Diego, SeaWorld grows over 4000 species of plants and continually tests new plant species and horticultural methods that are shared with the community. On-going maintenance and enhancement of SeaWorld provides an opportunity for design flexibility and continual improvements. The following plant palette lists some of the most common tree species that are used within the landscape zones identified by these guidelines. This list is provided as a sample, and is not intended to be comprehensive or restrictive.

**Table IV-1  
Representative Plant Palette**

### Sea World Drive and South Shores Road Trees

<i>Eucalyptus ficifolia</i>	Red Flowering Gum
<i>Eucalyptus lehmannii</i>	Bushy Yate
<i>Lyonothamnus flor. asplenifolius</i>	Catalina Ironwood
<i>Pinus torreyana</i>	Torrey Pine

### Mission Bay Drive, Perez Cove Way and Ingraham Street

<i>Acacia baileyana</i> 'Purpurea'	Purple-Leaf Acacia
<i>Acacia baileyana</i>	Bailey Acacia
<i>Agonis flexuosa</i>	Peppermint Tree
<i>Erythrina x sykesii</i>	Coral Tree
<i>Eucalyptus ficifolia</i>	Red Flowering Gum
<i>Ficus rubiginosa</i>	Rustyleaf Fig
<i>Pinus torreyana</i>	Torrey Pine
<i>Washingtonia robusta</i>	Mexican Fan Palm

### Bayside

<i>Erythrina coralloides</i>	Naked Coral Tree
<i>Melaleuca quinquenervis</i>	White Paperbark

### Inner Park Edge

<i>Acacia subporosa</i> 'Emerald Cascade'	River Wattle
<i>Afrocarpus (Podocarpus) gracilior</i>	African Fern Pine
<i>Pyrus kavakamii</i>	Evergreen Pear

### Parking Lots

<i>Acacia cognata</i>	River Wattle
<i>Alnus rhombifolia</i>	White Alder
<i>Lophostemon confertus</i>	Brisbane Box
<i>Metrosideros excelsa</i>	New Zealand Christmas Tree
<i>Agonis flexuosa</i>	Peppermint Tree
<i>Pinus pinea</i>	Italian Stone Pine
<i>Pinus torreyana</i>	Torrey Pine

### Theme Park

<i>Arbutus Unedo</i>	Strawberry Tree
<i>Archontophoenix cunninghamiana</i>	King Palm
<i>Callistemon viminalis</i>	Weeping Bottle Brush

*Cinnamomun camphora*  
*Erythrina caffra*  
*Ficus benjamina*  
*Ficus rubignosa*  
*Liquidambar styraciflua*  
*Lophostemon confertus*  
*Melaleuca quinquenervis*  
*Metrosideros excelsa*  
*Pinus brutia*  
*Pinus canariensis*  
*Pinus eldarica*  
*Pinus pinea*  
*Pinus roxburghii*  
*Pinus torreyana*  
*Syagrus romanzoffianum*  
*Washingtonia robusta*

Camphor Tree  
Coral Tree  
Weeping Fig  
Rustyleaf Fig  
American Sweet Gum  
Brisbane Box  
White Paperbark  
New Zealand Christmas Tree  
Calabrian Pine  
Canary Island Pine  
Russian Pine  
Italian Stone Pine  
Chir Pine  
Torrey Pine  
Queen Palm  
Mexican Fan Palm

## Furnishings and Fences

The Mission Bay Park Master Plan Update design guidelines describe furnishings as being consistent throughout the park, durable, and inconspicuous. Similarly, utility and screening fences should be as inconspicuous as possible and screened by landscaping. The Master Plan design guidelines include the following standards for furnishings:

- Light sand blasted, natural color concrete outdoor furniture should be used for durability and inconspicuous appearance.
- Metal furnishings, such as bike racks, should be painted in neutral matte tones, or be plastic coated.

The Master Plan description of the Mediterranean landscape type to be used in the SeaWorld environs includes a reference to furnishings. The Master Plan states the landscape should emphasize the use of textured paving, planters, arcades and pergolas; features that can showcase the plants and mediate between the buildings and landscape.

The public park access areas in and surrounding the SeaWorld leasehold will adhere to the Mission Bay Park Master Plan Update design guidelines for furnishings and fences. However, at the entry gates and within the theme park area, furnishings will be specially designed to complement and enhance the unique architecture and landscape of SeaWorld. All furnishings will be durable and use the highest quality of design and materials.



*Figures IV-23 and IV-24 – Typical Furnishings*



## Landscape Management

Landscape management practices within SeaWorld are in conformance with the City of San Diego, California Coastal Commission and Regional Water Quality Control Board landscape requirements. SeaWorld employs Best Management Practices (BMP) for maintenance of the landscape.

With much of the SeaWorld land area covered with plants and trees, the landscape serves as a type of storm water BMP by providing erosion control, filtration and vegetative uptake of pollutants. The landscape also serves as a buffer zone between the northern boundary of the park and Mission Bay.

SeaWorld implements herbicide/pesticide and fertilizer management practices designed to minimize storm water contaminants from landscape applications. Pesticides are used only as a last resort and only the most specific, “caution” level (the least toxic) are used. Specific irrigation practices and mulches are used to minimize weed growth. When necessary, herbicides are applied only to the specific problem site. Fertilizers are used sparingly, and only applied to lawns on a regular basis. All landscape chemicals are only used in areas well away from Mission Bay.

SeaWorld uses drought tolerant and low water consumptive plant materials for all perimeter and background landscapes. Higher water use plants are limited to accent areas within the park. SeaWorld uses state-of-the-art irrigation systems to conserve water. Irrigation rates are set to levels less than the soil absorption capacity using evapotranspiration rate technology and equipment. Computer-controlled leak detection equipment shuts down water systems until repairs can be made. All irrigation systems are maintained for optimal performance.



## B. LIGHTING

SeaWorld lighting adheres to the City of San Diego Municipal Code Light Pollution Law general requirements and approved materials and methods of lighting and the Mission Bay Park Master Plan Update design guidelines. The Master Plan describes lighting as serving two functions: security and nighttime use. Lighting standards in the Master Plan are as follows:

- Paths and parking areas should receive a continuous level of illumination.
- Lighting should be provided by cut-off, non-glare pole fixtures. The height of light fixtures shall be 12 to 15 feet above the adjacent surface of the path.
- Bollard lights 2 ½ to 3 ½ feet in height should be used where the combined path fronts residential and/or resort hotel areas so as not to affect the nighttime view of the bay from residences and guest rooms.
- The level of illumination should be a minimum of ½ foot-candle at ground level. Average to minimum uniformity ratio shall be no greater than 4 to 1 within the paved area.
- Ambient light supplied by surrounding buildings should be considered when determining the lighting requirements for the park.

Future lighting in SeaWorld will continue to uphold a high standard of excellence in conformity with the Code and Master Plan. However, SeaWorld's nighttime functions require a unique approach to lighting that is not addressed by the Mission Bay Park Master Plan Update design guidelines. Additional guidelines are provided here to describe special lighting that will enhance function, safety and aesthetics within the parking and activity areas of SeaWorld. While adequate lighting is necessary in SeaWorld, it will be balanced with considerations for sensitive habitats in Mission Bay and neighboring park and community uses. The following guidelines shall be followed for SeaWorld lighting:

- Lighting shall provide a desirable level of illumination to promote safety for pedestrians and vehicles.
- Lighting should be directed to use areas and not spill over into areas adjacent to SeaWorld.
- Parking lot lighting shall be directed downwards and designed in conformance with City standards.
- Lighting shall be used to accentuate architectural features and landscaping and provide ambient lighting for pedestrian areas.
- Accent lighting of buildings and structures over 30 feet in height shall be located to minimize spillover outside the leasehold.
- Accent and decorative lighting shall avoid excessive illumination and use of multiple colors.
- Theme park attraction and ride lighting may be used to enhance the design theme and accentuate the sculptural aspects of the structure. Garish, "carnival" style lighting with excessive illumination, colors and motion (chaser lighting) is not permitted.
- Holiday seasonal lighting is permitted in conformance with City standards.
- The use of searchlights, lasers and other moving lighting shall be limited to special events and used in conformance with City standards.
- All lighting should be of type that conserves energy in conformance with City standards. Where feasible, functional and aesthetic lighting shall be combined to reduce energy costs and avoid over-illumination.
- Sign lighting shall be illuminated from the exterior and on the sign face only.



*Figures IV-25 and IV-26 - Typical Parking and Pedestrian-Scaled Lighting*

## C. SIGNS

A goal of the Mission Bay Park Master Plan Update design guidelines is to better integrate the design of commercial, informational, interpretive and regulatory signs into a coordinated system unique to the park. Existing signs associated with SeaWorld are Mission Bay Park directional signs located on surrounding streets. The SeaWorld parking lot entry gate is the only area of the park where signs may be visible to the public outside the park. This area currently has decorative banners attached to light standards and wall/window signs within the ticket booths. Other signs within SeaWorld, including pedestrian gate entry signs and directional signs are not visible to the public outside the park. These signs are discrete and complementary to the surrounding landscape and architecture.

Future development and renovation within SeaWorld may prompt the addition of entry signs on the surrounding streets. For example, the proposed hotel site may require an identification monument sign. The existing SeaWorld theme park pedestrian entry gate may be remodeled and incorporate signage. A visual assessment would be made to determine if the proposed entry gate features would be visible to the public from outside the park. If the area is determined to be visible, the City would review the proposed design and consider conformance with sign guidelines.

For any proposed signs that are visible to the public from outside the park, the following Mission Bay Park Master Plan Update commercial sign standards that will be applied:

- As a general rule, free-standing commercial signs shall be low, close to the ground and shall not exceed eight feet in height and shall be placed in a landscaped setting.
- Exceptions may be granted to accommodate sign designs or site identification within other architectural features such as entry walls or gatehouses.
- Motorist sight-lines should be considered when locating signs near roadways.
- Signs attached to buildings should be designed to blend with the architecture rather than appearing as a billboard.
- Rooftop signs are prohibited.



*Figure IV-27 – Existing Wall Sign*

## D. ARCHITECTURE

The Mission Bay Park Master Plan Update identifies the character of buildings as contributing to the image of Mission Bay as a water-oriented recreational environment. The Master Plan goals and objectives are:

- Park architecture should be contemporary, responsive to the aquatic environment and avoid excessive or exaggerated thematic styles. The intent is to preclude from Mission Bay Park a “theme park” architecture.
- Through manipulation of building form, details, materials and color, the architecture should aim to capture and express the special marine quality of the Bay.
- Each park building should strive to achieve a uniquely appropriate interpretation of the Bay’s landscape context according to its site, function, and intended use.

SeaWorld recognizes the importance of the Master Plan architectural goals and objectives in creating a cohesive image for Mission Bay Park. Existing SeaWorld buildings that are visible from outside the leasehold adhere to those goals and objectives. However, within its leasehold, SeaWorld is a theme park and utilizes authentic architectural styles and images, based on classical design, to enhance the aquatic environment and create a festive atmosphere.

The functional aspects of the theme park area of SeaWorld require design flexibility that allows for on-going renovations of exhibits and attractions to keep the park fresh and exciting for visitors. In order to provide design flexibility, buildings and attractions within the theme park that are not visible from outside the SeaWorld leasehold are not regulated by these design guidelines. Proposed projects that will be regulated by these design guidelines are those which may be visible from outside the SeaWorld leasehold.

### Building Design

Proposed new buildings that may be visible from outside the park, such as the hotel and parking garage, will adhere to the Mission Bay Park Master Plan Update architectural design guidelines. The Mission Bay Park Master Plan Update provides architectural guidelines for building height and massing, roof design and materials, façade treatments and ornamentation. The following guidelines should also be applied:

- Large expanses of strong or bright colors on exterior building walls shall be avoided.
- Large expanses of highly reflective materials on exterior building walls shall be avoided.
- Use of thematic elements shall be used with taste and discretion near the perimeter of the theme park where they may be visible from outside the park.
- Although the majority of the bayside perimeter should be screened by landscaping, interesting and appropriate architectural elements such as bay-view restaurants, patios or decks with trellises, building façade treatments, banners and awnings may be used to create a sense of openness and connection to the Bay. Signs, logos or elements that may be perceived as advertising are not permitted in this area.
- Mechanical equipment and storage areas shall be screened from public view by elements such as architectural treatments, fencing and landscaping.
- New mechanical equipment and storage areas should be located away from the leasehold perimeter where feasible, to avoid public views towards unsightly utilitarian areas.

## Theme Park Attractions

Proposed theme park attractions that may be visible from outside the park will adhere to the SeaWorld Master Plan Update allowances for height, mass and transparency. SeaWorld is committed to designing aesthetically pleasing attractions and utilizing the highest quality of materials and construction. The following guidelines will apply to theme park attractions that are visible from outside the park:

- Theme park attractions and rides shall use light or neutral colors for large mass areas and reserve bright colors and reflective surfaces for accents.
- Theme park attraction lighting may be used to enhance the design theme and accentuate the sculptural aspects of the structure. Garish, “carnival” style lighting with excessive illumination, colors and motion (chaser lighting) is not permitted.
- High quality building materials and construction practices shall be used throughout SeaWorld.



*Figure IV-28 – Existing Architecture*



*Figure IV-29 and IV-30 – Existing Architecture*

## V. REGULATORY FRAMEWORK

### A. GOVERNING ACTS, DOCUMENTS, POLICIES AND AGENCIES

#### California Coastal Act

SeaWorld, as well as all of Mission Bay Park, is located in the California Coastal Zone. At present, all projects within Mission Bay Park require a Coastal Development Permit or administrative waiver to be issued by the California Coastal Commission. The Coastal Commission reviews projects for consistency with the Coastal Act and the Mission Bay Park Master Plan, which is the approved LCP Land Use Plan.

#### Mission Bay Park Master Plan

The Mission Bay Park Master Plan serves as both the Community Plan and the Local Coastal Program (LCP) Land Use Plan for all of Mission Bay Park. The plan contains a comprehensive set of recommendations and design guidelines for development within the Park. In general, the City requires that all development be consistent with the applicable Community Plan and the California Coastal Commission requires Coastal Development Permits to be consistent with adopted LCP Land Use Plans.

#### City Charter and Council Policy

The SeaWorld site and all of Mission Bay Park is affected directly by a provision in the City Charter that restricts total land lease of Mission Bay Park to 25% of the total park area. The entire SeaWorld site is designated for commercial use in the Mission Bay Park Master Plan and falls within the 25% threshold. Additionally, Council Policy 700-08 contains a number of policy statements pertaining to Mission Bay Park. The Council Policy expresses a desire to develop, operate and maintain Mission Bay Park as an aquatically-oriented recreational resource for the use of the general public. The Council Policy also states that private capital will be encouraged to develop and maintain, under a lease program, those facilities which provide services not normally provided by the City that are needed to enhance the usability of Mission Bay Park.

#### SeaWorld Leasehold

SeaWorld is located on a 189.4-acre commercial leasehold within Mission Bay Park. The right to use the property is controlled by the terms and conditions of its existing 50-year lease. Pursuant to the terms of the lease, uses within the SeaWorld leasehold must be consistent with the City-approved SeaWorld Master Plan. Before any substantial new development may occur at SeaWorld, City staff must make a determination that it is consistent with the lease and the SeaWorld Master Plan. The City's Real Estate Assets Department administers the lease and initiates the project review process. The Park and Recreation Department and Planning Department also contribute to the project review.

The SeaWorld Master Plan Update includes review procedures to accommodate the added design flexibility envisioned in the Mission Bay Park Master Plan and enabled by the SeaWorld Height Initiative. These procedures include the thresholds for determining the level of public review necessary for different types of SeaWorld projects and are found in Section V-B, Project Review Process.

#### Permitting Agencies

Additional discretionary actions that may be required to implement individual development projects when they are proposed include: California Coastal Commission Coastal Development Permit, Regional Water Quality Control Board General Construction Activity Stormwater Permit, Section 10 of the Rivers and Harbors Act, and U.S. Army Corps of Engineers 404 Permit



## **B. IMPLEMENTATION**

### **SeaWorld Development Process**

SeaWorld, San Diego is a subsidiary of Busch Entertainment Corporation (BEC), which is in turn a subsidiary of Anheuser-Busch (A-B) Incorporated. In addition to SeaWorld San Diego, BEC operates SeaWorld Adventure Parks in Florida and Texas. The company also operates Busch Gardens theme parks in Virginia and Florida.

The long-range planning process for SeaWorld and BEC theme parks emphasizes multiple development scenarios and flexible development options. Individual project development is a highly creative process that depends on extensive concept development and market testing. Final project decisions are made late in the planning cycle to meet the demands and desires of customers, to incorporate the latest technologies and to react to the competition in the marketplace. Once BEC or A-B approvals are obtained, projects must be developed and brought to market in a very short time frame.

### **Project Review Process**

SeaWorld proposed projects will be reviewed by the City of San Diego and the California Coastal Commission. The City will determine whether a proposed project conforms to the SeaWorld Master Plan. The Coastal Commission retains original jurisdiction over the SeaWorld site, therefore, the Coastal Commission will issue the required Coastal Development Permit.

Although the City does not issue SeaWorld's Coastal Development Permits, SeaWorld has committed to submitting projects for formal public review by the City. Therefore, this section describes different levels of City public review that must be undertaken before SeaWorld may submit its application for any individual project Coastal Development Permit to the Coastal Commission. The relevant City body, whether the City Council or the Park and Recreation Board, may recommend that the Coastal Commission approve, approve with conditions or deny the Coastal Development Permit. The City body also will make findings as to whether the project substantially conforms to the SeaWorld Master Plan. The City's finding, recommendations, comments and proposed conditions will be submitted to the Coastal Commission concurrently with the SeaWorld Coastal Development Permit application.

Level 2 projects may not be submitted to the Coastal Commission unless the City Council finds that they substantially conform to the SeaWorld Master Plan.

Currently, projects or development concepts within the SeaWorld leasehold are initiated by submittal to the Real Estate Assets Department of the City of San Diego. The Real Estate Assets Department, in consultation with the Park and Recreation Department and Planning Department makes a determination of consistency with the leasehold development program. "Major" projects as determined by existing administrative guidelines, are referred to the Mission Bay Park Committee and Design Review Committee of the Park and Recreation Board for advisory recommendations.

The SeaWorld site is unique in both the type and frequency of development projects within the leasehold. Each year, SeaWorld processes numerous projects to upgrade park facilities and keep attractions in top working order. Additionally, in response to consumer demands and competition in the theme park industry, SeaWorld regularly undertakes renovations of its larger attractions, rides, shows, or exhibits. In the past, nearly all projects have been processed as "minor" projects under the City's lease review process, as they are not generally visible from outside the leasehold. However, the additional height and scale of some attractions envisioned under the SeaWorld Master Plan creates the need for greater public input to ensure that the quality of recreation and the visual character of Mission Bay Park will be maintained.

## Project Review Thresholds

Due to the special needs of SeaWorld and the perceived impacts to Mission Bay Park, two levels of project review are established specifically for the SeaWorld leasehold.

### Level 1

Level 1 is identical to the current process for project review within Mission Bay Park. Projects within the SeaWorld Master Plan require a determination of consistency with the SeaWorld Master Plan by the Real Estate Assets Department in consultation with the Park and Recreation Department and Planning and Development Review Department. An environmental check by the Environmental Analysis Section to determine consistency with the Master Plan EIR may also be requested. In accordance with existing administrative guidelines, projects may either be referred to the Mission Bay Park Committee as an information item or, alternatively, considered as an action item. Where appropriate, projects may be referred to the Design Review Committee and the Park and Recreation Board. Approved projects are then submitted to the Coastal Commission for approval or denial of a Coastal Development Permit.

### Level 2

Level 2 requires review and recommendation by the Mission Bay Park Committee, review by the Design Review Committee of the Park and Recreation Board, and public hearings before the Park and Recreation Board, Planning Commission and the City Council. An environmental check by the Environmental Analysis Section to determine consistency with the Master Plan EIR will also be performed. The recommendations of those bodies are then submitted to the Coastal Commission for approval or denial of a Coastal Development Permit.

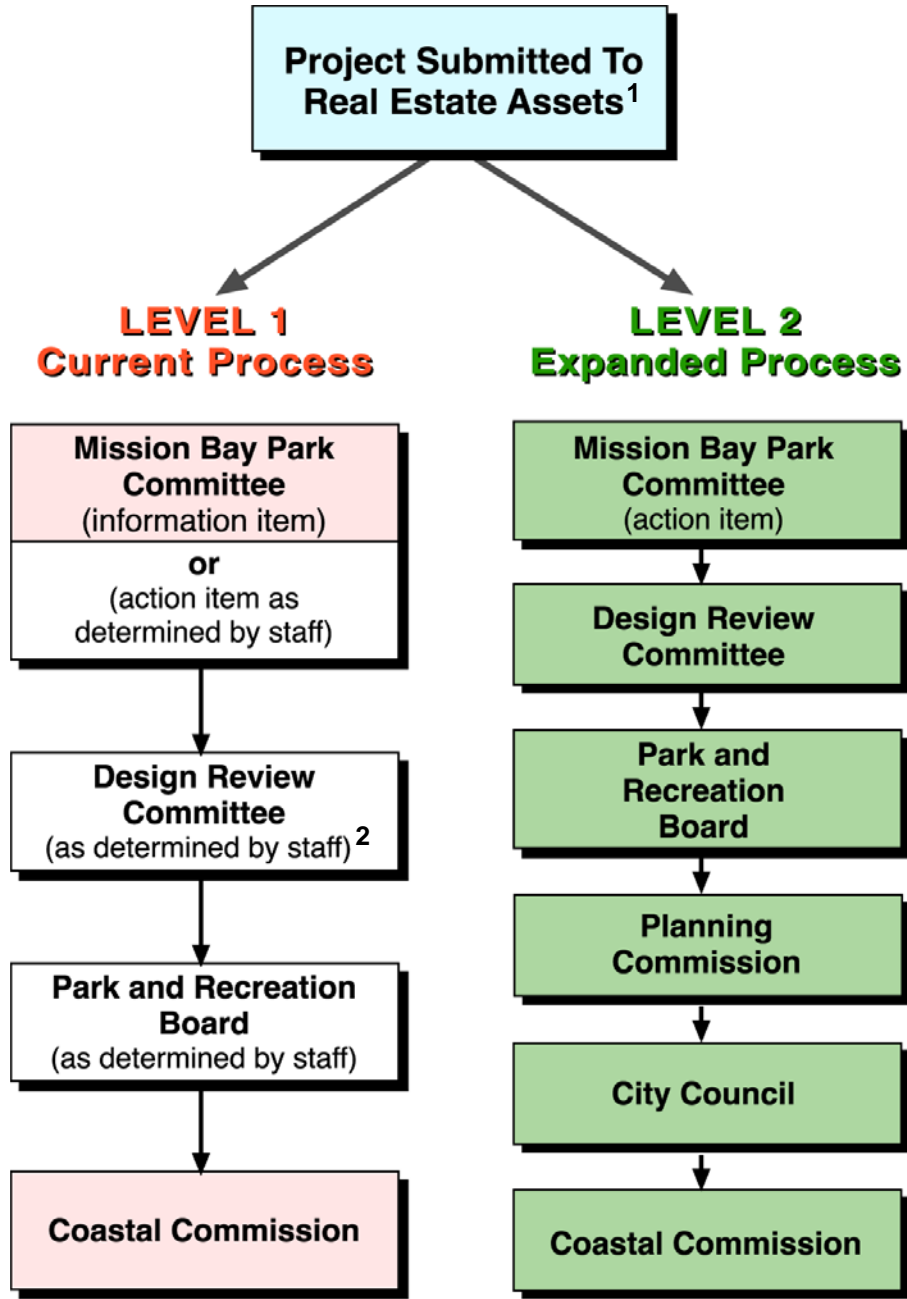
In all leasehold areas, a level 2 review is required, where a project involves any of the following:

- A structure or structural addition which exceeds 30-feet in height
- A change to a use other than the theme park, parking, administration, support, marina, hotel or other uses described in the SeaWorld Master Plan.
- A modification of the shoreline.
- A change in a sub-area boundary (e.g. expansion of the theme park [Area 1] into the existing guest parking lot [Area 2]).

An interior renovation or replacement of an existing structure within the same footprint, height and building envelope as the original structure shall be a level 1 review.

A diagram of the Project Review Process is shown in Figure V-1. All reviews and public hearings are intended to assist the Real Estate Assets Department in determining a project's consistency with the SeaWorld Master Plan. Additionally, recommendations will be forwarded to the Coastal Commission with the Local Agency Review Form for the project.

A "Public Review Notice of Application" for both Level 1 and Level 2 reviews shall be required at the time of application for all proposed projects within the SeaWorld leasehold. The notice shall be provided to all parties who have requested to be notified. The mailing list of parties interested in notification of SeaWorld projects shall be established and maintained by City staff. The Notice of Application shall provide a general description of the project, the location and size of the project, the name, address, and phone number of the applicant. The applicant shall also be required to post the Notice of Application on the property, visible to the public.



<sup>1</sup> Public review notice required at time of application.

<sup>2</sup> As determined by staff, all projects visible from the public right-of-way will be reviewed by the Park and Recreation Board Design Review Committee

*Figure V-1 Project Review Process*

## C. PLAN AMENDMENT PROCESS

The SeaWorld Master Plan anticipates that the majority of projects will not exceed the thresholds for Level 1 review. Projects involving greater scale and height will still be required to conform to the development criteria set forth in Section III of this plan. Any project that does not conform to the development criteria will require a plan amendment. The plan amendment process requires environmental review and public hearings before the Planning Commission, City Council and California Coastal Commission.

## APPENDIX

### ISSUES ANALYSIS

#### Thematic Continuity

SeaWorld is the strongest advocate of the themes on which it has built its reputation. This is revealed in the SeaWorld vision statement:

*To Be Recognized Globally  
For Achieving New Levels  
Of Distinction And Respect  
By Leading the Industry  
With Live Marine Animal Experience,  
Innovative Entertainment, Education,  
Research and Conservation  
That Ensures Our Growth and Success*

SeaWorld's commitment to its traditional emphasis areas of entertainment, education, research and conservation is evident throughout the park and will be carried forward into all new development proposed for the park.

The vision statement, however, recognizes that SeaWorld is part of the theme park industry. To be a leader in its industry, SeaWorld must compete to draw tourists into the City. Public support for attractions and thematic content are necessary for the long term economic viability of SeaWorld and the benefits provided to Mission Bay Park and the City of San Diego. Such benefits include an estimated \$1 billion community economic impact. The procedures established in this plan for the review of development within the SeaWorld leasehold provide adequate public input and safeguards to ensure that future attractions are compatible with all existing policies and plans pertaining to Mission Bay Park.

#### Views and Viewshed

An examination of the major "gateway" approaches into Mission Bay Park in the vicinity of SeaWorld (including Sunset Cliffs Boulevard, West Mission Bay Drive, and Sea World Drive) reveals that expansive views of Mission Bay are generally precluded by a combination of existing development on the SeaWorld leasehold, mature trees, berming (especially along Sea World Drive), and to a significant extent the low lying bluffs along the south shoreline of Fiesta Island. Due to the low-lying terrain, and the narrowness of the South Pacific Passage (between SeaWorld and Fiesta Island) it is very difficult to see the water, except from locations relatively close to the shoreline. Therefore, the proposed conceptual development in the SeaWorld Master Plan would not impair any existing view across the SeaWorld leasehold from a gateway approach.

Analysis of all the public roadways in the vicinity of the SeaWorld site shows that there is only one existing view across the SeaWorld leasehold. This is the view from northbound Ingraham Street through the Perez Cove Shoreline Area (Area 5) to Mission Bay. The view is significant because it offers the first glimpse of Mission Bay as travelers emerge from the wooded area surrounding Ingraham Street near the intersection with Perez Cove.

A related concern is the impact that future conceptual development identified in the SeaWorld Master Plan may have on the viewshed from significant viewpoint locations identified at the public forums. These viewpoints are shown in Figure A-1. The extent of the impact to the existing viewshed will be mitigated by a

number of factors, some natural and some due to the leasehold development criteria contained in the SeaWorld Master Plan Update.

Because the SeaWorld site is located on the southern edge of Mission Bay Park, it generally becomes a background element to the view. This means that from almost any other location in Mission Bay Park, the traditional quality elements of the view, such as a blue water view of Mission Bay, or open expanse of park land, will always be in the foreground. Development within the SeaWorld Park will tend to be in the background of the viewshed or the far middle ground if viewed from an elevated hillside area. An existing canopy of tall trees effectively screens most of the park on the north and west sides making it difficult to distinguish individual structures, except for the SeaWorld Tower and the Sky Ride.

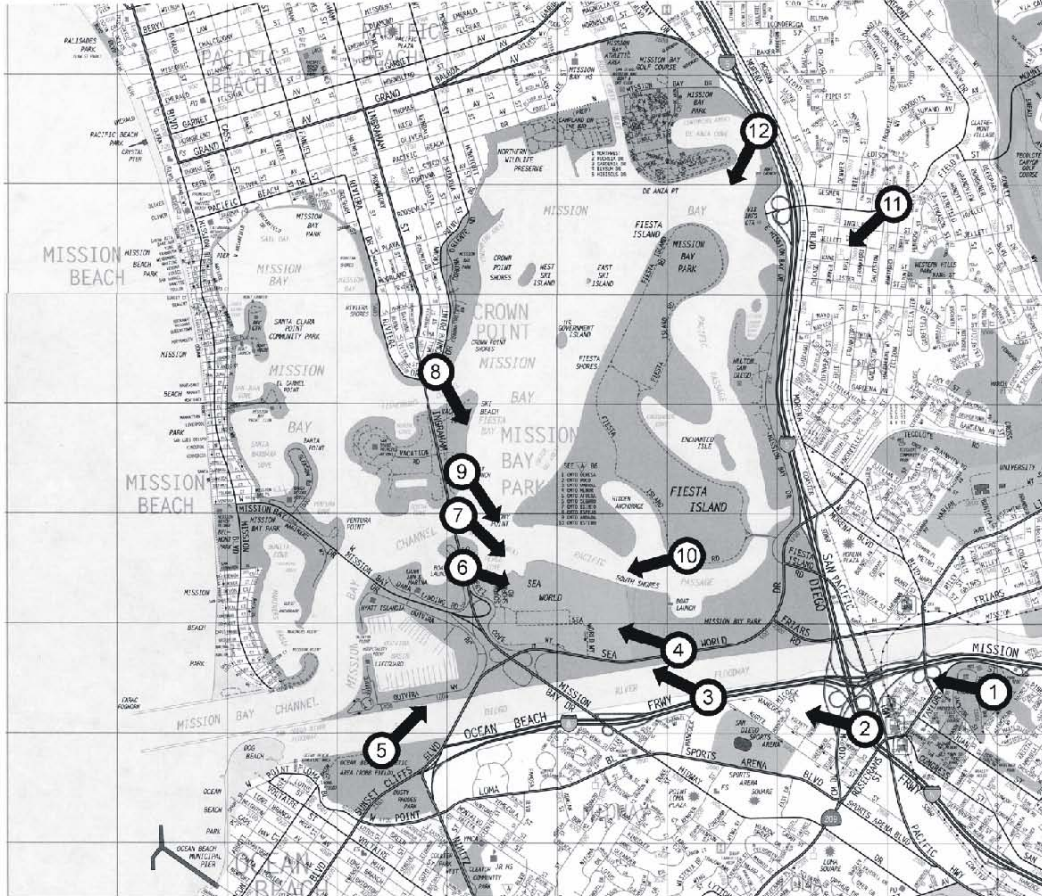
The greatest potential impact to the viewshed would be from structures taller than the existing tree canopy. Depending on the location of the viewing point such structures would also have the potential to cross the horizon line changing the overall profile of the view. The significance of the change will vary substantially depending on the viewing angle, location and elevation.

Respecting the need for additional height flexibility above 30 feet, the SeaWorld Master Plan contains development criteria that are designed to work together to reduce visual impacts.

No specific height limits are allocated in the Master Plan. The appropriate heights for each new development will be analyzed during the Coastal Development Permit process for any particular development taking into consideration visibility from the water, major coastal access routes and vantage points and the character and scale of development in the surrounding public parkland. Additionally the cumulative use of heights above 30 feet will be mapped by SeaWorld and verified by City and Coastal Commission staff.

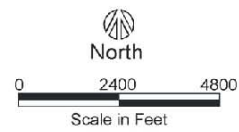
Additional visual mitigations include:

- A one to one bulk plane envelope to be applied to the shoreline and eastern boundaries of the park to ensure a more gradual transition in height along the critical park edges that interface with other parts of Mission Bay Park.
- Landscaping requirements in the design guidelines and specific conceptual development criteria for sites adjacent to the leasehold boundaries which emphasize extensive tree and shrub plantings to soften the visual impact of structures from adjacent land and water areas of Mission Bay Park.
- A transparency requirement and structural separation requirement to further reduce apparent bulk of taller structures.



### Viewpoint Location Key

- 1 - Presidio Park
- 2 - Interstate 5 - Northbound
- 3 - Interstate 8 - Westbound
- 4 - SeaWorld Drive - Westbound
- 5 - Robb Field Memorial Park - Pedestrian walk on south embankment of San Diego River
- 6 - Intersection of Ingraham Street and Perez Cove Way
- 7 - Ingraham Street Bridge - Southbound
- 8 - Crown Point Drive
- 9 - Ski Beach
- 10 - Fiesta Island
- 11 - Clairemont Drive - Westbound
- 12 - De Anza Cove



*Figure A-1 Viewpoint Locations Identified at Public Forums*

## Noise

Concerns raised at the public forums regarding the noise impacts of the SeaWorld Master Plan were largely directed toward existing operations regulated separately from the land use controls governing the plan. Of greatest concern were the existing firework displays and the amplification system at Shamu stadium.

Fireworks are a popular accompaniment to many events held around the City, particularly sporting events and celebrations. SeaWorld has been providing firework displays for special events since 1968 and for summer evening displays since 1985. In many respects, Mission Bay Park with its vast seven square mile area, and reflective water surfaces is an ideal location for firework displays. Many residents surrounding Mission Bay Park and in the neighboring hillsides enjoy SeaWorld's firework displays as one of the unique amenities of living near the Bay. The noise impacts are naturally mitigated by distance, although varying weather conditions may carry the sound in unpredictable ways. The nearest residential areas (in Point Loma) are located over one half mile from the launching platform, while most areas are located at least one mile away. While fireworks in general are positively received, excessive use near residential neighborhoods can become a nuisance. For this reason the San Diego City Council adopted a policy (500-06) limiting the use of concussion type fireworks ("salutes" and "reports") which have louder bursts than ordinary fireworks. Council Policy 500-06 also limits the time and frequency of firework displays. Respectful of its neighbors, SeaWorld's firework displays are in full compliance with Council Policy 500-06. Equally important is the absence of any nexus between the SeaWorld Master Plan and the size, duration, frequency and intensity of SeaWorld's firework displays. The future growth and renovation of SeaWorld does not correlate to bigger, longer, or louder firework displays. Current and future displays described in the Master Plan shall be a part of SeaWorld's ongoing operations.

Another existing noise concern is Shamu Stadium—SeaWorld's signature attraction. Due to a combination of proximity, topography, and weather conditions, residents in the Point Loma area are frequently able to hear amplified show commentary. Based on these concerns, SeaWorld has committed to solving the problem in a reasonable time frame given its investment in the current amplification system. Furthermore, learning from this experience, SeaWorld will use a combination of site design and new sound technology to eliminate similar problems in all new and renovated show attractions.

Other noise concerns were directed toward "thrill-rides" that may be built in the future. These types of attractions are not anticipated to be a significant source of noise for the following reasons. First, few rides in this category are capable of generating either mechanical or human sounds that can be heard beyond the SeaWorld park boundary. In most cases, modern rides can be built to almost any desired noise tolerance level. The existing Shipwreck Rapids ride, for example, generates no perceptible noise beyond SeaWorld's boundary. As an example of a major "thrill-ride" the proposed Splashdown Ride is projected to have no significant noise impacts to Mission Bay Park or nearby residential areas. The water flume portions generates very little noise and the track portions create a smooth rushing sound not unlike a passing car. As only eight passengers may experience the main drop at any one time, human noise will be kept to a minimum. The duration of the maximum drop is 1.5 seconds. Average noise levels from the ride would be below ambient noise levels created by traffic, aircraft, and use of personal watercraft in Mission Bay Park. For these reasons, it is unlikely that any aspect of the ride will be audible from residential areas located approximately one half mile from the park boundary.

Second, as future exhibits, rides, and shows are added or upgraded in the eight Tier 2 development sites it is unlikely that more than a few rides in the same class as the Splashdown Ride will be built. Attractions above the 60 foot level are expensive to build and are justified only if they fill a genuine market need and provide a reasonable return on investment. Given SeaWorld's mission statement, "thrill-rides" must necessarily remain a limited component of SeaWorld's overall entertainment offerings. Therefore, concerns that the cumulative noise impacts of "thrill-rides" would create a major noise generator within Mission Bay Park are not



supported by the SeaWorld Master Plan, or the experience of any other SeaWorld theme park in the United States.

### **Traffic and Transportation**

The traffic generated by SeaWorld is directly related to park attendance. SeaWorld's attendance has been relatively level for the past ten years so that both average daily attendance and yearly attendance in 1999 is very close to what it was in 1989 (about 3.5 million visitors per year). Studies of SeaWorld's attendance patterns show that new attractions do not result in sustained increases in attendance although continuous park renovations are necessary to maintain market share and meet projected growth rates. While beach traffic and commuter traffic has increased during this period, traffic attributable to SeaWorld has remained relatively constant. Additionally, traffic improvements required by the Coastal Commission (based on a 1993 traffic study) have been put into place in anticipation of attendance climbing to 4 million visitors per year. At that time, the current roadway system was expected to accommodate 500,000 additional guests without a significant decrease in service levels. At projected growth rates of 1.3% per year, the 4 million visitors per year level would not be reached until 2012.

The most recent traffic study, prepared for the SeaWorld Master Plan EIR, evaluates the potential traffic impacts for both the near-term (2005) and the buildout (2020) condition. The new traffic study, takes into account summer weekend and holiday traffic (peak beach traffic) and summer weekday traffic (peak commuter traffic). Of the two, summer weekday traffic during peak hours results in the worst case traffic conditions. The study also takes into account traffic projections for the hotel, which unlike individual attractions, would cause a sustained traffic increase. Other cumulative proposed projects included in the study are the Quivira Basin Redevelopment Project, the Dana Point Inn Landing and Hotel Expansion, North Bay Redevelopment, Marine Corps Recruit Depot Reuse, Naval Training Center Reuse, and a new Lindbergh Field airport terminal on Pacific Highway.

In addition to the traffic improvements identified in the EIR, SeaWorld will participate in MTDB's efforts to create a transit link from inland San Diego to the beach and bay activity centers using automated guideway technologies. As a major Mission Bay activity center, the SeaWorld Master Plan allocates space to build a transit station within its leasehold and to incorporate the facility within the future parking garage. Such a system, if developed, would offer convenient transit access to the SeaWorld theme park from other hotels and convention facilities in Mission Bay Park, Mission Valley and downtown San Diego. An efficient people mover system, possibly extending all the way around Mission Bay Park, could considerably reduce reliance on the automobile. Due to the long-range nature of MTDB's proposal and the uncertainty of its implementation, the traffic reduction benefits of the transit system were not incorporated in the EIR traffic study.

Prior to implementation of the above-referenced public transit improvements, SeaWorld is committed to easing peak summer season traffic congestion in Mission Bay Park. To do so, SeaWorld shall offer a five (\$5) discount on admission to every guest that provides evidence that such guest rode public transit to the theme park for that visit, i.e., provides a same-day transit ticket or receipt. SeaWorld may also ease traffic congestion by implementing one or more of the following: (i) providing a tram or shuttle service from the Old Town and Linda Vista Trolley stations to SeaWorld operated on all weekends (Saturdays and Sundays) and holidays from the beginning of Memorial Day weekend through Labor Day; (ii) offering additional financial incentives to transit (bus or trolley) users in the form of reduced admission, free food or drink, reimbursement of transit costs, or other means; (iii) providing on-site transit ticket purchases for its employees; (iv) offering flexible work schedules for employees utilizing public transit; and, (v) referencing the availability of public transit to park visitors in SeaWorld's circulated brochures.

## Water Quality

Clean water is an integral part of SeaWorld's day-to-day operations. The quality of Mission Bay water directly affects the cost of maintaining SeaWorld's marine life support system. As part of SeaWorld's existing operations, processed seawater is regularly discharged into Mission Bay. For the most part, the water quality concerns expressed at the public forums were directed towards this discharge. Due to stringent discharge standards set by the Regional Water Quality Control Board, SeaWorld has experienced a few events where the standards have been exceeded. Understandably, water quality proponents, who view the standards as an important tool to bring about better water quality, have been resolute in their vigilance. Respecting the need to enforce current standards uniformly throughout the 57 square mile Mission Bay Park watershed, SeaWorld nevertheless cannot be considered a significant source of water pollution in Mission Bay. The existing problems are well on their way to being resolved and the conceptual development proposed in the SeaWorld Master Plan will only improve upon the current infrastructure.

Currently, SeaWorld operates a water treatment system to treat the marine animal water as well as a portion of the surface stormwater runoff. The water treatment system utilizes water from Mission Bay, treats it for marine life use, circulates it through the aquaria facilities (including exhibits, rides, and shows) and treats it again for discharge back into Mission Bay. The discharge water is typically cleaner than when it is drawn, creating a situation where SeaWorld is actually reducing bay pollution. Discharge standards are based on shellfish harvesting standards, which far exceed human contact standards used to determine beach closures.

The more significant long-term water quality issue, and one in which every property owner in the Mission Bay watershed bears a proportionate responsibility, is the control of pollutants from entering the watershed through surface runoff. For its part, SeaWorld directs 96% of its theme park runoff (Area 1) into the water treatment system. Except during periods of high rainfall, excess capacity in the system is able to handle the storm runoff. When system capacity is exceeded, diversion weirs are used to collect excess storm water flows. The weirs function as a high-flow bypass providing "first flush" storm water treatment even during large storm events. Approximately 25% of the parking area is also collected and processed through the water treatment system.

The remaining parking areas, and future expansion areas drain into the existing City Storm System. The City of San Diego is covered under a municipal NPDES stormwater permit for discharges of stormwater runoff. The majority of the storm drain facilities in Mission Bay have been fitted with low-flow interceptors to direct non-storm waters to the sanitary sewer. Low flows generally contain the highest concentration of surface pollutants. During storm events, the low-flow interceptors are bypassed, allowing storm runoff to directly enter the Bay. The stormwater outfall for the SeaWorld site is located at Perez Cove.

One of the most effective ways to stop surface pollutants from entering the storm system is to control them at their source. For this reason, SeaWorld employs a comprehensive "Best Management Practices" (BMP) program that includes daily sweeping of the parking lots, walkways and internal streets. Other BMP components include:

- a Storm Water Pollution Prevention Program which prohibits the disposal of various pollutants into the storm drain system;
- a Spill Prevention and Control and Countermeasure Program which details procedures for preventing and responding to oil and chemical spills;
- material storage and use controls for the management of materials with a potential to contaminate storm water;
- vehicle maintenance controls to minimize contact of storm water with oils and fluids associated with vehicle maintenance;
- waste management and recycling controls to control litter and daily trash; and

- herbicide/pesticide and fertilizer management practices to minimize storm water contaminants from landscaping applications.

Additionally, SeaWorld's landscape serves as a type of storm water control by providing erosion control, filtration and vegetative uptake of pollutants. Finally, SeaWorld has committed itself to a program of nearly 100% runoff treatment in the future involving a variety of treatment options based on the latest pollution control technology. Moreover, as a lessee of public land within Mission Bay Park, the water quality controls/regulations certified in the Mission Bay Park Master Plan Update must be implemented fully by SeaWorld for its leasehold.

### **Hotel**

The hotel is an entitlement\* carried forward from the 1985 SeaWorld Master Plan and updated to fit present economic realities. The conceptual development plan is very preliminary and SeaWorld has no plans to build the hotel any time in the near future.

The hotel would be built only if the market for additional guest space in Mission Bay Park would support it. Prior to a formal project submission, the SeaWorld Master Plan Update requires an economic feasibility analysis assessing the need for another hotel in Mission Bay Park. Additionally, any hotel will require, at minimum, an addendum (or amendment) to the EIR and a City Council public hearing. At that time, traffic and viewshed impacts will be reassessed in the context of a specific proposal. Construction of the hotel shall not begin before July 10, 2011, although SeaWorld may seek and obtain all necessary approvals prior to that date.

\* The Coastal Commission has not reviewed or certified the 1985 SeaWorld Master Plan as part of the certified Local Coastal Program, nor was that plan incorporated into the Mission Bay Park Master Plan as certified by the Commission in 1995. Therefore, any entitlements embodied in that plan are not recognized, and have not been endorsed, by the California Coastal Commission.



**PROJECT DESIGN CONSULTANTS**

701 B Street, Suite 800

San Diego, CA 92101

619-235-6471 Fax 619-234-0349