



State of California - Department of Fish and Wildlife
2026 ENVIRONMENTAL DOCUMENT FILING FEE
CASH RECEIPT
 DFW 753 5a (Rev 01/01/26) Previously DFG 753 5a

RECEIPT NUMBER 37-04/03/2026-0289
STATE CLEARING HOUSE NUMBER (If applicable)

SEE INSTRUCTIONS ON REVERSE. TYPE OR PRINT CLEARLY.

LEAD AGENCY SAN DIEGO METROPOLITAN TRANSIT SYSTEM	LEAD AGENCY EMAIL	DATE 04/03/2026
COUNTY/STATE AGENCY OF FILING SAN DIEGO	DOCUMENT NUMBER 37-2026-0289	

PROJECT TITLE
12TH AND IMPERIAL STATION AMERICA PLAZA STATION AND THE CONVENTION CENTER STATION DIGITAL WAYFINDING

PROJECT APPLICANT NAME SAN DIEGO METROPOLITAN TRANSIT SYSTEM	PROJECT APPLICANT EMAIL	PHONE NUMBER 619-557-4588
PROJECT APPLICANT ADDRESS 1255 IMPERIAL AVENUE, SUITE 1000	CITY SAN DIEGO	STATE CA
		ZIP CODE 92101

PROJECT APPLICANT (Check appropriate box)

Local Public Agency School District Other Special District State Agency Private Entity

CHECK APPLICABLE FEES:

<input type="checkbox"/> Environmental Impact Report (EIR)	\$4,227 50	\$	0 00
<input type="checkbox"/> Mitigated/Negative Declaration (MND)/(ND)	\$3,043 75	\$	0 00
<input type="checkbox"/> Certified Regulatory Program (CRP) document - payment due directly to CDFW	\$1,437 25	\$	0 00

- Exempt from fee
- Notice of Exemption (attach)
 - CDFW No Effect Determination (attach)
- Fee previously paid (attach previously issued cash receipt copy)

<input type="checkbox"/> Water Right Application or Petition Fee (State Water Resources Control Board only)	\$850 00	\$	0 00
<input checked="" type="checkbox"/> County documentary handling fee		\$	50 00
<input type="checkbox"/> Other		\$	0 00

PAYMENT METHOD:

Cash Credit Check Other

TOTAL RECEIVED \$ 50 00

SIGNATURE <i>X Steve Sangthai</i>	AGENCY OF FILING PRINTED NAME AND TITLE San Diego County Clerk, STEVE SANGTHAI, Deputy
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Payment Reference #: ORDER#/AUTH# 218560253/08341D



**SAN DIEGO COUNTY CLERK
CEQA FILING COVER SHEET**

FILED
Apr 03, 2026 11:30 AM
JORDAN Z. MARKS
SAN DIEGO COUNTY CLERK
File # 2026-000316
State Receipt # 37040320260289

THIS SPACE FOR CLERK'S USE ONLY

Complete and attach this form to each CEQA Notice filed with the County Clerk

TYPE OR PRINT CLEARLY

Project Title

12TH AND IMPERIAL STATION, AMERICA PLAZA STATION, AND THE
CONVENTION CENTER STATION DIGITAL WAYFINDING

Check Document being Filed:

- Environmental Impact Report (EIR)
- Mitigated Negative Declaration (MND) or Negative Declaration (ND)
- Notice of Exemption (NOE)
- Other (Please fill in type):

**FILED IN THE OFFICE OF THE SAN DIEGO
COUNTY CLERK ON** April 3, 2026
Posted April 3, 2026 **Removed** _____
Returned to agency on _____
DEPUTY _____

Filing fees are due at the time a Notice of Determination/Exemption is filed with our office. For more information on filing fees and No Effect Determinations, please refer to California Code of Regulations, Title 14, section 753.5.

NOTICE OF EXEMPTION

<p>TO:</p> <p><input checked="" type="checkbox"/> Office of Land Use and Climate Innovation P. O. Box 3044, Room 113 Sacramento, CA 95812-3044</p>	<p>FROM: San Diego Metropolitan Transit System (lead agency)</p> <p>Contact: Mark Olson Director of Marketing and Communications</p> <p>Address: 1255 Imperial Avenue Suite 1000 San Diego, CA 92101</p> <p>Telephone: 619-557-4588</p>
<p><input checked="" type="checkbox"/> County Clerk of San Diego</p> <p>Address: Office of the Recorder – County Clerk County of San Diego 1600 Pacific Highway, Suite 260 P.O. Box 121750 San Diego, CA 92112-1750 Phone: (619) 237-0502</p>	

<p>1. Project Title:</p>	<p>12th and Imperial Station, America Plaza Station, and the Convention Center Station Digital Wayfinding</p>
<p>2. Project Applicant:</p>	<p>San Diego Metropolitan Transit System</p> <p>Contact: Mark Olson Director of Marketing and Communications</p> <p>1255 Imperial Avenue Suite 1000 San Diego, CA 92101 Mark.Olson@sdmts.com 619-557-4588</p> <p>Big Outdoor Opco, LLC</p> <p>Contact:</p>

	<p>Bill Tagliaferri 6 E. 39th St, Suite 1200 New York, NY 10016 (914) 804-1356 bill@bigoutdoor.com</p>
<p>3. Project Location – Identify street address and cross streets or attach a map showing project site (preferably a USGS 15’ or 7 1/2’ topographical map identified by quadrangle name):</p>	<p><u>12th and Imperial Station:</u> Imperial Avenue between 12th Avenue/Trolley Plaza and National Avenue, San Diego, CA 92101</p> <p><u>America Plaza Station:</u> W. Broadway between Kettner Boulevard and India Street, San Diego, CA 92101</p> <p><u>Convention Center Station:</u> First Avenue between J Street and E. Harbor Drive, San Diego, A 92101</p>
<p>4. (a) Project Location – City: City of San Diego</p>	<p>(b) Project Location – County: County of San Diego</p>
<p>5. Description of nature, purpose, and beneficiaries of Project:</p>	<p>On August 2, 2023, MTS awarded its Agreement for Master Concessionaire Services (G2653.0-23) to BriceHouse Station, LLC (“Master Concessionaire”) to provide professional concession and advertising services to the general public at all Trolley and Transit Stations. The Master Concessionaire contract authorizes Master Concessionaire to execute license agreements with third-party vendors. On March 26, 2026, MTS, through Master Concessionaire, executed a Vendor License Agreement with Big Outdoor Opco, LLC, a Delaware limited liability company (“Big Outdoor”) to modernize three MTS transit stations by providing MTS customers and transit riders with wayfinding and informational messaging. Big Outdoor will construct and operate digital information boards at 12th and Imperial Station, America Plaza Station, and the Convention Center Station (“Project”) for a base period of 10 years. The three Project locations are located on MTS property and will improve customer information and wayfinding for transit riders by dedicating display time for wayfinding and informational messaging such as train schedules and special transit-ridership promotions. Further, the displays at all three Project locations will include a static MTS transit map that will not change with the rotating digital screen copy. The transit map will provide an additional wayfinding resource to transit riders.</p>

The Project is statutorily and categorically exempt from environmental review under the California Environmental Quality Act, as further explained below.

Each Project location will have one or two digital displays with an overall structure size of approximately 10.5 feet wide by 20 feet tall, with each digital display measuring approximately 8 feet, 3 inches wide by 12 feet tall. The display structure at the 12th and Imperial Station will orient its two digital displays in a "V" shape. The other two Project locations have single-sided digital displays. The overall digital display and structure size will be similar at all three locations. The area occupied by the digital information boards will not exceed a total area of 5,000 square feet of each property owned by MTS. The Project also includes an additional static MTS transit map display solely for MTS use as a supplemental project design feature to further enhance transit related messaging, wayfinding and leverage the larger digital information board.

The Project may display digital messaging between the hours of 5:00am and 12:00am each day.

The Project has significant benefits for transit riders and for the surrounding community. It will allow MTS to promote its transit services; provide wayfinding information for the surrounding entertainment area; share information about upcoming events in the local community; post Public Service Announcements, Amber Alerts and other public safety messages; provide a unique advertising location to attract other events that help the local economy; and generate additional revenue to support public transit operations in MTS's service area.

<p>6. Name of Public Agency approving project:</p>	<p>San Diego Metropolitan Transit System Contact: Mark Olson Director of Marketing and Communications 1255 Imperial Avenue Suite 1000 San Diego, CA 92101 Mark.Olson@sdmts.com 619-557-4588</p>
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<p>7. Name of Person or Agency undertaking the project, including any person undertaking an activity that receives financial assistance from the Public Agency as part of the activity or the person receiving a lease, permit, license, certificate, or other entitlement of use from the Public Agency as part of the activity:</p>	<p>San Diego Metropolitan Transit System Contact: Mark Olson Director of Marketing and Communications 1255 Imperial Avenue Suite 1000 San Diego, CA 92101 Mark.Olson@sdmts.com 619-557-4588</p> <p>Big Outdoor Opco, LLC Contact: Bill Tagliaferri 6 E. 39th St, Suite 1200 New York, NY 10016 (914) 804-1356 bill@bigoutdoor.com</p>
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<p>8. Exempt status: (check one)</p>	
<p>(a) <input type="checkbox"/> Ministerial project.</p>	
<p>(b) <input type="checkbox"/> Not a project.</p>	
<p>(c) <input type="checkbox"/> Emergency Project.</p>	
<p>(d) <input checked="" type="checkbox"/> Categorical Exemption. State type and section number:</p>	<p>Class 3, 14 Cal. Code Regs., § 15303 (new construction or conversion of small structures) Class 11, 14 Cal. Code Regs., § 15311 (accessory structures) Class 32, 14 Cal. Code Regs., § 15332 (in-fill development projects)</p>

(e) <input type="checkbox"/> Declared Emergency.	
(f) <input checked="" type="checkbox"/> Statutory Exemption. State Code section number:	Pub. Resources Code, § 21080.25 (b)(2), (8), (9) (transportation project exemptions and criteria) Pub Resources Code, § 21080(b)(10), (11); 14 Cal. Code Regs., § 15275(a) (specified mass transit projects)
(g) <input type="checkbox"/> Other. Explanation:	

<p>9. Reason why project was exempt:</p>	<p>The Project is statutorily exempt under Public Resources Code section 21080.25, subdivision (b), which includes projects that would improve customer information and wayfinding for transit riders (subdivision (b)(2)) and the maintenance, repair, relocation replacement, or removal of any utility infrastructure associated with these types of projects (subdivision (b)(8)). The Project is for state-of-the-art digital displays at MTS's 12th and Imperial Station, America Plaza Station, and Convention Center Station, all located within the existing MTS right-of-way. All three Project locations will provide wayfinding information, promote transit services and generate additional revenue to support public transit operations within MTS's service area. Therefore, the Project is within the scope of projects subject to Public Resources Code section 21080.25(b)(2) and (8).</p> <p>In compliance with the statutory exemption criteria in Public Resources Code section 21080.25, subdivision (c), the Project would be carried out by MTS as the lead agency under CEQA by execution of a License Agreement for the construction and operation of the Project at MTS's 12th and Imperial Station, America Plaza Station, and the Convention Center Station subject to all terms and conditions therein, including a minimum of 10 percent share of display time which may be used for wayfinding and informational messaging such as transit schedules and special MTS promotions or emergency messaging, as needed, and which may not be sold to third parties and will remain for MTS's exclusive use. Therefore, MTS is carrying out the Project by executing a License Agreement for construction and operation.</p> <p>Although "wayfinding" is not specifically defined in State law, the San Diego Municipal Code uses the term to mean signage displayed near the public right-of-way "that directs pedestrians and cyclists to nearby attractions and transit connections." (See SDMC § 143.1020(b)(7)(I).)</p> <p>Here, the Project will improve customer information and wayfinding for transit riders at MTS's 12th and Imperial Station, America Plaza Station, and the Convention Center Station by</p>
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dedicating a minimum of 10 percent of display time solely for wayfinding and informational messaging such as train schedules and special transit ridership promotions and will therefore meet the legislative purpose of improving mobility and connectivity by enhancing access to transit. Further, the displays at all three Project locations will include a static MTS transit map that will not change with the digital screen copy. The transit map will provide an additional wayfinding resource to transit riders. Therefore, the Project will meet the legislative purpose of improving mobility and connectivity by enhancing access to transit.

This display percentage is consistent with other digital wayfinding projects that use private advertising dollars to finance the wayfinding installation, maintenance and liability related to such devices instead of scarce public transit fare dollars, regardless of whether the wayfinding/advertising device is a smaller kiosk or a larger digital format. Additionally, the project's revenue sharing will also provide reliable revenue to MTS to continue improving its transit system in accordance with its governing laws.

The Project would also be located within MTS's existing public right-of-way in the City of San Diego. Public Resources Code section 21071(a)(1) defines an "Urbanized area" as an incorporated city that has a population of at least 100,000 persons. The City of San Diego is an incorporated city that has a population of 1.387 million according to the United States Census Bureau. Therefore, the Project is in an urbanized area within an existing public right-of-way.

The Project would not add physical infrastructure that increases new automobile capacity on existing rights-of-way except for minor modifications needed for the efficient and safe movement of transit vehicles. The Project consists of construction and operation of outdoor digital wayfinding structures and supporting structures, fixture connections, electrical supply and related equipment and accessories and will not increase new automobile capacity on existing rights-of-way.

The Project is proposed to be located at MTS's 12th and Imperial Station, America Plaza Station, and the Convention Center Station. All three Project locations are located on MTS property and do not require demolition of any affordable housing units.

In compliance with the statutory exemption criteria in Public Resources Code section 21080.25, subdivision (f), the Project would be constructed by a skilled and trained workforce or, alternatively, under a project labor agreement. The construction contract for the Project will include an enforceable commitment to MTS that the contractor and its subcontractors at every tier will use a skilled and trained workforce to perform all work on the project or a contract that falls within an apprenticeship occupation in the building and construction trades in accordance with Chapter 2.9 (commencing with Section 2600) of Part 1 of Division 2 of the Public Contract Code.

The Project is also statutorily exempt under Public Resources Code section 21080, subdivisions (b)(10), (11) and State CEQA Guidelines section 15275, subdivision (a) as a project for the institution or increase of passenger or commuter service on rail lines or high-occupancy vehicle lanes already in use, including the modernization of existing stations and parking facilities. Due to its improvement of the Project locations and addition of passenger wayfinding improvements to the existing MTS transit use, the Project falls within this statutory exemption.

Additionally, the Project is categorically exempt under State CEQA Guidelines section 15303 (Class 3) because it consists of the construction and location of limited numbers of new, small facilities or structures. The Project consists of construction and operation of three outdoor wayfinding structures and supporting structures, fixture connections, electrical supply and related equipment and accessories, to be located within an urbanized area on premises not to exceed a total of 5,000 square feet. Within urbanized areas, the Class 3 categorical exemption applies by its

terms to commercial structures of up to 10,000 square feet in floor area and accessory or appurtenant structures. Based on its size and location, the Project therefore falls within the Class 3 categorical exemption.

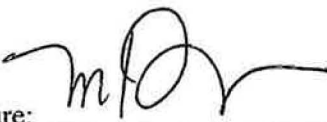
State CEQA Guidelines section 15311 (Class 11) also specifically exempts construction, or replacement of minor structures accessory to (appurtenant to) existing commercial, industrial, or institutional facilities, including but not limited to on-premise signs. The Project would also fall within this exemption as construction of a sign accessory to MTS's transit use.

Finally, State CEQA Guidelines section 15332 (Class 32) applies to projects characterized as infill development that is consistent with the applicable general plan designation and policies and zoning designation and regulations; occurs within city limits on a project site of no more than five acres substantially surrounded by urban uses; is on a site with no value as habitat for endangered, rare or threatened species; would not result in any significant effects relating to traffic, noise, air quality or water quality; and is on a site that can be adequately served by all required utilities and public services. Here, the Project meets the criteria for infill development at all three locations.

None of exceptions to the categorical exemptions in State CEQA Guidelines section 15300.2 applies. The Project is not located in a particularly sensitive environment as the Project is located entirely within developed areas of San Diego and all impact areas are within disturbed areas. The cumulative impact of successive projects of the same type in the same place over time is not significant, as no similar wayfinding structures of this scale are proposed within the vicinity of the proposed wayfinding kiosks. The Project will not result in any damage to scenic resources within a highway officially designated as a state scenic highway as none of the three Project locations are located within a designated state scenic highway. The Project locations are not included on any list compiled pursuant to Section 65962.5 of the Government Code (i.e. the Cortese List). The Project will not cause a

	<p>substantial adverse change in the significance of a historical resource.</p>
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10. Lead Agency Contact Person: Telephone:	Mark Olson Director of Marketing and Communications 1255 Imperial Avenue Suite 1000 San Diego, CA 92101 <u>Mark.Olson@sdmts.com</u> 619-557-4588
11. If filed by applicant: Attach Preliminary Exemption Assessment (Form "A") before filing. <i>Not applicable</i>	
12. Has a Notice of Exemption been filed by the public agency approving the project? Yes <input type="checkbox"/> No <input type="checkbox"/> <i>Not applicable</i>	
13. Was a public hearing held by the Lead Agency to consider the exemption? Yes [] No [X] If yes, the date of the public hearing was: <i>Not applicable</i>	

Signature:  Date: 4/3/26 Title: DIRECTOR OF MARKETING

Name: MARK OLSON

CHECK ONE:

(X) SIGNED BY LEAD AGENCY

() SIGNED BY APPLICANT

DATE RECEIVED FOR FILING WITH COUNTY CLERK: _____

DATE RECEIVED FOR FILING WITH LCI: _____

Authority cited: Sections 21083 and 21110, Public Resources Code.
 Reference: Sections 21108, 21152, and 21152.1, Public Resources Code.



San Diego County



Transaction #: 8964757
Receipt #: 2026128905

JORDAN Z. MARKS
Assessor/Recorder/County Clerk
1600 Pacific Highway Suite 260
P. O. Box 121750, San Diego, CA 92112-1750
Tel. (619) 237-0502 Fax (619) 557-4155
www.sdarcc.gov

Cashier Date: 04/03/2026
Cashier Location: SD

Print Date: 04/03/2026 11:31 am

Payment Summary

Total Fees	\$50.00
Total Payments	\$50.00
Balance:	\$0.00

Payment	
VITALCHEK PAYMENT	\$50.00
Total Payments	\$50.00
Filing	
CEQA - NOE	FILE #: 2026-000316 Date: 04/03/2026 11:30AM Pages: 12
	State Receipt # 37-04/03/2026-0289
Fees: Fish & Wildlife County Administrative Fee	\$50.00
Total Fees Due:	\$50.00
Grand Total - All Documents:	\$50.00