

Balboa Park Committee Presentation 9-3-20

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Parks and Recreation Department

Report: Balboa Park Strategic Priorities and Framework for Future Investment Workshop

Balboa Park Committee
September 3, 2020



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duration: 00:00:30

City Team

- Parks and Recreation Department
 - ❖ Andy Field, Director
 - ❖ Mike Tully, Deputy Director
 - ❖ Christina Chadwick, Assistant Deputy Director
- Planning Department
 - ❖ Mike Hansen, Director
 - ❖ Heidi Vonblum, Program Manager
- Stakeholders and Consultants
 - ❖ Danell Scarborough, Consultant
 - ❖ Affinity Organizations



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Overview

- ❖ Balboa Park Committee Meeting – February 6, 2020
- ❖ What We Heard You Say – themes from community input
- ❖ Further Refinement on possible paths forward
- ❖ COVID-19 pandemic and impacts



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Review the Process

- ❖ Balboa Park Priorities and Framework for Future Investment
- ❖ "What must be addressed?"
- ❖ Large Group Input – 300+ responses
- ❖ Raw Data Organized into Themes



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What We Heard You Say

Core Themes:

1. Deferred Maintenance and Infrastructure
2. Parking, Access, Circulation, Mobility
3. Dedicated Sustainable Funding
4. Safety and Security
5. Prioritization and Governance
6. Programming and Cultural Amenities



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Instructions for Participating in Interactive Polling

1. Open browser on your smart device (smartphone, tablet, computer)
2. Go to sift.ly
3. Enter participant code – located at top of slide

If you have trouble using the app or would like to provide your answers independent of the group exercise, please email responses to Danell Scarborough at DanellScarborough@gmail.com.

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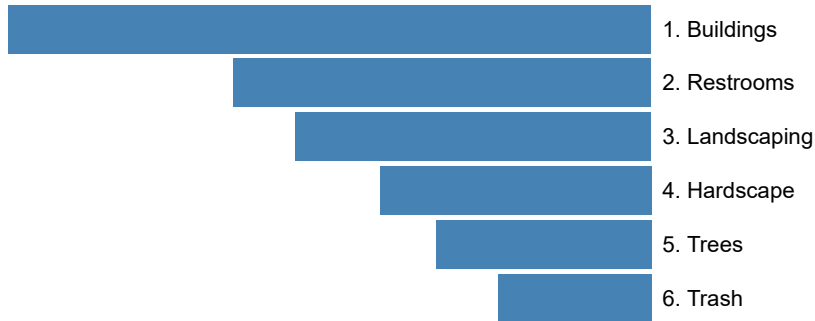
Theme 1: Deferred Maintenance and Infrastructure



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Increasing maintenance in this area would make the most impact on the park. **Start: 01:25**

duration: 00:02:38



Which investment in infrastructure is most important to you? **Start: 01:28**


duration: 00:02:15



- Improving existing amenities - 33%
- Create more pedestrian spaces - 7%
- Create more parking - 24%
- Create new amenities - 6%
- Address electrical, plumbing, structural - 13%
- Preservation of historical resources - 17%
- Develop long term water/power resources - 0%

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 Report from Balboa Park Strategic Priorities Workshop
Parks and Recreation Department

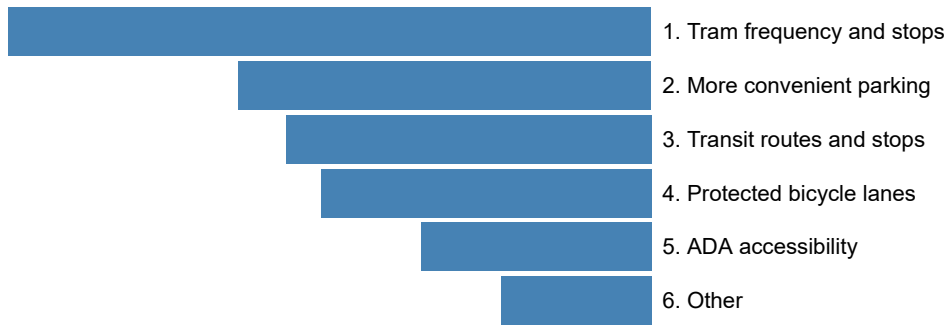
Theme 2: Parking, Access, Circulation, Mobility



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What mobility factor could be improved to make it more likely you would visit Balboa Park? **Start: 01:32**

duration: 00:02:41



What would increase your use of the many pedestrian and bike pathways in the park? Start: 01:35

duration: 00:01:30

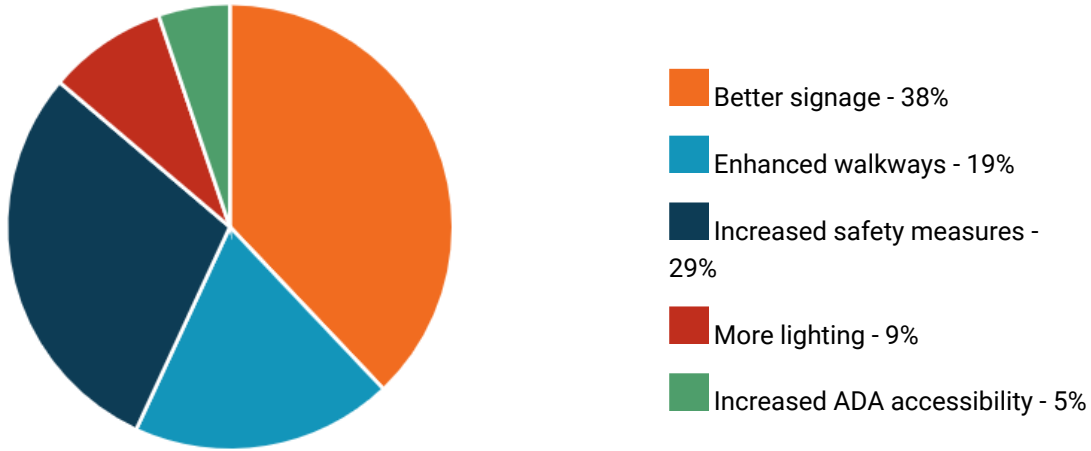


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Theme 3: Dedicated Sustainable Funding



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What long-term funding strategies do you hope to see City leaders pursue? List top 3. Start: 01:38

duration: 00:05:01

Participant Input

- City and county
- Tot
- Regional Park District and Parcel Tax
- Tax assessment
- Relationship with county
- TOT increase dedicated to Balboa Park
- A Park District
- TOT
- Park bond
- A partnership with the County, along with a bond measure that will ensure funding for decades to come, similar to Mission Bay.
- TOT increase
- tot increase
- Commercial opportunities that have a nexus with the park mission
- Ballot Measure
- TOT dedicated funding/increase?
- TOT portion dedicated to BP
- park district
- TOT increase
- City and County
- Hotel tax increase
- food/beverage opps throughout the park. bond. TOT
- Use the \$15m zoo tax in the city charter for Balboa Park upkeep
- TOT increase dedicated to BP
- Park District

- County tax assessment
- Joint funding group of city and county
- Ballot Measure
- ballot measure
- dedicated funding source such as TOT
- TOT
- Tax increae
- Permanent source of funding from hotel tax revenue
- Park's district
- County partnership.
- Balboa Park Be given dedicated funding
- City/County financing partnership
- tot increase
- Performance space/ampitheatre,
- Tot dedicated funding and zoo money
- ballot measure
- Tot
- TOT and and amendment to funds directed solely to Zoom (Charter Amendment?)
- Partner up with County
- Innovative concessions where revenue is reinvested in park
- Dedicate a specific TOT set aside with no exceptions
- Maintenance fees by cultural institutions
- Fee charged on each admission ticket dedicated to the park
- County should help
- Dedicated General Fund with revenue from property tax and TOT
- TOT increase and/or city/county/regional funding
- Regionwide initiative on the ballot for a \$1 per resident
- Get county buy in
- Zoo money going toward park
- Dedicated and dependable public and earned income revenue sources
- Dedicated City budget funding
- Tax, Bond, TOT
- That zoo tax, really, it's \$15 million
- long term bond
- ballo measure
- Joint crew for county and city
- Keep all funding raised in the park stays in the park
- TOT dedicated allocation %
- Parking charges
- ToT increase just for park
- County should contribute
- HOA with county of San diego
- mission bay monies could be allocated to park
- Zoo money from property tax
- admissions tax
- Ballot measure
- Roller rink
- I like county parks district
- Zoo money to all park
- Park district property tax/fee dedicated to Park use only.
- fundraising/partnerships
- Joint powers agreement with the county
- City/County Partnership
- Dedicated city funding
- Park district, dedicated funding, commercial partnerships
- County should contribute

- Dedicated park revenue streams, bond measure to pay for infrastructure backlog, tot
- Parking in BP and surrounding areas coming to BP
- Modification of the charter Zoo tax to include the Park
- 1. dedicated city funding. 2. increased share of TOT. 3. Park district
- Funds from County as well as city
- County and city collaboration
- Dedicated revenue stream
- City and county partnership
- park bond measure
- Park bond
- increase tot tax
- Foundation for the park
- Penny for the arts
- County buy in
- this is a regional park. COunty
- Take Zoo funds
- TOT
- parking charges for transportation costs
- County partnerhsip
- Property tax increase for park improvements
- Dedicated city funding
- County
- Park revenues dedicated to park maintenance
- TOT and tax increase. a comprehensive funding approach. Funding must drive strategy.
Don't need to keep planning for what we can afford
- Paid parking
- Rent revenue
- Parking district dedicated to Balboa Park
- Museums pay for maintaining structure
- Dedicated
- More involvement by County
- Hotel
- County
- Higher Rent and Food sales to BP
- City and county funding
- Tot, park district
- Aggressively go after federal and state grants
- Bond
- Philanthropic donations
- City county partnership
- TOT
- Swing dancing
- County Partnership
- Bond Funding
- Bond
- Bonding
- County
- more cooperation
- More collaboration with Non-Profit Partners for Governance of the Park
- philanthropy
- City and county support
- County
- downtown partnership and hotels benefit greatly from the park, fudning from those taxes
in some form would make sense.
- County
- County help

Participant Input

- All Areas
- Central mesa
- Trails
- Bathrooms
- Canyons
- Bathrooms all areas
- Restrooms
- Parking lots
- Parking
- Bathrooms
- Bathrooms
- Restrooms
- Restrooms
- Create a new district
- Parking lots
- ALL!!!
- Restrooms
- Central Mesa
- Trails
- Behind any building
- Parking Lots
- Parking Lots
- Canyons
- Restrooms
- West Mesa
- Spanish Village
- Central Mesa
- Restrooms
- parking lots
- Alcazar parking lot
- Restrooms
- Central Mesa
- Restrooms
- Palisades
- Canyons
- West Mesa at night
- User rooms in the evening
- Bathrooms
- Cultural core
- Restrooms
- west mesa
- parking lots
- Hallways
- Canyons, bathrooms, East Mesa
- Trails
- Trails and walkways
- trails and canyons
- rest rooms
- Central Mesa
- Organ Pavilion
- lighting
- Central mesa. restrooms. canyons.
- trails/canyons

- prado
- Parking lots
- Central
- Restrooms
- Canyons
- Canyons
- Restrooms
- Bathrooms
- palisades
- Dark areas with faulty lighting
- West Mesa
- Central Mesa
- parking lots
- Morley field
- Spreckels Organ Pavilion
- Canyons
- Trails
- Courtyards
- Canyons
- All grass areas
- Restrooms
- Dark perimeters of open areas
- Palisades
- Museum area
- gymnasium
- All of the park
- east mesa
- parking lots
- Areas with no or minimal evening lighting
- Restrooms
- Golden Hill Park
- REstrooms, the Prado, and Florida Canyon
- Restrooms
- Trails
- Organ parking lot
- El Prado
- Palisades, international cottages, organ pavilion
- Trails
- restrooms
- Parking
- restrooms and their perimeter areas
- Trails
- parking lots
- central mesa
- WEst meSa
- morleyfield
- Restrooms
- the entire park
- Canyons
- Canyons
- Canyons
- Alcala lot
- Florida Canyon
- Areas where landscape is overgrown
- Parking Lots
- All public spaces

- Marston Point
- Everything
- Marston House
- Morley
- Morley Field area
- Florida canyon
- A lighting study would identify underlite area
- Trails
- West mesa
- ReStRooms
- Central mesas
- marston point
- Golden Hill Grotto
- Restrooms
- Courtyards
- all areas
- Park Ranger presence especially evenings
- Central mesa is not a bed and breakfast for the homeless
- Courtyard
- Parking
- Parking
- Center
- Restrooms
- 6th Avenue frontage, War Memorial Building, Park Blvd and Fway 5
- Bright lighting on all public streets
- Park blvd
- Central Mesa parking lots
- carousel
- Centralmess
- canyons and trails in the valleys
- West Mesa
- West Mesa lawns
- Peppergrove
- Museums
- Middle
- Balboa Park Carousel
- Pepper grove bathrooms
- east side of the park patrols by canyon and restrooms by pepper grove park
- Trails
- Everywhere
- Public areas

Word Cloud

Theme 5: Prioritization and Governance

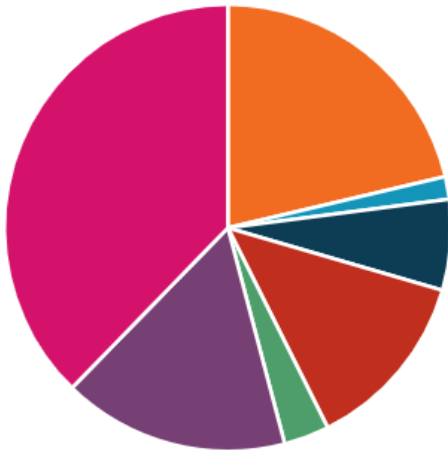


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Which factor is most important when determining park priorities?

Start: 01:51

duration: 00:02:21



- A range of activities for diverse users - 21%
- Health and cleanliness - 2%
- Preserving open space - 7%
- Preserving historical resources - 13%
- Safety and security - 3%
- Budget - 16%
- Cultural programming and amenities - 38%

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Theme 6: Programming and Cultural Amenities



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Where do you want to see increased recreational programming and cultural amenities? Top 3.

Start: 01:57

duration: 00:03:11

Participant Input

- East Mesa
- West Mesa
- East Mesa
- East mesa
- Arizona landfill
- Outside the central mesa
- Landfill/East Mesa
- Arizona Landfill (boo!)
- East Mesa
- Central mesa
- Activate the East Mesa.
- Arizona Landfill
- Central Mesa at night!!
- West mesa
- Trails
- East mesa
- Not central mesa
- Central Mesa
- West Mesa
- East Mesa
- West Mesa
- palisades
- WestMesa
- Recognition of Kumeyaay

- Central Mesa
- Palm Canyon
- Eat mesa
- East Mesa
- Central Mesa
- West Mesa
- central mesa
- East Mesa
- West mesa. golden hill. grass behind ComicCon
- Palisades
- Palisades
- Beyond central mesa
- East EAST EAst east mesa
- CentralMesa
- West side near Marston Point
- Night activation central
- East mesa
- palisades
- Make Florida Canyon an outdoor botanical laboratory with a stress on Kumeyaay ethno botany.
- West Mesa - have live music & beer garden
- Central Mesa
- Recognition of Kumeyaay
- golden hill
- East mesa
- Kumeyaay land acknowledgment
- cultural core
- East Mesa, Inspiration Point
- south palisades
- Central Mess at Night
- Inspiration Point East Mesa West Mesa
- Kumeyaay
- Palisades
- East Mesa (address landfill!)
- No more cultural amenities, better use of the buildings the already have
- marston point
- President's Way
- Inspiration Point
- Idle areas of the park
- central
- EAST MESA
- Florida Canyon and Trails
- Golden Hill Park So under utilized
- Inspiration Point
- Inspiration Point
- Central Mesa
- Palisades
- palisades
- Anywhere other than Panama 66
- PepperGrove
- Inspiration
- Palisades
- West Mesa
- Inspiration Point
- Starlight Bowl
- Pallisades

- east mesa
- Florida Canyon
- Morley Field
- morley field
- West mesa
- central mesa at night
- Kumeyaay recognition
- West Mesa
- Stress passive use of native plant prserve
- Palisades
- East Mess
- East mesa
- EAST
- Landfill
- Landfill
- East
- Inspiration point, Arizona landfill, palisades
- Landfill Area
- Fountain Grotto
- zoo parking lot
- Marston House
- Florida Canyon
- South parking lot by the flagpole
- Inspiration Point
- Starlight!!!
- Definitely idle areas ... East and west
- SD High School Site
- Starlight
- International cottages
- Palisades
- inspiration point
- Eradicate exotics in the natural areas along Florida Drive
- Kumeyayy somewhere
- War Memorial building
- Park Perimeter
- Outside central mesa
- Cloud Is distracting
- Florida canyon
- East side of Park Blvd, starlight bowl, golden hill
- 1, East Mesa 2.palisades 3. John Nolen parkway (park Blvd.)
- Starlight
- Bird Park
- East and West

Word Cloud

- Not Vendors
- Performances, concerts
- visiting museums
- Gardens
- Baseball, Japanese Garden, golf
- visiting museums
- Not Buskers
- Museums
- Plaza de Panama music venue
- going to museums
- Picnic
- Activities in open spaces
- Garden appreciation
- Gardens
- Cultural orgs
- Picnic on the lawns
- Drinking at Panama 66
- Golf
- Walking
- Panama 66
- Gardens
- CulturalEvents
- museums for sure
- Walking
- museums and performing arts
- Museums
- Gardens
- Sipping wine
- Prado Restaurant
- Theatre
- outdoor concerts
- strolling, walking, talking with the people who work in the park. Learning of the history of the park and how the people have persevered.
- museums
- Biking
- Walking in vegetated areas
- Exploring trails
- Picnicking and enjoying the beautiful spaces
- walking
- Walking Desert Garden
- music and performing arts
- Entertainment
- Picnicing
- Restaurants
- Trails
- Walking
- Cultural orgs
- Walking the grounds, the canyons open spaces
- spontaneous music (youth symphony, organ practices, etc)
- Architecture
- Organ concerts, museums, little league
- Outdoor concerts
- East Mesa camp ground
- walking in open space
- View the historical Buildings
- Viewing architecture

- Eateries
- People watching
- Walking around
- Visiting gardens
- Cultural organizations
- Hiking the trails
- Theater
- Observe wildlife
- casual walking and browsing
- Running, museums, gardens
- More events at cottages
- walking/people watching
- Gardens and plazas
- Spanish Village Art Center
- Just relaxing on the grass
- Theaters
- Live music
- Walking
- Carousel
- strolling through the magical place that is balboa park
- horticultural / gardens
- old globe
- Carousel, gardens, people watching
- Historical architecture
- Museum visits
- Walking
- Carousel
- Walking
- Listening to music at panama 66
- Garden viewing
- museums
- Just being in nature
- visiting musuems
- jogging
- Cultural/arts
- Walking
- gardens
- Dog park
- Hiking
- Picnicing in green spaces
- Museums with kids
- everything!
- Balboa Park Carousel
- historical buildings/cultural landscape
- Wolrd Beat Reggae Sundays on the lawn.
- Historical architecture
- Garden paths
- Zoo
- Zoo all day
- Tree tours
- Remove E scooters
- All of it!
- Museum visitor
- Dinning
- spirit garden year round
- Zoo

- Advocate
- Protest
- Volunteer
- Advocacy
- Support Ballot Measure
- Taxes
- Advocacy
- Praise hard working staff
- Anything ;)
- Volunteer
- Advocacy
- Advocacy
- Pay taxes
- Taxes
- Advocacy
- Modest tax DEDICATED to Balboa Park
- Mural restoration
- Support ballot measure/park district
- support ballot measure
- Pay Park District fee
- Advocacy
- Donating
- Advocacy for open unprogrammed park land
- Decompressing from the outside world
- Support ballot measure
- Volunteer
- pay through taxes
- volunteer
- Pay higher taxes
- Vote for ballot measure
- support ballot measure
- Donate
- Pay tax
- Trail cleanup
- Advocate with gov agencies
- Speaking to city council
- City wide advocacy
- participate in Design Review
- Pay for parking
- Vote for tax increase
- spread the word via speakers bureaus
- Canyon cleanup
- Avocacy to politicians
- Work on advocacy
- Taxes
- give more money
- asking county for partnership
- Remove exotics, clear weeds, plant variety of native plants, water and prune.
- advocacy
- Supporting ballot measures
- Support ballot measure
- Pay higher taxes
- Walk, not drive
- supporting increase to TOT
- Work with Mayor Bry
- advocate

- tour guiding
- Volunteer to clean up the park
- volunteer to work on facility improvements
- Pay tax
- Advocacy, advocacy and more advocacy
- finding ways to humanize and support the homeless
- Continue advocacy for growing the park
- Walk not drive
- Volunteer
- Reinforce more collaborative, supportive culture
- Work with Mayor Gloria
- I already volunteer and donate. Would support tax increase and bond measure
- Volunteer on Projects
- volunteer for clean upso
- Volunteer, give money, reach out to the corporate world
- Volunteer
- Engage New Mayor
- Work with mayor Gloria
- Supporting/advocating for TOT increase
- Benefit concert
- honoring the kumeyaay
- Advocacy to Mayor
- Salary deferment for larger good
- advocacy
- If every county resident gave \$1 or 2 we would have \$3.3 - \$6.6 M each year. I would be willing to do that.
- Advocacy
- Advocacy, taxes, volunteer
- advocate among adjacent school kids
- Support Ballot Measure
- volunteer
- Fundraising
- Tax
- Less parking more alternate transit
- Dedicate % of museum ticket admission to BP
- Adovocate
- Drum circle
- Laughing yoga!

Word Cloud

