



**THE CITY OF SAN DIEGO
MAYOR JERRY SANDERS**

M E M O R A N D U M

DATE: September 26, 2012
TO: The Balboa Park Committee, Agenda of October 4, 2012
FROM: Kathleen Hasenauer, Deputy Director, Developed Regional Parks Division
SUBJECT: San Diego Zoo Entrance Sign

SUMMARY

Issue - Should the Balboa Park Committee recommend approval of the new entrance sign for the San Diego Zoo?

Department Recommendation - Recommend approval of the new entrance sign for the San Diego Zoo.

Other Recommendations - None.

Fiscal Impact - The Zoological Society of San Diego will be responsible for maintenance and repair of the sign.

Environmental - This activity is categorically exempt under CEQA Guidelines Section 15302, Replacement or Reconstruction and Section 15304, Minor Alterations to Land.

BACKGROUND

The Balboa Park Master Plan, adopted by City Council on July 25, 1989, guides overall development of Balboa Park. That document also recommends preparation of Precise Plans for areas of Balboa Park that require a greater level of detail. To that end, the Central Mesa Precise plan was prepared, and subsequently adopted by City Council on October 20, 1992. The Central Mesa Precise Plan includes a Sign Manual in the appendices addressing signage throughout the park with the intent of creating a unifying theme for signage and to reinforce the identity of the Park.

The Central Mesa Precise Plan is divided into sub-areas that address the various geographic regions of the Central Mesa. These areas include the West Prado, East Prado, North Prado, War Memorial and Park Blvd. Greenbelt (formerly named War Memorial & Zoo Parking Lot), Pepper Grove, and Palisades. The main Zoo entrance and sign are located at the southeastern corner of the War Memorial & Park Blvd. Greenbelt sub-area. The design of this sub-area was subsequently amended by the Park Boulevard Promenade plan amendment in 2004 (see Attachment 1).

The existing parking lot adjacent to the War Memorial Building and San Diego Zoo was developed per the 1960 Bartholomew Master Plan for Balboa Park, which included realignment of Park Boulevard for expanded parking. Park Boulevard was realigned in 1966 and the parking lot was likely built shortly after. The original concrete entrance sign was likely installed at the same time as the parking lot expansion (see Attachment 2).

The Zoological Society of San Diego, also known as San Diego Zoo Global, was first established in 1916 to care for animals collected for the 1915-16 Panama-California International Exposition. Balboa Park has been home to the San Diego Zoo since 1921. Since then the organization has grown worldwide to be a leader in the field of wildlife conservation and includes four branches: the San Diego Zoo, the San Diego Zoo Safari Park, San Diego Zoo Institute for Conservation Research and San Diego Zoo Global.

DISCUSSION

San Diego Zoo Global has recently replaced the old 1960s concrete entrance sign (see Attachment 2) with a new entrance sign reflecting their new logo (see Attachment 3). The sign was replaced without review and approval as identified in the Sign Manual of the Central Mesa Precise Plan, which requires recommendations from the Balboa Park Committee and Design Review Committee (formerly the Facilities Committee). Upon notification by Park and Recreation staff of the procedural error, Zoo staff immediately outreached to Park and Recreation staff to correct the situation.

The sign is located on the northwest corner of the intersection of Park Boulevard and Zoo Place. The sign is approximately 11 feet tall by 17 feet wide. The sign is painted metal with a “green screen” behind, which will allow Creeping Fig (*Ficus pumila*) vines to grow behind the sign, creating a dark green backdrop. The sign copy simply reads “San Diego Zoo” in the new custom “Wild Gestures” font created specifically for San Diego Zoo Global.

San Diego Zoo Global recently completed an effort to re-brand their image and incorporate all branches of the organization, including the San Diego Zoo, San Diego Zoo Safari Park, San Diego Zoo Institute for Conservation Research and San Diego Zoo Global. The goal is to create a readily identifiable and simple image for their numerous conservation programs worldwide (see Attachment 4). The logo used for the entrance sign can be found throughout the organization worldwide.

ANALYSIS

The Sign Manual of the Central Mesa Precise Plan identifies colors, fonts, materials, sign shapes and locations for signage throughout Balboa Park and along major access routes leading to the park. The Sign Manual also dictates logos for vehicles, tenant letterhead and promotional materials. For additional information please refer to the Central Mesa Precise Plan Appendix, available on the Park and Recreation web site at <http://www.sandiego.gov/park-and-recreation/pdf/parkdesign/bpcmppappendices.pdf>. The sign recently installed by the San Diego Zoo Global does not meet the design guidelines of the Sign Manual; it does not use the specified font, color or shape of any of the sign types identified.

The Sign Manual addresses numerous types of signs including off-site directional signs, tram stop signs, self-guided tour signs, auto traffic directional signs, pedestrian orientation signs, building signs, banners and building-mounted lettering. The manual does not address entrance signs such as the one at the zoo.

Zoo buildings are set back too far from Park Boulevard to allow for effective building-mounted signage or letters.

The War Memorial & Park Blvd. Greenbelt sub-area was amended by the Park Boulevard Promenade plan amendment in 2004. In the amendment the entrance to zoo parking facilities was amended significantly from existing conditions. The location of the new entrance sign would likely be changed in the event the Central Mesa Precise Plan is implemented for this area of the park.

Staff recommends approval of the new entrance sign for the previously stated reasons that the manual is silent as to entrance signs; the Zoo buildings are significantly set back from the road such that the Zoo is not able to effectively identify its entrance in a manner that supports its global branding via building-mounted signage; and the Zoo's entrance will be further modified by future implementation of the amended Precise Plan and should therefore be considered temporary.

ALTERNATIVES:

1. Recommend approval of the new entrance sign with modifications.
2. Do not recommend approval of the new entrance sign.

Respectfully submitted,



Kathleen S. Hasenauer
Deputy Director, Developed Regional Parks Division

KH/cd

Attachments:

1. Excerpts from the Central Mesa Precise Plan (amended version)
2. Photograph of removed entrance sign
3. Photograph of new entrance sign
4. San Diego Zoo Global Rebranding Activity Summary



North Prado





Spanish Village will be reconfigured to return much of its historic character and vitality. A new visitor center will provide needed services to visitors of the North Prado. ~~A cul-de-sac south of Spanish Village turn-around east of the Casa del Prado Theater will provide a convenient drop-off point to North Prado, which will enable Village Place to once again become a grand pedestrian promenade.~~ Service access to Old Globe Way will be retained by connecting a service road from ~~Zoo~~ Village Place. The Zoo entry will be relocated to the northeast of the Spanish Village, in the vicinity of the existing miniature train. An attractive new walkway south from ~~the Zoo exit~~ the relocated Zoo entry plaza will provide a significant entry experience to Spanish Village and the Prado area. Two entries on the east side of Spanish Village will be re-opened to connect to this new walkway. ~~The public will have the opportunity to access a portion of the miniature train area and enjoy a proposed picnic and children's playground area nestled in a grove of mature eucalyptus.~~


The asphalt surface parking lots adjacent to the Natural History Museum and Spanish Village will be converted to the Park Boulevard Promenade. The Zoo entry will be relocated to the vicinity of the current miniature train location and will be designed to integrate with the adjacent Park Boulevard Promenade. The new Park Boulevard Promenade will strengthen the pedestrian link between the relocated Zoo entry, Spanish Village and the Prado while creating an enhanced experience for the park visitor. Beneath the promenade will be an approximate 4800 space, below-grade parking structure.



North Prado

revised May 2003 Figure 31

	Trees		Lawn
	Groundcovers		Paved Pedestrian Areas

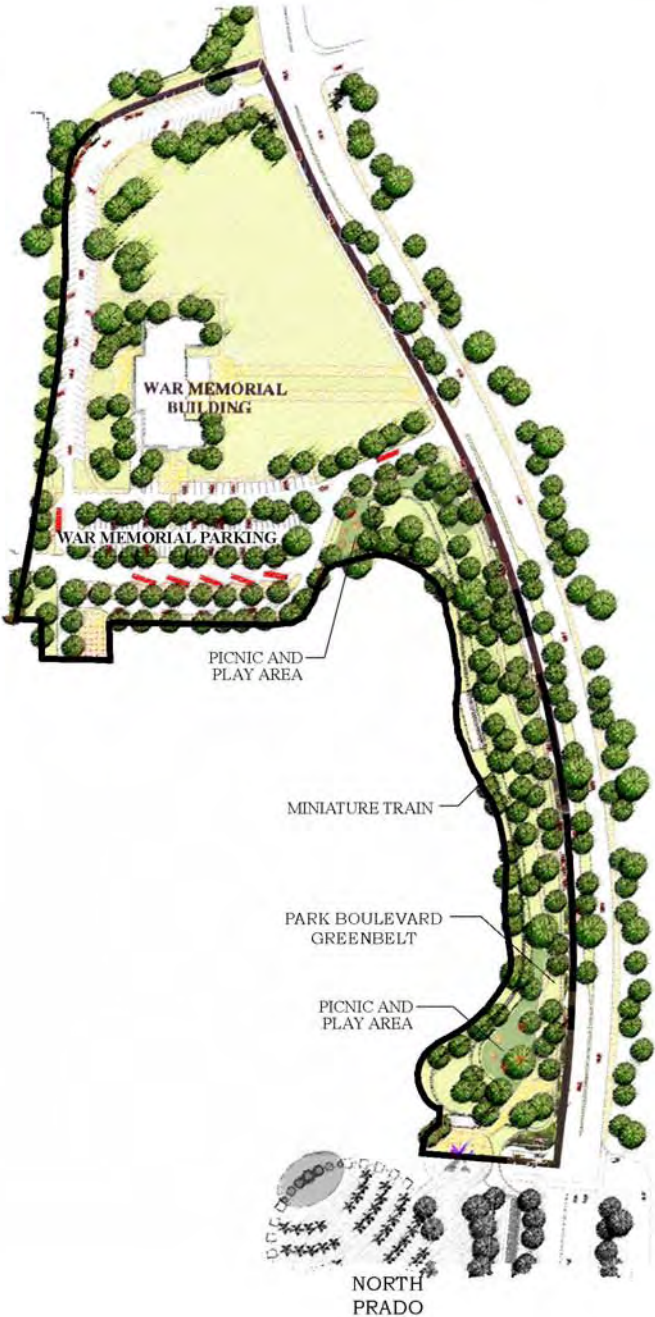
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SCALE IN FEET 

ESTRADA Land Planning








War Memorial and Zoo Parking Lot Park
Boulevard Greenbelt

The zoo parking lot will receive new landscaping and the The zoo parking lot will be converted to Zoological garden use and a greenbelt. The greenbelt will include the relocated miniature train and a picnic and children's play area. A Balboa Park gateway entry feature will be constructed near the intersection of Park Boulevard and Morley Field Drive to identify the entrance to Balboa Park. A drop-off lane in front of Roosevelt Junior High School will improve circulation and pedestrian safety. The southern entry to the War Memorial building will be redesigned to provide enhanced functionality and aesthetics.




War Memorial and Park Boulevard Greenbelt revised May 2003 Figure 32

 Trees	 Lawn		
 Groundcovers	 Paved Pedestrian Areas		



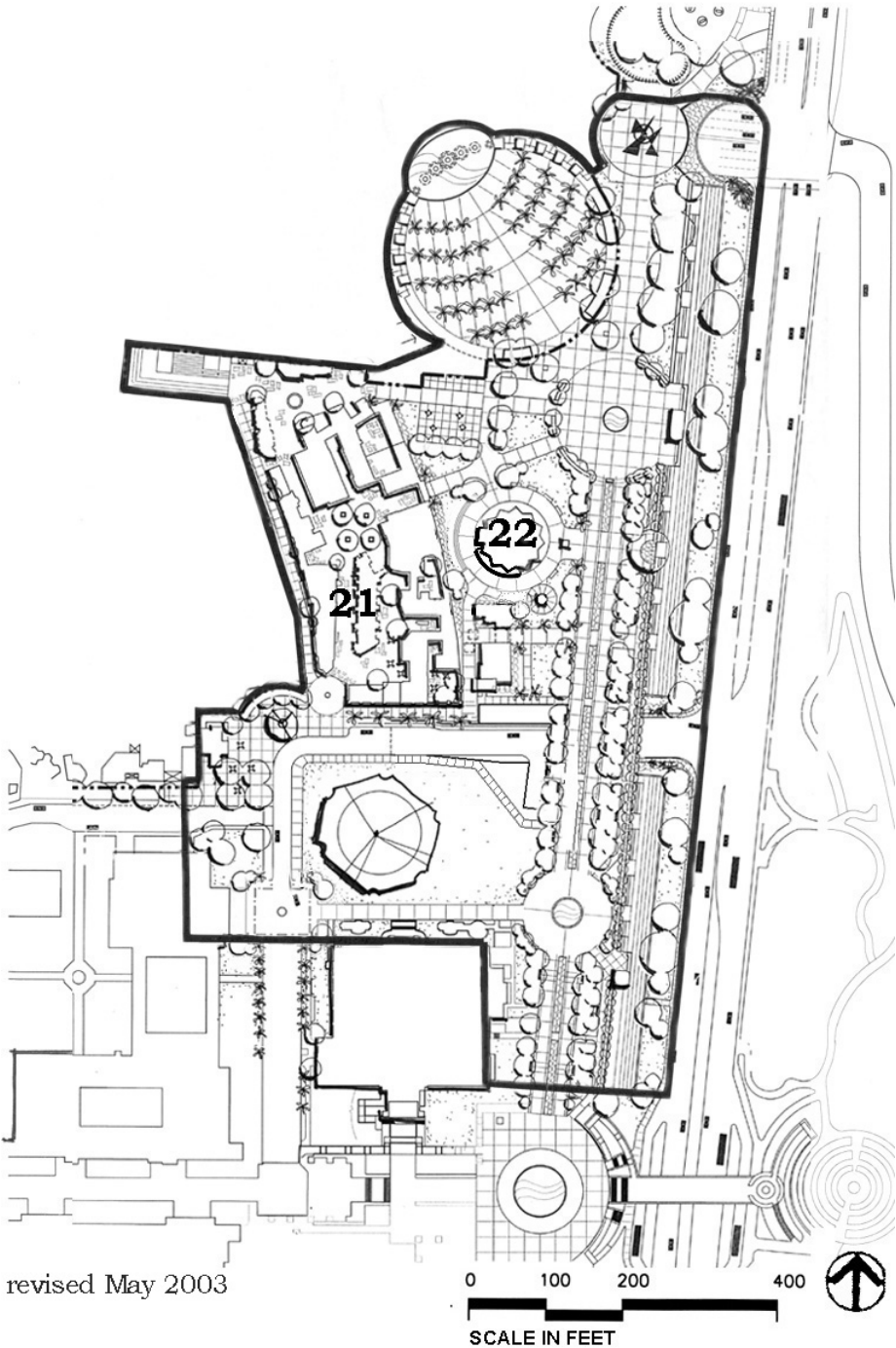
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ESTRADA Land Planning



North Prado



21. Spanish Village

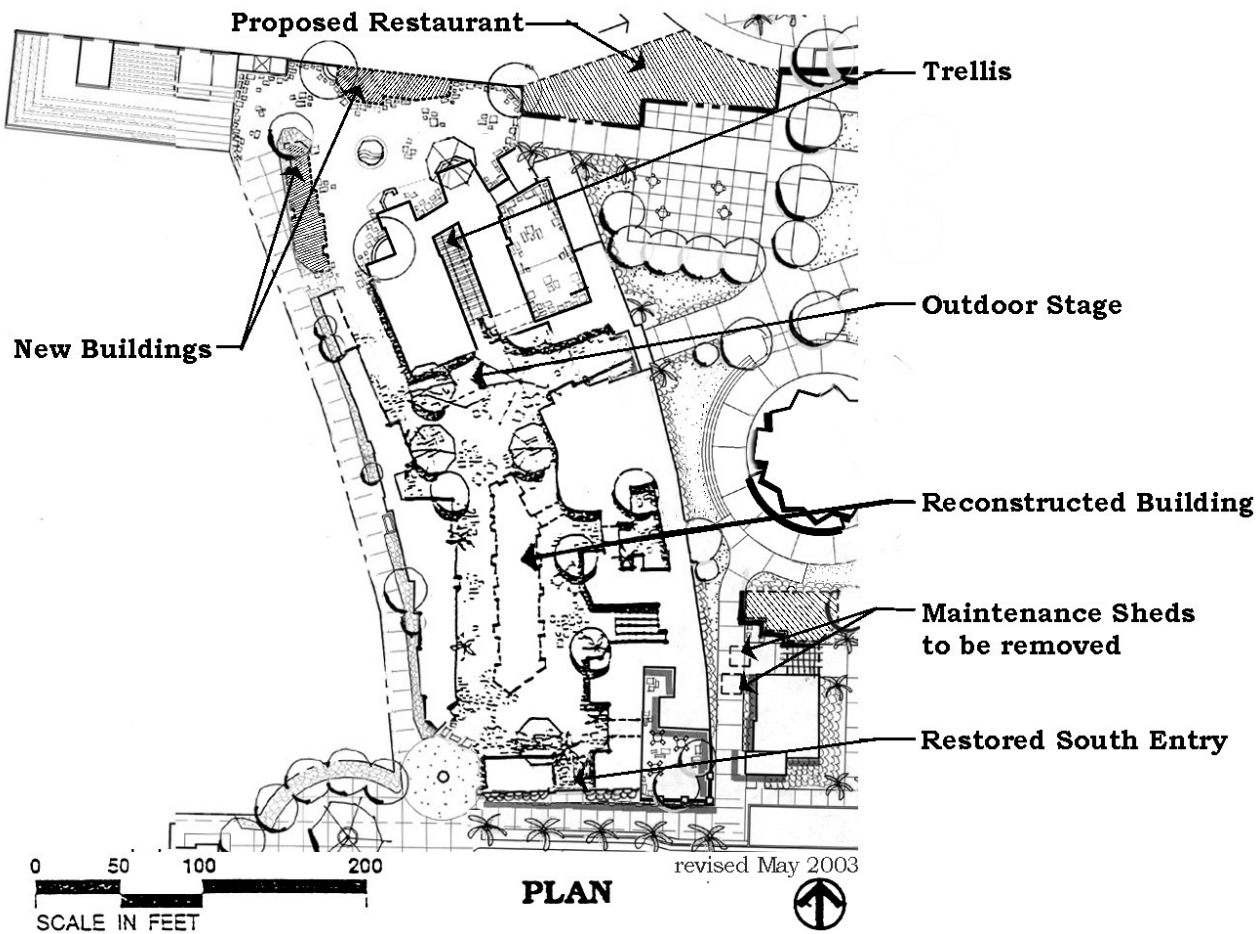
Design Objective:

Rehabilitate and expand the Village to resemble its 1935 appearance, add studio space and provide increased opportunities for viewing artists at work.



·BALBOA PARK·CENTRAL MESA PRECISE PLAN

Precise Plan - Architecture



Recommendations:

- Conduct a detailed assessment of existing utilities and refurbish where needed.
- Reconstruct the central building exterior according to the original plans. Interior spaces should provide for main floor uses such as large exhibitions, meetings, or individual studios. The second floor should be designed to accommodate administration work space.
- Reconstruct the historic building portion located at the northwest portion of the Village as shown.
- Remove the non-historic structure located in the proposed east entry patio.
- Restore the south entry that was present in 1935.
- Construct new studio buildings at the north and east entry areas as shown.
- Replicate the original building elevations wherever possible.
- Include space for public viewing of working artists in interior floor plans for all studios.
- Provide floor space for a specialty food service.



- Remodel the existing residence and restore archways into the northeast courtyard as shown.
- Remodel the non-historic addition to the Mineral and Gem building to conform to historic elevations and detailing.
- Extend the roofline of the Mineral and Gem building to partially cover the proposed outdoor stage.
- Replace non-historic bars on windows with operable wood shutters that can be closed and locked after hours of operation.
- Replace non-historic bars on windows with operable wood shutters that can be closed and locked after hours of operation.
- Construct a new restaurant building to the northeast of Spanish Village within the Zoo Leasehold. The architecture of this proposed building shall comply with the U.S. Secretary of the Interior's Standards for the Treatment of Historic Properties (1995), Standards for Rehabilitation No. 9. Namely, it should be respectful of the Spanish Village architecture by relating to it in scale, detail, colors, and material; but it should not mimic the historic Spanish Village architecture. The architecture shall also follow the General Guidelines for Architecture (pages 211-212).

The south entry of Spanish Village with a view of the Central building during construction in 1935.

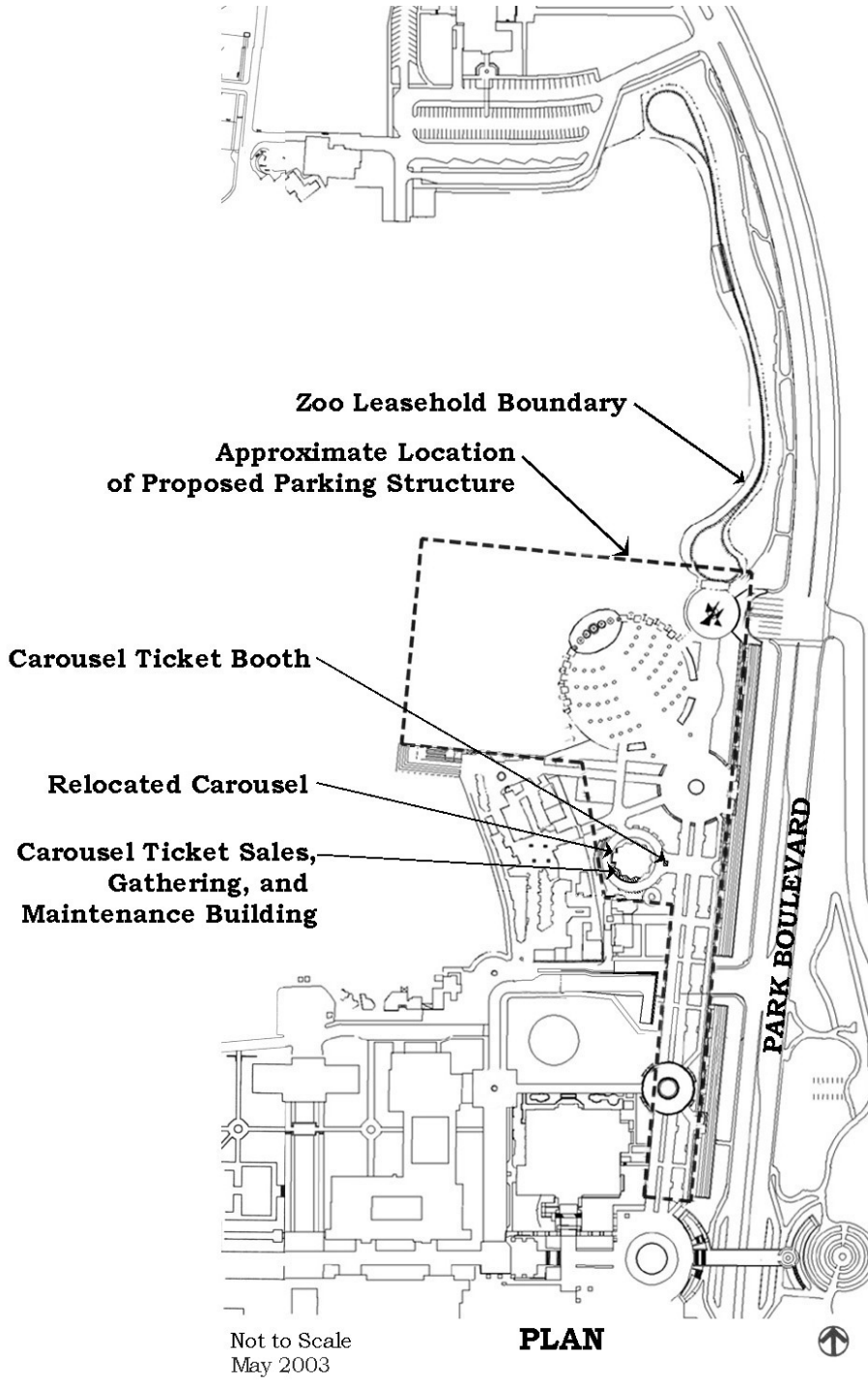




22. Carousel and Park Boulevard Promenade

Design Objective:

Construct a below-grade parking garage that will accommodate approximately 4,800 cars and will provide space at the existing grade for the relocated carousel and new pedestrian promenade. Preserve and maintain the existing carousel structure according to the general architectural design guidelines.





Recommendations:

- **Parking Structure Guidelines**
 - Construct a multiple-use pedestrian plaza on the roof of the parking structure. The plaza will be at the same elevation as Spanish Village. Landscaping for the plaza should follow the recommendations and requirements listed in the Specific Recommendations section.
 - The eastern wall of the parking garage visible along Park Boulevard and the parking structure entrances along Park Boulevard should be subordinate to the surrounding landscape. Plant material and parkland should be the predominant visual element as one passes along Park Boulevard.
 - The overall form of the parking structure and parking structure entrances should be simple and complement the adjacent historical areas.
 - The architecture should follow both the General Design Guidelines for Architecture (pages 211-212 of the Central Mesa Precise Plan) and the U.S. Secretary of the Interior's Standards for the Treatment of Historic Properties (1995), Standards for Rehabilitation No. 9.
 - The parking structure architecture should include details that reinforce a human scale and reflect thoughtful detailing and a pride in craftsmanship. Standard "utilitarian" forms and elements will not be acceptable for the parking structure.
 - The scale, materials, colors and forms of all proposed improvements shall reflect the historical architecture throughout the park.

- **Parking Structure Entrances**
 - Construct two entrances to the parking structure from Park Boulevard at the existing Zoo Place and Village Place intersections.
 - As these entrances will be used and seen by many, care should be taken in their design to create a sense of arrival to the park for both pedestrians and people in vehicles.
 - Parking structure entrances should have the same scale, form, materials, colors, and forms used on the eastern wall of the parking structure.
 - Trees, shrubs and ground cover should be planted around the entrance to soften the structure's impact. Planting may also be incorporated into the structure's wall and hanging vines may be used from the promenade to cover the surface.
 - The architecture of the entrances should be simple and complement the adjacent historical areas. The architecture should follow both the General Design Guidelines for Architecture (pages 211-212) and the U.S. Secretary of the Interior's Standards for the Treatment of Historic Properties (1995), Standards for Rehabilitation No. 9.

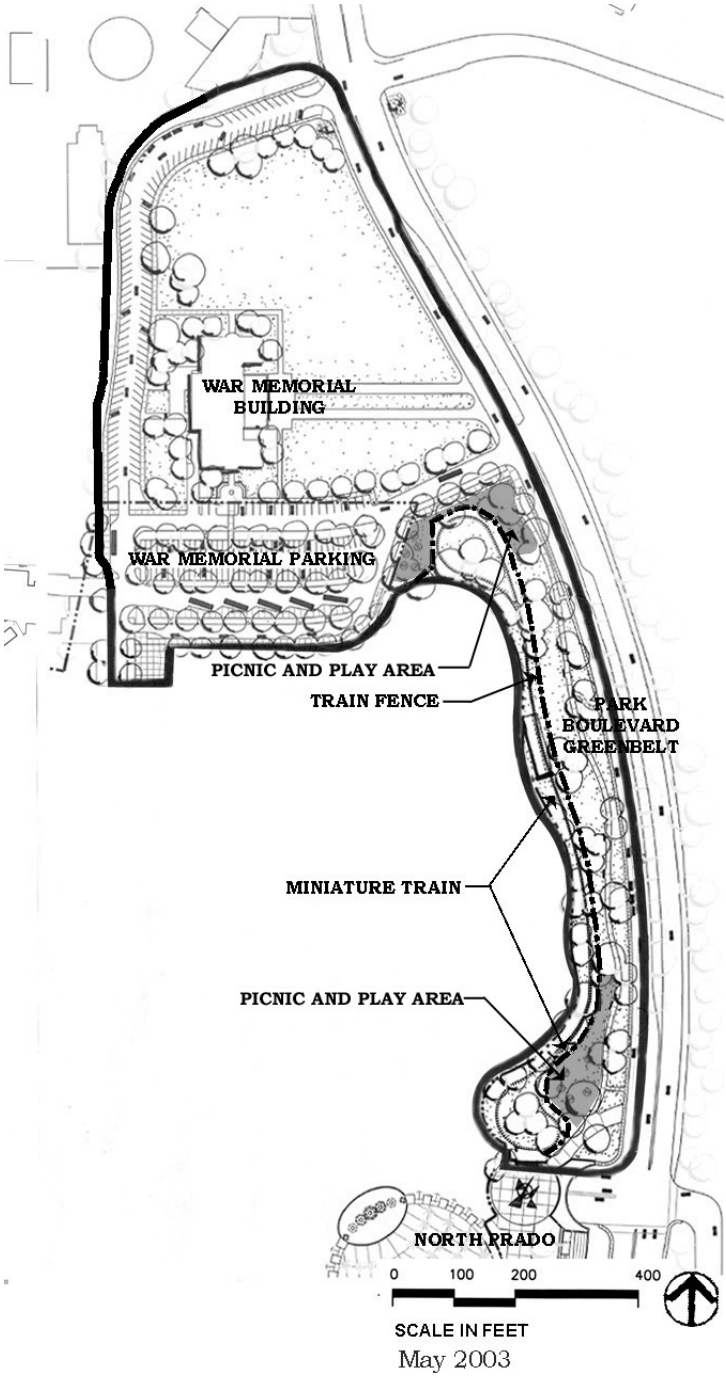
- Relocate the carousel and airplane ride (approximately 300 feet from existing location) and provide access to the ticket booth and Carousel off of proposed pedestrian promenade. The relocation should observe the U.S. Secretary of the Interior's Standards for the Treatment of Historic Properties (1995).

- To buffer Spanish Village from the music and activity at the Carousel, orient the Carousel such that the music is directed away from Spanish Village and include a wall/seating area between the Carousel and Spanish Village. The new location will include a building area for inside ticket sales and gathering near the existing maintenance and storage room.

- Provide facilities for public restrooms, bike storage, and park information services. Public restrooms will be located at the Park Boulevard Promenade Visitor Center. Bike storage lockers will be located in the parking structure near the Village Place entrance (see page 379 and 381 for location). Park information will be provided through park maps/kiosks at key points along Park Boulevard Promenade (see page 381 for locations).



War Memorial and Zoo Parking Lot Park Boulevard Greenbelt



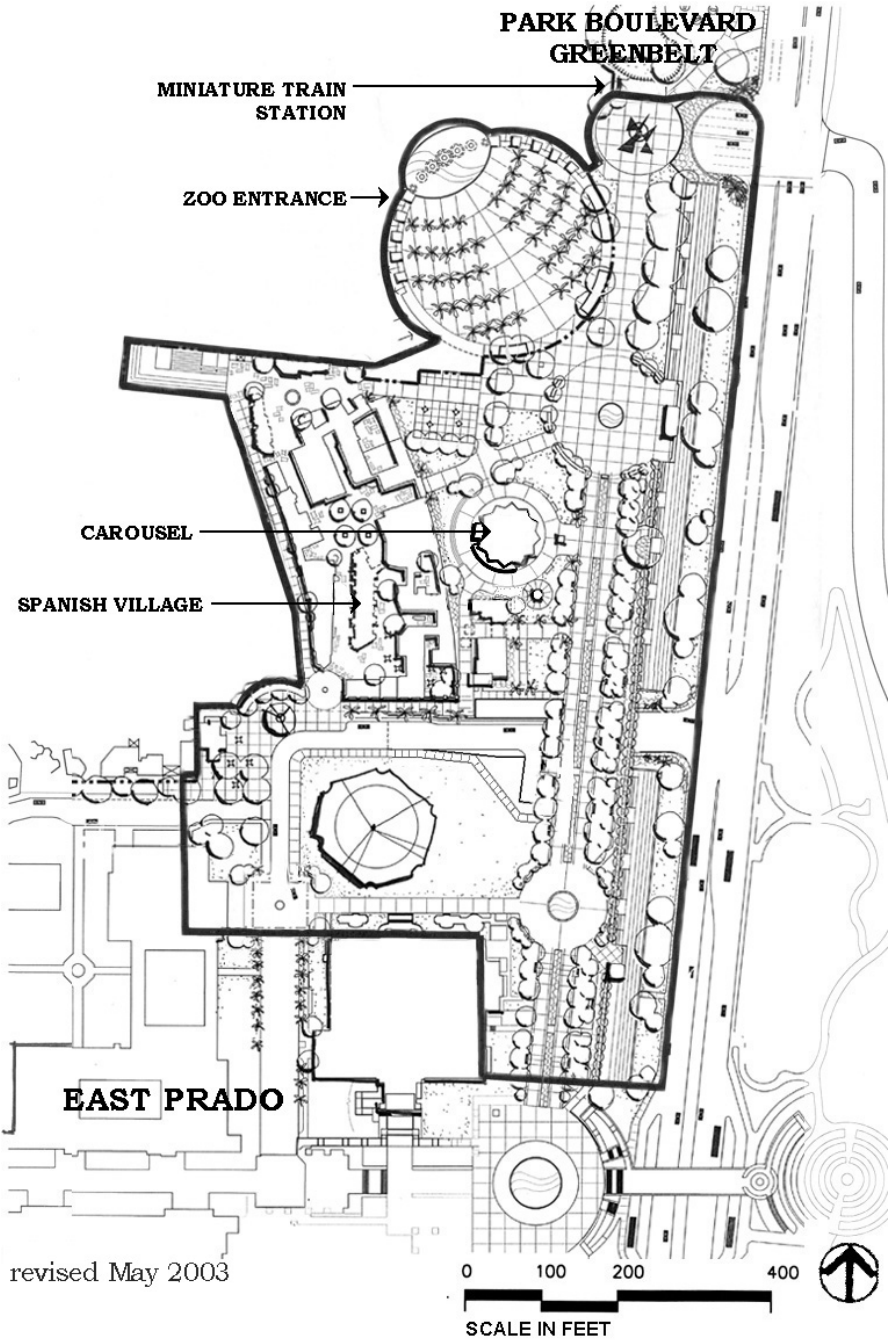
23. War Memorial Building

Design Objective:

Preserve and maintain the existing structure according to the general architectural design guidelines.



North Prado



Site Amenities:

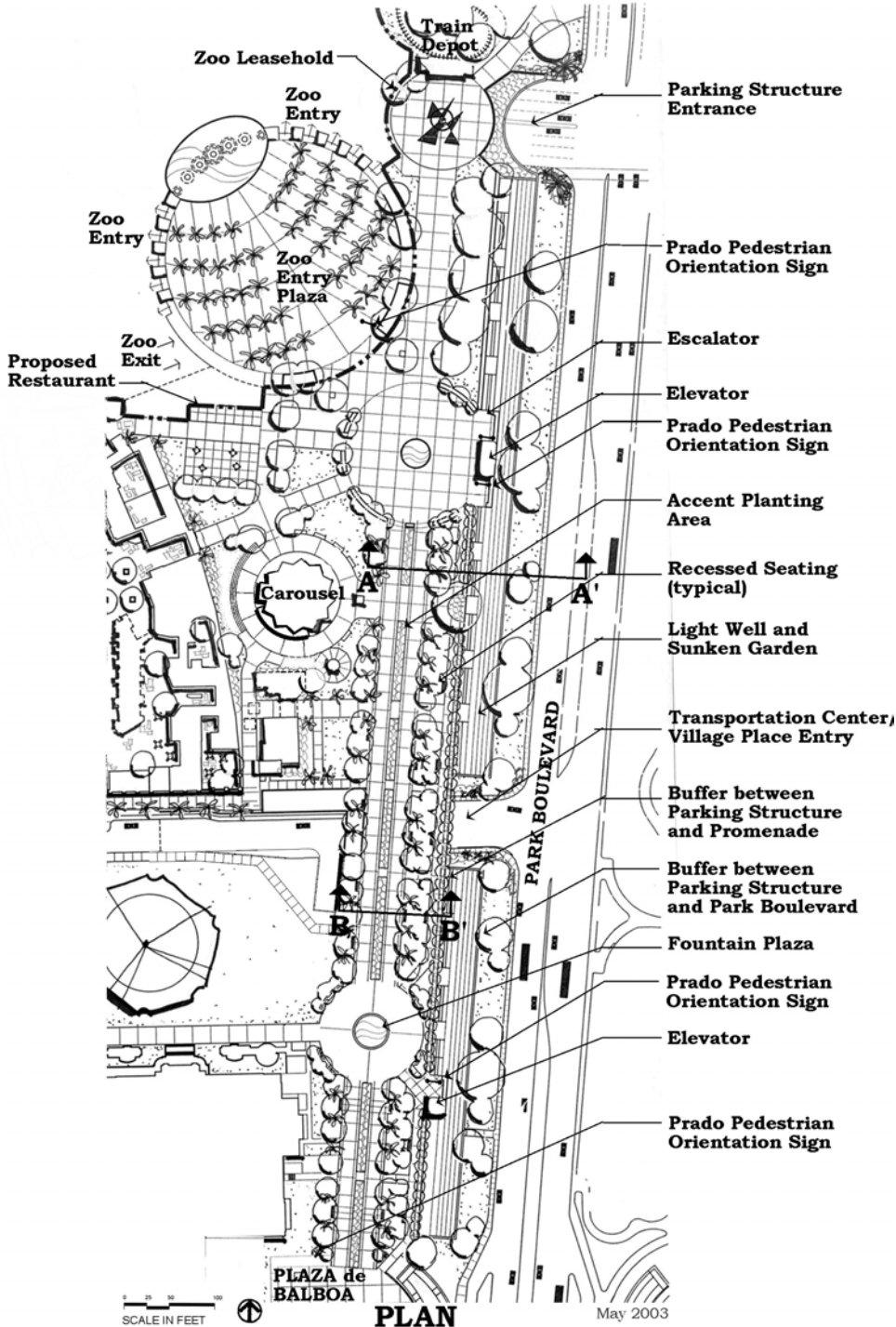
- Prado Light Standard: Western Lighting Standards Capistrano Series CA10 (or equal). Custom Fixture as shown in Appendix. Color shall be Frazee Shutter Green 6125N gloss enamel.
- Prado Drinking Fountain: Western Lighting Standards Capistrano series mini base as shown in Appendix (or equal). Color to match light standards.

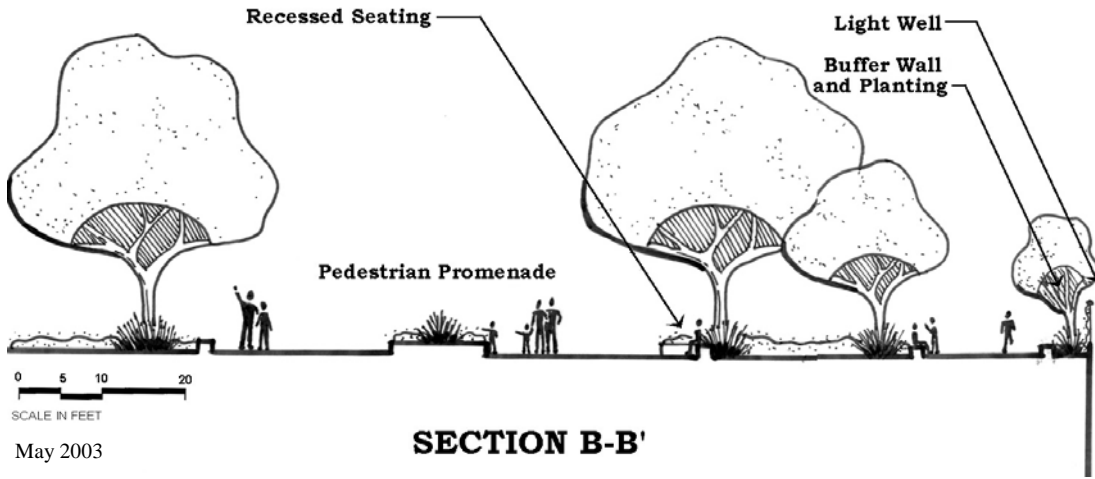


2. Park Boulevard Promenade

Design Objective:

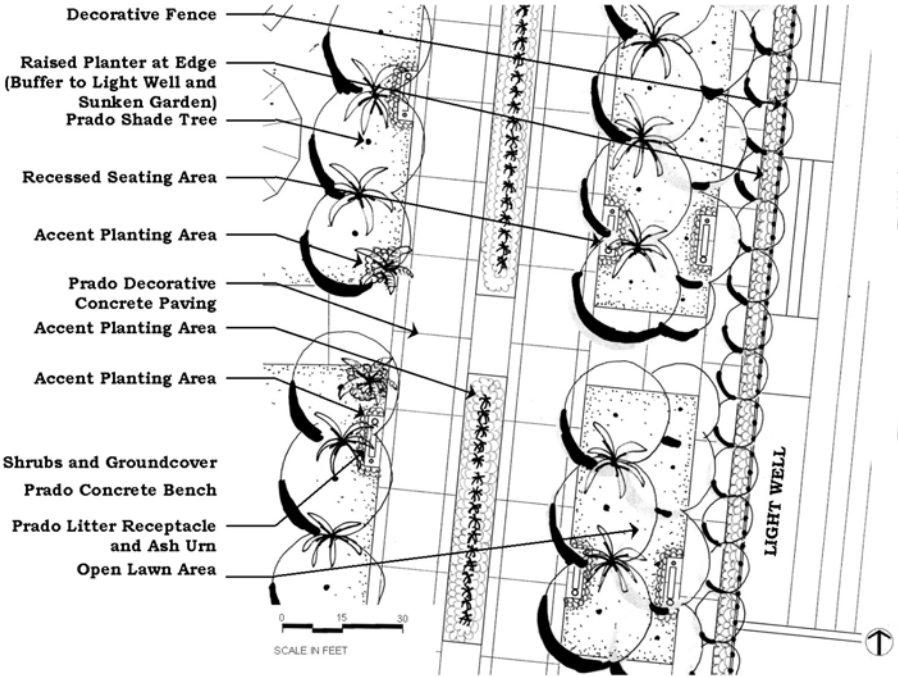
Provide a pedestrian promenade along Park Boulevard north from the Plaza de Balboa, enhancing the pedestrian connections to the Spanish Village, Carousel, Train Depot, and Zoo Entry Plaza, creating landscaped plazas and walkways, while maintaining the existing large-scale landscape character and also improving the visual experience from vehicles on Park Boulevard.





Recommendations:

- Provide a tree-lined promenade between the Plaza de Balboa and the Miniature Train depot, removing the existing Natural History Museum Parking Lot and the South Carousel Parking Lot.
- Provide additional plazas along the promenade on axis with the Evenson fountain at the Plaza de Balboa. The plazas should include fountains, sculpture, raised planting areas, and seating areas.
- Include recessed seating areas along the promenade.
- Utilize concrete paving and street furnishings that match existing types found along the Prado. Design should respond sensitively in scale and style to the historical buildings adjacent to the Promenade.

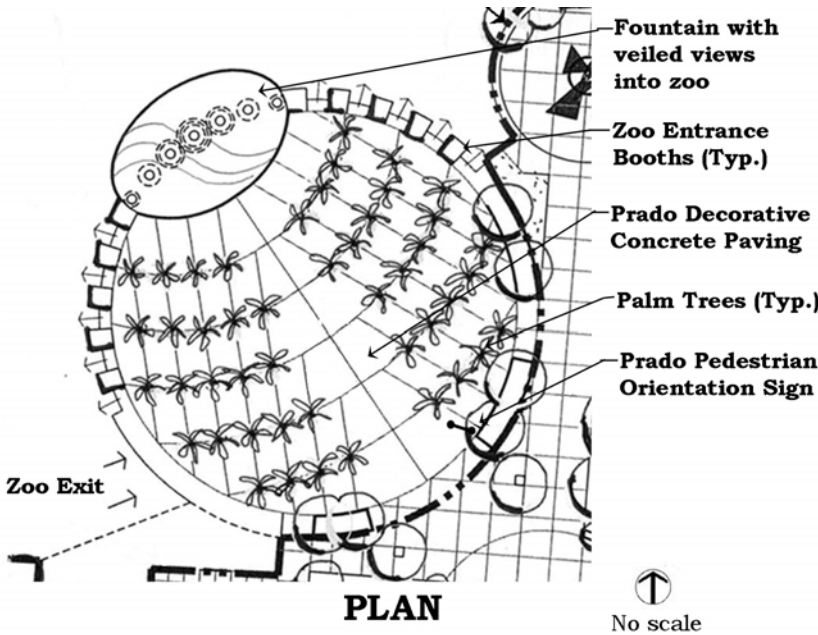




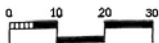
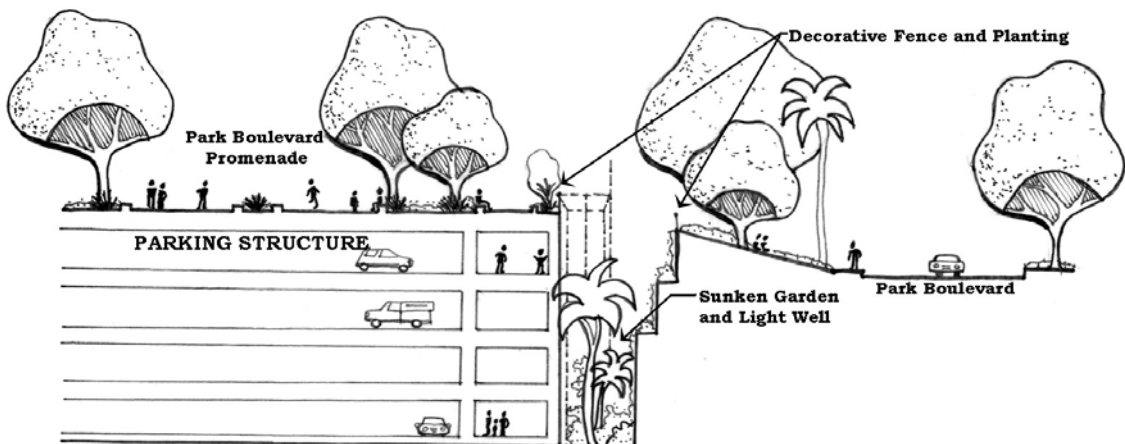
BALBOA PARK-CENTRAL MESA PRECISE PLAN

Precise Plan - Specific Recommendations

- Select plant material from the Botanical Emphasis Area plants suitable for on-structure planting under the direction of the Park Horticulturists. The overall feel of the promenade planting should be lush and tropical, providing an abundance of greenery, shade, and light. Planting should consist of an allee of regularly-spaced, mature-canopy shade trees intermixed with palm trees. Annual flowers, ornamental shrubs, and small ornamental trees should provide interest at the plazas, seating areas, and in the planter along the center of the promenade. Trees and shrubs should be placed with regard to view corridors to Spanish Village, Casa del Prado Theater, the Carousel, and other attractions along the Promenade.
- Landscape between Park Boulevard and the parking structure light well should be informal in design and consist of a variety of mature trees and lawn areas. The linear aspect of the eastern wall of the parking garage wall shall be broken up by informal plantings of shrubs, mature trees, and lawn in this area. New large-canopy trees should be planted in this area to replace those lost due to the construction of the parking structure.
- The design of the Zoo Place and Village Place intersections should include decorative paving on crosswalks, signage, and accent landscaping.
- Install a sculpture as the end focal point of Park Boulevard Promenade axis.
- Design the areas around elevators/escalators with consideration of the experience of pedestrians arriving from the parking structure. More specifically, the pedestrians should be greeted with a green, park-like atmosphere, with a pedestrian orientation sign within sight, and with a clear visual axis to the main promenade.
- Create an open Zoo Entry Plaza with ample space for people waiting to enter the zoo. A fountain at the edge of the plaza should provide veiled views into the zoological gardens. Utilize Prado standard paving, lighting, and site amenities of a pedestrian scale so that the plaza reads as a part of the larger promenade.



- Add a restaurant with outdoor seating south of Zoo Entry Plaza. Include restroom facilities with access from the Plaza as part of the building
- Create a sunken garden in the parking structure light well located between Park Boulevard and the proposed Promenade.

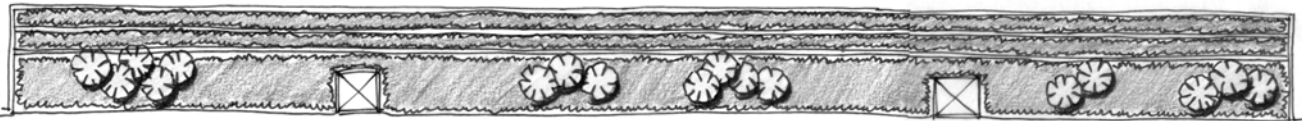


revised May 2003

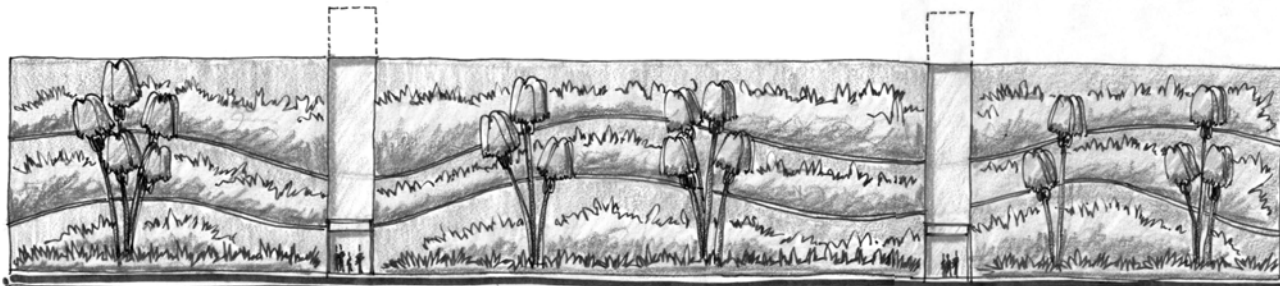
SECTION A-A'

Light Well Design Guidelines

- The light well shall contain a series of retaining walls with varying heights that mimic the silhouettes of the mountains around San Diego.
- The retaining walls shall be a monolithic-pour, colored concrete with earth tones and textured for visual interest.
- The retaining walls shall be planted with vigorous-growing vines to soften the scale of the walls.
- The plantable area width between each wall shall be a minimum of 48" to allow ample space for healthy root growth.
- Clusters of palm trees shall be informally spaced along the base of the light well to break up the linear and vertical expanse - approximately 20-25 total.
- The area shall have a lush, tropical feel while still allowing light to penetrate to the groundcover bed below.
- Visual interest can be accentuated at key pedestrian locations through the use of water features or pockets of colorful planting.
- All planting selections shall respond well to various solar orientations, including heavily shaded settings.
- Construct significant buffers (with a decorative fence and plant materials) between the light well and the pedestrian promenade as well as between the light well and the walkway along Park Boulevard.

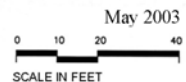


PLAN VIEW



ELEVATION

PARKING STRUCTURE LIGHT WELL

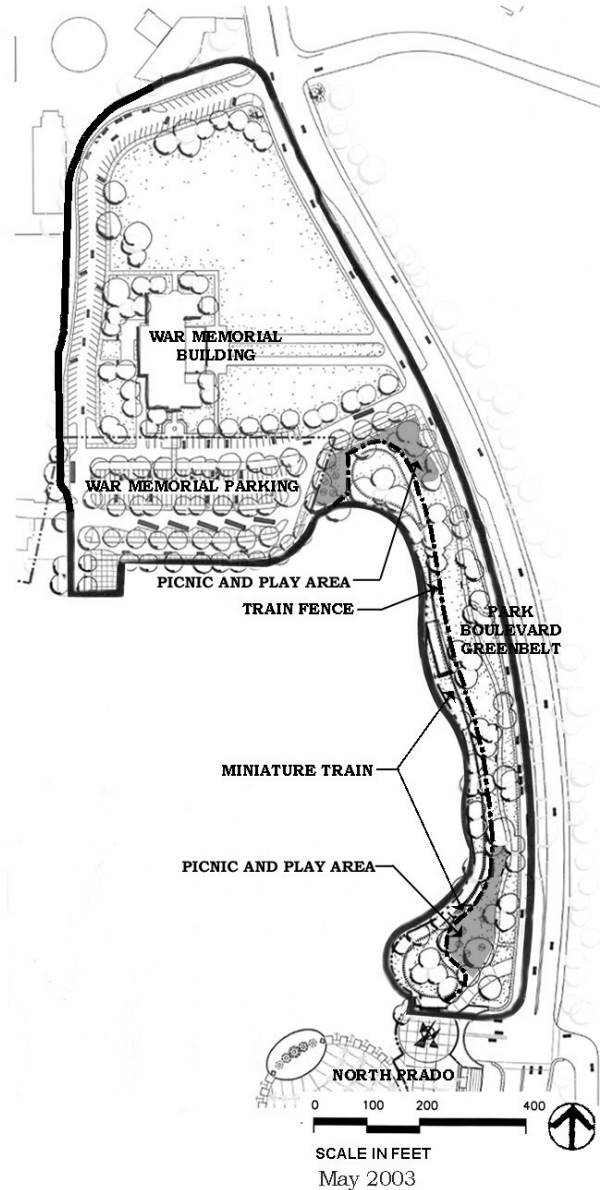


May 2003

SCALE IN FEET



War Memorial and Zoo Parking Lot Park Boulevard Greenbelt



Site Amenities:

- Prado Light Standard: Western Lighting Standards Capistrano Series CA10 (or equal). Custom Fixture as shown in Appendix. Color shall be Frazee Shutter Green 6125N gloss enamel.
- Park Concrete Trash Receptacle: Dura Art Stone cast stone trash receptacle, D-round, Nordic cream color with light sand blast finish, order number: S-TR-D-S-13-LSD (or equal) with 22" diameter, 36" height. Matching Ash Urn (at building entries only) order number: S-AU-D-S-13-LSB (or equal) with 14" diameter, 22" height. See Appendix.



1. Zoo Parking Lot

Design Objective:

Install additional landscaping within the Zoo parking lot to comply with the San Diego City Landscape Ordinance.

The Zoo shall bring the public parking lot within its leasehold into compliance with Chapter X, Division 7, of the Municipal Code, entitled “City Wide Landscape Regulations,” whenever the Zoo:

1. Initiates any project to reconfigure or re-stripe the parking lot which results in an increase in the number of parking spaces within the existing boundaries of the present parking lot; or
2. Is required by virtue of the City’s established permitting processes to bring the existing parking lot into compliance with Chapter X, Division 7, of the Municipal Code if any project initiated by the Zoo within its leasehold triggers the requirement to add additional parking to the existing public parking lot.

{graphic}

Recommendations:

- Install plant materials that harmonize with existing architectural and landscape themes.
- Plant trees in irregular, informal grouping to continue the effect of existing tree patterns.

Parking lot trees:

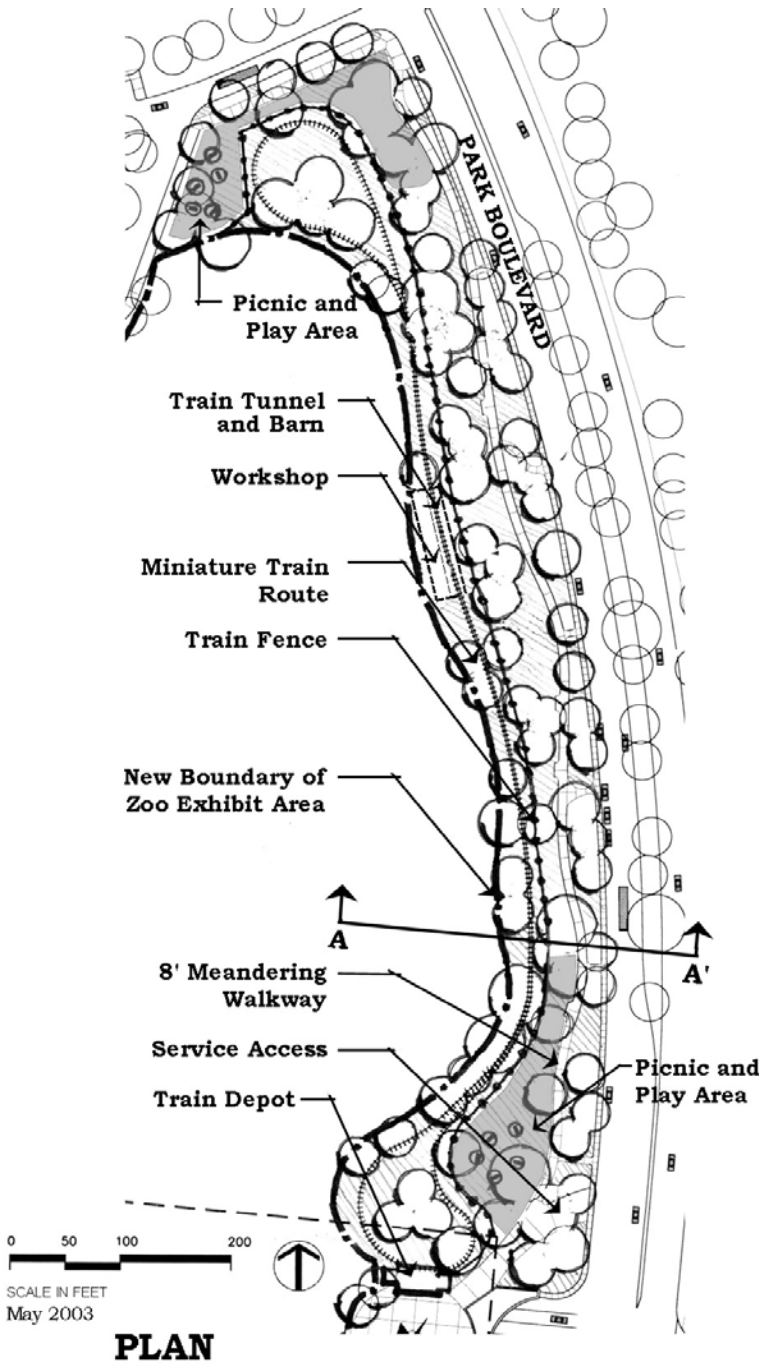
- *Tristania conferta* — Brisbane Box
- *Eucalyptus melliodora* — Honey Scented Gum



1. Park Boulevard Greenbelt

Design Objective:

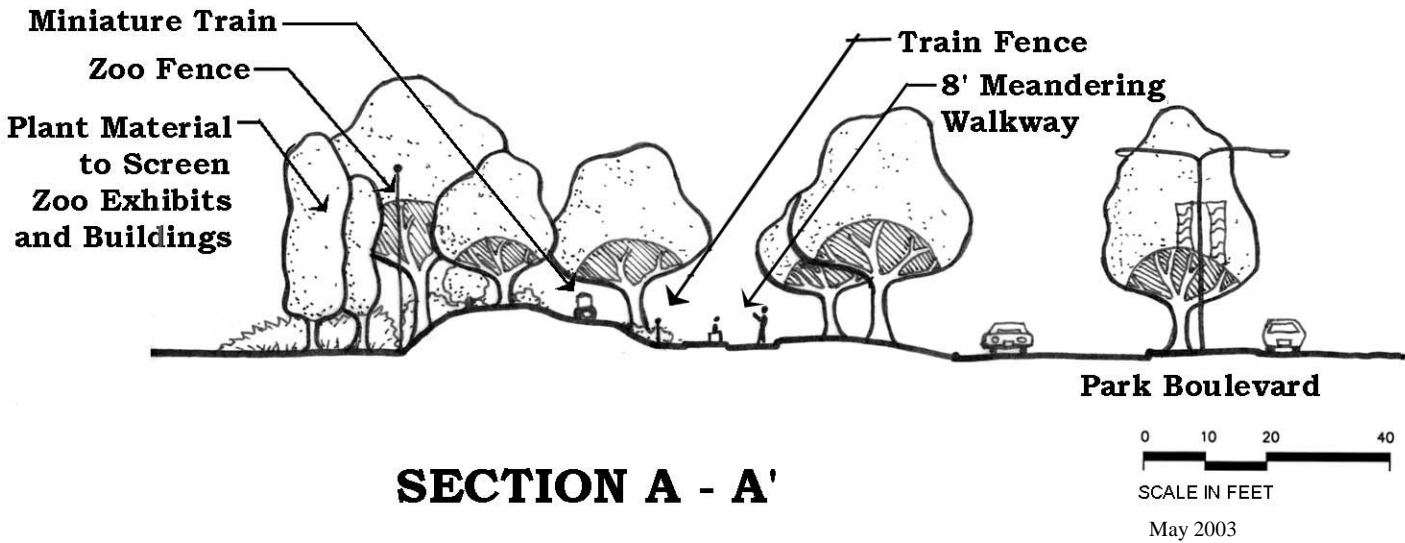
Create a green area for park uses including the miniature train ride, picnic and play areas, and a meandering path connecting Park Boulevard Promenade and the War Memorial Building.





Recommendations:

- Provide a 8' wide meandering concrete pathway of varied elevation connecting the War Memorial to the proposed parking structure and Park Boulevard Promenade. The path will have space for both pedestrians and bicycles.
- Retain the existing sidewalk adjacent to Park Boulevard and provide connections to the new 8' pathway.
- Create a green space between Park Boulevard and the new walkway with large shade trees, a berm or change in elevation, and other plantings including shrubs and groundcover. Wherever feasible, retain the existing trees along Park Boulevard.
- Relocate the miniature train along the new walkway. The relocation should observe the U.S. Secretary of the Interior's Standards for the Treatment of Historic Properties. Care should be taken to retain the character and surrounding context of the existing train ride by using similar landscape materials and elements. The distance between the train and Park Boulevard should range between 50' to 100'. The train route should rise up and down along the route to provide a varied experience and views across Florida Canyon.
- Install decorative fencing around the miniature train for additional safety.
- Construct a train depot at the terminus of Park Boulevard Promenade. Include a room for maintenance storage.
- Rebuild a 100'-130' train tunnel (which will also function as a storage barn) along the train route. Incorporate the train workshop into the tunnel structure.
- Provide recessed seating areas along the new walkway to take advantage of views of Florida Canyon and the eastern mountains beyond, as well as observe the Miniature Train. Seating areas should include litter and ash receptacles.
- Add picnic and play areas in the green space between the Miniature Train and Park Boulevard. Include children's play equipment in the landscape. Play equipment may include sculptures for climbing on such as those found in front of the Zoological Gardens and in other areas of Balboa Park.
- Create a service access route from Park Boulevard to Zoo Plaza east of the new train depot.







Rebranding Activity Summary

In 2010, The Zoological Society of San Diego initiated a large-scale rebranding program. As a result, a branding hierarchy for the organization was developed, and the three marks to the right were designed and adopted.

Since January 2011, we've implemented the new identity suite across all communication channels, as well as at the physical locations of the Zoo and Safari Park. Specific examples for the Zoo also include the main sign above the ticket booths, the "photo opportunity" sign to the right of the main entrance, and on all staff uniforms and name tags. The new logo colors and uses are specifically described in the branding guidelines developed in the fall of 2010.

Any previous logos or word marks have been replaced, and are no longer approved for use by our staff.



Our over-arching "corporate" identity. It is the most serious of the logos, but carries the organic shape reflected in the Zoo and Safari Park logos.

SAN DIEGO ZOO

The refreshed mark for the San Diego Zoo, with visual cues which tie into overall organizational branding suite. Green color reflects the Zoo as being lush and tropical.

The characters are intended to be kid-friendly and fun.

SAN DIEGO ZOO
SAFARI PARK

A new name for the San Diego Zoo's Wild Animal Park; also carries same visual cues of entire suite. Orange color is of sunset and dry climates, to remind one of Africa.



The old sign used the Albertus font.



The new sign reflects the new branding, which has been integrated throughout the Zoo.