



BALBOA PARK
CULTURAL PARTNERSHIP

Collaborative for Arts, Science & Culture



Balboa Park Cultural District

EXPERIENCE PLAN PROJECT

A CONCEPTUAL AND GEOGRAPHIC AREA

The Cultural District is bounded by:

- San Diego Zoo (North)
- San Diego Air & Space Museum (South)
- Historic Gate Houses on the West side of the Cabrillo Bridge (at Balboa Drive)
- Park Boulevard to the East
- Inspiration Point, West of Inspiration Point Way



A SPECIFIC DESTINATION WITHIN A LARGER PARK

The Cultural District:

- Is part of and distinct from its regional park.
- Is designed to be a global stage for culture.
- Historical challenges have resulted in a piecemeal approach to improvement and change.
- The Cultural District's original vision is challenged by a legacy of exclusion.





Balboa Park Cultural District

EXPERIENCE PLAN PROJECT

OVER THREE YEARS OF COMMUNITY ENGAGEMENT

Over 3 years of work with a nationally recognized design firm, specialists, and local partners.

Surveys, interviews and workshops with people in the park and throughout the trinational region.

Advised by a large and very diverse region-wide Board and countless meetings with multiple stakeholders.

Engagement of key community audiences that represent perspectives that have historically been excluded.



LEARNINGS FROM THE VISITOR PERSPECTIVE

- **The Cultural District is its own destination in Balboa Park.**
- **People engage in cultural window-shopping.**
- **The Cultural District delivers incomplete visits.**
- **People want a Cultural District that is relevant to the 21st Century.**
- **Inclusion is in the details.**

THREE PLACE-BASED STRATEGIES

STRATEGY 01

INVITE EXPLORATION:

Key Recommendations

1.1

Add entry markers to strengthen a sense of arrival

1.2

Expand the Balboa Park tram route to increase the accessibility of the entire Cultural District

1.3

Create connective “hinges” across the Cultural District to extend journeys

1.4

Improve availability of parking and public transportation

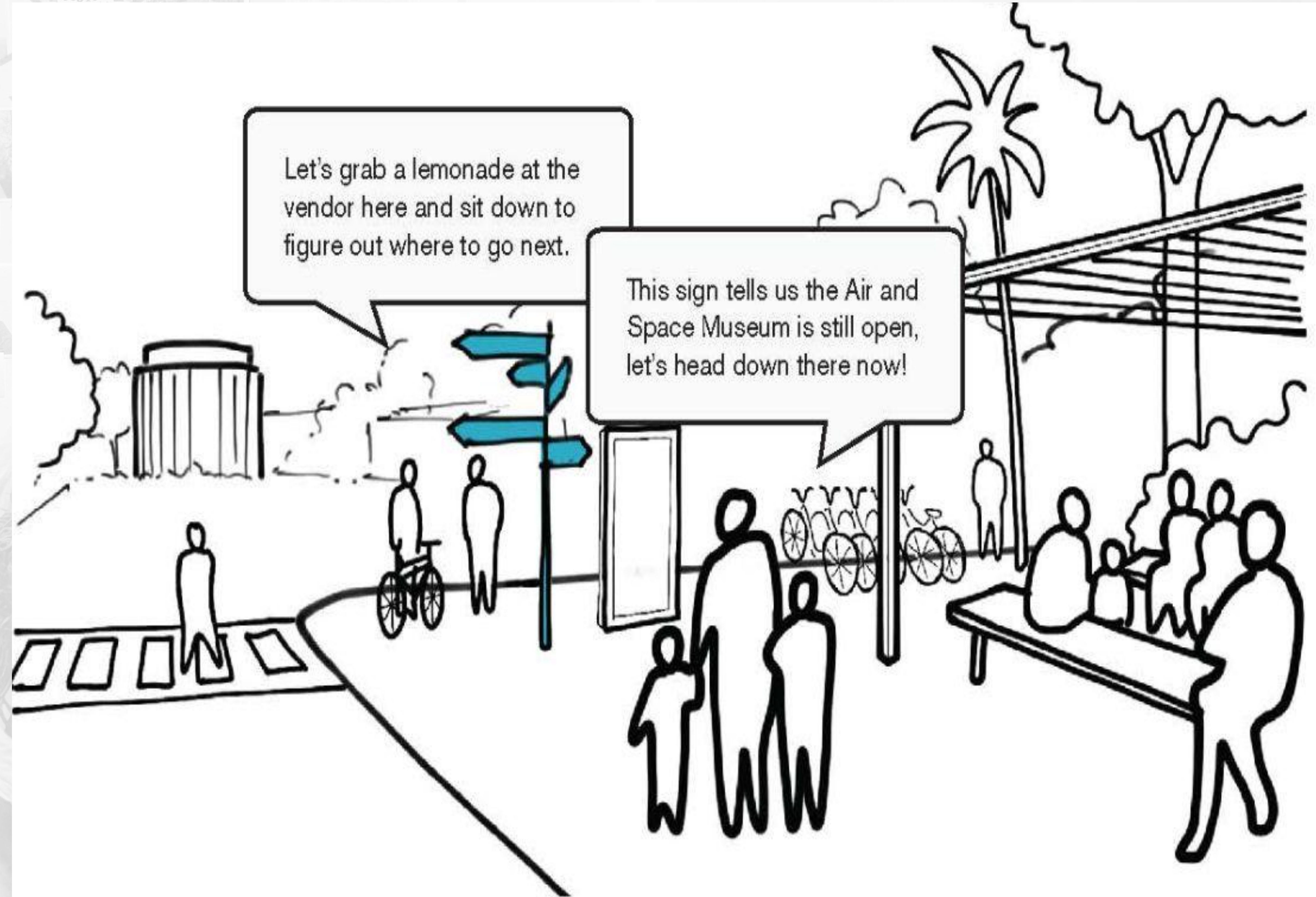
THREE PLACE-BASED STRATEGIES



1.3

Create connective “hinges” across the Cultural District to extend journeys

Hinges are reliable places located at key intersections that provide navigation information, a place to sit down, access to shade, directions to a nearby restroom, and the opportunity to pick up a snack and drink of water.



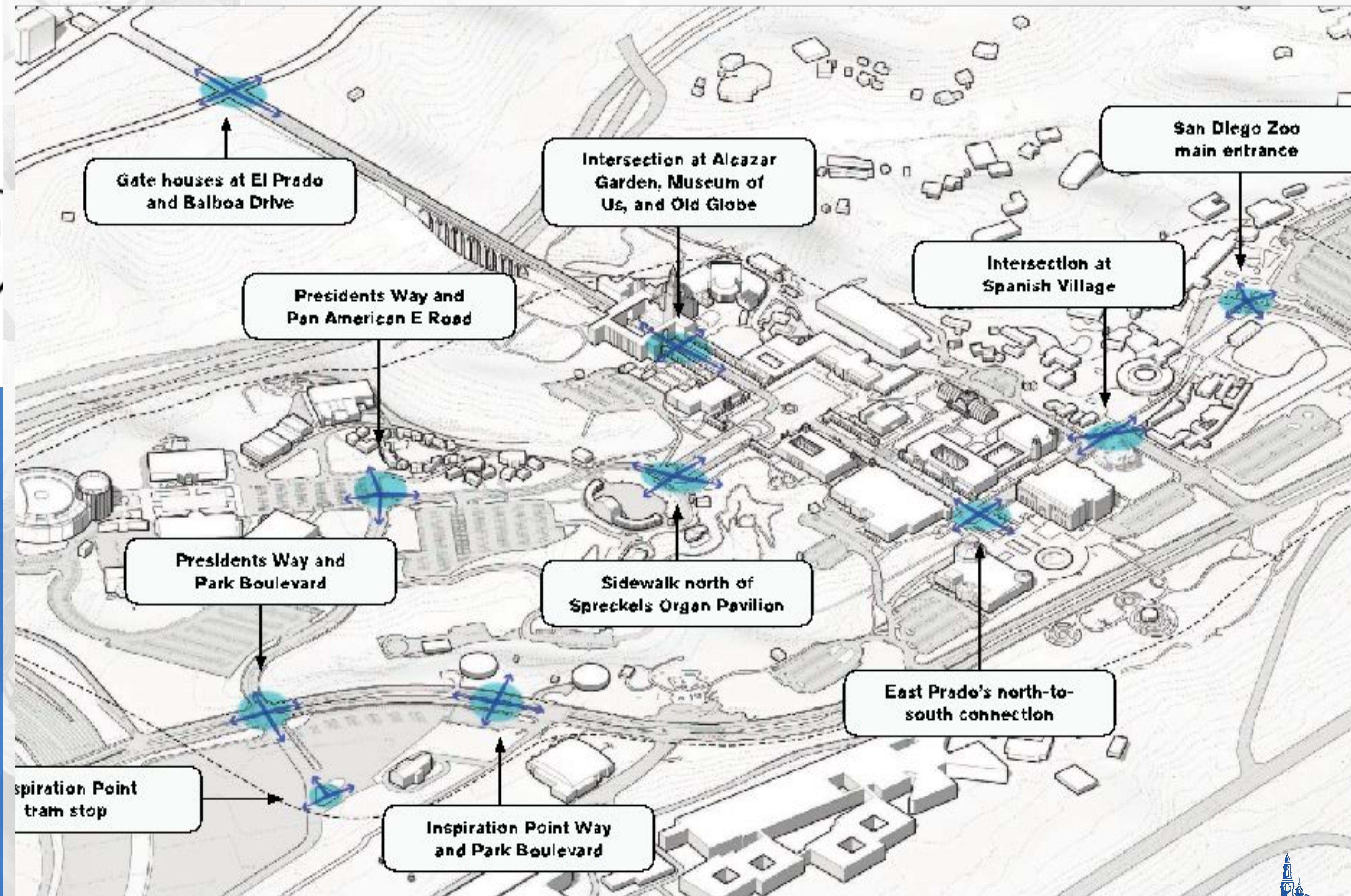
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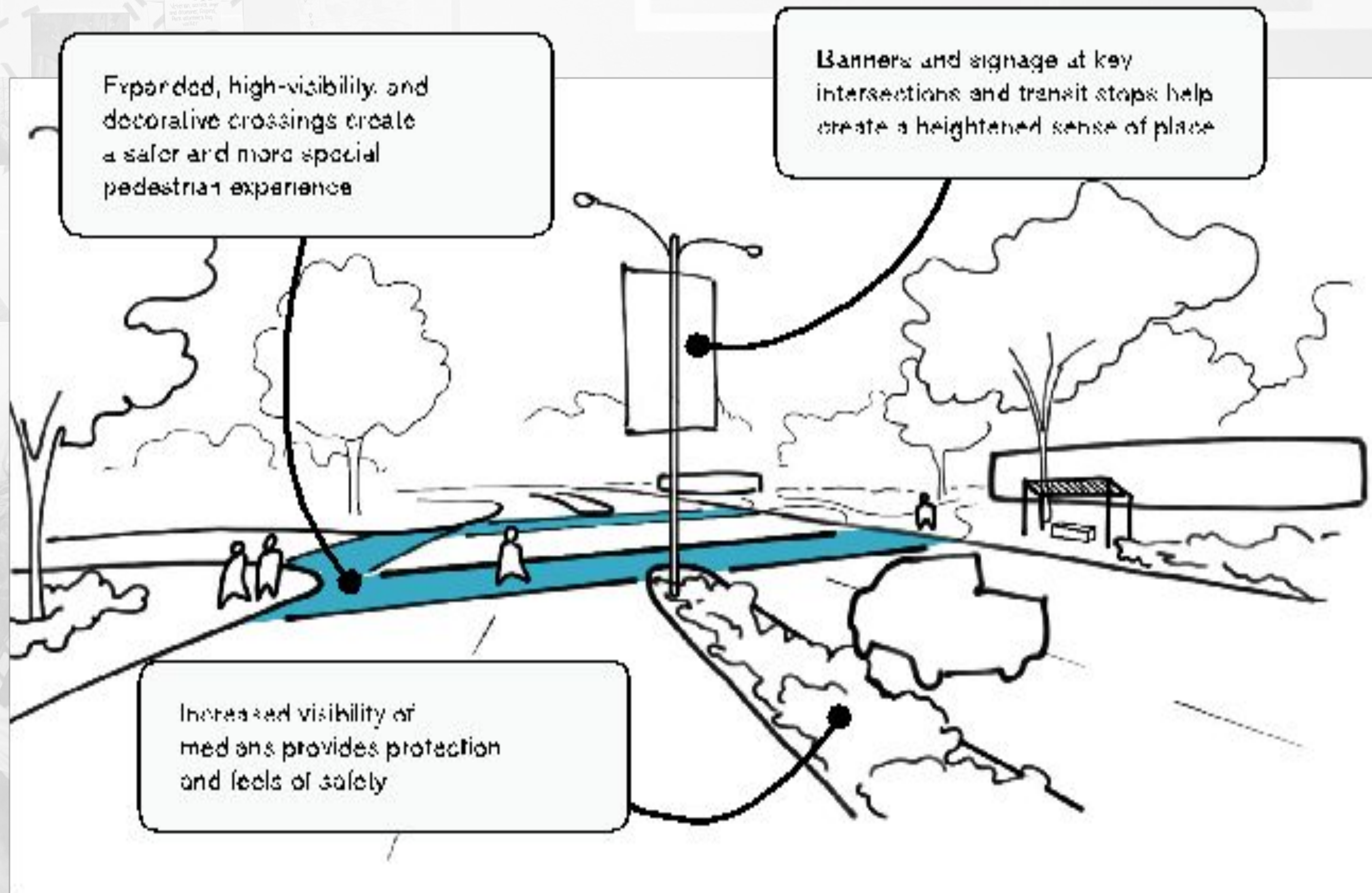
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THREE PLACE-BASED STRATEGIES

STRATEGY 02 AMPLIFY GREAT GATHERING SPACES: Key Recommendations

2.1

Improve existing places with site design, event infrastructure, and amenities

2.2

Support a sustainable landscape strategy to connect culture and ecology

2.3

Prioritize community-centered and mission-aligned events

2.4

Make space for cultural vendors and markers

THREE PLACE-BASED STRATEGIES



02

AMPLIFY GREAT GATHERING PLACES

Strengthen spaces by making more cohesive and hospitable destinations in the Cultural Districts



THREE PLACE-BASED STRATEGIES



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AMPLIFY GREAT GATHERING PLACES

Strengthen spaces by making more cohesive and hospitable destinations in the Cultural Districts



THREE PLACE-BASED STRATEGIES

STRATEGY 03 TELL STORIES EVERYWHERE: Key Recommendations

3.1

Showcase the unique personality of every zone in the Cultural District

3.2

Bring experience providers outside to introduce themselves

3.3

Spotlight experiences hidden by historic facades

3.4

Leverage multiple storytelling mediums to tell more diverse stories

3.5

Make enduring space for Indigenous people, knowledge, and land

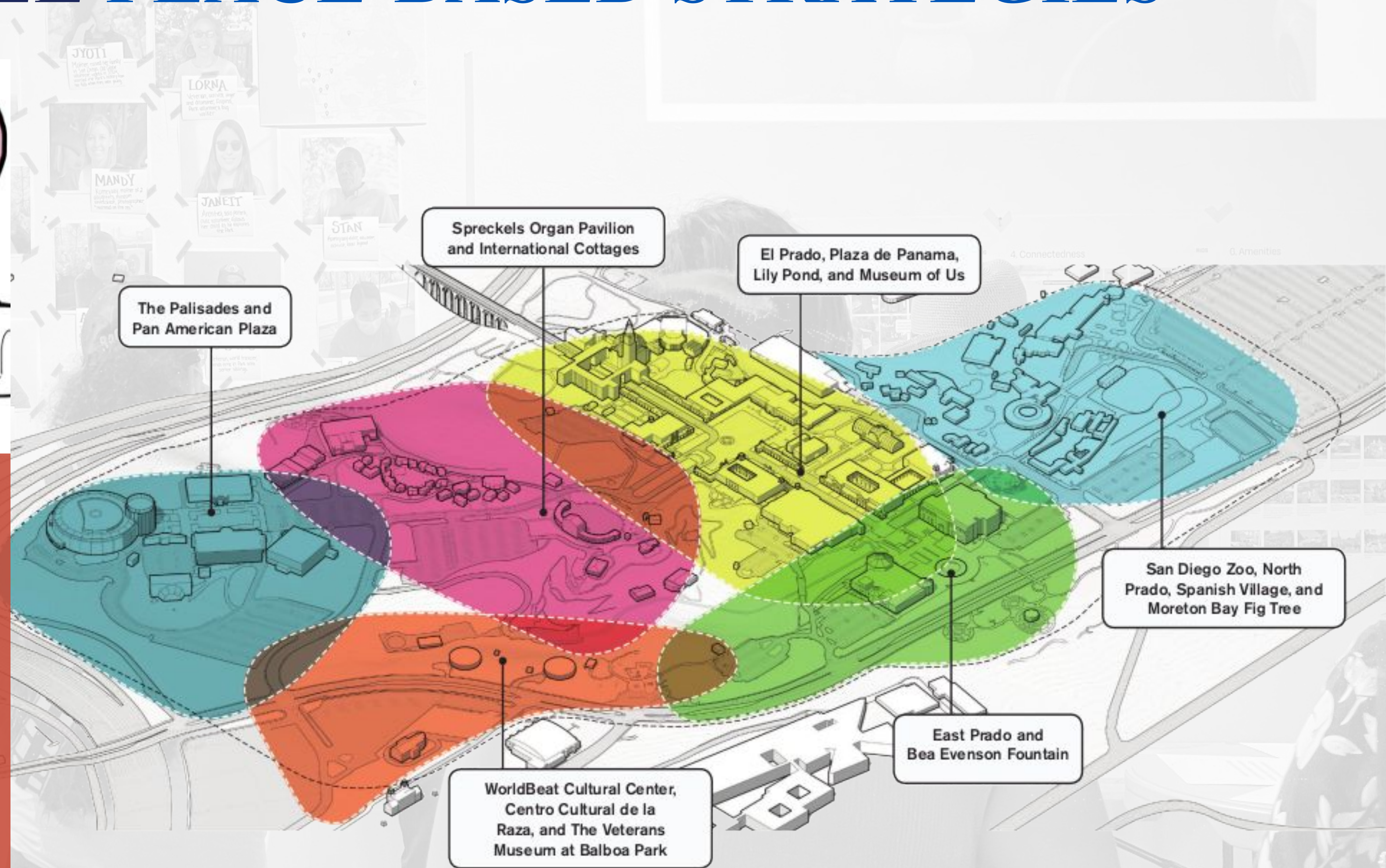
THREE PLACE-BASED STRATEGIES



03

TELL STORIES EVERYWHERE

Extend stories outside the walls of institutions and beyond colonial perspectives



THREE PLACE-BASED STRATEGIES



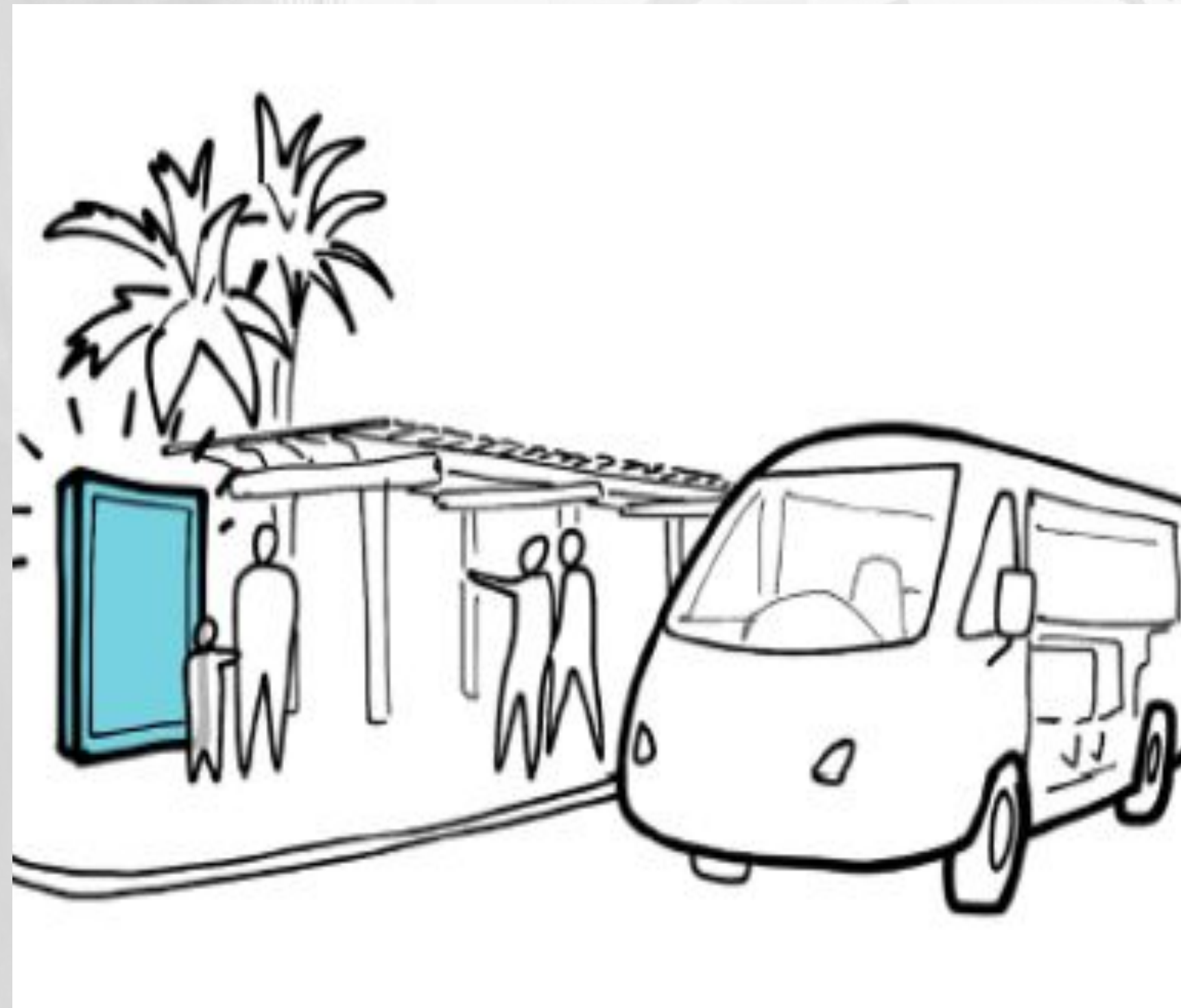
03

TELL STORIES EVERYWHERE

Extend stories outside the walls of institutions and beyond colonial perspectives



THREE PLACE-BASED STRATEGIES



01

INVITE EXPLORATION

Enable movement into and between zones of the Cultural District



02

AMPLIFY GREAT GATHERING PLACES

Strengthen spaces by making more cohesive and hospitable destinations in the Cultural Districts



03

TELL STORIES EVERYWHERE

Extend stories outside the walls of institutions and beyond colonial perspectives

FOUR KEY DESIGN PRINCIPLES

01

ACCESSIBILITY

The availability of places and experiences currently inaccessible due to perceived and physical barriers and obstacles.

02

INCLUSIVITY

Representation of people whose perspectives and decision-making have historically not been included in the Cultural District.

03

CONNECTIVITY

Collaboration between experience providers, communities, common spaces, and land.

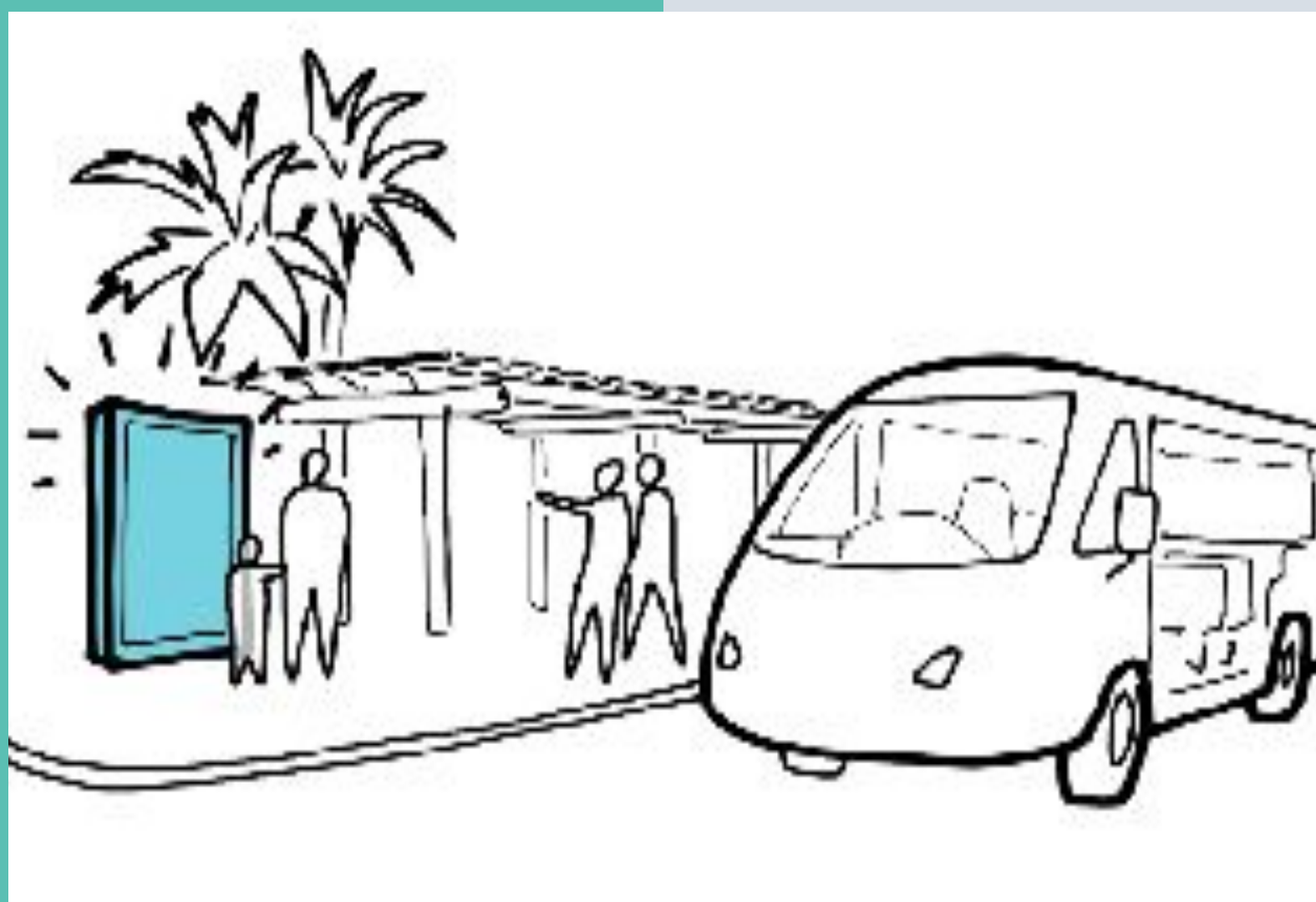
04

SUSTAINABILITY

Environmental, financial, and organizational longevity.

THE CULTURAL DISTRICT EXPERIENCE PLAN

- Is an alignment tool for existing and new projects and efforts in the Cultural District that build on existing assets and systems.
- Encourages process and equity.
- Puts the experience of all visitors first.
- Envisions a Cultural District where visitors enjoy a boundless cultural experience at any time.



**Invite
Exploration**



**Amplify
Gathering**



**Tell Stories
Everywhere**



BALBOA PARK

CULTURAL DISTRICT



Ever Changing. Always Amazing.



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