



THE CITY OF SAN DIEGO

M E M O R A N D U M

DATE: April 24, 2012

TO: Balboa Park Committee
Agenda, May 3, 2012

FROM: Susan Lowery –Mendoza, District Manager

SUBJECT: 2012 Waiver to the Summer Moratorium Request – ESRI User Conference Party

SUMMARY

Issue - Should the Balboa Park Committee recommend approval for the Park and Recreation Department (Department) staff for a waiver to the Summer Moratorium on issuance of new event permits for the ESRI User Conference on Thursday, July 26, 2012?

Staff Recommendations – Recommend approval of the request for a one time waiver for the ESRI User Conference on July 26, 2012 with modifications to their request.

Other Recommendations - To approve the following modifications to the request: fencing is proposed on both the East and West lawns of the Botanical Building and amplification of entertainers is desired. Recommendation is for fencing of the East Botanical Lawn only and to allow amplification of entertainers only around the Bea Evenson Fountain and the Casa del Prado patios.

Fiscal Impact- Department collection of Park Use Permit fees for areas used.

BACKGROUND

The City Council recently adopted changes to the SDMC 63.0103 which became effective in December 2011. A specific change to the SDMC was to codify the Department’s practice of a summer moratorium on “special events” (as defined within the SDMC) in Balboa Park.

The SDMC outlines a specific waiver process in which an applicant can request a “waiver” to the Summer Moratorium which is from the Saturday prior to Memorial Day and the preceding Saturday and Sunday through Labor Day.

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Summer Moratorium Waiver Process - An applicant for a Special Event, as defined in SDMC Chapter 2 Article 2, Division 40, who seeks a waiver from the Summer Moratorium shall make a written request to the Park and Recreation Director not less than 120 days in advance of the event, describing the activities and set-up within the proposed Special Event and explaining why the waiver should be granted. Within 10 business days of the request, the Park and Recreation Director shall request the item be placed on the next available agenda for the appropriate park advisory committee. The Park and Recreation Director shall issue a final decision of the requested waiver within 10 business days after the vote by the advisory body.

DISCUSSION

In July 2011, the ESRI User Conference was held inside three (3) museums, The Prado restaurant, Sculpture Garden and Copley Plaza. The event in 2011 was a success but it was evident that the use of Park grounds to support the event was needed. The transportation plan was operated efficiently, getting the attendees to the Park with little impact to the public.

Currently, contracts are being pursued with the following institutions: the San Diego Museum of Art; San Diego Natural History Museum; the Reuben H. Fleet Science Center; the Museum of Photographic Arts; the San Diego History Center; the San Diego Model Railroad Museum; and the House of Hospitality (with The Prado providing the catering). The San Diego Hall of Champions staff will be providing support during the event. This year, ESRI proposes to use twenty (20) parking spaces behind the Casa de Balboa, six (6) parking spaces behind the Botanical Building; six (6) parking spaces behind the Rueben H. Fleet Science Center; both Botanical Building Lawns including erection of fencing; the Casa del Prado Patios; and placement of entertainers with amplification on El Prado, the Cascades and around the Bea Evenson Fountain. The event will be conducted on a Thursday evening when the museums are normally closed. Park visitation is primarily focused in the Spreckels Organ Pavilion for the Twilight in the Park concerts.

ALTERNATIVES

Do not recommend approval of the issuance of a Reservation of Park Space on July 26, 2012.

Attachments: San Diego Municipal Code 63.0103 City Manager Permit Procedure