



THE CITY OF SAN DIEGO

M E M O R A N D U M

DATE: September 24, 2009

TO: The Balboa Park Committee
Agenda of October 1, 2009

FROM: Stacey LoMedico, Director, Park and Recreation Department

SUBJECT: A Request for a "Craig Noel Circle" Naming and Temporary Commemorative Plaque

SUMMARY

Issues - Should the Balboa Park Committee recommend approval of the naming of "Craig Noel Circle" in the Plaza de Panama area of Balboa Park?

Should the Balboa Park Committee recommend approval of the temporary commemorative plaque for Craig Noel and the "Craig Noel Circle?"

Department Recommendation – In accordance with Park and Recreation Board Policy No. 1001, the Department does not have a recommendation for the naming of "Craig Noel Circle."

Park and Recreation Department Staff recommend approval of the temporary commemorative plaque pending recommendation of the Balboa Park Committee and the Park and Recreation Board.

Fiscal Impact – None. Funding for fabrication, installation and maintenance of the proposed temporary commemorative plaque will be the responsibility of the proposer. Naming of "Craig Noel Circle" will have no associated costs.

Environmental – This activity is categorically exempt under CEQA pursuant to State CEQA Guidelines, Section 15301, Existing Facilities.

BACKGROUND

The Plaza de Panama is located in the West Prado area of Balboa Park. Once an open plaza, the space is now occupied primarily by vehicles. A raised circular median is located at the center of the plaza, and contains a quatrefoil designed fountain and landscaping. A smaller planter island with a triangular shape is located to the west of the circle. The circle serves as a hub for vehicular circulation in the Plaza de Panama.

Ms. Deborah Szekely and the Balboa Park Trust of the San Diego Foundation propose to name the traffic circle in the center of the Plaza de Panama the "Craig Noel Circle" and place a temporary commemorative plaque to honor the achievements of Mr. Craig Noel. The plaque will be temporary until such time the Plaza de Panama is reconstructed in accordance with the Central Mesa Precise Plan. The biography of Mr. Noel is attached for your consideration.

The plaque will be cast bronze with overall dimensions of 11 inches by 14 inches. The plaque will contain a raised image of Mr. Noel in the upper left corner. Text on the plaque will include one of the following variations, to be confirmed at a later date with Park and Recreation Department staff.

Craig Noel Circle
2009
Honoring Old Globe Founder Craig Noel
Cultural Inspiration to Generations
of San Diegans

OR

Craig Noel Circle
2009
Honoring Old Globe Founder, Cultural
Leader and National Medal of Arts Recipient
Craig Noel

A graphic indicating one of the alternatives for consideration is attached. The temporary commemorative plaque will be placed on a concrete base located in the triangular island at the western entrance to the Plaza de Panama.

DISCUSSION

Park and Recreation Board Policy No. 1001 addresses the naming of parks and recreation facilities. The policy outlines the process for approval and suggests that naming of facilities within parks is preferable to the naming of entire parks. A copy of this policy is attached.

Park and Recreation Board Policy No. 1002 addresses "Gifts of Architectural Features, Works of Art and Commemorative Plaques for Public Parks or Other City-owned Land." A copy of this

policy is attached. The policy provides criteria for the Park and Recreation Board to evaluate proposals, which are as follows:

- a. Does it add to the attractiveness and/or usefulness of the park?
- b. Does it commemorate an individual, group or event of general interest to citizens and tourists?
- c. Is the individual, group or event worthy of commemoration to future citizens?
- d. Does a proposal for a tribute to a living person meet all criteria, and will "time" substantiate the memorial?
- e. If the "feature" provides a service, are City funds needed for installation, and are they available?
- f. Will proper maintenance be feasible?
- g. Will the feature withstand vandalism and can its design be altered either to deter vandalism or make cleanup of vandalism easier?
- h. To what extent has the person, group or event been commemorated in other locations in the metropolitan area?
- i. Does the location proposed add significance to the memorial?

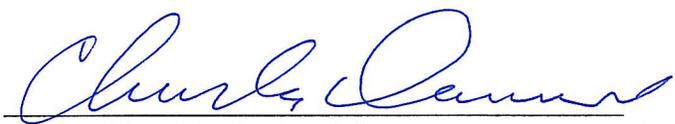
ALTERNATIVES

1. In accordance with Park and Recreation Board Policy No. 1001, the Department does not have an alternative recommendation for the naming of "Craig Noel Circle."
2. Recommend approval of the temporary commemorative plaque for Craig Noel with modifications.
3. Do not recommend approval of the temporary commemorative plaque for Craig Noel.

Respectfully submitted,



Stacey LoMedico
Park and Recreation Director



Prepared by: Charles Daniels
Park Designer, Administrative Services

SL/cd

Attachments: Craig Noel Biography
Commemorative Plaque Graphics
Park and Recreation Board Policy No. 1001
Park and Recreation Board Policy No. 1002

cc: Council District 3 Office

CRAIG NOEL BIOGRAPHICAL HIGHLIGHTS

Craig Noel was born in New Mexico in 1915 and came to San Diego as a child. He is a graduate of San Diego High School and San Diego State University. He is now 94 years old.

In 1935, at age 19, Craig worked as a hat checker at the California Pacific International Exposition in Balboa Park. The Old Globe was an attraction at that Exposition, presenting 50-minute versions of Shakespeare's plays, and apparently Craig slipped away to watch them from time to time.

In 1937, the Old Globe reorganized as a community theatre, and Craig was hired as an actor for the Theatre's initial production. He became the Theatre's general director in 1939, and, except for a brief stint in Hollywood and in military service during World War II*, he has been with the Old Globe ever since – a career spanning about 70 years as the Theatre's inspirational leader. Craig has also played a major role in placing San Diego on national and world maps of cultural achievement. This was recognized by the President of the United States, when he presented Craig with the National Medal of Arts, at a ceremony in the East Room of the White House, in 2007.

During his career at the Old Globe, Craig:

- Directed about 235 productions and oversaw hundreds more;
- Guided the Old Globe through its evolution from an amateur community theatre to a world-class professional theatre;
- Established the world-renowned Shakespeare Festival at the Old Globe in 1949, spearheading a revival of American interest in Shakespeare;
- Oversaw the expansion of the Globe from a temporary facility in Balboa Park to a three-theater complex after disastrous fires in 1978 and 1984; and
- Fostered the careers of many directors and actors, including three-time Tony Award-winner Jack O'Brien, and actors Marion Ross, David Ogden Stiers, Kelsey Grammer and Jonathan McMurry.

The request to honor Craig in the Plaza de Panama, however, is not made because of Craig's contributions to the Old Globe alone. Craig has been known throughout his career for his unselfish support for education, for the arts and for cultural organizations throughout our community. Among his achievements in these areas, Craig:

- Founded the Junior Theatre in Balboa Park, the oldest continuing children's theatre program in the country, in 1948;
- Worked with the Museum of Contemporary Arts to introduce new works to San Diegans by playwrights like Beckett, Ionesco, Anouilh, Pirandello, Brecht, Behan, Giraudoux and Albee, in the 1960s;
- Promoted the creation and performance of Latino-themed plays in San Diego schools through his Teatro Meta program in 1983. This bilingual playwriting program now serves thousands of San Diego school students;
- In association with Sister Sally Furay and others, founded the Master of Fine Arts in Acting program at the University of San Diego in 1987; and
- Founded the statewide California Theatre Council.

Craig has been honored by many local, state and national leaders. Those honors include:

- City of San Diego's Living Treasure Award;
- California Governor's Award for the Arts;
- University of San Diego's Honorary Doctorate of Humane Letters;
- San Diego State University's Outstanding Alumnus Award;
- San Diego Union-Tribune's listing as one of 25 persons who shaped the City's history;
- National Medal of Arts award from the President of the United States.

Craig, now 94 years old, has not yet been recognized in his home for 70 years, Balboa Park, outside of the Old Globe leasehold. Those of us in the community making this proposal believe that Craig's contributions to education, the arts and culture in San Diego extend far beyond the Old Globe leasehold. We respectfully request the naming of this traffic circle in his honor. We hope a ceremony for this purpose can be arranged while he is still well, despite his frailty.

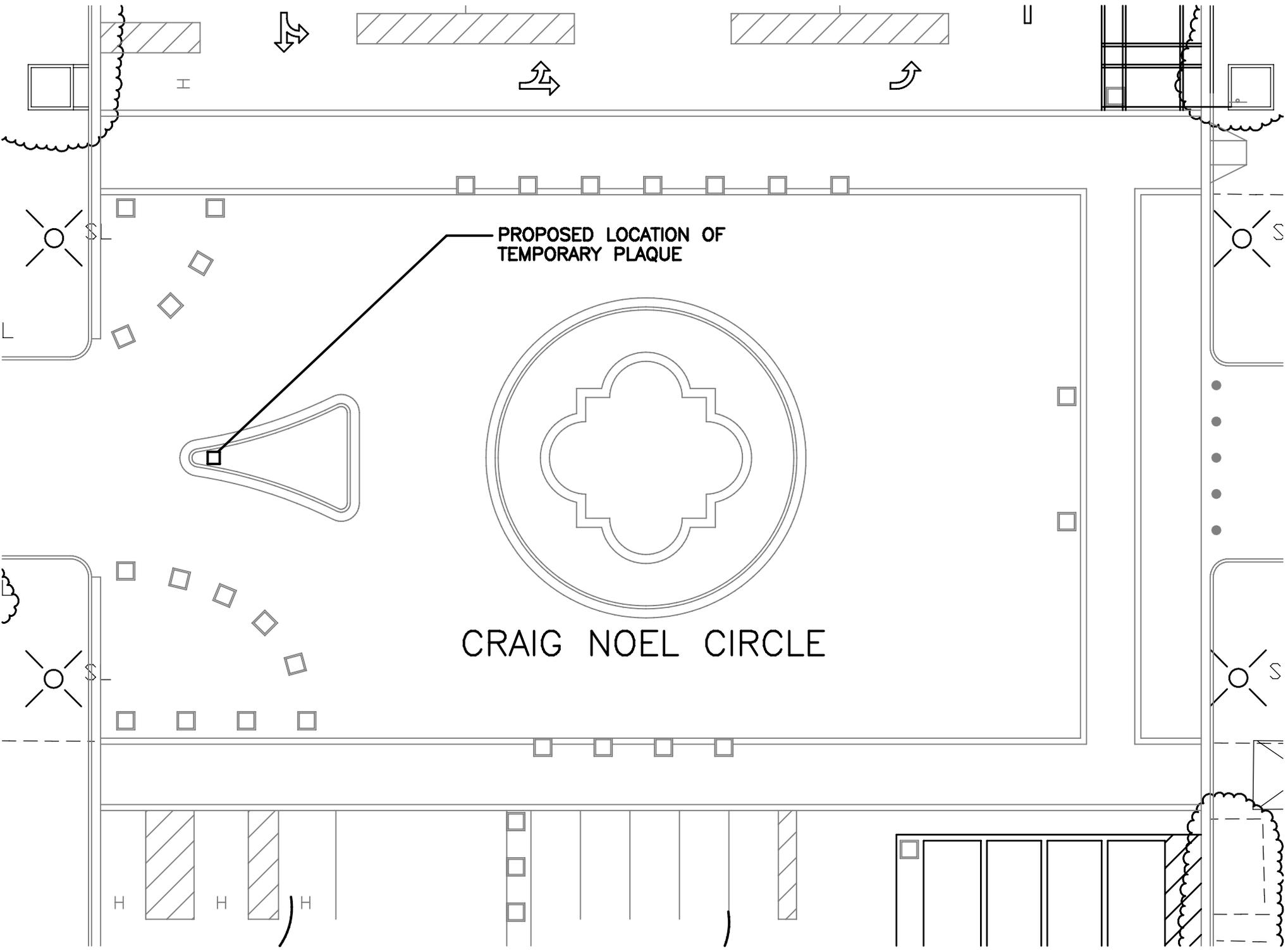
* During his stint in Hollywood, Craig worked as a casting director and talent scout for Fox Studios (20th Century Fox), where he directed the screen test for an aspiring young actress named Marilyn Monroe. She remained his friend throughout her life. In the Army in World War II, Craig served in the Philippines and in Japan, where he was assigned to General Douglas MacArthur's staff and directed the opening production at the Ernie Pyle Theatre.



Craig Noel Circle 2009

Honoring Old Globe Founder Craig Noel

Cultural Inspiration to Generations
of San Diegans



PROPOSED LOCATION OF
TEMPORARY PLAQUE

CRAIG NOEL CIRCLE

PARK AND RECREATION BOARD POLICY

- SUBJECT:** Naming of Parks and Recreation Facilities
- BACKGROUND:** The public sometimes suggests that parks and recreation facilities be named after persons, living or dead.
- PURPOSE:** To provide a systematic procedure for the naming of parks and recreation facilities which will assist in their location by the citizenry, and to develop a method for the retention of names of historical or fiscal significance.
- POLICY:** As a general policy, parks and recreation facilities should be named to identify their locations. Especially for parks, the name of the community area, the names of nearby geographic features, the names of adjacent schools and street names should be given first consideration. However, they may also be named for individuals, living or dead, who are of historical significance to the local area or who have made major financial contributions in the opinion of the appropriate Recreation Councils and/or other advisory bodies, Board committees and the full Board. Facilities within parks, (such as buildings, gyms, courts, etc.) are more appropriate for naming after individuals than are parks.
- Renaming a facility for a person, when that facility is already named for a person, should only be undertaken with the utmost consideration. Every attempt should be made to contact the person or heirs of the person for whom the facility is currently named, to present their views verbally, or in writing, at a public hearing.
- PROCEDURE:** The Recreation Council effected by the proposed name change, shall hold a public hearing to review the request and the supporting documents and information, and shall make recommendations to the Area Committees and the Park and Recreation Board on any and all recommended changes to the renaming of existing facilities.
- SUBSTANTIATION:** Park and Recreation Board Minutes of 6/16/83 (page 2469)
Park and Recreation Board Minutes of November 15, 2001 (page 4).

PARK AND RECREATION BOARD POLICY

SUBJECT: Gifts of Architectural Features, Works of Art and Commemorative Plaques for Public Parks or Other City-owned Land

BACKGROUND: Public parks have as a primary function, the provision of outdoor recreation in spacious, landscaped surroundings. Special architectural features, such as water elements, sculpture, and other works of art add significantly to the parks by the enjoyment derived from experiencing the beauty of the feature. All features must be consistent with applicable Park Master Plans and General Development Plans.

PURPOSE: The purpose of this policy is to establish criteria for design, placement and acceptance of architectural, artistic and commemorative features within parks or other City-owned land, and to maintain same.

- POLICY:
1. The City of San Diego shall encourage community groups and individuals to donate "special features" which will add to the interest and attractiveness of the parks, or be of service to patrons of the parks, i.e., drinking fountains, benches.
 2. Proposals for "special features" and their locations shall be reviewed by the Park and Recreation Board and submitted by them to the City Council with recommendations in accordance with Council Policy 100-2 (City Receipt of Donations).
 3. Proposals for special features shall be coordinated for review with the City of San Diego Commission for Arts and Culture.
 4. A "special feature" may serve as a recognition to an individual or group; living or dead, who have made a significant contribution to a specific park or community; commemorate an historic occasion; or acknowledge interest of a group or individual in a park.
 5. All "special features" proposed as memorials shall add to the attractiveness or usefulness of the park area or be of unusually significant historical value.

6. The initial costs of development and placement of a decorative memorial or commemorative feature shall be borne totally by private funds. Costs may be shared by the City if the "feature" provides a service to park patrons. The City will assume ownership and maintenance, if accepted, and place in a public park. The City will not assume responsibility for replacement of "features" removed due to vandalism or lost to theft. Proposed "special features" which pose an unusual risk of vandalism, theft or extraordinary maintenance due to design or location, shall not be approved unless the private sponsors make financial arrangements, satisfactory to the City, for replacement, repair or removal of the "feature" due to vandalism, theft or extraordinary maintenance.

7. "Living Memorials," features or facilities which (in addition to their inherent beauty) provide an opportunity for active recreation, shall be encouraged.

8. The Park and Recreation Board shall evaluate each individual memorial feature on the following basis:

a. Does it add to the attractiveness and/or usefulness of the park?

b. Does it commemorate an individual group or event of general interest to citizens and tourists?

c. Is the individual, group, or event worthy of commemoration to future citizens?

d. Does a proposal for a tribute to a living person meet all criteria, and will "time" substantiate the memorial?

e. If the "feature" provides a service, are City funds needed for installation, and are they available?

f. Will proper maintenance be feasible?

g. Will the feature withstand vandalism and can its design be altered either to deter vandalism or make the cleanup of vandalism easier?

POLICY: (Continued)

No. 1002

h. To what extent has the person, group, or event been commemorated in other locations in the metropolitan area?

i. Does the location proposed add significance to the memorial?

SUBSTANTIATION:

Park and Recreation Board Minutes of 5/12/65

Park and Recreation Board Minutes of 3/15/77

Park and Recreation Board Minutes of 5/19/94

Public Facilities and Recreation Committee Minutes of 6/22/94

CITY OF SAN DIEGO, CALIFORNIA
COUNCIL POLICY

CURRENT

SUBJECT: CITY RECEIPT OF DONATIONS
POLICY NO.: 100-02
EFFECTIVE DATE: August 1, 1994

BACKGROUND:

From time to time, private individuals and agencies make donations to the City for general or specific purposes. General unwritten procedures exist for receiving gifts, but specific policies and procedures have not heretofore been written. The program of seeking community contributions for the Community Concourse highlighted the desirability of written policies and procedures.

PURPOSE:

To formalize the conditions and procedures to be followed by the City in accepting donations.

DEFINITIONS:

Donation - A contribution to the City which may consist of a cash grant, real property (land), or an in-kind contribution (any item or object other than cash or real property which would serve a useful purpose in the provision of City Services).

Unrestricted Donation - A donation to the City without any limitation being placed upon its use.

Restricted Donation - A donation to the City for a specified purpose.

Works of Art - Includes, but is not limited to, physical art that may be an integral part of a public site or building, or that may be integrated with the work of other design professionals. Public works of art may be permanent, fixed, temporary or portable. Examples of public works of art include:

1. Sculpture which may be made of any material or combination of materials: may be free standing, wall-supported or suspended, kinetic, electronic, or mechanical.
2. Murals and paintings which may be made of any material or variety of materials with or without collage and which may be made with traditional or non-traditional means.
3. Earthworks, neon, glass, organic materials (for example fiber, clay, or wood), mosaics, photographs, prints, literary arts, calligraphy, any combination of media forms (for example sound, film, holographic, video, or computer systems), or hybrids of any media.

POLICY:

1. Real property donations shall be reviewed and a legal opinion rendered thereto by the City Attorney before acceptance by the City. The City Council shall be responsible for the acceptance of all real property donations.
2. Unrestricted personal property donations, except for works of art, do not require City Council approval for acceptance. Cash donations are a revenue to the General Fund and may be made

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directly to the City Treasurer. In-kind donations may be made directly to the using department. All donations of \$250 or greater are to be reported to the Endowment Officer. It will be the Endowment Officer's responsibility to insure that proper City officials are informed of the donations; that the donation is acknowledged; that timely reports are made; and that suitable recognition is afforded the donor.

3. Single restricted personal property donations may be made to the City for specific purposes. Such donations may be restricted for city-wide projects such as: Centre City, Mission Bay recreation facilities, Balboa Park development, or the San Diego-Yokohama Friendship Commission. They may also be restricted to projects on City property which would benefit only limited groups, such as a community park or recreation center facility, improvements and landscaping in median strips, or shuffleboard courts. These donations may be cash or in-kind contributions. The City will review the conditions of the restrictive donations and determine if the benefits to be derived warrant the acceptance of the donations. Responsibility for such review and acceptance is as follows:

- a. The City Council shall be responsible for accepting all restricted donations which:
 - (1) Create an immediate or initial City expenditure of \$5,000 or more which has not been included in the approved City budget. This pertains both to a direct outlay of City funds or to the use of City forces and materials.
 - (2) Create an annual City maintenance obligation of \$5,000 or more which has not been included in the approved City budget.
 - (3) Materially affect or change any aspect of City operations.
- b. City departments or their appointed agents such as Community Recreation Councils, shall be responsible for accepting those restricted donations not covered by item 3a.

Accepted cash donations will be deposited in the appropriate fund for future expenditure on the restricted purpose. Unaccepted donations will be returned to the donor.

- c. Restricted donations of works of art are addressed under item 5 of this policy.
4. Multiple restricted donations are cash donations made to the City for a special purpose or project by more than one individual or agency. The City Council shall be responsible for accepting all such donations. All accepted multiple donations restricted to the same purpose or project will be limited by the following:
 - a. Uniform conditions will apply to all donations.
 - b. A limited time will be established for accepting these donations.
 - c. A complete release must be granted upon acceptance by the City if the donor desires benefit of Federal income tax deduction.

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- d. The City will maintain detailed trust records.

Upon acceptance of multiple restricted cash donations by the City, the donations will be deposited in the appropriate fund for future expenditures on the specified project.

5. Donations of works of art

- a. Any time a donation of a work of art is proposed for the City of San Diego, the City agency or department (if applicable) that operates or maintains the site of the proposed work of art shall consult the Commission for Arts and Culture regarding the procedures for its review and acceptance by the City. Upon learning of the prospective donation of a work of art, the Commission shall also meet with the donor.
- b. Under the guidance of the Commission for Arts and Culture, prospective donors and the department head of the particular City department or agency that operates and maintains the proposed site of the work of art (if applicable) shall meet and prepare written and visual documents for review by the Commission. The required documents are listed and described in "Guidelines for the Donation of Works of Art to the City of San Diego" available from the Commission. The Commission shall be responsible for assisting in the process of obtaining these guidelines, assembling materials, and submitting them for review.
- c. If a City department or agency has jurisdiction over the proposed site of the work of art, the department or agency head shall:
- (1) Inform the Commission of the relationship of any advisory boards to the department or agency.
 - (2) Refer proposals for donations of works of art to the advisory board which shall in turn make recommendations to the department or agency head.
 - (3) Convey the department or advisory board's recommendations to the Commission in writing.
- d. The Commission, with the aid of an advisory board made up of practicing artists and other professionals associated with the arts, shall review donation proposals and determine whether they will recommend to accept or reject the donation. The Commission may attach conditions to its recommendations for acceptance or rejection of donations. Proposals shall be reviewed according to criteria outlined in "Guidelines for the Donation of Works of Art to the City of San Diego," which are on file with the City Clerk's Office as document RR-284389-2.
- e. If a specific site is recommended for placement of the donated work of art, either by donor or the department or agency under whose management the site belongs, the Commission shall review the site recommendation according to the criteria outlined in "Guidelines for the Donation of Works of Art to the City of San Diego." If the proposed property falls under the jurisdiction of a specific City department or agency,

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the Commission and the department or agency must reach an agreement regarding the installation and placement of the work of art on the specific site.

- f. Upon reviewing the donation proposal, the Commission shall recommend either acceptance, with or without conditions, or rejection of donations of works of art to the City Council.
 - g. If the City chooses to accept donations of works of art, the donation shall be accompanied by a legal instrument of conveyance of title. Any conditions the City or donor places on a donation of a work of art shall be stated in writing and attached to the legal conveyance of title.
 - h. Once the City accepts the donation of a work of art and becomes its legal owner, the Commission shall coordinate all processes relating to the installation, maintenance, removal, or relocation of works of art in City-owned public places. If a specific City department or agency operates and maintains the site of the work of art, the Commission shall consult with the department or agency head to discuss the financial and practical responsibilities of its upkeep.
 - i. Works of art loaned to the City for temporary exhibition (up to one year) and gifts of state shall not be subject to the review process outlined above.
6. All donations shall become City property upon formal acceptance by the City Council or appropriate City department.

HISTORY:

Adopted by Resolution R-178999 02/18/1964
Amended by Resolution R-216051 05/26/1976
Amended by Resolution R-223033 03/12/1979
Amended by Resolution R-283002 11/15/1993
Amended by Resolution R-284389 08/01/1994