

PARK AND RECREATION BOARD POLICY

SUBJECT: Balboa Park Signs

PURPOSE: To establish a policy on design and placement of information signs in Balboa Park in order to achieve a proper balance between aesthetics and public convenience.

- POLICY: A. Design of identifying and informational signs shall conform to the Municipal code and one of the following:
1. Drawing #15459-1D-2-D.
 2. Roman prismatic-style cast letting for building identification.
 3. Information centers designed to include: 1) a map of Balboa Park, designating key areas of interest; 2) a covered lockable bulletin board for display of Park related posters and information.
 4. Temporary special Purpose signs as approved by the Community Services Supervisor, for a period of not more than 60 days.
- B. Placement of signs in Balboa Park shall follow the guidelines listed below:
1. Directional signs on a periphery of the Park and along Park Blvd. are general and/or directional only.
 2. Directional signs identifying specific institutions to motorists, cyclists or pedestrians are limited to two (2) per institution
 3. Building identification signs may be facing the main avenues of access.
 4. Information centers will be placed at appropriate locations within the Park.
 5. Temporary signs may be used to advertise current attractions, and for special events.

(Continued)

PROCEDURES: A. Applications for approval of new signs shall be submitted as follows:

1. Requests are submitted to Community Services Division for approval. The review process may require up to sixty (60) days.
2. Denied requests may be appealed to the Park and Recreation Director who may request review and recommendations from the Balboa Park Committee.
3. Temporary signs, where justified, may be approved for a limited time.

B. Event information outside of the leased premises may be placed only in the locked bulleting board on information centers in the following manner:

1. Posters will be submitted to Community Services Division on 8 ½" x 11" size stock.
2. Information submitted must be related to Balboa Park programs, or events.
3. Community Services Division will approve posters and maintain bulletin boards with up-to-date information on a weekly basis.

SUBSTANTIATION: Park and Recreation Board Minutes of 1/21/75 (page 1498)



THE CITY OF SAN DIEGO

January 29, 2007

Norris Bakke
10944 Avenida Playa Veracruz
San Diego, CA 92124

Dear Mr. Bakke:

I wanted to give update you on the information that I was able to gather regarding your request to the City to name the open space area on the Southside of Avenida Playa Veracruz after your wife, Samantha Bakke. This area which you referenced is actually not city parkland, but a city designated open space area that is maintained by annual assessments paid by Tierrasanta property owners through the Tierrasanta Open Space Maintenance District (TOSMD).

After reviewing the open space areas city-wide only large areas or a combination of parcels within a given neighborhood vicinity have been named. Names have been associated with historic figures that contributed to the development of the City or assisted in the preservation of open space, such as Kate O. Sessions Memorial Park or Marian R. Bear Memorial Open Space Park. Some have been named after old ranch sites or people who have possibly donated property to the City such as, Scripps Ranch Open Space and Fairbanks Ranch Open Space. Lastly, others have been named after the neighborhoods they are located in such as, Normal Heights Open Space and Kensington Hillside Open Space.

I understand from a letter which our office received from the Tierrasanta Open Space Committee that they have had a number of requests in the past to name this area but instead have decided to keep it unofficially named as Boy Scout Park. The letter states that they have voted to approve the installation of a bench and a plaque in recognition of your wife's contributions to the Tierrasanta Norte Patio Homeowners Association. The City does have a practice to, on occasion, allow for the planting of trees and installation of benches on city-owned land to honor individuals for their extraordinary contributions to the community.

Therefore, the City of San Diego at this time will defer to the Tierrasanta Open Space Committee's decision to leave this open space area unofficially named Boy Scout Park.

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Mr. Bakke
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If you have any questions feel free to contact me (619) 236-7259.

Sincerely,

A handwritten signature in black ink, appearing to read 'Abby Jarl', written in a cursive style.

ABBY JARL
Office of Mayor

Cc: Honorable Councilmember Jim Madaffer
Eric Germain, President, Tierrasanta Community Council and Planning Group