

FOR IMMEDIATE RELEASE
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City of San Diego Proposes Parking Management Plan for Balboa Park

NEW PARKING CONCEPT WOULD FUND IMPROVEMENTS TO THE PARK AND BETTER MANAGE PARKING DEMAND

SAN DIEGO – To improve parking management in Balboa Park and support the park’s long-term financial sustainability, City staff today will present to the San Diego City Council a preliminary parking management proposal that aims to enhance the park’s overall visitor experience.

This proposed concept includes a framework for charging affordable rates for vehicle parking in and near Balboa Park for the first time. Lower rates for City residents, free short-term parking at Inspiration Point, and parking accommodations for park-based employees and volunteers are incorporated.

“Balboa Park is indeed the crown jewel of San Diego, offering enriching cultural experiences as well as a place for our families and friends to enjoy together,” said Parks and Recreation Department Director Andy Field. **“This proposal offers reasonable and affordable options for parking, and the funds raised will be used to upkeep and maintain our beloved park.”**

Today the City Council will consider two items: a proposed [parking management strategy](#) for Balboa Park and nearby streets, and creation of a [parking meter zone](#) to allow for metered parking on Sixth Avenue and Park Boulevard, adjacent to Balboa Park.

The proposal recommends a [three-tiered system](#) whereby parking lots near the center of the park would have the highest rates, with rates declining for the less-central locations. The third tier, the parking lot at Inspiration Point, would be free for the first two hours, preserving an unpaid option for those who might otherwise find paid parking to be an obstacle. Free shuttle services would remain in place to carry park patrons from Inspiration Point to the Plaza de Panama.

The all-day rates for the 12 off-street parking lots would range from \$5 to \$15, comparable to what most public agencies charge for off-street lots. The charge for [parking meters on streets](#) both within and adjacent to the park would be \$2.50 an hour.

Revenues from the parking fees paid within the park must be spent on Balboa Park, to support ongoing maintenance, infrastructure improvements, and visitor amenities such as increased service levels for the

park tram. Eligible uses may include road repaving, lighting upgrades, signage improvements and landscaping.

Balboa Park has a significant backlog of millions of dollars of deferred maintenance, and these added revenues will go far toward much-needed upgrades to further beautify and preserve the park.

The proposal recommends that City of San Diego residents would be eligible for parking lot day passes at a 50% discount off the highest tiered price, and Balboa Park employees and nonprofit workers in the park would have access to tier two and three lots at no charge.

Potential paid parking at the San Diego Zoo is still being discussed with the Zoo's management, as lease negotiations continue.

Paid parking in Balboa Park could begin as early as this fall, in accordance with the Councilmembers' expressed wishes that implementation of this program be implemented as soon as feasibly possible.



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