



REPORT

THE CITY OF SAN DIEGO TO THE PARKS AND RECREATION BOARD

DATE ISSUED: 10/6/25

REPORT NO.: 103

ATTENTION: Parks and Recreation Board
Agenda of October 16, 2025

SUBJECT: Naming of the Balboa Park Botanical Building Interior's West Wing Gardens

SUMMARY

Issue – Should the Parks and Recreation Board recommend approval of Naming of the Balboa Park Botanical Building Interior's West Wing Gardens?

Department Recommendation – Recommend approval of Naming of the Balboa Park Botanical Building Interior's West Wing Gardens.

Other Recommendations – The following groups have reviewed and considered the proposed project. Actions taken and recommendations made by these groups are listed under Discussion below.

1. City Council has approved the renaming process for the Balboa Park Botanical Building through Council Resolution number R-2021-528.
2. City Attorney Office has reviewed the Naming of the Balboa Park Botanical Building Interior's West Wing Gardens and found no conflict with its proposed renaming.

Fiscal Impact – None

Water and Energy Conservation Status – The proposed will comply with all water and energy conservation guidelines contained in Council Policy 200-14.

Climate Action Plan (CAP) Impact – None

Strategic/Tactical Equity Plan Impact – None

Environmental – None

October 6, 2025

BACKGROUND

Forever Balboa Park (FBP) desires to raise funding for the implementation of Phase 2 of the Balboa Park Botanical Building Project and has embarked on a capital campaign to raise this funding. As with any capital campaign, donor acknowledgement is a key component. FBP has partnered with RSM Design to prepare a Donor Acknowledgement and Naming Program (Naming Program) to aid in their fundraising efforts. This Naming Program was created in collaboration with City Historic Resources staff, the Botanical Building stakeholder steering committee, Parks and Recreation staff and the Balboa Park Committee. The Naming Program adheres to all City policies, including the San Diego Charter and San Diego Municipal Code, as well as any local, state, or federal regulation. The Naming Program has been designed to be as unobtrusive as possible and meet aesthetic and historical preservation concerns. The goal of this program is to create consistent and unified opportunities for donor participation in this Project without compromising the historical and visual integrity of this historic asset

DISCUSSION

FBP agrees and confirms that consistent with the Naming Program, The Sefton Foundation donated at the Gold Level toward implementation of Phase 2 of the restoration of the Balboa Park Botanical Building and Gardens (Project) in exchange for the naming right opportunity to name the West Wing Gardens (Interior) the J.W. Sefton Foundation West Wing Garden.

ALTERNATIVES

1. None

Respectfully submitted,



Jon Richards
Deputy Director, Balboa Park Division



Prepared by: Jon Richards
Deputy Director

JR

Attachment(s): Naming of the Balboa Park Botanical Building Interior's West Wing Gardens

cc: Council District 3 Office

Discussion Item

Botanical Building Naming Opportunities
and Donor Acknowledgement Program

Review of Timeline Important Dates:

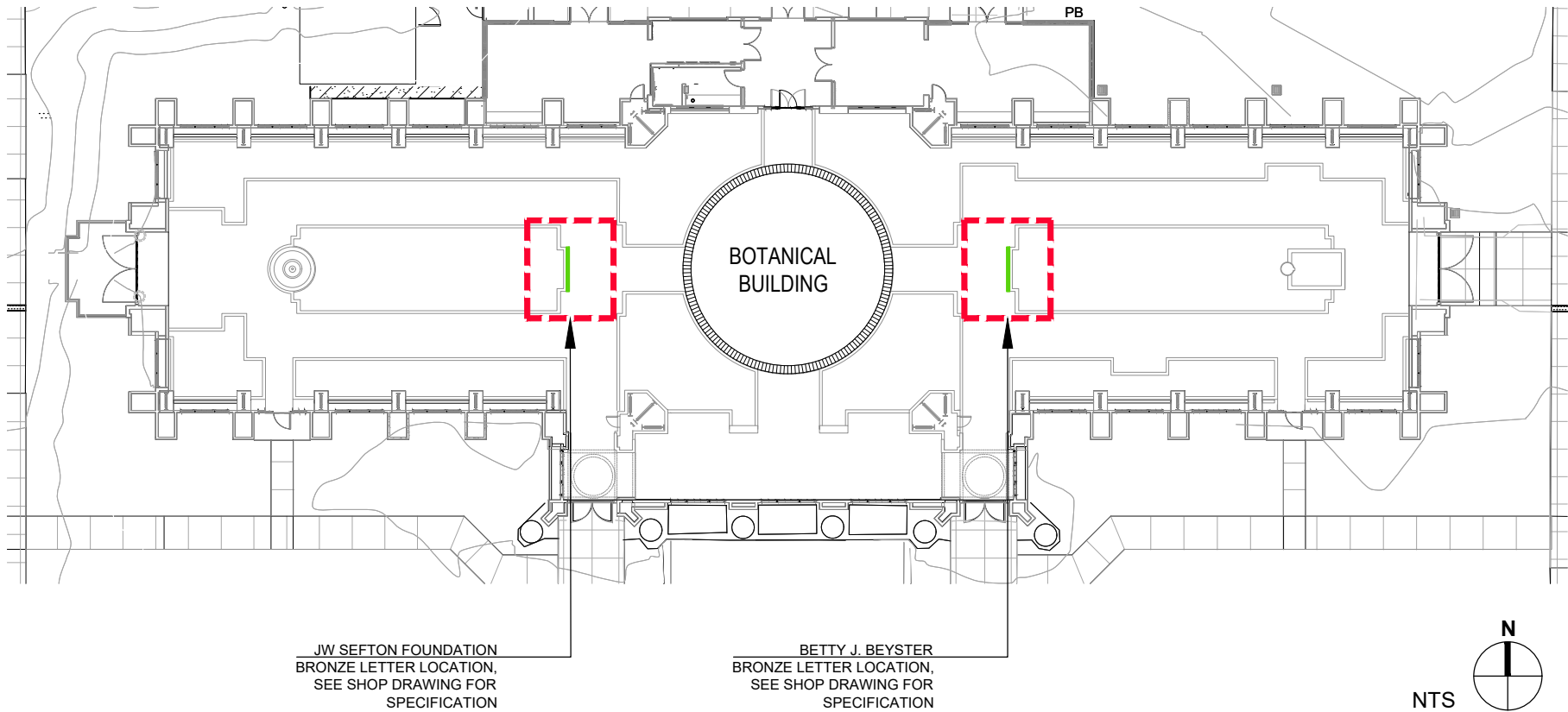
- Balboa Park Committee Approval on January 20, 2021.
- Park and Recreation Board Approval on May 20, 2021.
- City Council Resolution Number R-313656.
Date of Final Passage August 3, 2021.

Potential Naming Opportunities:

- | | |
|---|----------------------------------|
| 1. Welcome Gallery | 9. West Patio |
| 2. Central Rotunda | 10. Pergola (Reconstruction) |
| 3. Northern Annex | 11. West Fountain Plaza |
| 4. North Entrance Lobby | 12. East Fountain Plaza |
| 5. Multi Purpose Room (West) | 13. West Gardens |
| 6. Multi Purpose Room (East) | 14. East Gardens |
| 7. West Wing Gardens | 15. Potting Shed Area |
| 8. East Wing Gardens | |

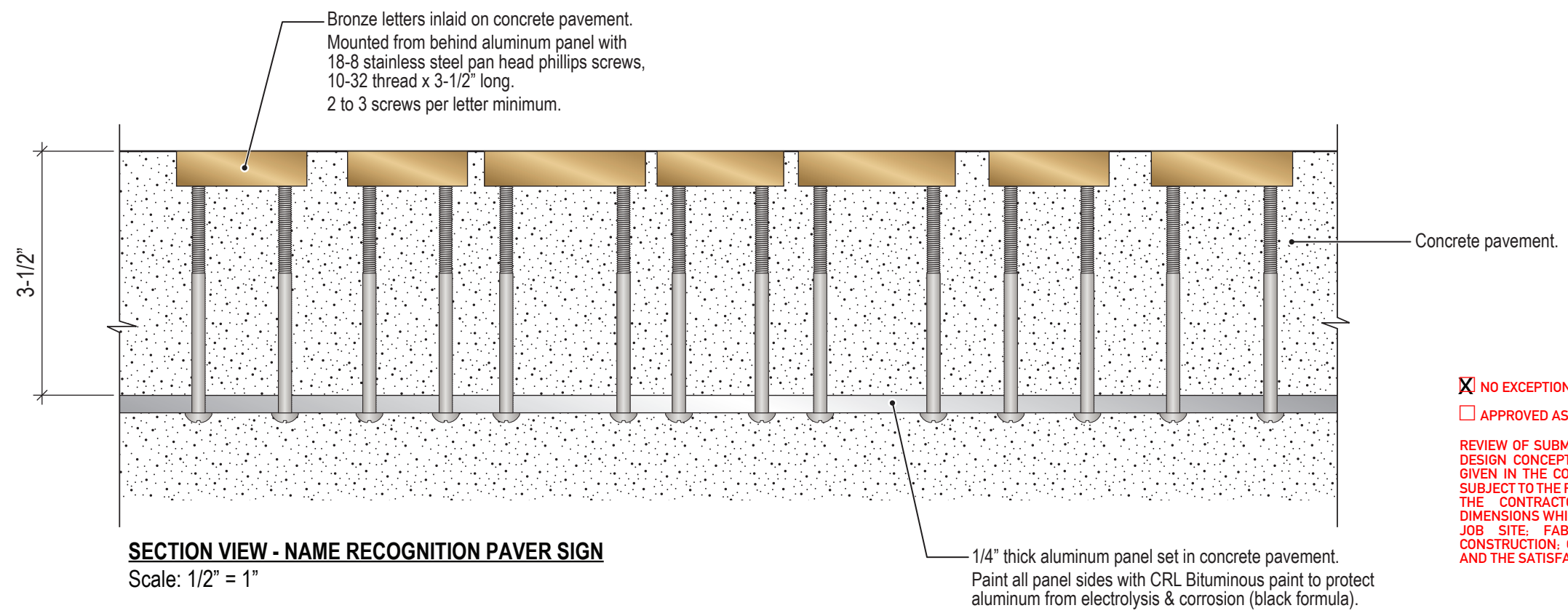
NAMING OPPORTUNITY - BRONZE LETTER INSTALLATION

DATE 9/12/2025



NOTE:
FINAL LOCATION TO BE
COORDINATED WITH FBP





SECTION VIEW - NAME RECOGNITION PAVER SIGN
Scale: 1/2" = 1"

- | | |
|---|--|
| ☒ NO EXCEPTIONS TAKEN | ☐ REVISE & RESUBMIT |
| ☐ APPROVED AS NOTED | ☐ REJECTED |

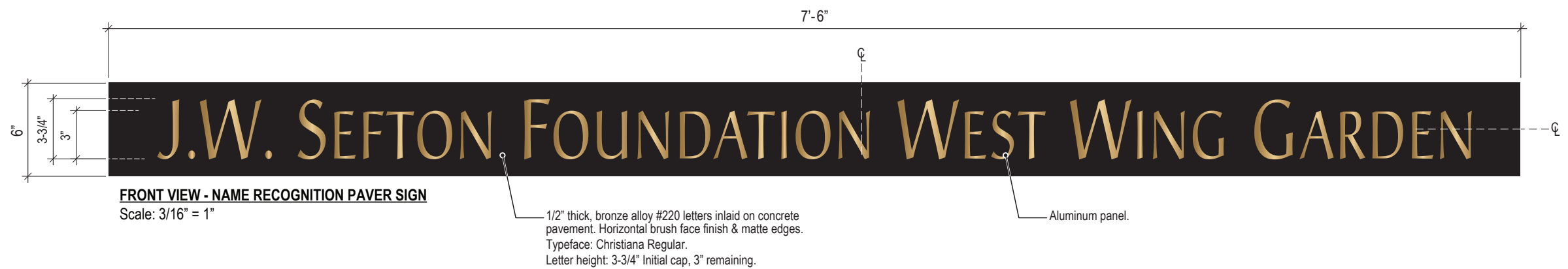
REVIEW OF SUBMITTALS IS FOR GENERAL CONFORMANCE WITH THE DESIGN CONCEPTS OF THE PROJECT AND WITH THE INFORMATION GIVEN IN THE CONSTRUCTION DOCUMENTS. ANY ACTION SHOWN IS SUBJECT TO THE REQUIREMENTS OF THE PLANS AND SPECIFICATIONS. THE CONTRACTOR IS RESPONSIBLE FOR QUANTITIES AND DIMENSIONS WHICH SHALL BE CONFIRMED AND CORRELATED AT THE JOB SITE. FABRICATIONS PROCESSES AND TECHNIQUES OF CONSTRUCTION: COORDINATION FOR THE WORK WITH ALL TRADES AND THE SATISFACTORY PERFORMANCE OF THE WORK.

SPURLOCK
LANDSCAPE ARCHITECTS

FBP-231

SUBMITTAL NO
Ania Armour
REVIEWED BY

JOB NO.
6/24/2025
DATE



FRONT VIEW - NAME RECOGNITION PAVER SIGN
Scale: 3/16" = 1"

This rendering and design is the property of CA Signs and its use is restricted to the original project for which it was prepared. Any reproduction, publication or reuse by any method, in whole or in part, by others is prohibited without the written consent of CA Signs and is a violation of the law and is subject to legal recourse.
Important note regarding digital colors shown: The colors represented on the layouts/drawings are only representations and may vary from the finished product. For actual samples of any displayed color or combination thereof, please contact your sales representative.



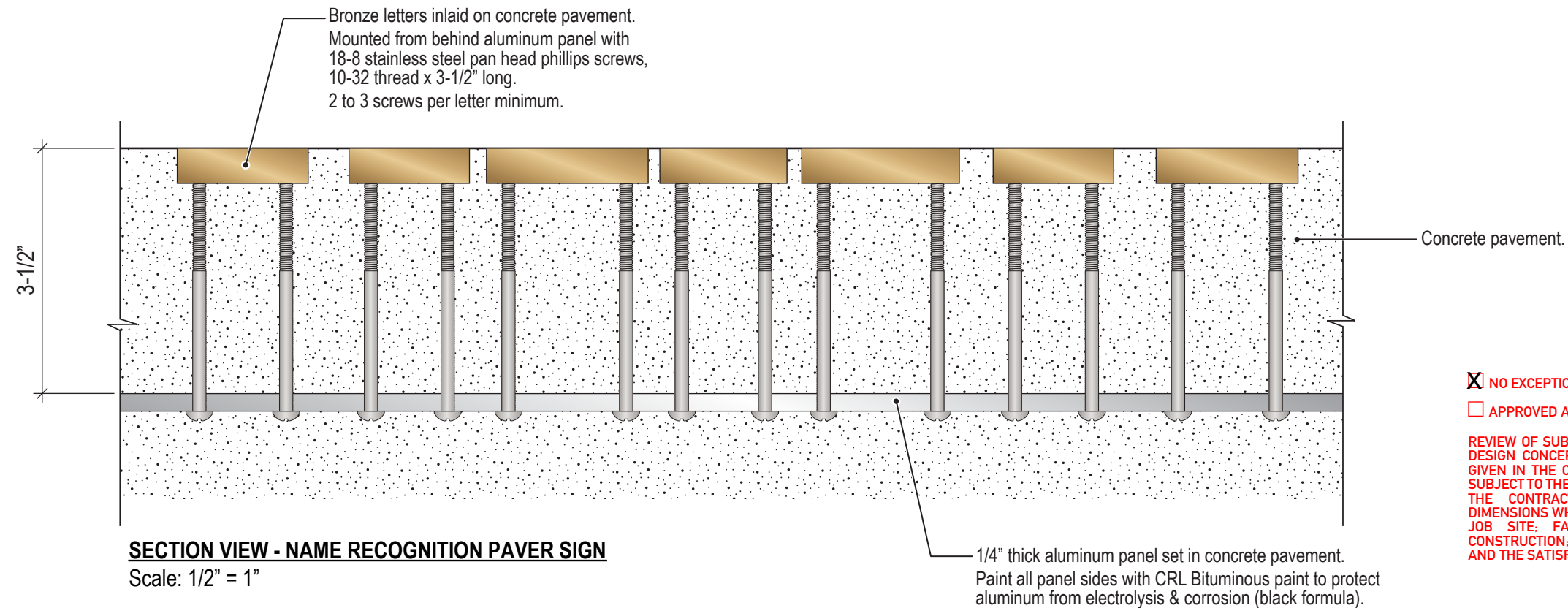
10280 Glenoaks Boulevard
Pacoima, CA 91331-1604
Telephone: 818-899-1888
www.casigns.com

Client Approval:
☐ as submitted
☐ as noted ☐ resubmit
By: _____ Date: _____

Project: Forever Balboa Park
Ref: Paver Letters

Internal Use Only:
Revision ☐ Date: _____
Notes:

Schematic #1
Drawn by: Martin/Chris Date: 06/10/25
Revision ☐ 1 Date: 06/16/25



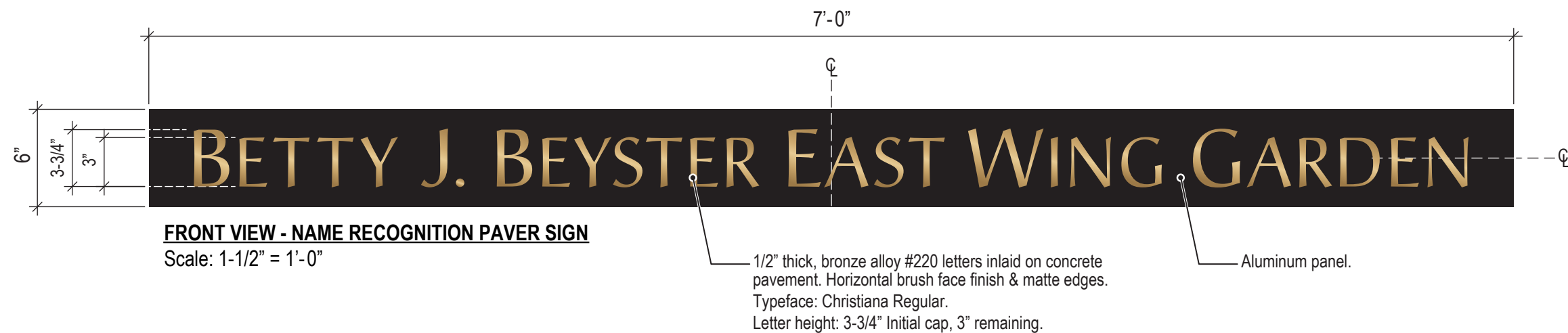
☒ NO EXCEPTIONS TAKEN
☐ APPROVED AS NOTED
☐ REVISE & RESUBMIT
☐ REJECTED

REVIEW OF SUBMITTALS IS FOR GENERAL CONFORMANCE WITH THE DESIGN CONCEPTS OF THE PROJECT AND WITH THE INFORMATION GIVEN IN THE CONSTRUCTION DOCUMENTS. ANY ACTION SHOWN IS SUBJECT TO THE REQUIREMENTS OF THE PLANS AND SPECIFICATIONS. THE CONTRACTOR IS RESPONSIBLE FOR: QUANTITIES AND DIMENSIONS WHICH SHALL BE CONFIRMED AND CORRELATED AT THE JOB SITE; FABRICATIONS PROCESSES AND TECHNIQUES OF CONSTRUCTION; COORDINATION FOR THE WORK WITH ALL TRADES AND THE SATISFACTORY PERFORMANCE OF THE WORK.

SPURLOCK
LANDSCAPE ARCHITECTS

FBP-231
JOB NO.
11/14/2024
DATE

SUBMITTAL NO
Ania Armour
REVIEWED BY



This rendering and design is the property of CA Signs and its use is restricted to the original project for which it was prepared. Any reproduction, publication or reuse by any method, in whole or in part, by others is prohibited without the written consent of CA Signs and is a violation of the law and is subject to legal recourse.
Important note regarding digital colors shown: The colors represented on the layouts/drawings are only representations and may vary from the finished product. For actual samples of any displayed color or combination thereof, please contact your sales representative.



10280 Glenoaks Boulevard
Pacoima, CA 91331-1604
Telephone: 818-899-1888
www.casigns.com

Client Approval:

☐ as submitted
☐ as noted ☐ resubmit

By: _____ Date: _____

Project: Balboa Park Botanical Bldg.

Ref: Donor Recognition Paver

Internal Use Only:

Revision Date:
Notes:

Schematic #1

Drawn by: Martin Date: 10/09/24

Revision 2 Date: 11/06/24