



# CITY OF SAN DIEGO

OFFICE OF  
R. W. FLACK  
CITY MANAGER

SAN DIEGO, CALIFORNIA

October 17, 1936

THE HONORABLE MAYOR AND CITY COUNCIL  
OF THE CITY OF SAN DIEGO, CALIFORNIA

GENTLEMEN:

In Re: Park Rehabilitation

In order to expedite and to receive the advantage more or less of the composite opinion of local citizens, the undersigned exercised the privilege granted in the Charter of formulating an advisory committee upon the above subject. This committee is composed of the following gentlemen: Mr. Julius Wangenheim, Chairman; Mr. George W. Marston; Mr. Fred Kunzel; Mr. W. C. Crandall; and Mr. John Morley.

The attached preliminary report is the result of a great amount of study upon the part of the Committee. It is forwarded as an advice to the City Council only. This office and the Advisory Committee are fully cognizant of the fact that all matters pertaining to the rehabilitation of the Park were finally to be determined by the City Council.

Respectfully yours,

  
R. W. Flack

City Manager

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enc

CITY OF SAN DIEGO

San Diego, Calif.  
October 13th, 1936  
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Mr. R. W. Flack, City Manager,  
San Diego, California.

My dear Mr. Flack:

The Committee appointed by you to advise on the rehabilitation of the Park herewith begs to tender this, its first preliminary report:

At our initial meeting we laid down certain general principles, chief among them being the following:

That the buildings in the Park be used only for cultural activities and such as are natural to a Park. A few exceptions will have to be made to this rule due to previous allotment, and also possibly to the exigencies of the situation in individual instances.

That operations by lessees shall be under the control of the City Manager at all times.

That all leases shall be considered as indeterminate and revocable with the principle established that public right shall at all times have precedence over private or institutional right.

That all expense of maintenance of every kind shall be borne by the lessees and that no expense be entailed on the city, and it shall be the duty of the City Manager to see that all premises are properly maintained.

Based on these principles we have tentatively allocated the Exposition buildings as follows:

MAIN AVENUE

GLOBE THEATRE:

There is a group interested in a plan to rehabilitate this structure and operate it as a Community Theatre. If this should eventuate, we would be glad to make the lease to such group. Otherwise, the buildings are to be demolished and the grounds returned, making it, as before, an attractive integral part of the Park.

THE MEDICAL BUILDING, EAST OF THE TOWER:

The part previously occupied by the Robot is to be given to the San Diego Museum together with a small addition of about 40 feet to the east. The middle portion of the building is to be let to the State Socie-

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MAIN AVENUE

ties for exhibition and meeting place; and the east end facing the Plaza is to be leased to the DeVol School of Art who occupied it before.

THE HOUSE OF CHARM:

The corner is to be leased as a novelty store at a reasonable monthly rental for the purpose of dispensing counter lunches and selling such articles as are applicable to Park use such as films, pop corn, etc. The rest of the building is to be given over to the City Visual Education Bureau, who we are sure can use it to good advantage and supply an attractive exhibit at the same time. We hope there will be room in the building to house the similar County Bureau.

CAFE OF THE WORLD:

This building is to revert to the American Legion, who will give house room to several other collateral agencies and who will display a creditable exhibit, to compensate in part for our breaking over the rule of "Park and cultural purposes."

THE HOUSE OF HOSPITALITY:

This is to be turned over to the Balboa Auditorium Association to be composed of the women of the city. They are to rent their rooms and their facilities to various clubs, charging such reasonable prices as will insure maintenance. They will rent out the auditorium for lecture purposes at reasonable rates, and will conduct a high class restaurant in the dining room and particularly on the terraces in the summer.

THE BETTER HOUSING BUREAU:

The offices occupied by the Exposition Administration will revert to the Red Cross who had occupied them before and who will equip them at their own expense. The rest of the building will be used for occasional exhibits of various kinds, the Rose Show already having spoken for it, likewise the Electric Exhibit and other activities of like nature. The building is to be closed during times when there are no exhibits.

THE FOOD BUILDING:

There has been persistent demand for this building for housing some of the projects of the WPA now scattered throughout the town. These are in the nature of diverse handicraft work and will employ about 400 men and women. This is in no wise a Park Activity and should by right not be allowed in

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MAIN AVENUE

THE FOOD BUILDING (contd):

the Park, but on the other hand we realize that it may be that Civic and humanitarian considerations should be given precedence over aesthetic or recreative ones. We are conscious, however, of certain inadequacies of the building for the purpose requested, such as its relative inaccessibility of location, its lack of heating facilities, and its large open space not conducive to peaceful occupation. Our judgment is against this grant, but our sympathies are in favor of it, and we have as yet come to no definite conclusion.

THE BANK BUILDING:

This is to be held for use of the City Administration or possibly for the Park Board.

NUDIST COLONY:

The fences have been taken down and the rock theatre has been left, and may be used for small outdoor performances or pageants to be let as occasion demands. To be under control of the Park Department.

UNALLOCATED:

There are a number of individual rooms in the second story of the various buildings, and we are using these to allot to various minor institutions who have made application, but we have not had time to go exhaustingly into the matter.

MIDWAY

THE SPANISH VILLAGE:

This is to be let as a whole to a group of Art Associations and artists who will operate it in a colorful way and who may rent out studios, handicraft shops and activities of that nature making sufficient charge to insure the maintenance of the property. It is to be wholly a non-profit institution and defray its own expenses.

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### MIDWAY

#### NURSERY BUILDING:

This is to revert to the Zoo, being on Zoo property. It is wanted by the nursery who operated it before but this matter is left to the Zoo to determine.

#### TENNIS COURTS:

These are to be reestablished where they were before at the expense of the Exposition who removed them. They are to be operated by the Park Department and charges are to be made which will make it self supporting.

#### THE REST OF THE MIDWAY:

This is to be entirely cleaned up and left for the present for such development as the future may dictate.

### PALISADES

#### WATER BUILDING:

This building is to be removed and the cement floor left if it proves practical to use for parking purposes. Otherwise it too is to be demolished and graded.

#### THE HOUSE OF PACIFIC RELATIONS:

This splendid little group is to be maintained under some such organization as Mr. Drugen suggests, but at no expense to the City. We hope it will be as attractive in the future as it has been in the past.

#### THE FEDERAL BUILDING:

This structure having been purchased by the city, is to be left standing to be used in due course as a city auditorium. This may take some time and if in the meanwhile some organization can temporarily use it for recreative purposes that will not give them a possessive right, it might be advisable to at least consider such a plan.

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Mr. N.W. Flack.

## PALISADES

### FORD BOWL:

This is to be under the control of the Park Department and used primarily in the summer time by the San Diego Symphony Orchestra and for such other cultural or other attractions as will adapt themselves to the Bowl.

### FORD BUILDING:

This should be used for exhibits of the larger type such as a yearly industrial fair, an automobile show, flower show and exhibitions of that nature. It should be closed for the rest of the time, but during the period of its occupancy it might be a splendid experiment to have the patio made into a restaurant with an orchestra and tables serving light refreshments. We think it would not only pay but be quite a card for San Diego in its summer time.

The present use recommended for the building will not interfere with the adoption in the future of any other and better plan that may be then decided on.

### PALACE OF ENTERTAINMENT:

The small theatre in this building is to be used by that organization now known as the Barn Players who will use it as centre for a little theatre movement. They are to arrange with the "Troupers" to allow its occasional use by this group. The rest of the building is to be used jointly for a meeting place of various associations, primarily that group now consisting of the Medical Association, the Dental Association, and the Nurses. Arrangements can doubtless be made whereby other similar groups can likewise use this very attractive hall, conspicuously such as the Municipal Employees Association and similar organizations.

### EDUCATIONAL BUILDING:

It is hoped that this may be maintained for the same purposes as utilized during the Exposition in behalf of the Teachers, the Parent-Teachers Association and such like institutions.

### THE PRESS BUILDING:

This is to be given back to the San Diego Floral Association, who occupied it before.

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### PALESADES

#### THE CHRISTIAN SCIENCE BUILDING:

This splendid little building, a contribution of the Christian Science people, is wonderfully adapted for a meeting and exhibition place and we are proposing giving it to the Camera Club who are, however, to allow use and exhibitions by other institutions such as the Stamp Club, the Numismatic Club, etc.

#### THE CACTUS GARDEN BACK OF THE EDUCATION BUILDING:

This is to be replanted so that it ceases to be a sore spot on the landscape. As a cactus garden it is attractive, but it needs planting with more green, and the top white sand which too flagrantly strikes the eye from a distance is to be replaced by brown soil.

#### THE CCC CAMP:

If this is turned over to the City it will provide splendid quarters for the Campfire Girls. One of the smaller buildings has been asked for by the Natural History Society for a work room and we favor granting this request.

#### STATE BUILDING AND GENERAL EXHIBITS BUILDING:

These buildings are as yet unallocated. We have not yet been able to make up our minds as to who should have prior right to them, as there has been such a general demand for them, each applicant giving splendid reasons for his request. It is wanted as an Armory for the National Guard; as quarters for the Veterans of Foreign Wars; as a Federal Music Project; as housing for playground and recreative activities by the Playground Commission, and as a dance hall under proper supervision by the Social Service section of the School Board. We have not as yet been able to decide their respective merits, particularly as to their appropriateness as Park Institutions.

### GENERAL ITEMS

#### LIGHTING:

This will be one of the permanent assets arising out of the Exposition, and we recommend that considerable lighting be maintained. The entire main avenue from the West Gate to the East Gate should be lighted

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### GENERAL ITEMS

#### LIGHTING (contd):

both as to open lights and in the arcades. We recommend that flood lighting be maintained for the Tower and other keypoints on the avenue and that these be used every evening for a few hours. We recommend that lighting in Palm Canyon, in certain small groves, and all the avenues of the Palisades be maintained and used occasionally. That the facilities for flood lighting the Ford Building be likewise maintained but used only during the time of exhibitions.

#### PARKING SPACES:

This is an important matter as much space may be needed at times for automobile parking. We therefore recommend that the section south of the organ, consisting of the present rose garden, the entire space of the Water Palace and the CCC Camp be converted into a parking area, this particularly for use at the organ. We also recommend that the area south of the Ford Bowl and east of the Ford Building be converted into a parking area for use of the Bowl and the Ford Building. Access to this section can readily be had through the Eleventh Street entrance although this road may require widening.

#### PARKING:

We recommend that in the interest of safety and sightliness alike, the experiment be tried of allowing no parking on the already narrow main avenue. Cars to park in the Central Plaza and on the broad avenues.

#### NAMES:

We recommend that we go back to the very romantic names that were used at the time of the first Exposition and which have endeared themselves to the people of San Diego. These included such names as the Prado for the main street, the Plaza de Panama for the large plaza, and Plaza de California for the smaller plaza and so forth.

#### THE GROUNDS:

We recommend that the realignment of the grounds be given considerable thought and left entirely to the Park Department. We would suggest that wherever possible access to the grounds behind the buildings be opened up and emphasized, so that the Park would not be wholly a matter of a street.



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#### GENERAL ITEMS

##### THE GROUNDS (Contd):

There is no question but that some of the most delightful spots in the Park are behind those buildings, and which few people ever see.

##### RIDING ACADEMY:

We recommend that arrangements be entered into for moving the Riding School to some less conspicuous site in the Park, either where they were before, or preferably to some other location more mutually satisfactory.

##### CHILDREN'S PARK:

There is a wonderful section south of the Montezuma Gardens that can be used for children's rendezvous, for nurseries with children, etc. We hope that this can be utilized more fully for the purpose.

##### THE REVISION OF ALL LESSEES:

All the above are to be indeterminate leases even where we have used the words grant, give, revert, let, or any similar expression, and a written lease is to be entered into in each case setting forth the conditions along the lines of the general policy.

We have made no commitments as to the above leases, having no authority to do so. Wherever we have given our sanction to any occupancy it has been with the direct understanding that the matter is entirely in your hands. We tender you this, our report.

Yours,

(Signed) PARK REHABILITATION COMMITTEE  
By: Julius Wangerheim, Chairman

Julius Wangerheim, Chairman.

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ALLEN H. WRIGHT

City Clerk

FRED W. SICK

Report on  
Rehabilitation  
of Balboa Park

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