



**THE CITY OF SAN DIEGO  
MAYOR JERRY SANDERS**

**M E M O R A N D U M**

DATE: September 24, 2008

TO: The Balboa Park Committee  
Agenda of October 2, 2008

FROM: Kathleen S. Hasenauer, Deputy Director, Park and Recreation Department

SUBJECT: The Old Globe Theatre – Signage and Donor Recognition Program

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**SUMMARY**

Issue – Should the Balboa Park Committee recommend approval of the proposed signage and donor recognition program for The Old Globe Theatre Campus?

Deputy Director's Recommendation – Recommend approval of the proposed signage and donor recognition program for The Old Globe Theatre Campus.

Other Recommendations – The General Development Plan for The Old Globe Theatre Campus has been previously reviewed and has received a recommendation of approval by the Historical Resources Board's Design Assistance Subcommittee, the Balboa Park Committee, the Design Review Committee and the Park and Recreation Board.

Fiscal Impact – Funding for design, construction and maintenance of all signage and donor recognition elements will be provided by The Old Globe Theatre.

Water and Energy Conservation Status – The proposed Old Globe Theatre Signage and Donor Recognition Program complies with all water and energy conservation guidelines contained in Council Policy 200-14.

Environmental – The City of San Diego, as lead agency, has prepared a Mitigated Negative Declaration (MND) per State CEQA guidelines for this Project, Project No. 137442.

This project is consistent with the Central Mesa Precise Plan, which has an associated Supplemental Environmental Impact Report dated July 28, 1992, and certified by City Council on October 20, 1992 (R-280919). That document is supplemental to the Environmental Impact Report prepared for the Balboa Park Master Plan, dated November 6, 1986, and certified by City Council on July 25, 1989 (R-274089).

## BACKGROUND

The Balboa Park Master Plan, adopted by City Council on July 25, 1989, guides overall development of Balboa Park. That document also recommends preparation of Precise Plans for areas of Balboa Park that require a greater level of detail. To that end, the Central Mesa Precise plan was prepared, and subsequently adopted by City Council on October 20, 1992.

The Central Mesa Precise Plan is divided into sections that address the various geographic regions of the Central Mesa. These areas include the West Prado, East Prado, North Prado, War Memorial & Zoo Parking Lot, Pepper Grove, and Palisades. The Old Globe Theatre Campus is located in the West Prado area of Balboa Park.

The new General Development Plan (GDP) for The Old Globe Theatre Campus was deemed consistent with the Central Mesa Precise Plan by Staff, and received recommendation of approval by the advisory bodies noted above. The GDP did not contain signage and donor recognition elements at that time. During the community input process, the condition recommended by staff and supported by all advisory bodies was that the signage and donor recognition element of the GDP be reviewed when it was complete. The Old Globe Theatre has now completed their proposal for the signage and donor recognition program and has submitted it to the City for consideration.

## DISCUSSION

The Old Globe has prepared their proposal for the signage and donor recognition program. The program is designed to recognize sponsors from previous capital campaigns as well as the current capital campaign. Many of the elements of the program are enhancements of existing signage and donor recognition, and some elements are new.

The signage can be divided into five categories, which include pavement signage, freestanding signage, small plaques, building signage, and playbills. Descriptions of these elements are as follows.

### Pavement Signage

This category includes bronze letters that are set into new concrete pavement and flush with the surface, and etched granite pavers. The heights of the letters and fonts to be used are described on the attached drawings. These signage elements include:

- Simon Edison Centre for the Performing Arts – 4” high brass capital letters in concrete pavement (Page 4).
- The Old Globe logo – 12” and 9” high brass capital letters and graphic in concrete pavement (Page 5).
- Elizabethan Garden donor recognition (donor to be determined) – 4” high brass capital letters in concrete pavement (Page 5).
- Copley Plaza – 4” high and 2” high brass capital letters in concrete pavement (Page 6).
- Copley Plaza donor circle – granite pavers with dimensions as noted on the plans, 5/8” capital letters with lower case letters etched into granite pavers, letters filled with bronze colored epoxy (Page 7).
- Main plaza donor circle – granite pavers with dimensions as noted on the plans, 1” capital letters (inner two rings) and 3/4” capital letters (two outer rings) with lower case letters etched into granite pavers, letters filled with bronze colored epoxy (Page 8).

### Freestanding Signage

There is one existing freestanding donor recognition sign on the campus that will be refurbished, and one new sign identifying the Conrad Prebys Theatre Center. A photograph of the existing donor recognition wall is shown on Page 9 of the attached signage and donor recognition program. Please note that the existing freestanding sign adjacent to the donor recognition wall (photograph, Page 9) will be permanently removed.

The existing donor recognition wall will receive a new bronze finish. The wall will recognize donors from The Old Globe’s 1992 capital campaign, 2007 capital campaign and 2009 capital campaign. The Old Globe logo will be on the left side of the wall in raised bronze. The donor names will be etched in bronze panels with the letters paint filled. Raised letters above the donor names will identify the capital campaigns. See Page 10 for additional information on the donor recognition wall.

The Conrad Prebys Theatre Center sign will be located in the main plaza (see page 3 for the exact location). This freestanding sign will have a granite-clad base, bronze finished metal posts and a bronze finished metal case. The letters will be translucent white acrylic with LED backlighting connected to a timer. See Page 11 for additional information on the Conrad Prebys Theatre Center sign.

### Plaques

Smaller plaques are proposed for light pole bases, benches and trees.

- Light poles – 10” tall sleeves for light poles will have a medium bronze finish with 3/8” etched capital letters, filled with gold leaf (Page 12).
- Benches – small plaques for benches will have a medium bronze finish with 3/8” etched capital letters, filled with gold leaf (Page 13).
- Trees – Small plaques mounted on posts will have a medium bronze finish with 3/8” etched capital letters, filled with gold leaf (Page 13).

### Building Signage

The Old Globe Theatre campus contains four buildings; the Creative Center (administration building), the Old Globe Theatre, the Lowell Davies Festival Theatre and the new theater building. A new dining pavilion will also be constructed. No changes to the signage at the Old Globe Theatre or the Lowell Davies Festival Stage are proposed at this time. Each building will have signage identifying the building uses and major sponsors.

- Jeannie & Arthur Rivkin Learning Center – lettering for this building will be four inch high prismatic capital letters with a gold leaf finish. The administration offices and box office will also be identified with the same lettering style (Page 16).
- New theatre building – The new theatre building will have signage using five inch high prismatic capital letters and four inch high capital prismatic letters. All letters will have a gold leaf finish. Signage will identify Lady Carolyn’s Pub, the Sheryl and Harvey White Theatre, the Karen and Donald Cohn Education Center and the Donald and Darlene Shiley Terrace (Page 15).
- Dining pavilion - The new pavilion will have signage using five inch high prismatic capital letters and four inch high capital prismatic letters with a gold leaf finish. The sponsor of the pavilion has not yet been identified (Page 14).

### Playbills

One playbill will be located directly above the entrance to the new Sheryl and Harvey White Theatre. The playbill will announce the show that is currently playing. The playbill will be a fabric print with dimensions of approximately ten feet tall by six feet wide. This playbill will change with the shows (Page 17).

Immediately adjacent to the entrance to the Sheryl and Harvey White Theatre will be two small display cases. The display cases will be wood framed and enclosed in glass. The displays are 16 inches by 24 inches. One display will have a playbill for the upcoming show while the other will have the cast and credits for the current show (Page 18).

## ANALYSIS

The Central Mesa Precise Plan (CMPP) Appendix identifies signage requirements for Balboa Park. The CMPP Appendix states the following:

*Buildings with existing wall-mount letters – Buildings with wall-mount letters may continue to have individual letters on the same wall provided the style is Optima Bold using a capital and lower case configuration and the capital height does not exceed the existing capital height on the building with a maximum of 18 inches. Letters must be flush mounted and pinned. A good example of this is the San Diego Automotive Museum letters.*

The CMPP Appendix does not specifically address the color of the lettering to be used on existing buildings. The colors identified in the Appendix are white letters on a Balboa Park Blue background.

The proposed signage for The Old Globe Theatre campus does not utilize the Optima Bold font. However, the proposed font does match the lettering of the existing buildings, namely the Old Globe, Lowell Davies Festival Theatre and the Learning Center. The proposed font is more in keeping with the Elizabethan setting of The Old Globe campus. This campus is also set in its own enclave and is relatively isolated from El Prado.

The Old Globe Theatre campus has existing signage and donor recognition which will be renovated as a part of this proposal. These include the following:

- Several of the existing light poles have or have had donor plaques which will be replaced by the new plaques shown on Page 12.
- Six existing trees that have been removed from the plaza had donor plaques that will be replaced by the new plaques shown on Page 13.
- Several of the existing benches have donor plaques; new benches will be provided with new donor plaques as shown on Page 13.

The former Cassius Carter Center Stage (now demolished) had signage incorporated, which will be reflected in the new theatre building. Former signage included the following:

- Cassius Carter Center Stage
- Shiley Terrace
- Birch Pavilion
- Lady Carolyn's Pub

Park and Recreation Board Policy 1002 addresses gifts of architectural features, works of art and commemorative plaques on park land. Staff does not believe this policy is applicable to the elements proposed in the signage and donor recognition program.

Park and Recreation Board Policy 1102 addresses Balboa Park signs. However, this policy was established in 1975, prior to adoption of the Central Mesa Precise Plan and Appendices. This policy should not be considered in reviewing this proposal.

Park and Recreation Board Policy 1302 addresses park signs and recognition media in Community, Neighborhood and Open Space parks. This policy specifically omits resource based parks such as Balboa Park and Mission Bay Park, and should not be considered in reviewing this proposal.

### ALTERNATIVES

1. Recommend approval of the proposed signage and donor recognition program for The Old Globe Theatre Campus with modifications.
2. Do not recommend approval of the proposed signage and donor recognition program for The Old Globe Theatre Campus.

Respectfully submitted,

Kathleen S. Hasenauer  
Deputy Director

KH/cd

Attachments: The Old Globe Theatre Signage and Donor Recognition Proposal