



# REPORT

## THE CITY OF SAN DIEGO TO THE PARK AND RECREATION BOARD

---

DATE ISSUED: April 9, 2021 REPORT NO: 103

ATTENTION: Park and Recreation Board  
Agenda of April 15, 2021

SUBJECT: Fannie and William Payne Joint Use Field and Community Park

### SUMMARY

Issue – Should the Park and Recreation Board recommend approval of naming of the Pacific Beach Middle School Joint Use Field and hard-court areas within Pacific Beach Community Park to the Fannie and William Payne Joint Use Field and Community Park?

Director's Recommendation – The Department does not take a position on facility naming requests.

Other Recommendations – The following community groups and advisory bodies have reviewed and considered the proposed project:

- **Pacific Beach Town Council (PBTC)** - On July 8, 2020, PBTC submitted a letter of support for the renaming of the Pacific Beach Middle Joint Use Field as the Fannie and William Payne Community Park (Attachment A).
- **Beautiful Pacific Beach (BPB)** - On July 25, 2020, BPB submitted a letter of support for the renaming of the Pacific Beach Middle School Joint Use Field to Fannie and William Payne Community Park (Attachment B).
- **Pacific Beach Democratic Club (PBDC)** - On August 11, 2020, PBDC submitted a letter of support for the renaming of the Pacific Beach Middle School Joint Use Field to Fannie and William Payne Community Park (Attachment C).
- **Pacific Beach Planning Group (PBPG)** - On August 12, 2020, PBPG approved and recommended renaming the Pacific Beach Middle School Joint Use Field to Payne Park (Attachment D). On October 27, 2020, the Pacific Beach Planning Group submitted a letter of support for renaming the park adjacent to the Pacific Beach Middle School Joint Park to honor William Payne (Attachment E).
- **Discover PB (DPB)** – On September 4, 2020, DPB approved supporting the renaming of Pacific Beach Park to Fannie and William Payne Park and submitted a letter of support (Attachment F).
- **Santa Clara/Pacific Beach Community Recreation Group (CRG)** - On November 17, 2020, the CRG approved to recommended renaming the Pacific Beach Middle School Joint Use Field/Community Park to Fannie and William Payne Park (Attachment G).
- **Pacific Beach Middle School (PBMS)** – On January 21, 2020, PBMS submitted a letter of support to the San Diego Unified Superintendent and School Board in support of renaming the Pacific Beach Joint Use Field to the Fannie and William Payne Community Park (Attachment H).

- **San Diego Unified School District (SDUSD)** – On March 8, 2021, the SDUSD Board of Education voted to approve the renaming of the Pacific Beach Middle School Joint Use Field to the Fannie and William Payne Joint Use Field.

Fiscal Impact – The Department anticipates minimal budgetary impact, as one sign would be replaced if the new name is approved.

Water and Energy Conservation Status – The proposed action would not have an impact on water and energy conservation guidelines contained in Council Policy 200-14.

Environmental – This activity is not subject to the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15060(c)(2) as the activity will not result in a direct or reasonably foreseeable indirect physical change in the environment.

## BACKGROUND

The Pacific Beach Community Park and Recreation Center complex was built in 1954. The park complex includes the recreation center, a playground, basketball courts, tennis courts, and passive lawn areas. It is located adjacent to PBMS, which serves the Mission Bay High School cluster of schools.

The adjacent PBMS Joint Use Field is owned by SDUSD and is maintained by the Department's Community Parks I Division through a joint use agreement. Public use of the joint use area occurs outside of school use hours. The joint use area includes a multipurpose, natural turf field.

William Payne was the second Black teacher hired by the San Diego Board of Education. He started his teaching career at Pacific Beach Junior High School, now known as Pacific Beach Middle School. In October 1945, residents and parents collected a petition of 1900 names demanding Mr. Payne's removal to a "more suitable assignment" by arguing there were fewer than 6 Black students enrolled in the school and only two Black families in the community. The Superintendent at the time defended Payne's appointment saying that the teachers with the best qualifications were selected as instructors for San Diego Schools.

Mr. Payne taught at Pacific Beach Junior High and later at San Diego High School, where he taught for 23 years. He later moved to an administrative position for San Diego City College and in 1968 he was hired at San Diego State University where he served as Director of Admissions until he retired in 1976. He died in 1986.

Fannie Payne, William's wife, gave 36 years of service as a teacher and guidance counselor at San Diego schools. After retiring in 1976, she became a volunteer with local organizations and received several awards in recognition of her service. She died in 2008.

## DISCUSSION

In June 2020, community members Paige Hernandez and Regina Sinsky-Crosby created a Change.org webpage (see <https://www.change.org/p/rename-pacific-beach-community-park-as-fannie-and-william-payne-community-park?signed=true>) to request naming the Pacific Beach Middle School Joint Use Area and the hard-court areas of Pacific Beach Community Park in honor of Fannie and William Payne. PBMS students Juliniel Woods and Nuhamin Woldeyes also led the effort. Their efforts are detailed in Attachment L, which includes two articles from PB Monthly and the San Diego Union-Tribune.

The proposed renaming will include the entire joint use area as depicted in Attachment K, and it will also include the hard-court areas of Pacific Beach Community Park, including the basketball and tennis courts. The recreation center and playground areas are not proposed for renaming.

The CRG and PBPG, along with other community groups and community members, have expressed their support in honoring Fannie and William Payne by renaming the Pacific Beach Middle School Joint Use Field and the hard-court areas of Pacific Beach Community Park to Fannie and William Payne Joint Use Field and Community Park. With the approval of the SDUSD Board of Education, the Department seeks action from Park and Recreation Board to determine whether to rename the joint use area and a portion of the park.

The renaming of the Fannie and William Payne Joint Use Field and Community Park complies with the Board Policy 1001, Naming of Parks and Recreation Facilities (Attachment M) and Council Policy 900-20, Naming of City Assets (Attachment N).

ALTERNATIVES

1. Do not approve the naming of the Pacific Beach Middle School and hard-court areas of the Pacific Beach Community Park to the Fannie and William Payne Joint Use Field and Community Park.
2. Recommend an alternate action to naming the Pacific Beach Middle School and hard-court areas of the Pacific Beach Community Park to the Fannie and William Payne Joint Use Field and Community Park.

Respectfully submitted,

*Shelly Stowell*

---

Shelly Stowell  
Deputy Director, Community Parks I Division



---

Prepared by:  
Tyler Canales, Acting District Manager

SS/tc

Attachments:

- A. Pacific Beach Town Council Letter of Support
- B. Beautiful Pacific Beach Letter of Support
- C. Pacific Beach Democratic Club Letter of Support
- D. Pacific Beach Planning Group Meeting Minutes of August 12, 2020
- E. Pacific Beach Planning Group Letter of Support
- F. Discover Pacific Beach Meeting Minutes of September 4, 2020 and Letter of Support
- G. Santa Clara/Pacific Beach Community Recreation Group Meeting Minutes of November 17, 2020
- H. San Diego Unified School District/Pacific Beach Middle School Letter of Support from Principal Kimberly Meng
- I. Letter of Support from Arnold Mantyla
- J. Letter of Support from Dr. W. Ross Stone
- K. Pacific Beach Middle School Joint Use and Pacific Beach Community Park Map showing proposed area of renaming
- L. PB Monthly and San Diego Union Tribune Articles
- M. Park Board Policy 1001
- N. City Council Policy 900-20



## *Pacific Beach Town Council*

1706 Garnet Ave, San Diego, CA 92109

(858) 483-6666 | [pbtowncouncil.org](http://pbtowncouncil.org)

July 8, 2020

To: San Diego City Councilmembers  
City of San Diego Parks and Recreation Board

Cc: San Diego Unified School District

Re: **Renaming PB Community Park “Fannie and William Payne Community Park”**

Dear City Councilmembers et al,

Our Pacific Beach Town Council supports the effort to rename the Pacific Beach Middle Joint Use Field as the “Fannie and William Payne Community Park” to honor their lives, legacies, and the lessons learned from their story. Their strength is worthy of commemoration and we support the efforts of local residents Paige Hernandez and Regina Sinsky-Crosby to do so in a meaningful way.

Fannie and William Payne were both pioneering teachers who dedicated their lives to education. Fannie earned a master’s degree from SDSU in 1964, and after a 36-year career as a teacher and guidance counselor at San Diego schools, she retired from teaching in 1979. Mrs. Payne went on to receive numerous honors for her notable community service including a “Woman of Dedication” recognition by the Salvation Army. She died in 2008.

With a degree from the Sorbonne University in Paris and having taught at the Tuskegee Institute, William Payne became the second Black educator hired by the San Diego Unified School District in 1945. He was assigned to Pacific Beach Junior High where he nobly and effectively educated young middle school students. In a display of demoralizing racism during this time, a group of petitioners had the audacity to advocate for his reassignment to another school.

When presented with the petition of 1900 signatures for Payne's reassignment at a school board meeting, the Superintendent of Schools, at the time, stood firm and the petitioners were rightfully denied. Payne later went on to teach at San Diego High where he finished out his distinguished 25-year career in public schools. He died in 1986.

Having endured heart-wrenching racism and unconscionable pushback from petitioners in 1945, Fannie and William Payne rose above it all and lived out exemplary lives worthy of acknowledgement in Pacific Beach and beyond. Their lives remain an illustration of honor, integrity, and resilience, and we, the PBTC, fully support their commemoration and remembrance in the renaming of this park next to P.B. Middle School. As city councilmembers, we hope you will support this effort too.

Sincerely,



Brian White  
President, Board of Directors  
Pacific Beach Town Council  
[pbtowncouncil.org](http://pbtowncouncil.org)



July 25, 2020

Dear Ms. Hernandez and Ms. Sinsky-Crosby:

Equity is central to the purpose of beautifulPB. Our goal is to promote diversity in Pacific Beach as we work to improve sustainability and mobility in our community. We recognize that Pacific Beach is not always a welcoming place for people of color, and has historically been a neighborhood that actively excluded non-white people through mechanisms such as racial covenants, which required PB homeowners to be white.

One way to correct this legacy of racism is by acknowledging the contributions of people of color in Pacific Beach. William H. Payne was the second Black educator in the San Diego Unified School District, and taught at Pacific Beach Junior High in the 1940s. At the time, parents in the community were so upset at the idea of a Black person teaching at the school that they presented a petition with 1,900 signatures to the school board. They asked for Payne to be removed from his position and reassigned elsewhere.

When School Superintendent William Crawford refused the request to reassign Mr. Payne, the group of parents appealed to state officials. Fortunately they were unsuccessful, and Mr. Payne continued his career in public education through the 1970s. After retirement, he continued to serve the San Diego community through work with the American Red Cross, Episcopalian Community Services, California Association of School Administrators, the YMCA and the California Retired Teachers Association, until his death in 1986.

Mr. Payne's wife, Fannie J. Payne also worked in public education for San Diego schools for over three decades. Among other roles, she was a teacher, counselor, and vice principal before retiring in the 1970s. Like her husband, Ms. Payne devoted extensive time to philanthropy and community service following retirement, including positions on board of directors for Goodwill Industries and St. Paul's Senior Homes.

Renaming the Pacific Beach Middle Joint Use Field (Pacific Beach Community Park) as "Fannie and William Payne Community Park" honors their contributions to Pacific Beach and to the greater San Diego community. BeautifulPB supports the park renaming, and thanks Paige Hernandez and Regina Sinsky-Crosby for their work leading the renaming effort.

Sincerely,

A handwritten signature in black ink that reads "Katie Matchett". The signature is written in a cursive, flowing style.

Katie Matchett  
President, beautifulPB



August 11, 2020

Dear Ms. Hernandez and Ms. Sinsky-Crosby:

Pacific Beach Democratic Club represents members throughout Pacific Beach, Mission Beach, Bay Ho, Bay Park, Crown Point, and Mission Bay. While democratic clubs across the County typically focus on elections and promoting democratic candidates, this Club views the work of creating a more equal and harmonious community that supports and celebrates diversity as an equally important responsibility.

We recognize Pacific Beach's history of discrimination towards non-white people and that beach communities throughout San Diego hold a shameful history of redlining neighborhoods, making home-ownership impossible for non-white people, and effectively enforcing segregation throughout the County. We also recognize the important work we have ahead of us as a community of correcting this history.

As part of this work, Pacific Beach Democratic Club supports renaming the Pacific Beach Middle Joint Use Field (Pacific Beach Community Park) as the "Fannie and William Payne Community Park."

The story of the Paynes is one that should be remembered and memorialized. William B. Payne was hired in 1945 to teach at Pacific Beach Junior High, and white parents fought his employment immediately. They gathered over 1,900 signatures requesting the removal of Payne, simply because they believed he did not belong at a beach community school due to the color of his skin. When School Superintendent William Crawford declined to terminate Payne's employment, the parents appealed to the California Board of Education, and fortunately, the State stood with the Superintendent. Payne continued on to teach in Pacific Beach and at San Diego High for 23 years, as well as working at San Diego City College and SDSU.

His wife, Fannie J. Payne, also worked as an educator in San Diego for over four decades. In addition to working as a teacher, in-school counselor, district resource teacher for Special Education, district counselor, and vice principal, she also achieved advanced degrees and post-graduate training from NYU, USC, UCLA, and SDSU. She went on to join the Board of Directors of Goodwill Industries and was one of the four original Board members of St. Paul's Senior Homes and Services.

In order for our beautiful community to move forward from this ugly history of racial discrimination and exclusion, we must make conscious efforts to remember and celebrate leaders like the Paynes, who gave so much back to a community that fought them. It is very suiting that the park next to the middle school in which Payne taught carry that name and legacy.

Our Club members and Executive Board would also like to thank and recognize community leaders Paige Hernandez and Regina H. Sinsky-Crosby for leading this effort and pushing local community groups to take actions that will strengthen diversity and inclusion in Pacific Beach.

Sincerely,

A handwritten signature in black ink that reads "Christie Davis".

Christie Davis

President, Pacific Beach Democratic Club

**Pacific Beach Democratic Club**

[pbdc92109@gmail.com](mailto:pbdc92109@gmail.com) · PO Box 9384, SD 92169 · [www.pbdemocrats.com](http://www.pbdemocrats.com)

Meetings: 1st Thursdays, 6:00 P.M.

# ATTACHMENT D

Pacific Beach Planning Group

[www.pbplanning.org](http://www.pbplanning.org)

met on

Wednesday, August 12, 2020: 6:30 PM

via Zoom Conference

Attending \* Numbers indicate Board members

1 Ed Gallagher

2 Adrienne Gallo

3 Paula Gandolfo

4 Carolyn Chase, Secretary

Richard Schwartz

Cathie Jolley

Dave Schwab - Beach & Bay Press

Denise Friedman

Mark Christopher

5 Karl Rand, Chair

Maria Garcia

6 Brian Delon

7 Joe Bettles

Brian Curry

John Lilya

J Lilya (Mrs.)

John Thickstun

Michele Knapp

8 Grant LeBeau

Regina Sinsky

Michelle Valk, Assemblymember Gloria

Kathy Archibald

Brian Lewis [ThinkBrian.com](http://ThinkBrian.com)

9 Marcella Bothwell

10 Scott Chipman

6:30 pm quorum

11 Jonathan Cole

Eve Anderson

Call to order

Greg Daunoras

12 Brian White

13 Jessie Beckman

Barbara Bailey

Deborah Marshall

Paige Hernandez

Brian Lewis

Jim Marshall

14 Jim Morrison

Mark Hirshfield

Acacia Clark  
Jordan Beane - Councilmember Campbell's office  
Jim Gottlieb  
Christie Davis  
15 Steve Pruet at about 7:20pm  
Wendy Gelernter  
Larry Stowell  
Andrew Meyer, Audubon  
Karin Zirk

Item 1 - Call to Order at 6:32pm , A Quroum is 9

Item 2 Non-Agenda Public Comments

Issues not on the Agenda and within the jurisdiction of PBPG

- Eve Anderson - Congratulates Karl and Planning Group and PB about the article re trying to save the mosaics on the old Home Savings Building.... By next month should have a complete list of block captains for our Garnet project. Shop Locally!

- Brian Curry - latest redition of what we want to do on the Rec Center "Tree of Life: mosaic

Item 3 Current Agenda - Modifications and Approval

6:35pm

Motion by PG/MB to change order of items to move Item 12 up to the beginning of the meeting

Motion passes 8-4-1 JB abstaining, MB, JB, SC EG voting No MOTION passes, Chair not voting

ITEM 12 - taken out of order next: Procedures and Rules of Order: (Information Item)

Paula Gandolfo will discuss Rules of Order and decorum.

PG read a statement about the Brown Act and Roberts Rules for maximum fairness to all... and requested we schedule a presentation on Roberts Rules and the Brown Act. Doesn't feel our votes are truly transparent and now we have new Board members and some may not be playing with the same set of rules and we should work with the same set of rules.

Chair - COW Training is available onilne and includes the Brown Act it's required for all members and good to review from time-to-time; I fully support this kind of training. Suggested we contact local Chapter of Paliamentarians a non-profit to do the training.

Electronic Community Orientation Workshop (E-COW) training online a (includes Brown Act): <http://www.sandiego.gov/planning/community/resources/cow/ecow.shtml>

To meet the criteria for indemnification, a COW or ECOW must be completed within 60 days of being elected.

Item 4 July 8, 2020 Minutes - Modifications and Approval

Minutes Approved All in Favor, no changes, Chair not voting

6:52pm Item 5 PBPG Chair's Report by Karl Rand

Re: STVR details of ordinance based on Campbell's deal with Expedia are still being drafted. Once drafted we should have a Special Meeting. Tier 3 investor-owned unit restrictions for specific communities are being sought by local community reps or they plan to oppose it.

Chase Bank Mosaics - good article and I feel we have to try and be ready to save the mosaics since it's unclear the building could be saved. It appears they plan to build a smaller building in front of the current one (into the corner)

3535 Promontory issue - voted against this after second review. The Community Plan could prevent the applicant from doing a curb cut on Ingraham.

Item 6 PBPG Vice Chair's Report by Jason Legros (absent) CPC update

Item 7 – 6:57 pm Development Project Reviews (Action Items)  
Moderator: Development Subcommittee Chair Marcella Bothwell

7a. #664335: 3983 Kendall Street

Presenter: Maria Garcia, owner

Description: Process 2 Coastal Development Permit to convert a previously permitted guest quarters currently under construction into a permitted Companion Unit. The 0.11 acre site is located in a RM-1-1 Zone. The Development Subcommittee recommended approval 2-0 at the August 6 meeting. In a Transit Priority Area. Corner of Kendall & Fortuna

MOTION to approve JM/JB All in favor, Chair not Voting

7:06pm

7b. #652342: 4928 Crystal Drive

Presenter: Mark Hirshfield

Description: Process 3 Coastal Development Permit to remodel and add square footage to an existing dwelling, and to convert a portion into a Companion Unit, and to convert the existing garage into living space. The 0.153 acre site is located in a RM-1-1 Zone. The Development Subcommittee recommended approval 2-0 at the August 6 meeting. Convert the duplex to a single family unit and an ADU. Convert 2-car garage to kitchen/living area; Convert driveway to permeable surface.

New configuration will be: 5 bd/3 ba with 1 bd ADU and new landscaping; 2 tandem spaces - current garage was not used for parking; FAR is 0.75

MOTION to Approve AG/EG 12 - 2 - 1 PG and SC voting no SP abstained due to late arrival  
MOTION passes, Chair not voting

41 participants

7:25pm

7c. #645140: 3810 Crown Point Drive

Presenter: Mark Christopher, Architect

Description: Coastal Development Permit to demolish a single family residence, attached one car garage and carport, and to construct a 4324 square foot two story single family residence with a basement, guest quarters, roof deck and an attached 426 square foot Companion Unit. The 0.126 acre site is located in a RM-1-1 Zone. The Development Subcommittee recommended approval 2-0 at the August 6 meeting. 2- car garage and one additional space

outside. Flexible number of bedrooms from 1 to 3;

Lots of features; partial basement; hot tub.

MOTION to approve: JM/SC 13-1-0 Chair not voting and EG voting No; Chair not voting

7:40pm

Item 8 – (was scheduled for 7:30) Streets & Sidewalks Subcommittee Update (Action Item)

\* Chair's Report: Jessie Beckman showed photos of new lifeguard parking/signs, quite a few accidents along Beryl at Kendall; Heard from Gary Pence, traffic engineer to do a traffic study that could take 90 days; 1109 Tourmaline regarding dispute over sidewalk repair; City has 3 different plans and they want our input on our design. Will present at the Sept Streets & Sidewalks meetings and then at the full board in October where we can take a vote on a plan. Regarding timing at I-5 exit by Jefferson Pacific where sometimes cars are backing up on to the freeway during rush hour. If you observe issues, let her know.

7:43pm

\* Flooding problem update by Scott Chipman emailed and showed photos related to flooding near Mission Bay High. Came up in 2013 and he also sent the letter we sent at that time. Came within a foot of flooding the football stadium. They clean out the ditch about every 4-5 years and then it grows in again and floods. Sad that the city can't put it in regular maintenance schedule; some is cement and easier to clean; some is dirt and will always grow back. Ask for urgent cleaning of the ditch (where urgent would probably still take 6 months) and if they wait it will cost more.

Jordan Beane - Council 2 - we hope to make progress

7:48pm

\* Slow Streets proposal for Hornblend by Ed Gallagher

I've been speaking with Jordan in D2 about expanding it and I haven't found a lot of criticism about it. Proposed to expand Slow Streets from Diamond St - South along Bayard / East-west along Hornblend St

A 3 mile walking/jogging/biking U-shaped loop and creates more open air space

MOTION EG /SP Letter to City Council/Mayor recommends immediate expansion of Slow Streets program in PB by adding:

Hornbland St from Noyes to Bayard and Bayard St from Hornbland to Diamond thereby creating an approx. 3 mile-long U-shaped Slow Street

Q - what happens exactly when it becomes a Slow Street?

A - They closed Diamond St to close traffic; people who live there can use it as it is. What happens is they put up signs.

AG - Have the residents along the streets been consulted? I'm all in favor along HB but I have questions about Bayard.

D2 - there's a process to go through

PG - Hornblend is a great candidate and it's way to spare communities from cut-through traffic and route it via Grant or Garnet...

SC - Could we separate Hornblend from Bayard? Don't support the loop idea, it's just streets

GL - how about not being specific, but just supportive of adding streets.

VOTE: 11- 3-0 voting no: SC, CC, AG Motion passes, Chair not voting

8:03pm - 37 people attending

Item 9 – (was scheduled for )7:50 Community Park Renaming Proposal: (Action Item)

Paige Hernandez and Regina Sinsky-Crosby will present a proposal to rename the PB Community Park the "William Payne Community Park" under City Council Policy 900-20 that states the criteria and process for naming parks and other places in the City. Has been endorsed by PB Town Council, beautifulPB, PB Democratic Club and Payne's godson.

The proposal is to name the PB Community Middle Joint Use Field Payne Park after the first black teacher in PB in showed UT articles titled: "Hiring of Negro Teacher Defended" from Sept 1945; And in Oct "1900 Beach Dwellers Insist on Negro Teacher's Removal" with the racist idea that only black students needed black teachers. He was the second black teacher hired, the first man; the first was Lorraine Von Lowe in 1942; He died in the 1970s. They asked 1900 signers for the petition to rename the park to "Fannie and William Payne Park" as a symbolic act to reaffirm people of color in our community and speak out against past hate. 2719 have signed so far.

Chair Notes: City Council member has asked for our recommendation.

MOTION CC/JM to recommend renaming the park to "Fannie and William Payne Park"  
14-0-0 All in Favor, Motion Passes, Chair not Voting

8:20pm

Item 10 – (Scheduled for 8:20pm) Land Use Planning Subcommittee Report: (Information Item)

Chair Carolyn Chase and Steve Pruett will provide an update on the Subcommittee's actions regarding the City's Complete Communities proposals and the California Legislature's pending land use bills.

CC - summarized the packages of the Park Master Plan & Complete Communities Housing Solutions programs, changes to Development Impact Fees (DIFs) and increasing density and FARs along Transit Priority Areas in an opt-in program. 30 foot height limit stays in place and Process 2 and above reviews in the Coastal Zone stay in place. Height limits removed in the rest of the city (except airport restrictions).

Goal is to incentivize developers to build more and more affordable housing by reducing Development Impact Fees and increasing allowable Floor Area Ratio (allowing bigger building envelopes); They also reduce public review for projects in the program except in the Coastal Zone. Significant public comments have been made by independent park planners and affordable housing experts and planning groups suggesting many changes. These comments have been posted to our board email list and can be emailed upon request.

The Housing Program reduces all four DIF areas (parks, libraries, transportation, fire) for units from 500 - 1250 sq ft on the sliding scale where units of 500 sq ft or less are zero DIFs and the DIFs begin to decline at 1250 sq ft.

There are two major changes in the Park Plan and many other important "minor" ones:

The main change is removing the land-based standard for parks and replacing it with a Points-based system that is designed to add infill items into existing acreages. This is controversial and the city has made some adjustments to the system but it fundamentally changes planning for increased park acreage and biases planning towards filling in open areas. It also removes language from the Recreation Element that protects public parks from

commercialization.

The other major change is decoupling growth-related DIFs from the communities where the growth occurs. These funds are not supposed to be used for existing deficiencies. The city says they will be used for improvements. They are doing this now for parks and I've been told they plan to do it for fire and libraries as well. The DIFs would be preferentially allocated to "Communities of Concern" defined by 35 indicators related to the Climate Action Plan and Equity Index. The LUP supports equity and the underlying problem is underfunding of parks.

This is an INFO item tonight to take questions and urge you to get answers to any of your questions now, or before it comes back as an action item.

8:35pm Questions and Comments

Chair - looking to do a Special Meeting to take Actions

PG - need to address the loss of water, plans should deal with storm water

SP - We need consider the entire basket of changes together and also what's happening at the State.

M Valk - Assembly has made amendments and sent back to the Senate and has to pass both houses by Aug 31. Gov has to sign or veto by Oct 1. A lot of bills went to the Local Gov Committee except SB1085 Skinner and SB899 each went to Housing Committee SB1385 died in Committee. We are in the second year of the session.

SP - we'll address the Assembly bills at our LUP meeting on Tuesday so would like to have a Special Meeting next week so we can take action at the Board level as soon as possible to the State.

8:50pm - 29 people still online

Item 11 – (scheduled at 8:50pm) ReWild Mission Bay Project Update: (Information Item)

Andrew Meyer will provide an update regarding the Supplemental Environmental Project (SEP) proposal by the City as part of the Tecolote Creek Discharge Settlement Agreement. The ReWild project looks at what Mission Bay used to be (in 1857 it was mapped as Bahia Falsa) and showed photos from the 1930s, 40s showed concept map from 1949 that didn't exactly happen when Mission Bay Park went in with dredging and piling up islands here and there. Did a ReWild Mission Bay Feasibility Study with a grant from the Coastal Conservation and USFWS for doing wetlands restoration. It's online at [ReWildMissionBay.org](http://ReWildMissionBay.org) and looked at NE corner of Mission Bay. Advocating now for Alternative 3: Wildest as one of the best locations in the city for wetlands restoration. It has the key components with fresh water from Rose Creek and tidal area. Regarding sea level rise in State Tidelands - shows City of San Diego Vulnerability Assessment from July 2019. It's a critical component we need to think about with PB and Mission Bay. Alternative Commits the City to a new- equally-analyzed alternative, 80 more acres of tidal marsh by 2100 with sea level rise (in addition to existing Kendall-Frost area). Includes upland and transitional zones for the marsh. Refocuses the project on water quality improvement.

In January of 2016 a damaged sewer spilled raw sewage into Tecolote Creek - almost 7 million gallons for about 5 days into Mission Bay. The Regional Quality Control Board negotiated a settlement of \$2.5 million and agreed to fund about \$1.25 million supplemental environment report. Includes additional millions in sewer upgrades so it doesn't happen in the

future.

City is submitting proposal to the Regional Board for the Supplemental Environmental Program (SEP). There's a lot in it.

City is committing to analyze a new Alternative in the De Anza process at an equal level to the others.

Shared past comments related to this area from 2016 and 2017: Scenery objectives; foster ecotourism; recognize water quality improvements as the primary performance objective; increasing habitat; plan with sea level rise; promote public access esp. for bike and pedestrian access. Other comments related to recreation are not addressed in this SEP. Lots of groups are supporting the ReWild Coalition

The SEP was released in Mid-July and public comment ended August 10th. The Regional Board may hear on Sept 9th. This is a water quality violation settlement so the Regional Board has to approve as it moves forward where City Council will make a choice between the alternatives. Settlement says implementation of SEP is to be completed within 36 months. The SEP adds a new Alternative to the De Anza process.

CC - Make sure the notices for the new De Anza EIR are sent to the PBPG in time to decide to recommend an alternative or not.

JB - what can we do to help this process?

AM - There's time for public comment at the Regional Board on Sept 9th it would be great to have comments there. The plan for the uplands areas is uncertain and I would suggest directing comments toward that area. That's our chance to get a better alternative from the City. C3 has done a plan showing how other uses would work with this Alternative.

JB - what about the Coastal Commission

AM - Coastal Commission hasn't weighted in since City hasn't released the EIR yet.

NOTE: Item 12 was moved to the beginning of the meeting

9:19pm - 25 people still online

Item 13 – (scheduled for 9:05) Government Representatives' Reports:

Jordan Beane for Councilmember Campbell, Currently on August recess; next Council meeting is on Sept 1 and not sure what the docket is yet.

Michaela Valk for Assemblymember Gloria: I spoke about the schedule earlier. Those over 70 rec'd a year extension for their driver's licenses.

Item 14 – (Scheduled at 9:20) Adjourned at 9:26pm

Thanks to all!

Upcoming Meetings:

Land Use Planning Subcommittee: Tuesday, 4:30-6pm

Streets & Sidewalks -- August 26, 2020

Development Review – September 3, 2020

Full PBPG -- September 9, 2020

--



## Pacific Beach Planning Group

[www.pbplanning.org](http://www.pbplanning.org)

October 27, 2020

**To: Andrew Fields, Director, San Diego Parks and Recreation Department  
Bruce Martinez, Deputy Director, San Diego Parks and Recreation Department  
Board Members: Ron Cho, Nick Anastasopoulos, David Baron, Jon Becker,  
Katherine Johnston, Dennis Otsuji, Richard Gulley,  
Bobby Hughes, Noli Zosa and Marcella Bothwell**

**Re: Support for Renaming Pacific Beach Community Park to Honor William Payne**

On August 12, 2020, the Pacific Beach Planning Group ("PBPG") voted unanimously and enthusiastically to support the renaming of the Pacific Beach Middle School Joint Use Park to honor William Payne. Our vote was taken in conjunction with a full public hearing on the renaming proposal. The Pacific Beach community strongly supports this proposal. In PBPG's capacity as a City Recognized Support Group under Council Policy 600-20, we urge the Park and Recreation Board to approve the written package requesting this name change.

William Payne was, by all accounts, a great educator and an extraordinary person. His civic spirit, courage and professionalism should rightfully be recognized, shared and celebrated by future generations of PB residents. His experience as the first Black teacher at a public school in Pacific Beach is of enormous historical significance to our community. Learning and preserving our local history, including the unpleasant parts, are essential for developing and maintaining the good character of our community. The petition that was circulated in 1945 by PB residents that sought to remove Mr. Payne from his teaching position at PB Junior High School is a historical event that should not be allowed to fade into obscurity. The uncommon courage and dignity that Mr. Payne brought to our community at that time should be recognized and celebrated now and well into the future.

Fortunately, we now have this special opportunity to recognize Mr. Payne's character and contribution to our community. We can posthumously extend to him a permanent welcome to our community. Naming the park adjacent to PB Middle School in his honor is an appropriate way to do that. PBPG urges the Park and Recreation Board to approve the written package under your Board Policy No. 1001 requesting this name change.

Respectfully,

A handwritten signature in black ink, appearing to read 'Karl Rand', is written over a light blue horizontal line.

Karl Rand, Chair  
Pacific Beach Planning Group

Cc: Councilmember Jennifer Campbell  
Paige Hernandez  
Regina Sinsky-Crosby



## BOARD OF DIRECTORS SEPTEMBER MEETING MINUTES

September 4, 2020 at 12 pm, 1503 Garnet Ave

Per executive order N25-20 of the Governor, this meeting will be held via teleconference at the following link:  
<https://us02web.zoom.us/j/84660003078?pwd=dHMwa1JLa3p3ODk5QWc3dWhJOXJFdz09>

**Board Members in Attendance:** Tim Prüsener, Joe Bartling, Anthony Kruk, Eric Marenburg, Warren Kucker, Brian Curry, Billy Ramirez, Mark Morris, John Anderson

**Staff in Attendance:** Sara Berns, Becca Kuntz

**Guest in Attendance:** Jordan Beane, Margy Goodman, Paige Hernandez, Jason Weisz, Regina Sinsky-Crosby

T. Prüsener called the meeting to order at 12:04 pm.

### Introductions/Sign in

### Public Comment/Non Agenda Announcements – NONE

### Additions to Agenda – NONE

### Political Representative's Reports –

- District 2- Jordan Beane explained Sept 15 is the end of recess and they will be back in business. He is here to listen and take any questions from this group. Continuing to try and provide the basic services provided by the city of San Diego. The budget continues to be an issue with COVID times. Parking enforcement will be pushed back to October 1st. Glad to see people are taking advantage of the parklet options.
  - Billy asked for more police enforcement if possible around the hospitality and beach area. We need more police presence which has been requested time and time again and he wanted to voice that need again.
  - Jordan said he will voice those concerns back in their office.
- Senate District 39 - Jason Weisz the legislature has delayed everything until midnight. He wanted to check in with us on how we are doing and how the state is doing. Have you had any issues with state agencies? Please connect with him or let him know if there is ways they can help.
  - Sara explained she's been working with the SD Event Coalition on developing guidelines for events to reopen safely. Right now there is no drop down option for events coming from state guidelines.
  - Jason said these guidelines are direct from the governors office. They are concerned that businesses open back up in the right way. We want to go slow, but I will check in with his office about events. It will likely be a more slow moving reopening.

### President's Report –

- T. Prüsener still not much to report due to COVID. We have tried to go strong with our committees as we move along so we can continue any progress.

### Community Partners Reports

- PB Town Council – B. Curry said PBTC is currently looking for nominations for their board as well if you know anyone who is interested. PBTC is working on weed abatement and cleaning up trash cans. They are trying to get curfews in places for Fanuel Park and PB Park. Things are on track. Doesn't know what the program will be for the monthly meeting, but there will be a video from the artists working on a mural for the rec center.
- PB Farmers Market – E. Marenburg explained things with the Farmers Market have been good the past few weeks. Good improvement with the vendors. All the cleanup time of the transition is about finished. We are going to see close to 40 vendors today. Market has gone from break even point and is heading in the direction of making income.

### Previous Board Meeting Minutes Approval

- T. Prüsener reviewed minutes from August 4, 2020 Board of Directors meeting.

- *M. Morris made a motion to approve the August Meeting minutes as is. B. Ramirez endorsed the motion. Motion passed 7/0/1 (A. Kruk abstained)*

### **Financial Report**

- S. Berns reviewed July 2020 Financials. We are seeing about 25% decrease in BID funds. There has been a small income from the Farmers Market. PBTC donated \$3,000 to cover the cost of adding Sunday to cleaning contract over the summer.
  - *W. Kucker made a motion to approve the July 2020 financials as is. A. Kruk endorsed the motion. Motion passed 8/0/0*

### **Presentation on and should board support renaming of Pacific Beach Park to Payne Park**

- Paige from BlackandBrownPB gave an introduction about herself. Paige explained they are interested in changing the Pacific Beach Park name to Payne Park. The proposal aims to rename it after Fannie and William Payne and Paige gave a detailed presentation of the couples history in Pacific Beach. This would be a symbolic action. It won't undo the years of racial harm against the Payne family. This could be a big first step for this community that has been largely quiet on black issues. Over 2700 people have signed the change.org about changing the name. She explained the support that this proposal has received already from other community groups like PB Dems, PBPG, and beautifulPB
  - Billy asked if they would consider including the word "community" before park.
    - Paige said she is not opposed but final naming would actually come down to parks and rec and the city.
  - Tim expressed the importance of this move for historical context and moving forward.
  - Mark asked if there are any other proposals for name changes of the park.
    - Paige has not heard of any of these so far.
  - *T. Prüsener made a motion that the board should support renaming of Pacific Beach Park to Fannie & William Payne Park. B. Curry endorsed the motion. Motion passed 8/0/0.*

[J. Anderson joined the meeting.]

### **Committee Reports**

#### **• Organization Committee**

- E. Marenburg gave the report on eligible delegates-Discover PB announced elections at the August 4<sup>th</sup> meeting. Eligible delegates were members and associate members current as of June 30<sup>th</sup> 2020  
Election announcement was mailed to all delegates Aug 11<sup>th</sup>, was published in the Beach and Bay press Aug 5<sup>th</sup> and Aug 21<sup>st</sup>.
- Present and vote nominating committee report on candidates for 2020 Ballot (\*report will be made available at meeting or by contacting 858-273-3303) -
  - T. Pruesener stated the nominating committee has nominated the following candidates
    - Eric Marenburg
    - Randall Engstrom
    - Joe Bartling
    - John Anderson
    - Brian Dunlap
  - *M. Morris made a motion to approve the nominating committee report on candidates for 2020 Ballot. W. Kucker endorsed the motion. Motion passed 7/0/2 (Eric and John abstained).*
- Review and vote on nominations from delegates
  - S Berns stated that Grant Cooper from Crest Liquor and Wilbur Lai from Ocean Park Inn are eligible delegates that submitted letters to nominate themselves
  - *B. Ramirez made a motion to approve both delegate nominations for 2020 Ballot. E. Marenburg endorsed the motion. Motion passed 9/0/0*
- Request and vote on nominations from public
  - Margy Goodman from Margy Rose yoga nominated herself from the floor. She wants to get more connected to the community and be more of service.

- *A. Kruk made a motion to approve M. Goodman nomination for 2020 Ballot. J. Anderson endorsed the motion. Motion passed 9/0/0*
- Accept and adopt recommended slate of candidates to be placed on 2020 ballot and prepare as outlined in bylaws
  - *T. Prüsener made a motion to accept and adopt the recommended slate of candidate to be placed on 2020 ballot and prepared as outlined in bylaws. B. Curry endorsed the motion. Motion passed 9/0/0*
- **Promotion Committee**
  - Committee Update – M. Morris discussed the campaign for #PatiosofPB. The committee talked about options for silent auction with the items from our annual dinner that we not used. We talked about the potential for Christmas on the Pier.
  - S. Berns stated the organization received the SDCC grant from the City for \$5000 to be used for some alternate artist events.
- **Hospitality Committee**
  - Committee Update - Billy said there were no major updates. There are new guidelines for restaurants to dine inside at limited capacity. We are just trying to survive and be creative. Mainly about surviving 2020 right now.
- **Parking Committee**
  - Committee Update – S. Berns talked about the pilot program for paid parking and the outreach efforts planned. She asked anyone from this board to help coordinate a meeting with businesses on blocks from the pier to Fanuel.
    - Joe offered to help this effort of talking to businesses.
    - Brian asked if we are asking for letters of support from community groups.
      - S. Berns said yes.
    - Brian expressed his support for the parking proposal and thinks it will be very beneficial.
    - Sara said Jordon Beane has been a helpful partner during this parking proposal as well.

**President’s Report – BACC Report, Outdoor Dining permits, update from Governor**

- S. Berns talked about how DPB has been helping coordinate outdoor dining options with our businesses. Our intern has been helping collect data on these. We are still having some trouble with nail salons and smaller things that don’t know they need to come to us for permits to be working on the sidewalks. She talked about the Governor’s latest change to reopening guidelines. Their new website has a drop down option to check in on different business sectors depending on what tier your county is currently on. The biggest thing is outdoor + indoor capacity cannot exceed the overall capacity indoors. The county now released new health orders explaining masks need to be on at tables while dining if not actively eating at the time (while waiting on food) while indoors

**Adjourned at 1:01 pm.**

**THIS INFORMATION IS AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST.**

To request an alternative format, or to request a sign language or oral interpreter for the meeting, please contact the Meeting Coordinator at least five (5) working days before the meeting at (858) 273-3303 to ensure availability. Assistive Listening Devices (ALDs) are available for the meeting upon request.



Dear Mr. Andy Field

On September 4<sup>th</sup> 2020 the Discover Pacific Beach Board of Directors voted unanimously to support the renaming of Pacific Beach park in memorandum of Fannie and William Payne. Discover Pacific Beach is a non-profit organization which manages the Pacific Beach Business Improvement District. Our mission is to revitalize and promote the Pacific Beach community both physically and economically. The renaming of this park is an important step in moving Pacific Beach forward into a thoughtful community that can both embrace our historical context and move into an inclusive future. Fannie and William Payne's dedication to education and unwavering commitment in the face of such extreme prejudice share a relevant story and lesson for the many Pacific Beach students that visit and utilize this school adjacent park.

Please consider this letter as our organizations full support of the advocacy efforts to rename Pacific Beach park to Fannie and William Payne Community Park. Feel free to contact me if you have any questions. Thank you in advance for your consideration in this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Tim Pruesener", with a stylized flourish extending to the right.

Tim Pruesener, Board President  
Discover Pacific Beach  
619.402.5899  
tim@icatchgroup.com

**City of San Diego Parks and Recreation Department  
Santa Clara/Pacific Beach Community Recreation Group  
Via Teams Meeting**

**Santa Clara/Pacific Beach Community Recreation Group Minutes  
November 17, 2020**

**IN ATTENDANCE:**

**OFFICERS**

Felix Goodson	Chairperson
Stephanie Bailey	Secretary

**ORGANIZATION MEMBERS**

Julia Sullivan	Coastal Bay Girls Softball
----------------	----------------------------

**MEMBERS**

Cristine Holmer	Member at Large
-----------------	-----------------

**ABSENCES**

Marcella Bothwell	Member at Large
-------------------	-----------------

**STAFF**

E. Annie Zachau	Center Director II, Santa Clara Recreation Center
Angela Shelton	Center Director II, Pacific Beach Recreation Center
Rosalia Castruita	Area Manager II, Santa Clara/Pacific Beach/La Jolla

**GUESTS**

Regina Sinsky-Crosby

**CALL TO ORDER/INTRODUCTIONS**

The meeting was called to order at 5:36 p.m. by Felix Goodson.

**APPROVAL OF MINUTES**

It was moved/seconded (Stephanie Bailey/ Felix Goodson) to approve the minutes from the September 15, 2020 meeting. Motion passed (3 unanimous, 0 nays, 0 abstention).

**COMMUNICATIONS**

None.

**TREASURERS REPORT**

None.

**INFORMATION ITEMS**

None.

## **REQUEST FOR CONTINUANCES**

None.

## **CHAIRPERSON'S REPORT**

None.

## **COUNCIL DISTRICT 2 REPORT**

None.

## **ACTION ITEMS**

### **201. Capehart Dog Park**

Presenter: Chris Cott

Presenter Absent and was not brought before the board.

### **202. Payne Park**

Presenter: Regina Sinsky-Crosby

Pacific Beach Middle School Joint Use/Community Park name change in memory of the Payne family. Mr. and Ms. Payne legacy to their community is extraordinary and because of this the community has requested their name be forever remembered through renaming the Pacific Beach Middle School Joint Use/Community Park. Numerous letters of support were submitted commemorating their dedication to the instructional institutions and through their lifetime of community service. Their inspiration to the community and selfless contributions will be remembered.

It was moved and seconded (S. Bailey/C. Holmer) Motion passed (3 unanimous, 0 nays, 0 abstentions).

## **STAFF REPORTS**

None.

## **AREA MANAGER REPORT**

Rosalia Castruita reported the following for the Pacific Beach, La Jolla, and Santa Clara Area:

- Playgrounds have reopened with COVID-19 compliant maximum capacity signage.
- According to the County of San Diego, we have re-entered to purple tier of the COVID-19 ranking. We will make changes in parks when given directive from the Parks and Recreation Department however there has been no changes currently.
- Santa Clara and Pacific Beach Recreation Center was a polling site for the 2020 Elections while adhering to social distancing and COVID-19 policies. Both cites had safe turnouts.

## **CENTER DIRECTOR REPORT**

E. Annie Zachau reported the following for Santa Clara Recreation Center:

- There is an ongoing transients and graffiti issue at the facility that is currently being rectified by working alongside the San Diego Police Department and the San Diego Rangers to resolve issues.
- During our closure, Santa Clara staff has been organizing and cleaning the recreation center.
- Santa Clara Recreation Center was a polling site for the 2020 elections and had safe voter turnouts.

Angela Shelton reported the following for the Pacific Beach Recreation Center:

- Thanks to the San Diego Parks Foundation the Pacific Beach Recreation Center has had its wifi installed and is now currently operational between the hours of 5:30 am to 11:00 pm every day.
- Staff has begun drafting virtual classes and lessons for patrons due to the COVID-19 pandemic.

**WORKSHOP ITEMS**

None.

**ADJOURNMENT**

The meeting was adjourned at 6:07 p.m. by Chairperson Felix Goodson

**NEXT REGULAR MEETING:**

Tuesday, January 19, 2021 at 5:30 p.m.

---

Prepared by:  
Annie Zachau, Center Director II

---

Reviewed by:  
Rosalia Castruita, Area Manager II

---

Approved by Felix Goodson, Chairperson



**Pacific Beach Middle School**  
**International Baccalaureate World School**  
4676 Ingraham St., San Diego, CA 92109  
P: 858.221.5600 C: 619.288.4114 F: 858.221.5620



January 21, 2021

Dear Interim Superintendent Lamont Jackson and members of the San Diego Unified School Board,

We, the Pacific Beach Middle School Community, are requesting to change the name of our joint use field from Pacific Beach Joint Use Field to the Fannie and William Payne Community Park. This initiative started in the summer after the George Floyd protests. Two residents of Pacific Beach sought to recognize local black citizens who broke down barriers while dedicating their lives to educating the youth of Pacific Beach and the greater San Diego community. They are now collaborating with two 8th grade students in this endeavor as part of their International Baccalaureate Community Service Project to educate the students and staff at PBMS while garnering support for the proposal.

William Henri Payne was the first Black teacher at Pacific Beach Junior High in 1945. Approximately 1900 residents in Pacific Beach petitioned the school board to remove him from the position stating that the Superintendent, Will C. Crawford, "used very poor judgement in assignment of a Negro teacher to that school." Crawford defended the district's commitment, "in keeping with the principles of democracy," by employing teachers based on training, experience and character, "regardless of race, color or creed." Additionally, Superintendent Crawford said Payne was, "doing a good job and is accepted both by his pupils and their parents." Fannie Lois Jeffries Payne was also a well respected teacher in San Diego public schools. She was an alumni of SDSU and was an active member of the community, engaged in many service and philanthropic activities.

As an International Baccalaureate school, we aim to provide a compassionate and caring environment that fosters student inquiry, critical thinking, and communication skills to build student efficacy. Through this project, our students, Juliniel and Nuhamin, are using their skills, knowledge, understanding, and attitudes to make a positive impact on their community. The name change, although symbolic, is a way for the Pacific Beach community to prominently recognize two educators who broke the ceiling while acknowledging our past transgressions.

We encourage you to take swift action to review and approve the proposal. For more information and data on community support, please click on the following link: [Payne Park Presentation](#)

Sincerely,

Kimberly Meng

Principal

# ATTACHMENT I

Re “Pacific Beach residents push to rename the park after Black educators” (July 6): I read with interest about the article to name the park for William Payne.

I'm all for doing so. He was a very good teacher and helpful to his students. He was my English teacher at San Diego High (go, Cavers!) in the mid-1950s. I wasn't planning to go to college. I took all of the shop classes as well as physics.

Payne saw something in me that I didn't and talked me into applying for a college scholarship. The Fleet Foundation, the same outfit that funded the Fleet Science Center in Balboa Park, granted me a scholarship for \$110 per semester to get me started at San Diego State. Doesn't sound like much now, but it was enough for the fees, as well as some books. Remember, in those days, \$110 was the same as 110 ounces of silver.

That got me through the first year, and then I paid for the next three-plus years by working as a stock boy at the new Sears (largest in the world at the time). I ended up working at Scripps Institution of Oceanography for 50 years.

That never would have happened if not for Payne, so I will always be grateful to him for getting me to go on to college in spite of my insecurities about being able to do so.

Add my name to the petition for the naming of the park in his honor.

Arnold Mantyla

Carlsbad

## **Written Comments in Support of Renaming Pacific Beach Community Park to the Fannie and William Payne Community Park**

Bill Payne was my godfather. Bill and Fannie Payne were friends of my parents before I was born. My father, Dr. Wm. Jack Stone, was a Principal and later Director for the San Diego Unified School District. My father and Bill were finishing up their graduate work at USC in the late 1940s, in a program that had them attending classes on campus on the weekends and during the summer. When my father was in classes, Bill used to take care of me.

In 1946, the year before I was born, the San Diego City School District began the Intercultural Education Project under my father's direction. The purpose was two-fold: to provide intercultural education for the school district's staff, and to improve the instruction of students along intercultural education lines. While this covered all subjects, the emphasis was on social studies and English. My father involved Bill Payne and Lorraine Van Lowe, the first Black teachers employed by the district, as key educators in the project. They, along with a few others, met with every school faculty in the district as part of the project over a three-year period. This and similar projects continued into and through the 1950s and later, and played a major role in shaping the future of race and social relations in San Diego. Bill Payne was critically involved in this work.

When the racially charged riots associated with the Rodney King incident broke out in Los Angeles, San Diego did not have nearly the same level of unrest. Many have attributed that in large part to the work of Bill Payne, my father, and the other educators involved in these and related projects in the schools.

I knew Bill and Fannie Payne my whole life. They were part of my wedding in 1970, and part of the baptism of our daughter in 1975. They were wonderful, warm, generous people who gave to San Diego with great wisdom and love. Renaming the park in their name is a totally appropriate tribute, and one I wholeheartedly support.

W. Ross Stone, PhD, LFIEEE, FURSI, FCIE  
840 Armada Terrace  
San Diego, CA 92106 USA  
Tel: +1 (619) 222-1915  
Fax: +1 (619) 222-1606  
E-mail: r.stone@ieee.org

## Map Proposed Area of Renaming

### Pacific Beach Community Park (Pacific Beach Middle Joint Use Field) Map

Cross streets: Gresham Street, Felspar Street, and Diamond Street

Areas Included: Baseball fields, basketball courts, tennis courts

Adjacent to: Pacific Beach Recreation Center, Beach and Bay Family YMCA, and Pacific Beach Middle School



## Pacific Beach residents push to rename park after Black educators

<https://www.pbmonthly.net/news/story/2020-07-06/pacific-beach-residents-push-to-re-name-park-after-black-educators>



Regina Sinsky-Crosby (left) and Paige Hernandez stand in front of a sign that they have petitioned to rename as Fannie and William Payne Community Park in Pacific Beach.

(Thom Vollenweider)

Residents in 1945 pushed back against William Payne's hiring at Pacific Beach Junior High in 1945 because they argued there were few Black students at the school.

By [ANDREA LOPEZ-VILLAFANA](#)  
SAN DIEGO UNION-TRIBUNE

JULY 6, 2020 10:01 AM PT

Two Pacific Beach residents have launched an online petition to rename a community park after Black educators William Payne — whose hiring in 1945 at Pacific Beach Junior High School drew protests from dozens of White parents — and his wife, Fannie Payne, who taught in San Diego schools.

Paige Hernandez and Regina Sinsky-Crosby created the petition last month [on Change.org](#) that had gathered more than 960 signatures as of July 6.

It calls for the Pacific Beach Middle Joint Use Field, known to community members as Pacific Beach Community Park, to be renamed Fannie and William Payne Community Park.

The 82,000-square-foot park, which includes a baseball and soccer field, is on Diamond Street. It is used by students at Pacific Beach Middle School and by residents when school is not in session.

Hernandez and Sinsky-Crosby said they chose the park because it was recently the meeting spot for a Black Lives Matter protest.

“We thought it would be almost symbolic and a great opportunity to make sure the Payne legacies are not lost,” Hernandez said.

Payne was the second Black teacher hired by the San Diego Board of Education. He started at Pacific Beach Junior High, now named Pacific Beach Middle School.



William Payne in 1945 was the second Black teacher hired by the San Diego Board of Education. He started at Pacific Beach Junior High, now named Pacific Beach Middle School.  
(File)

In October 1945, Pacific Beach residents and parents protested his hiring, collecting 1,900 names on a petition demanding Payne's removal to a "more suitable assignment," according to a 1945 *San Diego Union* article. They argued that there were fewer than six Black students enrolled in the school and only two Black families who owned property in the community.

Will Crawford, the superintendent at the time, defended Payne's appointment, saying that teachers with the best qualifications were selected as instructors for San Diego schools.

"In choosing teachers, neither race nor religion is ever considered," Crawford said at the time. "We teach democracy in our schools and try to practice democracy in our employment policies. In the past and at present, our employees include representatives from many religions and races — all chosen for their qualifications."

Payne taught at Pacific Beach Junior High and later at San Diego High School, where he taught for 23 years. He later moved to an administrative position for San Diego City College and in 1968 was hired at San Diego State University and served as director of admissions until he retired in 1976. He died in 1986.

# 1900 BEACH DWELLERS INSIST ON NEGRO TEACHER'S REMOVAL

Petitions carrying names of 1900 Pacific Beach property owners demanding removal of William Payne, Negro teacher, from the staff of the Pacific Beach Junior High school to a "more suitable assignment," were presented the city school board yesterday. Action by the board was deferred to a future meeting at which Board President Mildred L. Hale and Fred E. Lindley, out of town yesterday on school business, will be present.

Representing Pacific Beach petitioners, Prentiss Shafer sharply criticized Supt. of Schools Will C. Crawford for his appointment of Payne to the Pacific Beach faculty, and accused him and school board members, who approved the appointment, of "dictator methods we've fought two wars to put a stop to."

## FEW NEGRO STUDENTS

"It seems to me property owners of Pacific Beach are entitled to some small voice in the appointment of a teacher," Shafer declared. "There are only two Negro families who own property in the Pacific Beach area served by the school and only five or six Negro students are enrolled there. I feel Dr. Craw-

ford used very poor judgment in assignment of a Negro teacher to that school."

Reiterating a statement he had made some time ago following Payne's appointment, Superintendent Crawford said, "Teachers in the San Diego school system are appointed on the basis of training, experience and character. They are employed regardless of race, color or creed, in keeping with the principles of democracy."

## 'DOING GOOD JOB'

Payne, Crawford continued, is "doing a good job and is well accepted both by his pupils and by their parents."

"That statement is not correct, Mr. Crawford," Shafer countered. "We don't say this teacher is not qualified, but we do say that parents are objecting because of the small enrollment of Negro students in that school."

Mrs. Mary L. Fay, vice president of the board, who presided in the absence of President Hale, declared, "The whole problem started years ago and is just catching up with us, and we're going to have to meet it sooner or later and it had better be sooner."

The board advised Shafer there is no San Diego school in which Negro enrollment exceeds enrollment of other races.

## Dinner to Honor

A San Diego Union story on the controversy over the hiring of William Payne, a Black teacher, in 1945.

(File)

Hernandez, who is director of student retention and success at San Diego State's Center for Intercultural Relations, moved to Pacific Beach in September. To learn more about her new community, she began following a popular Pacific Beach Instagram account but noticed that the page did not reflect stories of local Black and Latino residents, she said.

She set out to fill that void by creating an Instagram account, *blackbrownpb*, to amplify experiences of the neighborhood's diverse residents. She was looking for content for the new account and learning the history of the community when she came across Payne's story on the [San Diego History Center's website](#).

Sinsky-Crosby, a former board member of the Pacific Beach Town Council, connected with Hernandez over social media. They originally set out to name the park after Payne, but when they discovered that his wife was an educator as well, they included her name.

Fannie Payne had a 36-year career as a teacher and guidance counselor at San Diego schools. After retiring in 1976, she volunteered with local organizations and received several awards. She died in 2008.

Hernandez and Sinsky-Crosby said they plan to collect at least 1,900 signatures and take the renaming proposal to school and city officials.

"I feel like just changing the narrative and gathering those 1,900 signatures would be awesome for people to affirm that Black lives matter," Hernandez said. "Maybe in 1945 that didn't happen and we ousted people from our community ... but I think this is a start."

The women said they sent a letter to Pacific Beach community and business groups to get their support for the name change. They also made several recommendations to the groups about increasing representation of minorities in local groups and diversifying events.

# **HIRING OF NEGRO TEACHER DEFENDED BY DR. CRAWFORD**

Teachers with the best qualifications, regardless of race or religion, are selected as instructors in San Diego city schools, Dr. Will C. Crawford, city schools superintendent, said last night after a protest against appointment of William Payne, Negro teacher, had been filed with the state board of education.

The protest, made by a group of approximately 25 citizens from the Pacific Beach community, where Payne is scheduled to teach in the junior high school this year, was based on grounds Negro enrollment in the school is small.

Said Crawford, to whom a copy of

## **Youth Symphony Wins Approval**

**BY CONSTANCE HERRESHOFF**

In its debut concert last night in Russ Auditorium, the Youth Symphony Orchestra of San Diego county proved itself a valuable asset to community music. The 70 musicians of the orchestra and

the wire to the state board was sent: "In keeping with our required policy we select the best qualified candidates for appointment as teachers. In this training (education), experience and character are the chief factors involved.

"In choosing teachers neither race nor religion is ever considered. We teach democracy in our schools and try to practice democracy in our employment policies. In the past and at present our employes include representatives from many religions and races—all chosen for their qualifications."

Wayne Barron, spokesman for the Pacific Beach group, who addressed the protest to the state board at a recent meeting in that community, said last night that the request for Payne's removal was motivated by the fact that few Negro students attend the school. Not more than three Negro pupils are expected to be enrolled this semester, he said.

When appointment of Payne, former director of the Negro U. S. O. in San Diego, was first announced, the board of education was asked to transfer Payne but took no action, Barron said.

The telegram to the state board was signed by Kay O. Burt.

The *San Diego Union* reported on the controversy over the hiring of William Payne in 1945.

(File)

“Our local all-volunteer Pacific Beach Town Council ... is open to all ideas on how best to commemorate the life and career of William Payne,” Brian White, the council president, wrote in an email.

Karl Rand, chairman of the Pacific Beach Planning Group, said in an email that the group will review the proposal and hear public comment before issuing a formal endorsement at the group’s virtual meeting, scheduled for 6:30 p.m. Wednesday, July 8. Information about how to join the meeting is posted on the [group’s website, pbplanning.org](#).

Sinsky-Crosby said she knows changing the name of a park is a small step but she hopes it sends a message to the neighborhood’s Black residents.

“I hope it just says ‘We see you, we’re listening and we’re learning,’” she said.

---

## **NEWS**

[Andrea Lopez-Villafaña](#)

[Twitter](#)

[Email](#)

Andrea Lopez-Villafaña covers the neighborhoods of San Diego for The San Diego Union-Tribune. She graduated from San Diego State where she worked for the university’s student newspaper, The Daily Aztec. She was previously with San Diego CityBeat and La Prensa San Diego.

<https://www.sandiegouniontribune.com/news/story/2021-03-30/pacific-beach-middle-school-students-succeed-in-drive-to-rename-park-after-2-black-educators>

- [how more sharing options](#)

## **NEWS**

# Pacific Beach Middle School students succeed in drive to rename park after 2 Black educators



The City of  
**SAN DIEGO**  
Park and Recreation Department Community Parks Division  
**PACIFIC BEACH MIDDLE  
JOINT USE FIELD**

NO  
ALCOHOLIC  
BEVERAGES

NO  
LOITERING

TOGETHER WE STRIVE TO ACHIEVE OUR GOALS. RIDING THE WAVE OF EXCELLENCE. ALL ABOUT TRYING

Pacific Beach Middle School students Juliniel Woods and Nuhamin Woldeyes coordinated a successful campaign to get a park renamed Fannie and William Payne Community Park.

(Milan Kovacevic)

## The park will be renamed Fannie and William Payne Community Park

By SUSAN GILL VARDON  
LA JOLLA LIGHT

MARCH 30, 2021 5:30 AM PT

When Juliniel Woods and Nuhamin Woldeyes heard how their Pacific Beach school's first Black educator was treated back in 1945, they launched a campaign to highlight his legacy in San Diego education.

Starting in October, the Pacific Beach Middle School students created surveys, circulated petitions and made Google presentations at school on how parents at what was then Pacific Beach Junior High pushed back against William Payne's hiring, saying they didn't think a Black teacher was needed when only two Black families owned property in the community.

The girls built on the momentum created by Pacific Beach residents Paige Hernandez and Regina Sinsky-Crosby, who created a [change.org petition](#) in June calling for a community park on the school campus to be renamed after Payne and his wife, Fannie, who also taught in San Diego schools.

On March 9, Juliniel and Nuhamin made a Zoom presentation to San Diego Unified School District trustees, urging them to approve a new name for the park: Fannie and William Payne Community Park.

"We understand that this is a symbolic action that does not directly undo the historical implications of racism and anti-Blackness in Pacific Beach," Juliniel, 13, told the trustees. "They may not have received the praise they deserved in their lifetime, but now, with your help, we can finally give them their rightful recognition and continue to uncover the history of San Diego."

Board members unanimously approved their request.

Ashley Hensen, coordinator of the International Baccalaureate program at the school, introduced the two eighth-graders to the project and helped them with the board presentation.

It was a night to remember, Hensen said.

“The coolest thing about it was I think the light bulb went on for them that they’re actually part of the history in Pacific Beach,” she said. “Telling this story, they now are part of it.”



San Diego Unified School District trustees voted March 9 to give the Pacific Beach Middle School park a new name: Fannie and William Payne Community Park.  
(Milan Kovacevic)

Pacific Beach Middle Joint Use Field is an 82,000-square-foot park on Diamond Street with a baseball and soccer field. It’s used by students during class time and by the community when school is out.

The park got on Hernandez's and Sinsky-Crosby's radar after a Black Lives Matter protest was held there. And Hernandez, director of student retention and success at San Diego State University's Center for Intercultural Relations, read about the Paynes' story on the [San Diego History Center's website](#).

William Payne was only the second Black teacher hired by the San Diego Board of Education. His first position was at Pacific Beach Junior High.

In October 1945, Pacific Beach residents and parents collected 1,900 names on a petition demanding his removal to a "more suitable assignment," according to a *San Diego Union* article at the time. They argued that there were fewer than six Black students enrolled in the school and only two Black families who owned property in the community.

Will Crawford, the superintendent, defended Payne's appointment, saying that teachers with the best qualifications were selected for San Diego schools.

"In choosing teachers, neither race nor religion is ever considered," Crawford said at the time. "We teach democracy in our schools and try to practice democracy in our employment policies. In the past and at present, our employees include representatives from many religions and races — all chosen for their qualifications."



Pacific Beach Middle School students Juliniel Woods and Nuhamin Woldeyes made a successful pitch to the San Diego Unified School District board to rename a park after two Black educators.  
(Milan Kovacevic)

When she first heard the story, Juliniel said she felt sad but not surprised.

“I was just happy that we were going to work to get him recognized for all his hard work in education,” she said.

Hernandez and Sinsky-Crosby helped Juliniel and Nuhamin as they worked to educate the community about the Paynes and attended meetings of various school district committees and local organizations, such as the Pacific Beach Planning Group, Pacific Beach Town Council and Discover Pacific Beach to seek approval for the park renaming.

“Paige and I are so excited that this story and legacy are being told through members of the community, especially PB middle-schoolers,” Sinsky-Crosby said.

The Paynes’ legacy in San Diego reached beyond Pacific Beach.

Fannie was studying for a bachelor’s degree in English at Talladega College in Alabama when she met William, who was teaching French and Spanish literature at Tuskegee Institute. They married in 1940.

William, a graduate of Sorbonne University in Paris, went on to teach for 23 years at San Diego High School and was a lecturer and an admissions director at San Diego State’s College of Education.

His wife received her master’s degree from San Diego State and worked 36 years in San Diego schools, holding positions as teacher, counselor, district resource teacher for special education and finally vice principal at Dana Junior High School until she retired in 1979.

She was honored as a Woman of Dedication by the Salvation Army and served on the board of Goodwill Industries.

William died in 1986, Fannie in 2008.

Ross Stone, the Paynes’ godson, remembers William as a “wonderful man.”

“He was the ultimate proper gentlemen,” said Stone, 72, of Point Loma, whose father, William Stone, also was a pioneering Black educator in San Diego. “He always wore a suit and tie. He was soft-spoken and he loved Shakespeare.”

Fannie, on the other hand, was “not shy,” Stone said with a laugh.

“I remember after Bill passed I took her out to lunch and she was still as engaged and feisty as ever,” he said.

William also led an intercultural project, along with William Stone and others, that worked with San Diego educators in the late 1940s and beyond on changing how culture and race were taught in schools.

“That was pretty revolutionary,” said Ross Stone, a former chief corporate scientist at McDonnell Douglas Technologies who now is a telecommunications consultant. “You have to realize that prejudice isn’t something we’re born with, it’s something we’re taught.

“They fundamentally changed the way race and ethnicity were taught in San Diego schools. Not just for a few years, but for decades.”

Stone said he doesn’t remember William Payne talking about what happened in Pacific Beach. He was a positive person who went on to achieve greater things, Stone said.

As the efforts to rename the park have progressed, Stone has been watching.

“I’m extremely pleased and particularly inspired by the students who led the way in making this happen, ” he said. “I know that Bill and Fanny Payne would be humbled and tremendously honored by the naming of the park.”

The park renaming was one of three similar proposals approved by the San Diego Unified board March 9.

Trustees agreed that Junipero Serra High School will be called Canyon Hills High School after students petitioned for the name change, saying the name honoring the

founder of California's mission system is offensive to indigenous peoples whose ancestors were subjected to its doctrine.

And trustees voted to name a future City Heights campus after the late Rev. George Walker Smith, a faith and civic leader who was the first African-American elected to office in San Diego as a school board member.

“This is long overdue,” trustee Kevin Beiser said after Juliniel’s and Nuhamin’s presentation. “I think that we really ought to take a good, hard look at a lot of our other opportunities to really celebrate and lift up people that have for too many generations been looked over and swept under the rug.”

Trustee Michael McQuary, a Pacific Beach resident, said he was “thrilled” with the girls’ efforts.

“It’s really about the story behind these two kids,” he said after the meeting. “Our goal in San Diego Unified has been to develop and listen to student voices and get them in leadership activities and community issues — to help them understand the issue they are in and how it relates to the larger community.”

But Nuhamin and Juliniel are far from finished with their project. There’s a plaque to be ordered — they’re ready to do a GoFundMe drive to raise the money. And a renaming ceremony to plan — with help from Hernandez and Sinsky-Crosby — for Fannie and William Payne Community Park.

— *San Diego Union-Tribune* staff writer Kristen Taketa contributed to this report.

**PARK AND RECREATION BOARD POLICY No. 1001**

SUBJECT: Naming of Parks and Park Facilities

DEFINITIONS: Park or Park Facility – Any part of real property or structure owned by the City, including but not limited to, park, recreation building, parking facility, interior or ancillary feature that is part of or within a larger facility such as aquatic facility or feature, amphitheater, ball field, boat ramp, camping area, club house, comfort station, disc golf course, dog off leash area, fishing pier, gymnasium, horse corral, kitchen, meeting room, natural feature, nature center, outdoor athletic court, park road, picnic shelter, playground, pump track, ranger station, scoreboard, senior center, skate park, tot lot, and weight/fitness room.

Advisory Group – Any park advisory body established by San Diego Council Policy 700-42, including Community Recreation Advisory Groups (CRG’s)). For certain parks as established in San Diego Municipal Code, the Advisory Group may be the Balboa Park Committee, Mission Bay Park Committee, Municipal Golf Committee, or an advisory group approved under a Joint Exercise of Powers Agreement.

Advocate – Individual or group of people who are leading the effort to name or rename a Park or Park Facility.

Written Package – Collection of materials that includes the proposed name and justification for a new name that is consistent with this Policy and San Diego Council Policy 900-20, any funding associated with the name change, and any other documentation as further set forth in this Policy.

BACKGROUND: The public occasionally suggests that a Parks or Park Facility be named or re-named in honor of persons living or deceased.

This Park and Recreation Board Policy was developed in conjunction with Council Policy 900-20 “Naming of City Assets” for naming of a Park or Park Facility.

# CURRENT

No. 1001  
(Revised 9/21/2020)

- PURPOSE:** The purpose of this policy is to establish uniform guidelines and provide a systematic procedure for the naming of a Parks or Park Facility.
- POLICY:** As a general policy, a Park or Park Facility should be named to identify its location, such as the name of the community area, the names of nearby geographic features, the names of adjacent schools and street names. A Park or Park Facility may also be named for individuals, living or deceased, who are of historical significance to the local area or who have made major contributions to the Park or Park Facility, as further set forth in San Diego Council Policy 900-20. A Park facility is more appropriate for naming after an individual than a Park.
- Renaming a Park or Park Facility on behalf of a person, when it is already named on behalf of a person, should only be undertaken with the utmost consideration. Every attempt should be made to contact the person or heirs of the person for whom the Park or Park Facility is currently named, to allow them to present their views verbally, or in writing, at a public meeting.
- PROCEDURE:**
- 1) An Advocate recommending an initial naming or a renaming of a Park or Park Facility shall work with Parks and Recreation Department staff to prepare the Written Package for community consideration. At a minimum, a Written Package must include the following information consistent with San Diego Council Policy 900-20:
    - The proposed name;
    - Reasons for the proposed name, including discussion of criteria identified in this Policy and San Diego Council Policy 900-20;
    - The amount of any donations or funding associated with the proposed name or renaming, if applicable;
    - Any written documentation outlining support for the proposed name by members of the community; and
    - If the proposal is to rename a Park or Park Facility, justification for changing an established name.
  - 2) Once the Written Package is completed, the Advocate shall seek approval from the local community planning group and appropriate community non-profit organizations such as town councils,

community councils, and/or appropriate community or neighborhood associations.

3) If the proposed name or renaming is for a Park or Park Facility located on school district property, the Advocate shall contact the applicable school district to confirm in writing their proposal complies with all school district requirements for naming or renaming.

4) The Advocate shall contact the chair of the applicable Advisory Group within the geographical boundary of the Park or Park Facility proposed for naming or renaming. Upon receipt of the Written Package, the Advisory Group shall hold a public meeting to review the naming or renaming proposal to the Park or Park Facility.

5) The Advisory Group shall make a recommendation on the proposed naming or renaming. Parks and Recreation Department staff will forward this recommendation to the applicable second-level advisory group (such as an Area Committee), if any, or directly to the Park and Recreation Board.

6) If applicable, the Area Committee will hold a public meeting to review and recommend the naming or renaming of the Park or Park Facility to the Park and Recreation Board.

7) The Park and Recreation Board shall hold a public meeting to review and recommend the naming or renaming to the Park or Park Facility. The Park and Recreation Board will submit its recommendation to the Parks and Recreation Director.

8) The Park and Recreation Board determination will be the final recommendation to the Parks and Recreation Director or designee on all Park or Park Facility naming or renaming.

9) The Parks and Recreation Director or designee will consider the "Naming or Renaming Review Process" as defined in [Council Policy 900-20, Procedures, Section B-1], when making his or her final decision on the submittal of all Park or Park Facility naming or renaming proposals for final approval in accordance with the review process set forth in San Diego Council Policy 900-20.

10) Park naming or renaming approved by the City will be final and cannot be revisited or changed for a period of five years unless determined to be inappropriate as noted in #12, below.

11) The Advocate shall be fully responsible for all associated costs of the Park or Park Facility naming or renaming, including and not limited to, costs of signage and installation, unless specific funding is identified through other methods.

12) The City may reject naming or renaming proposals or remove an existing naming that portrays or includes depictions, words, or phrases that the City reasonably deems to be harmful, controversial, or otherwise does not support the guiding principles stated in this policy or in Council Policy 900-20.

SUBSTANTIATION: Park and Recreation Board Minutes of 6/16/83  
Park and Recreation Board Minutes of November 15, 2001  
Park and Recreation Board Minutes of September 17, 2020

CITY OF SAN DIEGO, CALIFORNIA  
**COUNCIL POLICY**

CURRENT

SUBJECT: NAMING OF CITY ASSETS

POLICY NO.: 900-20

EFFECTIVE DATE: April 13, 2017

BACKGROUND:

The City, through its departments, and advisory boards and commissions, has followed a number of processes/policies for *naming* or *renaming* its parks, libraries and other *City Assets*. Generally, these policies provide for the *naming* or *renaming* requests based on (1) the location of the *City Asset*, (2) the identity of an individual of historical significance to the local area, or (3) the identity of an individual or entity whose contributions to the City and/or the community supports the request. From time to time, the City has also named *City Assets* after a person or entity who has provided significant financial support for the *City Asset* being named.

The City wishes to replace any existing *naming* or *renaming* policies with one comprehensive citywide policy, as follows:

PURPOSE:

The purpose of this policy is to establish uniform guidelines for *naming* and *renaming* of *City Assets*.

This policy outlines the criteria, conditions, and procedures that govern *naming* and *renaming* of *City Assets* in order to maintain their integrity, to encourage philanthropic giving while acknowledging public investments, and to safeguard against unwanted commercialization of *City Assets*.

This policy does not apply to:

1. Marketing Partnerships entered into under Council Policy 000-40, except that consideration should be given to Guiding Principles, Section C (Funding Criteria) below in regards to them;
2. The *naming* of public streets addressed in Chapter 12, Article 5, Division 11 of the San Diego Municipal Code (SDMC);

CITY OF SAN DIEGO, CALIFORNIA  
**COUNCIL POLICY**

CURRENT

3. Artworks, which are exempt from this Council Policy. Artworks are defined and governed by San Diego Municipal Code 26.0701 et seq.;
4. Public safety-related *City Assets*;
5. Council Policy 100-02 (Donation Acceptance);
6. *Donor Acknowledgement*; and
7. Council Policy 200-10 (Honorary Street Names).

DEFINITIONS

For the purpose of this policy, the following definitions apply:

***Board:*** Board as recognized by the San Diego Municipal Code (SDMC) and/or City Charter.

***City Assets:*** Tangible or intangible items of value that are owned or created by the City, including but not limited to both *City facilities* and leaseholds that do not exceed 35 years and/or that confer ownership rights by agreement. This definition does not include Artworks, which are city assets under San Diego Municipal Code 26.0701 et seq.

***City Facility (included in City Assets):*** Any part of real property or structure owned by the City or for which *naming* rights are conferred by agreement, including, but not limited to parks, libraries, *Recreational Facilities* buildings, parking facilities, interior or ancillary features that are a part of, or within, a larger facility and other City facilities.

***City Sponsored or Recognized Support Group:*** May include, but is not limited to: recreation councils, “friends of” organizations, Community Planning Groups, town councils, or similar entities.

***Commission:*** Commission as recognized by the SDMC and/or City Charter;

***Department Director:*** Appointed director of the department that owns the *City Asset* eligible for *naming* or *renaming*. The director may assign this responsibility to other department staff within their delegation of authority.

CITY OF SAN DIEGO, CALIFORNIA  
**COUNCIL POLICY**

**CURRENT**

***Donation or gift:*** A monetary (cash) contribution, endowments, personal property, real property, financial securities, equipment, in-kind goods or services, or any other *City Asset* that the City has accepted and for which the *donor* has not received any goods or services in return. For purposes of this Council Policy, the terms “donation” and “gift” shall be synonymous.

***Donor:*** A person or other legal entity that proposes or provides a *donation* to the City.

***Donor Acknowledgement:*** Excluding *naming*, donor acknowledgement is permanent writing on plaques, walls, stone carvings, pavers, bricks, electronic display, or interpretive signs that are temporary or permanent and are used to recognize the financial contribution of a *donor*.

***Funding:*** Financial or in-kind resource to provide funding that might result in *naming* or *renaming*.

***Funding Source:*** The source of *funding* which can include individuals, nonprofit organizations, and for-profit entities.

***Naming:*** The selection and approval by the City for the initial *naming* of a *City Asset* other than streets within the public right of way.

***Non-profit Organization:*** A corporation or an association that conducts business for the benefit of the general public without shareholders and without a profit motive.

***Recreational Facility (included in City Assets):*** Major structures such as community centers, aquatic facilities, picnic shelters/pavilions, athletic courts, and fields.

***Renaming:*** The selection and approval by the City for a new name of an existing *City Asset* other than streets within the public right of way.

***Sign Ordinance:*** The City’s sign regulations contained in SDMC §§ 142.1201 – 142.1292.

POLICY:

The policy of the City is to reserve *naming* or *renaming* of *City Assets* for circumstances that will best serve the City’s interests and ensure a worthy and enduring legacy for the City. To this end, the City supports *naming* or *renaming* requests within the following broad categories:

CITY OF SAN DIEGO, CALIFORNIA  
**COUNCIL POLICY**

**CURRENT**

1. Location. As a general policy, a name should assist the public in identifying its location. The City shall first consider the name of the community area, the names of nearby geographic features, and the names of adjacent schools and streets when it is considering a *naming/renaming* request.
2. Significant Events, People, and Places. The history of a major event, place, or person may play an important role to preserve and honor a community's history, landmarks, or prominent geographical features. The City may name a *City Asset* for a major event, place, or person of social, cultural or historical significance to the local area when the *City Asset* is associated with or located near the events, people, or places of social, cultural or historical significance. The relationship of the event, person, or place to the *City Asset* must be demonstrated through research and documentation.
3. Outstanding Individuals. This category is designed to acknowledge individuals who have made substantial contributions to benefit the City, local community, park and recreation system, or public library. Naming or renaming a *City Asset* for an outstanding individual is encouraged for those person's whose significance and good reputation have been accepted in the community, City and/or State/National history. If it is not appropriate to name the larger *City Asset* after an individual, then naming or renaming can be subordinate to the name of the larger *City Asset* or the City may name an area or portion of the *City Asset* after an individual, including but not limited to a meeting room, structure, fountain, or garden.

In considering the *naming* or *renaming* of a *City Asset* after an individual, priority will be given to those who made a sustained and lasting contribution to:

- a. The City of San Diego
  - b. The State of California
  - c. The United States of America
4. Major Donations. The City has benefited from the generosity of residents, organizations, and businesses. The significance of *funding* may warrant acknowledging the *funding source* through *naming* or *renaming*.
- a. The threshold for *naming* or *renaming* a *City Asset* for an individual, organization, or business when *funding* is involved should include a *donation* agreement and one or more of the following:

CITY OF SAN DIEGO, CALIFORNIA  
**COUNCIL POLICY**

CURRENT

- i. A significant contribution towards the capital construction costs of the structure;
  - ii. A deed to the City of land for the majority of the *City Asset* by the *donor*; and/or
  - iii. A twenty-year endowment for the continued maintenance and operations of the *City Asset*.
- b. *Donors* seeking *naming* or *renaming* rights for major *donations* with respect to an individual should use the guidelines for Outstanding Individuals above.

**GUIDING PRINCIPLES**

A. General Provisions

1. In considering proposals for the *naming* or *renaming* of a *City Asset*, the City will consider whether the proposed name will:
  - a. Engender a strong positive image consistent with the City's goals and values;
  - b. Be appropriate relative to the *City Asset*'s location and/or history;
  - c. Incorporate the assigned historic name if the *City Asset* is a designated historical resource listed on the local, State, or National Register of historic resources;
  - d. Have historical, cultural, or social significance for future generations;
  - e. Commemorate places, people, or events that are of continued importance to the City, community, region, or state;
  - f. Have symbolic value that transcends its ordinary meaning or use and enhances the character and identity of the *City Asset*;
  - g. Have broad public support; and
  - h. Not result in the excessive commercialization of the *City Asset*.

CITY OF SAN DIEGO, CALIFORNIA  
**COUNCIL POLICY**

**CURRENT**

2. The City will not permit corporate logos, insignias, or advertising slogans in a permanent naming or renaming of a City facility.
  3. A park or library's official documented name should not include the name of a corporation or business. If an organization or foundation's name consists of one or more individuals' names, then the guidelines for Outstanding Individual *naming* should be utilized.
  4. When considering the *naming* or *renaming* of a *City Asset* (excluding official documented names of parks and libraries) that includes a business name, *naming* or *renaming* must be for a defined contractual period of time with regard to the life of the *City Asset*.
  5. All related signage shall comply with the *Sign Ordinance*.
  6. The City shall retain full editorial control over all related signage subject to the *Sign Ordinance* and adhere to the below criteria.
    - a. Any physical form of on-site recognition shall not interfere with visitor use or routine operations.
    - b. The form of any on-site recognition shall:
      - i. Be of appropriate size and color within the design scheme of the facility;
      - ii. Not dominate the sign in terms of scale or color;
      - iii. Not detract from surroundings or any interpretive messages; and
      - iv. Be subject to review and approval by the *Department Director*.
- B. Funding Acceptance Criteria.* The City may not accept *funding* as part of a *naming* or *renaming* proposal that would create any conflict of interest, as set forth in the City's Ethics Ordinance (Chapter 2, Article 7, Division 35 of the SDMC) and the Fair Political Practices Commission regulations (Title 2 of the California Code of Regulations, sections 18110 – 18997). The following principles form the basis of the City's consideration of *naming* or *renaming* proposals based on *funding* of a *City Asset*:

CITY OF SAN DIEGO, CALIFORNIA  
**COUNCIL POLICY**

**CURRENT**

1. The mission of a *Funding Source* must not compete, impair or conflict with the policies, goals or operations of the City;
2. The *funding source* must provide a desirable association according to the Guiding Principles under this Policy; and
3. *Naming* or *renaming* rights offered are commensurate with the relative value of the *funding*.

**PROCEDURES**

A. *Naming* or *Renaming* Application Process

1. Applicants and proposers (including *City Sponsored* and/or *City Recognized Support Groups*) shall submit their *naming* or *renaming* proposal to the *Department Director* depending on asset type.
2. If applicant's proposal follows the intent of this Council Policy, the *Department Director* shall make a proposal in writing for *naming* or *renaming* of a *City Asset* as follows:
  - a. For library facilities, the *Department Director* will make the proposal to the Board of Library Commissioners.
  - b. For parks and *recreational facilities*, the *Department Director* will make the proposal to the Park and Recreation Board.
  - c. For other *City Assets*, the *Department Director* will make the proposal to the appropriate Deputy Chief Operating Officer for the City Facility for which the *naming* or *renaming* is proposed.
  - d. Other City staff may review and provide input on the proposal for *naming* or *renaming*.
3. Written proposals must, at a minimum, include the following information:
  - a. The proposed name;
  - b. Reasons for the proposed name, including a discussion of the criteria identified in this policy;

CITY OF SAN DIEGO, CALIFORNIA  
**COUNCIL POLICY**

**CURRENT**

- c. The amount of the *donation* or *funding* provided for the *City Asset*, if applicable;
- d. Written documentation outlining community support for the proposed name; and
- e. If proposing to *rename* a *City Asset*, justification for changing an established name.

*B. Naming and Renaming Review Process*

- 1. Upon receipt of a *naming* or *renaming* proposal for any *City Asset*, the *Department Director* reviewing the *naming* or *renaming* proposal shall consider the following items in the review, including but not limited to, the following:
  - a. Submit the proposal to appropriate City historical staff to review the California Historic Resources Inventory Database (CHRID) to determine if the *City Asset* is a Designated Historical Resources with an assigned historic name;
  - b. Ensure that supporting information has been authenticated;
  - c. If the *City Asset* is a Designated Historical resource listed on the local, State or National Register of Historic Places, any on-site recognition shall comply with the U.S. Secretary of the Interior's Standards for the Treatment of Historic Properties and shall be reviewed and approved by the City's Historical Resources staff according to those standards;
  - d. Ensure compliance with Charter section 225 (Mandatory Disclosure of Business Interests);
  - e. Consider the impact of the *naming* or *renaming* to the community; and
  - f. Consider the cost of implementation and signage, and identify the *funding* to cover such costs.
- 2. The *Department Director* will submit the proposal to the City Attorney's Office for legal review of the following issues that include, but are not limited to:
  - a. Ownership rights, by agreement or by law; and

CITY OF SAN DIEGO, CALIFORNIA  
**COUNCIL POLICY**

CURRENT

- b. Adherence to City policies, such as the San Diego Charter and SDMC, as well as any local, state, or federal regulation.
3. For all *City Assets* other than a library or park that do not involve *funding*, the *Department Director* will submit a recommendation to the Assistant Chief Operating Officer, Chief Financial Officer, or Deputy Chief Operating Officer as appropriate for review. The *Department Director* will submit the proposal for final approval of *naming* or *renaming* to the Chief Operating Officer. Prior to approval, City staff will notify the applicable Council District(s) and publish a notice with 30 days for comments by the public that will be taken into consideration by the Department Director following the process outlined herein.

If a *naming* or *renaming* request is for a library or park and does not involve *funding*, then the *Department Director* will advise the applicable board or commission who will invite comments from relevant community groups or associations.

- C. The City, in its sole discretion, may:
  1. Reject *naming* or *renaming* proposals or remove existing *naming* that portray or include depictions, words, or phrases that the City reasonably deems to be harmful, controversial or otherwise do not support the guiding principles stated in this policy; and
  2. Reserve the right to rename any *City Asset* for any reason, for instance if the resident, organization, or business for which it is named turns out to be disreputable, becomes disreputable or does not otherwise support the Guiding Principles set forth in this Policy.

### FUNDRAISING GUIDELINES

From time to time, the City may receive offers for outside support groups to identify donors to fundraise for specific *City Assets* in exchange for *naming* rights. *City Sponsored or Recognized Support Groups* intending to fundraise (excluding *Donor Acknowledgement* programs) for multiple *naming* rights or major projects must take the following steps:

1. Develop recommendations for *naming* opportunities with gift levels prior to receiving gifts and offering *naming* rights to prospective donors.

CITY OF SAN DIEGO, CALIFORNIA  
**COUNCIL POLICY**

**CURRENT**

2. Draft and submit recommended *naming* opportunities with gift levels to the *Department Director* for review.
3. Upon receipt of recommended naming opportunities with gift levels, the *Department Director* reviewing the *recommendation* will consider the following items in the review, including, but not limited to, the following:
  - a. Submit the request to appropriate City historical staff to review the City's CHRID to determine if the *City Asset* is a Designated Historical Resource with an assigned historic name;
  - b. Ensure that supporting information has been authenticated;
  - c. If the *City Asset* is a Designated Historical Resource listed on the local, State or National Register of Historic Places, any on-site recognition shall comply with the U.S. Secretary of the Interior's Standards for the Treatment of Historic Properties and shall be reviewed and approved by the City's Historical Resources staff according to those standards;
  - d. Ensure compliance with Charter section 225 (Mandatory Disclosure of Business Interests);
  - e. Consider the community impact;
  - f. Consider the impact of the *donation* or *funding* to the completion of a project, if applicable; and
  - g. Consider the cost of implementation and signage, and identify the *funding* to cover such costs.
4. The *Department Director* will submit the proposal to the City Attorney's Office for legal review of the following issues that include, but are not limited to:
  - a. Ownership rights, by agreement or by law; and
  - b. Adherence to City policies, such as the San Diego Charter and SDMC, as well as any local, state, or federal regulation.
5. Upon completion of the above steps, the *Department Director* will work with the City Attorney to prepare a draft agreement with the *City Sponsored or Recognized Support Group*.

CITY OF SAN DIEGO, CALIFORNIA  
**COUNCIL POLICY**

CURRENT

6. Upon approval by the *Department Director*, the *City Sponsored or Recognized Support Group* will submit the recommended *naming* or *renaming* opportunities with gift levels and draft agreement to the corresponding board or commission.
7. Upon approval by the board or commission, the *Department Director* will submit the final draft recommendation on the *naming* or *renaming* opportunities with gift levels along with the draft agreement to the City Council for final approval. Only after City Council approval may the *City Sponsored or Recognized Support Groups* begin soliciting and accepting donations for *naming* or *renaming* rights.
8. No final commitment to name a *City Asset* or portion thereof shall be made to a potential donor without the final approval by the *Department Director* and Assistant Chief Operating Officer or Chief Operating Officer. *Naming* or *renaming* rights that include *funding* will have final approval by City Council.

HISTORY:

“Naming of City Assets”

Adopted by Resolution R-311043 – 04/13/2017