

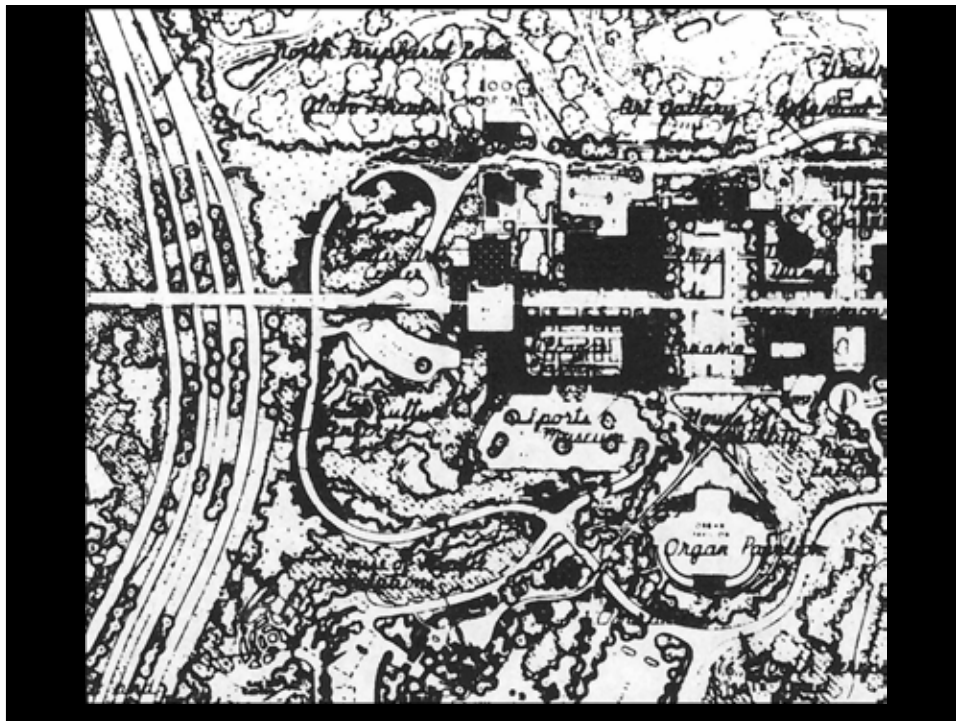


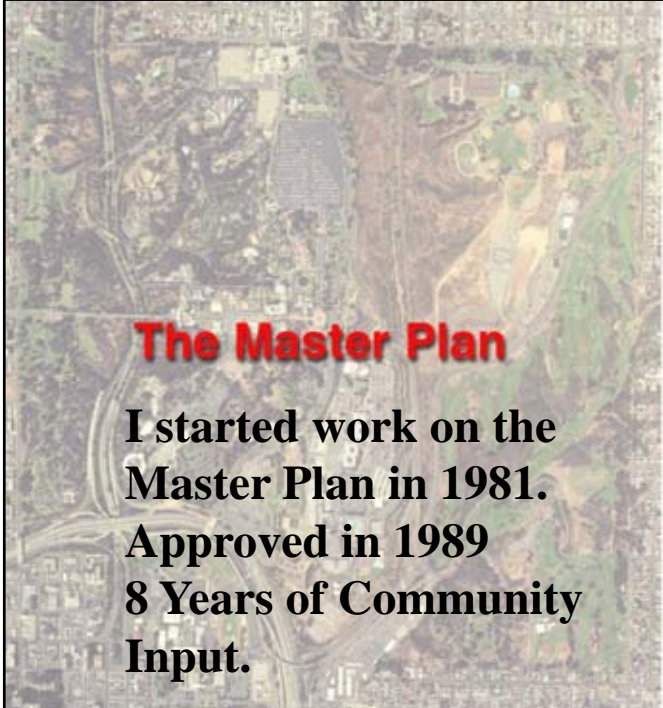
**Balboa Park  
Plaza de Panama**

**One Major Common  
Goal**

**Remove Parking  
from the Plaza de Panama  
NOW**

# The Bartholomew Plan-1960





**The Master Plan**


**I started work on the Master Plan in 1981.  
Approved in 1989  
8 Years of Community Input.**



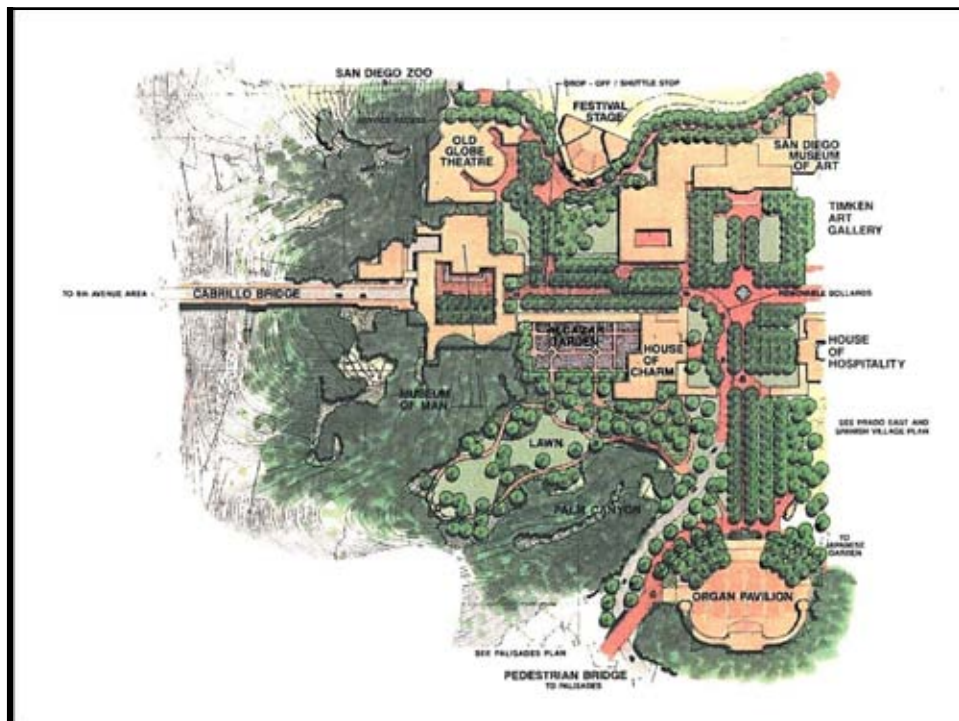
**BALBOA PARK MASTER PLAN**

ADOPTED : JULY 26, 1989

**Current Approved  
Balboa  
Park  
Master  
Plan**

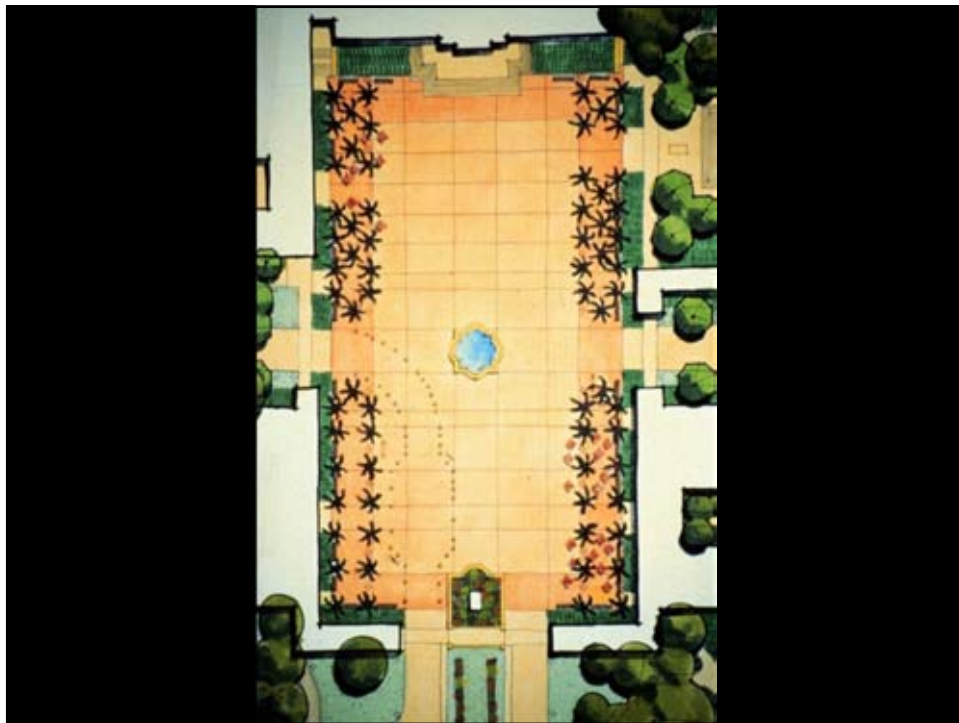
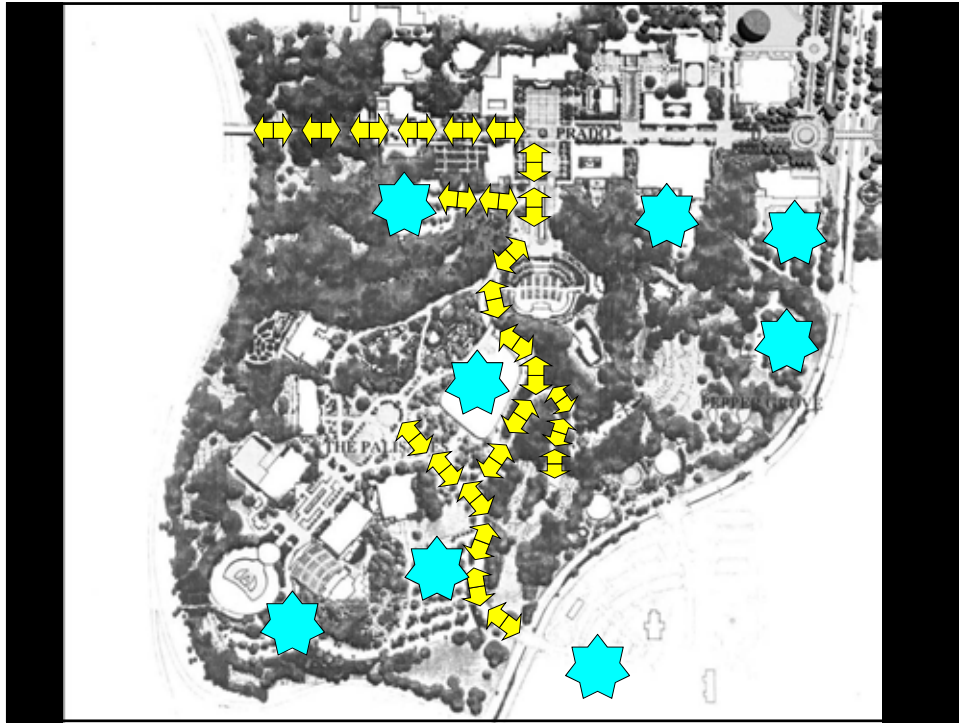


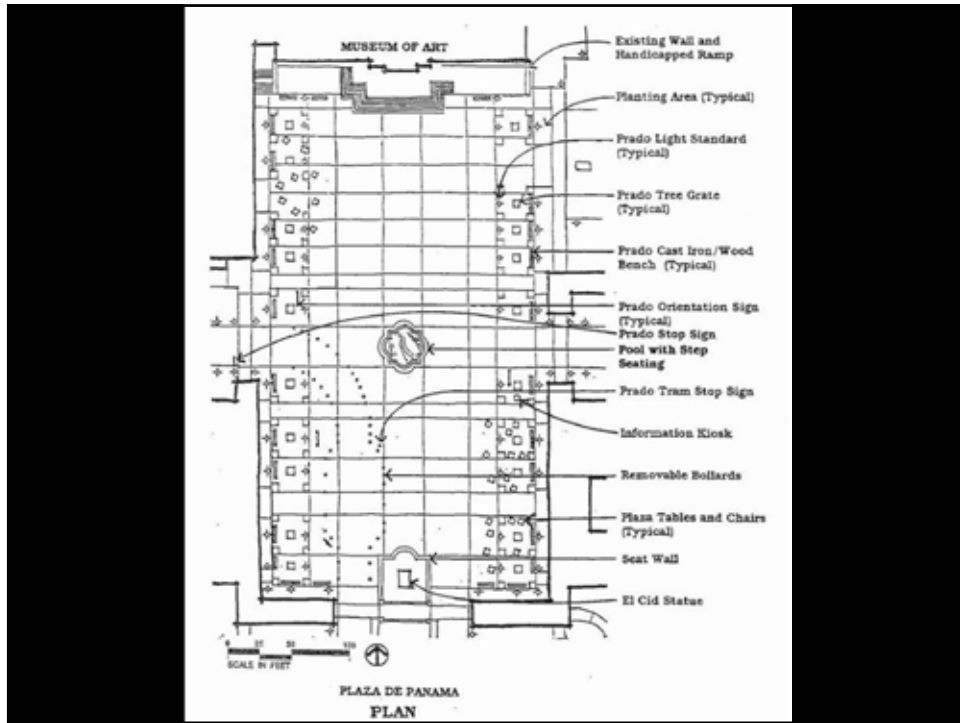
**BALBOA PARK MASTER PLAN**



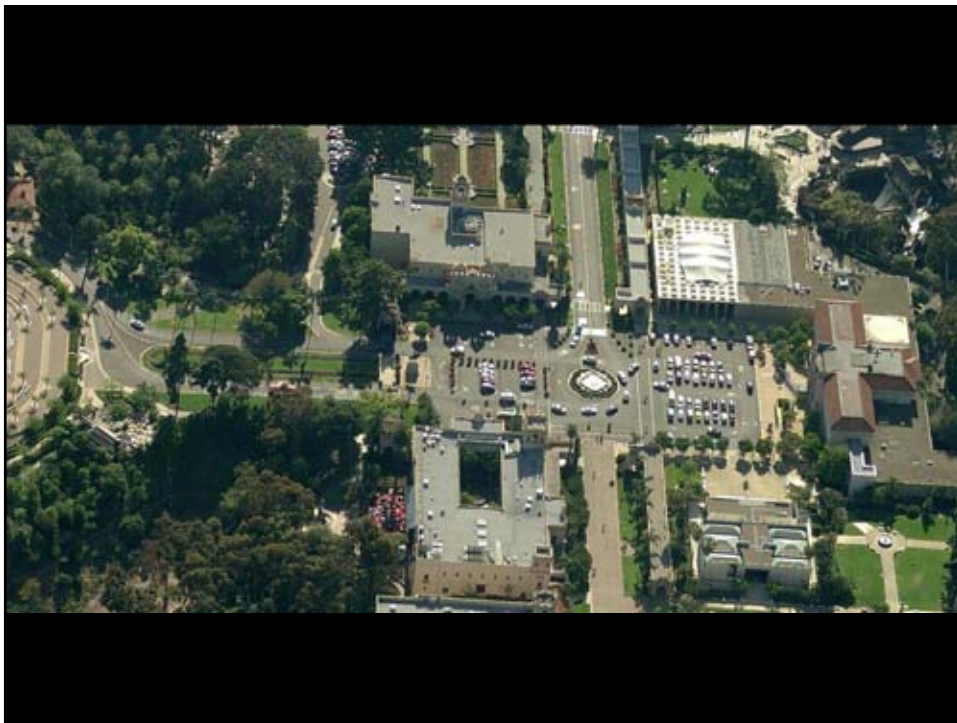


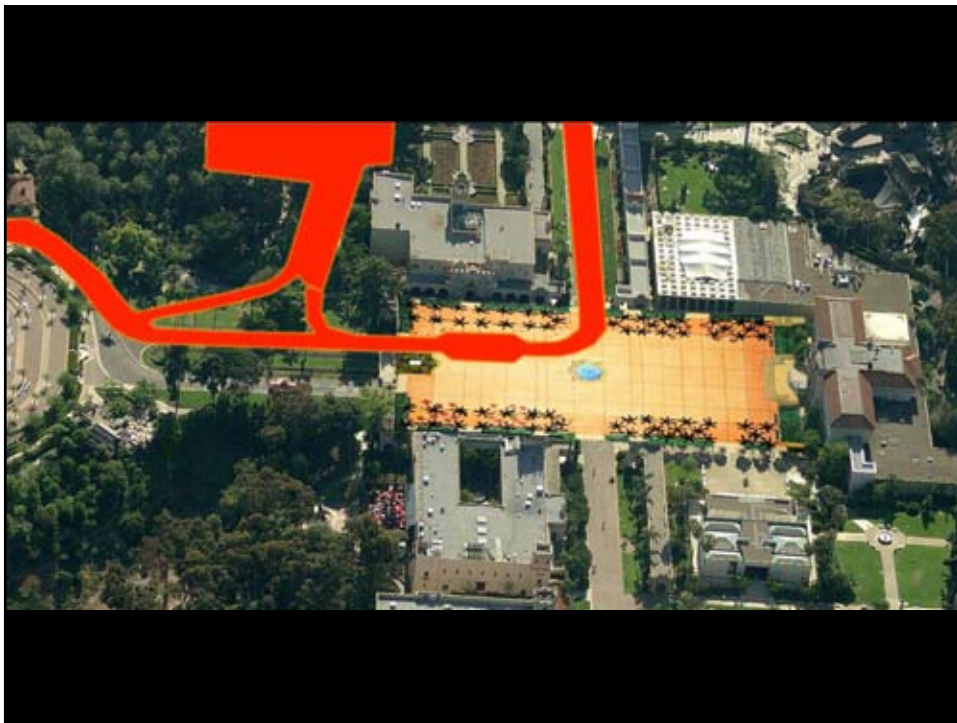
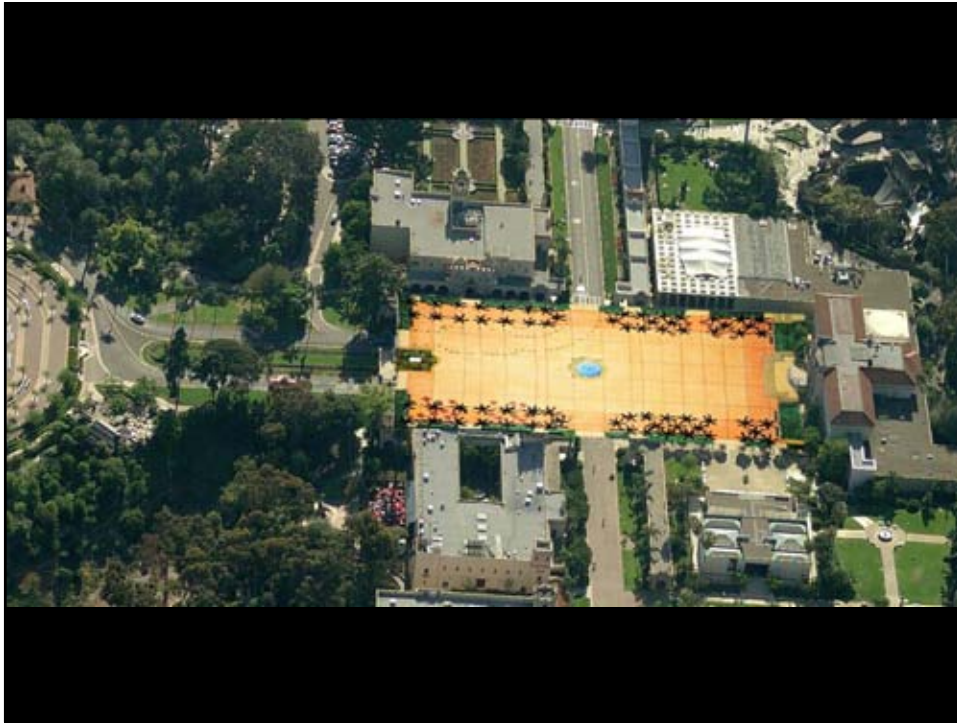




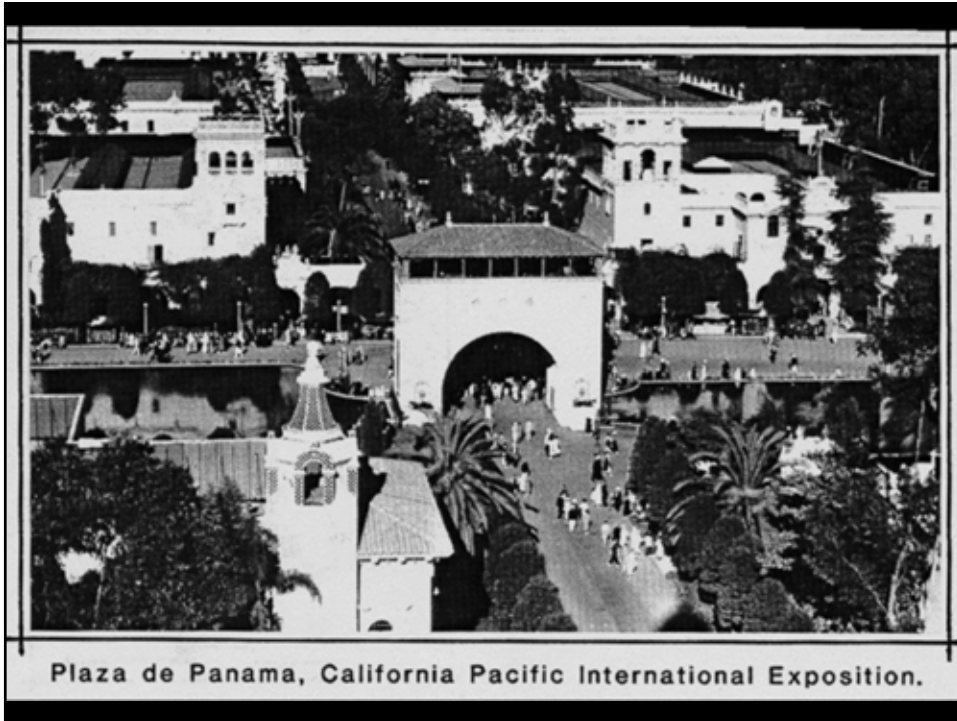






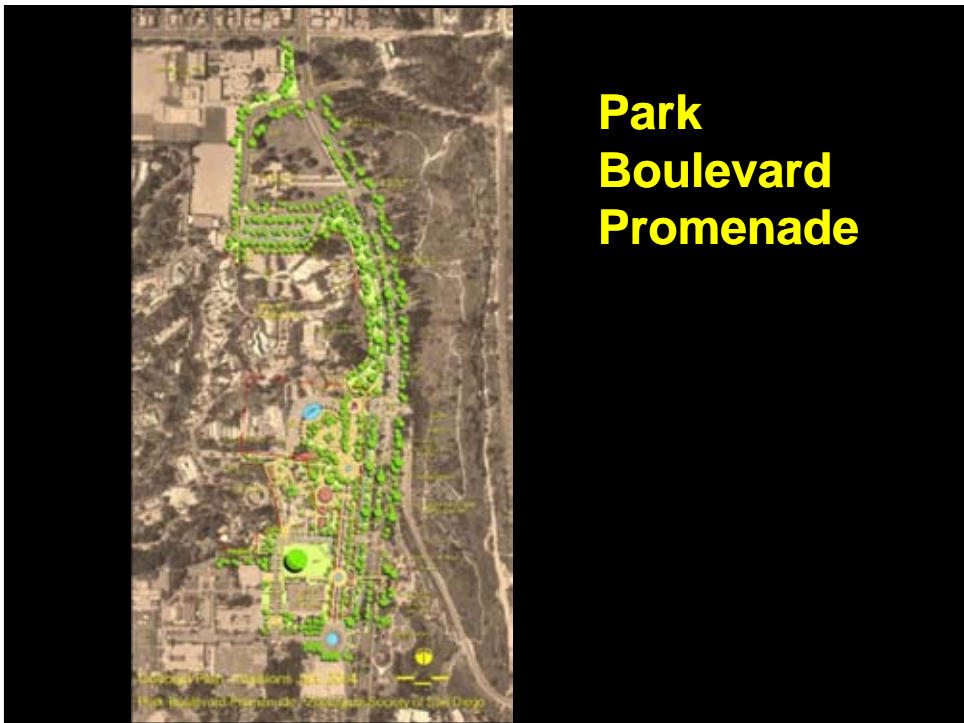
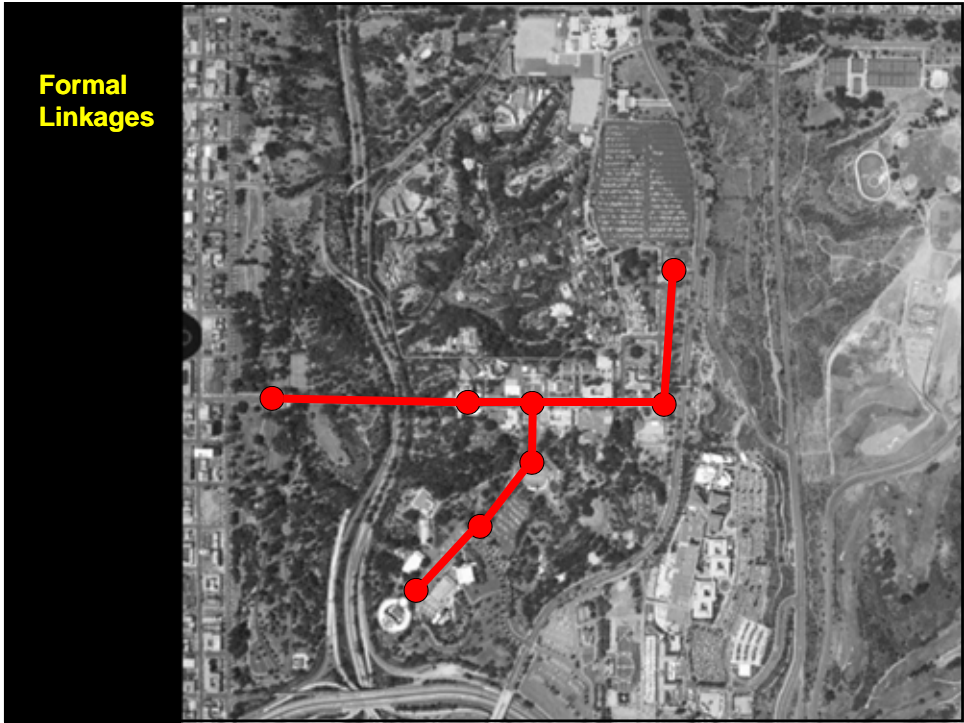


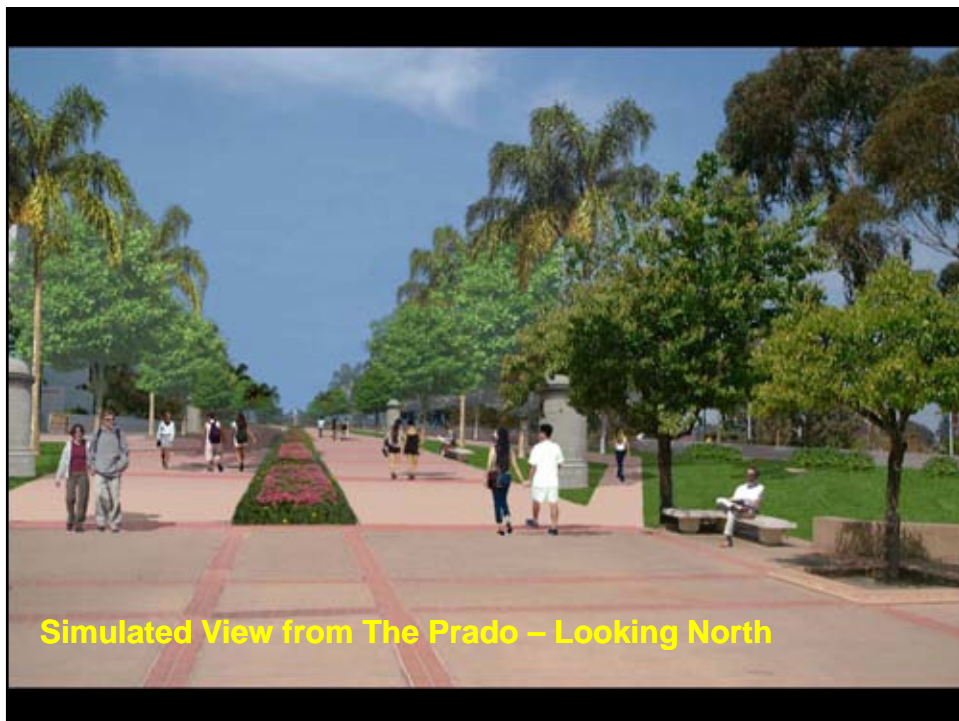
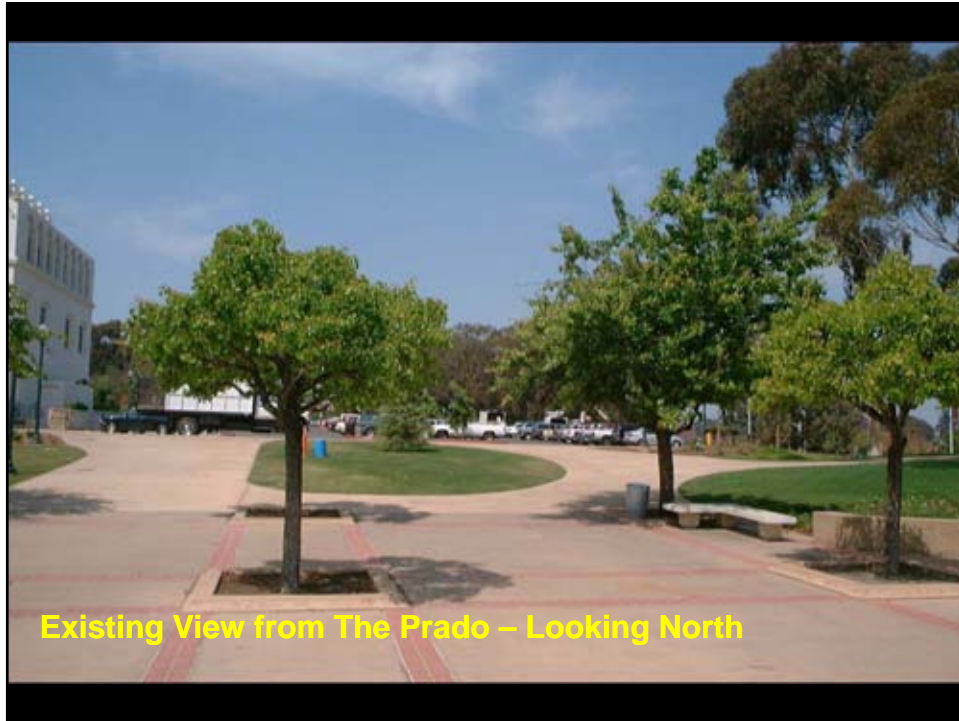
















## Alternatives (50 years worth)

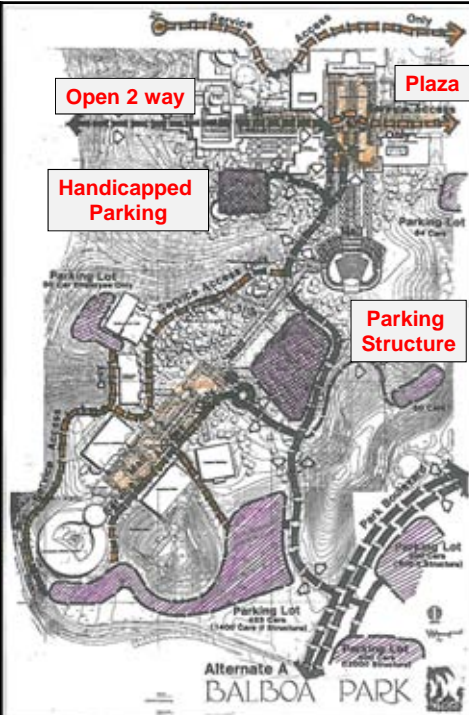
Including.....

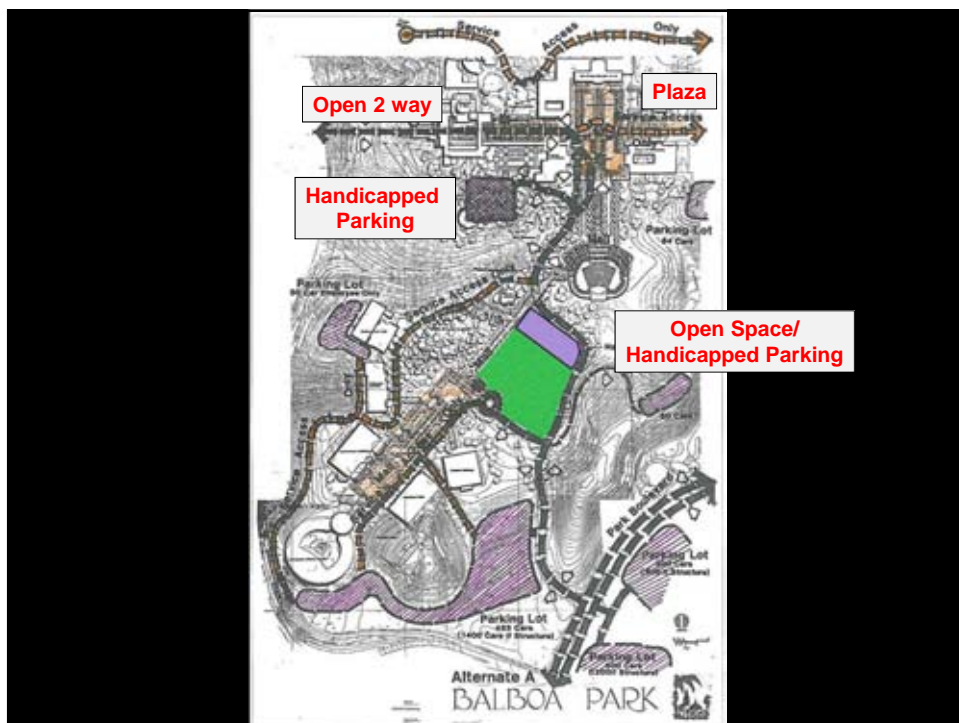
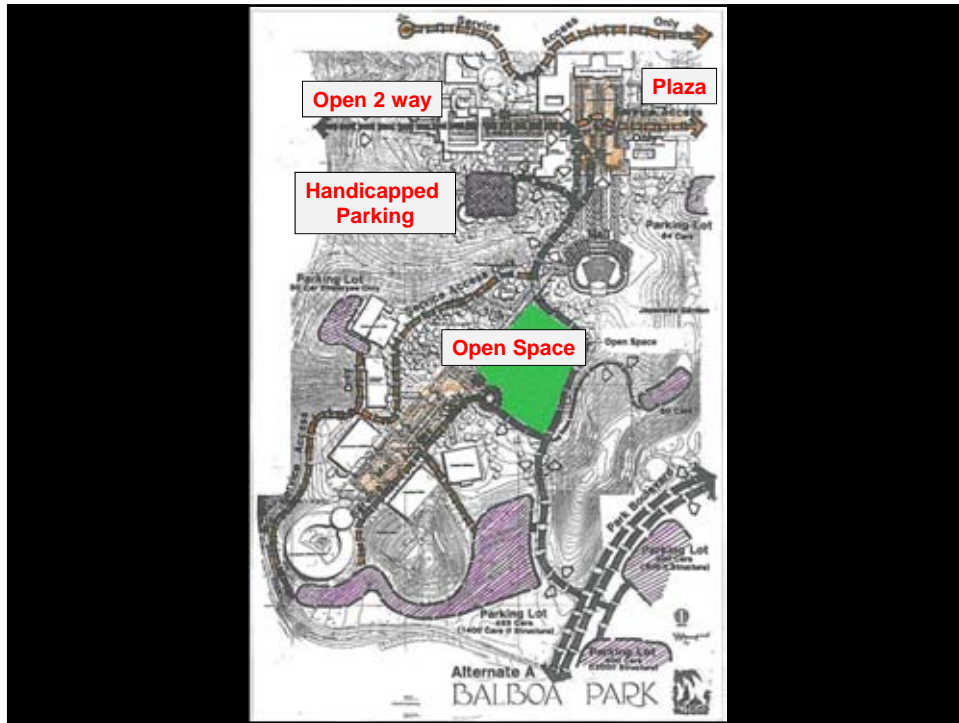
- No Cars at all in core
  - shuttle only
  - cars on perimeter
- Parking underneath the Plazas
- Robotic Parking

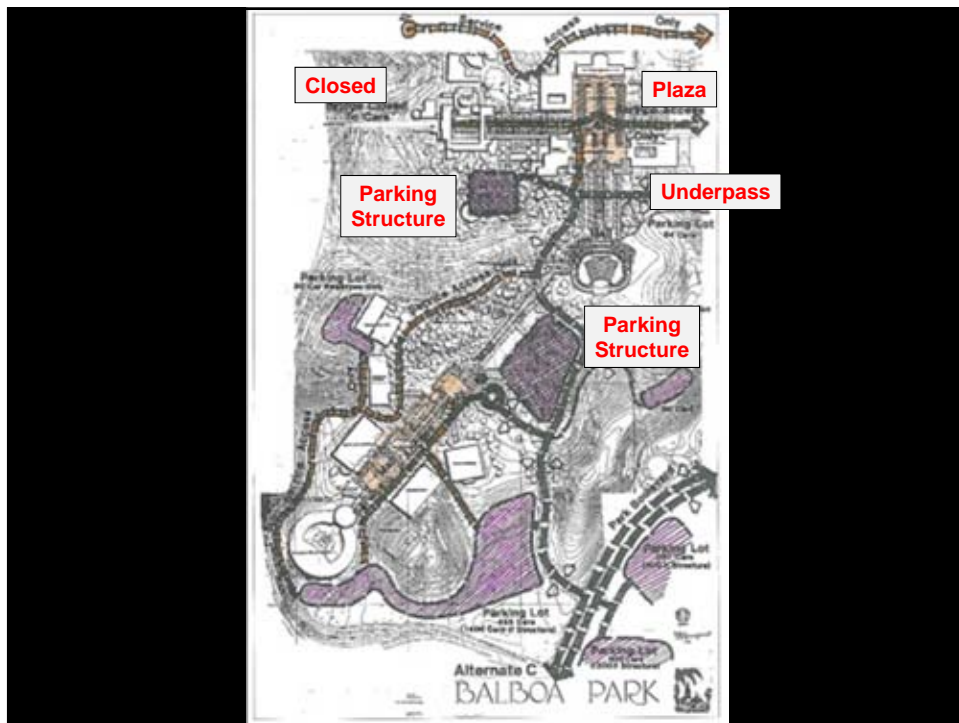
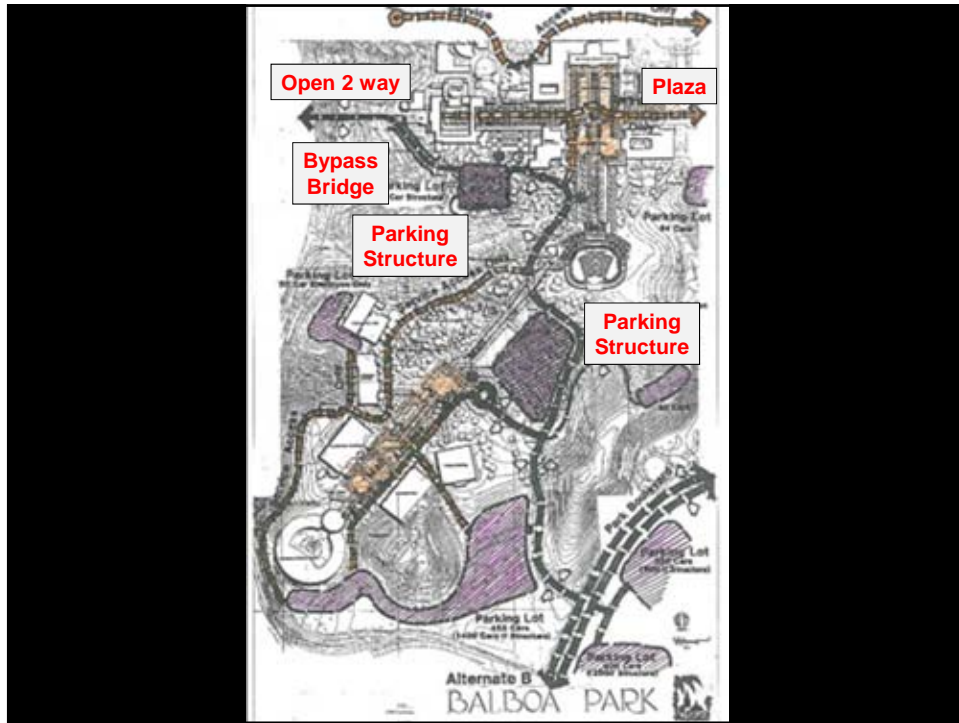


- Parking in half the Plaza
- Managed Traffic (Part time closure of Cabrillo Bridge, one way)
- Quince Street
- Many others.....

## 1987 Alternatives









Balboa Park User Survey Report – 2007 – Morey Group

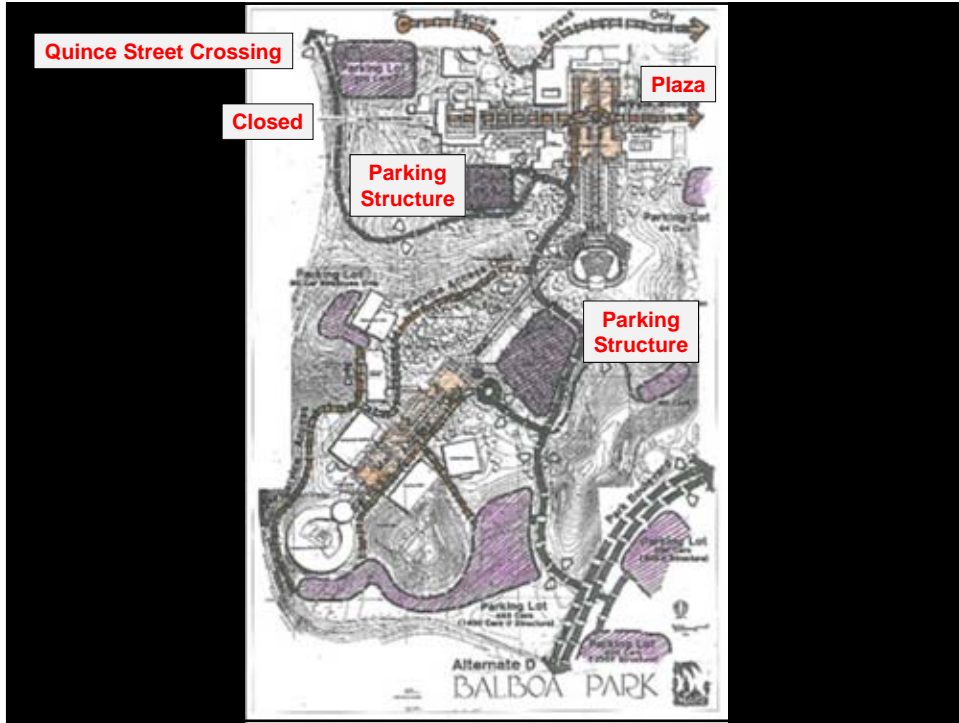
Did you enter Balboa Park today from Park Boulevard or Laurel Street/Cabrillo Bridge?

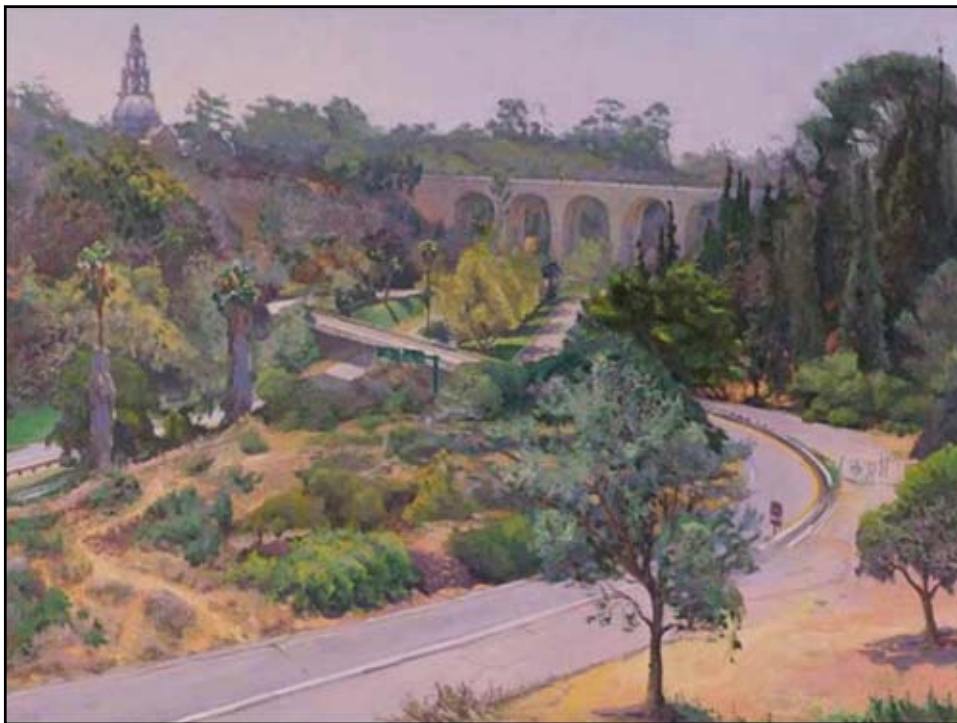
Absolute Break % Respondents	Base	August Day							Location				Resident		
		Mon	Tues	Wed	Thur	Fri	Sat	Sun	Prado	Palisades	Fountain	Bay Tree	Yes	No	
Base	703	96	111	126	115	81	101	96	126	196	85	106	471	216	
Missing	183	1	25	126	6	3	5	27	54	90	32	17	140	45	
	Other	1.5%	32.5%	96.4%	5.2%	3.7%	5.8%	37.8%	16.8%	48.4%	37.6%	16.0%	29.7%	25.8%	
Did you enter Balboa Park today from Park Boulevard or Laurel Street/Cabrillo Bridge?	Park Blvd	132	3	33	1	31	27	20	14	85	8	10	29	85	48
	Laurel Street/Bridge	379	82	53	1	79	51	76	57	167	88	43	60	346	125
	Other	13.0%	4.5%	29.7%	0.8%	27.0%	33.3%	19.8%	14.3%	26.1%	4.3%	11.8%	27.4%	18.0%	21.3%
	Other	53.8%	93.9%	47.7%	0.8%	87.8%	83.0%	75.2%	58.2%	57.4%	47.3%	50.6%	52.2%	57.9%	

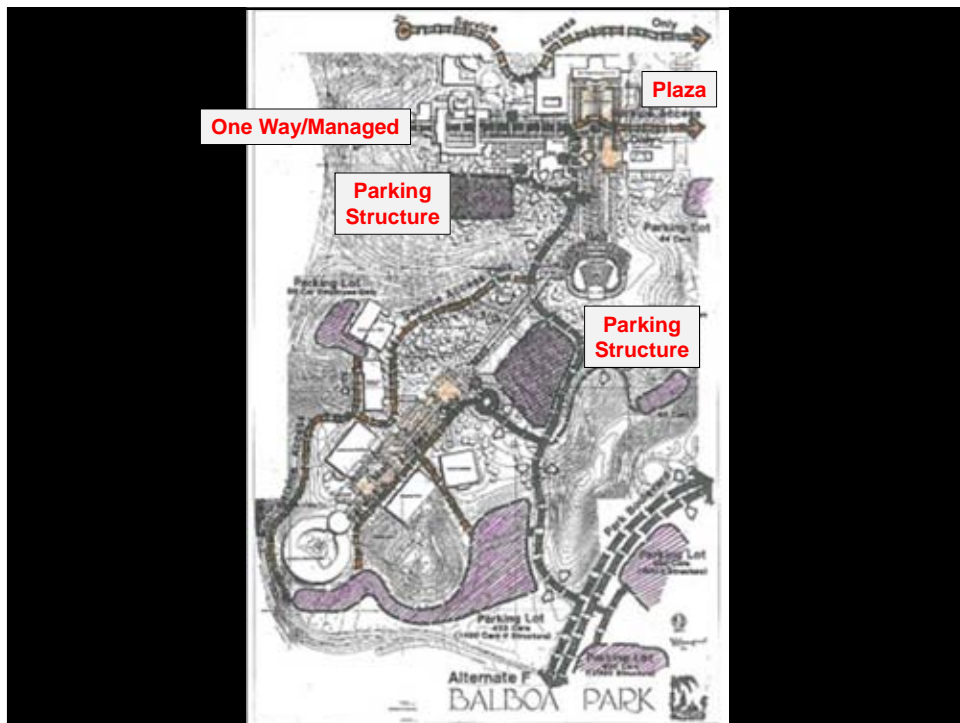
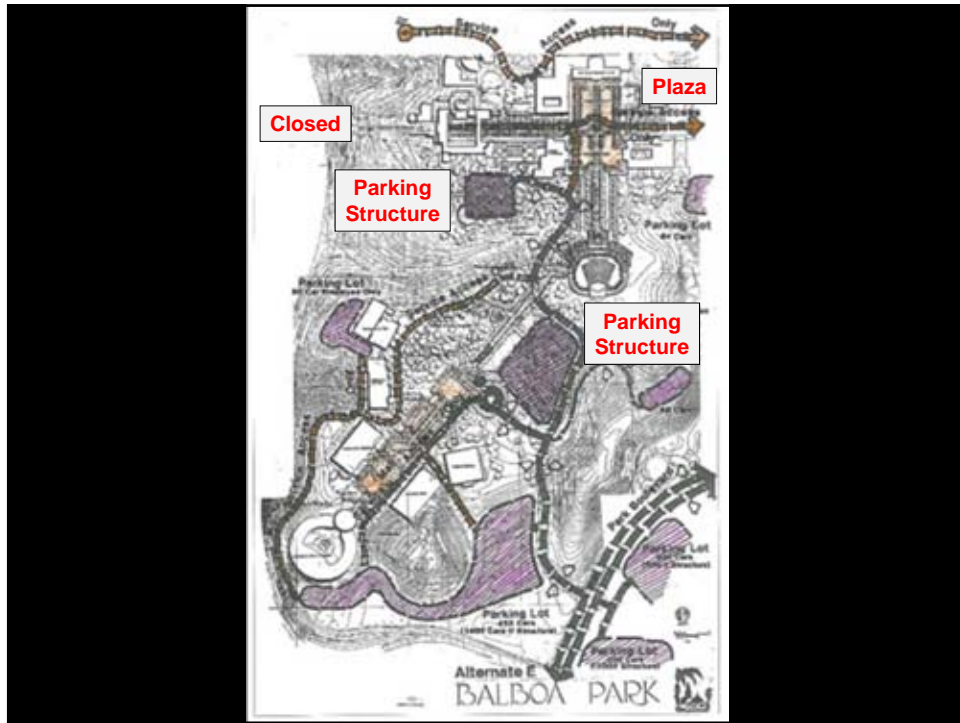
Absolute Break % Respondents	Base	Day							Location				Resident		
		Mon	Tues	Wed	Thur	Fri	Sat	Sun	Prado	Palisades	Fountain	Bay Tree	Yes	No	
Base	1252	135	177	221	188	175	142	204	633	286	185	157	1075	113	
Missing	88	-	7	4	1	1	1	2	7	2	3	3	15	1	
	Other	4.0%	4.0%	1.8%	0.5%	0.6%	0.7%	1.0%	1.1%	0.7%	1.6%	1.9%	1.4%	0.8%	
Did you enter Balboa Park today from Park Boulevard or Laurel Street/Cabrillo Bridge?	Park Blvd	454	54	78	68	77	106	35	36	224	102	81	64	378	74
	Laurel Street/Bridge	719	79	71	141	114	46	103	163	356	186	108	83	640	77
	Other	36.3%	30.5%	34.7%	30.8%	38.9%	60.6%	24.6%	17.6%	36.5%	35.7%	33.0%	40.9%	25.2%	42.8%
	Other	57.4%	58.5%	41.8%	83.9%	57.6%	26.3%	72.5%	79.9%	58.1%	58.0%	58.4%	52.9%	59.5%	44.5%
	Other	6.0%	1.5%	3.7%	3.6%	3.0%	12.8%	2.1%	1.5%	4.2%	5.6%	7.0%	4.5%	3.9%	12.1%

Absolute Break % Respondents		Base	
Base		1252	
Missing	Other	16 1.3%	
Did you enter Balboa Park today from Park Boulevard or La...	Park Blvd	454 36.3%	4
	Laurel Street/Bridge	719 57.4%	5
	Other	63 5.0%	1

Traffic Counts	
El Prado	
Traffic Counts	
2002 Traffic Count:	6600 (Average Daily Traffic)
2000 Traffic Count:	4100 (Average Daily Traffic)
1999 Traffic Count:	4100 (Average Daily Traffic)
1997 Traffic Count:	5000 (Average Annual Daily Traffic)









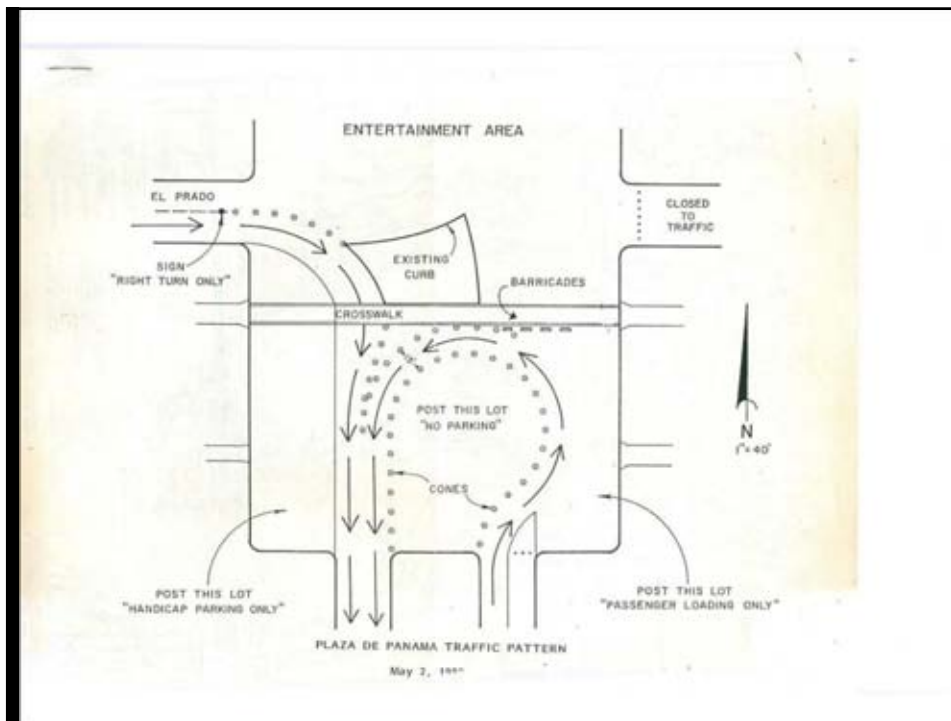
DATE ISSUED: April 26, 1989 REPORT NO. 89-205  
 ATTENTION: Honorable Mayor and Members of the City Council  
 SUBJECT; Balboa Park Traffic Experiment

SUMMARY

THIS IS AN INFORMATION ITEM ONLY. NO ACTION IS REQUIRED ON THE PART OF THE COMMITTEE OR THE CITY COUNCIL.

BACKGROUND

On Tuesday, May 2, 1989, the Park and Recreation Department with the assistance of the Police Department will experiment with a controlled vehicle traffic pattern in the Prado area of Balboa Park. This experiment is one of several that the Department hopes to conduct over the next several months to help determine how the impacts of automobile traffic can be minimized so that the Prado area can be restored to a more pedestrian oriented environment. Recovery of the Prado area for pedestrian uses is one of the major goals of the Balboa Park Master Plan.



## Closing of Balboa Park Span in Traffic Test Called Success

By MAUREEN FAN, *Times Staff Writer*

A one-day test run of a new traffic plan in Balboa Park that closed Cabrillo Bridge to westbound traffic was successful, according to city officials who said Wednesday that they will try the exercise again in June.

Cars could not leave the park by using the bridge to Laurel Street on Tuesday, and the parking lot in front of the San Diego Museum of Art was turned into an outdoor cafe, complete with a jazz band. Three trams ran from other parking lots in the park to the central museum area during the trial demonstration.

City spokesman Dave Twomey said that, although computerized survey results were not yet complete, initial public reaction was positive.

"We thought it went very well. . . . I did not see any negative reactions at all to the removal of the parking," he said. "We had very positive results on the tram and some mixed reviews on how inconvenient it was [that] you couldn't leave the park through Cabrillo Bridge."

Twomey said there was no backup of traffic and people were willing to park farther away because trams were available.

He said the exercise will be tried again in June, on a weekend. He said it is planned to put something like it in effect as a permanent solution.

## Wright house plants the right idea

THANK THE San Diego Museum of Art for riding Balboa Park of one of its ugliest parking lots.

The cars that lined one side of the Plaza de Panama are gone; in their place, the museum is displaying a house from an innovative design by the late Frank Lloyd Wright.

This temporary exhibit, with low, angular lines and an intriguing treatment of light and space, is worth a visit. But it is not just Wright's concept of organic architecture that attracts attention. It is also the organic stuff planted all around the brown concrete-block structure.

The long, lush grass in the plaza was meant to give the illusion of a yard for the Wright house. But what it also did was cover asphalt with an apron of

of cool, inviting greenery. It offers a foretaste of what the plaza can — and should — become.

The Balboa Park master plan envisions the removal of the parking lot in front of the art museum. The Wright exhibit, scheduled to run through Sept. 30, should prepare the public for its parking loss — a loss that is actually the park's aesthetic gain.

If the architectural pioneer Wright were still alive, he might appreciate the benefit of this temporary house on the plaza. The building will be gone one day, but it should leave behind a permanent legacy of a plaza freed of its parking lot. This ceremonial center of the park should be planted with trees, flowers and foliage — and reserved for people.



## My Recommendations

### 2 Projects

#### Project One

Plaza improvements only

No Bypass/No parking structure

Managed Traffic

As shown in the Precise Plan

**FULFILLS GOAL OF NO PARKING IN PLAZA**

**LOW COST**

**2014 WITHIN REACH**



#### Project Two

##### Option A

**Close Cabrillo Bridge except for traffic except shuttles. Build Parking Structure (Not Pay). No traffic in Plaza**

##### Option B

**Build by-pass bridge. Build Parking Structure/Road (Not Pay). No traffic in Plaza (Jacobs Plan)**

##### Option C

**Construct as per the Precise Plan. Build Parking Structure/Road (Not Pay).**

##### Option D

**Construct as per the Precise Plan except build Parking Structure in Inspiration Point**



**Balboa Park**  
**Plaza de Panama**