



THE COMMITTEE OF ONE HUNDRED

Working to preserve Balboa Park's historic architecture, gardens and public spaces since 1967.

www.c100.org

Spring 2019 Newsletter

PRESIDENT'S MESSAGE



Restoring the Palisades

Three years ago our board of directors decided to concentrate our efforts in Balboa Park's Palisades. Today's Automotive Museum building and Municipal

Gymnasium lost their temporary ornamentation early on. Never before has there been an attempt to restore these buildings to their 1935 appearance, despite a Master Plan and Precise Plan calling for restoration of the Palisades buildings and the Pan American Plaza—now an unsightly parking lot. The Plaza should be reborn as a beautiful, public space with state-of-the-art fountain on the site of the 1935 Firestone Singing Fountains. We have begun design work for reconstruction of the missing Maya-style ornamentation on the Auto Museum building, which will look much as it did during the 1935 exposition.

The Committee of One Hundred envisions a restored Palisades as an important step in making Balboa Park into a world-class destination.

Mike Kelly
president@c100.org

Save The Date for Annual Luncheon

Friday, June 7th • Balboa Park Club

*Details will be posted on our website in May.
Invitations will be mailed to our members and donors.*

Guest Speaker: Ranger Kim Duxlo
Bertram Goodhue Award: Frank P. Allen, Jr.
Gertrude Gilbert Award: Friends of Balboa Park



San Diego Automotive Museum Tile Project

The Committee of One Hundred was recently awarded a matching grant from The Parker Foundation to support this project. Donations from new donors—and donors who have not donated in the past 18 months—will be matched dollar for dollar. Thus \$125 will buy a \$250 border tile; \$250 will buy a \$500 tile. Donors will be recognized with their name or message—see link below.

Donor recognition will continue, even after we've raised enough funds for the tiles. Additional funds will be allocated to the reconstruction of the Maya-style ornamentation that originally graced this building in 1935 for the California Pacific International Exposition.



Buy-A-Tile

Donate online or mail check to:

Committee of 100, 1649 El Prado, Suite 2, San Diego CA 92101

<http://c100.org/murals.php>

Balboa Park After Dark: A New Fun Zone for San Diego

by Roger Showley

Anyone who has traveled abroad—or to American centers of urban activity, like New Orleans, Times Square and Miami's South Beach—invariably comes home raving about the sidewalk cafes, public markets, street entertainers and nighttime lights and bands. The European Christmas markets, the Middle Eastern and North African souks, the Asian and Latin American public squares offer examples to

But come 5 p.m. things in the park close down and the crowds disappear. It's like many cities' central business districts where office workers depart for home and the streets and buildings are left behind quiet and lifeless. Perhaps the biggest potential space for evening activation is the Pan-American Plaza. Most of the time it serves as an asphalt parking lot for 280 cars. How many more people could enjoy the Pan-American



December Nights in Balboa Park.

American cities that so often overregulate or misuse the public realm that they have ruled out spontaneity and joy. And somehow these other places draw visitors who find a way to get there without insisting on guaranteed free parking ten feet from the front door. Imagine the abundant opportunities in San Diego's cultural crown jewel. Balboa Park isn't just about beautiful buildings, luscious gardens and carefully curated collections. It's also about places and people—nearly 1,200 acres of land where residents and tourists make memories on every visit.

Plaza space reconfigured with landscaping, a monumental fountain and outdoor dining? The existing institutions could capitalize on this opportunity to expand their own food and beverage operations into these public spaces and share a sample of their collections—with more to see inside. It just takes some entrepreneurially minded museum directors and the City of San Diego to allow them to expand their leaseholds in exchange for a share of the gross revenue.



Balboa Park's international cottages quiet at night. Photo by Roger Showley

It's the space between the buildings that offers new opportunities for what planners call "activation"—turning passive, unassigned squares, plazas, parks and sidewalks into active, lively nodes where people eat, drink, and dance or watch performers on the public stages around them. The goals are no secret: bring more people to a place more often and make the experience so memorable and enjoyable that they extend their stay. That explains the vibrancy of Little Italy, the vibe of Pacific Beach, the electricity of Avenida Revolución in Tijuana or the crush of people on Fifth Avenue in the Gaslamp Quarter.

If Starlight Bowl springs back to life, a year-round slate of events could bring new visitors to the Palisades area. And don't forget what a jolt of activation will come when the Comic-Con Museum opens in the Federal Building. It will be a popular culture venue that is sure to draw hundreds of thousands a year to exhibitions and special events—at night as well during daylight hours. Its planners are already thinking of ways to extend the experience beyond the walls of the building.

could draw more new visitors, particularly millennials, who are always on the hunt for new experiences in new places. These locations would generate new revenues that the city could share. That new income would, ideally, go into a budgetary "lock box" dedicated to funding much needed repairs and maintenance of Balboa Park's buildings and grounds. In short, Balboa Park could be transformed into San Diego's most happening place.



Activation of outdoor spaces Old Town Square in Prague. Photo by Roger Showley





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The Committee of One Hundred
for the Preservation of Spanish Colonial Architecture in Balboa Park

1649 El Prado, Suite 2
San Diego, CA 92101



Murals were gone in this WWII photo of California State Building.



Tile donors* (Organizations): County of San Diego, The Parker Foundation, Heller Foundation of San Diego, Heritage Architecture & Planning, Motivational Systems, Inc., San Diego Automotive Museum, The Committee of One Hundred, Friends of Balboa Park, Balboa Park Conservancy, Save Our Heritage Organisation, Ryan Family Charitable Foundation, S. Falck Nielsen Family Fund, Feldman Family Endowment Fund, Haynes Chauffering, Imperial Beach Woman's Club

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**Donations of the last year are listed here.*

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