



March 6, 2012

Elizabeth Shearer-Nguyen, Environmental Planner
City of San Diego Development Services Center
1222 First Avenue, MS 501
San Diego, CA 92101

Dear Ms. Shearer-Nguyen,

Please accept this letter expressing my full support for the Plaza de Panama project. As Balboa Park is one of the most treasured and coveted attractions in our destination, I am in full support of the proposed improvements and enhancements to the benefit of our visitors.

Improving the traffic and infrastructure of Balboa Park is vital to growing San Diego's tourism industry. With nearly 12 million people visiting the park each year, vehicular accessibility into the park and controlling the traffic flow within the park will greatly mitigate traffic congestion, reduce danger for pedestrians, and enhance the overall visitor experience as a whole.

We at the San Diego Convention & Visitors Bureau are acutely aware of the importance of Balboa Park, and the impact it has on San Diego's tourism industry. We support the Plaza de Panama project and feel that the findings presented by alternative studies do not sufficiently address the issues at hand. While reclaiming park space for pedestrians and maintaining convenient access to the park is a challenge, I believe that the Panama plan presents a comprehensive solution to problems that will continue to degrade user experience, if they are not addressed correctly.

Investing in the improvements to Balboa Park, as proposed by the Plaza de Panama project, is vital to the future of San Diego's tourism industry. As we approach the Centennial Celebration of the Park, we are encouraged and hopeful that the Panama Plan will gain support and approval, so that Park visitors will enjoy the cultural heritage, enrichment and beauty that the Park offers for another 100 years.

Best regards,

Joe Terzi
President & CEO



750 B Street, Suite 1500
San Diego / CA 92101

TEL 619.232.3101
FAX 619.696.9371

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