



THE CITY OF SAN DIEGO

MEMORANDUM

DATE: March 25, 2016

TO: The Balboa Park Committee  
Agenda of April 7, 2016

FROM: Herman D. Parker, Park and Recreation Director

SUBJECT: A Request for "Joe Schloss Way" Naming at Morley Field

---

SUMMARY

Issues - Should the Balboa Park Committee recommend approval of the naming of "Joe Schloss Way" in the Morley Field area of Balboa Park?

Department Recommendation - In accordance with Park and Recreation Board Policy No. 1001, the Department does not have a recommendation for the naming of "Joe Schloss Way."

Fiscal Impact - The City Streets Division of Public Works will fabricate and install a street sign at the intersection of Jacaranda Place and the proposed "Joe Schloss Way" at a cost of \$240.

Environmental - This activity is categorically exempt under CEQA pursuant to State CEQA Guidelines, Section 15301, Existing Facilities.

BACKGROUND

Morley Field is located on the East Mesa of Balboa Park. The Morley Field area has been developed as a sports complex over the decades, starting with the Bud Kearns Pool in the 1930's. Morley Field currently contains the pool, tennis courts, baseball/multi-purpose fields, a velodrome, archery range, bocce courts and disc golf course, and is host to cross-country running events. The baseball/multi-purpose fields in their current configuration were developed in 1975, and are home to the North Park Little League.

There exists in the Morley Field area of Balboa Park a segment of unnamed road that lies between Jacaranda Drive and the parking lot east of the baseball/multi-purpose fields (see attachment). This segment of road is considered a park road or access drive, and does not appear in the SanGIS geographic information system database. The road is identified as a "restricted road" in the Thomas Guide map book.

The North Park Little League proposes to name this segment of park road "Joe Schloss Way" in honor of Mr. Schloss and his contribution to the community of North Park. Please see the attached request and brief biography of Mr. Schloss.

DISCUSSION

Park and Recreation Board Policy No. 1001 addresses the naming of parks and recreation facilities. The policy outlines the process for approval and suggests that naming of facilities within parks is preferable to the naming of entire parks. A copy of this policy is attached.

Per the Park and Recreation Board policy, the Balboa Park/Morley Field Recreation Council held a meeting on February 3, 2016 to consider the naming of the segment of park road as "Joe Schloss Way." The recreation council voted 10-0-1 in support of the naming. Please see the attached letter of support from the Balboa Park/Morley Field Recreation Council.

ALTERNATIVE

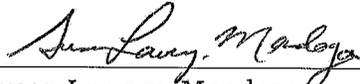
Do not recommend approval of the naming of "Joe Schloss Way" in the Morley Field area of Balboa Park.

Respectfully submitted,



---

Herman D. Parker  
Park and Recreation Director



---

Susan Lowery-Mendoza  
District Manager, Developed Regional Parks

HP/slm

Attachments: Park and Recreation Board Policy No. 1001  
Morley Field Graphic  
North Park Little League Proposal  
Balboa Park/Morley Field Recreation Council Letter of Support

cc: Council District 3 Office

PARK AND RECREATION BOARD POLICY

**SUBJECT:** Naming of Parks and Recreation Facilities

**BACKGROUND:** The public sometimes suggests that parks and recreation facilities be named after persons, living or dead.

**PURPOSE:** To provide a systematic procedure for the naming of parks and recreation facilities which will assist in their location by the citizenry, and to develop a method for the retention of names of historical or fiscal significance.

**POLICY:** As a general policy, parks and recreation facilities should be named to identify their locations. Especially for parks, the name of the community area, the names of nearby geographic features, the names of adjacent schools and street names should be given first consideration. However, they may also be named for individuals, living or dead, who are of historical significance to the local area or who have made major financial contributions in the opinion of the appropriate Recreation Councils and/or other advisory bodies, Board committees and the full Board. Facilities within parks, (such as buildings, gyms, courts, etc.) are more appropriate for naming after individuals than are parks.

Renaming a facility for a person, when that facility is already named for 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 facility is currently named, to present their views verbally, or in writing, at a public hearing.

**PROCEDURE:** The Recreation Council effected by the proposed name change, shall hold a public hearing to review the request and the supporting documents and information, and shall make recommendations to the Area Committees and the Park and Recreation Board on any and all recommended changes to the renaming of existing facilities.

**SUBSTANTIATION:** Park and Recreation Board Minutes of 6/16/83 (page 2469)  
Park and Recreation Board Minutes of November 15, 2001 (page 4).

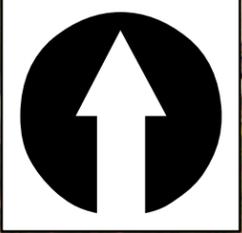
# BALBOA PARK - MORLEY FIELD

## JOE SCHLOSS WAY PROPOSAL

2016



JOE SCHLOSS WAY



Every reasonable effort has been made to assure the accuracy of this map. However, neither the SanGIS participants nor San Diego Data Processing Corporation assume any liability arising from its use. This map contains information from the San Diego Association of Governments (SanDAG) Regional Information System. This map cannot be reproduced without the written permission of SanDAG.

THIS MAP IS PROVIDED WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.

This map contains information which has been reproduced with permission granted by Thomas Brothers Map Company PROPRIETARY INFORMATION: The use of this information is pursuant to sublicense agreement only. Any resale or relicensing of this information is prohibited, except in accordance with such sublicense agreements.





Hello.

On behalf of North Park Little League, we would like to request your support for an access road at Morley Field to be named after Joe Schloss.

The access road is the stretch of road between the north and south parking lots at Morley Field. We propose a street sign designed as the other streets at Morley Field, a silver pole, green sign and white lettering reading: Joe Schloss Way.

Joe Schloss was a North Park youth baseball coach for 60 years, including 57 years at North Park Little League, before his death at age 88 this past November. Joe was one of the most respected and recognizable residents in the North Park area, influencing generations of young men and women on skill, sportsmanship and good character.

The naming of the street will not only honor Joe, it will provide a community service by adding a familiar name to the road. When people say turn left on Joe Schloss Way to find the baseball and soccer fields, drivers will see the sign.

We hope you will endorse our proposal and assist with this effort. At the opening day of the North Park Little League season on March 5, San Diego City Councilmember Todd Gloria presented a plaque to Joe's wife Barbara. At the event, Councilmember Gloria announced that his office fully supports the effort to dedicate the access road as Joe Schloss Way.

Thanks for your consideration.

Sincerely,

Dan Bennett

North Park Little League Board of Directors

(760) 805-9510

[danbennett@cox.net](mailto:danbennett@cox.net)



BALBOA PARK/MORLEY FIELD RECREATION COUNCIL  
Balboa Park Activity Center  
2145 Park Boulevard  
San Diego, CA 92101  
(858) 581-7100

March 15, 2016

To whom it may concern.

The Balboa Field/Morley Field Recreation Council promotes recreational activity in and around Balboa Park. We are pleased to support North Park Little League's effort to name an access road at Morley Field after the late youth baseball coach Joe Schloss. Joe Schloss epitomizes the energy and dedication to youth and recreation that we as a Council strive to encourage.

Joe Schloss was a North Park youth baseball coach for 60 years, including 57 years at North Park Little League, before his death at age 88 this past November. Joe was one of the most respected and recognizable residents in the North Park area, influencing generations of young people on skill, sportsmanship and good character. We need more Joe's to give tirelessly for the good of the community.

The access road is the stretch of road between the north and south parking lots at Morley Field. North Park Little League is proposing a street sign designed as the other streets at Morley Field - a silver pole, green sign and white lettering reading: "Joe Schloss Way."

The naming of the street will not only honor Joe, it will provide a community service by adding a familiar name to the road. When people say turn left on "Joe Schloss Way" to find the baseball and soccer fields, drivers will see the sign. The sign will be useful to all participants and visitors utilizing the park and its many activities.

The Balboa Park/Morley Field Recreation Council endorses this effort recognize Joe Schloss so all remember his contribution to generations of youth baseball players.

Thank you for your consideration.

Sincerely,

A handwritten signature in cursive script that reads "Jerry L. Harris".

Jerry L. Harris, Chairman

Balboa Park/Morley Field Recreation Council