



REPORT

THE CITY OF SAN DIEGO TO THE PARK AND RECREATION BOARD

DATE ISSUED: September 7, 2011 REPORT NO: 104

ATTENTION: Park and Recreation Board
Agenda of September 15, 2011

SUBJECT: Renaming of Trail # 43 within Balboa Park to the "Jerry Schad Memorial Trail"

SUMMARY

Issue – Should the Park and Recreation Board approve the renaming of Trail #43 within Balboa Park to the "Jerry Schad Memorial Trail"

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

Other Recommendations –

- On September 1, 2011, the Balboa Park Committee voted unanimously to recommend approval of renaming Trail #43 within Balboa Park to the "Jerry Schad Memorial Trail"
- The Balboa Park Trails Committee unanimously supports the renaming of Trail #43 within Balboa Park to the "Jerry Schad Memorial Trail"

Fiscal Impact – None, funding for the change of the verbiage to the Marston Point Gateway sign will be paid by the Friends of Balboa Park Jerry Schad Memorial Fund

BACKGROUND

The Balboa Park Trails program is a comprehensive system of hiking and biking trails within Balboa Park. More than sixty-three (63) miles of trails, with five (5) gateways and nineteen (19) marked trails are available to Park visitors for their enjoyment. The trails were designed to introduce users to the lesser known areas of Balboa Park and to promote a positive recreation experience. The program was conceived and implemented by the Balboa Park Trails Committee. The Committee, assembled over three (3) years ago, consists of staff, residents and trail users. The program was funded in large part with grants from the Balboa Park Trust of the San Diego Foundation. Trail # 43 is on the west side of Balboa Park. The trail begins at the Marston Point Gateway located at 6th Avenue and Elm Street. Dedication of the Trail will require some minor verbiage adjustments to the Marston Point Gateway sign. A sample of the replacement verbiage is attached along with a current map of the Marston Point Gateway showing Trail # 43.

September 7, 2011

Jerry Schad was a founding member of the Balboa Park Trails Committee. His knowledge of Balboa Park, writing skills and trails has contributed significantly to the success of the Trail Program. Jerry is a successful author and has many publications to his credit, including his "Afoot and Afield" book series and his weekly "Roam-O-Rama" article for the San Diego Reader. During his tenure on the Trails Committee, Jerry used his tireless energy and trail expertise to identify viable trail routes, create sign and map verbiage and provided technical trail input. Jerry's contribution to the Trails Program helped to ensure that the program was a success. In addition to his contributions to Balboa Park, Jerry is known as San Diego County's leading promoter of trails. For more than a decade, he has been responsible for introducing more people to the City of San Diego's Open Space areas than any other individual.

DISCUSSION

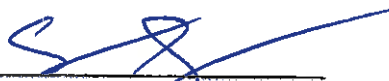
Park and Recreation Board Policy No. 1001 addresses the Naming of Parks and Recreation Facilities. The policy outlines the process for approval and suggests that naming of facilities within parks is preferable to the naming of entire parks. A copy of this policy is attached.

ALTERNATIVES

Do not approve the designation of Trail #43 as the "Jerry Schad Memorial Trail".

Respectfully submitted,


Kathleen Hasenauer
Deputy Director
Developed Regional Parks Division


Prepared by: Casey Smith
District Manager
Open Space Division

KH/cs

- Attachment:
1. Marston Point Gateway Map
 2. Proposed Marston Point Legend
 3. Jerry Schad Bio
 3. Park and Recreation Board Policy #1001 – Naming of Parks and Recreation Facilities

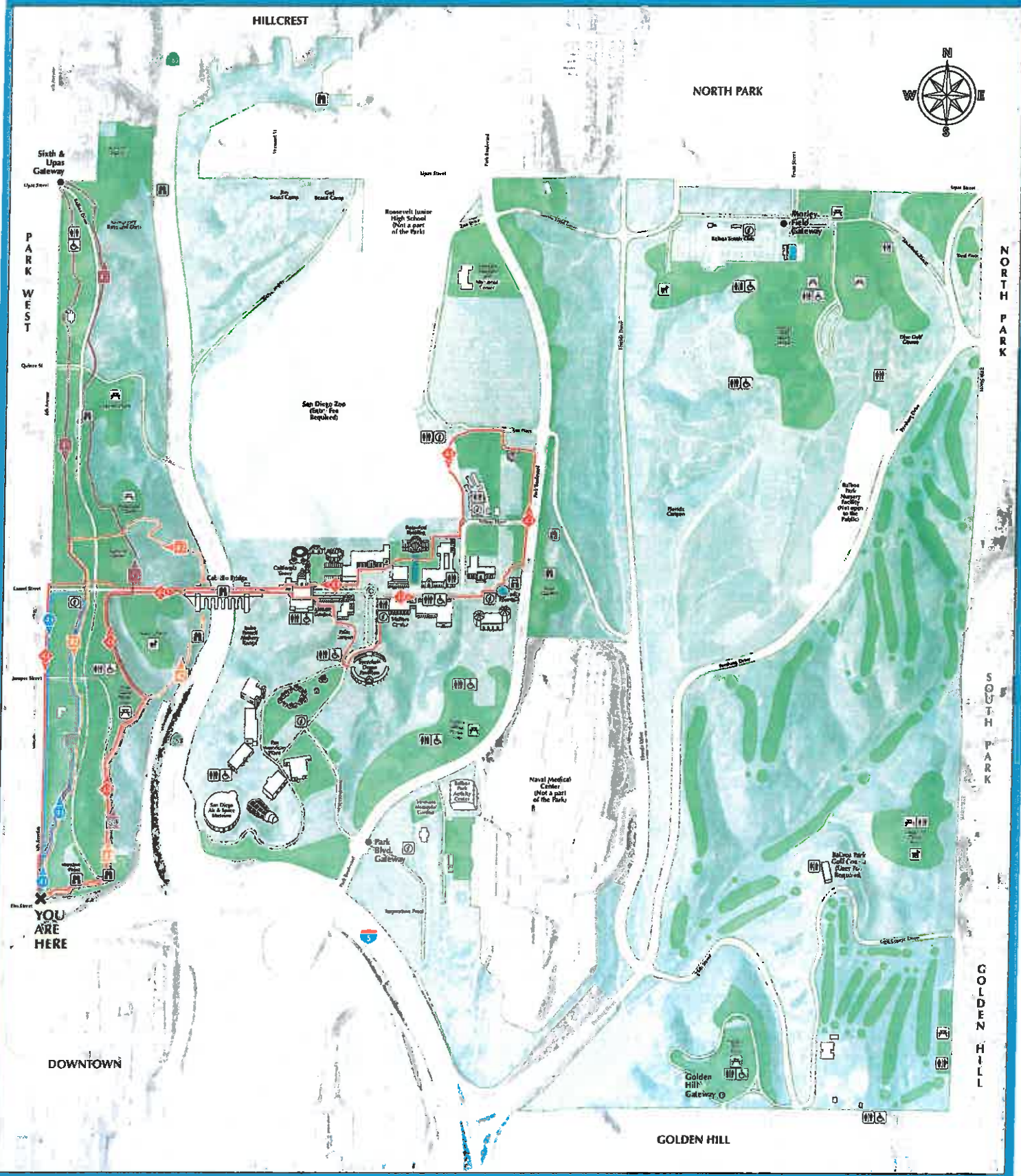
cc: Council District 3 Office



Trail	Color	Difficulty	Distance	Type	Description	Features
41	Blue	Easy	1.0 miles	Sidewalk.	Tree-lined route loops through the south side of Balboa Park's West Mesa.	Mature landscaping, Seltzer Plaza and Kate Sessions statue.
42	Orange	Medium	1.6 miles	Sidewalk, stairway, unpaved trail and some road surfaces.	Experiences unique perspectives of the West Mesa canyons and landscaped areas. Includes significant elevation changes.	Jumper Staircase, Brooks Trail under the Cabrillo Bridge, Redwood Circle, Seltzer and Founders Plaza, scenic views throughout.
43	Pink	Medium	2.6 miles	Sidewalk and some road surfaces.	Tree-lined, gently sloping route loops through the entire West Mesa, which features some of Balboa Park's finest botanical treasures.	Pine Crown, Redwood Circle, Cypress Point, Trees for Health Garden, Seltzer and Founders Plaza, Kate Sessions statue.
44	Red	Medium	3.3 miles	Sidewalk and some road surfaces.	Explore the 1915 Panama California Exposition section of the park by way of the West Mesa and the iconic Cabrillo Bridge.	Cabrillo Bridge, Alcazar Garden, Pikes Canyon, Organ Pavilion, Lily Pond, Botanical Building, and other historic structures.

Icons

- Information Center / Blank
- Restroom Facilities
- Accessible Restroom
- Picnic Area
- Off Leash Dog Area
- Scenic View





SAMPLE TRAIL MARKER: All markers from the gateway have a red background, with the center color to match the legend at right.

Trail	Color	Difficulty	Distance	Type	Description	Features	Icons
41		Easy	1.0 miles	Sidewalk.	Treelined route loops through the south side of Balboa Park's West Mesa.	Mature landscaping, Seton Plaza and Kate Sessions statue.	Information Center / Kiosk
42		Medium	1.6 miles	Sidewalk, stairway, unpaved trail and some road surfaces.	Experience unique perspectives of the West Mesa canyons and landscaped areas. Includes significant elevation changes.	Kudzu Staircase, Bridge Trail under the Cabrillo Bridge, Redwood Circle, Seton and Founders Plaza, scenic views throughout.	Restroom Facilities, Accessible Restroom
43		Medium	2.6 miles	JERRY SCHAD MEMORIAL TRAIL Sidewalk and some road surfaces.	Tree-lined, gently sloping route loops through the entire West Mesa, which features some of Balboa Park's finest botanical treasures.	Pine Grove, Redwood Circle, Cypress Plant, Trees for Health Garden, Seton and Founders Plaza, Kate Sessions statue.	Plaque Area
44		Medium	3.3 miles	Sidewalk and some road surfaces.	Explore the 1915 Panama California Exposition section of the park by way of the West Mesa and the iconic Cabrillo Bridge.	Cabrillo Bridge, Alcazar Garden, Palm Canyon, Organ Pavilion, Lily Pond, Botanical Building, and other historic structures.	Off Leash Dog Area, Scenic View

Below is a brief listing of Jerry Schad's publications related to the City of San Diego.

PUBLICATIONS/BOOKS

Author: 50 Southern California Bicycle Trips, Touchstone Press, ©1975

Author: Backcountry Roads & Trails, San Diego County, Touchstone Press, ©1976, 1983, 1986. Centra Publications, ©1993.

Author: Back Roads & Hiking Trails, Santa Cruz Mountains, Touchstone Press, ©1979

Author: Adventure Running, Icarus Press, ©1983

Author: Afoot and Afield in San Diego County, Wilderness Press, ©1986, 1992, 1998; CD-ROM edition ©1995

Co-author: Cycling San Diego, Centra Publications, ©1986, 1992

Author: California Deserts, Falcon Press, ©1988, 1997

Author: Afoot and Afield in Orange County, Wilderness Press, ©1988, 1996

Author: Cycling Orange County, Centra Publications, ©1989

Author: Afoot and Afield in Los Angeles County, Wilderness Press, ©1991, 2000

Author: Physical Science: A Unified Approach, Brooks/Cole Publishing Co., ©1996

Author: 101 Hikes in Southern California, Wilderness Press, ©1996

Editor: Wilderness Basics: The Complete Handbook for Hikers and Backpackers, by the San Diego Chapter Sierra Club, The Mountaineers Books, ©1993

PUBLICATIONS/PERIODICALS

More than 500 articles and columns dealing with travel, nature, science, and outdoor sports in the following publications: Los Angeles Times, San Diego Home/Garden, San Diego Reader, A-16 Footprints, Guest Informant, Backpacker, Bicycling, Baja Traveler, California Explorer, Desert, Omni, Outside, Petersen's PhotoGraphic, Runner's World, Western's World, Westways, and "At Hand" (Pacific Bell web site).

TELEVISION

Schad is serving as host and consultant for the TV series "Afoot and Afield in San Diego" (based on his book of nearly the same name), which appears on KPBS-TV, San Diego's PBS affiliate. Schad also co-wrote and is featured in "San Diego Night Sky," which debuted in June 1997 on KPBS-TV.

PHOTOGRAPHY

Jerry's astronomical photographs have been published nearly 1000 times in national (US) and overseas publications, starting with a planetary-conjunction sequence appearing in Sky and Telescope magazine in 1966. His recent photo credits include U.S. News and World Report (cover of April 7, 1997 issue), Newsweek, Time, Reader's Digest, Scientific American, Discover, Sky and Telescope, Astronomy, and ABC News (Discovery Channel).

A sampling of Jerry Schad's "Roam-O-Rama" articles published in the San Diego Reader related to City of San Diego Parks.

- Historical Walk in Balboa Park
Published Jan. 26, 2011
- La Jolla Shores Has It All — Surf, Sand, and Sea Creatures
Published Nov. 23, 2010
- East Balboa Park
Published Dec. 1, 2010
- East Tecolote Canyon
Published March 23, 2011
- Find Coast Redwoods in Balboa Park
Published April 13, 2011
- South Fortuna Mountain
Published May 11, 2011
- Two Little La Jolla Parks
Published May 25, 2011

- **Maple Canyon to Banker's Hill**
Published Nov. 3, 2010
- **Explore Mission Gorge by Foot, Bike, Skates, or Car**
Published Oct. 6, 2010
- **San Diego's Best Sunrises, Sunsets, and Moonrises from Shelter Island's Shoreline Path**
Published Sept. 22, 2010
- **Los Peñasquitos Lagoon**
Published April 7, 2010
- **Cowles Mountain to Pyles Peak**
Published Sept. 2, 2009
- **Point Loma Bike Ride**
Published July 22, 2009
- **Crest Canyon Open Space**
Published July 15, 2009
- **Balboa Park Trails**
Published Dec. 3, 2008
- **Rim Trail**
Published Nov. 12, 2008
- **Banker's Hill Stroll**
Published Aug. 20, 2008
- **Mission Valley Walk**
Published June 25, 2008

- **Los Peñasquitos Canyon**
Published April 16, 2008
- **North Slope Black Mountain**
Published March 5, 2008
- **Woodson Mountain**
Published Feb. 6, 2008
- **Hike along the Cowles Mountain crest to reach a seldom-visited viewpoint in Mission Trails Regional Park.**
Published July 5, 2007

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).