

Kenneth Pereira
1524 N.E. 46th Ave.
Portland, OR. 97213
July 7-2009

183000

Sam Adams, Mayor of Portland

Dear Sir:

I would like to let you know
that I would not want to have
the name of my street address at
4130 S.E. 39th Ave. changed into any
other name.

My house at South-East ⁴¹³⁰ 39th Ave.,
is a rental duplex. Tax account
No. is R 308570.

Sincerely yours,
Kenneth Pereira

C.C. Nick Fish, Commissioner
Amanda Fritz, Commissioner
Randy Leonard, Commissioner
Dan Saltzman, Commissioner

BY

GARY BLACKMER, AUDITOR
CITY OF PORTLAND, OR

2009 JUL - 8 A 9:43

RECEIVED

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C.C. Nick Fish, Commissioner
Amanda Fritz, Commissioner
Randy Leonard, Commissioner
Dan Saltzman, Commissioner

SAVE 39TH
AVENUE 183000

TO WHOM IT MAY CONCERN
AS AN AMERICAN CITIZEN I
WAS BORN IN THE MIDWEST IN
THE DEPRESSION & THE DUST BOWL
MY FAMILY & I MOVED TO OREGON
APPROXIMATELY 72 YRS AGO

I MOVED TO PORTLAND IN 1956 &
HAVE LIVED ON THE EAST SIDE MOST
OF THOSE YEARS. I PRESENTLY HAVE
LIVED ON SE 37TH AVE FOR 21 YRS
& 39TH AVENUE IS A MAIN
DIRECTION FINDER FOR ME &
MANY OTHERS & ALWAYS HAS BEEN
THERE SHOULD BE POSITIVELY NO
NAME CHANGE ON 39TH AVE OR
ANY OTHER STREET.

ENOUGH IS ENOUGH IS ENOUGH
& YES I VOTE

HERB FISCHER
SE 37TH AVE
PORTLAND ORE
97202

183000

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RECEIVED

2009 JUL - 8 A 9:43

GARY BLACKMER, AUDITOR
CITY OF PORTLAND, OR

BY

Parsons, Susan

From: Alexander West [alexwest@gmail.com]
Sent: Wednesday, July 08, 2009 9:11 AM
To: Parsons, Susan; Adams, Sam
Cc: Adams, Mayor; Commissioner Fish; Commissioner Fritz; Leonard, Randy; dsaltzman@ci.portland.or.us; Griffin-Valade, LaVonne
Subject: Chavez: Let the western iteration of SW Park Ave. be Cesar Chavez Blvd.

Dear Members of the Portland City Council,

The best street to name for Cesar Chavez is the western version of SW Park Avenue.

Currently there is some confusion in the downtown grid caused by two SW Park Avenues in the south park blocks adjacent to Portland State University, especially for tourists. Even among the maps I consulted (Gousha's map of Portland from 1995, AAA's map of Portland from 2001, Powell's Walking Map of Portland from 2007, and Google Maps on-line), there is not agreement as to whether NW 9th Avenue stops at Burnside and is replaced by a second Park Avenue or continues across Burnside as SW 9th. All believe at least a few blocks of "SW 9th Avenue" are a second SW Park Avenue near the south end of PSU.

Renaming SW 9th Avenue (aka the western SW Park Avenue) as Cesar Chavez Boulevard would actually serve to reduce confusion. Just as 8th Avenue ends when it crosses W Burnside, NW 9th Avenue could end where it meets SW Stark, then the next 18 blocks (plus the lone block called SW Park southwest of the freeway interchange) could be Cesar Chavez Boulevard.

Renaming the street now variously known as SW 9th Avenue/SW Park Avenue (west) would put Cesar Chavez Boulevard in a more prestigious part of town than would renaming 39th Avenue. SW 9th Avenue/SW Park Avenue (west) is in the heart of our cultural and entertainment district, an area frequented by locals and tourists alike. The Portland Art Museum would then be on Cesar Chavez Boulevard, as would several Portland State University buildings.

The impact to businesses of naming SW 9th Avenue/SW Park Avenue (west) Cesar Chavez Boulevard would be less than that of renaming 39th Avenue. Most businesses experiencing a change from being on SW Park Avenue would still be within sight of the remaining SW Park Avenue. Portland State University and the Portland Art Museum both put out publicity materials at least once a year (sometimes much more often). They would incur fewer costs directly caused by a change of street name than would small businesses located on 39th.

The impact of naming a street for Cesar Chavez would be magnified by locating it downtown along the southwest park blocks, compared to far out on Portland's east side. If SW 9th Avenue/SW Park Avenue (west) was renamed, the new Cesar Chavez Boulevard would be within sight of the Oregon Historical Society, and statues of other great men. Cesar Chavez Boulevard and these statues would give each other context, and the Historical Society could provide further insight into all of their lives

and contributions to our country.

When we consider what we should call our streets, we should strive to reduce confusion. Renaming 39th Avenue (to anything other than 39th) would add confusion to Portland's very effective and useful grid on the east side. Renaming SW 9th Avenue/SW Park Avenue (west) to one unique, consistent, thing would reduce confusion in our vital downtown.

Please do not rename 39th Avenue.

Give Cesar Chavez a prominent position on our maps by renaming SW 9th Avenue/SW Park Avenue (west) instead.

Sincerely,
Alex West
(Concerned Citizen)

183000

Moore-Love, Karla

From: Teri Boldman [Teri.Boldman@TCMcorp.com]
Sent: Wednesday, July 08, 2009 8:45 AM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner:

Please vote NO on the proposal to rename 39th Avenue.

Respectfully submitted

Teri Boldman

Temp-Control Mechanical Corp.
4800 N. Channel Ave.
Portland, Oregon 97217
Main Office Ph: (503) 285-9851

Fax: 503-285-1327
Email: Teri.Boldman@TCMcorp.com

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7/8/2009

183000

Moore-Love, Karla

From: WALTER BRUHN [walterb7@verizon.net]

Sent: Wednesday, July 08, 2009 8:27 AM

To: Moore-Love, Karla

Subject: in this economy--stop wasting money

Please stop wasting money. Just stop the renaming Ceasar Chavez project, and process' all together. Randy, listen up! All of you at city council, Listen up. Stop wasting time and money. Just stop, thanks, walter

7/8/2009

Parsons, Susan

From: Janine Wolf [jrwolf5@comcast.net]
Sent: Wednesday, July 08, 2009 8:34 AM
To: Parsons, Susan; Adams, Sam; Adams, Mayor; Commissioner Fish; Commissioner Fritz; Leonard, Randy; dsaltzman@ci.portland.or.us; Griffin-Valade, LaVonne
Subject: FW: please forward to city council today (addresses inside)

Dear Portland City Council,

The best street to name for Cesar Chavez is the western iteration of SW Park Avenue.

Currently there is confusion in the downtown grid caused by two SW Park Avenues in the south park blocks adjacent to Portland State University. Even among the maps I consulted (Gousha's map of Portland from 1995, AAA's map of Portland from 2001, Powell's Walking Map of Portland from 2007, and Google Maps online) there is not agreement as to whether NW 9th Avenue stops at Burnside and is replaced by a second Park Avenue or continues across Burnside as SW 9th. All believe at least a few blocks of "SW 9th Avenue" are a second SW Park Avenue near the south end of PSU.

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(west) would put Cesar Chavez Boulevard in a more prestigious part of town than would renaming 39th Avenue. SW 9th Avenue/SW Park Avenue (west) is in the heart of our cultural and entertainment district, an area frequented by locals and tourists alike. The Portland Art Museum would then be on Cesar Chavez Boulevard, as would several Portland State University buildings.

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could provide further insight into all of their lives and contributions to our country.

When we consider what we should call our streets, we should strive to reduce confusion. Renaming 39th Avenue (to anything other than 39th) would add confusion to Portland's effective grid on the east side. Renaming SW 9th Avenue/SW Park Avenue (west) to one unique, consistent, thing would reduce confusion in our vital downtown.

Please do not rename 39th Avenue.

Give Cesar Chavez a prominent position on our maps by renaming SW 9th Avenue/SW Park Avenue (west) instead.

Moore-Love, Karla

From: Ryan Vanderzanden [ryanvanderzanden@gmail.com]
Sent: Tuesday, July 07, 2009 7:30 PM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner:

Please vote NO on the proposal to rename 39th Avenue tomorrow morning (July 8th).

Below is a summary of an email I'd already sent to Commissioner Fritz (upon request for more details).

I am opposed to the rename of 39th avenue for several reasons (outlined below) but I want to be clear that I am not opposed to finding an appropriate way of honoring Cesar Chavez and the legacy that he left America. Mr Chavez helped farm workers across the nation, and was a positive force in labor unions and restricting illegal immigration. However, I don't feel that renaming 39th is an appropriate way to honor his memory.

1. Not a fitting tribute

First, the portion of 39th I live on is a non-through, unimproved, potholed street. It has neither asphalt nor sidewalk. In fact, following the street south from where I live, it has many confusing sections where it stops and starts again, not being a consistently straight and connected street until it reaches I-84. It feels to me to be demeaning to Cesar Chavez as I look at the street in my neighborhood (and specifically in front of my house) to name it after him.

2. Illogical

Beyond MLK and Grand (starting at 6th Avenue) 39th Avenue is part of an unbroken numbered grid system that reaches into Gresham. I find it confusing that the recommended street would be in the heart of a clean and easily navigable numbered street system running west to east. Why not look to renaming a street that is already off the grid system to the west of 6th Avenue? I realize there was an attempt to rename Grand, and I'm unaware of why that rename failed, but there are many other streets which if renamed wouldn't add a confusing exception to a well designed system.

3. Expensive

The expense for the city, and the businesses and residents who live on 39th is very bad timing with the recession we're currently undergoing. I feel that even with the budgeted funds the city has in mind for the rename, that money would be better spent on other projects to honor Cesar Chavez, such as education, community gardens, or parks, or like California, adding a Cesar Chavez day as a state holiday. There are many ways to recognize the legacy of the man without forcing an expense on citizens who neither need a street rename, nor want it.

4. A loss of trust

The lingering uncertainty over both the validity of the signatures gathered by those in favor of the rename, and whether the city has followed the proper procedure has left myself, a resident of 39th Avenue, losing faith in the leadership of the city. Any public good that might be gained may be offset by

those who feel as if the rename is being forced by those who do not live on or near 39th Avenue. On June 8th, three neighborhood associations voted unanimously against the rename (Richmond, Beaumont-Wilshire, and Montavilla). It seems clear by speaking with neighbors that those who live on 39th Avenue are opposed.

Respectfully submitted,

Ryan Vanderzanden

183000

Moore-Love, Karla

From: Will [schneider@uci.net]**Sent:** Tuesday, July 07, 2009 10:05 PM**To:** Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla**Subject:** cesar chavez issue on behalf of rice's

Dear Commissioner,

Please do not vote to change 39th avenue to Cesar Chavez Boulevard. This long process has not been about honoring Cesar Chavez, but has been a power move by a group of people to establish themselves on the political scene in Portland, Oregon. If not, then they would have accepted one of the other alternative memorials. Such memorials would have been more appropriate, less disrupting, less expensive, and more long lasting. If you wish to honor Cesar Chavez, please pick one of the other alternatives that have been suggested.

Thank You.

Jim and Judy Rice
Northeast Portland

7/8/2009

183000

Moore-Love, Karla

From: lorna [lornapeterson3@comcast.net]
Sent: Tuesday, July 07, 2009 11:30 PM
To: Moore-Love, Karla
Subject: re renaming of 39th...NO !!!

My son and I have lived since 1976 in the 39th ST. neighborhood
... my greatgrandparents lived in portland as photographers for
the National Geographic.

We have some history here.

I think it is utterly ridiculous to be spending all this time, money and energy
to change an old street name!!!

If a few people in Portland, want to honor some particular human,
why don't they find a way that makes more sense, costs less money and
doesn't upset most families and businesses that have been here for decades and in
some cases like my family, since the 1800's !!!

Why not name a park or bridge or build a statue?

This would honor the person but not cause so many problems.

WHY IS A SMALL GROUP OF PEOPLE, ALLOWED TO DICTATE AND DEMAND THAT THE CITY
MAKE A CHANGE, THAT MAKES NO SENSE ?

183000

Moore-Love, Karla

From: lorna [lornapeterson3@comcast.net]
Sent: Wednesday, July 08, 2009 12:40 AM
To: Moore-Love, Karla
Subject: please save 39th st.

Please do not let anyone change my old neighborhood street name on 39th.
...Many other ways to honor people!!

Name a bridge, park etc. instead, that will not cause alot of expense and upset to so many others.

To RE name an old street is just a stupid idea.

Shouldn't we be focusing on how to better our education, improve healthcare, create jobs, fix potholes in the streets, etc, etc. instead wasting time and money arguing about street names?

Our streets names work perfectly well !!!!

Let's fix something instead, that needs fixing!
Thanks.
Lorna Peterson

7/8/2009

Moore-Love, Karla

From: augsten@efn.org
Sent: Wednesday, July 08, 2009 3:30 AM
To: Moore-Love, Karla
Subject: Chavez: Let the western iteration of SW Park Ave. be Cesar Chavez Blvd.

----- Original Message -----
Subject: Chavez: Let the western iteration of SW Park Ave. be Cesar Chavez Blvd.

From: augsten@efn.org
Date: Wed, July 8, 2009 3:13 am
To: sparsons@ci.portland.or.us
 Samadams@ci.portland.or.us
Cc: mayorsam@ci.portland.or.us
 Nick@ci.portland.or.us
 amanda@ci.portland.or.us
 randy@ci.portland.or.us
 dsaltzman@ci.portland.or.us
 lavonne.griffin-valade@ci.portland.or.us

Dear Portland City Council,

The best street to name for Cesar Chavez is the western iteration of SW Park Avenue.

Currently there is confusion in the downtown grid caused by two SW Park Avenues in the south park blocks adjacent to Portland State University. Even among the maps I consulted (Gousha's map of Portland from 1995, AAA's map of Portland from 2001, Powell's Walking Map of Portland from 2007, and Google Maps online) there is not agreement as to whether NW 9th Avenue stops at Burnside and is replaced by a second Park Avenue or continues across Burnside as SW 9th. All believe at least a few blocks of "SW 9th Avenue" are a second SW Park Avenue near the south end of PSU.

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Please do not rename 39th Avenue.

Give Cesar Chavez a prominent position on our maps by renaming SW 9th Avenue/SW Park Avenue (west) instead.

-- Kathy Austen

183000

Moore-Love, Karla

From: kym [kmccown@comcast.net]
Sent: Wednesday, July 08, 2009 7:25 AM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner: Please vote NO on the proposal to rename 39th Avenue. Respectfully submitted

Please vote no on the renaming of 39th ave. I do not understand when the majority of people who actually live or work on 39th oppose the change and yet that really does not seem to matter. I live on SE 39th all the way south, almost in Milwaukie, there is very little traffic and it is so very frustrating to me. Just leave the street alone and as recommended by many at the recent city council meeting ... lets build something new.
Thank You

K.M.
SE 39th ave.

7/8/2009

Moore-Love, Karla

From: Marychris Mass [xmass@comcast.net]
Sent: Wednesday, July 08, 2009 7:27 AM
To: Moore-Love, Karla
Subject: 39th street

Hopefully this will get to all the councilors...I am totally mystified how it would be less deferential to rename a park for Cesar Chavez, a place where people could gather to honor him and celebrate Latino culture? Instead 2500 people can disrupt the lives of over half a million people. If that is the case, it should only require the same amount of signatures to implement a recall effort.

Marychris Mass

183000

Moore-Love, Karla

From: Wayne Elliott [wayne97213@yahoo.com]

Sent: Wednesday, July 08, 2009 8:01 AM

To: Moore-Love, Karla

Subject: 39th av. name Change

Dear City Council of Portland,

Please do not fall into the Hispanic trap that we have to change our street names and schools and benefits to help their agenda.

Simply put, unlike Sam Naito, Ceasar Chavez did not directly effect Portland in any manner. He did not live here or develope here and to name a park in his honor would be just as effective and a whole lot less costly.

Keep in mind that those who desire to change Portlands landscape did not grow up here, were not born here and have an agenda that does not meet the majority of the residents of this community.

Please vote no to changing 39th avenues name.

Sincerely,

Wayne Elliott
Life Long resident of portland.

Signed Wayne

183000

Parsons, Susan

From: Alan George [alan.g.pdx@gmail.com]
Sent: Wednesday, July 08, 2009 7:01 AM
To: Parsons, Susan
Subject: Renaming 39th Ave. to Cesar Chavez

I think spending \$86,000 to rename 39th Ave. to Cesar Chavez is unwarranted during the bad recession we find ourselves in.

I think the City of Portland commissioners should vote NO on the proposed street name changed.

What is the historical significance of 39th Ave. to Cesar Chavez? Just because the name "39th Ave." has less historical significance than Broadway or Grand, it shouldn't be renamed -- this is too low of a standard for changing street names. Instead of lacking a negative, I think there needs to be a positive argument to rename a street. Why should 39th Ave. be renamed Cesar Chavez? --what is the positive historical significance? My guess is that there is none. If there is none, then I'd strongly suggest that a new (yet to be named) street, new park or new bridge be named after Cesar Chavez. In order to do this, the City must vote no on renaming 39th Ave. first, then move on to recommend different action.

Alan George
Portland, Oregon

7/8/2009

Parsons, Susan

183000

From: augsten@efn.org
Sent: Wednesday, July 08, 2009 2:11 AM
To: Parsons, Susan
Subject: do not rename 39th Ave., please

Dear Portland City Council,

Please do not rename 39th Ave.

When I lived in Eugene and came to Portland only to visit friends and for special events, 39th Ave. was my primary conduit on the east side. Thirtyninth connected the friends attending Reed College to the childhood home in the Hollywood district of the friend attending the UO with me. It was the only street I felt familiar with on the east side. Thirtyninth was my first taste of real Portland.

When I was downtown in those days, trying to find PSU from I-5, I was perplexed and confused by the street names surrounding the park blocks. In a network of one-way streets I would look for an address, then look for parking, and suddenly not be able to tell whether I was headed east or south because the reliable grid of numbered streets I had been on had suddenly disappeared. Where are 7th, 8th, and 9th Avenues? Why do I seem to still be on a street called Park when I know I just made two turns?

I deeply disapprove of interspersing named streets with numbered in our system of numbered streets. Broadway may be too firmly entrenched to return to a number at this point, but don't make the problem worse by expanding it further out on the east side.

If we must name a prominent street after Cesar Chavez, and if it must be a street that should have been a numbered street, consider changing one of the SW Park Avenues to Cesar Chavez Blvd. That would at least reduce some confusion.

Kathy Austen
Portlander since 1995

Moore-Love, Karla

From: Blackmer, Gary
Sent: Tuesday, February 17, 2009 9:00 AM
To: Moore-Love, Karla
Subject: FW: Chavez Street, Again?

for the record

From: MARK SCHOONOVER [mailto:jmschoon@q.com]
Sent: Friday, February 13, 2009 2:03 PM
To: Mayor Sam Adams; Nick Fish; Amanda Fritz; Gary Blackmer; Randy Leonard; Dan Saltzman
Subject: Chavez Street, Again?

I heard on the news last night that someone just couldn't resist and has started up the idea to rename a street after Cesar Chavez, again. My wife and I consider ourselves moderate Democrats with a little Libertarian thrown in for some spice. We are not 'Politically Correct' people, never have been, never will be.

We both believe that all people should be considered individually on who they are and what they do. I first remember Chavez from the farm workers movement in the mid 1970's and how he organized the Union that allowed them better wages and working conditions. I am a strong Union member (American Federation of Government Employees) to this day and acknowledge his place in history. But why is it necessary to name a street after every Tom, Dick, and Jose' that has ever 'done something'? And why should all of the homeowners and businesses that are located along the proposed routes be saddled with having to fork over the money to change addresses on all their contact info because someone else wants to honor a person that they individually might not feel is worthy of the accolades?

I personally feel that this business of changing the name of current streets has gone too far. If someone wants to change the name of a something, why not have it go through an initiative petition process where a certain number of names must be collected to add the idea to an upcoming scheduled vote? Or why not skip the street idea altogether and name a new park or community center after the person?

I realize that the present Cesar Chavez street thing is pure politics and is aimed at soothing the feathers of Latinos/Hispanics (fill in the correct PC term) that might feel slighted by not having a hero to acknowledge. But why should the populace as a whole be forced to pay the burden of honoring their 'hero'? And, if you as a council feel that this change is so important, include the money that will be necessary to allow all effected parties to cover all the costs of changing their contact info.

Come on people. Stop this nonsense and come up with some rules and regulations

183000

to follow in the future when a truly worthy person needs to be honored.

Moore-Love, Karla

From: Blackmer, Gary
Sent: Tuesday, February 17, 2009 9:00 AM
To: Moore-Love, Karla
Subject: FW: City Budget - Street Renaming Projects

From: sjo.belles [mailto:sjo.belles@verizon.net]
Sent: Friday, February 13, 2009 1:21 PM
To: Samadams@ci.portland.or.us
Cc: gblackmer@ci.portland.or.us; dsaltzman@ci.portland.or.us; randy@ci.portland.or.us; Nick@ci.portland.or.us; amanda@ci.portland.or.us
Subject: City Budget - Street Renaming Projects

Dear Mayor Adams:

I've heard repeatedly on the news that there is a budget shortfall within the City of Portland and that you're scrambling for ways to raise revenues.

I also just heard that the special interest group that is proposing street renaming is gaining momentum again.

Please consider postponing all spending that is not *absolutely necessary* until the budget is in better shape. That is just what you do when times are tight. **Renaming** and **replacing** signage is **redundant** - it doesn't need to be done. The money has already been spent once and as long as every street sign isn't falling off of its post, there is no need to replace it.

For instance, *it would be nice* if I went out and bought myself a new outfit; however, what *I need to* do is pay my utility bills, insurance, house payment, etc. - not much fun but necessary when money is tight.

I hold my breath and say a little prayer each time I have to cross the Sellwood Bridge, because I fear it's going to collapse someday. Spending money on repairs or replacement of this bridge is what I (and most everyone else) would consider a *necessary* spend. It's a matter of safety.

This sentiment isn't a matter of politics - it's a matter of economics. If the group can raise the funds to pay for materials and labor to rename a street, then perhaps it should be considered, but it absolutely should **not** come out of the City's budget.

I think you're going to have a real hard-sell on your hands when you're proposing bridge tolls and other fees/taxes while at the same time proposing unnecessary expenditures like renaming projects.

Please listen to *all* of your constituents - not just a select few.

7/8/2009

183000

Thank you,

Cindy Belles
sjo.belles@gte.net

Moore-Love, Karla

From: Franco [tnfranco@mac.com]
Sent: Wednesday, July 08, 2009 8:16 AM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner:

We totally agree with the editorial in the Oregonian today.
Please vote NO on the renaming of 39th Avenue.

Respectfully submitted,

Thomas and Nancy Franco
Portland, Oregon

Parsons, Susan

From: christina mosqueda [itinamosque@yahoo.com]
Sent: Tuesday, July 07, 2009 3:48 PM
To: Moore-Love, Karla
Subject: poem on the Cesar Chavez renaming street event

Beige muscles in beige faces
With white signs
Save our street!
Save it from what? I wonder

Crossed arms
Crossed legs

A strange choreography in today's chamber

Do the people know? I wonder
That our hero of the day, Cesar Chavez
Fought to save babies from being born

Without arms
Without legs

Save the children! Chavez did

Save the planet! Chavez did

Cesar, you are kind, you are mild
Why do our efforts to honor you
Feel like a trial?
You are studious and pious
What have we done?
That they should hate and deny us?

You share our skin of brown
Oh how they try to put you down
We cannot rename any streets they say
We don't have the money
Our customers will lose their way
Name a bridge instead
A better price
It is SEPARATE, but EQUALLY nice

Bobby walked by your side
Gandhi and Martin also
Shared your stride
(In spirit)
And all your accomplishments, reaching
Far and wide
But even so
They've only given
you credit for a longer handled hoe

I don't think they know
YOU
From their word "no"
And that has been true, two years ago

Portland is truly amazing
People who say they care
About human rights and justice
and in trying to be fair

Do they know they follow in your legacy?

Pesticide use and child abuse
We all stand against them and more
Hard fought reforms concerning weed
But to change a name...

Uncovers fear
Unleashes greed

Amazing Portland
Beautiful children on the streets
Ambiguous by design
Undetermined genes (jeans) in undetermined rhymes Of color (and race)
Restaurants as divine as Pearls Bridges so beautiful, they welcomed THE
WORLD Keep Portland weird, I heard them say But what is weird about hate?
We must have reason to put that word away

In a city so fair, who will care?

Sam Adams, you are
The city's first openly gay ma - yor
But poor Cesar!
Does he even have a pra - yor?

In all the whole of Portland
From Interstate and back to 39
It certainly does amaze me
That a people can be so blind

From: Y.L. Pea [sweetpea@Christian.net]
Sent: Tuesday, July 07, 2009 9:34 AM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Please do not re-name 39th

As my father used to say "IF IT AIN'T BROKEN, DON'T FIX IT"

Years after Army Street in San Francisco was re-named Cesar Chavez, the controversy is still there.

How can an on going controversy be for the Best Interest of any city.

Many are still angered in San Francisco.

And what did re-naming that street accomplish? Time should have been spent researching the history of what has happened in other cities and towns re-naming streets and parks after Chavez.

183000

Moore-Love, Karla

From: WP Fuller [wpfuller@qwest.net]
Sent: Tuesday, July 07, 2009 9:33 AM
To: Moore-Love, Karla; Commissioner Saltzman; Commissioner Fritz; Leonard, Randy; Commissioner Fish; Adams, Sam
Subject: A respected point of view

Dear Commissioner:

I presume you would be gratified if The Oregonian wrote an editorial SUPPORTING a plan you were proposing, or even more basic, your candidacy in an election.

I also presume you're aware of The Oregonian position on re-naming 39th Avenue.

Oregonian says Save 39th Avenue

The Oregonian editorial board urges the Portland City Council to vote **NO** on renaming 39th Avenue. The paper decries the renaming process and renaming proponents.

Is this really necessary, running over the top of the people who live and do business along Portland's 39th Avenue ...

The paper asks whether the City Council will

... tell hundreds of people along 39th that not only is their street not "significant in its own right," neither are they.

The Oregonian

Please vote NO on the proposal to rename 39th Avenue.

It doesn't really seem like an "honor" to simply re-name a street after Chavez. There must be something more fitting.....

Respectfully submitted,

Bill Fuller
228 SE 44th Avenue
Portland, OR 97215

7/7/2009

183000

Moore-Love, Karla

From: WP Fuller [wpfuller@qwest.net]
Sent: Tuesday, July 07, 2009 9:11 AM
To: Moore-Love, Karla; Commissioner Saltzman; Commissioner Fritz; Leonard, Randy; Commissioner Fish; Adams, Sam
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner:

One piece of proponent testimony on June 23 that really got my attention was when a proponent suggested naming something other than 39th would NOT work "because nobody had stepped to offer us anything else."

As a 37 year career long "salesman" (now retired), I was about shocked off my standing room only feet!

"No one had offered anything else!"

All my life when I wanted something (whether in my work as a salesman or in my personal relationships), I had to get up on my feet and go convince others my product or service or idea was "right" for them. I certainly couldn't wait until someone "offered" to accept what I was selling or thinking or wanting.

I feel it should be the responsibility of the proponents to find that "just right" way to honor Chavez. A park. A community center. A statute. A fountain. Any of which would be a much more fitting honor than a "street." Why shouldn't the proponents raise grant money or donation money or a combination and petition, for example, for a community center where some actual "good" could be done. At a community center young people could be informed about Chavez and his work. Possibly teach ESL. Helping with forms and processes relating to the rigors of daily life in the US. And so on.

I do NOT see the "honor" of re-naming a street. 39th isn't necessarily a "bad" street. Or a "good" street. It's just a street. Why not something special for Chavez. Something that would not only honor him but could also actually help the proponents in their daily lives. Something that could be pointed to with pride.

Please vote NO on the proposal to rename 39th Avenue.

Respectfully submitted,

Bill Fuller
228 SE 44th Avenue
Portland, OR 97215
(503) 232-2085

7/7/2009

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Moore-Love, Karla

From: Janet Baker [janbak@pacifier.com]
Sent: Tuesday, July 07, 2009 8:01 AM
To: Commissioner Fritz
Cc: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Saltzman; Moore-Love, Karla
Subject: Final comments to Commissioner Fritz on the renaming of 39th Avenue

Dear Amanda,

Once again I appreciate the level of effort you are putting into this issue. You have responded to every one of my emails (and my neighbors' emails) and we won't forget that. It's particularly notable because none of us have any response from the mayor or any of the other commissioners.

Litigation is still just an option on the table for those of us that would be directly impacted by the renaming of 39th Avenue. We still are, and always have been, willing to discuss compromises. However we have seen no willingness from the proponents to consider any compromises.

I urge you and the other commissioners to step up to the plate and manage this in a way that will result in a Pareto optimal solution for the citizens of Portland.

Janet Baker
3416 NE 39th Avenue

From: Commissioner Fritz [mailto:amanda@ci.portland.or.us]
Sent: Sunday, July 05, 2009 3:20 PM
To: 'Janet Baker'
Subject: RE: Amanda Fritz's response to testimony letter

Dear Janet,

Thank you for your follow-up. Unlike the previous process where the applicants were promised success (then didn't get what they requested), I do not believe this process was a done deal from the outset. I have read and responded to literally hundreds of citizens, who have sent in testimony believing it would make a difference. For me, Portlanders' comments have been hugely meaningful in helping me see all the issues and shape my responses.

It would be very sad if the vote on Wednesday results in litigation. There will still be plenty of room for negotiation and compromise, unless the verdict is Yes and the opponents litigate. Once the courts are involved, options for outside-the-box alternatives become almost impossible. It would also conflict with the assertion of many opponents that the proposal should be denied to save taxpayers' money.

I will base my vote on Wednesday on consideration of whether the current name or the proposed one better serves the long term public good of Portland.

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Thanks for participating in the debate on this important decision. With so many so passionate on both (all) sides, I won't be able to please everyone with my decision. I greatly appreciate each person's advice and opinion, including yours.

Sincerely,

Amanda Fritz
Commissioner, City of Portland

From: Janet Baker [mailto:janbak@pacifier.com]
Sent: Tuesday, June 30, 2009 8:47 AM
To: Commissioner Fritz
Subject: RE: Amanda Fritz's response to testimony letter

Dear Amanda,

Thank you for your response. You are the only commissioner who responded to any of my letters. Unfortunately, like most of us on 39th, I take that as yet another sign that this whole renaming issue was a done deal before the process ever started. Some residents are so convinced of this they won't even bother to write letters or attend hearings as they think it is a waste of time. I'm not naïve about the political favors that are traded in this city but there is a part of me that continues to have hope that the right thing will be done.

Perhaps the saddest part of all of this is that a 'Yes' vote to rename 39th Avenue will not end the process but will just send it to a legal battle. This will only continue to waste precious money and energy that should be devoted to more important things in this city.

Janet

From: Commissioner Fritz [mailto:amanda@ci.portland.or.us]
Sent: Sunday, June 28, 2009 11:16 PM
To: 'Janet Baker'
Subject: Amanda Fritz's response to testimony letter

Dear Janet,

Thank you for your further comments. I truly understand your frustration that I see this process is flawed, yet I plan to fix it after this application is decided, instead of before. I was a Neighborhood Association land use chair for 17 years before being elected to the Council. I felt frustrated for the same reasons, many times. In almost every application the City processes, the rules in effect on the date submitted are those that govern. Changes are made for subsequent applications. While this has often allowed development in neighborhoods I would like to have seen stopped, there were also applications where the neighbors prevailed, and the developers were the ones who subsequently asked for Code changes. It could cause chaos if citizens on any side of an issue cannot count on the process being honored in any particular application. Staff or the Council could amend anything to suit particular clients. I don't believe that would be in the best interests of the citizens of Portland.

I very much respect that the residents and businesses feel huge connection to 39th I am glad you love your place in Portland and relate to the street. I am giving due weight to the

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knowledge that the vast majority of residents and businesses on the street are opposed. I am also aware that we are talking about a public street, where both the street and the name are in the public realm for the benefit of every citizen. The decision affects every citizen in Portland, rather than only those on or near the street. I heard from many individuals and groups at the hearing last week, that they greatly desire the change, as well as from many opposed. My task is to consider whether the current name or the proposed one better serves the long term public good in Portland.

I have not yet decided how I will vote on July 8, and I will continue reading the hundreds of messages in my inbox to help inform my choice. Thank you for participating.

Sincerely,

Amanda

Amanda Fritz
Commissioner, City of Portland

From: Janet Baker [mailto:janbak@pacifier.com]

Sent: Tuesday, June 23, 2009 3:31 PM

To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla

Cc: janbak@pacifier.com

Subject: Vote NO on renaming 39th Avenue

To the Mayor and City Commissioners,

My name is Janet Baker and I've lived on NE 39th for twenty years. It is the first and only home I've owned. I thank my lucky stars that I landed on 39th Avenue because there is an incredibly strong sense of community on this street. When I moved here it was a mix of newcomers like me and people like my next door neighbors, an elderly couple who had lived in their house for more than fifty years. Over the years most of these older folks, including my next door neighbors, have died but their memories stay with those of us still living on the street. When my next door neighbor's niece from Eugene calls me, one of her first questions always is, "What is happening these days on 39th?" So for me and my neighbors, the name NE 39th does indeed have a history, almost a family history. What right do you have to take our neighborhood history and neighborhood name from us?

Note that I said I live on 39th Avenue; I didn't say I live in Beaumont- Wilshire. In the hearing before the "Historian Panel" and recorded in their report, is this comment. "People speak of living in neighborhoods such as Belmont, Hawthorne, Hollywood, Woodstock, and Laurelhurst. No one talks about living on 39th Avenue. It does not define a neighborhood or community." I don't think the person making that comment understands the history and sense of community on this street and I don't think the Historian Panel does either.

I think the problems with understanding the importance of 39th stems in part from the criteria used by the Historian Panel committee which were very biased against streets with numerical names. Obviously a numbered street cannot be "named after a prominent person" which was the first characteristic they considered. Obviously a numbered street cannot "commemorate an event or concept whose importance is equivalent to that of a prominent person", their second

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criteria. So a numbered street starts off with handicap in this process, making it more likely to get selected for renaming.

The postcard survey of homeowners, renters and business owners along NE 39th Avenue registered a strong NO to the idea of renaming the street. Somehow the voice of folks most impacted by renaming seems to have gotten lost in the discussion. In my twenty years of living on NE 39th, I've paid over \$50,000 in property taxes and yet I feel like my postcard vote and the vote of others on this street don't carry any weight. In fact we feel like our vote counts less than the 16 year olds that were allowed to sign the street renaming petition, another aspect of the renaming procedure that I object to.

We all make policies and procedures in our jobs and even with our families. Sometimes we make the rules up, apply them and find out things that sounded logical on paper fall apart when we try to implement them. It happens all the time. Sometimes it's embarrassing that you didn't see the logic flaws in the rules you designed but the best managers can admit these mistakes.

Commission Fritz acknowledged flaws in the street renaming procedures in her written response to me. She said, "After this application has been approved or rejected, I will ask my colleagues to revise or suspend the street renaming process in the City Code. The applicants have followed the Code in this case, and should be commended for doing so. I believe we can do better with the process, as we consider how Portland should grow and change in the 21st century. Requests to honor heroes and heroines should bring communities together, rather than dividing us. "

She acknowledges what we have been saying on 39th Avenue -- that this process doesn't work as intended.

It would be easy for you to just ignore these problems and vote yes on the renaming and figure you can fix the problems on the next round, as Commission Fritz suggest. But why make the people living on 39th and running businesses on 39th live with the consequences of a decision based on a bad process? Do the right thing, the hard thing. Vote against the renaming.

Janet Baker
3416 NE 39th Avenue

From: philbevans@smithgrp.com
Sent: Tuesday, July 07, 2009 6:44 AM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Re: 39th Avenue

Mr. Mayor and City Council,

As an active member of the Laurelhurst Neighborhood Association, I can honestly say virtually all of us are shocked that this issue has come so far, that you could have (already) allowed SO FEW to cause SO MANY so much distress.

Further, during a time of deep recession/depression, when unemployment is skyrocketing, when people are homeless, when school and government budgets are shrinking-to-nonexistent, this is the LAST thing we need. Thus, it is unconscionable that the city would even seriously consider such a waste of time, money and resources renaming ANY street, much less 39th Avenue. Can you seriously expect taxpayers to approve your endorsement of such a DIVISIVE, COSTLY and IRRESPONSIBLY WASTEFUL issue, that would drain resources even more?

The fact that this issue is on the docket is outrageous, even more so given how UNPOPULAR it is. Virtually ALL the area residents, local Neighborhood Associations, and businesses are OPPOSED, yet you seem willing to roll over and sell them out. When we elected you, we expected you to fairly represented our will.

Therefore, if you UNFAIRLY and unnecessarily ramrod this renaming, simply because you want the issue to go away, there are HORDES of us who will do ALL in our power to make sure you are NEVER re-elected. The issue is wrong, it is the wrong time, 39th is the wrong street, NOBODY wants it, and all you would succeed in doing is to create a LOT of hate, anger and bitterness that will NEVER go away.

Please listen to all the Neighborhood Associations, to the involved businesses who can (especially now) ill afford to be UNFAIRLY forced to spend thousands of dollars to change their business forms and papers, letterhead, business cards and marketing materials. Please listen to the people who live in close proximity. We do NOT want it. I have yet to meet ANYONE who is in favor of it.

In closing, thank you for all your good work in the past. We TRUST that you will do the right thing, and ensure a just result in this matter...with a "NO" vote.

There are many other better, more wise solutions available. Hopefully, you will do the homework required to find the right one: A way to honor Mr. Chavez that UNITES, rather than DIVIDES people in this community. Renaming 39th Avenue is NOT it.

Phil Bevans
267 SE 33rd Avenue
Portland, OR 97214
503-239-5528

183000

Moore-Love, Karla

From: taylor [salT@laurelhurstplace.net]
Sent: Monday, July 06, 2009 11:27 PM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Mayor and Commissioners:

On this the eve of the Council's vote to rename 39th Avenue, I hope that you will re-read Dr. Eric Fruits' excellent letter and addenda that he sent to you a few days ago. Dr. Fruits could not have stated our case any better. It was factual and concise yet emotional and very compelling. We who live and work and commute near and along 39th Avenue implore you to do the right thing and vote to save our beloved 39th Avenue. Memorialize Cesar Chavez in a far more positive and educational way by erecting a statue with a plaque that can be read and understood ~ not by naming 7.2 miles of asphalt after him.

Respectfully,
Sally Taylor
4114 N.E. Laurelhurst Place

7/7/2009

Moore-Love, Karla

From: Kimberly Breedlove [Meemy2@hotmail.com]
Sent: Monday, July 06, 2009 8:55 PM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner:

Please vote NO on the proposal to rename 39th Avenue.

Respectfully submitted,

Kimberly Breedlove (No relation)

Moore-Love, Karla

From: debbiehushbeck@comcast.net
Sent: Monday, July 06, 2009 5:47 PM
To: Moore-Love, Karla
Subject: Do Not Rename 39th!

Please do not rename 39th! Let us have more respect for Linus Pauling and Beverly Cleary, two great Portlanders who gave 39th its rich historical significance, and let us have more respect for their 39th Avenue neighborhoods that gave them their roots. If we are to rename 39th, a better choice would be one of these two local world renowned Portlanders, recognized as the greatest in their fields.

Please do what is right for the people of Portland who have roots here. Have some respect and consideration for those who have lived, those who now live, and those who work on or near 39th. Leave 39th Avenue the historic street it has been throughout the history of our city. It's full of history! Thank you!

Debbie Van Hoomissen Hushbeck

183000

Moore-Love, Karla

From: alsgtaz@juno.com

Sent: Monday, July 06, 2009 11:39 AM

To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla

Subject: 39th Ave Issue - Opposed

City Council Members:

As a concerned citizen of Portland and one who lives a few blocks from SE 39th Ave... I am still opposed to the renaming. I still see no need in making this radical decision.

Please keep the integrity of this numbered street.

A. Tassinari

[Handyman Franchises. Click Here.](#)

Moore-Love, Karla

From: Ann Skelton [anniskelton@comcast.net]
Sent: Monday, July 06, 2009 10:06 AM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Cc: eric.fruits@gmail.com
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner:

Please vote NO on the proposal to rename 39th Avenue.

Respectfully submitted,
Ann Skelton (and Bill) LeFors
4235 NE Laddington Court
Portland, OR 97213

Dear Commissioners and Mayor Adams:

We are 33 year residents of Laurelhurst. We oppose the renaming of 39th Avenue to ANY new name. We believe that those who live around and use 39th as their main conduit should have as much voice as those who live/work directly on it. We will all be impacted if this change is made, especially as this is being shoved down our collective throats by a vocal group who's only agenda is to win. Should this change be made, I suspect this group will fade away. The neighborhoods adjacent to 39th will be only left with a bitterness for the city and a loss of identity. After all, what vested interest does anyone REALLY have in the changing of 39th? And how ironic to have the main part of Cesar Chavez Boulevard, Avenue or whatever, if so named, dead-end into Hollywood! That should be really confusing for generations to come! So much for history.

Thank you,
Ann Skelton and Bill LeFors

Moore-Love, Karla

From: Eric Fruits [eric.fruits@gmail.com]
Sent: Monday, July 06, 2009 8:30 AM
To: Commissioner Fritz
Cc: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla; Krueger, Kurt; Carlstrom, Andrew; tommiller@ci.portland.or.us; Chase, Sam; Bizeau, Tom; Kovatch, Ty; Finn, Brendan
Subject: 39th Avenue: Compromise and process-followup

Commissioner Fritz:

I have received several forwarded emails in which you mention the letter I sent last week describing the flaws in the street renaming process so far. I am concerned that the intention of the letter has been misinterpreted.

That letter was written because I had an understanding that you--and other commissioners--were keenly interested in the process and the extent to which the process was followed. The letter was presented in the spirit of full disclosure of the available information. I would welcome any information that refutes the points made in the letter.

I am disappointed that you would view the letter as a "threat" to sue.

It is even more disappointing that the letter is being invoked as an excuse to abandon any discussion of a win-win compromise. In my experience, compromises are usually reached to avoid the time, costs, and uncertainty associated with the aftermath of decisions that benefit one group at another's expense.

I understand that some commissioners believe that compromise can be reached after the City Council vote. Given the past statements of the Chavez Committee, we can expect that they will not discuss alternatives to renaming 39th Avenue if the City Council approves the renaming. In fact, several members of the Chavez Committee testified before City Council that they would be willing to meet only to discuss naming monuments in addition to renaming 39th Avenue. Compromise is meeting in the middle: Honoring Mr. Chavez without adding unnecessary costs on the residents, businesses, and taxpayers along historic 39th Avenue.

Thank you for your time on this matter. Please feel free to contact me anytime.

cc: City Commissioners

--

Eric Fruits
 4318 NE Royal Ct.
 Portland, OR 97213-1670
 503-928-6635
 eric.fruits@gmail.com

On Jul 2, 2009, at 8:11 AM, Eric Fruits wrote:

> Dear Mayor Adams and City Commissioners:
 >
 > Thank you for holding a City Council hearing that was both productive
 > and respectful regarding the potential renaming of 39th Avenue.
 >
 > Many of those affected by a street renaming are disappointed that the
 > City Council and the applicants do not seem willing to consider any of
 > the many win-win compromises suggested.
 >
 > We strongly urge you to find a win-win compromise. A 39th Avenue /
 > César E. Chávez Avenue dual name is one such compromise that is within
 > the City's range of feasible options.
 >

> In the absence of any win-win compromise, we will seek to halt or undo
> any street renaming passed by City Council. The attached letter
> describes the processes.
>
> Several commissioners and their staff have inquired about flaws in the
> street renaming process. The attached letter identifies some of the
> many flaws. It focuses only on the most obvious and unambiguous
> instances in which the applicant or the City clearly have failed to
> follow procedure, have misconstrued the applicable law, and made
> findings inconsistent with evidence in the record.
>
> Thank you for your consideration.
>
> --
> Eric Fruits
> 4318 NE Royal Ct.
> Portland, OR 97213-1670
> 503-928-6635
> eric.fruits@gmail.com
>
> <Letter to Council 090702a.pdf>
>
>

1 8 3 0 0 0

Moore-Love, Karla

From: Carol [dc.hutch@comcast.net]
Sent: Sunday, July 05, 2009 4:51 PM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

After attending the city council meeting on June 23rd, I came away with some very strong feelings regarding the proposed 39th ave name change and I only hope that the council is aware of the total magnitude of the issue. Upon hearing most of the testimony from all the committees, I sensed a very strong undercurrent of bias and attitude of unwillingness on the part of the "PRO CHANGE" side to meet with and or consider any sort of compromise that could possibly be in the best interest of both sides. I feel that at this time the issue is in a no win status and the council needs to put a hold on any decision until all avenues of compromise have been examined. I would further recommend that the council require both sides meet with a mediator present to discuss further options.

Dear Commissioner: At this time,I urge you all to vote NO on the proposal to rename 39th Avenue.Respectfully submitted

Keith Sanden

7/6/2009

Moore-Love, Karla

From: DonnaLee Palin [donnaknits@comcast.net]
Sent: Sunday, July 05, 2009 11:12 AM
To: Moore-Love, Karla
Subject: Renaming 39th Ave to Mayor Adams & Council

Dear Mayor Adams and Council Members,

I again implore you NOT to rename 39th Avenue to Cesar Chavez Blvd. I also attended the council meeting in June, and it was apparent the majority of people did not want a name change. You have been elected by the majority and the will of the majority of your constituents is NOT to rename 39th Avenue. Chavez's name on 39th, a 7.22 mile street, primarily residential, is not going to give him presence and why they are so adamant on this particular name change or any name change makes no sense.

As an aside, I do not live on 39th Avenue, but I am a 3rd generation Portlander and want our streets to remain numbered as they have been and as everyone knows them.

DonnaLee Palin

This mailbox protected from junk email by MailFrontier Desktop
from MailFrontier, Inc. <http://info.mailfrontier.com>

7/6/2009

Moore-Love, Karla

From: Y.L. Pea [sweetpea@Christian.net]
Sent: Sunday, July 05, 2009 7:16 AM
To: Moore-Love, Karla; Commissioner Fritz; Commissioner Fish; Leonard, Randy; Adams, Sam; schneider@uci.net; Commissioner Saltzman; Yvonne Pea
Subject: Vote No on re-naming 39th

Please vote NO on re-naming 39th

It was obvious at the last meeting, Mayor Sam Adams was not pleased when a lady testifying for the opposition stated she was upset to be called racist simply because she didn't want her street re-named.

In my last email I sent 42 references of statements made by the proponents that directly addressed race, color of skin, or the PC name Hispanic or Latino. This was just a partial listing of these type of comments by the proponents.

I would like to thank Amanda Fritz for emailing responses to mine and others comments.

Being on this end, one wonders if these emails are actually read. So far I have received several "I am out of the office" and other automatic responses from the mayor and other commissioners.

183000

Moore-Love, Karla

From: Sandie Lamb-Moudy [stampergirl11@yahoo.com]
Sent: Saturday, July 04, 2009 9:26 PM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: SAVE 39TH AVENUE

Dear Mr. Mayor and City Commissioners,

Please vote **NO** on the proposal to rename 39th Ave. I am requesting this as a resident of SE 39th Ave. Please do NOT allow residents who do not live on 39th Ave push through this change which will not benefit the greater population of Portland. Please consider an alternate public venue, i.e. a park or bridge where there would be less impact to specific residents and greater benefit to the entire city of Portland.

Sincerely,

Sandie Lamb-Moudy

7/6/2009

183000

Moore-Love, Karla

From: michelleallen27@yahoo.com
Sent: Friday, July 03, 2009 8:30 PM
To: Adams, Sam
Cc: Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Save 39th Ave

Dear Mayor,

I am one of many people that live on 39th ave and believe that changing the name of this street or any other one causes unnecessary heartache for the people living and working on that street. We are in a recession right now and any extra undue costs are not good for the city or the people.

If you change the name of this street the city will have to spend money they do not have (our taxpayers money) to change all the street signs. We do not have money to fix roads or fund schools but we have money to through away in this manner?! Many businesses along 39th avenue would have to change the name of their business which would put some of them out of business. Which in turn will put people out of work and more people on the unemployment roles. For individual citizens it means changing the car registration, the bank checks, address on your accounts and records. This will cost money that they do not have either.

Please reconsider this matter and do not change the name of my street or any other for that matter.

Mr. Chavez was a very special individual with a God given gift to get out there and get what was needed for his people accomplished. A man of such greatness does not need the kaos and bad feelings trailing behind him if this or any other street is **renamed** to honor him. We need to honor him with a statue in a very prominant place or the light rail bridge named after him so people can look up at say "THAT IS CESAR CHAVEZ'S" isn't it beautiful as it spans accross the horizen. Such a great bridge for a great man! Or a statue in a very prominent place so he can stand proud for his people and all the other people in the world that he helped as well.

Please do not rename a street...any street.

I hope you take the time to read this and if you have Thank you from the bottom of my heart.

Sincerely,
Michelle Allen

7/6/2009

183000

Moore-Love, Karla

From: The Hen's Tooth [scarlet@henstooth.com]

Sent: Friday, July 03, 2009 10:07 AM

To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla

Subject: Vote NO on renaming 39th Avenue

Dear Commissioner: Please vote NO on the proposal to rename 39th Avenue. Respectfully submitted

Greg Westendorf
10 SE 39th ST
Portland, OR

PS Keep 39th named 39th

7/6/2009

Moore-Love, Karla

From: Andrew Dall [andrew@dalldall.com]
Sent: Thursday, July 02, 2009 9:47 PM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue
Importance: High

Dear Commissioners:

Please vote NO on the proposal to rename 39th Avenue.

We urge you to read Eric Fruits' many compelling arguments in his e- mail to you all, which render the case for renaming without merit, quite possibly fraudulent and open to legal challenge.

Govern to unite not to divide.

Respectfully submitted,

Andrew & Peggy Dall
2634 NE 39th Avenue
Portland, Oregon 97212
Tel: 503.228.4768

Moore-Love, Karla

From: Y.L. Pea [sweetpea@Christian.net]
Sent: Thursday, July 02, 2009 7:25 PM
To: Moore-Love, Karla; Commissioner Fritz; Leonard, Randy; Commissioner Fish; Commissioner Saltzman; Adams, Sam; schneider@uci.net; Yvonne Pea
Subject: [User Approved] Is this re-name about Cesar Chavez or race?

Below are comments about race or color of skin from my notes of several of the meetings. These are all from the proponents. I have none from the opponents. If there were any, they were few.

Why the street should be re-named Cesar Chavez

I-CECBC:

- 1-honor people of BROWN SKIN
- 2-Inspire LATINOS of single moms to stay in school
- 3-HISPANICS greatest role model, he LOOKS like them
- 4-HISPANIC inclusiveness into community

II-Planning commission:

- 1-support LATINO brothers and sisters
- 2-to say your friends speak Spanish is RACIST
- 3-this wouldn't be an issue if it was about a WHITE man
- 4-LATINOS will benefit
- 5-to embrace people of COLOR
- 6-not for the public good to appear RACIST
- 7-Whites afraid it will TARNISH their neighborhood

III-Testimonies:

- 1-CC positive role model for LATINO students
- 2-Support community of COLOR
- 3-sense of pride for many of US undocumented workers
- 4-WHITE folk need to lay down their privilege
- 5-Shows RACIAL progress
- 6-street named after someone who LOOKS and SOUNDS like them
- 7-Seek role model of same SKIN COLOR
- 8-honor the man as a LATINO leader
- 9-motivation to achieve quality of education, particularly LATINOS
- 10-role model name SIMILAR to theirs
- 11-we're not going away, the future is ours (LATINOS)
- 12-there is no tribute to LATINOS in Portland
- 13-there is no good reason to say no, stemmed in RACISM and BIAS
- 14-slap in the face to Mexican-Americans not to name street after Chavez
- 15-total RACISM not to recognize LATINOS
- 16-courage to honor LATINOS
- 17-courage to make LATINO community proud
- 18-reinforcement to people of COLOR
- 19-no landmarks for LATINOS
- 20-good for community of COLOR
- 21-DOMINANT culture (white) offended
- 22-hope in kid's eyes, he LOOKS like me
- 23-LOOKING like you affirms humanity
- 24-inclusion of SKIN COLOR
- 25-WHITE advantage, BROWN disadvantaged, power in RACE
- 26-WHITE family town image
- 27-rich WHITE, poor BROWN, hoops to jump through for name change
- 28-Chavez struggle for visibility--inclusion of all RACES

IV-Tom Potter

- 1-to welcome LATINOS
- 2-people of COLOR

V-Overheard at meeting 6-23:

1-The young black lady that testified was calling white people CRACKERS during a break

2-A lady from the gay rights group LOUDLY, said to the pro group in the front row: I AM
SORRY YOU ARE SURROUNDED BY WHITE FACES.

I was not involved in the Interstate controversy, but I do remember Ms.

Guembes commenting on KATU that she was surprised that there were so many RACISTS in Portland.

If you take the time to review the videos from all the meetings, you will see where this theme of racism and skin color is woven throughout the entire process by the proponents. Rarely, is Cesar Chavez spoken about.

I have seen t-shirts in California, worn by Mexican/Americans that state, I am not Hispanic, I am not Latino, I am a Mexican-American.

Cesar Chavez was Mexican-American. He was not Latino (one from Latin America-So. America) or Hispanic (one from Spain). Hispanic according to the census can be a title claimed by anyone, even whites, so it is not used to count numbers of a certain race.

Even the co-chair of this committee uses race in other instances: the recent RACIAL PROFILING because she was driving too slow, she is on a committee to stop Portland police from racial profiling, and in 1993 sued the city of Portland claiming a policeman shoved her because of her RACE.

Re-naming a street should be based on the honoree's contribution to the city and not because of his race. The proponents didn't seem to think his contributions were as important as race.

*These are only a partial list of the comments with regards to race and skin color. They are not exact quotes, but from my notes. I hope you will verify these by reviewing the tapes.

Thank you

183000

Moore-Love, Karla

From: Peter Banka [peter.banka@gmail.com]

Sent: Thursday, July 02, 2009 12:47 PM

To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla

Subject: Vote YES on renaming 39th Avenue

Hey guys, I heard you were thinking about renaming SE 39th ave to César E. Chávez Avenue. I live right next to 39th, and I think it would be awesome to have a name change and honor this great Mexican-American.

Please vote YES on the proposal to rename 39th Avenue.

Respectfully submitted

--Peter

Peter Banka

3739 SE Franklin St. 97202

7/2/2009

183000

Moore-Love, Karla

From: Aaron Choate [skaterandahalf@hotmail.com]
Sent: Thursday, July 02, 2009 11:43 AM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Please vote NO on renaming 39th Avenue

Portland City Commissioners: I am a resident on **39th Ave.** and I strongly urge you to **oppose the renaming of 39th Ave.** to Cesar E. Chavez Blvd.

I have thoughtfully considered various viewpoints and positions on the issue and find myself convinced that renaming 39th is a bad move. Residents and business would have to change banking and ID information, purchase new letterhead, and send out mass change of address notifications, among other wastefulness and inconvenience. Not to mention the waste of taxpayer money to remove and replace street signs and change maps and official documents in this time of economic crisis.

Why not name something else in Mr. Chavez' honor like an emerging new street, a school, a park, or a bridge? I am in agreement both those in opposition to this action and the committee pushing the issue insofar as we feel Cesar Chavez' memory and legacy should be preserved in the public memory. However, I'm sure there is a more suitable alternative than renaming **39th Ave.** as clearly indicated by the amount of opposition and the apparent flaws in the renaming process.

Please vote **NO** on the proposal to rename **39th Avenue**. Respectfully submitted,

-Aaron Choate-
resident **SE 39th Ave.**

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183000

Moore-Love, Karla

From: Commissioner Fritz
Sent: Wednesday, July 01, 2009 9:16 PM
To: Moore-Love, Karla
Subject: RE: Cesar Chavez

Dear Kathy,

Thank you for your message.

The street renaming process is in state law. Perhaps nobody in Aurora asks to use it, but it is a statewide statute.

Sincerely,

Amanda Fritz
Commissioner, City of Portland

From: Moore-Love, Karla
Sent: Tuesday, June 09, 2009 4:20 PM
To: Adams, Sam; Fish, Nick; Commissioner Fritz; Leonard, Randy; Saltzman, Dan
Cc: Oppenheim, Shoshanah
Subject: FW: Cesar Chavez

Karla Moore-Love
Council Clerk
Office of the City Auditor
503.823.4086

-----Original Message-----

From: Kathy Griffin [mailto:kgriffin@ci.oregon-city.or.us]
Sent: Tuesday, June 09, 2009 11:43 AM
To: Moore-Love, Karla
Subject: Cesar Chavez

Can renaming a street be an honor to someone if it is forced down the throats of those who live and work on the aforementioned street? Most people don't even know how to pronounce "Cesar Chavez" correctly.

I am against renaming any existing street no matter whom it is named after. This is one of the many reasons I do not and will never live in Portland.

K. Griffin
Aurora, Oregon

7/2/2009

183000

Moore-Love, Karla

From: Commissioner Fritz
Sent: Wednesday, July 01, 2009 9:19 PM
To: Moore-Love, Karla
Subject: RE: renaming streets

Dear Mark,

Thank you for your message. While the street renaming process is in state law and any street in Oregon could be requested, 182nd in Rockwood is not in the City of Portland so I do not have jurisdiction over its name. Besides, the citizens of Portland making the request have asked for 39th, and that is what I must vote on.

There is no requirement in state law that the street proposed for renaming have a special connection with the proposed honoree.

Sincerely,

Amanda Fritz
Commissioner, City of Portland

From: Moore-Love, Karla
Sent: Monday, June 01, 2009 10:56 AM
To: Adams, Sam; Fish, Nick; Commissioner Fritz; Leonard, Randy; Saltzman, Dan
Subject: FW: renaming streets

Karla Moore-Love
Council Clerk
Office of the City Auditor
503.823.4086

-----Original Message-----

From: Mark Farrier [mailto:markj96@yahoo.com]
Sent: Tuesday, May 26, 2009 10:41 PM
To: Moore-Love, Karla
Subject: renaming streets [sent to 'street renaming' sp]

if this horrible administration(not your fault) is hell bent on changing street names while wasting thousands of tax dollars in this economy,and yes i know my opinion dont mean squat,try a street in a heavily populated mexican area like SE 182nd ave in rockwood

Mark Farrier

7/2/2009

Moore-Love, Karla

From: Eric Fruits [eric.fruits@gmail.com]
Sent: Thursday, July 02, 2009 8:11 AM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Cc: Krueger, Kurt; Carlstrom, Andrew; tommiller@ci.portland.or.us; Chase, Sam; Bizeau, Tom; Kovatch, Ty; Finn, Brendan
Subject: 39th Avenue: Compromise; Flaws in City process
Attachments: Letter to Council 090702a.pdf; ATT00001.txt



Letter to Council 090702a.pdf ... ATT00001.txt (70 B)

Dear Mayor Adams and City Commissioners:

Thank you for holding a City Council hearing that was both productive and respectful regarding the potential renaming of 39th Avenue.

Many of those affected by a street renaming are disappointed that the City Council and the applicants do not seem willing to consider any of the many win-win compromises suggested.

We strongly urge you to find a win-win compromise. A 39th Avenue / César E. Chávez Avenue dual name is one such compromise that is within the City's range of feasible options.

In the absence of any win-win compromise, we will seek to halt or undo any street renaming passed by City Council. The attached letter describes the processes.

Several commissioners and their staff have inquired about flaws in the street renaming process. The attached letter identifies some of the many flaws. It focuses only on the most obvious and unambiguous instances in which the applicant or the City clearly have failed to follow procedure, have misconstrued the applicable law, and made findings inconsistent with evidence in the record.

Thank you for your consideration.

--
 Eric Fruits
 4318 NE Royal Ct.
 Portland, OR 97213-1670
 503-928-6635
 eric.fruits@gmail.com

Eric Fruits, Ph.D.
4318 NE Royal Court
Portland, OR 97213-1670
503-928-6635
eric.fruits@gmail.com

VIA EMAIL

July 2, 2009

Mayor Sam Adams
Commissioner Nick Fish
Commissioner Amanda Fritz
Commissioner Randy Leonard
Commissioner Dan Saltzman
1220 SW 4th Avenue
Portland, OR 97205

Re: 39th Avenue street renaming process

Dear Mayor Adams and City Commissioners:

Thank you for holding a City Council hearing that was both productive and respectful regarding the potential renaming of 39th Avenue. At the same time, many of us are disappointed that the City Council and the applicants do not seem willing to consider any of the many win-win compromises offered by the Portland residents, businesses, and taxpayers on the affected street. We strongly urge you to find a win-win compromise. A 39th Avenue / César E. Chávez Avenue dual name is one such compromise that is within the City's range of feasible options.

In the absence of any win-win compromise, the residents and businesses working to save 39th Avenue from renaming have identified three processes by which we will seek to halt or undo any street renaming passed by City Council:

1. A petition to Multnomah County Circuit Court to review the extent to which the City did not follow the process specified by law;
2. An initiative to amend the City Charter that provides property owners on historically significant streets that have been renamed the opportunity to revert the streets to their previous names; an historically significant street would be defined as a street at least one-half mile in length that has been recognized under the same name, or a substantially similar version, for a period of 20 years or more prior to renaming so it would include both Portland Boulevard and 39th Avenue; and

3. State-level legislation that would allow for—and in some cases mandate—a city referendum regarding renaming of historically significant streets; the bill would provide an opportunity for recently renamed historically significant streets to revert to their previous names.

We have identified a sufficient number of residents and business owners who have committed to funding the Save 39th Avenue efforts. As you know, within the next few weeks petition gathering efforts will be in place regarding state and city questions to be put to the voters. This will make our efforts to gather signatures even easier. In addition, the emergency state legislative session expected for February 2010, will be an opportune time to introduce our bill to revise the state law regarding street renaming.

Several commissioners and their staff have inquired about flaws in the street renaming process. The remainder of this letter identifies some of the many flaws. It focuses only on the most obvious and unambiguous instances in which the applicant or the City clearly have failed to follow procedure, have misconstrued the applicable law, and made findings inconsistent with evidence in the record. In summary:

1. **Thirty-Ninth Avenue cannot be renamed.** This is because (a) it continues into the City of Milwaukie, and (b) the Historian Panel found it to be a “significant street with a rich history”—which must be interpreted as an historic street that is significant in its own right.
2. **The City did not verify any of the petition signatures to determine whether the person named on the petition is the person who signed it.** Thus, neither the applicant nor the City have demonstrated that any of the signatures submitted by the applicant are valid.
3. **The application submitted by the Chávez Committee is invalid and should not have been considered by the Historian Panel, Planning Commission, or City Council.** The application is invalid because the Chávez Committee did not provide information required by City Code within the timeframe specified by City Code.
4. **The Historian Panel was not qualified to make findings regarding the historic significance of the streets considered for renaming because none of the members of the Panel were historians or persons with appropriate expertise.** As a result the Historian Panel misconstrued the applicable law and reached conclusions inconsistent with the record and its own findings.

The following describes the evidence supporting my conclusions regarding the flaws in the City’s process.

Mayor Adams and City Commissioners
 July 2, 2009
 Page 3 of 8

1. The street terminates outside of the City's boundaries

To establish and expand the metropolitan grid system, the City of Portland changed the name of Prettyman Avenue (1895, in southeast) and Thaxter Avenue (1907, in northeast) to 39th Avenue. (Ord. 9490 and 17118)

Sometime between 1924 and 1955, the City of Milwaukie changed the name of Orchard Avenue to 39th Avenue. In 1975, to be consistent with the metropolitan grid system, Milwaukie changed the name of Kimbrough Avenue to 39th Avenue. (Ord. 1306) In both cases, the name changes produced a linear continuation of 39th Avenue through the cities of Portland and Milwaukie. In fact, the address numbering continues linearly from Portland through Milwaukie.

City Code indicates that a street proposed for renaming must start and terminate entirely within boundaries of the City of Portland. (17.93.020 B.)

I understand that the City Attorney has opined that because of the break in 39th Avenue at the Johnson Tideman Nature Area that 39th Avenue ends in the City of Portland. It should be noted that within the City of Portland, 39th Avenue breaks between NE Wistaria Drive and NE Alameda Street. Another substantial break occurs at Fernhill Park in northeast Portland.

⇒ Because 39th Avenue does not start and terminate entirely within the City of Portland, 39th Avenue cannot be renamed.

2. The City did not verify any of the petition signatures to determine whether the person named on the petition is the person who signed it

City Code requires that the applicant submit signatures in support of the proposed renaming. The César E. Chávez Boulevard Committee (hereafter, "Chávez Committee") selected the option that requires the applicant to obtain a minimum of 2,500 signatures in support of the proposal from legal residents of the City at large. (17.93.030 C. 1.)

A memorandum by the City Auditor dated September 22, 2008 (Attachment A), described the process it would undertake to verify street renaming petition signatures. The memo indicates that the Auditor made virtually no effort to verify any of the petition signatures to determine whether the person named on the petition is the person who signed it:

The Auditor's Office will review the petition sheets in a cursory manner for any obvious forgeries but cannot provide any assurance that a person is actually the signer of the petition. [emphasis added]

The *Oxford English Dictionary* defines "cursory" as:

Running or passing rapidly over a thing or subject, so as to take no note of details; hasty, hurried, passing. [emphasis added]

A memorandum by the City Auditor dated June 3, 2009 (Attachment B), reiterated the process to verify street renaming petition information. The memo indicates that the objective of the verification process was to, “verify residency, not signatures.” In other words, a list of signatures drawn from property tax rolls or school enrollment records would have satisfied the Auditor’s process—even if none of the signatures belong to the person named on the petition.

The signature verification was fundamentally flawed and an easy target for fraudulent signature gathering.

⇒ Because the City failed to verify the signatures on the petitions, there is no evidence that the applicant submitted a sufficient number of valid signatures from legal residents of the City. Without the required number of signatures from legal residents of the City of Portland, the application is invalid and should not have been subjected to any further processing.

3. The postcard survey failed to survey approximately 300 property owners who are co-owners of the property

A memorandum dated April 2, 2009 (Attachment C), reports that the City Auditor mailed postcards to addresses abutting 39th Avenue on March 2, 2009. According to the memo and information provided by the Auditor’s office, it appears that one postcard was sent to each address.

City Code specifies that the Auditor shall conduct a postcard mailing survey of each legal owner and each legal address abutting the street in question. (17.93.040 D.)

Approximately 300 properties have more than one owner. Such properties include those owned by married couples and individual trusts co-owning the property.

⇒ Because the Auditor did not send a postcard to each property owner, the Auditor failed to follow the procedure specified by City Code and the postcard survey is invalid.

4. The applicant did not provide evidence within the time specified in City Code that it made a good faith effort to obtain a letter of concurrence to the proposed street renaming from the honoree’s surviving spouse, children, or parents

The Chávez Committee submitted a final application packet to the City Engineer dated February 4, 2009 (Attachment D). Among other things, the packet included a letter dated November 4, 2008, in support of the renaming from Paul S. Park, acting president of the César E. Chávez Foundation. The letter is addressed to Mayor Potter, the salutation is “To Whom It May Concern,” and the letter itself makes no mention whatsoever of concurrence to the proposed street renaming from the honoree’s surviving spouse, children, or parents.

City Code requires that the applicant make a good faith effort to obtain a letter of concurrence to the proposed street renaming from the honoree’s surviving spouse, children, or parents. The City

Mayor Adams and City Commissioners
 July 2, 2009
 Page 5 of 8

Engineer shall accept registered mail receipts and copies of all letters as evidence of compliance with the provision. (17.93.030 C. 2.)

City Code requires that evidence of the good faith effort must be submitted within 180 days from the receipt of the initial application. The City Engineer indicates that the 180 day deadline was February 4, 2009 (Attachment D). City Code specifies that if this information is not supplied to the City Engineer by the specified deadline, the application shall be invalid. (17.93.030 D.)

The applicant did not submit any evidence within the timeframe specified in City Code that it made a good faith effort to obtain a letter of concurrence to the proposed street renaming from the honoree's surviving spouse, children, or parents. In fact, as shown below, the final application form signed by the City Engineer leaves a blank space where the family member is to be identified.

d)	Letter of support from honoree's surviving _____	<input checked="" type="checkbox"/>	<input type="checkbox"/>
----	--	-------------------------------------	--------------------------

I understand that one of the co-chairs of the Chávez Committee claims now to have letters of support from the honoree's family. Such letters are irrelevant to the process at-hand because they were not submitted to the City Engineer within the timeframe specified by City Code.

⇒ Because the applicant did not provide evidence within the timeframe specified in City Code that it made a good faith effort to obtain a letter of concurrence to the proposed street renaming from the honoree's surviving spouse, children, or parents, the application is invalid and should not have been subjected to any further processing.

5. The applicant did not provide to the City Engineer within the time specified in City Code a complete biography of the proposed honoree with references of substantiation

The Chávez Committee submitted a final application packet to the City Engineer dated February 4, 2009 (Attachment D). Among other things, the packet included a printout from the César E. Chávez Foundation website retrieved on July 15, 2007 with the title "An American Hero." The printout provides no citations or references of substantiation.

City Code requires that the applicant provide a complete biography of the proposed honoree with references of substantiation, honors received, contributions to the national and/or local community, et cetera. (17.93.030 C. 3.)

City Code requires that the complete biography with references of substantiation must be submitted within 180 days from the receipt of the initial application. The City Engineer indicates that the 180 day deadline was February 4, 2009 (Attachment D). City Code specifies that if this information is not supplied to the City Engineer by the specified deadline, the application shall be invalid. (17.93.030 D.)

- ⇒ Because the applicant did not provide a complete biography of the proposed honoree with references of substantiation within the timeframe specified in City Code, the application is invalid and should not have been subjected to any further processing.

6. The City Engineer erroneously accepted an invalid application

City Code specifies that the applicant shall have 180 calendar days to complete and submit its final application (petition signatures, evidence of good faith effort to obtain a letter of concurrence, and complete biography) to the City Engineer's office. City Code clearly states that if a complete application has not been submitted to the City Engineer within 180 calendar days after the application has been received by the applicant, the application shall be invalid and that no time extension shall be granted. (17.93.030 D.)

The City Engineer's letter to the Historian Panel dated March 6, 2009 (Attachment D), indicates that he approved the Chávez Committee's "complete final application" on that date. The City Engineer's approval is erroneous:

1. In failing to verify whether petition signatures were provided by legal residents of the City at large, the City Auditor and City Engineer improperly construed the applicable law and failed to follow the procedures applicable to the matter before them.
 2. In accepting an application with no evidence of a good faith effort to obtain a letter of concurrence to the proposed street renaming from the honoree's surviving spouse, children, or parents, the City Engineer failed to follow the procedures specified by City Code.
 3. In concluding that the printout biography satisfied the applicant's obligation to provide a complete biography with references of substantiation, the City Engineer made a finding that is not supported by substantial evidence.
- ⇒ Because the application was incomplete and invalid, the City Engineer, Historian Panel, Planning Commission, and City Council erroneously subjected the application to further processing.

7. The Historian Panel was not composed of historians or persons with appropriate expertise

City Code specifies that three historians or persons with appropriate expertise are to review and determine as to appropriateness of the proposed name and its compliance with criteria for selecting a new street name, and determination as to historic significance of the street. (17.93.040 A.)

On August 13, 2008, the Portland City Council passed Resolution No. 36628 affirming its intent to follow the process for evaluating street renaming applications described in Portland City Code Chapter 17.93 and approved the appointment of a three person Historian Panel comprised of:

1. Gilbert Paul Carrasco of the Willamette University College of Law,
2. Brigadier General Michael Caldwell of the Oregon National Guard, and
3. Kathy Fuerstenau of the Cully Association of Neighbors.

By their own admission in a memorandum dated April 23, 2009 (Attachment E), none of the panel members is an “actual historian.”

⇒ Because the Historian Panel was not composed of historians or persons with appropriate expertise, the panel was not qualified to make findings regarding the historic significance of the streets considered for renaming.

8. The Historian Panel erroneously considered the historic significance of the street name rather than the historic significance of the street itself

The Historian Panel report dated April 23, 2009 (Attachment E), identified the criteria it considered in making its recommendations to the Planning Commission. One criteria was whether:

The name of the street to be renamed currently enjoys a particular meaning or importance within a particular period of social or political events, and relating to a particular community or geographic area. [emphasis added]

The Historian Panel concluded:

While 39th Avenue is a significant street with a rich history, by unanimous vote, the Panel does not find that its name has sufficient historical significance to preclude its renaming. [emphasis added]

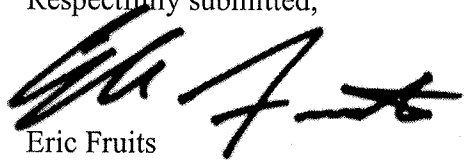
City Code specifies that the Historian Panel must determine the historic significance of the street. (17.93.040 A.)

- ⇒ Because the Historian Panel did not consider the historical significance of 39th Avenue as a street in its recommendations to the Planning Commission, the Panel improperly construed the applicable law.
- ⇒ Because the Historian Panel found that 39th Avenue is a “significant street with a rich history,” the Panel finding that 39th Avenue does not have sufficient historical significance to preclude its renaming was not supported by the evidence presented or by the Panel’s own findings.
- ⇒ Because the Historian Panel found that 39th Avenue is a “significant street with a rich history,” the street is significant in its own right and cannot be renamed.

Mayor Adams and City Commissioners
July 2, 2009
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While I do not claim to speak for anyone, I can assure you that many of the thousands of people who live and work along 39th Avenue implore you to find a winning solution that honors Mr. Chávez in a way that does not heap unnecessary burdens on the City's residents and businesses.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Eric Fruits", with a stylized flourish at the end.

Eric Fruits



CITY OF

PORTLAND, OREGON

OFFICE OF THE CITY AUDITOR

Gary Blackmer, City Auditor

1221 SW 4th Ave, Room 140

Portland, Oregon 97204-1900

Phone: (503) 823-4808 Fax: (503) 823-4571

www.portlandonline.com/auditor

E-Mail: gblackmer@ci.portland.or.us

183000
ATTACHMENT A

September 22, 2008

To: Tom Potter, Mayor
Sam Adams, Commissioner
Nick Fish, Commissioner
Randy Leonard, Commissioner
Dan Saltzman, Commissioner
Linda Meng, City Attorney
Steve Townsen, City Engineer

From: Gary Blackmer, City Auditor

Subject: Auditor's Office Verification of Street Renaming Petition Information

This memo is in response to a request by Commissioner Adams that the Auditor's Office verify street renaming petitions. City Code Chapter 17.93 places street renaming petitions under the authority of the City Engineer. The City Engineer has developed the street renaming petition sheets and application materials. According to the Code the applicant's primary City contact is the City Engineer and we believe that should continue to be the case throughout petition verification, for consistency.

I have heard directly from four of the five Council members and the Chief of Staff of the other that they agree with the following verification approach.

The methods we will use are not the same as those for initiative petitions and in many ways are less stringent. More exacting, labor intensive verification is possible but the other rules set forth for this process are not exacting and lack any penalties or other consequences for violations. To impose a high level of precision in petition verification would be disproportionate.

City Code Chapter 17.93 requires a street renaming applicant to obtain a minimum of 2,500 signatures in support of the proposal from legal residents of the City at large or signatures of at least 75% of the abutting property owners along the street proposed for renaming on the petition forms supplied by the City Engineer. We understand that the two current street renaming applicants will likely pursue the 2,500 at-large signatures.

The two petitioners have been told by the City that it will accept signatures from residents who are 16 or older. There is no database that contains all the names and addresses for this population. The five databases available to us are the property tax roll, voter registrations, Department of Motor Vehicle records, and verification of school district enrollment for David Douglas and Portland Public Schools. (We are awaiting a decision from Parkrose.) Age is not available in all these databases. Further, signatures cannot be consistently verified because these databases do not have them or make them available to us.

Steps of Signature Count

1. Verification that every petition sheet has the correct street(s) to be renamed – reject any petition sheets with street(s) that do not match the street renaming application.
2. Random sampling of 300 signatures. We will conduct residency verification on one random sample from the full population of petition sheets submitted
3. Initial screening of the sample – examine each name and address of the sample for:
 - Legibility – reject illegible names or addresses
 - Location – using PortlandMaps to reject addresses outside Portland
 - Duplicates – one of the duplicates will be rejected
4. Reject if the remaining names and addresses do not appear on any of the following data sources:
 - PortlandMaps
 - Voter Registration data
 - DMV Records
 - school district enrollment records
5. Calculate the valid signatures – the percent of verified signers will be calculated and applied to the total number of submitted signers to determine whether 2,500 have been submitted. The sample size would provide 95% confidence in the sample with a precision of 4 to 5%.
6. Report to the City Engineer the results of our analysis. The Auditor's Office will complete the verification process within thirty calendar days from receipt of the street renaming petition sheets.
7. Until the deadline, the applicant can gather and submit one additional batch of petitions to my office. Depending upon the number needed and provided, we will either draw a fresh sample from the entire population, or verify the new names and addresses, and report our analysis to the City Engineer.

Issues to Note

We will be fair and consistent in our application of these procedures and how we address any unanticipated situations. However, the non-specific language in the City Code, combined with the inherent difficulties in any petition verification activity, create risks that need to be noted for these petitions and those in the future. City Council, the City Engineer, and the consultant hired to review the process should understand that:

- Some eligible signers will not be matched with any database, such as adults who recently moved from outside Portland and have not updated their voter registration or driver's license information.
- The Auditor's Office will review the petition sheets in a cursory manner for any obvious forgeries but cannot provide any assurance that a person is actually the signer of the petition.
- The databases provide some record of residency but cannot provide any assurance that a person is actually a resident of Portland.
- There is no appeal process to the Auditor's Office for the petition verification decisions or results produced.



CITY OF

PORTLAND, OREGON

OFFICE OF THE CITY AUDITOR

LaVonne Griffin-Valade, City Auditor

1221 SW 4th Ave, Room 140

Portland, Oregon 97204-1900

Phone: (503) 823-3546 Fax: (503) 823-4571

www.portlandonline.com/auditor

E-Mail: Andrew.Carlstrom@ci.portland.or.us

MEMORANDUM

Date: June 3, 2009

To: Mayor Sam Adams
Commissioner Nick Fish
Commissioner Amanda Fritz
Commissioner Randy Leonard
Commissioner Dan Saltzman
Linda Meng, City Attorney

From: Auditor LaVonne Griffin-Valade

Re: Verification of Street Renaming Petition

The purpose of this memo is to provide a summary of the street renaming petition verification process followed by the Auditor's Office during the current renaming initiative.

City Code Chapter 17.93 requires that street renaming applications include 2,500 signatures from legal residents of Portland. According to the City Attorney, a resident is someone who lives within the city of Portland and intends to make Portland their home.

The verification of street renaming petitions is not described in City Code or administrative rule, but in 2008, at the request of then Commissioner Adams, former City Auditor Gary Blackmer agreed to conduct the verification of street renaming petitions. City Council members accepted the process proposed by Auditor Blackmer and formalized in a 9/22/2008 memo. As agreed, the verification process would:

- verify residency, not signatures;
- verify no more than two batches of petition sheets;
- not include an appeal process; and
- use four data sources: PortlandMaps, DMV records, the voter roll, and public school records.
 - Note: As determined by the City Attorney, residents age 16 to 18 were eligible to sign street renaming petitions, prompting the use of public school records to verify residency.

The César E. Chávez Boulevard Committee submitted completed street renaming petition sheets to the City Auditor's Office in October 2008. After verification of the residency of a random sample of the first batch, the total number of valid records was 2,021. Additional petition sheets were submitted in January 2009. Auditor Blackmer determined that verifying this second batch using a random sample was consistent with the language of the 9/22/2008 memo to Council.

June 4, 2009

Verification of the random sample from the second batch yielded 620 valid records. Adding the verification results of both batches together yielded a total valid number of 2,641. Public school records were not utilized for the second batch because the total number of valid records exceeded 2,641 after verifying to PortlandMaps, DMV records, and the voter roll. On June 2, 2009, Portland Public Schools reviewed the records from the second batch against their student database. This verification of residency resulted in an additional 30 valid petition records.

The updated calculations using City Auditor Blackmer's methodology are:

	<u>Batch 1</u>	<u>Batch 2</u>	<u>Total</u>
A. Total submitted petition lines	2,756	1,177	
B. Sample for validation	300	300	
C. Number deemed valid	220	188*	
D. Percent deemed valid (C / B)	73.3%	62.7%	
E. Estimated total valid (A x D)	2,021	738	2,759

***Includes 30 verified residents from Portland Public Schools records**

In addition, calculating an aggregate validity percentage with the additional records also results in a valid number of more than 2,500:

	<u>Batch 1 & 2 Combined</u>
A. Total submitted petition lines	3,933
B. Sample for validation	600
C. Number deemed valid	408*
D. Percent deemed valid (C / B)	68.0%
E. Estimated total valid (A x D)	2,674

***Includes 30 verified residents from Portland Public Schools records**

If you have questions regarding the information presented in this memo, please feel free to contact the Auditor's Office. It is worth noting that this was the first time such a process has been undertaken by the City. It would be our goal to strengthen and standardize the petition verification procedures should they be needed in the future. The lessons learned from this initial effort provide us with opportunities to improve the process going forward.



CITY OF

PORTLAND, OREGON

OFFICE OF THE CITY AUDITOR

Gary Blackmer, City Auditor

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Portland, Oregon 97204-1900

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www.portlandonline.com/auditor

E-Mail: Andrew.Carlstrom@ci.portland.or.us

MEMORANDUM**VIA EMAIL**

Date: April 2, 2009

To: Portland Planning Commission,
c/o Joan Hamilton, Bureau of Planning and Sustainability

From: Andrew Carlstrom, City Elections Officer

CC: Mayor Sam Adams
Commissioner Nick Fish
Commissioner Amanda Fritz
Commissioner Randy Leonard
Commissioner Dan Saltzman
Auditor Gary Blackmer
Kurt Krueger, Bureau of Transportation
Martha Guembes, César E. Chávez Boulevard Committee

Re: Street Renaming Postcard Survey Results

1. Background

As required by City Code Section 17.93.040 D, this office is reporting to Planning Commission the results of the street renaming postcard surveys for Broadway, Grand Avenue, and 39th Avenue - the three proposed streets specified in the application submitted to the City Engineer by the César E. Chávez Boulevard Committee.

Survey mailings were mailed to legal owners and occupants of properties abutting Broadway, Grand Avenue, and 39th Avenue on March 2, 2009. As required by Code, postcards were due to the Auditor no later than 30 days, or 5:00 p.m., April 1, 2009, to be tabulated and reported to Planning Commission.

In addition to the survey postcard, survey mailings contained: basic information on the street renaming process; and information on upcoming hearings of the Historian Panel, Planning Commission, and City Council (complete mailer example attached to this memo).

The tear-off survey postcard provided recipients the opportunity to mark their support or opposition to the proposed street renaming. The 39th Avenue survey is shown on Page 2 of this memo as an example.

Survey on proposed street renaming of 39th Avenue

Please check one of the following:

☐

I support renaming 39th Avenue to "César E. Chávez Blvd."

OR

☐

I oppose renaming 39th Avenue to "César E. Chávez Blvd."

Your response will be tabulated and reported to the Planning Commission if the City Auditor receives your postcard no later than 5:00 p.m., April 1, 2009.

2. Results

This office has tabulated all street renaming postcard survey responses received by 5:00 p.m., April 1, 2009. "Other" responses were those responses where either both or no boxes were checked on the postcard. The results are as follows:

	Support	Oppose	Other	Total Received	% Support	% Oppose	% Other	Total Sent	Return Rate
Broadway	73	1276	2	1,351	5.4%	94.4%	0.1%	3,289	41.1%
Grand Ave	69	372	3	444	15.5%	83.8%	0.7%	1,030	43.1%
39th Ave	91	694	6	791	11.5%	87.7%	0.8%	1,658	47.7%

3. Applicable City Code**17.93.040 Review of Application and Public Hearings.**

(Amended by Ordinance No. 182389, effective January 2, 2009.) Upon receipt of the applicant's packet, the City shall process the application as follows:

* * *

D. Concurrent with the Historian Panel review under Subsection C. of this Section, the Auditor shall conduct a postcard mailing survey of each legal owner and each legal address abutting the street in question, notifying them that there will be public hearings by the Planning Commission and City Council regarding the proposed street renaming and requesting the occupant and owner's input within 30 calendar days, as to the proposed name change. The Auditor shall also receive and tabulate all responses to the postcard survey and forward the results to the City Planning Commission.



CITY OF PORTLAND, OREGON

Proposed Street to be Renamed: Broadway, Grand Avenue, or 39th Avenue
Proposed Name Change: César E. Chávez Boulevard
Name of Applicant: Marta Guembes
Organization: César E. Chávez Boulevard Committee

For more information on the street renaming process, go to the City of Portland website:
www.portlandonline.com, or call the City of Portland, Bureau of Transportation at (503) 823-5185.

Street Renaming Survey (Tear-Off Postcard in This Mailer)

The City of Portland is required to survey residents and property owners of the proposed streets. Attached to this mailer is a tear-off survey postcard on the proposed street renaming. Please tear off your completed postcard survey and mail it (no postage is required). The City Auditor will report the survey results to the Planning Commission. **Postcards must be received by the City Auditor no later than 5:00 p.m. on April 1, 2009 to be tabulated and reported.**

Public Hearing Dates and Locations

Please note that public testimony is invited at all public hearings.

1. Historian Panel.

A 3-person Historian Panel appointed by City Council will conduct three public hearings (March 23, March 30, and April 6) and one public meeting (April 20) on the historical significance of the proposed street renaming. At the final meeting on April 20, 2009, the Historian Panel will make a final determination to present to the Planning Commission regarding the proposed street renaming.

- **Historian Panel Hearing Discussing Grand Avenue:** March 23, 2009, 6:00 – 9:00 p.m., Metro Regional Center, 600 NE Grand Ave., Portland, OR 97232-2736.
- **Historian Panel Hearing Discussing Broadway:** March 30, 2009, 6:00 – 9:00 p.m., Metro Regional Center, 600 NE Grand Ave., Portland, OR 97232-2736.
- **Historian Panel Hearing Discussing 39th Avenue:** April 6, 2009, 6:00 – 9:00 p.m., Hollywood Theater, 4122 NE Sandy Blvd., Portland, OR 97212.
- **Final Historian Panel Meeting:** April 20, 2009, 7:00 – 9:00 p.m., City of Portland, Portland Building, 1120 SW 5th Ave., 2nd Floor Auditorium, Portland, OR 97204.

Submit written comment or testimony for Historian Panel hearings to: streetrenaming@ci.portland.or.us; or Historian Panel, c/o City Auditor, 1221 SW 4th Avenue, Room 140, Portland, OR 97204.

2. Planning Commission.

City Code requires Planning Commission to make a recommendation to the City Council on the proposed street renaming. The Planning Commission will conduct a public hearing on the proposed street renaming on the following date:

- April 28, 2009, 7:00 p.m., City Council Chambers, 1221 SW 4th Ave., Portland, OR 97204.

For more information on the Planning Commission, go to www.portlandonline.com/planning or call (503) 823-7700.

3. City Council.

The City Council will make the final decision on the proposed street renaming. The City Council will also conduct a hearing but that has not yet been scheduled.

The City of Portland will make reasonable accommodation for persons with disabilities. Please contact the event sponsor by phone at least five (5) business days prior to the event. Historian Panel Hearings: 503-823-5185. Planning Commission Hearing: 503-823-7700. TTD Phone: 503-823-6868. Oregon Relay Service: 1-800-735-2900.

Tear off your completed postcard survey and mail it by March 27, 2009 (no postage is required)

Survey on proposed street renaming of 39th Avenue

Please check one of the following:

183000

Proposed Street Renaming: Survey and Notice of Public Hearings

Mailed March 2, 2009

The City of Portland Bureau of Transportation has received an Application to Rename a City street "César E. Chávez Boulevard."

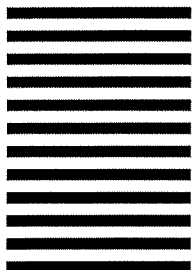
- Three streets are being considered for the proposed street renaming: Broadway, Grand Avenue, and 39th Avenue.
- Inside this mailer: details on street renaming public hearings, including dates and locations.
- Inside this mailer: tear-off postcard survey on the proposed street renaming (results will be reported to the Planning Commission).



CITY OF PORTLAND
OFFICE OF THE CITY AUDITOR
1120 SW FIFTH AVENUE
PORTLAND OR 97204-9624

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ATTACHMENT D



Sam
Adams
Mayor

Susan D.
Keil
Director

March 6, 2009

Historian Panel Members
c/o Gilbert P Carrasco, Chair
Willamette University College of Law
245 Winter St. SE #451
Salem, OR 97301

SUBJECT: City Engineer Acceptance of César E. Chávez Street Renaming Application

The City Engineer has carefully reviewed the application for street renaming and has accepted the submission as a complete final application. As required in City Code Title 17.92.040 *Review of Application and Public Hearings* the City Engineer is forwarding this completed and accepted application to the Historian Panel "for review and determination as to appropriateness of the proposed name and its compliance with criteria for selecting a new street name, and determination as to historic significance of the street." The Historian Panel is allowed 45 days to review the proposal and will make a report to the City Planning Commission. The Planning Commission may grant the Historian Panel a 14-day extension to complete the review.

The Planning Commission meeting has been tentatively scheduled for April 28th, 2009 in City Hall council chambers. This will follow the four scheduled Historian Panel meetings currently scheduled on March 23rd, 30th, April 6th and 20th. The Planning Commission will receive the Historian Panel's report and a budget impact statement from the City Engineer. The Commission will make a recommendation to the City Council as to the best interest of the City.

On August 8, 2008 the Office of Transportation received an application from the César E Chávez Boulevard Committee to request consideration to rename a street in the City of Portland. Three streets were proposed for consideration; 39th Ave, Broadway and Grand Ave. The initial application was accepted by the City Engineer which allowed the committee to begin collecting signatures, funding and other information needed to complete the final application packet.

On February 4, 2009 the committee submitted the final application materials that included 2,641 petition signatures validated by the City Auditor's office. The application also included the required \$3,000 fee deposit.

Please find the attached completed application form and supporting documentation. If you have any further questions please contact me at 503-823-6964.

Sincerely,

Kurt Krueger
Supervising Engineer

c: Dena Marshall, Marshall Mediation
Mayor Sam Adams
Marta Güembes (CECB Committee)

Attachments

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ATTACHMENT D



AUG 08 REC'D

Sam Adams
Commissioner

APPLICATION TO RENAME A CITY STREET(S)

Date: Aug. 8, 2008

We, the undersigned, do hereby make application to rename

Broadway, Grand 39th Ave to be Cesar E Chavez Blvd
proposed street(s) proposed name

Susan D. Keil
Director

Attached are: 1) biography of person for whom street name change is proposed
2) map of street proposed for renaming

Don Gardner
Engineering & Development

Applicant's Signature [Signature] Organization Cesar E Chavez Blvd Committee

Lavinia Gordon
System Management

Applicant's Address 7309 W Campbell Ave Phone (503) 283-4116

Application Accepted Denied

Reason for denial _____ By Kurt Kuecker
(Staff)

Suzanne Kahn & Eric Peterson
Maintenance

FINAL APPLICATION PACKET

John Rist
Business Services

1. Due by 2/4/09 (180 days from initial application date)

2. Submitted on 2/4/09
(Date)

Paul Smith
Planning

3. Packet item submitted: Yes No

- a) Petition forms with 2641 validated signatures of residents of the City at large (2500 min. required), or ___% of abutting property owners. (75% min. required) ☒ ☐
- b) Honoree's biography and other information ☒ ☐
- c) Letters of support from majority of the abutting neighborhood and business associations. ☐ ☒
- d) Letter of support from honoree's surviving _____ ☒ ☐
- e) Fee deposit \$ 3000.00 ☒ ☐
\$500 for each street up to 10 city blocks long (1/2 mile or less)
\$1,000 for each street longer than 10 city blocks (1/2 mile or more)

Application Accepted Denied

3/06/09
(Date)

Reason for denial _____

By _____
(Staff)

I/we understand that any false or misleading information will render this application invalid. I/we certify that all information submitted is complete and correct to the best of my/our knowledge.

[Signature]
(Applicant's signature)

2/4/09
(Date)

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ATTACHMENT D



CITY OF

PORTLAND, OREGON

OFFICE OF THE CITY AUDITOR

Gary Blackmer, City Auditor

1221 SW 4th Ave, Room 140

Portland, Oregon 97204-1900

Phone: (503) 823-3546 Fax: (503) 823-4571

www.portlandonline.com/auditor

E-Mail: Andrew.Carlstrom@ci.portland.or.us

MEMORANDUM**VIA EMAIL**

To: Kurt Krueger, Bureau of Transportation

From: Andrew Carlstrom, City Elections Officer

Date: February 20, 2009

CC: Marta Guembes, César E. Chávez Boulevard Committee

Re: Final Results of Street Renaming Petition Verification

After completion of residency verification of the second batch of signatures submitted by the César E. Chávez Boulevard Committee, the total number of accepted signatures is 2,641.

Total valid signatures, Batch 1	2,021
Total valid signatures, Batch 2	620
Total valid signatures, Batch 1 + Bath 2	2,641
Required Number of signatures:	2,500

VERIFICATION RESULTS – BATCH 2

In January 2009, a total of 101 petition sheets containing 1,177 completed lines were submitted to the Auditor by the César E. Chávez Boulevard Committee. On 1/23/2009, the César E. Chávez Boulevard Committee submitted 93 completed street renaming petition sheets to the Auditor. Seven additional sheets were submitted on 1/26/2009, and a final sheet was submitted on 1/29/2009. Per the 9/22/2008 memo to City Council, the Auditor has conducted verification of residency within 30 calendar days using the methodology described in the memo. Records were verified against tax records (PortlandMaps), DMV records, and the voter roll. School district records were not used for the second batch, as the total number of verified signatures had exceeded 2,500 after verification against the three other sources.

Total submitted completed petition lines	1,177
Random sample:	300
Verified valid sampled records:	158
Success rate (%):	52.67% (47.33% rejected)
Calculated total signatures	158 x (1,177/300) = 620 valid signatures

February 20, 2009

SUMMARY OF ACCEPTED SIGNATURES – BATCH 2

Valid Records from PortlandMaps, DMV, Voter Roll:	158
Valid Records from School Records	0*
Total Accepted Signatures	158

*School Records not used for Batch 2 verification

SUMMARY OF REJECTED SIGNATURES – BATCH 2

Not in PortlandMaps, DMV, Voter Roll, School Records	102
Insufficient Address	22
Outside of City of Portland	7
No first or last name	7
Duplicates in sample	3
Illegible name	1
Total Rejected Signatures	142

The Auditor has completed timely residency verification on two batches of street renaming petition signatures as described in the 9/22/2008 memo to Council.

Please let me know if you have any questions.



November 4, 2008

Portland City Council
Office of Mayor Tom Potter
1221 SW 4th Ave. Suite 340
Portland, OR 97204-1195

To Whom It May Concern:

Thank you for your interest in the life, work, and values of Cesar E. Chavez.

The Cesar E. Chavez Foundation and the Chavez family understand well the importance of local committees and organizations continuing the philosophies, work, and principals of Cesar E. Chavez. Among other benefits, they provide a powerful vehicle through which to educate and train people, particularly youth, to carry on Cesar's values and timeless vision for a better, more just world. We applaud and support your work to establish a Cesar E. Chavez Street in the City of Portland.

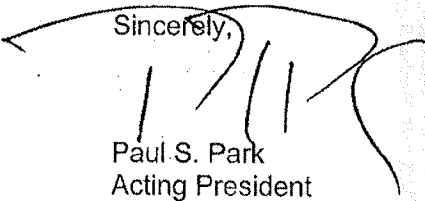
The late Senator Robert F. Kennedy noted that Cesar was "one of the heroic figures of our time." A true American hero, Cesar was a civil rights, Latino, farm worker, and labor leader; a religious and spiritual figure; a community servant and social entrepreneur; a crusader for nonviolent social change; and an environmentalist and consumer advocate.

Since the Foundation's inception, it has worked with civic and community leaders and organizations across the country to develop projects, programs, and committees to pay tribute to the many facets of this great American civil rights leader.

We wish you the very best with your efforts and we congratulate you on your steadfast commitment to carrying on and educating our communities about Cesar's philosophies of nonviolent social action; his unconditional acceptance of all people; and his profound respect for life and the environment.

"We can choose to use our lives for others to bring about a better and more just world for our children." Cesar E. Chavez

Sincerely,



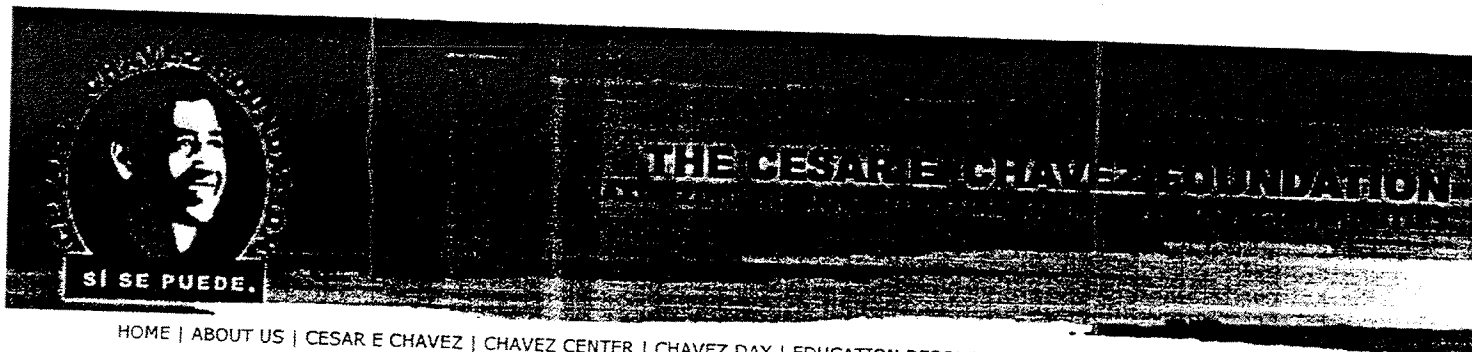
Paul S. Park
Acting President

CESAR E. CHAVEZ FOUNDATION

634 S. SPRING STREET, SUITE 400, LOS ANGELES, CA 90014

PHONE: 213 362 0260 FAX: 213 362 0265

www.chavezfoundation.org Info@cecfmail.org



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An American Hero

Cesar Estrada Chavez, Senator Robert F. Kennedy noted, was "one of the heroic figures of our time."

A true American hero, Cesar was a civil rights, Latino, farm worker, and labor leader; a religious and spiritual figure; a community servant and social entrepreneur; a crusader for nonviolent social change; and an environmentalist and consumer advocate.

A second-generation American, Cesar was born on March 31, 1927, near his family's farm in Yuma, Arizona. At age 10, his family became migrant farm workers after losing their farm in the Great Depression. Throughout his youth and into his adulthood, Cesar migrated across the southwest laboring in the fields and vineyards, where he was exposed to the hardships and injustices of farm worker life.

After achieving only an eighth-grade education, Cesar left school to work in the fields full-time to support his family. He attended more than 30 elementary and middle schools. Although his formal education ended then, he possessed an insatiable intellectual curiosity, and was self-taught in many fields and well read throughout his life.

Cesar joined the US Navy in 1946, and served in the Western Pacific in the aftermath of World War II. He returned from service to marry Helen Fabela, whom he had met working in the vineyards of central California. The Chavez family settled in the East San Jose barrio of Sal Si Puedes (get out if you can), and would eventually have eight children and thirty-one grandchildren.

Cesar's life as a community organizer began in 1952 when he joined the Community Service Organization (CSO), a prominent Latino civil rights group. While with the CSO, Cesar coordinated voter registration drives and conducted campaigns against racial and economic discrimination primarily in urban areas. In the late 1950s and early 1960s, Cesar served as CSO's national director.

Cesar's dream, however, was to create an organization to protect and serve farm workers, whose poverty and disenfranchisement he had shared. In 1962, Cesar resigned from the CSO, leaving the security of a regular paycheck to found the National Farm Workers Association, which later became the United Farm Workers of America.

For more than three decades Cesar led the first successful farm workers union in American history, achieving dignity, respect, fair wages, medical coverage, pension benefits, and humane living conditions, as well as countless other rights and protections for hundreds of thousands of farm workers. Against

183000

previously insurmountable odds, he led successful strikes and boycotts that resulted in the first industry-wide labor contracts in the history of American agriculture. His union's efforts brought about the passage of the groundbreaking 1975 California Agricultural Labor Relations Act to protect farm workers. Today, it remains the only law in the nation that protects the farm workers' right to unionize.

ATTACHMENT D

The significance and impact of Cesar's life transcends any one cause or struggle. He was a unique and humble leader, in addition to being a great humanitarian and communicator who influenced and inspired millions of Americans to seek social justice and civil rights for the poor and disenfranchised in our society. Cesar forged a diverse and extraordinary national coalition of students, middle class consumers, trade unionists, religious groups, and minorities.

A strong believer in the principles of nonviolence practiced by Mahatma Gandhi and Dr. Martin Luther King, Jr., Cesar effectively employed peaceful tactics such as fasts, boycotts, strikes, and pilgrimages. In 1968 he fasted for 25 days to affirm his personal commitment and that of the farm labor movement to non-violence. He fasted again for 25 days in 1972, and in 1988, at the age of 61, he endured a 36-day "Fast for Life" to highlight the harmful impact of pesticides on farm workers and their children.

Cesar passed away in his sleep on April 23, 1993, in San Luis, Arizona, only miles from his birthplace of 66 years earlier. More than 50,000 people attended his funeral services in the small town of Delano, California, the same community in which he had planted his seed for social justice only decades before.

Cesar's life cannot be measured in material terms. He never earned more than \$6,000 a year. He never owned a house. When Cesar passed, he had no savings to leave to his family.

His motto in life-"sí se puede" (it can be done)-embodies the uncommon and invaluable legacy he left for the world's benefit. Since his death, dozens of communities across the nation have renamed schools, parks, streets, libraries, other public facilities, awards and scholarships in his honor, as well as enacting holidays on his birthday, March 31. In 1994 he was posthumously awarded the Presidential Medal of Freedom, the highest civilian honor in America.

Cesar Chavez-a common man with an uncommon vision for humankind-stood for equality, justice, and dignity for all Americans. His ecumenical principles remain relevant and inspiring today for all people.

In 1993, his family and friends established the Cesar E. Chavez Foundation to educate people about the life and work of this great American civil rights leader, and to engage all, particularly youth, to carry on his values and timeless vision for a better world.



CITY OF

PORTLAND, OREGON

OFFICE OF THE CITY AUDITOR

Gary Blackmer, City Auditor

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Portland, Oregon 97204-1900

Phone: (503) 823-4808 Fax: (503) 823-3546

www.portlandonline.com/auditor

E-Mail: andrew.carlstrom@ci.portland.or.us

RECEIPT

Date: February 23, 2009

To: Kurt Krueger, Bureau of Transportation

From: Andrew Carlstrom, City Elections Officer *ASC*

Subject: Receipt of Street Renaming Deposit

This receipt confirms your transferred of the required \$3,000 deposit from the César E. Chávez Boulevard Committee to the Auditor. This deposit is required by City Code Chapter 17.93 and represents \$1,000 for each of three proposed streets on the street renaming application: Broadway, Grand Avenue, and 39th Avenue.

MEMORANDUM

TO: Portland Planning Commission
FROM: Professor Gilbert Paul Carrasco, Brigadier General Michael Caldwell, Cully Association of Neighbors Chairperson Kathy Fuerstenau
SUBJECT: Historian Panel report to Planning Commission regarding the current application to rename a Portland City Street "César E. Chávez Boulevard" - FINAL
DATE: April 23, 2009

On April 20, 2009 the Historian Panel for the City of Portland Street Renaming Process reached its findings regarding the current application to rename a Portland city street after labor and civil rights leader César E. Chávez (1927 – 1993). Applying the criteria in City Code Chapter 17.93, the Panel found that:

1. César E. Chávez is an appropriate person after whom a street may be renamed.
2. The name "Grand Avenue" has historical significance and the street should not be renamed.
3. The name "Broadway" has historical significance and the street should not be renamed.
4. The name "39th Avenue" does not have historical significance and may be renamed.

I. OVERVIEW*Background*

The Historian Panel is tasked in City Code Chapter 17.93 to evaluate proposals to rename a Portland city street and is limited in its review to determine only the appropriateness of the proposed honoree and the historical significance of the streets proposed for renaming. The Historian Panel comprises three Portland citizens, all appointed by the Commissioner-in-Charge of the Bureau of Transportation. The Historian Panel members are Professor Gilbert Paul Carrasco of the Willamette University College of Law, Brigadier General Michael Caldwell of the Oregon National Guard, and Cully Association of Neighbors Chairperson Kathy Fuerstenau.

The Historian Panel conducts all its work according to public meetings law, in an entirely neutral and transparent manner. It does not recommend whether a street should be renamed, but only whether a street may be renamed, based upon the "appropriateness of the proposed honoree" and "historical significance of the street proposed for renaming." The Historian Panel presents its recommendations to the Portland Planning Commission, which in turn makes its recommendations to the Portland City Council. City Council makes a final determination.

Portland City Code Chapter 17.93 Renaming City Streets
The Historian Panel applies the following code language:

17.93.010 (A) Criteria For Renaming a City Street. Any individual or organization may apply to the City to rename a City street. City streets may only be renamed after a prominent person. Such prominent person must be: (1) a person who has achieved prominence as a result of his or her significant, positive contribution to the United States of America and/or the local community; (2) a real person; and (3) a person who has been deceased for at least five years.

17.93.020 (A) Selection of Street to be Renamed. The name of the street proposed for renaming shall not be changed if the existing name is of historic significance, or the street is significant in its own right.

The Historian Panel applies the following criteria:

“Appropriateness” of the proposed honoree: The honoree must be a “real person...who has been deceased for at least five years” and who has “achieved prominence as a result of his or her significant, positive contribution to the United States of America and/or the local community.” The HP may consider the following:

- Diversity relevance
- Name has withstood or will withstand, the test of time
- Well-known
- Well-liked or respected
- Excites allegiance or following

“Historic significance” of the current name or “significance in its own right” of the street proposed for renaming: The name of the street to be renamed currently enjoys a particular meaning or importance within a particular period of social or political events, and relating to a particular community or geographic area. The HP may consider the following:

- Was the street named after a “prominent” person, as defined in the code?
 - Does the street name commemorate an event or “concept” whose importance is equivalent to that of a “prominent” person?
 - Is the name of the street associated with some aspect of local history or culture?
 - Are the street and its name related to a legacy of place-based memories that evoke an emotional response?
-

II. METHODOLOGY AND TIMELINE

Methodology

The Historian Panel engaged in a comprehensive review process lasting from November 2008 through April 2009. During this time, the Historian Panel's activities were informed by the Advisory Panel to the Historian Panel and facilitated by consultants Marshall Mediation.

During this process the Historian Panel completed the following activities: Defined its criteria for review for "appropriateness" and "historical significance;" held two panel meetings to clarify process and procedures; held three public hearings to gather public testimony; reviewed written comments; collected additional historical background on questions raised in public testimony; made findings related to the criteria for "appropriateness" and "historical significance;" presented its ultimate findings to the Planning Commission.

Timeline

- July 2008: Historian Panel is empanelled by appointment from then Commissioner Sam Adams. Members are Professor Gilbert Paul Carrasco, Brigadier General Michael Caldwell, and Cully Association of Neighbors Chairperson Kathy Fuerstenau.
 - November 4, 2008: Historian Panel first meeting. Establish roles, responsibilities and drafting process for criteria definitions, informed by input from Advisory Panel.
 - November 21, 2008: City Auditor verifies first batch of signatures, allows for submission of second batch of signatures by no later than February 4, 2009.
 - January 26, 2009: Applicants César E. Chávez Boulevard Committee submits a completed application with second batch of signatures to City Engineer office.
 - January 23 – February 20, 2009: City Auditor process to verify second batch of signatures.
 - February 12, 2009: Historian Panel Process and Procedures meeting. Formal adoption of criteria definitions; establish public hearing schedule and review of public input related to the criteria.
 - February 20, 2009: City Auditor declares CECBC application complete, triggering the public comment and review process.
 - February 21 – March 6: City Engineer Process, postcard survey mailings to all owner/occupants abutting the streets proposed for renaming.
 - March, 2009: City of Portland launches César E. Chávez Boulevard Street Renaming process webpage on City website: www.portlandonline.com. The webpage provides an email option for submitting public comments related to the process. City staff relay all criteria-related comments to the Historian Panel.
 - March 7 – May 5: Historian Panel public comment and review process, including a 14-day extension granted by the Planning Commission.
 - March 23, 30, and April 6, 2009: Historian Panel public hearing for Grand Avenue, Broadway, and 39th Avenue, respectively, to collect testimony related to the criteria for review.
 - April 20, 2009: Historian Panel public meeting to review all criteria-related testimony received in public hearings, through the City website, and by mail. Historian Panel drafts its findings and recommendations to the Planning Commission.
 - April 28, 2009: Historian Panel presents its findings and recommendations to the Planning Commission.
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III. FINDINGS AND DISCUSSION

Findings: Appropriateness of the proposed honoree

Applying the criteria above in Section I, we find that César E. Chávez is an appropriate person after whom a Portland city street may be renamed.

1. César E. Chávez was a real person who has been deceased for at least five years. César E. Chávez lived in the United States his entire life from 1927 – 1993. He was born in Arizona and worked throughout the country, though principally in California, as the co-founder of the United Farm Workers, a labor union for farm workers. He worked as a farm worker, labor leader, and civil rights icon. In the spirit of Mahatma Gandhi and Martin Luther King, Jr., César E. Chávez promoted the use of nonviolence as an effective organizing tool.

2. César E. Chávez achieved prominence as a result of his significant, positive contribution to the United States of America and/or the local community. Many books, celebrations, schools, and public spaces in the United States are dedicated to César E. Chávez. César E. Chávez led the United Farm Workers from its inception in 1962 until his death in 1993. His use of nonviolence and his dedication to the cause of raising awareness of unsafe labor conditions for farm workers and the use of hazardous pesticides, earned him national recognition and respect around the country and from civil rights leaders including Robert Kennedy, Martin Luther King, Jr., Jesse Jackson, and many others. In 1994, after César E. Chávez death, President Bill Clinton presented his widow with the Medal of Freedom, this country's highest civilian honor, saying that César E. Chávez "faced formidable, often violent opposition with dignity and nonviolence."

Findings: Historical significance of the streets proposed for renaming

Grand Avenue

Applying the criteria above in Section I, the Historian Panel finds, by a vote of two to one, that the name "Grand Avenue" is historically significant.

The name "Grand Avenue" was changed in 1893 from the original "5th Avenue" to increase the street's prominence in East Portland as a commercial avenue by giving it a more imposing street name. By naming Grand Avenue, city builders and civic leaders in the 1890s intended to develop a specific commercial concept, attract businesses, and designate a commercial artery through East Portland. Since then, Grand Avenue has enjoyed over 100 years of designation as a significant commercial spine through East Portland. We find that the name "Grand" indeed means "grand", "significant" and "important." The intentional renaming of the street and the focus on developing a grand avenue in the center of the district contributed to the development of the commercial core of the former city of East Portland and to the commercial history of our city. That meaning echoes in the commercial district that exists today.

Evidence of the success of past intentions exists in the designation of several impressive commercial buildings along Grand Avenue on the National Register of Historic Place and the creation of a historic district specifically named after the former city and the street at its heart: "The East Portland / Grand Avenue Historic District".

During our public hearings, several witnesses asserted that Grand Avenue was named after the Grand Army of the Republic following the Civil War. We researched these assertions and found no connection between the naming of Grand Avenue and the Grand Army of the Republic.

Professor Carrasco dissented from the majority's view on the ground that he is of the opinion that the criteria in the Code were not properly applied as to the historical significance of the name, "Grand Avenue."

In conclusion, we find that the name "Grand Avenue" has sufficient historical significance to preclude its renaming.

Broadway

Applying the criteria above in Section I, by a vote of two to zero (with the chair abstaining) we find that the name "Broadway" is historically significant.

Based upon testimony we received and the insight provided by our Advisory Panel, we find that the name "Broadway" has always had a unique brand identity in Portland. In 1913, after the Broadway Bridge was built, Portland City Council changed the name of 7th Avenue on the west side to Broadway to match its east side counterpart. (Note that the Broadway Bridge would retain its name should the street be renamed.) Broadway was intended by city builders to be a main street of the city, with busy theaters, high-end retailers, hotels, restaurants, financial institutions, and fashionable architectural landmarks, thus creating unmatched development opportunities for Portlanders. Evidence of the historic nature of the street exists in the 13 buildings along Broadway that are listed on the National Register of Historic Places.

Evidence of the City's intention to retain and enhance the unique character of Broadway exists in several City plans. The 1972 Downtown Plan identified Broadway as the principal entertainment street in Downtown adding to the color and vitality of Downtown and called for strengthening the concentration of theaters, restaurants and hotels along Broadway. The 1983 Downtown Design Guidelines called out specific guidelines for the "Broadway Unique Sign District" along SW Broadway, and these guidelines have been carried forward in subsequent plans and are included in the Central City Fundamental Design Guidelines still effective today. The 2002 PDC design plan to develop the NW Broadway district is also included, highlighting Union Station and other historic buildings along Broadway.

As Portland grew rapidly in the early 20th century, transportation in Portland during the 1920s was driven by the city's commitment to promoting Broadway as the city center. The Broadway streetcar created a vital link for Portlanders to get to work and navigate the city. In 1925, Broadway became the first city street to shine with a new lighting system. Throughout the 1920s, while the majority of Portlanders lived on the east side, many of them relied upon the

Broadway streetcar to cross the river to get to work. Without city planners' commitment to building local history around Broadway and the Broadway streetcar, it is unlikely that Irvington, Sullivan's Gulch, Elliot, Hollywood and Grant Park would have developed as they did.

Today, businesses continue to establish themselves along Broadway to benefit from the "Main Street" connotation of the name. Indeed, many businesses include the name "Broadway" in their business and building names. Many witnesses reported a sense of pride in the heritage and cachet that the name "Broadway" renders.

In conclusion, we find that the name "Broadway" has sufficient historical significance to preclude its renaming.

39th Avenue

While 39th Avenue is a significant street with a rich history, by unanimous vote, the Panel does not find that its name has sufficient historical significance to preclude its renaming.

We heard many thoughtful arguments during the public hearings in support of maintaining the numbered name, including preserving the character of Laurelhurst Park and its surrounding neighborhood, honoring the local replica of a famous 1874 statue of Joan of Arc, and adhering to the original "Philadelphia System" of platting North-South streets with numbered names as a straight-forward method of navigating through the city.

We appreciate the care and attention with which witnesses presented the arguments above. However, we find that the historical significance of a unique park, neighborhood, or landmark does not in itself create the historical significance of the street name running alongside or through the notable space. We further find that while the Philadelphia System is notable in its usefulness for platting city streets in general, it does not ascribe unique historical significance to the name "39th Avenue", especially where the City of Portland has historically shown a willingness to change the names of numbered streets (for example, "5th Avenue" to "Grand Avenue" and "7th Avenue" to "Broadway"). Finally, we find as a general rule that numbered streets are rarely historically significant names.

Respectfully submitted,

Professor Gilbert Paul Carrasco, Chair

Date

Kathy Fuerstenau, Member

Date

Brigadier General Michael Caldwell, Member

Date

ATTACHMENT A: SUMMARY OF TESTIMONY IN PUBLIC HEARINGS*Overview*

On March 23, 30 and April 6, 2009, the Historian Panel for the street renaming process held three hearings to receive public testimony on the current application to rename a Portland city street César E. Chávez Boulevard, after labor and civil rights leader César Estrada Chávez (1927 – 1993). The Historian Panel received testimony from the César E. Chávez Boulevard Committee (Applicants), 20 neighborhood and business associations, and 113 Portland residents. In addition, 31 individuals submitted written testimony. Following is a summary of the public comments received during the Historian Panel review period.

Appropriateness of the Proposed Honoree, César E. Chávez*In support of the proposed honoree*

- ◆ The Board of Multnomah County Commissioners issued a proclamation honoring the spirit of César Chávez.
 - ◆ State Senator Jackie Dingfelder endorses the renaming of a street for César Chávez.
 - ◆ This year on César Chávez's birthday (March 31) Governor Kulongoski issued a proclamation to recognize Farm Worker Awareness Week; and Portland State University sponsored several events in honor of César Chávez.
 - ◆ César Chávez has lasting ties to Oregon from his visits to Salem, the University of Oregon, Lewis and Clark College, and Mount Angel. Every year for the past 19 years, an annual student leadership conference in Oregon named for Cesar Chavez, has taught 1,405 Oregon high school students about his life and legacy.
 - ◆ César Chávez brought awareness about unfair working conditions and the dangerous use of pesticides. Let us work together and make positive changes.
 - ◆ César Chávez's values, path of nonviolence, and lifelong work of improving the working conditions of farm workers is an inspiration, locally and globally.
 - ◆ César Chávez is worthy of this recognition for his work using nonviolent means to provide social justice and equity for all.
 - ◆ We all benefit from the bounty of the 175,000 farm workers in Oregon. Honor the dignity and contributions of these extraordinary people.
 - ◆ The streets of any city belong to all of its residents, and honoring César Chávez by renaming a street would give future residents and Latinos pride about the street on which they live and travel.
 - ◆ Latino youth are in dire need of role models. By honoring César Chávez, we demonstrate to Latino youth that their culture can produce leaders that everyone can honor.
-

- ◆ Acknowledge César E. Chávez's work for social justice and bring more inclusiveness to our community with a street renamed after him.
- ◆ We are going to be so proud when we name a street after César Chávez. This will tell Latino youth they belong here and their culture and contributions make Portland a better place. Send a message of power, hope and inclusiveness.
- ◆ César Chávez is a hero to so many people in this country. He thought about the good of all and of the community as a whole.
- ◆ Recognize the contributions of César Chávez to promote self worth, community pride, and sense of belonging. Implement the concept of inclusiveness.
- ◆ Let's celebrate diversity, goodwill and include the richness of other cultures.
- ◆ Naming a street after César Chávez will propel the change we'd like to see in the city.
- ◆ César Chávez was influential in my decision to become an educator and naming a street after him would send a clear message that we honor American heroes of all colors.
- ◆ My father learned English and became a citizen because of the educational programs initiated by César Chávez.
- ◆ Portland has been known by many names in the last several thousand years. See how the positive of naming a street after César Chávez blesses all of us.
- ◆ César Chávez is a hero and an influence to me and others, locally and globally. Let's celebrate his inspiration and life's work by naming a street after him.
- ◆ I would be proud to have any of the three streets in consideration named after this great man.

In opposition to the proposed honoree

- ◆ There are many other significant historical figures, including several directly connected to [the street proposed for renaming, here, Grand Ave.].
 - ◆ César Chávez has nothing to do with the background of individuals and businesses on [the street proposed for renaming, here, Grand Ave.].
 - ◆ There is no connection or authenticity in the consideration of renaming [the street, here, Grand Ave.] to honor César Chávez.
 - ◆ César Chávez eschewed personal recognition. He would not want a street renamed for him.
 - ◆ Not all of César Chávez and the United Farm Workers activities were nonviolent. There were many acts of violence in relation to César Chávez. I lived in Salinas, CA in the 1970s and was caught in the violence of striking farm workers, organized by César E. Chávez. On the road I commuted on for my job, I was jeered and shouted at, as well as having rocks and bottles thrown at my car. [HP note: Historical research did not corroborate the involvement in or support of César Chávez regarding any such activities].
 - ◆ There are many famous individuals associated with the labor movement in this country. It shows partiality to honor just one person.
-

Historical Significance of the name, Grand Avenue

The existing street name is historically significant

- ◆ Grand Avenue's place in the history of Portland is marked by commerce. Grand Avenue is the "commercial spine" of the East Portland / Grand Avenue Historic District.
- ◆ Originally platted as 5th Street, Grand Avenue was renamed in 1893 to increase its prominence in East Portland and to have a more imposing street name.
- ◆ Grand Avenue was named after the Grand Army of the Republic in the Civil War.
- ◆ Many business names are names synonymous with the name of Grand.

The existing street name is not historically significant

- ◆ Every street name evokes and emotional response. Grand Avenue was not named after a prominent person, event, or concept.
- ◆ The historical significance of Grand will remain because of the historic district [regardless of its name].
- ◆ Significance is in the power of the place, not the name of Grand Avenue.

Historical Significance of the name, Broadway

The existing street name is historically significant

- ◆ Broadway's place in the history of Portland is marked by its prominence as a main street of the city. It was named as part of a well-considered plan to create a street by that name that could be nationally recognized as a first-rate, cultural urban center.
 - ◆ There are 14 separate properties on Broadway that are listed on the National Historic Register. No other street in Portland can top Broadway – it contains 3% of the city's Historic Register properties.
 - ◆ In 1913, the Portland City Council voted to change the West side street "Seventh Avenue" to Broadway. The pre-existing Broadway on the East side of the river fed naturally on to the Broadway Bridge. The name Broadway was thoughtfully applied to this new unifying thoroughfare joined by a bridge and flamboyant theaters.
 - ◆ High-end retailers, hotels, restaurants publishers, broadcasters, and financial institutions developed property along Broadway's fashionable thoroughfare. To echo the pride of place and significance of their address, builders created exciting new architectural landmarks on the street. Broadway represented unmatched development opportunities for realtors.
 - ◆ City planners made sure that Broadway had the first and best of all services to encourage development along its axis. It was argued that the east side of the Broadway Bridge was the
-

geographic center of “a great metropolis.” Broadway was one of the first streets to be made broader on the West side to reflect the major street it was planned to become.

- ◆ In November 1925, the switch was thrown to turn on an unprecedented lighting system on SW Broadway. It was called “the brightest street in the world” by local and regional papers and “one of the brightest streets in America” by at least one national source.
 - ◆ From 1906-1930, the northwest section of Broadway was the city’s first African American neighborhood. It played host to a thriving African American business and social district. The OPB documentary “Local Color” points out clearly in images, that Broadway was lined with black businesses and includes many references to this street as a center. A local historian is working to earn National Historic Register recognition for the property and the district on Broadway.
 - ◆ There is a long history of strong civic passions from neighborhood, business, and civic organizations in defense of the name of Broadway. In 1912, the decision was made to rename Seventh to Broadway and link it to the Broadway Bridge and the long-named Broadway in what had been the separate town of East Portland. The City Commission passed an ordinance to rename Broadway east of the river “East Broadway.” An organization was formed called the North East Side Improvement Association and joined forces with the Broadway Improvement Association to soundly defeat the ordinance. They secured the promise that even if at some point in the future a reconfiguration was required, the name of Broadway would not ever be changed in such a reconfiguration.
 - ◆ Broadway’s theater district was important for our city, state and region. For a number of years, it hosted the highest concentration of theaters on the West Coast. Broadway was named not only to link its eponymous street and bridge to downtown, but even more importantly, to encourage and amplify the already considerable theater district on Seventh.
 - ◆ Transportation policy was driven by the city’s commitment to Broadway as the city center and it influenced the development of communities far across the river to the east. By the mid-1920s, a majority of Portlanders lived on the Eastside and public transportation was key to their ability to work and navigate the city. Without the Broadway Streetcar, it is unlikely that Irvington, Sullivan’s Gulch, Elliot, Hollywood, and Grant Park would have developed as they did.
 - ◆ Many business names are synonymous with the name of Broadway and there is pride in the integral heritage and cachè of Broadway.
 - ◆ For people of a certain age, cruising on Broadway was an iconic activity.
 - ◆ I relocated my business last year because I wanted to be part of a business district that is recognized throughout the Portland metro area. Broadway has the commercial cachet I want for my business.
 - ◆ Broadway is the center of our city. Every city has a Broadway. Like the Cole Porter song says, “Don’t Monkey with Broadway.”
-

The existing street name is not historically significant

- ◆ It is time to build a new history. Change is something we do well in Portland. Renaming Broadway will not be erased from our minds if it becomes César Chávez Boulevard.

Historical Significance of the name, 39th Avenue

The existing street name is historically significant

- ◆ 39th was a part of the street grid system developed by Portland city founders Asa Lovejoy and Francis Pettygrove.
- ◆ The street grid was based on the Philadelphia system of having numbered streets run North/South and named streets run East/West.
- ◆ As early as 1870, 39th was shown on maps as neighborhoods developed to the east of Portland.
- ◆ 39th was a part of the public transportation system as early as 1888 and starting in 1924, the first gasoline bus system ran on 39th.
- ◆ 39th has important navigational benefits that would be lost in renaming.
- ◆ 39th has vibrant neighborhoods and small businesses that drive the economic engine of the area. Eight business associations have branded themselves with respect to their location on or near 39th.
- ◆ Laurelhurst is a potential historic district with significant historic importance. It is a neighborhood of vintage homes and curving streets surrounding a park of the same name, straddling the NE and SE sections of Portland. This neighborhood is bisected by NE 39th. Stone markers flank the entrances to the area.
- ◆ In 1909, 39th was the entrance to the newly acquired Laurelhurst park. Then, in February 2001, Laurelhurst Park was named to the National Register of Historic Places, the first city park ever listed on the national register.
- ◆ At the rotary intersection of 39th and Glisan stands the famous 1874 statue of Joan of Arc by Parisian sculptor Emmanuel Fremiet. It was a gift in honor of the American "doughboys" of World War I. It is one of only eight copies in the world.
- ◆ Laurelhurst, Laurelhurst Park, Coe Circle, and the Joan of Arc Statue are of historic significance. Of no less importance is the effect that renaming 39th would have on any future historic designation for the Laurelhurst development.
- ◆ 39th is important to my personal family history having lived and worked on it since the 1920's.

The existing street name is not historically significant

- ◆ People speak of living in neighborhoods such as Belmont, Hawthorne, Hollywood, Woodstock, and Laurelhurst. No one talks about living on 39th Avenue. It does not define a neighborhood or community.
-

- ◆ Thaxter Avenue was the previous name of 39th Avenue before the city adopted the numbered system for some of its streets.

Other comments received, but beyond the scope of Historian Panel review

- ◆ Other, more appropriate, naming opportunities should be explored, particularly the new pedestrian bridge and the new light rail bridge. A bridge is a more fitting tribute to the spirit of César Chávez.
 - ◆ It will be a financial hardship and undue burden on small businesses to make the changes associated with a new street name, especially in a difficult economic time. They will have to change stationery, business cards, signage, brochures, and other marketing materials if the street is renamed. Customers, contracts, vendors, financial institutions, and manufacturers will be affected by an address change for years to come.
 - ◆ In regard to the expense to reprint business cards and brochures and to change signage, these are normal costs of business and should be reflected in annual budget line items for advertising and marketing.
 - ◆ Renaming a street at this time is mismanagement of city funds and a waste of taxpayer's money.
 - ◆ Renaming a street on the east side of the river would reinforce old prejudices – the east side is where the brown, black, working class, and poor live, while the wealthy and powerful have historically done business and lived on the west side.
 - ◆ Renaming Grand Avenue for César Chávez is an honor, not a hindrance for businesses.
 - ◆ I recommend a change in the street renaming criteria of the city code. No street should be renamed if there is an existing business district association working hard to brand and market a district.
 - ◆ The CECBC has worked for two years to rename a street after César Chávez. We have worked hard to get a street renamed: not a park, school, or bridge. People are asking the committee to start from scratch with a new process. Street renaming can be a challenge, but well worth the effort.
 - ◆ There are many city and state assets (parks, schools, bridges, etc.) that can be named for someone. The process for accomplishing this goal involves many levels of petitioning, approval and exceptions.
 - ◆ We're being asked to lay down a little bit of our privilege, not our lives, to rename a street after César Chávez. Let's make history and have our city be a welcoming place for believers in justice.
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ATTACHMENT B: HISTORIAN PANEL COMMENTS ON STREET RENAMING PROCESS AND CODE

The Historian Panel appreciates the importance of our role in processing public input and evaluating the current street renaming application in an unprecedented use of a long existing though never before applied process in City Code Chapter 17.93. We offer the following comments in the spirit of continued use of this process, and in anticipation of future successful renaming efforts in our city.

Comment 1: We acknowledge that a significant number of thoughtful comments received both during the 2007 failed street renaming process and the current 2009 process proposed to rename a different public space, such as a park, building, or farmers market. Such recommendations are not without merit. We wish to see the language of the existing code expanded to include other public spaces such as parks, buildings, farmers markets, and other open spaces to the extent they are within the jurisdiction of the city.

Comment 2: As a three-member public body, we found it unnecessarily constricting to be bound by public meeting law because it required us to notice a public meeting whenever we wished to communicate among ourselves on even the most minor points. We wish to see future Historian Panels expanded from three to at least five members, and to include at least two actual historians.

Comment 3: In determining “historical significance” we looked to the current name of the street proposed for renaming and determined whether the name enjoys historical significance. However, current code language also indicates that a street may be significant in its own right, apart from its name. We find the “significance in its own right” criterion to be immaterial and unrelated to the question of naming. It also implies that currently important streets cannot be renamed, which we believe is inconsistent with the intent behind the ordinance. We wish to see the code amended to delete the “significance in its own right” language from the criteria.

1830 00

Moore-Love, Karla

From: Jane Doe [janedoeinoregon@yahoo.com]**Sent:** Thursday, July 02, 2009 9:21 AM**To:** Moore-Love, Karla**Subject:** Ceaser Chavez

So here we are in a recession..we have thousands of people that are on unemployment and in need of social services. Yet we are spending thousands of dollars and hours arguing over renaming a street! Really!?...how ridiculous is that! Instead of sitting in that room arguing over what street you are going to rename talk about what you can do to help the people losing their homes on that street...or the people that cant afford to feed their family...you know the ones that have been hard workers all their lives...paid the taxes that you are spending so frivolously and suddenly find themselves on unemployment and because they make too much from their "beneifits" they dont qualify for any other kind of assistance like medical and food stamps. Spend our hard earned tax dollars on something that may actually help the community and stop wasting it on some ridiculous idea that we need to rename a street. Seriously! Enough is enough!

7/2/2009

1830 00

Moore-Love, Karla

From: Sue Fischer [lsuefischer@earthlink.net]
Sent: Wednesday, July 01, 2009 9:12 AM
To: Commissioner Fritz
Cc: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Saltzman; Moore-Love, Karla
Subject: More on Renaming 39th Avenue

Dear Commissioner Fritz,

My neighbor, Janet Baker, forwarded your response to me, and you should know that we both believe you are genuinely frustrated and conflicted over the street re-naming situation. We also believe that you are truly unbiased and committed to supporting a fair outcome. You acknowledged that the process is flawed, but qualified that by stating, "It could cause chaos if citizens on any side of an issue cannot count on the process being honored in any particular application. Staff or the Council could amend anything to suit particular clients." While I very much respect your point, I suggest that there is a fundamental difference between a process that is flawed (most processes are to some extent) but able to further a legitimate goal with intentional fairness to all stakeholders, and one that is categorically unfair and untenable. Put bluntly, a process that would consider as valid the signatures of 16 year-olds and/or non-legal residents of the United States on a street renaming petition is invalid on its face, and will NEVER be accepted as legitimate. Such a process suggests either gross incompetence or bad faith, and, as such, can only be repudiated by those who are entrusted with safeguarding the interests of our city.

For the record, I truly admire Cesar Chavez and his great contributions to social justice, as well as his personal sacrifices on behalf of others. I would whole heartedly accept a dual street name for 39th Avenue, or naming a worthy Portland monument or facility in his honor. I also feel nothing but respect and warmth for my Hispanic/Latino neighbors who live, work, pay taxes, contribute to our city's cultural richness, and obey our laws. Nothing would make me sadder than seeing our community divided as a result of an inevitable and ugly backlash should this name change be imposed on us.

Respectfully submitted.

Sue Fischer

3335 N.E. 39th Avenue

Dear Janet,

Thank you for

your further comments. I truly understand your frustration that I see this process is flawed, yet I plan to fix it after this application is decided, instead of before. I was a Neighborhood Association land use chair for 17 years before being elected to the Council. I felt frustrated for the same reasons, many times. In almost every application the City processes, the rules in effect on the date submitted are those that govern. Changes are made for subsequent applications. While this has often allowed development in neighborhoods I would like to have seen stopped, there were also applications where the neighbors prevailed, and the developers were the ones who subsequently asked for Code changes. It could cause chaos if citizens on any side of an issue cannot count on the process being honored in any particular application. Staff or the Council could amend anything to suit particular clients. I don't believe that would be in the best interests of the citizens of Portland.

I very much

respect that the residents and businesses feel huge connection to 39th I am glad you love your place in Portland and relate to the street. I am giving due weight to the knowledge that the vast majority of residents and businesses on the street are opposed. I am also aware that we are talking about a public street, where both

the street and the name are in the public realm for the benefit of every citizen. The decision affects every citizen in Portland, rather than only those on or near the street. I heard from many individuals and groups at the hearing last week, that they greatly desire the change, as well as from many opposed. My task is to consider whether the current name or the proposed one better serves the long term public good in Portland.

I have not

yet decided how I will vote on July 8, and I will continue reading the hundreds of messages in my inbox to help inform my choice. Thank you for participating.

Sincerely,

Amanda

Moore-Love, Karla

From: lmhoward@peoplepc.com
Sent: Tuesday, June 30, 2009 9:39 PM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner: Please vote NO on the proposal to rename 39th Avenue.

Here are seven good reasons:

1. Do not vote July 8, 2009 in favor of the Ordinance to "Authorize the renaming of 39th Avenue within the City of Portland to Cezar E. Chavez Blvd." Do what your constituents want. They have spoken.
2. Obviously this "process" has not worked any better than the last efforts at renaming streets.
3. The requirement for not renaming a street because of its being "significant in its own right" has been ignored except by one of the members of the Portland Planning Commission who was the sole "no" vote and she raised that issue in her discussion prior to her vote.
4. Laurelhurst is a prime candidate for gaining the status of a "National Historic District". Changing the name of 39th which passes right thru the center could affect that process. In the past the City has been favorable to maintaining the Historic neighborhoods. The Park is the only park on the National Historic Register. Laurelhurst is 100 years old this year. Joan of Arc has been standing in Coe Circle since 1925, courtesy of a resident, Dr. Henry Waldo Coe.
5. Refer to the testimony and do not brush off the fact that 39th Avenue extends past the Portland City limits.
6. You can vote and it is over, but the residents and businesses will feel the impact of the name change for years.
7. Vote "No" on July 8. This is no time to be spending Portland taxpayers money on this when there is not enough to patch potholes in streets.

Lyle M. Howard
3367 N.E. Holladay St.
Portland, 97232

183000

Moore-Love, Karla

From: Kerri Lapsley [kerri.lapsley@pcc.edu]

Sent: Tuesday, June 30, 2009 12:45 PM

To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla

Subject: Vote NO on renaming 39th Avenue

Dear Commissioner:

Please vote NO on the proposal to rename 39th Avenue. Spend the money on something crucial like helping the schools. If this passes I will never call it Caesar Chavez street, it will always be 39th.

Respectfully submitted

Kerri Lapsley

Tax payer