

## Name wall, not street for Cesar Chavez

Posted by **Brian O'Leary, Southwest Portland**, March 08, 2009 8:00PM

In regard to Cesar Chavez's mark on Oregon history:

A Portland street named for Cesar Chavez is a terrible idea and the primary reason is because the man was divisive, no matter Mr. Shaw's contention. Instead, we should build and name a wall for the man who united a handful of unions, but divided people.

In California, where he is generally considered to have the most impact, Chavez's UFW now represents a scant 2% of the state's agricultural workforce. Is this the "impact" Mr. Shaw talks about?

Chavez, a third-generation American and a veteran, though hardly a patriot, ultimately encouraged the Mexican re-invasion of the U.S. south and west. I know that immigration works, speaking as a man who has a wonderful network of family and friends and co-workers who have successfully immigrated to America from all parts of the world including Mexico, but Chavez advocated illegality in exchange for political cache. The unfortunate result of such egregious law-breaking--on behalf of a certain demographic's quest for the fruits of American employment--has become a cultural reoccupation of our states occurring right under our collective noses.

Increased lawlessness and blind acceptance of foreign cultures as superior to our own is the ultimate "impact" of Chavez's legacy. The Third World's encroachment and infiltration won't stop at the lack of a Chavez Street in the Rose City, but I'll take a stalemate for now.

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Posted by orydude on 03/09/09 at 8:25AM


I personally believe that streets are best named for trees, local landmarks and numbers.

Chavez may have encouraged immigration, both legal and illegal, that led to the present flood of Hispanics, but he isn't responsible for it. We have no one to blame for that but ourselves.

Until we send politicians a strong message (like removing them from office and telling them why), we can expect nothing but more of the same.

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Posted by seancruz on [03/09/09 at 8:49AM](#)

The Oregonian recently printed author Randy Shaw's comments describing Cesar Chavez' activities in Oregon on behalf of farm workers, settling the issue (one would hope) as to whether the Mexican-American civil rights leader ever had a direct relationship with state politics.

This short piece is all the more welcome because it reveals more information about who Cesar Chavez was than all that the Committee-Formerly-Bent-On-Renaming-Interstate-Avenue has managed to do in the entire past two years (see link to post, below).

I look forward to reading the book.

The comments posted online do well to illustrate the same combination of ignorance, selfishness and racism that framed the farmworkers' struggle, still alive, still vile.

The miserable living and working conditions that mostly Mexican farmworkers and their families endured for generations were the outward manifestations of these attitudes.

The short hoe in the hands of a stooped-over Mexican disturbed few of the millions of Americans who ate the lettuce...the USA blinked its indifference.

Didn't we all munch his broccoli while his children played in the chemical dust? You betcha!

All was in its rightful place in America; for sure, the Mexicans were, nearly invisible, following the crops, welcome to the USA, greaser....

Then came Cesar Chavez, son of Mexican migrants, the American Gandhi, the Chicano Great Soul, both humble and fierce....

Cesar inspired and led a coalition that you can read about in Mr. Shaw's book.

Like Cesar Chavez, I'm the son and grandson of Mexican farmworkers, a Mexican-American, a Chicano.

I'd like the people bent on renaming a Portland street to work on describing Cesar more accurately, using words like Mexican-American, migrant and Chicano once in a while; focus more on educating the community, less on making demands of other people's time and money; more on the honoring part, less on the self-righteous part...remember that you do not own the franchise except in your own minds.


That important fact has been lost on the white politicians, salsa-dancing around the issue, just as poorly informed now as when they started kicking the can of worms through town....

It would be no insult to name a school, a library, a park, a farmers' market, a bridge for Cesar Chavez, no insult to Mexican-Americans or Chicanos at all.

Try to get the name right, if little else....

[http://www.oregonlive.com/opinion/index.ssf/2009/03/cesar\\_chavez/mark\\_on\\_oregon\\_h.html](http://www.oregonlive.com/opinion/index.ssf/2009/03/cesar_chavez/mark_on_oregon_h.html)

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Posted by bdoleary on [03/09/09 at 10:34AM](#)

I don't think Mr. Chavez was necessarily responsible for it either, but he did encourage irresponsible and unfettered immigration. It is no question that the blame falls on our law-makers and law-enforcers.

It is hard to tell a politician why one loses other than telling him or her the stark results of the ballot returns.

It is hard to expect any different in today's political climate, I agree.


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Posted by ruan1965 on [03/09/09 at 12:37PM](#)

As far as I know, none of the New Portable Public Restrooms have been named. Just a thought.

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Posted by seancruz on [03/09/09 at 2:09PM](#)

The Oregonian makes the Oregon-Cesar Chavez connection!

Portland, Oregonian--The Oregonian recently printed author Randy Shaw's comments describing Cesar Chavez' activities in Oregon on behalf of farm workers, settling the issue (one would hope) as to whether the Mexican-American civil rights leader ever had a direct relationship with state politics.

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Posted by jim9953 on [03/09/09 at 2:50PM](#)

Ruan, one of the portable public restrooms already has been named Sam


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Posted by jim9953 on [03/09/09 at 2:57PM](#)

Ruan, one of the portable public restrooms already has been named sam


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Posted by ruan1965 on [03/09/09 at 4:06PM](#)

Bummer, but don't they have more than one toilet we could name in honor of Chavez?  
Cesar not Hugo.

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Posted by bdoleary on [03/11/09 at 3:55PM](#)

I appreciate **seancruz**'s time and passion, but the issue is about naming a street after Cesar Chavez or not.

The issue is not about the farm worker, legal, illegal, Mexican, American, broccoli, or lettuce. Nor do my concerns have to do with racism. It is about the man, Cesar Chavez and whether he should be represented city-wide here in Portland, Ore..

Equating Chavez to Gandhi is also an egregious misrepresentation of history.

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# Cesar Chavez's mark on Oregon history

by Randy Shaw, guest opinion

Wednesday March 04, 2009, 7:30 AM



Randy Shaw

Opponents of renaming a Portland street to honor Cesar Chavez often argue that the United Farm Workers leader had no connection to this area. But in August 1971, Chavez galvanized a statewide campaign against an Oregon anti-farmworker bill that ultimately shaped the legacy of both the state and one of its now-legendary politicians, former Gov. Tom McCall.

Chavez got involved with Oregon politics after the state Legislature passed an anti-farmworker law. The bill was on McCall's desk, and he had a week to sign or veto it. Chavez dispatched Fred Ross Jr. and Jerry Cohen, the UFW's chief legal counsel, to Oregon and told them to mount an all-out campaign during that week.

Cohen quickly got into the spirit of things by announcing that if McCall signed the bill, "Oregon would be the Mississippi of the Northwest. We're going to put a picket line up around your state and stop people from coming in." The Oregon media loved such talk, and Cohen's comments made headlines -- even though he knew that the UFW couldn't carry out such a threat.

Chavez, meanwhile, called for a nationwide boycott of Oregon products and specifically of the state's lumber products. Ross was busy organizing farmworkers, clergy and Portland activists into a round-the-clock vigil on the steps of the Capitol. As women prayed that the governor would support justice for farmworkers, Chavez arrived at the Capitol, drawing a crowd of 5,000 people. Chavez denounced the bill at the rally in the strongest terms, and with thousands of telegrams and phone calls flooding into McCall's office, the governor vetoed the bill.

Today, Tom McCall is a revered figure in the history of Oregon politics. But had he not been pressured to do the right thing by Cesar Chavez, his legacy might have been stained by signing legislation that denied basic rights to farmworkers.

By helping to prevent Oregon from being tarred as the Mississippi of the Northwest, Chavez protected Portland's still widely held identity as a place of fairness and tolerance. Former Portland Mayor Vera Katz was an active UFW supporter and was among many local residents inspired by Chavez to work for social justice.

As the debate over the street renaming continues, let's not forget Cesar Chavez's impact on Oregon in 1971, and his impact on the ongoing work of Portland activists today.

Randy Shaw is author of the newly released "Beyond the Fields: Cesar Chavez, the UFW, and the Struggle for Justice in the 21st Century." He will discuss the book from 6 to 7:30 tonight at the Multnomah County Central Library, Collins Gallery.

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Posted by [sxweiss](#) on [03/04/09 at 8:39AM](#)

Regardless of anyone's opinion about Cesar Chavez this author's words belong in a paid advertisement not in an editorial or opinion piece or even on these pages. Do you allow any other "ads" under the heading?

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Posted by [taxed](#) on [03/04/09 at 10:39AM](#)

Too bad the law did not get signed, if the picket line would have went up, maybe our population would be lower and the state would be a nicer place to live.

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Posted by [quaternion](#) on [03/04/09 at 2:42PM](#)

Why do we have to name our streets for social and political figures so frequently? The city founders have their alphabetic streets, which is justifiable, but what about honoring Metal of Honor winners or slain firemen and policemen. There are various scientist who have in some cases saved millions of lives or cured painful diseases. These are people much more deserving of having a street named after them than a labor leader. If you name a street after Chavez then you should also name a street for someone who creates many local jobs such as Phil Knight.

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Posted by [rockright](#) on [03/04/09 at 2:57PM](#)

Sounds to me like he was a trouble maker. End this Chevez stree name change now. We have more important issues to deal with.

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Posted by [seancruz](#) on [03/04/09 at 4:01PM](#)

Many thanks to The Oregonian for printing Randy Shaw's comments, for providing more information about who Cesar Chavez was in this one piece than the Committee-Formerly-Bent-On-Renaming-Interstate Avenue has managed to do in the entire past two years.

I look forward to reading his book.

The 4 comments posted above do well to illustrate the same combination of ignorance, selfishness and racism that framed the farmworkers' struggle, still alive, still vile.

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Try to get the name right, if little else....

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Posted by ruan1965 on 03/04/09 at 4:40PM

Name a park or new street after Chavez. The present streets all have names for a reason and the Portland City Council does a disservice to try and change them, in order to appease a certain few.

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Posted by orydude on 03/04/09 at 4:46PM

Chavez was a great man who did great things. So was Martin Luther King. So was Rosa Parks. So was Gandhi, and Chief Joseph and Eli Whitney; but to let street naming become a priority is to not have our priorities straight.

Common sense dictates that if a street is already named, renaming it is confusing and almost guaranteed to create animosity. If it's a new street, I can understand naming it after an admirable person; regardless of their race.

All in all, it was a lot easier and less contentious when we named streets after trees and numbers.


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Posted by comnents1946 on 03/04/09 at 5:04PM

Renaming longstanding streets for any special interest is a waste of time and money, not to mention the heart burn it causes property owners. Anyone ready for Mt. Chavez instead of Hood. Sounds silly but that is in line with the wishes of a few. Leave well enough alone, this is the Pacific NW, remember.

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Posted by jackrobby on 03/04/09 at 7:04PM

The bill that Randy Shaw characterizes as "anti-farm worker" was actually a bill allowing collective bargaining for farm workers. Because it didn't go far enough to satisfy Chavez and the UFW, they pressured McCall into vetoing.

They figured if they held out, they'd get a better collective bargaining law. More than three decades later, they still don't have one.

Maybe they should name a dead-end street after Cesar Chavez.


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Posted by lysarbejder on 03/05/09 at 9:37PM

My family moved to Oregon 33 yrs after I first visited Portland as a member of the UFW. We came here from Connecticut last year because I remembered this as a beautiful state with wonderful, friendly & welcoming people. I am shocked by some of these responses to the work of a man who, like Gandhi & Martin Luther King, espoused peace, tolerance & social justice for those who didn't have equal access to 'life, liberty & the pursuit of happiness' -- principles on which this country was founded. I strongly suggest that you read the book, "Beyond The Fields" to understand just how great an American Cesar Chavez was. Then perhaps you will concede that in the LEAST, he deserves the recognition of a street name.


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Posted by elperegrino on 03/08/09 at 5:58PM

I appreciate Randy Shaw's description of the historical connection between Chavez and Oregon politics. However, those who question the wisdom of renaming a Portland street to honor Cesar Chavez are not necessarily opposed to honoring Chavez, as Mr. Shaw implies. There are practical reasons for sticking with the street naming conventions that we have. As Shaw correctly notes, the legacy of Chavez is intertwined with one of Oregon's "now-legendary politicians, former Gov. Tom McCall." Is there a McCall Boulevard? Perhaps if a park is adequate homage to such a "revered figure in the history of Oregon politics" as McCall, then Chavez Park can't be considered a slight. A park would put this polemic behind us, without being a constant reminder of the divisiveness caused by renaming a street.

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Posted by peawee on 05/20/09 at 3:25PM

Hey Randy Shaw:

That August of 1971 Cesar Chavez did not want to be involved with anything in Oregon. You need to get your facts straight.


"The Oregon story is important because we were trying to keep them from setting a precedent."  
Cesar Chavez

If you continue reading in the autobiography you will see where Chavez didn't have his "heart in those fights" " They slowed us down."  
pg 449, Cesar Chavez recalls

He then sent Ganz and others to fight the legislation for him. THEY didn't want to be here either. They threatened to shut down the LOGGING INDUSTRY. Now how does that relate to long handled hoes, pesticides, and Mexican farm workers. You can read the true details in the book La Causa.

**CESAR CHAVEZ DID NOT WANT TO BE INVOLVED WITH OREGON**

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Posted by peawee on 05/20/09 at 3:29PM

Also regarding Jerry Cohen: He QUIT the UFW when Chavez and Huerta fired the board that the farm workers elected in Salinas. He didn't want to deal with the illegal moves Chavez made.

Chavez lost the suit by the UFW ex-board members in court. He actually broke a law that he had advocated in the California legislature himself!

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## **Cesar Chavez and the crisis of nonnegotiable demands**

Posted by **Sean Cruz**, February 16, 2009 10:23PM

I have long supported recognizing the achievements and the inspiration of Cesar Chavez in a permanent, physical way in Portland.

Like Cesar Chavez, I am the son and grandson of Mexican farm workers.

Like Cesar Chavez, I am a first-generation Mexican-American, born in the USA.

Like Cesar Chavez, I am ethnically, culturally and politically a Chicano, with ties to the Chicano Movement of the 1970s.

Like Cesar Chavez, I am unafraid to speak truth to power and I do not hide my identity behind anonymity.

More than a decade ago, as a member of the KBOO Board of Directors, it was my motion, passed on a unanimous vote, to declare Cesar Chavez' birthday a national holiday. That same year, Texas declared his birthday a state holiday.

In 2003, I staffed Senator Avel Gordly as she and Bureau of Labor and Industries Commissioner Dan Gardner overturned one of the last of the state's shameful race-based laws, the statute that denied Oregon farm workers the right to meal and rest breaks during the workday. That work was done intentionally in the spirit of Cesar Chavez.

In 2005, Senator Gordly sponsored legislation at my request that would urge Congress and require the state to consider family connections in immigration law, prioritizing family unification ahead of job status. Our current laws serve to break families apart, mostly Mexican families. These bills were not heard during the session.

Also in 2005, I was on the floor when the Oregon Senate passed SR1, encouraging Oregonians to undertake a day of voluntary service to honor Cesar Chavez...and I continue to wear my Cesar Chavez 37-cent US postage stamp lapel pin on my jacket.

There are many ways to honor a person, and I strongly support recognizing Cesar Chavez in a permanent, physical way.

However, I am troubled by the efforts of the handful of generally well-meaning activists ever since they presented the City of Portland with an agenda of nonnegotiable demands centered on their proposal to rename Interstate Avenue, and here is why:

Right from the beginning, they claimed to represent Portland's Latino communities, and that is simply not the case. There has been no community process to put the Chavez Committee in charge, and many Latinos wouldn't follow them out of a burning building....

Even the Hispanic Metropolitan Chamber of Commerce has had nothing to say about the effort.

The Avenistas' antics and accusations in front of City Council and at Ockley Green Middle School were an embarrassment to many of us....

The Chavez Committee has also never identified who its members are, apart from the two co-chairs, not even on their website. Anonymous committees cannot possibly represent a community, and carry no weight with me.

The Committee claimed that any cost associated with renaming a street was inconsequential, and that any opposition to their demands was racially motivated, and neither statement is true. The costs are insignificant only if Other People pay the price....

The Chavez Committee claims that recognizing Cesar Chavez with any memorial other than a major street renaming is an insult to Latinos, and that also is plainly untrue. Communities across the nation have found many other tangible ways to honor Cesar Chavez, including parks and libraries and schools....

The Committee has never asked the City or the County or the State to put other possible public property naming options on the table, and Portland remains stuck in the mire largely because the White Folks in Charge at all levels of Oregon government have been so fearful of alienating a potential voting bloc.

This street-focused effort will win no awards for creativity or imagination, in part because there is no major street in Portland that is a natural fit for a Mexican American hero. Nothing underscores this point more than the fact that the Committee is equally good with Broadway, 39th, Grand or Interstate Avenue, so far....

The Committee claims it wants to honor Cesar Chavez, but nowhere do they acknowledge the fact that he was of Mexican ancestry, or that his achievements stemmed from his great courage and his experiences in a Mexican migrant farm worker family, working in the USA.

The best they can do is to state that he was an American civil rights leader.

That falls far short of honoring his legacy, and points to the core failure of the Committee co-chairs and its unknown membership, apart from the arrogance and clumsiness: education.

While there have been plenty of racist comments opposing the recognition of Cesar Chavez with a street renaming or in any other way, it is clear that even the supporters of the effort have little understanding of who he was, what he accomplished or why it is important to remember him.

Cesar Chavez softened opposition by raising public awareness of the suffering of America's mostly Mexican migrant agricultural workforce, not by making blanket accusations and staying stuck in a rut....

The boycott of table grapes was part of a strategy to get the attention of the American public on farmworker issues, educate them and then gain their support.

The grapes themselves were not the issue. The issue was the appalling living and working conditions, including the use of the 12-inch short hoe, el cortito, that millions of families were enduring, had endured since the USA established itself in what was until the 1840s the northern part of the Republic of Mexico.

The boycott did not extend to wine grapes, but only table grapes....

Few Americans were going to stand for a bunch of Mexican farm workers messing with their wine, but it was a fairly easy sacrifice for supporters to forego table grapes during the boycott, once they were educated to the issue....

The table grapes were an economic pressure point.

One wonders where we would be now if only the Chavez Committee members had thought to engage the broader community in a discussion, asking the question: What are some appropriate ways to remember Cesar Chavez in Portland?, and working from there....

My guess is that we would have gotten it done a year ago, and it would be beautiful....

---

## Cesar Chavez, Again?

Posted by **jmschoon**, February 13, 2009 2:32PM

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

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Posted by Pnelop27 on 02/14/09 at 5:07PM

Well, how do you decide if someone is truly worthy O' Great One!

# Activists try again to rename Portland street after Cesar Chavez

by Mark Larabee, The Oregonian

Thursday September 11, 2008, 10:39 PM

Marta Guembes walks along the MAX platform at the north end of the Oregon Convention Center, politely asking people to sign a petition that would help rename a Portland street after the late Cesar E. Chavez.

A few people see her clipboard and wave her off before she even says a word. One man looks at her sideways and tells her in a British accent that, no, he's not a Portland resident and "that I'm not even an American, I'm thankful to say."

But then a woman eating a hamburger is happy to sign.



Fredrick D. Joe /

The OregonianMarta Guembes, one of the leaders of an effort to rename a Portland street after labor leader Cesar Chavez, gathers signatures outside a Hispanic Chamber of Commerce dinner at the Oregon Convention Center on Wednesday. Experience shows there will be opposition to the idea, but Guembes isn't deterred. "That happens with anything you do in life," she says.

Guembes is one of the leaders of a group of Latino activists who want to rename a prominent Portland street as a way of honoring Chavez, who fought for farmworker rights. They have targeted Grand Avenue, Broadway and 39th Avenue as possibilities.



Given the tension of the last attempt, it seems a calculated risk that this time the group has opted to collect the signatures citywide rather than seeking support from business owners on the targeted blocks.

Some of the owners said this week that they hadn't even heard of the latest effort.

"That's just what we decided to do," Guembes said. "There wasn't a discussion about it. The code gives you the choice."

Under the city's rules for changing street names, groups must start by getting the support of 75 percent of property owners on a particular street or gathering 2,500 signatures citywide.

Last year, city officials ignored their own rules when the same group wanted to rename North Interstate Avenue. The activists won support from Mayor Tom Potter, and the rest of the City Council seemed to back the idea as long as neighborhood meetings were held. But those discussions devolved into often ugly arguments tinged with racism and claims that government was imposing its will on working class residents who don't typically have City Hall's ear. Eventually the council dropped the idea.

#### **What's next**

Once the group turns in signatures, a panel appointed by the city will review the proposed renaming to determine whether Chavez qualifies for the honor and whether the existing street name has too much historical significance to change. Eventually, the city planning commission will review the request. The City Council will have the ultimate vote.

But last month, council members promised they would stick to the rules on a second try, affirming the process designed to give neighbors as much input as possible. Any new proposal will go through a vetting process and public hearings before the Portland City Council makes the ultimate decision.

#### **Prepared for resistance**

When pressed about the possibility of a backlash for not appealing directly to people who live and work on the three new streets, Guembes said she has no illusions about that. She received threats the last time around, she said, but feels so strongly in the cause that it's worth the pain.

"Either way, it's going to happen," she said bluntly. "People will support it, and there will be people who won't support it."

"Last time I went through hell," she said. "I faced the support, and I faced the hatred. I know what it is like to be a person of color in a different world."

She said one of the lessons of Chavez is that he didn't quit when faced with adversity.

"I believe that when you believe in something -- and Cesar Chavez did and he fought until the end -- you need to work for it," she said. "We are ready, we are working and we are very excited."

But there was little excitement out on the streets where Chavez's name could one day go.

"I'm all about honoring people," said Jody Francis, owner of Fine Grind, a coffee shop at 2035 S.E. 39th Ave. "But maybe taking a number that already exists isn't the right thing. As a Portlander, the numbers are convenient for getting round."

Francis said that she had heard about the effort to name a street for Chavez but that no one had come to talk to her about it. Same for Don Wells, owner of the Fix My Dead PC store next door. In fact, he thought the issue had been settled last year on Interstate.

"I'd have to say honestly that I'd be against it," Wells said. "Why'd they have to pick a major street? It seems like a ridiculous waste of time and energy."

#### Cesar who?

At the Rug Gallery at 1220 S.E. Grand Ave., M.S. Blair wasn't clear who Cesar Chavez was. She recalls signing the petition to rename Union Avenue after Martin Luther King Jr. but said no one has come around to talk to her about Chavez.

"He's not well enough known," she said.

Guembes is prepared for that argument.

"It's a good change so people can learn about Cesar Chavez, so it becomes part of our history," she said. "That just gives me more energy to put my time into this, so we can teach people."

Guembes guards information about the collection operation, which is still in its early stages. She makes it clear that it's a grass-roots effort.

How many signatures have you gotten so far?

"It's a secret," she said.

"How many people are gathering signatures?"

"Many."

The group will meet in two weeks and chart progress, Guembes said. Until then, she'll be out as much as possible after work, hitting the streets, going to people she knows and attending events.

She leaves the MAX platform to meet other signature gatherers at the Hispanic Heritage Dinner held Wednesday at the convention center by the Hispanic Metropolitan Chamber, an organization of mostly Latino business owners.

It's an admittedly friendly crowd, and the pace of signature gathering is brisk. A couple of times, Guembes hands blank sheets to people she knows and gets a phone number so she can make arrangements to pick up the paperwork.

A live band plays. Guembes takes note of the diverse crowd, most of whom sign the petition.

"There are people from all other races who are cheering for us," she said. "It's very nice."

-- Mark Larabee; [marklarabee@news.oregonian.com](mailto:marklarabee@news.oregonian.com)

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COMMENTS (44) [Post a comment](#)

Posted by upgrad203 on [09/11/08 at 11:05PM](#)

Why a street in urban Portland? I understand if they are renaming a street in Woodburn or Hillsboro, where the works the Chavez fought to protect reside. MLK Ave and Rosa Parks Blvd in N. Portland makes sense because of the local demographics, but Cesar Chavez Way does not fit. I wish the petition circulators would use their powers to organize and promote for something that would benefit the community. Ms. Guembes could possibly speak at local schools and community organizations on the great work of Mr. Chavez rather than begging on a street corner.

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Posted by yankeeshogun on [09/12/08 at 1:15AM](#)

Why not name one of the sections of the Park Blocks after him? That would be equally as significant and less difficult to implement.

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Posted by dave900 on [09/12/08 at 3:15AM](#)

How about S.W. Columbia? We already have Columbia blvd., which is confusing, plus The river itself, Columbia County, etc. We don't need S.W. Columbia. And as an added bonus, the Oregonian could still be on Cesar Chavez without renaming Broadway.

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Posted by yankeeshogun on 09/12/08 at 4:50AM

dave900-

That's a good idea too. The difficulty is getting buy-in from everyone doing business or living on the street. But since it might eliminate confusion, it might be easier to get buy-in.

Chavez was certainly a great man and it would be encouraging to have something to commemorate his contribution to our country in our city.

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Posted by wrnchbndr on 09/12/08 at 7:24AM

Why don't they name the illegal day labor site after Chavez?

We don't want to rename any streets. Maybe add an honorary street name to an existing street without changing the name.

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Posted by 14freelove on 09/12/08 at 7:41AM

"i've faced the support and i've faced the hatred. i know what it is like to be a person of color in a different world."

this is why i'm opposed to renaming streets. the precious victimology and the accusation of hatred, i.e., racism, directed at the opponents. this isn't community building, this is community dividing; who are the real haters here? it isn't hate merely to wish that some people would stop leveling false accusations, shut up or go away. with continuous development, new streets are being created all the time, name one of them after chavez.

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Posted by throowrocks on 09/12/08 at 7:47AM

Name a new structure or a new green way after Chavez. Name a new school building. How about the new justice center being built in rockwood. Change the name of Rockwood to Chavez. Change, just for the sake of change, changes little.

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Posted by throowrocks on 09/12/08 at 7:49AM

Name a new structure or a new green way after Chavez. Name a new school building. How about the new justice center being built in Rockwood. Change the name of Rockwood to Chavez.

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Posted by XOREGONIAN on 09/12/08 at 7:55AM

this lady claims that people hate her because of her skin color. NO MAAM, absolutely not.

the point is this is AMERICA.

we've done quite well with out the illegal invasion.

Please leave our city streets alone!

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Posted by markit8 on 09/12/08 at 7:57AM

The prejudiced basis of all your posts is appalling. How many building, streets, and towns for that matter in this state are named after dead white folk?

I say go ahead and change the name of the street and all you racists will just have to get over it.

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Posted by brian777 on 09/12/08 at 8:13AM

Why don't y'all name the road after a modern hispanic community leader? Or has there not been any since Cesar Chavez's time? Why does every city in america try to pander to the hispanic population by naming a street after Chavez? And every Black neighborhood gets and MLK blvd, and every white neighborhood gets a JFK blvd?

Why not Vladimir Putin Hwy, since there is a large Russian population in Portland, and we don't want them to feel left out?

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Posted by 0BAC on 09/12/08 at 8:21AM

"I know what it is like to be a person of color in a different world."

Sounds like she meant "alien"? To bad she just can't bring herself to say it...


yankeeshogun wrote, "The difficulty is getting buy-in from everyone doing business or living on the street. But since it might eliminate confusion, it might be easier to get buy-in."

Do you really think they could get "buy-in" along any street in Portland? The 2500 citywide sigs (~0.5% of city pop.) is the only way they'll be able to proceed with a name change.

wrnchbndr wrote, "We don't want to rename any streets. Maybe add an honorary street name to an existing street without changing the name."

The problem is MLK and RP got renamed. The Latinos want one too.

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Posted by noregister on [09/12/08 at 8:26AM](#)

Thank you, markit, for demonstrating the attitude that causes so many people to oppose projects like this. Don't want to disrupt people's lives and spend public money on the useless gesture of renaming a street after a long-dead Hispanic communist? Why, you must be racist.

Screw that. Leave our streets alone. What is to be gained by renaming another street? It was bad enough with Rosa Parks - now you want to take another major street? Go away.


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Posted by withoutpity on [09/12/08 at 8:30AM](#)

If Chavez gets a street named after him- I want one named after Alex Trebek. As a Canadian-American- I too want to be recognized.

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Posted by gladstone on [09/12/08 at 8:35AM](#)

Portland is a suburb of the Bay Area or Cleveland (any American suburb, really). It is the sum of the thinking of modern suburban children. Whatever it is, it represents a deep rejection of Oregon. Consequently, let's go all the way generic: every city has its own MLK, Rosa Parks, and Chavez ave., st. or blvd. So should we, in that way we'll confirm that everyone will know that we all went to the same suburban high school.

In Portland tats, piercings, and a fawn-like credulity are conventional, rather like ties, button down collars, and watery Protestantism were standard in the 50s.

Again, why stand out from the herd? Go Chavez! I suggest either Hawthorne or even MLK, perhaps we could make it a compound name, Martin Luther King Jr, and Ceaser Elowise Chaves Blvd?

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Posted by trumpetman on 09/12/08 at 9:36AM

The first time I heard about this I laughed at all the useless attention the idea got. However now I am irritated rather than laughing. What is the big deal about changing street names? What does Cesar Chavez have to do with Portland? Does it have to do with the extremely large illegal alien population here? That is the only thing that needs to change.

I like the comment about Putin getting a street named for him in the Russian district. Does anyone see how ridiculous this is? It is pandering for attention.

Oh and no, I am not a racist--just don't like paying taxes for illegals to be here and instead of solving that problem which affects us all, we figure out which street gets renamed for someone who has nothing to do with America.

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Posted by motherducker on 09/12/08 at 10:21AM

Guembes may be right, at least about education.

Last March,I did an informal study for my college psyc class.

I took a poll of 250 people walking on Rosa Parks Ave. I asked their name age and ethnic heritage. I then asked "who is Rosa Parks and why is she famous"?

It sort of sucks to say this but less than 10% of blacks knew who she was. About 30% of white people knew. More than 50% did not know who Rosa Parks was.

IMHO, a street sign won't do much to educate anyone. We already know all about MLK. He did the teaching, and people learned.

I wish streets were named in a practical manner. Names that make it easier to navigate. At least all the named streets in NW Portland are in alphabetical order.

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Posted by spamkailua on 09/12/08 at 10:36AM

Why don't they change the name of the street that Ms. Marta Guembes lives on. Let her and her neighbors deal with all of the hassles that are involved with changing an address.

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Posted by sockeye on 09/12/08 at 11:15AM

Trumpetman.

Stereotyping all latinos as illegals is kind of racist, or at the least, ignorant. Cesar Chavez was not an "illegal", he was an American. He may have a Spanish name, and spoke Spanish as well as English, but he was born in Arizona. Which makes him just as American as you and I. The fact that you are against changing a street name to honor an American civil rights leader on the basis that he is Latino is awful.

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Posted by gladstone on 09/12/08 at 11:58AM

I stand fast for erasing all local distinction from Portland. Bring on Chavez Ave. In this way we'll be in-line with all other towns and cities and everyone will know where he or she stands.

Moreover, it'll be a plus for all those who thrive on racial posturing and we'll be giving a boost to illegal alien happiness. And, finally, we'll feel good about ourselves, while sadly admitting we can never do enough efface racism.

Of course, Chavez was an American, but the intent here is to create an attitude of acceptance by the regular joe or jane of illegals and boost the victimhooded righteousness of cruz and etc.

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Posted by warkitten on 09/12/08 at 12:11PM

gladstone, you might want to stick to being literal. When you try to be sarcastic, you make even less sense than usual.... and that's quite an accomplishment.

That being said, this is a stupid "controversy" over a very stupid idea.

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Posted by BabySpider on 09/12/08 at 1:04PM

Good Gods people! I'm personally getting rather tired of hearing about this silly street renaming thing. It makes no sense and in my mind doesn't seem to be a good way of remembering the guy. People have said it before, the cost of changing a street name is



very large, and the city doesn't pay all of it, the buisnesses and such pay a great deal in all the changes they have to make to acomidate. Why can't we put up a statue of the guy if he's that important, there's plenty of room in the park blocks or in water front park. And your not gonna be costing local buisnesses an arm and a leg for your dream, nor will you be causing mass confusion as people attempt to adjust.


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Posted by watkinst002 on 09/12/08 at 2:19PM

No way in Hell should any streets me renamed for a Mexican. They are causing more trouble in this country than they are worth. Instead of spending tax money on something as stupid as this name change or the day worker center why not actually get something accomplished, like repairing pot holes all over the city.


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Posted by choppy681 on 09/12/08 at 2:58PM

I am glad she has received threats. She is just being cocky now by not asking the people she is going to effect. First of all Broadway and Grand have way too much history to them and 39th is the prominent street that runs through Laurelhurst. How does the name Chavez have any significance to these streets. Why is she trying to make people spend money to change their checks, stamps, stationary, signs and everything in these troubled economic times. I just hope... I hope she tries to come at me with this petition cause I'll yell at her till her brainless heartless head explodes!

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Posted by puffy999 on 09/12/08 at 2:58PM

You know, I think she's really reaching by suggesting that there is all of this "hate" simply because of race... I think it's a cop-out that way too many people in this nation attempt to use (though, honestly, it seems to be a problem more prevalent with whites who think they're "standing up for" a minority group)... blame a reluctance to accept (questionable) ideas on racism, or sexism, or whatever -ism you can think of. That being said, there ARE some people, even in this comments thread, that are showing that race is a bit of an issue for them.

I think it's disingenuous to suggest that just because people don't like the idea of changing streets for a man who wasn't as influential to this area as many want to give him credit for, it's racism. But it is also naive to suggest that no racism plays a part... of course, that racism goes both ways.


I know that the Portland area has new construction projects, and that there are new streets created in the city every year... maybe we can name a new street after him?

If that's not big enough, and if we MUST change a name of a street, maybe change the name of a street that has a name that is too similar to other streets in the area (as one poster suggested above). Changing Grand, Broadway, or any numbered street, though, is not a good idea if you ask me.

I thought Eugene was silly for changing Centennial Blvd to MLK Blvd a few years ago, in part because of the direct historical significance of Centennial. However, I think MLK's impact in this nation reaches further than Chavez's, even if some groups think otherwise.

Besides, who is next? I mean, are we going to have a "Bloody Thursday Way" along the waterfront, so as to appease the longshoremen in the area?


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Posted by choppy681 on 09/12/08 at 2:58PM

I am glad she has received threats. She is just being cocky now by not asking the people she is going to effect. First of all Broadway and Grand have way too much history to them and 39th is the prominent street that runs through Laurelhurst. How does the name Chavez have any significance to these streets. Why is she trying to make people spend money to change their checks, stamps, stationary, signs and everything in these troubled economic times. I just hope... I hope she tries to come at me with this petition cause I'll yell at her till her brainless heartless head explodes!


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Posted by EAN on 09/12/08 at 3:11PM

What a waste of resources. I am all for honoring Chavez but I think with all the money that it takes to rename a street: the public meetings wasting our tax dollars, the wasted tax money on street signs, the wasted private money changing maps, the wasted time and gas of people trying to find places on the map (that also causes global warming). Just seems to me like you could do a whole lot more with the money to honor this guy.


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Posted by throowrocks on 09/12/08 at 3:11PM

markit8 renaming any part of Oregon is up to Oregonians. Playing the race card is up to you!

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Posted by brucejj on 09/12/08 at 4:04PM


Nothing gets the public whipped up into the requisite 2 minute hate like a proposed street name change... What an absurd spectacle this has become. Here are my scatterbrained comments.

Interesting how this street re-naming is both all about and has nothing to do with race, it's also interesting how it's always the white guy saying he's not the racist. "No no, no racism here, it's just that....er.....the business', the business' don't want their street renames, spose it'd be alright if it was one of them nice anglo sounding names though".

The misinformation regarding Chavez is amusing too. "No way in Hell should any streets be renamed for a Mexican." Chavez was born in Arizona in 1927. If he had been born in Arizona in 1827 then yes, he would be a Mexican. As a side note, did you realize that until the Mexican War, what the Mexican's call "The US Invasion of Mexico", that Texas, New Mexico, Arizona, Utah, Colorado, and California were all the sovereign territory of Mexico. It's also funny that people equate Ceasar Chavez with 'them illegals'. A quick cursory search on Chavez' biography reveals that he held somewhat antagonistic views towards immigration, believing that they undermined the reforms he was seeking for workers by being used as strikebreakers. Really people, a little history goes a long way here.

I'm glad to see the re-naming process being as a result of the desires of the latino/a community this time around though. I didn't follow the proposed re-naming of Interstate terribly closely but thought it was a somewhat top down decision that smelled just a tad of white guilt. It's nice that this seems to be something the latino/a community wants. Props to them.


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Posted by trumpetman on [09/12/08 at 5:58PM](#)

MY BAD! Didn't know he was American! Shows you how much I know about the guy. Geez now I wish I hadn't posted at all

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Posted by Relaxntakeit on [09/12/08 at 6:48PM](#)

Gee, guess you racist idiots are opposed to changing place names too, names such as "Squaw Peak" and "Darkey Creek", for example. But believe it, there is a process under way in Oregon to change these offensive, RACIST, place names with something more appropriate. Just because they were named, by European-American settlers, doesn't make them right, and history isn't the only value at work here. Place names, street names, and even city names get changed. I've always known Baker, OR, as just plain Baker. However, the city decided some years ago to change its name back to Baker City, which was apparently its name during the gold rush. These things aren't cast in stone, and the fact that there

IS a city process to change street names means the city finds value in the concept. Don't like it?? Stop bitching on a blog, and start an initiative process to change the city ordinance. Otherwise, you're blowing it outta yer asses...


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Posted by palmplaza812 on 09/12/08 at 7:08PM

maybe they can name the day labor site after him, or maybe something in mexico.

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Posted by Relaxntakeit on 09/12/08 at 9:52PM

palmplaza, you missed the post above that states that Chavez WAS BORN IN AMERICA. What part of CITIZEN don't you get? Cesar was a native-born American citizen, who probably did more in his life for folks then you will ever do.

And, last but not least, folks, the woman profiled in the article is FOLLOWING THE CITY PROCESS.

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Posted by phoenix12 on 09/12/08 at 10:21PM

There is a new park just at the end of south park blocks that is about to be completed. Cesar Chavez would be a perfect name for it. The park is close to Pioneer Square, theaters, restaurants, on the MAX line and would be a very high profile place. A plaque could be added with information about him so people who did not know who he was could become familiar with him.

Quite honestly, people don't give a hoot about the name of a street. I mean, when I am driving down MLK, I don't think about what Martin Luther King, Jr. is remembered for, I am watching traffic!


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Posted by phoenix12 on 09/12/08 at 10:33PM

Well, it does not surprise me that people do not know who Rosa Parks is. Even the NY Times got it wrong...she DID NOT give up her bus seat to a white man. Rosa Parks was already sitting in the "colored" section of the bus when the driver asked her and others to move so that more seats could be filled up later in case there was a "white overflow". The others got up and moved, Rosa Parks did not. The rest is history.

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Posted by palmplaza812 on 09/13/08 at 8:49AM

Relaxntakeit,

you make him sound like a hero. him and his colleagues were opposed to banning illegal workers, and they were responsible for getting the amnesty provisions into the 1986 federal immigration act. i agree with him requiring good pay for people who work, because that would help keep our system from being off-set by exploited workers. but that's just a band-aid and wasn't addressing any snowballing problems. so many other things he did involved the exact same problems we are faced with today; the day labor site, illegal workers, immigration. he may have done a few good things for some people, but he was obviously very much an advocate for ILLEGAL (contrary to, or forbidden by law) immigrants. and was good at it because he would negotiate and compromise to get anything he could.


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Posted by antisheepie on 09/13/08 at 9:39AM

Leaving any reference to race aside, It will create expenses to all the businesses and residents on those streets; new ID cars, drivers license, stationary, checks, menus, invoices sheets, reprogramming receipts on POS systems, changing advertisements, payed phone book listings, websites redesigned, I think you get the point. The city and the activists will not help pay for any of that. I will cost each resident at least 100.00\$ and most business over 2000.00\$. They are going around even asking the occupants of those streets what they think. Getting any street name changed with out reimbursing the occupants and with out gaining the input from the occupants is very wrong. It may be legal but that dose not make it socially acceptable.

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Posted by hoss502 on 09/13/08 at 10:18AM

THANK YOU WATKINS002. Chavez helped illegals get work yes. Those illegals in turn brought their families to America. Now what do we have??? GANGS, DRUGS, and VIOLENT CRIME everywhere you look.

Go walk downtown Woodburn at 11:00PM and tell me how warm and fuzzy you feel, and how thankful you are that America had such a great man like Chavez did what he did. I know, pure racism of course...

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Posted by swede11 on 09/13/08 at 2:26PM

Nice post Brucejj.


Most right wing posters here have only Rush and Lars as sources. Maybe Lou Dobbs if they are really "well rounded".

While there is technically no such thing as an indigenous American, there is such a thing as a 1st American and it wasn't a pilgrim. Hominids have existed in North American for at minimum, 50,000 years. Or 44,000 years earlier than evangelical christians say is possible.

Basically-the only indigenous hominids exist in Africa. Every other race on earth is a descendent of humans from Africa. IOW-Jesus was more negro than white. Deal with it.

The white race (whatever that means exactly?) in the US has become garbage-due in large part to Evangelical White Christianity. If it weren't for anglo-esque Eastern Europeans and Russians here in the PNW, whitey would be dead up here already.

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Posted by MagentaLion on [09/14/08 at 2:15AM](#)

"The fact that you are against changing a street name to honor an American civil rights leader on the basis that he is Latino is awful. "


No one who is against changing the street names in Portland has ever said it's because he's Latino.

Pretty clearly we are against it because it's a pain in the arse for everyone who has to deal with the cost and hassle. There are far better ways to honor someone. A school, a community center, a park, a peice of community art. What's wrong with those things? You will only create resentment by shoving a name change on people. If you want to honor someone, do something that would make people stop and say, "what is this about? Wow, what a great guy he must have been." Instead of "geez, what a pain in the arse, who is going to pay for this?"

My grandmother was a wonderful woman. I don't insist my neighbors honor her by changing the name of my block. I mention the great things she did when they are relevant to a conversation. I share one of her stories or pass on something of hers to my children. In that I truly honor her. I don't make her a thorn in someone else's side so they are sick of her before I can even say why I think she was great.

You want to honor this man. Do something meaningful. Stop whining, be original and create something the community can get behind.


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Posted by rockright on [09/14/08 at 9:52AM](#)

Im with wrnchbndr name the ILLEGAL ALIEN WORK SITE after Chavez. Or name one of the Holding cells at the Dentention center after him. It would make as much since.

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 [Post a comment](#)

Posted by yankeeshogun on 09/14/08 at 2:35PM


OBAC-

You wrote: Do you really think they could get "buy-in" along any street in Portland? The 2500 citywide sigs (~0.5%of city pop.) is the only way they'll be able to proceed with a name change.

I agree with you that it would be difficult to get buy-in for a street. And the city's mandate to get that buy-in would be weakened because of the city councils idiotic idea of naming 4th street, which runs through Chinatown, after Chavez. This is the reason I suggested renaming part of the park blocks after him.

Of course maybe they want a street. However I am Norwegian American, so I want one named after Leifr Eiríksson or Henrik Ibsen or Edvard Grieg...

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 [Post a comment](#)

Posted by yankeeshogun on 09/14/08 at 2:43PM

"One man looks at her sideways and tells her in a British accent that, no, he's not a Portland resident and "that I'm not even an American, I'm thankful to say."

Who was that creep? I wish people would acquire some manners before before applying for a passport...

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Posted by rockright on 09/14/08 at 3:55PM

swede 11 is an idiot. He must have gone public schools. His history is bad. lol lol. I wonder if swede 11 parents had any children that lived.

183000

**Moore-Love, Karla**

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**From:** KPutnamOFC@aol.com**Sent:** Monday, June 22, 2009 1:24 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.

If I could, I would attend the City Council, but I have 4 kids to take to a family track meet at 6:00 at Grant High School. Is there anything else I can do to express my disagreement with this proposal? I have a multi-cultural family (son-in-law is black, grandchildren are black, white, and an adopted American Indian, and my son's partner is Hispanic), so I am definitely not prejudiced about the issue, just the costs and the renaming of street that helps people to know where it is.... and I live right on the street, so the costs and hassle to change everything to me are incredibly high, and the costs to the city to change all the street signs is ASTONISHING.... I haven't seen any figures here, but I hope someone has calculated this cost before voting on it and I do hope that everyone will use common sense, and financially responsible sense.

I have no objection to recognition of a Latino/Hispanic figure, but why not name a new street or a park or a building where the costs would be nominal as compared to the street signs at every intersection!

Respectfully submitted,  
J. Katherine Putnam

---

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6/22/2009



183000

**Moore-Love, Karla**

---

**From:** William R. Meyer [meyerlaw@spiretech.com]  
**Sent:** Monday, June 22, 2009 1:14 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. I think in this time of cost cutting for schools and everything else....we need to focus our resources on things that are a bit more important than spending money on signs to rename a street! This seems stupid and wasteful to me. Please just use your good judgment and vote NO on this idea! Thank you for your service to our community.

Respectfully submitted Carole Meyer

6/22/2009

183000

**Moore-Love, Karla**

---

**From:** SmiDOM@aol.com

**Sent:** Monday, June 22, 2009 12:52 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. I sent one email earlier, but want to be sure my feelings are noted. I cannot believe anyone would vote for this proposal - especially now with the economy the way it is. Even his family does not feel this is the best memorial to C. Chavez.

Respectfully submitted

Marilyn S. Smith  
Phone 503 774 1769  
Cell - 503 504 2391  
Sunriver - 541 593 1153

---

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**Moore-Love, Karla**

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**From:** Susan Oman [s.oman@comcast.net]

**Sent:** Monday, June 22, 2009 12:31 PM

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

**Subject:** don't do it!

As a neighbor who has lived on a street just off of NE 39th Avenue for over 20 years, I'm voicing **my opposition to changing the name to Cesar Chavez.**

Susan Oman  
4114 NE Multnomah St.

183000

**Moore-Love, Karla**

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**From:** genemerrill@gmail.com on behalf of Gene Merrill [gene@personaltelco.net]  
**Sent:** Monday, June 22, 2009 12:20 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. I have not seen any city communication about this matter and don't believe the idea has been properly vetted. From what I understand the change is opposed by close to 90% of the people on and around 39th Ave-- so what possible political good could come of this for any local politician who vote yes? I know it would make me think twice to re-elect a city council member who forced a change like this through without regard of public comment.

Thank you for you time.

Respectfully submitted,

Gene Merrill  
3826 SE Stephens

6/22/2009

**Moore-Love, Karla**

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**From:** Northpdxcurves@aol.com  
**Sent:** Monday, June 22, 2009 12:16 PM  
**To:** Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla  
**Subject:** Vote NO on renaming 39th Avenue

Dear Commissioner:

Vote NO on the proposal to rename 39th Avenue. Please honor Chavez in a truly meaningful way. The problem is not about who we're renaming the street for. The problem is that shoving any street name-change down citizen's throats leaves a very bad taste in the mouth. The entire street renaming process needs to be heavily reworked.

Respectfully submitted,

Toni Anderson  
523 SE Peacock Lane  
Portland, Or 97214

---

Make your summer sizzle with [fast and easy recipes](#) for the grill.

183000

**Moore-Love, Karla**

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**From:** Karen Atherton [karen@karott.com]  
**Sent:** Monday, June 22, 2009 12:09 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 Mr. Mayor and City Commissioners:

My name is Shirley Klug, and I have lived in the Laurelhurst neighborhood for over 50 years. I am past president of the Laurelhurst Neighborhood Association. During my term in office we were able to work with the State of Oregon to only remove 21 houses for the widening of I-84 instead of the original proposed 57. This is *cooperation*. I was able to work with the City to get an entire basketball court installed in Laurelhurst Park that the entire city can use to this day and many days into the future. This was *cooperation*.

I firmly believe it would be more beneficial to not only your community, but to everyone to have a community center named after Mr. Chavez, where youngsters could learn a trade, a sport, or how to apply for scholarships to college. Knowing that Mr. Chavez believed in hard work and believed in the future for his people, this is a much better way to honor him. What would a busy street do to help these young people--will they remember who the CC Blvd was name after? Of course, it will become CC Blvd just as MLK is now. What good does that do except cause a great deal of problems to change address, accounts, etc., for all of those people living and working on the 7.22 mile street now?

Where is *your cooperation*?

Respectfully,

Mrs. Shirley Klug

**Moore-Love, Karla**

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**From:** Jana Throckmorton [jana@caringcompanions.net]  
**Sent:** Thursday, June 18, 2009 6:46 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.

I have lived in Portland all of my living days. I love it here, and although I may not like some street names, it's ridiculous to re-name them after so many years of establishment.

Please, make a list of proposed names and name streets after these people on NEW streets in NEW developments. Everyone knows there are such places and there is NO good reason to take an old name, replace it with a new one! It's chaotic and crazy and makes no monetary sense either.

I respect that someone would like a street named after another. There could be a green space created, a plaque or even a tree named after these people. Let's consider other options than whole streets which run through much of the city.

Respectfully submitted,

Jana Throckmorton  
Resident of South Tabor Neighborhood  
Vice President of South Tabor  
Neighborhood Clean up committee organizer  
Small Business owner: Caring Companions  
Senior Services LLC

183000

**Moore-Love, Karla**

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**From:** mjeanbaker@peoplepc.com  
**Sent:** Monday, June 22, 2009 11:07 AM  
**To:** Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla  
**Subject:** Vote NO on renaming 39th Avenue

Dear Commissioner:

The Alliance of Portland Neighborhood Business Associations and many members of the business associations that will be affected by this name change are against it. There must be a less contentious, more equitable method of honoring people than this.

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

Respectfully submitted,

Jean Baker  
President, APNBA  
VP, Division/Clinton BA  
Member, Richmond Neighborhood

6/22/2009



183000

**Moore-Love, Karla**

**From:** Robert Johnson [verticalbob1@gmail.com]  
**Sent:** Tuesday, June 16, 2009 3:37 PM  
**To:** Moore-Love, Karla  
**Subject:** Street renaming.

6/16/09

Council Clerk's Office  
 1221 SW 4th Ave.  
 Portland, Oregon  
 97204  
 Room 140

Dear Sir,

It was bad enough that **you people messed up a War Memorial by renaming one of a pair of streets of the Grand and Union Armies Memorial.** Now you want to mess up more history just so you can satisfy a minority! Where will it all end?

Even your own city rules are violated, but you don't seem to care about them. **See below Bold type sections.** Please correct your mistake and fix that War Memorial!

-----  
 17.93.020 Selection of Street to be Renamed.

**A. 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.**

**B. The street proposed for renaming must start and terminate entirely within City boundaries.**

**C. The name of any street shall be the same for its entire length. Renaming only portions of a street shall not be permitted.**

-----  
 I haven't heard of Cesar Chavez until this street renaming came up. Is his name in our history books somewhere? If not, then maybe they should start there before messing up a logical street naming order. 39th Street is in a logical street naming order and it was done that way for a reason. 39th street is 39 blocks from the river. Please don't mess with our **numbered streets they are significant in their own right.**

Hey, if you want to honor the minority by naming something, then name something that hasn't already been named. That is something I could support. Keep in mind that there are a lot of minorities in the United States and we only have so many new things.

Please don't mess up history or peoples lives. Think about all of the maps and businesses and home addresses that all those people, who use those street names, will have to change their addresses on all of their documents. That is no easy task. Please use some God given common sense and name something new or not at all.

6/22/2009

I lived in Portland for 31 years and I don't want my memories messed up.

183000

Sincerely,

Robert M. Johnson  
1933 SW Laura CT  
Troutdale, Oregon  
97060

Born and raised to an adult at:  
4243 SE Alder St.  
Portland, Oregon

183000

**Moore-Love, Karla**

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**From:** Jeff Horne [mailto:jeffh@gmail.com]**Sent:** Monday, June 22, 2009 9:16 AM**To:** Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla**Subject:** Save 39th!

I'm writing to express my disapproval of renaming 39th to Caesar Chavez. In a time of economic hardship, it seems ridiculous to go to the expense of renaming a street, both out of the city's coffers and for businesses and individuals who need to change their correspondence to accomodate the change. Of the testimony I've heard in public forums such as neighborhood association meeting, I have not seen any support for this change, but have heard strong views expressed in opposition. And honestly, is it any honor to Caesar Chavez to have a street named after him? I would think Mr. Chavez would think the entire business rather absurd.

Please work to redirect our energies towards more important issues and save us all the effort of putting a stop to issues that make our lives more complicated and inconvenienced.

Thank you,

Jeff Horne  
2936 SE Tibbetts St.  
97202

6/22/2009

183000

**Moore-Love, Karla**

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**From:** Tony Yazzolino [ayazzolino@hotmail.com]  
**Sent:** Sunday, June 21, 2009 2:58 PM  
**To:** Moore-Love, Karla  
**Subject:** Opposing Cesar Chavez renaming

As a life long city of Portland resident and current resident of Grant Park in NE Portland I would like to communicate my opposition to the proposed change of 39th Ave to César Chavez Blvd for 3 key reasons:

First, Historical Value: The city is built on a grid with numbered streets heading east. Key streets assist navigation and situational awareness within the city. These include 39th, 82nd, 122nd, and 182nd as critical geographic markers within the city. Any change will have significant financial impact on a large number of individuals and businesses on the street as well as those in nearby neighborhoods.

Second, Continuity and tradition: 39th is a major thoroughfare, geographic marker, and significant street in Portland. 39th has stood as a border street to many of Portland's historic neighborhoods, including East Moreland, Laurelhurst, Ladd's Addition, and many more. There's something to be said about keeping things they way they are simply for the sake of tradition.

Last and most important, It's simply not appropriate: Naming something for Chavez is right, but changing a long time significant street because a group gathered 2500 signatures is not appropriate. **There is no latino, farming, union, or other historical or cultural link to 39th Ave.** The financial impacts to those affected citizens and businesses alone should outweigh this decision. The rush to appease a small, vocal group should not cause the council to set aside reason, tradition, and enormous expense and effort required to address a major street renaming.

With all the new building and growth the city is experiencing there are limitless things that could be named in honor of Mr Chavez where there would be no impact on the city. I understand the supporters want something of significance, in which case let me suggest a bridge, park, or farmer's market that would be a tribute to the individuals ability to support migrant workers and build bridges between groups.

**Please the the time to think this process through and make the right choice. Polls show the neighborhood is 9-1 opposed to the re-naming, every neighborhood association along 39th has opposed the re-naming. DO THE RIGHT THING!**

Tony Yazzolino  
3434 NE Knott  
Portland, OR 97212

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**Moore-Love, Karla**

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**From:** Timothy Heath [theath@spiritone.com]  
**Sent:** Sunday, June 21, 2009 1:51 PM  
**To:** Moore-Love, Karla  
**Cc:** Adams, Sam; Commissioner Fish; Leonard, Randy; Dsaltzman@CI.Portland.or.us; Commissioner Fritz  
**Subject:** 39th street renaming

We urge the City Council to take the courageous step and vote no on the renaming of 39th. A yes vote would not just be a simple approval for a street name change, but ultimately be an approval for the entire flawed process which has become a cauldron of divisiveness and anger among fellow Portlanders. The interests of the Hispanic community have been pitted against the people who are most affected by this potential change, namely those who actually live, work, or own property on 39th. On top of this, ugly innuendos of racism and bias cast shadows on well intentioned people on both sides of the issue in a way that is unnecessary and unwarranted for a city as diverse and encompassing as Portland. By voting no now, the city council can stop further turmoil caused by the 39th street renaming and future similar reactions which will surely happen when other streets are entered into this renaming process.

The entire concept of renaming streets should be reconsidered. Surely there are far better ways to honor individuals than to change long standing street names and cause community factions to tear at each other. Also in these hard economic times, monies spent on the physical costs of resignage could have a much more positive effect by funding public health, job development, food and housing needs. Livable wages, safe, and dignified working conditions are what Chavez stood for. Develop a community center, health center, food bank, in his name, something vital and living, not painted letters on a corner post.

Please vote no on changing 39th street.

Timothy and Donna Heath  
39th street residents

183000

**Moore-Love, Karla**

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**From:** Dave Douglas [clandoug@comcast.net]  
**Sent:** Sunday, June 21, 2009 11:23 AM  
**To:** Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla  
**Cc:** clandoug@yahoo.com; cyclechar@gmail.com  
**Subject:** an idea to resolve the Chavez rename issue

Here's my idea: let's rename "Ross Island Bridge" to "Cesar Chavez Bridge". No businesses need change their addresses. Just change a few signs. It's a bridge - a metaphore - Cesar would have liked it. All in favor?

-Dave Douglas

6/22/2009

183000

**Moore-Love, Karla**

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**From:** Carla Gemmet [crgemmet@comcast.net]  
**Sent:** Saturday, June 20, 2009 9:57 PM  
**To:** Moore-Love, Karla  
**Subject:** 39th ave name change

I am against the renaming of 39<sup>th</sup> ave. There are so many new developments around the city that need a name; why try to push something that is so unpopular. How about the new stadium or new interstate bridge?

6/22/2009

**Moore-Love, Karla**

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**From:** Izzy Lefebvre [izzylefebvre@me.com]  
**Sent:** Saturday, June 20, 2009 6:10 PM  
**To:** Moore-Love, Karla  
**Subject:** No to C. Chavez

Please note that this citizen of Portland is NOT in support of  
renaming 39th Ave to Cesar Chavez B



183000

**Moore-Love, Karla**

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**From:** the lefebvres [kizzles@hotmail.com]  
**Sent:** Saturday, June 20, 2009 7:12 AM  
**To:** Moore-Love, Karla  
**Subject:** NO to C. Chavez Street

Please note that this citizen is not in support of renaming 39th Ave to Cesar Chavez street.

Thank you for considering my opinion.

Sincerely,  
Kathleen Lefebvre  
1817 SE 49th Ave  
Portland, OR 97215

6/22/2009

183000

**Moore-Love, Karla**

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**From:** Scott Mills [bookguypdx@yahoo.com]  
**Sent:** Friday, June 19, 2009 9:41 PM  
**To:** Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla  
**Subject:** Vote NO on renaming 39th Avenue

Dear Commissioners and Mayor:

I live on NE 39<sup>th</sup> Ave, and I have for 8 years. I do not mean any disrespect towards Cesar E. Chavez, but I do not want to continue to live on 39<sup>th</sup> Ave. It is not easy to change addresses, especially if you haven't moved. My parents lived in the same house for 35 years, and have five different addresses, including a city change. It caused a great deal of trouble and cost money to change the address on everything. Who is going to cover those costs for all the residence and businesses?

If you want to honor Mr. Chavez, pick a new street or a park or bridge, not a busy, vibrant street with a long history.

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

Respectfully submitted

Scott Mills  
5535 NE 39th Ave  
Portland, OR 97211

6/22/2009

183000

**Moore-Love, Karla**

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**From:** Adrian Klein [adrian@adrianklein.com]  
**Sent:** Friday, June 19, 2009 8:25 PM  
**To:** Moore-Love, Karla  
**Subject:** No Name Change for 39th Ave

I was advised to send my concerns over the 39th Ave name change to this email, please let me know if that is not correct. Thanks.

\*\*\*\*\*

Portland City Leaders,

I am writing this email to let you know my disagreement regarding the proposed name change of 39th Ave to Cesar Chavez. Although I don't live on 39th I live very near by and this change greatly concerns me for several reasons. One, is that a change this significant covering such a large street and populous should be given to the citizens as a vote. If it's voted in by the people of Multnomah County (doubtful) then although I would still disagree I would feel better about it. Two, this is a financial impact and paper work inconvenience for anyone living right on and possibly even near by 39th. I think this is an unreasonable change to these folks, many whom I would guess if you ask will disagree with it. Three, this change costs money to the city for signs, mapping and more, and I feel the money should be spent on any number of real issues we have today. We have high unemployment, a weak housing market, sky rocketing health care, school budget short falls, cuts in beneficial social services and we are looking at investing the money to change 39th Ave to another name. This I do not understand in the least. Personally I am against changing any street name that exists already, regardless if the street has significant historical value or not. Dedicating a place or street should be considered on new streets, new parks, etc. I think Chavez had a significant impact on many lives in a positive way and deserves to be remembered but not by changing the name of 39th Ave.

Thanks for listening and I trust you will make the right decision to not allow this change to move forward.

Sincerely,

Adrian Klein

Adrian Klein Photography

<http://adrianklein.com>

<http://nwphototours.com>

<http://adriankleinphoto.blogspot.com>

503-310-0439

Member: PPO, PPA



No trees were killed in the sending of this message. However a large number of electrons were terribly inconvenienced.

6/22/2009

183000

**Moore-Love, Karla**

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**From:** Terry McGettigan [tmcgett@comcast.net]

**Sent:** Friday, June 19, 2009 1:43 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.

Instead of renaming streets every time some group wants to honor a leader, why not create a walk of fame in Water Front Park. A statue or bust of the honored person could be placed there at the expense of the individuals who request the honor. On anniversaries, birthdays, or special occasions a ceremony could be held honoring that individual in a public place, the park. This would be less controversial and less costly than renaming streets every few years at tax payer's expense. Money could be better used.

Respectfully submitted

Terry McGettigan

6/22/2009

**Moore-Love, Karla**

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**From:** TMKDC@aol.com  
**Sent:** Friday, June 19, 2009 1:11 PM  
**To:** Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla  
**Subject:** Vote NO on renaming 39th Ave

Dear Commissioner:

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

I have not heard one good reason why it should be renamed. "Just because" a small group of individual want to do this is not sufficient. Do any of these people live or work on this street?? It is totally offensive to me that you seem to have absolutely no regard for the opinions of those that do live and work in this neighborhood. And we do NOT want the name changed at all.

Respectfully submitted

Theresa King

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183000

**Moore-Love, Karla**

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**From:** Mary Lemkuil [verymaryl@yahoo.com]  
**Sent:** Friday, June 19, 2009 11:33 AM  
**To:** Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla  
**Cc:** tommiller@ci.portland.or.us; Chase, Sam; Bizeau, Tom; Kovatch, Ty; Finn, Brendan  
**Subject:** Renaming process is not a very good process

Dear Commissioner:

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

As a principle, I do not advocate the renaming of any street by the Council using the current process. The process currently in use does not respect the rights of the people living and working on any given street or the surrounding area.

Please stop renaming streets and more importantly stop wasting your time. Really, this is about as silly as the getting Baseball/Soccer Leagues to come to Portland. Really, it is almost ridiculous what the council decides is important.

Respectfully submitted

Ms. Riley (NE Portland)

6/22/2009

183000

**Moore-Love, Karla**

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**From:** rose\_account [rose\_account@ROSECDC.org]  
**Sent:** Friday, June 19, 2009 10:38 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.

As a mexican-american I want Cesar Chavez to be honored, but not in such a fickle, expensive and controversial manner.

I much prefer he be honored by naming a bridge after him. Or, a city/state owned building, especially one connected to labor issues. Many other ideas have been proposed instead of any street renaming.

Please use common sense and vote NO on renaming 39th avenue.

Respectfully submitted

carolyn thurman

6/22/2009

183000

**Moore-Love, Karla**

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**From:** Jenna Amundson [sassyspunkyone@hotmail.com]  
**Sent:** Friday, June 19, 2009 9:03 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. I have such fond memories of 39th..I grew up in that area, went to Grant High School, and my parents lived there for almost 20 years. I cannot understand why re-naming the street after Cesar Chavez seems like a good idea. It makes absolutely no sense to me. I agree with other people's ideas that perhaps a bridge or a park, or something that is new to be named, but not this old Portland street. Leave it be, and put our money and your time to better use. This seems an incredibly frivolous attempt at such a time as this. Respectfully submitted.

Jenna Amundson

6/22/2009



183000

**Moore-Love, Karla**

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**From:** Beth Leverich [Beth.Leverich@PioneerPacific.EDU]  
**Sent:** Friday, June 19, 2009 9:01 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. I grew up just off 39<sup>th</sup> and Lincoln and am so fond of that whole neighborhood. Maybe we can find another way to honor the work of Mr. Chavez without renaming a street. Why not a statue, public work of art or other memorial for the work that he has done? This might be a better way to honor Mr. Chavez and also give some history about the progress he made with the civil rights movement. A street name will be just that, a name. I will be very disappointed to have 39<sup>th</sup> renamed and also think it will be confusing for many Portlanders. Please consider another way to honor Mr. Chavez. Thank you for considering my opinion.

Respectfully submitted,

Elizabeth Leverich

Portlander for 29 years

Resident of 3971 SE Lincoln for 22 of those years.

183000

**Moore-Love, Karla**

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**From:** penny krueger [pkrueger@hotmail.com]  
**Sent:** Friday, June 19, 2009 8:56 AM  
**To:** Moore-Love, Karla  
**Subject:** Honoring Chavez

I don't know who to send this email to, so hopefully you will forward it correctly.

The Portland area has several world renown sculptors. Mike Maiden in Sandy just recently completed a heroic sized piece for the aircraft carrier George HW Bush. Perhaps the committee should revisit the entire street naming idea and seek a method which helps the local economy and is permanent. Bronze sculptures have historically been the best method to lastingly honor someone. An heroic size sculpture could be placed in a park. A park is perfect for holding group picnics or other events to honor the person. An heroic size sculpture could also go in front of a library or along the water front.

Surly there is a more permanent way to honor someone than naming a street. Even when cities disappear to dust, bronze sculptures remain.

Good Luck,  
Penny Krueger

[www.billkrueger.net](http://www.billkrueger.net)

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6/22/2009

183000

**Moore-Love, Karla**

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**From:** Montmorency, Nicole [Nicole.Montmorency@providence.org]  
**Sent:** Friday, June 19, 2009 8:06 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. I think a more fitting tribute to Cesar E. Chavez would be a monument in his honor at the PSU Farmers Market. As you know he was an activist for Farmers and Immigrants rights. I strongly urge you to consider this request. I think re-naming 39th street puts a financial burden on all the business owners on this street. Thank you for your consideration in this matter.

Respectfully submitted,

Nicole Montmorency  
4544 NE 39th Ave.  
Portland, OR 97211

**DISCLAIMER:**

This message is intended for the sole use of the addressee, and may contain information that is privileged, confidential and exempt from disclosure under applicable law. If you are not the addressee you are hereby notified that you may not use, copy, disclose, or distribute to anyone the message or any information contained in the message. If you have received this message in error, please immediately advise the sender by reply email and delete this message.

183000

**Moore-Love, Karla**

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**From:** ANGEL137272397@aol.com  
**Sent:** Thursday, June 18, 2009 11:31 PM  
**To:** Moore-Love, Karla  
**Subject:** 39th ave should stay as 39th ave!

Hello!

Please do not change 39th Ave to Cesar Chavez Blvd. Not only is this financially burdening to businesses and homes along 39th Ave. There are parks that you can name after Mr Chavez, or a fountain or a building. This would cost less, and be a standing monument to him. How about a statue?

Please reconsider this, I grew up in this area and 39th Ave should stay as 39th!!!

Sincerely Yours  
Shannon and Roger Tebbetts'  
Lorelei Apartments Manager  
4232 SE 39th Ave.  
Portland Ore 97202

503 236 0076

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Dell Inspiron 15: Now starting at \$349

**Moore-Love, Karla**

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**From:** Darren Naylor [darren\_naylor@yahoo.com]  
**Sent:** Thursday, June 18, 2009 11:00 PM  
**To:** Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla  
**Subject:** Vote NO on renaming 39th Avenue

Dear Commissioner:

I am writing to express my opposition to the renaming of historic 39th ave.

I would like to remind you that the residents of 39th ave (the people directly affected by this change), have indicated overwhelmingly that they are opposed to it.

What gives you the moral authority to overrule the wishes of the residents?

Not only is this a flagrant waste of taxpayer's money during a time of recession, but it also directly affects the pocket books of the residents both in terms of time and money.

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

Respectfully submitted

Darren Naylor  
2716 NE 39th AvePortland, OR 97212

183000

**Moore-Love, Karla**

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**From:** Kim McGair [kmcgair@msn.com]  
**Sent:** Thursday, June 18, 2009 8:53 PM  
**To:** Commissioner Fritz  
**Cc:** Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Saltzman; Moore-Love, Karla  
**Subject:** Re: Chavez Street Renaming Effort

Commissioner Fritz. Thank you for your response. I understand that the process was followed by the petitioners (it is, frankly, not that difficult of a process for petitioners to follow), but if you take a look at the process you'll see that it is flawed in a number of ways.

1. 2,500 signatures from other than the abutting property owners can dictate to, not only the vast majority of Portlanders, but to the neighborhoods affected. If you dig a little into the signature gathering, you'll notice that the petitioners struggled to get 2,500 signatures. They submitted two batches, the second of which was significantly flawed. The Code allowed residents as young as 16 to sign the petition. 16 year olds can't vote in state or federal elections, but they can decide what the street in my neighborhood is named? How can this be at all in line with representative democratic principles?

2. The Chavez Committee has been asked numerous times to meet with the affected neighborhoods to discuss alternatives and has refused. They won't show up to meetings. They won't listen to other ideas. This is not how Portland works. Portland has a vast system of neighborhood associations that you have championed, and yet none of them has been listened to. The Committee's refusal to meet with the neighborhoods shows a callous disregard for the views of the people who will be actually impacted by this street change. While there is lots of criticism of the people who oppose this change, what does it say that the people who want it won't sit down eye to eye with the people they are impacting and explain their reasoning. Portland believes in process and frank and honest communication. This process has been everything but that. It appears that the Chavez Committee doesn't think that they need to meet with the impacted neighborhoods because they think they have this vote locked up at City Hall and that it doesn't matter what the people actually impacted think. I hope they are wrong.

3. There are numerous arguments about the application of the Code to this particular process. Who signed the petition? What is a legal resident of Portland? Have 2,500 signatures been gathered to rename one street or three? Was there one application or three submitted, in violation of the Code? Isn't 39th Ave. "significant in its own right?" The Historical Review Panel thought it was. Does 39th Ave. terminate in Portland or Milwaukie? Ultimately, those are all easily dispensed with by the Council or the City Attorney. But each question that is raised, shows how dysfunctional the process is, and emphasizes how fixed it feels to the people along and near 39th Ave. No matter how much you want to talk about the process, the process is arbitrary.

4. Our elected officials should listen to the vast majority of their constituents when matters, such as this, don't deal with fundamental civil rights or equality. I don't feel that elected officials check their independent judgment at the door when elected, or have to take a poll for every expenditure of money. But when you have such a majority opposed to a plan not involving basic rights, and 88% of abutting property owners opposed, their voices should be given the greatest weight.

Ultimately, I ask you whether renaming 39th Ave. is "in the best interest of the City." I don't think it is. It creates a divide. It creates distrust of local government. It is not a serious issue that should be undertaken in these tough times. Dave Lister's editorial in today's Oregonian (Link unavailable) sums up how a lot of people in the City feel. You've shown courage on the Lents Park issue. Do the same here. Enough is enough.

There are a number of other great ways to name something in Mr. Chavez's honor (a park, a bridge, etc.) that would accomplish all of the good things that he stood for, and that Portland stands for. Renaming 39th or any other street is not the way. Chavez's own family has recognized that he would not want this shoved down people's throats. Other leaders in the Oregon Hispanic community have similarly recognized that this process has been terrible and the conduct of the Chavez Committee inexcusable and wholly inconsistent with what Chavez stood for. See [http://blog.oregonlive.com/myoregon/2009/02/cesar\\_chavez\\_and\\_the\\_crisis\\_of.html](http://blog.oregonlive.com/myoregon/2009/02/cesar_chavez_and_the_crisis_of.html)

While I think renaming should be done very rarely, it can be done successfully (Rosa Parks comes to mind). But, when the renaming is so opposed by the people who have to live with it, it doesn't make any sense and is not in the best interest of the City.

Please vote "no" on the renaming process. Forcing this upon the people of 39th who are so adamantly opposed to it goes against everything that you said you ran for office to do.

Kim McGair  
917 NE Hazelfern Pl.

**From:** [Commissioner Fritz](#)  
**Sent:** Saturday, June 13, 2009 10:45 PM  
**To:** 'Kim McGair'  
**Subject:** RE: Chavez Street Renaming Effort

Dear Kim,

Thank you for your message. I have not yet decided how I will vote on the proposed renaming. Your views are helping to inform my choices for the hearing on June 23 at 6 p.m. in City Hall. I would like to see respect for both those asking for the change, and those opposing it. The citizens making the request are given the right to do so in the Code, and a street renaming process is required in State law. Even in tough times, I believe it is important to honor the rules that apply to everyone, and to apply them as adopted. Others have been free to request the other names you suggest for honoring. The folks making this request have done the work and followed the process. It seems unreasonable that state law specifies a street renaming process, then many people demand that it not be used. The statute specifies that the Planning Commission makes a recommendation, then the elected officials vote, rather than a vote of the people or the affected property owners and residents determining the outcome.

I do recognize that many residents and businesses on and near 39th Avenue are strongly opposed, and that will weigh into my decision. My responsibility is to honor the laws of Oregon and the City of Portland, and to consider the long term public good.

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

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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.

Sincerely,

Amanda Fritz  
Commissioner, City of Portland

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**From:** Kim McGair [mailto:kmcgair@msn.com]

**Sent:** Monday, April 20, 2009 9:30 PM

**To:** Street Renaming; Hamilton, Joan; Adams, Sam; Commissioner Fritz; nick@ci.portland.or.us; randy@ci.portland.or.us; dsaltzman@ci.portland.or.us

**Subject:** Chavez Street Renaming Effort

Hello. I live on Hazelfern Pl., just west of NE 39th Avenue. I am writing to express my strong opposition to the street renaming effort, especially as it pertains to NE 39th Avenue. I've summarized the basis of my opposition below:

**Opposition as to 39th In Particular:** One of the reasons that the East side is easy to drive around and accessible to residents and visitors alike is its numbered grid. Taking a numbered street that is as central to the inner east side as 39th and turning it into a named street will cause unnecessary confusion. While it seems like a little issue for people who don't live here, it is a big inconvenience for those of us that have been telling people where we live by referencing NE 39th for years or decades. We will lose all ability to do that if we now have to refer to Cesar Chavez street which no one will recognize or have any idea where it is. There is no precedent for renaming a numbered street like this. If we are to create new precedent, then we should do so for a figure that has some relationship to Portland (see more below on this issue).

**Opposition to Renaming Any Street After Chavez:** While I respect Mr. Chavez for what he accomplished, I respect hundreds of historic figures for what they have accomplished. But, that respect does not need to be demonstrated in the inconvenience and expense associated with **renaming** a street. What about Susan B. Anthony and numerous other leaders of the women's movement? What about our own Barbara Roberts? Harvey Milk? Where does it end? It is an unnecessary inconvenience and expense and we can't go around renaming streets constantly to appease various minority groups. Naming a new public park or other building is more than sufficient. How about the big new park at SoWA? Naming that park after Mr. Chavez will not disrupt the lives of ordinary Portlanders nor cause expense to businesses.

Most importantly, while he accomplished great things, Mr. Chavez has no connection whatsoever to this City. Taking the name of a historic street that serves as a point of reference and meaning to hundreds of thousands of Portlanders to honor a man who had nothing to do with this City is disrespectful of the people who actually live here, and through their tax dollars, energy and dedication have made this city the great place that it is.

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Finally, all of the polling that I've seen shows that Portlanders (and especially the impacted neighborhoods and business districts) overwhelmingly disapprove of the renaming of a street after Cesar Chavez. You, especially the Mayor and the Commissioners, are the representatives of the people. It is inconsistent with your position to implement this street renaming that is so overwhelmingly opposed by the people that you represent.

Please do not rename NE 39th Avenue Cesar Chavez Blvd.

Kim McGair  
917 NE Hazelfern Pl.  
Portland, OR 97232  
503-234-6634  
[kmcgair@msn.com](mailto:kmcgair@msn.com)

**Moore-Love, Karla**

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**From:** Jana Throckmorton [jana@caringcompanions.net]  
**Sent:** Thursday, June 18, 2009 6:46 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.

I have lived in Portland all of my living days. I love it here, and although I may not like some street names, it's ridiculous to re-name them after so many years of establishment.

Please, make a list of proposed names and name streets after these people on NEW streets in NEW developments. Everyone knows there are such places and there is NO good reason to take an old name, replace it with a new one! It's chaotic and crazy and makes no monetary sense either.

I respect that someone would like a street named after another. There could be a green space created, a plaque or even a tree named after these people. Let's consider other options than whole streets which run through much of the city.

Respectfully submitted,

Jana Throckmorton  
Resident of South Tabor Neighborhood  
Vice President of South Tabor  
Neighborhood Clean up committee organizer  
Small Business owner: Caring Companions  
Senior Services LLC

**Parsons, Susan**

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**From:** Mike Merrill [kmikeym@kmikeym.com]  
**Sent:** Thursday, June 18, 2009 10:45 AM  
**To:** Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla  
**Subject:** Vote NO on renaming 39th Avenue

Hello,

Please vote no on the proposal to rename 39th Ave.

-Mike Merrill  
N. Portland

**Parsons, Susan**

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**From:** Steve Sharp [steve@mediaPDX.com]  
**Sent:** Thursday, June 18, 2009 11:16 AM  
**To:** Commissioner Fish  
**Cc:** Adams, Sam; 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.

As one who admired and supported Caesar Chavez, I find it dismaying that the City Council is being bullied by a group who clearly doesn't appreciate why Chavez himself would have rejected this "honor".

Respectfully submitted,

Steve Sharp

Business owner and 39th Ave adjacent homeowner.

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**Parsons, Susan**

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**From:** Judi Martin [mothernatures@integra.net]  
**Sent:** Thursday, June 18, 2009 12:10 PM  
**To:** Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla  
**Subject:** Please vote NO on renaming 39th Avenue

Hello,

I am writing to encourage you to please vote no on the renaming of 39th.

One of the things I love about Portland is how easy it is to get around and find my way. When visitors come, it is a delight to be able to give simple directions.

I have a purely logistical reason for not wanting to change the name. 39th borders my home on one side. I also own a small business on 26th and SE Clinton St. EVERY time I give directions to my home or business, when I mention "Cesar Chavez Blvd", I will have to say that it is actually 39th. The streets are numbered. Clearly 39th comes after 38th. That is the logical way to give directions.

I have no objection to naming a street after Chavez, but could we name a "named" street after him? That would not interfere with the logical sequence of the numbered streets.

Thank you for your consideration.

Sincerely,

Judi Martin

Judi Martin  
Mother Nature's Earth Friendly Baby Products  
2627 SE Clinton St  
Portland, OR 97202  
503-230-7077 Phone/FAX

6/18/2009

**From:** Linda Naslund [tuju@pacifier.com]  
**Sent:** Thursday, June 18, 2009 12:13 AM  
**To:** Moore-Love, Karla  
**Subject:** Renaming of 39th Street

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To City Council Clerk:

I do NOT want 39th St. to be renamed for Mr. Chavez. It appears that about the only people who do want it renamed are those in the Hispanic community, who have been trying to force Portland to rename something after him. They should pick a community where the residents would LIKE to have a street named after him. Those of us in the Sunnyside and Laurelhurst neighborhoods have little, if any, connection to Mr. Chavez. I really find this offensive!

Linda Naslund  
4320 SE Salmon  
Portland, Oregon

**Parsons, Susan**

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**From:** Dieringer Properties, Inc. [Dieringerinc@integra.net]  
**Sent:** Thursday, June 18, 2009 1:36 PM  
**To:** Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla  
**Subject:** Vote NO on renaming 39th Avenue

Dear Commissioner:

We find it difficult to believe that the City Commissioners would ever want to vote 'yeh' for the renaming of 39th. It sure appears to alienate and not be considerate of those businesses that actually exist on 39th. From what we can tell, there is not much support from the 39th Ave business community. We would think that their input and support would be paramount for such a decision, or face the appearance of being anti-business to those who have been supporting the City and paying taxes all these years. It also puts an unnecessary financial burden on these businesses to have to change address, letter head, etc. 39th is an important "orientation" street and should remain so. It certainly appears that the City Counsel is looking to \*force \*the issue "sooner rather than later" to accommodate those that desire to honor C. Chavez. Instead, the Counsel should be patient to look for an appropriate opportunity to honor him without disrupting and alienating the public that is already in discord over the matter. There are certainly other opportunities that will arise to honor C. Chavez. Not to mention that the City would be wise to look at the financial aspects of such an order in the face of the current economy. There are certainly more pressing matters and more important issues that need the Commissioners attention at this time that would better assist the community at large with our tax dollars.

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

Respectfully submitted,

Eugene Dieringer  
President  
Dieirnger's Properties, Inc.  
Owner of Woodstock Shopping Center (SE 44th & Woodstock)

**Parsons, Susan**

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**From:** Helena Carlson [carlsonh@earthlink.net]  
**Sent:** Thursday, June 18, 2009 4:28 PM  
**To:** Moore-Love, Karla  
**Subject:** Renaming 39th

Dear City Council

I live on 39th Avenue and own my own home. I have lived here for over 30 years.

I am very much in favor of renaming the Avenue.

It so boring to to have just 39th as an address. It would be alright if it was in New York where they have that tradition.

Please let us honor a very great man, Cesar Chavez. He worked so hard to get basic rights for the poorest people. He was honest and brave.

It is about time that we name a Blvd. after him.

As a psychologist I think it is time we provide some recognition for our growing Hispanic population. Like the Irish immigrants before them, they do the most menial, low paid and dangerous jobs. I know this because my father was an Irish illegal emigrant who died young in the construction trade in New York. Their children need a role model like Chavez, indeed we all do.

Yours sincerely,

Helena M. Carlson, Ph.D.  
503-774-2513  
6126 S,E, 39th Avenue  
Portland, OR. 97202



**Parsons, Susan**

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**From:** P C [everett305@hotmail.com]  
**Sent:** Thursday, June 18, 2009 7:47 AM  
**To:** Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla  
**Subject:** 39th

Hello -

I honestly don't care what you do with/to 39th Avenue, but it's becoming increasingly clear to me that all or some of you owe someone, in the Latino community presumably, some sort of favor. Your refusal to let this issue die is laughable. Please know that I am a huge supporter of Portland and our involvement in local government. I have voted for all of you (although I will not in the future) and also voted for tax increases to help those less fortunate than me (again, I will not do that in the future either). Your heavy-handed approach to this matter is shocking. More shocking, and more scary, in my opinion, is the way you have all managed to turn this into a racial issue. If you're against this for any reason, you're branded a racist. You're dividing people in a time when we could all really use some unity.

Above and beyond all these considerations, however, is the fact that Portland is suffering from a serious case of economic instability. Are you aware of that? Are you aware that many people in this city cannot find gainful employment? Are you aware of the fact that many people in this city cannot afford healthcare? Are you aware that many people in this city are losing their homes due to financial hardship? If you are aware of these factors, how on earth can you possibly justify spending your time, energy and public funds 'debating' changing the name of a street? I'd love to see some national media outlet come to town and do a piece on how the city with one of the highest unemployment rates in the country deals with economic challenges. That would be right up there with the footage of the mayor knocking on the door of city hall after his card key was deactivated. Wow.

One more thing: I read a statement from one of you - I'm not sure which one, and it really doesn't matter - that during your upcoming 'hearing' on this issue, you'll be looking for quality of statements as well as quantity. WTF? Is this now a beauty contest of some sort? For years and years, I've cringed at the conservative side's battle cry regarding the arrogance of government officials. Thank you so much for giving that point of view credibility!

Please feel free to ignore my e-mail. I look forward to volunteering for the campaigns of those who run against you next time around. Hopefully someone who is Latino will run. Electing members of minorities to public office - NOT renaming streets - is how we can really show support for the Latino community.

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**Parsons, Susan**

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**From:** Georgelvan Smith [georgeivansmith@gmail.com]  
**Sent:** Thursday, June 18, 2009 12:20 AM  
**To:** Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla  
**Cc:** tommiller@ci.portland.or.us; Chase, Sam; Bizeau, Tom; Kovatch, Ty; Finn, Brendan  
**Subject:** Vote NO on renaming 39th Avenue

Dear Commissioner:

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

The city sent notices of the proposal to all addresses along this street, but there is no report showing that any occupants have supported the change.

This is a classic example of setting up a process to justify making significant changes demanded by a group that will not be affected by the economic results.

It is sad to see the Council capitulate to the demands of a group who clearly don't understand why Caesar Chavez would have declined the "honor."

Respectfully submitted

George Ivan Smith  
503-284-9829  
[georgeivansmith@gmail.com](mailto:georgeivansmith@gmail.com)

6/18/2009

**Parsons, Susan**

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**From:** Sam Storicks [me@expurgate.nu]  
**Sent:** Wednesday, June 17, 2009 5:10 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

**From:** Jeremy Towsey-French [jtfrench@kavi.com]  
**Sent:** Thursday, June 18, 2009 9:19 AM  
**To:** Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla  
**Subject:** Tuesday's vote on Chavez Blvd.

Hello Commissioners,

I am a resident of Portland and own (and reside in) a home less than 1/2 block from NE 39th Ave. Today I published a piece outlining some of the less-discussed and more profound arguments against renaming 39th Ave. for the late Cesar E. Chavez. I would like to ask for your consideration in reviewing this article prior to making your judgment this coming Tuesday:

<http://ourpdx.com/2009/06/street-of-dreams/>

To reiterate and summarize my opinion: the arguments presented by proponents for renaming a Portland street have all centered around one central premise: renaming a major Portland city street will both commemorate and memorialize the workers rights leader, raising awareness of his contributions to society for generations of Latinos and non-Latinos alike. I do not disagree with the relevance of this goal. What I disagree with is the vehicle for achieving this goal, which seems misguided.

I hope you find the arguments I present in the above-referenced article to be as compelling to you as they are to me. I ask that you please consider voting against this proposal to rename 39th Ave. to Cesar E. Chavez Blvd.

Thank you,  
Jeremy Towsey-French  
4005 NE Multnomah St.