

Dean Zellman
2306 Brooklyn Ave.
Los Angeles, CA 90033
Tel: 213 261-2119

The Honorable Rita Walters
Room 260
200 N. Spring Street
Los Angeles, CA 90012

August 18, 1993

Dear Councilmember Walters,

I represent the merchants and residents of Los Angeles whom oppose the changing of Brooklyn Ave. to Avenida Cesar Chavez.

Today, I presented to the city engineer over one thousand (1,000) signatures protesting the name change. While there, Mr Yamanichi informed me that a public hearing is scheduled for September 16, 1993. City representatives proposing the name change decided on this date.

September 16th is Mexican Independence Day. This causes two problems:

1. A public hearing on this date would result in a low turnout. Resident in this area are primarily of Mexican origin and will be spending the day celebrating. Merchants will not want to attend in fear of losing business.

2. Those attending the public meeting will be more supportive of a street named after a Hispanic on Mexican Independence Day. Preserving the history of three generations of Jews, Italians, Russians, Mexican-Americans, Japanese, Armenians and many other ethnic cultures will become secondary. This date causes a definite conflict of interest.

Holding a public hearing on this date would be unjust to the thousands of residents and merchants defiantly opposed to the name change. A meeting on this day makes as much sense as Japanese appreciation Day on December 7. (attack on Pearl Harbor).

We urge you to change the public hearing to a more appropriate date.

Thank you.

Sincerely,

Dean Zellman
copies sent to Richard Alarcon and Jackie Goldberg

The recent decision by the City council to approve the changing of Brooklyn Avenue to Avenida de Cesar Chavez is unjust.

The merchants and residents were not informed of their councilman's intentions. I am sure Councilman Mike Hernandez and Richard Alatorre's sincerity of honoring Cesar Chavez is valid, however the historical ties of Brooklyn Avenue to our city are undeniable.

The erasing of Brooklyn Avenue fails to recognize the contributions of several generations of immigrants who grew up in this eastside community of Boyle Heights. To remove this part of their heritage is unfair.

Although the many contributions of Cesar Chavez deserve recognition, this recognition should not require the obliteration of a cultural landmark to generations of immigrant Americans, including Hispanics. To enact this ordinance without the consultation of the community is unconscionable.

To assume that all Hispanics would agree to this name change is presumptuous. Their history on and around Brooklyn Ave is as important as all others whom have lived here.

We oppose the changing of Brooklyn Avenue to Avenida de Cesar Chavez.

Nosotros no aceptamos que se cambie el nombre de Brooklyn Ave por Avenida Cesar Chavez.

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