

FOR IMMEDIATE RELEASE

Tuesday, April 21, 2026

City of San Diego Renames March 31 Holiday as ‘Farmworkers Day’

CITY COUNCIL ALSO APPROVES STREET RENAMING TO ‘CHICANO PARK BOULEVARD’ IN BARRIO LOGAN FOLLOWING COMMUNITY ENGAGEMENT PROCESS

SAN DIEGO – In two separate actions today, the San Diego City Council officially removed the Cesar Chavez name from a City holiday and a street in Barrio Logan. The City Council approved an amendment to the San Diego Municipal Code to rename the March 31 holiday to Farmworkers Day. Additionally, Cesar E. Chavez Parkway, located in Barrio Logan, has been renamed Chicano Park Boulevard. The change honors the legacy of farmworker-rights activism and the Chicano movement.

This comes as Mayor Todd Gloria issued an executive order on March 20 directing City departments to complete a comprehensive effort to remove references to Cesar Chavez from City programs, facilities and public assets. The order followed news reports detailing serious allegations of abuse by Cesar Chavez and affirms the City of San Diego’s support for survivors who have come forward. It outlines a series of actions ensuring City assets reflect values of justice and dignity.

“The farmworkers movement was a foundational part of the Chicano Movement, rooted in the fight for dignity and justice for workers across California and beyond,” said Mayor Todd Gloria. **“In San Diego, that legacy is reflected in Barrio Logan and Chicano Park, which remain enduring symbols of community identity and cultural history. This renaming of the City Holiday, as well as Cesar Chavez Parkway to Chicano Park Boulevard, reflects that history and ensures our civic assets align with our values.”**

Community engagement was a key part of the process for naming Chicano Park Boulevard. Over the past month, several community meetings were held to inform stakeholders and gather input. The Barrio Logan Community Planning Group, Barrio Logan Association and Chicano Park Steering Committee all expressed support for the proposed renaming. Nearby property owners were notified, and staff also conducted in-person outreach with owners and tenants.

A process is currently underway to update the official name of the San Ysidro Larsen Field Community Center, which was previously called the Cesar Chavez Community Center. The name change is reflected on the City's website and many of the building signs have been removed or updated.

The City Council and Mayor's Office will continue to inventory all public-facing references to Cesar Chavez to take appropriate and necessary actions to remove his name.



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