

FOR IMMEDIATE RELEASE

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City of San Diego Installs ‘Chicano Park Boulevard’ Street Signs in Barrio Logan

NEW STREET NAME WAS APPROVED THROUGH COMMUNITY AND STAKEHOLDER INPUT AND CITY COUNCIL REVIEW

SAN DIEGO – Signs officially identifying Chicano Park Boulevard in Barrio Logan were installed today, marking the conclusion of a community-led process to rename the street formerly called Cesar E. Chavez Parkway. The change honors the legacy of farmworker-rights activism and the Chicano movement.

City Transportation Department crews completed the street sign installations. In planning for the new signs, the City of San Diego coordinated with Caltrans to ensure freeway signage would be updated at the same time.

"Street names help tell the story of our city," said Mayor Todd Gloria. **"By renaming this roadway Chicano Park Boulevard, we are recognizing a place that represents the history, culture, resilience, and pride of Barrio Logan. I'm grateful to the community members whose voices helped shape this decision and ensure the name reflects the neighborhood it serves."**

The street name change comes after Mayor 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 Chavez and affirms the City of San Diego's support for survivors who have come forward.

Community engagement was a key part of the process for naming Chicano Park Boulevard. 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.

In addition to the street renaming, the City of San Diego [has renamed the March 31 holiday](#) to Farmworkers Day and updated the official name of the San Ysidro Larsen Field Community Center, which was previously called the Cesar Chavez Community Center.



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