

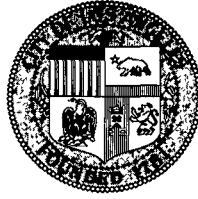
J. MICHAEL CAREY
City Clerk

FRANK T. MARTINEZ
Executive Officer

When making inquiries
relative to this matter
refer to File No.

02-2813

CITY OF LOS ANGELES
CALIFORNIA



JAMES K. HAHN
MAYOR

Office of the
CITY CLERK
Council and Public Services
Room 395, City Hall
Los Angeles, CA 90012
Council File Information - (213) 978-1048
General Information - (213) 978-1133
Fax: (213) 978-1040

HELEN GINSBURG
Chief, Council and Public Services Division

PLACE IN FILES

APR 22 2003

DEPUTY *vm*

April 11, 2003

Honorable James Hahn, Mayor
Councilmember Perry
Councilmember LaBonge
All City Departments

RE: DISCONTINUING THE USE OF THE TERM "SOUTH CENTRAL LOS ANGELES" ON ALL
CITY DOCUMENTS

At the meeting of the Council held APRIL 9, 2003, the following action
was taken:

Attached report adopted.....	_____ X _____
Mayor approved.....	_____
FORTHWITH.....	_____
Mayor concurred	_____
To the Mayor FORTHWITH	_____
Ordinance adopted.....	_____
Ordinance number.....	_____
Publication date.....	_____
Effective date.....	_____

J. Michael Carey

City Clerk
vdw

steno\022813

FF 4/22/03



9

EDUCATION & NEIGHBORHOODS COMMITTEE

~~Report~~ Communication for Signature

Council File Number 0 J - 2813

Committee Meeting Date 4/1/03

Council Date 4/9/03

COMMITTEE MEMBER	YES	NO	ABSENT
COUNCILMEMBER HAHN, CHAIR	✓		
COUNCILMEMBER PADILLA	✓		
COUNCILMEMBER LaBONGE	✓		

Remarks Discontinuing the use of "South Central Los Angeles" on City documents.

Lauraine Braithwaite, Legislative Assistant ★★★ Telephone 213-978-1075

TO THE COUNCIL OF THE
CITY OF LOS ANGELES

Your EDUCATION AND NEIGHBORHOODS COMMITTEE

reports as follows:

	<u>Yes</u>	<u>No</u>
Public Comments	<u>XX</u>	_____

EDUCATION AND NEIGHBORHOODS COMMITTEE REPORT relative to discontinuing the use of the term "South Central Los Angeles" on all City documents.

Recommendation for Council action, pursuant to Motion (Perry - LaBonge):

REQUEST all City departments to discontinue the use of the term "South Central Los Angeles" on all City documents and replace this phrase with the term "South Los Angeles" as documents are updated and printed.

Fiscal Impact Statement: Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Summary:

At the April 1, 2003 meeting of the Education and Neighborhoods Committee, the Committee considered Motion (Perry - LaBonge) relative to discontinuing the use of the term "South Central Los Angeles" on all City documents. The Committee recommended adoption of the Motion.

During the Committee's discussion, a Council District (CD) 9 representative reported that the term South Central Los Angeles stems from the term South Central Avenue. As a geographical term, South Central Los Angeles has shifted around as the African - American community has moved west. The term South Central Los Angeles now indicates a neighborhood of any kind where the African community tends to congregate. The CD 9 representative stated that it is a disservice not only to the term South Central, which was the hub of the African - American community in CD 9 for many years, but it implies that any area in the City of Los Angeles, regardless of where it is, where a number of African - Americans congregate, is stamped South Central. He further stated that as African -

Americans have continued to move north and west, the term South Central has followed that community into West Adams and other areas of the City where the term South Central is not appropriate.

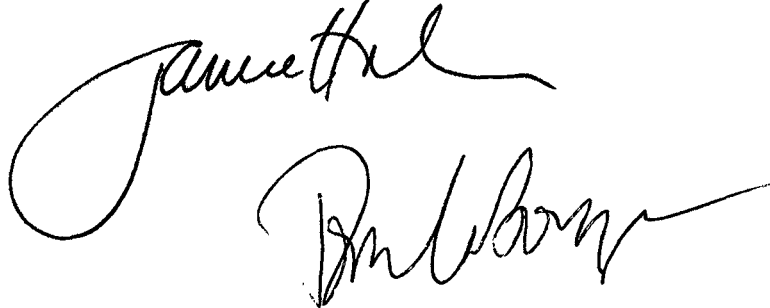
A representative from the Planning Department stated that there is a South Central Community Plan, but changing the name of the Community Plan would not affect the Plan boundaries. He stated that the Planning Department had no objection to the name change. The Planning Department representative additionally state that there is the South Central Alcohol Beverage Ordinance which affects more than just the South Central Community Plan area. He stated that an Ordinance would most likely be necessary to change the Ordinance name.

Chair Hahn expressed support of the Motion. Ms. Hahn stated that this name change is supported by many community members who have said that the term South Central Los Angeles has a negative connotation. Ms. Hahn also stated that the media seems to use the term particularly when reporting negative events occurring in completely different Los Angeles communities and thereby lumping the various communities together as South Central Los Angeles. Ms. Hahn stated that communities want and deserve respect and if a term or name gives a negative connotation, it should not be used.

At its meeting of April 1, 2003, the Education and Neighborhoods committee recommended adoption of Motion (Perry - LaBonge) relative to requesting all City departments to discontinue the use of the term "South Central Los Angeles" on all City documents and replace this phrase with the term "South Los Angeles" as documents are updated and printed. This matter is now forwarded to the Council for its consideration.

Respectfully submitted,

EDUCATION AND NEIGHBORHOODS COMMITTEE



LB
#022813
4/2/03
CD 9

REPT.
ADOPTED

APR 09 2003

LOS ANGELES CITY COUNCIL

COUNCIL VOTE

Apr 9, 2003 11:29:33 AM, #9

ITEM NO. (9)

Voting on Item(s): 9

Roll Call

BERNSON	Absent
GALANTER	Yes
*GARCETTI	Yes
GREUEL	Yes
HAHN	Yes
HOLDEN	Yes
LABONGE	Yes
MISCIKOWSKI	Yes
PACHECO	Yes
PARKS	Yes
PERRY	Yes
REYES	Yes
WEISS	Yes
ZINE	Yes
PADILLA	Yes

Present: 14, Yes: 14 No: 0

CITY OF LOS ANGELES SPEAKER CARD

Date 8-4-03

Council File No., Agenda Item, or Case No. #9

I wish to speak before the CA CIVIL Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? [X] For proposal () Against proposal () General comments

Name: NAJEE AII

Business or Organization Affiliation: PROJECT ISLAMIC HOPE

Address: P.O. BOX 43-A12 LA CA 90043 Street City State Zip

Business phone: Representing:

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW: []

Client Name: Phone #:

Client Address: Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

CITY OF LOS ANGELES SPEAKER CARD

Date

Council File No., Agenda Item, or Case No.
9

I wish to speak before the _____
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? () For proposal
() Against proposal
() General comments

Name: CAROL BRESNER

Business or Organization Affiliation: 1-800-UNITED US

Address: 3717 S. LA S ANGELES CA 90016
Street City State Zip

Business phone: 323-292-5729 Representing: BOB MESSER

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Client Name: _____ Phone #: _____

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Street City State Zip

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CITY OF LOS ANGELES SPEAKER CARD

Date 4/1/03

Council File No., Agenda Item, or Case No. 02-2813 ITEM 2

I wish to speak before the ERN Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? (X) For proposal () Against proposal () General comments

Name: JIM MERQUISTON

Business or Organization Affiliation: EHCA

Address: 6212 YUCCA ST LA CA 90028-5223

Business phone: 323-464-6792 Representing: EHCA

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Client Name: Phone #:

Client Address: Street City State Zip

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CIT. OF LOS ANGELES SPEAKER CARD

2

Date
5-1-03

Council File No., Agenda Item, or Case No.
02-2813

I wish to speak before the NEIGHBORHOODS
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? For proposal
 Against proposal
Name: NAJEE ALI General comments

Business or Organization Affiliation: _____

Address: P.O. Box 43412 CA CA 90043
Street City State Zip

Business phone: _____ Representing: SEIK

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW:

Client Name: _____ Phone #: _____

Client Address: _____
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

CITY OF LOS ANGELES SPEAKER CARD

2

Date

04/01/03

Council File No., Agenda Item, or Case No.

02-2813

I wish to speak before the EDUCATION & NEIGHBORHOODS
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? For proposal
 Against proposal
 General comments

Name: Debra Ann Johnson

Business or Organization Affiliation: VERMONT SQ NEIGHBORHOOD ASS

Address: _____
Street City State Zip

Business phone: _____ Representing: _____

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW:

Client Name: _____ Phone #: _____

Client Address: _____
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

MOTION

EDUCATION & NEIGHBORHOODS

DEC 18 2002

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At the turn of the 20th Century, African-Americans migrated from various parts of the United States to the City of Los Angeles seeking employment opportunities and a better quality of life. There was a time period in which residential restrictions allowed people of color to live in only certain areas of the City. As a result, South Central Avenue evolved into a well known street that African-Americans congregated for various reasons. In this area of the City a large number of African-Americans lived and shopped. During this period in time, South Central Avenue became known as "South Central."

At one point South Central Avenue was host to the African-American experience. Many African-American men worked as blacksmiths, barbers, cooks, handymen, teamsters and pullman porters; the women labored as domestic servants or practical nurses. A few African-Americans owned and operated restaurants, barber and beauty shops, and night clubs on South Central Avenue. Also, there was an increase in the membership rolls of local churches. This gave rise to superior African-American choirs, which were known for singing great gospel music. In the period before and after World War I, musicians and bands spent their off-hours performing at hot spots on South Central Avenue.

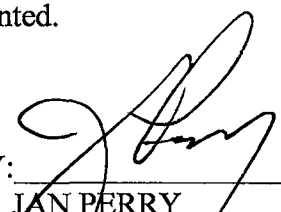
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CD 9

The term "South Central" has been used to describe almost every section of the City where there is a high concentration of African-Americans. After the 1950s, the African-American community began to drift westward towards Crenshaw Boulevard. Even though the area surrounding South Central Avenue is no longer predominantly an African-American community, the term "South Central" has followed the community westward and has a negative connotation following the 1965 and 1992 civil disturbances.

Council District 9 and the Cultural Affairs Department have conducted public hearings on whether the area surrounding South Central Avenue should be referred to as "South Los Angeles." The general consensus from the public is that the South Central Avenue area should be referred to as "South Los Angeles."

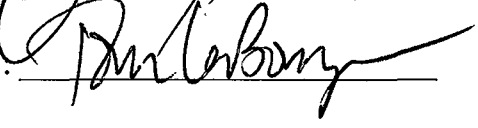
I THEREFORE MOVE that all City departments BE REQUESTED to discontinue the use of the term "South Central Los Angeles" on all City documents and replace this phrase with the term "South Los Angeles" as documents are updated and printed.

PRESENTED BY:



JAN PERRY
Councilwoman, 9th District

SECONDED BY:



AP

