

Erneas Asghedom known as "Nipsey Hussle" was born in Los Angeles, California on August 15, 1985. He was a popular hip-hop music icon and West Coast hero. Nipsey Hussle was raised in the Crenshaw District of South Los Angeles where he developed a deep love of music and technology. Nipsey Hussle was a community activist who reached and inspired people of color like no other. He was known in the community as a champion, protector, and leader who inspired others with his efforts to initiate peace and tackle gang violence in his community. Most recently, Nipsey was the inspiration behind the naming of Destination Crenshaw, a community-inspired project that will be built for, by, and in honor of the historical and contemporary contributions of Black Los Angeles and the Crenshaw District.

As early as nine years old, Nipsey was freestyling and filling notebooks with original lyrics. Nipsey Hussle released his first mixtape, *Slauson Boy Volume 1*, in 2005. This was followed by a series of mixtapes including the *Bullets Ain't Got No Name* series, *The Marathon*, *The Marathon Continues* and *Crenshaw*. After years of dedication and perseverance, Hussle released his debut studio album *Victory Lap* in February 2018. Featuring prominent guest appearances, *Victory Lap* received critical acclaim and was nominated for Best Rap Album at the 61st Annual Grammy Awards.

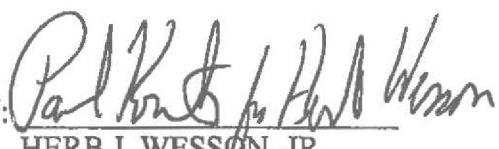
As Nipsey's fame grew, he remained loyal to his South Los Angeles roots and had a vision for the revitalization of South Los Angeles. Nipsey repeatedly invested in his community, pursuing new business ventures and revitalizing well known establishments. In June 2017, he opened his flagship store, The Marathon Clothing, located on Crenshaw Boulevard and Slauson Avenue. As a teenager, Nipsey earned money selling socks and T-shirts in the parking lot located at 3416 West Slauson Avenue, adjacent to The Marathon Clothing.

In 2018, Nipsey purchased the strip mall in which his business was located and later acquired several of the businesses including Master Burger, Slauson Fish Market, and the Slauson & Crenshaw Barbershop. He also renovated the World on Wheels skating rink, a South Los Angeles landmark that was closed in 2013. In 2018, a month before his album released he opened Vector 90, a coworking space, cultural hub, and incubator. In addition to offering workspace, Vector 90 houses a STEM program and provides technical training, professional development, and a comprehensive launch curriculum for start-ups.

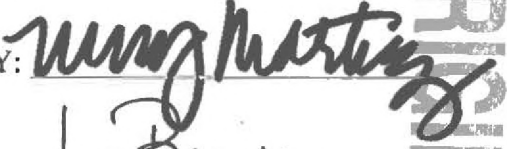
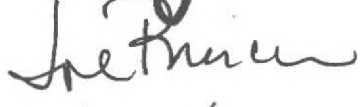
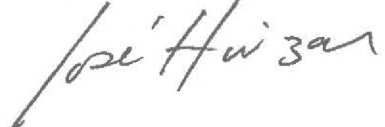
Following his tragic death, the parking lot located at 3416 West Slauson Avenue off Crenshaw Boulevard has become an impromptu memorial of his life in South Los Angeles.

I THEREFORE MOVE that the intersection at Crenshaw Boulevard and West Slauson Avenue be named as "Nipsey Hussle Square" and that the Department of Transportation be directed to erect permanent ceremonial sign(s) to this effect at this location.

PRESENTED BY: 
MARQUEECE HARRIS-DAWSON
Councilmember, 8th District

PRESENTED BY: 
HERB J. WESSON, JR.
Councilmember, 10th District

PRESENTED BY: 
CURREN D. PRICE, JR.
Councilmember, 9th District

SECONDED BY: 



jmj

APR 12 2019

ORIGINAL