

Project Naming

Vermont and Manchester
Mixed-Use Development

Los Angeles, California

Naming Research & Concepts

February 24, 2021

Inspiration for Naming

Historical Research

Historical websites, university archives, photo images

The Arts

Web links to South LA artists, galleries, murals, museum exhibitions, art centers

Music and Poetry

Web links to South LA poets, rappers, musicians and historic Central Avenue jazz culture

Civil Rights

Civil rights posters and speeches

Other Resources

Spoke with Jasmin Miranda of Dept of Cultural Affairs
Reached out to Metro historic archivist (no response yet)
Spoke with Oscar Alvarez of South LA Community Coalition

Word Search

We made lists of words and phrases that define the values, character and vision for the project, and worked with them to create naming options.

[Concept: pride of place, legacy, honoring past and present]

Evermont

[ever + vermont]

“Evermont” speaks to the ongoing transformation and renewal of Vermont Avenue. The name honors the legacy of South Los Angeles that has been ever changing and evolving over the years. True its communal roots, “Evermont” recalls the past, nods to the present, and celebrates a future of new possibilities.

[Concept: shining light, inspiration, bright future]

Luminus

[*variation of luminous, light + within + us*]

"Luminus" suggests a bright and inspiring future (from Latin *luminosus*, "light.")
Light as a symbol of hope is often mentioned in literature, poetry and civil rights speeches including "You are a light, you are the light" in John Lewis' book "Across that Bridge: A Vision for Change" and Amanda Gorman's recent inaugural speech, "For there is always light if only we're brave enough to see it, if only we're brave enough to be it."

[Concept: Soul of Los Angeles]

Soulana

[soul + LA]

“Soulana” will reflect the heart and soul of South Los Angeles. Soul music is a popular form of gospel music, and if you “have soul,” you really feel what it is to be alive. “Soul” is also an alternative spelling for “sol” which means sunshine, signifying a bright future.

Alternate names could be SOULA or SOULA Center.

[Concept: neighborhood destination, ringing in a new era of hope]

Vista Knolls

Hope Knolls The Knolls

“Vista Knolls” positions the project in the heart of the surrounding neighborhoods of Vermont Vista and Vermont Knolls. “Vista” means scenic view and “Knolls” means small hills or ringing of bells. Alternate names could be “Hope Knolls” or “The Knolls,” ringing in a new era of hope and opportunity for the community.

[Concept: Rhythms of the city, vibrant and dynamic]

Vibe

[Vermont is brimming with energy]

A South LA poet is quoted as saying "Music is the heartbeat of the City of Angels." From the first half of the 20th century when Central Avenue was the west coast epicenter of jazz culture to the today's vibrant and diverse music scene, South LA has been a part of a long tradition of creative expression. "Vibe" will reflect the energy and rhythms of the city (see acronym above).

[Concept: revitalization of Vermont, true catalyst for change]

Vivera

[anagram of Revival]

"Vivera" derives from "vive," meaning "live" and "vera," the Latin word for "true".
Dedicated to serving the South LA community, Vermont and Manchester will be a true catalyst
for positive change and provide new opportunities to live well and thrive.

[Concept: connecting people, place, culture and community]

connexus

[connects + us]

"Connexus" is inspired by what connects us: A passion for transformative change, hope for the future, love of family, a celebration of life, a dedication to principles of equal opportunity and social justice. "Nexus" also means a central link or connection, and suggests that Vermont and Manchester will be the center of growth and renewal for the community.

[Concept: Vermont Avenue reimagined]

avenu

[vermont ave + anew]

“Avenu” suggests the reimagining of Vermont Avenue as a new vibrant destination serving the South LA community. The word derives from “avenir,” meaning “to come to, or arrive.”
“Avenu” will bring new vitality to the area, and new opportunities for a brighter future.

[Concept: exchange of people, ideas, commerce and culture]

Vertx

[vermont + exchange]

A vertex is the intersection of two lines that creates an angle. It also can mean a "summit" or "high point." "Vertx" (acronym for Vermont Exchange) will be situated at the intersection of Vermont and Manchester Avenues, and be a high point of social and community activity. The name also references the distinctive lifted corners and angled rooflines of the architecture.

[Concept: source of optimism for the community]

HopeSpring

[hope + spring]

“Hope Spring” suggests that Vermont and Manchester will be a source of optimism and community pride. “Spring” is a time for growth, renewal and new beginnings. A time to envision a brighter future and a better tomorrow.

[Concept: a new era for Vermont Avenue]

Avera

[avenue + era]

The name "Avera" combines "avenue" with "era" denoting a new era for growth and change on Vermont Avenue. "Ver" is short for Vermont and "ver" means to see in Spanish, connoting a forward thinking approach to urban renewal.

[Concept: redefining Vermont Avenue]

Vio

[vermont is original]

“Vio” is an acronym for “Vermont is original,” “Vermont is optimism,” “Vermont is opportunity,” etc. The name allows for a variety of creative interpretations as Vermont Avenue is transformed and redefined into a new and thriving commercial center.

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