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**PREPARED FOR:**

**Office of the City Clerk  
City Hall, Room 395  
Los Angeles, CA 90012  
Attn: Claudia Dunn  
Division Manager**

**PREPARED BY:**

**Friends of Pico-Union  
1038 Venice Blvd.  
Los Angeles, CA 90015-3225  
November 9, 2007**

**Documentation in Opposition to  
The Renaming of the  
Pico-Union / Westlake / MacArthur Park Communities**

**1**

Letters from Neighborhood Councils  
And Pico-Union PAC I and II

**2**

Community Testimonials

**3**

Neighborhood Watch Letter /  
Petition

**4**

Resident Petitions

**5**

Business Petitions

**6**

Letters to Government Officials

**7**

Contact Information

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**10**

October 31, 2007

Honorable Councilmember Richard Alarcon  
Chairman  
Education and Neighborhood Committee  
200 N. Spring Street  
Room 425  
Los Angeles, CA 90012

Dear Councilmember Richard Alarcon:

We the undersigned Friends of Pico-Union are respectfully requesting your support in our opposition to the proposed petition to rename the Pico-Union / Westlake / MacArthur Park communities to "the Central American Historic District" or "Historical Central America Town". As true representatives, who have years of service working and residing in these communities, we feel that the name change is singling out only few ethnicities not counting Mexicans, all the South Americans and the multi-ethnic population in the three communities. The name change would jeopardize the rich, cultural and ethnic diversity of its residents, and/or their contributions to the communities. The threads of the community's extensive melting pot are evident in the lines of native Pico Union Writer Luis Alfaro's theater performances; as well as, the lines outside Langer's Deli during lunchtime. Furthermore, it is widely believed that a name change will trigger a race war between the Central American MSM gang and 18<sup>th</sup> Street Mexican gangs that could potentially dwarf the African American and Latino tensions felt in South Los Angeles, bringing additional gang activity into a community that is already overwhelmed fighting against crime and violence. The name change would be of great detriment to the residents of these communities and negate all of the City of Los Angeles' positive efforts in policing the areas.

The Pico Union Neighborhood Council on 08/06/2007 has voted unanimously in favor of a motion not to accept the name change. This affirmative decision was confirmed by the 50 stakeholders present at the meeting, who spontaneously joined with the Board's vote, by raising their hands in unanimous support of the Board's vote. The City of Los Angeles' Community Redevelopment Agency and Pico-Union Community Advisory Groups (CAG) I and II also voted in favor to keep the names of Pico-Union, Westlake, and MacArthur Park.

The Friends of Pico-Union recognizes all of your efforts in serving our population and would appreciate your continued support in opposition of the name change petition. If you would like any additional information regarding the name change or community itself, please contact Michael King at (213) 763-0505.

**RULES AND GOVERNMENT COMMITTEE, CANCELED**

WEDNESDAY, NOVEMBER 14, 2007

ROOM 1070, CITY HALL - 3:00 PM  
200 NORTH SPRING STREET, LOS ANGELES, CA 90012

MEMBERS: COUNCILMEMBER ERIC GARCETTI, CHAIR  
COUNCILMEMBER JACK WEISS  
COUNCILMEMBER DENNIS P. ZINE

(Patrice Lattimore - Legislative Assistant - 213-978-1074; or email [Patrice.Lattimore@lacity.org](mailto:Patrice.Lattimore@lacity.org))

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**NO REGULAR MEETING**

**ON THIS DATE**

# PICO UNION NEIGHBORHOOD COUNCIL

## OFFICERS

PRESIDENT-Frank Greenfield  
VICE PRESIDENT-Susana Arreguin  
SECRETARY-Ben Davis  
TREASURER-Enrique Gonzalez



## BOARD

HUMBERTO CAMACHO  
HO CHANG  
IAN DAVIS  
VICTORIA ECHEAGARAY  
GLORIA FARIAS  
MARY ANN HUTCHISON  
CAMERON KELLEY  
MARK LEE  
JAY RHEE  
PETER SEAN

"To improve the quality of life in Pico Union"

September 1, 2007

Councilman Ed Reyes and Concerned Parties.

Re: NAMING AND RE-NAMING COMMUNITIES

We, the elected Board of the Pico Union Neighborhood Council, were asked to convey to you that our community opposes any name change, and that we want our existing, truly historical names of Pico Union and Westlake to remain in perpetuity.

At our monthly Pico Union Neighborhood Council meeting on August 6, 2007, a discussion was held on the subject of the re-naming of the communities of Pico Union and Westlake (which includes the National Monument MacArthur Park) to Historical Central American Town or Central American Historic District. Pico Union, as well as Westlake and MacArthur Park were established in the late 1800's and early 1900's. They have a long and unique history interwoven in the history of Los Angeles. The history of one is dependent on the history of the other. Neither is complete without the other. If we lose our history, our heritage, and our heroes, the whole history of Los Angeles will have been severely compromised.

The re-naming proposals are outlined in Council Files #'s 07-1971 and 07-1854. Since we had not been contacted by the applicants, as required by Council File #02-0196, we felt it necessary to bring this matter before the body of the Neighborhood Council for discussion and then take the action requested of us. Many people spoke. Not one person was in favor of the proposed change. The board voted unanimously in favor of a motion to keep the existing name of Pico Union. This affirmative decision was confirmed by the 50 or so stakeholders present who spontaneously joined in the board's vote and raised their hands in unanimous support.

We welcome the applicants to present their proposal, as required by law, to this Neighborhood Council.

Board of the Pico Union Neighborhood Council



Frank Greenfield, President

Cc: Antonio Villaraigosa, Mayor  
Claudia Dunn, City Clerk

# PICO UNION NEIGHBORHOOD COUNCIL

## BOARD:

FRANK GREENFIELD- PRESIDENT  
SUSANA ARREGUIN- VICE PRESIDENT  
BEN DAVIS- SECRETARY  
ENRIQUE GONZALEZ- TREASURER  
HUMBERTO CAMACHO  
HO CHANG  
IAN DAVIS



VICTORIA ECHEAGARAY  
GLORIA FARIAS  
MARY ANN HUTCHISON  
CAMERON KELLEY  
MARK LEE  
JAY RHEE  
PETER SEAN

"To improve the quality of life in Pico Union"

November 6, 2007

Councilman Ed Reyes

Re: HISTORIC CENTRAL AMERICAN TOWN

The Pico Union Neighborhood Council has again voted to oppose the renaming of Pico Union as "Historic Central America Town".

Item 7 on the agenda for the November 5, 2007 general board meeting was "Presentation by "El Rescate"-Historical designation/Name change-Official Board Action-final vote".

Mr. Francisco Rivera and Mr. Salvador Sanabria addressed the meeting, which was comprised of approximately fifty stakeholders, guests and board members, stating his desire to obtain approval of the petition to rename Pico Union as Historic Central American Town. Mr. Rivera explained that his group had obtained 1500 signatures from people of all ethnic groups and that they wanted this designation so that the central american non-profit organizations could obtain more funding. He also stated that the petition was not a name change, and that the name change was supported by Councilman Ed Reyes and Mayer Villaraigosa. A question and answer period followed his presentation, with questions and comments by stake holders, board members and the representative of CD-1. Although the issue under consideration was emotionally charged the chair enforced order during the presentation, ensuring that all present had equal opportunity to speak without interruption. It appeared as if the overwhelming opinion of the community was against any change to the name of Pico Union. In his concluding remarks, Mr. Rivera stated that we (in Pico Union) treat (Central Americans) like they don't belong, and that they would take legal action against the P.U.N.C. for our opposition.

A motion to oppose the renaming petition was made and seconded. The motion carried when the 12 board members present voted unanimously in its favor. Therefore the Pico Union Community is officially opposed to being renamed "Historic Central American Town".



Frank Greenfield, President

MACARTHUR PARK NEIGHBORHOOD COUNCIL



2500 Wilshire Boulevard, Suite 822  
Los Angeles, CA 90057  
Telephone: 213 387-7077  
Fax: 213 487-2335

October 9, 2007

Gloria Farias  
Pico Union Housing Corporation  
1038 W. Venice Blvd.  
Los Angeles, CA 90015

Dear Ms. Farias:

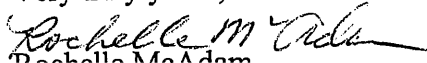
On behalf of the MacArthur Park Neighborhood Council (MPNC), I am writing to thank you for your presentation regarding your opposition to the proposed Historic Central America Town, on August 15, 2007, during the Regular Meeting of the Governing Board of the MPNC.

We acknowledge receipt of the documents that you have submitted to the board.

The Board passed a resolution on August 15, taking no official position on the Concept of the formation of the Historic Central America Town without a thorough understanding of the controversy surrounding this issue. Unfortunately, a request for a hearing from both sides to the Board was declined by one of the parties involved. We will continue to invite all concerned citizens and groups to make further presentations in regards to this concept.

Thank you again and we look forward to working with you for the betterment of the MPNC area which we both represent.

Very truly yours,

  
Rochelle McAdam  
Interim President, MPNC

Cc: Councilman Ed Reyes  
Francisco Rivera

The Honorable Ed. P. Reyes  
200 North Spring Street, Room 410  
Los Angeles, CA. 90012

September 4, 2007

Dear Ed Reyes,

**RE: Renaming of Pico Union and Westlake to Historical Central America Town**

This matter was presented to the Pico Union 1 & 2 Community Advisory Groups at the May 14, 2007 and August 14, 2007 meetings, by Mr. Francisco Rivera. It was opposed unanimously at both meetings.

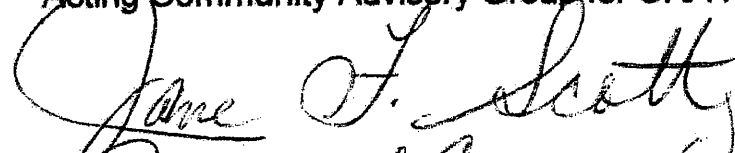
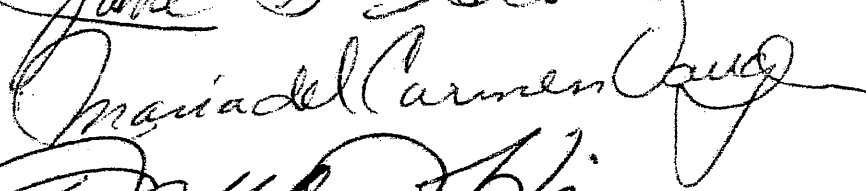

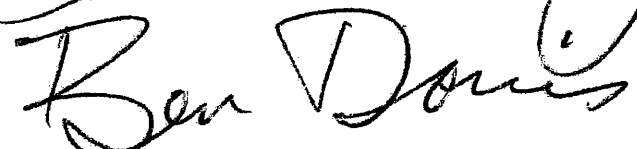
We want to emphasize that renaming Pico Union to the Historical Central American Town is divisive, and contributes to community polarization. In addition, we maintain that the renaming of Pico Union undermines the efforts of your office, and the Pico Union community, who have worked tirelessly in establishing Pico Union as a Historic Preservation Overlay Zone in 2004. Council office was very supportive in the community efforts for change in the Library design, as well as in the community input into the fire station design. Both designs are beautiful.

As you are well aware, Pico Union, Westlake, and the National Monument MacArthur Park have a history of over 150 years, interwoven in the history of Los Angeles. That history cannot be deleted or changed! The history of Los Angeles is incomplete without the history of Pico Union and Westlake.

The Community strongly urges you to oppose this re-naming of our community.

  
Sincerely yours,

Acting Community Advisory Group for CRA PAC 1 & 2

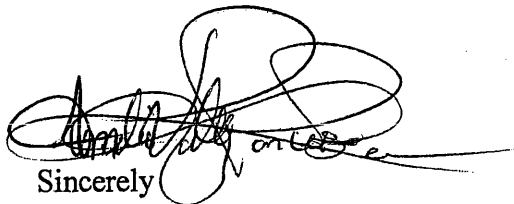


June 13, 2007

To City of Los Angeles

My name is Amelia I was born in Texas and raised in California. I am proud to say that both my parents were born in beautiful Mexico. I come from a very large family. As I became a parent of three. I moved to the Central Valley where I found myself surrounded by predominantly Hispanic workers (Farm Labor). As the seasons change without knowing what lies ahead so do our dreams. Before I knew it I was living in down town Los Angeles. A city which speaks for it self! Large building, millions of lights and the beauty that surrounds us. But what makes Los Angeles (Pico Union) are we the people of a diversify ethnics and values coming together from all parts of the world. What makes Pico Union so special is that it has been around for many, many years. A name well known. Just like the name George Washington, Toyota, Yosemite National Forrest. It is the name that we remember and what they did for us and what they are still doing today. Pico Union is like a historic monument. When I speak to single person or a family of eight, of Pico Union they know who we are and what we stand for. It doesn't matter what nationally they are a conversation usually strikes. Please note that to change the name of Pico Union to Historical Central America Town would be unfair to our society. It would bring anger and frustration to our community. Change is hard and the change that needs to be made should be made by society we the people not a group of people. We and I speak for those who are not present and not aware of this situation are in opposition of the Pico Union name change from Pico Union to "Historical Central America Town". Yes, it is hard to want to change a name, but it is even harder to change something that is not even broken. Please think of the long term effect it will have on our society. and all the struggles that we have gone through just to keep our name in good standing.

Please let us make a wise decision by keeping the name Pico Union and living the dream that some one long ago came up with. For many of us from all around the world just living in Los Angeles and knowing that Pico Union Housing Corporation is here to help them and their family is a ~~dream~~ come true.

A handwritten signature in black ink, appearing to read 'Amelia Valdez-PonceDeLeon', with a large, stylized flourish extending from the end of the signature.

Sincerely  
Amelia Valdez-PonceDeLeon

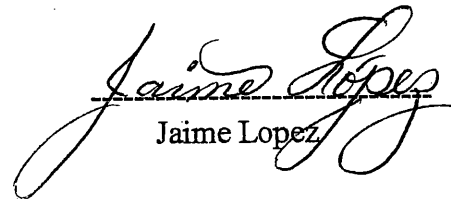
TO; City Of Los Angeles

June 13, 2007

My name is Jaime Lopez I'm 47 years old I'm also a father of two boys that were born here in L.A. Calif. I been married to a beautiful woman from El Salvador C.A. for 25 years I'm from El Salvador myself. I been living in this neighbor for the past 35 years, when I start living in this neighbor I made a lot of friends from all different countries like, Mexico, Ecuador, Nicaragua, Honduras El Salvador etc.

This neighbor has people from all different countries I know that the majority are Latinos I remember when I was growing up it was a big problem in school (Gangs) because a lot of the gang members were from Mexico or Chicanos but some body started a gang name M.S. And they started fighting against Mexicans until now they still have the same problems, now if we talk about regular people (not gang members) there are a lot of Central Americans that doesn't like people from Mexico and if you talk to them they all have different reasons why they can't get a long now imagine if they change the name from Pico Union to Central America Town I know for a fact that a lot of people will be very disappointed and started a big fight between Mexicans and people from Central America for the simple reason that until this day there are a lot of Latinos that can't or don't want to get a long with Mexicans.

My personal opinion is to leave it the way its.

  
Jaime Lopez

LOS ANGELES, JUNE 13 2007

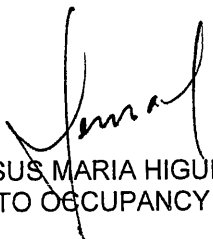
SRES: REPRESENTANTES  
DE LA CIUDAD DE LOS ANGELES  
PRESENTE

YO JESUS MARIA HIGUEROS QUE VIVO EN 825 S. GREEN AVE LOS ANGELES, CA 90017.  
SOY GUATEMALTECA Y HE VIVIDO Y HE TRABAJADO ESTA ES EL AREA DE PICO UNION.  
DURANTE MUCHOS ANOS.  
ACTUALMENTE TRABAJO PARA PICO UNION HOUSING CORPORATION

EN EL TIEMPO QUE TENGO DE VIVIR EN ESTA AREA ...AREA DE LA COMUNIDAD  
HISPANA,... EN DONDE CADA DIA SE VE, SE VIVE Y SE TRABAJA PARA DAR UNA AYUDA  
Y UN BUEN SERVICIO A TODAS LAS PERSONAS QUE SE ACERCAN A DIFERENTES  
ENTIDADES DE SERVICIO COMUNITARIOS, TAMBIEN EN ESTABLECIMIENTOS DE  
NEGOCIOS SE PUEDE VER QUE NO SOLO SON REPRESENTADOS POR PERSONAS DE  
UN SOLO PAIS, AQUI SE ENCUENTRAN TODAS LAS CULTURAS DE LATINOAMERICA,  
ENTONCES PODRIAMOS DECIR QUE ES LA COMUNIDAD LATINOAMERICANA, NOMBRE  
DEL CUAL ESTARIAMOS ORGULLOSOS SI HICIERA UN CAMBIO YA QUE SE NOTARIA  
QUE SE HA TOMADO EN CUENTA ESTOS FACTORES ANTERIORMENTE EXPLICADOS

TOMEN EN CUENTA QUE SON MUCHOS ANOS QUE ESTE NOMBRE COMO ES "MAC  
CARTHUR PARK, WEST L.A. Y PICO UNION" HAN SIDO Y SEGUIRAN SIENDO LEYENDA  
PARA TODAS LAS COMUNIDADES QUE EXISTEN EN LOS ESTADOS UNIDOS DE  
AMERICA. AQUI SE ENCUENTRAN FACTORES QUE HAN SACADO ADELANTE A ESTA  
COMUNIDAD COMO ES:

UNION  
AMISTAD  
COMPRENSION  
FRATERNIDAD  
HUMILDAD  
Y ANTES TODO EL AMOR



JESUS MARIA HIGUEROS  
DPTO OCCUPANCY ASISTANT

June 13, 2007

To Who May I Concerned:

My name is Marina Coronel. For many years I lived in this community with the name of Pico Union. Pico Union is of Hoover St. to Figueroa Blvd. and Olympic Blvd. to Washington Blvd. I will not like the idea to change the name of Pico Union. Is an area that lives a lot of Latin American not only a single nationality?



Marina Coronel

Crissy Mascorro  
1423 w. 12<sup>th</sup> place # 24  
Los Angeles, Ca. 90015  
(213)272-1065

June 13, 2007

My name is Crissy Mascorro I am 32 years of age, I been living in the Pico Union district seen birth. I have been raising my 4 children in this area. I come from a back ground of mix race. When I heard what they want to do to this community and others I was very upset. I apposed to this cause I think we all should respect others from all different countries that live in this area and other areas too. I been working in this area with the community seen 1992 and volunteer in the community clean-up and other events seen I was 13 years old. Please I speck for my self and those that can't vote their opinion. I would love you to leave Pico Union as it is today. I have done so mush for my community and I will always know it as Pico Union.

As for the children I will speak on behalf of them. The children in this community only know one community that has all kinds of cultures, races, and countries from all over the world in one small place call Pico Union.

Pico Union has been my Mother, School, And Work. I learned a lot from this community from work experience and how there is a lot out there for my children and I can do to race a good family and help others do the same. Seens 1992 my first job that I remember my boss would push me to be more involve with the community to learn from them. I grownd up to be a good mother and role modle for many children in the community.

Please take into consideration my letter on behalf of one of your most involve persons for this community. Keep Pico Union as it is I love my community and respect it a lot you do the same. Thank you for taking your time to read my letter.

  
Sincerely  
Crissy Mascorro

To the City of Los Angeles

Wednesday, June 13, 2007

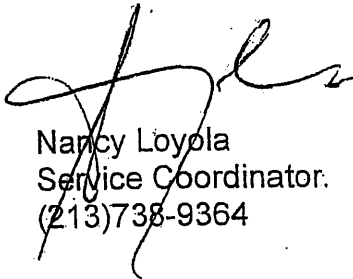
My name is Nancy Loyola, I am an immigrant from Chile, South America,

I have been in the Pico Union Area for 27 years, my children were raise in this community, with neighbors from various countries, Mexico, Ecuador, Iran, Colombia, Philippines, Guatemala , El Salvador etc.

We have learn to respect the values of different cultures, nationality and traditions even the barriers of the languages spoken was not un excuse to make new friends and still the same thru the years in the Pico Union .  
I had work for in this community for almost 19th years.

The name of Pico Union is well know by everybody and other communities, if the City of Los Angeles is planning on changing this name just think about that the community of Pico Union have diversity of nationalities.

I hope you take in consideration my opinion,  
thank you for your attention.



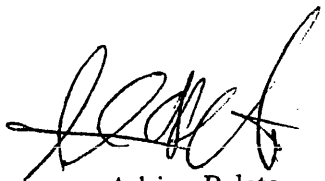
Nancy Loyola  
Service Coordinator.  
(213)738-9364

Crescent Court Town Homes  
1423 W. 12 Pl Apt .22  
Los Angeles Ca. 90015  
(323) 485-2013

6/13/07

To Whom It May Concern: .

I write this letter in regards to the name change for Pico Union. I'm apposed to the whole Idea. I've lived in Pico Union for the last twenty years, there is a lot more nationalities than just Central Americans, there is, Japanese American, Mexican American, Chinese American, and Porto Rican American. The name will just concentrate on one ethic background and Pico Union is made up of many backgrounds witch make Pico Union Unique. I don't know if I'm being a little to demanding but I think that with serving thirteen months in Iraq as an Infantry soldier asking for the town I grew up in name not to be changed is not a lot to ask for. I hope we keep the name because it's not just a name is the history behind it.



Adrian Pelato  
U.S ARMY VETERAN

City of Los Angeles


6-13-07

Yo Martin Delgado

No estoy de acuerdo el cambio a nuestra  
Comunidad en Pico Union Community  
son muchas cosas de lucha  
y esfuerzo por que de pronto  
quieran quitarme el derecho  
de seguir en esta comunidad  
y el nombre que lleve esta aborrida

Profundamente defendemos  
nuestro derecho como comunidad  
UNION

---

  
Martin Delgado



**Edith Miranda.  
Phone (213)381-3461**

**Jun 13, 2007**

**Honorable Antonio Villaraigoza.  
200 North Spring Street Room 303  
Los Angeles, C.A 90012**

**Dear: Honorable Villaraigoza**

**My name is Edith Miranda, I live in the Pico Union area, and I have lived here for 12 years.**

**I read in the newspaper that the new name for this area will be changing to "Historical Central America Town" and, I am in disagreement because this area not only has Central Americans, but has a diversity of nationalities. It would be a disappointment to all other nationalities because you are singling one specific nationality and as you are trying to stop gang violence this would be contradicting yourself, because we are all one.**

**So in closing I would really like to see the areas stay with the names they already have because the names are just areas not names of nationalities.**

**Thank you for your time and attention.**

**Sincerely,**



**Edith Miranda.**

June 13, 2007

My name is Celia Rojas I from Ecuador and I have lived here for some years. I live in Pico Union area. Our community is held together by a diversify population. Such as South America and Central America. And because of this we have seen such a growth in our community. One of the reasons we do not want to change the name is because it is very well known through out the years. It is like a tradition for our children that are coming behind us and are well familiar with the Pico Union name. My children and my self are in opposition of the Pico Union name change from Pico Union to "Historical Central America Town".

Please take into consideration all this letter

Sincerely

Celia Rojas



213 3215937

Junio 13, 2007

City of Los Angeles.

A quien corresponda:

Mi nombre es Gricelda Coronel, soy de origen Mexicano; tanto mi familia como yo hemos residido y trabajado en la cominidad de **PICO-UNION** por muchos años

No estoy de acuerdo en que le cambien el nombre a esta comunidad, porque nos identificamos con ella, ademas de que ya es parte de nuestra vida y de nuestra historia.

Atentamente:

Gricelda Coronel

(213) 272-7057

June 13, 2007

Estimados Señores De la Ciudad De Los Angeles.

Por este medio quiero comunicarles que trabajo en el Area de Pico Union, con una Compañia de nombre Pico Union Housing Corporation que se dedica a mejor dicho tienen Edificios de Apartamentos los cuales son viviendas de bajos recursos para toda la Comunidad que quiera aplicar y vivir. En esta Comunidad de Pico Union viven personas de muchas partes del Mundo, por ejemplo Norte Americanos, Sur America, Centro America, Son Muchas personas que viven en la Comunidad de Pico Union los cuales es muy orgullosas que la Comunidad lleve el nombre de Pico Union, Personas han venido a mi y me han preguntado Que Porque? quieren cambiar el nombre de Pico Union a Historical Central America Town.

Yo por este medio quiero pedirles que no cambien el nombre de Pico Union, muchas estas personas han vivido toda su vida en la Comunidad aqui han tenido Padres, Abuelos é Hijos, sus raices estan en La Comunidad De Pico Union, y orgullosamente quieren se

