



April 9, 2013

City Council Member Bernard C. Parks
City Council Member Jan Perry
City Council Member Dennis P. Zine
Committee on Education and Neighborhoods

RE: Designation of Hollywood Historic Core as a "Peru Village."

Council File 12-1941-S1

Dear Council Members Parks, Perry, and Zine,

My name is Fred Mariscal. I am a board member of the Greater Wilshire Neighborhood Council. I represent Larchmont Village neighborhood that is bordered on the north by Melrose Avenue between Arden and Wilton.

The purpose of this letter is to reiterate the GWNC opposition to the Petition submitted by Milagros Lizarraga on December 11th, 2012 to the City of Los Angeles for re-naming a section of Vine Street as "Peru Village." The district would be on Vine Street from the North Side of Melrose Avenue to the south side of De Longpre.

It is of great concern to the stakeholders of the GWNC and Larchmont Village because it contains no demographics or supporting data of any kind to connect Peru or Peruvians to the area proposed to be named Peru Village. Ms. Lizarraga herself told the Los Angeles Times on December 27, 2012:

"I know we are all spread out, but our community needs to have a place, a physical reference." Therefore there is no valid reason whatsoever to rename a big chunk of Hollywood Peru Village. We asked whether there is such a link or whether a smaller area, with more discrete boundaries, would be able to demonstrate a concrete link to Peru.

We agree with the vast majority of organizations and businesses in the area that renaming this area Peru Village may negatively impact the area's identity, diminishing its historical and financial value. The initiative proposes to rename a portion of the historic core of neighborhoods that we have long called Hollywood.

The world-renowned Hollywood name is integral to the area's identity. The focus of Hollywood and the marketing of this brand should remain solely on its storied historical connections with the entertainment industry.



At our February 13th Board meeting, the Greater Wilshire Neighborhood Council discussed the Peru Village Application. By a voice vote without abstentions, the GWNC passed the following resolution:

The Greater Wilshire Neighborhood Council, whereas there is a lack of substantiation of boundaries, lack of Stakeholder and other Neighborhood Council input, and an overlap with GWNC boundaries, opposes Peru Village unless its southern boundary is moved one block north of the GWNC boundaries at Melrose Ave. and east of Wilcox Ave.

Sincerely,

Fred Mariscal
GWNC Board Member 2012-2014
Representing Larchmont Village
Outreach Committee Chair
Budget Representative
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