

CITY OF LOS ANGELES
OFFICE OF THE CITY CLERK

FIRST
AMENDMENT

PETITION FOR
NAMING / RENAMING COMMUNITY

Pursuant to Council action of January 31, 2006 (Council File 02-0196), a petition must accompany the application to name or rename a community. The petition must contain a minimum of 500 signatures of individuals who either reside in and/or have businesses, both profit and nonprofit, in the neighborhood being name or renamed. If the population of the neighborhood is under 2,500 people, then 20% of the population of the area being named or renamed is required. All addresses will be confirmed as to their location within the boundaries of the community being named/renamed. Therefore, to prevent any delay in the application approval process, it is recommended that additional signatures be collected in case some addresses are not located within the bounded area.

Petition for:

the Community of _____ (current name of community) to be renamed the Community of _____ (proposed community name).

OR

the area bounded by the following streets (street boundaries of area to be named)

To the North, Southside of De LONGRE AVE. To the West, Westside of VINE St.
To the South, Northside of Melrose Ave. To the East, Eastside of VINE St.

to be named the Community of PERU VILLAGE (proposed community name).

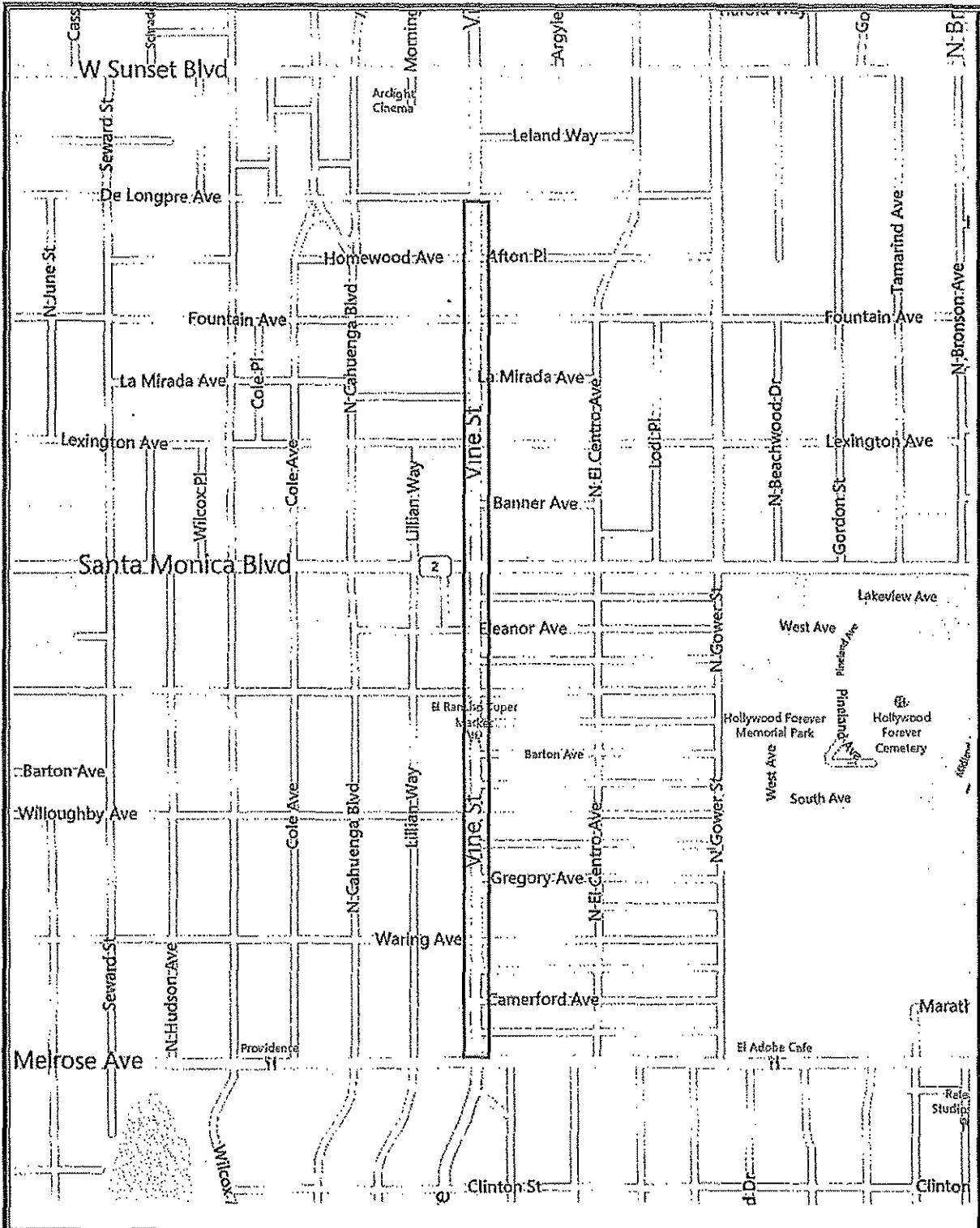
I, Patricia Jimenez, do hereby certify that I am a resident of the City of Los Angeles; that my present, precise residential is 5913 Gregory Ave. Apt 3, in the City of Los Angeles, County of Los Angeles, State of California; and that I was at least 18 years of age at the time I circulated this petition for signatures. Each signature on this sheet is genuine and was affixed thereto, on the date shown, in my presence, by a separate individual who declared at the time of signing to be a resident or business owner, profit or nonprofit, of the community being named / renamed, at the address as set forth.


Declaration under Penalty of Perjury

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge and belief.

Executed this 4th day of April, 2013 at LOS ANGELES, California.

[Signature]
(Signature of Circulator)
5913 Gregory Ave. Apt. 3
(Residence Address)
Los Angeles, 90038
(City) (Zip Code)



 Proposed boundary for Peru Village

Boundaries: To the North, De Longpre Avenue, to the South side of the avenue. To the West, Vine Street, on the west side of the street. To the South, Melrose Avenue, to the North side of the avenue. To the East, Vine street, on the East side of the street in the city of Los Angeles.

Peru Village Los Angeles, CA

*Boundaries amendment dated
March 20, 2013*

Peru Village's initiative Fact Sheet

- Peru Village application proposes the official inclusion in the City of Los Angeles of the Peruvian American Community, as there is Thai Town, Little Armenia, Salvadoran Community Corridor.
- Peru Village's March 2013 amended boundaries have drastically reduced the initial proposed area, which includes now: Vine St. only between Melrose Ave. (North side) and De Longpre Ave. (South side) in the city of Los Angeles as a sign of good faith and acknowledgement to the feedback received.
- The Peruvian community was one of the first communities that migrated to California, since the Gold Rush time, bringing the Peruvian mining expertise.
- The specific Hollywood area has historic significance for Peruvian migrants.
- A large number of Peruvian immigrants, chose California as their US destination in the 60s & 70s and settled in Peru Village's proposed area, establishing in Hollywood the roots of the Peruvian Community in California.
- There are over 120,000 Peruvians in Southern California.
- The Peruvian community is spread throughout Southern California with several concentrated areas including Hollywood within the City Los Angeles.
- There are several well established Peruvian businesses for years in the proposed area.
- Peruvians are a unique Latino subgroup that is a multi-racial, fully assimilated, voting group.
- One of our goals is to help preserve the Hollywood image while taking it into the next century of globalization and trade.
- Another goal is to infuse a sense of community ownership to maintain a clean area that we can all feel proud to live, work and play.
- Provide opportunities for small business owners in order to create jobs and increase the tax base.
- Create a hub for growing international trade and a center for cultural growth and advocacy to help individuals better themselves and the community.
- To assist with the outreach of the latino community as well as their participation.
- 62% of the constituents in this area are Latino including Mexican American, Central American and South American. There is no exact numbers for Peruvians in the area because many identify themselves racially as opposed to ethnically in census studies.
- The City of Los Angeles, which represents over three million residents and prides itself in cultural diversity, aims to include all of its citizens in community affairs; and located in southern California, Los Angeles is one of the world's major global cities, (...) is one of only two United States cities without a majority population. People from 140 countries, who speak approximately 86 languages, currently call Los Angeles home. (Text from Sacramento Bill ACR126 September 9, 2010)
- Naming a geographic area is a fundamental way of expressing cultural values of a community.
- Naming a geographic area after migrant communities is a way to recognize the contributions from those communities to the city and to the USA.
- The Peruvian American Community has greatly contributed to the USA and continues doing so.
- According to a Los Angeles Times article in 2010: *"Little Bangladesh' designation is an acknowledgment of the local Bangladeshi presence and recognition that it has been positive, but most stores in the L.A. neighborhood cater to a Latino or Korean clientele."*
- According to a Los Angeles Times article in 2009; *"only 2% of residents of Thai Town are Thai. Little Ethiopia is less than 1% Ethiopian. Indians make up less than 5% of the part of Artesia known as Little India."*
- Over 800 residents and business' owners at the proposed area signed Peru Village's application in support.
- Central Hollywood Neighborhood Council, at its 2/25/13 Board Meeting, unanimously voted in support the designation of Vine from Willoughby to Melrose as Peru Village.
- Senator Durbin from Illinois said: "In the flow of American history, this happens over and over again, when

emerging groups become a political force, they are given respect and recognition under the law, and they become part of the power establishment of America. ... And this is the moment for the Hispanic population."

- Peru Village's initiative has the support of many important Latino Communities and Latino organizations in Southern California, like: League of United Latin American Citizens - LULAC, CHIRLA, Hispanic United Brotherhood USA, Latino Coalition of Los Angeles PAC, Salvadoran Business Corridor, South County Labor, The Salvadoran - American Leadership and educational Fund, SCV Latino Chamber of Commerce, Lions Club International, Masonic Lodge Citlali XX1-1, US Global Business Forum - US Latin America, Los Angeles Latino International Film Festival LALIFF, Broadway International Film Festival LA BIFFLA, Latino Theater Company, Youth for Truth - Q'Orianka Kilcher.



Contact information:

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