



# Northwest San Pedro Neighborhood Council

"Your Community Voice"

March 23, 2016

Steve McGee  
Executive Vice President  
iStar Financial  
4350 Von Karman Ave. Suite 225  
Newport, CA 92663



**Ray Regalado**  
President

**Laurie Jacobs**  
Vice President

**Sarah Valdez**  
Treasurer

**Cynthia Gonyea**  
Secretary

Subject: Renaming of Ponte Vista Development

Dear Mr. McGee:

The Northwest San Pedro Neighborhood Council, one of 96 such councils established under the City Charter, represents approximately 20,000 residents including the future residents of the new development on Western Avenue. We would like to express our extreme displeasure with the renaming of the development from Ponte Vista to Highpark. Highpark has connotations that we do not want associated with our community. In addition, it is a name that has no connection to the history, culture, or geography of our community. It is most unfortunate that a group of people on the East Coast who lacked an understanding of our community decided what to call this development.

Ponte Vista was a very appropriate name. Not only did it reflect our Spanish heritage, but it also pointed out the view of the bridge. While there were many negotiations over how many and what type of units should be built on the site, no one ever objected to the name. We strongly urge you to rethink the name.

Thank you for your consideration of this request.

Sincerely,

A handwritten signature in black ink that reads "R. Regalado".

Ray Regalado  
NWSPNC President  
on behalf of the Board of Directors of the  
Northwest San Pedro Neighborhood Council