

April 20, 2021



City of Allentown
Michael Hanlon, City Clerk
425 Hamilton Street,
Allentown PA 18101

Mr. Hanlon,

My name is Victor Martinez and I represent VP Broadcasting-Mega Radio in Allentown. The City of Allentown owns a piece of property located on the corner of 2nd and Hamilton that was donated by Glazer's Furniture some time ago. I am proposing that the City of Allentown rename this area "La Placita" and allow my firm to absorb the cost of the change and help bring this area back to life.

"La Placita" is a Spanish term for "The Center" and commonly used by Hispanics. It is fitting since the neighborhood surrounding this area is predominantly of Puerto Rican heritage. I envision a place where the neighbors can spend the afternoon playing dominoes. A place where we can hold a small Farmer's Market with foods and items typical to the Hispanic Culture. A place where cultural groups can learn and perform cultural dances.

VP Broadcasting-Mega Radio is prepared to bring the community together to make this area more hospitable and inviting to the people of Allentown. We plan on painting, planting and cleaning. We intend to absorb this cost.

I respectfully request that the City of Allentown rename this area: La Placita.

Sincerely,

Victor J. Martinez
President