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November 10, 2026

Karen Bass
Mayor of Los Angeles

Board of Directors,
Los Angeles County Metropolitan Transportation Authority

VIA EMAIL

RE: Support for the Renaming of the Pico Metro Station

To Whom It May Concern:

At a regular public meeting on November 10, 2026, the Board of Directors of the Downtown Los Angeles Neighborhood Council ("DLANC") voted to provide the following comments below:

DLANC **strongly supports the Los Angeles City Tourism Department's (CTD) request** to rename the current Metro A and E Line "Pico" Station **to the "Pico/LA Convention Center" Station**.

Located at the intersection of Pico Boulevard and Flower Street, the "Pico" Station is a critical transit gateway to Downtown Los Angeles' Sports and Entertainment District, directly connecting riders to the LA Convention Center, Crypto.com Arena, and the Peacock Theater. With more than two million annual visitors, the Convention Center is a major regional destination. However, the current station name lacks the geographic clarity needed to effectively orient riders and visitors. As such, renaming the station will improve wayfinding, strengthen neighborhood identity, and align with Metro's Station Naming Policy and established naming conventions, including nearby Metro stations at Grand/LATTC and Jefferson/USC.

The proposed renaming also complements broader community-led efforts championed by the South Park Business Improvement District (The Social District) to enhance the station and its surrounding public realm. These initiatives prioritize improved safety, cleanliness, pedestrian connectivity, and the overall transit rider experience. Recognizing the station as a gateway to the Convention Center and the larger Sports and Entertainment District will further support

these investments and create a more welcoming, accessible experience for residents, commuters, and visitors.

With the LA Convention Center slated to be one of the busiest single venues during the 2028 Olympic and Paralympic Games, hosting a combined ten events, and nearby competitions taking place at Crypto.com Arena and the Peacock Theater, Metro must prepare for significant increases in ridership. Approving the renaming now will allow station signage, platform displays, maps, and digital navigation systems to be updated ahead of the Games while avoiding unnecessary additional costs.

DLANC believes this change is an important opportunity to improve transit wayfinding, strengthen Downtown's identity, and support the ongoing growth in DTLA's South Park neighborhood. **We urge the Mayor to introduce this motion at the upcoming Metro Board meeting and respectfully request that the Metro Board of Directors approve the proposed renaming.**

Sincerely,

SUBJECT TO APPROVAL BY DLANC BOARD OF DIRECTORS ON NOVEMBER 10, 2026

Jens Midthun
President,
DLANC

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Cc: City Tourism Department (via email)
Council District 9 (via email)
Council District 14 (via email)
South Park Business Improvement District (via email)