

TERA

THE EAGLE ROCK ASSOCIATION



August 2, 2018

Oliver Netburn
City of Los Angeles
Department of City Planning
200 N. Spring Street
Los Angeles, CA 90012
oliver.netburn@lacity.org

RE: 2803 W. Broadway - CPC-2017-4388-GPA-ZC-CU-ZV-ZAD-SPR

Dear Mr. Netburn:

On behalf of The Eagle Rock Association (TERA), I am writing to you regarding the application for development entitlements at 2803 W. Broadway. The proposed project consists of a four-story, 65-foot-tall, approximately 85,000 square foot self-storage facility with fourteen parking spaces.

Over the last three years, TERA has met with the applicant regarding this project. In January of this year, TERA met with the applicant and, after careful consideration, decided not to support the project. Our reasons for taking this position were that (1) the project was on an expedited track that made it difficult to for the community to provide constructive feedback and (2) that the scope of the development required sufficient community benefit.

Since then, the applicant has taken the project off of the expedited track and has met with members of the community and with community groups, including TERA, which has helped to allay our initial concerns.

Since these meetings, the applicant has committed to several items that we feel will benefit the community. These commitments include:

- A change in the architectural style of the building so that it is no longer contemporary but more in line with existing Eagle Rock architecture and design
- A 600 square foot community room with separate access from the facility, including a dedicated restroom. The room will be available to all local non-profit organizations on a first come, first served basis.

- An Eagle Rock-themed mural on the southern facility façade which will serve as a community welcoming feature as well as an additional mural facing the freeway.
- A commemorative plaque recognizing the historical use of the property as a grade school. The plaque will use elements of the existing wall on the site which is the original wall from said school.
- A significant financial contribution to an initiative to install “Welcome to Eagle Rock” monument signs at all the major entry points into the community
- “Activating” the site with non-intrusive lighting to deter criminal and nuisance behavior
- Use of native plants in and around the facility
- Offering a small number of storage units at discounted prices to local charitable organizations

TERA believes that a self-storage facility is an appropriate use for this location as it will result in less noise and vehicle traffic than alternative uses. Also, the height of this facility will serve as a buffer from noise generated by the two nearby freeways. TERA also believes that there is a need for self-storage as evidenced by the fact that 1 in 11 Americans currently pays for self-storage which is currently a \$38 billion industry (<https://www.curbed.com/2018/3/27/17168088/cheap-storage-warehouse-self-storage-real-estate>). Finally, we believe that the commitments that the applicant has made will result in significant benefits to the Eagle Rock community.

As such, The Eagle Rock Association’s (TERA) wishes to express its support for the applicant and this application.

Sincerely,



Greg Merideth
President

cc: Tim Hobin, The William Warren Group
Mee Semcken, Lee Consulting Group
Sean Starkey, Council District 14
Kevin Ocubillo, Council District 14
Lisa Kable Blanchard, Eagle Rock Neighborhood Council
Natalie Freidberg, Eagle Rock Neighborhood Council
Michael Sweeney, Eagle Rock Neighborhood Council