



July 31, 2020

Los Angeles Department of City Planning  
201 N Figueroa Street  
Los Angeles, CA 90012  
Attn: Michelle Carter & Frank Quon  
***via email***

**RE: Case No. ZA 2020-981-CUB - 4884 N. Eagle Rock Boulevard (Vidiots)**

Dear Ms. Carter & Mr. Quon,

The Eagle Rock Association (TERA) previously sent City Planning a letter of support, dated February 20, 2020, for the above-referenced case. TERA is concerned this letter was not included for reference during the public hearing held on July 28th, 2020. The case involves the Vidiots Foundation's application for a conditional use permit for use and sale of alcohol in association with the proposed renovation and rehabilitation of the Eagle Theatre at 4884 N. Eagle Rock Boulevard. TERA recognizes the new challenges that the COVID-19 pandemic presents in conducting public hearings. So, we write again to re-emphasize TERA's support for this request and to urge the approval of the application with the hours requested by the applicant.

TERA is a long-standing community non-profit founded in large part to protect and rehabilitate the Eagle Rock community's architectural heritage and the vibrant quality of a unique local community within Los Angeles. Built in 1929, the Eagle Theatre is a cultural icon within the Eagle Rock community. Many of our more tenured residents fondly remember patronizing this theater dating back to the 1940s. The rehabilitation of this theater has been a long-standing goal of the Eagle Rock community, and TERA is eager to ensure its realization. The Vidiots Foundation seeks to rehabilitate the Eagle Theatre as a space to celebrate and screen works of film, foster community cultural events, and provide youth arts education services. This proposal is a unique and vital opportunity to provide for the restoration and preservation of this cultural heritage.

The film industry has played a central role within the Eagle Rock community for decades. In addition to providing set locations for many films and TV series over the years, Eagle Rock is also home to a large population of film and TV industry professionals: many writers, producers, directors, crew members, technicians, and actors in the Los Angeles region have selected Eagle Rock as their home and community. With its focus on the celebration and preservation of film history, the Vidiots Foundation would finally recognize the cultural impact of Eagle Rock residents working in the film and TV industry by providing a location to build on this heritage.

TERA understands and wholeheartedly supports the Vidiots Foundation's application to serve beer and wine to patrons in both its proposed movie theater and video rental spaces for the following extended hours:

**Retail Space**

- Monday-Friday - Noon to 10:00 PM
- Saturday and Sunday - 11:00 AM to 10:00 PM

**Movie Theater**

- Monday-Thursday - 4:00 PM to midnight
- Friday - 2:00 PM to 1:00 AM
- Saturday and Sunday - 11:00 AM to 1:00 AM.

The Vidiots Foundation is a well-regarded non-profit with a track record of responsible operation. TERA believes the Vidiots Foundation will provide significant community benefit to the Eagle Rock community.

TERA understands the Zoning Administrator has voiced concern about insufficient private automobile parking on this historic property. TERA would like to highlight that

1. Vidiots Foundation has provided a plan for valet services as part of its programming.
2. Eagle Rock Boulevard will be receiving a \$16 million makeover as a direct result of TERA's Rock The Boulevard initiative. One of the critical goals of Rock The Boulevard is to improve the non-vehicular mobility options in this area by implementing protected bike lanes and improving pedestrian access along Eagle Rock Boulevard. TERA spearheaded this initiative with the support of Council District 14, the Eagle Rock Neighborhood Council, and the community.

3. The requirement of new on-site parking at this location would threaten the historic quality of the former Eagle Theatre.
4. The requirement to secure off-site parking for this property would likely cause this vital project to be infeasible.
5. The Highland Theatre in neighboring Highland Park functions as a triplex theater in a historic venue without any dedicated parking yet is doing brisk business and is popular with locals. Similarly, other area theaters in Los Angeles, like the Los Feliz Theater or the Vista Theater, are beloved, local amenities that their respective neighborhoods embrace.

The Vidiots Foundation is an esteemed non-profit institution within the Los Angeles region, and TERA wholeheartedly supports its selection of Eagle Rock for a new home. As a member-based organization made up of Eagle Rock residents, TERA has not received any objections to this project from our members. Our members and other community members have instead voiced impassioned support for bringing this cultural institution to Eagle Rock. Consequently, TERA enthusiastically supports the Vidiots Foundation's application in whole and requests the City expeditiously approve the application as written to enable the restoration of the Eagle Theatre and make this project a reality.

Sincerely,



Greg Merideth  
President

cc: Shaylee Papadakis, Council District 14  
Lucy Aparicio, Council District 14  
Jose Hernandez, Council District 14  
Jesse Saucedo, Eagle Rock Neighborhood Council  
Michael Sweeney, Eagle Rock Neighborhood Council  
Maggie Mackay, Vidiots Foundation