

GLASSELL PARK

IMPROVEMENT ASSOCIATION

WORKING TO BETTER OUR COMMUNITY SINCE 1968

26 June 2013

Mr. Dennis Hathaway
Coalition to Ban Billboard Blight
2700 Military Ave.
Los Angeles, CA 90064

Dear Mr. Hathaway,

I'm writing on behalf of the Glassell Park Improvement Association. According to the list you provided, two of these ghastly billboards will be located in our small community. We are an advantageous area only because a freeway runs through us. The freeway adjacent location is all the billboard company cares about, whereas we care about our entire community.

At one of the proposed locations on Eagle Rock Blvd., the billboard would sit atop a building with an already controversial past. The Public Storage building, on the corner of Eagle Rock and Verdugo, was initially decried by the community that lamented the loss of their hillside views. The planned 2-story structure went up almost over night and was suddenly 3-stories high. Although we've since negotiated a community center to bandage the wound, the lesson learned has not been forgotten. So to now further diminish our view shed by placing a billboard on top of this building is simply cruel and will not be tolerated.

The second proposed site is right across the street from the historic Van de Kamps site where the newly restored building and added structures is poised to welcome a new community college campus. Located at the south end of Fletcher Square, this portion of San Fernando Road has been a depressed area that's making great strides toward renewal.

Both of these proposed billboard locations are squarely within our Community Design Overlay which discourages just this sort of blight. We feel our area, with a high percentage minority population and middle-class working families, has been unfairly targeted as the dumping ground for outside interest.

The Glassell Park Improvement Association strongly and vehemently opposes these two billboards coming to our community and will stand behind other communities in our shared struggle to maintain a reasonable quality of life for our neighbors.

Sincerely,

Alisa Smith,
President GPIA

cc: Councilmember-elect Gil Cedillo
Councilmember-elect Mitch O'Farrell
Councilmember Jose Huizar
Mayor-elect Eric Garcetti