

Cheri Blose  
13271 Herrick Ave.  
Sylmar, CA 91342

Date: 11-17-15  
Submitted in PLUM Committee  
Council File No. 14-1501  
Item No. 10  
Deputy: Communication from Public

November 17, 2015

City of Los Angeles  
Planning & Use

ATT: Sharon Dickinson- Legislative Assistant

RE: Council File # 14-1501

I am so sorry that I was not able to attempt this meeting today, but I am still against this project as it was presented as it is exactly what we do not need in our area.

This Property is on a Commercial lot and could be used for a myriad of other projects.

90 small lot homes will but a hardship on this part of our community with parking and traffic. Not to mention the public services.

Please enter my vote of NO on this project.

Cheri Blose  
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Tuesday, November 17, 2015

To PLUM Committee:

I apologize for being unable to make to this meeting, but with less than a weeks notice it was not possible.

As the petitioner on file regarding this project at 12361 and 12385 San Fernando Rd. I would like to once again state my complete objection still to this proposed project.

It has been stated many times that the project initially proposed and the project now in the works are completely different things. And while I understand this developer purchased the land with the approved permits they have gone completely against what the local area and community wants and needs. The developers have misrepresented themselves and the truth on numerous occasions. They have claimed to have neighbor support and to have complete outreach within the immediate area, both of which are not fact.

No one in the area and neighborhood want this project. The safety and traffic issues alone are very concerning. The location does not and cannot support this many people and such traffic.

We as a community have worked very hard to have a community plan on file because we are trying to help all future growth and building in our area head towards a good working and safe community. This projected plan goes completely against that.

Please reconsider allowing this project.

Thank you for your time and consideration on this matter.

Leah Blose

Date: 11-17-15

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Statement given on Nov. 17, 2015 at PLUM

Re: 90 Small Lots proposed for 12361 and 12385 N. San Fernando Rd. in Sylmar. *Communication from Public*

I am Ann Job, the President of the Sylmar Neighborhood Council. Knowing I would be attending this meeting, 3 stakeholders gave me letters to bring. One was written by a stakeholder whose flower shop is in close proximity to this project. I ask that they be made a part of the record.

Let me begin by saying that of all the things we need in Sylmar, more retail is at the top of the list. The Sylmar Community Plan recognizes this. However, this project does not provide retail in a zone that the Sylmar Community Plan designates as "Commercial." Not only that, it will potentially drive out what few businesses we have. This is not good planning. And it hurts our neighborhood.

Thinking that perhaps Mr. Evenhaim only does this sort of project, I went to the Braude a while back regarding another of his projects (I think it was in Reseda) to see how the stakeholders felt about it. They loved it. It was beautiful; it was functional; they were there to express their support. So Mr. Evenhaim can do good work. We want him to do good work on this site, and throughout Sylmar. What is before us is not good work.

We need Mr. Evenhaim and this Committee to see the bigger picture that Sylmar is a community with grand plans to move forward and an enthusiastic base to help that happen. We are currently trying to get Trader Joe's to open its doors in place of the locally successful Fresh & Easy store, whose parent company unfortunately went bankrupt. We promote new business growth in Sylmar, while trying to maintain our current businesses.

The land has sat vacant for years and all this time we hoped that our view for our community would be realized. We counted on the City and the developers to respect our efforts to create a thriving community—efforts reflected in years of surveys and outreach—with a robust infrastructure that supports future growth. It breaks our hearts that this hard work on the part of so many might be ignored, resulting in more dense housing and no businesses and a further diminished Sylmar.

So I reiterate, "This is not good planning." I say to the Planning and Land Use Management Committee, please plan; please manage.

Help Sylmar attract new businesses which will better serve our community.

Our future depends on what you on this committee do today.

Thank you for the opportunity to address this committee.

St. Germain Flowers  
12204 San Fernando Rd.  
Sylmar, CA 91342

11/17/2015

Planning and Land Use Management Committee  
c/o City Clerk  
Room 395- City Hall  
200 North Spring St.  
Los Angeles CA 90012

RE: 90 Small Lots proposed for 12361 and 12385 N. San Fernando Rd. in Sylmar

Planning and Land Use Management Committee:

I apologize profusely for not being able to attend this meeting as I am a small business owner and am often times limited in my ability to participate in important proceedings such as these. Be assured that there are many business and property owners, like myself, who endeavor every day to make this city a better place to live and work and we all sincerely regret our inability to attend the meeting.

It is important to consider, in any proceeding that deals with a mitigated negative determination, the complete picture that the proposed project creates within a given community. One must not discount the often overlooked or underestimated factors such as the environmental ethics and socio-ecological impacts that a project of this magnitude most certainly involves.

The area in question is the last piece of truly large-scale, buildable land in the commercial corridor on San Fernando Road, in the city of Sylmar. For years, we have asked developers associated with this land to help our community build various projects from mixed commercial use to a YMCA to a fire station and even big box stores... or a combination of all of the above. These calls to action have not come on a whim but instead are based on the many years of outreach meetings beginning in 2008 conducted under then District 7 Council Members Alex Padilla, Richard Alarcon and other interested parties throughout the years, during their respective terms. Each time a survey was taken regarding what residents needed to make Sylmar better, at the top of the list was always, "build better businesses / we need big brand companies." This is where the socio-ecological impact of the proposed project by Mountain View and California Home Builders becomes apparent. To take away the chance for an underserved community to receive much needed services like a reputable shopping center acts to further disenfranchise a working class population that already must travel outside of their neighborhood to find the goods and services they need to live and to feed their families.

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Many of the poor do not have reliable means of transportation and would be greatly served by the creation of a shopping center where they could walk for their necessities instead of having to take public transportation (further taking money out of their pocket) or arrange for a car to pick them up which is not always possible. This simple reality creates a bigger carbon footprint for Sylmar especially when multiplied by the expected population growth for the City of LA and Sylmar over the next 20 years. So we, as conscientious members of connected communities across Los Angeles, must adopt a long term view regarding what best suits any neighborhood in Los Angeles, not just Sylmar. Developers, accordingly, should be charged with a clear duty and responsibility to build in ways that protect the integrity of Los Angeles and its suburbs. If we allow this project, and others like it, to move forward we fail to address the long term problem that we will face of growing neighborhoods with lower qualities of life that lack the infrastructure to support their peaceful existence. It's a recipe for disaster that neglects to take into account how people make decisions based on their environment and the opportunities available to them. We cannot continue to look the other way as developers profit on the backs of struggling communities.

As my own business continues to grow, I will face the difficult decision that many other successful businesses in Sylmar will have to consider as well: Do we keep our companies and their jobs in a declining community or do we move out to "greener pastures?" The lack of a thriving business infrastructure in a community leads to a vicious cycle of business migration while inhibiting outside businesses from moving into the area. Sylmar simply cannot afford to miss an opportunity like the one we have with the property in question here to build something really special; special in the sense that it will not only make daily life better for so many families that call the neighborhood "home" but special in that a reputable development in the area incentivizes surrounding businesses to stay & grow and outside businesses to consider Sylmar when they wouldn't have before. In this regard, developers would be hailed as heroes by these communities as they would be providing us with the tools we need to create a safe neighborhood that can support the expected future growth of our city.

Sylmar can be a shining example of how introducing a strong and well designed business presence in a struggling community can lift the local economy and lessen our carbon footprint at the same time. I respectfully ask the commission and the developers to reconsider their plans as they are truly harmful to Sylmar and its residents. Please reexamine the previous plans that were in place prior to the recession and you'll see that you'll encounter a helpful and engaged community that will bend over backwards to help you accomplish your project, for the greater good of our city. We only hope to improve Sylmar in every way we can which is why we are so opposed to the project in its current iteration and why we are eager to work with you all in taking this project in the direction that best benefits all of us equally.

Sincerely,

Dennis Orellana  
Vice President  
St. Germain Flowers, Inc.