

I SUPPORT A FRESH LOOK FOR GRANADA VILLAGE!

I urge city decision-makers to approve the proposed changes to the Granada Village Shopping Center!

Name: _____

Company/Organization: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ HOME OFFICE CELL

E-Mail: _____ Best time to reach me: _____ a.m./p.m.

I will voice my support by:

- Writing a letter
- Attending a public hearing
- Speaking at a public hearing

Comments: _____

Your Support Makes a Difference!
 Please take a minute to complete the attached postage-paid support card and put it in the mail.
 Questions? Feedback? We want to hear from you!
 (818) 276-1939
www.GranadaVillageShoppingCenter.com

We may be a community with a neighborly small-town feel, but we are not stupid. It is easy to make the wrong decision based on incomplete evidence, or based on verbal promises that have been made by the promoters of this projects, you may change your statements and opinions based on incomplete facts. Some of these “facts” and statements made to our neighbors include:

- “The project will raise property values.”
 Residential property values will have a relative decrease within a 1-mile radius of the site.
 Commercial property values, especially on smaller stores, decrease due the fewer number of future tenants that will want to compete with a Big Box store.
- “Cross-trafficking will increase your business”
 The negative impacts of a Big Box tend to decrease the neighboring commercial area business, although vehicular traffic may be greatly increased. They also tend to be “categorical killers” wiping out competing small business.
- “It is a done deal”
 If it is a “done deal” it is illegally done and can be investigated. The decision will be made by the Area Planning Commission on June 21, 2007. The current laws and ordinances are on our side. It is vital that we make it clear to the decision-makers that the project is clearly inappropriate; the other side is lobbying hard.
- “It’s progress and development has to come sooner or later”.
 There is progress that helps our community and there is overdevelopment that only helps the property owner. Any increase in traffic may deter other better projects, like the mixed-use zone planned for our commercial core on Chatsworth Street.
- “The project will bring jobs and revenues to the area.”
 The jobs Big Boxes provide are usually low paying and filled by out-of-area employees. Revenues to the city is defrayed by the lost revenues from small businesses in the area. A local business returns more than 4 times as much to our area economy than an out-of-state corporation that has to appease their shareholders. [Statements mostly from” The Rodino Report” – used by L.A. City in 2003 in an attempt to ban Big Box stores in disadvantaged areas, based on many national studies).