



Supporting Eagle Rock Since 1988

TERA is a local organization dedicated to the improvement, beautification, and historic preservation of the Eagle Rock community.

In the 1980s developers proposed plans that risked the distinctive and small-town qualities of Eagle Rock. Responding to this risk a group of citizens came together and created The Eagle Rock Association. Then and now, TERA's primary goal is to ensure



continues to be recognized as one of the best places to live in the greater Los Angeles area.

that, as the Community moves through decades of inevitable change, it

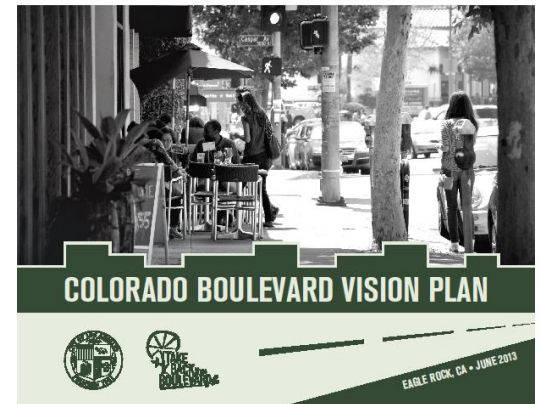
Protecting the community from inappropriate land use is a prime concern. Other goals include preservation of cultural resources, historic sites, protection of established neighborhoods, and beautification of the community. TERA maintains a close working relationship with the Council Office and other community organizations.

One of TERA's most significant contributions was its support and involvement in the development of the Colorado Boulevard Specific Plan. Over the years this plan has ensured that the evolution of Colorado Boulevard, our main commercial corridor, has been consistent with the small-town feeling that is so important to Eagle Rock. An important aspect of the Specific Plan is the encouragement of small, individually-owned businesses rather than chain stores to locate on Colorado.



TERA's focus on land use is often seen in the Association's opposition to "mansionization" and other residential developments that would alter the character of a low density neighborhood. Small lot developments are supported when they are consistent with the high density of the surrounding neighborhood.

The Take Back the Boulevard Initiative, (TBTB) which has redefined Colorado Boulevard so that it is safer and more equitably shared with motorists, pedestrians and cyclists was sponsored, including initial funding, by TERA.



TBTB Master Plan for Colorado Blvd. Improvements

In an effort to keep the community informed TERA hosts various public meetings, including the annual "State of the Town" meeting featuring a report by Eagle Rock's Councilmember. An e-newsletter is also published.



State of the Town Meeting

The community beautification initiative known as “Eagle Rock Make Art Not Trash” was an extremely popular



Tritch Hardware Design

TERA initiative. Artists were engaged to create and execute unique mosaic designs for decorated trash receptacles placed throughout the community. The designs were often themed reflecting the merchants who “adopted” the cans for on-going maintenance.

An invisible assault on the quality of life in Eagle Rock was posed when the City of Glendale proposed extending the

capacity and life of the Scholl Canyon Dump, which is located adjacent to our



Scholl Canyon Protest

community, and significantly diminishes the air quality in Eagle Rock. TERA, in strong partnership with the Council Office, was a leading organization in opposing any expansion of the dump.

TERA often provides administrative / non-profit support to smaller, single-purpose community activist groups lacking the necessary administrative support. TERA has provided administrative support to the Eagle Rockdale Community Garden and Art Park, the Centennial Street Tree Planting initiative, Dogs of the Rock and many other initiatives.



It is only through the support of members that TERA is able to continue its efforts to make Eagle Rock be the best place it can be. Make your investment in the future of Eagle Rock by becoming a TERA member **now**.

Membership levels are as follows:

- Senior / Associate \$20
- Individual \$35
- Dual / Household /
Business Associate \$50
- Supporting \$100
- Patron \$250
- Lifetime \$500

On-line:

www.TERA90041.org

where you can join using PayPal.

For a membership packet, more information about TERA, or to subscribe to the electronic newsletter send your request to membership@TERA90041.org.



TERA The Eagle Rock Association
Invest in your community