

Daisy De La Rosa

From: Jose Quinonez <florencefirestonecommunity.org@yahoo.com>
Sent: Monday, October 20, 2025 1:28 PM
To: Yanel Saenz; Juntos Florence-Firestone Together; Daisy De La Rosa; Jonathan Pacheco Bell
Subject: Re: Project No. PRJ2025-000506 Public Hearing Notice

CAUTION: External Email. Proceed Responsibly.

Community Concern Statement: Proposed 65-Foot Wireless Communication Facility (Faux Mono-Eucalyptus Tree)

On behalf of the Florence-Firestone Community Organization (FFCO) and the residents and businesses we represent, we would like to respectfully express our concerns and opposition regarding the proposed 65-foot Wireless Communication Facility (WCF) disguised as a faux mono-eucalyptus tree within our mixed commercial and residential community.

While we understand the importance of improving wireless coverage and connectivity, we believe the proposed installation presents several significant disadvantages and community impacts that must be carefully considered before approval.

1. Visual and Aesthetic Impact

The proposed 65-foot tower would stand far taller than surrounding buildings and natural trees, making it visually intrusive and inconsistent with the neighborhood's character. Even disguised as a tree, the structure's artificial appearance and scale would disrupt the visual harmony of nearby residential streets and commercial corridors.

2. Incompatibility with Community Character

Florence-Firestone is a closely connected community with ongoing revitalization and beautification efforts. The introduction of a large faux-tree structure in a mixed-use area does not align with the aesthetic goals or the long-term community vision supported by residents, businesses, and local stakeholders.

3. Noise, Maintenance, and Operational Impacts

Routine maintenance and equipment cooling systems can generate persistent low-frequency noise, which can disturb nearby households and small businesses. Additionally, service and maintenance vehicles may create temporary traffic disruptions, affecting both pedestrian and business activity.

4. Public Safety and Structural Concerns

The proposed height and design raise concerns about potential hazards during severe weather, earthquakes, or equipment failure. These risks are amplified in areas with high pedestrian activity or nearby housing.

5. Environmental Considerations

Unlike natural trees, faux mono-eucalyptus towers do not provide ecological benefits such as shade, habitat, or air quality improvement. They may also pose risks to local bird populations and further reduce opportunities for genuine green space development in the community.

6. Community Awareness and Transparency

Many residents were not adequately informed about this proposal. Our community values open dialogue, transparency, and collaboration on projects that impact our shared environment. We believe additional outreach and consultation should occur before any approval is granted.

7. Setting a Precedent


Approving this tower may open the door for similar large-scale structures in the future, leading to cumulative visual and environmental impacts that could alter the identity of Florence-Firestone.

Conclusion


We urge the reviewing agencies and decision-makers to consider alternative sites, shorter designs, or improved concealment strategies that better align with the community's character and priorities.

Our organization remains committed to working collaboratively with County representatives, service providers, and residents to find solutions that balance technological progress with the preservation of our community's livability and appearance.

Respectfully submitted,
Steve Quinonez
CO/President/CEO
Florence-Firestone Community Organization (FFCO)

 (323) 493-4599

 florencefirestonecommunity.org@yahoo.com

 6940 Compton Ave, Los Angeles, CA 90001

On Monday, October 20, 2025 at 01:00:35 PM PDT, Daisy De La Rosa <ddelarosa@planning.lacounty.gov> wrote:

Good afternoon, Florence-Firestone community members,

I hope this message finds you well. My name is Daisy De La Rosa, and I'm a Senior Planner with the Metro Development Section. As a courtesy I wanted to inform you that Verizon Wireless is proposing a new 65-foot-tall Wireless Communication Facility (WCF) tower, which will be disguised as a faux mono-eucalyptus tree, at an existing pallet yard operation located at 6111 Compton Ave, Florence-Firestone. You may have already received a separate email or post card in the mail.

The Los Angeles County Hearing Officer will conduct a public hearing to consider the project described below. A presentation and overview of the project will be given, and any interested person or authorized agent may appear and comment on the project at the hearing. The Hearing Officer will then consider to approve or deny the project or continue the hearing if it deems necessary. Should you attend, you will have an opportunity to testify, or you can submit written comments to the planner below or at the public hearing. If the final decision on this proposal is challenged in court, testimony may be limited to issues raised before or at the public hearing.

Hearing Date and Time: Tuesday, 11/18/2025 at 9:00 a.m.

Hearing Location: Hall of Records, 320 W. Temple Street, Room 150, Los Angeles, CA 90012. Virtual (Online) at bit.ly/ZOOM-HO. By phone at (669) 444-9171 or (719) 359-4580 (ID: 824 5573 9842).

Project No.: PRJ2025-000506

Project Location: 6111 Compton Avenue, Florence-Firestone

CEQA Exemption: Class 3- New Construction or Conversion of Small Structures.

Project Description: A Conditional Use Permit to authorize a new 65-foot-tall monoeucalyptus wireless communications facility in a 778 square foot lease area.

Below is the photo simulation that the applicant provided.

For any questions please feel free to contact me Monday- Thursday 7:30 am – 5:30 pm.

Thank you,

DAISY DE LA ROSA (she/her/hers)

SENIOR PLANNER, Metro Development Services

Office: (213) 974-6411 Direct: (213) 719-2945

Email: ddelarosa@planning.lacounty.gov

Los Angeles County Department of Regional Planning

320 West Temple Street, 13th Floor, Los Angeles, CA 90012 planning.lacounty.gov

Our field offices are currently open to the public. Please visit planning.lacounty.gov for information about available services, public meeting schedules, and planning projects.