

From: **Steven Whiddon** <chair@hsdnc.org>

Date: Fri, Nov 2, 2012 at 6:20 AM

Subject: Council File #12-1604 Case #APCC-2008-2703 Address: 5500-5544 Sunset Blvd. Proposed Target Project

To: sharon.gin@lacity.org

Cc: David Bell <dawrencebell@gmail.com>, Eric Garcetti <councilmember.garcetti@lacity.org>, Marcel Porras <marcel.porras@lacity.org>, Angela Motta <angela.motta@lacity.org>, Christine Jerian <christine.jerian@lacity.org>, june.lagmay@lacity.org, cityclerk@lacity.org

Dear Sharon,

I understand there is a PLUM hearing at City Hall, Tuesday, November 6, 2012. For the record, please place this letter, along with 3 other official HSDNC letters from the period of 2009-2012 in Council File #[12-1604](#) Case #APCC-2008-2703 Address: 5500-5544 Sunset Blvd. Proposed Target Project.

We, the Hollywood Studio District Neighborhood Council (HSDNC), and our Plan Land Use Management Committee (HSDNC PLUM) worked with Target for many years in hopes of creating a model store for our community and the Target Corporation. I am saddened to say that our main concerns of below grade parking, building height and exterior articulation were never seriously considered by Target. **We are strongly opposed to the current design of this store.**

Over the years, the HSDNC, HSDNC PLUM and community members attended numerous meetings with representatives from Target and Council District 13. From the beginning to present, our concerns have been the same: building height, parking below grade and better articulation on the exterior of building. We were consistent in our communications regarding these concerns, concerns that are being implemented by almost every other development within the HSDNC boundaries. Even non-profits and affordable housing projects within the HSDNC areas are building below-grade parking! It begs the question, why can these projects afford below grade parking but Target cannot? We find this hard to believe.

We never received any appropriate responses to several suggested alternatives. We offered this analysis to both Target and 13th District Council Member, Eric Garcetti and staff member Marcel Porras, with no appropriate response!

a) Parking above ground costs approximately \$20,000 per space. Parking below grade will cost approximately \$10,000 per space more, for the 1st subterranean level (because you do not hit water at that depth).

b) We do not know exactly how many parking spaces per level Target has planned to provide per above ground level. However, we do know that an average parking space is calculated at 400 sq. Ft per space (this includes 200 sq. Ft for the actual space and another 200 sq. Ft as a pro rata share for drive aisles, drive ways, etc).

We also know that the lot is approx. 160,000 sq. Ft. assuming that the useable area after set backs, etc is 136,000 sq. Ft, this would mean that Target will provide approximately 340 spaces per above ground level (136,000 sq. Ft divided by 400 sq. Ft).

c) If Target would put only 1 level below grade, it would increase their construction costs by approximately \$3,400,000 (340 parking spaces x \$10,000 each).

d) Target's construction costs are estimated to be approx.: \$38,100,000, as follows:

Say: 340 parking spaces per level times 2 above ground levels (at \$20,000 per space) = \$13,600,000

Say: 140,000 sq. Ft Store on the top level at \$175 / sq. Ft = \$24,500,000

e) Therefore, if Target were to make one of the 2 parking levels below grade, it would increase their construction costs by approx. 9%. This is an acceptable variance in construction cost overruns.

f) Additionally, the following observations:

1) 9% is approx. 1 year of carry on the project, and a small price to pay for Target to get permission to get the project started right away — rather than suffer the delays of debating the issue.

2) At a 6% cost of money for Target, the annual cost of the \$3,400,000 would be \$204,000 per year ; and this would have the effect of increasing their occupancy cost or "rent" by \$1.46 per sq. Ft per year of \$.12 Cents per sq. Ft per month — this is not a lot for any tenant.

3) This \$12 Cents per sq. Ft does not seem like a lot to preserve the view corridor for the neighborhood.

We are hopeful that you will see that our 3 requests before Target and the Los Angeles Planning and Land Use Committee are both reasonable and financially feasible. It is likely that this will be Target's highest producing store in the United States. Target understands the value of Hollywood, we hope that you will also recognize its value and insist that our concerns and reasonable input are implemented into this project before final approval.

Target

Steven Whiddon
Chair, Hollywood Studio District Neighborhood Council
1370 N. St. Andrews Place
Los Angeles, CA 90028

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"To promote public participation in local government in order to respond to the needs of our community"

CITY OF
LOS ANGELES
CALIFORNIA



Mayor
Antonio Villaraigosa



HOLLYWOOD

Studio District Neighborhood Council

5500 Hollywood Blvd, Los Angeles, CA 90028

Phone: 323-461-0773 E-Mail: HSDNC@yahoo.com

May 11, 2009

Central Area Planning Commission

200 North Spring Street, Room 272

Los Angeles, CA 90012

RE: APCC-2008-2703-SPE-SUB-SRR-SPR

To Whom It May Concern,

The Hollywood Studio District Neighborhood Council (HSDNC) would like to have a Target store within its community and has great respect for the Target Corporation. The HSDNC Board has devoted much time to consider the particular design and zoning features of this particular project.

As much as the HSDNC Board would like to see the Target Store and the income it would potentially generate within our community, the Board regrettably cannot issue a letter of support because of the height proposed exceeds any limits that we can support. The Board has wrestled with the height proposed and cannot represent the community interest by issuing such a letter at this time.

There are several viable alternatives available to both Target and the City to solve the height issue and no demonstration has been made that any of these solutions have been studied, let alone exhausted.

Moreover, the HSDNC Board is seriously concerned with the long term harm to the community with the precedent which may be set for future developments by granting the departures to this project.

We are almost unanimous in our vote to respectfully request the City agencies to postpone the matter and any decision until solutions can be examined.

We look forward to seeing a Target Store in the near future which will serve our community, as well as Target.

Please copy us on the Hearing Officer's Report.

Maripat Donovan

Hollywood Studio District NC Chair

cc. Eric Garcetti

Kelli Bernard

Noel Hyon

CITY OF LOS ANGELES

HOLLYWOOD STUDIO DISTRICT NEIGHBORHOOD

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COUNCIL

CALIFORNIA

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February 13, 2012

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Council Member, District 13

City of Los Angeles

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Los Angeles, CA 90012

councilmember.garcetti@lacity.org

RE: Target Store

5220 Sunset Boulevard, Los Angeles, California 90028

Case No: APCC-2008-2703- SPE-CUB-SPP-SPR

Case No.ENV-2008-1421-EIR State Clearinghouse Number: 2010121011

Council District: 13

Dear Mr. Keller and Mr. Plafkin,

The proposed Target project, referenced above, is located within the boundaries of the Hollywood Studio District Neighborhood Council (HSDNC). The HSDNC is a certified City of Los Angeles Neighborhood Council with an elected Board of Governors. On Monday, February 13, 2013, the HSDNC Board of Governors, with a recommended 'vote to approve' from the HSDNC PLUM Committee, voted on a motion to support the Target project as follows:

HSDNC supports the proposed Target project application to construct a new Target Store, as described on the attached Exhibit A, **but expressly subject to Target complying with the following conditions:**

1. That Target place all of its parking in an underground parking structure, instead of the above ground structure Target has currently proposed. The underground structure will have the effect of reducing the height profile of the Target Building, and the HSDNC Board feels that this architectural feature will result in an important view corridor, to be maintained for the community. Furthermore, the HSDNC is concerned of the precedent above ground parking will set for future development within the HSDNC boundaries.
2. That Target participate in the Streetscape plan that was recently approved along Western Avenue.

The HSDNC finds that the proposed project will positively affect the surrounding neighborhood and overall Hollywood community as follows:

- The Target project will increase new jobs in the HSDNC district, as well as in the City of Los Angeles.
- The project will result in new construction and project jobs over the development period, and will result in a large number of permanent jobs, once the store is complete and open.
- The Target project will bring a large number of shoppers into the HSDNC district, and those shoppers will also support other businesses located within the HSDNC district.
- The Target project will inject a large amount of capital into the Hollywood Community area.

Sincerely,



Steven Whiddon

Chairman

Hollywood Studio District Neighborhood Council Board

EXHIBIT A

TARGET PROJECT DESCRIPTION

Target Retail Center Project

Case No.ENV-2008-
1421-EIR

State Clearinghouse Number: 2010121011

Council District: 13

Community Plan Area: Hollywood

Project Address: 5520 West Sunset Boulevard, Los Angeles, CA 90028

Project Description: The project consists of the demolition of the existing 59,561 square feet of single-story buildings, electrical substation, and surface parking lot for the construction of a proposed retail shopping center of 194,749 gross square feet. The project consists of an approximately 163,862 square foot Target store along with 30,887 square feet of other smaller retail and food uses fronting Sunset Boulevard and Western Avenue, in a three level retail center. The project site encompasses approximately 3.88 acres on a single parcel of land, with a net area of 3.69 acres after street dedications. The first level of the proposed retail center would consist of individual retail spaces fronting on Sunset Boulevard and Western Avenue, along with one level of parking in the interior of the site. Ingress to the parking area would be provided from a right-turn-in only driveway on Western Avenue and a two-way driveway on De Longpre Avenue. Vehicles exiting the facility would use either the De Longpre Avenue driveway or a right-turn-out only driveway on St. Andrews Place. The second level of the center would provide additional parking spaces and would be accessed via a ramp located at the western side of the first level. A total of 458 parking places would be provided in the first and second level parking areas. A loading dock containing up to five truck bays would also be provided on the first level, with access provided from De Longpre Avenue. The third level of the proposed retail center would be primarily occupied by the retail floor of the proposed Target store. Access to the Target store would be through a pedestrian plaza and escalators located at the corner of Sunset Boulevard and Western Avenue or from elevators provided in various locations throughout the retail and parking areas. The retail center building would extend to a height approximately 65 feet above Sunset Boulevard, and approximately 75 feet above De Longpre Avenue, with architectural and/or equipment elements that could extend to a height approximately 78 feet above Sunset Boulevard. The project is located within the Hollywood Community Plan, the Hollywood Redevelopment Project, and the Vermont/Western Station Neighborhood Area Plan (SNAP) Specific Plan. The SNAP restricts all Community Center uses to C4 uses as defined by the LAMC. The Project Applicant is requesting ministerial and discretionary approvals as part of the project, including but not limited to: Specific Plan Project Permit Compliance Review; Specific Plan Exceptions Approval; Site Plan Review Findings pursuant to LAMC Section 16.05-E; Zoning Administrator Approval of Conditional Use Permit for alcohol; demolition, grading, foundation, and building permits; health department and off-site permits; Board of Public Works Approval of Street Tree Removal; and Haul Route Approval, pursuant to LAMC section 91.7006.7.4.

REVIEW LOCATIONS:

The environmental impact report is available for review at the Department of City Planning, 200 North Spring Street, Room 667, Los Angeles, CA 90012 and other locations.

1. Department of City Planning - 200 North Spring Street, Room 750 Los Angeles, CA 90012
2. Central Library - 630 West 5th Street Los Angeles, CA 90071
3. Francis Howard Goldwyn Hollywood - Regional Library -1623 North Ivar Avenue, Hollywood, CA 90028
4. Will & Ariel Durant Library - 7140 West Sunset Boulevard, Los Angeles, CA 90046
5. John C Fremont Library - 6121 Melrose Avenue, Los Angeles, CA 90038

The Draft EIR may be purchased on CD-ROM for \$7.50 per copy. To purchase a copy, contact

Hadar Plafkin
City Planner/Environmental Review Coordinator
Los Angeles Department of City Planning
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Los Angeles, CA 90012
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Circulation Period: January 12, 2012 to March 05, 2012

31 July 2012

Los Angeles City Council Member Eric Garcetti
200 North Spring Street Room 470
Los Angeles, California 90012

RE: TARGET RETAIL SHOPPING CENTER
5520 West Sunset Blvd. (@ Western Avenue)
Hollywood, CA 900
CASE NO.: ENV-2008-1421-EIR APCC-2008-2703-SPE-CUB-SPP-SPR

Dear Sirs:

This letter is written on behalf of the Hollywood Studio District Neighborhood Council PLUM Committee. As stated in our prior letter referenced in Targets Final EIR, the HSDNC is in favor of a Target store in this location. It would be a welcome addition to the neighborhood and provide much needed employment. However that said, **we emphatically want Underground Parking and SNAP to be enforced**. This project as it is now, is setting a precedent for future development that we believe to be a detriment to the community.

Underground Parking can be achieved on the block site with out lowering street retail six feet. The parking facilities alone could be leased during non-business hours to residents who are much in need of parking. This could be a potential benefit to both residents and Target.

It is the design and scale of this project that needs to be adjusted. Please see attached articles regarding urban scaled Targets recently opened in Westwood, Seattle and soon to open in China Town, here in Los Angeles.

SNAP defines and requires development to foster "proper relationship to adjacent uses." Articulation of facades horizontally, vertically and with materials as well as building mass are required. All roof lines above 40 feet must be broken. Landscape Plans require 24" box trees every 4 Parking Spaces. The intent was to foster proper building scale relationships for the pedestrian and uphold the context of the neighborhood. We urge you not to discard these principles and in the process set a precedent, that over time, we believe, will be hard to overcome.

In addition: The drawings show beyond the Sunset Parapet behind the 80' Tower – a dimension of elevation (EL – 156'-3") We would like that clarified.

The project blade signs appear too large and pole signs are not allowed under SNAP. Clearly this is a part of Target's identity - and as such - could be granted an exception – with clear understanding as to scale.

Hollywood is one of the largest economic centers of Los Angeles and a foot hill community. Scale is a basic and an integral part of this neighborhood. We have repeatedly asked Target who has been Intransigent with the neighborhood with refusal to address repeated requests about these issues. Hollywood deserves responsive architecture to its surroundings.

Please support our requests and consider the long term consequences of the exceptions you grant.
Thank you for your consideration.

HSNHC PLUM Committee

Cc: Central Planning Commission – Public Works Board Room, City Hall – Room 350
200 North Spring Street, Los Angeles, CA 90012