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March 3, 2013

MR. ED P. REYES,
Los Angeles City Council – Chair PLUM Committee

reyes.@lacity.org

RE: TARGET RETAIL SHOPPING CENTER
5520 West Sunset Blvd. (@ Western Avenue)
Hollywood CA 90028

CASE: APPCC-2008-2703-SPE-CUB-SPP-SPR Council File # is 12-1604

Dear Councilman and PLUM Chair Reyes,

The HSDNC has consistently opposed an over-height, multi-story Target store with above-grade parking as being inappropriate for the area and setting major zoning precedents.

Members of the HSDNC Board and PLUM Committee met personally with Councilman Eric Garcetti in November of 2012 to voice their strong opposition to the tall Target store design and to request a below grade parking, or at the very least one parking level below grade.

The HSDNC represents community stakeholders who will be permanently impacted by the proposed store and the zoning precedents it will set.

The HSDNC would welcome a by-right, 1-story Target at the site, and such a store could have been built years ago to serve this community...

We are hopeful that you will not approve the proposed project, unless the parking is placed below grade, thus reducing the height of the building and making sure the community's voice is heard and respected.

Sincerely,
Steven Whiddon
Chair, HSDNC