

Date: 2-9-16

Submitted in PLUM Committee

Council File No: 16-0033

**ENV-08-1421-1401**

#3

Item No.

Describe: Communication from Public



**SCOTTS VALLEY, CA**

Target Store Design

11-26-07



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HOLLYWOOD STUDIO DISTRICT NEIGHBORHOOD

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February 9<sup>th</sup>, 2016

City Council Planning Committee  
City Hall – 200 N. Spring St.  
Room 340  
Los Angeles, CA 90012

Date: 2-9-16  
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Council File No: 16-0033  
Item No. 3  
Deputy: Communicator from Public

**RE: Target Project @ Sunset Blvd. & Western Avenue CPC-2015-74-GPA-SP-CUB-SPP-SPR (CEQA: ENV-2008-1421-EIR, SCH#2010121011)**

Dear Councilmember Huizar and Committee:

For seven years Target has sought to build a store in Hollywood, and at the beginning they properly presented their plans to the stakeholders and the community representatives of the area where those plans were set. Yet, since then Target has decided over and over again to ignore the concerns raised by people living in and doing business in our community.

For the seven years since this started the Hollywood Studio District Neighborhood Council has consistently (along with the community and stakeholders) supported Target coming to Hollywood and building in the neighborhood. The only caveat being that it's construction be fully consistent with the current zoning law and they be responsive to community concerns. This compliance would mean among other things that the parking should have been built below grade to comply with the height requirements of SNAP.

Instead, Target chose to build a structure in clear violation of the law and knowing it could lead to litigation. In the end an independent Judge ruled Target violated the law, and so their half-finished structure stands frozen on the corner of Sunset and Western, a monument to uncompromising corporate self-interest and municipal acquiescence.

As a result of all of this, Target has lost far more millions of dollars than it ever could have saved by not building the sunken parking that would have kept it compliant with the zoning code.

Now, rather than seek a reasonable compromise Target and the Planning Department's response has been not to conform their development to the proper zoning code, but instead they have chosen to try to change SNAP itself.

Disturbingly, Target and the City have made no effort to bring this radical proposal before the Hollywood Studio District Neighborhood Council to get the actual community and stakeholder response to this critical change. In fact, the last time Target came before the HSDNC with any information on this project was April of 2009.

Again, the HSDNC has always been consistent about its position. Yet, now it seems both the developer and the City are trying to bypass the community and its representatives.

We again ask that before any consideration or action by this Committee or the City can be taken on this proposal, that it first have the opportunity to be properly and publically reviewed and vetted by the HSDNC and the community in which it is being constructed.

Any amendment to SNAP would inevitably set a precedent, and thus has the real risk of not being the exception, but becoming the rule. Moreover, showing such explicit favor to a large deep-pocketed out-of-state big developer and allowing the City to change the law after a Court has already established they violated it, essentially implies all zoning code is malleable in the face of money and City Hall connections.

Inevitably, the approach the developer has chosen will invite further litigation, which is to no one's benefit. In fact, it will only hurt the City and bring the Hollywood Studio District no closer to having a Target.

The precedent this would set is similar to that of Berlusconi in Italy, where whatever law that he violated was simply altered or replaced with one suiting Italy's richest man and prime minister. Passing this would mean that no zoning code in Los Angeles has any real weight or meaning in the face of political connections and financial resources. This may also be construed as corruption by many, and it will lead not to expedited development goals, but rather possibly to investigations and legal actions.

So we respectfully ask this committee to send the issue back to the HSDNC and the community before any further action. We sincerely hope that Target will make every effort to work with the Court to correct the outstanding problems and issues. We remain certain and hopeful, that by so doing, a mutually beneficial solution for Target and the Community can be reached before much more time passes.

Thank you for consideration of this letter.

Sincerely,



Bill Zide  
Chair  
HSDNC  
chair@hsdnc.org