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March 21<sup>st</sup>, 2016

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

Date: 03/22/2016  
Submitted in PLUM Committee  
Council File No: 16-0033  
Item No. 3  
Deputy: Comm from Appellant

**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. 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.

Target chose to build a structure in clear violation of the law and knowing it could lead to litigation and a cessation of construction. This is exactly what occurred and an independent Judge ruled Target violated the law.

As a result, half-finished structure stands frozen on the corner of Sunset and Western, a sad monument to uncompromising corporate self-interest and municipal acquiescence at the unnecessary expense of the community and the law.

There can be little doubt that Target has lost far more millions of dollars in building, legal, financial and opportunity costs than it ever could have saved by choosing to ignore the law and the community. None of this was necessary.

Now, rather than seek a reasonable compromise with the litigants and community, 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 with a spot zoning change.

Disturbingly, Target and the City have made no effort to bring this radical proposal before the Hollywood Studio District Neighborhood Council to get community and stakeholder

response. 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, 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 has a 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. It will only hurt the City and bring the Hollywood Studio District no closer to having a Target. However, this attempt may also be construed by many as a corruption of the planning process in favour of special interests. It will lead not to expedited development goals, but rather possibly to investigations and more legal actions.

Since this process started seven years ago 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 majority have always wanted them here and we have repeatedly made that clear over and over.

However, the only caveat and condition to this being that a store's construction be fully consistent with zoning law, and that Target and the development be responsive to community concerns. This seems like the least that could be asked of any developer.

This compliance with the law would mean among other things that adequate parking would have to be built below grade to fully comply with the height requirements of SNAP. For Target's development to be of greater height it would need other components as dictated by the SNAP. These are the same rules and regulations to which all developers are subject.

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 feel certain that 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