



● **McQUISTON ASSOCIATES**

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consultants to technical management  
February 8, 2016

CF16-0033 ✓

ITEM 3 PLUM 2/10/16 ✓

S. Dickinson

**STATEMENT of J.H. McQUISTON on  
PROPOSED AMENDMENT to SNAP**

Honorable Chairman and Members of the Committee:

As the Planning Representative of East Hollywood Community Assn, I participated in enacting SNAP. I assigned **every property its highest and best use, using constraints proposed, for safety and general welfare.**

My plan integrated local schools and parks, substantially-provided mobility and pedestrian-ease. It was given to LAUSD and City executives. **It was ignored, in favor of the Plan which permits the by-right population of 159,602 in its 2.2. square miles.** An equivalent population in the City was not even 40,000.

**SNAP's by-right density is higher by-far than New York City's**

**SNAP's EIR was only a MND. It relied solely on the City-plan's Framework Section.** The Framework is insufficient as an EIR because it posits control elsewhere. And even the Hollywood Community Plan's EIR did not consider a density as enormous as SNAP's **by-right density.**

**a. Remember the California Supreme Court invalidated Plans which were inconsistent like this one, There is no doubt Subarea F will be substantially-inconsistent with the rest of SNAP and the City's General Plan.**

**b.** Also, the property is a lot of 168,869 sq ft. built-out to sidewalks as one entire building. SNAP's plain meaning for "building" includes the part now-proposed for parking. We know it may be used otherwise, because other commercial properties convert interior parking in buildings to non-parking uses.

**By plain meaning in SNAP, the maximum FAR for any purely-commercial use in Subarea 6 is only 1.5.**

**This project's FAR is at least 3. Only Hospitals are permitted such a large FAR in SNAP.**

**c. The traffic analysis in SNAP was inadequate for credibility. The traffic analysis in the 1988 Hollywood Plan was very specific: it calculated that many Hollywood intersections would be at level F before the time-limit on that Plan elapsed. Streets in the City were not designed to carry current traffic-loads.**

**Today, traffic in Hollywood is a mere "F" only in "non-rush hours". In morning and evening it is "FFFFFF". A believable traffic analysis, including by-right SNAP development and City-allowed over-Plan developments must now be undertaken, to be in accordance with CEQA and the City's Plan.**

**d. Creating a subarea for the "special privilege" of one parcel is unconstitutional per Calif. Article 1.**

**e. LAMC 11.00 puts the onus on a developer, to comply with all other appropriate legal restrictions despite the City's approval of a development. City's posture puts all developments at peril. It is patently-unfair for the City not to examine all pertinent restrictions and not to abide by them.**

**This Committee has been instructed many times regarding Supreme Court and Legislative restrictions which it so-far ignores. Let's not do that unlawful-process any more. We can't afford to be renegade any longer.**

Respectfully submitted,

J. H. McQuiston

c: Interested parties

----- Forwarded message -----

From: **Alek** <[alek3773@gmail.com](mailto:alek3773@gmail.com)>

Date: Fri, Feb 5, 2016 at 4:09 PM ✓

Subject: Re: Statement in support of Target (Sunset/Western), item # 16-0033 ✓

To: Sharon Dickinson <[sharon.dickinson@lacity.org](mailto:sharon.dickinson@lacity.org)>

Dear City Council:

I am a Hollywood resident, and would like to express full **support** in regards to successful completion of Target, located approx. at 5500 Sunset Blvd. (Sunset Blvd. & Western Ave.), in Hollywood.

First off, I am a local resident, and am a frequent visitor to the Sunset & Western area. The current condition of the half-finished Target building is unacceptable; the building must (finally!) be finished.

I urge the City to amend the zoning for the area - so that the Target will be allowed to reach its designed height. The current zoning laws are outdated, and have too much prohibition, hence the lawsuit was brought up against Target. I am thrilled to learn that the City is considering to amend the Law, allowing increased heights of commercial buildings.

Finally, I am appalled by the legal action brought by a small (but vocal) opposition group. The opponents (aka "NIMBY's") do not seem to have a clear understanding of the tremendous benefits of the new development. The Target project should have never been stalled. I therefore urge the City Council to pass the Zoning amendment, so that the Target construction can continue.

Most importantly, the Target store - along with the ground-level retail - will significantly improve quality of life in the area. Currently the Sunset & Western area (and surrounding neighborhoods) presents a dull sight, with still plenty of blight, graffiti, and crime. Bringing the Target store to the area will not only provide a major shopping center, but will create a safe, family-friendly atmosphere, offering walkable and vibrant environment.

Thank you for reviewing my comments. I look forward to a successful resolution, and timely completion of the Target Hollywood!

~ Alexander Friedman

[\(323\) 465-8511](tel:(323)465-8511)

Hollywood, California



LOS ANGELES AREA  
CHAMBER OF COMMERCE

16-0033

February 8, 2016 ✓

The Honorable José Huizar  
Los Angeles City Council  
200 North Spring Street,  
Los Angeles, CA 90012

**RE: SUPPORT Case No CPC-2015-74-GPA-SP-CUB-SPP-SPR – Sunset/Western Target Project**

Dear Councilmember Huizar:

On behalf of the Los Angeles Area Chamber of Commerce (LA Chamber), which represents more than 1,650 organizations and 650,000 employees in the region, I am writing to express our **support** for the proposed new Target store at Western and Sunset in Council District 13. The project would stimulate economic activity and include valuable community benefits.

Building the store will provide a service to the community while generating dollars for the economy. The store alone is expected to create 75 construction jobs, and employ 250-300 people once opened, many of whom will call the local neighborhood home. Additionally, the ground-floor retail and restaurant operations located at this site will bring economic opportunities for the community. The new store will also provide access to needed affordable food, clothing, and household goods that will improve the quality of life for the East Hollywood community.

Target takes an interest in the communities their stores serve. Every Target store in LA County provides financial support to HUNDREDS of nonprofit organizations and schools in our communities – nearly \$5 million of support in 2014. In addition to the financial support, I have seen Target volunteers engage in the local communities around their stores – from volunteering at community beautification projects, to school assistance, to various walks to address a myriad of social challenges.

Target is a business that wants to truly invest in the East Hollywood community and improve the areas where they do business. For the reasons outlined in this letter, I respectfully urge you to **support the Sunset/Western Target proposal**. If you have any questions or would like to discuss this matter further, please contact me or Alycia Witzling, Public Policy Manager at (213) 580-7531 or [awitzling@lachamber.com](mailto:awitzling@lachamber.com).

Thank you for your consideration.

Sincerely,

Gary Toebben  
President & CEO

CC: Councilmember Mitch O'Farrell