

Attention Neighbors! **TARGET** is coming.

Contact us to get on our email distribution so we can keep you informed. Join us for a meeting on the evening of Monday, Jan 31st. RSVP at decreasetraffic@yahoo.com

Target is coming just 2 blocks away on Weyburn Avenue. Are you ready for...

- 110,000 sq feet of retail space
- Up to 9,253 cars a day or 771 cars an hour¹
- Less than a 1/4 mile from our homes
- Shoppers from all over LA; the closest Target is Culver City

771 cars per hour = 1 car every five seconds!

What have others done?

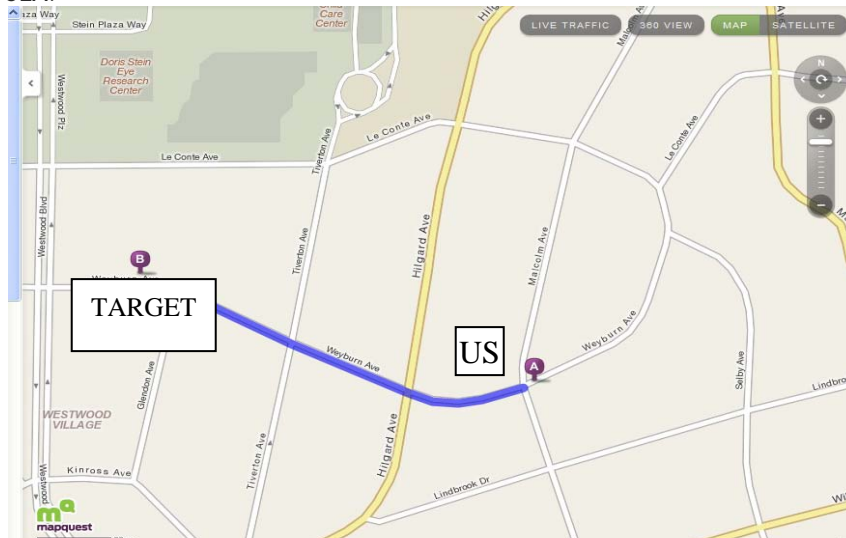
In other cities, residents have protested to oppose Target due to traffic burdens. In many cases, Target has allotted \$1-2 million in traffic improvements to protect nearby residents.

What can we do?

Our southwest pocket of Little Holmby is particularly vulnerable to Target's traffic impact. Unfortunately, Target will be occupying existing retail space; so, it will **not** be required to protect our community from its traffic burden. We still can pursue City-installed traffic measures.

Next steps?

To address Target's impact, we intend to utilize our past efforts via the Palazzo project to protect our neighborhood for years to come. Our traffic efforts must also aid in mitigating impacts from the planned **9 story hotel and conference center** at the corner of Hilgard and Westholme at UCLA.



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¹ Based on Target Corporations Draft Environmental Impact Report developed in conjunction with the City of Azusa
<http://www.ci.azusa.ca.us/documents/Community%20Development/Planning/Target%20Draft%20EIR/4.10%20Traffic%20and%20Parking.pdf>

Lindbrook – Weyburn – Selby – LeConte – Malcolm
ALERT

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NEIGHBORS, DID YOU KNOW?

- Did you know that an estimated 771 additional cars per hour are soon to cut through our streets in Little Holmby-Westwood?

*True: A new Target department store will be opening on Weyburn Avenue, just west of Tiverton, bringing up to 9,253 additional cars per day through our streets.
771 cars per hour = 1 car every five seconds!*

- Did you know that UCLA is planning to build a nine-story tall hotel and convention center at the corner of Westholme and Hilgard?

True: The beginning phases have already started in producing an “Environmental Impact Report.” UCLA has not figured out traffic patterns for the tour buses, shuttle buses and taxis, although the round-the-clock truck deliveries are planned to be directed to underground loading docks.

- Did you know that a Los Angeles Superior Court judge ruled that the City of L.A. broke the law when it removed the traffic mitigation measures reducing neighborhood cut-through traffic that Westwood residents overwhelmingly approved in 2009?

True: After a court trial, the judge ruled that the City broke the law when it removed the cut-through traffic mitigation measures, and the judge also ordered the City to pay over \$170,000 in attorney’s fees. Notwithstanding the judge’s ruling, the City continues to defy the Court Order and is planning to appeal the decision. Our Councilman, Paul Koretz, supports spending our scarce tax dollars on appealing the Court’s ruling.

What have other neighborhoods done?

Neighborhood objections often result in the implementation of traffic and parking mitigation measures aimed at discouraging cut-through traffic. Because the Westwood Target store will be occupying a previous retail space, essentially, no City approvals are necessary. There is no practical way to leverage some traffic and parking mitigation as part of the City approval process.

What Can We Do?

The only remaining recourse is to pressure the City to abide the Judge’s Order requiring that the cut-through traffic mitigation measures be re-installed. When the measures were in place, cut-through traffic in our residential neighborhood was reduced by as much as 54% and cars speeding through our streets were reduced by as much as 26%.

Please help protect our neighborhood by contacting us:
EMAIL: decreasetraffic@yahoo.com WEBSITE: www.westwoodsafety.com