

Dear Councilmember Ryu,

I am very disappointed how you handled the matter of PPDs on lower Beachwood. By your actions you have compromised the value of what we have in this neighborhood. You are promoting tourism at the expense of a cohesive, livable neighborhood. It seems you do not understand the basic elements of what makes a community.

- What LaBonge did, opening and promoting the end of Beachwood Drive, was unauthorized and illegal. The city continues to exacerbate the issue, harming businesses, property values and a sense of community here.
- By not doing proper procedure, you pitted residential owners against commercial ones. As an owner of both, I object to this divide and conquer tactic. The one meeting you had with the commercial owners was inadequate for your decision on the PPD. You never had a public meeting where you had me, the business owners and residents problem-solve in the same room.
- Not one concession was made to the businesses. You could have installed signs with time limits next to us but chose the harshest alternative, no parking on peak weekend hours directly across from the businesses.
- LADOT never did a study on this matter nor had a conversation with the any of the businesses owners. This needs to be changed so that in the future LADOT must interface with business property owners affected before posting signs. We must work with LADOT now to find a workable solution to this without being forced into litigation to achieve it.
- My two major tenants complain that your office is saying that the tenants changed their position on the PPDs, being for them in the beginning and now opposing them. This is not true. No business was for the PPDs adjacent to them ever. I have consistently opposed them in all my correspondence with you.
- The goal of the residential property owners and the commercial owners is the same: to preserve our quality of life and our property values while coexisting in a reasonable way. This historic hillside neighborhood is unique and has limited infrastructure that cannot be changed.

If installing the new PPDs was to generate brief relief while you figure a way to close the end of Beachwood, that's tolerable. Closing the entrance resolves everything and is the cheapest, easiest thing to do. It is the city's responsibility to correct its misguided actions instead of making them worse.

You are supposed to be working for us.

