

April 15, 2016

The Honorable David E. Ryu
Member, Los Angeles City Council, District 4
Los Angeles City Hall: 200 North Spring Street, Room 425
Los Angeles, CA 90012

RE: Response to Hollywood United Neighborhood Council's 3/30/16 letter about TPPD #239

Dear Mr. Ryu:

The Board of the Hollywoodland Homeowners Association (HHA) strongly supports all the PPDs that you and LaBonge initiated in response to the overwhelming need for them by the majority of our households. On 5/12/15 the HHA Board unanimously passed a motion to support the residents of Beachwood between Belden and LedgeWood (TPPD #239) in their efforts to become a Permit Parking District.

Now TPPD #239 has come under formal attack by the Hollywood United Neighborhood Council (HUNC). By mandate HUNC represents interests of residents and businesses; in practice it has become a de facto lobby for Hollywoodland Business Association (HBA).

- HUNC provides no evidence that business revenue has dropped. Indeed the Beachwood Market owner, Alex Papalexis, reports no change in revenues since TPPD 239 went into effect. At the café, lines run out the door on both days. Both businesses survived for decades before Hollywoodland became a tourist mecca, and there is no basis to claim that sustainability of either business depends on the onslaught of outside visitors.
- HUNC writes that residents would not compromise. The opposite is true. Residents originally sought 7-day 8AM-6PM TPPD and then agreed to weekends only and to be lifted at 4PM (rather than 6PM) in a concession to the Café. Belden Dr. fronts the businesses was withdrawn. It was at the 10/16/15 meeting between residents and business owners that residents agreed to shrink the protection in terms of days, hours, and streets. Residents also agreed to work towards parking passes for business employees.

In the month since the PPD went into effect, residents report huge improvements to safety: not a single vehicular accident has been reported; before this PPD, accidents occurred almost weekly. Residents also have re-claimed an ability to park near their homes (many of which have 1920s garages and driveways that cannot accommodate more than one modern vehicle).

We strongly urge you to continue to support our members' desire to see our historic Hollywoodland neighborhood remain a safe and pleasant place to live. Allow all of the TPPDs, including #239, to remain in place until long-term tourist management solutions are devised and implemented.

Enclosed is a copy of our newsletter. We call your attention to the article, "Closure, Taking A Position" in which the HHA Board states its position on the unsafe magnet sites in Hollywoodland.

<http://hollywoodland.org/wp-content/uploads/2016/04/HHA-Newsletter-issue-4-April-final.pdf>

Sincerely,

Jack Conrad
Safety Chairperson, Hollywoodland Homeowners Association

cc: Sarah Dusseault, Chief of Staff to Councilmember David E. Ryu
Catherine Landers, Senior Field Deputy, CD4
HHA board members
Residents of TPPD #239