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HOLLYWOOD UNITED NEIGHBORHOOD COUNCIL

Certified Council #52,
P.O. Box 3272 Los Angeles, CA 90078
www.HollywoodUnitedNC.org email HUNCoffice@gmail.com
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April 6, 2016

Hon. David Ryu
Councilmember, 4th District
200 N. Spring St., Room 425
Los Angeles, CA 90012

RE: Recent implementation of temporary preferential parking district along Beachwood Drive

At the last meeting of the Hollywood United Neighborhood Council board a motion was made and adopted 11-0 to support the suggestion of the Hollywoodland Business Association (HBA) and numerous other stakeholders from the Beachwood Canyon area, to seek the immediate removal of the recently installed temporary preferential parking district (tppd) signs along Beachwood Drive around the business district near Belden Drive.

As we mentioned to you and your Chief of Staff when we met in August of last year, the status of the proposed tppd in this area was one of our top 10 issues of concern within the HUNC area.

“Proposal to extend tppds on upper Beachwood from 2 to 7 days
Issue- HUNC asked for chance to review findings, business area.” [8/15 memo]

The business community has expressed its strong opposition to the “compromise” that was put into effect by the Council, following the report by DOT, which lists your office as the main source of their impetus. The businesses fear that they will lose much of their most profitable hours of business and that the deal they tentatively signed off on had many unmet conditions.

We are aware that Councilmember LaBonge started this process. Indeed, we had a very public falling out with him over his original motion asking for consideration of a 7-day tppd in this area. He also amended this motion, which asked only for a study, to ask DOT to analyze the potential impact on local businesses should a tppd be created. They do not appear to have done so.

The new ppd rules give the Council office the power to request a study by DOT of the impact of a tppd on the surrounding community. We ask that you use that power immediately to get that process moving. Going forward, we also would like to be formally notified about all proposed tppds at least 60 days before Council acts so that we can schedule a hearing and possibly vote.

In sum, we ask that you bring all parties back to the negotiating table, using the seven conditions recommended by the business area as a starting point, and seek to work out a more equitable deal. This might not be something that the immediate homeowners can endorse, but it will be far better than what they had before and what might result if the businesses feel the need to litigate.

Sincerely,

ERIK SANJURJO*
Vice President; PS,W&T Chair

SUSAN SWAN*
President; Geo. Area 3 Rep.

*= Signed electronically