



PACIFIC PALISADES COMMUNITY COUNCIL

October 6, 2018

Mr. Rick Caruso
Chief Executive Officer, Caruso
101 The Grove Drive
Los Angeles, CA 90064

via email: rcaruso@caruso.com

Re: Palisades Village

Dear Rick:

Congratulations on the huge success of the new Palisades Village (PV)! We wish for its continued success as a much-needed revitalization of the commercial core of Pacific Palisades.

As you may know, shortly after the opening, our Village Project Community Liaison (VPCLC) team advised your Vice-President Michael Gazzano of several concerns brought to us by community members, including complaints involving employee and customer parking on nearby streets and the PV self-parking/validation policy. Michael provided initial information in response, which the VPCLC co-chairs conveyed to the board at our public meeting on September 27. He stressed that since operations had just begun the Caruso team would continue to assess these issues and inform us of your plans to address the neighbors' concerns.

Unfortunately, this has become a brouhaha on social media. In addition, we have been the target of relentless complaints via email and personal interactions with residents. We have observed that the problems have not abated and seem to be growing. For example:

- Despite signs recently placed by Caruso in nearby residential parkways, residents report that employees continue to park on neighboring streets, in violation of what we understand are your tenant agreements and assurances over the past two years that employees would be required to park in the garage.
- Some tenant employees claim that they are required to pay all or a significant portion of the "per stall" fee, and that they are unable financially to bear this cost.
- There is confusion over which tenants are providing validations, the amount of time that is validated, and the required purchase in order to obtain a validation.

- Several persons, including PPCC board members, report that the machines would not accept Vintage Grocers validation cards.
- Neighbors report that PV customers also continue to park on nearby residential streets rather than use the garage. The garage does not appear to be full even on weekends and other "high visitation volume" days. Many blame this on the cost of parking.
- Some residents maintain that at least two hours complimentary parking should be provided to all PV customers as an incentive for more garage usage; currently, it appears that the most amount of time that any tenants validate is for 90 minutes (it is understood that Caruso validates for "all day" upon proof of at least \$250 in purchases).
- The validation policy as set forth on the PV website is unclear or wrong: it states that validation will be provided for two hours, with a \$1 charge per ½ hour thereafter. However, no validations are being provided for two hours and all extended stays are charged at \$2 per ½ hour, not \$1. This policy should be restated/reformulated or clarified.

We believe that the employee parking problem could be addressed with stricter enforcement on tenants and the employees. As to customer parking on neighborhood streets, we urge you to identify and implement a solution. The spacious parking garage that was so strongly advocated for by the community is of no use to neighbors if the cost of parking and the validation drive customers to park on neighboring streets.

While it may be costly to offer longer complimentary parking, doing so would be of great benefit to the community. Some of our board members believe an hour or more of un-validated free parking would lure many visitors to the garage and presumably to the retailers.

As you know, PPCC was not a party to the POV agreement, which has also become an issue in the community; PPCC therefore takes no position on the enforceability of any of the POV agreement's provisions.

We cordially invite you or a Caruso representative to attend the PPCC board meeting on October 25, 2018 to provide an update and answer questions from the community about the problems identified above and other ongoing issues that residents may have.

Thank you again for your continuing engagement with our community.

Best regards,

Pacific Palisades Community Council Executive Committee (George Wolfberg, Chair; Peter F. Culhane, Vice Chair; Richard G. Cohen, Treasurer; Chris Spitz, Secretary; Maryam Zar, Chair Emeritus; David Kaplan; John Padden)

cc: Hon. Mike Bonin, Mr. Michael Gazzano, Mr. Rick Lemmo