

Although I live in RPV, I am a close neighbor of San Pedro. It is a small town like the one I grew up in, so I have an affinity for it and its people. *San Pedro Magazine* gets delivered to my home, and I read it almost completely every month. In general, you do a very fine job with the magazine, and I compliment you on that.

However, your January 2007 issue had one disturbing page... the one featuring the "Lightning Rod," the page devoted to Mr. Bisno. Before you start thinking, "Here's another anti-development so-and so," let me assure you that I have been pro-development all my life. I usually have to defend developers, which I do by opining, "If it weren't for some developer who risked his money and reputation building a house in which I live, I wouldn't be living here." Many folks don't ever get the philosophical message that statement carries.

So, I don't want to trash Bisno because he is a developer. *But*, I think his 2300 housing units are an *absurdity*. The Western Avenue Task Force (actually several versions of it) has concluded that traffic on Western Ave. (already at 33,000-35,000 vehicles per day) will come to a standstill with traffic from his development plus that from Rolling Hills Prep and Mary Star High Schools. His offer of less than \$1 Million to computer control the signal lights (his original offer was to do the entire job) is chump change to him. By the way, I read that the entire job from 25th Street to North of Pacific Coast Highway is now estimated to be closer to \$4 Million. In any event, the Task Force engineers from Caltrans and LADOT have said that such signal

mods will only reduce the present traffic by about 10%. Well, that's only about 3500 cars. His Ponte Vista will generate on the order of 12,000-15,000 trip-ends per day (or more). Single-family detached homes generate 10 trip-ends per day, so he will immediately swamp any benefits obtained by computerizing the signal lights. His rhetoric about "fixing the traffic problem on Western" is nothing short of pure blue-sky poppycock.

Thus, while the write-up you presented with his photo merely asks questions, what I find fault with is this: You mixed him in with some very fine San Pedrans, people who give to their community, not fast-buck artists who go home to Beverly Hills every night and never worry a bit about Western Ave. Will the average reader make him out to have the same qualities as the others who you presented? He has made whores out of a few formerly good people by hiring them away from their \ former employers to promote his sick plan. The LA Planning Commission (Department) should allow him the 400-odd homes for which the property is currently zoned and no more. But watch out!

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