

# Developer wants Pokemon craze near his beachfront condo to just go away

By SUSANNAH BRYAN  
Staff writer

**HOLLYWOOD** — The Pokemon craze has hit the beach — and not everybody's happy about it.

Developer Lon Tabatchnik says dozens of Pokemon Go players have been descending on the Broadwalk well past midnight ever since the game launched on July 6, interrupting the slumber of nearby residents and forcing him to hire off-duty cops to patrol the area.

"It's the night of the living dead. They're like walking zombies," Tabatchnik said of the folks flocking to his neighborhood along a relatively quiet section of Hollywood beach at Sheridan Street and AIA. "They're walking around with their cellphones open and swiping the phone to catch the Pokemon, walking back and forth over the same path."

Pokemon Go uses a smartphone's GPS capability to help players find and capture virtual Pokemon cartoon characters. The game has quickly become a national sensation, with players exploring new places in search of the elusive creatures.

Somehow, Villas of Positano and neighboring Positano Beach both wound up on the list of Pokemon stops, said Tabatchnik, who built both condos and lives in one.

Alexander Pressoir, a self-described Pokemon player, wasn't at all sur-

prised to hear the Pokemon crowds are annoying neighbors.

"People do shout if they see a Pokemon," he said.

"But we encourage them not to make a lot of noise. People are trying to sleep."

Just a week ago, Pressoir said he found himself in

Tabatchnik's neighborhood in search of Pokemon — along with about 100 other players.

"I was there from 11 p.m. to 1 a.m.," said Pressoir, 27, a plantation resident who organizes Pokemon Go meetups. "Certain Pokemon only come out at night."

Tabatchnik, whose Mar-gaitaville resort sits about a mile to the south, says players are disrupting the more sedate north end of the beach until 3 a.m. Some players are drawn by meetup groups and others show up at random. In their zeal to catch Pokemon, they seem to have forgotten that some people might be trying to sleep, Tabatchnik says.

"We can't sleep here at night," he said. "They start chatting. They'll play music. They congregate. This is not people just walking through. They are staying until they catch the Pokemon. The crowds get out of control."

Tabatchnik has complained to City Hall and even had a sit down with top brass at the Hollywood Police Department on Wednesday. Tabatchnik

asked the cops to keep an eye out for Pokemon players who might be breaking Hollywood's noise and parking laws.

People violating the city's noise laws can be fined \$250 for a first-time violation and \$500 for a second, said Miranda Grossman, spokeswoman for the Hollywood Police. Drivers who run afoul of Hollywood's parking rules can be fined from \$45 to \$205, depending on the nature of the violation.

Tabatchnik puts in requests daily that Positano to be removed from the game's list of stops. So far, he's still waiting, he said.

In the meantime, he's hired two off-duty cops to patrol the grounds from 11 p.m. to 4 a.m.

sbryan@sunsentinel.com or  
954-356-4554



Pokemon Go players are flocking to Hollywood beach to play the game, sometimes well past midnight.  
PHOTO COURTESY/LON TABATCHNIK