



C H A M B E R
of
C O M M E R C E

July 31, 2019

Beverly Hills City Council
City of Beverly Hills
455 North Rexford Drive
Beverly Hills, CA 90210

Dear Honorable Mayor Mirisch and Members of the Beverly Hills City Council:

We understand that the City is considering the creation of a mixed use housing development standard. We are fully supportive of creating this standard and implementing it in appropriate areas of our City.

The City's housing stock has remained relatively flat for many years. Mixed use housing provides an opportunity to increase our housing stock and provide additional and unique housing options while at the same time preserving the residential character of other areas of our City. Mixed use developments can also create and enhance vibrant commercial areas by bringing sufficient nearby residents to support a wide variety of revenue producing (and tax paying) businesses.

A designated standard will make it easier for good projects to be developed in our City and to make Beverly Hills an even more attractive place to live and do business.

We understand that approximately 9 percent of the City's land is allocated to commercial space. Therefore, the City should carefully evaluate where to permit mixed use developments. However, we are confident that an appropriate balance can be struck.

We encourage you to adopt a mixed use housing standard and look forward to being of any assistance in this process.

Sincerely,

A handwritten signature in black ink, appearing to read "Todd Johnson". The signature is stylized with a long horizontal flourish extending to the right.

Todd Johnson
President and CEO
Beverly Hills Chamber of Commerce