



CHAMBER  
*of*  
COMMERCE

**Via Email Only**

July 16, 2020

Honorable Mayor Lester Friedman & Beverly Hills City Council  
Beverly Hills City Hall  
455 N. Rexford Drive  
Beverly Hills, CA 90210

Re: Support for Parklets and Provision of Traffic Control Barriers

Dear Mayor Friedman and Members of the Beverly Hills City Council:

We write to you in regards to the City's OpenBH program which our Chamber is fully supportive of. The OpenBH program has been an important lifeline for our businesses, particularly restaurants, and a great success in providing these businesses additional space to operate. It is essential that this program continue as it is helping to pump life into our streets and businesses.

We write to you as several establishments have sought or will be seeking to create "parklets" in the curb lane as part of their outdoor expansion. The Chamber is supportive of the creation of these parklet spaces to create enhanced street life and space for restaurants and other businesses to operate. The creation of parklets requires the placement of barriers around the parklet for safety reasons and which can be quite costly.

We have two requests in this regard:

- (1) The Chamber requests that the City supply and/or pay for traffic control devices (barriers) to allow more businesses to take advantage of this opportunity. This investment by the City will provide additional revenue to the businesses to serve additional customers which will in turn help increase tax and property revenues to the City. The City previously provided k-rail for security reasons along Rodeo Drive.
- (2) Where there is majority support (50% or more) from businesses on a block, permit the entire curb lane on that block to be converted to an extended sidewalk space or parklet for serving customers. These areas could also be decorated in a uniform manner. Many businesses are working cooperatively on certain blocks to identify wider outdoor areas to utilize for serving customers and we should be encouraging them to do so. Additionally, as traffic is still lighter

than normal, there are opportunities to reclaim some of the road for extended business use and to create a pleasant and vibrant street environment.

Thank you for your consideration and we look forward to working with you on these and other ideas. We thank you for your leadership during this unprecedented time.

Sincerely,

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

Todd Johnson  
President and CEO  
Beverly Hills Chamber of Commerce