



CHAMBER
of
COMMERCE

Via Email Only

October 2, 2020

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

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

We write to you in support of the creation of a mixed use housing development standard that the City is considering. A mixed use housing ordinance is critical towards moving the City forward and providing a vibrant atmosphere for residents and businesses. The Chamber would like to thank the City Council, Planning Commission and City staff for their hard work on this important initiative.

We write to follow up with a few additional recommendations.

The most recent proposal being discussed includes height limitations of between 3 and 5 stories (45 to 55 feet) which are not sufficient for most developments to pencil out financially. It is unlikely that any property owner will seek to develop a mixed use development with only 2 stories of residential development atop ground floor commercial. The proposal will also not be sufficient to build approximately 3,000 new housing units in the next 10 years as required under the Regional Housing Needs Assessment (RHNA).

As a result, the plan as proposed is unlikely to result in a significant amount of mixed use housing being built. To the extent such housing is built, it will not "move the needle" in the manner we need to keep our City attractive to those looking to live and work here.

The Chamber therefore recommends that the City permit mixed use housing of at least 5 stories on key commercial corridors such as Wilshire Blvd., La Cienega Blvd., and N. Robertson Blvd. where there is already commercial development at this height and to permit an increased floor to area ratio for these projects.

The Chamber also recommends including language that any mixed use ordinance does not preclude any property owner from seeking an overlay zone, plan amendment, or other application for a development that contains greater density and height than the provisions of this ordinance along Wilshire Blvd.

between Santa Monica and the eastern City boundary, all of Robertson Blvd., all of La Cienega Blvd., and such other areas in the City as may be appropriate.

We encourage you to adopt a mixed use housing standard with these changes and look forward to working with you to continue to strengthen our City.

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