



CHAMBER
of
COMMERCE

Via Email Only

September 14, 2020

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

Re: Support for Continued Reduction and Adjustment of Parking Requirements

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

We understand that the City Council this Tuesday is examining an interim ordinance (19-O-2796) passed last fall that reduced parking requirements in the City and in lieu parking fees for restaurants.

The Beverly Hills Chamber of Commerce supports making this ordinance permanent or, at a minimum, extending it for one year. The reduction of parking requirements for restaurants has made it easier to attract businesses and made Beverly Hills competitive with neighboring cities.

Additionally, due to the impact of COVID-19, the Chamber recommends "fast-tracking" changes to parking requirements for fitness and other uses and making further adjustments to the ordinance as soon as possible. Waiting to make changes to parking requirements until parking demand returns to its pre-pandemic "normal" level will simply take too long.

The Chamber previously provided information to the Council that the City's parking requirements are significantly higher than neighboring cities for several types of establishments. In their reduction of parking requirements, our neighboring cities have already recognized the growth of ride-hailing and other driving alternatives, and have made it easier to attract restaurants and other types of businesses. Adjusting parking requirements to make them more competitive with neighboring cities will help the City fill vacancies that develop due to the pandemic.

These changes will help ensure that Beverly Hills remains an attractive business and community environment.

Thank you for your attention to this matter.

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