



CHAMBER
of
COMMERCE

May 3, 2021

Honorable Mayor Robert Wunderlich and City Council
Beverly Hills City Hall
455 N. Rexford Drive
Beverly Hills, CA 90210

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

The Beverly Hills Chamber of Commerce writes to you in regards to the item on the City Council Study Session for May 4 seeking direction on parking requirements for restaurants and fitness uses.

The Chamber first wants to thank the City Council for raising this important issue and for taking swift action in 2019 to lower parking requirements and fees for restaurants. This was a crucial step towards supporting new restaurant openings in the City. The Chamber strongly supports a permanent ordinance maintaining the reduced parking requirements and in lieu fees for restaurants and examining reduced parking requirements for fitness uses to remain competitive with neighboring cities.

In 2018, West Hollywood conducted a study of its parking needs and, based on the findings, lowered parking requirements for most types of businesses, including office, grocery store, retail, gyms and others. Other neighboring cities have also reduced their parking requirements, recognized the growth of transit, ride-hailing, biking and other driving alternatives. Indeed, there is a trend towards eliminating parking requirements in some areas well serviced by rail, bus and other forms of mobility options.

The Chamber is currently working in partnership with the City on business attraction efforts to bring top of the line restaurants, retailers and other businesses to Beverly Hills that ensure the continuing vibrancy of our commercial areas. These businesses then generate revenue to support the City's fantastic level of service to the community. Permanently lowering parking requirements to remain competitive with other cities will compliment these business attraction efforts and provide predictability to businesses looking to expand to the City.

The Chamber looks forward to working with you on these and related efforts.

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