



CHAMBER  
of  
COMMERCE

May 20, 2021

Honorable Planning Commission Chair Peter Ostroff  
Beverly Hills Planning Commission  
City of Beverly Hills  
455 North Rexford Drive  
Beverly Hills, CA 90210

Dear Honorable Chair Ostroff and Members of the Beverly Hills Planning Commission:

The Beverly Hills Chamber of Commerce writes to you to reiterate our support of the Gardenhouse BH project (8600 Wilshire Blvd) and to add some additional points in support of Gardenhouse's request to be permitted to lease its commercial space to a fitness tenant.

Gardenhouse has spent significant time and effort recruiting tenants and now has a fitness tenant (called Brightside) ready and willing to lease the space. Denying Gardenhouse's request will be harmful to the project, to the vitality of the neighborhood and to future businesses which are thinking about whether to expand into Beverly Hills versus other locations.

With regard to the Commission's concern over there being sufficient parking, please remember that the City's own staff report states "sufficient parking appears to be available in order to accommodate either an exercise club or private training center up to 3,228 SF" at Gardenhouse BH.

Additionally, many of the users of a fitness facility can and will walk from the many nearby businesses and residential neighborhood, reducing the need for additional parking. In fact, increasing parking requirements are often an inducement to traffic and congestion, encouraging people to drive and park in areas they know have plentiful parking. Therefore, by seeking to require ever more parking from Gardenhouse, the City would be exacerbating this problem. All these factors support allowing a fitness use at Gardenhouse.

Last, the Beverly Hills City Council has emphasized to the Chamber and others the importance this year of business attraction and being friendly to new openings as the City recovers from the COVID-19 pandemic. This City Council priority will be undercut if businesses that are ready to move and appropriate for a commercial street such as Wilshire are prevented from coming.

Palisades' request is a reasonable one and an important step to ensuring that the Beverly Hills community remains strong. The Chamber asks for your support.

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