



C H A M B E R
of
C O M M E R C E

July 20, 2021

Honorable Chair Andy Licht and Beverly Hills Planning Commissioners
Beverly Hills City Hall
455 N. Rexford Drive
Beverly Hills, CA 90210

Re: Proposed Changes to Parking Requirements and In Lieu Parking Program for Restaurants;
Parking Requirements for Fitness Uses

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

The Beverly Hills Chamber of Commerce writes to you in support of a permanent ordinance maintaining lowered parking requirements and in lieu fees for restaurants. The Chamber also supports lowering parking requirements for fitness uses.

First, the reduced parking requirements and in lieu fees for restaurants first enacted by the City in 2019 have been critical to the City being competitive with neighbors such as West Hollywood, Culver City and Santa Monica. The City has recently seen an influx of leasing activity for high quality restaurants and property owners have reported that the changes in parking requirements and fees have made it easier to attract high quality restaurants. It is critical that the City remain competitive with other neighboring cities to attract top flight restaurants and ensure a vibrant dining scene and overall experience in Beverly Hills. Also, as part of the Chamber's economic development work in partnership with the City, the Chamber organizes two business attraction trips to New York and San Francisco as well as regional business attraction efforts. Enacting a permanent ordinance reducing parking requirements and fees will make it easier to sell the City to prospective restaurants who are considered best in class and have many choices from which to choose expansion locations. These businesses generate significant revenue and visitations to support the City's fantastic level of service to the community.

The Chamber also supports lowering parking requirements for fitness uses, including both private training centers and exercise clubs. The Chamber supports the City staff proposed changes to parking requirements for private training centers which will reduce barriers to entry for these businesses and make it more realistic for them to locate in the City. The Chamber also supports lowered parking requirements for exercise clubs. The current City requirement of 10 spaces per 1,000 square feet for exercise clubs is three times the amount of parking required by

neighboring West Hollywood. This places Beverly Hills at a clear disadvantage and numerous commercial brokers have reported the challenges of placing fitness uses in the City due to the parking requirements. Although the staff reports says that exercise clubs often have higher rates of daily visits by members, it does not address what the parking needs actually are or why they should be three times as much as West Hollywood. Therefore, the Chamber respectfully recommends that there is room for lowered parking requirements under both sets of fitness uses.

In short, permanently lowering parking requirements for restaurants and fitness is an important step towards ensuring the continued vitality of 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