



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

September 9, 2021

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

Re: Draft Ordinance to Amend Parking Requirements and In Lieu Parking Regulations for Restaurants; Parking Requirements for Fitness Uses

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

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. The Chamber appreciates the Planning Commission's general recommendations and has just a few suggested changes.

The reduced parking requirements and in lieu fees for restaurants first enacted by the City in 2019 have been critical to the City remaining competitive with neighbors such as West Hollywood, Culver City and Santa Monica. The City has recently seen an influx of high quality restaurants leasing property in the City. Property managers, commercial brokers and owners have reported that the changes in parking requirements and fees have made it easier to attract high quality restaurants. Furthermore, the Chamber's economic development work in partnership with the City includes business attraction trips to New York and San Francisco. Enacting a permanent ordinance reducing parking requirements and fees as detailed in the staff report will make it easier to market the City on these trips to prospective restaurants who are considered best in class and have many choices from which to decide expansion locations. These businesses generate significant revenue and visits to support the City's fantastic level of service to the community. Therefore, the Chamber fully supports the proposed permanent ordinance as it pertains to restaurant parking requirements and fees.

It is also very important for the City to lower parking requirements for fitness uses, including both private training centers and exercise clubs, to make it easier to attract tenants. With regard to private training centers, the current recommendation is to have different parking standards apply to the Business Triangle versus elsewhere in the City. However, it is important that the

City encourage leasing in areas of the City outside the Business Triangle where there have been higher levels of vacancies and more difficulty attracting tenants. Therefore, the Chamber recommends that the City make parking standards uniform throughout the City by allowing private training centers throughout the City with up to 3,000 square feet of floor area to be permitted by-right and to provide 1 parking space per 350 square feet of floor area. Private training centers over 3,000 square feet would require a conditional use permit and require 1 parking space per 200 square feet of floor area beyond the first 3,000 square feet.

The Chamber also supports lowered parking requirements for exercise clubs. The current City requirement of 10 parking spaces per 1,000 square feet for exercise clubs is more than three times the amount of parking required by neighboring West Hollywood and is excessive. 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. Furthermore, there may be an interest by higher end luxury clubs in offering more spacious facilities to their customers following the COVID-19 pandemic and the City may not want to dissuade them from doing so. Therefore, the Chamber respectfully recommends that parking requirements for exercise clubs match the proposed parking requirements for private training facilities over 3,000 square feet and be subject to a conditional use permit process. This would still be higher than neighboring cities but would put the City closer to a competitive posture.

In closing, the Chamber thanks the City for their hard work on this matter. Adjusting parking requirements to be competitive with neighboring cities and changing needs is critical to ensuring the City can continue to attract best in class businesses that have many options to choose from. The Chamber encourages the City to enact a permanent ordinance with the changes outlined above.

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