

ATTACHMENT 5

Parking Study



August 13, 2010

Mr. David Reyes
Principal Planner
Community Development
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, CA 90210

RE: Shared Parking Analysis for Equinox Beverly Hills

Dear Mr. Reyes,

This technical letter presents and documents the shared parking analysis conducted by Crain & Associates for the Equinox Beverly Hills fitness club project proposed in the existing Bank of America building at 9465 Wilshire Boulevard in the City of Beverly Hills. The purpose of the shared parking analysis was to determine whether there would be sufficient parking for the total parking needs of the project and the other uses in the building. The following sections include project site conditions; project description; code parking; shared parking analysis requirements and methodology; findings; conclusions; and recommendations. The assumptions and methodology are consistent with the assumptions and methodology in the Crain & Associates memorandum, dated June 10, 2010, which was discussed with, reviewed and agreed to by City staff.

PROJECT SITE CONDITIONS

The Bank of America (BOA) building is located on the northwest corner of Wilshire Boulevard and Beverly Drive in the City's C-3 commercial/business triangle district. The building has 163,438 net square feet on nine floors and a penthouse. Bank and office uses are on the first floor. General office uses are on the remaining floors. The breakdown of the floor area is shown below, some of which is currently vacant.

Bank	12,533 sf
Office	<u>150,905 sf</u>
	163,438 sf

2007 Sawtelle Blvd., Suite #4
Los Angeles, CA 90025
310 473 6508 (main)
310 444 9771 (fax)

www.crainandassociates.com

Underneath the building is a three-level subterranean garage. Currently, the garage is open 7:00 AM to 9:00 PM, Monday through Friday, and 8:00 AM to 4:00 PM on Saturday, and closed on Sunday. Attendant-assisted parking is provided throughout the day. Based on a recent inspection, there are 212 striped parking spaces within the garage. The garage is accessed by a two-way driveway on Beverly Drive and a two-way driveway off the alley to the west paralleling Beverly Drive.

The William Morris Agency (WMA) building at 231-265 N. Beverly Drive is immediately to the north of the BOA building. It is completed for all intended purposes, subject to interior tenant improvements. The City's approval of the WMA building required 744 parking spaces for that building. A total of 747 parking spaces are being provided in the WMA garage. Internal driveways at the P1 and P3 levels of the BOA garage will connect the two garages. The WMA garage will be accessible via the two internal driveways connecting it with the BOA garage and also via a driveway on Dayton Way.

As required and covenanted, 262 of the 747 parking spaces in the WMA garage will be provided for the benefit of the BOA building. Between the BOA and WMA building garages, there is a total of 959 parking spaces.

PROJECT DESCRIPTION

Equinox Fitness Clubs are upscale, high-end facilities featuring innovative health and fitness programs and classes, state-of-the art equipment, expert instructors and trainers, and numerous amenities, unlike most other typical health and fitness clubs in the country. Equinox clubs are generally located in mixed-use commercial buildings and draw members mostly from the immediate residential and business communities. Most members live or work within walking distance or a one-mile radius of the Equinox clubs in the Westside area. These Westside area clubs range in size from approximately 30,000 to 40,000 square feet. The Equinox Beverly Hills (EBH) project will be similar in size, programming, member demographics and utilization to existing Equinox clubs in the Westside area. The EBH project will be within the first three floors of the BOA building and contain 36,663 net square feet. It will be replacing a portion of the bank area on the first floor and general office area on the first, second and third floors. The project proposes to fill in portions of the "open to below" area of the second floor slab with 1,660 square feet of net floor area. Below is the net square footage breakdown of the project.

EBH Project	36,663 sf
Bank	5,651 sf
Office	<u>122,784 sf</u>
	165,098 sf

CODE PARKING

Table 1 shows the calculated parking requirements, per the City of Beverly Hills Municipal Code Section 10-3-2730, for the BOA building uses described above.

**Table 1
Bank of America Building Uses
Code Parking Requirement**

EBH Project:	36,663 sf x 1 space/100 sf	= 367 spaces
Bank:	5,651 sf x 1 space/350 sf	= 16 spaces
Office:	122,784 sf x 1 space/350 sf	= <u>351 spaces</u>
		734 spaces

Compared to the code parking requirement of 734 spaces, the BOA building parking supply on its own would be deficient by 260 spaces. However, pursuant to the City of Beverly Hills Municipal Code Section 10-3-1618B, which allows up to 50 percent reduction in code-required parking for exercise clubs based on a shared parking analysis, the BOA and WMA combined parking facilities would provide sufficient code-required parking.

SHARED PARKING ANALYSIS REQUIREMENTS AND METHODOLOGY

Although the BOA building parking supply on its own would be insufficient on a code-required parking basis, the shared parking analysis that follows demonstrates that there would be sufficient on-site parking for the building uses. Shared parking is defined as a parking space that can be used to provide parking for more than one use. Since hourly parking demand differs between uses, the opportunity exists for more than one use on the same site to share a parking space during different hours of the day.

City staff agreed that in accordance with Municipal Code Section 10-3-1618B, a shared parking analysis should be prepared for the BOA building with the EBH project. Staff also agreed to consider empirical parking demand ratios in such an analysis. Staff recommended that two existing Equinox in the Westside area, with characteristics and demographics similar to those of the project, be analyzed in the shared parking analysis.

In addition, staff recommended that the parking demand information in the technical letter, "Parking Demand Monitoring Report for The Sports Club Company," dated May 26, 2010, and prepared by Overland Traffic Consultants, be reviewed and, if appropriate, be included in the empirical parking demand analysis. That technical letter, pertaining to the Sports Club LA facility (38,921 square feet) at 9601 Wilshire Boulevard in Beverly Hills, is attached as Exhibit 1 and was incorporated herein for discussion and analysis.

For the bank and office uses of the BOA building, staff had no objection to using the empirical parking demand information in the technical memorandum, "Existing Parking Demand Analysis for 265 North Beverly Drive," dated June 1, 2007, and prepared by Fehr & Peers/Kaku Associates (FP/KA). That analysis accounted for not only the hourly demand of the 507-space parking facility at 265 North Beverly Drive, but also the hourly demand of the adjacent BOA building at its full occupancy and when its tenants had access to both the BOA garage and the 265 North Beverly Drive facility. As that parking facility has since been removed for the construction of the WMA building, the FP/KA memorandum is the best available documentation regarding the actual parking demand of the BOA building. The FP/KA technical memorandum is attached as Exhibit 2.

Parking Utilization Analysis - Equinox Beverly Hills Project

After discussion with City planning and traffic engineering staff, the Equinox Westwood (EW) and Equinox Santa Monica (ESM) clubs, which have characteristics and demographics similar to those of the Equinox Beverly Hills project, were selected for empirical analysis. EW is also located within a Bank of America building at 10960 Wilshire Boulevard in the Westwood community of the City of Los Angeles. That building has a bank and restaurant on the first floor, and office uses on the upper floors. EW has 40,902 net square feet, and is located on the first three floors and mezzanine of the building. Parking for EW members and non-member visitors (collectively, the users) is provided on EW-designated levels within the adjacent on-site parking garage, at no charge to users, with parking validation.

ESM, with 30,810 net square feet, is located on the first three levels and mezzanine of a mid-rise building at 201 Santa Monica Boulevard in the City of Santa Monica. Office, retail and other commercial tenants also occupy the building. ESM users park on ESM-designated levels in the subterranean garage. After 5:00 PM on a business day, ESM users may also park in the adjacent subterranean garage of the 1333 2nd Street building. ESM users are allowed to park in the 201 Santa Monica Boulevard garage and the 1333 2nd Street garage at no charge, with parking validation.

Recent daily parking activity reports (PAR) for EW and EM were collected and reviewed. The PAR shows individual line items indicating the exact time when an EW or ESM user pulls a parking ticket from the control device to enter the garage and when the user inserts the ticket in the control device to exit. EW and ESM users receive validation of their parking tickets at the Equinox reception desk. The validation is electronically imprinted. The electronic imprint allows the PAR to distinguish Equinox users from others parking in the garage.

Given the high cost of parking in the garage without validation, it is reasonable to assume that virtually all, if not all Equinox users validate their parking tickets. Since free parking, with validation, is provided to all users, it is also reasonable to assume that few, if any users park on-street, inasmuch as on-street parking around EW and ESM is scarce and highly competitive, and can be impractical to use. Therefore, practically speaking, the amount and characteristics of parking utilization regarding EW and ESM users can be determined from analysis of the respective PAR.

According to member monthly utilization reports for EW and ESM, overall member usage was above average during May 2010, with 27,308 member check-ins at EW and 23,850 member check-ins at ESM. It should be noted that a review of the member monthly utilization reports for the 17-month period of January 2009 through May 2010 found the monthly utilization to average 25,839 member check-ins at EW and 22,650 member check-ins at ESM. During May 2010, the seven-day period with the highest member utilization at both facilities appeared to be May 8 through May 14. Accordingly, the PAR for each of the seven days for each facility was obtained and reviewed. The "in" (entry) and "out" (exit) parking counts were analyzed using an additive-subtractive procedure. This allowed calculation of the cumulative amount of parking spaces occupied by members, which were then sorted into hourly periods each day. From this analysis, it was determined that the two days with the highest parking utilization were Monday and Tuesday, May 10 and 11, for EW, and Monday and Wednesday, May 10 and 12, for ESM. Peak parking utilization was up to 46 percent less on other weekdays and up to 42 to 43 percent less on weekends at both facilities.

The two-day average peak parking utilization values were calculated for EW members, based on May 10 and 11, and for ESM members, based on May 10 and 12. Averaging with the inclusion of additional days that had less parking utilization was considered but not pursued, as the additional days would have resulted in lower values and a less conservative analysis. Hourly parking utilization percentages were also derived for EW and ESM, based on their two-day average values.

Attachments A and B present the hourly parking utilization summaries for EW and ESM users, respectively. Attachments C and D graphically illustrate the respective EW and ESM parking utilization profiles for the two-day average, as well as Saturday and Sunday. As shown, the two-day average peak parking utilization for EW users is 211 spaces and for ESM users, 147 spaces. Both peak utilizations occurred during the 6:00-7:00 PM hour.

Additional analysis of the PAR determined a daily average of 1,029 parked vehicles for EW users on May 10 and 11, and a daily average of 632 parked vehicles for ESM users on May 10 and 12. A review of user check-in information showed that an average of 1,192 members used EW on May 10 and 11, and that an average of 960 members used ESM on May 10 and 12. This suggests that approximately 14 percent of EW users and 34 percent of ESM users did not park in the garage and, therefore, walked, worked or lived nearby, rode with another member, rode a bicycle, or used public transit.

The "Parking Demand Monitoring Report for The Sports Club Company" (attached Exhibit 1) determined a weekday peak parking demand of 142 spaces for users of the Sports Club LA facility at 9601 Wilshire Boulevard. This also occurred during the 6:00-7:00 PM hour. Approximately 23 percent of its members did not park in the on-site garage, suggesting that they arrived via some mode other than their private vehicles.

Based on the foregoing analysis and information, peak parking demand ratios were calculated for EW, ESM and Sports Club LA users, and are presented in Attachments E(1), E(2) and E(3), respectively. The highest ratio per 1,000 net square feet is 5.16 for EW, followed by 4.77 for ESM and 3.65 for Sports club LA. Averaging the three ratios, the result is a ratio of 4.53 spaces per 1,000 net square feet.

Although it would not be unreasonable to use the above average ratio, for purposes of a more conservative analysis, the peak parking demand ratio of 5.16 per 1,000 net square feet was assumed for the EBH project. Not only is this the highest of the three ratios, but it also reflects a much smaller percentage (14 percent) of users who may walk, work or live nearby, ride with another member, ride a bicycle, or use public transit, further ensuring a conservative analysis. It is anticipated that the percentage level for these modes for EBH project users would be higher than 14 percent and similar to that of Sports Club LA.

Parking Utilization Analysis - Bank of America Building Other Uses

As previously mentioned, the FP/KA technical memorandum, "Existing Parking Demand Analysis for 265 North Beverly Drive" (attached Exhibit 2) provides the best available documentation regarding parking demand for the BOA building at full occupancy. The parking demand survey was conducted before the current economic downturn and building vacancies

became severe in 2008. This demand utilized not only the BOA building garage, but also the adjacent 265 North Beverly Drive parking facility. This facility was later removed for the construction of the WMA building.

Attachment F provides the hourly parking utilization summary for the BOA building at full occupancy as of 2007. As indicated, the peak parking demand for the building uses, bank and office, was 392 spaces during the 2:00-3:00 PM hour. The derived hourly parking utilization percentages for these uses are also shown in Attachment F.

The BOA building floor area at the time of the FP/KA analysis was the same as today, 163,438 net square feet. Dividing the above peak parking demand of 392 spaces by 163,438 net square feet, the peak parking demand ratio is 2.40 spaces per 1,000 net square feet for the bank and office uses. Since these uses will continue in the BOA building, this ratio and the hourly parking utilization percentages in Attachment F were assumed and applied in the analysis.

Shared Parking Analysis - Bank of America Building With EBH Project

Based on the preceding analyses and results, a weekday shared parking analysis was conducted for the BOA building with the inclusion of the EBH project. A parking supply of 474 spaces of the BOA building on its own was used as the lowest threshold for the building uses. These uses and their associated peak parking demand ratios are summarized below.

EBH Project	36,663 sf	5.16 spaces/1,000 sf -
Bank	5,651 sf	2.40 spaces/1,000 sf
Office	122,784 sf	2.40 spaces/1,000 sf

The hourly parking utilization percentages for these uses, which are in Attachments A and F, have also been reformatted into Attachment G for more convenient reference. Considering that no evidence of parking utilization was found between midnight and 5:00 AM, and that Equinox clubs are not open for business during this period, no hourly percentages prior to 5:00 AM were included in Attachment G.

As agreed to by City staff, no weekend shared parking analysis was deemed necessary as there is much less parking demand by the bank and office uses on weekends, leaving more parking available for the EBH project.

Attachment H presents the weekday shared parking analysis for the BOA building with the above uses, which is also graphically depicted in Attachment I. As part of the conservative analysis, a “worst case” assumption was made that the largest EBH staff shift, estimated to be 30 employees, would be present all hours of the day, with each employee driving alone and parking

on-site. The analysis determined that for the BOA building, the overall shared peak parking demand would be 409 spaces, which would occur from 5:00 to 6:00 PM. Compared to the parking supply of 474 spaces of the BOA building on its own, this would leave a parking surplus or “cushion” of 65 spaces, 14 percent, during the peak hour. Therefore, no parking “spillover” or operational problems are anticipated.

Table 2 summarizes from Attachment H the shared parking peak demand during three key hours, i.e., the morning peak hour (11:00 AM-12:00 PM), overall peak hour (5:00-6:00 PM) and the peak hour with the highest EBH project demand (6:00-7:00 PM).

Table 2
Bank of America Building Uses
Shared Parking Peak Demand
During AM Peak Hour, Overall Peak Hour and EBH Project Peak Hour

<u>Hour Beginning</u>	<u>Peak Parking Demand</u>	<u>Parking Supply</u>	<u>Parking Surplus</u>
11:00 AM	379 spaces	474 spaces	95 spaces
5:00 PM	409 spaces	474 spaces	65 spaces
6:00 PM	395 spaces	474 spaces	79 spaces

ITE Parking Demand Ratio Comparison

City staff requested that the Institute of Transportation Engineers (ITE) peak parking demand ratio for health/fitness clubs be compared to the empirical peak parking demand ratio used to analyze the EBH project. In the current ITE handbook, Parking Generation, 3rd Edition, 2004, the weekday peak parking demand ratio for health/fitness clubs is 5.19 spaces per 1,000 square feet of gross floor area. ITE defines gross floor area as basically the sum of all of the area of each floor level within the principal outside faces of exterior walls, not including architectural setbacks or projections. Adjusting for net square feet, assuming net square feet is approximately 90 to 95 percent of gross square feet, the ITE ratio would be approximately 5.46 to 5.77 spaces per 1,000 net square feet.

As previously noted, the empirical peak parking demand ratio of 5.16 spaces per 1,000 net square feet used for the EBH project in Attachment H was determined from EW user parking utilization information only. However, as also previously noted, to account for EBH staff parking, a “worst case” assumption was made that the largest estimated EBH staff shift, 30 employees, would be constant through the day, and that each employee would drive alone and park on-site.

As shown for the hour beginning at 6:00 PM in Attachment H, the total peak parking demand for the EBH project only would be 219 spaces (i.e., 189 + 30). Dividing 219 spaces by 36,663 net square feet, the size of the EBH project, the peak parking demand ratio for the project calculates to 5.97 spaces per 1,000 net square feet. Assuming the adjusted ITE health/fitness club peak parking demand ratio of 5.46 to 5.77 spaces per 1,000 net square feet accounts for both member and employee parking, it is evident that the overall empirical peak parking demand ratio used to analyze the EBH project is higher. Its use, therefore, provided a more conservative analysis, which still resulted in a surplus of 65 spaces in the parking supply of the BOA building on its own during the overall peak hour.

FINDINGS

Based on a conservative analysis methodology, including “worst case” assumptions, the following findings are made:

- o The code parking requirement for the Bank of America building uses with the Equinox Beverly Hills project is 734 spaces.
- o The weekday peak parking utilization at two similar Equinox clubs, Westwood and Santa Monica, and at Sports Club LA, Beverly Hills, occurs during the 6:00-7:00 PM hour.
- o Approximately 14 percent of Equinox Westwood users, 34 percent of Equinox Santa Monica users and 23 percent of Sports Club LA, Beverly Hills users do not park at the facility, suggesting that they walk, work or live nearby, ride with another member, bicycle, or use public transit.
- o The peak parking demand ratios calculated for Equinox Westwood, Equinox Santa Monica and Sports Club LA, Beverly Hills users are 5.16, 4.77 and 3.65 spaces per 1,000 net square feet, respectively. The average of these ratios is 4.53 spaces per 1,000 net square feet. For purposes of a more conservative analysis, the Equinox Westwood ratio of 5.16 spaces per 1,000 net square feet was used in the analysis.
- o The empirical peak parking demand ratio calculated for the Bank of America building bank and office uses at full occupancy is 2.40 spaces per 1,000 net square feet.
- o The overall shared parking peak demand for the Bank of America building uses with the Equinox Beverly Hills project would be 409 spaces during the 5:00-6:00 PM hour.
- o The total peak parking demand for the Equinox Beverly Hills project only would be 219 spaces during the 6:00-7:00 PM hour.
- o Compared to the adjusted ITE peak parking demand ratio of 5.46 to 5.77 spaces per 1,000 net square feet for health/fitness clubs, a higher overall empirical peak parking demand ratio of 5.97 spaces per 1,000 net square feet, which includes employee parking, was used to analyze the Equinox Beverly Hills project for the purpose of a more conservative analysis.

Letter to Mr. David Reyes
August 13, 2010
Page Ten

- o With a parking supply of 474 spaces of the Bank of America building on its own, there would be no parking shortfall for the Bank of America building uses with the Equinox Beverly Hills project. A surplus of at least 65 spaces would be available during the peak hour.
- o As bank and office uses have much less parking demand on weekends, even more of the parking supply would be available for the Equinox Beverly Hills project on those days.
- o Council Resolution #07-R-12459 approved the William Morris Agency building with allowable uses comprised of approximately 85 percent office and 15 percent retail. As that building would likely be occupied by predominantly general office tenants with normal business hours of 9:00 AM to 5:00 PM, their peak parking demand would not conflict with the peak parking demand of the Equinox Beverly Hills project.

CONCLUSIONS

It is concluded that the parking supply of 474 spaces of the Bank of America building on its own would be more than sufficient to satisfy the shared parking demands of the Bank of America building uses with the Equinox Beverly Hills project at peak and other times of the day. Sufficient surplus parking, at least 65 spaces during the peak hour, would be available, making it easier to find an available space, as well as allow above-normal parking demand to be accommodated.

RECOMMENDATIONS

It is recommended that shared parking be approved for the Bank of America building, 9465 Wilshire Boulevard, as part of the Conditional Use Permit for the Equinox Beverly Hills project. It is also recommended that attendant-assisted parking be provided in the Bank of America building garage during its peak hours to facilitate parking operations.

Please contact me if you have any questions.

Sincerely,



Roy Nakamura
Senior Transportation Engineer

RN:n
C20026
attachments
cc: Bijan Vaziri
Murray Fischer
John Klein
Luba Senatorova

**ATTACHMENT A
EQUINOX WESTWOOD (MEMBERS)
HOURLY PARKING UTILIZATION SUMMARY**

PARKING UTILIZATION (SPACES OCCUPIED)								
Hour Beginning	Saturday 5-08-10	Sunday 5-09-10	Monday 5-10-10	Tuesday 5-11-10	Wednesday 5-12-10	Thursday 5-13-10	Friday 5-14-10	Two-Day Weekday Avg. (Mon. & Tues.)
12:00 AM	0	0	0	0	0	0	0	0
1:00 AM	0	0	0	0	0	0	0	0
2:00 AM	0	0	0	0	0	0	0	0
3:00 AM	0	0	0	0	0	0	0	0
4:00 AM	0	0	5	9	5	7	0	7
5:00 AM	0	0	44	75	58	61	12	60
6:00 AM	7	2	85	120	101	105	23	103
7:00 AM	45	12	111	134	131	113 *	56	123
8:00 AM	126	35	90	111	112	101	74	101
9:00 AM	181	72	114	118	98	102	98	116
10:00 AM	189 *	123 *	85	76	81	82	86	81
11:00 AM	112	86	65	64	69	66	68	65
12:00 PM	77	52	80	67	88	58	69	74
1:00 PM	73	36	72	47	52	29	58	60
2:00 PM	53	40	43	37	49	29	41	40
3:00 PM	67	42	55	60	52	39	58	58
4:00 PM	62	61	91	90	79	57	65	91
5:00 PM	52	68	203	148	137	87	121 *	176
6:00 PM	27	24	220 *	202 *	157 *	61	110	211 *
7:00 PM	1	1	126	141	111	19	48	134
8:00 PM	0	0	65	55	56	6	8	60
9:00 PM	0	0	14	14	8	2	0	14
10:00 PM	0	0	0	0	0	0	0	0
11:00 PM	0	0	0	0	0	0	0	0

* Peak number of parking spaces occupied.

PARKING UTILIZATION AS PERCENTAGE AS PERCENTAGE OF PEAK-HOUR UTILIZATION			
Hour Beginning	Saturday	Sunday	Two-Day Weekday Avg. (Mon. & Tues.)
12:00 AM	0%	0%	0%
1:00 AM	0%	0%	0%
2:00 AM	0%	0%	0%
3:00 AM	0%	0%	0%
4:00 AM	0%	0%	3%
5:00 AM	0%	0%	28%
6:00 AM	4%	2%	49%
7:00 AM	24%	10%	58%
8:00 AM	67%	28%	48%
9:00 AM	96%	59%	55%
10:00 AM	100%	100%	38%
11:00 AM	59%	70%	31%
12:00 PM	41%	42%	35%
1:00 PM	39%	29%	28%
2:00 PM	28%	33%	19%
3:00 PM	35%	34%	27%
4:00 PM	33%	50%	43%
5:00 PM	28%	55%	83%
6:00 PM	14%	20%	100%
7:00 PM	1%	1%	64%
8:00 PM	0%	0%	28%
9:00 PM	0%	0%	7%
10:00 PM	0%	0%	0%
11:00 PM	0%	0%	0%

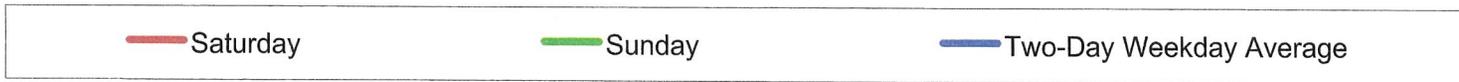
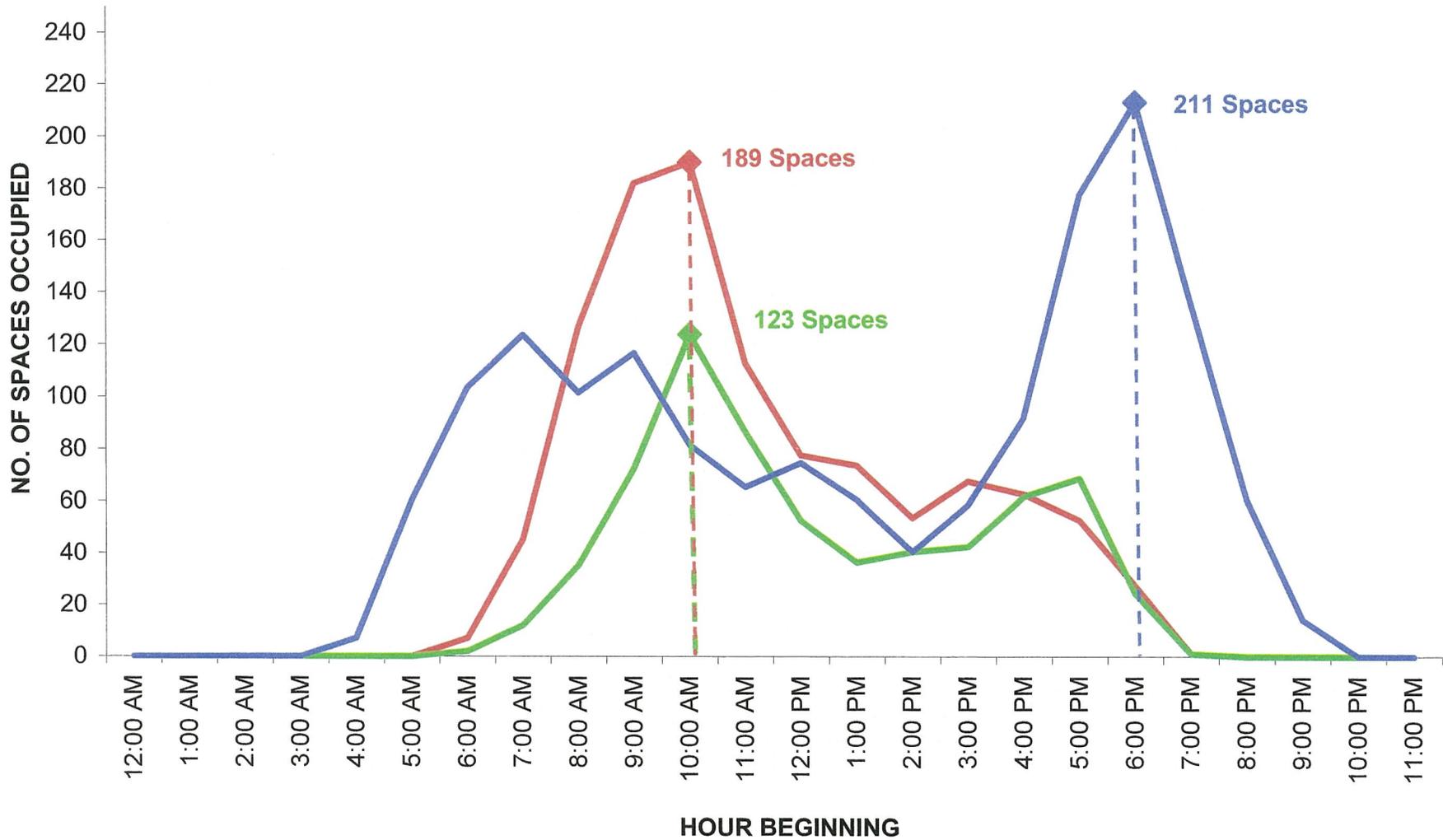
**ATTACHMENT B
EQUINOX SANTA MONICA (MEMBERS)
HOURLY PARKING UTILIZATION SUMMARY**

PARKING UTILIZATION (SPACES OCCUPIED)								
Hour Beginning	Saturday 5-08-10	Sunday 5-09-10	Monday 5-10-10	Tuesday 5-11-10	Wednesday 5-12-10	Thursday 5-13-10	Friday 5-14-10	Two-Day Weekday Avg. (Mon. & Wed.)
12:00 AM	0	0	0	0	0	0	0	0
1:00 AM	0	0	0	0	0	0	0	0
2:00 AM	0	0	0	0	0	0	0	0
3:00 AM	0	0	0	0	0	0	0	0
4:00 AM	0	0	0	0	0	0	0	0
5:00 AM	0	0	4	7	1	1	4	6
6:00 AM	0	0	13	48	22	25	25	31
7:00 AM	23	6	31	75	45	27	35	53
8:00 AM	94	60	30	81	49	46	41	56
9:00 AM	119	84 *	72	83	78	73	45	78
10:00 AM	130 *	73	61	63	50	52	46	62
11:00 AM	93	79	80	61	58	41	62	71
12:00 PM	63	52	65	44	64	38	65	55
1:00 PM	38	29	31	30	34	37	39	31
2:00 PM	36	27	29	34	37	30	28	32
3:00 PM	39	31	38	43	41	55	34	41
4:00 PM	38	39	57	63	71	71	57	60
5:00 PM	23	48	129	132	126	105 *	80 *	131
6:00 PM	7	12	152 *	136 *	141 *	104	70	147 *
7:00 PM	0	0	89	114	87	74	39	102
8:00 PM	0	0	37	40	30	27	22	39
9:00 PM	0	0	5	1	3	4	0	3
10:00 PM	0	0	0	0	0	0	0	0
11:00 PM	0	0	0	0	0	0	0	0

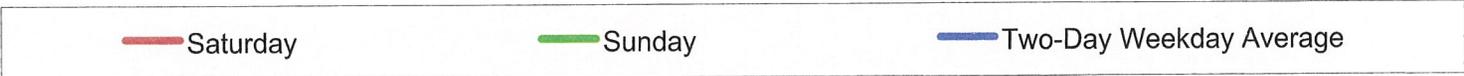
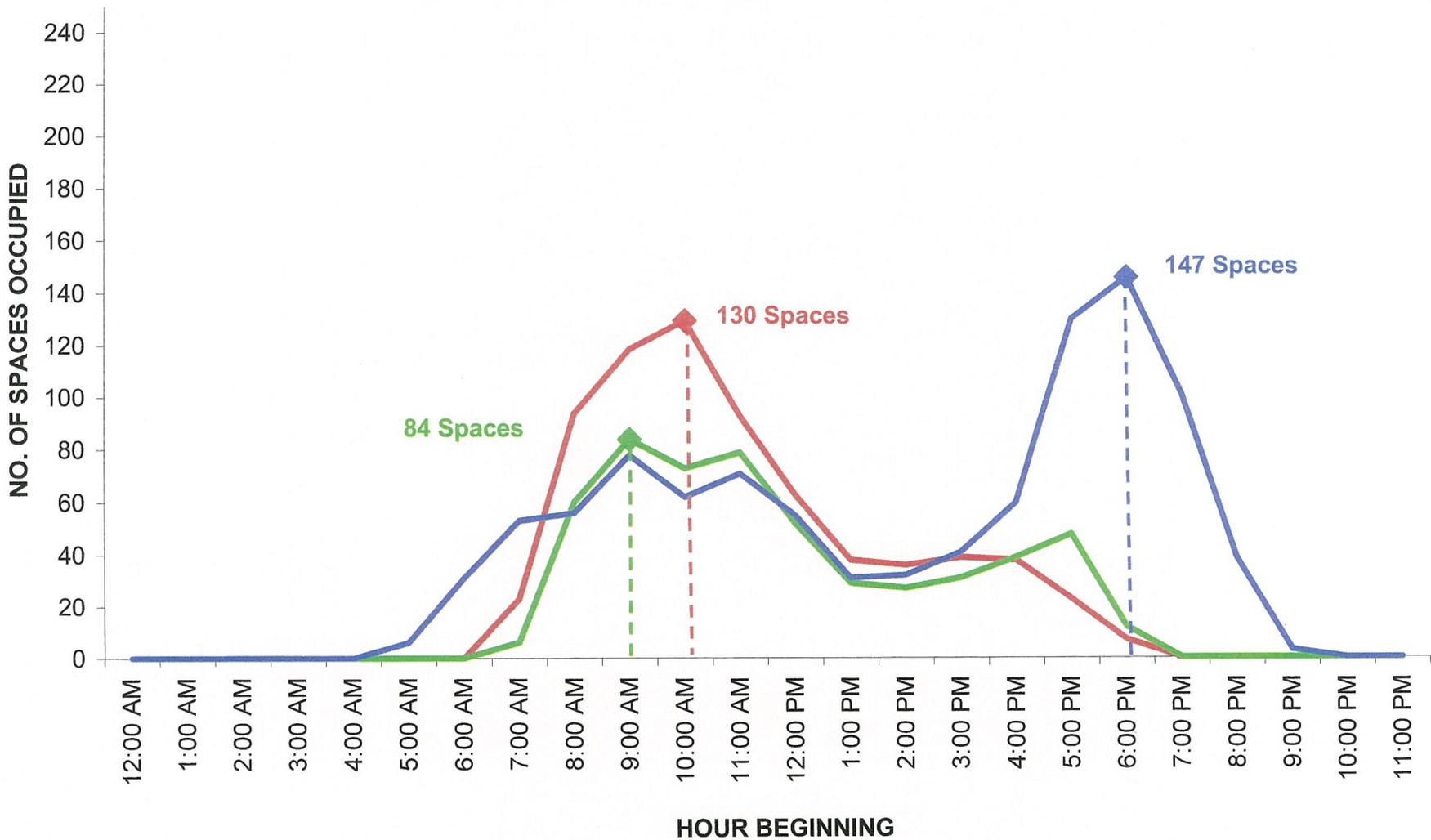
* Peak number of parking spaces occupied.

PARKING UTILIZATION AS PERCENTAGE AS PERCENTAGE OF PEAK-HOUR UTILIZATION			
Hour Beginning	Saturday	Sunday	Two-Day Weekday Avg. (Mon. & Wed.)
12:00 AM	0%	0%	0%
1:00 AM	0%	0%	0%
2:00 AM	0%	0%	0%
3:00 AM	0%	0%	0%
4:00 AM	0%	0%	0%
5:00 AM	0%	0%	4%
6:00 AM	0%	0%	21%
7:00 AM	18%	7%	36%
8:00 AM	72%	71%	38%
9:00 AM	92%	100%	53%
10:00 AM	100%	87%	42%
11:00 AM	72%	94%	48%
12:00 PM	48%	62%	37%
1:00 PM	29%	35%	21%
2:00 PM	28%	32%	22%
3:00 PM	30%	37%	28%
4:00 PM	29%	46%	41%
5:00 PM	18%	57%	89%
6:00 PM	5%	14%	100%
7:00 PM	0%	0%	69%
8:00 PM	0%	0%	27%
9:00 PM	0%	0%	2%
10:00 PM	0%	0%	0%
11:00 PM	0%	0%	0%

**ATTACHMENT C
EQUINOX WESTWOOD (MEMBERS)
PARKING UTILIZATION PROFILE
TWO-DAY WEEKDAY AVERAGE, AND SATURDAY AND SUNDAY**



**ATTACHMENT D
EQUINOX SANTA MONICA (MEMBERS)
PARKING UTILIZATION PROFILE
TWO-DAY WEEKDAY AVERAGE, AND SATURDAY AND SUNDAY**



**ATTACHMENT E(1)
EQUINOX WESTWOOD (MEMBERS)
WEEKDAY PEAK PARKING DEMAND RATIO**

Equinox Westwood:	40,902 sf
Peak Parking Utilization, Two-Day Average:	211 spaces
Peak Parking Demand Ratio:	$\frac{211 \text{ spaces}}{40,902 \text{ sf}} = 5.16 \text{ spaces / 1,000 sf}$

**ATTACHMENT E(2)
EQUINOX SANTA MONICA (MEMBERS)
WEEKDAY PEAK PARKING DEMAND RATIO**

Equinox Santa Monica:	30,810 sf
Peak Parking Utilization, Two-Day Average:	147 spaces
Peak Parking Demand Ratio:	$\frac{147 \text{ spaces}}{30,810 \text{ sf}} = 4.77 \text{ spaces / 1,000 sf}$

**ATTACHMENT E(3)
SPORTS CLUB LA, BEVERLY HILLS (MEMBERS)
WEEKDAY PEAK PARKING DEMAND RATIO ***

Sports Club LA, Beverly Hills:	38,921 sf
Peak Parking Utilization, March 9, 2010:	142 spaces
Peak Parking Demand Ratio:	$\frac{142 \text{ spaces}}{38,921 \text{ sf}} = 3.65 \text{ spaces / 1,000 sf}$

* Determined from technical letter, "Parking Demand Monitoring Report for The Sports Club Company," May 26, 2010, Overland Traffic Consultants.

**ATTACHMENT F
OFFICE AND BANK USES IN BANK OF AMERICA BUILDING AT FULL OCCUPANCY (2007)
HOURLY PARKING UTILIZATION SUMMARY**

WEEKDAY PARKING UTILIZATION		
Hour Beginning	Spaces Occupied	Parking Utilization As Percentage of Peak-Hour Utilization
5:00 AM	0	0%
6:00 AM	33	8%
7:00 AM	51	13%
8:00 AM	87	22%
9:00 AM	203	52%
10:00 AM	331	84%
11:00 AM	368	94%
12:00 PM	377	96%
1:00 PM	387	99%
2:00 PM	392 *	100%
3:00 PM	358	91%
4:00 PM	325	83%
5:00 PM	282	72%
6:00 PM	222	57%
7:00 PM	153	39%
8:00 PM	115 **	29%
9:00 PM	76 **	19%
10:00 PM	38 **	10%
11:00 PM	0 **	0%

* Peak number of parking spaces occupied.

** Estimated through extrapolation.

Source: "Existing Parking Demand Analysis for 265 N. Beverly Drive," June 1, 2007,
Fehr & Peers/Kaku Associates.

ATTACHMENT G
WEEKDAY HOURLY PARKING UTILIZATION AS PERCENTAGE OF PEAK-HOUR UTILIZATION
FOR EQUINOX BEVERLY HILLS AND BANK OF AMERICA BUILDING USES

Hour Beginning	Parking Utilization Percentage	
	Equinox Beverly Hills ^a (Members)	Office & Bank ^b
5:00 AM	28%	0%
6:00 AM	49%	8%
7:00 AM	58%	13%
8:00 AM	48%	22%
9:00 AM	55%	52%
10:00 AM	38%	84%
11:00 AM	31%	94%
12:00 PM	35%	96%
1:00 PM	28%	99%
2:00 PM	19%	100%
3:00 PM	27%	91%
4:00 PM	43%	83%
5:00 PM	83%	72%
6:00 PM	100%	57%
7:00 PM	64%	39%
8:00 PM	28%	29%
9:00 PM	7%	19%
10:00 PM	0%	10%
11:00 PM	0%	0%

^a Based on Equinox Westwood two-day average.

^b Determined from technical memorandum "Existing Parking Demand Analysis for 265 N. Beverly Drive," June 1, 2007, by Fehr & Peers/Kaku Associates.

**ATTACHMENT H
EQUINOX BEVERLY HILLS AND OTHER BANK OF AMERICA BUILDING USES
WEEKDAY SHARED PARKING ANALYSIS**

Use	Size	Emperical Parking Demand Ratio	Parking Demand
Equinox Beverly Hills	36,663 sf	5.16 / 1,000 sf (Members)	189
Other B of A Uses, Office & Bank	128,435 sf	2.40 / 1,000 sf	308
Total:			497

HOURLY PARKING DEMAND						
Hour Beginning	Equinox Beverly Hills		Remaining B of A Uses	Total Parking Demand	Parking Supply	Parking Surplus
	Members	Staff ^a	Office & Bank			
5:00 AM	53	30	0	83	474	391
6:00 AM	93	30	25	148	474	326
7:00 AM	110	30	40	180	474	294
8:00 AM	91	30	68	189	474	285
9:00 AM	104	30	160	294	474	180
10:00 AM	72	30	259	361	474	113
11:00 AM	59	30	290	379	474	95
12:00 PM	66	30	296	392	474	82
1:00 PM	53	30	305	388	474	86
2:00 PM	36	30	308	374	474	100
3:00 PM	51	30	280	361	474	113
4:00 PM	81	30	256	367	474	107
5:00 PM	157	30	222	409 *	474	65
6:00 PM	189	30	176	395	474	79
7:00 PM	121	30	120	271	474	203
8:00 PM	53	30	89	172	474	302
9:00 PM	13	30	59	102	474	372
10:00 PM	0	0	31	31	474	443
11:00 PM	0	0	0	0	474	474

^a For purposes of a conservative analysis, the shift with the largest number of staff employees has been assumed throughout the day, with each staff employees driving alone and parking on-site.

* Peak parking demand.

ATTACHMENT I
EQUINOX AND OTHER BANK OF AMERICA BUILDING USES
WEEKDAY PARKING DEMAND PROFILE

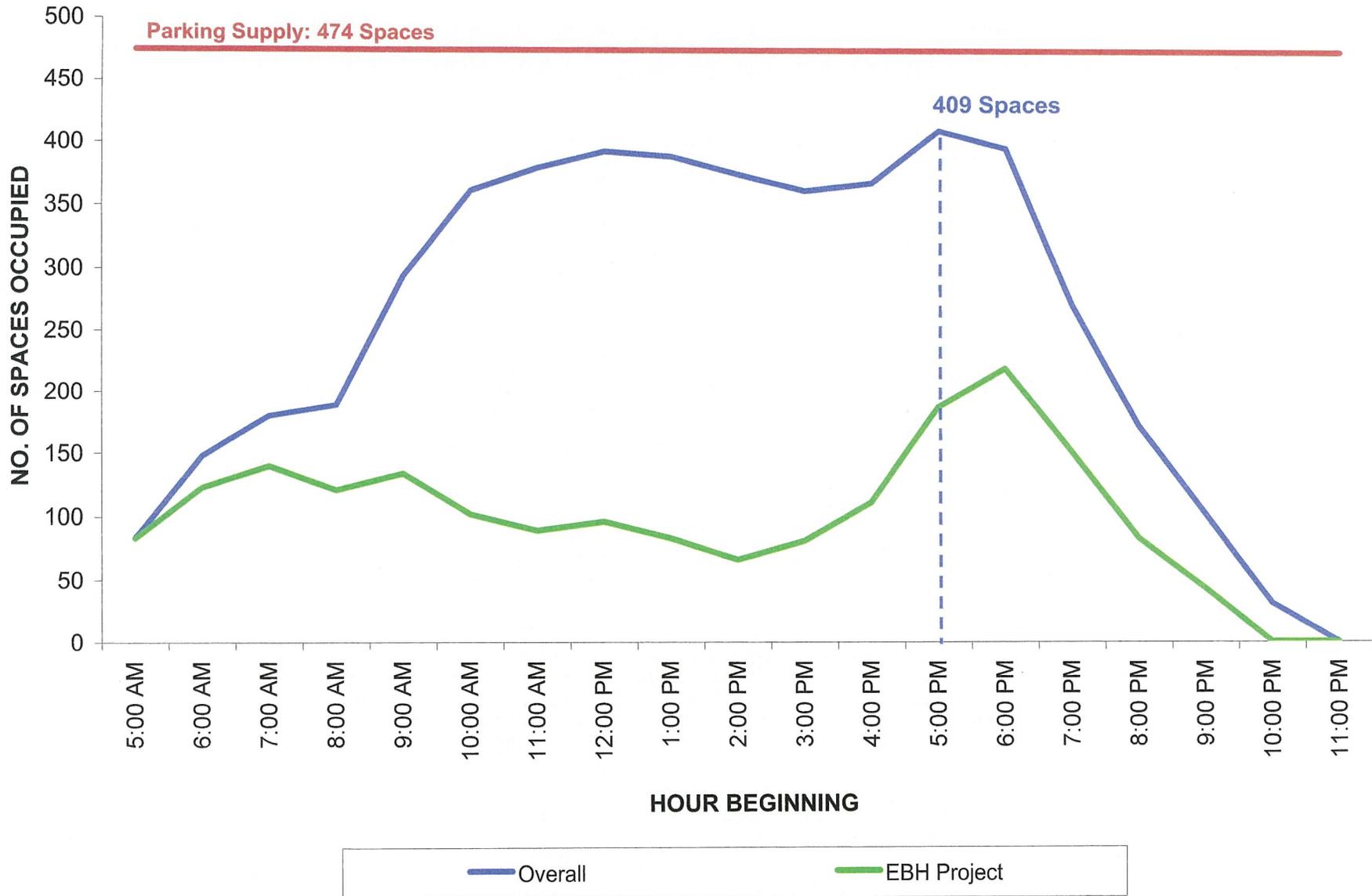


EXHIBIT 1

**“PARKING DEMAND MONITORING REPORT FOR
THE SPORTS CLUB COMPANY”
MAY 26, 2010**

OVERLAND TRAFFIC CONSULTANTS

May 26, 2010

The Sports Club Company
Attn: Mr. Mark Spino
Sr. Vice President of Development
1151 Missouri Avenue
Los Angeles, CA 90025

RE: Parking Demand Monitoring Report for The Sports Club Company

Dear Mr. Spino,

As requested, Overland Traffic Consultants has completed the parking demand monitoring report for The Sports Club Company located at 9601 Wilshire Boulevard in the City of Beverly Hills. The monitoring report was prepared pursuant to Beverly Hills City Counsel Resolution No. 02-R-11241, section 7, condition 8 requiring an annual review of the traffic and on-site parking conditions.

Background

The Sports Club Company received approval from the City of Beverly Hills on November 18, 2002 to operate a health club (Sports Club/LA-Beverly Hills) at 9601 Wilshire Boulevard with a Conditional Use Permit (CUP) granting the joint use of parking facilities.

The CUP approval is for a 38,921 square foot health club in a 282,422 square foot commercial building. The 8-story building is located on the northwest corner of Camden Drive and Wilshire Boulevard. The building has a subterranean parking garage that is required to maintain 807 parking spaces. Vehicular access to the garage is provided on Camden Drive.

Traffic and Parking Data

Hourly traffic flow in and out of the parking garage was collected by the garage operator for the month of March 2010. The data consists of hourly traffic counts for The Sports Club and other users of the parking garage. Parking demand profiles for each hour of the day were developed from the traffic flow database. The hourly parking accumulation profiles were evaluated to identify the peak parking demand in the garage.

Parking demand estimates were developed for the vacant floor area (4%) using the Urban Land Institute (ULI) parking demand profiles and added to the current parking demand to estimate the parking demand at 100% occupancy.

Garage Traffic Flow Data

The garage traffic flow characteristics are summarized below for the month of March 2010. The graph below illustrates the average trips generated for each weekday and weekend day for March 2010. As shown, Tuesdays are the busiest day of the week with peak hours between 9-10 am and 5-6 pm. Saturday the busiest day on the weekends.

Total monthly usage – 110,011 trips

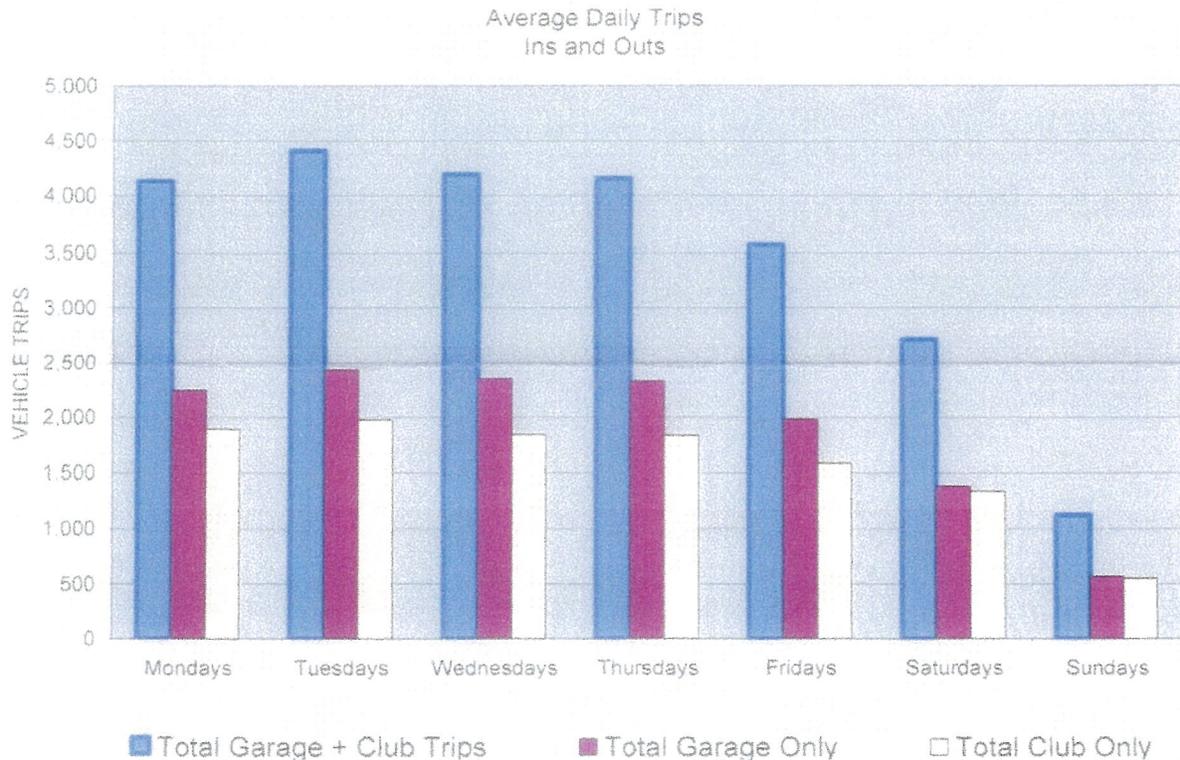
Weekly average – 24,796 trips; Highest week (3-1 to 3-7) – 26,155 trips

Weekday average – 4,096 trips; Highest weekday (Tuesday, 3-9) – 4,747 trips

Weekend average – 1,917 trips; Highest weekend (Saturday, 3-6) – 2,967 trips

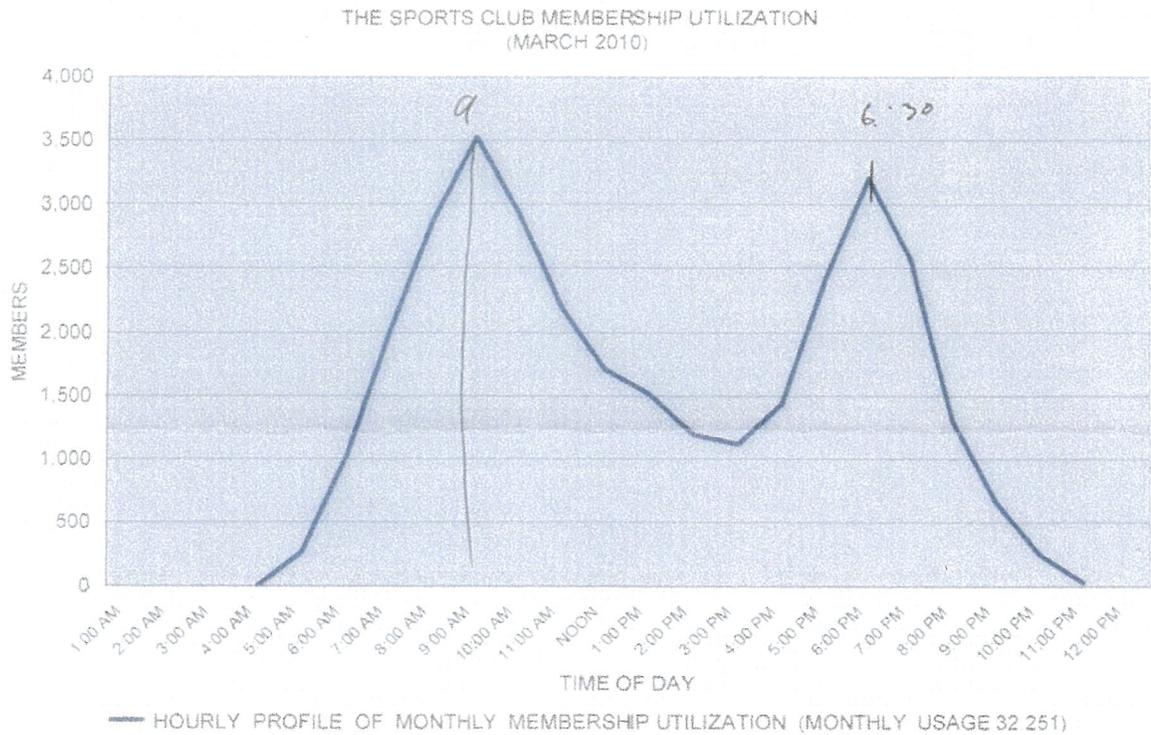
Average morning peak hour (9-10 am) – 302 trips; and

Average afternoon peak hour (5-6 pm) – 279 trips

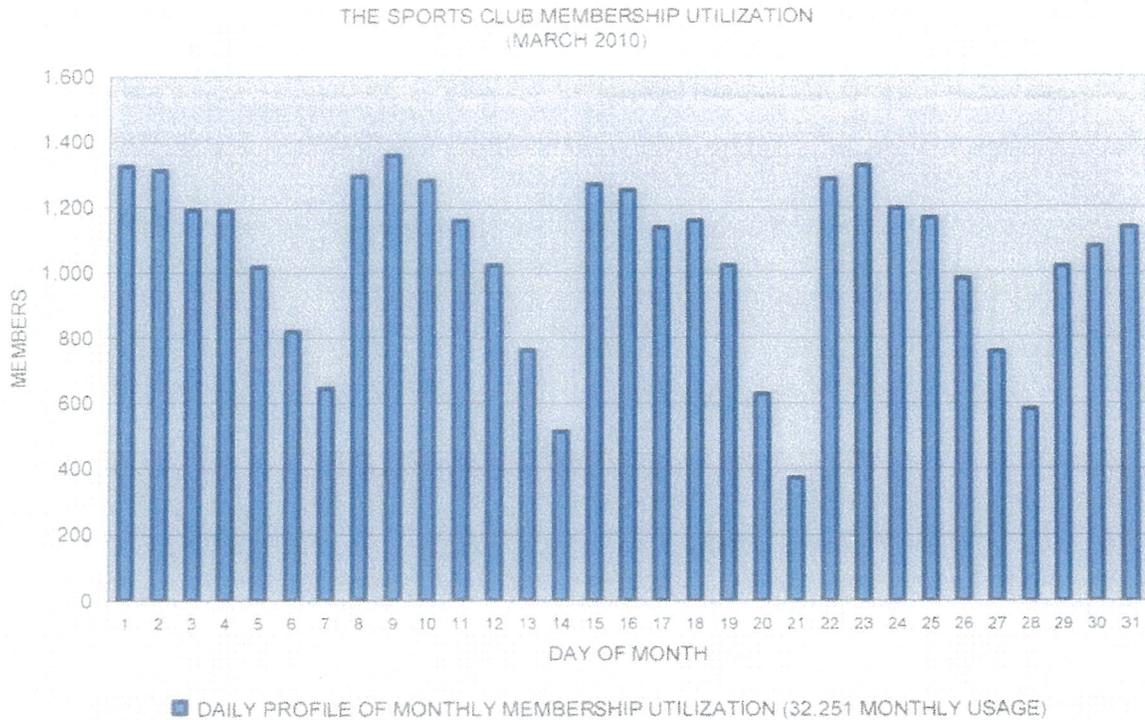


Health Club Usage

The Sports Club membership is capped at 4,500 members (Beverly Hills City Counsel Resolution No. 02-R-11241, section 7, condition 14). All health club members sign in upon entry to the facility which provides a record of membership usage and the garage operator also tracks the parking demand for the health club. The membership utilization and parking records for the month of March 2010 indicate that 32,251 members signed in to use the facility with 24,917 vehicles parking in the garage. This suggests that approximately 23% of the members did not park in the garage and either walked or rode with another member. The hourly use profile illustrated below is shows the health club usage peaks in the morning and early evening hours.



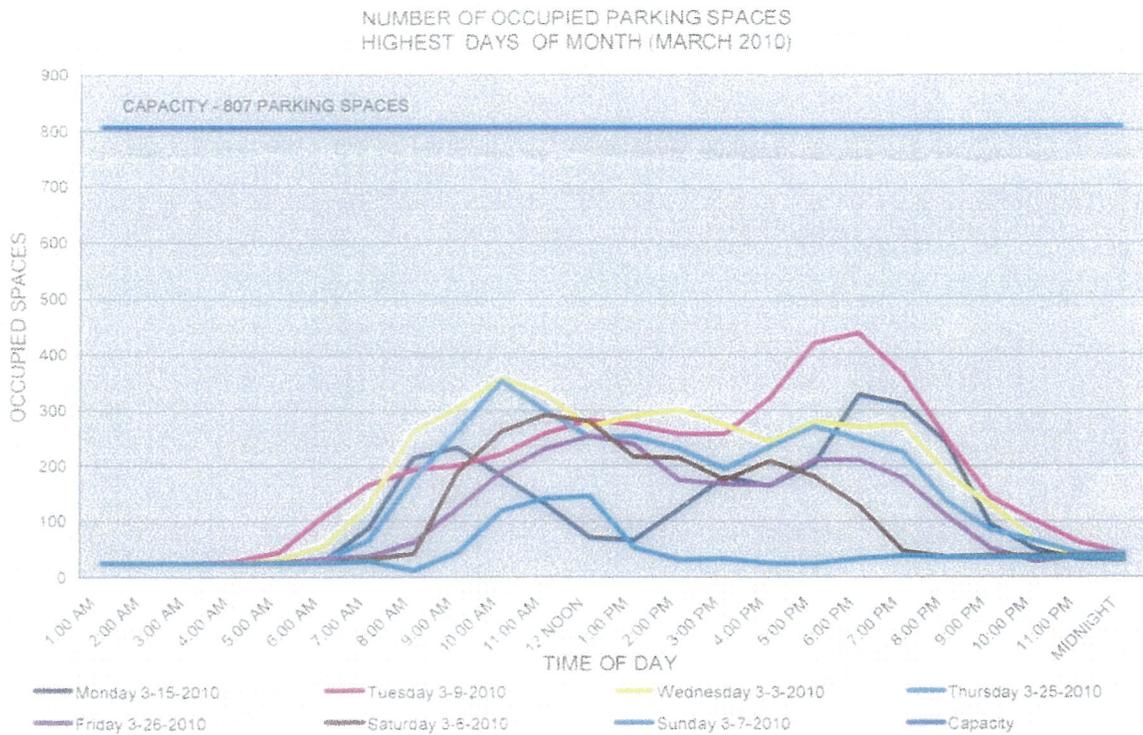
Daily health club usage for each day of March 2010 is present in the chart below which shows a peak daily attendance of 1,357 members on March 9, 2010 (Tuesday) with an average daily attendance of 1,040 members for the month of March 2010.



Existing Parking Demand

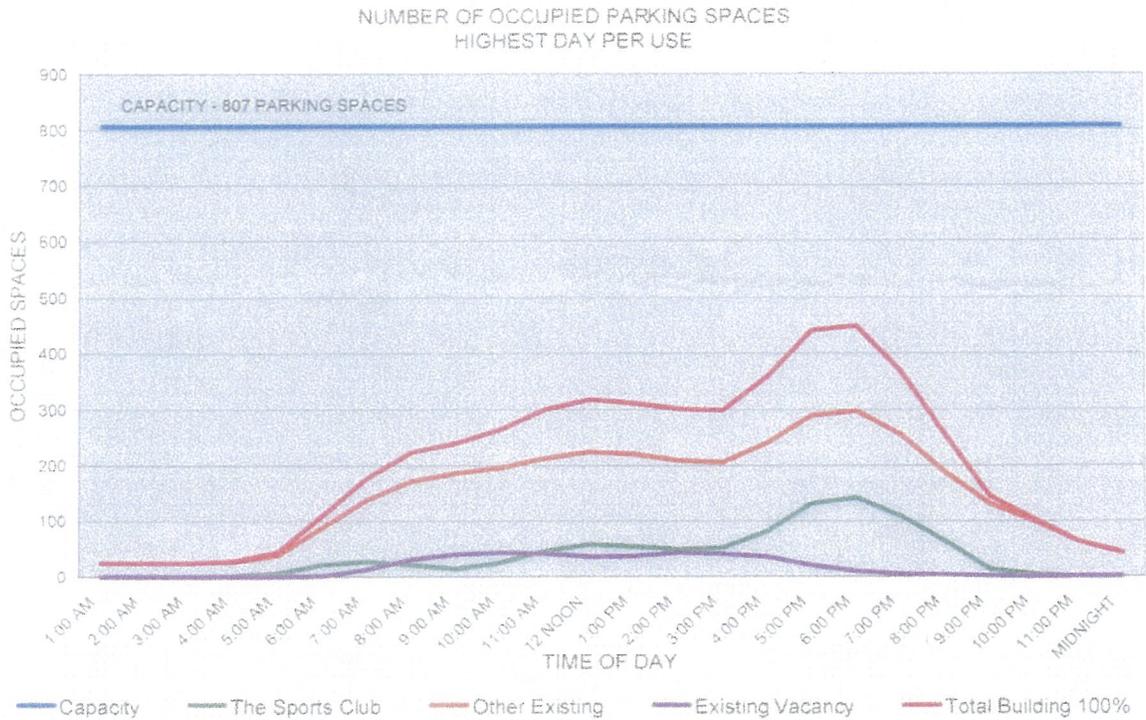
Traffic data records for the number vehicles entering and exiting the parking garage provides the necessary information to calculate the parking accumulation in the garage, and allows for the evaluation of the peak parking demand and hourly fluctuation. Hourly parking demand profiles for the highest days of the week are illustrated in the graphic below. As shown, the peak parking demand was on Tuesday (March 9th) with 439 parked cars at 6:00 PM. The peak weekend parking demand occurred on Saturday (March 6th) occurred at 11:00 AM and 292 parked vehicles. With a parking capacity of 807 parking spaces, the garage has a surplus of

368 parking spaces at its peak weekday parking demand. On Saturday, the garage has a surplus of 515 parking spaces at its peak parking demand.



Peak Parking Demand Profiles for Individual Users

The peak individual use parking demand graphic illustrates the highest hourly parking demand for the month of March which occurred on Tuesday, 3-9-2010. The hourly parking demand profile has been separated for each user (i.e., The Sports Club, other existing users and the 4% vacancy parking demand). As shown in the graphic below, the peak parking demand for the 100% occupied building is 449 parking spaces at 6:00 PM.



The peak parking demands at 6:00 pm for each use are as follows:

Use	Parking Spaces	Time
Health Club	142	6:00 PM
Other	297	6:00 PM
Vacancies	10	6:00 PM
	449	

Conclusions

The parking data collected and analysis for 9601 Wilshire Boulevard show that the current and future parking demand with full occupancy of the commercial building has sufficient parking to accommodate The Sports Club and 100% of the remaining floor area. It has been found that the granting of the CUP for the joint use of the

parking has been and will continue to accommodate the parking needs of the building without impacting the building tenants and neighboring uses.

Please call me if you have questions.

Sincerely,



Jerry T. Overland

EXHIBIT 2

**“EXISTING PARKING DEMAND ANALYSIS FOR
265 NORTH BEVERLY DRIVE”**

JUNE 1, 2007

FEHR & PEERS/KAKU ASSOCIATES

MEMORANDUM

TO: Rita Naziri, City of Beverly Hills

FROM: Dick Kaku, John Stutsman and Steve Crosley

DATE: June 1, 2007

SUBJECT: Existing Parking Demand Analysis for 265 North Beverly Drive Ref: 1850.06 9.3

This memorandum has been prepared to present the results of the analysis conducted to assess the existing parking demand for the 265 North Beverly Drive parking facility in the City of Beverly Hills. More specifically, this analysis was conducted to refine the parking demand generated by Bank of America employees within the parking facility in the project site at 265 North Beverly Drive. Figure 1 illustrates the location of the study site.

EXISTING PARKING INVENTORY

The parking facility within the study site, 265 North Beverly Drive, currently offers parking at both a monthly and a daily (or hourly rate). The garage is open to the public Monday through Friday from 6:00 a.m. to 6:00 p.m., Saturday from 9:00 a.m. to 6:00 p.m., and is closed on Sundays and major holidays. Monthly pass holders can enter and exit at any time. As indicated in Table 1, which summarizes the parking inventory and related parking costs for the facility, the existing parking supply is 507 spaces.

Monthly Pass Count

In November 2006, 345 monthly passes were issued, including 205 to employees in the Bank of America building at 9465 Wilshire Boulevard, 110 to employees of other local businesses and 30 to the Beverly Hills Valet Co.

In comparison, 331 monthly passes were issued in January 2007, 14 fewer than in November 2006. However, in January, Bank of America building tenants purchased 21 more passes than in November, accounting for 226 monthly passes and 75 percent of employee-rented spaces. Of the remaining 105 passes, 75 passes were issued to employees of other local businesses and 30 passes were issued to the Beverly Hills Valet Co.

201 Santa Monica Blvd, Ste 500
Santa Monica, CA 90401
T: (310) 458-9916
F: (310) 394-7663
fehrandpeers.com

To: Ms. Rita Naziri
June 1, 2007
Page 2

SURVEY DATA

As indicated above, two types of surveys were used to establish the parking demand of the spaces in the study site. Occupancy counts of all available spaces were conducted on an hourly basis and a direct user survey of as many users as possible was conducted during the same period. Daily ticket counts for cash paying customers were also obtained from the garage operator.

Occupancy Counts

An initial study used occupancy count data¹ and the results of a direct user survey conducted on Thursday, November 9, 2006 to quantify weekday demand by user type. In an effort to verify the results of the two surveys conducted during a single study day, three additional occupancy surveys were conducted February 6, 7, and 8, 2007. Overall, little variation was found in the results between the initial study day and the subsequent studies over the three-day period. The observed hourly parking demand is presented separately for the two study periods, in Tables 2 and 3 for November 2006 and February 2007, respectively.

The data was then averaged to serve as the typical occupancy model for the 265 North Beverly Drive structure. This is summarized in Table 4. The peak utilization of the 265 North Beverly Drive parking facility occurs between 2:00 and 3:00 p.m. with 59% utilization. This results in an average peak demand of 297 spaces for this facility.

User Survey and Daily Ticket Counts

In addition to the parking utilization surveys, direct user surveys were conducted on Thursday, November 9, 2006 and Tuesday, February 6, 2007. These surveys were used to help develop user profiles and parking space usage characteristics for each user. Daily ticket counts for cash-paying customers were also obtained from the garage operator. The results of the survey and ticket counts indicate that about 81 percent of the peak hour users of the facility are monthly pass holders who work in the area and 19 percent are not. Based on discussions with the garage operators and observations of the pass holders in the parking facility, it was determined that approximately 62 percent of the pass holders were also employees who worked in the Bank of America building. This results in the conclusion that approximately half of the peak hour users of the parking facility, about 150 users, are pass holders who are employees in the Bank of America building.

¹ Occupancy count data was collected between 6:00 a.m. and 8:00 p.m. for all study days

To: Ms. Rita Naziri
June 1, 2007
Page 3

EXISTING PARKING DEMAND ANALYSIS

The data described above indicates that 72 percent of the peak demand can be attributed to local employees who are pass holders. Of the total demand about 50 percent are Bank of America building employees. The Beverly Hills Valet Co. accounts for another 9 percent of users who are also pass holders². Non-monthly pass holders represent about 19 percent of the peak demand. The peak demand is illustrated in Figure 2 and can be summarized as follows:

- 242 spaces – Monthly pass holders
 - 150 spaces – Bank of America building employees
 - 65 spaces – Other local employees
 - 27 spaces – Beverly Hills Valet Co.
- 55 spaces – Non-pass holders (cash customers)

Bank of America Adjustment

The property manager of the existing Bank of America office building (9465 Wilshire Boulevard) indicates that the building had a 10 percent vacancy during the period when the data collection for this analysis was conducted. To simulate peak parking demand when the building is 100 percent occupied, the observed demand was adjusted upwards.

Factors Affecting Adjustment. The property manager also indicated that the parking facility associated with the existing Bank of America office building was fully occupied when the surveys at the 265 North Beverly Drive building were conducted, i.e., all 203 spaces were occupied between 2:00 and 3:00 p.m. This indicates that the total parking demand generated by the Bank of America building was 353 spaces, including 203 spaces from the Bank of America parking facility and 150 spaces in the 265 North Beverly parking structure.

Parking Demand with Full Occupancy. For the purposes of this analysis, it was assumed that if the peak parking demand is 353 spaces at 90 percent occupancy of the building, the demand would be 392 spaces at full occupancy ($353/0.90 = 392$). Therefore, the peak parking demand for the Bank of America employees using the project parking facility was increased by 39 spaces ($392 - 353 = 39$) resulting in a total peak demand of 189 spaces ($150 + 39 = 189$ spaces).

² The Beverly Hills Valet Co. parks all cars on the top level of the parking facility. Peak demand was based on number of total spaces occupied in their designated area.

To: Ms. Pita Naziri
June 1, 2007
Page 4

SUMMARY OF DEMAND ANALYSIS

Existing parking demand at the 507-space 265 North Beverly Drive parking facility was assessed over a four day non-contiguous study period on November 9, 2006 and February 6, 7, and 8, 2007. User surveys and cash ticket counts were used to develop user profiles to assist in disaggregating demand by user type from the occupancy surveys. An average peak demand of 297 vehicles was recorded over the study period between 2:00 and 3:00 p.m. About half of the total demand, roughly 150 vehicles, was attributed to Bank of America building employees. Based on conversations with the property manager of the existing Bank of America office building the property maintained a 10 percent vacancy rate during the survey period. If 100 percent occupancy was reached, an additional 99 spaces are expected to be demanded at the 265 North Beverly Drive parking facility by Bank of America building employees. This adjustment would increase peak demand at the 265 North Beverly Drive parking facility from 297 to 336 vehicles.

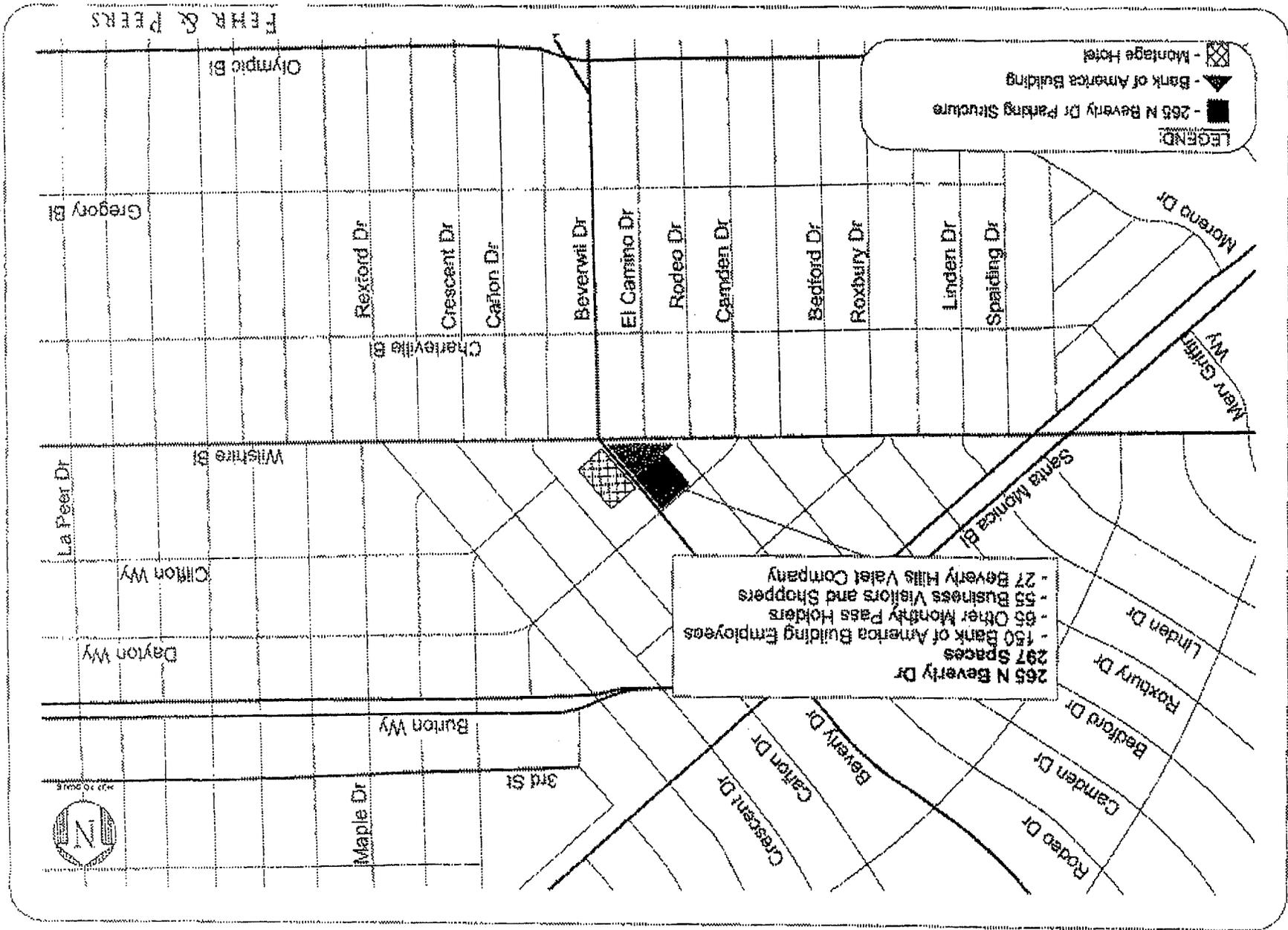


FIGURE 1
STUDY AREA

FEHR & PEERS
KAKU ASSOCIATES

WEEKDAY (2-3 P.M.) PEAK PARKING DEMAND

FIGURE 2



**TABLE 1
265 NORTH BEVERLY DRIVE
PARKING GARAGE INVENTORY AND PRICES**

Category		Amount
Parking Spaces	Single	188
	Tandem	298
	Disabled	9
	Ground Floor Valet	12
	<i>Total</i>	<i>507</i>
Monthly Passes (January 2007)	Bank of America Building Employees	226
	Other Employees	75
	Beverly Hills Valet Company	30
	<i>Total</i>	<i>331</i>
Daily Rates	Every 15 minutes	\$1.50
	Daily Maximum (Monday-Friday)	\$10.00
	Early Bird (Monday-Friday 6-11 a.m.)	\$5.00
	Saturday Flat Rate	\$8.00
Monthly Rates	Tandem-Unreserved to Single-Reserved	\$90-\$200

TABLE 2
HOURLY WEEKDAY PARKING OCCUPANCY (NOV 9, 2006)
265 NORTH BEVERLY DRIVE

Time	Occupied Spaces	Occupancy
6:00-7:00 A.M.	19	4%
7:00-8:00 A.M.	35	7%
8:00-9:00 A.M.	70	14%
9:00-10:00 A.M.	147	29%
10:00-11:00 A.M.	258	51%
11:00 A.M.-12:00 P.M.	281	55%
12:00-1:00 P.M.	290	57%
1:00-2:00 P.M.	292	58%
2:00-3:00 P.M.	281	55%
3:00-4:00 P.M.	268	53%
4:00-5:00 P.M.	254	50%
5:00-6:00 P.M.	223	44%
6:00-7:00 P.M.	179	35%
7:00-8:00 P.M.	140	28%

TABLE 3
AVERAGE HOURLY WEEKDAY PARKING OCCUPANCY (FEB 2007)
265 NORTH BEVERLY DRIVE

Time	Occupied Spaces				Average Occupancy
	6-Feb	7-Feb	8-Feb	Avg.	
6:00-7:00 A.M.	26	25	29	27	5%
7:00-8:00 A.M.	43	37	39	40	8%
8:00-9:00 A.M.	63	69	61	64	13%
9:00-10:00 A.M.	164	159	145	156	31%
10:00-11:00 A.M.	242	256	246	248	49%
11:00 A.M.-12:00 P.M.	286	279	270	278	55%
12:00-1:00 P.M.	289	283	282	285	56%
1:00-2:00 P.M.	302	295	284	294	58%
2:00-3:00 P.M.	311	307	289	302	60%
3:00-4:00 P.M.	266	275	275	272	54%
4:00-5:00 P.M.	235	244	252	244	48%
5:00-6:00 P.M.	193	223	215	210	41%
6:00-7:00 P.M.	151	190	150	164	32%
7:00-8:00 P.M.	110	111	102	108	21%

**TABLE 4
AVERAGE HOURLY WEEKDAY PARKING OCCUPANCY
265 NORTH BEVERLY DRIVE**

Time	Occupied Spaces	Occupancy
6:00-7:00 A.M.	25	5%
7:00-8:00 A.M.	39	8%
8:00-9:00 A.M.	66	13%
9:00-10:00 A.M.	154	30%
10:00-11:00 A.M.	251	49%
11:00 A.M.-12:00 P.M.	279	55%
12:00-1:00 P.M.	286	56%
1:00-2:00 P.M.	293	58%
2:00-3:00 P.M.	297	59%
3:00-4:00 P.M.	271	53%
4:00-5:00 P.M.	246	49%
5:00-6:00 P.M.	214	42%
6:00-7:00 P.M.	168	33%
7:00-8:00 P.M.	116	23%