

ATTACHMENT 7

Public Correspondence Supporting Project

COMMUNITY RESOURCE PARTNERS
9190 W. OLYMPIC BLVD., #275
BEVERLY HILLS, CA 90212
310-295-9581
susanwberk@communityresourcepartners.com

RECEIVED
CITY OF BEVERLY HILLS
2011 MAR 18 P 1:24
CITY CLERK'S OFFICE

To: The Beverly Hills City Council

From: Susan Berk of Community Resource Partners

Re: Equinox Fitness Club at 9485 Wilshire Blvd hearing on April 5, 2011

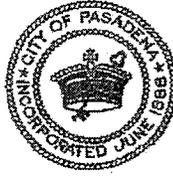
I was hired by Equinox Fitness Club to assist them with a community outreach program to Beverly Hills businesses, community and business organizations, homeowner groups, residents and people who work in the city.

The responses from everyone I spoke with were extremely positive. The management at the Montage and Beverly Wilshire Hotel are excited about having an Equinox Fitness Club and look forward to a relationship whereby hotel guests would be able to use the Equinox facilities. As part of my discussions, numerous businesses are optimistic that a new Equinox facility at Wilshire & N Beverly Dr would be offering a more pedestrian friendly environment and stimulate additional business. There are many residents who are members of Equinox in West Hollywood, Century City and Westwood who would love the opportunity to change their membership location to the city of Beverly Hills. These residents also indicated that this would create a synergy wherein many would be able to walk to the Beverly Hills facility and visit other businesses in the area. In our demographic studies we were very encouraged to note that there are many residents who do not belong to a fitness center but indicated that Equinox was the fitness center of choice and the location was favorable by being in the center of the business triangle and not disturb the residential neighborhoods.

During the Planning Commission hearings, there was public testimony from members of the business community, tenants in the 9465 Wilshire building, residents, and people who work in the city. In addition, 26 letters of support were submitted to the Planning Department from various community and business leaders, residents, and tenants of 9465 Wilshire. Included were support letters from the City of Santa Monica Transportation Management Division, West Hollywood Chamber of Commerce and Pasadena City Councilmember Steve Madison.

The only opposition to the Equinox Fitness Club came from Todd Elliot on behalf of Ron and Sharon Gart and NOPE. The Gart's did not attend or give public testimony at any of the Planning Commission hearings. No one from NOPE spoke at the Planning Commission hearings nor did Todd Elliot indicate who the members or officers were of NOPE and I do not know of any letters of opposition submitted from any NOPE member.

I have attached to this memo copies of the 26 letters/emails of support for the Equinox Fitness Club.



CITY COUNCIL
STEVEN MADISON
COUNCILMEMBER
DISTRICT 6

November 9, 2010

Ryan Gohlich
Beverly Hills Department of Planning
455 North Rexford Drive
Beverly Hills, CA 90210

Dear Mr. Gohlich:

I am a Pasadena City Councilmember and a member of the City Council's Economic Development and Technology Committee. I understand Equinox is seeking to open a health club in Beverly Hills. Equinox Pasadena is located in the beautiful Paseo Colorado in my Council District (District 6). I have enjoyed seeing the growth and positive impact that Equinox has had on the economy and quality of Paseo Colorado and Pasadena's retail corridor.

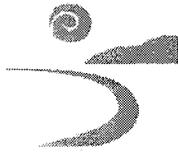
Their award-winning installation has exceeded our high expectations and their operations have been impeccable. The quality of their business model attracts a demographic that is capable of supporting any retailers success surrounding their facility. Also, their focus on the community as their customer is second to none and is a promise well-fulfilled. Many of my constituents are enthusiastic members of Equinox Pasadena.

To my knowledge, Equinox has had no negative effects in terms of traffic and parking. I am proud to have Equinox in my Council district. If any further information is needed please advise.

Very truly yours,



Steve Madison



City of
Santa Monica[®]

Transportation Management Division
1685 Main Street - Room 115
PO Box 2200
Santa Monica, CA 90407-2200

November 11, 2010

To Whom it May Concern:

The City of Santa Monica is pleased to provide this letter documenting Equinox Fitness' compliance with the City's Transportation Management Plan Ordinance.

In the City of Santa Monica, *Equinox Fitness operates a facility at 201 Santa Monica Blvd., at the intersection of 2nd Street and Santa Monica Boulevard. This location is approximately one block east of Ocean Avenue, one block west of the busy Third Street Promenade, and one block north of the busy Santa Monica Place shopping mall. The building has subterranean parking which is shared among tenants and guests of Equinox Fitness.*

Equinox Fitness has been complying with the City's Transportation Management Plan Ordinance 1604 since they opened in 2004, with an employee population ranging between 38 and 50. They have submitted annual Worksite Transportation Plans (six total to-date), none of which were late. Initial contact is always made through their New York, NY headquarters and has been prompt, efficient and cordial. Furthermore, Equinox Fitness has been successful in reducing the number of single occupant vehicles travelling to/from their site, as their drive alone percentage has ranged between 63% and 78% since opening. For the current year 2010, they have a drive alone percentage of 78%. Last, the City has had no complaints or concerns related to traffic conditions, circulation, or congestion for Equinox Fitness at this location.

Should you need additional information, please do not hesitate to call.

Respectfully,

A handwritten signature in black ink, appearing to read "Sam Morrissey".

Sam Morrissey, P.E.
Principal Transportation Engineer



October 27, 2010

To Whom It May Concern:

Equinox has been a welcomed addition to the West Hollywood Business Community. They are a well-designed commercial project, which is instrumental in advancing business activity and economic development in West Hollywood.

We have had no negative impact from their operations regarding traffic or parking demands. In contrast, their presence has had an extremely positive economic impact for our community in terms of retail activity on Sunset Strip and surrounding areas.

In addition, we feel strongly that having Equinox in our City has helped to create positive perceptions about prominent development and what they add to the landscape of an environment and bring to the residential community.

Equinox is now perceived as a huge amenity to West Hollywood and equally respected in the business community.

Respectfully

Genevieve Morrill
President/CEO
West Hollywood Chamber of Commerce

From: Mark Tronstein <mark@rodeodriveassociates.com>
Subject: **Equinox Fitness Club CUP Meeting 1/13/11**
Date: January 11, 2011 3:18:35 PM PST
To: rgohlich@beverlyhills.org

January 11, 2011

Honorable Members of the Planning Commission:

I am writing in support of the proposed Equinox Fitness Club in Beverly Hills. As a long-time property owner in the City, I believe this tenant could re-energize the community, add to the diversity of tenant offerings, and could be a catalyst for future retail (and certainly pedestrian) activity, which we could certainly use given all the vacancy. In short, I truly believe that bringing Equinox to the City will result in a positive economic impact on our community.

While I understand that parking may be a potential issue, it would seem that gym attendance would peak either in the early morning or after close of business, and I would think the City's retailers would certainly be welcoming of the additional pedestrian activity, especially during the evening.

Thank you for your consideration.

Best regards,

Mark Tronstein
Rodeo Drive Associates, LLC
(310) 210-8340
mark@rodeodriveassociates.com

From: Debbie [<mailto:debala@dslextreme.com>] **Sent:** Wednesday, January 05, 2011 7:30 PM **To:** 'Rgohlich@beverlyhills.org' **Subject:**

Dear planning commissioners,

I am writing you this evening to express my support for the proposed Equinox Fitness Center. As a resident of the area, I very much enjoy walking around our beautiful commercial streets. It pains me to see so many empty store fronts. I believe that the addition of this first rate club will enhance the look of our shopping district as well as bring in additional revenue. I personally relish the opportunity to join the club. I think that permitting the fitness facility will be another positive step the city can take in promoting a healthy business environment in Beverly Hills

Thank you,

Debra Saidoff

From: Joshua Banta <joshua.banta@gmail.com>

Date: January 7, 2011 8:40:27 PM PST

To: "RGohlich@beverlyhills.org" <RGohlich@beverlyhills.org>

Dear R. Gohlich

Please allow Equinox fitness club to utilize the empty space at 9465 Wilshire. I work on the 6th floor of the building with the Gersh agency and would love to have a place in the building where I could work out. I don't believe parking will be an issue as most people go to the gym outside of regular work hours.

Thank You,

Joshua Banta

Sent from my iPad

To the Honorable Beverly Hills City Council,

Just a note to let you know that I am enthusiastically in support of the new Equinox Gym location on the corner of Beverly Drive and Wilshire. As both a business owner and property owner on Beverly Drive I know how important it is for our vibrant community to maintain an exciting mix of tenants to create an experience that can't be matched in other communities and/or shopping centers. With the current state of the commercial real estate market and high vacancy on the street, it is now more important than ever to be very mindful of creating a unique tenant mix that will attract other office users, retail tenants and an overall excitement in the city. I am confident that Equinox will contribute to that excitement. Lastly, I know parking has been discussed as a potential issue, and with our ongoing concerns within the city, we are very sensitive to this. However, given the hours that gyms are typically busy, I see no negative impact and only positives in creating energy and pedestrian traffic before and after business hours that can only contribute to much needed breakfast and dinner activity.

I hope you agree and will vote in favor of this important and exciting new tenant.

All the best,

**Evan Meyer
Meyer Pacific, Inc.
441 N. Beverly Drive, Suite 207
Beverly Hills, CA 90210
310.273.4749 direct
310.273.4746 fax**

From: Vicky Mense <vmense@aol.com>
Date: Mon, 10 Jan 2011 21:09:47 -0500 (EST)
To: <rgohlich@beverlyhills.org>; <vmense@aol.com>
Subject: EQUINOX

*To the Beverly Hills Planning Commission,
As a local business owner and past Chair of the Chamber of Commerce, I
want to voice my support for the Equinox Fitness Club at 9465 Wilshire
Blvd. Competition is good for business. Equinox is know for its first class
facilities and will be welcome addition to our city. In addition, Equinox will
revitalize an area of the city which has many empty storefronts by adding a
cafe and retail store. It is important that we support new businesses that
will attract other retail tenants and add to the vibrancy to the city.*

*I urge the Planning Commission to approve the Conditional Use Permit for
Equinox Fitness Club.
Thank you for your consideration.
Vicky Mense*

From: **Kimberly Kraushaar** <kimberly.kraushaar@gmail.com>

Date: Tue, Jan 4, 2011 at 12:51 PM

Subject: BH Equinox

To: RGohlich@beverlyhills.org

Cc: simonefrajnd@gmail.com

To the Beverly Hills Planning Commission,

I am writing to state my support of the new Equinox Fitness Club on the corner of Beverly Drive and Wilshire Blvd. I am a resident of Beverly Hills, as well as a member of Equinox. When I decided to join a gym over a year ago I was deciding between the BH Sports club and Equinox, and I am really happy with my decision. I am a member of all the California locations and they are all very nice and well maintained. Also, they all offer a great variety of gym classes. Every few months they change there schedule, while many classes and times stay the same, they also offer new classes which I think is great because it is nice to do and try new things. It would be great to have an Equinox in Beverly Hills and I urge the Planning Commission to approve this project.

Thank you
Kimberly Kraushaar

From: donna silver <donnaisilver@yahoo.com>
To: RGohlich@beverlyhills.org
Sent: Tue, January 4, 2011 3:14:22 PM
Subject: Equinox in Beverly Hills

To the Beverly Hills Planning Commission:

I am a City of Beverly Hills resident and I am currently a member of the The Sports Club LA located in Beverly Hills. It is my understanding that Equinox is interested in opening its own fitness club facility nearby. I would like to urge the Planning Commission to support this project. Just as the presence of fair competition and the availability of suitable options are both important and desirable in the cases of restaurants and retail businesses operating within our City, competition and available options for residents and local consumers are likewise healthy and desirable in the case of conveniently located sports and fitness facilities. With the large number of fitness-conscious (and even fitness-obsessed) Beverly Hills residents, office employees, and retail staff, it is hard to believe that the presence of more than one highly rated fitness facility would be detrimental to our City and to those it serves. To the contrary, our City benefits financially, culturally and socially from the success of quality business enterprises that choose to locate in Beverly Hills, and such benefits should be encouraged.

Very truly yours,

Donna Silver Frajnd

From: Margo Horowitz <margoshorowitz@gmail.com>
Date: January 5, 2011 8:45:33 PM PST
To: RGohlich@beverlyhills.org
Cc: Simone Frajnd <simonefracjnd@gmail.com>
Subject: In Support of an Equinox Gym In Beverly Hills

To the Beverly Hills Planning Commission,

I am writing this e-mail in order to support an Equinox gym in the city of Beverly Hills. As a current member of Sports Club LA/Beverly Hills, I support the healthy competition that would result from the opening of an Equinox in close proximity to SCBH. This competition for residents' business would result in better equipment, better service and lower fees for both gyms. Additionally, an Equinox in Beverly Hills would only help Beverly Hills' commerce, giving residents and even commuters opportunity to spend more time in Beverly Hills, ultimately spending more money in Beverly Hills. There are an abundant amount of vacant spaces currently in Beverly Hills. There is no reason not to create a hub of economic activity at the corner of Beverly Blvd and Wilshire, where the new Equinox would ultimately be located. Thank you for your consideration.

Regards,
Margo Horowitz

From: Aleza Shapiro <alezashapiro@gmail.com>
Date: January 5, 2011 7:47:22 PM PST
To: "RGohlich@beverlyhills.org" <RGohlich@beverlyhills.org>
Cc: Simone Frajnd <simonefrajnd@gmail.com>
Subject: Support for Equinox

To the Beverly Hills Planning Commission,

It is with high regard for the well-being and sustained growth of our City that my mother and I now write to you in support of the development of the Equinox facility that would open at the corner of Wilshire Blvd. and Beverly Drive. My mother and I are residents of Beverly Hills (on South Clark Drive) and look forward to daily workouts. However, because we are not comfortable with joining the Beverly Hills' Sports Club/LA due to ever-increasing monthly fees and its crowded, limited work-out spaces, we have resorted to joining a gym outside of the City in which we live. With the competition that Equinox can provide within Beverly Hills, it is reasonable to expect that gym fees will become more affordable, and that overcrowding will decrease. It would be wonderful for us not to have to drive that extra 20 minutes to get to our present gym after work and during rush hour. It is with these issues in mind, and the fact that adding another successful business where now only vacant window spaces exist, will raise revenue for the City, that we respectfully ask the Planning Commission to consider the positive addition of Equinox to our community.

Sincerely,

Aleza Shapiro

• BEVERLY PACIFIC LTD. •
111 NORTH BEVERLY DRIVE #207 • BEVERLY HILLS • CA 90210

Ryan

October 13, 2010

The Honorable Mayor Jim Delshad
Beverly Hills City Council Members
455 North Rexford Drive
Beverly Hills, California 90210

Dear Mayor Delshad and City Council Members:

Just a note to let you know that I am enthusiastically in support of the new Equinox Gym location on the corner of Beverly Drive and Wilshire Boulevard. As both a business owner and property owner on Beverly Drive, I know how important it is for our vibrant community to maintain an exciting mix of tenants to create an experience that cannot be matched in other communities and/or shopping centers.

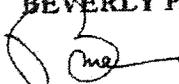
With the current state of the commercial real estate market and high vacancy on the street, it is now more important than ever to be very mindful of creating a unique tenant mix that will attract other office users, retail tenants and an overall excitement in the city. I am confident that Equinox will contribute to that excitement.

Lastly, I know parking has been discussed as a potential issue, and with our ongoing concerns within the city, we are very sensitive to this. However, given the hours that gyms are typically busy, I see no negative impact and only positives in creating energy and pedestrian traffic before and after business hours that can only contribute to much needed breakfast and dinner activity.

I hope you agree and will vote in favor of this important and exciting new tenant.

All the best,

BEVERLY PACIFIC, LTD.


Bruce A. Meyer, President

BAM:lk

Ryan Gohlich

From: Kaye, Alan [Akaye@alankayeins.com]
Sent: Wednesday, October 13, 2010 5:50 PM
To: Ryan Gohlich
Subject: Equinox Fitness CUP meeting 10/14/2010

Please include my comments in Thursday's meeting:

I am writing to urge our city to use all measures to expedite the hearings and stop any delays in deciding the merits of allowing Equinox Fitness to open in the Beverly/Wilshire Building. Our city needs to show business owners that we are serious about them coming to our city to remain competitive with the "fast track" programs offered by the city of Los Angeles. We also need to support and be open minded to the property owners who are working hard to fill retail spaces so that our city continues to look like a successful place to shop and do business.

Sincerely,

Alan Kaye

Alan L. Kaye, CLU, ChFC
Alan Kaye Insurance Agency, Inc.
301 N. Canon Dr., Suite 324
Beverly Hills, CA 90210
310-277-9400 800-662-5433 Fax: 310-282-0775
www.alankayeins.com

an NFP Company

Securities and investment advisory services offered through NFP Securities, a broker/dealer, member FINRA/SIPC and a federally registered investment advisor. Alan Kaye Insurance Agency, Inc. is an affiliate of NFP Securities, Inc., and a subsidiary of National Financial Partners Corp., the parent company of NFP Securities, Inc.

Notice: This e-mail message and any attachment to this e-mail message may contain information that is confidential, proprietary, privileged, legally privileged and/or exempt from disclosure under applicable law. If you are not the intended recipient, please accept this as notice that any disclosure, copying, distribution or use of the information contained in this transmission is strictly prohibited. NFP reserves the right, to the extent and under circumstances permitted by applicable law, to retain, monitor and intercept e-mail messages to and from its systems.

Any views or opinions expressed in this e-mail are those of the sender and do not necessarily express those of NFP. Although this transmission and any attachment are believed to be free of any virus or other defect that might affect any computer system into which it is received and opened, it is the responsibility of the recipient to ensure that it is virus free and no responsibility is accepted by NFP, its subsidiaries and affiliates, as applicable, for any loss or damage arising in any way from its use.

If you have received this e-mail in error, please immediately contact the sender by return e-mail or by telephone at 212-301-4000 and destroy the material in its entirety, whether electronic or hard copy format.

Christopher Bonbright
712 N Arden Drive
Beverly Hills, CA 90210

To the Beverly Hills Planning Commission

Re: Equinox Conditional Use Permit hearing on October 14, 2010

Dear Chair Bosse and Planning Commissioners,

As a resident, former Architectural Commissioner and Chair, commercial real estate broker and member of Equinox, I would like to voice my support for granting a Conditional Use Permit for the new Equinox facility to be located at 9465 N Beverly Drive.

I have been to the Equinox Fitness Clubs located in West Hollywood, Westwood and Century City. The exercise facilities are high end and in keeping with the standards associated with Beverly Hills. The access to easy parking is available at all facilities. Regarding traffic, most people will be arriving at non rush hours (either early morning or after work) by car, walking from the nearby residences or walking from the office buildings in the triangle and along Wilshire.

As a commercial real estate broker, I particularly like the location at Beverly and Wilshire, as it will compliment the surrounding retailers and nearby hotels. The retail-clothing store and café along Beverly Drive will make that area more pedestrian oriented.

The granting of the Conditional Use Permit is a win-win for Equinox and the business triangle.

Should you have any questions, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to be 'CB', with a horizontal line extending to the right from the end of the signature.

Christopher V. Bonbright
Christopher Bonbright

From: Kirk Schenck [<mailto:Kirk.Schenck@dhxmedia.com>] **Sent:**
Thursday, January 06, 2011 12:10 PM **To:** rgohlich@beverlyhills.org **Cc:**
Gwen Rogers; Melissa Rundle **Subject:** Equinox // Beverly - Wilshire

We are tenants at above location. Suite 845.

We wholeheartedly support the Equinox Project and are happy to answer any questions you may have of us.

Thank you.

Kirk Schenck
Executive Vice President
dhx media, ltd.
9465 Wilshire Boulevard, Suite 845
Beverly Hills, California 90212

O: 310-598-1575
C: 310-600-3800
E: kes@dhxmedia.com

Ryan Gohlich

From: sean.odonnell@ubs.com
Sent: Thursday, November 04, 2010 3:14 PM
To: Ryan Gohlich
Subject: EQUINOX BEVERLY HILLS
Attachments: Legal Disclaimer.txt

To the Beverly Hills Planning Commission,

As a former Chairman of the Board for the BH Chamber of Commerce, I understand the importance of a mixture of different types of businesses to stimulate our retail economy. So I was pleased to hear that Equinox Fitness Center is moving across the street from my office to the building at 9465 Wilshire Blvd. Having visited other Equinox facilities, I am impressed by their high level of facilities and services, which is in keeping with the *prestige of Beverly Hills*. Equinox will provide a great amenity to the residents and employees within the City. I am looking forward to walking from my office to Equinox.

Thank you in advance for supporting this important project,

Sean R. O'Donnell, AAMS
Senior Vice President, Investments
Advisory & Brokerage Services

Rodeo Wealth Management Group
UBS Financial Services Inc.
131 South Rodeo Drive, Suite 200
Beverly Hills, CA 90212

310.281.3808 Office
310.281.3811 Fax
310.892.7326 Mobile
800.545.8914 Toll Free
sean.odonnell@ubs.com
<http://www.ubs.com/team/rodeowmg>

Ryan Gohlich

From: Aleza Shapiro [alezashapiro@gmail.com]
Sent: Wednesday, January 05, 2011 7:47 PM
To: Ryan Gohlich
Cc: Simone Frajnd
Subject: Support for Equinox

To the Beverly Hills Planning Commission,

It is with high regard for the well-being and sustained growth of our City that my mother and I now write to you in support of the development of the Equinox facility that would open at the corner of Wilshire Blvd. and Beverly Drive. My mother and I are residents of Beverly Hills (on South Clark Drive) and look forward to daily workouts. However, because we are not comfortable with joining the Beverly Hills' Sports Club/LA due to ever-increasing monthly fees and its crowded, limited work-out spaces, we have resorted to joining a gym outside of the City in which we live. With the competition that Equinox can provide within Beverly Hills, it is reasonable to expect that gym fees will become more affordable, and that overcrowding will decrease. It would be wonderful for us not to have to drive that extra 20 minutes to get to our present gym after work and during rush hour. It is with these issues in mind, and the fact that adding another successful business where now only vacant window spaces exist, will raise revenue for the City, that we respectfully ask the Planning Commission to consider the positive addition of Equinox to our community.

Sincerely,

Aleza Shapiro

Ryan Gohlich

From: DHOPPMD@aol.com
Sent: Monday, October 11, 2010 3:30 PM
To: Ryan Gohlich; Byron Pope; dhoppmd@aol.com
Subject: Equinox

*David D. Hopp, M.D.
Plastic and Reconstructive Surgery
120 Spalding Drive #236
Beverly Hills, California 90212*

Regarding the Equinox Fitness Club hearing on 10/14/10

Dear Planning Commission,

I support the building of an **Equinox Fitness Club** at the corner of Wilshire and N. Beverly Drive. I currently am a member of the Century City Equinox and am very happy to hear that they are planning a new facility in Beverly Hills

As a resident of Beverly Hills, along with having a medical practice within the City, I look forward to being able to walk to the new Beverly Hills Equinox Fitness Club. I also like the fact that residents will now have choices within the City for their fitness needs.

Thank you for your consideration.

Sincerely,

DAVID HOPP, MD

David D. Hopp, MD
Aesthetic Surgery
dhoppmd@aol.com

PRINCIPATO-YOUNG
ENTERTAINMENT

3066.011

Via Email

November 23, 2010

To Whom It May Concern:

Please let this letter serve as an official statement of Principato-Young Entertainment's support for the opening of an Equinox Fitness Club on the first, second, and third floors of 9465 Wilshire Blvd.

As one of the largest tenants in the building, we're excited to welcome Equinox. With a number of our employees subscribed to gym memberships around Los Angeles, having a facility only an elevator ride away, we expect many of our staff to sign up for Equinox out of its convenience.

The addition of the Equinox café also provides our employees with a convenient location to hold coffee meetings for business purposes.

Equinox offers attractive amenities and perks that we would love to have available to our staff. We understand there are parking concerns, but believe that the high traffic periods for a fitness club tend to be in the early morning and after office hours, and will not pose a problem for the operation of our business.

Best regards,



E. Brian Dobbins & Peter Principato & Paul Young

Ryan Gohlich

From: Melissa Banks [mdbanks2@gmail.com]
Sent: Wednesday, October 13, 2010 3:35 PM
To: Ryan Gohlich
Subject: Equinox Fitness Club hearing on 10/14/10

Hello Mr. Golich,

I am sending this email to show my support of the new Equinox Fitness Club in Beverly Hills. I am actually a past member that had to discontinue membership due to the distance of the facility from my work. I live in West Los Angeles and work in Beverly Hills. I'm sure you can understand that after fighting traffic to and from work the last thing I want to do is add another stress filled car ride to my day. It's hard enough to motivate myself to exercise, but adding LA rush hour on top of it just did me in. I really want an Equinox in Beverly Hills so please please please approve this project as soon as possible, my waistline will thank you!

Your fellow community member,

Melissa Banks

Ryan Gohlich

From: Tony Monteiro [monteiro@la.tishman.com]
Sent: Thursday, January 06, 2011 11:54 AM
To: Ryan Gohlich
Subject: Equinox

It would be great to have equinox at that beverly/wilshire location! Between the montage parking garage and the new william morris building on beverly dr. There is plenty of parking!
Tony Monteiro
Sent via BlackBerry by AT&T

Ryan Gohlich

From: Lori Benjamin [lbenjamin@rpdacatalyst.com]
Sent: Tuesday, November 09, 2010 7:05 PM
To: Ryan Gohlich
Subject: Equinox Fitness Club

To: Beverly Hills Planning Commission

I live on Wilshire Boulevard in Westwood and have been looking for a sports club to join. I would very much like to join Equinox, but their locations are not as convenient to me as, say, Sports Club on Wilshire. However, Equinox is a much better club and I would love the opportunity to join that club if it were on Wilshire Blvd.

The City could definitely use another athletic club of the quality that Equinox enjoys. This city is built on competition – from boutiques and restaurants and hotels – it all feeds off each other.

I hope to soon see Equinox on Wilshire Boulevard.

Lori Benjamin
Westwood, California

Ryan Gohlich

From: donnaaklein@aol.com
Sent: Wednesday, November 03, 2010 3:04 PM
To: Ryan Gohlich
Subject: Equinox Fitness Club

To the Beverly Hills Planning Commission:

As residents of Beverly Hills, we support a new Equinox Fitness Club in Beverly Hills. We are in support of free enterprise in this city and do not feel it is right for any business or person to oppose such a project. Just look at the Montage and the beautiful public gardens; a project that so many residents opposed. This city can manage having two fitness clubs, just as we manage various clothing stores, various banks, various talent agencies, etc. Equinox will be a great business addition to our City and we look forward to the opportunity of becoming members. Please approve this project as soon as possible.

Donna and Mark Klein

Ryan Gohlich

From: Jill Model Barth [jillmbarth@gmail.com]
Sent: Saturday, November 13, 2010 11:41 PM
To: Ryan Gohlich
Subject: Equinox

Hi

I am a resident, BH business and member of Sports Club and I support having an Equinox Fitness Club in Beverly Hills. Competition is good, and with so many empty stores the city should be doing all it can to bring new business to BH.

Thanks, Jill Model Barth

Ryan Gohlich

From: Margo Horowitz [margoshorowitz@gmail.com]
Sent: Wednesday, January 05, 2011 8:46 PM
To: Ryan Gohlich
Cc: Simone Frajnd
Subject: In Support of an Equinox Gym In Beverly Hills

To the Beverly Hills Planning Commission,

I am writing this e-mail in order to support an Equinox gym in the city of Beverly Hills. As a current member of Sports Club LA/Beverly Hills, I support the healthy competition that would result from the opening of an Equinox in close proximity to SCBH. This competition for residents' business would result in better equipment, better service and lower fees for both gyms. Additionally, an Equinox in Beverly Hills would only help Beverly Hills' commerce, giving residents and even commuters opportunity to spend more time in Beverly Hills, ultimately spending more money in Beverly Hills. There are an abundant amount of vacant spaces currently in Beverly Hills. There is no reason not to create a hub of economic activity at the corner of Beverly Blvd and Wilshire, where the new Equinox would ultimately be located. Thank you for your consideration.

Regards,
Margo Horowitz