



**BEVERLY HILLS
CHAMBER OF
COMMERCE**

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June 30, 2010

Traffic and Parking Commission
455 N. Rexford Drive
Beverly Hills, CA 90210

Re: Revised Parking Rates for Bedford Parking Structure – Action Item 1

Dear Chair Friedman and Commissioners:

The Beverly Hills Chamber of Commerce Executive Committee, acting on behalf of the Board of Directors, has carefully considered the issues, interests and ramifications of potential changes to the rates at the Bedford parking structure and on behalf of the Chamber, has taken a position to support the continued provision of one hour of free parking to all customers in that structure.

We believe that it would be highly unfair to the merchants located on and near Bedford Drive if the City parking structure closest to them provided no free parking and maintained a different rate structure for their customers than other garages serving the Beverly Hills shopping and dining district.

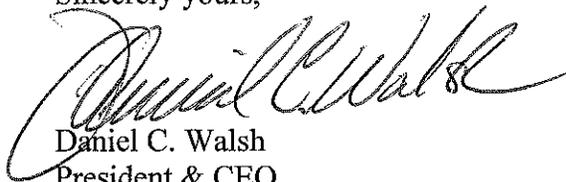
There are numerous small eateries and merchants on Bedford Drive that may be severely impacted, along with well-known, larger establishments on Bedford and Santa Monica Boulevard, whose customers would not enjoy the benefit of complimentary parking that is available to customers on other streets throughout the Beverly Hills commercial Triangle.

We note that the Bedford structure already has a less generous free parking policy than other City-owned structures in the commercial Triangle. To further discriminate against businesses and their customers that are served by the Bedford structure further increases the disadvantage and can only beg examination of how and why the City is treating these businesses differently from the great majority of merchants in Beverly Hills.

Therefore, we strongly support the current practice of providing one hour of free parking at the Bedford structure and urge the Traffic and Parking Commission to support this policy.

Thank you for your consideration.

Sincerely yours,



Daniel C. Walsh
President & CEO