

SUNVIC PROPERTIES

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May 21, 2013

City of Beverly Hills
Traffic and Parking Commission
455 N. Rexford Drive, 4th Floor
Beverly Hills, CA 90210

RE: Street Parking – South Santa Monica Blvd.
Between Beverly Drive and Rodeo Drive

To Whom It May Concern:

I am requesting that the street parking on South Santa Monica Boulevard between Rodeo Drive and Beverly Drive be increased.

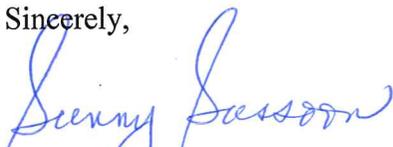
I own the eastern half of the retail building at the corner of South Santa Monica Blvd and between Beverly Drive and Rodeo drive where there is currently no street parking allowed. This portion of the property contains five retail stores. The lack of parking has been detrimental to the small businesses operating out of my building and previous tenants have cited this as one of the main causes for their lack of profitability and turnover in the building. Ron Simms owns the westerly half of the block and has experienced similar turnover problems.

I am requesting an alternative that will allow the City to maintain traffic flow while still allowing four additional street parking spaces on South Santa Monica Boulevard.

Please seriously consider this alternative. It would be in the best interest of the retailers on South Santa Monica Boulevard as well as the City of Beverly Hills.

Thank you for your consideration of this request.

Sincerely,



Sunny M. Sassoon
President

SMS:tlt