



November 7, 2011

Mr. Eric Garcetti, President
Los Angeles City Council
200 N. Spring Street, Room 470
Los Angeles, California 90012

Re: San Pedro Chamber of Commerce

Dear Mr. Garcetti:

The San Pedro Chamber of Commerce is working diligently to improve our local economy and revitalize our downtown. Through our partnerships with the Port of Los Angeles, San Pedro Property Business Improvement District (PBID) and the San Pedro Arts Culture Entertainment District (ACE) we are seeing positive results.

As we move forward, we must address the issues that have a significant impact on small businesses, especially in downtown San Pedro. Our economic development strategy for San Pedro and the Los Angeles Waterfront is to showcase our local community as a culturally rich and diverse destination that is a unique part of Los Angeles. We are encouraging visitors to enjoy our local restaurants, art galleries, museums and theater.

One of the concerns expressed by our local business community is the negative impact of parking meters, especially on Saturday. The two-hour limit is simply not enough time to enjoy the theater, shopping, or meeting friends to explore our wonderful downtown. The San Pedro Chamber of Commerce Board of Directors recently passed a motion requesting that the city direct the LADOT to eliminate parking fees on Saturday. Although we know that an existing motion is in review by the Transportation Committee to eliminate all parking meters in downtown San Pedro, we believe that this initial step will have an immediate positive impact in improving our downtown weekend experience and stimulating local businesses.

While we understand the necessity for parking meters, they are a deterrent for our weekend guests; whether they are from out of town or just the other side of town.

We are also requesting that parking be relaxed during the holiday season from November 26th through January 1st. The Council office has requested this and the City does this every year.

Thank you for your immediate assistance with this matter. I can be reached at 310.832.7272 or bcheek@sanpedrochamber.com. Thank you.

Sincerely,

Betsy Cheek
President/CEO

Anthony Pirozzi
Chairman, Board of Directors

