



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: December 5, 2013
To: Honorable Mayor & City Council
From: Aaron Kunz, Deputy Director of Transportation
Subject: Request by Councilmember Krasne to provide information regarding the City's Ability to Limit Tour Bus Travel on Narrow Streets

Attachments: 1. Tour Bus Staging Zone Map

INTRODUCTION

Councilmember Krasne has requested staff to bring forward to the City Council information regarding the possibility of limiting tour busses on narrow streets, for example Rodeo Drive. Additionally, Louis Vuitton has requested that the tour bus loading zone on Dayton Way, adjacent to their store at 295 North Rodeo, be relocated upon completion of the store's remodel (currently under plan review). This report outlines staff's plans to address these two requests through the Traffic & Parking Commission in early 2014.

DISCUSSION

Tour busses are regulated by the California Public Utilities Commission. The City's primary mechanisms to regulate tour bus activity is the 3-ton vehicle weight limit in residential areas and limiting tour bus loading and staging to City designated tour bus loading and staging areas. The City currently has a tour bus loading zone on the South side of Dayton Way adjacent to Louis Vuitton and a two-hour staging zone on West 3rd Street between Civic Center Drive and Foothill Road. Prior to construction of The Wallis Annenberg Center of Performing Arts, the City had two-hour tour bus staging zones on Crescent Drive and at the parking lot of the former Crescent post office and approximately four tour bus loading zones within the Business Triangle. Gradually tour bus loading zones within the Business Triangle have been removed due to construction of new buildings and/or adjacent tenant requests for removal.

In 2010 the Traffic & Parking Commission conducted a comprehensive review of potential tour bus loading zones within and adjacent to the Business Triangle. Zones tested on Camden and Roxbury Drive met significant resistance from neighboring

businesses. A proposal to place a zone on Canon Drive just north of Santa Monica Boulevard met opposition from neighboring Park Way residents.

Business representatives and the Beverly Hills Conference and Visitors Bureau Board of Directors have expressed the need to accommodate tour bus activity within the business triangle to bring shoppers into the City and are currently conducting a tourism impact study. Many others see tour buses as negatively impacting traffic and the overall environment and question the amount of exposure and corresponding revenue generated by their activity.

Staff proposes that the Traffic & Parking Commission address both Councilmember Krasne's request to evaluate limiting tour bus activity on narrow streets and Louis Vuitton's request to remove or relocate the loading zone adjacent to their store in early 2014 with the goal providing recommendation to the City Council to implement a plan prior to the peak Summer tourist season. This effort would include outreach to the Chamber of Commerce Government Affairs Committee, Beverly Hills Conference and Visitors Visitor's Bureau Board of Directors and business and residential communities.

The City Attorney's Office is researching the City's ability to prohibit tour bus busses on Rodeo Drive or other streets within the Business Triangle. At the time of writing this report, it has not been determined if the City can implement such a prohibition.

Meanwhile, the City's Police Department continues its increased weekend enforcement of tour bus violations including weight, noise, impeding traffic and other applicable citations.

FISCAL IMPACT

None at this time.

RECOMMENDATION

This report is for informational purposes


Approved By
Susan Healy Keene, AICP

Attachment 1



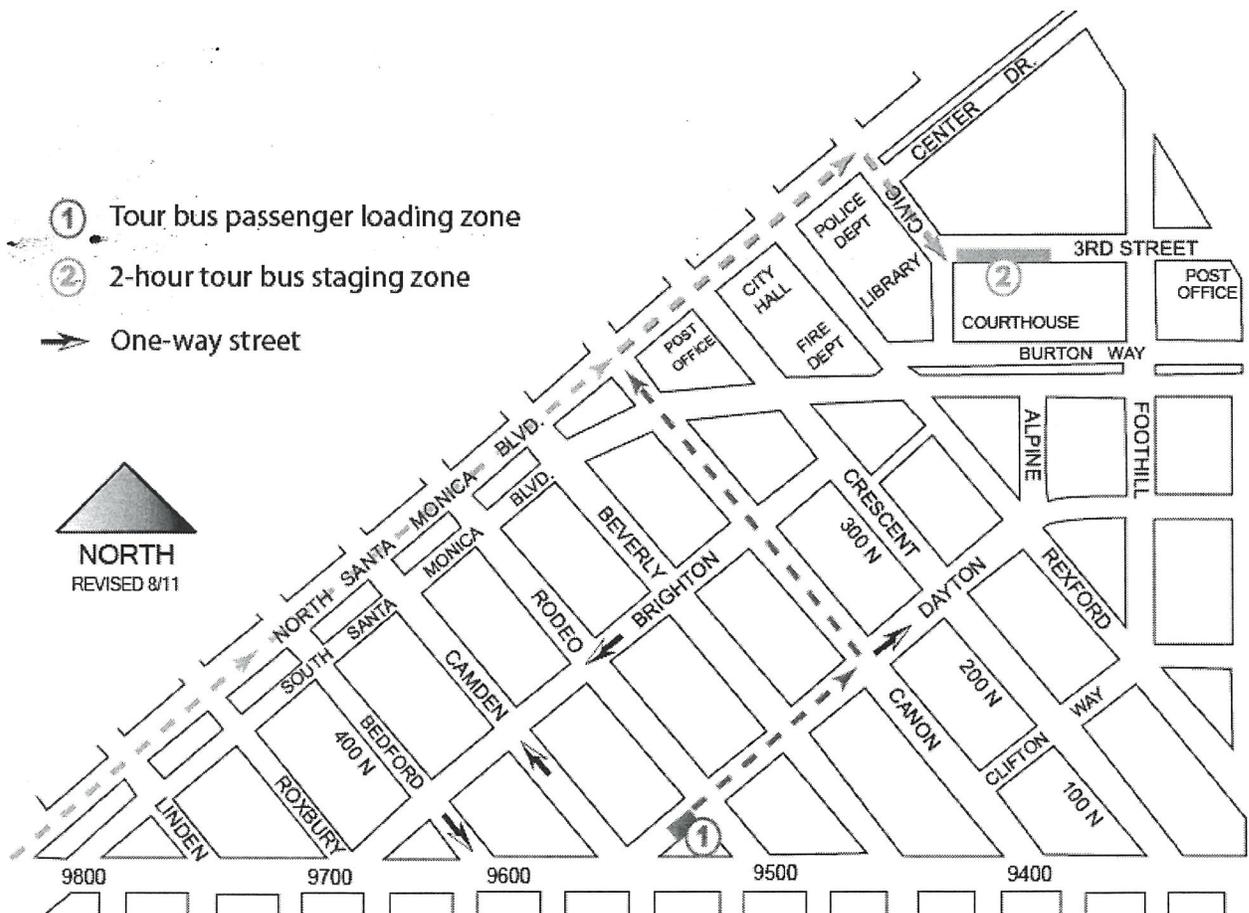
City of Beverly Hills Tour Bus Loading Zones

Passenger Loading Zone

1. South side of Dayton Way between Rodeo Drive and the alley west of Rodeo Drive next to Louis Vuitton (9am to 10pm daily).

Two-Hour Bus Staging Zone (9am to 10 pm Daily)

2. South side of West 3rd Street between Civic Center Drive and Foothill Road, behind the Beverly Hills Courthouse (space for four large bus coaches).



For additional information, call the Department of Transportation at (310) 285-2500