STAFF REPORT

Meeting Date: July 1, 2014

To: Honorable Mayor & City Council

From: Aaron Kunz, Deputy Director of Transportation
Martha Eros, Transportation Planner

Subject: Request by Councilmembers Brien and Krasne to Consider Limiting Tour Bus Activity on Rodeo Drive between Wilshire Boulevard and North Santa Monica Boulevard

Attachments:
1. BHMC 7-2-203: Streets Designated for Heavy Vehicle Use (Municipal Code and Area Map)
2. Beverly Hills Tour Bus Staging Zone Map

INTRODUCTION

At the February 4, 2014 study session, the City Council reviewed the City's ability to restrict tour bus travel on Rodeo Drive for tour busses with a weight limit that exceed three tons.

The City Attorney's Office has advised that the City Council could adopt an ordinance to amend Beverly Hills Municipal Code 7-2-203 (*Streets Designated for Heavy Vehicle Usage*) to remove Rodeo Drive from the list of streets that allow vehicles that exceed the 3-ton weight limit.

This report seeks City Council direction on pursuing such an ordinance and in addition requests Council direction to Louis Vuitton's request to remove or relocate the tour bus loading zone on Dayton Way (the last remaining tour bus loading zone in the business triangle). The report also provides an update on the Police Department's enforcement efforts to ensure compliance with traffic regulations.

DISCUSSION

Tour buses are regulated by the California Public Utilities Commission (CPUC). The City currently regulates tour bus activity by enforcing the 3-ton vehicle weight limit on certain City streets (BHMC 7-2-201), the limit on tour bus loading and staging (BHMC 7-2-208 *et seq.*), and certain California Vehicle Code restrictions.

Rodeo, Beverly and Canon Drive travel lanes are 9' and 9.5' wide between Santa Monica Boulevard and Dayton Way. Motor coaches and the double-decker tour busses are typically 8.5-feet wide and 40-feet long. These busses tend to encroach onto the adjacent travel lane (i.e., occupying both travel lanes) and typically require additional space and time to make turns than smaller vehicles.

Applying a weight restriction on Rodeo Drive would likely divert tour bus travel onto adjacent Beverly or Canon Drives due to similar activity and characteristics. If that occurs, the same encroaching conditions experienced on Rodeo Drive could occur on those streets as well.

While tour bus travel in the City creates congestion impacts, some members of the business community have expressed their support and ask the City be more accommodating to tour busses to promote retail activity. Therefore, it is necessary for the City to conduct an outreach process to the business community prior to instituting limitations on these tour busses.

If the City Council wishes to pursue an ordinance to limit tour bus travel on Rodeo Drive, staff recommends that the City Council designate one of the following Committees to conduct public outreach to stakeholders, including the Beverly Hills Conference & Visitors Bureau and Rodeo Drive Committee.

- City Council/Traffic & Parking Commission Liaison Committee (Councilmembers Brien and Gold and Commission Chair Andy Licht and Vice Chair Lester Friedman).
- A designated City Council Ad-hoc Committee.

Dayton Way Tour Bus Passenger Loading Zone

The Louis Vuitton retail store located on the southwest corner of Rodeo Drive and Dayton Way is currently being renovated. Louise Vuitton management has requested the tour bus passenger loading zone located on Dayton Way immediately adjacent to the store be relocated before the renovation is completed next spring. The Dayton Way loading zone is the only tour bus passenger loading zone in the City's business triangle. As suggested in previous reports, the Traffic & Parking Commission is scheduled to review the relocation request and possible passenger loading zone alternatives. As the two issues of tour bus travel on Rodeo Drive and Louis Vuitton's request are closely related, staff recommends combining the two issues during the outreach process to stakeholders.

Tour Bus Enforcement

The Police Department continues its increased motor officer enforcement of heavy hauling and overweight violations by commercial vehicles and tour busses. In

December 2013, 13 citations and two warnings were issued to commercial vehicles for Heavy Vehicle Restrictions (BHMC 7-2-201) citywide and Tour Bus Loading Zone (BHMC 7-2-207-208) violations within in the business triangle.

Between January and May 2014, the Beverly Hills Police Department has issued 18 citations for overweight tour bus vehicles, 23 warnings for unlawful unloading of passengers, five parking citations for parking in non-designated areas, five red zone violations, and one citation for using a speaker system while a tour bus was stopped in the roadway with standing passengers taking photos. The citations were issued within the business triangle and north of Santa Monica Boulevard.`

The Police Department will continue to enforce violations when observed or if further complaints are brought to their attention.

FISCAL IMPACT

None at this time.

RECOMMENDATION

Staff recommends that City Council assign the Traffic & Parking Commission Liaison Committee, or appoint an Ad Hoc Committee, to reach out to stakeholders regarding removing Rodeo Drive from the Heavy Weight Vehicle Ordinance and addressing Louis Vuitton's request to remove or relocate the tour bus loading zone on Dayton Way.

Susan Healy Keene

Approved By
Susan Healy Keene, AICP

Attachment 1

Beverly Hills Municipal Code

TITLE 7. TRAFFIC, PARKING, AND PUBLIC TRANSPORATION
CHAPTER 2. TRAFFIC REGULATIONS
ARTICLE 2. COMMERCIAL VEHICLE RESTRICTIONS

7-2-203: STREETS DESIGNATED FOR HEAVY VEHICLE USAGE:

The following streets are designated for use by vehicles exceeding a maximum gross weight, including the vehicle and its load, of three (3) tons:

Alden Drive;

Bedford Drive from Wilshire Boulevard to Santa Monica Boulevard (north);

Beverly Boulevard;

Beverly Drive from the south city limits to Santa Monica Boulevard (north);

Brighton Way from Canon Drive to Wilshire Boulevard;

Burton Way;

Camden Drive from Wilshire Boulevard to Santa Monica Boulevard (north);

Canon Drive from Wilshire Boulevard to Santa Monica Boulevard (north);

Civic Center Drive from Burton Way to Santa Monica Boulevard (south);

Crescent Drive between the north and south roadways of Santa Monica Boulevard;

Dayton Way from Canon Drive to Wilshire Boulevard;

Doheny Drive;

Foothill Road from Burton Way to Santa Monica Boulevard (south);

La Cienega Boulevard;

Linden Drive from Wilshire Boulevard to Santa Monica Boulevard (south);

Maple Drive from Burton Way to Santa Monica Boulevard (south);

Olympic Boulevard;

Rexford Drive from Santa Monica Boulevard (north) to Burton Way;

Robertson Boulevard;

Rodeo Drive from Wilshire Boulevard to Santa Monica Boulevard (north);

Roxbury Drive from Wilshire Boulevard to Santa Monica Boulevard (north);

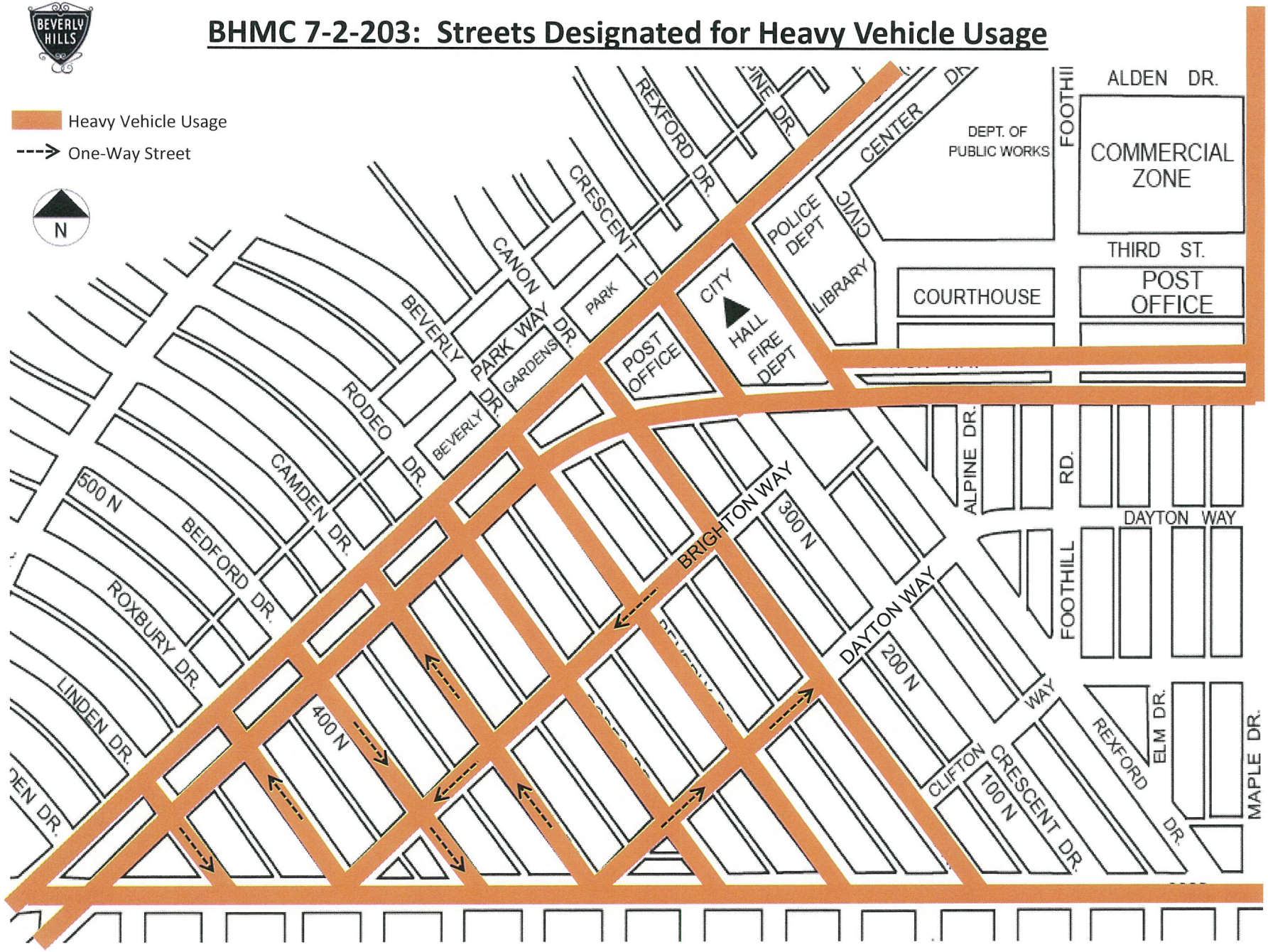
San Vicente Boulevard;

Santa Monica Boulevard (north and south roadways);

Third Street;

Wilshire Boulevard. (1962 Code § 3-6.1306)

BHMC 7-2-203: Streets Designated for Heavy Vehicle Usage



Attachment 2

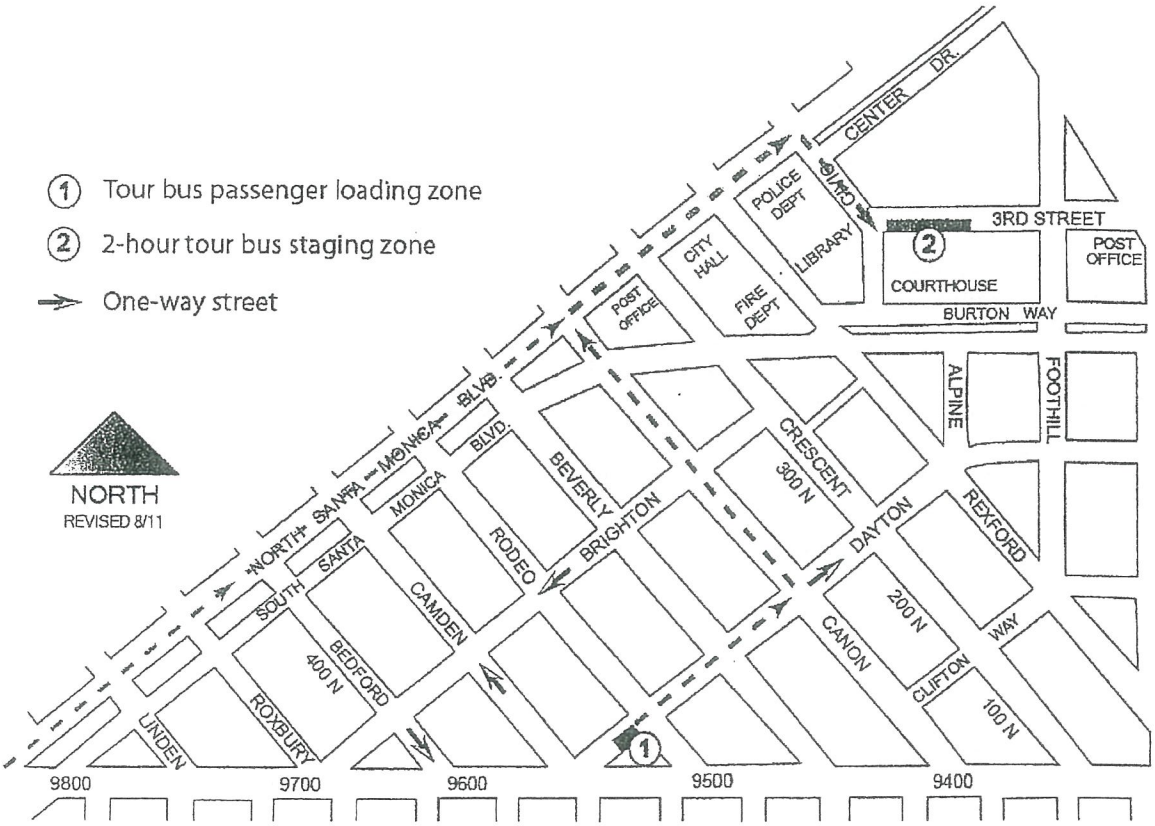
City of Beverly Hills
Tour Bus Loading Zones

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