



## STAFF REPORT

**Meeting Date:** December 2, 2014

**To:** Honorable Mayor & City Council

**From:** Martha Eros, Transportation Planner

**Subject:** Dayton Way Tour Bus Loading Zone

**Attachments:**

1. *Louis Vuitton* Correspondence
2. Current Tour Bus Loading Zone Map

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### INTRODUCTION

This report provides a status update on the Dayton Way tour bus loading zone and staff's proposed plan to redirect passenger loading activity to the current Third Street tour bus staging area. Unless directed otherwise by the City Council, staff will initiate the transition in January 2015 prior to the opening of the *Louis Vuitton* store on North Rodeo Drive.

### BACKGROUND

The Traffic & Parking Commission (TPC) received correspondence from *Louis Vuitton* management in March 2013 announcing plans to renovate the Rodeo Drive store in 2013/2014. The Director of Operations Western Division attended the April 2013 TPC meeting requesting an alternate passenger loading zone be considered before construction is completed in March/April 2015. A brief history of the establishment of the passenger loading zone on Dayton Way is outlined in the attached correspondence (Attachment-1). *Louis Vuitton* management recently informed Transportation Planning that the reopening of the Rodeo Drive store is scheduled on January 22, 2015, approximately two months ahead of the original projected date.

The placement of the Dayton Way tour bus loading zone was agreed upon in 2000-2001 by *Louis Vuitton* as a temporary alternative until a permanent location could be determined by staff. The current store renovations include a full length glass façade and new entrance on Dayton Way. With the reconfiguration of the storefront, staff anticipates the high-volume of tour bus activity will affect store visibility, air quality and noise levels.

The Traffic & Parking Commission has explored multiple locations for alternate tour bus passenger loading zone(s) the past five years. Historically, tour bus passenger activity was split between the Dayton Way passenger loading zone and the parking lot of the former Crescent Post Office. With construction of the Wallis Annenberg Center for the Performing Arts (Wallis), alternate sites in the business triangle were proposed and (unsuccessfully) tested. In 2012, the tour bus staging zone on Third Street between Foothill Road and Civic Center Drive (behind the

Edison lot) was established, and Starline Tours, a prominent tour bus company in the City, was diverted to the Third Street/Civic Center location for all passenger loading and staging activity.

**DISCUSSION**

In July 2014, City Council appointed a Tour Bus Ad-Hoc Committee to address the impacts of tour bus travel in the business triangle. The Committee has conducted three meetings with stakeholders to discuss tour bus activity in the business triangle. The Committee concurred that all tour bus passenger loading activity be redirected to the current Third Street staging zone.

Transportation Planning and the Conference & Visitors Bureau (CVB) has discussed alternative drop-off sites for tour bus groups coordinated by the CVB. Per lease terms with the Wallis, limited tour bus activity will be directed to the valet/motor court fronting North Santa Monica Boulevard for CVB drop-off and pick-up activity provided it does not interfere with performance schedules. Tour bus activity that is not coordinated by the CVB will be directed to the Third Street tour bus zone.

Transportation Planning will execute the following work plan in December 2014 to implement the transition from Dayton Way to Third Street by mid-January 2015 following all Rose Bowl activity in the City.

- Advance Public Notice to tour bus companies
- Advance Public Notice to residents adjacent to Third Street
- Develop guidelines for tour companies hosted by the CVB at the Wallis
- Coordinate Farmers Market activity (Sundays)
- Address Third Street infrastructure
  - Remove parking meters to provide additional space for influx of tour buses
  - Street markings
  - Update tour bus signs
  - Produce wayfinding signage for the business triangle and Third Street
- Coordinate with City departments to address changes
  - Public Works Street Maintenance
  - Public Works Customer Service
  - Communications

**FISCAL IMPACT**

The cost of modifying tour bus signs, producing public notices, and developing/printing guidelines would be nominal, and street markings could be included in the citywide FY2015 Street Sign & Striping capital improvement project budget. Staff will return with a capital improvement plan and estimated costs for long-term improvements to the Third Street tour bus zone in calendar year 2015.

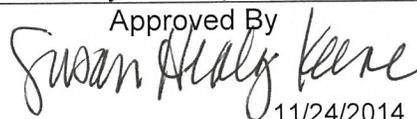
**RECOMMENDATION**

This report is for information purposes.

Susan Healy Keene  
Community Development Director

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Approved By



11/24/2014

# **Attachment 1**



City of Beverly Hills  
Traffic & Parking Commission - Department of Public Works  
345 Foothill Road  
Beverly Hills, CA 90210

RECEIVED  
CITY OF BEVERLY HILLS

2013 MAR 26 PM 4:45

PUBLIC WORKS DEPARTMENT

March 20, 2013

Re: Tour Bus parking on Dayton Way

To whom it may concern,

I am writing you on behalf of Louis Vuitton, a luxury retailer in the City of Beverly Hills. The current Tour Bus parking zone on Dayton Way just west of Rodeo Drive was installed in early 2000, just after Louis Vuitton at 295 Rodeo Drive was opened. At that time we were advised that this bus zone would only be there for a few years as the city was looking for a more permanent solution.

In the past 13 years this zone has become a burden to the environment, community and luxury commercial market which Beverly Hills is known for, specifically our luxury brand, Louis Vuitton. The buses leave their engines running causing exhaust to flow into our store. The flowers that we plant at the base of the trees are trampled daily so much that we no longer plant flowers at the tree on Dayton closest to Rodeo and instead we have dirt patch. Not very luxury. The stone on the side of our building has a stain running the length of Dayton way as people waiting for their bus lean against the building and put their foot up on the stone to rest. The area near the alley is littered daily with cigarette butts, ash, gum and trash further staining the stone and sidewalk. The trash can is always overflowing with food and drink bottles. Sometimes there are so many people waiting on the sidewalk that we cannot walk down the street or even clean the area. Many of our customers also complain they cannot walk down Dayton Way.

The tourists have also greatly changed in the past 13 years. In the first 5 years it was Japanese tourists travelling in large groups and were buying in many stores on the street and throughout the city. Today, it's simply sightseers and Star Tour or TMZ buses. These tours no longer bring any financial value to Rodeo Drive or Beverly Hills. Also, many of the tour guides continue telling their guests to use our restrooms. This has become such a problem that now keep our restrooms locked and are used for customers only. Some days some many buses come that it blocks traffic on Dayton Way all the way to Wilshire.



Starting in June of this year we will begin a major renovation of the Louis Vuitton store. The entire façade is being replaced with glass windows and an entrance will be added on Dayton Way. Honestly, we do not want to have to look out each day to see tour busses or open tour vans lining the street outside of our store. With the new added door on the Dayton we are even more concerned about noise and dirt coming into our new store. Our customers purchase high end items with its accompanying sales tax revenue going to the City of Beverly Hills. We do not want our clients influenced by such bus operations and shop outside of Beverly Hills.

In conclusion, we ask that you seriously consider moving the tour bus parking zone to another location as we have endured this burden too long and we deserve some relief. We are at your disposal to engage in further discussions to assist in resolving this issue. We request this issue be placed on the agenda for the next Parking Commission's meeting and we be invited to present the matter.

Regards,

Ron Michaels

Louis Vuitton

Director of Operations Western Region

9595 Wilshire Blvd,

Beverly Hills, CA 90212

Cell

Office

# **Attachment 2**



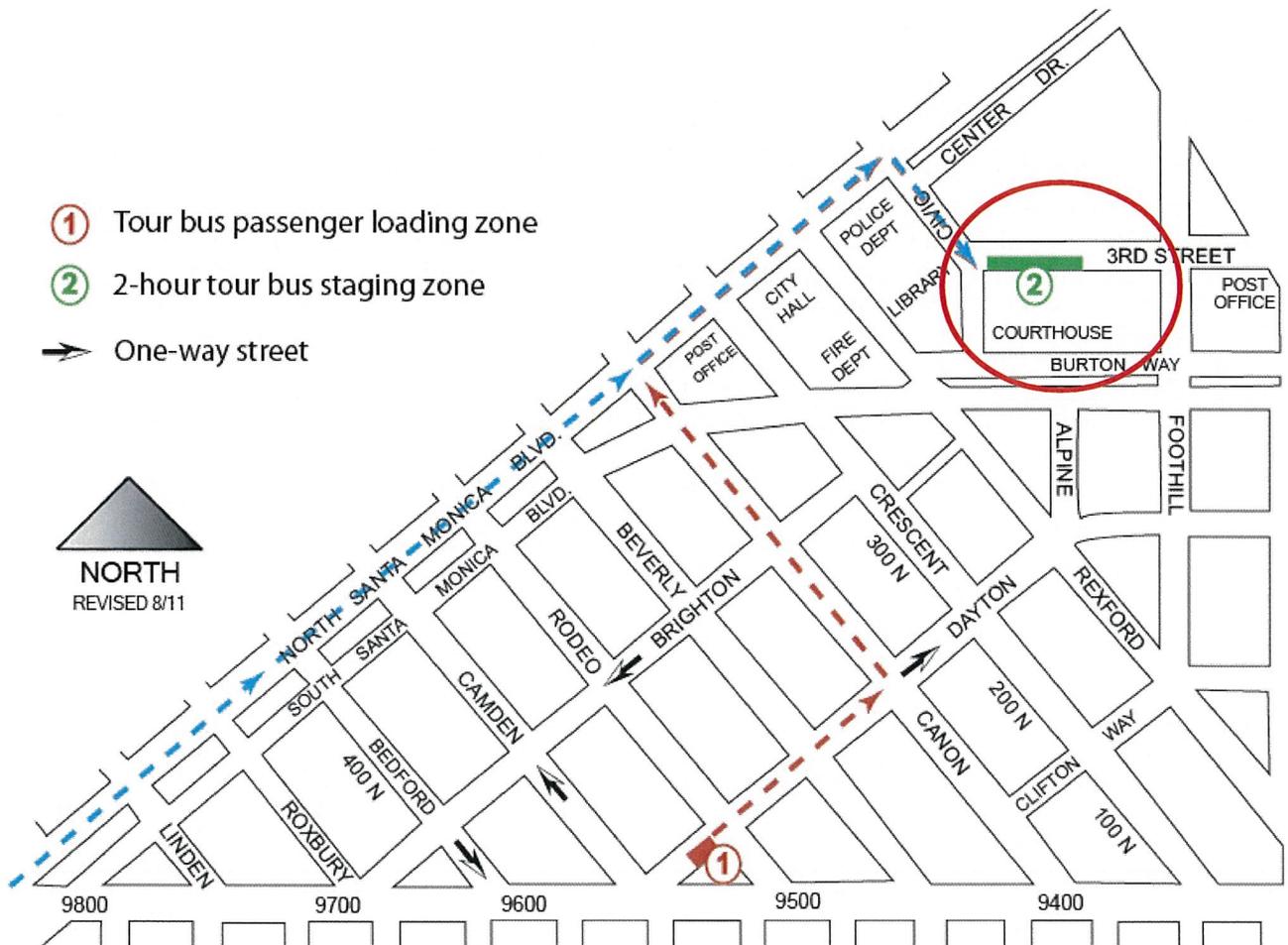
## City of Beverly Hills Tour Bus Loading Zones

### 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 3<sup>rd</sup> 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