



STAFF REPORT

Meeting Date: August 18, 2015

To: Honorable Mayor & City Council

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

Subject: Tour Bus Activity

Attachments:

1. BHMC 7-2-203: Streets Designated for Heavy Vehicle Use (Municipal Code and Area Map)
2. Examples of Tour Vehicles
3. Traffic & Parking Commission Tour Bus Zone Location Study
4. 200 North Beverly Drive Proposed Tour Bus Loading Zone
5. July 2015 Traffic & Parking Commission Staff Report (excerpt)

INTRODUCTION

In July 2014, Councilmembers Brien and Krasne were appointed to a City Council Tour Bus Ad Hoc Committee to address tour bus vehicle impacts on local traffic and to review active passenger loading zones within the business triangle.

Tour bus operations are regulated in part by the California Public Utilities Commission. Tour buses are, however, subject to vehicle weight limits on designated City streets; the City may limit tour bus active passenger loading and vehicle staging locations; and the City may enforce California Vehicle Code violations.

At the last Ad Hoc meeting on May 27, 2015, the Committee recommended certain streets be removed from the heavy vehicle load exemption list as described in this report. Additionally, the Committee requested the Traffic & Parking Commission to review possible tour bus passenger loading zones in the business triangle as outlined in this report.

Staff seeks direction on (1) pursuing an amendment to the Beverly Hills Municipal Code to remove designated street segments from the current list of streets designated for heavy vehicles in the Beverly Hills Municipal Code 7-2-203: *Streets Designated for Heavy Vehicle Use*; (2) establishing additional or alternative active passenger loading zone(s); and (3) maintaining the Third Street tour bus loading and staging zone.

DISCUSSION

In December 2013, Councilmembers Brien and Krasne requested information to address tour bus activity in the business triangle, specifically tour bus vehicles impeding traffic on North Rodeo Drive by occupying both travel lanes, left-turn movements blocking intersections, and vehicles slowing or stopping mid-block.

Rodeo, Beverly and Canon Drive have travel lanes that are 9' and 9.5' wide between Santa Monica Boulevard and Dayton Way. Motor coaches and the double-decker tour buses are typically 8.5-feet wide and 40-feet long. Larger tour bus vehicles tend to encroach onto the adjacent travel lane and typically require additional space and time for turn movements than passenger vehicles.

The Conference and Visitors Bureau (CVB) Board of Directors, Rodeo Drive Committee and merchants in the business triangle continue to express the need to accommodate tour bus activity within the business triangle to attract business into the City.

Heavy Vehicle Weight Limit

The City Attorney's Office has advised staff that City Council could adopt an ordinance to amend BHMC 7-2-203: *Streets Designated for Heavy Vehicle Use* to remove street blocks that are currently "designated for use by vehicles exceeding a maximum gross weight, including the vehicle and its load, of 3-tons." Posting commercial vehicle weight limit signs will be required at street entrances. Heavy vehicles (over 3-tons) delivering goods or people to a specific destination/address are exempt from the weight limit.

The City Council Tour Bus Ad Hoc Committee (Committee) evaluated a range of options for managing tour bus activity in the business triangle, including restricting heavy vehicle travel on Rodeo Drive only and restricting heavy vehicle travel on all local streets. Ultimately, the Committee identified select street segments to apply a 3-ton maximum vehicle weight limit (Attachment-1):

- Rodeo and Canon Drives between Wilshire and Santa Monica Boulevards, and Brighton and Dayton Ways due to narrow roadways, congestions, and outdoor dining, and pedestrian activity;
- Bedford Drive between Wilshire and Santa Monica Boulevards due to high pedestrian activity and vehicles/traffic for the medical/professional buildings; and
- South Santa Monica Boulevard between Wilshire Boulevard and Beverly Drive due to narrow roadway and congestions.

Tour bus travel using heavy weight vehicles within the business triangle would be limited to North Beverly Drive, northbound (one-way) Camden and Roxbury Drives, and South Santa Monica Boulevard east of Beverly Drive. Tour bus routes would be redesigned to direct heavy weight vehicles onto designated streets to access the existing Third Street/Civic Center tour bus zone.

Staff seeks City Council direction on pursuing an amendment to the municipal code to modify the designated streets listed in BHMC 7-2-203. If City Council recommends a 3-ton weight limit in the business triangle as described above, staff recommends a 6-month pilot period be implemented on the proposed streets to observe and evaluate

Meeting Date: August 18, 2015

tour bus practices and impact on the streets that are allowed to carry heavy weight vehicles. Staff will return with that information and provide a recommendation on whether the 3-ton vehicle weight restriction should be made permanent.

Active Passenger Loading & Unloading Zones

Beginning in the 1990's, the City managed tour bus loading and staging activity by designating "active" tour bus passenger loading zones in the business triangle and 2-hour vehicle staging at the former Crescent Post Office lot. Approximately 10 tour bus locations throughout the business triangle were implemented, and then removed due to complaints from commercial tenants and property managers (Attachment-2).

By 2011, the 9500 Dayton Way loading zone adjacent to *Louis Vuitton* was the only remaining tour bus loading zone within the business triangle and all staging activity was directed to Third Street between Foothill Road and Civic Center Drive (behind the Edison substation) for tour bus loading and staging. Starline Tours began using the Third Street/Civic Center tour bus zone for the majority of their passenger loading and staging activity.

In April 2014, *Louis Vuitton* executive management submitted a request for relocation of the Dayton Way tour bus zone due to redesign/renovations to the façade of the building. In January 2015, the Dayton Way tour bus loading zone was relocated to North Santa Monica Boulevard at the former Metro bus cut-out between Canon and Crescent Drives.

The Traffic & Parking Commission (TPC) reviewed seven tour bus loading zone alternatives presented by staff at its July 9, 2015 meeting. The Commission prioritized three locations for City Council consideration.

1. 200 block of North Beverly Drive adjacent to the Montage Beverly Hills Hotel.

The Traffic & Parking Commission and staff recommend establishing two 30-ft passenger loading spaces for shuttle and/or sprinter vehicles only with limited daily hours of 10 a.m. to 4 p.m. Three of the six meters adjacent to the hotel at the south end of the block will be removed and non-operational after hours, and signs will replace the meter heads. Approximately 90-ft of existing red curb will be maintained from Wilshire Boulevard and 8-ft of red curb will be added between the two 30-ft spaces to allow ingress/egress by shuttle/sprinter tour bus vehicles (Attachment-3). Coach and double-decker vehicles will not be accommodated at this location. Montage management has reviewed staff's recommendation and they are amenable to this location as a test site.

2. 500 North Canon Drive at former Metro bus cut-outs.

This location was re-introduced by the TPC as an option for active passenger loading and unloading due to the amenities available (i.e., restroom facilities) at the park and proximity to the business triangle.

The TPC and staff previously recommended this location at the September 12, 2010 regular meeting. The City Council did not approve this location due to adjacent resident opposition. Staff seeks City Council direction if this location should be revisited, with noticing to adjacent residents, as a possible tour bus loading location.

3. 9355 Burton Way adjacent to the Beverly Hills Courthouse.

The TPC identified Burton Way as its third priority for a tour bus loading and/or staging zone and possible alternative for the Third Street tour bus zone. There are nine parking meters located directly in front of the Courthouse building. The space could accommodate approximately three coach size vehicles or four shuttles at one time. While the distance to the business triangle would be comparable to the Third Street tour bus zone, the business triangle would be visible from this location and the area is shaded. Sufficient red curb would be required adjacent to the driveway to provide adequate line of vision to motorists exiting the building.

Pending comments from the Courts West District Manager, preliminary discussions with the onsite Beverly Hills courthouse management indicate possible weekend only use since the courthouse is closed weekends, and does not foresee interference with building entrance and security. City staff does not recommend this location for weekdays due to the traffic congestion on Burton Way, adjacency of the bicycle lane, and occupancy at the metered parking spaces in front of the building.

Providing a tour bus loading/staging zone on Burton Way on weekends would also address observations of traffic and parking congestion at the Rexford Drive tour bus zone on Sundays due to tour buses being diverted from the Third Street loading and staging zone due the Farmer's Market.

If pursued, staff recommends implementing a 6-month trial period for shuttles and sprinter vehicles only for Sunday use only. If successful, consideration could be given for coaches and double decker buses pending review of tree clearance.

4. East side of 400 North Crescent Drive adjacent to City Hall.

Staff recommended a weekend only active tour bus loading zone on the east side of 400 North Crescent Drive, adjacent to City Hall. The TPC unanimously declined to recommend this proposal due to blocked view of the building. Staff continues to support this location on Sundays to address tour bus impacts on Rexford Drive resulting from the closure of Third Street during the Farmer's Market. Activity would be suspended for special events on Crescent Drive.

5. Camden Drive between Wilshire and Santa Monica Boulevards.

The TPC reviewed the former tour bus zones established and eliminated on the 300 and 400 blocks of North Camden Drive. The TPC supported staff's recommendation to not recommend Camden Drive based on failed pilot projects, and opposition from current and past property managers due to privacy, noise and pollution affecting tenants and high-profile clients visiting the medical and professional offices on the street. Additionally, Camden Drive is a one-way street and vehicle access is limited to the east side of the street. There are multiple restaurant valet zones and limited space for tour bus vehicles.

Third Street between Civic Center Drive and Foothill Road.

The Third Street tour bus zone was formally established as an active loading zone in 2011 when the Crescent Post Office staging location was eliminated due to construction. Starline Tours has established most of its tour bus activity at this location. Private coach and sprinter vehicles have also been observed staging at this location.

The FY15/16 Capital Improvement Program includes funding for sidewalk/landscaping and amenities for Third Street area enhancements. Staff recommends proceeding with improvements to the Third Street area as no viable alternative has been identified for tour bus staging.

The advantage of the Third Street location is it is not adjacent to residences or businesses. A petition letter opposing routing of buses from Third Street via Foothill Road to Burton Way was submitted by residences at the Foothill Road/Burton Way intersection and adjacent neighborhood. The letter, signed by 48 residents representing 24 dwelling units, expresses concerns of routing, obstructed traffic, vehicle emissions, vehicle weight/vibration and noise impacts on households.

A potential option to address the resident concerns is to establish a vehicle weight limit on Foothill Road between Third Street and Burton Way. Staff has evaluated alternate bus travel routes resulting from this weight restriction and all have impacts to surrounding neighborhoods and/or traffic circulation.

1. Northbound onto Foothill Road to Beverly Boulevard towards Doheny Drive.

This route would add additional vehicles to Foothill Road with potential conflicts with Public Works utility vehicles and Mercedes Benz vehicle transport trucks on Foothill Road. On-street parking spaces may also be affected on Foothill Road. Due to limited capacity of Civic Center Drive and the right-turn movement from Civic Center Drive to Beverly Boulevard, congestion would likely occur. The proximity to Santa Monica Boulevard and oncoming traffic may present a conflict as tour bus vehicles merge onto eastbound Beverly Boulevard.

2. Northbound onto Foothill Road to westbound Civic Center Drive.

The same large vehicle conflict noted above may impact travel and parking on Foothill Road. Tour buses would make a sharp left-turn from Foothill Road onto westbound on Civic Center Drive, turn left at the Gibson/Live Nation intersection, and loop around to the Civic Center parking structure to access Burton Way. Staff has observed most diagonal parking spaces are occupied weekdays and pedestrian activity has increased during peak hours (i.e., lunchtime). Congestion already occurs frequently at the intersection of Civic Center Drive and Burton Way.

3. Continue eastbound on Third Street to Doheny Drive.

Tour buses would travel along four blocks of multiple-family residential buildings with balconies facing Third Street within Beverly Hills. Additionally, low-hanging tree branches (in Beverly Hills and Los Angeles jurisdictions) will affect open air vehicles.

Meeting Date: August 18, 2015

Staff has been monitoring the vehicle and passenger activity on Third Street. A 2-day survey with counts/observations taken (approximately) every two hours indicates that there are 2-3 Starline double-decker vehicles, 1-2 coaches, and 1-2 sprinter or shuttle (i.e., LA Tours or similar) vehicles utilizing the Third Street tour bus zone. Passenger counts varied per count but ranged between 10 and 25 people either waiting or boarding a vehicle.

PUBLIC NOTICE

Notices advising of tour bus management review at the August 18, 2015 City Council study session were e-mailed to 36 tour bus companies and 30 merchants/stakeholders/residents that have participated in tour bus discussions.

RECOMMENDATION

Staff seeks City Council direction on:

1. Pursuing a City ordinance to modify BHMC 7-2-203: *Streets Designated for Heavy Vehicle Usage* to restrict vehicles over 3-tons on designated street blocks in the business triangle, including:
 - Rodeo Drive and Canon Drive between Wilshire Boulevard and Santa Monica Boulevard, and Brighton Way and Dayton Way;
 - Bedford Drive between Wilshire Boulevard and Santa Monica Boulevard; and
 - South Santa Monica Boulevard between Wilshire Boulevard and Beverly Drive.
2. Establishing alternate or additional tour bus loading zones recommended by the Traffic & Parking Commission. At this time, staff recommends:
 - 200 block of North Beverly Drive adjacent to the Montage Hotel, daily;
 - 400 block of North Crescent Drive adjacent to City Hall, weekends only; and
 - 9355 Burton Way adjacent to the Beverly Hills Courthouse, weekends only.
3. Maintaining and improving the Third Street tour bus loading zone.

Susan Healy Keene, AICP
Community Development Director

Approved By



ATTACHMENT - 1

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 Use



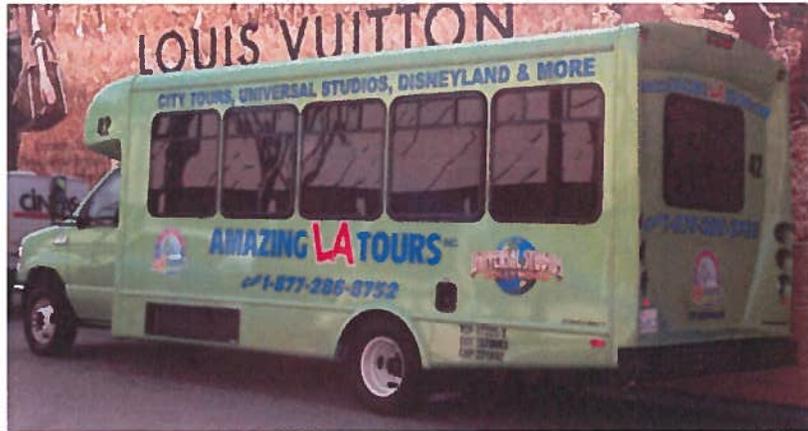
Proposed Modification



ATTACHMENT - 2

Examples of Tour Vehicles

Shuttle



Sprinter van

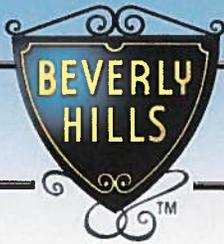


Coach

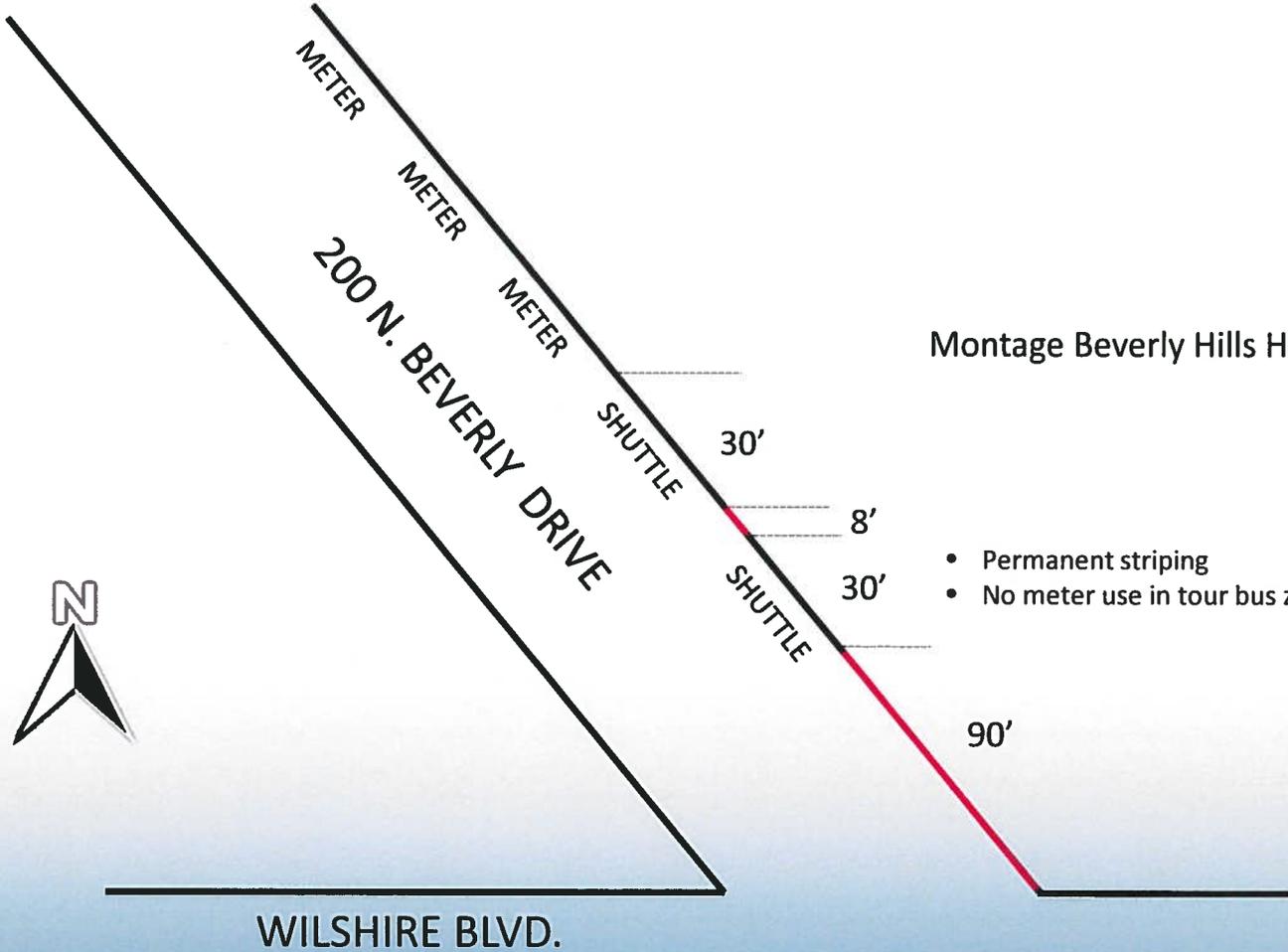


ATTACHMENT - 3

ATTACHMENT - 4



200 North Beverly Drive



Montage Beverly Hills Hotel

- Permanent striping
- No meter use in tour bus zone

ATTACHMENT - 5



CITY OF BEVERLY HILLS
TRAFFIC & PARKING COMMISSION

July 9, 2015

TO: Traffic & Parking Commission
FROM: Martha Eros, Transportation Planner
SUBJECT: Tour Bus Management in the Business Triangle
Attachments: A. Maps
B. July 9, 2015 Notice of Public Meeting
C. September 21, 2010 City Council Agenda Report & Minutes

This report provides a summary of recent activity undertaken by the City Council Tour Bus Ad Hoc Committee ("Committee") in response to tour bus traffic impacts in the business triangle, and the Committee's recommendation to have the Traffic & Parking Commission (TPC) review possible locations for additional active passenger loading and unloading zones within Beverly Hills.

The Committee tasked the Traffic & Parking Commission to review and prioritize locations for additional tour bus loading zones in or adjacent to the business triangle in Beverly Hills. If Commissioners do not support any additional loading zones within the business triangle, staff suggests the Commission provide a separate motion.

INTRODUCTION

In December 2013, Councilmembers Brien and Krasne requested information on the possibility of limiting tour bus activity in the business triangle, specifically Rodeo Drive, to address impeded traffic caused by coach or double-decker tour bus vehicles occupying both travel lanes of traffic; left-turn movements blocking intersections; and tour bus vehicles of all sizes reducing speed to a crawl and/or stopping mid-block. Motor coaches and the double-decker tour busses are typically 8.5-feet wide and 40-feet long. Rodeo Drive, Beverly Drive and Canon Drive travel lanes range between 9' and 9.5' wide between Santa Monica Boulevard and Dayton Way.

In July 2014, then Mayor Bosse established the City Council Tour Bus Ad Hoc Committee (Committee) to review tour bus activity and develop options for mitigating traffic impacts generated by tour bus vehicles.

During this same period, Louis Vuitton executive management requested the last remaining tour bus loading zone located at 9500 Dayton Way be removed due to the remodel of its Rodeo Drive store and concerns that the high-volume of tour bus activity would affect the store's visibility, air quality and noise levels. The renovation included a full length glass façade and new store entrance on Dayton Way. The Dayton tour bus loading zone was eliminated in January 2015.

To date, the following actions have been undertaken by the Committee and staff:

- (1) Conducted eight (8) Committee meetings between August 2014 and May 2015 with key stakeholders from the Beverly Hills Conference & Visitors Bureau (CVB), Rodeo Drive Committee, merchants, and tour bus operators.

- (2) Established an active passenger loading and unloading zone on North Santa Monica Boulevard at the former Metro bus cut-out between Canon Drive and Crescent Drive to replace the Dayton Way tour bus loading zone eliminated in January 2015.
- (3) Participated in a tour bus summit coordinated by the Beverly Hills Chamber of Commerce Government Affairs Committee (GAC) that included tour bus operators, local merchants and hoteliers.
- (4) Attended the February 2015 Rodeo Drive Committee meeting and provided members with a summary of tour bus review conducted by the Ad Hoc Committee. At the March 2015 meeting, the Rodeo Drive Committee did not support proposals to restrict tour bus activity in the business triangle.
- (5) City staff has met with the CVB to discuss tour bus loading zone alternatives in the business triangle.
- (6) City staff has met with the Wallis Annenberg Center for the Performing Arts (Wallis) to discuss tour bus passenger loading in its motor court.

The Committee will present alternatives on amending the vehicle weight limit ordinance to the full City Council at a future meeting. The Committee discussed establishing a weight limit on Rodeo Drive, Canon Drive and Bedford Drive between Wilshire Boulevard and Santa Monica Boulevard; Brighton Way and Dayton Way; and South Santa Monica Boulevard between Wilshire Boulevard and Beverly Drive.

The CVB Board of Directors, Rodeo Drive Committee and merchants in the business triangle continue to express the need to accommodate tour bus activity within the business triangle to bring shoppers into the City.

BACKGROUND

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), establishing tour bus loading and staging zones (BHMC 7-2-208 *et seq.*), and enforcing applicable California Vehicle Code traffic violations.

Beginning in the 1990's, the City managed tour bus loading and staging activity by providing "active" tour bus passenger loading zones in the business triangle and 2-hour tour bus staging zones on the west side of the 400 block of North Crescent Drive and at the southern parking lot of the former Crescent Drive Post Office. When Starline Tours began their Hop-on/Hop-off service in the mid 2000's, they used the Crescent Drive Post Office parking lot for all passenger loading activity.

Prior to April 2008, the City had three tour bus loading zones in the vicinity of Dayton Way: (1) south side of Dayton Way west of Rodeo Drive adjacent Louis Vuitton; (2) south side of Dayton Way between Beverly Drive and the alley immediately west; and (3) the alley south of Dayton Way between Rodeo Drive and Beverly Drive.

In April 2008, with the construction of the William Morris building (now MGM), the tour bus loading zones on Dayton Way west of Beverly Drive and in the alley were eliminated and a

loading zone on the southeast corner of the 300 block of Camden Drive next to El Torito Grill (now Ocean Prime Restaurant) was established.

In 2010, with the closure of the Crescent Post Office for The Wallis and the Crescent garage construction, buses were directed to the south side of West Third Street between Civic Center Drive and Foothill Road (behind the Edison substation) for long term staging. The 100 North Camden Drive loading zone next to El Torito Grill became heavily impacted by tour bus activity, leading to the adjacent property manager and building tenants to request the City Council to remove or relocate this loading zone.

The City Council agreed to remove this zone and directed the TPC to conduct a comprehensive review of potential tour bus loading zones within and adjacent to the business triangle. The following loading zones were tested and removed following complaints from adjacent businesses and public comment received at Traffic & Parking Commission and City Council meetings.

- East side of the 400 block of Camden Drive, immediately north of Brighton Way adjacent to Armani Emporium and the Camden Medical Building;
- 400 North Roxbury Drive near the Roxbury Medical Building; and
- 430 North Camden Drive south of Santa Monica Boulevard adjacent to the City's parking facility.

In September 2010, City Council reviewed a TPC recommendation to place a zone on Canon Drive in the bus cut-outs just north of Santa Monica Boulevard that met opposition from neighboring Park Way residents. The TPC's recommendations for City Council consideration were not implemented (Attachment-C).

By 2011, the Dayton Way Loading Zone was the only remaining tour bus loading zone within the business triangle and all staging activity was directed to Third Street. At this point, Starline Tours began using the Third Street/Civic Center tour bus zone for the majority of their passenger loading and staging activity, and as a transfer point.

Current tour bus zones in the City include the former Metro bus cut-out on North Santa Monica Boulevard between Crescent Drive and Canon Drive for active passenger loading and unloading only, and the Third Street passenger loading and 2-hour staging for all tour bus vehicles. The FY15/16 Capital Improvement Program includes funding for sidewalk/landscaping and amenities for area enhancements. Staff recommends proceeding with improvements to this area.

Please note that a petition/letter signed by 48 residents (representing 24 dwelling units) was submitted by residents on Burton Way and the adjacent neighborhood opposing tour bus activity. The letter expresses concerns of routing/circulation, obstructed traffic, vehicle emissions, vehicle weight/vibration and noise impacts on households.

DISCUSSION

With removal of the Dayton Way tour bus loading zone, merchants have commented on the financial effects of reduced tourist activity in the business triangle. As a result, the *Beverly Hills Montage Hotel* and *Two Rodeo* have offered space adjacent to their business properties for active tour bus loading zones.

An active tour bus loading zone within walking distance of Rodeo Drive, Beverly Drive, Canon Drive and Wilshire Boulevard shops would benefit merchants and revitalize the City's image and branding in the tourist industry. With access to the business triangle and possible increased traffic, the original complaints of tour bus vehicles of all sizes occupying both travel lanes, blocking intersections, slowing or midblock stops, and/or noise/speakers will continue.

During Committee discussions, stakeholders raised interest for a permit or reservation system for tour bus loading. Staff has researched online for public reservation programs on public right-of-way in the state of California and has not found a municipality with an on-street tour bus permit/reservation system. A permit/reservation system is available for private properties, such as Stanford University who requires advanced reservations and charges a \$200 fee to park on-campus at designated parking spaces. Staff investigated a similar reservation system for The Wallis motor court, but was unable to establish a reservation system due to logistic challenges and available City resources.

An on-street permit/reservation system would pose operational challenges, similar to The Wallis attempt. Additional concerns include the rotation of tour bus drivers whose schedules frequently change, and charters/tours that are outsourced to independent tour bus operators unfamiliar with local jurisdiction requirements. Given these challenges, staff does not recommend proceeding with this type of system for active loading and unloading zones at this time.

The Traffic & Parking Commission conducted a thorough review of possible tour bus loading zones within or adjacent to the business triangle in 2010 (Attachment-A). Each location met resistance from building management, medical and legal providers, merchants and residents, and were either never implemented or promptly removed. The reasons provided included privacy issues, loitering, trash, pollution, and noise.

Active Tour Bus Loading Zone Options for Consideration

The following locations are presented for the Commission's consideration as possible active passenger loading and unloading zones. The list is not in any priority.

(1) 200 block of North Beverly Drive, adjacent to the Beverly Hills Montage Hotel.

Stakeholders at the GAC summit proposed a tour bus loading zone adjacent to the Montage Beverly Hills hotel on Beverly Drive. A tour bus loading zone may be implemented only if a weight limit is not imposed on Beverly Drive.

Staff met with Montage executive management to discuss the feasibility of implementing a tour bus passenger loading zone on the northeast section of Beverly Drive between Wilshire and the start of Beverly Canon Garden. Montage executive management supports tour bus activity in the business triangle and is receptive to testing a tour bus loading zone adjacent to the hotel on the 200 block of N. Beverly Drive. If a tour bus loading zone is implemented at this location, the Montage requests assistance from the City for sidewalk and facility maintenance (e.g., restrooms), enforcement staff to manage tour bus traffic, and additional way finding signage.

Staff recommends pursuing a tour bus loading zone at this location with limited hours (e.g., 10 a.m. to 4 p.m.) with restrictions on vehicle length to preclude use by large coaches.

(2) 400 block of North Crescent Drive adjacent to City Hall.

Staff recommends immediate implementation for weekend use only. The four metered parking spaces can accommodate two motor coaches.

(3) 9355 Burton Way, adjacent to the Beverly Hills Courthouse.

Currently, there are nine parking meters located directly in front of the Courthouse building. The space could accommodate approximately three coach size vehicles at one time. The distance to the business triangle would be comparable to the Third Street tour bus zone, but the business triangle would be visible from this location and the area is shaded. Sufficient red curb would be required adjacent to the driveway to provide adequate line of vision to motorists exiting the building.

(4) 9400 block of Dayton Way, adjacent to *Two Rodeo*.

The proposed location is located on the southeast corner of Dayton Way and Rodeo Drive, between Rodeo Drive and the parking garage driveway. This is currently the passenger loading zone and staging area for the Beverly Hills Trolley. The space can accommodate one sprinter size vehicle. This location would require the weight limit to remain as is to accommodate access and circulation of vehicles on Dayton Way.

(5) Camden Drive between Wilshire Boulevard and Santa Monica Boulevard.

Stakeholders at the Chamber of Commerce GAC summit proposed a tour bus loading zone on Camden Drive. Based on opposition to previous pilot projects at this location, staff does not recommend establishing a zone on Camden Drive. Past and current property managers of the medical and professional buildings have expressed privacy, noise and pollution concerns affecting their tenants and high-profile clients.

(6) 400 block of North Crescent Drive adjacent to *The Wallis*.

This location requires infrastructure modifications to address passenger loading activity, including sidewalk/landing pad installations, removal of vegetation, and traffic management with the loss of one southbound travel lane during designated time periods. Due to the lane width, only shuttles and vans can be accommodated at this location without impeding traffic flow. For these reasons, staff does not recommend this location.

(7) Civic Center Drive, between Police Department and Beverly Boulevard.

Third Street provides better traffic circulation than Civic Center Drive, is closer to the business triangle, and would not impact existing businesses on Civic Center Drive.

(8) 400 block of North Beverly Drive.

Not feasible. A representative from the Paley Center for Media (Paley) volunteered its frontage on Beverly Drive at the GAC summit. Staff does not recommend placement of a loading zone along Beverly Drive south of South Santa Monica Boulevard due to narrow southbound lane widths, and the high volume of vehicle and pedestrian traffic at this intersection.

PUBLIC NOTICE

Notices advising of the Traffic & Parking Commission's review of active tour loading and unloading zones at the July 9, 2015 meeting were emailed to 36 tour bus representatives and 30 merchants and interested parties that have participated in tour bus discussions.

CONCLUSION

Transportation Planning staff requests that the Traffic & Parking Commission prioritize the list of active tour bus loading zone options, including the following locations:

- (1) 200 block of North Beverly Drive, adjacent to the Beverly Hills Montage Hotel, daily.
- (2) 400 block of North Crescent Drive, east side adjacent to City Hall, weekends only.