



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 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,

A handwritten signature in black ink, appearing to read 'Ron Michaels', is written over a white background.

Ron Michaels

Louis Vuitton

Director of Operations Western Region

9595 Wilshire Blvd, Suite 1020

Beverly Hills, CA 90212

Cell 818-402-6998

Office 424-278-6310