



CITY OF BEVERLY HILLS  
TRAFFIC & PARKING COMMISSION

March 6, 2013

**TO:** Traffic & Parking Commission  
**FROM:** Martha Eros, Transportation Planner  
**SUBJECT:** Dayton Way Tour Bus Loading Zone – Louis Vuitton  
**Attachments:** 1. Louis Vuitton Correspondence  
2. August 5, 2010 Traffic & Parking Commission Staff Report  
3. September 21, 2010 City Council Agenda Report

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In March 2013, Mr. Ron Michaels from *Louis Vuitton*, the luxury retail store located on the corner of North Rodeo Drive and Dayton Way, contacted City staff regarding forthcoming construction plans for the store and the impact of the Dayton Way tour bus loading zone.

Mr. Michaels, the Director of Operations Western Region for *Louis Vuitton*, submitted a letter to the Traffic & Parking Commission (TPC) requesting removal of the Dayton Way tour bus loading zone (Attachment 1) due to nuisance and intrusion. He attended the April 2013 Commission meeting and outlined the store renovation plans that include replacing the entire building façade with glass windows and adding a store entrance on Dayton Way. Mr. Michaels expressed his concerns with the current tour bus activity and the nuisance created the past 13 years, including but not limited to trash, loitering and blocked access to the store, cigarette smoke and excessive exhaust from bus engines filtering into the store, footprints from leaning on the wall and trampled vegetation that require constant cleaning and replacement to maintain the store's luxury standards, and the daily use of restroom facilities. Mr. Michaels also stated that tour buses tend to stage in the loading zone for long periods of time, and the large coach/double-decker vehicles impede traffic on Rodeo Drive when trying to turn onto Dayton Way.

In February 2014, Mr. Michaels confirmed that *Louis Vuitton* was relocating to the former *Bulgari* site at 401 North Rodeo Drive for approximately one year during the construction period. A 40-foot high barricade will be installed (at curbside) along Rodeo Drive and Dayton Way in early March 2014. As a result of the barricade placement, the existing tour bus loading zone will be shortened approximately 6-feet and accommodates two 65-foot coach buses simultaneously.

In August 2010, the Traffic & Parking Commission evaluated tour bus loading zones and provided recommendations for City Council consideration. The Traffic & Parking Commission staff report and meeting minutes (Attachment 2) and the City Council agenda report and meeting minutes (Attachment 3) are attached for your review.

This item will be placed on the April 2014 Traffic & Parking Commission agenda as an Action Item to address the request by *Louis Vuitton* for removal or relocation of the tour bus loading zone.

# **ATTACHMENT 1**

## **Louis Vuitton Correspondence**



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 that reads "Ron Michaels". The signature is written in a cursive style with a large, sweeping flourish at the end.

Ron Michaels

Louis Vuitton

Director of Operations Western Region

9595 Wilshire Blvd, Suite 1020

Beverly Hills, CA 90212

Cell :

Office

# **ATTACHMENT 2**

**August 5, 2010  
Traffic & Parking Commission  
Staff Report**



CITY OF BEVERLY HILLS  
TRAFFIC & PARKING COMMISSION

Meeting of August 5, 2010

**TO:** Traffic & Parking Commission  
**FROM:** Aaron Kunz, Deputy Director of Transportation  
**SUBJECT:** Proposal to Establish a Tour Bus Loading at the Former Metro Bus Stop on Both Sides of North Canon Drive between North Santa Monica Boulevard and Park Way

This report outlines proposal to establish a Tour Bus Loading Zone at the former Metro Bus Stop on both sides of Canon Drive between North Santa Monica Boulevard and Park Way with the following regulation:

**‘Tow-Away, Active Tour Bus Loading, Engine Off, 9am – 7pm Daily’**

Per Municipal Code 7-2-207, the transportation official is authorized to establish tour bus loading zones on any non-residential street with consultation with the Traffic & Parking Commission. In other circumstances, tour bus loading zones may be established by resolution of the City Council. As this section of Canon Drive is classified as a residential street, a resolution by the City Council is required to establish a tour bus loading zone. The City Council Liaisons to the Traffic & Parking Commission agreed that the Commission should receive public comment prior to City Council consideration.

**Background**

To accommodate tour bus loading and staging with the goal of promoting tourism in the City, the City has traditionally established tour bus loading zones within the Business Triangle for “active” tour bus loading only. For several years, the City had three tour bus loading zones in the vicinity of Dayton Way:

1. South Side of Dayton Way between Rodeo Drive and the alley west of Rodeo Drive next to Louis Vuitton
2. South Side of Dayton Way between alley east of Rodeo Drive and Canon Drive
3. Alley south of Dayton Way between Rodeo and Canon Drives

After dropping passengers off at these locations, tour buses were directed to stage at the 2-hour staging locations at the south lot of the former Crescent post office and on Crescent Drive immediately adjacent. A stop was also established in the south lot of the former Crescent post office for the Starline Tours (Red Double-Decker Buses) “hop-on, hop-off” tours. The For longer-term staging, buses were directed to the south side

of West 3<sup>rd</sup> Street between Civic Center Drive and Foothill Road, behind the Beverly Hills Courthouse

In April 2008, with the construction of the William Morris building, tour bus loading locations #2 and #3 were removed and a tour bus zone was established on the Southeast corner of the 300 block of Camden Drive next to El Torito Grill.

The tour bus staging areas and the stop for Starline "hop-on/hop-off" tours at the south parking lot of the former Crescent post office were eliminated in March 2010 with the commencement of construction of the Crescent Garage parking facility. Activity significantly increased at the tour bus loading location on the 300 block of Camden Drive at Dayton Drive, especially with Starline hop-on, hop-off tours.

At the May 6, 2010 Traffic & Parking Commission meeting, the Real Estate Manager for the office building at 9595 Wilshire Boulevard requested that the tour bus loading zone on the 300 block of North Camden Drive be removed due to increasing activity in front of their building and complaints from her tenants, including from outdoor dining. The Traffic & Parking Commission agreed that the tour bus zone should be temporarily relocated to 400 block of N. Camden Drive and convened the tour bus ad-hoc Committee (Commissioners Braun, Rosenstein and Steinberg) to propose alternative locations.

On May 17, 2010, the Tour Bus ad-hoc committee (Braun and Rosenstein) discussed potential sites for tour bus loading, in addition to the location in addition to the location on the 300 block of Camden Drive. The Ad-hoc Committee developed a list of potential locations as shown on Attachment A. The Traffic & Parking Commission conducted a site visit of the potential locations at their June 3<sup>rd</sup> meeting. The Commission unanimously agreed that the former Metro bus stops on Canon Drive between North Santa Monica Boulevard and Park Way was their favored location due to proximity to the business triangle, adjacency to the park, and availability of rest rooms and trash receptacles. With this zone, the 6,000 weight limit on Park Way would need to be removed between Beverly and Canon Drives in order for the tour buses to access the zone. The parking regulation prohibiting vehicles over 21 feet in length and/or ¾ ton carrying capacity on Park Way established to address staging of limousines and tow trucks would remain in effect.

### **Other Zones Evaluated**

- 100 Block of El Camino Drive, adjacent to the Beverly Regent Hotel. The Traffic & Parking Commission ranked this as its second highest priority. The disadvantages are that the Hotel frequently purchases these spaces for tour buses associated with hotel uses and proximity to businesses.
- 400 Crescent Drive/Brighton Way. The Commission found that the proposed location on Brighton Way, immediately adjacent to the Crescent Hotel was too close the hotel's outdoor dining. Per request by Commissioner Gruschow,

staff evaluated the west side of Crescent Drive immediately south of Brighton Way and determined the lane widths were too narrow to accommodate tour buses.

- North Rodeo Drive between North Santa Monica and Park Way and North Beverly Drive between North Santa Monica and Park Way. These two locations are similar to the proposed location but without the bus cut-outs and restroom facilities.
- West Side of 300 North Bedford Drive: Commission determined there was not sufficient space and would impede traffic.
- 400 Camden Drive (existing temporary location): Commission favors removing this zone due to impacts to adjacent commercial uses.

The TPC agreed that the 400 Camden Drive should remain in place until an alternative location is approved.

### **Noticing**

Notices advising of the August 3<sup>rd</sup> action item were mailed to the existing mailing list of tour bus operators provided by the Chamber of Commerce and Visitors Bureau; the agencies present at the July 15, 2010 Tour Bus roundtable meeting; the 3 churches along North Santa Monica Boulevard; and Park Way residents and households within 500' of North Canon Drive (Attachment B).

### **Recommendation**

That the Traffic & Parking Commission recommend establishing a Tour Bus Loading Zone on both sides of Canon Drive between North Santa Monica Boulevard and Park Way with a regulation of:

**'Tow-Away, Active Tour Bus Loading, Engine Off, 9am – 7pm Daily'**

### **Attachments**

- A. Tour Bus Zone Location Study
- B. Notice of Public Meeting, August 3, 2010 – Tour Bus Loading Zone



Commissioner ROSENSTEIN inquired about valet and when the City Council will review the Bedford revised parking rates item.

Pending agenda availability, it is tentatively scheduled for City Council consideration on August 31, 2010.

Vice Chair LEVINE inquired about Robertson/Chalmers zebra striping.

Staff will follow up with schedule.

#### **NEW BUSINESS AND COMMENTS FROM COMMISSIONERS (ORAL)**

Commissioner ROSENSTEIN reported resident complaints regarding installation of stop signs at every intersection on Whitworth Drive; He raised concerns about unprotected left turn intersection westbound on Wilshire/South on Bedford.

Vice Chair LEVINE noted that he previously met with Traffic Engineer Bijan Vaziri and no solutions were found.

Vice Chair LEVINE brought up bicycle concerns and requested to develop a plan. He provided handouts to the Commission and recognized issues of identifying signage for bicycle racks.

Handouts attached.

The next Agenda Meeting is scheduled the week of August 16, 2010.

#### **ORAL COMMUNICATION FROM THE AUDIENCE – 9:30 a.m.**

(Speakers wishing to address the Commission will be limited to three minutes.)

No additional public comment on non-agenda items.

#### **ACTION ITEMS – 9:56 a.m.**

#### **PROPOSAL TO ESTABLISH A TOUR BUS LOADING ZONE AT THE FORMER METRO BUS STOP ON BOTH SIDES OF NORTH CANON DRIVE BETWEEN NORTH SANTA MONICA BOULEVARD AND PARK WAY**

Deputy Director of Transportation Aaron Kunz gave an overview of the proposal and referenced the PowerPoint presentation.

#### *Public Comment:*

Barbara Gamer, resident of the 1400 block of Park Way, raised concerns about traffic impacts in residential areas. She opposed the proposal.

Philip Ferentinos, representative of Starline Tours, supports the proposal. He noted that there are amenities in the proposed location for tour bus patrons.

Stephanie Nakasone, representative of the Beverly Hills Conference Visitor's Bureau, expressed support for a positive solution in finding a safe location for tour bus companies. She requested the City provide access to loading and unloading locations.

Fia Hekmat Hoffman opposed the proposal. She noted that most of her neighbors are not available to address the Commission; she feels the proposal is unfair as it is a residential street not a commercial zone.

Naomi Isogawa, representative of a Japanese tour bus company, opposed the proposal. She expressed needing a tour bus loading zone in the triangle.

Shinsuke Takahashi, representative of Japanese tour bus company HS International Inc. opposed the proposal. They need a tour bus loading zone in the triangle.

Vice Chair LEVINE inquired about complaints received for 400 N. Camden location and whether operating hours can be limited. He raised concern over using both sides of the street, and suggested using only the east side to prevent a bottle-neck on both sides of street.

Staff responded approximately four complaints; none received for the other locations. Currently the operating hours on the 400 block of Camden Drive are from 9 a.m. to 7 p.m.; however, can be modified per City Council resolution.

The Commission discussed hours of operations and agreed to an hour reduction to 6 p.m.

Commissioner GRUSHCOW inquired about operations between coaches and mini vans and questioned if the 400 block of N. Camden should be maintained for mini vans.

Staff will evaluate.

Vice Chair LEVINE made a motion establishing a Tour Bus Loading Zone on the east side of Canon Drive between North Santa Monica Boulevard and Park Way with a regulation of "Tow-Away, Active Tour Bus Loading, Engine Off, 9 a.m. – 6 p.m. Daily".

Second by Commissioner ROSENSTEIN.

*Commission Discussion to Motion:*

Commissioner LICHT raised issues with the circulation pattern should the proposed tour bus loading zone be implemented.

Commissioner ROSENSTEIN proposed a right-turn only and recommended a six month review plan from implementation date that does not include a sunset provision.

Staff agreed to incorporate into resolution.

Commissioner GRUSHCOW recommended utilizing both sides of the street to mitigate traffic. He prefers maintaining the location on the 400 block of Camden Drive to mini buses and vans; they should be allowed to drop off in small numbers, but not permit coaches.

Commissioner GRUSHCOW made an amendment to the motion to utilize both sides of the street; Second by Commissioner LICHT.

*Discussion to the Amendment:*

Commissioner ROSENSTEIN opposed the amendment to the motion.

Commissioners STEINBERG and BRAUN opposed the amendment and expressed consideration of both sides be discussed at the six month review.

Chair FRIEDMAN opposed the amendment to the motion.

Commissioner GRUSHCOW withdrew his amendment to the motion.

Second by Commissioner LICHT.

Motion carried unanimously.

This item will be presented to the City Council at its September 21, 2010 meeting. Residents will be noticed and will include revised route.

Motion by LEVINE, seconded by ROSENSTEIN

7/0 To recommend establishing a Tour Bus Loading Zone on the east side of Canon Drive between North Santa Monica Boulevard and Park Way with a regulation of "Tow-Away, Active Tour Bus Loading, Engine Off, 9am – 6pm Daily".

AYES: LICHT, GRUSHCOW, ROSENSTEIN, STEINBERG, BRAUN, LEVINE,  
FRIEDMAN  
NOES:  
ABSENT:  
ABSTAIN:  
CARRIED:

**REVIEW OF 2010 BIENNIAL CONFLICT OF INTEREST CODE REPORT**

Motion by ROSENSTEIN, seconded by GRUSHCOW

7/0 The City of Beverly Hills Traffic & Parking Commission reviewed its Conflict of Interest Code, per State Law requirements. No amendments recommended.

AYES: LICHT, GRUSHCOW, ROSENSTEIN, STEINBERG, BRAUN, LEVINE,  
FRIEDMAN  
NOES:  
ABSENT:  
ABSTAIN:  
CARRIED:

# **ATTACHMENT 3**

**September 21, 2010  
City Council Agenda Report**



## AGENDA REPORT

**Meeting Date:** September 21, 2010

**Item Number:** E-2A & 2B

**To:** Honorable Mayor & City Council

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

**Subject:** A. AN ORDINANCE OF THE CITY OF BEVERLY HILLS AMENDING PROVISIONS REGARDING STREETS DESIGNATED FOR HEAVY VEHICLE USAGE AND AMENDING THE BEVERLY HILLS MUNICIPAL CODE

B. RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS ESTABLISHING A TOUR BUS LOADING ZONE AT THE FORMER METRO BUS STOP ON THE EAST SIDE OF NORTH CANON DRIVE BETWEEN NORTH SANTA MONICA BOULEVARD AND PARK WAY

**Attachments:**

1. Ordinance
2. Resolution
3. Categorical Exemption
4. Traffic & Parking Commission Minutes
5. Correspondence
6. City Council Meeting Notice

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### RECOMMENDATION

In order to establish tour bus zone on the east side of Canon Drive between North Santa Monica Boulevard and Park Way as recommended by the Traffic & Parking Commission (TPC), staff recommends that the City Council adopt "An Ordinance of the City of Beverly Hills amending provisions regarding streets designated for heavy vehicle usage and amending the Beverly Hills Municipal Code" and a "Resolution of the Council of the City of Beverly Hills Establishing a Tour Bus Loading Zone at the Former Metro Bus Stop on the East Side of North Canon Drive between North Santa Monica Boulevard and Park Way" with a regulation of:

"Tow Away, Active Tour Bus Loading, Engine Off, 9am-6pm, Daily."

Per Beverly Hills Municipal Code 7-2-207, the City Council makes the final determination of the establishment of a tour bus loading zone on a residential street and the hours of operation.

### **INTRODUCTION**

This report outlines a proposal to establish a Tour Bus Loading Zone at the former Metro Bus Stop on the east side of North Canon Drive between North Santa Monica Boulevard and Park Way with the following regulation:

#### **“Tow-Away, Active Tour Bus Loading, Engine Off, 9am –6pm, Daily”**

Per Municipal Code 7-2-207, the Transportation Official is authorized to establish tour bus loading zones on any non-residential street with consultation with the TPC. In other circumstances, tour bus loading zones may be established by resolution of the City Council. As this section of Canon Drive is classified as a residential street, a resolution by the City Council is required to establish a tour bus loading zone. The City Council Liaisons to the Traffic & Parking Commission (Councilmembers Brien and Mirisch) agreed that the TPC should receive public comment prior to City Council consideration.

### **BACKGROUND**

To accommodate tour bus loading and staging with the goal of promoting tourism in the City, the City has traditionally established tour bus loading zones within the Business district for “active” tour bus passenger loading only. For several years, the City had three tour bus loading zones in the vicinity of Dayton Way:

1. South Side of Dayton Way west of Rodeo Drive next to Louis Vuitton
2. South Side of Dayton Way between Rodeo and Beverly Drives
3. Alley south of Dayton Way between Rodeo and Beverly Drives

After dropping passengers off at these locations, tour buses were directed to stage at the 2-hour staging locations at the south lot of the former Crescent Post Office and on adjacent Crescent Drive. A stop was also established in the south lot of the former Crescent Post Office for the Starline Tours (the red double-decker buses). For longer-term staging, buses were directed to the south side of West 3<sup>rd</sup> Street between Civic Center Drive and Foothill Road, behind the Beverly Hills Courthouse.

In April 2008, with the construction of the William Morris building, tour bus loading locations #2 and #3 were removed and a tour bus zone was established on the Southeast corner of the 300 block of Camden Drive next to El Torito Grill.

The tour bus staging areas and the stop for Starline “hop-on/hop-off” tours at the south parking lot of the former Crescent post office were eliminated in March 2010 with the commencement of construction of the Crescent Garage parking facility. Activity significantly increased at the tour bus loading location on the 300 block of Camden Drive at Dayton Drive, especially with Starline “hop-on/hop-off” tours.

### **DISCUSSION**

Business owners and property management representatives adjacent to the tour bus passenger loading zone on the 300 block of North Camden Drive voiced concerns (both at the May 2010 TPC meeting and via written correspondence) regarding the imposition

and deterioration of privacy and property due to the increased pedestrian and vehicle traffic, including noise, litter and trespassing.

The TPC agreed that the tour bus zone should be temporarily relocated to the 400 block of North Camden Drive, and convened the tour bus ad-hoc Committee to propose alternative locations. The ad-hoc Committee developed a list of potential locations, and the TPC conducted a site visit of six potential locations at their June 3 meeting.

#### Zones Evaluated

- 400 Block of North Canon Drive, between North Santa Monica Boulevard and Park Way. Former Metro bus stop with existing bus cut-out and amenities.
- 100 Block of El Camino Drive, adjacent to the Beverly Regent Hotel. The Traffic & Parking Commission ranked this as its second highest priority. The disadvantages are that the Hotel frequently purchases these spaces for tour buses associated with hotel uses and proximity to businesses.
- 400 Block of Crescent Drive/Brighton Way. The Commission found that the proposed location on Brighton Way, immediately adjacent to the Crescent Hotel was too close to the hotel's outdoor dining. Per request by Commissioner Grushcow, staff evaluated the west side of Crescent Drive immediately south of Brighton Way and determined the lane widths were too narrow to accommodate tour buses.
- North Rodeo Drive between North Santa Monica and Park Way and North Beverly Drive between North Santa Monica and Park Way. These two locations are similar to the proposed location but without the bus cut-outs and restroom facilities.
- 300 Block of North Bedford Drive, west side: Commission evaluated the west side of Bedford just north of Wilshire Boulevard and didn't want to place in front of a potential restaurant with outdoor dining.
- 400 Block of Camden Drive (existing temporary location): Commission favors removing this zone due to impacts to adjacent commercial uses.

The TPC unanimously recommends the former Metro bus stop on 400 North Canon Drive due to proximity of the site to the business district, adjacency to the park, and availability of loading space, restroom facilities and trash receptacles.

The 6,000 lb. weight limit on the 1200 block of Park Way would need to be removed between Canon and Crescent Drives in order for the tour buses to access the zone. No degradation of street infrastructure is anticipated as a result of the vehicle circulation. The parking regulation prohibiting vehicles over 21 feet in length and/or ¾ ton carrying capacity on Park Way established to address staging of limousines and tow trucks would remain in effect.

The TPC proposes restricting the tour bus activity to 9am-6pm daily, while the Starline Tour operators request the timeframe be extended to 8pm daily. The TPC included in their recommendation that they evaluate the effectiveness and appropriateness of the zone six months after implementation.

Staff recommends that the 400 Camden Drive tour bus loading zone remain in place for smaller van and shuttle-type vehicles and evaluate continued need.

Meeting Date: Sept. 21, 2010

Two residents from Park Way attended the August 5<sup>th</sup> TPC meeting to oppose the proposed tour bus loading zone due to the increase of traffic impacts to the residential street. One tour company that operates small shuttle buses expressed concern regarding the increased distance and time to access the commercial businesses in the district. While most professional businesses on Camden Drive oppose the tour bus loading zone, Mickey Fines supports retaining the zone to promote commerce.

**NOTICE**

Notices advising of the September 21, 2010 City Council action item were mailed to Park Way residents and households within 500' of the proposed location; the three churches along North Santa Monica Boulevard; businesses on Camden Drive; and the existing mailing list of tour bus operators provided by the Chamber of Commerce and Visitors Bureau.

A notice advising of the August 5, 2010 TPC action item was sent to Park Way residents and affected parties on July 26, 2010.

**FISCAL IMPACT**

The cost of modifying parking signs would be nominal and installed by City staff.



*for* David Gustavson

Approved By





**CITY OF BEVERLY HILLS  
CITY COUNCIL  
REGULAR MEETING  
September 21, 2010**

The Regular Meeting of the City Council was held in the Council Chambers at 7:00pm.

**PLEDGE OF ALLEGIANCE**

**A. ROLL CALL**

Present: Councilmember Mirisch, Councilmember Brien, Councilmember Krasne, Vice Mayor Brucker, and Mayor Delshad  
Absent: None

**B. PRESENTATIONS**

**1. PRESENTATION - Summer Reading Program Recognition**

Mayor Delshad, along with the entire City Council, acknowledged and took pictures with the children that participated in the Beverly Hills Library Summer Reading Program.

**2. PROCLAMATION - Acknowledging the Beverly Hills CPR for training 87,000 people since 1977.**

Mayor Delshad, along with Councilmember Brien, presented a proclamation to former Mayor Les Bronte and the Beverly Hills CPR on more than three decades of community service.

**C. ORAL COMMUNICATIONS**

Parking Commission so no action was taken on this item.

**2B. RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS ESTABLISHING A TOUR BUS LOADING ZONE AT THE FORMER METRO BUS STOP ON THE EAST SIDE OF NORTH CANON DRIVE BETWEEN NORTH SANTA MONICA BOULEVARD AND PARK WAY.**

Comment: This resolution establishes a tour bus loading zone with regulation of "Tow-Away, Active Tour Bus Loading, Engine Off, 9 a.m. - 6 p.m. Daily" as recommended by the Traffic & Parking Commission. The resolution also allows for tour buses to travel on Park Way between Canon and Crescent Drives.

ITEM E-2 LINK

Deputy Director of Transportation Aaron Kunz presented a Power Point presentation and staff report on this item. He provided a historical background, the loss of tour bus loading, the Traffic and Parking Commission's review of the issue and subsequent unanimous recommendation for the proposed tour bus loading zone location on North Canon Drive between North Santa Monica Boulevard and Park Way on the east side.

Traffic and Parking Commissioner Brian Rosenstein spoke in more detail about the Commission deliberation on this matter.

Speaking:

1. Kami Farhadi, Starline Tours, supported the recommendation with a request for an extension to 8pm instead of 6pm.
2. Philip Ferentinos, Starline Tours, supported the recommendation and explained the "hop on - hop off" system they use.
3. Mark Grossan expressed his opposition to the location and the encroachment on the residential neighborhood.
4. Abraham Assil stated his opposition to the location.
5. Murray Grossan opposed the location.
6. Mahin Hekmat opposed the location.
7. Michael Rublevich opposed the location.
8. Barbara Gamer opposed the location.

9. Claralisa Kabbaz opposed the location.
10. Dr. Charles Aronberg made alternate suggestions for the location instead of the one proposed.
11. Gabor Szabo, an attorney, questioned the City's right to adopt this item (imminent domain).
12. Thomas White opposed the location for this loading zone.
13. Dan Walsh, Chamber of Commerce, supported the location.
14. Kathy Smits, Conference and Visitors Bureau, supported the location.
15. Yiffaf Ruublevich opposed the location.
16. Jeff Levine, Traffic and Parking Commissioner, explained the Commission's selection of the proposed location.
17. Mayor Delshad read letters in opposition into the record from three additional people.

Following discussion, the Council opposed the proposed location for the tour bus loading zone and suggested that alternate staging sites be considered in the Business Triangle. The Council thanked the Traffic and Parking Commission for their efforts and directed they study alternatives in non-residential areas and report back. No action was taken on this item.

***ITEM E-2A AND E-2B: DIRECT THAT THE TRAFFIC AND PARKING COMMISSION STUDY ALTERNATIVE LOCATIONS IN NON-RESIDENTIAL AREAS***

Mayor Delshad recessed the meeting at 9:20pm. The meeting reconvened at 9:25pm with all members present.

***I. OTHER BUSINESS***

The following Items were continued from this afternoon's Study Session:

Item A-9: Draft Housing Element Update - review of draft Housing Element in preparation for submittal to the State Department of Housing and Community Development.

Associate Planner Peter Noonan provided a PowerPoint presentation and staff report which included the types of residents that would qualify/benefit for