



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: May 20, 2008
To: Honorable Mayor & City Council
From: Gisele Grable, Community & Cultural Services Administrator
Community Services Department
Subject: Brighton Way Street Closure for Shizue Grand Opening
Attachments: 1. Letter from Shizue Beverly Hills
2. Conceptual Event Plan

INTRODUCTION

Attached is a request submitted by Shizue Beverly Hills, a boutique for designer handbags located at 9627 Brighton Way, to close a portion of Brighton Way to celebrate the grand opening of its flagship store on Tuesday, June 3 from 8:00 p.m. to 11:00 p.m.

DISCUSSION

Shizue is requesting to close a portion of Brighton Way from the alley west of Camden Drive to Bedford Drive to install a tent for a cocktail reception area in front of the store. The event will be a private affair with approximately 200 guests in attendance as well as press and media. A conceptual event plan (see Attachment 2) is attached for reference.

STREET CLOSURE

Recognizing the challenge of closing Brighton Way on a weekday, the actual street closure would not occur until 6:00 p.m. with Camden and Bedford Drives remaining unobstructed. The timing and production activities are proposed as follows:

- **From 11:00 p.m. on Monday, June 2 through 6:00 a.m. on Wednesday, June 4**
The north parking lane on Brighton between the alley and Camden will close for the load-in of event rentals and party décor. During the day the parking lane will be enclosed with barricades and manned by private security. ***No production activity will occur between the hours of 6:00 a.m. & 6:00 p.m. on Tuesday, June 3.***
- **Tuesday, June 3 at 6:00 p.m.**
Street will be closed to through traffic on Brighton Way between Camden and Bedford Drives. Set-up by Party Rentals will begin on Brighton Way. The north sidewalk will be closed to pedestrian traffic with security officer hired by Shizue to monitor access. The south sidewalk and alley west of Camden will remain open at all times.

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- The grand opening event will take place between 8:00 p.m. to 11:00 p.m. The store will be open to guests with cocktails and hors d' oeuvres to be served inside the tent.
- Removal of the tent and party equipment will begin immediately following the event and Brighton Way is expected to re-open at 1:00 a.m. on Wednesday, June 4.
- The north sidewalk and parking lane on Brighton Way will re-open by 6:00 a.m. on Wednesday.

PARKING

Guests will arrive traveling southbound on Bedford Drive where valet parking will be provided on the eastside of the street, just north of Brighton Way.

MERCHANT SUPPORT OF THE PROPOSED STREET CLOSURE

Shizue was directed by staff to contact each business on Brighton Way located between Camden and Bedford to determine their support of the requested street closure. To date, signatures of support have been received from 20 of the 20 affected businesses.

FISCAL IMPACT

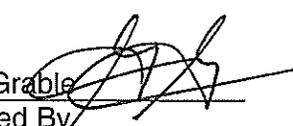
All City costs and fees, including the \$10,000 street closure fee will be the responsibility of Shizue. In addition, General Liability insurance in the amount of \$2 million dollars naming the City of Beverly Hills as an additional insured will be provided by Shizue.

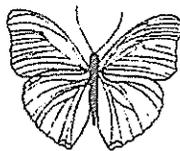
RECOMMENDATION

Staff has reviewed the preliminary event and street closure details with Fire and Police representatives, and City staff has made recommendations for some minor modifications. Staff has indicated that with the appropriate amount of personnel, the closure is feasible (and has previously and successfully occurred in the same location for an adjacent clothing boutique's opening a few years ago).

City staff also met with City Council Special Event Committee Liaisons Mayor Brucker and Councilmember Briskman to review the event details and received preliminary approval. Unless the City Council has any questions, staff will administratively approve the request and move forward with coordination of Shizue's grand opening event on Tuesday, June 3, 2008.

Gisele Grable
Approved By





May 6, 2008

Roderick J. Wood
City Manager
City of Beverly Hills
455 N. Rexford Dr.
Beverly Hills, CA 90210

Dear Mr. Wood:

Shizue is very excited about joining the Beverly Hills community with our flagship store at 9627 Brighton Way. We would like to hold our grand opening party on Wednesday, June 4th 2008 from 8:00PM to 11:00PM. This will be a cocktail reception with an estimated 200 people in attendance.

We are requesting permission from the City of Beverly Hills to close Brighton Way from the alley (west of Camden) to Bedford from 6:00PM until 1:00AM on Wednesday, June 4 to extend the event area outside our store. We will incur all the necessary city permit fees and expenses associated with the closure.

The proposed event production schedule is as follow:

Tuesday, June 3, 11:00PM – 6:00AM, Thursday, June 5th – the north-parking lane on Brighton between the alley and Camden will close for loading in of party equipment to be used for the event. The north parking land will remain closed until 6:00AM Thursday. **There will be no event production activity on the street or sidewalk during the day between 6:00AM and 6:00PM on Wednesday.**

- **Wednesday, June 4, 6:00PM –**
 - Brighton Way between Camden and Bedford will close to through traffic and party equipment will move onto street in front of Shizue.
 - Additionally, the north side of the sidewalk on Brighton from the alley west to Bedford will be closed to pedestrian traffic. The south side of the sidewalk on Brighton will remain open at all times, including during the event hours.
 - Also, the vacant space near the store will be used for catering preparation, storage of rentals, etc
 - Valet parking will be situated on the corner of Bedford and Brighton Way. Guest will be directed south on Bedford with valet parking located on the corner of Brighton Way.
- **Wednesday, June 4, 8:00PM – 11:00PM** --- Opening Event
- **11:00PM – 1:00AM** – Removal of event equipment from the street and reopening of Brighton Way.
- **Thursday, June 5, 6:00AM** --- Event breakdown and clean up completed. North sidewalk and parking lane reopened.

Merchants directly affected by the street closure on Brighton Way have been contacted to obtain their support. So far we have successfully secured the endorsement for the street closure from 20 of the 23 affected tenants. Copies of the endorsements are attached. Also, attached please find the event production layout for the event.

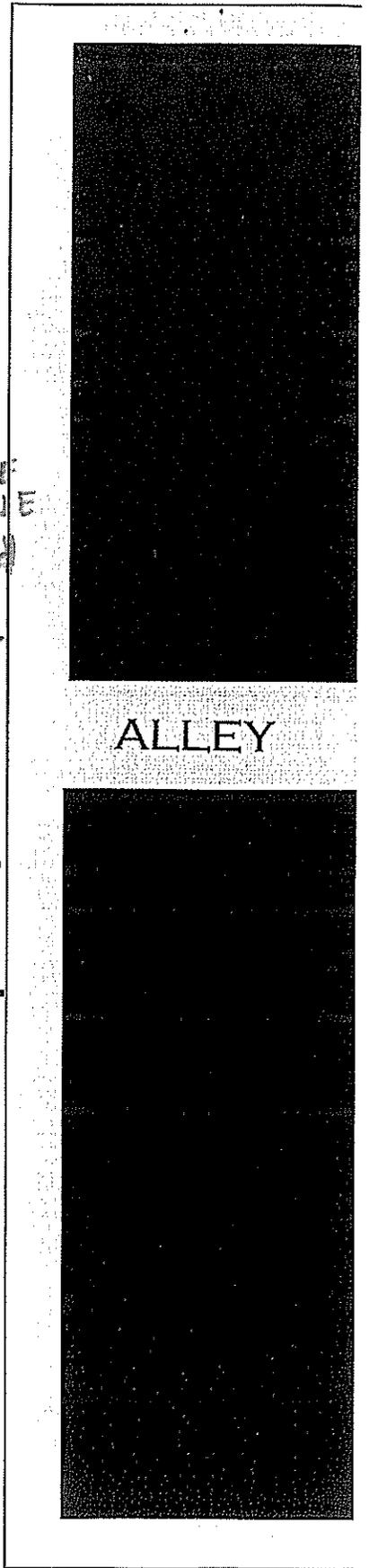
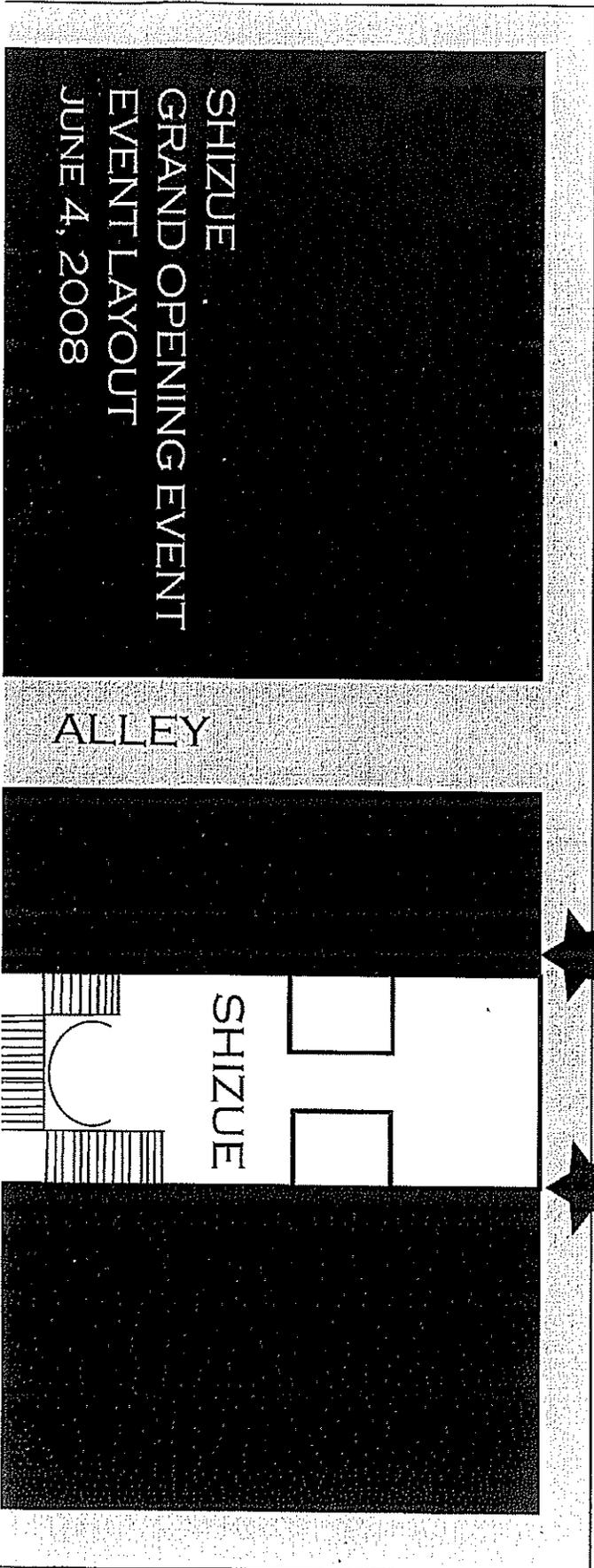
Thank you in advance for your help and consideration.

Sincerely,

Jade McQueen
Director of Operations
Shizue

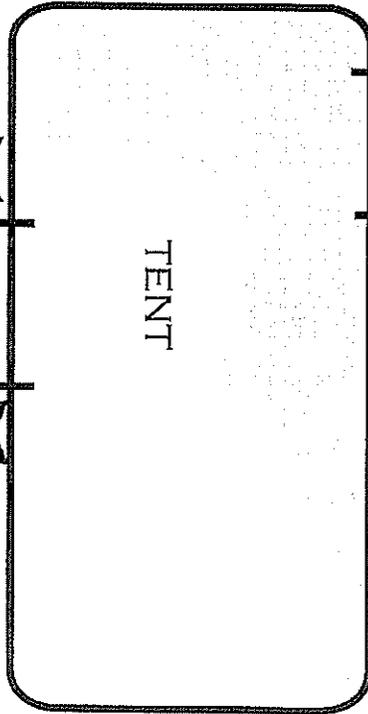
SHIZUE

CAMDEN DR



BRIGHTON WAY

FIRE
LANE
to be
added



VALET

FIRE LANE REQUIRED

BEDFORD DR