



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** October 7, 2008  
**To:** Honorable Mayor & City Council  
**From:** Gisele Grable, Community Services Administrator  
Community Services Department  
**Subject:** Special Event and Street Closure Request from Spago Beverly Hills  
**Attachments:** 1. Letter from Spago Beverly Hills

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### **INTRODUCTION**

The attached letter was submitted by Spago on behalf of Barbara Lazaroff and Wolfgang Puck requesting a street closure in front of their restaurant to hold their son's Bar Mitzvah luncheon on Saturday, November 8, 2008 from 1:00 p.m. to 5:00 p.m. on the 100 block of North Canon Drive.

### **DISCUSSION**

As with previous and similar large-scale events held at the restaurant, Spago is requesting to install a tent on the 100 block of Canon Drive to accommodate the approximately 500-600 guests expected for the event. Elements inside the tent will include seating for guests, food and beverage service and a three-piece band. The event would occur between the interior of Spago and the tent.

### **STREET CLOSURES**

The following information provides details of the proposed street closures:

- 100 block of North Canon Drive from midnight on Friday, November 7 through 5:00 p.m. on Sunday, November 9 to allow ample time for set-up and breakdown of the event.
- Clifton Way, between Canon and Crescent Drives from Noon to 6:00 p.m. on Saturday, November 8 to facilitate valet drop-off and pick up. The exact valet parking plan has not yet been finalized.

Although the letter of request also seeks closure of the 200 block of Canon for valet services, and this type of closure has been allowed for similar events/closures at Spago, they have occurred during evening hours only. It would not be advisable to close the 200 block during the day, and would not be feasible if the Montage construction barricade is still in place during this time. Staff has attempted to contact a representative from The Athens Group, and has not yet had the opportunity to speak with them directly, but will provide an update at the City Council's October 7 study session. As mentioned above regarding use of Clifton Way for the valet service, staff would work with the valet operator and Spago to determine the best location for the valet operations.

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**MERCHANT AND RESIDENT NOTIFICATION**

Similar to previous large-scale closures and events at this location, Spago will notify all affected merchants on the 100 and 200 blocks of Canon Drive as well as the Sunrise Senior Housing complex and apartment complex on Crescent Drive.

**FISCAL IMPACT**

All City costs and fees will be the responsibility of Spago Beverly Hills, including the \$20,000 street closure fee. Spago will also provide a Certificate of Insurance for \$2 million in General Liability naming the City of Beverly Hills as an additional insured.

**RECOMMENDATION**

Normally street closures require preliminary review by the City Council Events Liaison Committee and appropriate staff, but due to the time constraints for this request, staff is providing Spago's request to the City Council. In addition, the City has not previously approved street closures for private events that do not benefit the City's businesses or directly benefit or promote the City's branding and/or image.

If the City Council approves the request, Community Services staff will meet with representatives of Police, Fire and Transportation to review the logistical details, but based on past similar requests staff believes the proposed event is feasible.

City Council direction is respectfully requested regarding the proposed closure of the 100 block of North Canon Drive for a special event at Spago on Saturday, November 8, 2008. City staff and a representative from Spago will be in attendance at the October 7 study session to answer Council's questions.

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Gisele Grable  
Approved By



## Attachment 1

October 2, 2008

Ms. Benita Miller  
Office of Community Services  
City of Beverly Hills  
455 N. Rexford Drive  
Beverly Hills, CA 90210

Dear Benita,

This letter requests permission from The City of Beverly Hills for Spago to host a private luncheon in honor of Byron Lazaroff-Puck's Bar Mitzvah. Byron is the son of long time Beverly Hills residents and business owners, Barbara Lazaroff and Wolfgang Puck. The proposed event will be held at Spago Beverly Hills on Saturday, November 8, 2008 from 1:00pm-5:00pm. The event is a seated luncheon for 550-600 guests, which would not be able to be accommodated within Spago.

As a result, we are requesting permission to construct a tent in front of Spago on the 100 block of North Canon Drive. This set-up is similar to previous layouts for the FOX Post-Emmy party held in 2007, HBO Post-Emmy parties held in 1999 and 2000, two events for the 2000 Democratic National Convention, a DreamWorks Academy Awards party held in 2000, a post-premiere party for MGM *The Bandits* held in 2001, and a post-premiere party for Columbia Pictures "Closer" held in 2004. The service is being held at the Congregation Beth Israel and will end at approximately 1:00-1:15pm. After the service, guests will begin to arrive at Spago for the party between 1:30 and 1:40pm and will depart Spago by 5:00pm. The event will be spread out between Spago restaurant and the tent on North Canon Drive. The only form of entertainment will be a three-piece band inside the tent.

On behalf of the co-owners of Spago, Barbara Lazaroff and Wolfgang Puck, we are submitting a request for temporary street closure for the 100 block of North Canon Drive between Wilshire Boulevard and Clifton Way beginning on Friday, November 7, 2008 at 12:01am and ending at 5:00pm on Sunday, November 9, 2008. This closure is required for installation of a subfloor (due to potential rain), the tent, the Bar Mitzvah luncheon and strike of all equipment immediately following the event. We also are requesting closure of Clifton Way between North Canon Drive and Crescent Drive, along with the 200 block of North Canon Drive beginning on Saturday, November 8, 2008 at 1:00pm and ending at 5:00pm on Saturday, November 8, 2008. Both of these requested closures are to facilitate valet parking.

Based on other successful events, the flow of traffic for valet parking would be the same as it has been in the past. All guest arrivals will be southbound on the 200 block of North Canon Drive. All vehicles will be identified by Spago-produced placards placed in the windshield of each vehicle. Valet parking staff will take possession of the vehicles at the intersection of North Canon Drive and Clifton Way. Vehicles will then be taken by valet parking staff to the parking lot behind Spago as well as overflow to 221 N. Crescent Dr. and 375 N. Crescent Dr. Limousines would be parked in the post-office lot as we have done in the past.

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If approved by the City Council, Spago will verbally notify affected merchants on North Canon Drive from Wilshire Boulevard to Dayton Way. Spago also intends to mail letters to all merchants affected by this closure, as well as all of the residents on the 100 and 200 blocks of North Crescent Drive, including the Sunrise Senior Housing Complex. Spago Beverly Hills will be responsible for all city costs related to permits and personnel on behalf of Barbara Lazaroff and Wolfgang Puck. Spago Beverly Hills will also name the City of Beverly Hills as an additional insured for general liability in the sum of \$2,000,000.00.

Spago will be providing 24-hour security beginning on Friday, November 7, 2008 at 12:01am. Security will remain on-site until 5:00pm on Sunday, November 9, 2008. Spago will also provide additional security from 12:30pm on Saturday, November 8, 2008 until 5:30pm on Saturday, November 8, 2008 for the actual event.

We appreciate your cooperation in this matter and look forward to working together on another successful event for Beverly Hills!

Sincerely,

Alexandra Pribuss  
Director of Special Events

cc: Barbara Lazaroff, Spago Beverly Hills  
Wolfgang Puck, Spago Beverly Hills  
Tracey Spillane, Spago Beverly Hills  
Victor Morad, Valet Parking Service