



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: October 14, 2008

To: Honorable Mayor & City Council

From: Gisele Grable, Community Services Administrator
Community Services Department

Subject: Update Regarding Notification Efforts for Special Event at Spago

INTRODUCTION

At the October 7 study session, the City Council requested additional information and follow-up regarding the notification efforts for the upcoming special event and street closure occurring at Spago Beverly Hills on Saturday, November 8, 2008 from 1:00 p.m. to 5:00 p.m. on the 100 block of North Canon Drive.

Normally by the time a street request is brought before the City Council, the notification efforts have been confirmed and/or finalized, but due to the immediate nature of the request, Spago representatives had not yet finalized their outreach efforts by last week's Council meeting.

DISCUSSION

The Director of Special Events for Spago has personally contacted all of the neighboring merchants along the 100 and 200 blocks of North Canon Drive, as well as the Sunrise Senior Living Complex and Crescent Drive apartment complex. *(Staff will provide copies of the signature lists and the notification letter to the City Council at the study session.)*

Although a staff meeting with the appropriate Departments is scheduled for this week on October 15 to finalize the logistical details for the street closure plan, the following items below include a proposed guideline and accommodations that will be made, and depending on feedback from the Police Department and Transportation Division, staff will adjust accordingly. Since the actual event will occur during the day, additional staff and signage will also be requested.

- **Only** the 100 block of North Canon Drive will be closed 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. Please note that parking for La Jolla Bank in the 100 block of Canon will be accessible during business hours and until noon on Saturday. Also, a metered space will be reserved on Clifton Way for their ATM customers.
- On Saturday, November 8, Clifton Way, between Canon and Crescent Drives will have limited access from Noon to 6:00 p.m. to facilitate valet drop-off and pick up, **and** will also provide valet service for the customers from the 200 block of Canon (including covering the cost).

Honorable Mayor & City Council
Meeting Date: October 14, 2008

- **On Saturday, November 8, from Noon to 6:00 p.m.**, the 200 block of N. Canon will have limited access to south bound traffic, and will be accessible to traffic arriving from Clifton Way. Mastro's Steakhouse opens at 5:00 p.m. on Saturday, and the valet service provided by Spago will also be accommodating any customers for either Mastro's and other merchants on the 200 block. Two meters will be reserved for Baskin Robbins customers.
- Dayton Way will not be closed or impacted directly.

As with previous and similar large-scale events held at the restaurant, Spago has proven to be sensitive to its immediate neighbors which have included the merchants and businesses along the 100 and 200 block of North Canon Drive as well as the residents located in the Sunrise Senior Housing Complex and the Crescent Drive apartment complex. Staff will also be assigning additional staff and/or signage in order for the event to occur as smoothly as possible.

RECOMMENDATION

Based on the success of similar events in previous years at Spago with comparable arrangements and if the City Council concurs, staff will meet with representatives of Police, Fire and Transportation Departments and Spago, and proceed to finalize the coordination of the logistics for the special event and street closure at Spago on Saturday, November 8, 2008.

Gisele Grable
Approved By

