



STAFF REPORT

Meeting Date: January 6, 2015
To: Honorable Mayor & City Council
From: Gisele Grable, Community Services Administrator
Community Services Department
Subject: Golden Globe Awards Ceremony - 2015

INTRODUCTION

The 72nd Annual Golden Globe Awards will be held at the Beverly Hilton Hotel on Sunday, January 11 from 5:00 p.m. to 8:00 p.m. The program will be aired live and broadcast on NBC.

This report is provided for information only. Unless otherwise directed by the City Council, staff intends to proceed with the coordination of the plans as described in this report. Although the majority of the logistics will be similar to previous years, **due to construction related activities and unavailable sites in the area**, there are some new elements, such as a temporary bridge element on North Santa Monica Boulevard that have been added. The Police Department, Community Development and the Fire Department have met with Golden Globe representatives to determine and establish security measures to ensure the safety of all attendees.

STREET CLOSURES

- North Santa Monica Boulevard will be closed to westbound traffic from Wilshire Boulevard to Century Park East from 5:00 a.m., Saturday, January 10 until 4:00 a.m. on Monday, January 12. Eastbound traffic from Wilshire Boulevard to Century Park East will be closed from approximately 9:00 a.m. to midnight on Sunday, January 11.
- Whittier Drive will be closed at the Lomitas/Walden intersection for a "checkpoint" area where guests will be pre-screened. Vehicles will then be inspected at an area adjacent to El Rodeo School. Residents will have access to their streets at all times during the 11:00 a.m. to 7:00 p.m. closure.
- Trenton Drive at the Wilshire Boulevard intersection will be closed from 11:00 a.m. to midnight for security purposes.
- One new element includes the temporary installation of a pre-constructed bridge over North Santa Monica. It will require a temporary street closure of approximately one to two hours **prior to 7:00 a.m.** on Friday, January 2. Traffic will be temporarily re-routed during the installation to Merv Griffin Way or South Santa Monica Blvd. The bridge will primarily be utilized to accommodate "transmission cable" to the satellite trucks and vehicles located on Santa Monica Blvd. and also accommodate some pedestrians (primarily production crew members), and most importantly will also be supervised at all times prior to and during the event.

PARKING/TRAFFIC ISSUES

Approximately 200 limousines and 250 personal vehicles will arrive at the Hilton Hotel between 2:00 pm. and 5:00 p.m.

- Attendees arriving in personal vehicles and limousines will be instructed to approach the event southbound on Whittier Drive, proceeding onto Merv Griffin Way. Limousines will park at an off-site structure in Century City.
- Hotel employees and production staff will park in private parking structures in Century City and be shuttled to the Hotel. The shuttle drop-off will be located in the Hotel cut-out on Wilshire Boulevard.
- Guests invited only to the after-awards parties will self park in Century City and also be shuttled to the Hotel beginning at 8:30 p.m.
- Designated media will be permitted to stage on the Santa Monica Boulevard roadway and in the Hotel parking lot, as well as a private lot at 9949 S. Santa Monica Boulevard. All other media and press will park at the designated lots in Century City. Press and media are expected to arrive as early as 8:00 a.m. to begin set-up.
- To alleviate traffic congestion around the Beverly Hilton Hotel, "Right Turn Only" signs will be posted on the north end of Carmelita Avenue at Wilshire Boulevard.

At the conclusion of the event and the after-awards parties, limousine and vehicle pick-up will be on Wilshire Boulevard in the cut-out area.

RESIDENT NOTIFICATION

In order to reduce traffic and parking impacts to the surrounding residential neighborhood, the City will post "No Parking" signs from 6:00 a.m. to midnight on the following streets:

- Carmelita, between Wilshire and Walden
- Walden, between Elevado and Carmelita
- Whittier, between Wilshire and Trenton
- Trenton, between Whittier and Wilshire
- Elevado, between Whittier and Walden

The Beverly Hills Police Department will prepare a letter of notification for affected residents which will be distributed by the Beverly Hilton Hotel. Residents without permit parking will be provided with a phone number to contact the Transportation Department to make special parking arrangements for the day of the awards if necessary. A Parking Enforcement Officer will also patrol the surrounding residential streets between the hours of 3:00 p.m. to midnight to monitor parking and traffic activity during the day of the event.

GOLDEN GLOBE POST CELEBRATIONS

After the awards program, the Hotel will be the location of several after-event parties hosted by various Hollywood studios.

FISCAL IMPACT

Dick Clark Productions and the Beverly Hilton Hotel will be responsible for all costs associated with the broadcast of the awards program including the traffic plan approved by the Police Department.

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RECOMMENDATION

On December 17, City staff from Policy & Management, Community Development, Police Department and Community Services had the opportunity to provide a briefing and answer questions from the City Council Liaisons for Special Events, Mayor Lili Bosse and Councilmember Nancy Krasne about the new elements for this year's event.

This report is for information only. Unless the City Council has any questions or concerns, staff will administratively approve the permit and continue to work with City personnel (Fire, Police, Community Development and Public Works) to coordinate, provide approval and finalize the event plan and logistical details for the Golden Globe Awards at the Beverly Hilton Hotel on Sunday, January 11, 2015.

Gisele Grable

