Beverly Hills City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210

TELEPHONIC VIDEO CONFERENCE MEETING
Beverly Hills Liaison Meeting
https://www.gotomeet.me/BHLiaison
No password needed
You can also dial in by phone:
United States (Toll Free): 1-866-899-4679 or United States: +1 646-749-3117
Access Code: 660-810-077

Wednesday, January 6, 2021
5:00 PM

Pursuant to Executive Order N-25-20, members of the Beverly Hills City Council and staff may participate in this meeting via a teleconference. In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at www.beverlyhills.org/live and on BH Channel 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to mayorandcitycouncil@beverlyhills.org.

AGENDA

1) Public Comment
   a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

2) Approval of Street and Sidewalk Closures Associated with the Golden Globes Award Ceremony Scheduled for February 28, 2021

3) Review of Proposed Menswear Pop-Up Store & Artwork by Louis Vuitton Moet Hennessey (LVMH) at 468 N. Rodeo Drive

4) Approval of Proposed Outdoor Dining Tent and Closure of the Street in front of Spago Restaurant (176 N Cañon Drive)

5) Adjournment

Huma Ahmed
City Clerk

Posted: January 5, 2021

A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT WWW.BEVERLYHILLS.ORG

Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least twenty-four (24) hours advance notice will help to ensure availability of services.
Item 2
INTRODUCTION

This report seeks direction from Council Liaisons for street and sidewalk closures, as well as other security measures in conjunction with the Golden Globes Awards for Sunday, February 28, 2021. This item previously had support from City Council for the 2021 ceremony when presented in May 2020, and has since been updated with a finalized date and COVID protocols.

If Liaisons recommend, staff will take this item to a Formal Council Meeting on January 26, 2021, for full approval. City staff will administratively approve the plans, include traffic control, issue permits and continue to work with the Hollywood Foreign Press Association, Dick Clark Productions and the Beverly Hilton Hotel to coordinate logistic details.

DISCUSSION

The 78th Annual Golden Globe Awards ceremony (Golden Globes), held annually at the Beverly Hilton Hotel, is scheduled for Sunday, February 28, 2021 from 5:00pm – 8:00pm. This event, attended by celebrities, media, and other high-profile individuals, has an international broadcast audience resulting in significant street and sidewalk closures for safety and security. The awards program, as in previous years, is planned to be filmed live and air on NBC.

In May 2020, City staff with representatives from Hollywood Foreign Press, Dick Clark Productions, and the Beverly Hilton Hotel brought forth an item to City Council for support of the 2021 show, and the possibility of it moving to a Thursday evening. Council support was unanimous, provided public safety was accounted for to ensure the safety of all attendees and the City’s residents (Attachment 2).

Since that time, due to impacts from the COVID-19 pandemic, scheduling of the Golden Globes has been finalized to Sunday, February 28, 2021. Due to the confirmed date being a Sunday, the street closures from previous years are once again being requested.

City staff from Community Development, Police Department, Fire Department and Public Works have met and reviewed all past plans, including traffic control plans for street closures to
determine and establish security measures, and mitigate any potential impacts due to COVID protocols. The execution of the event includes many others as well, with Information Technology, and Building and Safety, providing essential services.

This report assumes a full awards program as executed in the past, with arrivals and security checkpoints on street closures, a red carpet, and live show. Changes from the impacts of COVID-19 include, but are not limited to:

- a reduction in the number of attendees,
- rapid-testing and health screenings of staff and attendees,
- limited or prohibited post-show parties,
- and both the hotel venue (Appendix L), and the production itself (Appendix J), being held to protocols set forth by Los Angeles County Department of Public Health.

While still in the planning stages with LA County, a Golden Globes health and safety plan is developed in accordance with, and the production of the Golden Globes is in compliance with, many COVID-19 protocol documents and guidelines promulgated by the US Centers for Disease Control and Prevention (CDC), the Occupational Safety and Health Administration (OSHA), and industry networks and unions. Any other local orders will be incorporated and followed wherever applicable.

The Golden Globes plan are subject to changed based on new or changing governmental guidelines and ordered as a result of the virus, development of a vaccine, and either further relaxing of restrictions or conversely, a resurgence. LA County Health Department representatives confirmed to staff that the same team from Dick Clark Productions had, earlier this year, successfully completed safe live shows with their approval such as the American Music Awards.

While the current closures requested assume a full-scale show, any final planning will be scaled down and modified according to current health orders and impacts due to COVID-19, including reduced road closures or additional sidewalk closures for social distancing. A robust community notification plan will continue to be implemented to communicate the final closures and route to residents, businesses and guests.

In past years, immediately following the awards program, the Beverly Hilton and Waldorf Astoria hotels have been the locations of several after-event parties hosted by various studio and entertainment companies. These parties are the only element that at the time the report was written that are unlikely to occur in their previous format, if at all.

**STREET CLOSURES AND TRAFFIC CONTROL PLAN**

The following street closures requested for 2021 are the same as the past year’s 2020 Golden Globe Awards Ceremony (Attachment 1). No significant safety or security impacts were noted:

- The Eastboard curb lane of Wilshire Boulevard, East of Whittier, closed at 6:00am on Wednesday, February 24 for load in.
• The Westbound curb lane of North Santa Monica Boulevard, West of Wilshire, closed at 6:00am on Wednesday, February 24 for load in.

• North Santa Monica Boulevard will be closed to Westbound traffic from Wilshire Boulevard to Century Park East at 9:00pm on Friday, February 26, remaining closed until 4:00am Monday, March 1 for remaining load in.

• North Santa Monica Boulevard will be closed to Eastbound traffic from Wilshire Boulevard to Century Park East at 2:00pm on Saturday, February 27, remaining closed until 4:00am Monday, March 1.

• Wilshire Boulevard, closed to all East and West bound traffic from North Santa Monica Boulevard to Beverly Glen from 6:00am on Sunday, February 28 to 4am on Monday, March 1. Country Club members will be permitted access from Beverly Glen. The part of the closure in the City of Los Angeles will be staffed by LAPD and LADOT.

• In past years, Whittier Drive has been the location of the Unified Command Post. To minimize impacts to the residential area due to COVID, other areas are also being explored, however the following closures are still proposed to be approved for safety: Whittier Drive, closed from Sunset Boulevard to Wilshire Boulevard, as well as Greenway Drive from Sunset Boulevard, from 6:00am on Sunday, February 28 to all but residents who live within the restricted access. Whittier and Greenway will reopen at 12:00am on Monday, March 1.

• Carmelita, Elevado and Lomitas, closed at Walden Drive, at 6:00am on Sunday, February 28, to all but residents who live within the restricted area. Streets will reopen at 12:00am on Monday, March 1.

• Trenton Drive, and the adjacent alleys, will be closed from Wilshire Boulevard to Whittier Drive from Sunday, February 28 at 6:00am until 12:00am on Monday, March 1, to all but residents who live within the restricted area.

In order to reduce traffic and parking impacts to the surrounding residential neighborhood, no later than Thursday, February 25, BHPD will post “No Parking” signs from 6:00am – midnight for the above listed residential streets. With the approval of Special Events and Filming and BHPD staff, letters of notification to the affected residents will once again be distributed by the event producers. These letters will be distributed up to COVID standards with a “walking man” service. Any additional advertisements or notifications will be arranged with the organizers and City staff.

On the day of the event, typically approximately 200 limousines and 250 personal vehicles arrive at the Beverly Hilton Hotel between 2:00pm – 5:00pm. With COVID protocols, more parking may occur in closer, private lots, or with limited shuttles, limousines, and personal cars. Traffic Control personnel will monitor parking and traffic activity in the area.
FISCAL IMPACT

All expenses related to this event are the responsibility of the Golden Globes, including, but not limited to: City permits, street closure and/or use fees, City personnel, equipment and any other associated costs related to the event. Dick Clark Productions will be responsible for all City costs associated with the broadcast of the awards program (film permit), and the Beverly Hilton Hotel will be responsible for all City costs associated with the street closures for arrivals, departures and red carpet. If there are any individual after-parties allowed by Health Order, they will be billed for personnel dedicated solely to their events, through separate permits.

The City’s Risk Manager has also recommended the City’s standard insurance for street closures: General Liability Insurance in the amount of $3 million dollars (per occurrence) naming the City of Beverly Hills as an additional insured, as a requirement to be provided by The McCourt Foundation.

RECOMMENDATION

City Council Liaisons direction is respectfully requested regarding approval street and sidewalk closures as well as staff to conduct other security measures with both special event and film permits for the Golden Globe Awards. Unless Liaisons have any questions or concerns, City staff will bring the completed proposal at the January 26, 2021, City Council meeting.
Attachment 1
2020 GOLDEN GLOBES
APPROVED TRAFFIC PLAN
SUNDAY, JANUARY 5TH

[Diagram showing traffic plan for the Golden Globes event on Sunday, January 5th]
Attachment 2
STAFF REPORT

Meeting Date: May 5, 2020
To: Honorable Mayor & City Council
From: Marc Coopwood, Assistant Chief of Police
Subject: Golden Globes Awards Ceremony 2021
Attachments: 1. Traffic Control Plan Map (Golden Globes 2020)
               2. Proposed Traffic Control Plan Map (Golden Globes 2021)

INTRODUCTION

This report seeks direction from City Council for street and sidewalk closures as well as other security measures in conjunction with the Golden Globes Awards, moving from a traditional Sunday evening awards show to Thursday evening, January 7, 2021. City staff will administratively approve the plans, issue permits and continue to work with the Hollywood Foreign Press Association and Dick Clark Productions to coordinate, provide approval and finalize the event plan and logistics details upon approval. The Golden Globes leadership have cited network scheduling challenges as the reason for changing the show day to a Thursday.

DISCUSSION

The 78th Annual Golden Globe Awards, held annually at the Beverly Hilton Hotel, is moving to Thursday, January 7, 2021 from 5:00 p.m. to 8:00 p.m. This event, which is attended by celebrities and other high profile individuals, has an international broadcast audience resulting in significant safety and security risks requiring special attention including street and sidewalk closures. The awards program will be filmed live and aired on NBC.

The Police Department, Policy and Management and the Fire Department have met with Golden Globe representatives to determine and establish security measures and traffic control plans to ensure the safety of all attendees, and mitigate any potential impacts due to the change of day. The execution of the event includes many departments: Public Works, Information Technology and Building and Safety. A robust community notification plan will be implemented to communicate changes to the route to residents, businesses and guests, including all temporary street closures.

The following report assumes a full awards program as executed in the past, with several thousand attendees, red carpet, and post-show parties. The planning will be scaled down and modified according to the current health orders related and
potential impacts due to COVID-19, including significantly reduced road closures and any social distancing necessary. City Council will be updated as the date approaches.

**TRAFFIC CONTROL PLANS**

The Golden Globes have been held on a Sunday for decades and moving the show to a Thursday will certainly bring an array of new planning challenges due to the likely impact to the surrounding neighborhoods, the business community, and commuter traffic. It will also bring new challenges in getting attendees to the show in a timely manner as they too will be subjected to the same afternoon traffic congestion. Staff has considered several traffic control plan options with a preferred option that is subject to change. We will bring a formal traffic control plan for City Council approval in December 2020.

The following traffic control plans were discussed with Dick Clark Productions and the Beverly Hilton Hotel:

Option #1 (not preferred option):
We deploy the same traffic control plan we have the past two years with a full closure of both Wilshire Boulevard and N. Santa Monica Boulevard. This would be the easiest plan to execute with the greatest safety measures; however, it will significantly impact our community and the busy commuter traffic. The full closer of both major streets will likely cost more than option #2 as it requires additional staff and traffic control equipment for the closures and diversions. If option #1 is chosen, it will exceed the budget that Dick Clark Productions and the Beverly Hilton Hotel have currently agreed to. We have attached a map detailing the traffic control plan from January 2020.

Option #2 (preferred option):
In order to address the change to a Thursday, a new concept has been developed of having attendees approach the venue from the East instead of the West. This reverse plan would allow the attendees to travel against the heavy afternoon traffic flow to reach the venue. It would also help to accommodate those traveling from the San Fernando Valley via the canyon routes as well as those traveling from within Beverly Hills, West Hollywood, Hollywood and even those traveling from south of the City. Participants traveling from the Santa Monica or Brentwood area would have the greatest challenge in reaching the venue, but advanced messaging on suggested routes would be pushed out well ahead of show time.

Staff will rely heavily on lessons learned from the lengthy street closures that occurred in the same area during the Santa Monica Blvd. Reconstruction Project. The police department has already been in planning discussions with key stakeholders for the Golden Globes and the Hilton in developing a modified street closure plan that is much different from the last few years. This collaborative plan is still a work-in-progress at this point. For now, this traffic plan would allow for commuter traffic to flow in and out of the City along Wilshire Blvd. as well as South Santa Monica Blvd. on show day. We have attached a map detailing the proposed traffic control plan. The following street closures are part of the currently proposed traffic control plan:

**STREET CLOSURES**

The following streets would be most affected by choosing option #2:

- During the production build out prior to the show, North Santa Monica Blvd. between the west City limits and Wilshire would be initially narrowed then
eventually closed; similar to previous years. South Santa Monica Blvd would then become the detour route.

- On show day, the full closure of North Santa Monica Blvd. would be from the west City limits and would extend to Bedford Drive; similar to previous years.
- Wilshire Blvd. would remain open in both directions throughout the entire production build out and on show day. Traffic lanes would be reduced later in the afternoon on show day to help create a safe buffer along the north side of the Hilton.
- South Santa Monica Blvd. would also remain open as the detour for North Santa Monica Blvd.
- Street parking along South Santa Monica Blvd. would need to be restricted when North Santa Monica Blvd. is fully closed to help absorb the volume of detoured traffic.
- Show attendees would approach the venue from westbound on North Santa Monica Blvd., starting west of Bedford Drive and would drop off on the south side of Merv Griffin Way.
- Traffic Control Officers would be positioned at key intersections along South Santa Monica Blvd in the business district to help prevent commuter gridlock.
- At this point, it appears the neighborhood north of the Hilton would be less impacted with hard closures than in the past with this new traffic plan.

GOLDEN GLOBE POST CELEBRATIONS

The size, scope and location of any after-party gatherings at the Hilton or any other location in Beverly Hills would be heavily contingent on the health orders in place on January 7, 2021. Staff will work closely with the Hilton in the development of an after-party gathering that will be in compliance with health code orders. In years past, there have been multiple after-parties at the Hilton, along with thousands of attendees.

FISCAL IMPACT

All expenses related to this event are the responsibility of the Golden Globes; including, but not limited to: City permits, street closure and/or use fees, communications including residential and business notifications, City personnel, equipment and any other associated costs related to the event.

According to all departments involved, total costs will not change dramatically by moving the show from a Sunday to a Thursday, and any increases to personnel on longer shifts working during a weekday will be offset by reductions from other departments or outside partner agencies.

Dick Clark Productions will be responsible for all City costs associated with the broadcast of the awards program, and the Beverly Hilton Hotel will be responsible for all City costs associated with the street closures for arrivals, departures and red carpet. Individual after-event parties will be billed for personnel dedicated solely to their events through separate permits.

Marc Coopwood, Assistant Chief of Police
Approved By
Item 3
INTRODUCTION

Louis Vuitton Moet Hennessey (LVMH) is seeking support from Council Liaisons for a proposed Louis Vuitton pop-up retail store to be hosted at 468 N Rodeo Drive from approximately February – March 2021 titled “Rodeo Drive Mens Pop-Up.” LVMH has plans to install a travelling Louis Vuitton branded pop-up menswear store, including exterior conceptual art designs and elements in the currently vacant space.

If Liaisons recommend, staff will take this item to a Formal Council Meeting on January 12, 2021, for full approval of the conceptual designs and elements on the public right of way, as well as expedited associated permits (Attachment 1).

DISCUSSION

The Louis Vuitton Moet Hennessey (LVMH) group was established in 1987 and is comprised of approximately 70 “Houses” commonly known as brands. The group is active in the sectors of wines and spirits, fashion and leather goods, perfumes, watches and fine jewelry. They have selective retail spaces, with most of their brands in Beverly Hills are located along Rodeo Drive, including but not limited to Louis Vuitton, Rimowa, Loro Piana, Fendi, Celine, Christian Dior, Bvlgari, Berluti, Sephora, Hublot and Tag Heuer.

LVMH seeks to activate the 468 North Rodeo building space that they purchased in 2018, formerly the location of the Brooks Brothers retailer. In 2019, they successfully converted the vacant store into a temporary pop-up art and retail experience titled “Louis Vuitton X. (LVX)” The exhibit and store were open from June – November 2019 and attracted tens of thousands of visitors as well as extensive positive press.

This free-of-charge exhibit included exterior artistic elements, as well as Summer BOLD cross-branding, and promotion along Rodeo Drive with LVX branded banners. The exhibit was the first of its kind not only in Beverly Hills, but also globally. LVMH proposes to continue this new
tradition of excellent experiential retail in Beverly Hills with the new “Rodeo Drive Mens Pop-Up” concept.

LVMH proposes a 1,600 square foot retail space on the ground floor, with a special shipping container artwork theme first, which originally debuted at the 2020 Spring Louis Vuitton men’s fashion show in Hong Kong. The fashion show and retail store featured the artwork from renowned designer Virgil Abloh. The Beverly Hills concept will continue this same vision, with artwork elements visible from the public-right-of-way, a specialty shipping-container entrance from the sidewalk, inflatable art elements on the second-story balcony, and vinyl window coverings (Attachment 2). Once the “Rodeo Drive Mens Pop-Up” debuts in Beverly Hills, the pop-up shipping containers will continue to travel globally.

The retail store is proposed to be in place for one month, from February – March 2021 (opening and closing dates TBD). Any construction on the public-right-of-way, including the sidewalk and alley, will occur overnight to minimize public impacts and to maximize safety. All the necessary building permits and inspections must be issued and passed as with all other construction in the City. No waiver of permits is requested.

Given the current COVID-19 pandemic, LVMH will be following all current State and Los Angeles County Department of Public Health Orders, including any reduction to capacity based on square footage. At the time of writing this report, indoor retail is subject to a 20% maximum capacity, inclusive of both staff and customers. The retail space will be open to the public and will utilize a reservation system for entry. This will reduce queuing and will maintain social distancing protocols and will allow for time to adhere to sanitization practices.

The proposed site plan has been reviewed by staff representatives from Special Events, Building and Safety, Police and Fire to ensure all codes are being followed for both the building’s temporary art additions, and for compliance with COVID measures (Attachment 3).

The Rodeo Drive Committee (RDC) has indicated their support (Attachment 4) for the pop-up retail store, as it showcases businesses (LVMH brands) located on Rodeo Drive. It also provides a focal point for the North part to Rodeo Drive, providing a safe means for the public to interact with unique art, and shop, during the pandemic.

The pop-up store proposal does not request City funding, however, elements seek City Council support. Due to the short timeline, LVMH has requested expedited City permits and processing. Pursuant to Beverly Hills Municipal Code section 4-8-3 the City Council may authorize staff to issue a special events permit that will waive certain provisions of the City’s sign ordinance. The proposed artwork designs will still need to be approved administratively by City staff as a condition of the special event permit.

LVMH and its vendors will be required to obtain and pay the necessary permits issued by Building and Safety, any electrical permits for lighted signs, and building permits for structures such as the art inflatables. Organizers will also pay all charges from the necessary special event and fire code permits, including personnel for inspections. Final costs are determined by the applicant-submitted valuation of the project, as with all construction in the City.

At this time, LVMH has not requested additional marketing or branding partnerships with the City for banners or other public elements. Staff will review and approve the final schedule for construction, opening and closing, and tear down. It is typical of City Council to require that the
building be returned to its original façade after the temporary pop-up store closes, and staff recommends that for this project as well.

**FISCAL IMPACT**

The pop-up store proposal does not request City funding. Louis Vuitton Moet Hennessey (LVMH) will be responsible for all expenses, including all building and safety, electrical, fire, and special event permits, as well as any inspectors and other personnel associated with a temporary façade design and interior construction.

The City’s Risk Manager has also recommended the City’s standard insurance: General Liability Insurance in the amount of $2 million dollars (per occurrence) naming the City of Beverly Hills as an additional insured, as a requirement to be provided by The McCourt Foundation.

**RECOMMENDATION**

City Council Liaisons feedback and approval is respectfully requested regarding support of a special event permit that will waive provisions of the City’s sign ordinance, and expedite both special event and building permits for a proposed Louis Vuitton branded pop-up store, titled “Rodeo Drive Mens Pop-Up,” including exterior conceptual art designs and elements.

Unless Liaisons have any questions or concerns, City staff will bring the completed proposal to City Council at the next Formal City Council meeting, January 12, 2021 to ensure the item is expedited.
Attachment 1
RODEO DRIVE MENS POP-UP
LA
Virgil Abloh
Louis Vuitton Mens Creative Director
In August 2020, when the Louis Vuitton voyage set sails from Shanghai, the rambunctious stowaways known as Zooooom with friends travelled in tow. Now, the crazy characters disembark in Tokyo, stirring up their hypnotising parade of inclusivity and unity. Modelled by the local humanity of the port of call, the collection celebrates multiculturalism and the memory of a historic cross-cultural exchange.
SS21 CONTAINERS | THE CONVOY

(5) Open Containers:
- Atlanta
- Houston Men
- City Center, Vegas
- Artz Pedegral
- Rodeo Drive Pop-Up

Container convoy leave Miami Monday January 25
- Atlanta January 27
- Houston January 28
- City Center - Vegas January 29
- Rodeo Drive January 30
- Artz Pedegral February 3
RODEO MEN’S: SS21 CONTAINER POP UP – FEB 5 – MARCH 1

SS21 Los Angeles
February 2021
MEN’S SS21 POP UP PLAN

RETAIL AREA: 1600 SF
RODEO MEN'S: SS21 CONTAINER POP UP - INTERIOR VIEW

SS21 Los Angeles
February 2021
Attachment 2
LOUIS VUITTON
POP-UP

468 N. RODEO DRIVE
BEVERLY HILLS, CA 90210

ISSUE FOR PERMIT
12/30/20

LANDLORD
468 N. RODEO DR., LLC
900 Wilshire Blvd, Suite 2400
Los Angeles, CA 90017
TEL (213) 955-6433

TENANT
LOUIS VUITTON USA
157 East 57th Street, 20th Floor
New York, NY 10022
TEL (212) 394-0007

ARCHITECT
GRUEN ASSOCIATES
5330 San Vicente Boulevard, Suite 303
Los Angeles, CA 90048
TEL (213) 874-0020 FAX (213) 874-0021
Attachment 3
Wednesday, December 23, 2020

Honorable Mayor Lester Friedman, Vice Mayor Robert Wunderlich, Councilmember Lilli Bosse, Councilmember Julian Gold and Councilmember John Mirisch,

Re Support from Rodeo Drive Committee for proposed Louis Vuitton Rodeo Drive Men's Pop Up LA.

On behalf of the Rodeo Drive Committee, we confirm our full support for the timely and relevant Louis Vuitton Rodeo Drive Men's Pop Up LA scheduled to open in February 2021 at Louis Vuitton's N. Santa Monica/Rodeo Drive property.

This exciting pop up will add to the visual allure of the street and draw new visitors.

We request, however, as the pandemic continues, that Department of Public Health's retail protocols are followed in the same way as they are required for all Rodeo Drive merchants and businesses, to ensure that we protect the health and safety of our visitors, employees and community.

We also request that during installation member stores and businesses and their customers have free access to Rodeo Drive during opening hours.

We look forward to hearing more details as the project unfolds.

Sincerely,

Nicola Cagliata
President
Rodeo Drive Committee

cc George Chavez and Garin Hussenjian.
Item 4
INTRODUCTION

In response to the COVID-19 pandemic, the City of Beverly Hills created the OpenBH program to allow businesses to temporarily expand (open up) their services to adjacent areas such as parking lots, the public right of way (sidewalks), and metered parking spaces (parklets) through a Special Event Permit. This item provides the opportunity to discuss utilizing the OpenBH program further to include the installation of a temporary outdoor dining tent and closure of the street adjacent to Spago Restaurant (176 N Cañon Drive), and an upcoming restaurant concept, Nusr-Et (184 N Cañon Drive).

If Liaisons recommend, staff will take this item to a Study Session Council Meeting on January 12, 2021, for full approval of the closure, duration, and any additional recommendations for this project and the OpenBH program as a whole.

DISCUSSION

The OpenBH program was created in direct response to the COVID-19 regulations that have reduced capacity and revenue for businesses throughout Beverly Hills. The program has received positive feedback from the business community and residents alike. At the time of this report, 104 businesses have received a permit to participate in OpenBH by expanding their business model to the sidewalk, parking lot, or by creating a parklet in metered parking spaces. The business community in Beverly Hills is both creative and resilient and many OpenBH applications include unique elements specific to the business applying.

As the COVID19 regulations are business sector specific, the pandemic has impacted retail, salons, and restaurants each differently with some experiencing long term full closure and others experiencing limiting capacity restrictions both indoor and outside. Currently, in-person dining is prohibited throughout the entire Southern California region due to the diminished ICU capacity.
Spago is requesting approval of the installation of a temporary outdoor dining tent at 176 N Cañon Drive, including permission for a closure of the street from Council Liaisons (Attachments 1 and 2). If approved, this item will move on for discussion at the Study Session of the January 12, 2021 Council meeting to meet the request for expedited approvals.

In anticipation that in-person dining will resume sometime in early 2021, Spago Restaurant has proposed the creation of a temporary outdoor dining tent and the closure of the street in front of the restaurant. The duration for the installation of the tent will likely coincide with the duration for the restrictions on in-person dining inside. It is anticipated that when in-person dining is permitted to resume, outdoor dining will be the first option to return followed several months later by inside dining. As the investment in a temporary tent structure of the size and scale proposed by Spago Restaurant is significant, the anticipated term for the installation of the tent is at minimum 6 months and could be significantly longer based on the duration of restrictions.

Additionally, a new restaurant concept, Nusr-Et (184 N Cañon Drive), was originally planned for a January 2021 opening, just to the North of Spago Restaurant. This upscale steakhouse has expressed similar interest in utilizing the street closure for an outdoor dining space, similar in tent and scale to what Spago has proposed. At the writing of this report, Nusr-Et had not yet sent in confirmed plans besides a proposal for layout sent in by Spago restaurant representatives (Attachment 3). The coordination of the timing for installation and removal of both tents is imperative to the success of the street closure.

Prior to November 25, 2020 in-person outdoor dining was permitted within tent structures in LA County. At the time, LA County Public Health required that outdoor dining tent structures constructed may only include a roof and one wall. City staff have submitted the proposed Spago Temporary Tent Plan Layout (Attachment 1) to LA County Public Health for review. At this time, LA County Public Health is not providing approval on outdoor in-person dining plans as outdoor dining is currently prohibited in LA County, however staff has requested them to review the plans and provide feedback in anticipation of outdoor dining resuming in early 2021. At the writing of this report, LA County has not provided their approval on the review of the plans.

The proposed outdoor dining tent and closure of the street in front of Spago Restaurant will incur waived permit fees as well as the loss of meter revenue in that segment of the street. Additionally, the street closure will incur hard costs associated with traffic control measures and Metro mitigation costs that are proposed to be absorbed by Spago Restaurant. Construction is anticipated to take roughly two weeks to install the temporary tent structure.

**FISCAL IMPACT**

The fiscal impact the proposed temporary outdoor dining tent and closure of the street in front of Spago Restaurant includes a combination of waived permit fees and loss of revenue from meters/valet operations. The costs for traffic control measures and Metro mitigation are proposed to be absorbed by Spago Restaurant. Any appropriations needed to cover the costs long-term will be brought back to City Council at a future date as part of the COVID-19 cost allocation summary.

**Waived Permit Fees (Covered by the City)**
The current OpenBH program includes the waiver of the $800 special event permit fee that each participating business is issued, and $152 public right of way fee in most cases, for a total of
$952 waived. The permit is issued for an initial duration of 30 days and may be renewed for subsequent 30-day cycles thereafter without any cost to the business.

The total fiscal impact of the waiver of special event permit fees for OpenBH depends on the number of businesses participating and the duration of the permit time. At the writing of this report, there have been 104 permits issued for the initial first thirty (30) days, with many businesses renewing their permits issued for future thirty (30) day iterations.

For the proposed outdoor dining tent and street closure in front of Spago Restaurant, the waived permit fee costs would be the monthly $800 special event permit fee and the public-right-of-way $152 fee for each month the street is closed. Additionally, the street closure fees for special events are charged hourly and by location. For this Commercial street, a one-time $13,975 plus $548 an hour street closure fee would typically be assessed.

Extended closures of many weeks for special events are rare, and have never gone past the thirty (30) day max for special events before renewal. Each of the past extended closures, such as the Vanity Fair Oscar Party on North Crescent Drive in front of City Hall, has proposed a flat one-time fee for the entire duration of the event’s street closure.

**Meter Revenue Loss (Covered by the City)**
The installation of parklets in metered parking spaces results in the loss of revenue from meters/valet operations. Utilizing the averages from the 2019 calendar year, the calculated average per meter/per month revenue loss from converting a meter into a parklet in the Business Triangle is $289.75 per meter/per month and on South Beverly Drive is $300.10 per meter/per month.

In addition to the parklet meter revenue impacts, the City has worked collaboratively since March of this year with the business community to install temporary curbside pickup meters converting paid parking meters into no charge customer loading meters. The temporary curbside pickup meter program was created in direct response to the COVID-19 regulations forcing many businesses to switch to a curbside pickup model. With more businesses returning to a pickup and takeout model, including restaurants, close to 200 meters have been converted to temporary curbside pickup meters.

However, it should be noted that parking and pedestrian traffic patterns in 2020 significantly shifted during the pandemic. For the proposed Cañon Drive closure, total fiscal impact of the meter revenue loss will depend on the number of meters placed out of service due to the street closure, and the duration of the closure proposed.

For the proposed temporary outdoor dining tent and street closure in front of Spago Restaurant, the meters on the east side of the street in front of Spago are already being utilized for the curbside meter program and are not currently generating revenue. Additional meters on the west side of the street, as well as two meters north of Spago Restaurant, adjacent to Nusr-Et, would be taken out of service as part of the proposed outdoor dining tent and street closure resulting in further meter revenue loss. This meter revenue loss is absorbed as part of the OpenBH program costs.

**Traffic Control Measures (Proposed to be Covered by Spago)**
The City currently covers the cost for traffic control measures (wheel stop, delineator, signage, and barrier) for individual parklets to be installed at meter spaces. The average cost per parklet for these traffic control devices approximately $2,000. At the writing of this report, there are 24
existing parklets and 4 proposed additional parklets. This brings the total anticipated traffic control measure costs to $56,000 for those parklets already approved or in the queue for approval.

Given the complex nature of a street closure, rather than a parklet in an existing parking lane at metered spaces, many more traffic control measures are needed, as well as a full traffic control plan for proposed signs, barricades, fire lane, etc. Much like a short-term special event requirement, this long-term proposed closure will have significant impacts to Cañon Drive and the surrounding streets without a proper traffic control plan executed by a professional contractor. The current traffic control plan (Attachment 2) includes k-rail barricades for the safety of diners, detour signs, delineators, cones, advance message signs / boards, and has been reviewed by City of Beverly Hills Engineering staff.

Additionally, Metro construction has provided mitigations costs that will be incurred based on the location of the proposed outdoor dining tent and street closure in front of Spago Restaurant and Nusr-Et. The temporary outdoor dining tent, as currently designed, will cover survey monuments installed by Metro for the Purple Line Extension project. Metro has been monitoring these points since the beginning of excavation and it is critical that Metro continue to monitor to ensure the safety of the community.

Spago was provided with two options to resolve the Metro survey monuments:

Option A:
- Metro’s contractor would need to be granted access, once a week, to perform the necessary measurements with a survey crew.
- One-time cost of around $22,400 for establishing new survey control to the area due to limited access in the tent, re-baselining of prisms based on these new set of control points, and data management, plus approximately $7,500 per week for manual survey of the points (one time per week).

Option B:
- The tent/dining area footprint would need to be modified to allow for the line of sight to be maintained from the total station. This option would decrease the tent footprint substantially.

For the temporary outdoor dining tent and street closure in front of Spago Restaurant, the hard cost traffic control measures including the Metro mitigation costs are proposed to be covered by Spago Restaurant. These costs are significantly higher than the average $2,000 per parklet cost of previous OpenBH applicants.

**RECOMMENDATION**

It is recommended that the City Council Rodeo Drive/Special Events/Holiday Program Liaison Committee provide direction regarding the request from Spago Restaurant to install a temporary outdoor dining tent at 176 N Cañon Drive, closure of the street in front of the restaurant, and the waiver of applicable fees. Unless Liaisons have any questions or concerns, City staff will bring the proposal to the January 12, 2021 City Council Study Session to ensure the item is expedited.
Attachment 1
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Pendant Light 150 lbs 1/4" dia wire rope for hanging / 2,000 lbs cap

5ft stick K Rail will be used / 2,000 lbs each / see Detail - A page 6

Hard walls

ELEVATION - 2

Open / No walls

ELEVATION - 4

5ft stick K Rail will be used / 2,000 lbs each / see Detail - A page 6

1/4" dia wire rope for hanging / 1,200 lbs cap

Pendant Light 150 lbs
5ft stick K Rail will be used / 2,000 lbs each / see Detail - A

5ft concrete barrier block 2,000 lbs / TYP.

TEMPORARY TENT

ELEVATION - 1

ELEVATION - 3

DETAIL - A

3/8" Dia wire rope / 2,100 lbs cap / TYP.

5ft concrete barrier block 2,000 lbs / TYP.

5ft stick K Rail will be used / 2,000 lbs each / see Detail - A

Tent structure
Main Electrical from Spago electrical panels

Electrical panel in water proof box

Electrical - heater room

Main Electrical from Spago electrical panels

4"x4" x 10' doug fir lumber post

Electrical panel in water proof box

Electrical - heater room
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Note: access panels will be installed where needed.
NOT TO SCALE

DETAIL - A

3/8" Dia wire rope / 2,100 lbs cap / TYP.

5ft concrete barrier block 2,000 lbs / TYP.

Tent structure

4"x6" doug fir lumber beam

Titen HD 1/2" x 6" heavy duty screws anchor

Sidewalk

3 1/2" Acx plywood finish floor

3/4" cdx plywood subfloor

4 1/2" x 4" tent columns

3/4" Acx plywood subfloor

5/8" Dia wire rope / 2,100 lbs cap / TYP.

5ft concrete barrier block 2,000 lbs / TYP.

Sidewalk

Tent structure

4"x6" doug fir lumber beam

Titen HD 1/2" x 6" heavy duty screws anchor

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3'-11 1/2" WALLE PANEL SECTION / EVENT TYPE

WALL STIFFENER DETAIL

FRONT ISO VIEW

FRONT VIEW

3/4" Acx plywood finish floor

1.5" dia Sch 40 steel pipe / welded to steel plate

1/4" steel plate

Titen HD 3/8" x 5" heavy duty screws anchor

3/4" cdx plywood subfloor

4"x6" doug fr lumber beam

SIDE VIEW

ROTARY LOCK SYSTEM / STEEL LOAD RATE: 700KG / 1543.24 LBS EACH SET

WALL STIFFENER

Male roto lock / installed using 3/4" #10 wood screws

Female roto lock / installed using 3/4" #10 wood screws

LOCK USING 3/8" ALLEN KEY

118'-9"

NOT TO SCALE

1/4" steel plate

4"x6" doug fr lumber beam

3/4" Acx plywood structure

3/4" Acx plywood structure

HARD WALLS - ELEVATIONS

TEMPORARY TENT

LEO VICENTE.

HARD WALLS - ELEVATIONS

REV - 6

11/27/2020

176 N Canon Dr, Beverly Hills
CA 90210

SPAGO

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CA License Number 1045795
(949) 677-2100
Metro Readers qty: 5 / add wood access panels / or Remove and Install on top of Deck, TBC from City.
Attachment 2
OUTDOOR DINING

SCALE: NOT TO SCALE

DRAWN BY: R7

DATE DRAWN: 1/4/2020

PHASE 1 (VALET OPEN)

CANON DR. & CLIFTON WAY

R61-1 MOD

ALL SIGNS, STRIPES, DELINEATORS, BARRICADES AND OTHER TRAFFIC CONTROL DEVICES AND THEIR INSTALLATION SHALL CONFORM TO THE LATEST EDITIONS OF THE FOLLOWING DOCUMENTS:

THE STATE OF CALIFORNIA STANDARD SPECIFICATIONS AND THE CALIFORNIA MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES. IN THE EVENT OF CONFLICT BETWEEN THESE TWO DOCUMENTS, THE MOST STRINGENT REQUIREMENT SHALL APPLY. SIGN SIZES SHALL BE THOSE SHOWN AS "STANDARD" OR LARGER, IN THE CALIFORNIA MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES.

1. ALL SIGNS, STRIPES, DELINEATORS, BARRICADES AND OTHER TRAFFIC CONTROL DEVICES AND THEIR INSTALLATION SHALL CONFORM TO THE LATEST EDITIONS OF THE FOLLOWING DOCUMENTS:

THE STATE OF CALIFORNIA STANDARD SPECIFICATIONS AND THE CALIFORNIA MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES. IN THE EVENT OF CONFLICT BETWEEN THESE TWO DOCUMENTS, THE MOST STRINGENT REQUIREMENT SHALL APPLY. SIGN SIZES SHALL BE THOSE SHOWN AS "STANDARD" OR LARGER, IN THE CALIFORNIA MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES.

ALL CUSTOM SIGNS WILL BE PLACED ON TREE OR LAMP POST.
1. All signs, stripes, delineators, barricades and other traffic control devices and their installations shall conform to the latest editions of the following documents: the State of California Standard Specifications, and the California Manual on Uniform Traffic Control Devices. In the event of conflict between these two documents, the most stringent requirement shall apply. Sign sizes shall be those shown as "standard", or larger, in the California Manual on Uniform Traffic Control Devices.
Attachment 3