



# BEVERLY HILLS

IN FOCUS

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## Olympic West / Pico East Proposal

**T**raffic in and around Beverly Hills has always been an issue, and the City remains focused on keeping it out of our residential neighborhoods. Now, with Los Angeles Mayor Antonio Villaraigosa and Councilmember Jack Weiss' drive to implement the Olympic West/Pico East Initiative, the City is responding with caution. **Beverly Hills officials have taken no formal or informal action on the initiative.**

The City's Traffic & Parking Commission began reviewing the Olympic West/Pico East initiative at its March 6 meeting and invited staff from the City of Los Angeles to provide an overview and update on the proposal. Los Angeles plans to proceed with Phase 1 of the initiative to establish uniform parking regulations within



*Traffic congestion on Olympic Boulevard*

ies and signal synchronization plans, in order to evaluate phases 2 and 3 of the proposal. The City of Los Angeles cannot make any changes to roadways within the

boundaries of Beverly Hills without the City of Beverly Hills' support.

In summary, Mayor Villaraigosa's initiative involves a three-phase plan to relieve gridlock on the Westside:



its jurisdiction, but the March 8 implementation date is delayed approximately three weeks. Phase 2's signal synchronization, originally scheduled to take effect on April 28, is also delayed; Phase 3, which involves re-striping lanes, is on hold.

The Traffic & Parking Commission requested additional information, including traffic stud-

**Phase I:** Prohibit parking within Los Angeles during peak-hour traffic on Pico and Olympic Boulevards. *(Status: The City of Beverly Hills already has peak-hour parking restrictions within the city limits between 7-10 a.m. and 3-7 p.m.)*

**Phase II:** Provide preferential traffic signal treatment to cars

heading west on Olympic and east on Pico by re-timing traffic lights for longer green lights. *(Status: Delayed)*

**Phase III:** Re-stripe both streets so that Olympic would have four westbound lanes and two eastbound; Pico would have four eastbound lanes and two westbound. *(Status: On Hold)*

The City of Beverly Hills will carefully evaluate all aspects of the proposal and urges citizens to participate by attending public forums sponsored by the Traffic & Parking Commission. For more information, call the Public Works & Transportation Department at 310-285-2467 or visit [www.beverlyhills.org](http://www.beverlyhills.org).



# BEVERLY HILLS - IS ARTISTIC

## Wallis Annenberg Center for the Performing Arts

**W**ith its ornate, Italian marbled lobby and original fresco murals, the historic Beverly Hills Post Office left a lasting imprint on the community. Now the old post office building may be moving closer to new life as a world-class cultural center – to be officially known as the Wallis Annenberg Center for the Performing Arts.

The Center board has raised more than \$40 million to bring this new cultural resource to fruition, and if approved the project would bring increased vitality to Beverly Hills. The entire community – from tots to seniors – would be able to enjoy an ongoing, enriching program of cultural events and performing arts,

ning Commission will begin scheduling public hearings. During each stage of the development process, the public will be invited to provide input and share any concerns. Among discussion items will be the issue of parking – a topic that is presently being analyzed by the City and the Wallis Annenberg Center board. The City will make several opportunities available and urge community comments on the project and on any options that are proposed.

The current proposal includes the careful restoration



*Wallis Annenberg Center for the Performing Arts (former Post Office)*

located adjacent to the existing building. Those attending the theater would be able walk to nearby restaurants for before-and after-show dining, or visit neighboring stores.

Other amenities of the Center include:

- A studio/rehearsal hall
- Three classrooms
- A 3,400-square foot lobby area
- Catering kitchen
- Sculpture gardens with landscaped walkways and open space

When the project comes before Council, all aspects will be considered, including the Board's vision of melding two community treasures – one old and one new. Please visit [www.beverlyhills.org](http://www.beverlyhills.org).

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*As always, the community will have opportunities to comment on any options that are developed*

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in a beautiful setting that has been meticulously preserved and enhanced.

In late March, the Environmental Impact Report (EIR) for the cultural center project will be released for public review. Soon after that, the City's Plan-

of the building's Italian Renaissance exterior and its interior public spaces. The more utilitarian spaces – some of which have been altered throughout the years – will be remodeled for such uses as classrooms, offices and ticket sales. Because of the building's historical significance, any changes to it must comply with federal Standards for Treatment of Historic Properties.

Serving as a centerpiece of the project will be a 500-seat jewel box theater, in a new building centrally



*Sideview - Wallis Annenberg Center for the Performing Arts*



# BEVERLY HILLS - IS REACHING OUT

## Speak Up and Be Counted!

**T**he Beverly Hills City Council and Planning Commission will conduct a series of meetings on the following development projects. All of the meetings are open and the Beverly Hills community is encouraged to participate.

Public comments and suggestions on all of the development projects are critical to achieving the best results for Beverly Hills. Plan on attending one or more of these meetings; learn more about the issues, and let the City hear your thoughts! Remember, all of these hearings are available on the City’s website for review.

### 9900 Wilshire Project (former Robinsons-May)

A condominium project with a small amount of retail and restaurant development has been proposed on this former department store site.

- April 1      7 p.m.      Formal Meeting - City Council
- April 8      7 p.m.      Formal Meeting - City Council

### Beverly Hilton Project – 9876 Wilshire Blvd.

This project calls for a new Waldorf Astoria Hotel and condominium development at the current Beverly Hilton site.

- March 25    7 p.m.      Special Meeting – City Council
- April 8      7 p.m.      Formal Meeting – City Council

### Wallis Annenberg Center for the Performing Arts (former Post Office) and Public Municipal Parking Facility

Adaptive re-use of the former post office and a proposed public parking facility.

- March 24                      Meeting Cancelled - will be rescheduled to April.  
(Please watch for notices announcing new meeting dates.)

Dates may change, for confirmation on specific meetings, as well as additional information, contact the Department of Community Development at (310) 285-1123 or visit [www.beverlyhills.org](http://www.beverlyhills.org).





## ▶ BEVERLY HILLS - IS SERVICE ORIENTED

### Employee Spotlight - Gloria Winer

**B**everly Hills City staff feel a special kind of pride for their City. Meet a local grad who just couldn't stay away.

#### The job:

Gloria Winer teaches the tiniest residents in the City – ages 18-30 months – in the Department of Community Services, Recreation and Parks Division. Her Parent & Me classes are especially designed to stimulate a child's growth and development, which she does skillfully by engaging the little ones in lively music and fun, creative physical activities. Her classes are offered at La Cienega and Roxbury Parks. In fact, out of approximately 100 classes the department offers for youth and adults - Gloria teaches nine of them.

#### Local lady:

She attended Horace Mann elementary school and then graduated from Beverly Hills High, moving back to the City after marriage, so that she could raise her two daughters here. "I've never regretted it!" A 30-year resident of Beverly Hills, she's been a recreation instructor with the City for 20 of those years.

#### Best part of the job:

"Seeing families come back for more classes, having 'repeat' customers and being able to teach multiple family members. I love the interaction with parents, kids and the community."



*Gloria Winer on the job*



*Gloria Winer with children*

#### Personal style:

"I try to keep things fresh, mix up the activities and make it fun. I like to give parents tools that will help them be good role models, and teach them activities that they can incorporate at home with their children. Most of all, the environment should be warm and friendly, so parents and children can connect and create a bond."

#### Special talent:

"I can memorize everyone's name in all nine classes in a very short amount of time!"



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## Chart the Future of Beverly Hills

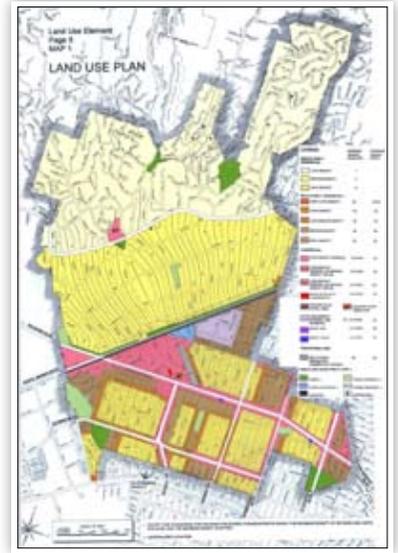
“If it were up to me...” That phrase sometimes follows thoughts about big issues like transportation, housing, and environmental sustainability. So, here’s another thought: it is up to you. A General Plan review – which is what the City is now undergoing – may not be an opportunity to change the world, but it’s your chance to make a difference close to home, influencing decisions that directly affect your life and your community.

General Plans for cities are mandated by state law and serve as strategic documents that guide growth and development in a community. Maps, goals, objectives and policies determine how land is used, which in turn impacts such things as infrastructure, traffic, parks and recreation, city services, housing and historical preservation, as well as public resources.

Since the start of the General Plan review, Beverly Hills officials have been soliciting residents’ opinions about the City’s future. Why? Because the General Plan is community-based, and a broad spectrum of public participation is critical to its viability. The City would like to see all stakeholders – residents, businesses, property owners, service and ethnic groups, teens, seniors and more – involved in updating the General Plan.

At this stage in the process, the City is compiling information from the staff and public committees and developing a set of preliminary objectives, which will be presented to everyone for discussion.

So, there’s a lot at stake, namely the future of the City. You can help Beverly Hills achieve a common community vision that will shape the City for the next 20 years. Find



Current Land Use Plan

out how to be part of the Plan by visiting [www.beverlyhills.org](http://www.beverlyhills.org) – and get ready to unleash your inner city planner!



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## Beverly Hills Avoids Impacts of Housing Slump

It’s common knowledge in Beverly Hills just how uncommon we are. Take the real estate market, for example. The rest of the state may be in a slump, but investors and home-seekers can’t

approximately \$2.26 million, and one City zip code area – 90212 – logged a whopping 32.3 percent increase from last January.

Even in a weak housing market, the City holds its own,

Top-notch municipal services, including outstanding public safety, along with first-rate shops and restaurants, make this a community we’re proud to be a part of.

When a prestigious address combines with a well-run city, it’s no wonder the “for sale” signs don’t stay up for long. Please visit [www.beverlyhills.org](http://www.beverlyhills.org).

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*Even in a weak housing market,  
the City holds its own, buoyed by its global reputation  
as a place of beauty and elegance*

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seem to resist the powerful lure of a Beverly Hills address.

Two months ago, the median home price here was

buoyed by its global reputation as a place of beauty and elegance. As residents, we know that Beverly Hills is more than a pretty face.



