



BEVERLY HILLS

IN FOCUS

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August 2008





►►►►►►► BEVERLY HILLS - IS VISIONARY

A Blueprint for Our City's Future

Thanks to the ongoing involvement of the Beverly Hills community, the City is set to adopt an updated General Plan by the end of the year. This is an exciting opportunity for citizens to provide a shared vision of the

periodically to reflect current community values, updated technical information and locally relevant issues.

Seven years in the making, the General Plan update has engaged hundreds of community members,

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future and continued direction for our City's neighborhoods, commercial districts and open space.

The General Plan serves as a 'blueprint' or a long-range planning document that sets forth the City's goals, policies and direction for the next 20 years. General Plans must be revised

policy-makers and expert analysts in mapping out the vision for Beverly Hills. The City hosted numerous study sessions, topic committee meetings, public hearings and neighborhood gatherings.

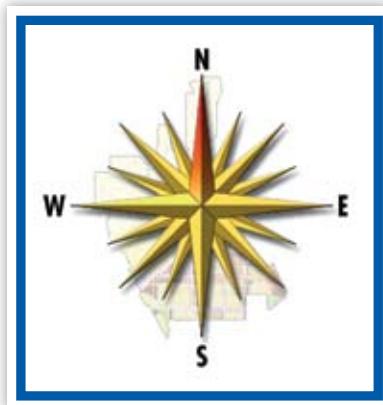
The process involved collecting input from City stakeholders. As a result, the plan is tailored to the unique qualities of Beverly Hills, focusing on such issues as preservation of historic structures, water, building and development, parks, streets and City services.

Public participation has always been a key component in the update process, as citizens weighed in on the General Plan.

The Plan speaks directly to the Beverly Hills community in terms of services, quality of life and economic vitality. The City urges continued community involvement as the General Plan draws closer to its final state. Residents and businesses are encouraged to continue their participation by airing their views and providing feedback on the draft document, which was released in early August.

Recognizing the importance of environmental issues, the City will also soon release an innovative Sustainability Master Plan – a policy framework that ensures that sustainability concerns are incorporated into future City decision-making.

The community is invited to attend a General Plan Community Meeting on Tuesday, August 26 at 7 p.m. at K.L. Peters Auditorium (Beverly Hills High School). For more information and to learn more about the process, please visit www.beverlyhills.org/generalplan.





►►►►►►►►►► BEVERLY HILLS - IS ARTISTIC

Arts Center on the Agenda

The Wallis Annenberg Center for the Performing Arts takes the spotlight this fall during a series of public meetings culminating in the City Council's formal consideration of the project. The hearings will focus on the Annenberg Center and the City's proposed adjacent underground public parking garage.

Located in the historic former Beverly Hills Post Office building, the proposed performing arts center could become a new regional cultural asset in the City, offering an ongoing, enriching program of arts and events for the entire community. The Center would include a 500-seat theater, studio, classrooms, administrative offices and several garden areas.



The project would represent sustainable development, as it involves rehabilitating an existing building for another use – a

– 100 of those spaces funded by the Annenberg Center.

Details about the City garage, including the number of parking

The proposed performing arts center could become a new regional cultural asset in the City.

process directly in line with the City's 'green' initiative and goal of preserving historic structures for the future.

Concurrent with the Annenberg Center project, the City is proposing to build an underground public parking garage below Crescent Drive, between the former post office building and City Hall. The facility will contain 270 to 360 parking spaces

spaces, ingress, egress and shared use with the Annenberg Center, will be thoroughly reviewed through the public hearing process. As currently envisioned, the proposed garage would provide community access to 100 percent of the City-funded parking spaces at all hours – including the peak demand hours of 11 a.m. to 3 p.m.

(continued on back page)



►► BEVERLY HILLS - IS COMMUNICATING

Speak Up and Be Counted!

The Beverly Hills City Council and Planning Commission will conduct a series of meetings on several community initiatives. Meetings will be televised and are open to the public – and the Beverly Hills community is encouraged to participate.

Input from local residents and businesses is critical in 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!

General Plan – Community Meeting

Panel discussion with City staff and Planning Commissioners.

August 26	K.L. Peters Auditorium Beverly Hills High School	7 p.m.
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General Plan Update

Public hearings to discuss possible adoption of updated General Plan.

September 11	Public Hearing – Planning Commission	7 p.m.
September 25	Public Hearing – Planning Commission	7 p.m.
October 16	Regular Meeting – Planning Commission	7 p.m.

**Note: All official City Council and Planning Commission meetings will be held at City Hall.*

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

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

October 7	Public Hearing – City Council	7 p.m.
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**Note: All official City Council and Planning Commission meetings will be held at City Hall.*

Meeting dates may be added or changed. 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/communitydevelopment.



► BEVERLY HILLS - IS SERVICE ORIENTED

Employee Spotlight - Toby Omens

Behind the trademark services that separate Beverly Hills from other communities stands a team of dedicated City employees, overseeing a host of resources. Those include one of the City's most beloved institutions – the Beverly Hills Public Library – where 50,000 people hold library cards. Meet a longtime librarian whose dedicated efforts could fill a book.

The job:

Toby is a librarian in the Children's Services Division, where year-round programs promote a love of reading among the City's young people.

The setting:

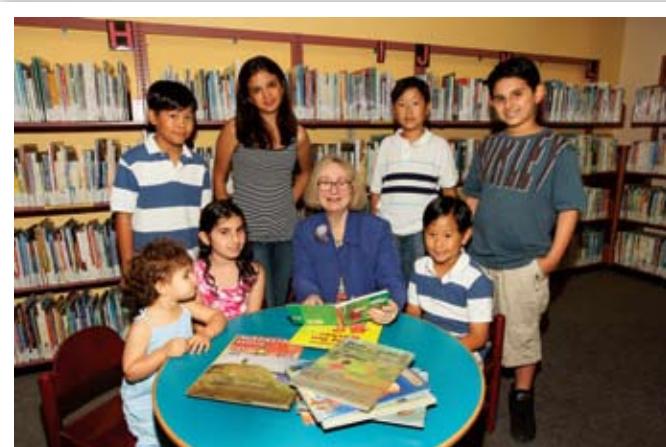
The Beverly Hills Public Library checks out more than 650,000 items each year from a collection that includes 400,000 books, CDs and DVDs. Free WiFi is available throughout the facility.

Community:

The Library's programs – numbering more than 1,000 held each year – include storytimes, a summer reading club and a middle school book club. Online research databases – including the Library's catalog of holdings – offer 24/7 access via the Library's website.



Toby Omens



All in a day's work:

For more than three decades, Beverly Hills families have turned to Toby to help them choose reading materials. She enjoys a close personal relationship with hundreds of patrons and their children, many representing three generations of readers who have benefited from the librarian's expertise. **TOBY HAS BEEN ON THE JOB FOR 39 YEARS!**



Use Placards Properly

Parking in Beverly Hills may be challenging at times, but those who have disabled placards are subject to the rules and regulations that go along with carrying the special permit.

If you have a disabled placard in your vehicle, you must be the driver or the passenger, as you are the only person authorized to use the placard. Allowing someone else to use your permit may result in having it canceled or revoked – plus, abusers could be fined from \$250 to \$3,500 and jailed for six months. More importantly, misuse of a placard could place a heavy burden on someone truly in need. Placards must hang from the front-view mirror and should not be placed on your dashboard. For more information, visit www.dmv.org or visit www.beverlyhills.org/publicworks.



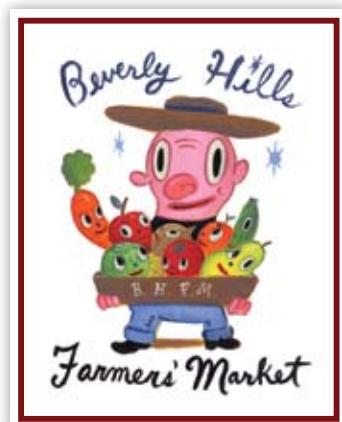
►►►►►►►►►► BEVERLY HILLS - IS HEALTHY

Birthday Bash for Farmers' Market

The ever-popular Beverly Hills Farmers' Market will mark its 14th anniversary this year. From the time it opened in 1994, with only 25 farmers and a handful of costumed "vegetables" to welcome shoppers, the City's Farmers' Market has been a hit with both local residents and visitors.

Today, the market attracts thousands each week, as 50 California farmers and 20 vendors sell products that range from blood oranges to bok choy, along with delicious food prepared on site. A *Los Angeles Times* writer recognized that outstanding variety of offerings when he listed the Beverly Hills Farmers' Market among the top 10 markets in Los Angeles County.

Held every Sunday, rain or shine, the Beverly Hills Farmers' Market is a fun and fruitful way to build community. Thanks to all City residents and visitors who continue to shop at the market each week! For more information please visit www.beverlyhills.org/farmersmarket.





Power at the Pump

If the price of gas has you fuming, try saving some mileage – and some money – with these tips:

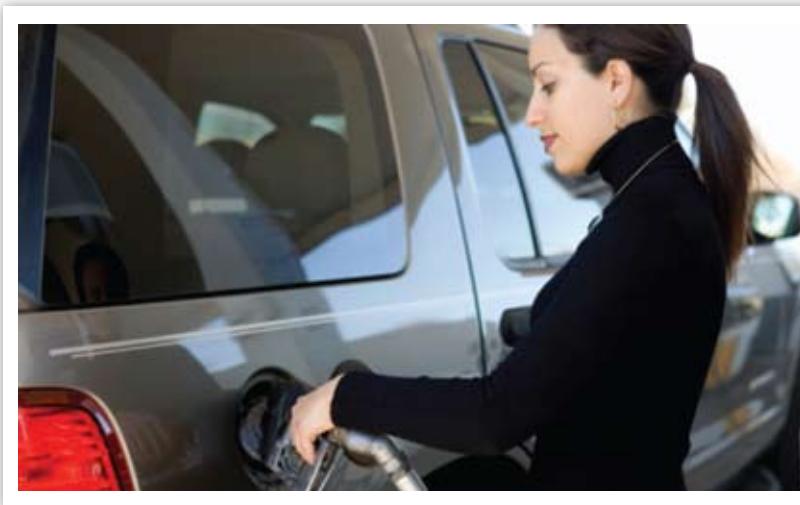
want to reduce gas. Under-inflated tires, worn spark plugs and dirty air filters all increase fuel consumption;

when you're driving under 45 mph
turn on the air at higher speeds.

Simple adjustments in your driving habits can have a major impact on the amount of gas you use, saving you significant dollars.

- ▶ Use the most energy-conserving vehicle you own as much as possible. You may even want to rent a fuel-efficient car for long trips and vacations;
 - ▶ Track the amount of gas you use so you can note sudden changes, which may indicate that your car needs repair. Keep the vehicle in good working condition – that's critical if you
 - ▶ Link your errands to cut down on driving. Try to park and walk to most of the stores you need;
 - ▶ Slow down, maintain a steady pace and don't even think about revving the car to warm it up or making a jack-rabbit start at the traffic signal;
 - ▶ Go easy on the air conditioner. On hot days, open the windows

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at the pump. The Automobile Club of Southern California says that by using such strategies as those listed above, car owners can reduce their fuel usage by as much as 50 percent annually.

Of course, to really save cash and the planet, as well – think of green alternatives: carpooling, public transportation, biking and walking, for example.



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Arts Center on the Agenda

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Monday through Saturday. And, along with providing more parking during high-demand times, the garage could also generate revenue in the evening hours.

A public hearing on the project's Draft Environmental Impact Report (DEIR) was held in June. The City Council will conduct a public hearing on Oct. 7 with additional dates to be scheduled. For more information about the public hearings and the project itself, visit www.beverlyhills.org/communitydevelopment.



Pictured (left to right): On the cover are Beverly Hills resident artists from the City's Recreation and Parks painting and sculpture class (Sydney Sperling, Hal Shatzkin, Caroline Eisenberg and Peggy Wakeham).

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