



BEVERLY HILLS

IN FOCUS

An Official Publication of the City of Beverly Hills

September 2008





▶ BEVERLY HILLS - IS MOVING FORWARD

Fine-tuning the Entertainment Business District

The City of Beverly Hills is eyeing a five-block area just east of City Hall as a vital center for prestigious media and entertainment firms.

A strategy for the former Industrial Area has not yet been finalized, but the plan under consideration is to continue the gradual transformation of the area into a vibrant Entertainment Business District (EBD) – a thriving hub that will bring enhanced energy to the area.

The EBD site has been a subject of discussion for several years. On the table is a vision to create an attractive, pedestrian-friendly space for public and private use that would be compatible with existing office and state-of-the-art municipal uses in the area.



On the table is a vision to create an attractive, pedestrian-friendly space for public and private use

Traffic enhancements and landscape improvements would be used to develop what could become an exciting entertainment

and business focal point for Beverly Hills. Landscaping improvements include a buffer along Santa Monica Boulevard providing a scenic landscape. Beautification along Civic Center Drive could include more trees, along with distinctive signs and street fixtures.

The City is particularly interested in inviting businesses that generate a high rate of



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BEVERLY HILLS - IS AWARE

Disasters Happen – Are You Prepared?

As Californians, we know that earthquakes and other natural disasters can rock our world, bringing havoc and devastation. But, we also know it's possible to minimize damaging impacts by being prepared.

The City of Beverly Hills encourages all residents and businesses to “create a culture of preparedness” this month by taking a few simple, but necessary steps designed to protect the lives, property and safety of themselves, family members,



neighbors and co-workers during an emergency.

Immediately following a large-scale disaster, medical and

municipal resources likely will not be readily available. For that reason, people must be prepared to live self-sufficiently for five to seven days.

Here's How You Can Prepare

Make A Kit

Have a 7-day supply of nonperishable food and water on hand. Keep a first aid kit, battery-powered flashlight and extra batteries available. Make sure you have cash, clothing, medications, personal hygiene items, important documents and pet supplies in your kit.

Make A Plan

Establish a plan for your family. Make sure everyone knows what to do, and where to go or meet in case of emergency – and practice your plan! Know your children's school evacuation

procedure. Out-of-state contact information should be shared with family members so messages can be relayed to loved ones if local communications are not available.

Be Informed

Become a trained member of the City's Citizen Corps (volunteer members pictured on the cover) to provide assistance during an emergency. Visit the City's website at www.beverlyhills.org/preparedness to learn how to join the Corps and for more information on life-saving steps to prepare for a disaster.



▶▶ 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. 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 Update

Public hearings to discuss possible adoption of updated General Plan.

October 16	Public Hearing – Planning Commission	7 p.m.
October 23	Public Hearing – Planning Commission	7 p.m.
November 5	Public Hearing – City Council	7 p.m.
November 18	Public Hearing – City Council	7 p.m.

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.
October 27	Public Hearing – City Council (tentative)	7 p.m.

Entertainment Business District

Public hearings to discuss possible adoption of revised regulations for the former industrial area of the City.

October 2	Public Hearing – Planning Commission	7 p.m.
October 14	Public Hearing – City Council (tentative)	7 p.m.

Meeting dates may be added or changed. For a 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 - Colonel James Burnley

What does it take to keep Beverly Hills looking pristine and attractive? The answer is a behind-the-scenes team of dedicated City employees who work with extraordinary care and efficiency. Meet a public works supervisor who takes a personal interest in keeping up City appearances – from back alley to public avenue.

The job:

Colonel is the Solid Waste and Storm Water Operations Supervisor for the Public Works Department, responsible for Beverly Hills' comprehensive solid waste and trash collection services.

The nitty-gritty:

Sixteen equipment operators patrol every inch of the City, picking up trash and miscellaneous debris. Field inspectors routinely pounce on graffiti, weeds and litter, often within just a few hours of receiving complaints. And, top-quality service extends to regular street sweeping, quarterly tree-trimming in alleys and environmental maintenance, like pressure-washing sidewalks in the business district.



Pride in performance:

Colonel is especially pleased with the City's ability to recycle 60% of its trash, thanks to a progressive approach in collecting garbage, green waste and recyclables. He enjoys seeing spotless City streets and exploring better ways to "get the job done." And after 13 years, he still gets a thrill when residents say "thanks!"



Subway Discussions Inch Forward

Plans for two subway routes, running along traffic-congested Wilshire and Santa Monica boulevards, gained some ground recently, as Los Angeles Metropolitan Transportation Authority (Metro) officials re-committed themselves to addressing Westside gridlock.

Metro held a series of public meetings in early September – including one in Beverly Hills on Sept. 6 – to discuss two route alternatives. For Beverly Hills residents, an expanded Wilshire Boulevard subway system from downtown Los Angeles to the Westside could spell traffic relief on the most heavily traveled transportation corridor in the region, while the secondary Santa Monica Boulevard alignment could reduce San Fernando Valley commute times in half.

The City of Beverly Hills – along with the cities of Santa Monica, West Hollywood and Culver City – supports the subway extension, which has been under consideration for nearly three decades.

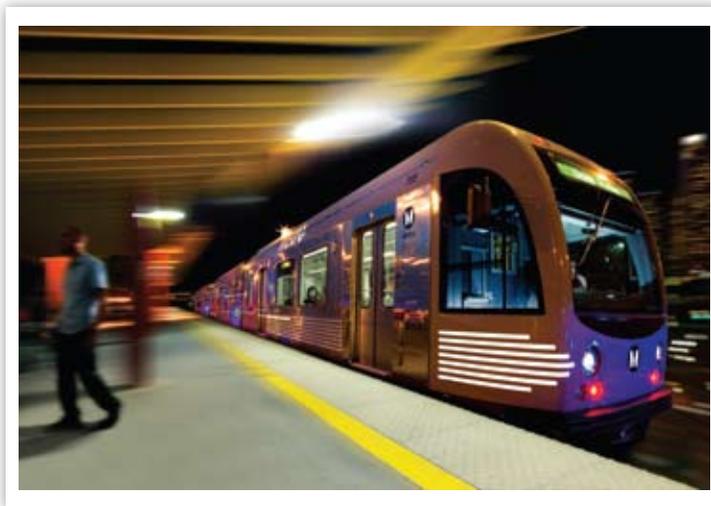


Photo courtesy of Metro. ©2008 LACMTA

The subway lines are a logical choice for easing local traffic because:

- ▶ A subway's carrying capacity is greater than other forms of public transit.
- ▶ Bus ridership is already high on the Wilshire and Santa Monica routes; in fact, Wilshire Boulevard has the most riders in the county with Santa Monica close behind.
- ▶ Unlike slow-moving buses, subways will not share the same transportation corridors with cars.
- ▶ Outside of downtown Los Angeles, the Westside is the county's second largest employment center, generating some 462,000 jobs and over 350,000 commuters.

For more information about the subway project, visit the Westside Extension Transit Corridor Study website at www.metro.net/westside.



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revenue, as those dollars are directly fed back into the community in the form of top-tier municipal services – services that benefit all citizens. The plan for this area will be finalized after community input has been evaluated. To learn more about the proposed EBD, visit the City's website at www.beverlyhills.org.



Pictured (left to right): On the cover are Beverly Hills resident volunteers from the City's disaster services Citizen Corps (Talma Murphy, Don Fluegel, Giselle Betser, Alex Kay and Evelyn Gross).

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