



BEVERLY HILLS

IN FOCUS

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March 2010

BEVERLY HILLS - IS TRANSFORMING

Crescent Drive Closure Begins

The saying goes “no pain, no gain” but when the result will be the Wallis Annenberg Center for the Performing Arts “gain” doesn’t begin to describe the benefits to Beverly Hills. The City’s historical post office will soon begin its transformation to a world-class performing arts venue.

The much-anticipated performance hub is expected to break ground shortly, with construction of the accompanying underground parking structure beginning soon. The three-level City-owned structure will provide nearly 500 park-



Santa Monica) beginning in mid-March for approximately 16 months. While

The City is also making significant efforts to mitigate any negative impacts from the construction on local neighbors. Special fences will be erected to reduce noise and dust mitigation procedures will be put in place.

The Annenberg Center is expected to open in 2012, providing patrons an enriching program of cultural events and performing arts in a beautiful setting. For more information on the Crescent Drive closure, please visit the City’s website at www.beverlyhills.org/crescentclosure or when construction begins call the 24-hour hotline at 800-658-4002.

The City will closely monitor traffic conditions and institute changes quickly to avoid congestion and expedite traffic flow

ing spaces in the heart of Beverly Hills, benefitting Annenberg patrons and residents alike.

Traffic will be closed to the public along Crescent Drive between N. Santa Monica Boulevard (Big Santa Monica) and S. Santa Monica Boulevard (Little

Crescent Drive is closed due to underground excavation, residents are encouraged to use one of several streets running parallel to Crescent Drive. The City will closely monitor traffic conditions and institute changes quickly to avoid congestion and expedite traffic flow.

BEVERLY HILLS - IS CLASSIC

Greystone Mansion Concours d'Elegance Rolls into Town



Classic cars from bygone glamour days are set to shine at Beverly Hills' Greystone Mansion inaugural vintage auto show on Sunday, April 11,

on the grounds of the historic estate. The event, from 10 a.m. to 4 p.m., showcases 100 rare and unique classic automobiles and motorcycles.

The Petersen Automotive Museum will display a number of exotic classics, including Fred Astaire's 1927 Rolls Royce and Rita Hayworth's flamboyant 1953 Cadillac.

Adding another element of style is a fashion show featuring vintage clothing, as well as a marketplace of

fine art, jewelry, automobilia and musical entertainment.

Tickets are \$100 each, includes food and beverages, with a portion of the proceeds going to the Friends of Greystone restoration fund.

Free parking and shuttle service will be available at the City's Beverly Cañon Gardens parking structure. For more information about tickets or about the event, call (310) 285-6850 or visit www.beverlyhills.org/greystone.

BEVERLY HILLS - IS MOVING FORWARD

Meet the New City Manager

Jeff Kolin, a municipal government professional for 33 years, is Beverly Hills' new City Manager. Kolin most recently served as City Manager in Santa Rosa for the past nine years.

Known as an innovative and creative leader, Kolin is no stranger to Southern California, having worked for the City of Santa Clarita as Deputy City Manager as well as the cities of Anaheim, Tustin, Newport Beach, Cypress and Westminster.

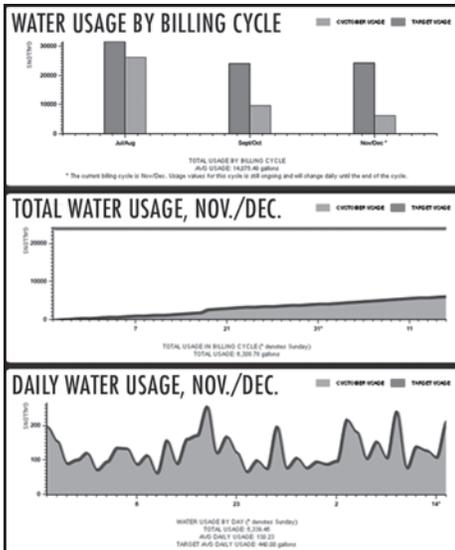
"My family and I are very excited about returning to this area where we have many family and friends," said Kolin. "Beverly Hills is a unique community, world-renowned for its quality of life and top-notch police, fire and city services. I'm very much looking forward to serving the Council and community in delivering the highest quality programs and services to the City's residents and businesses." For more information, please visit www.beverlyhills.org/citymanager.



BEVERLY HILLS - IS CONSERVING



Water Tracker Conserves Water and Cash



Just as you keep a running balance in your checkbook to follow your finances, you can now as easily track your water consumption – which could lead to dollar savings in that checking account.

A new online service allows Beverly Hills water customers to see how much water they're using every day, allowing them to detect possible leaks and providing tangible ways to lower consumption. With the City's Water Tracker, residents receive immediate access to water usage data, instead of waiting for their bill to arrive every two months. No registration is needed to use the Water Tracker. Just go to www.beverlyhills.org/waterconservation and follow the instructions.

Have questions about water charges on your recent utility bill?

City staff can help review your statements and provide assistance on billing options. For more information please call 310-285-2436.

BEVERLY HILLS - IS PREPARING



New Fee Recovers Cost, Promotes Fire Safety

Beginning April 2010 the Beverly Hills Fire Department will charge a cost-recovery fee for inspecting property in the City's "Very High Fire Hazard Severity Zone," which encompasses the area north of Sunset Boulevard. The inspection fee is now \$383.28.

The charges were instituted as part of a City-wide fee study. The inspections are central to the City's Brush Fire Prevention/Brush Clearance Program, designed to improve the safety of residents and firefighters.

If further inspections are needed

because of non-compliance, additional charges will be levied.

Complete information on brush clearance and other requirements are available at 310-281-2703 or visit www.beverlyhills.org/brushfire.

Beverly Hills is a Smart City: Interested in ultra-high speed Internet on your home or business computer? Residents can support the City's effort to secure a slot for Beverly Hills to 'test drive' this service through a competitive Google fiber-optic trial program.

To underscore the City's nomination and register your interest in this high-speed trial program, please visit www.beverlyhills.org/fiberoptics.



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BEVERLY HILLS - IS EVENTFUL

Calendar of Events

Mark these dates! The City of Beverly Hills offers plenty of events and activities to engage its community of active, involved residents. For a complete list of City events, please visit www.beverlyhills.org/calendar.

Woofstock 90210 *Sunday, March 14, 2010 11 am - 4 pm (Free Event)*

Attend a day-long free pet extravaganza at Roxbury Park. For more information, please call 310-285-6830 or visit www.beverlyhills.org/woofstock.

LA Marathon *Sunday, March 21, 2010 7 am - 12 pm (Free Event)*

This year's Honda LA Marathon will run through Beverly Hills. Farmers' Market customers are encouraged to arrive after 11:30 am or earlier to cheer on runners. For street closure and route crossing points, please visit www.beverlyhills.org/marathon2010.

Earth Day *Sunday, April 18, 2010 9 am - 1 pm (Free Event)*

Learn more about ways to protect the environment by attending the City's annual Earth Day festivities at the Farmers' Market. For more information, please call 310-285-2467 or visit www.beverlyhills.org/earthday.