



# BEVERLY HILLS

## IN FOCUS

An Official Publication of the City of Beverly Hills

December 2010

## BEVERLY HILLS - IS VOTING



### *Beverly Hills Parking Initiative – You Decide!*

**B**everly Hills ballots for the March election will carry a proposed measure to require two-hour free parking at certain City facilities. The City currently provides two-hour free parking at structures located in the retail core and Civic Center with one-hour free parking along the outer boundaries of the business triangle. The City's existing free parking program was developed to support the business community, residents and visitors alike.

The proposed measure would require that certain City facilities continue the two-hour free parking program, as well as provide two-hours free at the five structures which currently offer one-hour free parking. The measure would not apply to the parking garages at Beverly Cañon Gardens, Crescent Drive (currently under construction) or Foothill Drive.

The measure also seeks to limit the number of monthly parking permits sold in the facilities targeted by the measure. It is estimated that should this measure be approved, residents can expect a revenue loss of approximately \$1.3 million, worsening an existing deficit in the City's parking enterprise fund. The parking enterprise fund is part of the general fund which supports many of the City's services such as:

- ▶ ***Fire and Police services***
- ▶ ***Street and park maintenance***
- ▶ ***Funding support to local schools***
- ▶ ***Library services***
- ▶ ***City administration***

Residents should be aware that any revenue loss in the general fund impacts the City's ability to provide services to both residents and businesses.



An alternate proposal to provide residents with three-hours of free parking is currently under consideration by the City Council. If the proposal is placed on the March ballot, it would provide Beverly Hills residents with three-hours of free parking, without

*(continued on back page)*

# BEVERLY HILLS - IS FESTIVE



## *Celebrate the Season*

**B**everly Hills always shines, but during the holidays, it positively dazzles. This year, amid twinkling lights and colorful street banners, Beverly Hills becomes a winter paradise – complete with snow and a sleigh-full of good cheer.

On Thursday, December 9, **Snow 90210 Rodeo** entices shoppers to stroll through drifting snowflakes, enjoying in-store events and receiving complimentary horse and carriage rides with their purchases. At Two Rodeo Drive, a majestic, 30-foot holiday tree provides a stunning backdrop for Dickens carolers, frolicking polar bears and spirited musical entertainment.



*Photo Credit: Rodeo Drive Committee*

Hop on the trolley the same evening and visit Cañon Drive as retailers host a festive family celebration event at 4 p.m., that includes face-painting, scavenger hunt, live entertainment and an adoptable doggie parade. A concert featuring the Beverly Hills High School

Madrigals is planned at 5:30 p.m. in Beverly Cañon Gardens.

For all the details on holiday events, visit [www.lovebeverlyhills.org](http://www.lovebeverlyhills.org).

# BEVERLY HILLS - IS SAFE



## *Up on the Roof – New Rules Help Fire-Proof Your Home*



**S**hout it from the rooftops: By July 1, 2013, all roof coverings in town must meet Class A fire retardant standards. That's the deadline imposed by an ordinance that was updated in 2007 to promote the community's safety.

A dry climate, seasonal winds and topography make the City vulnerable to fire, and the ordinance was enacted to protect the lives and property of the Beverly Hills community. In 2007, when a devastating brush fire ripped through Franklin Canyon and sent flying embers to nest on non-rated rooftops of three Beverly Hills homes, the City took action.

Residents and businesses are strongly encouraged to plan ahead and ensure their rooftops meet Beverly Hills fire code standards by 2013. For more information about the roofing ordinance, including an exception involving repair work, go to [www.beverlyhills.org/woodroof](http://www.beverlyhills.org/woodroof).

## HELP MAKE DREAMS COME TRUE - BEVERLY HILLS STYLE!

This coming New Year's Day, the Tournament of Roses Parade will feature a float, themed "**Beverly Hills – City of Dreams Come True.**" The float will showcase the fabled Beverly Hills lifestyle before a global audience of more than 1 billion people. To learn about how you can volunteer as a float decorator or for sponsorship opportunities, call (310) 385-0679 or email [roseparade@bhcourier.com](mailto:roseparade@bhcourier.com).



## TAP, TAP – ALL PAID UP!



Paying your utility bill will soon get easier – a few clicks and you're good to go. Beginning on January 3, 2011, Beverly Hills utility customers can take advantage of the convenience of settling their accounts online. You can pay utility bills, review property information, secure permits and initiate service requests, among many other tasks. For more information, visit [www.beverlyhills.org/utilitybills](http://www.beverlyhills.org/utilitybills).

## BEVERLY HILLS - IS HELPFUL

### *Seniors: Get a Grip on Safety*

As many know, one misstep can lead to a visit to the local emergency room. Every year, thousands of older and disabled adults take that – often preventable – trip. To reduce the risk of falls, Beverly Hills residents should consider installing a few well-placed safety bars at home.

If installing your own safety bars seems a little daunting, you could be eligible for assistance. Free minor home repairs for low-income older and disabled adults in Beverly Hills are available through a Handy Worker Program funded by the City. Jewish Family Service (JFS) offers this program to both renters and homeowners who qualify for the service. For information about the program and possible product discounts (through Pioneer Hardware or any other participating store), call JFS at (310) 272-7890.



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## *Beverly Hills Parking Initiative – You Decide!*

*(continued from cover)*

changing the current free parking program for visitors. It is estimated that this proposal would result in a loss of general fund revenue of \$250,000 - \$400,000.

Beverly Hills voters are encouraged to study these measures as they will be deciding the fate of these proposals at the polls. A series of town hall meetings are planned in the coming months to

provide information and educational materials. For more information or to contact the City to host a town hall meeting, visit the City's website at [www.beverlyhills.org/2hourparking](http://www.beverlyhills.org/2hourparking).

**City Hall Closed**     *Friday, December 24 – Sunday, January 2*

All non-emergency City offices (including the Library, Greystone Mansion and Farmers' Market) will be closed during the last week of December for the holidays and employee furloughs. Visit [www.beverlyhills.org/furloughs](http://www.beverlyhills.org/furloughs) or call 310-285-1000.