



Ceremonial

IN FOCUS

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Taking Care of Holiday Business

At this time of year, out-of-towners deliver a welcome boost to the local economy. Residents can add to that effort by supporting both new and established businesses and service providers throughout the City. The benefits that come from doing business locally are tangible, and include putting dollars back into the community, creating new jobs and reducing greenhouse gas emissions.

This season, 16 brilliant Baccarat chandeliers return to Rodeo Drive as a shining tribute to the French company's 250th anniversary and to Beverly Hills' Centennial. Along the street, buildings and trees are festooned with nearly 150,000 twinkling lights.

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Beverly Hills has an appealing mix of retailers, first-rate restaurants and five-star hotels that helps to draw 5 million visitors each year while providing essential services to residents. For both tourists and residents, everything needed to design the ideal holiday experience can be found in the City's unique, world-class business district. And during the holidays, the district is definitely a dazzling, fun place to be.

Special events throughout the season include a menorah lighting ceremony, "snow" showers and sightings of Santa and Mrs. Claus on the Jolly Trolley. In addition, a European-style holiday bazaar is planned on Dec. 14 and 15 at Beverly Cañon Gardens, featuring handcrafted items from local artisans, edible treats and family entertainment. The annual visits of Santa Claus will take place in December at the Paley Center. Santa and Mrs. Claus will preside over cookies, cocoa and favorite holiday TV screenings. 🍪

For more information visit:
www.beverlyhills.org/holidays.

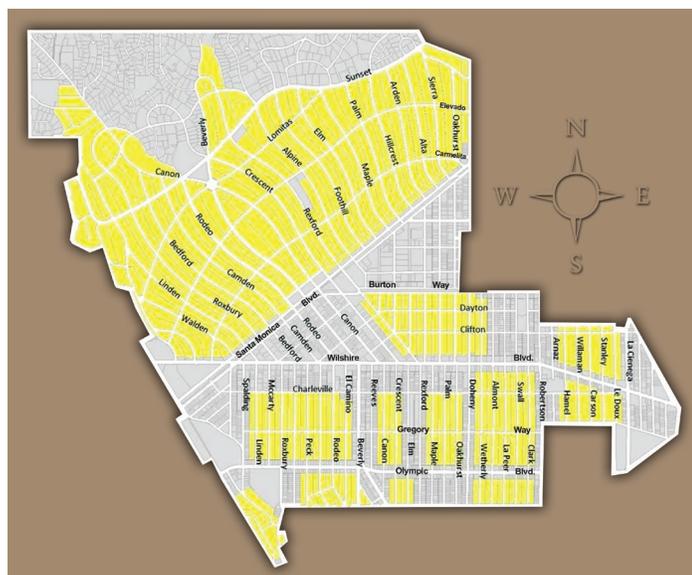
Standards Updated for Single-Family Homes

As of December 4, single-family homes within the central area of Beverly Hills will be constructed under an updated set of development requirements. These new standards may also affect major remodels. A map that shows the affected area is included below.

City officials began considering amendments to the Municipal Code two years ago amid community concerns about the scale and massing of houses being built in residential neighborhoods. Following creation of the City's Planning Commission task force in 2012, an ongoing Citywide discussion of the issue took place during a series of study sessions, public hearings, and a community workshop last fall.

The approved amendments to Beverly Hills' residential development standards specifically speak to building heights, side setbacks and landscaping and parking requirements. Key points of the revised development standards include:

- Maximum height of the home will be tied to its roof type. Porte cocheres must be set back a minimum of 4 feet from the front setback line.



Yellow zones indicate areas impacted by the ordinance



Revised development standards are now in effect

- For houses north of Santa Monica Boulevard, there is now a maximum roof plate height.
- Light wells may not be located in either front or side setback areas, except if screened in street-side setbacks.
- For properties south of Santa Monica Boulevard, the 9-foot wide side setback required on one side of the house for the first 38 feet will be extended along the entire length of the property.
- Walls or fences higher than 18 inches in the front setback must be located a minimum of 3 feet from the front lot line and the surrounding area landscaped.
- There must be a 2-foot wide area of landscaping along the entire length of each required side yard (certain exceptions apply).
- Additional parking spaces are required for new homes and may be required for added bedrooms in existing homes.

For additional information about the new ordinance, visit beverlyhills.org/r1standards or call (310) 285-1135.

To Give or Not to Give

This is the season when fundraisers ramp up requests for worthy causes and residents face choices about charitable giving. When making decisions about donations, keep some guidelines in mind:

- The Beverly Hills Municipal Code requires every solicitor to carry a City-issued solicitor's permit. Ask to see it, and check legitimacy with the Beverly Hills Charitable Solicitations Commission.
- Don't give cash to individuals; make checks out to the agency.
- Give to well-established programs and non-profits; in Beverly



For more information, visit www.beverlyhills.org/solicitations.

Hills there are a number of local opportunities to make financial and in-kind donations.

- Find out what percent of your donation will be used for the charitable cause itself.
- Ask if your donation is tax deductible; many groups are tax exempt, which is not the same as other non-profits.
- Watch out for fundraisers who refuse to provide detailed information about their agency or use a name that closely resembles a well-known, reputable charitable organization. 🍀

Have a Safe and Green Holiday!

Seasonal decorations are lovely to look at, but the danger of fire may lurk within them. Follow some simple safety hints to ensure a safe holiday:

- Choose decorations that have flame resistant or flame retardant labeling.
- Use lights that have the label of an independent testing laboratory. LED lights are shatterproof, shock resistant and produce almost no heat, greatly reducing the risk of fire and making the lights safe to touch.
- Make sure all electrical cords have no frayed or cracked wires or broken sockets. Don't attempt to repair a worn light set; throw it away and purchase a replacement.



- Don't overload electrical outlets. You shouldn't link more than three light strands, unless the directions indicate it is safe to do so.

This holiday, residents are also reminded to continue reducing the amount of waste going to the landfill by recycling their Christmas trees. Cut the trees to fit into green yard waste containers; those without green bins should place their trees in the alley next to their trash cans. Check that stands, ornaments and lights all have been removed. 🍀

More information is available at www.beverlyhills.org/holidaysafety.

Good Habits for Saving Water

With drought conditions lingering in the state for the third straight year, water conservation this winter and beyond is essential.

The City has declared a Stage B water conservation program, requiring a 10% reduction in water use.

Outdoor watering restrictions are now in effect.

Here are some no and low-cost, easy things to do all year that can save from 5 to 50 gallons a day:

Indoors

- Take shorter showers and use a bucket to capture cold water before it turns warm. Use the water to flush toilets or water plants.
- Turn off water while shaving or brushing teeth.
- Wait for full loads before using washing machine and dishwasher.
- Install water-saving shower heads and low-flow faucet aerators.
- Fix leaky toilets and faucets promptly; install aerators on faucets.
- Insulate your water pipes.



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Outdoors

- Use drought tolerant plants to meet your landscaping needs.
- Install smart garden technology: rotating sprinklers, weather based irrigation or drip systems to water your garden.
- Apply 2 to 3 inches of mulch around trees and plants to reduce moisture loss.
- Adjust your sprinklers to avoid overspray and runoff; repair broken sprinkler heads.
- Check for leaks in pipes, faucets, hoses and hose connections.
- Use shut-off nozzles on hoses.

For rebate opportunities or additional information, please visit www.beverlyhills.org/waterconservation.

Scam Alert for Seniors

Residents should be wary of those who offer anything – products, services, lottery winnings, found money, “special opportunities” – in exchange for fees in advance. Schemes involving prime bank notes and emails from foreign countries are just a few ways seniors, particularly, are tricked into losing money and property.

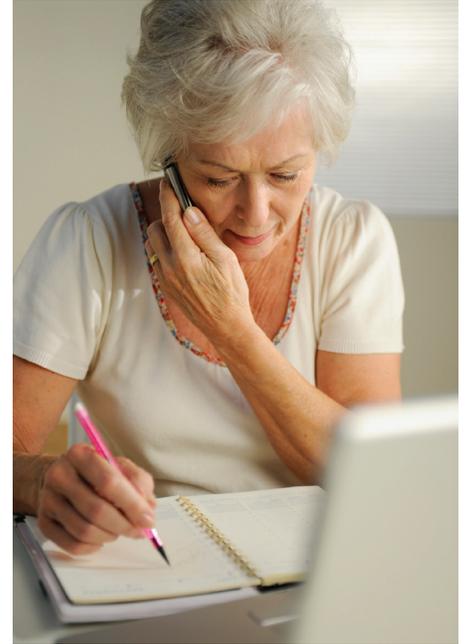
Beverly Hills seniors should steer clear of unsecured reverse mortgages and those who offer money or a free house in exchange for the deed to a property.

Here are a few tips on how to avoid becoming a victim:

- Know who you’re dealing with. Check out unfamiliar companies with consumer protection agencies, such as the Better Business Bureau, and don’t pay in advance for any type of service. Be suspi-

cious of those who pressure you to make a quick decision.

- Never send money or give out personal information, such as credit card numbers and expiration dates, bank account numbers, dates of birth or Social Security numbers, to unfamiliar companies and people or unsolicited callers.
- Make sure you understand any business agreement you sign; if the terms are complex, ask a competent attorney to review them.
- **If an “opportunity” sounds too good to be true, it probably is.**
- Don’t fall for calls or emails from people pretending to be a relative asking you to wire them money for an emergency.



- Don’t be too afraid or embarrassed to report an incident of fraud. Even the savviest senior can be taken in by a clever con. Help is always available through the City’s Human Services office, 310-285-1006 or Police Department, 310-550-4951.

For more information, visit www.beverlyhills.org/fraudprotection.

#BHHealthyCity on the Menu



#BHHealthyCity

A new City initiative says good nutrition should never take a holiday. “Eat Well, Beverly Hills,” urges local restaurants to commit to a menu that features at least one healthy dish made from fresh ingredients. Beverly Hills restaurant owners may sign up for this initiative at www.beverlyhills.org/EatWellBH.

Nutritional guidelines include: dishes must not exceed 667 calories; 35 percent of calories from fat; 10 percent of calories from saturated fat; and 767 mg. of sodium. Restaurants submitting meals that measure up will receive an official decal to be displayed in their window.



Live in Beverly Hills Work for Beverly Hills

CITY OF BEVERLY HILLS IS RECRUITING



The City of Beverly Hills is currently recruiting for part-time and full-time positions.

Learn about how you can join the City and help provide unparalleled services to your community.

View current job openings and apply online:

www.beverlyhills.org/jobs.

For additional information, call (310) 285-1067.

Calendar

DECEMBER



DECEMBER 6-7 • 13-14 • 20-21

Winter Afternoon Family Movie (Free)

Frozen by Walt Disney Pictures™

Beverly Hills Library

Monday, December 22

2:00 p.m.

Please call 310-288-2211 or visit www.bhpl.org.

Christmas Holiday – City Hall Closed

Thursday, December 25

7:30 a.m. – 5:30 p.m.

For information, please call 310-285-1000.

JANUARY

New Year's Day – City Hall Closed

Thursday, January 1

7:30 a.m. – 5:30 p.m.

For information, please call 310-285-1000.

Centennial Time Capsule

Will Rogers Park

Sunday, January 25, 2015

2:00 p.m.

For information, please call 310-288-2220.

ONGOING

Emergency Notification

Beverly Hills residents and businesses can sign-up for the City's mass notification system:

www.beverlyhills.org/notification.

City of Beverly Hills
Communications Office
455 North Rexford Drive
Beverly Hills, CA 90210-4817

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Make Room for Bikes – It's the Law



A recently revised state law enacted this fall requires motorists to allow a 3-foot buffer between their vehicles and bicyclists traveling in the same direction – or face a fine. The long-standing law was revised to define the distance between a bicyclist and motorist. If the required

clearance is not possible because of road conditions, drivers must slow down and pass “when no danger is present to the bicyclist.”

For more information please visit www.beverlyhills.org/newrules.

On the cover

Pictured on the steps of Two Rodeo are members of the Beverly Hills business community: Nira Lieberman, {E}NTER Boutique; Ety Benhamou, Le Mervetty; Fred Djie, Walter's Café; Thomas Blumenthal, Geary's; Dr. John Winters, Beverly Hills Small Animal Hospital.