



IN FOCUS

An Official Publication of the City of Beverly Hills November/December 2011



All That Glitters: City Set to Shine this Holiday Season

With shimmering beams of light illuminating the night and radiant crystal sculptures gleaming, Beverly Hills will put on a dazzling display of seasonal spirit along Rodeo Drive and in key commercial areas during the holidays.

“**Let It Sparkle**” is the décor theme for Rodeo Drive, courtesy of Swarovski Elements and the City. Among special features will be strands of crystals strung through palm trees; light pole



banners bearing Swarovski art design and five metal high-tech helix sculptures along the medians. Three of the sculptures will allow people to send electronic holiday greetings which will be displayed.

An unveiling ceremony for Rodeo Drive’s spectacular holiday décor is planned **Monday, November 21 at 7:00 pm**. The sparkle theme will be carried to other areas of the City as well.

Seasonal activities and events will take place on Fridays and Saturdays from 6 to 9 pm at Beverly Cañon Gardens throughout the month of December.

More bright spots include:

- Horse-drawn carriage rides through the City
- Snow machines at Via Rodeo and Beverly Cañon Gardens
- Entertainment with glow sticks, music and dance at Beverly Cañon Gardens
- Trolley tours with Mrs. Claus; meet Santa at the Paley Center
- Strolling madrigal singers from Beverly Hills High School

For details on these and other holiday happenings in Beverly Hills, visit www.beverlyhills.org or the Beverly Hills Conference and Visitors Bureau at www.lovebeverlyhills.org

Crescent Garage Paves Way for Business District



Just in time for the holidays! Crescent Drive is now open. Beverly Hills visitors are invited to park in the newly constructed City-owned garage, located along Crescent Drive and Santa Monica Boulevard.

The garage is a pay-to-park facility, built to provide hourly and monthly parking for the business district and future theater patrons when the Wallis Annenberg Center for the Performing Arts is completed.

The parking structure, which was completed ahead of schedule and below budget, is a subterranean,



three-level facility. It provides over 400 parking spaces in the heart of Beverly Hills – allowing convenient access to shopping and dining at nearby businesses and restaurants. Construction began in 2009 with the project carrying a \$42 million price estimate. The final cost was \$7 million less than expected, resulting in a savings of 15 percent.

Many green technology elements have been incorporated into the facility, including a beautifully landscaped lawn above ground, an energy efficient water irrigation system and electric car charging stations located on every level of the garage.

For more information visit www.beverlyhills.org/crescentgarage

Reduce Energy and Pocket the Cash

Homeowners in Beverly Hills can now collect up to \$8,000 in rebates by becoming more energy efficient.

Through a local initiative called “Energize the Westside,” residents can work with participating contractors who perform home upgrades that reduce both energy use and utility bills.

Some home improvements include:

- Attic insulation
- Duct sealing
- Thermostat shut-off valves
- Energy efficient heating and air-conditioning systems
- Tankless water heaters

In addition to receiving rebates for these upgrades, residents also pick up other benefits: lower energy costs, a more comfortable home, increased property value and improved air quality.

The program is administered by Los Angeles County’s Energy Upgrade California.



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

City Updates Noise Regulations

The City recently adopted an ordinance clarifying its rules on neighborhood noise in Beverly Hills. The statute resolves previous inconsistencies about noise restrictions, and targets exact hours when amplified sound must be controlled. In short, Beverly Hills residents must reduce amplified sound between 10 pm and 8 am. The ordinance is applicable seven days a week. To comply with the ordinance, amplified sound should not be distinctly audible from the property line during those hours.

Earlier this year, residents spoke on the subject of nighttime parties and loud music at five City public

“ BEVERLY HILLS RESIDENTS MUST REDUCE AMPLIFIED SOUND BETWEEN 10 PM AND 8 AM. THE ORDINANCE IS APPLICABLE SEVEN DAYS A WEEK. ”

hearings. Also present were Beverly Hills police officials who explained the challenges of using decibel readers to enforce regulations. The revised ordinance allows the police to impose noise restrictions with warnings, citations and fines.

For more information about the City's noise ordinance, visit www.beverlyhills.org/noiseordinance

Roofs: A Top Priority



Here's a reminder for residents and business owners: By **July 1, 2013**, all roof coverings in the City should meet Beverly Hills fire standards. An updated ordinance passed in 2007 requires that rooftops meet City fire code regulations by the deadline.

For more information visit www.beverlyhills.org/woodroof



“Visit Beverly Hills” for the iPhone

Stroll the streets of Beverly Hills and you'll come across an intriguing collection of public art and more.

“Visit Beverly Hills” is a free mobile application (app) that is now available for the iPhone. It offers a walking art tour of the City with mapped locations and information about various pieces of public art. In addition to public art, the City has enhanced the application with information on City facilities, events, parks, parking and other categories. Taking the concept a few steps further, the City will soon provide the app for iPad's and the Android phone.

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

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

PRSRT STD
U.S. Postage
PAID
Beverly Hills, CA
Permit No. 295

POSTMASTER: TIME SENSITIVE MATERIAL

We've Got Connections

Connect with your City government
on Facebook, Twitter and YouTube!
Visit www.beverlyhills.org to find out more.



♻️ Printed on recycled paper
© City of Beverly Hills 2011

Designers Work Magic on Greystone Mansion

Beverly Hills' historic Greystone Mansion is set to debut Maison de Luxe – a stunning showcase for the creative talents of over 20 of the nation's leading designers.

The 46,000-square foot mansion will open its doors for tours from **December 2 through 22**. Visitors may experience the splendor of the estate **Tuesdays through Sundays from 10 am to 3 pm**.

Sponsored by the City of Beverly Hills, Friends of Greystone and Luxe Interiors + Design, the Beverly Hills mansion is one of the leading show houses in the region.

For tickets, visit www.beverlyhills.org/maisondeluxe

