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Issue 650 • March 15 - March 21, 2012

**OUR
650th
Issue**

Focus on Philanthropy

The Weekly's interview with
Generation Philanthropy President
Dina Rezvanipour

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briefs

Brucker looks back on eventful year as mayor



Barry Brucker

S u b w a y .
Roxbury Park.
Hostile press.

Those were the three most challenging issues outgoing Mayor Barry Brucker said he faced during his mayoral term, which comes to a close Tuesday.

“I think the biggest challenge was [the media] not adequately conveying the facts of the decisions that the council was making and having to be on the defensive so often to counter some of the toxic head-

lines and mistruths,” Brucker said. “That was frustrating but it did not stop us from having probably one of the most accomplished years in council history.”

Among the City Council’s accomplishments in the past 12 months, Brucker highlighted concluding the police contract negotiations and reaching the final stages of fire contract negotiations, negotiating the Joint Powers Agreement with the BHUSD, approving the noise and Trousdale view restoration ordinances, voting to cease oil well drilling operations at Beverly High after the lease expires in 2016, and most recently, crafting a historic preservation ordinance. Just last week, the City Council appointed commissioners to serve on the Cultural Heritage Commission, which will administer aspects of the ordinance.

“What we were finding was that as the economy was starting to get better, developers were looking at maybe building new and in many cases not preserving some of our iconic structures and we sort of saw the wrecking ball getting warmed up,” Brucker said. “We felt [historic preservation] was a matter that

should take a higher priority and the council came together wonderfully to accomplish this.”

At the City Council installation last March, Brucker emphasized environmental sustainability as a priority for the City. One year later, Brucker said solar panels have been installed at City Hall and additional electric cars were purchased for the City’s fleet. Last week, Southern California Edison commended Beverly Hills for being a leader in environmentally friendly transportation, specifically plug-in vehicles.

Brucker praised not only his colleagues but also City staff members for their role in the accomplishments.

Though the Council considered many issues over the past 12 months, Brucker said the workload was similar the first time he was mayor in 2008. One of the key differences this term, Brucker said, was dealing with tough media scrutiny, especially from the *Beverly Hills Courier*.

“I know growing up it was always expected that what you read in the newspaper was vetted out and the truth and was just hard news,” Brucker said. “Early on I was told that if I was not going to vote a certain way on certain issues that I would be punished this year in the newspaper. I think when I, along with Dr.

WHAT’S ON YOUR MIND?

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SNAPSHOT

Inside Beverly Hills—BHTV10

Inside Beverly Hills, moderated by columnist Rudy Cole, will next air on March 15 at 5:30 p.m. and March 16 at 10 p.m. about Beverly Hills Then and Now with Fred Hayman; March 15 at 7 p.m., March 16 at 3 p.m., March 19 at 10 p.m., and March 20 at 8 p.m. about the Image of Beverly Hills; March 15 at 9 p.m. about Roxbury Park; March 16 at 7 p.m. about Historic Preservation; March 19 at 3:30 p.m. about the Beverly Hills Chamber of Commerce; March 19 at 5 p.m. about Beverly Hills Then and Now with Former Fire Chief Bill Daley and Former Mayor Mark Egerman; March 19 at 8 p.m. and March 20 at 6 p.m. about Public Works; and March 20 at 3:30 p.m. about Beverly Hills Fire Department.

On the cover

Third row, left to right: Josh Kaplan, Dina Rezvanipour, Dara Rezvanipour. Second row: Kalyn Long, David Damavandi, Jhoanna Flores. Front row: Jessica McAlister, Kathy Benjamin



AIPAC 2012
WASHINGTON, D.C.

30 Years After hosted Congressman Brad Sherman (D-Sherman Oaks) at a cocktail reception at the AIPAC (American Israel Public Affairs Committee) Policy Conference in Washington, D.C. on March 4. At the three-day conference, delegates heard speeches from leaders including President Barack Obama and Israeli Prime Minister Benjamin Netanyahu, and attended meetings and lobbying appointments on Capitol Hill about the U.S.-Israel relationship.

Left to right: Alex Yebri, Jasmin Niku, Pamela Kohanchi, Congressman Brad Sherman, Michael Yadegaran, David Kohan
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Beverly Hills Weekly

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OUR DATA SPEAKS VOLUMES



[Willie] Brien and others at times did not vote a particular way, we absolutely got disparaged in the paper. It was unfortunate, but I think you just cannot let a newspaper control or bully your decision-making. It was frustrating nonetheless because one expects the newspaper to report the news—good, bad, or ugly—without editorializing the front page.”

Another difference this term, Brucker said, was working with a council that had two new members, Lili Bosse and Julian Gold. When Brucker became mayor in 2008, there were no new members.

“I think the transition of everyone getting to know each others’ styles and routines took a little bit longer than we all expected, but I think all five councilmembers are extremely bright and contributed significantly to this year’s accomplishments,” Brucker said.

At last week’s city council meeting, Brucker’s colleagues called attention to the productive year under Brucker’s leadership.

“I cannot think of a year under anybody’s mayorship where so many important decisions and things that our community has waited for for many, many years [have] been accomplished under your leadership,” Bosse said. “I feel honored to have been able to serve with you as mayor and very proud of so many of the items that we did this past year.”

Brucker said he has not yet made up his mind about running for a third city council term, but he expects to decide by June.

“It’s the most profound honor to represent this community as their mayor,” Brucker said. “I truly enjoyed every moment of it, whether I was visiting the schools, dancing with our seniors during the [Active Adult Club] Valentine’s Day dance, taking calls late at night or being stopped in the grocery store. I wouldn’t trade one moment of this experience for anything.”

Tuesday’s City Council installation to kick off Brien’s year as mayor



Willie Brien

Beverly Hills will inaugurate its new mayor and vice mayor at the annual City Council reorganization meeting Tuesday evening. Willie Brien is expected to be installed as mayor and John Mirisch is expected to be installed as vice mayor. The meeting, which is open to the public, will take place in the Samuel Goldwyn Theater at the Academy of Motion Picture

Arts and Sciences at 7 p.m. A reception will follow.

Free parking is available at the 8920 Wilshire/La Peer garage, which opens at 6 p.m.; the 9025 Wilshire/Wetherly garage, which opens at 6:30 p.m.; and the 9100 Wilshire/Doheny garage, which opens at 6 p.m. and will provide shuttle service to the venue. For more information, call City Hall at (310) 285-1000.

Stepenosky named new Las Virgenes superintendent



Dan Stepenosky

ing and collaboration.

“Those two things are possible with strong relationships,” Stepenosky said. “If you think about schools, the most important relationship there is between the teacher and the child. For me at Las Virgenes the two things I’m most proud of are the team we’ve built and the relationship we’ve formed with both of our associations [the teachers and classified unions].”

Stepenosky served as Beverly High principal from 2003 to 2006. He started at Beverly High in 1995 as a physics teacher and became an assistant principal in 2001.

Stepenosky left BHUSD in 2006 when he became assistant superintendent of personnel at LVUSD. In December, Stepenosky was promoted to deputy superintendent.

Retiring Superintendent Don Zimring has accepted the position of headmaster of schools for Brandeis Hillel, a multi-campus Jewish Day School in the San Francisco Bay Area. Stepenosky said Zimring, who is leaving the district after 37 years, has set a strong foundation for LVUSD.

“He’s a lot like a Ben Bushman mentor, coach and friend to me,” Stepenosky said. “This district has been his life’s work. He’s done amazing things here, so he’s set a wonderful foundation. I look to lead and build upon that collaboratively. In my educational career, I’ve been blessed with wonderful mentors like Bushman, Rick Munitz, Tanis Harris, Gwen Gross and my very first teaching part-

ner, Dave Knowlton.”

LVUSD includes Calabasas, Agoura Hills, Hidden Hills and part of Westlake Village.

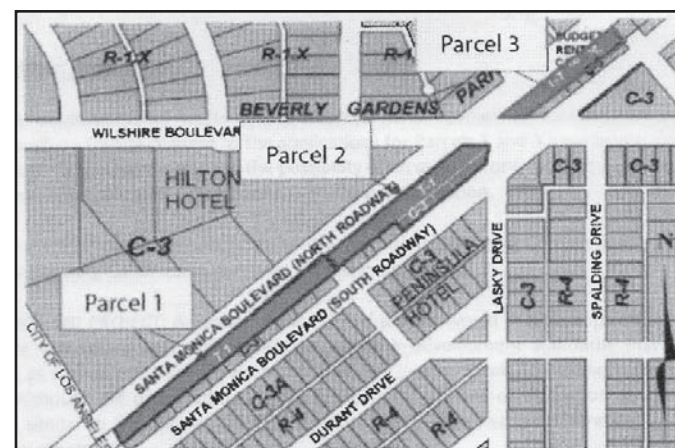
Go Greased Lightning! Beverly High preps for spring musical later this month

Four weeks into rehearsals, the Beverly High cast of *Grease* is embracing leather jackets and poodle skirts to portray the students of fictional Rydell High of 1959.

The spring musical production will open March 28 with a matinee at 2 p.m. and continue nightly March 29 through March 31 at 7:30 p.m. in the K.L. Peters Auditorium.

This year, Director Herb Hall said, three Beverly High alumni are helping out with the production, which features a cast of 40 students. 1989 Beverly High graduate Ben King, now a professional actor who played Johnny Casino in Beverly High’s 1987 production of *Grease*, is working with Hall and the cast. Another Beverly High graduate, Ash Sroka, is choreographing the production with the assistance of Janet Roston, and Arnold Lesin is assisting Technical Director Annie Terry.

Joel Pressman is *briefs cont. on page 4*



Gateway Project site

Gateway Project overlay zone reaching its final draft

The Planning Commission will meet at least one more time before finalizing an overlay zone for the Gateway Project site at Wilshire and Santa Monica boulevards.

The Planning Commission considered the Gateway Project for the third time in recent months on March 8. Commission Chair Dan Yukelson said he hopes the overlay zone for the project site is finalized by the Commission’s next meeting, and Yukelson’s last meeting as chair.

Environmental review will continue beyond the next meeting, Yukelson said.

“We decided that we did not want to be too specific on setting up standards for the overlay zone because we could be shooting ourselves in the foot,” Yukelson said. “We’re concerned we could be in effect designing projects when we’re not architects. We want it to be a little bit more broad based and really create objectives versus standards and allow the property owners to come to us with their creative thoughts and designs rather than boxing them into a specific hole.”

Yukelson said the Commission is considering setting acceptable ranges for building height and floor area ratio (FAR) that will dictate the amount of square footage permitted on the three parcels owned by Jeffrey Wilson, Maynard Brittan and Jeff Mirken that are currently zoned for transportation.

“Depending on how many of these objectives the developers can meet will determine how much height we’re willing to give and how much square footage we’re willing to give,” Yukelson said.

The goal, Yukelson said, is to create development objectives and provide protective language to ensure projects do not cause adverse impacts to the surrounding neighborhood.

“These objectives by being broad in nature in no way ‘loosen’ any City development standards,” Yukelson said. “In fact, in spite of the objectives created for this overlay zone, any project will still be required to come before the Planning Commission for review and approval.”

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NOTICE OF COMMISSION VACANCY

ARCHITECTURAL COMMISSION – deadline to apply April 13, 2012

The Beverly Hills City Council is seeking qualified candidates to fill one vacancy on the Architectural Commission.

For more information on this Commission position, please visit the City’s website at www.beverlyhills.org or call the City Clerk’s Office at (310) 285-2400.

BYRON POPE, CMC
City Clerk

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music director, Bill Bradbury is orchestra director, Brooke Lundy is producing and Lauren Fonville heads the costumes department.

Tickets are now on sale and are available online at www.ShopBHHS.com or at the box office before performances.

Beverly Hills prepares for L.A. Marathon; street closures Sunday

As Beverly Hills readies itself for the Honda LA Marathon, which will bring over 30,000 runners through the City this Sunday, residents should prepare for street closures from 5 a.m. to 1 p.m.

The marathon will begin at Dodger Stadium, pass through West Hollywood, Beverly Hills and Century City and conclude at Santa Monica Pier. Runners will enter Beverly Hills at Mile 17 of the 26.2-mile race, and the first participants are expected to reach Beverly Hills at 7:30 a.m.

The following streets will be closed for the marathon between 5 a.m. and 1 p.m.:

- Doheny Drive will be closed from Beverly Boulevard to Wilshire Boulevard
- Burton Way will be closed from Robertson Boulevard to Rexford Drive
- South Santa Monica Boulevard will be closed from Rexford Drive to Sepulveda Boulevard
- Rodeo Drive will be closed from Santa Monica Boulevard to Wilshire Boulevard
- Wilshire Boulevard will be closed from Beverly Drive to Santa Monica Boulevard

The Beverly Hills Farmers Market will be closed Sunday. Police staff and notification/message boards directing vehicles will be placed throughout the City. Rexford and

Beverly drives will be the first streets to reopen to north-south traffic at approximately 1 p.m.

If accessing Beverly Hills north of the route during the marathon from the 405 North Freeway, it is suggested drivers exit at Sunset Boulevard or Wilshire Boulevard, then travel east to Beverly Hills. To access Beverly Hills south of the route from the 405 South Freeway, take 10 East Freeway, and exit Robertson Boulevard.

Block party and spectator viewing will be located on Dayton Way at Rodeo Drive. The Beverly Hills Cheer Zone will feature vendors, live music and treat samples.

On the southeast and southwest corners of Rodeo Drive and Little Santa Monica, the Concern Foundation, which is sponsoring Team Concern runners, will man another cheer zone with music, volunteer cheerleaders and water.

As runners head toward Mile 18, they will proceed through Cheer Alley at South Santa Monica Boulevard and Moreno Drive, where they will be greeted by more than 600 local middle and high school cheerleaders.

The City of Beverly Hills will provide updates on City-specific Marathon information at beverlyhills.org/Marathon. For information about the Marathon in Beverly Hills prior to March 18, call (310) 285-1023. For information on the day of the Marathon, call (310) 550-4680. General Marathon information can be found at LAMarathon.com or by calling (213) 542-3020.

Board approves removal of contaminated soil at Hawthorne, mitigation plan for odor

The Board of Education voted 5-0 Tuesday



Mayor Barry Brucker participates in the ribbon cutting with actress Stacy Keibler as former Mayor Les Bronte, Joe Safier and Jodi Galen look on



Left to right: Ted Jones of the Fletcher Jones family, Superintendent Gary Woods, Audi of America President Johan de Nysschen, Board of Education member Lewis Hall, Board of Education President Brian Goldberg

Audi Beverly Hills grand opening brings together City, schools

Audi Beverly Hills celebrated its grand opening March 8 with a ribbon cutting by Mayor Barry Brucker, a presentation of a \$25,000 donation to BHEF and a speech by Audi of America President Johan de Nysschen. Audi, the first business to sign onto BHEF's new Business Sponsorship Program, has agreed to a four-year commitment of \$100,000. The program offers various benefits to local businesses that choose to support BHEF at different donor levels. For more information, visit bhef.org.

evening to approve the removal of 15 tons of contaminated soil in the tunnel under Hawthorne Building A, including under the auditorium, that was discovered in November following the mechanical, electrical, plumbing and civil engineering (MEPC) survey of the campus.

MEPC surveys are done before large construction projects to determine what needs to be repaired or mitigated.

Chief Facilities Official Nelson Cayabyab explained removal of the contaminated soil would be ordered without requesting a formal bid because its presence was determined to be an "immediate threat" due to a foul odor that was permeating the auditorium and hallways.

The board approved a contract with Clean Harbors to remove the soil for no more than \$24,481. EAI, Inc., a CEQA/hazardous material removal company, will monitor the job.

According to the emergency resolution, a deteriorated access hatch in a clay sewer pipe caused the problem. The resolution said the leak was plugged immediately and soil sanitized to await removal.

The Board voted 4-1 Tuesday night to start the process to mitigate the odor problem by

creating a fresh air duct path to support the tunnel and nearby hallways. Cayabyab said the district will also investigate where the lateral connection is to the main sewer pipe in order to permanently plug the line to prevent additional leaks.

Board member Noah Margo voted no on the mitigation system after asking Cayabyab if the system would be removed during Measure E construction.

"Yes, provided we are going to be removing the entire building and modernizing it," Cayabyab said.

Margo said installing that kind of system at this time would only make sense if the auditorium was going to be remodeled, and not demolished during Measure E construction.

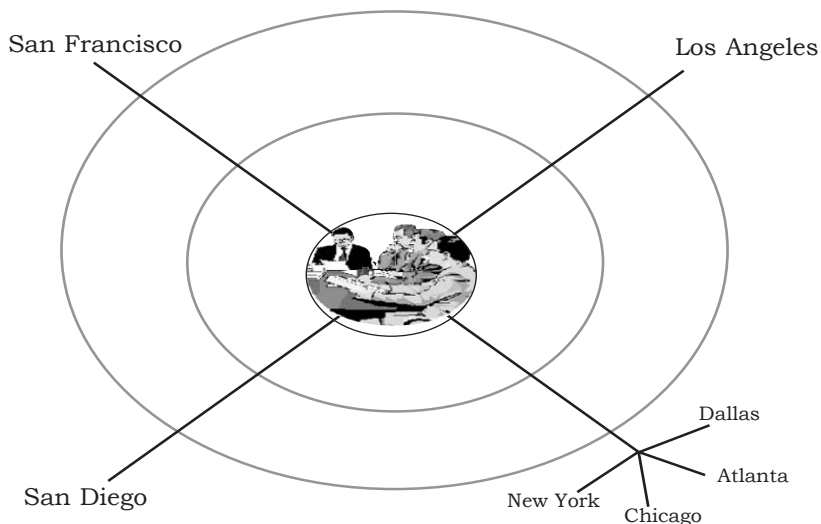
"I'm in support of better planning in the beginning," Margo said. "If they knew there was a problem, we should have studied design plans for Hawthorne and submitted a plan we could have kept there for odor mitigation. We can't design things temporarily. We don't have the budget to work that way."

At the Board of Education's study session on Feb. 28 the board directed facilities staff to move forward with construction plans for Hawthorne that would involve demolition

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Photo: City of Beverly Hills

Team Beverly Hills graduates include Joel Aronowitz, Cathy Barry, Michael Barry, Fiona Chalom, Trey Doheny, Nellie Emrani, Raymond Flade, Adrienne Forst, Samantha Galen, Jon Gluck, Nancy Goldman, Natalie Gordon, Bonnie Gottlieb, Steve Hendry, Jennifer Hughes, John Jameson, Kristin Jameson, Lisa Kay, Kerstin Leavitt, Nancy Markoff, Ariel Mossazadeh, Laurie Okum, Joe Patel, Tom Pease, Chloe Popescu, Shervin Rashti, Andrew Redston, Gregory Restum, Max Rubins, Joan Sanders, Rhoda Sherman, Andrea Spatz, Josh Tucker, AJ Willmer, Jeffrey Wolf

Go Team!

Thirty-five Team Beverly Hills members, including two Beverly High students, participated in a graduation ceremony for the 16th class March 1 at City Council Chambers. The Team Beverly Hills program gives Beverly Hills residents an inside look at local government and is designed to create an environment that develops and encourages leadership, participation and responsibility in the City's residents. Over a five-month period, members met 10 times and participated in tours, presentations, demonstrations, informal gatherings and open dialogue with representatives from various City departments.

of the majority of the campus, including the auditorium. The plans would preserve only the tower and a small part of the Rexford façade.

Margo said he acknowledged the odor mitigation was an issue, but he would have liked to see documentation outlining the odor's level of harm.

"The documentation we were given were contracts for a company to design a mitigation [system], not an environmental report that said this is causing harm," Margo said.

President Brian Goldberg said the "unfortunate reality" of having older buildings is the ongoing maintenance required.

"While no one is excited about spending money on something that's going to be torn out, this is a health issue that we need to address and make sure we don't have a recurrence of what happened with the sewage spill," Goldberg said. "The only way to ensure that is to replace this pipe and ventilation system."

Beverly High marching band invited to prestigious London New Year's Day Parade

The Beverly High Marching Band received a personal invitation to participate in the

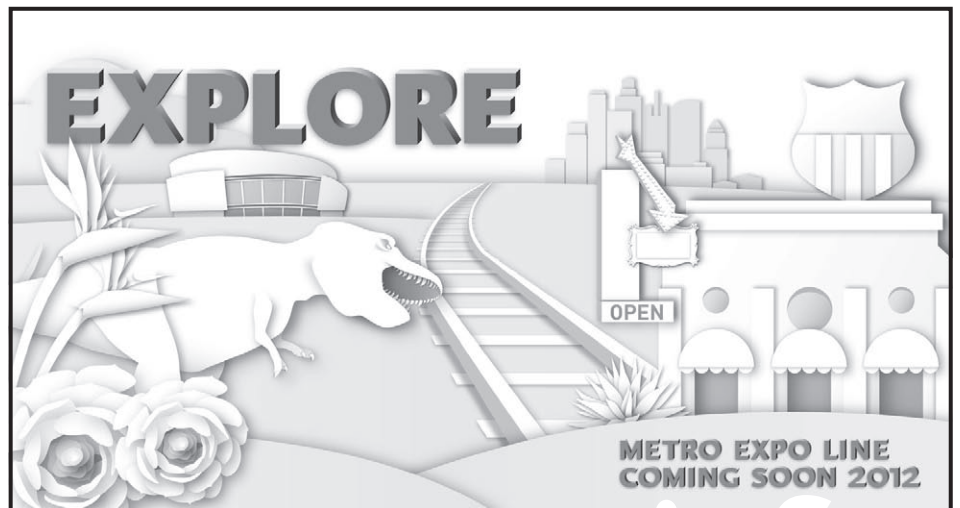
27th New Year's Day Parade and Festival in London earlier this month.

Former Lord Mayor, Councillor Duncan Sandys, Winston Churchill's great grandson, traveled to Beverly High March 1 to personally offer the invitation.

Instrumental music teacher Bill Bradbury

said he and the marching band will travel to England between Dec. 27 and Jan. 3. He said the tour would include sight-seeing, as well as plenty of opportunities for Beverly High students to interact with band students from

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Metro Briefs

WESTSIDE/CENTRAL

Metro Preparing To Open Expo Line

Metro has begun pre-revenue testing along the Expo Line corridor between Downtown LA and Culver City in anticipation of opening the new line. The light rail line is the newest extension of the 70-station Metro Rail system. Trains are running on a schedule of every 12 minutes along the route to simulate regular service.

Disadvantaged Workers Get Boost From Metro

Metro has set a plan in motion to increase the number of disadvantaged workers hired to work on the agency's transit and highway projects. An agreement between Metro and local building trade councils calls for 40 percent of the work hours on its projects be done by workers from economically disadvantaged neighborhoods.

Regional Connector Final Report In Review

Metro is gathering public comment on the final environmental report for the Regional Connector Transit Corridor light rail line. The two-mile underground route will connect the Metro Gold, Blue and Expo lines through Downtown LA. For more information and to comment, visit metro.net/regionalconnector.

Metro Offers Free Rides For Student Field Trips

LA County school students in grades 1-12, along with their teachers and chaperones, can ride free on Metro for field trips to 18 approved destinations. For details and information on the new Metro Student Field Trip Program, and how to reserve a trip, visit metro.net/ridesafely.

Work Scheduled For Wilshire Ramps To I-405

Construction will soon be underway to build new on-and off-ramps to the I-405 at Wilshire Boulevard as part of the I-405 Sepulveda Pass Improvements Project between the I-10 and U.S.-101 freeways. The project adds a 10-mile HOV lane on the northbound I-405. For more information, visit metro.net/405.



If you'd like to know more, visit metro.net.

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from the hills of beverly



Reality TV trash

And other notes of interest

By Rudy Cole

So, do I write about “Shahs of Sunset” and risk adding a few viewers to their ratings? My record in “expose” reporting isn’t all that good.

Some years back, during my television days at KTTV, I produced what I thought was a hard hitting documentary on Scientology. Although the local leaders, organized along naval terminology lines, knew this would not be a “friendly” feel good hour, they gave me almost complete access to cult leaders and members, including visits to their “celebrity center” then near mid-Wilshire.

Essentially, what the program cited was a kind of Ponzi scheme membership rip-off, aimed at troubled middle class youths seeking answers on the meaning of life.

What happened? The day after we aired the show, the Scientology “commodore” called to thank me for bringing them 100 new members. I hope that wasn’t exactly truthful.

Reality television, including the endless procession of hysterical women on the “Housewives of...” are apparently doing well on ratings, even while taking pay away from actors and writers.

Enter “Shahs of Sunset.” Having viewed some of the other incarnations of this formula of “unscripted” programs that were stereotypical, including shows on East Coast Italian women, supposed Beverly Hills style setters and the equally offensive Kardashian offerings, the “Shahs” did not disappoint. On the contrary, it reached a much higher level of trashy and insulting portrayals of its subjects: The Persian community of Western Los Angeles, including Beverly Hills.

The program overflowed with nonsensical type casting and offended almost every single Iranian friend who had seen the show.

Yes, there are some behavior patterns that are true of many people who migrate to America. New arrivals do tend to live in neighborhoods that become all Polish, Italian, German, Irish or Jewish, to cite a few. The old country languages and customs are dominant elements of their new lives, even as they become Americanized.

The Iranian/Persians now playing such an important part in Southern California life have both similarities and clear differences to their predecessor immigrant nationalities. As an example, Irish and Jewish immigrants arrived in America at the turn of the 20th Century mostly penniless and without any professional skills. They became, alternately, cops, firemen and other civil servants; and peddlers,

small shop owners, garment workers and similar survival work.

Although not every Iranian who fled the country following the fall of the Shah, and many long before, arrived with professional degrees and money to invest in real estate or business, their upper level income and advanced education training was often much more enhanced than predecessor immigrant groups. That is a critical difference that helps define the community.

The similarities with past migrations are also there: Maintaining family ties, language and religious customs brought to the new country, a feeling of comfort by remaining close to old country ties and associates—this is nothing new to the American experience.

Nor is the creating of disparaging stereotypes. Think of early movie, and even some recent, portrayals of Italians, African Americans, Irish or Swedes.

And it does harm. When blacks were only seen as domestics or rail road porters, always seemingly happy and content with their lives, the image did affect hiring and job advancement. Not to mention self-image and perception.

So too the ugly portrayals seen on the “Shahs” are harmful, offensive and, most important, not accurate, and even when close to truth and reality, become distorted exaggerations.

Continued immigration and change have helped make America the greatest nation in world history. We grow with and from new cultures and peoples, and the Iranian contribution to Southern California life is enormous and cannot be tainted by one mindless reality television show. Of course, every people find a different, unique path to their American lives and not every adjustment is without stress and challenges. However, we must always welcome diversity, accept some of the trials of adjustment and grow together. It makes us even stronger.

There is one other problem: We in California know that our Iranian neighbors have almost nothing to do with the current, frightening Iranian regime. This show does not make that sufficiently clear to middle America.

If this does increase the ratings, I promise to watch only my other favorite horror, “Celebrity Apprentice.”

Some Chamber of Commerce friends objected to my comments about the organization not being sufficiently involved with, or reaching out to, local retailers—especially smaller businesses.

They point to the reduction in city support, which means limited resources to promote many programs, including public information, but they add a valid list of business development and enhancement programs that do make significant contributions to our economy.

My comments were meant to be more regarding historical change—the loss of Chamber leadership from major retailers and small businesses. However, it is fair to say that the new board and their new executive director, **Alex Stettinski**, are making significant improvements and progress in supporting economic sustainability.

The Chamber simply needs to find the resources to more effectively inform the community on their programs—not just for members, but our economy.

Another Los Angeles Marathon and another Sunday of disruption for our business sector, churches and general mobility.

This may be a very worthwhile program and exciting for the marathon participants, but we need to take a very hard look on whether it truly benefits or harms our village and if that damage is offset by advantages to the region.

As for myself, I adhere to the adage: Whenever I feel the need to run, I lie down until the feeling passes.

Hopefully, the Marathon will have passed by before this event begins, but you should place on your event calendar a very unique program this Sunday: the 9th annual interfaith symposium of theology, art and music, this year at Beverly Hills Presbyterian Church, starting at 2 p.m. (check in at 1:45).

The program this year will have as moderator Rabbi **Edward Feinstein** with panelists Art Historian **Jeremy Glatstein**, Rabbi **Harold M. Schulweis**, the Right Reverend **Alexei Smith**, Dr. **Nick Strimple** and Dr. Rev. **David Worth**.

Dr. Strimple conducts the church choir. Performances will include Choral Society of Southern California, the Zimriyah Chorale and **Tali Tadmor**, piano. Music, art and discussions—well worth attending and admittance is free. (We are indebted to **Ari Bussel** for putting us in the loop for this info.)

One of our finest cultural resources, the Otis College of Art and Design, will hold an important award event on May 5 honoring the outstanding **Elaine Goldsmith** with their “Legacy Award.” More on this later, but save the date.

Another important date to save, June 5, when the Beverly Hills Firemen’s Association holds its 20th annual Backdraft Ball at the Beverly Hilton.

Proceeds from the dinner help support a variety of needs, mostly the Medical Trust Fund which provides continuing medical

insurance coverage for firefighters and their families, after they retire.

This, along with the Police Officers, Maple Counseling Center and BHEF, is one of the big four events in both community value and most enjoyable evenings. You want to make one small effort to show your support for our safety? Attend and contribute. Be among the positives in our village. (For more information and to make sure you receive an invitation, call (310) 288-1755 and ask for coordinator **Kerstin Leavitt**. (Doesn’t hurt that Kerstin’s aunt is the very popular former school board president, **Lillian Raffel** whose hubby **Stuart** has become the poster boy for successful hip joint replacement surgery.)

The Israelis are moving. No, not from the Holy Land, but from their decades-long consular offices at 6380 Wilshire Boulevard to west Los Angeles, entirely skipping over Beverly Hills.

Their new and improved venue is at the Landmark Two Building, 11766 Wilshire Boulevard. That structure is a veritable United Nations of consulates including Azerbaijan, Great Britain, Bulgaria, Croatia, Hungary, The Netherlands, Norway and Romania.

The move is scheduled for March 23 when their offices will be closed, reopening at their new site on Monday, March 26, 9 a.m. (For additional info and news updates, www.IsraelLAorg.)

Also, congrats to the outstanding Pres. **Shimon Peres** community meeting at the Beverly Hilton last week. One of many highlights that drew a tremendous response from the packed Hilton ballroom was this message from Peres: “We stand with the Syrian people in their struggle for freedom.” He also said he was pleased that support for Israel was bipartisan in America, and called **Barack Obama** a “great president.”

Peres always reminds me of one of the most unforgettable people I ever knew, the late and really great former mayor **Maxwell Hillary Salter**. In or out of power, Peres always managed a stop at the home of Janet and Max when he came to California, frequently as their guest. Max was a great American, but also a true friend of the Jewish state.

P.S. One of the region’s best CPA tax accountants also spent many decades at 6380 Wilshire. But **Bernie Melamed** only moved next door, not miles west.

Upcoming soon: Why the parking structure fund is really in trouble, the first TV meeting of all four candidates for state assembly and how the change in mayors will impact our city, plus some words on a good year during Mayor **Barry Brucker**’s term. Plus a report on a great Ritz-Carlton Dana Point weekend.

Rudy Cole served for eight years as a member and chair of the city’s Recreation & Parks Commission. He was also President of the Greystone Foundation and served on three other city committees. Rudy can be reached at: Rudy@bhweekly.com.



Hawthorne rose garden provides quiet reading haven

Hawthorne fourth graders read and enjoy the fresh air in Hawthorne's Reading Rose Garden, which was recently replanted and improved courtesy of the Hawthorne PTA, Friends of Hawthorne and Aimee Miller. Principal Kathy Schaeffer announced at Tuesday's PTA meeting she and Assistant Principal Christian Fuhrer would regularly host Reading in the Rose Garden on Friday mornings during recess. Students, parents and teachers are invited.

briefs cont. from page 5

all over the world.

"The choir, specifically the Madrigals, do a lot of traveling but it hasn't been part of the band's experience," Bradbury said. "With this privileged invitation, we thought that this might be our opportunity to do something special."

The London New Year's Day Parade and Festival involves more than 10,000 performers from all over the world and a street audience of about 500,000. The parade will be televised and streamed internationally by BBC.

reGeneration concert at Temple Emanuel aims to unite different faiths

Temple Emanuel is hosting and participating in a concert this Sunday evening that aims to bring together Christians, Jews and Muslims for an evening of music that benefits reGeneration, an organization focused on providing educational opportunities to children in the Middle East. The reGeneration Concert of Possibility, which will take place at Temple Emanuel on March 18 at 7 p.m. features music director Yuval Ron and the Yuval Ron Ensemble, a special appearance by Modern Family actor Ed O'Neill, Cantor Yonah Klinger and the Temple Emanuel choir. Other performers include Riad Abdel-Gawad, Ali Amr, Ahmed El Asman, Rabbi Hagai Batzri, Cantor Rita Glassman, Chazan Danny Maseng, Noor, The Yuval Ron Ensemble, Rowan Storm, Craig Taubman, Hillel Tigay and Judeo. To purchase tickets or for more information, visit regenerationedu.org.

--Briefs compiled by Melanie Anderson

BHHS Girls' Lacrosse Team Defeats Culver City Twice

The Beverly High girls' lacrosse team defeated Culver City, 12-3, in a Bay League game at Nickoll Field March 5, its second victory over the Centaurs in three days, with Natasha Kashani scoring four goals.

Olivia Rehbinder and Yasi Sanandaj each added two goals for Beverly Hills (2-2, 1-0 in league play), while Celine Elias, Talisa Kouyoumjian, Abbiegayle Levi and Jasman Naziri each scored one.

Norman goalie Inbar Avrahami made four saves.

Beverly Hills defeated Culver City, 9-1, March 3 in the seventh-place game of the eight-team Green Division of the Rose Bowl Tournament with Kashani scoring three goals and Kouyoumjian and Sanandaj two each.

Naziri and Dillan Watts each scored once for the Normans. Avrahami made three saves.

Elias and Kristen Huang scored and Avrahami made 11 saves in a 9-2 loss to Fullerton Rosary in a Green Division third-place semifinal March 3.

Beverly Hills opened its season with a 7-6 loss to Pasadena Westridge in a Green Division first-round game March 3, with Kashani scoring three goals, Watts two and Levi one.

Avrahami made six saves.

The tournament was played on the fields surrounding the Rose Bowl.

BHHS Boys' Lacrosse Team Loses to Loyola in Season Opener

The Beverly High boys' lacrosse team opened its season by losing to Los Angeles Loyola, 12-5, Feb. 28 in a nonleague game at Nickoll Field with Nick Heller scoring three goals for the Normans and Morgan Henderson and Maddy O'Neill one each.

Beverly Hills goalie Michael Suh made 21 saves.

The Normans lost to Peninsula, 12-10, March 2 in a Bay League game at Nickoll Field, with Heller scoring four goals and Henderson three.

Yaniv Sadka scored twice for Beverly Hills and O'Neill once.

Suh made 17 saves.

The Normans trailed 5-4 at the end of the first quarter, 8-5 at halftime and 10-6 entering the fourth quarter.

Henderson scored twice and Heller once in a 17-3 loss at Culver City in a Bay League game March 5. Suh made 13 saves.

Beverly Hills (0-3, 0-2 in league play) trailed 5-1 at the end of the first quarter, 10-1 at halftime and 14-2 entering the fourth quarter.

--Steven Herbert



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coverstory

FOCUS ON PHILANTHROPY

The Weekly's interview with Generation Philanthropy President

Dina Rezvanipour

By Melanie Anderson



What is Generation Philanthropy?

Generation Philanthropy is a nonprofit organization based in Los Angeles. We bring young professionals together to [raise] awareness about different causes that are around our community and around the world.

What inspired you to start this organization?

My mom [Donya Partow] has always been really big on helping others. I remember when I was five or six years old we would go feed the homeless together on Sundays. Growing up as part of the Girl Scouts in Beverly Hills, I was exposed to giving back and helping the less fortunate.

I've always had a passion to help others and I've been involved with several other organizations throughout the years, Society of Young Philanthropists, a local organization in Beverly Hills, being one of them. In May 2010 I decided to start Generation Philanthropy to create an outlet for young philanthropists to work together closely and raise awareness in our community and around the world. Our board members come from all sorts of professions. We have publicists, real estate brokers, accountants, entrepreneurs, editors. They all come from different backgrounds and they all believe in giving back. They all believe in making a difference in someone's life and have a passion to make a change.

How did your fellow board members become involved?

The first one being my brother [Vice President Dara Rezvanipour], he was also involved with Society of Young Philanthropists. We were both on the board.

We decided to leave that organization and start something on our own. He was a big help in making that happen. I sent out an e-mail to my friends and family and let them know I was starting an organization [to see] if they were interested in joining. Jhoanna [Flores] is someone I have worked with for years. She reached out immediately and said she wanted to be on board. Jhoanna brought on Jessica McAlister and through word of mouth [fellow 2002 Beverly High graduate] Kathy Benjamin reached out and asked if she could help. We were friends [at Beverly High] but we weren't close friends. We obviously have become a lot closer now that she's a part of Generation Philanthropy. David Damavandi is my brother's roommate so he wanted to be a part of it as well. Kaly [Long] works for me at 3d Public Relations and Marketing, so I asked her if she wanted to be a part of it. Josh [Kaplan] and Anand [Parikh] came through Dara and Dave.

What's it like working with your brother in this capacity?

It's wonderful. We have a really great relationship outside of Generation Philanthropy and that helps us work really well together on the board. He brings in a lot of the things I'm lacking and vice versa. We balance each other. He's very calm and I'm more hyper and energetic. He calms me down and brings me back to reality. I'm more the creative person; he's more the numbers guy. He handles the finances.

Tell us about your PR work.

I started my own company in January. It's called 3d Public Relations and Marketing. Before I started my own company, I had been in PR for eight years. I've done award shows from the Grammy's to the Oscars to fashion shows and celebrity charity events. I've worked with celebrities to musicians. You name it; I've worked with them.

How does your PR background help with your charity work?

I have built a really great network and great contacts over the years. When I decided to start Generation Philanthropy, they were all very eager to help me, so when I need sponsors for food or a photographer or alcohol, I just go into my Rolodex and I have those contacts and they will oftentimes give it to me for free or at-cost. I had asked about great venues and locations for our event. One of our board members, Jhoanna Flores, [has] Boutique Nightclub, AGENCY [as] her client, so my board members bring a lot to the table as well. Each one brings something different to the team. We all complement each other.

Last year, Generation Philanthropy supported a local organization called Chrysalis. Tell us about that.

Chrysalis is a wonderful organization [dedicated to creating a pathway to self-sufficiency for homeless and low-income individuals by providing the resources and support needed to find and retain employment].

They have helped so many people and so many families get off the streets of Los Angeles. We helped them and it was truly inspirational. Last April, we went in and did an interview seminar for them and we had about 25 people come. We were talking about how the [job] interview process works and the proper way of doing an interview and the questions

that they were asking and the excitement that they had in their eyes was so rewarding to all of our board members.

What is Generation Philanthropy currently working on?

[We're partnering with] Pencils of Promise, a nonprofit 501(c)(3) organization. Their mission is to build schools in the developing world and train young leaders to take action at home and abroad. Adam Braun is the founder and he started it three years ago. His goal for 2012 is to build 100

schools. It's only March, and they've already built 50. In a short span of three years, he's been able to make a difference in so many people's lives.

What inspired Braun to start Pencils of Promise?

He went backpacking and came across a little boy in India. [Braun] asked [him] what he wanted most in the world and the boy said a pencil. Adam's future completely changed from that. He then decided to create Pencils of Promise. Over the years he backpacked through more than 50 countries and was handing out thousands of pens and pencils.

How did you decide to partner with Pencils of Promise?

In November of 2011 I went to the third annual gala of Pencils of Promise and was so touched by Adam's story and all that he's accomplished in just a short amount of time. His passion and drive is really what made me want to devote Generation Philanthropy's following year to Pencils of Promise.

What's Generation Philanthropy's goal for working with Pencils of Promise?

Our goal is to [raise \$25,000] to build a school with the Charity Poker Tournament event on March 27. We want to build a school in Guatemala. By the end of the year we'd like to build another school to help them get to their goal of 100 schools.

Tell us about the upcoming charity poker tournament.

We are going to be hosting it at Boutique Nightclub, AGENCY on Tues., March 27 from 7 to 10 p.m. At 7:30 the poker tournament begins and it will go until about 10 p.m. Guests are welcome to stay afterwards to hang out at AGENCY. Tuesday night is their Industry Night. They are opening their doors to all of our guests for the rest of the night to party hopefully in celebration of us raising \$25,000.

What if you don't play poker?

If you don't play poker, we have other activities that are going to be going on throughout the evening and you can come support your friends who do play poker.

What are you looking forward to most about traveling this summer to Guatemala with your board?

I think being able to see a project from start to finish and the feeling of accomplishment and knowing that we're going to be helping children in [Boca Costa in southwestern] Guatemala get the proper education that they need and deserve. I'm very excited about going out there.

What's your long-term goal for Generation Philanthropy?

I envision Generation Philanthropy to have several chapters around the United States in the next five years and having young philanthropists running them, people in their 20s and early 30s wanting to make a difference.

To purchase tickets or for more information about Generation Philanthropy, visit www.GenerationPhilanthropy.org or call (310) 780-8416.

guestcolumn



A Win-Win Compromise Regarding Roxbury Park Renovation

By Gerald Lunn

Last week I discussed the current controversy regarding the renovation of Roxbury Park. Many members of the community and three members of the City Council believe that the current community center building should be replaced with a state of the art building that may be significantly larger than the existing building. Many other members of the community and two members of the City Council believe that it would be better to either renovate the existing building or at least keep a similar footprint with a new building.

This situation reminds me a lot of the acrimonious debates over the renovation of Beverly Vista elementary school that occurred when I was on the school board in the late 1990s.

Some of our most contentious meetings involved whether we should tear down some or all of the buildings at Beverly Vista. A somewhat small but well-organized group, comprised largely of people who live near the school, argued passionately for keeping all of the existing buildings, because they were architecturally significant, and to save money. Another group, as well as the staff, favored tearing down all of the existing buildings and spending a lot more money to end up with new, state of the art buildings that would better serve the needs of the students.

Ultimately, we found a solution that gave most of the people most of what they wanted. We agreed to tear down two of the historic buildings, but we kept the auditorium and the attached bell tower. We also agreed to require that the architects make a real effort to create a design that would echo the Romanesque Revival character of the original buildings. We did not micromanage the architects, but we did hold them accountable in delivering on their promise.

I believe that a similar win-win solution can be achieved with respect to Roxbury Park, if people can put aside their anger and distrust of the “other side.” I understand that some residents feel that they were tricked and lied to. They expressed fury at the town hall meeting held on Jan. 26. I share their anger, because I believe that the City did a poor job providing them with information and responding to their concerns. I also understand how some members of the City Council feel that they need to do what is best for the community as a whole and not bend to the threats of a small but well organized group comprised largely of people who live in the neighborhood near the park.

For me, this is déjà vu, because in the Beverly Vista controversy, the school board had to balance the legitimate concerns of the neighbors (and the preservationists) against the needs of the community as a whole. We succeeded by moving “outside the box” and aggressively attacking the problem, not each other.

With respect to the issue of renovation versus a new building, I would respectfully argue that this is not a close call. The existing building suffers from numerous structural problems and other defects, and it’s impossible to predict the nightmares that may be hiding under its peeling walls. And as I will argue below, by locating a new building along Olympic Boulevard, the city could create a vastly superior outcome for everyone.

The greatest concern of the people who don’t want a larger building is that they treasure “green space.” I share that concern. But what if we could build something new that actually increases the amount and quality of the green space in the park, while enabling greater enjoyment of the park by a larger number of people? And what if this could all be achieved in a way that actually reduces traffic, noise and air pollution, while alleviating the current shortage of parking? Is that not a plan that almost everyone could embrace?

Interestingly, the very first plan of the architects may hold the key to such a win-win solution. The original plan located the new community center at the far northeast corner of the park, with about three fourths of the street frontage along Olympic boulevard—you can see this in detail on page 15 of the Powerpoint presentation that I mentioned last week—it is labeled as “Concept A”, and you can access it at <http://www.beverlyhills.org/services/rec/roxbury/default.asp>. According to the Powerpoint presentation, the architects’ reasons for locating the building mainly along Olympic included removing the building from the neighborhood and mitigating noise. However, in all later plans, the building was moved south, closer to the current site along Roxbury Drive.

I can understand why many residents despised the original plan. It included an indoor aquatic facility and a second baseball diamond. In order to accommodate these features, the amount of green space would have to be greatly reduced. But perhaps the baby got thrown out with the bathwater, because there are compelling reasons to locate the building along Olympic Boulevard.

The original plan placed the building at the northeast corner of the park, with about three-fourths of the street exposure along Olympic Boulevard, and a much smaller profile along Roxbury Drive. As mentioned above, the architects gave two reasons for such location—removing the building from the neighborhood and mitigating noise. These are good reasons, but there are other reasons that seem even more compelling:

1. This approach would allow the seniors and other people who use the current facility to continue to use the current facility during the construction process. Renovating the existing building would displace them and some of them might not live long enough to ever enjoy the new building.

2. The focus of opponents of a new building is on preserving as much green space as possible. What they have not addressed is the fact that not all green space has equal value. A wooded acre next to a mountain stream is vastly more pleasurable than an acre of brownish, closely cropped croquet greens next to a busy freeway. Olympic Boulevard is the busiest street in Beverly Hills—populated with frustrated horn-honking drivers, noisy trucks and buses spewing tons of poisonous exhaust gases along both sides. Currently, the northeast portion of the park along Olympic Boulevard is devoted mostly to two large lawn bowling/croquet greens that are fenced off from public use, maintained at significant expense and used by almost nobody. Perhaps most of the croquet aficionados and lawn bowlers have expired from breathing the fumes of Olympic Boulevard, because in all my years living near the park, I have never seen more than three of them at a time, and I have seen none in recent years.

3. The architects’ original plan would have screened the more desirable part of the park as to approximately one half of the current frontage along Olympic, thus reducing the noise and air pollution affecting the park by approximately 50 percent. Also, because the sun comes in from the north during the heat of summer, a building placed in such location would block some of the sunlight during the summer, resulting in cooler temperatures. And during the winter, the sun comes in from the south, so the new building would not block any sunlight from reaching the park.

4. Once the new building is completed, the old building, the old parking lot and the old maintenance area can all be torn down and trees and pathways can be added in an area that adjoins the existing green space, thereby creating a substantially larger amount of contiguous green space that now exists—an area where people could plausibly feel like they are in an actual forest, largely screened from view of thousands of vehicles passing by on Olympic, not to mention the noise and eye-watering stench.

5. If we were to renovate the existing building, the staging would be nightmarish. Roxbury Drive is a residential street that has only two lanes and I suspect

that some people who live on Roxbury might not appreciate construction noise beginning at 8 a.m. five days per week, not to mention the dusty grime that would end up on their buildings and cars. And good luck to them finding parking during the year or two that it takes to complete the renovation, assuming that they don’t just crash their cars out of frustration over the traffic bottleneck that would result from the construction vehicles and temporary trailers. In contrast, the area along Olympic provides ample room for staging, and if the City was smart, it could add an extra southbound lane of approximately 125 feet on Roxbury just south of Olympic and require that all construction vehicles use such lane to access the site. It should be noted that such lane would not cost an inch of green space, because it could be created by using some of the existing diagonal parking spaces on the west side of Roxbury just south of Olympic.

6. There has been much debate about the height of a new community center, despite the fact that there is a six-story building across the street from the existing center. But if the center is sited along Olympic, some additional height would be a good thing in terms of blocking noise and pollution, as well as keeping the park cooler on hot summer days. I am not suggesting a six-story structure, but with a thoughtful design I believe that the vertical profile, as viewed from the residential properties, could be similar to that of the existing building. I also believe that tall cylindrical evergreen trees sited along the northern and western exposures of the new building could be used to make the building completely invisible from cars passing along Olympic, while creating a beautiful evergreen screen on both sides. Italian cypress trees grow at a rate of up to 3 feet per year, and can reach a height of up to 60 feet.

7. The architects’ preferred location could allow the vast majority of park users to access a secure, well-lit underground parking structure using the extra southbound lane described above, thereby vastly reducing the traffic on Roxbury forever, and also freeing up some of the existing diagonal parking spaces for people who live on Roxbury and who wish that they could obtain parking permits. Such underground area could also be used to house the bulk of the maintenance storage area that currently infects the southern portion of the park.

Adding this all up, I count at least six major wins for the people who live near the park—more high quality green space, less noise, less pollution, less traffic, more parking and less suffering during the construction process. Each of these benefits would be material on its own, and taken together they seem compelling.

Coming next time: a discussion of some additional elements of a win-win solution.

Gerald Lunn served on the Beverly Hills Board of Education from 1997 to 2001. He welcomes your comments and can be reached at editor@bhweekly.com.

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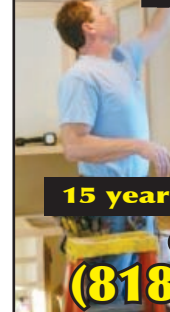
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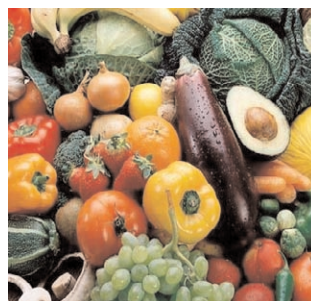
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the construction of the Four Gateway Monuments in the City of Beverly Hills ("PROJECT"), must be pre-qualified prior to submitting a bid on that PROJECT. It is mandatory that all Contractors who intend to submit a bid, fully complete the prequalification questionnaire, provide all materials requested herein, and be approved by the CITY to be on the final qualified Bidders list.

No bid will be accepted from a Contractor that has failed to comply with these requirements. If two or more business entities submit a bid as part of a Joint Venture, or expect to submit a bid as part of a Joint Venture, each entity within the Joint Venture must be separately qualified to bid. The last date to submit a fully completed questionnaire is the date shown on the cover page. Contractors are encouraged to submit prequalification packages as soon as possible, so that they may be notified of omissions of information to be remedied or of their prequalification status in advance of the prequalification deadline for this PROJECT.

Answers to questions contained in the attached questionnaire are required. The CITY will use these documents as the basis of rating Contractors with respect to whether each Contractor is qualified to bid on the PROJECT, and reserves the right to check other sources available. The CITY's decision will be based on objective evaluation criteria.

The CITY reserves the right to adjust, increase, limit, suspend or rescind the prequalification rating based on subsequently learned information. Contractors whose rating changes sufficiently to disqualify them will be notified, and given an opportunity for a hearing consistent with the hearing procedures described below for appealing a prequalification rating.

While it is the intent of the prequalification questionnaire and documents required therewith to assist the CITY in determining bidder responsibility prior to bid and to aid the CITY in selecting the lowest responsible bidder, neither the fact of prequalification, nor any prequalification rating, will preclude the CITY from a post-bid consideration and determination of whether a bidder has the quality, fitness, capacity and experience to satisfactorily perform the proposed work, and has demonstrated the requisite trustworthiness.

The prequalification package should be submitted under seal to the City Clerk at the address shown on the cover page. That page also indicates how the package should be identified.

The prequalification packages submitted by Contractors are not public records and are not open to public inspection. All information provided will be kept confidential to the extent permitted by law. However, the contents may be disclosed to third parties for purpose of verification, or investigation of substantial allegations, or in an appeal hearing. State law requires that the names of contractor applying for prequalification status shall be public records subject to disclosure, and the Contact Information page of this questionnaire will be used for that purpose.

Each questionnaire must be signed under penalty of perjury in the manner designated in the Certification, by an individual who has the legal authority to bind the Contractor on whose behalf that person is signing. If any information provided by a Contractor becomes inaccurate, the Contractor must immediately notify the CITY and provide updated accurate information in writing, under penalty of perjury.

The CITY reserves the right to waive minor irregularities and omissions in the information contained in the prequalification application submitted, and to make all final determinations. The CITY may also determine at any time that the prequalification process will be suspended for the PROJECT and the PROJECT will be bid without prequalification.

Contractors may submit prequalification packages during regular working hours on any day that the offices of the CITY are open. Contractors who submit a complete prequalification package will be notified of their qualification status no later than ten business days after the Due Date.

The CITY may refuse to grant prequalification where the requested information and materials are not provided by the Due Date indicated above. There is no appeal from a refusal for an incomplete or late application, but re-application for a later project is permitted. Neither the due date nor

closing time for submitting prequalification packages for this PROJECT will be changed in order to accommodate supplementation of incomplete submissions, or late submissions, unless requested by the CITY in its sole discretion.

In addition to a contractor's failure to be pre-qualified pursuant to the scoring system set forth in the prequalification package, a Contractor may be found not prequalified for either omission of or falsification of, any requested information.

Where a timely and completed application results in a rating below that necessary to pre-qualify, an appeal can be made by the unsuccessful Contractor. An appeal is begun by the contractor delivering notice to the CITY of its appeal of the decision with respect to its prequalification rating, **no later than two business days following notification that it is not pre-qualified.** The notice of appeal shall include an address where the contractor wishes to receive notice of the appeal hearing. Without a timely appeal, the contractor waives any and all rights to challenge the decision of the CITY, whether by administrative process, judicial process or any other legal process or proceeding.

If the Contractor gives the required notice of appeal, a hearing shall be conducted **no earlier than five business days after the CITY's receipt of the notice of appeal and not later than five business days prior to the date of the Notice Inviting Bids for this Project.** Prior to the hearing, the Contractor shall, in writing, be advised of the basis for the City's pre-qualification determination.

The hearing shall be conducted by a panel consisting of three members of the Department of Public Works & Transportation senior management staff (the "Appeals Panel"). The Appeals Panel shall consider any evidence presented by the Contractor, whether or not the evidence is presented in compliance with formal rules of evidence. The Contractor will be given the opportunity to present evidence, information and arguments as to why the Contractor believes it should be pre-qualified. Within one week after the conclusion of the hearing, the Appeals Panel will render a written determination as to whether the Contractor is pre-qualified. It is the intention of the CITY that the date for the submission and opening of bids will not be delayed or postponed to allow for completion of an appeal process.

* * * * *

UPON RECEIPT OF THIS PACKAGE PLEASE SEND AN EMAIL TO tmalabanan@beverlyhills.org WITH YOUR CONTACT INFORMATION TO KEEP APPRISED OF ANY UPDATED INFORMATION THAT MAY BE ISSUED PRIOR TO YOUR SUBMITTAL

The full prequalification package can be found on the City of Beverly Hills website:

Type the following website address in your browser for the Civil Engineering webpage: <http://www.beverlyhills.org/government/pwtrans/engineering/default.asp>. Once on the Civil Engineering webpage, click the "Bid #12-27" link on the left-hand-side of the page and you can download the "PREQUALIFICATION PACKAGE FOR THE CONSTRUCTION OF FOUR CITY GATEWAY MONUMENTS" document.

PROJECT DESCRIPTION

In November, 2009; Community Services/ Recreation staff and Landscape Architect Steve Smith of Gruen and Associates presented proposed options associated with monument signage intended for placement at the following four specified locations in the City:

- Olympic Boulevard at Beverly Hills High School (West City Limit)
- Santa Monica Boulevard North at Doheny Drive (East City Limit)
- Wilshire Boulevard at Whittier Drive (West City Limit)
- Wilshire Boulevard at San Vicente Boulevard (East City Limit)

City Council gave approval to conceptual designs presented for each location and in January, 2010; three dimensional models of the various proposed gateway signage was presented to City Council followed by a presentation in August 2010 of Gruen's final design for Wilshire/Whittier Gateway Feature; at which time City Council advised Project Administration staff to move forward with opening

the Wilshire/Whittier location up to bid.

In December 2011, a decision was made to pre-qualify proposed Contractors who will bid on the construction of all four Gateway Monuments when and as the Construction Documents are finalized for each location.

At this time; Gruen Associates have finalized construction documents for the Wilshire Boulevard/ Whittier Drive location; and it will be the first "test" site for installation that will be transmitted to the Pre-Qualified Bidders on/before **Monday, April 16, 2012.**

The PROJECT involves monument construction in conjunction with associated landscaping, concrete and street paving work at four heavy-traffic locations throughout the city. The PROJECT will be constructed in four phases. Phase 1 is the Wilshire/Whittier location. Some of the features of the new Gateway Monuments will consist of decorative concrete and/or stone paving, specialized stone cladding work, street furniture and elaborate landscaping. The work consists of demolition and enhancement of four major intersections/raised medians within the City of Beverly Hills.

The current estimate for the Wilshire/Whittier installation is approximately \$850,000. A 10% bidder's security or bid bond will be required to bid, and the selected lowest responsible pre-qualified bidder will be required to provide 100% performance & payment bonds.

ORDINANCE NO. 12-O-2621

AN ORDINANCE OF THE CITY OF BEVERLY HILLS EXTENDING INTERIM ORDINANCE 11-O-2608 PROHIBITING HIGH IMPACT CONVENIENCE STORES UNLESS SPECIFICALLY APPROVED BY THE CITY, AND DECLARING THE URGENCY THEREOF.

THE CITY COUNCIL OF THE CITY OF BEVERLY HILLS HEREBY ORDAINS AS FOLLOWS:

Section 1. **Legislative Findings.**

The City Council of the City of Beverly Hills is concerned that high impact convenience stores may not be compatible with nearby land uses in the City. Such uses can generate excessive noise and litter, increase traffic, exacerbate parking issues, and reduce the value and enjoyment of nearby properties. As such, the City Council is in the process of devising permanent regulations regarding the development and operation of convenience stores.

Because the public process of adopting permanent regulations may be lengthy, and because the establishment of high impact convenience stores during the public process might frustrate the ultimate regulation adopted, the City Council adopted Ordinance No. 11-O-2608, an interim ordinance that took effect immediately on April 21, 2011 (the "Interim Ordinance"). The Interim Ordinance defines and then prohibits "high impact convenience stores" in the City, allowing them only pursuant to a convenience store conditional use permit. On May 24, 2011, the City Council extended the effective period for the Interim Ordinance for an additional 10 months and 15 days. At that time, the City Council also amended the definition of "high impact convenience stores" for the purposes of the Interim Ordinance.

Section 2. **Authority.**

Pursuant to Government Code Section 65858, the City Council may adopt, as an urgency measure, an interim ordinance that prohibits any uses that may be in conflict with a contemplated zoning proposal that the City Council is considering, studying or intends to study within a reasonable period of time. After public notice, the City Council may extend the interim ordinance pursuant to Government Code Section 65858. The City Council previously extended Ordinance No. 11-O-2608 to remain effective for an additional 10 months and 15 days. The City Council finds that it is necessary to extend Ordinance No. 11-O-2608 again to remain in effect while the City refines permanent regulations. Notice of the public hearing at which the City Council considered adopting the current extension ordinance was duly published on February 17, 2012 in the Beverly Hills Courier and also published on February 23, 2012 in the Beverly Hills Weekly.

Section 3. **Urgency Findings.**

The City Council finds and determines that the unregulated operation of high impact convenience stores would result in an immediate threat to the public health, safety or welfare. As described in

Section 1, the high customer turnover and vehicle-focused nature of high impact convenience stores will likely result in increased localized traffic, parking problems, and unwanted commercial intrusions into established residential neighborhoods. In addition, high impact convenience stores may increase litter and generate excessive noise that would deteriorate the quality of life for those in the immediate vicinity. The unregulated establishment of high impact convenience stores during the Council's review and consideration of permanent regulations could frustrate the ultimate regulation adopted. At the same time, overly inclusive regulations may have the unintended effect of hindering the development of convenience stores that do not have negative consequences on the surrounding neighborhoods. Thus, to preserve the public health, safety and welfare, it is necessary that this Ordinance take effect immediately to extend the Interim Ordinance, as amended by the subsequent Ordinance 11-O-2609 extending Ordinance No. 11-O-2608. This additional extension of time will allow the City to develop regulations that effectively protect neighborhoods while limiting its applicability to those convenience stores that negatively affect surrounding neighborhoods.

Section 4. **CEQA Findings.**

The City Council hereby finds that it can be seen with certainty that there is no possibility that the adoption and implementation of the Interim Ordinance or any extension thereof may have a significant effect on the environment. This extension of the Interim Ordinance does not authorize construction and, in fact, imposes greater restrictions on certain development in order to protect the public health, safety and general welfare. This extension is therefore exempt from the environmental review requirements of the California Environmental Quality Act (CEQA) pursuant to Section 15061(b)(3) of Title 14 of the California Code of Regulations.

Section 5. **Severability.**

If any section, subsection, subdivision, sentence, clause, phrase, or portion of this Ordinance or the application thereof to any person or place, is for any reason held to be invalid or unconstitutional by the final decision of any court of competent jurisdiction, the remainder of this Ordinance shall be and remain in full force and effect.

Section 6. **Approval and Extension of Ordinance.**

This Ordinance, adopted as an urgency measure for the immediate protection of the public safety, health, and general welfare, containing a declaration of the facts constituting the urgency, and passed by a minimum four-fifths (4/5) vote of the City Council, shall take effect immediately upon its adoption and shall extend the effect of the Interim Ordinance, as amended by Ordinance 11-O-2609, for an additional period of one year. The Interim Ordinance shall remain in effect until April 20, 2013.

Section 7. **Publication.**

The City Clerk shall certify to the adoption of this Ordinance and shall cause this Ordinance and his certification, together with proof of publication, to be entered in the Book of Ordinances of the Council of this City.

Adopted: March 6, 2012

BARRY BRUCKER
Mayor of the City of Beverly Hills, California

ATTEST:
BYRON POPE (SEAL)
City Clerk

APPROVED AS TO FORM:
LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:
JEFFREY KOLIN
City Manager

SUSAN HEALY KEENE
Director of Community Development

VOTE:
AYES: Councilmembers Gold, Bosse, Brien, and Mayor Brucker
NOES: None
ABSENT: Councilmember Mirisch
CARRIED

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100-199 Announcements

105-General Services
110-Funeral Directors
115-Cemetery/Mausoleums
120-Clubs/Meetings
125-Personals
130-Legal Notices
135-Beauty Aids
140-Health Aids
145-Lost Items
150-Found Items
155-School and Classes
160-Adult Entertainment
161-Escort
165-Massage
170-Caregiver
171-Elderly Care

200-299 Services

201-Accounting
202-Acoustics
204-Additions
206-Appliance Repair
208-Asphalt Paving
210-Bath Tub Repair/Reglazing
212-Bookkeeping Services
214-Brush Clearing

215-Building
216-Car Alarms
217-Culinary Service
218-Carpentry
220-Cleaning
222-Carpet Installation
224-Computer Repair
225-Computer Tech Support
226-Concrete
227-Construction
228-Contractors
230-Counseling
232-Decking
234-Drywall
236-Electrical
237-Entertainment
238-Exterminators
240-Fencing
242-Garage Doors
244-Handyman
246-Hauling
248-Internet Services
250-Iron Work
252-Janitorial
254-Landscaping
255-Legal Services
256-Locksmith

LEGEND

258-Moving/Storage
260-Music Instruction
262-Painting
264-Pet Sitting
265-Photography
266-Plumbing
267-Piano Tuning
268-Roofing
270-Sandblasting
272-Security Services
274-Stained Glass
276-Tile
278-Tree Service
280-Tutoring
282-TV/VCR/DVD Repair
284-Video Systems
286-Windows
288-Word Processing
289-Lessons
290-Trainer

400-499 Real Estate
400-Homes For Sale
401-Real Estate
402-Condominiums
404-Commercial/Industrial
406-Mobile Homes
408-Income Property
410-Lots For Sale
412-Farms/Ranches
414-Resort Property
416-Lakeshore Property

300-399 Rentals
300-House Furnished
302-House Unfurnished

418-Oceanfront Property
420-Out-of-State Property
422-Real Estate Exchange
424-Real Estate Wanted

500-599 Employment
500-Employment Opportunities
501-Help Wanted
505-Work at Home
510-Employment Agencies
515-Business Services
516-Business Opportunities
520-Jobs Wanted
521-Personal Shopper
522-Drivers

600-799 Merchandise
600-Garage Sales
610-For Sale
615-Business For Sale
700-Antiques
705-Appliances
710-Medical Supplies
715-Coins & Stamps
720-Computers
725-Furniture
726-Miscellaneous

730-Musical Instruments
735-Office Furniture
740-Television/Radio

800-899 Financial
800-Real Estate Loans
801-Financial Services
802-Money to Loan
804-Money Wanted
806-Mortgage & Trust
808-Escrows

900-999 Transportation
900-Autos For Sale
905-Trucks & Vans
910-Motorhomes/Campers
915-Motorcycles
920-Trailers
925-Classics
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935-Aircraft
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140-HEALTH AIDS

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115- CEMETERY

Eden Memorial Park 2 marble side by side wall crypts near entrance. Valued at \$11K each- asking \$15K for the pair. Contact Myra (818) 884-5183

EDEN MEMORIAL PARK Mission Hills Mt Eilat Section (sold-out section)

Two family owned plots (not side by side but close to each other)
Plot 36, Space C
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Call or e-mail Aubrey (206) 367-4245
Rprovisor9@aol.com

Eden Memorial park Mission Hills, CA. 1 plot in Mount of Olive Center. Plot # 1622H Beautiful location. Valued @ \$11,500k selling for \$8,500k (818) 700-1204

Forest Lawn Cypress Single plot. Area: Constant Love. \$3500. (714) 761- 1957.

Forrest Lawn Cemetery, Prestigious Glendale Location. 1 Lot, Even Tied Section, which is sold out. \$5,900/\$1,000 under going price. Call James at (209)588-0938.

FOREST LAWN CYPRESS- 1 double plot in Everlasting Hope. Endowment & transfer fees included \$6,500/obo (925)683-4345

Forest Lawn, Cypress. 2 available plots going for \$4,900 each. Richard (949) 395-4225

Single Cemetery Plot, Forest Lawn Cypress, Sheltering Tree Section "Space #2 Lot 592" \$5,500 (949) 422-7087

Forest lawn Glendale 1 plot on the north slope of the great mausoleum. Plot 2-16 \$5000. (928) 636- 1921

Forest Lawn Hollywood Hills. Court of Valor. \$4,500. Call Elizabeth at (951) 231-8542

Forest Lawn Hollywood Hills. 2 plots, Enduring Faith, Lot 4404 Spaces 1 and 4 \$5K Each. (702) 202- 2427 or (213) 999- 6977

Hollywood Hills Forest Lawn, 8 Cemetery Plots, All Fees Paid, Title Transfer Fee, Lot J55 Peaceful Memory, Plots 6068 & 6069, valued at \$7,200, selling for \$6,000 each. George (818) 426-9496 Gavak@charter.net

Forest Lawn Hollywood Hills Companion Plot in Lincoln Terrace in the Tudor Family section 80 (520) 578-6399 pp

Green Hills Memorial Park, Rancho Palos Verdes. Beautiful Harbor view area. 4 adjacent plots. \$7k each. (310) 548-4147

Hillside Memorial Park. Single plot in the Sunland Gardens section. Plot is a 3rd row wall crypt. Market value 9,130. Asking price 7,000. Please contact Beverly (503) 227- 5692

INGLEWOOD PARK CEMETERY. 2 Double plots, side by side. Below retail. (310) 323-9737pp

Double and Double. Side by Side. (4) plots total. Inglewood Park Cemetery Below Market Price (310) 323-1737

Montecito Cemetery Plot for sale. Great location, selling well below retail price. Worth \$8,500, selling for \$5,000 or best offer. (909) 824-2959

Single wall crypt at Mount Sinai Memorial Park at Heart Level in Court of Psalms #43139. Beautiful Location. Will see for \$3,500 and seller will pay transfer document fees. (949) 588-8669.

Mount Sinai Memorial Park. Hollywood Hills, CA. For sale 2 side-by-side spaces at Gardens of Ramah lot 1543. Beautiful Sold out section. \$17, 500. (323) 428-6697.

Two burial spaces at Oakdale Memorial Park. Located in Section G, Lot 223, Companion Lawn crypt 32. Owner is asking \$4,000 for this companion lawn crypt unit. Deed fee will be paid for by seller. (352) 350-7144

Plot at Pacific View Memorial Park. Located in the front of the cemetery, near entrance, easy access, trees, and a view of the Pacific, Lot 229. The list price for this space is over \$10,000, special reduced price of \$6,000. (281)827-9620

Pacific View Memorial Park New Port. 2 person crypt-Sunset Garden Court. \$20k. (949)378-5629.

Pacific View Memorial Park plot in Sea View facing the ocean. Section 1292, Plot D, double plot RETAIL: \$23,000 Asking: \$18,000 OBO (949) 673-4533

Pacific View Cemetery, Newport Beach. Two super prime plots for sale. Top of the hill near John Wayne, holds four caskets. Has a beautiful view of Catalina. Contact Andrea (949)310-5687

Pacific View Memorial Park-SEA VIEW. 1407 Space C. \$7,500. Call (714)-390-6905 or (714) 968-7621

Pierce Brothers Westwood Memorial Park, Double Crypt, Located in the Sanctuary of Peace, Lot 11D, available for \$40,000. Sean (909)936-3366

2 Plots for sale at Rose Hills Cemetery. Two spaces apart from one another. Beautiful view, great location on the top of the hill next to the curb. Can sell together or individually. \$7,000 for both. \$4,000 each. Contact Sylvia (562) 644-2937

Rose Hills Cemetery Whittier, CA

4 Plots for sale in Rainbow Garden

Grave 3+4 Lot 1812, Grave 3+4 Lot 1918

Selling for \$3,000 EACH, Home (928) 758-6418 Cell (928) 234-1929

Leave a message on home phone

Rose Hills Memorial Park, Whittier. Grave 1 & Grave 2. Lot 5738 in the Garden of Affection. Asking \$8,000 plus Rose Hills transfer fees for both. Please contact Randy (415) 383-9586.

2 Side By Side Plots for Sale at Rose Hills Cemetery. Located in the Sold Out Section of "Poplar Lawn" in a level portion of the park. Section 3761, Plots 3 & 4. \$9,999.00 for Both, OBO. Will consider selling them individually. Buyer pays transfer fees of \$200.00 per plot. Call Doug White (970) 379-4000.

2 Plots at Rose Hills Cemetery for sale. Daybreak Paris on the hill with a great view of the city. Asking \$5,000 Each, Selling Below Retail Price. Call Terry for more information @ (323) 837-1261

Rose Hills indoor niche in Sky-rose Chapel, Tier 201 & 202, worth \$7,100 selling for \$5,400. Call Joe (626) 674 -8384

One plot at Rose Hills Cemetery, Lot #5705 Alder Lawn, Will sell for \$8, 500. (808) 929-7610

Rose Hills, Whittier, 2 plots in Acacia section, value 3,000/ each. Make offer (951) 791-0870 pp.

4 burial spaces at Rose Hills Memorial Park, located in Garden of Peace, Lot 819, Spaces 1,2,3,4. The cemetery list price is \$5800 each space and owner is asking \$9600 for 2 spaces of \$19,200 for all 4 spaces. (928)758-7220

Westwood Memorial Park. 2 Double Cremation Plots. \$15,000 for both. PP. (310)277-5275

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Tea Cup CHIHUAHUA Puppies. 2 Female & 1 Male super small, like a soda can! Must see! 9 weeks with shots. Please call or text \$250. (213) 905-0586

English Bulldogs for sale. 4 females, 3 males. AKC registered. 1300 each. 4 male Frenchies. \$1000 each. Please call (323) 704- 5290.

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332-1840 daomaster@hotmail.com

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HAVANESE PUPS AKC. Adorable black/white parti, hypoallergenic, health guaranteed, joyful lap babies \$400-875. 209 402-4662, marydogma@hotmail.com

LABRADOR RETRIEVER puppies, chocolate, 6 weeks old, AKC pure bred, shots, de-wormed, micro-chipped, house trained. (760)250-0896

One month old blue mastiffs pups. 2 Boys and 2 Girls looking for a great family and a home. Easy to train, very intelligent and most of all great with other kids and pets. Only serious and responsible inquiries please. These dogs are my family. Marvin (310) 560-8735

STANDARD POODLE AKC, Chocolate, blockheads, 7 wks, shots, declawed, vet checked, \$600.00 Gorgeous (951) 306-4177

POMERANIAN PUPPIES. Rare blue eyed, blue merle and cream color. Will be small, 9 weeks, with shots. \$400 and up. (760) 248-7030

Spinone Italiano Beautiful markings, white w/ orange. AKC Champion lines. Great family dog, calm, loving. Rare hunting breed. (530) 823- 5966 (530) 305- 0633

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AKC Yorkshire Terriers, 2 Male Puppies, 9 wks old, Shots, Small, Beautiful, Smart, No Shedding \$1100. Call (951)347-6490.

Selling Shih Tzu puppy. Male. Very playful. First shots. AKC registered. \$500. Javier (323)717-6790

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Tree trimming, removals, stump grinding. Licensed contractor #084741. Bonded and insured. Free estimates. (818)968-6997.

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Flooring: New hardwood floor/tile: refinish & repair. 35 years of experience. Lic #262771 Free Estimates! Call (310) 416-7134

280-TUTORING

SPANISH TUTORING. South American with University Degree. All ages and Levels including College Student plus. Learn, Improve, get confident. (310) 741-8422

306-FOR RENT

Guesthouse for rent! Studio bachelor, located in the PRIME area of Beverly Hills. Includes washer/dryer, private entrance, private bathroom, and own garden. Very safe and quiet neighborhood. Close to bus stop and market. For only \$995/month. Contact David (310)659-8995

322-RESORT PROPERTY

Come to the snow at PINE MOUNTAIN RENTALS! Houses starting at \$125 to \$325 per night. Beautiful homes, scenery, and great for getaway vacations. Call Barbara Archer (661) 242-2517 or email pinemountainrentals.net

418-SCHOOLS/EDUCATION

ALLIED HEALTH CAREER training - Attend college 100% online. Job placement assistance. Computer available. Financial Aid if qualified. SCHEV certified. Call 800-481-9409. www.CenturaOnline.com (Cal-SCAN)

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START NOW! Open Red Hot Dollar, Dollar Plus, Mailbox, Discount Party, Discount Clothing, Teen Store, Fitness Center from \$51,900 worldwide! www.DRSS25.com. 1-800-518-3064. (Cal-SCAN)

520-JOBS WANTED

APARTMENT MAINT TECHNICIAN f/t. Experienced Apartment Maintenance Technician & Assistant Manager is searching for Full time or at least 32 hours per week job. Cell: (323) 747- 0306 or email: rumen_1@yahoo.com

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