



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: July 2, 2013
To: Honorable Mayor & City Council
From: Steve Zoet, Director of Community Services
Subject: Request for Direction Regarding Recognition of Qualifying Beverly Gardens Donors
Attachments: 1. Donor Recognition Concepts Produced by Project Architect Mia Lehrer

INTRODUCTION

Staff and Mr. Steven Gordon, who initiated the Beverly Gardens restoration project, are requesting direction from City Council regarding concepts for appropriate recognition of major donors to the Beverly Gardens restoration project. It is common that major donors to public benefit causes are appropriately recognized in some fashion as an acknowledgement for their generosity. In preparation to assess what may be suitable and appropriate for major donors to the restoration effort, staff met with the project's architect, Mia Lehrer, and requested that she and her staff assist in providing visual concepts and examples that they thought to be appropriate to the site using similar project recognition experiences and taking into consideration possible use of existing features.

DISCUSSION

Staff has previously discussed the concept of donor recognition with Mr. Gordon who, in addition to having initiated the park restoration effort, has also assumed responsibility for raising the public funds necessary to construct the desired renovations. In that context, Mr. Gordon would like to be responsive to potential donors who pose the question about what recognition will be afforded them if they were to make a substantial donation to the

cause. It is Mr. Gordon's desire to not make any recommendations and to leave all considerations and the decision making process with City Council.

Staff and Mr. Gordon respectfully seek City Council's direction and approval as to what would be acceptable means and methods for donor recognition. As yet, neither staff nor Mr. Gordon have identified a minimum donation required for recognition but ask City Council to provide philosophical direction regarding recognition concepts in general and defer to staff and Mr. Gordon to make the decisions regarding what level of contribution warrants inclusion in some type of permanent recognition.

FISCAL IMPACT

All costs associated with donor recognition will be covered by proceeds generated from the fund raising efforts. No public funds will be utilized to recognize project donors. Pending City Council direction, staff will work with the appropriate vendors and/or contractor selected for the construction of the project to provide a cost estimate for the selected option and will schedule its construction and installation accordingly.

RECOMMENDATION

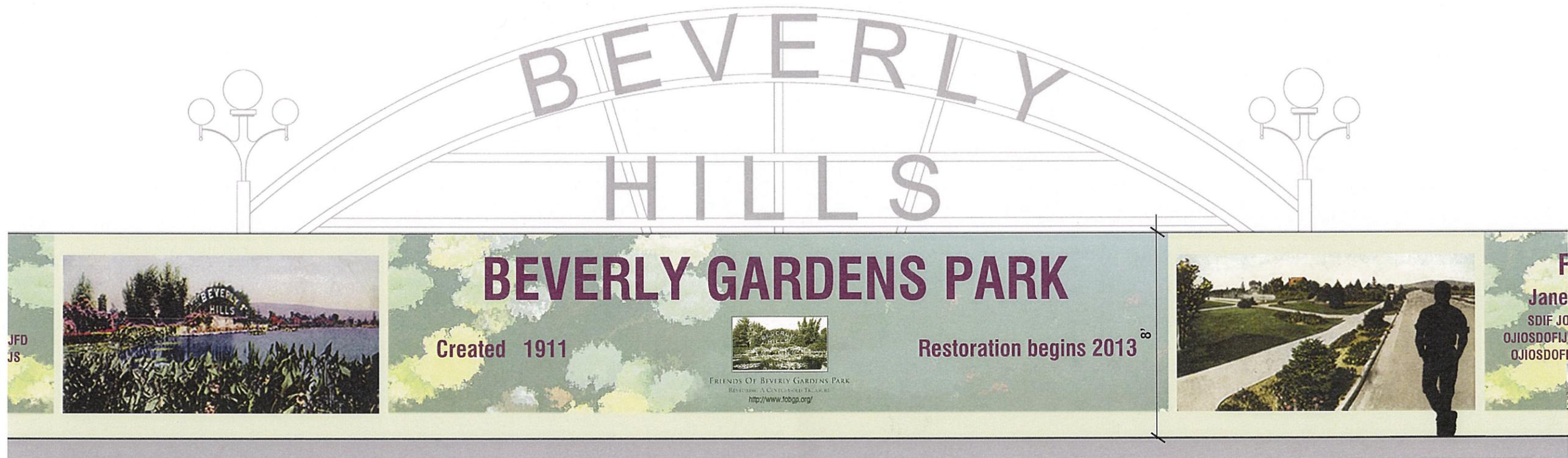
Consistent with past practices and similar to features that currently exist at Will Rogers Park, Frank Fenton Field, Coldwater Park (Bridle Path) and other locations, staff recommends the free-standing pedestal option with the intent that two such structures be placed in predetermined, identified locations to assure high public visibility. These locations would be the cross-path intersections within the Beverly/Canon block as will be visually depicted and presented to City Council. Plaques would be mounted on the front and top locations of the pedestal and would provide both project information and a summary listing of all major donors. Visible and identifiable characteristics will be employed to distinguish the donors in terms of size of gift and project support.

Whatever direction is provided by City Council, staff will, if desired and possible, bring back a model or other appropriate visual aid to serve as representation of the language and recognition for final approval prior to construction and installation.

Steve Zoet
Approved By



Attachment 1



"BEVERLY GARDENS PARK" : SIZE 20" HIGH
 "Created 1911" and "Restoration begins 2013" : SIZE 10" HIGH



CONSTRUCTION FENCING FACING SANTA MONICA BOULEVARD
 "Restoration made possible by the following supporters" : SIZE 10" HIGH
 "Jane and John Doe" : SIZE 7" HIGH

Donor Recognition | Construction Fence

BEVERLY GARDENS PARK Beverly Hills, CA **Canon Beverly Garden: #14**

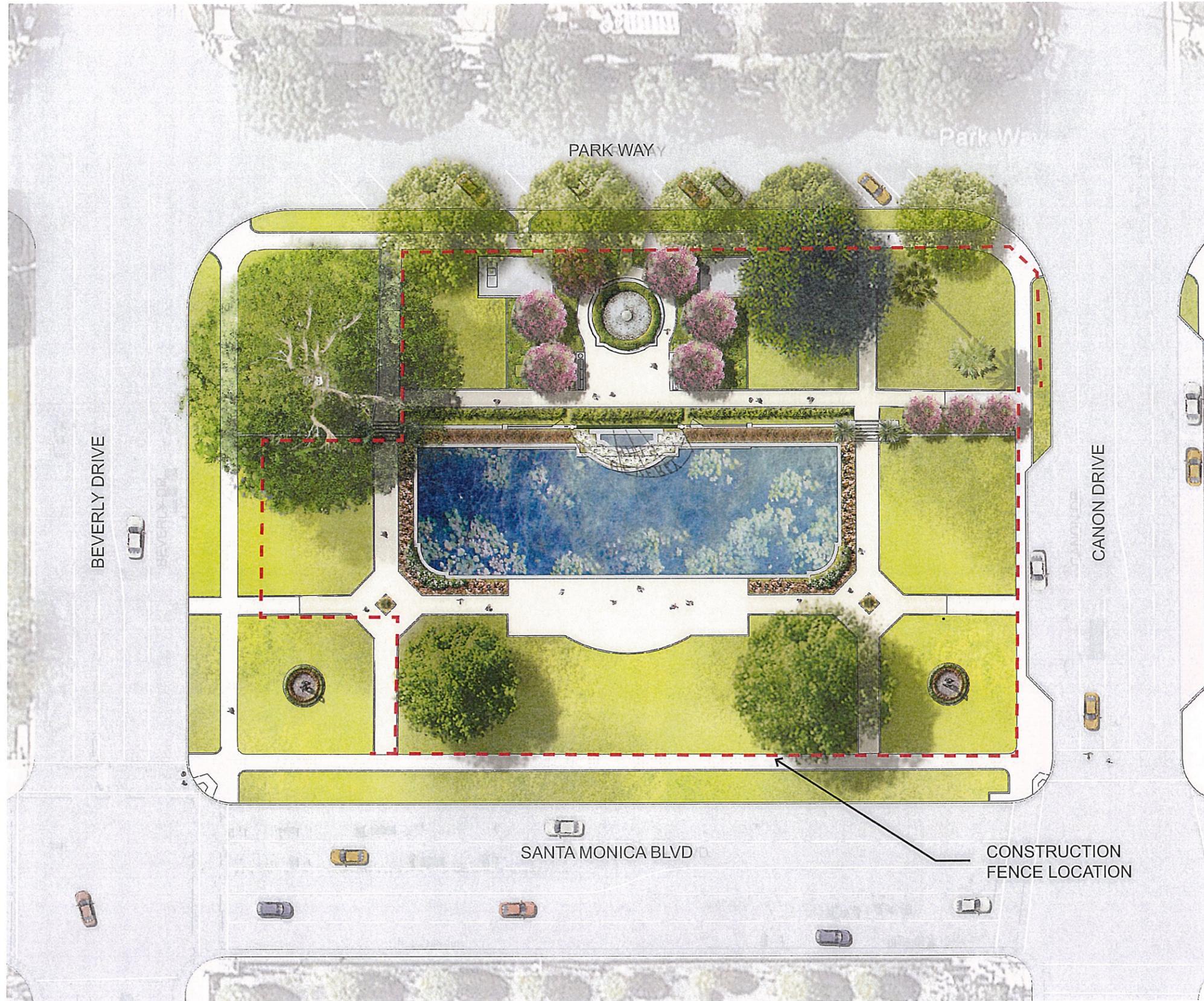
MIA LEHRER+ASSOCIATES URBAN DESIGN LANDSCAPE ARCHITECTURE



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June 21, 2013



FENCE LOCATION
FOR CONSTRUCTION PERIOD: 25 WEEKS

NOTE: ACCESS GATE LOCATION TBD

Donor Recognition | Construction Fence

BEVERLY GARDENS PARK Beverly Hills, CA

Canon Beverly Garden: #14

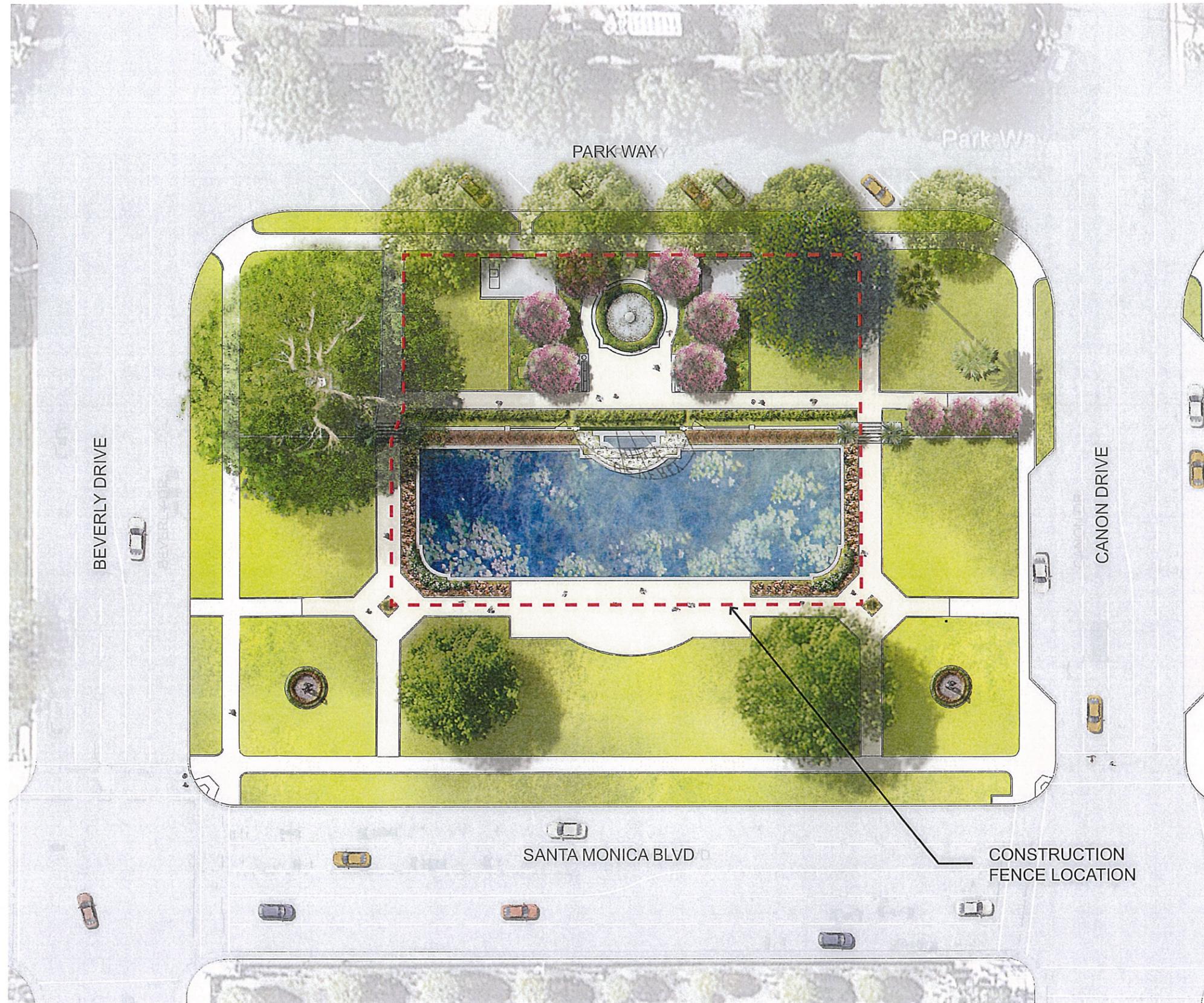
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NOTE: ACCESS GATE LOCATION TBD

Donor Recognition | Construction Fence at Art Show

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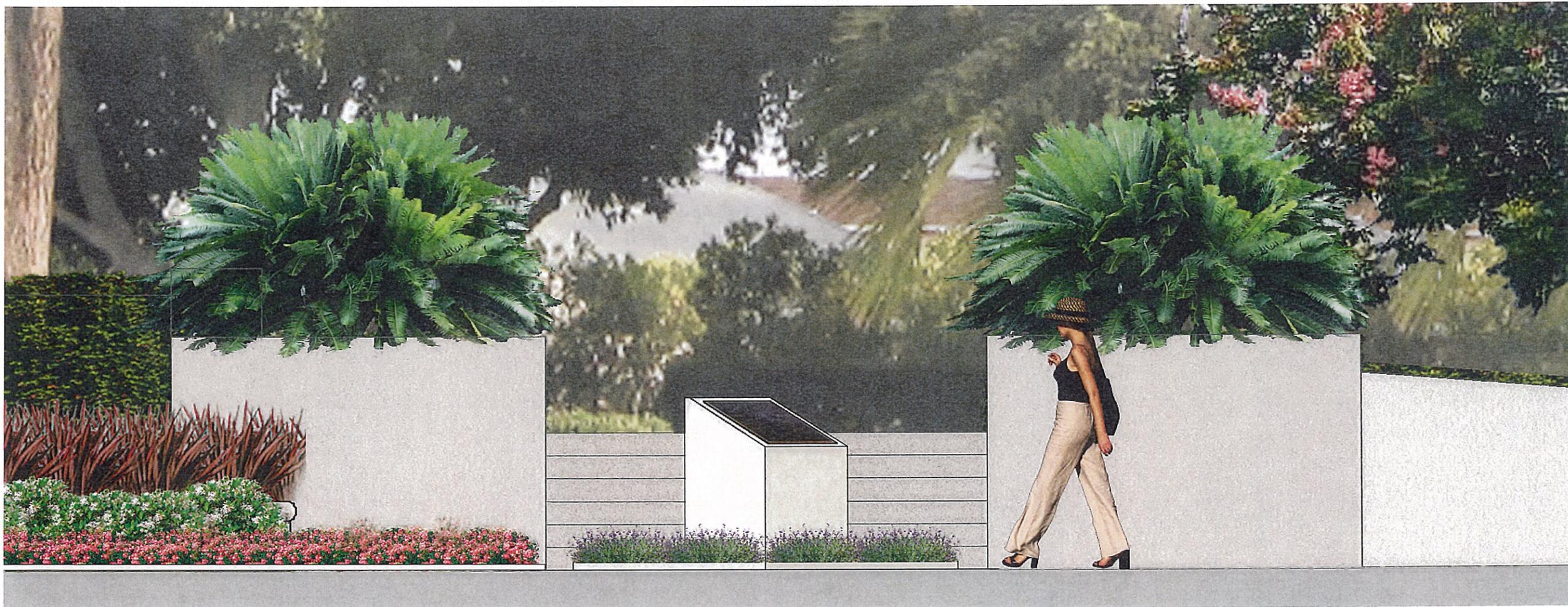
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Canon Beverly Garden: #14

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0 3' 6' 12'

Donor Recognition | Pedestal Rendering

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Canon Beverly Garden: #14

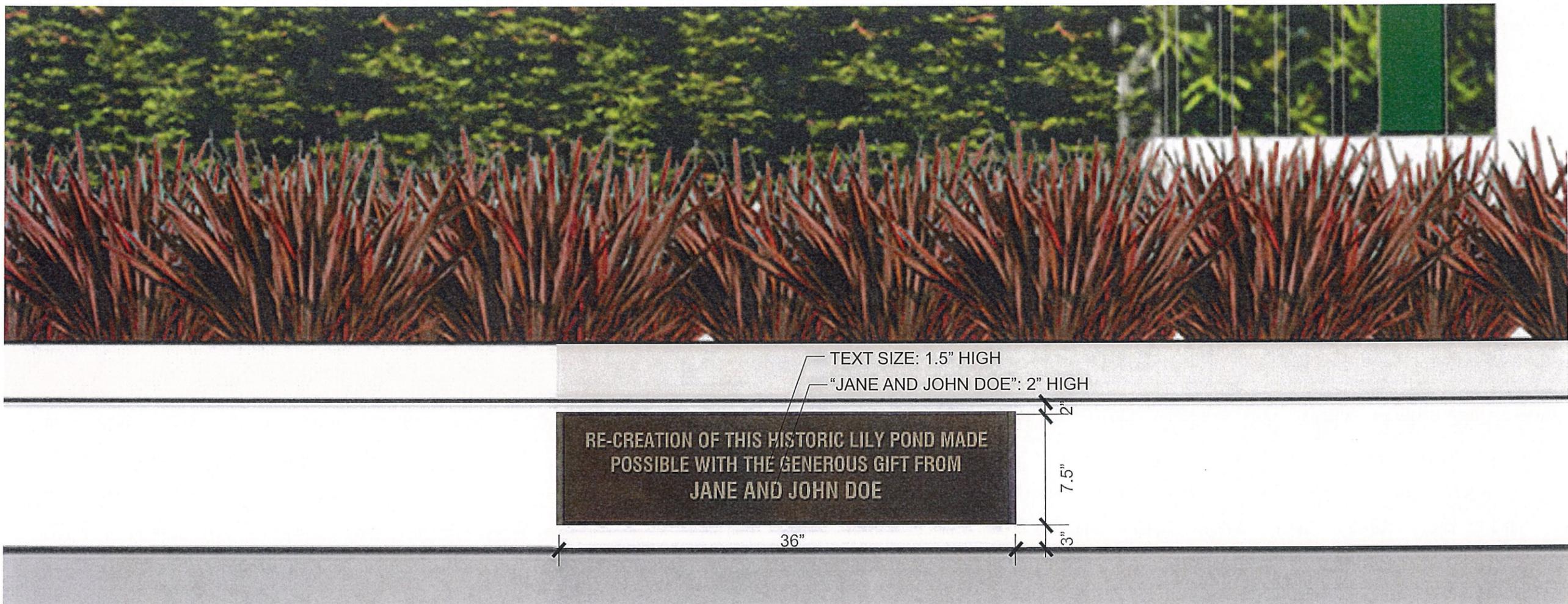
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Donor Recognition | Lily Pond Wall

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Canon Beverly Garden: #14

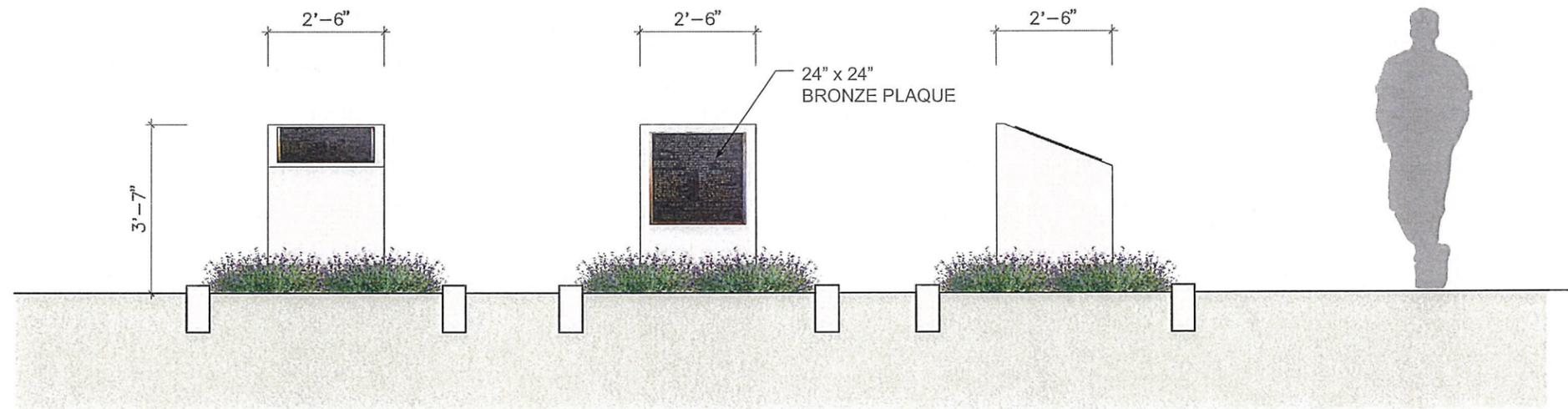
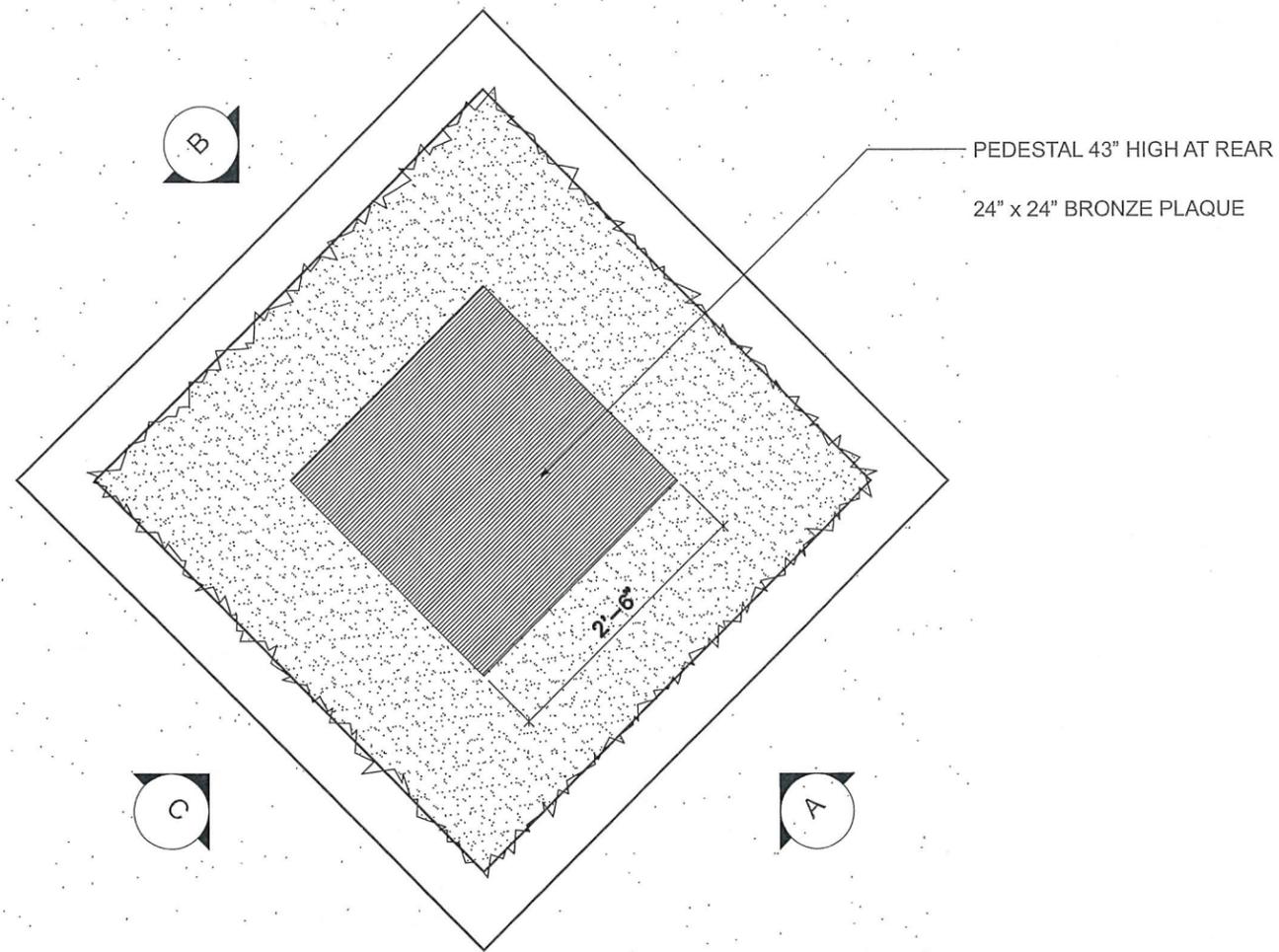
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ELEVATION A FRONT

ELEVATION B BACK

ELEVATION C SIDE



Donor Recognition | Pedestal Elevation Detail

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Canon Beverly Garden: #14

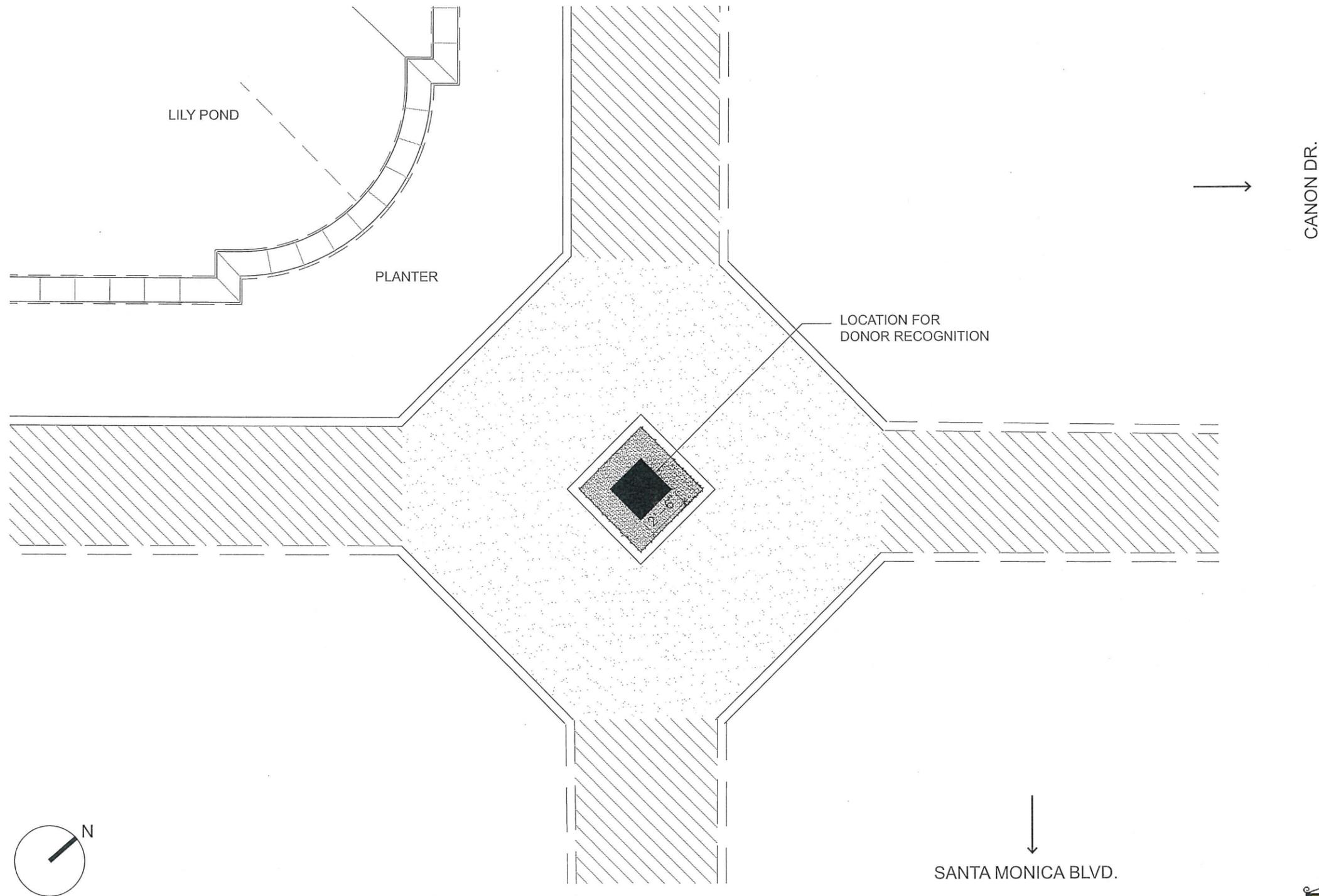
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Donor Recognition | Pedestal Location Plan

BEVERLY GARDENS PARK Beverly Hills, CA

Canon Beverly Garden: #14

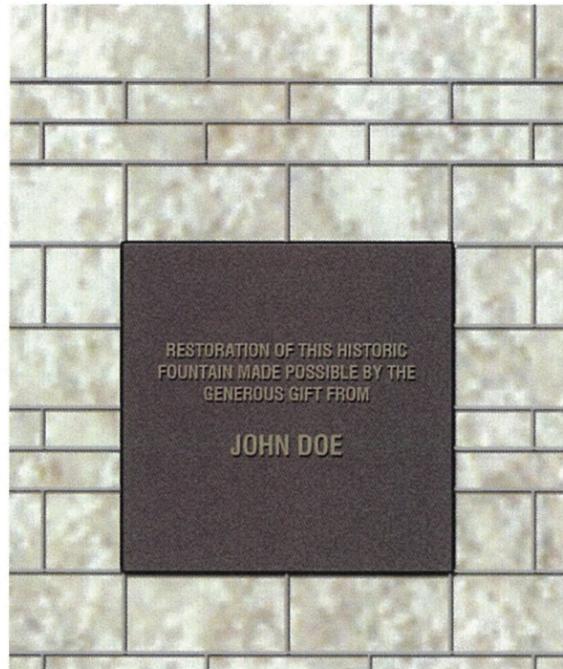
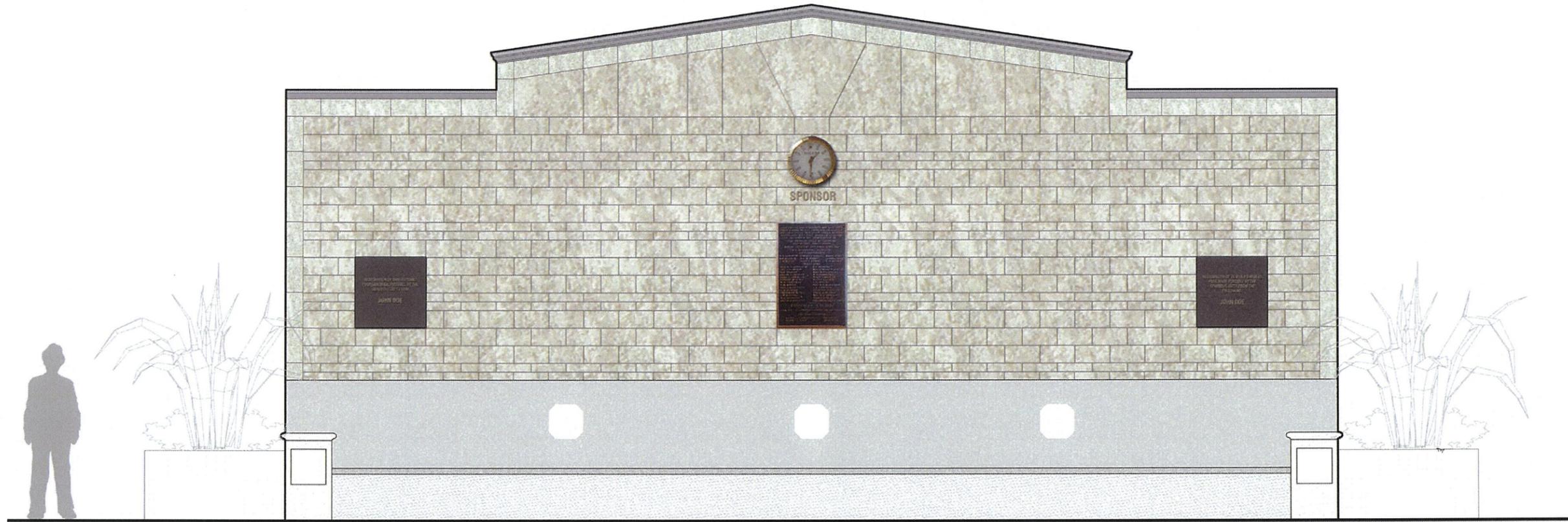
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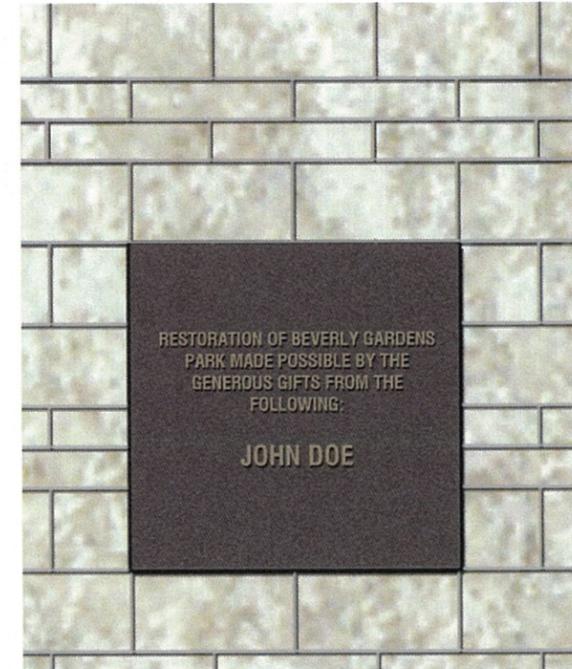
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2'X2' BRONZE PLAQUE
TEXT SIZE: 1.5" HIGH; "JOHN DOE": 2" HIGH



EXISTING BRONZE PLAQUE
TEXT SIZE: 3/4" HIGH



2'X2' BRONZE PLAQUE
TEXT SIZE: 1.5" HIGH; "JOHN DOE": 2" HIGH

Donor Recognition | Electric Fountain Wall

MIA LEHRER+ASSOCIATES URBAN DESIGN LANDSCAPE ARCHITECTURE





Donor Recognition | Electric Fountain Wall

BEVERLY GARDENS PARK Beverly Hills, CA

Walden Carmelita Garden: #21

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DONOR RECOGNITION AT CACTUS GARDEN

Donor Recognition | Cactus Garden

BEVERLY GARDENS PARK Beverly Hills, CA

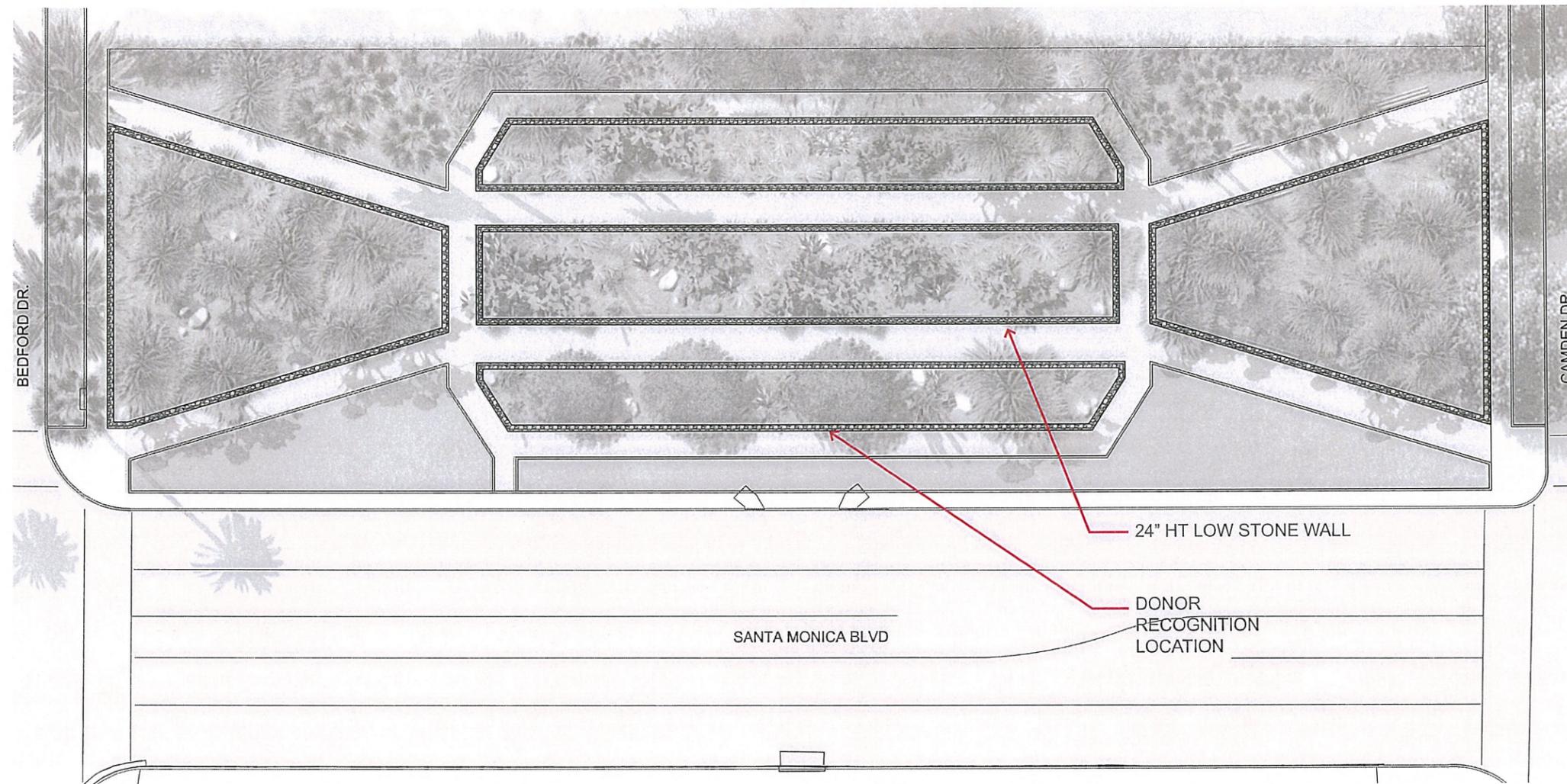
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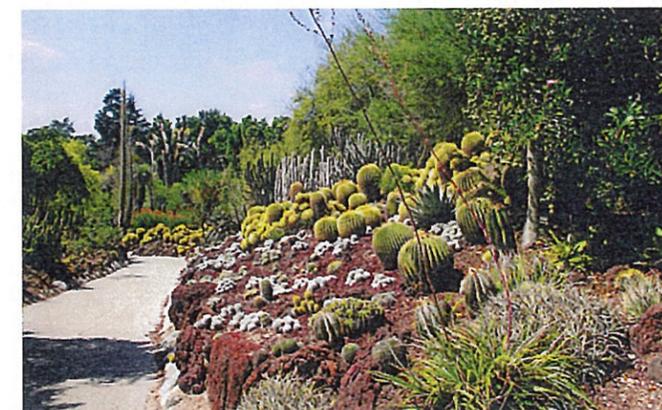


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CACTUS GARDEN DONOR RECOGNITION LOCATION PLAN

0 10' 20' 40'



HUNTINGTON GARDEN'S DESERT LANDSCAPE

Donor Recognition | Cactus Garden

BEVERLY GARDENS PARK Beverly Hills, CA

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