



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: November 19, 2013
To: Honorable Mayor and City Council
From: Steven Zoet, Director of Community Services
Subject: Request by Councilmember Krasne to Approve an Additional Donor Recognition Plaque on the Lily Pond
Attachment: Resources Provided by Mr. Anderson

INTRODUCTION

On July 2, 2013 City Council approved the installation of two donor recognition plaques that will be mounted on top of the southernmost wall of the lily pond upon its completion. The purpose of these plaques is to pay tribute to and acknowledge two families whose generous contributions were instrumental in allowing the city to proceed with the first phase of the Beverly Gardens renovation project and, in particular, restoration of the lily pond. Councilmember Krasne is proposing the addition of a third and final plaque to acknowledge the generosity of the Robert Anderson family for their previous financial gift that funded the design, construction and installation of the replica Beverly Hills sign that exists on the northern edge of the lily pond.

DISCUSSION

The citizen initiated efforts to raise private funds for the ongoing restoration of Beverly Gardens Park continues and, as a means to recognize and thank certain donors, City Council approved opportunities for the placement of recognition plaques to identify those who make a substantive donation to these efforts. Specific to the lily pond, approval was given to recognize two families whose sizeable contributions made the lily pond's restoration possible and provided the City with the opportunity to proceed with this planned first-phase improvement.

Councilmember Krasne feels that the Anderson family, whose financial gifts in 2005 and 2006 allowed for the construction and installation of a historically accurate replica sign that previously existed on site, should receive similar recognition for their gift and also be provided with a donor recognition plaque. Mr. Anderson, who at the time made the gift to the City anonymously through the Beverly Hills Rotary Club, is amenable to his family now receiving this more personal recognition.

Meeting Date: November 19, 2013

The sum of Mr. Anderson's financial contributions for the design, construction and installation of the Beverly Hills sign was approximately \$96,500. The sum of the gifts received and pledged by each of the families who will be recognized by the previously approved plaques is \$200,000 each. The generous gift of the Anderson family was a major milestone and initial step in restoring and returning the area to its historical integrity. Those donating to the restoration of the lily pond are now contributing to that same outcome and effort as well.

FISCAL IMPACT

There is no fiscal impact to the City regarding this matter should City Council support this request as only privately raised funds would be used to purchase and install the recognition plaques.

RECOMMENDATION

Staff seeks City Council direction on this matter. The sum of the Anderson family's past contribution is less than that which has been committed on the part of other donors receiving this recognition. Mr. Anderson himself continues to provide support for and participates in the Beverly Gardens fundraising and restoration efforts.

Steven Zoet
Approved By



Attachment 1

October 7th 2013

Steve Zoet

RE: Beverly Hills Sign History

Steve,

You requested that I write out what my involvement was regarding the history of the Beverly Hills sign. I personally got involved while I was writing my book on The Beverly Hills Hotel about 10 years ago and viewing all the photographs of our parks, and thought it would be nice to bring the sign back. I started my journey to accomplish this by working off a couple of straight on shots of the sign where I was able to judge heights, and was able to go out and measure the support columns on either side and the height by having my son hold an expanding tree trimming device over the hedge, which I was then able to Photoshop a rendering of what the sign might look like on top of the hedge.

I thought it would be good to have prominent Beverly Hills citizens involved, which included Cliff Smith the publisher of The Courier, the then City Manager and current and past city council members.

This process began in 2003 when I conceived the idea and design,

I transferred \$10,015.95 in stock to hire Young Sign Company to get the ball rolling in 2005

In August of 2006 I transferred the balance of \$86,452.26 in stock to The City of Beverly Hills to complete the transaction and job.

I personally conceived the concept, took it through all the appropriate channels, and paid for this project. There were no other contributors to the sign.

Attached are various outlines and documents for the sign.

I went through various meetings with all of the commissions and the city to arrive at a design we could agree on, actually it was the water element that was most frustrating, as I wanted to do the whole lily pond at the same time.

I knew going into this that I may have to fund this myself, but was willing to do so anyway.

My Grandfather left me the stock that allowed me to fund this project, and I find it appropriate that he and his mother be acknowledged. I originally intended to have NO acknowledgement other than the plaque, and the Rotary seal which I have included in this package.

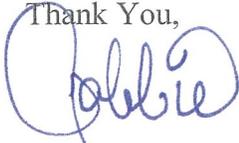
I then saw and approved the additional two plaques on the seating area of the lily pond recreation as Chairman of The Parks and Recreation Commission.

I felt it appropriate to acknowledge what my Great Grandmother and Grandfather did for The City by opening, operating and owning The Beverly Hills Hotel in 1912.

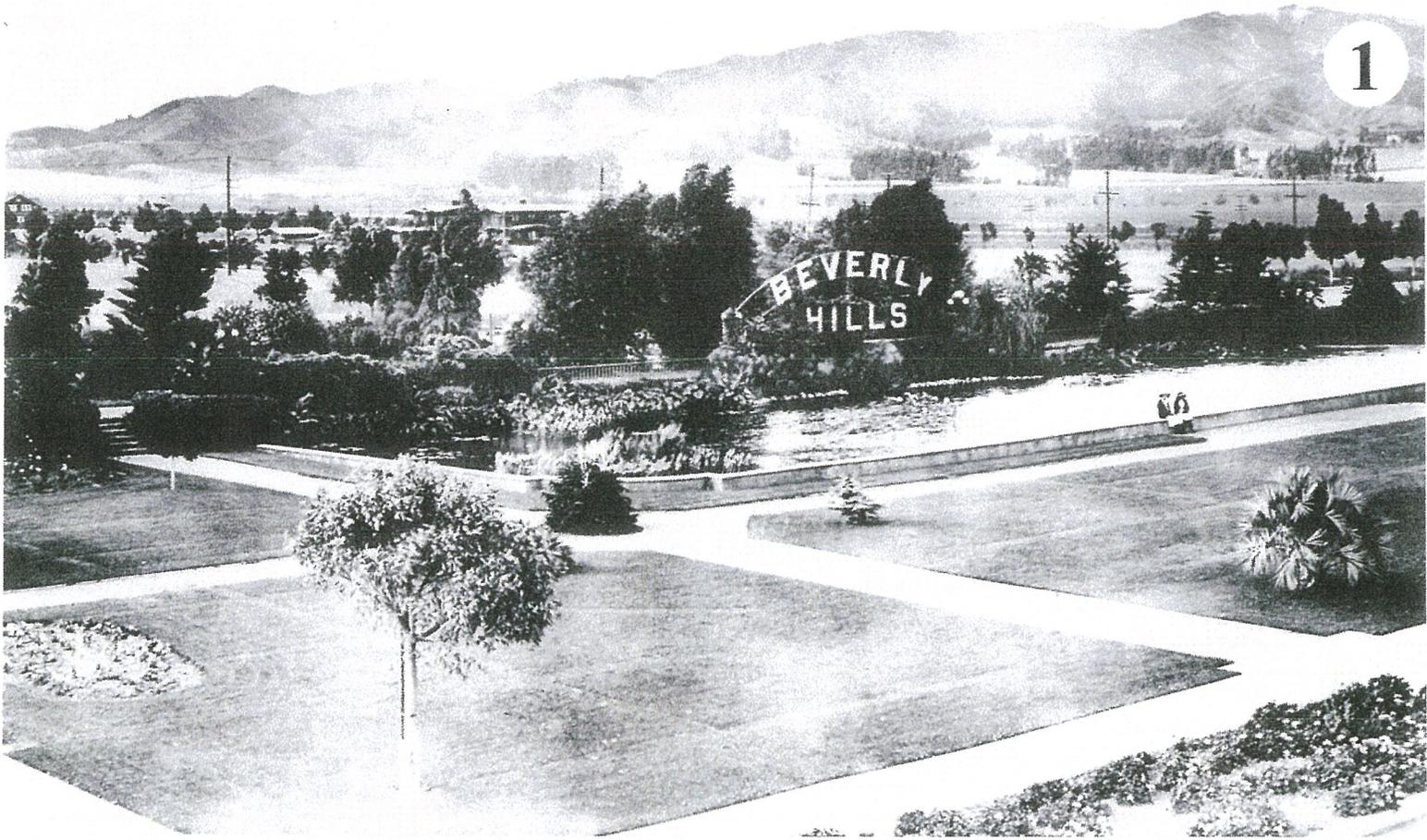
When Beverly Hills first went on the market to sell homes in 1906 only six homes had been built, until the opening of the Hotel in 1912, which gave a reason for people to come here with all the activities and amenities that the hotel provided, and to see how nice it would be to build their homes here. Beverly Hills would not look like it does today had the Beverly Hills Hotel never been built.

Margret and Stanley donated the first municipal park of what is now known as Will Rogers Park in 1915.

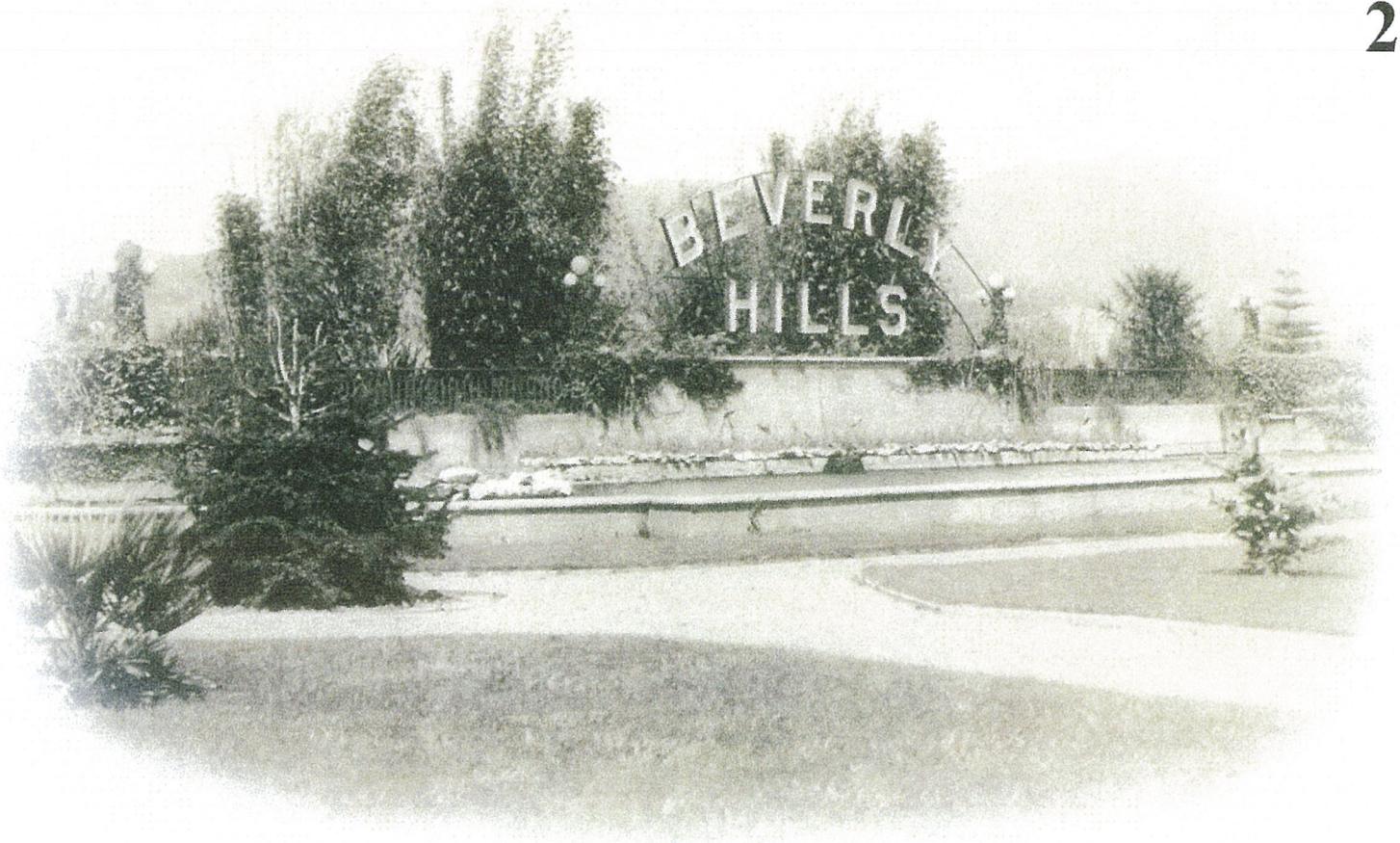
Thank You,



Robert S. Anderson



Original sign & Lily Pond in 1915



Original sign - 1908



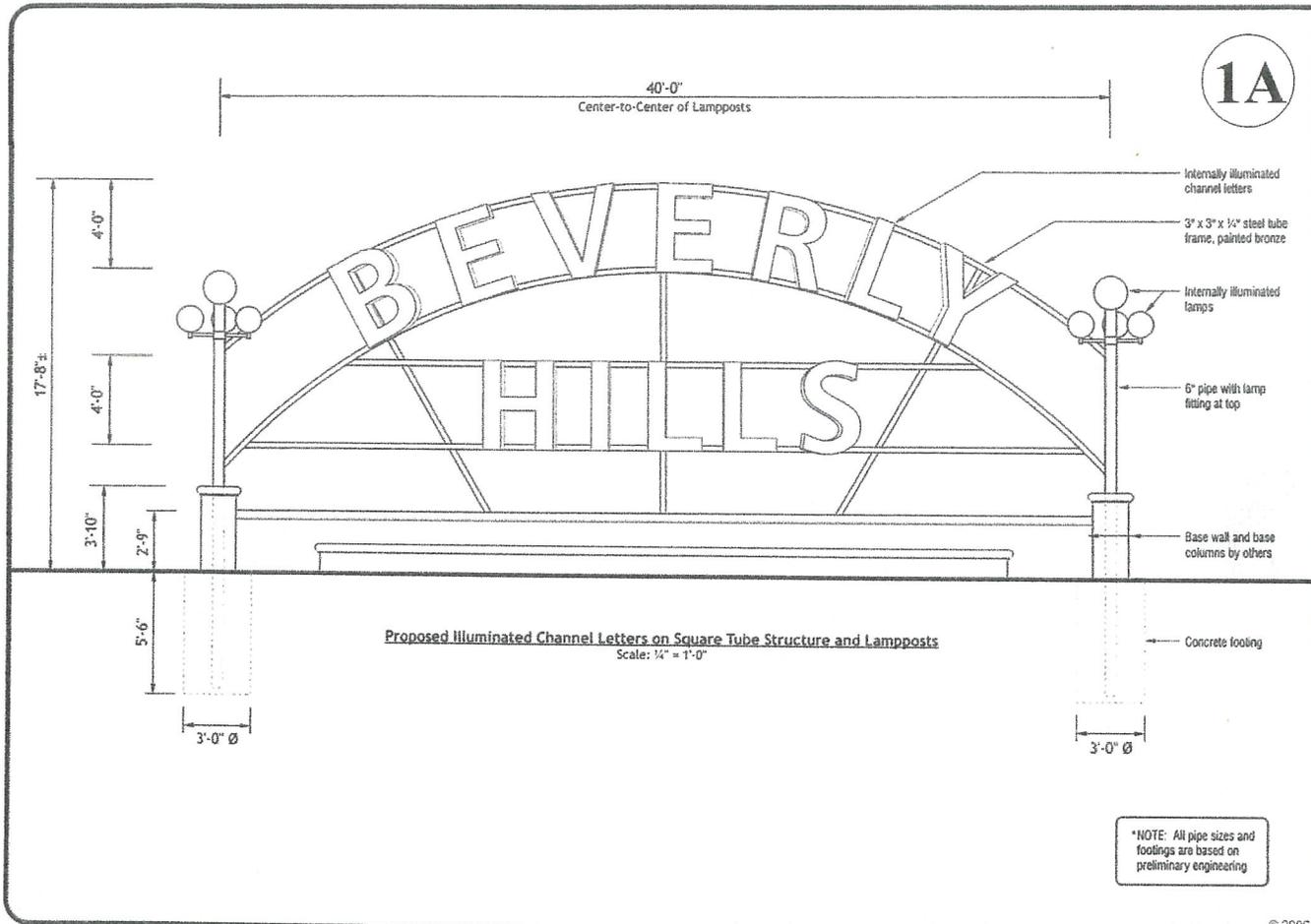
Trolley stop across from Lily Pond - which is currently the Wallis Annenberg Center for the Performing Arts



March 2003 - when Project started



Son measuring height above the hedge, so can Photoshop a layout of how sign needs to be.



1A

YOUNG ELECTRIC SIGN
VESCO COMPANY
 LOS ANGELES DIVISION
 1443 S. Van Nuys
 Los Angeles, CA 90011
 Telephone: (800) 822-3344 Fax: (800) 927-5015
 Website: http://www.yes.com

CLIENT INFORMATION

Name: Beverly Hills
 Address: 455 N. Rindler Drive
 Beverly Hills, CA 90210

Sales Rep: Danny Ramirez

REVISIONS

| NO. | DATE | BY | REVISION |
|-----|------|----|----------|
| | | | |

CUSTOMER APPROVAL

ACCEPTED WITH CHANGES
 ACCEPTED WITH CHANGES AS NOTED
 REVISE AS NOTED AND RE-QUOTE

Customer Signature: _____ Date: _____

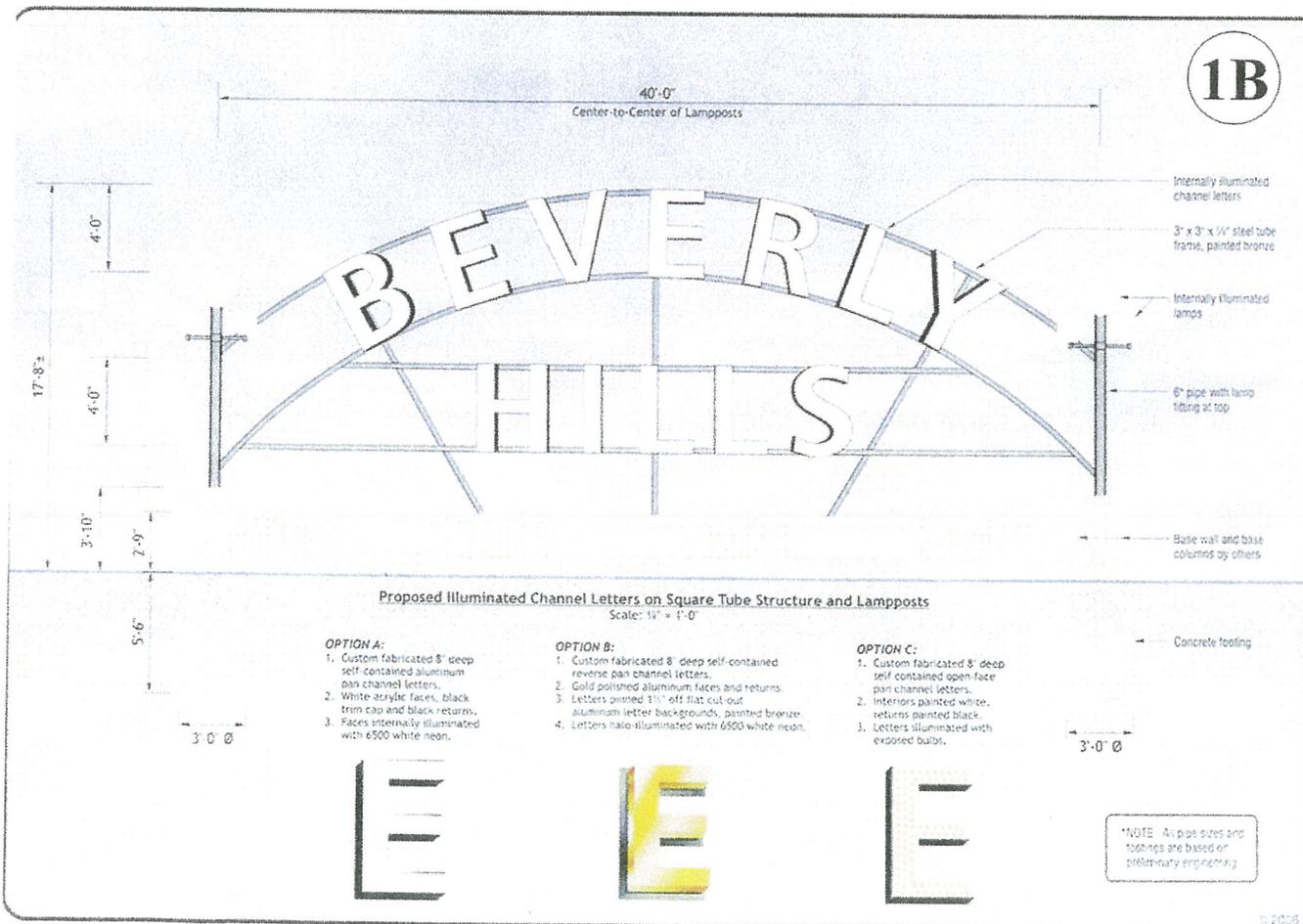
PRODUCTION APPROVAL

Project Manager Signature: _____ Date: _____

Design: **06-7387**

Sheet: **1 of 1**

*NOTE: All pipe sizes and footings are based on preliminary engineering



1B

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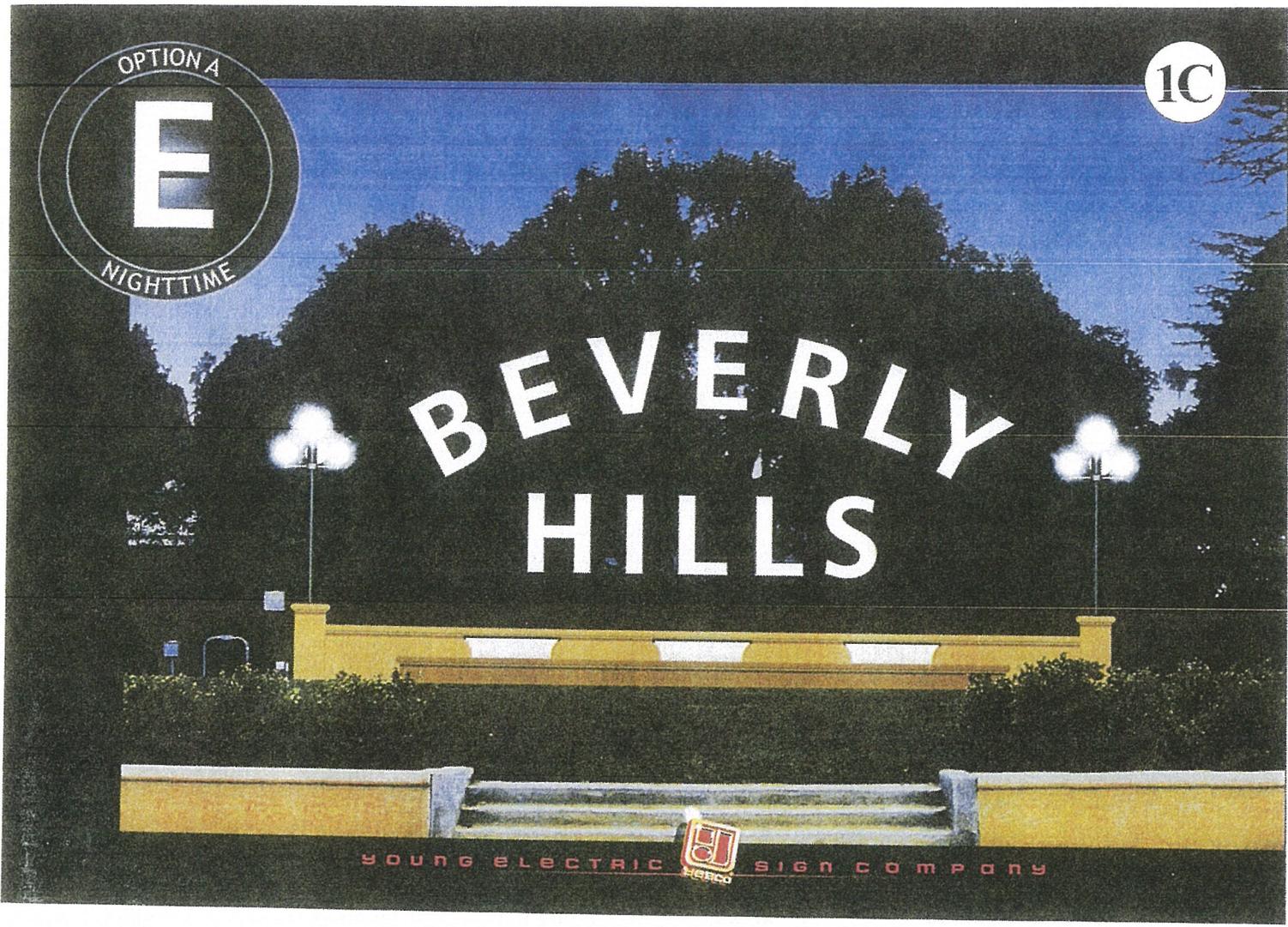
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1C

OPTION A
E
NIGHTTIME

BEVERLY
HILLS

YOUNG ELECTRIC  SIGN COMPANY





BEVERLY
HILLS

3 Proposed Bids



YOUNG ELECTRIC SIGN COMPANY

Los Angeles Division

909-923-7608 Telephone
909-923-6015 Fax

1443 South Calamita Avenue
Ontario, California 91761-4510

February 21, 2006

Jan Sandgren, Principal
Withers & Sandgren, Ltd.
Landscape Architecture & Planning
3467 Ocean View Blvd., Ste. A
Glendale, CA 91208

RE: Beverly Hills Sign Restoration Project

Prices include prevailing wage for the installation only. A warranty is also included that will cover materials and labor for one year.

Scope of Work

Manufacture and install one set of 4" channel letters reading, "BEVERLY HILLS". Letters will mount on a support structure that YESCO will fabricate to look like the original photos.

Option #1 - \$69,632

Face lit letters with white Plex faces. Black returns. Illuminate with white neon

Option #2 - \$59,738

Reverse letters, yellow gold look, (halo lit) with enlarged FCO brown backer. Letters will stand off backer for halo effect

Option #3 - \$71,108

Open face letter painted white inside channel. Returns painted black. Steady burn bulb packs inside channel.

Prices are based on standard engineering. Any changes requiring unique city engineering specifications will result in a price adjustment

Above prices do not include tax. Procurement of permits, inspections, and engineering services will be billed to the customer separately on a time and material basis. The building and electrical permits will be billed to the customer at cost.

Sincerely,
YOUNG ELECTRIC SIGN COMPANY

A handwritten signature in blue ink that reads "Danny C. Ramirez".

Danny C. Ramirez
dramirez@vesco.com



BEVERLY HILLS ROTARY COMMUNITY PROJECT
2005-2006

8/8/05

Dear Committee Members,

Cliff Smith-Mark Egerman-Hal Wiseman-Tom Korey-Rod Wood

I have been asked to summarize this project, which we will refer to as:

“THE BEVERLY PARK SIGN RESTORATION PROJECT”

One of the goals of Rotary International is the exposure of clubs to our communities and although we do a lot for charities (over \$80,000 in aid to well deserving local charities) we are not getting our club the kind of exposure we need to educate the community as to what we do and to attract new and young members to sustain our membership numbers.

I believe this project would not only be good for the community as a recognition of the history of Rotary and Beverly Hills but give us a chance as Rotarians to get club exposure to local and at the least Los Angeles Times and local TV coverage of the unveiling of this sign..

This project was discussed and falls within the parameters of “The General Plan Committe”of which I was a member.

We need to let people know where the center of Beverly Hills is with exposure such as this, we have beautiful fountains at each end, now lets tie in the center of our community.

“Centennial projects offer an opportunity to enhance awareness of Rotary in the community. To maximize the effectiveness of your project, work with the local media to secure coverage throughout its implementation — from groundbreaking through inauguration.”

Rotary International has a large web site on getting the proper exposure in the community thru the media.

I cannot tell you how many times I have been asked what is Rotary

And what it is we do;

- * Rotary is a global network of community volunteers.
- * Rotary works to improve the quality of life for all people.
- * Rotary exists to do good in the world.
- * Rotary is an international service organization of 1.2 million business and professional men and women who, as volunteers, address needs of their home and international communities. There are more than 31,000 Rotary clubs in 166 countries.
- * Rotary initiates local and global service projects to promote world understanding and peace and improve the life conditions for people of all ages and cultures. An example is PolioPlus through which Rotary is working to eradicate polio by 2005.
- * Rotary's strength lies in the volunteer service of its membership, an international network of business and professional leaders implementing a wide range of programs to meet human needs.
- * Rotarians are men and women of integrity who represent a cross-section of business and professional backgrounds. As volunteers of all ages, they work to meet community and international concerns.

Please find enclosed some projected numbers and photographs of what this park used to look like and some projected ideas of what it could look like. We have the support of Steve Miller from Parks and Recreation and this is something that we could complete during Jerries term. Also please read the letter from Steve Miller regarding the State and their possible contribution. I will contribute \$10,000 towards this project and I'm sure we could raise the rest thru the club without going outside the club.. We can do this two different ways, the sign alone with the fountain to come later or the complete project now. I look forward to your input.

Robert S. Anderson
cc
Linda J. Briskman
Stephen P. Webb
Jimmy Delshad
Frank M. Fenton
Barry Brucker
Steve Miller



Northern Trust

Gift Summary

**Donee
(Recipient):**

City of Beverly Hills Park and
Recreation
455 N. Rexford Drive, #100
Beverly Hills, CA 90210

**Donor
(Delivered From):**

Mr. Robert S. Anderson
604 N. Arden Drive
Beverly Hills, CA 90210-3510

Gift Information

Gift Date

December 8, 2005

**Total Fair Market Value
As of Gift Date**

\$10,015.95

Delivery Information

Shares gifted from Northern Trust Account Number 02-00749.

Security Information

| Security | Shares Gifted (by lot) | Total Shares Gifted | Donor's Tax Cost Per Lot | Donor's Total Tax Cost | Donor's Date of Acquisition | Gift Date | Fair Market Value per share as of Gift Date | Total Fair Market Value of Security as of Gift Date |
|-----------------|------------------------------|---------------------------|--------------------------------|------------------------------|-----------------------------------|---------------------|--|--|
| Wal-Mart Stores | 210 | 210 | \$104.69 | \$104.69 | 01/01/1970 | December 8, 2005 | \$47.6950 | \$10,015.95 |



Northern Trust

Gift Summary

**Donee
(Recipient):**

City of Beverly Hills Park and
Recreation
455 N. Rexford Drive, #100
Beverly Hills, CA 90210

**Donor
(Delivered From):**

Mr. Robert S. Anderson
604 N. Arden Drive
Beverly Hills, CA 90210-351

Gift Information

Gift Date

August 2, 2006

**Total Fair Market Value
As of Gift Date**

\$86,452.26

Delivery Information

Shares gifted from Northern Trust Account Number 02-00749.

Security Information

| Security | Shares Gifted (by lot) | Total Shares Gifted | Donor's Tax Cost Per Lot | Donor's Total Tax Cost | Donor's Date of Acquisition | Gift Date | Fair Market Value per share as of Gift Date | Total Fair Market Value of Security as of Gift Date |
|----------------------|------------------------|---------------------|--------------------------|------------------------|-----------------------------|----------------|---|---|
| General Electric Co. | 300 | 1,325 | \$297.98 | \$1,589.91 | 12/20/1974 | August 2, 2006 | \$32.6150 | \$43,214.88 |
| | 200 | | \$206.63 | | 12/20/1974 | | | |
| | 500 | | \$657.76 | | 01/01/1970 | | | |
| | 325 | | \$427.54 | | 01/01/1970 | | | |
| Wal-Mart Stores Inc. | 978 | 978 | \$487.58 | \$487.58 | 01/01/1970 | August 2, 2006 | \$44.2100 | \$43,237.38 |

AGREEMENT BETWEEN THE CITY OF BEVERLY HILLS AND
ROBERT S. ANDERSON FOR THE DONATION OF STOCK
(PHASE II SIGN PROJECT)

This Agreement is made and entered into between the City of Beverly Hills ("City") and the Robert Anderson ("Donor").

RECITALS

A. Donor owns shares of WalMart Stores Inc. stock ("Stock") and desires to donate such stock to the City.

B. Pursuant to Government Code Sections 37354, the City may accept such gift under the terms and conditions prescribed in this Agreement.

NOW, THEREFORE, in consideration of the foregoing recitals and the mutual covenants and conditions contained herein, the parties to this Agreement hereby mutually agree as follows:

1. Donor shall donate shares of Stock in an amount that equals approximately \$86,400 based on the price of the shares of Stock at the time of transfer. Donor hereby irrevocably and unconditionally donates, transfers and assigns to the City, free of charge, all right, title and interest of such Stock to the City.

2. Pursuant to Government Code Section 37354, City hereby accepts the donation of Stock upon its delivery to the City.

3. The Stock shall be converted to cash by the City and deposited into the City's general fund ("Stock Proceeds"). The Stock Proceeds, less any brokerage fees or other fees for the sale of the Stock by the City, shall be used to fund Phase II of the Beverly Hills Sign project as described herein. This phase consists of working drawings, construction and installation of the "Beverly Hills" sign, anchoring, period lighting elements, and a plaque to be located in Beverly Gardens Park in the raised planter area on the Beverly block between Beverly Drive and Canon Boulevards ("Phase II"). Phase II is expected to cost approximately \$86,400, which includes a ten percent (10%) contingency.

4. One Thousand Dollars (\$1,000) remains from Donor's prior donation of stock pursuant to a separate agreement with City for Phase I of the Beverly Hills sign project which shall be applied to fund Phase II.

4. If the cost of Phase II does not exceed the amount of the stock proceeds, any remaining amount shall be used as contingency funds for Phase II of the Beverly Hills Sign project. Any remaining funds will be returned to Donor.

5. Any notice required by this Agreement shall be deemed received on: (a) the day of delivery if delivered by hand or overnight courier service during regular business hours; or (b) on the second business day following deposit in the United States mail, postage prepaid, to the addresses set forth as follows: If to City: Director of Community Services, 455 N. Redford Drive, Beverly Hills, California 90210; If to Donor: Robert S. Anderson, 604 North Arden

Drive, Beverly Hills, California 90210, or such other addresses as the parties may, from time to time, designate in writing:

6. The parties agree that they shall cooperate in good faith and execute any further instruments and documents to transfer all right, title and interest in the stock to the City.

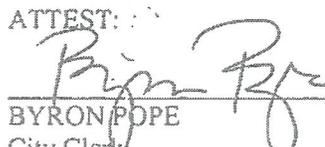
7. This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective devisee, legatee, heirs, legal representative, successors and permitted assigns.

8. This Agreement represents the entire integrated agreement between City and Donor, and supersedes all prior negotiations, representations or agreements, either written or oral. This Agreement may be amended only by a written instrument signed by both City and Donor.

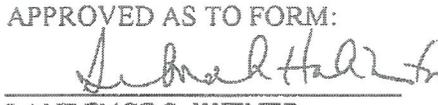
9. The interpretation and implementation of this Agreement shall be governed by the domestic law of the State of California.

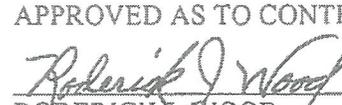
Adopted: August 1, 2006


STEPHEN P. WEBB
Mayor of the City of
Beverly Hills, California

ATTEST:  (SEAL)
BYRON POPE
City Clerk


DONOR
ROBERT S. ANDERSON

APPROVED AS TO FORM:

LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:

RODERICK J. WOOD
City Manager

STEPHEN M. MILLER
Director of Community Services


SCOTT G. MILLER
Director of Administrative Services/
Chief Financial Officer

RESOLUTION NO 06-R-12166

RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS APPROVING AN AGREEMENT BETWEEN THE CITY OF BEVERLY HILLS AND ROBERT S ANDERSON FOR THE DONATION OF STOCK

The City Council of the City of Beverly Hills does resolve as follows

Section 1 That certain agreement, dated August 1, 2006, and identified as Contract No 277-06, a copy of which is on file in the office of the City Clerk, between the City of Beverly Hills and Robert S Anderson for the donation of stock (the "Agreement") is hereby approved

Section 2 The Mayor is authorized and directed to execute said Agreement on behalf of the City and the City Clerk is directed to attest thereto

Section 3 The City Manager and his designee shall administer the terms of the Agreement on behalf of the City

Section 4 The City Clerk shall furnish a copy of said Agreement after it has been approved and fully executed by the City, along with a copy of this resolution to Robert S Anderson, 604 North Arden Drive, Beverly Hills, California 90210

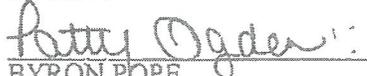
Section 5 The City Clerk shall certify to the adoption of this resolution and shall cause this resolution and his certification to be entered in the Book of Resolutions of the Council of this City

Adopted August 1, 2006



STEPHEN P. WEBB
Mayor of the City of
Beverly Hills, California

ATTEST

 (SEAL)
BYRON POPE
City Clerk

APPROVED AS TO FORM


LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT


STEPHEN M. MILLER
Director of Community Services


SCOTT G. MILLER
Director of Administrative Services/
Chief Financial Officer

Beverly Hills Courier Only

HISTORIC LANDMARK IS COMPLETED BEVERLY HILLS 100 YEARS LATER!

*The Beverly Hills Rotary Club & The City of Beverly Hills
Complete Beverly Hills Sign!*

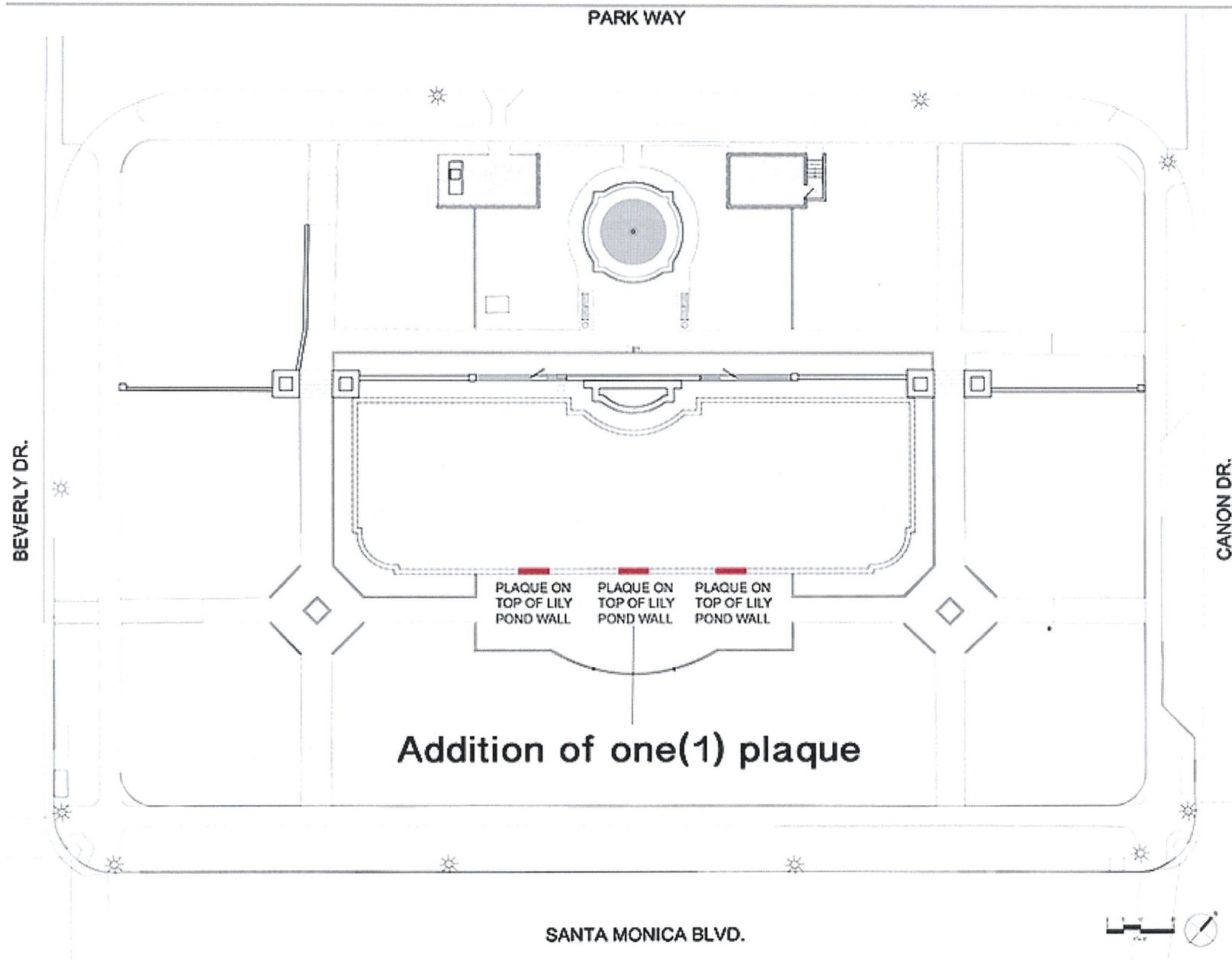
In a cooperative effort that began in 2005, The Rotary Club of Beverly Hills and The City of Beverly Hills are pleased to announce the completion of the historic “Beverly Hills” sign in Beverly Gardens Park on Santa Monica Boulevard between Beverly and Cañon Drives which has arguably become the City’s #1 tourist photo location.

The Rotary Club of Beverly Hills had approached the City with this concept for giving back and making a difference in the city that has given so much to all of us by, committing to make the historic sign project a major part of the local chapter’s community gifts, and actively raising the required funds.

Thru tireless work, by the Rotary club’s Community Service Committee Members, The Recreation and Parks Department, The Historical Society and the Department of Public Works along with, City Council members both past and present have been working together to bring this project to fruition.

In a lighting ceremony that took place on Thursday, November 16, 2006 The Beverly Hills sign was installed in celebration of the 100th anniversary of the naming of Beverly Hills and the 100th anniversary of the founding of Rotary International.

This recreation of the Beverly Hills landmark is an elevated 40-foot long, lamppost-anchored, illuminated sign that includes a re-circulating water feature and extensive planting. This Beverly Hills landmark pre-dates the famous Hollywoodland sign, now known as the Hollywood sign, by more than 15 years.



Donor Recognition AT LILY POND | Location Plan

Beverly Hills

Proclamation

Whereas, Robert S. Anderson is a fourth-generation Beverly Hills resident, whose great-grandmother and grandfather built and operated the Beverly Hills Hotel; and

Whereas, Robert S. Anderson is president of the Beverly Hills Rotary Club, which has been instrumental in promoting and enhancing Beverly Hills throughout the history of the City; and

Whereas, Robert S. Anderson's vision, diligence and funding brought the historic and iconic Beverly Hills Rotary Sign back to Beverly Hills to commemorate the 100th anniversary of our City and the 100th anniversary of the founding of Rotary International.

Now, Therefore, we, the City Council of the City of Beverly Hills, do hereby express profound gratitude to Robert S. Anderson for his efforts to bring the landmark Beverly Hills sign back to the community and further recognize his lifelong dedication to Beverly Hills.

Dated: October 14, 2008

Barry Brucker
Barry Brucker
Mayor

Frank Fenton
Frank Fenton
Vice Mayor

Linda J. Briskman
Linda J. Briskman
Councilmember

Jimmy Delshad
Jimmy Delshad
Councilmember

Nancy Krasne
Nancy Krasne
Councilmember

