



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: December 5, 2013
To: Honorable Mayor & City Council
From: Steven Zoet, Director of Community Services
Subject: Request for Donor Recognition Opportunity Associated with the Beverly Gardens/Cactus Garden Restoration Project
Attachments: Visual Reference

INTRODUCTION

Mr. Steve Gordon and Ms. Gaby Alexander continue with their efforts to raise funds to support the Beverly Gardens restoration project. With those efforts, a potential donor has come forward expressing an interest to make a substantial donation specific to the restoration of the Cactus Garden block. As a part of discussion, the potential donor made inquiry about possible donor recognition opportunities associated with their gift.

DISCUSSION

City Council has previously taken action to recognize the benefactors associated with three large donations associated with the restoration of the lily pond and the iconic Beverly Hills sign that is associated with it. City Council also expressed interest to have future donor recognition efforts consolidated on a plaque or plaques that would be affixed to the outer wall of a structure adjacent to the Electric Fountain. City Council expressed receptiveness to look at other unique circumstances or requests for donor recognition as they presented themselves.

In that regard, staff is bringing forward the request for consideration to provide a recognition opportunity for the benefactor that would be similar to that which was done at the lily pond. At present, no suitable structure or location exists within the cactus garden on which to affix a plaque which would be consistent in approximate size and content to those approved for placement on the lily pond.

Should City Council approve the concept, a possible option may be to introduce a small boulder that would look natural to the site and on which a small plaque could be mounted. This approach would be intended to minimize intrusion into the area and help retain a natural appearance to the site. The attached graphic, produced by the project's architect, was originally developed as a possible option for the lily pond block but serves the purpose here to depict the concept and how such recognition may appear.

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Staff is respectful of City Council's previously expressed desire to not over populate the parkway with donor recognition signage and support that concept as does the Recreation and Parks Commission. The three elements or blocks within the overall park that require substantial investment and present the likelihood and need of significant single donor contributions are the lily pond, the electric fountain and the cactus garden. Neither staff or Mr. Gordon foresee large donation needs for other park elements for which special site-based recognition would be appropriate or necessary. As was presumed by City Council's expressed desire, any future large donations that may be made for purposes of general project support would be recognized within the defined electric fountain wall space.

FISCAL IMPACT

Should City Council support the request, no public funds would be required or utilized for purposes of donor recognition as all costs for these purposes are charged against the privately raised project funds.

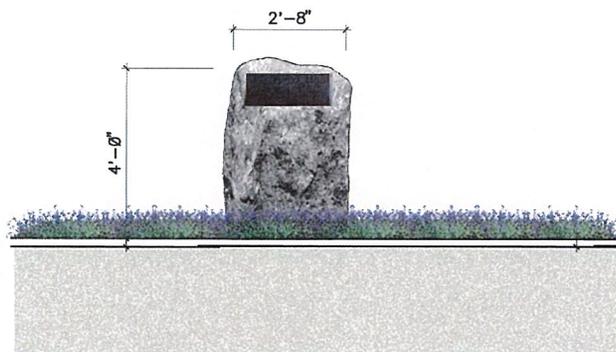
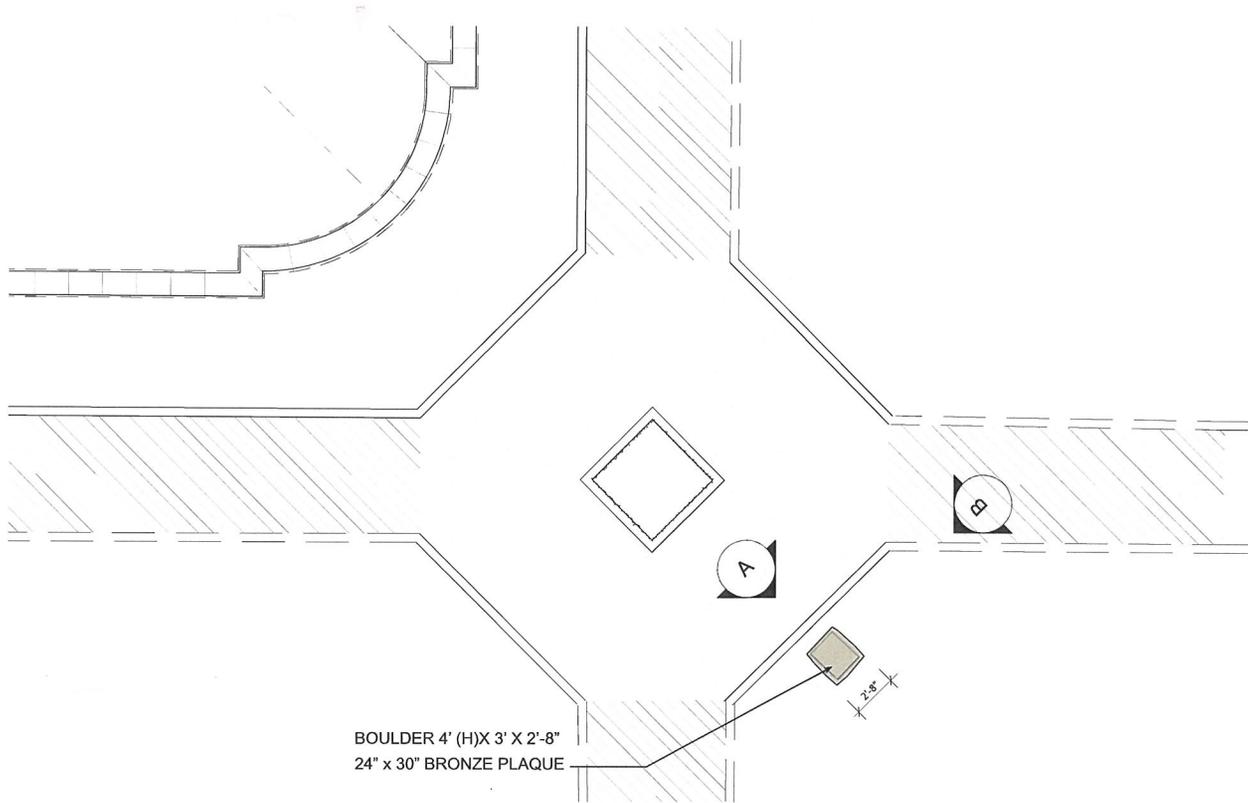
RECOMMENDATION

Staff seeks direction from City Council on this matter. It is staff's understanding that the proposed donation would be equal to or in excess of those that were previously approved for recognition by City Council for the lily pond restoration project.

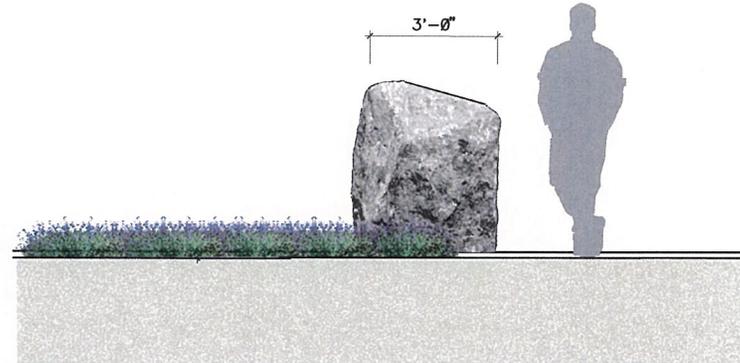
Steve Zoet
Approved By

A handwritten signature in black ink, appearing to be 'SZ', written over a horizontal line.

Attachment 1



ELEVATION A FRONT



ELEVATION B SIDE



Donor Recognition | Elevation Detail

BEVERLY GARDENS PARK Beverly Hills, CA

MIA LEHRER+ASSOCIATES URBAN DESIGN LANDSCAPE ARCHITECTURE

BARBARA L. HALL, PE., INC.
GOTAMA BUILDING ENGINEERS
HOLDENWATER WATER ARCHITECTURE AND ENGINEERING

HORTON LEES BROGDEN LIGHTING DESIGN
SILVERLAKE CONSERVATION, LLC
MATT CONSTRUCTION

JULY 25, 2013