



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** February 4, 2014  
**To:** Honorable Mayor & City Council  
**From:** Steven Zoet, Director of Community Services  
**Subject:** Request for Donor Recognition Opportunity Associated with the Beverly Gardens Restoration Project  
**Attachments:** Placement Location Options

---

### INTRODUCTION

On January 7, 2014 City Council, by simple majority, approved a stand-alone donor recognition plaque to be installed in the Cactus Garden block to recognize a potential benefactor who had expressed interest in making a substantial donation to its restoration. The purpose of the request was to be responsive to an inquiry that arose from a conversation that had occurred between Mr. Steve Gordon and a community businessman. Subsequent to that action, staff received an additional inquiry for consideration of a recognition plaque to be placed within the Foothill Road to Elm Drive block. This request was made by a benefactor who has expressed their intent to make a substantial donation that would be the largest yet received for these publicly supported restorative efforts.

### DISCUSSION

City Council requested that they receive a summary of additional locations where new donor plaques may be proposed along with the methods used to display them. Staff foresees the remaining blocks that may warrant separate donor recognition possibilities to be the Electric Fountain, Cactus Garden and possibly the Rose Garden and Doheny Fountain blocks. The Rose Garden was a gift to the city by resident Alexander Haagen in honor of his wife. There is a condition within the agreement between Mr. Haagen and the city that stipulates no other donor recognition plaques can be located within the block of his gift which is Alpine Drive to Foothill Road.

City Council had previously given direction to staff to consolidate future donor recognitions on an outer wall of a structure adjacent to the Electric Fountain at Wilshire and Santa Monica Boulevards but will consider requests for other locations if they were specifically made and evaluated on an individual basis.

This direction was given to staff at the City Council Study Session on August 20, 2013 when approval was given to proceed with the recognition of major donors to the lily pond restoration effort. At that meeting, content was approved for the authorized plaques which staff will use as a template for other recognition plaques should they be approved in the future. A photo of a plaque for one of the donors that will be installed on the lily pond containing this approved layout and content is attached for your reference.

Staff is understanding and respectful of City Council's wishes and will continue to make efforts to consolidate all donor recognition efforts as directed. However, if a large donation equal to or greater than the gifts previously approved for individual recognition were to be accepted by the city it would be beneficial for staff to know what locations and methods of display would be acceptable to Council for purposes of being responsive to potential donor inquiries. Photographs of locations that staff feels are appropriate for City Council's consideration with respect to the current request have been attached to this report for your reference. The benefactor making this request grew up and still resides in a residence that is in proximity to this location. Having a recognition opportunity within this area is more meaningful to them than the previously approved location adjacent to the Electric Fountain.

Unless otherwise directed, staff would like to proceed with donor recognition opportunities for the remaining sites it has identified as being appropriate for consideration and where City Council has not already given prior approval for donor recognition plaques to be placed. These sites include a location adjacent to the Rose Garden due to a pending large donation for a possible multi-block improvement to that area. Staff also feels that the Doheny Fountain block is a suitable donor recognition opportunity. These locations are where costs associated with the desired improvements are of amounts where large individual donor gifts would be sought and would be anticipated to be of equal or greater value than those previously approved by City Council for recognition. The means and methods of display, including size of plaque and content, would be similar to those discussed and referenced within this report.

#### **FISCAL IMPACT**

Should City Council support the request, no public funds would be required as all costs associated with these actions are charged against the privately raised project funds.

#### **RECOMMENDATION**

Staff recommends limiting all future donor recognition opportunities to the following locations; the Electric Fountain where a location has already been approved, the Cactus Garden where direction has likewise been provided and, per this most recent request, an area adjacent to the Rose Garden. Photos two through four show staff-suggested locations within the Foothill to Elm block, adjacent to the Rose Garden, for the placement of a donor recognition plaque should City Council provide approval.

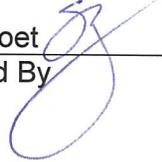
Meeting Date: February 4, 2014

Lastly, it is assumed that the Doheny Fountain block could also generate donor interest. If a donation were to be received that would be commensurate to or more than those previously received and approved for individual recognition then staff support a separate donor recognition opportunity for this location as well.

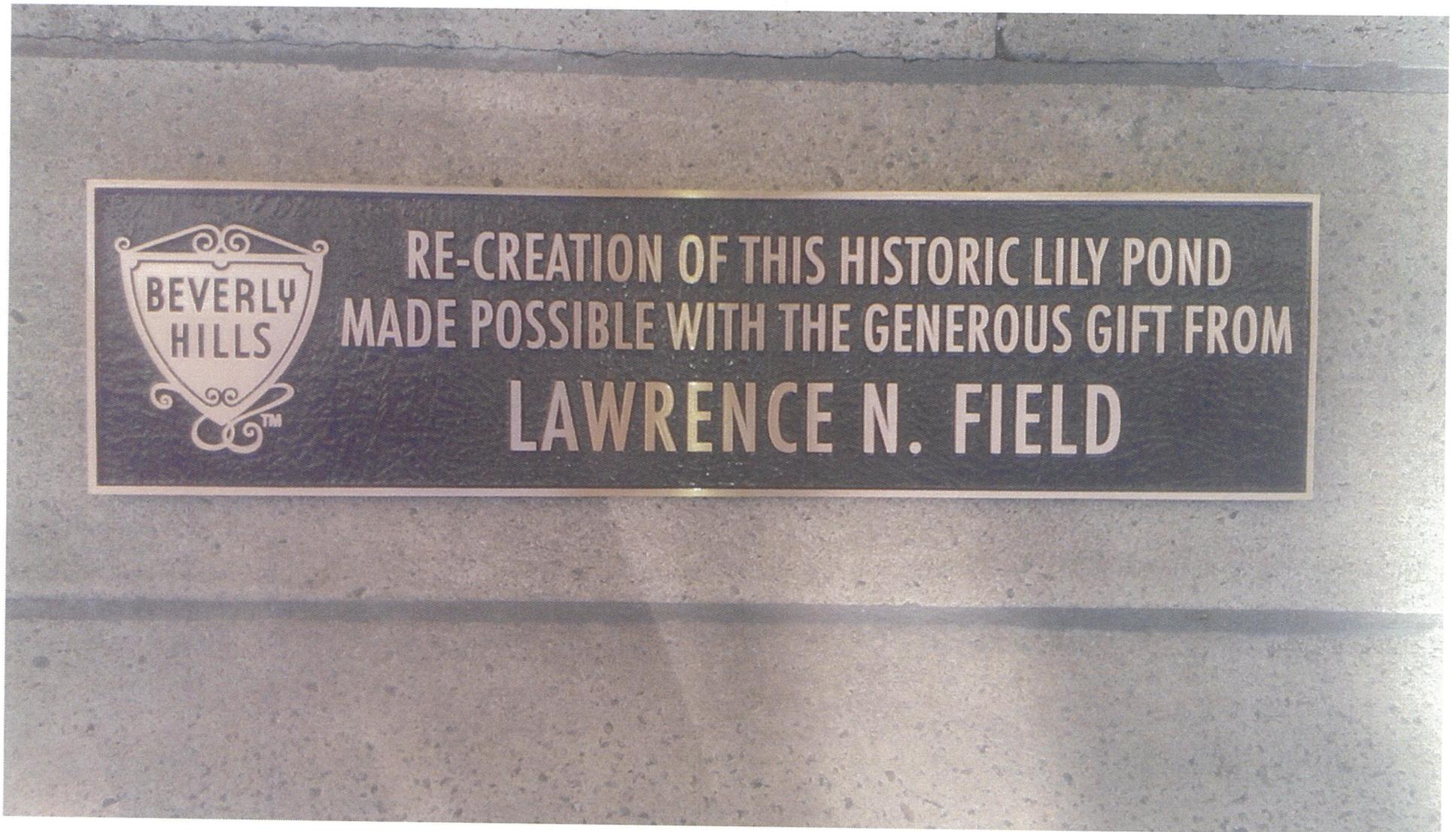
The last attached photo shows the low-profile plaque that was approved for installation with the Haagen donation and is being recommended as an approved method of display for any additional locations that City Council is willing to authorize. A small boulder could also be utilized as an alternative to the small concrete pedestal to which the plaque is affixed. Either scenario is intended to provide a non-intrusive method to commemorate a donor's gift and would be done in a way where placement and/or complementary landscaping would not make the recognition effort the focus of the block's or feature's improvements.

Steve Zoet

Approved By



# **Attachment 1**



**City Council previously approved this plaque size and content which staff intend to use as a template for future approved locations.**



**Planter bed location adjacent to the decomposed granite path at Foothill Road.**



**Mid-block location between two planter beds in the Foothill-to-Elm block.**



**Planter bed location adjacent to the decomposed granite path at Elm Drive.**



**Small, low-profile pedestal mounted sign that currently exists within Beverly Gardens Park and is recommended as an option for future mountings.**