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May 8, 1998

Council File No. 08-0312

Frank T. Martinez  
City Clerk  
Office of the City Clerk  
Room 395, City Hall  
Mail Stop 160

**SUBJECT: NAMING / RENAMING OF A COMMUNITY, REQUEST FOR  
DEPARTMENTAL EVALUATION**

Dear Mr. Martinez,

In accordance with the Council Motion adopted on January 31, 2006 (Council File #02-0196), the City Planning Department hereby submits this review and comment regarding the renaming of the proposed Beverly Crest Neighborhood Area.


Historical research indicates that the proposed name, "Beverly Crest," would accurately reflect the historical and cultural significance of the area. The subject area is part of the Bel Air-Beverly Crest Community Plan area. The Community Plan text does not include specific information on the history or boundaries of the area; however, historical research suggests that George E. Read originally named the area Beverly Crest when he began to subdivide the area in 1923. Local historian, Marc Wannamaker, has published photographs of the original Beverly Crest logo used to advertise the area in 1924. Further, the name "Beverly Crest" is also geographically accurate because this area is located in the hills above the City of Beverly Hills, and is within the larger section of the Bel Air-Beverly Crest Community that is commonly referred to as "Beverly Crest."

**RECOMMENDATION**

The Planning Department recommends that the City Council approve the renaming of the area as "Beverly Crest."

Sincerely,

S. Gail Goldberg  
Director of Planning

  
BETSY WEISMAN  
Principal City Planner, West Coastal Division

RECEIVED

MAY 09 2008

KAREN E. KALFAYAN