

CITY OF BEVERLY HILLS PLANNING COMMISSION APPLICATION

TO: HONORABLE MAYOR AND CITY COUNCIL

I am a resident of the City of Beverly Hills and am interested in being considered for an appointment to the Planning Commission.

Name: Barry I. Bernstein E-mail address: [REDACTED]

Residence Address (required): [REDACTED] Zip Code: 90210

Mailing Address (optional): N/A Zip Code:

Home phone: [REDACTED] Work Phone: [REDACTED] Fax: [REDACTED]

How long have you resided in Beverly Hills? 38 Years (Applicant must be a resident of the City for a minimum of two years prior to filing an application)

Occupation: Architect / Builder / Developer

Have you ever been a paid lobbyist/legislative advocate? If so, when and before which commission(s):
No

Have you ever applied to the Team Beverly Hills Program? Yes

Are you a member or alumnus of the Team Beverly Hills Program? Alumnus

Have you applied previously for a commission appointment? If so, which commission(s)?
Yes, the Traffic & Parking Commission, the Architectural Commission, the Planning Commission, and the Human Relations Commission.

1. Please list community activities you are presently involved in and activities in which you have participated in the past (including years of service):

I have been active in the Southern California real estate industry for over ⁵²~~40~~ years in a variety of roles, including architect, developer, land planner, manager, and financier. This extensive experience in nearly every aspect of the real estate business means that I bring valuable skills and seasoned judgment to every situation.

After graduating from Cal Berkeley with a major in Architecture and a minor in Real Estate Finance, I became one of the youngest licensed architects in the state of California in 1971. As an undergraduate in 1964, I wrote a research paper on the subject of condominiums with visiting professor Edward Eichler - a concept of ownership few were familiar with at the time. Before my licensing examination, I worked as an Architect In Training with several prestigious firms, including Charles Luckman and Associates, Daniel W. Dworsky and Associates, and Maxwell Starkman and Associates.

In 1970, I became Assistant to the President of Equity Funding Development, a division of Equity Funding Corporation, a registered NYSE company. In this role, I secured development entitlements from the Los Angeles County Planning Department, a task the previous property owner (Boise Cascade) were unable to accomplish. In addition, I successfully obtained development entitlements for a major project in the City of Thousand Oaks.

From 1971 to 1977, I was a partner in Don-Ja-Ran Construction, a development firm responsible for a number of significant projects, including a seven story, 24-unit condominium project at 339 Palm Drive in Beverly Hills consisting of four 3,000 square foot corner units per floor. Other notable projects included 440 North Oakhurst Drive, consisting of eight units ranging from 2,100 to 3,600 square feet, and seven luxury homes in Benedict Canyon.

In 1978, I founded KDC Development Inc. and developed seven condominium projects in Brentwood - more than any other developer to date. This culminated with a \$28,000,000, four story, 50-unit project at 575 Barrington Ave. KDC Development Inc also developed neighborhood retail centers in Los Angeles and Culver City, and apartment buildings throughout Los Angeles and the San Fernando Valley. I was responsible for all entitlements related to these projects, as well as design, construction, and marketing.

During the same period, I was instrumental in the development of a seven-story office building at the northeast corner of Missouri and Sawtelle Ave in West Los Angeles, including finding the property, procuring entitlements, designing the building, and arranging for construction.

In 1994, I began a new chapter in my career by founding CEK Inc, which developed single-family tracts in the Central Valley of California from Bakersfield to Fresno. In this role I secured all required entitlements and was responsible for all aspects of design, construction, and marketing. Over 790 homes were developed in the process, plus plans for an additional 157 homes in Bakersfield which were subsequently sold to another developer in 2006.

I have served as a member of the Beverly Hills Architectural Commission and the Economic Development Committee of the Beverly Hills Chamber of Commerce, and I currently preside as Chair of the Beverly Hills Design Review Commission in addition to tenures with the public service organizations listed below.

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- The Beverly Hills Rotary Club (~~21~~ years, 2 term Board Member)
 - Beverly Hills Educational Foundation (2 years)
 - United Jewish Federation (20 years)
 - Team Beverly Hills Alumnus
 - The Maple Counseling Center (Board Member, 1 year)
 - Friends of Greystone (Board Member, 1 year)
 - Beverly Hills Chamber of Commerce (Economic Development Committee, 2011)
 - Ort America (Board Member, 2011)

2. Please describe any technical expertise (building, construction management, planning, or landscaping), or other background information that might be useful to you as a Planning Commissioner (education, business, or personal):

As stated above, I am a licensed architect in the state of California with extensive experience in all aspects of designing and constructing a wide variety of building types. A few career highlights:

- While working for Charles Luckman & Associates, I was a member of the design team that produced the Broadway Plaza project in downtown Los Angeles. This massive development encompassed the Hyatt Hotel, and a shopping complex which included a Broadway department store and an office tower. Of particular interest was my design for a signature canopy for the Broadway Department Store chain – a then new concept involving a space frame adorned with multiple light bulbs. Additionally, I was on the Charles Luckman design team that created the submission for a 70 story multi-use complex in Chicago. Another notable project that I contributed to was Cedars Sinai Hospital.
- I worked with Daniel Dworsky and Associates, a firm noted for its unique designs, such as the Nibblers Restaurant on Wilshire Blvd on the west side of Beverly Hills, and the original Thrifty Drugstore on Canon Drive in Beverly Hills. Among other projects, I was a member of the team that designed the Steven S. Weiss religious complex on Mulholland Drive.
- During the early years of my independent business career, my architectural firm designed several neighborhood shopping centers, including a 13,400 sq. ft single story retail complex in Culver City, and the seven-story mirrored office building on the northwest corner of Sawtelle and Missouri in West Los Angeles.
- From the early 1970's to the present, I have developed a wide range of projects including condominiums and commercial complexes throughout Los Angeles and Beverly Hills, and single-family residential family tracts in the Central Valley from Bakersfield to Fresno.

3. Have you attended one or more full Planning Commission meetings within the last twelve months? Please comment on your reactions.

I have viewed several Planning Commission meetings over the past 12 months on live television and appreciate the professional manner in which they are conducted; it's evident that the commissioners spend considerable time studying the issues pertaining to each case prior to meeting. In addition to years of relevant professional experience, I share the commission's commitment to research, and would be able to make a smooth transition and immediately pull my weight.

4. How would you rate your ability to read and interpret blueprints?

Proficient [x] Passable [] Willing to Learn []

5. How much time do you envision giving to the Planning Commission? How often are you out of town? What other commitments might cause conflicts in your scheduling of commission meetings/activities or conferences?

If I am appointed to the Commission, I pledge to attend all scheduled meetings and conferences in and out of town as required. I am retired, financially secure, and will have few other demands on my time.

6. Are you familiar with the City's General Plan and what do you see as the major planning issues currently facing Beverly Hills?

Yes, I am familiar with the General Plan, and have closely studied its component elements. In my opinion, thoughtful management of the heavy vehicle traffic that flows through the city is one the prime challenges to be addressed.

7. How do you view the balance between the rights of property owners (business and residential) to develop their property versus the rights of neighbors who may be impacted by such development? You may wish to use a recent issue as a case study.

It's important to strike a careful balance between the individual liberties of property owners and the need to respect the rights of neighbors. Property owners must show sensitivity to their surroundings, and the project must make financial sense while also benefitting the city. Here are two practical applications of this challenge that apply to current issues:

Robertson Business District

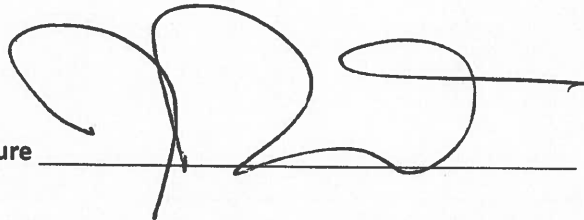
- Because of the need to upgrade this commercial strip, the Planning Commission should investigate the feasibility of raising the current building height limit to five stories to accommodate mixed use at street level and apartments above. The units should be a mix of low to moderately priced rentals.
- The Planning Commission should investigate the possibility of the city securing subterranean rights beneath existing retail stores to develop and build below grade parking structures. Additionally, the Planning Commission should explore the possibility of utilizing eminent domain to acquire multiple properties for the purpose of developing and building multi-story parking structures.

Metro Locations

- The city should consider the possibility of drafting guidelines for the use of air rights over Metro Station locations with an eye to potential development of low to moderately priced apartment units.

8. **How would you describe the appropriate relationship between the Commissioners and between the Commission and the applicants? Would you find it difficult to vote against a friend?** A member of the Planning Commission serves the city first and foremost. Friendships and personal concerns must always be secondary to the public interest.
9. **Why do you wish to be a member of the Planning Commission? (Specifically, why have you chosen this form of community service over the many other avenues of community service available in our community?)** As a longtime resident, I care deeply about our quality of life and the prosperity of our business community. I have worked with the planning commissions of numerous cities in 50 years of private business and been privileged to serve as a member of the Design Review Commission. This wealth of accumulated experience gives me unique insight into the complexities of the General Plan, and I would relish an opportunity to contribute to the important work of the Planning Commission.

06.02.23
Date: 07/13/24 Signature _____



Completed applications may be returned to the City Clerk's Office, Room 290, 455 North Rexford Drive, Beverly Hills, CA 90210. If you have any questions, please contact the City Clerk at 310-285-2400.

IMPORTANT NOTICE

In order that we may preserve the integrity of the application and interview process, please direct all inquiries to the City Clerk, City Manager or the Director of Community Development. Please **DO NOT** contact the City Councilmembers or the members of the Architectural Commission regarding the Architectural Commission vacancies.