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### Profile

Noelle

First Name

H

Middle Initial

Freeman

Last Name

Suffix

[Redacted]  
Email Address

[Redacted]  
Street Address

Suite or Apt

[Redacted]  
City

[Redacted]  
State

90210  
Postal Code

### Mailing Address (optional)

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Home: [Redacted]  
Primary Phone

### Work Phone

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### Cell Phone

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### Which Boards would you like to apply for?

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Planning Commission: Submitted

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Question applies to multiple boards

**How long have you resided in Beverly Hills? \_\_\_\_\_ (Applicant must be a resident of the City for a minimum of two years prior to filing an application, and if selected, remain a resident to serve.)**

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Question applies to Planning Commission

**Occupation:**

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The DMS Agency, Founder and CEO

Question applies to Planning Commission

**Do you work in Beverly Hills?**

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Yes  No

Question applies to Planning Commission

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

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Yes  No

Question applies to Planning Commission

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

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Yes  No

Question applies to Planning Commission

**Have you applied previously for a Commission appointment? If so, which Commission(s)?**

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I applied to the Human Relations Commission and currently serve on the Commission.

Question applies to Planning Commission

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

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Commissioner, Human Relations Commission, 2019 – Present Member of Next Beverly Hills, 2018 – 2022 Ad Hoc Member of NextGen Housing, 2018 Ad Hoc Member of NextGen Economic Sustainability, 2018 Rotary Club of Beverly Hills, 2021 – Present Rotary Club Speaker Chair, 2022 Participant in the Metropolitan Water Inspection Trip Team Beverly Hills 2019 CERT Proud active member of our City

Question applies to Planning Commission

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

Although I don't have formal architectural training, I have a genuine interest in development planning and have a solid understanding of what goes into the process. As someone who follows Planning Commission meetings, City Council meetings, and my Homeowner's Association meetings, I have a deep understanding of the discussions and decisions that impact our community. I recognize the importance of the planning process and the role it plays in shaping our neighborhoods. I have been actively engaged in understanding the plans for several of our City's most recent development projects. I take the time to familiarize myself with these projects, meet with the architects and land owners before making any decisions. By studying the details of these projects, I strive to grasp their potential impacts on our community and ensure informed decision-making. I have also had the privilege of serving on the ad hoc committee for next-generation housing. Through this experience, I had the opportunity to meet with landowners to assess the feasibility of future plans. Additionally, I engaged with residents to understand their concerns and needs regarding housing options. This firsthand involvement has provided me with valuable insights into the challenges and opportunities associated with housing development in our City. By actively participating in our City's planning, I have developed a deeper understanding of the intricacies of planning and the importance of considering diverse perspectives. My commitment to being well-informed, combined with my experience in understanding development projects will enable me to contribute effectively as a Planning Commissioner.

Question applies to Planning Commission

**3. Have you observed one or more full Planning Commission meetings within the last 12 months? Please comment on your reactions.**

I have observed every Planning Commission Meeting over the last 12 months and even more over the years prior. I'm continually impressed by the dedication of the commissioners in ensuring a fair process and considering the best interests of the community. Their diligent approach in asking questions and addressing concerns from applicants is vitally important for fostering responsible and sustainable development. I've gained valuable insights into the decision-making process for land use planning and development proposals, weighing in public input, and ensuring that projects and permits align with regulations, building codes, and ultimately community interests.

Question applies to Planning Commission

**4. Please rate your ability to read and interpret architectural plans: \***

Intermediate

Question applies to Planning Commission

**5. The Planning Commission regularly meets on the second and fourth Thursdays of each month, in the afternoon. 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 attendance at Commission meetings or activities?**

I have flexibility in my schedule to dedicate the necessary time required to serving on the Planning Commission. I'm very familiar with the demands required to serve and will make this my top priority. I envision giving substantial time to this work, attending all the regular meetings as scheduled and allocating sufficient time to preparing and doing my due diligence prior to the meetings. Currently, I dedicate four to six hours a week for my work on the Human Relations Commission and am prepared to spend more time each week if appointed to the Planning Commission. As for being out of town, I do not anticipate frequent travel that would conflict with my attendance at Commission meetings or preparation. Additionally, I do not have any other commitments that would cause conflicts in my availability. My primary focus will be on fulfilling my responsibilities as a Planning Commissioner.

Question applies to Planning Commission

**6. Are you familiar with the City's General Plan? What do you see as significant planning issues currently facing Beverly Hills?**

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I have extensive familiarity with the City's General Plan, with a particular focus on the intricate details of the Housing Element. In my opinion, one of the most pressing issues facing our City is undoubtedly housing and the effective execution of the housing element. Additionally, I recognize that we consistently encounter challenges related to sustainability, and I wholeheartedly commend the recent adoption of comprehensive climate action efforts in the realm of planning. I believe it's essential for us to adapt to the pressing needs around us, just as we did by incorporating innovative solutions such as Open BH and expanding outdoor dining, both of which presented advantageous opportunities amidst the pandemic. Additionally, the upcoming Wilshire/La Cienega Metro presents both exciting opportunities and challenges in terms of development and security in those areas. As a resident of the southeast, I see the Gale Yard as a significant opportunity for smart development. It has the potential to transform the neighborhood, providing a platform for sustainable and innovative urban solutions that can enhance our community's livability and economic vitality.

Question applies to Planning Commission

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

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I see balancing the rights of property owners and the rights of neighbors as one of the City's most pressing issues. I believe it's vital for Commissioners to uphold our duty and act in the best interests of the community we serve. Property owners have the right to develop within the law, while neighbors have the right to a certain quality of life. Balancing these rights requires effective regulations, transparent decision-making, and consideration of all stakeholders. Mitigating measures and compromises are necessary to address concerns while allowing for reasonable development opportunities. I'm confident I can navigate these challenges and fulfill responsibilities with integrity and compromise.

Question applies to Planning Commission

**8. How would you describe an appropriate relationship between the Commissioners and applicants? Would you find it difficult to vote against a friend? Would you find it difficult to vote differently than fellow Commissioners?**

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An appropriate relationship between Commissioners and applicants is achieved through impartiality, fairness, and adherence to established rules and regulations. It's important to approach the role with objectivity, treating all applicants equally and evaluating their proposals or qualifications based on relevant criteria. It can be uncomfortable to vote against someone with whom we have a personal relationship. However, it is crucial to prioritize the interests of the broader community we represent, which is my top priority. Similarly, voting differently than fellow Commissioners, which I have done numerous times, can provide a healthy discussion and debate. This is an essential part of the decision-making process, and we must remain open to diverse perspectives and be willing to reconsider our own views based on reasoned arguments and evidence presented.

Question applies to Planning Commission

**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?**

I would like to serve on the Planning Commission because I believe it presents a unique opportunity for me to contribute to the development and shaping of our City in a meaningful way. While I have served the City in various capacities in the past, I am now seeking a more personally challenging role where I can utilize my skills and knowledge to make a tangible impact on our community. I live in the southeastern part of our City, an area historically underrepresented in leadership roles in our City. I believe that I would bring a unique perspective, especially in a time when the southeast is faced with a lot of change, including the opening of one of our Metro stops. I strongly believe that our City can benefit from embracing new technologies and innovative approaches in planning. Specifically, I advocate for the integration of technologies like digital twins and augmented reality (AR) to enhance our City's planning processes. Digital twins offer the potential to create virtual replicas of our City, allowing planners to simulate and analyze various scenarios before implementing them in the real world. This can help us make informed decisions about urban development, transportation systems, infrastructure, and more. AR can provide a more immersive and interactive way for citizens to engage with development plans, fostering transparency and public participation in the decision-making process. By bringing these technologies into our City's planning, we can achieve a higher level of transparency, efficiency, and inclusivity. I believe that this approach aligns with the needs and aspirations of our community, and I am passionate about advocating for its implementation. My desire to be on the Planning Commission stems from my eagerness to contribute to our City's development and my belief in the transformative power of technology. I am confident that my unique perspective and advocacy for embracing technology can help shape the future of our City in a positive and innovative way.

Question applies to Planning Commission

**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**

**So 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 Planning Commission regarding the Planning Commission vacancies.**

**Serving on the Beverly Hills Planning Commission, Board of Zoning Adjustments and Planning Agency**

The Planning Commission is one of twelve (12) Commissions appointed by the City Council to carry out a variety of delegated functions. The City Manager, Department Heads, and other City staff who work for the City Council provide staff support to the Commissions. The Community Development Department provides primary staff support to the Planning Commission, although depending on the issues, other Departments occasionally provide support as well. The Community Development Department also provides primary support to the City's Architectural Commission, Design Review Commission, Cultural Heritage Commission, and Rent Stabilization Commission. As with the other Departments, Community Development staff also provides support to other Commissions and to the City Council.

There are five Planning Commission positions, serving a staggered first term of two years, with a single four-year reappointment possible. Commissioners generally serve until their replacements