
Profile

Rebecca

First Name

Pynoos

Last Name

Middle Initial

Suffix

[REDACTED]

Email Address

[REDACTED]

Street Address

Suite or Apt

[REDACTED]

City

[REDACTED]

State

90210

Postal Code

Mailing Address (optional)

Mobile: [REDACTED]

Primary Phone

Work Phone

Cell Phone

Which Boards would you like to apply for?

Planning Commission: Submitted

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.)

25 years (some previous years in Boston, New York and Los Angeles, part time during COVID)

Question applies to Planning Commission

Occupation:

Nonprofit Consultant

Question applies to Planning Commission

Do you work in Beverly Hills?

Yes No

Question applies to Planning Commission

Have you ever applied to the Team Beverly Hills Program?

Yes No

Question applies to Planning Commission

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

Yes No

Question applies to Planning Commission

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

I served on the inaugural Cultural Heritage Commission for 6 years, 2012-2018, tasked with implementing a brand new historic preservation policy and ordinance. My leadership experience included serving on the Incentives Subcommittee and Surveying Subcommittee, where I helped create a package of development incentives, including the expediting of certain building permits. I currently serve on the City's Architectural Commission, where I assess new signage, facade remodels, commercial developments, and multi-family projects. I have spoken with both Craig Corman and Noah Furie about their experiences on the Planning Commission and am eager to follow both of them in serving the city with smarts, diligence, dedication, and a deep understanding of implementing and shaping policy.

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):

Rautenberg New Leaders Project (2023) with the Jewish Federation for emerging civic leaders. The NLP Program empowers participants to hone their leadership skills and gain a deep understanding of the diverse fabric of the Greater Los Angeles area, while working with elected, civic, and community leaders to address some of the most critical challenges facing our region. Coro LA Lead (2022-2023) LA Civic leadership program with a cohort of emerging civic leaders exploring the Greater LA area's most pressing issues, including housing, environmental policy, education, land use, and more. Metro Art Docent Council (2018-present) The council is where public transit and public art meet, through advocacy for public transit use by engaging the community in public art featured on Metro rail and bus lines. Team Beverly Hills (2022-2023) Westside Young Democrats (2023) Advocacy in local and statewide issues around transit, housing, mobility, education, economic development and issues of civic life to benefit all people living regionally. West LA Community Coalition (2018-2022) Vice Chair of a community based non-profit designed to address issues affecting the West LA region served by the West LA-Sawtelle Neighborhood Council. Addressed issues through tactical urbanization projects, local advocacy, and community building. Heavily involved with the City of Los Angeles, County of Los Angeles, and community in the plans for the joint redevelopment of the West Los Angeles Civic Center. Emerge California (2017) Women's leadership training program addressing state wide, regional, and local civic and community issues by training women of all ages to run for public office of varying levels

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:

I have completed graduate level coursework at USC in Architecture, taken graduate coursework at UCLA Extension in Environmental Sustainability and Building, and completed a certificate program in urban planning at UC Berkeley. I previously served as Vice Chair of the West Los Angeles Community Coalition, serving a neighborhood and area I do not live in. The coalition engaged in the redevelopment of the West Los Angeles Civic Center Parcel - a major joint project between the City of Los Angeles and County of Los Angeles to revitalize a long neglected mid century civic center parcel which houses an old municipal building, courthouse, senior center, library, and massive surface level parking lots that will be redeveloped to incorporate housing and commercial operations on site. I worked with representatives from the City of Los Angeles, County of Los Angeles, the architecture team, the PR team, and community stakeholders to achieve a more harmonious balance in the project. This summer, I will participate in MIT's short course "Beyond Smart Cities: Emerging Design and Technology", which looks at harnessing technology to create holistic, resilient, and sustainable cities.

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 either attended in person or remotely watched several full planning commission meetings this last year, including several addressing the Regional Housing Needs Allocation (RHNA) numbers and discussions around the Cheval Blanc project. These meetings included circulation concerns brought up by commissioners. I appreciated the concerns from neighboring businesses about privatizing part of the public alleyway, as well as solutions and recommendations for delivery and access alternatives to accommodate other businesses, such as Hermes. In meetings such as the one on March 23rd, I was impressed by the Commission's diligence to pedestrian safety regarding the temporary staging in T1 and T2 zones for the One Beverly Hills project. I felt Commissioner Kaplan brought up salient points for worker's safety issues when crossing Santa Monica Blvd from the adjacent staging area and Commissioner Wolfe addressed community concerns about trash based on letters the commissioners had received.

Question applies to Planning Commission

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

Proficient

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 no conflicts in serving and take public service very seriously and professionally. In 8 years of serving on commissions, I have never missed a meeting and pride myself upon always being well prepared, reading through all materials, and taking copious notes. I rarely travel, and even the single time I was out of the country coinciding with a commission meeting I participated from Amsterdam, noticing the meeting and following Brown Act Compliance and Karen Myron's instructions. I would be beyond thrilled to serve my community as a Beverly Hills Planning Commissioner and would give the role my utmost dedication and time.

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?

Yes, I am familiar with and have a copy of the City's General Plan and am well versed in its elements — from land use to circulation to safety. I am also aware of the process for amending the General Plan and Housing Element updates. I see significant planning issues facing Beverly Hills as finding creative and thoughtful ways to approach and reach the RHNA numbers. The arrival of the Metro Line not only provides challenges for the City but also great opportunities to actively manage and engage Metro riders with our urban infrastructure. Creating a harmonious environment for all, with ease of mobility and pedestrian wayfinding, can benefit the City's circulation plan. I believe implementation of the City's new Mixed Use Ordinance will also provide both challenge and opportunity. For example, I attended the March 29th scoping meeting for the proposed Saks projects for 9600 Wilshire which aims to amplify a newly neglected portion of a formerly thriving commercial corridor to create bustling retail, office, residential, and pedestrian spaces in the backdrop of a densely populated multifamily and single family residential setting. The team has proposed that they will create an opportunity of 100 underground parking spaces for residents for overnight and weekend use, creating a community benefit for the multifamily neighbors on Peck and Camden, many of whom have no onsite parking and struggle with limited street parking. The project also proposes to include cobblestone streets to help mitigate traffic in the area, which has been another major concern of neighbors. Additional challenges come from implementing state housing policies and finding effective and creative ways to address regional issues. I recently heard Scott Weiner speak at a conference on planning in Sacramento in early May, regarding his proposed bill to allow religious institutions and non profit colleges to build housing on site, which could allow for an additional avenue to create additional affordable housing not necessarily in densified or single family neighborhoods

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.

Through thoughtful leadership, communication skills, and diplomacy, I would strive to bring diverse stakeholders closer together in projects that maintain development goals along with community input to create a more collaborative and harmonious vision. The City of Beverly Hills has its General Plan - a planning code along with design review that helps dictate what is allowable. After serving on the Cultural Heritage Commission and Architectural Commission and continuing to study architecture and urban planning since then, I feel it is of the utmost importance to approach each project thoughtfully and with balance, allowing for necessary development to take place while respecting the character and needs of the community. To me, a prime successful example is the Wallis Annenberg Center for the Performing Arts, that beautifully and thoughtfully blends the retention of a historic building adaptively reused with new construction for a modern use. I believe the City has to have some flexibility to allow for innovative modern design while protecting character defining features of properties where applicable.

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?

An appropriate relationship is one with respect, regard, and thoughtful consideration for an applicant's project balanced with the needs and parameters of the City. I would not find it difficult to vote against a friend and strongly feel each project needs to be assessed on its own merits and not based on any personal relationship. While on the Architecture Commission, I have seen projects from architects and project managers I know from years of being involved in urban planning. I have had no problem providing critical feedback to their projects and designs to achieve more harmonious alternatives for the sites in line with City policy and aesthetics.

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?

As a 3rd generation resident, it has been a long-time dream of mine to be a Planning Commissioner with the City of Beverly Hills. This dream was inspired by my grandfather who was a civil engineer, builder and civic booster, and by my father who has been involved in affordable housing, aging, and urban planning. For many years, I have diligently gained the experiences necessary to succeed in this dream. Two of my deep passions are good urban planning and well-run cities for people to live, work, socialize, play, create community and thrive. I love engaging with community members and discussing issues of planning and policy - morning, noon, and night. I have a robust understanding of issues of transit, circulation, development, and neighborhood community issues. I bring a new perspective to planning as a millennial female who has already served Beverly Hills on both the Cultural Heritage Commission and Architectural Commission. I'm engaged in the City and also regionally. The many leadership programs I've participated in are specifically focused on civic engagement because I'm extremely interested in urban planning policy and practice. I wish to continue my smart, well-versed work serving as a bridge between two groups often at odds - developers and the community - to achieve projects that are harmonious with a neighborhood. I also hope to be in line with helping to shape projects that help promote economic viability and the convivial community spirit of Beverly Hills. I wish to help shape City policy and give recommendations to the City Council as the region goes through significant transformation. Serving on the Planning Commission will give me the opportunity to apply my previous experiences on two commissions under the Community Development Department in an even more impactful way. Through this form of community service I can provide a valuable perspective on urban planning to create a more vibrant, interconnected, and sustainable city.

Question applies to Planning Commission