



City of Beverly Hills

Legislative Advocate Registration

Legislative Advocate Information

Name	Amarveer Brar	Phone	310-788-2415
Employer	Allen Matkins	Email	abrar@allenmatkins.com
Business Address	1901 Avenue of the Stars Suite 1800	Website Address	allenmatkins.com
Address Line 2		Fax	310-788-2410
City	Los Angeles		
State	CA	Zip	90067
Legislative Advocacy During the Past 12 Months Not Previously Reported			
N/A			

Sanctions

Have you ever been sanctioned for a violation of the Beverly Hills Legislative Advocacy Ordinance or a violation of any law, regulation or ordinance of another jurisdiction governing Legislative Advocacy or lobbying?
No
Has a firm at which you work, has worked, or for which you own or has owned an equity interest been sanctioned for a violation of the Beverly Hills Legislative Advocacy Ordinance or a violation of any law, regulation or ordinance of another jurisdiction governing Legislative Advocacy or lobbying?
No

Expenditure Lobbyist

Are you filing as an Expenditure Lobbyist?	No
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Client Information

Client Name	SRG Properties LLC / Daniel Abrams	Client Phone	310-570-2656
Specific Business of Client	Real Estate	Client Website Address	N/A
Client Address	12301 Wilshire Boulevard		
Client Address Line 2	Suite 420		
Client City	Los Angeles		
Client State	CA	Client Zip	90025

Description of Matter that Legislative Advocate is Attempting to Influence

Initial Date of Lobbying Engagement	2020/03/11	Termination Date	2024/01/08
Project Name (include address if advocating for a property)			

309-325 South Elm Drive
Description of Municipal Legislation that is subject of Advocacy
Provide client with real estate and land use services (specifically Affordable Housing Covenant) for property located at 309-325 South Elm Drive, Beverly Hills, CA 90212
Desired Outcome
Real estate and land use entitlements
Estimate of Compensation to be Paid to Legislative Advocate from Client
up to \$25,000

Sign and Date

I declare under penalty of perjury that the information which has been included in this Registration Form is true and correct.			
Signed	Amarveer Brar	Date	2020/04/02



City of Beverly Hills

NOTICE OF TERMINATION OF LEGISLATIVE ADVOCACY

Pursuant to Section 1-9-107 of the Beverly Hills Municipal Code, I hereby notify the City of Beverly Hills of the termination of my legislative advocacy concerning the project described below.

Date of Termination of Legislative Advocacy:	01/08/2024
Name of Legislative Advocate:	Amarveer Brar
Employer:	Allen Matkins
Address:	1901 Avenue of the Stars Suite 1800
Phone:	310-788-2415
Email:	abrar@allenmatkins.com
Client:	SRG Properties LLC / Daniel Abrams
Project Name:	309-325 South Elm Drive
Termination Submitted By:	abrar@allenmatkins.com
Termination Submitted Date:	01/08/2024

Previously Reported Legislative Advocacy Activity

407 North Maple Drive

Client Name	The BH One, LLC / Joyce Crucillo, Esq.	Phone	(323) 888-1071
Specific Business of Client	Fashion Nova	Website	fashionnova.com
Client Address	2801 East 46th Street		
Address Line 2			
City	Vernon		
State	CA	Zip	90058
Desired Outcome		Engagement Date	2024/04/10

8501 Wilshire Boulevard

Client Name	Cedars-Sinai Medical Center / Andrew Ball	Phone	310-651-2050
Specific Business of Client	Medical Center	Website	www.cedars-sinai.org
Client Address	450 North Roxbury Drive		
Address Line 2			
City	Beverly Hills		
State	CA	Zip	90210
Desired Outcome		Engagement Date	2024/04/05

450 N. Roxbury

Client Name	Cedars-Sinai Medical Center / Andrew Ball	Phone	310-651-2050
Specific Business of Client	Medical Center	Website	www.cedars-sinai.org
Client Address	450 North Roxbury Drive		
Address Line 2			
City	Beverly Hills		
State	CA	Zip	90210
Desired Outcome		Engagement Date	2024/03/15

8310 Wilshire Boulevard Entitlements

Client Name	The Abraham Companies / Ken O'Neill	Phone	949-561-0298
Specific Business of Client	Real Estate Development	Website	https://www.theabrahamco.com/
Client Address	900 Cercis Place		
Address Line 2			
City	Newport Beach		
State	CA	Zip	92660

Desired Outcome		Engagement Date	2023/03/31
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FOR CITY CLERK USE ONLY

Date of Registration Submission Thursday, April 2, 2020 @ 4:02PM
Date of Termination Submission Monday, January 8, 2024 @ 8:16PM
Date of Administrative Approval Thursday, April 2, 2020 @ 4:25PM
Administrative Approval by lsyrodriguez