



City of Beverly Hills

Legislative Advocate Registration

Legislative Advocate Information

Name	Paul J. Silvern	Phone	3105810900
Employer	HR&A Advisors, Inc.	Email	psilvern@hraadvisors.com
Business Address	700 S. Flower Street	Website Address	www.hraadvisors.com
Address Line 2	Suite 2995	Fax	3105810910
City	Los Angeles		
State	CA	Zip	90017-4241

Legislative Advocacy During the Past 12 Months Not Previously Reported

Analysis prepared for client; testimony before the City Council in late May 2021.

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

Client Information

Client Name	BH Luxury Residences, LLC (Benny Alagem)	Client Phone	310-274-6680
Specific Business of Client	Property developer, owner & operator	Client Website Address	N/A
Client Address	1800 Century Park East		
Client Address Line 2	Suite 500		
Client City	Los Angeles		
Client State	CA	Client Zip	90067

Description of Matter that Legislative Advocate is Attempting to Influence

Initial Date of Lobbying Engagement

2021/01/01

Project Name (include address if advocating for a property)

One Beverly Hills - 9850, 9876, 9900 & 9988 Wilshire Blvd.

Description of Municipal Legislation that is subject of Advocacy

Adoption of Overlay Specific Plan for properties at 9850, 9876, 9900 & 9988 Wilshire Blvd.

Desired Outcome

Adoption of Overlay Specific Plan

Estimate of Compensation to be Paid to Legislative Advocate from Client

\$50,001 to \$75,000

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

Paul J. Silvern

Date

2021/06/01

Previously Reported Legislative Advocacy Activity

9600 Wilshire Boulevards Specific Plan-9570, 9580, 9582, 9584, 9588, 9596, 9600-9620 Wilshire Boulevard; 128 South Bedford Drive; and 133 South Camden Drive			
Client Name	c/o Carolina Simon-Street-Works LLC; HBC ULC; Saks & Company LLC	Phone	424-274-1709
Specific Business of Client	Property Development	Website	https://streetworksdev.com
Client Address	225 Liberty Street		
Address Line 2			
City	New York		
State	New York	Zip	10281
Desired Outcome		Engagement Date	2022/06/30

FOR CITY CLERK USE ONLY

Date of Registration Submission Tuesday, June 1, 2021 @ 11:12AM

Date of Termination Submission

Date of Administrative Approval Tuesday, June 1, 2021 @ 11:18AM

Administrative Approval by Isyrodriguez