



City of Beverly Hills

Legislative Advocate Registration

Legislative Advocate Information

Name	Ron Hirsch	Phone	8183250530
Employer	Hirsch/Green Trans. Consulting	Email	ron@hgtraffic.com
Business Address	13333 Ventura Boulevard	Website Address	www.hgtraffic.com
Address Line 2	Suite 204	Fax	8183250534
City	Los Angeles		
State	CA	Zip	91425

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

Client Information

Client Name	Louis Vuitton Moet Hennessy, Anish Melwani CEO	Client Phone	(312) 984-3150
Specific Business of Client	Retail and Hospitality	Client Website Address	https://www.lvmh.com
Client Address	c/o Dessin Ferrazzano of Barak Ferrazzano Kirschbaum & Nagelberg LLP		
Client Address Line 2	200 W. Madison Street, Suite 3900		
Client City	Chicago		
Client State	Illinois	Client Zip	60606

Description of Matter that Legislative Advocate is Attempting to Influence

Initial Date of Lobbying Engagement

2021/09/29

Project Name (include address if advocating for a property)

Cheval Blanc Specific Plan - 456 and 468 N. Rodeo Drive, 461 - 465 N. Beverly Drive, and 449 - 453 North Beverly Drive

Description of Municipal Legislation that is subject of Advocacy

Application under BMC Section 10-3-3900 and/or other application provisions to amend the existing development regulations of property located at 456 and 468 N. Rodeo Drive, 461 - 465 N. Beverly Drive, and 449 - 453 N. Beverly Drive to revise the height, bulk, use and other regulations and allow construction and operation of a multiple use, hotel-driven anchor development.

Desired Outcome

Approval of various entitlements and actions for a proposed multi-use, hotel-anchored development

Estimate of Compensation to be Paid to Legislative Advocate from Client

\$25,001 to \$50,000

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

Ronald R. Hirsch

Date

2021/10/07

Previously Reported Legislative Advocacy Activity

Cheval Blanc Specific Plan - 456 and 468 N. Rodeo Drive, 461 - 465 N. Beverly Drive, and 449 - 453 North Beverly Drive			
Client Name	Louis Vuitton Moet Hennessy, Anish Melwani CEO	Phone	(312) 984-3150
Specific Business of Client	Retail and Hospitality	Website	https://www.lvmh.com
Client Address	c/o Dessin Ferrazzano of Barak Ferrazzano Kirschbaum & Nagelberg LLP		
Address Line 2	200 W. Madison Street, Suite 3900		
City	Chicago		
State	Illinois	Zip	60606
Desired Outcome		Engagement Date	2021/09/29

FOR CITY CLERK USE ONLY

Date of Registration Submission Thursday, October 7, 2021 @ 10:08AM

Date of Termination Submission

Date of Administrative Approval Thursday, October 7, 2021 @ 10:24AM

Administrative Approval by mvergara