

**City of West Hollywood  
Lobbyist Registration Log  
May 2025 to May 2026  
(as of April 1, 2026)**

**The Afriat Consulting Group Inc.**

**Date Filed – 5/21/25**

**Aaron H. Green  
Brandon Zavala  
Micheal Ai  
Elizabeth Hennes**

**4107 Magnolia Boulevard  
Burbank, CA 91505  
(818) 450-2770  
[louis@afriat.com](mailto:louis@afriat.com)**

|   |   |
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| <p><b>Northwood Investors, LLC</b><br/>575 Fifth Avenue – 23<sup>rd</sup> Floor<br/>New York, NY 10017</p> <p>1020 North San Vicente Blvd in the City of West Hollywood.</p>  | <p><b>Orange Barrel Media, LLC</b><br/>250 N. Hartford Ave.<br/>Columbus, OH 43222</p> <p>Assist client with signage-related matters in the City of West Hollywood.</p>                                       |
| <p><b>The Club on Sunset LLC</b><br/>17 Grosvenor Hill, First Floor<br/>London W1K 3QB</p> <p>Permitting and related matters for a membership club to be located at 8920 Sunset Blvd in the City of West Hollywood.</p> | <p><b>Ace Outdoor Advertising</b><br/>250 N. Hartford Ave.<br/>Columbus, OH 43222</p> <p>Assist client with various signage issues in the City of West Hollywood.</p>   |
| <p><b>Tower Records Square, LLC</b><br/>307 N. Saltair<br/>Los Angeles, CA 90049</p> <p>Entitlements for the property located at 8801 Sunset Blvd. in the City of West Hollywood.</p>                                   | <p><b>8920 Sunset Blvd., LLC</b><br/>11661 San Vicente Blvd. #220<br/>Los Angeles, CA 90049</p> <p>Outreach and entitlements for the property located at 8920 Sunset Blvd. in the City of West Hollywood.</p> |
| <p><b>Mani Brothers Real Estate Group</b><br/>9200 W. Sunset Blvd., Suite 555<br/>West Hollywood, CA 90069</p> <p>Land use issues in the City of West Hollywood.</p>  | <p><b>BAM LLC</b><br/>9015 Sunset Blvd.<br/>West Hollywood, CA 90069</p> <p>9009 and 9015 Sunset Blvd in the City of West Hollywood.</p>  |
| <p><b>Big Outdoor OPCO, LLC</b><br/>1528 Slocum Street<br/>Dallas, Texas 75207</p> <p>Assist client with various signage issues in the City of West Hollywood.</p>  | <p><b>IKE Smart City, LLC</b><br/>250 North Hartford Ave.<br/>Columbus, OH 43222</p> <p>Obtaining permits for digital kiosks in the City of West Hollywood</p>  |

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| <p><b>Chapter 4 Corp dba Supreme LLC</b><br/>64 Kings Street<br/>New York, NY 10014</p> <p>Political, community outreach, and permitting issues for a proposed retail business to be located at 8801 Sunset Blvd in the City of West Hollywood</p>  | <p><b>RWS Sunset LLC</b><br/>200 Crescent Court, Suite 1040<br/>Dallas, TX 75201</p> <p>Proposed billboard to be located at 9165 Sunset Blvd. in the City of West Hollywood.</p>   |
| <p><b>Sierra Towers Condominium Association, Inc.</b><br/>9255 Doheny Rd.<br/>West Hollywood, CA 90069</p> <p>Political and community outreach regarding a proposed development to be located at 9160-9176 Sunset Blvd. in the City of West Hollywood.</p>  | <p><b>7734 SM LLC</b><br/>6535 Melrose Avenue, #408<br/>Los Angeles, CA 90038</p> <p>Assist client with political and community outreach for a proposed entertainment venue to be located at 7734 SMB in West Hollywood</p>  |
| <p><b>West Hollywood Development Co., LLC</b><br/>1803 Pontius Ave.<br/>Los Angeles, CA 90025</p> <p>Assist client with political and community outreach for client's property located at 8550-8612 Santa Monica Blvd.</p>  | <p><b>Tory Burch LLC</b><br/>11 West 19<sup>th</sup> St., 9<sup>th</sup> Floor<br/>New York, NY 10011</p> <p>Assist client with obtaining permits for the property located at 8483 Melrose Ave. in the City of West Hollywood.</p>   |
| <p><b>7428 Santa Monica, LLC</b><br/>6721 Melrose, Avenue<br/>Los Angeles, CA 90038<br/>310-420-8842</p> <p>Assist client with political and community outreach regarding a mixed- use development located at 7424 Santa Monica Blvd. in the City of West Hollywood.</p>  | <p><b>Linc House Corporation</b><br/>3590 Elm Avenue<br/>Long Beach, CA 90807<br/>714-987-0117</p> <p>Assist client with political and community outreach for the property located at 1238-1244 Larabee Street and possibly other various locations in the City of West Hollywood.</p> |
| <p><b>Soto Capitol, L.P.</b><br/>P.O. Box 17119<br/>Beverly Hills, CA 90209<br/>323-653-0152</p> <p>Assist client with political and community outreach for the properties located at 8760 Shoreham Dr., 8555 Santa Monica Blvd., 8532 to 8552 W. Knoll Dr., 8505 Santa Monica Blvd., 1005 N. La Cienega Blvd., and any other properties in which the Client may seek our assistance.</p> | <p><b>BPREP 8500 Sunset LLC</b><br/>580 W. Germantown Pike, Ste. 200<br/>Plymouth Meeting, PA 19462<br/>610-389-8019</p> <p>Assist Client with political and community outreach related to extending entitlements for the property located at 8500 Sunset Blvd.</p>                    |

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| <p><b>OBP Development, LLC</b><br/>8500 Melrose Avenue, Ste. 208<br/>West Hollywood, CA 90069<br/>310-271-8760</p> <p>Assist client with strategic consulting and political and community outreach for the property located at 8500 Melrose Avenue.</p>                                   | <p><b>BlackRidge Ventures, LLC</b><br/>1125 N. Kings Road PH 7<br/>West Hollywood, CA 90069<br/>917-509-5092</p> <p>Assist client with land use and political consulting for a proposed padel club at 8550 Santa Monica Boulevard in the City of West Hollywood.</p> |
| <p><b>Palm Development Group, LP</b><br/>1022 Palm Avenue, Ste. 2<br/>West Hollywood, CA 90069<br/>213-999-1550</p> <p>Assist client with permitting and political and community outreach for a proposed billboard to be located at 8766 Holloway, Dr. in the City of West Hollywood.</p> | <p><b>Lev Outdoor LLC</b><br/>1700 Wall St.<br/>Los Angeles, CA 90015<br/>424-274-1198</p> <p>Assist client with general consulting and advocacy pertaining to a proposed new billboard at 8555 Sunset Blvd. in the City of West Hollywood.</p>                      |
| <p><b>Chapter 4 Corp. dba Supreme LLC</b><br/>64 Kings Street<br/>New York, NY 10014<br/>213-625-1554</p> <p>Assist client with political community outreach and permitting issues for a retail business located at 8801 Sunset Blvd. in the City of West Hollywood.</p>                  |  |

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| <p><b>Armbruster Goldsmith &amp; Delvac LLP</b> <span style="float: right;"><b>Date Filed – 5/21/25</b></span></p>  |  |
| <p><b>William Delvac<br/>Damon P. Mamalakis<br/>Dale Goldsmith</b></p> <p><b>12100 Wilshire Blvd., Suite 1600<br/>Los Angeles, CA 90025<br/>(310) 254-9051<br/><a href="mailto:laura@agd-landuse.com">laura@agd-landuse.com</a></b></p> |  |
| <p><b>BPREP 8500 Sunset LLC and Korman Communities</b><br/>220 W. Germantown Pike, Suite 250<br/>Plymouth Meeting, PA 19462</p> <p><u>8500 Sunset</u> – Ongoing review of entitlements for short-term residential use</p>               |  |

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**Paul Hastings, LLP**

**Date Filed – 05/22/25**

**Jeffrey Haber  
Michael Nytzen  
Duncan Joseph Moore  
Lauren Glaser  
Cullen Tyndall  
Lauren Paull**

**515 South Flower Street, 25<sup>th</sup> Floor  
Los Angeles, CA 90071  
(213) 683-6000  
[jeffreyhaber@paulhastings.com](mailto:jeffreyhaber@paulhastings.com)  
[michaelnytzen@paulhastings.com](mailto:michaelnytzen@paulhastings.com)**

**Townscape Partners  
dba Beverly Blvd Associates LP  
P.O. Box 10506  
Beverly Hills, CA 90213**

Advocate on behalf of client for land use issues affecting Townscape Partners/Beverly Blvd Associates LP.

**Sunset Time JV LLC  
9320 Wilshire Blvd., Suite 310  
Beverly Hills, CA 90212**

Advocate on behalf of client for land use issues affecting Sunset Time JV LLC.

**Cedars-Sinai Medical Center  
8701 W. Third Street, Suite 290  
Los Angeles, CA 90048**

Advocate on behalf of client for land use issues affecting Cedars-Sinai Medical Center.

**Match Group, LLC  
8750 N. Central Expressway, Suite 1400  
Dallas, TX 75231**

Advocate on behalf of client for land use issues affecting Match Group, LLC.

**Combined Properties  
9320 Wilshire Boulevard, Suite 310  
Beverly Hills, CA 90212**

Advocate on behalf of client for land use issues affecting Combined Properties.

**Townscape Partners dba AG-SCH 8150  
Sunset Owner LP  
PO Box 10506  
Beverly Hills, CA 90213**

Advocate on behalf of client for land use issues affecting Townscape Partners dba AG-SCH 8150 Sunset Owner LP.

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| <b>Seymour Consulting Group</b>  |   | <b>Date Filed – 6/3/25</b> |
|--|---|----------------------------|
| <p><b>Jeffrey A. Seymour</b></p> <p><b>4607 Lakeview Canyon Road #584<br/>Westlake Village, CA 91361<br/>(818) 905-0283<br/><a href="mailto:Ana@jseymourgroup.com">Ana@jseymourgroup.com</a></b></p>                               |   |                            |
| <p><b>Alpine Equities, LLC</b><br/>8322 Beverly Blvd., Suite 301<br/>Los Angeles, CA 90048</p> <p>Re-use of a historically designated church as a commercial project &amp; development of residential property at 1282 Fairfax</p> | <p><b>West Hollywood Housing Corporation</b><br/>7530 Santa Monica Blvd.<br/>West Hollywood, CA 90046</p> <p>Entitlement services regarding property located at 910 Wetherly Drive.</p>   |                            |
| <p><b>Venice Investments</b><br/>1520 S. Broadway<br/>Los Angeles, CA 90015</p> <p>Development of a digital sign and redesign of the existing façade and construction at 8305 Sunset Blvd.</p>                                     | <p><b>Mani Brothers</b><br/>9200 W. Sunset Blvd.<br/>West Hollywood, CA 90069</p> <p>Ongoing representation at 9200/9201/9000/9439 Sunset Blvd.</p>   |                            |
| <p><b>Silver Creek Development, LLC</b><br/>16055 N. Dial Blvd., #4<br/>Scottsdale, AZ 85260</p> <p>Development of a multi-use commercial facility located at 8850 Sunset Blvd.</p>  | <p><b>Appel/United Property Management Services</b><br/>1418 Amherst Ave, Unit 1<br/>Los Angeles, CA 90025</p> <p>Digital signage at 8497 Sunset Blvd. and development of a new retail commercial structure located at 8487-8495 Sunset Blvd.</p> |                            |
| <p><b>Chloe Group</b><br/>8445 Santa Monica Blvd.<br/>West Hollywood, CA 90069</p> <p>Conversion of existing commercial property to retail, restaurant and commercial use at 8445 Santa Monica Blvd.</p>                           | <p><b>Big Outdoor OpCo LLC</b><br/>1528 Slocum Street<br/>Dallas, TX 75207</p> <p>Outdoor advertising at 8501, 8760, and 8850 Sunset.</p>   |                            |
| <p><b>8025 Santa Monica Holding, LLC</b><br/>10603 Rochester Avenue<br/>Los Angeles, CA 90024</p> <p>Development of a new mixed-use residential/commercial project located at 8025 Santa Monica Blvd.</p>                          | <p><b>Netflix</b><br/>100 Winchester Circle<br/>Los Gatos, CA 95032</p> <p>Service existing signage in negotiation.</p>   |                            |

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| <p><b>Adam Frank</b><br/>8531 Hedges Way<br/>Los Angeles, CA 90069</p> <p>On retainer for various projects in West Hollywood.</p>  | <p><b>Emser, LLC</b><br/>8431 Santa Monica Blvd.<br/>West Hollywood, CA 90069</p> <p>Issuance of entitlements relating to the construction and redevelopment of digital signage at 8371 Sunset Blvd.</p>  |
| <p><b>Montgomery Management Company</b><br/>8623 Sunset Blvd.<br/>West Hollywood, CA 90069</p> <p>Development of Sunset Plaza Apartments.</p>  | <p><b>Soto Capital LP</b><br/>P.O. Box 2036<br/>Beverly Hills, CA 90213</p> <p>Project at 8555 Santa Monica Blvd. and West Knoll Drive.</p>   |
| <p><b>Alta Loma LLC</b><br/>1200 N. Alta Loma Road<br/>West Hollywood, CA 90069</p> <p>Redevelopment of the property and uses at the Sunset Marquis Hotel.</p>   | <p><b>Charing Cross Acquisitions LP</b><br/>1233 Wilshire Blvd. Suite 862<br/>Santa Monica, CA 90403</p> <p>Redevelopment of four parcels of property located at 641 N. Robertson and 646 N. La Peer.</p> |
| <p><b>VONDOM</b><br/>8687 Melrose Ave., Suite 3114<br/>West Hollywood, CA 90069</p> <p>Building &amp; Safety expedition regarding building permit at 8611 Melrose Ave.</p>   | <p><b>8280 Sunset Lounge</b><br/>8911 Santa Monica Blvd.<br/>West Hollywood, CA 90069</p> <p>Services regarding change of hours of operation for a restaurant/nightclub called "Heart".</p>               |
| <p><b>Wolverines Owner, LLC</b><br/>4747 Bethesda Avenue, Suite 1100<br/>Bethesda, MD 20814</p> <p>Services in connection with the development and construction of digital signage located at the Mondrian Hotel, located at 8440 Sunset Blvd.</p> | <p><b>Morus Outdoor LLC</b><br/>8605 Santa Monic Blvd. #86413<br/>West Hollywood, CA 90069</p> <p>Provide services for the reconstruction of the existing billboard at 8555 Sunset Blvd.</p>              |

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**Gina Gribow  
Jeff S. McConnell  
Katie Randazzo  
Kellie Hawkins**

**Date Filed – 5/21/25**

**Englander Knabe & Allen  
801 S. Figueroa Street, Suite 1050  
Los Angeles, CA 90017  
(310) 741-1500  
[disclosure@bmhlaw.com](mailto:disclosure@bmhlaw.com)**

**Zen Healing Collective Corp.**  
8464 Santa Monica Blvd.  
West Hollywood, CA 90046

Obtaining an adult-use retail cannabis business license in the City of West Hollywood.

**Skinny Labs Inc. dba Spin**  
188 King Street, Suite 203  
San Francisco, CA 94107

Dockless Bikes and Scooters

**Spencer Kallick, Esq.  
Amarveer Brar, Esq.  
Korinna Anderson, Esq.  
Sarah Wolf, Esq.**

**Date Filed – 5/30/25**

**Allen Matkins Leck Gamble Mallory & Natsis  
LLP  
1901 Avenue of the Stars, Suite 1800  
Los Angeles, CA 90067  
(310) 788-2415  
[shanks@allenmatkins.com](mailto:shanks@allenmatkins.com)**

**639 La Peer, LLC**  
659 North Robertson Blvd.  
West Hollywood, CA 90069

Process land use entitlements related to 639-641 La Peer Drive, West Hollywood

**Alpine Equities, LLC**  
8322 Beverly Blvd., Suite 301  
Los Angeles, CA 90048

Process land use entitlements related to 1282 North Fairfax Avenue, West Hollywood

**8240 Sunset Associates, LP**  
8228 Sunset Blvd., Suite 211  
West Hollywood, CA 90046

Process land use entitlements related to property at 8240 Sunset Blvd, West Hollywood

**Adam Frank**  
8531 Hedges Way  
Los Angeles, CA 90069

Process land use entitlements for the property located at 8923 Sunset Boulevard, West Hollywood, CA

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| <p><b>Big Outdoor</b><br/>3450 Cahuenga Blvd., Unit 301<br/>Los Angeles, CA 90068</p> <p>Process land use entitlements related to 8301 Sunset Boulevard, 8670 Sunset Boulevard, and 8501 Sunset Boulevard, West Hollywood</p> | <p><b>Faring Capital</b><br/>659 N. Robertson Blvd.<br/>West Hollywood, CA 90069</p> <p>Process land use entitlements related to 1000 La Brea.</p>                                       |
| <p><b>Villa Noble WeHo LLC</b><br/>658 Castle Rock Trail<br/>Castle Rock, CO 80104</p> <p>Entitlements related to property at 8001 Santa Monica Boulevard, West Hollywood</p>   | <p><b>Hines Interest Limited Partnership</b><br/>444 South Flower Street, Suite 2100<br/>Los Angeles, CA 90071</p> <p>Process land use entitlements related to 8150 Sunset Boulevard</p> |
| <p><b>Rittersbacher Sunset, LLC</b><br/>4660 Main Street, Suite 150<br/>Springfield, OR 97478</p> <p>Represent client in connection with signage at 8300 Sunset Boulevard, West Hollywood</p>                                 | <p><b>Sunset Place Building</b><br/>PO Box 6919<br/>Beverly Hills, CA 90212</p> <p>Development Agreement for signage at 9157 Sunset Boulevard, West Hollywood</p>                        |
| <p><b>Mondrian West Hollywood</b><br/>4747 Bethesda Avenue, Suite 100<br/>Bethesda, MD 20814<br/>323-650-8999</p> <p>Process signage entitlements for the property located at 8440 Sunset Boulevard, West Hollywood, CA</p>   |  |

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| <p><b>Law Office of Wayne Avrashow</b> <span style="float: right;"><b>Date Filed – 5/30/25</b></span></p>  |  |
| <p><b>Wayne Avrashow</b><br/>15030 Ventura Blvd. #677<br/>Sherman Oaks, CA 91403<br/>(818) 995-1100<br/><a href="mailto:walaw@sbcglobal.net">walaw@sbcglobal.net</a></p> |  |
| <p><b>Sunset View Plaza LLC</b><br/>2000 S. Alameda Street<br/>Los Angeles, CA 90058</p> <p>8410 Sunset Blvd., Video Screens approval.</p>                               |  |

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| <b>Edison International and Affiliates</b>  |  | <b>Date Filed – 5/21/25</b> |
|---|--|-----------------------------|
| <b>2244 Walnut Grove Avenue<br/>Rosemead, CA 91770<br/>213-624-6200</b>   |  |                             |
| <b>Diane Forte</b><br><a href="mailto:Diane.forte@politicallaw.com">Diane.forte@politicallaw.com</a><br>515 S. Figueroa St., STE. 1110<br>Los Angeles, CA 90071<br>213-624-6200 |  |                             |
| Issues relating to the business of generating, transmitting, distributing, and/or selling of energy services.   |  |                             |

| <b>Charger Communications Operating, LLC</b>  |  | <b>Date Filed – 5/21/25</b> |
|---|--|-----------------------------|
| <b>Peter Hidalgo<br/>Whitney Englander</b>  |  |                             |
| <b>4781 Irwindale Avenue<br/>Irwindale, CA 91706<br/>Whitney.oneill@charter.com<br/>213-369-0016</b>                |  |                             |
| <b>Charter Communications Operating, LLC</b><br>550 North Continental Blvd.<br>El Segundo, CA 90245<br>626-808-6923 |  |                             |
| Broadband deployment and adoption of services.  |  |                             |

**City of West Hollywood  
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May 2025 to May 2026  
(as of April 1, 2026)**

**Craig Lawson & Co., LLC**

**Date Filed – 3/28/25**

**Shane Swerdlow**

**3221 Hutchison Avenue, Suite D  
Los Angeles, CA 90028  
[Shane@craiglawson.com](mailto:Shane@craiglawson.com)  
310-838-2400 x100**

**Westmount Development, LLC**  
8581 Santa Monica Blvd., Suite 713  
West Hollywood, CA 90069  
714-618-0404

Tentative Tract Map.

**Marathon Communications**

**Date Filed – 5/30/25**

**Brian Lewis  
Richard Lichtenstein**

**5900 Wilshire Blvd., Suite 2350  
Los Angeles, CA 90036  
[blewis@marathon-com.com](mailto:blewis@marathon-com.com)  
[gzungolo@marathon-com.com](mailto:gzungolo@marathon-com.com)  
323-655-4660**

**Andaz West Hollywood**  
8401 Sunset Boulevard  
West Hollywood, CA 90069  
323-785-6005

Modification of signage proposed at The Comedy Store, 8433 Sunset Blvd.

**Englander Knabe & Allen**

**Date Filed – 5/21/25**

**Katie Randazzo  
Gina Gibrow**

**2335 E. Colorado Blvd., Suite 115  
Pasadena, CA 91117  
[krandazzo@ekapr.com](mailto:krandazzo@ekapr.com)  
[disclosure@bmhlaw.com](mailto:disclosure@bmhlaw.com)  
213-741-1500**

**City of West Hollywood  
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| <p><b>DE-Yan LLC</b><br/>224 Center Street, Suite 3E<br/>New York, NY 10013<br/>480-636-9356</p> <p>Permit assistance for a tenant improvement in an existing building.</p> | <p><b>Safer Smart Zones, Inc.</b><br/>696 Bd des Mile lles E<br/>Saint-Therese, QC, Canada, J7E 4A3<br/>450-806-4725<br/>Approve pilot for bus stop, parking, and public safety enforcement.</p> |
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| <p><b>Chief Strategies</b></p> <p><b>Brian Stedge-Stroud</b><br/><b>London Taylor</b></p> <p>c/o 2350 Kerner Blvd., Ste. 250<br/>San Rafael, CA 94901<br/><a href="mailto:chiefstrat@nmgovlaw.com">chiefstrat@nmgovlaw.com</a><br/><b>415-389-6800</b></p> | <p><b>Date Filed 6/3/25</b></p> |
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| <p>Throne Labs<br/>3415 Windom Rd.<br/>Brentwood, MD 20722<br/>202-494-7079</p> <p>Bathroom access.</p> |  |
|---|--|

**People for the Ethical Treatment of Animals,  
Inc. (PETA)**

**Date Filed 8/18/25**

**Jacob Shaw**

**501 Front Street  
Norfolk, CA 23510  
[coreym@petaf.org](mailto:coreym@petaf.org)  
757-622-7382**

**People for the Ethical Treatment of Animals,  
Inc. (PETA)**

Jacob Shaw  
501 Front Street  
Norfolk, CA 23510  
[coreym@petaf.org](mailto:coreym@petaf.org)  
757-622-7382

Ordinance No. 25-21 – Retail Sale of Live  
Animals

**Elisa Paster**

**633 W. 5<sup>th</sup> Street, Ste. 5880  
Los Angeles, CA 90071  
213-557-7223**

**Blackacre 1, LLC**

1940 Wilshire Blvd. Ste 220  
Los Angeles, CA 90024  
213-557-7223

948 Hayworth Ave, WeHo, CA 90046 - assist with land use entitlements related to the site

**Vanowen Management, LLC**

606 Hill St., Ste 201  
Los Angeles, CA 90014  
213-631-6660

8500 Santa Monica Blvd, WeHo, CA 90069 - land use entitlement and due diligence assistance for mixed use development project

**CIM Group**

4700 Wilshire Blvd.  
Los Angeles, CA 90010  
323-860-4900

1000 N LaBrea, WeHo, CA 90038 - assist with land use due diligence and entitlement related to project development

**Vitruvian Management, LLC**

6721 Melrose Avenue  
Los Angeles, CA 90038  
310-420-8842

8500 Santa Monica Blvd, WeHo, CA 90069 - land use entitlement and due diligence assistance for mixed use development project

**Faring Capital**

659 N. Robertson Blvd.  
West Hollywood, CA 90069  
424-332-1111

7811 Santa Monica Blvd. – assist with entitlements and EIF for a 45-guest room hotel and a 95-unit residential project.

**Paul Arevalo**

**254 N Lake Ave., Suite 109  
Pasadena, CA 91101  
626-788-3611**

**Mani Brothers Real Estate Group**

9200 Sunset Blvd., Suite 555  
West Hollywood, CA 90069  
310-777-5000

Variety of property-related projects, including property enhancements, tenant improvements, and change or modification of use.

**Lobbyist Registration Log  
June 2025 to May 2026**

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| <b>Velada Public Affairs</b>   | <b>Date Filed 9/11/25</b> |
| <b>David Vela</b><br>777 S. Alameda Street, 2 <sup>nd</sup> Floor<br>Los Angeles, CA 90021<br>323-314-4943<br><a href="mailto:Kathia@veladaconsulting.com">Kathia@veladaconsulting.com</a> |                           |

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| <b>Serve Robotics</b><br>730 Broadway<br>Redwood City, CA 94063<br>610-248-1198 |  |
| Automated food delivery pilot program.  |  |

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| <b>Pacific Cove Strategies, LLC</b>   | <b>Date Filed 10/16/25</b> |
| <b>David Meraz</b><br>1343 N. Sierra Bonita Avenue #8<br>West Hollywood, CA 90046<br><a href="mailto:dmeraz@pacificcovestrategies.com">dmeraz@pacificcovestrategies.com</a><br>661-433-4842 |                            |

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| <b>Serve Robotics</b><br>730 Broadway<br>Redwood City, CA 94063<br>415-590-0160 |  |
| PDD Permitting Program.   |  |

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| <b>Yariel Diaz</b><br>c/o 25 Liberty Ship Way, Suite 2815<br>Sausalito, CA 94965<br>415-903-2800 | <b>Date Filed 9/22/25</b> |
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| <b>Serve Robotics</b><br>730 Broadway<br>Redwood City, CA 94063<br>415-590-0160 |  |
| Matters related to Autonomous Delivery and Robotics Technology                  |  |

**Lobbyist Registration Log  
June 2025 to May 2026**

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|---|--|
| <b>Kelly Jones</b> <span style="float: right;"><b>Date Filed 9/22/25</b></span>     |  |
| <b>c/o 25 Liberty Ship Way, Suite 2815<br/>Sausalito, CA 94965<br/>415-903-2800</b> |  |
| <b>Serve Robotics</b><br>730 Broadway<br>Redwood City, CA 94063<br>415-903-2800     |  |
| Matters related to Autonomous Delivery and Robotics Technology                      |  |

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| <b>Vignesh Ram</b> <span style="float: right;"><b>Date Filed 10/10/25</b></span>    |  |
| <b>c/o 25 Liberty Ship Way, Suite 2815<br/>Sausalito, CA 94965<br/>415-903-2800</b> |  |
| <b>Serve Robotics</b><br>730 Broadway<br>Redwood City, CA 94063<br>415-903-2800     |  |
| Matters related to Autonomous Delivery and Robotics Technology                      |  |

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| <b>SoCal Gas</b> <span style="float: right;"><b>Date Filed 1/12/26</b></span>  |  |
| <b>Mike Harriel</b><br><b>555 W 5<sup>th</sup> Street</b><br><b>Los Angeles, CA 90013</b><br><b>323-303-6339</b><br><a href="mailto:MHarriel@semprautilities.com">MHarriel@semprautilities.com</a> |  |
| <b>SoCal Gas</b><br>555 W 5 <sup>th</sup> Street<br>Los Angeles, CA 90013<br>323-303-6339  |  |
| Policy   |  |

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| <b>Ballard Partners</b> <span style="float: right;"><b>Date Filed 2/18/26</b></span>   |  |
| <b>Joe Buscaino<br/>Purvi Doshi<br/>Raquel Vaca</b>  |  |
| <a href="mailto:Tevy@ballardpartners.com">Tevy@ballardpartners.com</a><br>743 Seward Street, Suite 200<br>Los Angeles, CA 90036<br>310-963-4899                      |  |
| <b>Flock Group, Inc. Flock Safety</b><br>28 Liberty Ship Way<br>Sausalito, CA 94965<br>415-903-2800/310-963-4899   |  |
| Law Enforcement Technology – Introduce the City of West Hollywood to Flock’s Automated License Plate Recognition cameras and their Drone as First Responder program. |  |

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| <b>RH – Restoration Hardware</b> <span style="float: right;"><b>Date Filed 2/20/26</b></span>   |  |
| <b>Stuart Wagner<br/>Michael Avellone<br/>Tim Wong<br/>Jordan Brown<br/>Gary Friedman</b>   |  |
| 15 Koch Rd. Suite J<br>Corte Madera, CA 94925<br>919-621-0741<br><a href="mailto:swagner@rh.com">swagner@rh.com</a><br><a href="mailto:mavellone@rh.com">mavellone@rh.com</a><br><a href="mailto:twong@rh.com">twong@rh.com</a><br><a href="mailto:jbrown4@rh.com">jbrown4@rh.com</a><br><a href="mailto:alleshi@rh.com">alleshi@rh.com</a> |  |
| <b>RH – Restoration Hardware</b><br>15 Koch Rd. Suite j<br>Corte Madera, CA 94925<br>915-621-0741   |  |
| Infill project located at 8720 Melrose Avenue.  |  |

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| <b>Housing Action Coalition</b> <span style="float: right;"><b>Date Filed 2/19/26</b></span>  |  |
| <b>Jesse Zwick</b><br>555 Montgomery Street, Suite 720<br>San Francisco, CA 94111<br>415-300-0967<br><a href="mailto:lobbying@rutan.com">lobbying@rutan.com</a> |  |
| <b>Housing Action Coalition</b><br>555 Montgomery Street, Suite 720<br>San Francisco, CA 94111<br>415-300-0967  |  |
| Proposed Zone Text Amendment Streamline Qualifying Housing Projects.  |  |

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| <b>RDJ Strategic Advisors, LLC</b> <span style="float: right;"><b>Date Filed 10/30/2025</b></span>  |  |
| <b>Richard Jacobs</b><br>7119 West Sunset Blvd. #195<br>Los Angeles, CA 90046<br>916-442-2952<br><a href="mailto:compliance@olsonremcho.com">compliance@olsonremcho.com</a> |  |
| <b>Western States Regional Council of Carpenters</b><br>533 South Fremont Avenue, 10 <sup>th</sup> Floor<br>Los Angeles, CA 90071<br>916-442-2952                           |  |
| Residential construction minimum wage.  |  |

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| <b>California Strategies &amp; Advocacy, LLC</b> <span style="float: right;"><b>Date Filed 3/27/2026</b></span>   |  |
| <b>Lisa Gritzner</b><br>1201 K Street, Suite 1610<br>Sacramento, CA 95814<br>916-266-4575<br><a href="mailto:Bret@newtradition.com">Bret@newtradition.com</a> |  |
| <b>New Tradition Media</b><br>200 Park Avenue S. 2 <sup>nd</sup> Floor<br>New Yor, NY 10003<br>516-521-9211   |  |
| Digital Signage Proposal at 9229 Sunset Boulevard, West Hollywood, CA   |  |

**Lobbyist Registration Log  
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| <b>Courtney Torres Consulting</b>   |  | <b>Date Filed 3/27/2026</b> |
| <b>Courtney Torres</b><br><b>4422 Stern Avenue</b><br><b>Sherman Oaks, CA 91423</b><br><a href="mailto:courtney@ctc-la.com">courtney@ctc-la.com</a> |  |                             |
| <b>California Strategies, LLC FBO New Tradition Media</b><br>1201 K Street, Suite 1610<br>Sacramento, CA 95814<br>916-266-4575                      |  |                             |
| Support application for a new digital billboard on the Sunset Strip in West Hollywood.  |  |                             |