

Filer Information

Amendment 1

NAME OF LOBBYING FIRM: <u>Irvine and Associates, Inc.</u>	DATE QUALIFIED AS LOBBYING FIRM: <u>Jan 01, 2021</u>
BUSINESS ADDRESS: (Number and Street) (street address redacted)	
CITY, STATE, ZIP CODE: <u>Los Angeles, CA 90017</u>	TELEPHONE NUMBER: <u>(213) 437-3403</u>
E-MAIL: <u>info@irvineassoc.com</u>	FAX NUMBER: (Optional) ()

I. INDIVIDUAL LOBBYISTS

<u>Jordan Beroukhim</u> Name	<u>Tanner Blackman</u> Name
<u>Alexander Irvine</u> Name	<u>Carlos Lovato</u> Name
<u>Timothy Moran</u> Name	<u>Jonathan Yang</u> Name

II. CLIENTS

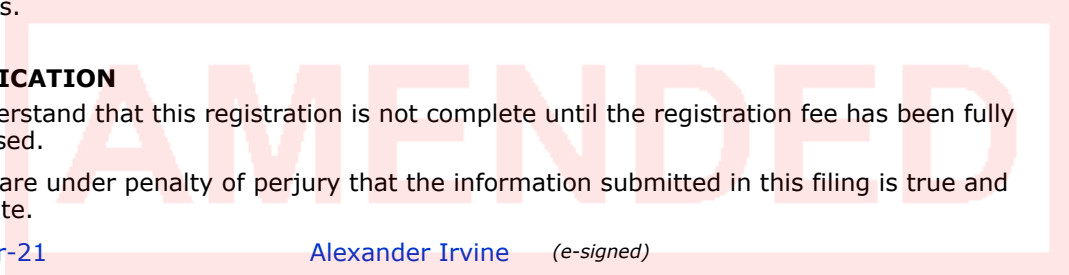
On next page(s), report each client which the firm is registering to provide municipal lobbying services.

III. VERIFICATION

I understand that this registration is not complete until the registration fee has been fully processed.

I declare under penalty of perjury that the information submitted in this filing is true and complete.

30-Apr-21 Executed On: (Date) Alexander Irvine (e-signed) By: (Signature of Authorized Person)



LOBBYING FIRM REGISTRATION FORM Form 31

NAME OF LOBBYING FIRM:
Irvine and Associates, Inc.

II. CLIENTS

Report each client on whose behalf the firm is registering to provide lobbying services.

NAME OF CLIENT: <u>1005-1013 Everett, LLC</u>	REPRESENTATION BEGINS: <u>Jan 01, 2021</u>	REPRESENTATION ENDS: <u>Dec 31, 2021</u>
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: <u>Westlake Village, CA 91362</u>	TELEPHONE NUMBER: <u>(310) xxx-xxxx</u>
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Agencies to be lobbied on behalf of the client <u>ANY CITY AGENCY</u>	Municipal Legislation / Projects <u>(1) 1013 Everett St. Project/1013 Everett St., Los Angeles Permit assistance for new residential development</u>
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NAME OF CLIENT: <u>1411 S. Flower QOZB, LLC</u>	REPRESENTATION BEGINS: <u>Jan 01, 2021</u>	REPRESENTATION ENDS: <u>Dec 31, 2021</u>
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: <u>Los Angeles, CA 90015</u>	TELEPHONE NUMBER: <u>(XXX) XXX-XXXX</u>
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Agencies to be lobbied on behalf of the client <u>ANY CITY AGENCY</u>	Municipal Legislation / Projects <u>(1) New Development Project/1411 S Flower Street [N/A] Land use assistance with new multi-family housing development project</u>
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NAME OF CLIENT: <u>606 Olive, LLC</u>	REPRESENTATION BEGINS: <u>Jan 01, 2021</u>	REPRESENTATION ENDS: <u>Dec 31, 2021</u>
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: <u>Los Angeles, CA 90014</u>	TELEPHONE NUMBER: <u>(XXX) XXX-XXXX</u>
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Agencies to be lobbied on behalf of the client <u>ANY CITY AGENCY</u>	Municipal Legislation / Projects <u>(1) Conditional Use Permit/606 S Olive St Land use assistance for a master conditional use permit for the sale of alcohol</u>
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NAME OF CLIENT: <u>Affirmed Housing, Inc.</u>	REPRESENTATION BEGINS: <u>Jan 01, 2021</u>	REPRESENTATION ENDS: <u>Dec 31, 2021</u>
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: <u>San Diego, CA 92128</u>	TELEPHONE NUMBER: <u>(xxx) xxx-xxxx</u>
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Agencies to be lobbied on behalf of the client <u>ANY CITY AGENCY</u>	Municipal Legislation / Projects <u>(1) Affordable Housing Development/2454 Barry Ave [DIR-2020-2956-DB-PSH-SIP-HCA-PHP] land use assistance with a new affordable housing development (2) Affordable Housing Development/11001 Broadway [N/A] New affordable housing development. (3) Affordable Housing Project/10243</u>
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LOBBYING FIRM REGISTRATION FORM

Form 31

Topanga Blvd [ADM-2020-6361-DB-SPP-PSH-SIP-PHP]
Land use assistance for a new affordable housing development

NAME OF CLIENT: Frontier Holdings East, LLC	REPRESENTATION BEGINS: Jan 01, 2021	REPRESENTATION ENDS: Dec 31, 2021
CLIENT ADDRESS: (Number and Street) (street address redacted)		
CITY, STATE, ZIP CODE: Los Angeles, CA 90017	TELEPHONE NUMBER: (XXX) XXX-XXXX	
Agencies to be lobbied on behalf of the client ANY CITY AGENCY	Municipal Legislation / Projects (1) New Mixed-Use Development/1100 Main St Land use assistance for new mixed-use development project.	

NAME OF CLIENT: Frontier Holdings West, LLC	REPRESENTATION BEGINS: Jan 01, 2021	REPRESENTATION ENDS: Dec 31, 2021
CLIENT ADDRESS: (Number and Street) (street address redacted)		
CITY, STATE, ZIP CODE: Los Angeles, CA 90017	TELEPHONE NUMBER: (XXX) XXXX	
Agencies to be lobbied on behalf of the client ANY CITY AGENCY	Municipal Legislation / Projects (1) High Rise Mixed Use Development/1123 S Main St [ZA-2018-7378-ZV-TDR-SPR, VTT-82463, ENV-2018-7379-EAF] New high rise mixed use development project	

NAME OF CLIENT: Holland Partner Group	REPRESENTATION BEGINS: Jan 01, 2021	REPRESENTATION ENDS: Dec 31, 2021
CLIENT ADDRESS: (Number and Street) (street address redacted)		
CITY, STATE, ZIP CODE: Long Beach, CA 90815	TELEPHONE NUMBER: (562) 285-5300	
Agencies to be lobbied on behalf of the client ANY CITY AGENCY	Municipal Legislation / Projects (1) Mixed Use Development/625 S Beacon St [ZA-2020-2595-ZAD-SPR-HCA] Entitlements for a new mixed-use residential and commercial development (2) New Mixed-Use Development/1911 W Sunset Blvd [CPC-2020-3140-CU-MCUP-DB-SPR-HCA] Proposed new mixed-use residential and commercial development (3) New Residential Development/2001 Reservoir Land use assistance relating to permit processing and haul route	

NAME OF CLIENT: Horace Heidt Agency Company	REPRESENTATION BEGINS: Jan 01, 2021	REPRESENTATION ENDS: Dec 31, 2021
CLIENT ADDRESS: (Number and Street) (street address redacted)		
CITY, STATE, ZIP CODE: Sherman Oaks, CA 91423	TELEPHONE NUMBER: (XXX) XXXX	

LOBBYING FIRM REGISTRATION FORM Form 31

Agencies to be lobbied on behalf of the client ANY CITY AGENCY	Municipal Legislation / Projects (1) New Residential Development/Sherman Oaks [Ordinance 185570] New residential development
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NAME OF CLIENT: Hospitality Collaborative, LLC	REPRESENTATION BEGINS: Jan 01, 2021	REPRESENTATION ENDS: Dec 31, 2021
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: Los Angeles, CA 90042	TELEPHONE NUMBER: (XXX) XXX-XXXX
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Agencies to be lobbied on behalf of the client ANY CITY AGENCY	Municipal Legislation / Projects (1) The Fig House/6433-6441 N Figueroa St Land use assistance relating to existing use
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NAME OF CLIENT: Jade Enterprises	REPRESENTATION BEGINS: Jan 01, 2021	REPRESENTATION ENDS: Dec 31, 2021
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: Los Angeles, CA 90017	TELEPHONE NUMBER: (XXX) XXX-XXXX
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Agencies to be lobbied on behalf of the client ANY CITY AGENCY	Municipal Legislation / Projects (1) New Mixed-Use Development/2110 Bay Street Outreach support for mixed-use project (2) Permit Expediting Services/6401-6417 N Platt Ave Assistance with processing of building permits.
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NAME OF CLIENT: Lendlease Development, Inc.	REPRESENTATION BEGINS: Jan 01, 2021	REPRESENTATION ENDS: Dec 31, 2021
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: Los Angeles, CA 90071	TELEPHONE NUMBER: (XXX) XXX-XXXX
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Agencies to be lobbied on behalf of the client ANY CITY AGENCY	Municipal Legislation / Projects (1) Land Use Assistance/West Los Angeles [N/A] Provide research and land use assistance for potential development in West Los Angeles
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NAME OF CLIENT: Maple Multi-Family Land CA, LP	REPRESENTATION BEGINS: Jan 01, 2021	REPRESENTATION ENDS: Dec 31, 2021
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: Carlsbad, CA 92008	TELEPHONE NUMBER: (XXX) XXX-XXXX
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Agencies to be lobbied on behalf of the client ANY CITY AGENCY	Municipal Legislation / Projects (1) New Mixed Use Development Project/850 S. Hill Street Land use assistance for new development project
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NAME OF CLIENT: Naim Associates, Inc.	REPRESENTATION BEGINS: Jan 01, 2021	REPRESENTATION ENDS: Apr 23, 2021
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: West Hollywood, CA 90048	TELEPHONE NUMBER: (XXX) XXX-XXXX
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Agencies to be lobbied on behalf of the client ANY CITY AGENCY	Municipal Legislation / Projects (1) New Mixed-Use Development/Northeast Los Angeles [DIR-2018-4190-TOC-SPR, VTT-74933-CN] New Mixed-Use Development
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NAME OF CLIENT: RYDA Ventures, LLC	REPRESENTATION BEGINS: Jan 01, 2021	REPRESENTATION ENDS: Dec 31, 2021
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: Los Angeles, CA 90015	TELEPHONE NUMBER: (XXX) XXX-XXXX
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Agencies to be lobbied on behalf of the client ANY CITY AGENCY	Municipal Legislation / Projects (1) New Mixed-Use Development/3300 Sunset Blvd Land use assistance for new mixed-use development project. (2) New Mixed-Use Development Project/3225 Sunset Blvd Land use assistance for new mixed-use development project (3) New Residential Development/3004 Sunset Blvd Land use assistance for new residential project
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NAME OF CLIENT: Sapphire Equity, LLC	REPRESENTATION BEGINS: Jan 01, 2021	REPRESENTATION ENDS: Dec 31, 2021
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: Los Angeles, CA 90017	TELEPHONE NUMBER: (213) 7455191
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Agencies to be lobbied on behalf of the client ANY CITY AGENCY	Municipal Legislation / Projects (1) Sapphire Project/1101-1135 W. 6th St., 1324-1342 W. 6th St, 517-521 S. Bixel St. Assist Client with processing of permits
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NAME OF CLIENT: Selma Place, LLC	REPRESENTATION BEGINS: Jan 01, 2021	REPRESENTATION ENDS: Dec 31, 2021
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: Alhambra, CA 91801	TELEPHONE NUMBER: (XXX) XXX-XXXX
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Agencies to be lobbied on behalf of the client ANY CITY AGENCY	Municipal Legislation / Projects (1) New Multi-Family Development/6753 W Selma Ave Permit expediting services for new multi-family development
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NAME OF CLIENT: Skyview Sunset, LLC	REPRESENTATION BEGINS: Jan 01, 2021	REPRESENTATION ENDS: Dec 31, 2021
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

LOBBYING FIRM REGISTRATION FORM Form 31

CITY, STATE, ZIP CODE: Los Angeles, CA 90017		TELEPHONE NUMBER: (XXX) XXX-XXXX
Agencies to be lobbied on behalf of the client ANY CITY AGENCY		Municipal Legislation / Projects (1) Mixed-Use Development/7901 Sunset Blvd [DIR-2020-3348-TOC-SPR-HCA] Land use assistance for a new mixed use development project
NAME OF CLIENT: Special Collectors JUNGLE Corp.	REPRESENTATION BEGINS: Jan 01, 2021	REPRESENTATION ENDS: Dec 31, 2021
CLIENT ADDRESS: (Number and Street) (street address redacted)		
CITY, STATE, ZIP CODE: Los Angeles, CA 90012		TELEPHONE NUMBER: (XXX) XXX-XXXX
Agencies to be lobbied on behalf of the client ANY CITY AGENCY		Municipal Legislation / Projects (1) Permit Assistance/319 E 2nd St Provide permit assistance with existing retail store.
NAME OF CLIENT: TF Broadway LP	REPRESENTATION BEGINS: Jan 01, 2021	REPRESENTATION ENDS: Dec 31, 2021
CLIENT ADDRESS: (Number and Street) (street address redacted)		
CITY, STATE, ZIP CODE: Los Angeles, CA 90064		TELEPHONE NUMBER: (xxx) xxx-xxxx
Agencies to be lobbied on behalf of the client ANY CITY AGENCY		Municipal Legislation / Projects (1) Mixed Use Development Project/Chinatown [ZA-2018-3237, VTT-82227] Mixed Use Development Project
NAME OF CLIENT: TF Shatto LP	REPRESENTATION BEGINS: Jan 01, 2021	REPRESENTATION ENDS: Dec 31, 2021
CLIENT ADDRESS: (Number and Street) (street address redacted)		
CITY, STATE, ZIP CODE: Los Angeles, CA 90064		TELEPHONE NUMBER: (xxx) xxx-xxxx
Agencies to be lobbied on behalf of the client ANY CITY AGENCY		Municipal Legislation / Projects (1) Mixed Use Development Project/550 Shatto Pl [CPC-2020-6192-GPAJ-VZCJ-HD-CU-MCUP-SPR-HCA, VTT-83213] Mixed Use Development Project
NAME OF CLIENT: Venice Hope Group, LLC	REPRESENTATION BEGINS: Jan 01, 2021	REPRESENTATION ENDS: Dec 31, 2021
CLIENT ADDRESS: (Number and Street) (street address redacted)		
CITY, STATE, ZIP CODE: Los Angeles, CA 90017		TELEPHONE NUMBER: (xxx) xxx-xxxx
Agencies to be lobbied on behalf of the client ANY CITY AGENCY		Municipal Legislation / Projects (1) South Park Towers/1600 S Flower St [CPC-2018-3336-TDR-CUB-ZV-WDI-SPR-MSC, ENV-2018-3337-EAF, VTT-82213] Assist with preparation and processing of discretionary entitlement applications

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NAME OF CLIENT: Western & Franklin, LLC	REPRESENTATION BEGINS: Jan 01, 2021	REPRESENTATION ENDS: Dec 31, 2021
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: Westlake Village, CA 91362	TELEPHONE NUMBER: (310) 315-5411
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Agencies to be lobbied on behalf of the client ANY CITY AGENCY	Municipal Legislation / Projects (1) New Mixed-Use Development/1860 N Western Avenue [VTT-74169] New mixed-use residential and commercial development
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NAME OF CLIENT: York 5251, LLC	REPRESENTATION BEGINS: Jan 01, 2021	REPRESENTATION ENDS: Dec 31, 2021
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: Pasadena, CA 91105	TELEPHONE NUMBER: (XXX) XXX-XXXX
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Agencies to be lobbied on behalf of the client ANY CITY AGENCY	Municipal Legislation / Projects (1) Building Permit/5251 York St Building Permit Expediting Services.
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AMENDED