

LOBBYING FIRM REGISTRATION FORM Form 31

Filer Information

Original

NAME OF LOBBYING FIRM: Brian Silveira & Associates	DATE QUALIFIED AS LOBBYING FIRM: Jan 01, 2022
BUSINESS ADDRESS: (Number and Street) (street address redacted)	
CITY, STATE, ZIP CODE: Venice, CA 90291	TELEPHONE NUMBER: (310) 7531090
E-MAIL: silveira.brian@gmail.com	FAX NUMBER: (Optional) ()

I. INDIVIDUAL LOBBYISTS

Brian Silveira
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 considered timely unless I have paid the registration fee and any late fees. I also understand that I may be subject to enforcement action, including monetary penalties, for failing to pay registration fees or late fees on time.

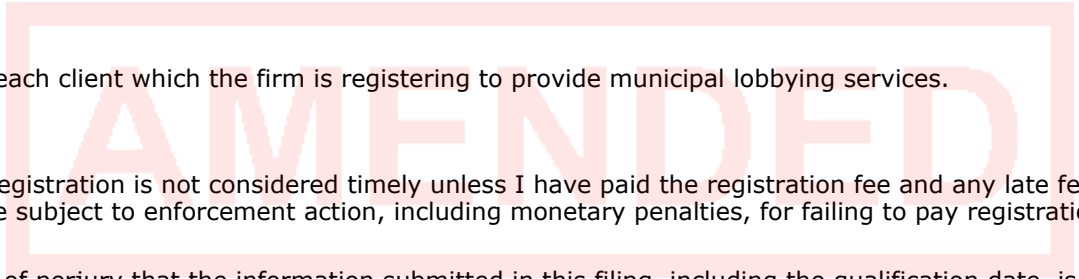
I declare under penalty of perjury that the information submitted in this filing, including the qualification date, is true and complete.

[27-Sep-22](#)

[Brian Silveira](#) (e-signed)

Executed On: (Date)

By: (Signature of Authorized Person)



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NAME OF LOBBYING FIRM:
[Brian Silveira & Associates](#)

II. CLIENTS

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

1 of 16

NAME OF CLIENT: 13481 Beach Ave, LLC	REPRESENTATION BEGINS: Jun 01, 2022	REPRESENTATION ENDS: Dec 31, 2022
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CLIENT ADDRESS: (Number and Street)
[\(street address redacted\)](#)

CITY, STATE, ZIP CODE: Los Angeles, CA 90013	TELEPHONE NUMBER: (213) 327-0646
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Agencies to be lobbied on behalf of the client
[ANY CITY AGENCY](#)

City Matters

1. [13481-13485 Beach Ave - Plan Approval](#)
File PA1 to modify previously-approved VTT-DB-CU-HCA case
(POSITION: Support; LOCATION: 13481-13485 W Beach Avenue, Los Angeles, CA 90292; CITY REF NUM(s): CPC-2020-5508-DB-CU-HCA-PA1)

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NAME OF CLIENT: 2324-2326 Pacific Ave LLC	REPRESENTATION BEGINS: Mar 01, 2022	REPRESENTATION ENDS: Dec 31, 2022
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CLIENT ADDRESS: (Number and Street)
[\(street address redacted\)](#)

CITY, STATE, ZIP CODE: Los Angeles, CA 90066	TELEPHONE NUMBER: (310) 801-7953
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Agencies to be lobbied on behalf of the client
[ANY CITY AGENCY](#)

City Matters

1. [2324 S Pacific - ADU conversion](#)
Convert existing garages to ADU's for a multifamily building located in the Venice Coastal Zone.
(POSITION: Support; LOCATION: 2324-2326 S Pacific Avenue, Venice, CA 90291; CITY REF NUM(s): Not yet filed.)

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NAME OF CLIENT: Michael Baker	REPRESENTATION BEGINS: Jan 01, 2022	REPRESENTATION ENDS: Dec 31, 2022
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CLIENT ADDRESS: (Number and Street)
[\(street address redacted\)](#)

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CITY, STATE, ZIP CODE: Venice, CA 90291	TELEPHONE NUMBER: (310) 454-6593
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Agencies to be lobbied on behalf of the client
ANY CITY AGENCY

City Matters

- [518 E Sunset - ADU](#)
Coastal Dev Permit to allow for a new ADU (partial conversion of existing garage) at 518 E Sunset Avenue in the Venice Coastal Zone.
(POSITION: Support; LOCATION: 518 E Sunset Avenue, Venice, CA 90291; CITY REF NUM(s): ADM-2021-8956-CDP)

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NAME OF CLIENT: Gensler	REPRESENTATION BEGINS: Mar 25, 2022	REPRESENTATION ENDS: Sep 25, 2022
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: Atlanta, GA 30309	TELEPHONE NUMBER: (404) 50171000
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Agencies to be lobbied on behalf of the client
ANY CITY AGENCY

City Matters

- [66 E Windward - CEX/VSO](#)
Obtain coastal exemption and VSO for TI and change of use to new ice cream shop in the Venice Coastal Zone.
(POSITION: Support; LOCATION: 66 E Windward Avenue, Venice, CA 90291; CITY REF NUM(s): ADM-2022-5322-CEX)

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NAME OF CLIENT: Leah Godesky	REPRESENTATION BEGINS: Jul 15, 2022	REPRESENTATION ENDS: Dec 31, 2022
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: Venice, CA 90291	TELEPHONE NUMBER: (310) 2468501
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Agencies to be lobbied on behalf of the client
ANY CITY AGENCY

City Matters

- [2328 S Clune Venice ADU filing](#)
Coastal Dev Permit to permit conversion of existing garage to new ADU
(POSITION: Support; LOCATION: 2823 S Clune Avenue, Venice, CA 90291; CITY REF NUM(s): N/A)

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NAME OF CLIENT: Breegan Heuer	REPRESENTATION BEGINS: Jan 01, 2022	REPRESENTATION ENDS: Dec 31, 2022
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: Marina Del Rey, CA 90292	TELEPHONE NUMBER: (310) 251-9027
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Agencies to be lobbied on behalf of the client
ANY CITY AGENCY

City Matters

1. [15 E Reef - TI's to walk street home on Marina Peninsula](#)
Coastal Exemption and Project Permit Compliance to permit TI's to existing single-family home on Marina Peninsula in Venice Coastal Zone.
(POSITION: Support; LOCATION: 15 E Reef Street, Marina Del Rey, CA 90292; CITY REF NUM(s): Not yet filed.)

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NAME OF CLIENT: Kalnel Gardens LLC	REPRESENTATION BEGINS: Jan 01, 2022	REPRESENTATION ENDS: Dec 31, 2022
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: Los Angeles, CA 90016	TELEPHONE NUMBER: (213) 503-1818
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Agencies to be lobbied on behalf of the client
ANY CITY AGENCY

City Matters

1. [11241 W Lucerne - Eldercare Facility](#)
ELD permit to convert existing duplex into an Eldercare facility.
(POSITION: Support; LOCATION: 11241-11243 W Lucerne Avenue; CITY REF NUM(s): ZA-2021-7147-ELD)
2. [522 Venice Blvd - mixed income apartments](#)
Coastal dev permit and density bonus (conditional use) with on and off menu incentives/waivers to construct a new 27-unit mixed income apartment building in the Venice Coastal Zone.
(POSITION: Support; LOCATION: 522 S Venice Blvd, Venice, CA 90291; CITY REF NUM(s): CPC-2020-5839-DB-CU-CDP-MEL-SPP-WDI-HCA)

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NAME OF CLIENT: Lincoln Park Holdings LLC	REPRESENTATION BEGINS: Mar 23, 2022	REPRESENTATION ENDS: Dec 31, 2022
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: Los Angeles, CA 90036	TELEPHONE NUMBER: (917) 285-3438
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Agencies to be lobbied on behalf of the client
ANY CITY AGENCY

City Matters

- 3601 Mission Road
185-unit mixed-income multifamily apartments utilizing a density bonus / conditional use with incentives and waivers of development standards.
(POSITION: Support; LOCATION: 3601 E Mission Road; CITY REF NUM(s): CPC-2022-6189-CU-DB-ZAA-SPR-HCA)

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NAME OF CLIENT:
Tahnee Lonsdale

REPRESENTATION BEGINS:
Jan 01, 2022

REPRESENTATION ENDS:
Dec 31, 2022

CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE:
Venice, CA 90291

TELEPHONE NUMBER:
(214) 244-1354

Agencies to be lobbied on behalf of the client
ANY CITY AGENCY

City Matters

- 919 E Milwood addition to single-family home
Coastal dev permit and yard adjustment to allow addition to single-family home in the Venice Coastal Zone.
(POSITION: Support; LOCATION: 919 E Milwood Avenue, Venice, CA 90291; CITY REF NUM(s): ZA-2022-4165-CDP-ZAA)

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NAME OF CLIENT:
Mitchell Investment LLC

REPRESENTATION BEGINS:
Jan 01, 2022

REPRESENTATION ENDS:
Dec 31, 2022

CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE:
Los Angeles, CA 90013

TELEPHONE NUMBER:
(213) 327-0646

Agencies to be lobbied on behalf of the client
ANY CITY AGENCY

City Matters

- 12737 Mitchell - mixed income apartments
Density bonus with on an off-menu incentives/waivers to construct a new 15-unit mixed income apartment building.
(POSITION: Support; LOCATION: 12735-12737 W Mitchell Avenue, Los Angeles, CA 90066; CITY REF NUM(s): CPC-2021-10394-CU-DB-HCA-PHP)

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NAME OF CLIENT:
Bradford Neal

REPRESENTATION BEGINS:
Jan 01, 2022

REPRESENTATION ENDS:
Dec 31, 2022

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CLIENT ADDRESS: (Number and Street)
[\(street address redacted\)](#)

CITY, STATE, ZIP CODE: Venice, CA 90291	TELEPHONE NUMBER: (310) 936-3050
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Agencies to be lobbied on behalf of the client
[ANY CITY AGENCY](#)

City Matters

- [New Deli ZV renewal](#)
New Zone Variance to renew right to operate deli with off-site beer and wine sales in the RD1.5 zone.
(POSITION: Support; LOCATION: 2524 S Pacific Avenue, Venice, CA; CITY REF NUM(s): ZA-2021-2488-CDP-ZV)

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NAME OF CLIENT: Pandora South LLC	REPRESENTATION BEGINS: Feb 01, 2022	REPRESENTATION ENDS: Dec 31, 2022
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CLIENT ADDRESS: (Number and Street)
[\(street address redacted\)](#)

CITY, STATE, ZIP CODE: Los Angeles, CA 90034	TELEPHONE NUMBER: (310) 701-2253
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Agencies to be lobbied on behalf of the client
[ANY CITY AGENCY](#)

City Matters

- [Pandora Ave - mixed income apartments](#)
Density bonus with on an off menu incentives/waivers to construct a new 24-unit mixed income apartment building.
(POSITION: Support; LOCATION: 1854-1862 S Pandora Avenue; CITY REF NUM(s): CPC-2022-3108-CU0DB-WDI-PHP-HCA)

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NAME OF CLIENT: Denise and Martin Rabinovitch	REPRESENTATION BEGINS: Jan 01, 2022	REPRESENTATION ENDS: Dec 31, 2022
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CLIENT ADDRESS: (Number and Street)
[\(street address redacted\)](#)

CITY, STATE, ZIP CODE: Pacific Palisades, CA 90272	TELEPHONE NUMBER: (310) 204-5040
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Agencies to be lobbied on behalf of the client
[ANY CITY AGENCY](#)

City Matters

- [630 N Palmera Avenue - new sfo](#)
Coastal Dev Permit to allow the demolition and construction of a new single-family home in the dual coastal jurisdiction of the Pacific Palisades.
(POSITION: Support; LOCATION: 630 N Palmera Avenue, Pacific Palisades, CA 90272; CITY REF NUM(s): DIR-2021-9409-CDP-MEL)

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NAME OF CLIENT: Benjamin Schonbrun	REPRESENTATION BEGINS: Mar 01, 2022	REPRESENTATION ENDS: Dec 31, 2022
CLIENT ADDRESS: (Number and Street) (street address redacted)		
CITY, STATE, ZIP CODE: New York, NY 10025	TELEPHONE NUMBER: (310) 874-2004	
Agencies to be lobbied on behalf of the client ANY CITY AGENCY		
City Matters 1. 723 OFW - new mixed use development Coastal permit and density bonus case to permit a new mixed-use, mixed-income 3-story building on the Venice boardwalk. (POSITION: Support; LOCATION: 723 E Ocean Front Walk, Venice, CA 90291; CITY REF NUM(s): CPC-2022-5893-CU-DB-CDP-SPP-MEL-HCA)		

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NAME OF CLIENT: Tennessee Place LLC	REPRESENTATION BEGINS: Jan 01, 2022	REPRESENTATION ENDS: Dec 31, 2022
CLIENT ADDRESS: (Number and Street) (street address redacted)		
CITY, STATE, ZIP CODE: Los Angeles, CA 90013	TELEPHONE NUMBER: (213) 327-0646	
Agencies to be lobbied on behalf of the client ANY CITY AGENCY		
City Matters 1. Tennessee Place Small Lot Subdivision Small lot subdivision and specific plan exception for reduced yards - create 4 new townhomes. (POSITION: Support; LOCATION: 11835 W Tennessee Place, Los Angeles, CA 90064; CITY REF NUM(s): APCW-2022-1156-SPE-HCA, and AA-2022-1157-PMLA-SL-HCA)		

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NAME OF CLIENT: Venica Holdings, LLC	REPRESENTATION BEGINS: Jan 01, 2022	REPRESENTATION ENDS: Dec 31, 2022
CLIENT ADDRESS: (Number and Street) (street address redacted)		
CITY, STATE, ZIP CODE: Los Angeles, CA 90064	TELEPHONE NUMBER: (310) 306-3504	
Agencies to be lobbied on behalf of the client ANY CITY AGENCY		

City Matters

1. [2308-2310 Pisani Place](#)
Subdivision/Coastal Dev Permit/SPP/Density Bonus (off menu) for new 8-unit condo project in Venice Coastal Zone.
(POSITION: Support; LOCATION: 2308-2310 Pisani Place, Venice, CA 90291; CITY REF NUM(s): CPC-2022-724-CDP-MEL-SPP-DB-HCA)

AMENDED