

Calendar Year
2012

CITY OF SAN DIEGO

LOBBYING FIRM REGISTRATION FORM [Form EC-601]

For Official Use Only

Lobbyists Added: _____
 Clients Added: _____
 Fees Due: \$ _____

Type or Print in Ink. File Original with the City Clerk.

Check Box if an Amendment (explain: Additional Client)

Total Number of Pages: 5 (including cover sheet)

Identify the Firm.

Latitude 33 Planning and Engineering			
Name of Lobbying Firm		Telephone Number	
San Diego		CA	92121
Business Address (Number & Street)	(City)	(State)	(Zip)

Schedule A: Lobbyist Disclosure. Complete this schedule by identifying each individual in the firm who has lobbied City Officials within the past 30 days, or is expected to lobby City Officials during the year.

Schedule B: Client Disclosure. Complete this schedule by identifying each client for whom the firm provides lobbying services.

Schedule C: Activities Disclosure. Complete this schedule if any "Yes" boxes are checked.

Check box if the firm has information to report regarding the applicable activity.
 Check box if the firm has no information to report regarding the applicable activity.

YES	NO	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Part 1: Fundraising Activities. Owners, compensated officers, and lobbyists of the firm who engaged in "fundraising activities" for a current elected City Official within the last two years.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Part 2: Campaign Services. Owners, compensated officers, and lobbyists of the firm who provided compensated campaign services to an elected City Official within the last two years.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Part 3: Contract Services. Owners, compensated officers, and lobbyists of the firm who provided compensated services under a City contract within the last two years.

You MUST check one box for each part of Schedule C.

Schedule D: Deleting Clients & Lobbyists (Amendment Only). Complete this schedule if removing clients or lobbyists from your registration (must check the amendment box above).

VERIFICATION

I have been authorized by the Lobbying Firm identified above to make this verification. I have reviewed and understand the requirements of the Lobbying Ordinance (San Diego Municipal Code §§ 27.4001-27.4055). I have exercised reasonable diligence in the course of reviewing this Registration Form for completeness and accuracy. I declare under penalty of perjury under the laws of the State of California that the contents of this Registration Form, including all attached schedules, are true, correct, and complete, except as to those matters which are stated on information and belief, and as to those matters I believe them to be true.

Executed on 04/30/2012 at San Diego
 (Date) (City and State)

By: _____
 (Signature) Kris Taylor (Print Name) Controller (Title)

Email address for a point of contact within the firm (optional): kris.taylor@latitude33.com

Note: Registration Terminates Every January 5. Annual Re-Registration is Required.

SCHEDULE A: LOBBYIST DISCLOSURE

Name of Lobbying Firm: Latitude 33 Planning and Engineering

Identify the Firm's Lobbyists. List the name of each individual in the firm who has lobbied City Officials within the past 30 days, or is expected to lobby City Officials during the year.

Name of Individual

Name of individual

Ted Shaw

John Eardensohn

Anna Yentile

Comments: _____

If more space is needed, check box and attach continuation sheet(s).

SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Latitude 33 Planning and Engineering

CLIENT'S NAME: <u>Scripps Healthcare</u>		Telephone No.: _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92121</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>health care provider</u>			
Specific or General Municipal Decisions (see instructions): <u>Ministerial Permit for reclaimed water at Scripps La Jolla;</u>			
Outcome(s) sought: <u>approval of permit for reclaimed water;</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			

CLIENT'S NAME: <u>The Irvine Company</u>		Telephone No.: _____	
Client's Address	(Number & Street)	<u>Newport Beach</u>	<u>CA</u> <u>92660</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>Real estate investment company</u>			
Specific or General Municipal Decisions (see instructions): <u>Project approval of re-zone and entitlements at La Jolla Center III -- University Community Planning area, southwest corner of Executive Drive and Judicial Drive;</u>			
Outcome(s) sought: <u>project approval and appropriate project conditions;</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			

Comments: _____

If more space is needed, check box and attach continuation sheet(s).

SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Latitude 33 Planning and Engineering

CLIENT'S NAME: <u>Pardee Homes</u>		Telephone No.: _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92130</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>residential and commercial developer</u>			
Specific or General Municipal Decisions (see instructions): <u>VTM's, development permits, Community Plan</u> <u>Amendment, rezone, Grading Plan Ammendment;</u>			
Outcome(s) sought: <u>approval;</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

CLIENT'S NAME: <u>Westshaw Associates</u>		Telephone No.: _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92101</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>developer</u>			
Specific or General Municipal Decisions (see instructions): <u>Notive of Violation and Civil Penalty for the Grand</u> <u>Del Mar (NC#101538);</u>			
Outcome(s) sought: <u>resolve NOV; SCR process requested as an Amendment;</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

Comments: _____

If more space is needed, check box and attach continuation sheet(s).

SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Latitude 33 Planning and Engineering

CLIENT'S NAME: <u>Manchester Financial</u>		Telephone No.: _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92108</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>developer</u>			
Specific or General Municipal Decisions (see instructions): <u>Trying to determine if a Community Plan Amendment is required for new Union Tribune Site;</u>			
Outcome(s) sought: <u>monitoring;</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			

CLIENT'S NAME: <u>Robert Patterson</u>		Telephone No.: _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92117</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>homeowner</u>			
Specific or General Municipal Decisions (see instructions): <u>Site development permit for encroaching into steep slopes at 4218 Conner Court;</u>			
Outcome(s) sought: <u>support client's approach to resolve the Notice of Violation;</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			

Comments: _____

If more space is needed, check box and attach continuation sheet(s).