



City of West Hollywood
California 1984

PUBLIC NOTICE NOTICE OF PREPARATION (NOP) OF A DRAFT ENVIRONMENTAL IMPACT REPORT & SCOPING MEETING

Pursuant to Public Resources Code Section 21165, the City of West Hollywood is the Lead Agency responsible for preparing an Environmental Impact Report (EIR) addressing potential impacts associated with the proposed project.

Purpose of Notice of Preparation: Under the requirements of the California Environmental Quality Act (CEQA) and its Guidelines, the City is the Lead Agency for environmental review and must evaluate the potentially significant environmental effects of the proposed project. The City has determined that an Environmental Impact Report (EIR) will be prepared to assess the proposed project's effects on the environment, to identify significant impacts, and to identify feasible mitigation measures to reduce or eliminate potentially significant environmental impacts. An analysis of alternatives to the proposed project will also be included in the Draft EIR, including the No Project Alternative.

This Notice of Preparation (NOP) is being circulated pursuant to California Resources Code Section 21153(a) and CEQA Guidelines Section 15082. Public agencies and the public are invited to comment on the proposed scope and content of the environmental information to be included in the Draft EIR. A 30-day comment period is provided to return written comments to the City. All comments should be directed to the City at the following address:

Jennifer Alkire, AICP, Senior Planner
Community Development Department
City of West Hollywood
8300 Santa Monica Boulevard
West Hollywood, CA 90069-6216
Fax: (323) 848-6487
E-mail: jalkire@weho.org

Due to the time limits mandated by state law, any response to this NOP should be sent at the earliest possible date, but not later than 42 days after issuance of this notice. **The response deadline is Friday, January 23, 2015.**

Project Title: Robertson Lane Hotel Project

Project Applicant: Jeffrey A. Seymour, Seymour Consulting Group

Project Location: The 1.94-acre project site is located within the City of West Hollywood in Los Angeles County between North Robertson Boulevard (Robertson Boulevard) and North La Peer Drive (La Peer Drive). **The project site consists of the following addresses: 645, 647, 653, 655, 657, 661, 665 and 681 Robertson Boulevard and 648, 650, 652 and 654 La Peer Drive.**

Project Description: The proposed project involves demolition of several structures on the subject site and the construction of an eight-story, approximately 252,700 square foot development including a new 251-room hotel, restaurant, retail, wholesale showroom, and personal service uses, and approximately 1048 parking spaces in four subterranean parking levels. The project includes a Specific Plan for the site to allow greater density and height. Access to the site would be provided from both Robertson Boulevard and La Peer Drive.

Potential Environmental Effects: Potentially significant environmental impacts have been identified in the following issue areas: Aesthetics, Air Quality, Cultural Resources, Geology and Soils, Greenhouse Gas Emissions, Hazards and Hazardous Materials, Hydrology and Water Quality, Land Use and Planning, Noise, Public Services, Transportation and Traffic, Utilities and Service Systems, and other CEQA-mandated analyses including Alternatives, Cumulative Effects, and Growth Inducement. These impacts will be addressed in the EIR.

Scoping Meeting: As part of the EIR scoping process, the City of West Hollywood will hold a public scoping meeting on **Wednesday, January 7, 2015, from 6:30 p.m. to 8:00 p.m., at the West Hollywood Library Community Meeting Room located at 625 San Vicente Boulevard in West Hollywood.** The purpose of the scoping meeting is to describe the proposed project and provide the public the opportunity to comment on the scope, or what is to be included in the contents of the Draft EIR.

Date: December 11, 2014