



City of West Hollywood
California 1984

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

Project Location:

7811 Santa Monica Boulevard, 1114 North Orange Grove Avenue, 1118 North Orange Grove Avenue and 1125 North Ogden Drive; West Hollywood, California 90048. The approximately 0.92-acre project site is located within the City of West Hollywood, California, Los Angeles County.

Project Description:

The proposed project would involve construction and operation of an approximately 269,484 square foot (sf) mixed-use structure with a height of 71.5 feet at its tallest point. The structure would consist of a 78-room hotel, a restaurant, 88 residential units, and an art gallery. A total of 264 parking spaces would be provided.

Project Title: 7811 Santa Monica Boulevard Project
Project Applicant: Faring Capital LLC; 8899 Beverly Boulevard, Suite 812; West Hollywood, CA 90048

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:

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 30 days after issuance of this notice. **The response deadline is Wednesday, November 30, 2016.**

Potential Environmental Effects: Potentially significant environmental impacts have been identified in the following issue areas: Aesthetics, Air Quality, Cultural Resources, Greenhouse Gas Emissions, Hazards and Hazardous Materials, Noise, Public Services, Transportation and Traffic, and Utilities and Services Systems. These impacts, together with other CEQA-mandated analyses, including Alternatives, Cumulative Effects, and Growth Inducement, 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, November 16, 2016, from 6:30 p.m. to 8:00 p.m., at Plummer Park, located at 7377 San Monica 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.

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Date: October 24, 2016

AFFIDAVIT OF POSTING

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I declare under penalty of perjury that I am employed by the City of West Hollywood in the Office of the City Clerk and that I posted this agenda on:

Date: 10-28-16
Signature: [Handwritten Signature]