



**City of West Hollywood  
Community Development  
Department**

# PUBLIC NOTICE

## **DRAFT EIR COMMENT PERIOD EXTENDED TO MAY 24, 2017**

### **NOTICE OF AVAILABILITY OF A DRAFT ENVIRONMENTAL IMPACT REPORT**

**To:** All Interested Persons and Agencies  
**Project Title:** Robertson Lane Hotel Project  
**Lead Agency:** City of West Hollywood  
Community Development Department  
8300 Santa Monica Boulevard  
West Hollywood, California 90069

**From:** City of West Hollywood Department of Community Development  
**Date:** March 23, 2017  
**Project Applicant:** Faring Capital, LLC  
8899 Beverly Blvd. Ste 716  
West Hollywood, CA 90048

A Draft Environmental Impact Report (DEIR) has been prepared for the proposed Robertson Lane Hotel Project (proposed project). The City of West Hollywood (City) is the local lead agency, pursuant to the California Environmental Quality Act (CEQA), responsible for preparation of this document.

#### **Project Location:**

The 1.94-acre project site consists of six Assessor Parcels (4336-009-003, 4336-009-004, 4336-009-005, 4336-010-005, 4336-009-006, and 4336-009-007) located along North Robertson Boulevard and North La Peer Drive within the City of West Hollywood. The City's zoning map assigns the following addresses to the site: 645, 647, 653, 655, 661, 665, and 681 North Robertson Boulevard and 648, 650, 652, and 654 North La Peer Drive. The site is bounded to the west by North La Peer Drive, and to the east by North Robertson Boulevard. The project site has approximately 400 feet of street frontage along Robertson Boulevard and approximately 200 feet of street frontage along La Peer Drive. The proposed project footprint also would extend below grade, underneath Robertson Boulevard, and underneath a portion of West Hollywood Park to accommodate an underground parking garage. The portion of West Hollywood Park that would be affected by the proposed project is 1.2 acres in size and is referred to as the "park site." As such, the total project footprint is approximately 3 acres (project site plus the park site). Pursuant to Section 15087(c)(6) of the CEQA Guidelines, the project footprint is not on any of the lists enumerated under Section 65962.5 of the Government Code.

#### **Project History:**

A Notice of Preparation (NOP) of a Draft EIR was issued for public review and comment on December 11, 2014. During the scoping period, comments were received regarding potential effects to historical resources, namely, the building located at 661-665 Robertson Boulevard and 648-652 La Peer Drive (The Factory), which was originally proposed for demolition. The proposed project has been redesigned so that the majority of the Factory building would be retained, rehabilitated, and incorporated into the project. This project revision resulted in minor changes in the number of guest rooms proposed and the square footage of the various uses contained within the proposed multi-use hotel. The design of the parking garage has also changed since NOP publication. Previously, the proposed parking garage consisted of a four-level subterranean garage beneath the project site, providing 1,048 parking spaces. The proposed garage has since been redesigned to consist of a three-level subterranean garage beneath the project site, connected via an underground tunnel to a two-level garage beneath a portion of West Hollywood Park. The currently proposed parking garage would provide 1,151 parking spaces.

#### **Project Description:**

The proposed project involves construction of a multi-use hotel of approximately 262,315 square feet (sf) that would vary from 3 to 9 stories in height. The hotel would have 241 guestrooms as well as retail space, restaurant space, outdoor dining, hotel meeting spaces, a nightclub, a gym and spa, back-of-house areas, a lobby, circulation space, and design showroom space. The proposed multi-use hotel building would be bisected by a pedestrian walkway extending across the site from North Robertson Boulevard to North La Peer Drive. Construction would involve retention and rehabilitation of a portion of one of the existing on-site structures (the Factory), demolition of two existing on-site structures, and incorporation of two existing on-site structures into the project.

#### **Summary of Impacts:**

A Draft EIR has been prepared pursuant to the CEQA statutes (Cal. Pub. Res. Code, Section 21000 et. seq., as amended) and implementing guidelines (Cal. Code Regs., Title 14, Section 15000 et. seq.). No impacts to agricultural and forestry resources or to mineral resources would occur as a result of the proposed project. Impacts related to aesthetics, biological resources, greenhouse gas emissions, hazards and hazardous materials, hydrology and water quality, land use and planning, population and housing, public services, recreation, utilities and service systems, and energy consumption would be less than significant. Impacts to air quality, cultural resources, geology and soils, noise, and transportation and traffic would be less than significant with mitigation measures incorporated.

#### **Public Comment Period:**

**The public comment period for this Draft EIR will begin on March 23, 2017, and end on Wednesday, May 24, 2017 (comment letters must be received by 5:00 p.m. on May 24, 2017).** The City requests that comments be limited to the material contained in the Draft EIR.

Copies of the Draft EIR are available for review at the Community Development Department (8300 Santa Monica Boulevard, West Hollywood, CA 90069) and at West Hollywood Library (625 North San Vicente Boulevard, West Hollywood, CA 90069). The document is also available on the City of West Hollywood website, [www.weho.org](http://www.weho.org). Please submit comments in writing to:

City of West Hollywood Community Development Department  
Attn: Jennifer Alkire, AICP, Senior Planner  
8300 Santa Monica Boulevard  
West Hollywood, California 90069  
Fax: 323-848-8569  
Email: [jalkire@weho.org](mailto:jalkire@weho.org)

#### **Public Meeting:**

A public meeting will be held during the Draft EIR public comment period to solicit comments from interested parties on the content of the Draft EIR. The hearing will be a Historic Preservation Commission meeting and will be held at the date, time, and location specified below.

**Date:** Tuesday, May 23, 2017

**Time:** 7:00 p.m.

**Location:** Plummer Park Community Center, Rooms 5 & 6, 7737 Santa Monica Blvd, West Hollywood, CA 90046

If you require additional information, please contact Jennifer Alkire, AICP, Senior Planner in the City of West Hollywood Current and Historic Preservation Planning Division at (323) 848-6475; or via email at: [jalkire@weho.org](mailto:jalkire@weho.org)

**Мы сообщаем вам об обсуждении проекта. Для дополнительной информации на русском языке звоните: 323-848-6826.**

City of West Hollywood • 8300 Santa Monica Boulevard • West Hollywood, CA • 90069-6216 • (323) 848-6400 • [www.weho.org](http://www.weho.org)



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**AFFIDAVIT OF POSTING**

State of California )  
County of Los Angeles )  
City of West Hollywood )

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: MAY 10, 2017  
Signature: Alyssa T. Potholander