



**City of West Hollywood
Community Development
Department**

PUBLIC NOTICE

NOTICE OF INTENT TO ADOPT A NEGATIVE DECLARATION

To: All Interested Persons and Agencies **Date:** August 24, 2017
From: City of West Hollywood Community **Lead Agency:** City of West Hollywood
Development Department Community Development Department
Project Title: 8228 Sunset Boulevard Billboard Project 8300 Santa Monica Boulevard
West Hollywood, California 90069

A **Negative Declaration** has been prepared for the proposed **8228 Sunset Boulevard Billboard 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. This document was previously released for public review in March 2015 and is being recirculated in light of several changes that were made to the design of the proposed project.

Project Location: The project site is located on the south side of Sunset Boulevard at 8228 Sunset Boulevard in the City of West Hollywood, in Los Angeles County. The site comprises a single parcel and is currently developed with a three-story, approximately 13,000-square-foot commercial building. Pursuant to Section 15072 of the California Environmental Quality Act, this is not on any of the lists enumerated under Section 65962.5 of the Government Code. The project site is generally bound by Sunset Boulevard on the northwest, a one-story restaurant on the northeast, one two-story and one three-story multi-family residential building on the southeast, and a two-story commercial property and associated surface parking lot to the south and southwest.

Project Description: The proposed project would involve the following activities: removal of the existing west-facing billboard face and lattice support structure currently mounted to the roof of the commercial building at 8228 Sunset Boulevard; replacement of the existing west-facing billboard face with a replacement west-facing billboard mounted to a single pole; and, addition of a second billboard face that would face east. The replacement west-facing billboard face would be the same size, location, height, and angle as the existing billboard face. The new east-facing billboard face would be slightly smaller in size relative to the west-facing billboard face.

Summary of Impacts: The proposed project was analyzed pursuant to CEQA and would result in no impacts in the categories of agriculture and forestry resources, mineral resources, population and housing, public services, and recreation. The proposed project would result in less than significant impacts related to aesthetics, air quality, biological resources, cultural resources, geology and soils, greenhouse gas emissions, hazards and hazardous materials, hydrology and water quality, land use and planning, noise, transportation and traffic, and utilities and services systems. **The project would not result in any significant impacts.**

Public Comment Period: The public comment period for this Initial Study/ Negative Declaration will begin on **Thursday, August 24, 2017**, and end on **Thursday, September 14, 2017** (comment letters must be received by 5:00 p.m.). The City requests limiting your comments to the material contained in the Initial Study/Negative Declaration. The document is 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), and on the City of West Hollywood website, www.weho.org. Please submit comments in writing to the following address:

City of West Hollywood, Community Development Department, Attn: Adrian Gallo
8300 Santa Monica Boulevard
West Hollywood, California 90069
Fax: (323) 848-6564 / Email: agallo@weho.org / Phone: (323) 848-6475

Public Hearing: The project will require a Public Hearing before the City of West Hollywood Planning Commission. Hearing dates will be posted on the City's webpage: www.weho.org/notices

Yvonne Quarker, City Clerk



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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: AUGUST 23 2017
Signature: Ajasa T. Pothalala