



# City of West Hollywood Community Development Department

# PUBLIC NOTICE

## NOTICE OF INTENT TO ADOPT A NEGATIVE DECLARATION

**To:** All Interested Persons and Agencies  
**From:** City of West Hollywood Community Development Department  
**Project Title:** **Sunset Strip Off-Site Signage Policy**

**Date:** April 6, 2017  
**Lead Agency:** City of West Hollywood  
Community Development Department  
8300 Santa Monica Boulevard  
West Hollywood, California 90069

A **Negative Declaration** has been prepared for the proposed Sunset Strip Off-Site Signage Policy (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 project area consists of the portion of Sunset Boulevard in the City, "The Sunset Strip". The project area is approximately 1.6 miles extending west to east from Sunset Hills Road to just west of Havenhurst Drive. The City of Beverly Hills is west and the City of Los Angeles is east and north of the project area. The majority of properties fronting Sunset Boulevard are developed with commercial uses; and several properties are developed with multi-family residential units. The areas to the north and south of Sunset Boulevard are primarily developed with single and multi-family residences, and the areas to the east and west are developed with a mixture commercial uses and single- and multi-family residences.

**Project Description:** The proposed Sunset Strip Off-Site Signage Policy encourages creativity, new technology, public art and urban design benefits for off-site signage proposals, with the goal of continuing to attract and welcome visitors to the Sunset Strip. The proposed project would amend the City's Zoning Ordinance and the Sunset Specific Plan to allow a limited number of potential new billboards to be integrated into new development and significant façade remodels, add regulations for a limited number of digital billboards, and update permitted modifications for existing billboards. The total assumed number of new sign faces is no more than 18 over the next fifteen years, 17 of which could be digital. Additionally, 3 existing billboards would be allowed to convert to digital. Pursuant to Section 15072 of the California Environmental Quality Act, the project area includes several properties that are enumerated under Section 65962.5 of the Government Code. Potential new billboards on these sites pursuant to the new Sunset Strip Off-Site Signage Policy would not occur without further project-specific review under CEQA to evaluate the potential for impacts related to hazardous waste.

**Summary of Impacts:** Development standards incorporated into the proposed regulations avoid or minimize the potential for new, digital and modified billboards to result in environmental effects. The proposed project was analyzed pursuant to CEQA and would result in no impacts to agriculture and forestry resources, land use and planning, 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, noise, transportation and traffic, tribal cultural resources, 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, April 6, 2017**, and end on **Thursday, April 27, 2017** (*comment letters must be received by 5:00 p.m. on April 27*). 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](http://www.weho.org). Please submit comments in writing to the following address:

City of West Hollywood, Community Development Department, Attn: Sarah Lejeune  
8300 Santa Monica Boulevard  
West Hollywood, California 90069  
Fax: (323) 848-6564 / Email: [slejeune@weho.org](mailto:slejeune@weho.org) / Phone: (323) 848-6876

**Public Hearing:** The project will require Public Hearings before the City of West Hollywood Planning Commission and City Council. Hearing dates will be posted on the City's webpage <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: APRIL 6, 2017  
Signature: [Handwritten Signature]