



**City of West Hollywood  
Community Development  
Department**

# PUBLIC NOTICE

## NOTICE OF INTENT TO ADOPT A MITIGATED NEGATIVE DECLARATION

**To:** All Interested Persons and Agencies      **Date:** November 9, 2017  
**From:** City of West Hollywood Community Development Department      **Lead Agency:** City of West Hollywood Community Development Department  
**Project Title:** 8775 Sunset Boulevard Billboard Project      8300 Santa Monica Boulevard  
West Hollywood, California 90069

**A Mitigated Negative Declaration** has been prepared for the proposed 8775 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.

**Project Location:** The project site is located at **8775 Sunset Boulevard, West Hollywood, California**. The site is approximately 1 acre in size and is bound by Sunset Boulevard to the south, Sherbourne Drive to the east, multi-family residential buildings to the north, and commercial properties to the west. The project site is currently developed with a surface parking lot, landscaping, and a billboard.

**Project Description:** The proposed project consists of installation and operation of a three-sided structure with two billboard faces and accompanying public amenities at 8775 Sunset Boulevard. The billboard structure would consist of two faces displaying advertisements, public art, and community announcements. The third (north-facing) side would not display any advertisements but could potentially be used as a display surface for art, or during special cultural events on a limited basis. A public plaza and walkway would be installed near the new billboard structure and the existing surface parking lot at 8775 Sunset Boulevard would be re-paved and re-striped to optimize parking spaces and circulation. The project also involves new landscaping installations, removal of the existing two-faced billboard that is currently on the site, and removal of five parking spaces. Pursuant to Section 15072 of the California Environmental Quality Act, the project site is not on any of the lists enumerated under Section 65962.5 of the Government Code.

**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 in the categories of 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, tribal cultural resources, and utilities and services systems. The proposed project would result in less than significant impacts with mitigation incorporated in the category of aesthetics. **The project would not result in any significant impacts.**

**Public Comment Period:** The public comment period for this Initial Study/Mitigated Negative Declaration will begin on **Thursday, November 9, 2017**, and end on **Thursday, November 30, 2017** (comment letters must be received by 5:00 p.m. on November 30). The City requests comments be limited to the material contained in the Initial Study/Mitigated 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 Mitigated Negative Declaration will be heard by the City of West Hollywood City Council on a date to be determined, at West Hollywood Park Public Meeting Room – Council Chambers, 625 North San Vicente Boulevard, West Hollywood, CA 90069. Any updates in the public hearing dates will be posted on the City's webpage: <http://www.weho.org>.



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| <b>From:</b>          | City of West Hollywood Community<br>Development Department | <b>Lead Agency:</b> | City of West Hollywood<br>Community Development Department<br>8300 Santa Monica Boulevard<br>West Hollywood, California 90069 |
| <b>Project Title:</b> | 8775 Sunset Boulevard Billboard Project                    |                     |   |

**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: November 8, 2017  
 Signature: [Handwritten Signature]