



NOTICE OF PUBLIC MEETING

Mitigated Negative Declaration and License Agreement for the City of West Hollywood Proposed Pilot Digital Billboard and Public Art Project at 8775 Sunset Boulevard

Background: In 2015 the City requested proposals to construct and operate a pilot creative digital billboard to replace the City's existing billboard at 8775 Sunset Boulevard. The team of Orange Barrel Media, Tom Wiscombe Architecture, the Museum of Contemporary Art and Walter P. Moore Engineering, proposed a concept that best met the City's criteria. In October 2016 the City Council approved this team to execute the project consisting of the installation and operation of a three-sided structure with two digital billboard faces, a public plaza and an art program. The billboard faces will display advertisements, public art, and community announcements.

Public Meeting: The project Mitigated Negative Declaration and the License Agreement (as described below) will be considered by the City of West Hollywood City Council at the **July 16, 2018 meeting, held at 6:30 pm at the West Hollywood Park Public Meeting Room** – Council Chambers, 625 North San Vicente Boulevard, West Hollywood, CA 90069. The meeting will cover:

- 1) An update on the proposed Project design
- 2.) Review and consideration of adoption of the associated Mitigated Negative Declaration
- 3.) Review and consideration of approval of the License Agreement between the City of West Hollywood and Orange Barrel Media, defining terms for construction and operation of the Project

Mitigated Negative Declaration (MND): The City conducted CEQA environmental review for the proposed 8775 Sunset Boulevard Billboard Project based on the concept project design, and determined that the project will have no significant impacts. The public comment period for this Initial Study/Mitigated Negative Declaration was from *November 9, 2017 through December 5, 2017*. The final IS/MND document is available for review at the Planning & Development Services Department (8300 Santa Monica Boulevard, West Hollywood, CA 90069), and on the City's project website: www.weho.org/sunsetsigns. The MND concludes that the proposed project will not create any significant impacts to the environment and includes a monitoring and reporting mitigation measure that requires the sign operator to verify that the City's lighting standards are maintained for the life of the project, including the specific requirements related to glare, light emission, and contrast between emitted and ambient light. The City Council will consider adoption of the Initial Study/Mitigated Negative Declaration at this public meeting.

Proposed License Agreement: On July 16, 2018 the City Council will also review and consider the proposed License Agreement that provides the terms for final design, construction and operation of the Project. If the agreement is approved the team will proceed to completion of design. The following additional approvals are also required:

1. The Planning Commission review of project for consistency with General Plan; and
2. City Council review and approval for final design plans

Additional public meeting dates are to be determined and will be posted on the City's webpage: <http://www.weho.org>. For additional information please contact:

Sarah Lejeune, Contract Planner
City of West Hollywood, Planning & Development Services Department
8300 Santa Monica Boulevard
West Hollywood, California 90069
Email: slejeune@weho.org / Phone: (323) 848-6876.

If you challenge the nature of the proposed action in court, you may be limited to raising only those issues you or someone else raised at the public meeting described in this notice, or in written correspondence delivered to the City at, or prior to, the public meeting.
Yvonne Quarker, City Clerk

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



City of West Hollywood
Planning & Development
Services Department

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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: July 5, 2018

Signature: [Handwritten Signature]