



# City of West Hollywood Planning and Development Services Department

# PUBLIC NOTICE

## NOTICE OF INTENT TO ADOPT A NEGATIVE DECLARATION

**To:** All Interested Persons and Agencies  
**Project Title:** 8730 Sunset Boulevard Billboard & Façade Remodel Project

**From:** Planning & Development Services Department  
**Date:** October 14, 2021

**Lead Agency:** City of West Hollywood  
Planning & Development Services Department  
8300 Santa Monica Blvd.  
West Hollywood, CA 90069

**Project Applicant:** Porter24 (Rep. Mark Lehman)  
9255 Sunset Blvd., Suite 730  
West Hollywood, CA 90069

Sunset Towers Partnership  
8730 Sunset Blvd., 4<sup>th</sup> Floor  
West Hollywood, CA 90069

A Negative Declaration has been prepared for the proposed 8730 Sunset Boulevard Billboard & Façade Remodel Project (proposed project). The City of West Hollywood (City) is the local lead agency and, pursuant to the California Environmental Quality Act (CEQA), is responsible for preparation of the Negative Declaration.

### Project Location:

The project site is located at 8730 Sunset Boulevard, West Hollywood, California, and is associated with Assessor Parcel Number 5559-002-017. The project site is developed with an approximately 80,000-square foot, eight-story commercial office building (the Sunset Towers building) and connected parking structure. The building is located on the south side of Sunset Boulevard, extending through the full city block to Holloway Drive, in the City of West Hollywood. However, proposed billboard project activities would be limited to the northern façade of the building, along its Sunset Boulevard frontage. The project site is not identified on standard government databases for hazardous materials sites pursuant to Government Code Section 65962.5.

### Project Description:

The proposed project consists of installation and operation of a new billboard (known as The Sunset Worl) and associated façade improvements at the existing Sunset Towers building. The new billboard would be located at the northern side of the Sunset Towers building and would consist of two digital sign faces (one facing east and the other facing west). The proposed façade improvements would consist of new landscaping and new aluminum façade panels along the entire Sunset Boulevard-facing façade of the Sunset Towers building. The proposed billboard structure would be 82 feet and 5 inches in height at its tallest point, not exceeding the existing height of the Sunset Towers building. The billboard pole foundation would be approximately 6 feet in diameter and would be encased by a mechanical room, which would be obscured by a new vertical garden wall. The billboard faces would be vertically oriented. The east-facing side would consist of 1,000 square feet (SF) of digital advertising area and 753 SF of non-advertising area for a total area of 1,753 SF. The west-facing side would consist of 500 SF of advertising copy area and 463 SF of non-advertising area for a total area of 963 SF.

### 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, land use and planning, mineral resources, population and housing, public services, recreation, utilities and service systems, and wildfire. The proposed project would result in less than significant impacts in the categories of aesthetics, air quality, biological resources, cultural resources, energy, geology and soils, greenhouse gas emissions, hazards and hazardous materials, hydrology and water quality, noise, transportation, and tribal cultural resources.

### Public Comment Period:

The public comment period for the Initial Study/Negative Declaration will begin on **October 14, 2021**, and end on **November 3, 2021** (*comment letters must be received by 5:00 p.m. on November 3, 2021*). The City requests that comments be limited to the material contained in the Initial Study/Negative Declaration.

Copies of the Initial Study/Negative Declaration are available for review at the Planning and Development Services 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 Planning and Development Services Department  
Attn: Jennifer Davis, c/o Antonio Castillo, Senior Planner  
8300 Santa Monica Boulevard  
West Hollywood, California 90069  
Email: [jdavis@weho.org](mailto:jdavis@weho.org)

### Public Hearings:

The project will require Public Hearings before the City of West Hollywood Planning Commission and City Council. The date, time, and location for the Planning Commission hearing has been tentatively scheduled, as specified below. For up-to-date meeting information, please visit [www.weho.org](http://www.weho.org).

#### Planning Commission

Date: **November 4, 2021**

Time: **6:30 p.m.**

Location: **Teleconference Meeting** via Zoom (call-in number available on the Planning Commission agenda, to be posted one week prior to the hearing at <https://www.weho.org/city-government/boards-commissions/commissions/planning-commission>)

#### City Council

Date: **To be determined, refer to [www.weho.org](http://www.weho.org) for updates**

Time: **6:00 p.m.**

Location: **Teleconference Meeting** via Zoom (call-in number available on the City Council agenda, to be posted 5 days prior to the hearing at <https://www.weho.org/city-government/city-council/council-agendas>)

If you require additional information, please contact Jennifer Davis, Senior Contract Planner, in the City of West Hollywood Planning and Development Services Department at (323) 848-6508.

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

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 this document was posted on:

Date: October 14, 2021  
Signature: \\Alyssa T. Poblador\  
Office of the City Clerk