



# CITY OF WEST HOLLYWOOD

COMMUNITY SAFETY DEPARTMENT  
NEIGHBORHOOD AND BUSINESS SAFETY - BUSINESS LICENSING

## PUBLIC NOTICE

### PUBLIC HEARING

**NOTICE IS HEREBY GIVEN** that the West Hollywood Business License Commission will hold a Public Hearing to consider the following item:

**LOCATION:** Baracoa Beach LLC - dba Beaches Tropicana  
8911 Santa Monica Boulevard  
West Hollywood, CA 90069

**REQUEST:** An application by Baracoa Beach LLC, located at 8911 Santa Monica Boulevard, for an extended hour business license to operate until 4:00 AM on Saturdays and Sundays.

**LICENSE NUMBER(S):** EXT-004737

**APPLICANT(S):** Baracoa Beach LLC  
Jacob Shaw  
Julio Carta

**TIME/PLACE OF HEARING:** **Tuesday, October 1, 2024, at 6:00 P.M.**  
City Council Chambers  
West Hollywood Park  
625 N. San Vicente Blvd.  
West Hollywood, CA 90069

**The staff report** will be available on Friday, September 27, 2024, online at [weho.org](http://weho.org).

**IF YOU CHALLENGE** this item in court, you may be limited to raising only those issues you or someone else raised at the Public Hearing described in this notice, or in the written correspondence delivered to the West Hollywood Business License Commission, via the Community Safety Department at, or prior to, the Public Hearing.

Those wishing to comment on the proposed extended hour business license request may either call into the meeting to provide comments via phone (dial-in instructions can be found on the Agenda) or you may submit written comments to the Business License Commission Secretary at [FKingi@weho.org](mailto:FKingi@weho.org) no later than 2:00 p.m. on Commission day (Tuesday, October 1, 2024, to be added to the Public Speaker List for the meeting).

ALL INTERESTED PERSONS are invited to attend said Public Hearing to express their opinion in this matter.

For further information contact Yessica Benitez, Code Enforcement Supervisor, at (323) 848-6829 or via email at [YBenitez@weho.org](mailto:YBenitez@weho.org).

BY ORDER OF the City of West Hollywood,  
Melissa Crowder, City Clerk

#### 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: September 20, 2024  
Signature: \\Alyssa T. Poblador\  
Office of the City Clerk