

## NOTICE OF PREPARATION

**To:** Interested Parties

**From:** City of West Hollywood  
Community Development Department  
8300 Santa Monica Boulevard  
West Hollywood, CA 90069

**Date:** September 30, 2009

**Subject:** Notice of Preparation of Draft Program Environmental Impact Report

**Project:** City of West Hollywood General Plan Update

The City of West Hollywood, as the lead agency, is preparing an Environmental Impact Report (EIR) for the City of West Hollywood General Plan update. The purpose of this Notice of Preparation (NOP) is to inform agencies and the public that an EIR is being prepared for this project and to invite specific comments on the scope and content of the information to be included and analyzed in the EIR. Agencies should comment on the elements of the environmental information that are relevant to their statutory responsibilities in connection with the proposed project.

Due to the time limits mandated by state law, your response to this NOP should be received at the earliest possible date, **but not later than 30 days** after issuance of this notice, by 5:00 p.m. on October 29, 2009.

Please send your response to Bianca Siegl, Associate Planner, at the address shown below. The City will need the name of a contact person in your agency.

Bianca Siegl, Associate Planner  
City of West Hollywood  
Community Development Department  
8300 Santa Monica Boulevard  
West Hollywood, CA 90069  
(323) 848-6475

**Scoping Meeting:** A scoping meeting will be held as part of the regularly scheduled Planning Commission meeting at West Hollywood Park Auditorium (647 North San Vicente Blvd.) on October 15, 2009 at 6:30 p.m. The scoping meeting will provide an opportunity for members of the public to learn about the project and provide their input to staff, the Planning Commission, and consultants regarding the scope and contents of the Draft EIR.

**Project Location:** Figure 1 depicts the regional location and Figure 2 depicts the planning area.

**Project Description:** The proposed project is the comprehensive update and implementation of the City of West Hollywood General Plan. West Hollywood is a built out city with limited room for new development or physical changes. The focus of the General Plan update is on preserving and enhancing the quality of life for residents while also allowing new development that supports the community's vision for the future.

The General Plan establishes a comprehensive community vision for West Hollywood with regard to land use, housing, circulation, open space/conservation, noise, economic development, public safety, community services and governance. As a blueprint for the future, the plan must contain policies and programs designed to provide decision-makers with a solid basis for decisions related to land use and development. The General Plan is founded upon the community's vision for West Hollywood and expresses the community's long-term goals.

To achieve the vision of the community, the General Plan defines long-term community goals and decision-making policies through text and maps in each of the elements. The General Plan update will also include implementation programs describing actions or strategies to help achieve the community's vision. The recommended implementation programs serve as the basis for future programming decisions related to the assignment of staff and expenditure of City funds.

The General Plan update is currently under development. Based on the preliminary work on the General Plan update, the document will address three basic questions. Each is discussed below.

The first question is: How do we preserve and enhance the neighborhoods and residential areas in West Hollywood? From the initial public outreach effort, the community has clearly expressed its desire to protect the existing quality and uniqueness of individual neighborhoods, to maintain and if possible increase the amount of affordable housing in the City, to provide for the continued diversity of the housing stock, and to renovate the aging housing stock. The above values must be accomplished while also allowing for sensitive infill development in existing residential areas. In addition, the General Plan update will develop policies for neighborhood preservation and enhancement.

The second question is: How does the City enhance West Hollywood's boulevards and districts in a way that improves the quality of life in the City, relieves development pressure on residential neighborhoods, maintains economic development, improves mobility, encourages transit-oriented development, and enhances the City? The areas that will be examined for potential land use or urban design changes are Sunset Blvd., La Brea Ave., Santa Monica Blvd., Beverly Blvd., Melrose Ave., La Cienega Blvd., Fairfax Ave., Fountain Avenue, and the Melrose Triangle area. Outside forces that will impact development in the community include the overall growth of the Los Angeles region, including the neighboring Cities of Los Angeles and Beverly Hills, population and demographic changes in the community, the potential development of a subway system through the City, and the City's ability to contribute to strategies that address global climate change. Each area may experience some limited development of a quality and character that is compatible with the surrounding commercial area and sensitive to the adjacent neighborhoods. The level of growth and change, the proposed land use designations, and the form of the built environment will be discussed and determined during the General Plan update process.

The third question is: How do we improve and enhance the quality of life and the identity of the City through General Plan programs and policies? The City of West Hollywood is widely recognized as a leader in social equity, sustainable development, housing and rent stabilization, and human services. A desired outcome of the General Plan is to develop the policy framework and identify specific programs that will continue and expand West Hollywood's leadership, innovation and quality of public service.

Topics that will be addressed in the General Plan update include the following:

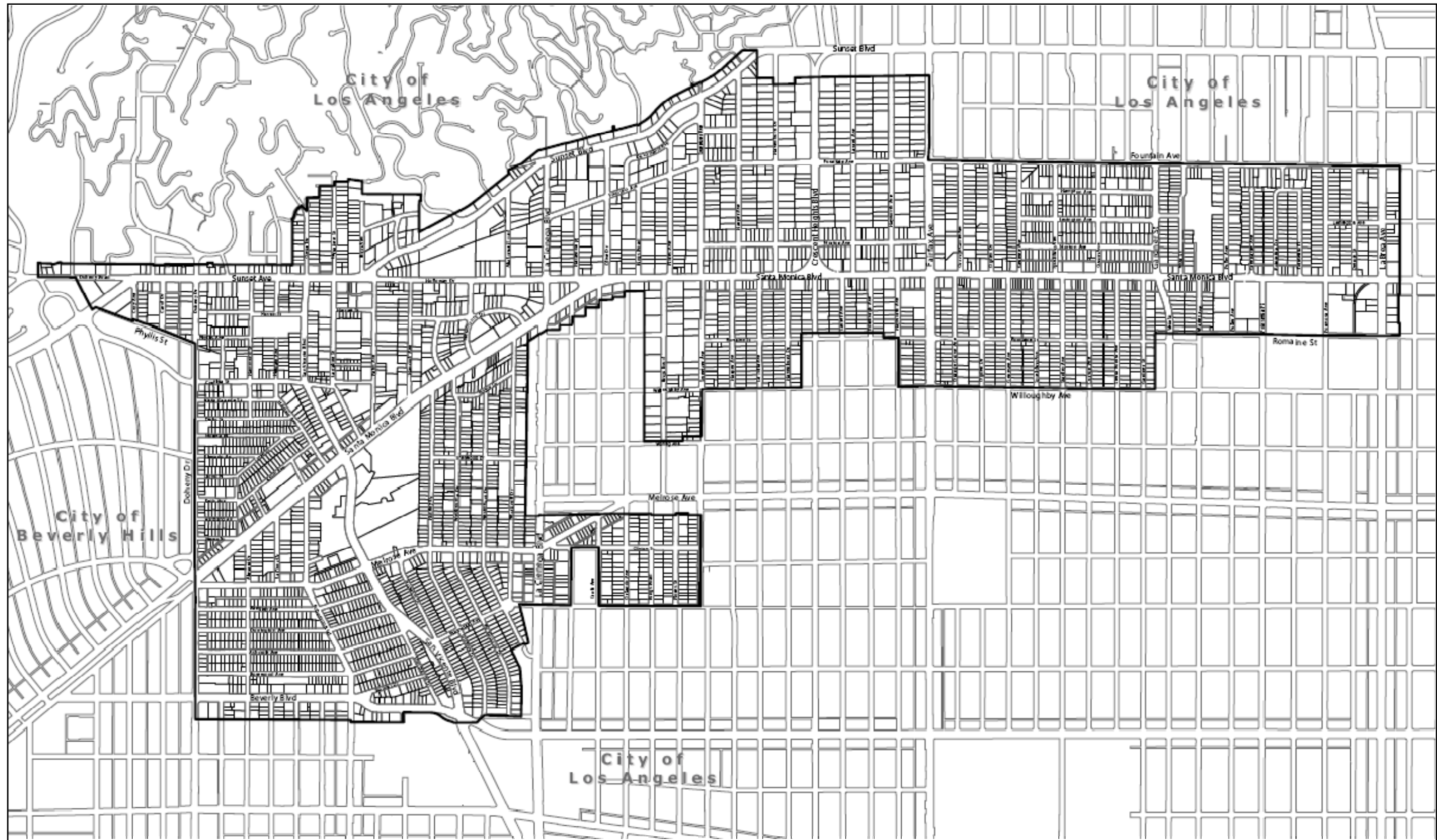
- **Land Use** – The General Plan will set goals and policies for land use that address the above questions with a focus on maintaining neighborhood livability, enhancing commercial boulevards, and supporting sensitive infill development in our dense urban environment.

- **Transportation** – The General Plan will address multi-modal transportation facilities in the community including accommodating a future subway extension through the City, modifications to existing street network classifications, pass-through traffic through the City, parking, transit, and bicycle and pedestrian enhancements.
- **Housing** – The General Plan Update includes a comprehensive update of the Housing Element.
- **Historic preservation** – Program and policies will address existing and potential new historic structures and districts.
- **Sustainability** – The General Plan will focus on climate change, green buildings, energy use, alternative energy production, water use and solid waste. A Climate Action Plan will be prepared as an immediate implementation measure for the General Plan.
- **Human services and education** – Program and policies will be developed to maintain and enhance the wide diversity of social programs and services provided by the City for its residents.
- **Arts and culture** – Programs and policies for arts and culture will be included in the General Plan.
- **Parks and recreation** – The City is currently renovating its two largest parks – West Hollywood Park and Plummer Park. The General Plan will identify opportunities to increase parks and recreation facilities.
- **Health and active living** – Improving the physical environment in the City to improve opportunities for healthy, active lifestyles will be a focus of the General Plan. Topics that may be included in the plan are physical activity, respiratory health, and access to healthy foods.
- **Governance** – The General Plan will include policies and programs to improve the delivery of public facilities and services in the community.
- **Public Safety** – The General Plan will identify policies to ensure the continued high level of public safety and emergency preparedness in the City.

**Potential Environmental Effects of the Project:** These issues areas will be addressed in the Program EIR:

- Aesthetics
- Agriculture Resources
- Air Quality
- Biological Resources
- Climate Change
- Cultural Resources
- Geology/Soils
- Hazards and Hazardous Materials
- Hydrology/Water Quality
- Land Use/Planning
- Mineral Resources
- Noise
- Population and Housing
- Public Services
- Recreation
- Transportation/Traffic
- Utilities/Services Systems





**Figure 2**  
**Planning Area**