



NOTICE OF INTENT TO PREPARE A DRAFT ENVIRONMENTAL IMPACT REPORT

Pursuant to Public Resources Code Section 21165, the City of West Hollywood is the Lead Agency responsible for preparing an Environmental Impact Report addressing potential impacts associated with the proposed project. The project site is a triangular parcel located at the west boundary of the city of West Hollywood and adjacent to the city of Beverly Hills. The project site is bounded by Santa Monica Boulevard to the north, Almont Drive to the east, Melrose Avenue to the south, and Doheny Drive to the west. The project addresses are 9040–9098 Santa Monica Boulevard, 603–629 Almont Drive, and 9001–9021 Melrose Avenue. The site totals 3.05 acres and is currently fully developed with office buildings, industrial uses, a parking structure, and retail uses. The project would involve demolition of the existing structures on site and the construction of three buildings, with five floors above ground and four parking levels below ground. Components of the project include retail, restaurant, art gallery/showroom, office, residential, and parking uses.

WHAT IS THIS NOTICE ABOUT?

California State environmental law requires that a *Notice of Preparation* be circulated to ensure that the public and other relevant public agencies have the opportunity to provide input on what is included in the environmental analysis for large projects like the Melrose Triangle project.

While a *Notice of Preparation* was initially circulated in early 2004, and re-circulated in 2007, changes to the project design and an updated City General Plan require updated analysis of potential *Air Quality, Geology and Soils, Noise, Traffic, Soils, and Hydrology/Water Quality* impacts. This new *Notice of Preparation*:

- Provides updated details on the Melrose Triangle proposal and its construction schedule;
- Informs you of the opportunity to comment on the *scope*, or what is to be included in the contents of the *Draft Environmental Impact Report* that will be circulated later this year;
- Is available for review: on the City's website at www.weho.org, and at the City of West Hollywood, Community Development Department, 8300 Santa Monica Boulevard, West Hollywood, California.

WHAT IS AN ENVIRONMENTAL IMPACT REPORT?

An *Environmental Impact Report (EIR)* is prepared when a project or proposal has potentially significant impacts on the environment. An *EIR* studies several different types of potential environmental impacts in areas such as *Air Quality, Traffic, Noise, and Cultural Resources*. An *EIR* determines the extent of impacts, identifies feasible mitigation measures, and looks at alternatives to the proposal to determine if a proposal's objectives can be met through means that may result in fewer or less severe impacts.

COMMENTS

Due to the time limits mandated by State law, your response must be received by Monday, March 12, 2012. Address any written comments to:

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8300 Santa Monica Boulevard
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Мы сообщаем вам об обсуждении проекта. Для дополнительной информации на русском языке звоните: 323-848-6826.

