



City of West Hollywood Community Development Department

PUBLIC NOTICE

NOTICE OF AVAILABILITY OF A DRAFT ENVIRONMENTAL IMPACT REPORT

To: All Interested Persons and Agencies
Project Title: 1000 North La Brea Avenue Project
From: Community Development Department
Date: January 23, 2025

Lead Agency: City of West Hollywood
Community Development Department
8300 Santa Monica Boulevard
West Hollywood, California 90069
Project Applicant: 1014 North La Brea Owner, LLC
4700 Wilshire Boulevard
Los Angeles, California 90010

A Draft Environmental Impact Report (EIR) has been prepared for the proposed 1000 North La Brea Avenue 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 EIR.

Project Location:

The project site is located at 1000, 1014, 1020, and 1028 North La Brea Avenue on the northeast corner of the North La Brea Avenue and Romaine Street intersection in the City of West Hollywood. The site encompasses 43,316 square feet, or approximately 0.99 acre, and consists of three contiguous parcels: Assessor Parcel Numbers (APNs) 5531-014-015, -016, and -017. As detailed further in the Draft EIR, the project site was developed with a concrete batch plant located at 1000 and 1014 North La Brea Avenue that was operated by CEMEX until expiration of their lease in December 2024, and a 11,906-square-foot vacant warehouse building at 1020 and 1028 North La Brea Avenue. The project site is not identified on standard government databases for hazardous materials sites pursuant to Government Code Section 65962.5.

Project History:

A Notice of Preparation (NOP) of a Draft EIR was issued for a 30-day public review period starting on November 23, 2023. Based on feedback from the public, the City distributed a revised NOP on December 21, 2023 that extended the review period by an additional 20 days to January 12, 2024 to allow the public more time to review and comment. During the scoping period, a public scoping meeting was held on November 30, 2023, and comment letters were received in response to the NOP and Initial Study. The Draft EIR focuses on the environmental impacts identified as potentially significant during the Initial Study process.

Project Description:

The project involves the demolition of on-site buildings and structures for the construction and operation of a 34-story (approximately 352-foot-tall) mixed-use residential and commercial building with 514 apartment units and 30,000 square feet of commercial/retail use on the ground floor. The ground floor would include an entry plaza open to the public, a café with outdoor seating, and other residential amenities. The project would provide seven floors of parking, including two subterranean floors, totaling 674 parking spaces. Other amenities include outdoor gardens, a fitness center, recreation rooms, a library, an outdoor swimming pool, and a firepit. Approximately 27,976 square feet of common open space and 32,420 square feet of private open space would be provided throughout the building. The rooftop would also include a solar photo-voltaic system and an emergency helipad structure, which would exceed the finished 352-foot height of the building by an additional 25 feet. The project would also integrate up to seven billboards proposed to be a combination of static and/or full motion video with varied dimensions throughout all facades of the building.

Summary of Impacts:

A Draft EIR has been prepared pursuant to the CEQA statutes (Cal. Pub. Res. Code, Section 21000 et. seq., as amended) and implementing guidelines (Cal. Code Regs., Title 14, Section 15000 et. seq.). No impacts to aesthetics, agriculture and forestry resources, and mineral resources would occur as a result of the proposed project. Impacts related to air quality, biological resources, energy, greenhouse gas emissions, land use and planning, noise, population and housing, public services, recreation, transportation/circulation, utilities and service systems, and wildfire would be less than significant. Impacts to cultural resources, geology and soils, hazards and hazardous materials, hydrology and water quality, and tribal cultural resources would be less than significant with mitigation measures incorporated. No significant and unavoidable impacts were identified for the proposed project.

Public Comment Period:

The public comment period for this Draft EIR will begin on **January 23, 2025**, and end on **March 10, 2025** (*comment letters must be received by 5:00 p.m. on March 10, 2025*). The City requests that comments be limited to the material contained in the Draft EIR.

Copies of the Draft EIR are available for review at the Community Development Department (8300 Santa Monica Boulevard, West Hollywood, California 90069) and at West Hollywood Library (625 North San Vicente Boulevard, West Hollywood, California 90069). The document is also available on the City of West Hollywood website, www.weho.org. Please submit comments in writing to:

City of West Hollywood Community Development Department
Attn: Antonio Castillo, Senior Planner
8300 Santa Monica Boulevard
West Hollywood, California 90069
Email: ACastillo@weho.org

Public Meetings:

Two public meetings will be held during the Draft EIR public comment period to solicit comments from interested parties on the content of the Draft EIR. The first will be a Transportation Commission meeting and will be held at the date, time, and location specified below:

Date: February 19, 2025
Time: 6:30 p.m.
Location: West Hollywood City Hall, Community Conference Room, 8300 Santa Monica Boulevard, West Hollywood, CA 90069

The second will be a Planning Commission meeting and will be held at the date, time, and location specified below:

Date: March 6, 2025
Time: 6:30 p.m.
Location: West Hollywood Park Public Meeting Room – Council Chambers, 625 N. San Vicente Boulevard, West Hollywood, CA 90069

If you require additional information, please contact Antonio Castillo in the City of West Hollywood Community Development Department at (323) 848-6854.