

Notice of Determination

Appendix D

To:

Office of Planning and Research
U.S. Mail: Street Address:
P.O. Box 3044 1400 Tenth St., Rm 113
Sacramento, CA 95812-3044 Sacramento, CA 95814

County Clerk
County of: Los Angeles
Address: 12400 E Imperial Highway Room 1201
Norwalk, CA 90650

From:

Public Agency: City of West Hollywood
Address: 8300 Santa Monica Boulevard
West Hollywood, CA 90069
Contact: Jennifer Alkire
Phone: (323) 848-6487

Lead Agency (if different from above):
Address:
Contact:
Phone:

SUBJECT: Filing of Notice of Determination in compliance with Section 21108 or 21152 of the Public Resources Code.

State Clearinghouse Number (if submitted to State Clearinghouse):

Project Title: Sunset Strip Off-Site Signage Policy - Modifications with Addendum to the Final IS/ND

Project Applicant: Seymour Consulting Group / Big Outdoor Media Company / Sterling Family Trust

Project Location (include county): 8501 Sunset Blvd, West Hollywood, Los Angeles County, CA 90069

Project Description:

On March 18, 2019, the City adopted the Sunset Strip Off-Site Signage Policy IS/ND and filed an NOD for that decision. On May 6, 2024, the City determined that an addendum to the adopted IS/ND appropriately addresses modifications to the previously analyzed off-site signage development scenario associated with a replacement billboard and building rehabilitation at 8501 Sunset Blvd.

This is to advise that the City of West Hollywood has approved the above (Lead Agency or Responsible Agency)

described project on June 24, 2024 and has made the following determinations regarding the above described project.

- 1. The project [ ] will [x] will not have a significant effect on the environment.
2. [ ] An Environmental Impact Report was prepared for this project pursuant to the provisions of CEQA. [x] A Negative Declaration was prepared for this project pursuant to the provisions of CEQA.
3. Mitigation measures [ ] were [x] were not made a condition of the approval of the project.
4. A mitigation reporting or monitoring plan [ ] was [x] was not adopted for this project.
5. A statement of Overriding Considerations [ ] was [x] was not adopted for this project.
6. Findings [x] were [ ] were not made pursuant to the provisions of CEQA.

This is to certify that the final EIR with comments and responses and record of project approval, or the negative Declaration, is available to the General Public at:

Community Development Department, 8300 Santa Monica Boulevard, West Hollywood, CA 90069

Signature (Public Agency): [Handwritten Signature] Title: Planning Manager

Date: June 24, 2024 Date Received for filing at OPR:

Authority cited: Sections 21083, Public Resources Code. Reference Section 21000-21174, Public Resources Code.

