



PUBLIC NOTICE

PUBLIC HEARING

NOTICE IS HEREBY GIVEN that the West Hollywood Historic Preservation Commission will hold a Public Hearing to consider the following item:

- LOCATIONS:** 9101 Sunset Boulevard, West Hollywood, California
- REQUEST:** The Historic Preservation Commission will hold a public hearing to make a decision regarding a proposed request to permit a new two-sided, full motion billboard on the roof, which faces both east and west and a façade remodel of a designated cultural resource at 9101 Sunset Boulevard. The project is subject to a Development Agreement and as part of the Sunset Boulevard Off-Site Signage Policy.
- PERMIT(S):** Billboard Permit, Certificate of Appropriateness, Development Agreement, Zone Map Amendment, and any other required permits.
- APPLICANT(S):** Darren Weinstock, of SBMC Van Buren, LLA
- TIME/PLACE OF HEARING:** Regular Meeting
Monday, January 26, 2026 at 7:00 p.m.
Plummer Park Community Center, Rooms 5 and 6
7377 Santa Monica Boulevard
West Hollywood, CA 90046
- ZONES:** SSP (Sunset Specific Plan)
- ENVIRONMENTAL STATUS:** 2019 Negative Declaration and 2021 Addendum to Negative Declaration and a conformance memo

Complete digital agenda packets will be available on Thursday, January 22, 2026, and additional information regarding participation options can be found on the posted agenda or the calendar page at www.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 Historic Preservation Commission, via the Community Development Department at, or prior to, the Public Hearing.

If you require special assistance to participate in this meeting (e.g., a signer for the hearing impaired), you must call, or submit your request in writing to the Office of the City Clerk at (323) 848-6800 at least 48 hours prior to the meeting.

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

For further information regarding this item, contact Jennifer Davis, Senior Contract Planner in the Community Development Department at (323) 848-6508; or via email at: JDavis@weho.gov

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 I posted this notice on:

Date: **January 15, 2026**

Signature: *Eric Matikosh*
Office of the City Clerk

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