

# HISTORIC RESOURCES GROUP

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## HISTORICAL RESOURCE ASSESSMENT REPORT 8433 W SUNSET BOULEVARD, WEST HOLLYWOOD

DECEMBER 2023



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*prepared for*

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# 1.0 EXECUTIVE SUMMARY AND METHODOLOGY

Orange Barrel Media (the “Applicant”) is proposing new exterior signage (the “Project”) on the commercial property located at 8433 West Sunset Boulevard (the “Project Site”) in the City of West Hollywood. The purpose of this report is to determine if cultural resources are present on or in the vicinity of the Project Site and, if so, to identify potential impacts to cultural resources caused by the proposed Project. Specifically, this report evaluates the Project for conformance with the Secretary of the Interior’s Standards for Rehabilitation.

The Project Site is currently occupied by a two- and three-story commercial building with a small surface parking lot. The building was originally constructed before 1940 and has been occupied since 1972 by The Comedy Store nightclub. The property was surveyed in the 2016 West Hollywood Commercial Historic Resources Survey (the “2016 Survey”)<sup>1</sup> and was found eligible for designation as a local Cultural Resource. The Comedy Store therefore is a “cultural resource” as defined in Section 19.90.020 of the City of West Hollywood Municipal Code.

The Project Site is located in the vicinity of a designated Cultural Resource, the former Hacienda Arms Apartments (now known as Piazza del Sol), which is located at 8439 West Sunset Boulevard, immediately west of the Project Site. The Hacienda Arms was listed in the National Register of Historic Places in 1983 and therefore meets the definition of a “cultural resource” as defined in Section 19.90.020 of the City of West Hollywood Municipal Code. The Los Angeles Conservancy holds a conservation easement protecting the historic exterior of the Hacienda Arms.

This report has determined that the proposed Project conforms with the Secretary of the Interior’s Standards for Rehabilitation and is eligible for a Certificate of Appropriateness per Section 19.58.100.D of the City of West Hollywood Municipal Code.

## Methodology

The field methods and analysis applied in this report are based on guidance from the National Park Service, the California Office of Historic Preservation, and the City of West Hollywood for evaluating potential impacts to historical resources. A site visit was conducted in September 2021 to view existing conditions on the Project Site and in the vicinity. Research, field inspection, and analysis were performed by John LoCascio, AIA, Principal, a qualified professional who meet the Secretary of the Interior’s Professional Qualifications Standards in Architecture and Historic Architecture. A resume is included in Appendix B.

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<sup>1</sup> City of West Hollywood, Community Development Department, *City of West Hollywood Commercial Historic*

*Resources Survey*, prepared by GPA Consulting, Inc., September 2016.

## 2.0 PROJECT SUMMARY

### Project Location

The Project Site (APN 5555-011-035 and 5555-011-036) is located on the north side of Sunset Boulevard between Queens Road and North Kings Road in the City of West Hollywood. It is currently occupied by a two- and three-story commercial building (The Comedy Store) with a small surface parking lot in the northeast corner. The Project Site is flanked to the west by a five-story commercial building (the former Hacienda Arms Apartments, now called Piazza del Sol); to the north by single-family residential properties; and to the east by a 14-story hotel.

A site map is included in Figure 1 on page 3.

### Project Description

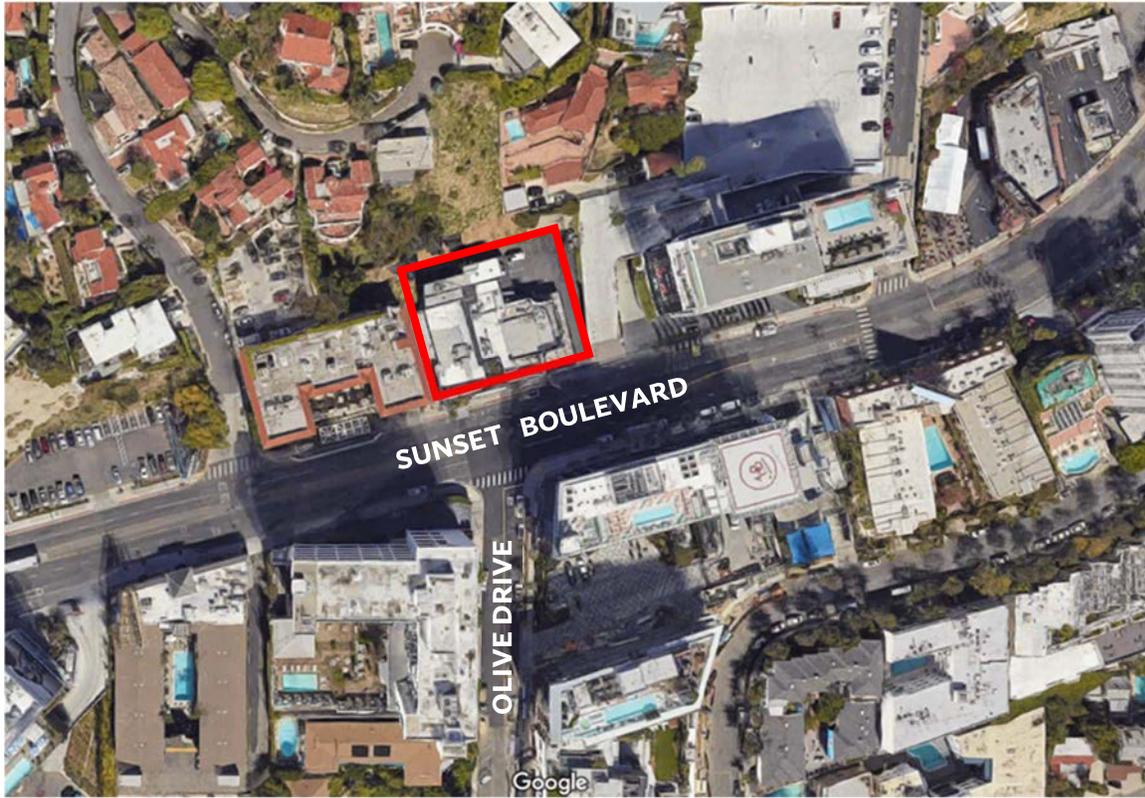
The Project consists of new signage and improvements in the public right-of-way. The signage includes a new free-standing billboard sign and a new digital letterboard sign to replace the existing letterboard sign on the south façade.

The proposed new free-standing billboard is a two-sided, digital sign with a metal structural column and cabinet frame, both painted black to match the building color; perforated metal edge detailing; and decorative scrolls of perforated metal with color-changing backlighting and flexible neon strip lights. The structural column is located in the existing planter on The Comedy Store's primary south façade along Sunset Boulevard; the sign itself is cantilevered over the roof The Comedy Store. Each face of the proposed sign is 15 feet wide by 33 feet 5 inches tall; the structure will have a maximum overall height of 69 feet 3-1/2 inches above grade.

The proposed new letterboard sign is a digital circular sign, 15 feet 4 inches in diameter to match the size of the existing letterboard sign and mounted in the same location on the building's primary south façade. The new sign will have a similar design to the existing sign: the top portion of the circle will be static with "The Comedy Store" in solid black aluminum letters against an illuminated translucent backdrop; the remainder of the circle will be a digital display in place of the existing analog letterboard.

The proposed off-site improvements consist of expanding the sidewalk into the adjacent parking lane along Sunset Boulevard to provide additional queuing space. The sidewalk will be buffered from the street with a new linear planting area, street trees, and bench seating.

**FIGURE 1: SITE MAP**



*Project Site (8433 W. Sunset Boulevard) outlined in red*

## 3.0 SUMMARY OF PREVIOUS EVALUATIONS

### 8433 W. Sunset Boulevard

The Comedy Store was evaluated in the 2016 West Hollywood Commercial Historic Resources Survey and was found eligible for designation as a West Hollywood Cultural Resource. It is significant in the context of Modern West Hollywood (1966-1984) under local Criterion C for its association with the history of the entertainment industry in West Hollywood. The property was assigned a California Historical Resource Status Code of 5S3 (“Appears to be individually eligible for local listing or designation through survey evaluation”). The period of significance is identified as 1966-1984.

The 2016 Survey does not identify character-defining features of the property. Based on historic photographs of the Comedy Store, extant exterior character-defining features appear to include:

- Narrow front setback with raised planter
- Irregular plan and asymmetrical composition
- Complex massing of two- and three-story volumes
- Multiple flat roofs with parapets and built-up roofing
- Exterior walls finished in cement plaster
- Vertical plan cladding alternating with projecting panels on south façade
- Minimal fenestration
- Asymmetrically located recessed entrance
- Circular letterboard sign on the south façade, specifically the location, dimensions and configuration.

A copy of the 2016 Department of Parks and Recreation Primary Record (DPR 523A) is included in Appendix A.

## 4.0 DESCRIPTION OF EVALUATED RESOURCE

The Comedy Store is located on the north side of Sunset Boulevard between Queens Road and North Kings Road in the City of West Hollywood. The property is flanked to the west by a five-story commercial building (the former Hacienda Arms Apartments, now called Piazza del Sol); to the north by single-family residential properties; and to the east by a 14-story hotel building. The surrounding area along Sunset Boulevard is characterized by a variety of commercial development dating from the 1920s through the present day and ranging in height from one to fourteen stories.

The irregularly-shaped parcel is almost completely occupied by a commercial building with zero setback on the west and narrow setbacks on the south and north; the south setback is occupied by a raised planter along the front of the building. A small surface parking lot is located in the northeast corner of the property, atop a concrete retaining wall and accessed from Sunset Boulevard by a sloping driveway along the east side of the property. The driveway and parking lot are paved in asphaltic concrete.

The building has an irregular plan, asymmetrical composition, and complex massing consisting of two- and three-story volumes. It has multiple flat roofs with parapets and built-up roofing. The exterior walls are finished primarily in cement plaster; the primary (south) façade is clad in vertical planks alternating with projecting panels with ceramic tile frames. A covered patio with a plaster bulkhead and parapet wraps the east end of the building. Fenestration is minimal and consists primarily of horizontal-sliding vinyl replacement windows with simulated divided lights; there is no fenestration on the primary (south) façade. The primary entrance is asymmetrically located in a recess on the east end of the south façade and consists of a pair of glass doors with metal push bars. There is a secondary entrance on the east façade at the second-floor level, accessed by a metal staircase; and a ground-floor service entrance consisting of a flush metal door. A pair of flush metal egress doors is located on the west end of the primary (south) façade. There is a pair of paneled wood doors on the north façade at the third story.

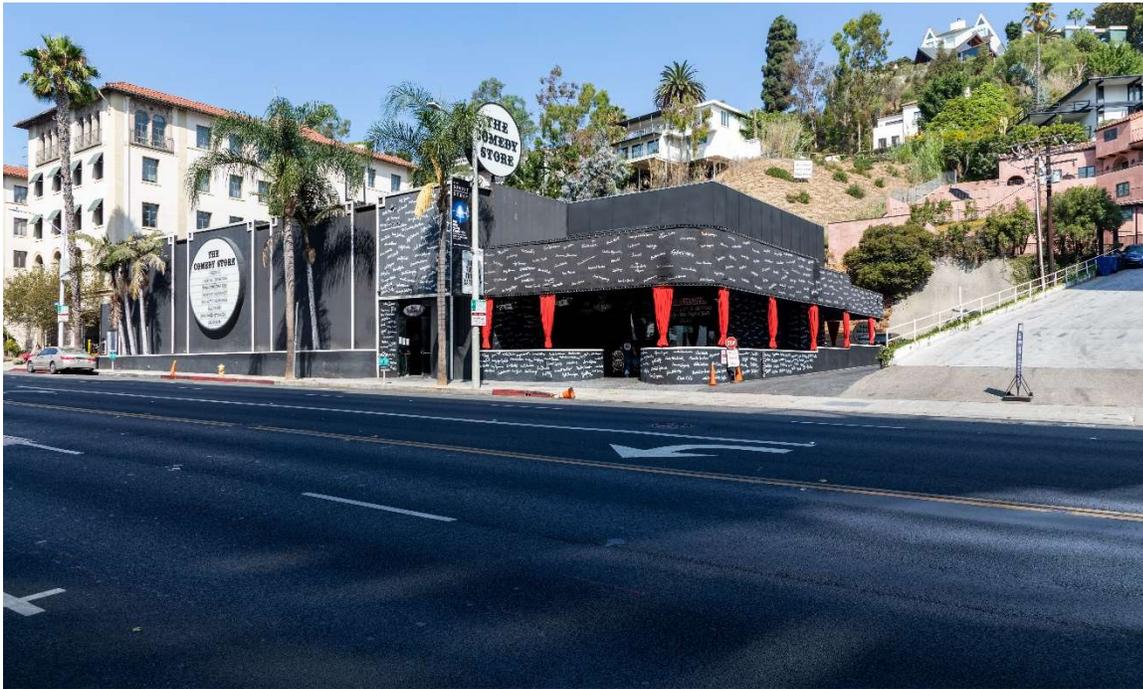
Signage consists of a circular letterboard sign mounted on one of the wall panels of the south façade, and a circular roof-mounted sign.

## PHOTOGRAPHS OF EVALUATED RESOURCE

*Historic Resources Group, September 2021*



*Image 1: The Comedy Store (center), view northeast from Sunset Boulevard*



*Image 2: The Comedy Store, view northwest from Sunset Boulevard*





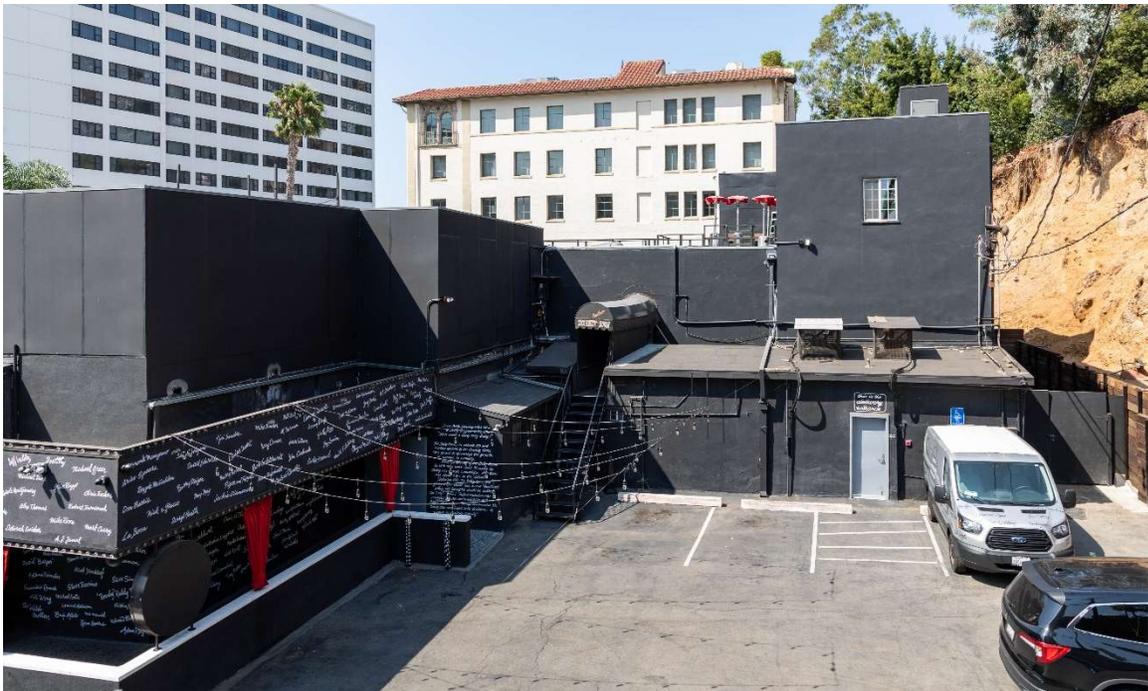
Image 5: Circular letterboard sign, view northwest from Sunset Boulevard



Image 6: Primary entrance, view north from Sunset Boulevard



*Image 7: East and north façades, view southwest from adjacent parcel*



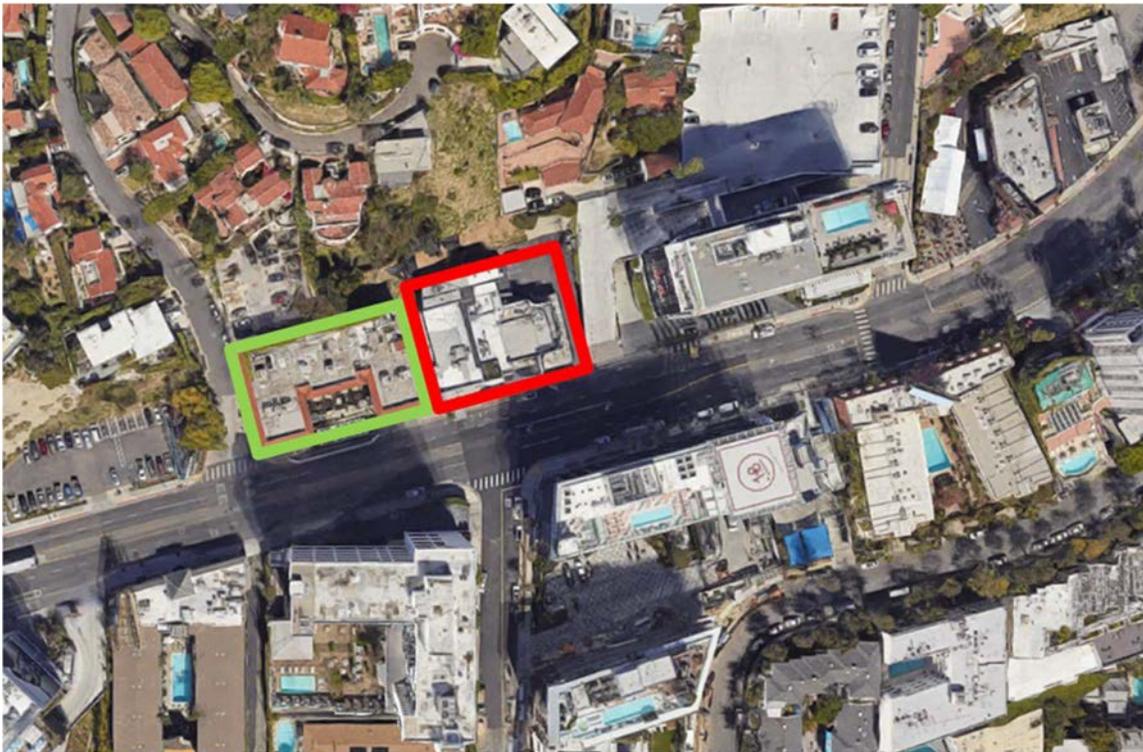
*Image 8: North and east façades, view west from adjacent parcel*

## 5.0 RESOURCES IN THE VICINITY OF THE PROJECT SITE

### 8439 W. Sunset Boulevard

The former Hacienda Arms Apartments (now known as Piazza del Sol) was constructed in 1927 and was listed in the National Register of Historic Places in 1983. It is significant under National Register Criterion C as an excellent example of Italian Renaissance Revival architecture. By virtue of its listing in the National Register the Hacienda Arms was automatically listed in the California Register of Historical Resources when the California Register was created in 1998. The property is also designated a City of West Hollywood Cultural Resource.

**FIGURE 2: HISTORICAL RESOURCES IN THE VICINITY OF THE PROJECT SITE**



*Project Site (8433 W. Sunset Blvd.) outlined in red; 8439 W. Sunset Blvd. outlined in green*

## PHOTOGRAPHS OF RESOURCES IN THE VICINITY

*Historic Resources Group, September 2021*



*Image 9: 8439 W. Sunset Boulevard, view northeast from Sunset Boulevard*



*Image 10: 8439 W. Sunset Boulevard, view northwest from Olive Drive*

## 6.0 ANALYSIS OF POTENTIAL IMPACTS

### Framework for Analysis

The City of West Hollywood’s Billboard Policy requires that all new or modified signs located on or directly adjacent to a property containing cultural resources shall conform with the Secretary of the Interior’s Standards for Rehabilitation to ensure projects to not adversely impact the integrity of the resource or its setting, obscure character-defining features of any adjacent historical resources, and are compatible with the scale, size, and proportion of the historic resource.

The Comedy Store and the former Hacienda Arms Apartments are both “cultural resources” per Section 19.90.020 of the City of West Hollywood Municipal Code, which defines a “cultural resource” as “Any building... which may be of... significance to the citizens of the city, state or nation which is, or may be, eligible for designation...” and states that “Cultural resources includes [sic] all potential and designated resources, and contributing resources in historic districts.”

### THE SECRETARY OF THE INTERIOR’S STANDARDS

The Secretary of the Interior’s Standards for the Treatment of Historic Properties (the Standards) provide guidance for reviewing proposed projects that may affect historic resources. The Standards and associated guidelines address four distinct historic “treatments,” including: (1) preservation; (2) rehabilitation; (3) restoration; and (4) reconstruction. The specific Standards and guidelines associated with each of these possible treatments are provided on the National Park Service’s website regarding the treatment of historic resources.

The intent of the Standards is to assist the long-term preservation of a property’s significance through the preservation, rehabilitation, and maintenance of historic materials and features. The Standards pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and interior of the buildings. The Standards also encompass related landscape features and the building’s site and environment, as well as attached, adjacent, or related new construction.

From a practical perspective, the Standards have guided agencies in carrying out their historic preservation responsibilities including State and local officials when reviewing projects that may impact historic resources. The Standards have also been adopted by state and local jurisdictions across the country including the City of West Hollywood, which requires a Certificate of Appropriateness application to be reviewed by the Historic Preservation Commission for all projects involving a designated cultural resource.

In addition, the Standards are a useful analytic tool for understanding and describing the potential impacts of substantial changes to historic resources. Projects that comply with the Standards benefit from a regulatory presumption that they would have a less than significant adverse impact on an historic resource.

The Standards for Rehabilitation (36 CFR 67) address the most prevalent treatment.

“Rehabilitation” is defined as “the process of returning a property to a state of utility, through repair or alteration, which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural, and cultural values.”

As stated in the definition, the treatment “rehabilitation” assumes that at least some repair or alteration of the historic building will be needed in order to provide for an efficient contemporary use; however, these repairs and alterations must not damage or destroy materials, features or finishes that are important in defining the building’s historic character.

## Standards Analysis

This section examines potential impacts that that would be caused by alterations on the Project Site that may impact historic resources on or adjacent to the Project Site. The written Project description, plans, elevation drawings, and renderings were used to evaluate the Project for conformance with the Secretary of the Interior’s Standards for Rehabilitation.

*Standard 1: A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.*

The property will remain in its current use as a nightclub featuring standup comics. The Project meets Standard 1.

*Standard 2: The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.*

The Project will retain and preserve the historic character of The Comedy Store and will not remove historic materials. All existing character-defining features of The Comedy Store will remain intact and in place, including its irregular plan, complex massing, flat roofs, stucco walls, and projecting wall panels. The proposed new billboard sign will be a free-standing structure and will not materially alter the existing building. The proposed new digital letterboard sign will match the existing letterboard sign in size, shape, and design, and will be mounted in the same location; because the existing sign is not materially significant, its replacement with a similar combination static and digital sign does not constitute a loss of historic features. The Project meets Standard 2.

*Standard 3: Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.*

The Project consists entirely of new signage and site improvements and does not propose adding conjectural features or architectural elements from other buildings. The Project meets Standard 3.

*Standard 4: Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.*

The Comedy Store building was originally constructed in 1935 as Club Seville and has been repeatedly altered since to accommodate new tenants and uses. The building's current exterior appearance, with projecting wall panels alternating with vertical plank siding on the south façade, dates from the early 1970s with additions and alterations in the 1980s and 1990s. The Project consists entirely of new signage and will retain and preserve nearly all existing features of the building; the existing letterboard sign, which is not materially significant, will be replaced with a new digital sign of the same size and shape. The Project meets Standard 4.

*Standard 5: Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.*

The Project will retain the vertical plank siding, projecting wall panels, and cement plaster wall cladding that characterize The Comedy Store, and will replace the existing analog letterboard sign with a new static and digital sign of the same size, shape, and general design. The Project meets Standard 5.

*Standard 6: Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.*

The Project will replace the existing circular letterboard sign on The Comedy Store's south façade with a new combined static and digital letterboard sign that matches the existing in size, shape, and general design, with a static top portion and changing digital display comprising the bottom portion, and will be mounted in the same location. The existing sign has been altered multiple times and is not materially significant; but a circular sign of the same size has been in this location since the property's period of significance. The Project meets Standard 6.

*Standard 7: Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.*

The Project does not propose any chemical or physical treatments that cause damage to historic materials. The Project meets Standard 7.

*Standard 8: Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.*

The Project will comply with Section 3.F., Ground Disturbance, of the Sunset Boulevard Off-Site Signage Policy which requires review by an archeologist who meets the Secretary of the Interior's Professional Qualifications Standards prior to any ground-disturbance taking place; and an immediate stop of all construction work within 100 feet in the event of an archeological find, until a qualified archeologist can evaluate the significance of the find and determine if additional study is warranted. The Project will therefore meet Standard 8.

*Standard 9: New additions, exterior alterations, or related new construction shall not destroy*

*historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.*

The Project will not destroy historic materials that characterize The Comedy Store. The proposed new billboard sign will be a free-standing structure, independent of the existing building, and will not require any alterations to the historic structure. The new billboard sign will be differentiated from the historic building by its contemporary design and technology but recalls interior decorative elements from the building's Main Stage to highlight the property's storied history as a Hollywood nightspot. The new sign is taller than the existing building, but its overall size and scale are compatible with, and complementary to, the horizontal massing of The Comedy Store. The sign's elevation above the roof of The Comedy Store and the placement and narrow width of its supporting structure ensure that the primary south façade of The Comedy Store will be unobstructed. The size, scale, and massing of the proposed new sign are also compatible with surrounding buildings and signage along Sunset Boulevard. The installation of the sign will require removal of part of the existing raised planter along the building's south façade, but the planter will be repaired and will retain its historic configuration.

The proposed improvements in the public right-of-way will partially alter The Comedy Store's setting. But the improvements are not located on The Comedy Store property and will not materially alter the building itself; the building will retain its character-defining features. Further, The Comedy Store is significant for its association with the history of the entertainment industry in West Hollywood. According to National Park Service guidance, a property that is significant for association with an important event or historical pattern might retain *some* features of all seven aspects of integrity but needs to retain only sufficient integrity to be recognizable to a historical contemporary.<sup>2</sup> The Comedy Store will retain the essential physical features that date from its period of significance and would thus be recognizable to a historical contemporary. Integrity of setting is therefore not essential to convey The Comedy Store's historic significance.

The Project will not materially alter the adjacent Hacienda Arms apartment building and thus will not destroy historic materials that characterize that property. The Project would add a digital billboard with an overall height of more than 69 feet high and an overall width of just over 23 feet to the Sunset Boulevard frontage of The Comedy Store parcel; the sign is substantially smaller than the five-story-high, 140-foot-wide bulk of the Hacienda Arms. The proposed signage will therefore be subordinated to the historic resource in terms of size, scale, and massing. The new signage is also compatible with the size and scale of surrounding buildings and signage along Sunset Boulevard.

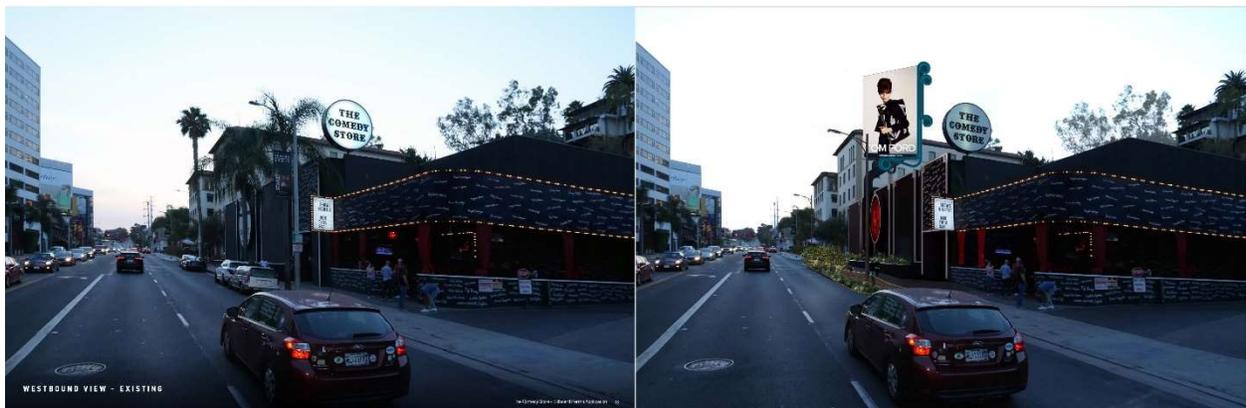
Because of its location and size, the new Comedy Store billboard sign will partially obscure some views of the south and east façades of the Hacienda Arms when viewed from certain vantage points looking west on Sunset Boulevard. The east façade of the Hacienda Arms is a secondary façade; full view of this façade is not critical to understanding the historic significance of the Hacienda Arms. The south façade of the Hacienda Arms is the building's primary façade and is the primary expression of the building's significant Italian Renaissance

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<sup>2</sup> *National Register Bulletin 15, 48.*

Revival architecture. The Project will not materially alter any portion of the Hacienda Arms, which will still be visible from multiple vantage points along Sunset Boulevard. Sunset Boulevard is an important commercial thoroughfare with a wide variety of building heights and scales from many periods of development, and numerous signs; some views of most buildings along Sunset Boulevard, including the Hacienda Arms, are already partially blocked from certain vantage points. The new Comedy Store billboard sign will not substantially alter existing views along Sunset Boulevard, and the very limited views of the Hacienda Arms that will be partially obscured will not materially impair the integrity or significance of the Hacienda Arms, which will remain visible from many other vantage points, or of its existing setting, which will remain intact.

The images below illustrate the existing and proposed westbound views of the Hacienda Arms in relation to The Comedy Store.



The Project meets Standard 9.

*Standard 10: New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.*

The proposed new billboard sign is free-standing and structurally independent of The Comedy Store building. If removed in the future, the essential form and integrity of The Comedy Store and its environment would be unimpaired. The Project meets Standard 10.

## 7.0 CONCLUSION

This report has evaluated the proposed Project at 8433 W. Sunset Boulevard in West Hollywood for potential impacts to designated and identified cultural resources on and in the vicinity of the Project Site. The Project Site is occupied by one resource, The Comedy Store, that was previously identified as historically significant through survey evaluation. This report identified one cultural resource in the vicinity of the Project Site: the former Hacienda Arms Apartments, located immediately west of the Project Site at 8439 W. Sunset Boulevard. The Hacienda Arms is listed in the National Register of Historic Places and is designated a City of West Hollywood Cultural Resource.

The Project consists of new signage on The Comedy Store property and improvements in the public right-of-way. This evaluation has demonstrated that the Project will meet the Secretary of the Interior's Standards for Rehabilitation and therefore will neither adversely affect the significant architectural features of the Comedy Store and the Hacienda Arms, nor adversely affect the character or historic, architectural, aesthetic interest, or value of the two resources and their sites. The Project therefore fulfills the findings for a Certificate of Appropriateness as outlined in section 19.58.100.D of the City of West Hollywood Municipal Code.

## 8.0 SOURCES

Historic aerial photographs. University of California, Santa Barbara Aerial Photography Collections.

State of California, Department of Parks and Recreation.

“California Office of Historic Preservation Technical Assistance Series #6: California Register and National Register: A Comparison.” Sacramento, CA: Office of Historic Preservation, 2011.

U.S. Department of the Interior. “National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation.” Washington D.C.: National Park Service, 1995.

---. “National Register Bulletin 16: How to Complete the National Register Registration Form.” Washington, D.C.: National Park Service, 1997

# APPENDIX A

DPR523A, 8433 W. SUNSET BLVD., 2016

Page 1 of 4

\*Resource Name or # (Assigned by recorder): 8433 W Sunset Blvd

P1. Other Identifier: Ciro's

\*P2. Location:  Not for Publication  Unrestricted

\*a. County Los Angeles and (P2c, P2e, and P2b or P2d. Attach a Location Map as necessary.)

\*b. USGS 7.5' Quad: Date: T: R: of S: \_\_\_ B.M.

c. Address: 8433 W Sunset Blvd City: West Hollywood Zip: 90069

d. UTM: (Give more than one for large and/or linear resources) Zone: 11S, 373256.6190 mE / 3773552.8266 mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) : Parcel # 5555-011-035

\*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

This is a 1.5-story restaurant lounge/tavern in the Moderne style built in 1940. Exterior walls are stucco. The building has a flat with parapet roof clad in rubberized/asphalt composite with box cornice. There are no windows visible from the public right-of-way. The main entryway is recessed and located on the east end of the enclosed 1.5 story portion of the primary elevation facing Sunset Boulevard. It is centered between a built-in planter that extends to the west end of the elevation and the 1-story patio on the east end. It consists of a set of glass double doors with transom.

\*P3b. Resource Attributes (List attributes and codes): HP6: 1-3 story commercial building

\*P4. Resources Present:  Building  Structure  Object  Site  Element of District  Other (Isolates, etc.)

P5a. Photograph or Drawing (Photo required for buildings, structures, and objects.)



P5b. Description of photo: (View, data, accession #)  
View facing northwest, January 2016.

\*P6. Date Constructed/Age and Source:

Historic  Prehistoric  Both

1940. Los Angeles County Office of the Assessor

\*P7. Owner and Address:

\*P8. Recorded by: (Name, affiliation, and address)

GPA Consulting, 617 S. Olive Street, Suite 910, Los Angeles, CA 90014

\*P9. Date Recorded:

Date surveyed: 2016.

Record prepared: 08/06/2016

\*P10. Survey Type: (Describe)

Intensive

\*P11. Report Citation: (Cite survey report and other sources or enter "none.")

West Hollywood Historic Resources Survey

\*Attachments:  None  Location Map  Sketch Map  Continuation Sheet  Building, Structure, and Object Record  Archeological Record  
 District Record  Linear Feature Record  Milling Station Record  Rock Art Record  Artifact Record  Photograph Record  
 Other (List): \_\_Photograph Sheet\_\_\_\_\_

**DEPARTMENT OF PARKS AND RECREATION  
BUILDING, STRUCTURE, AND OBJECT RECORD**

Primary #: \_\_\_\_\_  
HRI #: \_\_\_\_\_  
Trinomial: \_\_\_\_\_  
CRHR Status Code: 5S3

\*Resource Name or # (Assigned by recorder): 8433 W Sunset Blvd

Page 2 of 4

B1. Historic Name: Ciro's

B2. Common Name: The Comedy Store

B3. Original Use: Commerce/Trade: Restaurant

B4. Present Use: Commerce/Trade: Restaurant

\*B5. Architectural Style: Moderne

\*B6 Construction History: (Construction date, alterations, and date of alterations)

Date: 1940. Source: Los Angeles County Office of the Assessor

\*B7. Moved?  Yes  No

Date: Original Location:

\*B8. Related Features:

B9a. Architect: Unknown

b. Builder: Unknown

**B10. Significance:** Theme: Modern West Hollywood Area:

Period of Significance: 1966 - 1984

Property Type: Restaurant lounge/tavern

Applicable Criteria:

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

This property was constructed as the night club Ciro's in 1940, became the music venue It's Boss in 1965, and has been The Comedy Store since 1972. It appears eligible for designation as a West Hollywood Cultural Resource (5S3) as an individual property through survey evaluation. It is significant in the context of Modern West Hollywood under criterion C for its association with the history of entertainment industry in West Hollywood.

Between the early 1940s and late 1950s, Ciro's was a widely popular club with movie stars, "where celebrities went to glitter and be seen" (LAT). Billy Wilkerson, founder of The Hollywood Reporter, opened a series of night clubs on Sunset Boulevard such as The Trocadero in 1934, Ciro's in 1940, and La Rue in 1944. In 1942, Ciro's was sold to showman Herman Hover, who replaced the house band with big name acts such as Nat King Cole, Frank Sinatra, Mae West, and Lena Horne. Ciro's was closed in 1957, and reopened as a rock and roll club It's Boss in the early 1960s, reflecting the rise of youth culture. The Byrds, a local band, got their start there in 1964. In 1972, comedians Sammy Shore and Rudy DeLuca opened The Comedy Store in its place to serve a more specialized form of entertainment. Johnny Carson was one of the first comics to perform here.

Based upon historic photographs and building permits, the property retains all aspects of integrity from the period it has been The Comedy Store. The most recent re-roof took place...

B11. Additional Resource Attributes (List attributes and codes):

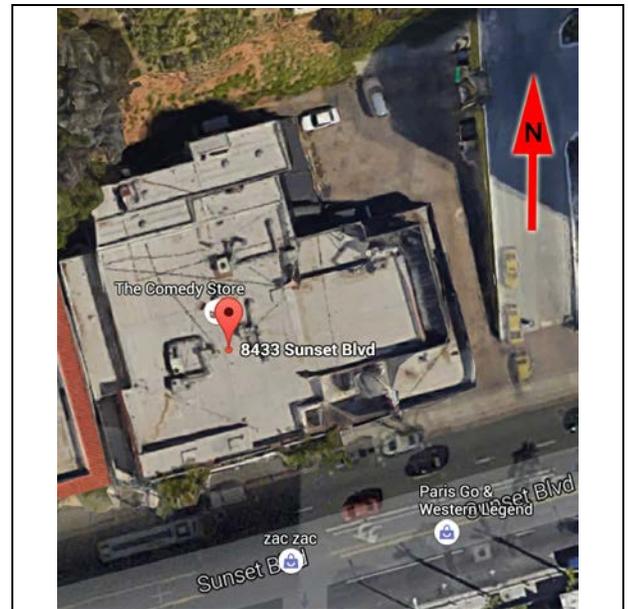
\*B12. References: Sanborn map, vol 10 1926-1950; Los Angeles County Assessor Records, 1940-1962; City Directories, various dates; Los Angeles Times, various dates; building permits, various dates.

B13. Remarks:

B14. Evaluator: GPA Consulting, 617 S. Olive Street, Suite 910, Los Angeles, CA 90014

\*Date of Evaluation: Date surveyed: 2016. Record prepared: 08/06/2016

(This space reserved for official comments.)



**CONTINUATION SHEET**

Property Name: 8433 W Sunset Blvd

**Page 3 of 4**

**B10. Significance (continued):**

...in 2003.

**PHOTOGRAPH SHEET**

Property Name: 8433 W Sunset Blvd

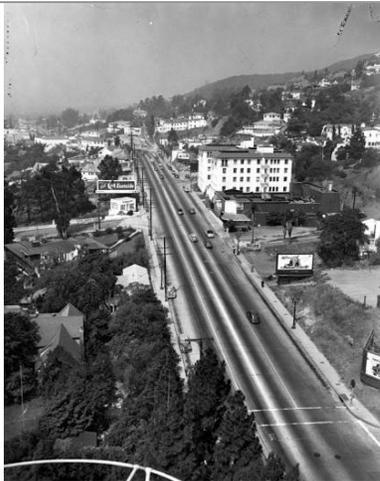
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View facing northwest, January 2016



Circa 1940, Martin Turnbull



1949, Martin Turnbull



1979, Los Angeles Public Library

# **APPENDIX B**

## RESUMES OF AUTHORS/CONTRIBUTORS

# HISTORIC RESOURCES GROUP

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12 S. Fair Oaks Avenue, Suite 200  
Pasadena, CA 91105

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Tel 626-793-2400  
[historicrosourcesgroup.com](http://historicrosourcesgroup.com)



## Professional License

California Architect C24223

## Education

Master's Degree, Historic  
Preservation, University of  
Southern California

Bachelor of Architecture,  
University of Southern California

## Honors and Awards

National Trust for Historic  
Preservation, Richard H. Driehaus  
Foundation National Preservation  
Award

Los Angeles Conservancy  
Preservation Award

California Preservation  
Foundation Preservation Design  
Award

City of Pasadena Historic  
Preservation Award

AIA Institute Honor Award

## JOHN LOCASCIO, AIA

*Principal Architect*

## Experience Profile

Years of Experience: 30

John LoCascio has been with HRG since 2011, involved in historic preservation since 2002, and a licensed, practicing architect since 1993. John's California Architect license number is C24223.

John's areas of focus at HRG include historic architecture and technology, building conservation, historic structure reports and federal historic rehabilitation tax credit projects. He provides technical assistance for construction documents, advises on compliance with the Secretary of the Interior's Standards and the use of the State Historic Building Code, provides construction monitoring, and paint and materials sampling and analysis services. John has worked on a wide variety of buildings and structures in California as well as in other states. He is currently advising on historic tax credit projects in Los Angeles, the San Francisco Bay area, and Washington State. In addition, John regularly provides historic architecture consultation for numerous LAUSD campus modernization projects.

John LoCascio meets the *Secretary of the Interior's Professional Qualifications Standards* in Architecture and Historic Architecture.

## Selected Projects

28<sup>th</sup> Street YMCA Rehabilitation and Adaptive Reuse, Los Angeles  
Academy Museum of Motion Pictures Rehabilitation, Hollywood  
Angelus Funeral Home Historic Tax Credit Project, Los Angeles  
CBS Columbia Square Rehabilitation and Adaptive Reuse, Hollywood  
Century 21 Coliseum Architectural Consultation, Seattle  
Constance Hotel Historic Tax Credit Project, Pasadena  
Grand Central Air Terminal Rehabilitation & Adaptive Reuse, Glendale  
Los Angeles International Airport Preservation Plan and HSRs  
Mayfair Hotel Historic Tax Credit Project, Los Angeles  
Venice High School Comprehensive Modernization, Los Angeles

## Professional Affiliations

American Institute of Architects