
BILLBOARD PERMIT APPLICATION

8433 SUNSET BLVD
WEST HOLLYWOOD, CALIFORNIA

SUBMISSION CATEGORY
ALTERNATIVE PROJECT, DIGITAL

ORIGINAL SUBMISSION DATE
AUGUST 10, 2021

RESUBMISSION DATE
December 01, 2023



**THE
COMEDY
STORE**

ITEM 9.A. Exhibit L



RICHARD PRYOR



ROBIN WILLIAMS



ANDY KAUFMAN



LOUIS ANDERSON

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PROJECT TEAM

Applicant:

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RIOS

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Building Ownership:

The Shore Family





ANTHONY JESELNIK



BILL BURR



ILIZA SHLESINGER



LUENELL

A LIVING MUSEUM

For nearly 50 years, The Comedy Store has been a cultural institution on the Sunset Strip, helping to define the very essence of West Hollywood as a unique hub of creative activity and artistry. The legendary venue is known worldwide and is beloved by iconic and upcoming comedic talent who consider it a home away from home and safe space to hone their craft.

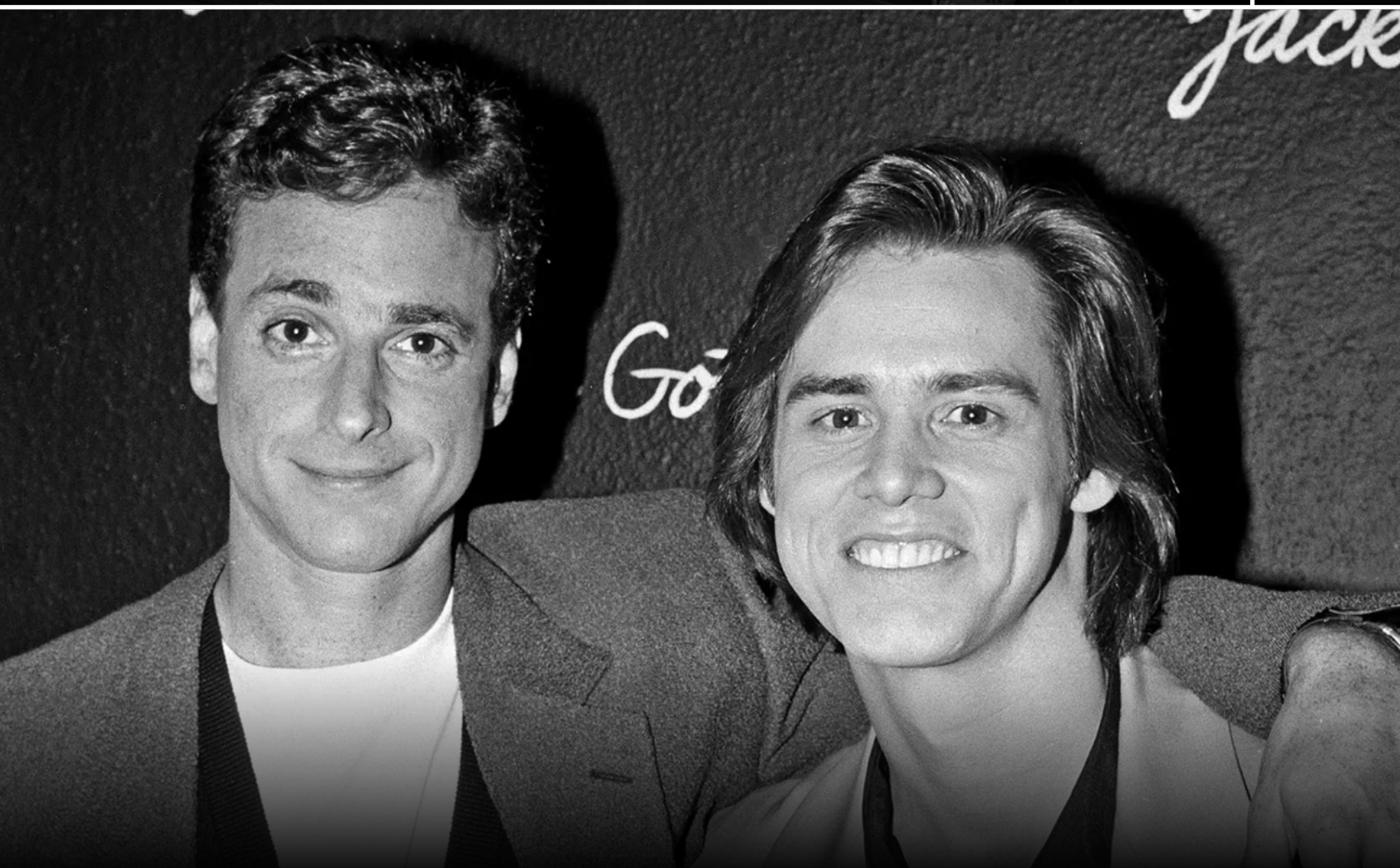
As a true family enterprise, The Comedy Store was founded in 1972 by famous comedian Sammy Shore, Sammy's wife Mitzi, and comedy writer Rudy DeLuca. Mitzi assumed full-time ownership after taking the reins in 1974, and her vision transformed this comedy mecca into what it is today, with sons Peter, Pauly, and Scott continuing the legacy their mother created.

The Shore family's fierce commitment to preserving the authenticity and intimacy of The Comedy Store has resulted in a living museum that remains unchanged and welcomes comedians back time after time with the familiarity and comfort they have come to depend on in a constantly changing outside world. It is a place for them to feel supported as they practice and refine their material, mentored by each other, and free to take risks in an environment that does not allow phones or cameras. This foundational sameness instills in them a sense of community and confidence that is crucial to their continued development.

The Comedy Store is also a destination for fans, agents, talent scouts, and celebrities who gather to enjoy their favorite entertainers and witness the development of artistic production. The audience, too, plays a role in shaping the careers of those who take the iconic stage in an experience that is uniquely West Hollywood and synonymous with the spirit of the city.

This landmark establishment is a testament to the importance of staying true to who you are. The Comedy Store is an original. It will always be an original. The comedic craft evolves, but the authenticity of this unique property will stay the same. It is a space frozen in time, preserving all that is special about it, dedicated to the value it adds to the Sunset Strip and serving as a true beacon to comedians, the community, and the City of West Hollywood.



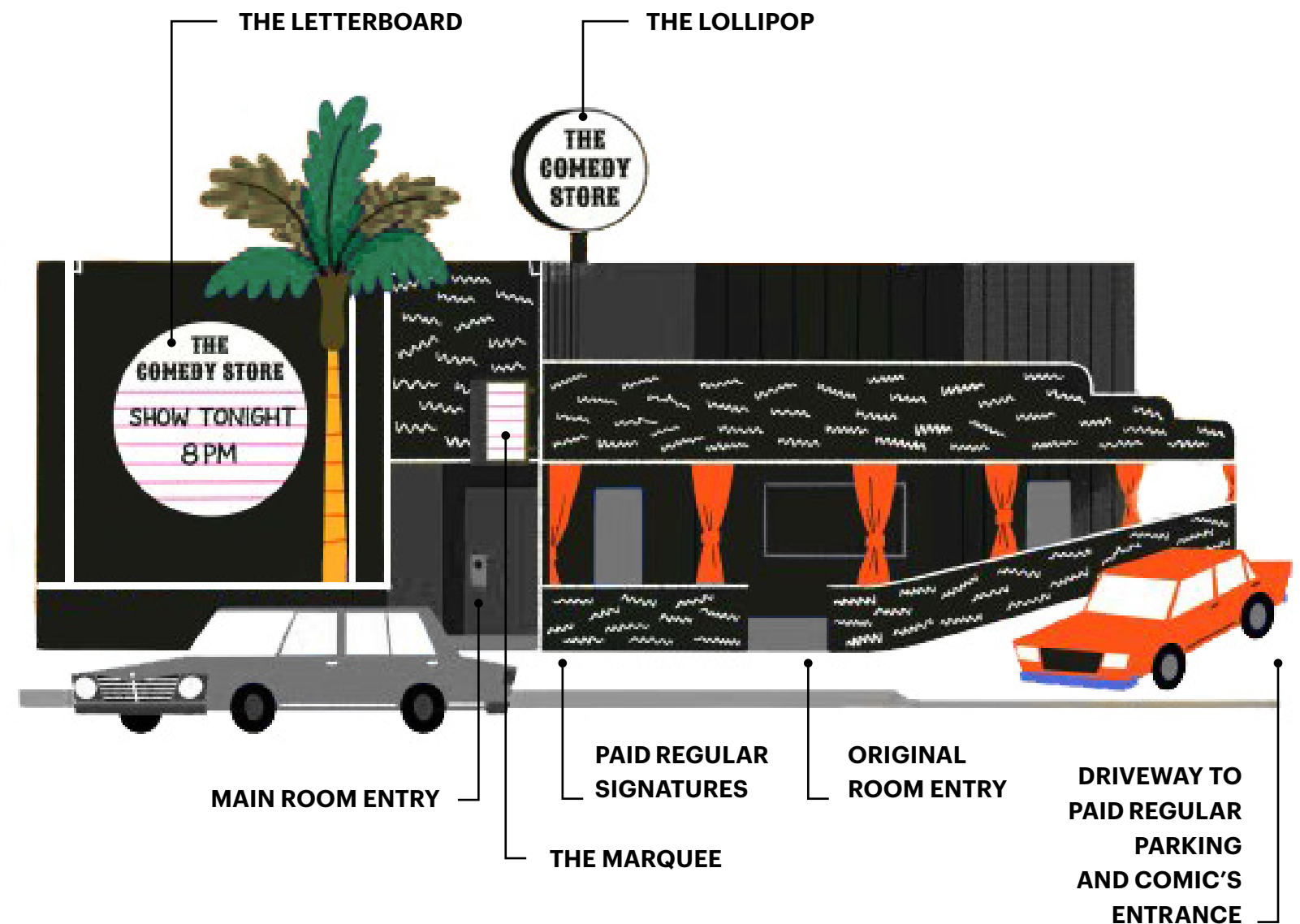


A LIVING MUSEUM: THE ICONIC FAÇADE

The iconic façade of the Comedy Store is synonymous with the community and lifestyle of working comedians and can be seen as a backdrop in countless television shows and movies about the culture of comedy.

Despite an evolving context, the Shore family has preserved the ritual of entering the Comedy Store for returning comics. The Store's core group of comedians, **Paid Regulars**, enter the Comedy Store through the rear of the building. The key elements of the façade that define the comic's entry experience have remain unchanged for almost 40 years.

- **The Lollipop:** The Comedy Store building identification playfully sits above to façade on a short pole.
- **The Marquee:** The marquee allows Los Angeles community to see the night's performers.
- **The Letterboard:** The large wall mounted board displays a variety of content including upcoming shows and tributes.
- **Paid Regular Signatures:** The signatures of comedians who have been accepted into The Store's elite group of Paid Regulars are displayed across portions of the façade.



“One of the main things I wanted when I came out here was to get my name on the outside because that would make me feel like I was a comic.”

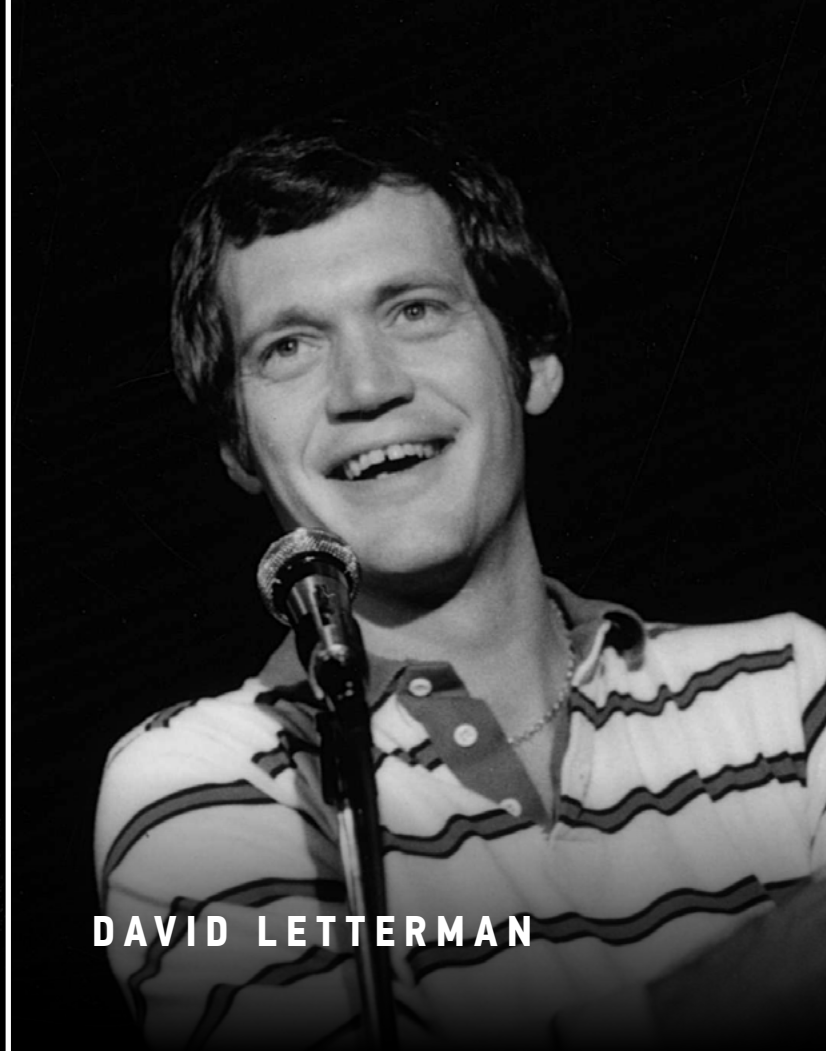
KEVIN NEALON

2020 SHOWTIME DOCUMENTARY *THE COMEDY STORE*





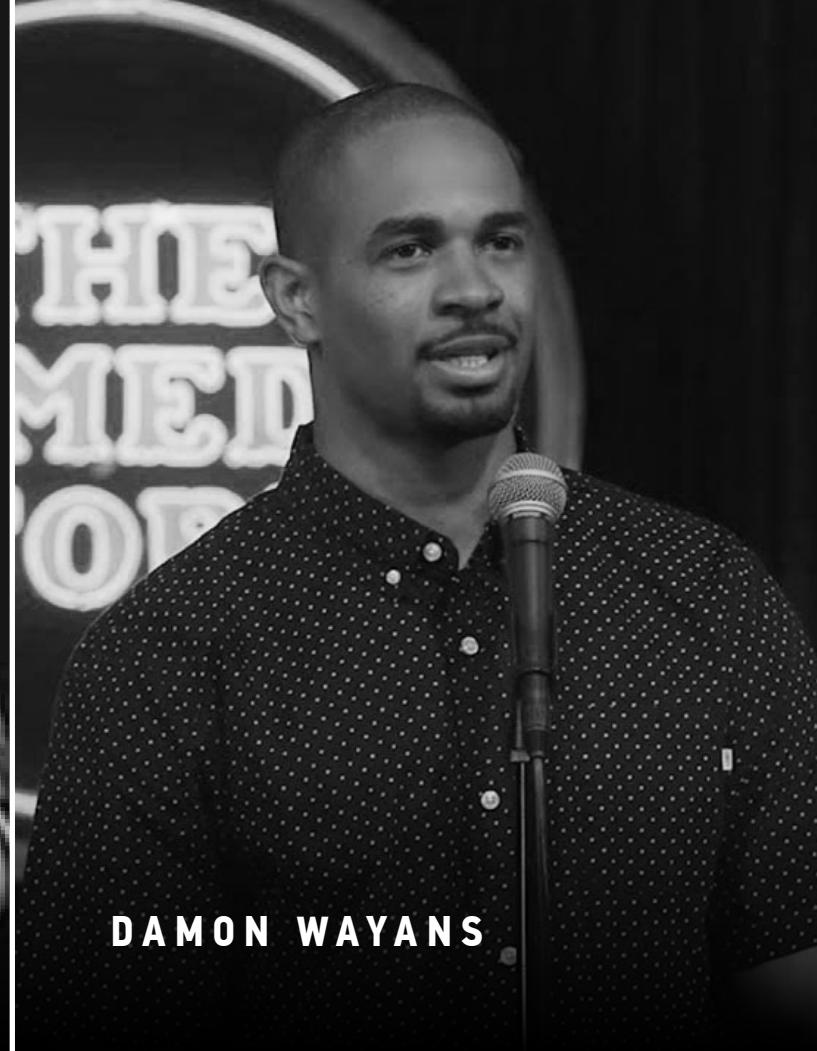
CHRIS ROCK



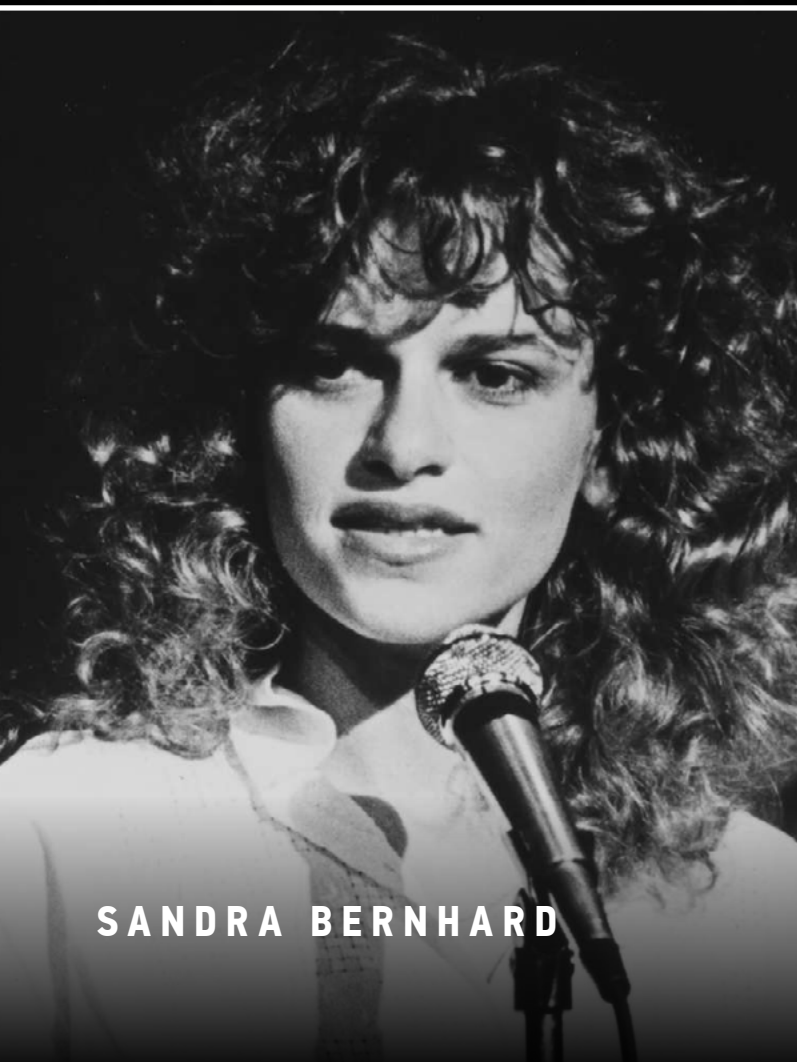
DAVID LETTERMAN



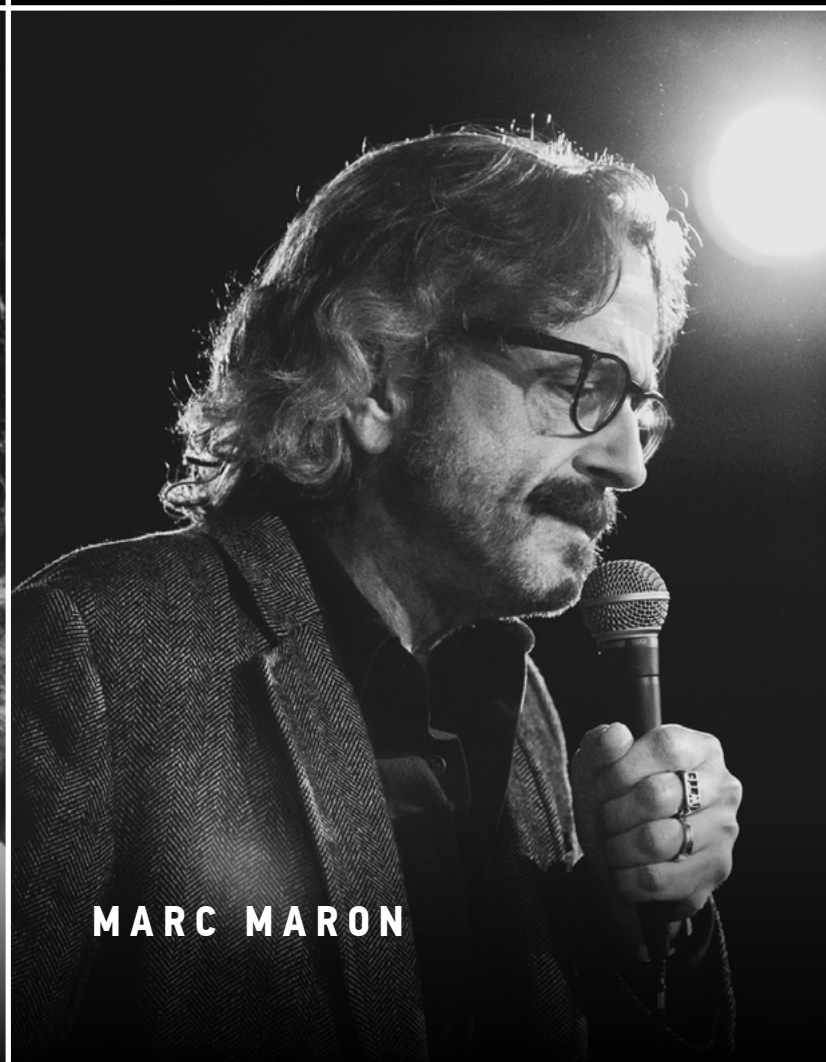
FREDDIE PRINZE



DAMON WAYANS



SANDRA BERNHARD



MARC MARON



BRAD WILLIAMS



SAM KINISON

DESIGN CONCEPT: GOALS

OBM worked closely with the Shore family to develop a design which enhances the operations of the Comedy Store and benefits the West Hollywood community. Key design goals include:

- Celebrate the Comedy Store's legacy by using digital displays to share the Comedy Store's history with the public.
- Enhance Main Room queuing. The queue for the 8pm Main Room currently occurs in the public sidewalk along the existing planter to the west. While the queue is active, pedestrians encounter pinch points in circulation where trees and parking meters are located.
- Maintain the comic's entry experience. The proposal team studied the locations of all enhancements to minimize the impact on the iconic east corner of the building (the Paid Regular signatures, the Lollipop, and the Marquee). Comic's entrance is shown in top image on this page.
- Generate Revenue to support the ongoing operations of a Living Museum within the evolving Sunset Strip.



The Comedy Store's Main Stage's art deco detailing inspired the design of the digital sign in this proposal.

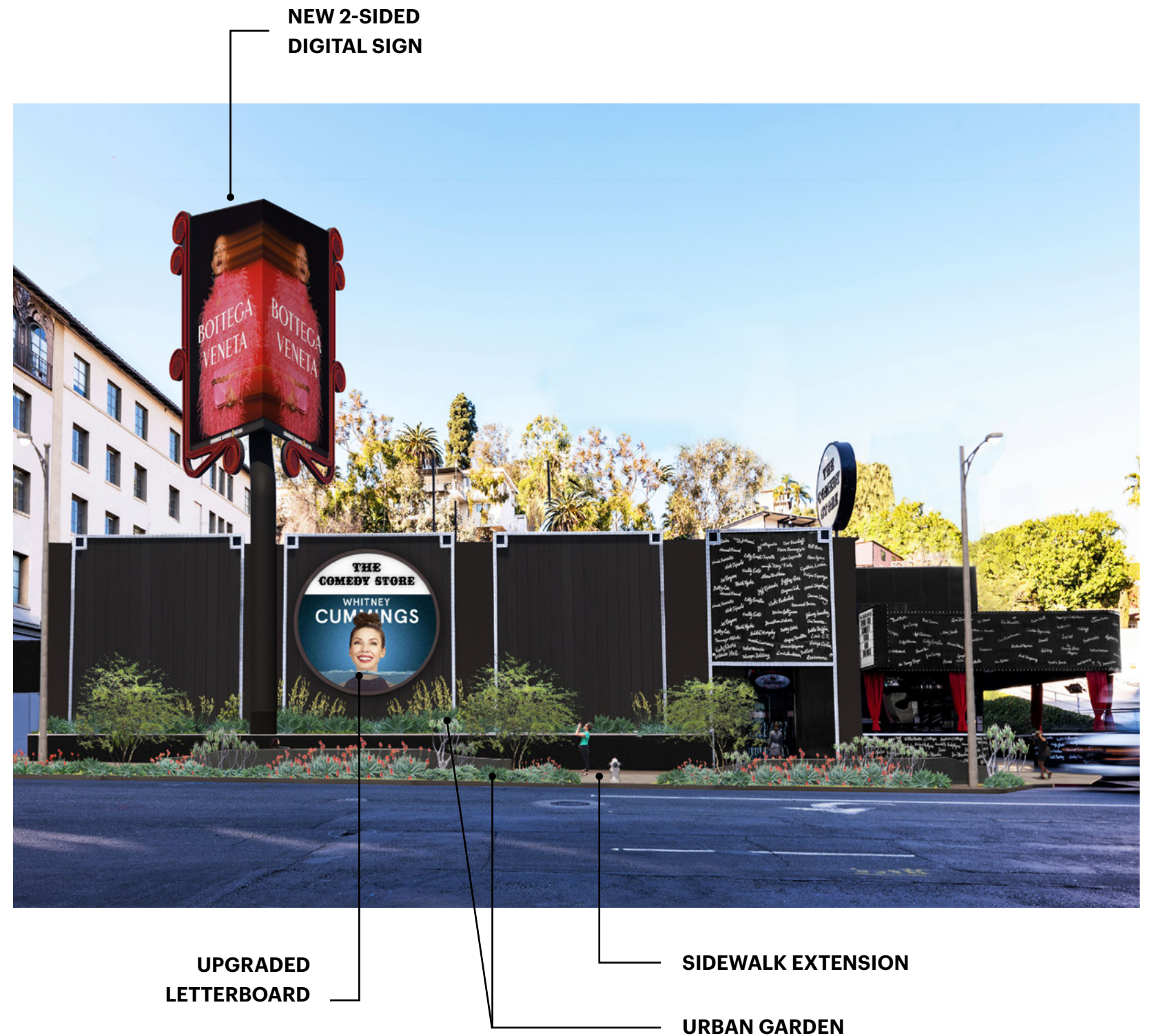


DESIGN CONCEPT: COMPONENTS

The proposed design, developed in collaboration with the Shore family, enhances the public's experience of the Comedy Store without altering the entry procession for the comics who call The Store home. The Lollipop sign, the Paid Regular signatures, the Letterboard, and the Marquee remain prominent in the overall composition. While staying true to the comics that made this institution, this design transforms the experience of the Comedy Store for the public. A cramped sidewalk becomes a park-like oasis where the public can appreciate The Comedy Store's legacy. Together the assembly of the digital sign, the Letterboard, the iconic elements of the Comedy Store façade, and the verdant urban garden will create a one-of-a-kind node along Sunset Blvd.

The proposal for the Comedy Store includes:

- **Digital Sign:** A new digital sign adds a bold new element to the façade composition that reflects the increasing scale the Strip while remaining respectful to the scale and character of The Store itself. The design draws on the history of striking signage at premier performance venues along the Sunset Strip and brings the iconic Art Deco detailing of the Main Room stage onto the street. The two-sided sign is located on the west side of the building, away from the iconic elements of the east facade. The sign is freestanding to avoid impacts to the building roof of the 1940's building which cannot support additional weight.
- **Sidewalk Extension:** An expansion of the sidewalk into the parking lane accommodates an expanded Main Room queue as well as lush planting. From new public seating, the public can view Comedy Store curated content on the digital Letterboard and the analog signatures over the venue's entrances. Benches in the sidewalk expansion are inspired by benches inside the performance space.
- **Native Planning:** The expanded sidewalk will be flanked by two rows of planters filled with climate-appropriate, pollinator friendly plants.
- **Digital Letterboard:** The existing analog Letterboard will be upgraded to include a digital screen. The upgraded Letterboard will exclusively host creative content curated by The Comedy Store's creative team.





THE COMEDY STORE
 PRESENTS
 FRIDAY AND SATURDAY NIGHT
 THE BEST OF THE COMEDY STORE
 ORIGINAL ROOM SHOW EVERY NIGHT
 ROAST BATTLE TUESDAY NIGHTS
 CALL FOR INFO
 WWW.COMEDYSTORE.COM
 323.656.6225

Bill Miller, Dave Coverly, Steve Pennington, Bill Barr, Al Franken, John Caparulo, Steve Byrne, Jimmy Conway, Pennypacker, Rick, Cynthia Levin, Con Zito, Tom Johanson, Jeff Richards, Jeffrey Ross, Felipe Espartero, Howard Mandel, Kelly Farina, Vicki Barabak, Dawni Cheng, Vince Favaretto, Rick Cipriotti, Nelly Soto, Brian Holzman, Jimmy Kimmel, Jimmy Fallon, Billy Lee, Franky Nymka, Jonathan Parker, Tim Allen, Tanequa Ottoboni, Eddie Murphy, Betty White, Sally Krawcheck, Louis C.K., Kelly Sklar, Matt Lawrence, Amy Poehler, George Carlin, Valerie Hall, Colman Domingo, Louis C.K., Rosalind Wiseman, Roseanne

SOUTH ELEVATION - EXISTING



BOTTEGA
VENETA

**THE
COMEDY STORE**
WHITNEY
CUMMINGS

Kevin James, Steve Pagnatta, Bill Barr, Adam Almond, Kelly Cross, Cheryl, John Capriotti, Slim Byrne, Vince Favaretto, Rick DiPardo, Emily Rios, Rich, Alan Therman, Cynthia Lovin, Jeff Rogers, Matt Hyslop, Jeff Richards, Wayne Turk, Scotti Storch, Adam Almond, Kelly Cross, Vicki Barkob, Anne Cheng, Vince Favaretto, Rick DiPardo, Freddy Soto, Brian Holman, Samuel Bacon, Jeff Rogers, Matt Hyslop, Jonathan Parker, Jimmy Kimmel, Kelly Cross, Eddie Murphy, Tobby Gold, Eddie Triffin, Tommy Chalko, Abby Hamilton, Louis C.K., Kelly Shorte, Carlos Mencia, David Spade, George Carlin, Orlando Hall, Sherry Ballberg, Louis Anderson, Paul Hart, Rossano

SOUTH ELEVATION - PROPOSED



WESTBOUND VIEW - EXISTING



TOM FORD
ORANGE BARREL MEDIA

THE COMEDY STORE

SHOWS NIGHTLY
MON THRU SAT

WESTBOUND VIEW - PROPOSED



EASTBOUND VIEW - EXISTING

KATADA
VALET PARKING
\$15.00
\$20.00 Flat Rate
\$22.00 Flat Rate

CLEARANCE 6'-8"

Public
Parking
\$20

THE
COMEDY STORE
OUR
50 TH
50 TH.
ANNIVERSARY
HIGHLIGHTS
APRIL 7 2022
WWW.COMEDYSTORE.COM
323 667

ANDAZ

THE
COMEDY
STORE

SHOWS
NIGHTLY
MON
THRU
SAT



KATADA
VALET PARKING
\$15.00
\$20.00 Flat Rate
\$22.00 Flat Rate

CLEARANCE 8'-8"

Public Parking
\$20

EASTBOUND VIEW - PROPOSED



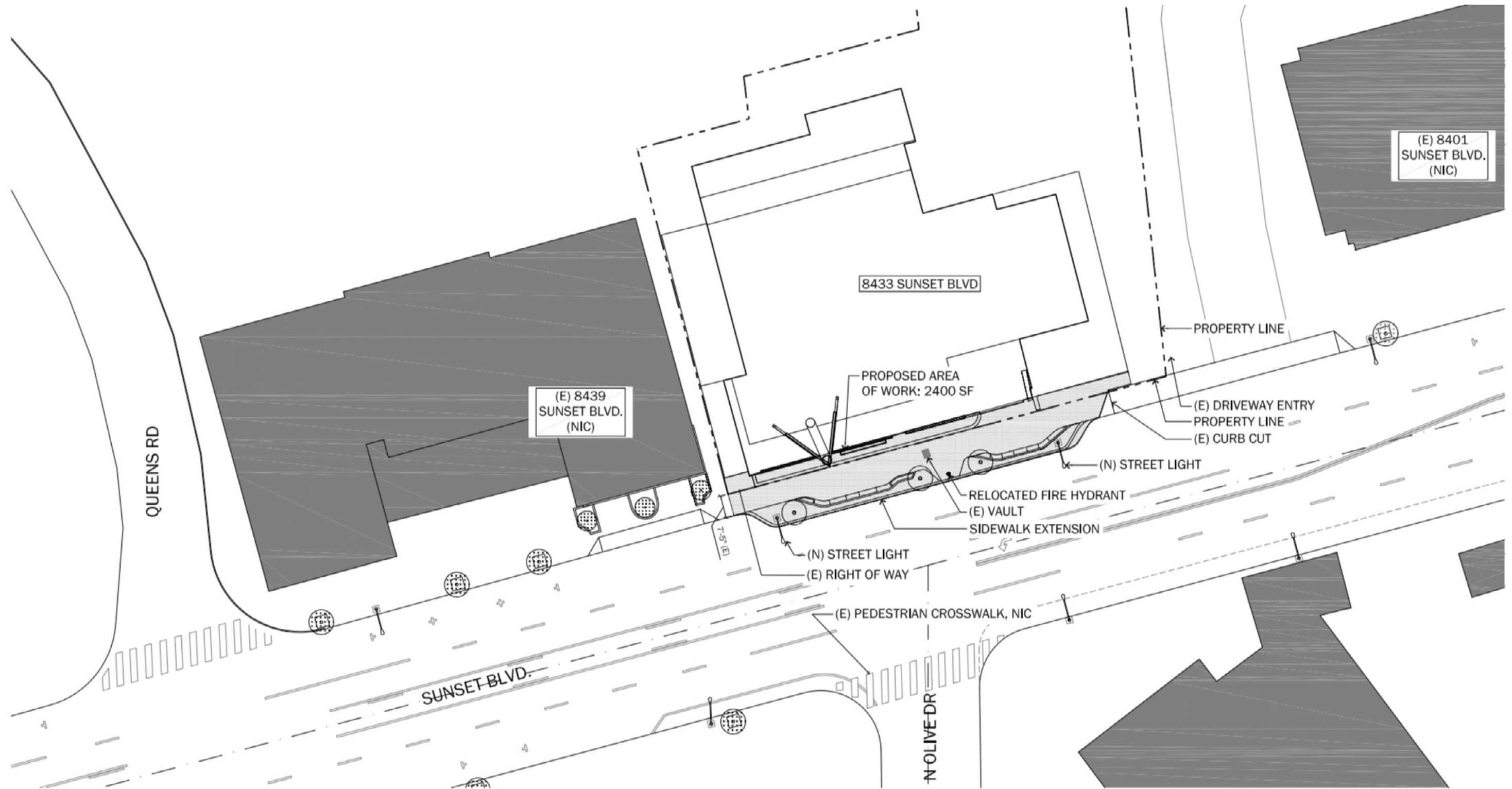


WESTBOUND PEDESTRIAN VIEW - EXISTING

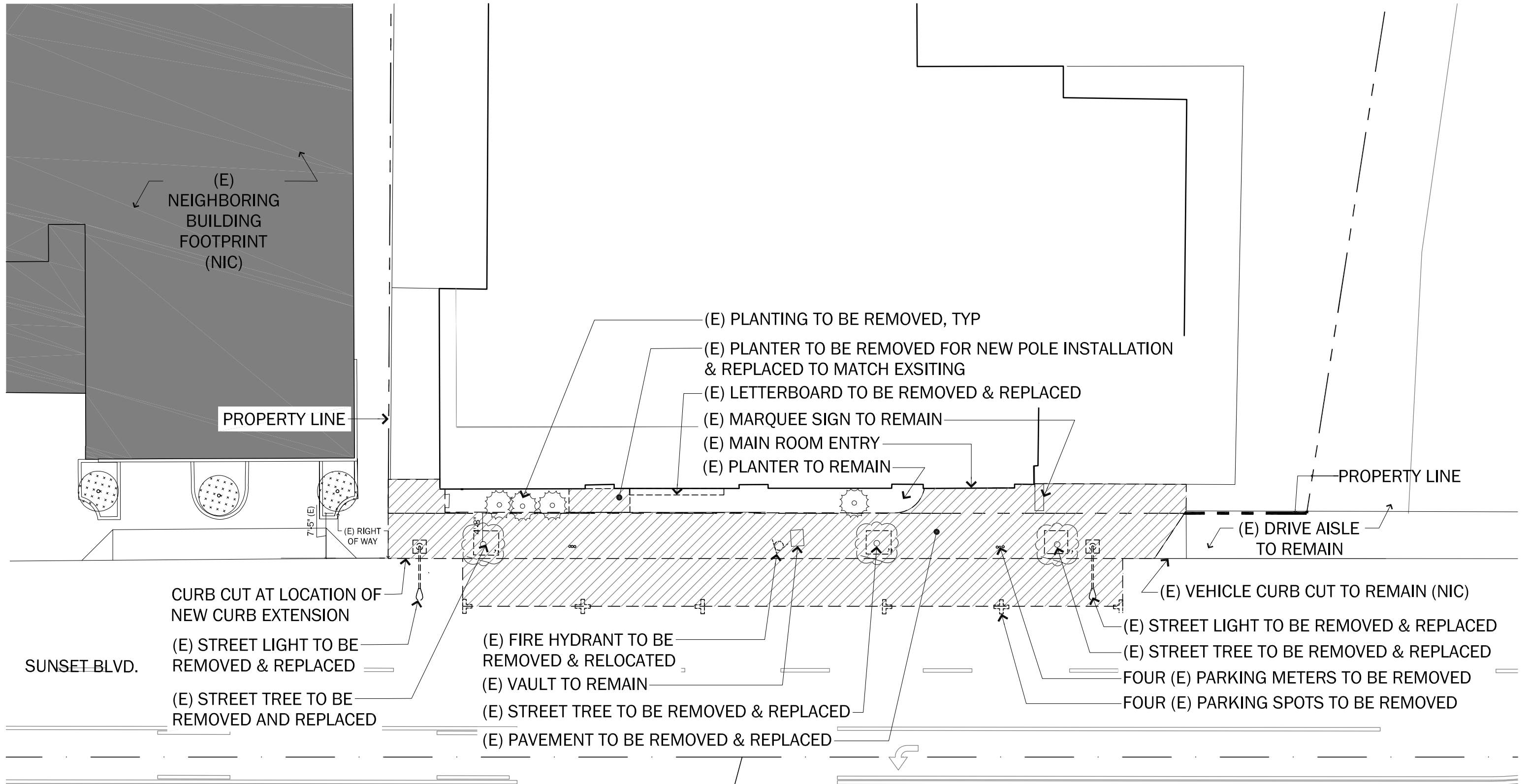


WESTBOUND PEDESTRIAN VIEW - PROPOSED

CONTEXT SITE PLAN: PROPOSED



SITE PLAN: DEMOLITION



(E) NEIGHBORING BUILDING FOOTPRINT (NIC)

PROPERTY LINE

7'-15" (E) RIGHT OF WAY

- (E) PLANTING TO BE REMOVED, TYP
- (E) PLANTER TO BE REMOVED FOR NEW POLE INSTALLATION & REPLACED TO MATCH EXSITING
- (E) LETTERBOARD TO BE REMOVED & REPLACED
- (E) MARQUEE SIGN TO REMAIN
- (E) MAIN ROOM ENTRY
- (E) PLANTER TO REMAIN

PROPERTY LINE

(E) DRIVE AISLE TO REMAIN

CURB CUT AT LOCATION OF NEW CURB EXTENSION

(E) VEHICLE CURB CUT TO REMAIN (NIC)

SUNSET BLVD.

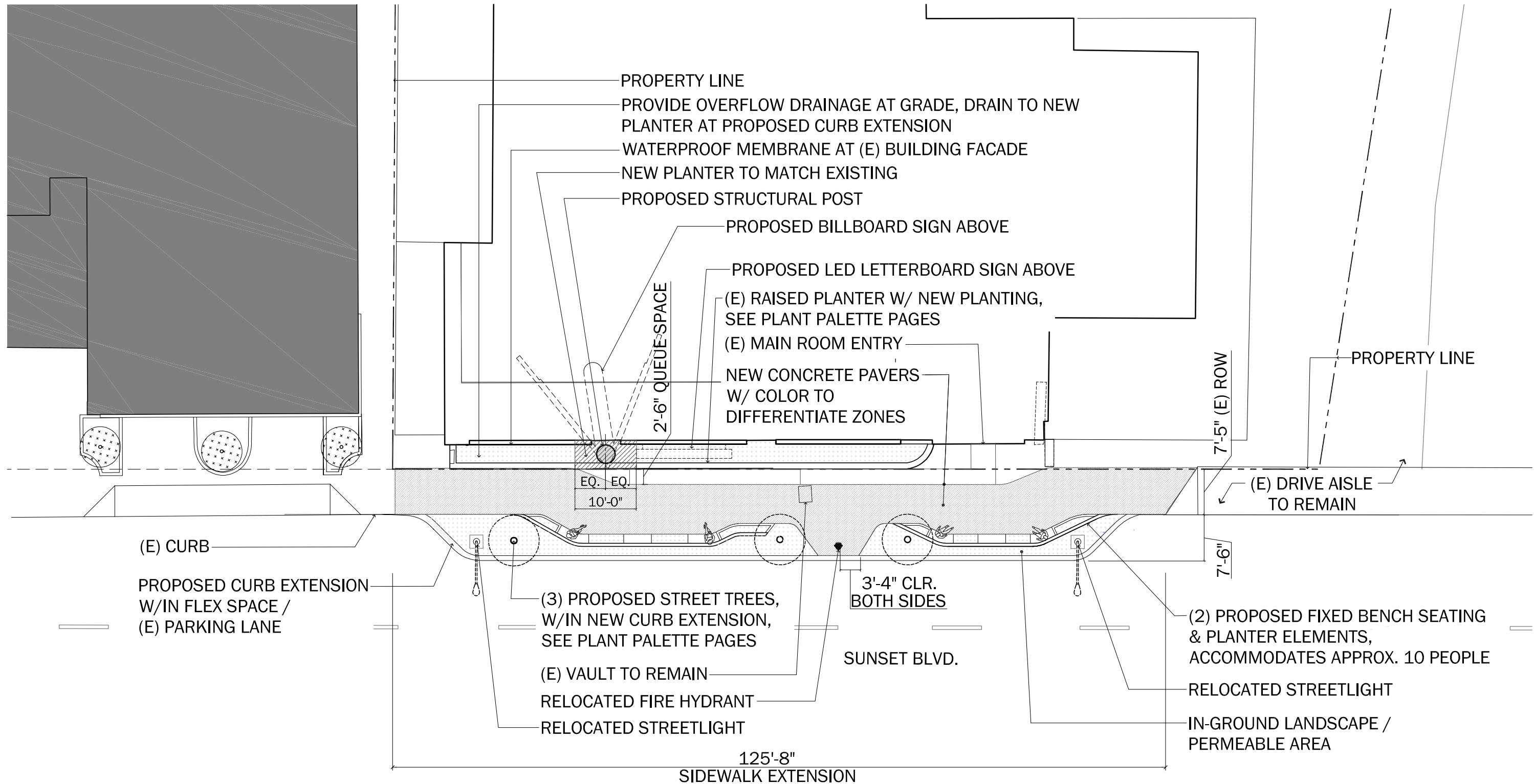
- (E) STREET LIGHT TO BE REMOVED & REPLACED
- (E) STREET TREE TO BE REMOVED AND REPLACED

- (E) FIRE HYDRANT TO BE REMOVED & RELOCATED
- (E) VAULT TO REMAIN
- (E) STREET TREE TO BE REMOVED & REPLACED
- (E) PAVEMENT TO BE REMOVED & REPLACED

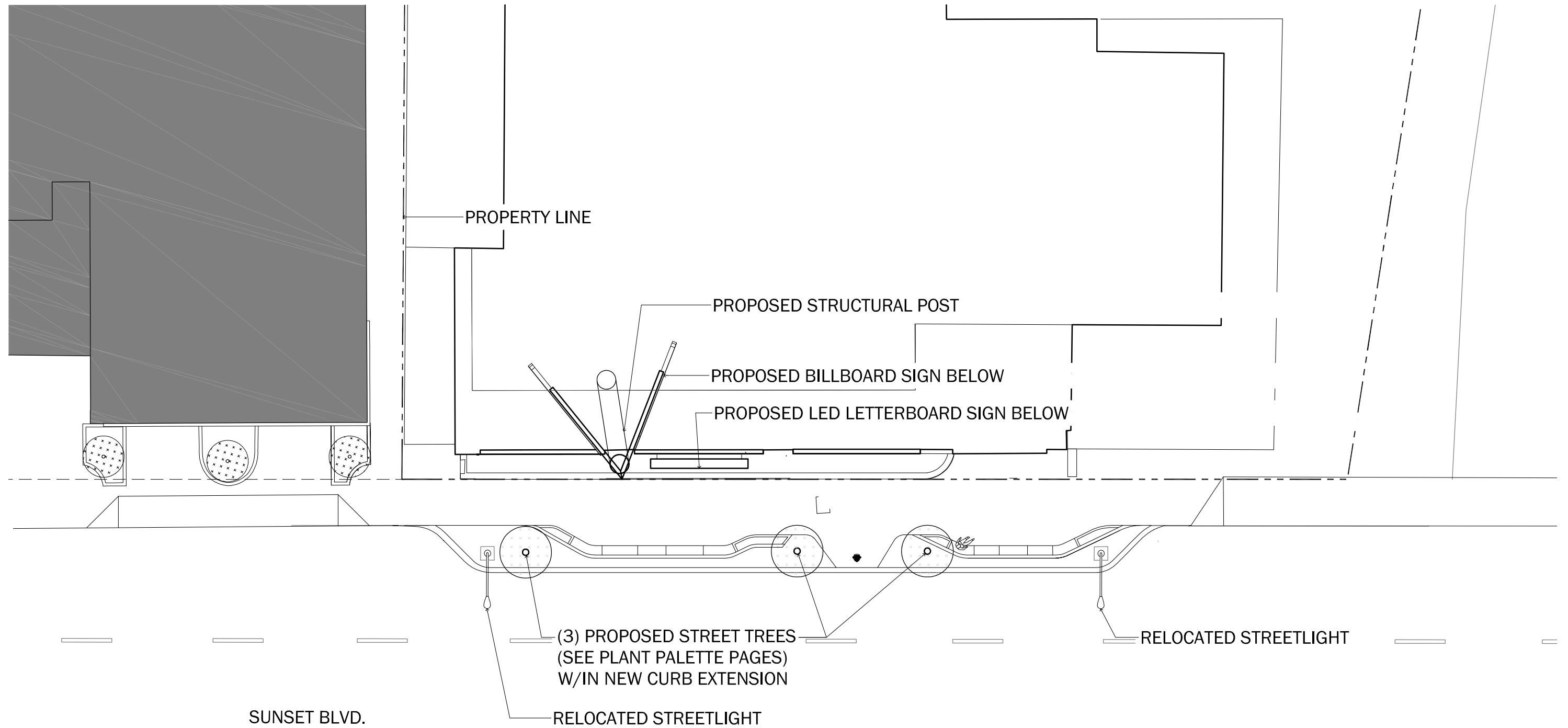
- (E) STREET LIGHT TO BE REMOVED & REPLACED
- (E) STREET TREE TO BE REMOVED & REPLACED
- FOUR (E) PARKING METERS TO BE REMOVED
- FOUR (E) PARKING SPOTS TO BE REMOVED



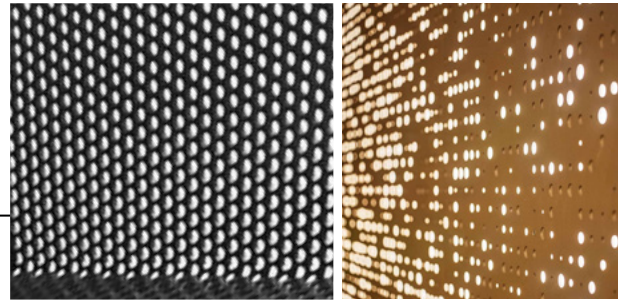
SITE PLAN: PROPOSED PLAN AT GRADE



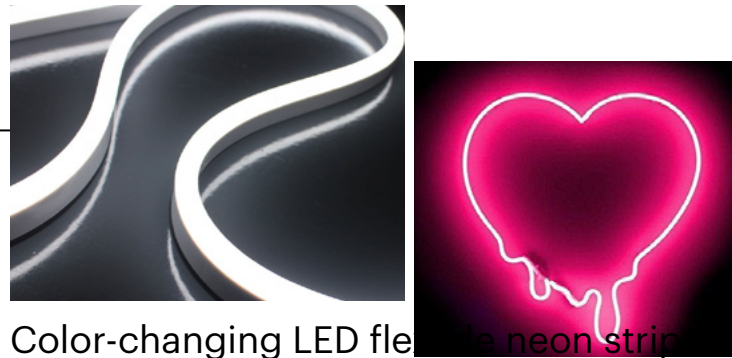
SITE PLAN: PROPOSED PLAN AT ROOF LEVEL



BILLBOARD: MATERIAL PALETTE

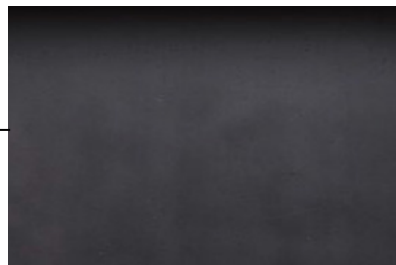


Black perforated metal scroll face w/ color-changing backlighting



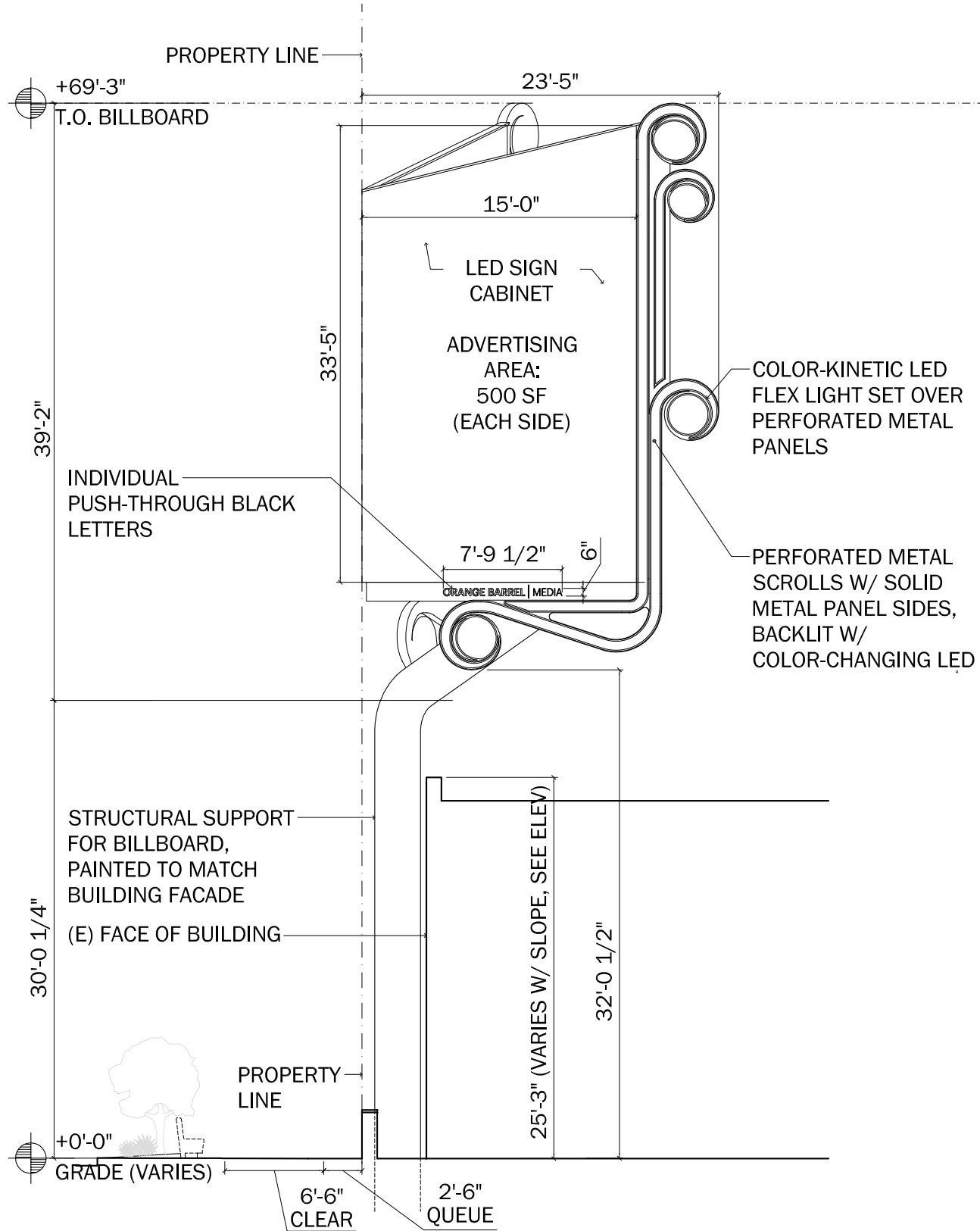
Color-changing LED flexible neon strip light over perforated metal panels

Digital sign cabinet

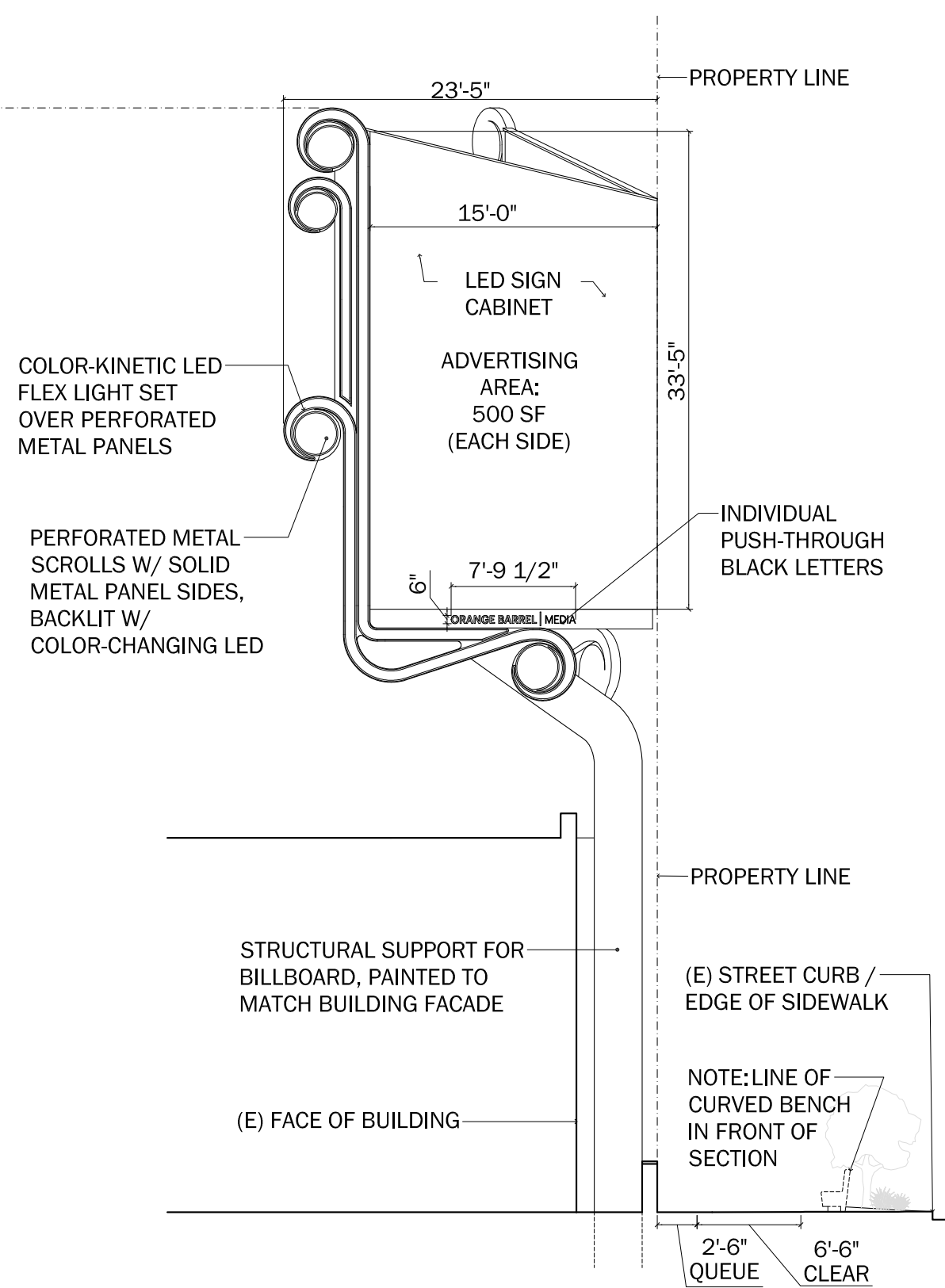


Black metal structural column & cabinet frame

BILLBOARD: PLANS & ELEVATIONS



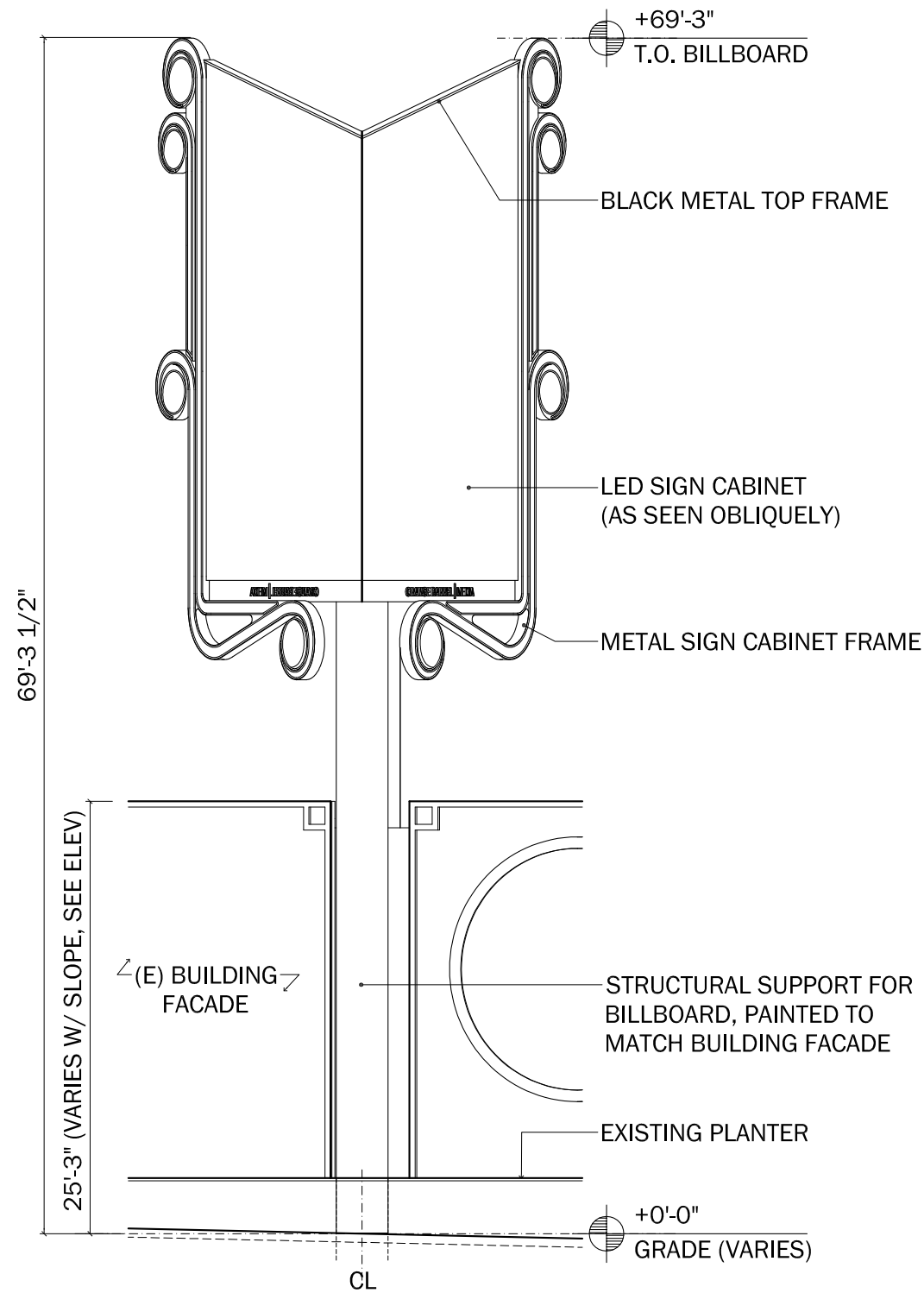
EAST ELEVATION



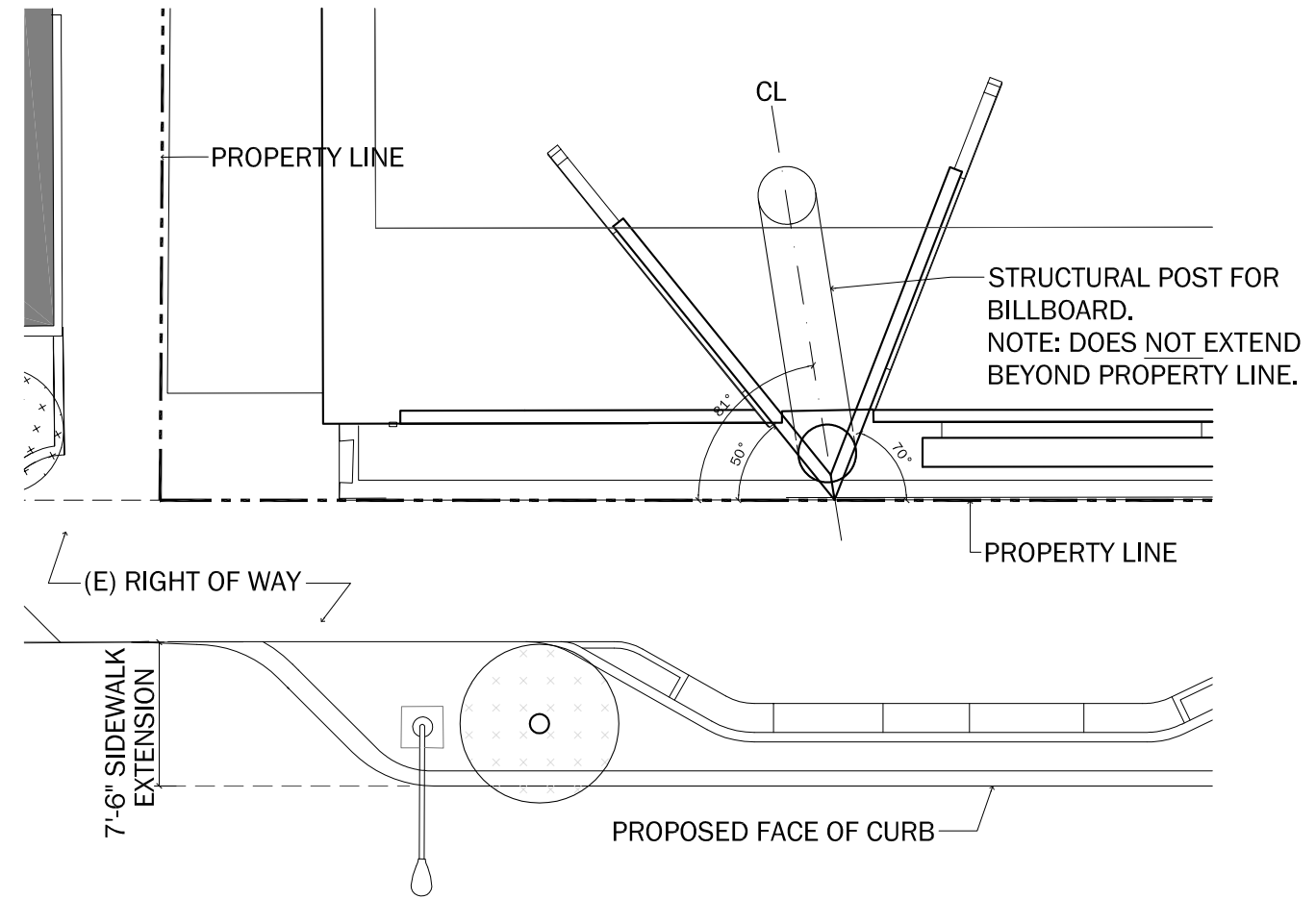
WEST ELEVATION



BILLBOARD: PLANS & ELEVATIONS



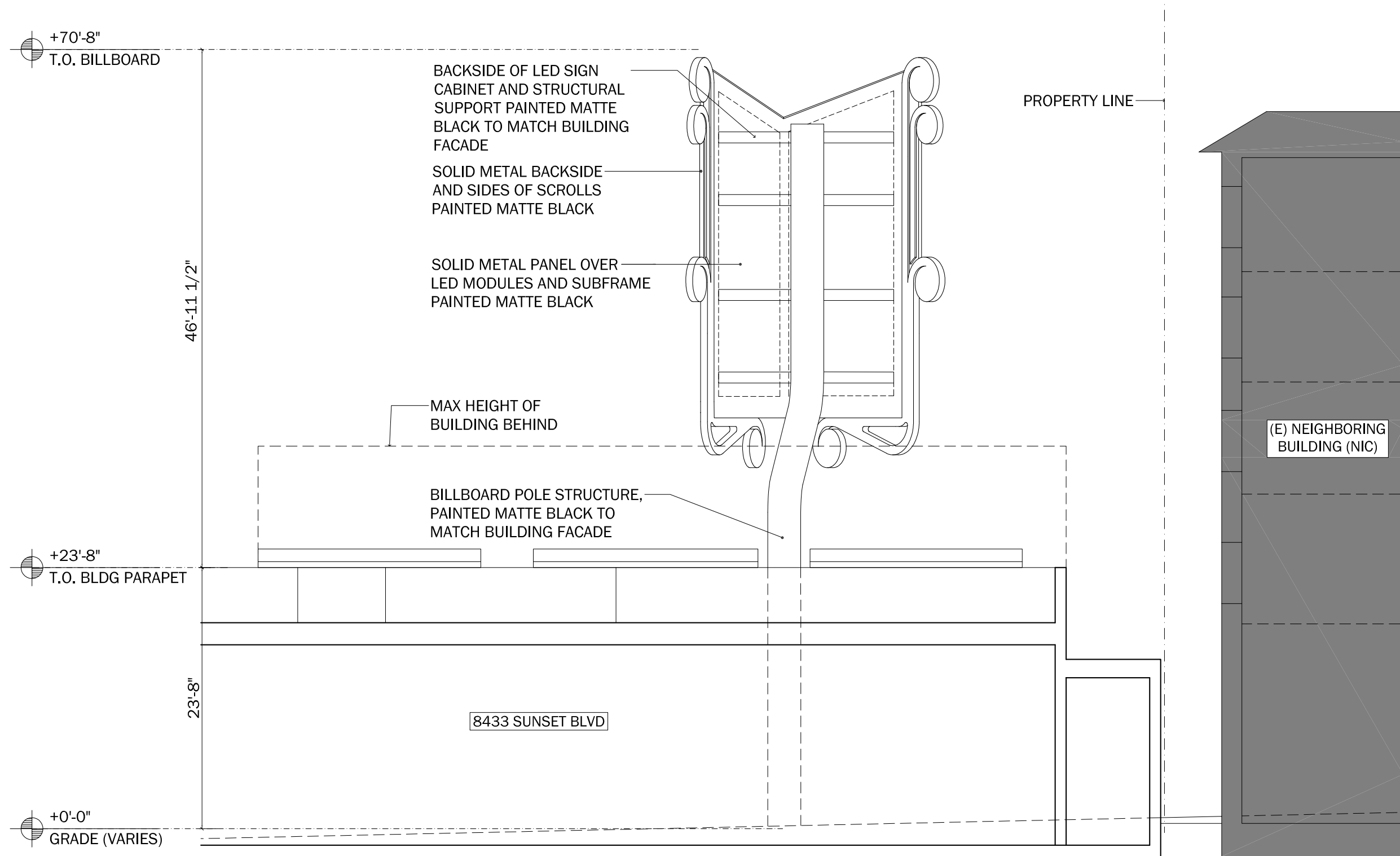
SOUTH ELEVATION



BILLBOARD PLAN AT ROOF



BILLBOARD: PLANS & ELEVATIONS



NORTH ELEVATION



BILLBOARD: OPERATIONS & MAINTENANCE

SIGN OPERATIONS

Sign assembly shall comply with the Lighting and Operation Standards in Section 5 of the City of West Hollywood Sunset Blvd Off-Site Signage Policy for lighting and digital technology.

- **Hours of Operation:** Sign luminance shall adjust throughout the day: a maximum of 2,400 candelas in the daytime (sunrise until 20 minutes to sunset), a maximum of 300 candelas per meter squared in the evening (sunset until 20 minutes prior to sunrise). Changing content will not be displayed from 2 am until 20 minutes to sunrise.
- **Residential Impact:** The sign faces east and west on Sunset Blvd and will not impact residential property.
- **Transitions:** Transitions in luminance due to time of day, or changes in ambient lighting conditions, shall be gradual. Content shall not be refreshed more often than once every 8 seconds.
- **Visual Comfort:** Signs will not incorporate driver interaction features, display scrolling text, or display flashing images. Custom animated content shall include dissolves, and not change content at a rate of more than three edits per second. Ambient brightness sensors are used to manage brightness levels and adjust to real-world conditions.
- **Renewable Energy Use:** Sign assembly shall utilize the highest available clean energy tier from the City's energy provider to the extent feasible.
- **Audio:** Marquee sign and Letterboard do not include audio.
- **Monitoring:** A lighting monitoring report shall be submitted upon installation, and at three-year intervals.

REPAIRS & MAINTENANCE

OBM shall be responsible for repair and maintenance issues related to the signage. OBM works with experienced in-market vendors to perform ongoing maintenance and repairs.

- **Technology:** The LED surfaces will consist of independent LED modules attached to a manufacturer provided subframe. The LED design will allow for replacement and/ or maintenance of the LED modules to ensure reliable performance.
- **Maintenance:** During normal business operation, any non-physical, digital repairs are started remotely within 12 business hours of issue identification. If the issue cannot be resolved remotely within 8 business hours, then a service technician will be dispatched within 24 business hours for physical repairs.
- **Software Updates:** Our digital signage is remotely programmable and upgraded. Our software-agnostic hardware allows for the continued integration of new technologies and ensures our features stay on the cutting edge of digital trends.
- **Brightness Control:** Display brightness is controlled through an ambient brightness sensor, as well as remote access software, which allows for direct adjustment of the brightness. The ambient brightness sensor reacts to the existing brightness condition and adjusts the digital display accordingly. In the event that the ambient sensor is malfunctioning, OBM can remotely access the direct controls and adjust the brightness to an appropriate level.



LETTERBOARD: PROGRAMMING (NO COMMERCIAL CONTENT)

In addition to nightly performances in 3 spaces (The Main Room, The Original Room, and the Belly Room) the Comedy Store is home to frequent comedy specials and podcasts. The Comedy Store's creative team maintains a robust archive of The Store's performances in videos and photographs. The Letterboard will provide a venue for the Comedy Store's creative team to showcase archival and recent content with the greater West Hollywood community. The curators will showcase up-and-coming and underrepresented comic voices as well as legends who have honed their craft at The Store.

The Letterboard's content will populate a stretch of public sidewalk where club-goers line up for shows at the Main Room, inviting them to look up from their phones and begin the shared experience of enjoying The Comedy Store with fellow fans, comics, and passers-by. Outside of club hours the Letterboard will commemorate a living part of West Hollywood's cultural history, bringing it to life for the enjoyment of thousands of pedestrians who visit The Sunset Strip daily.

The proposed upgrade of the existing letterboard will consist of two parts: (1) a static portion with the Comedy Store's branding on a white acrylic face backlit with color kinetic lighting, (2) a digital screen to replace the changeable letters. This mix of static and changing copy captures the spirit and function of the original letterboard while allowing the Store to share a wider range of new and archival content.

Letterboard content could include:



UPCOMING SHOWS



JOKES



LAST NIGHT AT THE STORE



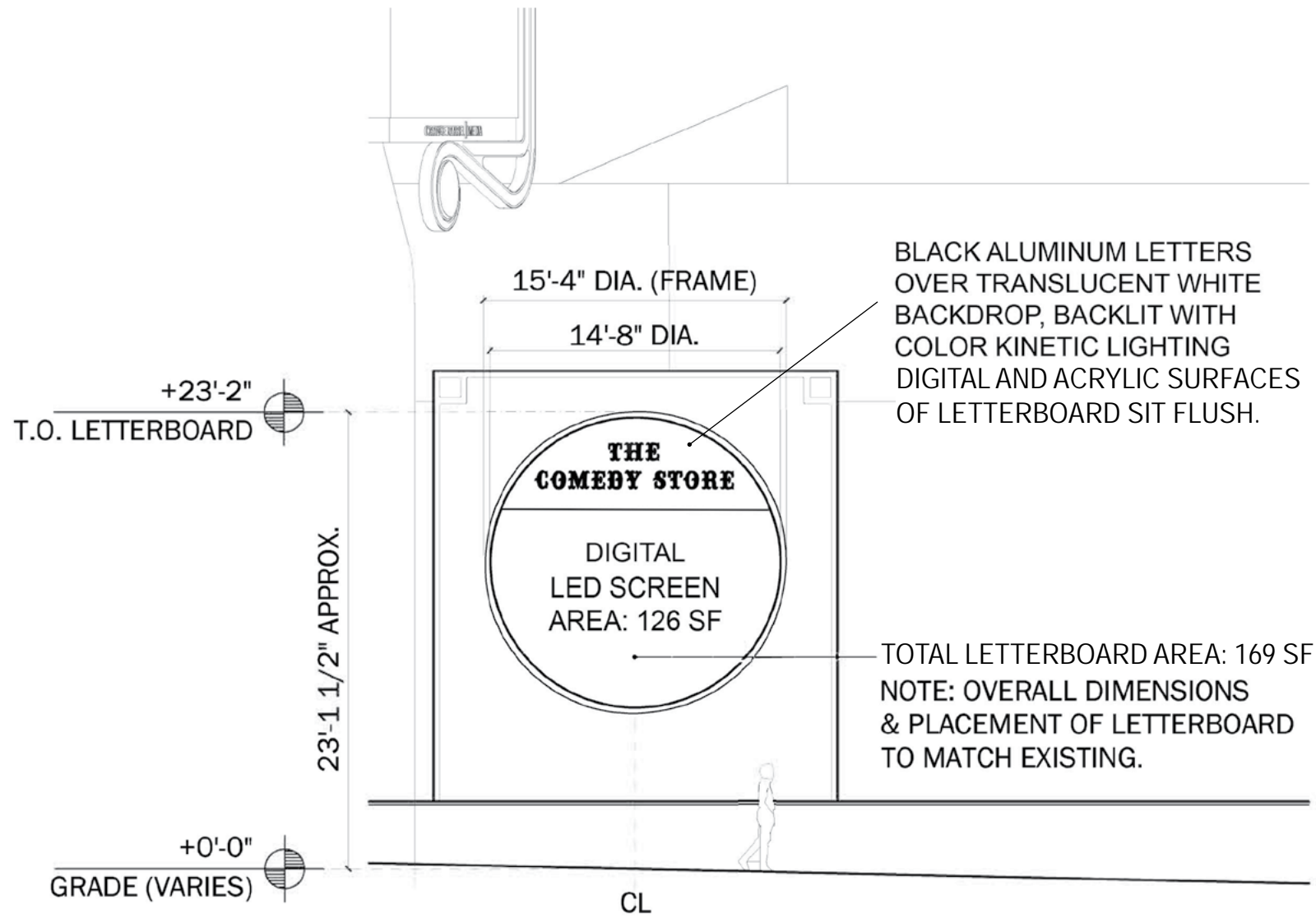
TRIBUTES



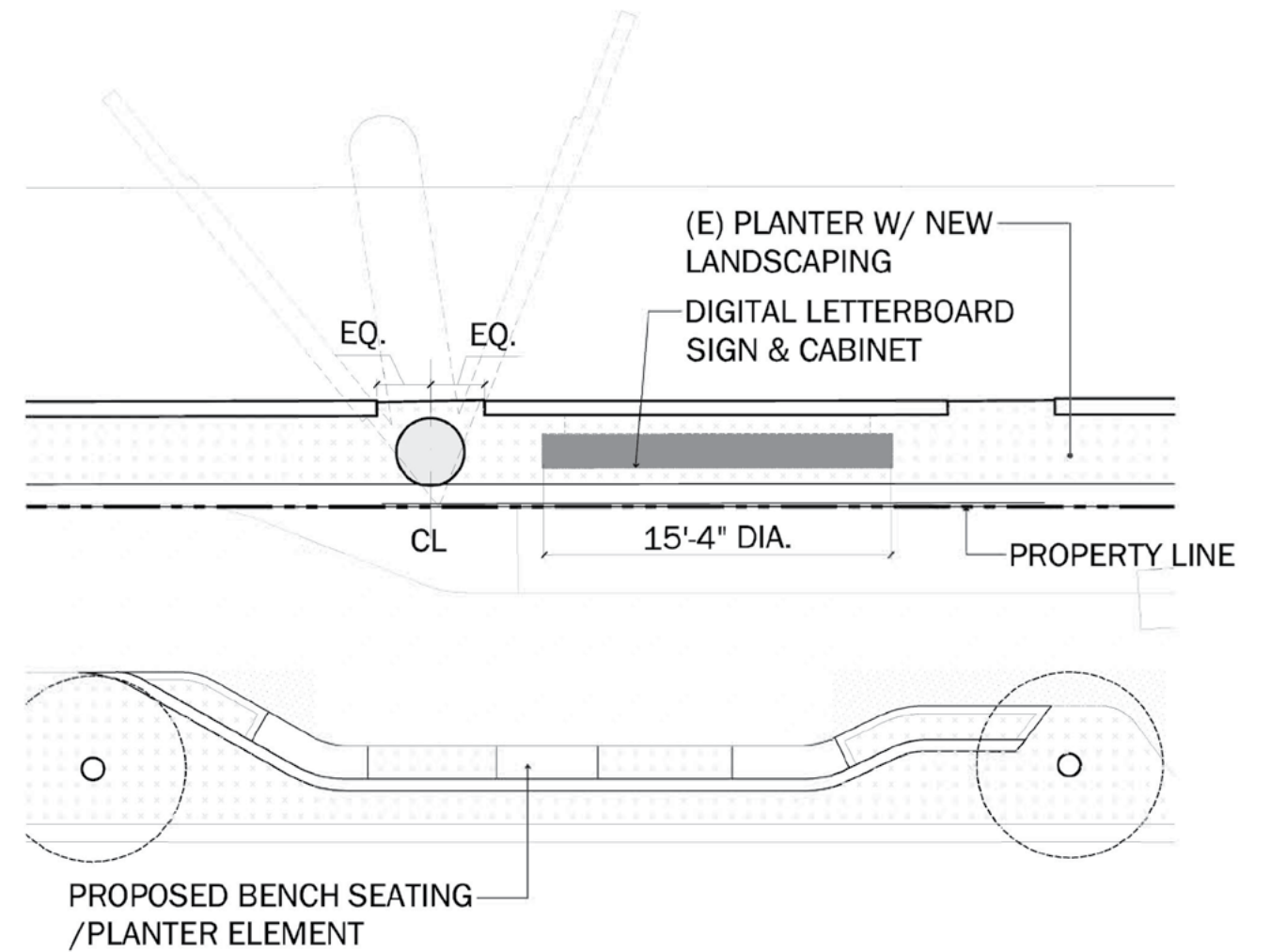
ARCHIVAL PHOTOS



LETTERBOARD: PLAN AND ELEVATION



ELEVATION



PLAN



LETTERBOARD: OPERATIONS & MAINTENANCE

LETTERBOARD OPERATIONS

Letterboard assembly shall comply with the Lighting and Operation Standards in Section 5 of the City of West Hollywood Sunset Blvd Off-Site Signage Policy for lighting and digital technology.

- **Hours of Operation:** Sign luminance shall adjust throughout the day: a maximum of 2,400 candelas in the daytime (sunrise until 20 minutes to sunset), a maximum of 200 candelas per meter squared in the evening (sunset until 20 minutes prior to sunrise). Changing content will not be displayed from 2 am until 20 minutes to sunrise.
- **Transitions:** Transitions in luminance due to time of day, or changes in ambient lighting conditions, shall be gradual. Content shall not be refreshed more often than once every 15 seconds.
- **Visual Comfort:** Signs will not incorporate driver interaction features, display scrolling text, or display flashing images. Custom animated content shall include dissolves, and not change content at a rate of more than three edits per second. Ambient brightness sensors are used to manage brightness levels and adjust to real-world conditions. The letter board shall not use stroboscopic of flashing images which rapidly change direction, oscillate, flash or reverse in contrast.
- **Renewable Energy Use:** Sign assembly shall utilize the highest available clean energy tier from the City's energy provider to the extent feasible.
- **Audio:** Letterboard does not include audio.
- **Monitoring:** A lighting monitoring report shall be submitted upon installation, and at three-year intervals.

REPAIRS & MAINTENANCE

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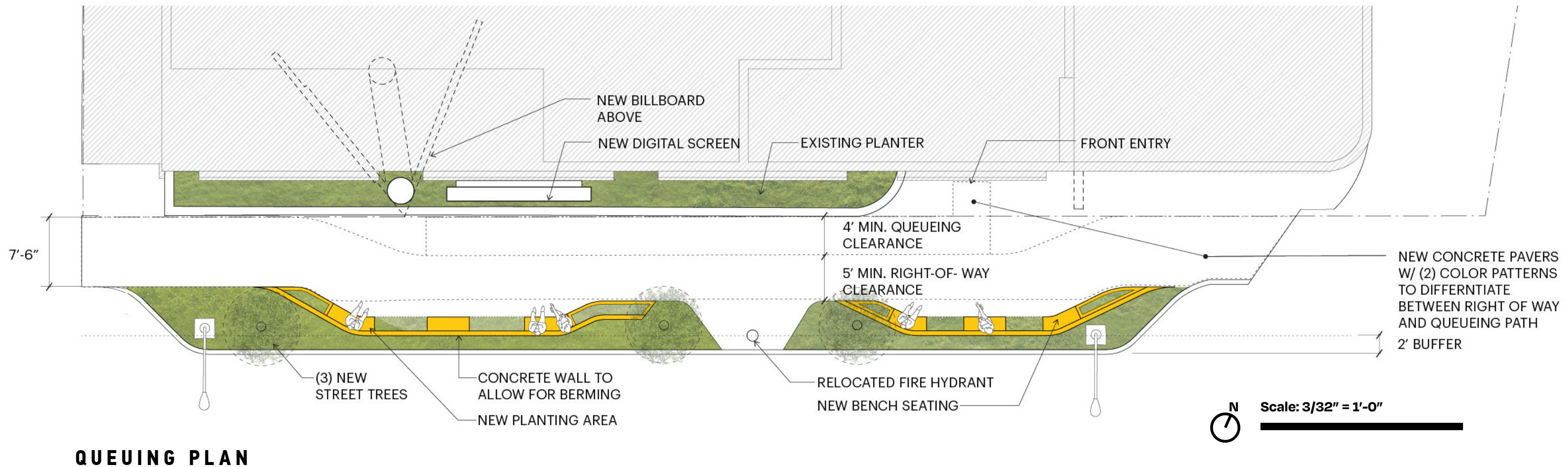
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SIDEWALK EXTENSION: IMPROVED QUEUING

The sidewalk extension transforms the queuing experience for Comedy Store patrons and the general public. Queuing for the main room occurs on the public sidewalk. The queue extends from the Main Room door and runs west, hugging the planter. Presently, pedestrians encounter pinch points where public utilities are placed in the sidewalk (street trees, street lights, parking meters, fire hydrants) making the sidewalk feel crowded and impassable.

The newly expanded sidewalk designates a 4'-0" wide space for queuing. Utilities are relocated to a new planting strip along Sunset Blvd allowing a 5'-0" path of travel to be maintained alongside the queue. The experience of queuing along the planter is further transformed with new verdant planting in an underutilized planter and a new planter along the street.

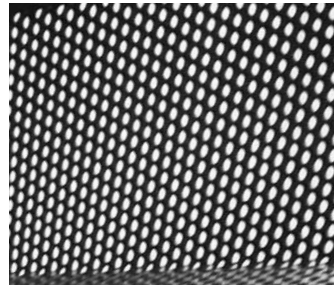


QUEUING PLAN

SIDEWALK EXTENSION: MATERIAL PALETTE



Design inspiration taken from existing Comedy Store lounge booths



Perf metal toekick



Material Reference: Mica flecks in sidewalk



Material Reference: Pre-cast concrete w/ integral color

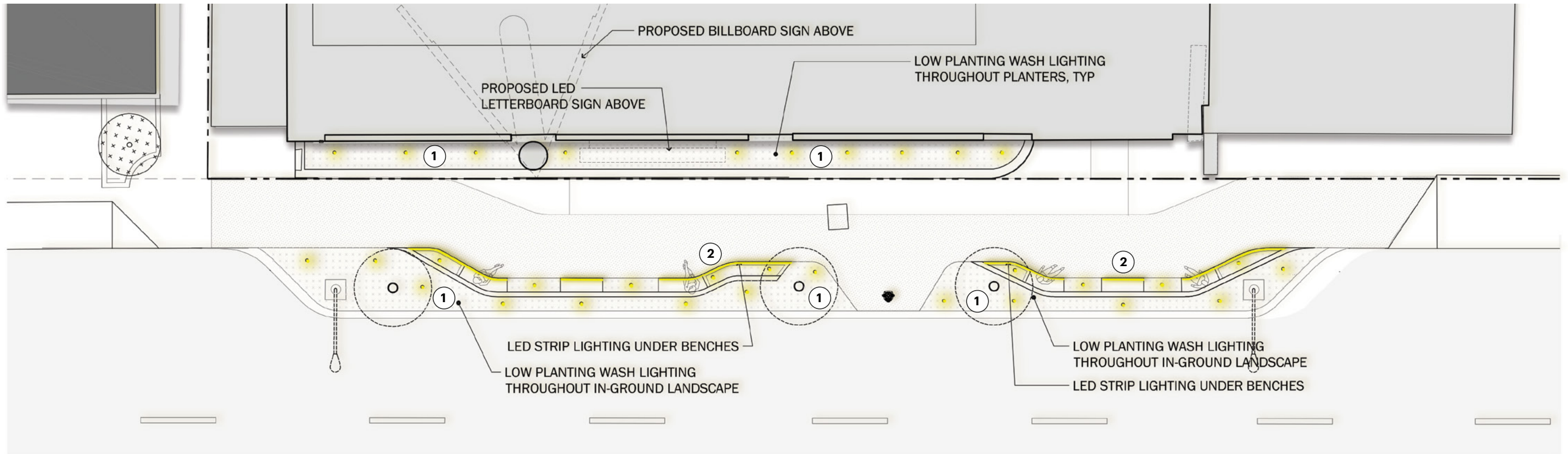


SIDEWALK EXTENSION: LIGHTING CONCEPT



① Low Planting Wash Lighting

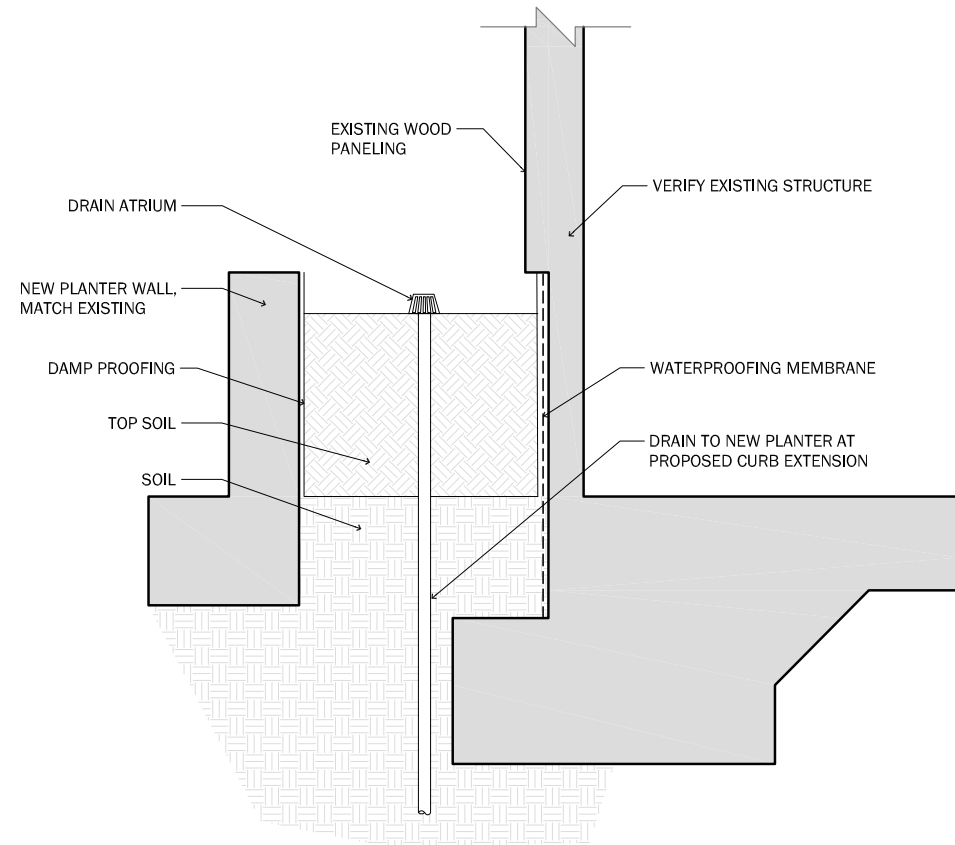
② Recessed LED Lighting Underneath Benches/Planters



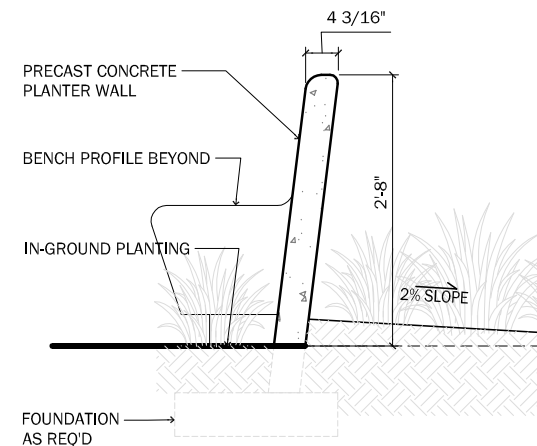
CONCEPTUAL LIGHTING DIAGRAM 01
Scale: 3/32"=1'-0"



SIDEWALK EXTENSION: BENCH PLANS AND SECTIONS



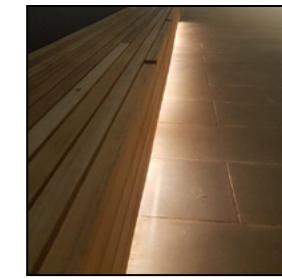
CONCEPTUAL PLANTER SECTION AT BUILDING



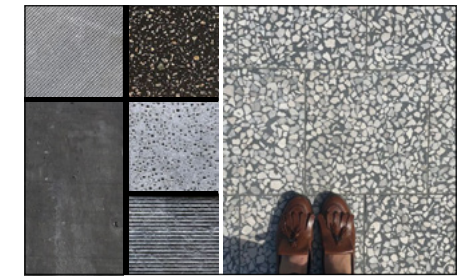
CONCEPTUAL PLANTER WALL SECTION



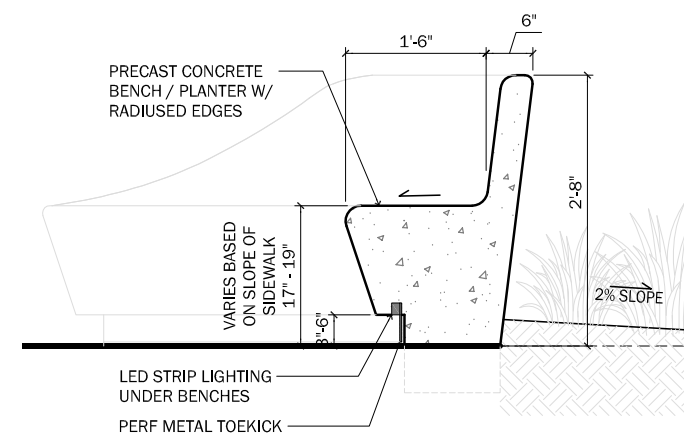
Seaming every 24 inches



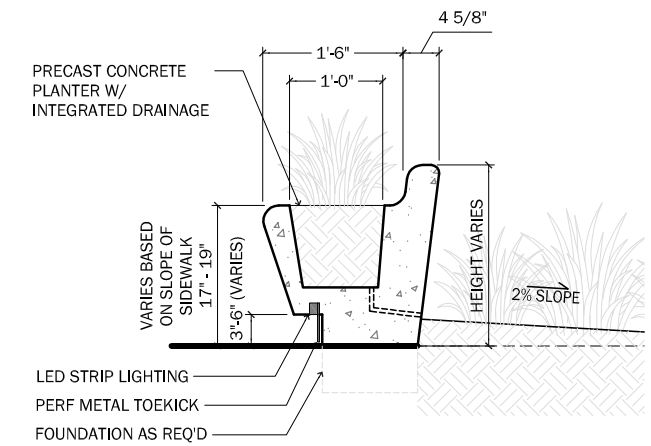
Strip lighting under benches



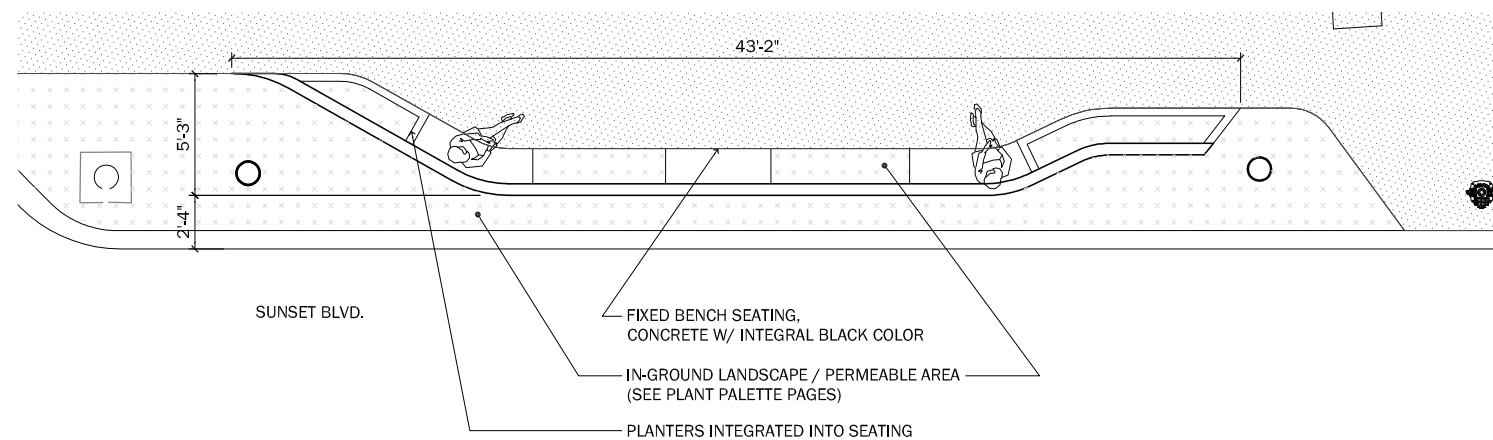
Concrete with integral black color



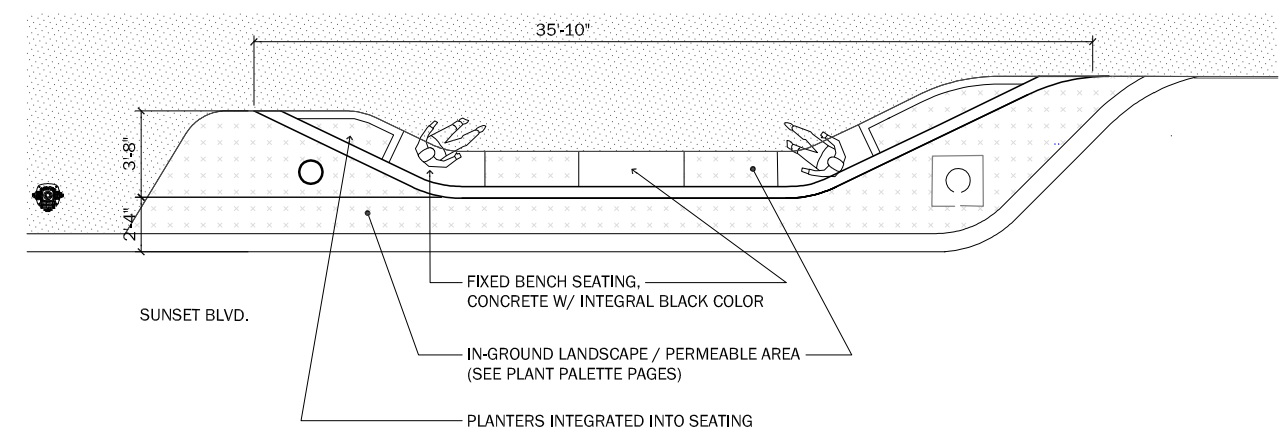
CONCEPTUAL BENCH SECTION



CONCEPTUAL PLANTER SECTION



WEST BENCH ENLARGED PLAN



EAST BENCH ENLARGED PLAN



NATIVE PLANTING: CONCEPT

② Spillers (within seating areas)



Sedum reflexum



Cascading oregano

⑤ Spillers (in raised planter)



Acacia



Russelia



Dichondra



Mangave



Casuarina

① Low Tree

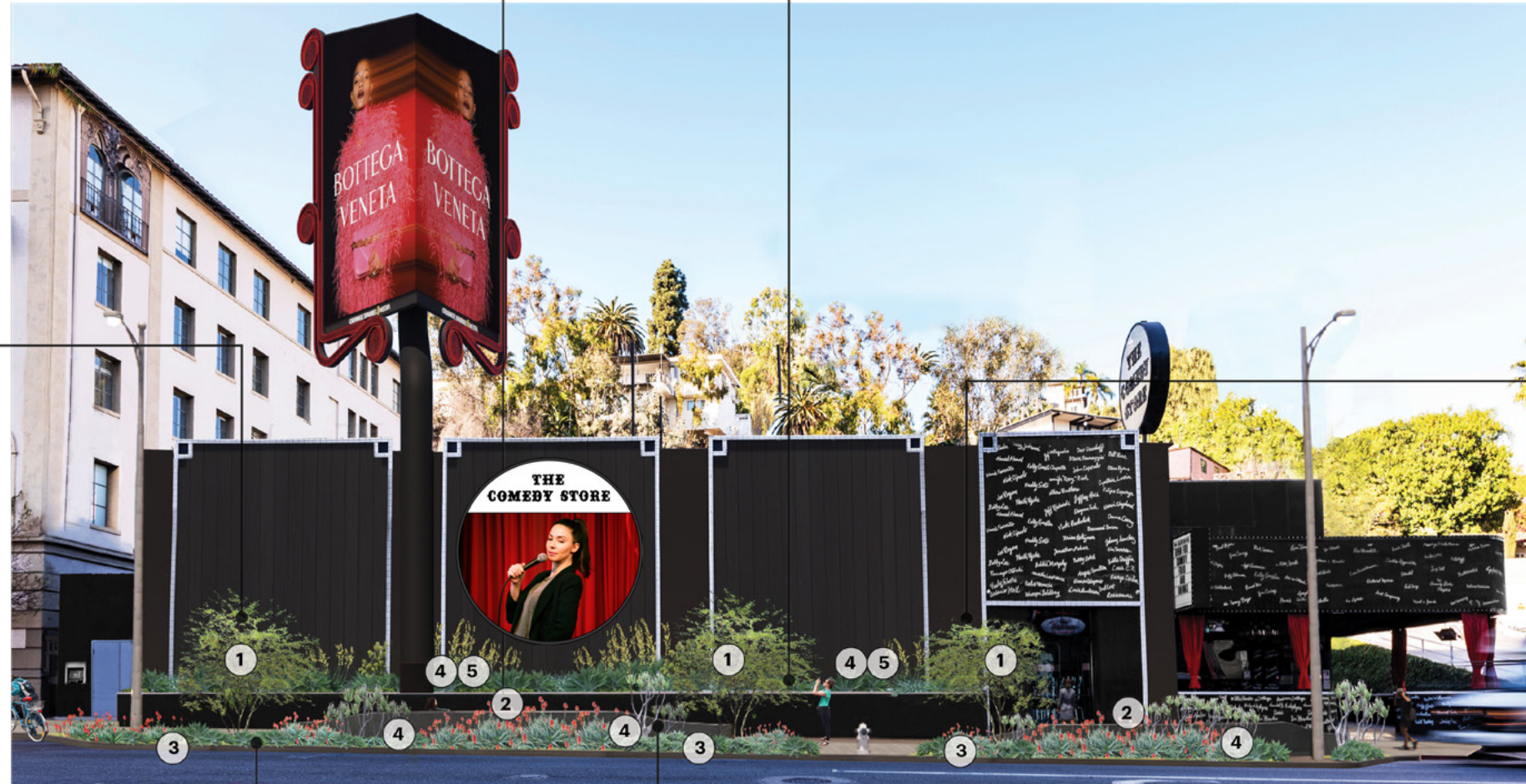


Acacia cultriformis

① Street Tree



Acacia cultriformis



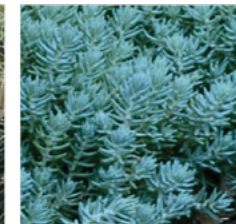
③ Ground Covers



Lomandra
Baby Breeze



Pennisetum



Sedum
reflexum



Hesperaloe
parviflora



Asclepias
fascicularis



④ Medium Height



Aloe plicatilis



Agave
attenuata



Euphorbia
lambii



Euphorbia
characias



NATIVE PLANTING: PLANT PALETTE

PLANT PALETTE - LOW TREES




Acacia cultriformis
Low Water
Maintain at 8' H, shaped in tree form

Flower Color: yellow
Bloomtime: Fall
Visitation by Pollinators: bees, fruits for birds

LEGEND

Bold Text = Pollinator Notes

 = Monarch Butterfly attractor

PLANT PALETTE - MEDIUM HEIGHT SPECIMENS



Aloe plicatilis Fan Aloe
Low Water
4' H

Flower: red orange
Bloomtime: Annually, winter/spring
Visitation by Pollinators: humming birds, long beak birds, butterflies, moths



Agave attenuata
Low Water
2' H

Flower: green yellow
Bloom: On a +/-10 years cycle
Visitation by Pollinators: bats, bees



Euphorbia lambii
Tree Euphorbia
Low Water, 6' H

Flower: green yellow
Bloom: Annually, Spring
Visitation by Pollinators : butterflies, bees



Euphorbia characias
'Humpty Dumpty'
Low Water
2' H

Flower: green yellow
Bloom: Annually, Spring
Visitation by Pollinators: butterflies, bees

PLANT PALETTE

Proposed plant palette is composed of climate appropriate plants including select California natives. The palette will provide year-round blooms to support a variety of pollinators. The abundant native planting will enhance the public realm for pedestrians and Comedy Store patrons with a vibrant display of changing colors, rich textures, and pleasant scents.

IRRIGATION

All planters will include low-water drip irrigation. Irrigation controls to be located on the west end of the planter adjacent to the facade.

MAINTENANCE

Applicant will contract a local landscaper for periodic maintenance to ensure planting remains abundant and well pruned.

NATIVE PLANTING: PLANT PALETTE

PLANT PALETTE - GROUND COVER/SPILLERS



Pennisetum 'Little Bunny'
Dwarf Fountain Grass
Low Water, 12" H
Flower: creamy white
Bloomtime: Year round
Habitat and Seeds for birds



Acacia 'Cousin Itt'
Low Water
2' H
Flower: pale yellow
Bloomtime: Mid-Summer
**Visitation by Pollinators:
butterflies, bees**



Sedum reflexum
'Blue Spruce'
Low water, 5" H
Flower: Yellow
Bloomtime: Spring - Early Summer
**Visitation by Pollinators :
bees and flies**



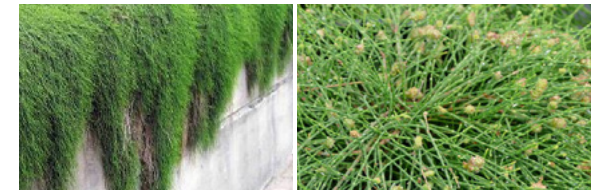
Dichondra 'Silver Falls'
Low Water
Cascades



Lomandra 'Nyalla'
Low Water
2.5' H
Flower: creamy white - pale yellow
Bloomtime: Spring/Summer
**Visitation by Pollinators:
humming birds, bees, moths**



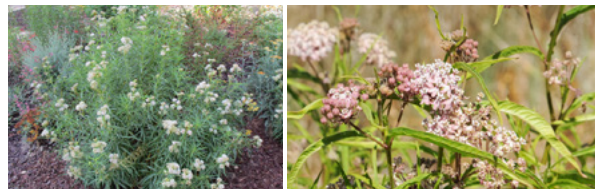
Russelia 'Aurea'
Low Water
Cascades
Flower: creamy white - pale yellow
Bloomtime: Spring to Autumn
**Visitation by Pollinators:
humming birds, bees, moths**




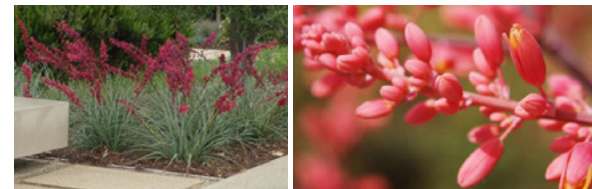
Casuarina 'Cousin Itt'
Low Water
Cascades
Flower: creamy white
Bloomtime: Year round
**Visitation by Pollinators :
bees and flies**



Mangave 'Falling waters'
Low Water
2' H




Asclepias fascicularis
Narrowleaf Milkweed
Low Water, 2.5' H
Flowe: creamy white
Bloomtime: June, July, August
**Visitation by Pollinators:
larva food source for the Monarch butterflies** 



Hesperaloe parviflora 'red'
Low Water
3-4' H
Flower: red, pink
Bloomtime: Spring/Summer
**Visitation by Pollinators:
humming birds, butterflies, moths**

LEGEND

Bold Text = Pollinator Notes

 = Monarch Butterfly attractor

NATIVE PLANTING: PLANT PALETTE

MEDIUM HEIGHT SPECIMENS



Aloe Plicatilis 'Fan Aloe'
Low Water
4' H



Flower Color: Red/Orange
Bloomtime: Annually - Winter/
Spring
Visitation by Pollinators:
Humming birds, Long-beak birds,
Butterflies & Moths



Agave Attenuata
Low Water
2' H



Flower Color: Yellow/Green
Bloomtime: On a +/- 10 years cycle
Visitation by Pollinators:
Bats & Bees

MULCH / STONE



Black Slate Chips



Euphorbia Lambii
Tree Euphorbia
Low Water
6' H



Flower Color: Yellow/Green
Bloomtime: Annually - Spring
Visitation by Pollinators:
Butterflies & Bees



Euphorbia Characias
'Humpty Dumpty'
Low Water
2' H



Flower Color: Yellow/Green
Bloomtime: Annually - Spring
Visitation by Pollinators:
Butterflies & Bees



White Cloud Boulders



PUBLIC BENEFITS

COMMUNITY CONTRIBUTION

Proposal includes revenue sharing with the City of West Hollywood.

17.5% of programming time on the billboard will be dedicated to civic announcements or arts programming to be displayed at the top of the hour or in connection with the Sunset Moment, as established by the West Hollywood Arts and Cultural Affairs Commission Art On the Outside Subcommittee.

PUBLIC REALM ENHANCEMENT

The sidewalk extension and urban garden proposed in front of the Comedy Store will transform a cramped sidewalk into a park-like oasis that better accommodates pedestrians and nighttime queuing. The expanded sidewalk is infused with pollinator-friendly planting and public seating nested into planted areas to create beautiful moments along Sunset Blvd where pedestrians can pause and enjoy a piece of the history of the Sunset Strip.

The Comedy Store is a cultural anchor in the history and ongoing life of the Sunset Strip. The proposed billboard supports the ongoing operations of this living museum.


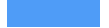



EXTRAORDINARY BENEFIT

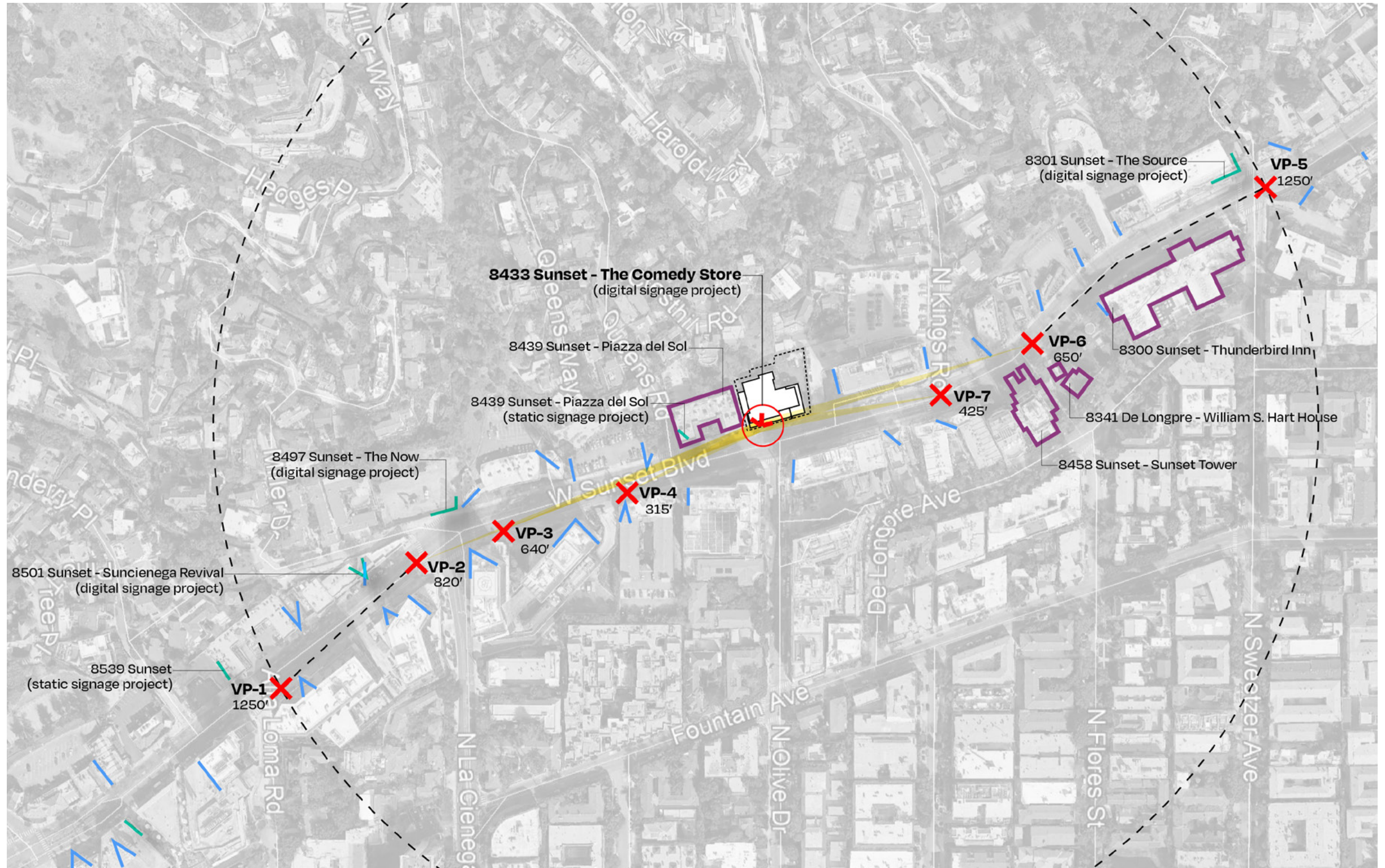
Under the development agreement for the project, the Comedy Store will provide an extraordinary benefit to the City of West Hollywood in the form of a financial contribution of \$330,000 to be used by the City for streetscape improvements on Sunset Boulevard or other uses as directed by the City. The contribution will be paid in equal annual installments of \$110,000 in years 6, 7 and 8 of the development agreement term.



VIEWSHED ANALYSIS

SITE PLAN (PROPOSED BILLBOARD NOT VISIBLE AT VANTAGE POINT 1 & 9)






-  Vantage Point & Viewshed
-  Existing Billboard
-  2019 Concept Awards
-  Proposed Digital Billboard
-  Cultural Resource

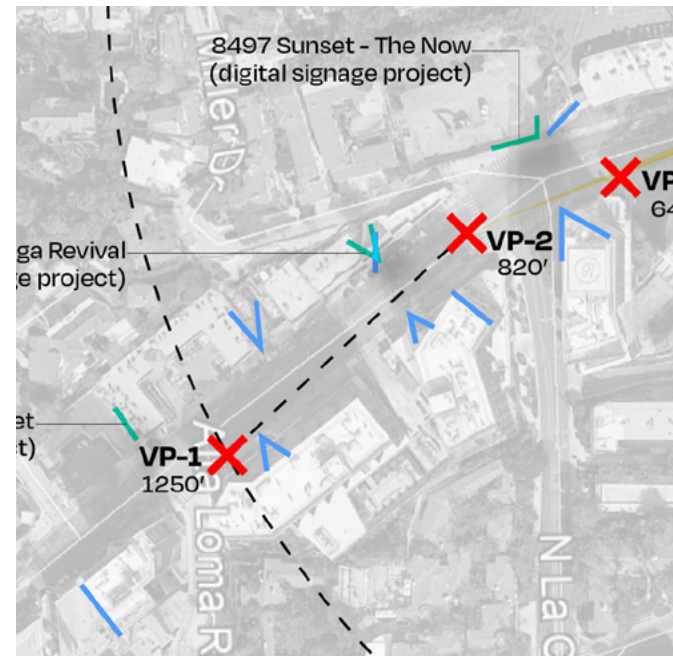


VIEWSHED ANALYSIS

VANTAGE POINT 1

Sunset Blvd at Alta Loma Rd, looking east (Proposed Digital Billboard not visible)






-  Vantage Point & Viewshed
-  Existing Billboard
-  2019 Concept Awards
-  Proposed Digital Billboard
-  Cultural Resource



VIEWSHED ANALYSIS

VANTAGE POINT 2

Sunset Blvd at La Cienega Blvd, looking east






-  Vantage Point & Viewshed
-  Existing Billboard
-  2019 Concept Awards
-  Proposed Digital Billboard
-  Cultural Resource

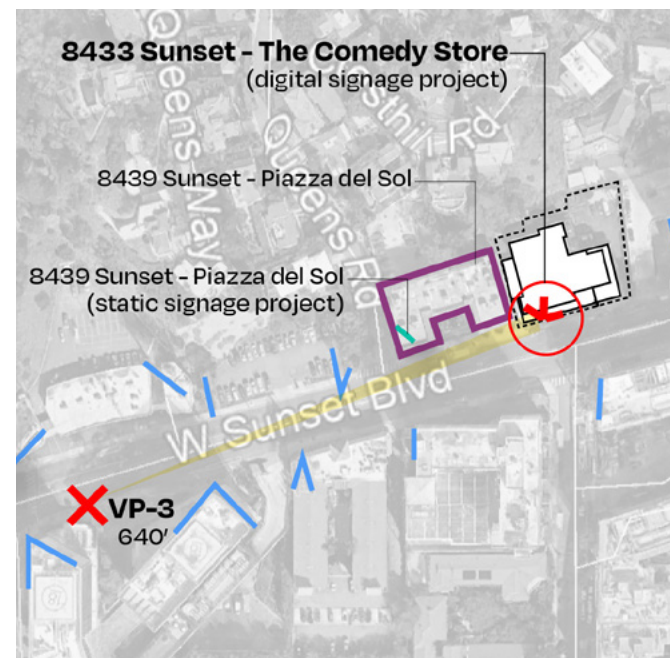


VIEWSHED ANALYSIS

VANTAGE POINT 3

8490 Sunset Blvd, east of La Cienega Blvd, looking east






-  Vantage Point & Viewshed
-  Existing Billboard
-  2019 Concept Awards
-  Proposed Digital Billboard
-  Cultural Resource

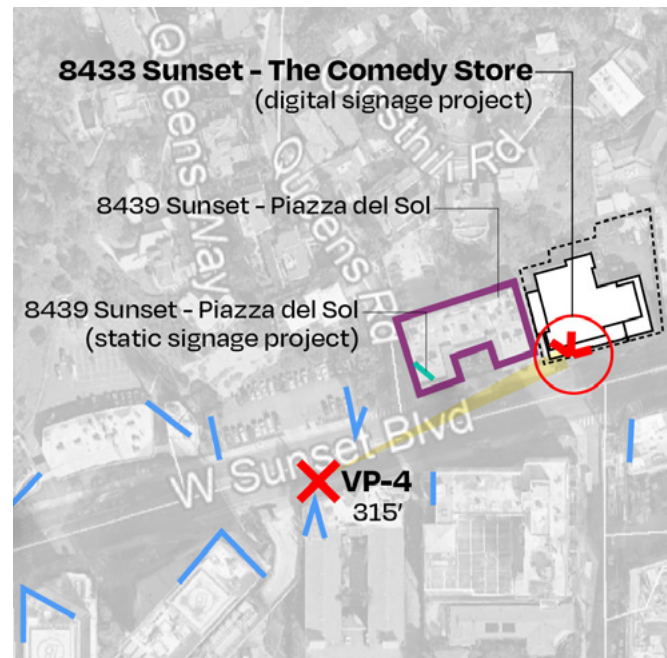
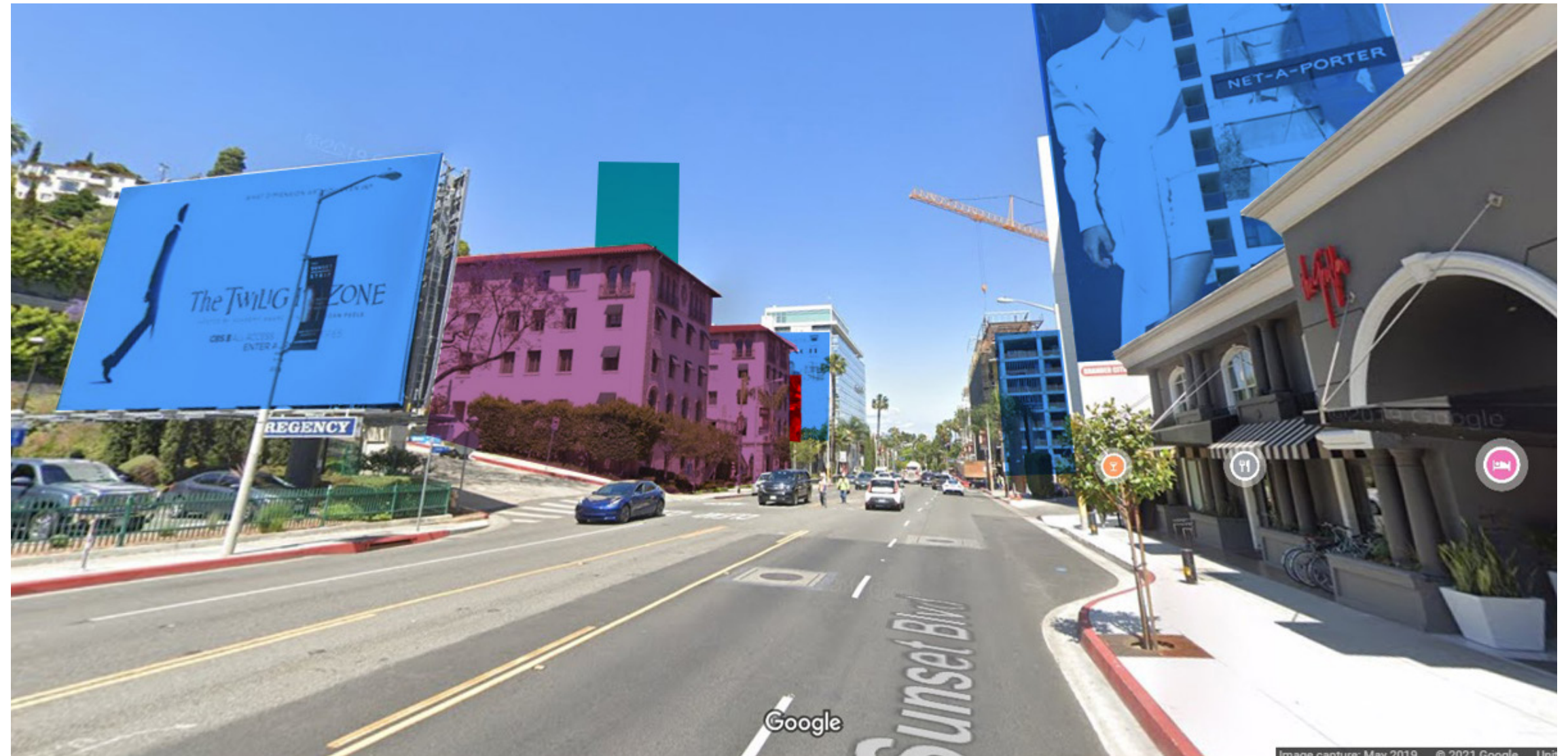


VIEWSHED ANALYSIS

VANTAGE POINT 4

8462 Sunset Blvd near Queens Rd, looking east






-  Vantage Point & Viewshed
-  Existing Billboard
-  2019 Concept Awards
-  Proposed Digital Billboard
-  Cultural Resource

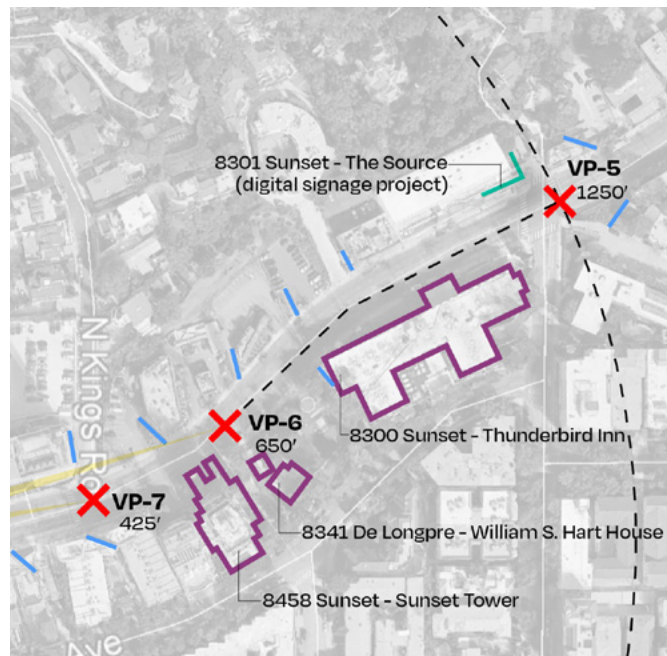


VIEWSHED ANALYSIS

VANTAGE POINT 5

Sunset Blvd at Sweetzer, looking west (Proposed Digital Billboard not visible)






-  Vantage Point & Viewshed
-  Existing Billboard
-  2019 Concept Awards
-  Proposed Digital Billboard
-  Cultural Resource

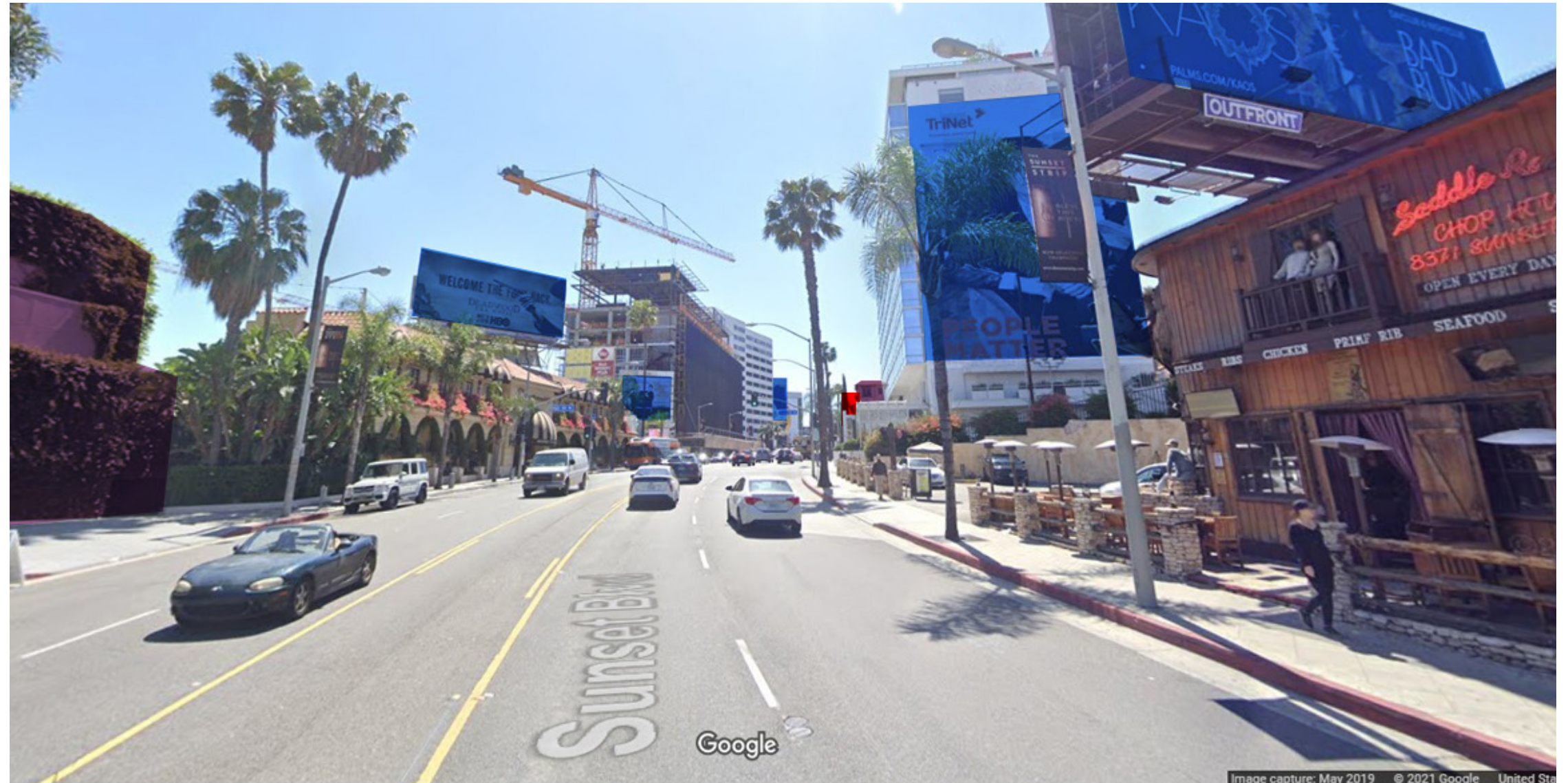


VIEWSHED ANALYSIS

VANTAGE POINT 6

8363 Sunset Blvd, just east of Kings Rd, looking west


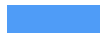



-  Vantage Point & Viewshed
-  Existing Billboard
-  2019 Concept Awards
-  Proposed Digital Billboard
-  Cultural Resource

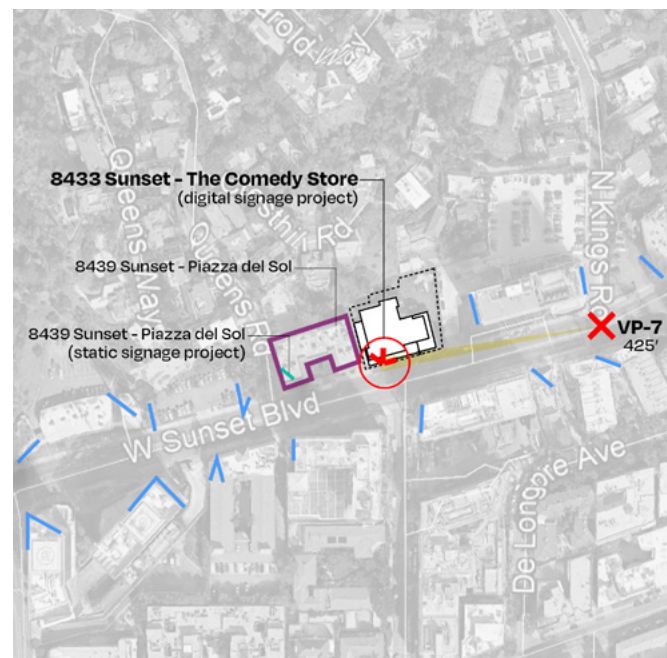


VIEWSHED ANALYSIS

VANTAGE POINT 7

Sunset Blvd at Kings Rd, looking west

-  Vantage Point & Viewshed
-  Existing Billboard
-  2019 Concept Awards
-  Proposed Digital Billboard
-  Cultural Resource



The background of the slide consists of vertical stripes in red and black, creating a textured, curtain-like effect. The stripes are of varying widths and are set against a solid black background.

THANK YOU

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