



Certificate of Appropriateness

8433 Sunset Boulevard

Historic Preservation Commission

February 26, 2024

Historic Preservation Commission:

8433 Sunset Boulevard



Commission to review the Certificate of Appropriateness to determine that billboards do not impact the existing designated cultural resource and to ensure no adverse impacts to adjacent resource at 8439 Sunset, the Piazza del Sol.

Approvals



Vicinity Map



Proposal:

- New 2-sided full motion animation billboard;
- Each face 500 sf;
- Overhangs the building;
- Requires planter to be reconfigured at base for pole;
- 7' bt roof and base of billboard;
- **69' from grade to top of billboard;**
- New streetscape improvements.

Comedy Store



Character Defining

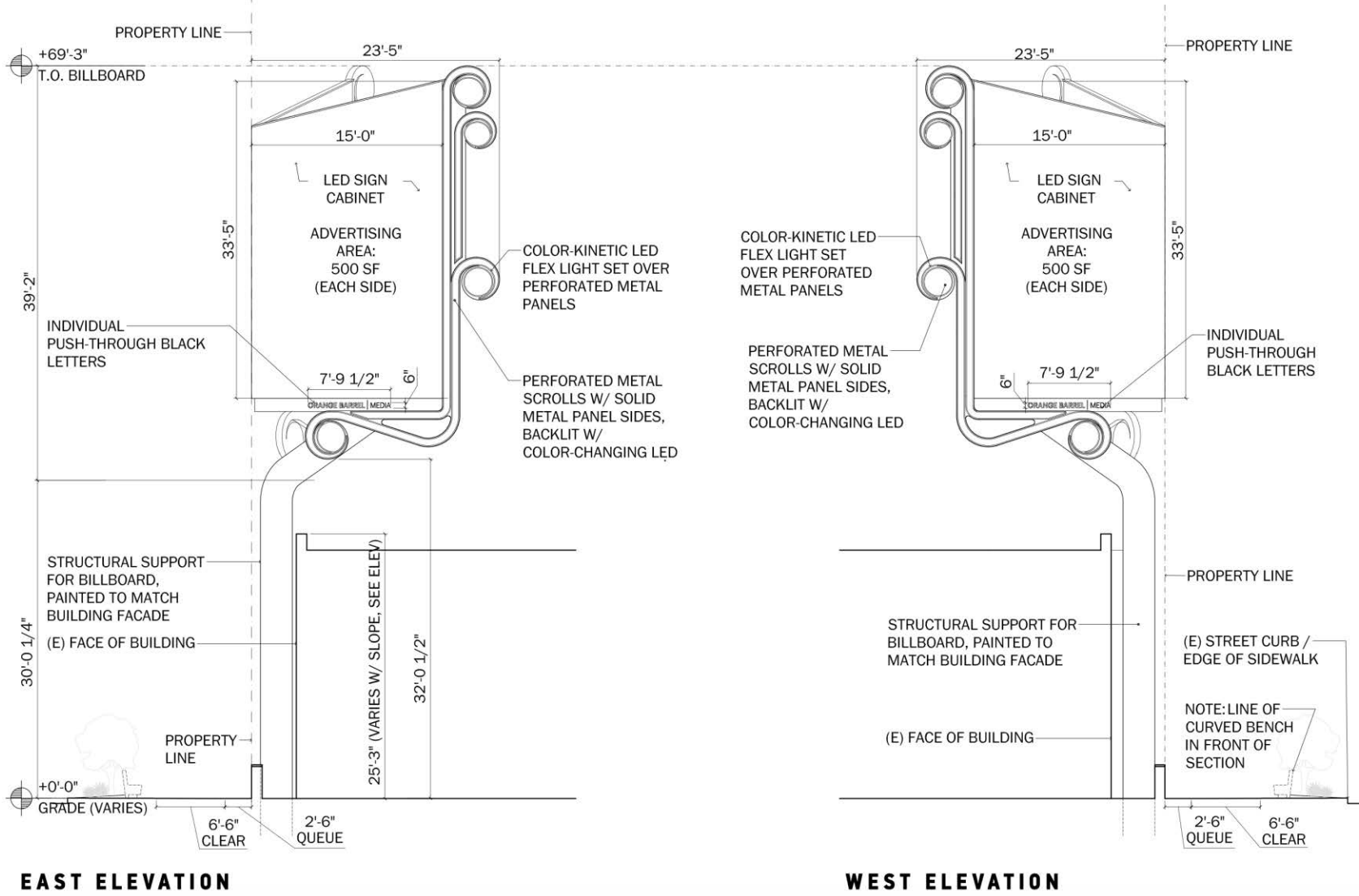
- Irregular, asymmetrical plan
- 2-3 story massing
- Multiple flat roofs, parapets
- Ext walls in cement plaster
- Vertical cladding with alternating panels
- Minimal fenestration
- Recessed entry
- Letterboard sign
- Planter in front

Comedy Store



City of West Hollywood
California 1984

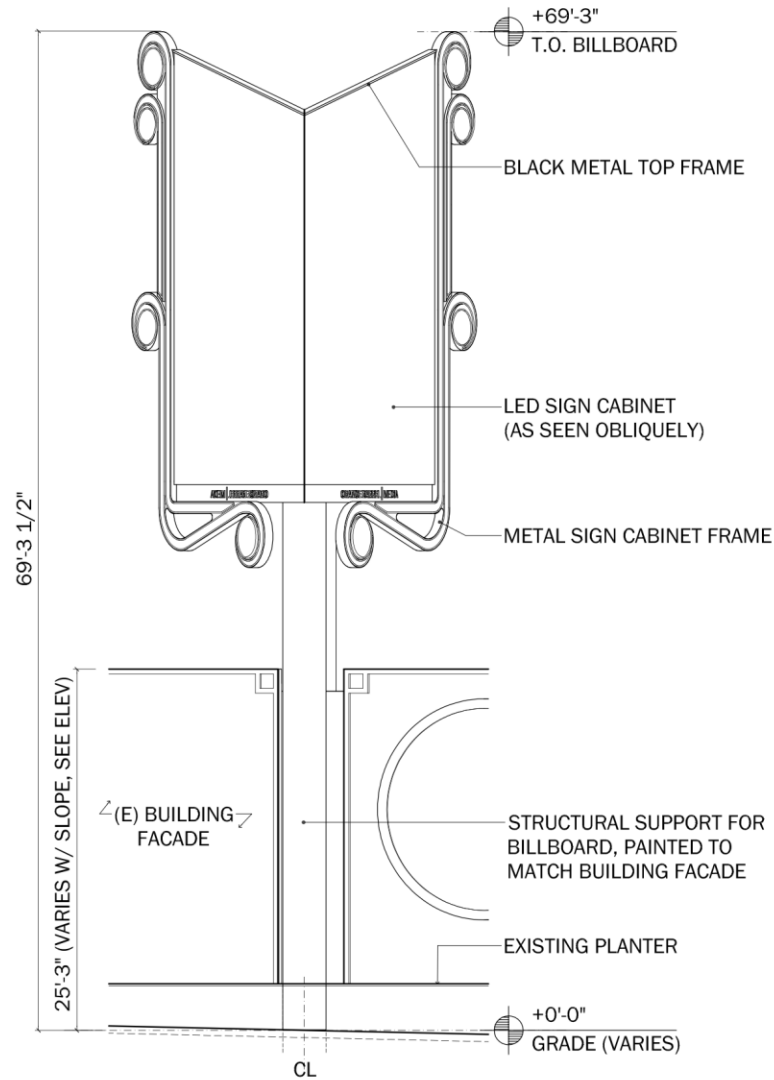
BILLBOARD: PLANS & ELEVATIONS



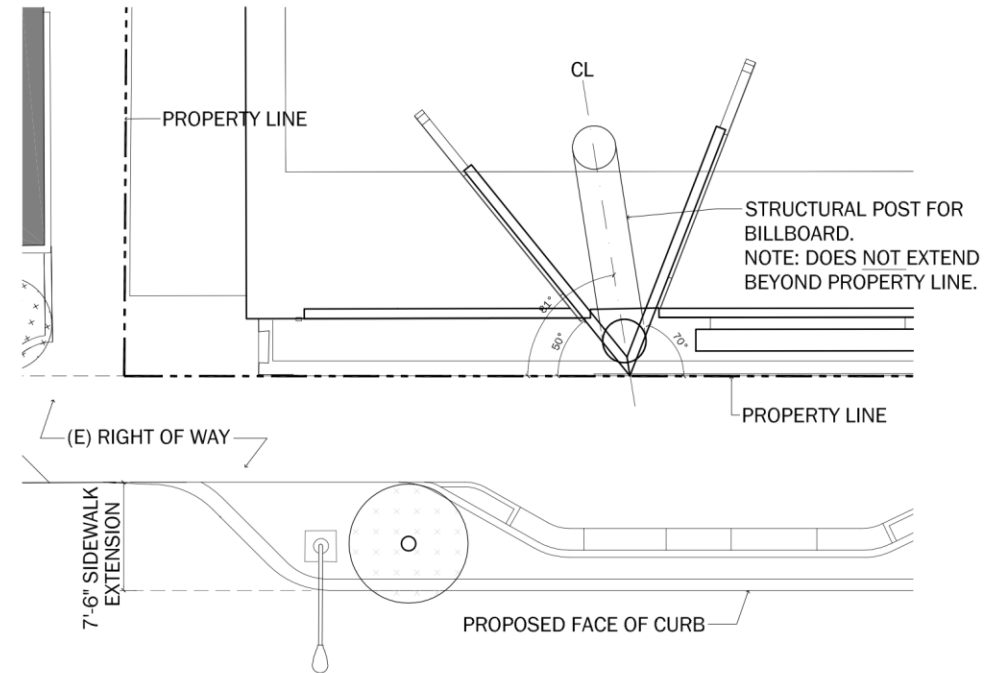
East and West Elevation – showing building overhang of apr. 20 feet



City of West Hollywood
California 1984



SOUTH ELEVATION



BILLBOARD PLAN AT ROOF

South Elevation and roof view



Existing



Proposed

Request to :

- Replace existing letterboard sign with new letterboard sign in same location, with same size and shape.
- Allows historic signage to be upgraded for modern usage with digital content.



**UPCOMING
SHOWS**



JOKES



**LAST NIGHT
AT THE STORE**



TRIBUTES



ARCHIVAL PHOTOS

Comedy Store — Letterboard Sign — More Examples

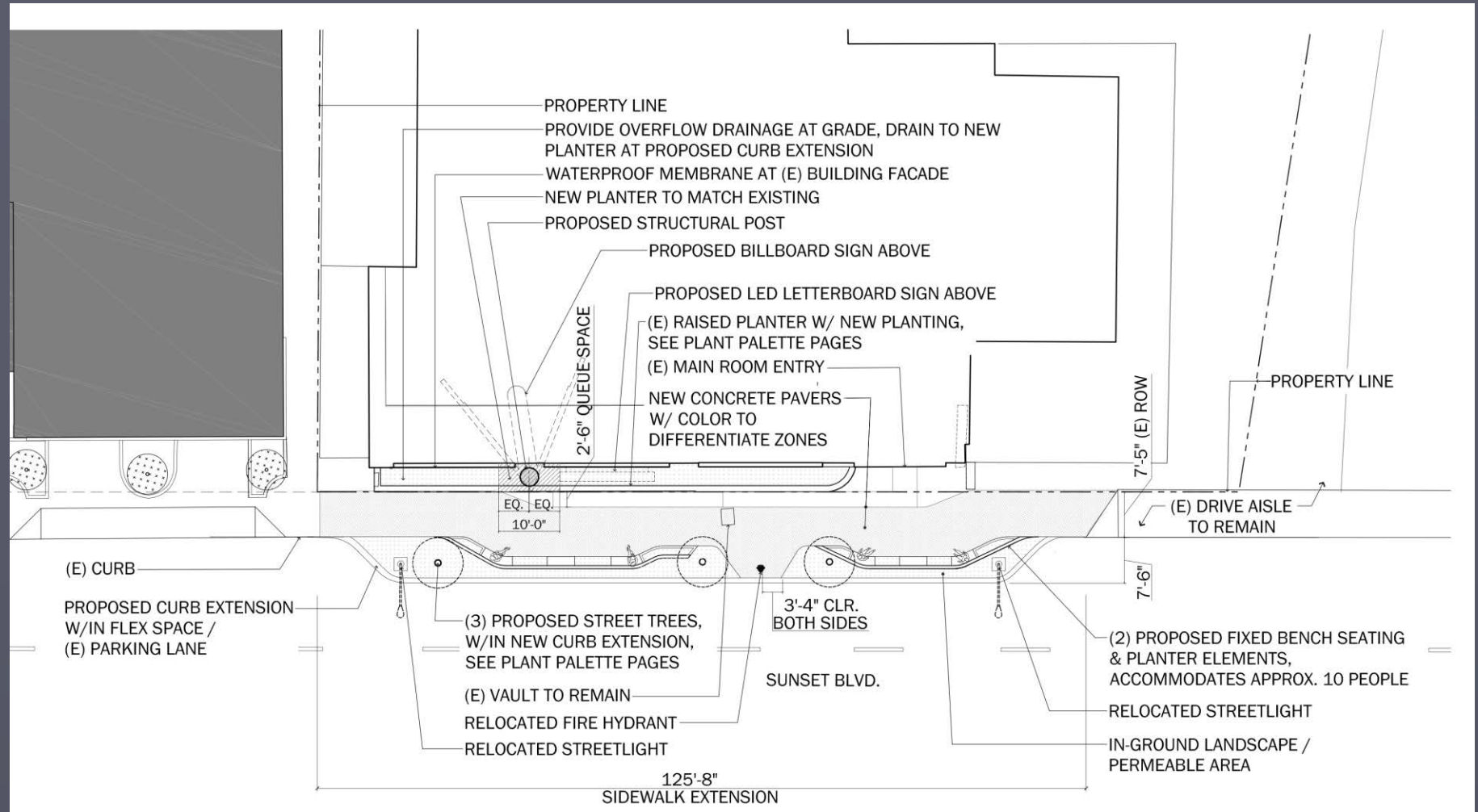


Proposed Streetscape Improvements

➤ Landscaping at base

Key Site Enhancements:

- Curb extension
- Fixed Seating and Planter with landscaping
- Street Trees
- New Permeable Pavers
- Queuing Area created



➤ Landscaping at base

Proposed Streetscape Improvements

COA Findings

Based on staff review and the historic consultant's report, the proposed project was found to meet the Certificate of Appropriateness findings largely based on:

1. **The historic building and site will continue to be used as they have been.** Also conditioned to remain an entertainment use.
2. The Comedy Store building was constructed in 1935 and has undergone several alterations - **the proposed project will not materially alter the existing features of the building.**
3. **The proposed right-of-way improvements will partially alter the building's setting. Most are located in the public right of way and the building retains its historic character and features.** The existing planter will be partially removed but both the wall at planter and the planter itself will be protected with waterproofing and drainage.
4. **The billboard will be differentiated from the building itself** by its contemporary design and new technology and the overall size and scale are compatible with the existing building. The south façade will be largely unobstructed given the billboard's location above the roof and the narrow support pole that extends from roof to ground.
5. **The materials, features and finishes, and character defining features of the historic buildings will not be substantially altered** by the installation of the proposed billboard. No historic materials or features, other than the replacement of the letterboard sign and partial removal of the planter will occur. The proposed replacement letterboard sign will keep its historic location, shape, and purpose. This replacement of this sign does not constitute a loss of the historic feature.

- National Register (1983),
- CA Register (1998),
- Local Designation (1993)



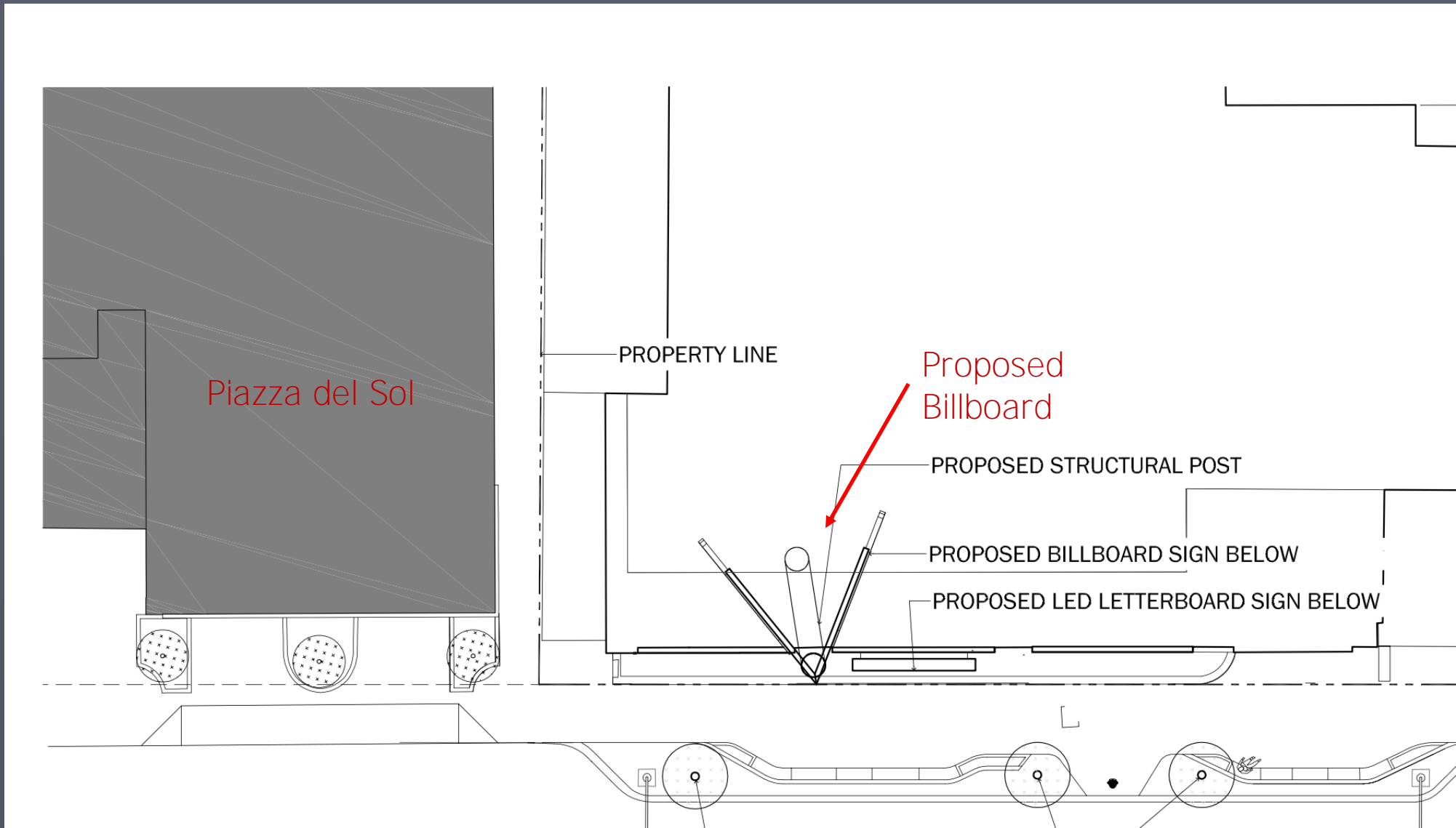
Piazza del Sol

Character Defining

- A five-story brick structure/ faced with cream and tan colored plaster and ornamented with intricately molded cast stone;
- Built to resemble an Italian Renaissance villa, the structure is U-shaped, with a central section, set back behind a raised concrete courtyard, flanked by two matching symmetrical wings;
- Full basement that comprises the first floor;
- Many detailed features such a fountain, grand entrance stairway, entranceway, statues, plaster quoins, elaborate window groupings.



View of Billboard and Piazza del Sol



Comedy Store- Plan view showing relationship to Piazza del Sol

Piazza del Sol – View Study



EXISTING



PROPOSED

VIEW ANALYSIS – Vehicular View - Westbound

Piazza del Sol – View Study



EXISTING



PROPOSED

VIEW ANALYSIS – Pedestrian View – Westbound – At Comedy Store

Piazza del Sol – View Study



EXISTING



PROPOSED

VIEW ANALYSIS – Pedestrian View – Westbound – Across Sunset – Closer to Comedy Store

Piazza del Sol – View Study



EXISTING



PROPOSED

VIEW ANALYSIS – Pedestrian View – Westbound- Across Sunset, taken further east

Piazza del Sol

Based on the analysis in the historic report by Historic Resources Group, the proposed billboard was found not to have adverse impacts on the Piazza del Sol because:

- ▶ Although south and east views will be partially obstructed, there remains sufficient views of the resource from both the motorist and pedestrian viewpoints.
- ▶ Although south and east views will be partially obstructed, the principal façade expressing historic features of 8439 Sunset is the south façade and the billboard will only minimally obstruct this façade only for short periods of time for those walking or driving along Sunset Boulevard.
- ▶ The overall height of the billboard is approximately 66 feet while the height of the adjacent resource is five stories and the size and mass of Piazza del Sol is much larger than the Comedy Store, even with its proposed billboard, making the proposed project subordinate to Piazza del Sol.
- ▶ Finally, the proposed project will not alter the physical materials or structure of Piazza del Sol and much of the resource will be visible from Sunset.



► Staff's Recommendation

Adopt Resolution No. HPC 24-169 recommending that the Planning Commission and City Council approve COA21-0006 , allowing a new full motion animation billboard at 8433 Sunset Boulevard and determine no significant adverse impacts to Piazza del Sol at 8439 Sunset Boulevard.



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Measurement	New Billboard
Height to top of billboard, measured from grade (allowable height is height of previous or existing static billboard height)	69'-3"
Height to top of billboard measured from roof surface	44'-3"
Distance between top of roof and lower edge of billboard	6'-9 1/2"
Dimensions of billboard (sign area)	33'-5 x 15'
Square footage of sign area (advertising sign area)	500sf
Size of billboard frame and sign area together (total)	33'-5" x 23'-5"
Angle of billboard in relationship to Sunset	70 degrees for the east face 50 degrees for the west face

Measurement Table

- National Register (1983),
- CA Register (1998),
- Local Designation (1993)

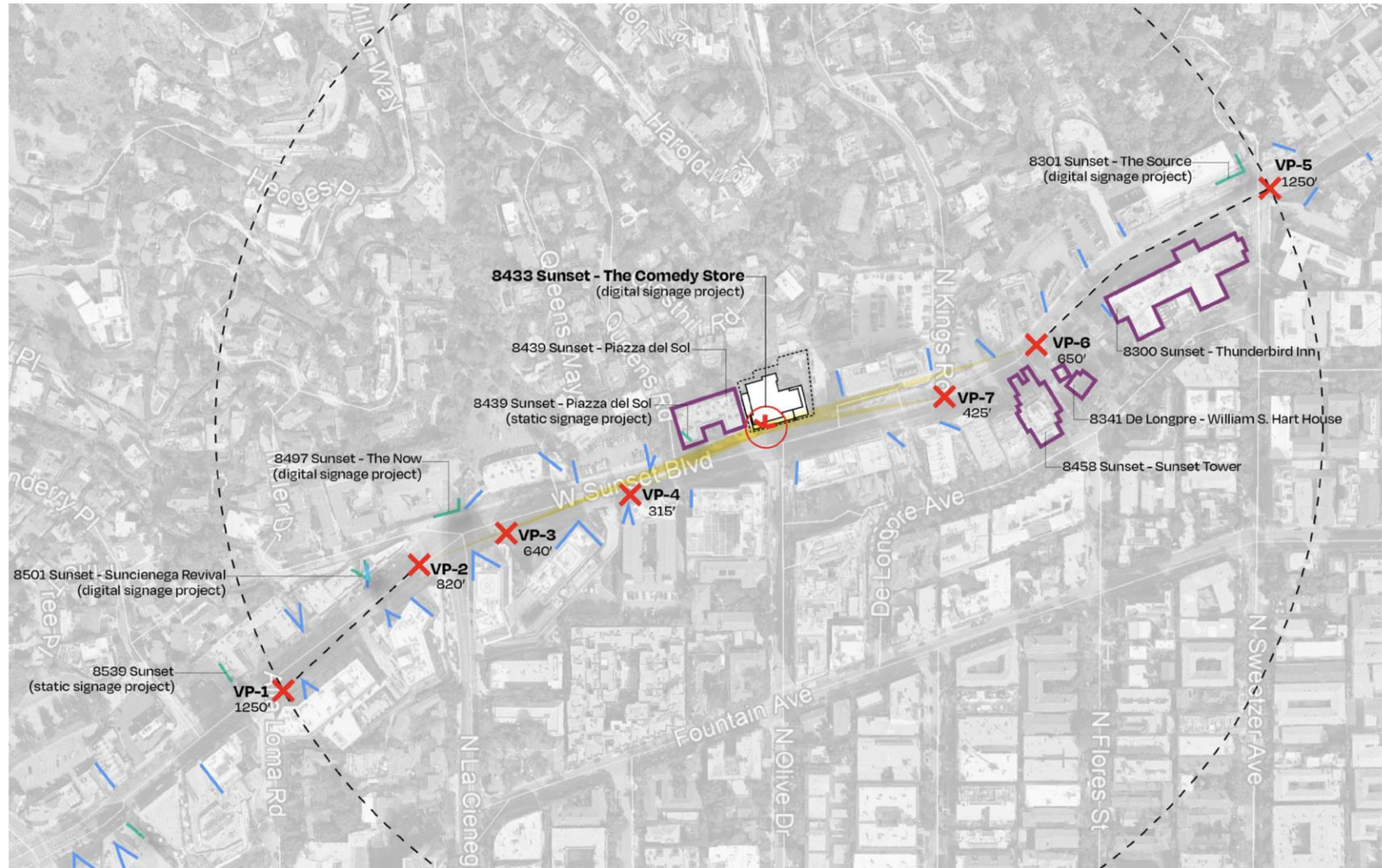


Piazza del Sol

Character Defining

- A five-story brick structure/ faced with cream and tan colored plaster and ornamented with intricately molded cast stone.
- Built to resemble an Italian Renaissance villa, the structure is U-shaped, with a central section, set back behind a raised concrete courtyard, flanked by two matching symmetrical wings
- The full basement which comprises the building's first floor; two wings marked by large concrete and plaster quoins, square windows
- A grand entrance stairway and fountain dominate the central section of the basement.
- The tall, rounded arched entranceway is formed of ornately modelled blocks of cast stone. The bottom blocks of the archway are cast with the image of a nude cherub, arms upraised, supporting the urns in the blocks immediately above.
- At the third story of the central section, to the left and right of the entranceway, are the elaborate window groupings which are the decorative hallmarks of the building
- A simple stringcourse of bricks, laid with their corners facing out, divides the fourth and fifth floors of the facades which face the courtyard. Smooth plaster pilasters, in contrasting tan color like the quoins beneath them, rise up the southeastern and southwestern corners of each wing, from the top of the basement to the roof. The cornice of the building is of frame construction capped by red tiles. A small tiled, hipped roof structure peers above the top of each wing.

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



Viewshed Analysis