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## **APPENDIX G**

### **Historic Resources Memo**

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## Memorandum

**Date:** February 13, 2020  
**For:** John Buck Company  
**Subject:** 9176 Sunset Boulevard  
**From:** Teresa Grimes, Principal Architectural Historian

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### Introduction

This memorandum was prepared by GPA Consulting (GPA) in response to your request for information regarding a proposed development project at 9176 Sunset Boulevard in the City of West Hollywood. The project site includes the following three parcels:

- APN 4340-028-001, 9174 Sunset Boulevard is occupied by a commercial building constructed in 1929
- APN 4340-028-002, 9166 Sunset Boulevard is occupied by a commercial building constructed in 1936
- APN 4340-028-010, 9160 Sunset Boulevard is occupied by a commercial building constructed in 1975

Although the Los Angeles County Office of the Assessor indicates the presences of three individual buildings, they are internally connected and are collectively occupied by an automobile dealership. The proposed project would involve the demolition of the existing buildings. None of the buildings are currently designated under national, state, or local landmark programs. Furthermore, they have not been evaluated as eligible historical resources in the 1987 Citywide Historic Resources Survey or the 2016 Commercial Historic Resources Survey. The Status Code in the 2016 Commercial Historic Resources Survey is 6Z, or found ineligible for National Register, California Register, or local designation through survey evaluation.

### Project Site History

Historically, the three properties were developed with one and two-story commercial buildings used as offices, shops, and restaurants.

9174 Sunset Boulevard was developed with two commercial buildings: a retail building at the southeast corner of Sunset Boulevard and Cory Avenue and an office building to the south facing Cory Avenue. The retail building was constructed in 1929. When the residential building was constructed is unknown, but it has since been demolished. The 1950 Sanborn map (Figure 1) indicates that the commercial building was occupied by two storefronts with the addresses 9174 and 9176 Sunset Boulevard. City Directories indicate that 9174 was occupied by interior decorators Clara Frazee and Alan Torrey (1933), clothing cleaner J.B. Bane (1935-1937), antique dealer Henry Guttman (1940), and photographer M.T. Loomis (1941). 9176 was occupied by Fashionette (Figure 2), a clothing shop (1936-1937) and Madalon Barnes, a clothing dealer (1938). By 1956, the two storefronts had been combined into one by Charles Hornburg, an auto dealer (Figure 4).

9166 Sunset Boulevard was occupied by three storefronts with the addresses 9166, 9168, and 9170-72. City Directories indicate that 9166 was occupied by glassware dealer Eskil Florman and furniture dealer David George (1941). 9168 was occupied by a booking agency Jackson-Leyton (1936), interior decorator Emma Haig (1938-1939), antique dealer G.M. Searcy (1940-1941), and the Feathered Calf (1956-1960). 9170-72 included the ground floor storefront and the second floor offices. The ground floor was occupied by the Cock 'n Bull Restaurant from at least 1939 to 1987 (Figure 3). The Cock 'n Bull eventually expanded into the adjoining storefronts. The second floor was occupied by a variety of professionals, but primarily talent agents.

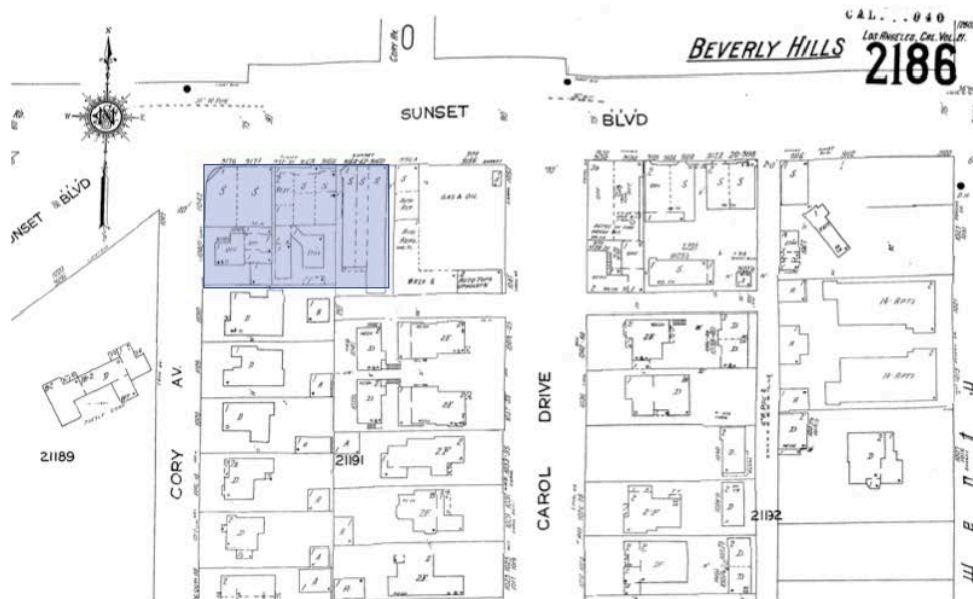


Figure 1: 1950 Sanborn Map, project site highlighted in blue.

9160 Sunset Boulevard was developed with a commercial building divided into three storefronts in the 1930s. It was demolished in 1974 for a new building completed in 1975 that essentially functioned as a port cochere for the Cock 'n Bull Restaurant surface parking lot (Figure 5).

In 1987, the three buildings were substantially remodeled by the Hornburg automobile dealership. In so doing, the buildings were given a unified design that resembles the French Revival architecture of the buildings at 9118-34 and 9121 Sunset Boulevard (Figure 6).



Figure 2: Fashionette, 9176 Sunset Boulevard, circa 1937. Source: Los Angeles Public Library, Herman J. Schultheis Collection.



Figure 3: View looking southwest on Sunset Boulevard, circa 1975. Source: Senoff's 1970s West Coast Music Industry Photos and Memories, <http://www.1970smusicindustrymemories.com/key-restaurants.html>



Figure 4: View looking southeast on Sunset Boulevard, circa 1980. Source: Hollywood Historic Photos, Re-envisioning History as Art, [http://hollywoodhistoricphotos.com/product\\_info.php/products\\_id/3039/osCsid/8fa9ddf9cb8b1ca91d04a34da10cadb6](http://hollywoodhistoricphotos.com/product_info.php/products_id/3039/osCsid/8fa9ddf9cb8b1ca91d04a34da10cadb6)



Figure 5: View looking southwest on Sunset Boulevard, circa 1980. Source: Allison Martino's Vintage Los Angeles, <http://martinostimemachine.blogspot.com/2017/10/the-cock-n-bull-on-sunset-strip.html>



Figure 6: Present-day view looking southeast on Sunset Boulevard.

## Conclusions

Based upon our research, the property collectively referred to as 9176 Sunset Boulevard does not warrant further research or a full evaluation as a potential historical resource. In addition to possessing significance within a historic context, to be eligible for designation under national,



state, and local landmark programs a property must have integrity. Integrity is defined in *National Register Bulletin #15* as "the ability of a property to convey its significance."<sup>1</sup> Within the concept of integrity, the National Register recognizes the following seven aspects or qualities that in various combinations define integrity: feeling, association, workmanship, location, design, setting, and materials. Regardless of any significance any of the three buildings may have had, they do not retain integrity of design, materials, workmanship, feeling, or association as a result of extensive alterations that occurred in the late 1980s. They are ineligible under national, state, and local landmark programs and therefore are not historical resources as defined by the California Environmental Quality Act.

I am happy to answer any questions you may have. You can reach me at (310) 792-2690 or by e-mail at [teresa@gpaconsulting-us.com](mailto:teresa@gpaconsulting-us.com).

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<sup>1</sup> *National Register Bulletin #15: How to Apply the National Register Criteria for Evaluation*. Washington, D.C.: U.S. Department of the Interior, 1997, pp 44-45.