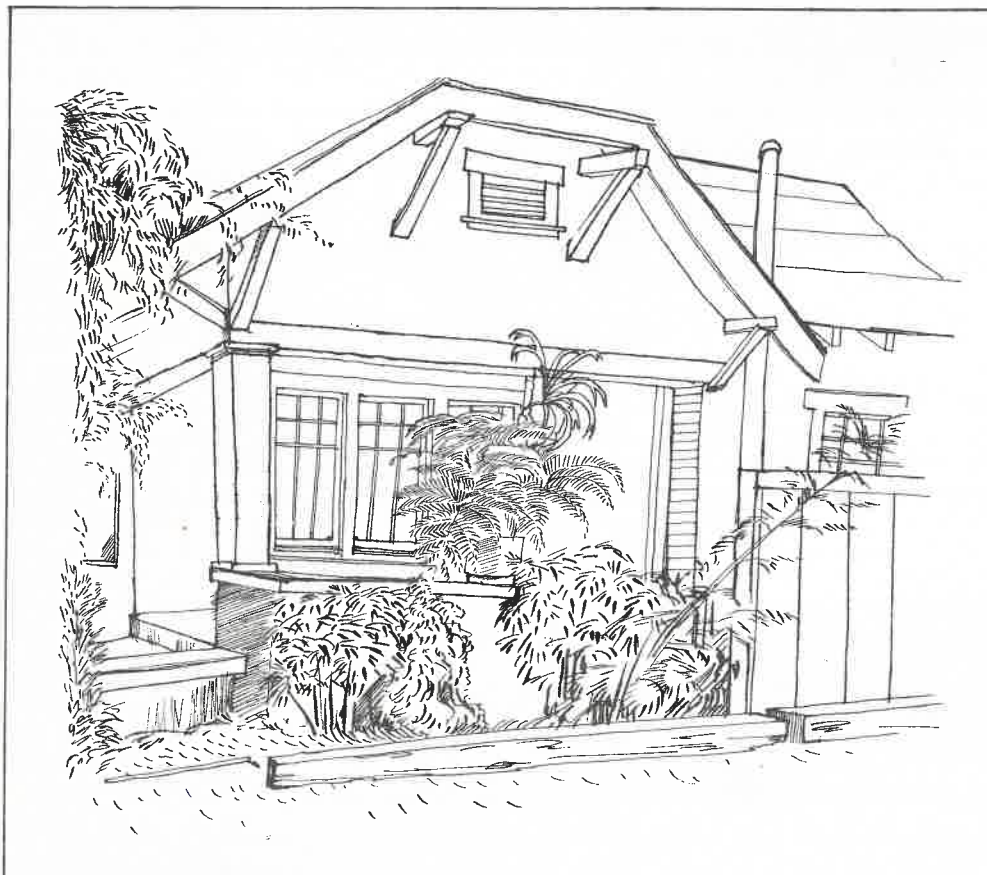


HOLLYWOOD HEIGHTS VIEW

Volume IV Issue No. 1

March 1985



Resident artist Annie Kelly used pen and ink to depict one of the historically significant bungalows that faces possible demolition. See the adjacent letter from Ron Max.

THIRTEENTH DISTRICT CANDIDATES FORUM

Date: Tuesday, March 26, 1985
Time: 7:30 pm
Place: Hollywood High School
Auditorium
Parking: Free parking at HHS

For the first time in the Thirteenth District, all qualified candidates for the office of City Council have been invited to speak at a forum.

In order to state all of their objectives to the voting members of our district, all candidates will have the opportunity to speak. A moderator from the League of Women Voters will introduce each speaker, who will give a brief opening message. A question and answer period will follow with a panel of reporters, one each from the Los Angeles Times, Herald Examiner and the Hollywood Independent (Meredith Newspapers). There will be a brief closing statement from each candidate.

Please turn to page 4

Neighborhood threatened...

AN OPEN LETTER TO ALL HHA RESIDENTS

(From Ron Max, HHA member and president of Highland-Camrose Bungalow Village, 13 small homes built between 1916 and 1923 in Hollywood's pioneer movie days, and now threatened with destruction.)

Hi neighbors! Our "village" is bordered on the north by the Hollywood Bowl (a national landmark), on the east by Whitley Heights (a national historic district) and on the west by the historically significant Hightower district. This little known "Shangri-La" rests virtually in the middle of Hollywood's historic and cultural past.

Last December 12 the Jan Development Company of Beverly Hills purchased the property with the intention of demolishing the bungalows and the beautifully overgrown vegetation. The company wants to build a 220-unit, 6-story building, hoping -- I wish them luck -- to use Highland Avenue and/or Camrose as the entrance/exit.

Aside from the irreplaceable loss of this historic property -- an historical-cultural nomination now is in progress -- there is the reality of the introduction of an excessive amount of new traffic and pollution to the already overtaxed Highland corridor. It is estimated there will be seven to nine additional auto trips per day for each unit.

Please turn to page 4

IMPORTANT! IMPORTANT! IMPORTANT!

There will be a general meeting for the Hollywood Heights Association membership on May 14, at the Yamashiro, 1999 North Sycamore.

Please mark this on your calendar now. A program is being planned which will be both interesting and important for all residents of our area. Details will be printed in the next issue of VIEW.

REMEMBER, GENERAL MEETING! MAY 14.

PRESIDENT'S MESSAGE

Elliot Johnson is presently recovering from surgery, and has directed Melinda Henderson, Vice President, to present the message from the President.

Goals and Objectives for 1985

To encourage and promote the development of an effective communication network among residents of Hollywood Heights.

To encourage and promote the participation of residents in responding to the concerns of the neighborhood in order that we can act upon and react to any and all issues which affect the quality of life and character of the Hollywood Heights community.

Elliot Johnson
President

We need your active participation in the Association in order to achieve these goals. It is imperative that we develop a strong cohesiveness to address the major concerns confronting Hollywood Heights. Currently, two of these issues include the potential redevelopment projects and the upcoming city-wide elections for council seats. Through the implementation of a strong networking system via the Block Captains, and the distribution of regular issues of the View, we hope to keep you informed and up to date.

Simply being informed is not enough. There is tremendous potential among the residents of Hollywood Heights which must be tapped if we are to remain an active, viable association. Help us accomplish our main objective: To maintain the quality of life and character of the Hollywood Heights community.

Melinda Henderson
Vice President

BRING BACK OUR POST OFFICE!
RESTORE THE HOLLYWOOD POSTMARK!

Attn:

Postmaster Charles King
Councilwoman Peggy Stevenson

Hundreds of residents have signed petitions asking you for the permanent re-opening of the post office substation on Highland Avenue., between Franklin and Hollywood. Hundreds of us were able to walk to this station. The closing means that we must now use autos to carry parcels and do other postal business; we can thank the U.S. government, then, for increasing the pollution, traffic congestion, and parking problems already plaguing our area. Some of us, we have agreed, will quit using the Post Office for mailing parcels, until our substation is returned. If the closing was intended to lose revenue for the postal service, it is successful. We welcome a response to this community request.

We also are asking for the restoration of the Hollywood postmark, which years ago marked letters from the entertainment center of the world. We applaud the Los Angeles City Council for making the request and also for asking that our area's ZIP code numbers be designated Hollywood, instead of Los Angeles. Postmaster King, please respond, and please remember -- Hollywood is a name famous all over the world.

---By Neva Praeger

THE "VIEW" IS YOUR NEIGHBORHOOD VOICE CONTRIBUTE TO IT

If you have ideas for articles in the Hollywood Heights VIEW, or an open letter of general interest you want published, or a problem of concern to the neighborhood, we want it for this newsletter.

Articles, queries, letters and advertisements can be mailed to: HHA, attn. VIEW, 2152 Rockledge Road, Hollywood, 90068, or placed in the HHA mailbox at the corner of Camrose and LaPresa Drive, opposite Glencoe Way. Ads start at \$5 per column inch.

The VIEW Staff:

Theo Wilson, editor; Linda Deutsch, assistant editor; Dan O'Connell, typing and layout; Bonnie Wolfe, distribution; Penny Layne, advertisements; Annie Kelly, artist; Herb Berlin, Joyce Breiman, Alice Kawan, Neva Praeger, Nita Thomas.

L.A. MAGAZINE ---
STAY AWAY FROM OUR DOOR

L.A. Magazine, with an incredible lack of taste, sense and judgement, described how non-residents of our area can fill up our streets and take our parking spaces during the Hollywood Bowl season. The HHA, through then president Herb Berlin, sent a protest to the magazine, as did many other enraged residents, and some cancelled their subscriptions. Here are excerpts from a letter sent to the L.A. Magazine editors by Jack Herman of Yeager Place.

"I wish to thank you for your helpful article "L.A.'s Hottest Parking Spaces" -- in particular the invaluable directions to the parking 'secrets' near the Hollywood Bowl.

"As your writers are aware, parking is a nightmare during Bowl season; the small, romantic streets in the Bowl's surrounding hills annually reverberate at that time with more traffic than they were ever designed for as people vie for the few precious legal parking spaces your article so graciously points out.

"Why not point out the illegal spaces to your readers? Assure them that the illegal spaces have never stopped many Bowl patrons in the past, they simply have to follow your directions and park elsewhere.....

"Yes, thank you for helping to worsen a situation which causes my neighborhood nothing but grief...including the garbage Bowl patrons leave for us residents, the noise they make when returning to their autos, the flowers they pick from our gardens, the blockage they create which prevents emergency vehicles from reaching our homes and indeed, the scarce parking spaces they deny us, who live here.

"Thanks to you we can look forward to an increase in outside traffic this year. Thank you. Thank you very much, Sincerely, Jack Herman.

FOR DOG LOVERS ONLY!

Two dogs need good home!

One is a male Sheltie with papers.
The other is a male German Shepherd,
large, one year old, trained,
affectionate.

Call Brian Moore
462-6565

COMMITTEES

Absentee Owners	Juliette Cummins
Block Captains	Bob Axelrod
Directory	(chairperson needed)
Distribution	Bonnie Wolfe
Fire and Security	Irv Bramberg
Garage Sale	Al Goldpenny
Historical	(chairperson needed)
Membership	(chairperson needed)
Newsletter (VIEW)	Theo Wilson, Linda
"	Deutsch
Outreach/Community	
Relations	(chairperson needed)
Program	(chairperson needed)
Traffic/Parking/	
Beautification	Morgan Woodward
Zoning/Redevelopment	(chairperson needed)

There are six vacancies on our committees, and we are hoping that out there---among the hundreds of home owners and tenants who live in this area and want to make it as beautiful as it can be---there are volunteers for these openings.

The HHA has accomplished many things in its short life. But it needs members who are willing to contribute a little time, a little effort through the year so that we can share the best of life in our lovely and unique neighborhood.

Please contact the officers or board members. You are NEEDED! Work with us! It will be fun---and you will feel good about working side by side with friends and neighbors to accomplish something worthwhile.

--By Theo Wilson

DON'T FEEL LEFT OUT -- JOIN HHA NOW!

If you have just moved into the Hollywood Heights or have never been a member of the association until now, here's your chance. You can join up now for the balance of the membership year (which ends in September) at the reduced rate of \$5.

An HHA membership is also a great gift for a neighbor.

Don't forget -- the larger we are the stronger we become! Send your membership fee to:

Hollywood Heights Association
2152 Rockledge Road
Hollywood, CA 90068

BUNGALOWS - cont.

This could mean between 1540 and 1980 new vehicle trips per day in the immediate Hollywood Bowl area and surrounding hills! At present it is estimated that Highland Avenue handles 83,000 auto trips per day, compared to only 79,000 a year and a half ago. Beware, Hollywood Heights!

To allow this heavy load of new traffic onto a highway already grid-locked by the existing flow of traffic many times during the course of any one day would create near chaos in an already unmanageable situation.

(Max then described his efforts to combat the demolition plan, and the various groups that assisted him, with Councilwoman Peggy Stevenson particularly praised for her efforts. The letter continues:)

She (Stevenson) visited the site, met with area residents, viewed my historical submission and fully committed her office in the support of our efforts not only for landmark status but also against the environmental threat posed by the new development.

On February 26 Peggy put through the City Council a citywide emergency ordinance which calls for a moratorium on the issuance of building permits to protect the property for 60 days until historical-cultural decisions are made by the city.

We return to the Cultural-Heritage Board later this month for their approval, and then it's on to the Los Angeles City Council for landmark preservation status.

I wish us all good luck.

Ron Max, 2017 N. Highland Ave.

CANDIDATES FORUM - cont.

Candidates for the Council seat are:

Councilwoman Peggy Stevenson, the incumbent for the Thirteenth District. Stevenson will be running for her third term in this office.

Michael Woo, aide to Senator Roberti. Woo ran unsuccessfully against Stevenson four years ago, using Stevenson's alleged unresponsiveness to the issues as his platform.

Michael Linfield, a teacher at Fairfax High, has in the past worked for causes of labor, civil rights and nuclear disarmament.

Arland (Buzz) Johnson, restaurant owner, has worked diligently over the years against crime in Hollywood, and for the redevelopment and beautification of this city.

Bennett S. Kaysar works for an electronics firm, and is active in Silverlake community affairs.

James M. Duree is a political consultant and protege of the ultra right-wing Lyndon La Rouché.

Craig R. Freis owns a small business.

In order to form an educated opinion on the candidates running for the Thirteenth District it is imperative that you attend this meeting. It is the first time such a forum has been offered, and it gives us, the people directly affected by the actions of the Council, the opportunity to hear the candidates' platforms and understand the issues they will work for.

---By Herb Berlin

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Medium

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NEW Italian Style Meatball,
Sausage Link or Pepperoni
Sandwiches.



To Hughes Market and the Hollywood Bowl:

MEET WITH US,
WE HAVE PROBLEMS TO SOLVE

Hollywood Heights Association and Whitley Heights Civic Association have sent joint written requests for meetings to Fred McLaren, president of Hughes Markets, and to Sidney Petersen, president of the L.A. Philharmonic Association.

The letters, composed by Brian Moore, WHCA president, and approved by both organizations, ask for meetings to discuss problems affecting us all.

In the request to Mr. McLaren, it was pointed out that after a 1979 appeal to upgrade the Hughes Market at Highland and Franklin, "we were able once again to shop in our neighborhood market without being panhandled, propositioned or threatened by a variety of street people..." but "unfortunately the market now is worse than it has been before." The letter noted that there are over 700 residents of the HHA area, and 600 in the WHCA area, "and these potential shoppers are being driven away from the Hughes Market..."

The letter to Mr. Peterson stated that "The Hollywood Bowl, Whitley Heights and Hollywood Heights all grew up together. We were all developed at the same time and have, over the years, lived side by side as good neighbors and friends...Unfortunately, we must address an issue that has increasingly caused much agitation between the Bowl and its residential neighbors...the proliferation of jazz and rock concerts and the horrendous problems they create."

In this letter, Mr. Peterson was told about the "bottles, fast food litter and beer cans everywhere", the "fights and shoving matches", the traffic jams that are created by "rock concerts (that) know no schedule." The Explorer Scouts "come on duty too late, after many patrons of the Bowl have already parked on our streets; they go off duty too soon, usually at curtain time." The letter also noted that "the Bowl has always been known as a center of culture, where world class artists played fine music to large crowds of music lovers. This is what it should remain."

We'll keep you posted in VIEW about responses to these requests.

-- By Theo Wilson

WHAT'S COOKING IN THE HEIGHTS

Former HHA President Grayce Baldwin, who is a well known caterer, recently surveyed a friend's kitchen cupboards and realized the woman had four cans of cream of tartar on her shelves.

"I asked her why she had four, and she said it was because she could never find the cream of tartar when she needed it for a recipe, so she went out and bought a new one," Grayce recalls.

From this simple observation was born an idea. "I decided I could help people restock and redesign their kitchens," she says. "Most people don't know what exists in their own kitchen."

The idea remained on the back burner until Grayce mentioned it to another HHA board member, Larry Rupprecht. Larry, a specialist in redesigning homes, said he would join Grayce in the project.

"He's going to do the remodeling and restoration aspects," says Grayce. "If someone's kitchen is structurally bad, he'll work on that."

As for Grayce, she's making sure that her client's kitchens have the basics -- the right pots, pans, staples and spices. She even works on recipe files.

"A lot of people are traumatized because they clip recipes, put them somewhere and can't find them," she says. "I organize a recipe index for them."

Once they have the right place to work, Grayce is also offering to show kitchen owners how to cook. She will be teaching cooking classes in her home beginning soon. The classes, limited to eight participants, will begin with basics -- how to make stocks and sauces -- and move on to ethnic cuisine. Grayce is seeking participants from the Heights due to the parking situation.

For more information: call Grayce at: 850-0762.

---By Linda Deutsch



VERY HIGH DENSITY FOR HOLLYWOOD

Brian Moore, President of the Whitley Heights Association, has been appointed by Councilwoman Stevenson to PAC. He is one of four persons, Stevenson is entitled to appoint. PAC, formally known as the Project Area Committee, is the advisory organization for the proposed Hollywood Community Redevelopment Plan.

Emphasizing that he will not be representing any political office, Brian stated that he will be representing the residents of the Hollywood community within the PAC area and those communities outside the boundaries that will be impacted by the boundary area. The general northern boundary of the Project is Franklin Avenue so that the southern boundaries of Hollywood Heights including the Magic Castle, First Methodist Church and Magic Motel are within the Project area.

Brian stated that he has been very critical of the composition of the Land-Use Subcommittee of PAC as he believes it is predominantly pro-development. He hopes that he can influence future PAC decisions to

reflect the interests of the residents of Hollywood.

The Outpost, Whitley Heights and Hollywood Heights Associations had all submitted position papers to PAC members and the staff of CRA (the Community Redevelopment Agency working on the Hollywood Redevelopment Project). These neighborhood associations wanted the Community plan density designation in Sub-Area #1 to be lowered from Very High Residential density to High Density. This had been voted down twice by PAC.

A High Density designation allows a maximum of 80 units per gross acre. A Very High Density designation does not have a cap on the number of units allowed per gross acre. There are now 3,000 units in the area.

Community participation through attendance at PAC meetings is encouraged by the CRA. The Land-Use Subcommittee at PAC meetings is encouraged by the CRA. The Land-Use Subcommittee meetings are held every third Monday at 6:00 pm at the First Presbyterian Church of Hollywood, Terrace Room No. 3; 1760 North Gower Street, Hollywood.

If you care about the future of Hollywood and its impact upon our area, attend these meetings and be heard.

--By Joyce Breiman

HOLLYWOOD HEIGHTS ASSOCIATION
2152 Rockledge Road
Hollywood, California 90068

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