HOLLYWOOD WIJEW

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The Past Meets the Future - CRA Plans for Hollywood Boulevard

bv Fran Offenhauser

After decades of paper plans for the resuscitation of Hollywood Boulevard, it appears that a recent plan by the Community Redevelopment Agency could soon begin to take shape just below Hollywood Heights. Called an "Urban Design Plan" by this powerful governmental agency, it will set the rules for residential and commercial building for the next twenty years.

While the Plan appears to offer much-needed restrictions on the expected building boom around Hollywood Boulevard, the draft still reads like a wish list and leaves questions unanswered that will have a fundamental effect on our quality of life.

The plan was explained to the Hollywood Heights Board on January 10th by representatives of the Agency. They forsee major highrise projects up to 220' tall (the height of the Holiday Inn) clustered around the intersections of Highland and Hollywood and Hollywood and Vine, catering to tourists and providing theater and entertainment; the central section of the Boulevard they envision as keeping its historic buildings and low-rise character while serving the surrounding neighborhoods' shopping needs.

The plan represents a significant downzoning from one authored by the CRA and adopted 2 1/2 years ago,

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and is thus testimony to the dogged activism of many Hollywood residents. There are "development standards" which the Agency believes will force better design in apartment buildings, limit the currently unlimited building heights, encourage owners to restore their historic buildings and force "neighborhood" uses such as bakeries and tailors back into central Hollywood.

In answer to some specific questions from our Board, the CRA explained that the Urban Design Plan does allow development far in excess of the 5 million sq. ft. they have found to be supportable from a traffic-planning standpoint.

They believe that the 4 million sq. ft. of development already proposed by developers for the intersection of Highland and Hollywood will not really happen; they will approve only 3 million sq. ft. to be built in the entire Urban Design Plan area in the next twenty years, unless in the future they can devise a traffic plan which will support more development.

The CRA also told Hollywood Heights that they were willing to include a reference to "public" review of proposed deviations from the Plan's restrictions in the text of the Plan. This will be especially important if developers attempt to build even taller high-rises that might obstruct our views.

Due to time restraints, the CRA did not address the question of how they plan to force "neighborhood" stores out of the mini-malls and on to Hollywood Boulevard.

Getty Grant in Hollywood

A \$35,000 matching grant from the Getty Preservation Program has been awarded to the Frank Lloyd Wright Freeman House on Glencoe Way. It will be used to complete an historic structure report and other documentation needed before reconstruction begins at the house. The award was one of only three in the inaugural round of the Getty's architectural preservation grants.

President's Report

By Jeffrey M. Chusid

As anyone who has attended one of our four-hour board meetings knows, a lot has been going on in and around Hollywood Heights since the last issue of the VIEW, and in this report I will discuss some of the current events affecting our community. Many items mentioned are done under the stewardship of various board members. If you have any comments or questions, contact me or the board member named after the news item. If you want to get involved with any project or issue, please call. We need you!

Development Projects

Several areas around our neighborhood are either proposed for development, undergoing development or somewhere in between.

The city has given notice that an Environmental Impact Report is being prepared for Harlon West's proposed 109-unit apartment project on the southwest corner of Camrose and Highland. We have responded with a list of topics the EIR should address, particularly the traffic problems such a project would create on Camrose. In what they apparently consider a shrewd move, Harlon West has changed the proposed apartment address from Highland to Camrose--a maneuver they think implies they have the right to exit and enter the project on Camrose.

Meantime, we are trying to get the developer to paint out the graffiti and erect a more secure fence around the site. We do not want the area to attract gang activity, and we have asked our Council office for help on this problem.

On a more pleasant note, initial plans for the Paramount Theater restoration on Hollywood Boulevard have been unveiled, and a fairly spectacular project has come from the hands of the Disney Corp. designers.

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While we support the efforts of Hollywood Heritage and others to ensure that the work complies with national and city standards for historic resetorations, we also are concerned about the type of activity the theater will generate in the area. One thing that is becoming clear--after reviewing several such projects--is that we may never again have a black sky in Hollywood at night. We will be working with various agencies to set limits on the noise, hours, lights, etc. connected with premieres and other events.

One developer willing to listen to our concerns is the Melvin Simon Co. The Hollywood Promenade breaks ground in March. This very large project surrounds the Chinese theater. Due to some unfortunate experiences with events on the Holiday Inn roof (the hotel is part of the project area) we have proposed an agreement between Promenade and us prohibiting outside musical events and certain other activities. The agreement now is circulating, naturally enough, amongst various lawyers. (contact: Ed Andrzejczyk)

A 122-unit, 45-foot tall apartment project has been proposed for the southeast corner of Franklin and Highland (across Highland from our hill.) We have met with the developers, who have promised HHA and Whitley Heights they will accept our input on choice of architects and will let us meet with the architects and review their designs consistently during the course of the project. While we have not expressed any support for the project at this time--and may never support it if we find it will have adverse impacts on the area--we are pleased a dialogue exists.

Parks

The long process of designing a county park around the Highland/Camrose bungalows continues. Supervisor Edelman's office has been very receptive to our concerns regarding safety and other issues. The county recently agreed to gate the entrance of a small parking lot so that Alta Loma Terrace residents can enter it, but Bowl patrons and others cannot. This security concession is in addition to construction of an attractive fence surrounding the green space, limited parking hours, provisions for a Park Service guard station and an on-site caretaker. The county soon will begin an EIR to evaluate the entire project. (contact: Joyce Dyrector)

A large city-owned parcel at the corner of Bonita Terrace, Hillcrest and Pinehurst has become a "people's park" through several years of loving attention from its neighbors. A monumental banyan tree and an attractive Craftsman-period bungalow share the site with other trees, lawn and community plantings. Westec patrols and lighting have been provided there by the Villa Bonita Apartments.

see next page

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Some years ago this site was bought by the city for the proposed Franklin bypass to run behind the Methodist Church. Since we finally succeeded in removing that road from the Community Plan, the land soon will be up for disposition by the city. As we never sought the city's possession of that parcel in the first place, there obviously is concern about what will happen to our park.

We have advised Councilman Woo's office that due to its important location and intensive use, this parcel must be disposed of in a manner satisfactory to the community--and its primary use as a parkland must be maintained. Those of us who have watched the children from the church's day care and Sunday School programs playing on the lawn, or enjoyed a picnic in the shade of the majestic banyan, or have just driven by this special entrance to our community know how much the park means to us.

We soon will hold a festive "Day In The Park" to acquaint ourselves and others with this community resource. Watch for an invitation in your mail. (contact: Al Siniscal)

Community Queries

Several suggestions and queries have been passed on to the HHA Board by the block captains, and we have tried to follow up on them. On one item, the Council office has indicated it will get a work crew to sweep Broadview Terrace, Alta Loma Terrace and the steps connecting Glencoe with Hightower regularly, since the city's street maintenance obviously has never done so. Another suggestionn was that all of us use Hollywood Heights in our addresses, to further establish our community as a distinct unit within the city. We are trying to get "Hollywood Heights" signs posted at Hillcrest, Sycamore, Camrose and Orchid. (contact: Dennis Spiegel)

Hollywood Redevelopment

At our January board meeting, the staff planner and project director for the Community Redevelopment Agency in Hollywood presented the Hollywood Urban Design Plan to the board and other HHA members who attended. The plan is described elsewhere in VIEW, but some points are worth making here.

As you may have read, the lawsuit filed by Save Hollywood Our Town to invalidate the CRA's Hollywood project was denied by a judge. So, while SHOT may appeal, for now the CRA's planning is the only game in town. For that reason we are drafting a careful reponse to the presentation we heard, which basically will touch on the following:

- 1) that the ability of projects to exceed certain height and bulk limits must be based on specific, clearly spelledout benefits upon which we all can agree--and not left to developers to negotiate individually with the CRA;
- 2) that transportation mitigation must track with new development, and since traffic already exceeds capacity (according to the CRA's own analysis) such mitigation must start now;
- 3) that the preservation of existing buildings and their inhabitants, whether commercial or residential, should be a priority based on a well-reasoned program of transfers of development rights and other measures, and that such programs be able to direct development towards those areas most in need;
- 4) that we take a sceptical look at any plan which on the one hand states that the maximum growth possible in the entire redevelopment area is 5 1/2 million feet--and then puts 4 million of that total at the corner of Highland and Hollywood. (contact: Fran Offenhauser)

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City Agrees to Pick Up Our Recyclables

by Joyce Breiman

As of the end of February, the City will begin picking up recyclables in our area. This will be before the City's pilot project goes into effect.

Even though HHA had agreed not to be paid for the recyclables, our recycling company continued to lose money becuse of the depressed newspaper market and expense of curbside pick-up. The recycling company gave us two weeks' notice and finished picking up for us at the end of January. There will be no pick up in February.

Working through Julie Jaskol, Recycling Coordinator for Councilman Mike Woo, the City agreed to add us to their pilot program, tentatively set to begin in April. Then Carl Haase, Assistant Manager, Solid Waste Task Force, advised that the trucks will be ready to go before the pilot project is ready, so the City will start picking up in this area in four to six weeks.

With the City picking up the, the rules change again. Only the newspapers will have to be bundled. Everything else goes into the blue bin, non-separated. Just toss the glass, aluminum cans and clear plastic (PETA bottles) into the bin. The City will not pick up cardboard, ledger paper, junk mail, magazines or telephone books.

Watch for the flyer to announce the exact date that the City will start picking up the recyclables.

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1989 HHA Committees

President Jeffrey Chusid has named the following committees, and residents are urged to join any that interest them, to help carry out 1989 projects. All committee chairman and all HHA Board members welcome your questions and your advice in any of the areas listed below.

Planning and Development

Traffic and Parking, Tom Glover, chair (Hollywood transportation plan, permit parking, street safety).

History and Preservation, Joyce Dyrector, chair (HPOZ, Highland/Camrose Bungalows, oral history project).

Regional Planning and Development, Fran Offenhauser, chair (Hollywood Blvd. urban design/CRA, Metrorail, LA 2000, Hwd. Community Plan, Promenade, Hollywood/Highland Partners).

Hollywood Heights Planning and Development, Kenneth Carswell, chair (Harlon West, 1837 Highland, Hollywood Heights parcel map).

Franklin Square, Bonnie Wolfe, chair.

Neighborhood Quality

Special Events and Noise, Ed Andrzejczyk, chair. Crime and Fire Safety, Susan Burke, chair.

Beautification, Al Siniscal, chair; Kay Murphy, Grayce Baldwin (tree planting, Pinehurst park).

Hollywood Bowl, Joyce Dyrector, chair (parking and access, security and neighborhood impact).

Membership Services

Publications, Theo Wilson, chair; Linda Deutsch, Bonnie Wolfe, Susan Burke (The *View*, *View* advertising, HHA updates, publicity).

Recycling, Joyce Breiman, chair; Allan Goldpenny. Block Captains, Dennis Spiegel, chair.

Events, Ed Andrzejczyk, chair (holiday party, general membership meetings, political education forums, earthquake preparedness).

Internal Affairs

Business, Tom Muller, chair (bylaws and rules of order, incorporation, membership).

Fundraising, Joyce Dyrector, chair. Nominations and Elections (by board action).

Liaisons

Federation of Hillside Organizations, Marilyn Glasband

Whitley Heights, Grayce Baldwin Hollywood Action Forum, Elliot Johnson Chamber of Commerce, Elliot Johnson Hollywood Heritage, Jeffrey Chusid

Tell Us Your Concerns

By Dennis Spiegel

As the newly elected Block Captain Co-ordinator, I want to advise all residents of our community that lines of communication now are open directly from you to your HHA Board of Directors.

If you have a concern, question, or grievance that you want the Board to deal with, call your local block captain (complete list follows) and he or she will call me. In turn, I will give the Board a complete report at our monthly meeting, and a response to the concern will be elicited.

We are here to serve and represent you and we will not forget it.

Block Captains

Alta Loma, Joyce Dyrector, 851-6375
Bonita-Orchid, Carl Bell, 874-8765
Broadview Terrace, Dick Ryan, 851-0295
Camrose, James McGachy, 851-2669
Franklin, Geraldine Clark, 874-7405
Glencoe Way (1939-1997), Vera Richards, 851-6706
Glencoe Way (2013-2077), Brooks Masefield, 876-2891
Hightower, Linda Pearl, 874-8013
Hillcrest Rd. (Villa Bonita), Kay Murphy, 874-9262
Hillcrest Rd. (1904-1926), Kate Graham, 874-7004
Hillcrest Rd. (1920) Donna Sekulidis, 851-5636
Hillcrest Rd. (1930-2001), Ed Andrzejczyk, 874-2606
Hillcrest Rd. (2002-2031) and (6960 Camrose) Liz

Emmanuel and Maggie Barrett, 874-9570 La Presa, Frank Specchierla, contact in person Los Altos, Jason Parker, 874-2223 N. Highland, Andrea Dietrich, 851-4695 N. Sycamore, Melinda Henderson, 850-1079 Paramount Dr., John Krach, 851-4013 Pinehurst, Herb Kornfeld, 876-9695 Paséo del Serra, Dennis Spiegel, 876-0542 Rockledge Rd., Jean Gordon, 851-1838 Woodland Way, Karen Hall, 876-6643 Yeager, Bill Fuqua, 462-2301



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HHA phoptographer Abe Perlstein caught this unusual shot of a helicopter air-lifting a tree for planting high above Camrose Drive Canyon.

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A Word About Our **Parking Problems**

By Dennis Spiegel

Hollywood Bowl patrons who park in our neighborhood are only one of our parking problems. We also contend with day to day parking needs, involving neighbor to neighbor negotiations. Since we have "limited on street parking" there usually is a race for space, and it is difficult.

According to Robert Takesaki, of the Department of Transportation: "There is no such thing as reserved parking in the City of Los Angeles", and after we carefully adhere to all street signs, all spaces are on a "first come, first served basis."

Another great problem in the hills is parking that blocks access to emergency vehicles--fire trucks, ambulances, police cars. There have been occasions when houses have been destroyed by fire because equipment could not get close. This is a bottom line safety concern where there is no compromise; residents must be ever vigilant.

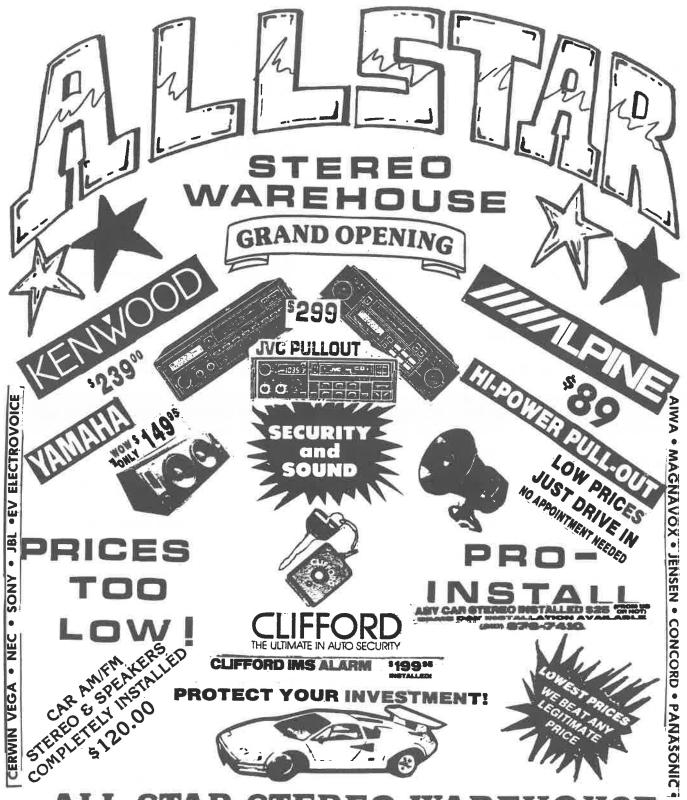
There are no real bad guys when it comes to parking problems, just a lot of frustrated people. We can all understand, and in the best of possible worlds neighbors should try to strike balances among themselves so as to accommodate everyone.

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HHA Holiday Party: It Was Fun and a Success

By Co-Chairs Karen Hall and Ed Andrzejczyk

A festive, neighborly atmosphere was provided at Yamashiro for the HHA Holiday Party last December, when more than 100 members and guests gathered to celebrate the association's last gala of 1988.

A scrumptious array of seemingly never-ending hot and cold appetizers and fancy pastries were served from 2 to 6 P.M. in the Skyview Room. Lively conversation was complimented by the music of a USC student jazz combo.

Honored guests included Councilman Michael Woo, Frankie Greenberg of Sen. David Roberti's office and Frankie Schneider of Supervisor Ed Edelman's office.

Emmy-award winning TV star Estelle Getty, one of Theo Wilson's guests, added a touch of glamor to the party. (In lieu of an Oscar, she was presented with a large poinsettia.)

A "Holiday Raffle" organized by Karen Hall was so popular it may become an annual tradition. The prizes included a \$50 dinner for two at Emilio's Restaurant in Hollywood, two tickets to the L.A. Philharmonic, \$25 in dry cleaning services at Cleaner's Land on Highland, \$40 of Kodak color film, two preview tickets for the Mark Taper Forum, a bottle of Louis Roederer champagne, a \$30 L.A. Entertainment Book, a private twilight tour for four at the Frank Lloyd Wright Freeman House, complimentary printing of 500 business cards at UCM Services on Highland.

Hall and Andrzejczyk gave "special thanks to Tom Glover and his first-class staff at Yamashiro, coordinated by Leigh Bookout."

Magic Castle Now a Landmark

The Magic Castle has been declared a landmark by the Los Angeles City Council, which approved the designation by a 12-0 vote. Once a residence, the turn-of-thecentury building at 7001 Franklin Avenue is a private club for magicians. Guests of members can come for dinner and then watch world-famous magicians perform in small theaters. Landmark status protects a building from demolition or unapproved alteration.

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Crime Report

The following criminal activity has been reported in Hollywood Heights since Thanksgiving:

- 1. Robbery at gunpoint, Camrose/Highland area.
- 2. Rape and murder of a young woman, vacant area above Highland, south of the art school.
- 3. Burglary, Camrose/Glencoe area.
- Theft, Glencoe Way
- 5. Theft, N. Sycamore.

Reduce your chances of becoming a victim by following these police recommendations:

- * Stay alert to what's happening around you.
- Watch out for each other.
- Phone network with your neighbors.
- Expand your outdoor lighting; keep some on all night.
- * Watch for strangers, let them know you're watching, ask them what they want.
- Keep underbrush cleared for fire safety and crime deterrence.

Efforts are underway to resurrect our faltering Neighborhood Watch program. Your Block Captain will contact you - or don't wait - call your Block Captain!



The elevator at Hightower, as seen through the imaginative camera eye of HHA photographer Abe Perlstein.

New Look for the View

This issue marks a couple of changes in the *View*, the first much more noticeable than the second.

First, as you will have noticed, the format of the View has changed significantly from previous issues. Let us know what you think of our new look (it was an experiment) either by dropping a note in the HHA mailbox on Camrose, or by writing direct to:

HHA View c/o P.S. It's Done! 2064 N. Sycamore Avenue Hollywood, CA 90068

Second, this issue was produced almost entirely by electronic means. If you're interested in how this was accomplished, contact P.S. It's Done at the address listed above. Enclose your telephone number, if you wish, and we'll be glad to call and talk with you.

View Staff

Theo Wilson	editor
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Contributors:

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