

HOLLYWOOD HEIGHTS VIEW

VOLUME VII ISSUE NO. 1

Established 1982 March 1988

PRESIDENT'S MESSAGE by Barbara Betlem

As President of Hollywood Heights Association I would like to commend the community and the HHA board for their many accomplishments. During the year past HHA has made achievements in these areas:

- 1) **TRAFFIC** - signal light timing, stop sign installation, Mayor's Mobility Action Committee.
- 2) **FRANKLIN SQUARE** - conditional uses, design review, market.
- 3) **HOLLYWOOD GALAXY** - downsizing, design, parking.
- 4) **MELVIN SIMON PROMENADE** - design, traffic mitigation, parking.

While the bulk of the work on these issues has been completed we must continue monitoring the progress that has been made.

Facing us today are issues both new and continuing. Without going into great detail listed below are the priorities which will come before the HHA Board and the community:

TRAFFIC

- 1) design of the Franklin/Highland intersection.
- 2) alignment of Metro Rail.
- 3) La Brea/Highland one-way couplet study.

DEVELOPMENT

- 1) downzoning Highland Ave. properties.
- 2) comprehensive plan for Highland Ave.
- 3) evaluation of Municipal Code parking ordinances.
- 4) study of development guidelines.
- 5) Community Planning Advisory Committees (CPACs).
- 6) meeting with representatives of:
Harlon West (Camrose/Highland)
Lincoln Properties (Cahuenga/Hillpark)
Matrix Equities Group (Security Pacific)
- 7) Community Redevelopment Association/Museum of Contemporary Art affordable housing at La Brea/Franklin.

ASSOCIATION

- 1) financial plan - VIEW advertising, expanded membership and fundraising.
- 2) Block Captains - information conduit between membership and Board.

HOLLYWOOD BOWL COMMITTEE

- 1) bungalow preservation.
- 2) residential parking.

SPECIAL EVENTS COMMITTEE

- 1) permit notification to Councilman and community.
- 2) permit restrictions.

NOISE COMMITTEE

- 1) bells
- 2) blowers

BEAUTIFICATION COMMITTEE

- 1) Le Jardin (community garden).
- 2) Joyce Kilmer Project (trees).

LIAISONS

- 1) Federation of Hillside and Canyon Associations
- 2) Hollywood CRA Policy Advisory Committee and subcommittees:
Hollywood Boulevard
Development Project Review & Design
Transportation
Housing and Social Needs

Hollywood is once again a community on the upswing. I see a grand opportunity for Hollywood to shine, while on the other hand we must protect our investment in Hollywood Heights. It will be in our best interest to be reasonable and available for meeting with all who will involve HHA. Let's be prepared to work hard and negotiate vigorously to both protect and enhance our very special community.

If any of these concerns are of interest to you please get in touch with, call, or button-hole a Committee Chairman, members of the Board, or your Block Captain. All of us who are working on these very important issues will welcome your questions, your input and your assistance.



NEW OFFICERS ON DECK

Barbara Betlem, a Los Angeles County child services administrator, has been elected to serve as President of the Hollywood Heights Association in 1988.

Barbara, who has held the posts of secretary and vice president of the HHA, was a founding member of the organization and has been active on numerous committees.

The new slate of officers unanimously elected by the Board of Directors also includes Melinda Henderson, vice president; Mark Hoffmann, corresponding secretary; Don Wakefield, treasurer, and Joyce Dyrektor, recording secretary.

Melinda, a health care consultant, has served for three years on the HHA board. She was acting president for part of 1986.

Joyce, a freelance writer for TV, stage and screen, has lived in the Heights for just two years and became involved in HHA soon after she moved here. She was recently elected to the board.

Don, who works in diversified floral services and consultations, is a founding member of HHA and has been treasurer since the organization began. His financial acumen makes him an irreplaceable asset to the board.

Mark, manager of a Beverly Hills boutique, distinguished himself as a board member with his collaboration with Tom Glover on an intensive traffic study of the Hollywood Heights area. The study has already brought new stop signs to the neighborhood and the city is using it to plan new traffic routes.

- By Linda Deutsch

RECYCLING

HHA members Joyce Breiman and Allan Goldpenny attended a Recycling workshop for the 13th district hosted by Councilman Michael Woo. Chairing the meeting was Kathleen Brown, Commissioner, Board of Public Works.

Bruce S. Mok, of the Solid Waste Task Force, Bureau of Sanitation, gave a slide presentation including facts about the amount of refuse generated in the City and County, over 14 million tons per year. He stated that by 1991 we will be running short of places to dispose of the waste.

The City is considering a city-wide recycling program and wanted community input about the various types of programs possible.

Carl Haase, Assistant Manager of the Solid Waste Task Force, however, estimates that it will be several years before the plan is actually implemented throughout the city. He estimates that it may take three years, possibly five, for the plan to come to Hollywood.

It seems obvious that if anything immediate in our area is to be done about recycling, it will be up to us to do it.

Consequently we are checking on rates that different recycling centers will pay us for our recyclable material and the costs for the containers. If you are interested in participating in this program or would be willing to help in getting it started, please call Joyce Breiman 876-9684 or Al Goldpenny 876-2742.

- By Joyce Breiman

HHA Board of Directors, 1988

The following directors have been elected by the Hollywood Heights Association membership to serve for one year:

Ed Andrzejczyk	874-2606
Robert Axelrod	*
Barbara Betlem	876-7978
Joyce Breiman	876-9684
Fredrica Cooper	874-5498
Linda Deutsch	851-1733
Joyce Dyrektor	851-6375
Marilyn Glasband	874-8422
Jeff Chusid	850-6278
Tom Glover	466-5125
Melinda Henderson	850-1079
Mark Hoffmann	874-9685
Elliot Johnson	850-0984
Scott Kaufer	818-954-3063
Tom Muller	969-8696
Fran Offenhauser	874-1637
Don Wakefield	851-2152
Theo Wilson	874-2934
Bonnie Wolfe	874-4897
Morgan Woodward	876-7877
(Ex Officio, Grayce Baldwin 850-0762)	

* Robert Axelrod has since moved out of the HHA area, and his resignation has been accepted with regret. He was a dedicated and hard-working HHA board member, and his work on both the Hollywood Bowl and the Nominations Committees was outstanding. We thank him and we will miss him.

TREE PLANTING IN HOLLYWOOD HEIGHTS

Two sites on the north side of Camrose between Hightower and LaPresa, where the sidewalk is wide enough (5 feet) for tree planting, have been selected for a practice planting at 9 a.m. April 2, and all those interested in participating are asked to call Ricki Cooper, 874-5498.

Two Sweet Shade trees will be installed. Permits have been obtained from the L.A. Street Tree Division, the L.A. TreePeople are giving us the use of a concrete cutter. The trees, well covers and root barriers will be purchased by the home owners on whose property the trees will be planted.

Flowering shrubs and trees also will be planted on the Yamashiro hill.

These are warm-ups for the massive planting planned on Highland between Franklin and Camrose/Milner. (The Whitley Heights board unanimously voted to participate in this endeavor).

- By Grayce Baldwin

AN IMPORTANT NOTICE FOR NEW RESIDENTS

Have you just moved into our neighborhood?

Then take advantage of the biggest bargain in the hills--membership in the Hollywood Heights Association for only \$10⁰⁰ a year in dues.

And for another \$1⁰⁰, you will receive the HHA decal for your windshield, which will allow you to get past the guards posted at all traffic intersections during the chaotic Hollywood Bowl season.

The HHA decal on your car windshield is a signal to the traffic cops and their helpers that you live in this area and should not be stopped. It has proven invaluable during past years, letting us get in and keeping parking violators out while the Bowl is active.

Membership in the HHA also means delivery of the HHA newsletter, "VIEW", which will keep you up-to-date on events affecting your life in this beautiful neighborhood. And membership will give you a chance to meet and work with residents dedicated to keeping this area as unique and charming as it is. This is a continuing challenge, and we need your help.

Join us by mailing a check for \$11--\$10 dues, \$1 auto decal--to:

Don Wakefield, HHA treasurer
2152 Rockledge Road
Hollywood, CA 90068

FACE LIFT ON THE BOULEVARD

Hollywood Boulevard finally is getting a face-lift, starting with the two blocks on the north side between Highland and Las Palmas, where fake store fronts and obsolete signs will be removed to uncover the handsome architectural details of the original building facades, which then will be cleaned and restored.

Councilman Mike Woo, kicking off the \$250,000 project, told a crowd gathered on the street: "Hollywood is a magical town. Over the years, buildings that once sparkled... have deteriorated. We are here today to bring back that sparkle".

The project also is sponsored by Hollywood Economic Revitalization Effort, whose executive director, Pompea Smith, promised: "We want to preserve the integrity of each building". The restoration is funded by the city's Community Development Department.

HARLON WEST PROJECT

The developers who want to build an apartment house at the motel site on the southwest corner of Camrose and Highland have been advised that their proposed 100 units are not acceptable

to HHA. A letter sent by Mark Hoffmann, chairman of the HHA committee for the project, stated that the present facility has 49 units and "any project larger than that would exacerbate a traffic situation that is already operating at capacity. We would support a project of 49 units".

The letter also discussed protection of our views, the need to use only Highland Avenue for ingress and egress, and, "because of the dearth of available on-street parking" the need "for sufficient underground parking at your site, to include at least 30% above legal code for guest parking".

Hoffmann also repeated the HHA request "for review and approval of final design, along with Councilman Woo and his staff". In his letter he notified the project consultant that a "negative declaration" obtained for the site was "glaringly defective" since "nowhere in it is there any mention of the horrendous traffic situation" existing on that corner during the Hollywood Bowl season.

AN "ARCHITECT'S ARCHITECT" SPEAKS ABOUT HOLLYWOOD

"What architect could fail to be seduced by Hollywood? Look at the electrographic pizzazz of Hollywood Boulevard down there below--all those glowing neon signs and illuminated towers. It truly is a Magic Kingdom"!

"What we need in Hollywood is not concentration but distribution. New buildings must insert themselves evenly into the area's rich texture, not rip the fabric with overscaled and historically insensitive mega-products".

"We need low densities that allow for open spaces and preserve the vistas of the hills beyond. Overbuilding can destroy this charming neighborhood".

"Hollywood is one of the few truly urban areas L.A. has".

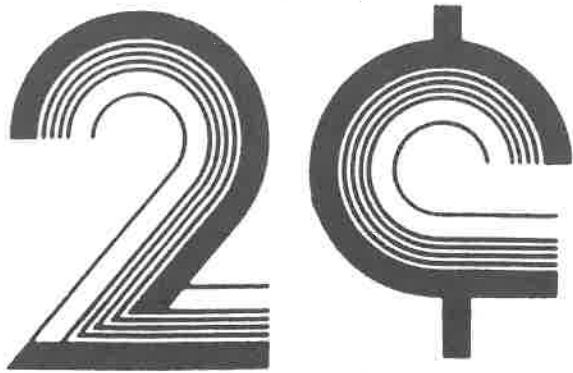
--Architect Barton Myers, as quoted in the L.A. Times, Feb. 11, 1988. Myers, a transplanted Virginian and nationally famous architect, now lives and works in Hollywood. He was appointed by Councilman Mike Woo to the design review committee which will advise Woo during Hollywood's \$1 billion redevelopment project.

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February 1988

Dear Neighbors,

Hi! We're the Hollywood Palm Hotel and we would like to say that since we moved in on March 28th 1987, it's been great being one of the neighbors.

Some of you have visited us and we would like to thank you for the many kind compliments about our service as well as our re-modelled lobby, lounge bar, coffee house, restaurant and function rooms.

To the others who have yet to visit us, we would like to extend our invitation. Our lounge bar, "Swizzles" offers free h'ordourvres amidst soothing music. One might just catch a jazz celebrity if he or she happens to be staying with us. Or try our restaurant, the "Kebaya Court" which serves exotic Singaporean/Malaysian cuisine and American too. It's open for breakfast, lunch and dinner.

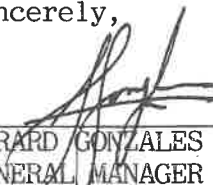
For either leisurely or quick meals, our coffee house "Palms" serves American and Oriental snacks.

Our function rooms, the "Orchid" and "Hibiscus" are ideal for meetings, weddings, parties and gatherings. We also have a Conference Room on the second floor perfect for meetings and seminars.

We'd like to be of service in any way we can. And as a treat to all our neighbors, we are offering a 20% discount on our room rates as well as our food and beverage prices at Swizzles, Palms and Kebaya Court from now till April 30th 1988. All you need do is bring a copy of this page along when you visit us.

Once again we're glad to be in the neighborhood and will keep you informed of our happenings.

Sincerely,



GERARD GONZALES
GENERAL MANAGER
HOLLYWOOD PALM HOTEL

P.S.: Beginning February 22nd, we're having an eat-all-you-can buffet lunch at the Kebaya Court. Unbelievably priced, the buffet offers a tantalising array of Singaporean dishes and desserts.

HOLLYWOOD PALM HOTEL

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WHITLEY HEIGHTS HERITAGE TOUR

Save the date: Sunday May 22 1988.

That is when our good friends and neighbors in Whitley Heights will celebrate their civic association's 65th anniversary with a tour of four of the homes that made their area a national register historic district.

"Open Houses" for this fourth annual tour include the dramatic villa where Janet Gaynor and Adrian lived, and the former residence of Chester (Boston Blackie) Morris.

Admission is \$10⁰⁰ per person for the two-hour fully narrated tour, departing every half-hour, 10 a.m. to 3 p.m., from the Lasky-DeMille Barn, opposite the Hollywood Bowl.

Free parking will be provided while you make the tour in an air conditioned mini-bus, and complimentary refreshments will be served.

For reservations, mail a check-payable to Whitley Heights Civic Association--to Whitley Heights Heritage Tour, P.O. Box 1008, Hollywood, CA 90078. Specify what time you want to take the tour. Or call 874-3318 or 851-6036 for tickets to be held in your name. Group discounts are available.

FREEMAN HOUSE RESTORATION

One of the great landmarks of the Hollywood Heights area is the Freeman House on Glencoe Way, built by Frank Lloyd Wright in 1924 and given to USC's School of Architecture by Harriet Freeman shortly before her death two years ago, at 93.

One of our new HHA board members, Jeffrey M. Chusid, a practicing architect and USC research assistant professor, is the Freeman House administrator.

In the first of what is expected to be a series of newsletters about the Freeman House, Chusid said he wanted to "share the excitement of embarking on what is essentially a mission of several years duration: restoring one of the small jewels of architecture in the United States to its deserved glory".

Harriet Freeman left \$200,000 for restoration, but, according to Chusid, "It seems likely that Harriet's gift will cover less than half of the final cost." A \$30,000 grant from the National Endowment for the Arts "to document the restoration effort . . . was our first fundraising effort, and has helped to underwrite the research taking place".

A Patron's Circle for contributors to the restoration has been established, a 15-minute videotape about the house is available, and volunteer assistance also is welcome, Chusid said. For information, call the Freeman House, 850-6278.

Chusid was among the speakers who participated in a recent two-month exhibit on "Frank

Lloyd Wright in Los Angeles: An Architecture for the Southwest" at Barnsdall Park.

- By Theo Wilson

OUR MARKET IS ON THE WAY

As all of us joyfully have noticed, the old Hughes Market finally has been torn down and construction has begun on the full-service market and smaller stores which will replace it at the corner of Highland and Franklin.

Maurice Refoua, the owner, has advised Bonnie Wolfe, chairman of the HHA committee which has worked so long on this project, that the market should be open "no later than the end of August".

He has also suggested as the name of our new shopping area: Franklin Square.



June Moore, longtime HHA member, flanked by Al Hix (left) and another bearded friend. (You guessed it, that's Peter Ustinov, and the trio was on location in Zagreb, during Ustinov's production of "Memed".) Hix, a USC Journalism School graduate, has been a freelance film flack in Europe for 35 years, and June frequently joined him on locations from Morocco to Finland. Now a Glencoe Way resident and HHA member, Hix says he has noticed "many changes in Hollywood over the past 20 years. . . but what hasn't change is the warmth and camaraderie of the Hills. That feeling was the high spot of my visits back here--after June, of course".

CELEBRTY CORNER

Photography is only one of the many talents of HHA member STEVEN PALEY, who took this shot of the Hightower and used it as his Christmas card. A Hightower resident since 1976, Paley has such strong civic pride that he has been known to use a toothbrush and steel wool to remove graffiti.

Educated at Columbia University, the former Bronxville, N.Y. resident has been head of the music departments for Orion Pictures and The Ladd Co., director of talent acquisition for Epic Records, and assistant to director George Roy Hill on "The World of Henry Orient" and "Hawaii". He also produced "20/20" for ABC/TV for one year, shorts for NPR's "All Things Considered", and Nelson Riddle radio specials.

His latest project, which took six months to research, compile and edit, is a four-hour radio show based on the life and career of the great diva, Maria Callas. Told mostly in her own words, the show is 60% music, 40% talk and was inspired by the research, personal knowledge and conversations with Callas of John Ardoin, Dallas Morning News music critic and author of three books on Callas.

The show was heard in one-hour segments on KUSC during February, and it is scheduled for 300 stations nationwide on American Public Radio. It is available on cassette tape.

Write to Paley at P.O. Box 747, 1765 N. Highland Ave.,
Hollywood, CA 90028.

- *By Grayce Baldwin*



Hightower at night, by Steven Paley.



Steven Paley

★ ★

LOS ANGELES COMES OF AGE

This is the title of a highly recommended lengthy, in depth article in the January 1988 issue of "The Atlantic Monthly" which describes our city like this:

“Once a prosperous but provincial regional metropolis, greater Los Angeles has become America’s true second city—second only to New York in economic power and cultural influence. And Los Angeles rivals New York in attracting ambitious people who want to make it, in almost every professional endeavor and field of business. If present trends continue, and if certain nagging problems don’t overwhelm the metropolitan area, Los Angeles might even emerge as the Western Hemisphere’s leading city in the early twenty-first century”.

The lavishly illustrated article asks: "Who would suspect that greater Los Angeles is the nation's largest manufacturing location, in terms of value of goods produced? Or that it boasts greater absolute retail sales than the New York City metropolitan area, with its population of 18 million"?

Over the headline of the article, the magazine editors wrote: "The city is experiencing rapid growth and big problems, and—ever the trendsetter—dealing with both in ways that every urban area in the country can learn from".

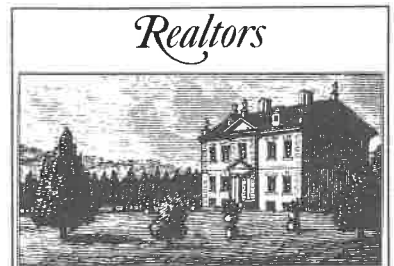
We recommend reading the article: it is crammed with fascinating information about Los Angeles, Hollywood, our "thriving art scene", our "excellent new restaurants" and hotels, and our problems with traffic and smog.

- *By Theo Wilson*

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LARRY WOLFE'S MANY TALENTS: FROM PROSECUTOR TO PLAYWRIGHT ---AND MORE!

Area playwright L. Nathaniel Wolfe, better known to most Hollywood Heights residents as Larry Wolfe, husband of novelist and HHA Board member Bonnie Wolfe, has received the welcome news that his new play, "Sweet Victory", will have its premiere performance this season at the EDEN Theatre in Denver, Colorado.

As an L.A. County deputy district attorney, Larry was a senior trial attorney prosecuting murderers, rapists, and an assortment of burglars and scam artists during the last 16 years.

Larry is the author of "Sweet Victory" and "Lifer", both full length plays; a novel, "The Easter President", and three screenplays. His first professional work (1968) was writing three episodes of "Star Trek". One episode, entitled "The Ultimate

Computer", is considered by most "Trekies" as the best in the series.

To devote more time to his writing, Larry left the District Attorney's office in February.

Asked by HHA View what he's going to do now that he's quit the eight-hour-a-day routine, he said, "I am going to devote full time to writing; well perhaps not full time: I am going to be an *Author's Representative* (a nice name for a Hollywood agent) and also have a small law practice, the kind that serves artists, writers, and people working in creative fields. Maybe I'll take a criminal case now and again--that's really my area of legal expertise--but I don't want to end up spending all my days in court again".

☆☆

Excerpt from "The Best of the L.A. Weekly" Newspaper:

BEST UNPRETENTIOUS EXERCISE CLASS - TOBIE COLUMBUS. Exercise has come a long way since the days of sweat pants and jumping jacks. For some people it's come too far. If you find yourself suffering from aerobi-phobia - fear of going to pretentious exercise classes - Tobie can help. They don't dress up for this class. You'll workout with friendly people in classes that have a sense of humor. Classes are taught by either Tobie or Judy, both of whom vary their music and moves to keep the classes interesting and fun....

Beginning and intermediate dance, low-impact aerobics, weights & rubberbands, stretch & tone classes.

MON. thru. THURS. 6:30 p.m. SAT. 10:00 a.m. Room 211 of The First Methodist Church at Highland & Franklin. \$35. UNLIMITED CLASSES

Call Tobie at Phase 2: Beyond Aerobics (213) 663-4957. In home group & private EXERCISE, DANCE and POSTNATAL Classes also available.



Everybody had a good time at our annual Christmas Party, as is evident from the beaming faces surrounding our new president Barbara Betlem (seated center).

Photo by Lee Ringuette

PREPARING FOR THE BIG ONE

Nearly 50 residents ignored one of the worst wind and rain storms of the season last January 17 to attend an earthquake preparedness seminar conducted at the deMille-Laskey Barn by Larry Ehrmann, USC safety administrator--and they learned a lot.

The seminar was sponsored by HHA, the Whitley Heights Civic Assn., and Hollywood Heritage.

Ehrmann, a witty and colorful speaker, told the group that unlike the '71 quake, which was "confined to a relatively small area", the big one coming in the future "will encompass most or all of Southern California. Every one of us will be touched by this earthquake."

Everytime you feel a quake, he said, "pretend it is the big one, because you don't know". and if you have prepared yourself "you will stay calm, you will take control".

Ehrmann showed the group how to shut off water, gas and electricity in emergencies, and reminded us to keep a wrench stored in a specific location where it will be available immediately for this purpose.

He described methods of securing furniture, heavy mirrors and appliances, listed the quantities and types of food, water and medication that should be stored in each household, told us exactly what to do when an earthquake hits if you are inside or outside or in a car, and told his listeners: "I always carry a flashlight with me, all of the time".

The life-saving tips and preparedness guidelines are contained in a pamphlet many of us bought at the end of the seminar: "Earthquake Preparedness: For Office, Home, Family and Community", which can be purchased by mail. Send a check or money order for \$4 to Lafferty and Associates, Inc., P.O. Box 1026, La Canada, CA 91011 or call (818) 952-5483 for information.

- By Theo Wilson



Larry Ehrmann



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A REVIEW

We were proud to witness the triumphant performance of our good neighbor Bob Higgins (Equity name James Higgins) in a limited run of the production of "After The Merrill Wake", by Bruce McIntosh at the Directors Theatre in Hollywood.

In the lead role of the father, Higgins proved to be a skilled and versatile craftsman, who deftly handled the full emotional range demanded by the part.

Higgins, president of the Whitley Heights Civic Assn., hails from London. He appeared on Broadway in such productions as "Whose Life Is It Anyway?", "The Winslow Boy", "Stevie", and "Amadeus". His TV credits include "Cagney and Lacey", "Crazy Like A Fox", and many soaps.

- By Grayce Baldwin

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(Hollywood Heights Association)

ANNUAL DUES: \$10⁰⁰

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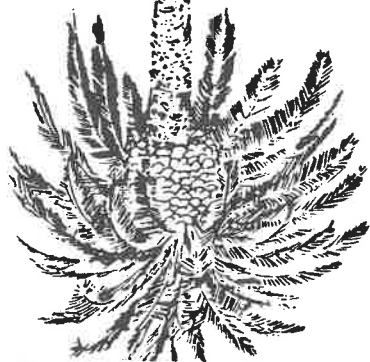


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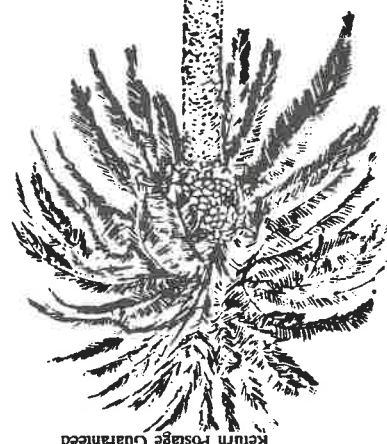
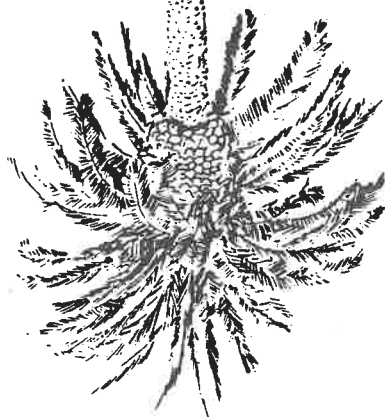
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