

DEPARTMENT OF
CITY PLANNING
OFFICE OF HISTORIC RESOURCES
200 N. SPRING STREET, ROOM 620
LOS ANGELES, CA 90012-4801

CULTURAL HERITAGE COMMISSION

MARY KLAUS-MARTIN
PRESIDENT

RICHARD BARRON
ALMA M. CARLISLE
CARLOS SINGER
STANLEY STALFORD, JR.

COMMISSION OFFICE
(213) 978-1300

CITY OF LOS ANGELES
CALIFORNIA



ANTONIO R. VILLARAIGOSA
MAYOR

EXECUTIVE OFFICES

S. GAIL GOLDBERG, AICP
DIRECTOR
(213) 978-1271

GORDON B. HAMILTON
DEPUTY DIRECTOR
(213) 978-1272

ROBERT H. SUTTON
DEPUTY DIRECTOR
(213) 978-1274

FAX: (213) 978-1275

INFORMATION
(213) 978-1270
www.lacity.org/PLN

Date **APR 19 2007**

Los Angeles City Council
Room 395, City Hall
200 North Spring Street
Los Angeles, California 90012

ATTENTION: Barbara Greaves, Legislative Assistant
Planning and Land Use Management Committee

CASE NUMBER: **CHC-2006-8212-HCM**
GARBER HOUSE
6058 SCENIC AVENUE

At the Cultural Heritage Commission meeting of April 5, 2007, the Commission moved to include the above property in the list of Historic-Cultural Monuments, subject to adoption by the City Council.

As required under the provisions of Section 22.126 of the Los Angeles Administrative Code, the Commission has solicited opinions and information from the office of the Council District in which the site is located and from any Department or Bureau of the city whose operations may be affected by the designation of such site as a Historic-Cultural Monument. Such designation in and of itself has no fiscal impact. Future applications for permits may cause minimal administrative costs.

The City Council, according to the guidelines set forth in Section 22.125.1 of the Los Angeles Administrative Code, shall act on the proposed inclusion to the list within 90 days of the Council or Commission action, whichever first occurs. By resolution, the Council may extend the period for good cause for an additional 15 days.

The Cultural Heritage Commission would appreciate your inclusion of the subject modification to the list of Historic-Cultural Monuments upon adoption by the City Council.

The above Cultural Heritage Commission action was taken by the following vote:

Moved: Commissioner Singer
Seconded: Commissioner Barron
Ayes: Commissioner Martin
Absent: Commissioner Carlisle
Vote: 3-0 (1 vacancy)


Sheldred Alexander, Commission Executive Assistant
Cultural Heritage Commission

SA

Attachment: Staff Report with Findings

c: Councilmember Tom LaBonge, Fourth Council District
Mary Bergstrom and Jonathan Chajet, Owner/Applicant
Charles J. Fisher, Applicant's Representative



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INFORMATION
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www.lacity.org/PLN

Date: **APR 19 2007**

Mary Bergstrom and Jonathan Chajet, Owner/Applicant
6058 Scenic Avenue
Los Angeles, CA 90068

CERTIFIED MAIL
RETURN RECEIPT REQUESTED

CASE NUMBER: **CHC-2006-8212-HCM**
GARBER HOUSE
6058 SCENIC AVENUE

As you will note from the attached copy of our communication to the Los Angeles City Council, the Cultural Heritage Commission has moved to include the above-referenced property in the list of Historic-Cultural monuments, subject to adoption by the City Council.

In due course, our transmittal will be given a council file number and will be referred to the Council's Planning and Land Use Management Committee for review and recommendation. If you are interested in attending the Council Committee meeting, you should call Barbara Greaves at (213) 978-1068 for information as to the time and place of the Committee and City Council meetings regarding this matter. Please give Ms. Greaves at least one week from the date of this letter to schedule this item on the Committee Agenda before you call her.

Sheldred Alexander, Commission Executive Assistant
Cultural Heritage Commission

SA

Attachment: CHC Declaration Letter to Council and Staff Report with Findings

C: Charles J. Fisher, Applicant's Representative
Notification List
GIS



Los Angeles Department of City Planning RECOMMENDATION REPORT

CULTURAL HERITAGE COMMISSION

CASE NO.: CHC-2006-8212-HCM

HEARING DATE: April 5, 2007
TIME: 10:00 AM
PLACE: City Hall, Room 1010
200 N. Spring Street
Los Angeles, CA
90012

Location: 6058 Scenic Avenue
Council District: 4
Community Plan Area: Hollywood
Area Planning Commission: Central
Neighborhood Council: Hollywood United
Legal Description: Lot 2 of FR13, Beachwood
Park Tract

PROJECT: Historic-Cultural Monument Application for the
GARBER HOUSE

REQUEST: Declare the building a Historic-Cultural Monument

**APPLICANT &
OWNER:** Mary Bergstrom and Jonathan Chajet
6058 Scenic Avenue
Los Angeles, CA 90068

**APPLICANT'S
REPRESENTATIVE:** Charles J. Fisher
140 S. Avenue 57
Los Angeles, CA 90042

RECOMMENDATION **That the Cultural Heritage Commission:**

1. **Declare** the property a Historic-Cultural Monument per Los Angeles Administrative Code Section 22.125.
2. **Adopt** the report findings.

S. GAIL GOLDBERG, AICP
Director of Planning

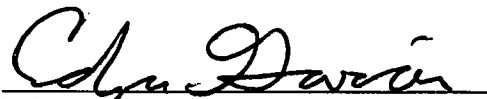


Ken Bernstein, Manager
Office of Historic Resources



Lambert M. Giessinger, Architect
Office of Historic Resources

Prepared by:



Edgar Garcia, Preservation Planner
Office of Historic Resources

Attachments: July 17, 2006 Historic-Cultural Monument Application

FINDINGS

The building “embodies the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction” as an example of Tudor Revival residential architecture in the Hollywood area.

CRITERIA

The criterion is the Cultural Heritage Ordinance which defines a historical or cultural monument as any site (including significant trees or other plant life located thereon) building or structure of particular historic or cultural significance to the City of Los Angeles, such as historic structures or sites in which the broad cultural, economic, or social history of the nation, State or community is reflected or exemplified, or which are identified with historic personages or with important events in the main currents of national, State or local history or which embody the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction, or a notable work of a master builder, designer or architect whose individual genius influenced his age.

DISCUSSION

Built in 1922 and located adjacent to the Hollywoodland area in Beachwood Park, this house exhibits character-defining features of English Tudor Revival style architecture. The primary façade facing the street is asymmetrically composed. It includes an off-center arched vestibule and groupings of triple casement windows. The roof is a single dominant front gable with half-timbered vergeboards. Adjacent to the house and located on the property is a two-story, gabled roof garage built in 1939 with residential unit on second floor. It features a smooth stucco finish, Gothic-style plaster details, and triple casement windows.

The proposed Garber House historic monument exhibits character-defining features that include brick wall cladding, half timbering, and wood trim. The arched entryway features a recessed two-panel door with multi-paned glass in a semi-oval shape. The steeply pitched gabled roof also has three gable dormers and two centered chimneys. The interior features open beamed ceilings, brushed tile, wooden floors, and built-in cabinetry.

The house is the work of architect Herbert A. Linthwaite, AIA. Linthwaite is noted for inventing a type of construction method for concrete buildings in the 1920s: the “hollow concrete wall.” Possessing exclusive rights to build with this system, Linthwaite used this method in several buildings in Los Angeles during this time period.

The Garber House property successfully meets one of the specified Historic-Cultural Monument criteria: “embodies the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction.” As a residential building designed by in the Tudor Revival style, the property qualifies for designation as a Historic-Cultural Monument based on these criteria.

BACKGROUND

At its meeting of November 2, 2006, the Cultural Heritage Commission voted to take the application under consideration. On February 1, 2007, the Cultural Heritage Commission toured the subject property.

Los Angeles Department of City Planning

RECOMMENDATION REPORT

CULTURAL HERITAGE COMMISSION

DATE: November 2, 2006
TIME: 10:00 AM
PLACE: City Hall, Room 1010
200 N. Spring Street
Los Angeles, CA 90012

CASE NO.: CHC-2006-8212-HCM

Location: 6058 Scenic Avenue
Council District: 4
Community Plan Area: Hollywood
Area Planning Commission: Central
Neighborhood Council: Hollywood United
Legal Description: Lot 2 of FR13, Beachwood
Park Tract

PROJECT: Historic-Cultural Monument Application for the
GARBER HOUSE

REQUEST: Declare the building a Historic-Cultural Monument

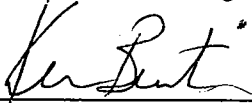
**APPLICANT &
OWNER:** Mary Bergstrom and Jonathan Chajet
6058 Scenic Avenue
Los Angeles, CA 90068

**APPLICANT'S
REPRESENTATIVE:** Charles J. Fisher
140 S. Avenue 57
Los Angeles, CA 90042

RECOMMENDATION That the Cultural Heritage Commission:

1. **Take the property under consideration** as a Historic-Cultural Monument per Los Angeles Administrative Code Section 22.125 because the application and accompanying photo documentation suggest the submittal may warrant further investigation.
2. **Adopt** the report findings.

S. GAIL GOLDBERG, AICP
Director of Planning



Ken Bernstein, Manager
Office of Historic Resources



Lambert M. Giessinger, Architect
Office of Historic Resources

Prepared by:



Edgar Garcia, Preservation Planner
Office of Historic Resources

Attachments: July 17, 2006 Historic-Cultural Monument Application
ZIMAS Report

SUMMARY

Built in 1922 and located adjacent to the Hollywoodland area in Beachwood Park, this house exhibits character-defining features of English Tudor Revival style architecture. The primary façade facing the street is asymmetrically composed. It includes an off-center arched vestibule and groupings of triple casement windows. The roof is a single dominant front gable with half-timbered vergeboards. Adjacent to the house and located on the property is a two-story, gabled roof garage built in 1939 with residential unit on second floor. It features a smooth stucco finish, Gothic-style plaster details, and triple casement windows.

The proposed Garber House historic monument exhibits character-defining features that include brick wall cladding, half timbering, and wood trim. The arched entryway features a recessed two-panel door with multi-paned glass in a semi-oval shape. The steeply pitched gabled roof also has three gable dormers and two centered chimneys. The interior features open beamed ceilings, brushed tile, wooden floors, and built-in cabinetry.

The house is the work of architect Herbert A. Linthwaite, AIA. Linthwaite is noted for inventing a type of construction method for concrete buildings in the 1920s: the "hollow concrete wall." Possessing exclusive rights to build with this system, Linthwaite used this method in several buildings in Los Angeles during this time period.

CRITERIA

The criterion is the Cultural Heritage Ordinance which defines a historical or cultural monument as any site (including significant trees or other plant life located thereon) building or structure of particular historic or cultural significance to the City of Los Angeles, such as historic structures or sites in which the broad cultural, economic, or social history of the nation, State or community is reflected or exemplified, or which are identified with historic personages or with important events in the main currents of national, State or local history or which embody the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction, or a notable work of a master builder, designer or architect whose individual genius influenced his age.

FINDINGS

Based on the facts set forth in the summary and application, the Commission determines that the application is complete and that the property is significant enough to warrant further investigation as a potential Historic-Cultural Monument.

**HISTORIC-CULTURAL MONUMENT
APPLICATION**

TYPE OR HAND PRINT IN ALL CAPITAL BLOCK LETTERS

IDENTIFICATION

1. NAME OF PROPOSED MONUMENT GARBER HOUSE (NAMED AFTER ORIGINAL OWNER)
2. STREET ADDRESS 6060 SCENIC AVENUE (CURRENT), 6058 SCENIC AVENUE (ORIGINAL)
CITY LOS ANGELES ZIP CODE 90068 COUNCIL DISTRICT CD-4
3. ASSESSOR'S PARCEL NO. 5586-009-002
4. COMPLETE LEGAL DESCRIPTION: TRACT BEACHWOOD PARK
BLOCK NONE LOT(S) FR13 ARB. NO. 2
5. RANGE OF ADDRESSES ON PROPERTY 6058 SCENIC AVENUE - 6060 SCENIC AVENUE
6. PRESENT OWNER MARY BERGSTROM AND JONATHAN CHAJET (MARRIED)
STREET ADDRESS 6060 SCENIC AVENUE
CITY LOS ANGELES STATE CA ZIP CODE 90068 PHONE (323) 462-7006 (503) 288-3841
OWNER IS: PRIVATE PUBLIC DISCONNECTED
7. PRESENT USE MULTI-FAMILY RESIDENCE ORIGINAL USE SINGLE FAMILY RESIDENCE

DESCRIPTION

8. ARCHITECTURAL STYLE ENGLISH REVIVAL COTTAGE, A SMALLER VERSION OF THE ENGLISH TUDOR REVIVAL
(SEE STYLE GUIDE)
9. STATE PRESENT PHYSICAL DESCRIPTION OF THE SITE OR STRUCTURE (SEE OPTIONAL DESCRIPTION WORK SHEET)
SEE ATTACHED

HISTORIC-CULTURAL MONUMENT
APPLICATION

NAME OF PROPOSED MONUMENT GARBER HOUSE

10. CONSTRUCTION DATE: FACTUAL 1922 ESTIMATED _____

11. ARCHITECT, DESIGNER, OR ENGINEER HERBERT A. LINTHWAITE

12. CONTRACTOR OR OTHER BUILDER BASLER AND ROGERS

13. DATES OF ENCLOSED PHOTOGRAPHS JUNE 2006
(8X10 BLACK AND WHITE GLOSSY)

14. CONDITION: EXCELLENT GOOD FAIR DETERIORATED NO LONGER IN EXISTENCE

15. ALTERATIONS

IN 1939, A SECOND BUILDING WAS ADDED TO THE PROPERTY: A ONE CAR GARAGE IN THE FIRST STORY, AND A ONE BEDROOM SERVICE APARTMENT IN THE SECOND STORY.

16. THREATS TO SITE: NONE KNOWN PRIVATE DEVELOPMENT VANDALISM PUBLIC WORKS PROJECT

ZONING OTHER SIGNIFICANT INVESTMENT REQUIRED TO RESTORE

17. IS THE STRUCTURE: ON ITS ORIGINAL SITE MOVED UNKNOWN

AND MAINTAIN CONDITION

SIGNIFICANCE

18. BRIEF STATE HISTORICAL AND/OR ARCHITECTURAL IMPORTANCE: INCLUDE DATES, EVENTS, AND PERSON ASSOCIATED WITH THE SITE (SEE OPTIONAL SIGNIFICANCE WORK SHEET)

SEE ATTACHED

19. SOURCES (LIST BOOKS, DOCUMENTS, SURVEYS, PERSONAL INTERVIEWS WITH DATES)

SEE ATTACHED

20. DATE FORM PREPARED JUNE 23, 2006 PREPARER'S NAME MARY BERGSTROM

ORGANIZATION — STREET ADDRESS 6060 SCENIC AVENUE

CITY LOS ANGELES STATE CA ZIP CODE 90068 PHONE (303) 288-3841

9. STATE PRESENT PHYSICAL DESCRIPTION OF THE SITE OR STRUCTURE

Garber House is a two-story, English Revival, assymetrical square plan residence of brick finish, half-timbering and wood trim. Its steeply-pitched, medium gable roof is asphalt and features three gable dormers with overhand. Glass, multi-paned casement windows are part of the design. The arched entryway features a recessed, two-panel door with multi-paned glass in a semi-oval shape. Additional character defining elements of the structure are two centered chimneys, a closed veranda porch, second floor balcony off the master bathroom, and a stoop leading to an informal garden with a lemon tree and creeping rose bushes.

A secondary building consists of a one car garage and yoga studio on the first floor, and a one bedroom apartment with private entrance on the second floor.

Significant interior spaces include butler's kitchen, open-beamed ceilings, brushed tile and wooden floors, built-in dining room cabinets, and recessed shelves throughout.

The first Tudor Revival buildings in the United States were built in the late 1890s. In Los Angeles, the first Tudor style buildings were built in the early 1900s, and the style became very popular through the 1920s and 1930s, especially in suburban areas.

The Tudor Revival style is an architectural style that grew out of the 19th century movement away from the "modern" industrial revolution and towards a more "romantic" historicism. The style is based on English cottages of the late Medieval and early Renaissance period (16th and early 17th centuries). The English Revival Cottage is a smaller version of the Tudor with brick walls instead of stucco and less half-timbering.

English Tudor Revival is a common style in Beachwood Park, adjacent to Hollywoodland. The development was originally intended to be a gated community with strict architectural regulations. It was one of the first case-study real-estate developments. Initially, the development had four approved architectural styles, French Normandy, English-Tudor, Mediterranean revival, and Spanish revival. The developers hired noteworthy Spanish and Mediterranean revival architect Jon DeLario as lead architect for the development. He designed many of the original homes, most of which are still intact today.

The Tudor and English Revival styles features can be found mixed with Shingle, Queen Anne Revival, and Stick and Eastlake styles.

**18. BRIEFLY STATE HISTORICAL AND/OR ARCHITECTURAL IMPORTANCE:
INCLUDE DATES, EVENTS, AND PERSON ASSOCIATED WITH THE SITE**

Garber House is an important example of English Revival Cottage architecture and meets the cultural heritage ordinance because of the high quality of its design and retention of its original form, detailing and integrity.

In addition, Garber House was built in 1922 by Herbert A. Linthwaite, an architect who invented the "hollow channel concrete wall", which played an important role in the development of construction in Los Angeles. Mr. Linthwaite's company owned the exclusive rights to build with this system, and he used it in several important properties in Los Angeles, including 1605 San Vicente Blvd in Santa Monica, originally built for Donald Parkinson of Parkinson & Parkinson Architects.

Finally, Garber House was commissioned by Winifred Garber, who lived in the property with her daughters. The Garber family were important in the development of Los Angeles, because of their active, vocal contribution to the editorial pages of the Los Angeles Times during the 1920s and 1930s.

19. SOURCES

1920 United States Federal Census, *Ancestry.com*

More About Opera, *Los Angeles Times*, 10/26/1920

Application for the Erection of Buildings, City of Los Angeles Department of Buildings, 10/3/1921

Application for the Erection of Buildings, City of Los Angeles Department of Buildings, 6/16/1922

Letters to the Times, *Los Angeles Times*, 10/5/1922

New System for Construction of Concrete Hollow Wall Invention of L.A. Architect, *Southwest Builder and Contractor*, 10/6/1922

No Other Flag, *Los Angeles Times*, 10/9/1922

Hospitals and Poor Houses First, *Los Angeles Times*, 12/23/1927

Letters to the Times, *Los Angeles Times*, 1/22/1934

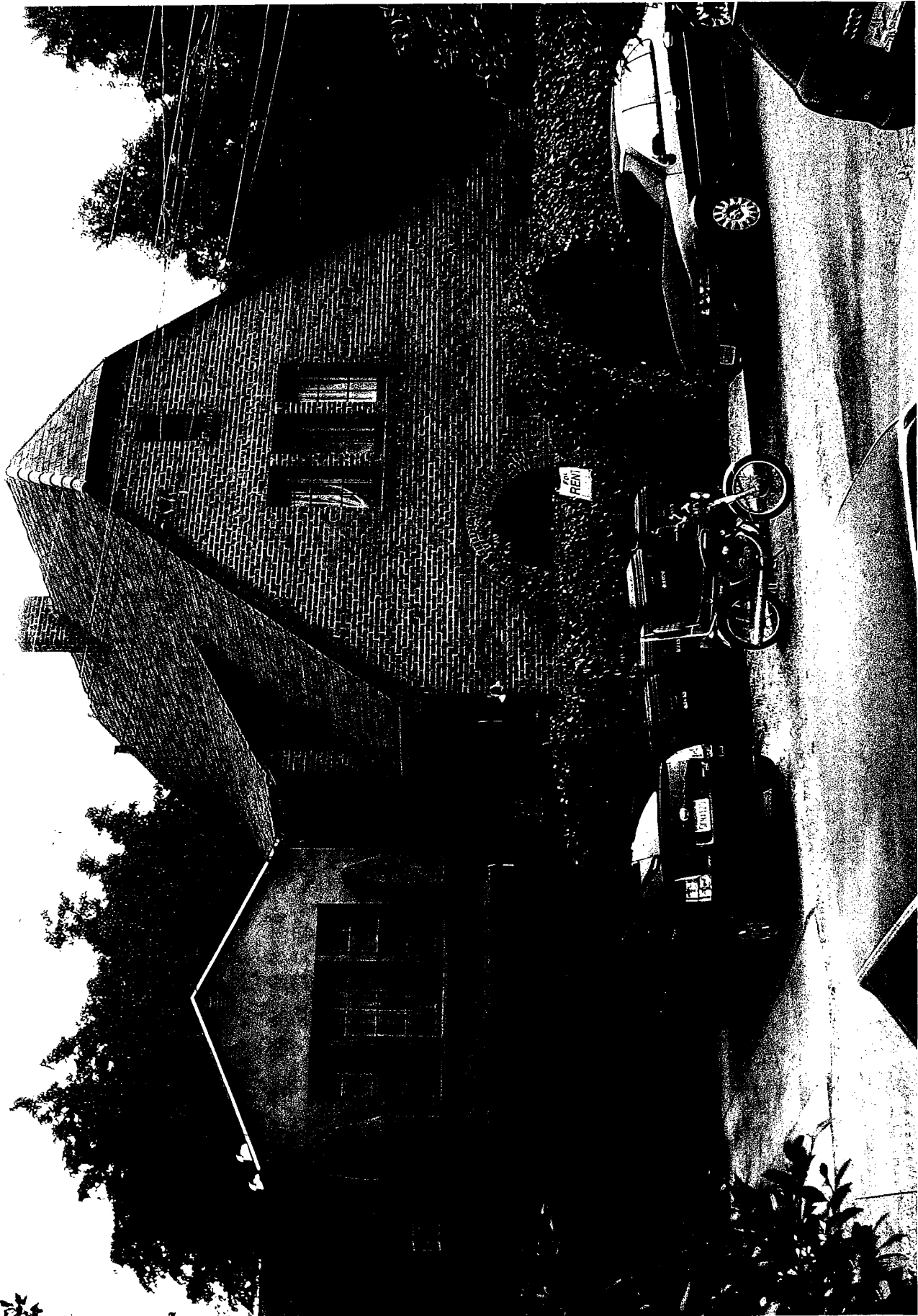
Application to Alter, Repair, Move or Demolish, City of Los Angeles Department of Building and Safety, 5/4/1939

Obituaries, *Los Angeles Times*, 11/11/1961

Report of Residential Property Records, City of Los Angeles, 6/30/2004

Parcel Profile Report, City of Los Angeles Department of City Planning, 5/27/2005

Hollywoodland Historic Neighborhood Profile, Dino Williams, Historian, Date Unknown



Hollywoodland Historic Neighborhood Profile



Early days at the Hollywood Realty Office

Hollywoodland is located at the northern end of Beachwood Canyon just below Mt. Lee, neighboring Griffith Park. Twenty years after the city of Hollywood was founded, and thirteen years after Hollywood merged with Los Angeles, the Hollywoodland Realty Building was constructed in 1923, at 2700 North Beachwood Drive. Several years before Hollywoodland was established, Albert Beach had already paved the first road into

the hills in 1911, naming it Beachwood Drive. The neighborhood has retained its natural beauty over the years. The hills and canyons in Hollywoodland are still covered with sage and sumac, oak trees, eucalyptus, and poppies.

Hollywoodland was a prestigious, planned development of a 500-acre subdivision atop Beachwood Drive, known as the Sherman & Clark Ranch, by a five-member real estate syndicate. The syndicate included Harry Chandler of the *Los Angeles Times*, General M.H. Sherman, (after which Sherman Oaks was named), E.P. Clark, of the original ranch on the land, and developers Sydney Woodruff and Tracy E. Shultz. The same syndicate was known as the Title Insurance & Trust Company of Los Angeles. They intended for Hollywoodland to extend all the way to Lake Hollywood, but with the stock market crash in 1929, their plans came to a halt.

Developers Sydney Woodruff and Tracy E. Shultz conceived of "Hollywoodland" as a neighborhood with a "superb environment without excessive cost on the Hollywood side of the hills." They hired noteworthy Spanish and Mediterranean revival architect Jon DeLario as lead architect for the development. He designed many of the original homes, most of which are still intact today. The original plan included a gated entrance, and a community center with tennis courts and a pool. Horse stables were also built in the canyon, and Hollywoodland residents could ride, English saddle, to Lake Hollywood. The developers hired and brought a team of stonemakers from Italy to Hollywoodland to complete several architectural elements for the neighborhood, including retaining walls, entry towers, and stairways winding up the canyon.



Hollywoodland during construction

The same real estate company was responsible for mounting the Hollywood sign, which eventually became Los Angeles' greatest monument. At that time, many groups opposed the development of the hills and the placement of the sign.

The developers had plans to extend Hollywoodland to the east, but these plans were cancelled once the Depression hit. Their grand plans for the community came to halt only six years after they began.

Many early film stars and other film industry players took up residence in the neighborhood, building fantasy castles that affirmed their status as Hollywood royalty. Like other parts of Los Angeles, early Hollywoodland real estate was targeted to wealthy winter visitors from the East Coast. Until the 1929 stock market crash, developers promised winter visitors that, when they returned the following year, their homes would be ready.

Great cowboy artist Charles M. Russell lived in Hollywoodland and found many subjects for his paintings in the undeveloped canyon. Painter Edward Biberman also lived in Hollywoodland in the 1950s, and sculptor Salvatore Scarpitta also lived in the neighborhood at one time. Many writers and directors have also lived in the neighborhood, such as, Herbert Biberman, who was a major figure during the McCarthy era. Writer Aldous Huxley was living on the hill on Deronda Drive, until a fire destroyed 24 homes in 1961. James M. Cain, the author of *The Postman Always Rings Twice*, was a member of the community, as well.

Mack Sennett of Keystone Kop fame owned the land at the highest point of Mt. Lee. He had plans for John de Lario to design an 18-acre estate on this crest, but it was never built and the property was sold before a home was built on it. The flat top later became a radio station that is now used as a communication post.

Hollywoodland has housed numerous celebrity residents such as Doris Day, Lowell Thomas, Bela Lugosi, Melissa Manchester, Bugsy Siegel, Vincent Price, Connie Selleca, and many more. Musicians such as Peter Tork, of the Monkees, and Stan Kenton lived in Hollywoodland. In addition, Busby Berkeley lived on Beachwood in the early years, in a home now owned by Ned Beatty. Humphrey Bogart lived on LedgeWood in a Tudor mansion. Madonna took up residence in an early Hollywoodland mansion for a number of years.



An original house after construction

Hollywoodland was originally intended to be a gated community with strict architectural regulations. It was one of the first case-study real-estate developments. Initially, the development had four approved architectural styles, French Normandy, English-Tudor, Mediterranean revival, and Spanish revival. Once the developers bowed out in the 1940s, architectural restrictions were lifted and people

began to build to suit their own tastes. When land was cheap in the 1960s, numerous platform homes were built.



Hillside living means many stairways

Hollywoodland, today, has a wide range of architectural styles. In the 1980s, some of the spaciousness of the area was lost when massive homes were built, overwhelming their lots. Most homes, however, are attractively situated on the hillside, which gives the neighborhood its striking character. There are a number of whimsical styles represented in the area including, vine-covered cottages, Tudor revival homes, and Normandy style castles, all of which seem as though they could have been used as movie sets when the tract was first developed.

Few, if any, homes have been converted for multi-family use over the years and the neighborhood remains upper middle class, though a wide range of ethnicities are represented.

Although no historic preservation overlay zone exists in Hollywoodland, a design review process is in effect. This Design Review board of the City of Los Angeles helps ensure that alterations and new

construction are keeping within the neighborhood flavor. Hollywoodland attracts residents who generally wish to maintain the history and charm of the neighborhood.

Few homes have ever been torn down or lost, except for 54 homes that perished in the hillside fire of 1961. Almost a third of the homes in the neighborhood are original, in close to their original condition. These original houses from the 1920s and 1930s are mixed with homes that were built over the course of the twentieth century. There are many vacant lots that were plotted by the early plan.

Unfortunately, a large number of Exceptions to the Hollywoodland Specific Plan in recent years has threatened to erode the cohesive "European Village" character of the neighborhood. Most recently, a controversial Exception case along Durand Drive involved the construction of a private fence affecting City of Los Angeles Historic-Cultural Monument No. 535 -- Hollywoodland's Historic Granite Retaining Walls and Interconnecting Granite Stairs. Because the Specific Plan expressly prohibits walls and fences from being constructed on granite walls located within the public right of way, the effectiveness of this neighborhood plan has seemed increasingly in doubt. The Committee to Save the Hollywoodland Specific Plan and the preservation organization Hollywood Heritage have therefore filed a legal challenge to this approval in order to protect the integrity of the Specific Plan and the unique ambiance of this historic neighborhood.



Hollywoodland sign

The world famous 'Hollywood' sign is clearly the neighborhood's most significant landmark. The sign was actually erected as the ultimate real estate advertisement for in 1923. The sign, proposed by Harry Chandler, became the largest billboard and symbol Los Angeles in subsequent years. With thirteen 50-foot, sheet metal letters and four thousand twenty-watt bulbs proclaiming, "Holly...wood...land... Hollywoodland," the sign cost \$21,000.

The sheet metal panels were dragged up the hill by caterpillar tractors when the sign was constructed.

The Hollywood sign generated its own lore. In 1930, Peg Entwistle jumped to her death off of one of the letters. Her ghost is said to haunt the site today. It is rumored that a caretaker who was responsible for lighting the sign lived in a small cabin behind the letter 'L'.

By 1939, the sign was in a state of disrepair. The land was deeded to city of Los Angeles in 1946, though the city was not maintaining the sign at the time. In 1949, the Hollywood Chamber of Commerce removed the last four letters, which had collapsed on the hillside, leaving the sign to read, "Hollywood."

The sign was declared a Historic-Cultural Monument in 1973 by the City of Los Angeles. By 1978, the sign was desperately in need of repair. Several individual sponsors came forth to fund the restoration of the sign in 1978. The Department of Parks and Recreation now owns the sign, but it is maintained by the Hollywood Chamber of Commerce.



A Hollywoodland house today

In the first quarter of 2003, the lowest priced house, a two bedroom plus den and one and half bath, sold for \$584,000, while highest went for \$3.6 million. Some larger estates have sold for over \$5 million, such as, Madonna's 11,000 square-foot home. Also on the high end, Wolf's Lair recently sold for \$2.9 million, while Casa de Lilah, which was built in early 1990s, sold for \$2.5 million. There is a premium for the neighborhood's earliest homes from the 1920s, which sell for over one million. A small, early home sold for \$665,000 last year.

The Hollywoodland Homeowners' Association is the primary community group in the neighborhood. The *Hollywoodlander* is their newsletter. Beachwood Canyon Neighborhood Association covers the area below the gates. Hollywood United Neighborhood Council is another group in the area.

Who are the realtors/experts who work with historic houses in the area?

Hollywoodland Realty is still located in the original office
Rose Ware, Prudential Realtor 323-874-7150
Dia and Ray, Remax 323-461-5743
Peter Lavin, President Homeowner's Association 323-469-2457
Dino Williams, historian 323-877-3566

Photo Credits: LAPL (Historic) and LAC Photo Archives (Current)

