

Hollywood Heritage is a nonprofit organization dedicated to preservation of the historic built environment in Hollywood and to education about the early film industry and the role its pioneers played in shaping Hollywood's history.

Hollywood Heritage Ends 25 Year Association With Landmark

by Stephen X. Sylvester & Brian Curran It's official, Hollywood Heritage, Inc. plans to end our 25 year stewardship of the Wattles Mansion and Gardens. During those many years, H.H.I. slowly raised funds to painstakingly restore and maintain the house and grounds in an effort to preserve one of Hollywood's earliest and greatest estates. Our group has agreed to end our tenancy by May 16th, 2009.

This decision was the result of an ordeal regarding the Wattles Mansion, which Hollywood Heritage has been going through during the last year. Our organization was wrongly penalized by the Department of Parks and Recreation due to an erroneous audit, which was compounded by negative publicity. Since then, endless hours have been spent countering these charges and we have all the evidence which completely clears us . The City has agreed that we may report these corrections in a public Parks Commission meeting and on the Parks website.. Sadly, HHI is still required by the City to vacate the property.

Hollywood Heritage's troubles with Wattles were made more difficult by an inability to raise needed funds through renting out the house and grounds for events such as parties and weddings. These events provided a regular income, which was used for maintenance and restoration projects. The Parks Department has forbidden the rental of Wattles since July 7, 2008.

We leave Wattles however with our heads held high. Our accomplishments are many and the results speak for themselves. In addition to raising \$2.5 million in funds and donated services, Hollywood Heritage successfully completed two major studies with Getty grant funding. The first established the significance of Wattles as an estate



Wattles Mansion Top: before Hollywood Heritage's Stewardship began. Bottom: Wattles Mansion as it will be turned over to the Los Angeles Department of Parks and Recreation.

photos from the Hollywood Heritage Museum Collection

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Columbia Square (CBS Hollywood) Receives Official Historic Designation

by Brian Curran

Columbia Square Studios, the former home of CBS, became the latest Hollywood landmark to join the roster of the city's historic-cultural monuments. With the support of 13th District Councilman Eric Garcetti, the City Council unanimously approved the nomination on March 10th, providing protection for all of the buildings on the site, located along Sunset Blvd. between El Centro and Gower. Hollywood Heritage put forward the nomination following news of Apollo Real Estate Advisors' plans to construct a major Johnson and Fain designed high rise complex directly behind the historic studio. The proposed complex, featuring 400 dwelling units, 125 hotel rooms, 380,000 sq. ft. of office space, 12,000 sq. ft. of ground floor retail and 22,500 sf of restaurant space, while restoring the architecturally significant 1938 William Lescaze buildings along Sunset would require the demolition of the 1939 Parkinson and Parkinson studios A and B to build an office tower. The project is still in the process of completing an Environmental Impact Report and still requires substantial zoning variances before construction

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President's Message 2009 A New Year, A Look Ahead

by Andrew Schwartz

I have been a long time member of Hollywood Heritage and a member of the Board for several years.

> Movies, especially silent, and preservation of significant buildings in Hollywood have been ongoing passions of mine.

I am honored to be your President and hope to be able to continue the great tradition set by my predecessors.

We have much to be thankful for, and issues of concern as well. Our *Evenings* (*a*) the Barn have proved to be a great success, and the new bookstore renovation led by George Kiel is a necessary stop for great books and ephemera. The popular Hollywood history displays will now be changed on a regular basis to further feature our unparalleled collection of Hollywood memorabilia.

As you might be aware we have been in litigation with the Community Redevelopment Agency (CRA) and the City of Los Angeles regarding how the city treats historic buildings and the infrastructure in Hollywood. I am happy to report that a settlement of our lawsuit is imminent. The settlement will insure that new safeguards will be in place to insure that Hollywood will retain its historic character, while encouraging responsible development.

Finally, our nomination of Columbia Square for monument status was approved by the Cultural Heritage Commission on December 18, 2008. This is the site of CBS Radio studios built in 1939 and the last remaining such building in Hollywood. Over opposition by the developers and mayor Antonio Villaraigosa, the commission granted the entire site historic-cultural monument status.

The Planning and Land Use Management committee (PLUM) accepted the nomination with the backing of Los Angeles City Council President Eric Garcetti. Thank you for your continued support of Hollywood Heritage.

Calling All (Potential) Volunteers!

Hollywood Heritage is currently offering volunteer opportunities for museum docents, walking tour guides, and many other positions. If you have (or can make) some free time, want to meet like-minded preservationists, and have a passion for bringing Hollywood's history to the public, please call our office at (323) 874-4005, or call George at (323) 465-6716.

Volunteer docents are asked to work one day (or more) a month for about 4 hours. We have visitors from around the country and around the world who are drawn to early Hollywood.

Don't worry if you aren't an expert on Hollywood history. Just come in and see what you've been missing. See you at the Barn!



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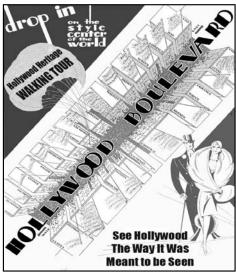
What Does Historic-Cultural Monument Status Mean?

Below is an explanation from the website of the City of Los Angeles' Boffice of Historic Resources at http://www.preservation.lacity.org/ monument-status which lists the benefits and the limitations of the City's Historic-Cultural Monument designation:

Designation as an Historic-Cultural Monument:

- a. Recognizes the building, structure, site, or plant life as important to the history of the city, state, or nation;
- b.. Provides eligibility for the Mills Act program, providing a Historical Property Contract that can result in a property tax reduction;
- c. Permits use of the California Historical Building Code;
- d. Allows property owners to purchase and display a plaque showing that the property has Historic-Cultural Monument status;
- e. Requires Cultural Heritage Commission review for proposed exterior and interior alterations in accordance with the Secretary of the Interior's Standards for Rehabilitation, the nationally accepted criteria for evaluating change to historic properties;
- f. Allows the Cultural Heritage Commission to object to the issuance of a demolition permit for 180 days, with an additional 180 day extension possible upon approval of the City Council, thereby granting up to 360 days stay of demolition in order to evaluate preservation alternatives;
- g.. Activates the California Environmental Quality Act (CEQA) which protects historic buildings from adverse impacts without environmental review;
- h. Entitles Historic-Cultural Monument owners to technical assistance in complying with the Secretary of the Interior's Standards for the Treatment of Historic Properties;
- i. Fosters civic pride in neighborhoods and business districts and helps develop a sense of place and time.

As you see, there is a large difference between 100% protection from destruction and 180-360 days' "stay of demolition" in order to pursue alternatives. Although Hollywood Heritage is proud of our success in winning Historic-Cultural Monument status for properties like CBS Columbia Square and Yamashiro, it does not mean we can rest easy: no property is protected



Call (323) 465-6716 to book your tour

forever, and can be threatened with demolition in the future. Our vigilence is always necessary.

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can proceed.

The former CBS Columbia Square located at 6121 West Sunset Blvd. is a complex of 5 interconnected structures arranged around a central plaza built to house office space, radio and television studios, as well as Brittingham's Radio Center Restaurant, commercial space and a bank branch. Designed in the International Style, by world renowned modernist architect William Lescaze, the CBS west coast headquarters epitomized the architect's philosophy of functional buildings as "machines for living" which utilized the most modern technology available at the time. Streamlined and austere in appearance yet sufficiently grand and sophisticated in arrangement, CBS studios projected just the modern image CBS chief William Paley wanted. As one reporter noted "No space is wasted nor is there any superfluous decoration. Beauty here becomes synonymous with the vitality of purpose and the strength of geometric design. The building is symbolic of the vastness and progressive tempo of radio."

The site of CBS Columbia Square at the corner of Sunset and Gower is one of significance in Hollywood. On that spot stood the Blondeau Tavern. It was at that tavern on December 27th. 1911 that the Nestor Film Company established the first motion picture studio in Hollywood. The building burned a year later and was rebuilt by the newly-merged companies of Nestor and Universal Films, bearing a new sign: "Christie/Nestor Film Company. Manufacturers of Universal Film Company." While more of the production for Universal moved out to the valley, the Hollywood lot continued to expand as production continued. In 1926 Christie Studios was first officially recognized as a landmark by the city of Los Angeles with a plaque dedicating it as the site of the first film studio.

In 1936 the Los Angeles Times announced in a headline, "Old Christie Studio Razed for Radio Network Station." The facility was to house the operations of KNX and KCBS-FM. The facility, which cost 2 million, was state of the art and in the modern international style, a first of its kind facility on the west coast. William Paley remarked at the dedication, "It is because we believe these new Hollywood headquarters, reflecting many innovations of design and acoustics and control, will improve the art of broadcasting that we have built them and are continued on page 7

WATTLES

eligible for listing on the National Register as a Cultural Landscape. (It is already a Cultural Heritage Monument.)

Wattles is the only remaining wintering estate in Hollywood from the pre-movie period with Mansion and Gardens intact. Designed by Hunt and Grey, at the same time as their masterwork at the Huntington Gardens and mansion, Wattles mirrored the emerging Southern California passion for landscape—including an orchard, formal gardens, a Japanese Garden—integrated with a well designed home. Its high significance is increased by the fact that it is one of very few such estates in the region in public stewardship.

Hollywood Heritage also solved the mystery of the massive flooding and mudslides at the property, which had plagued it while it was in Parks hands. Studying the canyon ecology and hydrology, the group rediscovered Gurdon Wattles' historic drainage system, and won an Annual Design Award from the California Preservation Foundation. This landmark study showed how the restoration of historic landscapes can put nature back into balance and trump the "standard issue" engineering solutions, making preservation the greenest profession.

With Hollywood Heritage returning the property to the City, Wattle's future remains uncertain. Over 25 years ago, the City had let the property fall into an appalling state of neglect and had planned to raze the house and gardens. Saved from demolition due to a shortage of funding caused by the passage of Prop. 13, Hollywood Heritage stepped in and in the best tradition of community preservation worked tirelessly to restore the estate to its former glory. Today roughly 90% of our restoration plans have been completed and the estate is a historic place of beauty once more. Hollywood Heritage does not intend to entirely abandon Wattles once we have left. We will continue to monitor the property with the help of concerned neighbors and our supporters. We will use all of our resources to make sure this Hollywood treasure does not slide back into the state of neglect it was in when we started our restoration efforts.

Finally, a big "thank you" goes out to all of you that sent letters of support. We received over 170 of these and it went along way in letting City officials know that many citizens have great respect and appreciation for all the efforts of Hollywood Heritage, Inc. during their stewardship of The Wattles Mansion and Gardens. We do hope they follow our example.

The Wattles Mansion and Gardens Completed Projects Report

The following is the report, submitted to the City of Los Angeles, documenting the work and expenses expended by Hollywood Heritage from 1986 - 2008

Formal Spanish Garden

Mud and debris cleared from Spanish Formal Garden, \$4,500.00

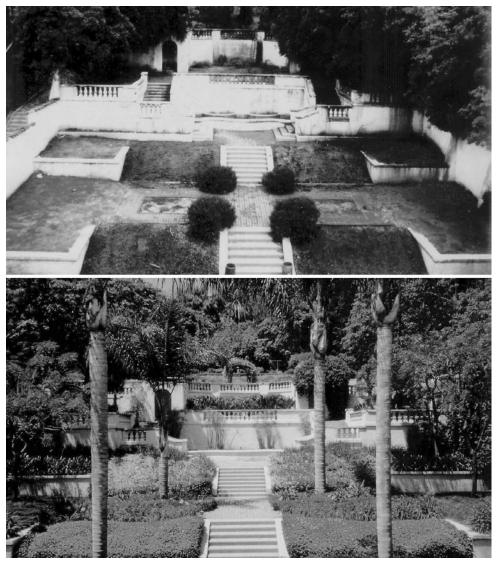
Spanish	Formal	Garden	cleared	and	replanted , \$18,000.00
Install sp	rinkler sy	vstem,			\$6,000.00
Painting walls and railings,				\$3,000.00	
Install handicap entrance,				\$7,000.00	
Reactivate and restore fish pond,			\$1,500.00		
Install lighting of palm trees, steps and pond, \$4,500.00					

Total To Date: \$44,500.00

Mansion

All exterior house and trim painted	\$50,000.00
All exterior stucco replaced and patched	\$19,000.00
All interior plaster patched and replaced	\$25,000.00
All interior walls painted	\$25,000.00

First and second floor wood floors sanded and refinished \$18,000.00 Interior wood stripped cleaned and stained \$8,000.00 Upgrade to electrical system \$12,000.00 Install phone lines in attic crawl space \$800.00 Remove and repair kitchen dry rot and termite damage \$15,000.00 \$26,000.00 Remove rusted and clogged plumbing Install handicapped/unisex bath room \$8,000.00 Repair and replace plumbing guest bathrooms \$2,000.00 New roof on entire structure \$45,000.00 Match and replace missing Spanish roof tiles See Above Earthquake reinforcement of roof See Above Earthquake bolting of house foundation \$15,000.00 Asbestos abatement \$12,000.00 Repair and re-plaster of basement billiard room \$15,000.00 Replace missing and broken glass \$3,500.00 Replace exterior column moldings \$1,800.00 Total To Date: \$306,500.00 Hollywood Heritage Newsletter | May 2009



Wattles Gardens Top: before Hollywood Heritage's Stewardship began. Bottom: Wattles Mansion as photos from the it will be turned over to the Los Angeles Department of Parks and Recreation Hollywood Heritage Museum Collection.

Italian Rose Garden

Rebuild, repair and replace missing bricks on walkways	\$3,000.00
Clear brush and debris on hillside	\$25,000.00
Italian Rose Garden cleared and replanted	\$23,000.00
Mud and debris cleared from Italian Rose Garden	\$4,500.00
Replace missing urn	\$6,000.00
Restore and reactivate fish pond	\$800.00
Mulch all flower beds	\$3,000.00
Remove dead trees and stumps	\$8,000.00
Painting walls and railings	\$3,000.00
Total To Date:	\$76.300.00

Total To Date:

Lawn

Lawn watered, fertilized and brought back to life English Bay Leaf hedge trimmed and pruned Driveway asphalt patched and repaired Planting area facing wall planted Hollywood Heritage Newsletter | May 2009 \$6,000.00 \$6,000.00 \$2,500.00

\$600.00

Remove dead trees \$7,500.00 Sprinkler systems upgraded, replaced and repaired \$13,000.00 Driveway concrete repair and new \$70,000.00 asphalt

Total To Date: \$107,000.00

Grants And Awards

State	Historic	Preservatio	on Office
Grant	:	\$14	44,000.00
Getty	Grant 1:	\$7	75,000.00
Getty	Grant 2:	\$75,000	0.00 2007
Califo	ornia Pres	servation Fo	oundation
Annu	al Award		

Total To Date \$294,000.00

Between 1986 and 2008 Hollywood Heritage, Inc. has spent over \$534,300.00 in capital improvements and over \$1,200.000.00 in maintenance and fixed costs (an average of \$50,000.00/year). In addition, they have raised \$294,000.00 in Grant money and received over \$500,000.00 in volunteer hours.

Total To Date: \$2,528,300.00



Wattles Rose Garden Top: before Hollywood Heritage's Stewardship began. Bottom: Wattles photos from the Hollywood Mansion today Heritage Museum Collection

Barn Updates

The Hollywood Heritage Museum, "The Barn," has been undergoing some changes of late. In October, friends and family of our late docent Glenn Dismuke gathered to dedicate our re-vamped museum store. A generous gift from the Dismuke family enabled us to greatly enlarge and improve our store.

In addition to a greater array of books, we now offer Hollywood Heritage Museum coffee mugs (\$5.00) and tote bags (\$10.00). We also carry a rotating assortment of vintage and new Hollywood-themed goodies (check out our authentic "Brown Derby" coasters!).

A small, under-used room has now become a screening room for our visitors, complete with 1920's movie-house seats. In addition, C.B. DeMille's first film, *The Squaw Man* (1914), runs continuously so museum visitors can see the movie that made the Barn famous! Another short film, on the life, death, and funeral of screen legend Rudolph Valentino, runs continuously.

New exhibits are in the works, including a wall of silent players featuring about 100 silent stars, and an exhibit on the clearing of the land that now holds our museum is being planned.

On a more technical, but just as important, note, we have just completed extensive electrical upgrades at the Barn. 20-plus years of use as a museum had taken its toll on the electrical system and we are most grateful to a number of members for generous donations that made these much-needed repairs and upgrades possible.

A wonderful recent acquisition is a rare framed 1915 photograph of all of the employees of the Jesse Lasky Feature Play Company!

Our Museum is continuing to evolve and expand to better bring the history of Hollywood to the public by teaching as we entertain.

In Memorium Hollywood Heritage Loses Two More Friends

Ann Savage

Ann Savage, a proud longtime member, advisory board member and volunteer of Hollywood Heritage, passed away on Christmas



Day, 2008. The preservation and celebration of all things Hollywood were very important personal causes for her because she had grown up, come of age, and began her acting career in the Hollywood community in the 1930s and '40s–considered the 'Golden Age.'

In later years, Ann devoted much time to volunteer and charity work. She loved the new friends she made through the LA County Art Museum, Hollywood Heritage, Cinecon, and the Motion Picture and Television Fund. She signed autographs, made phone calls, attended preservation hearings at the city council, and even helped trim the roses at Wattles Mansion.

Keeping up with modern technology, she even maintained her own MySpace page. After the sudden death last year of longtime Hollywood Heritage preservation director, Robert W. Nudelman, Ann posted the following on MySpace:

"Robert Nudelman was a good friend to Hollywood and the movies. He was also my loyal friend, and I am shocked that we have lost him. He will be missed. Nobody can ever replace him. He was the TRUE mayor of Hollywood. I met him at Hollywood Heritage when he recruited me to make phone calls to members asking them to attend city council meetings. I had never done this before, when I expressed my fear that I might not be very good at it, he said 'Don't worry, if they get a phone call from Ann Savage - they'll be afraid NOT to go!' He was extremely witty, and made fighting city hall not only his life's work, but a fun event to participate in. Now, who the hell else can you say THAT about? Name one other person it has EVER been said about. That was the magic of Robert, and why it was a great pleasure and my honor to know him!"

Ann's lifetime collection of personal and career memorabilia will be preserved by the Harry Ransom Center of The University of Texas at Austin. Her final wish was to be interred with her beloved husband Bert D'Armand at Hollywood Forever cemetery. Bert predeceased her by almost forty years, but she never really got over him. She wrote, late in life, to Larry King that she tried to do good deeds so she "could earn enough points to fly to heaven and meet Bert with her own wings." We know she is there, back up on her own feet, with the love of her life, dancing up a storm.

Delmar Watson

The unthinkable finally happened on October 28, 2008: Delmar Watson passed away, at the age of 82. We have little space here, but could fill an entire issue of this newsletter on Delmar's life as part of Hollywood's history as child film performer with his brothers and sisters, news photographer, photo archivist, Hollywood Heritage board member and advisory board member. One of the



most truthful, witty and "genuine" men anyone could hope to know, he was also a notorious prankster! In 2006 Delmar's wife, Antoinette, organized an 80th birthday celebration for him at the Barn, which swarmed with scores of "Watson Watchers" wishing him well and enjoying his company. Thanks to the efforts of Antoinette, and his nephew Dan Watson, Delmar's massive photo collection will live on as the Watson Family Photographic Archive. You can learn more about Delmar & his family online at www.delmarwatsonphotos.com

<u>CBS</u>

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dedicating them here tonight." Bob Hope quipped that Columbia Square looked like "the Taj Mahal with a permanent wave", while Al Jolson upped the ante by describing it as Flash Gordon's bathroom!

Programming at CBS included; Campbell Soups Show starring Jack Carson, General Electric Presents, G.E. House Party starring Art Linkletter, Rinso Presents Big Town starring Edward G. Robinson with Claire Trevor, CBS presents Mike Stokey's Pantomime Quiz Time and Phillip Morris Presents Horace Heidt. Musical acts performing at Columbia Square included Eddie Cantor, Rosemary Clooney, Bing Crosby and Gene Autry. Composer Bernard Hermann frequently scored and conducted Columbia Square broadcasts. Through the facilities of KNX, the Columbia network broadcast big band music from nearby ballrooms including the Hollywood Palladium and the Earl Carroll Theater. Norman Corwin journalist and writer of radio dramas commented that, "Columbia Square was one of the glories of radio. It was somewhat sacred to those in the industry. There was nothing comparable to its splendor in New York".

In 1949 CBS television was launched with the formal dedication of KTTV, LA Time/CBS-Television beating out NBC by a week. Jack Benny lead the inaugural showcase which included Margaret Whiting, Bob Crosby, and the Andrews Sisters. CBS soon had shows such as *Amos n' Andy, Red Skelton, Burns and Allen,* and Johnny Carson's first television show *Carson's Cellar.* In 1951 the pilot of *I Love Lucy* was filmed at Columbia Square. James Dean was also briefly an usher at the Columbia Playhouse.

The decline of Columbia Square was hastened by the need for larger television studios and the construction of CBS Television City in 1952 and the purchase of CBS Studio Center in 1967. Over time even some of the famous radio theaters were used as recording studios for Columbia Records where Bob Dylan and Barbra Streisand both recorded albums.

Television had a brief revival at Columbia Square in 2002 with the CBS purchase of KCAL-TV. The KCAL newsroom was fitted out on the floor of the old Columbia Playhouse. Still the decline continued. On August 12th 2005 after KNX had broadcast "A Salute to Columbia Square", the radio station, the last based in Hollywood, after 67 years moved to the Miracle Mile. Nearly 2 years later on April 21st 2007 KCBS-TV and KCAL-TV moved their operations to CBS Studio Center in Studio City finally ending Columbia Square's status as a broadcast facility, one of the last in Hollywood. In yet another last reprieve, in Spring 2008 MTV's original reality show "Real World" began its 20th season, this time in Hollywood. Filming continued



through July 2008.

In August 2006, the property was acquired by Las Vegas-based developer Molasky Pacific LLC, for \$66 million. It had planned to redevelop the 125,000 square foot (11,600 m²) complex to continue to attract entertainment industry tenants. Molasky Pacific dropped out of the project in 2008 after declaring bankruptcy and handed it over to their New York City based partners Apollo Real Estate Advisors, developers of the current project at Columbia Square.

Hollywood Heritage, through then director of Preservation Issues Robert W. Nudelman, was instrumental in pointing out the special areas which were important to the history of the building. The main building was not the issue. It was the main theatre in the middle of the building that was of critical importance and the two TV studios built shortly after the main building was built. Robert worked with Bill Roschen and Associates in determining the most historically significant sites within the proposed project. Marc Wanamaker, then president of Hollywood Heritage, supplied detailed photographs and plot plans of the entire building and property which included interior shots as well.

Hollywood Heritage plans to continue to monitor the progress of development at Columbia Square to encourage its adaptive re-use and restoration as well as its continued preservation as one of Hollywood's newest Historic-Cultural Monuments

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Yamashiro Becomes Historic-Cultural Monument #921

By Brian Curran

Legendary Hollywood restaurant and nightspot, Yamashiro became Los Angeles's 921st Historic-Cultural Monument in June of 2008. Situated high on a promontory above the Magic Castle and the lights and hustle of Hollywood Blvd., Yamashiro was recognized for its unique architectural style and landscape features as well as its cultural role in the development of Hollywood.

Yamashiro was the dream of two

German brothers from New York, Eugene and Adolph Bernheimer, importers of cotton and both avid collectors of Asian Art. The Bernheimers engaged the services of New York architect Franklin M. Small to design a villa in the form of a Japanese palace to house their collections of Asian artworks. They called the new home "Yama Shiro" or "Castle on the Hill". The property was further embellished with extensively planted terraced gardens and outbuildings, including a 600 year old pagoda.

Following the death of Eugene Bernheimer in 1924, the estate was acquired by Frank Elliot, actor, director and organizer of the exclusive "Sixty" monthly supper-club headquartered at the Biltmore Hotel downtown, to house the new 400 Club, a social organization primarily for an exclusive motion picture crowd. He was quoted as declaring that,"The time had come to provide the motion picture industry with its own superior social background, to establish social leadership, to create a permanent central rendezvous for the best elements of motion-picture society". The Club opened officially

in October 1925 with a lavish party attended by cinema luminaries such as Rudolph Valentino, Roscoe "Fatty" Arbuckle, Priscilla Dean, Kathleen Clifford, and Claire Windsor. Other members were to include Harold Lloyd, Norma Shearer, Norma Talmadge and Charlie Chaplin.

During the Depression, Yamashiro, ceased to operate as a private club and was opened to the public to allow those with 25 cents to tour the extensive gardens. It was during this time that Hollywood recognized



Yamashiro as a film location. The house was featured in such films as *The Bitter Tea of General Yen* and later *Sayonara*.

It was not until 1940 that the interior of the house was finally opened to the public for a short period before war-time rumors of Japanese spies and radio centers closed the property for good and the interior contents were sold at auction. The villa and gardens suffered extensive vandalism during wartime as the Japanese villa built by Germans became the focus of public hostility. In an effort to save what was left the villa's decoration, its architecture was disguised and the interiors painted over. During the war the property housed a boy's military academy, which further damaged the house. Following the war the property was again altered with the addition of several second story bedrooms and the division of the house into 15 apartments.

In 1948 the estate was purchased by Thomas O. Glover with the intention of demolishing the house and the remaining gardens to develop the site. This plan was abandoned after Mr. Glover began to discover more and more of the building's significant architectural detailing and de-

cided to restore the property as a club restaurant with an attached hotel. Yamashiro formally opened as a full service restaurant in 1960 and has operated as such for nearly 40 years becoming a Hollywood landmark and tourist destination as well as becoming once again a popular location for filming television and motion pictures.

Recent development pressures due to the property coming up for sale, along with its sister site the Magic

Castle club and hotel, lead to Hollywood Heritage submitting an application for landmark status. Andy Ulloa, step-grandson of the Thomas Glover and CEO of the Yamashiro and the Magic Castle establishments, worked closely with Hollywood Heritage to ensure the protection of the monument, which has been in his family for 60 years. As of January of this year negotiations had begun between the Glover family and hipster restaurateur Sean MacPherson of Jones, Swingers, Bar Lubitsch, etc. for the sale of both Yamashiro and the Magic Castle. Terms of the sale however state explicitly that both landmark structures remain protected.

Historic Survey, Preservation Ordinance & Loss Of Some Landmarks: Highlights and Lowlights of the Past Year

By Brian Curran

Hollywood Survey

In August 2008 the Community Redevelopment Agency commissioned a new survey of historic resources within the Hollywood Redevelopment District in tandem with the larger Survey LA program. The commission for the survey went to Chattel Architecture of Sherman Oaks, which has been working over the last few months to prepare the survey for the March 2009 deadline. While Hollywood Heritage was given the opportunity in various public and private sessions to raise concerns about the survey process, the organization did not participate in the gathering of information nor was it asked to provide any information from its substantial archive. Hollywood Heritage expected to be able to view and comment on the survey results in late March. Questions have also been raised as to the methodology of the new survey and its selection process and whether more humble historic structures such as rapidly disappearing historic housing and small commercial structures were to be included. Hollywood Heritage remains actively engaged in this issue and will soon be able to review the entire survey process in an effort to ensure that all of Hollywood's eroding historic fabric is included.

Signage Ordinance

It seems that Lady Liberty has been making the rounds on several of LA's high and low rise buildings. These are the work of Michael McNeilly, owner of the supergraphics company SkyTag, who is opposing the city in its efforts to curb excess signage through the placement of his supergraphic works of Hollywood Heritage Newsletter | May 2009

"art" which he claims are protected by the first amendment. Although a signage moratorium is still in place McNeilly's company continues to put up his supergraphics in what some see as an effort to get the spaces grandfathered in before the new ordinance goes into effect. Hollywood, which is



a supplemental signage district, has had issues with signage for years. The encroachment of these types of supergraphics on historic structures such as the Roosevelt Hotel and the Hollywood Professional Building has been a priority of Hollywood Heritage, which is actively looking for ways to limit such signage on the district's historic buildings. The Board of Hollywood Heritage heard from Dennis Hathaway of the Coalition to Ban Billboard Blight and Dan Bassett, a resident of the Hollywood Professional Building, who found his building wrapped in a supergraphic, which completely blocked his windows. Hollywood Heritage has now become a supporter of CBBB and is attempting to join the LA Conservancy in having language included in the new ordinance which would ban not only the covering of windows and doors of the building but also would ban the covering of character defining features

as well. Some might ask why not ban all signage? Historic Buildings such as theaters and other commercial structures are often in need of various strains of income to allow them to continue to operate; temporary signage on a blank wall can often be a way of providing extra income.

Hollywood Heritage would like to see clear rules as to the restoration of historic signage or signage appropriate to the historic structure such as neon etc.

Draft Preservation Ordinance

The hearing of the new Draft Preservation Ordinance by the

Planning Committee on March 12, was delayed until April 14th due to an expanded hearing of the rewritten signage ordinance. The new ordinance was written to strengthen Los Angeles's historic preservation codes to make them more in line with other large American cities, as well as to streamline some of the current processes and provide greater owner involvement in the nomination process. The new draft ordinance will also;

- Spell out criteria for designating Historic-Cultural Monuments
- Change procedures for temporary stay of demolition to allow a property owner to be notified of the initial Historic-Cultural Monument (HCM) nomination hearing
- Add provision for Certificate of Appropriateness (COA) review of additions, alterations, and demolitions
- Limit Certificate of Appropriateness (COA) review to designated *continued on page 10*

Preservation Continued from page 9

Historic-Cultural Monuments

- Create a "Certificate of Hardship" process to allow approval of demolition inspecified circumstances
- Allow City Departments to enter into a Memorandum of Agreement (MOA) with the Commission to tailor Certificate of Appropriateness review to the unique needs of City-owned historic resources
- Update Ordinance sections addressing purpose and duties of the Commission and definitions
- Clarify process for potential repeal of Historic-Cultural Monument status
- Add language on compliance with CEQA requirements
- Add enforcement and penalties provisions, and owner's duty to keep a historic resource in good repair
- Include preservation incentives in ordinance

The City of Los Angeles' Cultural Heritage Ordinance, originally approved by the City Council in 1962, created the procedures for the designation and protection of significant Los Angeles buildings and sites as Historic-Cultural Monuments. While the Ordinance has undergone several minor, procedural modifications, it has never been comprehensively updated to give our City a state-of-theart historic preservation program. These new changes will significantly increase the powers of the Office of Historic Resources (OHR) to better protect the historic fabric of Los Angeles and Hollywood. Hollywood Heritage urges its members to read the draft ordinance on the Office of Historic Resources website and contact your councilman to support the draft ordinance. http://www.preservation.lacity.org/node/94

Hollywood Boulevard Storefronts

Destruction of historic storefronts has continued unabated by the tenants along Hollywood Boulevard a National Historic District. In July of last year tenants at 6660 Hollywood Blvd between the famed Hollywood eatery Musso and Frank's and the Vogue Theater, illegally demolished a historic storefront. The demolition was quickly flagged by Councilman Eric Garcetti's office who contacted Hollywood Heritage claiming, "Our office is dismayed at this act taken by the tenants of the building who have been working w/ the CRA to fulfill the requirements set by the Hollywood Urban Design Plan. The tenants are planning to open a new restaurant at this location. The City family will work together to ensure that future development of this site is closely monitored and will reference the storefront that was once there. Nearly a year later the owners have not been penalized and a new storefront has been constructed. Officials from the CRA claimed that it was not possible to restore the old storefront as it had been completely destroyed and that a recreation was also not possible due to the fact that there were no construction plans and later alterations had occurred on the lost facade. Instead an unhappy compromise was decided upon of key character defining features found in historic storefronts, in particular the transom element and inset entrances. Hollywood Heritage was not consulted during this process or the possibility of recreating the original storefront from historic photographs would have been urged. The CRA has also admitted of late that although it is not widespread that the office is finding an increase in demolition and alterations done without permits", and is planning to discuss "this issue as part of our urban design plan update and the historic survey update." Hollywood Heritage hopes to play a bigger role in the future with regards to this issue.

HollywoodLand

Hollywood Heritage celebrates its legal victory with the Committee to

Save the Hollywoodland Specific Plan. Fought all the way up through the State Supreme Court, the ruling reaffirmed that the City of Los Angeles cannot skip following the laws which protect its landmarks. More in our next newsletter

Going, Going, Gone...

Tollywood is still losing parts of L Lits history every day. Aside from the rapidly disappearing residential structures and neighborhoods which are giving way to larger apartment buildings and greater urban density, other monuments of note are soon to be demolished or have been lost in the last year. The owner of the Art-Deco former KFWB station at the corner of Yucca and Argyle next to the Capitol Records Building was issued with a citation ordering sanctions by April 3rd unless the site is secured and ceases to be a fire hazard and public nuisance.

Hollywood over the years had been home to 68 radio stations and almost every television station at one time, now only KTLA-TV Channel 5 and KCET-TV Channel 28 broadcast from here. The former KFWB building had been much altered and has lost most of its architectural significance over the years, however its cultural significance remains. A new development is planned for the site



by Santa Monica based 2nd Street Developers. Its design had caused controversy last year for being higher than the Capitol Records Tower and its underground garages it is feared will harm the rare subterranean "echo chambers" which give the recording studio its famous appeal.

continued on page 11

Preservation Continued from page 10

The Basque Nightclub located at 1707 Vine Street was demolished on October 24th 2008 following a mysterious fire 6 months previously. The building aroused the curiosity and concern of preservationists as Richard Neutra had been commissioned by Carl Laemmle in 1932 to design what became the Coco Tree Café. Upon his death n 1939, Laemmle s restaurant was completely remodeled into the Melody Lane Restaurant and all of Neutra's pioneering work was lost. It later became Hody s Restaurant in the 1950s topped by a giant billboard that featured a clown whose beach-ball-shaped nose twirled. A spokeswoman for Councilman Eric

was the nation's first radio evangelist. His religious broadcasts, on the CBS radio network, aired coast-to-coast until his death in 1937. His widow, Virginia Hogg, who was known on the air as "Sister Sarah," continued the program which, lasted until the early 1960s. The church was a popular setting for weddings involving Hollywood celebrities. But religious services ended at the 3.400-squarefoot sanctuary on April 27, 1997, when a dwindling congregation could no longer afford to keep it running.

The Church was designated as a Los Angeles historic cultural landmark in 1992. In the months before the fire a developer had proposed turning



The results of the fire that destroyed the Little Country Church.

photo by Robert W. Nudelman

Garcetti said that the loss of all trace of Neutra's work is what doomed the former restaurant/nightclub despite a well publicized campaign by historian and preservationist Gregory Paul Williams, author of The Story of Hollvwood.

The major loss of the last year was the Little Country Church of Hollywood at 1750 N. Argyle. The historic church and broadcasting station was badly damaged by fire on Christmas Eve 2007 and its ruins were demolished last year. The church was built in 1934 as a reproduction of a Victorian country church from the late 1880s in a park-like setting only a block from Hollywood and Vine. In the 1930s, the congregation was led by William B. Hogg, a Tennessee preacher who it is sometimes claimed

Wattles Had Vast **Community Impact**

The following is a partial list of public agencies, non-profit community groups and associations that have utilized The Wattles Mansion and Gardens facilities since the initiation of the restoration by Hollywood Heritage, Inc.

- Actors and Actress Coming Together
- AIDS Project Los Angeles
- American Film Institute
- American Institute of Architects
- Art Deco Society of Los Angeles
- Artists Against Apartheid
- California Artists Human Services
- · California Department of Mental Health
- California Museum of Ancient Art
- California Preservation Foundation
- California State Office of Historic Preservation

- California Theatre Council
- Careers for Older Americans
- Children's Film and Television Center
- City of Los Angeles, Department of **Recreation and Parks**
- Comision Femenil de Los Angeles
- Community Redevelopment Agency (CRA)
- Curson Avenue Homeowner's Association
- Frances Howard Goldwyn Library
- Friend's of Runyon Canyon
- Gay Men's Chorus
- HeArt Project
- Hills Belles group and friends
- · Historic Preservation Partners for Earthquake Response
- Hollywood Arts Council
- Hollywood Community Housing Corporation
- Hollywood Economic Revitalization Effort
- Hollywood Home Owners Association
- Hollywood Master Chorale
- Housing for Entertainment Professionals
- The Huntington

and

- Interior Design Society, Los Angeles
- International Brotherhood of Magicians
- International Documentary Association
- · Lafayette Players West
- Los Angeles Area Dance Alliance
- Los Angeles Baroque Orchestra
- Los Angeles Community College
- · Los Angeles Community Design Franchise Center
- Los Angeles Conservancy
- Los Angeles County Election Voting location
- · Los Angeles Film and Video Cooperative
- Los Angeles Film Makers Workshop
- Los Angeles International Short Film Festival
- · Los Angeles Junior Chamber of Commerce
- Los Angeles Library Association
- Los Angeles Opera Association
- Los Angeles Theatre Alliance
- Los Angeles Works
- North Wind Quintet
- Para Los Niños
- Pomegranate Press Ltd.
- Santa Monica College
- Screen Actors Guild
- Southern California Heritage Rose Society
- Southern California Institute of Historic Preservation
- Tinsel Town Rose Society
- U.C.L.A. Graduate School of Architecture
- U.C.L.A. Extension Landscape Architecture
- United States Power Squadron
- Wilshire/Hollywood Realtors Association
- Women in Film
- Women in Music

MEMBERSHIP UPDATE

In grateful recognition of their gen-erous support, we sincerely thank the following renewing members who have made contributions at the \$100 level and above as of April 2009. Category titles are names of historic Hollywood Studios.

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Robert W. Nudelman Memorial Preservation Fund

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Evenings @ The Barn SAVE THE DATE

Season To End On High Notes With Laurel & Hardy and Cinerama

Laurel & Hardy

May 2009 marks the eightieth anniversary of the release of the first Laurel and Hardy talkie. In celebration of this milestone, Hollywood Heritage will mark the occasion with a special retrospective of the celebrated comic duo of Stan Laurel and Oliver Hardy. archive of film historian and threetime Emmy award winning actor Stan Taffel.

Cinerama

The final program in the 2009 Evenings (a) The Barn program on Wednesday June 17, 2009, will be a special program on the celebrated

> film process, Cinerama.

The Cinerama Ad*venture* is feature а length documentary chronicling the amazing history of the lost long three-camera. three-

projector cinematic process which thrilled millions around the world in the 1950s and early '60s. It all began in 1942 with a virtual reality training device that was credited with saving over 350,000 lives during the war effort. Unlike the 3-D fads of the early 1950s, Cinerama enjoyed a steady 14 year reign, ultimately playing in over 200 specially equipped theatres in most major cities around the globe. These wildly popular, "Wonder Hunting" Cinerama productions were almost always listed within the top ten box office grossing films of the year with two titles landing in first place.

Appearing in person will be producer/director Dave Strohmaier and producer Randy Gitsch.

Program will include short subject How the West Was Won at the Dome which chronicles the experience of viewing the feature film, How the West Was Won, at Hollywood's own historic Cinerama Dome theater.

Visit www.cineramaadventure. com for more information on the documentary.

All *Evenings (a) The Barn* programs begin at 7;30 pm at The Hollywood Heritage Museum, in the Lasky-DeMille Barn, 2100 North Highland Avenue, (Across from the Hollywood Bowl). Free Parking, Refreshments available. Seating Limited to 120

Price: Hollywood Heritage Members: \$5.00 – NON MEMBERS \$8.00



Unaccustomed As We Are

The program titled Laurel & Hardy 80th Anniversary: The Transition To Sound will be held at a special Evening @ The Barn on Wednesday, May 13, 2009 at 7:30 pm. The program will celebrate the comic duo through original film prints that will trace the remarkable transition from silent to sound

The 1929 program will include

Wrong Again with the original Vitaphone synchronized score lost for decades

Unaccustomed As We Are their first 2 reel "All-Talking Short" with sound recorded on disc

Men O' War Restored Version and one of the first "shot on location" sound shorts

Laurel & Hardy In Spanish - they actually speak in Spanish release films.

Plus surprises and rarities from the

Hollywood Heritage Newsletter | May 2009



Mark Your Calendar

- Wednesday, May 13, 2009 Evening (a) The Barn Laurel & Hardy 80th Anniversary: The Transition To Sound. 7:30 pm. at The Barn
- Wednesday, June 17, 2009 Evening (a) The Barn Cinerama. With Special Guests and screening of documentary The Cinerama Adventure 7:30 pm. at The Barn

	•	Hollywood Heritage	OD HERITAGE FOR Museum/Lasky-DeMille Bar ation • Architectural Preserv	R OVER 25 YEARS arn • rvation, Advocacy, and Education •	
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