

[Sunset Gordon Redevelopment Update](#)

Peerless Motor Car Building

In August 2011, the CIM Group purchased the property at 5939 Sunset Boulevard from Washington Real Estate Holdings and announced that it planned to build the retail, office and residential project approved by the city in 2007.

This property is worthy of its place in the history of Hollywood. The original building on the site opened in 1924 as a Peerless Motor Car showroom and for the next three years featured several makes of cars. In the late 1920s, it was the home to The Motion Picture Hall of Fame. In 1934 it housed radio station KNX until 1938 when Columbia Square was built. It then became home to the Max Reinhardt Workshop of Stage, Screen and Radio - an acting studio of a famous theater and movie director. Radio station KMPC returned the building to broadcast studios in 1944. Johnny Grant, who would become the unofficial mayor of Hollywood, was a KMPC disc jockey. It was a medical clinic in 1971 and in 1976 the building was turned into The Old Spaghetti Factory, which served diners for decades.

In 2007, concerned about the building's history despite severe alterations, Hollywood Heritage entered into an agreement with the developer, which called for the rehabilitation of the Sunset Boulevard facade on the south side of the building. This included the parapet roof tiles and windows that matched the original size of those in the Peerless Motor Car showroom, recreation of the significant character-defining features of front porch walls and columns of the building, and restoration of the significant character-defining features of the main and secondary reception rooms,

including the wood trusses and fireplace.

In November 2011, the CIM Group approached Hollywood Heritage to review the building's current conditions. While a beloved community fixture, the building is not considered historic due to its extensive modifications, and therefore, is not eligible for code exemptions.

After discussion of the current deteriorated condition, Hollywood Heritage and the CIM Group have modified their agreement to now require recreation of critical elements of the building. To assure that the recreation work will match the original Spanish Colonial Revival Architectural style of the existing structure, the developer will work with Hollywood Heritage using any photographic documentation it can provide of the building during the 1920s time period. The developer will also salvage and retain materials as architectural reference for the recreation effort and work with a local architect, William Roche, approved by Hollywood Heritage and with the organization included on the project design team.

Anyone aware of any photographs of the Stanley W. Smith Peerless Motor Car Dealership of Hollywood, or the building shown housing any of its other early tenants, please contact Hollywood Heritage's board secretary, Alan Simon, at contact@Mar-Ken.org.

What does all this mean? As a result of the work of the CIM Group and Hollywood Heritage, the character of the Peerless Motor Car showroom from the 1920s will soon be returning to its original Hollywood site at the corner of Sunset Boulevard and Gordon Street as part of a new development.

Hollywood Heritage Congratulates the Arslanians

Hollywood Heritage congratulates Oscar and Nyla Arslanian on their recent Hollywood Star Award from the Hollywood Chamber of Commerce. The award was presented at the organization's November Entertainment Industry Luncheon. The Arslanians, publishers of *Discover Hollywood* magazine, have long touted Hollywood as a tourism destination and promoted its cultural heritage resources since 1986. The magazine has for the last 25 years promoted local retailers and entertainment venues including our own Hollywood Heritage Museum. *Discover Hollywood* is published quarterly and has a circulation of 75,000. About 40,000 magazines are distributed through hotels, visitor centers, restaurants and Southern California tourist attractions, and 35,000 are mailed to nearby



homes. The Arslanians have long been allies in preservation efforts and have contributed their time to Hollywood Heritage by serving as board members. Thanks, Oscar and Nyla, for your continued promotion of Hollywood and the entertainment industry. Best wishes for your continued success.

President's Message

Hollywood Heritage's Rosenfelder Collection



www.hollywoodheritage.org



by Richard Adkins

As part of the ongoing improvements at the museum, older database files are being updated into our current database program. In the current program, Hollywood Heritage member Amy Higgins has entered over 3,000 items. As we add the substantial performer photograph collection donated by the late Albert C. Rosenfelder, it occurred to me that few people knew of this former member who was so instrumental to the success of the museum.



Al Rosenfelder, Tom Schimmel, silent film actress Mary MacLaren, author Chaw Mank, and Jack Smith at Miss MacLaren's Los Angeles home in the 1960's

Mr. Rosenfelder was a dedicated movie fan and lamented the lack of a film museum in Hollywood. His dream was to open a museum, and to that end he had collected thousands of photographs of silent film stars, talking film stars, television stars and stars of radio and the stage. His home in Hollywood was filled with file cabinet after file cabinet of these photographs and index card files which cross-referenced them for easy access. After Hollywood Heritage obtained the Lasky-DeMille Barn and sited it opposite the Hollywood Bowl, Al would stop by periodically to check on our progress. He would have long conversations with co-founder Marian Gibbons, talks that influenced him to alter his will in Hollywood Heritage's favor.

Not long after the museum had opened, Hollywood Heritage was notified that Al had passed away. In his will, he had left his estate and his collection to "a Hollywood museum." At the time, there were three entities which

qualified under this overly vague description - a group had been formed to turn the Garden Court Apartments into a museum called Hollywood Museum Associates, and the County of Los Angeles was the owner of those items collected in the early 1960s for a museum, therefore it also qualified as a legitimate "Hollywood Museum." Luckily, Al had attached his Hollywood Heritage membership card to his will and we were then identified as the third eligible organization. The three organizations could not have been more different. Hollywood Museum Associates had a building that was involved in litigation, as the previous owner of the Garden Court Apartments had appeared to sell the building to two different parties at the same time, so they had neither a building nor a collection. The County of Los Angeles had a collection, but no building. At that time Hollywood Heritage had a building, the Barn, but no collection to speak of.

Hollywood Heritage had already negotiated a long-term lease with the county for the land opposite the bowl and county officials contacted us with an offer to withdraw their claim if we would use the proceeds from the Rosenfelder estate to improve the museum building, an offer we were only too happy to accept. The court decided that The Hollywood Museum needed both time and some funds to be able to become a viable museum and they were granted both, with the proviso that if at the end of the time granted them by the court they were not able to prove they were to proceed on their plans to open a museum, that the estate of Albert C. Rosenfelder would go to Hollywood Heritage, Inc. Unfortunately The Hollywood Museum group was not able to demonstrate their eligibility and the estate was granted to us. The estate consisted of a residential lot in Hollywood and the collection, which for the most part was stored in the Rosenfelder garage, and was not in the greatest of condition. Hollywood Heritage volunteers, primarily from a committee then called the "Special Projects" committee, spent countless hours going through the garage, sorting through photos, magazines and ephemera, preparing to move it from the decrepit garage. Luckily in 1985, Hollywood Heritage also was granted the management

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BOARD OF DIRECTORS

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Cinerama Makes History at the Lasky-DeMille Barn

Residents of Southern California are more than used to seeing camera crews filming on location. It has become a regular occurrence for bystanders to see something being photographed at any time. Many are so used to it, that they scarcely take a second glance.

Time: Morning, January 14

Place: Hollywood, California

Scene: Hollywood Heritage Museum

Occasion: The return of a pioneering technology that changed cinema forever.

On a particular Saturday morning, however, passers-by in our parking lot saw something quite different. On that lightly brisk morning, the Lasky-DeMille Barn was being used for a sequence in a movie. A company of almost 40 actors and crewmembers took their places as they awaited the director's signal to commence with the scene.

As films go, it was a typical shoot, save for one thing: the camera being used was atypical by Hollywood standards. The sequence is to be a part of a new film, and the camera grinding away at the action had not been used in decades. Utilizing three strips of negative film simultaneously, this process helped usher in a new chapter in the evolution of cinema. The new film's title is *In The Picture*, and it is being filmed in the three-panel process called Cinerama.

For the first time in over 50 years, the cameras turned once again on a film technique that captivated audiences by claiming it "puts YOU in the picture". Between 1952 and 1962, seven films were made in the three-panel process. Beginning with *This Is Cinerama*, audiences could feel like they were along for the ride on a speedy roller coaster, enjoying the sights and sounds of the La Scala Opera House, taking a wild boat ride, soaring above the clouds to view the landscape of America, and so much more. With each film, the Cinerama camera took you far and wide to

places you've never been before and let you see these frontiers in a way you've never experienced. Audiences the world over packed specially-designed theater houses with carefully placed louver screens and three motion picture projectors, each showing a section of film that, when shown together, gives you a complete visual that covers ones entire viewing spectrum. You experienced a cinematic journey not to be equaled.

After the release of the last Cinerama three-panel film, *How The West Was Won*, the unique yet very costly process gave way to the more economical widescreen film formats that used only one strip of film and basically covered a similar display. However, widescreen was much different and not nearly as depth enriching as the three-panel system. Still, the cost and the arduous task of filming, editing and showing Cinerama was the ultimate death knell for this glorious endeavor.

But, you can't keep a good thing down forever!

A group of devoted Cinerama fans have long banded together and have kept the flame burning, albeit not as bright. One individual went so far as to make a documentary on the

subject. Critics and fans alike have lauded his love to the art of the three-film format, *Cinerama Adventure*. Filmmaker David Strohmaier, a lifetime devotee to the genre, provided an outstanding *Evening @ The Barn* for us in 2010. In addition to showing his homage to the lost medium, he provided plenty of extras for us to view. His solid commitment to Cinerama has made him the "go to" guy and he continues to shed more light on an art form that has all but faded from view.

In the last several years, Dave has worked tirelessly on restoring all seven of the films photographed in Cinerama. Scouring the archives of the globe, he has attempted to locate and repair original negatives, prints, faded and decayed, and much of it at his own expense. After long hours of labor and love, he accomplished his goal. The result of his intensive work will culminate this September when all seven films will be seen in restored splendor at the Cinerama Dome in Hollywood. As if this wasn't enough, Strohmaier would like one more thing to be the "icing on the cake". He wants to do what most everyone thought impossible: make a brand new *continued on page 5*



A vintage Cinerama camera prepares for the first filming in over 50 years as an original three-angled clapperboard marks the scene in front of the Hollywood Heritage Museum.

Congratulations to Hollywood High



As a follow-up to the article in our last newsletter, we are pleased that the Director of the National Park Service has announced that the Hollywood High School Historic District was listed on the National Register of Historic Places on January 4, 2012. Graduating with honors to this lofty height in historic preservation is a commendable achievement that everyone with ties to the school should be proud of, both now, and in the future. Hooray for Hollywood (High)! Thanks go to the Hollywood High Alumni Association for spearheading this effort.

[Evening @ the Barn](#)

Movie Star Homes in Hollywood and Beverly Hills

Author Michael Oldham, writer of *Movie Star Homes the Famous to the Forgotten*, *More Hollywood Homes*, and *Greetings from Beverly Hills* will be the guest speaker for the May 9th *Evening @ the Barn*. A visual presentation on the homes of the stars, from Gloria Swanson's 1918 Hollywood bungalow to Brad Pitt's Beverly Hills estate, will be shown, displaying the extravagant, lavish, and eccentric residences of the rich and famous, including how the home looks today. Mr. Oldham also is the co-author of *Palm Springs in Vintage Postcards*. He will be available to sign his books after the presentation.

Advanced ticket sales can be made at www.brownpapertickets.com or call 800/838-3006. Tickets are can be purchased at the door, if there are seats available.

1909 Holly Chateau

Do you know the "Holly Chateau"? A home by that name was designed in 1909 by the architectural firm of Dennis and Farwell for banker Rollin B. Lane and his wife, an early advocate for the beautification of Hollywood. Dennis and Farwell, a prominent turn of the century firm, was also known for their design of the Hollywood

In the afternoon of October 31, 2011, fire damaged the attic and walls of the club. By January 13, 2012, the Magic Castle partially reopened and will have been fully repaired well in advance of the club's 50th anniversary celebration in 2013.

The property is still owned by the Glover family which also owns Yamashiro Restau-



The Magic Castle on Franklin Avenue as it looks today.

Hotel (now demolished), the Janes House, the original Milliron's Department Store, the Salvation Army Home at 4th Street and Main Street, and residences such as the Erasmus Wilson Residence at 7 Chester Place and the E. B. Deming residence in Beverly Hills. According to contemporary sources, this three-story, 17-room home was designed in Victorian style on the exterior and an eclectic mix of styles in the interior. Built just a year before Hollywood's annexation to the City of Los Angeles, it is a fine example of wealthy single family homes from that period in a magnificent Chateausque style. The Lane Residence, located at 7001 Franklin Avenue, is still a significant piece of Hollywood's history.

Starting to sound familiar? Maybe you know this Historic-Cultural Monument by its more popular name, "The Magic Castle". The property was sold to Tom Glover Sr., who leased it in 1961 to Milt and Bill Larson. The Larsons restored it and resurrected the mansion as "The Magic Castle", a private club that is home to the Academy of Magical Arts, Inc., whose members now include thousands of magicians. The Magic Castle opened on January 2, 1963.

rant. Watch for more preservation news on that part of the property as family representative Andre Ulloa is in the process of preparing a nomination for the National Register of Historic Places to be completed this summer.

Rosenfelder *continued from page 2* of the Wattles estate, so the collection was taken there to evaluate it.

There is little doubt that it was Albert C. Rosenfelder's beneficial gift that assisted in the development of the Hollywood Heritage Museum for those first few years. Our security system, lighting, and display materials were all obtained through his gift and the income from the sale of the real estate was turned into savings CDs which provided the financial security the museum needed while the public became aware of us and began visiting.

Albert C. Rosenfelder is memorialized through his photographic collection as well as the many books he donated to Hollywood Heritage which represent the beginnings of our library. For this reason, when photographs are loaned for research or reproduction, they are identified as from the Rosenfelder Collection in honor of one of our first, generous, donors.

Profile

Hollywood Community Housing Corporation

Hollywood Community Housing Corporation (“HCHC”) has been a preservation partner in Hollywood for over 20 years. Founded in 1989 through the efforts of former City Councilman Michael Woo, the Community Redevelopment Agency, the Los Angeles Community Design Center and Hollywood Heritage founding and current Board Member Christy Johnson McAvoy, long-time community leaders, historic preservationists and concerned Hollywood residents were brought together to form the agency. HCHC develops safe, attractive and affordable

Other HCHC affordable housing projects involving historic buildings include the St. Andrews Bungalow Court near Sunset Boulevard, the Palomar Apartments on Santa Monica Boulevard near Western Avenue, Alexandria House Apartments near Wilshire Boulevard, the Werner Illing House, the Wilcox Apartments at Yucca Street, the Kenmore Apartments, Argyle Court and the 2010 Hollywood Bungalow Courtyards on Kingsley Street and Serrano Avenue.

New development projects include the Mariposa Apartments, Carlton Court, Har-



homes for some of the lowest-income residents of our community. Projects are close to public transportation, schools and places to shop and work. HCHC buildings include amenities and services that help families and individuals to further improve their lives.

The first project of HCHC was the rehabilitation of the historic Nelson Dunning House and new construction of 24 adjacent units of affordable housing. Architect and former Hollywood Heritage board member Ed Hunt was instrumental to the project. Today, HCHC operates 22 buildings that serve 718 households. The work of HCHC benefits large families, seniors, children and single parents. At the same time, HCHC buildings revitalize blighted, crime-infested areas with renovations of historic properties and striking new construction.

old Way Apartments, La Brea/Franklin Apartments, Barnsdall Court, Casa Verde, Hollywood Metro Apartments, Views at 270, Carlton Apartments, Waterloo Apartments, Innis Heights, Mirada Terrace, and Alessandro Apartments.

Although not an affordable housing project, the latest rehabilitation project of the organization is Orchard Gables (pictured above), located at the intersection of Wilcox and Fountain Avenues. HCHC has restored this Historic-Cultural Monument to serve as the offices for the L.A.C.E.R. afterschool program and others.

We look forward to HCHC’s continued effort in the preservation of Hollywood’s built environment. For further information on HCHC please go to hollywoodhousing.org.

Cinerama *continued from page 3*
film in the old Cinerama process.

Through the friendships he made in the Cinerama community, Strohmaier was able to seek out and locate original Cinerama equipment; materials that had not been used since the cameras ground to a halt over fifty years ago. With the help of these stalwarts of cinema history, they were able to refurbish and restore an original Cinerama camera first used in 1953. Lenses, cables, even an original three-angled clapboard was found and put through their paces.

(The one accessory borrowed was not a Cinerama artifact: a unique dolly that was re-configured for the special camera. This four-wheeled unit was used for moving down the ship corridors seen on the television series, *Star Trek*. Very appropriate for this shoot as the sci-fi classic was a Paramount show.)

After some test shots were made, a script was written. Once completed, they were ready to start production on the first Cinerama film of the 21st century.

Strohmaier, a fan and friend of Hollywood Heritage, contacted us to see if he could film a sequence of his new film at the Barn. It would be part of a sequence showing some of the historic places in Hollywood. Eager to participate, the date was set to film and the call went out for people to appear in the historic shoot.

The sequence would be a tracking shot of the exterior of the Barn with people milling about, headed in and out of the building. The camera closes in on the dedication plaque and a close-up of it is seen. It took a few hours to set up, rehearse and film; the final shot will last less than twenty seconds on screen. Among those who can be seen are Hollywood Heritage volunteers Valerie Yaros, Mary Mallory, Nick Beck, Randy Haberkamp, Alan Simon, and, in the close-up of the dedication plaque shot, Richard Adkins and Stan Taffel. Other fans of Hollywood Heritage and Cinerama rounded out the selected group of on-camera participants. The completed short subject will have its world premiere at the Cinerama Dome along with the seven original Cinerama features.

The beloved Lasky-DeMille Barn has now been forever immortalized by the Cinerama camera. Whenever and wherever the film is shown, we can all be proud that the oldest surviving home of the movies will be seen as a true world landmark and stand as a testament to the best of Hollywood’s heritage.

Volunteer Profile

Dave Bower

“I volunteer because it makes me feel good,” Dave Bower tells the Hollywood Heritage Newsletter. Dave is a docent at our Museum one day a week, he has been conducting some of our Hollywood Boulevard Walking Tours for



the past two years, and recently he has been helping out at Evenings @ the Barn, which he views as our “signature event.” “It’s a rewarding experience, especially when people really get it, when you see their enthusiasm, when you see them make the connection between history and the present in what they are viewing. Some people on the tours grew up in Hollywood and they relive a lot of their youth and they tell first-person stories of what they remember, and that is rewarding for me.”

Dave was born in New Jersey, but grew up in Delaware, and didn’t come west until he was 25 years old. He attended Los Angeles City College, took classes at UCLA, and, majoring in the classics, received his degree at USC, where he also earned his master’s degree in Accounting/Business Tax. His career has been mostly in the construction industry, although there was a five-year stint in corporate human resources.

Reading about our Hollywood Walking Tour in the newspaper, he noted it, but it took him a year to make the call and take the tour with Hollywood Heritage’s George Kiel. Dave loved it and knew that is something he wanted to do – become a tour leader. He studied with George and read everything he could get his hands on about old Hollywood.

“What I soon realized,” Dave told your Newsletter, “is how hard it is to nail down facts. . . . You read about the same topic in different places, and you get different stories.” He finds it hard to know which story is the correct one, and he cites the various stories on

how Hollywood got its name as a good example. He ends up telling the visitors to the Barn and those on his tour the various stories, and lets them decide which one is correct.

Dave is also a docent at the Gamble House, and his love for the outdoors finds him volunteering as a guide at Franklin Canyon Park, for the Mountains Recreation and Conservation Authority. He loves to read about history and his current passion is learning about the history of Hollywood, where he lives. He also enjoys movies and eating out – but only vegetarian cuisine!

“Hats off to the people that make things happen at Hollywood Heritage. The day to day leadership here is amazing,” Dave tells the Newsletter. He says that he is humbled to be associated in some small way with Hollywood Heritage, and he is amazed at how much is done with such a small group of volunteers. He is constantly astonished at what is accomplished. “How they can pull off events that they put out – it’s amazing. I’m proud to be a part of the action, and to meet all the people – and, it’s fun.”

Evening @ the Barn

Starring Griffith Park

Carved from the former Spanish land grant Rancho Los Feliz, Griffith Park, the 4,300-acre wilderness in the heart of Los Angeles, has been a playground for Angelenos for over a century. Since 1896, when the land was donated by philanthropist Griffith J. Griffith, generations of weekenders enjoyed its many features. The park, which lies in the shadow of the Hollywood sign, has been a frequent filming site for legendary movies like *Back to the Future*, *Birth of a Nation*, and *Rebel Without a Cause*.

Authors E.J. Stephens and Marc Wanamaker will present an evening of clips about Griffith Park as a filming location from the earliest years to the present.

Their Arcadia Publishing book, *Griffith Park*, will be available for sale and for signing by the authors the evening of the show following their presentation.

Advanced ticket sales can be made at www.brownpapertickets.com or call 800/838-3006. Tickets are can be purchased at the door, if there are seats available.

Evening @ the Barn

Marx in March Promises Hilarious Surprises

Wisecracking, cigar-smoking Groucho Marx knew how to make people laugh. Quick-witted with double entendres and one-liners, Marx charmed moviegoers, radio listeners, and television watchers for over 50 years.

He and his brothers, Chico, Gummo, Zeppo and Harpo, appeared in vaudeville, touring the country for years honing their anarchic and zany act. After appearing on Broadway in the late 1920s, they were lured to Hollywood, where they made such comic masterpieces as *The Cocoanuts*, *Horse Feathers*, *Duck Soup*, *A Night at the Opera*, and *A Day at the Races*.

In the 1950s and 1960s, Groucho would appear on television in *You Bet Your Life*, and later played God in the 1969 film *Skidoo*.

In 1974, Steve Stoliar, a student at UCLA, and one of Groucho’s biggest fans, landed the plum job as his man Friday, answering mail, the telephone, scheduling appointments, and acting as personal archivist. During the time spent with Groucho, Stoliar met screen, stage, theatre, and literary greats, as well as meeting his brothers Zeppo and Gummo. He witnessed the curtain slowly ringing down on Groucho, while also dealing with Erin Fleming, the mercurial woman who occupied Groucho’s life.

Stoliar has been a writer and voice-over actor for more than 25 years, penning scripts for Dick Cavett, *Murder She Wrote*, *Simon and Simon*, and *Sliders*, as well as providing voices for numerous animated specials.

On Wednesday, March 14 at 7:30 pm, Stoliar will share reminiscences of his three years working with Groucho, including screening various clips from his “unseen” 1974 home movie, in which Groucho meets celebrities, sings, and gives a brief interview. Following the presentation is a Q & A and book signing. Tickets are going fast; visit www.brownpapertickets.com or call 800/838-3006 to buy your ticket.

MEMBERSHIP UPDATE

In grateful recognition of their generous support, we sincerely thank the following renewing members who have made contributions at the \$100 level and above as of February 21, 2012. Category titles are names of historic Hollywood Studios.

Bison **\$500+**

Alan & Joan Simon
Aaron & Anne Epstein
Donelle Dadigan

Kalem **\$250+**

James McMath
Peter & Jane Trapnell Marino

Triangle **\$100+**

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Jan Westman
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Jeffrey Williams
Eric & Karen Warren
Peter & Miriam Colantuoni
Susan Pinsky & David Starkman
Andrew Schwartz
Meredith Drake

Welcome New Members!

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Laszlo Horvati
William Coates
Jay Miller
Norman Weiler
Jackie Goldberg
Alexander Roman
Linda Simmons Hight
Karen Slagle
Timothy Hahn
Sandy Driscoll
Mark Hart
Rocky Hart
Jay Jorgensen
Veronica Anderson

Most Endangered

Hollywood Studio Expansions Could Threaten Historic Structures

Hollywood Studios

Hollywood studios are the essential element of historic Hollywood, the economic engine, and the most endangered of our resources after Hollywood Blvd. Studios created our town and continue to be important to its well being. Hollywood Heritage is aware that there are expansion and development plans being prepared for Hollywood Center, Paramount Pictures, Sunset Gower, and the Sunset Bronson Studios. Within each of these studios are historic structures; each of these studios were participants in the Hollywood Studio Task Force put together by former Councilman Michael Woo. Hollywood Heritage cooperated with the formation of this group as it promised surveys of the participating lots and notification whenever a historically significant building was affected by plans. We do not know that historic structures on these sites may be threatened by these various studio development plans; we naturally are concerned by the scope of the large scale developments described by the media. We hope that Councilman Eric Garcetti will be supportive of discussions between the studios and Hollywood Heritage so that we can continue to work cooperatively with the studios concerning their development plans.

Hollywood Plans

“The City of Los Angeles has no staff to conduct planning efforts within the City.” Not so. The Planning Department of the City is currently circulating a Hollywood

Community Plan Update which proposes changes to the underlying zoning and which may encourage more development. The Office of Historic Preservation has just conducted a survey of the Hollywood area. The Community Redevelopment Agency (CRA/LA) is was considering Hollywood Boulevard Urban Design Guidelines and the Sunset Boulevard Urban Design Guidelines and has completed a survey of the redevelopment area. Hollywood Heritage has been working with the CRA/LA, the Planning Department, and the Office of Historic Preservation to ensure cohesion and adequate mitigation in these plans and encourage policies and new development that seek to preserve the character of Hollywood.

Hollywood Boulevard

“Hollywood Boulevard is back!” or so conventional wisdom would have it. However, with the Boulevard’s success has come a growing pressure on the resources of this nationally recognized historic commercial and entertainment district. Hollywood Heritage is aware that there are development plans being proposed for several sites including Grauman’s Chinese Theater, the Sardi’s Building, and the property at the corner of Hollywood Boulevard and Hudson Avenue across from the recently restored Hillview Hotel. Hollywood Heritage is attempting to monitor all of these sites in an attempt to encourage sensitive changes to preserve the historic character of this National Register District. Everyone’s alertness to changes on the Boulevard is appreciated.

Preserving Hollywood’s Heritage @ the Barn – A new series

Hollywood Heritage kicks off a new series of programs focusing on Hollywood preservation concepts and issues with a program on Frank and Lloyd Wright in Hollywood, on Thursday, May 19, 2012 at 7:30 pm. There is no admission fee for this program. Check with the www.HollywoodHeritage.org website for more information as it gets closer to that date.



P.O. Box 2586
Hollywood, CA 90078

SAVE THESE DATES
Upcoming Hollywood Heritage Events

WEDNESDAY March 14, 2012, 7:30 pm - Hollywood Heritage Museum - *Evening @ the Barn, Remembering Groucho* by Steve Stoliar.

WEDNESDAY, April 18, 2012, 7:30 pm - Hollywood Heritage Museum - *Evening @ the Barn, Starring Griffith Park*, with E.J. Stephens and Marc Wanamaker.

Thursday, April 19, 2012, 7:30 pm - Hollywood Heritage Museum - *Preserving Hollywood's Heritage @ the Barn; Frank and Lloyd Wright in Hollywood.*

WEDNESDAY, May 9, 2012, 7:30 pm - Hollywood Heritage Museum - *Evening @ the Barn, Movie Star Homes in Hollywood and Beverly Hills*, by Mike Oldham.

WEDNESDAY, June 13, 2012, 7:30 pm - Hollywood Heritage Museum - *Evening @ the Barn*, to be announced. Check our website

NOTE: All Evenings @ the Barn programs begin at 7:30 pm. Seating is limited to 110 persons. For all programs, advance tickets are available at Brown Paper Tickets, 1-800-838-3006, or at www.BrownPaperTickets.com

PRESERVING OUR HOLLYWOOD HERITAGE FOR OVER 30 YEARS

• Hollywood Heritage Museum/Lasky-DeMille Barn •

• Silent Society: Motion Picture History and Preservation • Architectural Preservation, Advocacy, and Education •



Membership Application

Memberships may also be submitted online at www.HollywoodHeritage.org

YES! I would like to become a member of Hollywood Heritage, Inc.

This is a Membership Renewal

- \$2,500 Majestic \$1,000 Keystone \$500 Bison
- \$250 Kalem \$100 Triangle** \$50 Household
- \$40 Individual \$25 Senior 65+

**Join at the \$100 Triangle level or above, and receive a 24"x36" collectable re-production poster, *A Map of Hollywood from the Best Surveys of the Time c. 1928.*

Membership Benefits Include:

- Discounts to *Evenings @ the Barn* programs.
- Free admission to the Hollywood Heritage Museum for two adults and two children.
- Ten percent discount at the Museum Store.
- Advance notification of special member programs.
- Discounts on Silent Society film programs at the Hollywood Heritage Museum, UCLA, and the Paramount Ranch.
- Quarterly **Hollywood Heritage Newsletter.**

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