

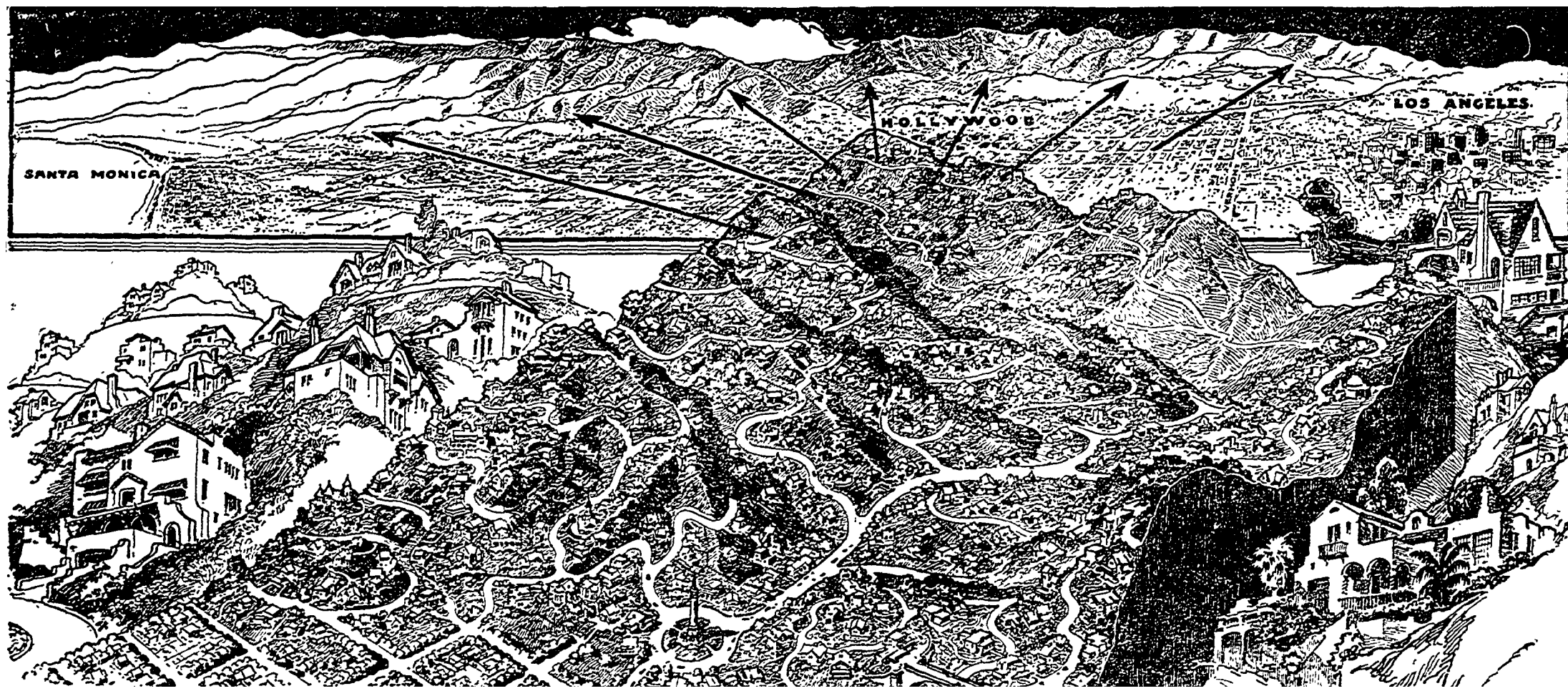
# ERA OF DEVELOPMENT DAWNS FOR HIGHLANDS

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pg. VI

## Nature's Priceless Contribution to Los Angeles—the Hollywood-Santa Monica Foothills



### ERA OF DEVELOPMENT DAWNS FOR HIGHLANDS

#### Property Owners Unite in Effort to Bring About Highest Type of Improvements in Area

Hollywood of the future will be not a foothill city, but a city in the hills; a city of thousands of homes built upon the highlands, and commanding sweeping vistas of mountains, the city and the sea. The metamorphosis is already taking place; steam shovels are eating their way through the Hollywood hills, roads are being built and homesites are being created throughout the vast territory lying between Vermont avenue and the sea.

The scars made by the road builders of today will within a few years be concealed by the residences, with their planting and landscaping, of tomorrow, and the Hollywood Santa Monica Hills, within a few years, will stand forth as a unique and beautiful residential suburb of Los Angeles.

Property owners and subdividers of this district, realizing the importance of proper development of the foothills, last week formed an association, the purpose of which will be to co-ordinate the work now being carried on in the various subdivisions; to bring about uniform road and street systems, and to insure building improvements of the best class, without resorting to excessive building restrictions.

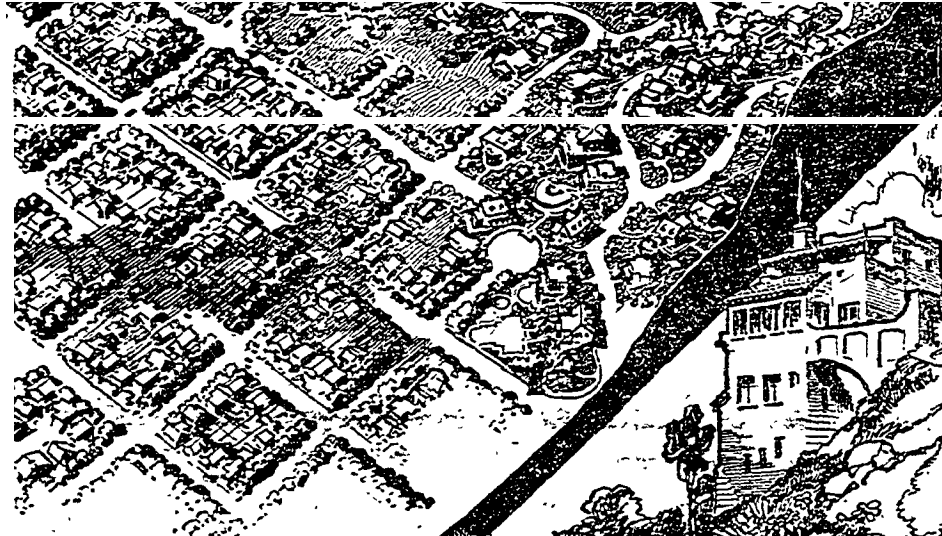
This body, to be known as the Hollywood Side of the Hills Association, met Thursday evening at the Masonic Temple in Hollywood, and formulated plans for uniform development. The meeting was at-

tended by representatives of the Hollywood Foothills Association, organized for the purpose of building the Skyline Boulevard along the crest of the range, and the full co-operation of this body with the newly-formed association was pledged.

At this meeting the Skyline Boulevard plan was, by unanimous consent, modified so as to extend the eastern entrance of the Skyline Boulevard from Mariposa avenue to the Vermont avenue Canyon, and extending westward from that point.

Plans were also put under way for the general adoption by all of the subdividers of foothill property of the architectural committee, which, in each tract, will pass upon the exterior design of all houses before construction work is started. Under this plan the arbitrary minimum restriction as to the amount of money to be spent by the individual home builder will be abolished, and only the artistic merits of the house, as shown by

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The Coming Residential Section of the City

The above sketch shows Artist Charles H. Owens's conception of the possibilities of the hills to the north and west of the city for residential development. This great area, now under development, is destined to become a unique and beautiful section of the city—an area of homes ranging from the great suburban estate to the modest cottage. The inserted detail drawing shows the distinctive type of development to which the foothill area lends itself.

# NEW ERA FOR FOOTHILL AREA

Great Development Work  
Now in Full Swing

Thousands of Residence  
Sites Will Be Provided

Property Owners Organize  
to Promote Work

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the architect's perspective, will be considered.

## ELECT OFFICERS

At this first meeting of the association F. E. Woodley, member of the Board of Supervisors, and one of the first subdividers of the district, was elected president and F. A. Hartwell was elected secretary. A committee on organization, consisting of Alvaro Pratt, E. K. Taft and Mr. Hartwell, was also appointed, and this committee will increase the membership of the organization to include those not present at the first meeting.

The next meeting of the association will be held on the 26th inst., when every subdivider and owner of undeveloped property in the foothill district between Vermont avenue and the sea is expected to be present.

The story of these hills, cattle ranges in the early history of the city, and for years after the growth of Los Angeles started, put to practically no use, is as interesting as the history of the city itself. For many years this range of hills has been regarded as a liability, rather than an asset for Hollywood and Los Angeles, the recognition of the fact that the hills afford unusual opportunities for residential purposes is comparatively recent, but recognition of the fact has now become so general that literally thousands of acres of foothill land between Hollywood and the sea are

being made available to the home builder.

Scarcely more than twenty years ago Hollywood itself was only a potential suburb of Los Angeles, and its future as a district of fine homes was as little recognized as was the future of the foothill area five years ago. The Hollywood of today grew out of the vision of a group of men who saw its possibilities and who, in the early nineteen hundreds, undertook to develop these possibilities. Large tracts were acquired and subdivided and fortunes were reaped not only by the original syndicate, but by those who invested in Hollywood property. The foothill lands were considered, however, too rough and uninviting for the home builder, and no attempt at development work above the lower plateau was undertaken.

An amusing and illuminating

story is told of the property which is now known as Whitley Heights, one of the best-known residence tracts in Los Angeles. When the syndicate which launched the community of Hollywood had completed its work it found, among other assets, a rough and apparently useless hill looming up over the area which had been subdivided. The question of the disposal of this hill arose and, after some discussion, it was decided to give it outright to H. J. Whitley. Mr. Whitley was not anxious to assume responsibility for the hill, but in order to facilitate liquidation of the syndicate's assets, took it over. With the growth of Hollywood the hill increased in value, and about three years ago Mr. Whitley subdivided it into a residential area which has since assumed a character distinctively its own.

One of the great foothill tracts

now being marketed was acquired by its former owners about thirty-five years ago for \$1.25 per acre. At the present time, with the improvements which are going in, the value of the property is computed in terms of thousands of dollars per acre.

While the development of Hollywood's foothill land dates back about thirteen years, when William Mead acquired 120 acres of land lying between Commonwealth and Western avenues from Col. Griffith, donor of Griffith Park to the city, the activity now under way is of more recent origin, having started only about two years ago. Mr. Mead's first tract, opened shortly after he obtained the property from Col. Griffith, was Hillhurst Park, at the head of Vermont avenue.

Mr. Mead, however, convinced that the value of his holdings would appreciate greatly with the growth of the city in that direction, did not push the development of the property until two years ago, when a small tract at the western end was opened. Subsequently he sold seventy-five acres just west of Vermont avenue to a group of local business men, who proceeded immediately with subdivision of the property.

## MEET POPULAR NEED

This subdivision was placed on the market at the time when interest in foothill property was beginning to awaken, an interest that has steadily gained since 1921. Other tracts in the foothills had been opened prior to this—notably Laughlin Park and Beverly Hills—but these were, for the most part, beyond the reach of the man of average means in their initial stage, and while these properties were slowly and beautifully developed, they did not fill a popular need, such as the more recent subdivisions have done.

Within the last two years more than thirty new tracts in the Hollywood foothills between Vermont avenue and Sherman have been placed on the market; miles of new winding roads, conforming to the contour of the hills, have been built, public utilities have been installed, and the major portion of the area has been made available to the home builder of modest means.

Aside from the actual subdivision of the foothills of Hollywood and of the Santa Monica range, there have been a number of projects of a public and semi-public nature which have been of considerable importance in popularizing the area.

Chief among these is the proposed Skyline Boulevard, to carry the name, when completed, of William Mulholland, who built the Los Angeles Aqueduct. This project, inaugurated by a group of property owners at an informal meeting several months ago, has gained such impetus, and has carried forward with such rapidity that the preliminary survey has been completed by engineer De Witt L. Reaburn, and the route of Mulholland Drive has been determined.

This new boulevard, more than eighteen miles in length, will follow the crest of the ridge, making available for suburban residences and estates thousands of acres of high land on both the southern and northern slopes of the range.

According to Mr. Reaburn's original survey, the drive was to start at the head of Mariposa avenue, north of Los Feliz Boulevard, extending through Griffith Park to connect with the high road now leading from the Western avenue entrance to the park to the river entrance, Vermont Avenue Canyon, however, has been selected as the new entrance. Pursuing a westward course, the new boulevard will follow the crest, crossing Caluenga Pass by viaduct, and sweeping westward at the highest part of the range, with magnificent vistas of the San Fernando Valley, the city, the sea and the mountains.

## ENDS AT TOPANGA

According to present plans the road will connect with and terminate at the Topanga Canyon Road, but later it is proposed to extend the boulevard toward Calabasas and the Ventura county line. The plan allows for a number of lateral boulevards, some of which are already partially built, through the canyons on either side of the Santa Monica range. The Laurel Canyon road is to be rebuilt and regraded, as will also the Caluenga Pass Road, for which an appropriation of \$100,000 has been set aside by the Board of Supervisors. Other roads will be built through Franklin Canyon, Higgins Canyon, Coldwater Canyon, Sepulveda Canyon, Sullivan Canyon and others connecting directly with the Skyline Boulevard, and extending into the San Fernando Valley on the north side of the range, and making the entire territory easily accessible.

## BEAUTY AND UTILITY

The difficulty of getting water to these higher ranges has been a factor which has held back their development, but this problem is now being solved by the Los Angeles Water Department in a man-

ner which will not only serve a utilitarian purpose, but will beautify the hills as well.

Three artificial lakes are being created by the water department, two on the southern slopes, and one on the northern slope. The Weid Canyon dam, located directly above Hollywood, is now under construction; excavation work to bedrock has been finished, and within sixty days the department

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# NEW ERA FOR FOOTHILL AREA

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will be pouring concrete for the dam.

Through this project an artificial lake covering an area of 126 acres will be created almost in the heart of Hollywood, and the hillsides surrounding the lake, and commanding a view of the entire city, will be developed by owners of the property, who appreciate the opportunity afforded them. This reservoir will impound 2,275,000,000 gallons of water; sufficient to supply all of Hollywood for all time at the present high-line system of 700 feet. The higher areas can be easily supplied from this main system by means of pumping systems and storage tanks.

The Stone Canyon reservoir, above Sawtelle, is more than half completed; and officials of the department express the opinion that the dam will be in use this fall. In Stone Canyon a lake covering an area of 125 acres will be created, and a high-line water system of 843 feet will be established to serve the Sawtelle and Westgate districts.

The northern slopes of the range, as well as a portion of the San Fernando Valley, will be served by the Encino reservoir, which is so situated that the water can be easily diverted across the range, if necessary, to serve the city and its western suburbs.

## THOUSANDS OF HOMESITES

Those factors—roads, water and public utilities—have played an important part in the development activity of the past two years. In this period more than 2000 acres of highly developed territory have been made available for residential purposes. More than thirty tracts have been placed on the market and hundreds of homes have been erected. These tracts range in size from two to 640 acres.

Improvements of the highest class have been installed; in the majority of the tracts paved streets, street lighting systems, underground conduits for wires, and all of the public utilities have been provided by the subdividers.

The land now available—that is, already improved—in the Hollywood Hills will provide for more than 6000 home sites, it is estimated; it will give accommodations for more than 20,000 people. And the development of the district is yet in its infancy; the building

of the city in the hills has only started.

Realizing the importance of coordinating the development of this area, so rich in promise, the subdividers of the various tracts, although business rivals, are united in the opinion that no effort can be spared in the beautification of the properties whose destinies they control.

Two weeks ago thirty of these property owners met on a high knoll overlooking the city on the one hand and the San Fernando Valley on the other, and informally organized an association which will have for its purpose the conversion of these hillsides into the most beautiful residential suburb of Los Angeles—a suburb which will be without peer; and at the meeting held last Thursday in Hollywood, to which other property owners of the foothill district were invited, this organization was projected and the task, which can be accomplished through concerted and harmonious effort, was clearly defined.