



COMMUNITY DEVELOPMENT



ZONING ASSURES MODEL PROJECT

*City Planning Being Applied
to North Hollywood*

*Chamber Branch Organized
to Meet Development*

*Officials Hold Valley Has
1,500,000 Capacity*

Planning and zoning of the San Fernando Valley is being carried out by the City Planning Commission and County Regional Zoning Commission on the basis that there is room in the valley for a population of 1,500,000.

Announcement has been made that the Studio City area, in North Hollywood, around which the activities center, is the only territory of that magnitude, confronted with rapid development, where the planning and zoning commissions have been enabled to get on the ground first and plan the boulevards and streets, and do the zoning ahead of the growth. As a result when fully developed North Hollywood will be a model city, Harry E. Jones said yesterday.

Already 403.30 miles of paving have been completed, in process of building or ready for contract, and 1150 miles of streets have been dedicated in the valley.

CHAMBER OF COMMERCE

Recognizing that rapid growth must follow the movement of the Sennett, Christie, Famous Players-Lasky, Universal, First National and other major motion-picture production plants into the valley, the Los Angeles Chamber of Commerce yesterday announced that it had opened a San Fernando Valley branch, with F. P. O'Brien in charge. A thorough industrial survey of the valley under the direction of Mr. O'Brien will be made at once. It is the intention of the Los Angeles Chamber of Commerce to work hand in hand with the valley in obtaining suitable industrial enterprises for the North Hollywood area.

Application has been made for a branch postoffice, to be located at Studio City, the center of the \$20,000,000 motion-picture production development. With the completion of the Mack Sennett studio and the building of other major plants, it is estimated that 3000 persons will be employed in Studio City area alone. Sixteen of the eighteen buildings comprising the Sennett layout are now well under way, with a completion date set for March 1. Improvement of the Christie Film Company's site at Studio City will begin this month.

NEW TELEPHONE EXCHANGE

To provide adequate facilities for the increased population which will follow the \$20,000,000 Studio City development, the Pacific Telegraph and Telephone Company announced yesterday that it would build \$165,000 central exchange in the North Hollywood district and have it in operation by July 1. M. M. Perrett, valley manager for the telephone company, stated yesterday that in 1923 there were only 20 telephones in the North Hollywood district. In 1927 there were 170 phones in operation, 800 of which were added during the last year. Installation of the majority of these phones followed the Studio City

Indicating rapid growth since the movement of the studios out Ventura Boulevard started, W. G. H. Russell, manager of the Southern California Gas Company in the San Fernando Valley, stated yesterday that seventy miles of new street connections and thirty miles of service connections were laid in 1927. Mr. Russell added that 1700 meters were installed in new homes during the last year.

That the Studio City activity has increased traffic in the valley is indicated by a report from the San Fernando Valley police division which shows that 6810 arrests were made in 1927, as compared with 1760 for 1926. Police officials declared that 80 per cent of the arrests were for traffic violations, and that the increase of more than 300 per cent was caused by new traffic created by the Sennett, Christie, Metro-Goldwyn-Mayer and Famous Players-Lasky activities in the new film community.