

COMMUNITY DEVELOPMENT



STREAM PIVOT IN CITY'S PLAN

*Artistic Canal Segregates
Homes from Industry*

*Groves of Trees Lend Site
Beauty of Nature*

*Residences and Film Plants
Being Built Rapidly*

Studio City's \$20,000,000 development in North Hollywood is pronounced by realty experts to be one of the most unique community centers ever platted in Los Angeles.

With major motion-picture production plants located along Ventura Boulevard, the residential section of Studio City is separated from the film industrial area by the Los Angeles River, which completely isolates the home section from the center of film activities.

New Orleans has its French and American quarters, Canal street separating the two communities, just as the Los Angeles River divides the home and screen areas at Studio City.

Through Studio City the Los Angeles River has been cleared and its banks reveted with concrete. Ivy will be planted to run down the banks, giving the effect of Venice and its canals. Clear, cold Aqueduct water flows through the river every day in the year.

BRIDGE BEING BUILT

Radford avenue bridge across the river is now open and while the artistic concrete Pacoima bridge is being built, traffic is being diverted by way of Radford avenue, the main thoroughfare of Studio City.

Opening of the third unit of Studio City was announced yesterday. The new area runs on Pacoima avenue to Addison street and on Riverside Drive to Gentry street. Riverside Drive, which is under construction, bisects Studio City and will furnish a new twenty-five-minute route into downtown Los Angeles.

The new residential area covers the famous Stockwell walnut groves. Walnut trees, thirty-five years old, cover practically the entire unit. Giant gum and pepper trees and the Talmadge pecan orchard of thirty-year-old trees, the only pecan grove in Southern California, add to the luxurious tropical growth which features the entire residential area in Studio City.

TREES ALREADY PLANTED

Studio City is the only subdivision in Los Angeles where it has not been necessary to plant trees. Five old walnut, peach, apple, plum, cherry and apricot trees cover the entire residential area with thousands of thirty-year-old gum trees acting as windbrakes. In fact every street in the home section has been built by sacrificing hundreds of stately trees.

"The wonderful tree life in the Studio City home area is such that with the building of homes, the area will almost overnight possess the atmosphere of a community which has been twenty-five years in cultivating shrubbery, growing trees and establishing permanent outdoor effects. The ivy-clad banks of the river completely isolate the home area from the film center and yet this residential section is only eight minutes from Hollywood and twenty-five minutes from downtown Los Angeles with the completion of the Riverside Drive paving," Harry E. Jones said yesterday.

BUILDING GOING AHEAD

Four modern apartment-houses have been completed south of the river and in the residential section artistic homes are being built in units of five. Gen. Walter P. Story is preparing to construct a \$150,000 home on Pacoima avenue just across Ventura Boulevard from Studio City, which will be one of the show places of Southern California.

So far Studio City officials have devoted their energies to promoting Ventura Boulevard business frontage. With the completion of the \$800,000 Mack Sennett studios and the first unit of the Christie production plant, negotiations are on for several other major film concerns.

Increases in the assessed valuation of boulevard frontage in Studio City since the community was established a year ago have been phenomenal. Increases have run from 100 per cent to 200 per cent. The assessed valuation of the land on which the Sennett plant was built increased 800 per cent for 1928 over 1927. This does not include the improvements.

IMPROVEMENT PLANS

With the widening of Ventura Boulevard to a seventy-foot concrete highway and the installation of ornamental electroliers from Hollywood through Studio City to

Sherman Oaks, together with the completion of Hollywood's "five-finger plan," O. C. Albright predicts a considerable increase in Ventura Boulevard values. Thomas E. Bundy, holder of large interests in the Wilshire district, asserted yesterday that Ventura Boulevard will be a "second Wilshire."