

THE 1925 FOX APARTMENTS AND THE JANSS INVESTMENT CORPORATION

AN EVOLVING VISION FOR A GRAND DEVELOPMENT IN WESTWOOD:
FROM “THE SECOND HOLLYWOOD” TO A NEW CAMPUS FOR UCLA



A trio of dapper Janss Investment Corporation real estate executives are seen in 1922 pointing east toward Beverly Hills amid a massive expanse of undeveloped dirt that would become newly paved Santa Monica Boulevard, near future Kelton Avenue in Westwood. With plans in hand, the developers envisioned the company paving a new 50-foot-wide Santa Monica Boulevard. A wooden sign touts “New 50 foot boulevard starts here.” White surveyor’s markers poke out of the dirt at the center, and at left is a row of towering wooden poles carrying overhead catenary wires that power the Pacific Electric Railway’s “Red Car” trains from Downtown L.A. through Beverly Hills and Westwood, to Santa Monica and ending at the Windward Circle in Venice. The land in this photo is a tiny part of the sprawling 3,300-acre Wolfskill Ranch that the Janss Corp. acquired from the Letts Estate in 1922. That property spanned from Sunset Boulevard on the north to Pico Boulevard on the south, from the Beverly Hills border on the east to Sepulveda Boulevard on the west, land that once was part of the Rancho San Jose de Buenos Ayres (“Saint Joseph’s Ranch of the Pleasant Breezes,” referring to the cooling Pacific Ocean winds). On this Janss acreage would rise Westwood Hills, Holmby Hills, Westwood Village, Fox Studios, UCLA’s new Westwood campus, and eventually Century City, in one of the greatest developments Los Angeles ever saw.

There never will be another Second Hollywood



**HOLLYWOOD
YESTERDAY**



**HOLLYWOOD
TODAY**

*today's big
Opportunity
is*

Westwood

**THE Second
Hollywood!!**

*New Studio Sites
are in the heart of
Westwood!*

Buy close to the studio sites for profit, say the wise investors who have made fortunes in Hollywood. Today's new studio center is in the heart of Westwood. It is, and always will be, the "filmmakers' District." No need of paying big prices for property two or three miles from their sites while you can still get lots within a few blocks, or adjacent if you prefer, at lowest prices, easy terms and in addition GET ALL IMPROVEMENTS INSTALLED FREE at once. The Janss Investment Co. owns all of the subdivision properties immediately surrounding the studio sites on all sides. Get the advice of successful buyers.

**Follow
the
Studios
for
Profit!**

How Long Can Westwood Wait for You?

It is not much more than a matter of months until Westwood's opportunities of today will be history. Sales for November will total nearly \$2,000,000! New studios and developments are regularly putting thousands upon thousands of dollars in the pockets of Westwood investors. Hollywood was the great profit-opportunity of yesterday. Westwood is today growing faster than did Hollywood! It is the statement of experts that you can delay your Westwood investment—

**---just as long as YOU are Content to
Sacrifice the Profits in making NOW!**

Low prices—made possible by the Janss Investment Company policy of buying large tracts for cash, coupled with Easy Terms—put Westwood investment within the reach of every purse. Quick action now means Quickest, Biggest Profit.

BE OUT TODAY

This Way to Westwood: Tract Offices open from daylight till dark. Drive out Santa Monica Blvd. or Wilshire Blvd. to WESTWOOD. By trolley, take Santa Monica-Sawtelle car, via 16th St., at Hill St. Station.

Janss Investment Co.
PHONE 621-401
FOURTH FLOOR METROPOLITAN BLDG. FIFTH AND BROADWAY
22 Years of Responsibility Behind Each Sale

Hollywood
Branch Office
6434
B'way
Phone
434530

Soon after it had acquired the massive 3,300-acre Wolfskill Ranch from the Letts Estate in 1922, the Janss Investment Corp. announced it would develop "The Second Hollywood," inspired by the success of the original Hollywood and its fledgling motion picture industry. This 1923 Janss ad touted Westwood as a western version of Hollywood, spotlighting a trio of film companies that planned to build studios in Westwood. Janss hoped this would inspire other investors to purchase home, apartment, and commercial sites in Westwood. The ad declares "There Will Never Be Another Second Hollywood," "New Studio Sites are in the Heart of Westwood," "Today's Big Opportunity is Westwood, THE Second Hollywood!!" and "Follow the Studios for Profit!" The map shows the Wm. Fox Studio site, Harold Lloyd Studio site, and the Christie Studio site (the last of which was never built). Despite a promising start, Janss' gambit to create "The Second Hollywood" sputtered out, spurring brothers Edwin and Harold Janss to pursue their "Plan B," which was to lure UCLA.

No time for delay!

Westwood *The Second Hollywood*

The "Zero Hour" is here!

The time to lock the barn door is before the horse is gone. You can't expect to make the big profits if you wait until after profit-bringing activity has begun. This is a warning. Westwood, according to experts, is on the verge of an era of profit-bringing activity and prosperity. These same experts are taking their own advice—buying in Westwood. You get Your share!

REMEMBER
the
Harold Lloyd
William Fox
Christie
Studios
have purchased big
studio sites at
WESTWOOD

Are you one of those who watched Hollywood make fabulous profits for those who got "in on the ground floor?" Are you one of the thousands who recognize in Westwood the same opportunity which Hollywood offered? THIS MESSAGE IS DIRECTED TO YOU:

We are now offering in "PROSPERITY UNIT" the first of the last of Westwood between Wilshire Boulevard and Pico Boulevard—the last of Westwood adjacent to the great studio sites. The minute announcement is made of the start of construction on any of these studios (and it may come any day now) you know what will happen to values. Act today and make sure to share in what the future will bring to Westwood's "ground-floor" investors. Do not let hesitation rob you of another big opportunity!

THIS WAY TO WESTWOOD

Drive out Wilshire or Santa Monica Boulevard direct to Westwood, or take Santa Monica car via 16th street at Hill Street station.

Janss Investment Co.

PHONE 821-401

FOURTH FLOOR METROPOLITAN BLDG. FIFTH AND MONROV

Hollywood
Branch Office
6434 Hollywood
Boulevard
Phone
434-530

22 Years of Responsibility Behind Each Sale

The illustration in this 1924 Janss ad for their "Prosperity Unit" shows three studio sites, noting "No Time for Delay!" and "Remember the Harold Lloyd, William Fox, and Christie Studios have purchased big studio sites at Westwood." This reflected Janss' plan to develop Westwood into "The Second Hollywood." However, only the first two studio sites were ever developed, and the Harold Lloyd property was developed as the Harold Lloyd Studio Ranch rather than a full-fledged studio, which lasted just six years, 1924 through 1930, due to the decline in popularity of Silent films amid the advent of "the Talkies." Forced by the Great Depression, Lloyd sold the northern part of his property in 1930 to the Catholic archdiocese to build St. Paul the Apostle Church and Parish School. In 1934 he sold ten acres to the Los Angeles School District to build Westwood's Ralph Waldo Emerson Junior High School, which opened in 1937. Also in 1937 Lloyd sold his remaining 24 acres, which included 1,000 feet of frontage on Santa Monica Boulevard, to the Church of Jesus Christ of Latter-day Saints, on which they built their iconic Los Angeles Mormon Temple, which was dedicated in March 1956.

Today~ The Bars Go Down!



The Unit hundreds have been waiting for **OPENS.**

Westwood

The Second Hollywood

Facts about the new Unit!

One of the most strategically located units Westwood has ever offered. Fronts on Wilshire, Beverly Glen and Santa Monica boulevards. Beverly Glen, 100 ft. wide, is designed to be one of the most important and beautiful cross boulevards.

Santa Monica boulevard is predicted by financial and realty experts to become, the future great community business street of Los Angeles.

The location alone will sell this unit in record time. Come tomorrow, rain or shine, and make your Westwood investment in this choice unit!

THIS IS YOUR LAST OPPORTUNITY TO BUY IN WESTWOOD AT ORIGINAL PRICES SOUTH OF WILSHIRE BLVD., WEST OF BEVERLY GLEN BLVD., AND EAST OF WESTWOOD BOULEVARD!

Reservation Prices are $\frac{1}{3}$ to $\frac{1}{2}$ Under Market

for lots in this vicinity! Beautiful Hillside and Hilltop homesites close to Wilshire and Beverly Glen Boulevards. Apartment and Income Lots ON WILSHIRE and BEVERLY GLEN BOULEVARDS. BUSINESS LOTS ON SANTA MONICA CLOSE TO FOX STUDIO SITE. Hundreds have been waiting for this unit. Our offices have been swamped with requests for advance reservations. We expect this unit will be practically sold out in a few days! You must act IMMEDIATELY!

This Way to Prosperity—

Drive out Wilshire or Santa Monica Boulevards direct to Westwood. By car, take Santa Monica car via 18th Street at Hill Street Station.

Janss Investment Co.

PHONE 821-401

FOURTH FLOOR METROPOLITAN BLDG. FIFTH AND BROADWAY

Hollywood

Branch Office

6516 Hollywood Boulevard

Phone 434-530

Beverly Hills

Branch Office

470 Burton Way at Beverly Drive

559-971

22 Years of Responsibility Behind Each Sale



This 1924 Janss ad for their "Prosperity Unit" suggested that investing in Westwood was "The Way to Prosperity." The bottom sketch shows FOUR Studio sites: Fox Studio, Harold Lloyd Studio, Christie Studio, and National Film Corp. Studio. But the last two never materialized. As the drive to create "The Second Hollywood" fizzled, the Janss brothers doggedly pursued "Plan B": to convince the University of California Regents that Westwood was the ideal site for a new UCLA campus. On March 21, 1925 the Regents announced Westwood would become UCLA's new home. The rest is history.

GREAT for YOU

~ if you get in
TODAY at ORIGINAL PRICES ~
 you get full Benefit of 2 Big
Years of success

Westwood

"The Second Hollywood"

Why Prices Are Low

The Janss Investment Company does not speculate in Real Estate. They are merchants.

When you buy your lot in Westwood today at original prices you pay a price that is made in much the same way your grocer arrives at the price of your vinegar.

Your grocer buys his vinegar in bulk; bottles it; then sells it to you at cost plus operating expense and legitimate profit.

We buy our Property in "bulk." Improve it and then deliver it to you on a "cost plus" basis.

That is why the biggest profits from every Janss development have been made by the individual buyers.

Two years ago Westwood was only an idea. Today it is an assured Success, backed by two full years of record-breaking growth.

Today the family that buys in Westwood does not "pioneer." Westwood is many millions of dollars beyond the pioneering stage.

It offers, because of its bigness, opportunity that never again, in the history of Los Angeles, can be duplicated, say experts.

Because Westwood is big you can still buy at original prices. even though many millions have been spent in its development.

But remember this:

Westwood, South of Wilshire Boulevard, is now eleven-twelfths sold out! You will continue to get original prices on this wonderful development until the other twelfth is sold.

After that prices will be in the hands of the individual owners. You will pay them what they want AND they will want **ALL THEIR PROPERTY IS WORTH.** Some say Westwood's today's **ORIGINAL PRICES** are 40% to 50% under value.

Visit the Westwood
OBSERVATION TOWER
On your way to or from the beach any time, any day, you and your friends are invited to make use of the Westwood Observation Tower, at the corner of Wilshire and Beverly Glens, at the corner of Wilshire and Beverly Glens. From the tower you get a wonderful view of Los Angeles and its environs from the mountains to the sea.

Come Early!

Drive out Wilshire, Santa Monica or Pico Boulevards direct to Westwood tract offices. Offices open all day. Courteous representatives to assist you in inspecting the property are at your service. By street car, take Santa Monica car via Sixteenth Street at Hill Street Station.

Janss Investment Co.

PHONE

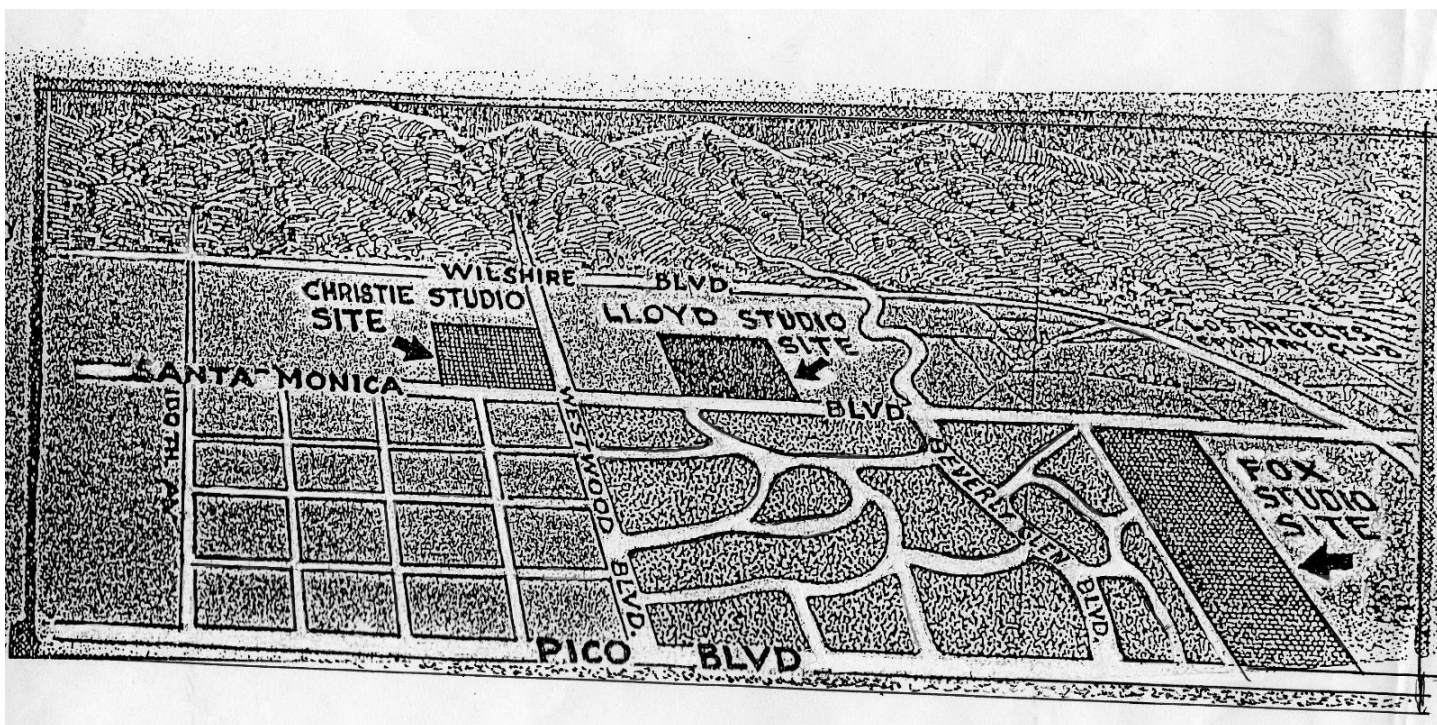
VANDIKE 1401

FOURTH FLOOR METROPOLITAN BLDG. FIFTH AVENUE

23 Years of Responsibility Behind Each Sale

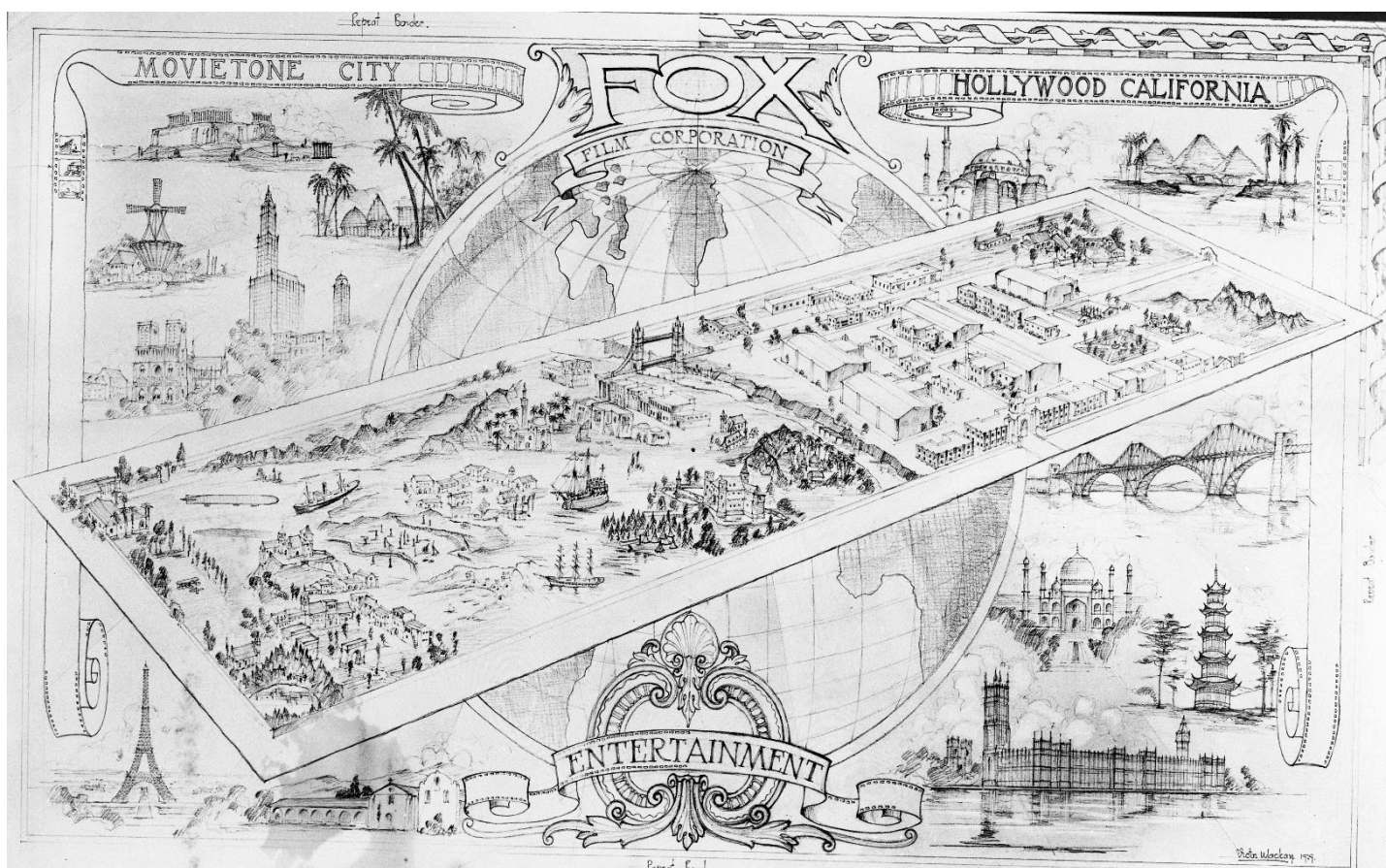
Wilshire District
 Branch Office
 557 South Western
 Floor 20210
 Hollywood
 Branch Office
 6516 Hollywood Blvd.
 Ph. HItchcock 4500
 Beverly Hills
 Branch Office
 1513 Burton Way
 Phone 884-114
 Santa Monica
 Branch Office
 1327 Third St.
 Ph. Santa Monica 55210
 Belvedere Gardens
 Branch Office
 5005 Whittier Blvd.
 and
 Cor. Telegraph Road
 and Pasadena Ave.
 Phone ALexis 1294
 Westwood Office
 Cor. Beverly Glen
 Blvd. and Wilshire
 Blvd.
 Westwood Office
 8001 Santa Monica
 Blvd.
 Ph. Santa Monica 34779
 Fairview Gardens
 Branch Office
 Cor. of San Gabriel
 Blvd. and Garvey
 Ave.
 Ph. Alhambra 123-18-21

This 1924 Janss ad continued to tout Westwood as "The Second Hollywood" as the company advertised their "Country Club Unit" (now "Comstock Hills"), a section bounded by Wilshire Boulevard on the north, Santa Monica Boulevard on the south, Los Angeles Country Club on the east, and Beverly Glen Boulevard on the west. It abutted the Fox Apartments site. This ad notes the Country Club Unit was "eleven-twelfths sold out." It was one of the more popular Janss subdivisions due to its proximity to L.A. Country Club and Beverly Hills, and completely sold out by June 1925, three months after the Regents announced they had selected a 383-acre site on the Janss' Westwood property to be the new home for UCLA.



The Janss Investment Corporation's 1923 sketch of proposed film studio sites in their Westwood Hills development, reflecting Janss' initial scheme to develop its sprawling Westwood acreage into "The Second Hollywood." The Fox Studio site is seen at right, Harold Lloyd Studio site is at the center (now the site of the Los Angeles Mormon Temple), and the Christie Studio site at left, which was never realized. Janss hoped these studios would inspire other investors to purchase home, apartment, and commercial sites in Westwood. When "The Second Hollywood" strategy lost steam, the Janss' "Plan B" was to lure the new UCLA campus to Westwood.

FOX MOVIEZONE CITY & FOX HILLS STUDIO RANCH (STUDIO BACKLOT)



Fox Film Corporation commissioned this fanciful, hand-drawn artist's sketch depicting the planned layout of its innovative "Fox Movietone City" and "Fox Hills Studio Ranch," which would be developed on its sprawling Westwood acreage. In 1923, newspapers announced that Fox had purchased 450 acres of land in Westwood Hills, between Santa Monica Boulevard and Pico Boulevard, from the Janss Investment Corporation. After buying the several patents to the Movietone sound system between 1925 and 1926, Fox announced it would develop "Fox Movietone City," the world's first master-planned and purpose-built studio for sound, including the first soundproof stages ever designed. The left (northern) half of their property, fronting on Santa Monica Boulevard, initially was called the Fox Hills Studio Ranch (later renamed the "Studio Backlot"). The right (southern) half of the property, fronting on Pico Boulevard, was devoted to the more formal Movietone City, which was laid out like a miniature city. Fox's 1923 announcement was made two years before the University of California Regents chose Westwood to be the new home for UCLA, and two years before Fox Apartments opened. The Studio planned to construct a massive movie production facility as well as a large outdoor backlot, and planned its ceremonial Studio Gate to be located on prime frontage on Santa Monica Boulevard, facing the Pacific Electric Railway's "Red Car" Santa Monica line. After Fox announced its plans in 1923, developer A.T. Leitzow purchased the lot located on the northwest corner of Santa Monica Boulevard and Ensley Avenue from the Janss Investment Corporation. This lot was strategically located directly across from the site that would become Fox's ceremonial Studio Gate. Leitzow hired architect Kirby T. Snyder to design a mixed-use, streetcar vernacular commercial building, containing ground floor retail, offices, and commercial spaces, and seven second-story apartments. This red brick-clad building began construction in March 1925, weeks before the UCLA announcement by the University of California Regents, and was completed by October of that year. As Leitzow was building his Fox Apartments building, Fox Film Corporation was busy developing its massive Studio complex directly across the street to realize the dream seen in this illustration above. Fox Movietone City celebrated its Opening Day Dedication on October 28, 1928.

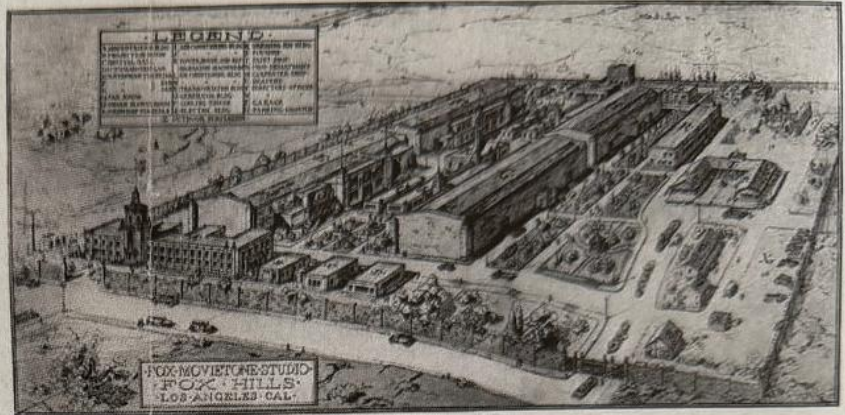


This enchanting, hand-drawn color cover illustration of a 1928 Janss Investment Corporation rotogravure marketing brochure depicts the Janss plans, milestones, and accomplishments for its massive Westwood Hills development. UCLA's first four buildings under construction on the new Westwood campus are featured: Royce Hall, the Library (now Powell Library), the Chemistry Building (now Haines Hall), and the Physics-Biology Building (now Kaplan Hall), which comprise historic Dickson Plaza quadrangle, as well as UCLA's original Arroyo Bridge. They are depicted at top center of the image. Many gracious single family homes designed in classic Spanish Colonial Revival, Monterey Revival, and Mediterranean architectural styles – most with Spanish red clay tile roofs, Spanish arches, stucco walls, and recessed windows – are featured, which complement the Lombardian style of Italian Romanesque architecture of UCLA's original buildings. Inside this marketing brochure, the Janss Corporation touts "The Giant New 'Movietone' Studio," a multi-million dollar investment that was already under construction by the Fox Film Corporation. (See next page.) The new Fox Studio would become a major economic engine for Westwood, along with the new UCLA campus. (Credit: Los Angeles Public Library collection.)

THE GIANT NEW "MOVIETONE" STUDIO

—another Value Building
Feature for the Future.

With a number of the buildings shown in the accompanying illustration already completed, the Fox Film Corporation announces a building program of several million dollars for the Westwood Hills Studio. It is planned to make all of the "Movietone" pictures here. Hundreds of workers are to be regularly employed, and the studio is the largest Talking Picture plant in the world, according to the announcement of Fox officials. As a great number of Motion Picture Studio employees are essentially "renters" it is not difficult to foresee the effect this project should have on adjacent income lots.



Artist's conception of the Great Fox "Movietone Studio" at Westwood Hills now nearing completion. Declared to be the largest of its type in the world, the plant will provide a pay roll of many thousands of dollars weekly, according to Fox executives.

Pre-University Prices To-day Insure Unusual Investment Opportunity

Los Angeles has always been rich in Real Estate Opportunities.

As a resident of this City, you can recall, not dozens, but hundreds of such Opportunities WHICH YOU HAVE HAD. Probably today you look back upon this or that lot which you could have once bought for the proverbial "song" in some new development—a lot which is now worth a small fortune.

Development increases property values.

In Westwood Hills, today, you have the opportunity of investing in a new University Community before the coming of the big crowd—an opportunity rarely duplicated in an entire lifetime!

Come to Westwood Hills today—see the great new University of California campus—see the buildings now rapidly nearing completion—see the hundreds upon hundreds of beautiful homes—see the parks and other high-class improvements—see the charming, winding streets—see the exclusive surroundings!

Prove to yourself that no other community development in the history of metropolitan Los Angeles, or even the entire West, has ever offered such a guarantee of safety and potential future possibilities to the Investor or Homeseeker.

HOW TO GO:

Drive out Beverly,
Wilshire,
Santa Monica
or
Pico Boulevards
Direct to Property

Janss Investment Corporation
PHONE **MUTUAL 4221**
SECOND FLOOR SUBWAY TERMINAL BLDG 417 SOUTH HILL ST.

UPTOWN BRANCH OFFICE:

500 North Western Ave.
at Maplewood Ave.

WESTWOOD HILLS OFFICES:

- (1) Corner Pico & Beverly Glen Blvd.
- (2) Santa Monica & Beverly Glen Bldgs.
- (3) Wilshire & Beverly Glen Bldgs.
- (4) Beverly & Beverly Glen Bldgs.
- (5) Santa Monica & Westwood Bldgs.
- (6) Selby Ave. & Wilshire Blvd.
- (7) Beverly Blvd. & Veteran Ave.

∴ 28 Years of Responsibility Behind Each Sale ∴

On this page of a 1928 Janss marketing brochure (see color cover, previous page), the Janss Corporation touts the multi-million dollar investment of the new "Fox Movietone Studio." The developers note that "hundreds of workers are to be regularly employed" and as "a great number of Motion Picture Studio employees are essentially 'renters' it is not difficult to foresee the effect this project should have on adjacent income lots." In 1923, newspapers announced that Fox Film Corporation, led by Chairman William Fox, bought 450 acres of land between Santa Monica Boulevard and Pico Boulevard from the Janss Corp. to build a huge new Studio. After buying the rights to the Movietone sound system in November 1925, Fox announced it would develop "Fox Movietone City," the world's first master-planned and purpose-built studio for sound, including the first soundproof stages ever designed. It would be the world's largest Talking Picture plant. Fox Studio's 1923 announcement was made two years before the University of California Regents chose Westwood to be the new home for UCLA, and two years before the Fox Apartments were built. (Credit: Los Angeles Public Library collection.)



This extraordinary 1928 aerial photograph looking south over Santa Monica Boulevard toward Pico Boulevard is one of the best and clearest images that illustrates the extremely close geographic relationship between the 1925 Fox Apartments (the two-story rectangular structure with the dark flat roof seen lower left center) and new Fox Studios development in Westwood. In fact the two were located directly across the street from each other, separated by Santa Monica Boulevard and the Pacific Electric Railway Company's double set of Red Car rail tracks. Seen directly across from Fox Apartments is Fox Studio's magnificent ceremonial Studio Gate (the light colored "tower" structure with a circular driveway) flanked by a decorative Studio wall that fronted along "South Santa Monica Boulevard" (aka "Little" Santa Monica Boulevard). Behind the ceremonial Studio Gate and wall you can see Fox's sprawling outdoor backlot filled with massive outdoor sets that depicted European villages and towns, American streetscapes, a Western set, an outdoor faux "lake," and other large installations. This backlot half of Fox's 450-acre parcel originally was called the "Fox Hills Studio Ranch," later simply known as the "Fox Studios Backlot." Fox Studios held a press opening for its ceremonial Studio Gate and Fox Hills Studio Ranch on August 28, 1926 to show off the large outdoor sets as well as its magnificent ceremonial Studio Gate. Meanwhile, the other half of Fox's sprawling Westwood property (seen near the top of the photo) was being developed into "Fox Movietone City," the world's first purpose-built movie studio for "the Talkies" with the first soundproof Soundstages ever designed. This image shows grading and the first two Soundstages under construction (dark structures in upper center right of the photo). Fox Movietone City celebrated its Opening Day Dedication on October 28, 1928. For decades, Fox Studios was by far the largest, and for many years the only, employer within walking distance of the Fox Apartments. After the Fox Hills Studio Ranch opened in 1926, the seven small apartments originally built in 1925 on the second floor of the Fox Apartments building were ideally suited for Studio employees, nearly all of whom were renters, who could conveniently walk out the front door of their building, amble across Santa Monica Boulevard (taking care to avoid any Red Car trains speeding down the rail tracks!), and walk through the Studio Gate to their jobs.



This close-up shot of the previous 1928 aerial image, provides a clearer view of Fox's magnificent ceremonial Studio Gate and decorative Studio wall for their Fox Hills Studio Ranch, as well as the elaborate outdoor sets that filled Fox's expansive backlot area. These movie sets included fanciful European villages and towns, a full Train Station and Railroad Set, a faux outdoor "lake," residential and commercial streets featuring small-town American homes, suburban neighborhoods and commercial districts, Western sets, War action sets, as well as epic and large scale sets comprised of vast areas used for large-scale productions, including early biblical epics and scenes requiring massive destruction. Seen near the center is the massive outdoor set that Fox constructed for its 1927 black-and-white epic "Sunrise: A Song of Two Humans" (the large white curving façade). Directed by legendary German director F. W. Murnau in his American film debut, "Sunrise" originally was intended to be a Silent film, but became one of the first films ever to use the new Fox Movietone sound-on-film system, making "Sunrise" one of the first feature films with a synchronized musical score and sound effects soundtrack. "Sunrise" went on to win the only Academy Award for a Unique and Artistic Picture at the very first Academy Awards in 1929. The film's star, Janet Gaynor, won the first-ever Academy Award for Best Actress in a Leading Role for her performance. While all of this movie-making was going on behind the Fox Studio Gate, residents of the Fox Apartments and tenants in the ground floor commercial businesses across the street were going on with their daily lives, undisturbed by the extensive movie production, and hustle and bustle at a huge motion picture studio directly across the street.



This 1933 aerial image shows the Fox Studios massive presence in Westwood including Fox's ceremonial Studio Gate facing the Fox Apartments, which can be seen at the bottom left of this photograph. This photo illustrates the extremely close geographical and physical connection between the Fox Apartments and its namesake Fox Studios located directly across the street. This image also clearly illustrates the distinct and complementary uses of Fox's expansive 450 acres in Westwood: its huge Studio Backlot (lower left) as well as the more formally designed "Movietone City" (upper right) which was laid out like an actual city. The Fox Backlot (northern half of the Fox property, seen at the bottom of this photo and previously known as the "Fox Hills Studio Ranch") was filled with massive outdoor sets depicting villages and towns, streets built with false front buildings, a faux "lake", and much more. Fox Movietone City (the upper half of the site, top right) was a truly exceptional studio development. It was the first complete film studio in Southern California ever built to accommodate the production of sound motion pictures. Unlike the production lots of nearby Hollywood, many of which had grown in somewhat random fashion, Fox Movietone City was a completely master planned development from its inception. It was a carefully planned film production studio designed to mimic a small city, with its own Main Street, residential area, and industrial core. It was laid out like a miniature city, with "factory" buildings in one section, offices nearby, and residences, including bungalows that served as the "Artists and Writers Village," southeast of the main commercial section. The street system was enhanced by small squares and pocket parks. Each building constructed between 1928 and 1932 had a specific role in film production, from the ornate administration buildings and soundproof Soundstages, to more utilitarian support facilities. As home to the first producing Soundstages ever to be built for "the Talkies," Movietone City heralded Fox's dominance in both new sound technology and the entertainment industry.



In this closer aerial image taken in 1931, you can see a portion of the rounded flat roof of the Fox Apartments at the bottom of the image, looking directly across the street to the ceremonial Fox Studio Gate. Behind the Gate and Studio walls, however, trouble was afoot. Triggered by the October 29, 1929 stock market crash and the ensuing Great Depression, the financial fortunes of Fox Film Corporation plunged precipitously, and Studio founder William Fox lost control of his namesake company in 1930. Amid dire financial distress and to stave off an imminent bankruptcy, in 1935 Fox Film Corporation merged with Darryl F. Zanuck's Twentieth Century Pictures, resulting in a new company named Twentieth Century-Fox Film Corporation that took control over the assets of Fox, including its sprawling Fox Movietone Studio and Fox Backlot in Westwood. The new corporation combined Fox's state-of-the-art production facilities and its vast Fox Theater chain with the highly successful production team of Twentieth Century Pictures led by Zanuck. The resulting company blended the best assets of both firms, immediately becoming one of Hollywood's "Big Eight" studios. Some two decades later, however, history repeated itself yet again, as Twentieth Century-Fox Studios' financial balance sheet was in dire straits by the late 1950s, in part due to massive cost overruns from Fox's epic production of "Cleopatra," which was being filmed on location in Egypt with a "cast of thousands." In order to survive, Fox Studio's famed backlot fronting Santa Monica Boulevard was sold off to developers, and it was redeveloped and transformed into the quintessentially modern new Century City. Dubbed "a City within a City," Century City debuted in 1963 with gleaming office and residential towers, and later added an upscale shopping mall, department stores, luxury hotels, elegant cinemas, upscale restaurants, private clubs, the Schubert Theater, rooftop tennis courts, athletic facilities, additional office towers, exclusive condominiums, and more. All the while, the 1925 Fox Apartments has stood as a sentinel on the corner of Santa Monica Boulevard and Ensley Avenue, quietly tucked away, providing much needed rent-stabilized apartments in Los Angeles' Westside, and a home for much-beloved neighborhood-serving uses offered by longstanding Legacy Businesses.

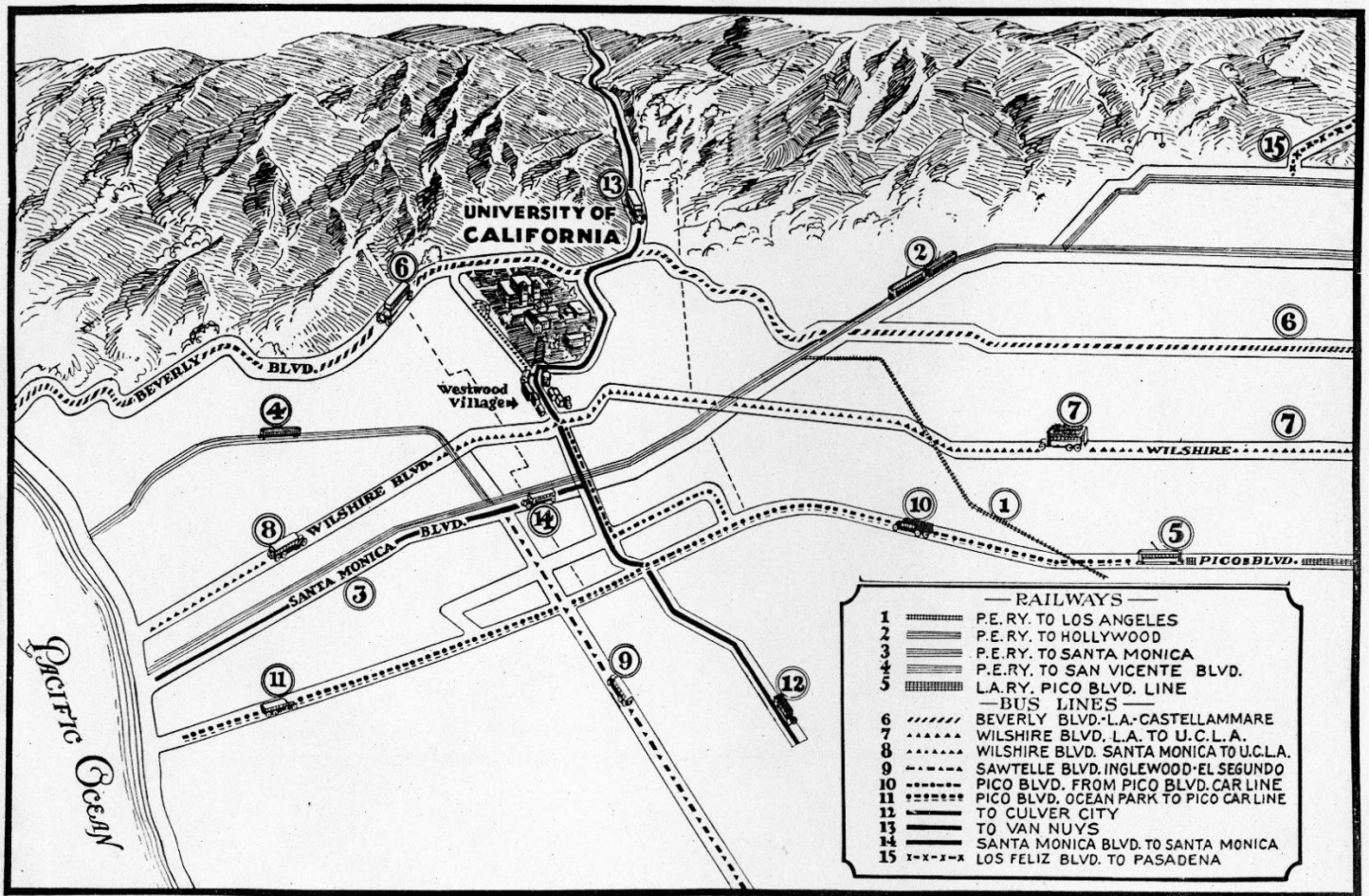


Glorious colorized postcard image, ca. 1926, of the grand ceremonial Studio Gate of "Fox Studios at Westwood, Calif." that marked the public entrance into the sprawling new 450-acre Fox Hills Studio Ranch (backlot) and later, Fox Movietone City, the world's first purpose-built movie studio for sound. This eye-catching Studio Gate fronted on South Santa Monica Boulevard (aka "Little" Santa Monica Boulevard) and the Pacific Electric Railway Company's Red Car Santa Monica line. The electric-powered interurban Red Cars ran from the Subway Terminal Building on Hill Street in Downtown Los Angeles, through Mid-City to Beverly Hills, on through Westwood and Sawtelle, all the way to the City of Santa Monica and the Pacific Ocean, before veering south to the Windward Circle in Venice. Located directly across from this ceremonial Fox Studio Gate and Santa Monica Boulevard stood the 1925 Fox Apartments. This strikingly beautiful Studio Gate was designed in classic Spanish Colonial Revival architectural style, with flamboyant Churrigueresque ornamentation and elaborate hand carved scrollwork surrounding the grand arched entryway. It featured a Spanish red clay tile roof, Spanish arches, thick stucco walls, deeply recessed multi-paned windows, and a grand decorative glazed ceramic tiled water fountain. Fox Studios held a press opening for its ceremonial Studio Gate and Fox Hills Studio Ranch on August 28, 1926 to show off the large outdoor sets as well as its magnificent entrance Gate. Behind this ceremonial Studio Gate was the sprawling acreage of the Fox Hills Studio Ranch, a huge outdoor studio backlot. Beyond the outdoor sets of the backlot, would rise Fox Movietone City, the world's first purpose-built movie studio for "the Talkies" with the first soundproof Soundstages ever designed. The much heralded Movietone City celebrated its Opening Day Dedication on October 28, 1928. Exactly one year and one day after that Opening Day was "Black Tuesday" and the crash on Wall Street, which signaled the onset of the Great Depression. By 1930 the financial fortunes of Fox Film Corporation had plunged precipitously, and Studio Founder William Fox was ousted from his company. By 1935, facing imminent bankruptcy, Fox Film Corporation merged with Darryl F. Zanuck's Twentieth Century Pictures, resulting in a new company called Twentieth Century-Fox Film Corporation which took control over Fox's assets, including Movietone City and its sprawling Studio Backlot in Westwood. Decades later, by the late 1950s, Twentieth Century-Fox Film Corporation itself was under its own severe financial distress, and in a desperate move for survival, the entire Fox Studio Backlot was sold off to developers. Tragically, this gorgeous Fox Studio Gate was demolished and the entire backlot was redeveloped into quintessentially-modern Century City which debuted in 1963. This site of Fox's ceremonial Studio Gate and decorative Studio wall that fronted on South Santa Monica Boulevard became part of the 15-acre open-air, fashion-forward Century Square Shopping Center, which was unveiled in 1964, now known as stylish and sophisticated Westfield Century City.

THE PACIFIC ELECTRIC RAILWAY CO.

“RED CAR” TO SANTA MONICA

From Downtown L.A. Subway Terminal Building through Mid-City, along San Vicente Boulevard to Burton Way, to Santa Monica Boulevard in Beverly Hills, through Westwood and Sawtelle, to Ocean Avenue in Santa Monica, to the Windward Circle in Venice



This charming hand drawn map, ca. 1929-30, depicts the expansive and highly popular Pacific Electric Railway Company's network of railway lines and bus lines in the western part of Los Angeles, Santa Monica, and into Hollywood. (Note the street name "Beverly Boulevard," before it was renamed "Sunset Boulevard" in early 1934.) During the Railway's period of greatest popularity, from 1900 to 1930, Los Angeles had one of the most extensive streetcar networks of any city in the county. By 1911, the various streetcar lines across the city were consolidated into a coordinated network operated by two companies, one being the standard-gauge Pacific Electric Railway Company, popularly known as the "Red Cars." This was a far-flung interurban system of streetcars, and later buses, that was the largest urban rail network in the world, with some 1,200 miles of track that stretched as far east as San Bernardino and Redlands, west to the Pacific Ocean, north to the City of San Fernando, and south to the cities of Newport Beach, Corona, and Yorba Linda. The Pacific Electric rail network of streetcars and buses was instrumental in the development of the rural western parts of Los Angeles, including the sprawling Janss acreage in Westwood, which would soon become home to the Fox Hills Studio Ranch (later the Fox Studio Backlot), Fox Movietone City, the Fox Apartments, Westwood Hills, Holmby Hills, Westwood Village, and eventually UCLA's new campus in Westwood, which opened on September 23, 1929.



Sweeping 1922 aerial view of the massive former Wolfskill Ranch including Westwood and the surrounding area looking north, not long after the Janss Investment Corporation acquired this sprawling 3,300-acre parcel from the Letts Estate. Santa Monica Boulevard and the Pacific Electric Railway Company's Red Car route to the City of Santa Monica via Beverly Hills, Westwood, and Sawtelle can be seen running horizontally near the bottom of the photo. At lower left you can see the "High Bridge" or "Wolfskill Bridge" of the P.E. Railway Red Car line (later known as the "Beverly Glen Viaduct"). Beverly Glen Boulevard had not yet been constructed by the Janss Corporation, and would run from the lower left, under the High Bridge, up north to the Wolfskill Ranch house (seen at center left) on Wilshire Boulevard, which is the tree-lined street seen running from left to right at center. This expansive property would be developed by the Janss Corporation and become Westwood Hills, Holmby Hills, Westwood Village, Fox Studios, and the future UCLA campus. This photo shows a portion of the acreage that would become the future Fox Hills Studio Ranch (later known as the Studio Backlot) and Fox Movietone City, as well as the site of the Fox Apartments. This aerial photo was taken one year before Fox Film Corporation announced it had acquired 450 acres from the Janss Corporation, and three years before the Fox Apartments broke ground in March 1925 and which were completed in October of that year. (Credit: Water & Power Associates.)



A northeasterly view in 1925 of the "High Bridge" or "Wolfskill Bridge" (later known as the "Beverly Glen Viaduct") from south of the intersection of "Little" Santa Monica Boulevard and the future Beverly Glen Boulevard. This intersection was the location of a very busy Station that served the Pacific Electric Railway Company's Red Car line to Santa Monica. This highly popular streetcar route ran from the Subway Terminal Building on Hill Street in Downtown Los Angeles, through Mid-City, along San Vicente Boulevard to Burton Way, to Santa Monica Boulevard in Beverly Hills, through Westwood and Sawtelle, to Ocean Avenue and the Pacific Ocean in Santa Monica, before turning southbound to the Windward Circle in Venice. The Fox Apartments opened the same year this photo was taken. This bridge and Station at Beverly Glen Boulevard were located just a few blocks west of Fox Apartments. (Credit: Automobile Club of Southern California/USC Library.)



This is the “before” view in 1935 of “Big” Santa Monica Boulevard looking east from Pandora Avenue, with the tracks of the Pacific Electric Railway Company’s Red Car Santa Monica line visible, as well as a portion of “Little” Santa Monica Boulevard at the right. This photo was taken prior to the widening and paving of “Big” Santa Monica Boulevard and the installation of curbs, gutters, and sidewalk improvements, all by the Janss Investment Corporation. A row of towering wooden poles carrying overhead catenary wires that power the Red Car trains is seen next to the train tracks. This eastward view of “Big” Santa Monica Boulevard shows the intersection at Beverly Glen Boulevard, and the railroad Viaduct (aka the “High Bridge” or the “Wolfskill Bridge”) over Beverly Glen (dark area to the right of the four autos on the road). A “Fox Film Corporation” sign is seen at the right on “Little” Santa Monica Boulevard near Fox Hills Drive. The Fox Apartments are seen at the center, and the tower portion of the ceremonial Fox Studio Gate (with two arched windows) can be seen peeking out amid the tree tops at the right, across the boulevard and tracks from the Fox Apartments. From 1935 (the year of this photo) through 1964, this entire stretch of Santa Monica Boulevard that ran through Westwood was part of historic “Route 66” that began in Chicago and terminated in the City of Santa Monica. (Credit: Water & Power Associates.)



Two years later, this is the 1937 “after” view of the previous image, showing “Big” Santa Monica Boulevard as in the previous image, again looking east from Pandora Avenue, following the widening of the boulevard, improvements, paving, and striping, as well as the installation of sidewalks, curbs, gutters, and handsome decorative streetlights along the pavement to the left, by the Janss Investment Corporation. The tracks for Pacific Electric Railway Company’s Red Car Santa Monica line are on the right between “Big” Santa Monica Boulevard and “Little” Santa Monica Boulevard. The row of tall wooden poles carrying overhead catenary wires that power the Red Car trains is seen next to the tracks. This view of “Big” Santa Monica Boulevard shows the intersection with Beverly Glen Boulevard at the traffic signal, and the railroad Viaduct (aka “the High Bridge”) over Beverly Glen. The tower of the ceremonial Fox Studio Gate (with two arched windows) can be barely seen amid the tree tops, and across the boulevard and train tracks are the Fox Apartments (which appears in this photo as a lightly colored building). (Credit: Water & Power Associates.)



This exceptionally rare and striking 1941 photograph captures almost the exact view that a resident of the Fox Apartments might have seen looking out onto “Big” Santa Monica Boulevard and the railway tracks from their second story apartment window: an inbound Pacific Electric Railway Company Red Car train traveling east toward Downtown Los Angeles, with the towering wooden poles and power lines carrying overhead catenary wire, and with Fox Studio’s flamboyant Spanish Colonial Revival-style ceremonial Studio Gate fronting South Santa Monica Boulevard (aka “Little” Santa Monica Boulevard) at right. In the early 1930s the Pacific Electric Railway’s Red Car route to Santa Monica via Beverly Hills, Westwood, and Sawtelle had the highest patronage of any inter-city or suburban line of the Railway’s network. Yet it was converted to a bus operation in 1941, unlike the several Pacific Electric suburban lines that survived World War II. (Credit: Water & Power Associates.)



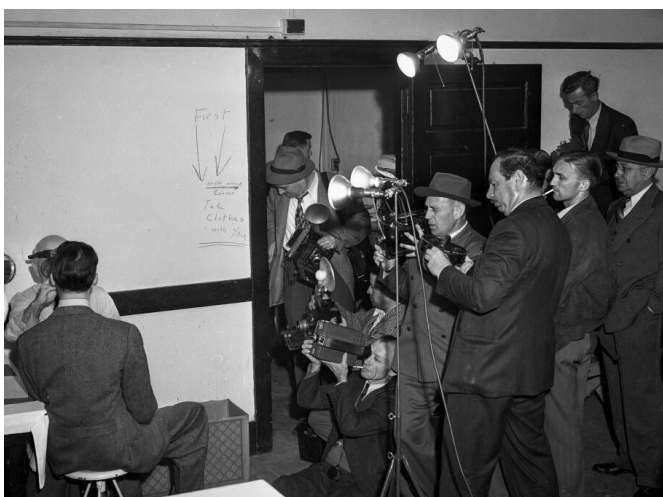
This 1941 photo captures exactly how the Westwood Boulevard train depot of Pacific Electric's Red Car Santa Monica line appeared to waiting riders and these well-wishers of actor Jimmy Stewart – showing a streetcar, rail tracks, dirt path and weeds, wooden poles, and overhead catenary power lines – as the fans met at 7:15 a.m., Saturday, March 22, 1941 to say farewell and watch their hero board a streetcar to Downtown to enlist in the Army prior to World War II. The Los Angeles Times noted: “Jimmy reported along with 18 other less well-known young men at 7:15 a.m. at the intersection of Santa Monica and Westwood Boulevards. When he stepped from his automobile he was greeted by P.H. Brown, chief clerk of Draft Board No. 245. After he received his draft papers he hopped aboard a streetcar which transported the group to the Subway Terminal station on Hill St. From the terminal to the induction station on 106 W. Third St., the group marched. Men and women lined the streets. The women waved their handkerchiefs and called ‘Good-by Jimmy.’ He waved back and smiled. As he entered the induction station newspapermen, photographers and newsreel cameramen were on hand to record the scenes. Portable lights were hung up and news cameramen directed the star who would probably earn \$100,000 a picture as a result of his Academy Award. Upstairs he filled out questionnaires. Bulbs snapped. One of them popped, showering the room with glass, but no one was injured. Declared mentally and physically fit by Army doctors, Stewart stepped in line with 41 other young men and was sworn into the military by Col. John A. Robenson, Southern California district recruiting officer. ‘I, James Maitland Stewart, do solemnly swear that I will bear true faith and allegiance to the United States of America and will serve them honestly and faithfully against all their enemies whomsoever. I will obey orders of the President of the United States and the officers appointed over me according the Articles of War. So help me God.’ After induction, Pvt. Stewart was made squad leader of the group and sent off to Ft. MacArthur to begin training. He was the first top-ranked Hollywood star to enter military service during the United States mobilization before World War II. During the war he rose to the rank of colonel and flew 20 bomber missions over Germany.” (Credit: Gordon Charles Wallace, Los Angeles Times Archive/UCLA Library Department of Special Collections.)



This 1941 image provides an excellent close-up view of what the wooden Westwood Boulevard train depot looked like to riders of the Pacific Electric Railway Company's Red Car route on Santa Monica Boulevard. This photo, taken more than eight months before the attack on Pearl Harbor, shows Academy Award-winning actor Jimmy Stewart standing in front of the Westwood train depot (at Westwood and "Little" Santa Monica boulevards) on the morning of Saturday, March 22, 1941, 7:15 a.m., as he waits with fans and well-wishers, along with 18 other less well-known young men to board a "Special" chartered excursion trip of the P.E. Railway Company's Red Car line inbound to Downtown Los Angeles, to enlist in the United States Army. Earlier that year Stewart had won the 1941 Best Actor Academy Award for "The Philadelphia Story." Admiring fans gathered to meet their Hollywood hero, say goodbye, and wish him well. When Stewart stepped from his automobile, the Hollywood star was greeted by P.H. Brown, chief clerk of Draft Board No. 245. A fan holds a sign that reads, "You're in the Army Now," and "Good-By Little Fellows. We'll Miss You – All the Boys." Stewart's decision to enlist in the Army was seen as an act of great patriotism, and the public reaction was one of surprise, immense respect, fascination, and support as he was the first major Hollywood star to walk away from a top-tier career to serve as a private in World War II. (Jimmy Stewart and his 18 fellow Army inductees rode a "Special" chartered rail car into Downtown that morning, as regular service of the Red Car line on Santa Monica Boulevard had ended the year prior, in 1940.) (Credit: Gordon Charles Wallace, Los Angeles Times Archive/UCLA Library Department of Special Collections.)



This 1941 photo offers a rare glimpse into the passenger's experience and shows exactly how the 1940s-era Pacific Electric Red Cars looked from inside, including the rows of steel framed fixed seats, the chevron-striped upholstery, and the view looking out from inside the streetcar's sliding sash windows. This image shows Academy Award winning actor Jimmy Stewart talking casually to a fellow Army inductee onboard a Pacific Electric Railway Company Red Car train headed to Downtown Los Angeles early on the morning of Saturday, March 22, 1941. After waiting at the Westwood train depot at Westwood and South Santa Monica boulevards and receiving his draft papers from P.H. Brown, chief clerk of Draft Board No. 245, the Oscar winner and Hollywood star joined 18 other less well-known young men who had assembled at the Westwood depot, as they all hopped aboard the streetcar and rode from Westwood to Downtown's Subway Terminal Building. The lanky actor and his fellow inductees rode right past the Fox Apartments and the Fox Studios as they made their way to Downtown early that Saturday morning. After arriving at the Subway Terminal Building on Hill Street, the group marched to the Army Induction Station at 106 West 3rd Street to enlist in the Army during the United States mobilization prior to World War II. The public was shocked that a reigning box-office champion – fresh off an Academy Award win for "The Philadelphia Story" – would trade a \$6,000 monthly salary for a private's \$21 monthly wage. Stewart was admired for his refusal to use his celebrity status to obtain special treatment or a "safe" propaganda role. He was determined to be an Army Air Corps pilot, not a morale-boosting figure. (Credit: Gordon Charles Wallace, Los Angeles Times Archive/UCLA Library Department of Special Collections.)



After Jimmy Stewart and his fellow inductees rode the Red Car from Westwood to Downtown, disembarked, and entered the Army Induction Station at 106 West 3rd Street, newspapermen, photographers, and newsreel cameramen were on hand to record the scenes on Saturday, March 22, 1941. Upstairs, the film actor filled out questionnaires as flash bulbs popped. Top photo, Stewart is being fingerprinted for induction into the Army. Bottom left, the actor is getting an eye exam, left, back to camera in dark coat, with media documenting the event. Bottom right, a group of 41 men, including Jimmy Stewart, in the foreground wearing the solid black tie, takes the oath to enter the Army. After he took the Army oath, the Los Angeles Times reported: "It was just plain Private James Maitland Stewart around 10 a.m. yesterday for Hollywood's most eligible bachelor and \$1,500-a-week screen star...." Stewart was the first top-ranked Hollywood star to enter military service during the United States mobilization before World War II. Before joining the Army, Stewart had won the 1941 Best Actor Academy Award for "The Philadelphia Story." Most of the men inducted with Stewart were draftees. But the film star had volunteered. When Stewart had earlier been drafted, he was underweight and failed the physical. After working with an MGM Studios trainer, Stewart gained the needed weight and retook the physical. He passed, and according to a March 14, 1941 Los Angeles Times story, Stewart joined as a "volunteer-selectee." After the war, Stewart stayed in the military, was a decorated pilot, rising to the rank of Brigadier General in the U.S. Air Force Reserve. (Credit: Gordon Charles Wallace, Los Angeles Times Archive/UCLA Library Department of Special Collections.)



Special privately chartered inbound excursion trip to Downtown Los Angeles in 1953 along the Santa Monica Boulevard route of the Pacific Electric Railway Company's Red Car train, seen crossing the Beverly Glen Viaduct (aka the "High Bridge" Station or the "Wolfskill Bridge") in Westwood, just west of the Fox Apartments and Twentieth Century-Fox Film Corporation Studios. This was more than a decade after regular service of the Pacific Electric Railway Company's Red Car Line on Santa Monica Boulevard had ceased in 1940. Regular Interurban train service on this Santa Monica Boulevard route ended after July 7, 1940, with only one train car a day still running on the route to maintain the Railway's right of way. The tracks were eventually removed in 1981.



This rare color image from 1953 captures a very similar view as the previous photo, this one being a very singular color transparency of the Pacific Electric Railway Company's iconic Red Car trains, this on the Santa Monica route, crossing the Beverly Glen Viaduct (aka the "High Bridge" or the "Wolfskill Bridge") in Westwood, just west of the Fox Studios and Fox Apartments. This was an inbound commissioned "ride for hire" to Downtown Los Angeles in 1953, since regular service on this P.E. Santa Monica line had ended in 1940, prior to World War II. Note the semaphore "Stop" traffic signal at the corner of "South" Santa Monica Boulevard and Beverly Glen Boulevard. The "double door" cars you see in this photo were the most high-end cars the system ever used. The demise of the popularity of the "Red Cars" in Los Angeles was triggered primarily by the rise of the automobile in Southern California, coupled with the massive traffic delays and congestion caused by street level conflicts between rail and cars. The rail cars lost the battle with the automobile. (Credit: Bison Archives.)

FOX APARTMENTS (1925)

10251–10257 West Santa Monica Blvd. • Los Angeles, CA 90067
1749–1755 South Ensley Avenue • Los Angeles, CA 90024



The two-story Fox Apartments at the northwest corner of Santa Monica Boulevard and Ensley Avenue, is seen near the top, center left, of this aerial image, ca. 1928, of the Janss Investment Corporation's "Country Club Unit." In the late 1920s and 1930s, the ground floor commercial storefronts in the Fox Apartments as well as some of the second-floor residential units were used as offices by real estate companies and brokers who sold lots in the adjacent Janss Investment Company residential development of its Country Club Unit. At the time this image was taken, the ground floor of Fox Apartments housed a neighborhood grocery, the Country Club Market, which opened in 1927, as well as a General Store. These businesses served the apartment tenants, neighboring residents and families living in the Country Club Unit, visitors, and Fox Studio workers. For many years the Fox Apartments mixed-use building was one of the only commercial buildings in the area. Other ground floor tenants in Fox Apartments over the years included the Westwood Nurses Registry (agency), Casey's Market, Piece O' Pizza, and Nettie's Needlecraft. "Country Club Unit" was the name of this Westwood subdivision given by the Janss Corporation when these lots were first sold off beginning in the mid-1920s, located immediately west of the Los Angeles Country Club south of Wilshire. Today, this charming Westwood neighborhood is known as Comstock Hills, and comprises 300 single-family homes, several blocks of 1940s-era affordable apartment buildings in a historic sub-district on Devon Drive and Ashton Avenue, and a handful of commercial and mixed-use structures. Santa Monica Boulevard is the horizontal street seen near the top of the photo, running east and west. Ensley Avenue, where the Fox Apartments building is sited, is the diagonal street at the left, Comstock Avenue is seen in middle, and Warnall Avenue is the winding street seen at the right. The curving dog-leg street connecting Comstock and Warnall is Eastborne Avenue.



Fox Apartments, as seen in 2014, stand as a rare surviving example of the 1920s-style multi-story mixed-use commercial buildings with ground floor storefronts and display windows that once lined streetcar routes across Los Angeles. This red brick-clad building at the northwest corner of Santa Monica Boulevard (now the “Frontage Road”) and Ensley Avenue was built by owner A.T. Leitzow, who purchased the lot from the Janss Investment Corp., which lot was located directly across from the Fox Studios site. Leitzow hired architect Kirby T. Snyder to design a mixed-use commercial building, and was granted a building permit to erect a two-story store and apartment building on March 2, 1925. All of this predates the vote by the University of California Regents in which they chose Westwood to be the new home for UCLA. The building was designed as a streetcar vernacular structure, and was granted a Certificate of Occupancy on October 7, 1925 during Westwood’s initial period of modern development. It was built along the Pacific Electric Railway’s Red Car Santa Monica line that ran from Downtown L.A., through Beverly Hills and Westwood, to Santa Monica and Venice. At far left is an arched entry that leads to a stairway up to 13 existing second-story singles and bachelor apartments. On the ground floor are two Legacy Businesses: Johnnie’s New York Pizzeria (est. 1994, 32 years), and Clementine bakery and cafe (est. 2000, 26 years). A third Legacy Business, Emil’s Swiss Pastry, previously occupied the Clementine space for nearly 40 years, from 1960 through 1998. In May 2014 the citywide survey of historic resources, Survey L.A., identified Fox Apartments as a “rare example of early commercial development located along a former streetcar line in Westwood; few examples of this type from this period remain,” and thus appeared eligible as a City Historic-Cultural Monument, and for listing on the California Register of Historic Resources and the National Register of Historic Places. The building “is identified with important events of national, state, or local history, or exemplifies significant contributions to the broad cultural, economic or social history of the nation, state, city, or community,” and “embodies the distinctive characteristics of a style, type, period, or method of construction, or represents a notable work of a master designer, builder or architect whose individual genius influenced his or her age.” The 101-year-old Fox Apartments, a rare extant example of a streetcar vernacular building and early mixed-use development of residential and commercial uses in Westwood, is highly significant to Westwood and Los Angeles history, and is exceedingly worthy of being declared a City Historic-Cultural Monument.

JOHNNIE'S NEW YORK PIZZERIA

LOS ANGELES LEGACY BUSINESS

10251 WEST SANTA MONICA BLVD. • LOS ANGELES, CA 90067



Johnnie's New York Pizzeria (est. 1994, 32 years), honoring namesake Johnnie De Luca, is seen anchoring the corner of the Fox Apartments, with its distinctive red, green, and white striped awning (inspired by the colors of the Italian flag; note the red here is very narrow stripe). A Los Angeles Legacy Business, Johnnie's has served Westwood and Comstock Hills neighbors and families, Century City employees, Fox Studio executives, passersby, and pizza lovers from across Los Angeles for more than a quarter century. Known for serving "The Best New York Style Pizza," in L.A., this popular neighborhood pizzeria and caffè offers a wide variety of fresh and authentic Italian cuisine, including in addition to its signature pizzas, many classic pasta dishes, calzones, bruschetta, lasagna, fried calamari, garlic knots, minestrone soup, salads, sandwiches, classic Italian appetizers, New York style cheesecake, cannoli, and more.



For 32 years Johnnie's New York Pizzeria, a Los Angeles Legacy Business, has anchored the corner of Fox Apartments at the intersection of "Big" Santa Monica Boulevard (now the "Frontage Road") and Ensley Avenue. Johnnie's embodies the feeling of an authentic New York pizzeria and caffè that one would find in Lower Manhattan's "Little Italy." With its classic white pharmacy-tiled threshold framed in forest green and dark red tiles, and black-and-white checkerboard accent, you feel as though you are stepping back in time even before you step through the double-hung entry doors into the pizzeria. (See photo top left.) Inside is a soaring two-story space with high ceilings. Hanging pendant lights with flared green glass shades harken back to a vintage style of the early 20th Century. (See top right and bottom photos above.) Outdoor gooseneck lamps painted forest green illuminate the exterior façade and signage, along with black wrought iron exterior wall sconces. Checkerboard tablecloths and wooden chairs, and a wooden countertop and cash wrap accent the interior. Traditional black-and-white checkerboard subway tiles form the backsplash behind the counter, for a classic feel.

CLEMENTINE

LOS ANGELES LEGACY BUSINESS

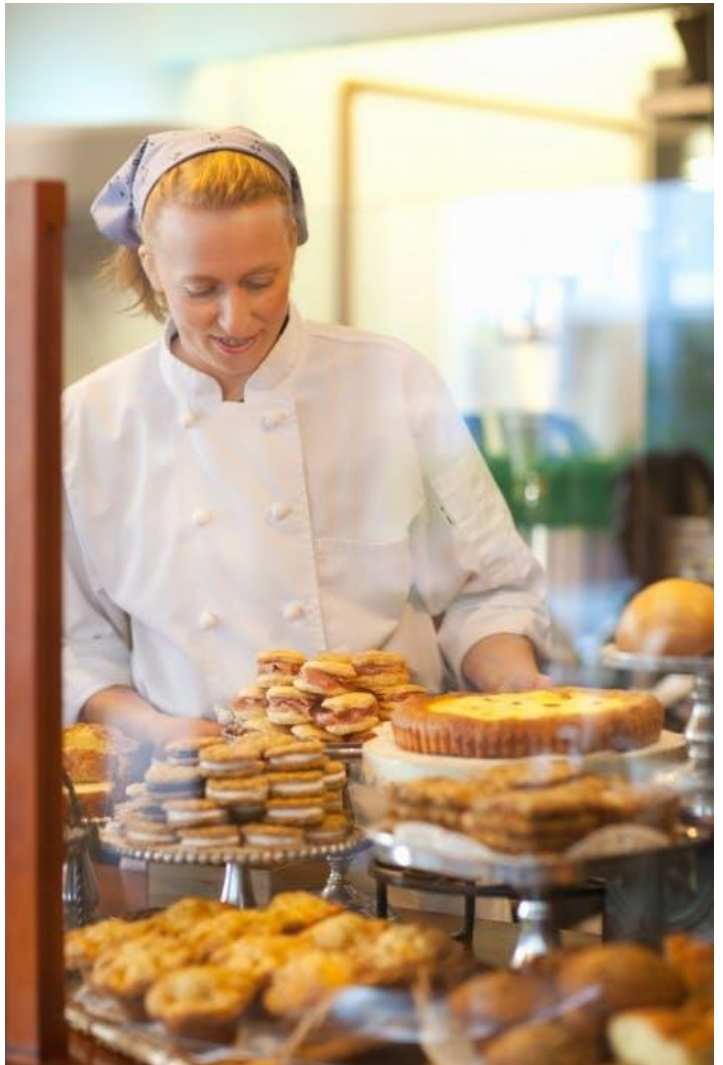
1751 SOUTH ENSLEY AVENUE • LOS ANGELES, CA 90024



With its bright “Clementine orange” sidewalk umbrellas beckoning to passersby and providing welcoming shade to its outdoor diners, and with its distinctive “script Clementine” font and logo stenciled on its lime green awning, Clementine has thrived as a beloved community haven for over a quarter century. This bustling bakery and cafe opened in 2000 on the ground floor of Fox Apartments, creating a lively presence on the sidewalk and tempting everyone with its aroma of fresh baked goods and other delectable dishes. Led by Founder/Chef/Owner Annie Miler, this Los Angeles Legacy Business has flourished as a woman-owned institution that has nourished and delighted Westwood and Comstock Hills neighbors, Century City employees, Fox Studio executives, and bakery fans for 26 years. Clementine’s seasonal menu of homemade sweet and savory specialties features gourmet salads and sandwiches, fresh-made soups and entrees, quiche and much more. Everything is made from scratch, every day, using fresh seasonal Farmers Market ingredients. Clementine is famous for its holiday and special occasion menus: Super Bowl Sunday, Valentine’s Day, Awards Season, St. Patrick’s Day, Easter, scratch-made Passover delicacies, Mother’s Day, Memorial Day, Father’s Day, Fourth of July, Summer Picnics, BBQs, Labor Day, Rosh Hashanah, Yom Kippur, Halloween, Thanksgiving, Hanukkah, Christmas, and New Year’s. It is acclaimed for exceptional office and home catering, custom gourmet gift baskets, and elegant Hollywood Bowl Picnics. Clementine’s award-winning treats include irresistible specialty layer cakes, Bundt cakes, pies, cupcakes, brownies, blondies, cookies, bars, macaroons, muffins, pastries, turnovers, rugelach, biscuits, scones, tea breads, tarts, and other signature specialties.

ANNIE MILER

BELOVED FOUNDER/CHEF/OWNER OF CLEMENTINE



Clementine's Founder/Chef/Owner Annie Miler is a culinary-trained chef who studied at Le Cordon Bleu London where she was trained in classic French techniques, and studied cuisine and pâtisserie. A Minnesota native, Annie relocated to Los Angeles where she honed her culinary skills under legendary chefs Mark Peel and Nancy Silverton at famed Campanile Restaurant and La Brea Bakery, as well as at Wolfgang Puck's legendary Spago Beverly Hills under renowned executive pastry chef Sherry Yard. In addition to being a highly skilled pastry chef, baker, and cook herself, Annie is an accomplished businesswoman and Los Angeles restaurateur, as well as a wife, mother, longtime Comstock Hills neighbor (where she can walk to work), Fairburn Avenue Youth Association Auction Chair, Comstock Hills Block Party Food Chair, and a much beloved member of the Westwood and Comstock Hills communities. A young Annie is seen above left at age 8, proudly displaying one of her very first cakes after receiving a cake decorating kit for her birthday, where she demonstrated her early and precocious cake baking skills. Above right, she is seen with a sampling of just a few of the many irresistible sweet and savory baked goods and signature recipes for which Clementine is justly famous, both locally and nationally. Clementine and its acclaimed Founder/Chef/Owner have been honored multiple times by Food & Wine magazine, the Zagat Guide, L.A. Weekly, The Infatuation, LAist, and numerous other culinary publications and media outlets over the past 26 years. Most recently, in March 2026 The Infatuation honored Clementine as #3 in its Power Ranking of "The Best Chocolate Chip Cookie in L.A.," noting that out of all 22 chocolate chip cookies they sampled citywide and ranked in a blind taste test, "this one tasted the most 'homemade.'"



Clementine's vibe is warm, welcoming, and wonderful. Delicious, delectable, and delightful. It's a cozy, comfortable, community space. Guests leave with a full belly, a smile on their face, and energized to take on the day. It's a place that encourages you to relax amid the hustle and bustle of Los Angeles. In a world of copies, Clementine is a complete original.



Clementine is famous for its “Grilled Cheese Month,” a much anticipated, melty, and delicious gourmet tradition that was held annually for 20 years every April (paused due to COVID). It is planned to return in 2026 as “Grilled Cheese Summer.”



...thank you!

Credits:

Researched, written, and produced by Steven Sann, Westwood Historian & Westwood Community Council Chair.

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