

# Highland Park

N.F.  
STORY  
GRAPHIC FILE

SEP 10 1974

*A City on the Crest*



# Hills of Home



Nestled in a hilly, wooded section of northeast Los Angeles, only six miles from the metropolitan civic center, Highland Park, the city at the crest, offers suburban living close to the heart of a major city. The Pasadena Freeway, immediately accessible, puts commuters down town within minutes.

A rural tone and pace mark the quiet residential streets winding around the molded hills. Sophisticated apartment houses appealing to the younger set surround their swimming pools close to the shopping areas. This community enjoys all the amenities and urban advantages of big city schools, parks, police and fire protection, municipal water and power services, sewers and street maintenance. A city bus services Highland Park and environs with a "down-at-the-corner" network of transportation lines. Those who prefer not to drive in urban traffic can reach the downtown area in about 15 minutes.

A single dwelling housing development of 3000 units is now in the planning stages on the adjacent hills.

Islands of smart shops, surrounded by ample parking space, offer relaxed, carefree, convenient shopping in Highland Park itself.

The neighborly feeling of the residential sections may properly be based on the fact that 45.5% of the residents in Highland Park, according to a recent survey, had lived in the area for five or more years. The majority of them still are residents.

As the hub of a diversified residential area with a population of 192,000, Highland Park and its environs are comparable to a city larger than Pasadena. According to a study made by the Los Angeles Planning Department, employment in the community is higher than average for Los Angeles as a whole.







## Business & Industry

While many of the residents of Highland Park are employed in downtown Los Angeles, another large segment works in the nearby, largely industrial Lincoln Heights and Elysian Park areas which are even closer places of employment.

In this immediate range are such companies as ITT-Cannon Electric, Lawry's Foods, Peerless Pump, Barbara Ann Baking Co., Inc., Smith & Hemmings, Pabst Brewing Company, Fuller Paint Corporation, Van de Kamp's Holland Dutch Bakers and many other firms . . . 232 in all . . . employing more than 25,000 people.

These 232 manufacturing plants, large and small, are very diversified and thus able to absorb all types of talent from office workers to highly skilled technicians and scientists. Most are located within three miles of the Highland Park residential area.

While Highland Park is not highly industrialized, the welcome signs are out for such businesses as electronic and aerospace parts firms, engineering, food processing plants of various kinds and other small industries. The location is ideal for shipping via either rail or truck.

Huge shopping centers, some with facilities which house other stores and businesses, are within easy distance of most totally residential areas. These centers, too, use many employees of diversified talents as do a dozen major bank branches and more savings and loan firms.

Service clubs such as Kiwanis, Rotary and Optimists as well as chambers of commerce and business and professional women's organizations are very active in the civic affairs of Highland Park.



## Churches

People of all faiths are a part of Highland Park. Forty-eight churches care for the spiritual needs of the area. A strong inter-faith organization encourages ministers to exchange pulpits to bring their messages to new congregations. Churches play a very vital part in the residential contentment of the community.



# Culture & Recreation

Within the boundaries of Highland Park lie acres of trees and grass, carefully tended and alluring for family picnics and relaxation . . . Sycamore Park, with its tables, benches and recreation center, extending between North Figueroa and the Pasadena Freeway; Arroyo Seco Park; Victory Park; and, not far from the downtown area of Highland Park, the broad green hills of Elysian Park.

Highland Park has its own museum, too. The Southwest Museum, 234 Museum Drive, overlooking Sycamore Park, holds ever expanding collections of all types relating to the Southwest United States, particularly Indian artifacts. In connection with and under the supervision of the museum are the Loomis Home and Casa de Adobe, living representations of California's past.

A well-organized and conducted Symphony Association and an active Art Guild appeal to cultural enthusiasts. A community theatre has been organized. Little theatres are in existence as are several choral societies.

In addition to the peaceful parks for picnicking pleasure previously mentioned, the Recreation Center, located near the heart of Highland Park, is one of the best in Los Angeles. During the summer months, the mammoth pool serves hundreds of children, with instructors and life guards patrolling at all times. Playground facilities are many and the Main Recreation building serves as a meeting place for many organizations . . . from the very active Senior Citizens Club to teen-age dances.

Golf courses, tennis courts, a world champion lawn bowling green, and rental stables for horseback riding are all within or adjacent to Highland Park. At present, \$900,000 is being spent on a 300-acre nature and wilderness area, complete with trails and facilities.

The area is only minutes away from the famous new Music Center where symphonies, operas and dramas are constantly in production. It is only minutes, also, to the Dodger Stadium. A few minutes more and there is easy access to the new Zoo and the County Art Museum, the Sports Arena, the Forum and the Coliseum. Via the Pasadena Freeway and Hollywood Freeway, it takes little time to visit Hollywood and its environs.

In the opposite direction, the world-famous Huntington Library, the Arcadia Arboretum, the Pasadena Playhouse and Pasadena Art Gallery . . . even the Mt. Wilson Observatory . . . are within easy driving distance.







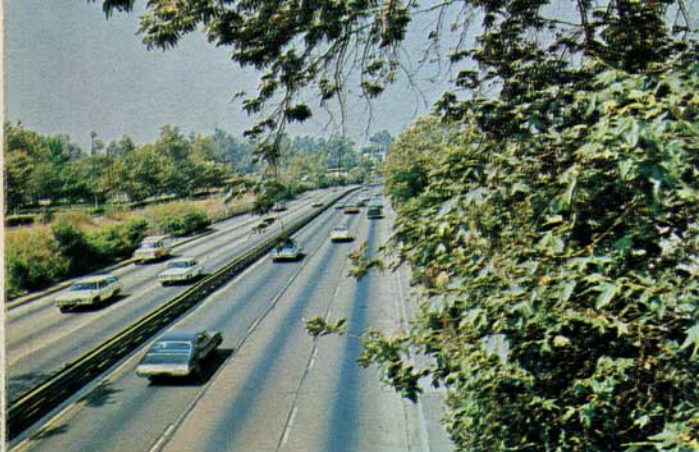
## Schools

Eight elementary schools, strategically scattered throughout the residential areas of the community, provide facilities for the younger students. There are also several parochial schools available.

Luther Burbank Junior High School takes care of the intermediate needs and Benjamin Franklin High School of the senior needs, as well as housing a complete adult school. Pacific High School, a Protestant church school, and Pater Noster High School, a parochial high school, also are available to the area.



Occidental College is located on the rim of the community and many city and state colleges, as well as USC and UCLA, are within easy commuting distance.



## HIGHLAND PARK

## Living

Highland Park is the hub of the Northeast Los Angeles area comprised of Eagle Rock, Mt. Washington, Elysian Park, El Sereno, Lincoln Heights, Atwater, Glassell and Highland Park.

Total Population of the area is estimated at 192,000 people with 36,500 of them located in Highland Park proper. There has been a steady growth in the area since the 1960 census.

