

A WALK IN BEVERLY HILLS

Step Back in History

Before it was known as Beverly Hills, this city offered a wealth of natural resources including oil and water, a particularly precious commodity in Southern California at the time. The city came to be known as Beverly Hills in the early 1900s and was incorporated in 1914 – a turning point as development of The Beverly Hills Hotel and other buildings brought a new crowd to the city. Movie industry types began to make this their home and Beverly Hills developed a reputation for glamour and luxury that still holds true today.



1 The Wallis Annenberg Center for the Performing Arts

The Wallis Annenberg Center for the Performing Arts once served as the home of the main Beverly Hills Post Office. Built in the classic Italian Renaissance style of architecture, the post office first opened its doors in 1934, due in large part to the efforts of Honorary Mayor Will Rogers. The original marble-clad lobby of the post office known as the Grand Hall boasts a series of al fresco murals depicting the creation of the mail service and modern life during The Great Depression. To this day, the building is considered one of the architectural gems of the city with much of the old space preserved and blended to fit in with the

more contemporary elements of the 500-seat, state-of-the-art Goldsmith Theater. The grounds also feature a sunken sculpture garden, elegant landscaping and a promenade terrace.

2 Beverly Hills Sign & Lily Pond

Beverly Gardens Park is one of the city's first landmarks. The lily pond was installed in 1907. The park originally consisted of a three-block stretch along Santa Monica Boulevard and acted as a buffer zone between the business and residential districts. The lily pond that you see today was recently recreated to reflect its original state.

3 Electric Fountain

The very large and impressive Electric Fountain, unveiled in 1931, is still a conversation piece at the corner of Wilshire and Santa Monica Boulevards. Designed by architect Ralph Carlin Flewelling, it was built to symbolize the fertility and abundance of the land and the city that was and is Beverly Hills. A Native American Tongva kneels at the top of the center column, praying for rain, as jets of water spray from the base of the fountain in numerous multi-colored patterns and formations.

4 The Beverly Hilton

A classic example of mid-century modern architecture, this iconic hotel opened its doors in 1955 to rave reviews. Built by Conrad Hilton, the hotel was the first to have high-speed elevators and featured one of the largest swimming pools in Beverly Hills. The famous Aqua Star Pool was inaugurated by Esther Williams along with three fellow swim students who expertly glided through a pool filled with gardenias at the hotel's opening. The Beverly Hilton has served as the site of The Golden Globe Awards for more than 40 years and continues to host numerous award shows and gala events.

5 The Paley Center for Media

Since its opening in Beverly Hills in 1996, The Paley Center for Media has been the best source for unforgettable radio and television programming. With a push of a button, guests will have access to more than 150,000 archived programs including FDR's very first fireside radio chat, Neil Armstrong's (and man's) first ever walk on the moon in 1969 or that epic and now infamous Beatles appearance on The Ed Sullivan Show. It's classic and unprecedented radio and television programming that cannot be experienced anywhere else.

6 Nate 'n Al

Partners Nate Reimer and Al Mendelson opened their small, 30-seat delicatessen on Beverly Drive back in 1945, never dreaming it would become the iconic institution it is today. The partners quickly developed a reputation for delivering delicious deli fare in a family-friendly environment. Locals, celebs and visitors from around the world still flock to Nate 'n Al for the piled-high corned beef on rye, matzo ball soup and friendly customer service from waitstaff who have been a part of this restaurant's family for years.

7 Brighton Coffee Shop

The oldest coffee shop in Beverly Hills, Brighton Coffee Shop came on the scene in the early 1930s. Back in the day, it is said that nearby neighbor Doris Day, dressed in a bathrobe and wearing oversized sunglasses, would regularly make her way to the coffee shop for her beloved banana pancakes. The menu has been updated over the years, but traditional American breakfast and lunch options are still the most popular choices on the menu.

8 Fred Hayman Place

Known as the "Father of Rodeo Drive," Fred Hayman is often credited with establishing Beverly Hills' reputation as the fashion and luxury capital that it is today. It all began when he took over ownership of the Giorgio Beverly Hills boutique back in 1962. With his impeccable attention to detail and exceptional customer service, Hayman attracted the highest-end fashion designers and celebrity clientele while earning the respect of his counterparts on Rodeo Drive. He was awarded a Rodeo Drive Walk of Style™ Award in 2009 and his plaque was strategically placed in front of the former Giorgio location at Rodeo Drive and Dayton Way.

If you have extra time, the next stop is about a 1/2 mile. However, the poolside cocktails & bites are well worth it.

9 Avalon Hotel Beverly Hills

This mid-century marvel was once known as the Beverly Carlton Hotel. For three years in the late 1940s and early 1950s, it was also the residence of one of the most famous actresses in the world – Marilyn Monroe. The Ricardos and the Mertzes also enjoyed accommodations at the hotel as part of the I Love Lucy "L.A. at Last!" episode. Today the retro hotel still attracts fans seeking to connect with their idols from film and television.

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- 1 The Wallis Annenberg Center for the Performing Arts
(9390 N. Santa Monica Blvd.)
- 2 Beverly Hills Sign & Lily Pond
(Santa Monica Blvd. between Beverly Drive and Canon Drive)
- 3 Electric Fountain
(Corner of Wilshire Blvd. and Santa Monica Blvd.)
- 4 The Beverly Hilton
(9876 Wilshire Blvd.)
- 5 The Paley Center for Media
(465 N. Beverly Drive)
- 6 Nate 'n Al
(414 N. Beverly Drive)
- 7 Brighton Coffee Shop
(9600 Brighton Way)
- 8 Fred Hayman Place
(Between Rodeo Drive and Dayton Way)
- 9 Avalon Hotel Beverly Hills
(9400 W. Olympic Blvd.)



Visitor Center
(9400 S. Santa Monica Blvd.)



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