

# Memorandum

To: Cultural Heritage Commission  
Community Development Department

Date: 07/10/2019

From: Jan Ostashay, Principal OAC

Re: GOLDEN SHIELD RECOGNITION PROGRAM: Research Findings, Plaque Narratives, Plaque Placement Recommendations

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## Overview

At the request of the City of Beverly Hills Community Development Department, Planning Division, Ostashay & Associates Consulting (OAC) has conducted background research on three proposed Golden Shield nominees selected by the Landmark Nomination Subcommittee of the City's Cultural Heritage Commission, as reviewed on June 3, 2019. The following information provides a summarized historical context of each historic site, potential narrative text for the commemorative plaques, and recommended placement locations of the plaques.

## Background Information

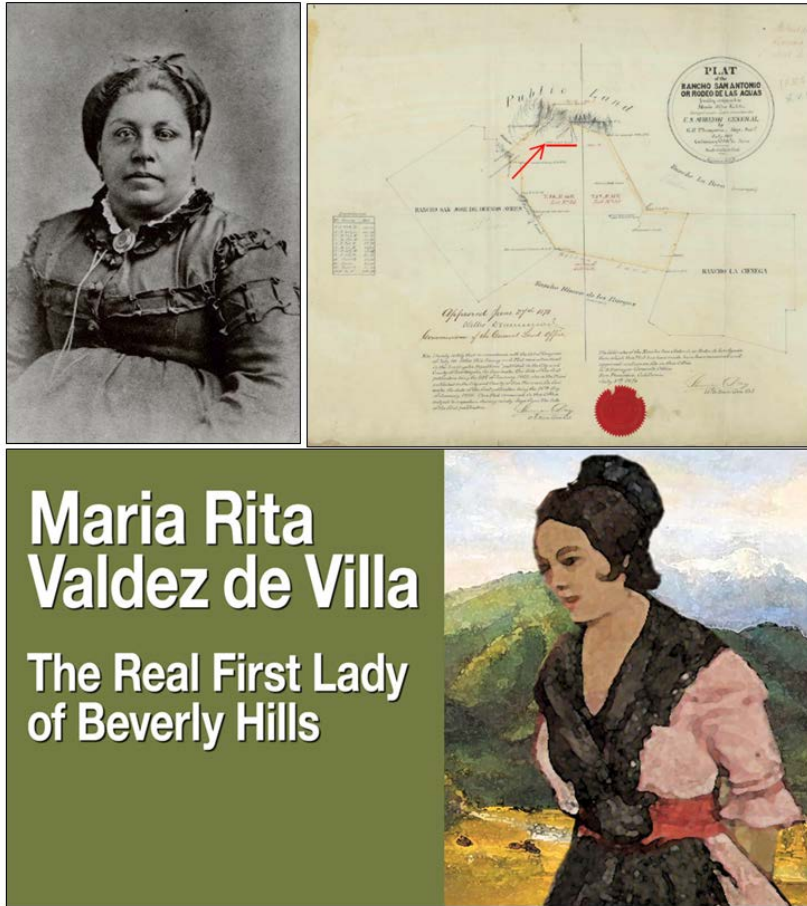
On June 3, 2019, the Landmark Nomination Subcommittee of the City's Cultural Heritage Commission met to discuss preliminary selections for the Golden Shield recognition program. The selected nominees by the Subcommittee included the following three sites: 1) the Doña Maria Rita Valdez de Villa Homestead, originally located at the northwest corner of Alpine Drive and Sunset Boulevard, now demolished; 2) the original location of for Lawry's Restaurant at 150 North La Cienega Boulevard (demolished and expanded at another locale); and 3) the original location for Giorgio Beverly Hills at the southwest corner of Rodeo Drive and Dayton Way (no longer extant). On June 20, 2019, the City Council and Cultural Heritage Commission Liaison Committee reviewed the preliminary selections and supported the choices made by the Subcommittee.

## Site Information

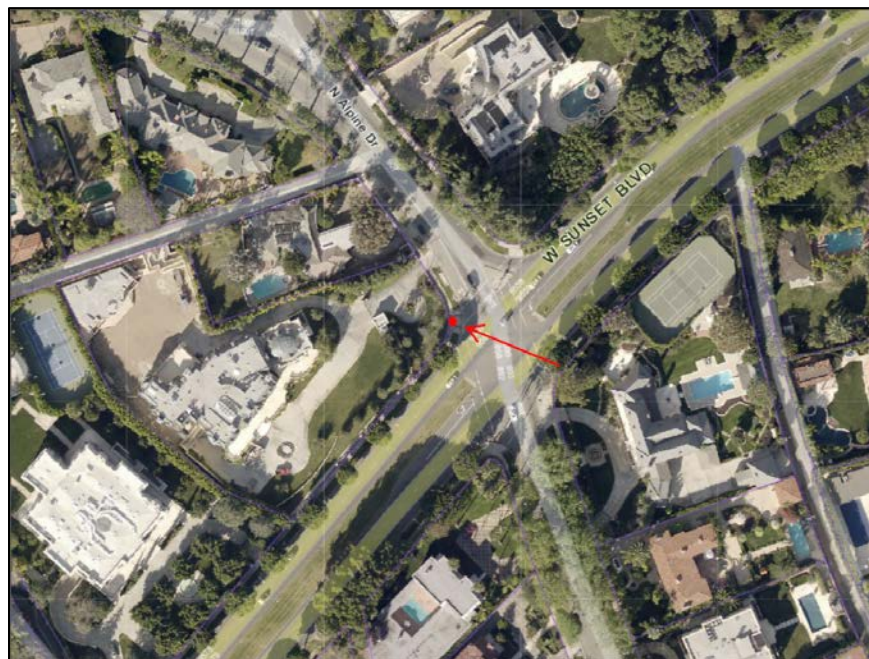
### **Doña Maria Rita Valdez de Villa Homestead** (El Rancho Rodeo de las Aguas – 1838-1854)

Near this corner was the site of Mexican settlers Doña Maria Rita Valdez de Villa and her Spanish soldier husband Vicente Valdez's homestead adobe (1838-1854). It is considered the first home built in Beverly Hills. The Valdez's were granted a large tract of land she named El Rancho Rodeo de las Aguas (the Ranch of the Gathering of the Waters) by the Mexican government in 1838 (1922, 1831, or 1841, verify). Vicente died in 1828, leaving her a widow and rancher with eleven children. Maria called her rancho San Antonio. As the name suggests, the rancho was where the waters came together and was one of the places where artesian wells bubbled up near the surface creating swamp-like (cienegas) conditions. Being placed at a higher location at this corner was certainly important in siting her home. The ranch was attacked by Native Americans in 1852, and although Maria Rita prevailed, two years later she sold the land to Hancock and Benjamin D. Wilson for \$4,000

in 1854. Over the years, the Rancho changed owners a few times, but the land that at one time was Maria Rita's Rancho El Rodeo de las Aguas was officially incorporated as the City of Beverly Hills in 1914.



*Recommended Placement Location:* within sidewalk at northwest corner of Alpine Dr./Sunset Blvd.



## Lawry's

Located at this site, 150 North La Cienega Boulevard, was the original Lawry's restaurant established in 1938 by Lawrence L. "Lawry" Frank and Walter Van de Kamp. Located along what became known as "Restaurant Row" the upscale steakhouse opened as Lawry's The Prime Rib in a modest one-story building that had been previously occupied by two failed restaurants. In 1947, Lawry's restaurant moved from its original location on the east side of La Cienega across the street and a few yards south to a larger more modernistic style building with limited fenestration designed by architect Wayne McAllister. In 1993, the business moved back across the street to an even larger two-story building designed by master architect Gin Wong on a parcel that included the site of the original establishment.

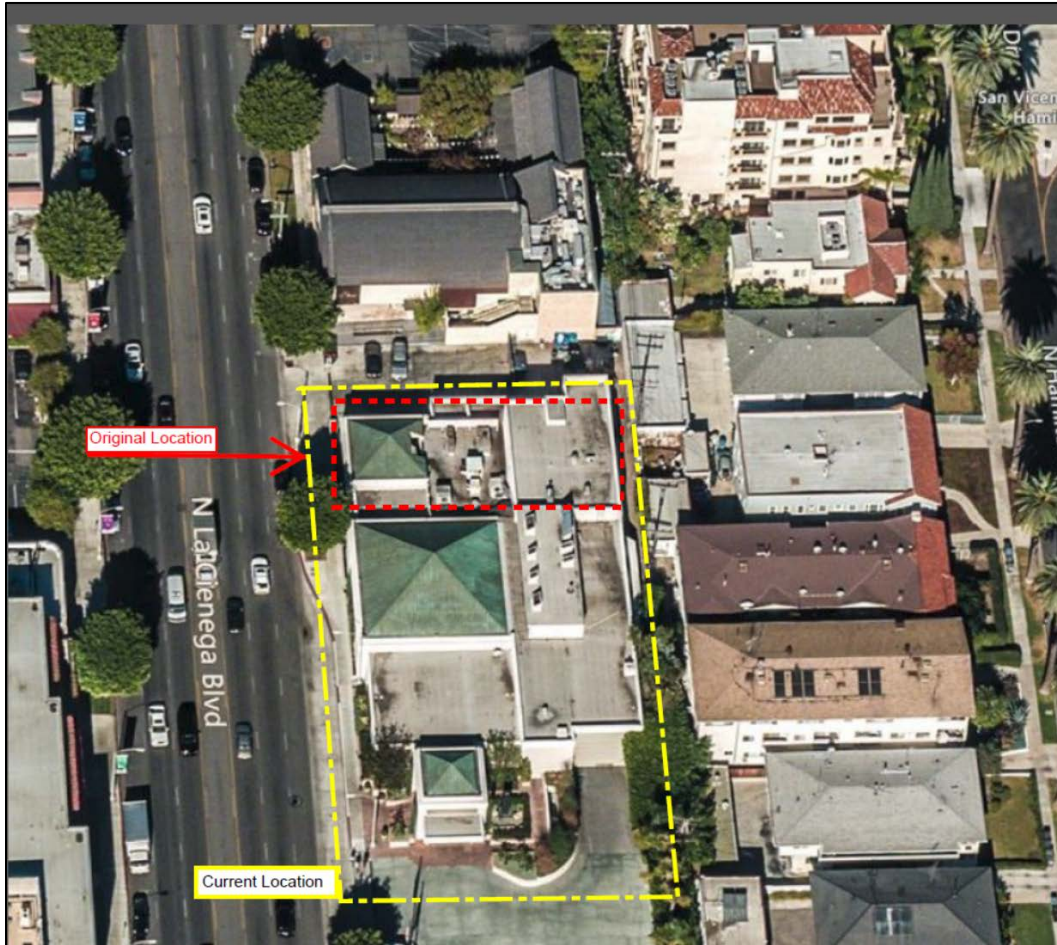


Original Location c. 1938



Second Location, c. 1947 (across the street from the original)





Aerial view of current Lawry's location with original location highlighted in red

*Recommended Placement Location:* within sidewalk at north end (west side) of current Lawry's building (at original entry). The original building occupied one parcel: Tract 4988, Lot 355. Options also include on the west elevation of the building at its northern end.



### Giorgio Beverly Hills

At this corner was the location of Giorgio Beverly Hills, which opened in 1961 at 273 Rodeo Drive by Fred Hayman and George Grant. The first ultra-luxury boutique to be found on Rodeo Drive, its name was derived from Grant's first name. Giorgio Beverly Hills introduced the west coast to new designers such as Halston and Diane Von Furstenberg from New York, Chloe from Paris, and Zandra Rhodes from London. The store used a signature yellow and white striped awning frontage that came to symbolize the glamorous Beverly Hills lifestyle and established Rodeo Drive as a must-visit shopping destination. The store had a reading room, pool table, and oak bar with fulltime bartender so that men could entertain themselves while the women shopped. A stylized, two-tone 1952 Rolls-Royce Silver Wraith was also available to drive clients and their Giorgio merchandise home. Customers included Elizabeth Taylor, Diana Ross, Nancy Reagan, Princess Grace, and Natalie Wood. Hayman bought out Grant in 1962, and Hayman and his second wife Gale maintained the business. In 1997, a branch of Louis Vuitton moved to this location. Upon the opening of the new Louis Vuitton flagship store the original Giorgio Beverly Hills address was retired and a new address was assigned as 295 Rodeo Drive. On May 16, 1998, the doors closed on Fred Hayman's retail career.

*Recommended Placement Location:* within sidewalk in front of what was the original entry into Giorgio Beverly Hills (per historical photos) at the southwest corner of Rodeo Drive and Dayton Way.

