



The Beverly Hills Nurseries was one of the largest retail nurseries in California. Dating back to the earliest days of the city, the nursery supplied the majority of the plantings for the city and for the home-builders within the community. In 1906, the Rodeo Land & Water Company established the Beverly Hills Nurseries, which was initially located along the south side of Sunset Boulevard between Palm to Alpine drives. It was part of the master development plan for Beverly Hills and was mentioned as early as April 1907 in a Los Angeles Times advertisement for the Percy H. Clark Company and the selling of home sites within the city. John J. Reeves, a prominent landscape engineer and horticulturist became the nursery superintendent of Beverly Hills Nurseries in 1908. Reeves and the Beverly Hills Nurseries, which also included notable landscape architect Edward Huntsman-Trout (until he went on to establish his own landscape design practice in 1923), supervised the development of the City's master tree planting plan and the designed and planted of a number of parks, hotel grounds, universities, and large estates in Beverly Hills. Reeves Drive was named in honor of the John J. Reeves.

As residential development occurred in the eastern portion of the City in the mid-1920s, the Beverly Hills Nurseries relocated around 1926 to a 16-acre site at the intersection of Wilshire and Santa Monica boulevards (now the site of the Beverly Hilton Hotel and the new Waldorf Astoria Hotel, and where the Robinson's department store was located). The Beverly Hills Nurseries operated for decades, but discontinued business in 1946. Within a year later, a portion of the site (nearest the "point"), was briefly developed with a gas station and small park. In the summer of 1947, the westerly half of the "point" was sold by the West Coast Improvement Company to the J.W. Robinson Company for development of a J. W. Robinson's department store. However, the store wasn't built until the early 1950s.

By 1950, Roy E. Crummer, chairman of the Beverly Hills Development Company, owned the entire 16-acre triangular shaped parcel. Crummer's company-maintained ownership of the land and had the proposed department store and a hotel designed and built on the grounds of the former nursery site. Operating under a long-term lease option from the property owner, the ultra-glamorous J.W. Robinson's Beverly Hills department store, designed by architect William Pereira, opened at 9900 Wilshire Boulevard in 1952. The stylish Beverly Hilton Hotel, also operating under a long-term lease, was designed by architect Welton Becket and opened its doors in 1955. Robinson's Beverly Hills; however, was later demolished in 2014 for the expansion development of the Beverly Hilton Hotel complex. The

Waldorf Astoria Hotel, the latest addition to the site, is located near the “point” created by the crossing of Wilshire and Santa Monica boulevards. Despite redevelopment of this site, the legacy of the Beverly Hills Nurseries heralds back to a time when founder Burton E. Green seized the opportunity to “blue print” a beautiful landscaped city before buildings were constructed.

*Proposed Plaque Copy:*



“Beverly Hills Nurseries, once located at the “point” of Wilshire and Santa Monica boulevards, was one of the largest retail nurseries in California. Dating to 1906, it was created by the Rodeo Land & Water Company to supply the City’s vast landscaping needs. Originally located off Sunset Boulevard between Palm and Alpine drives, it moved to this site in 1924 and closed in 1946.”

*Recommended Placement Location:*

Within the public sidewalk near the northwest intersection (the “point”) of Wilshire and Santa Monica boulevards (slightly north along Wilshire). This location was where the main entry drive led from the street (the “point”) to a large circular parking area within the grounds of the Beverly Hills Nurseries site (second location).

*Photos:*

**SECOND LOCATION AT NORTHWEST “POINT” OF WILSHIRE AND SANTA MONICA BOULEVARDS**



Beverly Hills Nurseries (relocated site), center at cross-roads of photo (1928)



Beverly Hills Nurseries (relocated site), at Wilshire and Santa Monica boulevards (1928)  
Note long driveway entrance at the “point” and circle paved parking area.



Aerial photo of the “point” developed with a gas station and small park, 1947



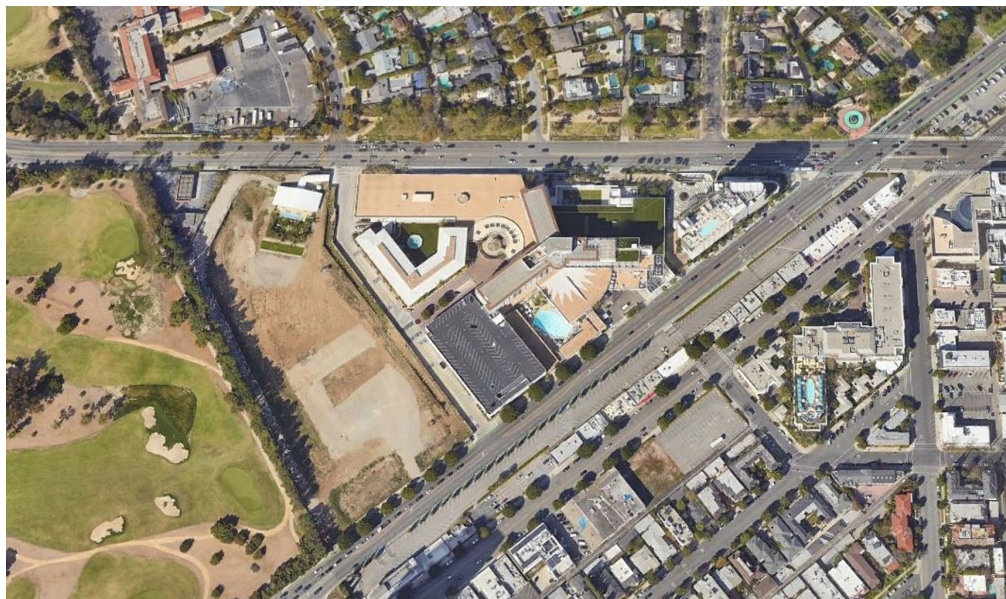


---

The prior nursery site development with a gas station, park, and the Robinson's Department store (bottom left), 1953



Beverly Hilton Hotel (under construction), center bottom at cross-roads of photo (1954)



---

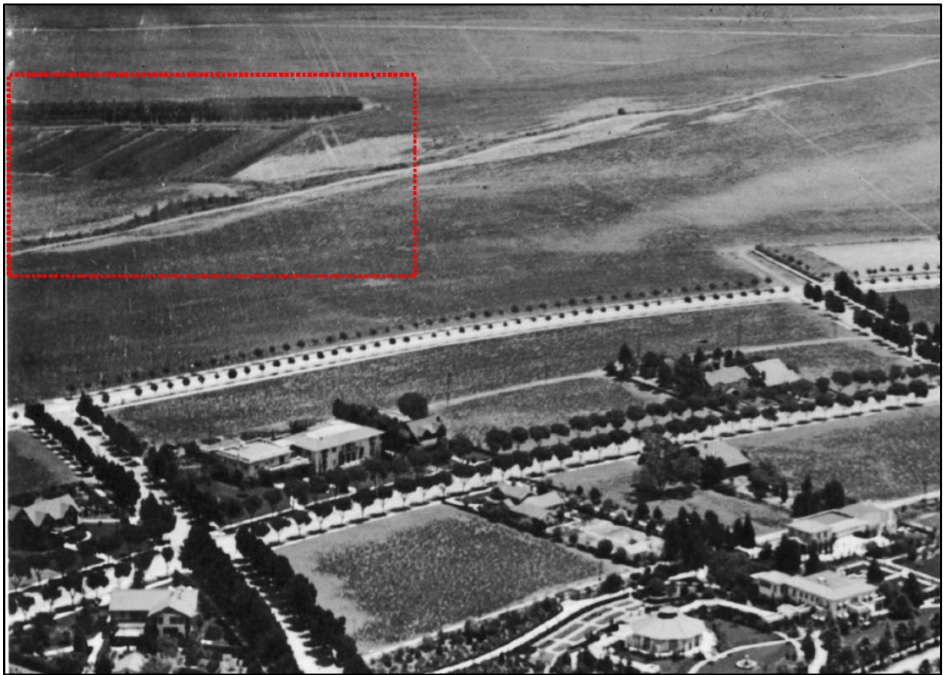
Beverly Hilton Hotel site with Waldorf Astoria Hotel adjacent intersection (2021)



**ORIGINAL LOCATION ALONG SUNSET BOULEVARD**



Beverly Hills Nurseries, upper right corner of photo (1918)



Beverly Hills Nurseries, upper left corner of photo (1918).

