

**CLUSTER HOUSING**, including condominium-type duplexes with common walls and shared yard areas, is featured in second subdivision being developed on the perimeter of Pauma Valley Country Club golf course. Swimming pool is at left.



**ADOBE CONSTRUCTION** of exterior carries inside model at Pauma Valley Country Club. Houses have two and three bedrooms, and two and three baths.



**GUEST QUARTERS:** Old barn at Lazy-H Steak Ranch in Pauma Valley was converted into living quarters by Mr. and Mrs. Erne Henry, who operate the former private club as a public facility, with 113 rental units. Interior is attractive.

# Pauma Valley: San Diego's Verdant Shangri-La

(Continued from F-1)  
 ters. Many obviously affluent families have recently built or are about to build luxurious second homes here.

The area, too, has potential of becoming the hub of a widespread resort area. It is little more than 15 miles up the hill to Palomar Observatory, which annually attracts thousands of visitors. On Slopes near the silvery dome, above the 5,000-foot elevation, venturesome developers are trying to create a ski resort with the help of artificial snow.

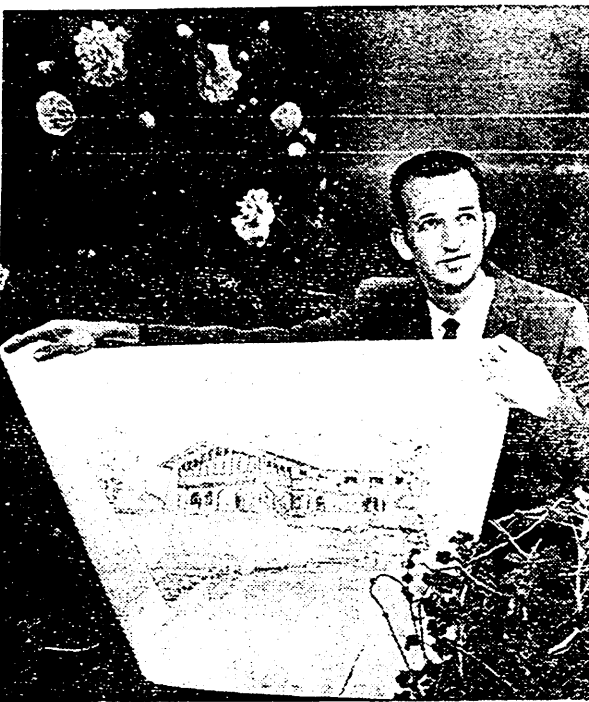
Pauma is also only 29 miles from Lake Henshaw, with its fishing, and Warner Springs, a resort area that is attracting more and more visitors. Warner Springs now has a golf course, and is on the threshold of further expansion. More about that later.

Some unusual things are happening in Pauma Valley. Right now major activity is concentrated at Pauma Valley Country Club, a strictly private golf course and clubhouse with houses to be built around the perimeter.

Public accommodations are meager at the moment in Pauma Valley. There are just two motel-type establishments with a combined total of 25 guest rooms.

But a \$2.5 million recreation complex is proposed, with golf course, fishing and boating lakes, stables and riding trails, tennis and other facilities, including a central inn and cottage rentals. If this is completed — the developers hope by next year — it could lead to other satellite development with more motels, restaurants, stores and consumer services, keyed to the vacationing public.

Presently things are humming at Pauma Valley Country Club, a seven-year-old golf



**CLUBHOUSE PERSPECTIVE** for proposed \$2.5 million Pauma Wilderness Lodge and Golf Club is shown by William Myers in a camellia-filled glade.

course which went private last July — exclusively so. It is so private that it doesn't even exchange reciprocal playing privileges with other golf clubs. Membership fees are so high only the wealthy can afford it.

Real estate development around this golf course is exclusively unique — unique at least in San Diego County. Nothing is for sale to the public.

The Utah Construction and Mining Co. owns 1,300 acres, including the golf course along the river bed. It expects to develop the perimeter property into 500 to 550 homes

sites, and development is under way on Unit 1 with 136 sites and Unit 2 with 69 sites.

But if you wanted a home here and had the money, it isn't simply a matter of driving into company offices, signing up and paying the price. This property is not on the open market. It is reserved for club members, and as with any private club, directors must approve membership applications.

It is a relatively new concept in real estate development. Because of the restricted nature of sales, project

manager Ted Grace predicts the development program will take 10 years or longer.

“We really don't know how rapidly we can grow,” he

Even so, most of the improvement work has been completed in the first unit of 136 sites, ranging from one-fourth to three-fourths of an acre. All utilities are underground. A television cable serves the subdivision. Several sales have been made and first custom-designed homes, under architectural control, will be started there this month. Individual lot prices range from \$12,000 to \$18,000.

Another concept is being used by Utah Construction Co. in its second unit of 69 home sites. Here the homes are being grouped, cluster style, around a swimming pool and open park area. Some of the units are duplexes, with common walls, similar to condominium developments, although they are not sold under the condominium principle. Instead, each individual buyer owns the land on which his house rests, not just the space, and shares in the maintenance costs of the common areas. The single units also are closely grouped.

There are to be 21 homes, built of adobe, in the first complex of this development, including eight units in four duplex buildings which the Utah company erected and furnished as models. Others are under construction for owners who paid prices ranging from \$53,000 to \$62,000. (These attractive homes vary in size from two to three bedrooms with two and three bathrooms.)

Pauma Valley Country Club members are from all over the nation — from Los Ange-

les, San Francisco, Seattle and Portland, from mid-western cities, from New York and other centers in the East.

“As of now,” said Grace, “ours is primarily a second-home market. Many of our members are successful executives 40 years or older and they are buying second homes here for the weeks or months they spend vacationing. Possibly later they plan to retire here. Some of our families are retired. But we are also trying to build a private membership club which will appeal to families with children.”

The developers recently acquired the 53-acre Harris ranch adjoining the golf course, which they are converting into riding stables, a move expected to attract teen-agers. The club also has tennis courts and a large swimming pool.

Grouped about the elaborate adobe clubhouse, which includes pro shop, locker rooms, dining room, cocktail lounge, central patio and a private party room in 20,000 square feet, are 50 private rental suites, available only to visiting members.

All construction, including the rentals and the private houses, is of adobe. Grace said the adobe theme is being emphasized, as the developers hope to recapture the original Spanish settler type of living, in appearance at least.

Rustic adobe, left in its exposed natural state, is a favorite building material all through Pauma Valley and in the Warner Springs areas as well. Most of the new luxury homes on the hills around the valley are fashioned from this material, with foot-thick walls.

Street names in the new subdivisions are words picked from the language of Luisene Indian tribes, who first inhabited the valley. Examples are Wiskon Way, meaning chipmunk; Katkat Court, meaning duck; Tukat Court, lion; Paauwe Drive, mountain; Ushla Way, wild rose, and others.

The Utah Co. recently completed a private air strip to accommodate its flying members. Grace said it is being used with increasing frequency. The master plan calls eventually for subdivision of the property adjoining the air strip into residential sites, with connecting runways. The expectation is that the private plane owner will build a second-level home with hangar for the plane at ground level.

About 700 acres of Utah Co.'s property is hillside land, east of the golf course and behind a shopping center owned by the company. Luxurious view sites may be developed later on these slopes, according to Grace.

The master plans call for a second nine-hole golf course, but whether this is eventually developed will depend on membership desires, as the club grows.

Most of the new members

of Pauma Valley Country Club are recruited from a prospect list of referrals submitted by members. Often the prospects are introduced to the appeal of Pauma Valley as guests of the club.

Plans for expansion of the shopping center are now being considered. Building may begin in the near future. The center presently has five shops and stores, including the post office.

The Pauma Valley Country Club operation and expansion now provides employment for a staff of 70.

From the public standpoint, however, the most exciting news in Pauma Valley is ambitious plans for Wilderness Gardens, a wooded 584 acres at the lower tip of the valley.

The area is appropriately named. Two hundred acres of bottom land, along the river, is heavily forested with stately century-old oaks, sycamores, other trees and native shrubs. Outcroppings of boulders add to the rugged, rustic appearance of the scene.

Manchester Boddy, who published the now-defunct Los Angeles Daily News until 1952, owned the ranch until last spring when it was sold to Pauma Valley Investment

Co., Inc., whose principals are San Francisco area businessmen and investors.

William Myers, former general manager of Pauma Valley Country Club, was named vice president and general manager of the new corporation to superintend a development which will include an 18-hole golf course, clubhouse, 65 bungalow-type units which will accommodate 160 guests, and adjacent facilities.

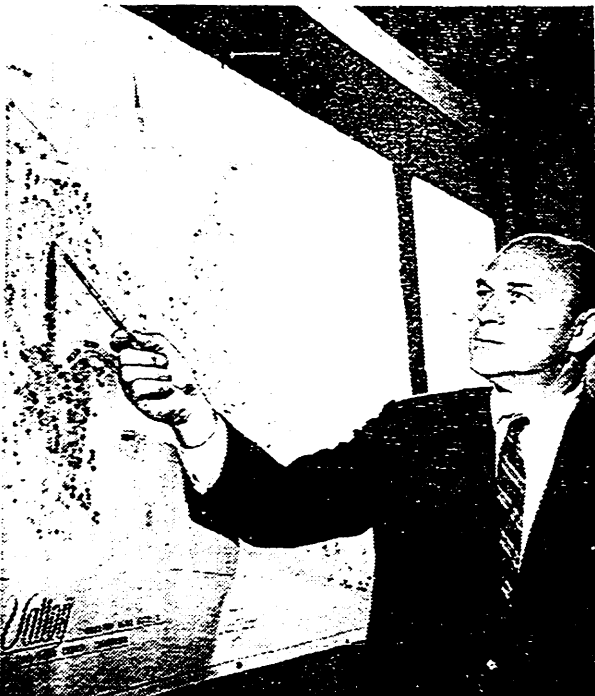
When Boddy, still a Pauma Valley resident, owned the property, he created a 100,000-plant camellia farm and a series of five man-made lakes along the San Luis Rey River.

Myers said the developers plan to preserve the wilderness setting by saving most of the trees and foliage, including the camellias which grow in the shade throughout the densely-wooded acres.

Three of the five lakes will become natural golf course hazards, while another will be developed into a water driving range, using a newly-developed float ball.

A fifth lake is to be developed for beach-type recreation, with a sanded shoreline.

The lakes are already well stocked with fish. Flocks of (Continued on F-9, Col.)



**PROPOSED DEVELOPMENTS** are pointed out on map of Pauma Valley Country Club by Ted Grace, project manager for Utah Construction and Mining.

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