

L. G. SINNARD
1033 MILLS BUILDING
SAN FRANCISCO

October 12, 1921.

Santa Fe Land Improvement Company,
Los Angeles, Cal.

Gentlemen:

In compliance with the
instructions of Mr. W. E. Hodges I hand you
herewith report, maps and tabulations of
proposed subdivision of Rancho San Dieguito.

Yours truly,

LGS/VT



MAP No. 1
 PROPOSED SUBDIVISION
RANCHO SAN DIEGUITO
 SAN DIEGO COUNTY, CALIFORNIA
 PROPERTY OF
SANTA FE LAND IMPROVEMENT CO.

RECONNAISSANCE SURVEY, SEPTEMBER 1921
 AREAS PLANIMETERED FROM BASE MAP
 SHOWING IRRIGATION STRUCTURES, WATER
 DISTRIBUTION ROADS, BLOCKS AND LOT
 LINES
 LOT AREAS FIGURED FROM CENTER OF ROADS
 IRRIGATION SYSTEM BY J. B. LINDHOTT
 SUBDIVISION BY L. B. SINNARD
 TOTAL ACREAGE 8797.91 ROAD MILEAGE 57
 SCALE 1" = 40'



DETAIL SKETCH
 OF
CIVIC CENTER
 SHOWING BUILDINGS OF BLOCKS
 SCALE 1" = 20'

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PROPOSAL
SUBDIVISION
 of
RANCHO SAN DIEGUITO
 San Diego County, California
 Property of
San Joaquin Land Improvement Company
LAND VALUATIONS
 and
DEVELOPMENT COSTS

J. G. Simard
 September 1937

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R A N C H O S A N D I E G U I T O

SUBDIVISION SURVEY

The following determinations relating to the subdivision of Rancho San Dieguito are supplemental to a "Development Survey" of the same property made in March, 1921, by L. G. Sinnard. Reference to such "Development Survey" is made for description of the property, its topography, soil, adaptation, climate and other conditions.

The study presented herein was made in co-operation with the engineering offices of Mr. J. B. Lippincott, instructed to complete surveys and cost estimates involving extensions of the present system of the San Dieguito Mutual Water Company and inclusive of a distributing system for the application of irrigation and domestic water to the arable lands of Rancho San Dieguito and certain other adjacent properties.

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Estimates of areas and costs contained therein are
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same are included in "Map No. 1", giving details
of proposed land subdivision, and "Map No. 2", giv-
ing details of present and proposed irrigation
structures.

AREAS

<u>Total Acreage</u> , Rancho San Dieguito,	8,797.91 acres
<u>Arable lands</u> , according to Lippincott survey, (Planimeter readings)	<u>5,455.68 acres</u>
<u>Nonarable lands</u> (Including San Dieguito Reservoir)	<u>3,342.23 acres</u>
<u>Lands below 100' elevation</u> , inclusive of and adjoining San Dieguito River bottom	<u>1,279.63 acres</u>
<u>Arable lands</u> - above 100' elevation, Irrigable under existing struc- tures of San Dieguito Mutual Water Company and proposed ex- tensions of same	<u>4,176.05 acres</u>
<u>Total arable area</u>	<u>5,455.68 acres</u>

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AREAS	
Total Acreage, Rancho San Dieguito	8,797.91 acres
Apple lands, according to Lippincott survey, (Planimeter readings)	5,488.68 acres
Honorable lands (including San Dieguito Reservoir)	3,848.33 acres
Lands below 100' elevation, inclusive of and adjoining San Dieguito River bottom	1,279.68 acres
Apple lands - above 100' elevation, irrigable under existing structures of San Dieguito Mutual Water Company and proposed extensions of same	4,176.05 acres
Total apple area	9,664.73 acres

SUBDIVISION

In the determination of a practical and appropriate plan of subdivision of the San Dieguito property various apparent conditions confine the use of the property to intensive, high-class horticultural development.

Additional values may be created by providing features which will increase the desirability of the project as a place of residence. The proposed "Civic Center" affords means for efficient community service. The restrictions suggested governing cost and design of buildings, proper maintenance of orchard plantings and improvements, make for rapid and substantial growth and insure a desirable measure of exclusiveness and protection of values - all highly attractive to purchasers.

It is believed that the proposed subdivision of the San Dieguito property along the lines discussed in the "Development Survey" of March, 1921, offers an opportunity for investment of capital, the returns from which, particularly with reference to the interests of the Santa Fe Railroad, cannot be computed in the profit from the one operation. The acreage involved is sufficient to be impressive, and wise and

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courageous administration of development plans should assemble a community equal in wealth, ambition and productive power to any of the most advanced suburban developments of Southern California.

San Diego County greatly needs at this time the stimulation of an efficient, thoroughly modernized and successful exploitation of a high-class land subdivision. Increased population of the most desirable character will swiftly follow.

The great advantage in exploiting a new and undeveloped area lies in the possibility of coordinating all efforts toward maximum development and production. Such an area responds more profitably and permanently to wise direction than does a poorly established section where retarded growth and unfulfilled hopes and the consequent depression of the spirit of the people increase the difficulty of energizing the producing power of a community. The San Dieguito property enjoys this big advantage. It affords a clean, free start.

Surveys

Road location and block and lot lines were plotted from preliminary survey only. It is suggested that before final survey is undertaken all roads be "roughed out" to grade, on

D E V E L O P M E N T

In suggesting development to be made all decisions are controlled by the question of the merchantability of the product offered for sale. Conditions today are more favorable to the selling of residential tracts combining suburban comforts with the freedom and attractiveness of rural life than for property adapted only to agriculture. For the present market the San Dieguito project meets a number of essential requirements. Most important is "climate". While this factor may appear to be overworked in the advertising of Southern California it is appreciated, understood and paid for by people who are seeking it. Climate represents the predominant value of this property. Proper environments should be supplied to enhance this value.

The improvements proposed are needed for the purpose of making the project attractive to the class of people to whom it must be presented. These improvements are described in the "Development Survey" of March, 1921, and consist of:

- (a) A small, handsome structure for the accommodation of people inspecting the property. This building may later be converted and sold as a Club House. In fact, it might be called a "Club House" from the beginning and accommodations provided only by card. This

will depend on selling policy adopted. It should contain an assembly hall for social meetings, the display of popular films and also of educational films for farm instruction and advertising purposes.

The location selected for this building (See sketch of Civic Center, Plate No. 1) affords a remarkably fine view of the most attractive portions of the project. Attractive, comfortable accommodations for prospective buyers is an invaluable aid to selling.

- (b) A building in which will be housed, under concessions, all of the mercantile activities needed for the project and for such outside business as may be attracted.

For the first three years the space in this building should serve also for administration offices and post office.

- (c) A garage and oil station of sufficient capacity to provide supply and repair service and storage of cars.
- (d) First unit of school building, designed for expansion as demand arises.

Study has been given to the grouping of these buildings. They should harmonize architecturally.

Field for airplane landing should be prepared and approved landing signals installed. Erection of hangers may be deferred until use of field is established.