

**FOR MAJOR DEVELOPMENT**—Outlined on this aerial view of noted Palos Verdes Peninsula are the areas comprising 1000 acres just purchased for a big residential development to be known as Grandview Palos Verdes. The land was bought for \$6,000,000 by a Southland

group headed by Edward R. Zuckerman, Barney R. Morris and the Grandview Building Co. from Palos Verdes Properties, a partnership composed of Rancho Palos Verdes Corp. and the Capital Co., it was announced. Deal was one of largest Southland land transactions.

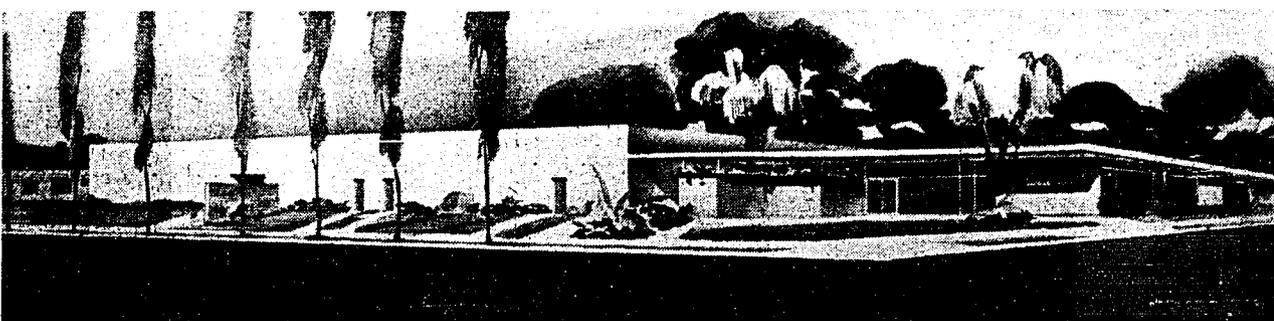
Picture by Pacific Air Industries

## \$6,000,000 Land Deal Launches Large Project

Purchase of approximately 1000 acres on the noted Palos Verdes Peninsula for a reported consideration of \$6,000,000 in one of the largest Southern California land deals in recent years was announced yesterday by spokesman for a group of Southland companies.

Disclosed at the same time was the outlook for the ultimate development of more than \$75,000,000 worth of estate-class homes in the area purchased.

The land was bought by a group headed by Edward K. Zuckerman, Barney R. Morris and the Grandview Build-



**INITIAL UNIT**—Shown above is 52-bed unit of Doctor's Hospital of East Whittier, now being built at Whittier Blvd. and Colima St. Total cost of this unit is estimated at \$650,000. Second unit, to

cost approximately \$1,500,000, will be built on completion of first unit, it was stated. Second unit will contain from 150 to 200 beds. Features include intercom system linking rooms and nurses' station.

ing Co., from Palos Verdes launched an initial construction program based on plans composed of Rancho Palos Verdes Corp. and the Capital Palos Verdes Corp. and the Capital Harris & Rice, AIA, and William M. Bray, AIA—calling for the building of 5,000,000 worth of homes, including 10 known as Grandview Palos Verdes. The Zuckerman - Morris - Grandview group already has

as 2.9 miles from the large Malaga Cove Plaza shopping center and within 2 1/2 to 4 miles of Redondo Beach and Rolling Hills shopping centers and business districts at Pacific Coast Highway and Hawthorne Blvd. and Pacific Coast Highway and Crenshaw Blvd. Additionally, there are shopping areas at Lomita

Hermosa Beach, Torrance San Pedro and Wilmington within convenient driving distance of the area. Already a large portion of historic Rancho Palos Verdes has been fashioned into communities of attractive homes and large estates. The newly purchased land is near the well-known localities of city

of Palos Verdes Estates, Rolling Hills and Portuguese Bend. The newly acquired acreage, most of which overlooks the Palos Verdes Golf Course and the ocean, will also be developed along such lines, it was explained. Contemplated is that the remaining portion

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**PRINCIPALS** —Shown above, from left, are Barney R. Morris, Ivar O. Hanson, Edward K. Zuckerman and Paul W. Anderson, principals in recent major land deal.

## NEW MAJOR PLAN

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of the ranch will be developed by the Capital Co. and Rancho Palos Verdes into a complete town-site and smaller commercial areas, with churches, schools and community recreational facilities, as well as residential estate areas. At the same time, plans assure, it was announced, the preservation of the natural scenic beauties and bridle trails in the mountainous areas not adaptable for development.

Architects and planners Victor Gruen Associates and Pereira & Luckman spent several years in research and preparation of recommendations for community planning of the entire region.

### Projects Listed

Zuckerman and Morris, prominent Southland builders of the \$60,000,000 Grandview Hollypark and Grandview Hollyglen properties on the O. T. Johnson ranches in Southwest Los Angeles, have developed communities in West Los Angeles, Brentwood, Burbank, Culver City, Monterey Park, South Gate, Bakersfield, North Downey and elsewhere in the Southland.

With the transaction just completed and other plans in the making, it was pointed out that Rancho Palos Verdes appears headed for complete transformation of the area which Gov. Pio Pico chose a century ago as the seat of his "Superior Government of the Mexican Nation."

A number of special improvement projects are under way, or nearly completed, it was disclosed. These

include extension of Crenshaw Blvd. through the peninsula to Palos Verdes Drive South, the widening of Palos Verdes Drive South into a four-lane divided highway, installation of sanitation facilities up Palos Verdes Drive North to serve the entire north slope of Palos Verdes Hills and the development of \$2,100,000 worth of new water supply, storage and distribution facilities for the area.

Completion of the Harbor Freeway in 1958 will bring Grandview Palos Verdes within further convenient driving time to and from Los Angeles.

Other developments reported slated include extension and improvement of Hawthorne Blvd. into the peninsula to a point where it will join Crest Road and Palos Verdes Drive South.

### Complete Town

While the Palos Verdes Peninsula is already being served by a number of shopping centers, the anticipated population growth, due to the Grandview Palos Verdes and other programs, is speeding up plans for development of a complete town center by the Capital Co. and Rancho Palos Verdes Corp., which comprise Palos Verdes Properties, it was reported.

At the same time, it was stated, studies are under way to determine sites for three more elementary schools, a high school, churches and other facilities.

History of the scenic, rolling region goes back to 1784, when it was first settled by Juan Dominguez. The area later became noted as a cattle and horse ranch developed

by Jose Sepulveda following the Mexican insurrection against Spain.

Rancho Palos Verdes was a sprawling 16,000-acre property when it was acquired by California pioneer Jotham Bixby in 1882 but by the time it was purchased by Frank A. Vanderlip, New York financier, in 1912, the ranch totaled 12,000 acres.