

NEW UNIT FOR PALOS VERDES

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NEW UNIT FOR PALOS VERDES

General Scheme to Call for Four New Townsites

Rich Men's Seaside Colony Plan of Promoters

Highway Will be Built Into Tract Near San Pedro

It virtually has been decided to take the next step in the development of the vast Palos Verdes project by improvement of the south side of the promontory between Redondo Beach and San Pedro. The plans call for subdivision into large estates designed to be purchased by wealthy men as a seaside residential colony unlike anything found this side of Montecito.

This was made known yesterday by H. E. Benedict, New York manager for Frank A. Vanderlip, who is most heavily interested in the Palos Verdes Syndicate. Mr. Benedict, who is at the Ambassador, is here conferring with Jay Lawyer, local manager for the syndicate, regarding the details of the plan.

The first step, which probably will be under way in a few weeks, will be construction of a highway eight miles long, connecting the highway system of the Palos Verdes Estates, the already improved section of the project, with San Pedro. This road, to be known as the Gran Via la Costa, will follow the line of the main State highway, along the general route of what is now a country road. It will skirt the coast on the southerly side of that bulge in the mainland comprising the Palos Verdes district, past a sandy beach and through the Portuguese Bend district where Mr. Vanderlip now has a summer home. This is considered unusually choice property, suitable for division into good-sized country estates and many Eastern millionaires are expected

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to come in and build houses running as high as \$100,000 each.

The ranch purchased by Mr. Vandenberg and his associates in 1913 contains 16,000 acres. The Palos Verdes Estates, already developed, is composed of 3,200 acres lying along the westerly coastline, and this has been subdivided into relatively small lots with several townsites. The eight miles of road now in project will complete the seacoast roadway from Redondo to San Pedro, and open for subdivision the balance of the coastline. The general plans for the remaining undeveloped territory call for the creation of four main townsites.

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