

PROSPECTUS FOR THE DEVELOPMENT OF
BREWER ISLAND
(THERKILDSEN PROPERTY)
SAN MATEO COUNTY

Prepared By
Raymond A. Holdren

October 10, 1957

PURPOSE

To propose, promote and develop highest possible land use of Brewer Island property for the greatest benefit to present land owners, to the Community, to the County, to the greater Bay Area and all of Northern California.

PROPOSAL

The development of a complete Commercial Recreational Area of the finest cultural and educational type for the entire family -- based on the theme of an Around the World Tour of internationally famous places, including the Golden West and it's Frontier heritage. This enterprise is to include much needed additional convention facilities. It is also to include an adult type recreation area consisting of a golf course and country club, putting course, tennis club, swimming pool facilities, etc.

SCOPE

The overall project to consist of three separate developments as follows:

- I. INTERNATIONAL PROJECT AREA
 - A. This area to include convention facilities.
- II. GENERAL RECREATIONAL CENTER
- III. PARKING FACILITIES

Following is an outline of possible commercial developments and activities to be included therein. All commercial projects to be controlled by operating corporation under percentage lease arrangements.

I INTERNATIONAL PROJECT AREA (Examples)

A. Typical Western Town and Frontier Development

(Outlined completely on following 3 pages as an example of how each major theme could be carried out to varying extents. This entire development to remain flexible for desirable expansions.)

B. France - Paris

1. Sidewalk Cafe
2. Moulin Rouge
3. Miniature Eiffel Tower

C. Italy - Venice

1. Venetian Waterside Restaurant (Along slough)
2. Shop - Italian Products.

D. Japan

1. Japanese Gardens
2. Japanese Restaurant
3. Souvenirs and Fine Imported Products

E. Mexico

1. Spanish Mission
2. Mexican Food
3. Trading Center - Silver and Leather Imports

F. Denmark - Copenhagen - Authentic parts of Tivoli

G. South America

1. Rio Restaurant
2. Products and Souvenirs

H. Middle East

1. Arabian Nights Scenes

I. England

J. Hawaii

K. India

L. Bavaria

M. South Africa, Norway, etc.

Projects in above to be authentic reproductions - designed by outstanding architects of each nation represented, within local architectural control regarding local building codes, etc. All employees to be in native costumes, etc. It would be expected that each nation's project area would include exhibits of descriptive scientific, research and industrial material, as well as historical background information.

A. SUGGESTED PROJECTS WITHIN WESTERN DEVELOPMENT

1. Typical Western Town, with boardwalks, hitching posts, etc.

- a. Western Lodge type motel-hotel-inn, including Business and club meeting rooms, swimming pool, dining rooms - adjacent to convention facilities.
- b. Western lodge type BBQ Steakhouse featuring Western meals, and cocktail lounge.
- c. Typical Western Town stores - not to be shopping center as such, but for Western theme specialties.

Wherever possible local County and Bay Area people are to have the opportunity to operate commercial enterprises.

- | | |
|--|---|
| (1) Trading Post - Western clothes for Men, Women, Children (Levi Strauss - Norm Thompson type) blankets, hats, boots and souvenirs. | (9) Western Book Store (History of West, etc.) and Art Studio. |
| (2) General Food Store - Western jellies, jams, pickles, baked goods, etc. | (10) R. Station (Hq. for Steam (Woodburning) train rides. |
| (3) Coffee shop - flapjacks, short orders Western dishes. | (11) Western Barber Shop |
| (4) Saddlery (Olsen-Nolte) | (12) Old Ice Cream Parlor |
| (5) Gunshop (Winchester) displays, etc. | (13) Children's Miniature bowling alley (duck balls & Indian pins) |
| (6) Western furniture - Individual items and antiques. | (14) Indoor shooting gallery (pellet guns for children) |
| (7) Stage Terminal and Livery Stable for renting buckboards horses, surreys, (Hq. for Wagon Rides and Stagecoach Rides) | (15) Indoor shooting gallery (firing range for adults and youth groups) |
| (8) Old Time movie house (silent westerns) | (16) Jr. and Senior citizens Hobby Shops. |

2. Service facilities within Western Town limits, some of which may be operated on commercial basis:

- a. Complete banking services such as Wells Fargo, First Western Bank, etc.
- b. Post Office
- c. Sheriff's Office - Ranger Hq. - all County police to have special Frontier uniforms and be mounted.
- d. Fire Station

- e. Village Blacksmith
 - f. Typical early days church building
 - g. Town Hall type building to house Corporation Headquarters, offices, First Aid Hq., etc.
3. Frontier Range projects outside Western Town
- a. Giant Barn for combination use as - Convention Auditorium
Barn dance hall with leading
Western Bands - Folk Dancing
 - b. Stock Arena for horse shows - stock shows - rodeos

When not in use for above, to have cowboy demonstrations of roping, riding, etc.
 - c. Stables and Corrals (In form of Pony Express Stations) riding school (Children and Adults), Specified trails Boarding horses - Pony Rides
 - d. Stagecoach route - Scenic trip through whole project.
 - e. Conestoga Wagon Trip - Scenic trip, typical Indian Raids.
 - f. Western Woodburning Steam Train Ride
 - g. Indian Village and Museum
 - h. Miniature Dude Ranch with cattle and poultry - animal zoo of western range animals - branding.
 - i. Mock Gold Mine and Museum - Museum in form of assay office.
Transportation on mine cars.
Gold panning streams for souvenir nuggets (occasionally real ones).
 - j. Campsites for Boy Scouts - Girl Scouts - All youth groups
 - k. Chuck Wagon Cookout Sites for private Wagon parties and hay rides, BBQ campfire sites (catered or uncatered)
 - l. Canal Development -

(1) Old West canal barge and/or Steamboat trip on canal.

(2) Marina dock for access to development via water.

(3) Beach on canal.

(4) Headquarters area for Sea Scouts
 - m. Trout fishing pond
 - n. Stockade Museum (such as Fort Sutter)
 - o. Family Group Campfire Site

II SUGGESTED PROJECTS FOR GENERAL RECREATIONAL CENTER

1. Country Club, including golf course - clubhouse - locker rooms
restaurant
cocktail lounge
game rooms
ballroom

tennis club & courts, badminton courts.

Bowling Green & Putting Course
Swimming Pool

2. Concert Bowl (Also to be used by theater groups, area symphonies, for musicals such as "Oklahoma", T. V. broadcasts, and as main auditorium for conventions)
3. Skeet and trap shooting
4. Polo Field
5. Two Baseball Diamonds for Jr. & Sr. Leagues
6. Football Field
7. Participation Play Area for tiny tots

These to have access roads for automobiles and bus routes outside (no vehicle) limit of frontier development.

III SUGGESTED DEVELOPMENT PARKING FACILITIES

1. Inexpensive parking facilities outside International Projects. (no vehicles permitted inside gate) together with leased service station sites.
 - a. Transportation to gate from distant parking furnished by tram-trains, wagon train, or imitation cable cars.
2. All frontier transportation to be by surrey, buckboard, stagecoach, or horseback (paid tickets) International Tour via miniature train.
3. Leased Bus terminal for franchised bus routes from San Francisco, San Jose, East Bay, local routes and also airport.
4. Franchised Ferry Boat rides from San Francisco and Oakland.
5. If feasible, Helicopter Port.

IV POSSIBLE PROMOTIONAL ACTIVITIES FOR YEAR ROUND VOLUME

1. Movie and T. V. Celebrities as guest performers.
2. Top Music Bands for square dances and folk dances.
3. Attract business men's and women's clubs, associations and professional group banquets, and meetings, luncheons, etc.
4. Develop Motel for business-men and executives - centrally located to service Peninsula and Bay Area.
5. Advertise it as an ideal Headquarters for Bay Area tourists.
6. Attract all type conventions.
7. Invite charitable organizations for:
 - Horse shows and Dog shows
 - Fashion shows
 - Luncheons, etc.
8. Arrange special events tied in with seasons, the County Fair and National Holidays of those Ethnic groups represented by International projects.
9. Establish it as T. V. Center for programs of National Interest.
10. Provide center for activities and events for all Bay Area Adult Cultural groups - Art - Music - Literature - Ballet - Theater - Hobby Centers, etc.

Entertainment and recreational events to be planned to keep project constantly interesting to all age groups - to Bay Area people and Tourists alike.

WHY This Proposal

- Need: 1. It has been a generally accepted fact that the residential development of San Mateo County has far outgrown recreational facilities for present population.
- a. Insufficient recreational facilities have greatly retarded further needed and desired Industrial expansion.
2. This particular area needs, according to City and County Planning Organizations and Industrial Development Organizations for tax and employment purposes, additional high type industry. Our County specifically lacks an industry that more generally serves - more directly depends upon, and benefits from the natural market offered by a County residential population that is second richest in California per capita income purchasing power, and sixth richest in the United States.
3. This development offers following benefits to City, County, Bay Area, to Landowners and Developers.
- a. Provides a new high type service industry for the area that will:
- (1) Fill need for recreation area in best possible central location, population wise and transportation wise.
 - (2) Be profitable for landowners and developers (evidenced by unquestionable success of Disneyland, Knotts Berry Farm, etc.) (Disneyland (60 acres) 9 million visitors in 26 months) Quicker return on invested capital than on administrative or Industrial Buildings.
 - (3) Provide additional employment for area.
 - (4) Attract conventions and other visitors to our area with resultant increased business volume to city and county merchants, restaurants, motels, etc.
 - (5) Provide outstanding facilities for all worthy youth groups in area, a positive approach to Juvenile Delinquency problems, and provide much needed supplemental educational advantages to Bay Area schools and colleges.
 - (6) Attract local and national attention and prestige to our area as a cultural and educational center of the West.
 - (7) Aid in attracting industries to local industrial parks that are far better suited than this land for heavier industrial development.

- (8) Improve overall tax picture with a project other than subdivisions, which require schools and local bonding obligations.

WHY This Type of Project

1. All evidence points to desire by family groups for wholesome participation recreation, as much as possible, outdoors.
 - a. Tremendous growth of State and Federal park camping and lodging facilities still incapable of accommodating public.
 - b. Increased demand for club memberships in country clubs, tennis clubs, etc.
 - c. Shortage of practically all types of recreation facilities in area.
 - d. Further evidence is the spectacular increase of business volume in camping, boating, sports equipment and in all recreation industries, since the advent of the 5 day work week.

WHY This Location

This land is a crossroads location of the County, Bay Area and Northern California with easy access (see maps and population breakdown) by air, rail, automobile via Bayshore 6 lane freeway, with projected 19th Avenue access, San Mateo-Hayward Bridge to East Bay and Valley cities. It has easy access to Fiesta Buildings for conventions, etc., and is within 7 miles of 4,000 itinerant rooms.

1. 10 minutes from San Francisco Airport, via 6 lane freeway.
2. 25 minutes to downtown San Francisco.
3. This property included as an integral part of the 19th Avenue extension of the Bayshore and East-West Freeway System.
4. Direct service from San Francisco and Southern California via Southern Pacific Railway.

This land is ideal terrain for development of this type of project, though definitely limited otherwise. It is situated to afford a good view of surrounding Bay Area hills - its climate is most suitable for this type of development.

SCOPE OF MARKET

San Mateo County is 6th richest county in United States, Per capita income purchasing power, 2nd in California.

<u>869,000</u>	population within <u>20 min. - 15 mi.</u> radius
<u>2,000,000</u>	" " <u>40 min. - 30 mi.</u> radius
<u>2,270,000</u>	" " <u>60 min. - 45 mi.</u> radius

excess of 4,500,000 population in 13 Bay Area Counties

1,206,772 cars within 60 minutes (S. M. County Development Assn.)

Potential volume visitors in addition to permanent population of area.

Tourists to Bay Area counties alone:

1955	1,496,835	
1956	1,549,046	(Californians Inc., S. F.)
1957	1,538,852	

1957 Tourists spent \$75,563,791.00

S. F. Convention groups and guests:

1955	265 groups (attending - 778,649)	overnight guests - 194,291.
1956	278 groups (attending 1,067,367)	overnight guests - 210,906.

(S. F. Convention Bureau)

City of San Mateo Convention and Meeting Groups:

1956 - 17,600 visitors spent approx. \$748,000 (not including 150,000 visitors to Bay Meadows)

1st 3 Months 1957

104 groups and conferences - 9128 people spent approx. \$378,940.

10,000 estimated tourists 1st 3 months 1957

In State, estimated tourists 4-1/2 million yearly, spending between 700 million and one billion dollars.

(S. M. Convention & Tourist Committee)

Northern California now offers a greater number of tourist attractions than any other area of the West. Anyone who comes to this part of the State to visit Yosemite, Lake Tahoe, State and Federal parks in Sierras, the Redwood Country, or Santa Cruz mountains, will be drawn inevitable to this type of project in this location.

(See Maps of areas and resorts)

A project of International flavor, such as this, will naturally attract increasing numbers of international tourists passing through San Francisco ---- The Gateway to the Pacific and Far East, and the "Home of the United Nations." It should also foster International Goodwill and Understanding --- attract support from embassies, our own government agencies.

HOW DEVELOPED

Suggest Corporate Development to include landowners, with Corporation owning a portion of land to facilitate financing projects, and leasing portion of land. Stock could be sold to local Bay Area people or to one or more large interests. Income derived from Corporate operated projects and percentage lease arrangements.

SUGGESTED LAND USE

1. Project to be constructed on Therkildsen property because of location and type of ground, and it's bordering canal.
 - a. 19th Avenue Freeway location.
 - b. Access road off Hayward approach.
2. Two property owners
 - a. 353 acres - Therkildsen
 - b. Approx. 1,847 acres - Schilling Estate Co.
3. Potential Schilling property use, not presently available.
 - a. On leasehold basis.
 - (1) Parking
 - (2) General Recreational Facilities
 - (3) Trails - Campouts, etc.

4. Use of natural terrain -
 - a. Use canal on west end of property and natural trail across levee.
 - b. Engineering studies, further economic studies and architectural plans to be completed to determine feasibility and profitableness of construction and operation by Development Corporation.

ADDITIONAL COMMENTS

1. This property is NOW INDUSTRIALLY ZONED and rightfully so, since it is far better located for an industrial commercial project than for residential. It is generally considered that too much ideally-located industrial land in this area already has been used for subdivisions - limiting desirable industrial growth.
2. Our TAXPAYERS AND SCHOOL ADMINISTRATORS need and are pleading for tax help for present needs - not additional school burdens in areas not suited for homes and schools.
3. This type of project will contribute far more advantages to our whole area economically and culturally than any other development that has been suggested.
 - a. Since all benefits are planned to be Bay Area-wide - it is being flexibly designed to supplement rather than replace present facilities - and, because of the important role this project will play in the entire Bay Area scene - it is hoped that support and participation in it's development also will be Bay Area-wide.
4. EMPLOYMENT AND LABOR WISE, it will have initial and long range advantages, in it's building and continuous operation.

5. THIS PROJECT HAS LANDOWNER APPROVAL, subject to it's proper development.

EXHIBITS

1. Photograph of Island showing it's location in Bay Area.
2. Tentative Architectural plan of initial development, by Mogens Mogensen, AIA Architect, San Mateo.
3. Artist's concept of development by John Bohrer, Menlo Park.
4. Map illustrating resort locations and population center.
5. Map pinpointing Island's strategic location, transportation-wise.
6. "We're Running Out of Recreation Areas" by The S. F. Chronicle's Sylvia Porter.

This prospectus published with authority and cooperation of Mr. Thomas Therkildsen.

Any inquiry regarding this prospectus to be directed to:

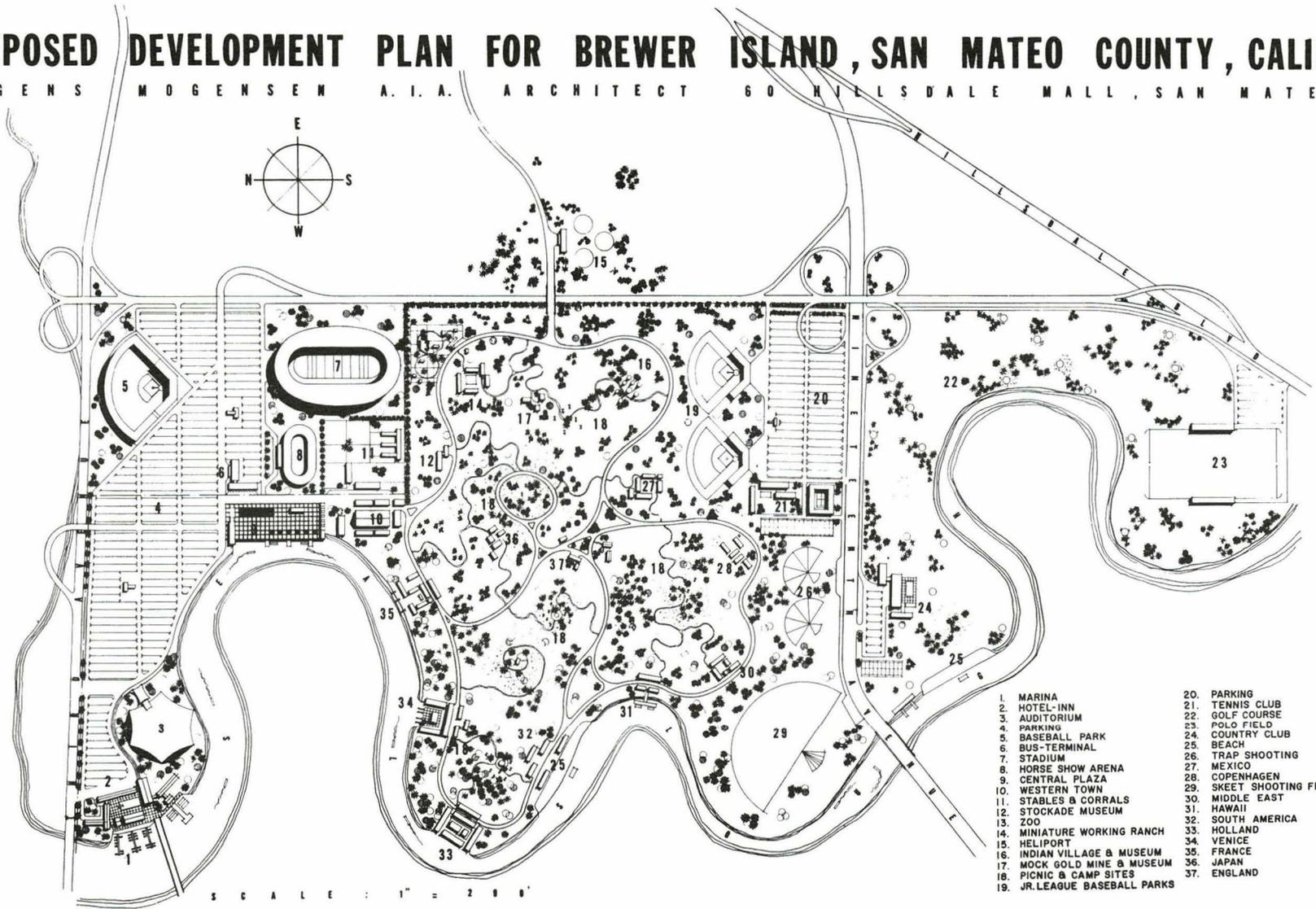
Raymond A. Holdren
416 Terrace Way
San Mateo, California

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PROPOSED DEVELOPMENT PLAN FOR BREWER ISLAND, SAN MATEO COUNTY, CALIF.

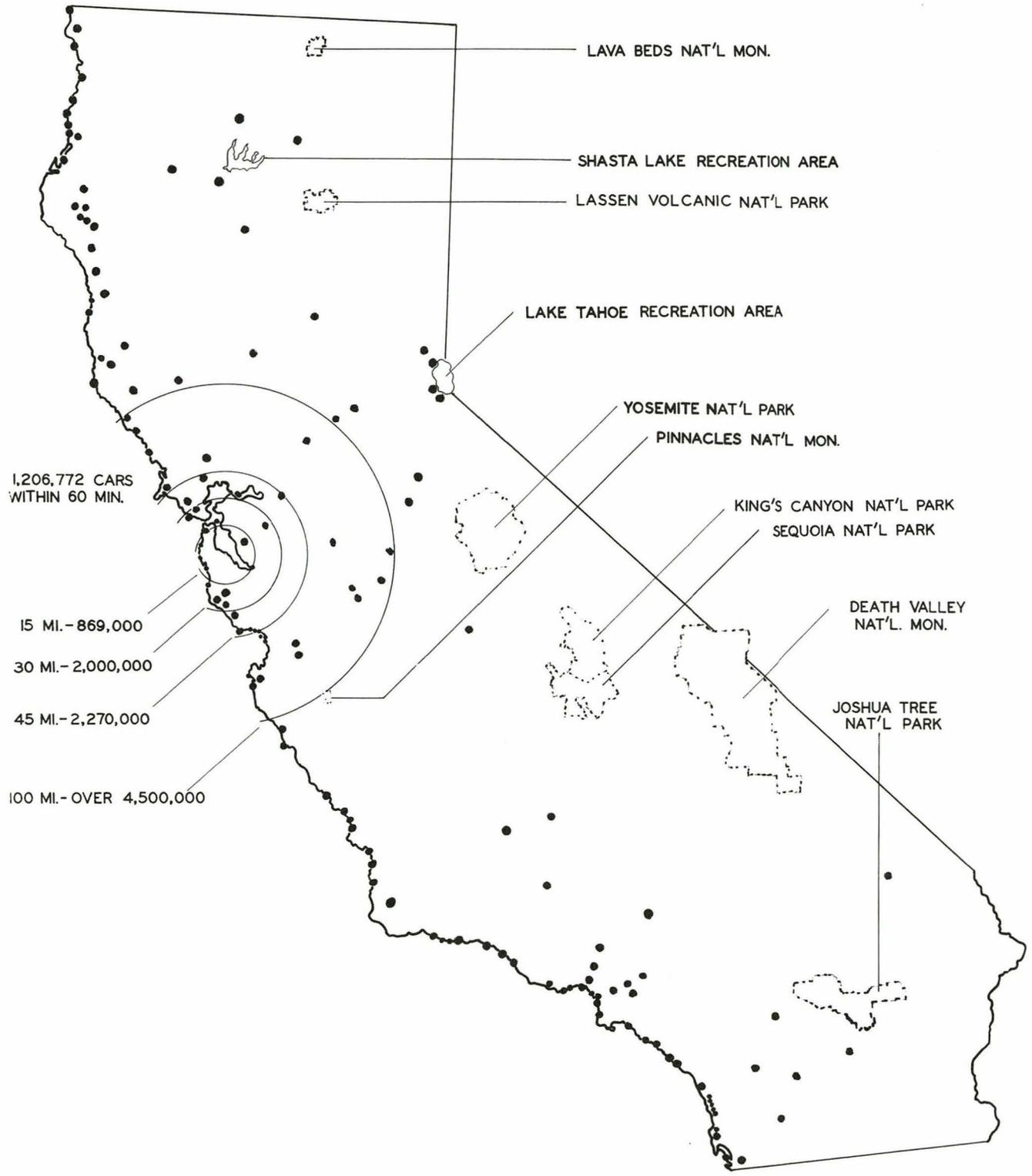
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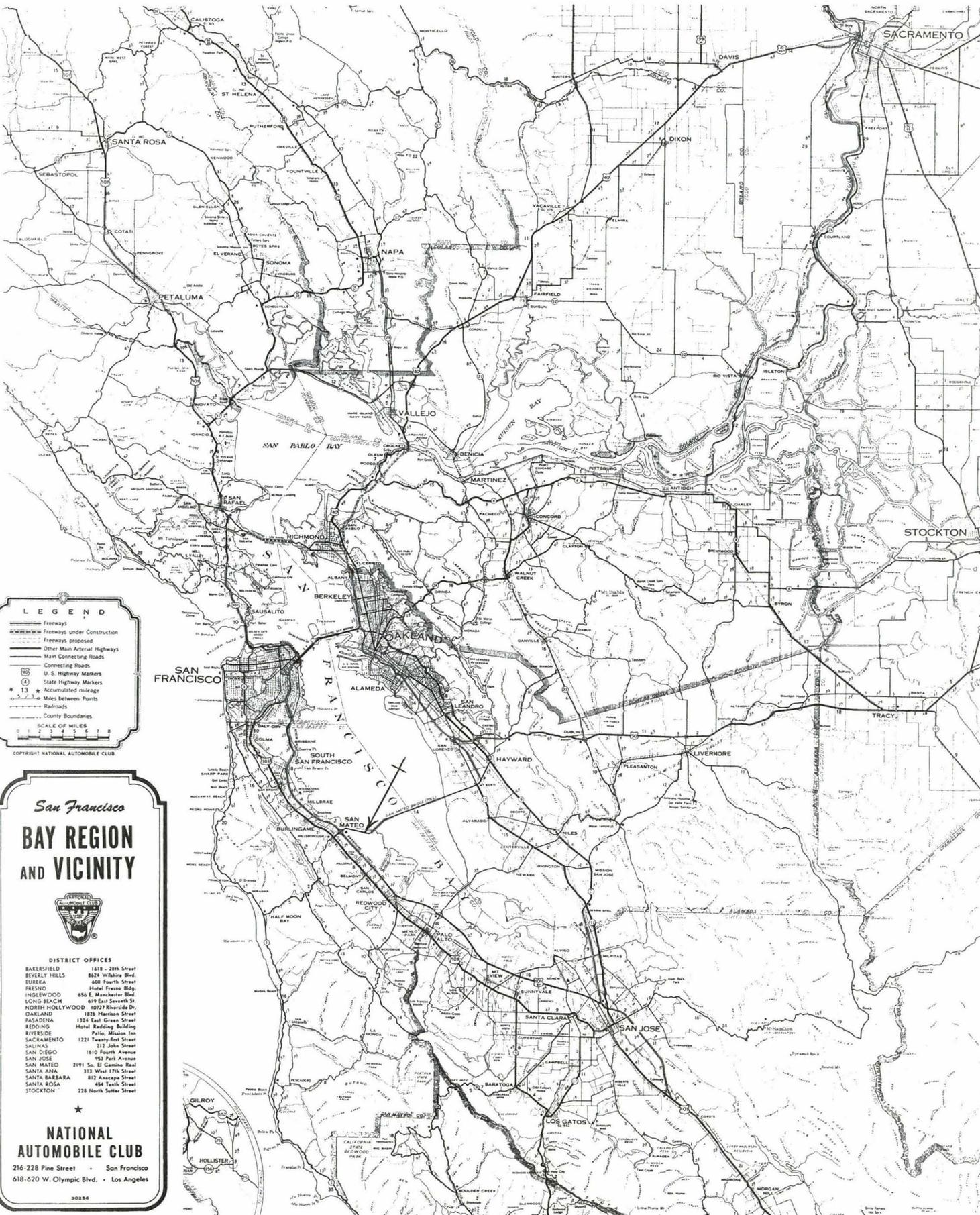
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|-------------------------------|--------------------------|
| 1. MARINA | 20. PARKING |
| 2. HOTEL-INN | 21. TENNIS CLUB |
| 3. AUDITORIUM | 22. GOLF COURSE |
| 4. PARKING | 23. POLO FIELD |
| 5. BASEBALL PARK | 24. COUNTRY CLUB |
| 6. BUS-TERMINAL | 25. BEACH |
| 7. STADIUM | 26. TRAP SHOOTING |
| 8. HORSE SHOW ARENA | 27. MEXICO |
| 9. CENTRAL PLAZA | 28. COPENHAGEN |
| 10. WESTERN TOWN | 29. SKEET SHOOTING FIELD |
| 11. STABLES & CORRALS | 30. MIDDLE EAST |
| 12. STOCKADE MUSEUM | 31. HAWAII |
| 13. ZOO | 32. SOUTH AMERICA |
| 14. MINIATURE WORKING RANCH | 33. HOLLAND |
| 15. HELIPORT | 34. VENICE |
| 16. INDIAN VILLAGE & MUSEUM | 35. FRANCE |
| 17. MOCK GOLD MINE & MUSEUM | 36. JAPAN |
| 18. PICNIC & CAMP SITES | 37. ENGLAND |
| 19. JR. LEAGUE BASEBALL PARKS | |







LEGEND

- Freeways
- - - Freeways under Construction
- - - Freeways proposed
- Other Main Arterial Highways
- Main Connecting Roads
- Connecting Roads
- U.S. Highway Markers
- State Highway Markers
- * 13 Accumulated mileage
- 3.3 Miles between Points
- Railroads
- ... County Boundaries

SCALE OF MILES
0 1 2 3 4 5 6 7 8

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OAKLAND	1828 Harrison Street
PASADENA	1324 East Green Street
REDDING	Hotel Reading Building
RIVERSIDE	Patco. Mission Inn
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SALINAS	712 John Street
SAN DIEGO	1610 Fourth Avenue
SAN JOSE	793 Park Avenue
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Your Money's Worth

We're Running Out Of Recreation Areas

Sylvia Porter

YOU GO to the public beaches along the Atlantic Coast and the crowds of people are actually frightening . . . You go to a national or State park for a family picnic and you find that all the good spots had been snatched up before 10 a. m. . . . You go to what you recall as a charming, out-of-the-way lake and you discover that the boat traffic on the water is almost as bad as the car traffic on the road.

Our National Park System was designed to handle 25 million visitors a year.

Last year 59 million of us visited our national parks; this year millions more will be swarming around and the system figures that by 1966, 80 million of us will be jamming into the parks.

The U. S. Forest Service had six million visitors in 1926.

In 1956 the total of visitors was nearly 53 million and the service estimates the increase in the number of visitors between 1926 and 1968 will be close to 1400 per cent.

In 1946 the State parks chalked up 92 million visits.

In 1957 the State parks recorded 216 million visits.

The Army Engineer recreation areas reported 16 million visitors in 1950. They reported 80 million visitors in 1957.

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THE FACILITIES of our national parks and national forests already are strained to the breaking point and "Congressional Quarterly" flatly states, the concern of all who know the facts is that "as a Nation, we are running out of adequate outdoor recreation areas to play in."

So a few weeks ago Congress passed a bill providing for the first national inventory of our country's outdoor recreation resources in our entire history (S 946).

The bill was endorsed by 24 organizations interested in outdoor recreation, notably the Izaak Walton League of America. In addition, six States pushed it — California, Colorado, Illinois, Tennessee, Washington and Utah.

Under the legislation a bipartisan 15-member presidential commission, including eight members from the Senate and House, will be set up to make an inventory of all land and water areas in the Nation usable for recreation. The inventory will be by States and regions and private as well as public land will be included in the survey. The commission also will study what European nations—particularly Switzerland and Sweden—have done to meet their needs for recreation.

The deadline for the commission's report on what resources we have, what will be our recreation requirements over the next few decades and what can be done to meet these requirements is Sept. 1, 1961.

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YOU DON'T NEED me to give you proof of what is happening to the outdoor recreation areas of our Nation. But you well might ask "Why?"

A first great reason for the appalling deterioration is that so many more millions of us are going in for outdoor recreation of every type.

Our soaring population alone explains this. As leisure time has increased we also have gone in for more outdoor activities. The trend toward longer vacations, longer week ends and more frequent vacations is a vital part of the picture. As the level of incomes and pensions has risen, more of us have been able to afford trips to national parks and forests. And the improvement in transportation facilities is making it easier for vacationists to travel to distant recreation areas.

The second great reason is that the number of outdoor playgrounds has been declining steadily.

Just because there are so many more of us, we are stretching out into areas that were natural playgrounds only a couple of decades ago. As "Congressional Quarterly" rather poignantly puts it, nearly all adults remember a quiet swimming hole or picnic area we visited as children. Now, on that spot, is likely to be a new housing development or an industrial factory or a Federal Government installation.

Both the quantity and quality of our outdoor recreation resources and opportunities are in "a steady and alarming decrease," the House Interior and Insular Affairs Committee reported earlier this year, and the committee warned the decline will continue.

We are extravagantly and wantonly dissipating resources which are essential to our social and economic welfare. The waste must be stopped. Hopefully, the unprecedented inventory just authorized marks the beginning of a turn in the shocking trend.