

# Redwood Area Developer Keeps Conservationists Happy

By LAWRENCE E. DAVIES

Special to The New York Times

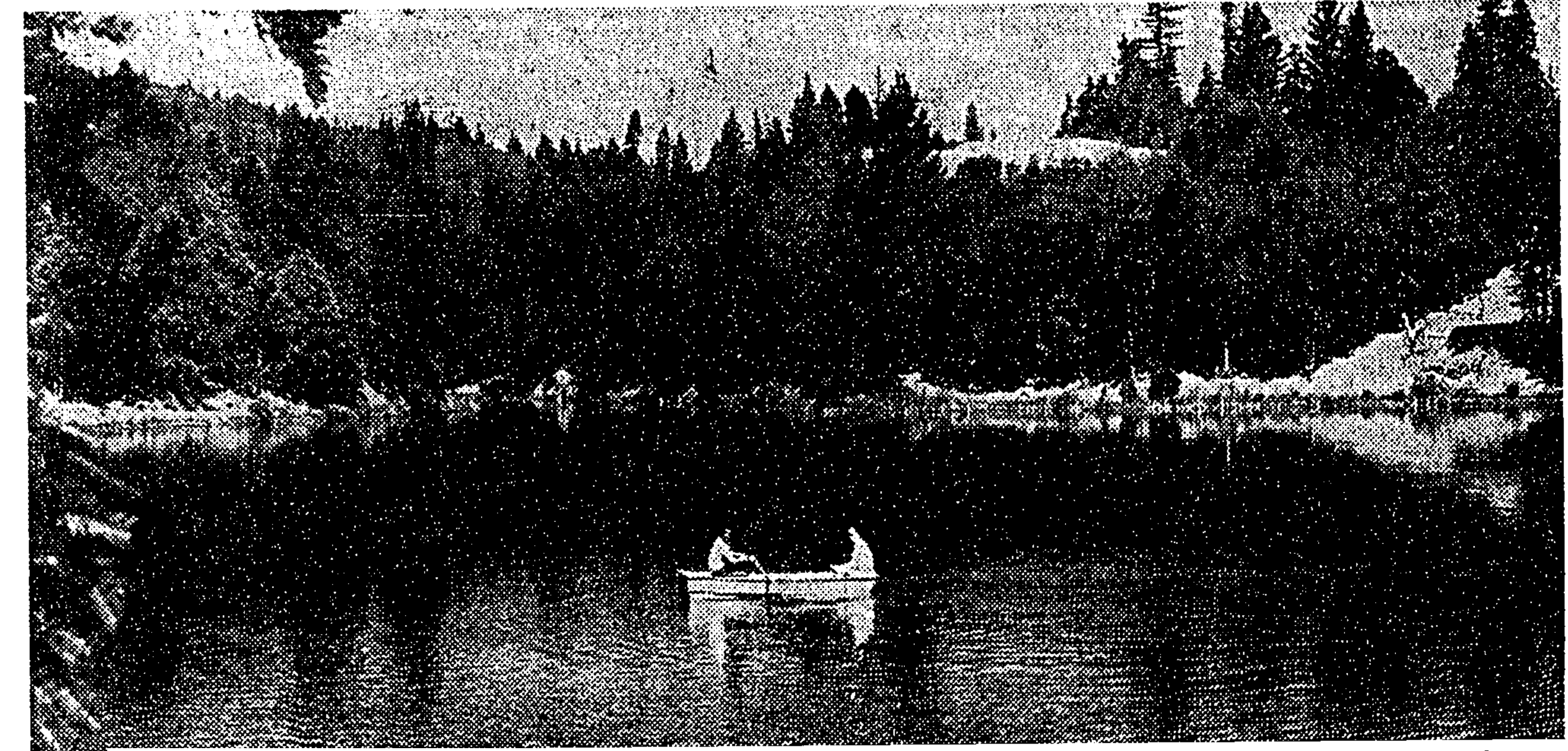
WILLITS, Calif.—In a dramatic setting in the “Redwood Empire” of northern California a land developer has initiated a project with which he expects not only to make money but also to keep conservationists happy.

Half of a 4,000-acre tract, on which a “forest village” with a maximum population of 17,500 is envisioned, has been set aside in perpetuity for conservation and recreation purposes. The grant of the land is irrevocable.

In this public conservation area, which threads through the whole tract, not a tree may be felled without permission of a resource consultant. A wildlife preservation program is being developed.

An architectural committee must pass on the plan for every dwelling so that it will conform to its rustic setting. A Philadelphia red-brick residence or a Cape Cod cottage would be considered out of place against a background of redwoods, Douglas fir or madrone. And every owner of a residential lot must have a permit from the committee before cutting a tree more than four inches in diameter on his own property.

The Willits development, headed by Robert J. Beaumont, a 32-year-old Beverly



Stocked lakes at a “forest village” in California will offer quiet fishing—motorboats will be barred

Hills entrepreneur, involves a tract exceeding six square miles in area and lying outside this lumber town of 3,410 residents on Highway 101. It lies 140 miles north of San Francisco and 35 miles from the Pacific Ocean.

It includes forested hills, valleys with meadowland, a stream and a lake, with two more trout-stocked lakes to be built, one with a shoreline

of four miles. Motorboats will be barred as too noisy. A tricky nine-hole golf course is to be extended to 18 holes.

The project's entire civic center will be built around the trees, without disturbing a single tree, according to Mr. Beaumont.

“We are keeping firm control through our architectural committee to be sure the whole projects fits the es-

thetics of the land,” he said.

The Board of Supervisors of Mendocino County, a north coastal area, is represented on the board of the Brooktrails Resort Improvement District, to which the developer dedicated some 2,000 acres for conservation. There is no way, Mr. Beaumont emphasized, for the developer to regain control of the acreage and change his plans

about conservation, even if he ever wished to do so.

Dr. Gerald Partain, professor of forestry economics at Humboldt State College in Arcata, to the north, has been retained by the Brooktrails Resort Improvement District as a consultant for the conservation and recreation aspects. He expressed excitement over the prospect of

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setting up a management plan for the conservation area, "trying our hand at something other than timber production."

A naturalist guide is in preparation. The park lands are a refuge for deer, raccoon, red fox and other animals. Professor Partain expects the lands to be a kind of laboratory for his students. He said a good job performed here in management practices should convince "developers who are out to make their buck that conservation practices pay better than jamming houses together."

Mr. Beaumont agreed when he and several associates gathered at Brooktrails Lodge, one of the few clusters of buildings at present on the tract, which has been named Brooktrails. They assembled to study results of six weeks of sales operations and to inspect work recently begun on road clearing and the installation of water and sewer pipes, storm drains and other improvements.

"I feel that the blend of free enterprise and conservation practices in community development is appealing to the public," Mr. Beaumont remarked.

## Tract Used for Timber

"Look at some of those \$50,000 and \$60,000 homes at Lake Tahoe — with tin roofs. They really destroy an area. And the people who exploited the San Fernando Valley [in the Los Angeles area] forgot about parks, lakes and forests and concentrated on squeezing in as many houses, shopping centers and small apartment buildings as they could under the weak zoning laws and almost nonexistent planning regulations.

"Here we are very, very fussy and we hope to have an influence on other developers. I think when they see what we are doing they will be willing to give up some of their old concepts."

Brooktrails Company, Ltd., of which Mr. Beaumont is a general partner, last year bought the property, once the source of timber for a mill closed 40 years ago. The master plan for Brooktrails has been drawn up by Jack Bevas, an architect who had a hand in developing the Irvine campus of the University of California on a Southern California ranch.

## Less Than Half Subdivided

An architect has yet to be chosen to sit on the project's architectural committee with Sheldon Cloobek, vice president and executive administrator of Brooktrails; David Zaid, vice president in charge of construction, and Ray Rockefeller, a Willits oil distributor who is vice president and finance officer of the Brooktrails Resort Improvement District and a member of its five-man board.

Somewhat less than half of Brooktrails' more than 4,000 acres has been subdivided into 5,700 lots. Some front on roads following high-forested ridges. Some front on the existing and planned lakes others on meadowland. They range in size from one-third

to one-half of an acre, with a few larger and with provisions for 275 multi-unit structures.

The developer expects them to appeal to summer residents for a second home and to retired persons. More than 800 have been sold since operations began in October. Mr. Beaumont predicted that all would be sold by late next summer. Single-house lots are priced from \$3,495 to \$6,000.

Asked about the relatively small size of the residential lots, beginning at one-third of an acre, for a project that is a two-and-a-half-hour drive from a metropolis, Mr. Beaumont noted that the conservation area would extend in front of most of the lots, giving them, in effect, a greater size.

## Shopping Center Planned

The conservation and recreation acreage is not to be in the form of a regularly shaped greenbelt, but it will wind in and out through the tract, narrow here and broader there. In places outside the main housing areas extensive forests will remain, for the benefit of residents and the public.

A shopping center is to be built to fit the "forest village" concept, with little cement in evidence. An occasional service area, with a general store and a gasoline station, will be meshed into the landscape.

The first construction work got under way several weeks ago after Schwabacher & Co., investment brokers, had underwritten \$4.5-million of bonds to cover the costs of paving roads, extending the golf course and making other improvements. The same brokerage house has first refusal for a minimum of two more phases of the project financing.

## Help to Economy Seen

Harvey Sawyer, a rancher and a member of the Mendocino County Board of Supervisors, described the project as "one of the best things that could hit this area to help its economy."

"It's been quite an undertaking to get all the ramifications cleared up," he said, "but now it's on its way."

Mr. Rockefeller recalled that the supervisors three years ago hired Arthur D. Little, Inc., a management consulting firm, to study the county's economy.

"They recommended that the future of Mendocino County lay in one direction — the development of natural resources and recreation, with second homes and the like," he said. "This project is in line with that recommendation."

Brooktrails was envisioned by businessmen, including Stanley Hulett, assistant sales manager of Willits Redwood Products and president of the city's Chamber of Commerce, as broadening the county tax base.

"One of our problems," he said, "has been the refusal of the community to recognize recreation as an industry. But now it is beginning to show this recognition. We expect the Brooktrails development to attract new industries too."

# Hyleopolis sinks its roots in California

By Kimmis Hendrick Staff correspondent of The Christian Science Monitor  
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# Hyleopolis sinks its roots in California

By Kimmis Hendrick

Staff correspondent of  
*The Christian Science Monitor*

Willets, Calif.

Hyleopolis is challenging megalopolis in California.

It's a new land-development term which defines a concept of making people and conservation practices all part of the same package.

The biggest pioneer example in California, perhaps nationally, is Brooktrails.

Megalopolis, another new but better-known word, refers to strings of cities melting into one vast urban sprawl. California's 675 miles from San Fran-

cisco to San Diego come close to furnishing an illustration.

Apparently the public, given the opportunity, likes hyleopolis. Brooktrails, about 2½ hours north of San Francisco just off famed Highway 101, was opened to buyers on Oct. 27, 1967. One year later, lot sales had nearly reached the \$25 million mark. They're still climbing.

This is a land-development project covering some 4,000 acres in one of the most spectacular areas of northern California. It has great stands of redwoods, magnificent Douglas firs.

Most buyers are building vacation homes — not cottages, but houses designed to meet quite exacting architectural requirements.

This land once centered a great lumber mill activity. Then it became a dude ranch. Finally Brooktrails Company of Beverley Hills acquired it and immediately dedicated more than half the acreage to public use as a natural park area. This makes it a hyleopolis.

## Search for a new idea

Robert Beaumont, one of California's youngest land developers who has quickly become highly successful on a vast scale, says Brooktrails came out of his search for a new marketing idea.

"It occurred to me finally," he says, "that people don't want to spend their vacations taking care of their yards. They go to Palm Springs for the weekend and spend all their time sweeping up the sand. So it came to me to leave things natural."

California law provides for the establishment of resort improvement districts which may be governed, subject to the vote of the people, by the board of supervisors in the county involved.

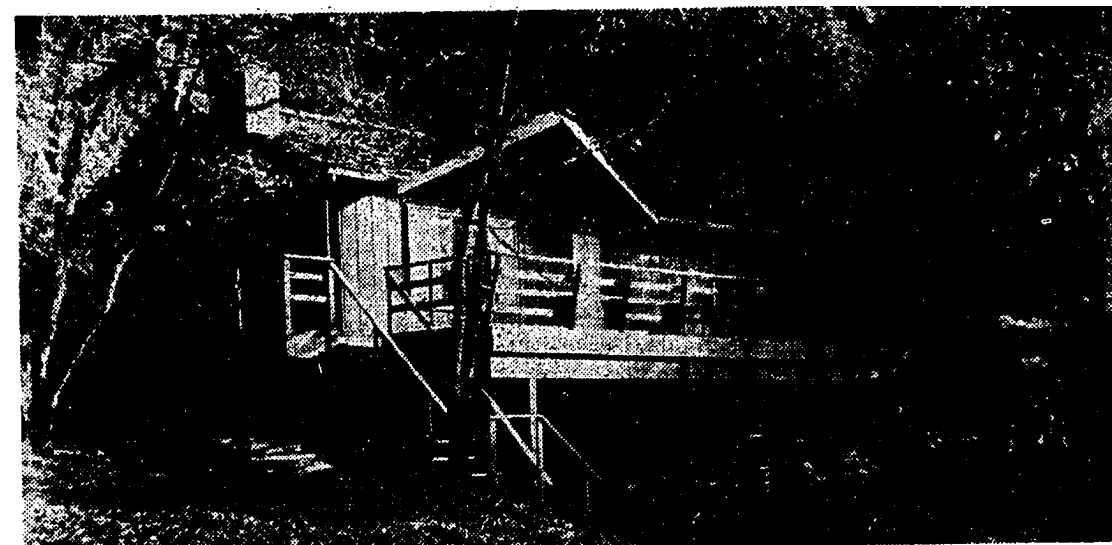
Land developers can dedicate open spaces to these districts, which will maintain them in perpetuity for public use.

## Lot prices zoom

Mr. Beaumont wanted to make full use of this possibility. He believed that if a large portion of a real estate development were made a park, it would attract buyers, increase the value of the land they purchased, help solve the conservation problem, serve the public. He therefore dedicated more than half of the Brooktrails land.

"The thing I don't like about most California land projects," he observes, "is that they just go on and on. Brooktrails is a defined area. So supply and demand can increase the value of the property."

To start with, Brooktrails lots sold at



## Mixing people and nature

The new community of Brooktrails, north of San Francisco, deftly blends people with the soaring trees, meadows, lakes, and streams—and the people seem to like it. The land-development project covers some 4,000 acres.

prices ranging from \$3,000 to \$20,000. Lots around the three lakes started at \$12,000. It would probably take \$20,000 to buy a lakeside lot today.

The prices, incidentally, are for fully improved lots, meaning paved roadways, sewerage, water service, fire hydrants.

Brooktrails Resort Improvement District and the Brooktrails Company have jointly retained Gerald Partain, professor of forestry economics at Humboldt State College, as consultant on management planning for the natural part of the project.

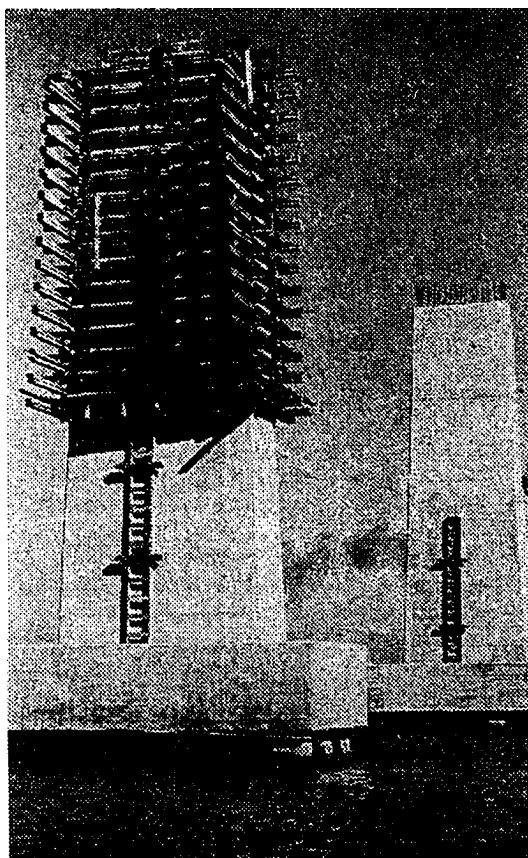
Brooktrails Redwood Park, notes Pro-

fessor Partain, has nature trails, bridle paths, picnic areas, lakes, and so on, fully available to the general public.

It will stay less developed, he points out, than a state park. It will have no campsites except that possibly some hike-in camps may be provided for groups interested in really rustic settings.

"I'm sure this concept can be applied in many places," Professor Partain adds.

"I think there is growing interest in hyleopolis as a means of warding off megalopolis."



## This is a . . . ?

Reminiscent of ancient Egypt or the halcyon days of the Roman Empire, the massive concrete piers which will support a 1,500-foot-long bridge rise from the waters of the Marco River in Florida. The toll bridge, three months ahead of schedule, will link Marco Island, being developed by the Mackle brothers of Miami, and the mainland south of Naples on the Gulf Coast. Completion is slated for December.

Make Up Your Mind

# What Should House Buyer Do When He Finds Cache of Cash?

Your decisions to the following dilemmas, say the psychologists, can tell you something about yourself. And a group of psychologists themselves, headed by Robert L. Wolk, Ph.D., comment on your decision. This is the last in a

## Hyleopolis Is Just Fancy Name for Forested City

LOS ANGELES (UPI) — Hyleopolis may sound like a fancy name for a nudist colony but in actuality it's a forested city—and there is such a place.

The only known hyleopolis in the United States is located in the mountains of northern California's Mendocino county. It is called Brooktrails and it combines a resort community with a conservation forest—mainly the revered and stately redwoods.

Hyleopolis is taken from the Greek—for a forested area and a city.

Brooktrails was acquired by a young Los Angeles land developer, Robert Beaumont, and his associates in 1967. They started to create their hyleopolis virtually from scratch—a golf course and a small lodge were its only man-made assets.

Beaumont, in his early 30s, started from scratch himself and has made a name in the land developing business and in the world of finance.

An interesting approach he had to financing was paid off. He went to Europe and the Orient to solicit investments in California land. This is heresy to people who think the United States has all the money.

"I turned the tables," says Beaumont. "You'd be surprised at the available foreign capital for investment in California land."

Beaumont believes vacationers want most of the comforts of home and that's why Brooktrails has all the conveniences.

In addition to expanding the golf course and building tennis courts and other recreational facilities, the Brooktrails hyleopolis acquired such items as: 55 miles of paved roadways, 21 miles of sewer pipe, a sewage collection system, a water distribution system, a water treatment plant, a water storage area, two earth-filled dams, and an electrical system.

Beaumont feels he has made good on his promise at the project's start when he said:

series of excerpts from "Make Up Your Mind" (Pocket Books).

By ARTHUR HENLEY

YOU BUY A house that is supposed to be in top-notch condition. But soon after moving in, you discover that the roof leaks, the pipes are rusty and the beams are rotted. You complain but cannot get any satisfaction and seem forced to make the best of a bad bargain. Then one day, while you are making some repairs, a wall splits open suddenly and out tumble dozens and dozens of \$10 bills!

What would you do with this windfall...

- 1. Turn the money over to the police?
2. Bring it to the attention of those who sold you the house?
3. Keep it yourself?

WHAT A difficult decision this one is! You are torn between doing the "right" thing and compensating yourself for having been taken advantage of.

In the long run, your final solution depends on the flexibility of your conscience.

1. If you turn the money over to the police, you acknowledge that the money does not rightfully belong to you.

2. If you bring the windfall to the attention of those who sold you the house, you are being overly conscientious, even foolish.

3. If you keep your find to yourself, you obviously feel entitled to do so, especially in view of the trouble you have had.

But this decision is apt to be more impulsive than rational, and your conscience might not rest easy afterward.

For the misrepresentation by the former owners, and the bonanza from the broken wall, are two altogether different problems.

YOU ARE A struggling

young artist anxious to succeed but equally anxious to make a living. A wealthy man commissions you to paint a portrait of his wife, an uninspiring, homely woman.

While you paint, he goes in and out of the room, looks over your shoulder, and makes suggestions. When he is not interfering, his wife is, changing her pose, criticizing, complaining.

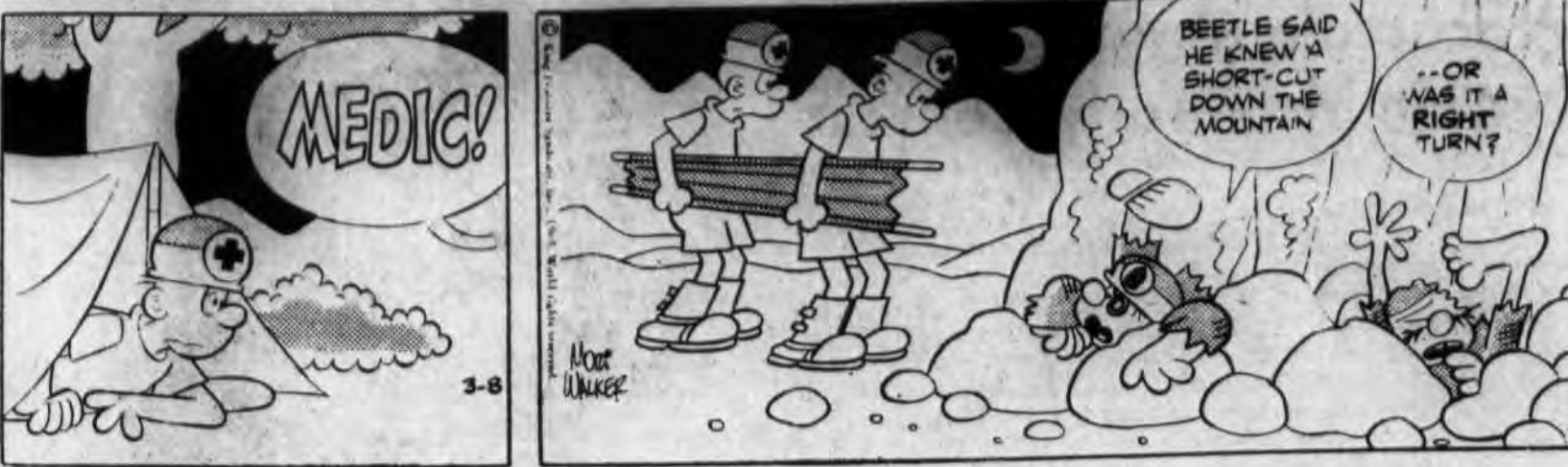
she is afraid you will not make her appear as glamorous as she obviously thinks she is.

How would you paint her...

- 1. Flatteringly, as they wish?
2. As you wish, ignoring their comments?
3. Not at all, unless they stop bothering you?

Salvador Dali (distinguished and individualistic modern artist): "I would paint as I wish. It isn't important that my portraits look like the people, but that the people begin to look like my portraits."

### BEETLE BAILEY



### HI AND LOIS



### FLASH GORDON



### DONALD DUCK



### JACKSON TWINS



### POGO



### ARCHIE



### LI' LABNER



### THE PHANTOM



## CROSSWORD --- By Eugene Sheffer

Crossword puzzle grid and clues. HORIZONTAL: 1. Fish sauce, 5. Animal's foot, 8. Furnished with footwear, 12. Fluid rock, 13. Employ, 14. Record, 15. Level, 16. Golf mound, 17. Mountain range, 18. Musical group, 20. Muddy pool of water, 22. Hebrew measure, 24. Greek letter, 25. Monkeys, 28. Rescued, 33. Bengal quince, 34. Gallienne, 35. Overwhelm, 36. Military units, 39. Simmer, 40. In. VERTICAL: 1. Pub, 2. Bath, 3. Twilights, 4. Poem, 5. Roman highway, 56. Pronoun, 57. Coal, for one. Answer to yesterday's puzzle: PARA MAR SOLD OVERTONE EVOE DESTROYERS RIVE HUT TRADED VENUE BOUT AMOR CARTELS NIT CAKES EAR RELATED MAKE AVER LURED BATTER GOT ALOE EDUCATES LENS RESONANT MEET SET TIDY

Cryptogram grid with letters and numbers. B K M Z, M K I L M K O J, C I L W G G Y Z, U J W W J B, Z B K L Z M J, W I Y S J Y M, M Y C U O K L.

Yesterday's Cryptogram—ADEPT CRIBBAGE ADDICT ANGERS OPPONENTS.

## WEE PALS



## Walt Disney's True Life Adventures



## FERD'NAND

