

# The Heritage of Lake San Marcos

Underlying the history of places or things are the biographies of people. How Lake San Marcos came into being becomes an anthology about people. To all who visit or live at Lake San Marcos, it is a place of beauty where the raw materials of nature have been adapted by man to create an exquisite residential/resort community which is truly superlative in every feature.

According to some archaeological finds, there is evidence that perhaps the oldest civilization on the North American continent existed in the San Luis Rey and San Marcos valleys. There are Indian petroglyphs within five miles of the lake that are tentatively thought to be between 4 and 6000 years old. The influx or migration of Indians to North America has generally been set at 11 to 12,000 years ago, following the recession of the Wisconsin glacier. However, many recent findings that range from Utah to Texas and also Mexico City area have yielded artifacts with carbon dating estimates that go back at least 29,000 years, prior to the Wisconsin glacier. Many more discoveries will have to be made before the story fills in with incontrovertible facts.

It is known that Indians living in the San Luis Rey valley were cannibalistic recently enough to have enjoyed eating Spaniards. The Spaniards and the Missions have given us the modern history of Indians in this area but the ancient history must wait for further discoveries.

Prior to breaking ground for the construction of Lake San Marcos, a group of amateur archaeologists tramped our hills and found about 15 "modern" Indian artifacts. Undoubtedly

ly more are still lying about to be found by the trained eye.

The Spanish influence upon this area is still very much with us. Lake San Marcos is contiguous but not part of the original Spanish grant of Los Vallacitos de San Marcos, woned at one time by Juan B. Alvarado, Governor. The San Marcos part of the name is supposed to have come into being because the Spaniards said the valley "looked like St. Mark's mantle" with its profusion of blooming California poppies.

Los Vallacitos de San Marcos was about six square miles in area and its boundaries were those selected for the City of San Marcos when it incorporated as San Diego County's 13th city four years ago. Lake San Marcos adjoins a small portion of the city boundary, but is totally located within the county.

North San Diego County has always been long on beauty but short on water. The lack of water inhibited settlement but it also saved the land from being spoiled by indiscriminant building and development. This has proved to be a valuable heritage because at this time, the area is almost completely open with unspoiled countryside. When aquaducts brought Colorado River water to San Diego about 13 years ago, the stage became set for development.

Fortunately, Planning Commissions came into being at almost the same time. This area will have the rare chance of seeing almost all of its development takes place with zoning and other planning controls trying to assure that the highest and best use is made of our natural asset.

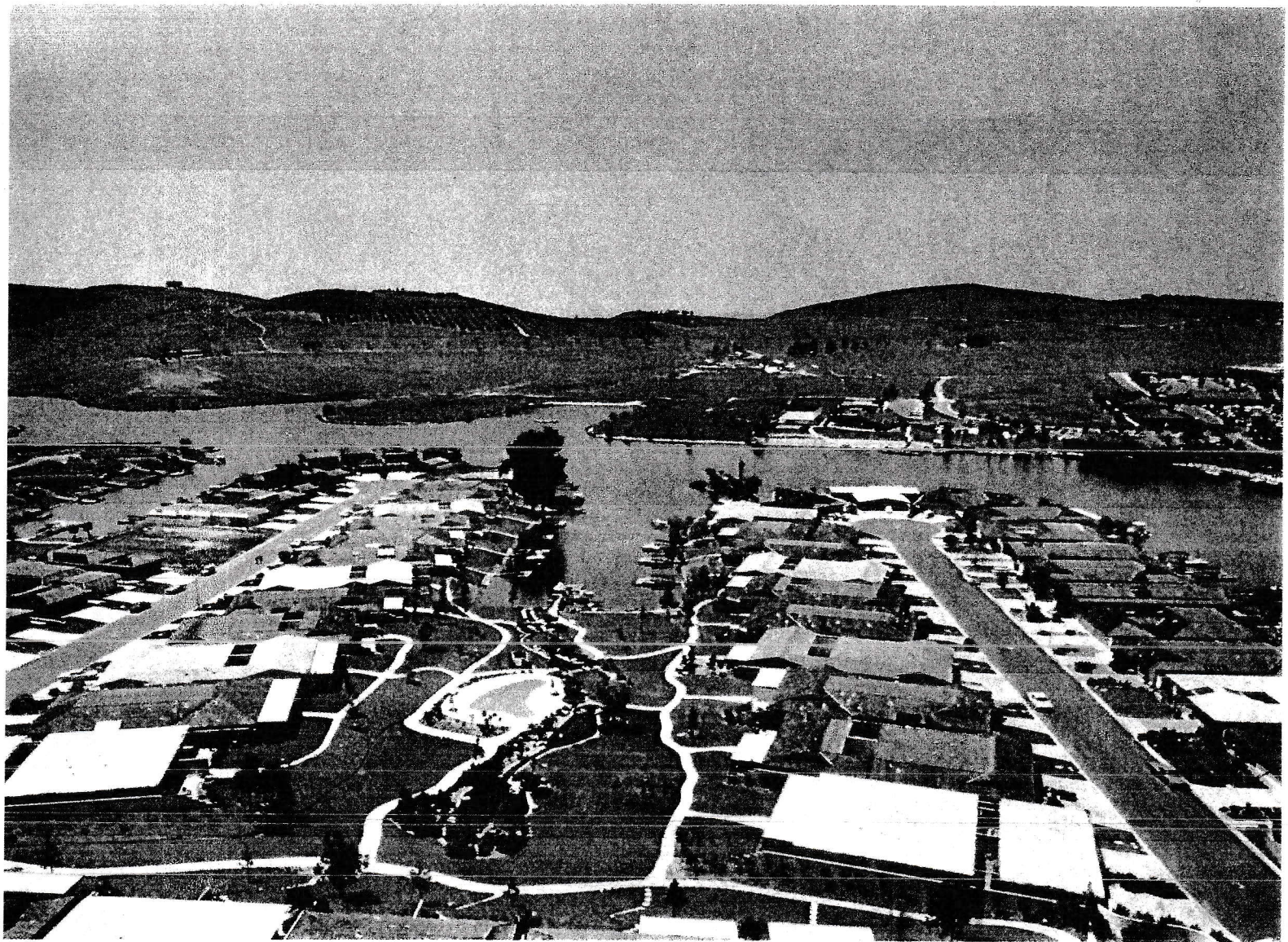
One of the San Diego Aquaducts

*The heritage of Lake San Marcos is summed up in the beauty created by surrounding malls along the lakeshore with homes. This innovation in recreational living provides a swimming pool and a private pitch-and-putt golf course at one's backdoor. The groves shown in this picture are part of the parcel of land just added to the Lake San Marcos holdings. See page 21 for the account of this program.*



runs directly through Lake San Marcos and the easements for this pipeline allows for one more line. This additional line will be installed as part of the plan to bring Feather River water to this area. Throughout the history of the lake, the water level fluctuation has been so minimal that it seems unlikely that water will ever have to be supplied by the aquaduct. But it is there, if needed. The average rainfall in this area is about 12 inches per year. Present experience shows that about the first four inches of rain in the new season brings the lake to brimming level.

North San Diego County has another inherent guardian to the preservation of its beauty. The 20-mile-wide strip of Camp Pendleton combined with the Cleveland National Forest sets up a natural buffer to being invaded by megopolis tendencies from the Los



Angeles population expansion. North County is destined to be the fringe of San Diego, not Los Angeles. It no doubt will enjoy a pleasant suburban country life atmosphere for years to come.

The foreshadow of an eventual residential/resort community arising in the southwest corner of the San Marcos valley did not get any impetus until Mr. George D. Clemson purchased 1200 acres in this area in 1929.

Mr. Clemson loves land. He nurtures it, investigates its foibles, keeps records on all matters affecting it and, above all, he treats it with concern and affection. Over the years, he bought and sold until a large cohesive parcel had been put together. In its middle was a canyon created by the San Marcos creek seeking its outlet to the ocean. 29 square miles of watershed drained through this canyon.

In 1946, Mr. Clemson and his son-

in-law, John Wells, used their private funds to start building a concrete dam far enough down the canyon that the spillway is 65 feet above the gorge below. They used the resulting lake to irrigate their land to raise tomatoes, onions and other field crops. The lake was their private property without any outside demands on its water or its use.

Mr. Clemson's long range plan for the property was to have it developed when the right developer could be trusted to do justice to the land's endowed beauty.

This dream reached its realization in the persons of Gordon Frazar and his brothers, Don and Bob. This triumvirate had built over 6000 homes during an eight year period in the general area of Riverside and San Bernardino. They were all caught up in the excitement and challenge of build-

ing a complete lakeside community, once they had seen the land.

Gordon Frazar had been shopping for 20 acres of land located within the "La Jolla Triangle" weather belt. This climate is the most equitable temperature range (about 20 degrees between the day's high and low) of any place in the United States. Lake San Marcos is within this belt and when the Frazar brothers saw the raw site with its lake, about 7000 acres of saucer sloped fields and its magnificent backdrop of hills, the 20 acre objective was immediately forgotten and 1500 acres were purchased.

Their excitement had to be converted into specific plans. To say there would be an 18 hole golf course, a recreation area, a motel and dinnerhouse, a shopping center and an infinite selection of types and styles of homes had to be translated into details.



*This 1929 picture showed no sign of things to come. The fence in the foreground is Rancho Santa Fe Road. Trees lined the swail along San Marcos Creek. No Lake existed.*

Architects Blurock & Ellerbroek of *Corona del Mar* and the San Bernardino engineering firm of Campbell & Miller were commissioned to develop a community plan independently of each other. The best proposals from their separate plans was finally incorporated in the Master Plan for Lake San Marcos.

Recognition of Campbell & Miller's contributions was given in 1966 when the firm won a state-wide competition among engineering firms for "the best planned community." Further acclaim came in 1967 when the National Home Builders Association Convention in Chicago designated Lake San Marcos the "best planned lakeside community" in the nation.

Although ideas from both the architects and the engineering firm are the composite of many peoples' efforts, there are two names that deserve particular recognition; Jack Sowers of Campbell & Miller and George Koteles of Blurock & Ellerbroek. Credit is due not only for ideas and solutions, but for meeting fantastic timetables.

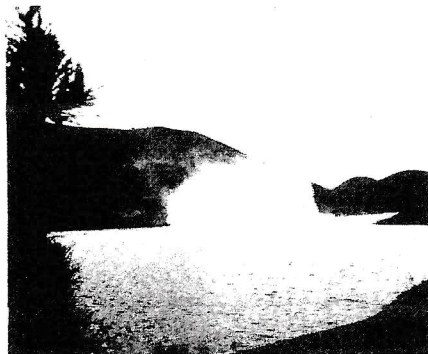
It was May 1962 when the Frazars first saw the land. In early July the decision was made — GO. On August



*With private funds, George Clemson started constructing our 65 feet high dam in 1946. It was completed in 1951. The original lake of 40 acres was doubled to 80 in creating Lake San Marcos.*

23, 1962, ground was broken — the same day the San Diego Planning Commission approved the Tentative Lake San Marcos Map. It was September 18th before the escrow for the land purchase officially closed.

August 4, 1963, 19 days short of one year from the ground breaking, the Grand Opening for house sales took place. \$12,000,000 had been spent getting Lake San Marcos ready before one person was asked to buy a home. All collateral facilities had been completed except the shopping center.



*This fountain of water 100 feet high and 150 long spouts directly from the San Diego aquaduct passing through Lake San Marcos. This pictures refilling the lake in 1963 after its reshaping.*



*This is what the Quails Inn looked like in December of 1962. This bullhead extends from the Information Center to the Recreation Center. Here the lake is 8 feet deep and deepens to 10 to 12.*

The golf course was planted, the clubhouse erected with the pro shop, lockers, snack shop, etc., 36 rooms of the motel and the Quails Inn Dinnerhouse were open to the public; all of the numerous facilities of the Community Recreation Center were complete, about 100 dwelling units and model homes were ready, and the lake reshaped and doubled in size.

The Shopping Center was open one year later, August 13, 1964, with 23 merchants and services available to residents.

Doug Schnorr, Citizens Development



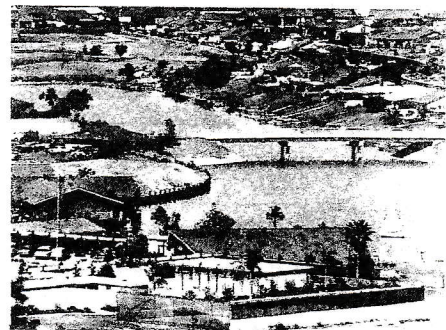
*Don & Dorothy Frazar arrived for opening night at the Quails Inn (July 15, 1962) a-la Lake San Marcos style. Many present day boat owners still emulate this practice of shipping in to dine out.*

Corp. engineer, Don Hart, superintendent of commercial construction and housing, Bill Bell, painting superintendent, and many, many others are the people who made it happen. Bob Frazar was in direct charge of all construction. Don Frazar handled house sales and Gordon Frazar co-ordinated all phases of the project.

Harry Deuel was assigned to leasing the shopping center. It can be safely said that no finer group of merchants could have been found to face the necessary pioneering and do as fine a job as has been done for Lake San Marcos residents. The center's Grand Opening was a gala event and a distinguishing contribution to the North County business picture.

Reversing a trend of some years, Lake San Marcos was on its way to becoming the first successful development in North County. Much other development has followed once the way was proven. Today, North County is being hailed as one of the most promising development areas in the nation.

Since these beginning days, the golf club has been enlarged to incorporate the Trophy Room as a dining and banquet facility. The motel has



*This is the north end of the Lake as viewed by a myopic-eyed Quail sitting on a fencepost in Mr. George D. Clemson's front yard. This was the starting area for the earliest construction of homes.*

*Fifth Annual*

# FRAZAR INVITATIONAL

*golf tournament*

The Lake San Marcos fifth annual Frazar Invitational Golf Tournament once more proved to be a smashing success. This annual tournament is rapidly becoming one of the most popular golfing events in Southern California. Over 40 Clubs were represented in the field of 136 players for this 2-day best-ball-of-partners tournament.

The championship course, under the expert care of Superintendent Bill Nuessle was in peak condition and the clear skies and balmy breezes combined to make a perfect setting for this outstanding event.

Players from the outside clubs generously voiced compliments to all of the committees and workers who created "one of the smoothest running tournaments ever produced." Plaudits must be given to the following Chairmen who gave so much. Over-all Chairman, Harry Deuel; Finance, Van Varenhorst; Handicaps, Hal Grisamer; Rules, Stan Wortman; M. C. and Co-ordinator, Wendell La Belle; Scoring, Millie Grisamer; Ladies' Tournament, Ruth Sharp; Hostessing, Ellen Kendig; Social events, Gene Bekins. These Chairmen combined with the complete co-operation of the Men's and Women's Golf Club is the factor of success for the tournament.

The hosts, the Frazar brothers three, Gordon, Don and Bob are all active participants in the event, and it is hard to say who enjoys this 2 day round the most — the hosts or their guests. The excitement builds as play progresses and at the end of the first day's play, the gallery is thick as each team's scores are posted. Speculation runs high as to the various teams' chances for the next day's scores.

A mass celebration dinner-dance is held following the tournament and the winners receive their awards. The losers give each other a re-play of the shots that kept them from the winner's circle and a grand fraternal spirit prevails along with the desire to return next year and try again.

## 1968 WINNERS

- 1st LOW NET, 123  
Bob Maxwell, L.S.M.C.C.  
Curt Davis, Cresta Verde C. C.
- 2nd LOW NET, 127  
Jim Luper, L. S. M. C. C.  
Phares McFarren, Rancho Bernardo C. C.
- 3rd LOW NET, 128 (sudden death play-off)  
Don Campbell, Arrowhead C. C.  
Wendall Gentry, El Rancho Verde C. C.
- 4th LOW NET, 128  
Ted Kollmar, L. S. M. C. C.  
Andy Mickey, Cresta Verde C. C.
- 5th LOW NET, 128  
Don Martinson, L. S. M./El Camino  
Warner Lusardi, El Camino
- 6th LOW NET, 129 (matched cards)  
Val Browne, L. S. M. C. C.  
Red Rowe, unattached
- 7th LOW NET, 129  
Milton Hahn, L. S. M. C. C.  
Robert Hahn, Valley C. C. (Denver)
- 1st LOW GROSS, 135  
Ron Miller, El Niguel C. C.  
Grant Hornbeak, Santa Ana C. C.
- 2nd LOW GROSS, 140  
Ray Hefferan, Mesa Verde C. C.  
Don Crowell, Mesa Verde C. C.



*ENTERTAINERS — Peter Marshall, M.C. for N.B.C.'s number one daytime T.V. show "Hollywood Squares" and Red Rowe, also of T.V. fame were two of the entrants playing in the tournament.*

**LAKE SAN MARCOS**  
Spa



Anolyn



Ann

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