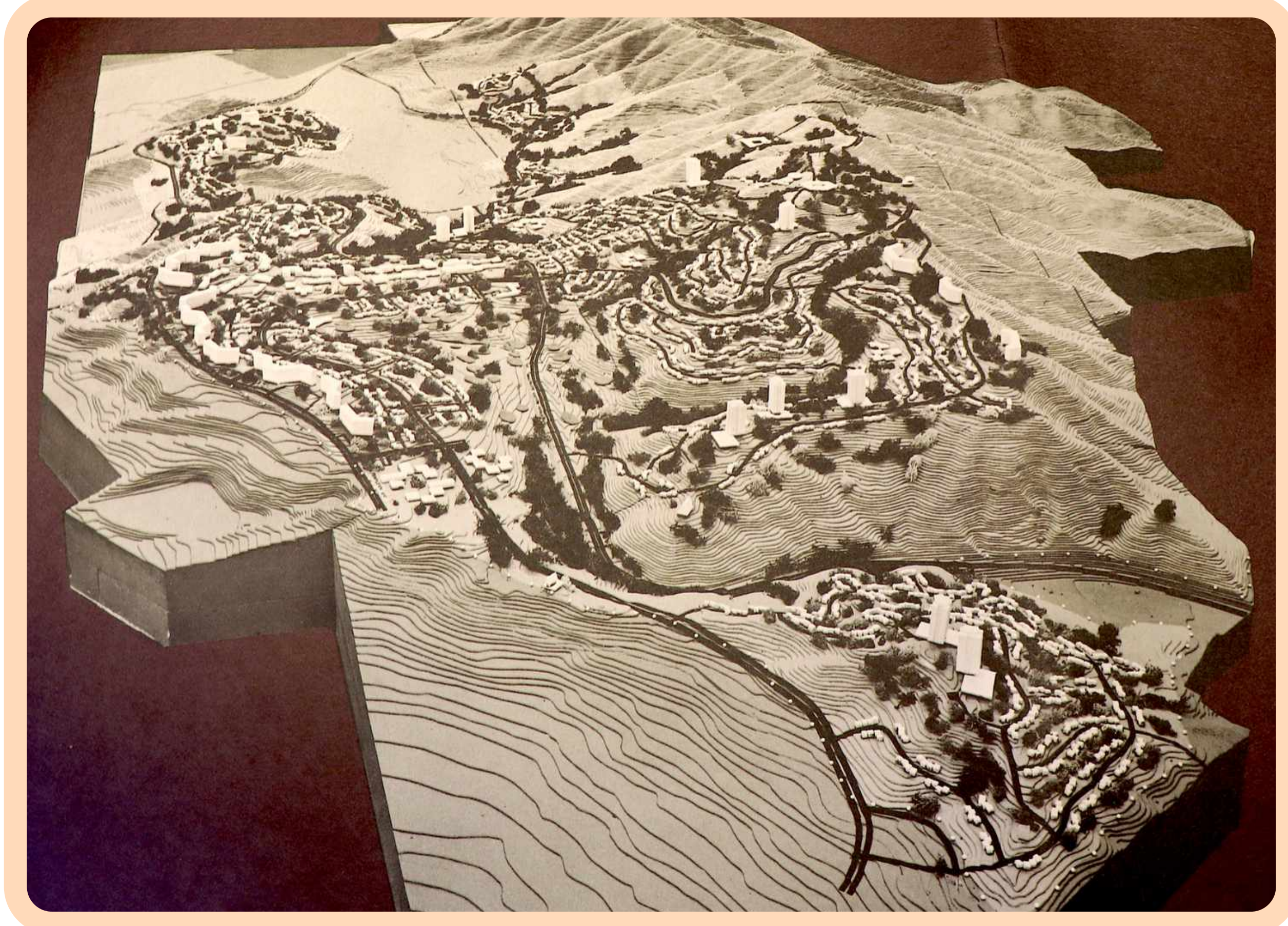
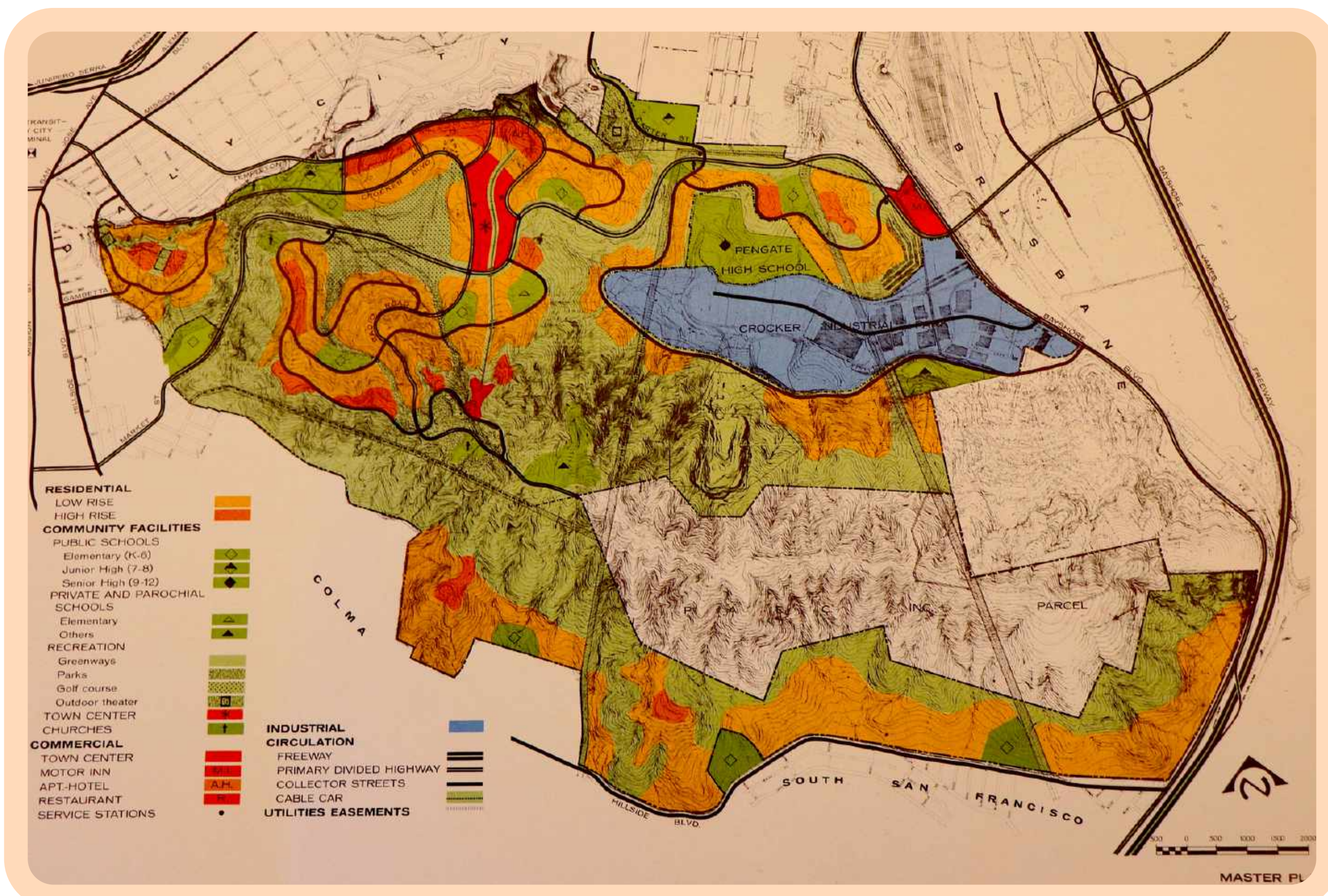


The First Decade of Development Plans

In the mid-twentieth century, San Bruno Mountain was one of the largest and "choicest" real estate properties within a major metropolitan area. From 1966 to 1976, the Crocker Land Company and its associates—owners of 3600 acres of the mountain—engaged in an intensive period of planning and study in a quest to "bring to San Bruno Mountain a truly urban environment."

The development projects alternated between the names "Crocker Hills" and "Visitacion Rancho" as well as population estimates between 18,000 and 50,000 people. They proposed to transform much of the mountain into a mix of high rise apartment buildings, restaurants, offices, civic centers, homes and schools set among parks and an 18-hole par-3 golf course.

These proposals sparked a lively and enduring grassroots movement that worked to save the mountain during this first decade of development plans—and for decades afterwards.



Crocker Hills
A Master Plan Prepared by Bechtel Corporation for Crocker Land Company
September 1966