

14 September 1966

FILE SEA RANCH
PLANNING

Mr. Alfred Boeke
Oceanic Properties Inc.
PO Box 2780
Honolulu, Hawaii 96803

Dear Al:

For some time I have been concerned about my relationship to planning at the Sea Ranch. Once Sea Ranch "opened" our input had to change to one of consultation which I quite readily understood. It was my understanding from you at that time that I was to remain heavily involved on the same creative level as before, in future planning, but that my office staff's function would be taken over by your own people. To this I readily agreed.

Over the past months we have experimented to see how this would work. At first it was thought that I would have a monthly retainer fee which would enable me to generate ideas, consult with you and your assistants on ideas for the future, initiate programs, etc.

This was curtailed suddenly to include one day's consultation per month (no more) and this only on demand.

I find this to be entirely inadequate for the creative involvement you envisioned. All it permits on my part is a briefing from your staff on what is proposed by them and off the cuff comments by me as to my reactions. These reactions usually end up as after-the-fact criticisms of either accomplished facts or proposals which are already too far down the pike to be changed. From my point of view it is a failure.

Under the circumstances I do not think it is worth your money simply to keep me informed, or my time for me to simply stand around and criticize faites accompli. I find the process de-meaning to the whole idea of my involvement in planning.

I therefore request that this arrangement with me be terminated. I do not wish to continue.

If on the other hand you want me to be truly involved as I was in early planning, then other arrangements should be made. These involve attitudes as well as time:

- 1) I should be asked to help program new developments.
- 2) When development programs are to start I should be asked for my thoughts on them before they are planned.
- 3) When new areas are to be subdivided I should have an opportunity to look at the land first--not as a critic after it is all laid out by others.
- 4) I should have opportunity to generate ideas not merely react to them--also comment on ideas I believe are bad before they are implemented.

These more generative functions would, of course, require more of my time but, I do not think, an overbearing amount. If you wish to make this change I will be glad to analyze with you how many days--often obviously a block of some days one month might be required followed by fewer the next.

Please let me know your reactions.

Lawrence Halprin