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Marion Conrad Associates NEWS

FOR: THE SEA RANCH
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THE SEA RANCH'S DYNAMIC DEVELOPMENT

Plans for another \$1.5-million expansion program at The Sea Ranch, the highly publicized second-home community on the Sonoma Coast, have been announced by Oceanic Properties, Inc., a subsidiary of Castle & Cooke, Inc.

Since the first offering was made last July, sales at the unique and incredibly successful development on the wild and lovely Northern California coast have totaled over \$1.25-million, including lots, homes and a 10-unit condominium. Some 100 homesites have been purchased. Fifty private homes are either under construction now, or in the planning stage, and another 16 houses are being built by developers for resale.

"The Sea Ranch concepts of cluster development, and the preservation and enhancement of the natural environment, are proving a practical as well as an aesthetic success," said Frederick Simpich, Jr., president of Oceanic Properties, Inc., in announcing the sales figures and plans for future development of the property.

Joseph Esherick and Associates

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During the next year, according to Simpich, another 250 lots will be placed on the market, which will include 100 cabin sites in the forest. Somewhat smaller than the usual forest lots, the cabin sites will have overhead rather than underground facilities, and will sell for \$5,000 instead of the average price for hillside/forest lots of \$8,500.

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The San Francisco architectural firm of Marquis & Stoller, winners of an American Institute of Architects award for their St. Francis Square in the heart of San Francisco's redevelopment area, will build a 14-unit condominium "guest house" for use by prospective buyers and friends and guests of property owners. After completion and sale, the 14 units will be converted into eight individually owned larger units. The Sea Ranch, as a major sales feature for potential buyers of the \$200,000 structure, will provide management for the rental of the privately owned units.

Charles Moore and William Turnbull, who designed the first and nationally acclaimed condominium at The Sea Ranch, will build another on a hillside site that commands a sweeping view of the ocean. Most of the 13 units in this new condominium will have two bedrooms and sell for \$23,000 to \$30,000.

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Joseph Esherick, professor of architecture at the University of California, is designing an addition to his existing building which contains a store, restaurant for 50 diners, and staff offices. The enlargement will provide space for a 16-man on-site sales office to handle the tremendous number of prospective buyers attracted to The Sea Ranch. 8!

A choice new recreation area, with 1000 feet of frontage on the Gualala River, has been purchased by Oceanic. It will be used as a recreation and picnic area for The Sea Ranch property owners.

In addition, a man-made lake, called Willow Pond, will offer year-round fishing for black bass and crappies for children under 16.

Construction of a private airport at The Sea Ranch is scheduled for completion later this year, with plans calling for the opening of some homesites in connection with this facility.

The Sea Ranch is situated along 14 miles of Sonoma Coastline, just 2-1/2 hours north of San Francisco and 17 miles north of Fort Ross. It is easily accessible via Route 101 to Petaluma or Santa Rosa, and thence to the coast and the historic, scenic Route 1 which hugs the Pacific shoreline and offers magnificent ocean views along the way. It is a development of exceptionally high

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quality, which has been lauded across the country for its spectacular site planning and success in maintaining a dramatic natural setting while enhancing the environment by adroit use of the land.

In keeping with Oceanic's program of "dynamic conservation," homes are clustered along cypress hedgerows, or forest vistas, permitting acres of rolling meadows and miles of deep redwood and Douglas fir forests to be retained for the enjoyment of all.

Alfred Boeke, vice president and planning director for Oceanic, selected Lawrence Halprin & Associates, landscape architects and environmental planners, to create the master plan for The Sea Ranch. Halprin and his staff spent more than a year studying the 5,200-acre spread of rolling meadowland and forested hillside before making The Sea Ranch proposal.

This expansion program will bring Oceanic's investment to date in The Sea Ranch to the \$5-million mark. The company has arranged for long-term financing to be available through Farmers New World Life Insurance Company for lot owners building this year.

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