

Lawrence Halprin & Associates

Landscape Architects

1620 Montgomery Street
San Francisco
California 94111
YUkon 6-6110

1 June 1965

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Mr. Frederick Simpich Jr.
President,
Oceanic Properties Inc.
PO Box 2780
Honolulu, Hawaii

Dear Fred:

A real schizophrenia is developing on the Sea Ranch which I feel needs to be aired in the best interests of the project.

As you know the planning consultants, including Chuck Moore, Joseph Esherick, Bobby Stauffacher and ourselves, have developed a great intensity in terms of all the design work and a unity of conception throughout. We have been attempting (and I think succeeding) in making a unique place at Sea Ranch which is bold and strong and in scale with the land. Everything we do is guided by this attitude and our designs are non-standard and consciously avoid cliches and *gemutlichkeit*. We are not trying to be cozy or Del Monte Lodge-ish, and have hoped to appeal to a wide group of people with strength of taste and a feel for the North Coast. I thought we had agreed on this in principle over a year ago as being in Oceanic Properties' best interest.

Now I am concerned about the constant pressure to "water things down". This is evidenced by some of the furnishings in the model houses, the display of goods in the store. Friday when I was up, a stunning display which Bobby Stauffacher had put up in the store was taken down and in its place a rather gross map of the "Subdivision" was put up.

It may be that I am unduly concerned about an area of the project which properly fits into the Sales Department and therefore I should not be involved in. On the other hand I want to feel that you have thought about this, approved it, and have come to certain conclusions of your own, based on value judgements.

Lawrence Halprin
Donald Ray Carter
Satoru Nishita
Richard Vignolo

Jean Walton
Gerald M. Rubin

Sue Yung Li
James M. Coleman
John V. S. Evans

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I wish you could take the time to discuss this with me (for all of us) and tell me of your feelings.

You will, I hope, understand that these feelings are dictated by my intense interest in Sea Ranch and a desire to keep it as good and as strong in every aspect of its details as I believe it started out to be.

Best,

LAWRENCE HALPRIN

cc: Al Boeke