

19 January 1967

~~WHE~~
SIR

Mr. Frederick Simpich Jr.
President, Oceanic Properties Inc.
PO Box 2780
Honolulu, Hawaii 96803

Dear Fred:

Thank you for your reply to my memo re Sea Ranch.

I do not, however, understand the reference to cost problems in answer to my questions on planning.

I cannot see how (given Sea Ranch management programs for action) good design in planning should add cost. It should only maintain character and quality.

Nothing as far as the intent of my letter should imply increased cost. But planning of some sort is going on at Sea Ranch--someone is laying out lots, aligning the roads, programming the future motel, discussing the future state park land location, etc. etc. How is all this being accomplished and who is doing it?

As you know I am not anxious nor desirous of building up our role. But people are under the impression that I am doing all this and are beginning to wonder if I have changed my approach and/or lost my integrity.

However, I am encouraged by your letter and am looking forward to hearing very soon from Al and Geoff as to your specific plans for the future.

Best as ever,

Lawrence Halprin

cc: Al Boeke

Oceanic Properties Inc

401 Kamakee Street
P O Box 2780
Honolulu Hawaii 96803
Telephone 587-011

Frederick Simpich Jr
President

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January 11, 1967

Mr. Lawrence Halprin
Lawrence Halprin & Associates
1620 Montgomery Street
San Francisco, California 94111

LAWRENCE HALPRIN & ASSOCIATES

Dear Larry:

Congratulations on the remarkable recognition given The Sea Ranch by the Governor's Committee.

Your sensitive letter on the subject of the Ranch is a reminder of our conversation in San Francisco several months back. We are taking steps to renew your exposure to the Ranch and its problems in the course of the next fiscal year and will welcome a continuing association.

We have no intention, so long as sales proceed at the present rate, in departing from the basic program you and Al evolved. However, we face cost problems at every corner. It may be that some of your recommendations will be beyond our capacity at this point in time, but we will do nothing to brutalize the land. You can expect to hear from Al and Geoff.

Best personal regards.

Sincerely,

Frank

LH

DRC

SN

RV

JW

GR

SYL

RR

DH

C&B

General