

1948 PACIFIC AVE.
SAN FRANCISCO
TUXEDO 5-0600

FACT SHEET ON THE SEA RANCH, SEA RANCH, CALIFORNIA

WHAT: AN UNPRECEDENTED COUNTRY COMMUNITY ON 5000 ACRES
OF SPECTACULAR CALIFORNIA COASTLINE, PLANNED TO
ALLOW NATURE TO CONTINUE TO HOLD COMMAND.

"Dynamic conservation," the policy of developing a piece of property for human use and enjoyment without sacrificing any of the natural values, has been the main aim of The Sea Ranch.

Located 2 1/2 hours away from San Francisco on Highway #1, The Sea Ranch includes 14 miles of coastal terraces broken only by intermittent cypress hedgerows running at right angles to the ocean; acres of rolling hills, and miles of deep redwood and Douglas fir forests.

The new community, reminiscent of an old California mill town, will contain both private homesites, clustered around the hedgerows on the ocean side of the property, leaving sweeping areas of ocean front to be held in common by all property holders, and condominium units with specific areas of ocean front, beaches and coves restricted for the use of the apartment dwellers.

All the lots, from the ocean up into the forests will have unobstructed views of the Pacific, and much of the hill country and woods will also be left untouched for the common ownership and use of all Sea Ranch residents.

One 10-unit condominium, six custom built homes and a store-restaurant are presently under construction, and a second condominium, stables, tennis courts, and a swimming pool and recreation center planned for spring.

WHO: OCEANIC PROPERTIES, INC. -- DEVELOPERS

Oceanic Properties, Inc., is the land development subsidiary of Castle & Cooke, Inc., of Honolulu. It was formed in 1961 to manage the vast land holdings of the parent company which is the third largest land owner in Hawaii, as well as to develop projects of its own. Frederick Simpich, Jr., is President of Oceanic Properties, Inc.

The range of Oceanic's activities include a tastefully designed, low-priced housing project called Queen Emma Gardens in Honolulu; shopping centers and a medical building in southern California; complete communities in Hawaii; south of San Jose in northern California, and The Sea Ranch on California's north coast, all planned with unprecedented attention to overall aesthetic considerations.

To develop The Sea Ranch, Oceanic Properties called together the best available talent in the Bay Area. The overall design was of first consideration, and the job was given to Lawrence Halprin & Associates who, in cooperation with Alfred Boeke, Vice President and Planning Director of Oceanic Properties, Inc., developed a masterplan over the course of a year which gave first preference to enhancing the natural beauty rather than altering it.

Next, architects Joseph Esherick & Associates, and Moore, Lyndon, Turnbull, Whitaker were hired to develop designs for

houses and condominium units which would be indigenous to the area and which would be the perfect solution to enjoyment of and occasional protection from the elements in this wild and lovely country.

Sports experts were also consulted with reference to the planning of recreational facilities, and long-range planting and clearing projects were undertaken throughout the entire property.

WHO: LAWRENCE HALPRIN & ASSOCIATES -- OVERALL PLANNERS

Lawrence Halprin, one of the world's best known landscape architects, has been involved in such widely divergent projects as a nuclear reactor building in Israel, a new university in Victoria, British Columbia, the Bay Area Rapid Transit District planning, and countless award-winning private homes and civic plazas and parks. As well as being the head of his own 35-man firm, he is also a frequent lecturer on the Berkeley campus of UC.

The unique character of The Sea Ranch community, its loyalty to the unequalled beauty of the surroundings, and the promise kept of nature untouched and unspoiled, is largely due to Lawrence Halprin, his associates, and the principles of Oceanic Properties, Inc.

Halprin's main concerns were that all residents should have ocean views, lot allotments and building sites should be planned to maintain the character of the overall property, and that the widely varying needs and desires of the residents should all be considered in the total plan.

The "cluster" principle solved the problems of ocean views and overall beauty of the community, with the private homes gathered together around the hedgerows, and the condominiums built close together on a grassy promontory overlooking the ocean. This pattern of structures serves to enhance the beauty of the land, rather than intrude upon it.

The "cluster" principle also helped to meet another requirement, that of leaving land open for the common use of all residents. Much of this land will be used for long walks and to create the beneficial feeling of openness and space. Some of it will be used for organized recreation such as riding, swimming, tennis and golfing, and other parts for individual pasttimes such as fishing, birdwatching, rock collecting and small farming operations.

Halprin's plans also call for a program of controlled forest and grasslands burning to enrich the soil, remove dead material and control forest fires. A long range planting operation to include the introduction of more than 100,000 new trees is also underway.

WHO: JOSEPH ESHERICK AND ASSOCIATES -- ARCHITECTS

Joseph Esherick, a full professor of architecture at Berkeley and an Art Commissioner of the city of San Francisco, has designed more than 35 distinguished houses throughout the country, many of which have been widely publicized in national media and three of which have been top award-winners in A. I. A. competitions. One of the most respected architects in the country, he has written extensively and is widely known as an innovator and a teacher.

The six houses designed by Esherick for The Sea Ranch to serve as guides for future buildings will be used initially as guest houses for prospective buyers. Designed to be indigenous to the countryside, the homes are quite rustic -- shingled and with some sod roofs -- and are primarily structured so as to be both open in terms of space available and "openable" to the outdoors when the weather is good.

The houses are both one and two bedroom homes with each bedroom capable of sleeping two people and in some cases four. Spaces have been planned for all sorts of hobbies and other family recreations.

Esherick has also designed a store-restaurant facility in the same manner with an open kitchen equipped to serve the finest cuisine.

WHO: MOORE, LYNDON, TURNBULL, WHITAKER -- ARCHITECTS

Charles Moore, chairman of the Department of Architecture at the University of California, and William Turnbull, Jr., a ^{staff} member ^{for} of the President's Advisory Council in 1963, are primarily responsible for the design of the condominium structures at The Sea Ranch. Well known throughout the country for their award-winning designs, this firm worked ~~with the concept of "aedicular" architecture~~ to develop a condominium building in which the ^{units are unified} ~~units are unified~~, yet provide occupants with maximum privacy and ocean views, ^{and leave open the meadows around.}

"The "aedicular" or hearth principle dictated the shape of the units which are essentially 24 ^{foot} cubes, providing living and sleeping spaces with high ceilings and spacious rooms, delineated by huge, rough-hewn wooden four-poster supports. The building itself is built around a hillock on an ocean terrace, has a single pitched roof (this pitched roof is characteristic of all the Sea Ranch architecture, echoing the slope of the surrounding hills) and provides most of the units with protected terraces, gardens or decks.

The condominium principle was employed at The Sea Ranch in order to provide all types of housing for people seeking a retreat

away from home and the promise of nature unspoiled and preserved.

The Structural Engineers are DAVIS & MORREAU.

WHO: NED WESTOVER -- SEA RANCH MANAGER

Mr. Westover is both a structural and design engineer who is an expert on the design and construction of hillside homes and is the on-site foreman at The Sea Ranch, as well as the long-term manager of the property. He was instrumental in the shipbuilding program of the Navy during the war, is a famous photographer and also designs kitchens and does designs for renovating old homes.

WHO: SARLES, BRELJE and RACE -- STRUCTURAL ENGINEERS

Experts in the fields of water, soil, sanitation and structural engineering, this well known northern California engineering firm has a staff of 25 full time engineers, draftsmen, field engineers and surveyors.

WHO: BARBARA STAUFFACHER -- GRAPHIC DESIGNER

Mrs. Stauffacher, who designed the outstanding Sea Ranch crest which combines a ram's horns, (reminiscent of the Sea Ranch's past as a sheep ranch), the ocean waves and the conch shell, as well as many of the original plans and renderings of

the overall community, signs, street signs and all Sea Ranch graphics, has her own design firm in San Francisco and counts among her clients: Ghirardelli Square; the Northpoint project; San Francisco Museum of Art; The Draper Companies; and the New Directions project in New York.

WHO: FOOTE, CONE & BELDING ADVERTISING

In charge of overall advertising and brochure production.