



THE SEA RANCH DAY

Welcome to The Sea Ranch.

The dream of Oceanic Properties Inc. for a second home community on the breathtaking California coast -- long on the drawing boards -- is finally a reality.

Where is The Sea Ranch?

The Sea Ranch occupies 14 miles of sheltered beaches, coves and rolling hills on the last long stretch of Northern California coastline at the northern tip of Sonoma County and extends south from the old mill town of Gualala on highway #1.

Oceanic Properties Inc., one of the Castle and Cooke group of companies, purchased the property in 1963 from the Ohlson brothers, Sonoma County sheep ranchers.

What is The Sea Ranch's purpose?

The Sea Ranch is following a policy of developing a property for human use and enjoyment without sacrificing its natural values.

The new community, according to a master plan will offer both private homesites and condominium units. Preserving the special character of open country, sweeping areas of ocean front, redwood forests and rolling hills are restricted to common ownership.

How far has The Sea Ranch's master plan developed?

Five demonstration houses are completed and almost finished are 10 condominium units.

A country-store restaurant has just been opened.

Soon to be constructed are corrals and bridle paths.

In the design stage are recreational facilities such as a sunken swimming pool and tennis court and beach access to the stairs.

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Long range planning calls for the eventual construction of a lodge and a golf course.

How much do lots cost at The Sea Ranch?

Depending on size and location, lots range from \$5000 to \$12,000 with almost all of them commanding ocean views.

Who are the experts developing The Sea Ranch?

Frederick Simpich, Jr. is president of Oceanic Properties, Inc., developers of The Sea Ranch.

Alfred Boeke is Oceanic's vice president and planning director, supervising the coordination of the combined talents of world renowned landscape architects, Lawrence Halprin and Associates, and prize winning architects Joseph Esherick and Associates, and Moore, Lyndon, Turnbull, Whitaker.

Donald J. O'Leary is a vice president and Pacific Coast manager of Oceanic Properties, Inc.

For information about The Sea Ranch?

The Sea Ranch, The Sea Ranch, California 95445 (it has its own post office) or through The Sea Ranch. 434-3111.