

August 15, 1972

Mr. Lawrence Halprin,
Lawrence Halprin & Associates,
1620 Montgomery Street,
SAN FRANCISCO,
CALIFORNIA, USA 94111

Dear Lawrence Halprin,

Thanks for the wonderful collection of books and brochures concerning yourself, your firm and your work, which arrived here this morning.

We now feel that we know you pretty well from our own visits to some of your projects such as Sea Ranch and Ghirardelli Square, as well as from the material that you sent us and other publications, such as that of your Annual Discourse to the RIBA on March 30, 1971.

We want to help you to get to know us equally well. We are, therefore, sending you, by airmail, under separate cover a collection of books and documents concerning ourselves and our work. This material is as follows:

1. Copy "City of Sydney Strategic Plan", hard bound 200 page book 11 3/4" x 11 3/4". Urban Systems Corporation Report to the Sydney City Council, July 1971. Project Director and Editor, George Clarke.

This is the major publication to date over the twelve years of my practice since my return from the United States in 1960. It has had a resounding impact upon community attitudes to city development in this part of the world. It was formally adopted by the Sydney City Council on August 2, 1971 and implementation of it is well under way. Our consultant fee for this job was a mere \$99,760 plus costs of book publication. However, subsequently, we have been commissioned to carry out eleven specific "Action Plans", for further total fees of approximately \$175,000. We have also been commissioned to review and revise the 1971 Strategic Plan during 1973, in order to produce a 1974 City of Sydney Strategic Plan, in line with the philosophy of the planning process defined on Page 70 of the book. Accompanying the 1971 Strategic Plan were two other documents which have been formally adopted by the Council and are now being legally implemented. These are -

"The Development Control and Floor Space Ratio Code" and the Parking Policy and Parking Control Code".

2. City of Sydney Strategic Plan - The Strategy Summarised.
A 12-page summary of the four objectives, sixteen policies and eighty-three Action Priorities, which together comprise the essence of the Strategic Plan.

3. Wynyard Pedestrian Network - City of Sydney Action Plan No. 3.

Twelve page brochure explaining the traffic-free pedestrian network to be developed within the area served by the busiest underground railway station in the Sydney CBD.

Report by Urban Systems Corporation for the City of Sydney, formally adopted by the Council in November 1971.

4. City of Sydney Strategic Plan Newsclips, concerning the work of Urban Systems Corporation.

Several hundred pages of Xerox copies of a sample of newsclips.

5. Martin Place for Pedestrians

A photographic essay and a design proposal concerning the conversion of one of the main ceremonial streets in down-town Sydney to a civic square. Reprint from Architecture in Australia December, 1970.

This project was initiated by George Clarke and Don Gazzard and has now been fully implemented and constructed. It is the first such complete street closure and plaza creation in modern Australian urban history and has again had an enormous impact on community attitudes. It has been so successful that the City Council has commissioned Clarke Gazzard Pty. Ltd., Architects (a subsidiary of Urban Systems Corporation) to design extensions to this Plaza, covering four additional city blocks.

6. The Darling Point Precinct Environmental Control Plan
Volume I: The Evolution of The Plan through Public Participation

60 pp Report prepared for Woollahra Municipal Council by Clarke Gazzard Planners, a Division of Urban Systems Corporation, 1970.

This is a typical example of our work in detailed planning for Local Government Authorities.

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Volume II (not included) sets out the legal Development Control Ordinances designed to ensure the eventual achievement of the concept plan set out in the conclusions of Volume I.

7. Application to the City of Adelaide for Appointment as Consultants.

Urban Systems Corporation, March 1972.

Please study this submission. The Letter of Transmittal sets out U.S.C's case for appointment and this also contains a concise history and description of our firm.

Appendix 2 contains some examples of our work.

8. Ideas for Australian Cities

Paperback 342 page book by Hugh Stretton.

Hugh Stretton was a Professor of History at the University of Adelaide, when he published this book in 1970. He is now one of the principal advisers to the Premier of South Australia, who is leading a left-wing socialist-humanist attack on the traditional rightwing property owning councillors of the City of Adelaide.

Hugh is a very important member of the seven man committee who will select the consultants for the City of Adelaide and who will act as the Client Authority supervising the work of the consultants. I strongly suggest that you study Chapters 1, 2, 3 and 7 and glance through Chapters 10, 11 and 12.

You will see references to George Clarke scattered throughout the book (see index).

9. Shell Oil Co. Map of the City of Adelaide

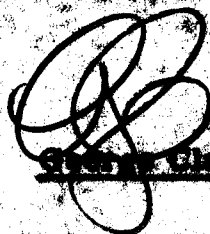
I have marked the boundaries of the Municipality of the City of Adelaide on the map.

The summary of charges that you sent attached to Byron McCulley's letter of August 11 would appear extremely high by Australian standards. We would have to negotiate a fixed lump sum fee with you for specific services. However, we have time to go into that. The first thing is to win appointment.

Cont/...

Yours sincerely,

URBAN SYSTEMS CORPORATION PTY. LTD.

A stylized, handwritten signature in dark ink, consisting of a large, looping 'G' followed by a smaller 'C' and a trailing flourish.

George Clarke