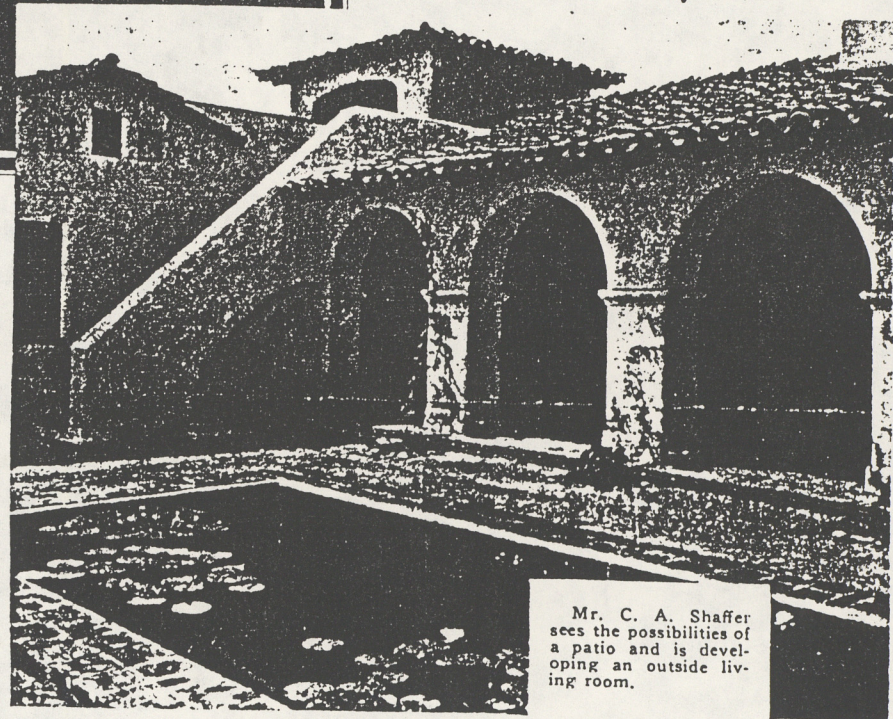
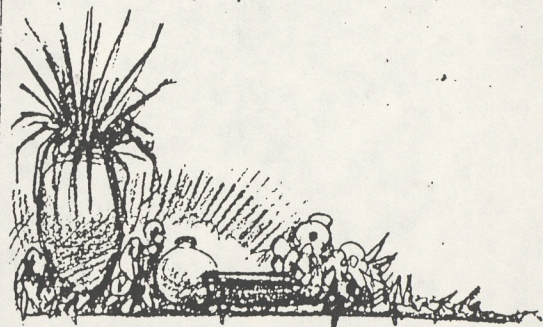


This porch at the home of Mr. Barton Millard is an enjoyable feature, for the view of the lake and the mountains is always interesting.



Mr. C. A. Shaffer sees the possibilities of a patio and is developing an outside living room.

With the dawn of the new day for the city planner and the architectural planner, this condition has happily changed. Here and there is the world of industry and commercialism, there are bright spots that delight the eye—communities where vision and creative ability are fashioning results with important values, aesthetically, commercially and in every other way.

The coast regions of Southern California having similar climatic and topographical conditions to those of the Mediterranean area have naturally inclined to develop along the same lines. This was made more logical by the fact that Spain planted the seed of Christianity on our shores and brought to the new world many characteristics of the old. The modern architect, far from throwing tradition overboard, and starting with a clean slate, as did the Babbits of the middle west, gladly accept California's early Spanish background as the richest source of inspiration.

With the full appreciation of these facts, Rancho Santa Fe was started six years ago. A large corporation with immense resources of capital desired to create a permanent horticultural development on this old Spanish grant of some 9,000 acres. Mr. L. G. Sinnard was selected as the man with the vision and sensibilities to carry out the project. Mr. W. E. Hodges, vice-president of the A. T. & S. F. Railroad, gave him carte blanche to do as he willed in the matter of architectural and community planning. Requa and Jackson were selected by Mr. Sinnard as official architects because of their outstanding work at Ojai. It became my privilege to work out the details of design on the ground at

Rancho Santa Fe. In time, the entire responsibility was thrown upon my shoulders.

Working out the architectural development of Rancho Santa Fe has been a task of tremendous personal interest and satisfaction. With the thought early implanted in my mind that true beauty lies in simplicity rather than in ornateness, I found real joy at Rancho Santa Fe. Every environment calls for simplicity and beauty—the gorgeous natural landscapes, the gently broken topography, the nearby mountains. No one with a sense of fitness, it seems to me, could violate these natural factors by creating anything that lacked simplicity in line and form and color.

As for the more practical side of home planning, every woman has a natural instinct in this respect and I suppose I am no exception. The woman who is to live in a house usually has most to say

about exposures, arrangement of rooms, size of rooms, etc., and I find that being a woman is of genuine help to me in working out these details. Then the real joy in the work comes planning the exterior upon these requisites so that the general appearance will conform to the setting of nature.

Since the antecedents of present day California were Latin blooded, those who were responsible for this covenant have recognized the suitability of requiring here architecture of the Mediterranean type. With this requirement, all buildings at Rancho Santa Fe will not only complement each other, but will conform to the landscape, climate and general California conditions. The fact that more and more new communities everywhere are adopting plans essentially parallel to the plan of Rancho Santa Fe is further proof of its validity.

Rancho Santa Fe— a Vision

By LILLIAN J. RICE
Supervisor of Architecture at
Rancho Santa Fe

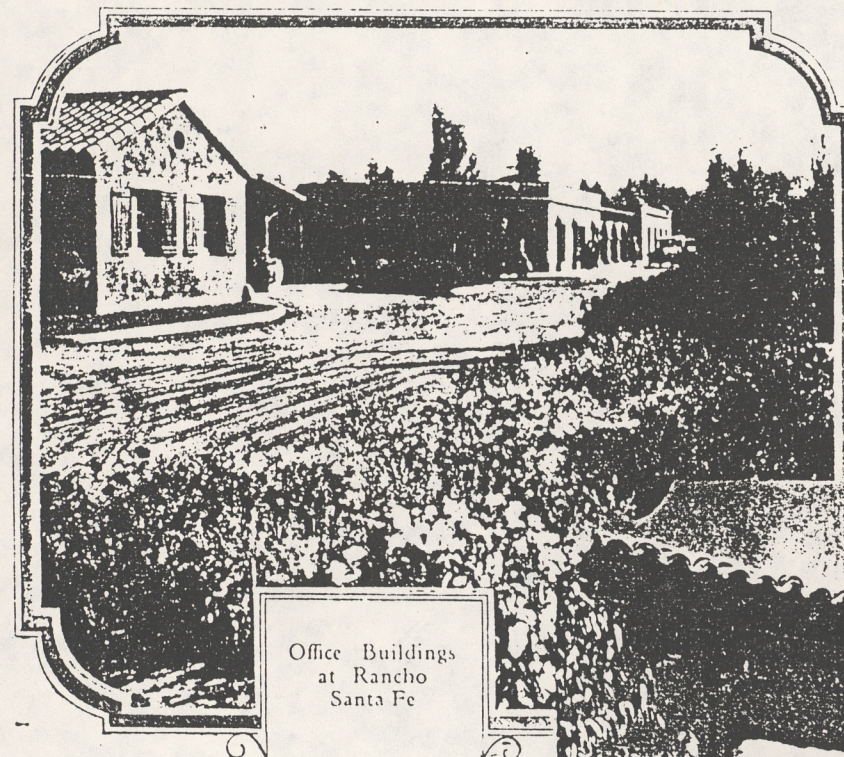
IT IS a far cry from the ramshackle indifferently designed towns of Sinclair Lewis' "Main Street", that grew up like Topsy, all over the plains of the Mississippi Valley during the nineteenth century to the modern adequately planned and architecturally controlled community of the last few years.

Rebellion against the sordid mediocrity of the old order, and acceptance of the new idea of city planning and protective restrictions is a natural result of civilization's progress. Through experience, people have finally come to learn that art has a place in commercialism. Conceptions which once were considered to have only an aesthetic value are at last recognized as being most practical of the practical.

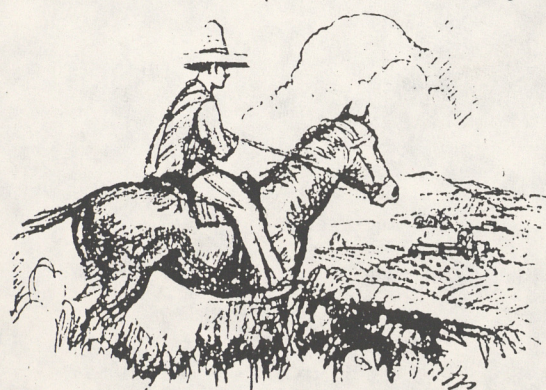
One has only to compare some of the communities that sprang up along the magic coast of California thirty to fifty years ago with others which have lately come into being—compare hard, practical commercial values, I mean—to realize the full inevitable truth of this statement. Our mild climate unfortunately encouraged people to build cheaply. And the worst of it is that they chose many of our most scenic natural beauty spots. Without control, the heritage of charm that nature gave us was disfigured, instead of being enhanced.



Old Adobe Hacienda—Now Restored.



Office Buildings at Rancho Santa Fe



A Shop in the Civic Center

