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February 9, 1967

Mr. William L. Pereira
William L. Pereira & Associates
Planning & Architecture
5657 Wilshire Blvd.
Los Angeles, California

Dear Mr. Pereira:

Thank you for your letter of January 25. One of your "kind" was indeed involved in leading the orchestra--not just in the role of advisor or consultant but as an integral part of the development team.

Mort Hoppenfeld, a brilliant young architect and planner, has been in full charge of the planning and design of Columbia from the beginning. He and key men on his staff participated fully in all our "work group" sessions and helped to evolve Columbia plans out from the needs and yearnings from people as best we were able to perceive them. He continues with this responsibility and discharges it with such extraordinary sensitivity and talent that I know you will enjoy seeing the quality of his work when Columbia begins to unfold this summer.

It would be great fun to share ideas with you. Sometime when you are going to be in our vicinity, let us know; stop by; let us lay out for you our plans and progress. We are very familiar with your fine work at Irvine Ranch.

Best regards.

Sincerely,

James W. Rouse

JWR:jms

bcc: Mr. Marton Hoppenfeld