

JUL 7 - 1966

Kaplan
Gans
Associates

July 5, 1966

economics
city and regional planning
development
implementation

Mrs. Carol Lubin, Community Planner
Simon Enterprises, Inc.
595 Madison Avenue
New York, New York 10022

Dear Carol:

I told you that I would react to your outline as soon as I got back to my office. My critique is not so much as to the concept implicit in your approach as to the substance of the outline. Let me be a little more harsh and state that, in my opinion, in the outline's present form it would not be acceptable to any Foundation. I am speaking here particularly of your study which pertains to the inclusion of low-income people in the community. Definite questions which arise are:

1. If I were sitting on a Foundation Board, I would ask you to be more specific as to the background of your proposal. For example, how many people are you talking about, over what time period, what income range, and what is the proposed color mix?
2. What do you actually propose to come up with? With all the social programming completed by Rouse, the results were quite small. Do you have any specifics which could be incorporated into your study proposal? In other words, what I am saying is that a study as generic as the one you propose is too open-ended.

I would think that you could structure a proposal around certain specifics like community organization, education, etc. Your present outline sounds too global in content. I also am troubled by the implicit void between social and physical planning which is inherent in the way you have written the proposal and in the development timing at Reston. I am sure this is not what you meant nor what you believe and therefore think you would do well to clarify your draft.

I am sending you a copy of an outline we prepared for a group in San Francisco. The only reason I include it is that it proved successful and secured over \$40,000. I think you will find the format interesting.

I hope the above doesn't sound too critical. I would be very pleased to spend some time on your draft if you so desire.

Looking forward to seeing you again in August.

Sincerely yours,



Marshall Kaplan

MK:gb

Enclosure