

Del Monte Forest Property Owners

a non-profit California Corporation

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FORESTNEWS

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The Del Monte Plan – 1966 excerpted by Neal Hotelling

Prior to becoming known as Pebble Beach Company in 1979, the company was known as Del Monte Properties Company and was headed by company founder Samuel F. B. Morse (1885-1969) for its first fifty years. In 1966 during Morse's waning years, the company produced a major

county planning document, "The Del Monte Plan," to outline his future plans for the development based on the philosophy that guided his stewardship of the Del Monte Forest to that point. As we look at the history of the environmental stewardship of Del Monte Forest, we excerpt the Foreword of that document.

The Del Monte Properties planning report was prepared under the supervision of Mr. S.F.B. Morse—Chairman of the Board and Chief Executive Officer. He assumed control of properties as liquidator of Pacific Improvement Company in 1915. With Mr. Herbert Fleishhacker and friends, he organized Del Monte Properties Company and has been chief executive officer of the Company since 1919. Mr. Morse formulated the philosophy and executed the policies which have made Del Monte Forest world renowned as a vacation resort and a fine place to live. He received many honors, latest an LLD from the University of California, Santa Cruz, in recognition of his conservation and beautification efforts on the Monterey Peninsula. He was designated "Citizen of the Year 1965" by the Monterey Peninsula Chamber of Commerce. Thanks to the inspired leadership of Mr. Morse, and his farsightedness, Del Monte Properties Company will be able to continue its policy of land development with maximum conservation of scenic beauty.

Planning begins with an appreciation of what we have, of the special qualities of the land, and proceeds to our needs for its use. Monterey Peninsula lands

are a unique blending of climate, hills and sea, of pine, cypress and sand, of history, literature, and art that sets the area apart. Therefore, in addition to the usual uses of man for his day-to-day purposes, this area has become a mecca for those from less favored or despoiled areas who need to renew their spirit in the clean air, on the unspoiled beaches, amid the scenic and cultural attractions of the Monterey Peninsula.

With the Del Monte approach, the public gains as much from privately owned lands as it does from public parks. Every year, thousands of visitors pay the road maintenance charge at the entrance to the Seventeen Mile Drive because the simple human pleasures which are preserved within the gates are worth paying for.

The scenic attributes of the Monterey Peninsula, including unpolluted air and water, and the historical and cultural significance of development to date, constitute an unparalleled environment which has world-wide recognition and incalculable market value.

S.F.B. Morse, still in charge as Chairman of the company at age 81, reviews the 1966 Del Monte Plan with Aime "Tim" Michaud, president of the company from 1963-1970.

- Photo courtesy of the Pebble Beach Company Lagorio Archive



For more on the legacy of Forest stewardship, See pages 3 & 4