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Alfred Boeke  
 Vice President &  
 Planning Director

LH	RV
JW	GR
DC	LS
1964 S N	PW RW

July 20,

Mr. Raymond R. Menzel, Vice President  
 Foote, Cone & Belding  
 235 Montgomery Street  
 San Francisco 4, California

Regarding: The Sea Ranch Road Names

Dear Ray:

Congratulations on your new title. As a member of this fraternity, may I say that implicit in officership is daring at the expense of security.

Congratulations again on the Sea Ranch road names ... they are bold, imaginative, and in character with the Ranch. Fred and I have reviewed them carefully, and have the following thoughts (taking the point of view of the poor soul lost in a thick fog at 11:00 p.m. on a Friday night trying to find a friend's house at the Ranch) for your review and a second, and I am sure final, go:

1. Streets of the same character should be consistent in nomenclature. For example, D, E, G, H, K, L and N are in your list variously "Circle," "Close," (wonderful word), "Lane," and "Court." We feel strongly that they should be one. A and I are both "Road," and that is good. C, F, J and M are "Drive," "Road," and "Reach." Why can't they all be one, and why not "Reach?"
2. We feel that likes should be grouped in relation to the highway access point. All of the branches of one collector "tree" could be the names of ships; another, sea animals; another, forest or hill names (where above the highway), etc. This again could help strangers orient themselves and find their way. In this First Stage we have three such systems; one at the condominium, another at the Blackpoint entrance, and the other presently a half of a tree at the north edge of this construction stage.
3. The only word-sound, connotation, etc. that either Fred or I are not enthusiastic about is "Shepherd Road" ... all of the other names are excellent.

Mr. Menzel  
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Please fire another round, and we will wrap this up. Incidentally, isn't the naming of streets going to get tougher as we get along, and won't Point 2 above simplify the process in the long run?

Thanks again, Ray.

Cordially,



cc: R. Petersen  
W. Brelje  
Mrs. M. Conrad  
E. DeMoss  
L. Halprin ✓

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JUL 23 1964  
THE SS COMPANY