



Now ready: the most unusual second-home colony ever conceived by nature and man

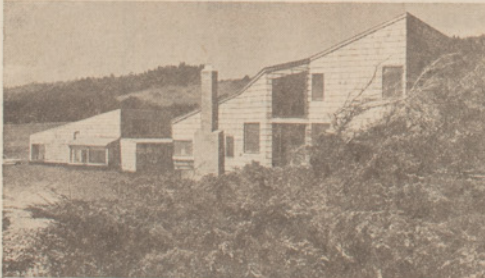
An unspoiled stretch of Sonoma County seacoast is the incomparable setting for The Sea Ranch. Southwestern exposure gives it the best coastal climate in Northern California. Only 2½ hours north of San Francisco.



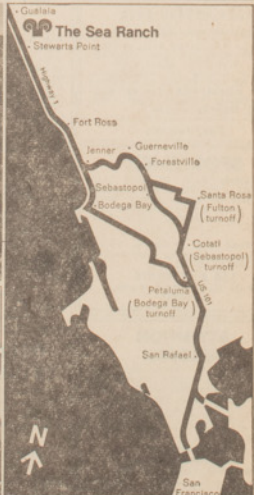
This ocean beach is easily accessible to all Sea Ranch residents. Master development plan, prepared by landscape architect Lawrence Halprin, assures that large portions of Sea Ranch shoreline will remain open always.



Shoreside condominium apartments have been completed. Award-winning design combines privacy, low maintenance, dramatic setting.



Open for inspection: 4 fascinating demonstration houses designed by Joseph Esherick for The Sea Ranch environment. Full of new ideas for property buyers.



Enjoy luncheon or supper with spectacular ocean views at The Sea Ranch restaurant. Browse through the country store and history room.

The Sea Ranch

There is an unfamiliar bustle of activity along a peaceful stretch of the northern Sonoma coast, once inhabited chiefly by grazing sheep.

The Sea Ranch, an extraordinary new country home community, has come to life.

Carpenters, electricians and painters are applying the finishing touches to a group of striking new country houses and condominium apartments. Work crews are busy on roads. Others are installing underground utility connections and planting hundreds of new trees and shrubs. A seaside restaurant, cocktail lounge and country store are open for visitors. You can now reserve a homesite in the first Sea Ranch unit.

Oceanic Properties, Inc., the developers of The Sea Ranch, have employed a bold master plan to preserve the primitive beauty and rugged character of this incomparable coast. They have engaged a distinguished group of consultants to carry it out.

The Sea Ranch development plan, prepared by the noted landscape architect, Lawrence Halprin, leaves large portions of the hillsides, meadows and the shoreline open. They will remain open and protected for the enjoyment of all Sea Ranch residents.

Homesites are arranged in loose clusters around these open spaces, or "commons," so that each lot fronts on acres of open meadow or forest land and takes advantage of the choicest views. These clusters are served by private roads. All utility lines are underground.

Four unusual demonstration houses, sensitively designed by Joseph Esherick, offer many new ideas for comfortable living in this coastal environment. Imaginative condominium apartments, designed by Moore, Lyndon, Turnbull, Whitaker, have a dramatic

shoreside setting. They combine privacy, minimum maintenance, and individual ocean views.

At The Sea Ranch there is as much to do as there is to see. At the swimming-tennis-sauna recreation center, soon to be built, you can swim in a heated outdoor pool, sunbathe on a sheltered terrace, or volley on a sunken, wind-free tennis court. If you're a horseman, you can ride on bridle trails that will wander over wooded hillsides and across ocean headlands. You can fish in tidal pools, surf fish, hike the hill meadows, picnic on the sandy ocean beach.

The choice of homesites is remarkably varied. You can live in a forest of pine and redwood or out on an ocean meadow. You can have a cliffside view of the Pacific or a 50-mile panorama from the ridge. Lots are one-half acre up. (The size of Sea Ranch lots can't be compared to ordinary lots, since each adjoins acres of open community property.) Water and other utilities are ready for connection at each lot line. Initial prices range from \$5,000 to \$12,000.

The Sea Ranch is a pleasant drive from the San Francisco Bay Area. Just follow the map at the left. You'll find entry markers with the Sea Ranch symbol just beyond Stewart's Point, about 17 miles north of Fort Ross.

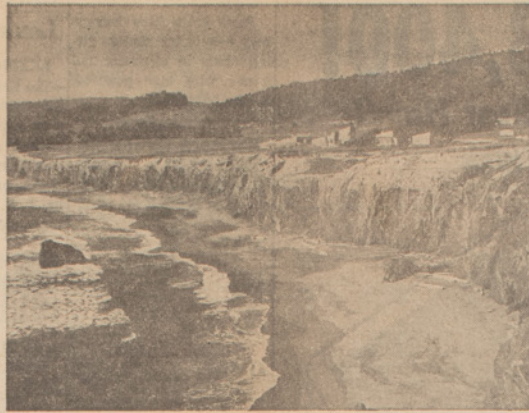
When you come, promise yourself the special treat of luncheon or supper at The Sea Ranch restaurant. Before you dine, enjoy cocktails in the lounge, visit The Sea Ranch history room, browse through the gallery and country store.

Above all, make your visit soon, while you can still choose from a wide selection of available sites.

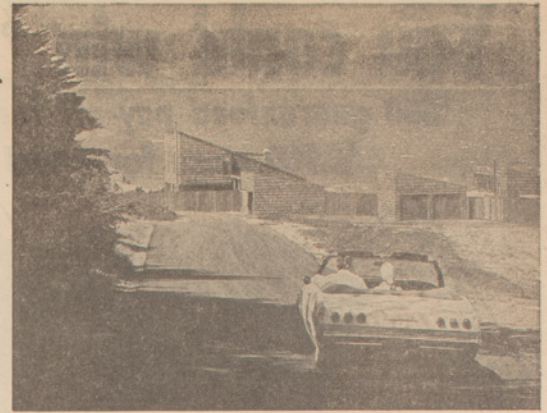
For further information address inquiries to:
THE SEA RANCH, Sonoma County, California 95445,
Or: THE SEA RANCH, 100 California Street, San Francisco,
California 94111. Telephone: Area Code 415, 434-3111.



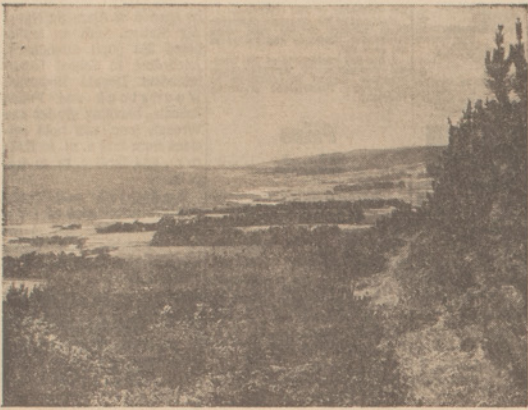
The Sea Ranch is ready.



It's on the loveliest stretch of unspoiled Sonoma north coast.



The roads are in to homesites along ocean-sculpted cliffs and sandy beaches...



and to forested upland sites with 50-mile views.



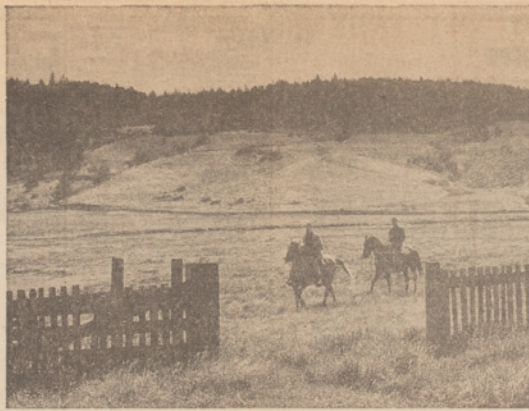
The Joseph Esherick demonstration houses are up.



And so is the first unit of the Charles Moore shoreside condominium apartments...



standing strong with the look of this wildly beautiful land.



The land will remain unspoiled because of the sensitive planning of Lawrence Halprin.

The most unusual second-home colony ever conceived by nature and man is ready. The Sea Ranch is now accepting reservations on the first homesites for sale.

It is located on a magnificent stretch of the north Sonoma coast, just 2½ hours from San Francisco. The southwestern exposure of this coastline gives it the best coastal weather in Northern California.

To preserve the primitive beauty of this setting, The Sea Ranch developers, Oceanic Properties, Inc., have adopted a master plan prepared by the noted landscape architect, Lawrence Halprin. This bold development plan leaves large portions of the hillsides, meadows and shoreline open. It groups homesites in loose clusters around these open spaces, or "commons," so that each lot fronts on acres of open land and takes advantage of the choicest views.

Four unusual demonstration houses, designed by Joseph Esherick, have been completed to guide the planning of property buyers. And for country living with minimum maintenance, imaginative condominium apartments designed by Moore, Lyndon, Turnbull, Whitaker combine privacy with dramatic ocean views.

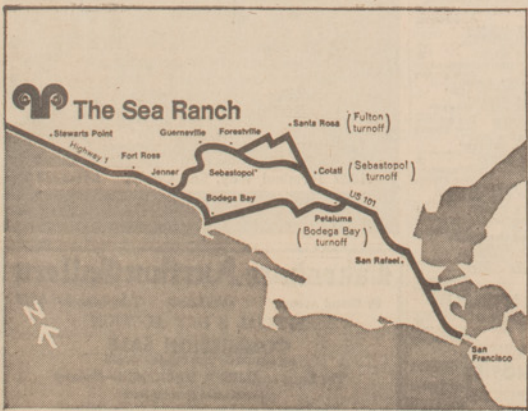
At The Sea Ranch you'll find endless opportunities for outdoor recreation. At the swimming-tennis-sauna center, soon to be built, you can swim in a heated outdoor pool or play tennis on a sunken, wind-free court. You can ride on bridle trails, fish in tidal pools, hike the hill meadows, picnic on the sandy ocean beach.

The choice of homesites is remarkably varied. You can live in a forest of pine and redwood or out on an ocean meadow. You can have a cliffside view of the Pacific or a 50-mile panorama from the ridge.

Lots are ½ acre up. (The size of Sea Ranch lots can't be compared to ordinary lots, since each adjoins acres of open common area.) Utilities—all underground—and water are ready for connection at each lot line. Initial prices for lots range from \$5,000 to \$12,000.

The Sea Ranch is a pleasant drive from San Francisco. Just follow the map at the left. You'll find the entry marker with The Sea Ranch symbol just beyond Stewart's Point, about 17 miles north of Fort Ross.

Come this weekend! Plan on luncheon or supper at The Sea Ranch view restaurant. Enjoy cocktails in the lounge. Browse through the history room and country store. Above all, make your visit soon, while you can choose from a wide selection of sites on this incomparable coast.



The Sea Ranch is the most extraordinary country home colony ever conceived.



The Sea Ranch is ready. Come and see.



The Sea Ranch

Address inquiries to: The Sea Ranch, Sonoma County, California 95445. Telephone: Area Code 707, 785-2321. Or to: The Sea Ranch, 100 California St., San Francisco, California 94111. Telephone: Area Code 415, 434-3111.