

FOOTE, CONE & BELDING

215 MONTGOMERY STREET, SAN FRANCISCO 4, CALIF.

Carbon Copy for attention of L. Halprin

July 28, 1964

Mr. Al Boeke
Vice President & Planning Director
461 Kamakee Street
P. O. Box 2780
Honolulu 3, Hawaii

Dear Al:

We were pleased that you and Fred liked the Sea Ranch names. I've had discussions with all those concerned with this account on the points listed in your letter of July 20, and I will answer the points in the same order:

- 1) We agree with you that the streets of the same character should be consistent in nomenclature. We would have named all of the cul-de-sacs "Close," but we were not exactly sure how this unusual and intriguing word would strike everyone. We are glad you think it is a "wonderful" word, and we feel that it will contribute a great deal to the snug, away-from-it-all aspect of the Sea Ranch's personality. We also agree that all of the finger roads (in other words, C, F, J and M) could be called "Reach."
- 2) We would like to suggest that grouping the names in relatively narrow theme areas might actually have the opposite effect to simplification. Our current recommendation is based on the two broad categories of the sea and the ranch. When you narrow the categories even more to "ships," "sea animals," and so forth -- you put an additional restriction on an already fairly tough problem.

Mr. Al Boeke
July 28, 1964
Page 2

We also think that to restrict the names to this degree formalizes the character of the Sea Ranch so that it becomes not unlike a city -- for example, the proverbial "tree" names in half of the cities of America -- such as Pine, Spruce, Walnut, Oak, Elm, etc. We suggest that the Sea Ranch should have a less constrained personality (and therefore, actually, a more definite personality).

That does not mean to say that ship names and sea animal names will not come up in our thinking. They very definitely will.

We are not ignoring the poor soul who is lost at 11:00 p. m. on Friday night (although we are ignoring your reference to "thick fog!"). We just don't think that that the categorizing of names is going to be that much of a help -- we would rather free our imagination to help create an inimitable place to live.

- 3) We withdraw "Sheepherder Row." But we would like to point out that that was our second recommendation -- and we very much like the first which is "Ramsgate Road."

Here, then, is our recommendation for each of the streets after giving thought to the points in your letter:

- 1) We suggest that A Street be called "Moonraker Road."

Mr. Al Boeke
July 28, 1964
Page 2

- 2) That B Street be called "Crow's Nest Drive." You will note that we make this a "drive" rather than a road. A Street is a long, more important street. B Street will connect two parts of A Street. We think that B Street should be differentiated from the "Reaches" and the "Roads."
- 3) That C Street be called "Black Point Reach."
- 4) That D Street be called "Black Point Close."
- 5) That E Street be called "Captain's Close."
- 6) That F Street be called "Brigantine's Reach." You will note that we cannot go with our original name if we add the word "Reach." I am sure you would agree that there might be some confusion, and perhaps a few snickers if we called this street "Cormorant Beach Reach!"
- 7) That G Street be called "Cyprus [?]~~Close~~ Close."
- 8) That H Street be called "Bowspit Close."
- 9) That I Street be called "Ramsgate Road."
- 10) That J Street be called "Smuggler's ^{BEACH}~~Close~~ Close."
- 11) That K Street be called "Shepherd's Close."
- 12) That L Street be called "Spindrift Close."
- 13) That M Street be called "Galleon's Reach."

Mr. Al Boeke
July 28, 1964
Page 4

14) That N Street be called "Watch Point Close."

15) That ~~Street~~ Street be called "Watch Point Lane."
We are naming this street a lane because
it is the only one of its type in Unit No. 1.
It touches on only five lots. It is not long
enough to be called a drive, it's not impor-
tant enough to be called a close. It seems
to be a lane somewhat by default!

Our suggestion, Pocket Bay Drive and Sea~~NW~~ Drive remain
the same.

I hope you and Fred agree with our thinking. Thank you
very much for your congratulations.

Cordially,

Raymond R. Menzel

RRM/ktc

cc: Mr. Al Boeke - San Francisco
Mrs. Marion K. Conrad
Mr. W. Brelje
Mr. E DeMoos, Jr.
Mr. L. Halprin
Mr. William C. Matthews
Mr. J. Roy Petersen

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JUL 30 1964

LAWRENCE HALPRIN & ASSOCIATES

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JW	GR
DC	LS
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269