

FILE SEARCH

Oceanic Properties Inc

401 Kamakee Street  
P O Box 2780  
Honolulu Hawaii 96803  
Telephone 587-011

LAWRENCE HALPRIN & ASSOCIATES

MAR 12 1965

RECEIVED

Alfred Boeke  
Vice President &  
Planning Director

March 10, 1965

Barbara Stauffacher  
Graphic Designer  
1620 Montgomery Street  
San Francisco, California 94133

Re: Signing, The Sea Ranch

Dear Bobbie:

I am in receipt of your letter and sketches dated March 5 and suggested by cable that sketch B, a sign pylon near the highway and in juxtaposition to the entry marker, looked good. By implication I did not agree to the other sketches. The following day a sketch came from Lawrence Halprin's office prepared by Don Carter dealing with the street signs and in an answering cable I indicated the design was satisfactory except that I felt it did not really work when one considers site lines, our street patterns and naming requirements. Some place in the middle I forwarded a sketch suggesting a street sign which I believe does work but I don't want to impose it. I assume that you, Halprin's office and Don O'Leary are getting together to make a street sign decision.

On the question of the marker and the store-restaurant where at both places we have to list restaurant, general store, post office, sales office all under the heading "The Sea Ranch", I feel that we have not really come to grips with the problem. The highway marker must state "The Sea Ranch" clearly to a near-sighted motorist driving at 30 to 40 miles an hour. He must be able to see it soon enough in advance to signal, slow his speed, and turn into the Ranch. There simply isn't any other choice. The listing of facilities as mentioned above can occur in smaller type face but again is there for information, not solely for aesthetic reasons. There is nothing subtle about the architecture; I don't see why the signs have to be so subtle. As long as their graphics are good, they too could lend interest to The Sea Ranch.

- LH
- DRC
- SN
- RV
- JW
- GR
- SYL
- JE
- JC
- (RW) ✓
- C&B
- Gen

Barbara Stauffacher  
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I do not agree with plastering metal letters on the store-restaurant naming The Sea Ranch and listing the facilities therein. This is a merchandising operation and I feel it is underplaying our hand excessively. We can within the realm of good taste be more effective than that. Again, there is nothing subtle about the architecture or the forms on the land and we should not be timid about informing the public of our wares therein.

Let's do something bold...huh? Please get Halprin and O'Leary into the act. I will be in San Francisco March 22 through 26 and we better have it decided by then.

Thanks Bobbie.

Cordially,



AB/dj

cc: G. Fairfax  
E. Warburg  
D. O'Leary  
J. Esherick