

Oceanic Properties Inc

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Alfred Boeke
Vice President &
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RECEIVED

SEP 28 1964

LAWRENCE HALPRIN & ASSOCIATES

September 24, 1964

Barbara Stauffacher
Graphic Designer
1620 Montgomery
San Francisco 11, California

file

Re: Sea Ranch Street Names

Dear Bobbie:

Thank you for forwarding the "Swiss graphic totem pole" which I have stared at on the corner of my desk for two or three days. I like it...of course, but I am not convinced that it will work to our advantage on the Ranch. I agree with the manner in which you have treated the letters on the vertical pole but am concerned about the older person driving along the meandering road and having to crank his neck sideways to read the street names... maybe there is not enough traffic for it to be a problem ...there undoubtedly will be negative feedback which is OK, there always is...but is it the best solution?

I have two sets of comments then, the first in relation to your present proposal, the second in relation to a new one.

FIRST

1. I believe the 10" x 10" should be 7' high and really be above head height rather than not quite.
2. We should check the cost for aluminum letters mounted on the wood with black rouging stain in the cavities.
3. In the case of street name signs on the highway where cars are moving fast, I feel strongly that a horizontal sign is mandatory and "private" will have to be added so that the general public won't pour in.
4. What is the black and white photostatic print 1" square that you enclosed? It looks like five 2" x 8" staggered to create a complex 10" x 10" sign post.

OK

LH
DRC *DRC*
SN
RV
JW
GR
SYL
JE
JC
C&B
Gen

Barbara Sta facher

Page 2

September 24, 1964

SECOND

1. Please study the use of a horizontal panel for greater legibility when traveling in a car, possibly with the words "reach", "lane", "road", etc. following in a second line in each case. Whether the verticals are "grab posts" or not you and Carter can determine. I like the white sign with black routed letters when vertical. Possibly in a horizontal panel a more subtle relationship would be desirable.

Incidentally, I am not convinced that the weathered aluminum will read on a weathered white post. They will probably be about the same color and surely the same value.

OK?

Cordially,



AB/dj

cc: Donald O'Leary
Don Carter