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15 April 1965

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Mr. Alfred Boeke, Vice President  
Oceanic Properties Inc.  
P. O. Box 2780  
Honolulu 3, Hawaii

LAWRENCE HALPRIN & ASSOCIATES

Re: Your letter of 12 April 1965  
concerning Marker at Sea Ranch

Dear Al:

Since we have now about come full circle on the Marker I think it might be well to review some of the things that have been proposed in the past and abandoned and why they were abandoned. We at one time had a sliding glass enclosure and a canopy as you suggest in your letter. However at meetings discussing the Markers the canopy was deleted because it appeared to be fussy and interfered with the graphic design and the glass doors were omitted because we did not want to provide a temporary shelter for campers or other casual passers-by.

In accordance with our original intent our drawings showed a wood interior and an open duckboard flooring. The plasterboard and plywood floors were job changes not made by us. I still think the plasterboard is inappropriate for the final use, although it undoubtedly served the purpose when it was a post office. I also think the plywood floors inappropriate and while we could leave the plasterboard and cover it with Visqueen and boards, I think the plywood subfloor should be removed and the spaced wood decking originally planned should be installed. I would personally prefer to remove the plasterboard rather than just cover it with Visqueen and then wood simply because plasterboard tends to pick up moisture and then get a very dank musty smell and this could be significant if at some time we do decide to enclose the building.

I would argue at this point that we should not go to the trouble of putting in the sliding glass doors nor should we put in the canopy. The rains are already substantially over, we are above our normal rainfall for the year right now and the expectation of rain from now to probably something like November is extremely limited. I would argue that it would be better to just finish it with wood and put in the wood decking as outlined above and leave it and just acknowledge the mild

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Mr. Alfred Boeke

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punishment that we may take in the very few storms that may take place in the future. This line of reasoning would also suggest that we should not put the canopy in as weather protection; I think there are even more compelling reasons for not having it in that it does interfere with the impact of the Marker as a kind of graphic symbol and it also messes up the light fixture bracket we have to illuminate the Marker.

I am convinced the Marker will work if it is built the way our drawings showed it. I admit that there are times when it will be rained out but we always knew this would be the case and we always assumed that this was an unimportant issue. I frankly doubt if it's raining that hard that anybody is going to get out of a car, open the door and go in and look at the display. Further the whole point was to have something open and readily available so that there wasn't any door opening or any feeling that you were invading private property. It seems to me that the glass doors negate the idea of a fully automatic information system and I would plead for going back to the drawings and letting it sit that way until next fall. We could always change it then if we find it really doesn't work.

Sincerely,

Joseph Esherick

JE/ds

cc: Fairfax, Westover, Halprin, O'Leary



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Re: Graphics at Sea Ranch General Store

Dear Al:

We have been working with Bobbie on the graphics for the Store and Bobbie will be sending you drawings of the proposal on which we agree but which is somewhat counter to our earlier discussions. We made many trials of the field furniture idea but we felt it got pretentious and simply didn't read the way we would want it to even though there is no question about the programmatic aspects and that the full set of facilities provided at the Store must be indicated someplace.

Bobbie's solution does this in what is to our mind the most effective and genuinely exciting way. As the designer of the Store I would presumably be the one to scream loudest about painting signs directly on the building if I felt this was wrong; I not only don't think it's wrong I think it's eminently right and I think her design is such that it really enlivens the whole thing and adds rather than detracts. I think one of the keys in her idea is the use of the title "The Sea Ranch General Store" which is in itself suggestive of a much broader range of facilities and therefore helps to suggest that there are other things included. Anyway I think the design is terrific and I think it should be approved, including the colors suggested.

I'm really disappointed that Don has apparently felt that the neon bar sign shouldn't go in. I think this was a real stroke of genius and is just exactly the right amount of directness and fun that seems to me to add to the whole image. I think we just ought to go ahead and do it even though some eyebrows get raised a bit. Bobbie's ideas are great and she knows what she's doing and I think we ought to let her go ahead and do it.

Sincerely,

Joseph Esherick

cc: Fairfax, Westover, Halprin, O'Leary, Stauffacher  
JE/ds

