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Alfred Boeke
Vice President &
Planning Director

April 21, 1965

Barbara Stauffacher
Joseph Esherick
Lawrence Halprin

Re: Signs, The Sea Ranch

Dear Bobbie, Joe and Larry:

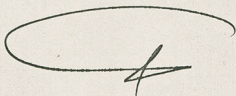
In Geoff's absence in Manila and in Warburg and Stauffacher's absence at the time of my attempted conference call, and following a telephone conversation with Don O'Leary, I dictated the following to Don Carter to be executed in the field before May 8 or whoever might be left dissatisfied should call me immediately. I asked particularly that he review the following points with Don O'Leary.

STORE-RESTAURANT

1. I agreed with the sign locations indicated on Bobbie's sketch except that the words "bar" and "restaurant" would be painted on rather than neon. I am hopeful that in the future single-tube quiet red neon can be used in the ingenious way Bobbie has suggested.
2. We will need a sign pylon near the condominium access road and its intersection with the drive to the store parking lot which indicates "Sales".
3. I disagree with the manned use of the entry marker for sales purposes for it will create great congestion and actually traffic hazards on the highway. If unmanned, OK, but the sales people do not like that solution. Consequently, I want the marker closed and used for general storage conforming to the design of marker #2 (generally). Along the highway near the marker we will have to say "The Sea Ranch" and list sales office, general store, restaurant, bar, U.S. post office. This can be done on a pylon large enough for all of the words to be read easily by a passing and half-blind motorist or possibly sensitively painted on the marker itself.

For golly's sakes, let's get it done by May 8. Bless you all for your efforts on our behalf and for tolerating an endless amount of confusion.

Cordially,

A large, stylized handwritten signature in black ink, consisting of a large loop followed by a sharp downward stroke.

AB/dj

P.S. In a subsequent telephone conversation it was agreed between Don O'Leary and myself that we would remodel marker #1 per the original Esherick working drawings and that appropriate drawings of The Sea Ranch would be placed in the building in addition to an audio system describing the project. This display will be unmanned, and there will be the limited parking originally planned. Esherick please note that a roll-down grill should be added for night security. The building should be lighted in such a manner that the drawings are displayed at night and viewed through the grill. Presumably flood lights on the wall above the opening could brightly light the display and be invisible from the exterior.

cc: D. O'Leary
N. Westover
G. Fairfax

A large, stylized handwritten signature in black ink, similar to the one above, consisting of a large loop followed by a sharp downward stroke.