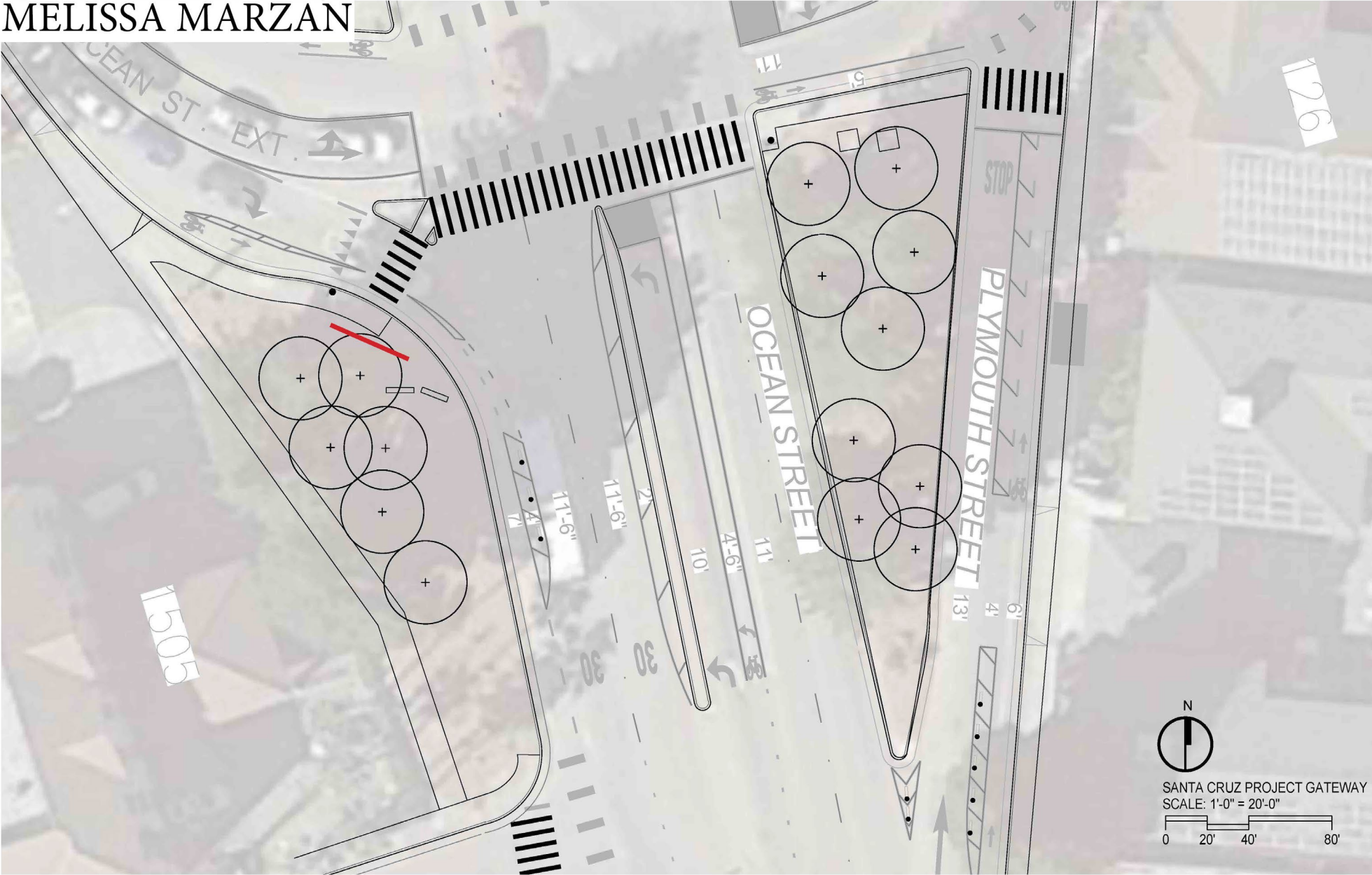


MELISSA MARZAN



SITE PLAN – ART LAYOUT FROM ARTIST

MELISSA MARZAN



ART PLACEMENT FROM ARTIST



ART PLACEMENT FROM ARTIST



ART PLACEMENT FROM ARTIST



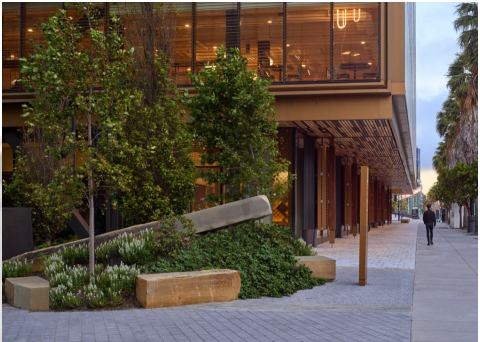
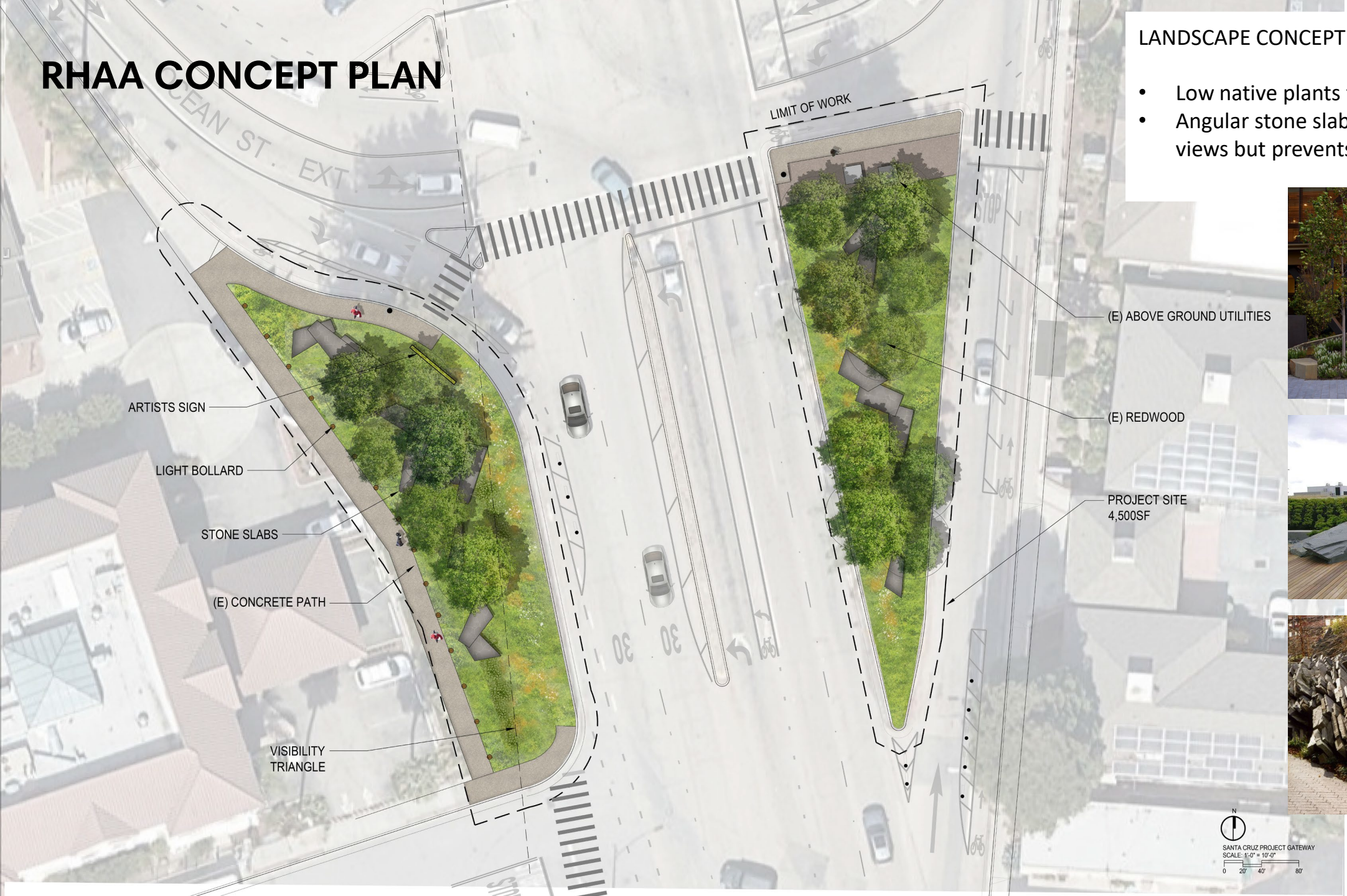
ART PLACEMENT FROM ARTIST



RHAA CONCEPT PLAN

LANDSCAPE CONCEPT

- Low native plants throughout
- Angular stone slabs in open spaces allows views but prevents access



RHAA CONCEPT RENDERING



Ocean Street Gateway Beautification Project: Santa Cruz, Where Nature is Home

Collaboration by Melissa Marzan, Idea Fab Labs - Jordan Layman & Maddox

Conceptual Construction Description or schematic, including dimensions and materials

For the Ocean Street Gateway Beautification project, I propose a new design for the welcome sign of the city of Santa Cruz.

I will be collaborating with Jordan Layman, the Lab Lead and Co Founder of Idea Fab Labs Chico & Santa Cruz and Maddox, a fabricator at the Idea Fab Labs. Having a decade of experience in constructing small to large sculptures for events like the Lighting in the Bottle Festival and Burning Man, I am confident in their ability to help my design come to life.

I would love to showcase more of the personality that this city has through this signage, as well as highlight what the Santa Cruz geographic landscape has to offer.

With this sign, instead of the typical "Welcome to [Insert City Here]" verbiage, this sign would say "Santa Cruz, where nature is home". Santa Cruz is home to a diverse natural landscape from the ocean to redwoods, and everything in between.

This would provide those who visit or come back home to Santa Cruz, right when they get off the 17, to see something that celebrates some of the incredible things this city is proud of.

The typography/lettering of the sign pulls inspiration from vintage postcard designs, hand lettered by me, with hand-painted, iconic Santa Cruz County landscapes/images, overlaid with die-cut wood pieces artfully put together, to create a sense of life and vibrancy through each individual letter.

The symbolism behind this idea is that through the diverse ecosystem provided by this land, it also created a diverse community that supports each other, are stronger together. The sum is greater than its parts. Through our unique attributes as a community, together, we all make Santa Cruz our home.

The illustrative elements of this sign will include:

- Redwood trees to celebrate our substantial forests
- Train track bridge as a nod to the trains & railroads in the city
- Banana slug to symbolize the University of California, Santa Cruz
- Monarch butterflies in their full life cycle to celebrate not only the monarch migration, but also to symbolize the generations of families that have lived in Santa Cruz.
- A faux redwood surfboard to recognize our thriving watersport/outdoor activity culture, and to also celebrate a moment in history to honor the three Hawaiian princes Jonah Kūhiō Kalanianaʻole, David Kawānanakoa, and Edward Keliʻiahonui, who introduced the sport of surfing to the city of Santa Cruz in 1885, building their surfboards out of redwoods
- Great Blue Heron with one of the San Lorenzo Bridges and river in the background, to honor the San Lorenzo River
- Santa Cruz Beach Boardwalk elements like the Sky Glider & Big Dipper.
- Harbor seals, beneath the pier
- And the most important part of this sign will be a hummingbird, which will pay homage to the Amah Mutsun indigenous lands that Santa Cruz is built upon alongside the california poppy, our state flower

SANTA CRUZ Letters:

The letters will be cut out of 4x8ft redwood panels using Idea Fab Labs' CNC cutting machines.

The illustrations within the letters will be painted on polytab mural cloth, and will be adhered to an insert panel that will be easy to replace if vandalized.

Surfboard:

Faux Redwood surfboard to prevent theft.

Base:

For the concrete base, I would love to collaborate with Tom Ralston Concrete. With his decades of expertise of building professional concrete structures, I believe that he will be fully capable of creating a strong base to hold the signage in place.

The base will be created to look like ocean waves crashing against the sand, with the lettering "where nature is home" in script cutouts inlaid within the concrete base.

I also had the idea of giving members of the Santa Cruz community the opportunity to Sponsor each individual group/person/organizations who would like to and maybe applying a plaque to the back of each letter.

Projected Size:

- Approximately 5.5ft (H) x 18ft (W) + Concrete Base
 - Concrete Base 18.5ft (L)x 2.5ft (W) x 2ft (H)
- Surfboard 6-7ft Tall
 - 8ft-9ft w/ Concrete Base

Vandalism & Graffiti Prevention measures

World's Best Graffiti Coating

Vandalism & Graffiti prevention measures include two coats of World's Best Graffiti Coating. This substance is the ultimate water-based, all-weather, long-term sacrificial protection solution.

It provides a robust defense against spray paint, marker/felt tip pens, pollution, grime, salt, and sea-type moisture, perfect for Santa Cruz's coastal climate.

When correctly applied, life expectancy against graffiti is generally 7 years but it can be effective up to 10 years. This protective coating is porous which allows the surface to breathe.

Acting as a protection layer between the graffiti and the artwork itself, when vandalized the graffiti can be washed off, revealing the protected work beneath.

The surface must be re-protected following graffiti removal.

Mural Cloth/PolyTab

Another prevention measure is that each art panel will be created as an insert, so that they can be removed and replaced if need be.

Also by using PolyTab canvas adhered onto the inserted panel, if only a small portion of the art piece needs fixing, that small portion can be repainted and overlaid onto the original panel insert, and affixed with an acrylic paste.

Maintenance & Durability Approach

MuralShield Matte

For maintenance & durability, in addition to the two coats of World's Best Graffiti Coating, will be another two coats of MuralShield Matte, offering UV protection, consolidation, and weatherproofing.

Redwood Material

Redwood is known for its natural durability and resistance to decay, insects, and moisture, with a lifespan of around 30 years when well-maintained.

Cleaning & Maintenance

Regular routine inspection and care of artwork, such as cleaning and applying protective surface coatings. A conservator usually carries out maintenance, though a skilled City employee can be trained by a conservator to carry out routine maintenance. Since I am local, I am free to be contact for information on how to maintain the artwork or removing graffiti and reapplying the protective coatings.