

**TOM
RALSTON**

PROJECT COST

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OVER BUDGET*

* likely to require fundraising which
may impact project delivery

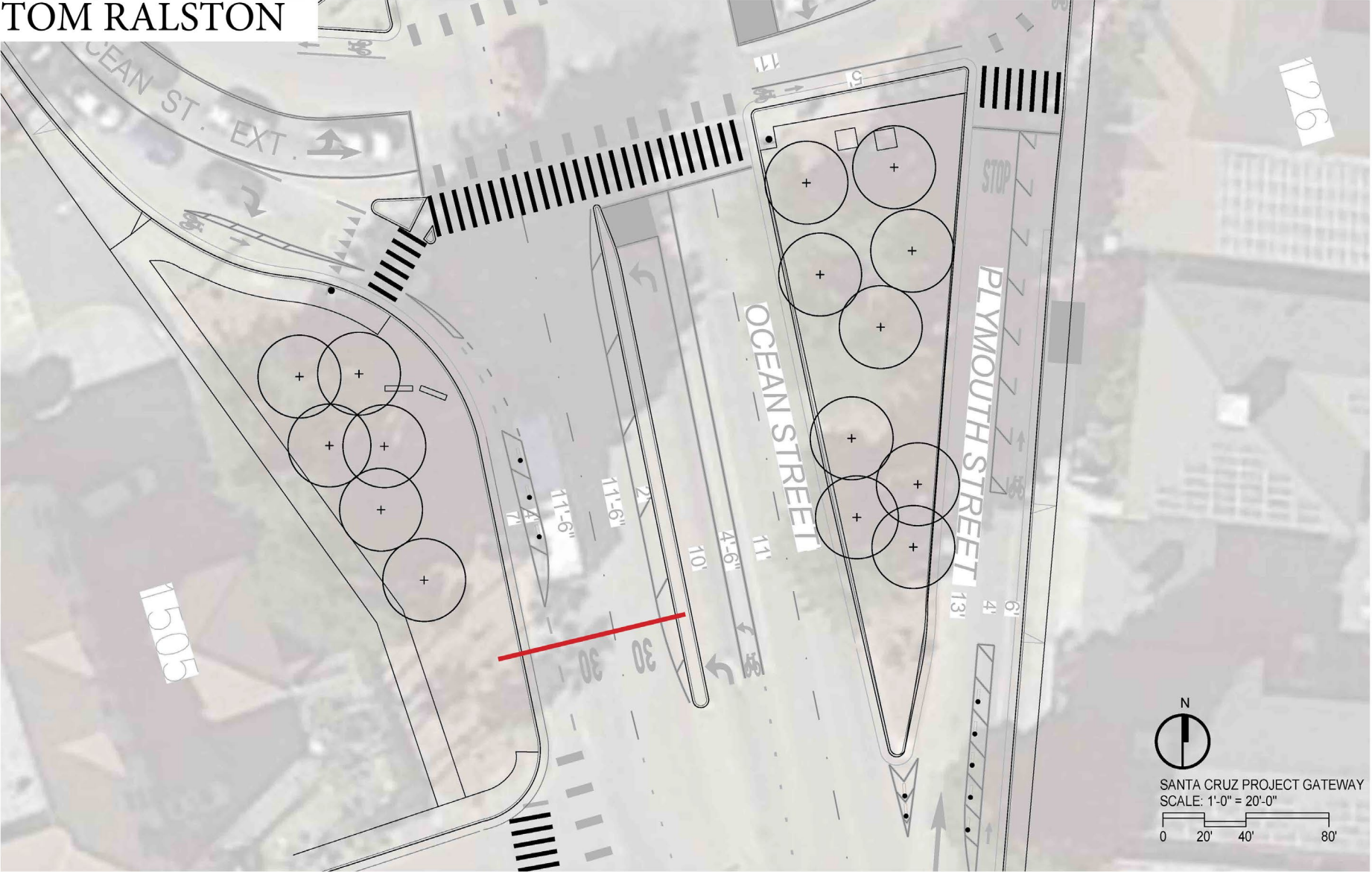


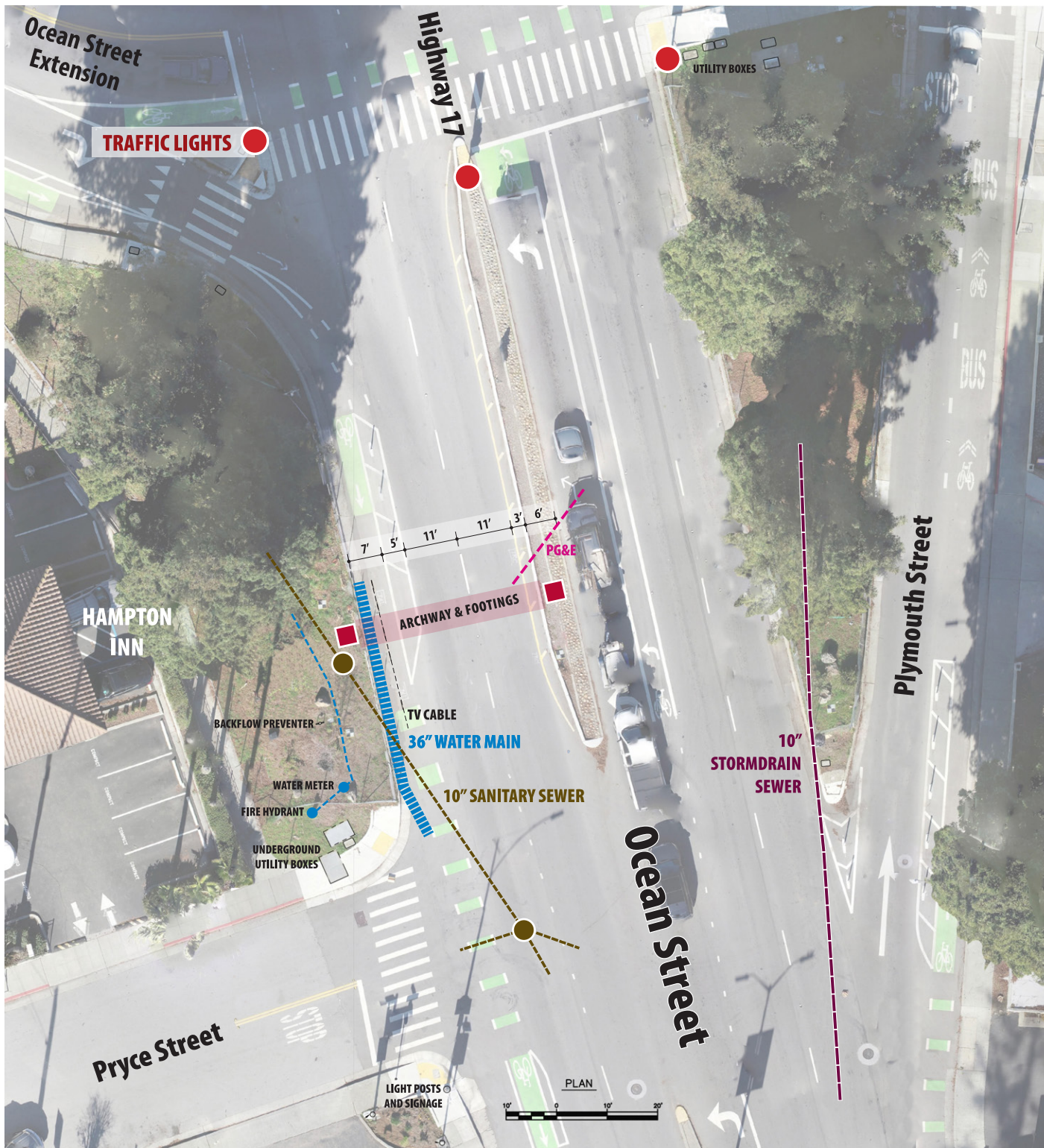
RHAA CONCEPT RENDERING



SITE PLAN – ART LAYOUT FROM ARTIST

TOM RALSTON





WELCOME TO SANTA CRUZ

OCEAN STREET
WELCOME ARCH CONCEPT

EXISTING UTILITIES



ART PLACEMENT FROM ARTIST



RHAA CONCEPT PLAN

LANDSCAPE CONCEPT

- Street gateway over southbound lanes
- Low native plants throughout
- Vertical picket fence allows views through central area but restricts access

FENCE

LIGHT BOLLARD

(E) CONCRETE PATH

ARTISTS SIGN

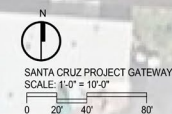
VISIBILITY TRIANGLE

LIMIT OF WORK

(E) ABOVE GROUND UTILITIES
COR-TEN FENCE

(E) REDWOOD

PROJECT SITE
4,500SF





OCEAN STREET WELCOME ARCH CONCEPT

Currently, as visitors drive into Santa Cruz on Ocean Street, they see banners depicting surfers. Santa Cruz has a rich history of surfing starting in 1885 when the 3-Princes came and surfed here.

The Welcome to Santa Cruz Arch shouts "Surf City" and will embrace our Cultural Identity. It will be both a distinguished monument and a tourist attraction.

As our bronze surfer at the top of the arch slashes a cutback through bronze seaweed he looks directly into Southbound Hwy 17 traffic entering Santa Cruz. Sean Monaghan of the Bronze Works will create and cast this surfer, the bronze seaweed, stalks and bulbs

The Golden Letters "Welcome to Santa Cruz" will be designed and created by Roy Johnson of Johnson Lighting. The letters will light up each night by solar power which will be created and constructed by Tony Armor of Day One Solar.

The woman surfer and surfboard will be sculpted by Thomas Marsh and Brian W. Curtis. They teamed up to produce the iconic Surfer Statue on Westcliff Drive. She will be placed on a concrete pedestal and have a subtle updraft light to notably feature her at night.

Lastly, as an additional consideration for a great visual impact, especially for daytime traffic, we add a Blue Section of Street with white Welcome to Santa Cruz letters reflecting the feel of the new City of Santa Cruz Logo with the beaming lighthouse.

CONSTRUCTION TEAM

- Tom Ralston/Concept Development, Project Coordinator, and Concrete Piers and Pedestals
- Engineering: Adrian Garner of **CMAG Soils Engineering**; Richard Irish, Johnette Besseling, and Mark Grofcsik of **RI Civil and Structural Engineering** to specify requirements for the structural integrity and drone shots to ensure traffic safety and pedestal/pier placement.
- Rick Benedetti of **American Drilling** will drill the caissons.
- Roy Large of **Large Metals** will be asked to build the stainless steel trusses for the structural part of the arch that the seaweed and surfer will be attached.
- Michael Corcoran of **Moonchild Cabinetry** will be assisting on any formwork.
- 3D modeling provided by **SSA Landscape Architects**, Jay Wu and Briana Cox.
- Artist **Bruce Harmon** created the artistic renderings and model.
- Bob von Elgg of **Strumb Design**: Graphic Artist creating visual and artistic renderings for the project.



WELCOME TO SANTA CRUZ

OCEAN STREET WELCOME ARCH CONCEPT at HIGHWAY 17 SOUTHBOUND

DESIGN BY TOM RALSTON

TOM RALSTON CONCRETE, SANTA CRUZ

MARCH 10, 2025



WELCOME TO SANTA CRUZ

OCEAN STREET WELCOME ARCH CONCEPT

CLOSE UP VIEW



WELCOME TO SANTA CRUZ

OCEAN STREET WELCOME ARCH CONCEPT

CLOSE UP VIEW WITH TRUCK

OCEAN STREET WELCOME ARCH CONCEPT

PROPOSAL SUBMITTED BY:

TOM RALSTON



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