

URBAN ROCK



SITE PLAN – ART RENDERINGS FROM ARTIST



ART PLACEMENT FROM ARTIST



ART PLACEMENT FROM ARTIST





RHAA CONCEPT SITE PLAN

LANDSCAPE CONCEPT

- Art placement along street edge
- Low native plants as groundcover
- Boulder ground plane at ends of islands
- 6' fence with visibility to interior planting

OCEAN ST. EXT.

LOW STONE WALL W/ SIGN

BOULDER GROUND PLANE

LIGHT BOLLARD

(E) CONCRETE PATH

FENCE

ART

VISIBILITY TRIANGLE

LIMIT OF WORK

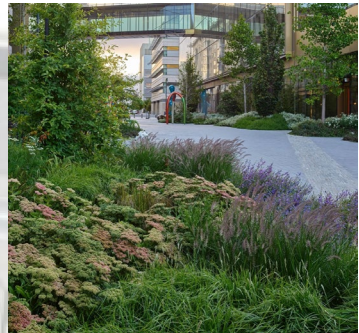
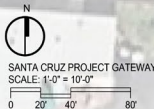
OCEAN STREET

PLYMOUTH STREET

(E) ABOVE GROUND UTILITIES

(E) REDWOOD

PROJECT SITE
4,500SF



RHAA CONCEPT RENDERING



Cadence

by UrbanRock Design
[Russell Rock & Jeanine Centuori]

Ocean Street Gateway
Santa Cruz, CA
March 2025



JEANINE CENTUORI



RUSSELL ROCK

Proposal

Cadence is a perceptually interactive gateway piece whose imagery shifts as viewers seek different vantage points.

Artwork Qualities

- **Uplifting**
- **Colorful**
- **Perceptually Engaging**
- **Silhouettes evoke activities and culture of Santa Cruz**

Concept

Cadence is a perceptually interactive gateway piece whose imagery shifts as viewers seek different vantage points. A collection of panels are configured such that their negative space captures outlines of figures when adjacent panels' edges align. These figures come in and out of discernment as one drives along the expanse of the artwork. This fleeting experience creates a dynamic experience of signifying change and mobility.

Representing the activities and culture of Santa Cruz, these figures take the viewer from city life to the beach as one enters town. A musician carries a guitar, a young woman gazes at birds in the sky, an older gentleman saunters along, a child flies a kite, another child plays at the beach, a sea lion lounges, and a surfer looks out at the ocean. As one leaves Santa Cruz towards the mountains, another vignette of 3 panels presents a mountain bicyclist and a hiker. Together these two artworks bracket the experience and vibrancy of Santa Cruz.

The color palette consists of four powder-coat finishes. It is drawn from the colors of the Santa Cruz landscape- the ground, sky, and natural vegetation.

Materials and Dimensions

Cadence consists of a series of panels that are each made of $\frac{3}{4}$ -inch thick aluminum plate that measures 3 $\frac{1}{2}$ ft wide by 9 ft high. The west side of Ocean Street contains a vignette of 8 panels, the east side has a vignette of 3 panels. The 8-panel grouping is 25 ft long, the 3-panel grouping is 10 feet long.

There is an aluminum base plate that is 4 ft long x 1 ft wide x $\frac{3}{4}$ in thick. Behind each panel is continuous vertical aluminum angle that is 4 in x 4 in x $\frac{1}{2}$ in thick. It runs in the vertical orientation for the entire length of the panel. This provides stiffness to the panel. The angles and base plates are welded to the panels.

There are continuous footings that run along the entire length of each piece and will allow for ease of maintenance of the landscaping and the artwork. There is to be a two-foot buffer of clear space around each artwork, and the landscape in front of the pieces will be no higher than 1 ft to maintain visibility of the artworks.

Narrative

DIMENSIONS

Occupies 2 areas:

- artwork on the South side of Ocean St consists of 8 panels and is 25 ft long x 3 ft wide x 9 ft high
- artwork on the North side of Ocean St consists of 3 panels and is 10 ft long x 3 ft wide x 9 ft high

MEDIUM

Each panel is ¾” thick 6061-T aluminum plate. There is a continuous aluminum angle welded to the back that is 4 in x 4 in x ¾ in thick. This is for added stiffness. The base plate is 4 ft x 1 ft x ¾ in thick. All seams are welded.

SITE AREA

Maintain a 2-foot clear space around the artwork for ease of landscape and artwork maintenance. Landscaping in front of the artwork should be at 1 ft or less for visibility of the artwork.

FINISH

Panels are powder-coated with a topcoat of TIGER Drylac® Series 44 Anti-Graffiti Powder-Coating or equal. This finish is a polyurethane-based coating. It is easy to clean and highly resistant to weather and corrosion.

The colors are:

- RAL 6021
- RAL 6034
- RAL 1033
- RAL 1012

CARE AND MAINTENANCE

Powder Coating Finish:

Once applied, powder coating needs to be properly cared for, just like any paint. For example, you would not buy a car (which is painted aluminum), leave it on your driveway for 10 years, never clean it and expect it to look the same. Powder used on exterior applications is exactly the same - it needs to be properly cared for. Usually a basic cleaning schedule a few times a year will suffice.

Avoid Excessive Contact

Cleaning of powder-coated metal should be approached from the perspective that “less is better!”

Avoid Abrasives

Avoid harsh, abrasive cleaners such as steel wool and scourers. Treat the powder coating as you would treat your car paint. Abrasive cleaners will mar the coating and reduce its stain resistance.

Avoid Solvents

Any use of a solvent-based cleaner will void any warranty that is issued. Where a solvent is absolutely necessary to remove materials from the surface, such as adhesives, the weakest possible solvent should be used (e.g. methylated spirits, white spirits or isopropyl alcohol). A small and unobtrusive area should be tested prior to attempting to use solvents on significant surfaces. After removal of the surface contaminant, the solvent should be dried from the film, and the area that has been wiped with solvent should be washed with a solution of mild liquid detergent and then rinsed with clean water to ensure complete removal of any solvent residues. Under no circumstances should strong solvents be used. Examples of inappropriate chemicals for cleaning or any contact with powder coatings are gasoline, kerosene, xylene, caustic cleaners (especially kitchen and bathroom detergents) and paint thinners.

Observe all safety and handling precautions of Isopropyl Alcohol (IPA) as listed on the container and MSDS. Do not use IPA near heat sources or flames. 100% IPA removes most black permanent markers with a light wipe. Any shadowing is very faint (Delta E < 1). When applied very densely, fresh black permanent markers can still leave a very slight shadow after removal with IPA.

70% IPA, (rubbing alcohol) does not remove permanent markers.

Power coat may exhibit an imperceptibly slight color change (Delta E <0.2) with dry-erase markers when wiped with a dry towel.

Most all-purpose cleaners will remove permanent marker stains with rubbing. They may leave more shadowing than IPA.

MAINTENANCE & Vandalism/Graffiti Prevention

Ammoniated glass cleaner does not remove permanent marker stains. A strong all purpose cleaner with diligent rubbing, will remove 4 day old spray paint with no effect on coating surface.

Powder coatings will dull if solvents stronger than IPA are used to remove graffiti. Even though markers and spray paint do not permanently affect the film there are limits to the chemicals used to remove graffiti.

Acetone, MEK, and DBE (dibasic ester) each mar or soften the film and should not be used to clean the surface.

The ease of cleaning graffiti from the coating surface is reduced by surface breaks or irregularities such as fine scratches made by rough marker tips, non-smooth surface profiles, porous metal surfaces, or poor application techniques resulting in increased orange peel.

Always flush metal that has been exposed to cleaner with copious amounts of fresh clean water. If the local water is high in mineral salts, finish powder coated metal cleaning with deionized water and/or a chamois.

Damage Repair

At times during installation and service, it is possible that the powder-coated aluminum may suffer mechanical damage requiring repair for both aesthetic and protective reasons.

Where mechanical damage to the powder coating has occurred such that the substrate is exposed, it is certain that the underlying chromate film has been damaged. In order to achieve the maximum corrosion resistance, it is necessary to replace the pretreatment.

In some cases it will be possible to apply a suitable chromate pretreatment on site, apply a suitable primer and repaint the damaged area in accordance with the recommendations above.

Where on-site application of a chromate pretreatment is not possible, the application of a high performance etch primer to the aluminum is essential to the repair process. Application of a suitable touch-up paint is the only recommended method of damage repair.

Touch up paint will be furnished with the installation of the sculpture. Additional amounts of touch up paint may be purchased in various forms (spray paint; paint cans; pens; and 2 oz. bottle & brush) from:

L V P Powder and Paints

11078 Morrison Lane

Dallas, TX 75229

972-243-7386 (T)

sales@lvppaints.com

<https://www.lvppaints.com/RAL-Colour-Chart.html>

Stain Chart

STAIN	RECOMMENDED CLEANING PROCESS
Pencil Marks; Grease or Oil Stain	Use a mild dish detergent and water to saturate the stain. Rinse clean with water.
Ink/Marker	Use a mild dish detergent and water to saturate the stain. Rinse clean with water. For tougher stains, treat area with a penetrating oil. Wipe off and wash clean with water and a mild dish detergent.
Embedded Dirt	Use a mild dish detergent to saturate the area. Scrub with a soft-bristled brush. Rinse clean with water.
Wine	Use a mild dish detergent to saturate the area. Scrub with a soft-bristled brush and rinse clean with water.
Chewing Gum	Coat penetrating oil over the area. Gently pry up on any hard pieces with a plastic putty knife. Utilize a soft brush and acetone solvent to remove any fine debris and clean out any crevasses. Rinse area clean with water.
Bird Droppings	Use a mild dish detergent to saturate the area. Scrub with a soft-bristled brush and rinse clean with water.
Stains and Scuffs	A foam eraser sponge may be used stubborn marks.
Iron and Rust	For tough iron and rust stains, saturate with a heavy-duty rust remover and scrub with a soft-bristled brush.
Spray Paint	Use Biolon G manufactured by Silco-Tec. Apply the liquid cleaner with a brush. Wait approximately five minutes for the cleaner to act loosening the paint with the brush. Remove the solvent solution and the paint remnants with a soft absorbent cloth. Rinse off the remaining solvent with water. Dry the surface with a soft absorbent cloth.

Always read and follow the product manufacturers’ specific instructions before using any cleaning product. Always wear approved safety glasses, gloves, face shield or goggles when operating cleaning equipment. If using alternative cleaning solutions than those outlined above, it is recommended to test the solution on an inconspicuous area of the lumber to make sure it does not harm the surface.

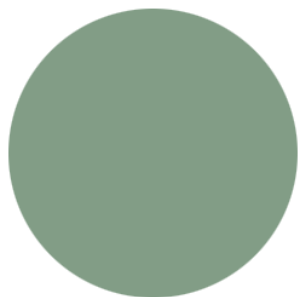
CONTACTS

Fasteners

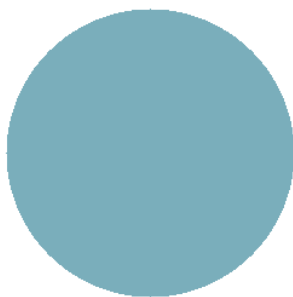
Bryce Fastener
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Public Artists

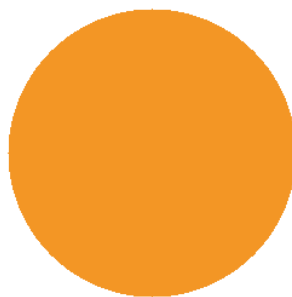
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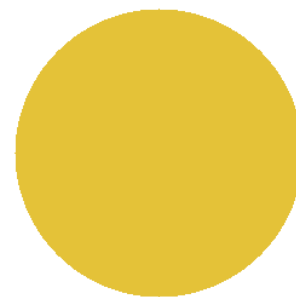
RAL 6021



RAL 6034



RAL 1033



RAL 1012