

SANTA CRUZ RAIL TRAIL

Arts Master Plan



Prepared for the City of Santa Cruz
Spring 2018

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City of Santa Cruz

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Prepared for the
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Santa Cruz Rail Trail Arts Master Plan

Executive Summary

What is the Santa Cruz Rail Trail Arts Master Plan?

The Santa Cruz Rail Trail Arts Master Plan is a comprehensive document that illustrates the vision for public art along the future 3.7 mile rail with trail corridor that runs through the City of Santa Cruz, next to the existing railroad line.

The first chapter introduces the project by describing the project background and outlines the goals and objectives for the Master Plan.

The second chapter goes on to describe the process that was followed to develop the Master Plan. It describes the meetings that were held, the people who were involved and the various Draft Master Plans that were generated on our way to the Final Master Plan.

Chapter three of this document begins with the Mission and Theme for the project. In this chapter you can find the Final Master Plan Diagram, which is a map of all 25 Art Opportunity Areas that were identified along the rail trail. Following the Diagram is an explanation of each individual art opportunity in detail. It describes the setting for the selected area, opportunities and constraints for the site, brainstormed ideas from the public, a photo of the site and a plan view identifying the approximate location for where the art should be constructed. This part of the document should be used in the preparing of the call for artists.

The last Chapter discusses next steps for implementation, potential phasing for the art along the trail, and a Rail Trail Photography project. It also outlines the City of Santa Cruz Public Art Best Practices Statement.

Lastly, the Appendix contains pages of art imagery we have collected throughout the year for art inspiration along the trail.

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Forward

A letter from the Arts Commission

Dear Santa Cruz Community,

Thank you for your interest in the Rail Trail Arts Opportunities Master Plan! The Arts Commission spent much of 2016-2017 developing this plan which lays out a vision for public art along the Rail Trail – describing the opportunities and challenges at each location, and suggesting the types of public art that could beautify each gateway, corridor, and resting spot.

The art elements envisioned in this plan will depend on future funding – some paid for out of the City's general fund and others, hopefully, funded through grants. There are also numerous opportunities for public-private partnerships along the Trail and the Arts Commission and staff look forward to working with local business owners and neighborhood residents on collaborative projects. We encourage you to contact the City Arts Manager if you are interested in developing art along the trail.

The Rail Trail Arts Opportunity Plan has been created in response to points along the trail – including key physical features as well as the history of the surrounding areas. In particular, the Arts Commission has made an effort to think about each opportunity through the lens of Equity, Inclusivity and Environmental Justice. The most impactful and beautiful projects that the Arts Commission has worked on in the last few years have deepened our understanding of the importance of this focus. We also understand and acknowledge that it requires intentional efforts to change systems and structure of inequality. Without intentional efforts the structures that disenfranchise and limit are replicated over and over again. We have called out some possible partnerships with local organizations in this document – such as partnering with the Amah Mutsen Tribal Band on one or more mural projects. We would like to note that each identified opportunity will be further refined in a call for proposals and at that time, input from neighbors and a diverse range of local organizations and artists will also be sought out. In this way, we revisit and refine each opportunity ensuring that Equity, Inclusivity and Environmental Justice are weighed heavily.

We want to extend a special thank you to RRM Design Group and we are particularly grateful to Amanda E. Klemaske, Senior Designer, and Mike Sherrod, Principal, for their enthusiasm, attention to detail, sage advice, and encouragement throughout this process. The subcommittee members who spent many hours coordinating public events and drafting this plan include Arts Program Manager Beth Tobey, and Arts Commissioners Stacey Garcia, Suna Lock, Louise Leong, and Bennett Williamson. Special thanks also go to Chris Schneiter, Public Works Assistant Director, and Nathan Nguyen, the lead engineer from the City of Santa Cruz on this project. We are very grateful to the Regional Transportation Commission for having the vision to purchase the railroad right-of-way and make way for bicycle and pedestrian amenities that will improve Santa Cruz and all the coastal communities between North Coast and Watsonville.

As the Arts Commission vision statement reflects: The Santa Cruz Arts Commission believes that the arts are vital to our quality of life and understanding of the human condition. We envision Santa Cruz as a vibrant arts destination that inspires visitor delight and enhances community pride. We imagine a Santa Cruz in which all forms of public art are widely accessible and all residents have opportunities to engage through the arts. We advance a culture in which artists are valued for their unique expressions and invited to partner in reimagining our City.

The Rail Trail Arts Opportunities Master Plan reflects this vision and the Commission looks forward to enhancing the Rail Trail with public art!

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1 *Introduction*

1.1 Project Background and location 2
1.2 Project Goals and Objectives 3

2 *Process*

2.1 Introduction 6
2.2 Advisory Committee Kick-Off Meeting & Site Walk 6
2.3 Community Meeting 6-7
2.4 Advisory Committee Work Session 8
2.5 Open Streets Pop-Up Style Workshop 9-11
2.6 West Side Trail Mixer 12
2.7 Plan Review and Adoption 13

3 *Master Plan*

3.1 Santa Cruz Arts Commission Vision and Mission 17
3.2 Santa Cruz Rail Trail Arts Master Plan Mission and Theme 17
3.3 Santa Cruz Rail Trail Arts Master Plan Diagram 18-19
3.4 Potential Art Location Categories 20
3.5 List of Potential Art Locations 21-41

4 *Action Plan*

4.1 Next steps 45-47
4.2 Rail Trail Proposed Photography Project 48
4.3 City of Santa Cruz Public Art Best Practices Statement 49

5 *Appendix*

5.1 Get Inspired By Art! (inspirational art imagery) 53-58
5.2 Grant Funding Opportunities 59

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1. *Introduction*

SANTA CRUZ RAIL TRAIL ARTS MASTER PLAN



1.1 PROJECT BACKGROUND AND LOCATION

The origin of this Santa Cruz Rail Trail Arts Master Plan all began with the Monterey Bay Sanctuary Scenic Trail Network Plan. The trail network is a 50-mile bicycle and pedestrian pathway along the coast of Santa Cruz County, from the San Mateo County line in the north, to the Monterey County line at Pajaro in the south. The trail system's "spine" is within the 32-mile Santa Cruz Branch rail right-of-way, adjacent to the train tracks (See figure 1.1 to the right).

The City of Santa Cruz is the lead agency on design and construction of the Coastal Rail Trail within its jurisdiction and is working in partnership with the Santa Cruz County Regional Transportation Commission (RTC), owner of the rail right-of-way and responsible for overall implementation of the rail trail project in the county.

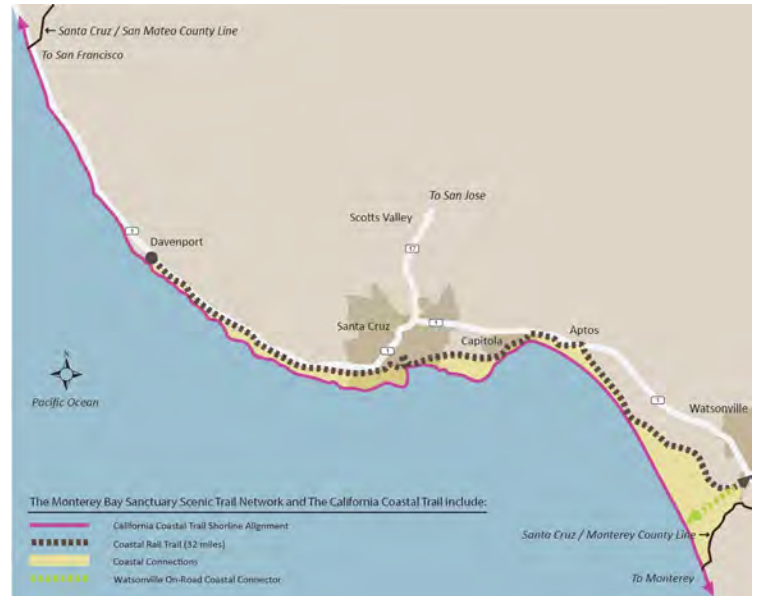


Figure 1.1 - Monterey Bay Sanctuary Scenic Trail Network

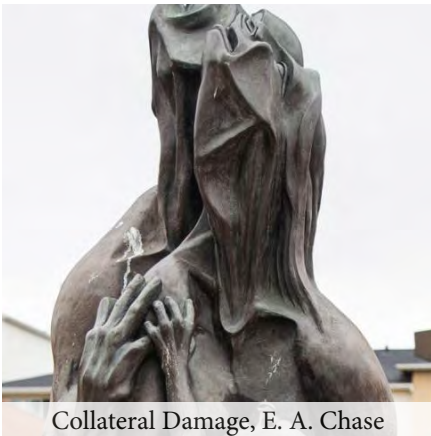
This Arts Master Plan, focuses on the 3.7 miles of rail trail within the Santa Cruz City, limits. Currently, 2.1 miles of trail construction between Natural Bridges Drive and Pacific Avenue (Santa Cruz Wharf) is fully funded and anticipated to be built in 2018. Grants are being sought for building the additional rail trail within the City limits and beyond (see figure 1.2 below).



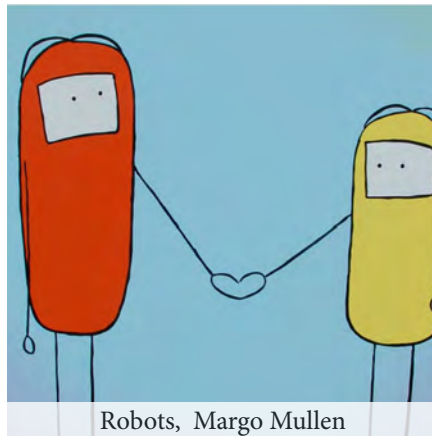
Figure 1.2 - Rail Trail Arts Master Plan Project Area

1.2 PROJECT GOALS AND OBJECTIVES

Public art is everywhere in the City of Santa Cruz - infused throughout the public realm. Bringing art into the City's newest planned public space, the Rail Trail, is a fitting extension of the City's Art Program. This Arts Master Plan is the blue print for planning public art along the trail. It is a tool for thinking ahead to where there are opportunities for infusing the trail with a wide variety of art.



Collateral Damage, E. A. Chase



Robots, Margo Mullen



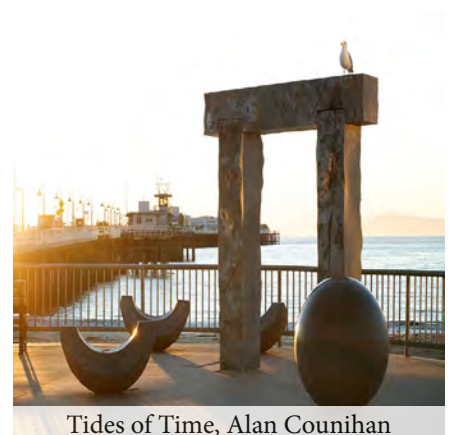
Monster of Monterey, Arnold Martin



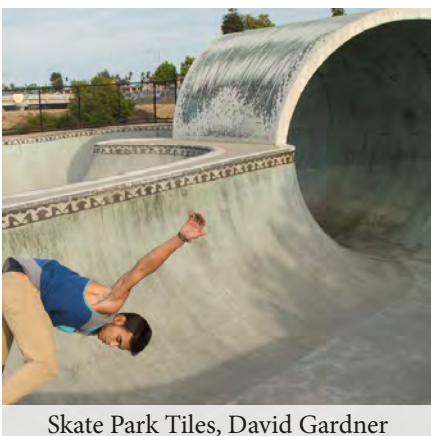
Ocean Life Spiral, Kirk McNeil



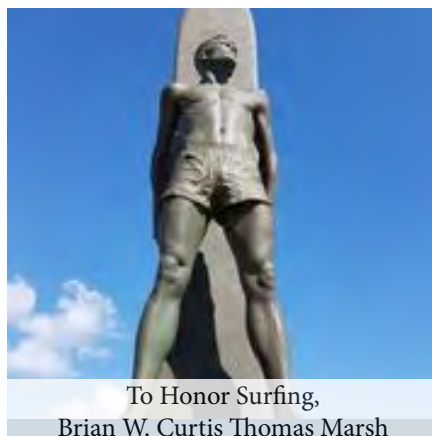
Jazz Alley, Marvin Plumber



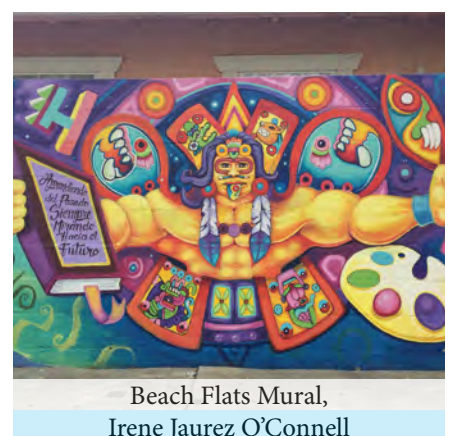
Tides of Time, Alan Counihan



Skate Park Tiles, David Gardner



To Honor Surfing,
Brian W. Curtis Thomas Marsh



Beach Flats Mural,
Irene Jaurez O'Connell

Figure 1.3 - Public Art Around the City of Santa Cruz

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2. *Process*

SANTA CRUZ RAIL TRAIL ARTS MASTER PLAN

2.1 INTRODUCTION

The evolution of the Santa Cruz Rail Trail Arts Master Plan is directly linked to the robust community outreach process which included: an advisory committee kick-off meeting and site walk, a community meeting, an advisory committee work session, a pop-up style workshop at the 2016 Santa Cruz Open Streets Event, the “West Side Trail Mixer” event, multiple Arts Commission briefings, and final adoption of the Plan.



Image 2.1 - Photo of advisory committee kick-off meeting & walking site tour

2.2 ADVISORY COMMITTEE KICK-OFF MEETING AND SITE WALK

Arts commissioners Bennett Williamson, Stacey Garcia, and Suna Lock volunteered to act as an advisory subcommittee to help guide the Art Master Planning process. On June 29th, 2016, RRM conducted a kick-off meeting and walking site tour with Arts Program Manager - Beth Tobey and the advisory committee. This meeting began our discussions for framing the vision for art along the trail. We walked the Rail Trail corridor and began to identify potential art opportunity areas, themes, and topics for interpretation.

2.3 COMMUNITY MEETING

After the kick-off meeting and site tour, RRM created a first draft Arts Master Plan Diagram, identifying 21 potential locations for art. On August 11th, 2016, RRM, Santa Cruz Arts Program Manager, Beth Tobey, the advisory committee and Cory Caletti from the RTC, hosted an open-house style community meeting at the courtyard near Kelly’s French Bakery. Our team presented the first draft to a group of community members and artists to receive additional ideas and feedback. We divided the trail into four work sections where we laid out maps of the planned trail and encouraged people to record their thoughts and ideas in written words and sketches directly onto the maps. (See photo below and Figures 2.1-2.3 for maps with public comments).



Image 2.2 - Photo of brainstorming at the Community Meeting



Figure 2.3 - First draft Master Plan map, section 3 with site photos, potential art locations and public comments



- What mode of user experience does the over-arching plan presume or hope for? Art in existing high-traffic areas, or creating ~~and~~ visitor traffic in new areas currently unvisited?
- Will pieces be permanent or temporary?
- Has the community any "backlog" of ideas in public art that could be consulted? Are there projects that have been waiting for an opportunity like this? *Good point!*
- **Hand Painted Rail-Trail Signs (Safety, Info, Directional)**
 - SJ State Design Class did Art/Design elements for this section of the trail. ROXY@bjs.com is your contact.
 - Artful Directional Signs
 - ART that connects to trail users to surroundings - Green Space, Businesses, food, Bike shops, etc.

TEMPORARY VS PERMANENT

- OPEN CALL / LARGE SCALE TEMPORARY
- ALLOW CHANGE, AVOID RESTRICTIONS / MAINTENANCE ISSUES

Remember POINT A.R. AUDIO CO-HERALD

SANDY LYDON	LARGE-SCALE, OPEN-ENDED COMMISSION. (BEWARE THE PLOPPER!)
- WORD HISTORY	ALLOW ARTIST TO PROPOSE
- SECRET/LOST HISTORY	
- WALKING TOURS.	



Figure 2.4 - First Draft Master Plan maps sections 1 and 2 with site photos, potential art locations and public comments (top 2 figures and enlargement)

Figure 2.5 - Written notes from public comments (bottom left figure).

2.4 ADVISORY COMMITTEE WORK SESSION

Following the community meeting, RRM took inventory of the public comments, notes and verbal discussions, and generated a second draft of the Arts Master Plan Diagram (see figure 2.4 below). A work session was held at the City of Santa Cruz Economic Development Office, where RRM rolled out the second draft of the Master Plan Diagram for further discussion and review. Attendees of the work session included RRM staff, Santa Cruz Arts Program Manager - Beth Tobey, Arts Commissioners Bennett Williamson, Stacey Garcia, and Suna Lock, and co-owner of Ibis Mountain Bikes, Roxy Lo. Roxy's business is adjacent to the trail and uses the trail networks in Santa Cruz regularly.

Together, the group went through each art opportunity area, using information gathered from our initial kick-off meeting and the community meeting to refine the second draft. At the conclusion of our meeting, the number of potential art opportunity areas grew from 21 to 25 different locations.

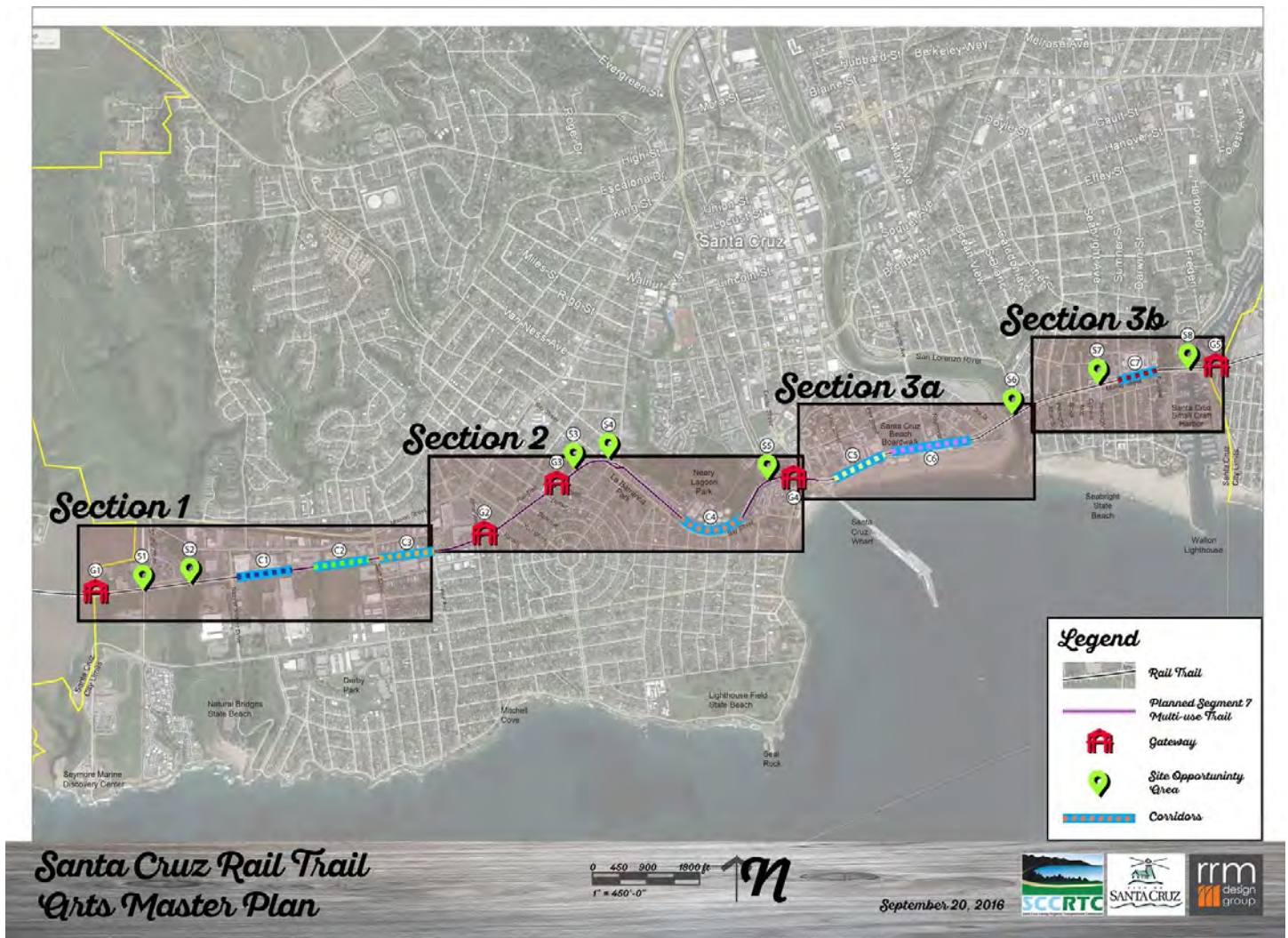


Figure 2.6- Second Draft of Arts Master Plan Diagram

2.5 OPEN STREETS POP-UP STYLE WORKSHOP

Following the work session, RRM generated a third draft Arts Master Plan Diagram, and took it to the 2016 Open Streets event in Santa Cruz. Open streets is an event that shuts down the popular coastal West Cliff drive to car traffic from Lighthouse Field to Natural Bridges State Beach. RRM staff, Santa Cruz Arts Program Manager, Beth Tobey, Arts Commissioner Stacey Garcia (and other members of the Santa Cruz Arts Commission) set up a booth along the route to gather more public input. At the event, pedestrians and bicyclists cruised along the coast where informational booths were set up to learn more about the clubs, businesses, agencies, and organizations in Santa Cruz. Free activities were offered with plenty of live music to enjoy. This was an opportunity to receive feedback from the cycling and recreational groups that will use the trail.

The photo below shows our booth in action. We exhibited the third draft Arts Master Plan Diagram, set up a giant sketch pad where we encouraged the community to use crayons, pens and markers to scribble down their ideas (see figure 2.6 on the following page), and set up a large poster of inspiration images. On the inspiration image board (see figure 2.5 on the following sheet) we asked the community to use one red dot to select the image that inspired them most.

The Open Streets was a huge success with over 100 people stopping by to share their creative ideas, artistic concepts and personal stories. Our goal is to weave some of the ideas directly into the final Arts Master Plan.



Image 2.7 - Photos of passersby providing input on Arts Master Plan



Figure 2.8 - Art Inspiration Imagery board with red voting stickers for the public to weigh in on ideas that excite them

Write Down or Sketch Your Ideas

Figure 2.9 - Scratch pad for passersby to scribble down ideas

SELECTED COMMENTS FROM THE OPEN STREETS EVENT:

- Spiritual gateway into Santa Cruz that reads "Love Ya Santa Cruz"
- A giant hamster wheel that you can run on
- A wall with holes in the top for people to place flowers or beautiful messages for people to share
- A "Love Wall" that is built of bricks with positive messages on the wall such as "You Are Loved"
- An informal stage platform that encourage spontaneous music performances or poetry readings
- Art that you can climb on or play on like swings or a giant seesaw

2.6 WEST SIDE TRAIL MIXER

In May, 2017 the Arts Commission, Ecology Action, and Friends of the Rail Trail hosted the “Westside Trail Mixer” during bike week. The event was held on the future site of the trail near the busy shopping center at Swift St. courtyard next to Humble Sea Brewery. The event was a great opportunity to meet with west side neighbors and get their input regarding the Rail Trail Arts Master Plan.

This “Westside Trail Mixer” invited neighbors to share their ideas for public art along the Rail Trail; bring something meaningful to be photographed that represents the neighborhood or why they love Santa Cruz; contribute short poems and haikus that may be incorporated in pavement surfaces of the trail; and, to learn more about the Rail Trail.

Local poets helped staff the booth and encouraged people to come up with their own short poems to be considered for stamping in the concrete nearby as part of the Rail Trail project. The West side Trail Mixer also included free snacks, music, art, and a whole bunch of other fun family-friendly activities!

Selected Comments and Poems Received at the Trail Mixer:

Comment: “Kinds of art people want to see in the neighborhood: Mosaics, recycled or re-purposed art, colorful art, community focuses art, interactive, bold art, transit related art, ocean themed murals.”

Poem: “It’s OK for art to challenge people.”

Poem: “Sometimes ancient courage obscurely skirts the beautiful distance.” by Madrone D’Ardenne



Figure 2.10- Trail Mixer flyer



Figure 2.11 - Arts Commissioner, Bennett Williamson, gets Rail Trail art ideas from a young booth visitor at the “Westside Trailmixer” event, held to gather neighborhood feedback

2.7 PLAN REVIEW AND ADOPTION

This Arts Opportunity Master Plan was adopted by the Santa Cruz Arts Commission on June 13th of 2018. The Arts Commission will be forwarding the plan to City Council with a request for formal support of the Council in the summer or fall of 2018.

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3. Master Plan

AND POTENTIAL ART OPPORTUNITY AREAS

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3.1 SANTA CRUZ ARTS COMMISSION MISSION

MISSION: The Santa Cruz City Arts Commission champions the arts as essential to daily life by supporting a vibrant arts culture, enlivening our public spaces and shaping innovative city policy.

3.2 SANTA CRUZ RAIL TRAIL ARTS MASTER PLAN MISSION AND THEME

The City of Santa Cruz is home to a diverse and talented arts community. The City is currently ranked 5th for the number of artists per capita in the United States according to a survey in Atlantic Magazine. It is also a City made of artists, burners, crafts-people and artisans who pride themselves on radical self expression and inclusion. The art that is installed along the rail trail should reveal and enhance this identity of the community.

A major goal for the art along the 3.7 mile rail trail is that the content generate a “Buzz” around town, attracting residents and visitors of Santa Cruz who are excited to use the trail and experience the art. Careful and thoughtful consideration for the trail user experience should be considered, as art is planned along the trail. “Plop-art,” or art that has been thoughtlessly “plopped” where it lies shall be avoided.

Throughout the design process to create this Arts Master Plan, our collective team of Santa Cruz City Staff, community members, local artists and Arts Commissioners gravitated towards the following words that capture the essence of the art we hope to see along the trail:

- WONDER
- INCLUSIVITY
- HUMOR
- MAGIC

The content of the art along the trail should celebrate all that is the essence of Santa Cruz, representing the values and character of the City, through the lens of equity, inclusivity and environmental justice. As a call for artists goes out into the community, and each artist or team of artists prepares themselves to develop their winning concept for each individual art location identified in this Arts Master Plan, the artists must keep in mind the following:

- The **mission:** *represent the values and character the City of Santa Cruz*
- The **Theme:** *Wonder, Inclusivity, Humor and MAGIC!*



Figure 3.1 - Murals by Aaron_Glasson (left) and James_Bullough (right)

3.3 SANTA CRUZ RAIL TRAIL ARTS MASTER PLAN DIAGRAM

Throughout the master planning process, our team generated 3 drafts of the Master Plan Diagram. Below is the 4th and final draft. This diagram maps the key potential locations for public art within the 3.7 miles of rail trail corridor. It is intended to be a starting point. As the implementation process begins, it is expected that further opportunities for public art may arise as the project evolves.



Figure 3.2 - Santa Cruz Rail Trail Arts Master Plan Diagram

The key potential locations for public art are divided up into 3 categories. 1) Gateways 2) Site Opportunity Areas and 3) Corridors. On the following page, we explain what these different categories mean.





3.4 POTENTIAL ART LOCATION CATEGORIES



GATEWAYS

A gateway occurs at locations through which people move into a specific place. A gateway suggests a transition and connection between “here” and “there.” Gateways do not necessarily need to be “gate-like.” They do, however, create a sense of passing through a threshold into a different place.



Figure 3.3 - Gateway inspiration image



SITE OPPORTUNITY AREAS

Site opportunity areas are nodes that have been identified as key potential locations for a stand-alone public art experience. Art pieces should act as a focal point.

Site opportunity areas have been selected around highly used public spaces along converging routes of movement.



Figure 3.4 - Site opportunity area inspiration image



CORRIDORS

Corridor areas are different from a gateway or a site opportunity area in that they stretch over a longer, linear section of the trail. Instead of acting as a stand-alone or self-contained focal point, corridors will exhibit a strong, continuous story that repeats and is connected.



Figure 3.5- Corridor inspiration image



PAUSING POINT

These icons are scattered throughout the Art Master Plan. A **PAUSING** point, indicates a site that should be designed in such a way that encourages trail users to stop here for a moment, to look, rest, perhaps just sit still and appreciate the surroundings and then continue on the trail journey.

None of the photos or illustrations in this document are intended as suggestions for actual works of art. They are only suggestive of the nature, topic or character of the art experience.

3.5 LIST OF POTENTIAL ART LOCATIONS

Below is a list of the 22 potential art locations our team has identified through the master planning process. The following pages contain a more detailed description of each individual potential art location. It includes a site plan for each location, setting descriptor, a list of potential art topics and a concept sketch to help convey the sense of space for the future artist(s) or artist teams to do the work. It is important to note that this Arts Master Plan does not attempt to prescribe the exact type of artwork each space should exhibit. The eventual artwork selected will use the Art Master Plan as a guide. The artwork at each location will be arrived at through a process where the artist responsible for the individual work will use this document as inspiration and further refine concepts collaboratively with other relevant bodies such as: the Arts Commission, Parks Department, P.D., Public Works, the RTC, Rail Operator, and neighborhoods and businesses along the trail.

ART OPPORTUNITY AREAS BY CATEGORY

LIST OF GATEWAYS:

- **G1** - Gateway 1: Santa Cruz City Limits West
- **G2** - Gateway 2: The Circles Neighborhood Part 1
- **G3** - Gateway 3: The Circles Neighborhood Part 2
- **G4** - Gateway 4: The Trestle
- **G5** - Gateway 5: Santa Cruz City Limits Part East

LIST OF SITE OPPORTUNITY AREAS:

- **S1** - Site Opportunity Area 1: Shaffer Road
- **S2** - Site Opportunity Area 2: Antonelli Pond
- **S3.1** - Site Opportunity Area 3.1: Swift Street
- **S3.2** - Site Opportunity Area 3.2: Fair Avenue
- **S4** - Site Opportunity Area 4: Swift Street Courtyard Landscape
- **S5** - Site Opportunity Area 5: Swift Street Courtyard Trash Enclosure
- **S6** - Site Opportunity Area 7: La Barranca Park
- **S7** - Site Opportunity Area 8: San Lorenzo River Bridge

LIST OF CORRIDORS:

- **C1** - Corridor 1: The Old Wrigley Corridor
- **C2** - Corridor 2: The Industrial Corridor
- **C3** - Corridor 3: The Circles Neighborhood Corridor
- **C4** - Corridor 4: The Neary Lagoon Corridor Part 1
- **C5** - Corridor 5: The Neary Lagoon Corridor Part 2
- **C6** - Corridor 6: The Neary Lagoon Corridor Part 3
- **C7** - Corridor 7: The Urban Wharf and Boardwalk
- **C8** - Corridor 8: The Murray Street Industry Corridor
- **C9** - Corridor 9: The Murray Street Bridge Corridor

OPPORTUNITY AREAS FROM WEST TO EAST:

- **G1** - Gateway 1: Santa Cruz City Limits West
- **S1** - Site Opportunity Area 1: Shaffer Road
- **S2** - Site Opportunity Area 2: Antonelli Pond
- **C1** - Corridor 1: The Old Wrigley Buidling
- **C2** - Corridor 2: Industrial Way
- **S3.1** - Site Opportunity Area 3.1: Swift Street
- **S3.2** - Site Opportunity Area 3.2: Fair Avenue
- **S4** - Site Opportunity Area 4: Swift Street Courtyard Landscape
- **S5** - Site Opportunity Area 5: Swift Street Courtyard Trash Enclosure
- **G2** - Gateway 2: Circles Neighborhood Part 1
- **C3** - Corridor 3: Circles Neighborhood
- **G3** - Gateway 3: Circles Neighborhood Part 2
- **S6** - Site Opportunity Area 7: La Barranca Park
- **C4** - Corridor 4: Neary Lagoon Part 1
- **C5** - Corridor 5: Neary Lagoon Part 2
- **C6** - Corridor 6: Neary Lagoon Part 3
- **G4** - Gateway 4: The Trestle
- **C7** - Corridor 7: The Urban Wharf and Boardwalk
- **S7** - Site Opportunity 8: The San Lorenzo Bridge
- **C8** - Corridor 8: Murray Street Industry
- **C9** - Corridor 9: Murray Street Bridge
- **G5** - Gateway 5: Santa Cruz City Limits



G1 GATEWAY 1: SANTA CRUZ CITY LIMITS WEST

Gateway 1 is located right at the west side City Limits boundary. It will be the first thing trail users experience before entering the City, and the last thing they see as they leave. The setting is rural and adjacent to farm fields.

The plan view and photo to the right illustrates an approximate location for where the future rail trail may be constructed, with the approximate location for where the gateway art piece might go.

OPPORTUNITIES & CHALLENGES:

- This is a free standing, more natural location along the trail
- Near a UC Reserve site which leads to an interest in preservation & natural landscape.
- Long site lines
- Remote location with an infrequent audience and not much activity
- This is a border site between City and County

IDEAS FROM PUBLIC OUTREACH:

- Arch with motto and reference to 1920's arch on Ocean Street
- Bees and honey
- Art made from farm equipment and tools
- Steel flower sculpture
- Flower vases built into wall for people to leave flowers
- CA red-legged frog habitat and preserve
- Bike tune-up area

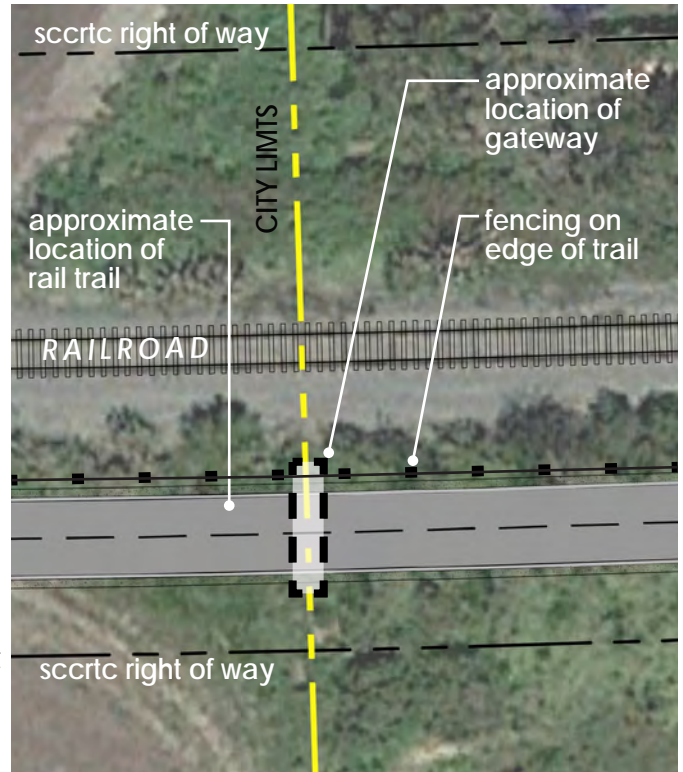


Figure 3.6 - Gateway 1 plan view

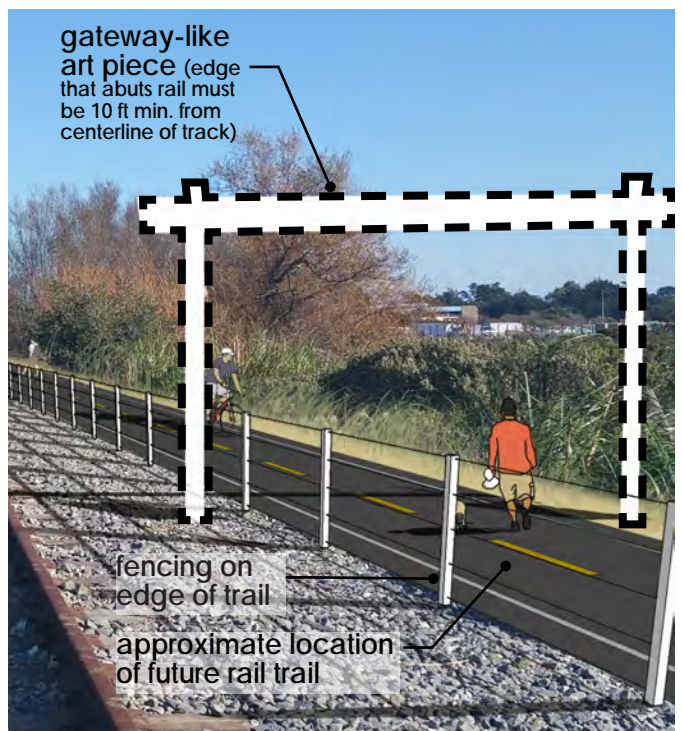


Figure 3.7 - Gateway 1 photo simulation

None of the photos or illustrations in this document are intended as suggestions for actual works of art. They are only suggestive of the nature, topic or character of the art experience.

S1 SITE OPPORTUNITY AREA 1: SHAFFER ROAD

Site Opportunity 1 is located at Shaffer Road. The setting has a natural character with open space and the former Homeless Garden Project to the south and high density housing and apartments to the north. After site visits and meetings with the Advisory Committee, it was evident that this is a high-use area that currently serves as a natural trail-head for bikers and runners to meet, and begin their journey. It also serves as a point of connection to Delaware, West cliff Dr. or Natural Bridges.

OPPORTUNITIES & CHALLENGES:

- Currently used as an informal crossing site and access point to the neighborhood.
- This site is a direct connection to Natural Bridges Seymore Center.
- This has been identified in the CIP for a future crossing, although no date or funding have been identified
- Active site because of its close proximity to housing (including affordable housing) and commercial sites

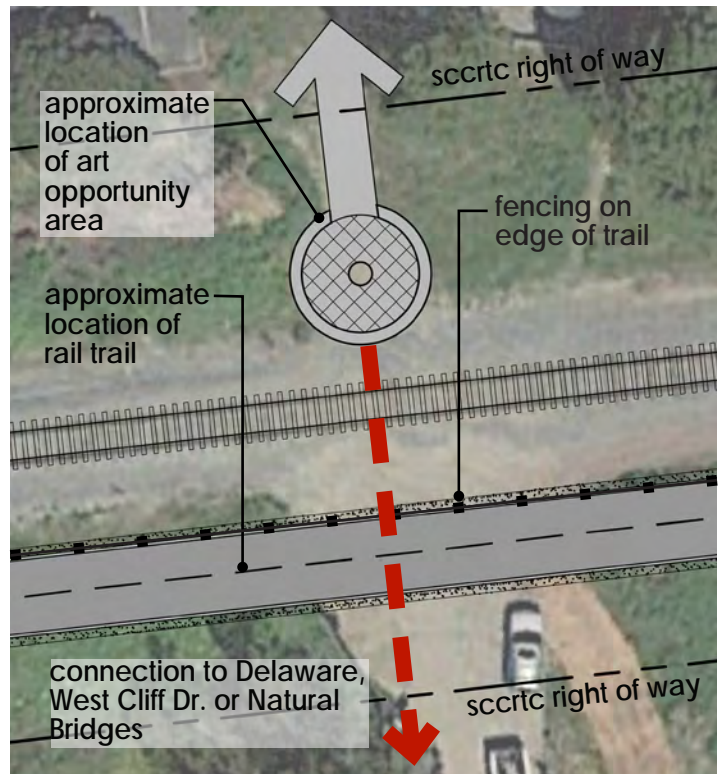


Figure 3.8 - Site Opportunity 1 plan view

IDEAS FROM PUBLIC OUTREACH:

- Flower kiosk sales
- Labyrinth
- Bike pump and tune-up station

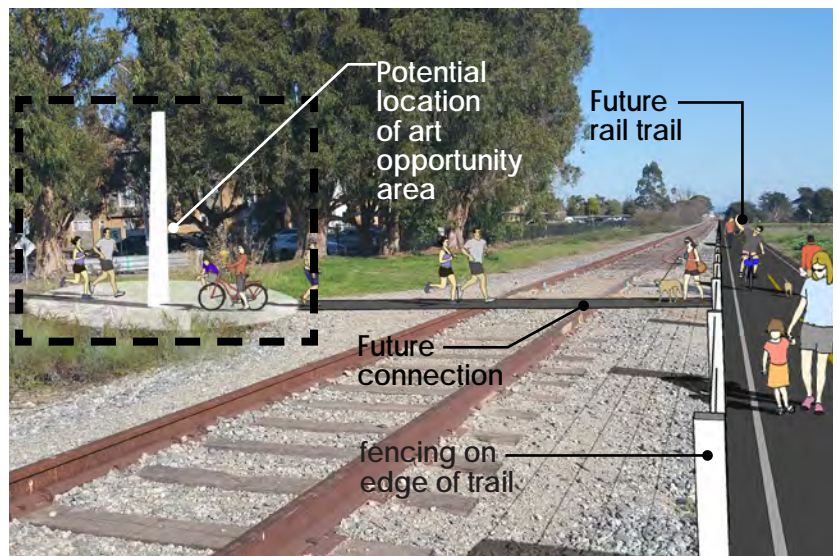


Figure 3.9- Site Opportunity 1 photo simulation

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S2 SITE OPPORTUNITY AREA 2: ANTONELLI POND

Site Opportunity 2, Antonelli Pond, is near a man-made pond that now has ecological and cultural significance. The pond and surrounding riparian habitat are foraging and/or breeding grounds for many species. During our site visits, there was sense of calm and a feeling to stop and listen to the life of the pond, especially the birds.

Currently, there are 2 different ways to cross Antonelli pond. One would require a new bridge. The second way is to follow the existing pond trails to a bridge crossing over the pond, further south. Our team felt that in either option, there should be an artistic element at both sides of the pond crossing (as illustrated in the plan view to the right).

OPPORTUNITIES & CHALLENGES:

- Bridge railroad crossing is in disrepair, and is technically not to be used. However, people do use this bridge every day as an informal crossing
- Beautiful views out to Antonelli Pond.
- Pond changes seasonally in terms of water flow.
- Bird sounds and surrounding habitat can be heard
- Opportunity for sounds, listening, contemplation and pausing
- Informal paths connect to Antonelli pond trail as shown in the plan view to the top right.
- Many dog walkers, joggers, etc.
- Adjacent to UCSC lab site, tennis courts and Toadal Fitness Gym

IDEAS FROM PUBLIC OUTREACH:

- Art connecting to the artificial water of the pond
- Bird watching info
- Notes about entering a watershed
- Sculptural bird art benches (no memorial benches)
- Artistic bike racks
- Something that says "listen here"
- Human-scale, kid-level art
- Benches and creative shade/rain canopies

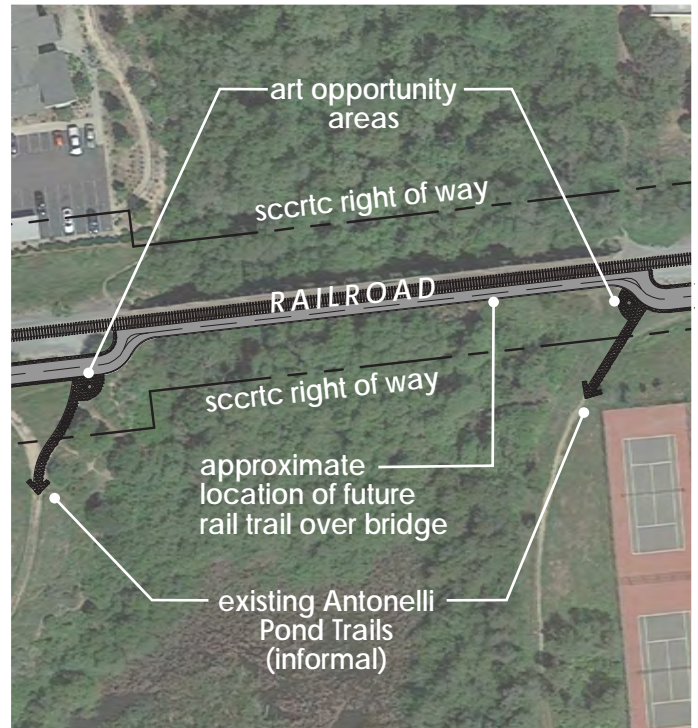


Figure 3.10- Site Opportunity Area 2 plan view

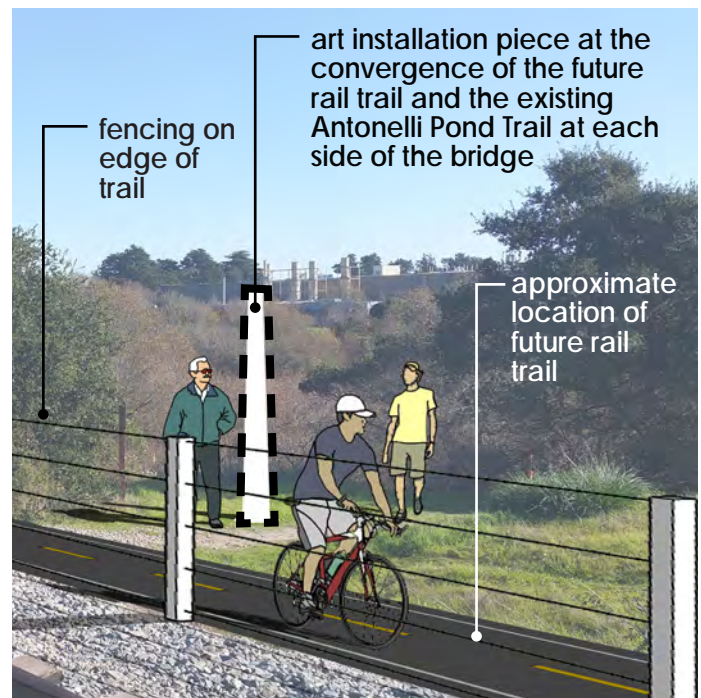


Figure 3.11- Site Opportunity area 2 photo simulation



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C1 CORRIDOR 1: THE OLD WRIGLEY BUILDING

Corridor 1 includes the former Wrigley Gum factory which is now one of the city’s largest commercial spaces. Currently, the old factory has become an incubator for startups and studios for artists and other creative businesses.

The plan view to the right shows the extents of this large building, which is the proposed canvas for art in this corridor. The photo to the bottom right illustrates the trail user experience of the building.

OPPORTUNITIES & CHALLENGES:

- Connect with the historic use of the building and its former products (gum, tea)
- The building itself is a very large canvas, however, there is a fence that will prevent people from getting close. Art should be created to view from a distance.
- This site has long sight lines, therefore, large scale art should be considered for this corridor.
- The art should engage with the current business and activity going on in the building today.
- There is no lighting on the trail except at roadway crossings and phase 2.

IDEAS FROM PUBLIC OUTREACH:

- The historic smells of the area
- Lipton soup as well as Lipton tea
- Installations that speak to the journey from industry to art and entrepreneurship
- Giant Lipton tea bags
- Temporary murals or rotating murals
- Flags
- Wind sculptures
- “Lift the veil” for what is going on in the buildings you are passing

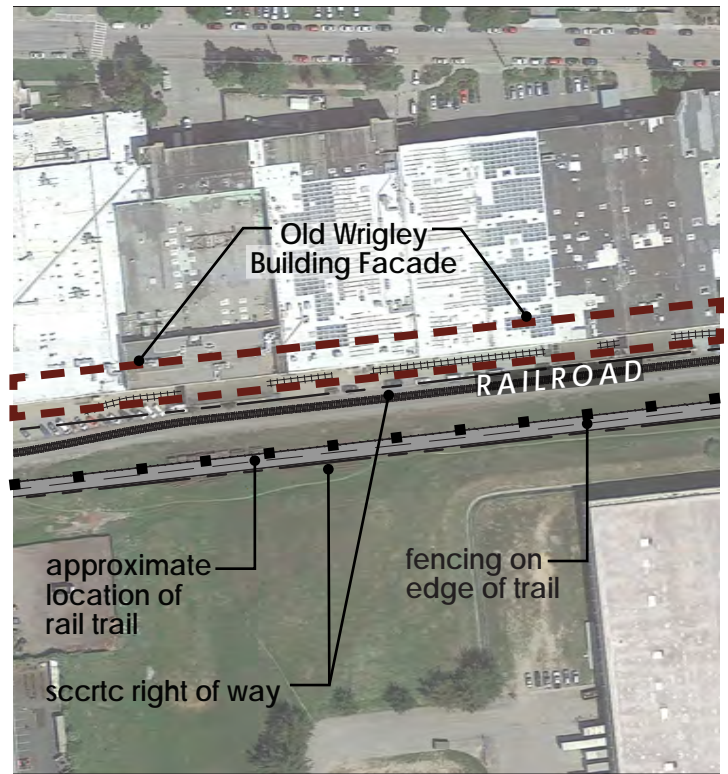


Figure 3.12 Corridor 1 plan view

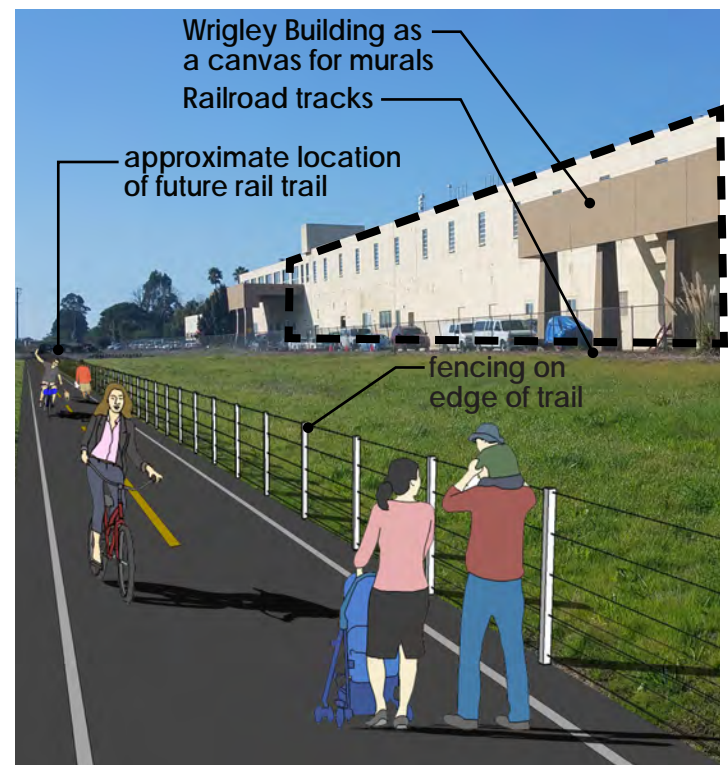


Figure 3.13 Corridor 1 photo simulation

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C2 CORRIDOR 2: INDUSTRIAL WAY

Corridor 2 is in a very industrial zone, similar to the setting of the previous corridor 1. There are industrial buildings to the north with agricultural activity. To the south of the site are few industrial buildings, but mostly open grasslands with a small drainage channel.

There were multiple ideas for this corridor, but a popular, re-occurring theme was centered around art in the pavement that had to do with measurements, distances, numbers and perhaps speed.

OPPORTUNITIES & CHALLENGES:

- This site has large site lines and is suitable for large scale public artwork.
- There will be a new bridge over the existing arroyo seco as shown in the plan view to the right.
- Industrial building to the north is used for brussel sprouts and other produce.
- Traveling from east to west, this will be the first “open space” feeling area with natural grassland and riparian landscape.
- Potential opportunity for public private partnerships with local businesses.
- Future mixed used has been identified in this area with a planned connection to Rail Trail.

IDEAS FROM PUBLIC OUTREACH:

- Another great site for more murals (train theme)
- Use old railroad materials for archways
- Engage with the nearby habitat for humanity and solar company
- Giant Brussels sprout
- Fitness stations that are art
- Controlled graffiti
- Tall and BIG art
- Gateway sculpture toward Delaware development
- Coastal prairie restoration and Native planting
- Animal statues

None of the photos or illustrations in this document are intended as suggestions for actual works of art. They are only suggestive of the nature, topic or character of the art experience.

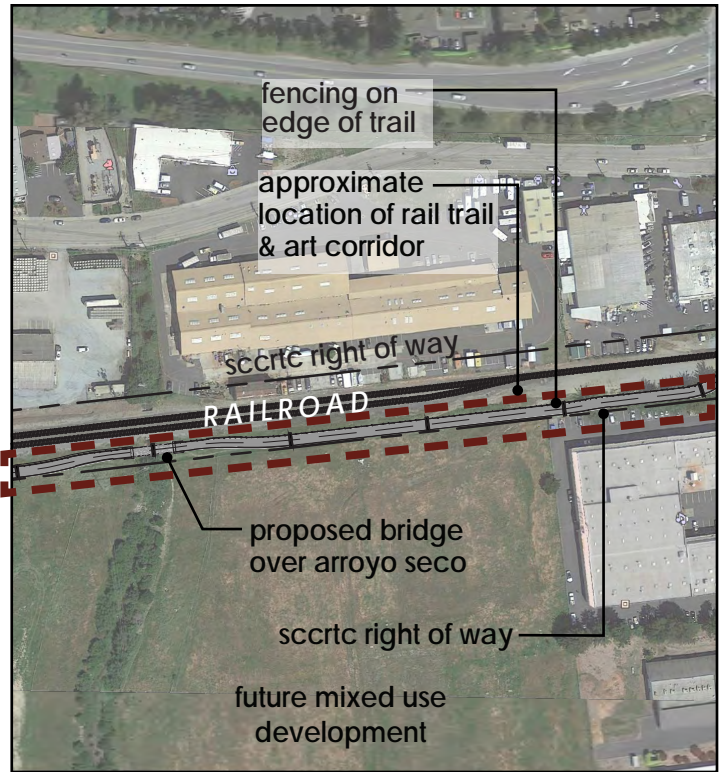


Figure 3.14 Corridor 2 plan view

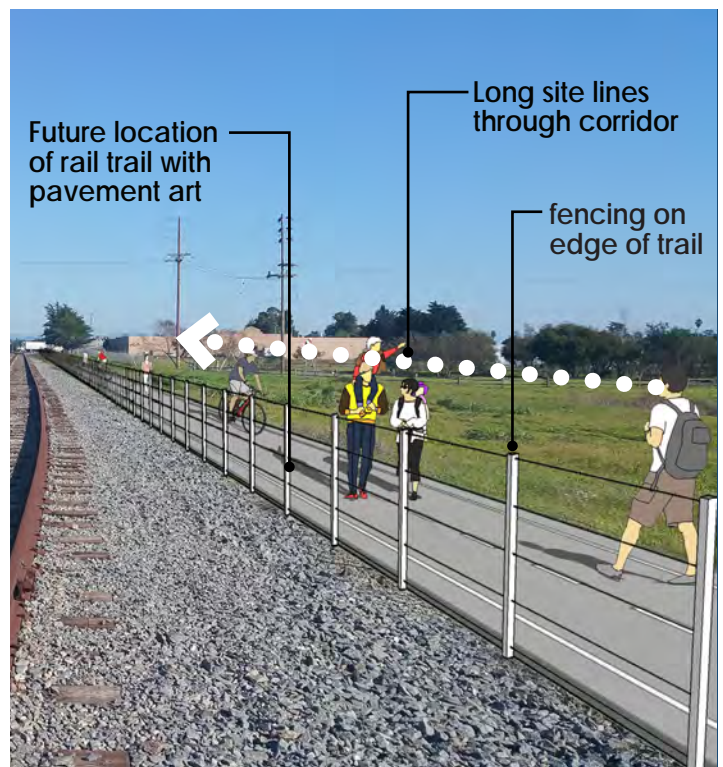


Figure 3.15 Corridor 2 photo simulation

S3.1/S3.2 SITE OPPORTUNITY AREAS 3.1: SWIFT STREET AND 3.2: FAIR AVENUE

These site opportunity areas occur at at-grade crossings in the rail trail. This is a “fast-track art project” which is an art opportunity area that will be incorporated into the construction of the rail trail in 2018.

As illustrated in the plan view to the right, glow-in-the-dark seeded material could be placed where new concrete is to be poured (see star path photos in the appendix), and the trail leading up to the crossing could have poetry written in the paving (see photos in the appendix). Added elements will need to be reviewed by Public Works and RTC.

A poetry contest was held in 2017. 32 poems were selected in English and Spanish with one poem that references Aswana.



Figure 3.16 Site opportunity area 3.1 plan view



Figure 3.17 Site opportunity area 3.1 plan view

OPPORTUNITIES & CHALLENGES:

- The poetry and decorative concrete should not be distracting for car traffic.
- These intersections are busy with vehicular traffic
- This is a juncture that requires safe crossings, therefore, art should be interesting, but not distracting.

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S4 SITE OPPORTUNITY AREA 4: SWIFT STREET COURTYARD LANDSCAPE

This Opportunity Area is located near the parking lot at the back of the Swift Street Courtyard which houses a group of restaurants, shopping, wineries, coffee, breweries, etc. The plan view to the right outlines a sizable, open landscape area that is a planned mitigation area for replacement tree planting, but it is also available for art. This area may be an issue for County Environmental Health.

OPPORTUNITIES & CHALLENGES:

- Local businesses have concerns over losing their informal parking lot
- This is one of the larger spaces for art
- Major gathering point – this is the first food and commercial site when arriving from the west and the last stop for food and commercial when coming from the East.
- This art opportunity area could potentially add to or change the adjacent existing business area. Therefore, there should be some coordination with the business owners.
- Convening place for workers and shoppers
- Opportunity for seating, landscaping
- There is an existing mural near by
- Habitat for Humanity re-store is nearby
- Lots of local businesses including: surf shops, yarn, lighting, food, winery, brewers. There is an opportunity here for potential sponsorship by the local shop owners or incorporation of themes

IDEAS FROM PUBLIC OUTREACH:

- Provide projection screen for movies
- Guerrilla drive-in 1920's art deco movies screen
- Rail trail signs
- More murals
- Pedestrian linkages into parking lot, to Swift Street Courtyard
- Seating and tables to eat or picnic
- Shade areas
- Bike tune-up station and bike rack art

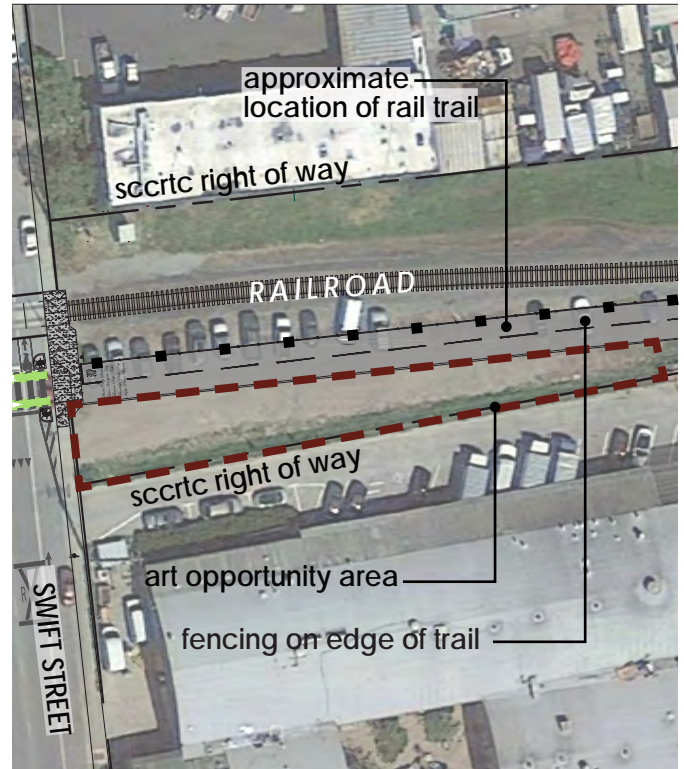


Figure 3.18 Site Opportunity 4 plan view

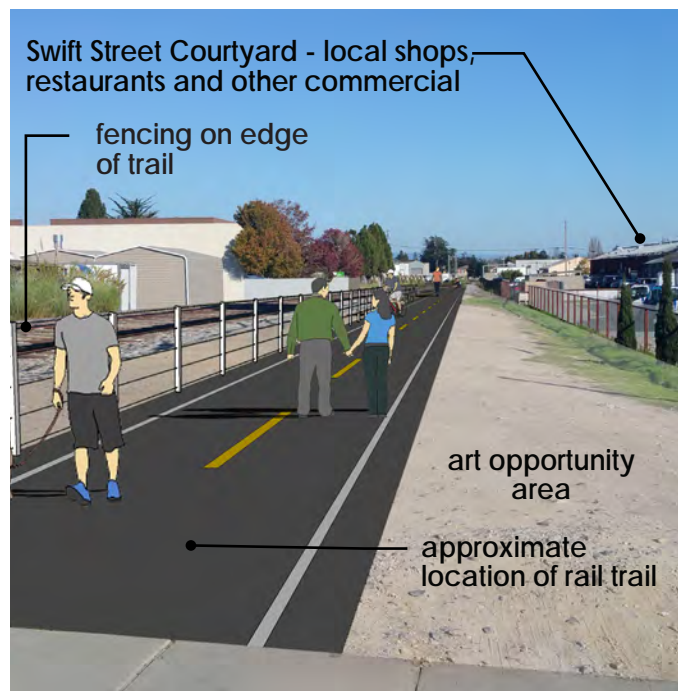


Figure 3.19 Photo simulation of Site Opportunity area 4

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PAUSING POINT
see page 18

S5 SITE OPPORTUNITY AREA 5: SWIFT STREET COURTYARD TRASH ENCLOSURE

As part of the new Rail Trail construction in 2018, a large trash enclosure will be relocated and re-constructed (see approximate location for trash enclosure to the right).

As shown in the photo simulation bottom right, not only are the walls a great canvas to cover with art, but the structure itself could have some artistic architectural ornamentation. Perhaps a colorful trellis or roof. The design will have to be approved with the local authority to ensure there is no obstruction for the sanitation services that the enclosure provides. It will also need to be approved by the business and property owners.

The final size and location of the trash enclosure will be determined as construction drawings for the rail trail are completed.

This is a “fast-track art project” which is an art opportunity area that can be incorporated into the construction of the rail trail in 2018 through the mural matching program or in partnership and collaboration with New Leaf.

OPPORTUNITIES & CHALLENGES:

- Final approval of this space becoming art is pending approval of business and property owners
- The trash enclosure must maintain functionality as an enclosure for waste and recycling
- Could be an architectural opportunity
- Potential themes could be of reuse/waste
- The existing structure has been vandalized with graffiti in the past. Future artwork may be able to mitigate graffiti problems, as artwork is generally not vandalized.
- Possible mural highlighting local food history in consultation with local historians, the Santa Cruz heritage food projects and the Amah Mutsun Tribal Band

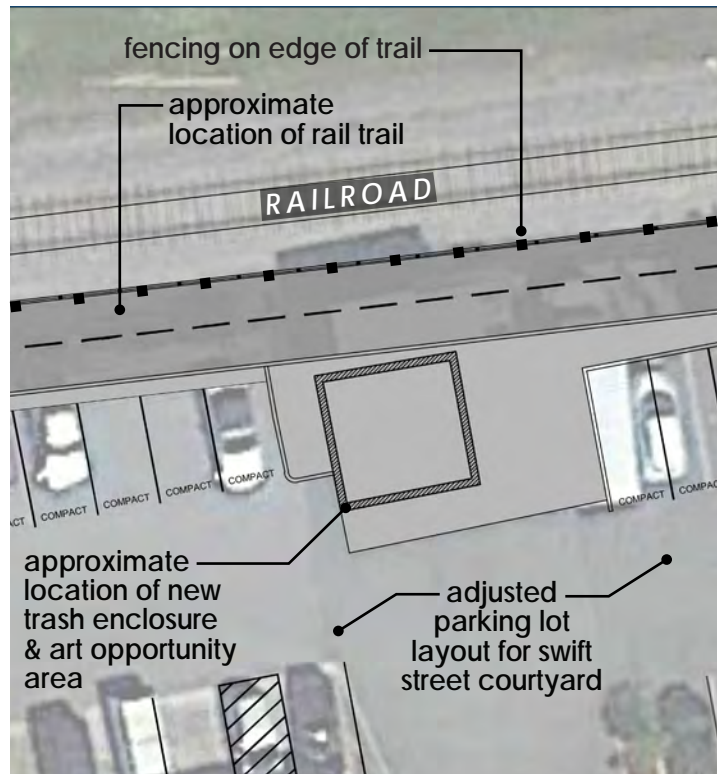


Figure 3.20 Site Opportunity area 5 plan view



Figure 3.21 Photo simulation of trash enclosure

None of the photos or illustrations in this document are intended as suggestions for actual works of art. They are only suggestive of the nature, topic or character of the art experience.



G2 GATEWAY 2: CIRCLES NEIGHBORHOOD PART 1

This gateway space is your first encounter of the Circles neighborhood in Santa Cruz if you are traveling from east to west, and your last encounter of the neighborhood as you travel west to east. The Circles neighborhood has its origins as far back as the 1890's, and is a neighborhood with homes and streets aligned in a circular fashion, with its center being a church.

OPPORTUNITIES & CHALLENGES

- Entrance to residential neighborhood
- Odd angles at crossings
- Opportunity for land art, landscaping, benches and a "reclamation of public space"
- Potential toxic soils and soil remediation must be considered prior to public use
- Nearest park is Garfield park. This space could be considered as a small pocket park for the neighborhood
- Potential space for artistic workout equipment

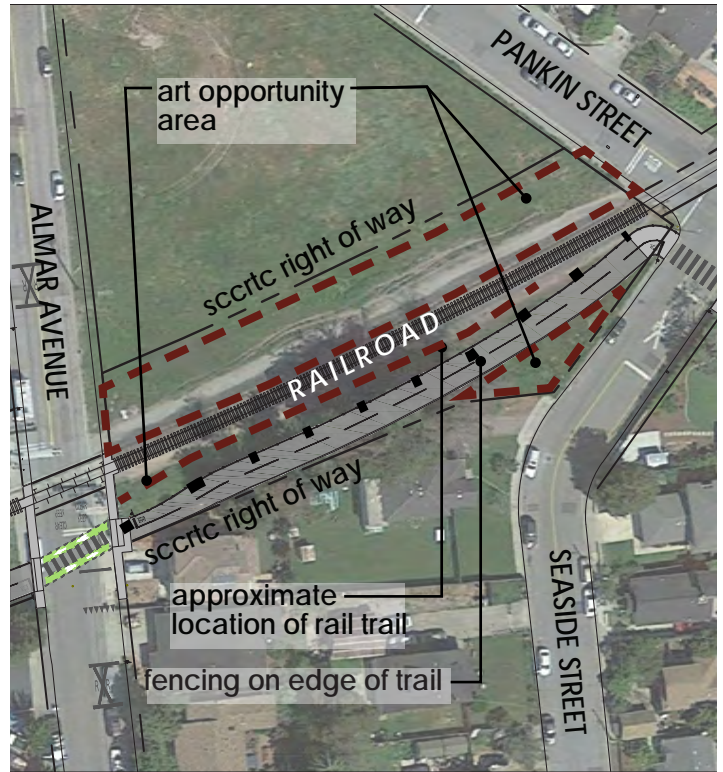


Figure 3.22 Gateway 2 Opportunity Area plan view

IDEAS FROM PUBLIC OUTREACH:

- When this art opportunity area becomes an active project, additional public outreach will be conducted to involve the Circles neighborhood.

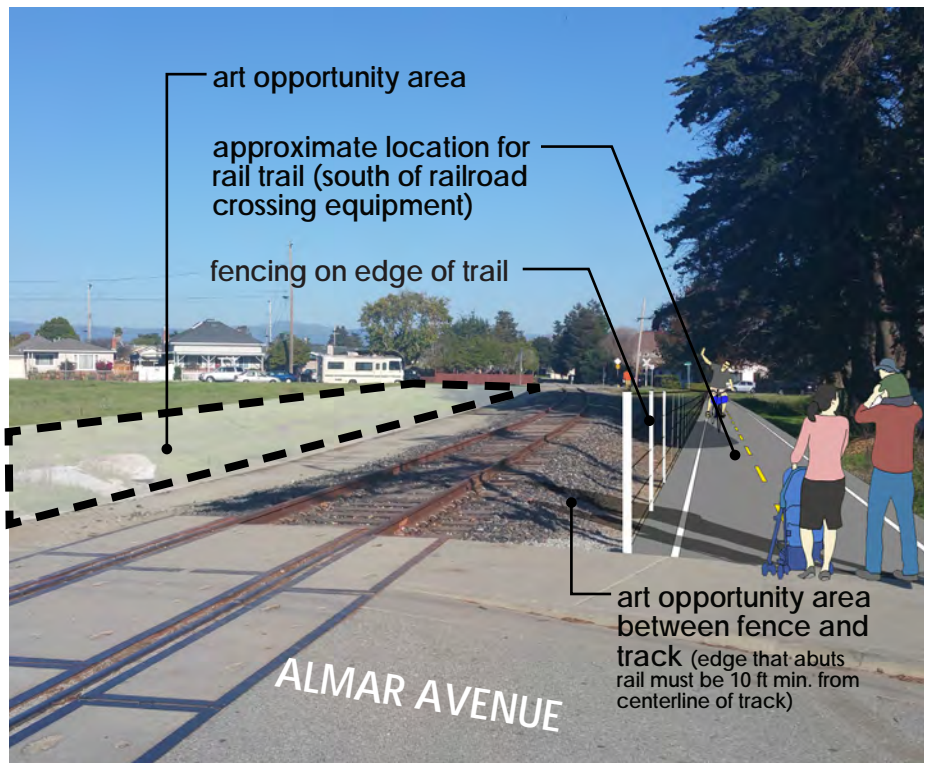


Figure 3.23 Photo simulation of Gateway 2 Opportunity Area

PAUSING POINT
see page 18

None of the photos or illustrations in this document are intended as suggestions for actual works of art. They are only suggestive of the nature, topic or character of the art experience.

C3 CORRIDOR 3 : CIRCLES NEIGHBORHOOD

This corridor space is the trail users experience of the funky geometry of the Circles neighborhood. This is a tight space, so other art opportunity areas through this corridor will be limited to the adjacent fencing that runs parallel to the Rail Trail, small pockets of space here and there located within the public right of way, and the Rail Trail pavement itself could be seen as the canvas for art.

OPPORTUNITIES & CHALLENGES

- Right of way will cause multiple tree removals including heritage trees that can be reused for art.
- Art should involve the Circle's neighborhood input – stories and ideas.
- There are noise concerns in residential area.
- Along the corridor, there might be some opportunities for tiny pockets of public right away that could be used as gardens, play spaces, etc.
- This area should be designed with the residential nature in mind and seen as an "extended backyard." The aesthetic nature should be more home-like than a public thoroughfare
- Neighbors are generally excited about the rail trail

IDEAS FROM PUBLIC OUTREACH:

- When this art opportunity area becomes an active project, additional public outreach will be conducted to involve the Circles neighborhood.



Figure 3.24 Corridor 3 Opportunity Area plan view

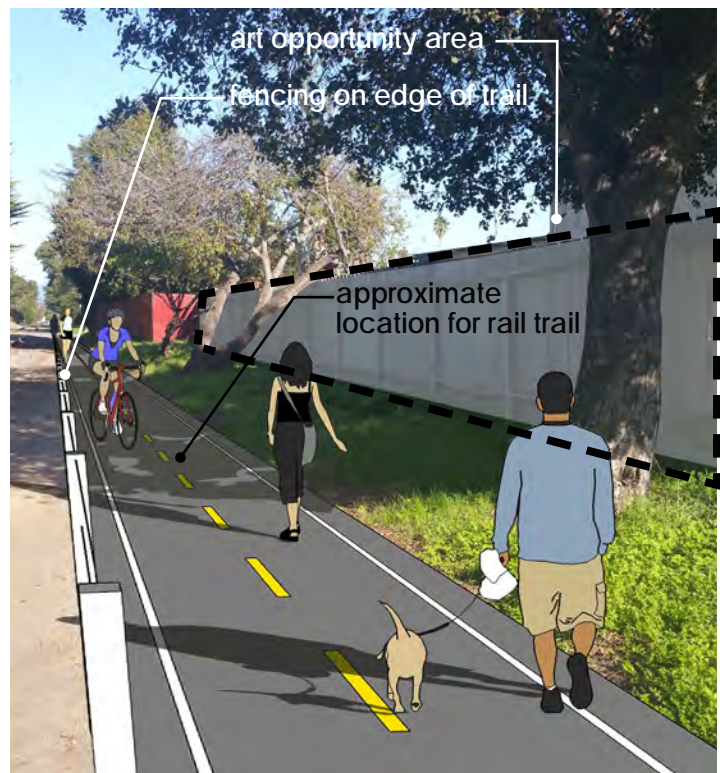


Figure 3.25 Photo simulation of Corridor 3 Opportunity Area

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G3 GATEWAY 3: CIRCLES NEIGHBORHOOD PART 2

This gateway space is your first encounter of the Circles neighborhood in Santa Cruz if you are traveling from west to east, and your last encounter of the neighborhood as you travel east to west. The Circles neighborhood has its origins as far back as the 1890's, and is a neighborhood with homes and streets aligned in a circular fashion, with its center being a church.

This is a "fast-track art project" which is an art opportunity area that will be incorporated into the construction of the rail trail in 2018. Six (6) vehicular rated bollards will be replacing the existing traffic barrier. The concrete bollard surface area will serve as the canvas for the selected artist(s).

OPPORTUNITIES & CHALLENGES

- This is a formal grade crossing.
- Has existing barrier to prevent vehicular access (see photo at bottom right).
- Potential of closure of street to widen opportunity area.
- Construction of this area Includes new asphalt and concrete paving and could be an opportunity for decorative pavement treatment
- This is a very quiet, residential area. The trail is the only traffic that will cross and access this point

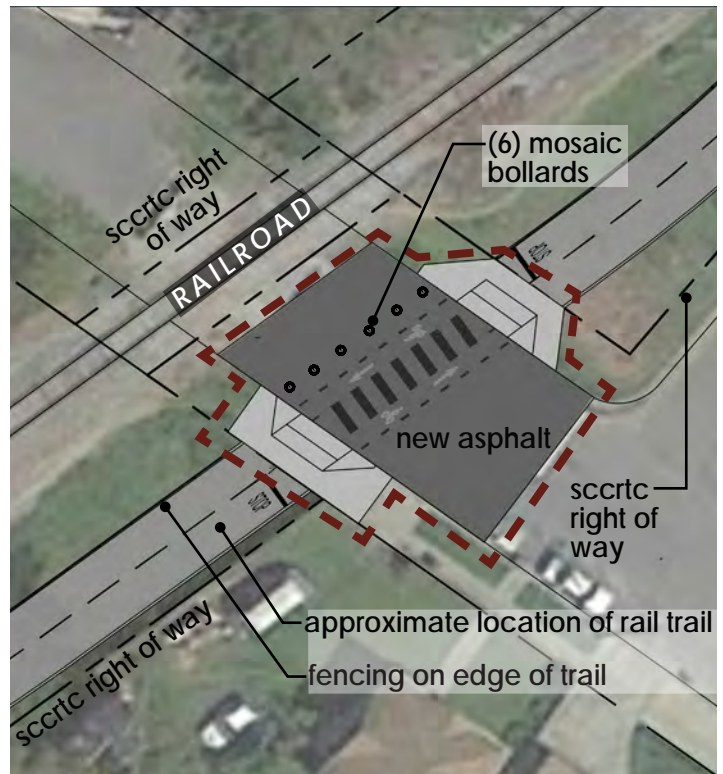


Figure 3.26 Gateway 3 Opportunity Area plan view

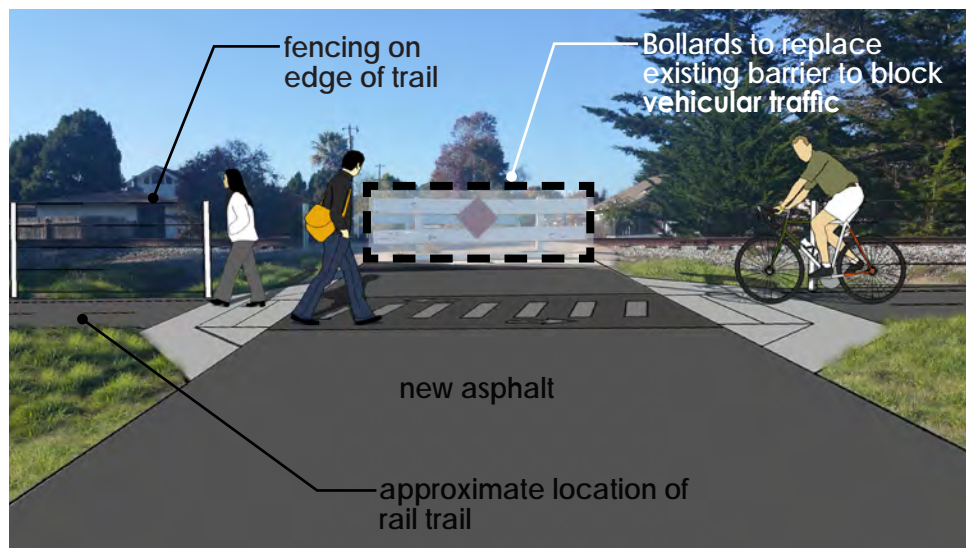


Figure 3.27 Photo simulation of Gateway 3 Opportunity Area

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S6 SITE OPPORTUNITY AREA 6: LA BARRANCA PARK

Site Opportunity 7 is directly across the street from La Barranca Park and in a highly visible, busy street corner.

The plan view to the right outlines the sizable landscape real estate that is available for this area. Precautions for the artist team will need to be taken to not obstruct site distance views for vehicles passing by.

An idea that was repeated throughout the planning process was using the trees that are slated to be removed during the construction of the Rail Trail in 2018 for this art piece. Essentially, it will be made entirely of reclaimed trees (see appendix for reclaimed tree art inspiration images).

OPPORTUNITIES & CHALLENGES

- Highly visible for all modes of transit: cars, bicyclists, walkers, joggers, etc.
- In order to fully experience the future art piece, one must divert slightly from the natural flow of the trail, therefore, it should be designed as a destination piece
- Very sunny and exposed spot
- Highly busy intersection and new construction will require some existing traffic flow changes for better crossing safety.
- The site is adjacent to a wastewater facility and elementary school.
- This intersection is a connection to the Westcliff area.
- Opportunity to connect La Barranca Park to the Circles Neighborhood

IDEAS FROM PUBLIC OUTREACH:

- Community garden
- Landscape art
- Tall, high for visibility
- Earthworks using plants
- Portuguese, African or Italian heritage

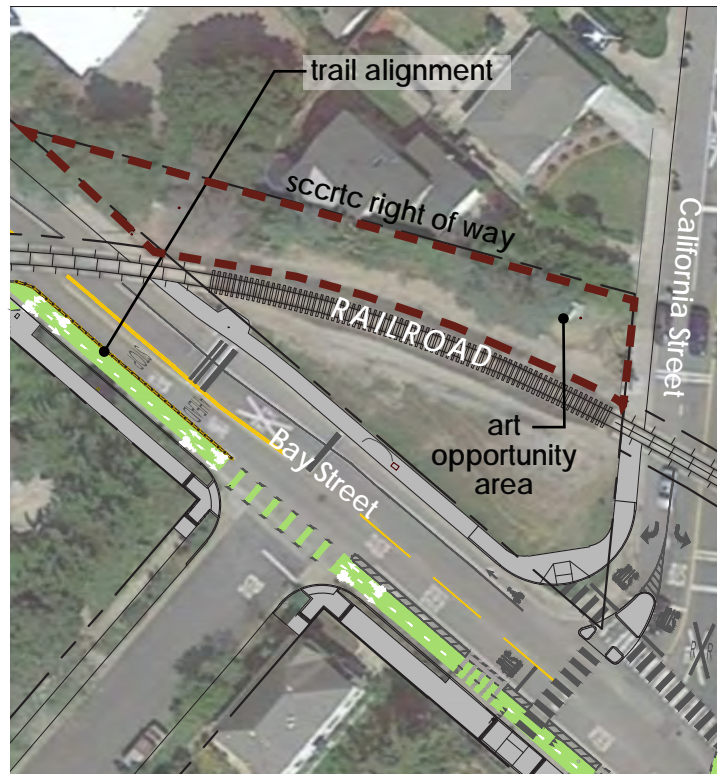


Figure 3.28 Site Opportunity Area 6 plan view

None of the photos or illustrations in this document are intended as suggestions for actual works of art. They are only suggestive of the nature, topic or character of the art experience.



C4 CORRIDORS 4, 5 & 6: NEARY LAGOON

The Neary Lagoon Corridor is in a heavily wooded and vegetated area that is a somewhat isolated thoroughfare for trail users.

In this corridor, a large soldier pile timber lagging retaining wall is to be constructed with the implementation of the Rail Trail (see figure 3.32 for a photo example of a soldier pile timber lagging wall). The average wall height varies, and there are several areas along the planned wall that may be available for art. The wall will be a dark timber lagging surface, therefore, any art applied to the wall will have to take into consideration the materials that make the wall, as well as respect the structural integrity of the wall.

Appropriate locations for the artwork along the wall will be chosen after construction of the trail is complete.

OPPORTUNITIES & CHALLENGES

- Potential unsightly view of treatment plant
- Constrained sight-lines for trail users down the trail
- Narrow/isolated corridor
- Good opportunity for bike activated art (potentially audio or visual)
- Cable wire fence on edge of trail as a potential constraint
- Potential environmental constraints

IDEAS FROM PUBLIC OUTREACH:

- Temporary murals
- Sound piece, motion activated
- Local kids' art
- Wall of tiles
- Small hidden pieces of art along the wall
- Human scale or kid-like scale
- Riparian, wetlands, drainage, birds, animals, woodlands, creatures, wildlife
- Natural
- Colorful painted ground plane with directional signage
- Fairies or fairy garden

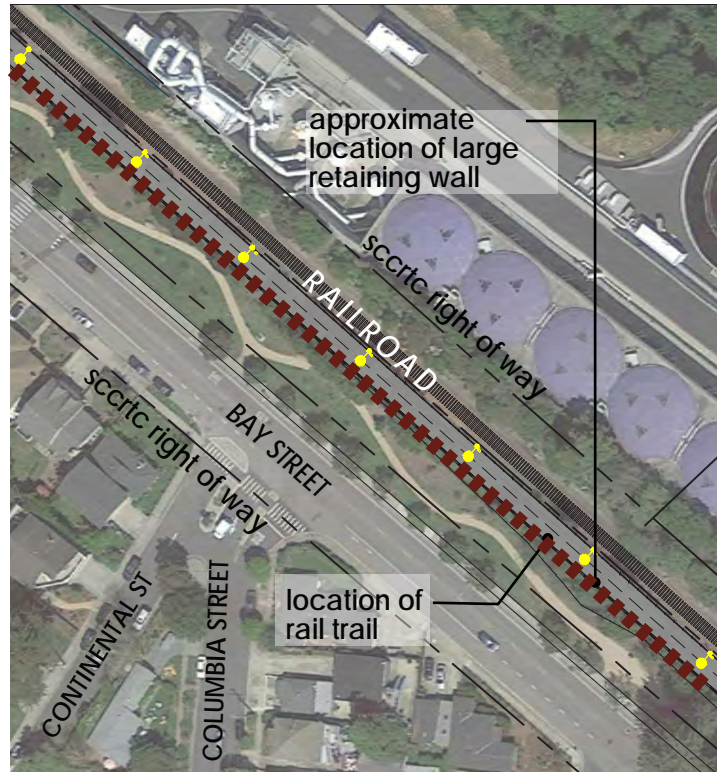


Figure 3.29 Corridor 4 plan view

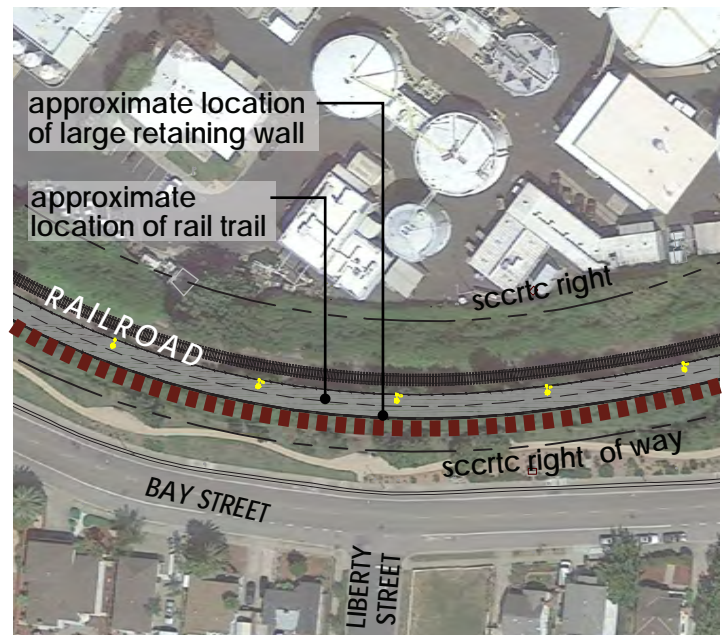


Figure 3.30 Corridor 5 plan view

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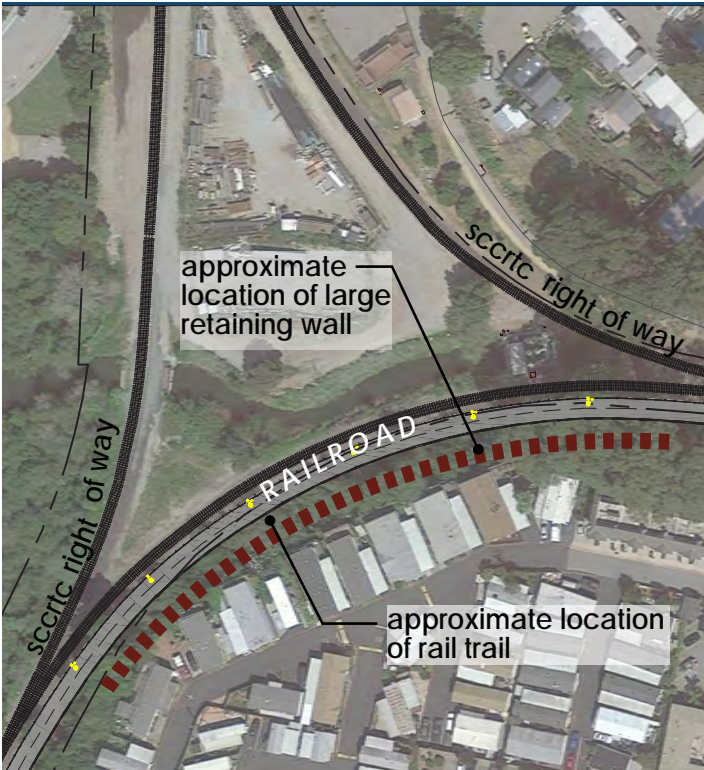


Figure 3.31 Corridor 6 plan view



Figure 3.32 Photo example of a soldier pile timber lagging wall

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G4 GATEWAY 4: THE TRESTLE

Gateway 4, the trestle bridge, crosses over the future Rail Trail and railroad tracks. As shown in the plan view to the right, the rail trail goes directly under the trestle. It is an existing gateway-like structure that can be used as the artists canvas.

The photo simulation on the bottom right illustrates the use of the wood beams and architecture, as a blank canvas to paint on or apply decorative and artistic ornaments.

Any art in this area must respect the historic nature of the Howe Truss and will have to respect the structural integrity.

OPPORTUNITIES & CHALLENGES

- Next to the Monterey Bay National Marine Sanctuary Exploration Center (MBNMS)
- Nearby existing art installations of marine life
- Runs along monarch trail
- Protection of marine environment and the coast are potential themes

IDEAS FROM PUBLIC OUTREACH:

- Motion sensor butterflies
- Motion sensors as you go under the trestle
- Bike powered art that lights up as you pass
- Different types of sound experiences
- Ocean waves

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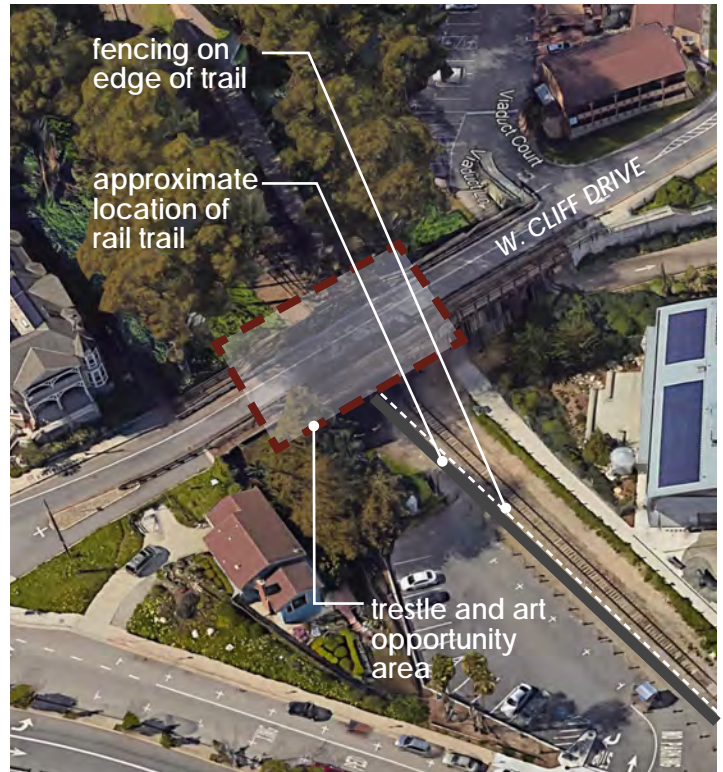


Figure 3.33 Gateway 4 axonometric view



Figure 3.34 Photo simulation of trestle gateway

C7 CORRIDOR 7: THE URBAN WHARF

Corridor 7 is located in the heart of the wharf, in a very active and urban setting.

Because this space is already visually busy, it would not be appropriate to add more art and clutter to the streetscape, but add elements or “bread crumbs” that help trail users know that they are still on the Rail Trail.

The photo simulation to the bottom shows an example of using the existing class IV cycle track and adding a contiguous ribbon of color to unify the corridor or space.

OPPORTUNITIES & CHALLENGES

- Markings or art identifying this pathway as a class IV cycle track and indicate you are still on the trail would be appropriate
- This area is a bit cluttered and congested with branding, street signs, businesses, etc.
- Next to the Beach Flats mural
- Rich history of Latino culture and heritage in this neighborhood
- Sidewalks are congested during the summer season

IDEAS FROM PUBLIC OUTREACH:

- Ribbons in the ground to connect the space
- Integrated way-finding
- Further outreach will be conducted with the neighboring beach residents prior to call for artists

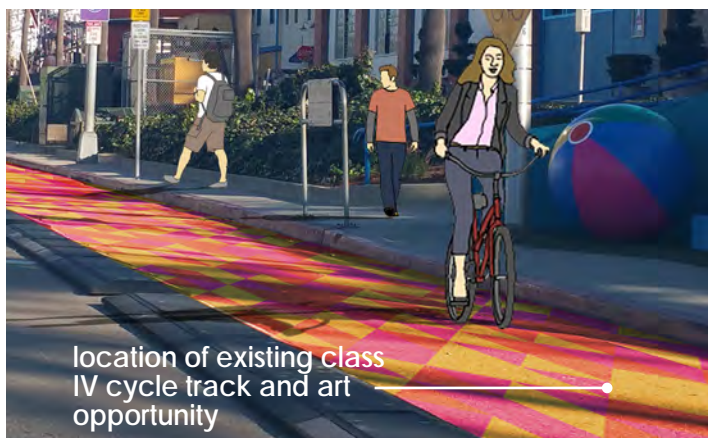


Figure 3.42 Photo simulation of Corridor 7 colorful pavement

None of the photos or illustrations in this document are intended as suggestions for actual works of art. They are only suggestive of the nature, topic or character of the art experience.



Figure 3.35 Corridor 7 plan view, southwest

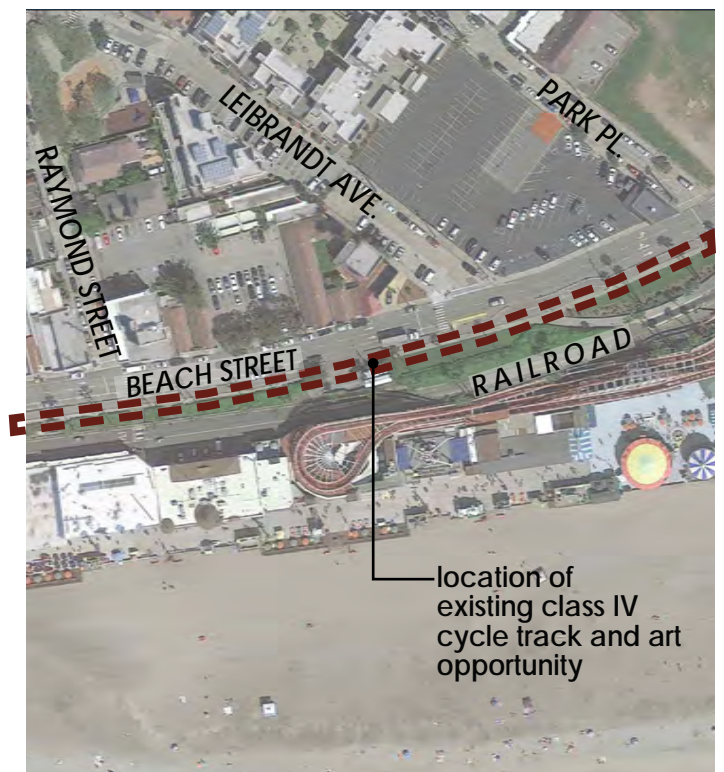


Figure 3.36 Corridor 7 plan view, southeast



S7 SITE OPPORTUNITY 7: THE SAN LORENZO BRIDGE

The railroad trestle bridge over San Lorenzo River is an iconic site for the City of Santa Cruz. It is where the cult-classic movie, *The Lost Boys* was filmed. Currently, it has a very narrow pedestrian crossing over the bridge. Future plans for this bridge are to widen the walkway as shown in the photo simulation below. The future guardrail and fencing will be an ideal opportunity for integrating art into the future expansion.

OPPORTUNITIES & CHALLENGES

- Seasonal changes to the river and boardwalk
- Three Hawaiian princes surfed here
- Famous bridge from *Lost Boys* movie
- Visitors here are both tourists and locals
- Art in this area should encourage people to not walk on the train tracks
- Education about river mouth

IDEAS FROM PUBLIC OUTREACH:

- *Lost Boys* theme
- Kinetic wind sculptures
- Annual cormorant bird nests
- Art about the birds that nest in the area art experience

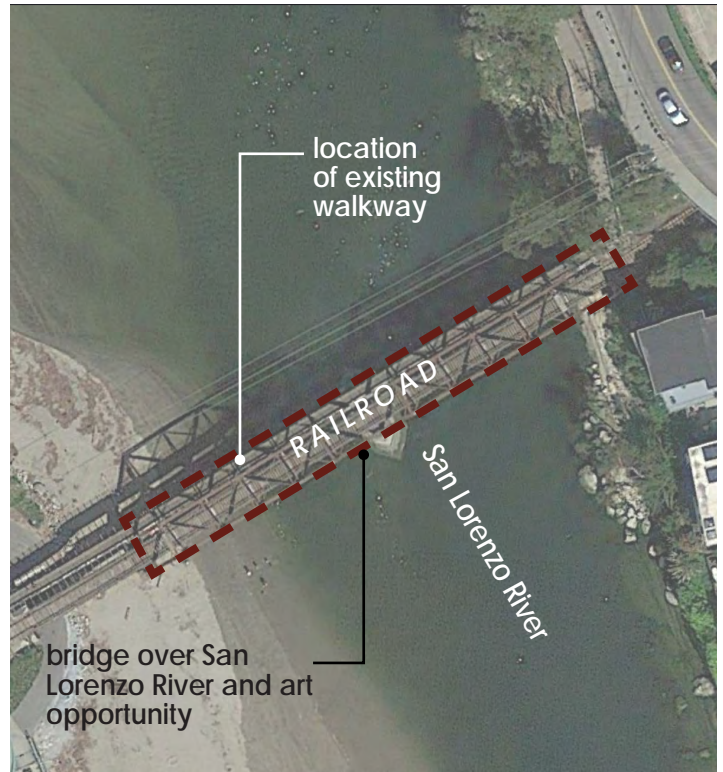


Figure 3.37 Site Opportunity 8 plan view



Figure 3.38 Photo simulation of bridge over San Lorenzo River

None of the photos or illustrations in this document are intended as suggestions for actual works of art. They are only suggestive of the nature, topic or character of the art experience.

C9 CORRIDOR 9: MURRAY STREET INDUSTRY

Corridor 9 runs parallel to Murray Street and sits just below a commercial area that is home to Santa Cruz local industry.

A major idea for this corridor was to build a wall that could exhibit murals, both temporary and permanent, that tell the story of the industry that is happening directly adjacent to the rail trail. The wall could be up to 100 linear feet

The photo simulation below shows the retaining wall concept. The artist(s) selected to create this work will have to get to know the shop owners around this area so that they can weave in the contents of the local business into the rail trail art.

OPPORTUNITIES & CHALLENGES

- Opportunity for public/private partnership
- Rotating murals
- Rotating art
- Reflect athletic culture
- This area is very exposed with little shade
- Art will be visible along Murray Street

IDEAS FROM PUBLIC OUTREACH:

- Seating areas
- Sign markers
- Rotating or temporary murals

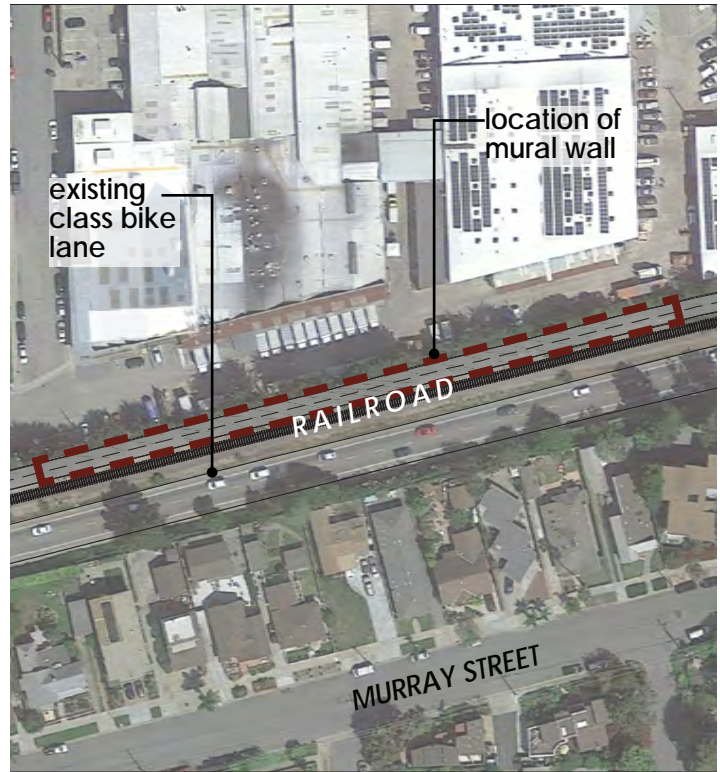


Figure 3.39 Corridor 9 plan view



Figure 3.40 Photo simulation of the Corridor 9 mural wall concept

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C10 CORRIDOR 10: MURRAY STREET BRIDGE

The Murray Street Bridge is a beautiful stage for watching the small water crafts go in and out of the harbor, and during the holidays, this site has an impressive boat light parade.

There is a need for a new bridge in this area. If a new bridge is feasible, the bridge itself would be an excellent opportunity for art, similar to the nearby Arana Gulch project (see photo of project bottom right).

In the planning process, a popular "big idea" for the bridge was to incorporate a viewing platform where folks can watch the boats go in and out. That is why this site is identified as a **PAUSING** point.

OPPORTUNITIES & CHALLENGES

- Cars back up on the Murray Street bridge
- Take advantage of breezy days with wind socks
- Lots of harbor activities with boats and kayaks
- Wildlife present including birds and seals
- Separation from the vehicular traffic will create a sense of ease and safety
- There is a view of the "Enchanted Garden" nearby on private property
- The potential viewing platform shown in figure 3.5 below could be an art opportunity itself
- History of the harbor
- Current uses of the harbor and the various businesses in the harbor could be a partnering potential
- Connection to nearby Frederick St. Park
- Arana Gulch trail (pictured to the right) is near site

IDEAS FROM PUBLIC OUTREACH:

- Seating areas
- Sign markers
- Rotating or temporary murals
- Repeating sailboat sculptures
- Cantilevered areas for picnicking
- Kinetic sculptures along bridge

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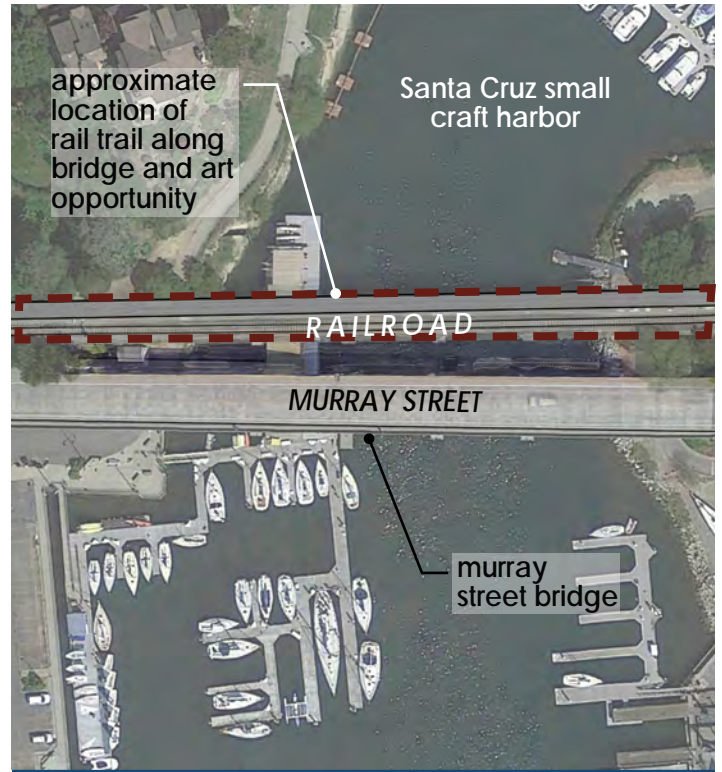


Figure 3.41 Corridor 10 plan view

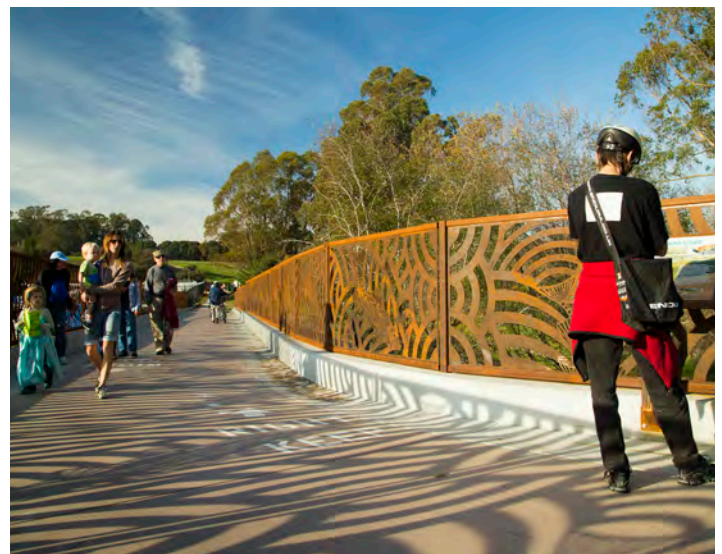


Figure 3.42 Arana Gulch trail nearby



Figure 3.50 Photo simulation of the Corridor 9 bridge concept

G5 GATEWAY 5: SANTA CRUZ CITY LIMITS EAST

Gateway 5 is located right at the City Limits boundary on the east side. It will be the first thing trail users experience before entering the City, and the last thing they see as they leave.

The plan view to the right and photo simulation at the bottom right illustrates an approximate location for where the future rail trail may be constructed, with the approximate location for where the gateway art piece might go.

OPPORTUNITIES & CHALLENGES

- This is a geographic boundary for the Santa Cruz City limits
- Edge of town
- Recycled bike art or archway
- The art piece should be two-sided for travelers going east and west
- Low-hanging and large trees in the area
- Passages theme, transitioning from one place to another
- There is no immediate pedestrian access to the site except for the Rail Trail
- The bridge between the City and Live Oak

IDEAS FROM PUBLIC OUTREACH:

- Natural gateway made of stone
- Cairns or human made piles of stones for trail users to mark one's personal passage through the gateway

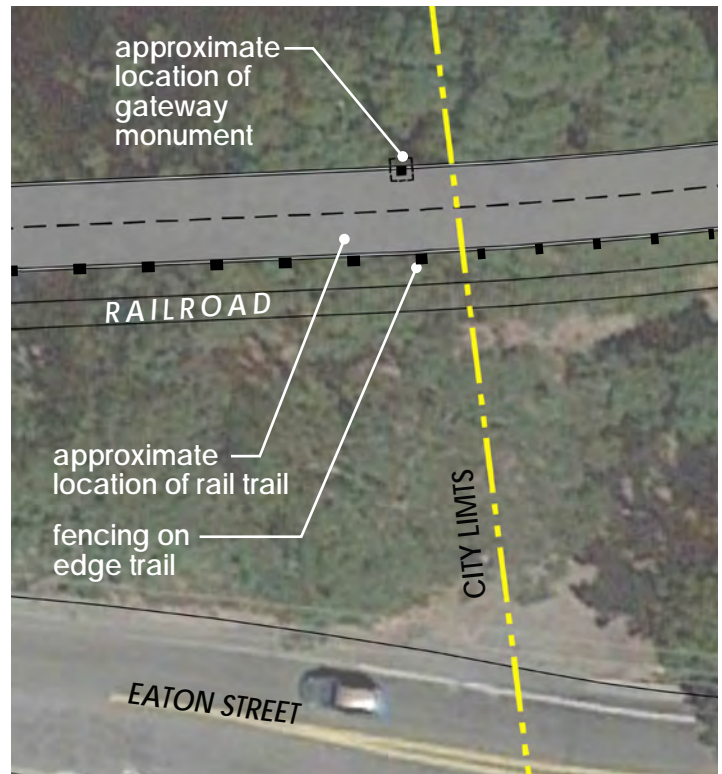


Figure 3.43 Gateway plan view



Figure 3.44 Photo simulation of the Gateway concept

None of the photos or illustrations in this document are intended as suggestions for actual works of art. They are only suggestive of the nature, topic or character of the art experience.

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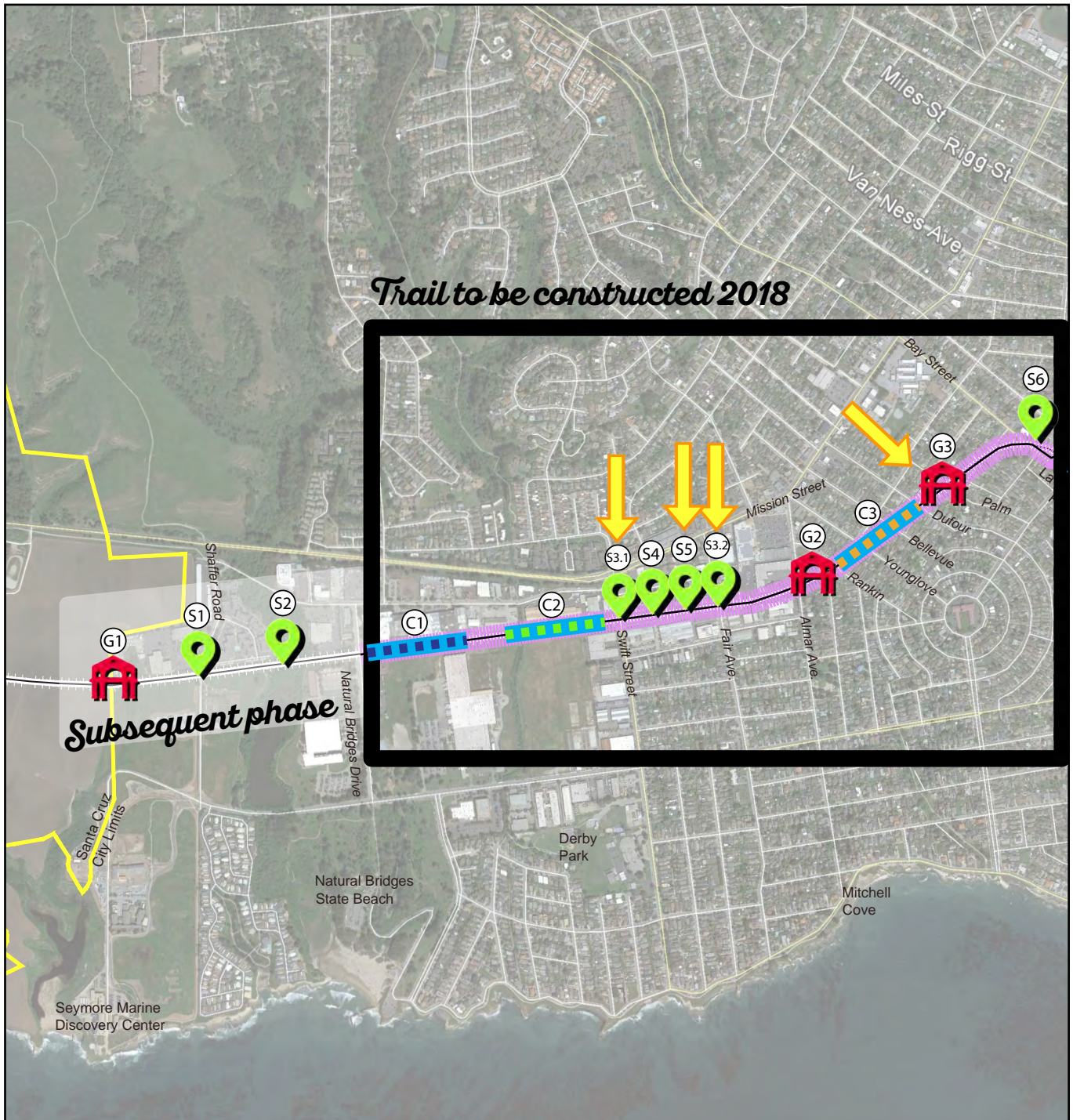
4 • *Next Steps*

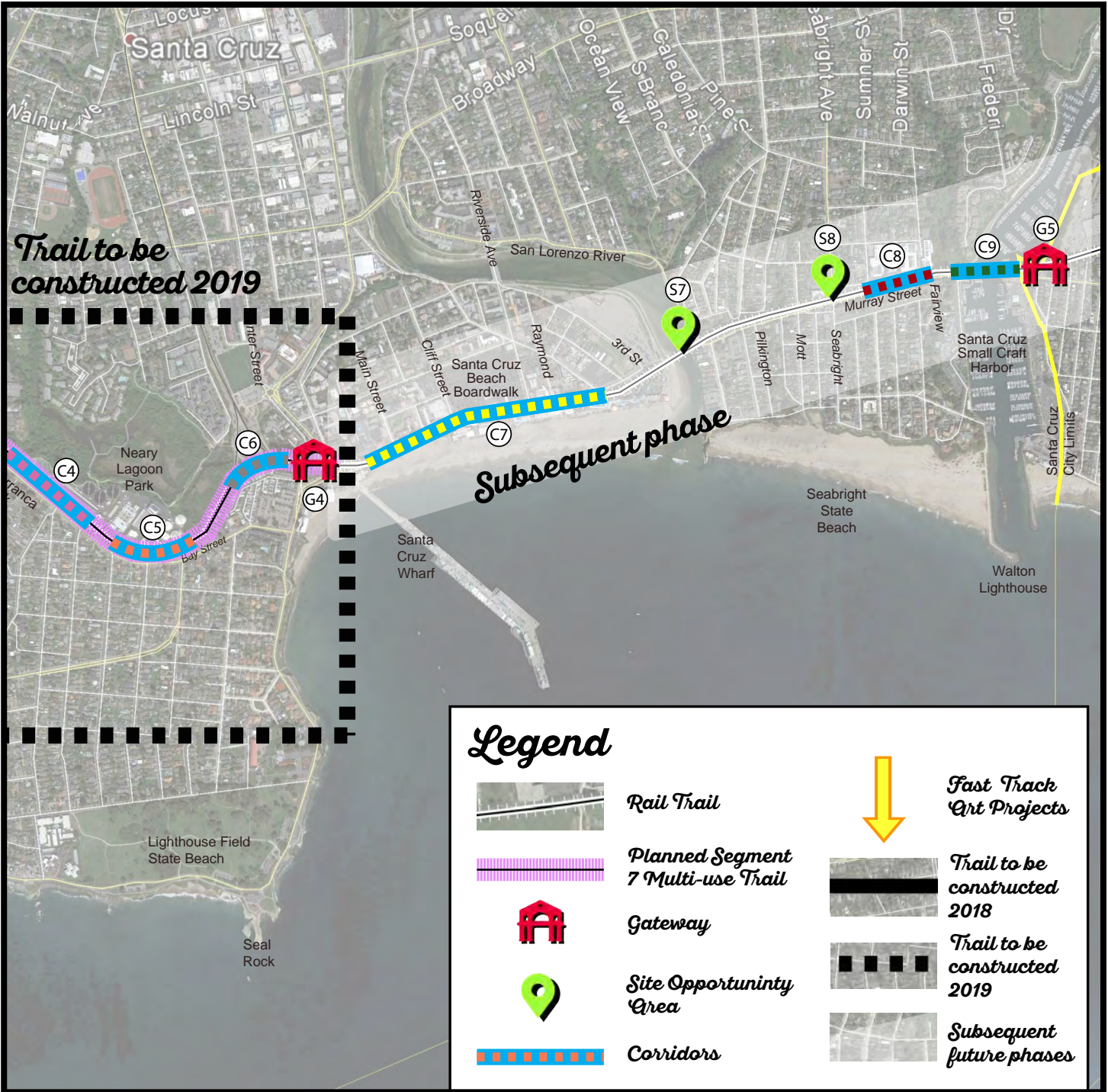
SANTA CRUZ RAIL TRAIL ARTS MASTER PLAN

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4.1 NEXT STEPS

This Santa Cruz Rail Trail Arts Master Plan is a comprehensive document that plans for public art along the entire 3.7 mile corridor that runs through the City of Santa Cruz, next to the existing railroad line. The 3.7 mile Rail Trail corridor is broken up into phases. On the following page is a phasing plan graphic. It outlines the location of the 3.7 mile Rail Trail and identifies how the trail is currently being phased into construction. As construction of the trail progresses, and as funds become available, art along the corridor will be installed over time. Some projects will happen as soon as 2018, while other projects may be more long term.





4.2 RAIL TRAIL PROPOSED PHOTOGRAPHY PROJECT

The commission is proposing to fund an ongoing photography project to be included in the Rail Trail Arts Master Plan.

Photographers would be commissioned (or RFOs would be created) to document the trail throughout its phases of development over the next twenty years or beyond. The assignment for each photographer would be to document the landscape and use of the trail, leaving room for each to interpret the scope of the project to fit their own stylistic and aesthetic choices. Photographers would be encouraged to consider an “expanded view” of the trail beyond the trail’s physical setting, and widen their documentation to cover the politics, planning, neighborhood and environmental impact, or specific stories of trail users, for example. Through time, the resulting body of images would serve to document the changes in landscape, trail, neighborhood, development, social structures, and wider patterns of use on and around the trail in the city of Santa Cruz and beyond.

This project aims to create a large body of work over time that addresses the multitude of narratives that together form the idea of “the trail.” In contrast to most of the artwork on the trail, the resultant series of images will not be site specific, allow it to be exhibited to a larger audience in different fine art and public art contexts. It also serves the practical purpose of providing the Arts Commission, city, and partners with valuable documentation of the trail that can be used for future promotional, research, and fundraising materials.

The initial photographer would be commissioned now to document the trail in its’ current informal (but highly used) state. A second commission would take place during and/or after construction of Phase 1. Further commissions would take place as further construction is approved.



Figure 4.1 Photo of the late 1930’s from the Santa Cruz Beach Boardwalk Archives



Figure 4.2 Photo circa 1941-1946 from the Santa Cruz Beach Boardwalk Archives



Figure 4.2 Present day of the tracks running down Beach Street at the Santa Cruz Boardwalk

4.3 PUBLIC ART BEST PRACTICES STATEMENT

The City of Santa Cruz has a variety of policies that guide the Arts Commission in selecting works of art through direct purchase or simple commission, Requests for Qualifications, or Requests for Proposals.

The project approach should consider the complexity of the project, cost, visibility and impact. The higher the complexity, cost, visibility and impact the more likely an RFQ or RFP is appropriate. A simple commission or direct purchase may be more appropriate for projects that are lower in complexity, cost, visibility and/or visibility. A call for design services may vary in complexity and fall into any one of the following categories based on the complexity of the final product or project.

A Request for Qualifications (RFQ) determines an artist's experience in working on projects similar to the project being commission. The artist is asked to submit a portfolio of work, a resume or bio, a letter of interest and other documentation that helps the review panel understand their experience and aesthetic approach. An RFQ does not typically require preliminary sketches or plans but the artist may be asked to summarize their initial ideas and how they would approach the project. Once the artist is selected, based on their past work and experience, the artist is then asked to develop a certain number of proposals that the panel can choose from.

A Request for Proposals (RFP) requires the artist to submit some form of a proposal with preliminary ideas, sketches, a budget, and maintenance considerations. Finalists may be interviewed and/or be asked to provide additional and more detailed information such as maquettes, working models, three-dimensional images and other specifications. Some compensation is typically provided to finalists who are selected to develop more detailed proposals. RFP's traditionally receive fewer responses than RFQ's because of the time and work involved upfront by the artist. However, an RFP provides a selection panel more concrete information to respond to and is less risky for the organization. Finalists proposals will also need to be reviewed by various approval agencies including, but not limited to; the Arts Commission, key stakeholders, RTC, Rail Operator, CPUC, FRA, etc.

Both RFQs and RFPs outline details such as the project location, goals, budget, scope, theme, time line, and other specifics relevant to the project such as historical and neighborhood context etc.

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Appendix

Inspiration for art along the trail

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5.1 GET INSPIRED BY ART!

The following pages of selected imagery represents art that appeals to the Arts Advisory Committee, and represents the type of imaginative art installations we hope to have on the Santa Cruz Rail Trail.

None of the photos or illustrations in this document are intended as suggestions for actual works of art. They are only suggestive of the nature, topic or character of the art experience for the Santa Cruz Rail Trail Arts Master Plan.



Allogamy by Hilary Pfeifer



Flow by Kula Design



One Tree Trestle by Lee Imomen



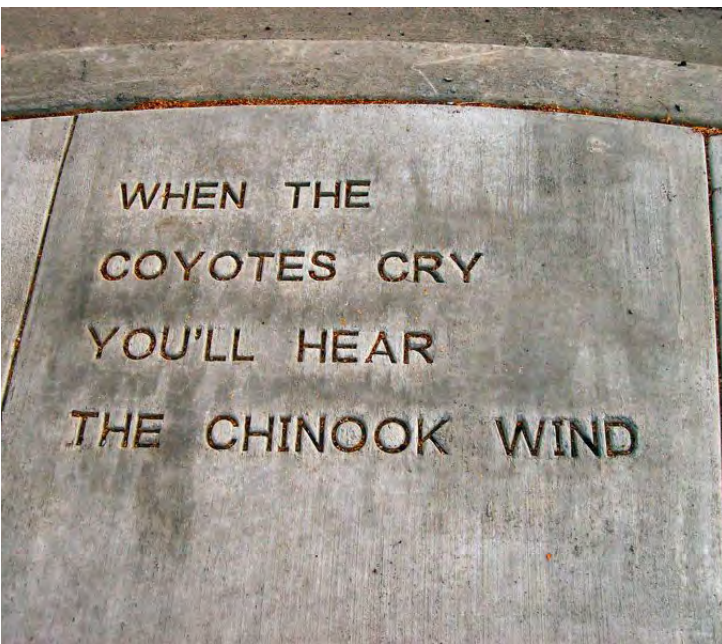
To Grandmother's House by Patrick Gracewood



Phylogeny by Hilary Pfeifer



Sewn by Chris Papa



Stamped Poetry, TriMet in Portland



Bower by Susan Zoccola



Photo of Star Path from Pro-Teqsurfacingfrom



Land Art by Andy Goldsworthy



Art ball wood from pixabay



Pedestrian Crossing, photo by DuraTherm



Plaza in Copacabana by Roberto Burle Marx

PANGEA SEED FOUNDATION "SEA WALLS" PROJECT

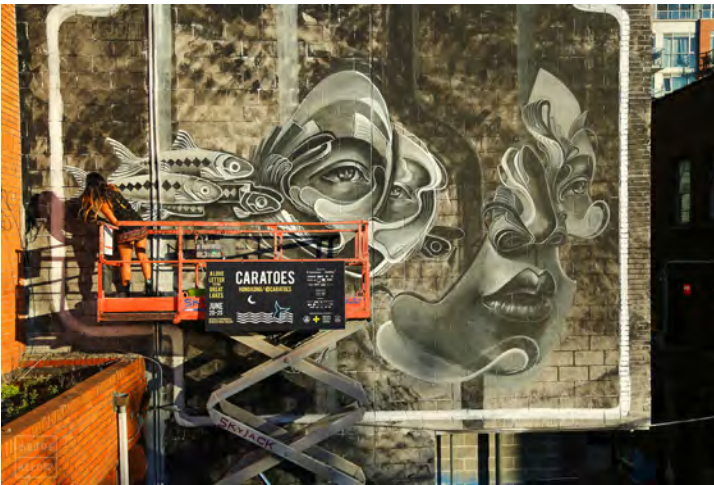
The following images of selected imagery are from the Pangea Seed Foundation "Seawalls" project that includes local or Native individuals.



Mural by Aaron Glasson, Photo by TrePackard



Mural by Aaron Glasson, Photo by TrePackard



Mural by Caratoes, Photo by TrePackard



Mural by Tatiana Suarez, Photo by TrePackard



Mural by X, Photo by X



Mural by BCF, Photo by TrePackard



Askew, Photo by TrePackard



Mural by Charlie Johnston, Photo by TrePackard



Mural by Hueman, Photo by TrePackard



Mural by Rustam Qbec, Photo by TrePackard



Mural by Pat Perry, Photo by TrePackard



Interpretive illustration of Santa Cruz, CA. Not to be used as a map.

"Santa Cruz, the view of the world from the Cruz"

Illustrated by Kirby Scudder 2016 kirbyscudder.com

Santa Cruz Poster by Kirby Scudder

5.2 GRANT FUNDING OPPORTUNITIES

ORGANIZATION NAME	ORGANIZATION NAME	WEBSITE
California Arts Council - <i>Artists in Communities</i>	January - annually	http://www.cac.ca.gov/programs/ac.php
California Arts Council - <i>Creative California Communities (Placemaking)</i>	Fall - 2 year grant cycle	http://www.cac.ca.gov/programs/ccc.php
California Arts Council - <i>Local Impact (for historically marginalized communities)</i>	December - annually	http://www.cac.ca.gov/programs/li.php
NEA-Our Town	September - annually	https://www.arts.gov/grants-organizations/our-town/introduction
ArtPlace	January - annually	https://www.artplaceamerica.org/our-work/national-creative-placemaking-fund/introduction