



MissionBell

The Story: Santa Cruz Beach Boardwalk

Steaming through redwood forests along the California coastline, trains of eager passengers come to a slow halt while aromas of briny sea breeze and saltwater taffy fill the air. Riders burst out the doors and weave through the crowd as they make their way to the marquee lettered archway linking the buildings with bold billowing flags above. The atmosphere is full of laughter, arcade pings, carousel music, crashing waves, and the echo of footsteps rushing across wooden floor boards. This was how the Santa Cruz Beach Boardwalk was experienced in 1907, and how it is still experienced today.

In 1907, the Santa Cruz Beach Boardwalk opened as a narrow beachfront amusement park nestled between the existing railroad track and the Pacific Ocean. For over a century, it's been one of Northern California's most popular and iconic attractions – combining both East Coast boardwalks with golden-hour West Coast vibes. While many amusement parks failed in the 1930s, the Santa Cruz Beach Boardwalk continued to expand and thrive. Two of its classic rides built during the park's early 1900s expansion, the Big Dipper and Looft Carousel, are National Historic landmarks and continue to delight riders to this day.

The original wooden boardwalk was dismantled to make way for a new walkway that will withstand years more of teeming tourists. From this park renovation, Mission Bell has reclaimed incomparable Redwood and Douglas Fir timbers. The Redwood was originally used as beams, boards, and pilings, while the Douglas Fir was used as beams and boards. Both are a mix of dark, rustic browns with near-black streaks and nail holes. Over a century of sun, smiles, and sea breeze resonate in the wood and bring a feel-good charm to new projects.



FSC® Recycled 100%

Material #: BW-RW & BW-DF

Species: Redwood (*Sequoia Sempervirens*)

Douglas Fir (*Pseudotsuga Menziesii*)

