



190 WEST CLIFF DRIVE

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PROJECT TEAM

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1.1 PROJECT DESCRIPTION

A. DEVELOPMENT PROGRAM

B. ZONING SUMMARY

C. PROJECT DESCRIPTION

D. BEACH AND SOUTH OF LAUREL (BOSL) DESIGN GUIDELINES

A. DEVELOPMENT PROGRAM SUMMARY

Site Area:	2.1821 Acres (95,055 SF)
Residential Units:	89
Retail:	8,265 SF
Food & Beverage:	7,525 SF

TABLE I-A

Program Space	Residential (SF)	Overall Unit Area (SF)	Commercial (SF)	Storage Space (SF)	Misc. BOH (SF)***
Residential Amenity	5,223				
Residential Lobby	1,992				
Residential Unit Area		119,022			
Restaurant/ F&B*			7,525		
Retail**			8,265		
Hotel Office					1,646
Residential Storage				6,419	
Hotel Storage				1,023	
Staff Bike Storage				399	
Additional Support Spaces					8,046
Subtotal	7,215	119,022	15,790	7,841	9,692
Grand Total (NSF)					159,560

* Includes Storage on P1 (75%)

** Includes Storage on P1 (25%)

*** Misc. BOH includes Mechanical, Pool Equipment, Trash, Transformer, Valet Office, Hotel Support, Toilets and Electrical

B. ZONING SUMMARY

Zoning:	R-T(B)/PER/CZ-O/SP-O
Land Use Designation:	Regional Visitor Commercial (RVC)
FAR:	0.25 to 3.5 FAR
Density:	30 DU / Acre
Comprehensive Area Plan:	Beach and South of Laurel Area Plan (BSOL)

C. PROJECT DESCRIPTION

The Development of 190 West Cliff Drive is being formulated by three key pillars: Sustainability, Housing and Community enhancement. These are derived from the unique cultural fabric of the Santa Cruz community and the spectacular geography within which is it located. These main goals are defined both by the underlying infrastructure and linkage problems to be solved creatively as well as the opportunities to key into the deep rooted history, talents and natural beauty Santa Cruz presents.

The site is advantaged by its character defining location at the nexus of bluffside neighborhoods meeting coastline, at the terminus of historic hiking and biking trails, as a gap to fill in the linkage and flow of neighborhoods, and as adjacent to the vibrancy of the Dream Inn hotel which it supports.

Infrastructure problems such as affordable housing, water shortages and sewer systems at capacity are being studied. Opportunities such as creating a central plaza with an appropriate sense of place for the neighbors, trail hikers and beach goers - as well as serve the hotel guests and new residents is envisioned.

The following pages illustrate the conceptual foundations of the project that will evolve with more time and study toward detailed specifics. They respond to the Local Coastal Plan, the local architectural vernacular, the planning, zoning, code parameters and allowances. In addition, this project will endeavor to provide sustainability features that are cutting edge to maximize environmental protection and preservation.

To distill these key pillars into more detail - these are the core drivers of the projects design catalyst: (reference table IA)

I. Sustainability and Environmental Sensitivity:

It will address Sustainability by reaching for the highest LEED certification possible and by studying:

- Solar panels
- On site water recapture.
- Passive energy retention such as rammed earth construction at the Market Hall
- Preservation of heritage trees along Bay Street
- Ride Share programs utilizing Electric vehicles
- Featuring smart building technology internally within the residences to achieve energy savings.
- Reuse of Materials
- Mixed use parking concept of live, work play to minimize vehicle trips to lower carbon emissions Sensitive to passive collection and convection to save energy
- Addresses the natural sun exposure in the summer months to minimize heat gain and maximize during the winter months to lower heating costs.
- Encourages bicycle and pedestrian uses with improved sidewalks, bike lanes, and 347 bicycle parking spaces.

II. Housing and Affordability

- 89 units of housing in 1,2,3 bedroom configurations with both communal and private open space and dedicated amenities (ie pool deck):
 - o 15% of base density or 10 units are classified as affordable
 - o Majority of the affordable units (8) will be offered to very low income qualifiers (50% below AMI) in order to qualify for the 35% density bonus

III. Community Features

- In the course of building and ultimately operating this complex, jobs will be created tapping local talents, skills and businesses to participate.
- Providing an iconic Market-Hall which curates local epicurean producers vs national retailers
- Providing a central public plaza for day to day leisure
- Removal of eyesores and improving sightlines by undergrounding utilities
- Promoting a new traffic management plan to enhance safety and flow
- Providing both Auto and Bike Parking to serve hotel, public and residences
- Intermodal transportation linkages including ride share programs and bus connections
- Linkage to the trail head/terminus with the plaza
- Providing an historic SurfW alk extension of the Santa Cruz Surf museum and home for now stored boards and historic memorabilia
- Separate secured bike parking for residences, commercial and visitors and employee shower/locker rooms.

D. BEACH AND SOUTH OF LAUREL (BOSL) DESIGN GUIDELINE

The architecture and planning illustrated in the following pages is reflective of the BOSL Design Guidelines. Specific guidelines are excerpted below and are to be found in the planned design. They include but are not limited to:

Planning

- Beach Commercial is primarily the waterfront area south of Second Street between Pacific and Riverside Avenues and Bay Street. The topography terraces down towards the ocean from high points on the west at Bay Street and West Cliff Drive and the north at Second Street between Front and Main. Key Elements:
- Create the opportunity for specialized, pedestrian-oriented commercial uses.
- Development opportunities in the Beach Commercial area include improved Visitor serving commercial Development.
- These contemporary opportunities shall emulate the past era when Santa Cruz was a prominent seaside resort. Recapture the former ocean resort grandeur, character and scale through intensification of tourist oriented development that promotes year round activities in the Beach area.
- Locate parking and utilitarian areas within or behind main structures and not on major streets.
- Multilevel development is encouraged. to enhance the grand resort character of the area. No new buildings shall be less than two stories.
- Add and improve parking facilities.

Architectural

- New development in proximity to the La Bahia Apartments shall be derived from Spanish Colonial Revival style architecture and associated Mission Revival or Mediterranean styles.
- Development shall utilize the natural topography to create stepped and terraced multi-level buildings and open spaces and optimize view potential.
- Building articulation shall be used to create interest and reduce the visual impact of large buildings. This can be achieved through varying height, and setbacks within the same building, affecting wall planes and adding architectural interest with roof overhangs, awnings, trellises, windows, moldings and other elements.
- Whenever possible, new structures shall be clustered to create plazas and pedestrian spaces. Such spaces shall provide amenities like shade, benches.
- Balconies, terraces, courtyards and. similar outdoor spaces should be provided along building street facades to take

advantage of views, create street vitality and enhance the resort character of the area.

- Buildings shall be designed with stucco walls, courtyards arches, towers, balconies, wood doors and windows, decorative iron and tile details or other features typical of the Spanish Colonial Revival style.
- Building forms shall suggest thickness and incorporate features such as recessed doors and windows.
- Building walls shall be stucco and colored white, off-white or very light value, warm-toned hues.
- Flat roofed buildings shall incorporate porches, window overhangs, trellises, wall and opening articulation or other features to avoid a bare box appearance.

Landscape

- Enhance pedestrian and bicyclist safety and comfort with improved streetscapes including bike paths, sidewalks, street trees, landscaping, and other amenities.
- Wall and fence materials, style and color shall complement the development
- Plant materials shall be selected for compatibility with the neighborhood

1.2 PROJECT SITE

A. URBAN CONTEXT

B. SITE PHOTOS

C. SITE CONTEXT PLAN

D. ARCHITECTURAL SITE PLAN





VIEW 1 Bay Street



VIEW 2 Dream Inn



VIEW C3 Corner of Bay Street and W. Cliff Drive



VIEW 4 Bay Street



VIEW 5 Corner of Bay Street and W. Cliff Drive



VIEW 6 Corner of Bay Street and W. Cliff Drive



VIEW 7 Toward Municipal Wharf



VIEW 8 North up W. Cliff Drive



VIEW 9 S.W. down W. Cliff Drive



VIEW 10 Along northern property line



VIEW 11 Toward Downtown





1.3 DESIGN CONCEPTS

A. PROJECT ARCHITECTURE

B. SANTA CRUZ INFLUENCE

C. RETAIL INFLUENCE

D. RETAIL OFFERINGS

E. MATERIAL INFLUENCE



CONCEPT SKETCH

A. PROJECT ARCHITECTURE

The Architectural design vernacular of 190 West Cliff Drive works with the given attributes of the site and history to render a vision appropriate to the historic character of Santa Cruz and its immediate context. It is applicable to residential multifamily uses and responsive to topographical changes. It bridges the vibrancy of marketplace with the privacy of quiet living . Ultimately it is compliant with the local design regulations including the Laurel Plan and LCP.

The Laurel Plan recommends a Spanish style interpretation, a recommendation reverberated in Community meetings held at the Dream Inn and in meetings with local residents. Further exploration by the design team found inspiration in the work of Irving Gill, a prolific architectural leader in early 20th century California, who simplified and elevated the Spanish style into a quintessentially California expression. The lines were clean and elegant, not fussy. It was definitively more modern at the turn of that century but considered traditional today. The style lends itself to break down into components allowing them to step in and up with the topography and vertical setback requirements. It is a versatile architectural tool to respond to all the external forces and influences that carve and shape a large project sensitively.

Some of those influences are topographical and geographical, some such as height are regulated by zoning, and others are contextual or linkages. External forces such as light and shade, views and connections. are respected. But essential to any development is to achieve a sense of place that distinguishes itself from the commonplace and captures the spirit and vibrancy of the people within it. To that end, this project creates a central plaza (or paseo) with a trellised tower that invites pedestrians to its center where the discovery of offerings and exchanges happen. Add the technological innovation of the era, historic references and local art reflecting the culture, forums for curated local products and epicurean experiences, and a sense of place emerges.

Geographically the siting couldn't be richer and the architecture reflects it with elements and materials such as the rammed earth Market Hall whose walls are earthen layers emulating the nearby sandstone cliffs. The palette of the entire site is natural, earth and sea derived and the forms cellular and organic.

B. SANTA CRUZ INFLUENCE



C. RETAIL INFLUENCE



- LOCAL OFFERINGS
- RELAXED ENGAGING ATMOSPHERE
- INDOOR/OUTDOOR DINING
- STREET PRESENCE
- CREATING COMMUNITY



D. RETAIL - EATERY INFLUENCE



E. MATERIAL INFLUENCE



1 SMOOTH TROWELED PLASTER



3 & 4 LOCALLY FABRICATED STEEL



7 WOOD* TRELLIS



* Sustainably harvested or eco-friendly product such as Resysta (Resysta: bio-based wood substitute that takes agricultural waste and transforms it into a durable building product where 25% of its proprietary formula is rice husk).



2 RAMMED EARTH



9 METAL RAILING



8 CLEAR GLASS RAILING

