



VIEW 19: AERIAL CONTEXT VIEW

PROJECT RENDERING

BCV

ARCHITECTURE + INTERIORS

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THE CRUZ HOTEL

324 FRONT STREET
SANTA CRUZ, CA 95060

ISSUANCE

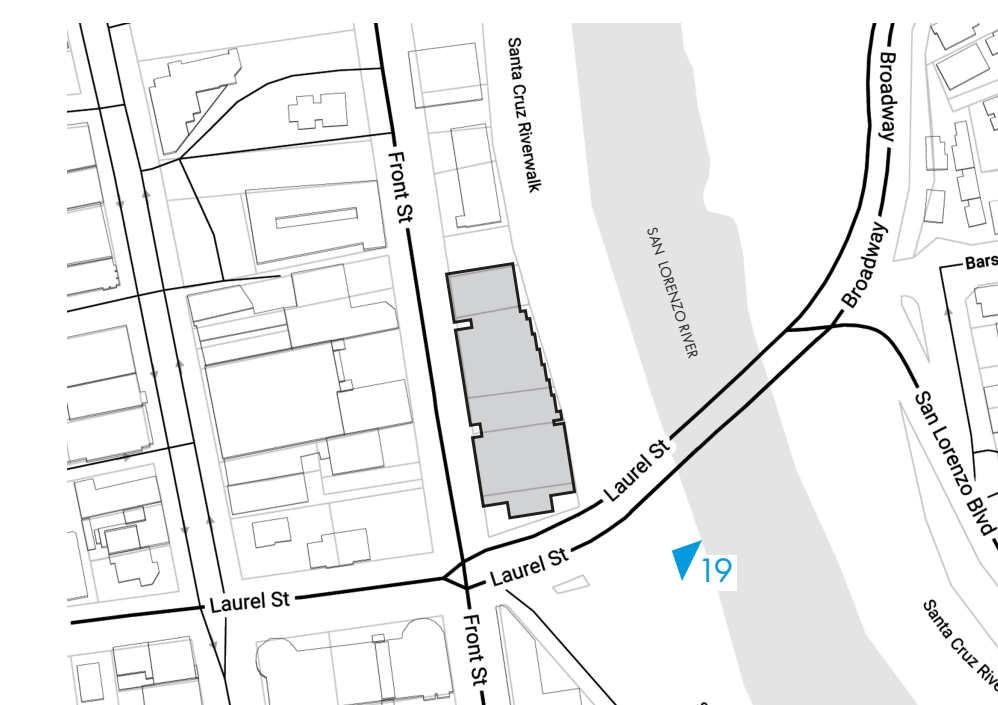
#	DATE	DESCRIPTION
0	04-12-21	PLANNING SUBMITTAL
1	07-06-21	REVISED DESIGN
2	12-22-22	PLANNING RESUBMITTAL

PROJECT RENDERING

NOT FOR CONSTRUCTION

A0.20

PROJECT 19080



THE CRUZ HOTEL
324 FRONT STREET
SANTA CRUZ, CA 95060

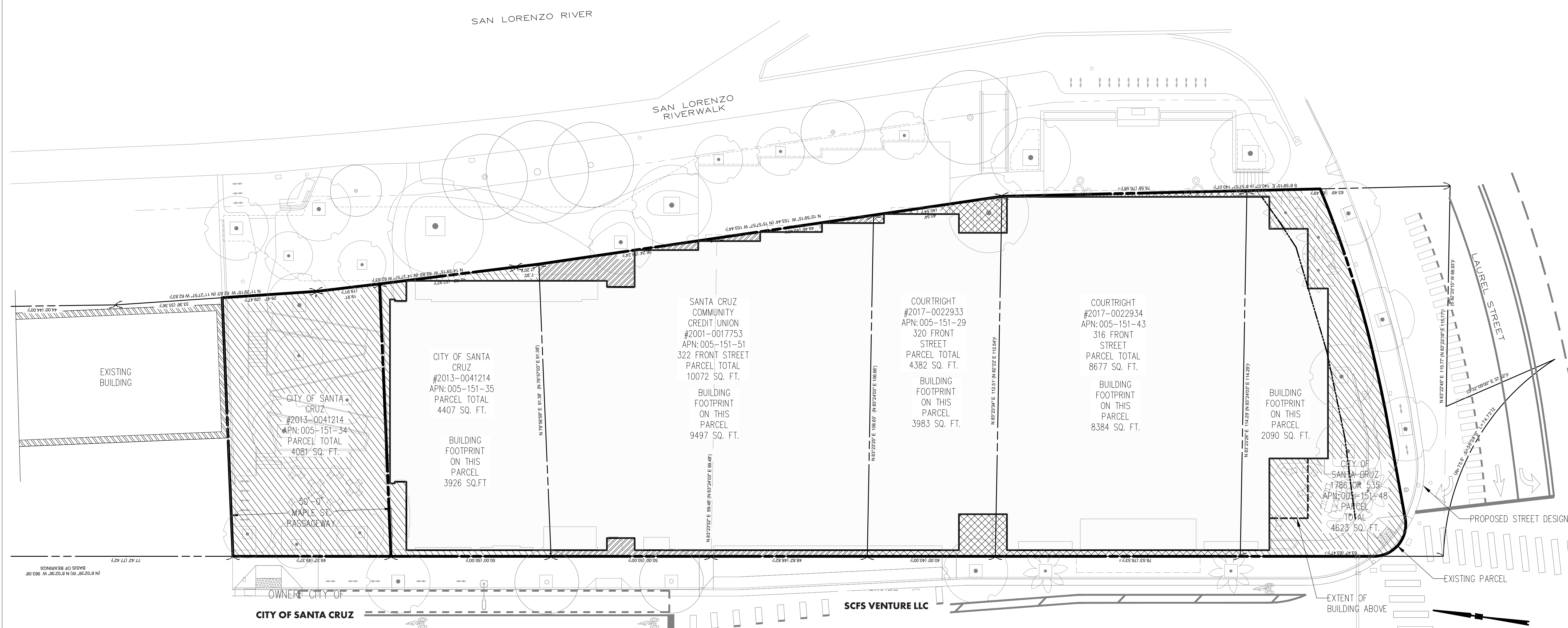
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SITE / PARCEL PLAN

NOT FOR CONSTRUCTION

A1.01



The proposed project is contingent upon the acquisition of publicly owned land, including a parcel to the north (APN 005-151-035) and a portion of a second parcel to the south (APN 005-151-48) from the City of Santa Cruz, subject to applicable provisions of the Surplus Lands Act. As a significant public benefit, the applicant would also commit to designing, constructing and maintaining an approximately 50' wide public paseo on a contiguous parcel (APN 005-151-34), which would continue to be owned by the City of Santa Cruz.

SCFS VENTURES LLC

PARCEL	PARCEL TOTAL	BUILDING FOOTPRINT ON PARCEL	NON BUILDING REMAINING (HATCHED)
#2013-0041214	4,407 SQ. FT.	3,926 SQ. FT.	481 SQ. FT.
APN:005-151-35			
#2001-0017753			
APN:005-151-51	10,072 SQ. FT.	9,497 SQ. FT.	575 SQ. FT.
322 FRONT STREET			
#2017-0022933			
APN:005-151-29	4,382 SQ. FT.	3,983 SQ. FT.	399 SQ. FT.
320 FRONT STREET			
#2017-0022934			
APN:005-151-43	8,677 SQ. FT.	8,384 SQ. FT.	293 SQ. FT.
316 FRONT STREET			
1786 OR 535			
APN:005-151-48	4,623 SQ. FT.	2,090 SQ. FT.	2,533 SQ. FT.
TOTAL	32,161 SQ. FT.	27,880 SQ. FT.	4,281 SQ. FT.

CITY OF SANTA CRUZ

PARCEL	PARCEL TOTAL	BUILDING FOOTPRINT ON PARCEL	NON BUILDING REMAINING (HATCHED)
#2013-0041214	4,081 SQ. FT.	0 SQ. FT.	4,081 SQ. FT.
APN:005-151-34			
TOTAL	4,081 SQ. FT.	0 SQ. FT.	4,081 SQ. FT.

Note: The drawing and parcel areas do not reflect pending changes to Front Street and Laurel Street.

NOT TO SCALE@11x17
SCALE: 1/16" = 1'-0" @ 24x36
12 48FT

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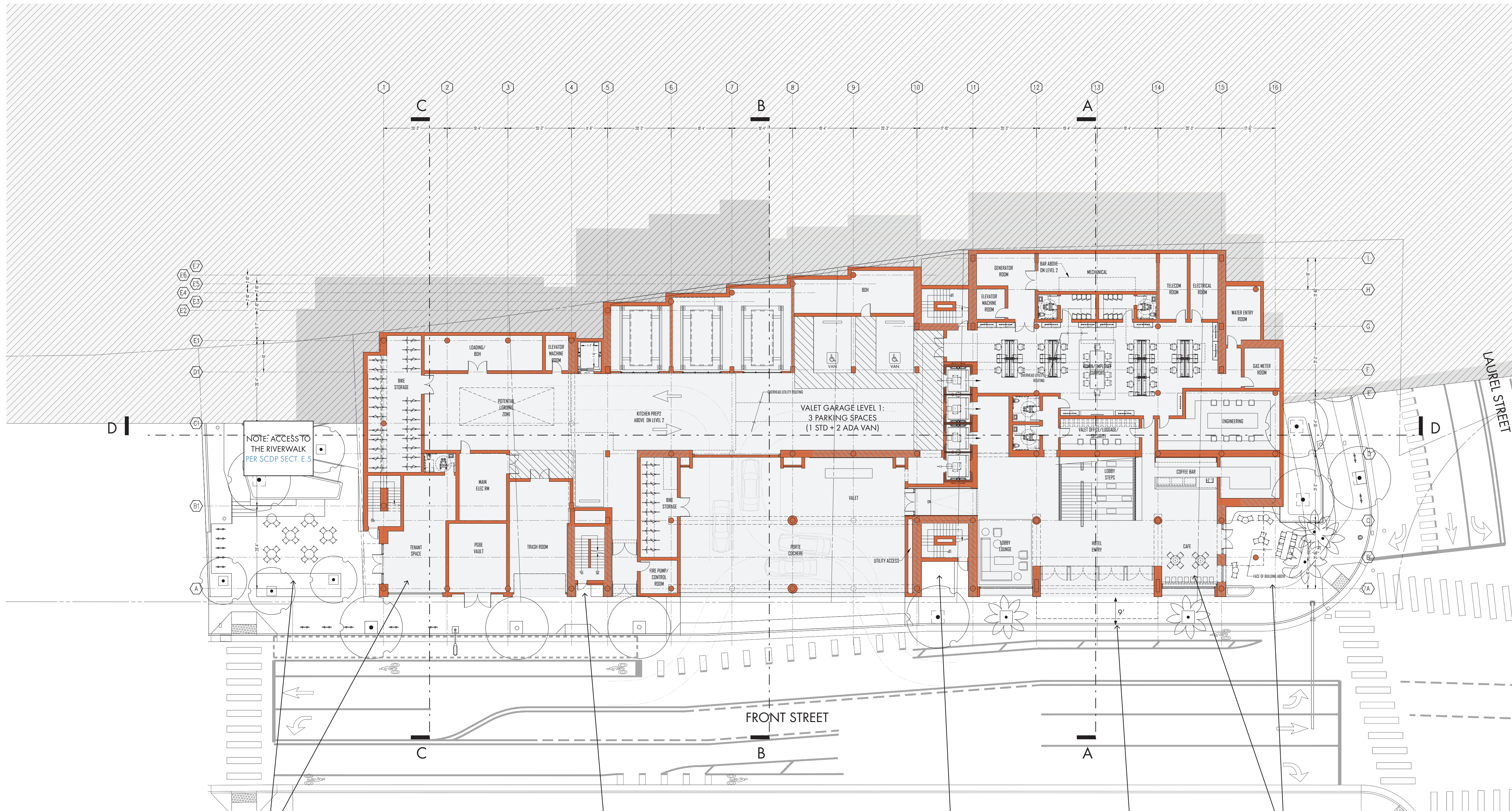
FLOOR PLAN - LEVEL 1
 (FRONT STREET)

NOT FOR CONSTRUCTION

A1.02

PROJECT 19080

BCV ARCHITECTURE + INTERIORS



NOTE: CORNER COMMERCIAL SPACE IN COMBINATION WITH EXTERIOR PATIO TO ACTIVATE FRONT STREET

NOTE: ADDITIONAL RECESSED BUILDING BREAK PER SCDP SECT. H.2.d.i

NOTE: RECESSED BUILDING BREAK PER SCDP SECT. H.2.d.i

NOTE: 9' SIDEWALK (2' DEDICATION)

NOTE: CORNER CAFE IN COMBINATION WITH EXTERIOR PATIO TO ACTIVATE FRONT STREET



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FLOOR PLAN - LEVEL 1 (FRONT STREET)

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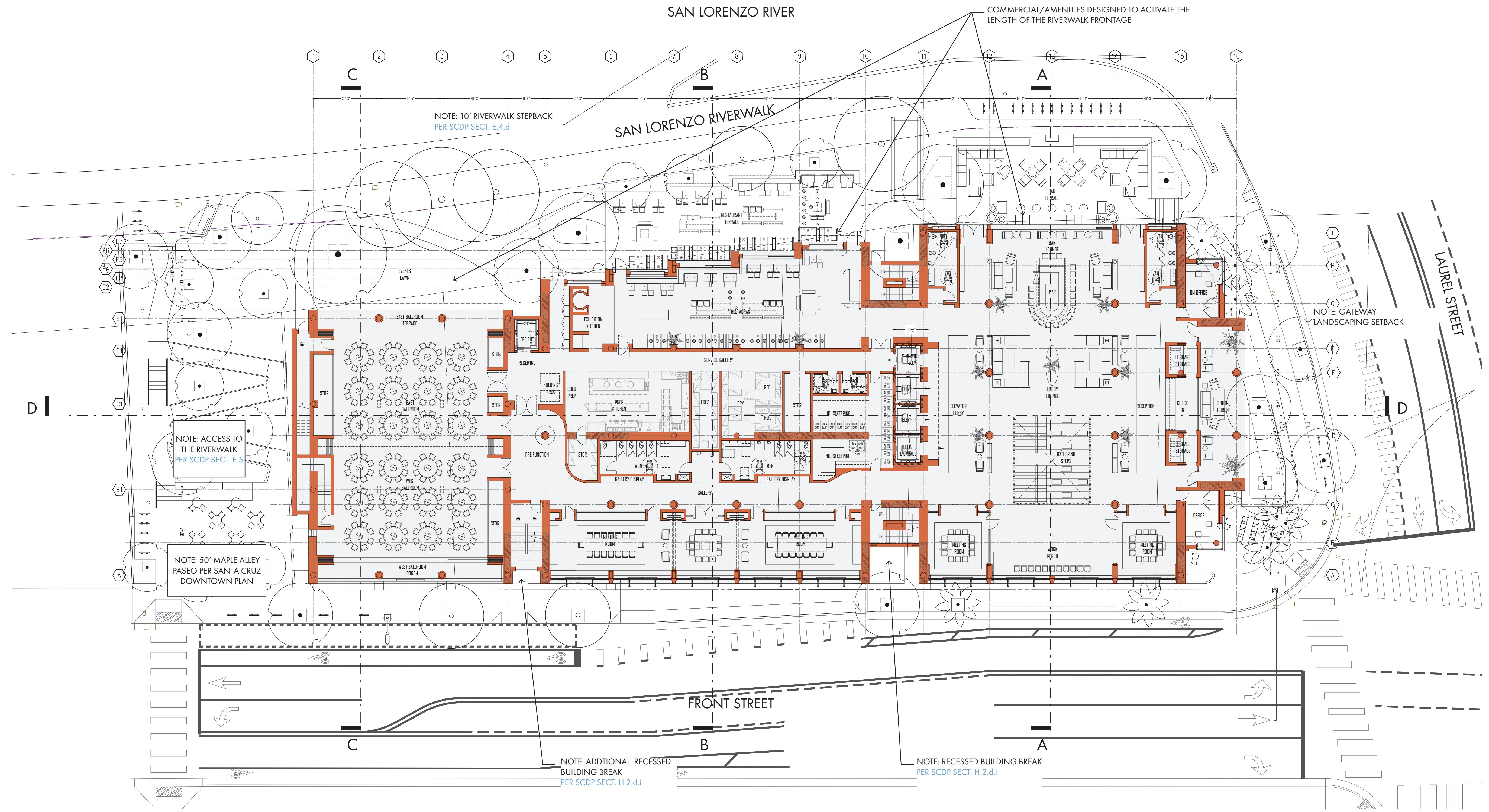
FLOOR PLAN - LEVEL 2 (RIVERWALK)

NOT FOR CONSTRUCTION

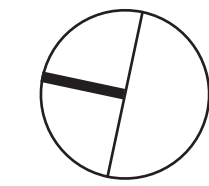
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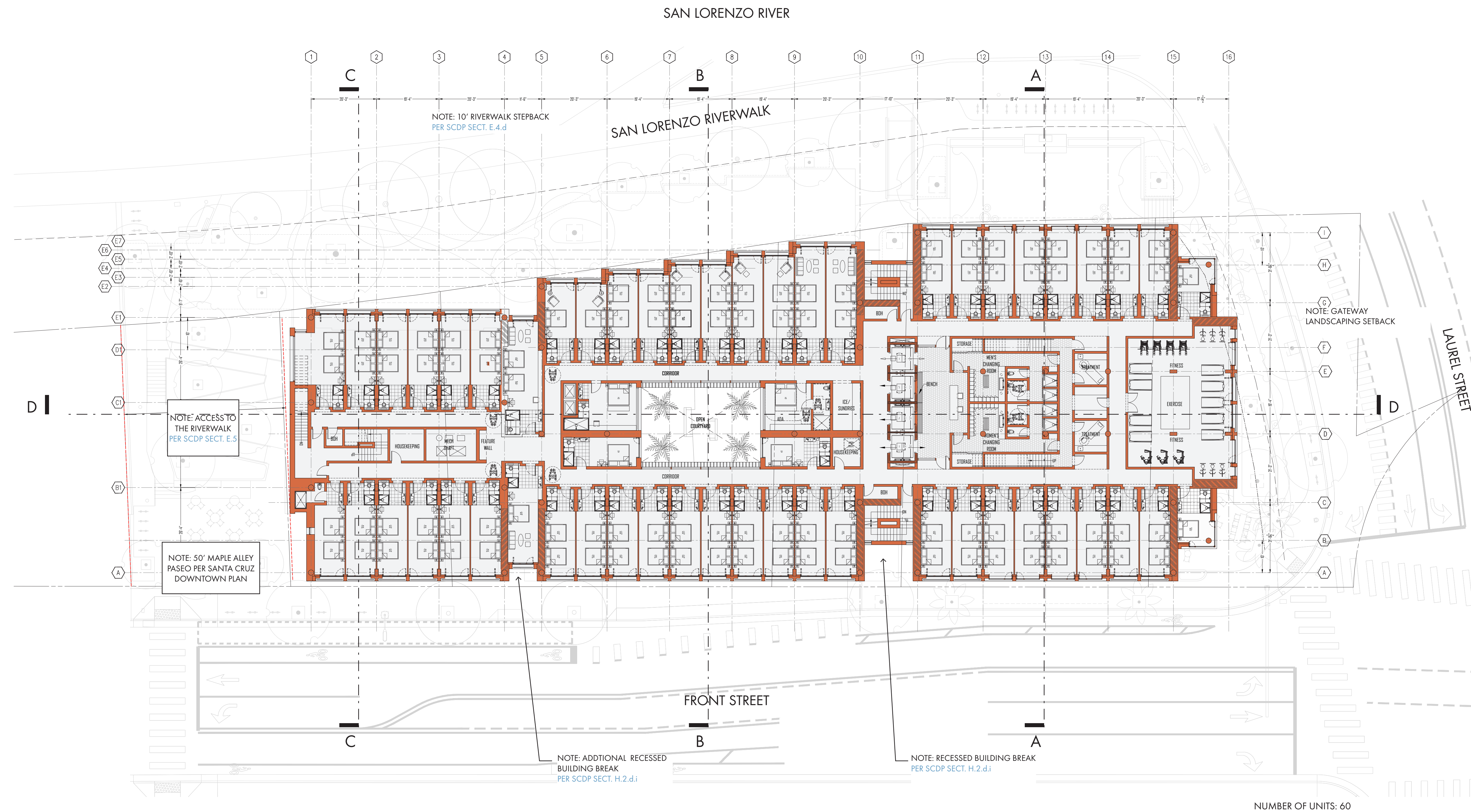
PROJECT 19080

BCV ARCHITECTURE + INTERIORS



FLOOR PLAN - LEVEL 2 (RIVERWALK)

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 12 48FT



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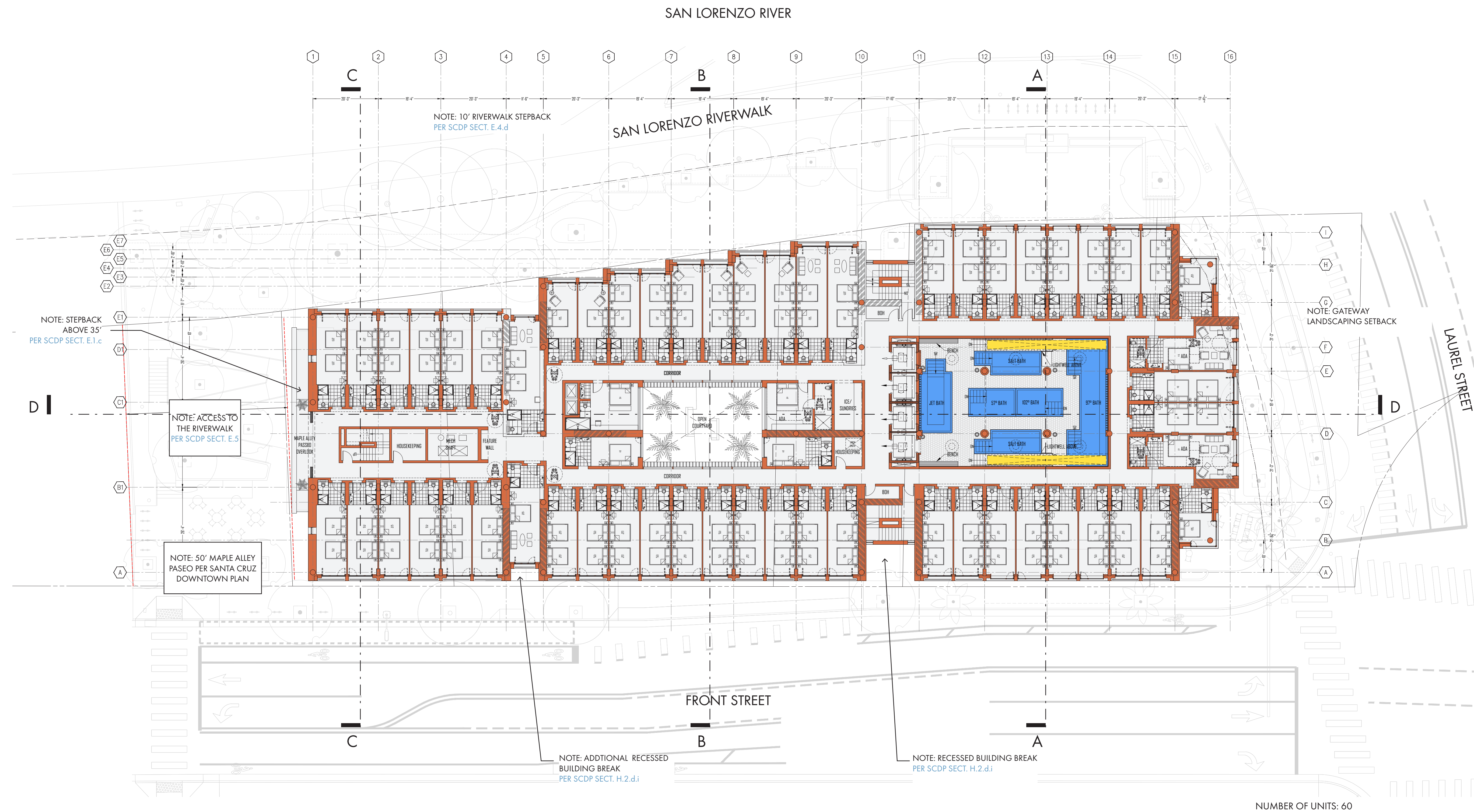
FLOOR PLAN - LEVEL 4

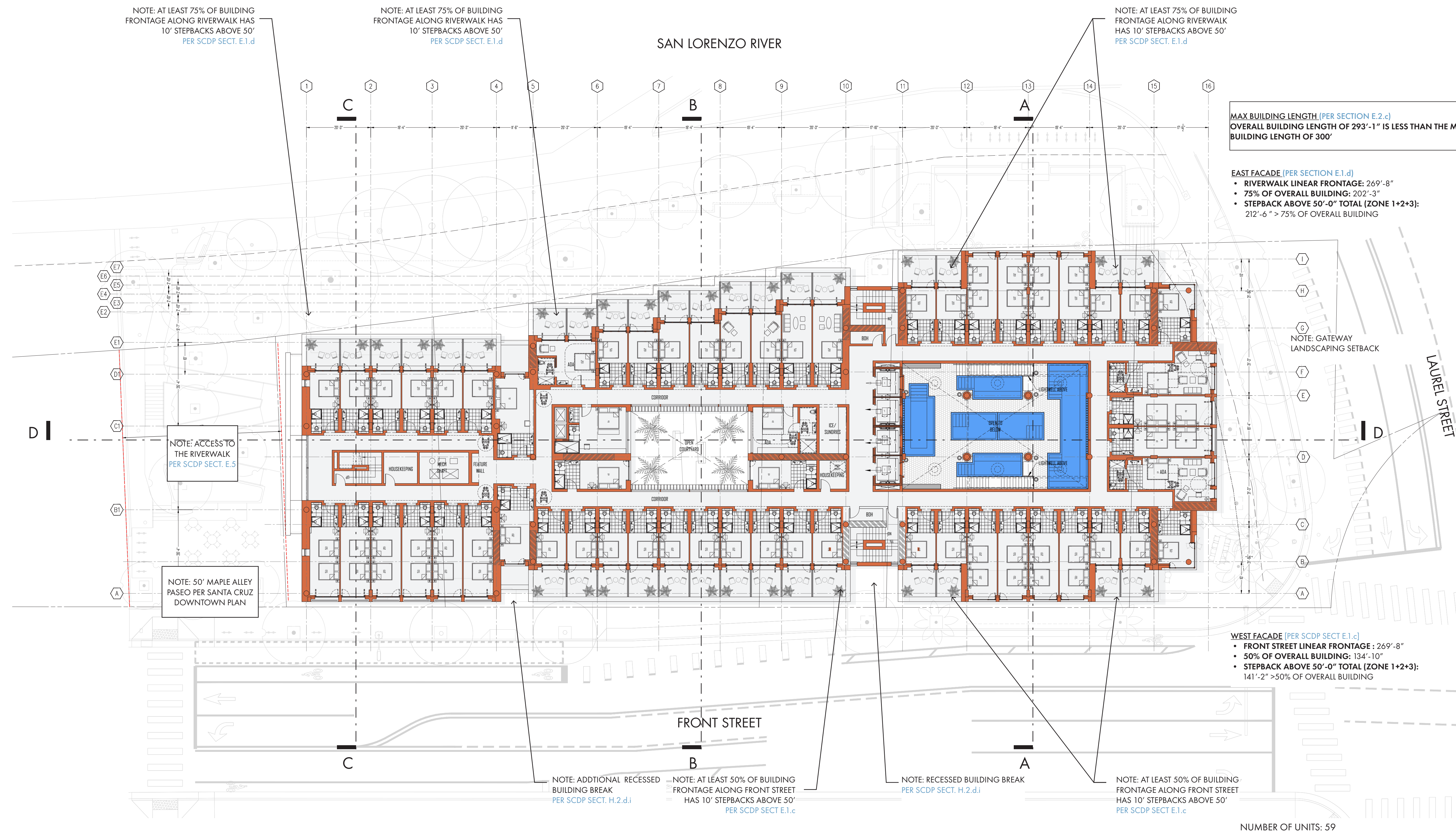
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A1.05

PROJECT 19080

BCV ARCHITECTURE + INTERIORS





FLOOR PLAN - LEVEL 5



NOT TO SCALE @ 11x17
SCALE: 1/16" = 1'-0" @ 24x36



THE CRUZ HOTEL
324 FRONT STREET
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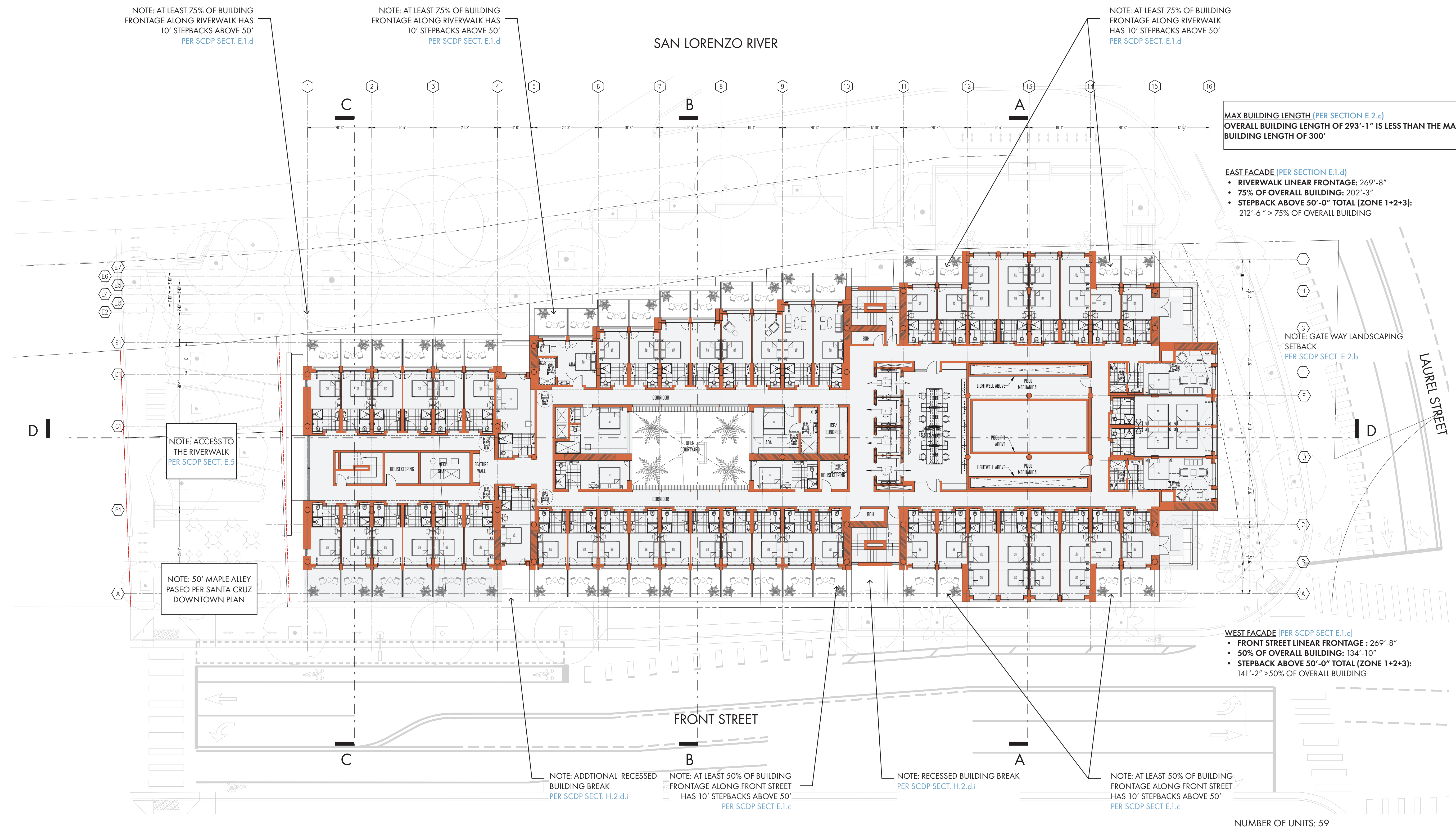
FLOOR PLAN - LEVEL 5

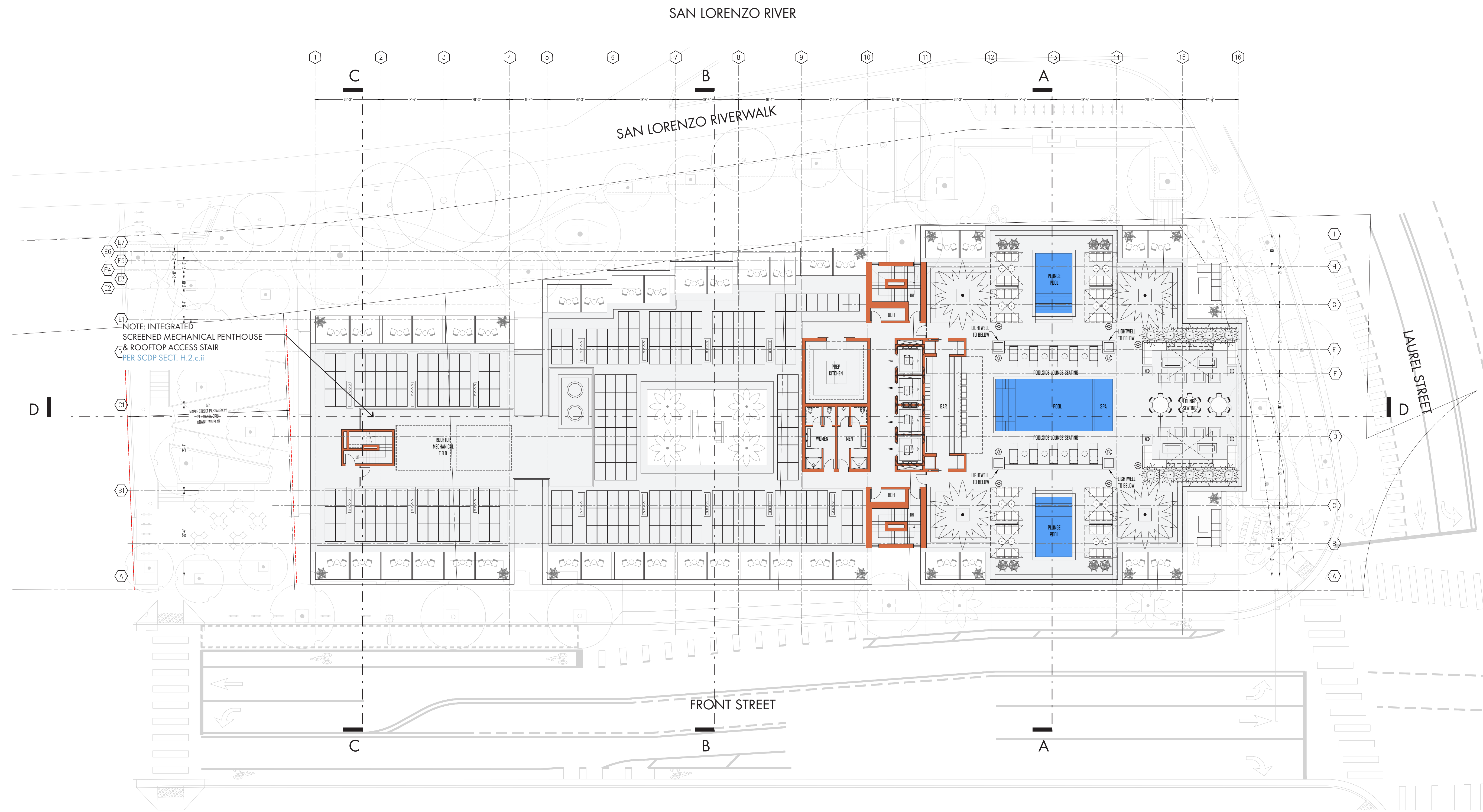
NOT FOR CONSTRUCTION

A1.06

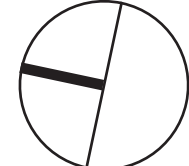

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ROOF PLAN

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ROOF PLAN

NOT FOR CONSTRUCTION

A1.08

PROJECT 19080

BCV ARCHITECTURE + INTERIORS

THE CRUZ HOTEL
 324 FRONT STREET
 SANTA CRUZ, CA 95060

ISSUANCE

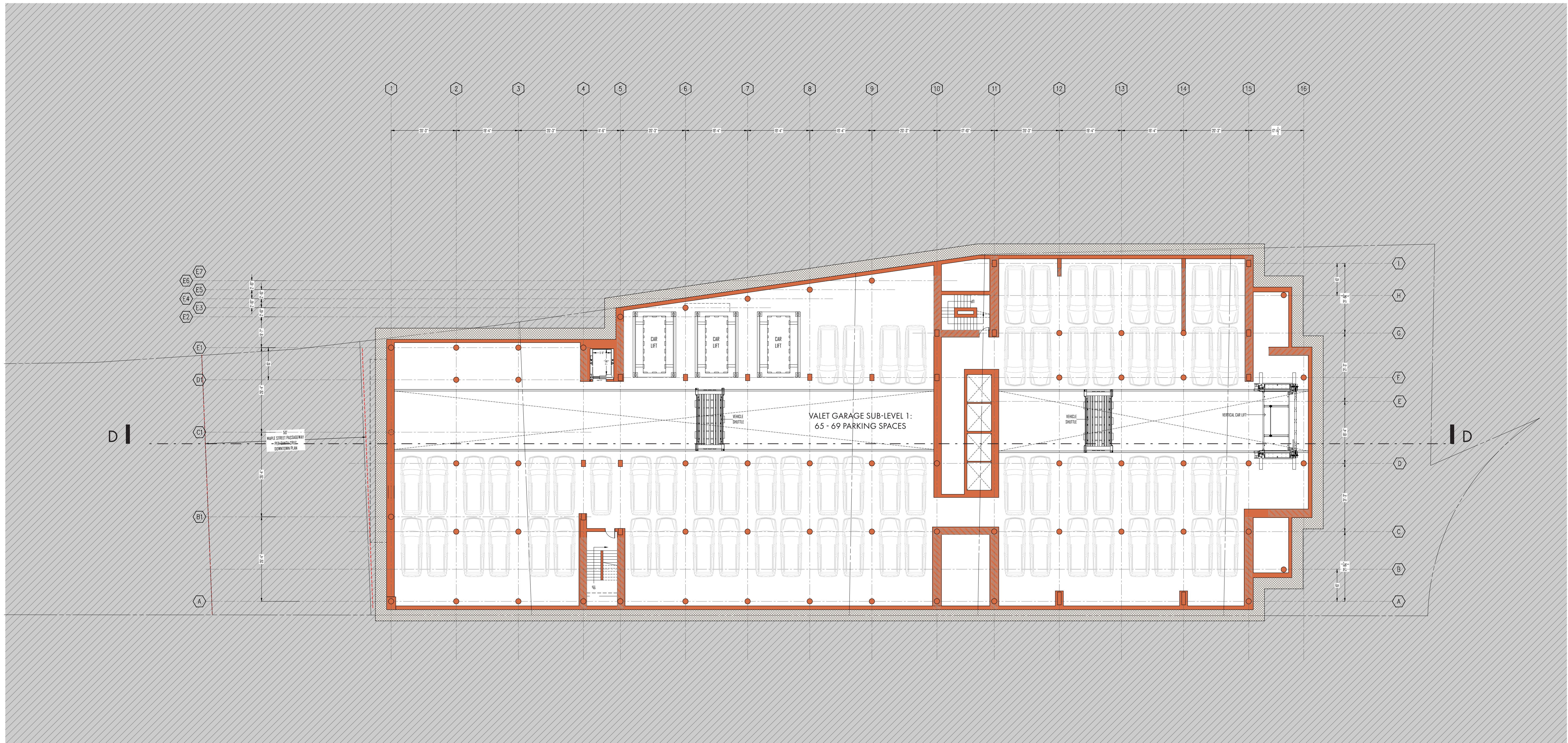
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SUB-LEVEL 1

NOT FOR CONSTRUCTION

A1.09

PROJECT 19080



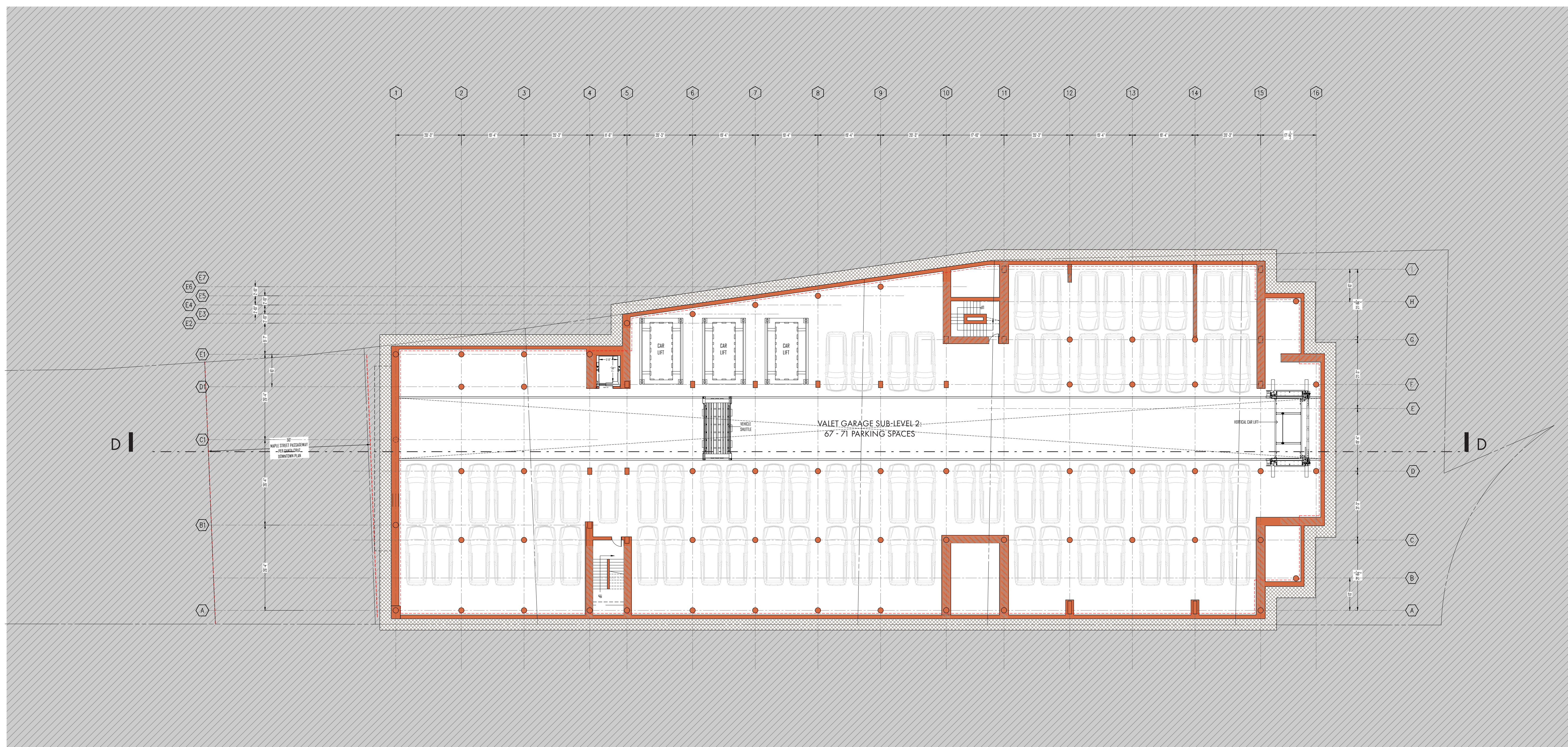
NOT TO SCALE @ 11x17
 SCALE: 1/16" = 1'-0" @ 24x36



SUB-LEVEL 1

THE CRUZ HOTEL
 324 FRONT STREET
 SANTA CRUZ, CA 95060

BCV ARCHITECTURE + INTERIORS



ISSUANCE

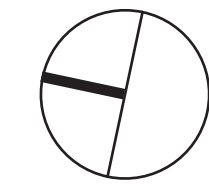

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SUB-LEVEL 2

NOT FOR CONSTRUCTION

A1.10

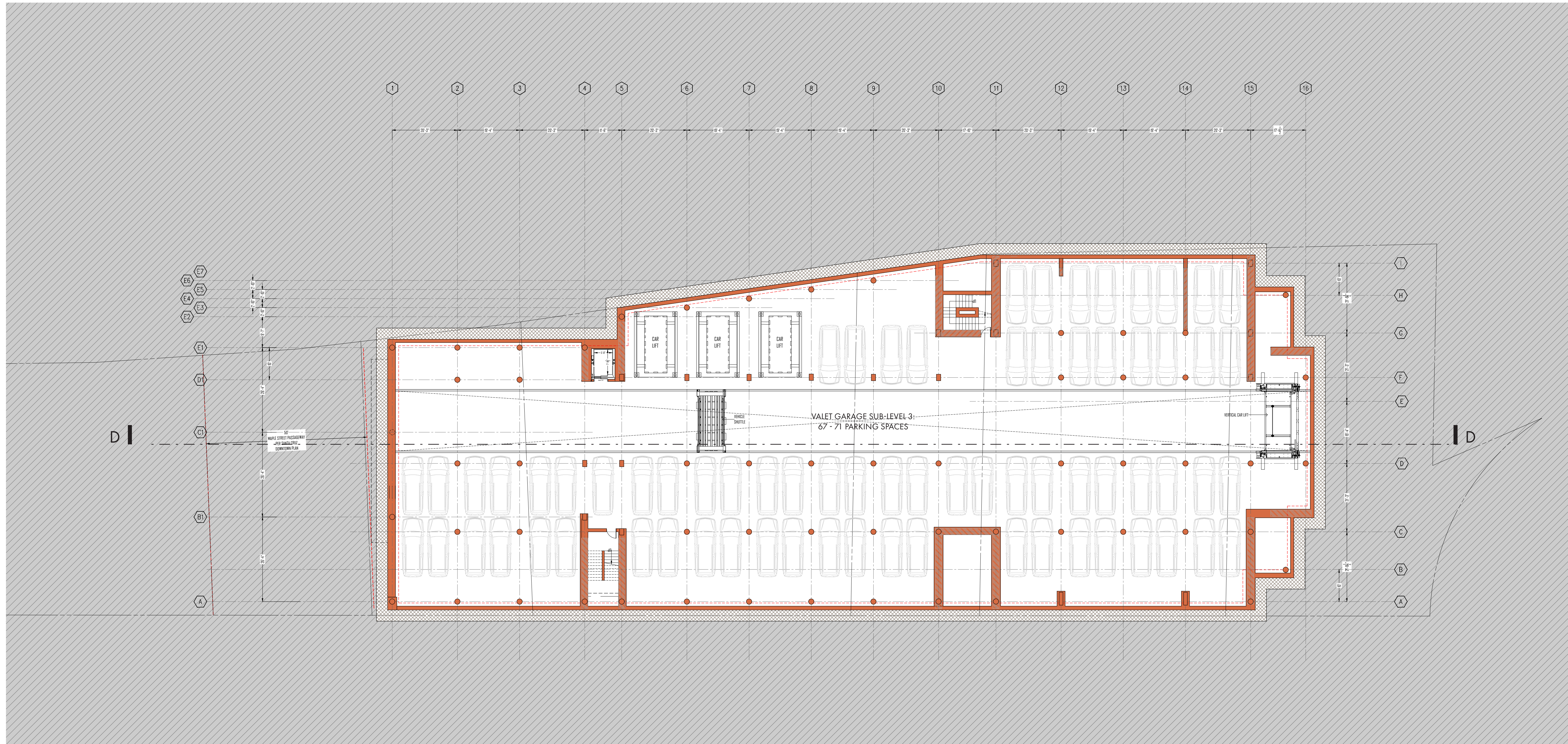
PROJECT 19080

N  NOT TO SCALE @ 11x17
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SUB-LEVEL 2

THE CRUZ HOTEL
 324 FRONT STREET
 SANTA CRUZ, CA 95060

BCV ARCHITECTURE + INTERIORS



ISSUANCE

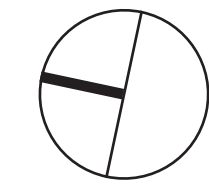

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SUB-LEVEL 3

NOT FOR CONSTRUCTION

A1.11

PROJECT 19080

N  NOT TO SCALE @ 11x17
 SCALE: 1/16" = 1'-0" @ 24x36


SUB-LEVEL 3

ISSUANCE

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PERSPECTIVE ELEVATIONS VIEWS

NOT FOR CONSTRUCTION

A2.01

PROJECT 19080

NOTE: BUILDING HAS BEEN DESIGNED TO CONSIST OF MASSING/MATERIALS, COLORS, & LANDSCAPE PROVISIONS TO CREATE SKYLINE VARIATION CONSISTENT WITH THE SCDP SECT. C1-8.

NOTE: BUILDING HAS BEEN DESIGNED TO CONSIST OF MULTIPLE BUILDING RHYTHMS AT GROUND, MIDDLE, AND UPPER LEVELS. THE BUILDING IS ARTICULATED AT INTERVALS CONSISTENT WITH THE SCDP SECT. C1-8.

NOTE: AT LEAST 75% OF BUILDING FRONTAGE ALONG RIVERWALK HAS 10' STEPBACKS ABOVE 50' PER SCDP SECT. E.1.d (T.O. DECK FIN. FLR. @ 47')

NOTE: AT LEAST 50% OF BUILDING FRONTAGE ALONG FRONT STREET HAS 10' STEPBACKS ABOVE 50' PER SCDP SECT. E.1.c (T.O. DECK FIN. FLR. @ 47')

NOTE: BUILDING HAS BEEN DESIGNED TO CONSIST OF MULTIPLE BUILDING RHYTHMS AT GROUND, MIDDLE, AND UPPER LEVELS. THE BUILDING IS ARTICULATED AT INTERVALS CONSISTENT WITH THE SCDP SECT. C1-8.



1. VIEW OF SOUTH ELEVATION FROM LAUREL STREET



2. VIEW OF SOUTH ELEVATION FROM FRONT STREET

NOTE: BUILDING HAS BEEN DESIGNED TO CONSIST OF MASSING/MATERIALS, COLORS, & LANDSCAPE PROVISIONS TO CREATE SKYLINE VARIATION CONSISTENT WITH THE SCDP SECT. C1-8.

NOTE: ACCESS TO RIVERWALK PER SCDP SECT. E.5

NOTE: INTEGRATED SCREENED MECHANICAL PENTHOUSE & ROOFTOP ACCESS STAIR PER SCDP SECT. H.2.c.ii

NOTE: BLDG STEPBACK ABOVE 35' PER SCDP SECT E.1.c. (T.O. ROOF DECK 35') SCDP CALLS FOR 10' STEPBACK. 5' REDUCED STEPBACK REQUESTED FOR EXTENSIVE AMENITIES PROVIDED. SEE A5.02

NOTE: AT LEAST 50% OF BUILDING FRONTAGE ALONG FRONT STREET HAS 10' STEPBACKS ABOVE 50' PER SCDP SECT E.1.c (T.O. DECK FIN. FLR. @ 47')

NOTE: ACCESS TO RIVERWALK PER SCDP SECT. E.5

NOTE: AT LEAST 75% OF BUILDING FRONTAGE ALONG RIVERWALK HAS 10' STEPBACKS ABOVE 50' PER SCDP SECT. E.1.d (T.O. DECK FIN. FLR. @ 47')

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3. VIEW OF NORTH ELEVATION FROM FRONT STREET



4. VIEW OF NORTH ELEVATION FROM RIVERWALK

THE CRUZ HOTEL
324 FRONT STREET
SANTA CRUZ, CA 95060

ISSUANCE

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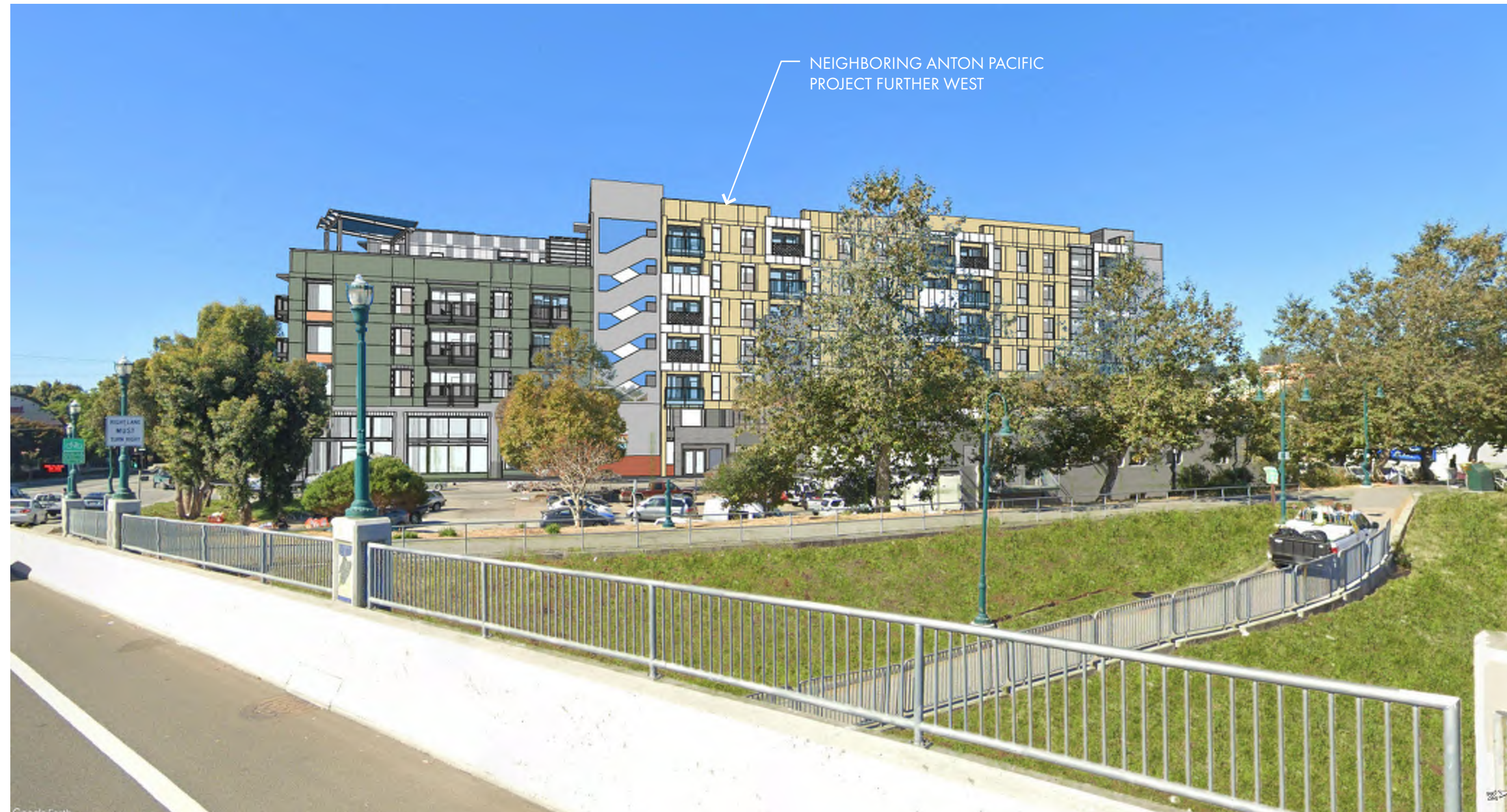
PERSPECTIVE SITE VIEWS

NOT FOR CONSTRUCTION

A2.02

PROJECT 19080

BCV ARCHITECTURE + INTERIORS



VIEW 1 (EXISTING). LOOKING NORTHWEST FROM LAUREL ST BRIDGE



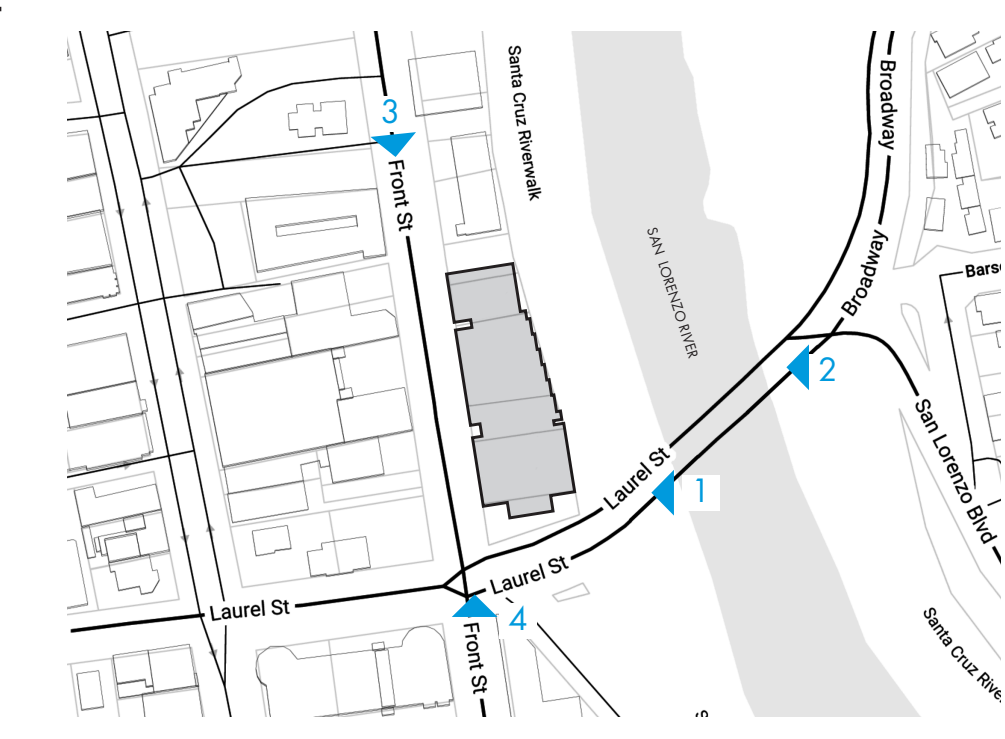
VIEW 1 (PROPOSED). LOOKING NORTHWEST FROM LAUREL ST BRIDGE



VIEW 2 (EXISTING). LOOKING NORTHWEST FROM LAUREL ST BRIDGE

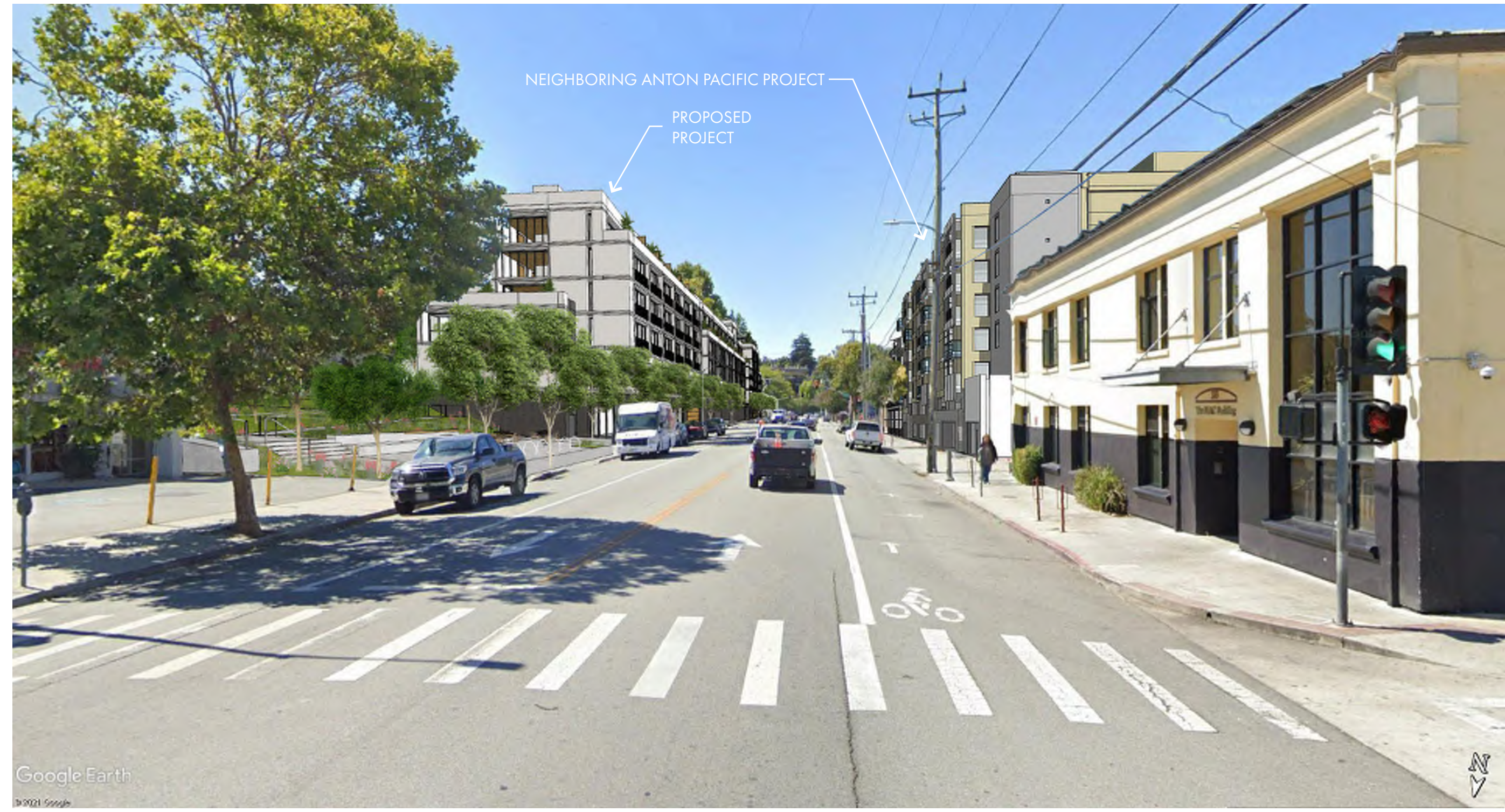


VIEW 2 (PROPOSED). LOOKING NORTHWEST FROM LAUREL ST BRIDGE

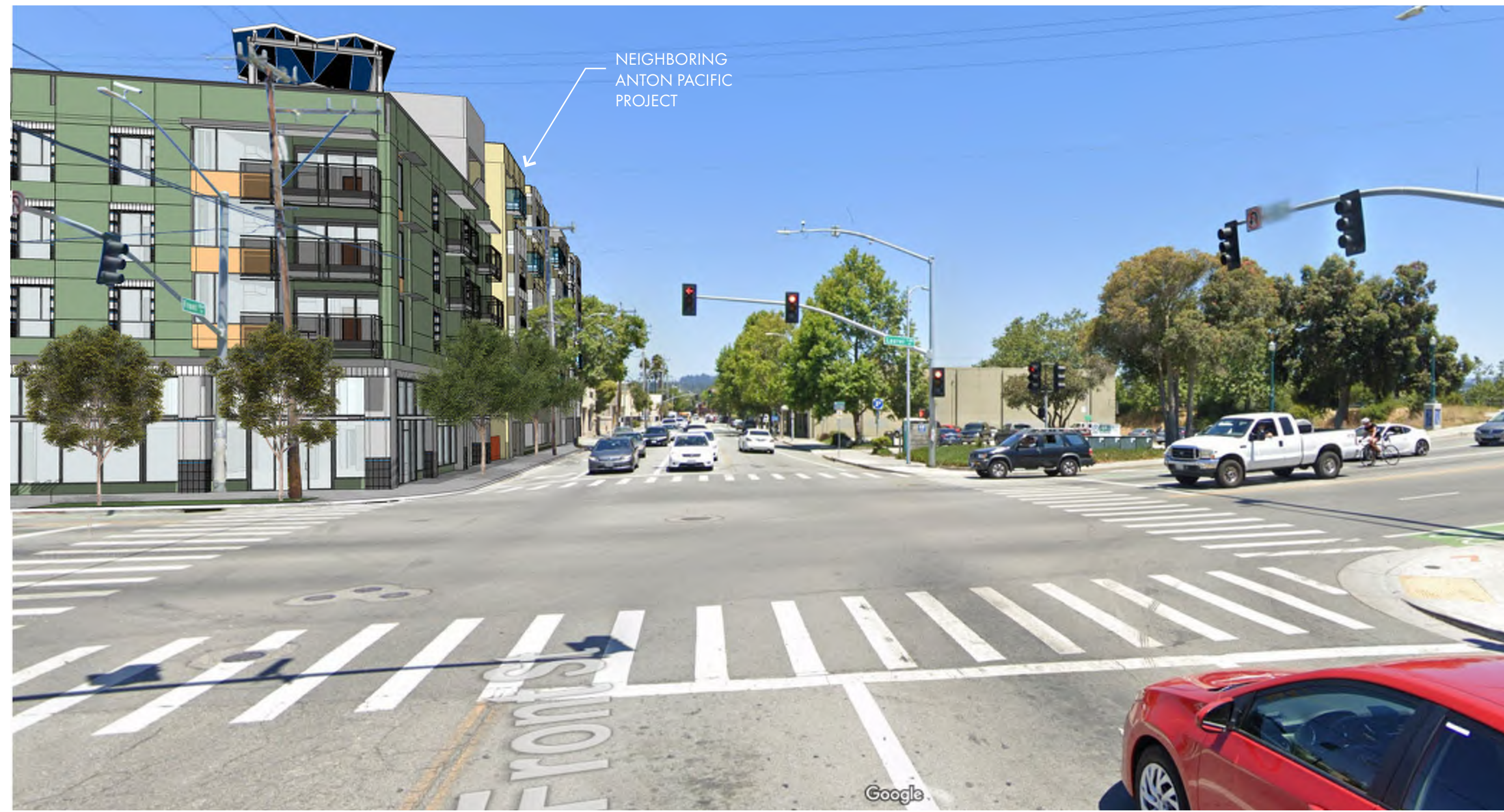




VIEW 3 (EXISTING). LOOKING SOUTH ON FRONT ST



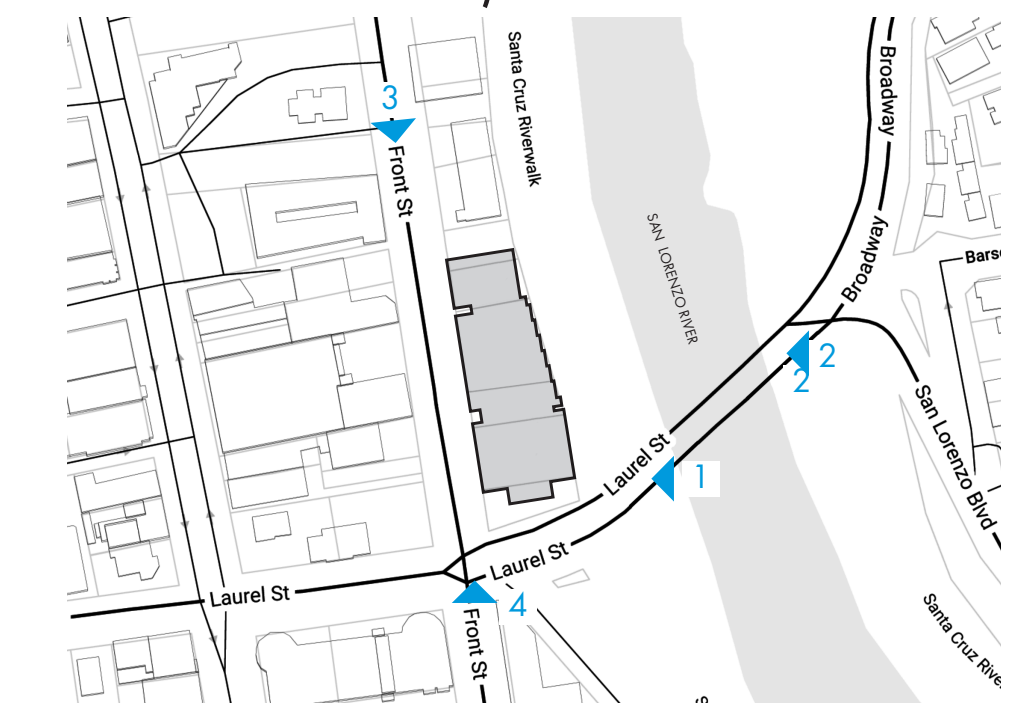
VIEW 3 (PROPOSED). LOOKING SOUTH ON FRONT ST (INCL NEIGHBORING MIXED-USE)



VIEW 4 (EXISTING). LOOKING NORTH ON FRONT ST



VIEW 4 (PROPOSED). LOOKING NORTH ON FRONT ST (INCL NEIGHBORING MIXED-USE)



PERSPECTIVE CONTEXT VIEWS

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PERSPECTIVE SITE VIEWS

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A2.03

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BCV ARCHITECTURE + INTERIORS

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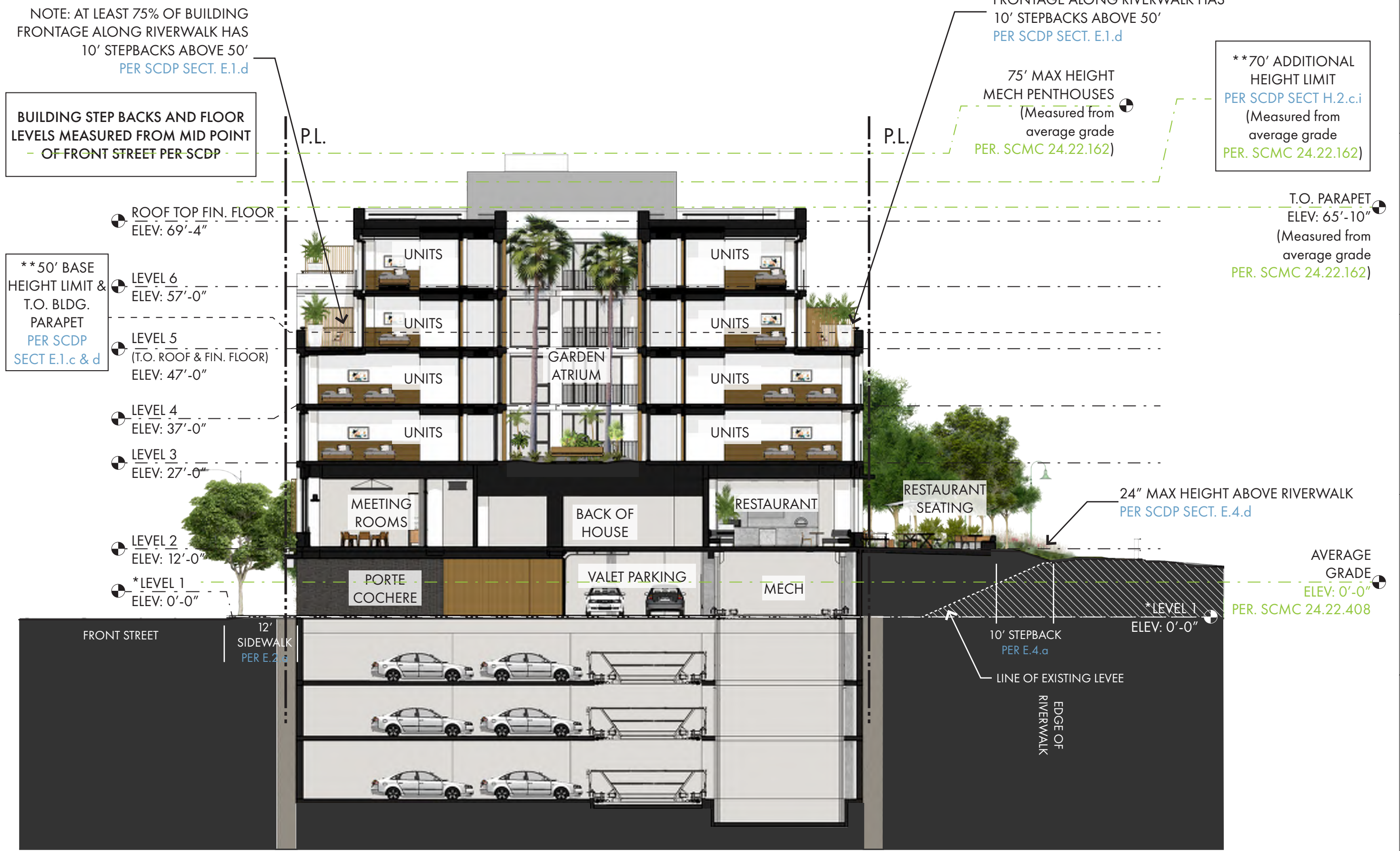
BUILDING SECTIONS

NOT FOR CONSTRUCTION

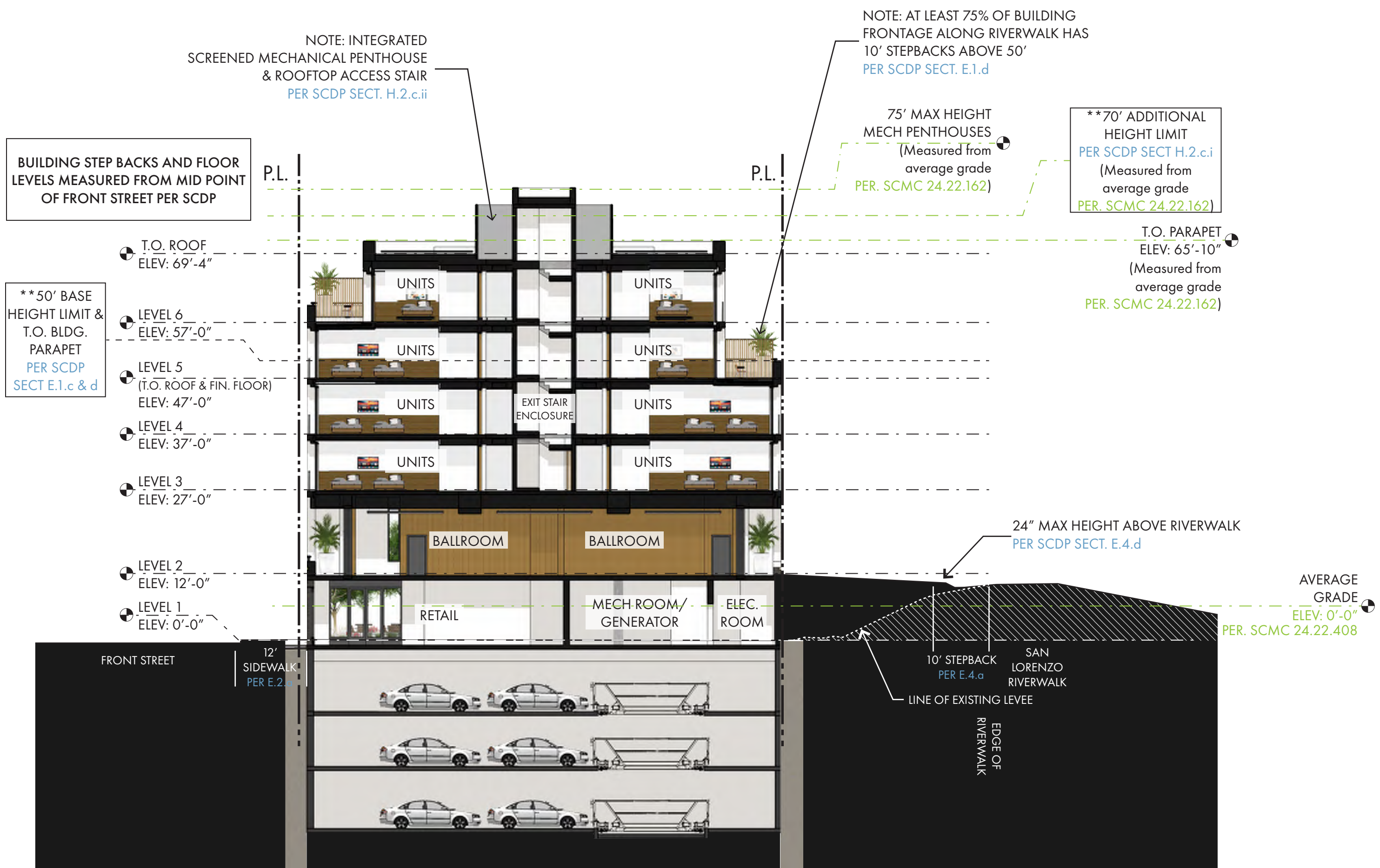
A3.01



SECTION AA: SECTION THROUGH LOBBY(SOUTH BLOCK)



SECTION BB: SECTION THROUGH ATRIUM (MID BLOCK)



SECTION CC: SECTION THROUGH BALLROOM (NORTH BLOCK)

*NOTE: Per. SCMC 24.22.162, building heights are measured from the average grade.
Per SCDP E.1, building setbacks are measured from the Front Street Sidewalk. As the sidewalk slopes across the project site, these measurements are taken from the Front Street top of curb at the

**Per SCDP Section J.1 Design Variation

"The Downtown Plan contains development standards, which when implemented, are intended to achieve the First Principles of the Plan and public objectives for the downtown. While every effort has been made to thoughtfully produce clear and concise standards for the community, the Plan can never address or respond to all development scenarios and circumstances. Therefore, projects that closely conform to the development standards, but with slight variations may be considered upon demonstration that the resulting project will better achieve stated plan and community objectives. Such variations shall be minor in nature and must receive a positive recommendation from the Planning Director, with final approval by the City Council."

We consider the project height measurements in this project to be "variations minor in nature" relative to the specific method of measurement suggested in the downtown plan, and in spirit of the above referenced section, these minor variations in height measurements should be approved. The project closely conforms with the development standards and "the resulting project will better achieve stated Plan and community objectives." This project's complex mixed-use program (including lower Level 1 retail and hotel entry, Level 2 town-square-like lobby, restaurant and event spaces, upper level guestrooms and accessible spa/gym, and rooftop bar, gardens and terraces require these minor variations in height measurement as shown for a successful project result.

NOT TO SCALE@11x17
SCALE: 1/16" = 1'-0" @ 24x36



TRANSVERSE BUILDING SECTIONS



SECTION DD: LONGITUDINAL SECTION

NOT TO SCALE @ 11x17
SCALE: 1/16" = 1'-0" @ 24x36



CONTEXT ELEVATION ALONG FRONT STREET

*NOTE: Per S.C.M.C 24.22.162, building heights are measured from the average grade. Per SCDP E.1, building setbacks are measured from the Front Street Sidewalk. As the sidewalk slopes across the project site, these measurements are taken from the Front Street top of curb at the midpoint

**Per SCDP Section J.1 Design Variation

- "The Downtown Plan contains development standards, which when implemented, are intended to achieve the First Principles of the Plan and public objectives for the downtown. While every effort has been made to thoughtfully produce clear and concise standards for the community, the Plan can never address or respond to all development scenarios and circumstances. Therefore, projects that closely conform to the development standards, but with slight variations may be considered upon demonstration that the resulting project will better achieve stated plan and community objectives. Such variations shall be minor in nature and must receive a positive recommendation from the Planning Director, with final approval by the City Council."
- "We consider the project height measurements in this project to be "variations minor in nature" relative to the specific method of measurement suggested in the downtown plan, and in spirit of the above referenced section, these minor variations in height measurements should be approved. The project closely conforms with the development standards and "the resulting project will better achieve stated Plan and community objectives." This project's complex mixed-use program (including lower Level 1 retail and hotel entry, Level 2 town-square-like lobby, restaurant and event spaces, upper level guestrooms and accessible spa/gym, and rooftop bar, gardens and terraces require these minor variations in height measurement as shown for a successful project result.

NOT TO SCALE

LONGITUDINAL BUILDING SECTION & CONTEXT

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BUILDING SECTIONS & FULL SITE ELEVATION

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A3.02

ISSUANCE

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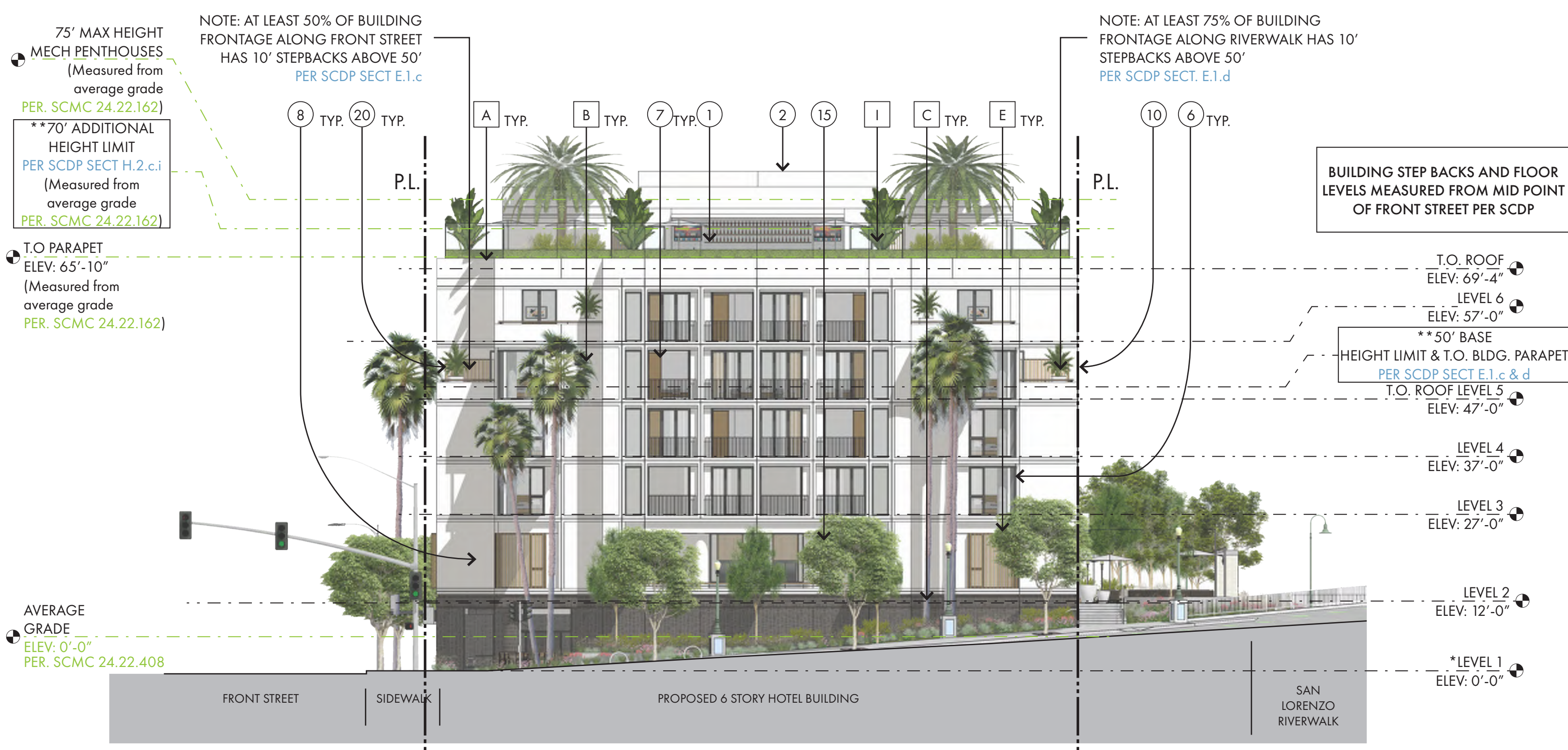
EXTERIOR ELEVATIONS

NOT FOR CONSTRUCTION

A4.01



1. FRONT STREET (WEST ELEVATION)



2. LAUREL STREET (SOUTH ELEVATION)

*NOTE: Per S.C.M.C. 24.22.162, building heights are measured from the average grade. Per S.C.D.P. E.1, building setbacks are measured from the Front Street Sidewalk. As the sidewalk slopes across the project site, these measurements are taken from the Front Street top of curb at the midpoint

**Per S.C.D.P. Section J.1 Design Variation

- The Downtown Plan contains development standards, which when implemented, are intended to achieve the First Principles of the Plan and public objectives for the downtown. While every effort has been made to thoughtfully produce clear and concise standards for the community, the Plan can never address or respond to all development scenarios and circumstances. Therefore, projects that closely conform to the development standards, but with slight variations may be considered upon demonstration that the resulting project will better achieve stated plan and community objectives. Such variations shall be minor in nature and must receive a positive recommendation from the Planning Director, with final approval by the City Council.
- We consider the project height measurements in this project to be "variations minor in nature" relative to the specific method of measurement suggested in the downtown plan, and in spirit of the above referenced section, these minor variations in height measurements should be approved. The project closely conforms with the development standards and "the resulting project will better achieve stated Plan and community objectives." This project's complex mixed-use program (including lower Level 1 retail and hotel entry, Level 2 town-square-like lobby, restaurant and event spaces, upper level guestrooms and accessible spa/gym, and rooftop bar, gardens and terraces require these minor variations in height measurement as shown for a successful project result.

MATERIALS LEGEND (LETTERS DENOTE MATERIALS)

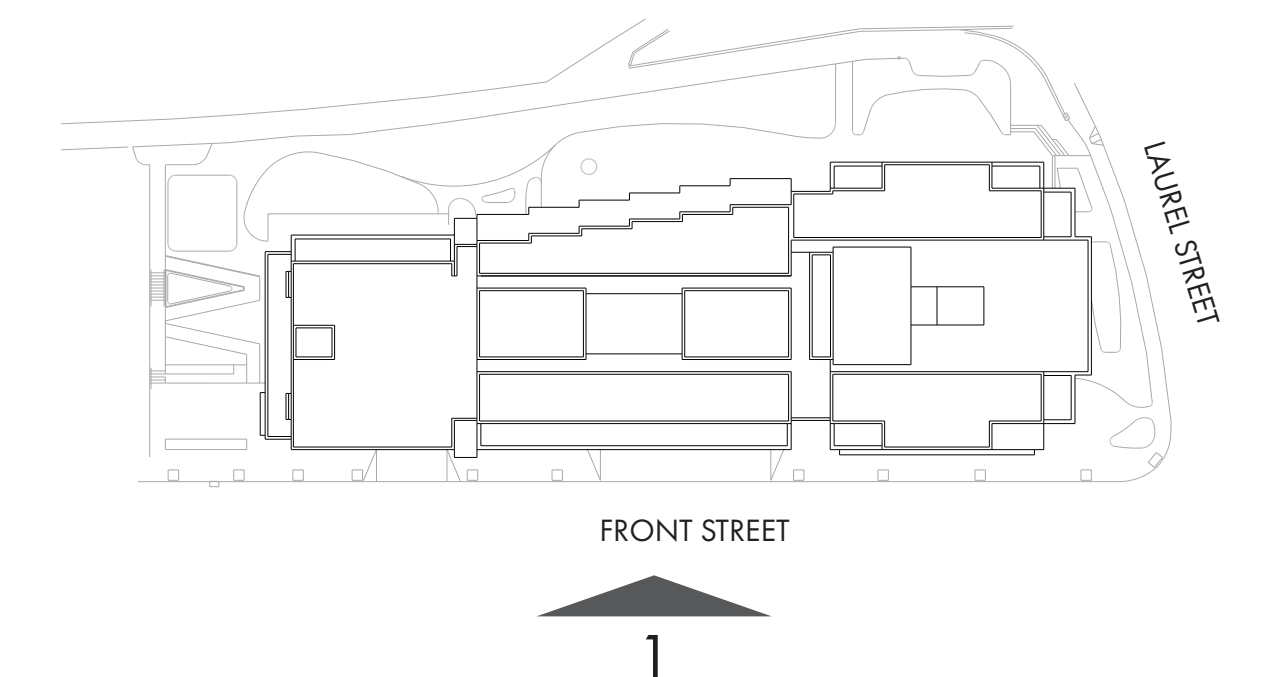
A&B PRECAST CONCRETE/CEMENT PLASTER FRAME & PRECAST CONCRETE/CEMENT PLASTER PANELS		C. CHARCOAL GLAZED BRICK VENEER/PANELS
D. WOOD OR WOOD COMPOSITE SLATS (OPERABLE)	E. WOOD OR WOOD COMPOSITE SLATS (FIXED)	F. WOOD OR WOOD COMPOSITE PANELS
G. DARK ALUMINUM STOREFRONT	H. DARK MTL. CANOPY	I. HEDGE PLANTER WITH GLASS WINDSCREEN

KEYNOTES (NUMBERS DENOTE ELEMENTS)

- GLASS WINDSCREEN
- ELEVATOR OVERRUN
- FIXED MTL WINDOW
- OPERABLE SLAT SCREEN SYSTEM WITH SLIDING WINDOW SYSTEM BEHIND
- MARQUEE WITH SIGNAGE
- OPERABLE MTL WINDOW SYSTEM CASEMENT AND HOPPER VENTILATING WINDOW
- OPERABLE MTL WINDOW SYSTEM BIFOLDING DOOR & JULIET BALCONY
- OPERABLE MTL WINDOW SYSTEM SLAT SCREEN
- GARAGE ENTRY ROLL-UP DOOR BEYOND
- TERRACE BALCONY WITH POTTED VEGETATION
- EGRESS STAIR TOWER
- ROOF TOP ACCESS STAIR
- MECHANICAL SCREEN BEYOND
- LOBBY AMPHITHEATER STEPS BEYOND
- OPEN-AIR PORCH
- LANDSCAPING/RIVERWALK CONNECTION
- MTL EGRESS DOOR
- WOOD SLAT AND GLASS DOOR
- STOREFRONT GLASS
- SLAT SCREEN GUESTROOM TERRACE PARTITION

NOTE: Project will incorporate bird-safe strategies consistent with those enumerated in the Downtown Specific Plan, including:

- Project avoids passageways or atriums that trap birds.
- Project proposes using window glazing treatments that create a visual barrier to birds for the majority of glazing within the first 40' of ground level facade facing the Riverwalk.
- Exterior illumination will be thoughtfully designed to minimize light pollution
- Use of timers and avoiding up-lighting and spotlights and that would be detrimental to wildlife.
- Majority of landscaping located to allow views from the building/ designed to keep birds away from the building facade



NOT TO SCALE@11x17
SCALE: 1/16" = 1'-0" @ 24x36

12 48FT

#	DATE	DESCRIPTION
0	04-12-21	PLANNING SUBMITTAL
1	07-06-21	REVISED DESIGN
2	12-22-22	PLANNING RESUBMITTAL



3. RIVERWALK (EAST ELEVATION)



4. MAPLE STREET (NORTH ELEVATION)

*NOTE: Per SCDP Section J.1 Design Variation

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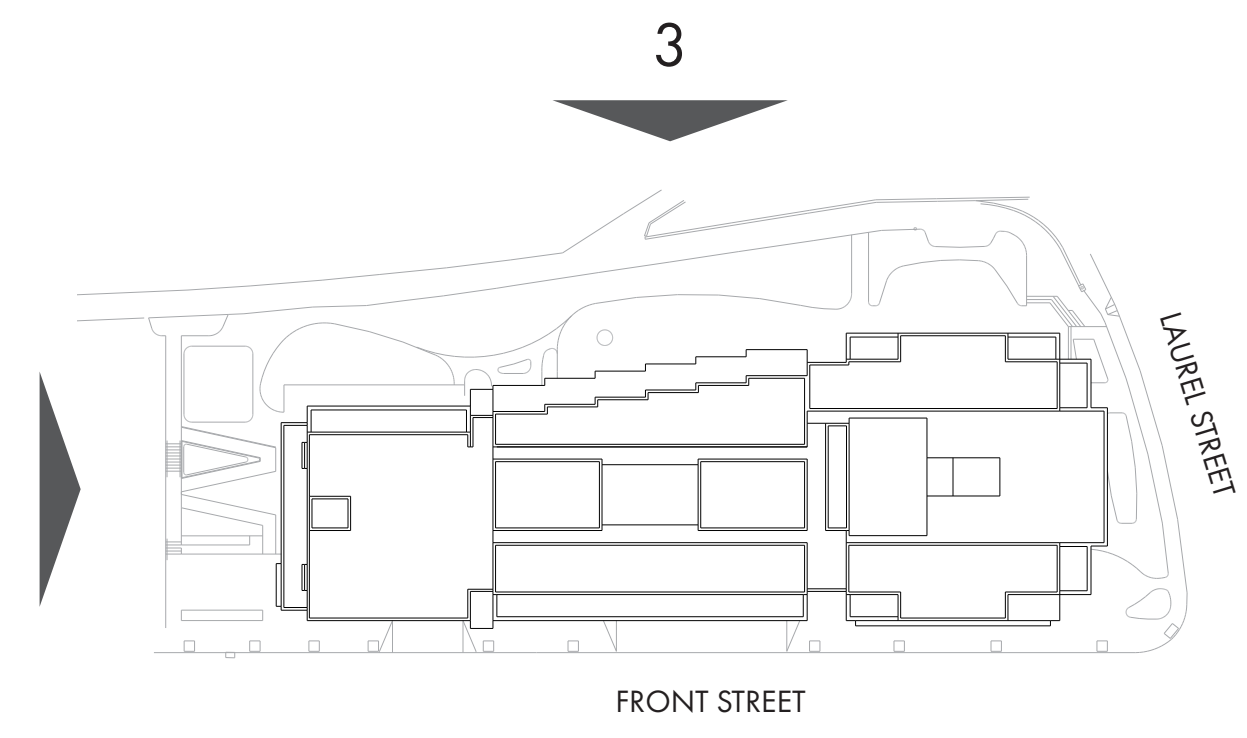
A&B PRECAST CONCRETE/CEMENT PLASTER FRAME & PRECAST CONCRETE/CEMENT PLASTER PANELS		C. CHARCOAL GLAZED BRICK VENEER/PANELS
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- MTL EGRESS DOOR
- WOOD SLAT AND GLASS DOOR
- STOREFRONT GLASS
- SLAT SCREEN GUESTROOM TERRACE PARTITION



NOT TO SCALE @ 11x17
SCALE: 1/16" = 1'-0" @ 24x36

12 48FT

ISSUANCE

#	DATE	DESCRIPTION
0	04-12-21	PLANNING SUBMITTAL
1	07-06-21	REVISED DESIGN
2	12-22-22	PLANNING RESUBMITTAL

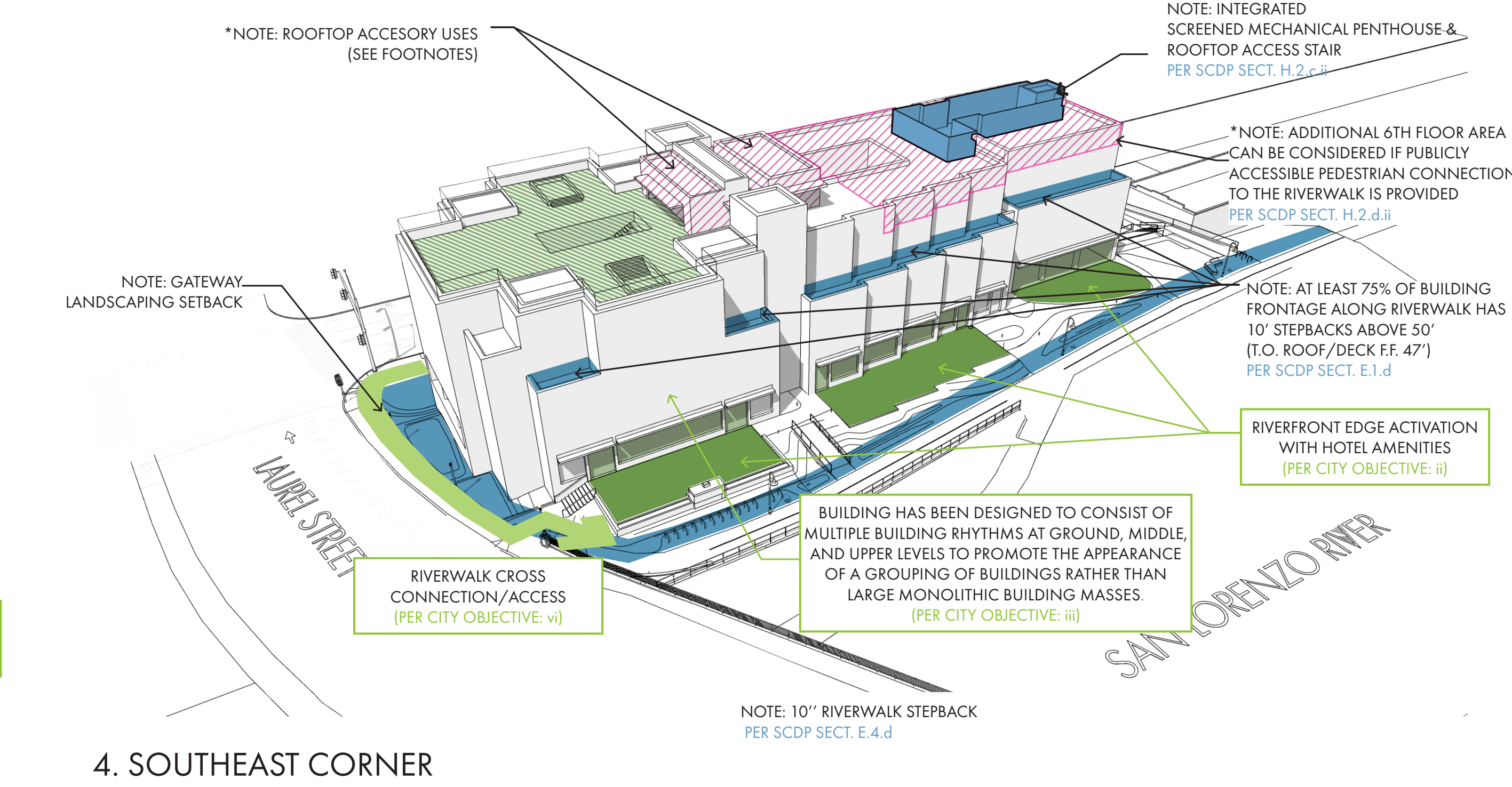
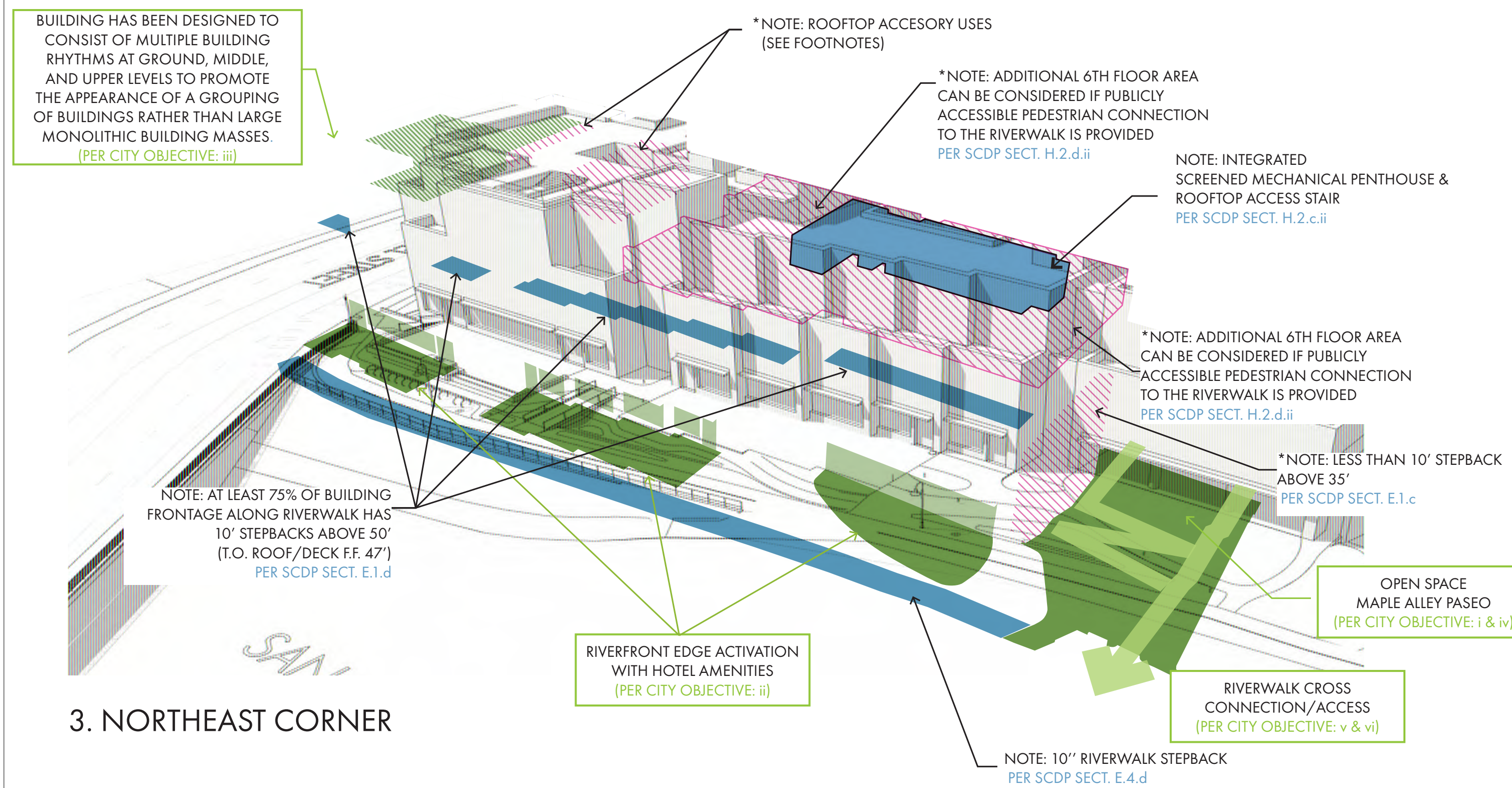
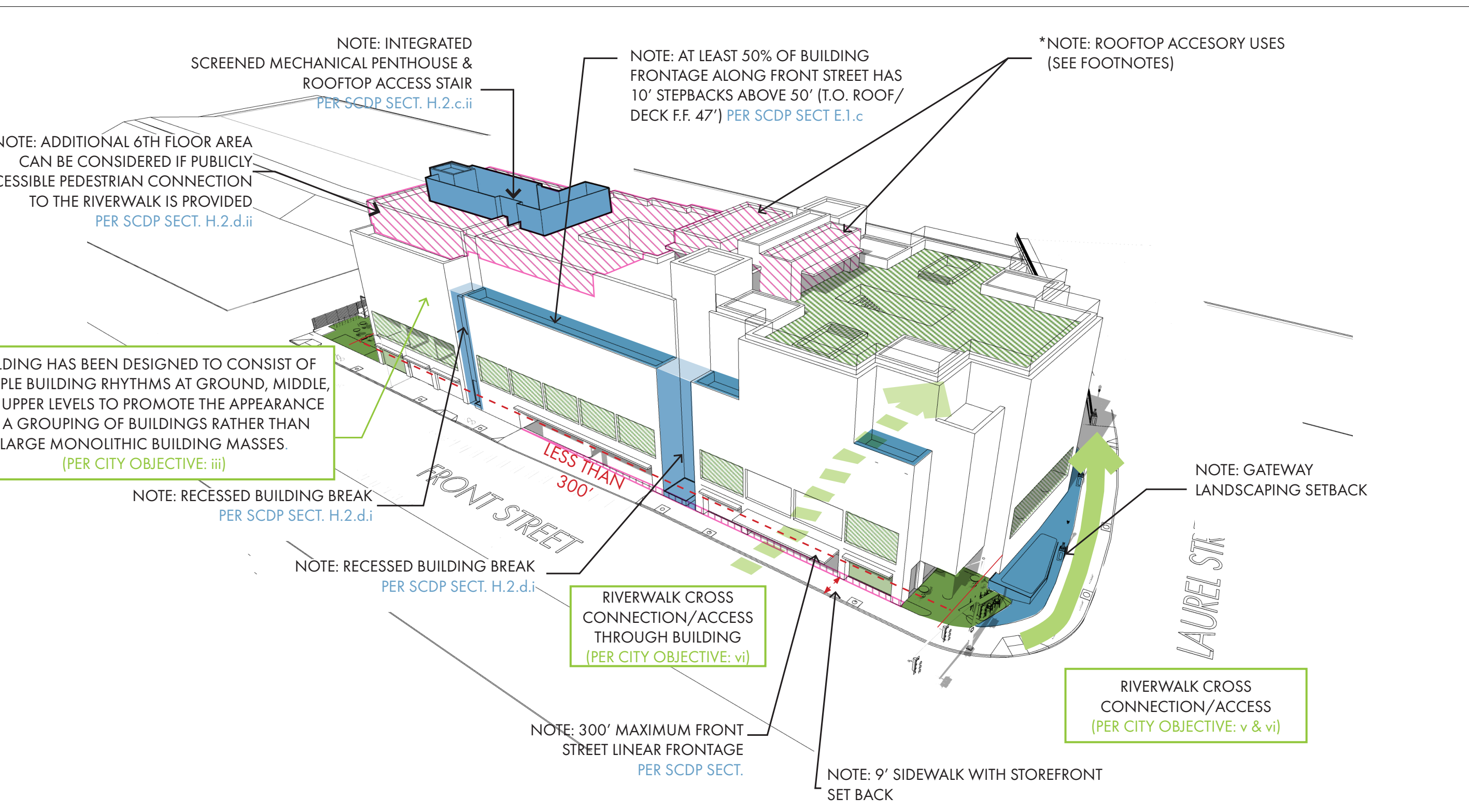
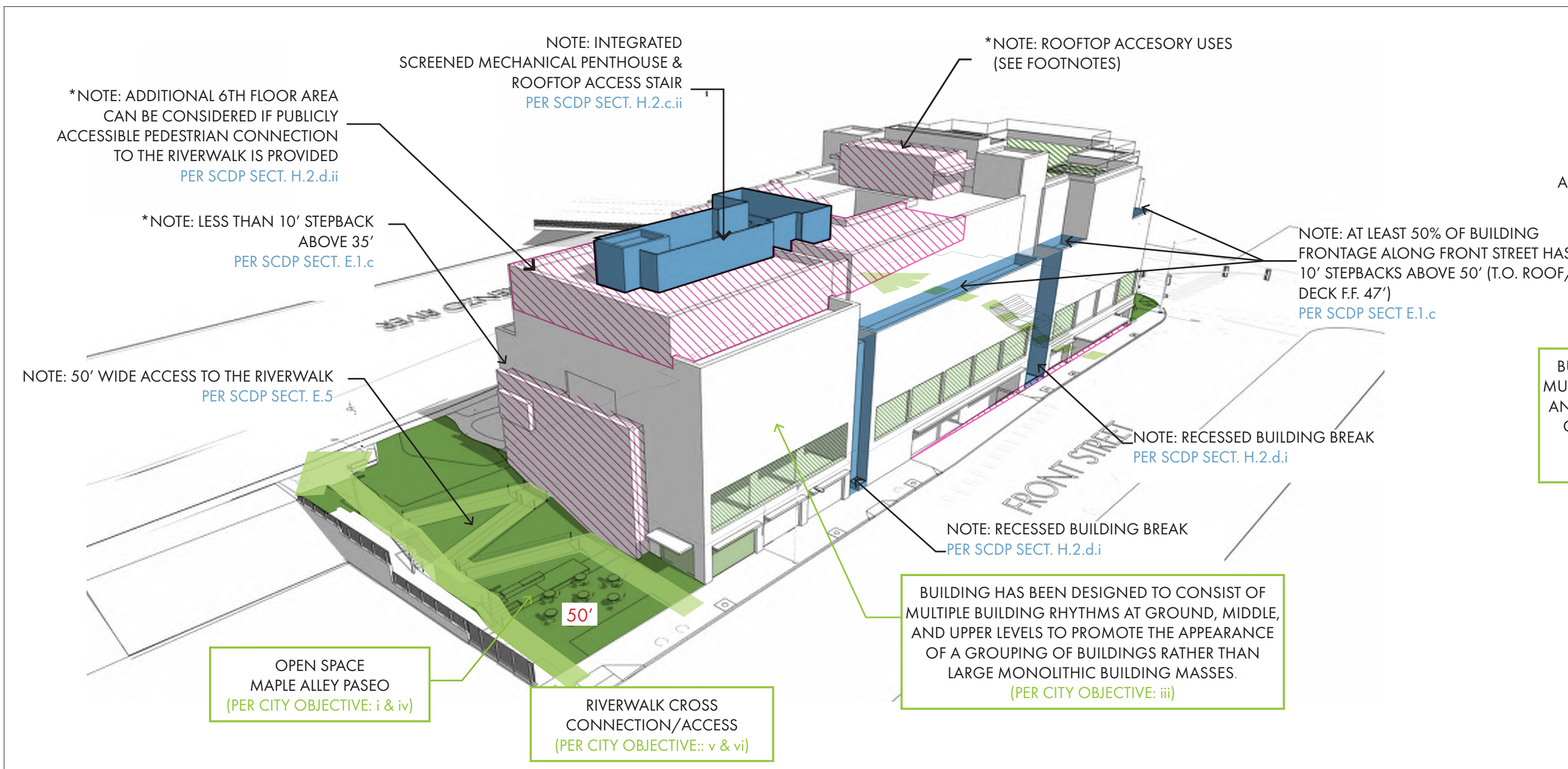
MASSING ANALYSIS

NOT FOR CONSTRUCTION

A5.01

PROJECT 19080

BCV ARCHITECTURE + INTERIORS



	COMPLIANT		COMPLIANT EXTERIOR AMENITIES PROVIDED (PER REQUESTED VARIATION: v & vi)		COMPLIANT INTERIOR AMENITIES PROVIDED		AREA REQUESTING VARIATION
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***ROOFTOP ACCESSORY USES**

- The Downtown Plan encourages Rooftop Gardens and Terraces. A utilized rooftop requires egress stairs and elevator access. Therefore these vertical circulation elements are inherently permitted by the Downtown Plan.
- Furthermore, Per SCDP SECT. H.2.d.iii - Integrated Rooftop Design. "Rooftops shall be fully designed and creatively integrated into the function of the building. Rooftops provide opportunities including, but not limited to, usable residential or commercial open spaces, community gardens, rainwater retention facilities, green-roof landscaping, solar panel facilities as shade structures, building mechanical equipment and other uses. These spaces shall be thoughtfully and creatively designed as part of the initial project application."
- In order to have a commercially viable and successful Rooftop Pool and Terrace, accessible not only to hotel guests but at times the community at large, minimal service and support enclosures must be integrated, and have been carefully located and designed to be effectively concealed from view from the street with no perceived change to the mass of the building.

THE CRUZ HOTEL
324 FRONT STREET
SANTA CRUZ, CA 95060

ISSUANCE

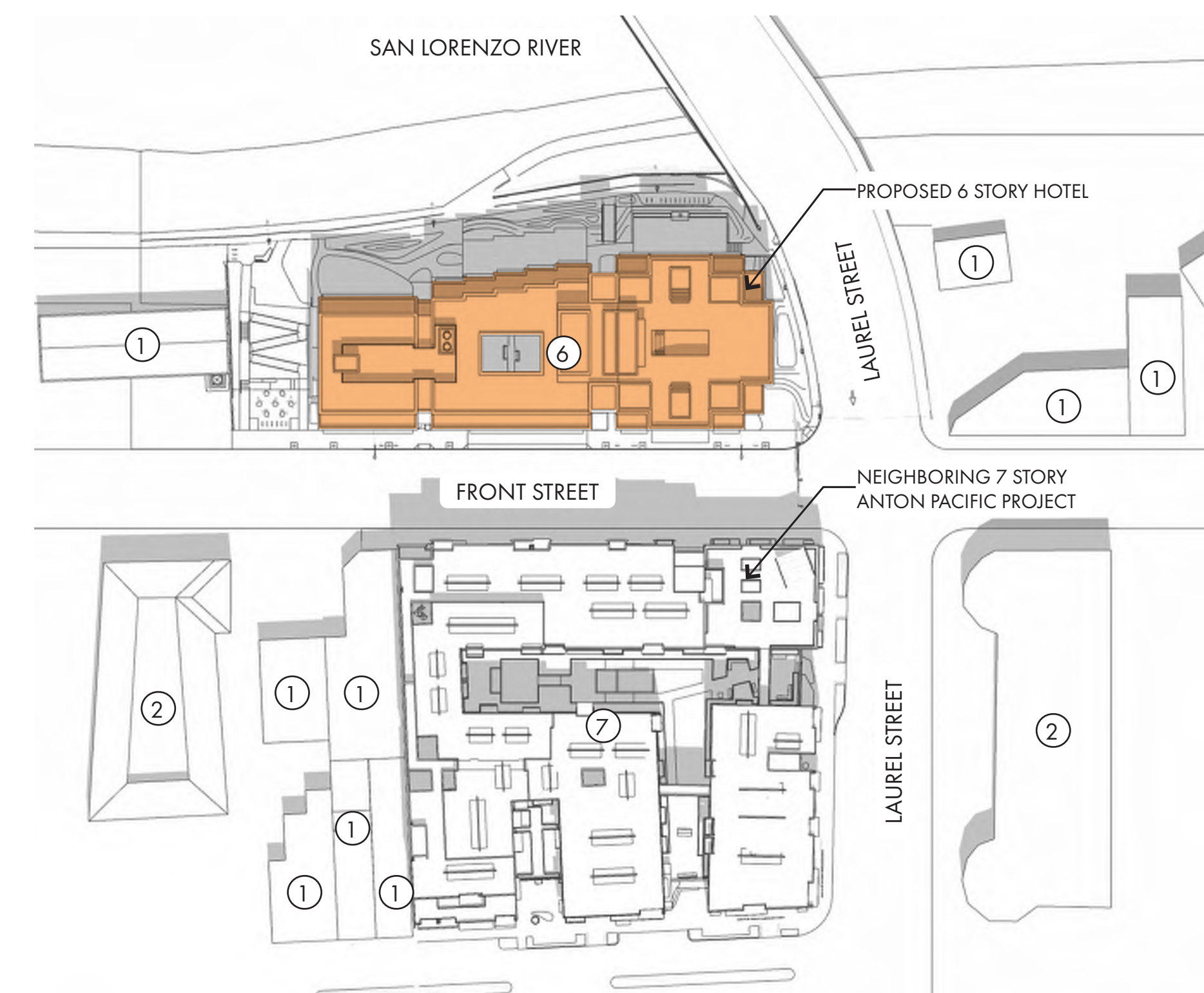
#	DATE	DESCRIPTION
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1	07-06-21	REVISED DESIGN
2	12-22-22	PLANNING RESUBMITTAL

SOLAR STUDY - SUMMER & WINTER SOLSTICE

NOT FOR CONSTRUCTION

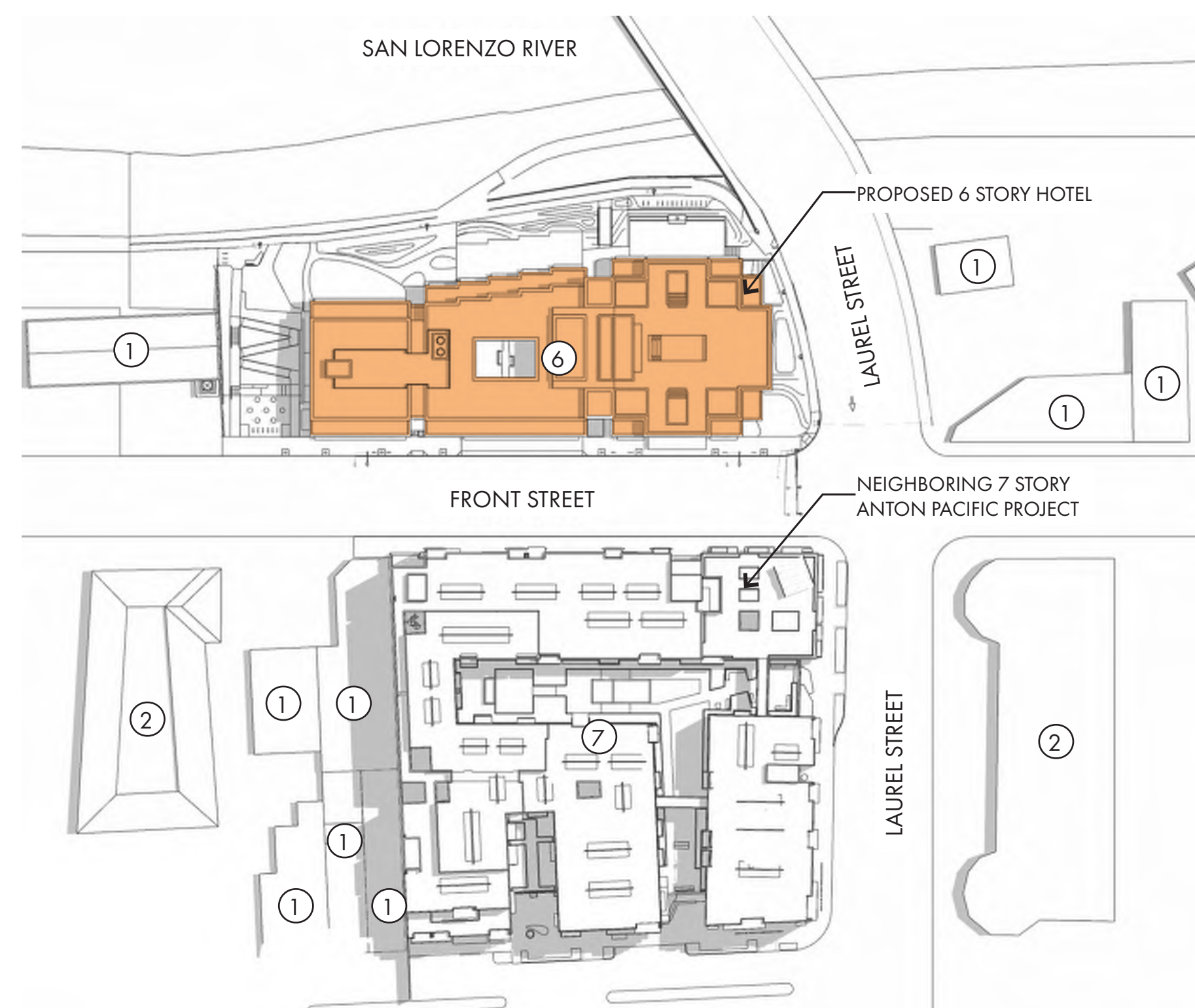
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PROJECT 19080

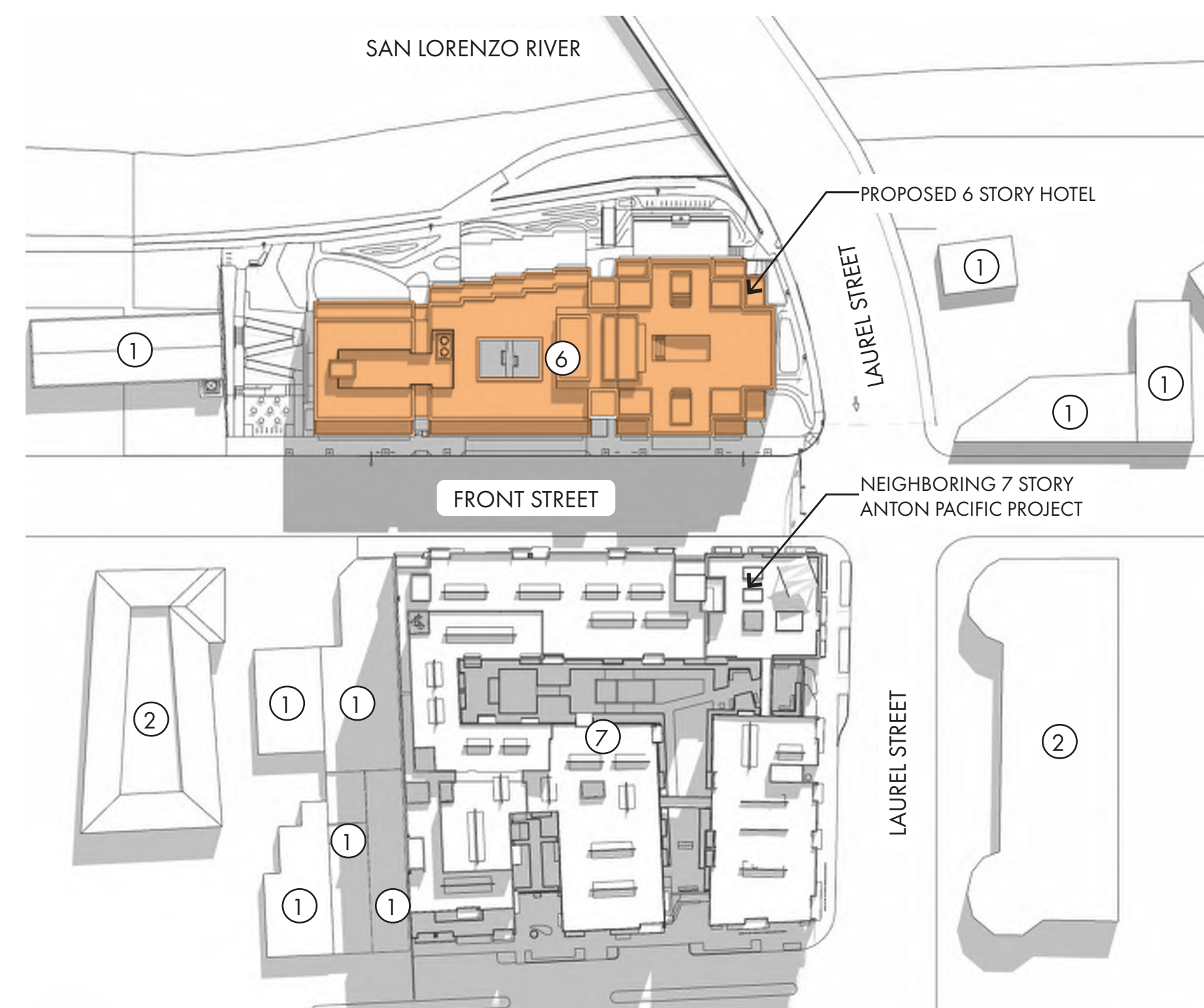


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*NUMBER ON BUILDING DENOTES NUMBER OF STORIES

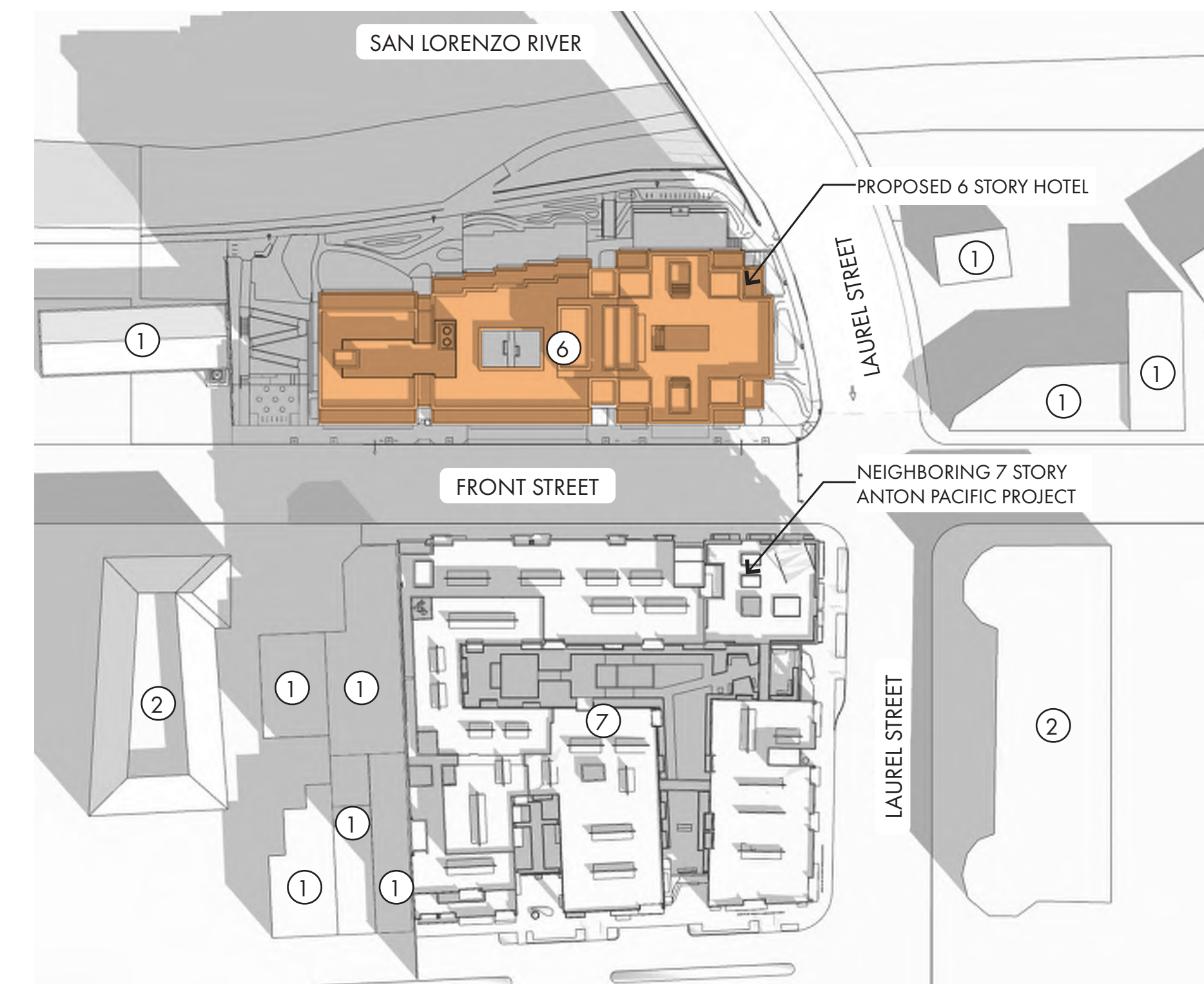


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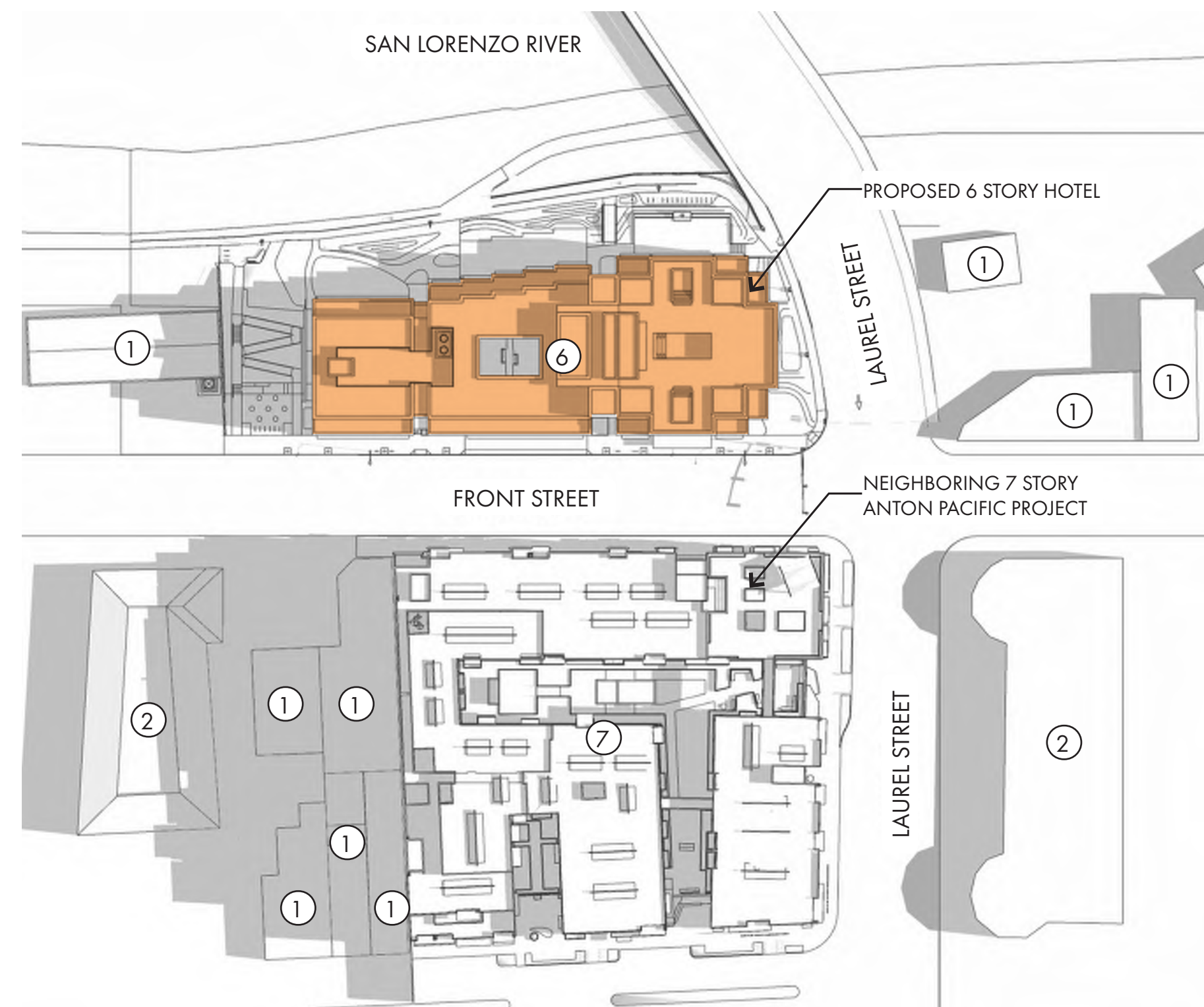
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1. SUMMER SOLSTICE (JUNE 21)

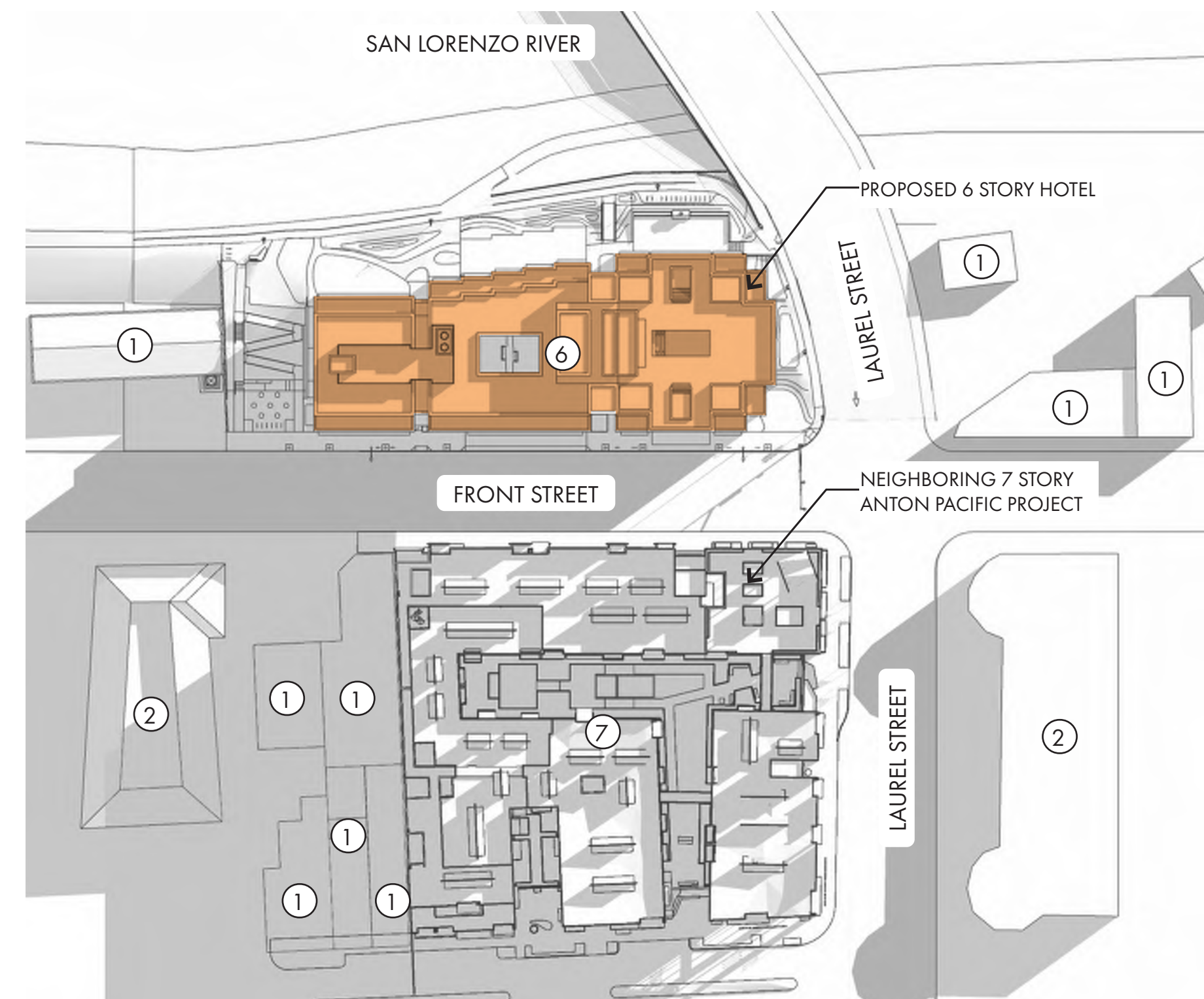


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2. WINTER SOLSTICE (DECEMBER 21)

