

# Santa Cruz County Business Council

## 190 W. Cliff mixed-use project

Joint Transportation and Infrastructure/Government Affairs Committee  
3/7/2018



**ENSEMBLE**<sup>®</sup>  
REAL ESTATE INVESTMENTS

# 190 W. Cliff: Project Features

- For-Sale Housing

- 89 units (79 market rate; 7 @ 50% AMI; 3 @ city standard of 80%-100%)
- Application for 35% state density bonus with 11% VLI units @ 50% AMI
- Greater affordability than local inclusionary standard (50% AMI vs 80-100% AMI )

- Community Benefits

- Transportation improvements to West Cliff (Sidewalk, bike lane, crosswalk, signalization)
- Underground utilities
- Open community plaza with commercial (café, restaurant, small market hall, fitness, spa)

- Sustainability

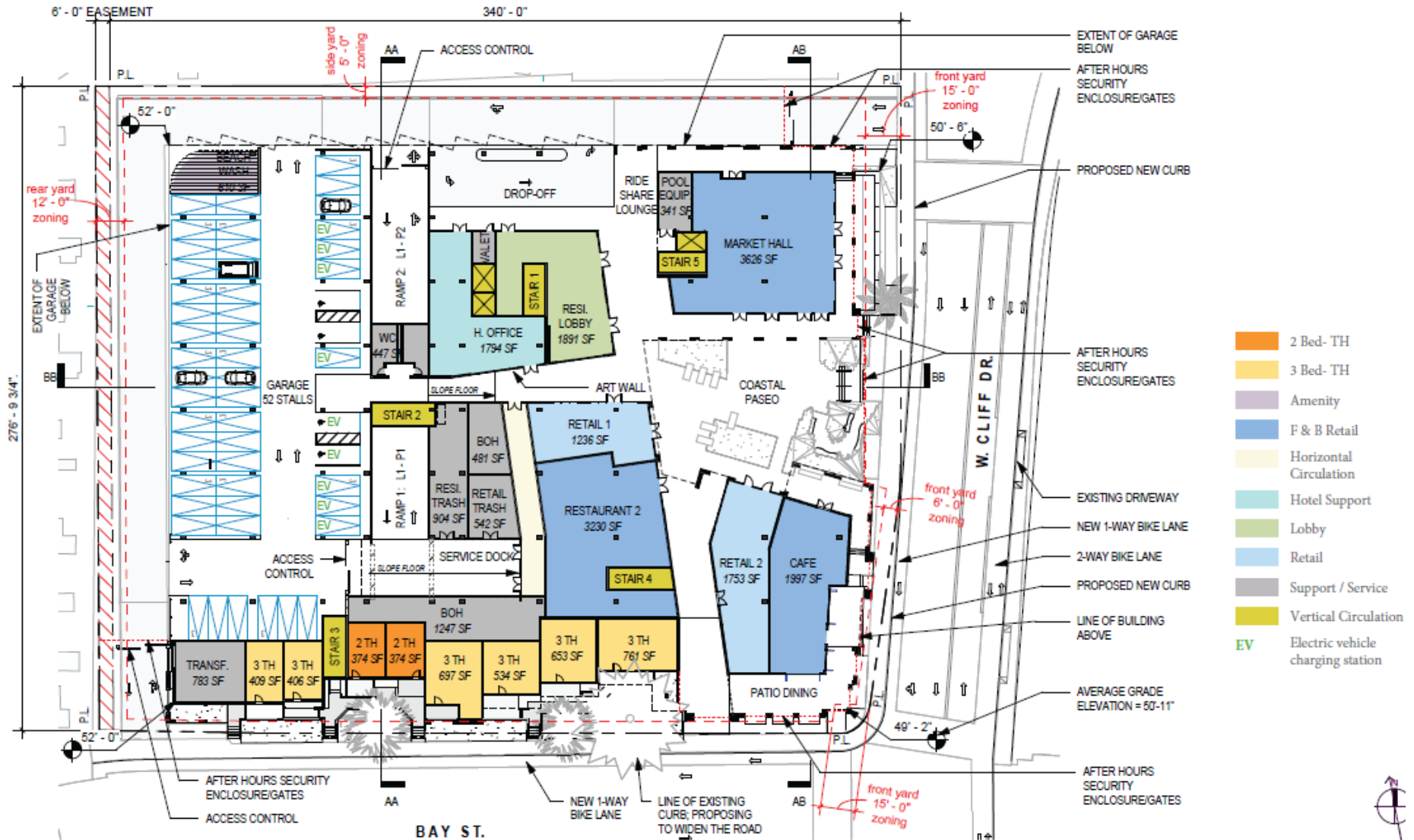
- Target LEED Gold
- Ride share & TDM features
- Showcase for innovative and site-appropriate technologies



# Project Location



# Site Plan – Plaza Level



- 2 Bed- TH
- 3 Bed- TH
- Amenity
- F & B Retail
- Horizontal Circulation
- Hotel Support
- Lobby
- Retail
- Support / Service
- Vertical Circulation
- EV Electric vehicle charging station

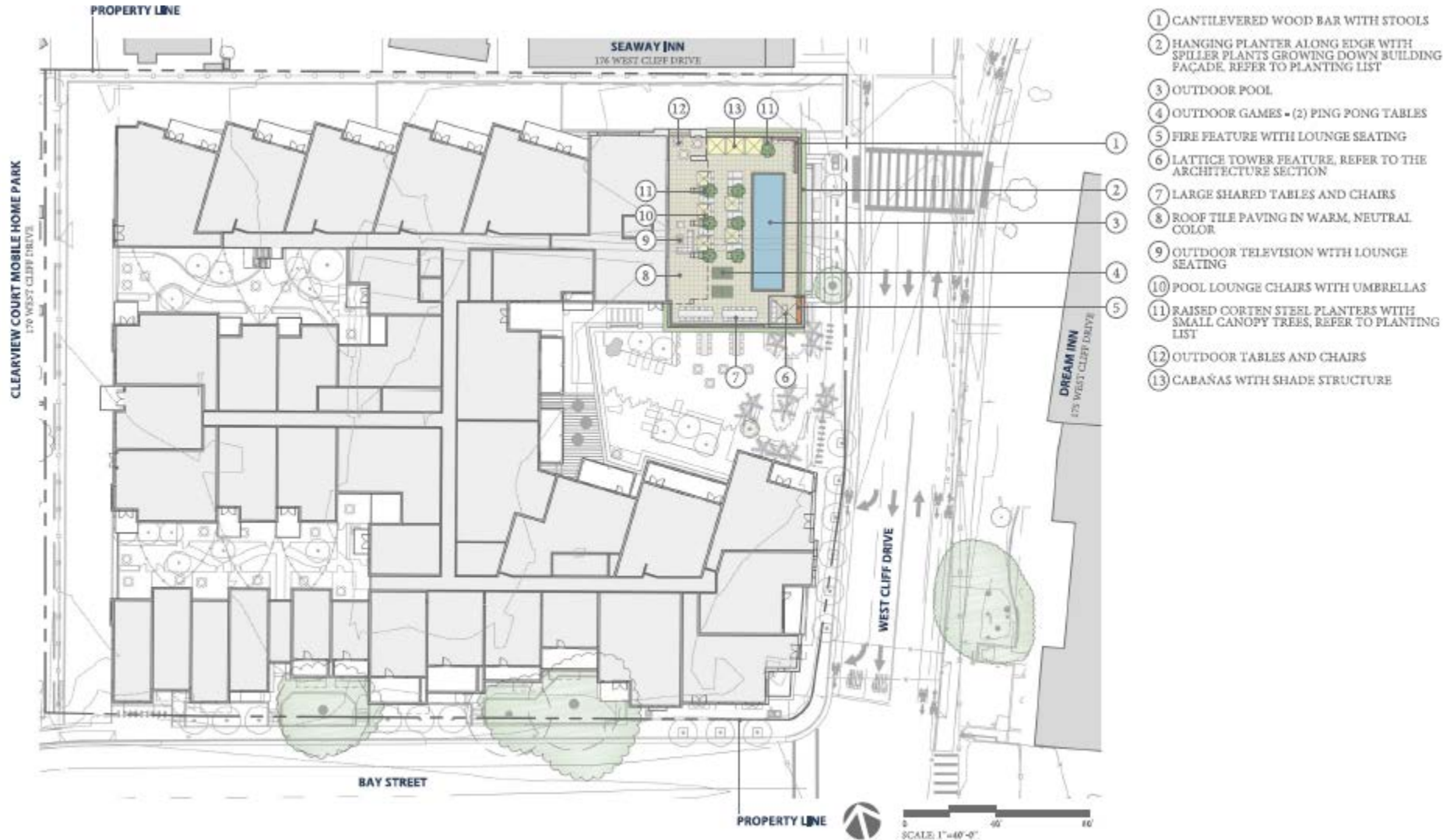


# Plaza Landscape

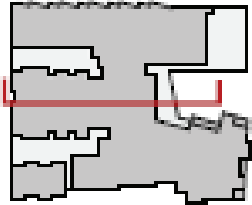
B. Landscape Plan - Ground Level Scale: 1" = 40'-0"



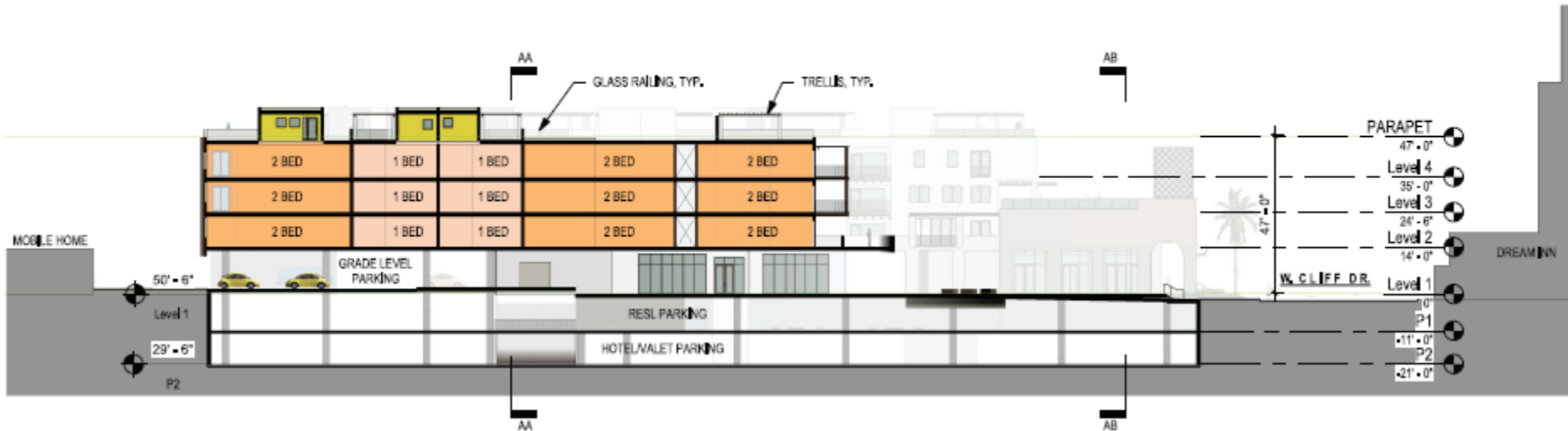
# Site Plan – Upper Floors



# Project Concept: Section



SECTION - BB



# Project Concept: Preliminary View from West Cliff



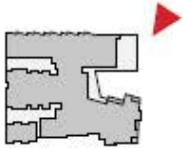
ARCHITECTURAL  
F. Coastal Paseo Perspective

2





# Project Concept: Preliminary View from West Cliff

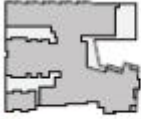


ARCHITECTURAL  
F. Cliff Drive Perspective

2



# Project Concept: Preliminary View from Bay



ARCHITECTURAL  
F. Bay Street Perspective

2



# Transportation Improvements



## 1 ROAD REALIGNMENT

The project proposes road improvements and will provide a new bike lane along the west side of W. Cliff Dr.

- 1.1 UNDERGROUND UTILITIES
- 1.2 CROSS WALK
- 1.3 SIDEWALK WIDENING
- 1.4 BIKE LANE WIDENING / IMPROVEMENT
- 1.5 MAINTENANCE AGREEMENTS FOR SIDEWALK IMPROVEMENTS IN R.O.W.

# 190 W. Cliff: Sustainability

- Target LEED Gold and energy performance at Title 24 +20% or better
- Ride share (with electric vehicles) & TDM features
- Renewable energy sources Solar energy features including photovoltaics and hot water preheat
- Showcase for innovative and site-appropriate technologies
  - Water recapture technologies
  - Smart home features
  - Re-used materials, rammed earth construction of market hall
- Bicycle amenities
  - 347 bike spaces vs 147 per zoning
  - Secured resident bicycle & surfboard storage
  - Employee bike storage & changing areas with shower and lockers
  - Ample public bike rack spaces in plaza and bikeshare station

