110 Broadway

110 BROADWAY
COSTA MESA, CA

IRV16-0072-00
CONCEPTUAL DESIGN
07.02.2016

WARE MALCOMB
architecture | planning | interiors | branding | civil

Restaurant

Use: Restaurant

Juice Bar
Espresso Shop
Chocolate shop

Office

Use: Office

Attorney
Architect
Physical Therapist

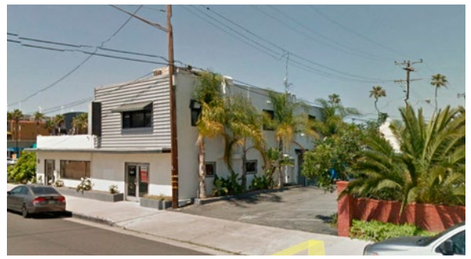
Retail

Use: Retail

Bike Store
Baby Boutique
Florist
Technology

This conceptual design is based upon a preliminary review of entitlement requirements and on unverified and possibly incomplete site and/or building information, and is intended merely to assist in exploring how the project might be developed.

Restaurant



Restaurant Elements

Clad building in primarily corrugated metal siding.

Switch direction from lower, darker portion and larger colored portion.

Leave area around openings blank and use a plaster infill between the openings. Unify with the image of a banded window system

Drape a greenscreen in front of the windows to offer a view of nature while also screening the streetscape

Add alternate: Use plaster and corrugated metal to keep the cost down

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Option 1 - Restaurant

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SHEET
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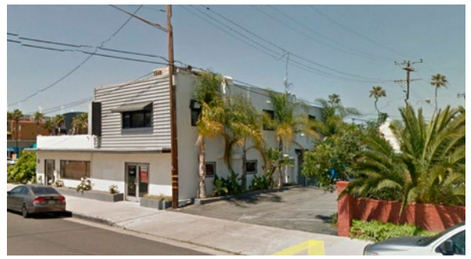
Office



Office Elements

Clad entire building in corrugated metal panel and leave areas open for plaster finish

Add lighted box element at entry way or accentuate entry with angled facade treatment

Allow roll up doors to offer outside feeling an possibly open similar to creative office - works well with the exposed duct work image

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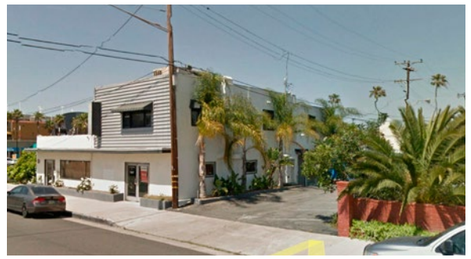

Retail Elements

Add Glass at lower level to maximize visiblity from street. Combine with spandrel glass to maximize structure and visible street views

Add wood element or corrugated metal panel at entire upper story.

Add railing to offer outdoor space

Add dramatic light fixtures to relate more to the triangle and lure people to location

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CONCEPTUAL DESIGN

Option 3 - Retail

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