



OFFICEUNTITLED

4200 Sepulveda Boulevard, Suite 104
Culver City, California 90230
www.officeuntitled.com

2800 28th Street Design Narrative

February 11, 2026

Overall Building Design/Architectural Concept

Situated along 28th Street directly adjacent to Clover Park, the 2800 28th Street site presents an opportunity to provide much-needed housing to the Santa Monica community. The new development emphasizes outdoor space, natural lighting, ventilation, landscaping, depth, and texture. Conceived as a four-sided project, the building is organized as three main bars orientated east/west around elevated courtyards that open to 28th Street, to the Clover Park and the residential neighborhood to the West.

In addition to the courtyards, the design includes a diverse collection of connected outdoor spaces at various scales throughout the building. Envisioned as “Topography as a Building”, the outdoor space terraces at different levels, allowing light and air to flow while reducing the overall scale of the building. By introducing these outdoor spaces as a secondary organizing element, the building is significantly opened to the exterior at various points, allowing additional natural light, ventilation, ocean and mountain views, and usable outdoor area throughout.

Site Design

In addition to outdoor space, the project also emphasizes and prioritizes the connection to the street and pedestrian activity. Along the ground plane, the project is anchored at the northeast corner with community-serving retail, accessible coming from the west from Clover Park and along the 28th street frontage. Adjacent to the community-serving retail space, there is a generous ground level inset, open to the sky, marking the main entry into the project. From the main entry point, guests have access to parking for cars and bicycles, as well as a drop off/pick up area. The central entry point provides for quick and easy access to the main residential lobby as well as the commercial spaces and serves as a “main square” for the building. The project is within less than a quarter mile of bike paths and bus stops. The building provides access to pedestrian paths and multi-modal points on the north and south, allowing for easy access to the adjacent Santa Monica Business Park for work, Ocean Park for community serving retail and restaurants, and Clover Park for recreation.

Landscaping

The landscape design emphasizes the unique outdoor spaces throughout the project, from the ground floor courtyards through the terraced outdoor space to the upper pool deck area. These outdoor spaces and landscaping take inspiration from the local, native flora and expand on the “Topography as a Building” concept. The landscaped areas are a continuous, connected series of outdoor spaces moving their way through the building, creating unique and engaging experiences. In addition to providing a diverse set of landscaped outdoor spaces, the continuous outdoor space provides additional lighting, ventilation, and views in strategic areas.

From the ground level to the rooftop gardens, the landscape draws from coastal, canyon, meadow, riparian, chaparral, and upland forest ecologies to create a sequence of distinct outdoor experiences that contribute to a strong and cohesive sense of place. A palette of native and climate adapted plant communities is used throughout the site, responding to the varied sun, shade, and microclimate conditions created by the building’s massing across eight levels. These plantings support a range of outdoor rooms from active communal spaces to intimate contemplative areas, each with their own identity reinforced through form, texture, and habitat inspired planting compositions.



Mass and Scale

The overall massing of the building is porous, meant to express the importance of outdoor space, natural lighting, ventilation, and views. The terraced cut-outs not only provide outdoor spaces but also break down the overall volume of the building and visually opens up the upper levels of the building to the neighborhood. By organizing the project around the courtyards and continuous outdoor spaces, the design reads as a series of connected elements that provide consistency and contrast. The building's bars are each made up of shorter and taller elements on both ends, providing a meaningful break in the roofline along each of the four sides of the building.

Design Details and Materials

The design further explores depth, texture, and outdoor space at various scales, including the units, balconies, and materials. The metal window surrounds and angled wall panels create a unique play of light and shadow. The contrasting materials used for the project, including board-form concrete, stone, smooth stucco and striated GFRC panels, help emphasize the elongated terraced massing, clarify the smaller building volumes, and create depth and warmth throughout the building. The balcony railings are designed as offset screens, adding to the sense of layering across the façade.

Hardscape materials for planter walls, seat walls, paving, and site amenities are selected to align with both the Santa Monica context and the building's indoor-outdoor architectural relationships. Material transitions, textures, and tones are chosen to unify the project while subtly differentiating the character of each open space.

Lighting Design

The lighting concept establishes a strong sense of place through pedestrian-scale illumination. At Level 1, low-level elements such as pebble-like fixtures accent the entry landscape, creating an inviting atmosphere for both residents and visitors. At Level 2, intimate lighting guides movement along the meandering paths, while select moments are elevated with tree-mounted shielded gobo fixtures that introduce a textured pattern effect across the lawn. Curved linear luminaires and tree-mounted lanterns further enrich the landscape experience, encouraging users to pause and rest. Finally, the rooftop features low-level step lighting that supports comfortable seated vantage points, while woven lanterns and soft, warm pathway lighting along the perimeter pool deck reinforce a distinctly Californian coastal ambiance.