

Runway District | Design Addendum

The Beacon: a residential tower inspired by an airport control tower



THE FORM

Use the reference silhouette: a tapered shaft, pronounced vertical ribs, crisp horizontal bands, and a broad glazed crown. Translate it into a livable residential floor plate rather than copying the narrow control tower literally.

Place the building on a civic plaza at the edge of the Main Street, where it can serve as the district landmark without dominating the park.

PROGRAM

Homes occupy the main tower. A dedicated public lift reaches a viewing level and restaurant in the crown. Consider a rotating dining ring as an alternate bid; a stationary panoramic restaurant is the base option. The public entry, loading, fire access, and residential lobby have separate circulation.

SANTA MONICA COLLEGE DESIGN COMPETITION

Invite current Santa Monica College architecture and interior architecture students and SMC alumni to enter a paid, juried concept competition for the tower and district public realm. Hold an open exhibit and resident vote alongside a professional jury. Give future SMC cohorts annual briefs for plazas, wayfinding, interiors, and later phases. The winning concepts become the design brief; the developer's licensed architects and engineers deliver the buildable plans.

DESIGN AND DELIVERY TEST

Ask the master developer for two massing studies, a unit count, height and shadow analysis, a structural concept, fire and accessibility review, restaurant operator interest, and separate capital and lifetime operating prices for stationary and rotating versions. Confirm aviation and local height constraints before choosing a scheme. Preserve solar on suitable tower surfaces and across the rest of the district.

FINANCIAL TREATMENT

The district base model does not include a premium for this landmark or restaurant revenue. Add the tower only after its incremental construction cost, additional homes, restaurant rent, maintenance, and capital replacements are priced and tested against the core district plan.

Reference image supplied by the proponent for design direction. This addendum is an optional architectural brief, not an approved building design.