



65°

THIS IS THE MONTEREY PENINSULA



POPPY HILLS

And the Architecture of

STERLING | HUDDLESON



In an area where enclosures have often been celebrated as veils of privacy, Sterling|Huddleson has gently tipped the scale toward transparency, and Poppy Hills provides the opportunity to showcase their ideals.

The layouts in their recent design are endeavoring to provide a welcoming arrival and blur the lines between indoor and outdoor in dramatic ways. When viewed from the street, their houses are, in their words, “designed to be interesting but unopened books.”

Sterling|Huddleson is also addressing a trend toward warmer summers and more temperate winters, as well as the preferences and ideals of a new youthful segment of the real estate market that wants to take their work and play outside. Real Estate broker and developer Tim Allen is spearheading this new enclave of opportunity by representing Pebble Beach Company in this offering, and as an investor who understands this new trend in modern lifestyles.

Sterling|Huddleson believes the view is the stage and the house is an amphitheater. They begin the design process by meticulously studying sight lines for primary

and secondary views under various lighting conditions, surveying angles and climate conditions at different times of the day. In the case of Poppy Hills, they also survey when the fairway is busy as well as idle.

These conditions will form the backdrop and sometimes the inspirations that will play host to countless moments spent by a family at their home, the design of which should enhance these experiences. Gone are the days of a hall connecting a row of rooms: people want a sense of individual, independent space. They desire more of an Edwardian and less of a Waltons lifestyle insofar as requiring layouts that cater to adult guests, including adult children with young families of their own, teens home from college, or visiting parents. These scenarios ask for unique spaces in diverse locations within the property.

Sterling|Huddleson has given each of their designs a specific, unique spatial and formal rhythm. They have set the tone for this new movement in Pebble Beach architecture in which this composed diversity is heightened with an understated palette of tactile materials. In return, the designs unify each home with its surroundings while showcasing the unique forest setting that is Poppy Hills.

Purchase inquires: Tim Allen Properties
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Design inquires: Sterling|Huddleson Architecture
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