

Program Summary:

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Program Statement:

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The exterior responds to a challenging urban site and programmatic changes within the building through gradual massing changes and subtle interior shifts. Large, glazed apertures in the facade celebrate entrances and connected, communal interior spaces.

The central ethos behind this project was affordability through design. Within, the project holds 126 thoughtfully-designed apartments and a unique coworking and collaboration space. Units maximize style and affordability through efficient design, built-in furniture, and flexible layouts. The Shop features 30,000 sf of flexible workspace, a roof deck, multiple meeting rooms, and comprehensive amenities aimed at stimulating local entrepreneurship and small business development.

A-275.01

Building Area: (sf)
130,000 sf

Cost per Square Foot:
\$157

Construction Cost
\$20M

Date of Completion:
March 2021

A-275.02

A New Way of Living and Working

This project is a transformative mixed-use project combining residential, retail, and coworking under one roof.

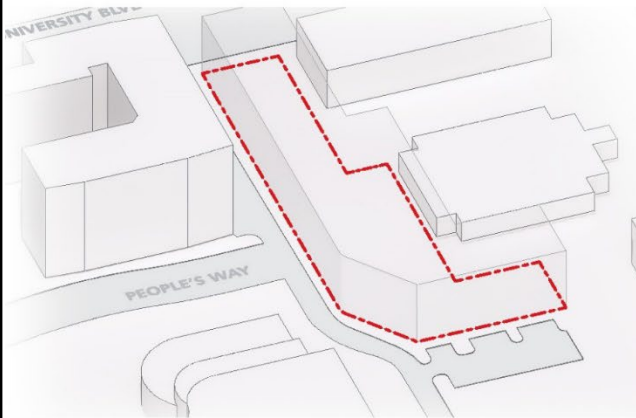


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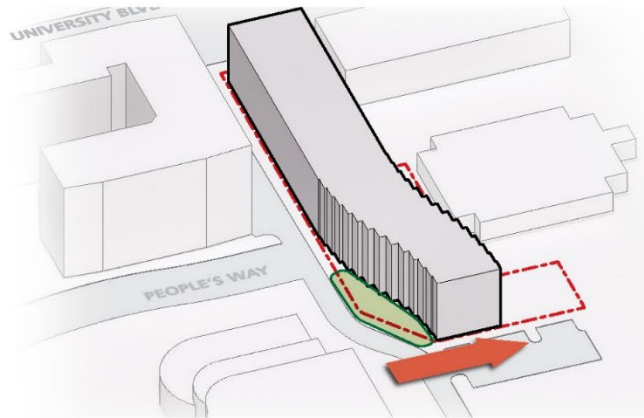
A Challenging Site

A question arose in the planning process for the project's massing: how do you pair three seemingly different programs, pack them all comfortably in 130,000 sf of space, and blend them seamlessly on a long and narrow key lot site.

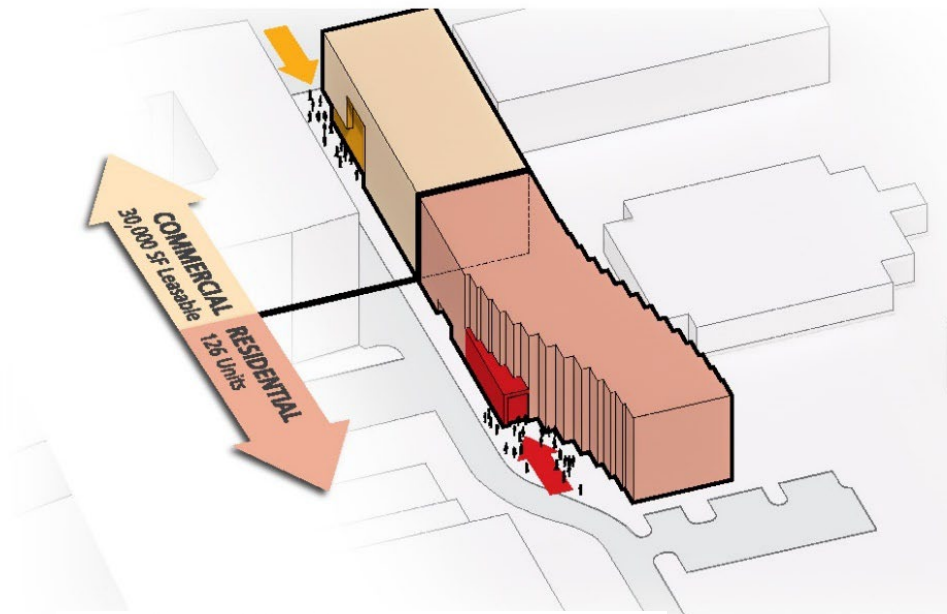
While a typical developer project would occupy the full extent of the site, creating an irregular massing, the team chose instead to gently articulate the project at strategic locations, creating opportunities for outdoor public plazas, and distinct entries for both the commercial and residential components of the project.



SITE EXTENTS
IRREGULAR SITE



RESPOND TO CONTEXT
ARTICULATION AT MID BLOCK
CREATE PUBLIC PLAZA



APPROPRIATE SCALE
DISTINCT ENTRANCES FOR DIFFERENT USER GROUPS

A-275.04

A Story in Four Parts

Because of the varied program throughout, each section truly required its own personality and scale, and the design team sought to amplify this in the architecture.

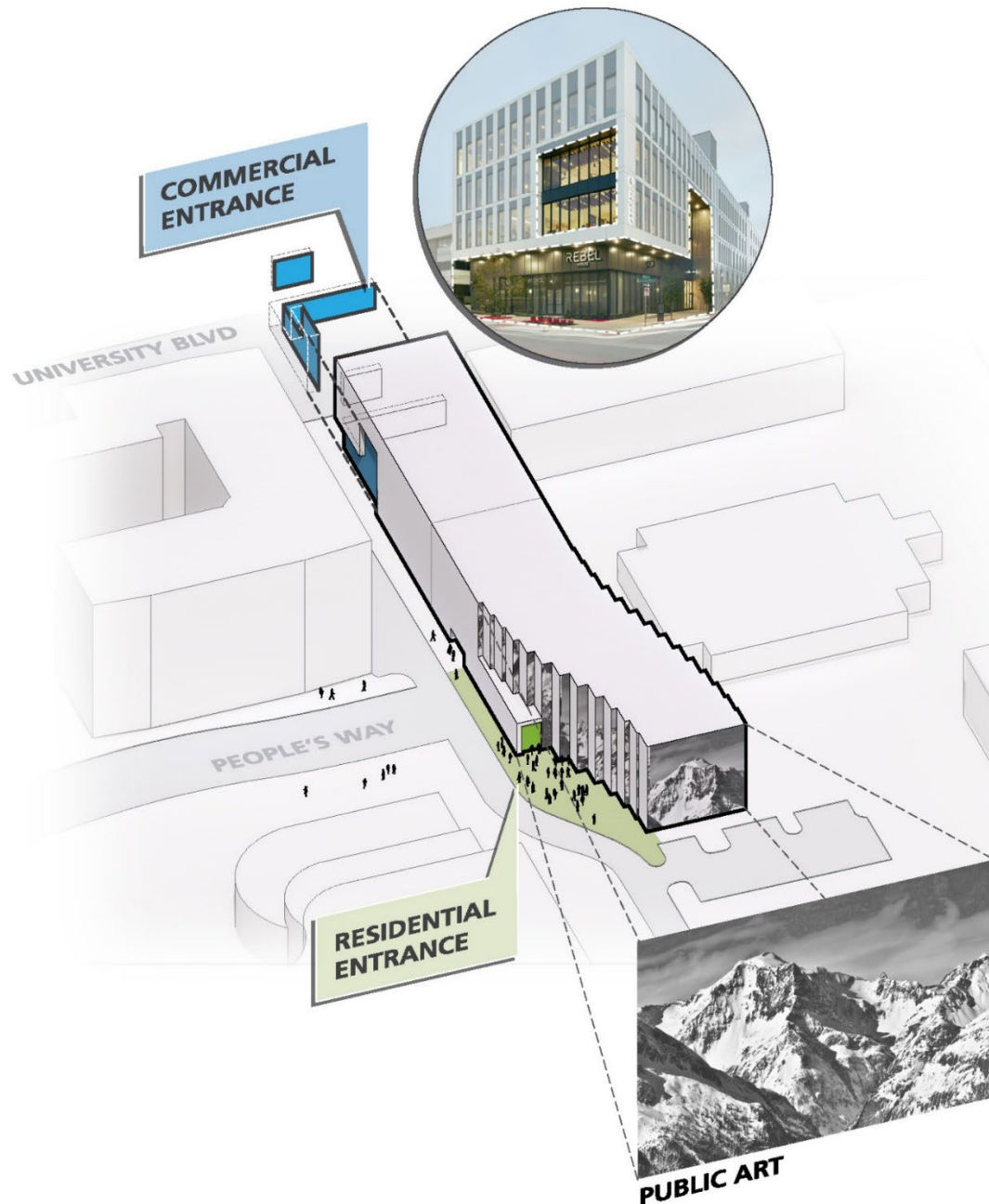
A story told in four parts, the building is nearly self-explanatory:

At the ground-floor retail component, a recessed area enables easy entry for pedestrian traffic.

Carved apertures on the façade frame the coworking space, The Shop SLC, creating a vibrant window into the activity within.

As the eye traverses the building from front to back, several serrations signify the transition from retail and workplace to residential.

In the rear of the building, the team discovered an exciting opportunity to integrate public art into the project, via a lenticular mural.



A-275.05

Apertures to Activity

One of the apertures carved into the western face of the building showcases a central communicating stair, running from the second to the third floor of the coworking area.





A-275.06

Coworking and Community

A key component in supporting an integrated and healthy “Live- Work- Play” balance involved the integration of coworking..

This 30,000 sf space features flexible workspace, a roof deck, multiple meeting rooms, and comprehensive amenities aimed at amplifying local entrepreneurs and start-ups, while simultaneously offering a flexible space for community events and programming.

Throughout, the interiors team took inspiration from the movement, intersection, and industrial nature of nearby railroads which played an important role in the growth of Salt Lake City in the 1800s.

Natural woods, patinated leathers, black steel, and antiqued brass accents are used to afford a rustic yet sophisticated aesthetic.

A-275.07

Central Communicating Stair

A contiguous stairway connects the two floors of the coworking space, a physical representation of the communicating spirit the project encourages.





A-275.08

Health and Wellness

In recessing the building from the property line of the site, the project offered an inclusion frequently unusual for Salt Lake City: a generous landscaped exterior, for residents and the public alike.

Native landscapes including trees, evergreen, shrubs, and ornamental grasses frame the pocket park and provide permeability and water retention for the site.

As a highlight to this surplus of outdoor space, the roof of this building provides a terraced deck for participants of The Shop to use at their leisure. This communal rooftop area offers a scenic view of the surrounding mountains as well as an idyllic atmosphere for individuals to work or groups to gather.





A-275.09

Residential Life

In the residential portion of the program, the design team sought to find efficiencies in a difficult site with opportunities to enhance resident life. While all modules were required to be micro-units under 500 sf, serrations introduced variety and excitement to what might otherwise have been a stoic exercise in Tetris. Drawing inspiration from the nearby mountain-scapes of Utah, the serrations offer another intended surprise: creating unobstructed views for every resident within.

A-275.10

Affordability Through Design

126 units within leverage creative furnishing and efficient layout to reduce waste and increase rentable square footage.

This approach provided sustainable community development, delivering affordable living in a high demand downtown area with a level of amenities and services typically found only in other market price points.

The project was able to dedicate a portion of units solely to low-income households, leveraging unique financial programs and tools to reserve 80 units for households with less than 40% and 80% of the Area Media Income (AMI).



A-275.11

Creating a Canvas with Architecture

Projects come to fruition through the collaboration of many minds and visions. As the building began to take form, it offered a serendipitous opportunity for artwork. As long-time stewards of the arts, the design firm had frequently included local artwork in many of our collaborative projects. Here, we sensed an opportunity to translate this vision to a larger scale.

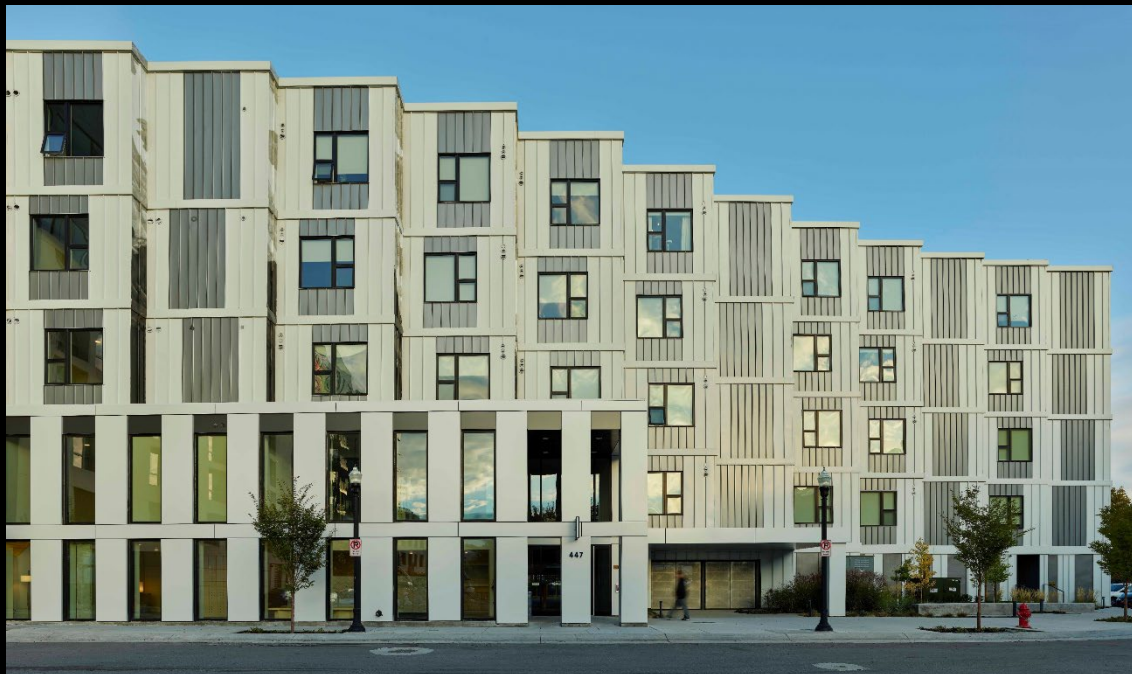
Rather than just a backdrop, the elevation of the building becomes a canvas on which to support and make visible local art. The design and client team partnered with a local artist, who hand-painted a lenticular mural across the rear façade of the building from a story inspired by a local Salt Lake legend.





A-275.12

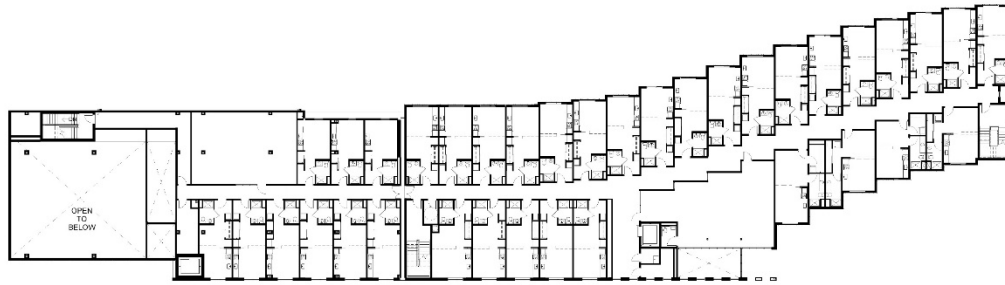
Lenticular Mural "The Return of Pink Floyd"



Façade Articulations

A-275.13

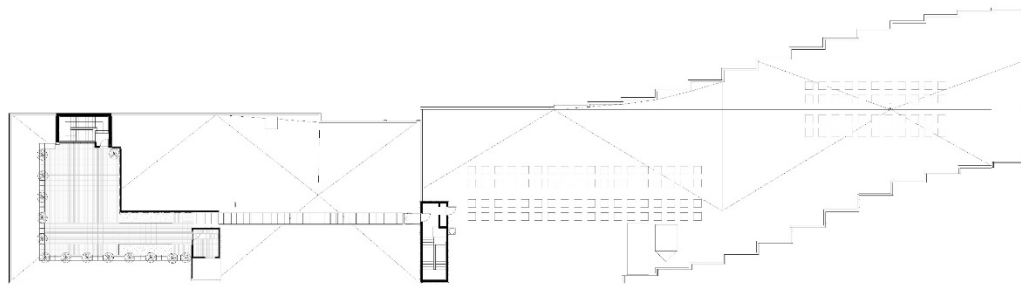
Floor Plans



FIRST FLOOR PLAN



SECOND FLOOR PLAN



ROOF PLAN

