



January 6, 2022

RE: Design Review Application for Pacific Yard

To Whom It May Concern:

We are pleased to submit this Design Review application for the Pacific Yard.

Project Description:

The Design Review request is for Pacific Yard — a mixed-use redevelopment project at the corner of 700 South and 400 West in the heart of the Granary District. Pacific Yard consists of efficient studios, one and two-bedroom residential units and 4,000 square feet of ground floor commercial space.

The Granary District is a neighborhood that grew up around the railroad and manufacturing and is now a hub for entrepreneurship, art, and food and beverage start-ups.

Pacific Yard creates a new project that is compatible with the existing neighborhood patterns of large warehouse buildings and large parcels, while adding human-scaled design elements to enhance the public realm and pedestrian experience. In order to achieve this, we are asking for a reduction in setbacks and the landscape buffer to keep with the stabilized neighborhood pattern, and to achieve the Downtown Plan goals and objectives.

James Alfandre, a principal at Urban Alfandre, part of the applicant group, has a deep history in the Granary District neighborhood. He spearheaded Granary Row, a pop-up shipping container installation on the same block as Pacific Yard from 2011-2012 and has been heavily involved in this neighborhood as an advocate to keep and preserve its warehouse aesthetic and architecture of this part of town. The Granary District only wants to become a thriving version of what it already is, and the addition of Pacific Yard helps in this effort.



(Granary Row 700 S 400 W, 2014)

Building Materials: Pacific Yard is Type IIIA construction and the primary exterior construction materials are:

- Brick
- Glass
- Storefront glass
- Metal Panel

Pacific Yard consists of 292 residential units and 6,060 square feet of ground floor retail space. The residential units average 576 square feet and consist of one-bedroom with two-bedroom units. The overall unit density is 225 units per acre.



(Pacific Yard)

We intend to meet the design standards listed in 21A.59.050 as described below:

The standards in this section apply to all applications for design review as follows:

A. Any new development shall comply with the intent of the purpose statement of the zoning district and specific design regulations found within the zoning district in which Pacific Yard is located as well as the City's adopted "urban design element" and adopted master plan policies and design guidelines governing the specific area of the proposed development.

a. The purpose of the CG General Commercial District is to provide an environment for a variety of commercial uses, some of which involve the outdoor display/storage of merchandise or materials. This district provides economic development opportunities through a mix of land uses, including retail sales and services, entertainment, office, residential, heavy commercial and low intensities of manufacturing and warehouse uses. This district is appropriate in locations where supported by applicable master plans and along major arterials. Safe, convenient and inviting connections that provide access to businesses from public sidewalks, bike paths and streets are necessary. Access should follow a hierarchy that places the pedestrian first, bicycle second and automobile third. The standards are intended to create a safe and aesthetically pleasing commercial environment for all users.

b. This project implements the following catalytic projects that have been identified in the Downtown master plan:

1. "Adding greater depth and choice of the retail, visitor, cultural, and residential offering."
 - a. Pacific Yard will provide 4,000 square feet of brand new neighborhood commercial and retail space and will add 292 new housing units to this part of the Granary District, which currently has little to no housing options.
2. "Creating a clear mid-block pedestrian system that breaks up the large blocks."
 - a. Pacific Yard incorporates a well-designed mid-block walkway along its western property line.
3. "Celebrating the assets of each district."
 - a. Pacific Yard celebrates the over-scaled, warehouse aesthetic of the Granary by incorporating architectural and proportion design elements such as:
 - i. Architectural features on the ground level that are found in existing warehouse buildings in the neighborhood
 - ii. Large massings with large windows with nice reveals and mullions and durable brick material
 - iii. Minimizing façade lengths visually through design and color changes in brick, windows and balconies
4. "Growing the downtown population, supporting an active place 24/7."
 - a. Pacific Yard adds much needed housing to the Granary District in a mixed-use application that also promotes activity 24/7.
5. "Creating a pleasing and welcoming public realm."
 - a. Pacific Yard turns an abandoned single-use commercial building into a well-designed, mixed-use building that activates the street

and creates a pleasing and welcoming public realm through attractive building materials, design features like large warehouse-like windows and brick detailing and fenestrations which create visual interest for the pedestrian while creating transparent, active ground floor uses to engage the pedestrian, while adding much needed services to the neighborhood to allow more walkability and reduce car trips.

- b. In return for reducing setbacks and landscape buffers, Pacific Yard provides a better product than would be allowed by the current code, through adding ground floor active commercial uses and creating a vibrant, pedestrian-oriented experience that follows the established neighborhood development patterns for setbacks and landscape buffers. Pacific Yard also implements the Downtown master plan by "...active ground floor uses should be prioritized over parking uses. Structured parking should be designed to accommodate, where feasible, street-level businesses and other active uses."



- c. Pacific Yard follows the recommendation of Salt Lake City's Urban Design Guidelines by creating "a strong street wall [which] helps facilitate pedestrian circulation as well as provide a sense of space and scale unique to" the Granary District's large, over-scaled feel..." and can be accomplished by "buildings abutting front and side property lines"

B. Development shall be primarily oriented to the sidewalk, not an interior courtyard or parking lot.

- a. **Primary entrances shall face the public sidewalk.**

i. Pacific Yard’s architecture has been developed to emphasize the ground floor as the focal point with most entrances, including all of the 4,000 square feet of retail, facing the public sidewalk.

b. Building(s) shall be sited close to the public sidewalk, following and responding to the desired development patterns of the neighborhood.

i. Pacific Yard seeks to reduce setbacks to keep with the stabilized neighborhood patterns, especially along 400 West which will create a cohesive urban wall and public realm “... further linking the Granary to the rest of downtown.”



(existing development pattern highlighted in yellow with no setbacks)

c. Parking shall be located within, behind, or to the side of buildings.

i. All parking for Pacific Yard is located behind or underneath the building and not within public street view.

C. Building facades shall include detailing and glass in sufficient quantities to facilitate pedestrian interest and interaction.

a. Locate active ground floor uses at or near the public sidewalk.

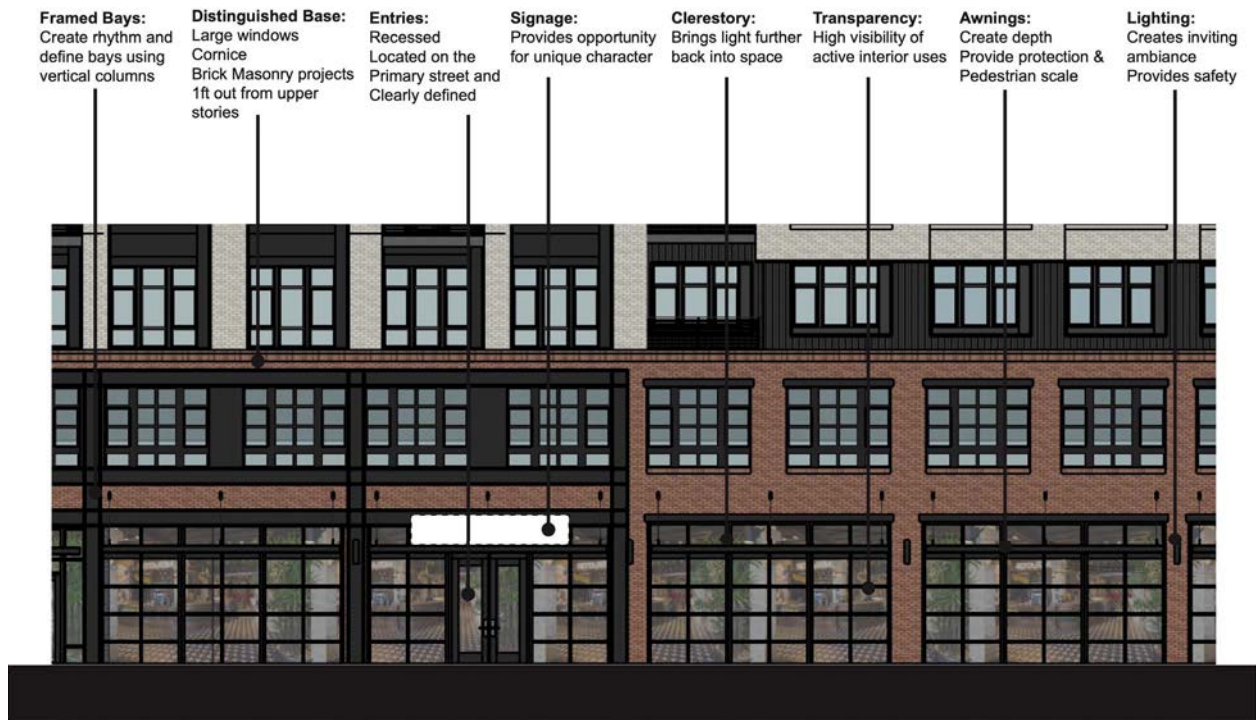
i. The retail space, lobby and co-working all front the public sidewalk to create an active, vibrant atmosphere.

b. Maximize transparency of ground floor facades.

i. All ground floor facades are easily viewed and accessible.

c. Use or reinterpret traditional storefront elements like sign bands, clerestory glazing, articulation, and architectural detail at window transitions.

i. Pacific Yard uses the following architectural elements to reinterpret traditional storefront elements:



d. Locate outdoor dining patios, courtyards, plazas, habitable landscaped yards, and open spaces so that they have a direct visual connection to the street and outdoor spaces.

i. The rooftop deck and dining patio are located at the main public street intersection at 400 West and 700 South, creating a strong visual connection to the street and outdoor spaces.

D. Large building masses shall be divided into heights and sizes that relate to human scale.

a. Relate building scale and massing to the size and scale of existing and anticipated buildings, such as alignments with established cornice heights, building massing, setbacks and vertical emphasis.

i. The scale of the building is related to the zoning in the neighborhood. All of the adjacent properties are the same zone with a height of 90' and the Downtown master plan calls for "tall buildings on the corners with shorter buildings around them is an historical pattern designed to emphasize nodes formed at the intersections of main streets – west and south of the CBD is encouraged to be six to twelve stories." With all the development that is coming to the neighborhood, the scale of this building will not be incompatible with its surroundings and achieves master plan goals of increasing height on prominent corners intersections.

The scale of this building, with reduced setbacks, and a reduced landscape buffer, is more compatible with existing development patterns in the neighborhood than if this building was built per the existing code. In addition, for reduced setbacks and landscape buffer, a more active and enhanced urban wall will be added to the public realm creating a more engaging and vibrant pedestrian experience while bringing more

amenities and services within walking distance for residents of the Granary District.



As shown in the above rendering, even though we are requesting a reduced landscape buffer, Pacific Yard will still have a robust landscape buffer on the street side, helping to create a nice buffer and scale, while reducing the heat island effect and creating a strong street wall, which is called out as an important feature in Salt Lake City's Urban Design Guidelines.

The reduced setback request is also compatible with the existing development pattern of the neighborhood as seen below and provides a better design and implementation of city and master plan goals (street wall, keeping with stabilized neighborhood pattern, more active and engaging ground floor), than if built under the current zoning code.



(Evo Building directly across the street to Pacific Yard)

Pacific Yard steps back 1' from the second floor to reduce the feel of scale and massing for existing and anticipated buildings, as seen below.

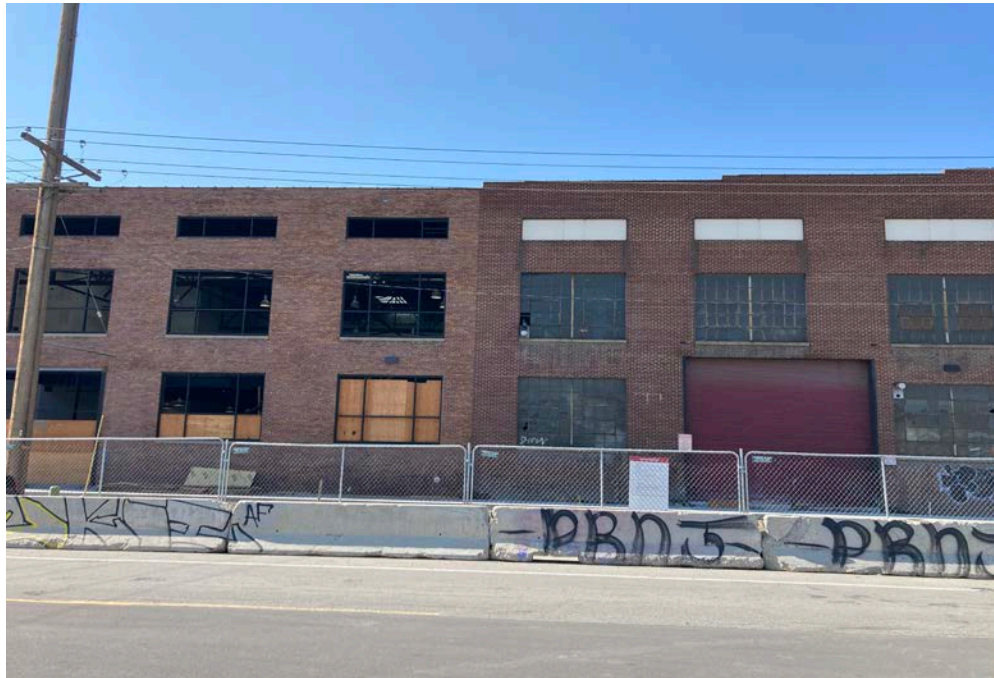


Pacific Yard reinterprets the ground floor uses and design of the Evo Building, an adjacent warehouse that has been restored, and uses warehouse inspired proportions found in the neighborhood, such as

window sizes and reveals, fenestrations and building materials, to create an interesting pedestrian experience, including active, transparent space to engage the pedestrian.



(Pacific Yard storefront design features)



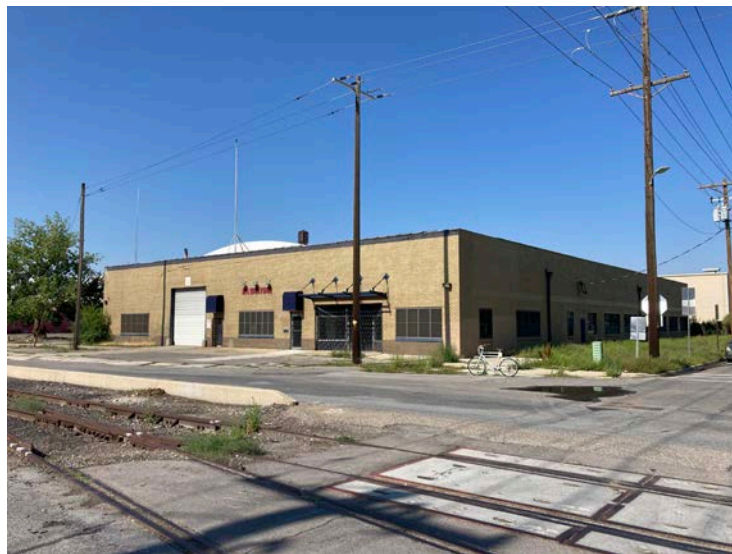
(Adjacent warehouse building used for inspiration for proportions, scale and window details)

Pacific Yard also incorporates a design to make the longest façade along 700 S look like it is multiple buildings to break up the façade to create a better pedestrian scale, public realm and more interesting urban wall. The

westernmost part of the north façade mimics light industrial warehouse buildings found throughout the neighborhood while adding unique design elements of brick detailing to the ground floor to enhance interest and pedestrian pleasantry. Balconies are added and different color brick to create a strong divide of facades to “reduce the visual width.”



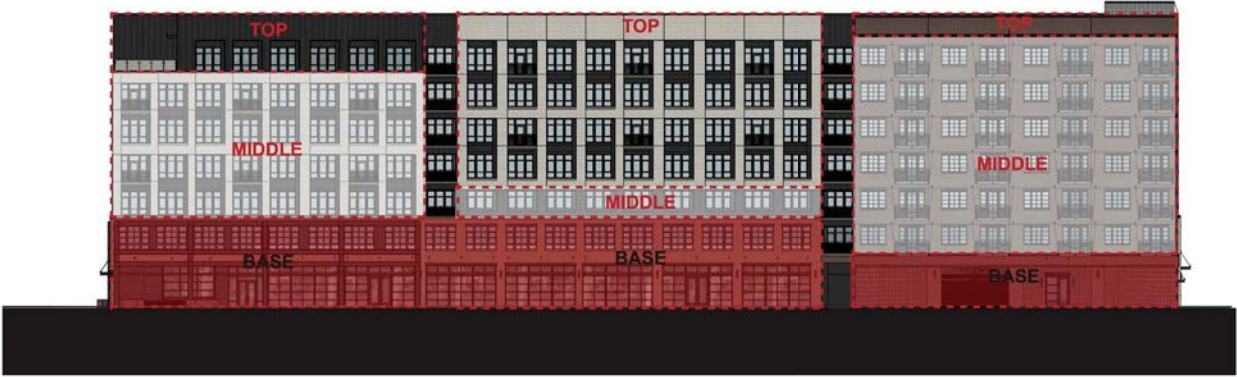
(rendering reflecting the façade changes along 700 South to create more interest and improved pedestrian scale)



(site looking southwest, note existing building has no setbacks)

b. Modulate the design of a larger building using a series of vertical or horizontal emphases to equate with the scale (heights and widths) of the buildings in the context and reduce the visual width or height.

i. Pacific Yard was designed for the pedestrian experience, with an industrial aesthetic to create a vibrant streetscape while being sensitive to the surrounding architecture. We use larger proportions and windows to create a simple, yet elegant design to minimize the scale of the overall structure. We also broke the building up into two separate facades on the longest façade on 700 S to create a look of multiple buildings to help with pedestrian interest and a more engaging public realm as seen below:



(Existing 700 S right-of-way)



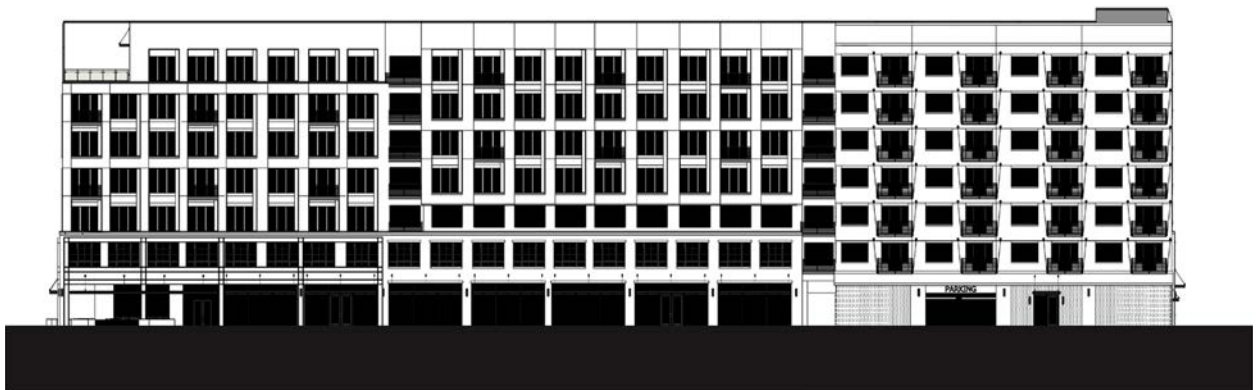
(Example of right-of-way improved with strong street wall and no landscape buffer)

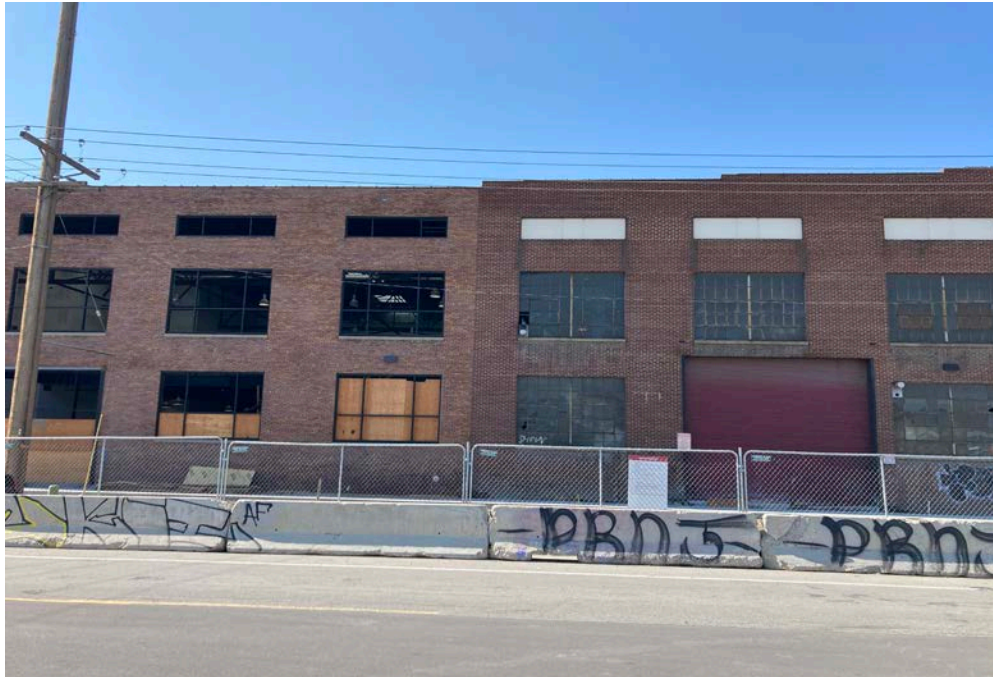
c. Include secondary elements such as balconies, porches, vertical bays, belt courses, fenestration and window reveals.

i. Pacific Yard incorporates balconies, a roof-top deck, carefully designed window massing and fenestrations, and strong window reveals.

d. Reflect the scale and solid-to-void ratio of windows and doors of the established character of the neighborhood or that which is desired in the master plan.

i. Solid/ void of Pacific Yard, as seen below, reflects the scale of typical scale/ void found in the neighborhood.





(Adjacent warehouse building used for inspiration for solid/void)

E. Building facades that exceed a combined contiguous building length of two hundred feet (200') shall include:

a. Changes in vertical plane (breaks in facade);

- i. Pacific Yard has changes in both horizontal and vertical planes as seen below:



b. Material changes; and

- i. The building intergrades variety of materials, including modular brick, architectural metal, concrete banding, and large warehouse windows.

c. Massing changes.

- i. Massing is articulated in both horizontal and vertical elements with the rooftop deck and as seen below:



F. If provided, privately-owned public spaces shall include at least three (3) of the six (6) following elements:

- i. Sitting space of at least one sitting space for each two hundred fifty (250) square feet shall be included in the plaza. Seating shall be a minimum of sixteen inches (16") in height and thirty inches (30") in width. Ledge benches shall have a minimum depth of thirty inches (30");**
- ii. A mixture of areas that provide seasonal shade;**
- iii. Trees in proportion to the space at a minimum of one tree per eight hundred (800) square feet, at least two inches (2") caliper when planted;**
- iv. Water features or public art;**
- v. Outdoor dining areas; and vi. Other amenities not listed above that provide a public benefit.**

b. Pacific Yard includes numbers i, ii and iv in the only privately-owned public space in the project, which is the mid-block walkway.



Mid-block walkways: the Pacific yard mid-block walkway achieves the midblock walkway principles found in the downtown masterplan including:

1. Pedestrian Priority - prioritizing pedestrians in the public realm
 - a. Pacific Yard creates a welcoming and prioritized pedestrian experience with public art, seating, durable materials, shade and overhead lights.
2. Experience: the pedestrian experience is supported by an environment that is accessible, comfortable, connected, convenient engaging and vibrant.
 - a. Pacific Yard's mid-block walkway achieves this desired experience.
3. Connection: This midblock walkway will connect with the other future midblock walkway network.

Please see midblock walkway sheet in the submitted landscape plans for more renderings.

G. Building height shall be modified to relate to human scale and minimize negative impacts. In downtown and in the CSHBD Sugar House Business District, building height shall contribute to a distinctive City skyline.

a. Human Scale:

i. Utilize step backs to design a building that relate to the height and scale of adjacent and nearby buildings, or where identified, goals for future scale defined in adopted master plans.

1. Pacific Yard follows the master plan of the neighborhood and future land use goals of providing a vibrant living environment that supports downtown and a 24/7 environment. It also creates density on a main arterial and street that has been designated as a likely TRAX expansion line to connect the Granary to downtown.
2. Pacific Yard also utilizes stepbacks to relate to scale and to enhance the priority of scale on the ground level as seen below:



ii. **For buildings more than three (3) stories or buildings with vertical mixed use, compose the design of a building with distinct base, middle and top sections to reduce the sense of apparent height.**

1. Pacific Yard has a distinct base of a reinterpreted warehouse, typically found in the surrounding neighborhood, on the ground floor, a distinct middle of white brick volumes and top varying white brick volumes extending to the top of the building, offset with dark metal top and base. The offset of brick and metal volumes was used to break up the larger scale of the building while still having a distinct base to enhance the pedestrian scale on the street level.
2. Pacific Yard is requesting height over 60' and to reduce the feel of the extra height, we are modulating the building into distinct but different bases, middles and tops, and removing a story at the corner of the building for a rooftop deck, to create a sense of reduced scale and differentiation to minimize the effect of extra height above 60' as seen below.



(story removed at corner for modulation and feel of reduced scale)

b. Negative impacts:

i. Modulate taller buildings vertically and horizontally so that it steps up or down to its neighbors.

1. Pacific Yard steps back from neighbors and the street from the second level to enhance the ground floor scale for the pedestrian and to push the upper units back to be more welcoming to our neighboring properties.



ii. Minimize shadow impacts of building height on the public realm and semipublic spaces by varying building massing. Demonstrate impact from shadows due to building height for the portions of the building that are subject to the request for additional height.

1. The shadow studies impact the public street and have little impact on adjacent properties all of which have plans for redevelopment to a much larger scale.

iii. Modify tall buildings to minimize wind impacts on public and private spaces, such as the inclusion of a wind break above the first level of the building.

1. Pacific Yard has designed the building with stepbacks and setbacks and landscaping to minimize wind impacts in public and private spaces.

c. Cornices and rooflines:

i. Cohesiveness: Shape and define rooflines to be cohesive with the building's overall form and composition.

1. Rooflines are defined to be cohesive with the building's overall form and composition. A rooftop deck was incorporated into

the design to add an outdoor experience for views and relaxation for residents, which also breaks up the roofline.

ii. ***Complement Surrounding Buildings: Include roof forms that complement the rooflines of surrounding buildings.***

1. The context of the roof massing complements surrounding buildings and adds a rooftop courtyard to provide interest and activation to the street.



(Existing warehouse façade and roofline inspiration)

iii. ***Green Roof And Roof Deck: Include a green roof and/or accessible roof deck to support a more visually compelling roof landscape and reduce solar gain, air pollution, and the amount of water entering the storm water system.***

1. Pacific Yard includes a rooftop deck that supports a more visually compelling roof landscape.



(Pacific Yard rooftop deck)

H. *Parking and on site circulation shall be provided with an emphasis on making safe pedestrian connections to the sidewalk, transit facilities, or midblock walkway*

- i. The parking entrance is removed from the corner and pedestrian activation to create a safer and better connection to the sidewalk.

I. *Waste and recycling containers, mechanical equipment, storage areas, and loading docks shall be fully screened from public view and shall incorporate building materials and detailing compatible with the building being served. Service uses shall be set back from the front line of building or located within the structure. (See subsection 21A.37.050K of this title.)*

- i. All of the above-mentioned equipment is screened from public view.

J. *Signage shall emphasize the pedestrian/mass transit orientation.*

a. *Define specific spaces for signage that are integral to building design, such as commercial sign bands framed by a material change, columns for blade signs, or other clearly articulated band on the face of the building.*

- i. Design will comply with this standard by incorporating pedestrian-focused signage for the ground floor commercial and lobby entrances

b. *Coordinate signage locations with appropriate lighting, awnings, and other projections.*

- i. This is accounted for in the overall design and strategy of Pacific Yard to create an enhanced pedestrian experience with vibrant street activation.

K. Lighting shall support pedestrian comfort and safety, neighborhood image, and dark sky goals.

a. Provide streetlights as indicated in the Salt Lake City Lighting Master Plan

i. Streetlights will be provided according to the lighting Master Plan.

b. Outdoor lighting should be designed for low-level illumination and to minimize glare and light trespass onto adjacent properties and up lighting directly to the sky.

i. The outdoor lighting design will meet these requirements as noted above and will be designed accordingly by our electrical engineer once we move into the design development process.

c. Coordinate lighting with architecture, signage, and pedestrian circulation to accentuate significant building features, improve sign legibility, and support pedestrian comfort and safety.'

i. Lighting will be emphasized at the building entrances, but otherwise will be low level compatible with residential living requirements.

L. Streetscape improvements shall be provided as follows:

a. One street tree chosen from the street tree list consistent with the City's urban forestry guidelines and with the approval of the City's Urban Forester shall be placed for each thirty feet (30') of property frontage on a street. Existing street trees removed as the result of a development project shall be replaced by the developer with trees approved by the City's Urban Forester.

i. Pacific Yard incorporates two of the largest trees with more spreading canopies from the SLC Urban Forestry List to comply with this standard and help reduce the sense of scale from the large building we are proposing to the wide streets to create a better scale for the pedestrian as seen below:



b. Hardscape (paving material) shall be utilized to differentiate privately-owned public spaces from public spaces. Hardscape for public sidewalks shall follow applicable design standards. Permitted materials for privately-owned public spaces shall meet the following standards:

- i. Use materials that are durable (withstand wear, pressure, damage), require a minimum of maintenance, and are easily repairable or replaceable should damage or defacement occur.**
- ii. Where practical, as in lower-traffic areas, use materials that allow rainwater to infiltrate into the ground and recharge the water table.**
- iii. Limit contribution to urban heat island effect by limiting use of dark materials and incorporating materials with a high Solar- Reflective Index (SRI).**
- iv. Utilize materials and designs that have an identifiable relationship to the character of the site, the neighborhood, or Salt Lake City.**
- v. Use materials (like textured ground surfaces) and features (like ramps and seating at key resting points) to support access and comfort for people of all abilities.**
- vi. Asphalt shall be limited to vehicle drive aisles. (Ord. 14-19, 2019)**

Pacific Yard achieves these standards in the mid-block walkway design. More details can be found in the mid-block walkway section of the submitted landscape plans.

Kindest regards,

James Alfandre

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