

Memorandum

Planning Division Community & Neighborhood Department

To: Historic Landmark Commission

From: Lex Traughber, Senior Planner

Date: May 26, 2021

Re: Sugar Town/Snelgrove Ice Cream Factory – Design Review Work Session

Petition PLNPCM2021-oo025

DESIGN REVIEW – WORK SESSION

PROPERTY ADDRESSES: 850 & 870 E. 2100 South

PARCEL IDs: 16-20-129-009 & 023

ZONING DISTRICT: CC – Commercial Corridor or CSHBD2 (Sugar House Business District).

Rezone request to C-SHBD2 – Sugar House Business District before the City Council.

MASTER PLAN: Sugar House Master Plan – Mixed Use – Low Intensity or Business District Mixed-Use - Neighborhood Scale. Amendment to the Future Land Use Map in the Sugar House Master Plan to "Business District Mixed-Use - Neighborhood Scale" is before the City Council.

Action Requested: Mark Isaac, representing Sugarhouse Village, LLC, and General Business Machines, LLC, has submitted an application for Design Review for a new mixed-use building on the two parcels located at approximately 850 & 870 E. 2100 South. The size of the structure requires Design Review approval under the CSHBD2 Zone as it is larger than 20,000 square feet in size and taller than 30'.

Planning Staff requests that the Planning Commission (PC) hold a work session to discuss the application materials, and provide additional input, feedback, and direction to the applicant so they can finalize their proposal and bring it back to the PC for a decision. Planning Staff would ask that the members of the PC focus, at a minimum, on the massing, scale, building articulation, and compatibility with adjacent structures as part of the work session discussion.

Attachment:

A – Plans dated 4/6/2021

Background Information: Mark Isaac, representing Sugarhouse Village, LLC, and General Business Machines, LLC, submitted applications for a Master Plan Future Land Use Map and Zoning Map amendments for the two parcels located at approximately 850 & 870 E. 2100 South in anticipation of a mixed-use type development (residential and commercial). The Planning Commission heard these requests in a public hearing forum on February 24, 2021 and voted to forward a positive recommendation on to the City Council for consideration. These petitions are currently in the City Council Office awaiting action.

Project Description: In anticipation of approval of the master plan and zoning map amendments, Mr. Isaac has submitted an application for Design Review of a proposed mixed-use (residential and commercial) building on the subject property. The purpose of design review is to ensure high quality outcomes for larger developments that have a significant impact on the city. The intent of the process to review larger developments is to verify new developments are compatible with their surroundings, impacts to public infrastructure and public spaces are addressed, and that new development helps achieve development goals outlined in the adopted master plans of the city. The Planning Commission has decision making authority regarding Design Review matters. In this instance, any approval of the Design Review request would be subject to the pending outcome of the master plan and zoning map amendment before the City Council.

The proposed project will consist of ground floor commercial development along 900 East and a portion of 2100 South, and approximately 319 residential units of which 39 will be micro units and 53 units will be rental price restricted. The project provides for ten different amenity areas including a pool and rooftop patios, clubhouse, resident fitness area, resident bike room/pet wash area totaling approximately 58,800 square feet of gathering space, 12,800 square feet of commercial space including a new DABC State Liquor Store, and 4, 300 square feet of back of the house support area. Approximately 393 off-street parking stalls are proposed to serve the project.

The proposed building is designed to be built to and frame the existing streets. Primary/public parking access to the development is located off of 2100 South with secondary entrances located on 800 East and Commonwealth Avenue to the south. A secured resident parking entrance is proposed toward the east end of Commonwealth Avenue. Commercial uses will be primarily oriented to 2100 South, the south building elevation along Commonwealth is exclusively residential. The structure will rise approximately 60 feet in height. Two mid-block pedestrian connections are proposed through the building in a north/south orientation to facilitate movement between residential and commercial portions of the project. Building façade articulation and step backs are provided to realize a pedestrian scale development along street frontages. Landscaping will be provided along all streets in accordance with City Code. Exterior building materials include brick in three different colors, vertical metal panel on upper floors, glass, and limited use of stucco. Wall murals are incorporated into the wall on the east building elevation, and the historic Snelgrove Ice Cream sign will be included at the main building entrance on the north façade along 2100 South.

The applicant has submitted detailed plans to support their application including a site plan, floor plans, elevation drawings, renderings, parking calculations, and landscaping plans. The applicant has also included a graphic showing the proposed project's vicinity to adjacent residential development to the south. This information is attached for review (Attachment A).

Vicinity Map:



Example Project Renderings: These are included in the applicant's plan package and included here for reference.



2100 South Façade.





2100 South northwest corner.





Commonwealth Avenue looking west, showing a residential unit in the lower right corner.



Commonwealth Avenue looking west from the southeast corner.

Key Issues:

1. This project/building is massive in scale.

Discussion: The project site is approximately 3.24 acres in size and the overall new square footage of the proposed building is approximately 76,000 square feet plus parking. Planning Staff asserts that due to the magnitude of the building in size and detail, at least two discussions with the Planning Commission is warranted. Planning Staff believes that the Planning Commission needs time to review and digest the proposal prior to making a decision.

2. Large building masses need to be divided into heights and sizes that relate to human scale.

Discussion: Planning Staff is concerned that the building has been designed in such a manner that it reads as one large massive structure. The proposed structure takes up most of a city block and reads like one building on the block. Planning Staff asserts that the design has not gone far enough in using a series of vertical or horizontal elements to equate with the scale (heights and widths) of other buildings in the local context to reduce the visual volume or mass of the proposed building. Planning Staff notes that the building is somewhat articulated, uses multiple building materials, has a rhythmic solid to void ratio, balconies, and porches, but even with these elements the building reads as one cohesive and massive structure. The building could be broken up with a base, middle and top, using vertical and horizontal details to create a building that although is one large structure appears as individual volumes or structures.

Planning Staff questions why this large parcel needs to develop all at once. The project could be developed in separate phases, to make it appear that it is not one huge building but different and somewhat separate but related structures. The property could also be subdivided and developed as distinct structures. The different volumes of the design could also be treated using material changes to diffentiate the volumes to give the impression of multiple buildings.

3. Building façade details to facilitate pedestrian interest and interaction.

Discussion: The applicant has provided building elevations and ground level floor plans for review. Looking at these plans, Planning Staff has concerns that the ground floor building facades provide some, but not a lot, of pedestrian interaction or interest.

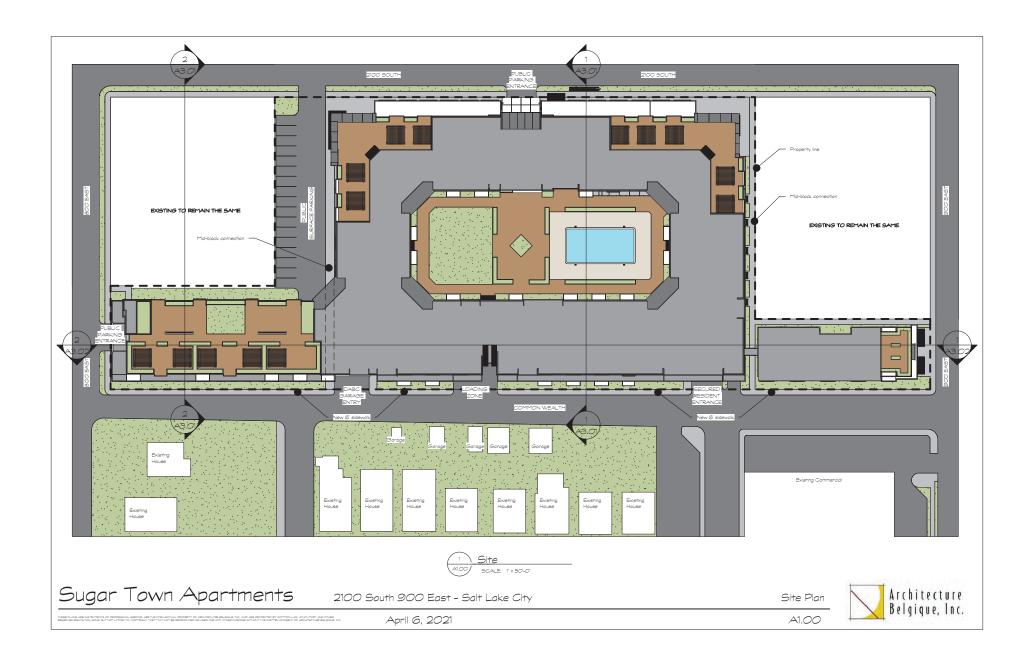
When looking at the north façade (2100 South) and associated floor plan, a proposed DABC State Liquor Store constitutes a substantial space (approximately 148') along this façade, and is located next to a 35' parking garage entrance which interrupts the façade in the middle of the building. This parking garage entrance is not pedestrian friendly and would only seem to cause pedestrian conflict as opposed to interest. The eastern portion of this façade is comprised of a very large residential leasing office and a fitness center of similar size. Planning Staff questions why the leasing office area, that would hold little to no interest to the public, would need to be so large and comprise such a large length of the street level façade. It seems like this is a missed opportunity for some retail or commercial space. With the exception of the liquor store, there is no space for commercial use along this stretch of 2100 South, which serves as a commercial corridor for the neighborhood, and therefore very little in terms of pedestrian interest. Planning Staff notes that there are only two building entrances proposed over this long length of street front (365'). The entrance to the liquor store is located on the eastern façade.

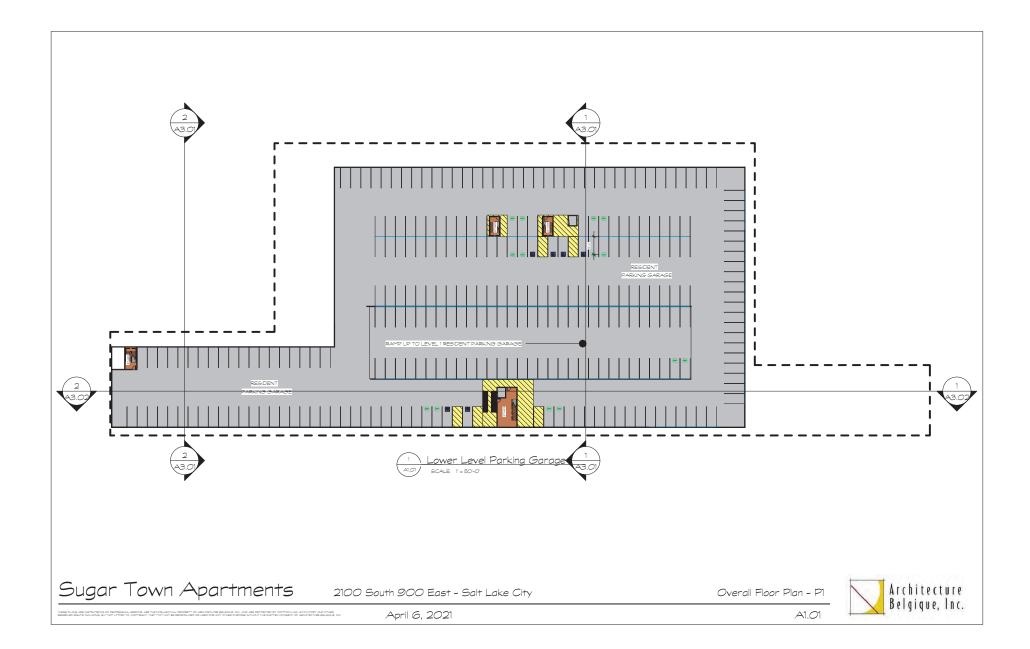
The south elevation (Commonwealth Avenue) at the street level on the western end, is composed of approximately 185' of enclosed ground level parking garage with windows at regular intervals. Planning Staff notes that the code requires active uses at the ground level at the street in the CSHBD zone and further states that parking should be located behind said active ground level uses. Could this large stretch of façade not be residential units similar to what is proposed toward the middle of this façade, effectively masking the parking? The middle portion of the façade shows six residential units that front the public street, which is positive, but there is no design detail provided indicating how these units interact with the sidewalk. The remaining eastern portion of this façade is more windows. This east portion, according to the floor plan consists of residential units, but there is no indication that these units have direct street access thereby providing activity and pedestrian interest. From the elevations and floor plans it seems like these units would be accessed internally via a hallway. Planning Staff notes that the street front ground level use along Commonwealth Avenue could benefit from more residential use to help transition into the residential neighborhood adjacent to the south.

The east elevation at the street is labeled "Art Space" and appears to be retail or commercial in nature. The façade is transparent but there is no description of what this space will be used for and how it will enhance the pedestrian experience. Planning Staff notes that there is a bus stop directly in front of this façade.

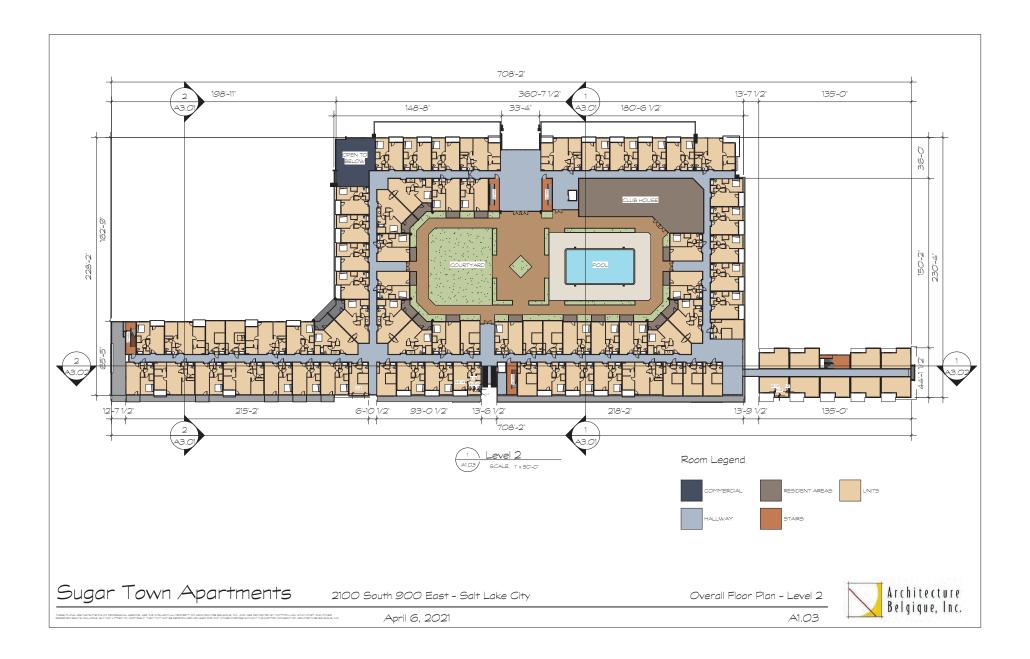
The west elevation is essentially the public parking entrance to enclosed ground level parking.

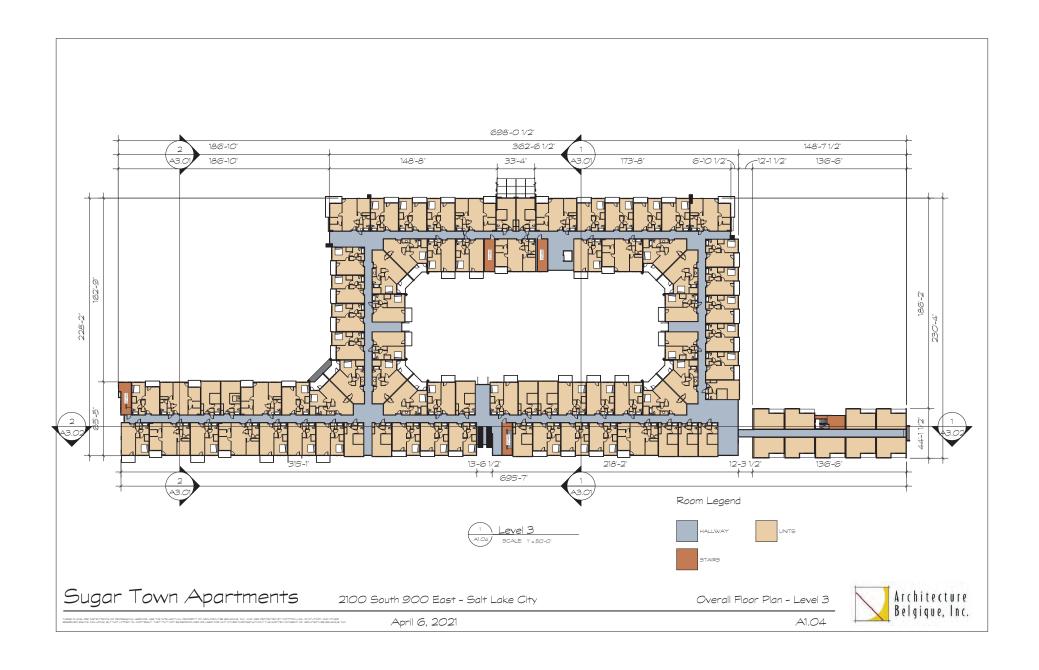
Finally, two midblock pedestrian passages are proposed running north/south between 2100 South and Commonwealth Avenue. Planning Staff agrees that these pedestrian passages are a positive design element, however there has been no detail provided to determine how these passages enhance the pedestrian experience. What would a person walking through these passages see? Are there entrances, storefront or residential activation (raised patios, porches), or windows along these walkway? What about landscaping and plantings?

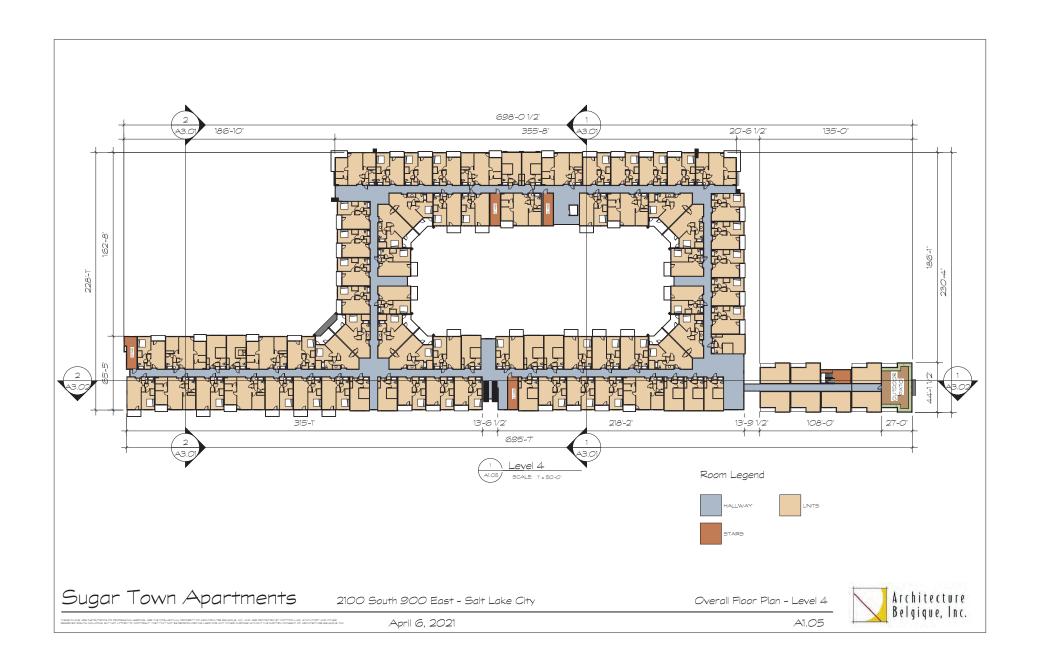


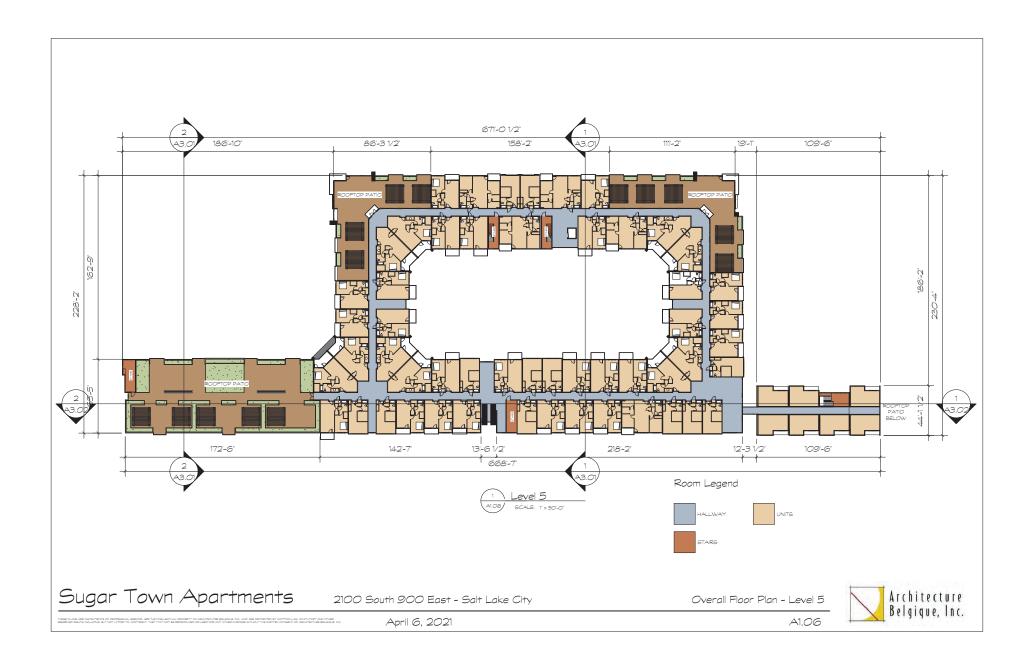














North Elevation



South Elevation



East Elevation



West Elevation

2100 South 900 East - Salt Lake City

Overall Rendered Elevations









North Elevation Section 1

A203/ SCALE: 1 = 20-0



North Elevation Section 4

Sugar Town Apartments

2100 South 900 East - Salt Lake City

Overall Elevations - North

A2.03









2 West Elevation
A2.04 SCALE T = 20-0

Sugar Town Apartments

2100 South 900 East - Salt Lake City

Overall Elevations - East & West

A2.04



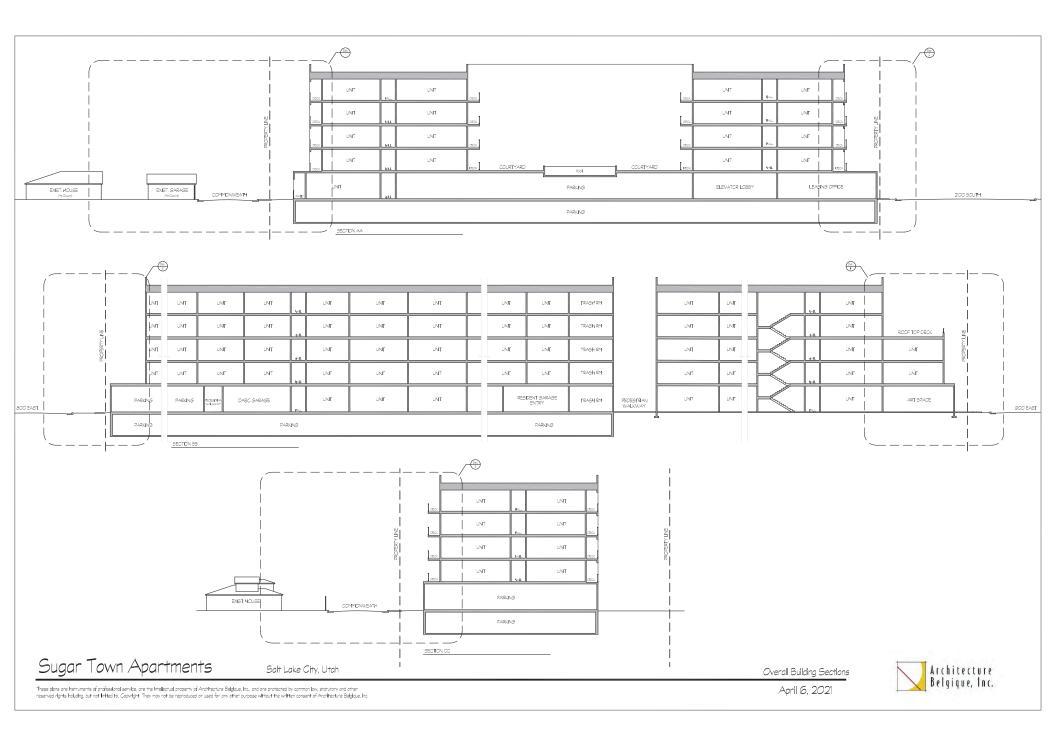


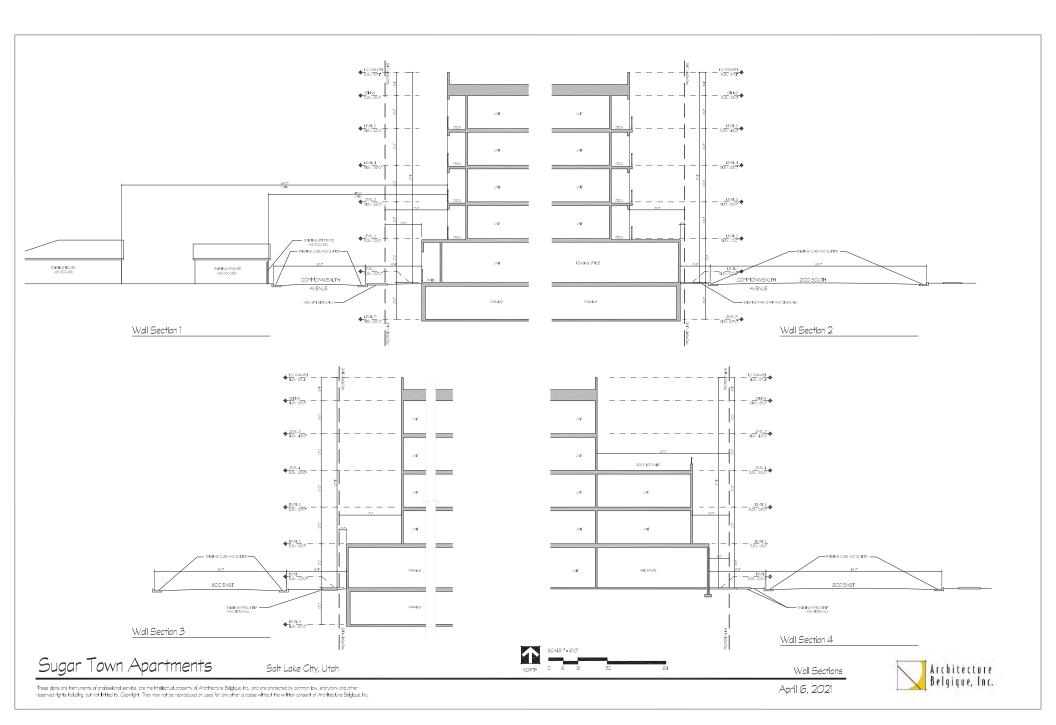


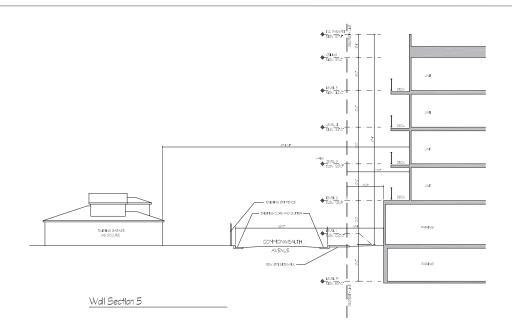
2100 South 900 East - Salt Lake City

Overall Elevations - South











Salt Lake City, Utah



Wall Sections





Northeast corner - 2100 South view looking east

2100 South 900 East - Salt Lake City





Parcel map

2100 South 900 East - Salt Lake City





2100 South 900 East - Salt Lake City





Leaving Smith's parking lot - 900 East view looking west

2100 South 900 East - Salt Lake City





Southeast corner - 900 East view looking northwest

2100 South 900 East - Salt Lake City





Southeast corner - 900 East view looking southwest

2100 South 900 East - Salt Lake City

Rendering

Architecture Belgique, Inc.



South facade - Commonwealth Ave view looking northeast

2100 South 900 East - Salt Lake City





South facade - Commonwealth Ave view looking northwest

2100 South 900 East - Salt Lake City





South facade - Commonwealth Ave view looking northwest

2100 South 900 East - Salt Lake City





Pedestrian walkway from Commonwealth Ave to 2100 South

2100 South 900 East - Salt Lake City

Rendering

Architecture Belgique, Inc.



Southwest corner - 800 East view looking southeast

2100 South 900 East - Salt Lake City





North facade - 2100 South view looking southeast

2100 South 900 East - Salt Lake City





North facade - 2100 South view looking southwest

2100 South 900 East - Salt Lake City





North facade - Windsor St view looking south

2100 South 900 East - Salt Lake City





Northeast corner - 2100 South view looking southwest

2100 South 900 East - Salt Lake City

