

Urban America Project Overview



PROJECT 3300 Midtown Lofts

654 East 3300 South
Salt Lake City, UT 84106

FAST. DURABLE. EFFICIENT.

DESIGN BY

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PROJECT HIGHLIGHTS

Project 3300 is a mix of condominium residences, office and retail space. Occupying a two-acre site, the primary design emphasis of the project is placed on high-quality urban community life and environmentally sound design and building practices.

The environmental approach to the project begins with the density of the site, and emphasis on unit orientation for natural light and ventilation which greatly reduce energy consumption. To increase air flow all primary community spaces, stairways and balconies are open air. Energy efficiency is further increased on the site through the use of cutting edge insulated steel building technology, and energy efficient appliances and fixtures.



Rooftops include integrated PV-solar panels with wind generator back up. Developers to apply for LEED Platinum Certification. The residential portion of the site consists of three levels of residential units above parking. The third and fourth floors of residential continue over the retail and commercial portion of the site to help unify the entire development.

Client: Urban America

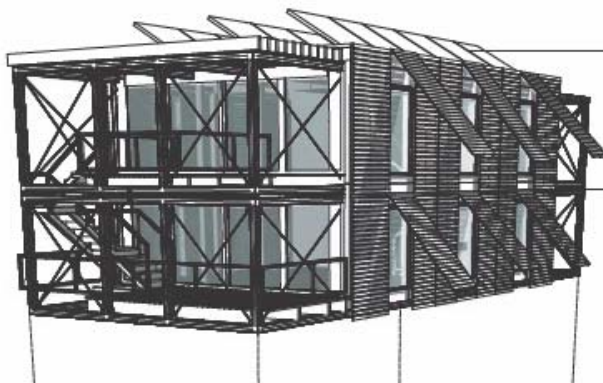
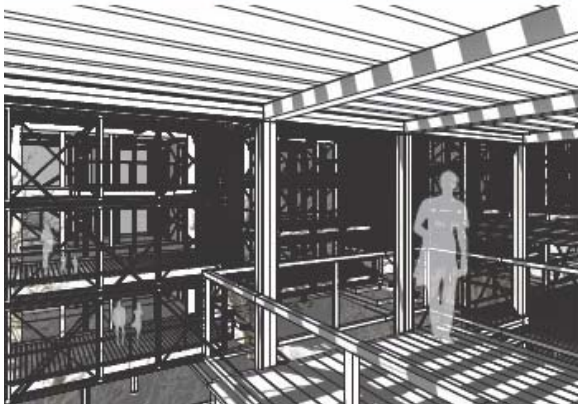
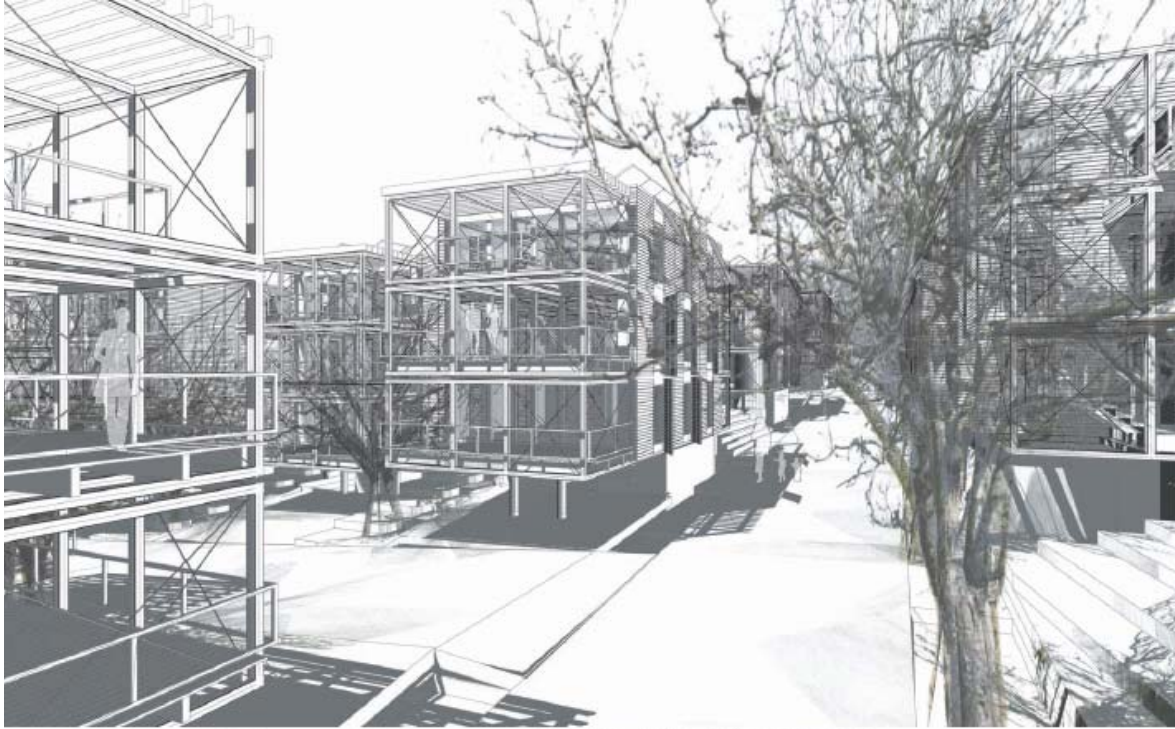
Building Program:

- 3-4 Story Mixed Use: Commercial / Residential
- 76 Residential Units
- 11,000 SF of Retail / Office Flexspace
- Green Roofs

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CONCEPTUAL RENDERINGS



Photovoltaic roof panel system

Two-story, 4 bedroom, 2 bath dwelling unit

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SITE PLAN



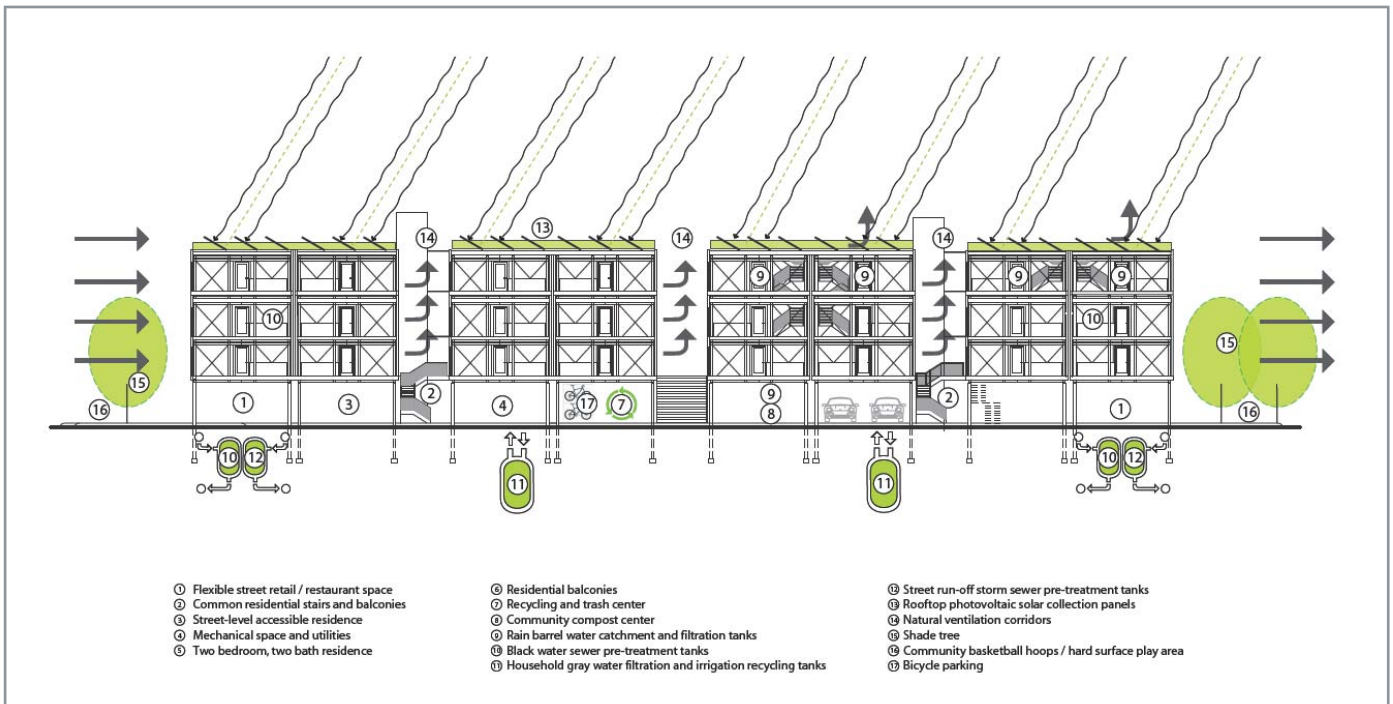
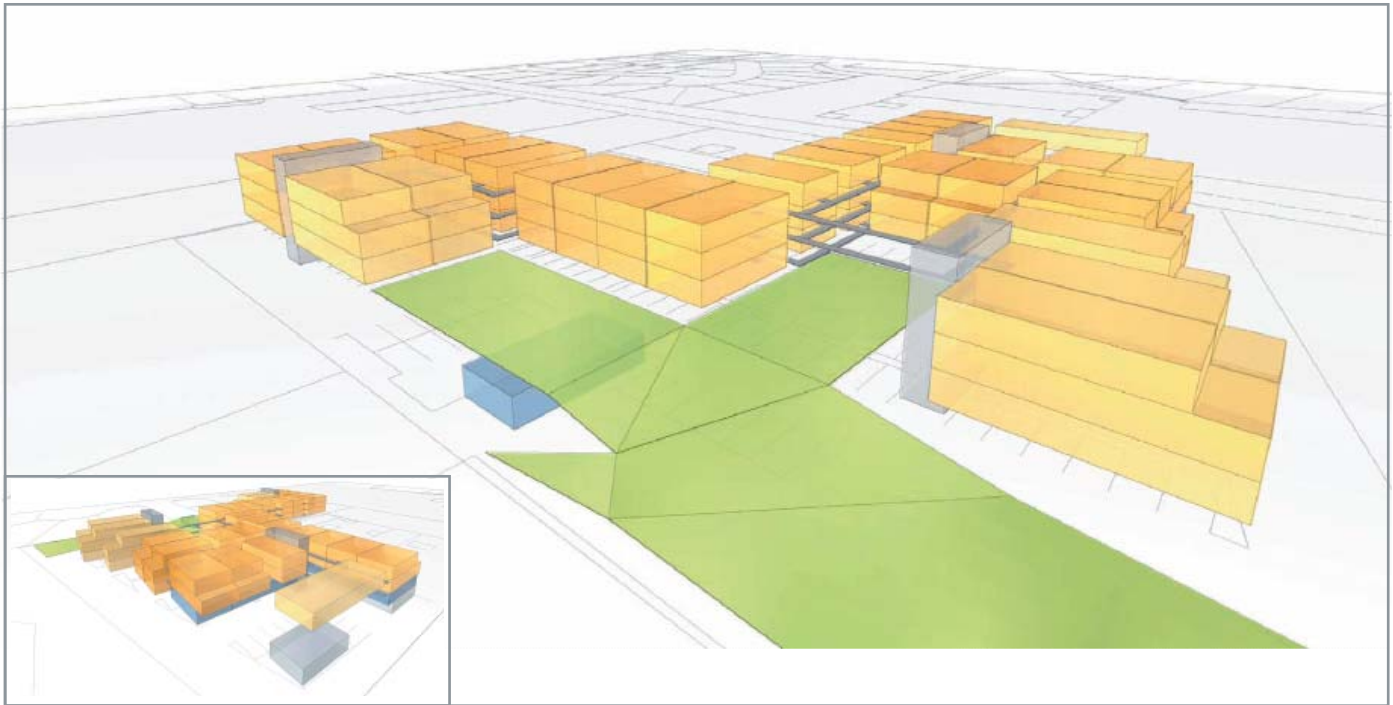
VIEW FROM PROPERTY



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BUILDING PROGRAMMING



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UNIT FLOOR PLANS



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MULTI-FAMILY MODULE DESIGN SYSTEM

