



Over the past several months many inquiries have been made at City Hall about the development projects in Holladay. Here are answers to the most frequently asked questions:

Holladay Village

Q: What is the project?

A: The Holladay Village project consists of two parts:

1. The first is a road reconstruction project designed to create better and safer intersections and traffic flow in the city center. The old five point intersection was very confusing and dangerous. The project consists of the burial of overhead power lines, new roadways, curbs, gutters and sidewalks, on-street parking, the new Laney Ave. roadway extension, a new traffic signal, streetlights, and a city center plaza with planters and trees. This roadwork will create a foundation for a walkable community center and a sense of place.
2. The second part of the project is the implementation of the Holladay Village Master Plan. This Master Plan establishes an overall Village design and feel that will guide developers as they begin building in the Village Center.

Q: When did the project start?

A: The initial Holladay Village Master Plan was adopted December 2003 by the City Council. The Master Plan was amended in September 2006 to add a conceptual plan and street configurations. Demolition of Barbacoa, Dr. Clean and Little Ceasars occurred in preparation for the roadwork on April, 17, 2009.

Q: What happened to the plans for a round-about?

The Holladay Village project has been discussed since the inception of the City. Many plans were considered. The plan with the round-a-bout required too much property be taken from adjacent land owners and was abandoned early in the master planning process.

Q: Why is the road project taking so long to construct?

A: Mainly one reason - utilities. Utility lines were not as deep as they were supposed to be and they were in places where they were not supposed to be. Relocating the lines has taken much longer than the engineers estimated. However, we are still on schedule for roadway completion at the end of October, 2009.

Q: What is the total Village road reconstruction cost?

A: Approximately \$9.5 Million

Q: How can the City afford this work?

A: Congressmen Matheson and Senators Bennett and Hatch assisted in obtaining a federal grant for \$6 million. The City also received a grant from Wasatch Front Regional Council for \$2.3 million. The rest will come from the City's General Fund Account.

Q: Will any more buildings be torn down?

The Olympus Pharmacy and Leslie's Bakery building will also be demolished. Leslie's Bakery has moved 1 block south to Murray-Holladay Road.

Q: Why did the City tear down the Video Vern's Building so early?

A: When the City acquired it, the property was in a state of dilapidation, expensive to maintain, and unsafe. Therefore it was more cost effective for the city to demolish.

Q: What is the status of Burton Lumber as it relates to the Village?

A: Burton Lumber currently has no plans to relocate.

Q: How much has the City spent on the rebuilding of the old Video Vern's site?

A: The City has invested around \$1.9 million for property purchases, relocation of businesses, and a future parking structure. In return, the developer will invest about \$15 million. The resulting increase in property and sales taxes from the new project is forecast to generate more than \$12 million back to the City. This includes additional development that the new Video Vern's site, in conjunction with the new downtown road system, will encourage. The City's investment has allowed us to oversee the Village design and feel.

Q: Why are apartments being proposed?

A. High-end rental units have been proposed from the beginning of this project. The targeted demographics for these units will have a median income well above the Holladay average. Also, having a single landlord manage the project makes sense with the residential being built over retail space. This brings a critical viability in terms of people and spending to make the project a success.

Q: What is going to happen at the Video Vern's site?

A: Cowboy Partners was selected by the City to purchase and develop this property through a competitive proposal process in 2006. Their official development plans will be submitted to the City this month. The City will review the plans to ensure they meet the City's ordinances and the intent of the Village Master Plan. The final design will be subject to Planning Commission and City Council approval following public hearings. Construction of the approved development is scheduled to commence in the Spring/Summer of 2010. For a calendar of meetings and hearings for this development, please check the City's website, www.cityofholladay.com or contact the Community Development Department, 801-527-3890 for further information.

Proposed architectural perspective of the Holladay Village STARTING SPRING 2010



Conceptual design viewed from 2300 E

These drawings illustrate the proposed new retail, restaurants and residential coming to the Village and the new City plaza. These elements combine to make this a community gathering place. Highlights of the development include a clock tower, the fountain area in the plaza, and a new parking structure.

Cottonwood Mall

Q: Who owns the property?

A: The 58 acre site is privately owned by General Growth Properties (GGP).

Q: What is the current status of the project?

A: The project is on hold due to the country's recession and GGP's reorganization in bankruptcy court which should be resolved in less than a year. However, a great deal of site work such as raising the land out of the flood plain, relocating Big Cottonwood Creek, landscaping, roadwork infrastructure, building pad infrastructure, grading, temporary and permanent utilities, building new bridges and other infrastructure work has been completed.

Q: Why did GGP decide to redevelop the Cottonwood Mall rather than remodel it like they did with Fashion Place?

A: When the Cottonwood Mall opened in 1962, it was the only mall in Utah and was a shopping destination. Nationally, the trend is toward open air malls such as The Gateway. The Cottonwood Mall was over 45 years old and was naturally in decline because it could not compete with the other malls that sit next to freeways and receive much higher traffic counts

Q: Does the City have control over the Mall site?

A: The City does not own the Cottonwood Mall The City controls what can be built on the site via our zoning ordinance, just as with any other development on private property. The City created a special Regional Mixed Use zone to enable the Cottonwood Mall development.

Q: Can the City force the owner to start working on this site?

A: No. The City cannot force a private property owner to build.

Q: Why didn't the City refuse to issue demolition permits for the mall?

A: Legally, the City cannot prevent a private property owner from demolishing a structure, as long as safety and environmental codes are met.

Q: How much money has the City spent on the Cottonwood Mall?

A: The City spent \$320,000 on the new intersection light. General Growth has reimbursed the City in full for this expense. The City has spent **NO** other funds on the site.

Q: Why did the City create a Redevelopment Agency (RDA) for the project?

A: Holladay formed an RDA because a unanimous RDA Board felt that Holladay would benefit more by doing so. GGP is willing to invest \$550 million, about 18 times what the old mall was worth.

Q: Is the property for sale?

A: No. The property is not for sale.

Q: Will Holladay taxpayers incur any expense from the Cottonwood Mall?

A: No. the City has not and will not pay any money to the developer until GGP invests at least \$226 million in the project. In the meantime, GGP is contractually obligated to pay and is paying the same amount of property tax as was assessed on the old mall.

Q: What is the City doing to beautify and utilize the property until it is eventually developed?

A: Because it is private property owned by GGP, there is little that the City can do directly. GGP has hydro-seeded the property to control dust. Due to liability concerns, GGP is reluctant to allow the use of the property for other purposes.

Q: How tall are the buildings going to be at the Mall?

A: The Master Plan specifically limits height to 90 feet. This height is allowed only in the center of the development. The Macy's building is about 65 feet tall today.

Q: Is Macy's staying open?

A: Yes. The Cottonwood Macy's is the best performing Macy's store in the state. Macy's has elected to stay open during construction and is currently investing money into making improvements to the building.

Other Frequently Asked Questions:

3900 South Roadway Project

Q: What is the Project:

A: Salt Lake County, Holladay City, and (UDOT) have partnered to reconstruct 3900 South. It will consist of a new roadway, curb, gutter, and sidewalk, storm drainage improvements and minor utility work.

Q: Where is the project taking place?

A: 3900 South from 1830 East to 2300 East

Q: How long will the project take?

A: From July 2009 to Late Spring 2010.

State Liquor Store

Q: What about the State Liquor Store to be built on the former Dee's Restaurant site?

A: The City has no control over State property. The State is not required to obtain a building permit nor do they have to go through Planning and Zoning process. They have been very amenable in working with us on the design of the new liquor store. The State intends to commence building soon.

Please visit the city's website at www.cityofholladay.com for the most up to date information.

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