

City of Holladay

Holladay Village Master Plan

Adopted December 2003-Amended September 2006

THE SETTING

There are several business areas in the City of Holladay. Cottonwood Mall is the basic high intensity shopping area that provides significant taxes for the City. The subordinate areas include the Holladay Village, business frontage on Highland Drive, 3900 South, 2700 East and the shopping centers on the corner of 6200 South and Highland Drive. Historically, the Village area was, and continues to be, the economic and social center of Holladay. Cottonwood Mall continues to be the major commercial center for Holladay. The Village will continue to be a subordinate, complementary supporting mixed-use business district.

THE HOLLADAY VILLAGE

The recently incorporated City of Holladay includes a strong village area that is at the heart of one of the most affluent and desirable communities in Utah. The Holladay Village possesses many of the qualities associated with traditional towns that enhance quality of life. Leading the list is: human scale, walkability, convenient auto access and the opportunity to use public transit. However, like many communities today, the Village faces ever-increasing retail competition from suburban malls, the effects of time on its buildings and infrastructure, and the haphazard development that occurs in the absence of design guidelines.

The Holladay Village extends from the new City Hall on the north to Spring Creek on the south, and from 2225 East Street on the west to a point midway between Holladay Boulevard and Clearview Street on the east (see map following). Two distinctive uses are anticipated in the Village, the mixed use or Holladay Village Zone (HV) and the surrounding single-family neighborhoods, referenced in this document as the Neighborhood Buffer area (NB). This Master Plan addresses the individual goals and strategies Holladay Village Zone that is a mixed-use commercial and residential area.

BACKGROUND

Over the past three years, the City has worked to formulate a strategy for revitalization of the Village. Beginning with an inventory and assessment of the current land use patterns and current trade area, and using basic site information, market analysis, and clear planning objectives, the Village Master plan has been developed. A Task Force was formed to guide the consulting team in the final development of the plan. This Task Force was comprised of members of the community with relevant economic and retail development experience, individuals residing near the Village, members of the Planning Commission and City Council, and property owners and retailers in the Village. The composition of the Task Force was developed to ensure diverse representation from City government, the Village business community, and local residents.

Through these efforts, including numerous public hearings, it is clear that future development within the Village and should be consistent with the following City policy:

“New development and redevelopment must promote the economic health and vitality of the Village as a pedestrian friendly destination but must not sacrifice the quality of life within the surrounding neighborhoods.”

PLANNING OBJECTIVES

The Village planning objectives fall into four broad categories:

- Revitalize the retail environment,
- Protect the surrounding neighborhoods from the impacts of and commercial spillover from a more active, economically healthy retail area.
- Significantly upgrade infrastructure.
- Promote mixed-uses.

One of the goals of the master plan for the Village is to protect merchants and property owners from potential adverse impacts associated with development in and around the Village. This includes long range planning for relocation of businesses in which existing merchants are provided top priority for relocating within the Village as new construction is undertaken. Infrastructure improvements will be staged for minimum disruption of ongoing businesses. The City Council is committed to facilitate any construction so that it will be in the interest of the business community and not disrupting it unnecessarily. This Master Plan recommends reinforcing existing Village retail businesses.

Buildings adjacent to residentially zoned areas will be subject to additional restrictions to provide appropriate buffering.

The strategy for upgrading infrastructure entails improving the vehicular flow through the Village and at the same time, enhancing the pedestrian experience by improving continuity and safety and providing attractive standards for buildings and streetscape. One of the most important aspects of the village will be the timely implementation of new sidewalks, on street parking, streetlights, benches, directional signs and street trees previous to or in conjunction with the development of new mixed use buildings within the Village. This delicate coordination of development and infrastructure will require substantial cooperation by both public and private interests. It is the intent of the City that the streets and parking facilities within the village area will be publicly owned and maintained. However, private investment of land, money or other resources may be needed to most effectively accomplish this goal.

As the planning team developed and evaluated concepts, the viability of each was measured in terms of the following nine goals:

1. Improve the Pedestrian Environment.
2. Improve Retail Visibility and Accessibility.
3. Reduce Impact on Adjacent Residential Areas.
4. Develop Architectural and Aesthetic Continuity.
5. Improve Vehicular Traffic Movements.
6. Provide A Social Gathering Opportunity.
7. Create Linkages to Trails and Green Space.
8. Accommodate Mass Transit.
9. Demonstrate Implementation Feasibility.

Identifying a strategy for re-energizing the Village as a vibrant, pedestrian-scaled retail and community environment is the key objective of the Master Plan. Introducing an appealing identity for the Village and creating destination appeal should capture and induce retail interest, as well as enliven the Village by introducing additional office space and a residential component. Another key objective of the Master Plan is to improve the

pedestrian experience. In addition, the Master Plan outlines landscape and infrastructure improvements, the locations for future public gathering spaces and an historic central theme for the Village.

HISTORIC PRESERVATION

Historic Preservation is an important goal of the Master Plan. The site of the Holladay Village is rich in history. The area now known as Holladay was the second permanent settlement in the Salt Lake Valley. Settled by hardy, starving, visionary, industrious, enterprising and determined pioneers in 1847, who chose the site because of the fertile ground and close proximity to water. The center of the new settlement was a fort that later became the site of Olympus Jr. High. The Village was a destination for settlers throughout the area providing services and social needs alike.

Over the years, those original 19th century commercial buildings were replaced with newer buildings and houses. Few of the original buildings in the Village remain. A strong recommendation of this Master Plan is to commence a survey of the existing buildings in order to document their historical and architectural importance for the community. Preservation is an integral part of bringing the destination appeal back to the Village.

Identification and preservation of historic neighborhoods surrounding the Village is also a strong recommendation of this Plan. A related recommendation is to preserve mountain and valley views of this part of the Salt Lake Valley.

THE HOLLADAY VILLAGE CONCEPTUAL PLAN

The Village Conceptual Plan (Exhibit B) anticipates balancing the interests of pedestrians with the requirements of automobiles providing consistent pedestrian access throughout the Village. Increasing on-street parking adjacent to retail entrances will increase accessibility to businesses and auxiliary parking behind buildings, will support the retail structure while enhancing the Village pedestrian experience.

A central public plaza responds to citizens' requests for open space and establishes a focal point for the Village. With a healthy mix of both residential and commercial uses, the Village Plan embraces and celebrates the traditions and legacy of Holladay. Reducing the fragmented quality of the street edge with infill retail further adds to a traditional "village-like" character, strengthening the destination appeal of the Village.

Introducing mid-block pedestrian crossings and bisector roads gives the Village a finer grain, a more walkable, quaint, human scale. In addition, the Village becomes a destination for connections to the Holladay Town Hall, as well as, a link to trails and open spaces identified in the Parks, Open Space and Trails Master Plan. (City of Holladay General Plan, Exhibit C)

This plan strongly recommends that the entrances to the Village be identified and enhanced by the use of monumentation, distinctive street furniture, public art, water features street trees and directional signage to contribute to the aesthetics of the Village calm traffic and create a sense of place. This conceptual plan recognizes the importance of identifying adjacent residential streets that could be impacted by the increased traffic and supports implementation of limited traffic calming measures for these streets where warranted.

The Plan creates a compelling personality but remains ultimately practical.



The Village plan addresses the goals identified by the Task Force in the following manner:

1. Pedestrian Environment

Improve pedestrian movement by developing an accessible paved network connecting all of the elements of the Village. Add pedestrian amenities such as a street tree canopy, accent plantings, directional signage, pleasant paving patterns, and street furniture, as well as, ADA compliant ramps and parking stalls. The safety concerns of children attending Olympus Junior High School in the Village area are paramount. Implementation of traffic calming and other safety measures in these sensitive areas is an important part of this plan. The inclusion of a painted and dedicated bike path through the heart of the village is also necessary.

2. Retail Visibility and Accessibility

Provide on-street parking opportunities adjacent to retail entrances and auxiliary parking behind buildings. Large parking areas are screened, helping mitigate the “strip mall” character. Screening larger parking areas with building frontage also improves the Village’s appeal as a pedestrian-oriented environment. The introduction of mixed uses, including residential with shared parking, will increase the economic viability of existing and new businesses in the Village.

Impact on Adjacent Residential Areas

Limiting commercial uses to the Village area and requiring appropriate buffering of uses located adjacent to residential areas supports the revitalization of the Village area. Adding residential units within the Village area will reduce the demand for increased densities in the adjacent neighborhood area. Improving traffic flow through the center of the Village by improving the flow along current collector streets, directing traffic onto those collector streets, auxiliary parking behind buildings, landscaped islands, and wayfinding/directional signage will reduce the attraction of using adjacent residential streets as “cut-through” routes (see Neighborhood Protection below).

4. Architectural and Aesthetic Continuity

Design Standards foster a defined street edge in the Village reducing its fragmented quality and the perception of sprawl. New development should include replacing deteriorated infrastructure, establishing green space and

landscaping and identifying gateways. Other possible aesthetic improvements include burying utility transmission lines and eliminating billboards if existing legal and financial impediments can be overcome.

5. Social Gathering Opportunity

The proposed public open spaces provide a focus for the Village, providing a convenient location for a Farmer's Market and a creating a pedestrian link to the Holladay City Hall.

6. Vehicular Traffic flow

The plan anticipates future improvements to the infrastructure, including the reconfiguration of the five-point intersection, the introduction of additional smaller bisector roads, mid-block pedestrian crossings, eliminating new drive-thru businesses, and other traffic calming measures in the Village including on-street parking. Signal timing and coordination, appropriate spacing of on-street parking away from intersections and other measures should also be used to improve vehicular flow.

7. Green Space Linkage

The central public area is a destination anchor for connections and linkages to trails and open space outside the Village. The opportunity also exists to develop a pedestrian trail through the Village providing a way of linking trails. Trails for biking and jogging encourage pedestrian activity. A separate five foot wide painted bike path along Holladay Blvd and 2300 East is designated along those streets to encourage and promote bike usage in the Village area.

8. Accommodation of Mass Transit

Bus access becomes a defined "node" in the core of the Village, linking public transportation to nearby areas. Current, familiar stops can be maintained with this scheme. An opportunity also exists for a shuttle service around the City and between the Village and Cottonwood Mall as well as a connection to TRAX. The future location of bus stops in the village area may be determined by coordination with UTA. There is no plan to relocate the existing stops, however, depending on the activity level of future development within the village and the need for more mass transit, those locations may change.

9. Implementation Feasibility

Street alignments and building locations are shown conceptually. Infrastructure improvements and new construction, in-fill and redevelopment are phased to allow existing retailers to operate in place in the near term while permitting logical relocation strategies. Redevelopment of the area should be through coordinated public/private partnerships with establishment of an RDA as an essential part of the strategy. Funding needed infrastructure improvements could come from tax increment funding as well as Federal and State transportation grants, improvement districts or other sources.

NEIGHBORHOOD PROTECTION

The protection of established single-family residential neighborhoods adjacent to, or in close proximity to, the Village is a primary concern of this Master Plan. Creeping commercial uses and spillover traffic and parking can be devastating to a neighborhood and only serve to undermine the overall health of the Village. This plan calls for

minimizing adverse impacts by funneling traffic onto collector streets and discouraging cut-through traffic. The extent of commercial uses within the Village must be limited to a prescribed area to protect the residential values surrounding it. Access to the Village should be facilitated for its success. However, the plan recommends the realignment of roads, creation of new roads, placement of planters, islands, and use of limited traffic calming measures, where appropriate, to discourage or prevent cut-through traffic on primarily residential frontage streets. Most importantly, the adoption and enforcement of mitigation and development standards for the new Holladay Village (HV) Zone will be most helpful in maintaining the viability of existing, abutting residential development.

Maintaining a common identity throughout the Village is integral to the economic vitality and destination appeal proposed by the Master Plan.

DESIGN STANDARDS

The design standards included in the Village Master Plan form the basis of a cohesive approach to defining the architectural character of the Village. The standards are based on themes found in early Utah architecture and urban design to recognize and reinforce Holladay's important heritage. Taken together, these standards contribute to an identifiable "Village" for Holladay, creating a commercial district unique to the region.

Projects within the HV zone should further protect the neighborhoods from the adverse impacts of commercial development by incorporating extra landscaping and building setback, noise and light mitigation measures and traffic calming that directs traffic into the Village and away from the neighborhoods.

Living architecture is an integral part of the identity of the Holladay area. Protecting and enhancing the trees, water and views within the Village is a critical part of the design standards set forth in this plan. Building heights can adversely impact precious views and the plan limits building heights in the Village to three stories in the center and stepping down to two stories or less in the remainder of the Village.

One of the most common requests received from the Holladay community was to bring back an historic quality to the Village. Historic downtowns typically include design elements and development patterns that evolved primarily as functional elements but have contributed substantially to a community's sense of place. These design standards attempt to include lessons learned from the past to direct growth in an historic pattern which will bring destination appeal and community identity into the Village. While Holladay has had commercial uses in this area for many years, there does not appear to be a recurring, historic architectural pattern that can be used as a basis for new construction. Therefore, the standards suggested by the General Plan and required by the HV zone will have traditional, timeless or classic architectural elements to create a strong sense of place in the heart of Holladay.




 **Holladay Village Zone (HV)**
Retail, office and residential uses
intended to promote viable
commercial uses for the city.

EXHIBIT A

Holladay Village

Adopted 12/15/00 - Amended 8/21/08

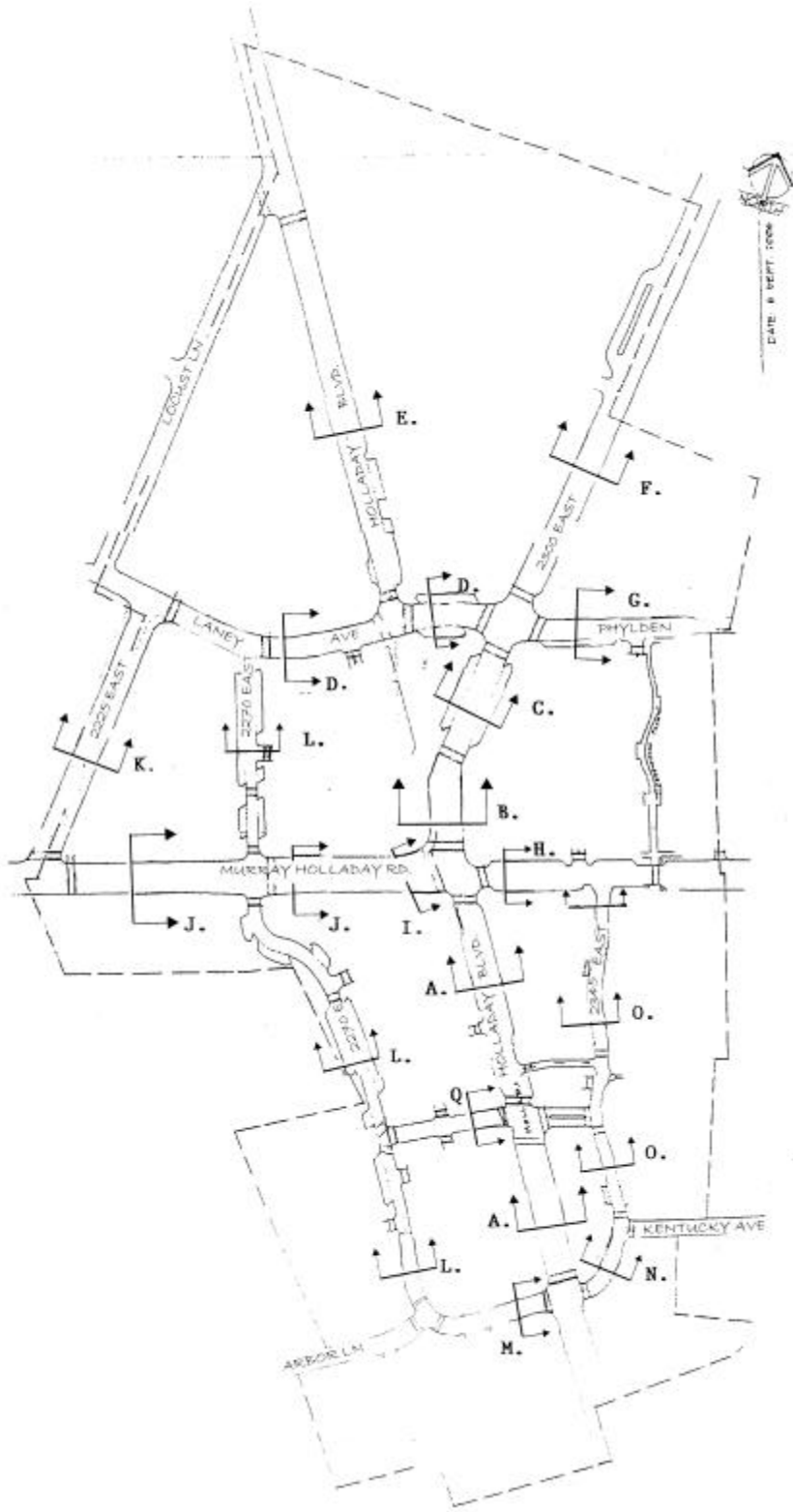


CONCEPTUAL MASTER PLAN ONLY
 EXCEPT AS NOTED
 DATE: 6 SEPT. 2006

SCALE: 1" = 80'
 T. J. BARCOCK
 ARCHITECT

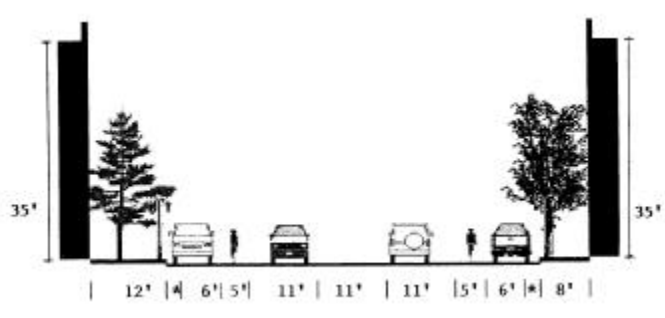
HOLLADAY VILLAGE CENTER - SCHEMATIC SITE PLAN
 BARCOCK ZIGON GROUP
 HOLLADAY, UTAH

Exhibit B

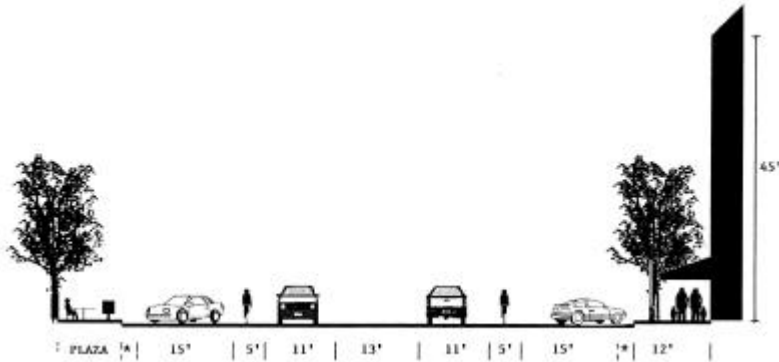


**HOLLADAY VILLAGE CONCEPTUAL STREET CROSS SECTIONS
EXHIBIT C**

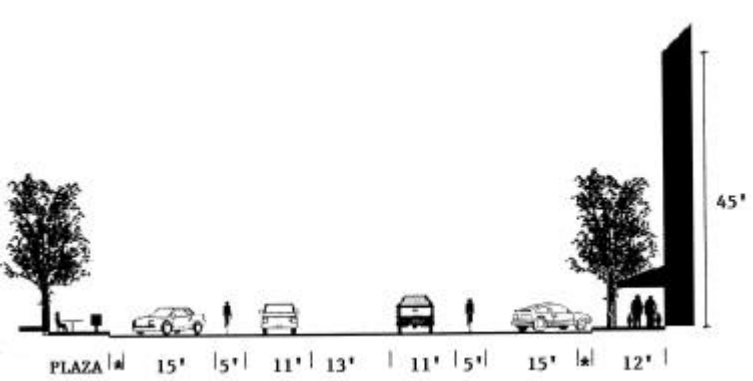
The following are conceptual cross sections for various streets throughout the Village. Cross sections are based on typical, eleven-foot (11') travel lanes, two and one half-foot (2.5') curb and gutter, and sidewalks that vary from six feet (6') up to twenty-seven feet (27") in width to facilitate a uniform placement of buildings along each block. Cross sections may be amended in the future with additional right of way dedication in order to install angle parking in lieu of the parallel parking shown. However, each block face will be required to incorporate a uniform parking plan across its length.



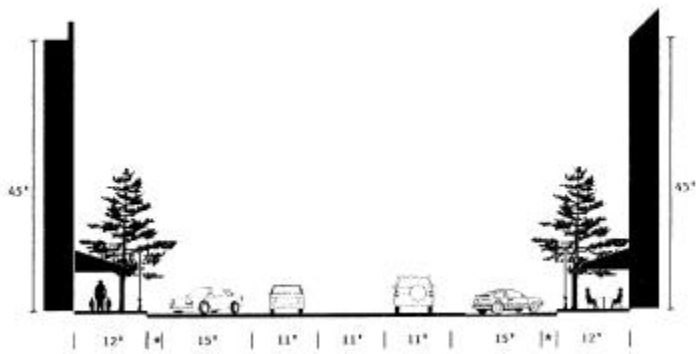
Cross Section A. Holladay Blvd. looking north at approximately 4700 S. 80 FT R.O.W., parallel parking on both sides, bike lane.



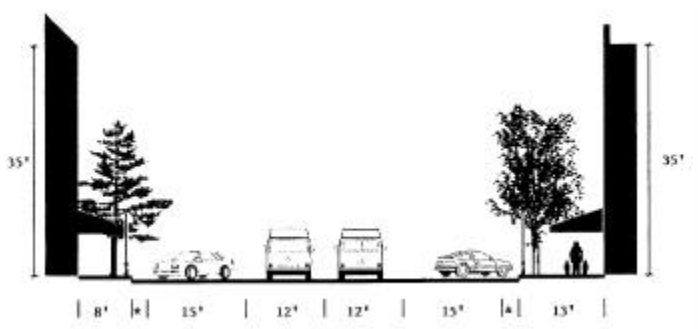
Cross Section B. Holladay Blvd. north leg of Murray Holladay Rd. intersection. 102 FT R.O.W., no parking, bike lane.



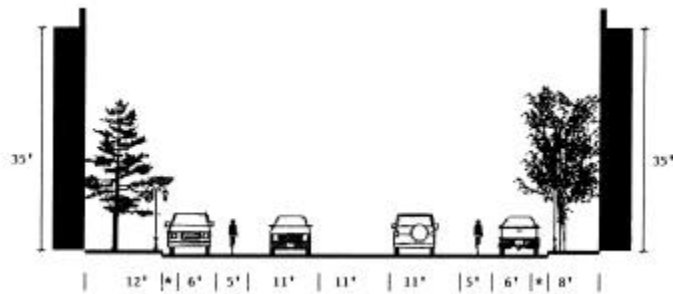
Cross Section C. Holladay Blvd. looking north at Plaza. 102 FT R.O.W., angle parking on both sides, bike lane.



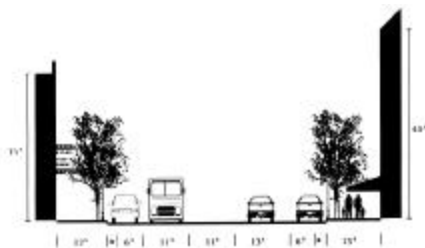
Cross Section D. Holladay Blvd. looking westward from 2300 East to 2225 East. 92 FT R.O.W., angle parking on both sides.



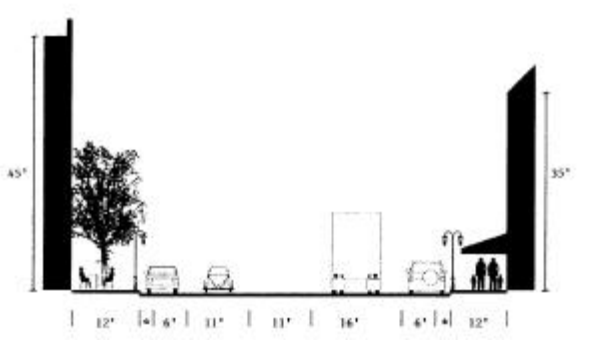
Cross Section E. Holladay Blvd. looking north at 4600 S. 80 FT R.O.W., angle parking, both sides.



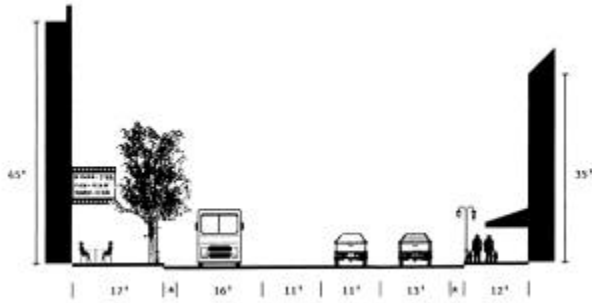
Cross Section F. 2300 East Street looking north at City Hall. 80 FT R.O.W., parallel parking both sides, bike lane.



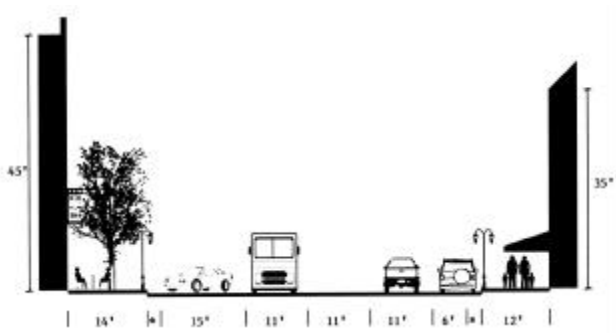
Cross Section G. Phyliden Dr. looking east at midblock. 77 FT R.O.W., parallel parking on both sides.



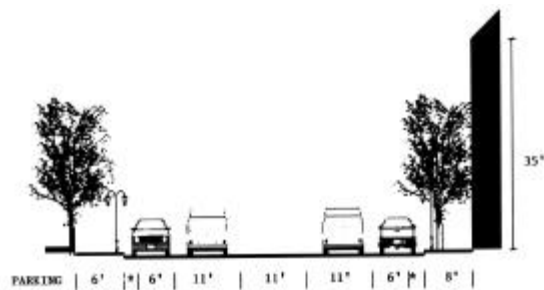
Cross Section H. Murray Holladay Rd looking east at Holladay Blvd. intersection. Existing R.O.W. 77 FT, parallel parking on both sides.



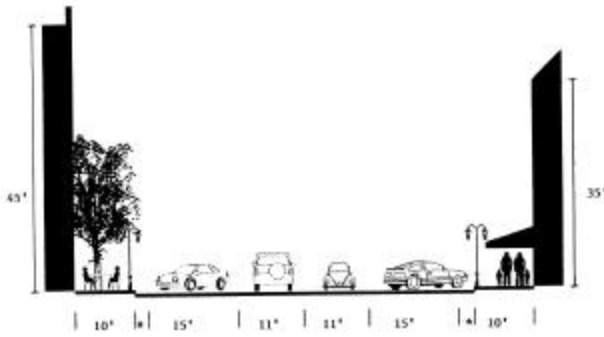
Cross Section I. Murray Holladay Rd. looking east at Holladay Blvd. intersection. 85 FT R.O.W., no parking.



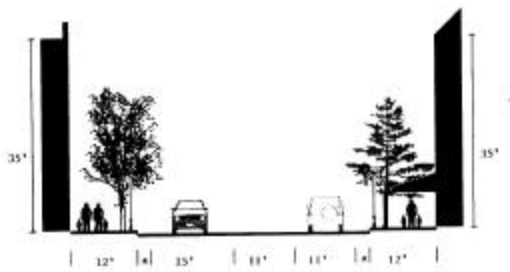
Cross Section J. Murray Holladay Rd. looking east at mid-block. 85 FT R.O.W., angle parking on north side, parallel parking on south. *(This could be expanded to include angle parking on south with additional dedication.)*



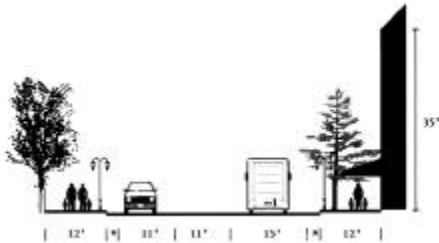
Cross Section K. 2225 East Street looking north at midblock. 66 FT R.O.W., parallel parking on both sides. *(This could be expanded to include angle parking on the east side with additional dedication.)*



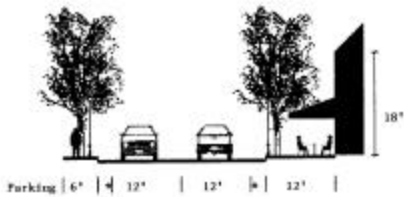
Cross Section L. Village Street (2270 East), looking north. 77 FT R.O.W., angle parking on both sides.



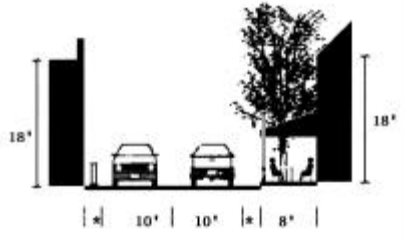
Cross Section M. Village Street (2270 E from Arbor Lane intersection to Holladay Blvd. 54 FT R.O.W., no parking.



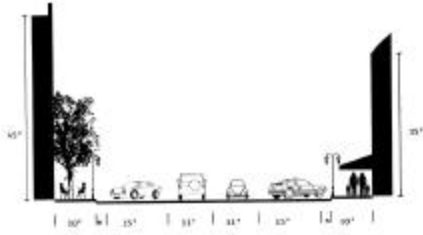
Cross Section N. Village Street (2345 East), looking north at Holladay Blvd./Arbor intersection. 54 FT R.O.W., no parking.



Cross Section O. Village Street (2345 East), looking north at mid block. 47 FT R.O.W., no parking.



Cross Section P. Village Street (2345 East), looking north at Murray Holladay Rd intersection. 33 FT R.O.W., no parking.



Cross Section Q. Village Street (4720 S.) looking east. 77 FT R.O.W., angle parking both sides.