

CHAPTER 2: LAND USE, URBAN DESIGN and NEIGHBORHOOD PRESERVATION

INTRODUCTION

This element of the General Plan provides policy direction and guidance for land use decisions, urban design, and neighborhood preservation. It also includes a Future Land Use Map and addresses the image, character, and livability of the City.

The goals of this element are designed to:

1. Maintain the established pattern of development in the City [while allowing for some change to accommodate existing and future populations](#);
2. Ensure that new developments are high quality and compatible with the surrounding neighborhoods;
3. Retain the natural character of the City and its neighborhoods; and
4. Ensure that the zoning ordinance meets the goals expressed in this General Plan [including the allowance for retention of and creation of housing opportunities of all age ranges and income levels](#).

A list of implementation strategies supporting these goals is included at the end of this chapter.

LAND USE AND PHYSICAL FORM OF HOLLADAY

The City of Holladay has transitioned from a lightly populated agricultural settlement to a nearly built-out bedroom community. The physical structure of the City is unique. Older neighborhoods reflect their coveted location along the edges of the Big Cottonwood Creek. Newer neighborhoods exhibit more typical suburban patterns. Other features that define the character of the City include the following:

- The lack of a discernible street grid typical of other valley centers;
- Creeks and canals that wind through the maze of lowland cottonwood forests;
- Sinuous public and private lanes that connect residential areas and commercial developments in a gentle, lived-in fashion;
- Long connecting roadways that provide access to heavily-wooded private lanes that lead to large-lot single-family estates;
- Large and deep residential lots which provide significant private open space;
- A semi-rural character with continuing agricultural uses including orchards, vegetable gardens, horses and other livestock;
- Finely-detailed walls and fences, mature vegetation, and high-quality landscaping that provide privacy and transition between neighborhoods;
- A variety of housing styles and types;
- Distinct neighborhoods; and
- Diverse commercial [and mixed use](#) districts including the historic commercial center of the city known as the Holladay Village, ~~and~~ the Cottonwood [Mall](#) redevelopment site, [and the Holladay Crossroads area, among others-](#)

Together, these features help establish the unique "sense of place" that makes Holladay one of the most desirable communities in the region.

EXISTING LAND USE

The existing land uses illustrated in Map 2.1 are dominated by low-density, single-family residential uses, which comprise slightly more than half of the total area (56.9-percent). When duplexes, planned unit developments (PUDs), and multi-family residential uses are added to the total, residential uses comprise just over 63% of the total land area uses in of the City, verifying the City's primary function as a "bedroom community." Because an overwhelming area of the City is already developed for use by single family homes, it is unlikely that significant or drastic change will occur in most neighborhoods of the City. What little change may occur will likely happen only where vacant and underutilized land exists, of which there is very little, along major streets or on the edge of commercial and mixed use areas.

Commercial uses comprise only three percent of existing land area, and are generally situated around key intersections along Highland Drive, Murray-Holladay Road, and 6200 South. Key commercial sites include the rapidly-transforming Holladay Village area; the Cottonwood redevelopment site with its supporting commercial areas at Highland Drive and Murray Holladay Road, and the Holladay Crossroads, the commercial area at Highland Drive and 6200 South. The Black Diamond Campus on 3900 South is an example of several smaller, more isolated commercial sites found in the northeast quadrant of the City. There are also a number of even smaller commercial office/mixed-use sites that comprise just over one percent of the total land area, the largest being the Millrock/Old Mill Village Commercial Area, which is a Class-A office complex located just east of Interstate 215 near 3000 East.

Other existing land uses include public buildings and facilities, schools, and churches, which together encompass approximately five percent of the total. Open space, such as parks and public land in the foothills cover nearly five percent, as well.

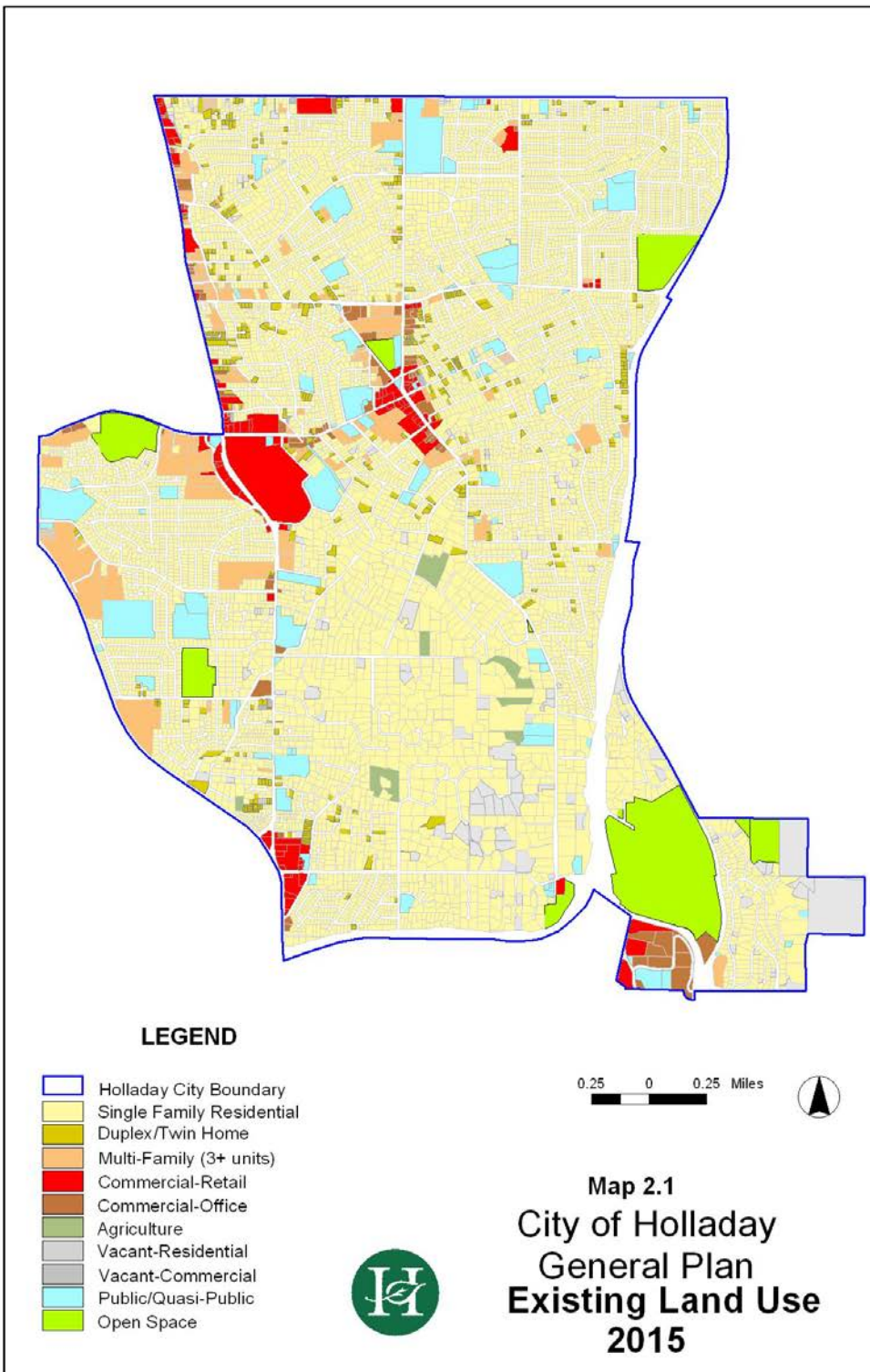
Vacant residential and commercial property, including the steep slopes of the Wasatch Mountains on the southeast edge of the community, covers just over three percent of the City.

	<u>Land Use as a portion of total land area of the City*</u>
56.9%	Single Family Development
2.1%	Duplex/Twin
4.5%	Multi-Family (3+dwelling units)
3.0%	Commercial (<i>including the Cottonwood redevelopment site; currently vacant</i>)
1.4%	Office
0.6%	Agriculture
3.2%	Vacant-Residential
0.1%	Vacant-Commercial (<i>not including the Cottonwood redevelopment site</i>)
5.4%	Public/Quasi-Public, including utilities
4.6%	Open Space (Public & Private)

20.0%+/- Roads

* The city covers approximately 8.39 square miles. The total acreage of the City is approximately 5,400 acres, including roads. However, the acreage of roads (just over 900 acres) was excluded from the GIS data layer that was used to calculate existing land uses in the table above. Roads comprise approximately 20% 18 percent of the total land area within the City.

Map 2.1, Existing Land Use



EXISTING URBAN DESIGN

Urban design describes the physical structure of the City – from the [function and architecture of buildings and structures](#), [types of roadways, trails, and parks](#) and ~~to the other planned and unplanned open spaces~~, [community “branding” and preservation of the local ecology](#) ~~that separate and surround them~~.

Holladay is defined by its natural cottonwood forests, riparian vegetation, as well as the nearby Mount Olympus, linear roads and meandering lanes that crisscross the City, and the street edges lined by trees, walls, and fences that buffer [some residential semi-rural](#) areas, manicured yards, and gardens. Sensitive design is the rule rather than the exception in Holladay, with carefully conceived monuments marking key entrances to the City and a unified signage system announcing one's arrival at Holladay Village. The various trails, pathways, and road edges provide public places to walk and cycle, connect neighborhoods, and lead to nearby commercial areas and destinations.

NEIGHBORHOOD PRESERVATION

Existing historic neighborhoods were identified by members of the public as requiring better protection and preservation. This desire for protection extends beyond the buildings, to trees, large lots, historic land uses, fences, [development along private roads and lanes](#), walls, and the [semi-rural](#), small town qualities these elements exude. This is particularly important in older residential areas where there is pressure to densify. Current policies regulate the teardown of older units as well as allow homeowners to remodel or add responsible additions to their homes. [Again, because an overwhelming area of the City is already developed for use by single family homes, it is unlikely that significant or drastic change will occur in most neighborhoods of the City. What little change may occur will likely happen only where vacant and underutilized land exists, of which there is very little, and/or along major streets or on the edge of commercial and mixed use areas which consistently experience change over time.](#)

HISTORIC AREAS AND BUILDINGS

The preservation of historic places and structures ranked high in the public involvement process, and it is an essential component of maintaining the qualities that make the City such a desirable place to live. To help ensure that Holladay's historic resources are preserved, including land uses, sites, and buildings, the Historic Preservation Committee (City Code 2.24.060) was established to make recommendations to the City Council in the creation of historic districts and adoption of standards and guidelines for historic properties.

In 2006, the **Cottonwood Historic Area** was established to identify and memorialize a specific portion of the Cottonwood area known as the Brinton Ward. The portion of this historic area within Holladay is shown on Map 2.2. The following structures and sites have been identified as being of historic importance within the City, regardless of whether or not they are in the Cottonwood Historic Area:

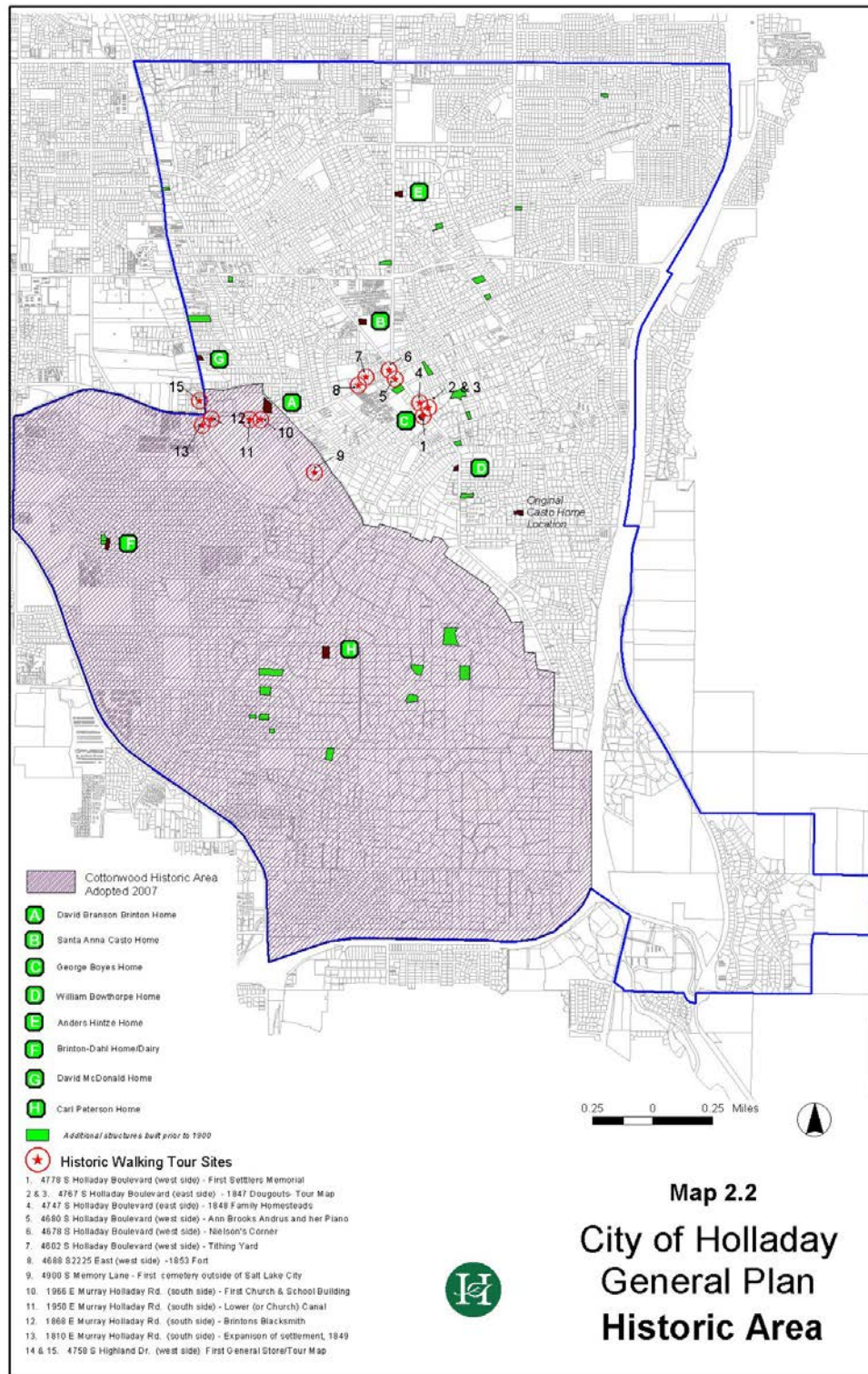
David Branson Brinton home, 1981 East Murray-Holladay Road, Holladay

- A. Santa Anna Casto home, 2731 Casto Lane, Salt Lake City, (moved to City Hall Park, 2009)
- B. George Boyes home, 4910 Holladay Boulevard, Holladay
- C. William J. Bowthorpe home, 4766 Holladay Boulevard, Holladay

- D. Anders Hintze home, 4249 South 2300 East
- E. Brinton-Dahl home/dairy-1501 E Spring Lane
- F. David McDonald home-4659 S Highland Drive
- G. Carl Peterson home-2152 E Walker Lane

An historic walking tour was developed to encourage public knowledge and awareness of the City's historic resources. The tour locates historic locations, structures, markers and trees. Those locations are found on Map 2.2.

Map 2.2, Cottonwood Historic Area



KEY LAND USE AND URBAN DESIGN ISSUES

After analyzing existing conditions, reviewing existing plans, and considering public input, it is clear that the key planning issues facing the community are related to stability and change. There is general satisfaction with the existing patterns, uses, and densities that currently exist, and the general direction of growth. However, a certain amount of angst exists concerning new development, densification, and the impact this might have on individual properties, neighborhoods, traffic, and the character of the City. Nevertheless, since incorporation, Holladay has accomplished some major achievements especially in the last few years with the development of the award winning and highly visited Holladay Village, gateway monuments, City Hall civic center and park, Knudsen Park, bike facilities, numerous adopted master plans and studies, and now the impending development of the Cottonwood Mall site into a large, mixed-use district.

Holladay is already different than it was in 1999. Its boundaries have significantly changed since that time and many new residents have been added to the community. New construction has occurred in virtually every neighborhood and commercial area of the city, representing a major reinvestment by property owners and businesses. Arguably, most of this change has been very positive even though initial reaction to most land use applications is met with opposition and concern. By and large, those concerns do not materialize as both large and small projects find their place in Holladay without having destroyed its character.

Moving forward, city leaders and residents should, above all else, consider the importance of today's land use decisions upon younger, future residents who will inherit Holladay. Special care must be exercised to understand the ever fluid and more rapidly changing nature of our world and Holladay's inability to exist in it as an island. City land use policies must not be made in ignorance but rather in the bright, informed light of day. Where once native people and pioneers occupied Holladay, they eventually made space for others including their offspring, who in turn made space for theirs over next 170 plus years until today. Coming decades will bring momentous change; the future always does. Will Holladay be prepared to address them?

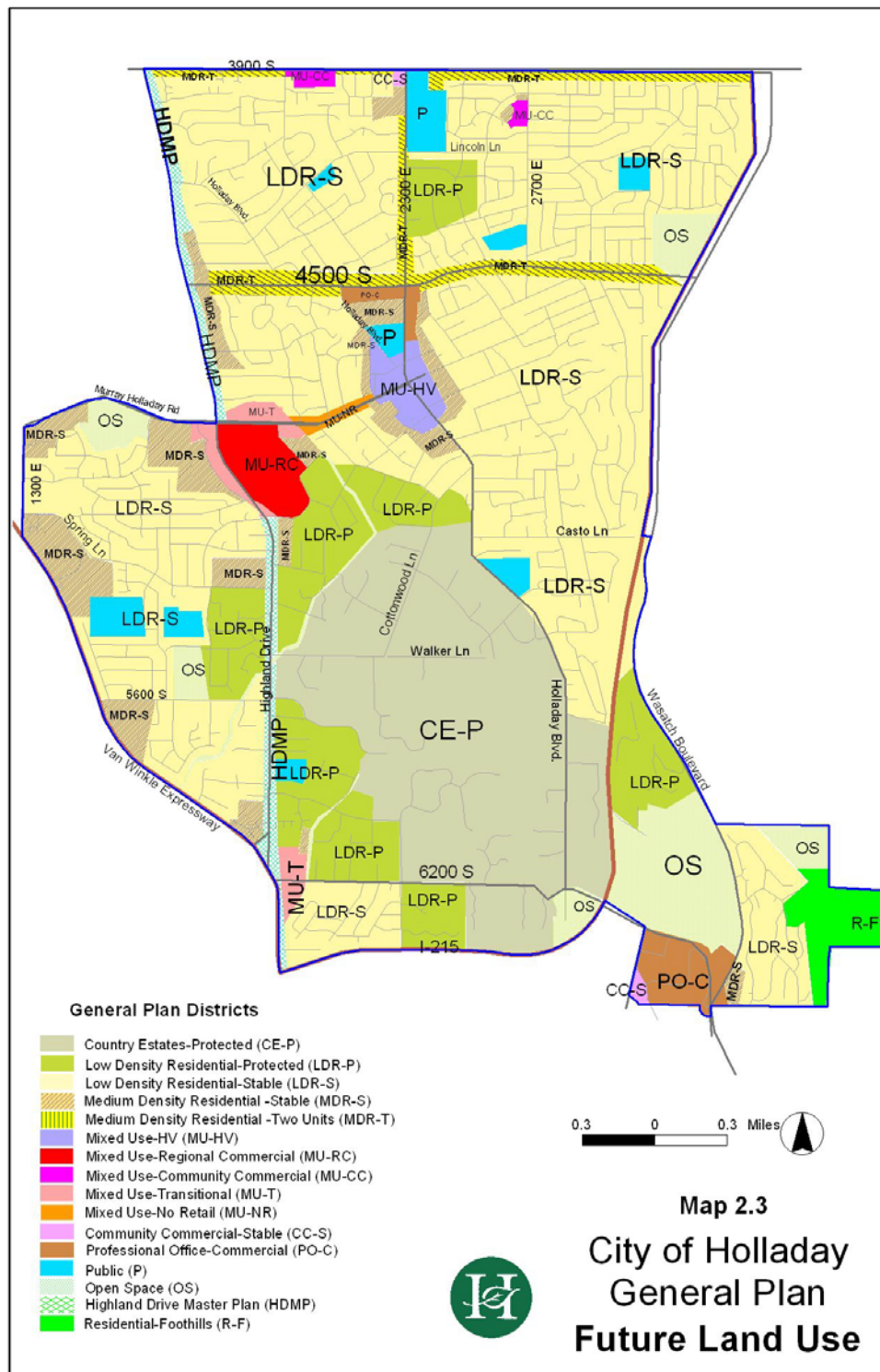
It is the intent of this plan to continue that general vision, which has guided development in past decades. In consideration of the fact projections that significant growth pressure in Holladay, the Salt Lake Valley and the larger region already exists and will continue as both existing and future generations and seek places to work, live, shop and recreate; is likely to occur, the plan strives to accommodate new growth without fundamentally jeopardizing overhauling the development patterns that have made Holladay a unique and desirable place to live and work. This plan recognizes the need for a greater variety of shopping options within existing commercial areas and an improved tax base for the community, similar to the Holladay Village model. Higher-density residential uses have already ~~could~~ been introduced, as in the Holladay Village and in the impending redevelopment of the Cottonwood Mall as part of mixed-use developments along busy streets, existing activity nodes and adjacent to established commercial areas, in a manner that is compatible with the existing residential neighborhoods providing a greater range of housing options and creating a more diverse place over time. Although there are no simple answers, preserving what is best about Holladay and avoiding the negative impacts of unplanned future growth are the key issues to be resolved as the City moves forward. A challenge for the city will be to comply with ever increasing requirements to plan for, implement, monitor and report progress for moderate income and affordable housing. (See Chapter 5, Housing, in this Plan) Both now and in the years to come, these new requirements will necessitate more

[flexibility and creativity in terms of how, what and where new dwellings, especially affordable ones, may be built in Holladay.](#)

FUTURE LAND USE AND URBAN DESIGN CONCEPT

The City's future development patterns must include the preservation of low-density residential neighborhoods, protection of historic land uses, structures and places, maintenance of [the](#) special community character [areas](#), and the accommodation of [both residential](#) growth and economic development at focused locations. This goal is supported by the land use districts as shown on Map 2.3 - Future Land Use.

Map 2.3, Future Land Use



To meet the overall goals of this chapter, future land use decisions should be built upon three core principles of growth and development:

- Principle 1 - Supporting Stable Neighborhoods
- Principle 2 - Transforming Key Commercial Districts into Better Functioning Destinations
- Principle 3 - Redeveloping Smaller Commercial Sites to Meet Future Needs

PRINCIPLE 1 – SUPPORTING STABLE NEIGHBORHOODS

Controlling change in established residential neighborhoods is particularly important. This priority is successfully supported by the existing ordinance, which includes a range of residential zones to help ensure residential growth matches the vision and expectations of the community. Future residential growth should be accommodated by the utilization of current zoning and densities and not on rezoning except where determined most appropriate. The creation and implementation of new zones to accommodate changes in population, economics, energy, social and transportation trends should be considered where and when advisable.

The following General Plan Districts are intended as a guide to any future zoning changes. Zone change requests should be carefully considered to accommodate expected future growth, to ensure neighborhood compatibility, and to prevent the destabilization of the existing neighborhoods and loss of the existing established community character, density or intensity.

- **Country Estates-Protected (CE-P)** Suggested zones: R-1-87, R-1-43
This district is intended to preserve the existing large lot development patterns, the mature tree canopy, and the ambience created by estate type development often on private lanes. New development ~~can should~~ be appropriately accommodated through utilizing unclaimed density and ~~not~~ by subdivision. Rezoning on the periphery of these areas should be allowed where areas of nonconforming lots sizes are presents.
- **Low Density Residential-Protected (CE-P)** Suggested zones: R-1-21
This district is intended to preserve existing half-acre lot development patterns, the mature tree canopy, and the ambience created by single-family development. New development ~~can should~~ be appropriately accommodated through utilizing unclaimed density and ~~not~~ by rezones where areas of nonconforming lots sizes are present.
- **Low Density Residential-Stable (LDR-S)** Suggested Zones: R-1-8, R-1-10-, R-1-15,
This district is intended to support a mix of single-family residential development that has been established by historic development patterns. New development should be accommodated through utilizing unclaimed density. Rezones within the suggested zone list may be appropriate as determined on a case by case basis, especially where nonconforming lots are present and/or land is being underutilized and/or poorly maintained. ~~where increased density will not destabilize the existing neighborhood.~~
- **Medium Density Residential-Two Units (MDR-T)** Suggested Zones: R-1-4, R-2-8, R-2-10
This district is intended to accommodate small-lot single family and two-family attached unit development with slightly higher densities than the LDR-S districts. New development should be accommodated through utilizing unclaimed density where possible, and through. ~~pProposed~~ rezones within the suggested zone list where determined may be appropriate as determined on

a case by case basis, especially where land is being underutilized and/or poorly maintained. where increased density will not destabilize the existing neighborhood.

- ~~Medium~~**Medium Density Residential-Stable (MDR-S)** Suggested Zones: RM
This district is intended to accommodate traditional multi-family developments where increased density has been previously established or where the existing land use where single-family development is no longer viable or desirable. New development should be accommodated through utilizing unclaimed density where possible. However, Pproposed rezones within the suggested zone list may be appropriate where existing and projected land use patterns or other factors support the accommodation of new residents to the community, especially when increasing the total housing supply and more affordable housing.~~increased density and do not conflict with other provisions of the Plan.~~
- **Residential-Foothills (R-F)** Suggested Zones: FR-1, FR-5 and FR-20
This district is intended to accommodate residential developments within the Foothills and Canyons Overlay Zone on properties that require special review for potential natural hazards mitigation.

The current City Code allows lots are allowed to be subdivided when there is vacant or available unclaimed density land within the zone, or where rezoning is allowed by the City Council. In recent years, pressure to subdivide properties in residential neighborhoods, particularly those with large lots near Big Cottonwood Creek, has neighborhoods has escalated. Since the impact of such changes could have significant repercussions on the existing character and function of the City, it is envisioned that as residential development occurs, particularly in the very large-lot zones – the one and two acre minimum zones, established land use patterns should not materially change, and that existing density should remain similar to those that currently exist.

The most significant residential land use change is likely to take place in and near areas earmarked for mixed-use and multi-family development. Such development is supported at the Cottonwood redevelopment site, in and surrounding portions of the Holladay Village, and at the Holladay Crossroads area. Growth in this manner is expected to be most significant at the Cottonwood redevelopment site, which is currently vacant and redevelopment is anticipated (2019) and at the Holladay Crossroads area where the implementation of a new Holladay Crossroads zone (HCR) (2019) should eventually allow for a significant change in the land use pattern including mixed uses and more vertical development.

Higher-density housing is also supported at other under-utilized areas of the City, which can provide greater housing opportunities for a wide range of income and age groups, and ~~perhaps~~ allow a variety of people to reside in Holladay during all stages of their lives as the City is required to plan for by State law. Limited redevelopment of existing low density housing into two family, or multi-family attached dwelling unit alternatives might also occur along 3900 South, and 4500 South, Highland Drive, Murray Holladay Road, etc., due in large part to the increasing traffic and transit envisioned along these roadways. ~~Although the amount and scale of such changes is likely to be relatively minor, care must be taken to ensure that modifications do not conflict with existing residential uses.~~

PRINCIPAL 2 –TRANSFORMING COMMERCIAL/MIXED-USE DISTRICTS INTO PLACES and DESTINATIONS

Future commercial development should be limited to existing commercial sites, office sites, and areas slated for mixed-use redevelopment such as Holladay Village, the Cottonwood redevelopment site, and the Holladay Crossroads, the area surrounding the intersection of 6200 South and Highland Drive. Any increase in the intensity of established commercial uses should be carefully planned to ensure compatibility with the surrounding residential patterns. One of the primary purposes of this plan is to ensure that these areas develop in a manner that matches both the future vision and the established patterns. The following General Plan Districts are intended to support this principal:

- **Mixed Use-Regional Commercial (MU-RC)** Suggested zones: RMU
This district is intended to support the purpose and intent of the Cottonwood redevelopment site Development Master Plan.
- **Mixed Use-Holladay Village (MU-HV)** Suggested zone: HV
This district is intended to support the purpose and intent of the Holladay Village Master Plan.
- **Mixed Use-Transitional (MU-T) / (MU-CC)** Suggested zones: ~~TBD~~ HCR
This district is intended to support the development of a "Small Area Master Plan" for areas such as the - Holladay Crossroads commercial area, [Black Diamond site on 3900 and the Oakmont Plaza on 2700 East](#). Future plans for the development of these areas could include a mix of residential and commercial uses in a ratio that [replaces or updates](#) ~~does not erode~~ the established commercial development already in place.
- **Mixed Use-No Retail (MU-NR)** Suggested zones: ~~TBD~~ RM, PO, TBD
This district includes the area known as the "Holladay Half-mile", that area along Murray Holladay Road between the Cottonwood redevelopment area and the Holladay Village. Future development of this area should be guided by a "Small Area Master Plan", yet to be developed. Zoning in this district should allow for the integration of residential and non-residential uses mixed across the district but should not encourage further development of retail uses along this corridor.
- **Professional Office-Commercial (PO-C)** Suggested zones: PO, ORD, ~~PO~~ RM
This district is intended to support the continued development of the city's economic sector and occurs in those areas of the city where professional offices and their associated supporting commercial uses are already established. Rezones in this district should only be considered if the proposed development enhances the existing development patterns and where any negative impacts on nearby residential uses are nominal or can be mitigated.

HOLLADAY VILLAGE

This area is located in the traditional downtown core of the City, which is centered at the intersection of Holladay Boulevard and Murray Holladay Road. As detailed in the **Holladay Village Master Plan**, the Holladay Village area is envisioned to be a local commercial center with integrated multi-family residential development to add life to the core "downtown" area. The **Holladay Village (HV)** zone was created to specifically help guide development in this area, establishing the vision for downtown

Holladay. The zone includes specific standards to establish a unified and inviting overall appearance, which has worked well for the redevelopment of Block One. This zone should be maintained, with small modifications made to further implement the purpose and intent of the Holladay Village Master Plan.

COTTONWOOD REDEVELOPMENT SITE AND THE "HOLLADAY HALF-MILE"

The former Cottonwood Mall site has historically been Holladay's only regional commercial area and an important asset for the community's tax base. Located one half-mile west of Holladay Village, the mall was razed several years ago in anticipation of redeveloping the site into a new regional mixed-use destination. Development has yet to occur, although it is anticipated that interest will be rekindled soon.

The City of Holladay has approved a Site Development Master Plan (SDMP) for the Cottonwood redevelopment site, which also includes a traffic impact study. However, changes to the adopted plan are anticipated and an amended site plan will be developed. Although the site is zoned **Regional/Mixed-Use (R/M-U)**, a zone specifically crafted for this area, any future development of the site should be designed to become a major mixed-use destination including retail, entertainment, office, [heavy](#) residential, and other various supportive uses. The currently adopted zoning ordinance supports this general vision for the site, and describes the type of information required for the submission and/or update of a Site Development Master Plan (SDMP) for the area.

The City envisions that, once developed, the new district will be linked with Holladay Village along the short strip of Murray-Holladay Road that separates the two destinations, both visually and perceptually. Known as the "Holladay Half-mile", the roadway and adjacent properties are envisioned to be transformed into a pedestrian-oriented corridor with a mix of pedestrian-friendly, multi-family residential, and office uses. The transformation of the street may include design features, such as [themed](#) street lighting, outdoor furnishings, and coordinated landscape areas. Additionally, consistent gateway features and wayfinding elements that build upon the established stone monuments and historic walls found in other parts of the City will give this corridor a unique ambiance.

HOLLADAY CROSSROADS: INTERSECTION OF BIG COTTONWOOD ROAD/6200 SOUTH, HIGHLAND DRIVE, AND VAN WINKLE EXPRESSWAY

This district has the potential to become a premier commercial/mixed-use destination. It is the only commercial area in Holladay that has direct access to a freeway interchange. At present the area is relatively dysfunctional and dominated by aging, suburban-style strip malls and one-off "commercial pad" buildings. The area lacks continuity and the numerous parking lots are poorly coordinated, causing confusion and making it difficult to navigate from building to building. The area is poorly signed and lacks basic pedestrian amenities.

Due to its proximity to I-215, the Holladay Crossroads area has been identified as a priority improvement area for the City, with the goal of transforming it into a thriving, regional commercial, pedestrian [and bike](#)-friendly, mixed-use place. Significant changes to Highland Drive, Van Winkle Expressway and 6200 South intersection may be required. At the time of this writing, the City is investigating alternative intersection designs [and has obtained approval for a triple left turn southbound from Highland Drive to Van Winkle Expressway](#). ~~In the near future, a~~ [Small Area Master Plan](#) for the area ~~will~~ [has been adopted as an amendment to this General Plan and as of this writing, fall 2019; the Holladay Crossroads zone is being developed for possible implementation by the City.](#)

MILLROCK/OLD MILL VILLAGE COMMERCIAL AREA

The Millrock/Old Mill Village Commercial Area is the dominant office use location in Holladay, and one of the most desirable, highest-rent office spaces in the state of Utah. The site is zoned **Office, Research and Development (ORD) and C-2**. The area supports a mix of commercial uses that includes office, hospitality, restaurant, banking and some retail uses, small scale medical, and an education/worship use. New office space and/or commercial spaces should continue to build upon this successful tradition, with high-quality buildings designed and located in a manner that captures the ambiance of the existing development, strengthens the local job market, and contributes to the City's overall economy. [One small parcel of vacant land on Big Cottonwood Canyon Rd. may be appropriate for heavy multi-family residential as it is already zone for such, if not rezoned and developed commercially.](#)

PRINCIPLE 3 – REDEVELOPING SMALLER SITES TO MEET FUTURE NEEDS

In addition to the transformative ideas for the larger commercial areas discussed above, there are several smaller commercial sites that are ripe for redevelopment. Examples include the Black Diamond campus on 3900 South and Oakmont Plaza on 2700 East. These sites are located in non-traditional locations for commercial operations. More evaluation is needed to determine the best use for these sites, considering residential and mixed-use redevelopment options. To assist with this process new and revised development controls are recommended to help convert these sites into improved assets for the community.

The following General Plan districts are intended to support this principal:

- **Mixed Use-Community Commercial (MU-CC)** Suggested zones: C-1, , RM, NC, RO, [PO](#)
This district is intended to support the introduction of mixed residential and non-residential uses within the established commercial areas along Highland Drive, at the Black Diamond site on 3900 South, and at ~~Oakmont~~[Oakmont](#) Plaza on 2700 East.
- **Community Commercial-Stable (CC-S)** Suggested zones: C-1, C-2
This district is intended to support those stable, established commercial areas where redevelopment may occur but where the introduction of residential uses is not necessarily advantageous.

HIGHLAND DRIVE - LINKING DISPARATE LAND USES ALONG A BUSY STREET

A small area master plan has been adopted for Highland Drive (HDMP). The plan divides Highland Drive into three sub-corridors, each of which is slated to be developed in deference to the character of surrounding neighborhoods. The HDMP recognizes the northern portions of the corridor, [Segment A](#), as having the greatest opportunity for commercial development [including professional offices and limited retail and residential development because Segment B, limits future residential growth to no more than approximately five dwellings per acre \(low density\) and also calls for limited or no new commercial development.](#) ~~with professional offices and limited retail uses recommended on a case by case basis.~~
The HDMP should continue to direct future growth and redevelopment of the Highland Drive corridor.

KNUDSEN'S CORNER

The Knudsen Park Master Plan for Holladay City's property in the 6200 South/Holladay Boulevard area was adopted in 2011, establishing a phased conversion of the area into a beautiful, historic nature park which was completed in May of 2019. ~~It is anticipated that t~~The park ~~will~~ includes natural areas, as well as more traditionally developed public park areas and facilities. The existing commercial uses in the area are established and should remain a part of the area's overall structure. An update of the existing Knudsen Park Master Plan was completed as part of the park planning effort as well as land trades, rezoning of the park land to the Public zone and the subdividing and platting of land. In 2019, the city issued an RFP for the development of the Cotton Bottom property, which it has owned for several years, in an effort to repurpose this parcel while maintaining the Cotton Bottom logo and trademark to reinforce the historic use of this part of the community. The Cotton Bottom will be a key gateway use at this important location.~~is anticipated in the near future, and should be based on a respect for the natural and historic nature of the site and future needs of the community.~~

ACQUISITION AND REDEVELOPMENT OF AGING AND REDUNDANT PUBLIC USES

Public and institutional uses include schools, churches and public offices, all essential features of a well-rounded community. The zoning ordinance includes a **Public Zone (P)**, which encompasses all public and quasi-public buildings and sites in the City. If these uses are discontinued in the future, the zoning classification requires future developers to seek new zoning, thereby allowing the City to review any proposed changes and to determine if the proposed change will be a good fit for the surrounding neighborhood. If a public school closes, State law gives the City the option to purchase the property for use as public park space.

The following General Plan districts are intended to support this purpose:

- **Public (P)** Suggested zones: P
This district is intended to support the continuation of those public and recreational uses established within the district. Any zone changes within these districts should be carefully considered in light of the overall health, welfare, and safety of the community.
- **Open Space (OS)** Suggested zones: P
This district is intended to support the overall recreational goals set out in Chapter 6, Parks, Trails, and Open Space, of this General Plan.

PARKS AND RECREATIONAL FACILITIES

With little available land left for new parks and recreational facility development, future improvements should focus on retaining those facilities currently in place and increasing the experiential qualities of those places~~each~~. A more detailed look at the goals for these uses can be found in Chapter 6 of this plan.

IMPLEMENTATION MEASURES

As previously stated, the goals of this element are designed to:

- Maintain the overall established pattern of development in the City while allowing for changes to accommodate present and future trends, as they arise, for residents that no longer demand or desire the same exact housing choice and lifestyle arrangements of previous generations;
- Remove barriers for the inclusion of affordable housing
- Ensure that new developments are high quality in location, in design, finish, energy efficiency and amenities for current and future residents of Holladay. and compatible with the surrounding neighborhoods;
- Retain and protect the natural environmental character of the City and its neighborhoods; and
- Ensure that the zoning ordinance meets the goals expressed in this General Plan.

In order to achieve these long-term goals, the following implementation measures have been identified:

1. New development within the single-family neighborhoods should be accomplished through utilization of unclaimed density. Rezone requests should be approved ~~considered only~~ where and when a change in zoning generally constitutes a spoke in a wheel of similar development pattern in reasonable proximity, usually a five to ten minute walk of mixed use areas, will relieve the area of inefficient, unwanted or dilapidated land uses and allows for a wider range of individuals and families to afford decent housing choice in Holladay. increases in density would not negatively impact the established development patterns in the surrounding neighborhood.
2. New non-residential development should be contained within established mixed-use and commercial developments and not expanded into, but rather at the edge of, surrounding residential neighborhoods.
3. Identify methods and options for preserving historic buildings, and sites. Some options to be considered include inclusion on the Utah State and National Historic Registers or the creation of a Historic Conservation Area.
4. Establish peer-oriented beautification and cleanup efforts throughout the City. Support these with official City recognition programs.
5. Establish, enhance, and maintain appropriate land use, architectural and/or landscape buffers to protect neighborhoods from encroachment where uses transition or have incompatible characteristics.
6. Encourage new developments and redevelopment projects to provide significant neighborhood/community amenities where appropriate, such as local and regional trail connections, public plazas or gathering spaces, pedestrian access to public or commercial activity centers, or development of public open space.
7. Allow and encourage mixed-use development at the Cottonwood redevelopment site, Holladay Village, Holladay Crossroads redevelopment area, in addition to other key areas of the City that are transitioning from solely commercial to mixed-use.
8. Encourage better architecture, energy conservation and air quality. Expand the role of the Design Review Board to ensure that future design and development of multi-family and commercial and other non-single-family developments meet the goals of this General Plan.

Adopt new laws within the City to encourage or require higher construction standards for all single family homes. Consider a variety of tools, or even minimum requirements for solar panels, wastewater and rainwater capture and treatment and other techniques to improve environmental quality city-wide.

9. Consider the application of an overlay zone along Big Cottonwood Creek to preserve the environmental integrity and character of the area. Improvements should include educational efforts that encourage affected residents to voluntarily apply the tools and concepts contained in the *Salt Lake County Big Cottonwood Creek Guide*.
10. Review and strengthen where necessary the current regulations concerning the environmental integrity and character of those areas along Spring Creek, and the Salt Lake/Jordan canal systems, Upper Canal and other like waterways through the City.
11. Continue to require the planting of street trees, landscaped parking areas, and to require maintenance of those landscaped areas.
12. Create new mixed-use zones that allow higher-density residential uses in established commercial and office zones particularly where access to parks, open space and public uses is desirable.
13. Develop new standards for walls, fences, and other perimeter features, along the City's major arterials and collectors ensuring that the desire to dampen noise and enhance privacy on the private property side of these features is balanced with the need to maintain views and vistas and fit in with the historically open, green, and verdant street edges.
14. Promote and strengthen the Tree Canopy Sustainability Ordinance throughout the City through publicity efforts by the Holladay Tree Committee and the City of Holladay. Investigate the efficacy of existing ordinances and tools for minimizing the unnecessary removal of mature trees and vegetation as a result of new development and strengthen those ordinances where necessary.