

1 **HIGHLAND DRIVE MASTER PLAN**

2 **I. HIGHLAND DRIVE MASTER PLAN**

3 This Appendix (K) to the City’s General Plan creates a Highland Drive Master Plan
4 (HDMP). This plan recognizes the continued evolution of the area surrounding Highland
5 Drive as part of the City’s lifecycle. While acknowledging the inevitability of growth and
6 change, the HDMP seeks to create policies that achieve balance between the constant
7 pressure for development and the protection of those characteristics that make this area and
8 the City of Holladay a unique and special place.
9

10 This plan recognizes that the historic development pattern along the Highland Drive corridor
11 includes the full range of uses from large lot single family residential to regional
12 commercial nodes. For ease of communication and for the purposes of this document,
13 Highland Drive and its associated properties will be considered in three segments. Each
14 segment has unique history, land use development patterns, streetscape characteristics and is
15 controlled by different jurisdictions.
16

17 1. Segment A: 3900 South to Arbor Lane;
18 Holladay controls the east side of Highland Drive to Murray Holladay Rd. and both sides
19 from there to Arbor Lane. The street is currently developed with right-of-way widths
20 ranging from 80 feet to 106 feet. Land use patterns are primarily commercial and multi-
21 family residential developments.
22

23 2. Segment B: Arbor Lane to Van Winkle Expressway;
24 Both sides of Highland Drive are within Holladay City. The street has a future planned
25 right-of-way width of 80 feet. Land use patterns are primarily single-family residential with
26 limited commercial and higher density single and multi-family residential developments
27 interspersed throughout the segment.
28

29 3. Segment C: Van Winkle Expressway to City boundary at I-215;
30 Holladay controls the east side of Highland Drive in this area. The street is currently
31 developed with a 106 foot right-of-way width. Land use patterns are exclusively
32 commercial development.

33 **II. HISTORY**

34 Over many years, Highland Drive in Holladay has transformed from a quiet neighborhood
35 street with roots in residential settlement and farming to a very busy major roadway. High
36 traffic volume and increasing intensity of land-use has eroded the number of single family
37 homes along Highland Drive south of Murray Holladay Road and virtually eliminated the
38 same along the northern segment of the street.

1 **III. CORE COMMUNITY VALUES AND GOALS**

- 2 1. Ensure the ongoing safety of Holladay residents & visitors and the general welfare of
3 the community.
4
- 5 2. Promote safe and efficient road design, pedestrian safety and safe pathways to
6 schools, parks, churches, recreational and commercial areas.
7
- 8 3. Implement land use planning and new development that does not compromise the
9 quality of life of residents whose property is adjacent to or accessed from Highland Drive.
10
- 11 4. Expand public transit to minimize pollution, congestion, energy waste and encourage
12 linkages to commercial areas where appropriate.
13
- 14 5. Protect existing trees where feasible while promoting planting of new trees.
15
- 16 6. Where feasible and within the context of financial realities, implement “Complete
17 Streets” concepts.
18
- 19 7. Dialogue and input between area residents, the City and developers, regarding
20 potential impacts of new development proposals is of utmost importance. To that end,
21 continued commitment to ample public notice and a thorough public process is both
22 necessary and desirable.

23 **IV. IMPLEMENTATION STRATEGIES**

24 **A. Land Use and Zoning**

25 Infill opportunities are limited, open spaces and energy resources are diminishing. The Plan
26 suggests new zoning patterns along Highland Drive.

- 27 1. Segment A:
28 Existing zoning in this segment has developed a healthy mix of commercial and higher
29 density residential uses. Any changes to the current zoning patterns should be
30 considered only if the new zoning will enhance the existing commercial uses and
31 strengthen the economy of the whole City.
32
- 33 2. Segment B:
34 a. Small areas of commercial development should be allowed in this segment of
35 Highland Drive at the intersections of Spring Lane, Walker Lane, and 5600 South. Use
36 of the Neighborhood Commercial zone (NC) would be appropriate at these intersections.
37
- 38 b. For the mid-block sections of Segment B, higher density single family uses such as
39 the R-1-8 zone, and lower density multi-family-residential zoning such as the R-2 zones
40 should be given highest priority. The R-M zone would only be appropriate in these
41 locations if the proposed multi-family residential development is designed with no more

1 than four attached units per building and is no more than two stories high. For non-
2 residential development in the mid-block sections of Segment B, the Residential Office
3 (RO) zone would be appropriate here.

4
5 c. When considering non-residential zoning, the depth of the zone should be
6 appropriate to surrounding land uses. It should not generally reach beyond 200 feet deep
7 from Highland Drive.

8
9 d. The impact of new development on existing residents should be thoroughly
10 evaluated. Nuisance factors such as excess noise, light, and odors should be minimized
11 with buffering measures.

12
13 3. Segment C:

14 As with segment A, this area of Highland Drive is a strong economic key in the City.
15 This plan does not anticipate changes in the zoning patterns in this segment.

16
17 **B. Commerce**

18 Business is a key economic engine for the City of Holladay and the Plan recognizes its
19 importance. Measures that attract economic vitality while protecting core community
20 values should be encouraged along Highland Drive.

21
22 Strategies for revitalization of the existing commercial uses along all segments of Highland
23 Drive:

24
25 1. Allow new zoning that fosters the grouping of compatible businesses in order to
26 enhance economic synergy.

27
28 2. Encourage existing businesses to upgrade building architecture, landscaping and
29 other site related factors to compliment the new vision of Highland Drive and to
30 establish an ambience that is inviting for new businesses to locate along this street.

31
32 3. Improve access, infrastructure, easy pedestrian movement and other business
33 promoting factors when properties redevelop or when public funds become
34 available;

35
36 4. Adopt new commercial zoning regulations that include some architectural guidelines
37 and require the placement of new buildings close to the street to calm traffic and
38 create an aesthetically pleasing street wall that will invite more commerce and
39 economic activity.

40
41 5. Streamline entitlement processes and permitting / fee structures in order to *support*
42 appropriate development;

43
44 6. Utilize economic assistance programs such as the Redevelopment Agency (RDA;)
45 and Economic Development Agency (EDA;) or Community Development Agency
46 (CDA) wherever feasible to stimulate appropriate development.

1 **C. Traffic Control, Road Configuration, Streetscape Design**

2 1. Segment A: The current five lane road configuration for this segment of Highland
3 Drive is expected to remain indefinitely since Holladay only controls the east half of
4 this segment and the street has been fully improved within the last ten years.

5 2. Segment B: The road configuration for Segment B of Highland Drive should make a
6 statement about the community as a whole and the immediate neighborhood
7 specifically. An evaluation of the whole right-of-way needs to be determined so the
8 future cross section can be adopted by the City. This future discussion would
9 include specific review of a turning lane, lighting, right of way requirements and
10 bicycle and transit opportunities. The goal of a future evaluation would be to
11 determine the best use and configuration of Highland Drive and will only be
12 implemented after careful study and citizen input.

13 a. Goals for Segment B:

14 (1) Reduction of unsafe traffic must be a priority in the long range plan for this
15 segment of the street. Safe, practical turning areas and ingress and egress to/from
16 properties along Highland Drive are essential.

17 (2) As the southern entryway to an interesting and historic residential part of
18 Holladay, the street should not detract from the history and character of the City, and
19 instead enhance it. This may be potentially achieved by making the street into an
20 inviting "grand boulevard" from Van Winkle Expressway to its connection at Arbor
21 Lane with the Cottonwood project.

22 (i) The "grand boulevard" may include features such as landscaping and trees,
23 decorative overhead lighting, safe turning areas, a landscaped median, safe
24 sidewalks and convenient pedestrian crossings.

25 (ii) Highland Drive is both a residential and arterial street and obviously
26 recognized as one of the most heavily used streets in the community. Its capacity
27 should not be unnecessarily curtailed in this particular location because of the
28 important commercial nodes located on both ends of this segment. The "grand
29 boulevard", could serve the purpose to remind travelers that long standing
30 residential uses and small scale office uses in the mid-block and at the
31 intersections are to be respected, protected and allowed to have ample and safe
32 access to Highland Drive.

33 b. Implementation Strategies for Segment B:

34 (1) Enable smooth and appropriate traffic flow with minimal delay.

- 1 (2) Ensure that public transit remains an integral part of Highland Drive.
- 2 (3) Provide sidewalks and accommodate mobility impaired citizens so as to
3 comply with requirements of the ADA.
- 4 (4) Provide left turn lanes at signalized intersections and major city streets.
- 5 (5) Pursue road dedications to achieve an eighty foot (80) right-of-way along this
6 entire segment.
- 7 3. Segment C: This segment is not expected to change its basic configuration for the
8 foreseeable future. Any plan to reconfigure it at this location will only be
9 contemplated after significant study and cooperation from UDOT, Murray City,
10 and/or other agencies.