

Chapter 13.71 HOLLADAY VILLAGE (HV) ZONE

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13.71.010: VISION and PURPOSE STATEMENT:

A. It is intended that the Holladay Village (HV) zone reflect- the vision and goals of the Holladay Village Master Plan – Appendix? of the Holladay General Plan and to be a special, unique place for people to gather, shop, recreate and enjoy the views of the surrounding mountains. The Holladay Village ~~should primarily~~ caters first to the residents of Holladay providing goods and services that encourage them to shop and recreate at home rather than outside of the city. It is intended that the character of the Holladay Village become a place of human scaled, diverse land uses within an aesthetically attractive, easily accessible and economically healthy environment. A pedestrian scale environment will be created through building height and mass and orienting structures toward the streets and sidewalks. A range of commercial, service, public and residential land use, including mixed-use is desired. Charming, traditional, early Utah architecture with some flexibility for individual expression employing high quality materials and energy efficiency and site features will create visual interest, encourage greater pedestrian and bike use, and enhance the image and economic vitality of the entire city.

Because the village center is intersected by a crossroads, an inherent conflict between pedestrians and vehicular traffic arises. By creating a walkable village with a unique character catering equally to pedestrians and vehicles in one or all quadrants of the village, it is hoped these objectives may be accomplished.

B. ~~This village character should include plazas, eating establishments, boutique shops and personal services. It is envisioned that the village will be a very personal space with human scale, market area for the residents of the city as well as visitors seeking a special experience. Visual impact is the goal with a village feel that would be a character and flavor unique to the Holladay area. It will be designed to attract the discriminating and curious and to be the jewel within the city as well as to enhance the general shopping experience for those who come to the city of Holladay.~~

B.C.—Another important goal of the village is the preservation and enhancement of surrounding residential neighborhoods. ~~These neighborhoods are expected to~~ supply much of the patronage of commercial uses within the village; consequently, care should be taken in the review of development of the ~~V~~Village to protect nearby residential uses from adverse impacts such as uncontrolled increased traffic, spillover parking, and noise and light pollution. Particular attention ~~should shall~~ be paid to Locust Lane-Hugo Avenue, Phyliden Drive, Clearview Street, Kentucky Avenue, Arbor Lane to ensure that most traffic to and from the ~~V~~Village is contained on arterial streets and is directed onto arterial streets and cut not through ~~traffic through surrounding~~ residential neighborhoods, s is minimized. (Ord. 2012-15, 9-20-2012)

13.71.020: PURPOSE:

~~A. The purpose of this chapter is to identify and enhance the Holladay Village (HV), create a development pattern for new development that is appropriately oriented toward public rights of way, provide a center for human interaction and protect and increase the economic vitality of the city.~~

To achieve these goals, in part, street level floor space immediately abutting 2300 East, Holladay Boulevard, Murray-Holladay Road and Laney Avenue between 2300 East and Holladay Boulevard and abutting Holladay Village Plaza, as shown in section 13.71.080, figure 13.71.4 of this chapter shall be retail use only with the exception of small street level lobby areas that lead to upper story uses.

However, it is not the intent of this chapter to impair the rights of existing businesses and property owners. Therefore, land uses and structures legally existing at the time of adoption of this chapter ~~should~~ shall be treated as nonconforming uses and structures, except as expressly stated herein. The provisions of this chapter allow lawfully established buildings and uses to continue but limits their expansion or modification unless brought into compliance with the requirements herein with the exception of previously established drive thru uses.

- B. ~~It is intended that the Holladay Village become a place of diverse land uses within an aesthetically attractive, easily accessible and economically healthy environment. A range and mix of commercial, service, public and residential land use is allowed. Quality designed and environmentally sensitive structures and site features will create visual interest, encourage greater pedestrian use, and enhance the economic vitality of the entire city.~~
- C. ~~It is the intent of this chapter that the historical principal access to the area by automobile will be maintained on arterial roads, with mid block roadways providing and leading to well placed, accessible parking located on and off the street. A pedestrian scale environment will be created through building height and mass and orienting structures toward the streets and sidewalks.~~
- D. ~~This chapter is also intended to preserve the value and residential character of neighborhoods surrounding the Holladay Village. To that end, the impact on surrounding neighborhoods of development within the village, as well as measures to mitigate any adverse impacts will be considered in the submission and review process for any proposed project.~~
- E. To ensure these architectural and aesthetic goals of this section are met, any development within the HV zone shall first be reviewed by the ~~d~~Design ~~r~~Review Board (DRB) to determine a project's degree of overall conformity with the architectural design guidelines set forth in this chapter and to make in a timely fashion, a recommendation, of ~~These design~~ guidelines are intended to establish ed to create and enhance a distinct greater sense of place quality and visual continuity within the HV zone. ~~Design guidelines are not intended to slow or restrict development, but rather to add consistency and predictability to the project review process.~~
- F. Approval of any applicable land use application, as provided for in this chapter, within the zone may only be given by the ~~p~~Planning ~~e~~Commission. Recommendations of the DRB are non-binding upon the Planning Commission and shall be considered ~~if available~~.
- G. Appeals from decisions of the ~~P~~planning ~~e~~Commission or where appropriate as set forth herein, shall be made to the ~~e~~City ~~e~~Council in accord with the provisions of section 13.08.040 of this title. (Ord. 2014-15, 8-21-2014)

13.71.03~~2~~0: SCOPE:

The provisions of this chapter shall apply to any new construction or remodeling for a residential or nonresidential use, building, or structure located in the HV zone. For the purpose of this section, "remodeling" means:

- A. Any proposed action that will increase the floor area of the premises;
- B. Any interior remodel which includes more than fifty percent (50%) of the structure's footprint; or
- C. Any change in use that requires a change of occupancy type under the applicable building or safety code. (Ord. 2012-15, 9-20-2012)

13.71.04~~3~~0: PRIMARY USES:

- A. Permitted Uses: The permitted uses allowed in the HV zone shall be as set forth in chapter 13.100, "Appendix A - Allowed Uses", of this title.

- B. Conditional Uses: Any use legally existing as a conditional use in the HV zone on the effective date of this chapter, is allowed to continue and is subject to the requirements of the conditional use permit issued for such use. Except as otherwise set forth in section 13.71.060 of this chapter, each conditional use shall conform to the development standards and design guidelines of this chapter and other applicable requirements of this title.
- C. Mixed ~~Or~~ Combined Uses: (See subsection 13.71.020B of this chapter.) Any mixture or combination of allowed uses may be established within the same building or on the same lot or parcel. If any of the proposed uses are a conditional use, that use shall be reviewed and approved by the planning commission as required by section 13.08.040 of this title.
- D. Prohibited Uses: Any primary or accessory land use not shown as a permitted or conditional use in chapter 13.100, "Appendix A - Allowed Uses", of this title shall be prohibited.
- E. Hours: None of the foregoing uses shall be open to the public between the hours of twelve o'clock (12:00) midnight and six o'clock (6:00) A.M. except for hotels and bed and breakfast uses. (Ord. 2014-15, 8-21-2014)

13.71.0540: ACCESSORY USES:

Permitted and conditional uses set forth in chapter 13.100, "Appendix A - Allowed Uses", of this title shall be deemed to include accessory uses and activities that are necessarily and customarily associated with and incidental and subordinate to such primary uses allowed by chapter 13.100, "Appendix A - Allowed Uses", of this title.

- A. Accessory uses shall be subject to the same regulations that apply to permitted and conditional uses in the zone except as otherwise expressly provided in this title.
- B. No accessory use, building or structure shall be allowed on a lot or parcel unless a primary permitted or conditional use is currently established on the parcel except as allowed by section 13.09.020 of this title.
- C. Specific accessory uses allowed in the HV zone are as set forth in chapter 13.100, "Appendix A - Allowed Uses", of this title. (Ord. 2012-15, 9-20-2012)

13.71.0650: NONCONFORMING DEVELOPMENT:

Notwithstanding any contrary provision set forth in chapter 13.88 of this title, an existing permitted or conditional use which does not conform to the development standards and design guidelines set forth in this chapter may be continued; provided, however, that any expansion of such use which will increase the floor area of the premises, any interior remodel which includes more than fifty percent (50%) of the structure; or any change in use that requires a change of occupancy type under the applicable building or safety code shall be subject to the development standards and design guidelines set forth in this chapter. (Ord. 2012-15, 9-20-2012)

13.71.0605: RELOCATION OF EXISTING USES WITHIN THE ZONE:

- A. For the purposes of redevelopment, existing uses established within the HV zone may be allowed to relocate and continue the use on the same parcel or lot on another parcel or lot within the HV zone by approval of the planning commission with a recommendation from the Holladay City redevelopment agency board, and are exempt from the provisions of chapter 13.88 of this title.
- B. Approval of the relocation or continued use does not exempt the use from the other provisions of the HV zone. (Ord. 2013-26, 10-10-2013)

13.71.06570: PROJECT APPROVAL:

All project/site plans for new construction and/or remodeling of existing structures within the HV zone shall be approved by the planning commission as outlined in the following section. (Ord. 2012-15, 9-20-2012)

13.71.0705: PROJECT APPROVAL PROCEDURES:

- A. Application: The conceptual design of any application for development located in the HV zone which requires approval by the planning commission shall be reviewed by the DRB as provided in this section.
 - 1. The community ~~and economic~~ development director shall establish uniform submittal requirements to facilitate design review and provide consistency in information for decision making. An application

subject to design review shall include such information as may be reasonably required by the director and may include site plans, building sections, exterior elevations, photographs of the subject or abutting properties, perspective drawings, description of building materials, color samples, exterior lighting, fence plans, signs, and landscaping plans.

- B. Review By Community and Economic Development Director: Following submission of a conceptual design plan, the community and economic development director and TRC shall review the plan application for compliance with applicable regulations.
1. The community development director shall notify the applicant of the staff recommendation of approval or denial (for noncompliance) of the conceptual design plan review findings and comments, and the need for other information which may assist the DRB to make its recommendation to the planning commission.
 2. The applicant shall address identified conflicts and mitigate adverse aspects of the design concept plan prior to forwarding the plan to the DRB for review.
 3. When the community development director determines, after review of the conceptual design plan, that one or more of the application requirements and procedural steps is not applicable to the application under consideration, such requirements may be waived in writing.
- C. Review By DRB: Following receipt of an application from the community development director, the DRB shall review the proposed conceptual design plan for compliance with the HV design guidelines set forth in section 13.71.090 of this chapter. At the conclusion of the review, the DRB shall make a recommendation to the planning commission to accept the design concept as submitted, provisionally accept the design concept subject to plan revisions necessary to achieve compliance with the design guidelines, or continue design concept for preparation of a new design concept if the concept is substantially out of compliance with the design guidelines. (Ord. 2012-15, 9-20-2012)
- D. Review By Planning Commission: Following action by the DRB, the planning commission shall consider the board's recommendations at the commission's next regular meeting. The planning commission shall review the proposed design concept for compliance with the HV design guidelines set forth in section 13.71.090 of this chapter and shall consider the recommendations of the DRB. At the conclusion of the review, the planning commission shall act to accept the design concept as submitted, provisionally accept the design concept subject to plan revisions necessary to achieve compliance with the design guidelines, or remand back to the DRB for further study. Applicants unwilling to make revisions directed by the planning commission in a provisionally accepted concept design or continued design concept may request denial of the application so that an appeal may be filed.
1. Following planning commission approval of a conceptual design plan, a conceptual site plan application may be submitted as provided in chapter 13.03 of this title and acted upon as provided in section 13.08.010 of this title. Upon approval of the conceptual site plan, the applicant may submit a preliminary site plan. Upon approval of the preliminary site plan, a final site plan may be submitted to the planning commission or to the technical review committee delegated by the planning commission for final site plan approval. The land use authority may approve a final site plan only if the final design plans are consistent with the approved preliminary plan and the design guidelines set forth in section 13.71.090 of this chapter.
 2. Action by the planning commission shall be based on written findings stating the reasons for the action. Findings shall be based on information in the record. In approving a design review application, conditions may be imposed as needed to conform the application with provisions of the Holladay general plan, this title, and the design guidelines set forth in this chapter. The planning commission may not impose any condition or require any modification which is inconsistent with a requirement of this code.
 3. An adversely affected person may appeal a planning commission decision to approve or deny a conceptual design plan or final design plan by filing a written appeal to the city council pursuant to the requirements of subsection 13.71.020G of this chapter. (Ord. 2016-13, 5-26-2016)

13.71.07580: DEVELOPMENT STANDARDS:

The following minimum development standards shall apply in the HV zone. Application of the design guidelines set forth in section 13.71.090 of this chapter may require a higher standard to be met.

- A. Lot, Yard And Other Development Standards: Except as otherwise required by a provision of this section or section 13.71.090 of this chapter, the development standards shown on chart 13.71.1 of this section shall apply

in the HV zone.

CHART 13.71.1

*no change proposed to existing chart

Notes:

1. To reasonably accommodate for grade and slope changes and as measured from the top back of curb of the nearest street, maximum building height for multi-story buildings may be averaged using 10 equal measurements over the length of the roofline facing the street but at no point may exceed 4 feet above maximum.
2. For the purposes of this chapter the term "retail use" shall include all allowed uses categorized under the general heading of "retail" in chapter 13.100, "Appendix A - Allowed Uses", of this title as well as uses categorized as "personal service" and "pet grooming/pet daycare".

CHART 13.71.2

*No proposed change in chart

FIGURE 13.71.3

BUILDING HEIGHT ALLOWANCES

*No proposed change in figure

FIGURE 13.71.4

*No proposed change in figure

- B. Parking Requirements: Parking in the HV zone shall be governed by the provisions of chapter 13.80 of this title except as otherwise provided in this chapter. (Ord. 2012-15, 9-20-2012)
- C. Landscaping: ~~Although L~~ landscaping ~~is required as a~~ ~~is not required by the HV zone standards except within the buffer to~~ areas where an HV property abuts a residential zone or property, all installed landscaping in the HV zone shall comply with the applicable planting and maintenance provisions governing landscaping and buffering in chapter 13.77 of this title. (Ord. 2014-15, 8-21-2014)
- D. Outside Display: Unless expressly allowed in a preexisting conditional use permit, all goods, including food, beverage, and vending machines, shall be within a completely enclosed structure. New construction of enclosures for the storage of goods ~~should have~~ shall incorporate into the design, windows and/or other fenestration, ~~which should be greater than sixty percent (60%) of the total wall area~~. This section does not preclude temporary sales in conjunction with a special event license, sidewalk sale, or seasonal produce or plant sale.
1. Areas designated as required vehicular parking may not be used as outdoor display areas.
 2. If merchandise is displayed on any sidewalk, a minimum of sixty inches (60") of the sidewalk shall remain open and unobstructed to facilitate safe pedestrian circulation.
 3. Plans for new developments shall clearly designate any areas for outdoor display of merchandise. Outdoor display of merchandise shall only occur in areas designated for such display on the approved plan.
 4. Vending machines shall be screened from view from the street.
- E. Outdoor Uses: The following outdoor uses are encouraged and may be approved by the community and economic development director by special permit as either an ongoing or one time, periodic event:
1. Outdoor dining. Outdoor dining is subject to the following criteria:
 - a. The proposed seating area is located on private property or public property and does not diminish parking or landscaping.
 - b. The proposed seating area does not impede pedestrian circulation.
 - c. The proposed seating area does not impede emergency access or circulation.
 - d. No music or noise in excess of that allowed by applicable noise ordinance.

c. Open trellis, decking or other structure shall enhance the outdoor seating area as compatible in design, architecture and finishes.

2. Outdoor events and music excluding government sponsored events.
 - a. Outdoor events and music require a business license and the applicant shall submit a site plan and written description of the event, addressing the following:
 - (1) Compliance with applicable noise ordinances.
 - (2) Impacts on adjacent residential uses.
 - (3) Proposed plans for music, lighting, structures, electrical signs, etc.
 - (4) Parking demands and impacts on neighboring properties.
 - (5) Duration and hours of operation.
 - (6) Impacts on emergency access and circulation.
 - b. The applicant shall submit the required application, pay all applicable fees, and provide all required material and plans.

F. Mechanical Service: Mechanical equipment such as heating and air conditioning units, TV antennas and satellite dishes shall be hidden or screened so as to minimize visual impacts. All noise emitting equipment shall be placed so as to minimize noise impacts on nearby properties.

1. Lattice, open brick enclosures, or vegetation may be used to conceal mechanical equipment. Screening material ~~should~~shall be properly maintained. If vegetation is used for screening, the mature size of the vegetation should be considered so that equipment air flow will not be compromised.
2. All mechanical equipment shall be shown on the preliminary site plans prepared for architectural review. The planning commission may recommend the location, screening, and painting of such equipment as part of the project plan review process.
3. Screening materials shall be designed to be compatible or complementary with the building.

G. Access, Service And Delivery:

1. All access to commercial businesses and facilities shall be located within areas zoned for commercial use. (Ord. 2012-15, 9-20-2012)
2. Service yards, loading docks, truck parking areas and other similar areas shall be screened from view by a combination of walls, fences, and dense planting. Screening shall block the view of such areas from public areas of the site, adjacent properties, and public rights of way. (Ord. 2015-02, 2-5-2015)
3. Drive-through windows with corresponding driveways, curb cuts, etc., are prohibited.

H. Trash Facilities:

1. Each structure shall provide a means of storing refuse generated by the structure's occupants.
2. Garbage, recycling collection and utility areas must be enclosed and screened around their perimeter by at least a seven foot (7') high wall or fence, concealed on the top and must have self-closing doors.
3. Wet trash and nonsolid waste shall be collected and disposed of in a manner that does not allow leakage of liquid from a trash container, including the use of grease traps and other facilities to collect liquid waste. Nonsolid and liquid waste shall not be hauled across a public right of way unless enclosed within a leakproof container. (Ord. 2012-15, 9-20-2012)

I. Site Lighting: It is the intent of this subsection to encourage lighting practices and systems that will minimize light pollution, glare and light trespass, conserve energy and resources, and maintain nighttime safety and utility while ensuring the enjoyment of a starry night for all members of the community.

Except as provided herein, or unless otherwise explicitly approved by the planning commission the light source shall be a full cutoff fixture, completely concealed within an opaque housing. All exterior lighting fixtures designed or placed so as to illuminate any portion of a site shall meet standards generally accepted as Dark Sky compliant. Specifically, lighting sources and fixtures shall meet the following requirements:

1. Fixture (Luminaire): Where the design for an area may suggest the use of lighting fixtures of a particular "period" or architectural style, fixtures other than full cutoff fixtures may be used if the lumens generated by each fixture do not exceed five thousand five hundred (5,500) and if the mounting heights of such fixtures do not exceed fifteen feet (15'). Fixtures used under gasoline canopies and other structural canopies shall be flat lens, recessed lens, or drop lens with glare shields. Use of drop lens without glare shields is prohibited.
2. Light Source (Lamp): Only LED, incandescent, fluorescent, metal halide, or color corrected high pressure sodium may be used. LED is the preferred light source. The same type shall be used for the

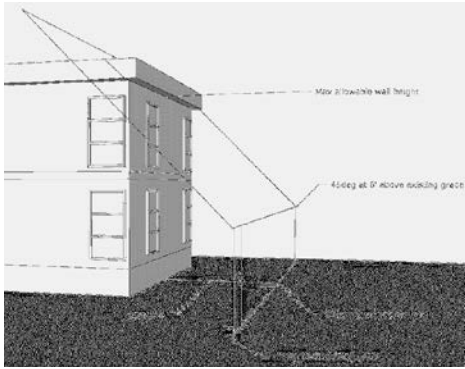
same or similar types of lighting on any one site. No colors other than white or off white (light yellow tones in the kelvin scale of 5,000k or lower, ie warmer) may be used for any light source for the lighting of signs, structures or the overall site unless the DRB deems such lighting to be appropriate to the design theme of the proposed development. Noncolor corrected low pressure sodium and mercury vapor light sources are prohibited.

3. Mounting: Fixtures shall be mounted in such a manner that the cone of light does not cross any property line of the site. Poles shall be black, dark gray, dark brown, dark green, or earth tone. The height of the pole mounted light shall not exceed twenty five feet (25') above grade. Any fixtures located within any required buffer shall not exceed twelve feet (12') above grade. Wall mounted fixtures intended to illuminate walkways or paths shall not exceed thirteen feet (13') above the pedestrian pathway. For purposes of these regulations, the mounting height of a lighting fixture shall be defined as the vertical distance from the grade elevation of the surface being illuminated to the bottom of the lighting fixture (i.e., luminaire).
4. Submittal Requirements: Project plan submittals shall be prepared by a lighting professional and include a site lighting plan at a scale of one inch to twenty feet (1" - 20') or other scale acceptable to the city which shows:
 - a. All proposed exterior lighting in relation to existing and proposed buildings, trees, landscaping, parking areas;
 - b. Specifications for all proposed lighting fixtures including fixture design, type of lamp, wattage, designation as "cutoff" fixtures, lumens or light contour study and other descriptive information on the fixtures; and
 - c. Proposed mounting height and placement of all exterior lighting fixtures.
5. Timers And Dimmers: Lighting installations shall include timers, dimmers and/or sensors to reduce overall energy consumption and eliminate unneeded lighting.
6. Holiday Lighting: Holiday lighting during the months of October, November, December and January shall be exempt from the provisions of this section, provided that such holiday lighting does not create dangerous glare on adjacent streets or properties.
7. Light Trespass: In addition to the general provisions of this subsection, all site lighting shall be shielded and/or directed in such a manner that it illuminates only the user's premises and does not spill over into neighboring residential areas so as to interfere with the peaceful enjoyment of residential or public properties.
8. Architectural Feature Lighting: Architectural feature lighting including wall washer spotlights are permitted.
9. Nonconforming Fixtures: Except where otherwise noted, all outdoor lighting fixtures existing and legally installed and operative before the effective date of this code are exempt from the requirements of this subsection. Whenever a nonconforming fixture is replaced, upgraded or moved, the replacement fixture shall meet the requirements of this code. (Ord. 2014-15, 8-21-2014)

J. Utility Lines: All new utility lines such as electric, telephone, CATV, or other similar lines serving individual sites shall be placed underground. Where feasible, utility lines necessary within the property shall be placed underground. All utility lines shall be placed underground in new construction projects that require building permits and site redesign. All junction and access boxes shall be located to the side or the rear of the building unless public safety concerns dictate otherwise. All utility pads shall be shown on the project plan. Any utility connections, meter boxes, etc., shall be integrated with the architectural elements of the project plan. (Ord. 2012-15, 9-20-2012)

- K. Buffer Standards For Proposed Development Abutting Residential Property Not In The HV Zone:
1. The minimum building setback for any building is twenty feet (20') from any point on an abutting non-HV zone property line.
 2. Building height shall not exceed the "graduated height envelope" as defined in subsection K2a of this section.
 - a. The "graduated height envelope" is defined by projecting a vertical plane from the property line to a height of six feet (6') and then slanting upward and toward the interior of the HV zone property at a forty five degree (45°) angle. Refer to figure 13.71.5 of this section for graphic representation of the graduated height envelope.
 - b. The graduated height envelope applies to properties within the HV zone that abut residentially zoned properties not in the HV zone.
 - c. Some architectural elements may be exempt as defined in section 13.76.190 of this title.

FIGURE 13.71.5
GRADUATED HEIGHT ENVELOPE



3. Maximum building height shall not exceed the limits shown on figure 13.71.3 of this section.
4. A six foot (6') high screening wall or fence ~~should~~shall be constructed along the property line which is the boundary between the HV and an abutting residential zone. Such fence or wall ~~should~~shall include design and other decorative elements consistent with the design of the new building. This requirement may be waived or modified by the planning commission if it can be demonstrated that existing walls or fences provide the desired buffering and aesthetic effect or can be altered to do so.
5. A landscaping buffer strip (not in addition to the minimum building setback) of five feet (5') as per chapter 13.77 of this title, shall be provided parallel to the fence or wall to allow for the planting of appropriate trees, or other vegetation anticipated to provide either shade, screening and/or beauty at the common property line.
6. A primary or accessory building or structure shall not have a single, unbroken facade longer than fifty feet (50').
7. No trash receptacle or storage area shall be located closer than fifty feet (50') from a residence on an abutting property not in the HV zone unless located within a fully enclosed building.
8. Site lighting shall be designed to direct lighting away from residential property. The use of energy efficient, color and intensity controlled LED lighting as per subsection I of this section is ~~preferred~~and encouraged.
9. An outdoor dining facility shall be constructed in a manner which visually obscures the facility from abutting residential property and which protects the property from noise and light emanating from the facility.
10. Mechanical equipment, including penthouses and elevator shafts, shall be screened and soundproofed so that its presence or operation does not violate the noise ordinance or create a nuisance for the occupants of any abutting residence. (Ord. 2014-15, 8-21-2014)

L. Signs: Signs in the HV zone shall be governed by the provisions of section 13.82.200 of this title except as otherwise provided in this chapter. (Ord. 2012-15, 9-20-2012)

13.71.0~~8090~~ DESIGN GUIDELINES:

- A. Purpose: This section establishes design guidelines intended to improve the quality and compatibility of development in the HV zone. Guidelines that employ the word "should" are intended to be applied as stated. However, an alternative measure may be considered if it meets or exceeds the intent of the guideline. Guidelines using the words "shall" are mandatory. Guidelines using the words "encouraged" or "discouraged" are desirable but not mandatory. Following are a series of design principles viewed as fundamental in achieving the design objectives of the Holladay Village. (Ord. 2012-15, 9-20-2012)
- B. Pedestrian Access: All new development ~~should~~shall be designed with the pedestrian in mind. ~~S~~sidewalks, pedestrian alleys, exterior plazas, landscaping and buildings of a size and proportion that encourage and complement pedestrian activities including walking, outdoor dining and seating, public gatherings and window shopping. Commercial buildings ~~should~~shall include clearly defined primary entrances and large windows that display goods and services to create a visual unity on the street and enhance the pedestrian experience. Drive-through uses are not conducive to safe and attractive pedestrian activity and shall not be allowed.

1. At least sixty inches (60") of the sidewalk width ~~should~~shall be preserved for pedestrian movement in front of every building fronting on a public right of way.
2. Creatively designed, clean and functional alleys ~~should~~ provide for vehicular access and pedestrian linkages through mid blocks and between properties ~~shall include~~. ~~Lighting should be provided~~ for pedestrian safety. Mid block pedestrian street crossings should also be provided. Amenities such as seating, protection from the elements, and decorative elements such as planters and art ~~should be provided to or other public space enhancements shall be incorporated to~~ encourage pedestrian circulation.
3. All plazas, arcades and open air seating shall provide handicapped access. (Ord. 2017-01, 1-26-2017)

C. **Parking:** Parking should be integrated with the design of the Holladay Village and complement the pedestrian activities and visual character of the village. Intrusive impacts of parking lots and structures should be mitigated through sensitive design, location and configuration. The following should be integrated into the design on any new parking lot or structure:

1. Parking lots shall not be located on a corner facing an intersection.
2. The number of parking lot entrances, driveways and curb cuts shall be minimized in favor of combined driveways and coordinated parking areas among property owners.
3. Individual parking entrances and curb cuts on Holladay Boulevard and/or Murray Holladay Road shall be consolidated wherever reasonably possible to complement a coordinated parking strategy and promote walkability.
4. Pedestrian walkways, which comply with ADA standards, shall be constructed within a parking lot to connect the sidewalk and building entrances. Raised concrete pavement should be provided where the walkway traverses between parking stalls and/or is abutting vehicular circulation.
5. Parking structures visible from the public rights of way shall be architecturally integrated or designed with an architectural theme similar to the main buildings.
6. The perimeter of each floor of a parking structure facing a public street shall have a screening mechanism designed to shield automobiles and any mechanical appurtenances from public view. An architectural treatment, landscaping and/or space for pedestrian oriented businesses along the street side edges of the parking structure should be provided. (Ord. 2014-15, 8-21-2014)

D. **Streetscape:** The streetscape in the urban landscape shall include elements such as streets, sidewalks, plazas, fountains, kiosks, public art, landscaping, signage, and other street fixtures such as streetlights, pedestrian benches and trash receptacles. New development in the Holladay Village shall complement and incorporate design elements established by the city within public rights of way. (Ord. 2012-15, 9-20-2012)

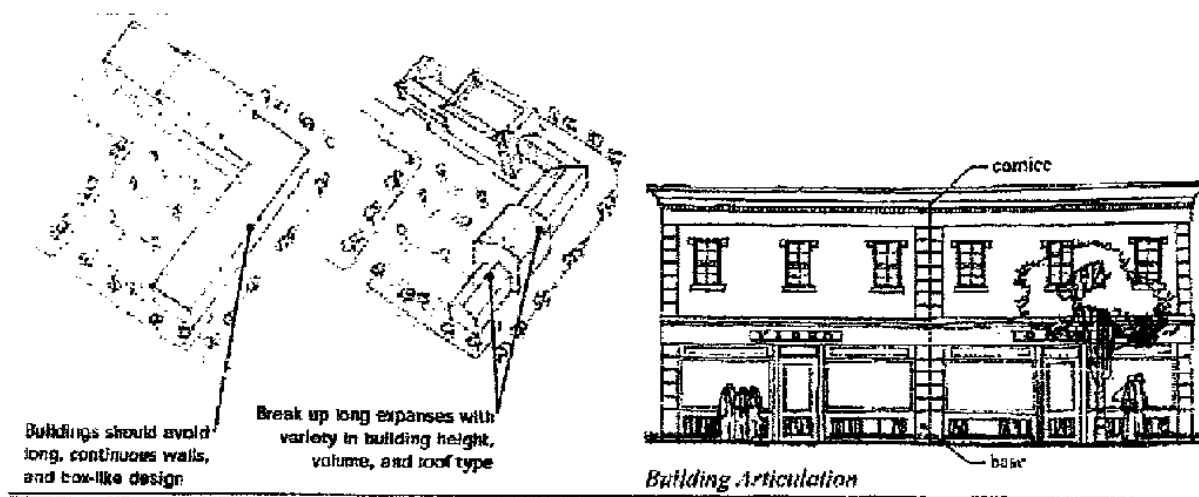
E. **Building Design:** It is the intent of this subsection to encourage timeless architectural designs and building facades in keeping with the historical character of early Utah architecture that has been lost in the commercial center of Holladay. Typical design elements ~~should~~shall include three (3) levels: the bottom or street (storefront) level, the middle or shaft level, and the top or parapet level with articulated or ornamental cornices or rooflines. ~~Each of the levels should have~~ different proportions and composition of openings and ornamentation. Storefronts should include display windows, separated by simple vertical piers or classical columns, located below, for example, decorative cornices, fascia boards and divide-light transom windows with simple fabric awnings above decorative bulkheads. Signs should be mounted on the lintel above the first story or painted directly on the inside of display windows. (Ord. 2017-01, 1-26-2017)

1. **Compatibility Of New Buildings:** All new buildings ~~should~~shall be designed with a unique character compatible with the objectives of the Holladay Village zone. (Ord. 2014-15, 8-21-2014)
2. **Building Mass:** To avoid any large, continuous building mass of uniform height, no portion of any three-story building shall continue for more than one hundred feet (100') horizontally along any street frontage without a break in the roofline. The required break in the building height shall continue for a minimum of thirty feet (30') along the horizontal plane before recontinuation of the three-story height.
 - a. **Break In Roofline:** A "break in the roofline" is defined as:
 - (1) A ten foot (10') minimum step back of the vertical plane of the building on the third story, second and third stories, or all stories; or
 - (2) A reduction to two (2) stories of the entire building.



Typical Roofline Breaks

b. Structural Articulation: The vertical planes of a building shall be varied so that no continuous elevation is longer than seventy five feet (75') horizontally without a structural articulation which may include facade modulation, structural expressions, varied setbacks or heights, textural modulations and/or projections such as balconies, cornices, covered entrances, arcades or colonnades or other architectural element dividing the facade visually to provide relief to perceived building mass from the street elevation.

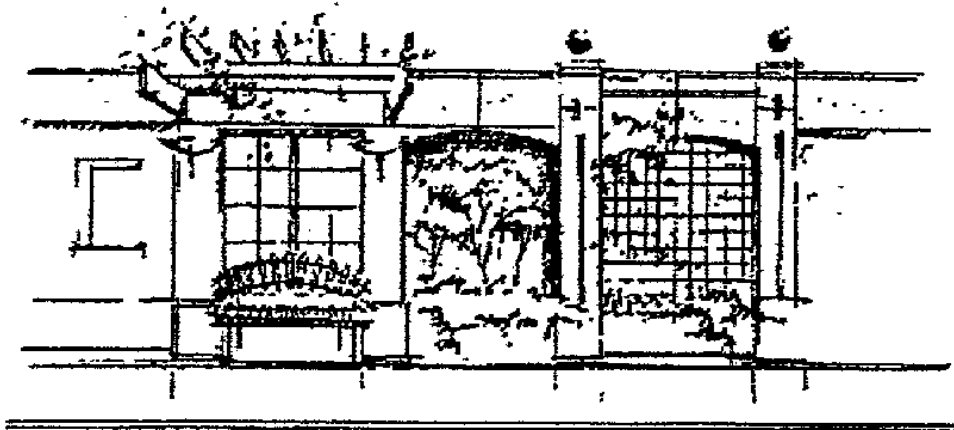


3. Pedestrian Perspective: All building fronts ~~should~~ shall provide features that are designed to be consistent with pedestrian activity and that provide a variety of architectural details that can be viewed from the pedestrian perspective.



(Ord. 2012-15, 9-20-2012)

4. Facade Embellishment: Any building wall visible from a public right of way or from a public parking structure shall incorporate architectural design embellishments which are compatible with other publicly visible parts of the building. In addition, a contiguous building wall (longer than 50 feet) shall have a building element, dividing the facade visually which may include windows, a recessed entrance or other appropriate variations. The planning commission may approve the use of simulated or faux windows for neighborhood market, large uses where transparent glass installations conflict with necessary interior functions. (Ord. 2017-01, 1-26-2017)



5. Shading For Pedestrians: At least twenty percent (20%) of walls facing the sidewalk or other pedestrian accessible space shall be architecturally treated with a shade/weather protecting element such as an awning, arcade, trellis, overhanging architectural feature consistent with the overall building architecture.
6. Primary Entrances: Primary entrances to commercial buildings shall be recessed, providing a shaded area that helps to define doorways and provide shelter for pedestrians. Repetition of recessed entries should also be used to provide a rhythm of shadows along the street to help establish a sense of scale. Entrance doors should be topped with transom windows to extend the vertical emphasis of these openings.
7. Maintaining An Expression Line: Upper stories of buildings ~~should~~ shall maintain an expression line along the facade such as a setback, change of material, or a projection to reduce the perceived building mass.
8. Consistency Of Architectural Style: All buildings should have an articulated base course and cornice ornamented with details consistent with the chosen architectural style. The middle section of the building is suggested to be divided either horizontally or vertically in a manner consistent with the selected style. Buildings may have upper story features which improve the relationship between the upper story and the street. Such features include, but are not limited to, balconies, roof decks, bay windows or upper story commercial activities.

9. Mixing Of Styles: A compatible mix of styles for the Holladay Village is acceptable providing that some basic design features which complement each other are present.
 - a. In order to encourage design consistency, all major new construction shall include at least three (3) of the following elements on the street facing facades:
 - (1) Window and door treatment which embellishes the facade.
 - (2) Decorative light fixtures.
 - (3) Unique facade treatment, such as decorative materials and design elements.
 - (4) Decorative paving.
 - (5) Trellises, railings, gates, grillwork, or unique landscaping.
 - b. The design review board may recommend other elements in place of the above for approval by the planning commission.
 10. Oriented To The Corner: Buildings on corner lots ~~should~~shall be oriented to the corner. Corner entries and/or architectural treatment should be used to emphasize the corner.
 11. Emphasis Of Identity: Public buildings, unique community structures and corner structures should have a prominent scale, emphasizing their identity. (Ord. 2012-15, 9-20-2012)
 12. Window And Door Designs: Windows and doors shall be used to define the character of buildings by giving scale to the building and providing visual interest to the composition of individual facades. Distinct window and door designs ~~should be~~are to be used to help define building styles. Articulated, transparent facades should be created along pedestrian rights of way, including display windows as a link between pedestrians and activities in the building.
 - a. In keeping with the intent of these design guidelines, the following shall apply to any street level building facade:
 - (1) Major new construction shall have at least fifty percent (50%) of the length of the ground floor facade between the height of two feet zero inches (2'0") and eight feet zero inches (8'0") devoted to windows and doors affording views into retail, office, or lobby space.
 - (2) For neighborhood market, large uses where transparent facade treatments are not possible due to interior function, simulated or faux window may be traded as per subsection E4 of this section.
 - (3) Highly tinted or mirrored glass windows, shades, blinds or screens that prevent pedestrian view into buildings shall not be permitted.
 - b. Windows on the second or third level ~~should~~shall be vertically proportioned and the design of surrounding window casing, the depth and profile of window sash element, and the material of which they are constructed ~~should~~shall be distinctly associated with the specific building style.
 - c. Awnings and canopies ~~should~~ contribute to ~~the architectural themes~~ and pedestrian oriented character of the Village and shall be integrated within the building design. Awnings ~~should be~~ constructed of traditional and durable materials ~~shall be oriented and located~~ over windows and doors.
 - d. On multi-storefront buildings, separate awnings should be located within each recessed storefront opening so that the building frame and details are revealed.
 - e. Retractable and fixed awnings are allowed.
 - f. Under awning lights that are designed to specifically illuminate the sidewalk and storefront are permitted. (Ord. 2017-01, 1-26-2017)
 13. Reinforcement Of Design: Building design should reinforce the building's location abutting the street edge and public space. (Ord. 2015-02, 2-5-2015)
 14. Use Of Customized Components: Prototype design for franchises, formula or national chains shall use customized components consistent with the design requirements for the HV zone that reinforce visual consistency with other buildings in the Holladay Village area.
- F. Building Materials: Exterior finish materials selected should be part of a strong architectural theme and should not appear as a material foreign to the character of the building nor to the Holladay Village.
1. Building exteriors shall be constructed from high quality and durable materials. It is important that the materials and colors will weather well and need minimal maintenance.
 - a. Acceptable exterior finish materials include the following:
 - (1) Painted, stained or weathered wood siding such as, 4-S shingles, board and batten and clapboard;
 - (2) Artificial wood siding such as painted cementitious fiberboard;
 - (3) Brick or natural stone;
 - (4) EIFS (synthetic stucco) (not more than 50 percent of all exterior finished surfaces);
 - (5) Stucco;
 - (6) Synthetic stone; and

(7) Architectural finish or decorative faced concrete masonry units (CMUs).

b. Materials not listed above shall be prohibited unless determined by the design review board to be part of a strong architectural design theme compatible with the Holladay Village character.

2. No portion of a building constructed of standard CMUs shall be visible from an existing public right of way. Exposed concrete walls ~~should~~shall be architecturally treated. The enhancement must include joint treatments, textured concrete such as exposed aggregate, sandblast and/or colored concrete, or other decorative finishes.
3. Beveled metal siding, mirrored glass, vinyl siding and backlit awnings should not be used.

G. Roofs: The character of a roof is a major feature for a structure. The roof pitch, its materials, size and orientation are all distinct features ~~that should contribute~~that contribute to the character of the building. Shadows created by the use of traditional overhangs ~~should contribute to reduce~~ the perception of a building's scale. Roof designs should relate to the building facade articulations.

1. A variety of roof types and configurations should be used to add interest and reduce perceived building bulk.
2. Use of sidewalk porticoes and roof overhangs is encouraged.
3. Roof materials ~~should~~shall be in keeping with the character of the ~~architectural style building and not perceived as foreign to of the chosen architectural style building~~. Recommended roof materials include slate shingles, asphalt and fiberglass shingles, metal standing seam or tiles.
4. Crickets or other snow guard devices should be placed in such a way that does not alter the form of the roof as seen from the street.
5. Decorative roof accessories shall include such as cresting, ridge caps, and finials, ~~may be used~~.

H. Color:

1. A harmonious range of natural colors historically found within the area should be used within the Holladay Village.
2. Neon or very bright colors, which have the effect of unreasonably setting the building apart from other adjacent buildings on the street shall not be used.
3. Bright colors ~~should~~shall be used only for trim and accents.
4. The design review board may recommend approval of bright colors if the use is consistent with the building design and other design requirements. (Ord. 2012-15, 9-20-2012)

I. Amenities:

1. All major new construction involving combined uses of over seven thousand (7,000) square feet of leasable area shall include at least two (2) of the following amenities:
 - a. Plazas: Plazas should be designed as an outdoor room for use by people as opposed to serving only as a setting for a building. Plazas should be accessible from abutting sidewalks or pedestrian linkages. Plazas should be located in sunny areas and provide plenty of seating on benches, steps and/or ledges, public art and other amenities. (Ord. 2015-02, 2-5-2015)
 - b. Art: Art should be integrated with the public street improvements. The location should provide for public view but not hinder pedestrian traffic. (Ord. 2012-15, 9-20-2012)
 - c. Water Feature: A water feature or fountain should be accessible and/or visible by pedestrians from an abutting sidewalk or plaza. A water feature ~~should~~shall be designed to use water efficiently with low water loss from evaporation and wind. (Ord. 2015-02, 2-5-2015)
 - d. Clock Or Landmarks: Decorative clock or decorative landmarks.
 - e. All Weather Features: Specially designed all weather features that will make spending time outdoors feasible in all seasons.
 - f. Restrooms: Public restrooms.
 - g. Greenspace: Greenspace may be similar to a plaza, but include significantly more landscaping than hardscape, and exceed the minimum landscaping requirement for the property.
2. The design review board may recommend other amenities in place of the above for approval by the planning commission. (Ord. 2012-15, 9-20-2012)

J. Landscaping: All uses in the HV zone shall comply with the provisions governing landscaping and buffering in chapter 13.77 of this title.

1. Wherever possible, existing prominent trees ~~should~~are strongly encouraged to be preserved. Significant vegetation should be protected during any development activity. Preliminary plans shall show all significant vegetation within twenty five feet (25') of a proposed development.

2. All grade level parking ~~should-shall~~ be separated from the street and screened from pedestrian view by landscaping. All parking lot or structure landscaping shall comply with the regulations in chapter 13.77 of this title.
3. Building entries should be emphasized with special landscaping, planting boxes and/or paving in combination with lighting.
4. Landscaping should provide design continuity between the neighboring properties. (Ord. 2013-22, 9-5-2013)

K. Lighting:

1. Pedestrian scale light fixtures ~~should-shall~~ be incorporated into the site design to give visual variety from one building to the next and should blend with the architectural style.
2. Lighting ~~elements shall be~~ ~~should use~~ minimum wattage LED, metal halide or color corrected sodium light sources which give more "naturalwarm" light.
3. All building entrance ~~lighting shall be inviting. designed to enhance s should be well lit to provide inviting~~ access and safety.
4. Building mounted lights and display window lights ~~should~~ contribute to lighting of walkways in pedestrian areas. Wall mounted fixtures intended to illuminate walkways or paths shall not exceed thirteen feet (13') above the pedestrian pathway.
5. Parking area light fixtures shall be designed as per section I of this chapter ~~should be designed to confine emitted light to the parking area.~~
6. Neon lighting may be used as a lighting element, provided that the tubes are concealed and are an integral part of the building design. Neon tubes used to outline the building are prohibited. (Ord. 2014-15, 8-21-2014)

L. Service Areas:

1. All on-site service areas should be located in an area not visible from public streets or abutting residential zones. (Ord. 2015-02, 2-5-2015)
2. Consideration should be given to developing common service courts at the interior of blocks.
3. Refuse storage shall be enclosed and properly vented. Enclosures shall be compatible with the architectural style of the building.
4. Utility meters, ground mounted mechanical units and any other similar structures ~~should-shall~~ be hidden from public view or be screened.
5. Fences designed for privacy or screening should be made of masonry, ornamental metal or wood, or some combination of the three (3). The use of chain link, plastic or wire fencing shall be prohibited.
6. Mechanical units, utility equipment, elevator equipment and telecommunication receiving devices located on the roof should be grouped together, incorporated into the roof design, thoroughly screened and not to exceed the height limits as allowed in section 13.71.080, chart 13.71.1 of this chapter. (Ord. 2012-15, 9-20-2012)

13.71.90100: ILLUSTRATIONS:

The photographs and drawings included in this section are intended ~~only~~ to generally illustrate appropriate and inappropriate application (if inappropriate – label as such) of the design guidelines set forth in this chapter. They are not intended to imply that a particular design will be approved notwithstanding its similarity to an illustration included herein.

13.71.90100 Illustrations:



[insert Harmons/Clock Tower and SoHo here](#)

Illustration 1. Development in the HV zone should be designed to encourage pedestrian and bike access. ~~activity.~~



[Insert Copper Kitchen/Harmons/Tacqueria here.](#)

Illustration 2. Outside display and outside uses are encouraged but must leave a clear pedestrian pathway.



Illustration 3. *Creatively designed mid-block pedestrian connections with wider pavements, decorative lighting, benches, ornamental features and landscaping will encourage pedestrian circulation.*

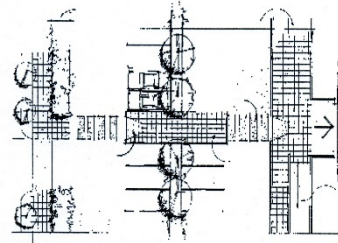


Illustration 4. *Surface parking lots should be screened from view from the street and designed with pedestrian connectivity in mind. Walkways and ADA accessibility ~~must~~ should be an integral part of any surface parking lot design.*





[Insert existing Village street furniture pic](#)

Illustration 5. *Street fixtures such as street lights, pedestrian benches and trash receptacles of a specific design and scale create a sense of place. The design of these elements will be selected by the city and installed in the public rights of way as part of the overall village plan.*



Illustration 6. *New structures should incorporate traditional design elements, be built to the street edge and foster unique, human scale environments that encourage pedestrian activity.*



Illustration 7. Blank walls without visual or architectural features are out of character with pedestrian oriented streets and should not be designed.



Illustration 8. Recessed entryways create a shaded area that helps to define doorways and provide shelter for pedestrians. The repetition of these entryway features creates a sense of scale.



Illustration 9. All buildings should have an articulated base course and cornice ornamented with details consistent with the chosen architectural style. Unornamented rooflines are contrary to the desired architectural character of the Village.



Illustration 10. Buildings should ~~may~~ have upper story features, which improvement the relationship between the upper story and the street level.



Illustration 11. Buildings on corner lots shall ~~could~~ be prominently oriented to the corner. Corner entries and/or architectural treatments shall ~~could~~ be used to emphasize the corner and enhance the pedestrian experience.



Illustration 12. Windows and doors are some the most important character –defining features of a unique structure. They give scale to a building and provide visual interest to the composition of individual facades including creation of shadow.

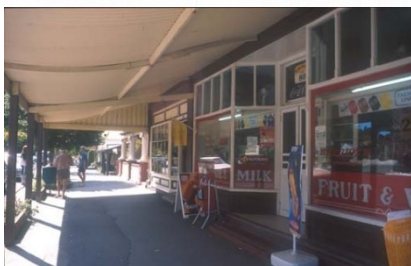
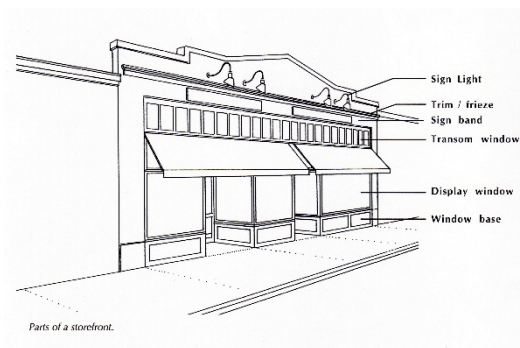


Illustration 13. Articulated, transparent facades should be created along pedestrian right of way including display windows.



Illustration 14. Windows on the second or third level should be vertically proportioned and the design of surrounding window casing, the depth and profile of window sash element and the material of which they are constructed should be distinctly associated with the specific building style.



Illustration 15. Awnings and canopies should contribute to the building's architectural theme and be integrated within the building design. Awnings should be constructed of traditional materials and located over windows and doors.



Illustration 16. Building colors should be muted or natural. Bright florescent colors are out of keeping with the desired village character.



Illustration 17. Exterior finish materials should be part of a strong architectural theme and should not appear as a material foreign to the character of the building.



Illustration 18. The character of a roof is a major feature of any structure. The roof pitch, its style, ornamentation, materials, size and orientation are all distinct features that contribute to the character of the building. Shadows created by traditional overhangs contribute to one's perception of a building's scale. Roof designs should relate to the building façade articulations.



Illustration 19. A compatible mix of traditional, timeless, architectural styles is essential to create and enhance the desired sense of place in the Holladay Village. ~~encouraged, however,~~ minimalist contemporary styling incorporating stark, clean and unbroken lines, ~~styles incorporating~~ large expanses of glass, and unornamented building facades are not allowed and are not in keeping with the desired village character.



Illustration 20. All major new construction should include pedestrian oriented amenities such as a plaza, [outdoor seating area](#), [public art](#), wayfinding signage, ~~or~~ kiosks, or a [distinctive](#) water feature. (Ord. 2012-15, 9-20-2012; amd. Ord. 2014-15, 8-21-2014)