

Cottonwood

Holladay, Utah



Location: Holladay, Utah
Type: Suburban Retrofit
Year Design: 2006
Status: Under Construction
Size: 53 acres
Contact: Kris Longson
General Growth
kris.longson@generalgrowth.com
(801) 486-3911 x296



Cottonwood envisions the redevelopment of a former shopping mall into a mixed-use town center, creating a focal point and gathering place for the Holladay community, as well as new housing opportunities for residents of the Great Salt Lake Valley. The 53-acre site will be transformed into a new walkable neighborhood that prioritizes civic spaces and the public realm. The site is located at a strategic transportation intersection, and its connectivity is enhanced through links to the surrounding street network.



The proposed uses range in intensity from large scale commercial spaces at the northwest to low density residential projects at the southwest, as compatible with the adjoining neighborhoods. The plaza is traversed by the Main Street and serves as the primary community gathering space, with a generous paved area and a fountain near the base of a proposed tower. Cottonwood will include a variety of store sizes and configurations with several restaurants placed around the plaza.



Five mixed-use blocks surrounding the plaza offer a broad range of housing types: apartments above stores, townhouses fronting private parking decks, lofts, live/work units, and free-standing townhouses. At the southeast end of the site, townhouses transition to single-family cottages and eventually into several larger houses fronting the adjacent residential neighborhood.

The simple, yet picturesque, geometry of intersecting axes and the intimately scaled plazas generates a fabric that organizes a dynamic and wide-ranging variety of uses. The buildings throughout the site frame the views of the surrounding mountains, through the careful arrangement of terminated vistas, highlighting the nearby "Twin Peaks" as well as Mt. Olympus.