

BRIGHAM CITY  
1100 SOUTH DESIGN GUIDELINES

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## ACKNOWLEDGEMENTS

DESIGN WORKSHOP AND ARCHITECTURAL NEXUS WOULD LIKE TO THANK THE FOLLOWING PEOPLE FOR THEIR SUPPORT AND PARTICIPATION IN THE WORKSHOPS HELD JANUARY 8 AND 9, 2007, AND IN THE PREPARATION OF THESE DESIGN GUIDELINES

### Brigham City

#### **Mayor**

Lou Ann Christensen

#### **Council Members**

Jon Adams

Holly Bell

Alden Farr

Reese Jensen

Steve Hill

#### **Planning Commission**

Deen Coleman

Patti Ellis

Dave Hipp

Kevin Lane

Bill McGaha

Reese R. Nielsen

Joan Peterson

Barbara Poelman

Barbara Stokes

Paul Larsen

*Planner and Economic Development Coordinator*

Mark Teuscher

*Planner and Community Development Superintendent*

### Perry City

#### **Mayor**

Jerry Nelson

#### **Council Members**

Bruce R. Howard

Jon L. Rackham

Todd Christensen

Tom Peterson

Marci Satterthwaite

#### **Planning Commission**

Kim Barnard

Karen Cronin, alt.

Mike Dean, alt.

Newell Francis

Earl Pannebaker

Steve Pettingill

Gary Nelson

Dale Valcarce

Randy Wilde

### Workshop Participants

LuAnn Adams

Ben Boyce

Karen Cronin

Lorin Gardner

Joan Hammer

Byron Hansen

Judy Hartvigsen

Reese Jensen

Jeff Leishman

Bruce Leonard

Duncan Murray

D. Gary Nelson

Joan Peterson

Earl Pannebaker

Brenda Wyatt

### Consulting Team

***Architectural Nexus***

***Design Workshop, Inc.***



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## 1.0 INTRODUCTION

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# 1.0 INTRODUCTION

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## 1.1 Purpose and Vision

The “Commons Area” is defined by an inter-local agreement between Brigham City and Perry City and is characterized as the economic engine of the two communities. The 1100 South Corridor Design Guidelines will direct the design of new private and public projects, property alterations and upgrades, and capital improvements undertaken in this corridor. The creation of design standards and guidelines protects the existing character and expresses the vision for the area that is shared by both Brigham City and Perry City.

In 2005, the City Council identified its Vision 2012 and expressed it in the following brand statement:

*“Beautiful Brigham City... Your Future Is Here!”*

With this guiding vision, the intent of the design guidelines is to shape the physical environment, build developer confidence, and potentially market the project to future developers. Additionally, the establishment of design standards and guidelines can serve to facilitate design review for the planning commission, city council, or other entities.

## 1.2 How to Use this Document

These standards and guidelines are specific to the 1100 South Corridor and do not apply to the whole of the town of Brigham City or Perry City. The goals and requirements of the guidelines are listed under three headings for each review issue: Intent, Standards, and Guidelines:

### **Intent**

Intent statements are provided to define the goals these standards and guidelines have been created to achieve. The intent statement typically describes a challenge to be overcome and an explanation for why the standard or guideline is important. In circumstances where the appropriateness or applicability of a specific standard or guideline is in question, the intent statement will provide additional direction.

### **Standards**

Design standards are objective criteria that provide specific direction based on the stated intent. They establish the mandatory minimum. Standards use the terms “shall,” “will,” or “must” to indicate that compliance is required unless it can be demonstrated that an acceptable alternative meets one or more of the following conditions:

- the alternative better achieves the stated intent;
- the intent which the standard was created to address will not be achieved by application of the standard in this particular circumstance;
- the application of other standards and guidelines to achieve stated intents will be improved by not applying this standard.

### **Guidelines**

Design guidelines expand upon the design standards and provide alternative solutions to promote the goals defined by the intent statements. They are more flexible and harder to quantify than standards. The overall quality of an individual project and the district may depend on most if not all of these guidelines being followed. The guidelines also provide negotiation points if either the developer or the design reviewers wish to resolve differences of viewpoint on a proposed project. Guidelines are pertinent to the review process but may not be required for approval. Guidelines use the terms “may,” “is encouraged,” or “should” to denote their relevance in achieving the stated intent.



# 1.0 INTRODUCTION

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*The 1100 South Corridor is characterized by large, auto-oriented retail and campus uses as well as open areas of landscape within the right-of-way.*

# 1.0 INTRODUCTION

## AERIAL PHOTO



# 1.0 INTRODUCTION

Legacy Brainstorming Exercise

## ENVIRONMENT

Wetlands issues  
Views to mountains  
Night sky protection  
Microclimate (pedestrian)

## ART / AESTHETICS

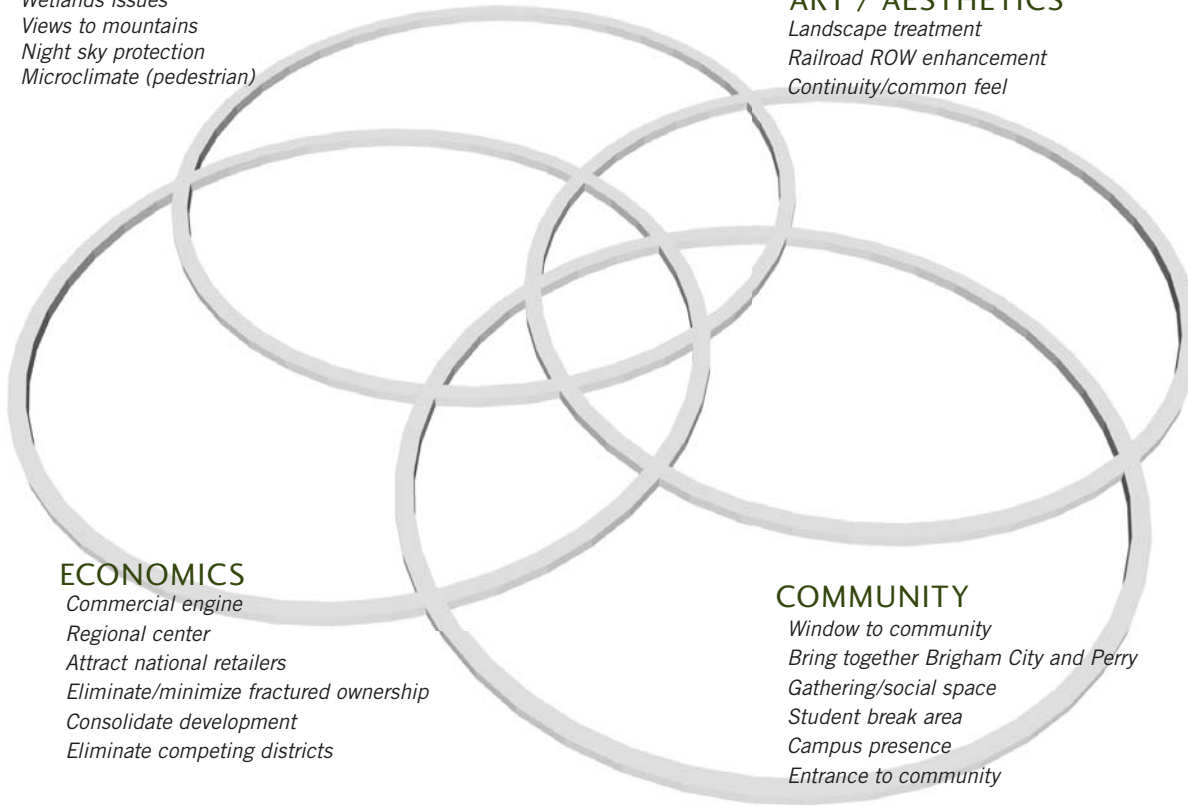
Landscape treatment  
Railroad ROW enhancement  
Continuity/common feel

## ECONOMICS

Commercial engine  
Regional center  
Attract national retailers  
Eliminate/minimize fractured ownership  
Consolidate development  
Eliminate competing districts

## COMMUNITY

Window to community  
Bring together Brigham City and Perry  
Gathering/social space  
Student break area  
Campus presence  
Entrance to community



## 1.3 Community Workshop

On January 8th and 9th, 2007, Design Workshop and Architectural Nexus, with the Brigham City Corporation and Perry City, hosted a workshop to solicit input from the community on the vision for the 1100 South area.

The “Legacy” diagram at left represents the summarized ideas in the categories of Environment, Art (aesthetics), Economics, and Community.

The list of “critical success factors” represents those areas of greatest concern to the participants in the workshop in January and the areas for which the design guidelines would best serve:

- promote a regional retail center;
- respect Highway thru-way;
- market to retail developers;
- promote the shared vision of Brigham City and Perry City
- accommodate Big Box type development;
- use “Sugar House Commons” as a model;
- account for USU Education Center and Bridgerland.



## 1.0 INTRODUCTION

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