

3.0 DISTRICTS



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3.1 1100 SOUTH DISTRICTS

The 1100 South Corridor is viewed as the shared economic engine for Brigham City and Perry City. Large retail uses will be the dominant use, supplemented with other services such as the Utah State University Extension Campus and future mixed-use and residential components. This area also serves as a major through-corridor for people traveling east to the Wasatch and north to Logan.

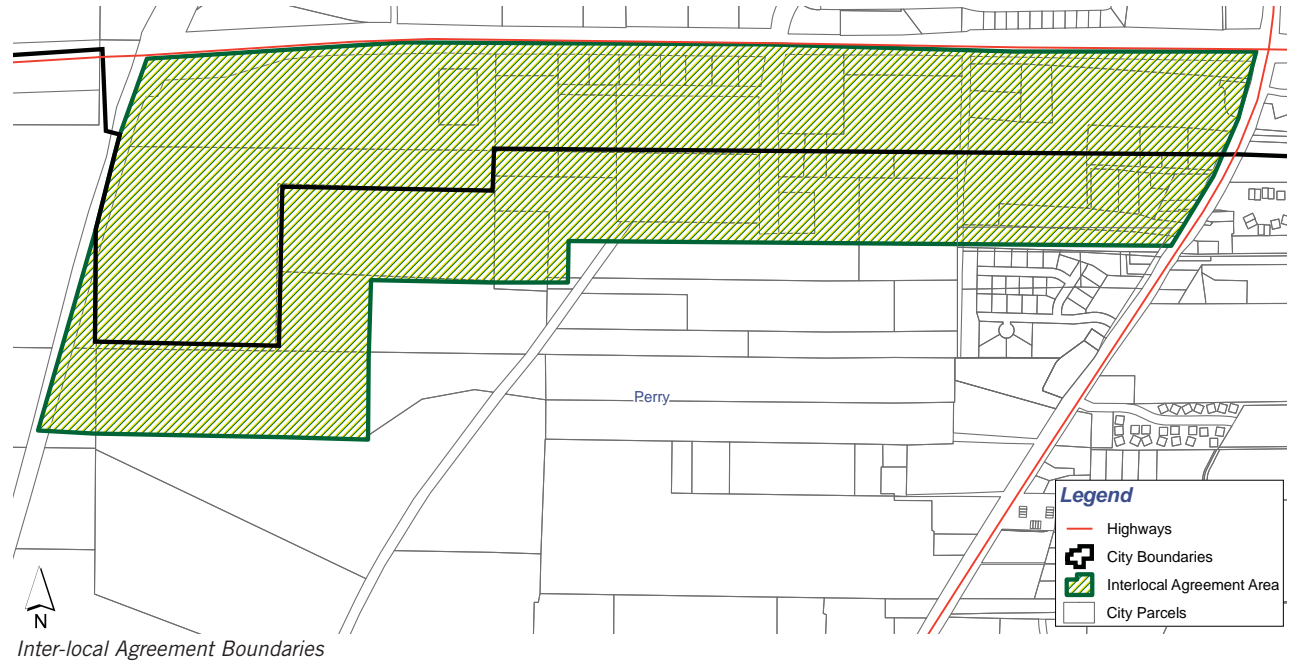
Large Retail / Big Box / Pedestrian Mixed Use: The area east of the I-15 corridor is focused on large service oriented retail, as well as a future possibility for multi family and townhouse residential.

Auto-Oriented Retail: This district serves as a transition from the larger big box uses to the Extension Campus. This area would provide a “park once” environment where a shopper could park their car and be able to visit a variety of establishments.

Extension Campus: As an extension to Utah State University, the campus would provide additional education opportunities for people in northern Utah. As a day campus, students and faculty would have service retail opportunities in the adjacent auto-oriented retail district.

Permitted Uses include: Restaurants, home center, fast food, grocery, auto sales, in-line retail (specialty), national retailers, hotel, and theatres.

Prohibited Uses include: Manufacturing, warehouses, dollar stores.



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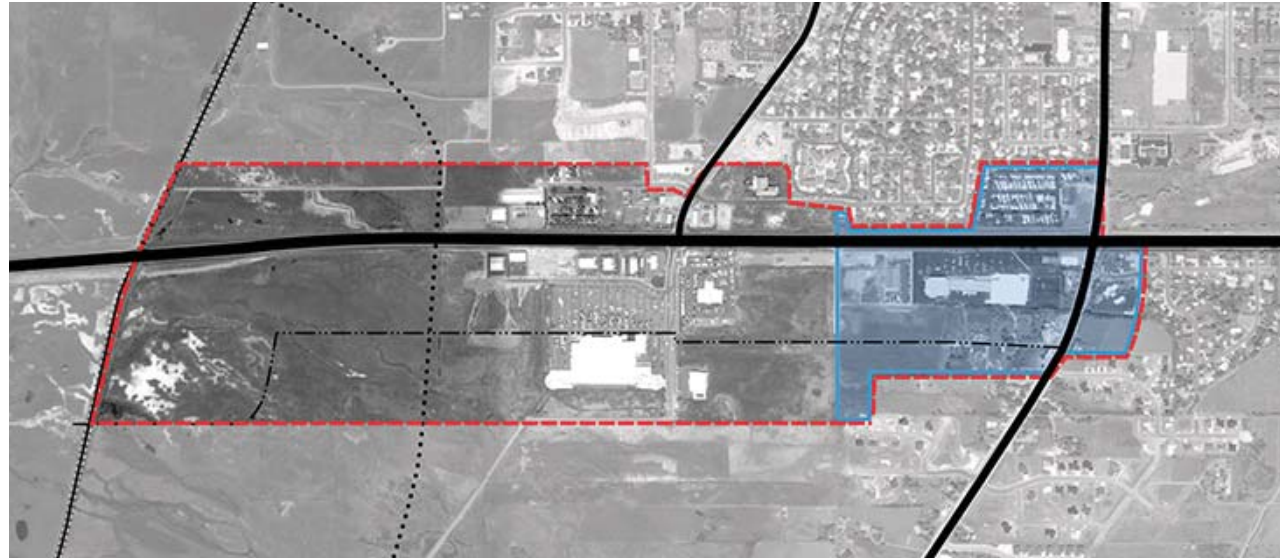
3.2 CAMPUS EXPANSION DISTRICT

3.2.1 Campus Expansion District

The Campus Expansion District is intended to provide a welcoming environment of learning and gathering spaces and would be defined largely by pedestrian traffic and transit opportunities. Streets are welcoming and animated with people. This area is intended to serve as a destination for the local students.

Parking Guidelines

- Shared parking and structured parking should be used to minimize the amount of parking required and to reduce the amount of impervious surfaces.



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3.3 AUTO-ORIENTED RETAIL

3.3.1 Auto-oriented Retail

The Auto-oriented Retail area is intended to be a “park once” experience for shoppers. The area will have internal pedestrian circulation and provide resources for students and faculty in the USU Campus Expansion district.

Retail / Commercial Guidelines:

- Retail uses shall be located oriented toward active street fronts.
- Architectural treatment shall extend to all sides of building to provide a unity of appearance and prevent views directly in to service area.

Parking Guidelines:

- Parking should be designed to complement and animate circulation routes in this district.
- Shared parking and structured parking should be used to minimize the amount of parking required and to reduce the amount of impervious surfaces.



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3.4 LARGE RETAIL

3.4.1 Large Retail (Big Box)

As the shared economic engine for Brigham City and Perry City, this area would provide large retail uses such as grocery stores, auto sales, and home stores.

Retail / Commercial Guidelines:

- Retail uses shall be located oriented toward active street fronts.
- Architectural treatment shall extend to all sides of building to provide a unity of appearance and prevent views directly in to service area.

Parking Guidelines:

- Parking should be designed to complement and animate circulation routes in this district.
- Porous paving systems should be considered where soil conditions are appropriate to minimize the amount of impervious surface required by parking lots.
- Wetlands shall be protected from untreated runoff from impervious surfaces. The use of forebays and other detention techniques is recommended to trap sediment and pollutants before runoff enters existing wetlands.



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3.5 PEDESTRIAN MIXED-USE RETAIL

3.5.1 Pedestrian Mixed-use Retail

Future growth will demand additional housing. The pedestrian mixed-use retail area would include retail, commercial, office, and multi-family residential uses.

Transit Parking Guidelines:

- Parking should be designed to complement and animate retail streets in this district.
- Shared parking and structured parking should be used to minimize the amount of parking required and to reduce the amount of impervious surfaces.
- Parking shall be screened from the freeway with plant material, walls, or fencing.
- Wetlands shall be protected from untreated runoff from impervious surfaces.
- Street-level frontages for structured parking should be store fronts or be of a similar high-quality architectural finish up to nine (9) feet above the sidewalk.
- Where parking structures are exposed, an architectural treatment shall be applied to express individual building fenestration. Façades may also be screened by translucent architectural screening materials.
- Wrapping parking structures with retail uses will add interest to the streetscape and prevent large blank walls.

Multi-Family Residential Guidelines:

- Sidewalks, park strips, and street tree plantings shall provide for easy and safe circulation



- to open-space areas that are scaled appropriately to the adjacent buildings.
- Residential buildings should exhibit 360° architecture, meaning that architectural elements should extend to all sides of a building.
- A continuum of housing should be provided that includes multi-family residential in the form of townhomes, flats, and apartments to single-family residential.

Retail / Commercial Guidelines:

- Retail uses shall be located at the ground level and oriented toward active street fronts.
- Professional office space and / or residential uses should be located above retail uses.

- Commercial uses should be predominantly located in a clustered fashion around the train depot in order to create synergy for the transit hub area and maximize the potential market of transit users.
- Office uses shall be placed at the street frontage with parking and light industrial uses behind.
- Signage visible from the highway shall be building-mounted or in monument form, not in billboard form.
- Special markers and landscape treatment along Forest Street shall serve as a gateway entrance.

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3.5 PEDESTRIAN MIXED-USE RETAIL

