

BRIGHAM CITY
WEST FOREST STREET DESIGN GUIDELINES



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

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TABLE OF CONTENTS

1.0 INTRODUCTION

1.1 Purpose and Vision	2
1.2 How to Use this Document	2
1.3 Relationship to Other Documents	3
1.4 Community Workshop	5

2.0 WEST FOREST STREET DESIGN GUIDELINES

2.1 Urban Design	
2.1.1 Function and Character	7
2.2 Circulation and Access	
2.2.1 Function and Character	11
2.2.2 Pedestrian Circulation	11
2.2.3 Roadway Circulation	11
2.3 Parking and Service	
2.3.1 Function and Character	13
2.3.1 Service and Deliveries	13
2.4 Architecture	
2.4.1 Function and Character	16
2.4.2 Architectural Patterns	16
2.5 Streetscapes and Public Spaces	
2.5.1 Function and Character	21
2.6 General Stormwater Guidelines	
2.6.1 Function and Character	32
2.6.2 Green Infrastructure and Sustainability	32

3.0 NEIGHBORHOODS

3.1 West Forest Street Districts	35
3.2 Transit Oriented Neighborhood	36
3.3 Crossroads Business District and Research Village	38
3.4 Auto Oriented Retail Village	40



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1.0 INTRODUCTION

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1.1 Purpose and Vision

Embedded in a vast network of wetlands, Brigham City's West Forest Street provides the only direct link from the Bear River Migratory Bird Refuge to the city's historic Main Street. Although beautiful, the area has limited land availability because of the wetlands that give Forest Street and the surrounding area its identity. The Wasatch Mountains are also close by and contribute to Brigham City's sense of place and identity. With trees lining the street, Forest Street will connect the Bear River Migratory Bird Refuge and wetlands to the city's downtown. The Forest Street corridor will be the common thread from the wetlands to the city and will preserve view corridors and exhibit a unified landscape concept.

Opportunities abound to showcase the economic value of the West Forest Street Corridor. It's proximity to an expanding airport, the link between the interstate and Brigham City's Main Street business district, and a future commuter-rail station provide multiple transportation options. In addition to the business and commercial development, West Forest Street also provides tourism opportunities as it connects the city with the nearby Bear River Migratory Bird Refuge, Golden Spike National Historic Site, and the Brigham City Museum-Gallery.

The design guidelines will define a clear set of standards and guidelines to create a level of design that is visionary, aesthetically distinct, and regionally complementary for development in the West Forest Street

Corridor as a new district of neighborhoods in Brigham City. The design guidelines will direct the design of new private and public projects, property alterations and upgrades, and capital improvements. The creation of design standards and guidelines expresses the City's vision for this new area.

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

"Beautiful Brigham City... Your Future Is Here!"

With this guiding vision, it is 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 will serve to facilitate design review for the planning commission, city council, or other entity. Per the West Forest Street Corridor Overlay Designation, the overlay shall apply to all properties located within the corporate limits of Brigham City designated on the Brigham City Zoning Map as being subject to the West Forest Street Corridor Overlay.

Creating a consistent look and feel is critical in promoting the marketability of appropriate land uses. The guidelines establish this by:

- communicating the unifying design principles unique to the corridor;

- providing clear direction while allowing flexibility;
- presenting the guidelines in an easy-to-understand manner.

1.2 How to Use this Document

These standards and guidelines are specific to the West Forest Street Corridor and do not necessarily apply to the whole town of Brigham 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 goals which the standards and guidelines have been created to achieve. The intent statement typically describes a challenge to 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:

1.0 INTRODUCTION

- 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.

1.3 Relationship to Other Documents

In 2005, Design Workshop was selected along with Architectural Nexus to complete a Master Plan for the West Forest Street Corridor. This document can be obtained from the Brigham City offices.

Please also refer to the Brigham City General Plan, which can be obtained through the Brigham City Community Development website:

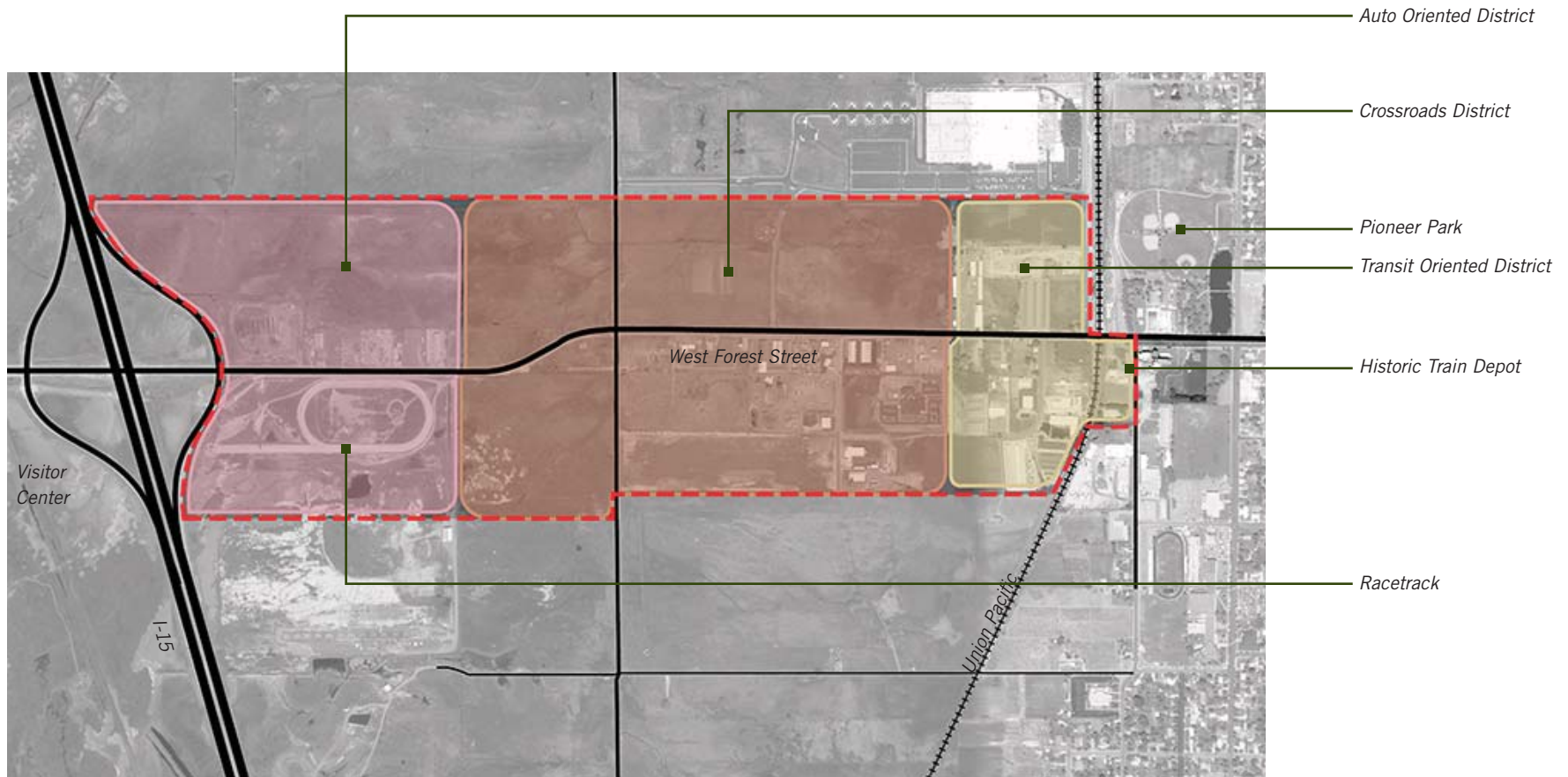
http://www.brighamcity.utah.gov/community_development.zoning_administration.html



The West Forest Street corridor is characterized by open fields and agricultural landscape.

1.0 INTRODUCTION

SITE FRAMEWORK AND STUDY AREA BOUNDARY



1.0 INTRODUCTION

Legacy Brainstorming Exercise

ENVIRONMENT

*Refuge connections
Street vegetation
Celebrate wetland environment
Maintain views to mountains*

ART / AESTHETICS

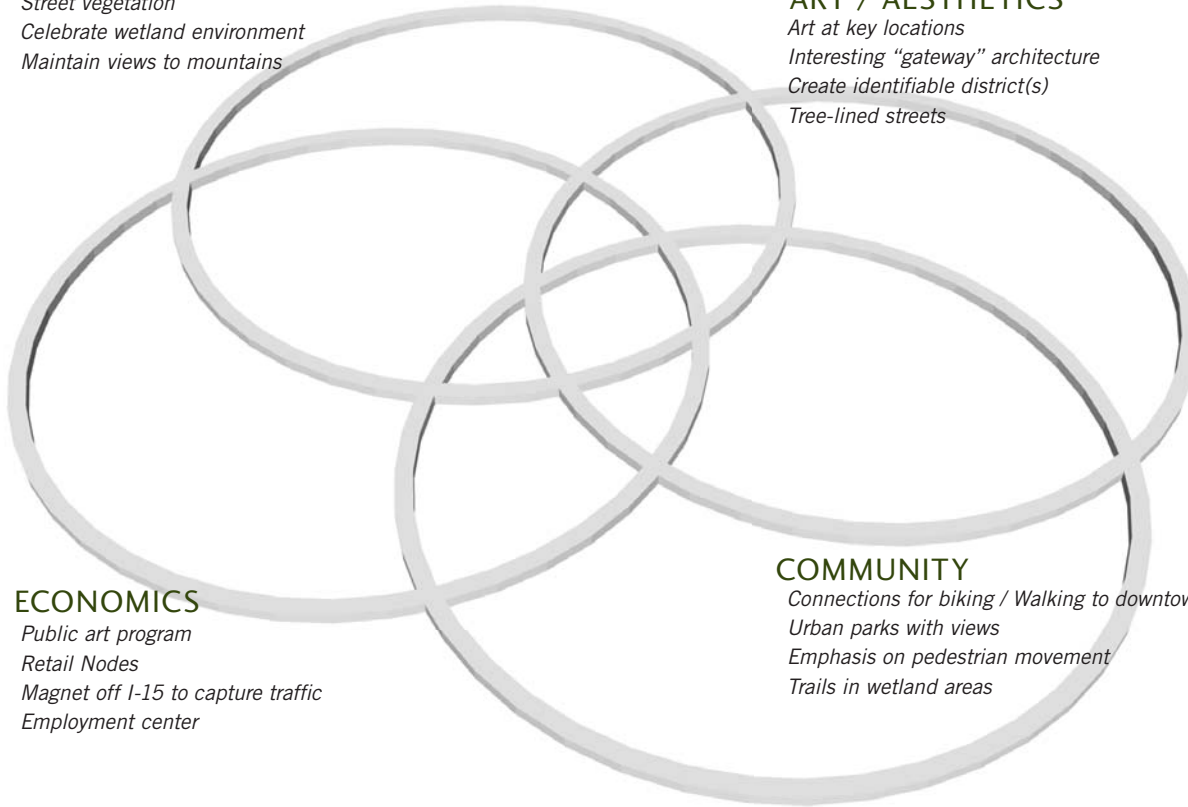
*Art at key locations
Interesting "gateway" architecture
Create identifiable district(s)
Tree-lined streets*

ECONOMICS

*Public art program
Retail Nodes
Magnet off I-15 to capture traffic
Employment center*

COMMUNITY

*Connections for biking / Walking to downtown
Urban parks with views
Emphasis on pedestrian movement
Trails in wetland areas*



1.4 Community Workshop

On January 8th and 9th, 2007, Design Workshop and Architectural Nexus with the Brigham City Development Agency hosted a workshop to solicit input from the community on the vision for the West Forest Street area and adjacent neighborhoods.

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

The following 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 will best serve:

- Promote "Gateway" entrance, "Gateway" feel
- Control development
- Promote the "Brigham City brand"
- Create ground rules for design
- Create expectations for design quality
- Act as marketing tool for developers
- Create a walkable environment
- Promote larger, more unified developments
- Encourage multi-story architecture
- Create density / critical mass

