

3.0 NEIGHBORHOODS



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3.1 WEST FOREST STREET DISTRICTS

The West Forest Street corridor consists of three specific districts with mixed and related land uses. The mixed-use retail/office district is at the heart of the corridor. Pedestrian and vertically mixed in use, this district encourages activity throughout the day, not just between 9 a.m. and 5 p.m. Buildings are planned as two to three stories with a mixture of national chain and locally-based tenants. A centerpiece to this district is the new town green, serving as a visual center for the West Forest Street corridor. A variety of potential uses should be included and could consist of pharmacists, accountants, restaurants, banks, florists, and book stores.

Large Retail and Welcome Center

The area adjacent to the I-15 corridor is focused on medium sized retail uses and provides services for tourists and recreationalists. The proposed Welcome Center provides orientation for visitors to northern Utah to the Migratory Bird Refuge. Complementary uses, such as hotels and conference centers support the West Forest Street corridor as a gateway to the region.

Office

This district, two to three stories in scale, serves local professional services and corporations. The office district is within a quarter mile of residential units, allowing potential employees to walk to work. Office uses adjacent to other research and development uses creates an intellectual synergy between tenants.

Retail

Retail pad uses may be a maximum gross leasable area of 25,000 square feet. Retail buildings should conform to the design guidelines of the corridor. The land, service, parking and access requirements for stores larger than 25,000 square feet are inconsistent with the character and scale of a walkable district.

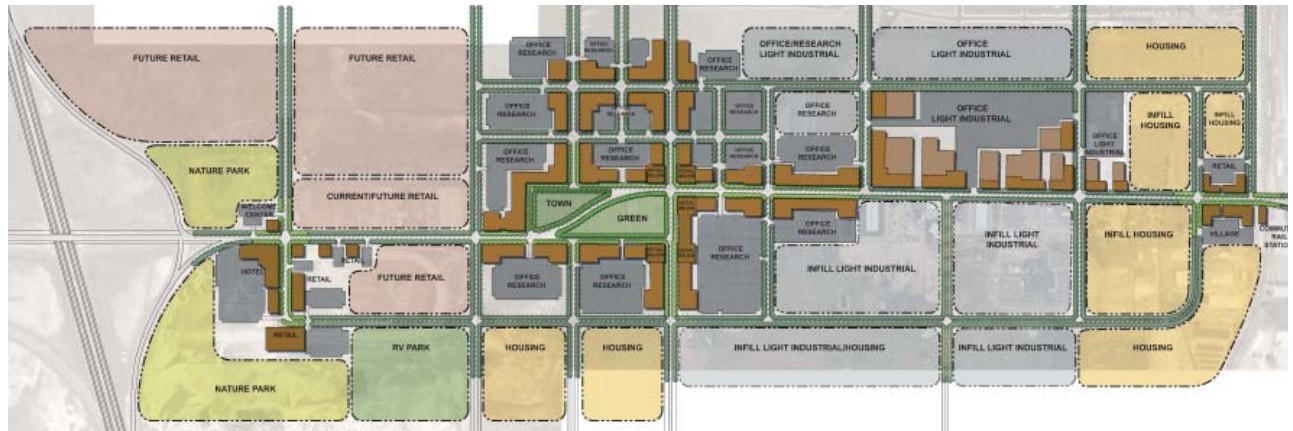
Multi Family

The multi-family residential uses includes a range of for-sale and rental housing types. The multi-family units would be both two and three story walk up flats or lofts in style. The variety and density of housing allows a wide range of

households to locate in the city center and provides critical mass to support retailers and other services.

Single Family

Attached and detached single family units would be included in the West Forest Street districts. Higher density attached townhomes are located close to the transit oriented district while smaller lot single family units occur in the blocks off West Forest Street as they transition to the adjacent open fields and other existing neighborhoods. Single family units should be planned in a variety of price ranges and configurations to attract families with a variety of incomes and housing needs.



West Forest Street Master Plan (2005).

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3.2 TRANSIT ORIENTED NEIGHBORHOOD

3.2.1 Transit Oriented Neighborhood

The transit oriented neighborhood is intended to be a lively and dense community, defined largely by pedestrian traffic. This area will be defined by its walkability and by the depot and accessibility to transit opportunities. Streets are welcoming and animated with people. This area is intended to serve as a destination for the local residents. The uses in this district include the following:

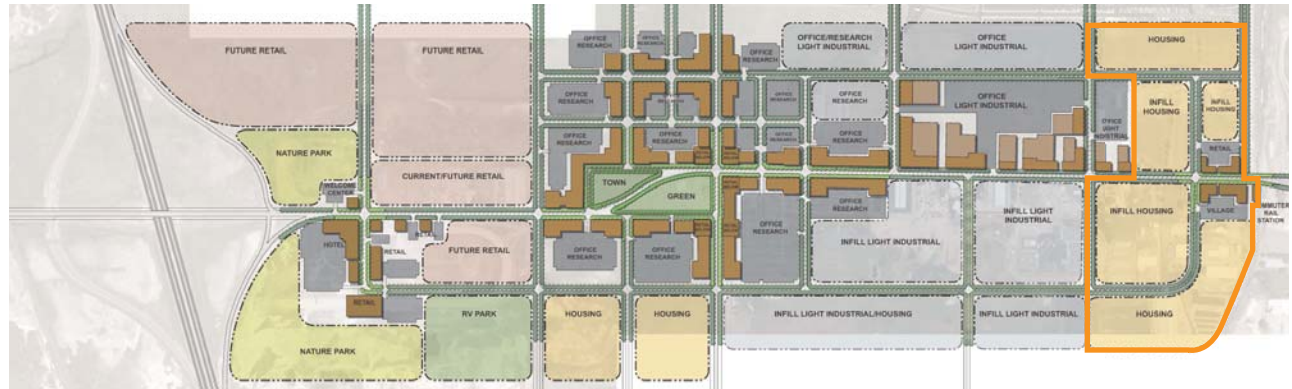
- a continuum of housing that includes multi-family residential in the form of townhomes, flats, and apartments, and single family residential;
- retail and commercial services for residents. Ground-floor retail would be complemented by residential and office uses above;
- restaurants that serve the employment center.

Prohibited uses include the following:

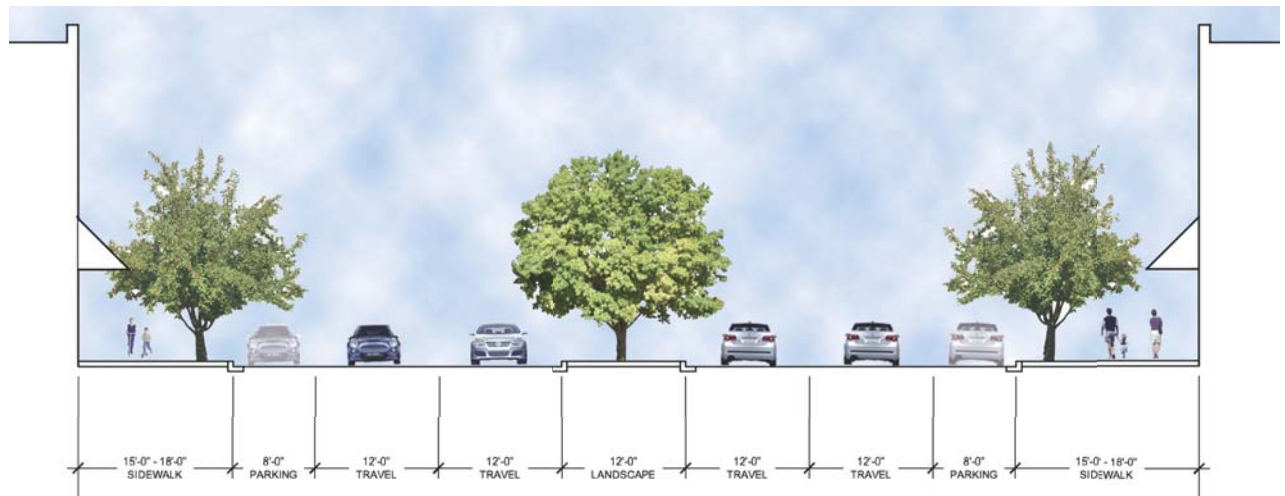
- Big-box retail
- Auto service
- Heavy industrial
- Storage
- Tanks

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.



The West Forest Street Master Plan (2005). The Transit-oriented neighborhood is outlined in orange.



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3.2 TRANSIT ORIENTED NEIGHBORHOOD

- 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.

Single Family and 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.



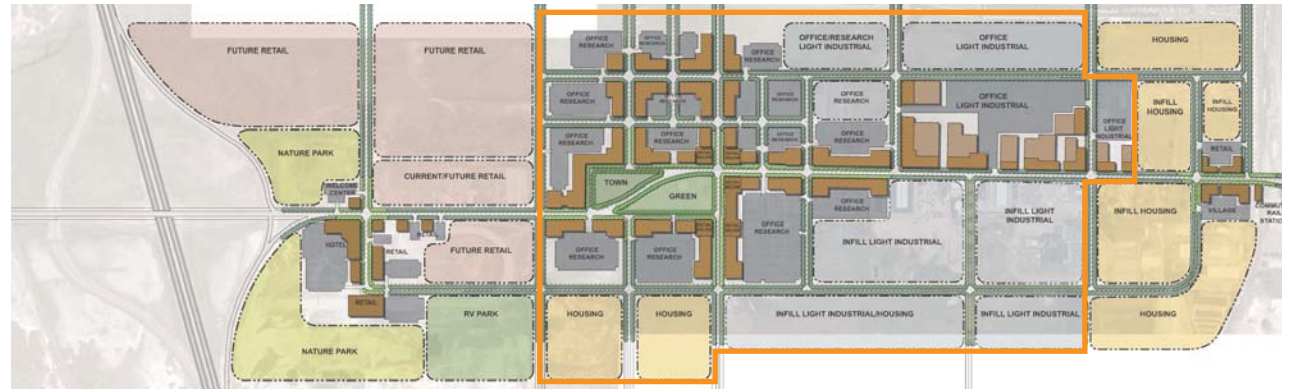
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3.3 CROSSROADS BUSINESS DISTRICT & RESEARCH VILLAGE

3.3.1 Crossroads Business District and Research Village

The Crossroads Business District and Research Village will accommodate local professional and research enterprises while providing an aesthetic character that relates to the street. The Crossroads Business district complements the existing downtown of Brigham City and does not compete with it. The intended uses in this district include the following:

- Light Industrial
- Office uses that include professional and research and development



The West Forest Street Master Plan (2005). The Crossroads Business District & Research Village is outlined in orange.



West Forest Street Section through the Town Green

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3.3 CROSSROADS BUSINESS DISTRICT & RESEARCH VILLAGE

- A continuum of housing that includes multi-family residential in the form of townhomes, flats, and apartments to single-family residential
- Central Village Green
- Trails that connect to the wetlands and wildlife refuge
- Restaurants that serve the employment center.

Prohibited uses include the following:

- Big box retail
- Auto service
- Heavy industrial
- Storage
- Tanks

Retail / Commercial Guidelines:

- Buildings located at corners shall be treated as discussed in Section 2.1.
- Sidewalks, park strips, and street trees shall create a safe and pleasant environment for pedestrians (See section).
- Office uses shall be placed at the street frontage with parking and light industrial uses behind.
- Light industrial, research, and office shall be designed with elements that relate to the human scale. Include components such as outdoor patios, awnings, overhangs, and trellises.
- Office and industrial development should include a variety of building types to provide interest to the district.



Integrative native landscape and forms into an urban setting connects people to the place.



Providing plazas and other common areas creates an opportunity for businesspeople and researchers to interact and exchange



Maintaining views to the mountains enhance the sense of place in the research village.



The central Village Green can provide space for community gatherings or business events.

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3.4 AUTO ORIENTED RETAIL VILLAGE

3.4.1 Auto Oriented Retail Village

The Auto Oriented Retail Village is the gateway to both the West Forest Corridor, Downtown Brigham City, and the Migratory Bird Refuge. The natural landscape is the dominant landscape character in this area and provides for the needs of the tourists and outdoor adventurers. This area is envisioned as a street-oriented retail village anchored by a hotel and convention center. The intended uses in this district include the following:

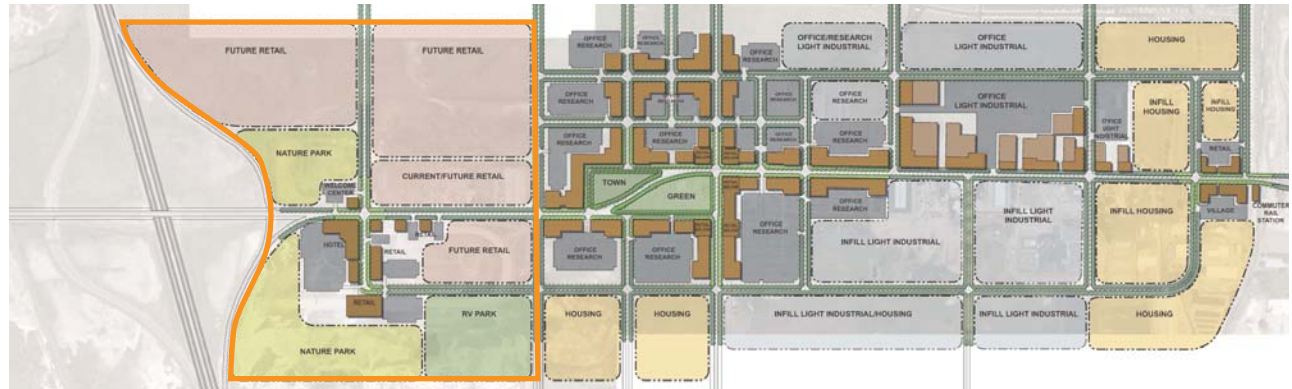
- Museum or Welcome Center
- Hotel and Conference Facilities
- Retail Uses that cater to recreationalists
- Restaurants

Prohibited uses include the following:

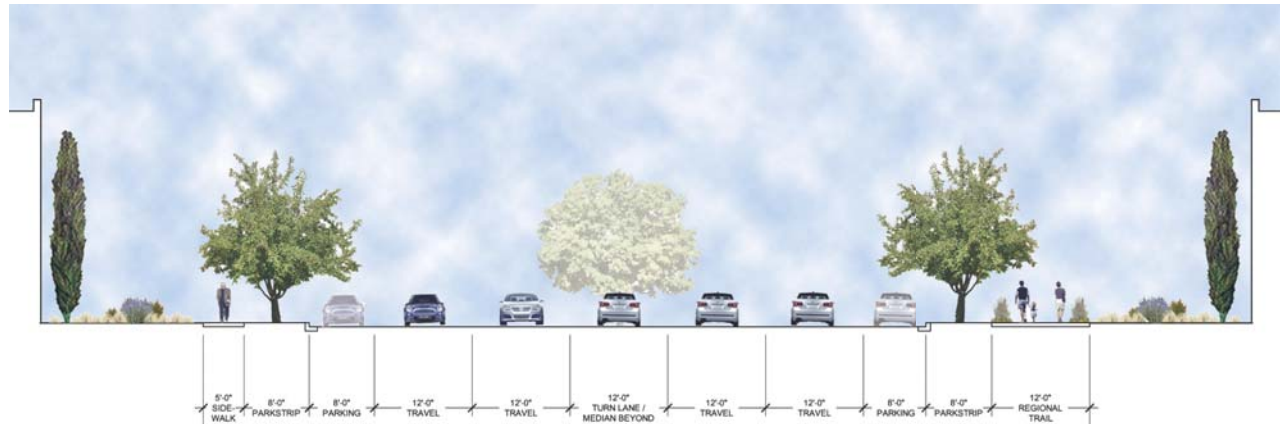
- Typical highway retail
- Billboards
- Heavy industrial
- Storage
- Tanks
- Truck stops

Retail Village Guidelines:

- Size for individual retail buildings shall be limited to 25,000 square feet.
- Outdoor retailers shall connect to the market created by the Migratory Bird Refuge.
- The streets within the auto-oriented retail village shall create a village environment. Parking shall be located behind large buildings.



The West Forest Street Master Plan (2005). The Auto-oriented retail village is outlined in orange.



West Forest Street Section

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3.4 AUTO ORIENTED RETAIL VILLAGE

- Parking shall be screened from the freeway with plant material, walls, or fencing.
- 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.
- 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.



Areas of large retail uses should provide easy pedestrian access and circulation to provide a “park once” experience.



Hotel and convention centers should address the street and provide a welcoming feeling to people in the West Forest Street area.



Drop-off for hotel and convention centers should be integrated with the architecture.



Connections to the wetland landscape should be provided from the auto-oriented district of the West Forest Street area.