



**DOWNTOWN
BRIGHAM CITY**
MASTER PLAN








2024

Prepared By:



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EXECUTIVE
SUMMARY

01





EXECUTIVE SUMMARY

This report analyzes existing conditions and market opportunities for Downtown Brigham City. As a key commercial and civic center, the downtown corridor can strengthen its economy by leveraging assets, improving infrastructure, and filling market gaps. This report covers topography, stormwater management, traffic impacts, and a Downtown Market Gap Analysis to highlight growth opportunities.

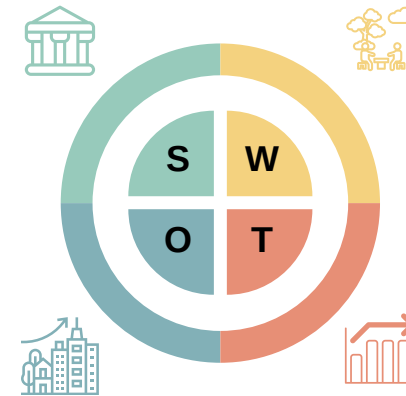
Existing Conditions Analysis

Downtown Brigham City is relatively level, requiring minimal grading for development. These conditions support efficient site planning and drainage management. With extensive impervious surfaces, stormwater infrastructure must be evaluated to prevent flooding. Best management practices such as permeable pavement and bioswales can enhance drainage. Main Street experiences steady traffic, necessitating improvements in signal timing, crosswalks, and parking accessibility to support businesses and pedestrians.

SWOT Analysis

- Strength: Historic building stock and design.
- Opportunity: Room and opportunities for infill and growth.

- Weakness: Underutilized storefronts and lack of large public gathering spaces
- Threat: Limited turnover in real estate causes stagnant markets



Built Environment Analysis



- A key urban design element is the Gateway Arch along with the sidewalk pattern.



- Buildings are predominantly one- to two-stories high with a few buildings reaching a third story.



- Downtown has a high occupancy rate. 90% of the structures are fully or partially occupied.

Targeted Redevelopment Site: 145-200 S Main Street

This 1.33-acre site, currently low-density commercial, will be redeveloped into mixed-use buildings aligning with historic downtown guidelines.

Development Overview

- Two four-story buildings with retail, restaurant, service, or office on lower floors
- 23 residential units averaging 1,024 sq. ft. on upper floors
- 53 parking stalls, including ADA-accessible spaces

Key Features



- Pedestrian alleys improve circulation and outdoor dining space
- Step-back upper floors help integrate with existing architecture
- Historic alignment maintains downtown character
- Rear parking preserves urban form



EXECUTIVE SUMMARY

Downtown Market Gap Analysis

The Downtown Market Gap Analysis for Brigham City's Main Street corridor highlights key opportunities to strengthen the local economy by addressing supply gaps in essential retail and service sectors. As one of the city's most prominent commercial hubs, Downtown Brigham City must offer a balance of return-on-investment (ROI) focused and civic-minded uses to ensure long-term economic vitality.

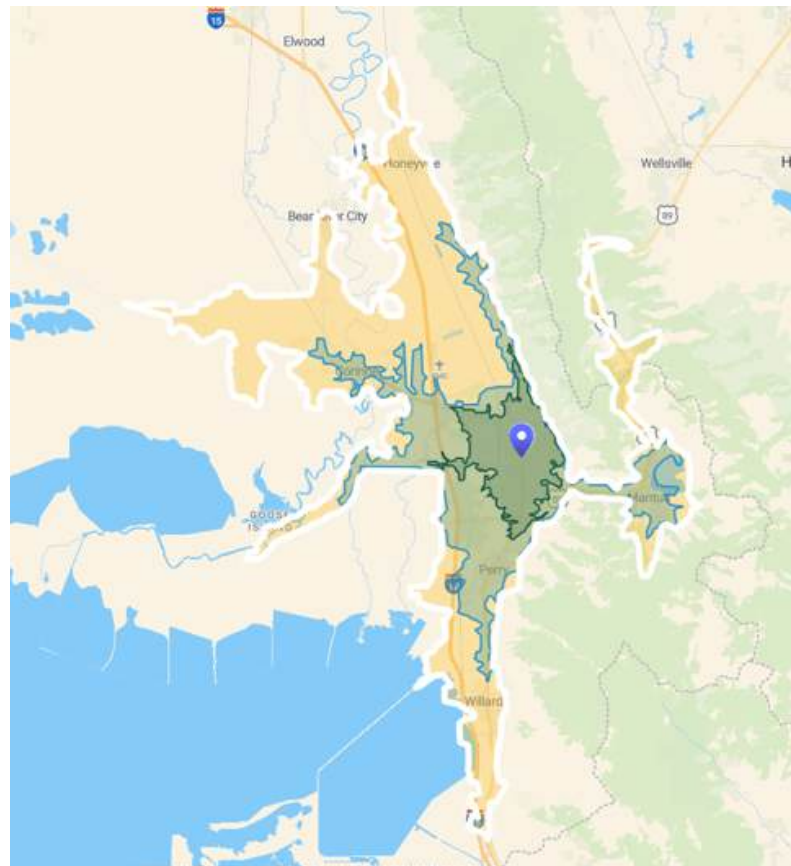


Figure X: Downtown Brigham City Trade Areas

A market gap (leakage) analysis conducted using Claritas data (June 2024) identifies underserved retail sectors within three trade areas—5-, 10-, and 15-minute drive times. The findings highlight significant unmet demand in categories such as full-service restaurants, pharmacies, furniture and home furnishings stores, electronics stores, women's clothing stores, office supplies, and snack/beverage establishments. These sectors present strong opportunities for business growth or new start-ups, enhancing both economic activity and downtown vibrancy.

Strategic business recruitment should consider recommended square footage, minimum population thresholds, and income levels for sustainable success. While several key sectors are underserved, the analysis also identifies oversaturated industries, ensuring a targeted approach to economic development.

By leveraging this data, Brigham City can attract businesses that align with its historic downtown character, enhance local amenities, and reduce retail leakage, fostering a more self-sustaining and dynamic local economy.

Downtown Recommendations at a Glance

Built Form

- Preserve historic properties.
- Adjust zoning for scale.
- Set material standards.
- Protect green spaces.

Economic Vitality

- Reduce parking, support historic reuse.
- Activate spaces with culture and events.
- Use public art to celebrate culture.

Urban Design

- Highlight local culture and walkability.
- Create adaptable, safe spaces.
- Support community events.

Parking and Transportation

- Improve accessibility, keep historic charm.
- Narrow streets, add bike lanes, upgrade transit.
- Beautify parking with green space.





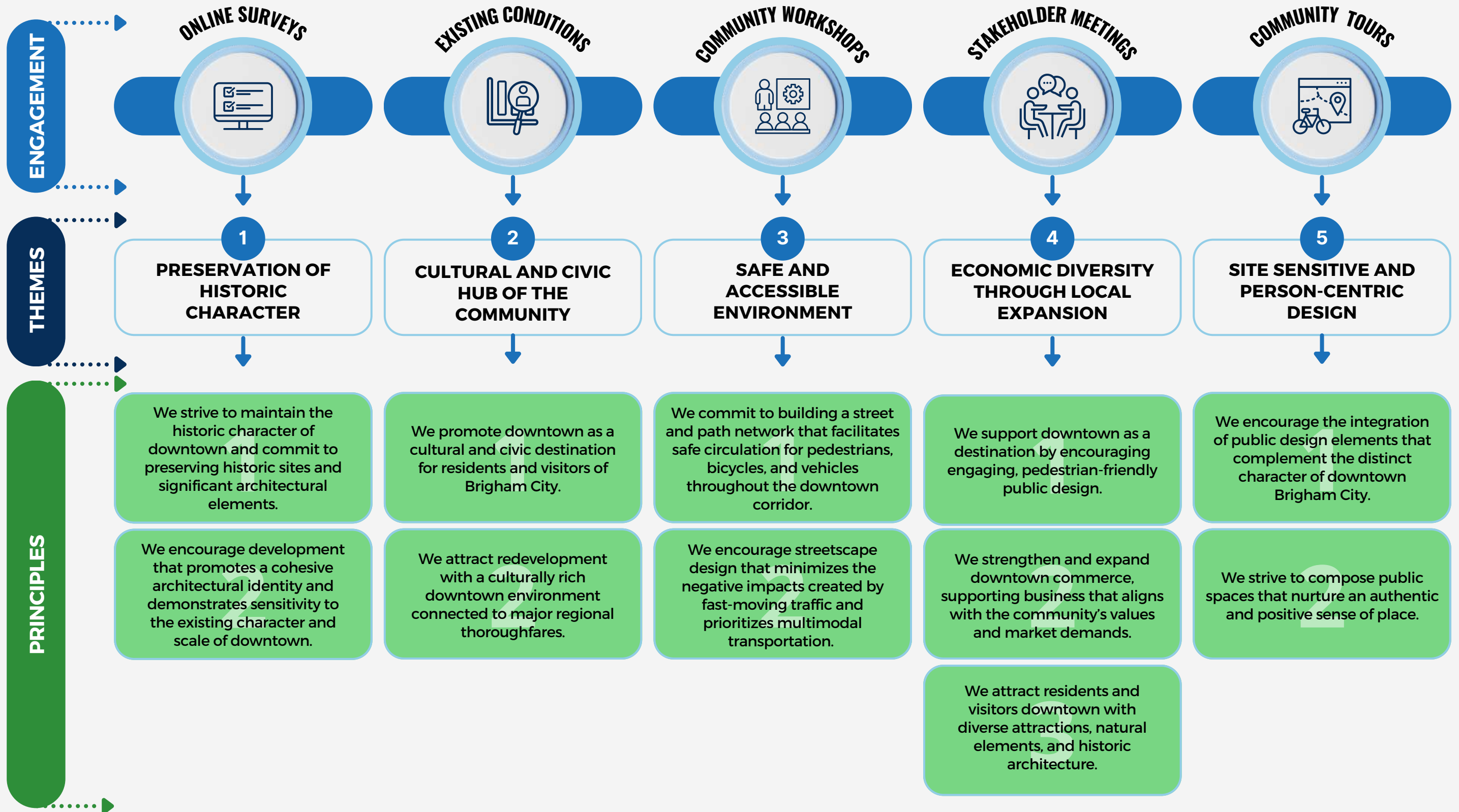
DOWNTOWN VISION & VALUES

02



VISION & VALUES

PROCESS



CORE VISIONING THEMES



1

PRESERVATION OF HISTORIC CHARACTER

Brigham City is dedicated to preserving the historic character of downtown, including its significant architectural elements and historic sites. The city supports development that enhances a cohesive architectural identity while respecting the existing character and scale of the area.



2

CULTURAL AND CIVIC HUB OF THE COMMUNITY

Brigham City aims to establish downtown as a vibrant cultural and civic hub for both residents and visitors. The city is dedicated to encouraging redevelopment that fosters a culturally rich environment while ensuring strong connections to major regional thoroughfares.



3

SAFE AND ACCESSIBLE ENVIRONMENT

The downtown is dedicated to creating a street and path network that ensures safe and efficient circulation for pedestrians, cyclists, and vehicles throughout the corridor. Streetscape designs are encouraged to reduce the adverse effects of fast-moving traffic and prioritize multimodal transportation.



4

ECONOMIC DIVERSITY THROUGH LOCAL EXPANSION

Brigham City is focused on making its downtown a vibrant destination by promoting pedestrian-friendly spaces and supporting businesses that align with community values. The city aims to attract residents and visitors through diverse attractions, natural features, and historic architecture.



5

SITE SENSITIVE AND PERSON-CENTRIC DESIGN

The City promotes incorporating public design elements that reflect the unique character of downtown Brigham City. It is committed to creating public spaces that foster an authentic and welcoming sense of place.



DOWNTOWN
**EXISTING
CONDITIONS**

03





DOWNTOWN EXISTING CONDITIONS



Brigham City's identified downtown core runs along Main Street north-to-south from 100 North to 300 South and outward from 100 East to 100 West. This section consists of about 8 blocks of the center of Brigham City.

The southern edge has a strong sense of place as the Church of Jesus Christ of Latter-day Saints Temple and the Tabernacle - one of the oldest and most iconic buildings in Brigham City - act as "bookends" to the downtown district.

The northern edge of downtown does not have as clearly a delineated "bookend", however 100 N. is generally accepted as the transition line between downtown and the northern Main Street transitional corridor.

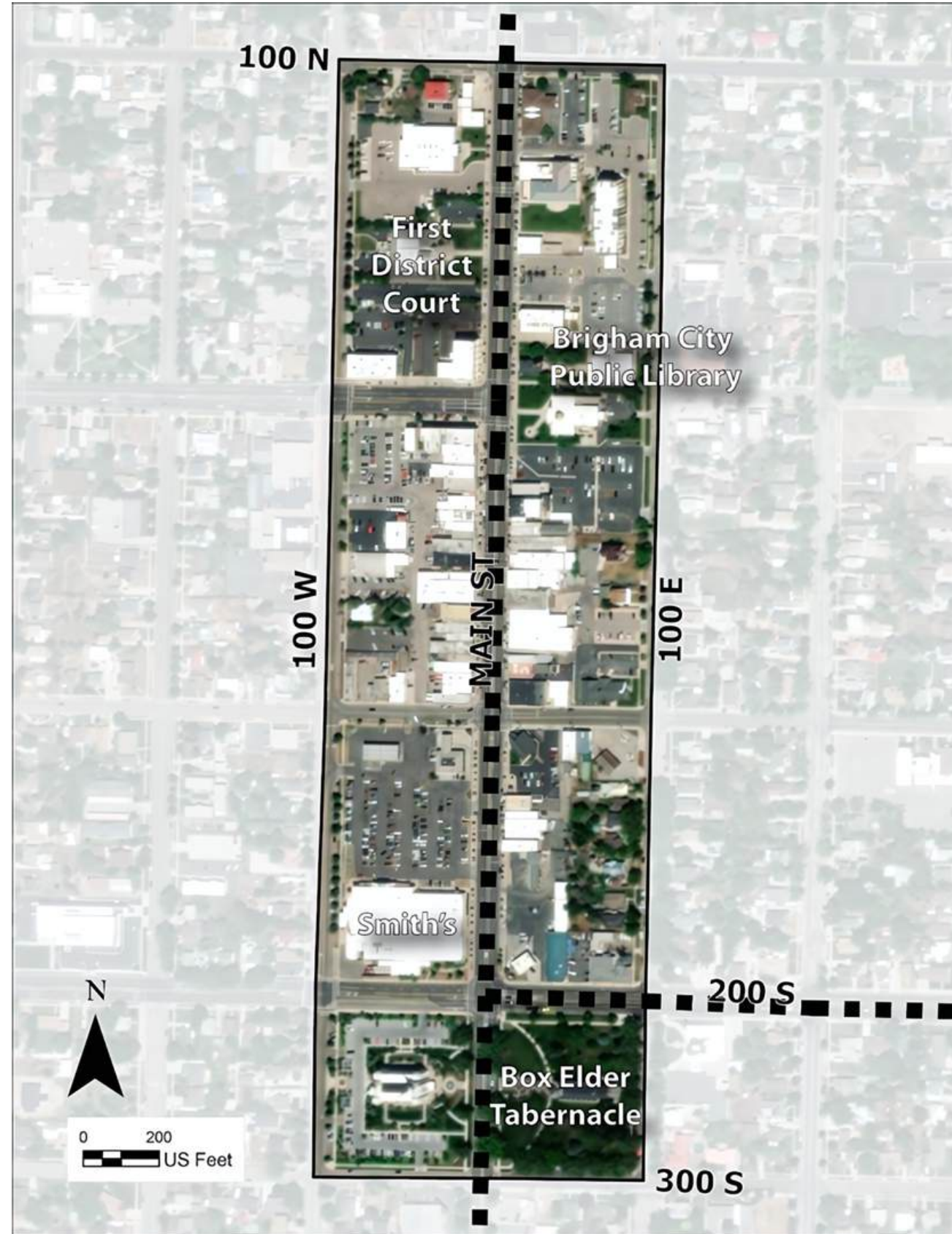


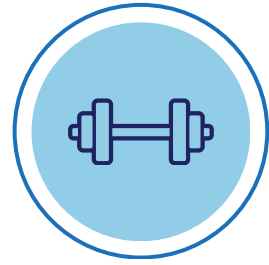
Figure X: Downtown Brigham City Map

Downtown SWOT Analysis

The SWOT (Strengths, Weaknesses, Opportunities, Threats assessment) analysis provides a high level assessment of the current conditions that Brigham City is facing, while highlighting critical elements and necessary changes.

This high level assessment focuses on both internal and external pressures, each playing a part in shaping the overall Community. This valuable tool serves to help create a baseline of conditions, expanding the understanding of past surface issues and identifying factors that may impact future growth and development.





STRENGTHS

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- ✔ Unique place-making measures include sidewalk paving, district street lamps with flags and banner mounts, digital information kiosks, trash receptacles, and drinking fountains.
- ✔ Maturing Zelkova trees lining Main Street provide critical shade to Downtown patrons, mitigating a heat island effect and providing a comfortable experience.
- ✔ The Brigham downtown welcome arch, now approaching its centennial, remains an important landmark.
- ✔ Historic building stock is in good repair, with some occupant businesses claiming over a century of service.
- ✔ Major institutional and historic buildings. Examples include the Box Elder County Building and the historic Box Elder Tabernacle facing the temple at Downtown's south end.
- ✔ Historic Downtown Guidelines, in conjunction with the recently organized Main Street organization continue to direct the design of renovations, alterations, upgrades, and capital improvements while keeping historic preservation efforts, economic development, and organizing arts and cultural events.
- ✔ Notable arts and cultural events include the Art on Main, Peach Days Festival, Summer Farmers Market, Nutcracker Christmas Market, and the Nutcracker Celebration.



WEAKNESSES

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- ✔ Main Street has a dedicated center lane, two lanes of bi-directional traffic, and parallel parking bays on both sides of the right-of-way.
- ✔ No dedicated or separated bike lanes are present along Main Street.
- ✔ A significant portion of the downtown area (both public and private) is surface parking, with many lots lacking landscape islands; additional analysis of parking per capita may likely determine that Brigham City is over-parked for a city of less than 20,000 people.
- ✔ There is no stand alone park downtown on Main Street where outdoor events could support local businesses. While bill of rights plaza is a green space, it is not considered a programmed facility.
- ✔ Large public gatherings have no dedicated place, requiring them to move away from the downtown core or take over other areas, potentially conflicting with business or city operations.
- ✔ Parking strip landscaping is minimal to non-existent along 100 S and a portion of 200 S, which is inconsistent with the rest of the downtown area character.
- ✔ Outdoor dining and public art are missing in many places across downtown. Local exhibitions of art can encourage increased patronage downtown.
- ✔ Due to limited integration with the public realm, pedestrians have little reason and opportunity to interact with downtown and the businesses located there.



OPPORTUNITIES

O

- ✔ High-value downtown real estate currently dedicated to off-street surface parking.
- ✔ Street-facing parking offers potential locations for infill.
- ✔ Idle properties are available for redevelopment. Current vacant building stock are prime locations to begin revitalization efforts.
- ✔ Room for growth in the recreational destinations within the downtown.
- ✔ Establish a northern gateway to downtown.
- ✔ A comprehensive approach to bicycle facilities and networks could facilitate local traffic to biking from driving.
- ✔ Options for changing pavement markings for pedestrian safety improvements.
- ✔ Additional historical markers and interpretive signage along Main Street enhancing the user experience, tying the history of Brigham City into the current pedestrian experience.
- ✔ Recreational destinations along Main Street can expand on and tie into the city's existing identity as "Gateway to the World's Greatest Wild Bird Refuge."
- ✔ Properties off of Main Street that are classified as 'non-contributing' to the historic context might be considered for mural art opportunities.

THREATS

T

- ✔ Wayfinding signage for amenities and destinations needs to be improved, impacting visitor awareness.
- ✔ Vacant or neglected properties detract from downtown's appeal, both in the core and the gateway areas of downtown.
- ✔ Limited turnover in real estate causes stagnant markets, making it hard for new businesses to find a suitable location for their needs.
- ✔ Larger than average buildings, for the size of the municipality, are hard and costly to rehab. For example, the Capital Theater.





DOWNTOWN BUILT ENVIRONMENT ANALYSIS

A detailed analysis of Brigham City's downtown existing conditions is vital to formulating strategies and recommendations that are place based. This section outlines the results of a detailed analysis completed in the first quarter of 2024, using data retrieved from open-source databases and field truthing with visual inspections of downtown (commonly referred to as walking tours). The assessment covers the downtown core area, as shown in the graphic below.

The existing conditions analysis is broken down into the following categories, acknowledging that each intersects with the others.



Built Environment



Urban Design



Multimodal Circulation



Real Estate and End-User Mixture

Physical ailments, pedestrian uses, and even visible or perceived roadblocks were identified, each providing a deeper level of understanding to help plan for the future of Downtown Brigham City. These results were reviewed both independently and for integration with one another, evaluating the overall conditions and potential causes for them.





Overall Findings

Findings result from on-site investigations, aerial assessments, and open-source databases.

The information provided is not meant to be a comprehensive list but is intended to articulate a clear vision of how an outsider witnesses Downtown, the interaction of residents, and the overall downtown atmosphere. The findings are prepared to outline general themes and do not propose to make assessments of individual properties.

- **Surface parking lots make up a significant portion of the downtown areas, both public and private.**

- *Street-facing, privately-owned surface parking lots predominantly located along Main Street between 200 S and 100 S.*

- *Larger publicly-owned surface parking lots with minimal Main Street frontage are consistently located on the east side of Main Street between 100 S and Forest Street, as well as between Forest Street and 100 N*

- *Rear-facing publicly-owned surface parking lots concentrated West of Main Street between 100 S and Forest Street with access from 100 S, Forest Street, and 100 W*

- **Historic buildings exist along the length of the downtown corridor, with the highest concentration of historic buildings existing between 100 S and Forest St.**

- **There is currently a variety of uses and occupants throughout the downtown corridor, with a diversity of businesses, retail, office, service-based and institutional uses.**



Historic Downtown Building Stock

- **Historic buildings cater more to pedestrian orientation, while newer buildings are car-oriented; highlighting a change in architectural styles in the mid 1900's.**
- **Pedestrian infrastructure is minimal and unsafe along Main Street, unless lane reductions are completed. Sidewalks are clearly marked with a distinct paving pattern along their edging, ensuring safe and efficient use, yet dedicated biking infrastructure does not exist.**

- **Limited access points or connections are available between rear of building parking and the streetscape circulation areas, hindering the amount of people who are willing to use the area for intended purposes.**
- **Downtown streetscapes are in a variety of conditions, yet most do not adequately provide a perceived or real separation between the road and pedestrian realm.**
- **Alleyways and connectors are not properly lit, causing the perception of unsafe or unfriendly spaces.**
- **Recent efforts for branding, signage, and informational data disbursement have been successfully implemented.**



Brigham City information signage



Built Environment

The pedestrian-oriented corridor stretches the length of the downtown corridor with the engaging section between 100 S and Forest Street. Buildings along this corridor are predominantly one- to two-stories high with regular fenestration. These buildings are a mix of attached and detached buildings. Single-story attached buildings make up the majority of the area within the south wide of the core Main Street area, with the occasional two-story attached building.

Several buildings are noted at three or more stories, specifically located around the central downtown archway. The northern and southern blocks of Main Street consist of a higher than average amount of surface parking adjacent to single-story commercial buildings and two- to three-story institutional buildings.

Downtown Brigham City is characterized by a mix of uses, as well as building types and ages. The character of downtown is heavily impacted by the historic buildings spread across the Main Street corridor. Several of these historic structures act as anchors for the community and are commonly used to communicate the picturesque identity of downtown Brigham City.



Downtown Brigham City

Downtown Brigham City has a strong building stock along Main Street with similar setback characteristics, architectural design elements, and forming and massing throughout most of the corridor.

The southern end of downtown is anchored by religious institutional buildings. The Historic Box Elder Stake Tabernacle, dating back to 1865, sits on the eastern side of Main Street, while the Church of Jesus Christ of Latter-Day Saint Brigham City Temple, dedicated in 2012, sits on western side.

Historic structures continue to be present along Main Street, with the largest and most important of these structures being the Brigham City Municipal Building/Fire Station, dating to 1909, and the Box Elder County Courthouse, dating to 1857, located toward the northern end of the downtown. Several other registered historic places exist along Main Street, reinforcing the historic identity of Brigham City Main Street.



Brigham City LDS Temple. Source: ChurchofJesusChrist.org



Artisan Alley West



Buildings along Main Street between 100 S and Forest Street and the east side between 200 S and 100 S have no (to minimal) setbacks creating a consistent street wall with few interruptions. While other buildings such as City Hall, the Chamber of Commerce, D.L. Evans Bank, First Community Bank, Zions Bank, and Smith’s have a ten to fifteen-foot setback.

Despite this low setback, Smith’s is not oriented toward Main Street but rather faces a surface parking lot. Larger institutional buildings such as county buildings, courthouses, and religious structures have larger setbacks of 30 to 50 feet.

The Main Street Corridor has no dedicated stand-alone public parks or plazas; however, smaller open spaces exist adjacent to several key buildings throughout the downtown. These include the Box Elder Tabernacle, the Brigham Academy Center, the First District Court, the Box Elder County Courthouse, and the Brigham City Public Library.

Brigham City’s downtown area features a diverse range of building conditions. While most structures are maintained in good to excellent condition, contributing significantly to the welcoming and historic character of the downtown district, there are a few buildings that remain in fair to poor condition. This mix of building states reflects both the ongoing care taken by property owners and the opportunities for further revitalization efforts to enhance the overall aesthetic and functional quality of the downtown area.



The Box Elder County Courthouse. Source: Encircle Photos

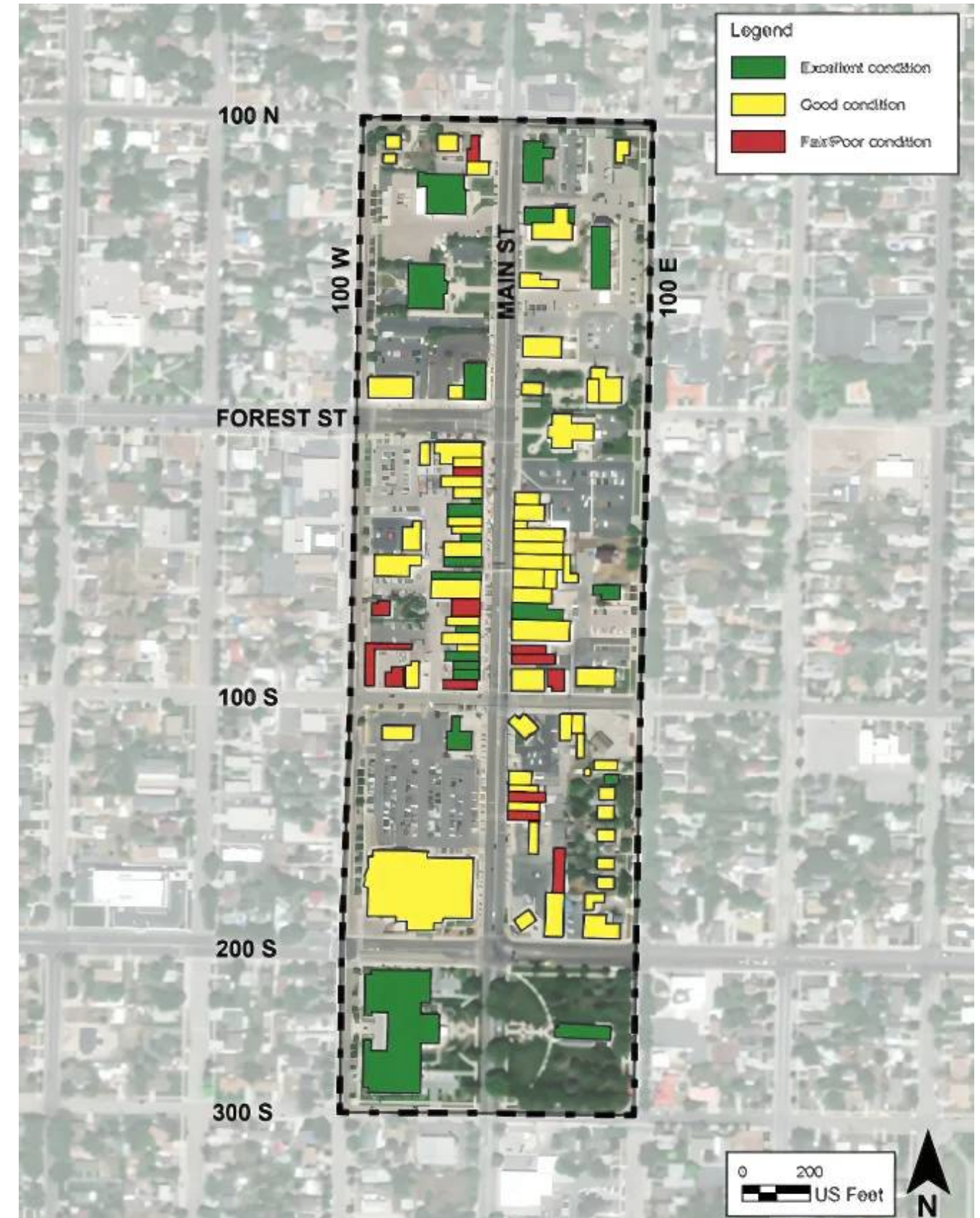


Figure X: Building Condition



Urban Design

Urban design elements are critical in creating and accentuating downtown Brigham City's truly unique identity.



Downtown Brigham City sidewalk standard

Several elements highlight the historic nature and importance of Main Street. A key landmark anchoring Main Street is the Gateway Arch. The Gateway Arch celebrates Brigham City's access to the Bear River Migratory Bird Refuge and ties that conservation and nature focus into the identity of Main Street.

Sidewalks throughout Main Street are in good repair providing a reliable pedestrian clear zone throughout the year.

Crosswalks are clearly identified with signage and ADA warning strips. Curb cuts are monitored with push button-activated signals. However, the crosswalks are not at the appropriate intervals or distance spacing to encourage an appropriate percentage of users. Trash receptacles are present on sidewalks but infrequent.

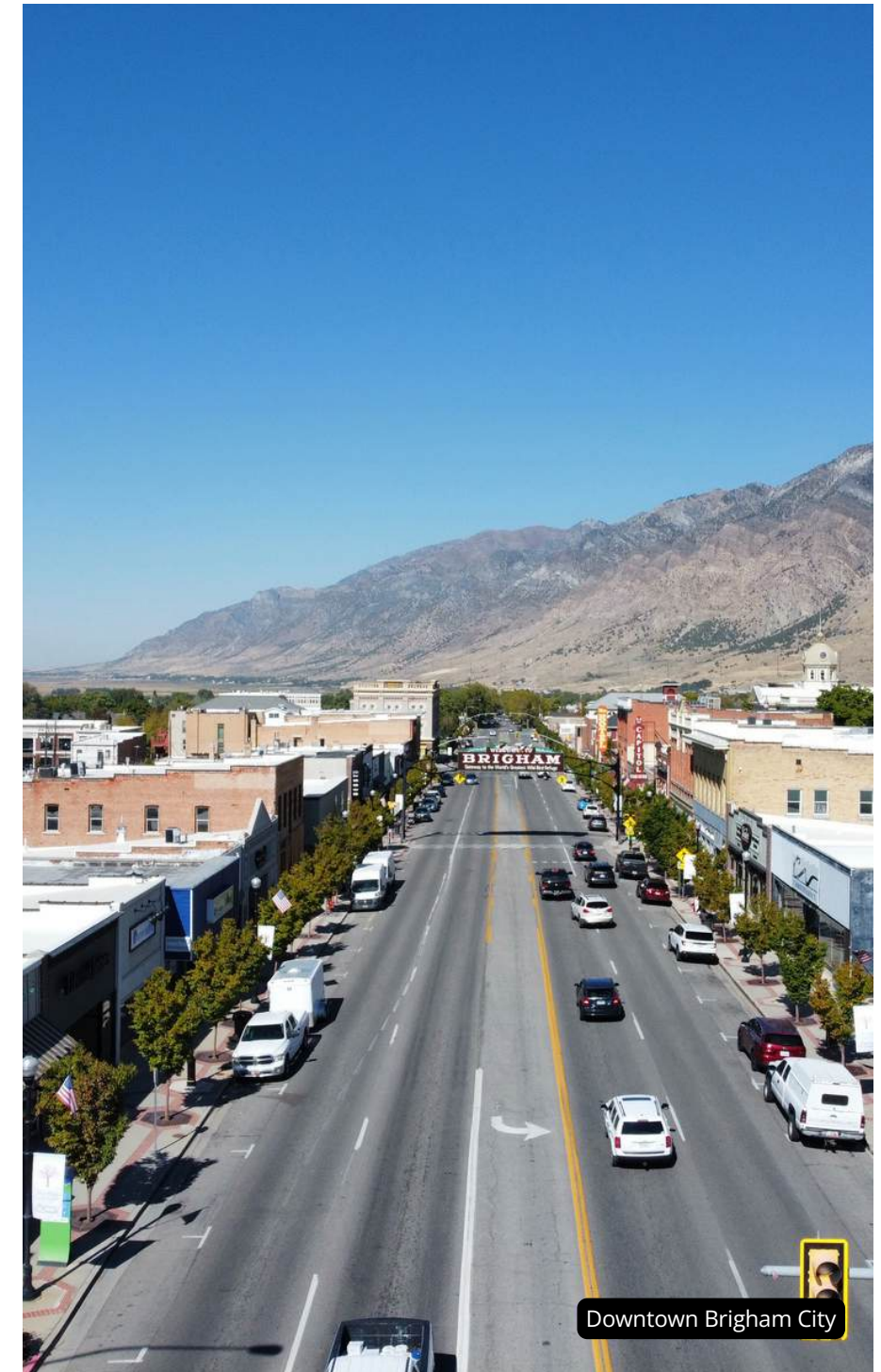
Public amenities such as restrooms and drinking fountains are absent along Main Street outside of government buildings.

A semi-consistent hexagonal sidewalk accent paving pattern is found throughout the pedestrian sidewalks of Main Street between 200 S and 100 N. This paving pattern does not continue outside of downtown Main Street into the local roads, and serves as a unifying design element that distinctly notes where the downtown core starts and finishes.

The pattern highlights pedestrian sidewalks creating visual interest for those walking along Main Street. The sidewalk paving pattern also ties in the regularly spaced street trees and light posts, integrating them into a cohesive design theme. These interconnected elements of accent paving, street trees, and lighting are unique to Main Street, aiding the corridor's imagability. Acorn street lights along Main Street differ from other standard street lighting fixtures on other nearby streets.

Street trees along Main Street are young but placed at consistent intervals, adding a regular and predictable connection to nature that much of Main Street lacks. The presence of these consistent street trees also provides shade for pedestrians on hot and sunny days. Many nearby local streets have larger, less regular street trees.

Public gathering spaces are limited along Main Street. County and City buildings have small amounts of open green space adjacent to them where pedestrians can congregate. However, these spaces are not designed or designated for impromptu or planned outdoor community gatherings.



Downtown Brigham City



Multimodal Circulation

Main Street is a critical north-south arterial corridor for vehicular circulation through the downtown area, while Forest Street and 200 S provide critical east-west circulation.

These arterial corridors are then connected by various roads circulating local traffic. Four signalized intersections control traffic along Main Street at the 200 S, 100 S, Forest Street, and 100 N intersections.



Crosswalk located on Main Street and 100 S

Vehicular circulation in and around downtown Brigham City is primarily concentrated on Main Street and 200 South. The roads surrounding the downtown area are predominantly residential and not intended for high-traffic circulation.

Streets designed to accommodate higher traffic volumes through downtown and nearby residential areas include Main Street, 500 West, 600 East, 200 South, Forest Street, and 100 North. According to traffic data from the Utah Department of Transportation, the Average Annual Daily Traffic (AADT) for these streets is as follows:

AVERAGE ANNUAL DAILY TRAFFIC (AADT)	
Street	AADT
Main Street	16,000–17,000
500 West	3,500–6,800
600 East	5,100
200 South	11,000
Forest Street	7,500
100 North	1,600–3,400

Along Main Street, all roads have ADA-accessible sidewalks; however, the built environment is designed around vehicular circulation, emphasizing efficient vehicle movements over pedestrian circulation.

Crosswalks are infrequent, existing only at major intersections, causing pedestrians to unsafely cross the street at non-designated locations. Three mid-block pedestrian crossings exist including a crossing at approximately 150 S., 50 S. (at the Gateway Arch) and at approximately 150 N.



All crosswalks are located at signalized intersections, or have pedestrian-activated push buttons or flags for pedestrian use. All sidewalks and crosswalks have ADA-accessible ramps, with the size and slope of the ramps differing along Main Street.

Most crosswalks are also equipped with ADA warning strips on curb-cut ramps at each end of the crosswalk. Intersections are wide but are signaled with a clear pedestrian path identified along all crossings throughout the Downtown Main Street corridor.

Dedicated biking infrastructure does not exist within the downtown area. In its current configuration, Main Street is not a safe corridor for bicycle use.

Parking is found primarily in dedicated surface parking lots oriented toward building entrances with access from Main Street, 100 W., 100 N., and 100 E. Main Street, 100 W., and 100 E. also have on street parking along both sides from 200 S to 100 N. This combination of lot and street parking provides ample parking for Main Street district patrons throughout the downtown core, providing easy access to all locations and businesses.



Real Estate and End-User Mix

Building occupants vary throughout the district, demonstrating a diverse and distinct business end-user group.

Most commercial activity is concentrated along Main Street, however, residential properties do exist in close proximity to Main Street, with single-family detached housing one block east and west of Main Street.

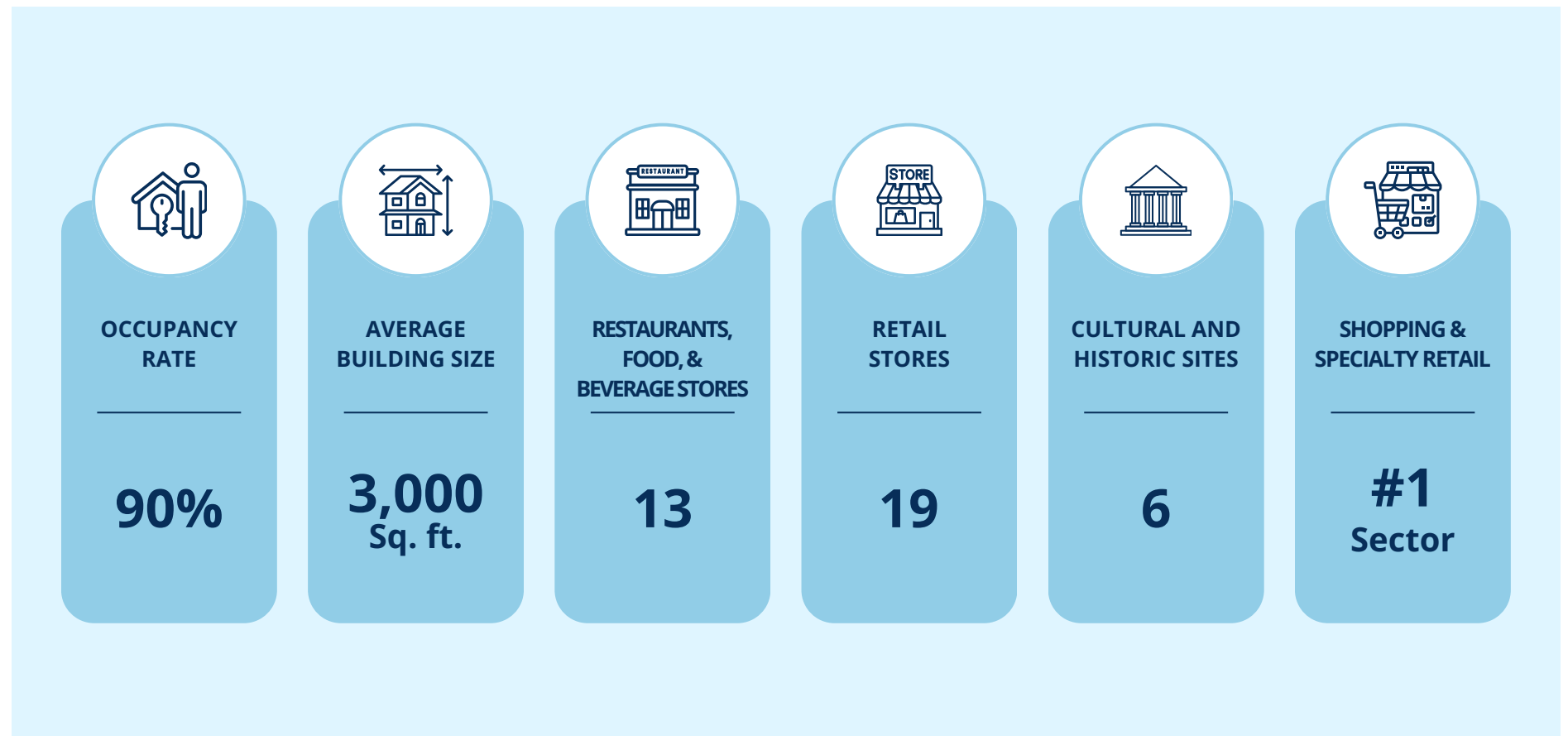
The corridor is a mix of retail, office, hospitality, service-based, and institutional uses. Most commercial occupants foster a pedestrian-oriented environment, such as those along Main Street between 100 S and Forest Street. However, there is still a significant presence of auto-oriented businesses along Main Street, including a drive-through bank, hotel, and large surface parking dedicated to a grocery store and the Box Elder County Courthouse and Box Elder County Justice Court.

Downtown has a high occupancy rate with approximately 90% of the structures within the district fully or partially occupied on the first floor. Only 10 structures within the district are completely vacant (this number fluctuates regularly), yet many upper floors are underutilized.



Downtown Brigham City

View the Building and Business Inventory





The following table reflects business types and quantities according to the Box Elder Chamber of Commerce along Brigham City's Main Street Downtown core (Note: these numbers fluctuate regularly as businesses open and close):

Industry Sectors Categories	
Advertising and Media	2
Arts, Culture, and Entertainment	1
Business and Professional Services	5
Computer and Telecommunications	1
Family, Community, and Civic Organizations	3
Finance and Insurance	5
Government, Education, and Individuals	2
Health and Fitness	2
Healthcare	1
Home and Garden	1
Lodging and Travel	1
Personal Services and Care	1
Public Utilities and Environment	1
Real Estate, Moving, and Storage	2
Restaurants, Food, and Beverages	13
Shopping and Specialty Retail	19

Source: Box Elder Chamber of Commerce
<https://members.boxelderchamber.com/list>

Industry Sectors NAICS Codes	
Construction	23
Manufacturing	31-33
Wholesale Trade	42
Retail Trade	44-45
Information	51
Finance and Insurance	52
Real Estate and Rental and Leasing	53
Professional, Scientific, and Technical Services	54
Administrative and Support and Waste Management and Remediation Services	56
Health Care and Social Assistance	62
Arts, Entertainment, and Recreation	71
Accommodation and Food Services	72
Other Services (except Public Administration)	81
Public Administration	92

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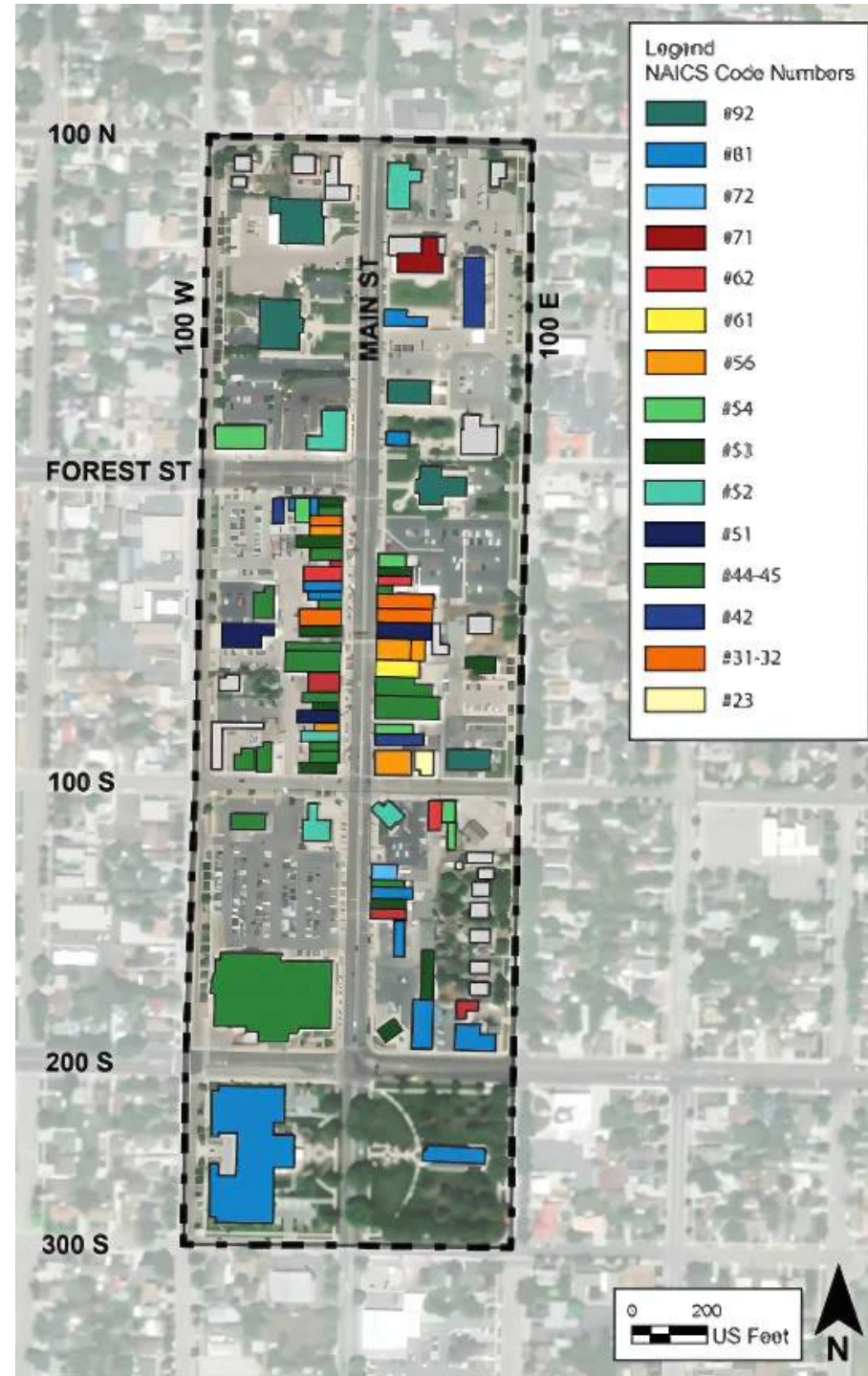


Figure X: Business Inventory



Figure X: Building Occupancy



CULTURAL ASSET INVENTORY

Cultural and Historic Sites

A cultural asset inventory will be prepared for the downtown and provided in an editable format.



1. Brigham City Archway

The Brigham City archway is an iconic landmark at the heart of downtown. Erected in 1928, the arch serves as a welcoming symbol, marking the entrance to the city's historic downtown area.



2. Capitol Theatre

The Capitol Theatre, formally known as the Elberta Theatre, opened in 1917. It is the only remaining theatre in Brigham City from the early twentieth century. The theatre represents a significant piece of the city's history in the arts and entertainment.



3. Box Elder Tabernacle

Completed in 1897, the Box Elder Tabernacle has served the community of Brigham City for over 125 years. The landmark structure reflects the pioneer origins of the city.



4. Brigham Academy Center

The Brigham Academy Center was established in 1903 as a dance instruction studio and social hall. It now serves the community as an event center and is a unique example of the Renaissance Revival architectural style in Brigham City.



5. Brigham City Museum of Art & History

The Brigham City Museum of Art & History is located at 24 N. 300 W. The museum houses a permanent art collection and stages traveling exhibits, and exhibits organized by museum staff. The museum also houses a history exhibit.



6. Brigham City Fine Arts Center

The Brigham City Fine Arts Center is a private non-profit located at 58 S. 100 W. It offers instruction in a variety of disciplines as well as staging theatrical productions and concerts.

CULTURAL AND HISTORIC SITES	ADDRESS
Box Elder Tabernacle	251 S Main St
Brigham Academy Center	58 N Main St
Brigham City Archway	Main St
Capitol Theatre (formerly Elberta Theatre)	53 S Main St



Sites on the National Register of Historic Places



The Alma Compton house

1. Homes

Two homes located within the downtown area are listed on the NRHP. The Alma Compton house is a Victorian cottage built in 1908 and was designated for its association with Alma Compton, a famous photographer who lived there. The home of Jonathan and Jennie Knudson was completed in 1901 and is one of the larger, more elaborate Victorian-era houses in the city. It is also significant for its association with Jonathan Knudson who was a successful leader in the early fruit industry.



2. Civic and Community Facilities



a. Box Elder County Courthouse: The courthouse was constructed in 1857 with a major addition made in 1910. The building has served the county since the 1850s and is an example of the Neoclassical architectural style popular in civic buildings in the early 20th century.



b. Carnegie Library: The Brigham City Carnegie Library is one of 23 built in Utah, and one of only 17 that remain. Andrew Carnegie funded the construction of the building in 1915 and the library became a symbol of support for free public libraries in the state. It is a rare example of the Prairie architectural style applied in Carnegie libraries.



c. Fire Station/City Hall: The former Brigham City Fire Station and City Hall was constructed in 1909. The building was originally used as the first fire station and city hall. City hall remained in the building until 1974.

3. Religious Buildings



Tabernacle: The Box Elder Tabernacle was designated for its significance as a neo-Gothic structure and history in the Church of Jesus Christ of Latter-day Saints.

4. Commercial Buildings



a. Historic District: The nationally recognized historic district encompasses the area roughly bounded by 700 S, 500 E, 500 N, 300 W, and 500 W. It exemplifies the architectural styles, development patterns, and social influences unique to Brigham City.



b. Mercantile Store: The Brigham City Mercantile Store was built in 1891 by the Cooperative and is only one of two remaining Co-Op structures in Brigham City.



c. Knudson Brothers Building: The Neoclassical commercial building was built in 1914 and is significant for its association with the Knudson family. The Knudson brothers, Charles and Jonathan were leaders in the local fruit industry.



d. Telegraph building: This building is the oldest remaining structure in Brigham City associated with the telephone industry. The building played an essential role in the expansion of the communications industry in the city.



e. Union Block: The Union Block building was constructed in 1892 during a major period of commercial growth in the city. The building was originally used for a fruit business and played a role in the success of the produce industry.

5. Entertainment and Accommodations



a. Elberta Theatre: Completed in 1917, the historic theatre was designed and constructed by local architects. It was renamed the Capitol Theatre in 1927 and remained a key cultural venue for the city.



b. Hotel Brigham: The historic hotel was built in 1914 with an addition in 1924. The building housed several commercial businesses throughout the early twentieth century.



c. Howard Hotel: The Howard Hotel was built in 1903 and was the primary hotel in the city in the early twentieth century.

SITES ON NATIONAL REGISTER OF HISTORIC PLACES	ADDRESS
Alma Compton house	142 S 100 E
Box Elder County Courthouse	1 N Main St
Box Elder Stake Tabernacle	251 S Main St
Brigham City Carnegie Library	26 E Forest St
Brigham City Fire Station/City Hall	6 N Main St
Brigham City Historic District	700 S, 500 E, 500 N, 300 W, 500 W
Brigham City Mercantile and Manufacturing Association Mercantile Store	5 N Main St
Elberta Theatre	53 S Main St
Hotel Brigham	13 and 17 W Forest St
Howard Hotel	35 S Main St
Jonathan and Jennie Knudson house	48 S 100 E
Knudson Brothers building	63 S Main St
Mountain States Telephone and Telegraph building	20 E 100 S
Union Block	57 S Main St

Table X:



Festivals and Events



1. Art on Main

Art on Main is a Memorial Day event that celebrates veterans and local art. The event includes several gallery attractions - the Fine Art Show, Chalk Art Contest, PleinAir Competition, and Birds of Bear River Photography Exhibit. Additionally, businesses on Main Street are encouraged to extend into the sidewalks and people can enjoy live music at the Main Street Stage.



2. Nutcracker Festival

The festival was inspired by the Nutcracker Ballet and its roots at the Box Elder Academy of Music and Dance, now the Brigham Academy Center. The downtown open house, part of the celebration, includes live music, the display of nutcrackers and ballerinas in the display windows of downtown businesses, and lighting displays throughout downtown.



3. Peach Days

The celebration of Brigham City's agricultural heritage and history in peach cultivation began in 1903. The festival is held on Main Street each September.



4. Farmers Market

The Farmers Market is held annually from June to October next to City Hall. It attracts local farmers, food vendors, artisans, and musicians. The market is a gathering place for residents and visitors to experience the culture of Brigham City.



5. Third Friday Live

Every third Friday of the month, Main Street attracts residents with businesses open late, live music, and food trucks.

FESTIVALS AND EVENTS	DATES
Art on Main	May
Farmers Market	June - October
Peach Days Festival	September
Nutcracker Festival	November - December
Third Friday Live	3rd Friday of each month

Table X:



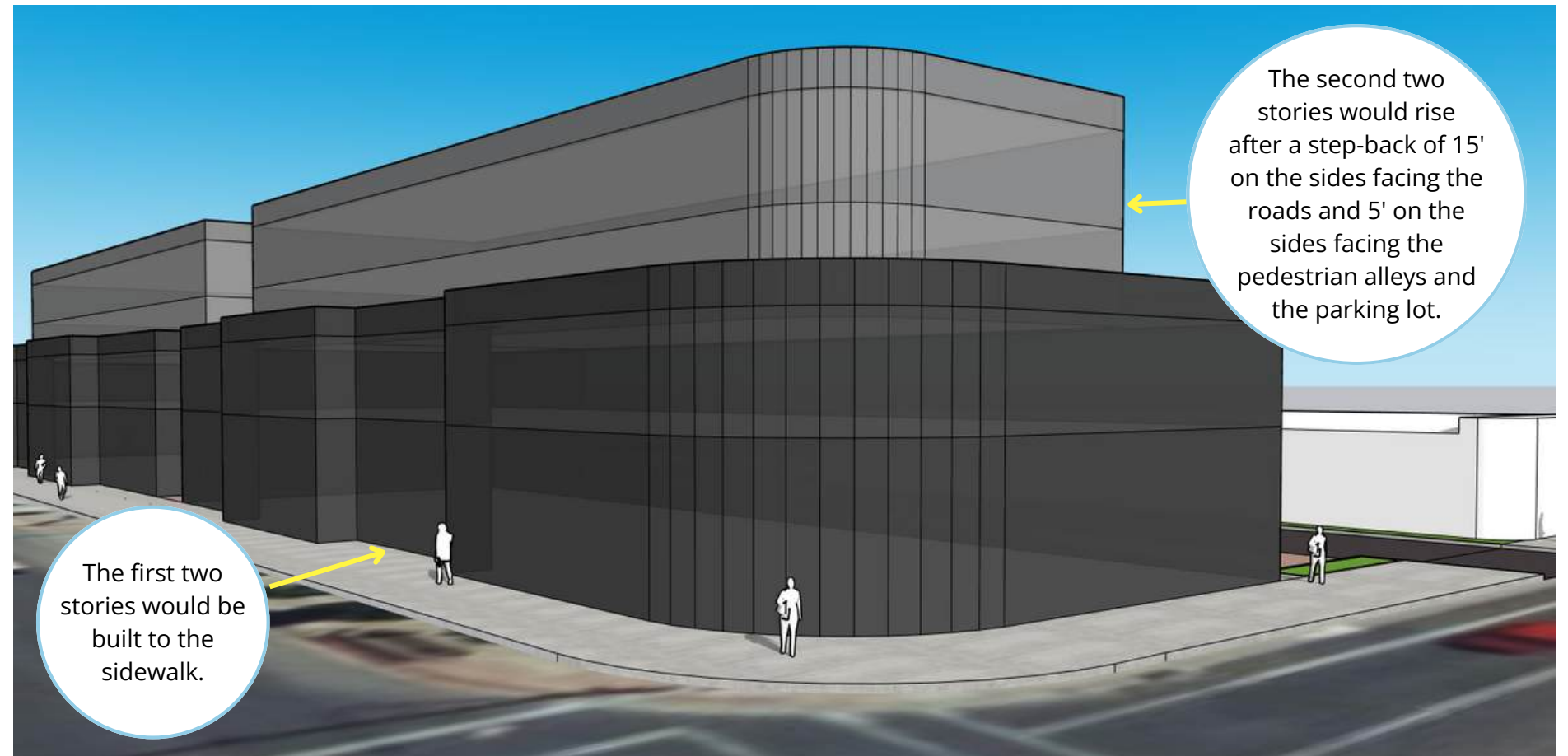
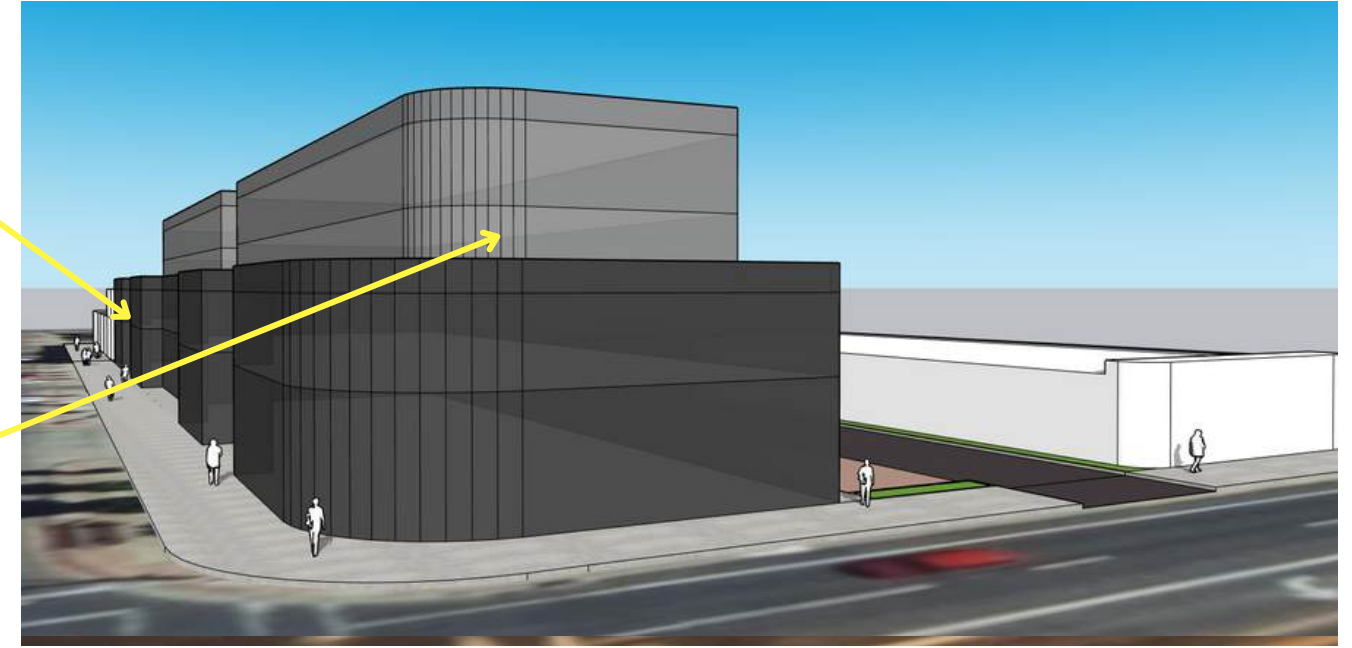
Targeted Redevelopment Site

The site (145-200 S Main Street) is composed of five parcels, totaling 58,017 square feet (1.33 acres). The frontage along S Main Street is 346.3 feet, and the frontage along 200 S is 167.5 feet. Current development is low-density commercial with three unique structures and two businesses - Safelight AutoGlass and AutoRageous Car Wash.

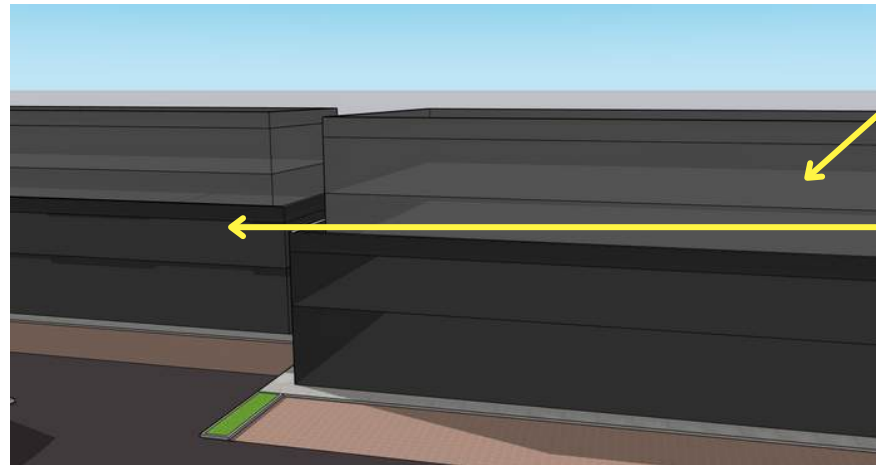


- These renderings depict mixed-use infill development to continue the front facade from the buildings due north. Both buildings would both be four stories.
- In accordance with historic downtown guidelines, the new development:
 - Maintains the traditional orientation, alignment, and setback of existing historic buildings.
 - Reduces the visual impact of mass by creating building insets or projections • Stepping back upper floors and varying the height of the roofline.

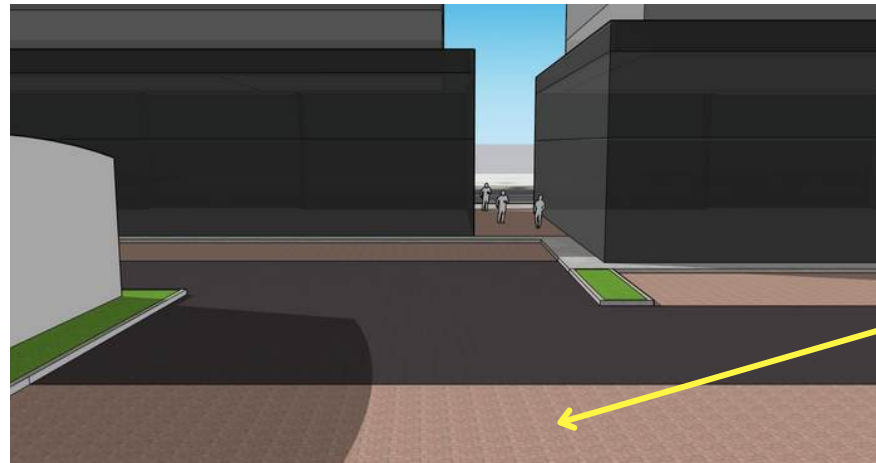
- The first two floors are best suited as being commercial spaces, i.e., retail, restaurant, service, or office. Ideally, the ground floor would be an active use such as retail, restaurant, or service, while the second floor would be office space.
- The next two floors are best suited as residential spaces, offering downtown living accommodations designed to meet the needs of residents.



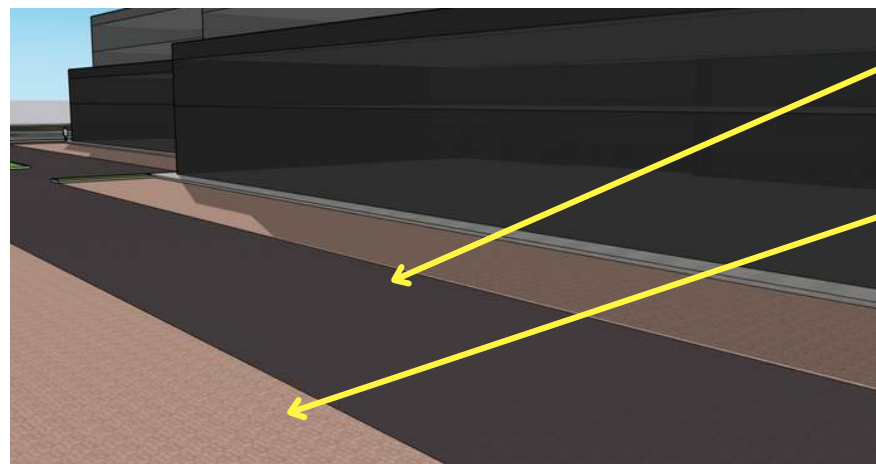
Targeted Redevelopment Site



- North building: The lower floors have 13,771 sq. ft. and upper floors have 10,011 sq. ft. Commercial floors total to 27,542 sq. ft., and residential floors total to 20,022 sq. ft. Notably, this does not include common area, walls, elevators, or stairs which can be estimated at 25% of the GSF.
- South building: The lower floors have 9,686 sq. ft. and upper floors have 5,690 sq. ft. Commercial floors total to 19,372 sq. ft., and residential floors total to 11,380 sq. ft. Again, approx. 25% can be set aside for common area, walls, elevators, and stairs.



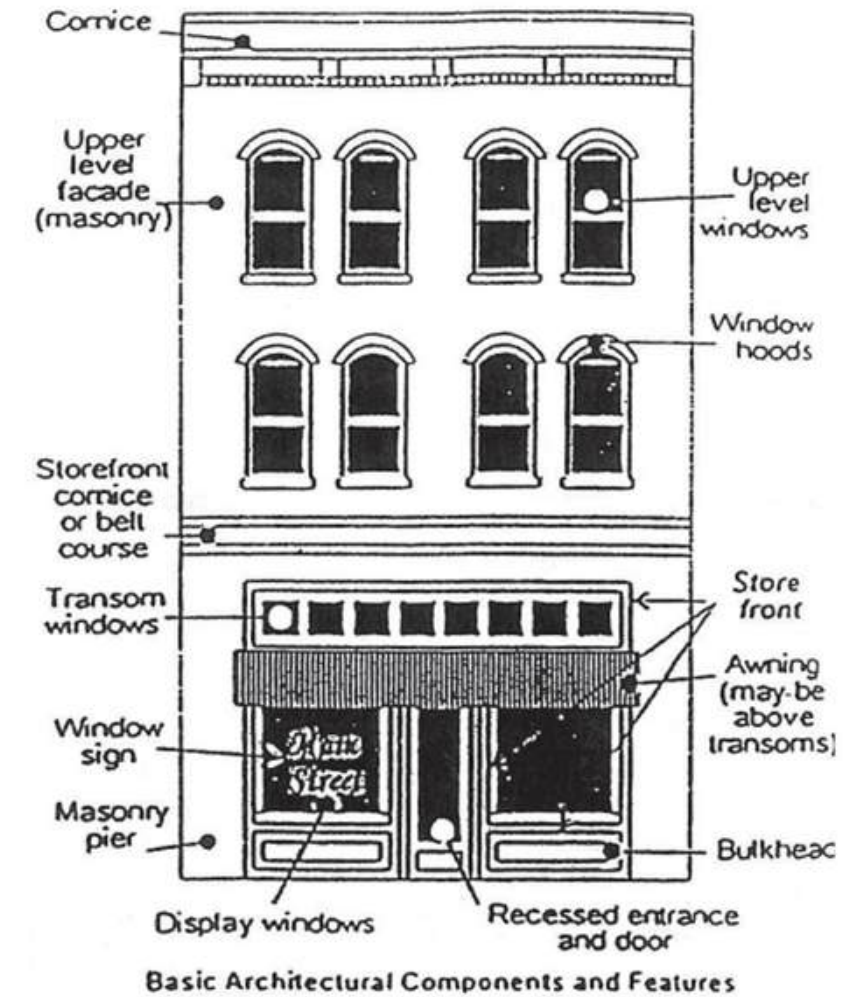
- Assuming 25% of GSF is set aside for common area, walls, elevators, and stairs, that leaves residential floors with 7,508 sq. ft. in the north building and 4,267 in the south building.
- With 23,550 sq. ft. of residential, 23 apartments averaging about 1,024 sq. ft. can be fit into these buildings.



- Assuming an average need of 1.5 parking stalls per unit, this will total to 35 parking stalls needed for the 23 units.
- The parking lot helps to separate the building from the homes to the east. Moreover, this parking lot lines up with the lots to the north, helping with circulation.
- Assuming a parking stall dimension of 10' x 20', this lot can have up to 53 stalls, two of which must be ADA-accessible. This number may be further reduced by the need for trash receptacles or open space.

In accordance with historic downtown guidelines, the new development:

- Will create mid-block connections by including spaces between buildings to connect interior parking areas to the Main Street area.
- Use architectural components approved by the guidelines such as those illustrated below.



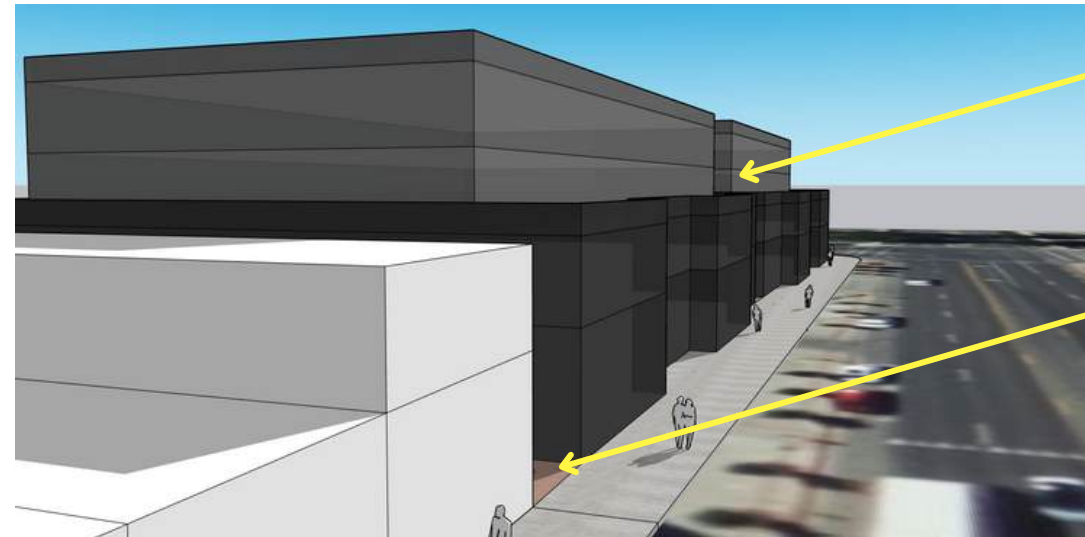


Targeted Redevelopment Site

- This development is designed to match existing downtown forming/massing by building to the sidewalk, having regular breaks, and providing parking behind the building. Moreover, it purposefully keeps the historic buildings to the immediate north and east.
- The mix of commercial and residential also helps to provide additional ground floor commercial space and units which help to create an 18-hour district.
- Final details are also important to consider such as building materials that match existing architecture, regular façade articulation, and front door orientation to Main Street.

In accordance with historic downtown guidelines, the new development:

- will incorporate brick as the primary material, with stucco or other materials used for ornamentation or accent.



- Notably, the 15' step-back from Main Street helps to conceal the third and fourth stories to some degree. **This space that is created on top of the second floor could be used as balconies for the units or as an amenity deck.**
- The development is designed to blend in as seamlessly as possible with the existing development to the north. Wide sidewalks and a consistent façade will help to give the perception of a consistent mass along Main Street.
- A key feature of this development are the two 15'-wide pedestrian alleys that help to break up the site and provide additional pedestrian connectivity.
- Downtown has very long blocks which limit pedestrian circulation. These alleys help to provide reprieve from the long stretch of façade and connect pedestrians to the parking lots behind the buildings. Additionally, these alleys can be programmed to have outdoor dining or features such as string lighting.



Artisan Alley | Local Activated Alleyway



DOWNTOWN
**MARKET GAP
ANALYSIS**

04





DOWNTOWN MARKET GAP ANALYSIS

Brigham City is a medium-sized community within the greater Box Elder regional trade area. Although certain commercial or retail amenities are present throughout the entire community, the Main Street corridor still represents one of the city’s most prominent commercial destinations. To help the downtown diversify and expand its economy, the corridor must become a hub of activity and provide the highest and best use possible for properties.

It is critical to remember there are two types of highest and best use, namely:



Civic-Minded Use

This determination includes qualitative factors, including those elements necessary for vibrant neighborhoods and cities. Often these elements have limited ROI, yet are critical to the overall city’s health.



ROI-Focused Use

This highest and best-use calculation style is based on a business’s return on investment (ROI), focusing on cash flow generated from a property.

Market gap analysis is a tool that highlights characteristics about expenditures and identifies potential end-users who can utilize the buildings within downtown, fulfilling missing services or amenities to create a balanced economy. Utilizing market gap analysis, also known as leakage analysis, the City can better understand what services or amenities are being met within the community and what services residents must travel outside the City to obtain. This section summarizes the data collected from a Claritas Market Analysis (retrieved in June 2024).

Identified Trade Area

There are multiple municipalities within the identified target market area, many of which patronize the services and amenities that Downtown Brigham City offers. Due to this, we provide information about several distinct trade areas. These areas are identified as the following and are also illustrated in the map below:

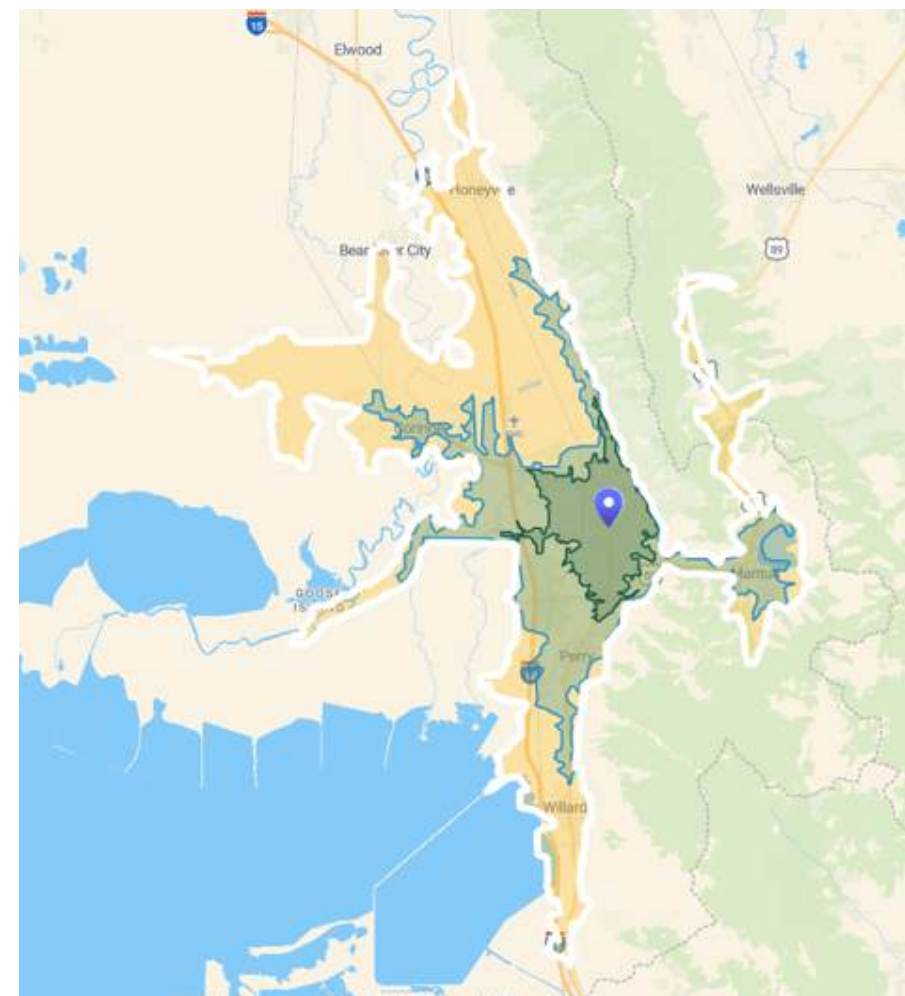


Figure X: Downtown Brigham City Trade Areas



5-MINUTE DRIVE TIME

This is the primary service area comprising full-time residents and routine visitors.



10-MINUTE DRIVE TIME

This area holds regular visitors and individuals/groups who utilize Downtown Brigham City as their hometown.



15-MINUTE DRIVE TIME

This includes individuals or families who still utilize other areas as their commercial hub yet have reasonable access to Downtown Brigham City.



Missing Services & Amenities

Retail supply gaps represent sectors that are not meeting their full potential, based on a comparison of the amount of revenue captured and projected demand. For a small community to succeed, it must provide residents with all necessary purchases and most of the desired services. These goods and services in Brigham City are required for residents to retain their businesses and tax dollars, reducing travel distances and times.



Idle Isle Cafe in Downtown Brigham City

This section outlines the retail and commercial sectors identified as underserved within the trade areas listed above. These sectors have a potential for either growth or start-up within Brigham City's downtown core. Additionally, all missing sectors have been vetted as desirable or applicable to be placed within all three drive-time trade areas. Furthermore, the services that have been identified as being underserved, but that are not well situated for downtown Brigham City, either for architectural massing or compliant land use requirements, have not been included. As a note, auto-oriented businesses must be carefully designed within Main Street districts.

For specificity, this analysis only considers four-, five-, or six-digit NAICS sectors, with six digits being the most detailed sector within the NAICS classification system. The following eight sectors are compatible with Main Street building typologies, have the largest supply gaps within the 5-minute drive time trade area, and have notable supply gaps within the 10-minute and 15-minute drive time trade areas. (The full Claritas market report can be found in the Appendix.) Numbers represented in the below table demonstrate the potential growth or leakage of sales leaving the trade area, by drive distance. These numbers are also used in the remainder of this section as explanations for each leakage sector are documented independent.

NAICS Sector	5-Min. Drive Time	10-Min. Drive Time	15-Min. Drive Time
Full-service restaurants (NAICS 722511)	\$11,094,110	\$14,418,130	\$18,798,534
Pharmacies and drug stores (NAICS 44611)	\$3,279,119	\$10,901,240	\$14,086,146
Furniture stores (NAICS 4421)	\$2,812,110	\$4,524,905	\$5,257,179
Electronics stores (NAICS 443142)	\$2,619,863	\$3,829,523	\$4,452,409
Snack and non-alcoholic beverage bars (NAICS 722515)	\$2,208,540	\$3,402,717	\$3,982,443
Home furnishings stores (NAICS 4422)	\$2,017,955	\$3,087,894	\$3,593,234
Women's clothing stores (NAICS 44812)	\$1,197,681	\$1,945,403	\$2,236,759
Office supplies, stationery, and gift stores (NAICS 4532)	\$1,040,660	\$1,534,170	\$1,781,730

Table X:





Start-Up or Growth Opportunities

The following eight NAICS sectors represent sectors that are compatible with Downtown Brigham City and have the largest documented supply gaps within the five-minute drive time trade area.



**FULL-SERVICE RESTAURANTS
(NAICS 722511)**

Missing Service	Supply Gap 5 minutes	Supply Gap 10 minutes	Supply Gap 15 minutes
Full-service restaurants (NAICS 722511)	\$11,094,110	\$14,418,130	\$18,798,534

Full-service restaurants are a highly compatible and beneficial addition to Downtown Brigham City, addressing substantial supply shortages within all three of the trade areas. These establishments offer a unique dining experience with tableside waiter/waitress service, enhancing the local food scene and providing patrons with a comfortable and enjoyable setting to dine.

The inclusion of alcoholic beverages, carryout options, and live entertainment further diversifies available dining options, attracting a broader customer base and promoting longer visits to the downtown area. This not only meets the existing demand for more dining choices but also stimulates economic growth, increases foot traffic, and contributes to the vibrancy and appeal of Downtown Brigham City as a destination for both residents and visitors.



**PHARMACIES AND DRUG STORES
(NAICS 44611)**

Missing Service	Supply Gap 5 minutes	Supply Gap 10 minutes	Supply Gap 15 minutes
Pharmacies and drug stores (NAICS 44611)	\$3,279,119	\$10,901,240	\$14,086,146

Pharmacies and drug stores are not only compatible with the downtown core and character, they also meet the needs of the aging population of the greater Brigham City area. These establishments provide essential services by retailing prescription and nonprescription drugs and medicines, fulfilling a critical healthcare need for the community. The presence of a pharmacy in the downtown area ensures convenient access to medications and health-related products, promoting public health and well-being. Additionally, pharmacies often offer supplementary services such as health consultations, vaccinations, and over-the-counter products, enhancing the overall accessibility and quality of healthcare in the area. By attracting regular foot traffic, pharmacies can also stimulate economic activity for nearby businesses, contributing to the overall vitality and sustainability of the Downtown. These businesses are often locally owned compounding style pharmacies, serving as both a convenience store and pharmacy location. Within a downtown, these facilities are often 5,000 - 10,000 Sq Ft and require a front and rear access for parking.



**FURNITURE STORES
(NAICS 4421)**

Missing Service	Supply Gap 5 minutes	Supply Gap 10 minutes	Supply Gap 15 minutes
Furniture stores (NAICS 4421)	\$2,812,110	\$4,524,905	\$5,257,179

Furniture stores and areas of growth such as Brigham City have a symbiotic relationship. While many downtown corridors do not have adequately sized buildings to house such establishments, Brigham City has several properties that meet this demand. Through this effort, the City will be able to address a regional shortage in demand, as identified in all three trade areas. These establishments retail a wide range of new furniture, including household, office, and outdoor furniture, meeting the varied needs of the community.

The presence of furniture stores downtown not only provides residents with convenient access to essential home and office furnishings but also attracts shoppers from surrounding areas, increasing foot traffic and supporting local businesses. This boosts economic activity, enhances the retail mix, and contributes to the overall attractiveness and liveliness of the Downtown as a vibrant hub.





Consignology in Downtown Brigham City.
Source: Consignology

**FURNITURE STORES
(NAICS 4421)**

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**HOME FURNISHINGS STORES
(NAICS 4422)**

Missing Service	Supply Gap 5 minutes	Supply Gap 10 minutes	Supply Gap 15 minutes
Home furnishings stores (NAICS 4422)	\$2,017,955	\$3,087,894	\$3,593,234

Home furnishings are often important destinations in a downtown corridor. These stores specialize in retailing a wide array of new home furnishings, excluding furniture, offering items such as window treatments, floor coverings, decorative accessories, and home improvement goods. The inclusion of such establishments enhances the variety of shopping options available in the downtown area, attracting both local residents and visitors seeking to beautify and personalize their living spaces.

By providing high-quality home decor products, these stores contribute to the overall appeal and charm of the Downtown. Additionally, they create opportunities for synergy with existing businesses, fostering a vibrant and dynamic retail environment. Increased foot traffic and consumer spending generated by home furnishings stores boost the local economy, making the Downtown a more attractive and bustling hub for shoppers and entrepreneurs alike.



**ELECTRONICS STORES
(NAICS 443142)**

Missing Service	Supply Gap 5 minutes	Supply Gap 10 minutes	Supply Gap 15 minutes
Electronics stores (NAICS 443142)	\$2,619,863	\$3,829,523	\$4,452,409

Electronics stores are a staple destination in almost any downtown. While this used to be a “Radio Shack” type tenant, it has recently become more focused around mobile phones or technology and applicable repairs. These stores can offer a broad range of new consumer electronic products, from televisions and computers to cameras and more, catering to the tech-savvy needs of the community.

Whether specializing in a single product line or providing a general assortment of electronics, these establishments enhance the downtown retail landscape. Furthermore, by incorporating repair and support services, they offer a comprehensive experience that encourages repeat visits and customer loyalty. The availability of prepackaged computer software and prerecorded audio and video media diversifies the product offerings, attracting various customer demographics. This increased foot traffic and consumer engagement not only bolster the local economy but also contribute to the dynamic and vibrant atmosphere of the Downtown, making it a more attractive destination for both residents and visitors.



Monarch Tea House Downtown Brigham City

SNACK AND NON-ALCOHOLIC BEVERAGE BARS (NAICS 722515)			
Missing Service	Supply Gap 5 minutes	Supply Gap 10 minutes	Supply Gap 15 minutes
Snack & non-alcoholic beverage bars (NAICS 722515)	\$2,208,540	\$3,402,717	\$3,982,443

Snack and non-alcoholic beverage bars are a favorable destination for fitting into historic downtown corridors. These establishments specialize in preparing and serving a variety of specialty snacks and nonalcoholic beverages, offering options like ice cream, frozen yogurt, cookies, popcorn, coffee, juices, and sodas. By providing a unique and enjoyable experience for customers to consume treats on or near the premises, these bars create inviting spaces for socializing and relaxation.

They often sell related products, such as coffee beans, mugs, and coffee makers, enhancing the retail experience and attracting a diverse clientele. The presence of these establishments boosts foot traffic, promotes longer visits, and encourages a vibrant downtown atmosphere. Additionally, they cater to a wide range of tastes and preferences, making the Downtown a more appealing destination for residents and visitors alike, while stimulating local economic growth.



WOMEN'S CLOTHING STORES (NAICS 44812)			
Missing Service	Supply Gap 5 minutes	Supply Gap 10 minutes	Supply Gap 15 minutes
Women's clothing stores (NAICS 44812)	\$1,197,681	\$1,945,403	\$2,236,759

Women's clothing has always been, and currently still is, a staple in any successful downtown corridor. This retail sector has changed structure since 2020, yet it still provides a basic service and serves as an attractor for many visitors. These stores offer a diverse selection of new women's and juniors' clothing, including maternity wear, catering to a wide range of fashion needs and preferences.

By providing basic alteration services, such as hemming and adjusting seams, they ensure a personalized shopping experience that enhances customer satisfaction and loyalty. The presence of women's clothing stores adds variety to the retail landscape, attracting shoppers from the local community and beyond. This influx of visitors boosts foot traffic and energizes the downtown atmosphere, fostering economic growth and vitality. Moreover, these stores create opportunities for collaborations with nearby businesses, promoting a dynamic and interconnected retail environment. Overall, women's clothing stores contribute significantly to making Downtown a vibrant and appealing destination for shopping and leisure.



The Print Shop in Downtown Brigham City

OFFICE SUPPLIES, STATIONERY, AND GIFT STORES (NAICS 4532)			
Missing Service	Supply Gap 5 minutes	Supply Gap 10 minutes	Supply Gap 15 minutes
Office supplies, stationery, & gift stores (NAICS 4532)	\$1,040,660	\$1,534,170	\$1,781,730

Office supplies, stationery, and gift stores are an ideal tenant for downtown Brigham City. This retail sector serves a critical role for not only local shopping but also immediate purchase needs for businesses that are growing in the downtown. These stores offer a wide range of new office supplies, stationery, gifts, novelty merchandise, and souvenirs, catering to both everyday needs and special occasions.

By providing essential office and school supplies, they serve the local business community and students alike, enhancing convenience and supporting productivity. The unique gifts and novelty items attract shoppers seeking distinctive products for celebrations and souvenirs, adding a charming and personal touch to the downtown shopping experience. The variety and quality of merchandise available in these stores not only draw local residents but also entice visitors, increasing foot traffic and promoting economic growth. Additionally, their presence encourages a vibrant retail mix, fostering a dynamic and engaging environment that enhances the overall appeal of the Downtown as a shopping destination.





Missing Sector Recommendations

The chart below lists recommended square footage, minimum population and income per capita in the surrounding community for each of the different businesses the Brigham City may want to encourage to locate Downtown.. These statistics are based on national standards, and further research may be required to verify their applicability to the Downtown Brigham City local economy.

Missing Service	Recommended Square Footage	Recommended Community Size	Recommended Per Capita Income
Full-service restaurants (NAICS 722511)	3,000 - 5,000	15,000	\$45,000
Pharmacies and drug stores (NAICS 44611)	1,500 - 3,000	over 2,500	\$35,000
Furniture stores (NAICS 4421)	6,500 - 10,000	10,000	\$45,000
Electronics stores (NAICS 443142)	1,000 - 2,000	5,000	\$35,000
Snack and non-alcoholic beverage bars (NAICS 722515)	750 - 2,500	2,500	\$35,000
Home furnishings stores (NAICS 4422)	2,500 - 7,500	10,000	\$50,000
Women's clothing stores (NAICS 44812)	1,500 - 5,000	15,000	\$65,000
Office supplies, stationery, and gift stores (NAICS 4532)	2,000 - 3,000	10,000	\$50,000

*The figures represented on this page are provided to compare and demonstrate potential sales tax revenue capture, and all statistics will require additional investigation. Additional revenue capture will come from local assessments and property tax revenue, which varies based on the parcel, not the tenant. These projections are based on Claritas database information and are not a guarantee for tax capture.

Oversaturated Services

While Downtown Brigham City has a documented lack of services and amenities, the community does have several over-saturated services. Oversaturated services are grossly overselling the potential demand for the trade areas. Below are the 5- and 6-digit NAICS sectors quoted as the ten most oversaturated for the five-minute drive time radius. It is important to note that oversaturated does not always mean that the City does not need more of this service. The location of a Love's truck stop will likely skew towards NAICS codes 4413, but there may still be a need for non-commercial based sales.

Oversaturated Service	5-Min. Drive Time	10-Min. Drive Time	15-Min. Drive Time
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	-\$6,575,297	-\$12,599,224	-\$13,652,331
Sporting goods stores (NAICS 45111)	-\$6,515,439	-\$11,970,341	-\$13,004,151
Limited-service restaurants (NAICS 722513)	-\$5,867,420	-\$3,462,472	-\$1,060,623

Economic Impact of Missing Services or Amenities

Outlined below are calculations demonstrating the potential "leakage" of sales tax revenue to the State. The tax revenue calculations are based on a 1% Brigham City sales tax and the most significant supply gap, whether at the five-, ten-, or twenty-minute drive time trade areas. There is no municipal or county sales tax. It is important to note that the City is unlikely to realize all of this tax revenue; however, these are conceptual figures based on the present supply gaps*.

Missing Service	Supply Gap	Potential Brigham City Sales Tax Capture
Full-service restaurants (NAICS 722511)	\$18,798,534	\$187,985
Pharmacies and drug stores (NAICS 44611)	\$14,086,146	\$140,861
Furniture stores (NAICS 4421)	\$5,257,179	\$52,572
Electronics stores (NAICS 443142)	\$4,452,409	\$44,524
Snack and non-alcoholic beverage bars (NAICS 722515)	\$3,982,443	\$39,824
Home furnishings stores (NAICS 4422)	\$3,593,234	\$35,932
Women's clothing stores (NAICS 44812)	\$2,236,759	\$22,368
Office supplies, stationery, and gift stores (NAICS 4532)	\$1,781,730	\$17,817





Economic Development Opportunities

This section outlines recommendations for business or end-user types to attract to Downtown Brigham City. These recommendations are based on the market analysis and a detailed review of the currently vacant or underutilized buildings within the downtown area. The suggestions help identify tenant type, square footage, block location, and potential lease rates.

Recommended Use	Space Allocated in the building (sq. ft)	Potential Lease Rate (per foot)	Average Revenue Per Business	Potential Businesses Needed	Potential County revenue capture per foot	Municipal Revenue Capture Per Foot
Full-service restaurants (NAICS 722511)	3,000 - 5,000	\$15.00 - \$17.50	\$1,500,000	2	\$15,000.00	\$30,000.00
Pharmacies and drug stores (NAICS 44611)	1,500 - 3,000	\$10.00 - \$12.00	\$2,000,000	1	\$10,000.00	\$20,000.00
Furniture stores (NAICS 4421)	6,500 - 10,000	\$4.50 - \$7.50	\$2,250,000	1	\$11,250.00	\$22,500.00
Electronics stores (NAICS 443142)	1,000 - 2,000	\$11.00 - \$15.00	\$800,000	1	\$4,000.00	\$8,000.00
Snack and non-alcoholic beverage bars (NAICS 722515)	750 - 2,500	\$10.50 - \$14.00	\$1,150,000	2	\$11,500.00	\$23,000.00
Home furnishings stores (NAICS 4422)	2,500 - 7,500	\$15.00 - \$17.50	\$1,000,000	1	\$5,000.00	\$10,000.00
Women's clothing stores (NAICS 44812)	1,500 - 5,000	\$15.00 - \$17.50	\$1,250,000	1	\$6,250.00	\$12,500.00
Office supplies, stationery, and gift stores (NAICS 4532)	2,000 - 3,000	\$15.00 - \$17.50	\$1,500,000	1	\$7,500.00	\$15,000.00

Note: The above-quoted rates are outlined as regional standards. Further review is required for market condition applicability.





DOWNTOWN BRIGHAM CITY
RECOMMENDATIONS

05





BUILT FORM RECOMENDATIONS

The following recommendations are aimed at improving the architectural appeal, usability, and historic integrity of the downtown area. These recommendations will provide strategies to help foster and promote factors such as preserving historical character, promoting sustainable building practices, enhancing pedestrian and vehicular connectivity, and creating inviting, vibrant public spaces that support community engagement and economic vitality. The goal of these strategies is to provide a series of action items that will empower the City to move forward with changes within the downtown corridor that are both a catalyst and place-based in nature.

BUILT FORM GOALS, STRATEGIES, AND RECOMMENDATIONS

This section outlines recommendations for business or end-user types to attract to Downtown Brigham City. These recommendations are based on the market analysis and a detailed review of the currently vacant or underutilized buildings within the downtown area. The suggestions help identify tenant type, square footage, block location, and potential lease rates.

BUILT FORM HIGH LEVEL GOALS

- 1 **Preserve and protect historic sites and architectural elements in downtown Brigham City to maintain its unique historical identity.**
- 2 **Create guidelines and policies that ensure new developments in downtown Brigham City are designed to maintain an appropriate scale and density.**
- 3 **Promote consistency in architectural materiality to create a cohesive and unified aesthetic.**

- 1 **Preserve and protect historic sites and architectural elements in downtown Brigham City to maintain its unique historical identity.**

1.1. **Nominate individually-eligible properties to the National Register of Historic Places.**

- 1.1.1. **Conduct in-depth historical research for each property that was identified as individually eligible in the 2023 NRHP nomination of the Brigham City Historic District. Working with SHPO and other state/federal agencies, a detailed property inventory or assessment should be made of historical properties within the downtown district.** *Preserving these buildings helps not only preserve the character of downtown Brigham City, but also provides a unique identity, as many communities do not have the forming and massing that is currently present within the downtown core. Conducting these assessments will not only provide the community with additional information, it will also provide the municipality and property owners with preparatory work when seeking resources and external funding opportunities for preservation efforts.*
- 1.1.2. **Collect appropriate documentation for each property to be nominated, per Utah State Historic Preservation office (SHPO) and NPS standards.** *Working with SHPO, it is recommended to perform an assessment of the eligible properties within the historic district, both contributing and non-contributing, to evaluate the conditions and set a baseline or current status. These reports should conform with SHPO standards, including report and documentation preparation, as well as NPS standards where applicable for individually eligible properties.*



1.1.3. Coordinate with the Utah SHPO to prepare and submit nomination forms for interested property.

Based on property owner interest, assist property owners with preparation of individual eligibility nominations. This includes providing GIS or mapping assistance, form preparation assistance, and guidance on material preparation. These steps will help each interested property owner ensure they meet the eligibility parameters of the National Park Service criteria for property preservation standards.



Historic Brigham City Tabernacle

1.2. Promote adaptive reuse of historic buildings for compatible uses, such as residential lofts, offices, or cultural facilities, to ensure their continued relevance and economic viability.

1.2.1. Alter zoning code to allow single- or multiple-family dwellings as a permitted use in the Central Business District zone when located in the same building and located above, behind, or beneath a principal commercial use. This additional use of downtown properties will encourage increased density within the downtown area, limiting the need for additional density in surrounding neighborhoods. Additionally, this inclusion will promote a balanced live/work environment that is inviting to younger generations and young professionals for long-term housing options.

1.2.2. Promote financial incentives for adaptive reuse projects including the Utah State Historic Preservation Tax Credit and low interest loans through Preservation Utah. Providing incentives for upper floor development is a great way to encourage additional uses. Working with the state SHPO and other agencies, and building off the historic property evaluations, eligible properties should investigate the opportunities for tax credit based incentives to improve upper floors. These funding sources are often tied to specific approved nominations, eligible upgrades, and open funding rounds; so additional investigation should be made to both educate the building owners about this eligible funding source, as well as supporting documentation preparation, where applicable.

1.2.3. Explore implementing property tax abatements for properties undergoing rehabilitation or large-scale renovations. The growth of property valuations is a fear of many property owners. Providing frozen valuations or tiered implementation of taxable valuations will help ease property owners into a higher tax payment. These programs often have a time bound program that outlines a tiered approach to full valuation compensation by the taxation bodies, yet the years with lowered taxes help keep rental rates lower while the property is being fully renovated or leased. Providing a minimum of five (5) years of deferred or lowered taxes will ensure that the property owners have ample time for project completion and lease fulfillment.



Adaptive Reuse Example, Union Block Building | Source: Box Elder Chamber of Commerce

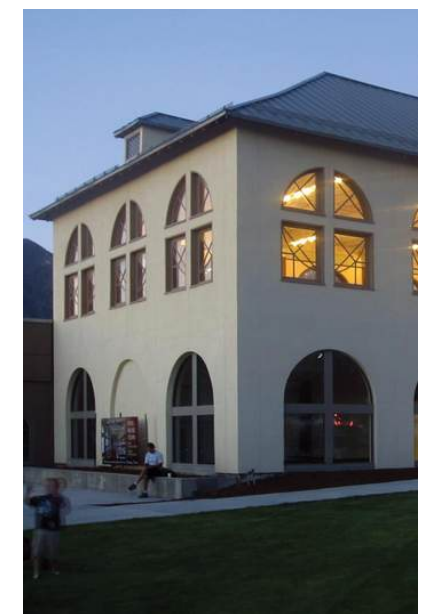
1.3. Implement interpretive signage, and educational programs that highlight the history and significance of downtown Brigham City's historic sites.

1.3.1. Update the existing walking tour brochure, and create a digital tour webpage to include historic sites that made significant contributions to the development of downtown. Updating these brochures and information sets regularly will add newly eligible properties and highlight renovation work. Through these updates the public will regularly witness changes and learn about the newly eligible properties, styles of architecture, and overall community character element adaptations.

1.3.2. Strategically integrate historically appropriate art installations to encourage exploration and engagement with different areas of downtown. Including art installations into the downtown will encourage increased circulation and improve the regional draw. Additionally, the community will be able to plan or curate seasonal art installations encouraging frequent visitation among residents and visitors.

1.3.3. Partner with local organizations, such as the Brigham City Museum, to host special events, lectures, and develop educational materials.

These events and lectures can provide highlighted information or special emphasis on culturally significant local amenities or events. Through the expansion of these knowledge sets, the public will be able to better understand the importance the downtown has had on the community, while also remembering their community values.



Brigham City Academy | Source: FFKR Architects

2

Create guidelines and policies that ensure new developments in downtown Brigham City are designed to maintain an appropriate scale and density.

2.1. Update and enforce the Historic Downtown Design Guidelines via the CBD zoning district or a new downtown area overlay district.

2.1.1. Integrate modern standards into the guidelines including elements of sustainability and accessibility.

This would include preparation of an updated set of design and architectural guidelines for the downtown historic district, clarifying and improving the overall elements of inclusion and promoting an increased period of significance in the architectural styles present.

2.1.2. Adopt an ordinance creating a downtown overlay district with clearly defined boundaries that run along centerlines of roadways. *This builds on the need for design guidelines prepared and historic preservation guidelines updated, creating an area for enforcement. Through this overlay creation, limiting the amount of new zoning districts can be made, focusing on forming, massing, and architectural materiality will be prioritized.*

2.1.3. Provide training for city staff and the Historic Preservation Commission on the updated guidelines and review processes. *Working with SHPO and regional authorities such as BRAG, the City should train staff on the guiding principles and basics of historic preservation. These trainings should include identification of standards, code enforcement strategies, and best practices for management of historic resources.*

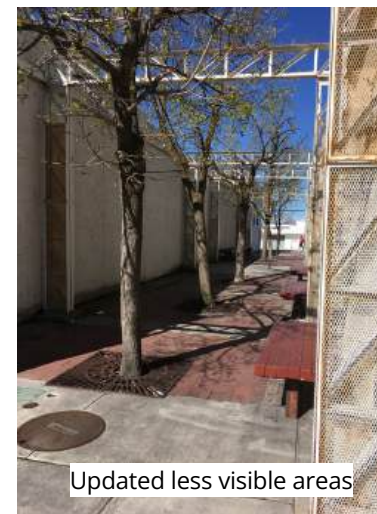
2.2. Consider modern architectural features that respectfully respond to the historic building forms and materiality.

2.2.1. Revise building guidelines to allow the use of modern, sustainable materials that complement rather than mimic historic ones. *This approach encourages innovation in material use, enhancing energy efficiency and durability, while ensuring that modern architectural elements harmonize with the existing historic character. By blending sustainability with thoughtful design, this strategy fosters a seamless integration of new and old, contributing to a cohesive and evolving community aesthetic.*

2.2.2. Evaluate and adjust material requirements for building facades that face side streets or less prominent public spaces. *This can encourage developers to invest in high-quality, modern architectural features for the more visible parts of buildings. By focusing resources on the prominent facades, developers can integrate modern elements that respect historic forms and materials, ensuring that new construction complements the character of the area while still incorporating contemporary design.*

2.2.3. Promote the use of appropriate energy or resource reducing materials on all rear entrance or non-historic facade areas.

This allows for sustainability upgrades in less visible areas while preserving the integrity of historic building fronts. This frees up resources to focus on integrating modern architectural features that respectfully respond to historic forms and materials on prominent facades. By distinguishing between



functional and aesthetic areas, modern innovations complement rather than overpower historic character.

2.3. Protect and enhance open and green spaces that contribute to the identity of downtown such as the lawn of the historic courthouse.

2.3.1. Designate appropriately sized open and green spaces as protected zones. *This ensures the preservation of key areas that contribute to the downtown's identity. By safeguarding these spaces, the city can maintain the character and aesthetic appeal of significant landmarks, while enhancing the overall sense of place. This approach prioritizes the protection of vital green areas, reinforcing their role in both the historic and visual fabric of downtown.*

2.3.2. Clearly define requirements in the zoning code for developments adjacent to existing open and green spaces. *This ensures that new construction respects and complements these valuable areas. By establishing clear guidelines, the city can protect the character and visibility of these spaces, preventing incompatible development and enhancing their role in the downtown identity. This approach fosters thoughtful growth while preserving the integrity of key green areas.*

2.3.3. Provide incentives for projects that incorporate additional green space into their design or enhance nearby green spaces. *By rewarding projects that prioritize green space and architectural integrity, the city can ensure that new developments support the preservation of downtown's identity and character, while also increasing the overall availability of open areas for public enjoyment. This strategy promotes a balance between growth and the enhancement of vital community spaces.*



2.3.4. **Require property owner maintenance of open or green spaces, or require appropriate service maintenance agreements to be prepared.** This ensures the long-term care and preservation of open and green spaces. Consistent maintenance protects these spaces from neglect, helping them remain vibrant and enhancing their role in downtown's identity. This approach guarantees that green spaces are not only protected but actively enhanced, contributing to their ongoing aesthetic and community value.



Example of a small downtown green space | Source: Seymour City

3 Promote consistency in architectural materials to create a cohesive and unified aesthetic.

3.1. **Incorporate architectural compatibility requirements specific to material types into zoning ordinances and development regulations.**

3.1.1. **Conduct a study of the existing historic buildings to establish materials or element inventories.** Such a study provides a detailed understanding of the materials and architectural features that define the historic character of the area. This information can be used to develop specific architectural compatibility requirements in zoning ordinances and development regulations. These requirements can be tailored to reflect the unique materials and elements defined in the study.

3.1.2. **Define specific materials and finishes that are compatible with the historic buildings.** Identifying and defining these materials and finishes allow for the development of targeted architectural compatibility requirements in zoning ordinances and development regulations. By establishing clear guidelines for materials that harmonize with historic structures, new developments can respect and complement the existing architectural character.

3.1.3. **Adopt an ordinance that requires the use of the approved materials in new construction, alterations, and infill projects located in downtown.** Ensure that all developments adhere to architectural compatibility requirements through codification of design standards or guidelines. Enforcing these standards, the ordinance helps maintain consistency in material types, preserving the visual and historical identity of the area. This effectively integrates material-specific requirements into zoning ordinances and development regulations. An example of such items should be to require 75% of facades facing public streets or prominent public spaces to be constructed of the approved materials.



Downtown Brigham City average condition

3.2. **Encourage adaptive reuse of existing structure and reuse of materials through selective demolition practices.**

3.2.1. **When demolition is required, prepare a list of selective materials to harvest or salvage, preserving unique community design characteristics or elements.** Provide standardized tools and forms for material inventory, including documentation and required preservation standards. These measures facilitate the adaptive reuse of existing structures and the repurposing of materials. By preserving unique community design elements, this supports the integration of historic features into new projects. Thoughtful demolition practices are encouraged through the material reuse while also maintaining community character.

3.3.2. **Offer reduced demolition permit fees for projects that propose adaptive reuse.** Incentivize development and rehabilitation projects to retain and repurpose existing structures rather than opting for complete demolition. This financial benefit encourages the use of selective demolition practices. By making adaptive reuse more financially attractive, the city can foster sustainable development practices. This can be offered through creation of incentives or reduced tax burdens, or through reduced fees and costs.

3.2.3. **Require selective demolition or deconstruction of critical community structures built before 1974.** Preserving these structures through selective data capture and participation will ensure that the architectural character of the downtown is retained. This promotes adaptive reuse by ensuring that valuable historic elements are preserved and repurposed. This supports the careful dismantling of these structures, facilitating the recovery and reuse of materials while maintaining the integrity and character of the buildings. By prioritizing selective demolition for older, significant structures, the city encourages sustainable practices and the continued use of historic structures.





URBAN DESIGN RECOMENDATIONS



Standard Downtown sidewalk Urban Design Treatment

URBAN DESIGN HIGH LEVEL GOALS

1

Foster authentic placemaking with elements that reflect local values.

2

Prioritize Main Street as a person-centric environment.

3

Engage residents and visitors with public spaces that foster a sense of community and social interaction.

URBAN DESIGN GOALS, STRATEGIES, AND RECOMMENDATIONS

1

Foster authentic placemaking with elements that reflect local values.

1.1. Solicit feedback from residents, businesses, and other stakeholders on design proposals and concepts for public spaces to ensure they resonate with local aspirations and priorities.

1.1.1. Host public meetings and workshops where stakeholders can review design proposals, ask questions, and provide feedback. This ensures that public spaces reflect local aspirations and priorities. This inclusive approach helps gather diverse perspectives, fostering community engagement and ensuring that design concepts align with the needs and desires of those who will use the space. By actively involving stakeholders in the design process, the city can create more relevant and effective public spaces.

1.1.2. Create accessible feedback forums to gather opinions on proposals. These forums facilitate the collection of diverse opinions ensuring that input from residents, business owners, and other stakeholders is easily gathered. Providing multiple, user-friendly channels for feedback, allows the city to more effectively solicit and incorporate community input, ensuring that public spaces align with local aspirations and priorities. This approach helps make the design process more inclusive and responsive to the needs of all stakeholders.

1.1.3. Provide regular updates on design feedback and project progress.

By regularly updating the public about ongoing projects and processes, expectations will be set and managed properly. These updates keep residents, businesses, and other stakeholders informed and engaged throughout the process.

This transparency helps build trust and ensures that the community remains invested in the project. By showing how their feedback is being incorporated, the city can demonstrate responsiveness to local aspirations and priorities, fostering continued participation and support for the development of public spaces.



Public Input Table at Peach Days 2024



Meeting Exercises - Visioning

1.2. Integrate elements of local history, heritage, and cultural narratives into public spaces, signage, public art, and storytelling initiatives.

1.2.1. Install signage and interpretive panels in public spaces that provide historical context, stories, and significant events related to the area. This signage helps integrate local history, heritage, and cultural narratives into the environment. Efforts should be made to work with regional and local partners or experts to create these signage opportunities. By showcasing significant events and historical details, these elements enrich public spaces with meaningful content, enhancing the cultural experience for visitors and residents. This approach not only preserves and celebrates local heritage but also fosters a deeper connection to the community's past and identity through engaging and informative displays.

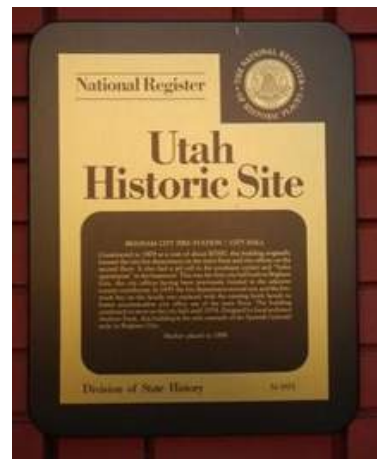


1.2.2. **Provide for mixed use development, including residential, commercial, and office uses in the event blocks of downtown are redeveloped.** In the event that blocks of downtown are redeveloped, new development should be guided by the historic form of downtown Brigham City, including building massing, form, and spacing, and the inclusion of ground floor commercial/office space with upper level office/residential spaces.

1.2.3. **Collaborate with local historians, artists, educators, and community groups to compile a comprehensive local history and cultural heritage.** These collaborations ensure that public spaces, signage, public art, and storytelling initiatives accurately reflect and celebrate the community's unique identity. This collaborative approach provides a rich, diverse source of content that can be integrated into various elements of public spaces, enhancing their cultural significance and resonance with residents and visitors alike. By leveraging the expertise of local contributors, the city can create more authentic and engaging representations of its history and heritage.

1.2.4. **Involve residents in the selection of public art design to ensure community input and ownership.**

This participatory approach helps integrate elements of local history, heritage, and cultural narratives into public art, making the pieces more meaningful and representative of the community's identity. Additionally, this opportunity helps ensure that participants are supportive of the messaging and content of such installations. By engaging residents in the decision-making process, the city can create public art that resonates with local values and stories, enriching public spaces with authentic cultural significance.



Brigham City Fire Station/City Hall Historical Plaque | Source: The Historical Marker Database

1.3. **Design and activate public plazas, parks, and streetscapes that encourage social interaction, community events, and cultural activities.**

1.3.1. **Provide a number of amenities and adaptable features in each place to foster multifunctional public spaces.** Incorporating such features can support diverse activities and promote reasons for longer tenure in public facilities or areas. By incorporating flexible elements, such as movable seating, open areas for events, and facilities for different uses, these spaces can easily accommodate social interactions, community events, and cultural activities. This adaptability encourages frequent use and engagement, enhancing the vibrancy and functionality of public plazas, parks, and streetscapes.

1.3.2. **Prioritize accessibility to ensure amenities and pathways are usable by people of all abilities.** Prioritizing accessibility ensures that amenities and pathways in public plazas, parks, and streetscapes are usable by people of all abilities, making these spaces more inclusive and welcoming. By designing with accessibility in mind, all are enabled to participate in social interactions, community events, and cultural activities, thereby fostering greater engagement and a sense of belonging for all members of the community. This approach enhances the overall effectiveness and enjoyment of public spaces.

1.3.3. **Incorporate elements of local culture and public art to engage residents.** Incorporating elements of local culture and public art into public plazas, parks, and streetscapes creates engaging and visually stimulating environments that reflect community identity. By integrating culturally relevant features and artworks, these spaces become focal points for social interaction and cultural activities, drawing residents to participate in events and gatherings. This approach not only enhances the vibrancy of public spaces but also strengthens community connections and fosters a deeper appreciation for local heritage.



Sample public space in downtown vacant lot | Source: Patronicity

2

Prioritize Main Street as a person-centric environment.

2.1. **Design comfortable and inviting streetscapes.**

2.1.1. **When possible encourage walking and cycling to reduce vehicular traffic downtown.** This supports the creation of comfortable and inviting streetscapes by reducing congestion and making streets safer and more pleasant for pedestrians and cyclists. This approach promotes the development of pedestrian-friendly pathways, bike lanes, and green spaces, contributing to a more attractive and accessible urban environment. By prioritizing non-motorized transportation, the city can enhance the overall experience of downtown streetscapes. To achieve this, accessibility and pathway designations should be made along the Main Street ROW and along backroads, offering a variety of locations for alternative transportation integration. Additionally, safe and effective crossings should be installed, promoting regular use.

2.1.2. **Plant, or replant, street trees in regular intervals to provide shade along sidewalks.** Trees create cooler, more comfortable environments for pedestrians. This natural canopy enhances the aesthetic appeal of streetscapes while offering protection from the elements. Incorporating shaded, tree-lined pathways into street designs the city can make walking more enjoyable, foster attractive and inviting streetscapes and encourage foot traffic.

- 2.1.3. **Provide a greater variety of amenities to enhance convenience for pedestrians.** Amenities, such as benches, water fountains, bike racks, and trash receptacles, enhance convenience and comfort for pedestrians. These features encourage longer stays and greater use of streetscapes, making them more functional and inviting. By catering to the needs of pedestrians, the city can create more welcoming and enjoyable urban spaces, encouraging foot traffic and enhancing the overall experience of streetscapes. As a reference, benches should be no more than 150 linear feet apart, bike racks no more than 300 linear feet, and trash receptacles no more than 100 linear feet apart.



Trash receptacle on Main Street, Brigham City

2.2. Enhance safety and accessibility in public spaces.

- 2.2.1. **Ensure all intersections incorporate accessible features and adequate pre-warning systems for safe crossings.** These features enhance safety and accessibility in public spaces by providing clear, reliable infrastructure for people of all abilities. Features could include tactile paving, audible signals, and ramps, reduced barriers and improved safety for pedestrians, particularly those with disabilities. Prioritizing accessible crossings creates a more inclusive and secure environment for everyone. Accessible features should be provided at regular intervals and at all critical intersections. Projects should focus on bringing an entire block at a time to compliance before moving on to other blocks.
- 2.2.2. **Integrate green (non hardscape) surfaces or vegetation along the street to provide a buffer for pedestrians and enhance the aesthetics of Main Street.** These measures create a natural buffer between pedestrians and traffic, enhancing both safety and accessibility in public spaces. Green elements provide a physical separation that improves pedestrian comfort while also beautifying Main Street. Adding vegetation promotes a safer walking environment but also improves the overall aesthetics and appeal of public spaces. Additionally, these green space separations along Main Street can provide an improved perception of safety among residents and visitors who choose to walk down the corridor. Spacing of these vegetation beds should be made accordingly to ensure on-street parking is still accessible and usable. Within the current downtown setting, this would require the reuse of non-walk surfaces and ingress/egress connections to be repurposed for greenspace within the downtown.

- 2.2.3. **Create designs for, and implement, traffic calming measures to prioritize pedestrian safety.** Traffic calming measures include raised crosswalks, curb extensions, and reduced speed limits, prioritizing pedestrian safety by slowing down vehicles and increasing driver awareness in public spaces. These designs help create safer, more accessible environments for pedestrians, reducing the risk of accidents and encouraging more foot traffic. Calming traffic fosters a more pedestrian-friendly atmosphere, enhancing overall safety and accessibility in public areas. These enhancements can include a myriad of short-term and long-term enhancements, including:

Short-term

- 2.2.3.1.1. Preparation of curb extensions (planters and temporary purposes)
- 2.2.3.1.2. Removal of on-street parking near crosswalks
- 2.2.3.1.3. Placement of trees and vegetation at critical locations

Long-term

- 2.2.3.1.4. Reduction of travel lanes from four to two
- 2.2.3.1.5. Repurposing of abandoned traffic lanes into widened sidewalks, bike lanes, or other purposes with permanent infrastructure



Low cost bulb outs, Provo, UT | Source: Strong Towns

3 Engage residents and visitors with public spaces that foster a sense of community and social interaction.

3.1. Provide spaces that facilitate community participation in recreational activities.

3.1.1. **Integrate pedestrian and bike trails to connect community spaces downtown, surrounding recreational facilities, and the existing trail system.** Circulation pattern connections encourage active transportation and facilitate community participation in recreational activities. These interconnected paths provide easy access to key locations, promoting physical activity and social engagement. Creating seamless connections enhances accessibility to recreational spaces, fostering a more vibrant, active community. Connections should be made between critical areas in the downtown and the surrounding neighborhoods. These connections will serve both as desired and necessary transportation pathways.

3.1.2. **Designate multi-use green spaces where people can engage in a variety of outdoor activities.** These spaces accommodate diverse recreational interests and promote community participation. Creating flexible, open areas for events, picnics, gatherings, and relaxation encourages people of all ages to engage in outdoor recreation. This approach fosters an inclusive environment where community members can come together, enhancing both leisure activity and social interaction.

3.1.3. **Dedicate space for a community garden to foster a sense of ownership.** Such spaces encourage active participation in a shared recreational activity. Offering a place where residents can grow plants, vegetables, and flowers promotes social interaction, hands-on learning, and environmental stewardship. This space not only supports community involvement but also provides an accessible, recreational outlet that enhances the overall well-being of participants.



Protected bike lane | Source: Salt Lake Tribune

3.1. Assist in hosting regular community events that can draw residents together.

3.2.1. **Collaborate with local organizations, businesses, and neighborhood groups to plan events.** Collaborating fosters partnerships that bring resources, ideas, and community support together. This collaboration helps ensure a variety of regular community events that are relevant and engaging, drawing residents together and promoting a stronger sense of belonging. Working with local stakeholders creates more successful, well-attended events that reflect the interests of the community.

3.2.2. **Encourage residents to volunteer at events to foster a sense of community pride.** Volunteer opportunities help to build stronger connections between neighbors. Involving volunteers enhances event organization and creates a more engaged and invested community. This participation not only strengthens the events themselves but also helps draw more residents together, creating a vibrant, community-driven atmosphere.

3.2.3. **Support events and activities that engage a variety of residents.** These events ensure that community events cater to diverse interests and needs, making them more inclusive and appealing. Offering a range of activities attracts a broader audience and encourages greater participation, helping to draw residents together and foster a more cohesive community. This approach enhances the likelihood of hosting successful, well-attended events that resonate with different segments of the population.



Peach Days event on Main Street



PARKING AND TRANSPORTATION RECOMENDATIONS



Box Elder County Building parking lot

PARKS & TRANSPORTATION HIGH LEVEL GOALS

- 1 Manage transportation infrastructure and parking facilities to minimize congestion and enhance accessibility without detracting from the historic character.
- 2 Enhance transit stops and access to public transit to improve and increase ridership on the UTA bus route.
- 3 Balance accessibility of parking with green space to create a convenient and attractive downtown.

PARKS & TRANSPORTATION GOALS, STRATEGIES, AND RECOMMENDATIONS

1 Manage transportation infrastructure and parking facilities to minimize congestion and enhance accessibility without detracting from the historic character.

1.1. Design street cross sections that prioritize pedestrian safety and encourage slower vehicle speeds.

1.1.1. **Implement adequate space for pedestrian and alternative transportation use, creating an inclusive environment for all users.** Adequate space contributes to designing street cross sections that prioritize pedestrian safety and encourage slower vehicle speeds. By integrating dedicated lanes and pathways for walkers, cyclists, and other non-motorized users, the design naturally calms traffic and creates a safer, more inclusive environment. This approach encourages drivers to reduce speeds, enhancing overall safety and promoting a more pedestrian-friendly streetscape. Bicycle lanes should be integrated into roadways with ample room, and along side or cross streets. Where possible, the lanes should be buffered and improved to help create a safe and easily identifiable location for users. This approach will only be possible on Main Street with a lane reduction. In its current configuration, Main Street is unsafe for cycling.

1.1.2. **Narrow vehicle lanes to discourage speeding, while providing room for alternative transportation systems.** Narrowing vehicle lanes discourages speeding by visually constraining the driving space, encouraging drivers to slow down. This design also allocates additional space for active transportation systems, such as bike lanes and pedestrian paths. Balancing lane widths and accommodating various modes of transportation prioritizes pedestrian safety, fosters more controlled and slower traffic, and enhances the overall safety of street crossings.

1.1.3. **Introduce bulb-outs at intersections to reduce vehicle speeds and provide safer crossways for pedestrians.** This design feature enhances pedestrian safety by creating more visible, protected crossing areas and encouraging drivers to slow down. Incorporating bulb-outs into street designs prioritizes pedestrian safety and promotes a slower, more controlled traffic flow. Additionally, this style of infrastructure enhancements reduces the distance for pedestrians to transfer or cross during a roadway cross maneuver, increasing safety exponentially.

1.1.4. **Reduce lanes through downtown from four travel lanes and one center median to two travel lanes and one center median.** Commonly referred to as a "road diet", lane reduction can provide a traffic calming effect, slow traffic, provide for wider sidewalks, improve the quality of the pedestrian environment and experience, allow for increased pedestrian amenities, and allow for bicycle lanes. Current traffic counts for the downtown segment of Main Street are approximately 16,000 to 17,000 AADT (4,000 to 4,250 AADT per current travel lane). Lane reduction is feasible with traffic counts of 10,000 AADT per lane making Main Street in downtown Brigham City a viable candidate for lane reduction.



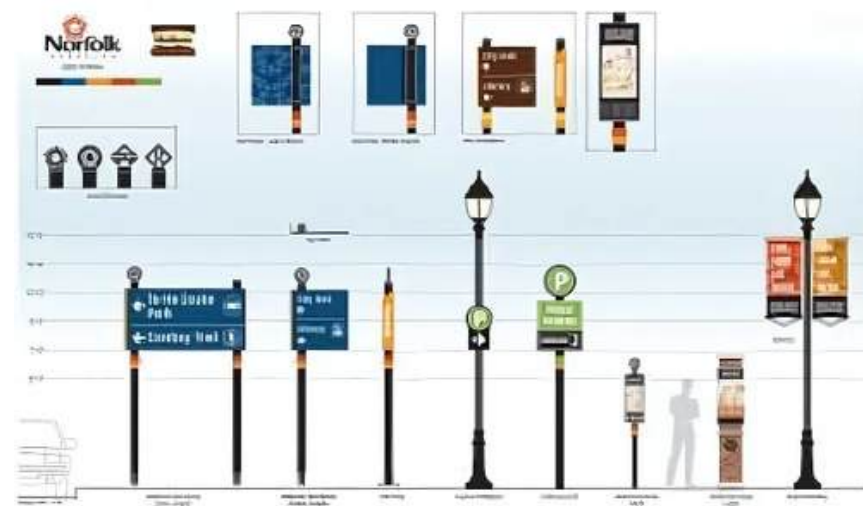
Neighborhood Main Street | Source: National Association of City Transportation Officials



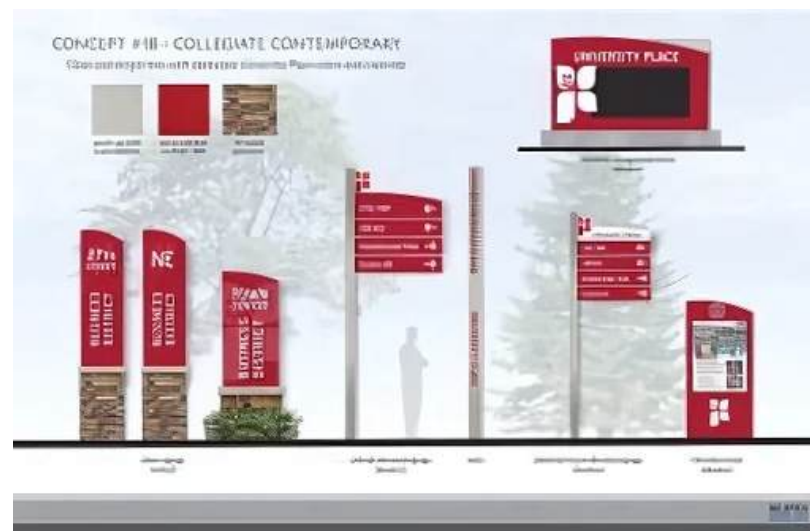


1.2. Implement a wayfinding system that directs drivers to available parking spaces, reducing the time spent searching for parking, and provides pedestrians with useful information about the district and its amenities.

- 1.2.1. **Coordinate design and branding with other downtown wayfinding signage. This task will include preparation of necessary design guidelines, standards, and unified location or purpose for wayfinding signage.** Emphasis should be placed on creating a plan that will help dictate the duration and intensity of signage within the downtown. Emphasis should be placed on providing easy legibility in graphics or content, reducing words or other written content where possible. Examples of this would include adding bicycle pathway or circulation signage, parking identification signage, and necessary information or gateway signage.
- 1.2.2. **Assess strategic sign placements to optimize effectiveness.** By placing the signage at critical locations, downtown users will be able to make informed decisions about circulation and location of amenities. These decisions should be able to be made before elements or attributes are passed, directing users to appropriate parking or connections and informing of critical intersections.
- 1.2.3. **Integrate parking in a digital wayfinding tool for the Brigham City mobile app.** Parking availability and location is a highly contested item in downtown Brigham City. Emphasis should be placed on providing adequate signage for municipal or public parking location identification, and the terms of use. Signage incorporating international standards (image ___) can be utilized to demonstrate public parking locations. Additionally, simple signage identifying terms of use (image ___) can be used to illustrate how, when, and where public parking can be used. Enforcing these parking standards regularly will help drive the necessary turn over for business growth.



Community Wayfinding Package | Source: Norfolk, Nebraska



Comprehensive branding strategies example | Source: University Place, Washington

1.3. Create convenient and attractive transit hubs that blend with the historic character, encouraging use of public transit.

- 1.3.1. **Prioritize comfort and security in the design of transit stops.** These priorities enhance the appeal and functionality of transit stops making them more inviting for users. Creating well-designed, secure, and comfortable transit stops fosters a positive transit experience. This approach encourages greater use of public transit by supporting the development of convenient and attractive transit hubs. Transit stop locations and amenities should be considered for comfort and accessibility, not just the amenities directly.



Bus stop best practices | Source: National Association of City Transportation Officials



Comfortable and Safe transit stop example | Source: Pittsburgher for Public Transit

1.3.2. **Incorporate materials and forms that complement the existing historic buildings.** This approach ensures that transit hubs seamlessly blend with the area's historic character. Thoughtful integration of material and forms creates visually appealing and contextually sensitive transit stops that enhance the attractiveness of public transportation. Aligning new designs with historic aesthetics fosters a sense of continuity and encourages the use of public transportation.

1.3.3. **Facilitate clear connectivity from parking lots, bike racks, and pedestrian pathways to transit stops.**

This can be achieved through the creation of connectors, alleyways or other linkages that are easily accessible. The design and implementation of these linkages should focus on providing the community with safe, well lit, and easily identified connector spaces. Additionally, these spaces can serve as critical gathering or



Downtown Bus Stop Location

community livable spaces when large enough. Adequate linkages should be provided on all blocks, allowing for access to rear parking to downtown corridor properties. Pedestrian alleys are located at approximately 54 S. Main Street (west side) and 79 S. Main Street (east side). These alleys access public parking areas to the back of the buildings on Main Street in this block. They need to be improved and made more attractive and activated with art, user amenities such as benches and tables, and lighting for both security and nighttime appeal. [Include photos of similar locations in downtown districts of other communities.] Other alleys and/or pathways may be possible in other parts of the district.

2

Enhance transit stops and access to public transit to improve and increase ridership on the UTA bus route.

2.1. Coordinate with UTA and UDOT to install shelters that make waiting for the bus more pleasant.

2.1.1. **Design and implement adequate shelters** ensuring that shelters meet the demands of the current usage, and future usage will require forecasting. Additionally, it is recommended that the design of shelters take into account orientation, location, and climate of the structure, ensuring design is adequate for uses year-round in the Brigham City climate. Often this will require specific location or orientation, but it may also require alterations to the design of the actual structure to ensure comfortable use.

2.1.2. **Provide additional amenities such as seating and shade at transit stops.**

Transit stops should be designed in a way that include amenities and structured elements that provide adequate seating and shade for patrons. These amenities will ensure that adequate use is available year-round.



UTA covered bus stop with seating
| Source: Utah Transit Authority

2.1.3. **Incorporate landscaping and pedestrian safe amenities around shelters.** Where possible, landscaping and beautification tactics should be utilized to help improve the appearance of transit facilities. These facility improvements should include adequate screening to make the facility fit into the character of the community. Care should be taken to ensure that landscaping does not provide unsafe or hidden spaces around the transit stops.

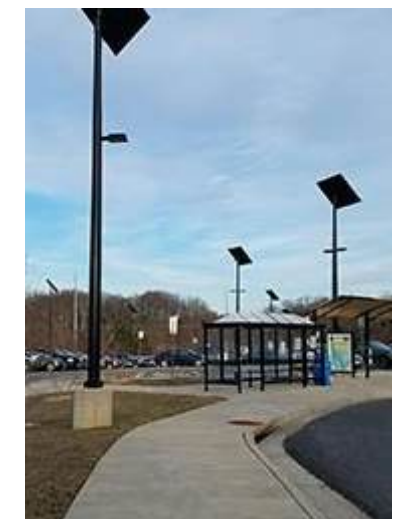
2.2. Provide easy connections between bus routes and other forms of transportation, such as bike racks, park-and-ride facilities, and other public transit options.

2.2.1. **Improve pedestrian circulation near transit stops with wider sidewalks and accessible routes.** Creating easy and convenient linkages between circulation patterns will ensure that the downtown patrons are promoted to use the available non-vehicular transit methods. By linking these sections, the community will be served with increased first/last mile connections that will encourage lower vehicle miles traveled.

2.2.2. **Provide bike racks at transit stops and key destinations to accommodate cyclists.** Providing adequate site amenities at critical intersections and locations will encourage safe use of alternative transportation. By providing bike racks at nodes or bus stops, patrons will be empowered to use the appropriate facilities for bicycle storage as opposed to using lamp posts or fire hydrants that would otherwise be used.

2.2.3. **Strategically locate park-and-ride lots to encourage convenient use, while balancing efficiency of buses.**

Locations of park-and-ride or transportation alteration systems near one another will increase the frequency of multiple system usage. In the downtown, this would include providing adequate parking around the periphery of downtown, adjacent to bus route stops that will drive patrons into downtown.



Park and Ride with bus access |
Source: Commuter Page

Additionally, this process would locate park-and-ride or similar lots near the start of trails or off-roadway pathways that link the neighborhoods to downtown, encouraging alternative transportation integration.

3 Balance accessibility of parking with green space to create a convenient and attractive downtown.

3.1. Enhance the aesthetic of parking areas.

- 3.1.1. **Incorporate landscaping, including trees, shrubs, and flower beds, within and around parking areas to reduce heat island effects and provide an improved aesthetic.** Through strategic placement of vegetation, the heat island effect will be reduced and filtered shade will be provided for parking areas. These amenities will help lower the overall heat in an affected area, while also promoting increased usage. Ultimately the location of these amenities should be spaced evenly through downtown parking areas, providing more uniform or anticipated patterns.
- 3.1.2. **Integrate mural art within parking areas to add artistic value or placemaking benefits.** Where possible or allowed by permission of property owners, it is recommended to use empty wall spaces for marketing and mural designs. These spaces will provide an additional opportunity for property owners to market businesses and for gateway or informational signage to be placed within easy visibility of patrons. Finally, the use of these spaces will promote the unique character and create a strong design aesthetic for downtown Brigham City.

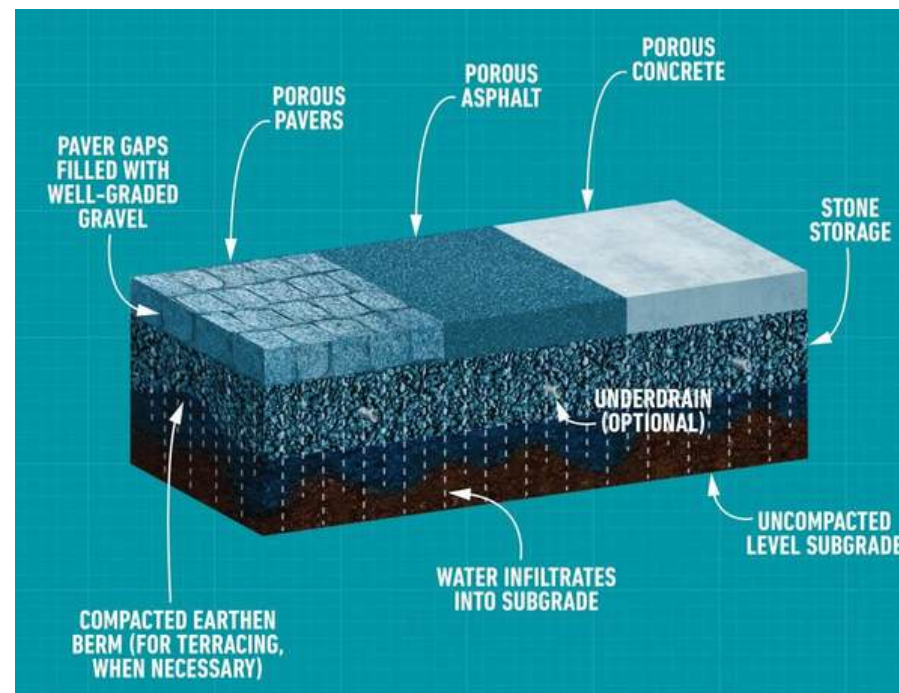


Parking lot Mural in Downtown Provo | Source: 15bytes



Downtown parking lot mural | Source: Explore Butte County

- 3.1.3. **Encourage restoration of “ghost signs” on historic buildings.** An inventory of ghost signs should be conducted and incentives provided for building owners to restore or allow for restoration of these historic murals/signs. An example is the “PK Chewing Sweet” sign located on the east wall of the building at 21 W. Forest Street.
- 3.1.4. **Allow permeable paving materials or underground stormwater chambers to be used in new parking lots and when replacing existing parking lots.** Where applicable and desired, the use of permeable pavements and/or underground stormwater chambers in parking facilities will encourage increased percolation of stormwater. These facilities are often used in areas where stormwater management is challenging due to site size or location. By allowing for these approaches in parking facilities the downtown will experience a reduced heat island effect and provide additional spaces for parking that would otherwise be allocated to water management systems.



Permeable Pavement Diagram | Source: Family Handyman

3.2. Consider reductions in parking requirements to allow for more open space.

- 3.2.1. **Encourage shared parking for businesses with complementary hours to share the same parking spaces at different times.** Shared parking is a best practice for businesses in any downtown. With the current expansion of businesses and amenities in downtown Brigham City, it is recommended that a formal policy and process be adopted to outline acceptable terms for private parking lot agreements. This process should include the preparation of standard templates and calculation processes that will determine allocation of spaces per business. Businesses can also be incentivized to utilize a shared parking arrangement by providing for a reduced parking requirement tied to cooperative arrangements for shared parking. By taking a proactive approach to this process, the downtown corridor will be able to serve the businesses in the near-term with additional, low-cost, parking solutions.
- 3.2.2. **Allow on-street parking to count towards a percentage of the required parking.** When counting parking requirements for businesses, it is recommended that a certain percentage (averaging less than 50%) if the immediately available on-street parking is located within 80 linear feet of the primary entrance count as eligible parking spaces. Through the use of this calculation, small inter block buildings will be able to better meet parking standards for occupancy and permitting purposes.

3.2.3. **Adopt a district-wide approach to parking rather than requiring each business to provide individually for parking.** The downtown district is distinct from more automobile oriented commercial districts, in that buildings generally are set at the front property boundary, and share side building walls. This design approach enhances pedestrian friendliness, but does not allow for on-site parking. Rather than expecting individual businesses to provide for their own parking when adequate property is not available with a building, a shared, district-wide parking approach should be utilized, recognizing the availability of off-site public and private parking, and on-street parking.

3.3. Separate parking areas from streets and pedestrian zones to enhance the visual appeal of the streetscape and reduce noise.

3.3.1. **Introduce green buffers, such as hedges or rows of trees, to create a natural buffer between uses** Where possible it is recommended to separate vehicular and pedestrian uses with vegetated or hard surface barriers. These spaces not only provide a tangible wall for design purposes, but also soften the sound of visual impact of non-conforming transportation systems. These facilities are often located within the non-walk surfaces of sidewalks (Image #1) or between parking facilities and sidewalks (image #2). The size and use of these spaces are often dictated by the space available after primary circulation patterns are identified, but a minimum of 3' should be allocated wherever possible.

3.3.2. **Locate vehicular access points into parking areas to minimize conflicts with pedestrian traffic when possible.** Locating vehicular access points or curb cuts into parking facilities at non-critical locations will help reduce the conflict points between uses. Care should be taken to help limit the amount of conflict points within the downtown, both along the Main Street corridor and on side streets. Ample space between these areas (minimum of 100 linear feet) should be provided so that parking and pedestrian refuge spaces are provided regularly. Additionally, the strategic location of vehicular access points at regular or defined intervals will help raise awareness of downtown users and call attention to locations where caution is warranted, reducing the opportunity for vehicle/pedestrian accidents.



Image #1 - Example of a green buffer area between the road and sidewalk | Source: City of Bothell, WA

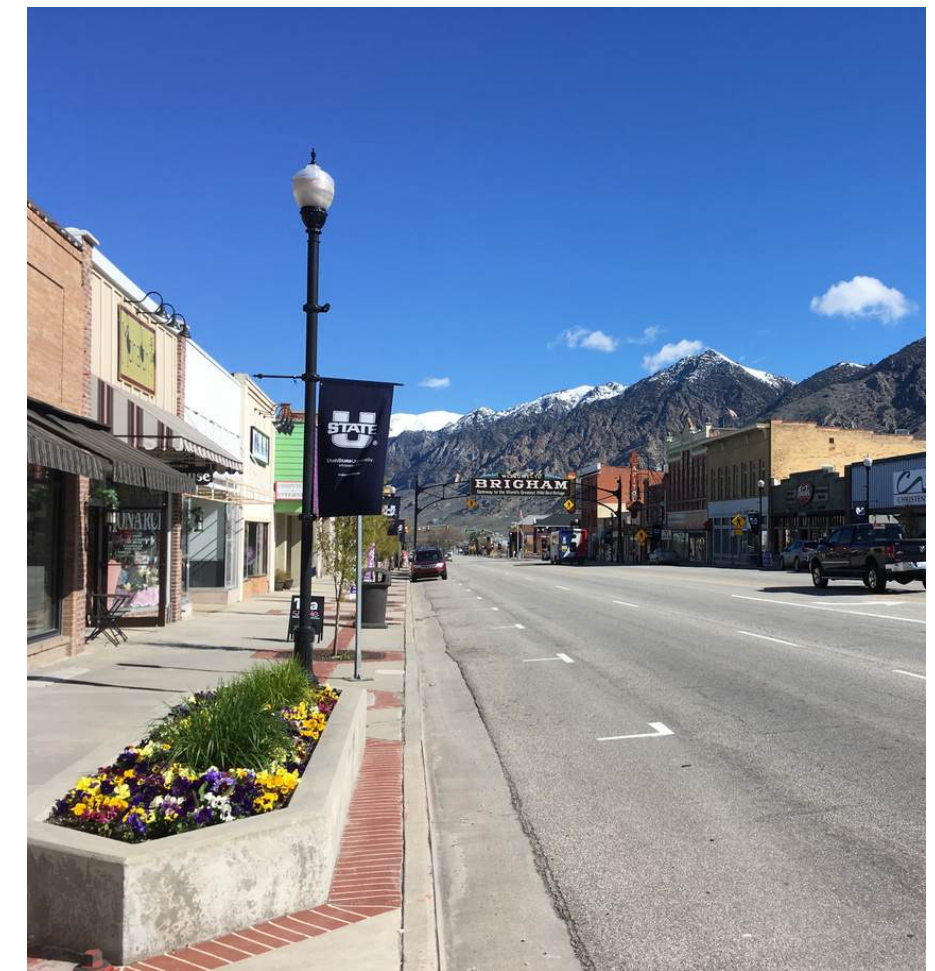


Image #2 - Buffer between street parking and the sidewalk



ECONOMIC VITALITY ANALYSIS



Local Businesses in Downtown Brigham City

ECONOMIC VITALITY HIGH LEVEL GOALS

- 1 Promote downtown as a local and regional destination.
- 2 Encourage a diverse range of businesses to establish and expand downtown.
- 3 Improve connectivity to major regional thoroughfares and transportation hubs to facilitate easy access for residents and visitors traveling to downtown.

ECONOMIC VITALITY GOALS, STRATEGIES, AND RECOMMENDATIONS

1 Promote downtown as a local and regional destination.

1.1. Expand development and encourage redevelopment in the downtown area.

1.1.1. Offer reduced and/or shared parking requirements to encourage developers to invest in downtown.

Reducing and/or shared parking requirements in Brigham City could be a transformative strategy to encourage investment in the downtown area.

By lowering the number of mandated parking spaces and disconnecting parking locations from building locations in the downtown district, the city can make development projects more financially viable for developers and incentivize rehabilitation/restoration of existing buildings, allowing developers and building owners to allocate resources toward enhancing building quality and creating vibrant public spaces.

This shift could lead to the emergence of mixed-use developments and restoration of buildings to beneficial uses that combine residential, retail, and recreational options, fostering a lively atmosphere where people can live, work, and socialize within walking distance.

Such an environment promotes foot traffic, benefiting local businesses and making the downtown area more appealing to visitors.

Moreover, this approach aligns with broader urban planning trends that emphasize sustainability and alternative transportation options. With fewer parking spaces required, Brigham City could invest in improving public transit, biking infrastructure, and pedestrian pathways, encouraging residents to opt for greener commuting methods.

This would not only reduce reliance on personal vehicles but also create a healthier, more connected community. Engaging local stakeholders in the process will be crucial to addressing concerns about traffic and accessibility, ensuring that the benefits of reduced parking requirements are realized while maintaining a balance between development, revitalization, and community needs.

Ultimately, this strategy could revitalize downtown Brigham City, making it a more attractive destination for young professionals, families, and visitors alike.



Shared parking lot diagram | Source: Green Caltrain



1.1.2. **Offer technical assistance with applications for financial incentives, tax credits, or grants specifically for historic preservation and adaptive reuse in the downtown area.**



Downtown adaptive reuse project example | Source: Denver Urbanism

Offering technical assistance with applications for financial incentives, tax credits, or grants specifically for historic preservation and adaptive reuse in the downtown area can be a crucial service for property owners, developers, and local businesses.

This process involves guiding applicants through the often complex web of federal, state, and local programs designed to promote the preservation of historic structures while encouraging economic revitalization. These programs, such as the Federal Historic Preservation Tax Incentives program or state-level tax credits, can significantly reduce the financial burden of restoring historic buildings or repurposing them for modern use. However, navigating the eligibility criteria, documentation requirements, and deadlines can be overwhelming for those unfamiliar with the process. Offering tailored technical assistance can help applicants identify which incentives they qualify for, ensure that all necessary documentation is submitted correctly, and maximize their financial benefits.

In addition to offering guidance on tax credits and grants, technical assistance for adaptive reuse projects in the downtown area can also help bridge the gap between historic preservation and modern development needs.

Many historic buildings in downtown areas require significant upgrades to meet current safety codes, energy efficiency standards, and accessibility requirements. This is where specialized knowledge of both preservation standards and adaptive reuse strategies becomes essential. By facilitating access to expertise on how to integrate modern systems into historic structures without compromising their architectural integrity, technical assistance programs can help developers create functional, sustainable spaces that preserve the unique character of the downtown area. These efforts not only enhance the aesthetic and cultural value of the community but also contribute to economic growth by attracting new businesses, residents, and tourists to revitalized historic districts.

1.1.3. **Integrate more cultural amenities such as museums, galleries, public art installations, or interpretive signage to enhance the cultural vibrancy of downtown.** Integrating more cultural amenities, such as museums, galleries, public art installations, or interpretive signage, can greatly enhance the cultural vibrancy of a downtown area by creating spaces that celebrate local history, art, and community identity. Museums can serve as cultural hubs, offering residents and visitors opportunities to engage with the area's heritage and contemporary artistic expression.

The Brigham City Museum of Art & History is located within easy walking distance of Main Street and can support this strategy. Public art installations, such as murals, sculptures, or interactive pieces, add aesthetic appeal and encourage public interaction, transforming ordinary spaces into engaging environments. Interpretive signage can further enrich the experience by providing context and storytelling around historical landmarks, notable figures, or even the artwork itself. These amenities not only beautify the area but also foster a sense of pride, belonging, and tourism, contributing to the overall economic and social vitality of downtown spaces. Some examples of these include:

1.1.3.1. **Public Art Murals:** Large, vibrant murals painted on the sides of downtown buildings, depicting scenes from the city's history, local wildlife, or notable local figures.



Public Art Mural | Source: Mural Fest

1.1.3.2. **Ghost Signs:** Ghost signs are signs that were painted as murals on side walls of historic buildings and can be restored as art installations in their own right. An inventory of such signs should be conducted in downtown Brigham City.



Ghost Sign | Source: Ephemera Society of America

1.1.3.3. **Sculpture Trail:** A series of sculptures placed throughout downtown, highlighting both local and regional artists, with themes tied to Brigham City's culture and natural beauty.



Sculpture Trail Map Example | Source: Augusta Sculpture Trail

1.1.3.4. **Interpretive Signage:** Signs placed at historical landmarks or significant buildings explaining the history, architecture, or role these locations played in Brigham City's development.



Interpretive Signage | Source: Preserving Salem

1.1.3.5. **Annual Art Walk or Festival:** A recurring event where local artists display and sell their works in pop-up galleries, street displays, or local businesses, coupled with live music and food trucks.



Art on Main Event Advertisement | Source: Visit Brigham City

1.1.3.6. **Public Performance Space:** An outdoor amphitheater or dedicated space for community theater, live music performances, and cultural events in the heart of downtown.



Outdoor amphitheater and plaza space | Source: Downtown Fremont, Ohio

1.2. Promote public gathering in the downtown core.

1.2.1. **Identify one or more sites downtown for a public plaza.** There are several locations that would serve as a gathering space or destination for downtown Brigham. These spaces are as follows:

1.2.1.1. **County Courthouse** - This location already serves as a green space, but due to the surrounding wall the space feels inaccessible. Creating this space as a flat, inclusive, and welcoming area tied to the municipal plaza space (directly north) would improve the overall usability. The use of these spaces could be for larger events such as music, festivals, or picnics.

1.2.1.2. **Expanded spaces at Archway** - Around the archway additional curb bulb-outs could be placed that would create a small amount of public gathering spaces. These spaces would not serve a large group of individuals, but would provide an intimate space that breaks up the corridor. Benches, trees, art, and other amenities should be utilized to help delineate the space as safe and inviting.



Existing conditions at the Gateway Arch

1.2.2. **Continue to organize and host a range of events and activities in the public spaces downtown.** Organizing and hosting a range of events and activities in the public spaces downtown can foster community engagement, attract visitors, and create a vibrant atmosphere that brings people together.

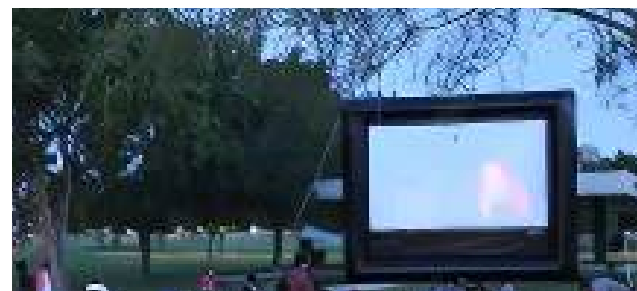
By utilizing parks, plazas, and other open areas, Brigham City can offer diverse programming that appeals to various interests and age groups. Examples of these events include:

1.2.2.1. **Outdoor Concerts:** Live music events in public squares or parks that showcase local bands, musicians, and performers.



Outdoor Concert in ampetheater | Source: Utah Agenda

1.2.2.2. **Movie Nights:** Family-friendly outdoor movie screenings in the summer months, providing entertainment for residents and visitors alike.



Movie in the park | Source: Utah Agenda

1.2.2.3. **Seasonal Festivals:** Celebrations such as harvest festivals, holiday parades, and Fourth of July events, bringing the community together for fun and cultural experiences.



Peach Days Festival in Downtown

1.2.2.4. **Fitness Classes:** Free yoga, aerobics, or fitness boot camps offered in parks or plazas, encouraging healthy lifestyles and social interaction.



Yoga in the park | Source: Asheville Wellness Tours

1.2.2.5. **Street Fairs and Art Walks:** Events where local artists, craftspeople, and businesses can set up booths along the main streets, creating an artsy, vibrant atmosphere.



Vendors at Peach Days Festival

1.2.2.6. **Cultural Celebrations:** Events that highlight the diverse cultural heritage of the community, such as food festivals or cultural performances.



The Obon Festival in Salt Lake City | Japanese Cultural Celebration | Source: The Salt Lake Tribune

1.2.3. **Develop and activate public spaces such as pocket parks and plazas that serve as gathering points for community activities.** Developing and activating public spaces such as pocket parks and plazas is a strategic way to create welcoming gathering points that enhance the sense of community in downtown areas. The first step in this process is identifying underutilized or vacant spaces that could be transformed into vibrant public areas. Once identified, these spaces can be designed with flexible seating, landscaping, and pedestrian-friendly pathways to encourage people to gather, relax, and socialize. To ensure consistent use, these areas should be activated with programming such as live performances, outdoor fitness classes, farmers' markets, or pop-up art exhibitions. Collaboration with local businesses, artists, and community groups can provide ongoing events and activities that draw residents and visitors to these spaces regularly. As these areas become more established, enhancements like public art installations, Wi-Fi access, and interactive features could be added to further engage the public. By creating thoughtfully designed and regularly programmed public spaces, downtown Brigham City can foster a stronger community connection, attract more foot traffic, and boost local businesses, making the downtown a more dynamic and attractive destination for all.

1.2.3.1. **Identify Potential Spaces:** Survey downtown to locate underutilized or vacant lots, small areas between buildings, or unused plazas that could be transformed into public gathering spaces.



Underutilized public space in Downtown Brigham City

1.2.3.2. **Design for Flexibility:** Develop plans that incorporate flexible seating, green spaces, and pedestrian-friendly features. Ensure the design can accommodate various activities, from casual seating to events.



Public space with flexible features and open space | Source: Street Furniture Australia

1.2.3.3. **Incorporate Community Feedback:** Engage with local residents and businesses to gather input on the design and functionality of the space, ensuring it meets community needs and preferences.



Public input of Downtown Gathering Spaces collected for the general plan update

1.2.3.4. **Initial Activation:** Start with low-cost, simple programming such as weekend farmers' markets, pop-up events, or public art displays to attract visitors and test how the space is used.






Brigham City Farmer's Market | Source: Visit Brigham City

1.2.3.5. **Partner with Local Organizations:** Collaborate with local artists, fitness instructors, and businesses to host regular events, such as outdoor fitness classes, live performances, or art exhibitions.

1.2.3.6. **Enhance Over Time:** As the space gains popularity, invest in additional amenities like public art installations, free Wi-Fi, shaded areas, and interactive features to further enhance its appeal.

1.2.3.7. **Sustain with Regular Programming:** Develop a calendar of events to ensure ongoing engagement, working with local groups to maintain activity in the space year-round.

Events  2024  

< December 2024 > Today Month Week

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1							
2	9:00 AM Circuit Exercise Cl 2:00 PM Book Club	9:45 AM Drums Alive	9:00 AM Movement Exercise 1:00 PM Drums Alive	9:45 AM Drums Alive 1:00 PM Games Hour 5:00 PM City Council Meet 7:00 PM Humanities Book C	9:45 AM Drums Alive		Entry Deadline for the 2024
3							
4							
5							
6							
7							
8							
9	9:00 AM Circuit Exercise Cl	9:45 AM Drums Alive	9:00 AM Movement Exercise 1:00 PM Drums Alive	9:45 AM Drums Alive 4:00 PM Parents/Kit Book Cl			Plain Air Competition Exhibit
10							
11							
12							
13							
14							
15							
16	9:00 AM Circuit Exercise Cl	9:45 AM Drums Alive	9:00 AM Movement Exercise 1:00 PM Drums Alive	9:45 AM Drums Alive 5:00 PM City Council Meet			Plain Air Competition Exhibit
17							
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23	9:00 AM Circuit Exercise Cl	9:45 AM Drums Alive	City Offices Closed - Christm				
24							
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30	9:00 AM Circuit Exercise Cl	9:45 AM Drums Alive					
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Brigham City Events Calendar for December 2024

1.3. Incorporate public art in public spaces.

1.3.1. **Involve the community in the design process or public art projects to ensure resonance with residents.** Incorporating public art into downtown Brigham City can greatly enhance its visual appeal and foster a sense of local pride, especially when the community is involved in the design process. By engaging residents in the planning, creation, and selection of public art projects, the city can ensure that these pieces resonate deeply with the local culture, history, and identity. Hosting workshops, public meetings, or collaborative art sessions allows residents to contribute ideas, share stories, and directly influence the themes and designs of murals, sculptures, or other installations. Community-driven art projects, such as murals that reflect the city's pioneer heritage or sculptures that celebrate local wildlife, give residents a sense of ownership and connection to their surroundings. Involving schools, local artists, and civic organizations in the creation of these works can also help foster intergenerational engagement, education, and pride in the city's cultural landscape. Ultimately, when public art reflects the values, history, and creativity of the community, it becomes a powerful tool for building unity and enhancing the downtown experience for residents and visitors alike.

1.3.2. **Engage with local and regional artists to create site-specific artworks that reflect the history and culture of Brigham City.**

Engaging local and regional artists to create site-specific artworks in downtown Brigham City is an excellent way to reflect the area's rich history and culture while enhancing the aesthetic appeal of public spaces. By commissioning artists who have a deep understanding of the local landscape and heritage, the artwork can authentically represent the stories, traditions, and values of the community. These site-specific works, whether they be murals, sculptures, or interactive installations, can capture key elements of Brigham City's past, such as its pioneer roots, agricultural significance, or the natural beauty of the surrounding mountains and wildlife. Additionally, by involving



Citizens participating in the Art on Main events | Source: Visit Brigham City

regional artists, the city can also integrate broader cultural influences while maintaining a strong local identity. Hosting public events, unveilings, or art tours that spotlight these artworks can further engage residents and visitors, turning downtown into a cultural destination. These collaborations not only support local creativity but also ensure that the public art is meaningful and resonates with the community, creating lasting connections between the art, the space, and the people of Brigham City.

1.3.3. **Consider how artwork can enhance the functionality and aesthetics of public spaces, such as seating elements, wayfinding markers, or other community design features.** Incorporating public art into Downtown Brigham City can go beyond beautification by also enhancing the functionality of public spaces. By integrating artwork into everyday community design features—such as seating elements, wayfinding markers, or even bike racks—the city can create an environment that is both visually engaging and highly practical. Artistic benches or seating areas can become interactive sculptures that invite people to relax while enjoying the art, making public spaces more welcoming. Wayfinding markers designed with artistic elements can not only guide pedestrians, but also celebrate the city's history, culture, or natural landmarks, turning simple navigation into an educational and enjoyable experience. These artful additions can reflect local themes, whether inspired by the surrounding mountains or the city's pioneer past, while also serving practical purposes that enhance public comfort and ease of movement. By combining aesthetics with function, Brigham City can create a unique downtown atmosphere that reflects its character while improving the usability and experience of its public spaces for both residents and visitors.

1.4. Support uses that engage the street and invite pedestrians to visit.

1.4.1. **Encourage outdoor dining areas and pop-up seating arrangements to activate public spaces and activate sidewalks and future plazas.**

Encouraging outdoor dining areas and pop-up seating arrangements is a dynamic way to activate public spaces and sidewalks in Downtown Brigham City, transforming them into lively, inviting areas that attract pedestrians. By extending the activity of local restaurants and cafés onto the street, outdoor dining creates a vibrant, social atmosphere that naturally draws people to these spaces. Pop-up seating arrangements, such as temporary benches or movable tables and chairs, provide flexible options for visitors to sit, relax, and enjoy the surroundings, even if they aren't patronizing a nearby business. These elements can make sidewalks, plazas, and other public areas more interactive and



Pop-up seating outside of a business | Source: Isles, Inc.

welcoming, encouraging people to linger, socialize, or take part in community events. Moreover, outdoor dining and seating arrangements can support local businesses by increasing foot traffic and visibility, creating a symbiotic relationship between public space activation and economic growth. This approach fosters a more engaging downtown experience, making it a destination where people want to gather and spend time, ultimately enhancing the vibrancy and sense of community in Brigham City.

1.4.2. **Support temporary pop-up shops, sidewalk sales, markets, and artisan fairs that activate vacant lots, empty storefronts, or underutilized spaces.**



Sidewalk sale example | Source: Herald Community Newspaper

Supporting temporary pop-up shops, sidewalk sales, markets, and artisan fairs is an effective way to activate vacant lots, empty storefronts, and underutilized spaces, transforming them into lively, community-oriented hubs.

These pop-up events not only fill gaps in the streetscape but also draw foot traffic and engage pedestrians by offering unique shopping, dining, and cultural experiences. Local entrepreneurs, artists, and small businesses can benefit from these short-term opportunities, testing their products and services in a lower-cost environment while contributing to the vibrancy of the downtown area.

Additionally, pop-up markets and fairs encourage a sense of community by showcasing local craftsmanship and creating gathering spaces for residents and visitors alike. By strategically utilizing vacant or underused areas, these temporary initiatives can breathe new life into downtown Brigham City, making it a more dynamic, pedestrian-friendly destination.

Implementation Steps should include:

- 1.4.2.1. **Identify Barriers:** Certain City codes may prohibit portions of these recommended strategies. These barriers should be identified and addressed through code amendments or otherwise resolved.
- 1.4.2.2. **Identify Potential Spaces:** Survey downtown for vacant lots, empty storefronts, or underutilized areas that can be temporarily repurposed for pop-up shops and markets.
- 1.4.2.3. **Develop Partnerships:** Collaborate with local property owners, businesses, and city officials to gain permission to use these spaces and to plan events.
- 1.4.2.4. **Engage Local Entrepreneurs:** Reach out to local artisans, small businesses, and food vendors to participate, offering them a low-cost way to showcase their products.
- 1.4.2.5. **Set Up Infrastructure:** Ensure the temporary spaces are equipped with necessary infrastructure like tents, tables, electricity, and signage to support vendors and attract visitors.
- 1.4.2.6. **Market the Events:** Promote pop-up shops and artisan fairs through social media, local news outlets, and community networks to draw attention and visitors.
- 1.4.2.7. **Program Regularly:** Plan a series of recurring events, such as monthly or seasonal markets, to ensure consistent activation of underutilized spaces and build anticipation among the public.

1.4.2.8. **Gather Feedback:** After each event, solicit feedback from vendors and visitors to refine and improve future pop-up events, ensuring they remain engaging and beneficial.



Street Market | Source: Utah Agenda

1.4.3. **Program events to create a sense of anticipation and excitement, drawing both residents and visitors to the area.**

Programming regular events in downtown Brigham City is a powerful strategy to generate a consistent buzz and create a sense of anticipation that draws both residents and visitors. When events are scheduled regularly - such as weekly farmers' markets, monthly art walks, seasonal festivals, or live music nights—it fosters a feeling of excitement and gives people reasons to visit the downtown area frequently. These events not only provide entertainment but also support local businesses by increasing foot traffic, as attendees are more likely to explore nearby shops, restaurants, and cafes. A regular event schedule helps establish a rhythm in the community, making downtown a go-to destination for socializing, shopping, and cultural engagement. By offering a variety of activities that appeal to different age groups and interests, these programs can create an inclusive and vibrant atmosphere that encourages a strong sense of community while also attracting out-of-town visitors. The consistent activation of public spaces with events and activities transforms downtown into a lively hub of activity that people look forward to visiting time and time again.



Brigham City Farmers Market | Source: Visit Brigham City

2

Encourage a diverse range of businesses to establish and expand downtown.

2.1. Develop a strong brand and marketing campaign for the downtown area to attract businesses and customers.

2.1.1. Develop a compelling narrative that communicates the downtown's identity, values, and vision for the future.

Developing a strong brand and marketing campaign for downtown Brigham City is essential to attracting both businesses and customers, creating a unified identity that highlights the area's unique characteristics. A compelling narrative should be crafted to communicate the downtown's distinct personality, values, and vision for the future. This narrative could emphasize Brigham City's rich history, small-town charm, and its commitment to preserving local culture while embracing modern growth and development. By highlighting key attributes such as walkability, historic architecture, and a welcoming atmosphere, the brand can appeal to both potential businesses looking for a vibrant community and customers seeking a unique shopping or dining experience. The marketing campaign should use a mix of digital and traditional media, including social media, local events, and partnerships with influencers, to amplify the message and reach a broader audience. Clear branding, such as a recognizable logo, slogan, and visuals, will help reinforce the downtown's identity, making it a go-to destination. By aligning the brand with the community's vision for economic vitality and cultural enrichment, downtown Brigham City can position itself as a thriving hub for both business and leisure.



Historic Downtown Brigham City Then & Now

2.1.2. **Create a cohesive visual identity that reflects the desired atmosphere and values of downtown.** Creating a cohesive visual identity is a crucial element in developing a strong brand and marketing campaign for downtown Brigham City, helping to attract both businesses and customers by reflecting the area's atmosphere and values. The visual identity should include a consistent color palette, typography, and design elements that evoke the desired vibe—whether it's historic charm, modern vibrancy, or a blend of both. This could involve highlighting key aspects of the downtown's architecture, natural surroundings, or cultural heritage. A carefully designed logo that represents the spirit of the area, along with visually appealing signage, banners, and storefront displays, can create an inviting and recognizable environment. Additionally, the visual identity should be seamlessly integrated into marketing materials, such as brochures, websites, and social media platforms, ensuring that the brand remains consistent across all touchpoints. By aligning the look and feel of the downtown with its values—such as community, local entrepreneurship, and cultural heritage—the visual identity can foster a strong emotional connection with both visitors and locals, making downtown Brigham City a memorable and attractive destination.



Downtown Branding Logo Example | Source: This is Folly

2.1.2.1. Conduct Research and Discovery:

- 2.1.2.1.1. Gather input from local businesses, community members, and city officials to understand the core values, history, and desired atmosphere of the downtown area.
- 2.1.2.1.2. Analyze other successful downtown branding efforts to identify best practices and key trends.

2.1.2.2. Define Brand Identity:

- 2.1.2.2.1. Based on feedback, establish the desired tone and personality of the brand (e.g., historic, modern, family-friendly, artsy).
- 2.1.2.2.2. Develop key brand values and messages that reflect the downtown's unique qualities.

2.1.2.3. Design a Visual Concept:

- 2.1.2.3.1. Work with graphic designers to create a logo that represents the downtown's identity.
- 2.1.2.3.2. Select a color palette, fonts, and design elements that visually communicate the brand's personality and desired atmosphere.

2.1.2.4. Create a Branding Toolkit:

- 2.1.2.4.1. Develop brand guidelines, including proper logo usage, color schemes, typography, and imagery styles to ensure consistency across all platforms and materials.
- 2.1.2.4.2. Include templates for marketing collateral, such as brochures, flyers, and social media posts, that align with the visual identity.

2.1.2.5. Implement Across Platforms:

- 2.1.2.5.1. Apply the visual identity to all downtown signage, banners, and storefront displays to create a cohesive streetscape.
- 2.1.2.5.2. Update the downtown website, social media profiles, and marketing materials with the new branding to maintain consistency.

2.1.2.6. Promote the New Brand:

- 2.1.2.6.1. Launch the new visual identity with a public campaign to introduce it to the community, including events, press releases, and digital marketing efforts.
- 2.1.2.6.2. Involve local businesses by providing them with branding materials and encouraging them to incorporate the new visuals into their own promotions.



2.1.3. **Promote the downtown experience on a variety of platforms to reach potential businesses.** To attract businesses and customers, promoting the downtown experience through a multi-platform marketing campaign is essential. Downtown Brigham City can highlight its unique charm, vibrant community, and economic potential by utilizing various channels to reach potential businesses. A well-rounded strategy could include social media campaigns that showcase the downtown’s events, local success stories, and available spaces, along with a professional website featuring key information for prospective businesses, such as demographics, foot traffic data, and incentives for setting up shop. Additionally, targeted email marketing, newsletters, and partnerships with regional business development organizations can help spread the word to entrepreneurs and investors. Featuring testimonials from current downtown businesses can further reinforce the area’s appeal as a thriving commercial hub. By promoting the downtown experience across multiple platforms—digital, print, and in-person networking events—Brigham City can effectively position its downtown as an attractive and dynamic place for businesses to establish and grow. This broad-reaching approach ensures that the marketing message resonates with a diverse audience, increasing the likelihood of new businesses choosing to invest in the downtown area.

2.2. Create opportunities for incubator spaces to allow businesses to test the market with minimal risk

2.2.1. **Work with local property owners of vacant or underutilized structures to identify potential locations for incubator spaces.**

Identify potential locations for incubator spaces, offering a cost-effective solution for new businesses to enter the market. Utilizing these spaces can create opportunities for businesses to test the market with minimal risk, while also revitalizing underused properties and fostering economic growth. This approach encourages entrepreneurship and business development in a supportive, low-risk environment.



Example of a business incubator | Source: Starter Noise

2.2.2. **Collaborate with the Chamber of Commerce, USU, and other organizations to leverage funding opportunities and business development programs.** These partnerships can provide financial resources, mentorship, and training, making it easier for new businesses to test the market with minimal risk. Aligning with established organizations can enhance the success and sustainability of incubator spaces, fostering a thriving local business environment.

2.2.3. **Support the participation of incubator businesses in local events.** These events provide them with valuable exposure and opportunities to engage directly with the community, allowing them to test the market with minimal risk. Encouraging involvement in events helps incubator businesses build brand awareness, gather customer feedback, and refine their offerings, all while minimizing financial and operational pressures. This support enhances their chances of success in a low-risk environment.

2.3. Partner with USU, the Chamber of Commerce, and other local organizations to foster a supportive environment for local entrepreneurship.

2.3.1. **Work with the Chamber of Commerce to develop and implement initiatives that connect business owners and support small business growth.**

Partnering with Utah State University (USU), the Chamber of Commerce, and other local organizations can play a crucial role in fostering a supportive environment for entrepreneurship in Brigham City. USU, with its wealth of resources, expertise, and talent, can provide educational workshops, mentoring, and research opportunities for aspiring entrepreneurs. By leveraging the university’s connections and innovation programs, new business owners can access training in areas such as marketing, finance, and business planning. This partnership can also encourage collaboration between students, local startups, and established businesses, creating a pipeline of fresh ideas, skilled workers, and growth opportunities. Through internships, innovation challenges, and business incubators, the city can harness the creativity and knowledge available at USU to drive local economic development and foster a culture of entrepreneurship in the downtown area.



Working closely with the Chamber of Commerce is another vital strategy to support small business growth. Together, they can develop initiatives that connect local business owners with valuable resources, networking opportunities, and mentorship. These initiatives could include business roundtables, peer-to-peer support groups, and industry-specific workshops that address common challenges small businesses face.

Additionally, the Chamber can advocate for local business interests, helping entrepreneurs navigate regulations and access funding opportunities such as grants and loans. Joint marketing campaigns that promote the downtown business community can also raise visibility for small businesses, driving foot traffic and consumer engagement. By fostering strong partnerships between the Chamber, USU, and other local organizations, Brigham City can build a dynamic ecosystem that nurtures small business growth and entrepreneurship, ensuring the long-term vitality of its downtown area.



2.3.2. **Collaborate with USU administrative staff and faculty to facilitate access to expertise and facilities with incubator businesses.** Collaborating with Utah State University (USU) administrative staff and faculty can be a powerful way to foster a supportive environment for local entrepreneurship by providing access to expertise and facilities for incubator businesses. USU faculty, with their specialized knowledge in business, technology, and innovation, can offer mentorship and guidance to startups, helping them refine their business models, conduct market research, and develop strategies for growth. Administrative staff can facilitate access to university resources, such as research labs, co-working spaces, and business incubators, which can be invaluable for early-stage companies looking to test new ideas or develop prototypes. Through this collaboration, entrepreneurs can participate in workshops, training programs, and networking events that connect them with industry experts, potential investors, and fellow entrepreneurs. This partnership would create a thriving incubator environment where local startups can access the tools, knowledge, and support needed to scale their businesses and contribute to the economic growth of Brigham City. By leveraging USU's resources and expertise, the city can cultivate a dynamic entrepreneurial ecosystem that nurtures innovation and small business success.

2.3.3. **Host events with local organizations to provide educational and training opportunities for local business owners.** Partnering with USU, the Chamber of Commerce, and other local organizations to host educational and training events for local business owners can significantly enhance the entrepreneurial ecosystem in Brigham City. By organizing workshops, seminars, and networking events, these partnerships can provide business owners with essential skills and resources on topics such as financial management, digital marketing, business planning, and leadership. USU faculty and industry experts can lead these sessions, offering cutting-edge insights and practical tools that entrepreneurs can immediately apply to their businesses. The Chamber of Commerce can also play a key role by identifying specific challenges faced by local businesses and ensuring that the training opportunities address those needs. These events foster a sense of community among entrepreneurs, encourage peer learning, and create opportunities for mentorship and collaboration. Additionally, hosting these events regularly will not only help current business owners stay competitive but also inspire aspiring entrepreneurs to pursue their ideas, ultimately contributing to a vibrant and resilient local economy.

3

Improve connectivity to major regional thoroughfares and transportation hubs to facilitate easy access for residents and visitors traveling to downtown.

3.1. Enhance navigation from Interstate 15, U.S. Highway 89/91, and other major thoroughfares to downtown.

3.1.1. **Implement clear and consistent gateway and directional signage.** Enhancing navigation from Interstate 15, U.S. Highway 89/91, and other major thoroughfares to downtown Brigham City is essential to improving accessibility and drawing more visitors to the heart of the community. By implementing clear and consistent gateway and directional signage, the city can ensure that travelers and tourists can easily find their way downtown, which will help boost local businesses and increase foot traffic. Gateway signs at major entry points, such as off the exits of I-15 and U.S. 89/91, can welcome visitors with visually appealing designs that reflect the city's identity and invite exploration. These signs should be distinctive and well-placed, giving drivers a clear indication that downtown is a short, worthwhile detour. Additionally, wayfinding signs along key routes should guide visitors seamlessly to the downtown area, ensuring that navigating through unfamiliar roads is effortless and convenient. Once visitors are close to downtown, the directional signage should maintain consistency in design and information to lead them directly to points of interest such as parking lots, public spaces, and key landmarks. Clear, easy-to-read signs are crucial, not only for drivers but also for pedestrians and cyclists, ensuring everyone can find their way to dining, shopping, and cultural attractions. Moreover, incorporating signage that highlights unique features, such as historical markers, scenic routes, or recreational areas, can enrich the visitor experience and encourage them to spend more time in downtown Brigham City. This strategic improvement in navigation will enhance the city's visibility, attract more visitors, and create a welcoming environment that encourages exploration of all the local amenities. Outlined below is a workflow for implementation of the necessary signage:



Box Elder Chamber of Commerce meeting | Source: Box Elder Chamber of Commerce

3.1.1.1. Step 1: Initial Planning and Research

- 3.1.1.1.1. **Conduct a Needs Assessment:** Assess current signage and wayfinding systems and identify gaps in visibility and clarity. Determine high-traffic areas and major entry points where signage is needed.
- 3.1.1.1.2. **Engage Stakeholders:** Collaborate with city planners, local businesses, tourism officials, and community groups to gather input on preferred signage design and placement.
- 3.1.1.1.3. **Study Traffic Patterns:** Analyze traffic data from Interstate 15, U.S. Route 89, and other routes to determine the most efficient paths for leading visitors downtown.



City Standard directional and gateway signage example | Monroe, WI | Source: Wisconsin Economic Development Corporation

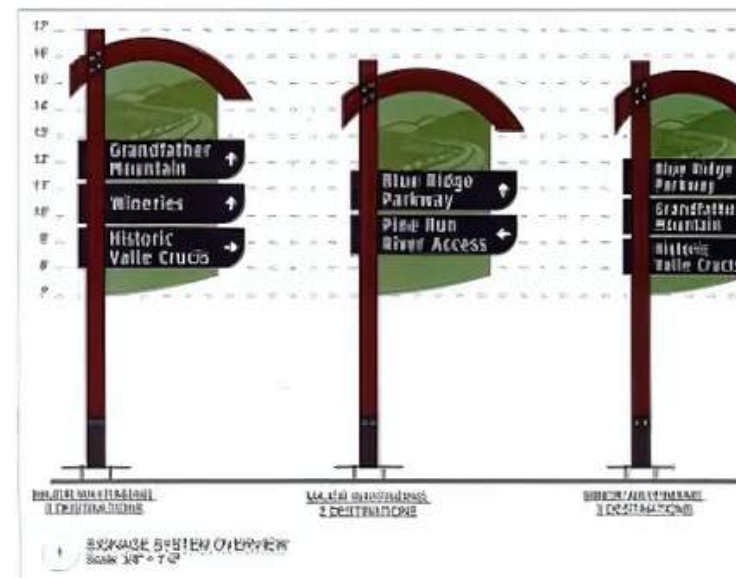
3.1.1.2. Step 2: Design and Concept Development

- 3.1.1.2.1. **Develop Signage Designs:** Work with graphic designers to create a cohesive visual identity for the signage that aligns with the city's branding (e.g., fonts, colors, icons).
- 3.1.1.2.2. **Create Wayfinding Strategy:** Map out a clear and consistent wayfinding plan that includes gateway signs at major entry points and directional signage along key routes to downtown.

- 3.1.1.2.3. **Incorporate Accessibility:** Ensure signs are clear, readable, and designed to meet the needs of drivers, pedestrians, and cyclists, with attention to ADA compliance.

3.1.1.3. Step 3: Budgeting and Approval

- 3.1.1.3.1. **Estimate Costs:** Work with contractors and vendors to get estimates for the production and installation of signage, including maintenance costs.
- 3.1.1.3.2. **Secure Funding:** Identify funding sources such as city budgets, grants, or partnerships with local businesses for cost-sharing.
- 3.1.1.3.3. **Seek Approval:** Present the wayfinding plan to city council and relevant departments (transportation, tourism) for review and approval.



Example Signage Designs | Source: Explore Boone

3.1.1.4. Step 4: Fabrication and Installation

- 3.1.1.4.1. **Contract with Vendors:** Select manufacturers to produce the signs based on approved designs and materials that are weather-resistant and durable.
- 3.1.1.4.2. **Coordinate with Installation Teams:** Work with city road crews or contracted teams to schedule and oversee the proper installation of signs at designated locations.

- 3.1.1.4.3. **Ensure Placement Accuracy:** Verify that signs are installed at optimal locations to ensure clear visibility and correct distances to downtown landmarks.

3.1.1.5. Step 5: Marketing and Promotion

- 3.1.1.5.1. **Launch Campaign:** Promote the new signage system via social media, local news outlets, and community events to inform residents and travelers of improved navigation to downtown.
- 3.1.1.5.2. **Create Digital Maps:** Update online maps (Google Maps, city websites) to reflect the new routes and provide digital guides for visitors.

3.1.1.6. Step 6: Evaluation and Maintenance

- 3.1.1.6.1. **Monitor Effectiveness:** Conduct follow-up studies to measure the impact of the new signage on traffic to downtown and gather feedback from visitors and local businesses.
- 3.1.1.6.2. **Schedule Regular Maintenance:** Develop a plan for the upkeep of signs to ensure they remain visible and intact, repairing or replacing them as needed over time.



Downtown signage displaying important locations | Source: City of Hattisberg

3.2. Develop a strategic marketing plan targeted towards capturing through traffic.

3.2.1. **Identify the demographics and interests of individuals passing through Brigham City, either via road or the Brigham City airport.** Developing a strategic marketing plan targeted toward capturing through traffic is a key opportunity for Brigham City to attract travelers passing by on major routes like Interstate 15, U.S. Highway 89/91, and through the Brigham City airport. To create an effective plan, it is essential to first identify the demographics and interests of these travelers. By analyzing data on frequent road and air traffic patterns, the city can better understand who is passing through—such as families on road trips, business travelers, outdoor enthusiasts, or tourists exploring national parks like nearby Bear River Migratory Bird Refuge. With this knowledge, targeted marketing messages can be developed to appeal to their specific needs and interests. For example, highlighting Brigham City's dining options, outdoor recreation opportunities, or unique cultural attractions could entice travelers to stop and explore. Signage along the highways, digital ads on travel apps, and promotions at the Brigham City airport can be strategically deployed to capture attention. Ultimately, the goal is to position Brigham City as more than just a pass-through town, but as a convenient and inviting stop that offers a rich experience for visitors.



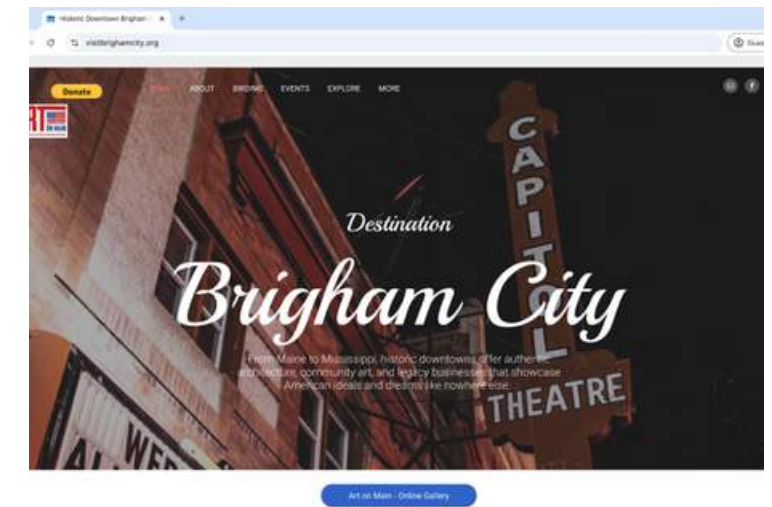
Bear River Migratory Bird Refuge | Source: Getty Images

3.2.2. **Enhance visitor information resources to provide guidance and recommendations.** Developing a strategic marketing plan targeted towards capturing through traffic in Brigham City should include enhancing visitor information resources to provide clear, accessible guidance and recommendations for travelers. By offering easy-to-find, updated information both online and offline, the city can better engage passersby and encourage them to stop and explore local attractions. This can involve placing well-designed visitor information kiosks at key locations like gas stations, rest stops, and the Brigham City airport, offering maps, brochures, and recommendations for dining, shopping, and recreation. Additionally, integrating this information into the city's website and mobile app with personalized suggestions based on traveler interests—such as historical tours, family-friendly activities, or outdoor adventures—can help visitors quickly find what suits them best. Collaborating with local businesses to offer special promotions or discounts for travelers can further enhance their experience, making Brigham City an appealing stop for road-trippers, tourists, and those flying through the local airport. These efforts will ensure that travelers have the resources they need to discover the city's charm, transforming brief stops into meaningful visits.



Example Visitor Center signage

3.2.3. **Develop engaging content that showcases the city's attractions, activities, and historic charm.** Developing a strategic marketing plan aimed at capturing through traffic should focus on creating engaging content that highlights Brigham City's unique attractions, activities, and historic charm. This content can take various forms, including visually appealing videos, blog posts, social media campaigns, and digital ads that showcase the city's natural beauty, historic sites, and vibrant local culture. Highlighting key destinations such as the Bear River Migratory Bird Refuge, historic downtown Brigham City, local festivals, and outdoor recreation opportunities would entice travelers to stop and explore. By telling stories that capture the essence of Brigham City—its pioneer heritage, community events, and family-friendly atmosphere—the content can resonate with diverse audiences. Featuring testimonials from local business owners and visitors or curating itineraries for day trips can make the city more approachable and appealing to road-trippers or tourists passing through. By placing this engaging content on travel websites, social media platforms, and apps like Google Maps, the city can ensure that its message reaches travelers, encouraging them to turn their detour into a memorable stop in Brigham City.



Visit Brigham City advertising the Historic Downtown | Source: Visit Brigham City

3.3. Promote trail connections from gateways and primary trailheads to downtown.

3.3.1. Identify gaps in the existing trail system and opportunities for connectivity improvements.

Promoting trail connections from gateways and primary trailheads to downtown Brigham City can greatly enhance both recreational and economic activity by making it easier for hikers, cyclists, and outdoor enthusiasts to access the heart of the city. The first step is identifying gaps in the existing trail system and opportunities for connectivity improvements. For example, reviewing current trails, paths, and greenways could reveal where additional signage, safe crossings, or trail extensions are needed to better link popular outdoor areas to downtown businesses, parks, and cultural attractions. Improving connections from places like the Bear River Migratory Bird Refuge or other natural sites to the downtown area would not only make it easier for visitors to transition from outdoor activities to dining and shopping but also encourage longer stays. Strategic partnerships with local businesses and outdoor organizations could help fund and promote these efforts, with the added benefit of turning Brigham City into a destination for eco-tourism and active lifestyles. Enhanced trail connections will create a seamless experience for both locals and visitors, boosting foot traffic downtown and fostering a healthier, more connected community. Outlined below is a logical workflow for completion of the task:



Urban Trail connecting central locations and services across the city | 9 Line SLC | Source: People for Bikes

3.3.1.1. Step 1: Assessment and Research

3.3.1.1.1. **Map Existing Trails:** Identify all current trails, pathways, and primary trailheads leading toward downtown.

3.3.1.1.2. **Analyze Gaps:** Conduct a gap analysis to determine where existing trails do not connect to downtown, focusing on safety, accessibility, and continuity.

3.3.1.1.3. **Survey Users:** Gather input from trail users, local hikers, and cyclists on current challenges and desired improvements for connectivity to downtown.

3.3.1.2. Step 2: Planning and Design

3.3.1.2.1. **Identify Key Connection Points:** Determine the most effective points to connect major gateways and trailheads to downtown, focusing on popular routes and natural attractions.

3.3.1.2.2. **Develop Connectivity Solutions:** Propose solutions such as adding new trail segments, bridges, or pedestrian crossings to fill gaps. Consider upgrading existing trails with signage and safety features.

3.3.1.2.3. **Incorporate Accessibility:** Ensure that improvements address ADA compliance and cater to a wide range of users, including walkers, cyclists, and families.



Trail Design Treatment | Source: HVEA Engineers

3.3.1.3. Step 3: Funding and Partnerships

3.3.1.3.1. **Explore Funding Opportunities:** Research potential funding sources, such as state and federal grants, local government funds, or partnerships with outdoor organizations and local businesses.

3.3.1.3.2. **Partner with Stakeholders:** Collaborate with local businesses, environmental groups, and city planners to support the project and promote its benefits.

3.3.1.3.3. **Develop a Budget:** Create a cost estimate for implementing new trail connections, signage, safety features, and maintenance.

3.3.1.4. Step 4: Implementation

3.3.1.4.1. **Secure Approvals:** Obtain necessary approvals from local government agencies and other relevant authorities for trail construction or improvements.

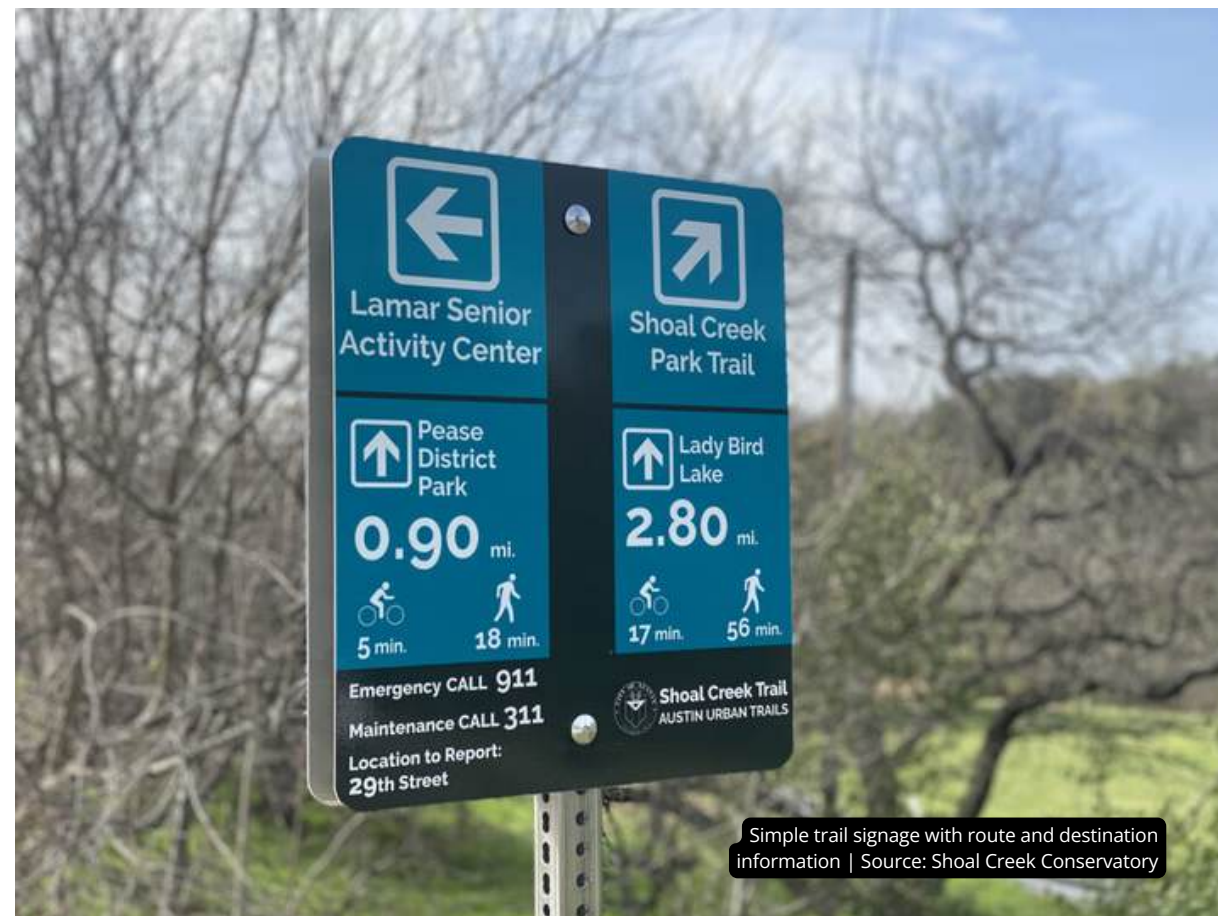
3.3.1.4.2. **Begin Construction/Improvement:** Work with contractors to extend trails, add crossings, and enhance existing paths with signage and wayfinding markers.

3.3.1.4.3. **Add Signage and Wayfinding:** Install clear, consistent signage directing trail users to downtown amenities such as dining, shopping, and parking.



City trail under construction | Source: Montgomery County Government

3.3.2. **Develop trail signage that directs users towards downtown.** Developing trail signage that directs users toward downtown Brigham City is a key strategy to promote trail connections and draw more foot and bike traffic to the area. By installing clear, visually appealing, and strategically placed signs along primary trailheads and gateways, trail users can be easily guided towards downtown, turning outdoor activities into opportunities to explore local businesses, eateries, and cultural attractions. The signage should include not only directional arrows but also distances to key downtown locations, making it convenient for hikers, cyclists, and walkers to gauge how far they are from city amenities. Incorporating maps, points of interest, and even brief descriptions of downtown attractions or events can further encourage visitors to make the trip. Well-designed trail signs can also emphasize the safety and ease of access to downtown, ensuring users feel confident and informed as they transition from nature trails to urban spaces. These efforts can make downtown Brigham City more accessible, vibrant, and connected to its surrounding natural beauty, enhancing the overall visitor experience.



Simple trail signage with route and destination information | Source: Shoal Creek Conservatory

3.3.3. **Update the public on trail updates and key routes to downtown.** Keeping the public informed about trail updates and key routes to downtown is essential for promoting the use of these connections and encouraging both locals and visitors to explore Brigham City on foot or by bike. Regular communication through city websites, social media platforms, and local newsletters can ensure that people are aware of newly developed or improved trail segments, changes in accessibility, and the best routes leading downtown. Highlighting these updates with maps, photos, and descriptions of the trails, along with estimated travel times to key downtown destinations, can motivate outdoor enthusiasts to integrate downtown visits into their trail activities. Additionally, providing timely information about seasonal trail conditions or special events can help foster excitement and engagement, while also demonstrating the city's commitment to maintaining and enhancing these pathways. By keeping the public updated, Brigham City can strengthen the connection between its natural surroundings and its vibrant downtown, ultimately driving more foot traffic to local businesses and creating a more connected community.



Public information signage | Source: City of Boulder, Colorado



DOWNTOWN HOUSING ASSESSMENT & RECOMENDATIONS



Single-family home at the intersection of 100 E & 100 N

Downtown housing recommendations will be crafted to highlight areas for infill housing or upper-floor housing.

Current Conditions and Housing Needs

Downtown Brigham City is a district primarily used for commercial and retail activity. However, existing single-family homes, small apartment buildings, and upper-story apartments provide a limited number of residents with housing. The majority of housing units along the downtown corridor and adjacent areas are single-family homes that predate 1930, with exceptions of a few 4-unit apartment buildings and homes constructed throughout the 1940s and 50s. Searching back through western town development history, the upper floors of the two- and three-story commercial buildings would have been used for residential purposes as well.

As Brigham City continues to grow and attract new residents, the demand for diverse housing options will grow, and downtown will become a location that supports this diversification. With a projected population increase of over 4,000 households by 2040, the city must expand its housing supply to meet this growth. Notably, approximately 30% of the current population is under 18, indicating an immediate and future need for housing that caters to singles, couples, and younger families, as well as, starter or entry level home stock. Currently, 64% of the housing units in Brigham City are owner-occupied, highlighting a significant need for more affordable rental housing options. Diversifying local housing choices is essential to accommodate both the growing and the youthful demographic.



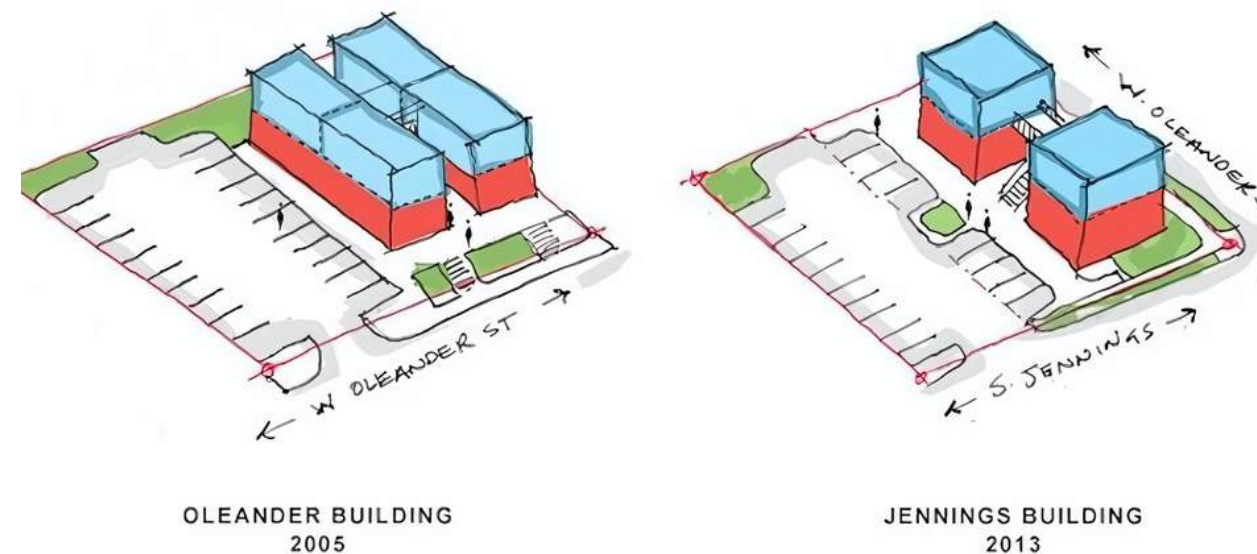
Downtown Housing Stock Adjacent to Private Parking in Downtown Brigham City

Housing Recommendations

In an effort to drive a vibrant downtown, additional downtown housing is required to increase the tenure and frequency of visitors.

Encourage and Prioritize Upper-Story Apartments

In an effort to make a more vibrant and active downtown while increasing housing options, priority should be given to filling as many vacant and partially vacant properties as possible. While most land is occupied in Downtown Brigham City, almost 10% of the properties within the study area have vacant upper stories (overall calculation of entire availability). Rehabilitating these spaces for residential purposes maximizes the use of limited land available for development, helps preserve open spaces, and concentrates development in a desirable location that will drive economic vitality. This approach helps preserve the existing character of the district while providing more affordable housing options in close proximity to jobs, transit, everyday services, and entertainment.

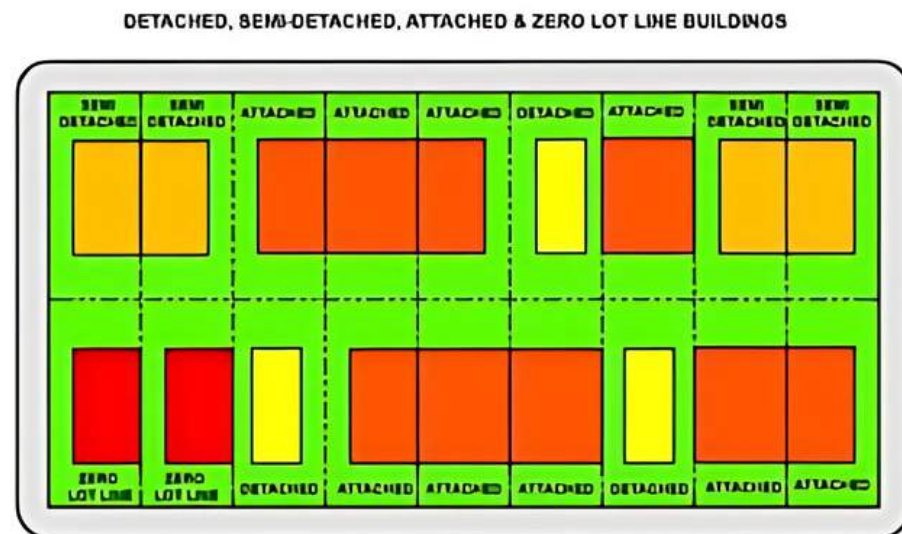


Two Story Mixed-Use building with first floor commercial and second story residential | Source: TMA Architects



Allow Zero Lot-Line Development

To promote efficient land use and a cohesive built environment, it is recommended that zero-lot line construction be allowed in Downtown Brigham City on properties with Main Street frontage and between Main Street and 100 E./100 W. for infill and redevelopment projects. This approach would encourage dense development, maximizing space for the development of additional dwelling units while preserving the character of neighborhoods on 100 E. and 100 W. This would enable developers to take advantage of smaller lots that may otherwise remain unused or be used inefficiently. Allowing for buildings to be constructed with no minimum setbacks will attract investment in infill projects and contribute to a continuous downtown character.



Attached vs Detached, Zero Lot Line, Semi Detached Buildings | Source: Fontan Architecture

Parking Requirement Reduction

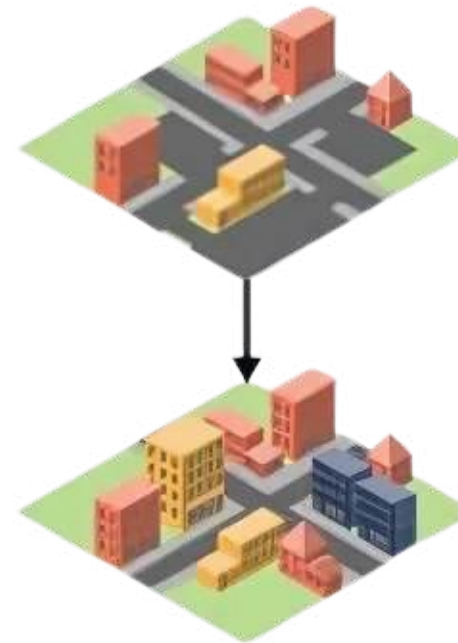
Reducing parking minimums in Downtown Brigham City can play a crucial role in promoting infill and upper-story apartment development. By lowering the required number of parking spaces for new developments, the city can make better use of limited urban land, encourage a more walkable and vibrant downtown, and stimulate economic growth. This policy shift can attract developers by reducing construction costs and freeing up space for additional housing units, thereby addressing the need for attainable, diverse housing options.

Attainable Housing Minimums

To balance the goals of density and affordability, the city should establish attainable housing minimums for new developments and redevelopment projects in Downtown Brigham City. It is recommended that the policy require a minimum of 20% of the project's gross floor area of residential use to be designated for households with incomes below 80% of the AMI. Setting these minimums will help meet housing needs of a broader range of the population and attract a more diverse population fostering a more inclusive downtown.

Infill Incentives

By offering incentives to developers of infill projects, the city can make it more affordable to invest in underutilized or vacant sites within the downtown district. It is recommended that the city offer reduced impact fees and lowered service connection fees to encourage revitalization and development in the area. Reduced impact fees help lower the initial cost of development by decreasing the charges associated with the increased demand on public infrastructure, while reduced service connection fees minimize the expenses related to connecting new projects to essential city services such as water, sewer, and electricity. These incentives can help stimulate economic growth and attract both new businesses and residents to downtown.



Infill Example Diagram | Source: New Hampshire Housing Toolbox

Potential Sites



SITE	DETAILS
30 W 100 S	This is the site of an old motel from the late 1950s that has been vacant for several years. This corner lot, just under half an acre, is ideal for a mixed-use development.
38 E 100 S	The site was recently approved for a mixed-use development including commercial space on the ground floor and four apartments on the second and third floors.
Vacant upper stories	5 N Main, 21 W Forest, 9 W Forest, 61 S Main, 63 S Main, 53 S Main, 57 S Main, 35 S Main, 14 S Main, 133 S Main

APPENDIX





DOWNTOWN
BRIGHAM CITY

**MASTER
PLAN**



UPDATE
2024



Prepared By:
Downtown Redevelopment
Services, LLC

Building/ Business	Building Owner	Building Owner Address	Official Address	Building Size (square feet)	Number of Floors	Building Condition	Year Built	Assessed Value	Floor 1 Occupancy Status	Floor 2 Occupancy Status	Floor 3 Occupancy Status	2022 NAICS
BLOCK 1												
Residence	John & Erin Valberg	760 E Meadowland Place, Brigham City, UT	11 W 100 N	5,568	2	Good	1943	\$1,560,000	Occupied	Occupied		-
Residence	Zachary Dunn	PO Box 175, Brigham City, UT	88 N 100 W	721	1	Good	1913	\$208,937	Occupied			-
Residence	Camron & Tiffany Stevenson	94 N 100 W, Brigham City, UT	94 N 100 W	2,210	1	Good	1880	\$374,839	Occupied			-
Residence	Alden & Cheryl Farr	665 W 885 S, Brigham City, UT	95 N 100 E	1,774	1	Good/Fair	1903	\$292,827	Occupied			-
Zions Bank	Zions First national Bank	PO Box 54288, Lexington, KY	98 N Main	8,139	1	Excellent		\$1,150,431	Occupied			522110
Residence	Chad Greer	5 S 500 W Unit 1107, Salt Lake City, UT	97 N Main	1,004	1	Fair	1953	(see 93 N Main)	Vacant			-
-	Chad Greer	5 S 500 W Unit 1107, Salt Lake City, UT	93 N Main	1,815	1	Good	1953	\$334,923	Vacant			-
Box Elder County Justice Court	Box Elder County	1 S Main, Brigham City, UT	81 N Main	12,154	1	Excellent	1955	\$95,000	Occupied			922110
-	Brigham City RDA	20 N Main St, Brigham City, UT	70 N Main	7,585	1	Excellent		\$1,243,203	Occupied			-
Brigham Academy Center	Brigham City RDA	20 N Main St, Brigham City, UT	58 N Main	8,868	2	Good/Excellen t	1903	\$1,154,065	Occupied	Occupied		711310
Main Street Church of Brigham City	Main Street Church of Brigham City	48 N Main St, Brigham City, UT	48 N Main	2,692	1	Good		\$94,250	Occupied			813110

First District Court	State of Utah Division of Facilities, Construction, and Management	4315 S 2700 W, Taylorsville, UT	43 N Main	13,705	3	Excellent		\$95,000	Occupied	Occupied	Occupied	922110
Hampton Inn Brigham City	BIJI LLC	6318 S Lake Fork Cir, Taylorsville, UT	40 N Main	11,436	4	Excellent	2015	\$6,979,457	Occupied	Occupied	Occupied	721110
City Office and Police Dept	Brigham City Corp.	20 N Main St, Brigham City, UT	20 N Main	6,592	2	Good		\$151,200	Occupied	Occupied		922120
Brigham City Chamber of Commerce	Brigham City Corp.	20 N Main St, Brigham City, UT	6 N Main	1,975	2	Good	1909		Occupied	Occupied		813910
Wells Fargo	Wells Fargo Bank Northwest NA	PO Box 2609, Carlsbad, CA	5 N Main	17,718	3	Excellent	1911	\$1,520,879	Occupied	Vacant	Vacant	522110
Brigham City City Library	Brigham City Corp.	20 N Main St, Brigham City, UT	26 E Forest	9813	2	Good	1,915	(see 20 N Main)	Occupied	Occupied		-
Davis and Bott Certified Public Accountants			50 W Forest						Occupied	Occupied		541211
BLOCK 2												
B&B Billiards	Sherlyannette Jones	881 Edgehill Dr, Brigham City, UT	21 W Forest	1,500	2	Good	1906	\$220,423	Occupied	Vacant		423910
Bon Bon Salon			17 W Forest	923		Good	1914	\$80,224	Occupied			812112
Heritage West Title			11 W Forest	2,065		Good	1914	\$186,456	Occupied			541191
Hotel Brigham			9 W Forest # 314			Good	1914		Occupied	Vacant	Vacant	721110
Adult Probation			9 W Forest #218			Good	1914		Occupied			922150
Amy F. Hugie, Attorney at Law			9 W Forest #208			Good	1914		Occupied			541110

Forsey Cleaners and Laundry (same as wells fargo?)			5 W Forest				Good	1914		Occupied			812320
UPS Store	Rae & Ray Enterprises Inc	95 S Main St, Brigham City, UT	97 S Main	6,175		1	Good	1953	\$289,945	Occupied			561431
Brigham Heating and Cooling	Simcox Rentals LLC	PO Box 466, Bear River City, UT	96 S Main	2,716		1	Fair	1898	\$199,694	Occupied			238220
Hive on Main	Rae & Ray Enterprises Inc	95 S Main St, Brigham City, UT	95 S Main			1	Good	1953		Occupied			711310
Misbehavin' Creperie	Rae & Ray Enterprises Inc	95 S Main St, Brigham City, UT	93 S Main			1	Good	1953		Occupied			722515
Village Dry Goods	Village Dry Goods LLC	92 S Main St, Brigham City, UT	92 S Main	3,875		1	Excellent	1920	\$198,201	Occupied			459130
Monarch Tea House	Chad Greer	5 S 500 W Unit 1107, Salt Lake City, UT	90 S Main	2,400		1	Excellent	1920	\$151,767	Occupied			445298
Bert's Family Cafe	Katherine Olsen & Brittnee Roskelly	89 S Main St, Brigham City, UT	89 S Main	1,454		1	Fair	1950	\$255,993	Occupied			722511
Edward Jones	Fife Equipment & Investment Co	PO Box 479, Brigham City, UT	86 S Main	2,800		1	Excellent	1949	\$185,878	Occupied			522110
Elwood Staffing	Chad & Carrie Greer	5 S 500 W Unit 1107, Salt Lake City, UT	84 S Main	1,426		1	Good	1902	\$130,275	Occupied			561320
Aimes Creations and Marketing	Brendan Properties LLC	693 S 900 E, Brigham City, UT	83 S Main	2,491		1	Fair	1938	\$141,947	Occupied			541613
Brigham.NET	Kenneth & Susan Sutton	173 W 2000 S, Perry, UT	80 S Main	3,630		1	Good/Excellent	1936	\$299,155	Occupied			517810
Farmhouse Realty Group	Brandy Fowers Real Estate Inc	76 S Main St/44 S Main St, Brigham City, UT	76 S Main	1,435		1	Excellent	1938	\$107,364	Occupied			531210

Christensen's Dept Store	Harold Foonberg	4875 S Monaco St Apt 410, Denver, CO	75 S Main	9,825	1	Good/Fair	1892	\$423,049	Occupied			452210
Hallmark	Coppin Family Holdings LC	15 N Main St, Logan, UT	74 S Main	5,684	1	Good	1937	\$294,404	Occupied			459420
-	Coppin Family Holdings LC	15 N Main St, Logan, UT	70 S Main						Vacant			-
Fowler Service - printers	PNP LLC	69 S Main St, Brigham City, UT	69 S Main	6,491	1	Excellent	1893	\$423,425	Occupied			459410
-	Chad & Carrie Greer	5 S 500 W Unit 1107, Salt Lake City, UT	68 S Main	4,160	1	Fair	1893	\$235,511	Vacant			-
Momentum Dance Company	Chad Greer	5 S 500 W Unit 1107, Salt Lake City, UT	63 S Main		2	Good/Fair		\$559,263	Occupied	Vacant		611610
-	Chad Greer	5 S 500 W Unit 1107, Salt Lake City, UT	61 S Main		2	Good/Fair		(see 63 S Main)	Vacant	Vacant		-
Full Circle Wellness Center	Poplar Place LLC	7340 S 950 W, Willard, UT	60 S Main	9,380	1	Good/Fair	1960	\$496,442	Occupied			812199
The Peach Tree Crafts Decor and More	Poplar Place LLC	7340 S 950 W, Willard, UT	58 S Main	2,166	1	Excellent	1933	\$175,958	Occupied			459420
Vintage Dove Market/Consignology	Union Block LLC	57 S Main St, Brigham City, UT	57 S Main	6,538	2	Good			Occupied	Vacant		459510
Capitol Theatre	Walker Properties LC	415 W 1700 S, Perry, UT	53 S Main	8,522	2	Good	1915	\$528,799	Occupied	Vacant		512131
Besst Realty Group & RW Custom Homes	2CNL Properties LLC	50 S Main St, Brigham City, UT	50 S Main	3,710	1	Excellent	1913	\$516,542	Occupied			531210
Inclusions Rockshop	The Print Shop Inc	46 S Main St, Brigham City, UT	48 S Main	4,059	1	Good	1888		Occupied			459420

Cover Up printing	Cover Up Inc	47 S Main St, Brigham City, UT	47 S Main	3,188	1	Good	1952	\$79,585	Occupied			313310
The Print Shop	The Print Shop Inc	46 S Main St, Brigham City, UT	46 S Main	4,331	1	Good	1888	\$294,271	Occupied			323111
Farmhouse Boutique	Brandy Fowers Real Estate Inc	5675 N 4800 W, Bear River City, UT	44 S Main	1,316	1	Excellent	1910	\$185,596	Vacant			459420
Idle Isle Fine Candies	Richard & Shari Vandyke	41 S Main St, Brigham City, UT	41 S Main	4,203	1	Good	1936	\$265,396	Occupied			311340
Main Street Haircutters	Nancy Holt	717 Frederick St SW, Vienna, VA	40 S Main	2,024	1	Good	1892	\$212,500	Occupied			812112
Studio 360	Brendan Properties LLC	693 S 900 E, Brigham City, UT	38 S Main	2,929	1	Good	1933	\$287,812	Occupied			812112
Treebee Soap	Michael & Teresa Wyatt	62 W 500 N, Mantua, UT	37 S Main	648	1	Good	1942	\$42,966	Occupied			446120
Brood Box	Dave & Trixie Walker	2460 S 550 W, Perry, UT	35 S Main	5,965	3	Good	1899	(see 33 S Main)	Occupied	Vacant	Vacant	531120
Box Elder Family Vision Clinic	Gavin & Jade Properties LLC	34 S Main St, Brigham City, UT	34 S Main	2,225	1	Excellent	1901	\$153,811	Occupied			621320
PrimRose	Dave & Trixie Walker	2460 S 550 W, Perry, UT	33 S Main	5,965		Good	1899	\$695,016	Occupied			621610
Phillips-Hansen Land Title Company	Bruce Evans	3425 N Hwy 38, Brigham City, UT	32 S Main	1,041	1	Good	1903	(see 30 S Main)	Occupied			541191
-	Bruce Evans	3425 N Hwy 38, Brigham City, UT	30 S Main	660	1	Good	1903	\$182,375	Vacant			-
Dorius & Reyes (attorney),	Dale & Loris Dorius	PO Box 895, Brigham City, UT	29 S Main	2,170	1	Good/Fair	1923	\$245,616	Occupied			541110
Drewes Floral and Gift	Kelly Driscoll	519 N 400 W, Brigham City, UT	28 S Main	5,352	1	Good	1927	\$209,512	Occupied			459310

Idle Isle Cafe	Kelly Driscoll	519 N 400 W, Brigham City, UT	24 S Main	3,162	1	Excellent	1921	\$290,767	Occupied			722511
Shelby Palmer Team at Equity Real Estate	Molton Holdings LLC	102 S 100 W, Brigham City, UT	22 S Main	1,694	1	Fair/Poor		(See 20 S Main)	Occupied			531210
Ascend Staffing	Molton Holdings LLC	102 S 100 W, Brigham City, UT	20 S Main	1,694	1	Fair/Poor		\$212,843	Occupied			561320
3 Goats Gruff	The Book Garden Inc	2 N Main St, Bountiful, UT	14 S Main	4,930	2	Good	1907	\$302,747	Occupied	Vacant		323111
S.E. Needham Jewelers	Brendan Properties LLC	693 S 900 E, Brigham City, UT	12 S Main	915	1	Good	1914	\$79,632	Occupied			458310
CornerStop Barber	Brendan Properties LLC	693 S 900 E, Brigham City, UT	10 S Main	959	1	Good	1914	\$82,886	Occupied			812112
USU Extension - Box Elder County Office, Box Elder County Clerk Passport Office	Box Elder County	1 S Main, Brigham City, UT	1 S Main	9,675	3	Good	1857		Occupied	Occupied	Occupied	921110?
Residence	Aaron & Helen Lasley	69 S 100 W, Brigham City, UT	69 S 100 W	1,375	1	Fair	1900	\$312,273	Occupied			-
Residence	Norman & Marilyn Thedell	60 S 100 E, Brigham City, UT	60 S 100 E	1,756	2	Excellent	1913	\$523,061	Occupied	Occupied		-
Box Elder News Journal	Box Elder News Journal	PO Box 370, Brigham City, UT	55 S 100 W	7,084	1	Good	1947	\$473,875	Occupied			511110
Residence	Genese LLC	48 S 100 E, Brigham City, UT	48 S 100 E	2,926	2	Good	1897	\$720,177	Occupied	Occupied		-
DABS Utah State Liquor Store #22	Utah State Building Ownership Authority	4315 S 2700 W, Taylorsville, UT	43 S 100 W	3,688	1	Good			Occupied			445320

-	Templeview Holdings LLC	223 W Cougar Blvd #540, Provo, UT	30 W 100 S	6,018	1	Poor				Vacant			-
Wasted Treasures	Templeview Holdings LLC	223 W Cougar Blvd #540, Provo, UT	30 W 100 S	1,720	1	Fair	1958	\$302,785	Occupied				459310
GNC	Robert Stokes	1395 N 400 E Suite C, Logan, UT	24 W 100 S	2,616	1	Good	1957	\$184,352	Occupied				446191
Utah DMV Brigham City Office	Box Elder County	1 S Main St, Brigham City, UT	35 E 100 S	3,474	1	Good	1973	\$780,451	Occupied				926120
Ernie's Heating A/C & Refrigeration	Ernest Harding	406 N 500 W, Brigham City, UT	19 E 100 S	2,835	1	Fair	1901	\$124,167	Occupied				238220
BLOCK 3													
Mixed use development	Stone Mountain Oz LLC	4040 S 300 W, Salt Lake City, UT	38 E 100 S	-	-	-	-	\$180,526	Partially Occupied				-
Everton's	Lois Everton Art Factory LLC	120 N 300 E, Brigham City, UT	24 E 100 S	1,768	1	Good	1918	\$140,756	Occupied				541430
Baumgartner Dental Lab	Peter & Elizabeth Baumgartner	525 E 300 S, Brigham City, UT	20 E 100 S	2,844	1	Good	1900	\$195,871	Occupied				621210
Residence	Cody & Stacy Richards	162 S 100 E, Brigham City, UT	162 S 100 E	1,236	1	Good	1926	\$417,909	Occupied				-
Residence	Tyler & Karie Sexton	7305 S 750 W, Willard, UT	156 S 100 E	1,092	1	Good	1920	\$353,313	Occupied				-
Residence	Cooper & Ngaire Landvatter	142 S 100 E, Brigham City, UT	142 S 100 E	1,873	2	Good	1903	\$500,437	Occupied	Occupied			-
Residence	Anthony & Rebecca Wilkinson	136 S 100 E, Brigham City, UT	136 S 100 E	1,392	1	Good	1935	\$311,817	Occupied				-

Residence	Joseph & Cheri Hardy	130 S 100 E, Brigham City, UT	130 S 100 E	1,188	1	Good	1918	\$378,179	Occupied				-
Residence	Ladawn Lowder	124 S 100 E, Brigham City, UT	124 S 100 E	1,163	1	Excellent	1892	\$270,474	Occupied				-
Residence	John & Dorothy Woodworth	120 S 100 E, Brigham City, UT	120 S 100 E	2,156	1	Good/Fair		\$328,744	Occupied				-
Smith's	Smiths Food & Drug Centers Inc	1014 Vine St, Cincinnati, OH	180 S Main	61,804	1	Good		\$6,957,253	Occupied				445110
Safelite AutoGlass	Q Lube Inc	PO Box 4369, Houston, TX	179 S Main	1,610	1	Good	1997	\$298,306	Occupied				811122
-	BC Progressive Properties LLC	17 E 200 S, Brigham City, UT	161 S Main	3,960	1	Fair	1967	\$308,389	Occupied				-
Smith's Fuel Center	Smiths Food & Drug Centers Inc	1014 Vine St, Cincinnati, OH	156 S Main	3,902	1	Good		(see Smith's)	Occupied				457100
AutoRageous Car Wash	BC Progressive Properties LLC	17 E 200 S, Brigham City, UT	145 S Main	3,796	1	Good	1995	\$486,128	Occupied				811192
-	Thomas Edwards & Bethany Rollins	4711 W 4365 S, West Valley, UT	133 S Main	2,552	2	Fair	1891	\$188,219	Vacant	Vacant			-
Ricardo's Restaurant	Richard & Miriam Velazquez	450 Crestview Dr, Brigham City, UT	131 S Main	2,024	1	Good/Fair	1919	\$135,322	Occupied				722511
Allure Salon	Kent & Kathy Anderson	5440 W 6400 N, Tremonton, UT	129 S Main	3,180	1	Fair	1932	\$193,018	Occupied				812112
Meraki Gift Boutique	S&J Real Estate LLC	2522 Elm Grove Dr, Brigham City, UT	127 S Main	1,620	1	Good	1941	\$107,136	Occupied				459420
Pelotillehue City	Brendan Properties LLC	693 S 900 E, Brigham City, UT	125 S Main	1,087	1	Good	1905	\$137,326	Occupied				-

First Community Bank	Glacier Bank	PO Box 1059 Couer D Alene, ID	110 S Main	3,718	1	Excellent	1916	\$963,963	Occupied			522110
D.L. Evans Bank	DL Evans Bank	375 N Overland Rd, Burley, ID	101 S Main	3,160	2	Good	1975	\$989,078	Occupied	Occupied		522110
Quest	Mountain States Telephone Co	1025 Eldorado Blvd, Broomfield, Co	45 N 200 E	1,901	1	Good		(see 42 N 200 E)	Vacant			
CenturyLink	Mountain States Telephone Co	1025 Eldorado Blvd, Broomfield, Co	42 N 200 E	7,284	1	Good		\$806,014	Partially Occupied			811111
Accident Pros Inc.	BC Progressive Properties LLC	17 E 200 S, Brigham City, UT	17 E 200 S	6,732	1	Good	1945	\$404,049	Occupied			811111
BLOCK 4												
Brigham City Utah Temple	Temple Corporation of the Church of Jesus Christ of LDS	50 E N Temple St, Salt Lake City, UT	250 S Main		3	Excellent	2012	\$524,462	Occupied			813110
Box Elder Tabernacle	South Box Elder Stake LDS Church	50 E N Temple St, Salt Lake City, UT	251 S Main		3	Excellent	1897	\$529,690	Occupied			813110