



# BRIGHAM CITY



# GENERAL PLAN UPDATE

ADOPTED MARCH 6, 2025

Prepared By:



Downtown Redevelopment  
Services, LLC

# 2025



# Table of Contents

Introduction	01
Public Input	03
Existing Condition Analysis	08
Recommendations	35

*Economic Development Recommendations* 35

*Land Use Recommendations* 47

*Natural Resources Recommendations* 76

*Parks & Recreation Recommendations* 85

*Hazardous Areas Recommendations* 100

*Downtown Revitalization* 106

*Sensitive Areas Recommendations* 107

*Housing Recommendations* 113

*Community Design Recommendations* 122

*Agriculture Recommendations* 127

*Utility Infrastructure Recommendations* 131

*Transportation Recommendations* 135

*Water Use & Preservation Recommendations* 139

Implementation Strategies

Appendix

01

# Introduction





# Introduction

Brigham City is situated in northeastern Utah, in Box Elder County, and is approximately 25 miles southwest of Logan and 25 miles north of Ogden.

Brigham City lies approximately 60 miles from Salt Lake City, Utah’s capital and largest city. Situated along I-15, the city is connected to Ogden, Salt Lake City, and other centers to the south and to the north. Additionally, U.S. Highway 89 runs through Brigham City, heading through Box Elder Canyon to Logan.

In the past decade, Brigham City has seen significant growth, growing by almost 10% between the years 2010 and 2020.

As this growth trend continues, Brigham City has the need to expand and implement its general and downtown plans to ensure its continued smart development and operation. The Brigham City General Plan outlines key areas and goals for how the city plans to address its past and future growth.

Brigham City is at an important point where there is a need to address aging infrastructure and capitalize on newer existing infrastructure, as well as what infrastructure has been, or will be proposed in the future. The Brigham City General Plan complies with all Utah State statutes requiring the preparation and adoption of a comprehensive, long-range general plan for meeting the present and future needs of the municipality.

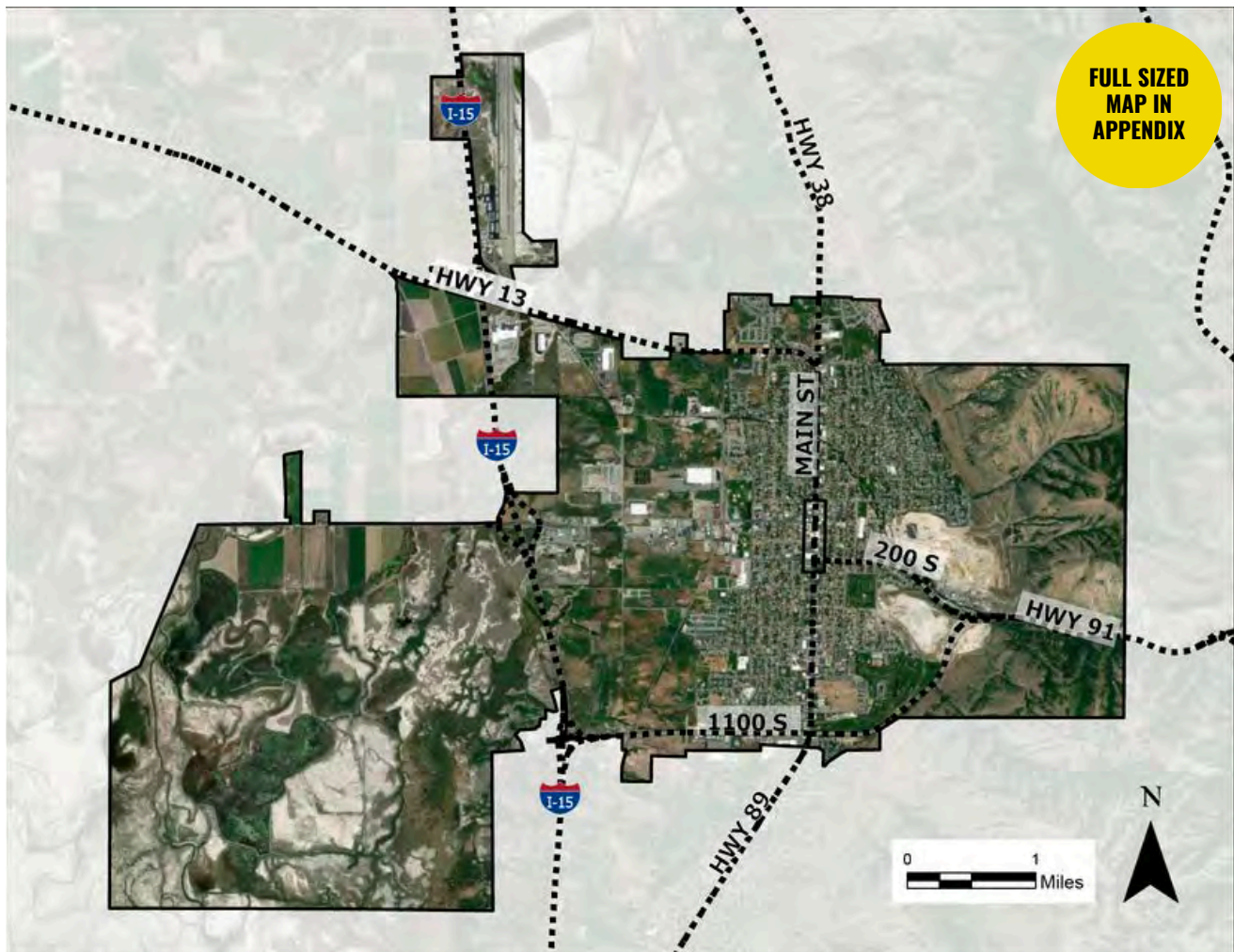


Figure X - Map of Brigham City



## History

Brigham City was founded in January of 1867 by an act of the Utah Territorial Legislature. However, the area has been occupied since the Spring of 1851. Between the years of 1852 and 1853 two forts existed, housing the residents in the area.

The townsite was surveyed in 1855. Box Elder County separated from Weber County in 1856 and designated “Brigham City” as the county seat. After its incorporation, ground was set aside for streets, parks, a city hall, and other public spaces in 1890 (Source: Box Elder County).

Brigham City remained a small agricultural town specializing in fruit production. This history lives on today with the annual Peach Days Festival that was founded in 1902.



Historic Photo of Brigham City



Historic Photos of Brigham City

Larger growth came to Brigham City with the construction and operation of Bushnell General Hospital, which operated from 1942 to 1946 as a hospital to treat wounded soldiers in World War II.

Another change that has brought significant growth to Brigham City over the course of the last several decades has been the building and expansion of the Thiokol Chemical Corporation's Wasatch Division in 1957, now Northrop Grumman (Source: Utah Dept. of Cultural and Community Engagement).

02

# Public Input





# Public Input Synopsis

## COMMUNITY INPUT MEETINGS

### Public meetings gathered feedback around



Gathering Spaces



Architecture



Housing



Traffic



Walking & Biking



Brigham City's Identity

### Public meetings explored the community values of



Community Driven Growth



Community Cohesion and Quality of Life



Heritage and Innovation



Environment & Infrastructural Sustainability



Neighborly and Engaged Community

## FEEDBACK TRENDS

### Maintain small town character & manage growth wisely

Residents expressed repeated desires across all public meetings to maintain Brigham City's small town charm, manage growth wisely, support local businesses, and increase access to a variety of amenities.



Maintain Brigham City's Small Town Charm



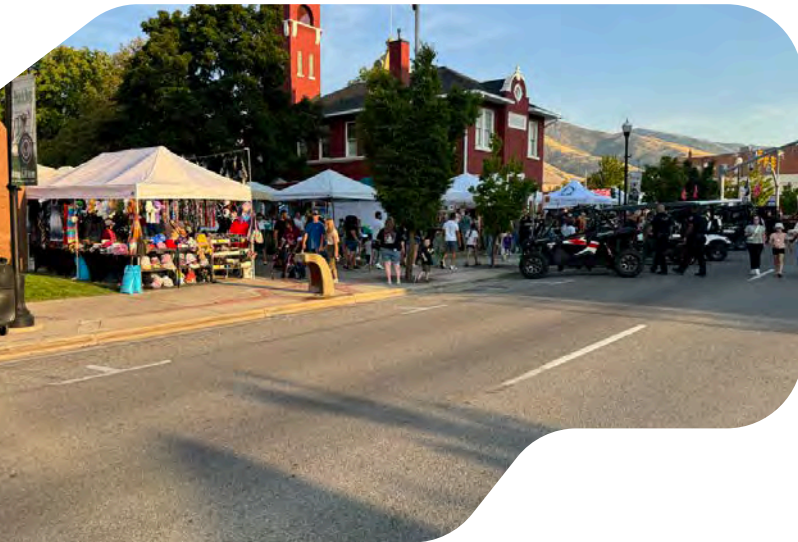
Manage Growth Wisely



Support Local Businesses



Increase Access to a Variety of Amenities



## Surveys and Workshops

Council Workshops were held to further the development of the Comprehensive Plan in areas of key importance. Focus was put on:



Brigham City's Vision & Values



Future Land Use Map

## SURVEYS

69.9%

like the City's Quality of Life



41.9%

want higher density housing near commercial centers



906

Responses for Survey 1



83.4%

leave the City for Dining options



69.6%

want improved retail & services



72

Responses for Survey 2



89.7%

said the city faces traffic issues



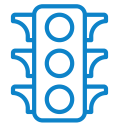
91%

said the city has congestion on major roads



66.8%

said more signals are needed



## 4. Newspaper Articles

Information was distributed through the local newspaper to increase public awareness of upcoming events. Articles were also intended to provide information on where to find periodic updates on the General Plan's progress.

**BRIGHAM CITY GENERAL PLAN UPDATE 2024**  
**Join us at the 2024 Peach Days!**  
 Share your input with us about the General & Downtown Plan Updates

Step by to review the updates to the General and Downtown Plans and leave your feedback.  
 Our booth will be located along Main Street, outside of City Hall, 20 N Main Street.  
 Friday September 6th, 9am to 10pm  
 Saturday September 7th, 8am to 1pm  
 Visit our Project Website [www.PlanBrighamCity.com](http://www.PlanBrighamCity.com)

**Brigham City Vision and Values Review Session**

Event Details:  
 Thursday, June 27, 2024  
 7:00 PM to 8:00 PM

Zoom Link:  
[tinyurl.com/ReviewZoomLink](https://tinyurl.com/ReviewZoomLink)

Can't Attend?  
 Please leave us your feedback:  
[planbrighamcity.com/project-updates](https://planbrighamcity.com/project-updates)

**BRIGHAM CITY MAIN STREET**

**Main Street Program Introduction & Downtown Visioning**

April 25, 2024  
 Academy Center, 58 N. Main Street

6-8:30pm Presentation on Main Street America  
 6:30-7pm Learn more about and get involved with Brigham City Main Street  
 7-8:30pm Public Input Meeting for Downtown Brigham City

Stay up to date via our project website  
[www.BrighamCityDowntown.com](http://www.BrighamCityDowntown.com)

**BRIGHAM CITY GENERAL PLAN UPDATE 2024**

**Public Visioning Open House**

April 24, 2024 | 4 - 8pm  
 USU Campus, Multipurpose Room, Room A104  
 988 S. Main Street

Interactive workshop on vision and values for the future of Brigham City  
 Come and go as you please

Sign up for event updates  
<https://tinyurl.com/BrighamVision>

Stay up to date via our project website  
[www.PlanBrighamCity.com](http://www.PlanBrighamCity.com)





# Surveys and Workshops

## ENGAGEMENT

Online Surveys



Existing Conditions



Community Workshops



Stakeholder Meetings



Community Tours



## THEMES

1

Community Unity and Active Participation

2

Responsible Growth and Environmental Stewardship

3

Economic Development Focused on Local Strengths

4

Preservation of Heritage and Promotion of Local Culture

5

Enhanced Quality of Life through Improved Services and Safety

## PRINCIPLES

1. We commit to fostering a close-knit community where traditions are celebrated, and every resident has a regular voice in shaping the future of Brigham City.
2. We strive to gather individuals' voices and opinions using various methods to enable convenient and comfortable engagement for everyone.
3. We strive to connect our community by creating a safe, friendly environment where residents of all ages can thrive and feel a strong sense of belonging.

1. We prioritize development that integrates with nature, conserving open spaces, enhancing nature, and prioritizing growth in areas with existing infrastructure.
2. We support growth that respects our heritage and promotes sustainable land use, ensuring that development does not compromise our environment or values.
3. We commit to infrastructure improvements that address our needs while being mindful of sustainability, such as water conservation and energy-efficiency.

1. We grow our economy by supporting small businesses and entrepreneurs and by pursuing industries that align with our community's skills and assets.
2. We promote entrepreneurship and provide support for businesses that contribute to Brigham City's economic vitality without altering our small-town charm.
3. We are committed to creating job opportunities that keep pace with growth, ensuring current and future generations can work and thrive within the city.

1. We cherish our historical and cultural sites, committing resources to preserve them and integrating them into the fabric of our community life.
2. We support community-led initiatives celebrating our community, such as festivals and reenactments, enhancing community pride and knowledge.
3. We encourage educational programs that promote an understanding of Brigham City's heritage, ensuring that our history is honored and preserved.

1. We aim to improve the quality of life for all through enhanced public services, such as emergency response, education, and senior facilities.
2. We commit to maintaining high standards of safety and accessibility, ensuring that streets, public spaces, and facilities are safe and welcoming for everyone.
3. We promote health initiatives, including equitable access to vital services, recreation, and community health programs, contributing to a healthy community.



# CORE VISIONING THEMES

1

## COMMUNITY UNITY AND ACTIVE PARTICIPATION

Brigham City encourages an engaged community where civic participation is valued. We value open dialogues with all residents, ensuring decisions reflect collective interests and contribute to our community's strength.

2

## RESPONSIBLE GROWTH AND ENVIRONMENTAL STEWARDSHIP

Our residents embrace responsible growth that respects nature and our small-town charm. We strive to manage expansion in a way that ensures that development is sustainable, thoughtful, and preserves our natural beauty.

3

## ECONOMIC DEVELOPMENT FOCUSED ON LOCAL STRENGTHS

Brigham City fosters a robust economy that leverages our existing businesses and builds on our unique assets. We support beneficial growth and expansion, providing opportunities while maintaining our beloved small-town feel.

4

## PRESERVATION OF HERITAGE AND PROMOTION OF LOCAL CULTURE

Our residents value our rich historical and cultural heritage and are dedicated to preserving this legacy. We aim to ensure that these traditions and historical assets continue to enrich our identity and educate future generations.

5

## ENHANCED QUALITY OF LIFE THROUGH IMPROVED SERVICES AND SAFETY

Brigham City prioritizes the well-being and safety of its residents by enhancing public services and infrastructure. We are committed to providing a high quality of life through accessibility to critical services, education, and recreation.



03

# Existing Conditions Analysis



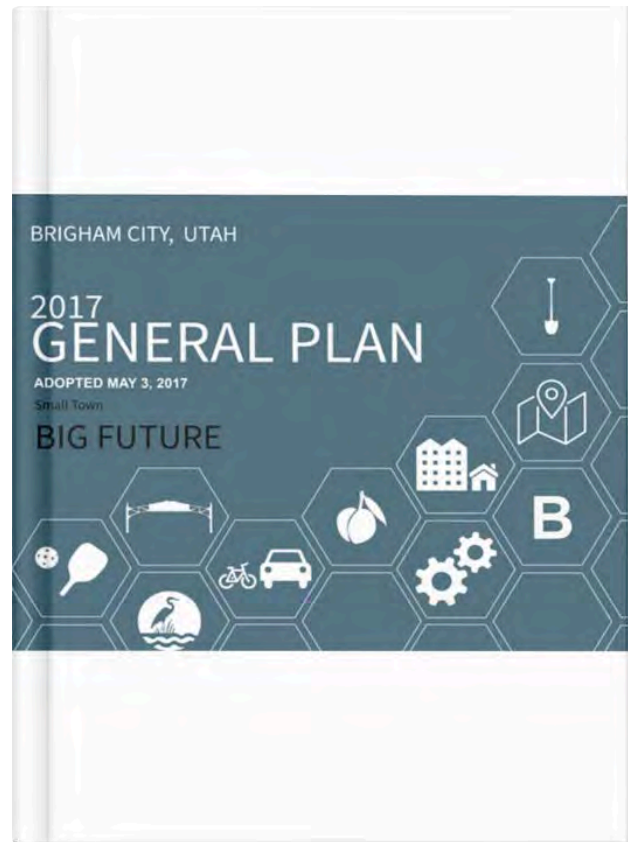


# Existing Plan Review

## 2017 General Plan

Some key highlights and goals identified in Brigham City's 2017 General Plan are shown below:

- ✓ *Emphasizes the refinement of current infrastructure and services while planning for the reinvigoration and expansion of the city.*
- ✓ *Names land use as a focus and identifies the diversification of land use citywide, noting areas of focus.*
- ✓ *Emphasizes transportation with the implementation of road and sidewalk master plans and increasing the effectiveness of transit and trails.*
- ✓ *Increase roadway connectivity and carefully consider the diversion of heavy truck traffic off of Main Street.*
- ✓ *Make public transit more effective*
- ✓ *Revitalization of the downtown and Main Street*
- ✓ *Facilitate job growth*
- ✓ *Expansion of existing housing stock*
- ✓ *Improvement of existing green space*
- ✓ *Ensure new development provides for parks and green space*
- ✓ *Renovate and expand the offerings of the community center*
- ✓ *Protect hillsides and wetlands as natural areas*
- ✓ *Highlights public works opportunities with the expanding city needs*
- ✓ *Governs future annexation of surrounding land into Brigham City*



Cover of 2017 Brigham City General Plan | Source: Brigham City





# Demographic Analysis

## Population

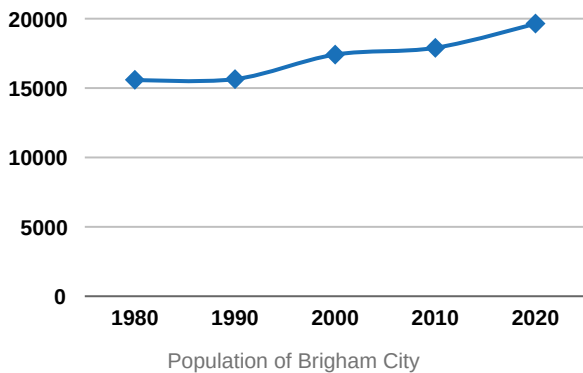
Brigham City's population has grown significantly over the past four census counts, climbing from 17,412 in 2010 to 19,650 in 2020, representing an average yearly increase of 6.29% within 10 years. While the 2020 census marked a banner year for the community's growth, the headcount is now several years old, with slight growth since.



W Forest St during Peach Days

This General Plan will rely on population figures provided by the American Community Survey (ACS). As of adoption, the latest population estimate was 19,796 (ACS 2023 5-Year Estimate). Other than the population figures, demographic figures will draw from the ACS 2017 - 2022 5-Year.

### Brigham City's Population (2000-2023)

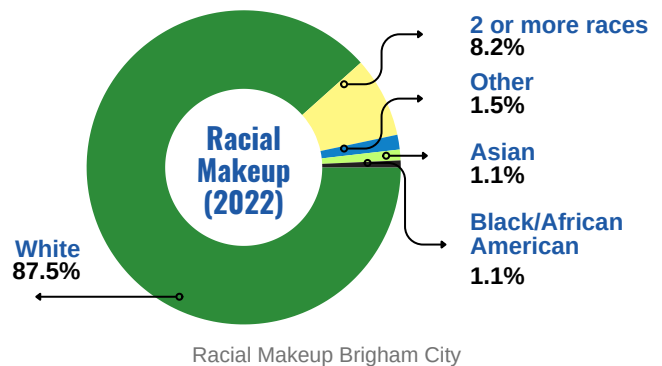


### Population Growth (2012-2022)



The city has grown in the past five years, outpacing the nation but experiencing less growth than the county and state. While Box Elder County grew by an impressive 17.4%, the City of Brigham City grew at 9.3%. Similar growth is expected in the coming years as the Intermountain West region continues to grow. The underlying cause for local growth is suburban expansion and migration from surrounding states/areas. However, this growth will be hindered over the next decade as the City approaches buildout limitations.

The city's racial makeup is 87.5% White, 1.1% Asian, 0.7% Black or African American, 0.43% Pacific Islander, and 0.56% Native American. Of the remainder, 1.15% are of another race, and 8.19% are of two or more races. The population is 89.5% non-Hispanic and 10.5% Hispanic. The vast majority of Brigham City's Hispanic residents are of Mexican heritage.

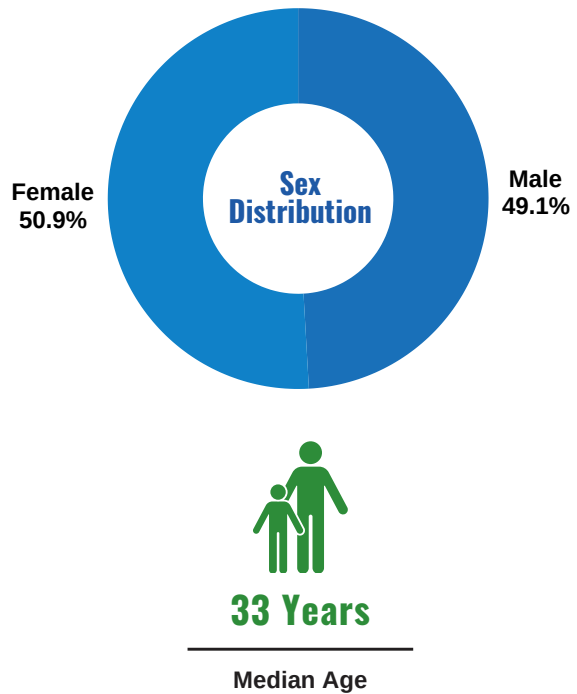




Approximately 49.1% of residents are male, and 50.9% are female, a near-even split consistent with most communities.

The median age is 33.0 years, slightly higher than the state and county medians and lower than the national median. In-migration has occurred across nearly all age cohorts; however, there are key cohorts with large increases in population from 2012 to 2022.

The five cohorts experiencing the largest increases are: 70 to 74 years, 15 to 19 years, 65 to 69 years, 45 to 49 years, and 40 to 44 years. These figures demonstrate that Brigham City is especially popular with grown families and older individuals.



The distribution of Brigham City's population among age cohorts is as follows:

### Brigham City's Age Distribution

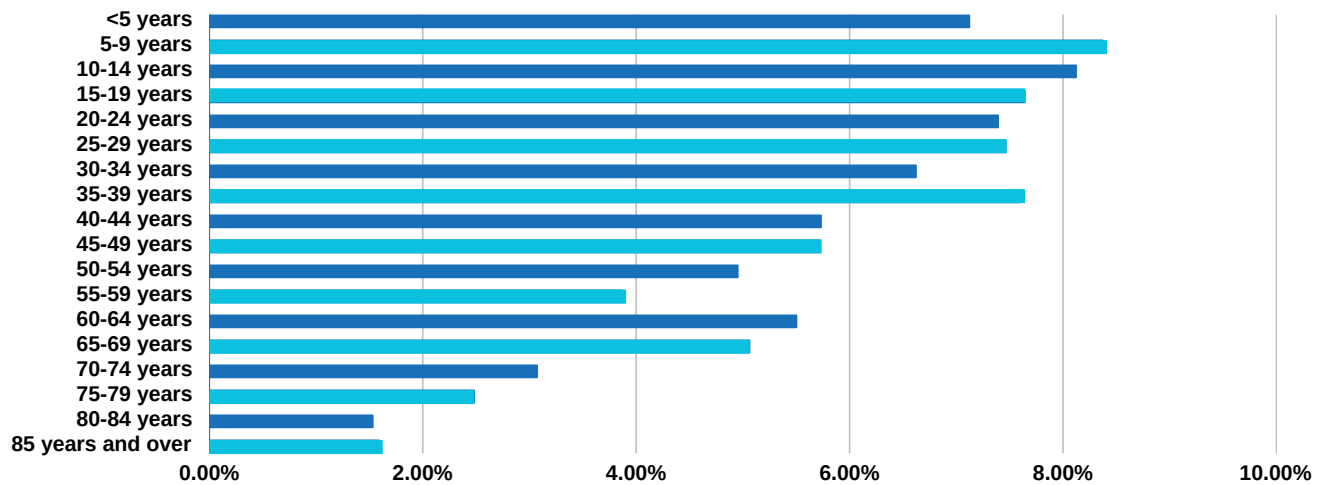


Figure X: Resident Age Distribution (2022 ACS 5-Year Estimate)

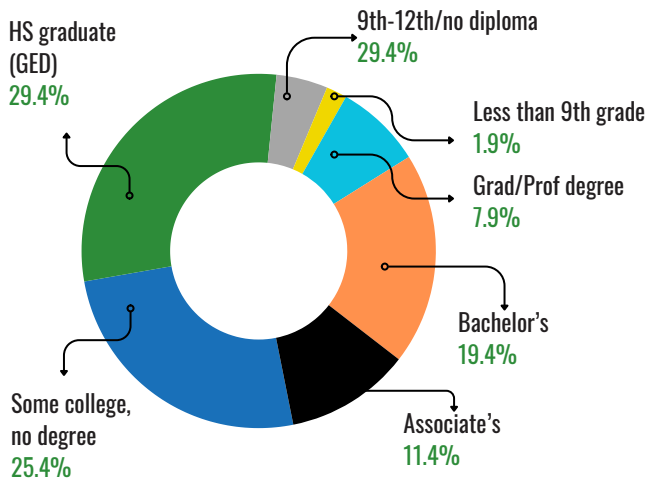
Brigham City's median age and trends are sustainable and are characteristic of a family friendly community. Moreover, the city's age distribution shows promise of sustained population growth with a large percentage of minors and young adults. As those above 55 years continue to age and in-migration continues, there will be a need for supportive services such as increased healthcare, assisted living, and disability access.



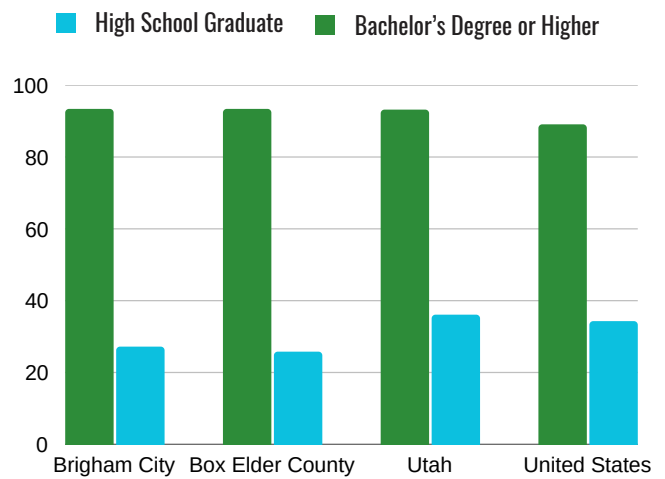
Brigham City residents are highly educated, with 93.37% having a high school degree or higher and 27.22% having a bachelor's degree or higher. Figures in the below chart outline percentages and total assumed calculations of educational attainment for residents age 25 or older.

Compared to county, state, and national educational attainment figures, Brigham City performs exceedingly well for high school diploma or GED attainment. Moreover, the City outperforms county figures for college diploma attainment, but underperforms compared to state and national figures.

### Brigham City's Educational Attainment (2022)



### Educational Attainment Comparison (2022)



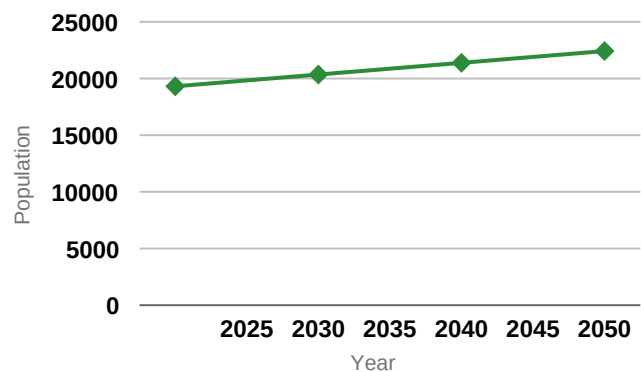
## Population Forecasting

The average growth rate for the past three decades has been 6.05% per decade. Assuming this continues through the end of 2030, the population in 2030 will be 20,349. Continuing this linear trend projection the forecasted 2040 population would be 21,385. Similarly, the growth rate for the 2040 decade was calculated at the same percentage population growth per decade, resulting in a forecasted 2050 population of 22,422.

### Population Forecasting: Linear Trendline

These figures can change based on numerous factors, including regional economic growth trends, Brigham City's zoning rules, and annexation policies.

However, given the available information, this forecast offers a reasonable insight into the projected population of Brigham City.





## Employment & Economy

Among residents aged 16 years and over, 9,556 are in the civilian labor force and experience an unemployment rate of 2.4%. The unemployment rate is down from 4.3% in 2012 due to the national rebound from the Great Recession. Brigham City's labor force participation has increased slightly from 62.7% to 65.5% from 2012 to 2022, pointing to positive job growth.

For city residents, the following NAICS sectors are ranked from most common to least common for industry employers. The median earnings in Utah for the respective industry for the past 12 months are listed in the right column, including part-time and full-time employees. These figures do not include individuals who work inside the city and live elsewhere, but only those living in the city. The three most common sectors in Brigham City are education, health care, and social assistance (23.5%); manufacturing (21.1%); and retail trade (10.8%).

Industry	No. of Employees	%	Utah Industry Median Earnings
Education, health care, and social assistance	2,158	23.5%	\$38,107
Manufacturing	1,939	21.1%	\$49,876
Retail trade	995	10.8%	\$29,757
Construction	672	7.3%	\$50,136
Arts, entertainment, recreation, and food services	640	7.0%	\$16,011

Table X: Brigham City, UT Residents' Employment by Sector

The figures below represent the number of Brigham City residents employed in each occupation. Utah median earnings are in the furthest right column for each NAICS category. These figures are a cumulative earnings average over 12 months, including part-time and full-time employees. The three most common occupations in Brigham City are management occupations (34.0%); material moving occupations (21.9%); and sales and office occupations (19.0%).

Occupation	No. of Employees	%	Utah Occupational Median Earnings
Management occupations	3,125	34.0%	\$63,621
Material moving occupations	2,012	21.9%	\$35,823
Sales and office occupations	1,752	19.0%	\$34,952
Service occupations	1,604	17.4%	\$20,444
Construction and extraction occupations	707	7.7%	\$47,595

Table X: Brigham City, UT Residents' Employment by Occupation



Local Business on Main Street  
Brigham City



## Income and Poverty

Brigham City's median household income is \$81,348, higher than Tremonton and Willard. Though, it is lower than Perry's median household income. For the mean household income, Brigham City has the lowest compared to Perry, Tremonton, and Willard, which is \$94,507. As for per capita income, Brigham City is the lowest of these four comparable cities at \$29,047.

The median income is \$81,348 for families and \$31,042 for non-family households.

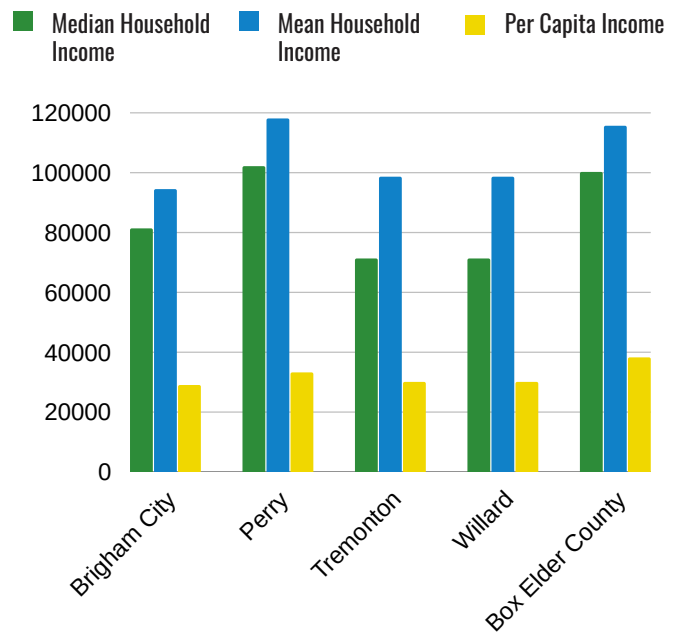
Brigham City's median household income being lower than in nearby communities and the state correlates to the poverty rate being higher than in surrounding areas. The poverty rate in Brigham City is 9.50%, higher than the county's 8.10% or the state's 8.50%. However, it is lower than the nation's 12.50%. While the City's poverty rate is much lower than the nation, the 9.5% of residents living in poverty demonstrates a mixture of various socio-economic conditions within the community.

## Commuting and Transportation Habits

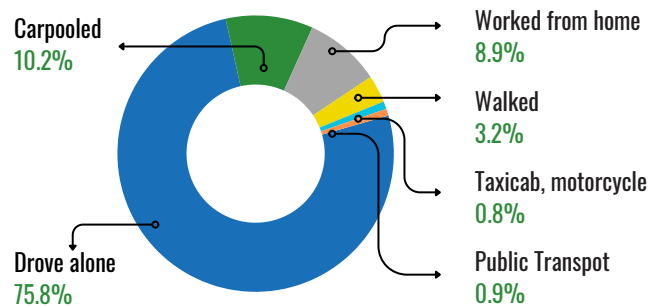
Commuting patterns in 2022 were heavily auto-dependent, with 86% of Brigham City residents commuting by driving, of which 75.8% drove alone and 10.2% carpooled. Approximately 8.9% of residents worked from home, 3.2% walked to work, 0.9% commuted via public transit, and 0.8% commuted via rideshare/taxi, motorcycle, or other means.

Residents' average commute to work is 21.3 minutes, lower than the county, state, and national averages. Interestingly, roughly half of residents spend less than 10 minutes commuting to work. The figures below show the breakdown of commute times among Brigham City residents.

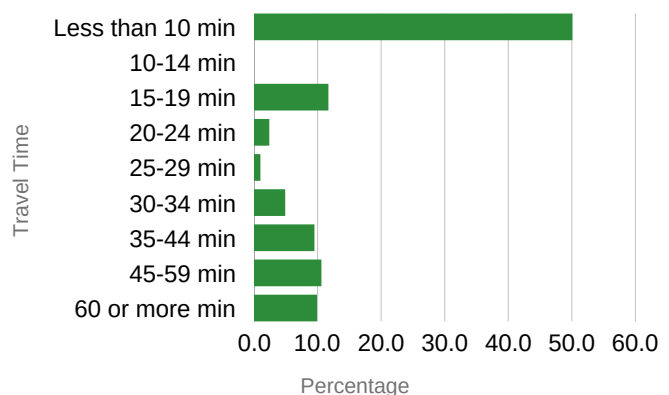
### Income Comparisons (ACS 2022)



### Commuting Behavior (ACS 2022)

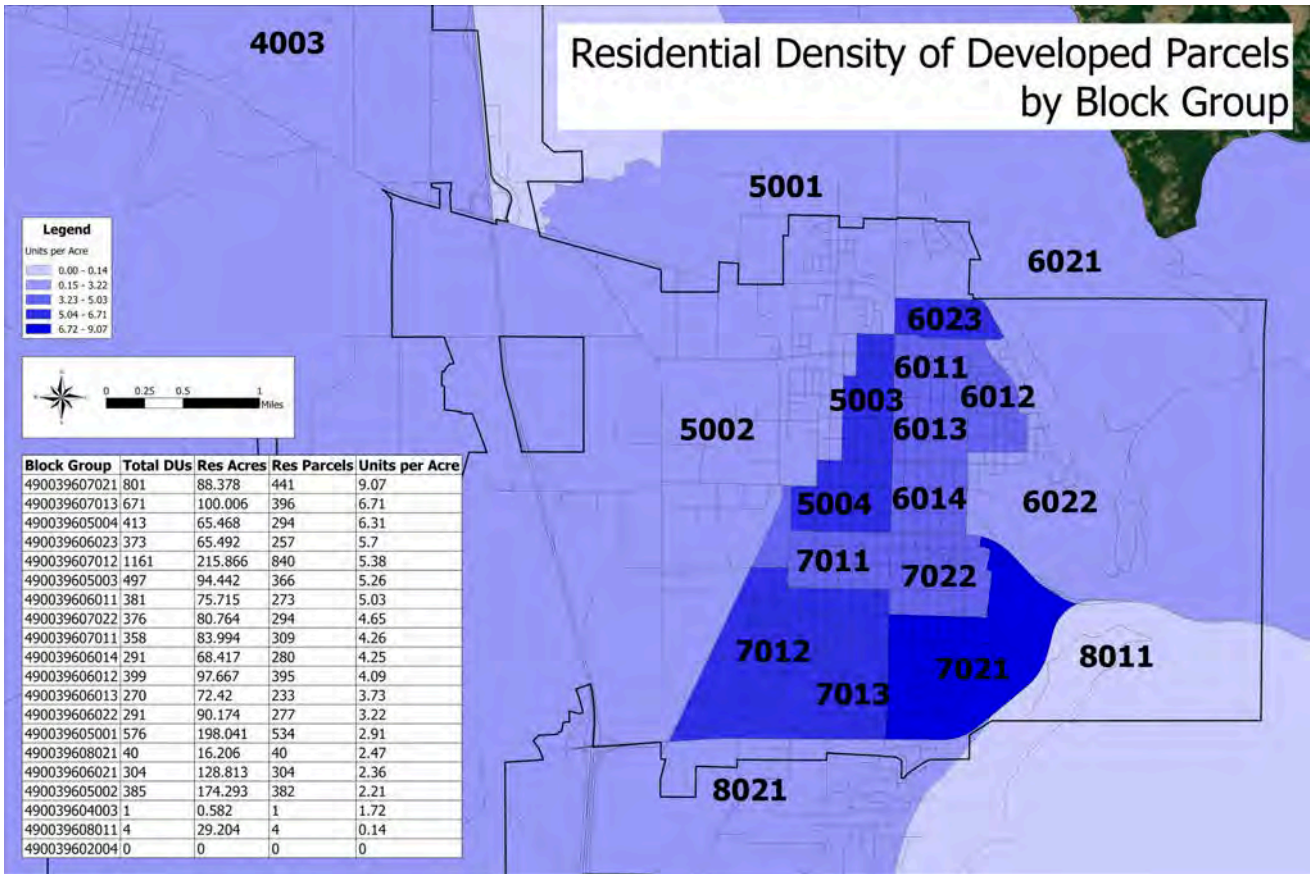


### Brigham City Commute Times (ACS 2022)





# Residential Density



The Residential Density map above depicts dwelling units per acre for parcels with dwelling units within each census block group. The overall residential density for parcels with dwelling units is 4.348 dwelling units per acre.





# Housing



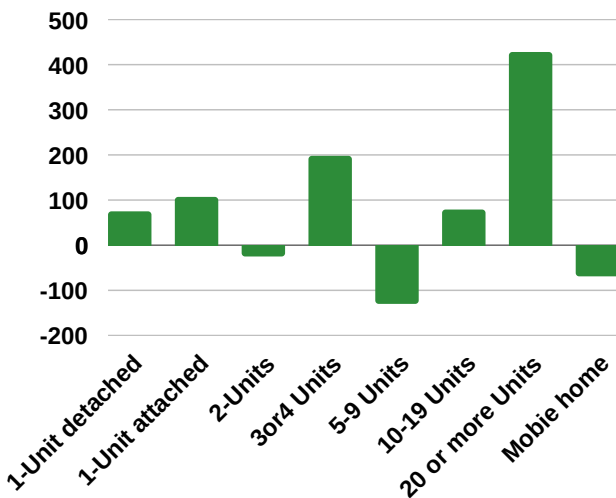
Newer constructed housing



Older Existing housing

Brigham City's housing stock consists of 7,157 units compared to 6,494 in 2012, a 10.1% increase.

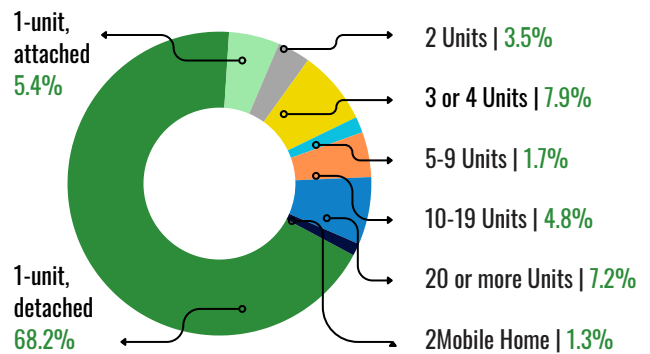
## Units in Structure Change (ACS 2012 and 2022)



These units are predominantly single-family detached homes, constituting 68.2% of the housing supply. Brigham City's housing typology split is the following.

1-unit, detached	68.2%	5 to 9 units	1.7%
1-unit, attached	5.4%	10 to 19 units	4.8%
2 units	3.5%	20 or more units	7.2%
3 or 4 units	7.9%	Mobile home	1.3%

## Housing Units by Type (ACS 2022)



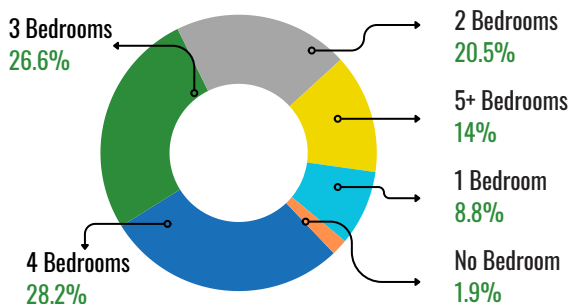
Within the housing types, ensuring that housing size matches the population's needs is also important. The average household size of owner-occupied units is 2.83 residents, and it is 2.49 residents for renter-occupied units. Overall, the average household size is 2.84 residents. However, the housing supply in Brigham City provides many more bedrooms than may be needed.





Assigning a value of 5 bedrooms to the 5 or more bedrooms housing type, the average dwelling unit has 3.12 bedrooms. Considering the breakdown of housing types and breakdown by number of bedrooms highlights that there are important segments in the Brigham City housing market that are not being met.

### Housing Units by No. of Bedrooms (ACS 2022)

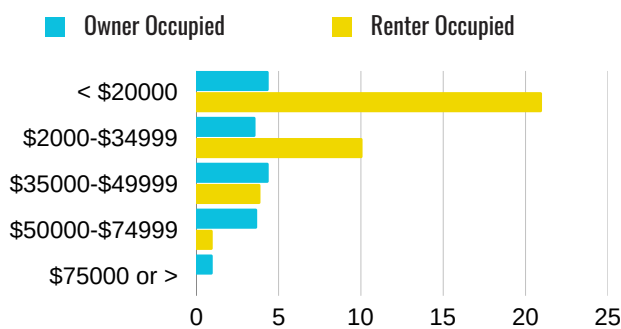


As prices continue to rise, Brigham City households continue to be further strained. The US Department of Housing and Urban Development (HUD) considers any household that spends more than 30% of its income on housing to be cost-burdened. The chart below demonstrates that renter households are typically more likely to be cost-burdened in the lower income brackets but less likely to be cost-burdened in the higher-income brackets.

In February 2024, Zillow’s observed rent index (ZORI) for Box Elder County was \$1,075, though Zillow’s data does not offer previous months to create a comparison.<sup>1</sup>

Zillow’s home value index for Brigham City in February 2021 was \$385,333, an increase of \$233,138 or 89.9% since February 2024.<sup>2</sup> These steady increases represent a housing market with scarce vacancies and rising demand.

### Households with Housing Costs Exceeding 30% of Income



FY 2024 Income Limit Area	Median Family Income	FY 2024 Income Limit Category	Persons in Family							
			1	2	3	4	5	6	7	8
Box Elder County, UT Hud Metro FMR Area	\$92,400	Very Low (50%) Income Limits (\$)	23,350	37,000	41,600	<b>46,200</b>	49,900	53,600	57,300	61,000
		Extremely Low Income Limits (\$)*	19,400	22,200	25,820	<b>31,200</b>	36,580	41,960	47,340	52,720
		Low (80%) Income Limits (\$)	51,750	59,150	66,550	<b>73,900</b>	79,850	85,750	91,650	97,550

Source: US Department of Housing and Urban Development (HUD)

This is also the threshold for affordable housing, which can have different definitions based on the percentage of the area median income (AMI) that is being discussed. The table below outlines the 2023 area median income for various household sizes as well as various percentages of that AMI. To be considered affordable for a respective family, annual housing costs should not exceed 30% of those figures.

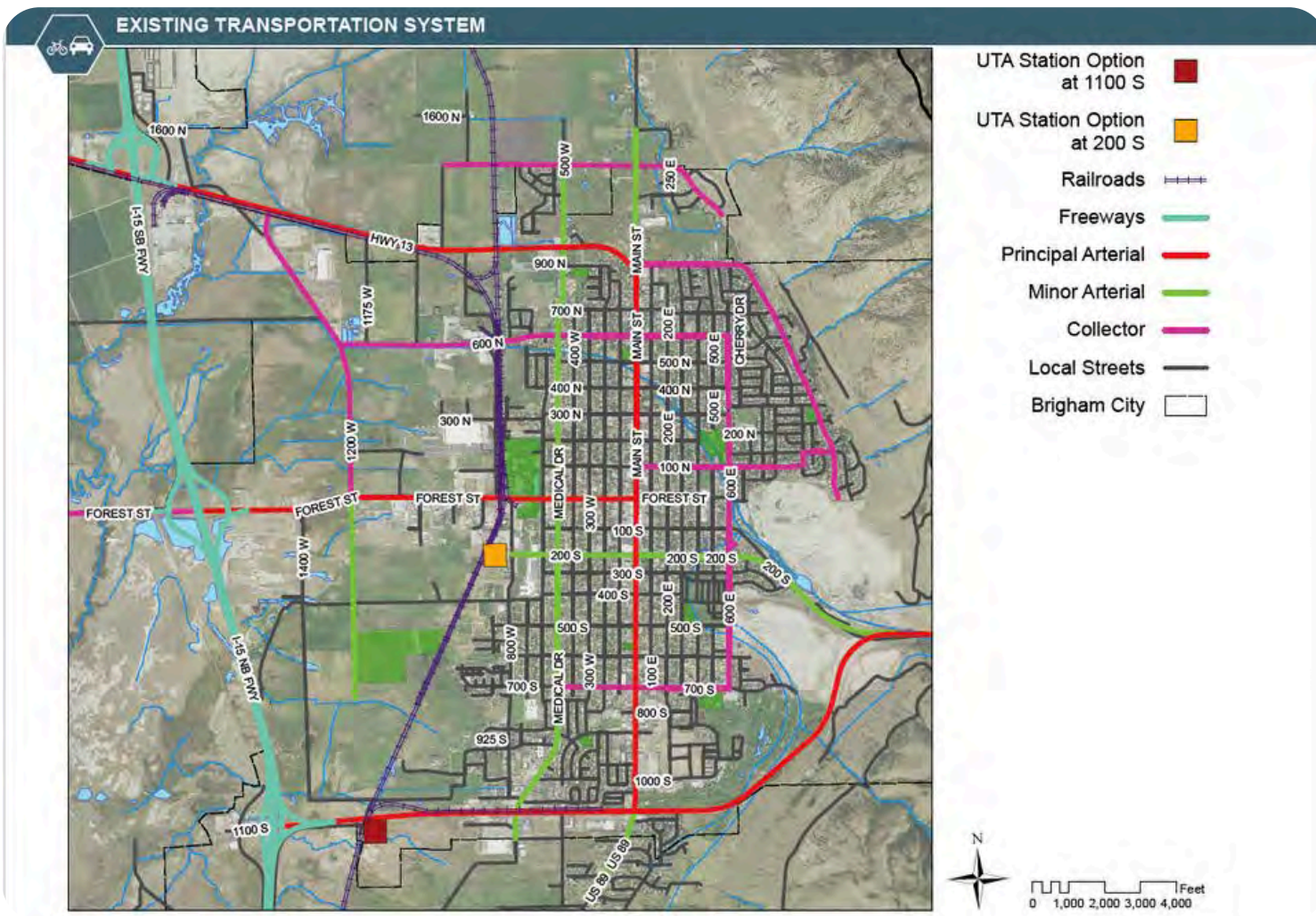
<sup>1</sup> Zillow Observed Rent Index (ZORI): A smoothed measure of the typical observed market rate rent across a given region. ZORI is a repeat-rent index that is weighted to the rental housing stock to ensure representativeness across the entire market, not just those homes currently listed for-rent. The index is dollar-denominated by computing the mean of listed rents that fall into the 40th to 60th percentile range for all homes and apartments in a given region, which is once again weighted to reflect the rental housing stock.

<sup>2</sup> Zillow Home Value Index: A measure of the typical home value and market changes across a given region and housing type. It reflects the typical value for homes in the 35th to 65th percentile range. The provided value is a smoothed, seasonally adjusted measure.



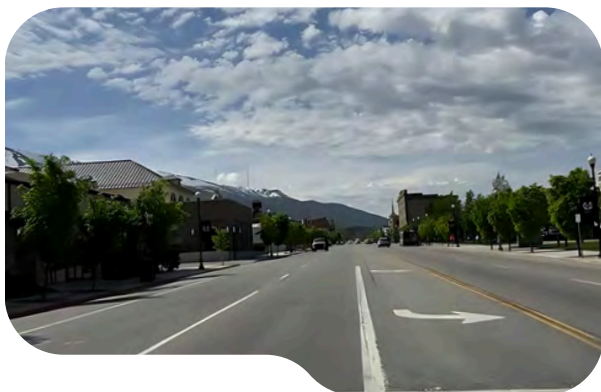


# Transportation



Map of existing transportation system

As Brigham City grows into the future, transportation improvements will be a key element in preserving the quality of life and connectivity of the community. Though the City's last transportation master plan was completed in 2009, many of its recommendations are still relevant.

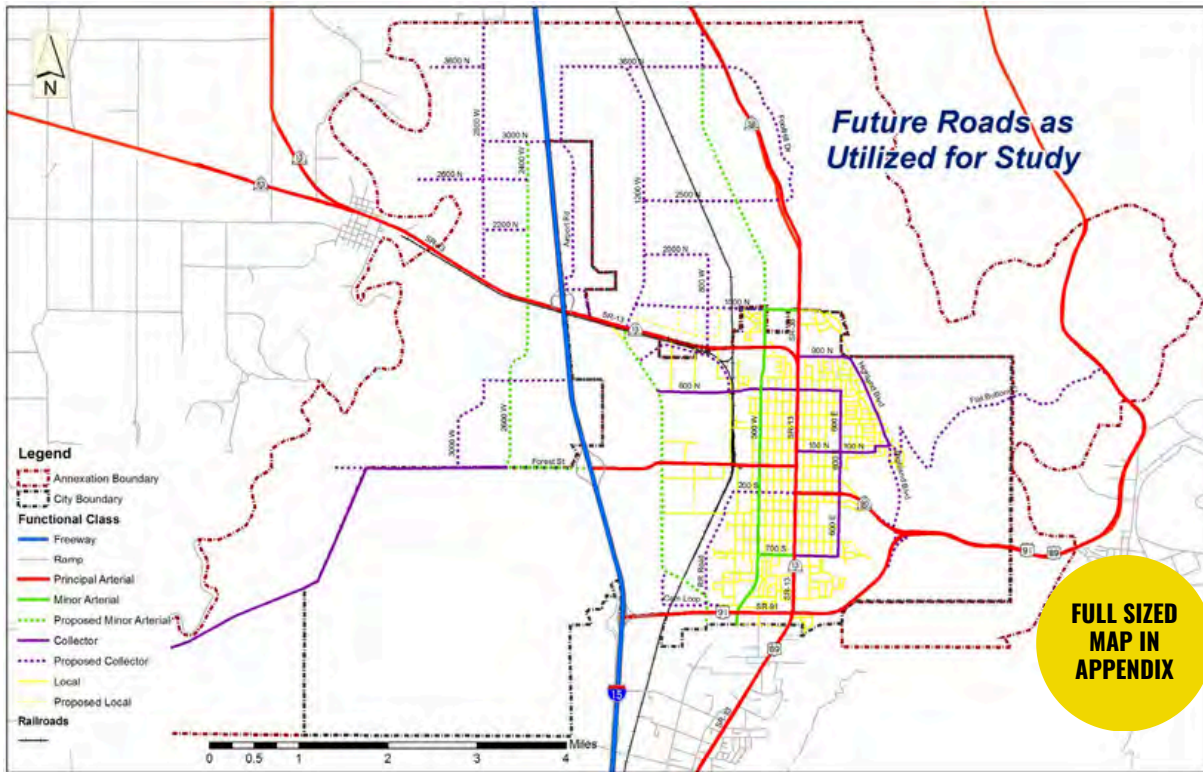


Brigham City's growth is primarily in the southwest, west, and north areas of the City. Higher density residential and commercial growth will continue in the southwest, with lower density residential and industrial development expected in the west and north areas of the City. The 2009 Transportation Master Plan identifies roadways that will be crucial to provide connectivity and flow through the community.

The maps on the following two pages show existing and future roads, existing and future traffic signals, and estimated annual average daily traffic (AADT) volumes for the existing and future roads.

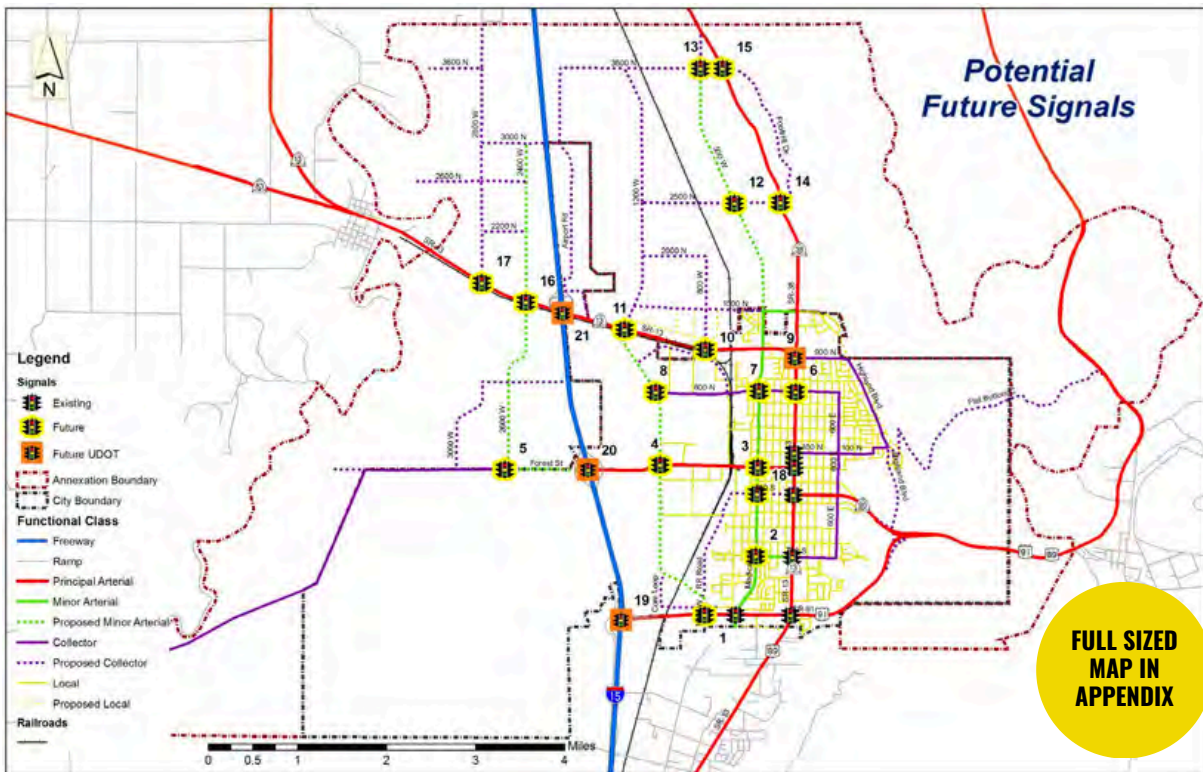


# Future Roads



Map of Future Roads as Utilized for Study

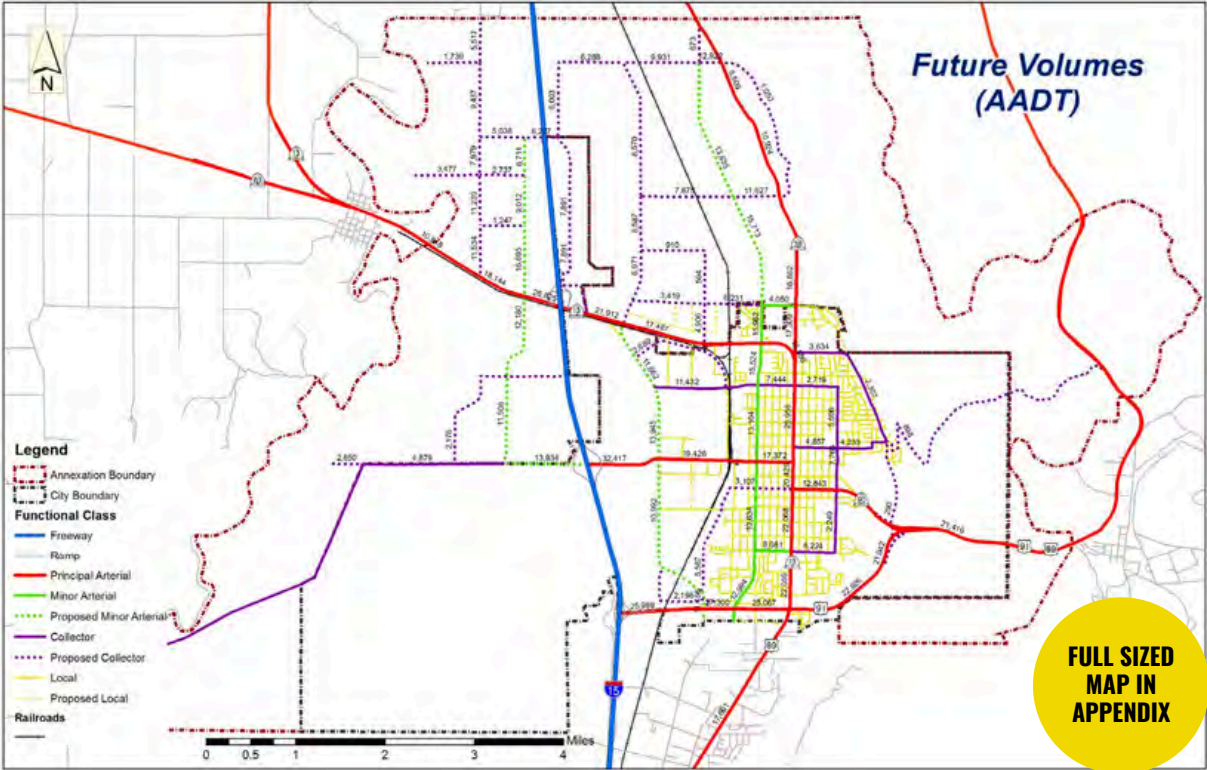
# Future Signals



Map of Potential Future Signals



# Future Road Volumes



Map of Future Roads Volumes



The Master Plan identifies several roadways that will be critical to the success of Brigham City's future roadway network. Each roadway segment is identified below with a brief description of its anticipated impact on the community:

Roadway	Brief Description
<b>2400 W - 2600 W</b>	Currently, 2600 West connects SR-13 to West Forest Street. Industrial development and pursuit of a safer railroad crossing may change the SR-13 connection to 2400 West. This connection has been permitted by UDOT and Union Pacific Railroad (UPRR) and is expected to be constructed in 2024. 2600 West is planned to be widened to an 80-foot right-of-way (ROW) and improved to accommodate industrial and low-density residential development west of I-15.
<b>West Forest W</b>	The segment of West Forest Street from I-15 to 3000 West is currently a narrow 24-foot paved roadway. As industrial uses and low-density housing develop, this roadway is planned to be a 100-foot ROW to match West Forest Street on the east side of I-15.
<b>West Forest E</b>	West Forest Street from Main Street to I-15 is an important 100-foot ROW principal corridor at the heart of the City. Construction of an overpass to avoid delays at the 900 West UPRR switching yard has commenced and is expected to be complete in 2025.
<b>1500 N to Watery Ln</b>	This roadway segment will connect Watery Lane to 1500 North and provide a road to channel industrial and low-density housing from SR-38 on the east side of Brigham City to I-15. Currently there is a small dirt lane on 1500 North west of the railroad. This segment is planned to be a 66-foot ROW.
<b>1200 West N</b>	1200 West has been identified as a minor arterial corridor that will connect a roadway and regional trail from SR-13 to Weber County. The City has acquired a 106-foot ROW to widen the northern segment from SR-13 to 800 S.
<b>1100 West S</b>	The southern segment of 1200 West from 800 S to 1500 S in Perry City is perhaps the most critical segment of this regional roadway. It will connect 1200 West across the railroad, serve dense residential and commercial uses, connect two communities, and provide a critical trail connection. The 1100 S intersection has already been constructed. The railroad crossing location for this roadway is further explored in this General Plan.
<b>400 South</b>	The 400 South connection from 1200 West to the interior of the City is a current at-grade public railroad crossing. Recent development in the area is working to build a road and trail in this 66-foot ROW.
<b>1000/1050 W</b>	With a new railroad overpass being constructed on the West Forest E segment, it is critical that at least one planned roadway connects West Forest Street to 400 S. between the railroad and 1200 W. The alignment and right-of-way width for these roads need to be determined.



Roadway	Brief Description
<b>1550 W</b>	Industrial development west of 1200 W and north of Forest Street will require a looped roadway for traffic circulation. This roadway is planned to be a 60-foot right-of-way, and its alignment is yet to be determined.
<b>1400 W</b>	Residential growth west of 1200 W and south of Forest Street will require a looped roadway for traffic circulation and access to commercial developments and future schools. This roadway's right-of-way and alignment are yet to be determined.
<b>1050 W</b>	1050 W east of the railroad tracks is a critical road segment planned to connect 400 S to 1100/1200W. This will connect residential areas to schools and commercial areas planned near 1100 S. This is currently planned to be a 66-foot right of way.
<b>Main Street</b>	Main Street has always been and is planned to continue as an iconic center for the City. Balancing traffic loading, walkability, UDOT ownership, parking, access, and development will continue to be a challenge. The construction of 1200 West is envisioned to improve north/south traffic loading and ensure Main Street remains vibrant for many years to come. Continuing to engage UDOT on this topic of alternative design standards will help ensure compliance and implementation in the future.
<b>SR-13 / Main Intersection</b>	The intersection of SR-13 (900 North) and Main Street (SR-38) is an offset intersection that requires better functionality and City-entrance presence. Studies are being conducted to determine if a roundabout is a feasible solution for the future.
<b>200 S / US-89 Interchange</b>	Gravel pit trucking operations currently impact the function, maintenance, and feel of 200 South and Main Street. Brigham City is promoting construction by UDOT of a full four-way interchange at 200 South and US-89 to allow gravel mining operations direct access to US-89/91 and avoid the trucking presence on 200 S. and Main Street.
<b>FrontRunner Stations</b>	UTA owns two parcels of land for an intermodal hub (1100 South) and commuter rail station (200 S). Planning adequate access to these stations for vehicles, buses, bikes, and pedestrian traffic as they develop will be critical. The intermodal hub will provide a transportation connection point for Box Elder County and Cache Valley residents.



# Open Spaces

Brigham City General Plan, 2017, Chapter 7: Parks and Trails establishes a framework for future parks and recreation facilities by providing a list of goals that were based on community feedback and current needs within Brigham City. These goals included:

- ✓ Provide new parks to serve new development and areas that are under-served.
- ✓ Improve existing parks
- ✓ Develop a plan for a city-wide trail system
- ✓ Develop a new City Community Center

Brigham City provides a wide variety of recreational opportunities, such as the Bear River Migratory Bird Refuge, Mantua Reservoir, and the nearby Wasatch Mountains. Currently, Brigham City has 14 parks and recreation facilities in total that vary in size and amenities. These are listed in the table below (Table X). Brigham City parks and recreation facilities are also distributed throughout the city to allow most Brigham City residents to be within walking distance of a park. Parks and other recreation facilities associated with churches or schools have been omitted from the analysis. These spaces are categorized as private and/or other institutions.

Park Name	Park Address	Bowery	Tables	Grills	Restrooms	Stage	Pond	Fishing	Pool	Playground	Horseshoes	Volleyball	Soccer	Football	Basketball	Tennis	Softball	Skate Park	Fire Pit	Frisbe Golf	Baseball	Connected to Trails	
Constitution Park (8.3 acres)	450 E 700 S	✓	18	✓	✓					✓		✓	✓	✓			✓	✓					
Discovery Grove Park (3.0 acres)	900 N 450 W				✓																		
Horsley Park (1.5 acres)	568 S Main St	✓	6		✓					✓													
John Adams Park (14.2 acres)	600 E 100 N	✓	9	✓	✓					✓		✓				✓			✓	✓			
Lindsay Park (2.5 acres)	300 W Fishburn Dr.	✓	9	✓	✓					✓		✓	✓		✓								
Mary E. Christensen Park (2.4 acres)	Highland Blvd. and Sycamore Dr.	✓	6	✓	✓					✓			✓										
Memorial Park (4.5 acres)	300 E 500 S		0													✓							
Playground Park (1.0 acres)	200 E Forest St		2							✓													
Rees Pioneer Park (38.0 acres)	720 W Forest St.	✓	24	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓						✓
Snow Park (2.5 acres)	500 N Main St.	✓	9	✓	✓					✓		✓					✓						
Brigham City Sports Complex (64.7 acres)	535 S 1200 W				✓								✓										
Watkins Park (6.3 acres)	600 W Forest St.	✓	9	✓	✓					✓		✓	✓	✓			✓		✓				
Davis Park (3 acres)	455 W 900 N		6		✓					✓			✓										
Mayor's Pond (12 acres)	200 S 1060 East		0				✓																
Total 163.9 acres																							

Furthermore, Brigham City has a total of 166 acres of parks and recreation facilities. This is about 9 acres of park land per 1,000 residents.

According to the 2023 National Recreation and Park Association (NRPA) Agency Performance Review, smaller agencies – serving less than 20,000 residents – typically manage 13 acres of parkland per 1,000 residents. NRPA also stated typical agencies offer one recreation center for every 31,215 residents.

Table X: Recreational Amenities by Brigham City Park





Parks and recreation facilities can be categorized in four categories: Regional Park, Local Park, Pocket Parks, and Urban/Civic Plazas. Regional parks serve entire communities by providing multiple recreational uses, while local parks offer recreational opportunities for nearby neighborhoods.

Pocket Parks are usually small public outdoor spaces located in urban areas that are usually around a quarter of an acre in size and are meant to serve a specific community. Urban/Civic Plazas are open spaces providing an opportunity to congregate within an urban setting. Brigham City’s 14 parks and recreation facilities are categorized in these four categories in the table below (Table X).

Park Name	Regional Park	Local Park	Pocket Park	Urban/Civic Plaza
Constitution Park		✓		
Discovery Grove Park		✓		
Horsley Park		✓		
John Adams Park		✓		
Lindsay Park		✓		
Mary E. Christensen Park		✓		
Memorial Park		✓		
Dennis Vincent Memorial Park		✓		
Rees Pioneer Park	✓			
Snow Park		✓		
Brigham City Sports Complex		✓		
Watkins Park		✓		
Davis Park		✓		
Bill of Rights Plaza				✓
Brigham Young Park		✓		
Mayor’s Pond		✓		

Table X: Existing Brigham City Parks and Recreation Facilities Categorized



Map X - Map of Local and Regional Parks in Brigham City



## Examples of Public Parks Categories

Examples of the four categories of public parks - regional park, local park, pocket park, and urban/civic plazas - can be found throughout Utah.

### Regional Parks

These parks depicted here are prime examples of regional parks in nearby Utah communities.



Sugar House Park - Salt Lake City, Utah



Big Cottonwood Regional Park - Millcreek, Utah



Mount Ogden Park - Millcreek, Utah



Mount Ogden Park - Ogden, Utah

### Local Parks

These parks depicted here are prime examples of local parks in nearby Utah communities.



Francis Peak Park - Ogden, Utah



Jefferson Park - Ogden, Utah



Herman Franks Park - Salt Lake City, Utah

### Pocket Parks

These parks depicted here are prime examples of pocket parks in nearby Utah communities.



337 Pocket Park - Salt Lake City, Utah



Promise Park - Salt Lake City, Utah



Dr. Ellis Reynolds Shipp Park - Salt Lake City, Utah

### Urban & Civic Plazas

These plazas depicted here are prime examples of urban and civic plazas in nearby Utah communities.



Monument Plaza - Salt Lake City, Utah



Gallivan Center - Salt Lake City, Utah

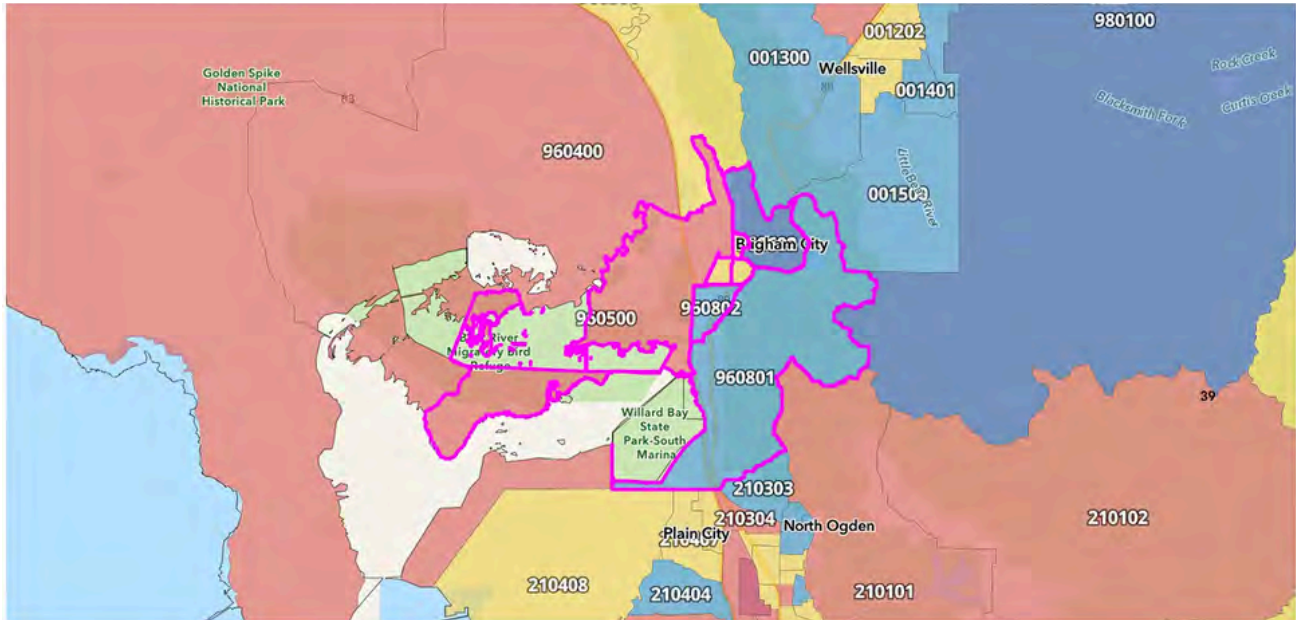


Holladay Town Center - Holladay, Utah

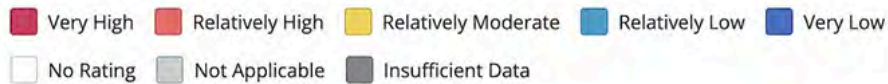


# Risk and Resiliency

Brigham City contains or partially contains seven census tracts - census tracts entirely inside of Brigham City Limits include 3960701, 3960601, 3960702, while census tracts 3960802, 3960801, 3960602, and 3960500 partially cover Brigham City limits. FEMA regularly updates the National Risk Index map for each tract to show how vulnerable it is to various natural disasters and its ability to recover due to social vulnerability and community resilience.



## Risk Index Legend



For example, if a given Census tract's Risk Index percentile for a hazard type is 84.32, then its Risk Index value is greater than 84.32% of all US Census tracts (Source: FEMA)."



Wasatch Mountains to the East of Brigham City



	Tract 500	Tract 701	Tract 601	Tract 702	Tract 802	Tract 801	Tract 602
<b>Overall Risk Index Score (RIS)</b>	86.03	82.29	65.22	64.22	58.09	51.96	15.22
<b>Cold Wave RIS</b>	No Rating	No Rating	No Rating	No Rating	No Rating	93.16	56.47
<b>Drought RIS</b>	81.35	71.99	No Rating	No Rating	74.7	81.46	71.6
<b>Earthquake RIS</b>	94.75	93.76	89.04	88.93	87.15	82.96	76.86
<b>Hail RIS</b>	43.6	44.94	38.28	35.81	37.13	40.69	31.66
<b>Heat Wave RIS</b>	78.59	81.51	71.77	66.62	73.56	78.43	58.52
<b>Ice Storm RIS</b>	63.27	58.22	44.34	43.92	44.78	49.39	32.12
<b>Landslide RIS</b>	54.19	No Rating	No Rating	67.27	58.41	82.16	71.44
<b>Lightning RIS</b>	79.87	83.21	70.36	62.15	64.38	64.32	52.19
<b>Riverine Flooding RIS</b>	62.9	No Rating	40.62	No Rating	31.97	40.54	33.77
<b>Strong Wind RIS</b>	89.18	85.87	75.41	74.88	75.88	82	64.26
<b>Tornado RIS</b>	29.49	29.92	22.44	19.35	21.05	23.56	13.09
<b>Wildfire RIS</b>	92.79	35.5	No Rating	51.11	88.38	94.53	89.83
<b>Winter Weather RIS</b>	92.62	93.63	88.53	85.46	89.77	96	81.03

The most concerning hazard types for the city are the following:



#### Winter Weather

(RIS ranging from 81.03 to 96)



#### Earthquake

(RIS ranging from 76.86 to 94.75)



#### Wildfire

(RIS ranging from 35.5 to 94.53)



#### Strong Wind

(RIS ranging from 64.26 to 89.18)

Per FEMA, the following hazard types are not applicable to Brigham City: avalanches, coastal flooding, hurricanes, tsunamis, and volcanic activity.



# Legislative Review

To comply with state statutes, the Brigham City General Plan update process has included a review of Chapter 10-9a of the Utah Code, effective March 2, 2023. This Chapter mandates that Brigham City prepare and adopt a comprehensive, long-range general plan addressing both current and future needs, as well as the growth and development of the city. The plan may encompass various aspects such as health, welfare, safety, and the efficient use of resources, while also considering energy conservation, air quality, and historic preservation. It should include an official map and anticipate future land uses affecting service or facility expansions. Notably, Brigham City must integrate a moderate-income housing element and a water use and preservation element, ensuring compliance with Utah Code. Per Utah Code §10-9a-403, the Brigham City general plan must include the following elements, given that Brigham City is a fourth-class city per §10-2-301:

	2017 General Plan	2024 General Plan Update
<b>Land Use Element</b>	⊗	⊗
Designates the long-term goals and the proposed extent, general distribution, and location of land for housing for residents of various income levels, business, industry, agriculture, recreation, education, public buildings and grounds, open space, and other categories of public and private uses of land as appropriate.		⊗
Includes a statement of the projections for and standards of population density and building intensity recommended for the various land use categories covered by the plan.	⊗	⊗
Is coordinated to integrate the land use element with the water use and preservation element.		⊗
Accounts for the effect of land use categories and land uses on water demand.		⊗
<b>Transportation &amp; Traffic Circulation Element</b>	⊗	⊗
Provides the general location and extent of existing and proposed freeways, arterial and collector streets, public transit, active transportation facilities, and other modes of transportation that the planning commission considers appropriate.	⊗	⊗
Addresses the municipality's plan for residential and commercial development in areas that will maintain and improve the connections between housing, transportation, employment, education, recreation, and commerce.	⊗	⊗
Correlates with the population projections, the employment projections, and the proposed land use element of the general plan.		⊗
<b>Moderate-Income Housing Element</b>	⊗	⊗
Provides a realistic opportunity to meet the need for additional moderate-income housing within the municipality during the next five years.		⊗
Includes a recommendation to implement three or more of the moderate-income housing strategies described in Subsection (2)(b)(iii) of §10-9a-408.		⊗
Includes an implementation plan as provided in Subsection (2)(c) of §10-9a-408.		⊗
<b>Water Use and Preservation Element</b>	⊗	⊗
Addresses the effect of permitted development or patterns of development on water demand and water infrastructure.		⊗
Addresses methods of reducing water demand and per capita consumption for future development.		⊗
Addresses methods of reducing water demand and per capita consumption for existing development.		⊗
Addresses opportunities for the municipality to modify the municipality's operations to eliminate practices or conditions that waste water.		⊗





Smith's Grocery and the LDS Temple on Main Street

## Asset Mapping

Asset Based Community Development - based mapping exercise – We will utilize an ABCD-based asset mapping exercise to list, document, and assess the locally available assets.

# People



### Human assets

*These are the skills and abilities of each individual within a community.*

#### 1. Educated Workforce

A significant portion of Brigham City's population has high educational attainment, with 93.37% having at least a high school diploma and 27.22% holding a bachelor's degree or higher.

#### 2. Skilled Labor in Various Sectors

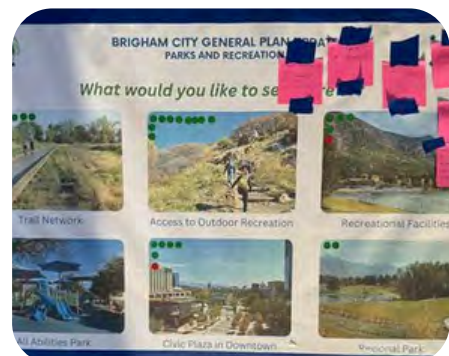
The workforce includes skilled labor in education, healthcare, manufacturing, and retail, as indicated by the employment sectors that employ the majority of the city's residents.

#### 3. Civic Participation

The residents' involvement in local government and planning indicates a community engaged in civic activities, contributing to the political and social development of the city.



Peach Days General Plan Booth



Input Board from Peach Days



## Social assets

*These are the networks, organizations, and institutions, including norms of reciprocity and the mutual trust that exist among and within groups and communities.*

### 1. Educational Institutions

Box Elder School District's schools and other educational facilities that not only provide education, but also act as centers for community gathering and engagement.

### 2. Healthcare Institutions

Brigham City Community Hospital and other healthcare services that serve as crucial points for community health and wellness, also supporting local health-related events and programs.

### 3. Annual Peach Days Festival

A historic community event that celebrates local agriculture and fosters community pride and cohesion.

### 4. Local Churches and Religious Organizations

These play a significant role in the social and community life, offering support networks and various community services.

### 5. Civic Organizations and Clubs

Including the Chamber of Commerce and other civic groups that facilitate business connections and community service projects.

### 6. Community Events and Cultural Festivals

Events like the Heritage Arts Festival, Art on Main, and the Nutcracker Christmas Market, which enhance community engagement and cultural exchange.

## Political assets

*These are the ability of a group to influence the distribution of resources, financial and otherwise.*

### 1. Brigham City Government

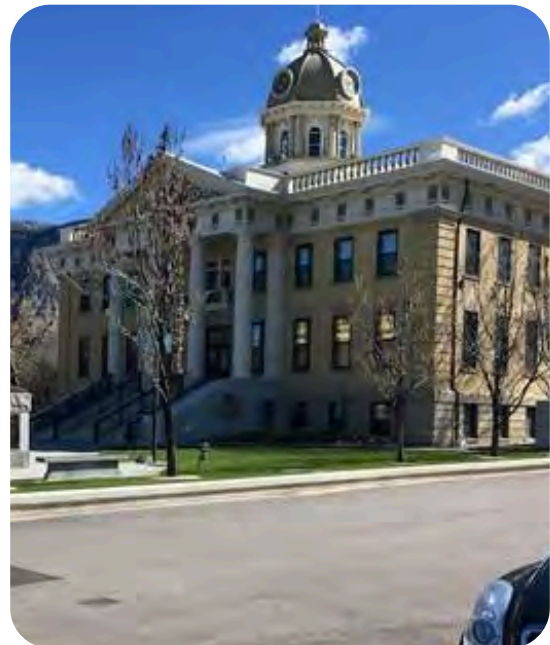
The local government, including elected officials and planning bodies, which have the authority to make decisions that shape the future of the city.

### 2. Community Engagement in Planning

The active participation of residents in the planning processes, such as public hearings and community workshops, which influence local policies and developments.

### 3. Legislative Compliance

Adherence to state statutes and regulations in the planning and implementation of city projects, ensuring legal and regulatory compliance that governs city development.



Box Elder County Courthouse



# Place



## Cultural assets

*These are the values and approaches to life that have both economic and non-economic benefits.*

### 1. Peach Days Festival

An annual celebration that originated in 1904, commemorating Brigham City's rich agricultural heritage, particularly in peach cultivation. It includes parades, contests, and local vendor displays, attracting significant community participation and tourists.

### 2. Historic Downtown

The historic central business district of Brigham City, which includes iconic buildings and structures like the Box Elder County Courthouse and the Brigham City Tabernacle. This area is the focus of preservation efforts and community pride.

### 3. Local Museums and Historic Sites

Institutions like the Brigham City Museum of Arts & History and the Box Elder Museum of Natural History, which preserve and educate about the region's history and natural environment.

### 4. Community Arts Programs

Initiatives and programs that promote arts in the community, including public art projects, community theater, and art classes for all ages.



Peach Days 2024



Historic Downtown Brigham City



## Built assets

*These are anything physically made by humans, including housing, factories, schools, roads, community centers, power systems, water and sewer systems, telecommunications infrastructure, recreation facilities, transportation systems, etc.*

### 1. Transportation Infrastructure

Includes I-15 and U.S. Highway 89/91 which connect Brigham City to major urban centers, as well as local roads and the proposed improvements such as new roadways and expanded traffic capacity to support growth. This also includes the Union Pacific Railroad and the Brigham City Regional Airport.

### 2. Public Buildings and Community Facilities

Structures such as city hall, public schools, the fire station, and a proposed renovation and expansion of the community center that serve as essential services and gathering places for the community.

### 3. Historic Buildings

The historic buildings along Main Street and other areas of the City that are included within the Brigham City Historic District, which are central to the city's heritage and ongoing preservation efforts.

### 4. Residential Housing Stock

Includes a diverse range of housing units, from single-family homes to larger multi-unit complexes, accommodating the city's growing population and diverse demographic needs.

### 5. Commercial and Industrial Facilities

Facilities that house and support local businesses and industries, including retail spaces, factories, and the expansion of industrial zones which drive economic growth.

### 6. Utility Infrastructure

Includes the city's water, sewer, storm drainage, and power systems that are essential for daily operations and long-term sustainability.

### 7. Recreational Facilities

Parks, trails, and recreation facilities such as the proposed city-wide trail system and existing parks that provide recreational opportunities and enhance community health.



Davis Park



Historic Wells Fargo Building





## Natural assets

*These include the landscape, air, water, wind, soil, and biodiversity of plants and animals.*

### 1. Bear River Migratory Bird Refuge

A significant natural habitat that provides a sanctuary for migratory birds and offers educational and recreational opportunities for the community and visitors.

### 2. Wasatch Mountains

The nearby mountain range provides a scenic backdrop and numerous outdoor recreational opportunities, including hiking, camping, and wildlife viewing.

### 3. Local Parks and Green Spaces

Includes the city's parks and recreational facilities that offer green space and play areas, contributing to the health and wellness of the community.

### 4. Wetlands and Protected Areas

Areas within and around the city that are preserved for their ecological value, helping to maintain biodiversity and natural water filtration.



Bear River Migratory Bird Refuge Visitors Center  
| Source: Friends of the Bear River Refuge



Wasatch Mountains to the North of Historic  
Downtown Brigham City



04

# Recommendations



# Economic Development

*The following goals, strategies, and recommendations for economic development are a product of the public and stakeholder input received, existing conditions in Brigham City, and regional and state economic development approaches.*



Insulated metal panel (IMP) manufacturing facility located in Brigham City, Utah. Source: Utahbusiness.com

## Economic Development High Level Goals

**1. Foster job creation of family-supporting opportunities for current and future residents and increase the median income of Brigham City residents.**

**2. Grow and diversify the city revenue to continue quality municipal services and address the issues raised in the General Plan without disproportionately increasing tax rates or demand for public services.**

**3. Support targeted industrial development to diversify the economic base and create stable employment opportunities.**

**4. Promote economic diversification and innovation to ensure long-term economic resilience.**



Local Businesses



## Economic Development Goals, Strategies, and Recommendations

**1. Foster job creation to support population growth and create opportunities for existing residents and increase the median income of Brigham City residents.**

**1.1. Allocate and manage industrial land to support job creation and sustainable growth.**

**1.1.1. Promote contiguous and symbiotic industrial development, rather than piecemeal.** *The city should review and, if necessary, adopt zoning ordinances that are rooted in contiguous development. These ordinances should thoughtfully address design issues, lot sizes, and other zoning controls that might result in undesirable industrial development. By doing so, the City can concentrate the need for road capacity, transit service, and utility infrastructure. Moreover, it can also concentrate jobs and bring more employment opportunities to Brigham City residents.*

**1.1.2. Support airport-compatible industrial and commercial businesses through zoning.** *The City should develop and adopt zoning ordinances that reserve designated land near the airport for airport-compatible uses. In developing the ordinance, the City should consider setbacks, lot sizes, and other zoning controls that would impact how the designated areas could be maximally developed to allow as much dense development on the sites given the road capacities. In the process, the co-location of airport-compatible uses will result in symbiotic businesses and high-paying jobs and support the growth of Brigham City's airport.*

**1.1.3. Conduct an assessment to distinguish jurisdictional wetlands from non-jurisdictional wetlands to optimize land use.** *The City should conduct a thorough assessment to differentiate naturally occurring jurisdictional wetlands from those created by agricultural practices or which are otherwise non-jurisdictional. This assessment will ensure that land use decisions are based on accurate environmental data, allowing the City to protect valuable wetlands while optimizing other areas for development.*



Wetlands Near Brigham City. Source: DNR/UGS

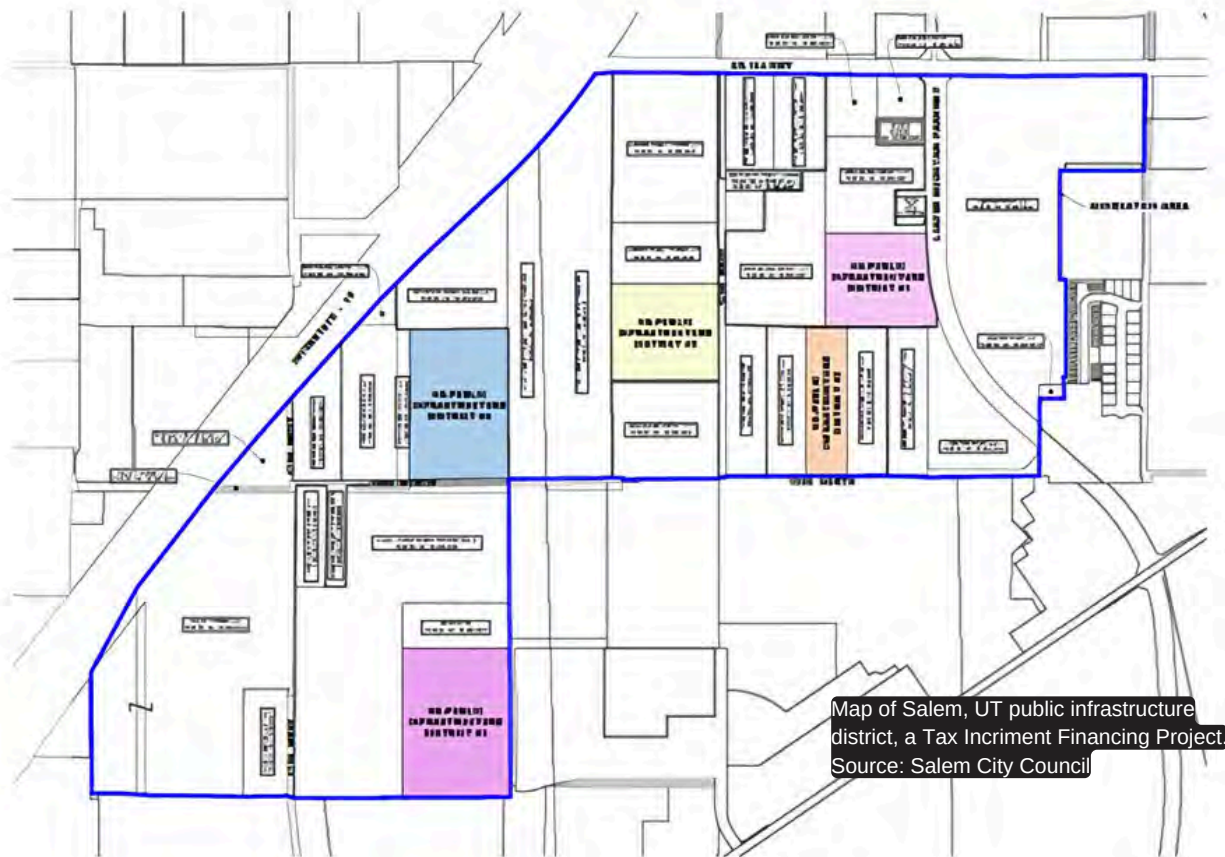




**1.1.4. Utilize the powers enabled by the Utah Industrial Facilities and Development Act (UCA 11-17), when appropriate and feasible, to attract and retain employment opportunities in designated industrial areas.** The City should leverage the Utah Industrial Facilities and Development Act to attract and retain businesses by offering financial incentives, such as tax-exempt bonds, to support the development of industrial facilities. This tool can be used to stimulate job creation in designated industrial areas, enhancing Brigham City's economic base by encouraging long-term investments and supporting industries that align with the City's growth and development goals.

**1.1.5. Utilize the powers enabled by the Community Reinvestment Agency Act (UCA 17C) in targeted areas to accomplish the goals of the General Plan.** The City has a Redevelopment Agency (RDA), which functions as the Community Reinvestment Agency in Brigham City, and enables the creation of tax increment financing project areas. These project areas have been used effectively by the RDA and will continue to be available as a tool to accomplish community and economic development goals.

Sample map of a Reinvestment Area



Map of Salem, UT public infrastructure district, a Tax Increment Financing Project. Source: Salem City Council





## 1.2. Enhance partnerships and infrastructure to attract businesses.

1.2.1. **Continue partnerships with Box Elder County, the Governor's Office of Economic Opportunity (GOEO), and the Economic Development Corporation of Utah (EDCU).** *These collaborations will help attract businesses, secure funding, and create jobs, driving growth in Brigham City. Partnerships should be updated no less frequently than annually, sharing impacts, successes, and action items for the next year.*



**Governor's Office of Economic Opportunity**

Utah Governor's Office of Economic Opportunity Logo | Source: Utah Governor's Office of Economic Opportunity



Box Elder County Logo | Source: Box Elder County



**edcUTAH**  
ECONOMIC DEVELOPMENT CORPORATION OF UTAH

Economic Development Corporation of Utah Logo | Source: Utah Policy

1.2.2. **Pursue the capital improvements identified in the City's Airport Master Plan.** *By pursuing the capital improvements outlined, the City can enhance airport operations, increase safety, and improve capacity to accommodate growth. These improvements will support the economic development of the area by attracting aviation-related businesses and services, fostering regional connectivity, and reinforcing the airport's role as a key asset for both commercial and recreational aviation. Capital improvements should include budgeted match from the municipality to leverage against USDA or FAA funding for airport system or infrastructure improvements.*



Brigham City Airport. Source: Utah State University



### 1.3. Promote Brigham City as a business-friendly environment.

#### 1.3.1. Develop and implement a business retention and expansion



**(BRE) program to support local businesses.** A BRE program that targets blue-collar sectors will help Brigham City support stable job growth and foster a stronger middle class. By providing resources, incentives, and support to existing businesses, the City can encourage local companies to expand and create new opportunities. Focusing on blue-collar industries will also diversify the economy, stabilize the workforce, and help retain residents who rely on these vital sectors for long-term employment.

#### 1.3.2. Implement a permitting ‘exit’ survey to gather feedback about suggestions or changes for streamlining the permitting process.

Implementing this survey will allow the City to gather feedback from applicants. This feedback will provide an unbiased assessment of procedures, highlighting areas for improvement. By analyzing the results, the City can identify steps to streamline the process, reduce delays, and make the regulatory system more friendly, ultimately fostering a more business-friendly environment and enhancing growth.

#### 1.3.3. Engage the Utah Small Business Development Center (SBDC) to provide resources and support for small businesses and startups.

This will provide the City’s small businesses and startups with access to resources, mentoring, and training opportunities. This can help entrepreneurs navigate challenges, improve operations, and foster growth. By leveraging the SBDC, the City can enhance its entrepreneurial ecosystem, stimulate economic development, and empower small businesses to thrive and contribute to the city’s economic vitality. The City should encourage re-establishment of the Box Elder Business Resource Center.



Source: Utah Small Business Development Center



Local Businesses



## 2. Grow city revenue to continue quality municipal services and address the issues raised in the General Plan without disproportionately increasing tax rates or demand for public services.

### 2.1. Enhance tourism and recreational opportunities to increase city revenue.

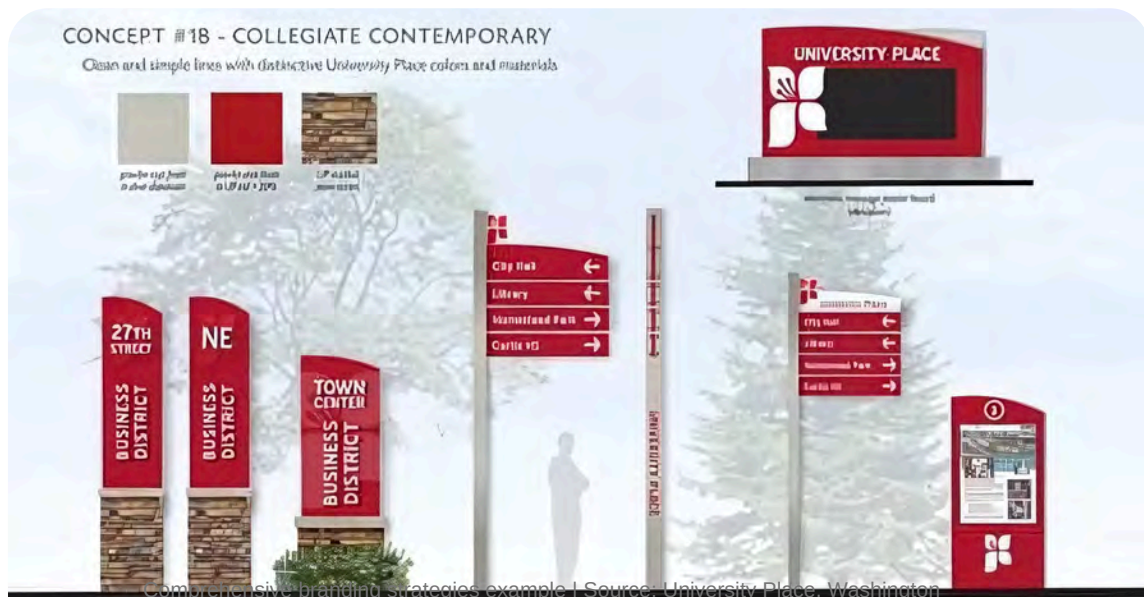
**2.1.1. Establish and strengthen efforts within the City to centralize tourism marketing efforts.** Centralizing tourism marketing within Brigham City will create a unified strategy that enhances the city's visibility as a destination for tourism and recreation. Working to streamline marketing efforts, the city can promote its unique identity, support tourism-related businesses, and create a more attractive environment for visitors.



Art on Main Event. Source: Visit Brigham City

Mural in Brigham City, UT. Source: Visit Utah

**2.1.2. Conduct a comprehensive branding strategy that includes wayfinding, signage, marketing, and visual elements.** A well-executed branding strategy, including wayfinding and signage, will create cohesive visual elements that reflect the community character. Encouraging additional signage at critical intersections or nodes will provide clearer direction and easier navigation to local destinations. This effort will improve visitor transportation and access, enhance the overall experience, and strengthen the city's identity as a vibrant and welcoming destination, ultimately supporting tourism and local businesses.



Comprehensive branding strategies example | Source: University Place, Washington



**2.1.3. Continue to work with the Box Elder County Tourism Office and the Utah Office of Tourism to market Brigham City's offerings throughout the county, region, and state.** By continuing to collaborate with these entities, the City can expand its reach and effectively showcase its attractions to a larger audience across the state. These partnerships will amplify marketing efforts, helping to draw more visitors and support local businesses. Coordinated promotion at multiple levels will strengthen the City's brand as a cultural and recreational destination, fostering growth in tourism and local investment.

**2.1.4. Encourage additional recreational amenity advertisements outside of the region.** Expanding advertisements beyond the Wasatch Front will raise awareness of Brigham City's natural amenities, such as the Bear River Migratory Bird Refuge, to national and international audiences. Targeting these broader markets will attract visitors interested in outdoor recreation and ecotourism, increasing participation in local attractions. This will not only boost tourism but also strengthen the local economy by positioning the city as a unique destination for nature-based recreation.



Example of Tourism Promotion. Source: Advertisingweek.com



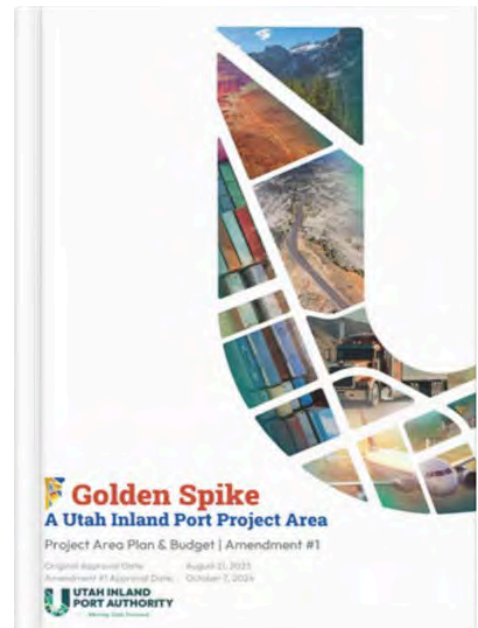
**3. Support industrial development to diversify the economic base and create stable employment opportunities.**

**3.1. Zone for industrial development to support local economic growth.**

**3.1.1. Prepare a site readiness exercise to assess the style and density of industrial development that each site can support.** Conducting this exercise will help the City evaluate the development potential of properties targeted for industrial and commercial use. These exercises will highlight details about short- and medium-term development opportunities, ensuring that each site is aligned with market demands and infrastructure capabilities. This proactive approach will help guide development decisions, attract investment, and support sustainable growth in the city's industrial and commercial sectors.

**3.1.2. Collaborate with the Utah Inland Port Authority (UIPA) to integrate industrial development with city planning efforts.** Continued partnering with the UIPA will allow the City to align industrial development with its broader planning goals. Through regular meetings, resource sharing, and coordinated approvals, this collaboration will ensure that the Inland Port Authority's efforts complement the city's character and infrastructure. This effort will promote thoughtful, balanced growth, leveraging the Inland Port's economic potential while preserving the City's identity and vision.

Utah Inland Port Authority Golden Spike Project Area Plan Title Page | Source: Utah Inland Port Authority





### 3. Support industrial development to diversify the economic base and create stable employment opportunities.

3.1.3. **Ensure infrastructure improvements align with the needs of industrial developments, including transportation and utilities.** *Aligning infrastructure improvements with the demands of industrial developments is critical for the City's growth. By working from the capital improvements plan, the City can identify and budget for necessary upgrades, ensuring that industrial areas have reliable access to utilities and transportation networks. This approach will enhance the appeal of industrial sites, support business growth, and strengthen the city's ability to attract and retain industrial investment.*



300 North road construction, Salt Lake City. Source: Salt Lake Tribune



Underground Utilities Construction. Source: 4M Analytics

### 3.2. Promote Brigham City as an attractive location for industrial businesses.

3.2.1. **Develop marketing materials and campaigns highlighting Brigham City's advantages for industrial businesses and development-ready sites.** *These efforts will showcase the City's strengths as a prime location for industry. By collaborating with local property owners to gather documentation, the City can enhance its site selection efforts and present comprehensive, attractive information to prospective developers. In turn, the City will be positioned as a competitive destination for industrial investment, supporting economic growth and development.*



**3. Support industrial development to diversify the economic base and create stable employment opportunities.**

**3.2.2. Partner with the Governor’s Office of Economic Opportunity (GOEO) and Economic Development Corporation of Utah (EDCU) to assist industrial businesses with site selection, permitting, and other processes.** Collaborating with GOEO and EDCU will streamline the site selection, permitting, and development processes for industrial businesses. By leveraging GOEO’s and EDCU’s expertise and resources, the City can gather detailed information on critical sites and align these with desired industrial uses. This partnership will raise awareness of key development opportunities, enhance site readiness, and attract industrial investment to support long-term economic growth.

**3.3. Enhance workforce development to support industrial growth.**

**3.3.1. Collaborate with the USU Brigham City campus and the Bridgerland Technical College Brigham City campus to develop training programs aligned with the needs of industrial employers and solidify partnerships to support workforce development.** Strengthening partnerships with local colleges will ensure that post-secondary education and training programs meet the evolving demands of industrial employers. By participating in regional summits, the City can gather insights and foster collaboration to address a range of industry needs. This effort will create programs that directly support workforce development, attract businesses seeking skilled labor, and retain local talent. Building these educational connections will enhance the City’s economic resilience and position the city for long-term industrial



**Utah State University**  
**Brigham City**



USU Brigham City | Source: Utah State University



**3.3.2. Support initiatives that connect local job seekers with industrial employment opportunities, including job fairs and workforce development programs.** By collaborating with employers and educational institutions, the City can serve as a facilitator for job fairs and workforce development programs. Offering low-cost rental spaces for these events will expand their reach and increase participation. This initiative will help bridge the gap between job seekers and industrial employers, strengthening the local workforce, supporting economic growth, and ensuring that businesses have access to the talent.

**4. Promote economic diversification and innovation to ensure long-term economic resilience.**

**4.1. Encourage the growth of emerging industries and technology sectors.**

**4.1.1. Collaborate with the Governor’s Office of Economic Opportunity (GOEO) to connect local startups and entrepreneurs to the Startup State Initiative.** By partnering with the GOEO, the City can connect local startups and entrepreneurs with the resources and support offered through the Startup State Initiative. Serving as a facilitator, the City can provide guidance, resources, and networking opportunities to help improve business outcomes. This collaboration will enhance the success of local startups, drive innovation, and contribute to the city’s overall economic vitality.



Source: Brigham City Outdoors



Historic Capitol Theater



## 4.2. Foster an entrepreneurial ecosystem to encourage business innovation and growth.

### 4.2.1. **Identify and outline potentially missing niche market sectors that could benefit the local economy by conducting periodic reviews of the Utah Sales and Use Tax data.**

Conducting a detailed analysis, commonly called a “leakage analysis” of the Utah Sales and Use Tax data on an ongoing basis will help Brigham City identify untapped niche market sectors that could strengthen the local economy. This review will highlight potential gaps in goods and services, providing opportunities for new businesses to fill these niches. Targeting these missing segments can diversify the local economy, attract new investment, and support sustainable economic growth in the community.

### 4.2.2. **Partner with property owners to identify available spaces and buildings for targeted uses.**

Building on the existing building and business inventory, partnering with property owners will help Brigham City identify suitable locations for critical services in the downtown area and throughout the community. This process ensures that strategic spaces are utilized effectively, supporting targeted economic growth and development. By aligning available properties with community needs, the City can enhance service delivery, attract businesses, and optimize the use of existing infrastructure.

4.2.3. **Prepare a programming exercise to outline the activation of key areas within the community.** This exercise will focus on activating destination locations at critical nodes, sparking local development and aligning with findings from the niche sector analysis. By targeting strategic areas for events, businesses, and community engagement, this exercise will encourage growth, attract visitors, and strengthen the local economy. It will serve as a catalyst for development by utilizing underused spaces, fostering community vibrancy, and supporting the city’s long-term vision for economic and social vitality.



Underutilized space in Downtown surrounded by local businesses



Easily Programmable Space Map of Downtown Salt Lake City. Source: The Downtown Alliance



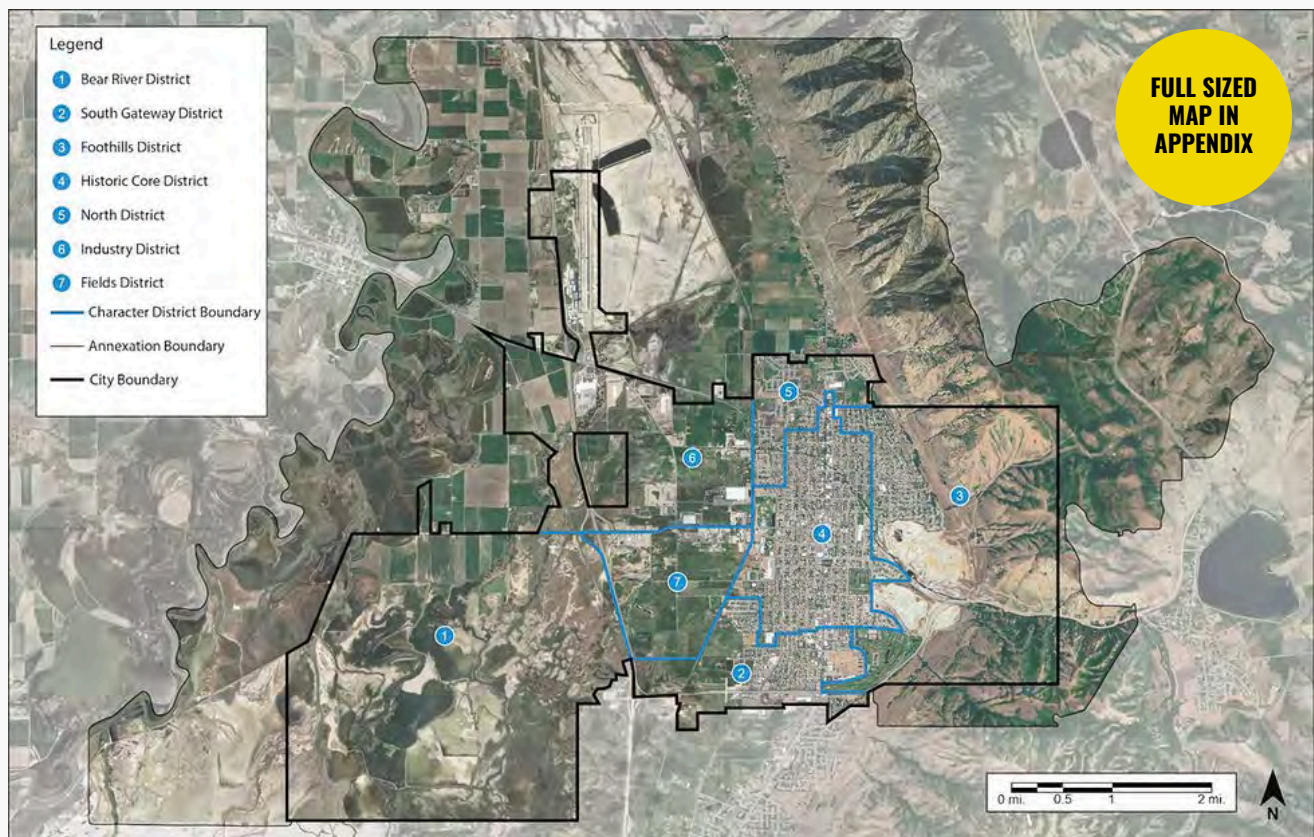
Example of High Density Housing. Source: Congress for New Urbanism

# Land Use

*The following goals, strategies, and recommendations for land use are a product of the public and stakeholder input received, existing conditions in Brigham City, and regional and state approaches to land use.*

*The creation of character districts helps a community define the characteristics and architectural typologies that make an area feel cohesive. Through this process Brigham City was reviewed and distinct areas were created. These areas are as defined on the above map.*

*Within these areas, a series of uses or typologies of architecture are identified as congruent with the existing neighborhoods. Below are the proposed typology and use breakdowns:*





# TYOLOGIES

District Type	Uses	Building Types		Height Range	Character Elements
<b>Historic Core</b>	<ul style="list-style-type: none"> <li>Residential</li> </ul>	<ul style="list-style-type: none"> <li>Single-family</li> <li>Duplexes</li> <li>Small (4-6 unit) apartments</li> <li>Public facilities</li> </ul>	<ul style="list-style-type: none"> <li>Schools</li> <li>Churches</li> <li>Services</li> <li>Attached Senior Housing</li> </ul>	1-3 Stories	<ul style="list-style-type: none"> <li>1x2 grid blocks</li> <li>1/4 acre lot</li> </ul>
<b>Small Lot Residential</b>	<ul style="list-style-type: none"> <li>Residential</li> </ul>	<ul style="list-style-type: none"> <li>Single-family</li> <li>Duplexes</li> <li>Schools</li> </ul>	<ul style="list-style-type: none"> <li>Churches</li> <li>Cluster Homes</li> <li>Attached Senior Housing</li> </ul>	1-2 Stories	<ul style="list-style-type: none"> <li>Curvilinair roads</li> <li>8,000 sf lots</li> <li>Large Parks</li> </ul>
<b>Large Lot Residential</b>	<ul style="list-style-type: none"> <li>Residential</li> <li>Agriculture</li> </ul>	<ul style="list-style-type: none"> <li>Single-family</li> <li>Schools</li> <li>Churches</li> </ul>		1-2 Stories	<ul style="list-style-type: none"> <li>Curvilinear roads</li> <li>10,000 sf lots</li> <li>Integrated Parks</li> <li>Developing around agricultural land</li> </ul>
<b>Attached Single Family</b>	<ul style="list-style-type: none"> <li>Residential</li> </ul>	<ul style="list-style-type: none"> <li>Duplexes</li> <li>Triplexes</li> <li>Townhomes</li> </ul>	<ul style="list-style-type: none"> <li>Condominiums</li> <li>Detached Senior Housing</li> </ul>	2-3 Stories	<ul style="list-style-type: none"> <li>5,000-6,000 sf lots</li> <li>Community Aminity Space</li> </ul>
<b>Multi-Family</b>	<ul style="list-style-type: none"> <li>Residential</li> </ul>	<ul style="list-style-type: none"> <li>Garden Court Apartments</li> <li>Attached Senior Housing</li> </ul>	<ul style="list-style-type: none"> <li>Small (4-6 units) Apartments</li> </ul>	2-3 Stories	<ul style="list-style-type: none"> <li>Multi-building Complexes</li> <li>Uniform building design</li> <li>Community Aminity Space</li> </ul>
<b>Mixed Use</b>	<ul style="list-style-type: none"> <li>Residential</li> <li>Commercial</li> <li>Light Industrial</li> <li>Hospitality</li> </ul>	<ul style="list-style-type: none"> <li>Multi-family</li> <li>Townhomes</li> <li>Schools</li> <li>Drive-thrus</li> </ul>	<ul style="list-style-type: none"> <li>Retail</li> <li>Healthcare</li> <li>Services</li> <li>Attached Senior Housing</li> </ul>	1-3 Stories	<ul style="list-style-type: none"> <li>Concentrated Pockets of residential density</li> <li>Non-structured street network</li> </ul>
<b>Local Commercial</b>	<ul style="list-style-type: none"> <li>Residential</li> <li>Commercial</li> </ul>	<ul style="list-style-type: none"> <li>Single-family</li> <li>Retail</li> <li>Services</li> </ul>		1-2 Stories	<ul style="list-style-type: none"> <li>Smaller scale commercial along Main Street</li> <li>1/4 acre lots</li> <li>Sycamore trees planted regularly</li> </ul>
<b>Gateway Commercial</b>	<ul style="list-style-type: none"> <li>Residential</li> <li>Commercial</li> <li>Hospitality</li> </ul>	<ul style="list-style-type: none"> <li>Big box stores</li> <li>Drievie-thrus</li> <li>Strip commercial</li> </ul>	<ul style="list-style-type: none"> <li>Storage</li> <li>Hotels</li> <li>Healthcare</li> <li>Services</li> </ul>	1-3 Stories	<ul style="list-style-type: none"> <li>Commercial along major corridor</li> <li>Car-centric</li> <li>Low density</li> </ul>
<b>Industrial</b>	<ul style="list-style-type: none"> <li>Industrial</li> <li>Agriculture</li> </ul>	<ul style="list-style-type: none"> <li>Warehouses</li> <li>Barns &amp; Sheds</li> </ul>		1-2 Stories	<ul style="list-style-type: none"> <li>Low density</li> <li>Large buildings</li> <li>Private roads</li> <li>Scattered development</li> </ul>
<b>Recreational &amp; Protected Areas</b>	<ul style="list-style-type: none"> <li>Residential</li> <li>Educational</li> <li>Recreational</li> <li>Public Facilities</li> </ul>	<ul style="list-style-type: none"> <li>Public Facilities</li> <li>Pavilions</li> <li>Watehouses</li> <li>Schools</li> </ul>	<ul style="list-style-type: none"> <li>Single-family</li> <li>Duplexes</li> <li>Triplexes</li> <li>Churches</li> </ul>	1-2 Stories	<ul style="list-style-type: none"> <li>Large open spaces</li> </ul>

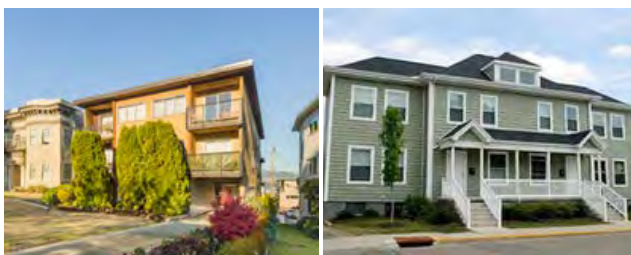


# TYPOLOGIES

District Type	Bear River District	South Gateway District	Foothills District	Historic Core District	North District	Industry District	Fields District
Historic Core				✓			
Small Lot Residential	✓			✓	✓		✓
Large Lot Residential	✓		✓		✓		✓
Attached Single Family			✓		✓		
Multi-Family		✓		✓		✓	✓
Mixed Use				✓		✓	
Local Commercial				✓		✓	
Gateway Commercial	✓	✓				✓	
Industrial			✓			✓	
Recreational & Protected Areas	✓		✓				✓

Information about each typology or destination in the above tables is provided in the below graphics.

SMALL APARTMENT	
Category	Small Apartment
Density Per Acre (Low)	12 Units
Density Per Acre (High)	20 Units
Density Per Acre (Avg.)	16 Units



<b>Standard Height</b>	25'-35'
<b>Building Massing</b>	500-1,200 sq.ft
<b>Parking</b>	1.5 Per Unit
<b>Amenities</b>	Private
<b>Anticipated Jobs</b>	16 Per Acre

UPPER STORY RESIDENTIAL	
Category	Small Lot Detached
Density Per Acre (Low)	6 Units
Density Per Acre (High)	10 Units
Density Per Acre (Avg.)	8 Units



<b>Standard Height</b>	25'-35'
<b>Building Massing</b>	600-1,200 sq.ft
<b>Parking</b>	1 Per Unit
<b>Amenities</b>	Private
<b>Anticipated Jobs</b>	8 Per Acre



**TOWN HOMES**



	<b>Standard Height</b>	20'-30'
	<b>Building Massing</b>	1500-4000 sq.ft
	<b>Parking</b>	2 Per Unit
	<b>Amenities</b>	Public & Private
	<b>Anticipated Jobs</b>	14 Per Acre

<b>Category</b>	<b>Town Homes</b>
<b>Density Per Acre (Low)</b>	12 Units
<b>Density Per Acre (High)</b>	16 Units
<b>Density Per Acre (Avg.)</b>	14 Units

**GARDEN COURT APARTMENTS**



	<b>Standard Height</b>	12'-35'
	<b>Building Massing</b>	500-1300 sq.ft
	<b>Parking</b>	1.5 Per Unit
	<b>Amenities</b>	Public & Private
	<b>Anticipated Jobs</b>	9 Per Acre

<b>Category</b>	<b>Garden Court Apartments</b>
<b>Density Per Acre (Low)</b>	8 Units
<b>Density Per Acre (High)</b>	16 Units
<b>Density Per Acre (Avg.)</b>	12 Units

**CLUSTER HOMES**



	<b>Standard Height</b>	12'-20'
	<b>Building Massing</b>	500-1000 sq.ft
	<b>Parking</b>	1.5 Per Unit
	<b>Amenities</b>	Public & Private
	<b>Anticipated Jobs</b>	11 Per Acre

<b>Category</b>	<b>Cluster Homes</b>
<b>Density Per Acre (Low)</b>	10 Units
<b>Density Per Acre (High)</b>	20 Units
<b>Density Per Acre (Avg.)</b>	15 Units

**SMALL LOT DETACHED RESIDENTIAL**



	<b>Standard Height</b>	15'-25'
	<b>Building Massing</b>	1000-3000 sq.ft
	<b>Parking</b>	2 Per Unit
	<b>Amenities</b>	Private
	<b>Anticipated Jobs</b>	11 Per Acre

<b>Category</b>	<b>Small Lot Detached</b>
<b>Density Per Acre (Low)</b>	7 Units
<b>Density Per Acre (High)</b>	11 Units
<b>Density Per Acre (Avg.)</b>	9 Units



### DETACHED SENIOR LIVING

Category	Detached Senior Living
Density Per Acre (Low)	7 Units
Density Per Acre (High)	11 Units
Density Per Acre (Avg.)	9 Units



	Standard Height	15'-20'
	Building Massing	1500-3,000 sq.ft
	Parking	2 Per Unit
	Amenities	Private
	Anticipated Jobs	3 Per Acre

### ATTACHED SENIOR LIVING

Category	Attached Senior Living
Density Per Acre (Low)	20,000 sq.ft
Density Per Acre (High)	75,000 sq.ft
Density Per Acre (Avg.)	50,000 sq.ft



	Standard Height	25'-35'
	Building Massing	30k - 100k sq.ft
	Parking	1/4 residents
	Amenities	Private
	Anticipated Jobs	24 Per Acre

### HISTORIC CORE

Category	Retail Mixed Use	Residential Mixed Use
Density Per Acre (Low)	15,000 sq.ft	8 Units
Density Per Acre (High)	18,000 sq.ft	14 Units
Density Per Acre (Avg.)	16,500 sq.ft	11 Units



	Standard Height	30'-50'
	Building Massing	10k-100k sq.ft
	Parking	1/Unit or 300 sq.ft
	Amenities	Public & Private
	Anticipated Jobs	45 Per Acre

### SMALL LOT RESIDENTIAL

Category	Small Lot Detached
Density Per Acre (Low)	7 Units
Density Per Acre (High)	11 Units
Density Per Acre (Avg.)	9 Units



	Standard Height	15'-25'
	Building Massing	1000 - 3000 sq.ft
	Parking	2 Per Unit
	Amenities	Private
	Anticipated Jobs	11 Per Acre



### LARGE LOT RESIDENTIAL

Category	Large Lot Detached
Density Per Acre (Low)	4 Units
Density Per Acre (High)	6 Units
Density Per Acre (Avg.)	5 Units



	Standard Height	15'-35'
	Building Massing	2,000-4,000 sq.ft
	Parking	3 Per Unit
	Amenities	Private
	Anticipated Jobs	6 Per Acre

### ATTACHED SINGLE FAMILY

Category	Town Homes
Density Per Acre (Low)	12 Units
Density Per Acre (High)	16 Units
Density Per Acre (Avg.)	14 Units



	Standard Height	20'-30'
	Building Massing	1,500 - 4,000 sq.ft
	Parking	2 Per Unit
	Amenities	Public & Private
	Anticipated Jobs	17 Per Acre

### MULTI-FAMILY

Category	Apts./ Condos	1 Bedroom (1000 sq.ft)	2 Bedroom (1250 sq.ft)	3 Bedroom (1500 sq.ft)
Density/Acre (Low)	18 Units	8 Units	6 Units	4 Units
Density/Acre (High)	30 Units	12 Units	10 Units	8 Units
Density/Acre (Avg.)	24 Units	10 Units	8 Units	6 Units



	Standard Height	30'-40'
	Building Massing	50k-150k sq.ft
	Parking	1.5 Per Unit
	Amenities	Public & Private
	Anticipated Jobs	42 Per Acre

### MIXED USE

Category	Retail Mixed Use	Office Mixed Use
Density Per Acre (Low)	15,000 sq.ft	8,000 sq.ft
Density Per Acre (High)	18,000 sq.ft	12,000 sq.ft
Density Per Acre (Avg.)	16,500 sq.ft	10,000 sq.ft



	Standard Height	20'-50'
	Building Massing	10k-30k sq.ft
	Parking	1/400 sq.ft
	Amenities	Public
	Anticipated Jobs	38 Per Acre



### LOCAL COMMERCIAL



	<b>Standard Height</b>	20'-30'
	<b>Building Massing</b>	2.5k-10k sq.ft
	<b>Parking</b>	1/300 sq.ft
	<b>Amenities</b>	Public
	<b>Anticipated Jobs</b>	25 Per Acre

<b>Category</b>	<b>Strip Commercial</b>
<b>Density Per Acre (Low)</b>	17,500 sq.ft
<b>Density Per Acre (High)</b>	30,000 sq.ft
<b>Density Per Acre (Avg.)</b>	23,750 sq.ft

### GATEWAY COMMERCIAL



	<b>Standard Height</b>	25'-35'
	<b>Building Massing</b>	50k-150k sq.ft
	<b>Parking</b>	1/500 sq.ft
	<b>Amenities</b>	Public
	<b>Anticipated Jobs</b>	19 Per Acre

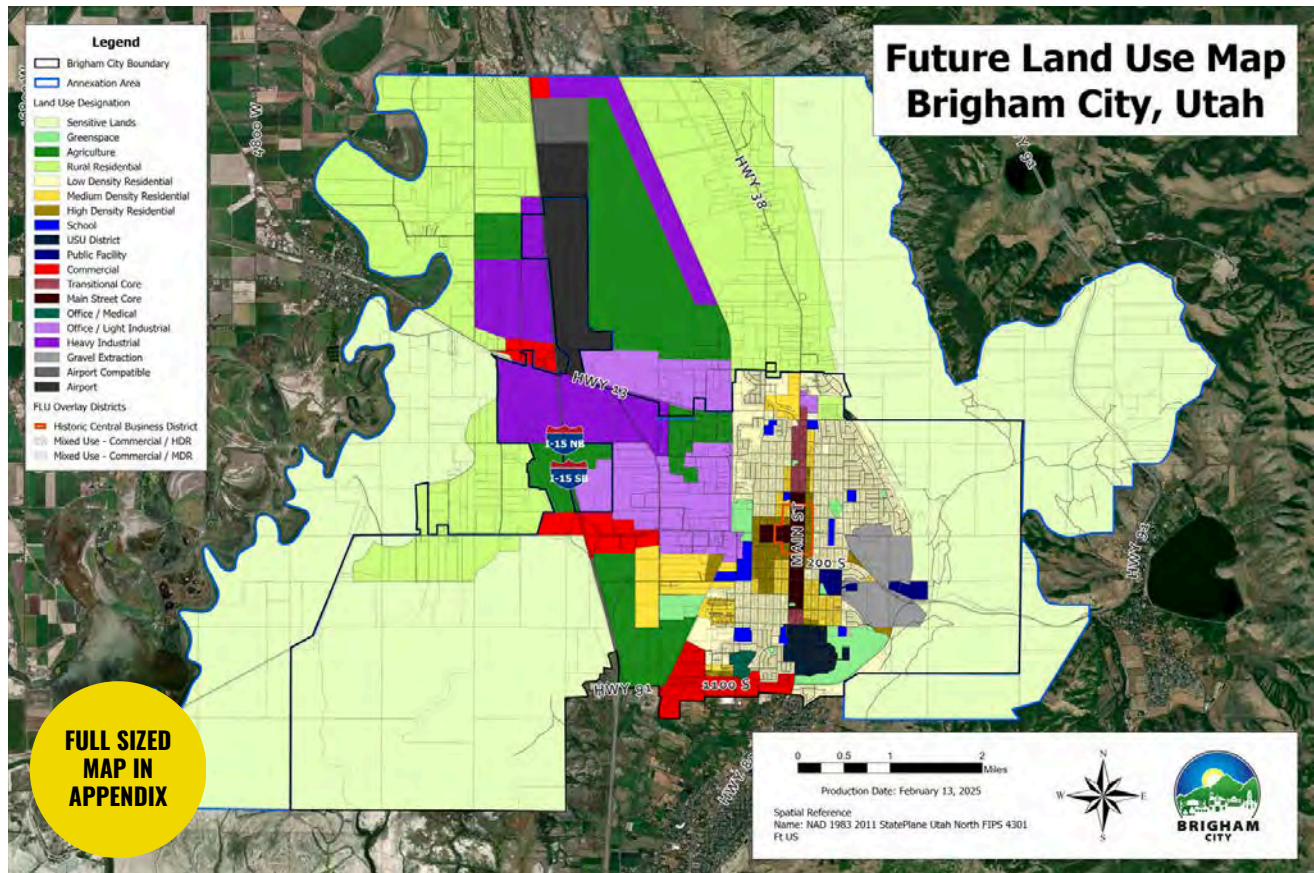
<b>Category</b>	<b>Big Box Commercial</b>
<b>Density Per Acre (Low)</b>	13,000 sq.ft
<b>Density Per Acre (High)</b>	22,000 sq.ft
<b>Density Per Acre (Avg.)</b>	17,500 sq.ft

### INDUSTRIAL



	<b>Standard Height</b>	25'-35'
	<b>Building Massing</b>	10k-30k sq.ft
	<b>Parking</b>	1/1500 sq.ft
	<b>Amenities</b>	Public
	<b>Anticipated Jobs</b>	22 Per Acre

<b>Category</b>	<b>Low Density</b>
<b>Density Per Acre (Low)</b>	10,000 sq.ft
<b>Density Per Acre (High)</b>	20,000 sq.ft
<b>Density Per Acre (Avg.)</b>	25,000 sq.ft



The updated Future Land Use Map (FLUM) was developed through a collaborative process to balance Brigham City’s growth with its community character, natural resources, and economic needs. Key objectives guided the development of the FLUM:

- **Strengthening Downtown:** Emphasis was placed on revitalizing the historic downtown area as a vibrant core with a mix of uses, pedestrian-friendly design, and preservation of architectural heritage.
- **Addressing Housing Needs:** The FLUM includes diverse housing types to meet community needs while respecting the character of existing neighborhoods. Higher-density housing is concentrated near key nodes and the city core.
- **Fostering Commercial Growth:** Multiple commercial nodes were strategically located to ensure convenient access to services while supporting economic activity.

- **Supporting Employment and Industry:** The plan provides strong employment bases through varied industrial sectors and addresses specific needs, such as those of the Utah Inland Port Authority, to position Brigham City as a regional economic hub.
- **Airport Integration:** Land use designations near the airport focus on complementary industrial and commercial uses that enhance its role as a transportation and logistics hub.
- **Conserving Sensitive Lands:** Environmentally sensitive areas, including hillside zones and the Bear River Migratory Bird Refuge, were carefully designated to ensure protection of critical habitats and natural resources.

The FLUM development process integrated community input, local expertise, and strategic planning to ensure Brigham City grows sustainably while maintaining its unique character and providing opportunities for residents and businesses alike.





FLU Designation	Purpose of the FLU Designation	% age of land in the FLU map	Accompanying / recommended zoning districts
<b>Commercial</b>	The Commercial designation supports business growth through retail, services, and entertainment, boosting economic activity and job creation while enhancing Brigham City's appeal with well-designed commercial corridors.	1.81%	Commercial Districts
<b>Main Street Core</b>	The Main Street Core designation preserves Brigham City's Historic Downtown, encouraging a vibrant mix of residential, commercial, and office uses within a pedestrian-friendly and architecturally significant district.	0.46%	CBD, GC, Establish Residential Standards
<b>Transitional Core</b>	The Transitional Core bridges residential and commercial areas, allowing mixed-use development and small-scale commercial activities while preserving the historic character of Main Street. It provides a transition between the USU campus, the historic downtown, and the 900 N./Main Street node.	0.27%	CBD, Establish Residential Standards
<b>Office / Medical</b>	The Office / Medical designation concentrates healthcare services and professional offices, ensuring that essential community services are accessible and well-integrated into the city's infrastructure.	0.11%	GC
<b>USU District</b>	The USU District designation supports the growth of the USU - Brigham City campus, promoting educational facilities and student housing while strengthening the city's ties with the university.	0.47%	GC, R-M-30, R-M-15
<b>Gravel Extraction</b>	The Gravel Extraction designation accommodates existing gravel mining and processing operations, supporting the local industry while ensuring environmental protection and site restoration post-extraction.	1.13%	Establish New Zoning District
<b>Heavy Industrial</b>	The Heavy Industrial designation facilitates large-scale industrial activities, providing necessary infrastructure while mitigating environmental impacts and supporting Brigham City's economic base.	5.51%	M-G
<b>Airport-Compatible</b>	The Airport-Compatible designation supports industrial and commercial uses that complement Brigham City Airport operations, including logistics and shipping facilities that enhance economic growth.	0.49%	Establish New Zoning District
<b>Office / Light Industrial</b>	The Office / Light Industrial designation supports a mix of office and light industrial uses, fostering business parks and research facilities that drive economic diversification and innovation.	3.61%	M-D



FLU Designation	Purpose of the FLU Designation	% age of land in the FLU map	Accompanying / recommended zoning districts
<b>Agriculture</b>	The Agriculture designation preserves agricultural lands, supporting farming and ranching activities while maintaining the rural character and open spaces on the outskirts of Brigham City.	6.36%	Agricultural Districts
<b>Sensitive Lands</b>	The Sensitive Lands designation protects environmentally sensitive areas, including Hillside protection zones and the Bear River Migratory Bird Refuge, ensuring responsible development and conservation of natural resources.	51.20%	MU-40, MU-80, MU-160
<b>High Density Residential</b>	The High Density Residential designation accommodates dense housing options, such as apartments and townhouses, with opportunities for neighborhood commercial uses like corner stores or ground-floor retail.	0.65%	R-M-15, R-M-30
<b>Medium Density Residential</b>	The Medium Density Residential designation supports diverse housing types, including single-family homes and townhouses, with potential for limited neighborhood commercial uses that integrate with residential character.	2.31%	R-1-6, R-M-7
<b>Low Density Residential</b>	The Low Density Residential designation promotes suburban-style neighborhoods with single-family homes on larger lots, emphasizing green spaces and a quieter living environment.	5.03%	R-1-8, R-1-20, R-1-12, R-1-10
<b>Rural Residential</b>	The Rural Residential designation preserves the rural character of Brigham City's outskirts, allowing for very low-density residential development that emphasizes spaciousness and natural landscapes.	17.09%	Rural Residential Districts
<b>Greenspace</b>	The Greenspace designation preserves public parks, trails, and recreational areas, including the Eagle Mountain Golf Course, the Bear River Migratory Bird Refuge, and mountain slopes, enhancing Brigham City's natural beauty and providing outdoor amenities for residents.	0.90%	Not tied to a specific zoning district.
<b>School</b>	The School designation is for public schools and supporting facilities owned by the Box Elder School District, ensuring that educational infrastructure aligns with district planning and community needs.	0.35%	Not tied to a specific zoning district.
<b>Airport</b>	The Airport designation is specific to Brigham City Airport, encompassing runways, hangars, and related facilities, ensuring efficient and safe airport operations that support regional connectivity.	2.02%	Establish New District
<b>Public Facility</b>	The Public Facility designation accommodates essential public services and infrastructure, including government buildings, utilities, and cemeteries, ensuring they are accessible and well-integrated into the community.	0.24%	Not tied to a specific zoning district.



## FUTURE LAND USE MAP DESIGNATIONS

### COMMERCIAL

The Commercial designation is designed to support the growth and development of businesses that provide goods and services to Brigham City's residents and visitors. This designation aims to create vibrant commercial areas that attract a variety of retail shops, restaurants, professional services, and entertainment venues. The focus is on fostering economic activity, generating employment opportunities, and enhancing the quality of life for residents. By encouraging a diverse mix of commercial enterprises, this designation supports the local economy and ensures convenient access to essential services. The Commercial designation also seeks to create attractive, well-designed commercial corridors that contribute to the city's overall appeal. These areas are often located along major thoroughfares and key intersections to maximize visibility and accessibility.



### MAIN STREET CORE

The Main Street Core designation is centered around Brigham City's Historic Downtown, a district renowned for its unique architecture and rich cultural heritage. This designation is intended to preserve and enhance the character of the Historic Downtown while promoting a vibrant mix of residential, commercial, and office uses. The Main Street Core seeks to create a pedestrian-friendly environment where historic buildings are repurposed and revitalized to support modern needs, including boutique shops, local restaurants, professional services, and residential spaces. The goal is to maintain the architectural integrity and historic significance of the area, ensuring that new development complements the existing historic fabric. This designation also aims to foster a strong sense of community by creating a lively and attractive downtown that serves as the heart of social, economic, and cultural activities in Brigham City.



Main Street Brigham City

### TRANSITIONAL CORE

The Transitional Core designation is designed to foster a vibrant, mixed-use environment that seamlessly integrates higher-density residential developments with neighborhood commercial activities. This designation serves as a bridge between residential areas and more intensive commercial zones, promoting a lively atmosphere where people can live, work, and play. Dense single-family dwellings, multi-family residential buildings, and small-scale retail shops are combined with cafes, restaurants, and essential services, providing residents with convenient access to daily necessities and leisure activities. The goal is to create dynamic, community-oriented spaces that support economic vitality, social interaction, and a high quality of life. The Transitional Core designation encourages active transportation and enhances the overall community experience by promoting walkability and connectivity between residential neighborhoods and the city's commercial areas.





## FUTURE LAND USE MAP DESIGNATIONS

### OFFICE / MEDICAL

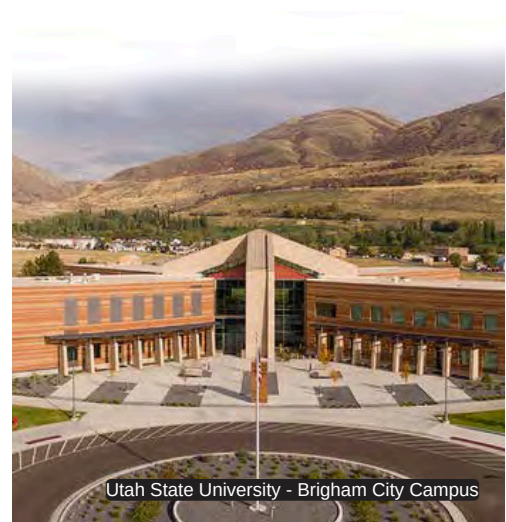
The Office / Medical designation is intended to support the development of professional offices, medical facilities, and related services within Brigham City. This designation allows for the concentration of healthcare services, administrative offices, and other professional activities in areas that are easily accessible to the community. The purpose of the Office / Medical designation is to create a cohesive environment that supports the growth of the city's healthcare and professional sectors, providing residents with convenient access to essential services. By clustering these uses in designated areas, the designation ensures that development is compatible with surrounding land uses and contributes to the city's economic growth. This designation also emphasizes the importance of high-quality design and infrastructure to support the specific needs of office and medical uses.



Brigham City Community Hospital

### USU DISTRICT

The USU District designation is centered around the growth and development of the Utah State University (USU) - Brigham City campus. This designation supports the expansion of educational and research facilities while recognizing the unique relationship between the university and Brigham City. Although USU-owned land is exempt from city zoning and land use regulations, this designation provides an opportunity to strengthen the city's ties with the university by encouraging complementary development in surrounding areas. The USU District promotes the development of student housing and multi-family residential options to accommodate the growing campus community, ensuring that students, faculty, and staff have convenient access to both academic facilities and city amenities. By fostering a well-integrated district, this designation aims to enhance the vibrancy of the area, support economic growth, and reinforce the university's role as a key contributor to Brigham City's identity and future development.



Utah State University - Brigham City Campus

### GRAVEL EXTRACTION

The Gravel Extraction designation is intended to accommodate the extraction, processing, and transportation of gravel and other aggregate materials within Brigham City. This designation allows for the development of mining operations in areas where such activities are viable and economically beneficial. The purpose of the Gravel Extraction designation is to support the local construction industry by providing a reliable source of aggregate materials while ensuring that operations are conducted in a manner that minimizes environmental impact and land use conflicts. This designation also includes provisions for the reclamation and restoration of extraction sites following the completion of mining activities, with the goal of returning the land to a usable state that is compatible with future land use plans.



Gravel Extraction in Utah. Source: Deseret News



## FUTURE LAND USE MAP DESIGNATIONS

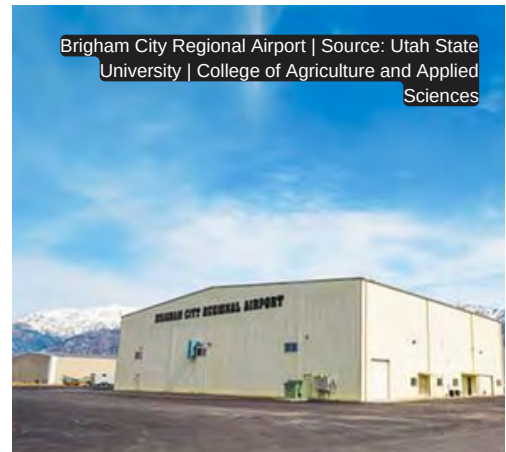
### HEAVY INDUSTRIAL

The Heavy Industrial designation is intended to accommodate large-scale industrial activities that require significant land area, specialized infrastructure, and separation from other land uses due to their potential impacts. This designation allows for the development of manufacturing plants, processing facilities, and other heavy industrial operations that contribute to Brigham City’s economic base. The purpose of the Heavy Industrial designation is to support the growth of industries that are essential to the local and regional economy while ensuring that their operations are conducted in a manner that minimizes negative impacts on the environment and surrounding communities. The Heavy Industrial designation also includes provisions for buffering and mitigation measures to reduce potential land use conflicts and protect public health and safety.



### AIRPORT-COMPATIBLE

The Airport-Compatible designation is intended for private land uses that complement and support the operations of the Brigham City Airport. Unlike the Airport designation, which is specific to the airport itself, the Airport-Compatible designation focuses on adjacent areas that can host industrial and commercial activities that benefit from proximity to the airport. This includes uses such as shipping and distribution facilities, logistics centers, manufacturing plants, and other businesses that rely on air transport for the efficient movement of goods. The purpose of this designation is to create a synergistic environment where businesses can thrive while enhancing the economic impact of the airport on Brigham City. By strategically developing these areas, the Airport-Compatible designation aims to attract industries that contribute to the city’s economic growth and support the airport’s long-term viability as a regional transportation hub.



### OFFICE / LIGHT INDUSTRIAL

The Office / Light Industrial designation is intended to accommodate a mix of office and light industrial uses within Brigham City. This designation allows for the development of business parks, research and development facilities, warehouses, and other light industrial uses that are compatible with office environments. The purpose of the Office / Light Industrial designation is to create areas where businesses can operate efficiently with access to necessary infrastructure and amenities, while also ensuring that development is compatible with surrounding land uses. By encouraging a diverse range of businesses, this designation contributes to Brigham City’s economic growth and diversification. The Office / Light Industrial designation also emphasizes high-quality site design and landscaping to create attractive and functional business environments.





## FUTURE LAND USE MAP DESIGNATIONS

### AGRICULTURE

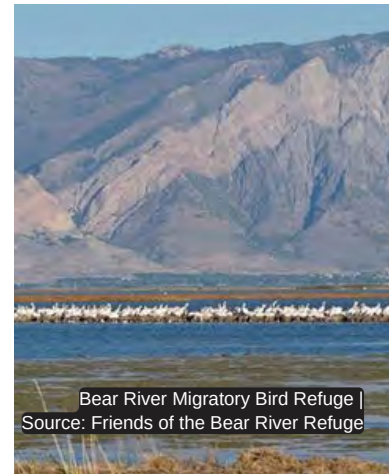
The Agriculture designation is intended to preserve the rural character and agricultural heritage of Brigham City while supporting the continued use of land for farming, ranching, and other agricultural activities. This designation allows for the development of agricultural operations, including crop production, livestock grazing, and related uses that contribute to the local economy and food supply. The purpose of the Agriculture designation is to protect valuable agricultural lands from urban encroachment, ensuring that farming remains a viable economic activity and that residents can enjoy the scenic and open spaces characteristic of rural living. The Agriculture designation also promotes effective land use practices and helps maintain the balance between development and rural preservation, with a focus on sustaining the city’s agricultural economy.



Brigham City’s Agricultural land.  
Source: Y-Farm Fresh, Brigham, UT

### SENSITIVE LANDS

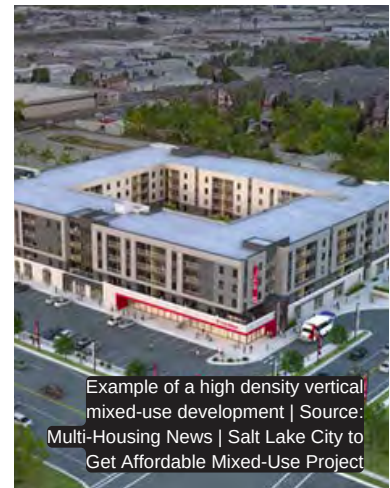
The Sensitive Lands designation is intended to protect and preserve areas within Brigham City that are characterized by environmental sensitivity, including hillside protection areas and the Bear River Migratory Bird Refuge. This designation restricts development in these areas to prevent environmental degradation, protect water quality, and maintain the integrity of natural landscapes. The Sensitive Lands designation specifically aims to safeguard the steep slopes and fragile ecosystems of the Hillside areas, ensuring that any development is carefully managed to prevent erosion, landslides, and other environmental impacts. Additionally, this designation emphasizes the importance of protecting the Bear River Migratory Bird Refuge, a critical habitat for numerous bird species and a vital component of the region’s ecological health. By preserving these sensitive areas, the Sensitive Lands designation helps to maintain Brigham City’s natural beauty, promote biodiversity, and ensure that the city’s environmental resources are conserved for future generations.



Bear River Migratory Bird Refuge |  
Source: Friends of the Bear River Refuge

### HIGH DENSITY RESIDENTIAL

The High Density Residential designation is intended to accommodate dense single-family homes, as well as multi-family housing options such as apartments and condominiums within Brigham City. This designation supports the development of compact residential areas with easy access to varied transportation modes, employment centers, and a wide range of services and amenities. Additionally, the High Density Residential designation presents an opportunity for incorporating neighborhood commercial uses, such as corner stores or ground-floor retail, particularly when designed with careful consideration of the surrounding residential environment. These mixed-use elements can enhance the vibrancy and convenience of the neighborhood, providing residents with accessible retail options while supporting walkability and active street life. The goal of the High Density Residential designation is to create dynamic, diverse neighborhoods that offer both affordable housing options and essential services within close proximity, contributing to a lively and sustainable urban fabric.



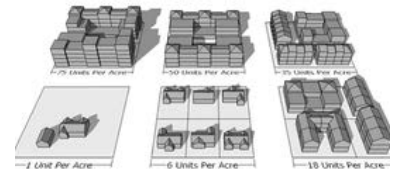
Example of a high density vertical mixed-use development | Source: Multi-Housing News | Salt Lake City to Get Affordable Mixed-Use Project



## FUTURE LAND USE MAP DESIGNATIONS

### MEDIUM DENSITY RESIDENTIAL

The Medium Density Residential designation is intended to accommodate a mix of housing types, including single-family homes on smaller lots, duplexes, and townhouses within Brigham City. This designation supports the development of moderately dense neighborhoods that offer a balance between suburban living and urban convenience. Additionally, the Medium Density Residential designation provides an opportunity for limited neighborhood commercial uses, such as corner stores, which can enhance the community’s accessibility to essential goods and services. These commercial uses should be integrated thoughtfully, with appropriate design features to ensure they complement the residential character of the area. The goal of the Medium Density Residential designation is to create vibrant, community-oriented living environments that provide residents with convenient access to amenities while maintaining the overall cohesiveness and aesthetic of the neighborhood.



Housing density. Source: Hayward 2040 General Plan

### LOW DENSITY RESIDENTIAL

The Low Density Residential designation is intended to support the development of neighborhoods characterized by single-family homes on larger lots, offering residents a suburban lifestyle with spacious yards, privacy, and a quieter living environment. This designation emphasizes the creation of family-friendly communities that provide ample green space, parks, and recreational facilities, enhancing the overall quality of life for residents. The Low Density Residential areas are typically situated on the outskirts of Brigham City, serving as a transition between more urbanized areas and rural landscapes. This designation also encourages development patterns that respect the existing natural features and integrate well with the surrounding environment, ensuring that new residential areas are cohesive and sustainable. The goal is to create attractive, well-planned neighborhoods that foster a strong sense of community while providing easy access to essential services and amenities through well-connected transportation networks.



Low Density Residential Development in Brigham City

### RURAL RESIDENTIAL

The Rural Residential designation is intended to preserve the rural character of Brigham City’s outskirts while allowing for very low-density residential development. This designation supports the development of large-lot and clustered single-family homes that blend with the surrounding agricultural and natural landscapes, offering residents a lifestyle that emphasizes privacy, spaciousness, and a strong connection to the environment. The Rural Residential designation is particularly focused on maintaining the open space, scenic views, and tranquility that define rural living, while also allowing for limited residential growth in areas that are not suitable for higher-density development. This designation is typically applied to areas further from the city’s core, where development is more sparse and the emphasis is on maintaining the existing rural and agricultural land uses. The goal of the Rural Residential designation is to protect the rural atmosphere of these areas while accommodating carefully planned residential development that respects the natural landscape and existing land use patterns.





# FUTURE LAND USE MAP DESIGNATIONS

## GREENSPACE

The Greenspace designation is intended to preserve and enhance areas within Brigham City that provide vital open spaces, recreational opportunities, and natural beauty. This designation encompasses public parks, greenways, trails, and recreational facilities, including the Eagle Mountain Golf Course, the Bear River Migratory Bird Refuge, and mountain slopes, all of which contribute to the city's environmental health and quality of life. The Greenspace designation aims to ensure that residents have access to outdoor spaces that support both active and passive recreation, promote physical and mental well-being, and provide areas for community gatherings and events. These spaces are integral to the city's identity, offering scenic views, preserving natural habitats, and serving as important buffers between developed areas. The goal of the Greenspace designation is to maintain and enhance Brigham City's natural and recreational assets, ensuring that they are preserved for future generations while continuing to meet the needs of the community today.



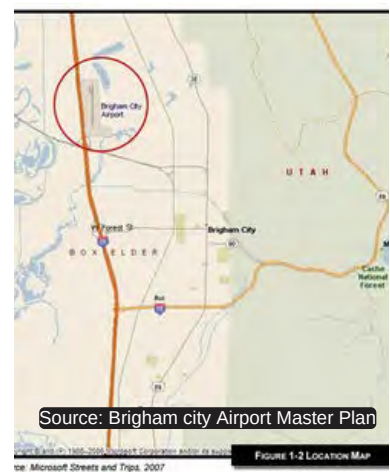
## SCHOOL

The School designation is specifically intended for public schools and supporting facilities owned and operated by the Box Elder School District within Brigham City. This designation includes areas dedicated to educational institutions, such as elementary, middle, and high schools, as well as associated facilities like sports fields, administrative buildings, and transportation hubs. The areas designated under this category are determined solely by the planning and strategic needs of the Box Elder School District, ensuring that educational infrastructure is developed and maintained in alignment with the district's goals and the community's growth. The School designation is vital for accommodating the educational needs of Brigham City's residents, providing safe and accessible spaces for learning, extracurricular activities, and community engagement.



## AIRPORT

The Airport designation is specifically intended for the Brigham City Regional Airport and its associated aviation facilities. This designation includes areas used for runways, taxiways, hangars, terminals, control towers, and other essential infrastructure required for airport operations. The purpose of the Airport designation is to ensure that the airport can function efficiently and safely, serving both general aviation and potential commercial services. This designation is critical for maintaining the airport's role as a transportation hub within the region, supporting economic development, and facilitating the movement of goods and people. The Airport designation also considers the need for safety and noise mitigation, ensuring that surrounding land uses are compatible with airport operations. By protecting and enhancing the airport's facilities, this designation aims to support the long-term viability and growth of the Brigham City Regional Airport, contributing to the overall connectivity and economic prosperity of the city.



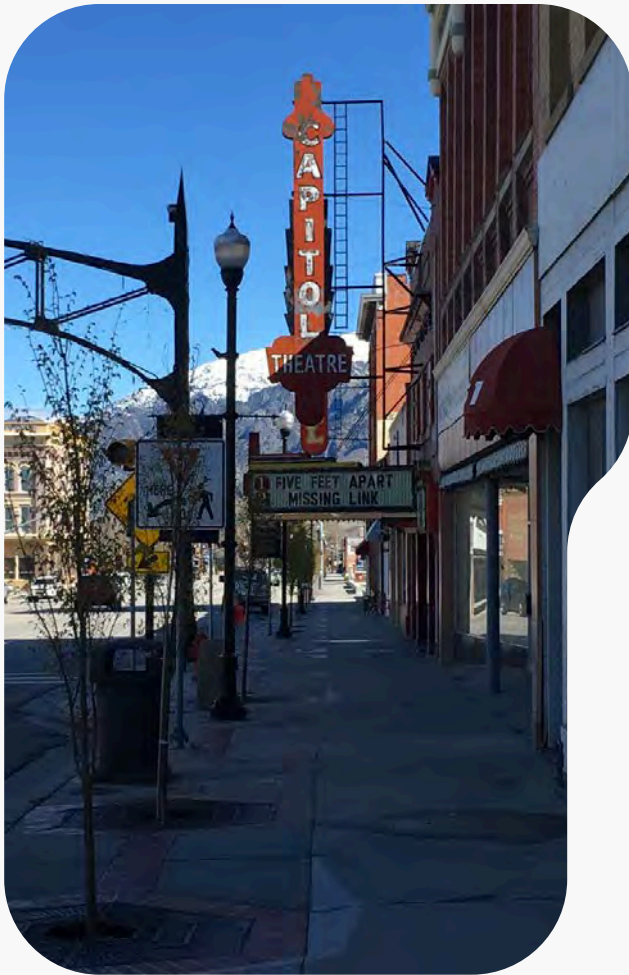


## FUTURE LAND USE MAP DESIGNATIONS

### PUBLIC FACILITY

The Public Facility designation is intended to accommodate land used for essential public services and infrastructure within Brigham City. This includes government buildings, utilities, libraries, and other civic institutions that support the day-to-day functioning of the community. Additionally, this designation encompasses cemeteries, recognizing their importance as both public amenities and sites of historical and cultural significance. The Public Facility designation ensures that these critical services and spaces are strategically located to be accessible to all residents, providing necessary support for the city's operations and contributing to the overall quality of life. By identifying and protecting areas for public facilities, this designation helps ensure that Brigham City's infrastructure can adequately meet current and future needs, while also preserving spaces like cemeteries that serve as important community landmarks.





# Land Use

*The following goals, strategies, and recommendations for land use are a product of the public and stakeholder input received, existing conditions in Brigham City, and regional and state economic development approaches.*

## Land Use High Level Goals

**1. Ensure efficient land use and thoughtful integration of transportation infrastructure to support Brigham City’s growth and sustainability goals.**

**2. Promote new developments that contribute positively to the community’s aesthetics and functionality while preserving Brigham City’s heritage.**

**3. Promote smart growth that respects and enhances Brigham City’s natural resources and unique character.**

**4. Promote growth through diversification of housing stock typologies to achieve affordable housing for all.**



Source: SANDAG



## Land Use Goals, Strategies, and Recommendations

1. Ensure efficient land use and thoughtful integration of transportation infrastructure to support Brigham City’s growth and sustainability goals.

1.1. Update zoning regulations to support development in areas with existing infrastructure.

1.1.1. **Adapt existing and create new zoning codes to allow greater density in targeted areas already served by utilities.** Modifying zoning codes to permit increased density in areas with established utility services will promote a more diverse mix of uses and support higher housing production.

*This targeted densification will optimize land use, encourage efficient infrastructure utilization, and create opportunities for both residential and commercial growth. By enabling greater density, Brigham City can address housing demand, stimulate economic development, and reduce per capita utility infrastructure costs.*

*In the application of this approach, the City should be sensitive to the character of existing neighborhoods. It is not the intent of the City to encourage wholesale conversion of existing neighborhoods into high density districts.*

*In areas where development has not occurred, additional density can be considered. In areas where development has occurred and where long standing neighborhood character exists, densification should be considered through the addition of accessory dwelling units and other approaches that do not harm neighborhood character.*



Adding density to existing residential areas through accessory Dwelling Unit Styles | Source: American Planning Association



Example of High Density Housing. Source: Congress for New Urbanism



**1.1.2. Conduct infrastructure assessments to ensure capacity for large developments and require developers to “pay their own way” for necessary improvements.** *Performing regular infrastructure assessments will help the City evaluate the capacity to support large developments while ensuring that developers contribute their fair share to infrastructure improvements. By updating fees and assessment figures in alignment with development progress, the City can ensure that infrastructure costs are adequately covered without overburdening public resources. This will maintain infrastructure quality and sustainability as the community grows, supporting balanced development.*

**1.2. Foster well-planned mixed-use neighborhoods.**

**1.2.1. Alter zoning and overlay district ordinances for mixed-use, high-density, and medium-density residential areas on the FLUM to promote mixed-use neighborhoods with strict design standards for commercial buildings.** *Updating zoning ordinances for designated areas will enable the development of mixed-use neighborhoods, with neighborhood commercial areas strategically located within walking distance of residential zones. This reduces vehicle miles traveled and enhances local accessibility, fostering a more connected community. Strict design standards for commercial buildings will ensure that these developments maintain the character and integrity of surrounding residential neighborhoods, promoting vibrant, cohesive communities and improving overall quality of life.*

**1.2.2. Develop design standards for mixed-use neighborhoods that incorporate local character elements.** *Establishing design standards for mixed-use neighborhoods will ensure that new developments reflect the city’s character. By focusing on forming, massing, and materiality, the standards will guide the design of buildings that blend seamlessly with the existing architectural style and scale of the community. These guidelines will promote cohesive, aesthetically pleasing neighborhoods, enhancing both functionality and visual appeal while supporting the City’s vision.*

**1.2.3. Require new mixed-use developments to include pedestrian-friendly pathways and adequately sized public spaces.** *Updating codes and design standards to require pedestrian-friendly pathways and public spaces in mixed-use developments will enhance connectivity and accessibility. These pathways will ensure that all residents can easily access amenities while promoting walkability. Adequately sized and programmed public spaces will create inclusive, vibrant areas for community interaction, supporting a healthy, connected lifestyle and enhancing the quality of life.*





### 1.3. Implement strategic growth management to balance development and preservation.

#### 1.3.1. **Develop a growth management plan that prioritizes development in key areas while ensuring conservation, targeting growth along the southern and northern borders and limiting western expansion.**

*A growth management plan focused on targeted development along the southern and northern borders, while minimizing expansion to the west, will help the City balance growth and conservation. This will allow the community to efficiently utilize available land, fill in key areas, and protect sensitive lands from overdevelopment. By directing growth to priority areas, the City can promote sustainable development, safeguard environmental resources, and maintain its vision.*



Example of directing growth. Source: Capitol City Development Corp

#### 1.3.2. **Zone for higher-density developments in designated growth areas to optimize land use and ensure sufficient property tax revenue for infrastructure maintenance.** *Zoning for higher-density developments in targeted growth areas will allow Brigham City to make efficient use of available land while generating the necessary property tax revenue to maintain infrastructure. By diversifying housing types, the City can accommodate growth without compromising the unique character of each district. This approach supports sustainable development, fosters a vibrant community, and balances the need for expansion with the preservation of local identity.*



- 1.3.3. **Provide expedited permit review and consider additional incentives for development applications on previously developed lots to encourage infill and targeted redevelopment.** Offering expedited permit reviews and other incentives for infill and targeted redevelopment projects on greyfields and brownfields will motivate developers to prioritize revitalizing urban areas over new development. By focusing on infill in Character Districts X and Y, Brigham City can reduce sprawl, protect natural resources, and optimize the use of existing infrastructure. This strategy promotes sustainable growth, enhances neighborhood character, and supports the City's long-term vision for balanced and responsible development.



Example of brownfield site | Source: Choctaw Nation

## 2. Ensure new developments contribute positively to the community's aesthetics and functionality while preserving Brigham City's heritage.

### 2.1. Promote developments incorporating appropriate amounts of green spaces and community amenities.

- 2.1.1. **Implement and enforce design guidelines for master-planned neighborhoods, ensuring the inclusion of greenspace and the preservation of community character.** Establishing clear design guidelines for new master-planned neighborhoods will ensure that developments align with the city's character and vision. These guidelines should specify the materiality, location, and massing of key elements in character districts, maintaining architectural consistency and visual cohesion. Additionally, requiring greenspaces within these developments will enhance livability and provide residents with recreational areas, all while preserving the unique identity and charm of the community.



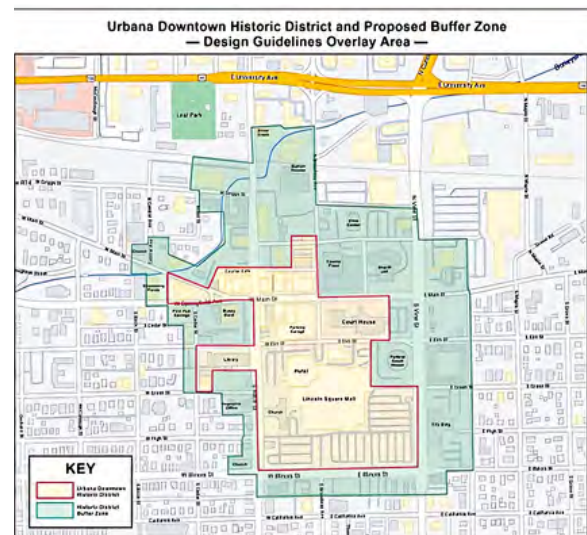
**2.1.2. Update and enforce the Historic Downtown Design Guidelines through the CBD zoning district or a new downtown overlay district.** Revising and enforcing the Historic Downtown Design Guidelines will ensure that redevelopment and preservation efforts in the downtown area respect and enhance the architectural heritage of Brigham City. By updating the guidelines to include all eligible architectural styles and building formats, the City can promote historically sensitive redevelopment that preserves the unique character of the area. This approach will strengthen downtown’s identity, attract investment, and ensure long-term preservation of its cultural and architectural significance. Approval of facade grants should be subject to adherence to these guidelines.



Example of Design Guidelines for Historic Neighborhoods | Source: Norfolk City Pattern Book for Norfolk neighborhoods

**2.2. Preserve and enhance Brigham City’s historical and cultural heritage.**

**2.2.1. Identify and protect significant historical and cultural sites through zoning overlays and preservation incentives.** Establishing zoning overlays or distinct designations for historically and culturally significant sites will safeguard the city’s heritage. These overlays will ensure the protection and proper management of critical sites, preserving their historical integrity. Offering preservation incentives will further encourage property owners to maintain and restore these sites, ensuring they are celebrated and integrated into the city’s ongoing development while maintaining their cultural significance.



Example of a District Overlay. Source: Urbana Historic Preservation Commission



**2.2.2. Collaborate with the Utah State Historic Preservation Office (SHPO) to promote the adaptive reuse of historical buildings by providing incentives for developers.**

*Partnering with the SHPO will enable the City to connect local property owners with valuable state resources, including tax credits and adaptive reuse initiatives.*

*These incentives will encourage developers to preserve and repurpose historic buildings, contributing to the city's heritage and revitalizing key areas. This collaboration will not only protect significant structures but also support sustainable development and economic growth through reuse of assets.*



**2.2.3. Partner with the Brigham City Museum of Art & History to offer educational programs and tours highlighting the city's heritage.**

*Collaborating with the Brigham City Museum of Art & History to develop educational programs and tours will provide residents and visitors with a deeper understanding of the city's architectural history and cultural heritage.*

*These tours should focus on distinctly Brigham City elements, showcasing the unique stories and artifacts that define the community. By amplifying these historical and cultural elements, the programs will help preserve the city's collective story, fostering appreciation and pride in the city's rich heritage.*



Historic Union Block Building

**3. Promote informed and balanced growth that respects and enhances Brigham City's natural resources and unique character.**

**3.1. Adopt zoning regulations that support varied developments and appropriate densities for infill projects.**

**3.1.1. Amend zoning ordinances to allow higher-density residential units in designated areas.** *Updating zoning ordinances to permit higher-density residential units in strategic areas, including mixed-use nodes, corridors, and appropriate segments of key streets like Main Street and Forest Street, will enhance Brigham City's walkability. Integrating these elements into the identified character districts will promote vibrant, pedestrian-friendly environments, increase housing options, and support local businesses.*



### 3.2. Encourage development near critical services and transportation corridors.

#### 3.2.1. **Zone for higher-density residential and mixed-use development near potential future Frontrunner station sites and the downtown area.**

*By zoning for higher-density residential and mixed-use development near future Frontrunner station sites and the downtown area, the City can proactively prepare for transit-oriented growth. Preserving land adjacent to these transportation nodes will allow the City to promote higher-density housing, including multi-generational*

*options, while maintaining the character of existing single-family neighborhoods. This approach supports responsible development, increases housing diversity, and maximizes the benefits of future transit infrastructure.*



Example of higher-density residential and mixed-use development | Source: Eagle URA

- 3.2.2. **Upgrade infrastructure in areas marginally serviced by public services and transportation corridors to support future higher-density development.** *By upgrading infrastructure in areas with existing but limited public services, the City can prepare for future higher-density development and improve service levels for current residents. Working from the Capital Improvements Plan (CIP), the City should prioritize and implement infrastructure projects that enhance capacity, ensuring adequate support for future growth. This approach will improve the quality of life, optimize land use, and enable responsible development.*

- 3.2.3. **Continue to require new developments to include necessary infrastructure improvements to ensure equitable access and connectivity for all residents, and regularly update the requirements.**

*Infrastructure improvements such as curbs, gutters, stormwater management, utilities, sidewalks on both sides of the road, regular crosswalks, pedestrian safety infrastructure, and traffic calming measures are essential for creating safe, connected neighborhoods. By maintaining these requirements, Brigham City can enhance walkability, promote safety, and improve access for all residents. Adjustments, like larger sidewalks for first/last-mile connections near transit facilities, will further enhance connectivity.*



Traffic calming road design. Source: SLC.gov



### 3.3. Create inviting gateways to the community through zoning and land use regulations.

#### 3.3.1. **Develop zoning and land use regulations that mandate aesthetically pleasing and functional entry points to Brigham City.**

*By establishing zoning and land use regulations that require attractive and functional gateways, the City can create*

*distinct entry points that define its identity. These gateways will not only enhance the visual appeal of the city but also help designate different neighborhoods, reinforcing a sense of place and community branding. This approach will create a cohesive image for the City while welcoming residents and visitors with a strong, unified identity.*



Iconic Brigham City Gateway

#### 3.3.2. **Implement design standards for gateway areas that include landscaping, signage, public art, and wayfinding signage, starting with municipal properties.**

*Establishing standards for gateway areas, including landscaping, signage, public art, and wayfinding, will promote a strong sense of character and identity.*

*Requiring buffering, landscape aesthetics, and other elements will*

*enhance the city's appearance and create welcoming entries. Beginning with municipal properties sets clear expectations for design quality and maintenance, establishing a model before extending these standards to private properties, ensuring consistency and civic pride.*



Public art at Box Elder Consolidated Public Safety Building Source: Utah Art

#### 3.3.3. **Promote developments in gateway areas that feature welcoming amenities and enhance the city's visual appeal through partnerships with private property owners.**

*Encouraging development in gateway areas that includes welcoming amenities*

*will elevate the appeal and functionality of these entry points. By partnering with private property owners, the City can ensure that developments around gateways adhere to the right scale, density, and land use. This collaboration will set a high standard for design and quality, helping to create cohesive, visually appealing spaces.*



Community Wayfinding Package | Source: Norfolk, Nebraska

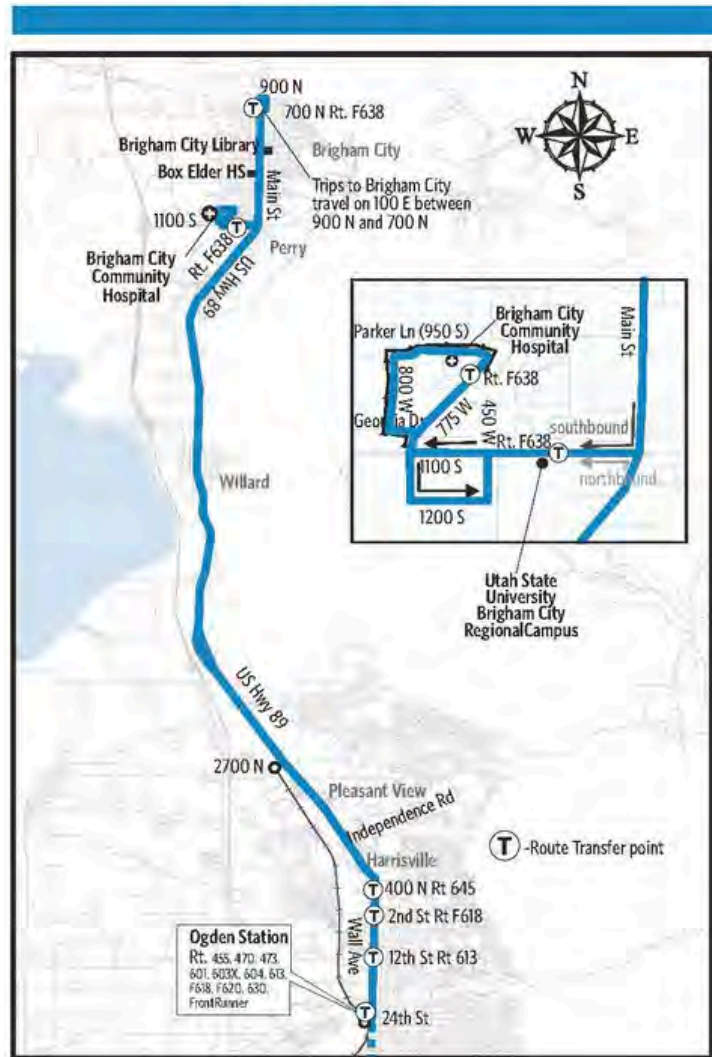


4. Promote growth through diversification of housing stock typologies.

4.1. Plan land uses and appropriate densities to support current transit and future transit expansion, consistent with the UTA Long Range Transit Plan.

4.1.1. Designate areas near the 630 Brigham City bus route for infill development to connect riders to services and amenities. By promoting infill and clustered development along this bus route, the community will be provided with a walkable and commuter friendly corridor, supported by diverse and affordable housing options. This process will likely require coordination with public private partnerships, creation of an overlay, or PUD approvals that allow a distinct character district to be created over the next decade.

Route 630 Brigham City/Ogden



Map X: UTA 630 Brigham City bus route

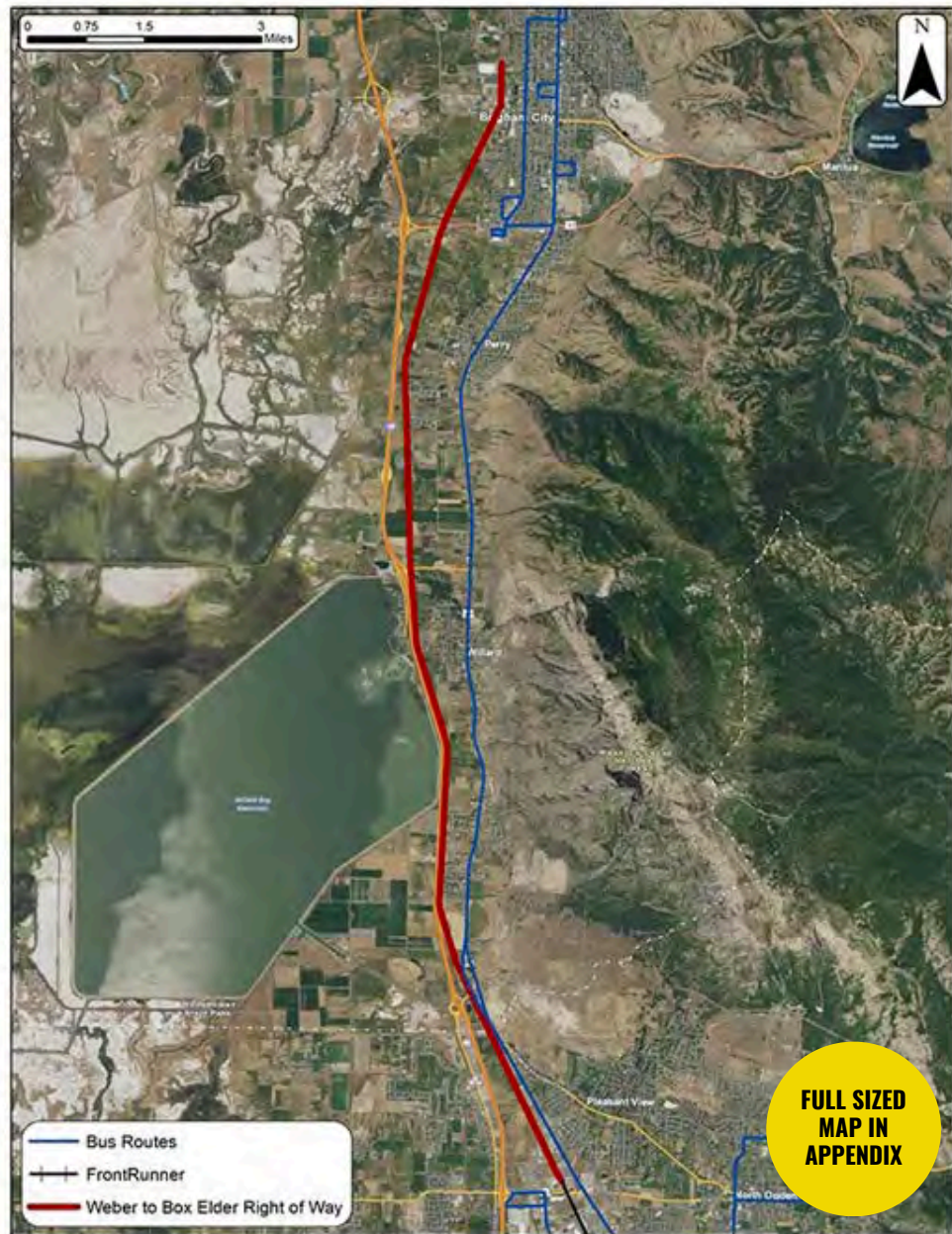


**4.1.2. Zone for higher density and neighborhood-scale retail within a ¼ mile radius of stops on the planned 1830 Brigham City Limited Stop bus route.** Increasing housing density and promoting neighborhood-scale retail within a ¼ mile radius of mass transit stops will foster a walkable, transit-oriented community in Brigham City. By integrating housing and retail near transit, the City can reduce reliance on cars, improve local amenities, and create vibrant, accessible neighborhoods.

**4.2. Ensure diverse and balanced land use around transportation hubs.**

**4.2.1. Plan for diverse land uses through a zoning overlay district to connect the downtown core and the future FrontRunner stations.**

Once the station sites are finalized, establishing a zoning overlay district between the downtown core and the future FrontRunner stations will create an area of increased development and activity, attracting people and fostering a balanced, entrepreneur-friendly ecosystem. By promoting a mix of professional, retail, and residential uses near transportation hubs, Brigham City can stimulate economic growth, encourage walkability, and support a vibrant community.



Future FrontRunner Route. Source: UTA



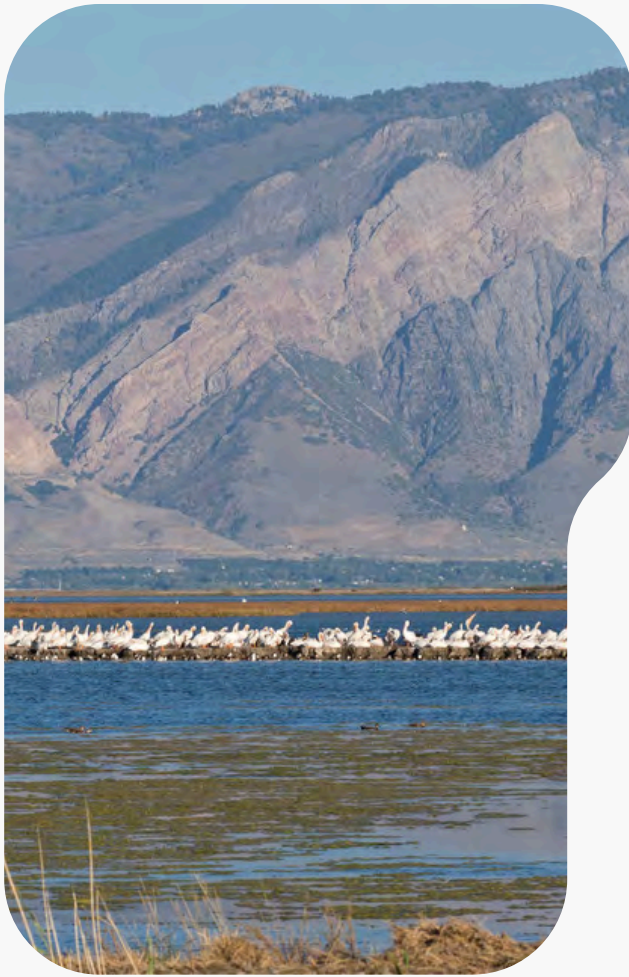
- 4.2.2. Implement critical multimodal infrastructure improvements around the future station area to ensure safe and efficient circulation.** Once UTA finalizes the station locations, enhancing multimodal infrastructure will be essential to connect the City to regional transit, promoting a balanced transportation system. Developing multimodal corridors between the downtown core and the rail stations will support walking, biking, and public transit use, helping to reduce traffic congestion. These improvements will position the City to take full advantage of the increased connectivity and economic growth opportunities that come with regional rail services.
- 4.2.3. Ensure thoughtful development around I-15 and west of I-15, ensuring that rapid, unplanned growth does not occur.** Carefully managing development around I-15 and west of I-15 will help the City prevent the negative impacts of rapid, unplanned growth. By implementing strategic planning and zoning controls, the City can guide development in a way that supports sustainable growth, preserves community character, and ensures that infrastructure and services can keep pace with expansion.



I-15 Near Brigham City. Source: Geneva Rock



Example of a multimodal corridor | Source: Snyder & Associates



Bear River Migratory Bird Refuge and the Wasatch Mountains | Source: Friends of the Bear River Refuge

# Natural Resources

*The following goals, strategies, and recommendations for natural resources are a product of the public and stakeholder input received, existing conditions in Brigham City, and regional and state approaches to natural resources.*



## Natural Resources High Level Goals

**1. Conserve Brigham City's water resources and maintain water quality.**

---

**2. Promote energy efficiency, modern building standards, and urban forestry.**

---

**3. Protect and enhance Brigham City's natural habitats and biodiversity.**



## Natural Resources Goals, Strategies, and Recommendations

### 1. Conserve Brigham City's water resources and maintain water quality.

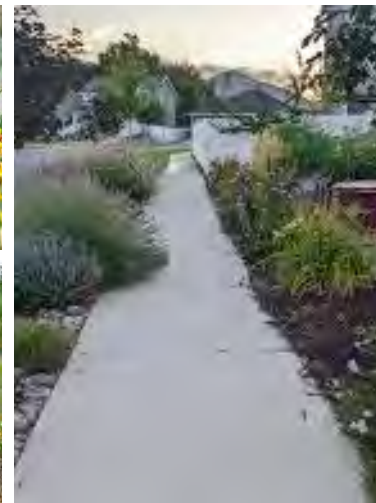
#### 1.1. Preserve and protect Brigham City's natural resources

**1.1.1. Encourage landowners to participate in State USDF Land Conservation Programs.** Promoting State USDF Land Conservation Programs by making information easily accessible to landowners will raise awareness about conservation best practices and water resource management. By creating a dedicated "Property Owners" tab on the municipal website and publicly announcing the availability of these resources, Brigham City can increase participation and encourage responsible land stewardship. This initiative will support long-term conservation efforts and enhance sustainability across the community.

**1.1.2. Launch a campaign promoting Locascapes and drought-resistant plants in public and private landscaping.** As water resources become scarcer in the Intermountain West, Brigham City should initiate a "Water Wise" campaign to educate residents and landowners about sustainable watering practices and Locascaping. The campaign will focus on best practices for reducing water usage in residential and agricultural landscapes by using drought-resistant plants and water-efficient techniques. Promoting Locascaping, particularly suited for the high desert environment, will help the community conserve water while maintaining functional and attractive landscapes.



Locascaped and waterwise parking strip | Source: Utah State University



Locascaped and waterwise parking strip and front yard | Source: High Country Gardens



**1.1.3. Adopt and promote the use of Utah Division of Water Resources educational materials on water-conservation practices for residents and businesses.**

By adopting and promoting the Utah Division of Water Resources educational materials, the City can establish clear water-conservation best practices for



Source: Utah.gov

both new and existing residential and commercial developments. These state-provided materials will serve as a valuable resource for educating the community on sustainable water usage, supporting conservation efforts, and ensuring that developments align with regional water-saving initiatives.

**1.2. Protect and restore wetlands.**

**1.2.1. Establish buffer zones along wetlands and the Bear River Migratory Bird Refuge to protect water quality and wildlife habitats.** Implementing buffer zones around sensitive wetlands and the Bear River Migratory Bird Refuge will help protect water quality and preserve habitats. These buffer zones will ensure that developments maintain a safe distance from ecologically sensitive areas, reducing potential environmental impacts. Additionally, the buffer zones can be used for low-impact recreational amenities, enhancing community access to nature while preserving critical environmental features.

**1.2.2. Partner with local organizations and agencies, such as USU, Utah DWR, and the U.S. Fish and Wildlife Service, to organize regular clean-up and restoration projects for wetlands and other water bodies.**

Collaborating with local organizations to host biannual clean-up and restoration projects for wetlands and other water bodies



Source: USFWS

will provide necessary volunteer support while fostering civic pride. These community-led efforts will create a sense of ownership and stewardship among residents, enhancing engagement in environmental preservation. By scheduling clean-up days at the start and end of accessible seasons, the City can maintain the ecological health of these areas while strengthening civic bonds.



Children participating in a waterway clean-up | Source: Utah State University Extension



**1.2.3. Develop and enforce stricter regulations to reduce pollution runoff from agricultural and urban areas.** Building on state guidelines, Brigham City should implement more stringent regulations and enforcement standards to address point source pollution and runoff from agricultural and urban areas. These enhanced measures will help prevent contamination of water bodies and protect environmental quality. Including the necessary infrastructure and management costs in the next Capital Improvement Plan will ensure that the City has the resources to effectively monitor and manage pollution, supporting long-term sustainability and public health.

**1.3. Enhance stormwater management systems to improve functionality and sustainability.**

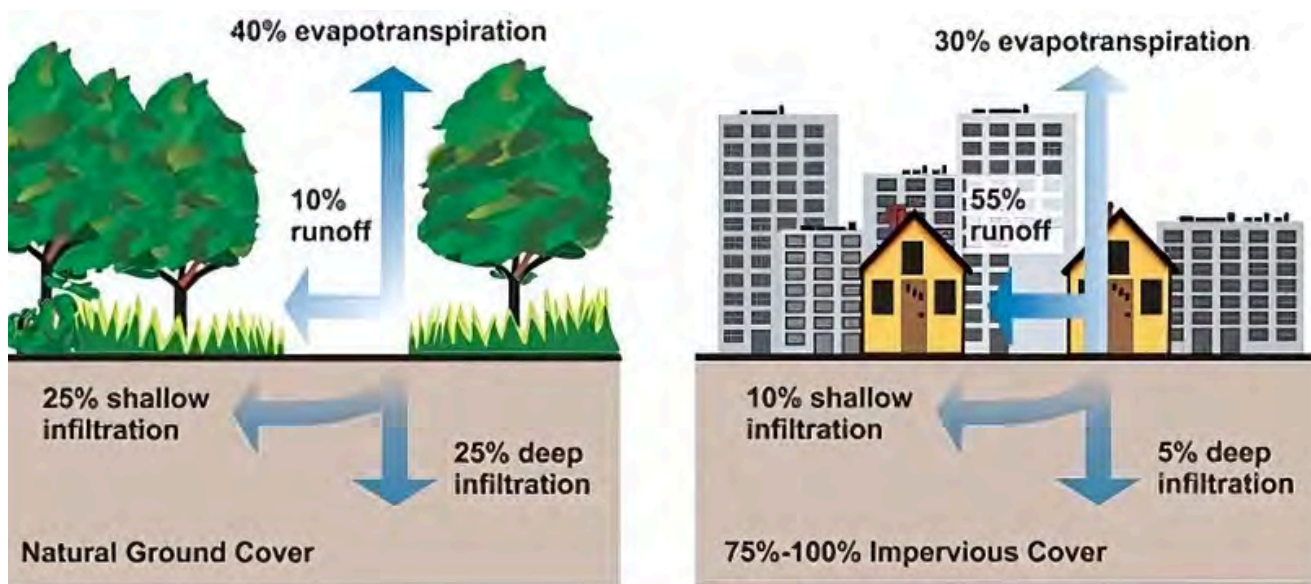
**1.3.1. Implement innovative stormwater runoff infrastructure, such as rain gardens, bioswales, and permeable pavement.** Incorporating innovative stormwater management solutions like rain gardens, bioswales, and permeable pavement will enhance the City's ability to manage runoff while replenishing the aquifer. By aligning with the Capital Improvement Plan, these natural and place-specific designs will integrate stormwater management into the community's landscape. Facilities that also serve as recreational amenities should be prioritized, offering dual benefits of stormwater control and public space, fostering both environmental sustainability and community engagement. These approaches, like others, are not a solution for every situation, but should be considered and allowed where appropriate.



Example of bioretention infrastructure | Source: Utah State University



- 1.3.2. **Survey all existing stormwater runoff systems and identify where upgrades and maintenance are needed.** Conducting a comprehensive assessment of Brigham City's stormwater runoff systems will identify areas in need of upgrades, upsizing, and replacement. By prioritizing these improvements, the City can ensure that the Capital Improvement Plan is effectively programmed to avoid redundancy and maximize cost savings. This detailed survey will help streamline infrastructure improvements, address critical needs, and enhance stormwater management efficiency, ensuring long-term functionality and environmental protection.



Water Runoff Reduction. Source: Leon County Water

- 1.3.3. **Launch educational campaigns to inform residents about the importance of stormwater management and promote runoff-reducing practices.** Educating residents about stormwater management and the impact of runoff is essential for fostering responsible use of these systems. By distributing annual flyers through utility bills and utilizing social media, Brigham City can raise awareness about where stormwater and wastewater go, and the steps residents can take to reduce runoff. This ongoing educational effort will promote community engagement in stormwater management, encouraging more sustainable behaviors and protecting the City's water systems.



**2. Promote energy efficiency, modern building standards, and urban forestry.**

**2.1. Promote energy efficiency in new construction and building rehabilitation.**

**2.1.1. Implement and enforce design guidelines for master-planned neighborhoods, ensuring the inclusion of greenspace and the preservation of community character.** *Establishing clear design guidelines for new master-planned neighborhoods will ensure that developments align with the city's character and vision. These guidelines should specify the materiality, location, and massing of key elements in character districts, maintaining architectural consistency and visual cohesion. Additionally, requiring greenspaces within these developments will enhance livability and provide residents with recreational areas, all while preserving the unique identity and charm of the community.*



New Single-Family unit under construction in Brigham City

**2.1.2. Promote awareness and use of the Utah Department of Commerce's Energy and Conservation resources through educational workshops and digital media advertising.** *Hosting educational workshops and leveraging digital media advertising will raise awareness of the Utah Department of Commerce's Energy and Conservation resources. These workshops can focus on specific topics or sections of the resources, catering to specialized areas of interest on a quarterly or annual basis. By publicly announcing these educational programs, Brigham City can increase community participation, encourage sustainable energy practices, and support conservation efforts, helping residents and businesses make informed, energy-efficient choices.*

**2.2. Establish minimum levels of service for public green spaces and urban forestry.**

**2.2.1. Hold annual workshops on tree planting and maintenance, centered around the Tree City USA identity and Arbor Day, to enhance urban forestry efforts.** *Hosting annual tree planting and maintenance workshops will promote Brigham City's Tree City USA identity and strengthen urban forestry initiatives. These workshops can combine hands-on tree planting activities with educational sessions on proper tree care. Supported by organizations like the Arbor Day Foundation, these events can serve as community cornerstones, encouraging participation by families and children, fostering environmental stewardship, and enhancing the City's green spaces.*





2.2.2. **Encourage the planting of native species and promote the preservation of existing trees on public property.** Promoting the planting of High Desert native species on public property will help create a balanced, water-wise landscape in Brigham City. Raising awareness about the benefits of native species, such as lower water requirements and improved adaptability to local conditions, will enhance environmental sustainability. Additionally, preserving existing trees on public property will support the City’s tree canopy and contribute to ecological health.



Scarlet Globemallow | Utah Holly | Buckwheat | Native Utah Species for planting | Source: Utah State University

### 3. Protect and enhance Brigham City’s natural habitats and biodiversity.

#### 3.1. Identify and conserve critical habitats and wildlife corridors.

3.1.1. **Partner with neighboring municipalities and the county to explore establishing a public land trust or engaging existing land trusts to protect conservation areas and wildlife corridors.** Collaborating regionally to create a public land trust or engage with existing land trusts such as Utah Open Lands will safeguard critical habitats from development, preserve open space, and ensure strategic land use planning across jurisdictions.





- 3.1.2. Review and update zoning regulations designating conservation or low-impact zones to restrict high-density development and certain construction activities.** Designating low-impact zones through zoning regulations will protect natural habitats by restricting high-density development. These zones will guide higher-density development to appropriate areas while setting clear standards for preserving environmentally sensitive areas and maintaining the City's ecological integrity.
- 3.1.3. Require environmental impact assessments for proposed developments near sensitive areas to evaluate potential environmental consequences and develop mitigation strategies.** Mandating a full environmental impact statement for developments near sensitive areas will ensure that potential environmental consequences are thoroughly evaluated before permitting. This requirement will help prevent negative impacts on ecosystems and guide mitigation strategies, promoting sustainable development practices that protect Brigham City's natural resources.



Cluster developments are one type of zoning regulation designed to help protect natural habitats | Source: Mount Pleasant, SC

**3.2. Promote the community identity of Gateway to the World's Greatest Wild Bird Refuge through community conservation efforts.**

- 3.2.1. Partner with the Bear River Migratory Bird Refuge educational programs to raise awareness about biodiversity and habitat conservation.** Collaborating with the Bear River Migratory Bird Refuge to offer educational programs for all ages and languages will broaden community engagement in biodiversity and habitat conservation. Expanding these programs in partnership with Utah State Parks and other state agencies will enhance outreach efforts, fostering greater environmental awareness and stewardship throughout the region.



**3.2.2. Collaborate with the Box Elder School District and the Brigham City Public Library to promote environmental stewardship among youth.** Partnering with the school district and public library to engage youth in environmental stewardship will foster a sense of responsibility for local natural resources. Educational programs focused on the benefits of preserving sensitive areas, such as the bird refuge, will help build lifelong awareness and commitment to conservation, empowering the next generation to protect Brigham City's natural environment.

**3.2.3. Raise awareness of the Bear River Migratory Bird Refuge by integrating its brand into community markets, signage, and other materials.** Creating a defined brand for the bird refuge and incorporating it into signage, announcements, and community materials will increase regional awareness. By sharing this identity across the city through markets, public spaces, and promotional efforts, Brigham City can enhance the visibility of the refuge and its importance, attracting more visitors and fostering a greater connection between the community and its natural resources.



Educational Program at the Bear River Migratory Bird Refuge | Source: U.S. Fish and Wildlife Service



Nature Walk at the Bear River Migratory Bird Refuge | Source: Friends of the Bear River Refuge



John Adams Park



# Parks & Recreation

*Public open houses and online surveys made it clear what the current needs and the priorities are regarding Brigham City's parks and recreation facilities. The goals and strategies were then created in response to these priorities and needs of the current residents of Brigham City.*

## Parks & Recreation High Level Goals

**1. Improve connectivity to local parks and recreation facilities.**

---

**2. Ensure all existing and new parks and recreation facilities meet ADA requirements.**

---

**3. Develop a Long-Term City-Wide Parks Master Plan.**

---

**4. Protect and enhance existing natural characteristics of Brigham City within the parks.**

---

**5. Provide equal access to local parks and recreation facilities.**

---

**6. Enhance and maintain public space in the core of downtown.**

---

**7. Assure that the Brigham City Trail System meets public needs and expectations.**



## Parks and Recreation, Goals, Strategies, and Recommendations

### 1. Improve connectivity to local parks and recreation facilities. (This goal should be cross-implemented with the Transportation element.)

#### 1.1. Adapt recreation facilities and programming to promote active lifestyles consistent with the culture of Brigham City.

- 1.1.1. Promote and expand facilities and programs to cater to diverse ages, interests, abilities, and cultures.** *An inclusive approach to parks and recreation planning will ensure equitable access to amenities for all residents, regardless of abilities or location. Conducting an environmental justice review will emphasize the fair distribution of recreational facilities, documenting equal access across the community. This strategy will create a more welcoming and accessible environment for all, promoting community well-being and inclusivity.*



Brigham City Swimming Pool



Inclusive park design. Source: Landscape Structures

#### 1.2. With partners, improve multi-modal transportation systems and pathways in neighborhoods with barriers or safety issues.

- 1.2.1. Partner with mobility providers like UDOT and UTA to improve connectivity between park and facility assets.** *Collaborating with UDOT and UTA to create linkages and connectors will enhance accessibility to parks and facilities for all residents. These connections, whether retrofitted into existing developments or incorporated into land allowances or rights-of-way in new developments, will improve mobility options and create a more integrated, connected community. This partnership will promote equitable access and encourage active transportation, benefitting both current and future developments.*



- 1.2.2. **Continue investing in mobility infrastructure, trails, and wayfinding systems.** Investing in well-designed mobility infrastructure, trails, and wayfinding systems will enhance the accessibility and usability of non-vehicular transportation options in Brigham City. Clear, easy-to-understand signage is essential to help residents and visitors navigate and fully enjoy these options. This investment will encourage greater use of trails and other mobility systems, promoting healthier lifestyles and reducing reliance on vehicular transportation.



Jordan River Trail. Source: The Salt Lake Tribune

- 1.2.3. **Advocate for mobility improvements that enhance access to facilities, focusing on first/last mile projects.** Prioritizing mobility improvements that address first/last mile connections will increase accessibility to key facilities and encourage greater use of transportation options for residents. These improvements will bridge gaps between transit systems and destinations, ensuring that more residents can easily access amenities and services, ultimately fostering a more connected and mobile community.



Trail and Wayfinding Signage | Source: Avid Trails



### 1.3. Develop a wayfinding system to guide users to parks and recreation facilities

#### 1.3.1. Collaborate with local partners to develop wayfinding standards that address hierarchy, destinations, landmarks, identity, and congestion for both recreational and transportation users.

*Developing a wayfinding master plan in collaboration with local partners will provide a structured approach to identifying, designing, and placing signage at critical locations. This plan will establish clear wayfinding standards and prioritize key nodes for early completion, ensuring that both recreational and transportation users can easily navigate the city. By addressing hierarchy, landmarks, and identity, the plan will enhance connectivity and reduce congestion while promoting a cohesive experience.*

### 1.4. Expand a system of tree-lined streets to improve mobility and tree canopy.

#### 1.4.1. Leverage municipal resources to create more tree-lined streets and parkways, incorporating tree plantings into the public right-of-way. Codifying an ordinance that encourages tree plantings in right-of-way (ROW) will enhance the city's streetscape and environmental sustainability.

*Using a designated drought-tolerant plant palette will ensure that the tree-lined streets align with local water conservation goals. By updating ordinances and requiring implementation, the City can promote greener, more aesthetically pleasing public spaces, improving air quality, shade, and the overall quality of life for residents.*



Brigham City Main Street. Source: Brigham City General Plan

### 1.5. Connect the downtown core and plaza to the city trail network.

#### 1.5.1. Connect the downtown core to Box Elder Creek by encouraging redevelopment that includes river trail access. Establishing a "Trail Town" by linking downtown with Box Elder Creek through a network of trails will enhance the area's offerings and attract more visitors to the downtown corridor. These connections, whether on or off-road, will create seamless loops between the creek and downtown, promoting recreational activities and increasing foot traffic. This redevelopment effort will boost economic vitality while improving access to natural spaces, fostering a vibrant and active community.



**2. Ensure all existing and new parks and recreation facilities meet ADA requirements.**

**2.1. Develop a City-Wide Condition and Needs Assessment Plan of existing parks that describes the existing and future needs of each park in relation to its accessibility needs.**

**2.1.1. *Develop strategies to ensure accessibility across all parks and recreation facilities, setting standards for new construction and retrofits.*** Establishing clear standards for the percentage of accessible play spaces and amenities in both new park developments and retrofits of existing facilities will ensure equitable access for all individuals, regardless of ability. These strategies should prioritize inclusive design and ensure that parks and recreation areas are accessible to the entire community. Where feasible, efforts must be made to integrate universal design elements to promote inclusive recreation, fostering a more welcoming and accessible environment for all residents.



Rees Pioneer Park

**2.2. Prepare an ADA Transition Plan that identifies barriers within the Brigham City Park and recreation system that limit accessibility to programs and activities.**

**2.2.1. *Establish a schedule and timeline for implementing park enhancements, particularly ADA improvements.*** Creating a clear schedule and timeline for ADA enhancements in parks will help manage the cost and complexity of these upgrades. By raising community awareness through outreach and education efforts, Brigham City can keep residents informed about project details, timeframes, and milestones. This transparency will boost community morale, foster public support, and ensure that residents understand the benefits and long-term value of these accessibility improvements.



**2.2.2. Conduct a comprehensive review of programs, services, and activities for compliance with Title II of the ADA.** A thorough review of all municipal programs, services, and activities is necessary to ensure they meet the requirements of Title II of the ADA. This evaluation will identify any gaps in accessibility and help Brigham City make the necessary adjustments to ensure equal access for all residents. Completing this review will demonstrate the City's commitment to inclusivity and compliance with federal standards, improving access to essential services and activities for individuals with disabilities.

**2.3. Develop a Capital Improvement Plan budget for the City-Wide Condition and Needs Assessment and ADA Transition Plan.**

**2.3.1. Collaborate with other departments to identify jointly funded projects that maximize available budgets.** Partnering across departments to identify projects with shared goals will maximize the impact of available budgets and resources. For example, coordinating public works infrastructure upgrades with Parks and Recreation improvements can optimize efficiency, minimize downtime, and allow for shared funding. This collaborative approach will lead to more comprehensive improvements and extend the reach of individual program budgets, benefiting the community through more efficient and impactful projects.

**2.3.2. Develop a priority ranking system for phasing park and recreation projects across multiple years, with ADA compliance upgrades as a top priority.** Establishing a priority ranking system will enable the City to phase parks and recreation projects over several years, focusing on those with the greatest community impact and need. ADA compliance upgrades should be ranked as the highest priority to ensure accessibility for all residents. By aligning this system with the CIP, the City can strategically allocate resources, ensuring that the most critical projects are addressed first while maintaining goals for park enhancements.



ADA Complaint Playground | Source: Playground Professionals



## 2.4. Ensure all future parks meet ADA compliance.

**2.4.1. Ensure accessible parking, routes, toilet facilities, public telephones, spectator seating, and similar amenities are included in all new designs or alterations.** When constructing or upgrading parks and recreational facilities, special care should be taken to ensure that all aspects, such as parking, pathways, restrooms, seating, and other public amenities, meet ADA compliance standards. This approach will promote inclusivity by making facilities accessible to all residents, ensuring that both new and revamped parks provide equitable access to individuals of all abilities.

## 3. Develop a Long-Term City-Wide Parks Master Plan. (This goal should be cross-implemented with any potential long-term city-wide parks master plan items.)

### 3.1. Develop phasing for recreational goals, including a city-wide trail network.

**3.1.1. Work with regional trail partners to prepare a trail system phasing plan.** Hosting an annual trails meeting with regional trail committees and organizations will facilitate collaboration on a phased plan for constructing, maintaining, and expanding the trail system. This partnership will allow stakeholders to coordinate efforts, prioritize projects, and ensure that resources are effectively utilized. By working together, organizations can create a cohesive, well-maintained trail network that enhances regional connectivity and recreational opportunities.

### 3.2. Identify parcels in growth areas for future city parks.

**3.2.1. Collaborate with the Box Elder School District, private entities, and regional partners to develop future parks that meet projected needs.**

Working with schools, private entities, and regional partners to identify and develop parks in growth areas is essential for ensuring equitable access to recreational spaces. This collaboration will involve forecasting growth and population density trends to allocate the appropriate acreage for future parks. By planning ahead, the City can ensure that environmental justice is upheld and that all residents have access to adequate green spaces as the community expands.



Park Facilities in Brigham City



### 3.3. Develop a Capital Improvement Plan budget for the Long-Term Park Improvement Plan.

- 3.3.1. **Collaborate with other departments to identify jointly funded park projects.** By pooling resources with multiple departments and agencies, Brigham City can share the cost and responsibility of park construction. This collaborative approach increases the likelihood of implementation while maximizing budgets and accelerating project timelines.



Rees Pioneer Park

- 3.3.2. **Develop a priority ranking system for phasing park projects across multiple years, with underserved areas and high-population zones prioritized.** Establish an unbiased ranking system to phase park development, focusing on areas with limited access to parks and those serving larger populations. This system should include a clear scoring process facilitated by local staff and verified by independent review groups, such as citizen committees, to ensure transparency and fairness in prioritizing projects.
- 3.3.3. **Plan and budget for efficient and sustainable maintenance operations for all parks and recreational amenities.** Proper budgeting for ongoing maintenance is essential to ensure the long-term sustainability of parks. A conservative estimate is to allocate 8%-10% of the construction budget for smaller parks and 4%-6% for larger projects. Setting aside these funds ensures that annual upkeep is adequately covered, preserving the quality and usability of recreational facilities over time.



**4. Protect and enhance existing natural characteristics of Brigham City within the parks. (This goal should be cross-implemented with the Land Use element.)**

**4.1. Provide more shade trees within and around parks that are lacking shade.**

**4.1.1. Leverage departmental resources to increase tree coverage in and around parks and recreation facilities.** *Increasing tree canopy coverage in recreational spaces will provide shade, encourage greater use during hot summer months, and reduce turf irrigation needs. Where feasible within budget and design constraints, this effort will enhance the overall usability and sustainability of parks by promoting comfort and reducing water consumption.*



Tree canopy around North Pond in Rees Pioneer Park

**4.2. Develop policies and standards to effectively protect trees within park areas.**

**4.2.1. Develop tree ordinances to protect specific tree species within Brigham City limits.** *Creating tree ordinances that define and protect particular species will help preserve Brigham City's unique character and environmental health. Given the city's high winds and cold winters, the ordinance should focus on species that are resilient and thrive in local conditions. Protecting these trees will enhance both the aesthetic and ecological value of the City, while ensuring the longevity of trees that are best suited for the climate.*



### 4.3. Increase opportunities for people to experience and connect to nature.

4.3.1. **Expand outdoor recreation and nature-based programs, especially for youth, in parks and recreation centers.** *The City should conduct a programming and expansion study to assess residents' needs and desires for outdoor recreation and nature-based programs. Engaging the public in this process will help prioritize staff time and resources toward the most impactful programs, ensuring that offerings align with community interests while fostering youth engagement and environmental stewardship.*

4.3.2. **Increase the presence of natural areas and open spaces in and near neighborhoods.** *Expanding natural areas and open spaces within neighborhoods will promote mental and physical health while enhancing real estate values. Prioritizing the creation of small to medium-sized parks that provide “unprogrammed” play space will encourage spontaneous outdoor activity, strengthen community bonds, and improve overall neighborhood livability.*

### 4.4. Provide opportunities to expand Brigham City's outdoor lifestyle to the residents of Brigham City.

4.4.1. **Develop a new recreation facility plan to meet current and future city needs.** *Updating and expanding the recreational facilities plan will guide Brigham City's capital improvements, helping to prioritize recreation-based projects. This plan will identify current and future needs, ensuring the City's recreational infrastructure keeps pace with community growth and demand. Integrating the plan with the capital improvements process will ensure efficient allocation of resources and phased project implementation.*



Brigham City Swimming Pool | Source: Brigham City

4.4.2. **Prioritize real-time community input on new programs, parks, and pilots through regular feedback collection.** *Implementing quick-format surveys at community events and recreational amenities will allow Brigham City to capture real-time input on programs and parks. These surveys will provide insights into program impact and identify desired changes or improvements. Regularly reviewing this feedback and making consistent adjustments based on community needs will ensure that programs remain relevant and beneficial, enhancing overall satisfaction and engagement.*



#### 4.5. Identify opportunities to increase recreational access to the Box Elder Creek.

4.5.1. **Adopt ordinances requiring new developments along Box Elder Creek to provide open space and contribute to the city-wide trail network.** Requiring new developments along Box Elder Creek and west of the railroad to include open space will preserve natural areas and enhance public access to the river. Additionally, ensuring that these developments contribute to Brigham City's trail network will support connectivity and recreation. This approach will protect natural resources while expanding the city's trail system, fostering a more accessible and sustainable community.

#### 5. Provide equal access to local parks and recreation facilities.

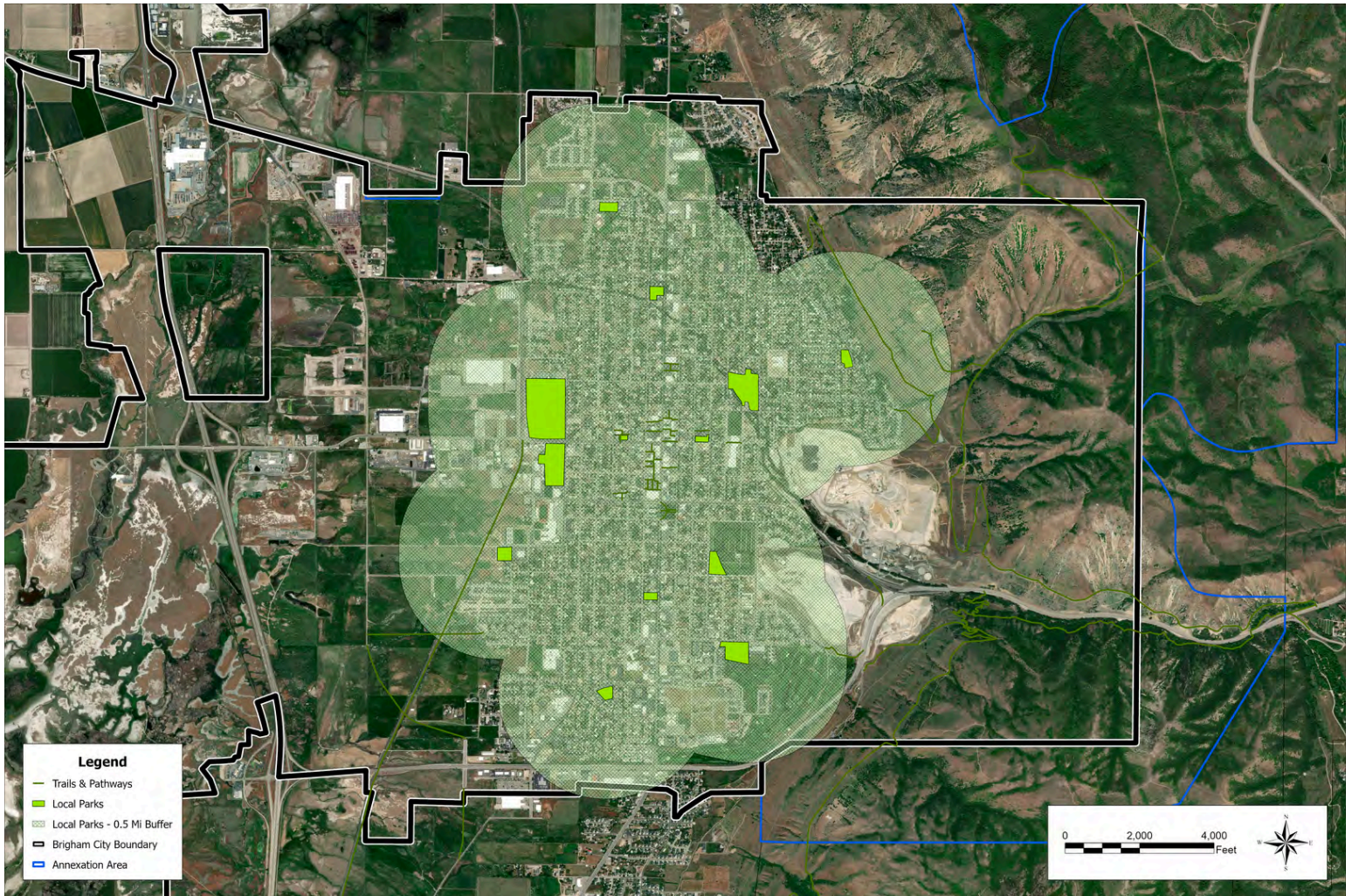
#### 5.1. In order to ensure fair distribution throughout the City, identify opportunities to add new parks in the northeast and southwest areas of the City.

5.1.1. **Identify areas lacking walkable park access and prioritize high-need neighborhoods for improvements.** Using data from the amenity and resource analysis, create a walkability map with ½-mile buffers around parks and amenities. This map will reveal areas of the city that lack convenient walking access to key services and facilities. Prioritizing improvements in these high-need neighborhoods will help ensure all residents have equitable access to parks and recreational amenities, promoting community well-being and connectivity.

5.1.2. **Develop an acquisition policy with evaluation criteria for identifying and prioritizing land for future parks and open spaces.** Creating a formal acquisition policy will ensure that Brigham City selects the right properties for future parks and open space development. This policy should establish clear evaluation criteria, focusing on size, location, and topography to meet community needs as the city grows. A structured process will guide decision-making, ensuring that land acquisitions align with long-term goals for recreational and green space development.



- 5.1.3. Consider adopting a general standard of ½ mile walking distance to a city park, and ¼ mile in more urban areas, through a codified ordinance.** Establishing a standard for park accessibility through a ½ mile walking distance in general areas and ¼ mile in urban areas will ensure equitable access to parks for all residents. Codifying this standard into an ordinance will guide future development and park planning, promoting walkable neighborhoods and enhancing the community's quality of life.



Brigham City Parks - 0.5 Mi Buffer | Source: Brigham City

- 5.2. Consider increasing the park land ratio to comply with the National Recreation and Parks Association (NRPA) Agency Performance Review recommendations.**

- 5.2.1. Consider adopting a standard of 13 acres of parkland per 1,000 residents, following NRPA guidelines.** Implementing a standard of 13 acres of parkland per 1,000 residents, as recommended by the NRPA, will ensure that Brigham City provides adequate recreational space for its growing population. This standard serves as a best practice for medium-sized communities and can be calculated using an aggregate amount of parkland, ensuring residents have access to ample outdoor spaces to support their well-being and recreational needs.



- 5.2.2. **Complete a park and recreation needs assessment based on level-of-service targets, proximity standards, and projected growth.** Conducting a biennial park and recreation needs assessment will help Brigham City quantify future requirements by evaluating current amenities, proximity to residents, and anticipated growth. This regular assessment will ensure that parks and services are well-maintained and that new improvements are prioritized based on community needs. By consistently reviewing these factors, the City can plan for sustainable development and ensure residents have continued access to quality recreational facilities.



John Adams Park

- 5.3. **Continue to budget for the maintenance and construction of future parks.**

- 5.3.1. **Collaborate with developers to ensure the construction of public parks in new developments through impact fees or direct construction requirements.** Requiring developers to contribute to public parks in new developments, either through impact fees, dedication of property, or direct construction, ensures fair access to recreational spaces for all residents. Implementing zoning code changes that specify how many acres or square feet of parkland per household must be provided, including both local and community-sized park contributions, will guarantee that new developments include adequate recreational amenities to support the growing population.



- 5.3.2. **Ensure the city-wide trail network is accessible to all existing and new developments.** *Establishing convenient, safe, and navigable recreational pathways that connect residents to community amenities will reduce vehicle miles traveled. Through zoning updates and planning, Brigham City can ensure that all new and existing developments are within proximity to the trail network. These separated, recreational pathways will promote sustainable transportation, improve accessibility, and encourage active lifestyles across the community.*



6. **Enhance and maintain public space in the core of downtown.** (This goal should be cross-implemented with the Transportation and Land Use elements.)
- 6.1. **Develop more active program opportunities within existing public open spaces.**
- 6.1.1. **Budget for park staff to manage active programming of park spaces and/or oversee a park advisory board.** *Allocating funds for seasonal or as-needed staff to manage park programs or a park advisory board will enhance community engagement and ensure parks are well-utilized. Emphasizing family-friendly events that welcome both residents and regional visitors will create a vibrant, inclusive atmosphere in park spaces, fostering a sense of community and increasing the appeal of the recreational offerings.*



**6.2. Maintain and enhance downtown public spaces and consider revisions of plaza spaces for land-use and economic purposes.**

**6.2.1. Conduct a study to assess public spaces within the downtown core and identify opportunities for a communal gathering space.** A comprehensive study of downtown's public spaces will help determine how best to utilize these areas and address the need for a central gathering space. By identifying locations away from roadways, the City can create a vibrant, pedestrian-friendly civic space that fosters community engagement and strengthens the downtown area's role as a communal hub.



Bill of Rights Plaza

**7. Assure that the Brigham City Trail System meets public needs and expectations.**

**7.1. Connect the downtown core and plaza to the city trail network.**

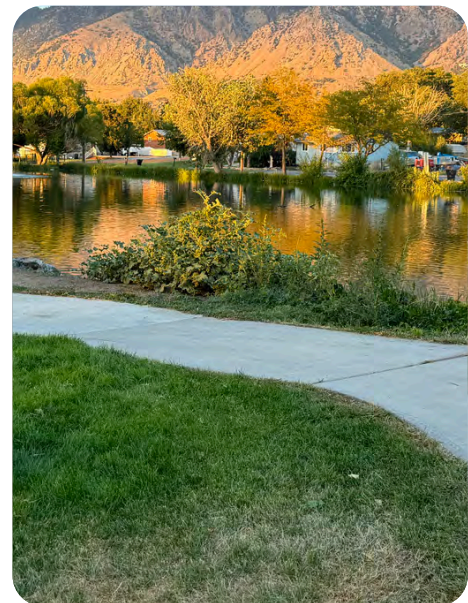
*7.1.1. Refer to Goal 1 for the recommendations.*

**7.2. Develop phasing for recreational goals, including a city-wide trail network.**

*7.2.1. Refer to Goal 3 for the recommendations.*

**7.3. Develop a Trail Master Plan and incorporate the master plan into the Long-Term City-Wide Parks Master Plan.**

*7.3.1. Evaluate potential areas for a system-wide trail network. As the community grows, annual analysis of acquisition locations or forecasting of future needs should be completed. This can be done at the department level and reviewed at the annual retreat for municipal elected officials.*



Trail around North Pond and Rees Pioneer Park



Looking toward the Wasatch mountains

# Hazardous Areas

*The following goals, strategies, and recommendations for hazardous areas are a product of the public and stakeholder input received, existing conditions in Brigham City, and regional and state approaches to hazardous areas.*



## Hazardous Areas High Level Goals

1. Enhance Brigham City's preparedness for natural hazards that the community is most at risk of.

---

2. Promote community awareness and preparedness for natural hazards that the community is most at risk of.

---

3. Protect the hillsides within the City boundary from potentially harmful development.



## Hazardous Areas Goals, Strategies, and Recommendations

### 1. Enhance Brigham City's preparedness for natural hazards that the community is most at risk of.

#### 1.1. Improve infrastructure resilience to withstand severe sun and a growing heat index.

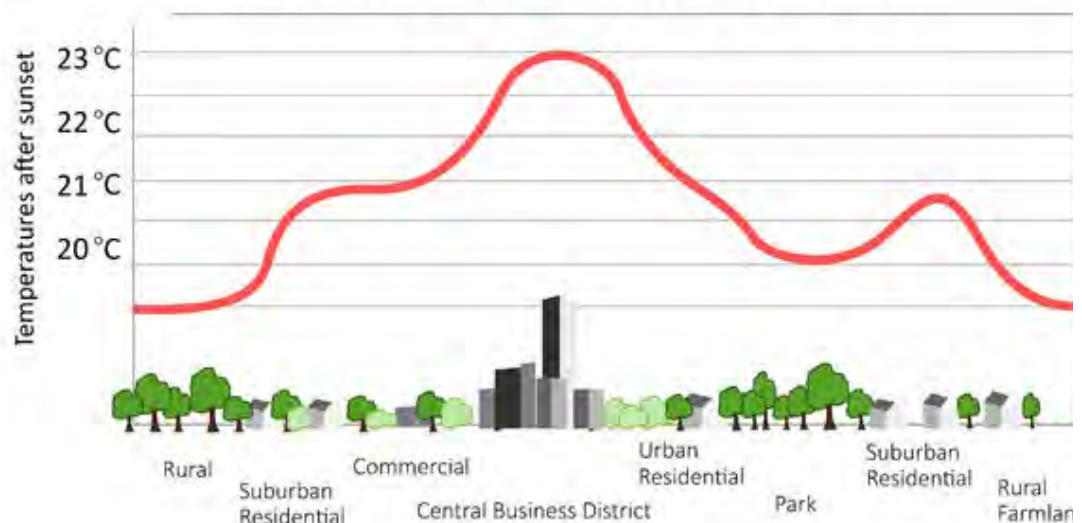
1.1.1. Assess current infrastructure vulnerabilities to extreme heat, including roads, bridges, and utilities, to prioritize improvements. This assessment should look at stress points and concerns of structural viability to ensure capital improvements address critical items.



Intersection of Main Street and W Forest Street

1.1.2. Schedule upgrades to and increase maintenance of cooling systems in critical facilities such as public buildings to ensure operational resilience during heat waves. Providing safe, cool, or warm, spaces is vital for public safety and community pride within a community.

### URBAN HEAT ISLAND PROFILE



Urban Heat Island Diagram. Source: Metlink

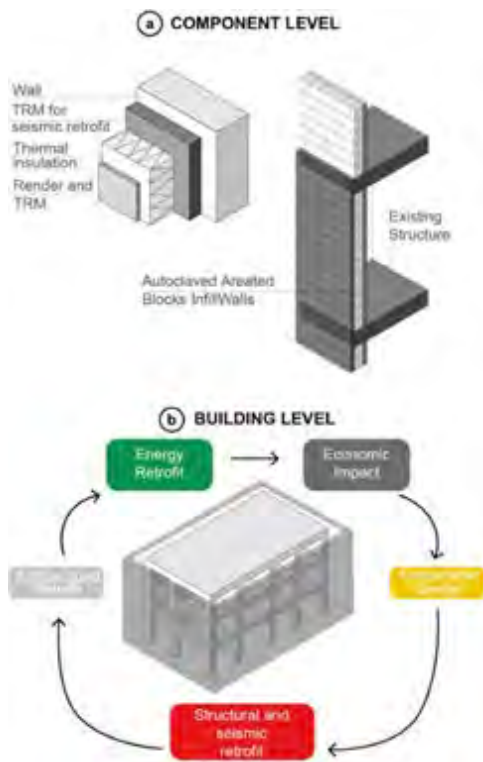


1.1.3. Consistently market and establish regular information sessions and sign-up events for the Box Elder County Code Red Emergency Notification System. Utilizing other communication methods, it is recommended to raise awareness of the Code Red system currently utilized. When marketing the system, it is important to highlight that the system will be used for official municipal business and emergency uses only, driving the importance for individuals to pay attention.

1.1.4. Launch a public awareness campaign to educate residents on heat safety measures, including staying hydrated, and heat-related illnesses. Educating the public about heat caused illnesses and early warning signs will ensure that the public is properly prepared during heat specific months.

1.1.5. Apply for state and federal grants to support severe sun and a growing heat index preparedness initiatives and infrastructure improvements. This can include cooling stations, tree canopy coverage, or other natural cooling strategies as needed to improve the quality of life for residents.

**1.2. Strengthen building codes and construction practices to improve earthquake resilience.**



1.2.1. Implement and apply for State and Federal grants for retrofitting programs for existing buildings, prioritizing critical infrastructure and public facilities. Efforts should be made to raise awareness of cost sharing and/or reducing funds that will help assist with seismic upgrades for both commercial and residential properties. While the municipality may not be

able to be the eligible applicant for these funds, providing information to the residents and property owners is a minimum that should be met.

Seismic Retrofitting.  
Source: Science Direct



- 1.2.2. *Conduct regular inspections of buildings to ensure compliance with updated codes and provide guidelines and support for property owners to meet the new seismic requirements. When checking for occupancy certifications or other code approvals, it is recommended to check for seismic upgrades and deficiencies, outlining areas where alterations or amendments would be required to meet current minimum building standards.*



Recent building renovation on Main Street

### **1.3. Implement fire prevention and mitigation measures in wildfire-prone areas.**

- 1.3.1. *Review current fire regulations and develop new regulations for creating and maintaining defensible spaces around properties including managing vegetation and implementing appropriate spacing of vegetation and regular clean up schedules. These practices will ensure that properties prioritize fire prevention safety as a regular practice.*



Wildfire in Box Elder County. Source: The Herald Journal



1.3.2. *Implement programs for standing dead or high-fire likely material removal, by code. This process will require the codification of standards for property maintenance and management of fire-prone materials.*

1.3.3. *Conduct regular inspections and maintenance of firebreaks and access roads in wildfire-prone areas. This process should be conducted in coordination with the State of Utah and Box Elder County.*

**2. Promote community awareness and preparedness for natural hazards that the community is most at risk of.**

**2.1. Regularly update and strengthen the Brigham City Emergency Operations Plan (EOP).**

2.1.1. *Regularly engage with Box Elder County and the Utah State Department of Public Safety to identify opportunities to strengthen inter-agency collaboration. Strengthening the operational agreements and processes between the agencies will help shorten the response time in emergency situations.*

2.1.2. *Continue to update the EOP regularly with anticipated changes to natural and man-made hazard risks. Providing regular updates to all parties, including staffing and shift changes, will help raise awareness of resources available for sharing.*

**2.2. Ensure that residents are well informed and prepared about natural and other hazards.**

2.2.1. *Promote existing educational campaigns to inform residents about winter weather preparedness, including tips for staying warm, preventing frostbite, and preparing homes for extreme cold. This campaign should include an inclusive campaign for all ages, from school age to senior citizens. Efforts should be made to raise awareness of the HARP or similar programs for heating cost assistance*

2.2.2. *Educate residents on earthquake preparedness, including securing heavy furniture, creating emergency kits, and developing family emergency plans. Training demonstrations are an excellent way to help educate the public about this topic. Schools and youth through fire program explanations are an ideal time and place to educate the next generation.*

2.2.3. *Create and distribute materials on wildfire safety and preparedness through community centers, schools, and online platforms.*



**3. Protect the hillsides within the City boundary from potentially harmful development.**

**3.1. Improve zoning and land use regulations regarding hillside development**

*3.1.1. Designate hillside areas as protected zones, limiting residential and commercial development on slopes above a certain degree. Preserving areas of potential slides or unsuitable soils for building will help ensure citizen safety, while also leaving room for recreational purposes.*

*3.1.2. Implement land-use policies that prioritize conservation and natural preservation over development.*

*3.1.3. Enforce height and density restrictions to limit any potential development impact on hillside aesthetics and environment. Providing height and building massing requirements or limitations will ensure future development does not detract from the overall community character or quality of life for residents.*



**3.2. Increase the conservation and environmental protections for hillsides.**

*3.2.1. Establish conservation easements and protected areas to permanently safeguard critical hillside regions. These areas of protection can serve as buffer zones or recreational areas as applicable for expansion of both purposes within the municipality.*

*3.2.2. Monitor and manage erosion and soil stability through sustainable practices and regular environmental assessments. Working with regional institutions and state agencies, regularly update and test soil stability in critical areas. This regular update can provide early warning signs for impacts to buildable or usable areas.*



Upper hillside development on Marie Dr.

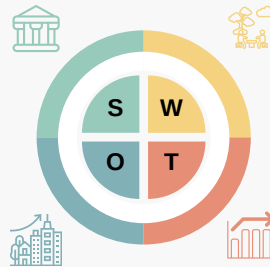


# Downtown Revitalization

*This is an executive summary of the Downtown Brigham City Plan.*

## 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.

## Downtown Recommendations

### Built Form

Preserve historic sites



### Urban Design

Prioritize Main Street



### Economic Vitality

Encourage diverse range of businesses

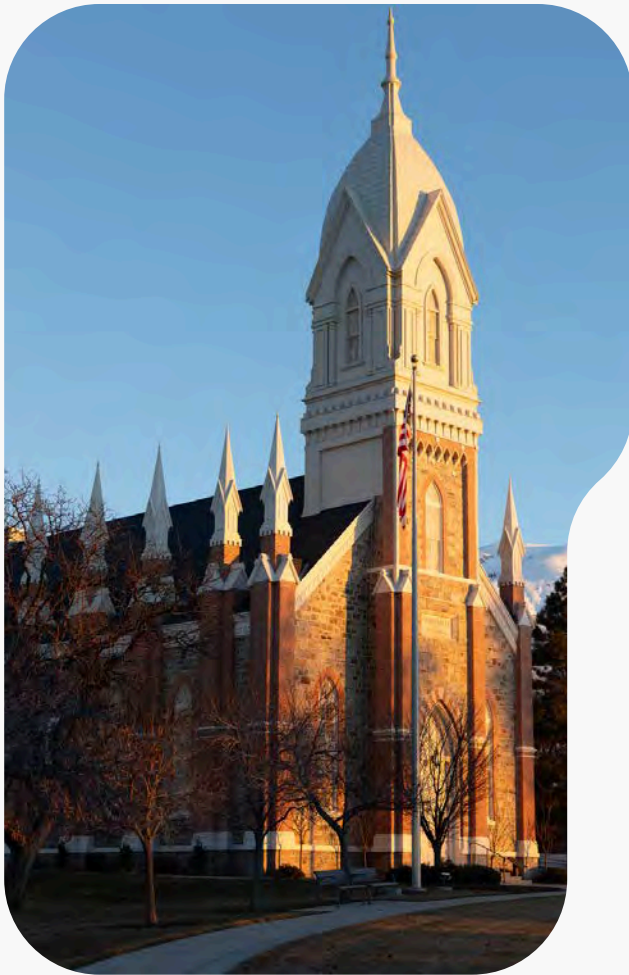


### Parking and Transportation

Enhance transit stops



See Appendix for full plan



Historic Brigham City Tabernacle

# Sensitive Areas or Sites

*The following goals, strategies, and recommendations for sensitive areas or sites are a product of the public and stakeholder input received, existing conditions in Brigham City, and regional and state approaches to sensitive areas or sites.*



## Sensitive Areas or Sites High Level Goals

**1. Preserve and enhance Brigham City's historical and cultural heritage.**

---

**2. Conserve and manage Brigham City's ecological and wildlife resources.**

---

**3. Protect Brigham City's scenic and architectural assets.**



## Sensitive Areas Goals, Strategies, and Recommendations

### 1. Preserve and enhance Brigham City's historical and cultural heritage.

#### 1.1. Identify and protect significant historical and cultural sites.

- 1.1.1. *Conduct a comprehensive survey(s) to identify historically and culturally significant sites within Brigham City. This assessment should look at both the integrity of the district as a whole, and individually eligible properties that can contribute to the district or perform as a stand alone assessment.*
- 1.1.2. *Partner with the State Historic Preservation Office (SHPO) to identify prospective properties and encourage preservation. Education of property owners should be facilitated to highlight resources and tools available for restoration or rehabilitation projects. Working with state and federal agencies on these resources will help not only raise awareness, but also provide the community with tools to retain the local charm or character.*
- 1.1.3. *Implement tax credit systems, such as property tax reductions, for properties designated as historic. Advertise the Federal Historic Tax credits and the Utah Historic Preservation Tax credits. These efforts should include preparation of cut sheets or process information on how property owners can partner with City staff to access federal or state tax credits for preservation-based projects.*



Historic Downtown Storefronts

#### 1.2. Promote the adaptive reuse of historical buildings.

- 1.2.1. *Align with the Utah State Historic Preservation Office (SHPO) to ensure design guidelines for adaptive reuse projects are thorough. This revamp or update to the existing historic guidelines will ensure that restoration efforts will be considered and will help guide the historic review board on their decision making processes for properties within the district.*
- 1.2.2. *Highlight successful adaptive reuse projects and encourage similar initiatives. Nothing helps project implementation like success stories from previous efforts. Working with the municipal public information officer, cut sheets or success stories should be highlighted to share the benefits and purposes for historic property rehabilitation.*



### 1.3. Foster community awareness and appreciation of Brigham City's heritage.

- 1.3.1. *Partner with the Brigham City Museum of Art & History to update and create educational programs and events focused on local history. These program updates should focus on localized history and unique characteristics, drawing people into the community for localized historical importance.*
- 1.3.2. *Improve existing and develop new walking tours in pedestrian friendly areas. Improving the walking tours will help drive new participants to tours that they may have already taken in the past. Additionally, marketing the updates will provide a new market with a potentially further reach.*
- 1.3.3. *Expand the use of informational materials that highlight significant historical and cultural sites, such as historic markers. This can include permanent or temporary signage, wayfinding markets, historical plaques, or tour stop designations. The important part of this process is to highlight the locally and regionally significant places that make Brigham City different from everywhere else.*



Adaptive Reuse Example | Source: BigRentz

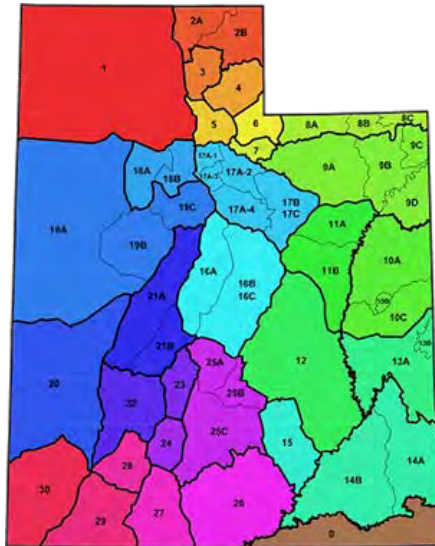
## 2. Conserve and manage Brigham City's ecological and wildlife resources.

### 2.1. Protect critical habitats and sensitive ecological areas.

- 2.1.1. *Designate conservation subdivision zones for critical habitats and sensitive areas identified in environmental assessments. These smaller zones can be pockets of land where critical habitats are located within the overall development of the City. Items such as rain gardens, small ponds, or other amenities can help facilitate these needs.*



2.1.2. Collaborate with the Utah Department of Wildlife Resources' Wildlife/Waterfowl Management Areas (WMAs) to monitor and manage these areas. These areas should be properly managed and maintained to ensure they meet their purpose of preservation of wildlife habitats.



Utah Wildlife Management areas. Source: UDWR

2.2.2. Adopt Utah State guidelines for minimizing habitat disruption during construction and development projects. Through adoption of this guideline, the City will encourage the preservation of native habitats and vegetation that was originally present, reducing heat island effect and limiting water usage.

2.2.3. Partner with the Bear River Migratory Bird Refuge educational programs to inform residents about the importance of wildlife conservation and sustainable practices. This underutilized resource is an internationally known destination, allowing for the opportunity to improve the presence of Brigham City and increase the visitor audience size. Expanding partnerships and marketing efforts with the refuge will drive in new visitors and promote sustainable tourism focused job growth.

**2.2. Promote sustainable land use practices to support wildlife conservation.**

2.2.1. Encourage the use of native plants and sustainable landscaping practices in private developments by resources such as lists of native plants, design templates, and maintenance guidelines. This process will work with native species that are drought tolerant and hardy for the USDA hardiness zone that encompasses Brigham City.



Hardware Wildlife Education Event | Source: Utah Division of Wildlife Resources



Native plants and sustainable landscaping | Source: Sage's Way



### 3. Protect Brigham City's scenic and architectural assets.

#### 3.1. Preserve and enhance the city's scenic views, architectural integrity, and local engagement.

- 3.1.1. *Implement view corridor protections to maintain scenic vistas, particularly in areas with significant natural beauty, such as Black Peak. The natural habitats that make up the area around Brigham City is one of the primary reasons residents live in the City. Preserving views and access to natural resources will ensure the community character element is retained.*
- 3.1.2. *Develop a recognition program to honor exemplary preservation efforts and promote architectural heritage through a "Best of Brigham" program. This program will promote and personify the strength of the unique natural and built form assets locally present. The program can be housed within the City and be a public voting process, ensuring transparency and civic engagement is the cornerstone of this public facing program.*
- 3.1.3. *Create and implement initiatives that involve community members in efforts to preserve cultural, historical, and natural assets, such as committees and volunteer opportunities. Getting residents of all ages working together on these committees will drive a sense of community and place.*



Volunteers in Brigham City. Source: The Herald Journal



Scenic views of the Wasatch Mountains over the Historic Downtown



### **3.2. Develop a public arts program to enhance aesthetic appeal city-wide.**

- 3.2.1. Create an arts and culture master plan for the community. This plan will highlight the ideal location and purpose for localized arts and cultural items within the community as a whole. Through this program local characters can be personified and supported.*
- 3.2.2. Conduct a survey of the city to find high-traffic and prominent locations for public art, such as parks, plazas, building facades, and transportation hubs. This first step in the process will help create “Early Wins” and demonstrate the purpose for implementation of an arts and culture district within the community.*
- 3.2.3. Create thematic zones in different parts of the city where public art can reflect the unique character and history of each neighborhood. These different zones, much like the character districts, can focus on specific art typologies or purposes, increasing the circulation and driving a purpose for regular visitation to more places within the community.*
- 3.2.4. Establish a public art committee comprising local residents to oversee the program, responsible for selecting artists, approving projects, and managing the fund. These appointed individuals should be a recommending body made up of local experts who can work together to solidify the vision and implement the arts and culture master plan.*



Public Mural | Source: Utah Arts Alliance



Brigham City Single Family Home

# Moderate Income Housing

*The following goals, strategies, and recommendations for housing are a product of the public and stakeholder input received, existing conditions in Brigham City, and regional and state approaches to housing.*

*Brigham City faces significant housing needs as the community continues to grow and densify, potentially accommodating approximately 4,272 additional households by 2040. These figures prepared by the Wasatch Front Regional Council (WFRC ) are projections based on growth modeling, and are subject to change accordingly. To address the demand for additional housing, a change in several key elements will be required, specifically:*

## 1. Affordable Housing Options

More affordable housing options are needed to ensure that all residents, including low- and moderate-income families, have access to safe and secure housing. Expanding affordable housing can help alleviate cost burdens and provide stability for economically diverse populations.

Appendix A contains the moderate income housing strategies, implementation strategies, and timelines that are mandated by Utah Code 10-9a-403(2)(b). It is hereby incorporated by reference as part of the required Moderate Income Housing element of the Brigham City General Plan. This Moderate Income Housing element includes recommendations and approaches to moderate income housing that are complementary and compatible with the requirements of 10-9a-403 but which may vary from the specific language mandate by Utah Code. From time to time, as the Utah Legislature amends 10-9a-403, the City will amend Appendix A to comply with these requirements.

Future efforts to develop more affordable housing options in Brigham City should build off of the existing Moderate Income Housing Plan and consider the remaining housing strategies listed in the state code when determining appropriate actions to take toward future development.



## 2. Addition of a diverse and accommodating housing typology

Introduction of an additional and supplementary diversity of housing stock within the City. This should include a mixture of housing typologies that fit into the character district typologies previously discussed. Highlighted edits to zoning regulations include:

- a. *Allowing diversity of housing stock within each character district*
- b. *Promote density in convenient and accessible locations*
- c. *Encourage a variety of housing in master planned developments*
- d. *Encourage an ERU based development calculation system*



Detached Dual  
Occupancy



Attached Dual  
Occupancy



Manor House



Terraces

Low Rise Housing Diversity Examples  
Source: PPLAN

## 3. Diversity of Housing Types

The current housing stock in Brigham City is predominantly detached single-family units. To meet the needs of a growing and diverse population, the city requires a greater variety of housing types. This includes townhomes, duplexes, apartments, and accessory dwelling units (ADUs) to cater to different household sizes, income levels, and lifestyle preferences. This should include:

- a. *Garden Court apartments*
- b. *Senior housing (detached and attached)*
- c. *Townhomes*
- d. *Cluster homes*
- e. *Small footprint single family homes*
- f. *Small apartment buildings (in certain locations)*
- g. *Upper-story apartments*



#### 4. Infill Development

Promoting infill development and concentrating new housing towards the city center and along major corridors can optimize land use and infrastructure. This approach helps preserve open spaces, reduces urban sprawl, and enhances accessibility to services, amenities, and public transportation. Infill development should be focused on spots that can utilize existing infrastructure and capacity, while minimizing change to the areas. Highlighted areas for infill development include:

**a. Upper-story apartments in existing buildings**

*i. CBD*

**b. Townhomes**

*i. 600 E - Staker and Parson properties between 500 S and 600 S*

**c. Missing Middle Infill**

As Brigham City's current housing inventory consists of 68% single family detached units, there is a clear need for diversifying housing options. Missing middle housing typologies such as duplexes, townhomes, and small lot detached single family homes provide more affordable housing options for a wider range of residents. Following infill best practices, these housing typologies can be integrated into existing neighborhoods on vacant or underutilized lots, achieving higher densities without altering the character of existing neighborhoods.

Encouraging missing middle housing typologies in neighborhoods with underutilized land can fulfill the need for infill development around the city's central core. It can revitalize properties and help accommodate population growth without the need for extensive infrastructure or planning. Ultimately, allowing for duplexes, townhomes, and small lot detached units would introduce an essential product into the city's housing market.

**d. Neighborhood-Scale Mixed Use Developments**

Smaller scale mixed use developments support sustainable urban growth by making efficient use of resources and infrastructure. The developments will have a heavier focus on residential and neighborhood commercial uses. They can enhance existing neighborhoods by providing residents with convenient access to daily necessities in structures that complement the existing character of the area. Neighborhood-scale mixed use projects can offer a variety of housing options and commercial amenities on underutilized parcels. Like the missing middle housing options, this typology can increase the city's housing supply by incorporating additional density and housing variety into existing neighborhoods.

*i. Single-family small lot*

1. Reeder property (Hwy 13 and 1000 W)
2. City property (Hwy 13 and 500 W)
3. 800 W at 700 S
4. Leggett property (500 W and 700 N)
5. Skyline Drive and Hwy 89



### e. Neighborhood-Scale Mixed-Use

- i. 600 E - Staker and Parson properties between 500 S and 600 S
- ii. 16 N 600 W and 584 W Forest St
- iii. Nelsen properties (between Forest St and 100 S)
- iv. 107 S 600 W



Neighborhood-Scale Mixed Use Development  
Example | Source: Bungalowier

## 5. Higher-Density Development

To accommodate the anticipated population growth and create vibrant, livable neighborhoods, Brigham City needs to encourage higher-density housing developments. Increasing density can support more efficient use of land, preserve agricultural land, and foster walkable communities. Through encouraging higher density development in critical locations, the community will be able to retain the character of their suburban community, while also accepting and encouraging full life-cycle housing opportunities locally. Some areas for higher density development include:

### a. Upper-Story Apartments

The CBD currently has several buildings with vacant or underutilized second and third stories. Utilizing these spaces for residential purposes maximizes the use of existing buildings and concentrates redevelopment in the center of the city. Adding residential units to the CBD would increase foot traffic in the area, benefitting local businesses and helping create a more vibrant downtown. This typology would provide a housing option for young professionals, couples, and retirees looking for a walkable community. Upper-story units can include a variety of apartment sizes and types, attracting a diverse mix of residents such as young professionals, couples, and retirees. This is an opportunity to provide affordable housing units located close to job opportunities and public transit as well as live-work units that could attract residents and businesses with reduced commute times.

### b. Mixed-Use Developments

To create vibrant neighborhoods and encourage walkability, mixed-use developments should be integrated into the community along major corridors and at key intersections. Integrating commercial and residential spaces within the same area creates attractive destinations for residents, reduces urban sprawl, and minimizes the need for extensive infrastructure.



Mixed-use development can simultaneously address the demand for housing and the commercial services that will be necessitated by a larger population. These projects can include a range of housing units to accommodate low- and moderate-income residents. Locating these projects along major corridors can encourage residents to use public transit, reducing reliance on cars. By combining living, working, and recreational spaces, mixed-use developments can create dynamic and engaging environments.

**c. Multi-family**

- i. 107 S 600 W*

**d. Mixed-Use**

- i. Reeder properties (Hwy 13 and 1000 W)*
- ii. USU Campus*

**e. Neighborhood-Scale Mixed Use**

- i. City property (Hwy 13 and 500 W)*



Multi-Family Mixed-Use Development Example |  
Source: Building Salt Lake

## HOUSING TYPOLOGIES

A variety of housing typologies is needed to address the city's housing needs and create a balanced and sustainable market for a growing population.

### 1. Upper-Story Apartments

The CBD currently has several buildings with vacant or underutilized second and third stories. Utilizing these spaces for residential purposes maximizes the use of existing buildings and concentrates redevelopment in the center of the city. Adding residential units to the CBD would increase foot traffic in the area, benefitting local businesses and helping create a more vibrant downtown. This typology would provide a housing option for young professionals, couples, and retirees looking for a walkable community.

Upper-story units can include a variety of apartment sizes and types, attracting a diverse mix of residents such as young professionals, couples, and retirees. This is an opportunity to provide affordable housing units located close to job opportunities and public transit as well as live-work units that could attract residents and businesses with reduced commute times.



**Highway 13**

- Union Pacific Railroad (Krone properties - larger single-family lots)
- 1000 W (Reeder properties - mixed use, townhomes, small single family detached)
- 500 W (City property - neighborhood mixed-use, small single family detached)

**Central Business District**

- Upper stories (infill)

**600 E**

- Between 500 S and 700 S (townhomes, neighborhood mixed use)

**USU Campus**

- East (mixed-use)

**800 W**

- Across from Adele C Young Middle School (townhomes, small single family detached)

**Medical Drive/500 W**

- Between 100 N and 400 S (higher-density infill/neighborhood mixed-use)
- Leggett Property (small single family detached, townhomes)

**Hwy 89**

- Skyline Dr (manufactured homes)

Criteria for multi-family, attached single-family, and mixed-use:

- *1+ acre lot size*
- *Surrounding area primarily residential*
- *In proximity to healthcare and service uses*

Criteria for detached single-family:

- *Vacant land in quantities of 2+ acres*
- *Surrounding area primarily residential and/or agricultural uses*

Criteria for neighborhood mixed-use, mixed-use, infill:

- *¼ - 1 acre lot size*
- *Proximity to transit/major corridors*
- *Surrounding area primarily residential uses with small commercial sites*

An analysis of housing conditions and needs; plans for improvement of housing standards; and plans for the provision of safe, sanitary, and adequate housing, including the requirement for low-cost conventional housing, the siting of manufactured housing, and mobile homes in subdivisions and parks and on individual lots which are sufficient to maintain a competitive market for each of those housing types and to address the needs of the community.



Brigham City Single Family Homes



## Housing High Level Goals

**1. Ensure diverse and affordable housing options to meet the needs of all residents.**

---

**2. Support sustainable and resilient housing development.**

---

**3. Promote community-oriented housing development that supports Brigham City's character and quality of life.**

## Housing Goals, Strategies, and Recommendations

### **1. Ensure diverse and affordable housing options to meet the needs of all residents.**

#### **1.1. Promote a variety of housing types to accommodate different demographics and income levels.**

*1.1.1. Zone or rezone for higher density or moderate income residential development in commercial or mixed-use zones near major transit investment corridors, commercial centers, or employment centers. This can be accomplished via zoning or overlay districts for the downtown, USU campus, future transit hubs, and major transportation corridors.*

*1.1.2. Implement zoning incentives for moderate income units in new developments. This may include density bonuses and expedited permitting processes.*

*1.1.3. Support the construction of missing middle housing typologies into appropriate neighborhoods to help ensure housing is attainable for all current and future Brigham City residents.*

#### **1.2. Enhance housing affordability and availability to amply support current and future residents.**

*1.2.1. Help connect developers to various state and federal affordable housing tools as identified by the Utah Housing Coalition in their 'State of the Practice' document to support affordable housing development.*

*1.2.2. Consider and adopt local policies as identified by the Utah Housing Coalition in their 'State of the Practice' document to support affordable housing development.*



1.2.3. *Incentivize and attract affordable housing for all income levels at critical intersections or areas within the community.*

1.2.4. *Conduct housing audits and provide corrective actions on a regular basis to ensure affordable housing is achieved.*

**1.3. Encourage infill and redevelopment to utilize existing infrastructure and reduce sprawl.**

1.3.1. *Identify and prioritize vacant or underutilized properties for residential or mixed-use redevelopment.*

1.3.2. *Reduce, waive, or eliminate impact fees related to moderate income housing.*

1.3.3. *Develop design standards for infill housing to ensure compatibility with existing neighborhoods and maintain community character.*



Low-density infill development | Source: American Planning Association

**2. Support sustainable and resilient housing development.**

**2.1. Promote environmentally sustainable building practices.**

2.1.1. *Encourage the use of sustainable building standards and certifications, such as LEED, in new housing developments.*



Source: US Green Building Council.

2.1.2. *Connect property owners to state, federal, and utility incentives for retrofitting existing homes with energy-efficient technologies and materials.*

**2.2. Enhance the resilience of housing to natural hazards and climate change**

2.2.1. *Adopt the most current Utah building codes to ensure that new housing developments and rehabilitations are resilient to natural disasters, and it is recommended that this is updated yearly.*

2.2.2. *Promote the use of resilient construction materials and techniques in residential buildings.*

2.2.3. *Adjust the zoning map to encourage the development of higher-density housing in areas less prone to natural hazards, avoiding floodplains and other high-risk zones.*



### 3. Promote community-oriented housing development that supports Brigham City's character and quality of life.

#### 3.1. Preserve and enhance the character of existing neighborhoods.

- 3.1.1. *Connect low-income homeowners to Single Family Housing Repair Loans & Grants (Section 504 Home Repair Program) to maintain and improve the condition of their properties.*
- 3.1.2. *Promote the development of walkable neighborhoods with convenient access to schools, parks, and local businesses.*
- 3.1.3. *Promote neighborhood scale retail or commercial to ensure access to affordable and healthy foods within walking distance of every home.*
- 3.1.4 *Create or allow for, and reduce regulations related to, multifamily residential dwellings compatible in scale and form with detached single-family residential dwellings and located in walkable communities within residential or mixed-use zones.*

#### 3.2. Enhance housing support services for residents.

- 3.2.1. *Promote the First-time Homebuyers Assistance Program to assist homebuyers with down payment assistance and other costs associated with buying a home.*
- 3.2.2. *Promote and connect at-risk homeowners to the Utah Homeowners Assistance Fund (UHAF) to prevent foreclosure and maintain stable housing.*
- 3.2.3. *Create a home ownership promotion zone pursuant to Part 10, Home Ownership Promotion Zone for Municipalities.*



Older Single-Family Home in Brigham City



Source: Utah.gov

# Community Design

*The following goals, strategies, and recommendations for community design are a product of the public and stakeholder input received, existing conditions in Brigham City, and regional and state approaches to community design.*



Artisan Alley West Downtown Brigham City



## Community Design High Level Goals

**1. Maintain the rural, small-town atmosphere while promoting public design that embraces and enhances these qualities.**

**2. Enhance community design to foster social interaction and reflect the local culture.**

**3. Promote and maintain a safe, functional, and well-connected community.**



# Community Design Goals, Strategies, and Recommendations

## 1. Maintain the rural, small-town atmosphere while promoting public design that embraces and enhances these qualities.

### 1.1. Introduce height limitations of three stories and design standards that require new construction to respect the existing scale



Source: Kansas City

1.1.1. Amend the zoning code to enforce a maximum building height of three stories to preserve the city's skyline and maintain a human scale. This height based restriction can provide community character elements that solidify and personify what was historically important for Brigham City.

1.1.2. Establish buffer zones around key historical sites such as the Box Elder County Courthouse to prevent incongruent developments that could detract from the area's character. These buffer zones can be used to not only limit development, but also promote safe transitions between non-conforming uses that would otherwise impact the integrity of the historical site.

1.1.3. Encouraging mixed-use developments that incorporate residential, commercial, and civic spaces in a way that reflects the town's traditional layout and promotes a vibrant community atmosphere. This can be achieved around the periphery of the downtown or historic core areas through expansion of



Brigham City skyline

development in underutilized lots and locations. Through this effort, the community will be able to expand their spaces for both housing and retail based amenities.

### 1.2. Support the development of standards that promote best practices in preservation.

1.2.1. Coordinate across city departments to minimize or mitigate adverse effects of city development projects on historic properties. This effort should focus on matching building uses with applicable land uses, ensuring non-conforming or character mismatching uses are restricted where possible.



- 1.2.2. *Support the nomination of eligible properties to the National Register of Historic Places. This task should include the preparation of resource guides and connection or communication facilitation between property owners and state or federal agencies. These efforts are important for driving catalyst change within a community.*
- 1.2.3. *Expand the resources available to property owners, architects, and planners engaged with historic buildings to more effectively support their preservation efforts. This can be achieved through a web portal or public information systems, yet either one should include opportunities for expansion and contributions of information as additional resources become available.*

**1.3. Promote development and community design that respects the existing character of the city.**

- 1.3.1. *Encourage neighborhood designs that maintain the scale and atmosphere of a neighborhood composed of similarly matched, or supplementary, housing typologies. These are achieved through the use of character districts. These character districts each have a variety of housing and building typologies, yet have a distinct purpose and overall atmosphere.*
- 1.3.2. *Embrace principles of smart growth by locating new development in appropriate areas that minimize impact on the town's character. This should include the use of growth and densification around nodes and centralized or radium growth patterns. This effort will allow for equitable access to localized amenities, while encouraging more attainable housing to be constructed.*

- 1.3.3. *Encourage building development that will promote multi-useful structures in critical neighborhood or commercial corridors. These structures will help improve the quality of life through placement of critical services such as doctors, retail, or dining in locations that would otherwise not have readily available access.*



Neighborhood Scale Mixed-Use Development designed to maintain neighborhood atmosphere | Source : Metropolitan Area Planning Council



## 2. Enhance community design to foster social interaction and reflect the local culture.

### 2.1. Ensure that public spaces are designed to be inclusive and accessible to all, including people with disabilities, the elderly, and families with children.

2.1.1. *Provide well-connected sidewalks, pedestrian paths, and safe crosswalks in neighborhoods. This will require the documentation of, and prioritization for, new sidewalk locations to improve circulation systems. Prioritization should be given to critical connectors around schools or other municipal/civic based facilities.*

2.1.2. *Provide amenities such as ramps, varied seating, good lighting, and tactile surfaces in parks and community spaces to ensure accessibility. These practices will encourage improved access for site users, encouraging them to stay longer and enjoy the city more frequently.*

2.1.3. *Involve individuals with disabilities, seniors, families with young children, and other diverse groups in the planning and design process of public spaces. Public spaces are for all, but the most frequent users are the elderly and young families. Designing a space to provide preferential access or use of these groups will help drive increased use and regular participation at events.*

### 2.2. Encourage mixed-use development that combines residential, commercial, and cultural spaces within close proximity.

2.2.1. *Locate mixed-use developments near public transit stations or corridors to promote transit ridership and reduce dependency on cars. These development typologies will encourage a new style of housing that can diversify the current stock.*

2.2.2. *Offer density bonuses or height allowances for developers who incorporate a mix of uses in their projects.*



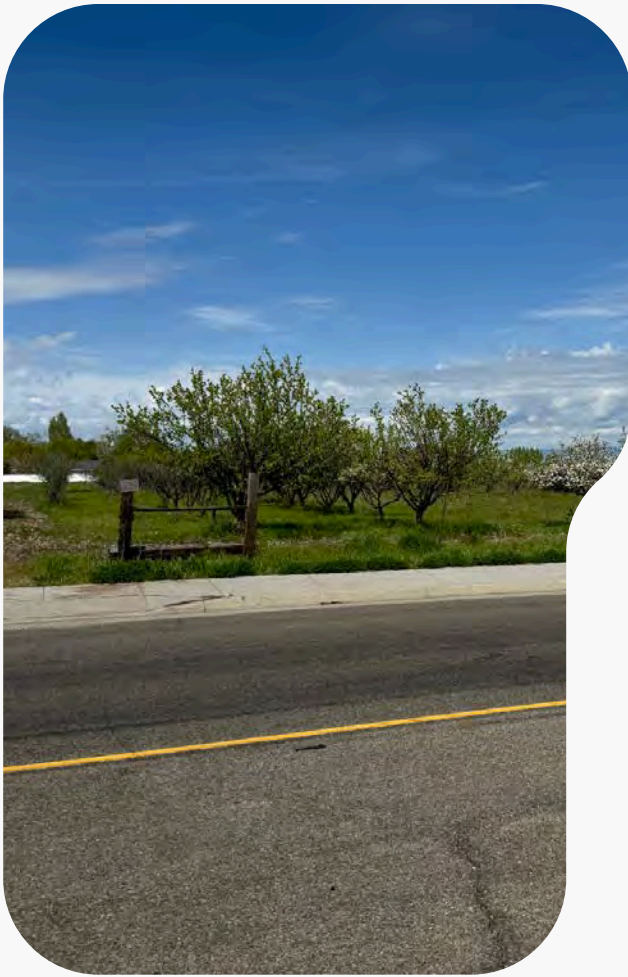
## 2.3. Integrate public art installations, murals, and cultural landmarks that reflect the local heritage and community values.

- 2.3.1. *Build on recent art installation successes and gauge appropriateness by talking with the public about the types of art and landmarks that should be integrated into the community. Utilizing the successes from the recent art installations, expand and provide additional displays that will provide temporary or permanent exhibitions of local artists. These locations should remain in impactful or highly visible locations if possible.*
- 2.3.2. *Use public art installations and landmarks as opportunities to interpret and share stories about local history, cultural practices, and community values. Sharing the stories of founders and previous residents of how the history of a community transfers between generations. Arts and cultural elements are a great way to make this known to the public.*
- 2.3.3. *Create interactive or participatory art installations that encourage community interaction and engagement, such as murals that invite viewers to contribute or an arts and cultural trail that encourages social interaction and recreation.*



# Agriculture

*The following goals, strategies, and recommendations for agriculture are a product of the public and stakeholder input received, existing conditions in Brigham City, and regional and state approaches to agriculture.*



Small Orchard in Brigham City



## Agriculture High Level Goals

**1. Sustain the agricultural heritage of the city while accommodating responsible growth and development in designated areas.**

---

**2. Foster community involvement and connection with agricultural practices to continue the city's farming legacy.**

---

**3. Promote sustainable farming practices that conserve natural resources, improve soil health, and reduce environmental impacts.**



# Agriculture Goals, Strategies, and Recommendations

## 1. Sustain the agricultural heritage of the city while accommodating responsible growth and development in designated areas.

### 1.1. Preserve agricultural protection lands and greenbelt open spaces.

1.1.1. *Preserve agricultural lands by retaining the existing greenbelt and/or agricultural protection agreements. These lands can serve as buffers or gateway areas that help set the tone for development and land use locally. The efforts should be to provide adequate spaces for growth, while confining development to smart growth development typologies.*

1.1.2. *Partner with local farmers, agricultural organizations, and landowners to develop cooperative strategies for land preservation and sustainable farming practices. These*



Regenerative farming in Utah. Source: Salt Lake Tribune

*strategies should be sensitive to each land owner's needs. Preparing a list of potential partners or programs that landowners can turn to will help raise awareness of options.*

### 1.2. Consider economically feasible land use alternatives in existing agricultural zones.

1.2.1. *Explore opportunities for renewable energy projects such as solar farms on non-fertile or non-productive agricultural lands that generate additional income for landowners*



Small solar farm on Agricultural land | Source: Coldwell Solar

*and provide the City with an alternative energy source. This task will require working with the State of Utah and Box Elder County on identifying potential opportunities and sharing responsibility for implementation of renewable energy projects.*



**2. Foster community involvement and connection with agricultural practices to continue the city's farming legacy.**

**2.1. Designate agricultural heritage trails that highlight agricultural landscapes and points of interest related to local farming history**

*2.1.1. Design a route that connects the points of interest while considering accessibility and safety for trail users. This trail should include stops at agricultural or cultural destinations throughout the community.*

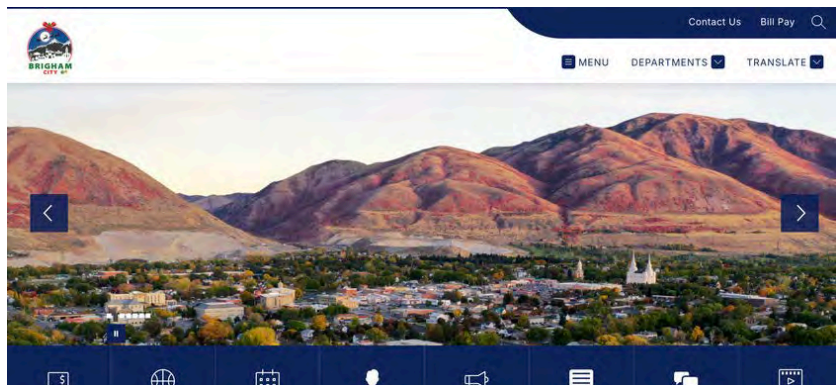
*2.1.2. Incorporate educational displays at key points along the trail. These points can include historic farm locations, peach orchards, and sorting houses for agricultural products. Efforts should be made to include current businesses and local co-op based amenities as well.*

**2.2. Partner with the Brigham City Museum of Art & History and/or Brigham City Library to create an exhibit(s) about local agricultural history.**

*2.2.1. Organize a plan for researching and collecting information, oral histories, and artifacts related to local agricultural history. These stories should highlight the trials and tribulations, as well as the successes, of the early agricultural patrons.*

*2.2.2. Develop display materials to engage visitors. These exhibits can be prepared in partnership with local universities and the Utah SHPO office.*

*2.2.3. Develop a marketing plan using social media, the city app and website, and other platforms to promote the exhibit. This marketing plan should focus on integration of school children to share stories of the founding and history of the community.*



Brigham City Website.





**2.3. Promote environmentally sustainable building practices.**

2.3.1. *Establish small gardens in existing parks or other appropriate locations in proximity to residential areas. These communal gardens are facilities where residents can rent or buy plots that are for farming non-commercial produce.*

2.3.2. *Set up a seed library at the City Library to improve access to gardening resources and create opportunities for community interaction. This library can serve as a way to help distribute and share seeds among residents, increasing the ties to the agricultural heritage of Brigham City.*



Box Elder Community Garden | Source: Box Elder Community Garden

**3. Promote sustainable farming practices that conserve natural resources, improve soil health, and reduce environmental impacts.**

**3.1. Encourage farmers to implement water-wise management practices to minimize water use and reduce runoff.**

3.1.1. *Connect farmers to the Agricultural Water Optimization Program through the Utah Department of Agriculture and Food, and encourage them to apply for grant funding to optimize water use.*

**3.2. Participate in sustainable agriculture certification programs (e.g., USDA Organic, Global GAP) that promote environmentally friendly practices and provide market incentives for sustainably produced agricultural products.**



Source: USDA



Source: Global P.A.P

3.2.1. *Establish and foster connections with these organizations and identify opportunities to engage the City in their initiatives where it aligns with the City's vision and character.*

**3.3. Establish an advisory board composed of farmers, conservationists, and stakeholders to provide input on sustainable agriculture policies and programs.**

3.3.1. *Identify individuals and entities that would be interested in serving on the advisory board.*

3.3.2. *Define a scope of reach for the advisory board and adopt an ordinance that enables it to serve in an official capacity.*



Box Elder Community Garden | Source: Box Elder Community Garden

# Utility Infrastructure

*The following goals, strategies, and recommendations for Utility Infrastructure are a product of the public and stakeholder input received, existing conditions in Brigham City, and regional and state approaches to utility infrastructure.*

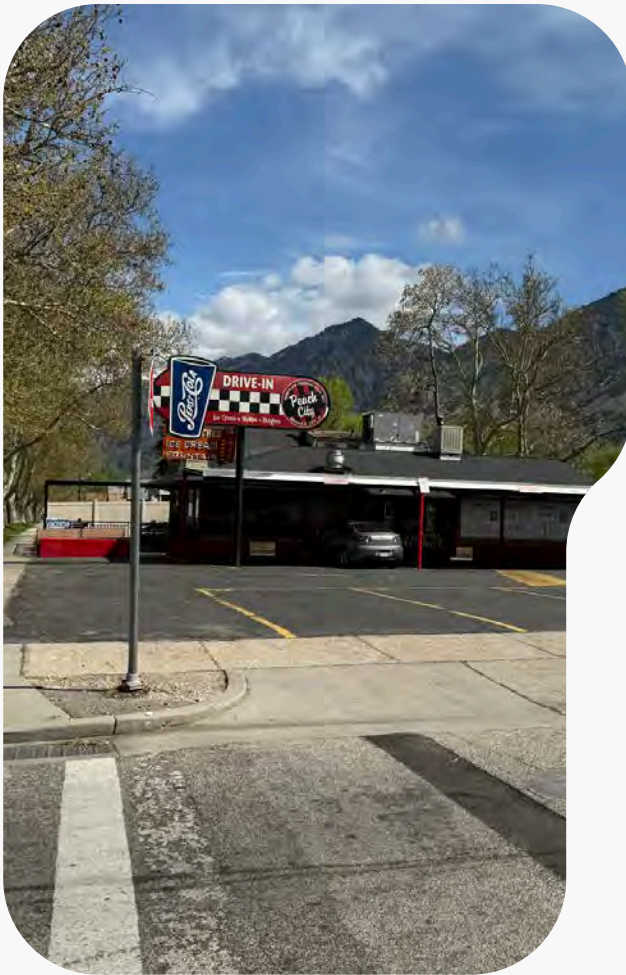
## Utility Infrastructure High Level Goals

**1. Assess investments in the community required to continue a high-level of service in the culinary water, wastewater, storm water, and irrigation systems.**

**2. Continue assessments of growth-related costs for utilities and adjust impact fees as necessary.**

**3. To ensure utility services continue to meet the needs of existing and new residential, commercial, and industrial developments, perform an annual review and prioritization of infrastructure projects within the City's Capital Improvements Plan.**

**4. Identify funding sources, budget for, and complete infrastructure projects as identified in the Capital Improvements Plan for the year planned.**



Peach City on the intersection of Main and 300 N





## Utility Infrastructure Goals, Strategies, and Recommendations

### 1. Assess investments in the community required to continue a high-level of service in the culinary water, wastewater, storm water, and irrigation systems.

**1.1. Update the culinary water, wastewater, and stormwater Capital Facilities Plans (CFPs).** CFPs identify projects that will bring the current utility systems into full compliance with regulations and assess the systems for existing deficiencies and needed improvements. CFPs also identify strategies, funding sources, and projects needed for anticipated growth.

**1.1.1. Plan budgets to complete updates to CFPs every five to six years.** CFPs are required by State Code (11-36a-3) to complete updates to impact fees. Typically, consultants assist the City in preparing CFPs and the cost of preparing the reports can be significant. It is recommended to prepare the City budget in advance to complete the needed reports.

**1.2. Create pressurized irrigation (secondary water) utility and associated Capital Facilities Plan (CFP).** Currently, many of the City's culinary water sources are being used for irrigation purposes. A flood irrigation system to water farmland also exists in the City but is rapidly deteriorating. For decades, the City has been investigating the feasibility of constructing a secondary water system to service the irrigation needs of the community. In recent years, the cemetery, golf course, and USU campus have been converted to pressurized irrigation. The City is ready to create a secondary water utility and begin projects to irrigate residential developments. To accomplish this, initial planning efforts including development of a secondary water CFP are required.

**1.2.1. Create a secondary water utility.** To charge a secondary water utility fee, the public utility must first be established as outlined in and required by State Code. After the fee is established, the City can then begin collecting and using the fee to complete identified secondary water projects.

**1.2.2. Complete an update to the 2005 pressurized irrigation feasibility study.** In 2005, the City commissioned a study to investigate the feasibility of a pressurized irrigation system. Due to recent construction efforts, water rights needs, and renewed approaches to construct the system, an update to the study is required.

**1.2.3. Create a secondary water CFP and complete updates every five to six years thereafter.**

Following the establishment of a secondary water utility, the system will need an initial CFP to be developed to charge impact fees and plan for future growth.



Residential irrigation system | Source: North Ogden City



2. Continue assessments of growth-related costs for utilities and adjust impact fees as necessary.

2.1. Update the culinary water, wastewater, storm water, and secondary water Impact Fee Facilities Plans (IFFPs) and Impact Fee Assessments (IFAs). IFFPs and IFAs are reports required by State Code (11-36a-3) to ensure development pays for its impact on existing utilities. IFFPs identify projects from the CFP that will be completed within the next ten years for each utility and specify funding sources. IFAs calculate impact fees that will be charged to new development. Implementation of impact fees helps the community by placing the cost burden of development upon the developer.



IFFP Example from Tooele City. Source: Tooele City Culinary Water Facilities

2.1.1. Plan budgets to complete updates to IFFPs and IFAs every five to six years. State Code (11-36a-3) requires regular updates to IFFPs and IFAs and a financial certification is required with the reports. Consultants assist the City in preparing the reports. It is recommended to prepare the City budget in advance to complete the needed studies.

3. To ensure utility services continue to meet the needs of existing and new residential, commercial, and industrial developments, perform an annual review and prioritization of infrastructure projects within the City’s Capital Improvements Plan.

3.1. Regularly update the culinary water, wastewater, storm water, and secondary water Capital Improvements Plan (CIP). Changing development conditions and infrastructure needs in the City require continual assessment of required utility projects. The City’s CIP prioritizes capital projects recommended by the CFP and IFFP and assigns each project a construction budget year. City Staff has actively been updating the CIP on an annual basis and it is recommended this practice continue. This process helps the City Council determine its annual budget for capital projects.

3.1.1. Annual review of infrastructure needs and update of CIP. Changing development conditions, utility regulations, and failures of existing infrastructure periodically change the priority of planned utility projects. Because of this, an annual review and update of the CIP is needed to adjust planned construction years for capital projects.



Intersection of 700 N and 200 W



#### 4. Identify funding sources, budget for, and complete infrastructure projects as identified in the Capital Improvements Plan for the year planned.

**4.1. Consistently pursue utility funding sources.** Grants and low interest loans are periodically available to help fund infrastructure needs. Pursuing these funding opportunities helps offset the costs to Brigham City's taxpayers.

**4.1.1. City Staff will continue to actively research and identify available grant and low interest loan funding sources for capital projects.** City Staff reviews the CIP and identifies the projects within a five-year time frame that may qualify for funding. It is not the practice of the City to create a project to fit a funding opportunity, but to focus on pending infrastructure needs and seek appropriate funding.

**4.2. Assess utility fund balances and regularly update utility rates.** To maintain the existing level of service for each utility a baseline fund balance is required. Rising costs of infrastructure in recent years have depleted fund balances for many public utility providers. To ensure the fiscal health and responsibility of the City, it is important to regularly assess the utility fund and make adjustments to rates where necessary.

**4.2.1. Annually assess utility fund balances.** It is recommended that Brigham City's Administration and Staff annually review utility expenditures for maintenance, infrastructure replacement, and capital projects. When it appears funding is deficient, a utility rate study should then be performed.

**4.2.2. Perform utility rate study and adjust utility rates.** To ensure a healthy utility fund balance the utility rate may need to be adjusted periodically. Rate studies should include an assessment of maintenance costs, infrastructure replacement needs, and capital projects planned for construction.

**4.2.3. Budget for and construct planned utility projects in accordance with the CIP.** To continue to provide a high-level of service for each utility system, the City Council should approve budgets that reflect the recommendations in the CIP.



Park Fire Hydrant

# Transportation

*The following goals, strategies, and recommendations for transportation are a product of the public and stakeholder input received, existing conditions in Brigham City, and regional and state approaches to transportation.*



Main Street



## Transportation High Level Goals

---

- 1. Provide adequate and safe streets and sidewalks to meet the needs of existing and new residential, commercial, and industrial developments.**
-



# Transportation Goals, Strategies, and Recommendations

## 1. Provide adequate and safe streets and sidewalks to meet the needs of existing and new residential, commercial, and industrial developments.

**1.1. Update the transportation Capital Facilities Plans (CFP).** The CFP identifies projects that will bring the current transportation network into full compliance with regulations and assess the system for existing deficiencies and needed improvements. The CFP also identifies strategies, funding sources, and projects needed for anticipated growth.

*1.1.1. Plan budgets to complete updates to the CFP every five to six years. CFPs are required by State Code (11-36a-3) to complete updates to impact fees. Typically, consultants assist the City in preparing CFPs and the cost of preparing the reports can be significant. It is recommended to prepare the City budget in advance to complete the needed reports.*

**1.2. Update the transportation Impact Fee Facilities Plans (IFFPs) and Impact Fee Assessments (IFAs).** IFFPs and IFAs are reports required by State Code (11-36a-3) to ensure development pays for its impact on existing streets. IFFPs identify projects from the CFP that will be completed within the next ten years and specify the funding source. IFAs calculate impact fees that will be charged to new development. Implementation of impact fees helps the community by placing the cost burden of development upon the developer.

*1.2.1. Plan budgets to complete updates to IFFPs and IFAs every five to six years. State Code (11-36a-3) requires regular updates to IFFPs and IFAs and a financial certification is required with the reports. Consultants assist the City in preparing the reports. It is recommended to prepare the City budget in advance to complete the needed studies.*

**1.3. Regularly update the transportation Capital Improvements Plan (CIP).** Changing development conditions and infrastructure needs in the City require continual assessment of required streets projects. The City's CIP prioritizes capital projects recommended by the CFP and IFFP and assigns each project a construction budget year. City Staff has actively been updating the CIP on an annual basis and it is recommended this practice continue. This process helps the City Council determine its annual budget for capital projects.



Example of Salt Lake City's CIP. Source: SLC.gov

*1.3.1. Annual review of infrastructure needs and update of CIP. Changing development conditions, regulations, and failures of existing infrastructure periodically change the priority of planned streets projects. Because of this, an annual review and update of the CIP is needed to adjust planned construction years for capital projects.*



**1.4. Promote connectivity and access of streets, trails, and bike lanes throughout the City.** Areas of the City that are not yet developed or that may be redeveloped should consider the overall connectivity of the vehicular and pedestrian uses. Dead end streets and cul-de-sacs should only be allowed where there are no other feasible design alternatives.

**1.4.1. Coordinate efforts with the railroad to provide permanent locations for safe public crossings (pedestrians and vehicles).** To ensure there are adequate, safe, and permanent locations for both vehicles and pedestrians to cross the railroad, the City should work closely with Union Pacific Railroad. These areas have been identified in the Transportation CIP.

**1.4.2. Enhance the balance of traffic with commercial activity along the Main Street corridor.** Past General Plans have expressed the need for a vibrant Main Street corridor. This requires balancing commercial activity, parking, pedestrian access, and mobility. It is recommended that the City continue to follow recommendations for the corridor outlined in this and future General Plans.

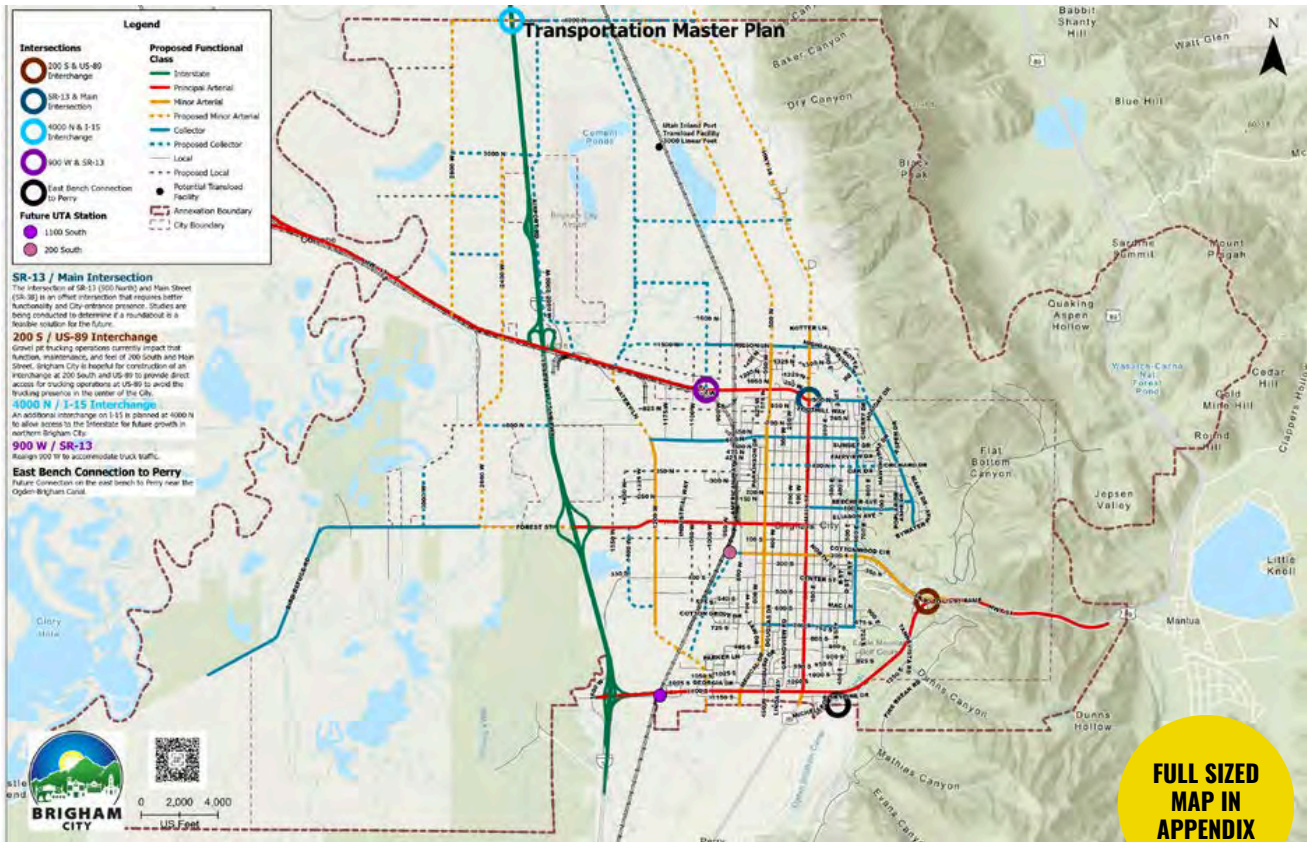
**1.4.3. Improve bike safety, access, and connectivity by increasing the number of bike lanes throughout the City's main corridors.** In recent years, an increased interest in cycling activity has been observed in Brigham City. It is recommended that transportation planning consider the safety of non-motorized vehicles in transportation corridors.



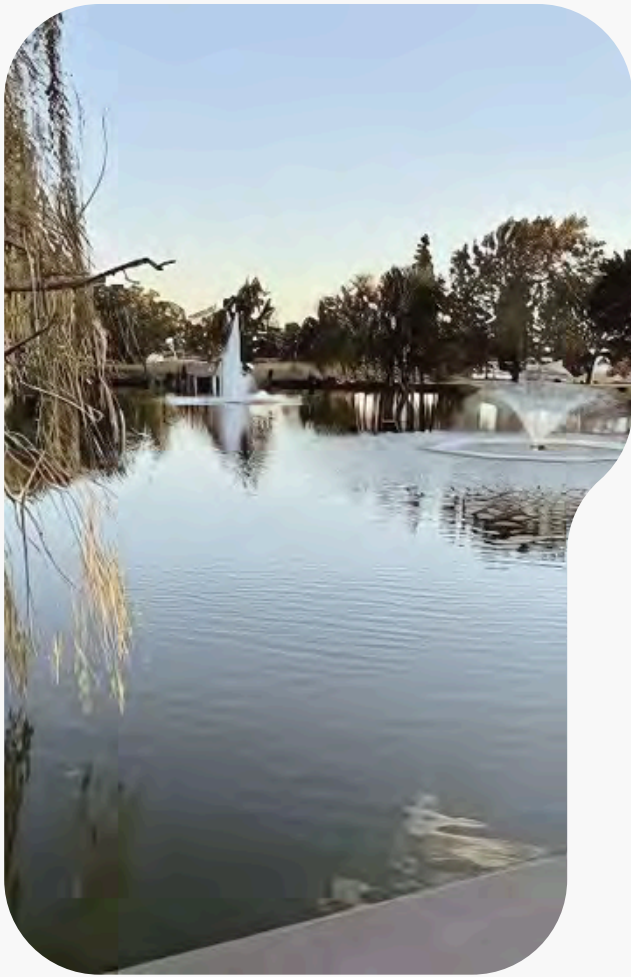
Source - Utah Transit Authority - 2020



# Transportation Master Plan



Master Plan For Transportation



North Pond in Rees Pioneer Park

# Water Use and Preservation

*The following goals, strategies, and recommendations for water use and preservation are a product of the public and stakeholder input received, existing conditions in Brigham City, and regional and state approaches to water use and preservation.*



## Water Use and Preservation High Level Goals

---

- 1. Continue to efficiently use the City’s existing water supply, reducing the City’s need for additional water supplies.**
-

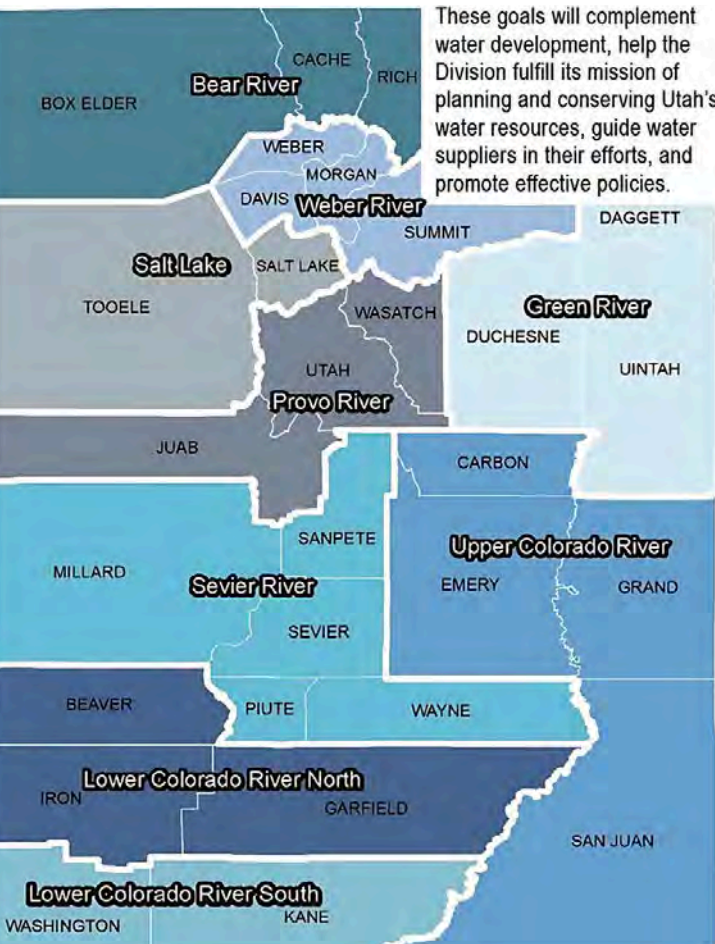


# Water Use and Preservation Goals, Strategies, and Recommendations

1. Continue to efficiently use the City’s existing water supply, reducing the City’s need for additional water supplies.

1.1. Implement the established planning and conservation efforts identified in the City’s Water Conservation Plan. The City’s Water Conservation Plan has been established and adopted in accordance with State Code 73-10-32. The Plan identifies water supply inventory for both present and future water requirements and outlines conservation efforts to ensure adequate water supply remains in place.

1.4.2. Reduce the City’s per capita water use rate to the Box Elder County Regional Water Conservation Goal of 249 gallons per capita per day by 2030. The City’s current water use rate is 280.5 gallons per capita per day. The City has sufficient water rights and sources to support anticipated growth through 2060. Conservation of these resources will help the supply to last over a longer period and/or allow additional water supply for potential industrial users. By delaying or eliminating the need for additional water, the City can save a significant amount of money as well.



Source - State of Utah

## 1.2

Promote water conservation efforts to the general public. Water conservation efforts require all users to participate at some level. The City can provide information and resources to aid in these efforts as well as continuing to set the example through the use of weather-based smart timers in public locations (e.g. parks).



Source - State of Utah

05

# Implementation Strategies





Goal	Cost	Timing	Responsibility	Notes
Economic Development				
Conduct an assessment to distinguish jurisdictional wetlands from non-jurisdictional wetlands to optimize land use.	Medium	Short-term	Planning and Zoning	Essential for prioritizing land development.
Develop and implement a business retention and expansion (BRE) program to support local businesses.	Low	Short-term	Community and Economic Development	Involves collaboration with local businesses.
Implement a permitting 'exit' survey to gather feedback about suggestions or changes for streamlining the permitting process.	Low	Short-term	Planning and Zoning	Improves customer satisfaction and efficiency.
Conduct a comprehensive branding strategy that includes wayfinding, signage, marketing, and visual elements.	High	Medium-term	Community and Economic Development	Focus on promoting Brigham City's identity.
Zone for industrial development to support local economic growth.	Medium	Short-term	Planning Commission	Aligns with growth targets.
Prepare a site readiness exercise to assess the style and density of industrial development that each site can support.	Medium	Medium-term	Planning Commission	Helps match land use with market demands.
Develop marketing materials and campaigns highlighting Brigham City's advantages for industrial businesses and development-ready sites.	Low	Short-term	Community and Economic Development	Supports business attraction efforts.
Identify and outline potentially missing niche market sectors that could benefit the local economy by conducting periodic reviews of the Utah Sales and Use Tax data.	Low	Ongoing	Community and Economic Development	Targets market gaps for economic growth.
Partner with property owners to identify available spaces and buildings for targeted uses.	Low	Short-term	Community and Economic Development	Maximizes existing assets for development.
Prepare a programming exercise to outline the activation of key areas within the community.	Medium	Medium-term	Community and Economic Development	Enhances community engagement and vibrancy.



Goal	Cost	Timing	Responsibility	Notes
Land Use				
Update zoning regulations to support development in areas with existing infrastructure.	Medium	Short-term	Planning and Zoning Department	Promotes efficient land use.
Adapt existing and create new zoning codes to allow greater density in targeted areas already served by utilities.	Medium	Medium-term	Planning Department	Encourages sustainable growth.
Conduct infrastructure assessments to ensure capacity for large developments and require developers to “pay their own way” for necessary improvements.	High	Long-term	Public Works and Planning Departments	Ensures infrastructure resilience.
Alter zoning and overlay district ordinances for mixed-use, high-density, and medium-density residential areas on the FLUM to promote mixed-use neighborhoods with strict design standards for commercial buildings.	High	Long-term	Planning Department	Supports diverse housing and commercial spaces.
Develop design standards for mixed-use neighborhoods that incorporate local character elements.	Medium	Medium-term	Planning Department	Preserves community identity.
Require new mixed-use developments to include pedestrian-friendly pathways and adequately sized public spaces.	Low	Short-term	Planning Department	Enhances walkability and public engagement.
Develop a growth management plan that prioritizes development in key areas while ensuring conservation, targeting growth along the southern and northern borders and limiting western expansion.	Medium	Long-term	Planning Department	Balances growth and conservation needs.
Zone for higher-density developments in designated growth areas to optimize land use and ensure sufficient property tax revenue for infrastructure maintenance.	Medium	Medium-term	Planning and Zoning Department	Promotes financial sustainability.
Provide expedited permit review and consider additional incentives for development applications on previously developed lots to encourage infill and targeted redevelopment.	Low	Short-term	Community and Economic Development	Supports efficient redevelopment.
Implement and enforce design guidelines for master-planned neighborhoods, ensuring the inclusion of greenspace and the preservation of community character.	Medium	Medium-term	Planning Department	Aligns development with community values.



Goal	Cost	Timing	Responsibility	Notes
Natural Resources				
Launch a campaign promoting Localscapes and drought-resistant plants in public and private landscaping.	Low	Short-term	Recreation	Enhances water conservation efforts.
Adopt and promote the use of Utah Division of Water Resources educational materials on water-conservation practices for residents and businesses.	Low	Short-term	Public Works	Increases public awareness of conservation.
Establish buffer zones along wetlands and the Bear River Migratory Bird Refuge to protect water quality and wildlife habitats.	Medium	Long-term	Planning Commission	Protects sensitive ecosystems.
Partner with local organizations and agencies, such as USU, Utah DWR, and the U.S. Fish and Wildlife Service, to organize regular clean-up and restoration projects for wetlands and other water bodies.	Low	Ongoing	Recreation	Promotes community engagement in conservation.
Develop and enforce stricter regulations to reduce pollution runoff from agricultural and urban areas.	Medium	Medium-term	Public Works	Improves water quality.
Implement innovative stormwater runoff infrastructure, such as rain gardens, bioswales, and permeable pavement.	High	Long-term	Public Works	Enhances stormwater management.
Survey all existing stormwater runoff systems and identify where upgrades and maintenance are needed.	Medium	Medium-term	Public Works	Ensures system reliability.
Ensure the latest Utah building codes are codified in Brigham City's code to promote efficient designs and materials in new construction and rehabilitation.	Low	Short-term	Planning and Zoning	Supports energy efficiency and sustainability.
Hold annual workshops on tree planting and maintenance, centered around the Tree City USA identity and Arbor Day, to enhance urban forestry efforts.	Low	Ongoing	Recreation	Strengthens urban tree canopy.
Review and update zoning regulations designating conservation or low-impact zones to restrict high-density development and certain construction activities.	Medium	Long-term	Planning Commission	Preserves natural resources.



Goal	Cost	Timing	Responsibility	Notes
<b>Parks &amp; Recreation</b>				
Develop a wayfinding system to guide users to parks and recreation facilities.	Medium	Medium-term	Recreation	Encourages usage and accessibility.
Ensure all existing and new parks and recreation facilities meet ADA requirements.	Medium	Short-term	Recreation	Promotes inclusivity in public spaces.
Develop a City-Wide Condition and Needs Assessment Plan of existing parks that describes the existing and future needs of each park in relation to its accessibility needs.	Medium	Medium-term	Recreation	Aligns planning with community needs.
Identify parcels in growth areas for future city parks.	Medium	Long-term	Planning and Zoning	Focus on underserved areas.
Develop tree ordinances to protect specific tree species within Brigham City limits.	Low	Medium-term	Planning and Zoning	Preserves local biodiversity.
Expand outdoor recreation and nature-based programs, especially for youth, in parks and recreation centers.	Medium	Short-term	Recreation	Promotes health and wellness.
Adopt ordinances requiring new developments along Box Elder Creek to provide open space and contribute to the city-wide trail network.	Low	Medium-term	Planning Commission	Enhances connectivity and recreation opportunities.
<b>Hazardous Areas</b>				
Assess current infrastructure vulnerabilities to extreme heat, including roads, bridges, and utilities, to prioritize improvements.	Medium	Medium-term	Public Works	Prioritizes climate adaptation measures.
Create and distribute materials on wildfire safety and preparedness through community centers, schools, and online platforms.	Low	Short-term	Emergency Management	Enhances community awareness and safety.
Designate hillside areas as protected zones, limiting residential and commercial development on slopes above a certain degree.	Medium	Long-term	Planning and Zoning	Reduces risk of landslides and erosion in vulnerable areas.



Goal	Cost	Timing	Responsibility	Notes
<b>Sensitive Areas or Sites</b>				
Conduct a comprehensive survey(s) to identify historically and culturally significant sites within Brigham City.	Medium	Medium-term	Historic Preservation and Museum Gallery Board	Protects and promotes local heritage.
Designate conservation subdivision zones for critical habitats and sensitive areas identified in environmental assessments.	Medium	Long-term	Planning and Zoning	Ensures habitat conservation.
<b>Housing</b>				
Amend zoning ordinances to allow for higher density residential units in either zoning districts or overlay districts for the downtown area, USU campus area, area around the future transit hubs, and along major transportation corridors connecting to jobs and other density.	Low	Short-term	Planning Commission	Supports affordable housing development.
Conduct housing audits and provide corrective actions on a regular basis to ensure affordable housing is achieved.	Low	Ongoing	Planning Commission	Identifies gaps in the market.
Develop design standards for infill housing to ensure compatibility with existing neighborhoods and maintain community character.	Medium	Medium-term	Planning Commission	Preserves community character.
Adjust the zoning map to encourage the development of higher-density housing in areas less prone to natural hazards, avoiding floodplains and other high-risk zones.	Medium	Medium-term	Planning Commission	Promotes safe housing development.
Zone or rezone for higher density or moderate income residential development in commercial or mixed-use zones near major transit investment corridors, commercial centers, or employment centers.	Medium	Medium-term	Planning Commission	Aligns housing with transit-oriented development.
Implement zoning incentives for moderate income units in new developments. This may include density bonuses and expedited permitting processes.	Low	Short-term	Planning and Zoning	Encourages affordable housing creation.



Goal	Cost	Timing	Responsibility	Notes
Reduce, waive, or eliminate impact fees related to moderate income housing.	Medium	Short-term	City Council	Removes financial barriers to affordable housing.
Create or allow for, and reduce regulations related to, multifamily residential dwellings compatible in scale and form with detached single-family residential dwellings and located in walkable communities within residential or mixed-use zones.	Medium	Medium-term	Planning Commission	Supports diverse housing options in walkable areas.
Create a home ownership promotion zone pursuant to Part 10, Home Ownership Promotion Zone for Municipalities.	Low	Long-term	Planning and Zoning	Encourages home ownership opportunities.
<b>Community Design</b>				
Amend the zoning code to enforce a maximum building height of three stories to preserve the city's skyline and maintain a human scale.	Low	Short-term	Planning Commission	Maintains aesthetic appeal.
Establish buffer zones around key historical sites such as the Box Elder County Courthouse to prevent incongruent developments that could detract from the area's character.	Low	Medium-term	Historic Preservation and Museum Gallery Board	Protects cultural heritage.
<b>Agriculture</b>				
Establish small gardens in existing parks or other appropriate locations in proximity to residential areas.	Low	Short-term	Recreation	Encourages community gardening.
Set up a seed library at the City Library to improve access to gardening resources and create opportunities for community interaction.	Low	Short-term	Recreation	Promotes sustainable practices.
<b>Utility Infrastructure</b>				
Plan budgets to complete updates to CFPs every five to six years	Medium	Medium-term	Public Works	Supports infrastructure planning.
Update the culinary water, wastewater, storm water, and secondary water Impact Fee Facilities Plans (IFFPs) and Impact Fee Assessments (IFAs).	High	Long-term	Public Works	Enhances resource management.



# Appendix

APPENDIX A – BRIGHAM CITY  
MODERATE INCOME HOUSING  
PLAN

## APPENDIX A – BRIGHAM CITY MODERATE INCOME HOUSING PLAN

**Purpose.** HB462, adopted by the 2022 Utah Legislature, directed each municipality of the first, second, third, or fourth class within counties of the first, second, or third class to amend its general plan to include a moderate income housing element meeting the requirements as itemized in the legislation. HB462 requires that the plan:

- Provides a realistic opportunity to meet the need for additional moderate income housing within the next five years;
- Selects three or more moderate income housing strategies for implementation; and
- Includes an implementation plan; and
- An analysis of how the municipality will provide a realistic opportunity for the development of moderate income housing within the next five years; and
- Shall include a recommendation to implement three or more moderate income housing strategies a contained in the legislation.

Appendix A – Brigham City Moderate Income Housing Plan is adopted in compliance with this mandate.

### **5-Year Estimates of Moderate-Income Housing Needs.**

Estimates of moderate-income housing needs are provided by the Kem C. Gardner Policy Institute at the University of Utah and are included in this Addendum as Attachment “A”. The information in Attachment “A” is somewhat outdated and will be updated as the Kem C. Gardner Policy Institute is able to update this data.

Consistent with the language and intent of HB462, Brigham City has analyzed its land use codes and provides the following as strategic affordable housing development policies to be considered for continuation or adoption in order to encourage the private sector to respond to market demand for affordable housing.

### **Moderate Income Housing Strategies, Implementation Plans, and Timelines.**

Utah Code 10-9a-403 (2)(b)(iii) mandates that the General Plan include a recommendation for implementation of three or more strategies from a menu of strategies provided in the code.

Brigham City adopts the following moderate income housing strategies, some of which are already incorporated into the City’s General Plan and land use code, with associated implementation strategies and timelines:

- **Strategy – Rezone for densities necessary to facilitate the production of Moderate Income Housing**
  - a. **Implementation strategy:** Brigham City has land zoned R-M-7 (seven units per acre), R-M-15 (15 units per acre), and R-M-30 (30 units per acre). These zoning designations provide ample density for low to moderate income housing to be built. The City will analyze the area within its jurisdiction to determine where there are opportunities to amend the General Plan map to provide for additional areas that would be appropriate for higher density designations. This process will utilize the City’s GIS and analyze market practices that result in low to moderate income housing to determine where such

opportunities might best be found. The City will also analyze its land use code to identify potential for amendments that would facilitate development of moderate income housing within these zoning districts.

b. **Timeline:**

i. **Q2 - 2025**

1. Identify individual or contiguous undeveloped parcels in excess of five acres currently designated for low density, medium density, or high-density housing.
2. Analyze suitability of identified parcels for moderate income housing development, including mixed use projects that include housing, commercial, office, and/or other uses.

ii. **Q3/Q4 2025**

1. Research strategies to integrate moderate income housing into existing low, medium, and high-density housing and commercial zoning districts.
2. Draft code amendments based on this research.
3. Present results of these analyses to the Planning Commission for their consideration and recommendations to the City Council for any amendments to the Brigham City General Plan and land use code.

iii. **Q1 2026**

1. Present Planning Commission recommendations to City Council for final action.

• **Strategy – Demonstrate investment in the rehabilitation or expansion of infrastructure that facilitates the construction of Moderate Income Housing**

a. **Implementation strategy:** Brigham City continuously invests in its infrastructure including streets, water, sewer, storm drainage, electrical, and telecommunications. The City annually reviews its Capital Facilities Plan to determine what capital projects will be funded. The City will add considerations related to Moderate Income Housing to its Capital Facilities Plan and budgeting process on an annual basis.

b. **Timeline:**

i. **Q1/Q2/Q3 Annually**

1. The City will review its Capital Facilities Plan for projects that will support moderate income housing while accomplishing other City and utility goals.
2. The City will fund capital projects as funding allows to support moderate income housing.

• **Strategy – Demonstrate investment in the rehabilitation of existing uninhabitable housing stock into Moderate Income Housing**

a. **Implementation strategy:** Brigham City has cooperated with Neighborhood Nonprofit Housing Corporation to provide grants for rehabilitation of low income housing. This practice will continue contingent on the availability of funds from future project area budgets including Brigham City Redevelopment Agency project areas and the Utah Inland Port Golden Spike Project Area budgets providing for tax increment and/or tax differential to be utilized for housing purposes.

b. **Timeline:**

i. **Annually**

1. The City will utilize housing funds from tax increment/differential districts administered by the Brigham City Redevelopment Agency and

received from the Utah Inland Port Authority to support ongoing housing rehabilitation grants

- **Strategy – Create or allow for, and reduce regulations related to, internal or detached accessory dwelling units in residential zones**
  - a. **Implementation strategy:** Brigham City has amended its land use codes to provide for both internal and detached (external) accessory dwellings. The City has created a database to track permitting of accessory dwelling units and will maintain the database on an ongoing basis. The City will also explore strategies for promoting new accessory dwelling units.
  - b. **Timeline:**
    - i. **Annually**
    - ii. The City will maintain its database for tracking of ADU permits and report on ADU permits annually.
- **Strategy – Zone or rezone for higher density or moderate-income residential development in commercial or mixed-use zones near major transit investment corridors commercial centers, or employment centers**
  - a. **Implementation strategy:** Residential development is allowed in Brigham City’s G-C (General Commercial) zone with a density of 30 units per acre subject to certain provisions. Residential uses are also allowed in the CBD (Central Business District) above, behind, or beneath a principal commercial use. The City will consider amendments to the G-C and CBD zoning districts to provide more flexibility in the development of low to moderate income housing.
  - b. **Timeline:**
    - i. **Q2 2025**
      - 1. Identify individual or contiguous undeveloped parcels in excess of five acres currently designated for commercial uses.
      - 2. Analyze suitability of identified parcels for moderate income housing development, including mixed use projects that include housing, commercial, office, and/or other uses.
    - ii. **Q3 2025**
      - 1. Research strategies to integrate moderate income housing into existing commercial land use code language.
      - 2. Draft code amendments based on this research.
      - 3. Present results of these analyses to the Planning Commission for their consideration and recommendations to the City Council for any amendments to the Brigham City General Plan and land use code.
    - iii. **Q1 2026**
      - 1. Present Planning Commission recommendations to City Council for final action.
- **Strategy – Amend land use regulations to eliminate or reduce parking requirements for residential development where a resident is less likely to rely on the resident’s own vehicle, such as residential development near major transit investment corridors or senior living facilities**
  - a. **Implementation strategy:** Brigham City’s land use code allows for a reduction in parking when parking demand is less than otherwise required. In the CBD (Central Business District) zone, the City will work toward amendment of its land use codes to

facilitate development of under utilized upper stories and other spaces for low to moderate income housing.

**b. Timeline:**

**i. Q2/Q3 2025**

1. Research approaches to parking used in historic downtown districts in Utah and other states.
2. Draft code amendments to provide for more flexibility in parking for the CBD zone to facilitate conversion of upper stories for moderate income housing.
3. Present draft code amendments to Planning Commission for consideration and recommendation to the City Council.

**ii. Q1 2026**

1. Present Planning Commission recommendations to City Council for final action.

- **Strategy – Apply for or partner with an entity that applies for state or federal funds or tax incentives to promote the construction of Moderate Income Housing, an entity that applies for programs offered by the Utah Housing Corporation within that agency’s funding capacity, an entity that applies for affordable housing programs administered by the Department of Workforce Services, an entity that applies for affordable housing programs administered by an association of governments established by an interlocal agreement under Title 11, Chapter 13, Interlocal Cooperation Act, an entity that applies for services provided by a public housing authority to preserve and create moderate income housing, or any other entity that applies for programs or services that promote the construction or preservation of moderate income housing.**

- a. **Implementation strategy:** Brigham City has cooperated with developers applying for low income housing tax credits to construct several low income housing projects. The City has also cooperated with Neighborhood Nonprofit Housing Corporation to provide grants for rehabilitation of low income housing, has partnered with Habitat for Humanity in its efforts to provide opportunities for low income housing, and has waived impact fees for low income housing. The City will continue to cooperate as opportunities arise for the utilization of low income housing tax credits, and with the provision of rehabilitation grants, waiver of impact fees for low income housing, and other programs.

**b. Timeline:**

**i. Annually**

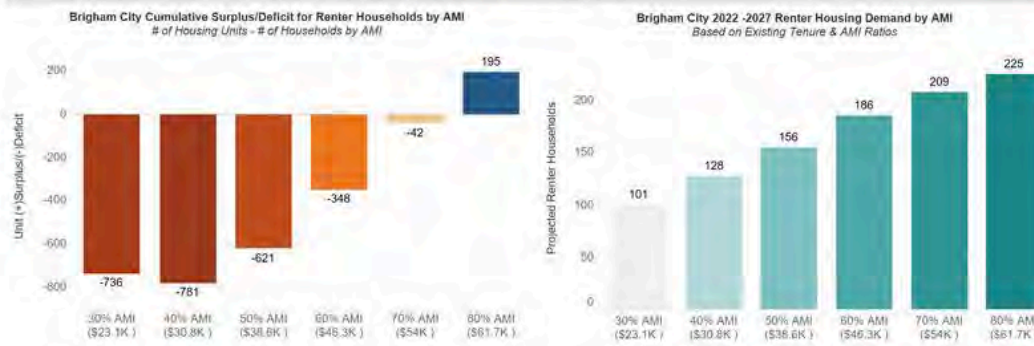
1. The City will cooperate with developers as requested by them to provide support for low income housing tax credits and other housing programs administered by the Department of Workforce Services.
2. The City will continue to support low income housing rehabilitation grants and other efforts utilizing housing funds from tax increment districts administered by the Brigham City Redevelopment Agency and housing tax differential received from the Utah Inland Port Authority Golden Spike Project Area.

- **Strategy – Demonstrate utilization of a Moderate Income Housing set aside from a community reinvestment agency, redevelopment agency, or community development and renewal agency to create or subsidize moderate income housing.**

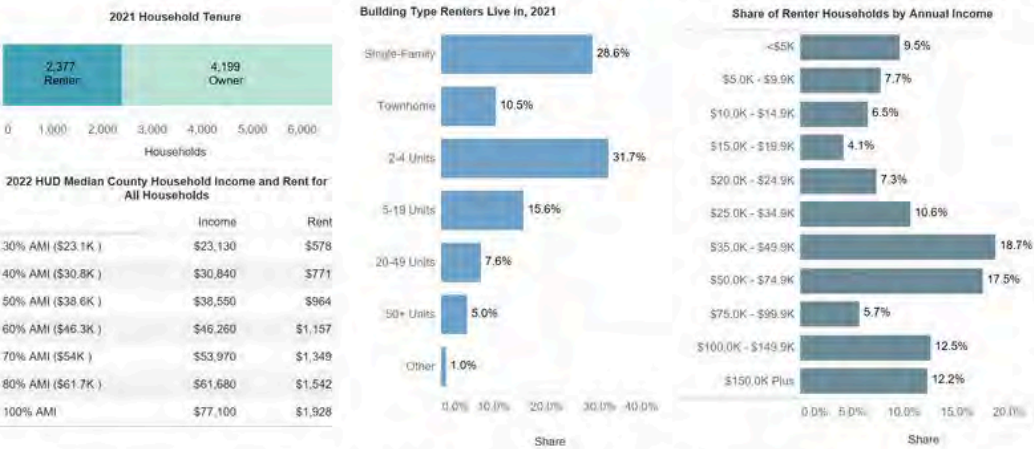
- a. **Implementation strategy:** Brigham City has utilized housing set aside funds from the Northwest Economic Development Project Area to fund low income housing rehabilitation grants and impact fee waivers for low income housing.
- b. **Timeline:**
  - i. **Annually**
    - 1. The City will continue to support low income housing rehabilitation grants and other efforts utilizing housing funds from tax increment districts administered by the Brigham City Redevelopment Agency and housing tax differential from the Utah Inland Port Authority Golden Spike Project Area.

# ATTACHMENT A

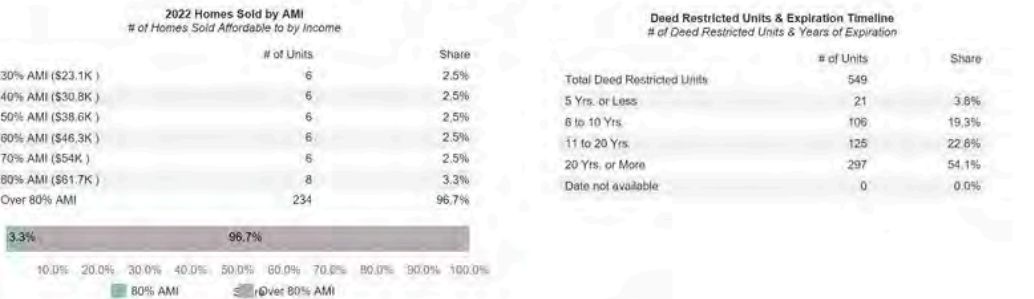
## Select Area Brigham City 2022 Affordable Housing Dashboard



### Brigham City Assumptions Overview



### Additional Brigham City Housing Metrics



Sources: US Census American Community Survey 5-Yr Estimates, Ken C. Gardner Policy Institute, Department of Housing & Urban Development, Utah Department of Transportation, WFRC, MAG, Utah Housing Corporation, RentRange-AltSource, UtahRealEstate.com



# APPENDIX B – EXISTING PEDESTRIAN AND SIDEWALK MASTER PLAN

The existing Pedestrian and Sidewalk Master Plan was adopted in October 2006 and amended in July 2007. The full Pedestrian and Sidewalk Master Plan can be found on the Brigham City website at: [APPENDIX B – EXISTING PEDESTRIAN AND SIDEWALK MASTER PLAN](#)



# APPENDIX C – SOUTHEASTERN BOX ELDER COUNTY 2017 ACTIVE TRANSPORTATION PLAN

The Southeastern Box Elder County Active Transportation Plan was developed in 2017 for Box Elder County, Brigham City, Perry City, South Willard (unincorporated), and Willard City residents, visitors, and future generations, and serves as a tool for active transportation efforts.

The Historic Orchard Pathway is a key route along Brigham City's 1100 W/1200 West corridor connecting Brigham City, Perry City, and Willard City.

The full plan can be found on the Brigham City website at:

<https://www.bcutah.gov/page/planning-and-zoning>



# HISTORIC ORCHARD PATHWAY



Figure 3-4. The HOP will provide a low-traffic alternative to traveling north and south between area communities.

## CORRIDOR TYPES

- Existing Shared-Use
- Funded Shared-Use
- Proposed Shared-Use
- Proposed Shared-Use Connector
- Other Proposed and Existing Corridors

## EXISTING FACILITIES & FEATURES

- Municipal Parks
- Federal & State Public Lands
- Municipal Boundaries
- Water
- Roads

Passing through the iconic orchards and farmlands of southeastern Box Elder County, the Historic Orchard Pathway, or HOP, follows the former Utah-Idaho Central Railway north from Weber County, linking South Willard, Willard, Perry and Brigham City.

**RECOMMENDED CORRIDOR TYPE:** Paved shared-use path (separated)

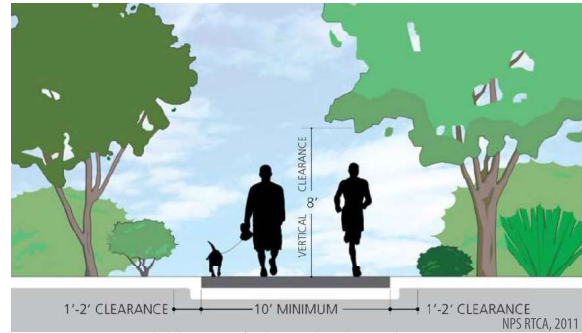


Figure 3-5. Recommended dimensions for the HOP shared-use path.

**RECOMMENDED CORRIDOR USES:** Pedestrian, bicycle, equestrian (off trail)

**LEVEL OF DIFFICULTY:** Easy

**CORRIDOR CONNECTIONS:** Community center, civic buildings, agricultural areas, commercial and manufacturing districts, existing parks

**APPROXIMATE CORRIDOR LENGTH:**

- South Willard/Brigham County: 6.0 miles
- Willard: 3.5 miles
- Perry: 5.0 miles
- Brigham City: 4.0 miles
- Brigham City connector: 3.0 Miles
- TOTAL: 21.5 miles**

**RESPONSIBLE ENTITIES:**

- Box Elder County
- Brigham City
- Perry City
- Willard City

**EXISTING CONDITIONS:**

- Paved shared-use: 1.5 miles
- Unpaved shoulder: 2.5 miles
- Funded sections: 1.75 miles

**PROPOSED TIMELINE: 2015-2025**



Figure 3-6. Existing section of the HOP located on the north end of Willard.

# APPENDIX D – TRANSPORTATION MASTER PLAN

The Transportation Master Plan is listed below in this appendix. Additionally, an interactive transportation map can be accessed by this link:

**<https://experience.arcgis.com/experience/a11fdca44c1c483baa99aff77ef3ca30>**

# Transportation Master Plan

### Legend

<b>Intersections</b>	<b>Proposed Functional Class</b>
200 S & US-89 Interchange	Interstate
SR-13 & Main Intersection	Principal Arterial
4000 N & I-15 Interchange	Minor Arterial
900 W & SR-13	Proposed Minor Arterial
East Bench Connection to Perry	Proposed Collector
Future UTA Station 1100 South	Local
Future UTA Station 200 South	Proposed Local
	Potential Transload Facility
	Annexation Boundary
	City Boundary

### SR-13 / Main Intersection

The intersection of SR-13 (900 North) and Main Street (SR-38) is an offset intersection that requires better functionality and City-entrance presence. Studies are being conducted to determine if a roundabout is a feasible solution for the future.

### 200 S / US-89 Interchange

Gravel pit trucking operations currently impact that function, maintenance, and feel of 200 South and Main Street. Brigham City is hopeful for construction of an interchange at 200 South and US-89 to provide direct access for trucking operations at US-89 to avoid the trucking presence in the center of the City.

### 4000 N / I-15 Interchange

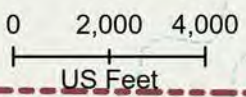
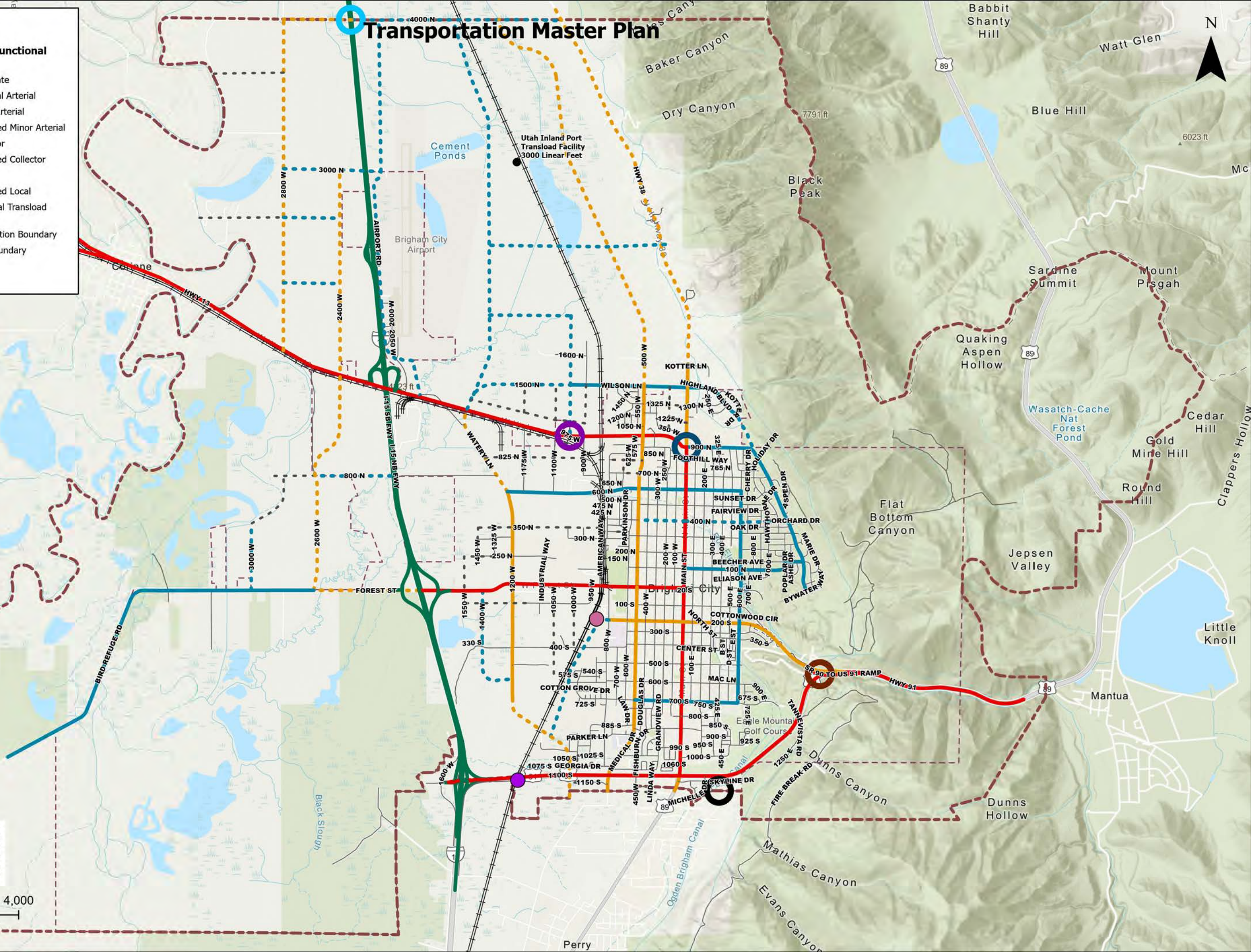
An additional interchange on I-15 is planned at 4000 N to allow access to the Interstate for future growth in northern Brigham City.

### 900 W / SR-13

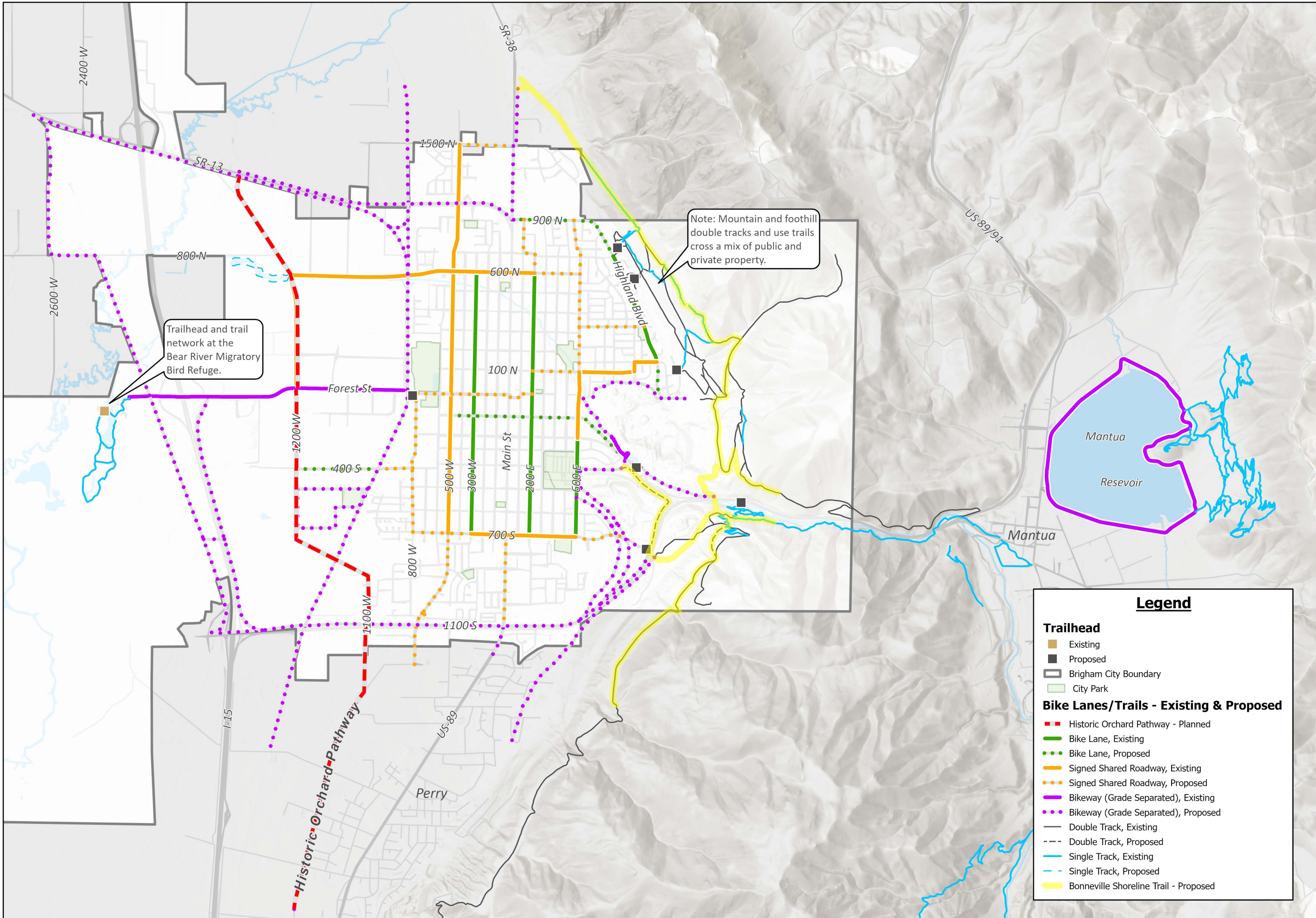
Realign 900 W to accommodate truck traffic.

### East Bench Connection to Perry

Future Connection on the east bench to Perry near the Ogden-Brigham Canal.



# APPENDIX E – BIKEWAYS AND TRAILS PLAN



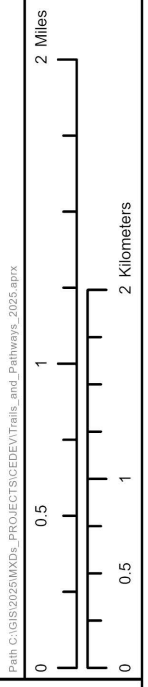
Trailhead and trail network at the Bear River Migratory Bird Refuge.

Note: Mountain and foothill double tracks and use trails cross a mix of public and private property.

Disclaimer: This map was produced by Brigham City Geographic Information Systems (GIS). The GIS is designed for use in queries, modeling and planning. This map is not a substitute for government records maintained by Brigham City Planning and Public Works or Box Elder County Assessor and Recorder's office. The information is believed to be accurate and suitable for limited uses. Brigham City makes no warranty as to the accuracy of the information contained for any other purposes.



Date: 2/26/2025  
Author: anthonyw



### Legend

**Trailhead**

- Existing (Brown square)
- Proposed (Black square)
- Brigham City Boundary (Grey outline)
- City Park (Light green area)

**Bike Lanes/Trails - Existing & Proposed**

- Historic Orchard Pathway - Planned (Red dashed line)
- Bike Lane, Existing (Green solid line)
- Bike Lane, Proposed (Green dotted line)
- Signed Shared Roadway, Existing (Orange solid line)
- Signed Shared Roadway, Proposed (Orange dotted line)
- Bikeway (Grade Separated), Existing (Purple solid line)
- Bikeway (Grade Separated), Proposed (Purple dotted line)
- Double Track, Existing (Black solid line)
- Double Track, Proposed (Black dashed line)
- Single Track, Existing (Blue solid line)
- Single Track, Proposed (Blue dashed line)
- Bonneville Shoreline Trail - Proposed (Yellow solid line)

# Bikeways & Trails



# APPENDIX F – Downtown Master Plan



**DOWNTOWN  
BRIGHAM CITY**  
**MASTER PLAN**



UPDATE

2024

Prepared By:



Downtown Redevelopment  
Services, LLC

# TABLE OF CONTENTS



**| 01 |**

**EXECUTIVE SUMMARY**

**02**



**| 02 |**

**DOWNTOWN VISION & VALUES**

**05**



**| 03 |**

**DOWNTOWN EXISTING CONDITIONS**

**08**

**Downtown SWOT Analysis**

**09**

Strengths

09

Weaknesses

09

Opportunities

10

Threats

10

**Built Environment Analysis**

**11**

Overall Findings

12

Built Environment

13

Urban Design

15

Multimodal Circulation

16

Real Estate and End-User Mix

17

Cultural Asset Inventory

19



**| 04 |**

**DOWNTOWN MARKET GAP ANALYSIS**

**23**

Identified Trade Area

23

Missing Services & Amenities

24

Start-Up or Growth Opportunities

25

Missing Sector Recommendations

29

Economic Impact of Missing Services or Amenities

30

Economic Development Opportunities

31



**| 05 |**

**DOWNTOWN BRIGHAM CITY RECOMMENDATIONS**

**33**

Built Form Recommendations

33

Urban Design Recommendations

37

Parking & Transportation Recommendations

41

Economic Vitality Analysis

46

Cultural Asset Inventory

47

Targeted Redevelopment Site

48

Downtown Housing Assessment and Recommendations

59



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.

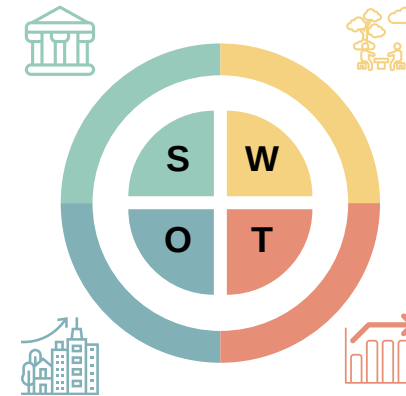
## Existing Conditions Analysis

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.

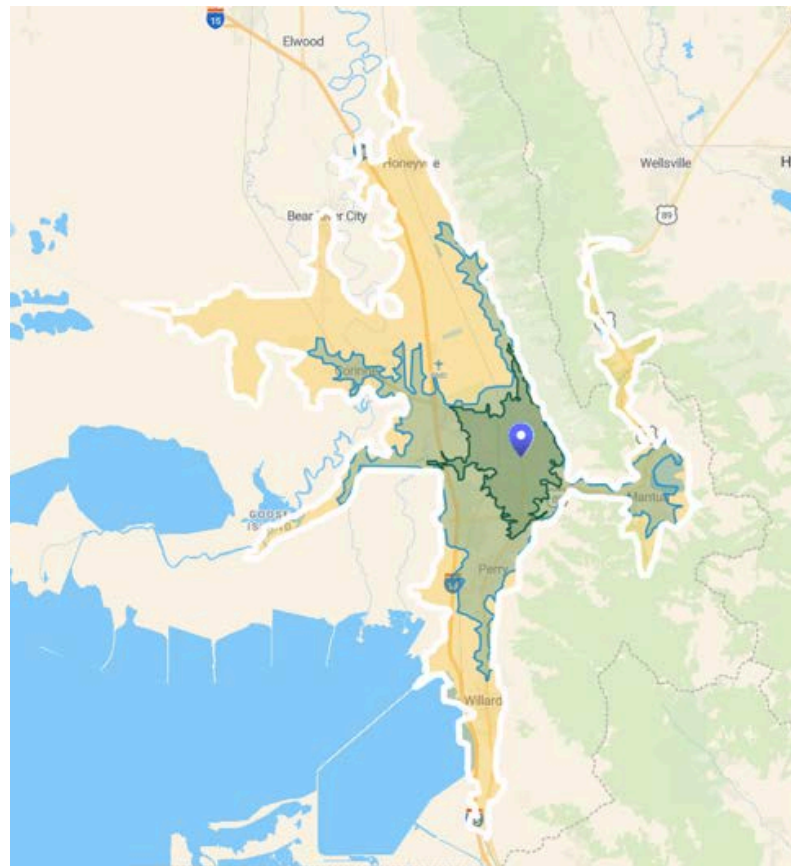


Figure X: Downtown Brigham City Trade Areas

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.





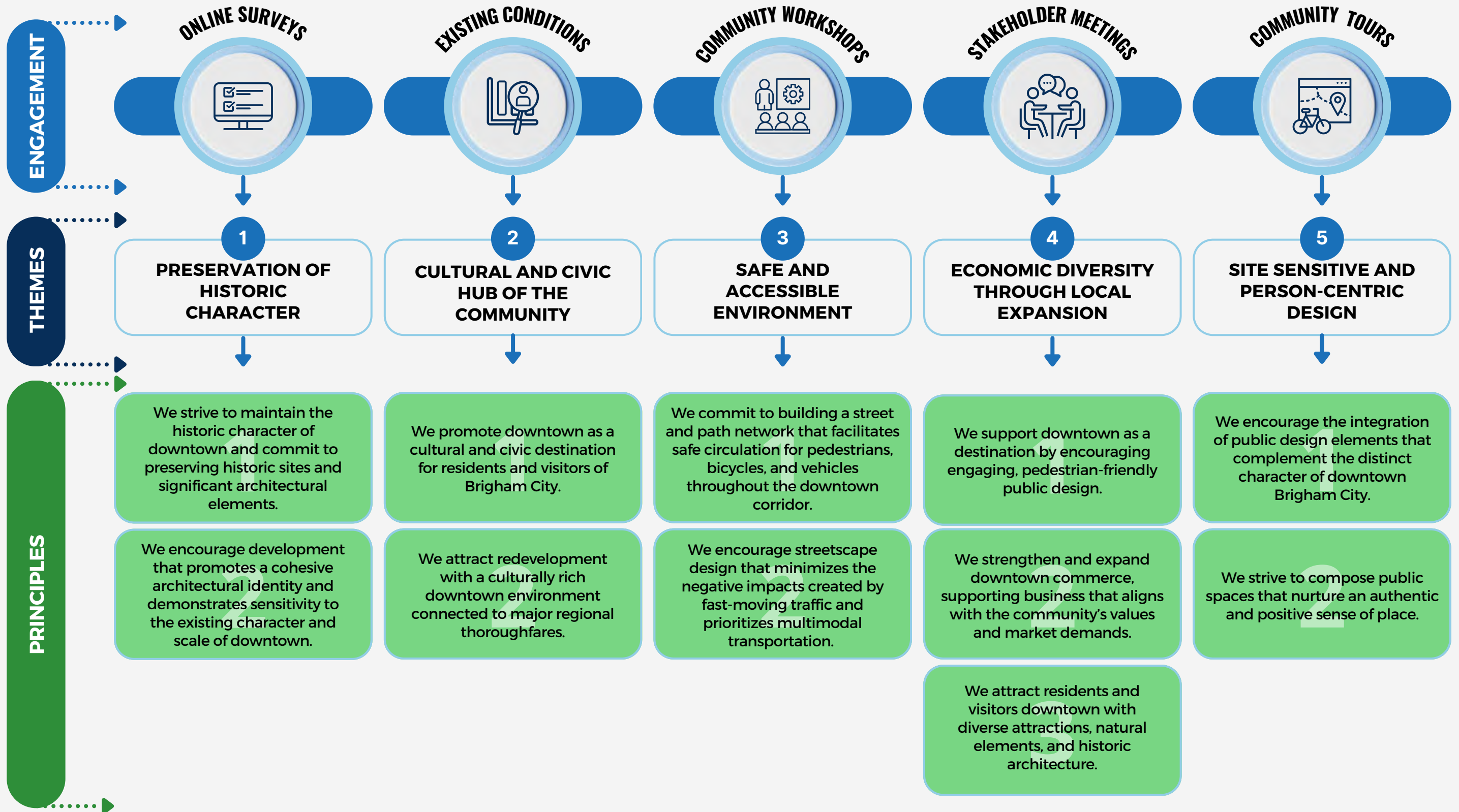
# DOWNTOWN VISION & VALUES

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.



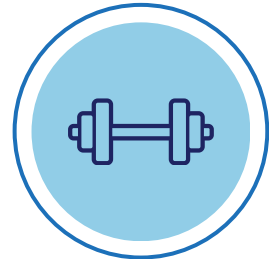
Figure X: Downtown Brigham City Map

## 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

# S

- ✔ 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

# W

- ✔ 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

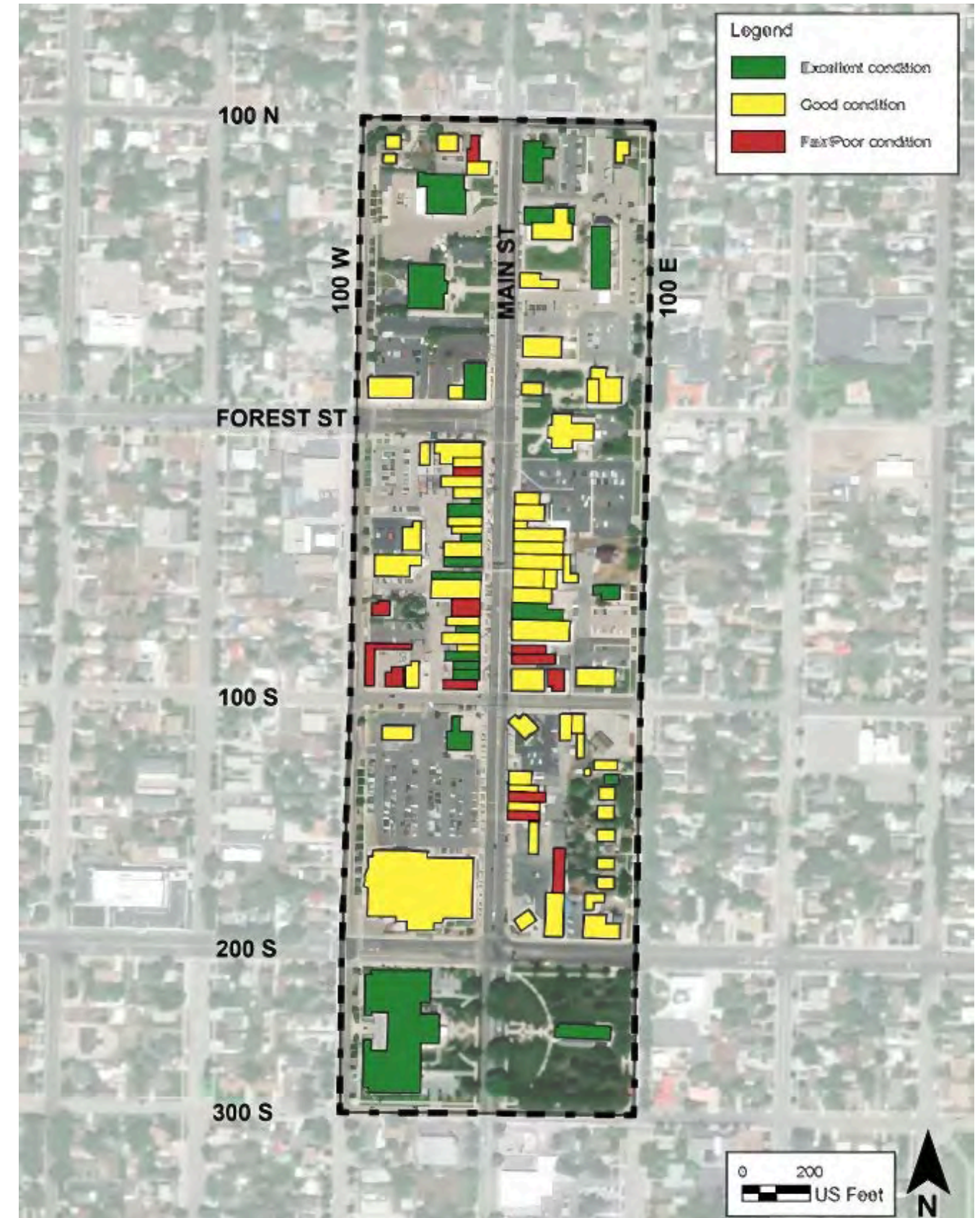


Figure X: Building Condition



## 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.

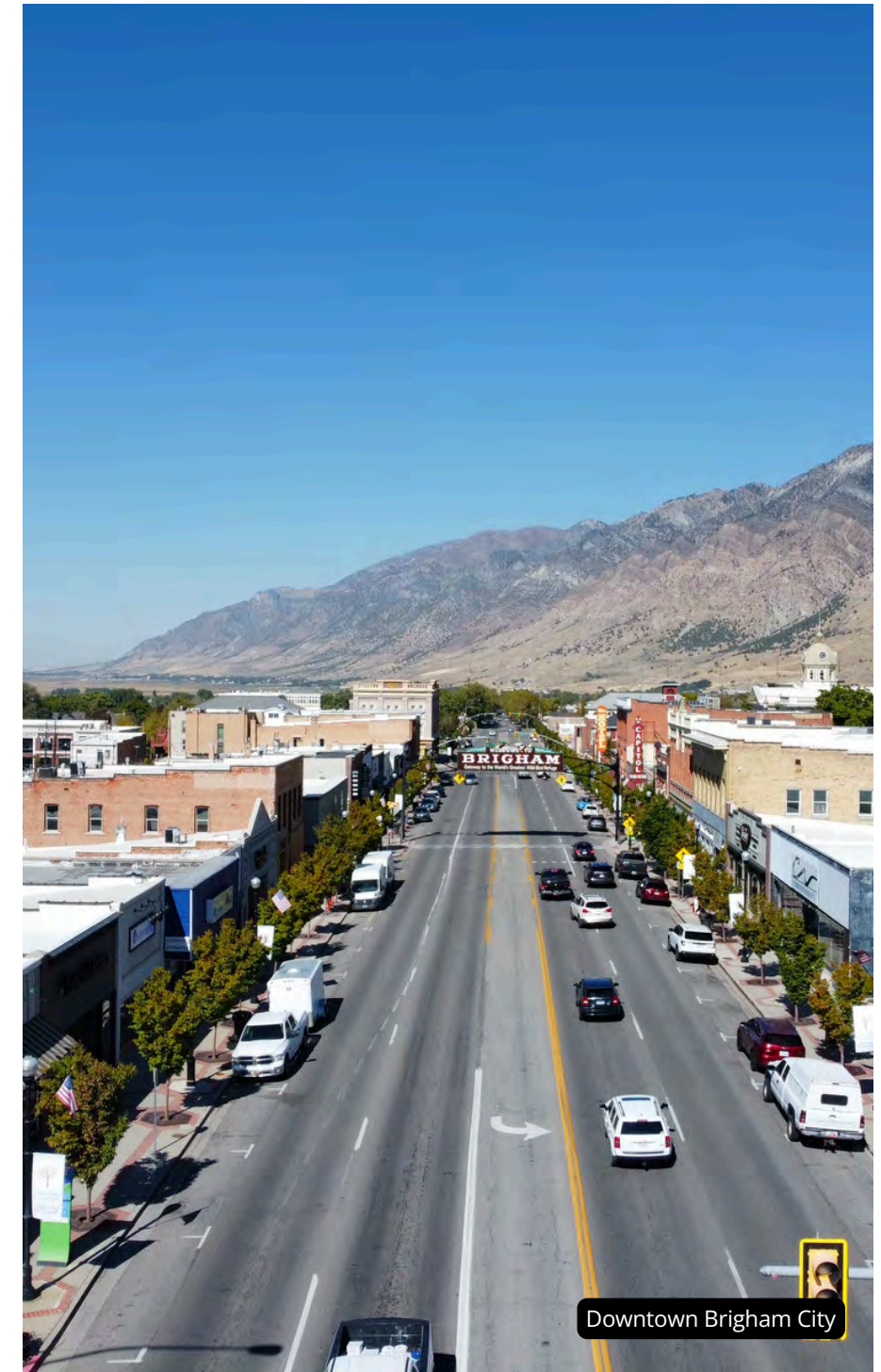
Public amenities such as restrooms and drinking fountains are absent along Main Street outside of government buildings.

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
<b>Main Street</b>	16,000–17,000
<b>500 West</b>	3,500–6,800
<b>600 East</b>	5,100
<b>200 South</b>	11,000
<b>Forest Street</b>	7,500
<b>100 North</b>	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.

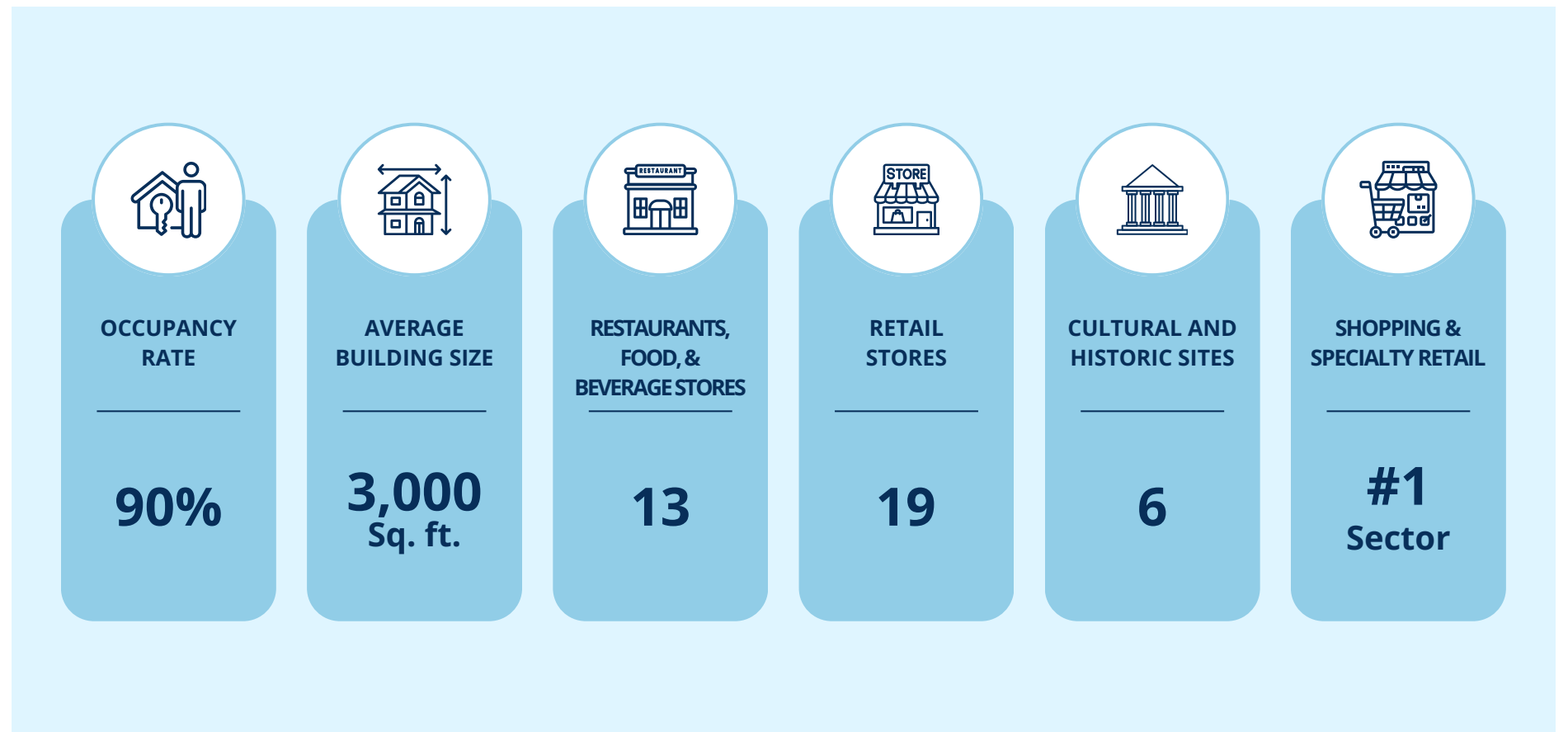
Most commercial activity is concentrated along Main Street, however, residential properties do exist in close proximity to Main Street, with single-family detached housing one block east and west of Main Street.

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):

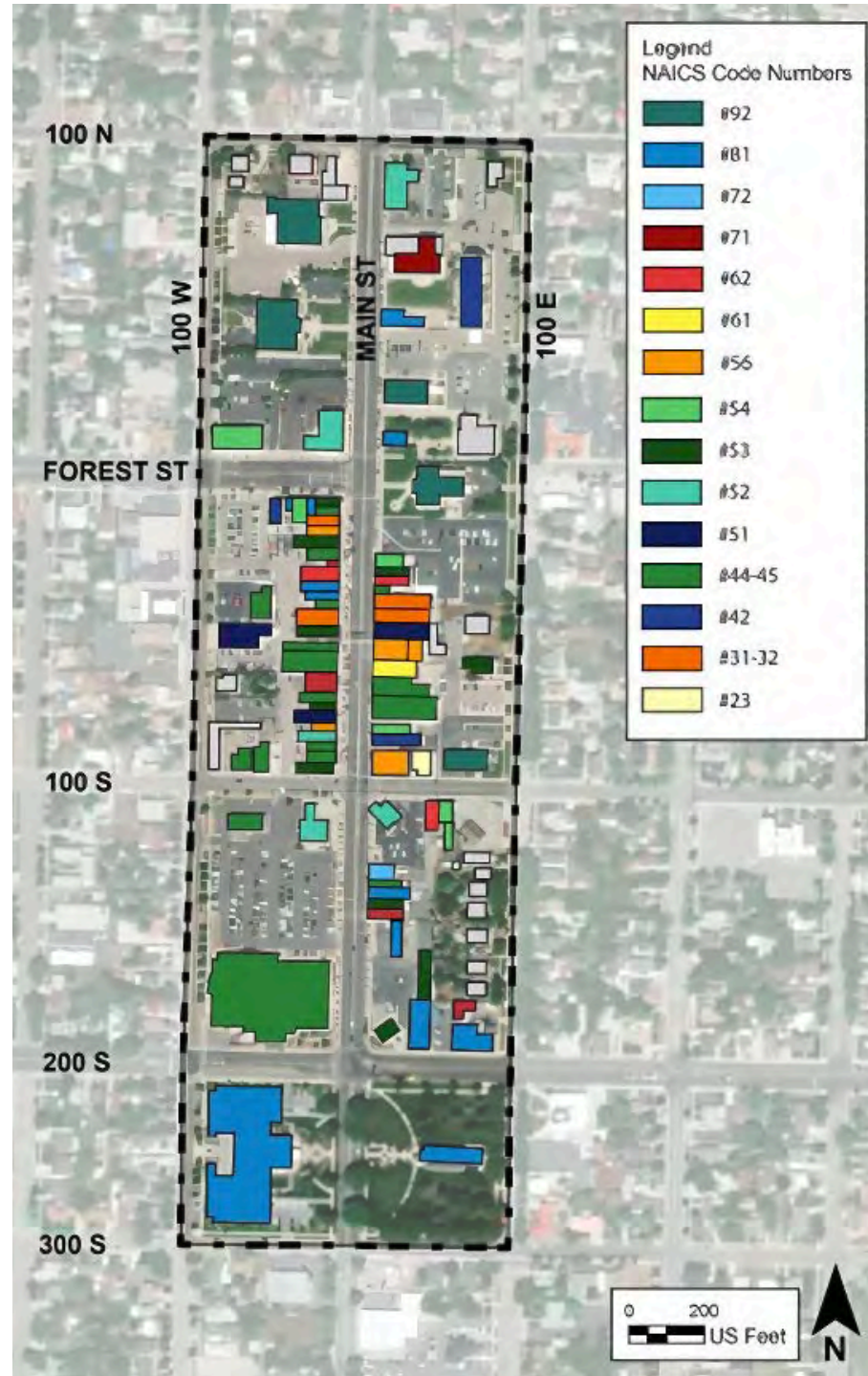


Figure X: Business Inventory



Figure X: Building Occupancy

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

Table X:



# 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:



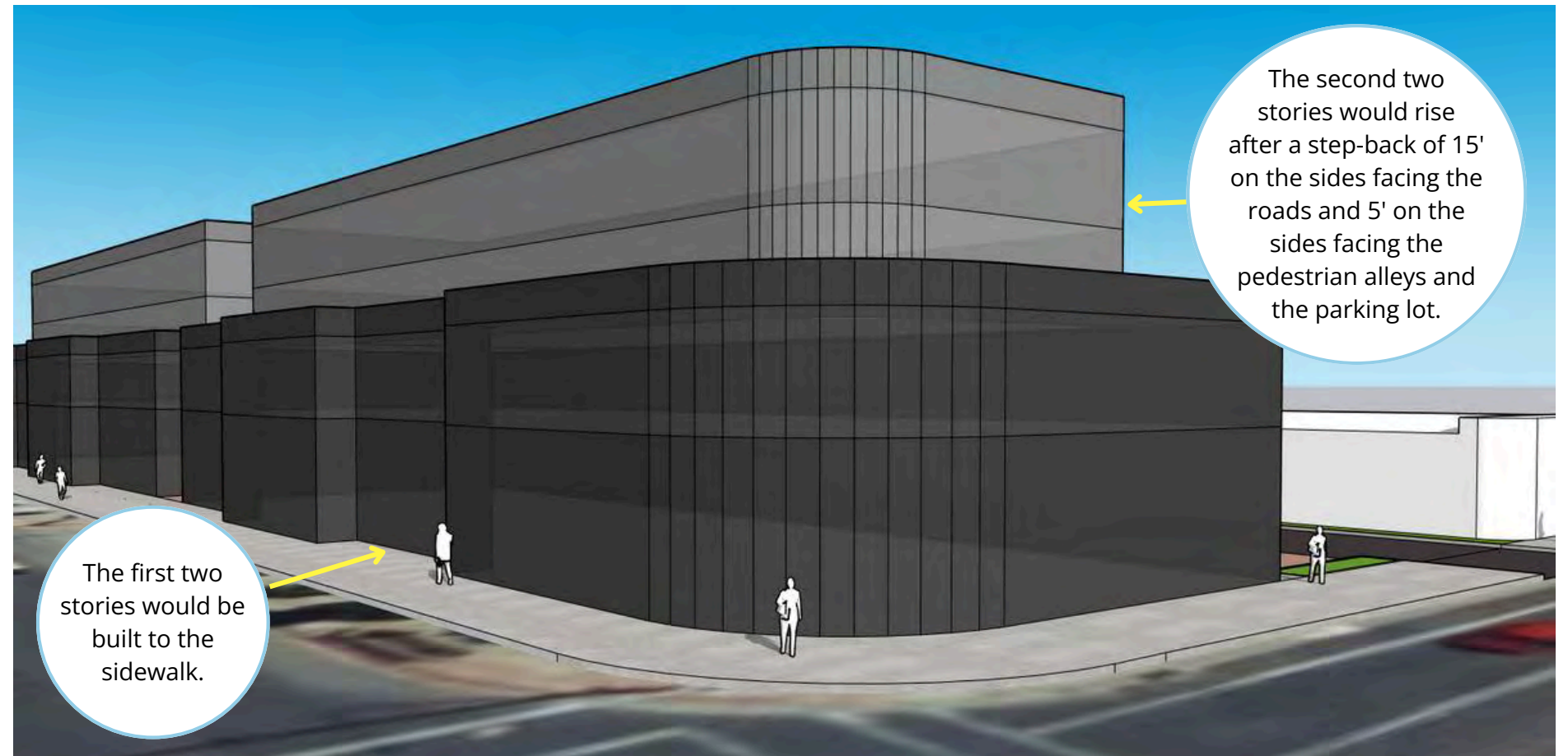
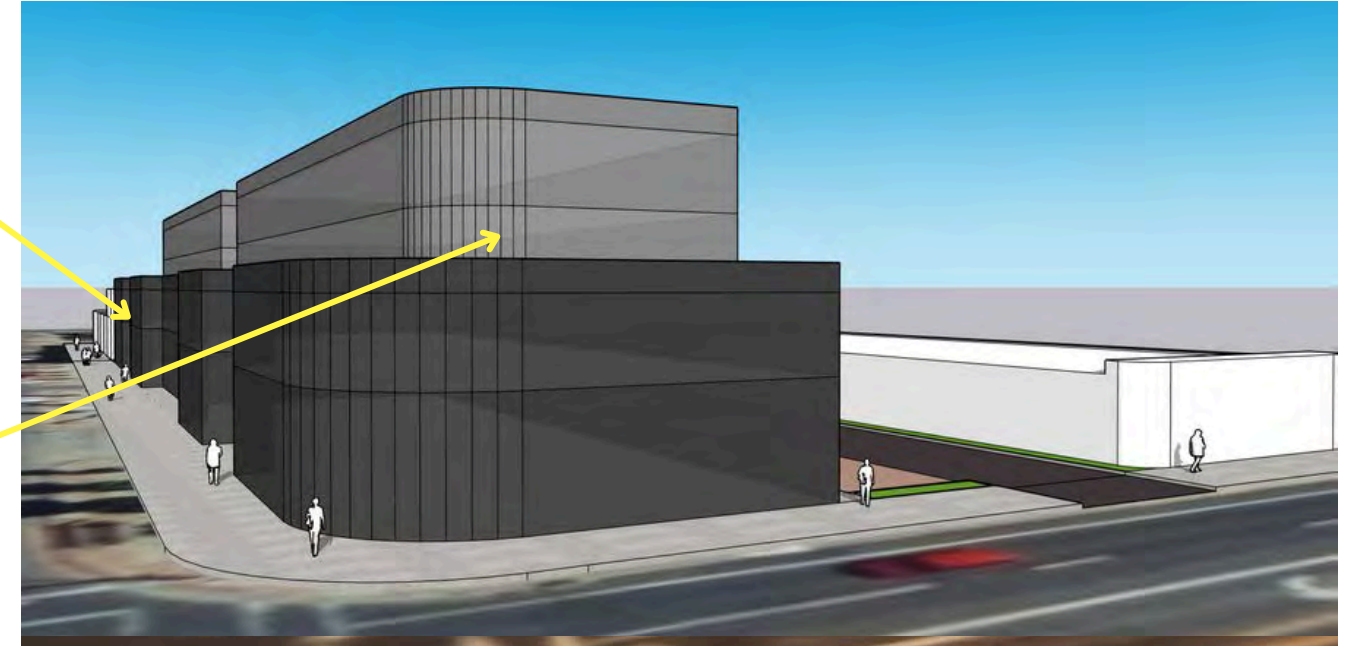
## Targeted Redevelopment Site

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.



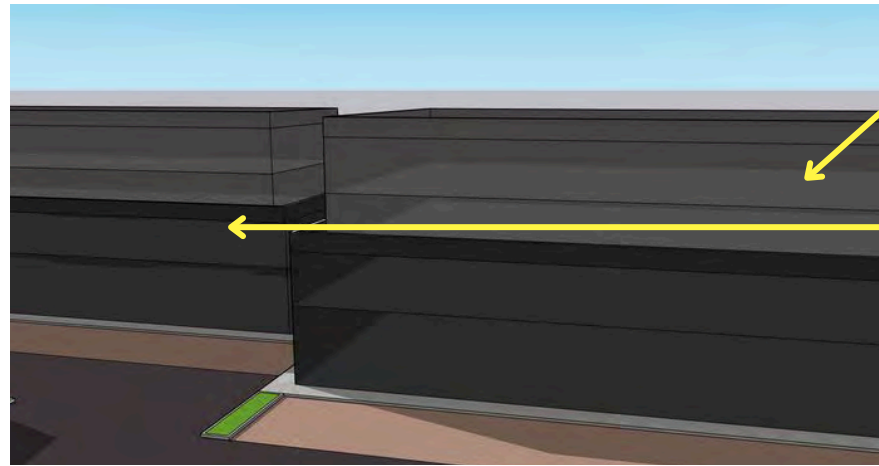
- These renderings depict mixed-use infill development to continue the front facade from the buildings due north. Both buildings would both be four stories.
- In accordance with historic downtown guidelines, the new development:
  - Maintains the traditional orientation, alignment, and setback of existing 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.

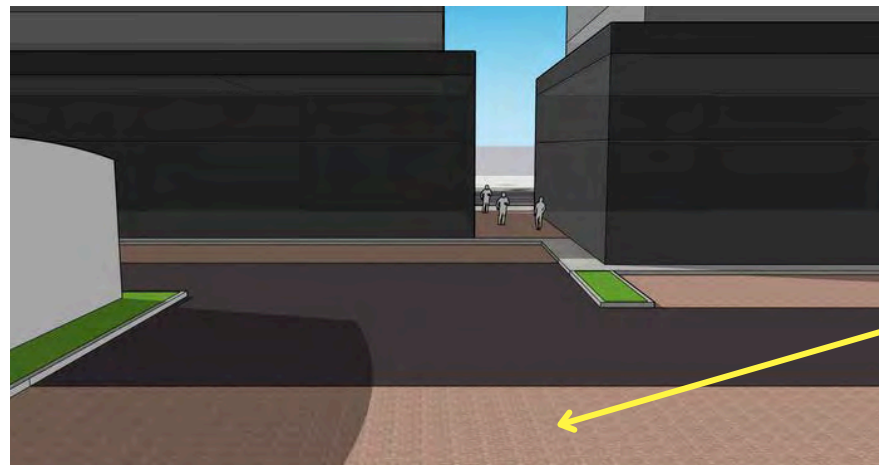




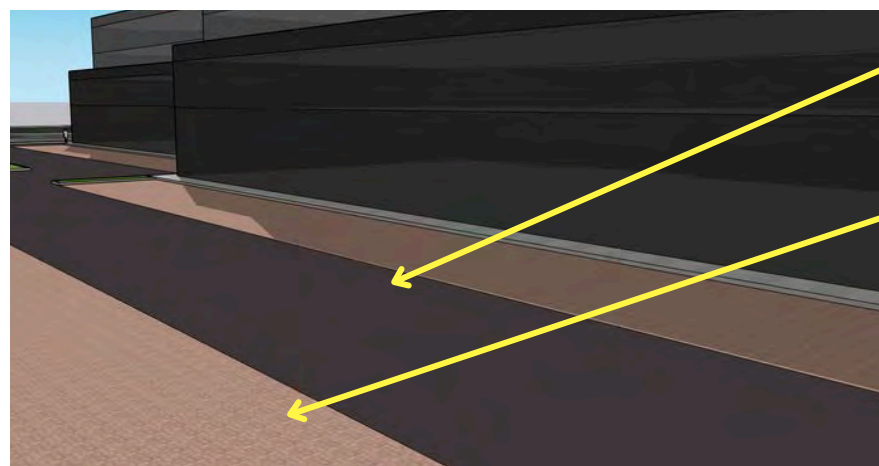
# Targeted Redevelopment Site



- 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.



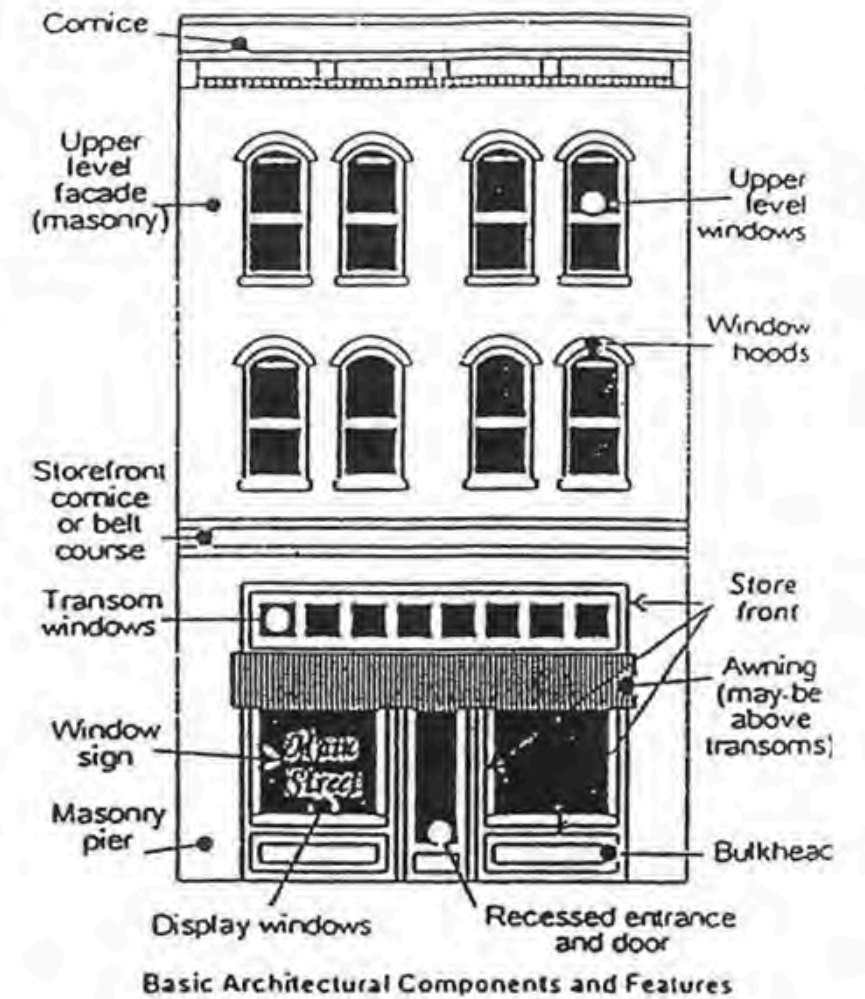
- Assuming 25% of GSF is set aside for common area, walls, elevators, and stairs, that leaves residential floors with 7,508 sq. ft. in the north building and 4,267 in the south building.
- With 23,550 sq. ft. of residential, 23 apartments averaging about 1,024 sq. ft. can be fit into these buildings.



- 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.



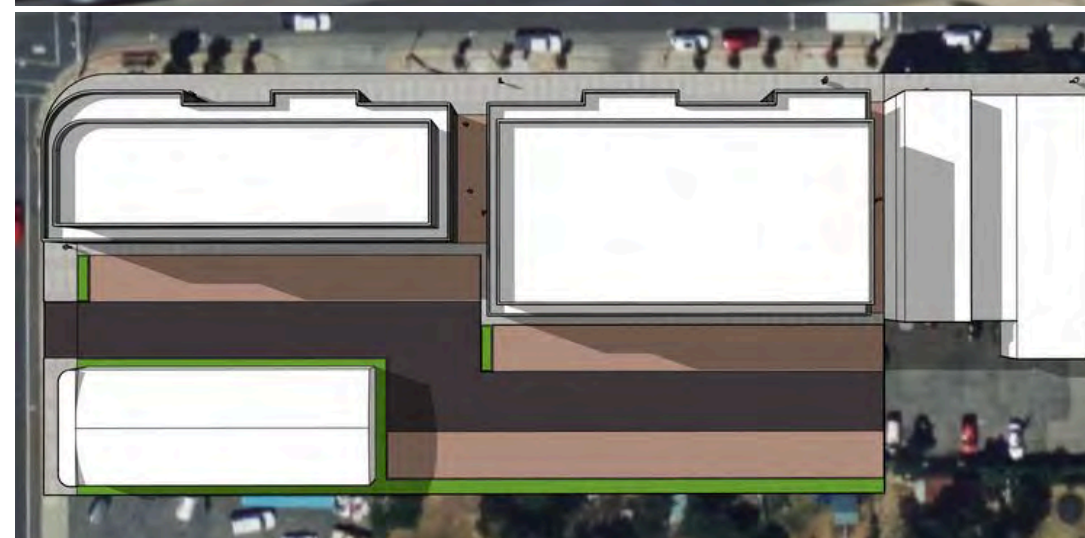
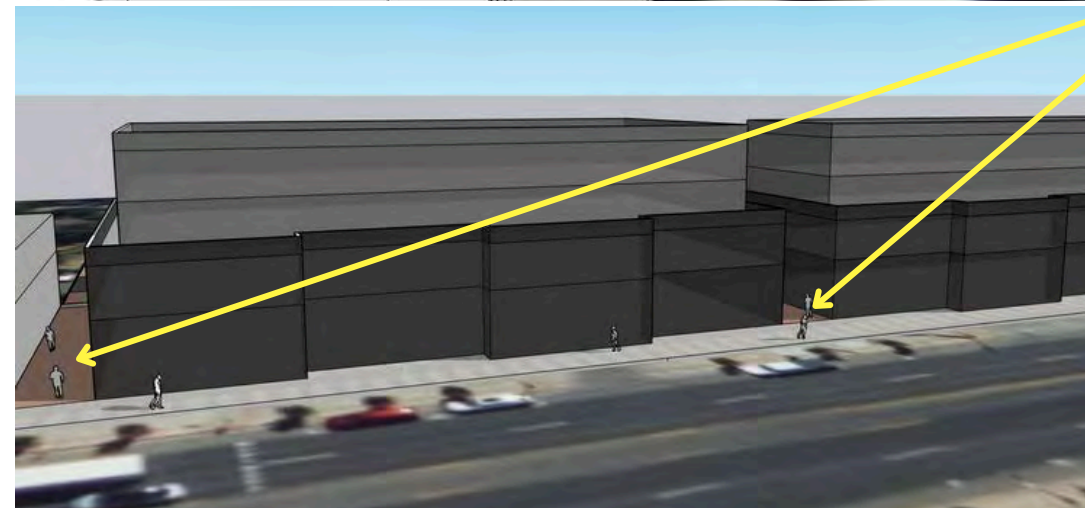
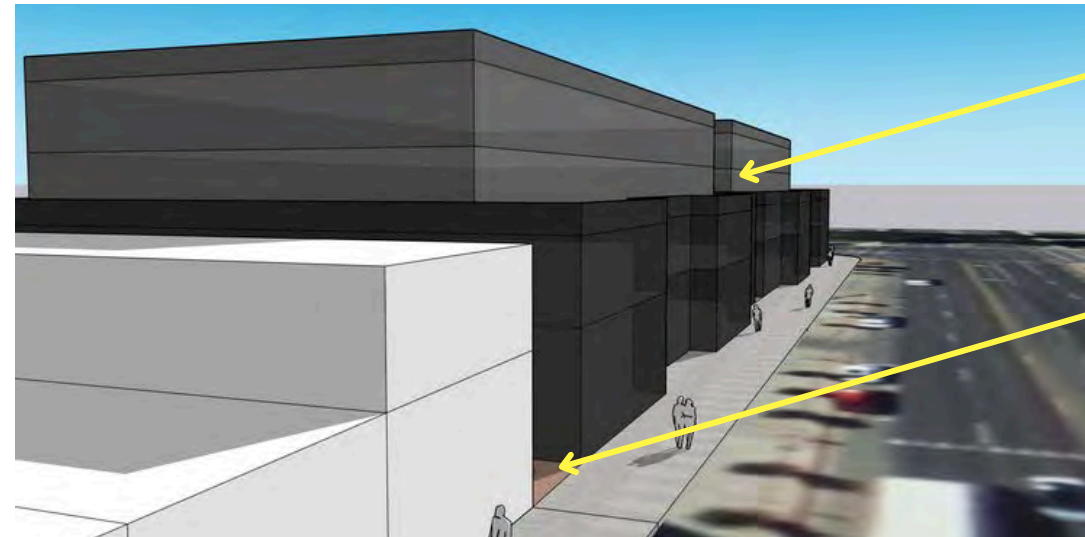
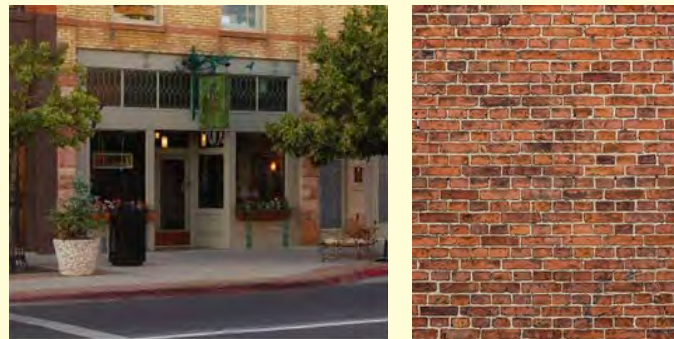


## Targeted Redevelopment Site

- 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:

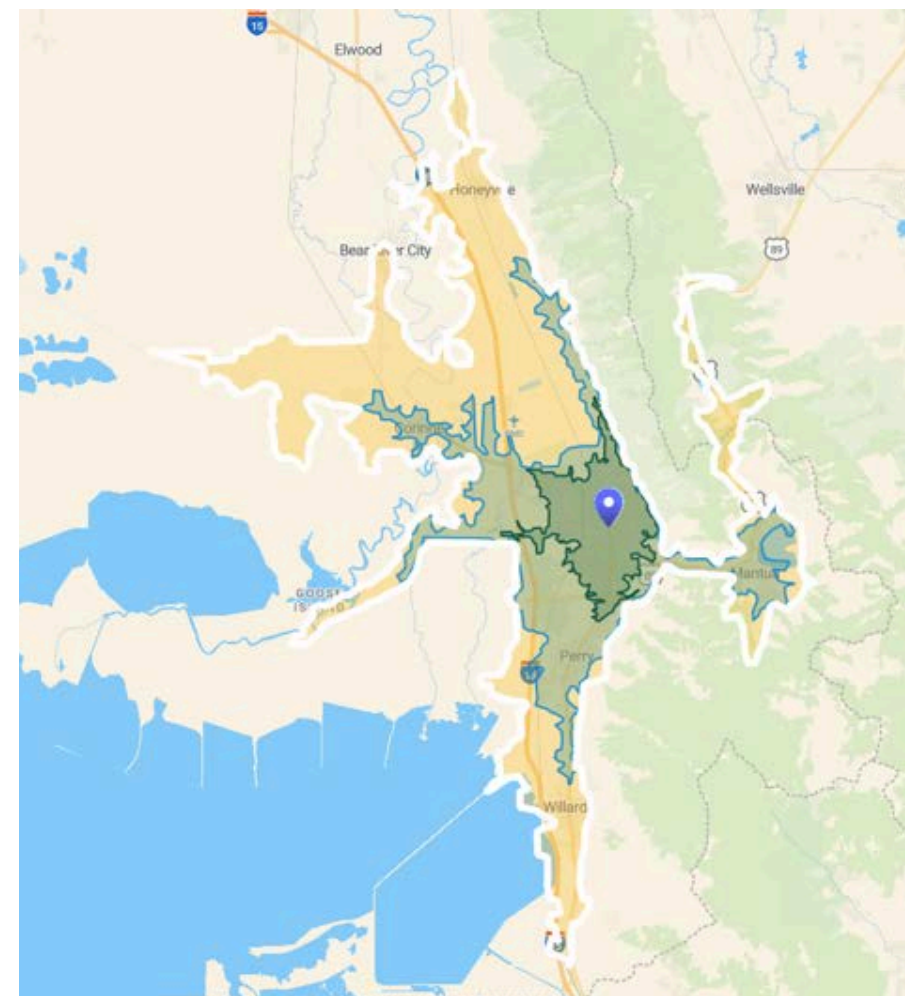


Figure X: Downtown Brigham City Trade Areas



## 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)**

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.



**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.

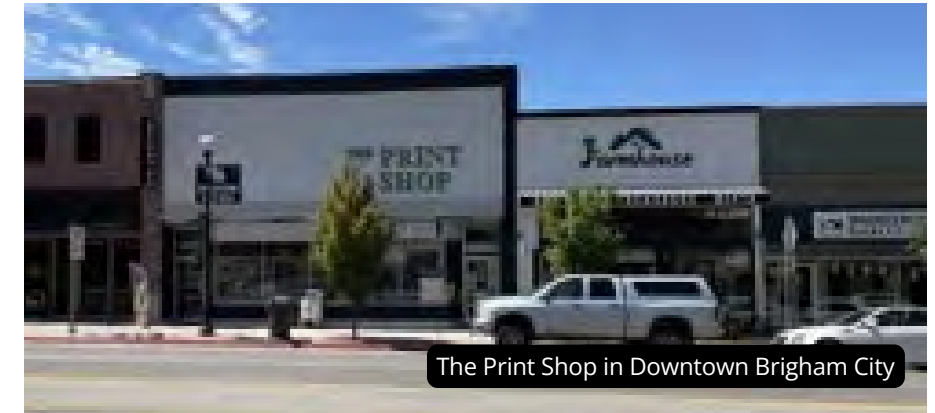
They often sell related products, such as coffee beans, mugs, and coffee makers, enhancing the retail experience and attracting a diverse clientele. The presence of these establishments boosts foot traffic, promotes longer visits, and encourages a vibrant downtown atmosphere. Additionally, they cater 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



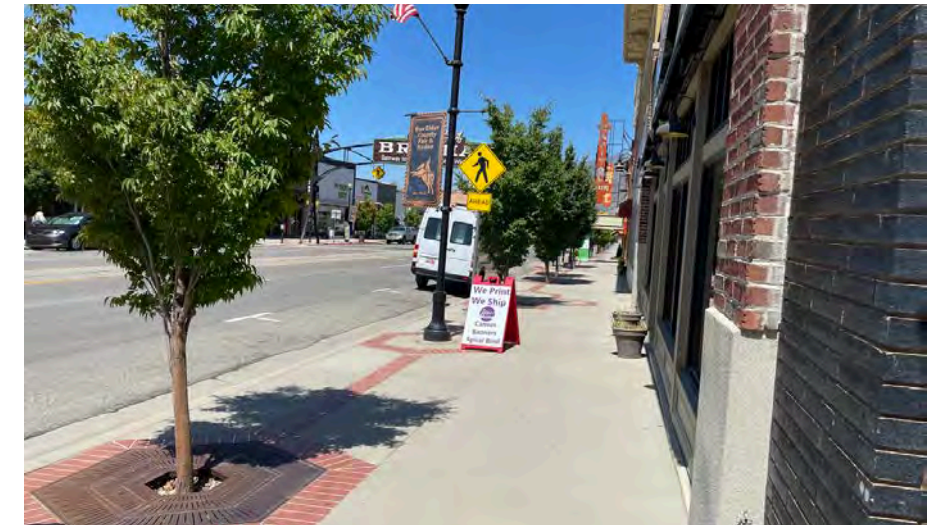


# Economic Development Opportunities

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.



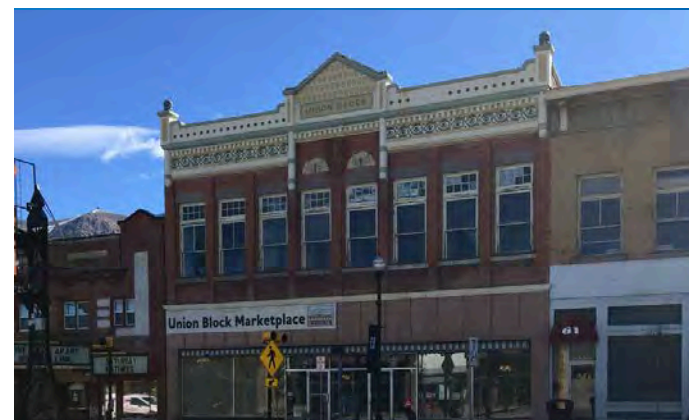
Historic Brigham City Tabernacle

**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

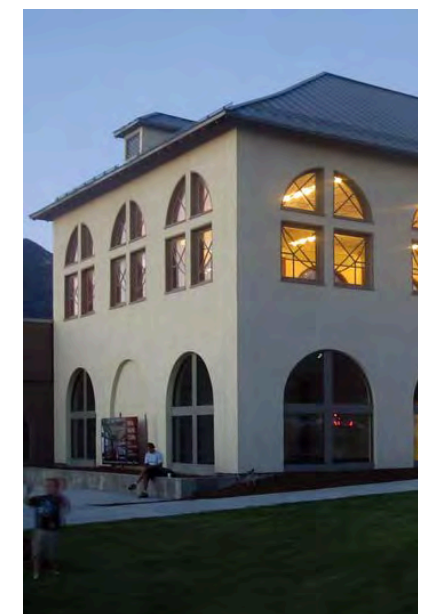
**1.3. Implement interpretive signage, and educational programs that highlight the history and significance of downtown Brigham City's historic sites.**

**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.

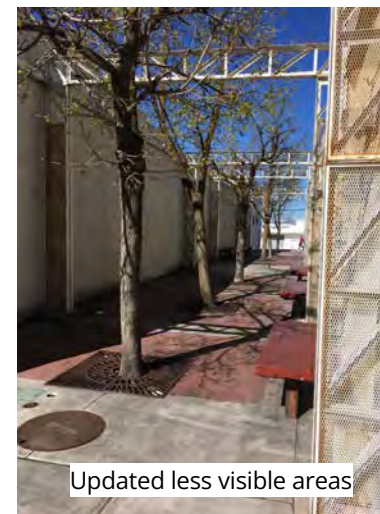
**2.2. Consider modern architectural features that respectfully respond to the historic building forms and materiality.**

**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.

- 3.2.2. **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.

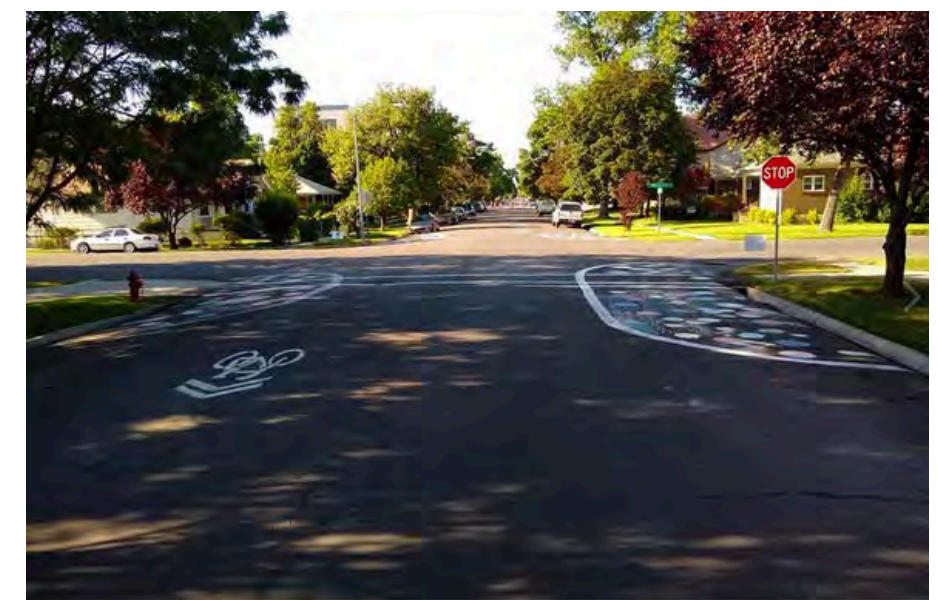
- 2.2.3. **Create designs for, and implement, traffic calming measures to prioritize pedestrian safety.** Traffic calming measures include raised crosswalks, curb extensions, and reduced speed limits, prioritizing pedestrian safety by slowing down vehicles and increasing driver awareness in public spaces. 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.



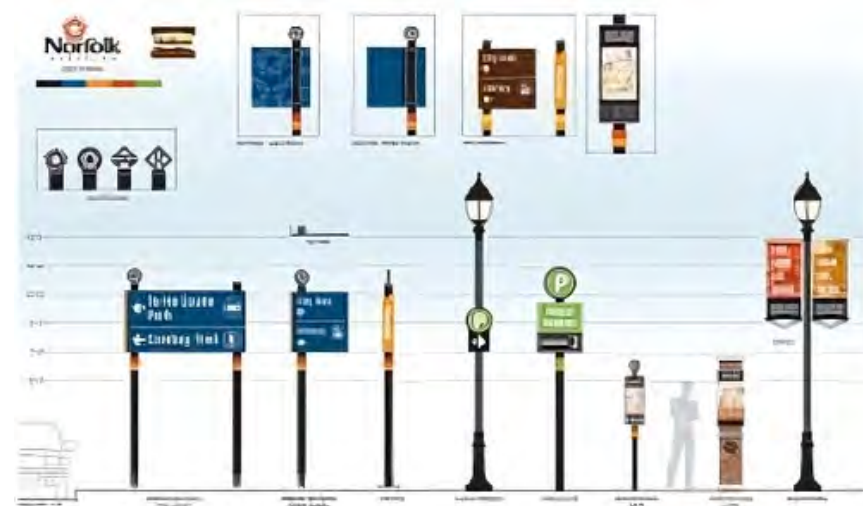
Neighborhood Main Street | Source: National Association of City Transportation Officials



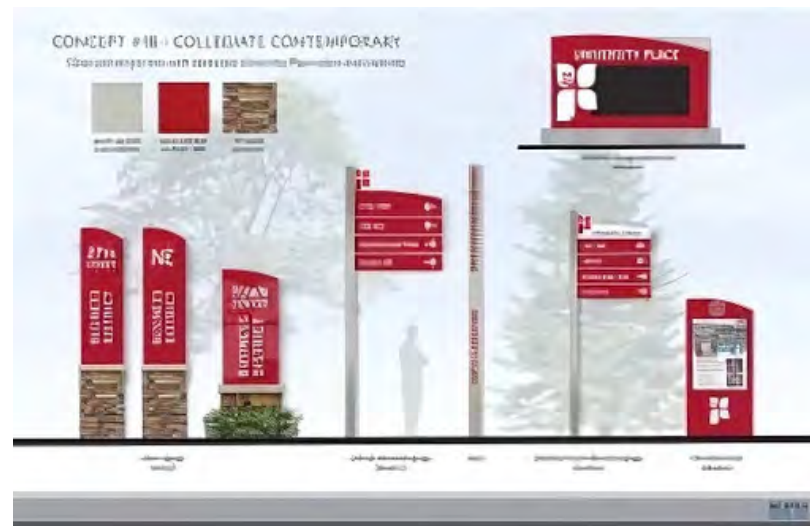


**1.2. Implement a wayfinding system that directs drivers to available parking spaces, reducing the time spent searching for parking, and provides pedestrians with useful information about the district and its amenities.**

- 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.

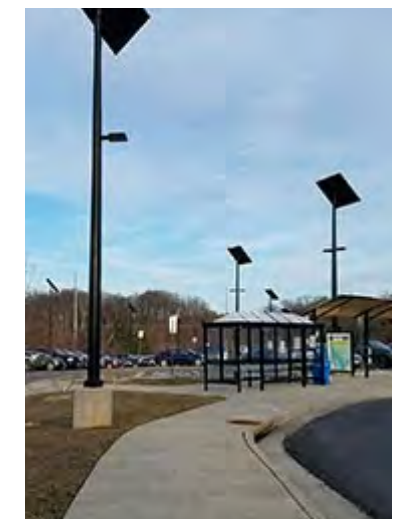
**2.2. Provide easy connections between bus routes and other forms of transportation, such as bike racks, park-and-ride facilities, and other public transit options.**

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.

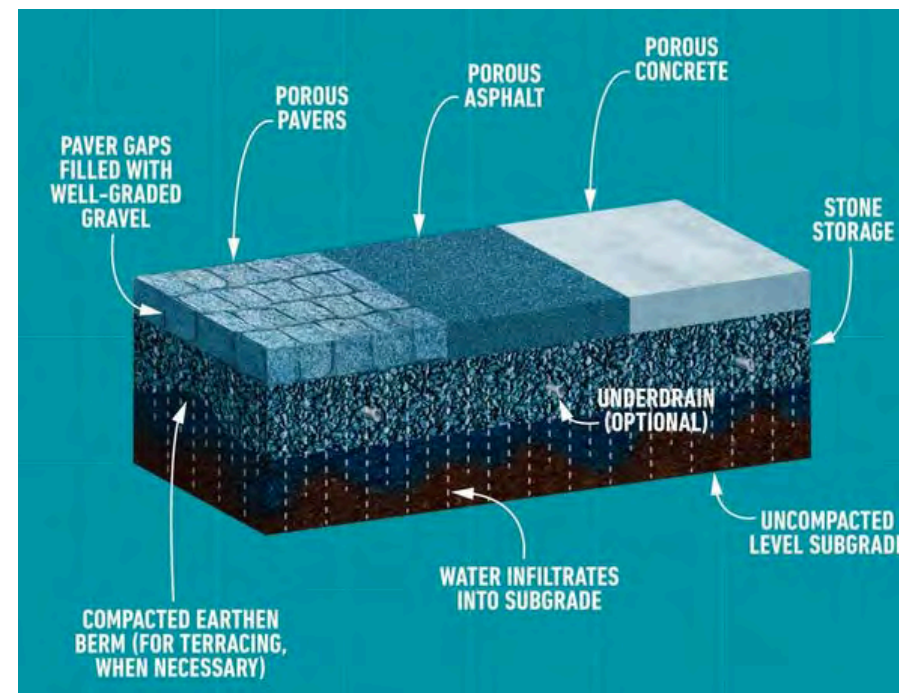


Parking lot Mural in Downtown Provo | Source: 15bytes



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.



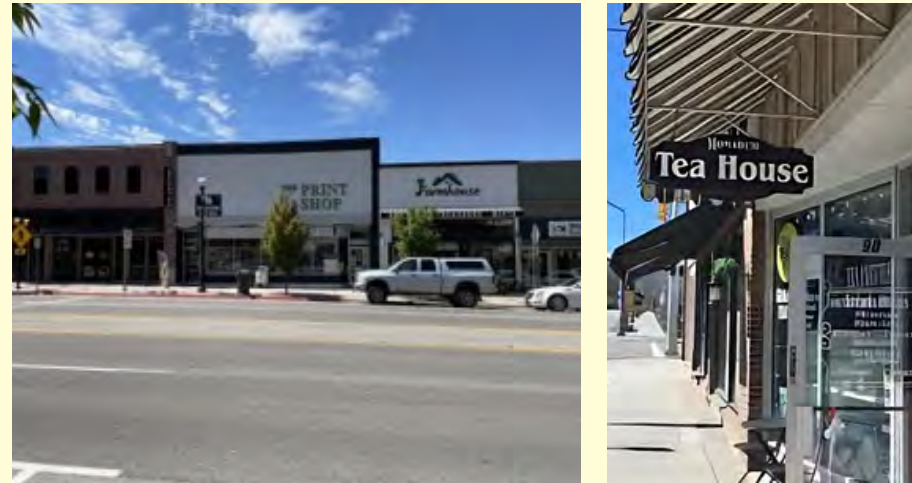
Image #1 - Example of a green buffer area between the road and sidewalk | Source: City of Bothell, WA



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.

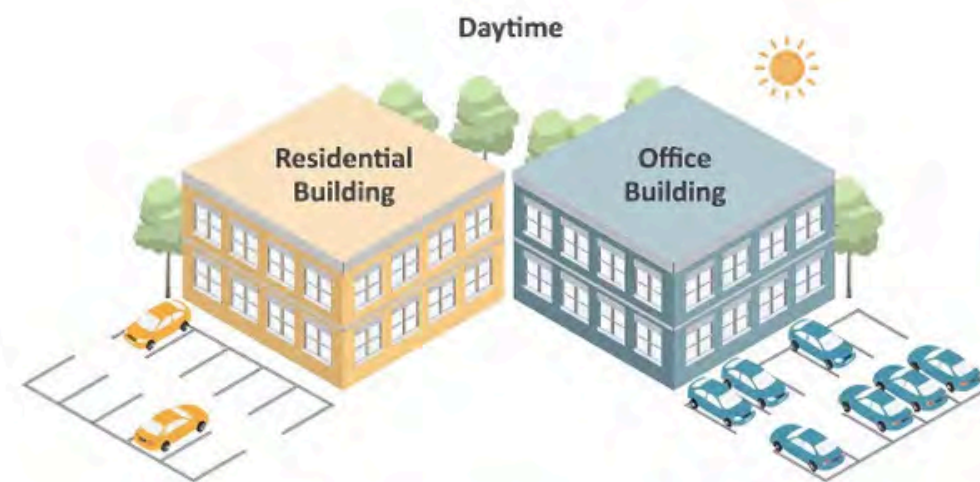
This shift could lead to the emergence of mixed-use developments and restoration of buildings to beneficial uses that combine residential, retail, and recreational options, fostering a lively atmosphere where people can live, work, and socialize within walking distance.

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.



Unshared: Business as Usual



Shared: Right-sized Parking

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.** Outlined on map \_\_\_\_ (on the right) 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 amphetheater | 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.

Day	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							
19							
20							
21							
22							
23							
24							
25							
26							
27							
28							
29							
30							
31							

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

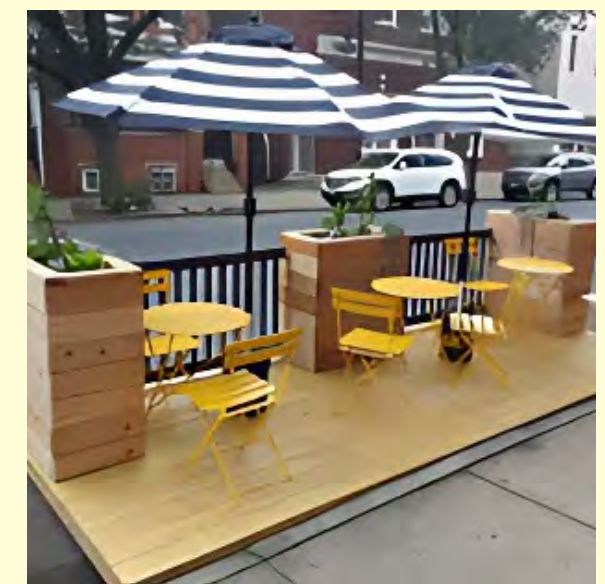
regional artists, the city can also integrate broader cultural influences while maintaining a strong local identity. Hosting public events, unveilings, or art tours that spotlight these artworks can further engage residents and visitors, turning downtown into a cultural destination. These collaborations 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

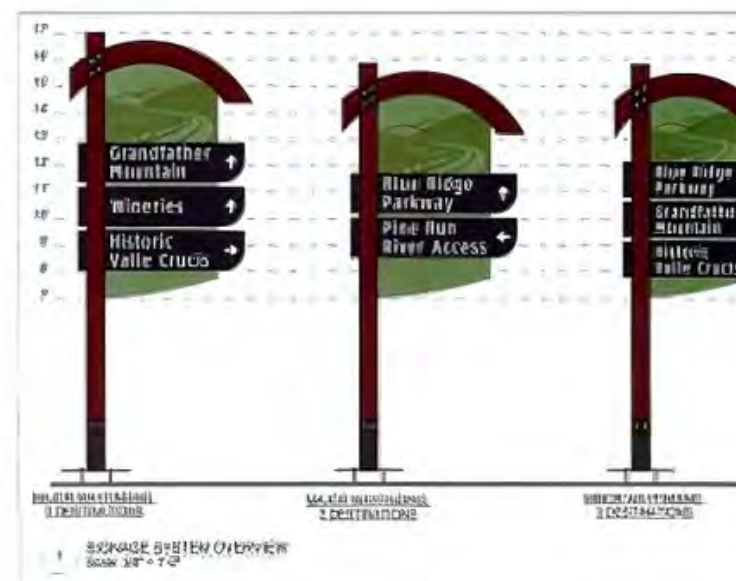
### 3.1.1.2. Step 2: Design and Concept Development

- 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.



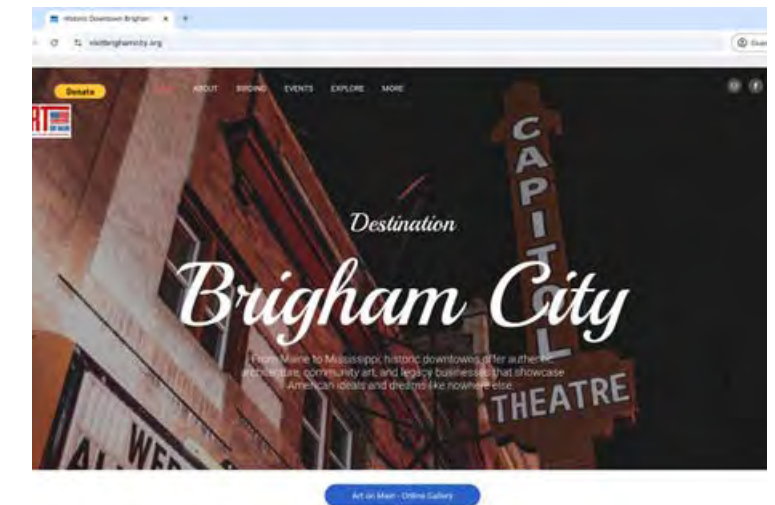
Bear River Migratory Bird Refuge | Source: Getty Images

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.



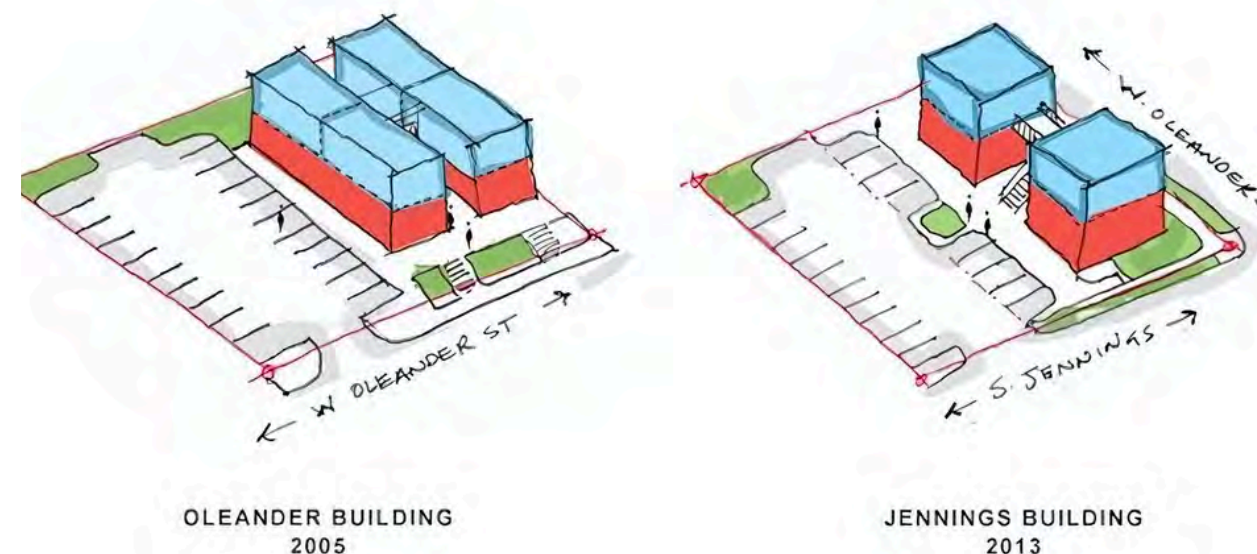
Downtown Housing Stock Adjacent to Private Parking in Downtown Brigham City

## 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.

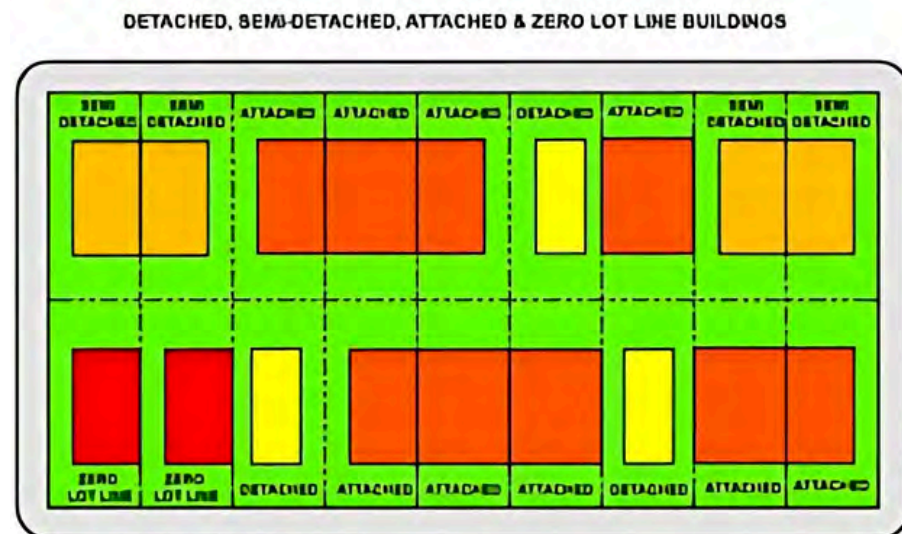


Two Story Mixed-Use building with first floor commercial and second story residential | Source: TMA Architects



### 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

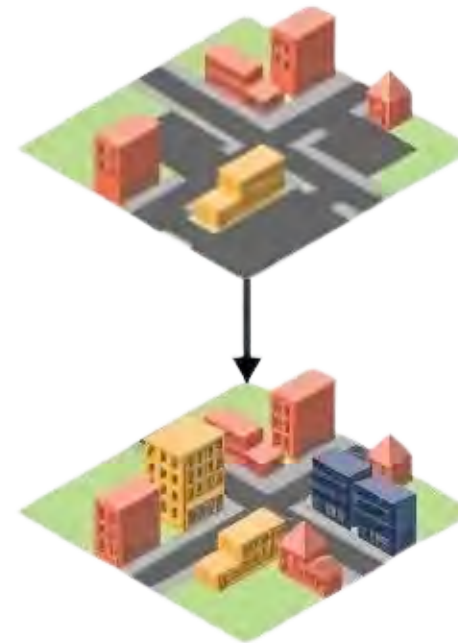
Reducing parking minimums in Downtown Brigham City can play a crucial role in promoting infill and upper-story apartment development. By lowering the required number of parking spaces for new developments, the city can make better use of limited urban land, encourage a more walkable and vibrant downtown, 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
<b>30 W 100 S</b>	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.
<b>38 E 100 S</b>	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.
<b>Vacant upper stories</b>	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
<b>BLOCK 1</b>												
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
<b>BLOCK 2</b>												
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
<a href="#">Brigham.NET</a>	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

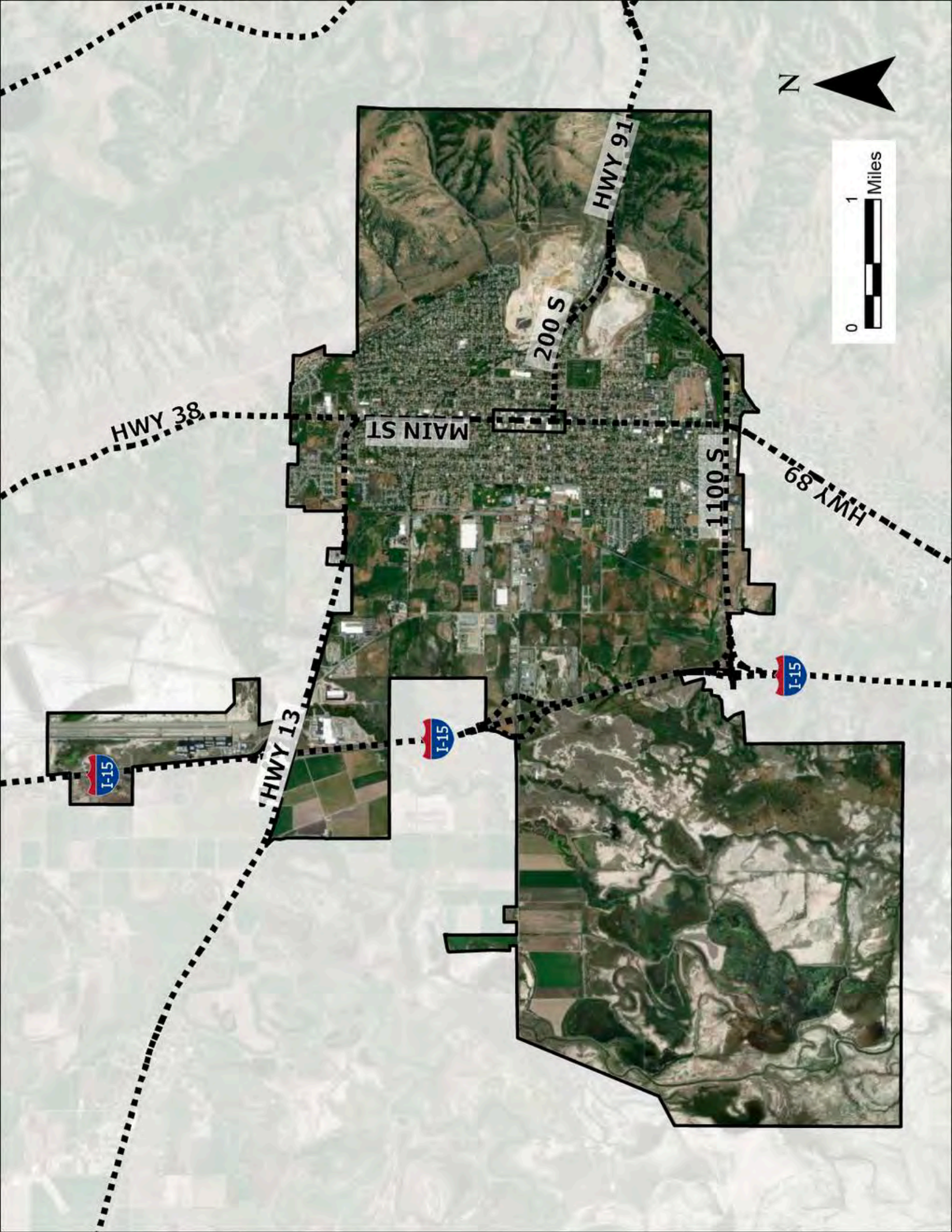
Idle Isle Cafe	Kelly Driscoll	519 N 400 W, Brigham City, UT	24 S Main	3,162	1	Excellent	1921	\$290,767	Occupied			722511
Shelby Palmer Team at Equity Real Estate	Molton Holdings LLC	102 S 100 W, Brigham City, UT	22 S Main	1,694	1	Fair/Poor		(See 20 S Main)	Occupied			531210
Ascend Staffing	Molton Holdings 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
<b>BLOCK 3</b>													
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
<b>BLOCK 4</b>												
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

# APPENDIX G – FULL MAPS AND FIGURES



HWY 91

200 S

MAIN ST

1100 S

HWY 89

HWY 38

HWY 13

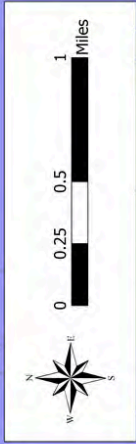
I-15

I-15

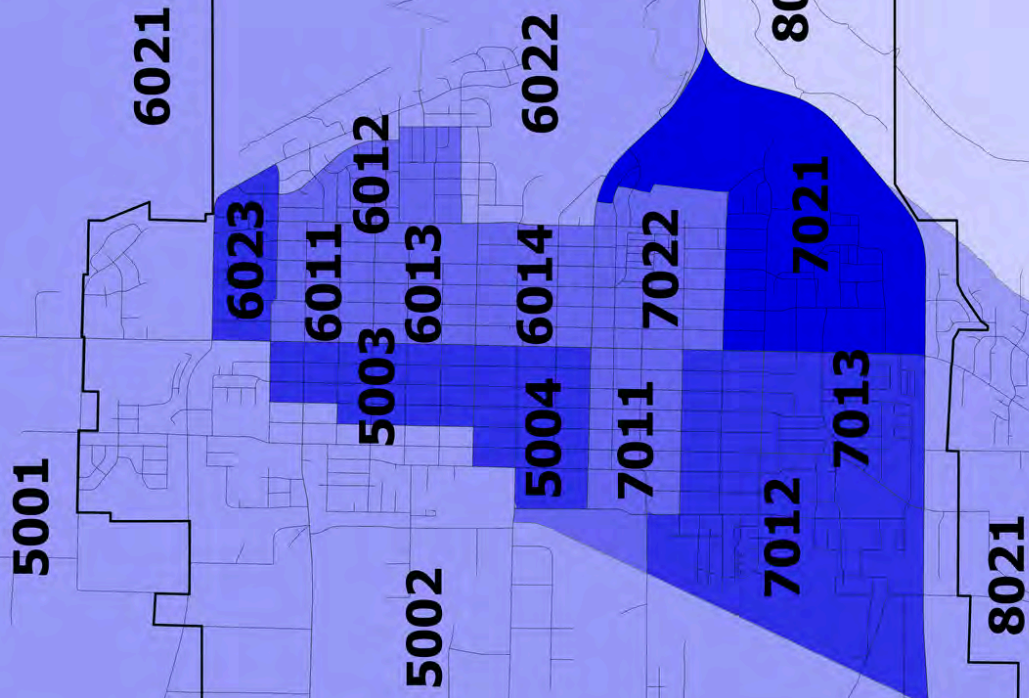
I-15

# Residential Density of Developed Parcels by Block Group

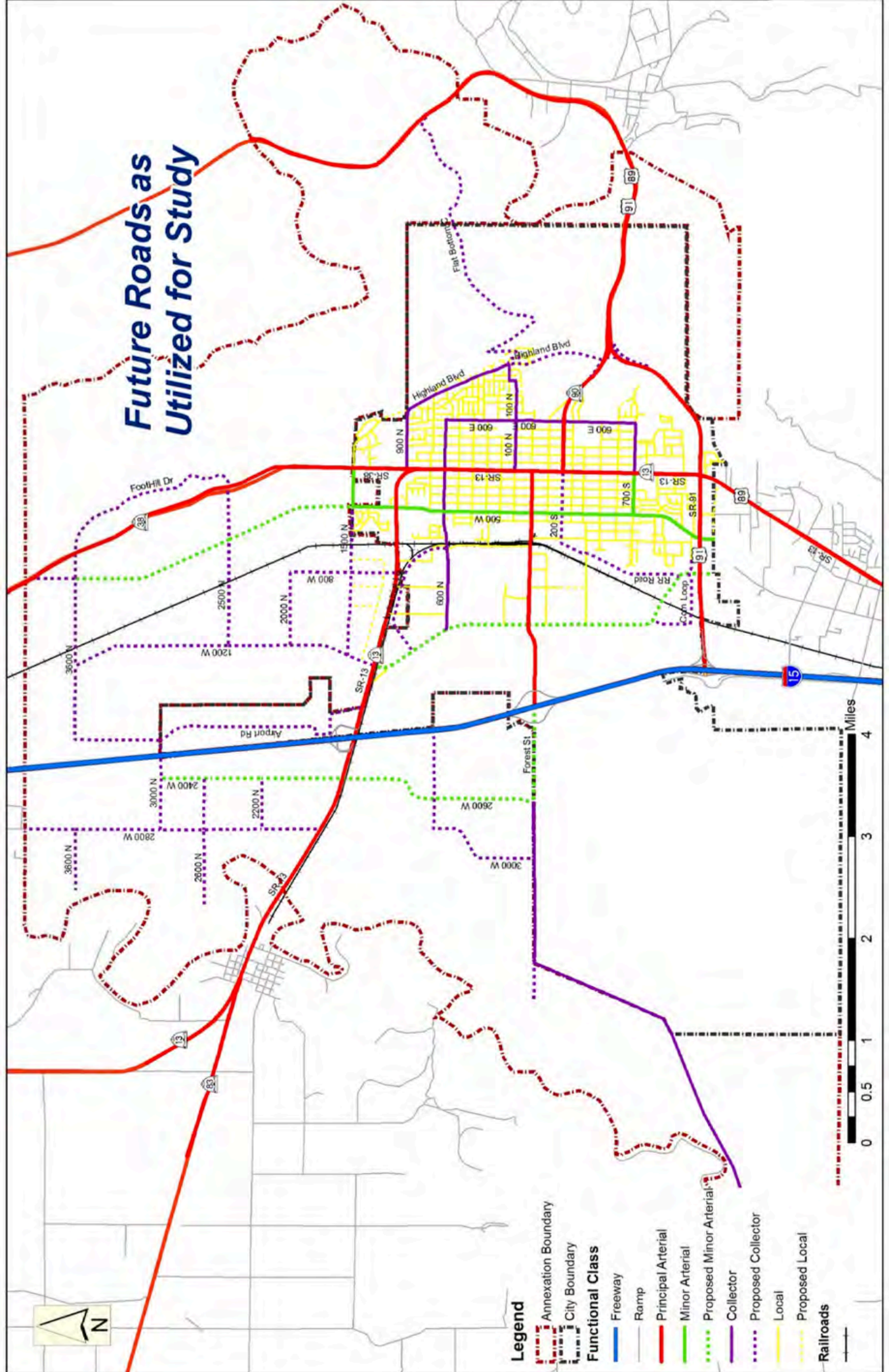
4003



Block Group	Total DUs	Res Acres	Res Parcels	Units per Acre
490039607021	801	88.378	441	9.07
490039607013	671	100.006	396	6.71
490039605004	413	65.468	294	6.31
490039606023	373	65.492	257	5.7
490039607012	1161	215.866	840	5.38
490039605003	497	94.442	366	5.26
490039606011	381	75.715	273	5.03
490039607022	376	80.764	294	4.65
490039607011	358	83.994	309	4.26
490039606014	291	68.417	280	4.25
490039606012	399	97.667	395	4.09
490039606013	270	72.42	233	3.73
490039606022	291	90.174	277	3.22
490039605001	576	198.041	534	2.91
490039608021	40	16.206	40	2.47
490039606021	304	128.813	304	2.36
490039605002	385	174.293	382	2.21
490039604003	1	0.582	1	1.72
490039608011	4	29.204	4	0.14
490039602004	0	0	0	0



# Future Roads as Utilized for Study



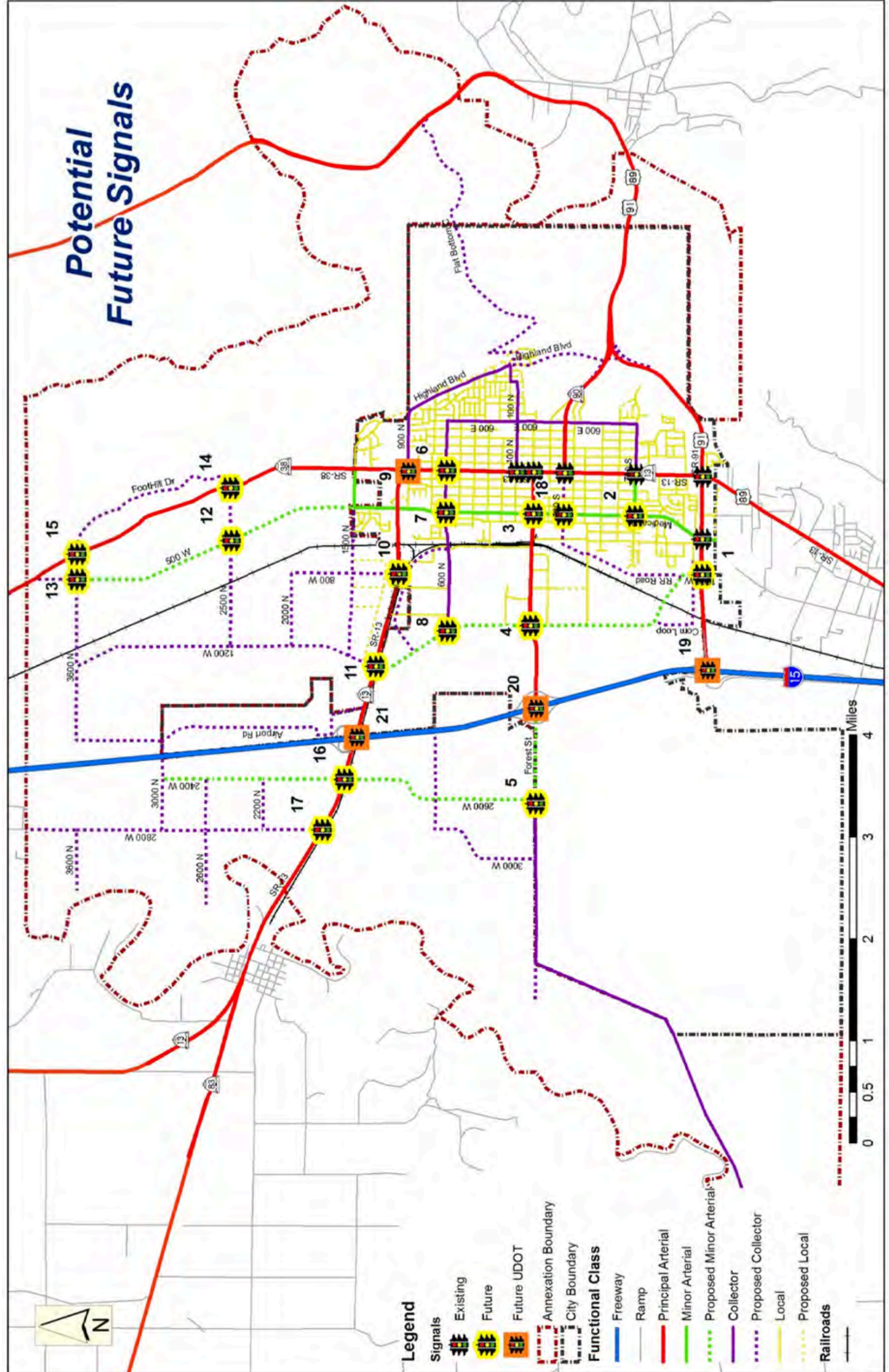
## Legend

- Annexation Boundary
- City Boundary
- Functional Class**
- Freeway
- Ramp
- Principal Arterial
- Minor Arterial
- Proposed Minor Arterial
- Collector
- Proposed Collector
- Local
- Proposed Local

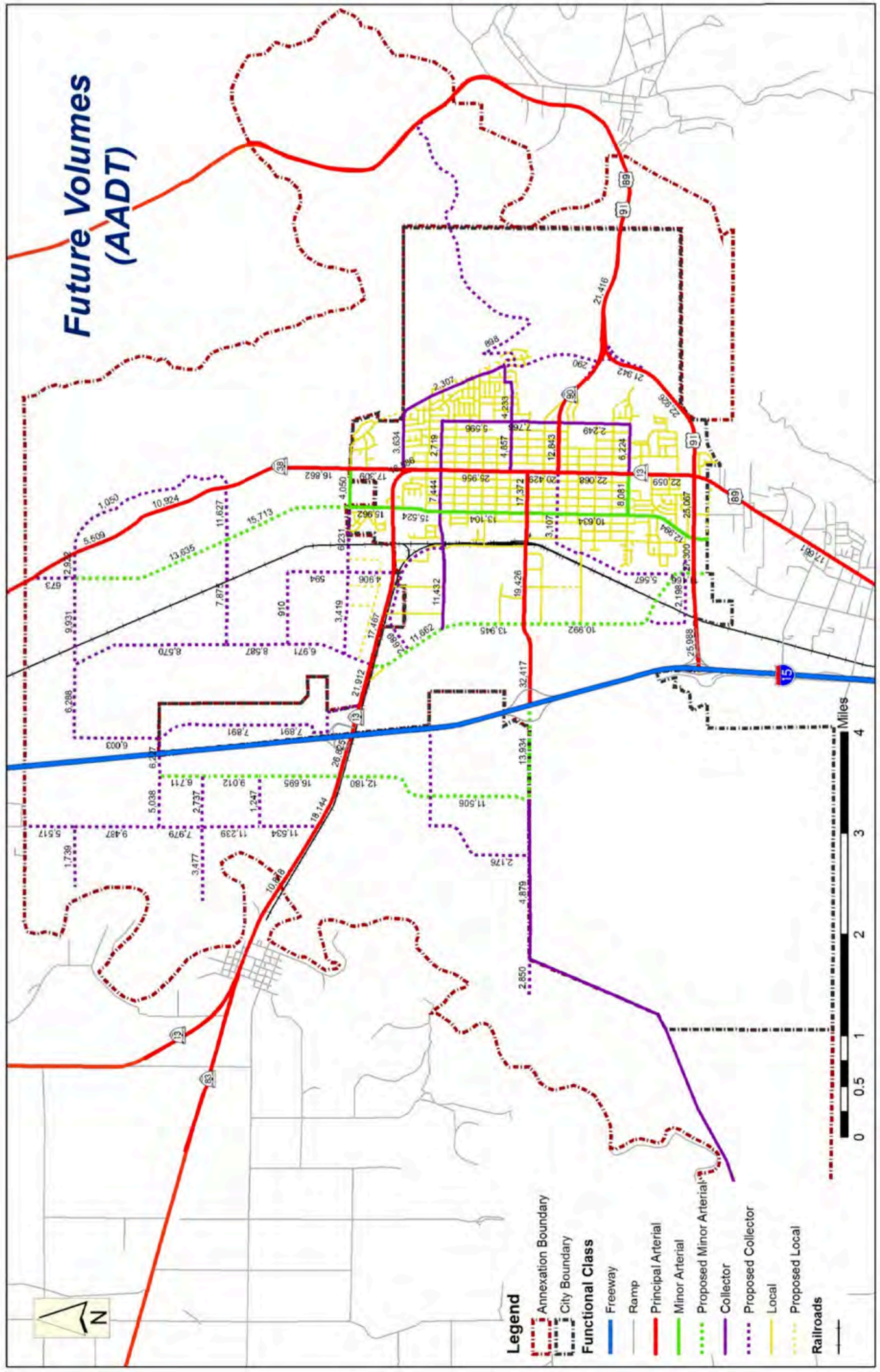
## Railroads



# Potential Future Signals

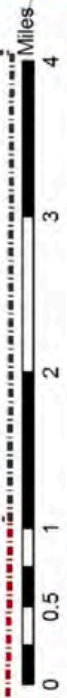


# Future Volumes (AADT)



## Legend

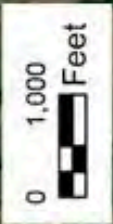
- Annexation Boundary
- City Boundary
- Functional Class**
- Freeway
- Ramp
- Principal Arterial
- Minor Arterial
- Proposed Minor Arterial
- Collector
- Proposed Collector
- Local
- Proposed Local
- Railroads





Local Park

Regional Park



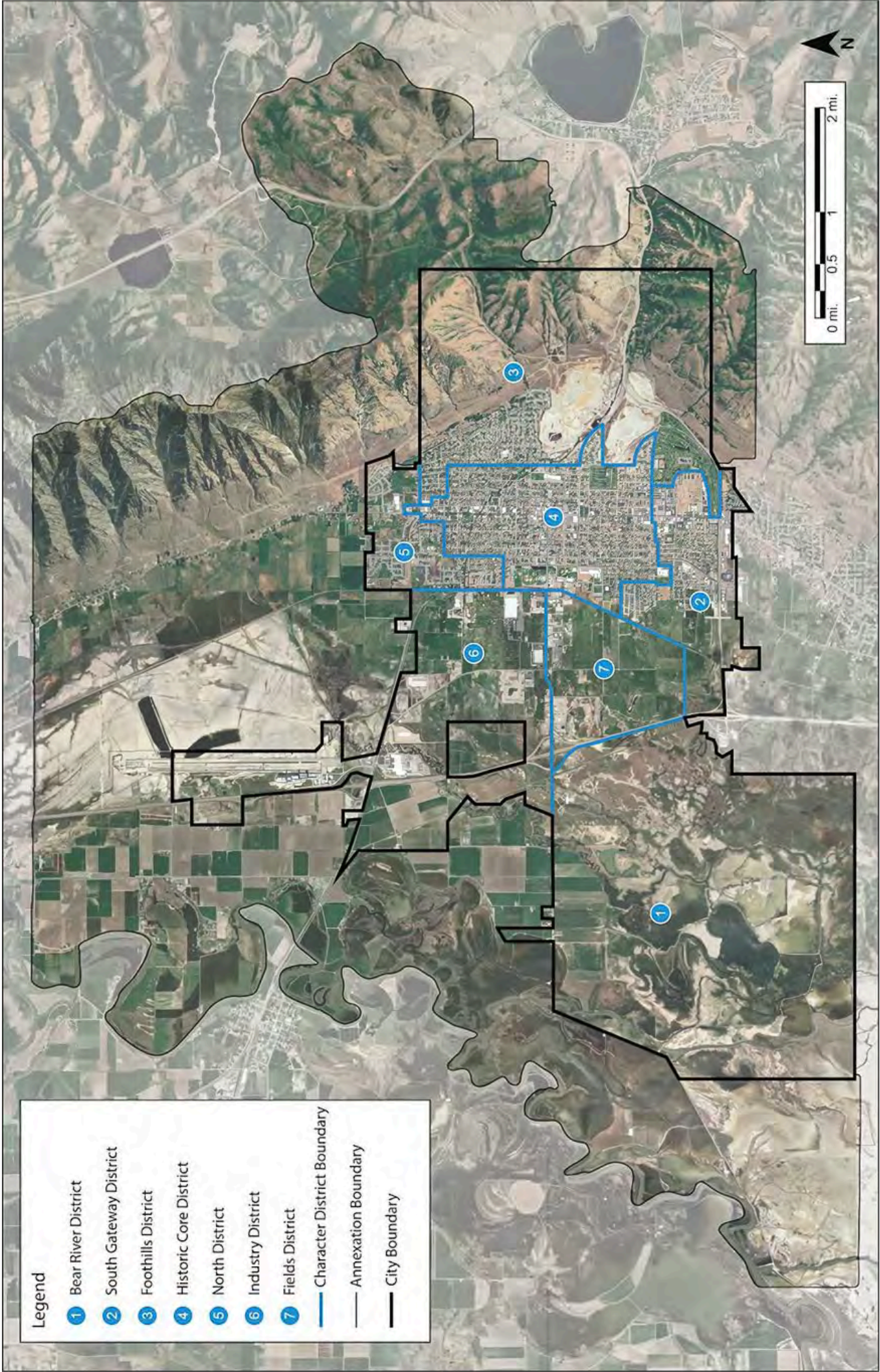
MAIN ST

200 S

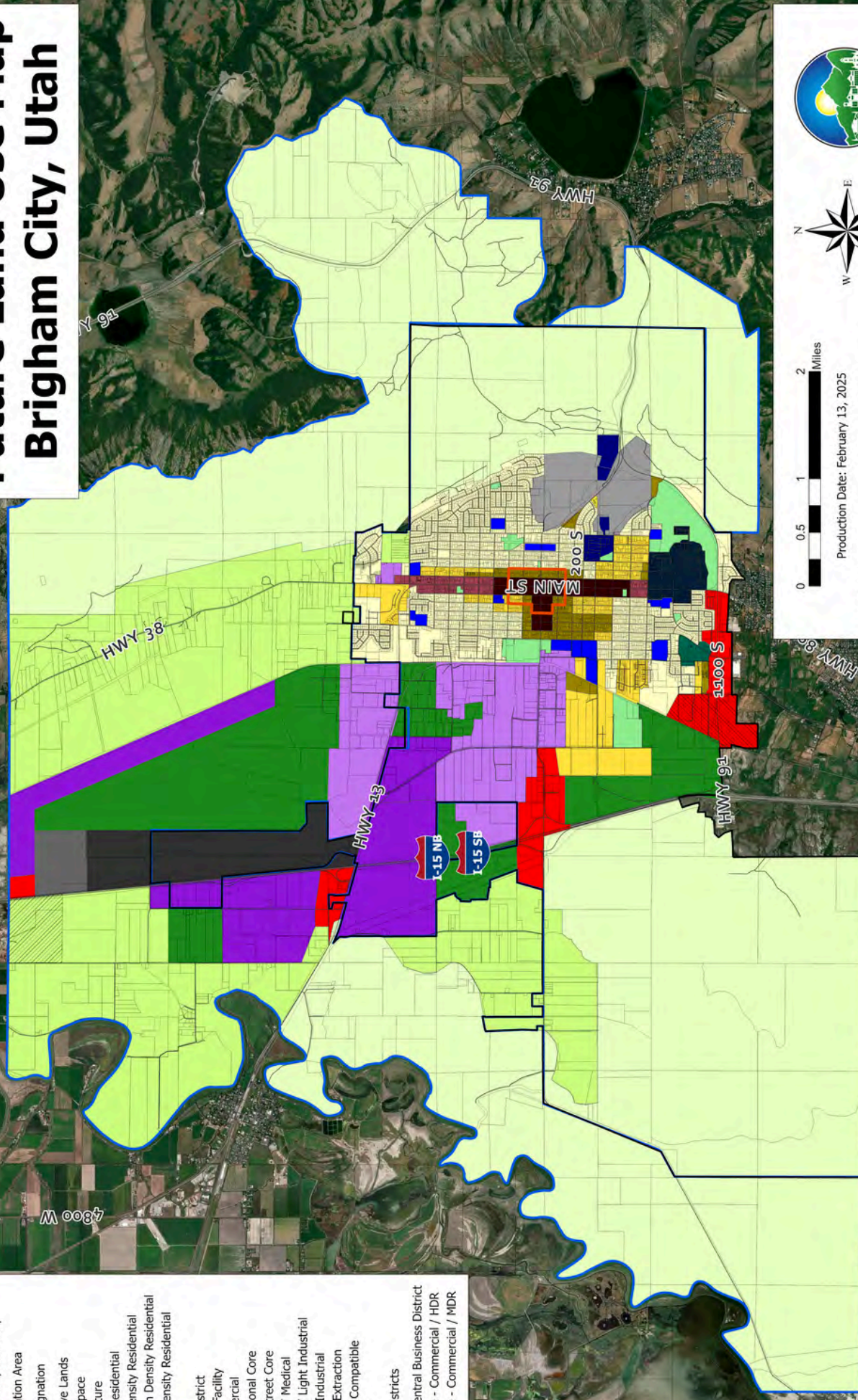
HWY 91



- Legend**
- 1 Bear River District
  - 2 South Gateway District
  - 3 Foothills District
  - 4 Historic Core District
  - 5 North District
  - 6 Industry District
  - 7 Fields District
  - Character District Boundary
  - Annexation Boundary
  - City Boundary



# Future Land Use Map Brigham City, Utah

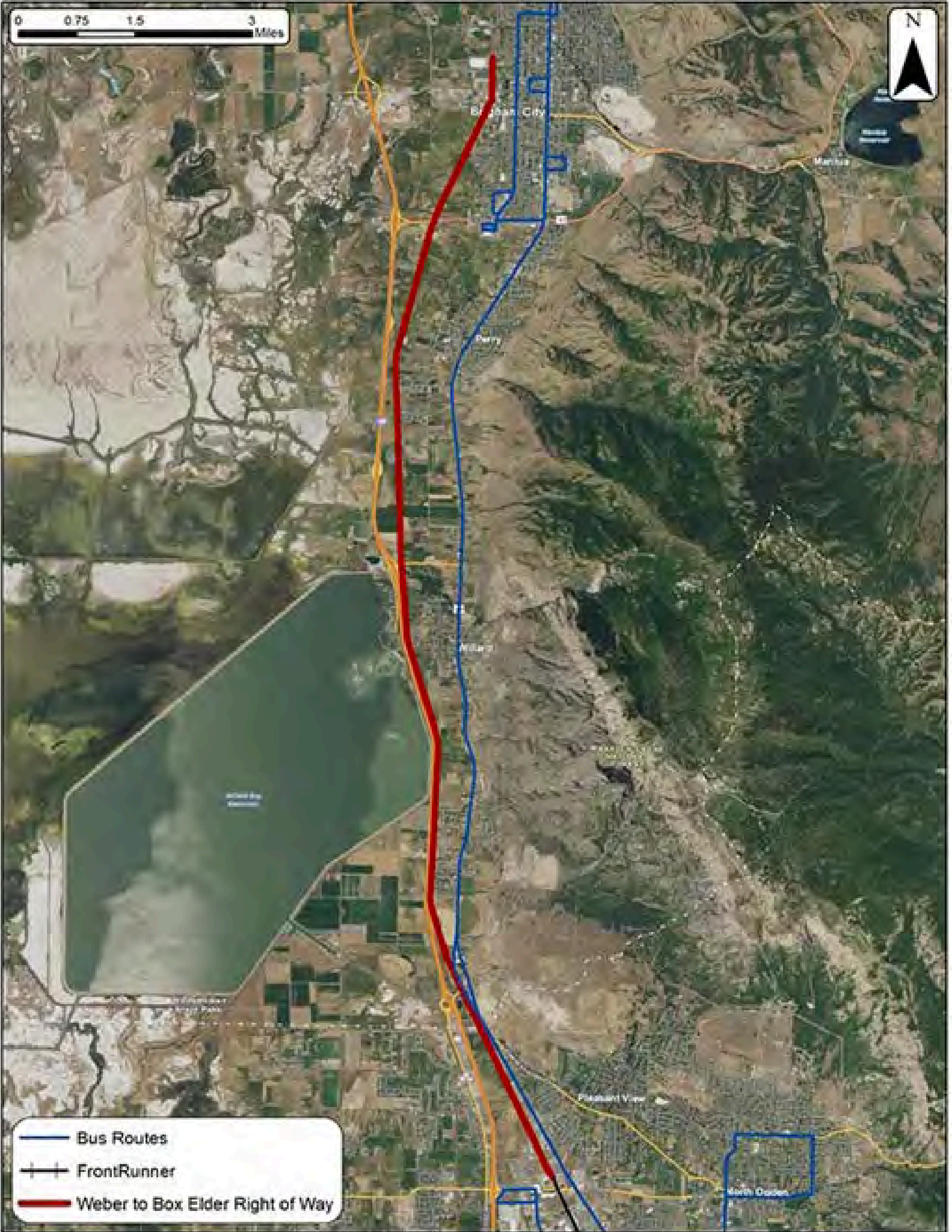
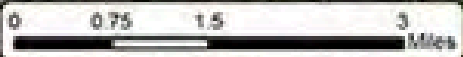


## Legend

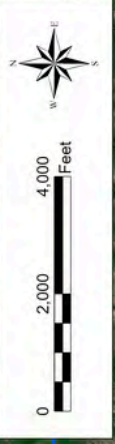
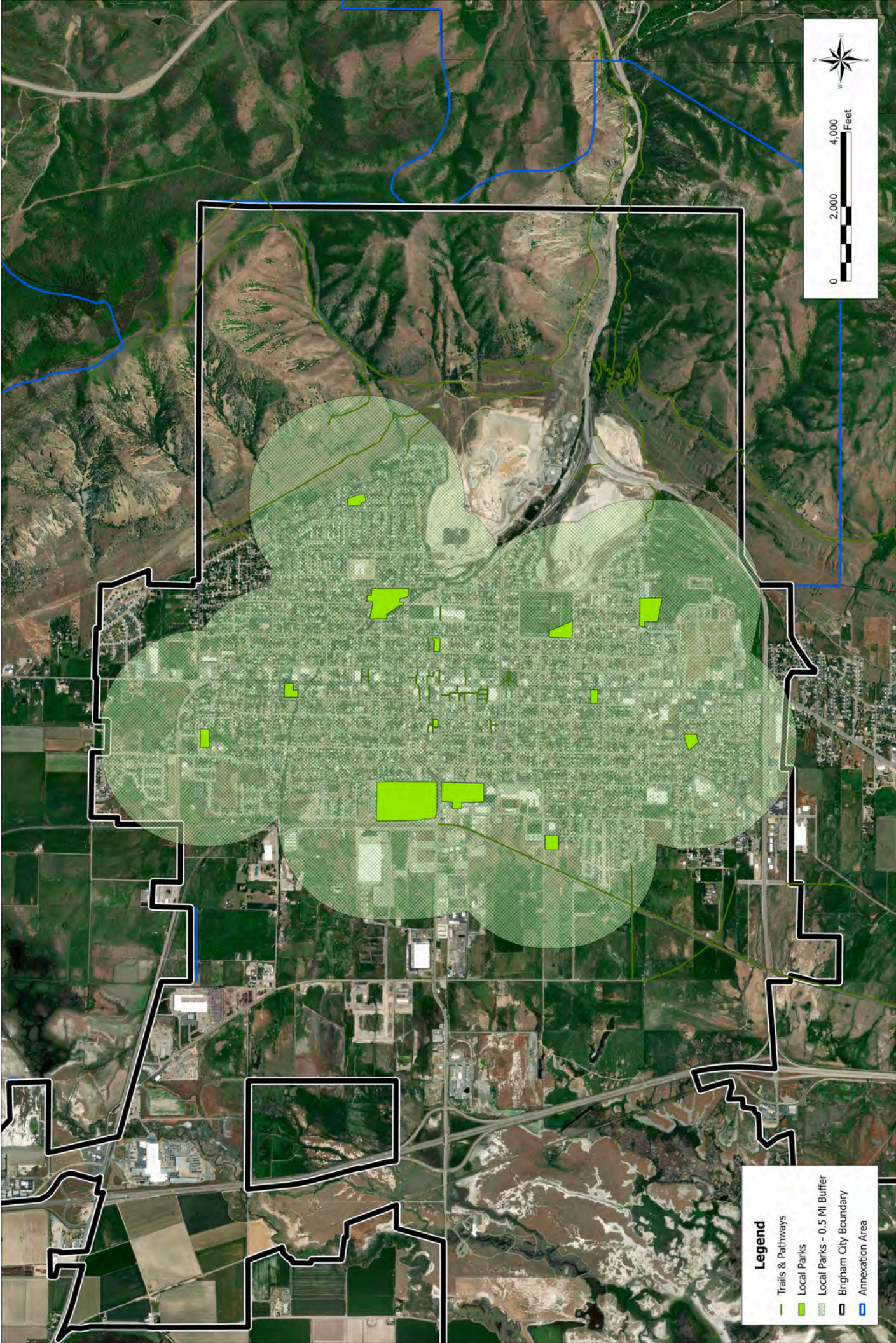
- Brigham City Boundary
- Annexation Area
- Land Use Designation**
- Sensitive Lands
- Greenspace
- Rural Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- School
- USU District
- Public Facility
- Commercial
- Transitional Core
- Main Street Core
- Office / Medical
- Office / Light Industrial
- Heavy Industrial
- Gravel Extraction
- Airport Compatible
- Airport
- FLU Overlay Districts**
- Historic Central Business District
- Mixed Use - Commercial / HDR
- Mixed Use - Commercial / MDR



Production Date: February 13, 2025  
 Spatial Reference  
 Name: NAD 1983 2011 StatePlane Utah North FIPS 4301  
 Ft US



- Bus Routes
- + + FrontRunner
- Weber to Box Elder Right of Way



**Legend**

- Trails & Pathways
- Local Parks
- Local Parks - 0.5 Mi Buffer
- Brigham City Boundary
- Annexation Area



# BRIGHAM CITY

---

## GENERAL PLAN UPDATE

# 2025

Prepared By:



Downtown Redevelopment  
Services, LLC