

PRICE CITY GENERAL PLAN

CHAPTER 1 Introduction



KEY POINTS

- Motto and Mission
- Plan Implementation
- Amendment Procedures
- History of Price
- Demographics
- General Goals

1.1. PLAN INTRODUCTION

The Price City General Plan, referred to herein as the "Plan," is the official statement of both short and long-range goals and strategies to guide growth and development within the City. The Plan focuses on improving the physical environment of the City as well as the quality of life of the citizens. It is intended to be an effective working tool employed by the City in making community decisions and achieving planning goals.

Plan Update

The process to establish the Price City General Plan began in September 2003. The City's General Plan prior to that time had not been officially adopted or updated for several years. The task set forth was to, in essence, start from scratch and create a new plan, which could serve as a foundational plan for the community into future years. This update/revision, begun in October 2007, is an extension of the plan that has made the foundation for community planning.

A General Plan Advisory Committee was created to work with the planning consultants and the Price City staff. The committee was made up of various members of the community, as well as representatives from City staff, the Planning Commission and the City Council. In the scope of several meetings, the committee was charged with the responsibility to provide feedback and direction for the establishment of the elements and goals for this updated General Plan. Meeting with a group of community stakeholders, the committee participated in visioning and planning exercises.

Community information was gathered in the following areas: 1) Vision for the Future, 2) Quality of Life, 3) Growth in the Community, 4) Economic Development, 5) Downtown Revitalization, 6) Roadways/Transportation, 7) Parks and Recreation, and 8) Comments.

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Key issues involving a lot of interest and support from the community input include the need for:

1. More job opportunities and expanded economic development,
2. More recreation opportunities and youth activities,
3. A better, cleaner atmosphere and appearance in the city, and
4. Continued emphasis on a city which is a good, friendly, and safe place for children and families.

Following review and revisions, public hearings before both the Planning Commission and City Council were held. The Plan, as presented here, was updated and approved by the Price City Council on May 14, 2008.

1.2. MOTTO, MISSION AND VISION

Listed below are the Motto, Mission Statement and Vision Statement of the Price City General Plan as developed and recommended by the General Plan Advisory Committee.

The Motto serves as a slogan to paint a picture or send a message in relation to the character of the community. The Mission Statement represents the overriding purpose of what the City is and does. The Vision Statement reflects the shared image of what people want the city to become - at some point in the future. It is the big picture to guide decisions.

Motto

*"Price, the Heart of Utah's Castle Country" **

Mission Statement

"The mission of Price City is to protect and promote the welfare of all citizens by ensuring exceptional service and leadership through communication, cooperation and creativity."

Vision Statement

"Price will be a clean, friendly community that retains its safe, small-town feel and charm. The citizens envision a city that is progressive, unified, rich in heritage and ethnic diversity, with economic security and responsive government, quality education, healthy environment and good medical facilities."



* See also the motto to be used for economic development purposes on page 28.

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1.3. PLAN IMPLEMENTATION

Implementation of the Plan comes through working documents, such as the zoning and subdivision ordinances, capital improvement programs, City budgets, and other ordinances, resolutions and studies thought appropriate by the City Council.

1.4. AMENDMENTS

To preserve the integrity of the Plan and to insure that it reflects the changing needs of residents, it is City policy that:

- The Plan shall receive a comprehensive review at least once every five years to keep the policies and programs consistent with changing trends and conditions.
- All re-zones, improvement programs, and ordinance changes concerning development shall be in harmony with the adopted Plan.

The public may request amendments to the Plan. The City Council will hold a public hearing to consider the public's requests. The applicant must show that any amendment of the Plan is in the best interest of the City, promotes the general welfare of the community, and does not decrease the quality of life for the citizens of Price. Price City will not open the Plan to amendments if none are proposed by the public or City officials prior to any official updates or revision processes.

1.5. HISTORY OF PRICE

Price, the county seat of Carbon County, is the largest city in the county and is located in the Price River Valley of the Colorado Plateau region of Utah. It is believed that Price was named after LDS Bishop William Price of Goshen, Utah, who explored the region in 1869. The area was originally a part of Sanpete County, and then was included in Emery County when it was created in 1880. Price was organized on 14 July 1892 while it was still a part of Emery County. Price City was officially incorporated on April 1, 1911.



Caleb Baldwin Rhoades and Abraham Powell, trappers from Salem, Utah, were the first recorded settlers in the Price River Valley. They arrived in October 1877 and built a cabin in the northwest corner of what is now Price. The two returned to Salem when the trapping season was over. Their talk aroused interest in the area among their friends and families, and they soon convinced a group to join them in relocating in the Price River Valley. However, Abraham Powell never returned to Price as he was killed by a bear on 7 December 1878 while hunting in the Nebo Mountains.

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On 21 January 1879 Caleb Rhoades returned to the valley with two brothers, Frederick Empire Grames and Charles W. Grames. The men helped each other build homes for their families. Later that year, they were joined by their families and others, most coming from Utah County.

These early pioneers of Price experienced much hardship. Food was in short supply, and crops were difficult to grow because of a lack of irrigation water. Water had to be carried from the river in barrels and tanks. An irrigation ditch to carry water to the fields was of utmost importance. Construction of two ditches began in February 1879 when Caleb Rhoades and Frederick Grames began the project. A community effort eventually finished the two ditches, but it wasn't until the Price Water Company Canal was finished in 1888 that the irrigation problem was solved. The canal is still in use today.

The character of Price changed dramatically with the completion of the railroad in 1883. Price was quickly transformed from an isolated farming community to the commercial hub of Castle Valley. The railroad was directly responsible for Price becoming the retail, political, educational, and cultural center of the area. The railroad also opened up the nearby coal mines, which brought thousands of foreign-born, non-Mormon immigrants to work the mines. Originally these miners lived in the coal camps near the mines, but Price gradually assimilated many of them, reflecting the ethnic diversity of the county and becoming a cultural hub as well. These immigrants came from many countries, but the majority were Greek, Italian, Austrian, and Japanese. This diversified population has remained today, making Price one of Utah's most culturally complex and varied communities.



Price Courthouse, ca. 1910

Price has a variety of stores and businesses, as well as many parks, recreational facilities, schools, and a full-service hospital. Price is also the home of the College of Eastern Utah, a local community college. Past expansion and future plans for CEU's Prehistoric Museum have made it one of the best of its kind in the world.

The economy of Price is very much tied to the coal industry, and therefore has been through many up and down cycles; but Price remains today the commercial and cultural center of Castle Valley. Price has always been and continues to be unique among Utah towns. (Source: Jane Lyman Johnson, *Utah History Encyclopedia*)

1.6. DEMOGRAPHICS

The most recent data available in most demographic categories is found in the results of the Census 2000 by the U.S. Census Bureau (see Exhibit 1 below). Figures from that census are still a good representation of the Price community, since the community

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and economic growth in recent years has been small. Population actually decreased between the 1990 and 2000 Census reports by 3.6%, from 8,712 to 8,402. Community growth through the year 2030 has been projected at 0.7% per year by the Utah State Governor's Office of Planning and Budget. At this rate, the projected population of Price in the year 2030 will be 11,481.

EXHIBIT 2. PRICE DEMOGRAPHICS

Source: U.S. Census Bureau, Census 2000			
Population and Density		Class of Worker	
Total Population	8,402	Private wage and salary workers	72.8%
Total land area in square miles	4.24	Government workers	22.7%
Density per square mile	1,979.7	Self-employed (not incorporated)	4.3%
Sex and Age		Employment by Industry	
Male	47.8%	Agriculture, forestry, fishing and hunting, and mining	9.9%
Female	52.2%	Construction	4.1%
Median Age	31.5	Manufacturing	3.3%
Race		Wholesale trade	4.0%
White	86.1%	Retail trade	13.7%
Hispanic or Latino	7.0%	Transportation and warehousing, and utilities	7.8%
American Indian	1.4%	Information	3.5%
Other	5.5%	Finance, insurance, real estate, and rental and leasing	3.1%
Households		Professional, scientific, management, administrative, waste mgmt	4.4%
Total households	3,045	Educational, health, social services	22.0%
Average household size	2.6	Arts, entertainment, recreation, accommodation, food services	10.9%
Average family size	3.19	Public administration	6.7%
School Enrollment		Other services	6.6%
Kindergarten through High School	1,583	Commuting to Work	
College or graduate school	938	Mean time to work in minutes	12.2
Educational Attainment		Income in 1999	
High school graduate or higher	83.2%	Median household income	\$31,687
Bachelors degree or higher	13.6%	Median family income	\$39,429
Marital Status (15 yrs +)		Per capita income	\$14,313
Now married, except separated	55.5%	Poverty Status in 1999	
Never married	25.3%	Individuals below poverty level	15%
Nativity and Place of Birth		Families below poverty level	11.4%
Native U.S.	97.4%	Housing Characteristics	
Born in Utah	72.4%	Total housing units	3,311
Foreign born	2.6%	Owner occupied housing units	2,091
Language Spoken at Home		Single-family units	80%
English only	90.2%	Built prior to 1970	58.1%
Spanish	5.0%	Median number of rooms	5.5
Top 5 Ancestries Reported		Moved into unit since 1995	43.1%
English	27.9%	2 or more vehicles	63.7%
German	10.8%	Median housing value	\$92,000
Danish	8.6%	Median monthly mortgage	\$756
Irish	8.3%	Median monthly rent	\$409
Italian	8.1%	Employment Status (16 yrs+)	
Employment Status (16 yrs+)			
Labor Force	3,833		
Unemployed	5.9%		
Females employed	47%		

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CHAPTER 1 - GENERAL GOALS

Goals	Strategies	Actions	Timing	Agency
1. Establish programs and land uses that promote quality living, employment and recreation opportunities for the citizens of Price.	A. Foster a diversity and flexibility in land use planning that is responsive to the economic market, and sensitive to the residential needs of all citizens.	i. Perform ongoing, in depth studies of current and future economic needs.	Ongoing	City Council, Community Services
		ii. Keep informed of the needs of citizens through ongoing community meetings and surveys.	Ongoing	Community Services
	B. Encourage the attraction, retention and development of business and industry that gives Price economic vitality.	i. Work closely with county, regional and state agencies in economic development.	Ongoing	City Council, Community Services
		ii. Work closely with existing businesses to keep them in Price and help them grow and prosper here.	Ongoing	City Council, Community Services
	C. Support development that is sensitive to the individual needs of both residential and commercial uses and maintains appropriate buffers between diverse land uses.	i. Update and review city ordinances and the Land Development Code on a regular basis.	Ongoing	City Council, Community Services, Planning Comm.
		ii. Require strict adherence to development guidelines in the Land Development Code.	Ongoing	City Council, Community Services, Planning Commission
		iii. Require as much as possible new development to minimize and mitigate negative impacts to the existing community, utilities and infrastructure.	Ongoing	City Council, Community Services, Planning Commission
	D. Advocate a compatible mixture of residential uses throughout the city.	i. Approve site/development plans in accordance with General Plan land use and housing goals.	Ongoing	City Council, Planning Commission
	E. Provide and maintain appropriate levels of community services.	i. Review the financial feasibility and appropriateness of all identified projects and programs.	Every 2 years	City Council
		ii. Hold regular training for elected officials and staff relative to land use planning and other municipal activities.	Annually	City Council, Planning Commission, City Staff