

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
		iii. Complete an internal needs survey within Price City.	Annually	City Council
	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
		iii. Encourage and participate in consistent and universal zoning and business permitting activities with other local jurisdictions.	Ongoing	Zoning Administrator, City Council
	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 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

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		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
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KEY POINTS

- Land Use Classifications
- Environmentally Sensitive Areas
- Annexation Plans
- Implementation
- Land Use Goals

2.1. PURPOSE

The purpose of the Land Use Element is to demonstrate planning for community quality of life and economic vitality by 1) showing general land use classifications, and 2) establishing land use goals that manage growth.

2.2. LAND USE CLASSIFICATIONS

Price City land uses are divided into the categories of Residential, Commercial, Industrial and Special Districts (see Exhibit 3, Price City Land Use Map). Each category is divided into land use classifications, as follows:

Residential

Rural Density- (Zones included: R1-43) The Rural Density Residential (RDR) classification is for residential uses in areas where a rural atmosphere, open space preservation and agriculture uses are encouraged. The housing density should not exceed 1 unit per gross acre. Exceptions to this maximum density may be permitted as conditional use, subject to the clustering of housing and provision of meaningful open space.

Low Density- (Zones included: R1-8, R1-12) The Low Density Residential (LDR) classification is for typical low density suburban neighborhoods with single-family homes on individual building lots. The housing density should not exceed 4 units per gross acre.

Medium Density- (Zones included: R1-6, R2-7) The Medium Density Residential (MDR) classification is for smaller individual home lots and multiple family housing units such as duplexes, town homes and other types of small-scale attached housing units. The housing density should not exceed 7 units per gross acre.



High Density - (Zones included: R2-11) The High Density Residential (HDR) classification is for multi-family development, such as apartment and condominium complexes, with an overall housing density in excess of 7 units per gross acre.

Commercial

Community Commercial - (Zones included: C1) The Community Commercial (CC) classification is for general shopping facilities to satisfy the shopping needs of the community or a particular neighborhood. The intensity of the commercial zone applied will depend on such factors as the nature and location of surrounding uses, the ability to buffer surrounding uses, and the availability of necessary infrastructure. Also included are commercial and service uses in locations adjacent to highways or major streets.

Industrial

Light Industrial - (Zones include: M1) The Light Industrial (LI) classification is intended to provide for clean and less intensive industrial, manufacturing and technological uses. Facilities and operations to take place within this designation should be designed to protect the environmental quality of adjacent areas.

Heavy Industrial - (Zones include: M2) The Heavy Industrial (HI) classification is for a range of industrial and manufacturing uses, including heavy industry. The intensity of the manufacturing uses and corresponding zoning will depend on surrounding uses, existing infrastructure and the ability to buffer and protect adjacent or nearby residential uses.

Special Districts

Public Facilities - (Zones include: PF) A special district is established to promote the effective planning and development of public facilities and mixed land uses.

Special Planned Districts - (Zones include: PL) Provision is made for the establishment of special planned districts, allowing for mixed and special development uses which may vary from zoning regulations, but which will be a desirable asset to the community.

Overlay Districts - (Zones include: Signs, RDA) Overlay districts do not fall within a General Plan classification since they are intended to mix additional uses, limitations or designations with those allowed in the underlying zoning, in various areas throughout the city. Overlay zones are intended to be applied only when the overlay meets articulated needs of the City.

PRICE CITY GENERAL PLAN CHAPTER 2 Land Use



EXHIBIT 2. PRICE CITY LAND USE MAP

(Insert 11x17 map here)



2.4. ENVIRONMENT

Protection of the environment is considered an important part of planning in Price. Development plans should be sensitive to the environment of the immediate area, as well as the whole community. Those areas in Price which are considered to be environmentally sensitive include land which 1) is within a designated 100 year flood plain, 2) is subject to geological hazards, unstable soil conditions, slopes in excess of 25%, or rock fall areas, and 3) has a high water table and ground water, including wetlands, perched water, and drainage ways.

Areas within Price recognized as having significant concern for environmental protection include the banks and adjacent lands along the Price River, Meads Wash and associated drainage corridors.

Additionally, there exists concern for the protection and prevention of erosion of Wood Hill and other hills to the north of the City. These areas require special attention by the City and any potential developers, to make the protection of the environment an important objective. (See Exhibit 4, Environmentally Sensitive Areas Map)



Price River

Hillsides

Development on hillside areas is to be restricted with regard to grading, slope, rock fall, natural vegetation, drainage, and the provision of city services.

Wetlands

Wetlands are widely regarded as a valuable natural resource. The values that wetlands provide include water filtration / purification, the absorption and breakdown of toxins, the recharging of groundwater, flood control, habitat for wildlife, recreation and education, and aesthetics. It is the objective of the Price City to preserve wetland areas where possible. In some cases, however, the best course of action might be to consider development which will improve and enhance disturbed wetlands.

Protection of the environment throughout the City also requires continued attention to preserving and improving air quality, water quality, and the ongoing planting of trees.

PRICE CITY GENERAL PLAN CHAPTER 2 Land Use



EXHIBIT 3. ENVIRONMENTALLY SENSITIVE AREAS MAP

(Insert 11x17 map here)



Open Space Preservation

Open space preservation is recognized as an important land use and function of Price City. Several areas within the city are targeted for open space preservation, including the banks and adjoining land along Price River, Meads Wash, and Price Canal, as well as areas along Wood Hill. These areas may include open space parks and the development of recreational trails. Additionally, several areas which fall within designated potential annexation areas include lands which are best suited to be maintained for open space and recreational purposes.

Private property owners of undeveloped land, who do not desire to develop their properties, are encouraged to preserve open space through conservation easements, agriculture protection areas, or other open space preservation methods.

2.7. ANNEXATION PLANS

Annexation is a process by which the boundaries are extended to incorporate additional lands into the City. Residents of a newly annexed area become citizens of the City and share in the benefits and responsibilities of that citizenship.

Unincorporated areas within ½ mile of Price City's current boundaries at any given time have been identified for possible future annexation and their potential land use designations are shown on the Price City Land Use Map (Exhibit 3). The application of the recommended land uses for those properties which seek annexation will allow for well-planned and cohesive growth. The identification of potential annexation lands and annexation policies are outlined in the Price Municipal Corporation Annexation Policy Plan, attached and incorporated into this plan as Appendix A.

2.8. IMPLEMENTATION

The zoning and subdivision ordinances, as found in the Price City Land Use Management and Development Code, shall carry out the land use element. Other sections of the City Code, however, may also carry out parts of this element.

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CHAPTER 2 - LAND USE GOALS

Goals	Strategies	Actions	Timing	Agency
1. Promote an attractive, stable, and economically sustainable environment throughout the city.	A. Sustain development standards that ensure attractive, stable non-residential uses.	i. Review and update the land development code including zoning classifications and development standards for all non-residential uses, and consolidate and streamline language in the code.	0-3 years	City Council, Planning Commission, Building and Zoning, Community Director
		ii. Review and clarify landscaping requirements and standards including maintenance of all approved landscaping components.	0-3 years	City Council, Planning Commission, Building and Zoning
		iii. Encourage water conservation landscaping and low maintenance.	Ongoing	City Council, Planning Commission, Building and Zoning
		iv. Promote minimum 5% landscaping plus 5% environmentally sensitive landscaping for on-site and adjacent off-site landscaping needs.	Ongoing	Planning Commission, City Council.
		v. Encourage only plumb, pear and crabapple trees be planted in parking strips.	Ongoing	Planning Commission, City Council.
	B. Establish an environment which is friendly to new industries that diversify the economic base, use local labor, and are sensitive to environmental concerns.	i. Maintain comprehensive and streamlined permitting processes for new site plans.	Ongoing	Building and Zoning
	C. Develop a new business and industrial park in Price, which may possibly be owned by the City.	i. Take advantage of all highway off-ramp locations.	0-10 years	City Council, Community Director
		ii. Encourage and facilitate the development of a Price City business and industrial park.	0-2 years	City Council, Planning Commission, Community Director
		iii. Oversee the development and promotion of the business park.	0-10 years	City Council, Community Director
	D. Foster regional shopping in areas near Highway 6 and major city corridors.	i. Maintain existing regional shopping areas on major corridors.	Ongoing	City Council, Community Director

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CHAPTER 2 - LAND USE GOALS

Goals	Strategies	Actions	Timing	Agency
	E. Encourage existing commercial uses to improve and maintain buildings and landscaping.	i. Continue and improve pro-active zoning code requirement enforcement.	Ongoing	Building and Zoning
2. Encourage attractive, stable, and safe residential neighborhoods.	A. Encourage desirable and compatible mixtures of residential densities throughout the city.	i. Maintain the nature of established single-family residential areas, while providing for a mix of multi-family uses in various locations in the city.	Ongoing	City Council, Community Director
		ii. Explore the potential use of a mixed-use zone and an Historic Overlay Zone.	0-2 years	City Council, Planning Commission, Community Director
		iii. Develop themes and design standards to be required in overlay zones.	Ongoing	Planning Commission, City Council
	B. Require good traffic circulation patterns from residential to collector streets in all new residential subdivisions.	i. Review and update development standards for all applicable street widths and street designs including traffic calming devices for neighborhood streets.	0-1 year	City Council, Public Works, Community Director
		ii. Encourage the development of through streets, ensuring the even distribution of traffic.	Ongoing	City Council, Public Works
		iii. Discourage cookie-cutter and single access developments.	Ongoing	City Council, Public Works
	C. Encourage neighborhood stability and beautification through maintenance of properties.	i. Promote property maintenance through pro-active zoning enforcement.	Ongoing	City Council, Building and Zoning, Community Director
		ii. Encourage participation in volunteer beautification programs.	Ongoing	City Council, Building and Zoning, Community Director
		iii. Continue recognizing homes with nice yards through the Yard-of-the-Month program.	Ongoing	Beautification Committee

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CHAPTER 2 - LAND USE GOALS

Goals	Strategies	Actions	Timing	Agency	
		iv. Prepare and utilize active property maintenance policies compatible with zoning enforcement.	Ongoing	City Council, Building and Zoning, Community Director	
		v. Actively encourage and require improvement and/or remediation to abandoned or blighted properties in both residential and commercial areas.	Ongoing	City Council, Ordinance Enforcement	
3. Preserve open spaces in the built environment and other areas around the city through land use planning.	A. Establish regulations which results in open space preservation in new developments.	i. Adopt an ordinance which establishes the use and parameters of open space, including clustering and other open space preservation methods.	0-2_years	City Council, Planning Commission, Building and Zoning, Community Director	
		B. Encourage private property owners to preserve open space.	i. Explore methods such as a transfer of development rights (TDR) program for possible adoption.	0-5 years	City Council, Building and Zoning, Community Director
	C. Support open space preservation efforts along Price River, Meads Wash, Price Canal and on Wood Hill, as well as other parcels for parks and trails throughout the city.		ii. Schedule and invite the public to seminars with public and private lands trust agencies.	Ongoing	Building and Zoning, Community Director
			i. Adopt an ordinance regulating the preservation of environmentally sensitive areas.	0-2 years	City Council, Planning Commission, Community Director
			ii. Devise a plan and priorities for acquiring and/or keeping parcels planned for parks and opens spaces.	0-5 years	City Council, Community Director, Public Works
			iii. Develop a parkway and trail system along the Price River and Meads Wash.	0-5 years	City Council, Community Director, Public Works
			iv. Plan an open space preserve on all areas to the north of current boundaries, when annexed.	0-10 years	City Council, Community Director, Public Works

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CHAPTER 2 - LAND USE GOALS

Goals	Strategies	Actions	Timing	Agency
		v. Encourage and enforce the allocation of open space for planned neighborhood parks, recreation trails or other open spaces where possible.	Ongoing	City Council, Planning Commission, Community Director, Public Works
		vi. Work with Carbon County to establish connectivity of parks and trails systems.	Ongoing	City Council, Planning Commission, Community Director, Public Works



KEY POINTS

- Downtown and Business Corridors
- Streetscape Improvements
- Historic Preservation
- Outdoor Public Art
- Urban Design Goals

3.1. INTRODUCTION

Good urban design can improve the visual and functional relationship between people and their physical environment. It can create a desirable physical form for community needs and services. Because urban design overlaps other aspects of planning such as recreation, open space, transportation, and commercial and residential land uses, this chapter will focus on objectives towards the visual design and image of the community.

3.2. DOWNTOWN AND BUSINESS CORRIDORS

The character and success of a community is often defined by the urban design and economic vitality of the downtown area and the business corridors. In Price, the downtown area is generally seen as those blocks immediately adjoining Main Street between Heritage Park (400 West) and 300 East street. Within this area are many opportunities for urban design and community improvement, including the refurbishing / restoration of building facades, and the installation of streetscape elements.



Aerial View of Downtown Price



3.3. STREETScape IMPROVEMENTS

Effectively designed and constructed streetscapes on Price's streets will do much to improve their look, feel and effectiveness, and thereby have many positive impacts on the economy and quality of life in Price.

What is a streetscape? It can be defined as a facelift, a beautification or softening of a city street. It is a development project which invites pedestrian traffic by adding human elements to the harsh environment of a street designed mostly for the fast flow of vehicles. It provides physical and design characteristics that provide the setting for successful urban living. Streetscape designs are intended to make the community's main street, or other streets, a great street. A street people want to use. A street which helps define the community.

Several options exist for designing streetscapes on Price's main corridors, which include various combinations of streetscape elements. Streetscape elements can be divided into two categories:

- 1) landscaping and surfaces, including trees, plants, grass, ground cover, rocks, sidewalks, and special surfaces
- 2) street furniture and features, including benches, planter boxes, decorative garbage containers, drinking fountains, outdoor clocks, bollards, themed signage, monuments, statues, public art, design lighting standards, banners, and special architectural features.

The Price City motto "*Price, the Heart of Utah's Castle Country*" and a city logo should be visibly applied to those streetscape elements installed.



Successful streetscape projects would maintain the necessary access and traffic flow for commercial needs, while also providing physical characteristics that provide the setting for successful urban family living. Benefits to streetscapes on the busy streets in Price include:

- Vehicular traffic is calmed as the street feels more like a corridor to move *people* and not just vehicles.
- Investment appeal and quality development expand in a spruced-up commercial corridor.
- Business activity increases in areas previously deemed harsh and unsightly.
- Increased pedestrian traffic is encouraged in a comfortable environment with shade trees, benches, and water fountains.
- An increase in property values and community pride.
- A sense of community core and cohesion is enhanced.



Main Street

Main Street is the most important corridor to the community in terms of economics, historic heritage and community core. The downtown section of Main Street, from approximately Heritage Park at 400 West to 300 East street, carries special significance to the community as its core. Special attention to maintaining and upgrading the appearance and feel of this area is essential to its vitality and effectiveness. This section of Main Street, along with those cross streets heading north and south for the distance of one block, should be assigned the highest priority for streetscape improvement projects in Price. Price City should continue to actively pursue the objectives of Main Street programming and activities.

The remaining section of Main Street, between 300 East and the U.S. Highway 6 interchange, is also very important to the community, especially as a business corridor. Although the development and design of the built environment varies from that of the downtown area, attention to the quality of appearance of the streets, sidewalks and landscaping can be equally beneficial to the community. Streetscaping can take a different form in this area, but certain elements should tie into the theme of what is used in the downtown section.



Other Main Corridors

Carbon Avenue and 100 North Street should be considered second priority in for streetscape improvements. As a third priority, the following streets should be considered in streetscape improvements: 100 South Street, 300 East Street, 800 North Street, and Cedar Hills Drive. Finally, improvements should be planned on the streets surrounding Washington Park and the College of Eastern Utah. The most important areas for improvements on all streets are near major intersections and freeway entrances.

Entryways

Entryway beautification is key to creating a great impression for visitors and setting the tone for the beautiful and progressive community that Price is and strives even more to become. Beautification improvement projects at the entryways to the community can include many types of streetscape features, but usually provide the most effective impact with landscaping around highway interchanges and welcoming monuments. Entryway areas in Price for which new and/or additional improvements should be considered include the entrances to U.S. Highway 6 at Westwood Boulevard/100 North Street, Carbon Avenue, and East Main Street/State Highway 55.



Urban Forestry

Trees play a significant role in the beautification and urban design of the community. The Price City Shade Tree Commission is charged with promoting good urban forestry in the public right-of-ways. All reasonable efforts should be made to support tree planting on private and public property.

3.4. HISTORIC PRESERVATION

Historic buildings and houses add much to the character of a city. There are many sites in Price that either currently have, or have the potential to be given, an official historic designation. National and State Historic Registers consider a structure to be eligible for listing if that structure is at least 50 years old, has a high degree of physical integrity, meets certain criteria concerning association with historic events, persons, architectural or archeological significance, or construction techniques.

The City's Historical Commission is involved in the preservation and restoration of structures in the downtown area and throughout the city, with the goal to restore older buildings to their original appearance. Also, there are many homes in the community which warrant preservation and possible designation of historic significance. A long-range goal for the City and the Historical Commission is to inventory, preserve and protect these significant structures.

3.5. OUTDOOR PUBLIC ART

Outdoor public art, such as statues, art structures and other design features, can benefit a community in many ways. Well-placed and well-designed public art can:

- Create cohesion in the urban design of a community,
- Provide a sense of community for individual neighborhoods, as well as the community at large,
- Have a positive impact on the image of the community, and
- Assist with community historical preservation efforts.

Public art in Price should be placed, where possible and practical, near commercial centers, along major corridors, in parks, near recreational facilities and at other locations where it can be seen by many people. Local artists are encouraged to participate in the display of public art. Price City should sponsor and organize cultural events specifically targeted at the promotion of visual and performing arts.



Price Peace Garden

PRICE CITY GENERAL PLAN

CHAPTER 3 Urban Design



CHAPTER 3 - URBAN DESIGN GOALS

Goals	Strategies	Actions	Timing	Agency
1. Realize a community design and environment that is visually pleasing and unique to Price.	A. Improve the image of Price by placing well-designed entrance signs and landscaping at entryways to the city, and by planning for public art throughout the city.	i. Identify and prioritize entryway areas for beautification projects.	0-1 year	Beautification Committee
		ii. Develop and pursue plans to beautify community gateways.	0-10 years	City Council, Planning Commission
		iii. Identify and recommend types and locations for future public art.	0-2 years	Beautification Committee
		iv. Allocate sufficient financial resources for active beautification and improvement efforts.	Ongoing	City Council
		v. Develop and implement community entry way overlay zones with aesthetic design standards.	0-3 years	Planning Commission, City Council
	B. Support programs that actively promote beautification efforts throughout the city.	i. Participate in and support community beautification and tree planting projects.	Ongoing	City Council, Community Director, Public Works
		ii. Recommend and maintain minimum tree planting standards to be adopted by the City.	0-2 years	Beautification Committee
		iii. Organize community clean up projects with the help of civic organizations.	Ongoing	Community Director, Public Works
		iv. Actively promote and utilize an adopt a street litter control program	Ongoing	Beautification Committee
	C. Focus increased efforts on the improvement and enforcement of City ordinances that promote an attractive urban environment.	i. Review and update the land development code to include provisions for urban design and landscaping requirements.	0-2 years	City Council, Community Director, Building and Zoning
		ii. Hire / train a zoning ordinance enforcement officer to reduce confusion with animal officer.	0-5 years	City Council, Public Safety
		iii. Proactively enforce the zoning codes.	Ongoing	Public Safety, Building and Zoning

PRICE CITY GENERAL PLAN

CHAPTER 3 Urban Design



CHAPTER 3 - URBAN DESIGN GOALS

Goals	Strategies	Actions	Timing	Agency
		iv. Promote efforts throughout the city which establish water-wise landscaping.	Ongoing	City Council, Planning Commission, Community Director
2. Promote Main Street beautification, making it more visually appealing and pedestrian friendly, while also protecting business interests.	A. Create a citizens committee to develop recommendations for Main Street beautification.	i. Continue to plan for Main Street beautification with specifics on features, upgrades and themes.	0-2 years	City Council, Planning Commission, Community Director
		ii. Adopt design guidelines for developments on Main Street.	0-5 years	City Council, Planning Commission, Community Director
		iii. Utilize Downtown Alive and Community Progress to provide input for Main Street beautification.	0-2 years	City Council, Planning Commission, Community Director
3. Promote streetscape beautification on other City streets.	A. Devise a plan for the beautification of all main corridors in Price.	i. Develop streetscape projects on all main corridors, in the priority as identified in this chapter.	Ongoing	City Council, Planning Commission, Community Director
4. Support historic preservation efforts throughout the community.	A. Maintain active efforts to preserve historic properties and projects throughout the community.	i. Develop and follow procedures and eligibility for placement of properties on the National Register.	Ongoing	Historical Commission
		ii. Survey and keep updated an inventory of historic properties.	Ongoing	Historical Commission
		iii. Pursue funding options to make money available, including low interest loans, for community historic projects.	Ongoing	Historical Commission
	B. Pursue efforts to renovate properties and storefronts in the downtown area of Main Street.	i. Procure funding and organize renovations.	Ongoing	City Council, Historical Commission



KEY POINTS

- Downtown revitalization efforts
- Economic development pursuits
- Tourism promotion
- Community Image
- Economic Goals

4.1. INTRODUCTION

Price City is interested in pursuing and maintaining a healthy and attainable level of economic growth. Such growth is a means of providing a balanced, healthy economy in Price. It is a means of expanding the tax base for better homes, better schools and better public services. It is a means of providing more employment opportunities and keeping graduating students at home in the community.

The City also recognizes the importance of establishing and maintaining an appropriate level of community sustainability. While total sustainability is not possible, any reduction in the percentage of imported goods and services strengthens the community's ability to survive both economically and environmentally. The export of native goods and services to nearby communities, if it does not denigrate the quality of life and impact the natural environment, will also provide long-term benefits to Price City. Those benefits will be in terms of business opportunities, stable employment and increased economic well-being.

Price acts as a regional center for commercial needs and services in Carbon County and surrounding areas. Building upon existing opportunities and services becomes important as Price continues to fill this important role in the region.

4.2. DOWNTOWN REVITALIZATION

The revitalization of the core of the community is one of the paramount economic activities of the City. Downtown Price is currently a functioning and valuable economic area of the city, although it is generally recognized as needing greater support and

PRICE CITY GENERAL PLAN

CHAPTER 4 Economics



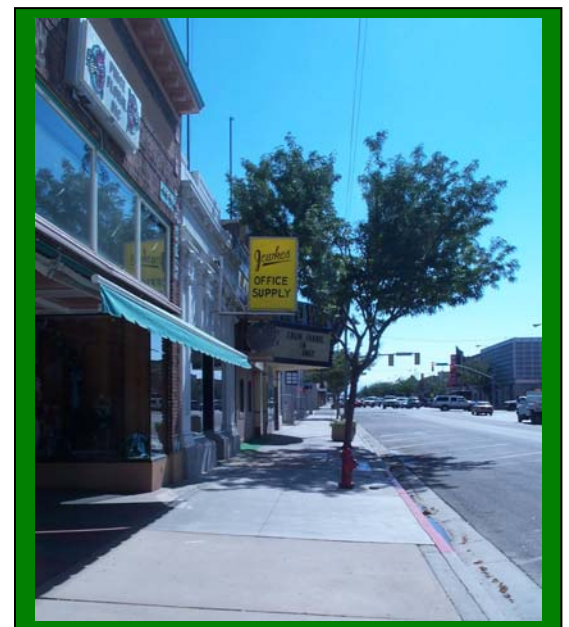
improvement. The downtown area brings together the convergence of the three most important business corridors in Price, which are Main Street, 100 North Street, and Carbon Avenue. Each of these corridors make connection to U.S. Highway 6, providing the backbone for business opportunities and the economic success of the community.

Recognizing the importance for a vital and effective downtown, revitalization efforts through redevelopment and other programs are being shaped by the City and the business community. Several concepts have been recently introduced which will serve to make downtown Price more viable. They include:

- Streetscape improvements (see page 20)
- Historic preservation (see page 21)
- Special events held in the downtown area
- The attraction of additional retail and commercial services
- Potential expansion of the CEU Prehistoric Museum

The downtown area is no longer included in a redevelopment area of the Price City Economic Development and Urban Renewal Agency (EDURA). Funding for improvements and business assistance in downtown was formerly administered through the City for several years. It is recommended that a renewal of the tax increment area occurs, to maximize the ability for assisting revitalization efforts well into the future.

Holding special events, such as farmers markets, art festivals and other street fairs, can be an effective method to draw more attention and business to the downtown area. Combining the efforts of the City with that of downtown business owners, the Carbon County Chamber of Commerce as well as local resident volunteers and other public agencies can create successful special event ventures.



Price Main Street

With the help of economic and planning consultants, the City has identified several unmet commercial and retail demands and community needs that can and should be met downtown. These include:

- Additional retail anchors
- Restaurants - for lunchtime as well as nighttime dining
- Apparel stores- including specialty clothing and shoes
- Specialty shops such as sporting goods, nurseries/ garden supplies, sewing, hobbies, crafts, stationery, and books
- Entertainment - such as bowling, theaters, live music.



This data is further supported by the preliminary results obtained through the comprehensive business visitation program, the Castle Country Business Expansion and Retention (BEAR) program.

4.3. ECONOMIC DEVELOPMENT

Historically, the economy of Price and surrounding areas has had a strong relationship with the development and production of energy resources, such as coal mining. As energy uses and needs change, and new resources are utilized, reliance on the economy of energy production can create difficulties for the community. Diversity into the various fields of business and manufacturing are the growing trend for successful economic pursuits in Price.

It is the City's intent to achieve the most desirable results in economic development pursuits. The economic development plan should be followed and updated as needed by the City in order to achieve the results desired by the community. The economic development plan should work in concert with the goals and efforts of the Carbon County Economic Development program.

The economic development plan should continue to focus on:

- Encouraging the attraction and development of business and industry that offer Price new jobs and diversified economic vitality,
- Continuing and improving upon assistance programs and funding for the retention and development existing businesses,
- Promoting tourism to Price and regional attractions, and
- Improving the image of the community as a great place to live, work and play.

A second City motto, intended for use in economic development pursuits, is:

"Price City, A Place of Value"

City economic development marketing materials and promotional programs should focus on the use of this motto in practice and theory to showcase the city and its economic development opportunities.

An effective tool for assisting new business ventures and the expansion of existing businesses is found in the Price City Economic Vitality Fund, administered by the City. Providing loans of up to \$10,000, the City's program emphasizes the need for loan recipients to improve local property values, generate employment and increase local economic activity. This program should be continued and strengthened when possible. Additionally, the City should continue to actively promote its Economic Activity Security



Price City (EASY) program in which tangible business property investments may be partially reimbursed and incentivized.

4.4. TOURISM

Continued development of tourism to Price and regional attractions is another opportunity to positively impact the local economy. Working in association with the Carbon County Travel Bureau and regional agencies, the City can actively assist the promotion of tourism. To do this effectively, marketing strategies need to be defined, and the necessary resources need to be dedicated. Efforts should be increased toward promoting Price, with its plethora of nearby attractions and recreation opportunities, as a destination for travelers and outdoor sports enthusiasts.

Unique characteristics of the community and the surrounding areas need to be identified and emphasized. Continued and increased emphasis should occur in promoting and building upon existing special amenities and themes, such as the Prehistoric Museum and native peoples.

4.5. COMMUNITY IMAGE

Related to the promotion of tourism and economic development are efforts to improve the overall image of the community. Promotion should focus on the community as a great place to live, work and play, which offers opportunities and services in all areas of life. Strong quality of life factors existing in Price should be emphasized, such as the availability of recreation and outdoor adventures, strong educational resources, the fairgrounds and special events, the CEU Prehistoric Museum, good medical facilities, a lower cost of living than in major metropolitan areas, and a safe atmosphere.

Beautification efforts in downtown, along main corridors and at community entryways, as described in Chapter 3, will have significant impact on improving the community image. Improved community image can have positive long-term economic benefits on the city. New residents, including both work force and retirement-aged people will be attracted to looking at making Price their home. More travelers will look to Price as a nice, fun destination rather than a place they bypass. More businesses will look to Price as an attractive community in which to do business.

PRICE CITY GENERAL PLAN

CHAPTER 4 Economics



CHAPTER 4 - ECONOMIC GOALS

Goals	Strategies	Actions	Timing	Agency
1. Cultivate a strong and diversified economic base and employment environment in Price.	A. Increase Price's status as a regional center for retail, office, industrial, and service uses.	i. Establish a City economic development advisory committee to work with county regional and state agencies.	0-5 years	City Council, Community Director
		ii. Review and follow up on Price City Strategic Economic Development Goals.	0-4 years	City Council, Community Director
		iii. Continue to encourage regional retailers to locate in existing business corridors in Price.	Ongoing	City Council, Community Director
		iv. Encourage the development of all Highway 6 off-ramps to maximum capacity	Ongoing	City Council, Community Director
		v. Encourage regular structured meetings of County Economic Development and attend by city staff and officials.	Ongoing	City Council, Community Director
	B. Encourage the attraction, retention, and development of business and industry that gives Price economic vitality.	i. Continue to strengthen and expand, through advertising and promotion, the effective use of the Economic Vitality Fund.	Ongoing	City Council, Community Director
		ii. Make business retention a priority by making regular visits to Price businesses.	Ongoing	City Council, Community Director
		ii-2. Reestablish business visitation by elected officials and the 1 st Dollar of Profit Certificates.	0-1 years	City Council, City Recorder
		iii. Continue to operate a formal community-wide Business Retention and Expansion (BRE) program.	0-3 years	City Council, Community Director
	C. Establish business, arts and industrial services incubator programs.	iii. Actively work with the BTAC to increase community incubation capacity.	0-3 years	City Council, Community Director , Main Street Coordinator
	D. Promote entrepreneurial education in the community.	i. Promote K-12+ entrepreneurial education programming.	0-7 years	City Council, Community Director

PRICE CITY GENERAL PLAN

CHAPTER 4 Economics



CHAPTER 4 - ECONOMIC GOALS

Goals	Strategies	Actions	Timing	Agency
		ii. Support community based entrepreneurial education programming such as SBDC, BTAC, etc.	0-2 years	City Council, Community Director
2. Encourage the revitalization of the downtown area and main business corridors.	A. Establish specific goals for economically revitalizing the downtown area.	i. Create and pursue plans for attracting new retail and dining and other businesses in the downtown area.	0-5 years	City Council, Community Director, Main Street Program
		ii. Develop plans for holding more special events in the downtown area, involving the business community.	0-5 years	City Council, Community Director, Chamber of Commerce, Main Street Program
		iii. Establish and promote a downtown special improvement district.	0-2 years	City Council, Community Director
	B. Establish goals for revitalizing Carbon Avenue, First North, Airport Road and Fairgrounds Road.	i. Establish and utilize a south Carbon Avenue Community Development Area (CDA).	0-5 years	City Council, Community Director
		ii. Create and pursue plans for attracting new business opportunities on Carbon Avenue, First North, Airport Road and Fairgrounds Road.	0-5 years	City Council, Community Director
	3. Increase travel and tourism to Price and the area.	A. Work in association with the Carbon County Travel Bureau and regional agencies.	i. Meet with regional travel agencies on a regular basis.	Ongoing
ii. Develop and define tourism marketing strategies in which the City can participate.			0-5 years	City Council, Community Director
iii. Dedicate as much as possible the necessary resources, financial and otherwise, to meet the objectives of the tourism marketing strategies.			Ongoing	City Council

PRICE CITY GENERAL PLAN

CHAPTER 4 Economics



CHAPTER 4 - ECONOMIC GOALS

Goals	Strategies	Actions	Timing	Agency
		iv. Provide planned recommendations for the use of tourism tax funds in promotion of Price City and improvement to City infrastructure.	Annually	City Council, Community Director
4. Enhance the image of the community. 4. (cont.) Enhance the image of the community.	A. Develop a plan for media promotions, marketing strategies and community improvement activities.	i. Re-establish a citizens advisory team (CAT) for community improvement to review the issues and make recommendations for strategies and projects.	0-5 years	City Council
		ii. Promote the strong quality of life and quantity of life factors existing in Price, with a focus on the community as a great place to live, work and play, offering opportunities and services in all areas of life.	Ongoing	City Council, Community Director, all departments
		iii. Encourage beautification projects to be developed throughout the community (see also Chapter 3 goals).	Ongoing	City Council, Planning Commission, Community Director
		iv. Develop, promote and fund an image improvement marketing campaign utilizing restaurant tax funds.	0-5 years	City Council, Community Director



KEY POINTS

- Transportation Master Plan
- Public Transit Issues
- Price City Streets Classification
- Alternative Modes
- Transportation Goals

5.1. INTRODUCTION

The effectiveness and functionality of the transportation system and how it services population growth has significant impact on the community. The City plans to develop and maintain a system that is efficient and compliments the quality of life in Price.

5.2. TRANSPORTATION MASTER PLAN

It is the intent of the City to continue to utilize the Price City Transportation Master Plan developed in conjunction with the Utah Department of Transportation. Planning and providing for safe and efficient transportation is the chief objective of the plan. The Master Plan is a vital appendix to this chapter (See Appendix C).

A transportation master plan includes planning for the flow of traffic on and the use of city streets. In the streets component of a transportation plan, policies are established which foster a safe and effective street system, classify streets according to their intended function, establish street design requirements, and identify areas where street improvements are needed. Exhibit 5, below, shows the existing and intended use of Price City streets by classification.

Goals for improving and developing necessary transportation infrastructure are outlined in a master plan. The following transportation issues relating to streets and vehicular traffic are included in the goals of the Price City plan:

- Street improvement projects, including the connection of Cedar Hills Drive 1) to Homestead Boulevard, and 2) the construction of Anadarko Road to Airport Road, and Wood Hill Road, and



- Highway improvement, including increased efforts to potentially make U.S. Highway 6 into an interstate freeway.

Additionally, open space areas around the City should be reviewed to determine needs for possible access and improved traffic flow. Connections may be warranted from the southern end of 700 East Street to Highway 55, and between the Castle Heights and Sagewood areas to Airport Road.

5.3. PUBLIC TRANSIT

Planning for mass transit systems, such as bus, rail and air traffic systems, is another important component to be included in the Price City Transportation Master Plan. This area of transportation has much potential for further development in Price, and the surrounding area served commercially by Price City.

As a community grows and improves, greater emphasis and desire is placed on the development of public transit systems. Concepts needing further development in relation to public transit systems in Price include:

- Developing a public transit system between Helper, Price and Wellington,
- Placing more emphasis on the development and use of the airport,
- Developing a bus station in Price, and
- Developing a train station in Price.

5.4. ALTERNATIVE MODES

Alternative modes of transportation are strongly encouraged in Price. A system of bicycle and pedestrian pathways is planned throughout the City to allow for easy access and connection to most areas of the City. For more information, see Chapter 7, Parks and Recreation, and Exhibit 6, Parks, Recreation and Trails Map.

PRICE CITY GENERAL PLAN CHAPTER 5 Transportation



EXHIBIT 5. STREETS MASTER PLAN MAP

(Insert 11x17 map here)

PRICE CITY GENERAL PLAN

CHAPTER 5 Transportation



CHAPTER 5 - TRANSPORTATION GOALS

Goals	Strategies	Actions	Timing	Agency
1. Promote a balanced transportation system that serves the diverse needs of the community.	A. Encourage and assist efforts to cause Highway 6 to become an interstate freeway and increase traffic capacity through Price on Highway 6 and Highway 10..	i. Regularly communicate with state and federal agency representatives on strategic methods to meet this objective.	Ongoing	City Council, Public Works Director
		ii. Dedicate necessary resources, where possible, to meet this objective.	Ongoing	City Council
	B. Prepare and prioritize plans for new roadway connections in the community.	i. Construct Anadarko Road to connect to Airport Road.	0-5 years	Public Works
		ii. Promote additional and alternate access between north and south Price across railroad tracks for emergency services.	0-10 years	Public Works, UDOT
		iii. Review opens space areas for possible needs for additional roadway connections.	Ongoing	Public Works
		iv. Encourage and recommend evacuation and directional signage on dirt roads surrounding Price City	0-1 years	Public Works, City Council
	C. Promote increased use of the airport.	i. Develop an airport promotional plan in conjunction with Carbon County Economic Development, and state and federal aviation agencies.	0-2 years	City Council, Community Director, Public Works
		ii. Promote the airport as "Eastern Utah Regional Airport".	Ongoing	City Council, Community Director, Public Works
		iii. Add signage to promote access to the airport	0-5 years	Public Works
	2. Encourage and promote opportunities for alternative modes of	A. Develop a recreational trails system linking the parks and various areas of town, including trails for cyclists, pedestrians, equestrians and OHVs.	i. Adopt and implement a detailed Trails System Master Plan, planning and identifying priority trail projects.	0-5 years

PRICE CITY GENERAL PLAN

CHAPTER 5 Transportation



CHAPTER 5 - TRANSPORTATION GOALS

Goals	Strategies	Actions	Timing	Agency
transportation which are safe, convenient, and environmentally sensitive.		ii. Work closely with Carbon County, Carbon County Recreation and regional recreational trail organizations.	Ongoing	Community Director, Public Works
		iii. Seek available funding for trails development from state, federal and other resources.	Ongoing	Community Director, Public Works
		iv. Construct trails in areas identified in this plan (See Exhibit) and further planned and/or amended in the Trails System Master Plan.	Ongoing	Public Works
	B. Develop a public transit system between Helper, Price and Wellington	i. Meet with state and federal transportation agency representatives on developing a regional bus / transit system.	0-10 years	City Council, Public Works Director
		ii. Dedicate necessary resources, where possible, to meet this objective.	Ongoing	City Council
		iii. Incorporate the Public Services Transit Plan into city goals and plans.	0-5 years	City Council, Public Works Director
3. Maintain and implement the Transportation Master Plan.	A. Using a public involvement process, prepare a master plan including all aspects of transportation.	i. Create a steering committee including transportation professionals to determine broad category elements to include in the Master Plan.	0-10 years	City Council, Public Works
		ii. Maintain and update the Transportation Master Plan.	Ongoing	City Council, Public Works



KEY POINTS

- Housing density and options
- Moderate income housing issues
- Quality high-density housing needs
- Infill residential development
- Housing Goals

6.1. INTRODUCTION

This chapter focuses on the need for diverse housing opportunities in Price. Although the population has remained relatively stable over recent years, needs and desires for various types of housing have increased. Having a median housing value of \$92,000, per the 2000 Census, the housing market in Price is currently comprised largely of single-family, detached homes. The median monthly mortgage is \$756, and the median rent is \$409. Nearly 60% of the homes in Price were built prior to 1970.

Addressing the needs for housing, the City has identified several issues, including the need for an improved mix of single and multi-family housing options, more moderate income housing options, infill housing development, and more quality high density housing projects. Price is also experiencing a need for housing options for homeless and transitional residents.

6.2. HOUSING DENSITY AND OPTIONS

Eighty-percent of the housing in Price currently falls within a single-family designation. The remaining 20%, representing various types of attached or multi-family housing units, provide most of the affordable housing options in the community. It is the City's desire to preserve existing areas of low density housing, while at the same time allowing for increased medium to high density housing needs, such as student, senior and other high quality attached housing developments.

While the importance of providing affordable housing has increased in recent years, the concept of providing a healthy balance of quality mid-level and higher-end housing is being recognized as an increasingly important goal. A diversification within Price City neighborhoods, including a mixture of low, moderate and even high-income housing units, is desired.



6.3. MODERATE INCOME HOUSING

Moderate income housing has become an increasingly imperative issue for Price City in recent years. Economic conditions have caused housing costs in Price to increase at rates higher than personal income and wages. Because of this imbalance, many residents have been excluded from adequate housing opportunities.

The State of Utah defines moderate income housing as “housing occupied or reserved for occupancy by households with a gross household income equal to or less than 80% of the median gross income of the metropolitan statistical area (MSA) for households of the same size.” In other words, moderate income housing is a function of the particular circumstances and income levels of the community, rather than a type of housing.

In an effort to meet the needs for income targeted housing in the Price community, an income target housing plan was originally created in October 2002 describing several policies and establishing goals. The Price Municipal Corporation Community Affordable Housing Plan is designed to assist decision making with housing issues (see Appendix B). This plan should be reviewed and updated at least every other year.

6.4. QUALITY HIGH DENSITY HOUSING

In trying to meet the need for a balanced mix of housing in Price, a key objective is to seek and require development of high quality. High-density residential developments, such as condominiums, town homes, etc., which are not geared toward meeting low or moderate income housing objectives, are currently too few in number. The development of projects which include quality design, landscaping, amenities and good maintenance should be encouraged and sought as new housing demands increase.

Student Housing

An important and continuing need for high-density housing is in the realm of student housing. As the student enrollment increases, further needs for providing student housing locations will arise. Areas close in proximity to the College of Eastern Utah are deemed best for additional student housing development. Nearby accommodations reduce car trips, make student life more affordable, and help current single family housing areas maintain their interior integrity.





Senior Citizen Housing

Seniors play an increasingly important role in the community and are a growing faction of the local population. More quality senior housing developments need to be encouraged, which will integrate within the single family low density zones and become an asset to the community. Additional assisted living residential projects are encouraged throughout the community in facilities constructed for that purpose.

6.5. INFILL RESIDENTIAL DEVELOPMENT

As Price continues to grow, residential development is encouraged to take place on the remaining developable lots found throughout the community to take advantage of all in-fill opportunities.

A mix all types of housing is desired in the community, and new construction, as well as re-construction, is encouraged to take advantage of infill development opportunities.



PRICE CITY GENERAL PLAN

CHAPTER 6 Housing



CHAPTER 6 - HOUSING GOALS

Goals	Strategies	Actions	Timing	Agency
1. Provide for an attractive mix of housing types and densities throughout the community.	A. Provide areas for residential development with rural densities that insure compatibility with open spaces and environmentally sensitive areas.	i. Plan and maintain rural density zones near and outside of the current cities boundaries.	Ongoing	City Council, Planning Commission, Building and Zoning
	B. Provide low density residential uses.	i. Encourage quality development in mid-level to high-end housing.	Ongoing	City Council, Planning Commission, Building and Zoning
		ii. Maintain existing low density zones for the development of single lot subdivisions and planned residential developments of single-family detached units.	Ongoing	City Council, Planning Commission, Building and Zoning
	C. Provide medium density residential uses.	i. Encourage diversification within medium density neighborhoods, to include a mixture of low, moderate and high-income housing units.	Ongoing	City Council, Planning Commission, Building and Zoning
		ii. Explore the establishment of mixed-use zone which allow density bonus.	0-5 years	Planning Commission, Building and Zoning
	D. Provide medium to high density mixed-use residential uses.	i. Promote quality high density developments in high density zoned areas.	Ongoing	City Council, Planning Commission, Building and Zoning
2. Provide a reasonable opportunity for moderate income housing.	A. Encourage the use of federal and state programs that help low to moderate income level home buyers purchase housing units.	i. Make state and federal programs information available to the public.	Ongoing	Community Director
	B. Promote the objectives of the Price Community Affordable Housing Plan (Appendix B).	i. Review the Community Income Targeted Housing Plan annually, and submit annual reports to the State.	Biannual	City Council, Community Director
		ii. Organize and prepare local income targeted housing development.	Ongoing	City Council, Community Director

PRICE CITY GENERAL PLAN

CHAPTER 6 Housing



CHAPTER 6 - HOUSING GOALS

Goals	Strategies	Actions	Timing	Agency
3. Encourage orderly and beautiful residential areas throughout the city.	A. Increase enforcement of residential zoning ordinance requirements.	i. Maintain the services of a zoning ordinance enforcement officer to reduce confusion with animal control officer.	Ongoing	City Council, Public Safety, Building and Zoning
		ii. Proactively enforce approved and adopted zoning ordinances and codes.	Ongoing	Public Safety, Building and Zoning
	B. Recognize the beatification efforts of residential property owners.	i. Continue and strengthen programs such as the Yard-of-the Month award.	Ongoing	Beatification Committee
4. Encourage the development of housing for senior citizens and students, in locations which both meet the needs of the residents and minimize their impact on the surrounding neighborhoods.	A. Encourage the development of senior housing projects which meet the needs of the community.	i. Promote the integration of quality senior housing developments within the single-family low density zones.	Ongoing	Community Director, Building and Zoning
		ii. Encourage the location of assisted living residential facilities throughout the community constructed for that purpose.	Ongoing	Community Director, Building and Zoning
	B. Encourage development which will meet the needs for student housing near the College of Eastern Utah.	i. Develop and adopt a plan for student housing near the College of Eastern Utah, in cooperation with College officials.	0-5 years	Community Director, Building and Zoning
		ii. Promote future student housing development between downtown and the College of Eastern Utah.	Ongoing	Community Director, Building and Zoning
		iii. Encourage the use of accessory apartments.	Ongoing	Community Director, Building and Zoning



KEY POINTS

- Parks and Recreation Master Plan
- Parks and Recreation Facilities
- Recreational Trails System
- Cultural Institutions and Facilities
- Parks and Recreation Goals

7.1. INTRODUCTION

Price City recognizes the need to provide parks and recreation facilities and services which enhance the quality of life of the residents. Included in the scope and objectives for parks and recreation in Price are plans for recreational trails, including bicycle, pedestrian and equestrian paths for public use throughout the city. An emphasis is also given to supporting and providing cultural activities and community services that enhance quality and quantity of life.

An objective of Price City is to provide or facilitate comprehensive recreation programs, services, facilities and resources that allow and encourage participation by all residents.

7.2. PARKS AND RECREATION MASTER PLAN

Like many communities throughout the U.S., Price City is experiencing a continuing desire for expanded and additional recreational opportunities. This creates the need for a plan to meet the current and future recreational needs and desires of the community. A parks and recreation master plan would provide a proactive “road map” for guiding future planning, design and implementation decisions. The implementation of such a plan, which would act as an appendix to this document, will make the use of parks, trails and recreation facilities an integral part of daily life in Price.

The beginnings of a parks and recreation master plan was developed through the creation of this document, with public input provided through the General Plan update process, as described in the Plan Update section in Chapter 1. A map of existing and proposed facilities and locations was created through this process (see Exhibit 6, Parks, Recreation and Trails Map, below).

PRICE CITY GENERAL PLAN

CHAPTER 7 Parks and Recreation



7.3. FACILITIES AND PROGRAMS

Existing parks and recreation facilities in Price are a source of pride and are expertly maintained to high levels of safety and operation, providing recreational facilities for residents and visitors.

Price City parks and recreation facilities include:

- Desert Wave Pool
- Washington Park
- Pioneer Park
- Terrace Hills Park
- Underpass Park
- Price City Peace Garden
- Price South Park
- Cove Basin Park
- Atwood Baseball Complex
- CEU Prehistoric Museum
- Heritage Park
- Rose Park
- Skate Park
- BMX Track Park

Additional facilities adjacent to Price City boundaries, which are operated and maintained by Carbon County include the County fairgrounds and sports complex, motocross and model airplane airport. Also, proposed new parks, trails and open space areas have been identified as shown on Exhibit 6, below. Many of the local recreation programs in Price are currently administered through the Carbon County Recreation Department. As the need expands for additional programs, the City may see the need to increase involvement in programming through staffing and increased involvement with the County's recreation program.

7.4. RECREATIONAL TRAILS SYSTEM

The quality of life in a community is enhanced when it has a functional system of recreational trails, including bicycle, pedestrian, and equestrian paths and facilities. A trails system also acts as an asset to the intrinsic city transportation network. Increased levels of walking and bicycling due to the creation of these facilities leads to a cleaner environment and a healthier population.



Safety for bicycles is an important issue. According to the *Bicycle and Pedestrian Planning Guide, Parsons Brinckerhoff*, Utah's bicycle fatality rate is 36% higher than the national average, which is caused by a lack of safe bicycle corridors. Many local trips that Price residents currently make in their cars may be made on foot or by bicycle if they could do so on established safe trail corridors.

Where practical, bicycle and pedestrian paths in Price should 1) be separated from vehicular traffic, 2) be constructed with separated bike and pedestrian lanes, and 3) provide



a connection between parks and open spaces such as established trail-heads.

Planning for equestrian and OHV recreational trails is also important to the community of Price, in terms of both recreation and tourism. The planning and development of such trails should be coordinated with County and regional trail user organizations and groups.

7.5. CULTURAL INSTITUTIONS AND FACILITIES

Providing and fostering cultural institutions and activities which enhance the quality and quantity of life of the community is recognized as an important objective of the Price community. Several programs have become a significant part of Price's cultural life and character that include the efforts of the Price City Culture Connection, a community based organization to showcase the talents and culture available in Price and surrounding communities. The City also sponsors events such as International Days, an annual festival which celebrates the culture, heritage, food, music and arts of the community.

A source of community pride can also be found in the College of Eastern Utah Prehistoric Museum, located in the heart of the community, as well as the heart of dinosaur country. A unique and celebrated facility, the museum boasts a wide assortment of dinosaur fossils and ancient human artifacts.

Other civic and private organizations play important roles in the community culture as well. Fostering an environment where such organizations can develop and flourish is an ideal of the City which enjoys much support from the community. Price City should, to the extent possible, assist and support the expansion and development of cultural institutions and facilities.



PRICE CITY GENERAL PLAN CHAPTER 7 Parks and Recreation



EXHIBIT 6. PARKS, RECREATION AND TRAILS MAP

(Insert 11x17 map here)

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PRICE CITY GENERAL PLAN

CHAPTER 7 Parks and Recreation



CHAPTER 7 - PARKS AND RECREATION GOALS

Goals	Strategies	Actions	Timing	Agency
1. Provide for parks and recreation facilities and services to enhance residents' quality of life.	A. Establish a plan for the development and improvement of parks and recreation facilities and services to include citizen involvement.	i. Prepare, adopt and implement a Parks and Recreation Master Plan.	0-5 years	City Council, Public Works, Parks
		ii. Establish a citizens advisory committee to assist in the planning.	0-5 years	City Council, Public Works, Parks
	B. Provide parks that are well dispersed throughout the city.	i. Target areas in need of parks and follow recommendations of the Parks and Recreation Master Plan.	Ongoing	City Council, Public Works, Parks
		ii. Utilize community built playground facilities where possible.	Ongoing	Public Works, Parks
	C. Encourage the acquisition of property and the development of additional recreational facilities.	i. Develop and/or support plans for a community recreation center.	0-5 years	Community Stakeholders
		ii. Create and update priority list for the development of other needed facilities.	Ongoing	City Council, Public Works, Parks
		iii. Plan for and fund the assessed facility and service expansion needs.	Ongoing	City Council, Public Works, Parks
	D. Provide adequate recreation classes and programs to meet the needs of Price residents.	i. Annually assess the needs and demands for recreation programs.	Annually	City Council, Public Works, Parks
		ii. Continue and increase involvement on the County's recreation board.	Ongoing	City Council, Public Works, Parks
	2. Develop a system of recreational trails throughout the community.	A. Finalize and amend recreational trails development as shown in the Parks and Recreation Master Plan.	i. Submit recommendations for trail concepts and priorities to City Council.	0-5 years
ii. Select a firm to prepare a detailed trails engineering and development plan.			0-5 years	City Council
iii. Seek and acquire any available funding.			0-5 years	Community Director
iv. Approve the plan and budget for each trail.			0-5 years	City Council

PRICE CITY GENERAL PLAN

CHAPTER 7 Parks and Recreation



CHAPTER 7 - PARKS AND RECREATION GOALS

Goals	Strategies	Actions	Timing	Agency
		v. Arrange the participation of any in-kind and volunteer assistance.	0-5 years	Public Works, Parks division
	B. Coordinate the City Trails System with Carbon County.	i. Meet with the County to coordinate Price City trail heads and access points with the County trails system.	0-2 years	Parks and Recreation Committee
3. Provide recreational and cultural facilities and services to enhance residents' quality of life.	A. Support and encourage community cultural activities.	i. Support and encourage the activities and programs of the Price City Culture Connection.	Ongoing	City Council, City Staff
		ii. Offer assistance and support as well as to the continuance and improvement of the annual International Days celebration.	Ongoing	City Council, City Staff
		iii. Encourage and support the success of the CEU Prehistoric Museum.	Ongoing	City Council, City Staff
		iv. Promote the establishment of community built playgrounds.	Ongoing	City Council, City Staff
		v. Involve community stakeholders in recreational and cultural planning activities.	Ongoing	City Council, City Staff



KEY POINTS

- Municipal facilities and services
- Educational support
- Community services
- Public Facilities and Services Goals

8.1. INTRODUCTION

This chapter addresses the various aspects and policies of public facilities, services and activities in the City including administrative offices, library, public works, and public safety facilities. The City, through its organizational structure, administers the City's water, wastewater, storm drainage, electrical and other typical municipal public facilities and services.

8.2. MUNICIPAL FACILITIES AND SERVICES

City Administration

Administration of the City organization occurs at Price City Hall, located in the downtown area at 185 East Main Street. Offices and services found within this building are the Mayor's Office, City Council / Planning Commission chambers, administrative and finance offices, Human Resources, Community Services, the City Library, and the City Auditorium. Adjoining this building is the CEU Prehistoric Museum (see Chapter 7).

The Price Municipal Corporation, the official name of the City organization, is organized and operated with concern for providing efficient and effective utilization of resources necessary to provide governmental services to the residents of the community.

City Library

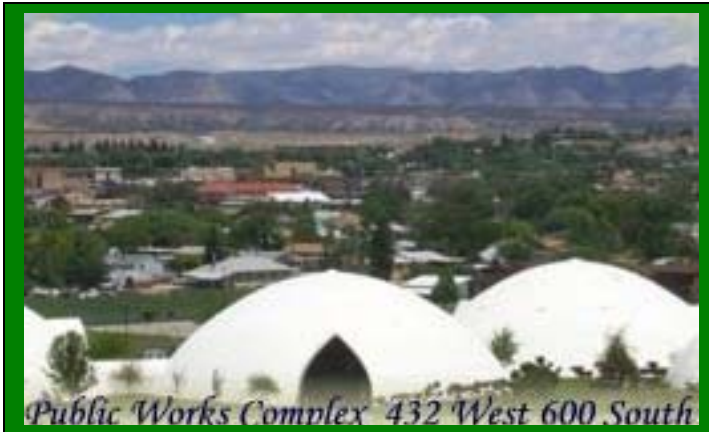
Located at 159 East Main Street in the City Hall building, the Price City Library is the foremost library facility in Carbon County and the region. The original Price City Library was established in 1915, through the Carnegie Library endowment program. In addition to an excellent collection of books and printed resources, the library also

PRICE CITY GENERAL PLAN

CHAPTER 8 Public Facilities & Services



maintains a supply of computers and software, which are available to all library patrons. Expanding and improving library services is a constant aspiration and goal, and should be considered by Price City.



Public Works Complex 432 West 600 South

Public Works

The Price City Public Works Division strives to make the City an accessible, functioning and healthy community. Located at 432 West 600 South, the “domes” house the offices for Public Works, Engineering, Water, Sewer, Streets, Fleet, City Parks, the Cemetery. In providing City services, the Public Works Division endeavors to be organized, trained and operate in an orderly and diligent process.

Public Utilities

Public utilities provided to the community by Price City include waste water collection, electrical power (through resource purchase contracts), water and irrigation water. Garbage pickup is also administered through the utilities department. The Price City Utilities Office is located in City Hall, at 185 East Main Street.

Police Department

Located at 910 North 700 East, the Price City Police Department operates under a primary objective, which is:

“A society free from crime and disorder remains an unachieved ideal; nevertheless, consistent with the values of a free society, it is the primary objective of the Price City Police Department to as closely as possible approach that ideal. In so doing, the department's role is to enforce the law in a fair and impartial manner, recognizing both the statutory and judicial limitations of police authority and the constitutional rights of all persons. It is not the role of the department to legislate, to render legal judgments, or to punish.”

Fire Department

The Price City Fire Department, located at 87 North 200 East, averages over 400 calls per year. This highly trained full service organization provides fire suppression and emergency medical services 24 hours every day to the community. The department has 24 trained “Volunteer Call Fire Fighters”, and a full-time Fire Chief / Fire Marshall. All fire fighters are state certified.

8.3. EDUCATIONAL SUPPORT

It is the objective of the City to support, where possible, all educational institutions within the community, to emphasize the importance of education for all citizens.



A close working relationship needs to be maintained with the Carbon County School District and other elementary and secondary educational providers to encourage and facilitate the improvement of elementary and secondary education in Price.

The City needs to actively participate in and support the growth and development of the College of Eastern Utah, to understand the needs and impacts of this noteworthy higher education institution. Support for continued programs through the Utah State University Extension is likewise warranted. Price City encourages the active promotion of

scholarships and educational opportunity.

8.4 COMMUNITY SERVICES

Health Care Support

To have good, quality health care and facilities that meet the health care needs of the community is a primary goal of Price City. Existing health care facilities, such as Lifepoint Castleview Hospital, currently provide a foundation for quality health care. The health of the community is an issue that should always concern city leaders. One method Price City has identified to address health-care issues and needs in the community is the creation of a health-care committee, comprised of representatives of local health care providers, governmental leaders, and interested citizens. The tasks of such a committee should include performing a comprehensive health-care needs assessment, and developing a community health-care plan for continued and improved services in Price. The development of a 24-hour clinic to serve the community is an identified need.

Telecommunications

Price City has strong interest in, and has taken a proactive role in the planning and encouragement of updated and quality telecommunication systems in the community. Sponsoring technology workshops and hosting telecommunications-conferences have brought the importance of using and understanding telecommunications systems to the residents. Efforts to increase the community's involvement and understanding of these systems is an ongoing goal of the City.

Providing municipal business services to the community through internet services, including utility department functions and business licensing, is a City priority.

PRICE CITY GENERAL PLAN CHAPTER 8 Public Facilities & Services



EXHIBIT 7. PUBLIC FACILITIES MAP

(Insert 11x17 map here)

PRICE CITY GENERAL PLAN

CHAPTER 8 Public Facilities & Services



CHAPTER 8 - PUBLIC SERVICES AND FACILITIES GOALS

Goals	Strategies	Actions	Timing	Agency
1. Provide effective and efficient public services to the community.	A. Maintain sufficient levels of staffing and programs to serve the public needs, which are administered with a customer-friendly attitude.	i. Provide efficient functioning and a customer friendly service-oriented atmosphere in the City Administrative Offices.	Ongoing	City Council, Community Director
		ii. Expand and improve the services available at the City Library.	Ongoing	City Council, Library Director
		iii. Continue to meet the demands for the efficient and quality delivery of public utilities and Public Works services in an orderly and diligent manner.	Ongoing	City Council, Public Works Director
		iv. Maintain a police force which is dedicated to the ideal of a crime-free society, which enforces the law in a fair and impartial manner.	Ongoing	City Council, Police Chief
		v. Maintain a fully-staffed, trained and certified Fire Department to provide to the community excellent service in fire suppression and emergency medical services.	Ongoing	City Council, Fire Chief
		vi. Involve K-12 and local college students in Price City project program planning, committees and implementation.	Ongoing	City Council, Community Director
		vii. Plan, design and develop improved electrical infrastructure and secure, stable electrical supplies for residential and commercial users.	0-10 years	City Council, Public Works
2. Provide sufficient water resources and systems to support the future growth of the community.	A. Develop additional community water resources.	i. Explore the development of water resources.	0-10 years	City Council, Public Works
		ii. Purchase private water shares whenever possible.	Ongoing	City Council, Public Works

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CHAPTER 8 Public Facilities & Services



CHAPTER 8 - PUBLIC SERVICES AND FACILITIES GOALS

Goals	Strategies	Actions	Timing	Agency
3. Provide excellent support to educational institutions.	A. Encourage and facilitate the improvement of elementary and secondary education in Price.	i. Meet on a regular basis with Carbon County School District representatives to support efforts to improve education for Price citizens.	Ongoing	City Council, Community Director
	B. Continue to support the growth and development of the College of Eastern Utah.	i. Meet on a regular basis with leaders at the College of Eastern Utah to understand the current issues, challenges, needs and community impacts of the school and campus.	Ongoing	City Council, Community Director
		ii. Support efforts to expand and improve the prehistoric museum.	Ongoing	City Council, Community Director
4. Provide excellent support to community services.	A. Take a responsible role in seeing that the community health care needs are served through good, quality health care facilities and programs.	i. Create a community health-care and/or wellness committee, with responsibility for performing a comprehensive health-care needs assessment, and developing a community health-care plan.	0-5 years	City Council, Community Director
		ii. Coordinate emergency service preparedness and response plans by local providers.	0-5 years	City Council, Fire Chief
		ii-2. Promote personal emergency preparedness and community evacuation planning.	Ongoing	City Council, Public Safety
		ii-3. Promote and publicize emergency preparedness and evacuation plans to educate the public.	Ongoing	City Council, Public Safety
		iii. Support use and development of county-wide programs and projects that reduce substance abuse within the community (i.e., drug courts, mentoring, etc.)	Ongoing	City Council, Community Director

PRICE CITY GENERAL PLAN

CHAPTER 8 Public Facilities & Services



CHAPTER 8 - PUBLIC SERVICES AND FACILITIES GOALS

Goals	Strategies	Actions	Timing	Agency
4. (cont.) Provide excellent support to community services.	B. Maintain a proactive role in planning and encouraging updated and quality telecommunication systems in the community.	i. Continue efforts to increase involvement and understanding of telecommunications systems, such as the sponsoring of technology workshops and conferences.	Ongoing	City Council, Community Director
		ii. Provide municipal business services to the community through internet services, including utility department functions and business licensing.	0-5 years	City Council, Community Director
	C. Increase the environmental image of Price City through involvement in proactive programs.	i. Encourage, develop and participate in recycling programs and efforts in the community.	0-2 years	City Council, Recycling Committee
		ii. Encourage reduction of the carbon footprint for Price City operations and the overall community through energy conservation.	0-2 years	City Council