



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



CHAPTER 3 - URBAN DESIGN GOALS

Goals	Strategies	Actions	Timing	Agency
<p>1. Realize a community design and environment that is visually pleasing and unique to Price.</p>	<p>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.</p>	<p>i. Identify and prioritize entryway areas for beautification projects.</p>	0-1 year	Beautification Committee
		<p>ii. Develop and pursue plans to beautify community gateways.</p>	0-10 years	City Council, Planning Commission
		<p>iii. Identify and recommend types and locations for future public art.</p>	0-2 years	Beautification Committee
		<p>iv. Allocate sufficient financial resources for active beautification and improvement efforts.</p>	Ongoing	City Council
	<p>B. Support the Beautification Commission, the Shade Tree Commission and other programs that actively promote beautification efforts throughout the city.</p>	<p>i. Participate in and support community beautification and tree planting projects.</p>	Ongoing	City Council, Community Director, Public Works
		<p>ii. Recommend and maintain minimum tree planting standards to be adopted by the City.</p>	0-2 years	Beautification Committee
		<p>iii. Organize community clean up projects with the help of civic organizations.</p>	Ongoing	Community Director, Public Works
	<p>C. Focus increased efforts on the improvement and enforcement of City ordinances that promote an attractive urban environment.</p>	<p>i. Review and update the land development code to include provisions for urban design and landscaping requirements.</p>	0-2 years	City Council, Community Director, Building and Zoning
		<p>ii. Hire / train a zoning ordinance enforcement officer to reduce confusion with animal officer.</p>	0-5 years	City Council, Public Safety
		<p>iii. Proactively enforce the zoning codes.</p>	Ongoing	Public Safety, Building and Zoning
		<p>iv. Promote efforts throughout the city which establish water-wise landscaping.</p>	Ongoing	City Council, Planning Commission, Community Director

PRICE CITY GENERAL PLAN

CHAPTER 3 Urban Design



CHAPTER 3 - URBAN DESIGN GOALS

Goals	Strategies	Actions	Timing	Agency
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. Explore the creation of an historic overlay zone for the Main Street area.	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