

Utah State University

DigitalCommons@USU

---

All Graduate Plan B and other Reports, Spring  
1920 to Spring 2023

Graduate Studies

---

5-2023

## Historic Downtown Streetscape Plan Price City, Utah

Patricia Beckert  
*Utah State University*

Follow this and additional works at: <https://digitalcommons.usu.edu/gradreports>



Part of the [Civic and Community Engagement Commons](#), [Environmental Design Commons](#), [Growth and Development Commons](#), [Historic Preservation and Conservation Commons](#), [Infrastructure Commons](#), [Landscape Architecture Commons](#), [Other Civil and Environmental Engineering Commons](#), [Place and Environment Commons](#), [Public Administration Commons](#), [Real Estate Commons](#), [Sustainability Commons](#), [Tourism and Travel Commons](#), [Transportation Commons](#), [Transportation Engineering Commons](#), [Urban, Community and Regional Planning Commons](#), [Urban Studies Commons](#), and the [Urban Studies and Planning Commons](#)

---

### Recommended Citation

Beckert, Patricia, "Historic Downtown Streetscape Plan Price City, Utah" (2023). *All Graduate Plan B and other Reports, Spring 1920 to Spring 2023*. 1742.  
<https://digitalcommons.usu.edu/gradreports/1742>

This Creative Project is brought to you for free and open access by the Graduate Studies at DigitalCommons@USU. It has been accepted for inclusion in All Graduate Plan B and other Reports, Spring 1920 to Spring 2023 by an authorized administrator of DigitalCommons@USU. For more information, please contact [digitalcommons@usu.edu](mailto:digitalcommons@usu.edu).



# HISTORIC DOWNTOWN STREETScape PLAN PRICE CITY, UTAH

MLA THESIS BY PATRICIA BECKERT



Figure 1: "Peaceful Price Sunset"  
Photograph by Tyson Chappell.

Copyright © Patricia Beckert 2023

All Rights Reserved

HISTORIC DOWNTOWN STREETSCAPE PLAN  
PRICE CITY, UTAH

by

Patricia Beckert

A thesis proposal submitted in partial fulfillment  
of the requirements for the degree

of

MASTER OF LANDSCAPE ARCHITECTURE

Approved:

\_\_\_\_\_  
David Evans  
Major Professor

\_\_\_\_\_  
Steve Mansfield  
Committee Member

\_\_\_\_\_  
Carlos Licón  
Committee Member

\_\_\_\_\_  
Richard Cutler  
Vice Provost of Graduate Studies

UTAH STATE UNIVERSITY  
Logan, Utah  
2023

## ACKNOWLEDGMENTS

---

Words are not enough to express my profound gratitude to my brilliant committee members, Dave Evans, Dr. Carlos Licón, and Steven Mansfield, for their guidance, feedback, and support in this journey.

I really appreciate all the LAEP Department: my professors who contributed to my academic formation, the kind and helpful staff, and my studio friends that shared their knowledge and worked with me to enhance my school experience.

Many thanks to my family and friends for believing in me and for their support during challenging times. My friends have given countless hours of their time to care for my children so that I could study.

A special thanks to my closest family: to Lance for being supportive and helping to take care of our children from the beginning of graduate school, and to Gabe, Patrick, and Leillah for your understanding. Hopefully, I am a good example and motivation for you as you go after your own dreams and goals. Please remember to never stop, even in the hardest times. Finally, endless gratitude goes to the heavenly hand that never leaves me alone.

## TABLE OF CONTENTS

---

ABSTRACT		ix
EXECUTIVE SUMMARY		xi
LIST OF FIGURES & TABLES		xii
CHAPTER 1:	INTRODUCTION	
	1.1 PRICE CITY, UTAH: HISTORICAL, DEMOGRAPHIC, ECONOMIC, AND PHYSICAL CONTEXT	16
CHAPTER 2:	RESEARCH METHODOLOGY	
	2.1 LITERATURE REVIEW	28
	2.2 CASE STUDIES	30
	2.3 KEY TERMINOLOGIES AND DESIGN PRINCIPLES	40
	2.4 RESEARCH CONCLUSION	41
	2.5 IN-STUDIO CHARRETTE	41
CHAPTER 3:	INVENTORY AND ANALYSIS	
	3.1 PHYSICAL, BIOLOGICAL, AND CULTURAL INVENTORY AND ANALYSIS OF THE SITE	44
	3.2 FAÇADE STUDIES	46
	3.3 BUILDING FAÇADE ANALYSIS	56
	3.4 PRICE MAIN STREET CURRENT LAND USE ANALYSIS	60
	3.5 CONCLUSION	60

## TABLE OF CONTENTS

---

CHAPTER 4:	STREETSCAPE DESIGN	
	4.1 STREETSCAPE DESIGN OBJECTIVES	64
	4.2 MAIN STREET DESIGN ALTERNATIVES	64
	MAIN STREET CONCEPT A	64
	ILLUSTRATIVE PLAN	66
	CROSS-SECTIONS	68
	3D REPRESENTATIONS	71
	MAIN STREET CONCEPT B	74
	ILLUSTRATIVE PLAN	76
	CROSS-SECTIONS	78
	4.3 CARBON AVENUE DESIGN CONCEPT C	81
	ILLUSTRATIVE PLAN	82
	CROSS-SECTION	84
	3D REPRESENTATION	85
CHAPTER 5:	CONCLUSIONS	87
CHAPTER 6:	APPENDICES	
	6.1 REFERENCE LIST	90
	6.2 FIGURE REFERENCE	93

## ABSTRACT

---

The idea of a small-town Main Street has profound meaning within the American culture that has prevailed for the past two centuries. Historically, Main Street serves as the beating heart of a community, a place where economic, social, cultural, and civic activities are centered (Francaviglia, 1996; Main Street America, n.d.). Since the beginning of the 19th century, many factors have led to the decline of Main Streets, and despite a variety of efforts from different stakeholders, that decline has only intensified in recent decades (Isenberg, 2008; Orvell, 2014; Howard, 2015). In 1980, after a three-year project conducted by the National Trust for Historic Preservation, the National Main Street Center (NMSC) was created. Since then, the program has helped thousands of communities revitalize their Main Streets through its Main Street Approach. Using its principles as a reference, thousands of main streets are seeing successful results. There is an urgent need for urban and rural communities to engage in the revitalization of historic Main Streets and downtowns. These efforts can strengthen community identity and support economic vitality (U.S. Department of Agriculture, n.d.).

Price City, a small city 120 miles southeast of Salt Lake City, has pledged to improve its physical environment and the quality of life of its citizens by identifying a variety of areas for improvement in the city, including downtown revitalization (Price City Utah, 2016). The Historic Downtown Streetscape Plan is focused on the redesign of Historic Main Street and Carbon Avenue. The goal of this Plan is to create a lively place where the entire community can come together to feel a sense of shared identity and community pride. To accomplish this goal, a Case Study Methodology and supportive literature review have identified key principles and elements for a successful streetscape plan for Price. The Plan also includes a façade study to help tie key building locations and architectural character to the streetscape design. The Historic Downtown Streetscape Plan documents the best practices of comparable downtowns and provides a comprehensive strategy for the streetscape design of Historic Downtown Price.

## EXECUTIVE SUMMARY

---

In Chapter 1, the regional and local context of Historic Downtown Price is established through a series of maps with narrative support. Since Price has been selected by the state as one of Utah's Main Street Pilot Program cities, this chapter also includes an introduction to the Main Street America and Utah Main Street programs.

Chapter 2 describes the research methodology of the Plan. This chapter includes research on both the Main Street America and Utah Main Street programs, a discussion of the value of historic preservation in revitalization, research on sense of place and community identity in successful downtowns, a review of sustainability and resilience in urban development, and case studies of five cities comparable to Historic Downtown Price.

Chapter 3 establishes the importance of an inventory and analysis of Historic Downtown Price. It includes a physical, biological, and cultural assessment of conditions influencing streetscape design. It also includes a façade study of the building façades along Main Street. As a component of the façade studies, measured AutoCAD drawings of each of the four block elevations of Main Street buildings were prepared, and each building was rated based on its façade condition. This will help guide facade improvements during downtown revitalization.

Chapter 4 establishes the framework of the design and expands on the specific benefits of the Plan. The design responds to the inventory and analysis and is guided by the research. An overview of the streetscape plan benefits include improved vehicular access and parking, safer pedestrian access, a variety of outdoor use areas, improved micro-climate, and street aesthetics tied to the historic character of the downtown.

Chapter 5 summarizes the research and recommendations of the Plan and discusses the Plan's potential contributions to the revitalization of Price's Historic Downtown and future efforts of historic downtown revitalization in general. The research and design recommendations of the plan provide downtown and streetscape designers with an array of contemporary design principles and project examples.

## LIST OF FIGURES & TABLES

Figure 1: Cover: “Peaceful Price Sunset” .....	Cover Page
Figure 2: Nine Mile Canyon, Price, UT .....	14
Figure 3: Price City, Carbon County in Utah .....	16
Figure 4: Price City Location Map .....	16
Figure 5: William Price II .....	17
Figure 6: Price City Map from 1920 .....	17
Figure 7: The Price Trading Company Building Mural .....	17
Figure 8: Utah RY. Locomotive, engine number 201, engine type 2-8-8-0 .....	17
Figure 9: Children of the Assumption Greek Orthodox Church in 1933 .....	17
Figure 10: Demographic Pie Charts .....	18
Figure 11: Major Employers in Price .....	19
Figure 12: Utah State University Eastern Campus .....	19
Figure 13: Prehistoric Museum Exhibition .....	19
Figure 14: The Utah Railway Company Coal Train .....	19
Figure 15: Price City in a Regional Context Map .....	20
Figure 16: Price City Vehicular Circulation Patterns Map .....	21
Figure 17: Price City Major Nodes of Entrance Map .....	22
Figure 18: Price City Districts Map .....	23
Figure 19: Price City Historical Downtown Map .....	24
Figure 20: Main Street and Carbon Avenue Map .....	25
Figure 21: Price Main Street in the 60s: “Main Street Looking East” .....	26
Figure 22: Main Street America Logo .....	28
Figure 23: Price Downtown District Logo .....	29
Figure 24: First Street in the 60s and Now .....	30
Figure 25: Livermore Profile on the Main Street America Website .....	30

## LIST OF FIGURES & TABLES

Figure 26: Outdoor Dining on First Street .....	30	Figure 51: Center Street Aerial Map .....	38
Figure 27: First Street Aerial Map .....	30	Figure 52: Center Street Design Features .....	39
Figure 28: First Street Design Features .....	31	Figure 53: Center Street Image from Google Earth .....	39
Figure 29: First Street Image from Google Earth .....	31	Figure 54: NACTO's Curb Extensions and Bulb-outs .....	40
Figure 30: Plumas Street in the 60s and Now .....	32	Figure 55: NACTO's Downtown Conventional Sidewalk .....	40
Figure 31: Plumas Street Aerial Map .....	32	Figure 56: Plumas Street, Yuba City, CA .....	40
Figure 32: Summer Event on Plumas Street .....	33	Figure 57: Price Downtown District .....	42
Figure 33: The Sutter Theater .....	33	Figure 58: Price City Historic Downtown Current Inventory & Analysis Map .....	44
Figure 34: Plumas Street Design Features .....	33	Figure 59: Price Main Street Current Conditions Photograph .....	45
Figure 35: Plumas Street Image from Google Earth .....	33	Figure 60: Price Main Street Current Conditions Plan .....	45
Figure 36: Main Street in the 60s and Now .....	34	Figure 61: Price Main Street Block Map .....	46
Figure 37: Art on the Corner Outdoor Sculpture Exhibit .....	34	Figure 62: A 2019 photograph and an old photograph of the former Carbon Hotel Building .....	46
Figure 38: Farmers Market .....	34	Figure 63: The former Eko Theatre .....	47
Figure 39: Main Street Aerial Map .....	34	Figure 64: Price Main Street Businesses Pie Chart .....	60
Figure 40: Main Street Design Features .....	35	Figure 65: Businesses on Price Main Street .....	61
Figure 41: Main Street Image from Google Earth .....	35	Figure 66: Price City Main Street Bird-Eye's View .....	62
Figure 42: 25th Street in the 1900s and Now .....	36	Figure 67: Application of NACTO Principles in Concept A .....	65
Figure 43: 25 <sup>th</sup> Street at Night .....	36	Figure 68: Main Street Concept A 3D with Trees in Parking .....	65
Figure 44: Harvest Moon Celebration .....	36	Figure 69: Application of NACTO Principles in Concept B .....	75
Figure 45: 25th Street Aerial Map .....	36	Figure 70: Main Street Concept B 3D with Trees at Back of Curb .....	75
Figure 46: 25th Street Design Features .....	37	Figure 71: Application of NACTO Principles in Carbon Avenue .....	81
Figure 47: 25th Street Image from Google Earth .....	37	Figure 72: Price Canyon .....	86
Figure 48: Center Street in 2018 and Now .....	38	Figure 73: Ancient Petroglyphs at Nine Mile Canyon .....	88
Figure 49: The Utah Theater .....	38		
Figure 50: Center Street Christmas Clydesdales .....	38	Table 1: Population Facts .....	18
		Table 2: Economic Facts .....	19





Figure 2: Nine Mile Canyon, Price, UT  
Photograph by Donald Fink.

## CHAPTER 1 | INTRODUCTION

---

In July 2021, the Governor's Office of Economic Opportunity (GOED) selected Price and Brigham City to be part of a pilot project called the Utah Main Street Program, a program designed to help Utah communities revitalize their downtown districts, enhance their economies, and improve their image.

Historic Downtown Price has the architectural character and street scale essential to successful revitalization. The fact that Main Street and Carbon Avenue are not UDOT rights-of-way enables greater community influence and design flexibility.

The major benefits of this Plan aim at creating an active, mixed-use historic downtown. The design provides traffic calming and improved vehicular access and parking, safer and more diverse pedestrian movement, and a diverse collection of outdoor use areas with improved landscapes, micro-climates, and safer, unified lighting.

# 1.1 PRICE CITY, UTAH: HISTORICAL, DEMOGRAPHIC, ECONOMIC, AND PHYSICAL CONTEXT

## PRICE CITY, UTAH

Price is the county seat and the largest city in Carbon County, Utah. It has a total area of 5.1 square miles (13.1 km<sup>2</sup>). It is located at the northwestern edge of the Colorado Plateau, with the Price River flowing southeasterly through the city.

Price is a major gateway to five famous National Parks (The Mighty Five). Price boasts the Prehistoric Museum, access to a range of regional outdoor activities, and Utah State University Eastern Campus.

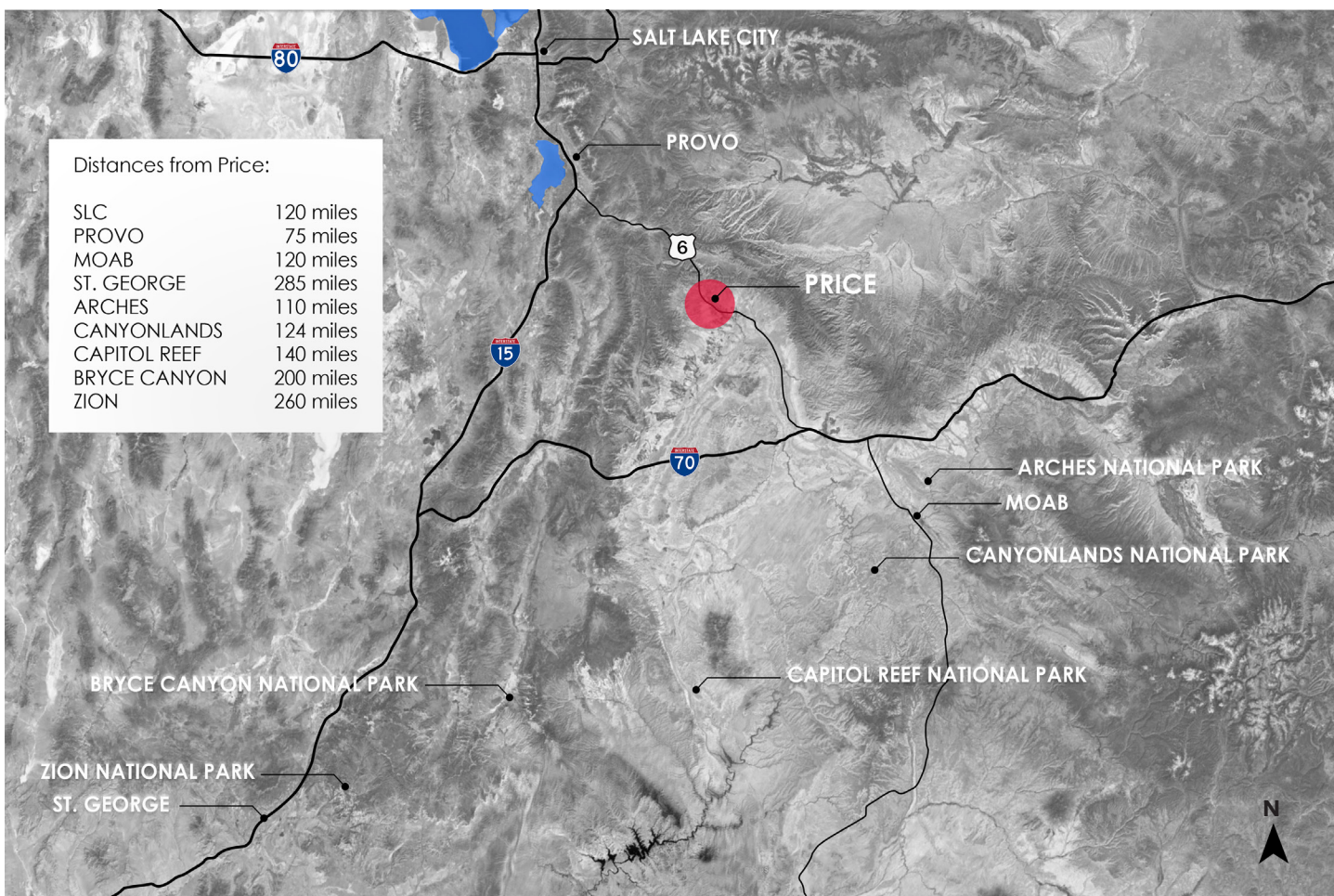
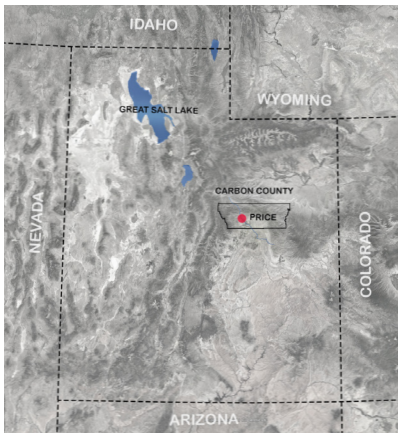


Figure 4: Price City Location Map  
Location and distance from Price City to important cities of the state and to each National Parks (The Mighty Five).

Figure 3: Price City, Carbon County in Utah  
Price City located in the State of Utah Context Map.



# 1.1 PRICE CITY, UTAH: HISTORICAL, DEMOGRAPHIC, ECONOMIC, AND PHYSICAL CONTEXT

## MODERN EARLY HISTORY

Price City was first settled by Latter-day Saint (LDS) pioneers in 1877. It was named after LDS Bishop William Price of Goshen, Utah, who explored the region in 1869. The area was originally part of Sanpete County but was annexed to Emery County in 1880. On July 14th, 1892, Price was officially organized, and two years later became part of Carbon County's founding (Johnson, 1994; Notarianni, 1994).

A history of fur trappers, Mormon settlement, cowboys, and outlaws contributed to the character of the town, as well as the arrival of the railroad and its concurrent coal mining history. The 1883 arrival of the Denver and Rio Grande Western Railroad spurred its growth, and the coal mining industry provided a major catalyst for development and population diversity in the county. Workers from primarily southern and eastern Europe settled in the region to fill the labor shortage in the mining industry (Powell, 1992). Johnson (1994) also claimed that these major changes transformed Price from an isolated farming community to the commercial hub of Castle Valley, making it the retail, political, educational, and cultural center of the region.

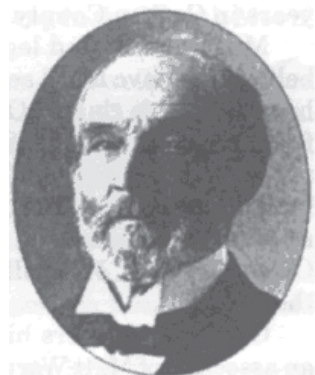


Figure 5: William Price II  
Explorer and pioneer, whom the city and the Price River

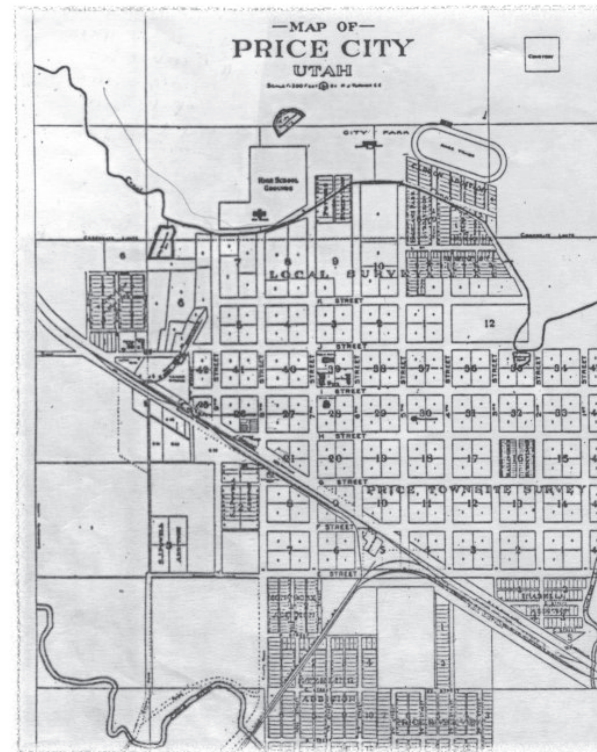


Figure 6: Price City Map from 1920

Today, Price City is still the governmental, commercial, educational, and cultural center of the county. It is a community surrounded by scenic landscapes and geographical features, providing recreational adventures to locals and visitors. Price is also home to Utah State University Eastern and the USU Eastern Prehistoric Museum.

The city envisions a progressive future while conserving its rich heritage and cultural diversity. Price also seeks to provide a safe environment, economic security, quality of education, and health to its citizens, while simultaneously providing a rich cultural, educational, and recreational experience to its visitors (Price City General Plan, 2016).



Figure 7: The Price Trading Company Building Mural  
Painted on the walls of Price City Hall by Lynn Fausett, 1938-1941.



Figure 8: Utah RY Locomotive, engine number 201, engine type 2-8-8-0  
Photograph by Otto Perry in 1935.



Figure 9: Children of the Assumption Greek Orthodox Church in 1933

# 1.1 PRICE CITY, UTAH: HISTORICAL, DEMOGRAPHIC, ECONOMIC, AND PHYSICAL CONTEXT

## DEMOGRAPHICS

Carbon County was shaped by ethnic and cultural diversity more than other regions of the state due to its coal mining history. The Mormon pioneers were the first Europeans to settle this region. These pioneers came from the eastern and midwestern states or immigrated from the British Isles and other European centers. Over time, immigrants from all over the world settled in Price, including people from Italy, France, Greece, Scandinavia, Japan, China, Mexico, the Balkans, the Middle East, and the British Isles. Immigrants brought with them their cultural heritage, food, and religious traditions. While such cultural diversity helped make Price unique, it also triggered conflicts between the many distinct groups. However, as time progressed, work and education, together with sharing problems, concerns, and hopes for a better future for their children, eventually brought these diverse groups of people together (Watt, 1997).

This diversified population has remained until today, making Price one of Utah's most culturally rich and complex communities. According to 2019 Census data, Price boasts a population of 8,332 inhabitants. The following table shows the main characteristics of that population, and the pie charts show the population breakdown with regard to race, age, and educational attainment.

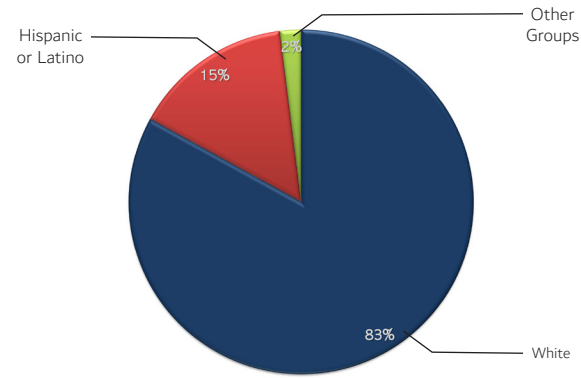
## POPULATION FACTS

Table 1: Population Facts  
Information retrieved from US Census Bureau and City-Data.com, 2020

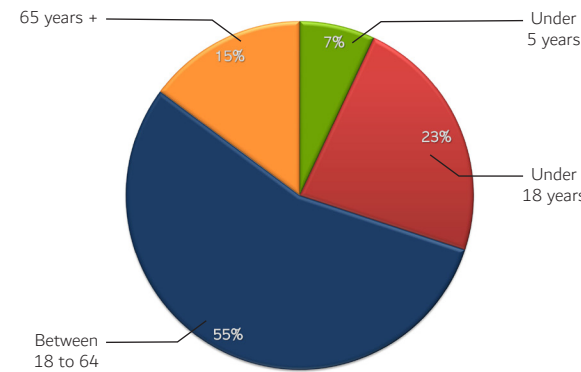
Total Population	Estimates, July 1, 2019	8,332
	Estimates, April 1, 2010	8,727
	Percent changes	-5%
Age and Sex		
Persons under 5 years		7%
Persons under 18 years		23%
Persons between 18 to 64		55%
Persons 65 years +		15%
Female		51%
Male		49%
Median age		32
Race		
White		83%
Hispanic or Latino		15%
American Indian and Alaska Native		0.4%
Black or African American		0.4%
Asian		0.1%
Native Hawaiian and Other Pacific Islander		0.1%
Two or More Races		1%
Other Populations		
Veterans, 2015-2019		448
Persons with disabilities under 65 years		9%
Foreign born		4%
Education		
Less than high school		7%
High school graduate		76%
Bachelor's degree or higher		17%

The demographic research concludes that 30% of the population is between the ages of 5-18, with a substantial workforce of 55% between the ages of 18-64. These two population groups create a demand for services that are key to the city's growth.

## POPULATION RACES



## POPULATION AGES



## EDUCATIONAL ATTAINMENT

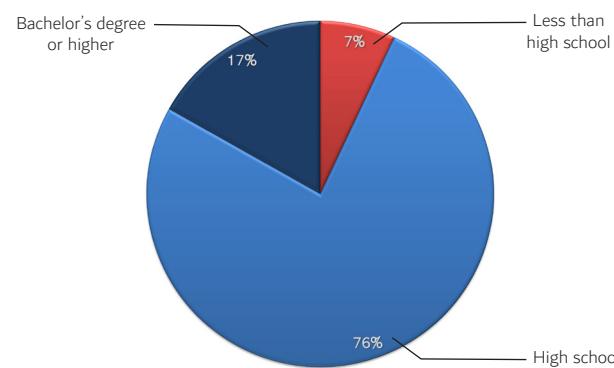


Figure 10: Demographic Pie Charts

# 1.1 PRICE CITY, UTAH: HISTORICAL, DEMOGRAPHIC, ECONOMIC, AND PHYSICAL CONTEXT

## ECONOMICS

Agriculture and livestock provided the main source of food supply for the early pioneers. In 1886, the U.S. Army established Fort Duchesne, making Price the railhead for freight traffic for over twenty years. The railroad also brought families of shearers into the area.

The coal industry became a pillar of the county's economic development, bringing with it a strong commercial foundation which enabled Price to become the center of commerce in the county. Over time, Price became a prosperous community by relying on a diverse economy of mining, the railroad, ranching, and agriculture (Watt, 1997).

Today, Price's economy still remains tied to the coal industry; however, the current economy also includes thriving retail and educational services, with great potential for development in the tourism industry. Other industries now present include health care, public administration, utilities, and construction (City Data, n.d.).

## MAJOR EMPLOYMENT BY INDUSTRY

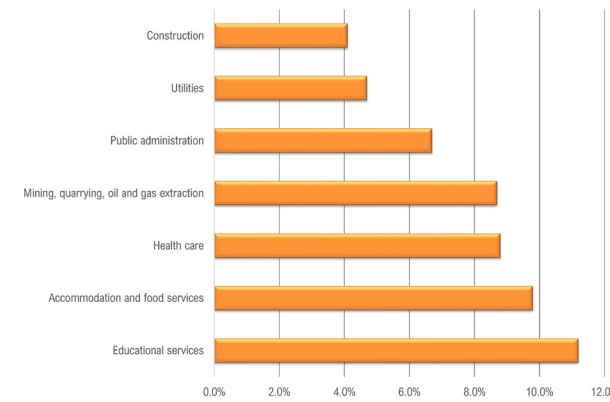


Figure 11: Major Employers in Price

## ECONOMIC FACTS

Table 2: Economic Facts  
Information retrieved from US Census Bureau and City-Data.com, 2020

Total Population	Estimates, July 1, 2019	8,332
	Estimates, April 1, 2010	8,727
	Percent changes	-5%
Housing		
Total housing units		3,580
Average household size		2.5
Median housing value		\$171,245
Median gross rent		\$707
Income		
Median household income		\$45,730
Female median income		\$14,666
Male median income		\$37,556
Persons in poverty		22%
Employment		
Labor force +16 years		59%
Unemployment rate		5%
Mean travel time to work (minutes) +16 years		13.5
Highest means of transportation: Car alone		88%
Major Industries		
Educational services		11%
Accommodation and food services		10%
Health care		9%
Mining, quarrying, oil and gas extraction		9%
Public administration		7%
Utilities		5%
Construction		4%

County-wide educational services are centralized in Price. Utah State University's Eastern campus and seven public schools are located in the city. Educational services employ the largest number of people, although its pay scale falls below that of mining, which is one of the highest paying industries in the county, according to the Department of Work Services.



Figure 12: Utah State University Eastern Campus



Figure 13: Prehistoric Museum Exhibition  
Photography by Jenna Herzog.



Figure 14: The Utah Railway Company coal train through Castle Gate  
Photograph by Robert Pisani.

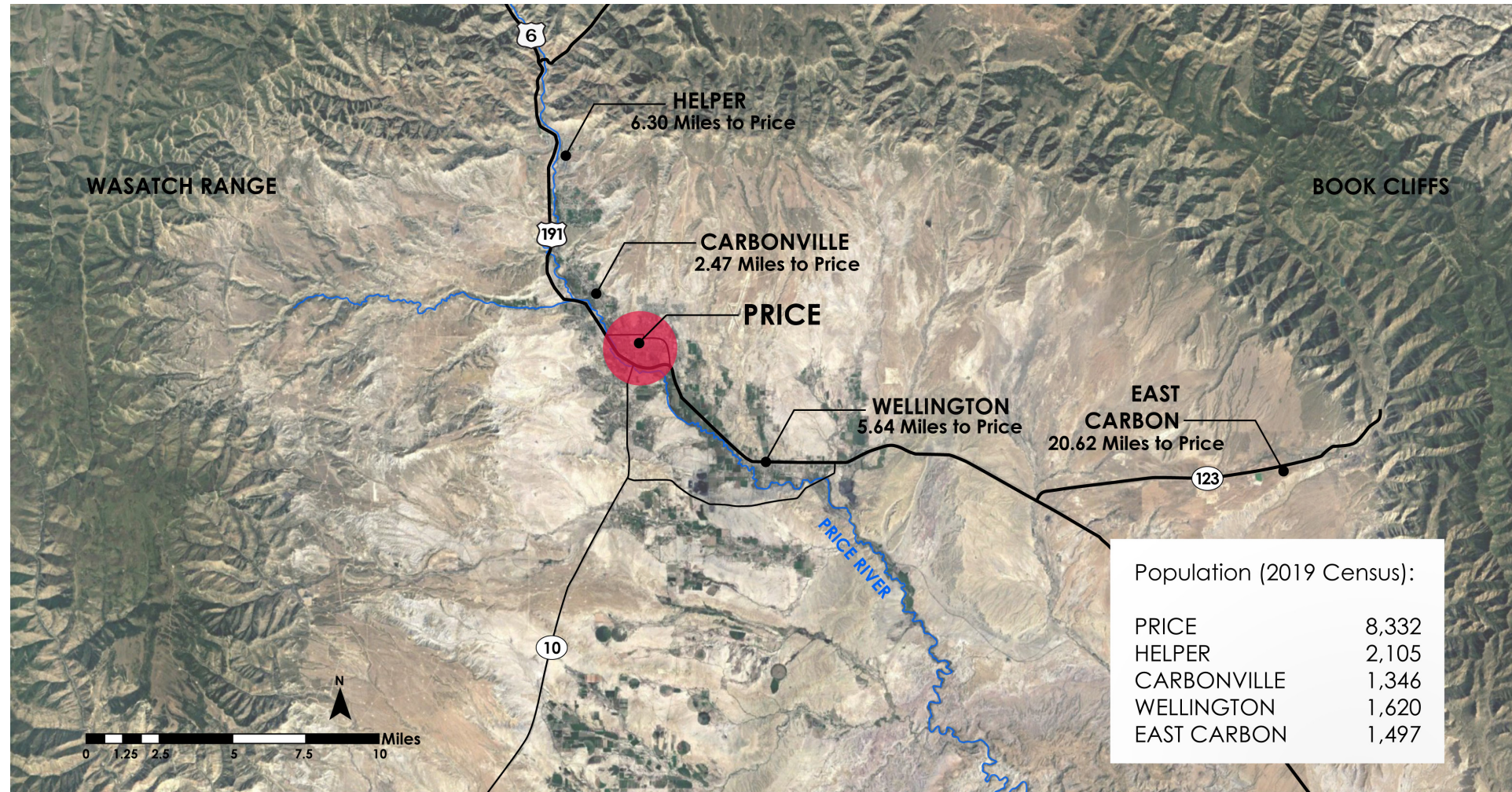
1.1 PRICE CITY, UTAH: HISTORICAL, DEMOGRAPHIC, ECONOMIC, AND PHYSICAL CONTEXT

REGIONAL CONTEXT

Carbon County has a total population of 20,372 inhabitants within ten major cities and towns: Carbonville, Clear Creek, East Carbon, Helper, Kenilworth, Price, Scofield, Spring Glen, Wellington, and West Wood (Department of Workforce Services, 2023). Price City is the Carbon County seat, with the biggest population in the county (8,332 inhabitants).

Price's central location in the County, as well as its relatively short distance from outlying communities, establishes its importance within Carbon County. Those distances are as follows: Helper (6.30 miles), Carbonville (2.47 miles), Wellington (5.64 miles), and East Carbon (20.62 miles).

Figure 15: Price City in a Regional Context Map



1.1 PRICE CITY, UTAH: HISTORICAL, DEMOGRAPHIC, ECONOMIC, AND PHYSICAL CONTEXT

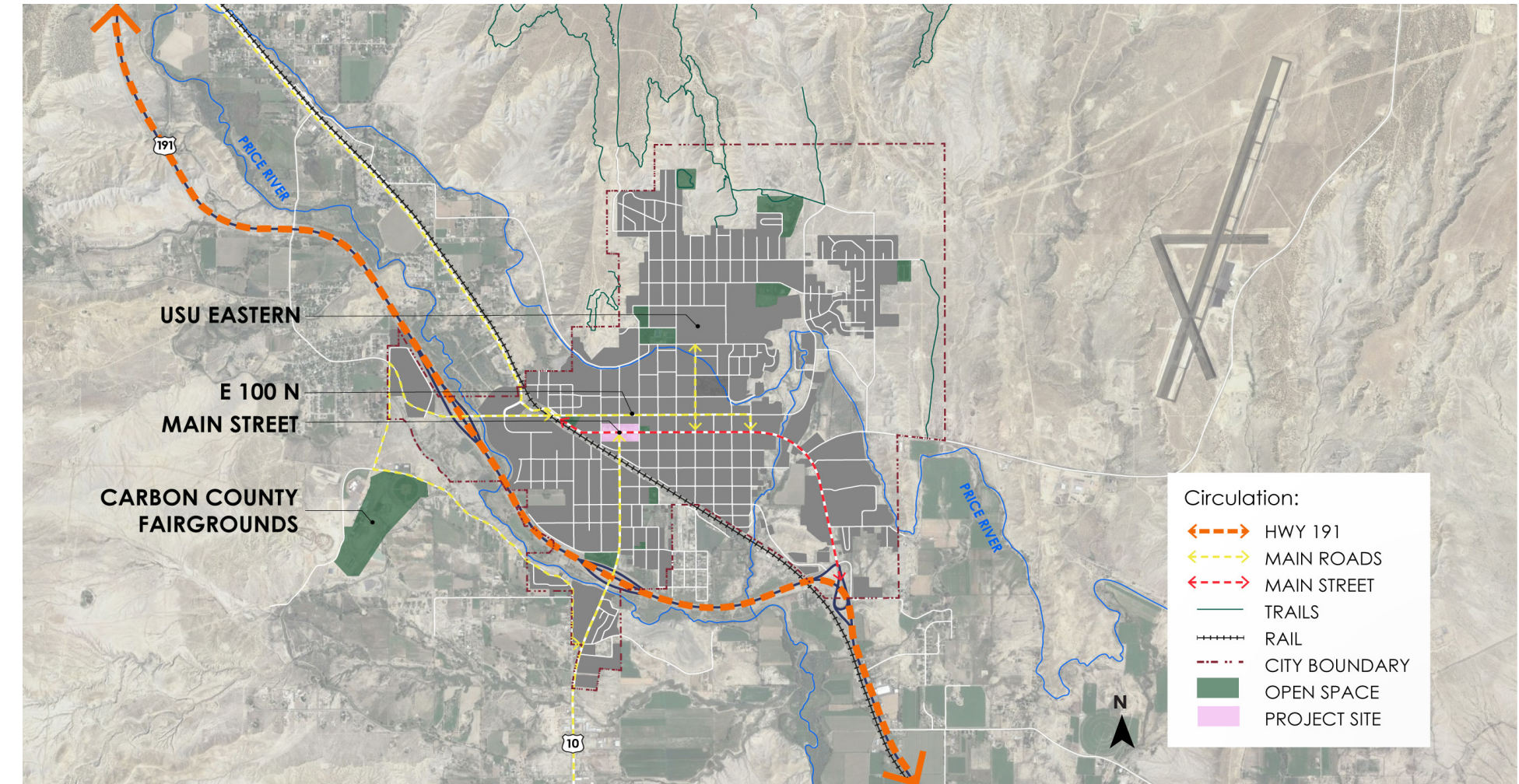
REGIONAL CONTEXT

VEHICULAR CIRCULATION PATTERNS

Using Kevin Lynch's Framework (paths, edges, districts, nodes, and landmarks) for description and analysis of Price City in a regional context shows that from west to east, the city is primarily defined by Highway 191 and the mountains as boundary lines. Highway 191 is not only a city boundary, but it is also the major pathway connecting the cities to the north to south. Before the highway was built, the railroad served as the main circulation corridor, defining the city's growth on both sides of its tracks.

Route 10 and Main Street now define another important node by showing the radiated growth of Main Street as the commercial and civic center. Historically, the Price River also defined growth, as it provided a major water resource for the agricultural fields, which can still be seen along the river, both within the city and outside its limits. Today, growth patterns continue to the north-east of the city as technological advancements and development trends grow that area of the city.

Figure 16: Price City Vehicular Circulation Patterns Map



1.1 PRICE CITY, UTAH: HISTORICAL, DEMOGRAPHIC, ECONOMIC, AND PHYSICAL CONTEXT

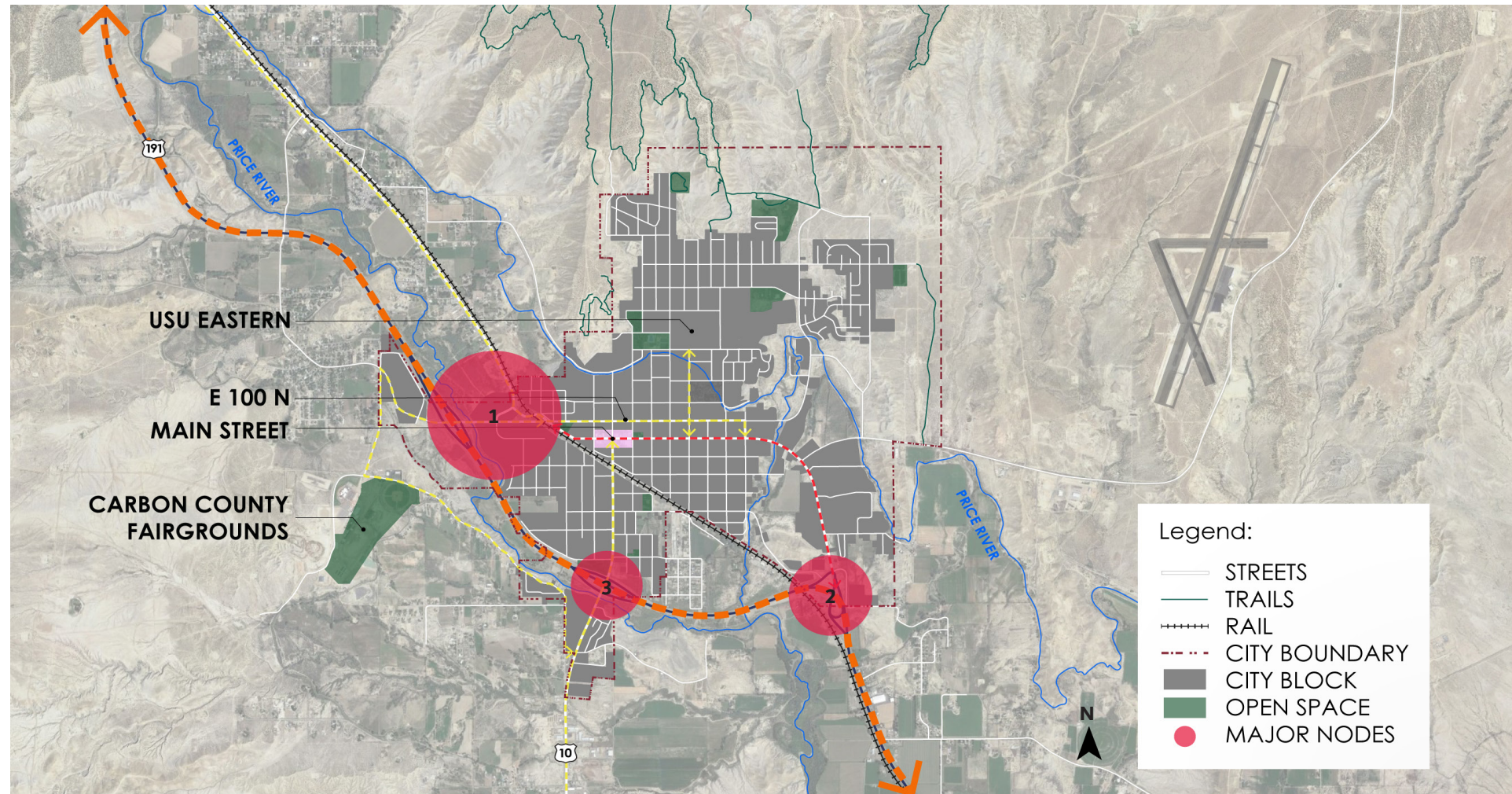
REGIONAL CONTEXT

MAJOR NODES OF ACCESS

Price City has three major nodes of access to the city and to Main Street:

- 1. Northwest Entrance and Main Gateway.** This entrance connects Highway 191 to East 100 North. It is the entrance that carries major vehicle flow coming from Salt Lake City, the northern part of Utah, and other northern states.
- 2. Southeast Entrance and Second Gateway.** This entrance connects Highway 191 with Main Street while also providing access to I-70, a major transportation corridor to national parks, Colorado, and other states.
- 3. West Entrance and Local Gateway.** This entrance connects Highway 191 with Route 10, a byway which also connects with I-70 further south. When Route 10 enters Price City, it becomes South Carbon Avenue, the road that leads to the heart of Main Street.

Figure 17: Price City Major Nodes of Entrance Map



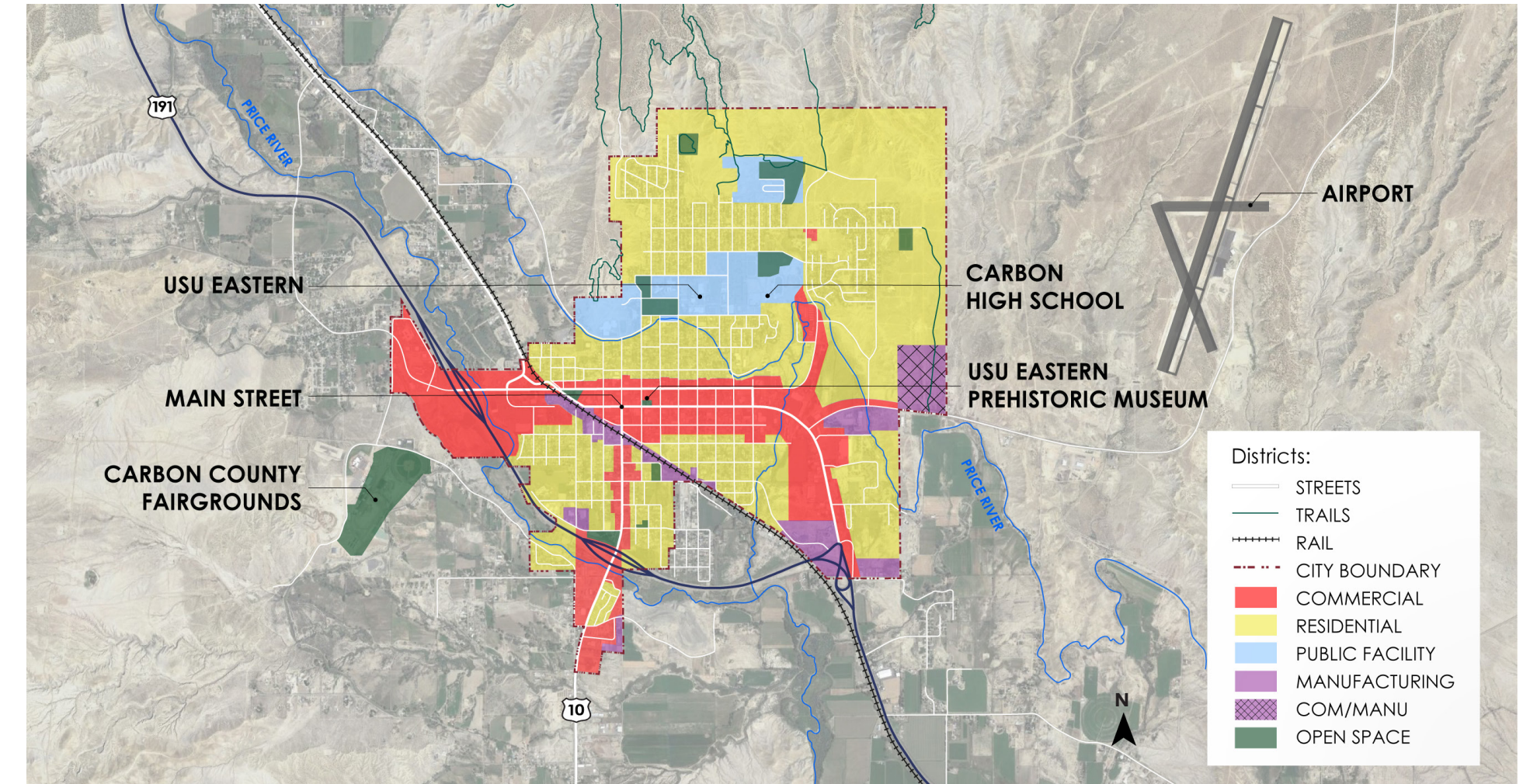
1.1 PRICE CITY, UTAH: HISTORICAL, DEMOGRAPHIC, ECONOMIC, AND PHYSICAL CONTEXT

CITY CONTEXT

Price's city grid is typical for the Intermountain West's cities and towns because of its Latter-day Saint (LDS) or Mormon origins (Francaviglia, 2015, P. 79). The city was designed according to the revised plat of the City of Zion Plan (Parera, 2005; Carter, 2015, P. 32). This grid divides and organizes the city in symmetrical squares with wide streets. The heart of the city is located in a centered position, where religious, civic, and commercial activities were held historically. Eventually, the railroad was constructed perpendicular to Main Street facilitating their interrelated commercial functions

(Francaviglia, 1996, P. 116). This land use map shows that the majority of the area is residential (yellow) and commercial (red). Our site, Main Street and Carbon Avenue, is located within commercial zoning boundaries. The map also shows that USU Eastern Wand Carbon High School are located within public facility zoning boundaries. An area of commercial and manufacturing zoning is located in the extreme eastern area of the city (purple with grid). A few public open spaces (green) are scattered within the southern and northern areas of the city.

Figure 18: Price City Districts Map

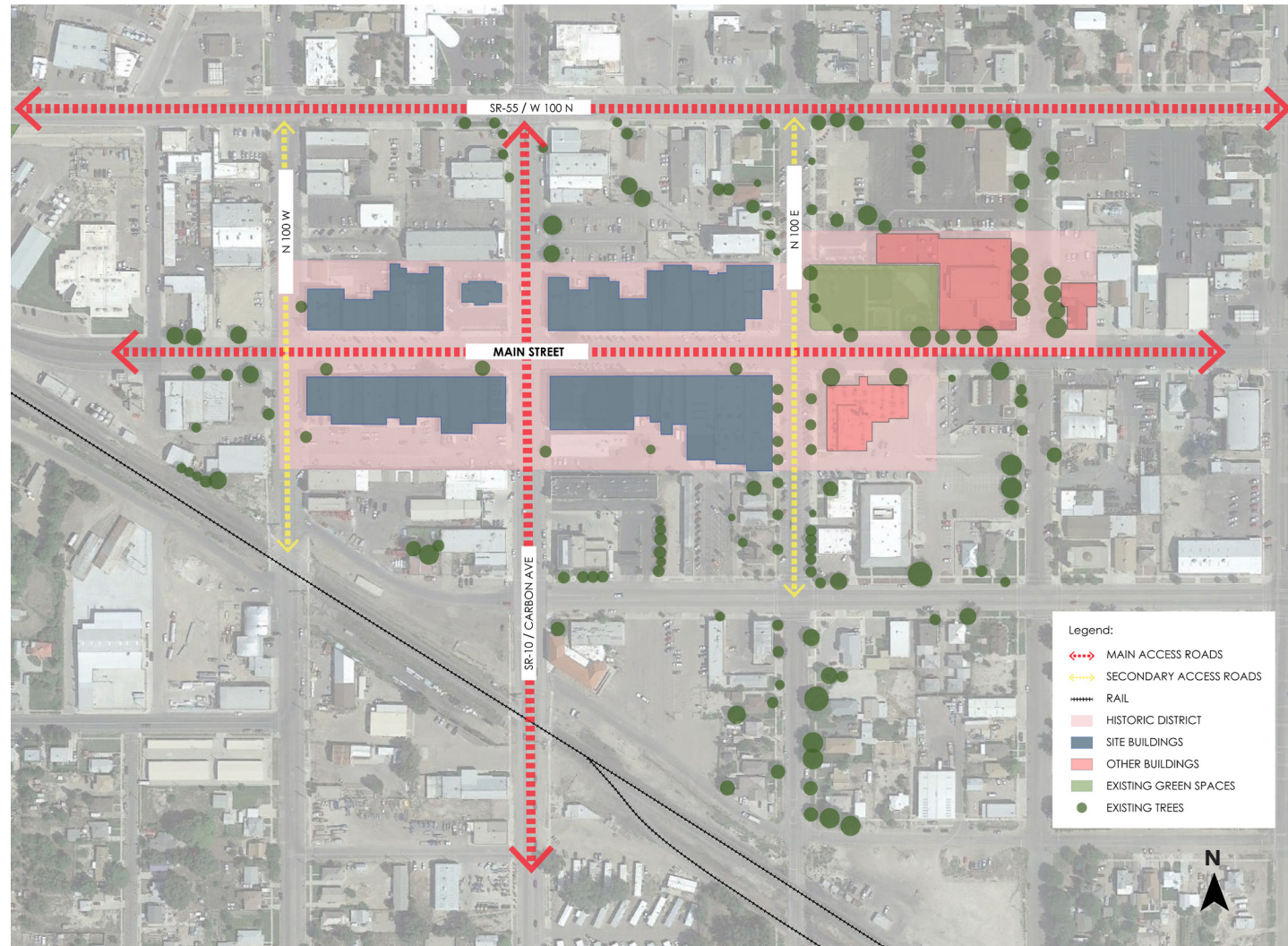


DISTRICT CONTEXT

Price Main Street is zoned for commercial use while also belonging to the designated Historic District of the city. Main Street is a linear street with historic commercial buildings defining its borders.

The main access to Main Street is from 100 North (north entrance) to Carbon Avenue, or from Route 10 to Carbon Avenue (south entrance).

Figure 19: Price City Historical Downtown Map



PROJECT SITE CONTEXT

The project site includes a two-block portion of Main Street and a two-block portion of Carbon Avenue in the Historic District with an approximately 99' street width.

Main Street and Carbon Avenue vary in width over the course of their length, based on subtle changes in building setback.

The proposed sidewalk design addresses these width variations and proposes a consistent curb alignment to create safety and continuity along the streets.

Figure 20: Main Street and Carbon Avenue Map





Figure 21: Price Main Street in the 60s: "Main Street Looking East"  
Postcard by Eric J. Seach.

## CHAPTER 2

## RESEARCH METHODOLOGY

The research methodology for the Historic Downtown Streetscape Plan includes a literature review of contemporary research on downtown revitalization, an understanding of the features of the Main Street America and Utah Main Street programs, and a collection of case studies of comparable cities that have successfully revitalized their downtowns.

The research also includes the design standards and streetscape area designations established by the National Association of Community Transportation Officials (NACTO).

Research on Sense of Place and Community Identity is also included and helps to establish the significance of these key objectives. The importance of historic preservation and of sustainability and resilience in urban development is also a feature of the research methods.

## 2.1 LITERATURE REVIEW

### THE MEANING OF MAIN STREET, SMALL TOWN, AND COMMUNITY

According to Orvell (2012), all of these terms have different meanings, but all three are connected and “in practice overlapped in the discourse of place in America” (p. 5). Generally, a small town is depicted as a rural community with a slower pace of life, shared values, and cultural characteristics, set in a natural and/or agricultural landscape. It is the opposite of urban places or big cities where life is busier and impersonal.

In reality, an exact definition for a rural or small town has many definitions, and researchers and policymakers must evaluate these communities based on either an administrative, land-use, or economic approach (Cromartie & Bucholtz, 2008). On the other hand, the U.S. Census Bureau defined an urban area as a “densely developed territory that encompasses residential, commercial, and other non-residential urban land uses.” The 2020 Census states that “an urban area will comprise a densely settled core of census blocks that have at least 2,000 housing units or a population of at least 5,000” (U.S. Census Bureau, n.d.). In 2022, the Census Bureau listed Price, Utah as an urban area.

### DEFINITION OF MAIN STREET AND ITS IMPORTANCE

In their respective work, Francaviglia (1996) and Orvell (2012) agree that the meaning of Main Street is both ingrained and romanticized in American culture. It usually represents small-town America as the heart of the city, where civic and commercial activities take place. It also has social and political connotations referring to class structure, conformity, and traditional beliefs and values. According to Francaviglia (1996), Talen & Jeong (2019), and revitalization efforts (Main Street America, 2018), Main Streets have distinct physical, social-cultural, and economic characteristics. It is typical for both small and large cities to have a main street or block that shares many of the same design features and characteristics.

### WHAT IS MAIN STREET REVITALIZATION, AND WHY IS IMPORTANT?

Downtown revitalization programs are focused on economic vitality, as they attempt to capitalize on existing community assets. Additionally, the citizens of a city often crave a sense of community identity and heart, which is often personified by their historic downtowns.

Either way, people need to find an identity and anchor with the places that they live. Researchers, planners, and revitalization programs believe that second only to the economic benefits of a thriving Main Street and beautiful downtown are its social benefits—giving citizens a sense of place and identity (Robertson, 2004; Bradbury, 2011). Providing this value is reason enough for citizens to make the effort and commitment to improve their community. Creating a place that reflects their values and gives reason to feel proud of the place where they belong means that any positive changes will, in turn, result in positive impacts for the overall population.

### MAIN STREET AMERICA

In response to the decline of many downtowns in the country, in 1980, the National Trust for Historic Preservation created Main Street America, a non-profit organization dedicated to exploring ways to stimulate economic development and leverage the value of historic main street buildings (Main Street America, n.d.). Thanks to its framework, the Main Street Approach (MSA), Main Street America has become “a national leader in economic development and community revitalization in older and historic commercial districts.” Today, more than 1200 rural and urban communities in 45 states are affiliated with the Main Street America program (LinkedIn, n.d.; Main Street America, n.d.).



Figure 22: Main Street America Logo

### THE UTAH MAIN STREET PROGRAM

In 2016, the Governor’s Office of Economic Opportunity (GOED) announced that the U.S. Department of Agriculture (USDA) Rural Utilities Service, along with the U.S. Environmental Protection Agency (EPA), had created a pilot program to boost economic development in small town main streets, offering quality broadband services to attract new types of businesses, investors, visitors, and residents, and selecting anchor institutions to centralize and extend this service, thereby promoting main street sustainable community development. The program, Cool & Connected, also helped with strategies and action plans to find better ways to leverage the program (GEOD, 2016).

A 2018 survey of 102 cities showed that seventy percent of those cities had interest in participating in a renewed Utah Main Street Pilot Program to provide support for Downtown Revitalization (Preservation Utah, n.d.). In November 2020, the GEOD awarded façade grants to Price City and Brigham City to improve their historic buildings and begin revitalization efforts as a part of this Pilot Program.

### HISTORIC PRESERVATION

A contemporary definition of historic preservation includes economic development, community character, and sustainability. It embodies the goal of reusing historic buildings for businesses, residential use, and offices that will contribute to the livability of a district (Allison & Peters, 2011, Pg. 7; Johnson, 2021, McEvoy, 2021).

Today, historic preservation has become a powerful tool in revitalizing cities and preserving their character. Local government has a strong input in the regulation and protection of historic buildings and landmarks.

## 2.1 LITERATURE REVIEW

Price Historic District includes buildings and landmarks that are an important part of the urban fabric, adding unique character and identity to the historic downtown. They also provide physical, psychological, and social reference for Price’s community by creating awareness of location and navigation within the built environment.

### SENSE OF PLACE, SENSE OF COMMUNITY, AND COMMUNITY IDENTITY

Sense of Place, Sense of Community, and Community Identity are terms that are broadly used to describe important characteristics of a successful downtown.

Downtowns and districts that work to preserve their historic character create pedestrian-oriented environments, calm traffic, and provide user amenities that achieve these characteristics. The Price Historic Downtown has the elements and potential to create a sense of place, a sense of community, and a community identity.

#### SENSE OF PLACE

This term has meanings beyond geographical or sociological definitions and is related to other disciplines, including psychology, architecture, and economics (Hu & Chen, 2018). It is also “discussed in terms of the Latin concept of ‘genius loci’—the experience of people that make them feel attached to the spirit of the place” (Carmona, 2021, p. 163).

Sense of place encompasses both tangible and intangible characteristics and attributes, including physical, cultural, social, and sensory attributes, which provide a unique meaning for a place. A person’s perception of a place’s cultural, social, and economic background builds on their values, self-identity, identity, and attachment to the place. For the Price Historic Downtown Streetscape Plan, sense of place is an intended goal of the streetscape design.

#### SENSE OF COMMUNITY AND COMMUNITY IDENTITY

These are two different terms, but both are associated with community satisfaction and belonging to the place where one lives and works.

Community identity is the collection of physical, social, political, cultural, and economic attributes that make a place unique.

Sense of Community is the meaning that an individual gives to a place, based on whether they have an active or passive association with the community.

According to researchers, there is no magic formula that increases these elements. The results are variable and cannot be attributed to specific physical elements within urban design. The outcomes often differ, based on varying socio-demographic, economic, and physical elements. However, research findings suggest that a sense of safety from crime and traffic positively impacts sense of community (Pendola & Gen, 2008; French et al., 2013). The Price Historic Downtown Streetscape Plan seeks to build the sense of community and community identity that is articulated in the Price General Plan.

### SUSTAINABILITY AND RESILIENCE IN URBAN DEVELOPMENT

Since the 1990s, the environmental movement and major concerns about climate change have influenced many disciplines. Practices in urban design, urban planning, and economic development have been forced to adapt in order to promote sustainability and make cities resilient to climate change, population growth, economic downturns, social inequity, and other elements necessary to maintaining community livability, health, and happiness (EPA, n.d.; USDA, n.d.; Mersal, 2016; Lerch, 2017).

The Price Historic Downtown Streetscape Plan focuses on sustainability and resilience by integrating improved safety, access, usability, and micro-climate benefits into the community.

### CASE STUDIES

These case studies are successful examples of communities with revitalized downtowns. Each case study shares some or all of several important community features, including population size, street and building scale, the evolution of historic downtown, and locale in a dry western landscape.

The design strategies of these successful downtowns influenced the design recommendations of this Plan. Among these strategies are increased parking and improved vehicular access, safer and more legible street for pedestrian movement, expanded and improved outdoor use areas, trees that enhance downtown identity and improve the micro-climate, a gateway at a key point of arrival adjacent to a state highway, and an analysis of historic building character and influence on streetscape design.



Figure 23: Price Downtown District Logo



2.2 CASE STUDIES

FIRST STREET IMPROVEMENT PROJECT - LIVERMORE, CA



Figure 24: First Street in the 60s and Now



Figure 25: Livermore Profile on the Main Street America Website



Figure 26: Outdoor Dining on First Street



CITY PROFILE

Alameda County  
 Founded in 1869  
**Population in 2020:** 87,955

**Local Attractions:**  
 Lizzie Fountain, Bankhead Theater, Livermore Food Tours, Centennial Light Bulb, Livermore Shiva-Vishnu Temple, Lawrence Livermore National Lab Discovery Center, Retzlaff Vineyards, Ravenswood Historic Site, San Francisco Premium Outlets, Sycamore Grove Regional Park (TripAdvisor, 2023).

**Special Fact:**  
 Livermore's First Street won the Great American Main Street Award (GAMSA) in 2009. (Main Street America, 2023).

Figure 27: First Street Aerial Map

2.2 CASE STUDIES

FIRST STREET DETAILS

- Street Width from Building to Building: approximately 90.5 feet
- Street Length: 2 1/2 blocks
- Civic Park at the Heart of Downtown
- Flexible Parking Zone for Outdoor Retailing Options
- Improved Signage and Wayfinding
- Street Trees (in CU structural soil) for Identity and Micro-climatic Benefit
- Traffic Calming and Improved Parking



Figure 28: First Street Design Features

DESIGN FEATURES

- TREES
- AWNINGS
- STREET LIGHTS
- FURNITURE
- WIDE SIDEWALKS
- PLANT MATERIAL
- NARROW STREET



Figure 29: First Street. Image from Google Earth.

2.2 CASE STUDIES

PLUMAS STREET IMPROVEMENT PROJECT - YUBA, CA



Figure 30: Plumas Street in the 60s and Now

*CITY PROFILE*

Sutter County  
 Founded in 1849  
**Population in 2020:** 70,117

**Local Attractions:**

Sutter Theater, Sutter County Museum, Yuba-Sutter Bike Path, Middle Mountain Foundation Hikes, Bok Kai Temple, Sikh Parade, California Swan Festival, Chinese American Museum of Northern California, Feather River Parkway (Tourist Checklist, 2023).

*PLUMAS STREET DETAILS*

- Street Width from Building to Building: approximately 86.6 feet
- Street Length: 4 blocks
- Iconic Water Tower Gateway
- Flexible Parking Zone for Parking or Outdoor Retailing
- Improved Signage and Wayfinding
- Street Trees (in CU structural soil) for identity and Micro-climatic Benefit
- Traffic Calming and Improved Parking
- Improved Pedestrian Access and Outdoor Use

Figure 31: Plumas Street Aerial Map

2.2 CASE STUDIES



Figure 32: Summer Event on Plumas Street



Figure 33: The Sutter Theater on Plumas Street



Figure 34: Plumas Street Design Features

*DESIGN FEATURES*

- TREES
- STREET LIGHTS
- AWNINGS
- PLANT MATERIAL
- FURNITURE
- WIDE SIDEWALKS
- NARROW STREET



Figure 35: Plumas Street. Image from Google Earth.

## 2.2 CASE STUDIES

### MAIN STREET, GRAND JUNCTION, CO



Figure 36: Main Street in the 60s and Now



Figure 37: Art on the Corner Outdoor Sculpture Exhibit



Figure 38: Farmers Market



#### CITY PROFILE

Mesa County  
 Founded in 1882  
**Population in 2020:** 65,560

#### Local Attractions:

Avalon Theatre, Art on the Corner display, Museum of the West Colorado, Eureka! McConnell Science Museum, Cross Orchards Historic Site, Little Book Cliffs Wild Horse Area, Colorado National Monument, Western Colorado Botanical Gardens, Powderhorn Ski Resort (VacationIdea, 2023).

Figure 39: Main Street Aerial Map

## 2.2 CASE STUDIES

#### MAIN STREET DETAILS

- Street Width from Building to Building: approximately 99 feet
- Street Length: 7 blocks
- Unique Curvilinear Street Alignment
- Roundabout as a Gateway to Main Street
- Raised Garden Areas and Seating Spaces
- Outdoor Dining Areas
- Irregular Tree Pattern and Micro-climatic Benefit
- Unifying Building Awnings and Facade Treatments
- Consistent Signage and Wayfinding



Figure 40: Main Street Design Features

#### DESIGN FEATURES

- TREES
- SIGNS
- AWNINGS
- STREET LIGHTS
- PLANT MATERIAL
- FURNITURE
- ART PIECE
- WIDE SIDEWALKS
- NARROW STREET



Figure 41: Main Street. Image from Google Earth.

## 2.2 CASE STUDIES

### 25<sup>TH</sup> STREET IMPROVEMENT PROJECT - OGDEN, UT



Figure 42: 25<sup>th</sup> Street in the 1900s and Now



Figure 43: 25<sup>th</sup> Street at Night



Figure 44: Harvest Moon Celebration



#### CITY PROFILE

Weber County  
 Founded in 1844  
**Population in 2020:** 87,321

#### Local Attractions:

Union Station, Utah State Railroad Museum, John M. Browning Firearms Museum, Fort Buenaventura, Eccles Community Art Center, Talisman Brewing Co., Ogden River Parkway, Cold Springs Trout Farm, Ogden Botanical Gardens, Treehouse Children's Museum, Hill Aerospace Museum, Waterfall Canyon Trail (Tourist Checklist, 2023).

Figure 45: 25<sup>th</sup> Street Aerial Map

## 2.2 CASE STUDIES

#### 25<sup>TH</sup> STREET DETAILS

- Street Width from Building to Building: approximately 100 feet
- Street Length: 2 blocks
- Improved Pedestrian Access and Safety
- Traffic Calming and Improved Parking
- Outdoor Dining Areas
- Improved Tree Patterns and Micro-climate
- Unifying Building Facade Treatments
- Consistent Signage and Wayfinding
- Alleys and Back of Building Access
- Improved Signage and Wayfinding



Figure 46: 25<sup>th</sup> Street Design Features

#### DESIGN FEATURES



Figure 47: 25<sup>th</sup> Street. Image from Google Earth.

## 2.2 CASE STUDIES

### CENTER STREET, LOGAN, UT



Figure 48: Center Street in 2018 and Now



Figure 49: The Utah Theater



Figure 50: Center Street Christmas Clydesdales



#### CITY PROFILE

Cache County  
 Founded in 1859  
**Population in 2020: 52,778**

#### Local Attractions:

The Utah Theater, LDS Tabernacle, Utah Festival Opera and Music Theatre, Logan Utah Temple, Utah State University, Logan River Trail, Zootah at Willow Park, First Dam Canyon Entrance Park, Wind Caves Hike, Logan Canyon, Beaver Mountain Ski Area (Tourist Checklist, 2023).

Figure 51: Center Street Aerial Map

## 2.2 CASE STUDIES

#### CENTER STREET DETAILS

- Street Width from Building to Building: approximately 99 feet
- Street Length: 2 blocks or approximately 638 feet
- 45° Parking Spaces on the Street
- Improved Pedestrian Access and Safety
- Traffic Calming and Improved Parking
- Gateway Arch
- Outdoor Dining Areas
- Improved Tree Patterns and Micro-climate
- Raised Garden Beds and Seating Areas
- Back of Building Access and Parking
- Improved Signage and Wayfinding



Figure 52: Center Street Design Features

#### DESIGN FEATURES

STREET LIGHTS

AWNINGS

TREES

FURNITURE

PLANT MATERIAL

WIDE SIDEWALKS

NARROW STREET



Figure 53: Center Street. Image from Google Earth.

## 2.3 KEY TERMINOLOGIES AND DESIGN PRINCIPLES

The National Association of City Transportation Officials (NACTO) has established the following key terminologies and design principles relevant to the Historic Downtown Streetscape Plan:

**Street Design and Lane Widths:** If possible, street design should consider all users. In walkable downtown environments research proves that narrow travel lanes (11') reduce speeds and increase pedestrian safety.

**Curb Extensions & Bulb-outs (1):** Curb extensions and bulb-outs improve pedestrian safety by shortening crossing distances and slowing vehicular traffic. They enhance ADA compliance and can also add to bio-retention and stormwater management.

**Sidewalk Design:** Sidewalk widths should allow comfortable and safe pedestrian movement while allowing for outdoor dining and retailing activities. NACTO has defined the following four zones of pedestrian access in downtowns:

- **Frontage Zone (2):** Functions as an extension of the building and connects the building interior to the street.
- **Pedestrian Through Zone (3):** Wide enough to accommodate comfortable pedestrian circulation while allowing adequate space for the sidewalk zones listed above and below.
- **Curb & Furniture Zone (4):** Adequate space for street furniture such as lighting, benches, tree grates, bicycle parking, trash, recycling containers, and more.
- **Enhancement & Buffer Zone (5):** Space for design features such as curb extensions, parklets, bike lanes, stormwater management features, and more.

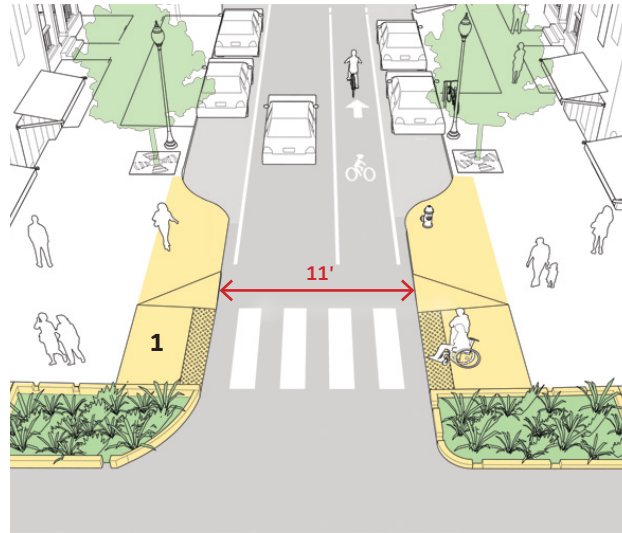


Figure 54: NACTO's Curb Extensions and Bulb-outs



Figure 55: NACTO's Downtown Conventional Sidewalk



Figure 56: Plumas Street, Yuba City, CA  
3D Representation by David Evans.

## 2.4 RESEARCH CONCLUSION

The success of downtown revitalization relies on a series of small actions from many different participants over an extended period of time. These actions need to be flexible and suited to the context and needs of the community.

The commitment to revitalization must come from stakeholders from both the public and private sectors. Open communication and active participation will help communities tackle changes and challenges through time.

The first effects will be the visual changes associated with streetscape design. These changes will have a positive impact on the public perception, and over time, will enhance the sense of place because the improvement and beautification of the street and the design elements will provide human comfort, security, opportunities, and a sense of identity. Sidewalks are a key element of street design that provide all of these benefits.

An important part of Main Street beautification is the improvement of building façades because they are part of the cultural identity and the urban fabric of a place. These two elements provide a unique reference to a place, which helps people create individual and community meanings, feelings, and memories.

Economic development is the main goal of revitalization programs and can also be the most challenging task, due to innumerable economic market changes both locally and worldwide. This requires not only local support and partnership, but also state level support, which is visible with the UMSP initiative.

Finally, the research tries to summarize and to put into practice the best professional practices and examples within the Historic Downtown Streetscape Design Plan, which can serve as a future reference for designers, students, and other cities implementing revitalization efforts.

## 2.5 IN-STUDIO CHARRETTE

During the course of preparing this thesis, the author and three faculty members, David Evans, Carlos Licón, and Ole Sleipness met for three hours to review and critique the research completed to date.

This review provided a framework for an analytical and design discussion on a number of key issues, including the identification of the buildings on the National Register of Historic Places. This effort helped to identify a rhythm to the street that proved important to the streetscape design.

The historical research also added to the inventory and analysis of the building façades shown in Chapter 3. Their analytical classifications are based on a group review of the photographic evidence of each structure. Building condition, historical value of the façades, type of business, and occupancy status were aspects of the analysis discussion.

Case studies of historic Main Street revitalization projects were reviewed and expanded. Case studies were selected based on their scale and relationship to the character of Main Street Price. The review group also recognized the strong relationship between economic health and downtown revitalization. A review of the economic conditions on the street and an inventory of the existing business types prompted a discussion of the mixed-use character of successful downtowns. Although economic development recommendations are not included in this thesis, the inventory and analysis includes a detailed breakdown of the existing business types in Main Street Price.

Access and street connections to Main Street were a focus of the group, which helped to identify key gateway locations at the project site. Carbon Avenue was added to the project because of the potential of 1st North to draw people into the heart of downtown. The group also discussed the importance of a wayfinding strategy to bring the many travelers on Highway 191 into the city.



## CHAPTER 3 | INVENTORY AND ANALYSIS

---

Several site visits were made to understand the overall physical, biological, and cultural conditions of Historic Downtown Price. Steps of this inventory included defining the project site in the Price Historic District, understanding the circulation patterns to and from Main Street, understanding major nodes, historic buildings, natural influences, street design elements (seating, planters, lighting posts, trash cans, signs, and vegetation), and overall street conditions.

These steps were documented in the current conditions plans. The inventory and analysis of existing conditions was critical to evaluating the opportunities and constraints of Main Street and Carbon Avenue and served as a foundation for the design recommendations of the Historic Downtown Streetscape Plan.

Figure 57: Price Downtown District

### 3.1 PHYSICAL, BIOLOGICAL, AND CULTURAL INVENTORY AND ANALYSIS OF THE SITE

#### PHYSICAL INVENTORY AND ANALYSIS

Main Street is the heart of the community and central to the revitalization of downtown. The street is framed on both sides by buildings of an historic scale, and some of these buildings have a well-preserved historic character. The geometry of Main Street and Carbon Avenue is adequate for a streetscape design that improves pedestrian and vehicular access. However, the lighting is inadequate and not of a unifying character.

#### BIOLOGICAL INVENTORY AND ANALYSIS

The sun and weather patterns of the Intermountain West are important to the design of the landscape and micro-climates of Historic Downtown. The existing street trees are sparse and have minimal impact on climatic conditions. Overall, the biological features of the downtown are minimal. Enhancement of these biological features will have a profound impact on the character and quality of life of the historic downtown.

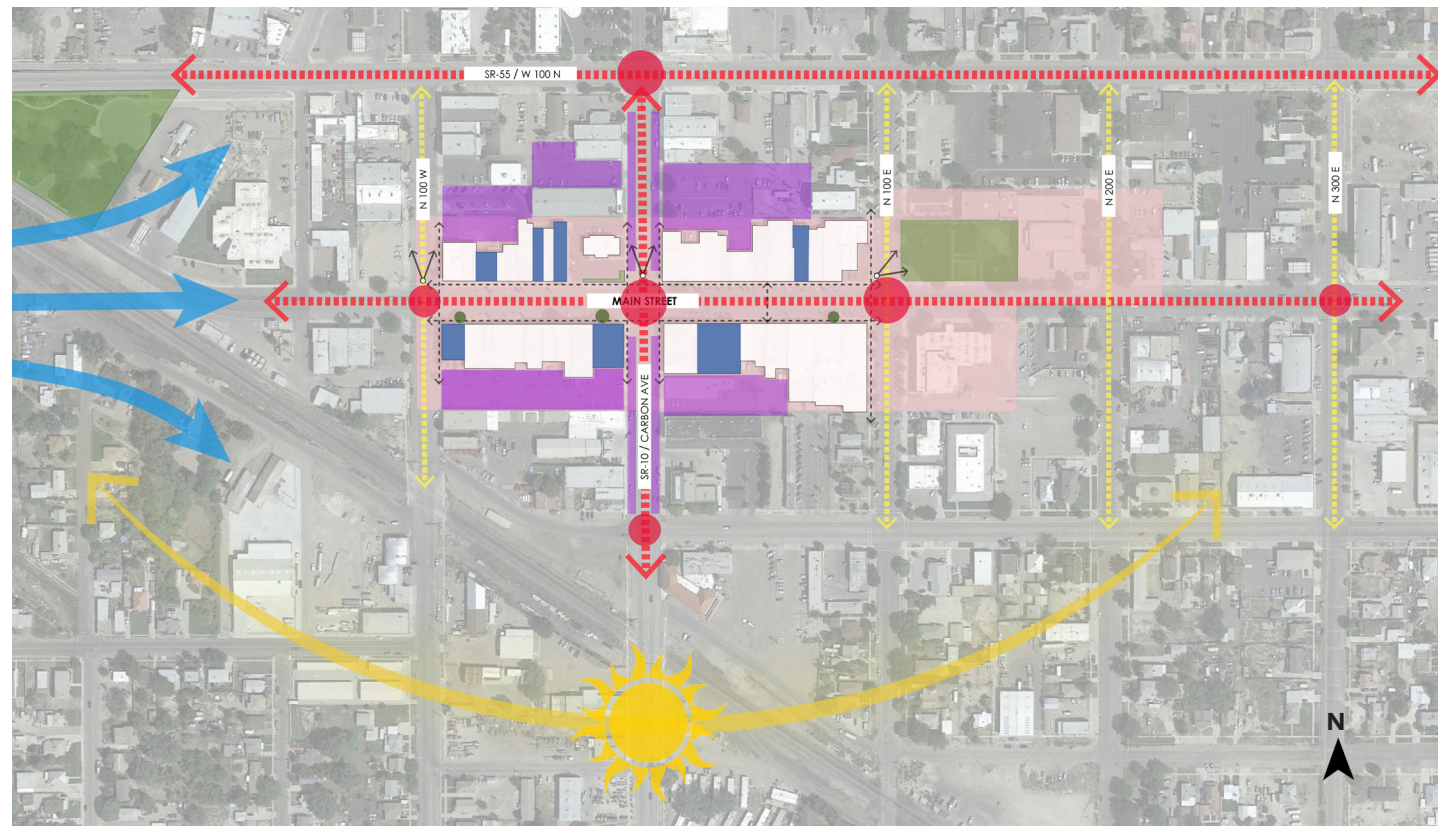
#### CULTURAL INVENTORY AND ANALYSIS

The historic downtown is a significant cultural location within the city. Not only is it the historic heart of the community, but it also has the potential to strengthen the current cultural engagement of its citizens and visitors. The historic buildings and their potential for façade improvements can deepen the community's relationship to its historic past and establish an armature for downtown revitalization.



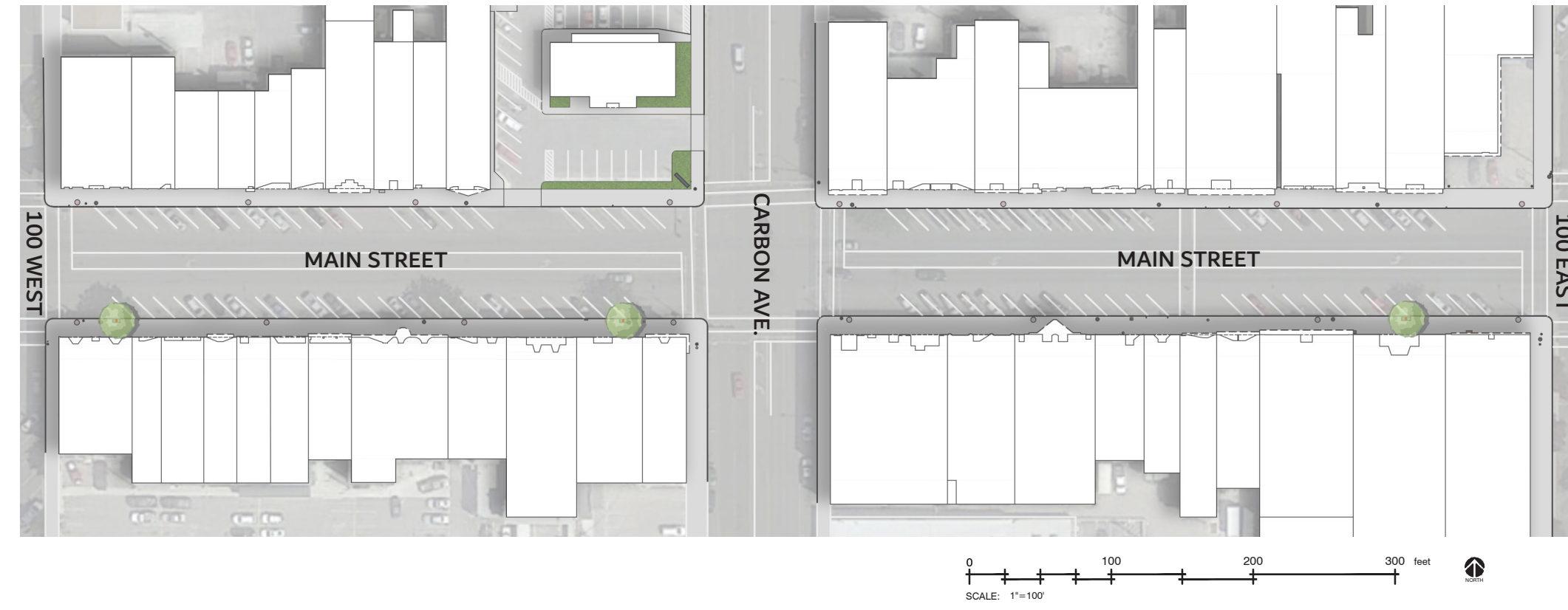
Figure 59: Price City Main Street Current Conditions Photograph

Figure 58: Price City Historic Downtown Current Inventory & Analysis Map



### 3.1 PHYSICAL, BIOLOGICAL, AND CULTURAL INVENTORY AND ANALYSIS OF THE SITE

Figure 60: Price Main Street Current Conditions Plan





### 3.2 FAÇADE STUDIES

An inventory and analysis of the existing building façades was conducted to understand the historic character of Price Main Street. Photographs, drone footage, Google Earth images, and parcel measurements were used to recreate the building elevations and plans.

The façade studies were organized into four quadrants, as indicated below:

- **First Quadrant: S1 Northwest (S1 - NWS)** from S 100 W to Carbon Avenue
- **Second Quadrant: S2 Northeast (S2 - NES)** from Carbon Avenue to N 100 E
- **Third Quadrant: S3 Southwest (S3 - SWS)** from S 100 W to Carbon Avenue
- **Fourth Quadrant: S4 Southeast (S4 - SES)** from Carbon Avenue to N 100 E

A coding system was developed to identify each building in each quadrant. The code includes the letter “B” for building and a sequence number, e.g., “B1” (Building 1).

According to the parcel map, some buildings are divided into multiple plats with different owners, but for the purpose of this study, the building was considered as one unit. A partial plan view of the buildings and a legend were created to provide an approximation of the building’s setbacks, openings, and awnings.

#### BUILDING FAÇADE INVENTORY AND ANALYSIS

An inventory of building façades is relevant for understanding the character of the urban fabric of Historic Downtown. One way to better understand the identity of a street is to look for the styles and history of its buildings. Price Main Street has a variety of building styles that have changed over time following historical trends and owners’ needs. Currently, Price Main Street has three registered historic buildings on the National Register of Historic Places (U.S. Department of the Interior, n.d.).

An analysis of the historic façades deepens understanding of the historic and cultural significance of downtown buildings and provides an important reference for streetscape design. The analysis categorized the buildings by their improvement needs (No/Minor Improvements, Median Improvements, and Major Improvements), and the building’s historical character that contributes to the overall streetscape design.



Figure 62: A 2019 photograph and an old photograph of the former Carbon Hotel Building

Figure 61: Price Main Street Block Map

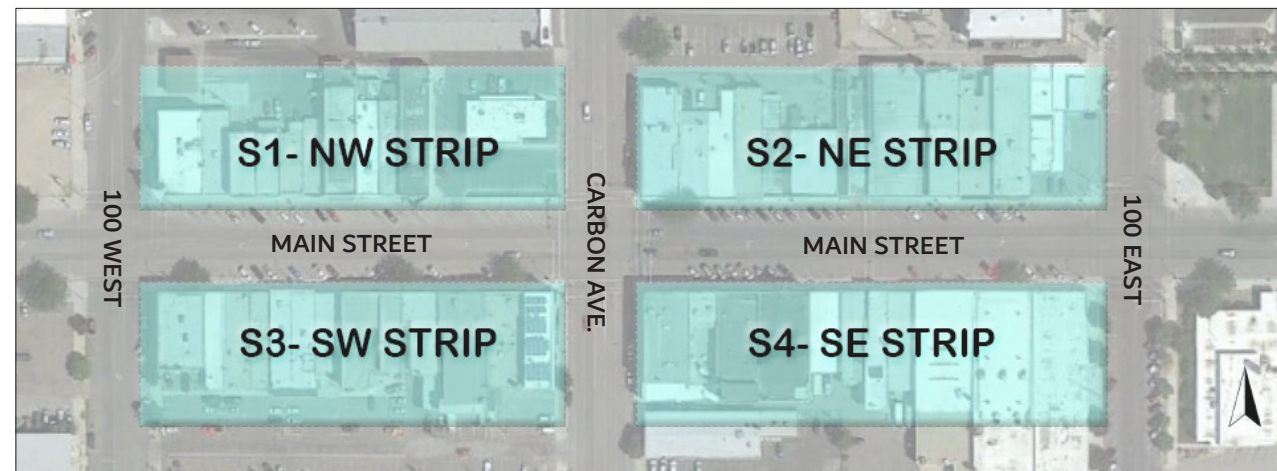
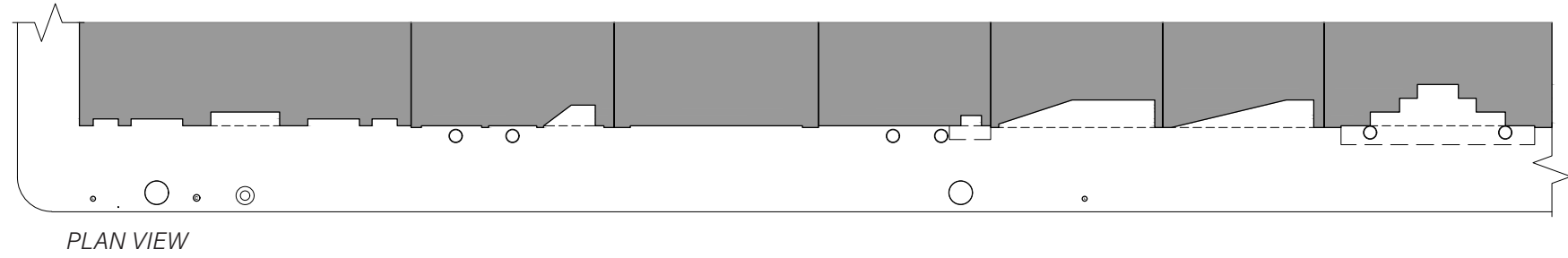
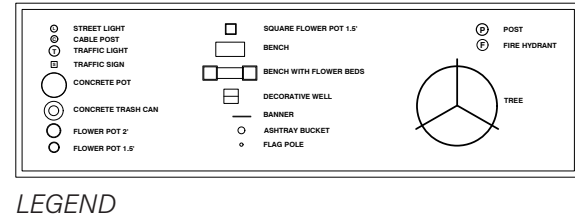


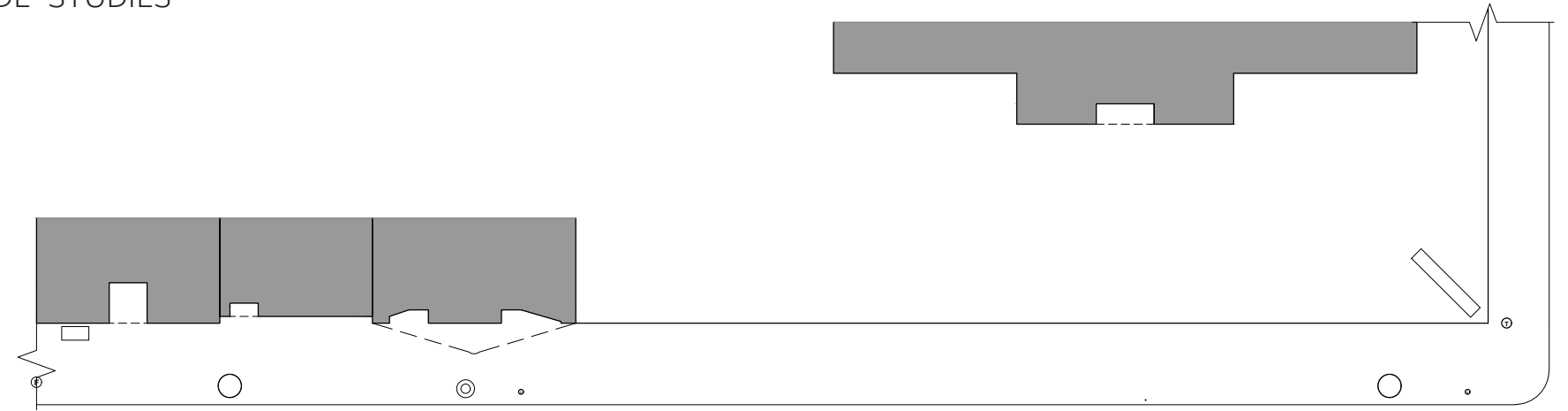
Figure 63: The former Eko Theatre that was named the Lyric and the Utah before becoming the Crown Theatre

### 3.2 FAÇADE STUDIES

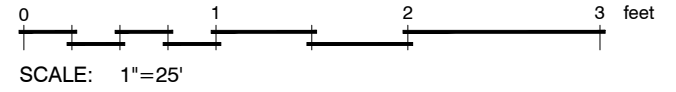
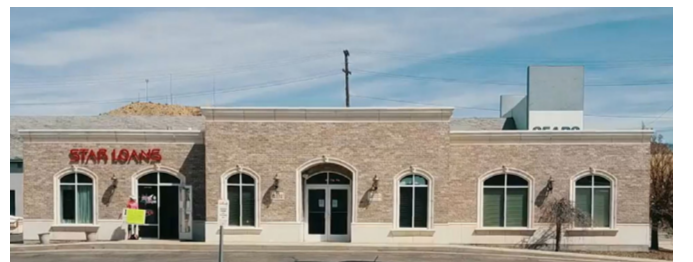
#### S1 - NWS: BUILDING FAÇADE INVENTORY



### 3.2 FAÇADE STUDIES

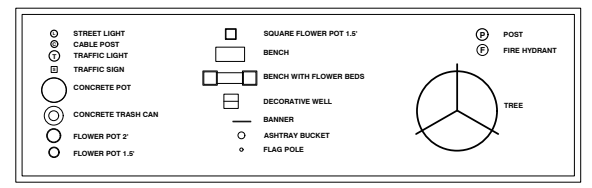


**S1**  
NW STRIP



### 3.2 FAÇADE STUDIES

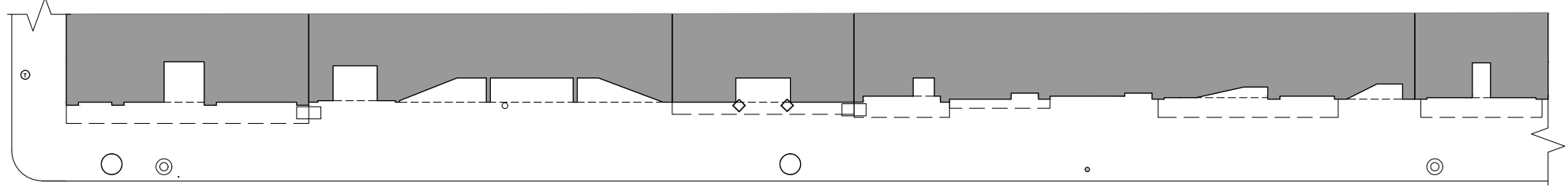
#### S2 - NES: BUILDING FAÇADE INVENTORY



LEGEND

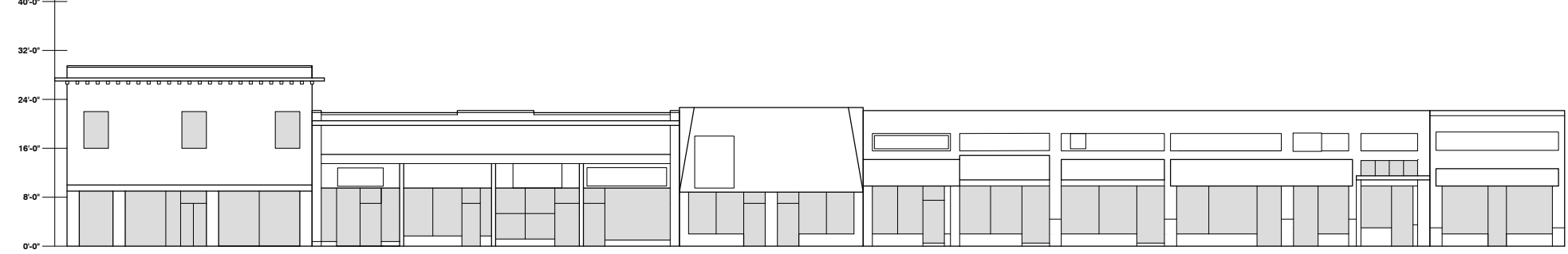
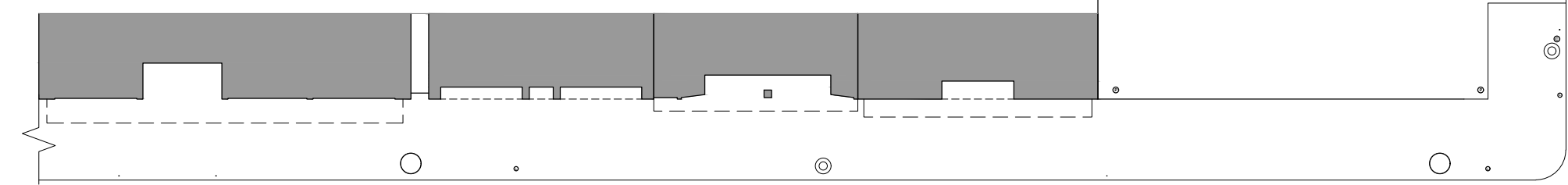


BLOCK MAP



PLAN VIEW

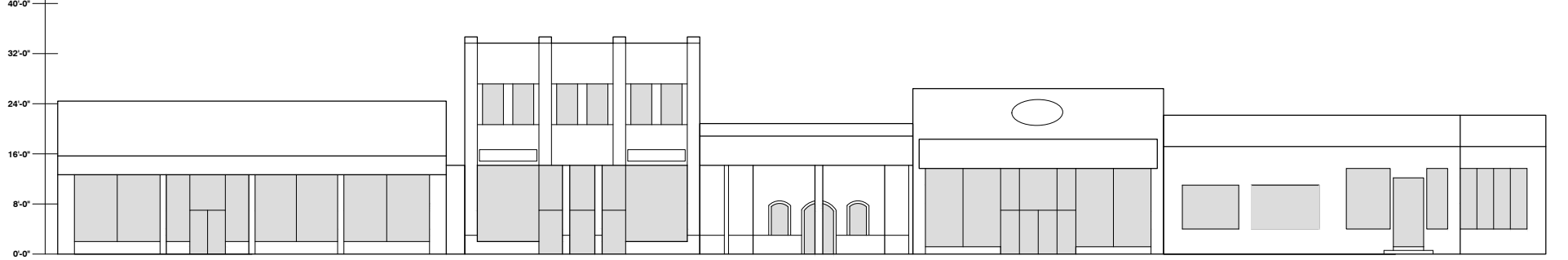
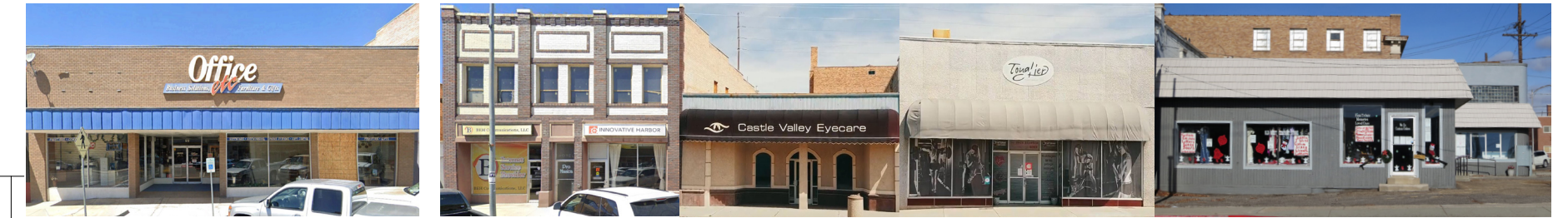
### 3.2 FAÇADE STUDIES



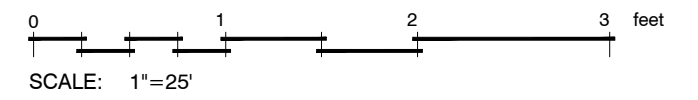
B12 B13 B14 B15 B16

ELEVATION VIEW

S2  
NE STRIP

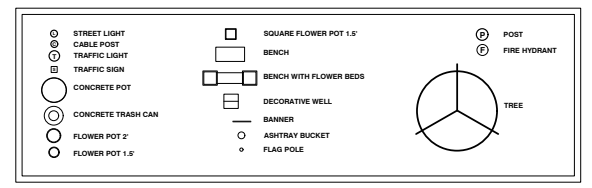


B17 B18 B19 B20 B21



3.2 FAÇADE STUDIES

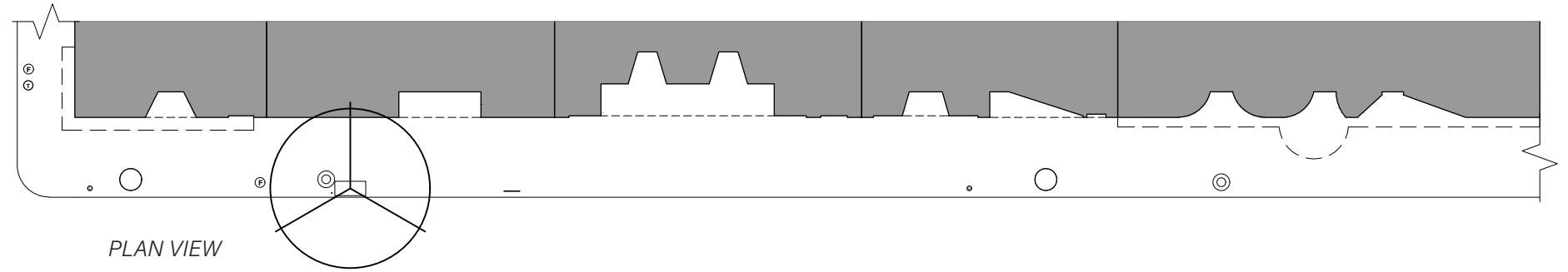
S3 - SWS: BUILDING FAÇADE INVENTORY



LEGEND



BLOCK MAP



PLAN VIEW

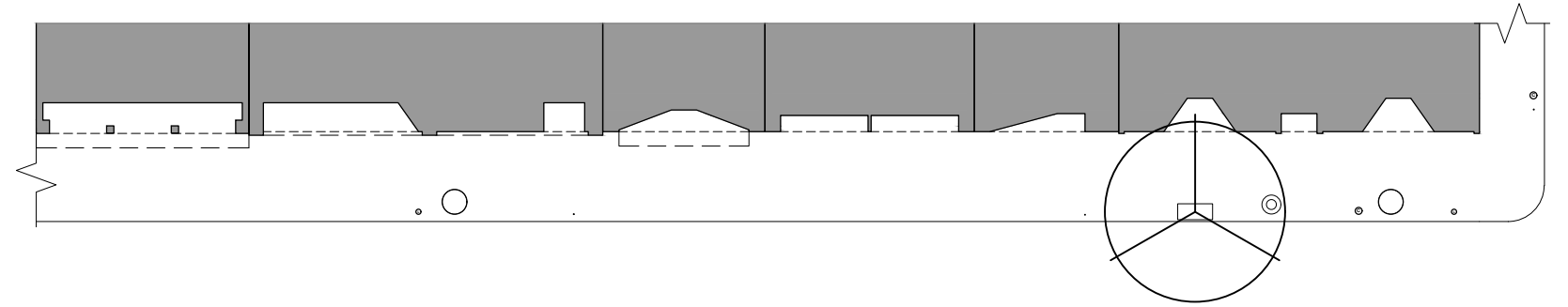


B22 B23 B24 B25 B26

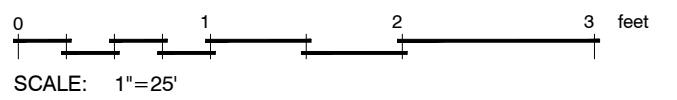
ELEVATION VIEW

S3  
SW STRIP

3.2 FAÇADE STUDIES

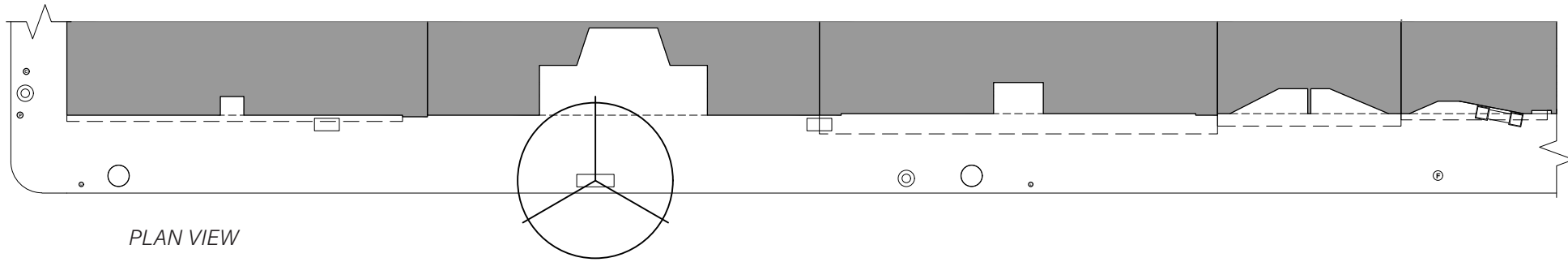
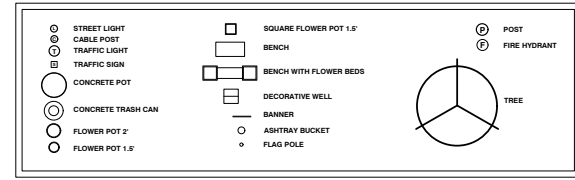


B27 B28 B29 B30 B31 B32

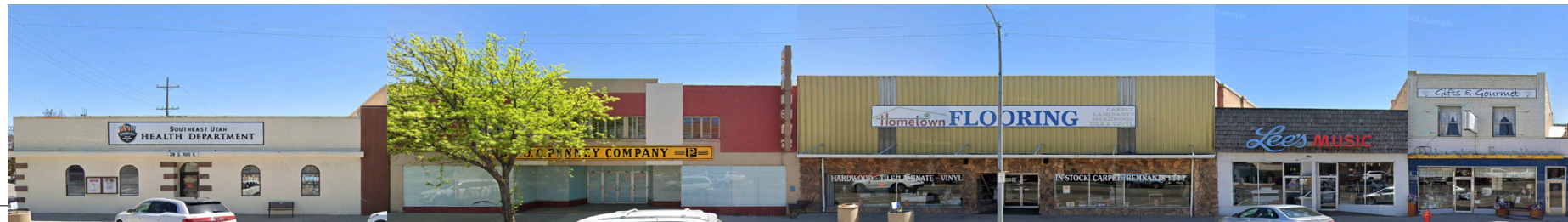
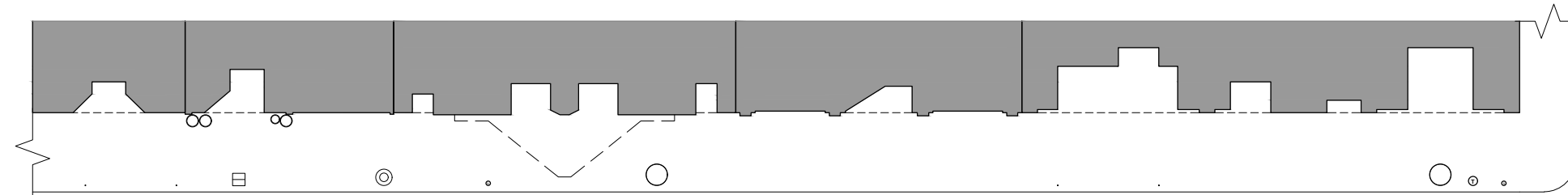


### 3.2 FAÇADE STUDIES

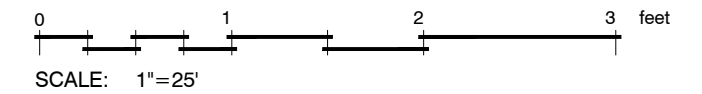
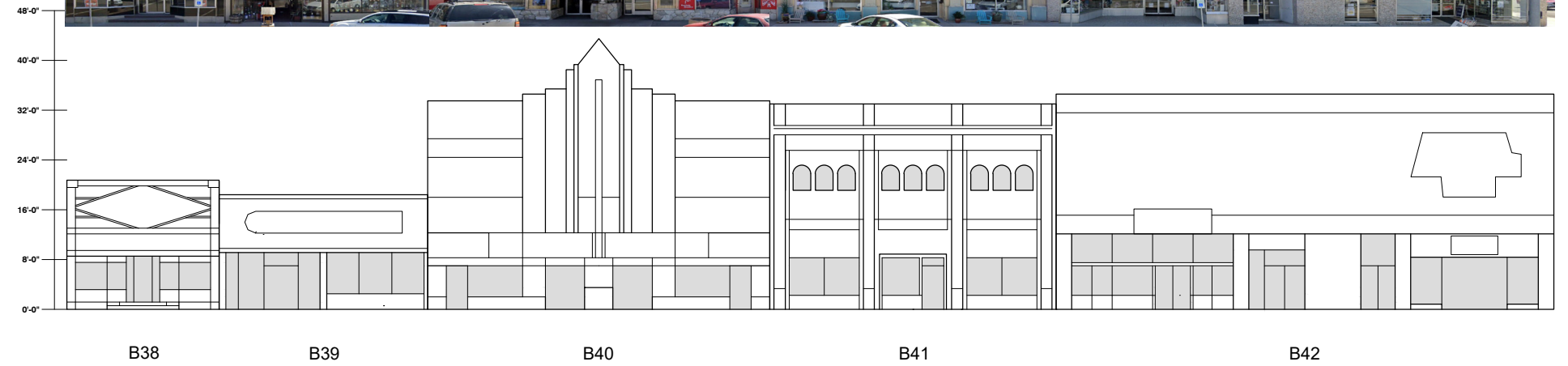
#### S4 - SES: BUILDING FAÇADE INVENTORY



### 3.2 FAÇADE STUDIES



#### S4 SE STRIP

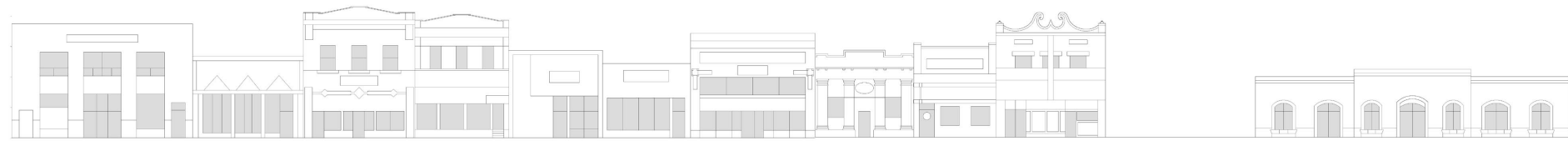


### 3.3 BUILDING FAÇADE ANALYSIS

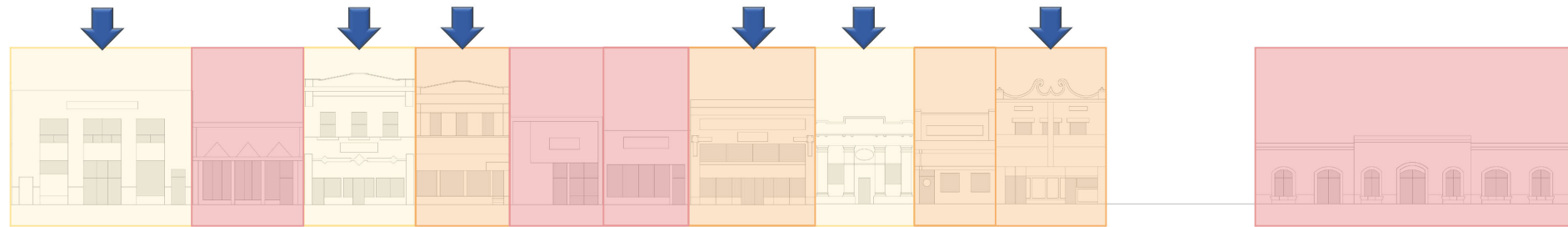
#### S1 - NWS: BUILDING FAÇADE ANALYSIS



BLOCK MAP



B1 B2 B3 B4 B5 B6 B7 B8 B9 B10 B11



B1 B2 B3 B4 B5 B6 B7 B8 B9 B10 B11

- No/Minor Improvement Needs
- Median Improvement Needs
- Major Improvement Needs
- ↓ CHARACTER

### 3.3 BUILDING FAÇADE ANALYSIS

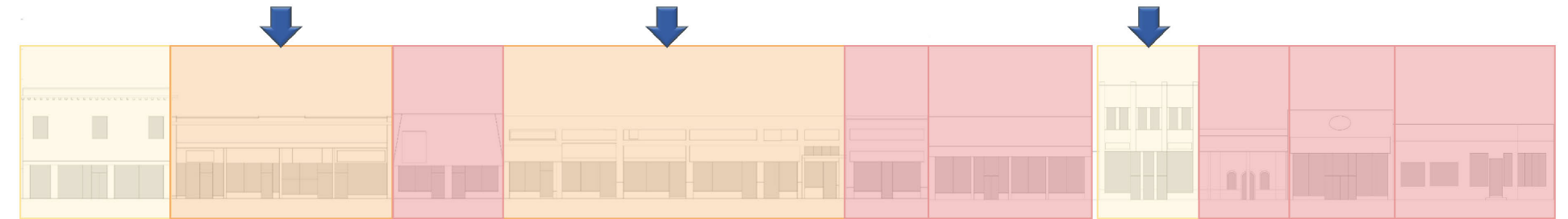
#### S2 - NES: BUILDING FAÇADE ANALYSIS



BLOCK MAP



B12 B13 B14 B15 B16 B17 B18 B19 B20 B21



B12 B13 B14 B15 B16 B17 B18 B19 B20 B21

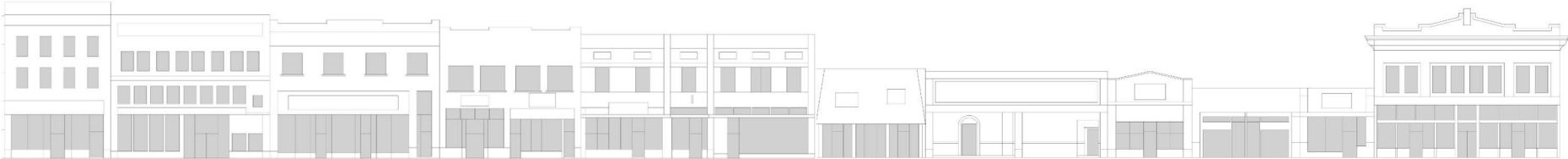
- No/Minor Improvement Needs
- Median Improvement Needs
- Major Improvement Needs
- ↓ CHARACTER

3.3 BUILDING FAÇADE ANALYSIS

S3 - SWS: BUILDING FAÇADE ANALYSIS



BLOCK MAP



B22 B23 B24 B25 B26 B27 B28 B29 B30 B31 B32



B22 B23 B24 B25 B26 B27 B28 B29 B30 B31 B32

- No/Minor Improvement Needs
- Median Improvement Needs
- Major Improvement Needs
- CHARACTER

3.3 BUILDING FAÇADE ANALYSIS

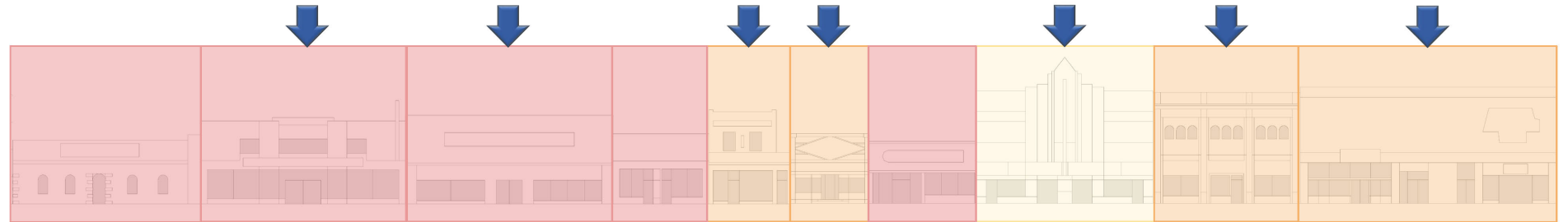
S4 - SES: BUILDING FAÇADE ANALYSIS



BLOCK MAP



B33 B34 B35 B36 B37 B38 B39 B40 B41 B42



B33 B34 B35 B36 B37 B38 B39 B40 B41 B42

- No/Minor Improvement Needs
- Median Improvement Needs
- Major Improvement Needs
- CHARACTER

### 3.4 PRICE MAIN STREET CURRENT LAND USE ANALYSIS

#### TYPE OF BUSINESSES

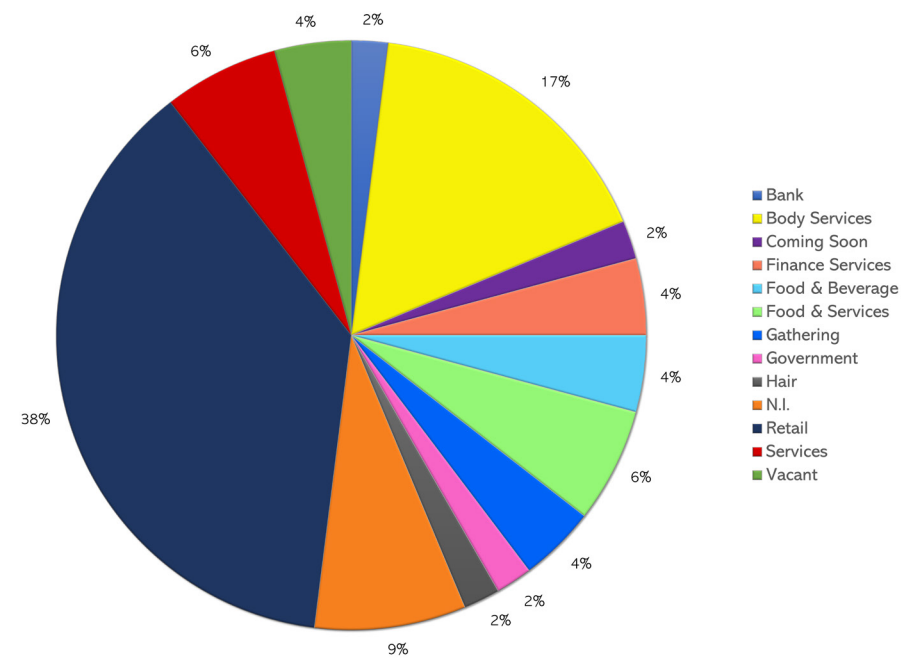


Figure 64: Price Main Street Businesses Pie Chart

This analysis is based on a total of 48 business spaces or buildings and thirteen business types that are currently operating on Main Street: banks (1), financial services (2), government institutions (1), body services (8), hair salons (1), gathering (1), retail (18), food & beverage (2), food & services (3), services (3), vacant (2), not identified (4), and coming soon (1). Retail is the major driver, body services is second, not identified is third, and the others share an almost equal percentage or number of businesses.

### 3.5 CONCLUSION

The lessons learned from the Research Methodology were distilled into the design recommendation of the Historic Downtown Streetscape Plan. The resulting design concepts are reflective of contemporary best practices and seek to capture and enhance the features of Historic Downtown Price which best visually communicate Price City's goals for its Historic Downtown. Cross-sections and 3D representation of some sections of the site aid in better understanding the plan design elements and the sense of place they can create.



Figure 65: Businesses on Price Main Street





## CHAPTER 4 | STREETScape DESIGN

The streetscape design for Historic Downtown Price grows out of the research and an understanding of project context and existing conditions. The design recommendations are based on contemporary 'Main Street' design principles and grow from case studies of successful downtown revitalization projects. The intent of the streetscape design is to develop design concepts that satisfy the following key objectives:

- Create a People-centered Streetscape Design
- Establish a Sense of Place and Community Identity
- Strengthen Community Identity
- Protect and Enhance Historic Buildings
- Improve Landscape Character and Micro-climate
- Create an Environment for Economic Development
- Enrich Cultural and Community Engagement

Figure 66: Price City Main Street Bird-Eye's View

## 4.1 STREETScape DESIGN OBJECTIVES



- **Create a People-centered Streetscape Design** focused on safe pedestrian and vehicular access, improved parking, an array of outdoor use areas, and a healthy mix of retail, dining, office, and housing uses.



- **Establish a Sense of Place and Community Identity** through a consistent design language that creates a unifying and aesthetically pleasing historic downtown character. This will help the historic downtown become a place with a distinct and important role in the life of the city.



- **Protect and Enhance Historic Buildings** along Main Street through a detailed inventory and analysis of the existing buildings, followed by preparation of a prioritized list of buildings in need of restoration.



- **Improve the Landscape Character and Micro-climate** of the historic downtown by using contemporary approaches that produce rapid and healthy tree growth. These approaches will have a profound impact on usability and comfort throughout the historic downtown.



- **Create an Environment for Economic Development** by building a unifying streetscape infrastructure. This public investment can provide the framework for an increase in property values and greater demand for new and revitalized mixed-use development.



- **Enrich Cultural and Community Engagement** by creating a people-centered design that establishes a sense of place, enhances historic buildings, strengthens community identity, improves landscape character, and establishes a framework for economic growth.

## 4.2 MAIN STREET DESIGN ALTERNATIVES

### MAIN STREET CONCEPT A

Main Street Concept A is the optimal approach and employs the use of a 'Flexible Zone.' This zone is the parking area of the street and/or it can be used as a dining or retail area for adjacent businesses. With the street trees placed in the Flexible Zone, this is an approach better suited to climates with minimal snow fall. Price averages 16" of snow per year. This approach can also be used in selected locations adjacent to businesses that benefit from an outdoor use area. Two of the case studies demonstrate this approach and show an activated street environment with an array of outdoor dining and retailing uses. Concept A is described below in greater detail, using the NACTO Guidelines presented in Chapter 2.

The following is a detailed description of Main Street Concept A using the NACTO Guidelines. These guidelines provide an organizing tool and terminology for describing the features of the streetscape design.

- **Street Design and Lane Widths:** The streetscape design for Concept A considers all users, creates a safe, walkable street environment, and includes the key sidewalk design zones, as described in the NACTO Guidelines below. The street has travel lane widths of 12' that provide a traffic calming and safety benefit, particularly when adjacent to angled parking. The design establishes improved street legibility for pedestrians and vehicles and enhances parking, outdoor use, historic character, and design unity.
- **Curb Extensions and Bulb-outs (1):** The street design for Concept A includes curb extensions and bulb-outs at each of three intersections and at four mid-block pedestrian crossings. These curb extensions shorten pedestrian crossing distances, calm vehicular traffic, provide outdoor use areas, and enhance ADA compliance.
- **Sidewalk Design Zones:** NACTO Guidelines establish the following sidewalk design zones. These zones define the unique role of distinct linear areas within the streetscape design. For Concept A, which has a 20' sidewalk width, the following is a description of how this streetscape design addresses the NACTO Sidewalk Zones.

## 4.2 MAIN STREET DESIGN ALTERNATIVES

- **Frontage Zone (2):** The Frontage Zone functions as an extension of the building and connects the building interior to the street. Concept A includes adequate width at the building fronts to have a welcoming and flexible use area to invite customers into the building and provide advertising and other temporary enticements.

- **Pedestrian Through Zone (3):** The Pedestrian Through Zone needs to be wide enough to accommodate comfortable pedestrian circulation while allowing enough space for the other sidewalk design zones. This zone is immediately adjacent to the Frontage Zone above. With an overall sidewalk width of 20', Concept A includes more than enough width to provide for easy pedestrian through circulation along the street corridor.

- **Curb and Furniture Zone (4):** Concept A has adequate width to accommodate street furniture, such as benches, lighting, tree grates, bicycle parking, trash and recycling containers, and more. This zone is immediately contiguous to the Pedestrian Through Zone, which provides easy access to the furniture amenities.

- **Enhancement and Buffer Zone (5):** The Enhancement and Buffer Zone provides space for curb extensions, flexible zones or parklets, bike lanes, and storm water management solutions. In Concept A, the Enhancement and Buffer Zone features the street trees located with the parking zone. This creates the potential for outdoor space for dining and other forms of retailing.

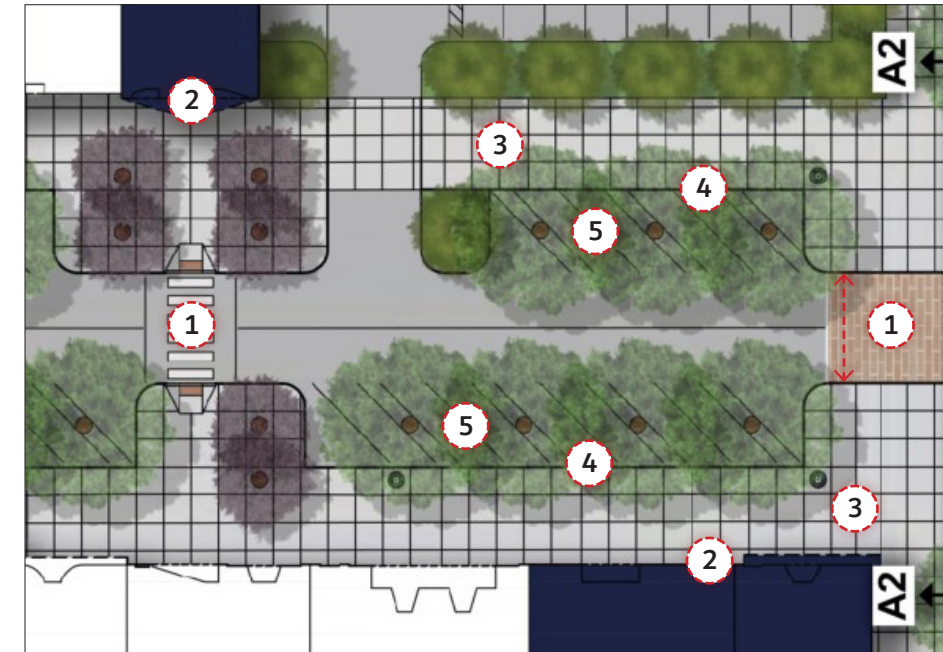


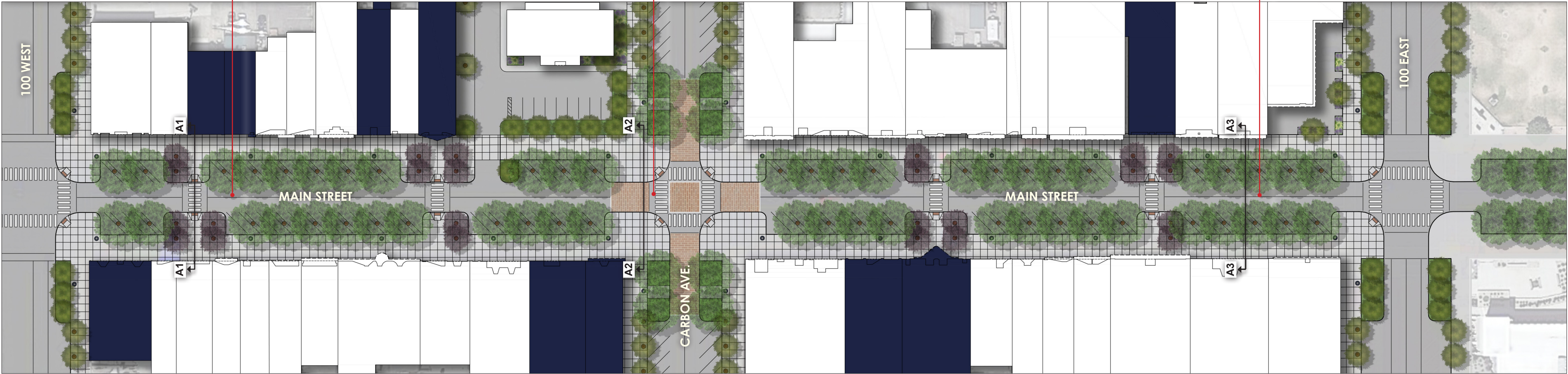
Figure 67: Application of NACTO Principles in Concept A Streetscape Design Plan



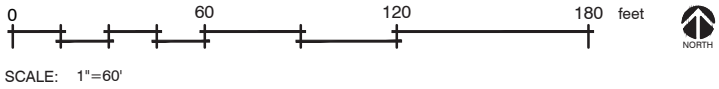
Figure 68: Main Street Concept A 3D Representation with Trees in Parking

4.2 MAIN STREET DESIGN ALTERNATIVES

MAIN STREET CONCEPT A - ILLUSTRATIVE PLAN

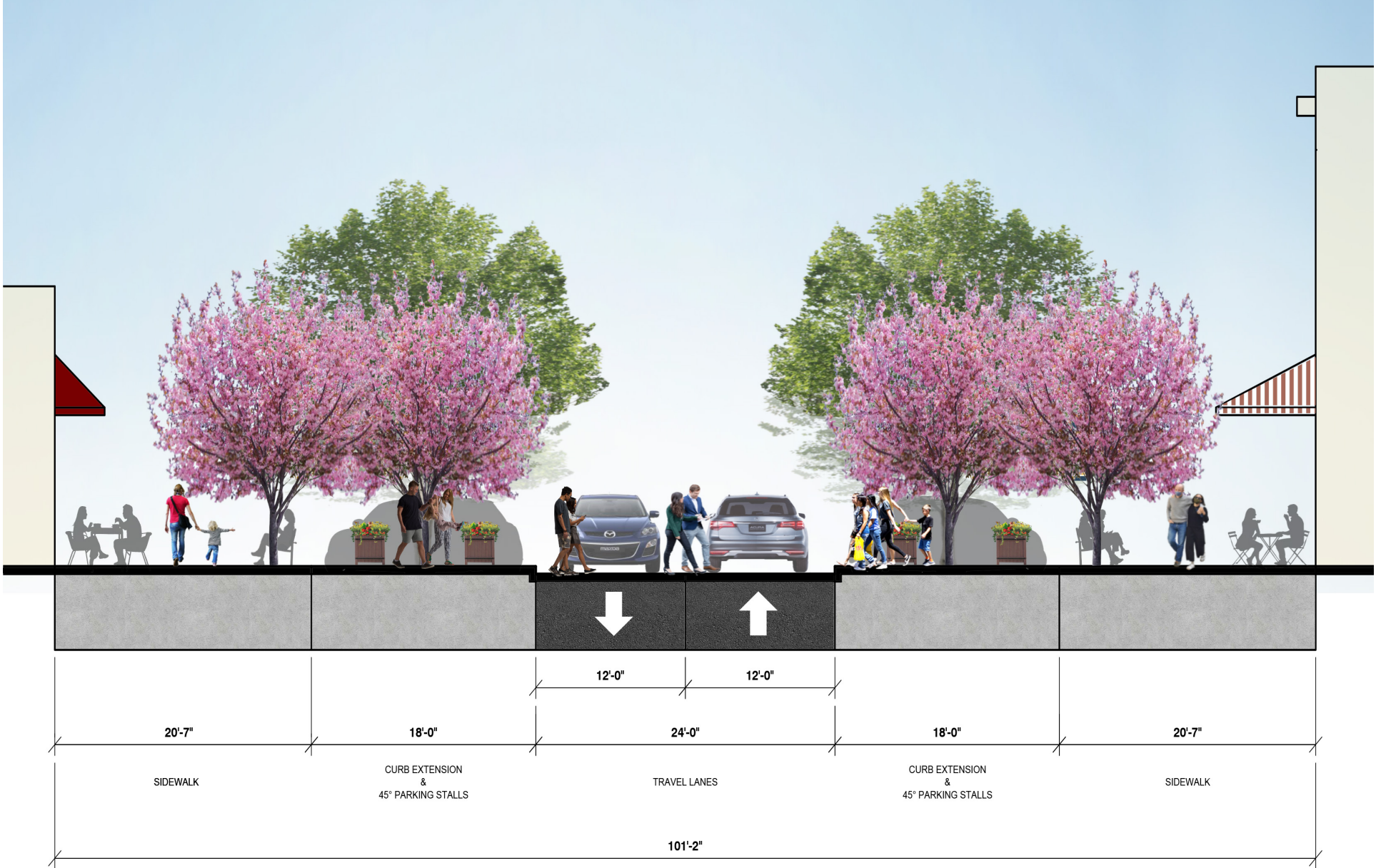


CONCEPT A - TREES IN PARKING WITH EMPHASIS ON HISTORICAL BUILDINGS



4.2 MAIN STREET DESIGN ALTERNATIVES

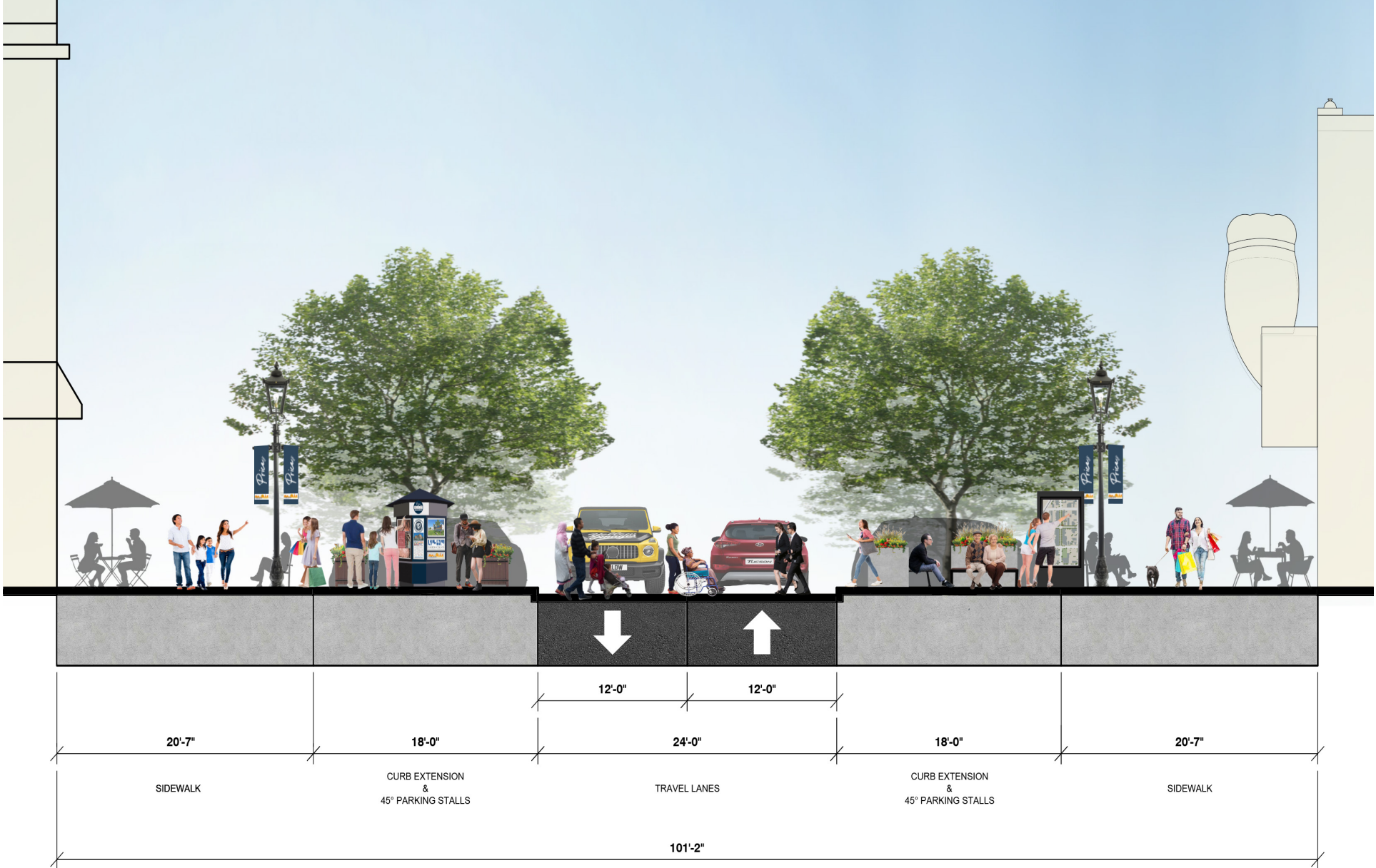
MAIN STREET CONCEPT A - CROSS-SECTIONS



A1 - A1 : TYPICAL MIDBLOCK CROSSING CROSS SECTION

4.2 MAIN STREET DESIGN ALTERNATIVES

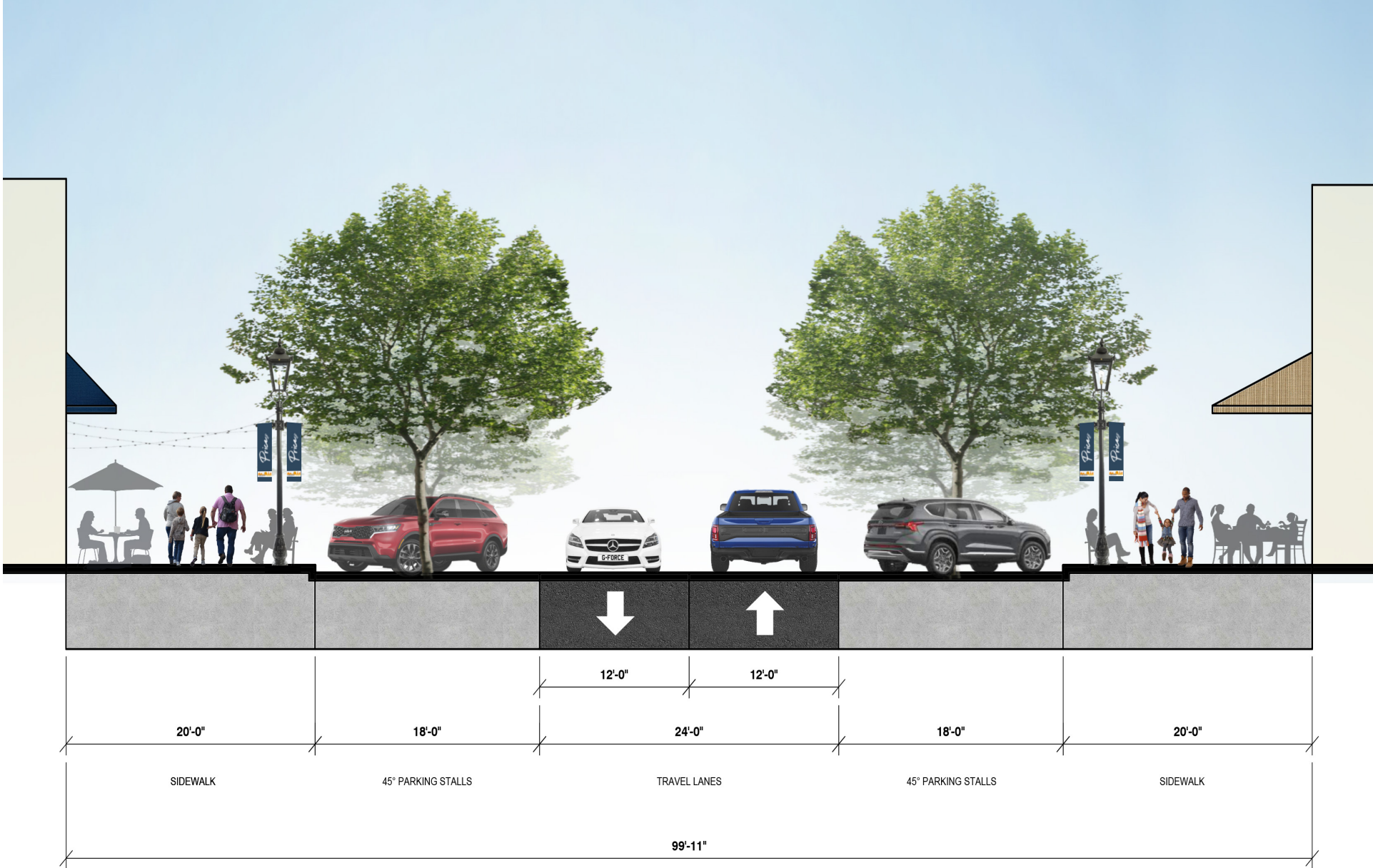
MAIN STREET CONCEPT A - CROSS-SECTIONS



A2 - A2 : TYPICAL PRIMARY INTERSECTION CROSS SECTION

4.2 MAIN STREET DESIGN ALTERNATIVES

MAIN STREET CONCEPT A - CROSS-SECTIONS



A3 - A3 : TYPICAL STREET CROSS SECTION

4.2 MAIN STREET DESIGN ALTERNATIVES

MAIN STREET CONCEPT A - 3D REPRESENTATION



MAIN EAST AND CARBON AVENUE

4.2 MAIN STREET DESIGN ALTERNATIVES

MAIN STREET CONCEPT A - 3D REPRESENTATION



MAIN WEST AND CARBON AVENUE

4.2 MAIN STREET DESIGN ALTERNATIVES

MAIN STREET CONCEPT A - 3D REPRESENTATION



CROSSING OF MAIN STREET AND CARBON AVENUE: "THE HEART OF THE CITY"

## 4.2 MAIN STREET DESIGN ALTERNATIVES

### MAIN STREET CONCEPT B

Main Street Concept B is a more traditional design approach, with trees located at the back of curb, rather than in the parking zone. Locating the trees at the back of curb provides many of the unifying and landscape benefits of Concept A, without some of the street maintenance challenges. Concept B is described below in greater detail, using the NACTO Guidelines presented in Chapter 2.

The following is a detailed description of Main Street Concept B using the NACTO Guidelines. These guidelines provide an organizing tool and terminology for describing the features of the streetscape design.

- Street Design and Lane Widths:** The streetscape design for Concept B considers all users, creates a safe, walkable street environment, and includes the key sidewalk design zones described in the NACTO Guidelines below. The street has travel lane widths of 12' that provide a traffic calming and safety benefit, particularly adjacent to angled parking. The design establishes improved street legibility for pedestrians and vehicles and enhances parking, outdoor use, historic character, and design unity.
- Curb Extensions and Bulb-outs (1):** The street design for Concept B includes curb extensions and bulb-outs at each of three intersections and at two mid-block pedestrian crossings. These curb extensions shorten pedestrian crossing distances, calm vehicular traffic, provide outdoor use areas, and enhance ADA compliance.
- Sidewalk Design Zones:** NACTO Guidelines establish the following sidewalk design zones. These zones define the unique role of distinct linear areas within the streetscape design. For Concept B, which has a 20' sidewalk width, the following is a description of how this streetscape design addresses the NACTO Sidewalk Zones.

► **Frontage Zone (2):** The Frontage Zone functions as an extension of the building and connects the building interior to the street. Concept B includes adequate width at the building fronts to have a welcoming and flexible use area to invite customers into the building and provide advertising and other temporary enticements.

► **Pedestrian Through Zone (3):** The Pedestrian Through Zone needs to be wide enough to accommodate comfortable pedestrian circulation while allowing enough space for the other sidewalk design zones. This zone is immediately adjacent to the Frontage Zone above. With an overall sidewalk width of 20', Concept B includes more than enough width to provide for easy pedestrian through circulation along the street corridor.

► **Curb and Furniture Zone (4):** Concept B has adequate width to accommodate street furniture, such as benches, lighting, tree grates, bicycle parking, trash, recycling containers, and more. This zone is immediately contiguous to the Pedestrian Through Zone, which provides easy access to the furniture amenities.

► **Enhancement and Buffer Zone (5):** The Enhancement and Buffer Zone provides space for curb extensions, a flexible/parking zone, bike lanes, and storm water management solutions. In Concept B, the Enhancement and Buffer Zone includes the street trees located at the back of curb and the parking area, both of which serve as buffers from the street traffic

## 4.2 MAIN STREET DESIGN ALTERNATIVES



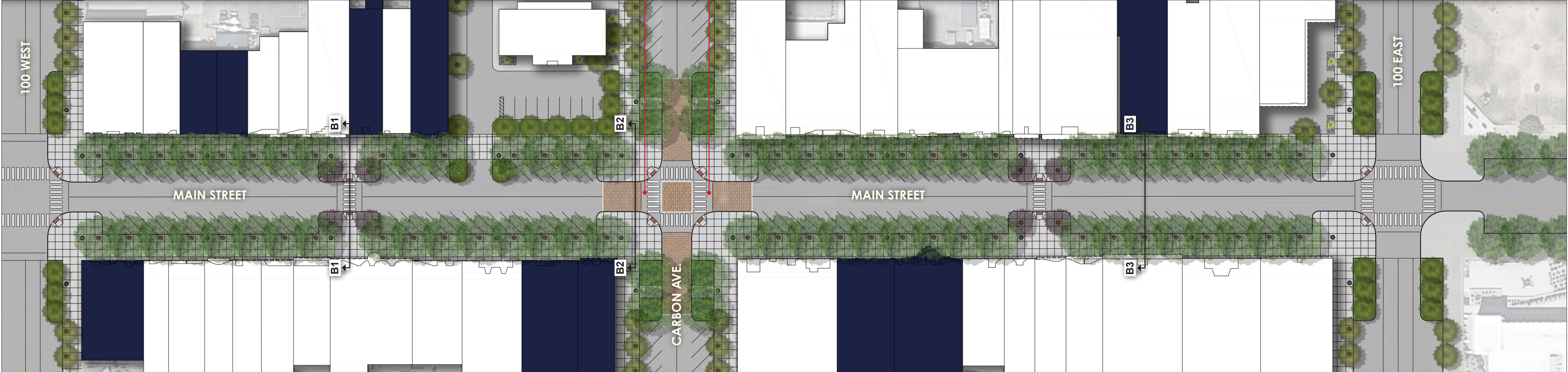
Figure 69: Application of NACTO Principles in Concept B Streetscape Design Plan



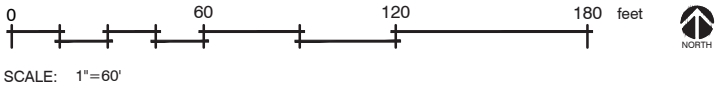
Figure 70: Main Street Concept B 3D Representation with Trees at Back of Curb

4.2 MAIN STREET DESIGN ALTERNATIVES

MAIN STREET CONCEPT B - ILLUSTRATIVE PLAN



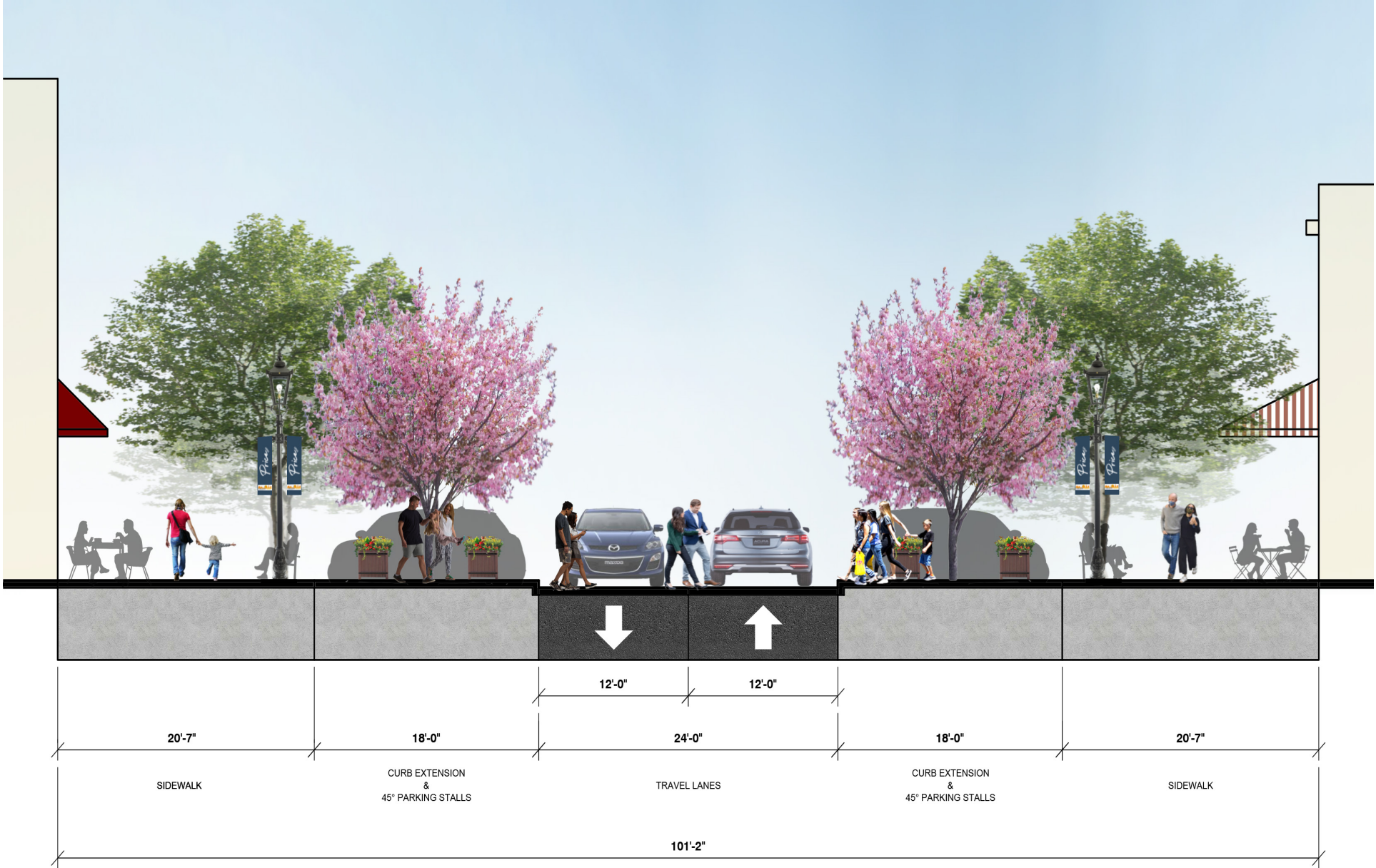
CONCEPT B - TREES AT BACK OF CURB





4.2 MAIN STREET DESIGN ALTERNATIVES

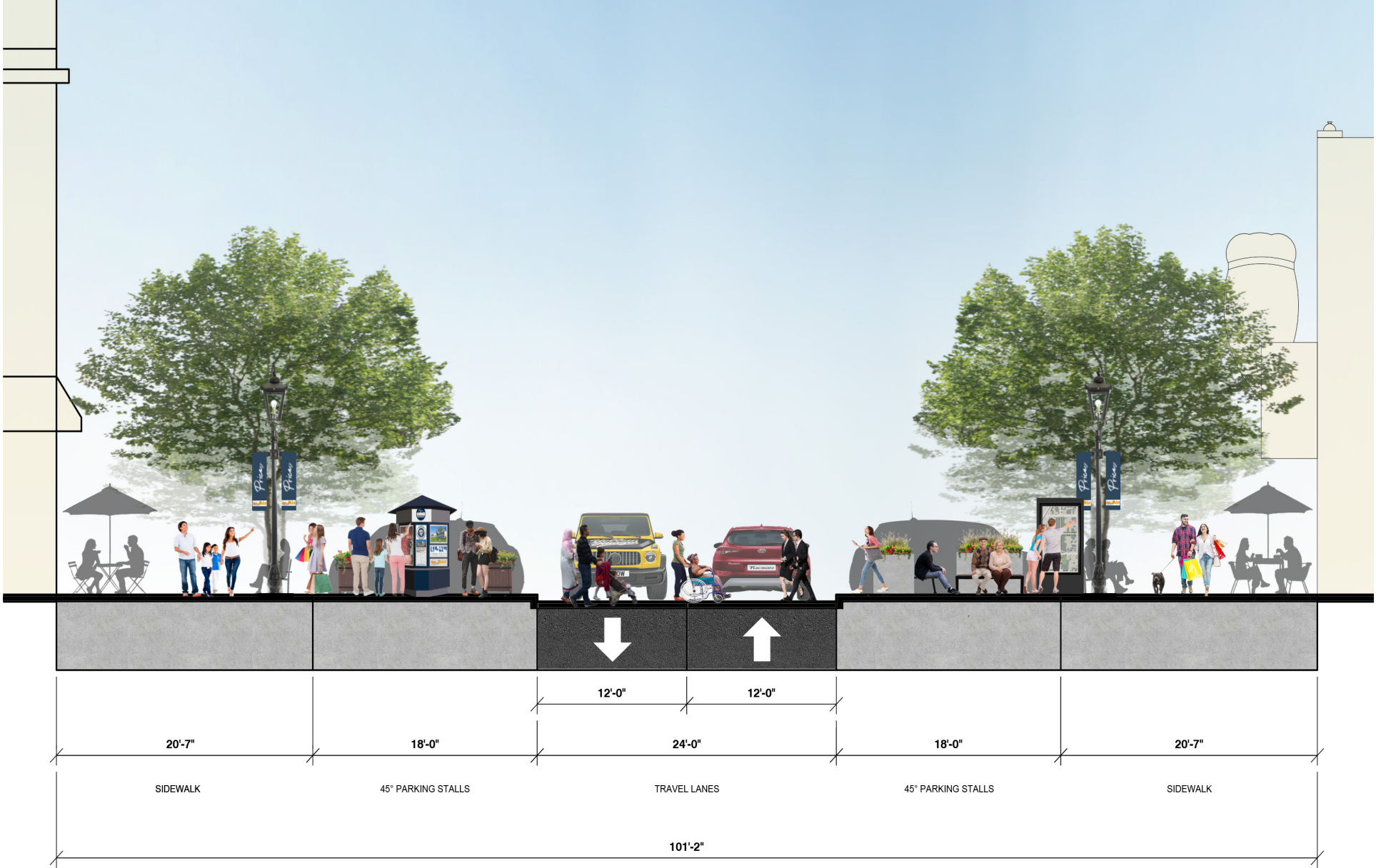
MAIN STREET CONCEPT B - CROSS-SECTIONS



B1 - B1 : TYPICAL MIDBLOCK CROSSING CROSS SECTION

4.2 MAIN STREET DESIGN ALTERNATIVES

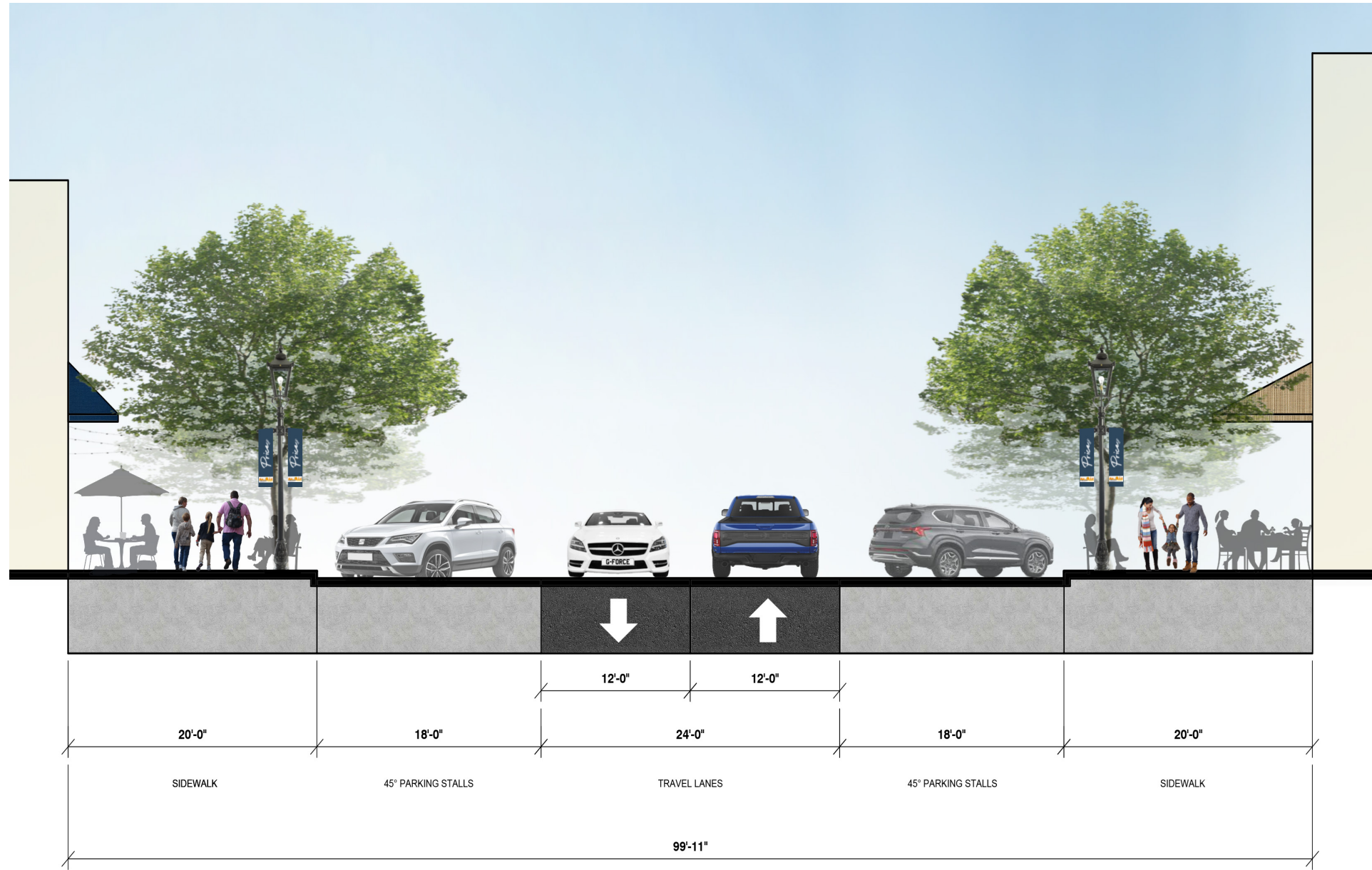
MAIN STREET CONCEPT B - CROSS-SECTIONS



B2 - B2 : TYPICAL PRIMARY INTERSECTION CROSS SECTION

## 4.2 MAIN STREET DESIGN ALTERNATIVES

### MAIN STREET CONCEPT B - CROSS-SECTIONS



B3 - B3 : TYPICAL STREET CROSS SECTION

## 4.3 CARBON AVENUE DESIGN

### CARBON AVENUE CONCEPT C

Carbon Avenue is a key means of access to Main Street and plays a pivotal role in attracting visitors to downtown. The streetscape design for Carbon Avenue extends for two blocks from 100 North to 100 South, intersecting with Main Street to form the heart of Historic Downtown Price. The gateway at 100 North, which is a UDOT highway that links directly to Highway 191, is the primary gateway into downtown. Carbon Avenue is described below in greater detail, using the NACTO Guidelines presented in Chapter 2.

The following is a detailed description of the design for Carbon Avenue using the NACTO Guidelines. These guidelines provide an organizing tool and terminology for describing the features of the streetscape design.

- Street Design and Lane Widths:** The streetscape design for Carbon Avenue considers all users, creates a safe, walkable street environment, and includes the key sidewalk design zones described in the NACTO Guidelines below. The street has travel lane widths of 12' that provide a traffic calming and safety benefit, particularly adjacent to angled parking. The design establishes improved street legibility for pedestrians and vehicles and enhances parking, outdoor use, historic character, and design unity.
- Curb Extensions and Bulb-outs (1):** The street design for Carbon Avenue includes curb extensions and bulb-outs at each of three intersections and at two mid-block pedestrian crossings. These curb extensions shorten pedestrian crossing distances, calm vehicular traffic, provide outdoor use areas, and enhance ADA compliance.
- Sidewalk Design Zones:** NACTO Guidelines establish the following sidewalk design zones. These zones define the unique role of distinct linear areas within the streetscape design. For Carbon Avenue, which has 17' of sidewalk width, the following is a description of how the streetscape design addresses the NACTO Sidewalk Zones.
  - Frontage Zone (2):** The Frontage Zone functions as an extension of the building and connects the building interior to the street. Carbon Avenue includes adequate width at the building fronts to have a welcoming and flexible use area to invite customers into the building and provide advertising and other temporary enticements.
  - Pedestrian Through Zone (3):** The Pedestrian Through Zone needs to be wide enough to accommodate comfortable pedestrian circulation while allowing enough space for the other sidewalk design zones. This zone is immediately adjacent to the Frontage Zone above. With an overall sidewalk width of 17', Carbon Avenue includes more than enough width to provide for easy pedestrian through circulation along the street corridor.
  - Curb and Furniture Zone (4):** Carbon Avenue has adequate width to accommodate street furniture, such as benches, lighting, tree grates, bicycle parking, trash, recycling containers, and more. This zone is immediately contiguous to the Pedestrian Through Zone, which provides easy access to the furniture amenities.
  - Enhancement and Buffer Zone (5):** The Enhancement and Buffer Zone provides space for curb extensions, a flexible/parking zone, bike lanes, and storm water management solutions. In Carbon Avenue, the Enhancement and Buffer Zone includes the street trees located at the back of curb and the parking area, both of which serve as buffers from the street traffic.

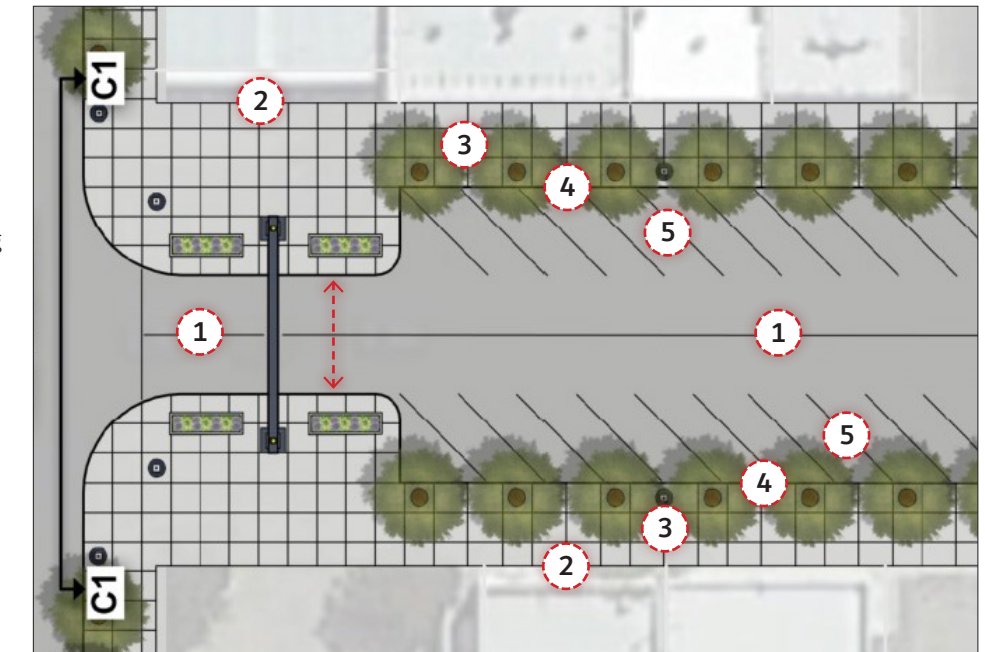


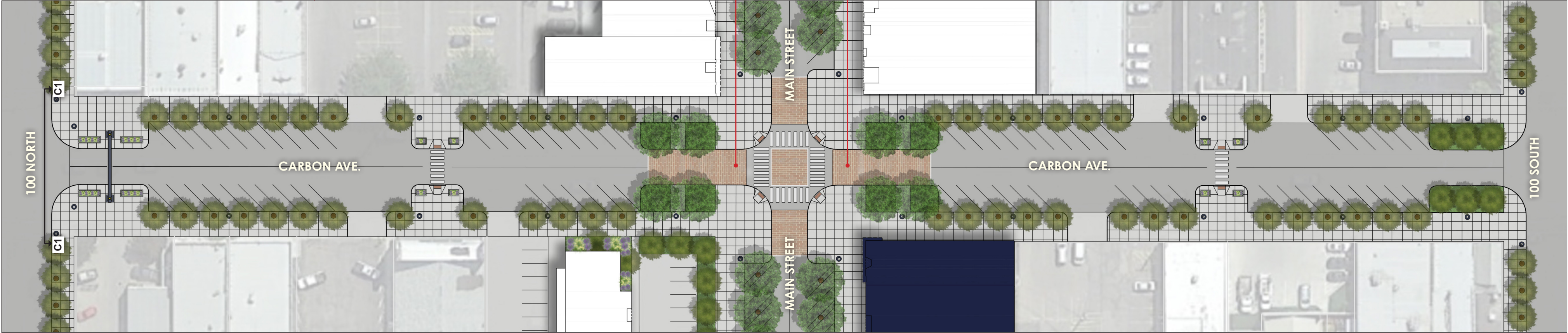
Figure 71: Application of NACTO Principles in the Carbon Avenue Streetscape Design Plan

4.3 CARBON AVENUE DESIGN

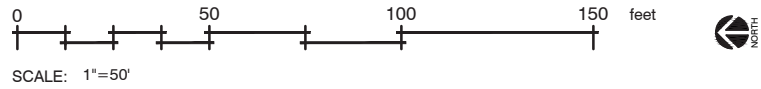
CARBON AVENUE CONCEPT C - ILLUSTRATIVE PLAN



SITE LOCATION MAP

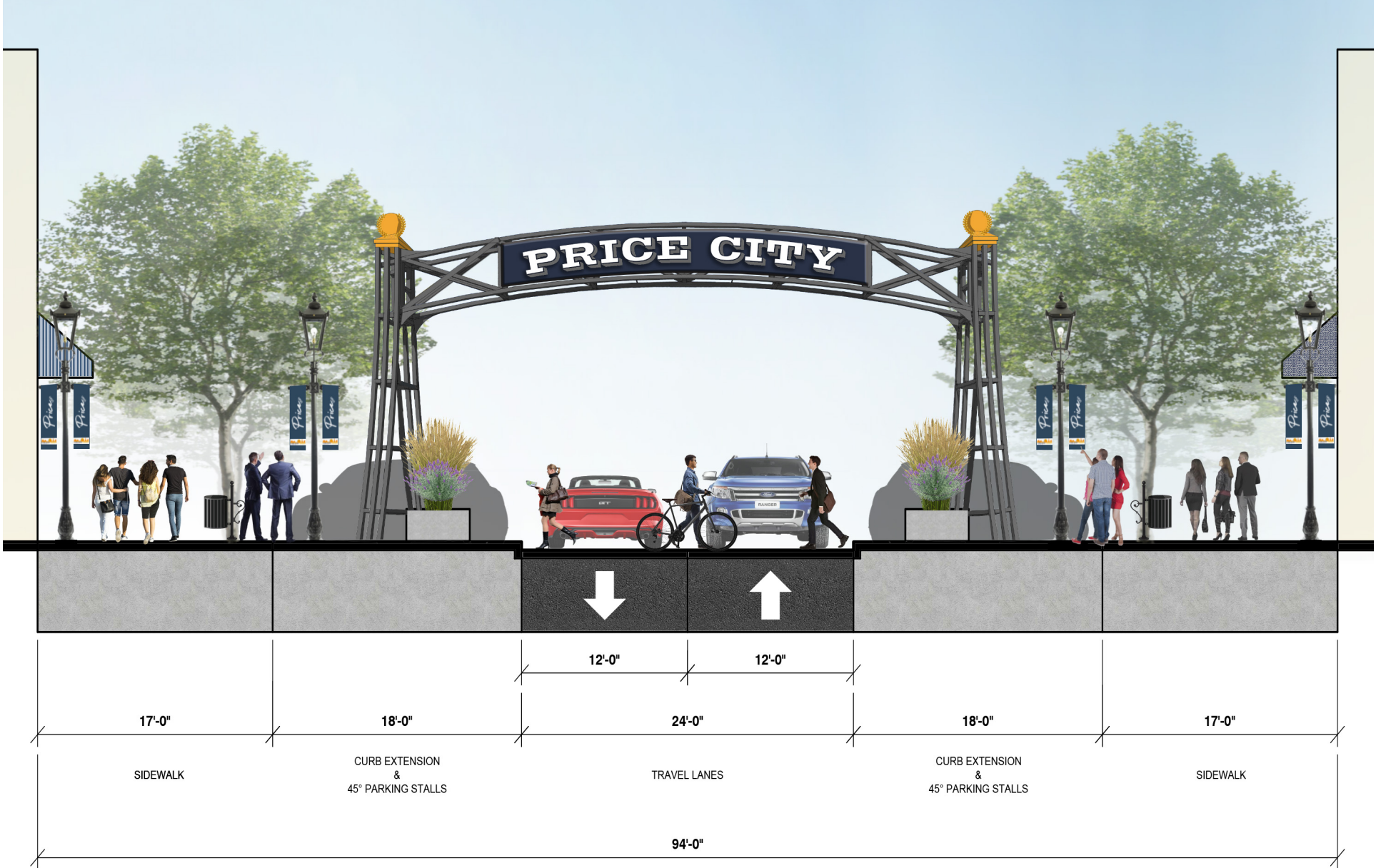


CONCEPT C - CARBON AVENUE



4.3 CARBON AVENUE DESIGN

CARBON AVENUE CONCEPT C - CROSS-SECTION



C1 - C1 : CROSS SECTION AT GATEWAY

4.3 CARBON AVENUE DESIGN

CARBON AVENUE CONCEPT C - 3D REPRESENTATION



THE ENTRANCE TO "THE HEART OF THE CITY"



Figure 72: Price Canyon  
Photograph by Dean Krakel

## CHAPTER 5 | CONCLUSIONS

---

The Price Historic Downtown Streetscape Plan contributes to the community's understanding of a potential streetscape revitalization approach. This document provides a research and analysis resource specific to Price that can facilitate an informed community dialogue and the development of actionable objectives.

The research and case studies contained in this Plan also provide a valuable resource for other designers and cities interested in downtown revitalization. As with Price, this Plan offers a starting point and vision for the potential downtown revitalization of other cities by contributing a diverse collection of contemporary research and the case studies of cities that successfully revitalized their downtowns.

The Historic Downtown Plan offers design solutions taken from proven success stories. The research and case studies demonstrate that successful downtown revitalization is built around a public streetscape investment. This commitment to downtown revitalization can broaden a community's sense of place and identity, while encouraging private investment in building restoration and new business development.



Figure 73: Ancient Petroglyphs at Nine Mile Canyon

## CHAPTER 6 | APPENDICES

---

6.1 REFERENCE LIST

6.2 FIGURE REFERENCE

## 6.1 REFERENCE LIST

About Livermore. (n.d.). City of Livermore, California. Retrieved March 17, 2023, from <https://www.livermoreca.gov/our-community/about-livermore#:~:text=87%2C955%20according%20to%20the%202020,gateway%20to%20the%20Central%20Valley>

Allison, E., & Peters, L. (2011). *Historic preservation and the livable city*. Wiley.

Bradbury, S. L. (2011). An evaluation of Iowa's Rural Main Street Program. *Journal of Rural and Community Development*, 6(2), Article 2. <https://journals.brandonusu.edu/jrcd/article/view/416>

Carmona, M. (2021). *Public places, urban spaces: The dimensions of urban design*. Routledge.

Carter, T. (2015). *Building Zion: The material world of Mormon settlement*. University of Minnesota Press.

Cromartier, J., & Bucholtz, S. (2008, June 1). Defining the "rural" in rural America. USDA ERS. Retrieved March 9, 2023, from <https://www.ers.usda.gov/amber-waves/2008/june/defining-the-rural-in-rural-america/>

Department of Workforce Services. (November 23, 2022). Annual income and wages by county. Retrieved March 27, 2023, from <https://jobs.utah.gov/wi/data/library/wages/annualprofilewages.html>

Environmental Protection Agency. (n.d.). Smart growth in small towns and rural communities. Retrieved March 21, 2023, from <https://www.epa.gov/smartgrowth/smart-growth-small-towns-and-rural-communities>

Franco, R. V. (1996). *Main street revisited: Time, space, and image building in small town America*. University of Iowa Press.

Franco, R. (2015). *The mapmakers of new Zion : A cartographic history of Mormonism*. University of Utah Press.

French, S., Wood, L., Foster, S. A., Giles-Corti, B., Frank, L., & Learnihan, V. (2013, January 1). Sense of community and its association with the neighborhood built environment. *Sage Journals*. Retrieved March 24, 2023, from <https://journals.sagepub.com/doi/10.1177/0013916512469098>

Hu, M., & Chen, R. (2018, April 13). A framework for understanding sense of place in an urban design context. MDPI. Retrieved March 23, 2023, from <https://www.mdpi.com/2413-8851/2/2/34>

Johnson, J. L. (1994). Price. *Utah History Encyclopedia*. Retrieved from [https://www.uen.org/utah\\_history\\_encyclopedia/p/PRICE.shtml](https://www.uen.org/utah_history_encyclopedia/p/PRICE.shtml)

Johnson, M. (2021). *Historic preservation: How-to guide*. Planetizen Courses. Retrieved March 21, 2023, from <https://courses.planetizen.com/course/historic-preservation-how-to-guide>

Isenberg, Alison. (2004). *Downtown America : A history of the place and the people who made it*. University of Chicago Press, 2004. ProQuest eBook Central, <https://ebookcentral-proquest-com.dist.lib.usu.edu/lib/usu/detail.action?docID=481232>

Governor's Office of Economic Opportunity. (2016, January 27). USDA grant encourages broadband for boosting economic development. Retrieved March 20, 2023, from <https://business.utah.gov/broadband/usda-grant-cool-connected/?hilite=main%2Bstreet%2Bprogram>

Governor's Office of Economic Opportunity. (2020, November 6). GOED spearheads Main Street pilot program. Retrieved February 23, 2023, from <https://business.utah.gov/business/goed-spearheads-main-street-pilot-program/?hilite=price+city>

Governor's Office of Economic Opportunity. (2021, March 25). GOED's Center for Rural Development announces enhancements to programs. *Utah.gov*. Retrieved March 19, 2023, from <https://business.utah.gov/articles/goeds-center-for-rural-development-announces-enhancements-to-programs/?hilite=utah%2Bmain%2Bstreet%2Bprogram>

Governor's Office of Economic Opportunity. (2021, July 1). Main Street America Project revitalizes communities. *Utah.gov*. Retrieved February 23, 2023, from <https://business.utah.gov/articles/main-street-america-project-revitalizes-communities/?hilite=price+city>

## 6.1 REFERENCE LIST

Governor's Office of Economic Opportunity. (2021, November 17). Launch of the Utah Main Street program. *Utah.gov*. Retrieved March 20, 2023, from <https://business.utah.gov/news/launch-of-the-utah-main-street-program/?hilite=main%2Bstreet%2Bprogram>

Governor's Office of Economic Opportunity. (2022, February 28). Utah Main Street program announces grant recipients. *Utah.gov*. Retrieved March 20, 2023, from <https://business.utah.gov/news/utah-main-street-program-announces-grant-recipients/?hilite=main%2Bstreet%2Bprogram>

Governor's Office of Economy Opportunity. (2023, March 9). Center for Rural Development. *Utah.gov*. Retrieved March 21, 2023, from <https://business.utah.gov/rural/>

Lerch, D. (2017). *The community resilience reader: Essential resources for an era of upheaval*. Island Press.

Lynch, K. (1960). *The image of the city*. MIT Press.

LinkedIn. (n.d.). Main Street America. Retrieved March 18, 2023, from <https://www.linkedin.com/company/main-street-america>

Living in Grand Junction. (n.d.). City of Grand Junction, Colorado. Retrieved March 17, 2023, from <https://www.gjcity.org/906/Living-in-Grand-Junction>

Logan City. (n.d.). About Logan. Retrieved March 17, 2023, from [https://www.loganutah.org/visitors/about\\_logan/index.php](https://www.loganutah.org/visitors/about_logan/index.php)

Main Street America. (n.d.). Who we are. Retrieved March 16, 2023, from <https://www.mainstreet.org/aboutus#:~:text=Main%20Street%20was%20established%20as,historic%20downtowns%20during%20that%20time>

Main Street America. (n.d.). Great American Main Street Award winners. Retrieved March 29, 2023, from <https://www.mainstreet.org/mainstreetamerica/mainstreetawards/winners>

McEvoy, R. (2021, November 16). Historic preservation is also carbon preservation (USGBC Los Angeles). U.S. Green Building Council. Retrieved March 21, 2023, from <https://www.usgbc.org/articles/historic-preservation-also-carbon-preservation-usgbc-los-angeles>

Mersal, A. (2016, May 7). Sustainable urban futures: Environmental planning for sustainable urban development. *Science Direct*. Retrieved March 24, 2023, from <https://www.sciencedirect.com/science/article/pii/S1878029616300275>

National Association of City Transportation Officials (2013). *Urban street design guide*. Island Press.

Notarianni, P. F. Carbon County. Retrieved from [https://www.uen.org/utah\\_history\\_encyclopedia/c/CARBON\\_COUNTY.shtml](https://www.uen.org/utah_history_encyclopedia/c/CARBON_COUNTY.shtml)

Ogden, Utah (n.d.). About Ogden. Retrieved March 17, 2023, from <https://www.ogdencity.com/560/About-Ogden>

Orvell, M. (2014). *Death and life of Main Street: Small towns in American memory, space, and community*. University Of North Carolina Press.

Parera, C. (2005). Mormon town planning: Physical and social relevance. *Journal of Planning History*, 4(2), 155–174. <https://doi.org/10.1177/1538513205275437>

Pendola, R., & Gen, S. (2008, January 17). Does "Main Street" promote sense of community? A comparison of San Francisco Neighborhoods. *Sage Journals*. Retrieved March 24, 2023, from <https://journals.sagepub.com/doi/10.1177/0013916507301399>

Powell, A. (1992). *Next time we strike: Labor in Utah's coal fields, 1900-1933*. Retrieved from ProQuest eBook Central <https://ebookcentral-proquest-com.dist.lib.usu.edu>

## 6.1 REFERENCE LIST

- Preservation Utah. (n.d.). Main Street America pilot program. Retrieved March 20, 2023, from [https://preservationutah.org/images/pdfs-doc/Main\\_Street\\_America\\_Pilot\\_Program.pdf](https://preservationutah.org/images/pdfs-doc/Main_Street_America_Pilot_Program.pdf)
- Price. (2013, November 1). Encyclopedia Britannica. Retrieved from <https://www.britannica.com/place/Price-Utah>
- Price City Utah. (2016, January 13). Price City general plan. Retrieved from [https://www.pricecityutah.com/uploads/1/1/9/7/119716550/price\\_city\\_general\\_plan\\_1-13-2016.pdf](https://www.pricecityutah.com/uploads/1/1/9/7/119716550/price_city_general_plan_1-13-2016.pdf)
- Price, Utah. (n.d.). Retrieved from <http://www.city-data.com/city/Price-Utah.html>
- Robertson, K. A. (2004). The Main Street approach to downtown development: An examination of the four-point program. *Journal of Architectural and Planning Research*, 55-73.
- Talen, E., & Jeong, H. (2019). Does the classic American main street still exist? An exploratory look. *Journal of Urban Design*, 24(1), 78–98. <https://doi.org/10.1080/13574809.2018.1436962>
- Taniguchi, N. J. (1994). Coal mining in Utah. *Utah History Encyclopedia*. Retrieved from [https://www.uen.org/utah\\_history\\_encyclopedia/c/COAL\\_MINING\\_IN\\_UTAH.shtml](https://www.uen.org/utah_history_encyclopedia/c/COAL_MINING_IN_UTAH.shtml)
- Tripadvisor. (n.d.). The 15 best things to do in Livermore - 2023. Retrieved April 10, 2023, from [https://www.tripadvisor.com/Attractions-g32635-Activities-Livermore\\_Tri\\_Valley\\_California.html](https://www.tripadvisor.com/Attractions-g32635-Activities-Livermore_Tri_Valley_California.html)
- Tourist Checklist. (2023, January 18). 25 best & fun things to do in Ogden (Utah). Retrieved April 10, 2023, from <https://thetouristchecklist.com/things-to-do-in-ogden-utah/>
- Tourist Checklist. (2023, January 21). 26 best & fun things to do in Yuba City (CA). Retrieved April 10, 2023, from <https://thetouristchecklist.com/thing-to-do-in-yuba-city-ca/>

Tourist Checklist. (2023, January 13). 32 best & fun things to do in Logan (Utah). Retrieved April 10, 2023, from <https://thetouristchecklist.com/things-to-do-in-logan-utah/>

U.S. Census Bureau. (2022, December 29). 2020 Census qualifying urban areas and final criteria clarifications. Federal Register: Request Access. Retrieved March 9, 2023, from <https://www.federalregister.gov/documents/2022/12/29/2022-28286/2020-census-qualifying-urban-areas-and-final-criteria-clarifications>

U.S. Census Bureau. (n.d.). QuickFacts Price City, Utah. Retrieved March 1, 2021, from <https://www.census.gov/quickfacts/fact/table/US/PST045222>

U.S. Census Bureau. (2023, March 1). Urban and rural. Retrieved March 9, 2023, from <https://www.census.gov/programs-surveys/geography/guidance/geo-areas/urban-rural.html#:~:text=Rural%20encompasses%20all%20population%2C%20housing,and%2For%20population%20density%20requirements>

U.S. Department of Agriculture. (n.d.). Downtown revitalization: USDA Rural Information Center. Retrieved from <https://www.nal.usda.gov/ric/downtown-revitalization>

U.S. Department of the Interior. (n.d.). Data downloads. National Parks Service. Retrieved March 21, 2023, from <https://www.nps.gov/subjects/nationalregister/data-downloads.htm>

VacationIdea: Dream Vacation Magazine (March 7, 2023). 25 best things to do in Grand Junction, Colorado. Retrieved March 17, 2023, from <https://vacationidea.com/colorado/best-things-to-do-in-grand-junction.html>

Watt, R. G. (1997). A history of Carbon County. Utah State Historical Society.

Yuba City (n.d.). Yuba City profile. Retrieved March 17, 2023, from <https://www.yubacity.net/>

## 6.2 FIGURE REFERENCE

### COVER PAGE

Figure 1: Cover: “Peaceful Price Sunset.” [https://www.instagram.com/chappell\\_shots/](https://www.instagram.com/chappell_shots/)

### CHAPTER 1: INTRODUCTION

Figure 2: Nine Mile Canyon, Price, UT. <https://www.dreamstime.com/stock-photography-nine-mile-canyon-image12105582>

Figure 3: Price City, Carbon County in Utah

Figure 4: Price City Location Map

Figure 5: William Price II. <http://www.carbon-utgenweb.com/settlers.html>

Figure 6: Price City Map from 1920. <http://www.carbon-utgenweb.com/Price/PriceMap1920.jpg>

Figure 7: The Price Trading Company Building Mural. <http://www.carbon-utgenweb.com/photos4.html#price>

Figure 8: Utah RY. Locomotive, engine number 201, engine type 2-8-8-0. Photographs - Western History - Denver Public Library Special Collections and Digital Archives Digital Collections ([denverlibrary.org](http://denverlibrary.org))

Figure 9: Children of the Assumption Greek Orthodox Church in 1933. <http://www.carbon-utgenweb.com/photos4.html#price>

Figure 10: Demographic Pie Charts

Figure 11: Major Employers in Price

Figure 12: Utah State University Eastern Campus. <http://www.jacobsenconstruction.com/projects>

Figure 13: Prehistoric Museum Exhibition. <https://www.visitutah.com/articles/prehistoric-museum-price>

Figure 14: The Utah Railway Company Coal Train. <https://railpictures.net./showphotos.php>

Figure 15: Price City in a Regional Context Map

Figure 16: Price City Vehicular Circulation Patterns

Figure 17: Price City Major Nodes of Entrance

Figure 18: Price City Districts

Figure 19: Price City Historical Downtown

Figure 20: Price City Main Street

### CHAPTER 2: RESEARCH METHODS

Figure 21: Price Main Street in the 60s: “Main Street Looking East.” <https://www.hippocard.com/listing/vintage-postcard-main-street-scene-price-ut-carbon-county-unposted/30302074>

Figure 22: Main Street America Logo. <https://www.mainstreet.org/home>

Figure 23: Price Downtown District Logo. <https://www.facebook.com/PriceDowntownDistrict/>

Figure 24: First Street in the 60s and Now. [https://alamedainfo.com/wp-content/uploads/photogallery/Livermore\\_California\\_looking\\_East\\_on\\_South\\_First\\_Street\\_91601\\_B%20\(1\).jpg](https://alamedainfo.com/wp-content/uploads/photogallery/Livermore_California_looking_East_on_South_First_Street_91601_B%20(1).jpg); <https://www.uixglobal.com/site/portfolio/03downtown-revitalization-livermore-ca/>

Figure 25: Livermore Profile on the Main Street America Website. <https://www.mainstreet.org/mainstreetamerica/mainstreetawards/winners>

Figure 26: Outdoor Dining on First Street. <https://www.pinterest.com/pin/82120393176830581/>

Figure 27: First Street Aerial Map

Figure 28: First Street Design Features. [https://www.yelp.ca/biz/livermore-livermore-4?hrid=eE-6MwjNUspKBiNujAlg3A&rh\\_type=phrase&rh\\_ident=pop](https://www.yelp.ca/biz/livermore-livermore-4?hrid=eE-6MwjNUspKBiNujAlg3A&rh_type=phrase&rh_ident=pop)

Figure 29: First Street. Image from Google Earth.

Figure 30: Plumas Street in the 60s and Now. <https://www.flickr.com/photos/autohistorian/albums/72157620906490542>; <https://www.pinterest.com/cresleighhomes/yuba-city-ca/>

Figure 31: Plumas Street Aerial Map

Figure 32: Summer Event on Plumas Street. [https://www.appeal-democrat.com/news/summer-stroll-puts-the-heart-of-yuba-city-up-for-show/article\\_7754d154-6f87-11e8-a119-03e6f774014c.html](https://www.appeal-democrat.com/news/summer-stroll-puts-the-heart-of-yuba-city-up-for-show/article_7754d154-6f87-11e8-a119-03e6f774014c.html)

Figure 33: The Sutter Theater. <https://www.yubacitydowntown.com/>



## 6.2 FIGURE REFERENCE

Figure 34: Plumas Street Design Features. [https://www.coldwellbankerhomes.com/ca/yuba-city/628-plumas-st/pid\\_42630681/](https://www.coldwellbankerhomes.com/ca/yuba-city/628-plumas-st/pid_42630681/)

Figure 35: Plumas Street. Image from Google Earth.

Figure 36: Main Street in the 60s and Now. <https://www.marylmartin.com/product/grand-junction-colorado-main-street-scene-vintage-postcard-k65250/>; <https://www.colorado.com/articles/downtown-grand-junction-things-see-do>

Figure 37: Art on the Corner Outdoor Sculpture Exhibit. <https://www.pinterest.com/pin/453315518721645666/>

Figure 38: Farmers Market. <https://www.visitgrandjunction.com/events-calendar>

Figure 39: Main Street Aerial Map

Figure 40: Main Street Design Features. <https://familydestinationsguide.com/best-things-to-do-in-grand-junction/>

Figure 41: Main Street. Image from Google Earth.

Figure 42: 25th Street in the 1900s and Now. <https://utahstories.com/2016/01/ogden-zoning-helped-save-historic-25th-street/>; <https://ogdencity.com/457/Visiting-Ogden>

Figure 43: 25th Street at Night. <https://www.istockphoto.com/photo/ogden-utah-gm1148216949-310017984>. Credit: Danis Tangney Jr.

Figure 44: Harvest Moon Celebration. <https://www.visitogden.com/blog/how-to-harvest-moon/>

Figure 45: 25th Street Aerial Map

Figure 46: 25th Street Design Features. <http://bearsbutt.com/2016/03/18/grounds-for-coffee-lower-25th-street-ogden-utah/>

Figure 47: 25th Street. Image from Google Earth.

Figure 48: Center Street in 2018 and Now. [https://www.hjnews.com/allaccess/logan-approved-cdbg-plan-including-potential-center-street-mid-block-crossing/article\\_0b82167c-7f24-5166-b78f-32243c501d3b.html](https://www.hjnews.com/allaccess/logan-approved-cdbg-plan-including-potential-center-street-mid-block-crossing/article_0b82167c-7f24-5166-b78f-32243c501d3b.html); <https://www.usu.edu/today/story/logan-ranked-second-best-small-city-in-united-states-by-2021-milken-institute-analysis>

Figure 49: The Utah Theater. <https://www.visitutah.com/articles/things-to-do-in-logan-utah>

Figure 50: Center Street Christmas Clydesdales. <https://www.heidirandallstudios.com/blog/2019/12/23/logan-center-street-christmas-clydesdales-cache-valley-photographer>

Figure 51: Center Street Aerial Map. <https://www.facebook.com/cityoflogan/photos/a.10150691484421103/10157524777046103/?type=3>

Figure 52: Center Street Design Features. <https://www.usu.edu/today/story/logan-ranked-second-best-small-city-in-united-states-by-2021-milken-institute-analysis>

Figure 53: Center Street. Image from Google Earth.

Figure 54: NACTO's Curb Extensions and Bulb-outs. <https://nacto.org/publication/urban-street-design-guide/street-design-elements/curb-extensions/gateway/>

Figure 55: NACTO's Downtown Conventional Sidewalk. <https://nacto.org/publication/urban-street-design-guide/street-design-elements/sidewalks/>

Figure 56: Plumas Street, Yuba City, CA

## CHAPTER 3: INVENTORY AND ANALYSIS

Figure 57: Price Downtown District. <https://www.facebook.com/PriceDowntownDistrict/>

Figure 58: Price City Historic Downtown Current Inventory & Analysis Map

Figure 59: Price Main Street Current Conditions Photograph. <https://www.sltrib.com/news/2021/10/18/utah-explodes-growth-coal/>

Figure 60: Price Main Street Current Conditions Plan

Figure 61: Price Main Street Block Map

Figure 62: A 2019 photograph and an old photograph of the former Carbon Hotel Building. A drone image by Travis Lindberg; <http://www.carbon-utgenweb.com/photos4.html>

Figure 63: The former Eko Theatre that was named the Lyric and the Utah before becoming the Crown Theatre. <http://www.carbon-utgenweb.com/Price/O-17L.jpg>; <https://utahtheaters.info/Theater/History/197/Crown-Theatre>

Figure 64: Price Main Street Businesses Pie Chart

Figure 65: Businesses on Price Main Street. <https://dailyyonder.com/revitalizing-the-main-street-revitalizing-the-community/2021/09/23/>

## CHAPTER 4: STREETScape DESIGN

Figure 66: Price City Main Street Bird-Eye's View

Figure 67: Application of NACTO principles in Concept A Streetscape Design Plan

Figure 68: Main Street Concept A 3D Representation with Trees in Parking

Figure 69: Application of NACTO principles in Concept B Streetscape Design Plan

Figure 70: Main Street Concept B 3D Representation with Trees at Back of Curb

Figure 71: Application of NACTO principles in the Carbon Avenue Streetscape Design Plan

## CHAPTER 5: CONCLUSIONS

Figure 72: Price Canyon. <https://www.visitutah.com/places-to-go/cities-and-towns/price>

## CHAPTER 6: APPENDICES

Figure 73: Ancient Petroglyphs at Nine Mile Canyon. <https://www.flickr.com/photos/mypubliclands/albums/72157673785323281>

**All other graphics found within the document were produced by the author.**



**UtahState**  
University®

LANDSCAPE ARCHITECTURE &  
ENVIRONMENTAL PLANNING