Historic Downtown Streetscape Plan Price City, Utah

Patricia Beckert
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HISTORIC DOWNTOWN STREETSCAPE PLAN
PRICE CITY, UTAH

MLA THESIS BY PATRICIA BECKERT
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

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Carlos Licon
Committee Member

Richard Cutler
Vice Presvnt of Graduate Studies

UTAH STATE UNIVERSITY
Logan, Utah
2023
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.
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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 facade 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 façade 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.
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.
INTRODUCTION

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 km²). 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.

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.

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).

INTRODUCTION

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

1.1 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).

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INTRODUCTION
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. Interpreting 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.

### Demographics

#### Table 1: Population Facts

<table>
<thead>
<tr>
<th>Race Classification</th>
<th>Population (% of Total Population)</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>42%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>16%</td>
</tr>
<tr>
<td>Asian</td>
<td>14%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>9%</td>
</tr>
<tr>
<td>Native Hawaiian or Other Pacific Islander</td>
<td>5%</td>
</tr>
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<td>Two or More Races</td>
<td>8%</td>
</tr>
</tbody>
</table>

#### Table 2: Educational Attainment

<table>
<thead>
<tr>
<th>Education Attainment</th>
<th>Population (% of Total Population)</th>
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<tbody>
<tr>
<td>Less than high school</td>
<td>5%</td>
</tr>
<tr>
<td>High school</td>
<td>16%</td>
</tr>
<tr>
<td>Associate degree or higher</td>
<td>10%</td>
</tr>
</tbody>
</table>

The demographic research concludes that 90% 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.

### Economies

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 railroad for freight traffic for over twenty years. The railroad also brought families of sheepherders 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 commercial center 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

### Economic Facts

- **Joblessness Rate**: 13.2%
- **Number of Employed**: 8245
- **Median Income Rate**: $49,377
- **Median Income by Race**: $44,280
- **Median Income by Education**: $52,761
- **Employment Rate**: 62.7%

**Major Industries**

- **Educational services**: 17%
- **Agriculture and Fish industry**: 10%
- **Health care**: 9%
- **Mining, smelting, and oil extraction**: 8%
- **Public administration**: 7%
- **Retail**: 6%
- **Construction**: 4%

County-wide educational services are centralized in Price. Utah State University’s 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.

---

**Price City, Utah: Historical, Demographic, Economic, and Physical Context**

1. **Introduction**

2. **Demographics**

3. **Economies**

4. **Major Employment by Industry**

5. **Educational Attainment**

6. **Economic Facts**

---

**Table 1: Population Facts**

Information retrieved from U.S. Census Bureau and City-Data.com, 2020

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**Figure 10: Demographic Pie Charts**

**Figure 11: Major Employers in Price**

**Figure 12: Utah State University Eastern Campus**

**Figure 13: Prehistoric Museum Exhibition**

**Figure 14: The Utah Railway Company coal train through Castle Gate**

Photography by Jenna Herzog.

**Table 3: Economic Facts**

Information retrieved from U.S. Census Bureau and City-Data.com, 2020

<table>
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</tr>
<tr>
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<td>62.7%</td>
</tr>
<tr>
<td>County-wide Educational Services</td>
<td>17%</td>
</tr>
</tbody>
</table>

**Figure 15: Manti Temple**

Photography by Steve Miller.
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, Kemmerer, 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 existing communities, establishes its importance within Carbon County. These distances are as follows: Helper (6.30 miles), Carbonville (2.47 miles), Wellington (5.64 miles), and East Carbon (20.62 miles).

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 15: Price City in a Regional Context Map

Figure 16: Price City Vehicular Circulation Patterns Map
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.

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 and 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.
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).

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.
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.

Figure 21: Price Main Street in the 60s: “Main Street Looking East” Postcard by Eric J. Seaich.
The means of Main Street revitalization are different, but all are connected and "in practice overlap in the same design features and characteristics." (p.5) Generally, a small town is depicted as a rural community with a slower pace of life, shared values, and community identity, and it is in this context that Main Streets are often seen as a community and identity, and the historic preservation practices that support it.

Main Streets are defined as a place that reflects the values and gives reason for a sense of place. A person's perception of a place's identity, sense of community, and sense of place are all connected and "in practice overlapped in the discourse of place in America." (p.228)

Main streets are described as a social, cultural, and economic entity that embodies the goal of reusing historic buildings and landmarks. Local governments and organizations have been working to revitalize Main Streets and preserve their character. The Price Historic Downtown (Preservation Utah, n.d.) is one example of a pilot program to boost economic development in small towns, offering quality broadband services to residents, and selecting anchor institutions to centralize downtown and extend this service, thereby promoting main street revitalization.

In November 2020, the U.S. Environmental Protection Agency (EPA) had created the Cool & Community Identity Pilot Program (GOED) to identify and understand the types of communities 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 is the meaning for a place. A person's perception of a place's meaning is influenced by its characteristics, such as sense of community, sense of place, and sense of identity.

According to researchers, there is no magic formula that can be attributed to specific physical elements within the urban landscape. The outcomes often differ, based on varying social demographics, economic, and political factors. However, research findings suggest that a sense of safety from crime and traffic positively impacts sense of community and place satisfaction and belonging to the place (Cornina, 2021, p.163).

Sustainability and Resilience in Urban Development

Sustainability and resilience are terms that are broadly used to describe urban design, urban planning, and sustainable community development. The program, Cool & Climate, aims to help communities become more sustainable by integrating improved safety, access, usability, and micro-climate benefits into the urban design. The Price Historic Downtown Street Plan focuses on sustainability and resilience, which are essential for promoting safety, access, usability, and micro-climate benefits into the community.

CASE STUDIES

Case studies are essential for studying examples of communities with revitalized downtowns. Each case study focuses on different aspects of downtown revitalization, such as population size, street and building scale, the evolution of historic downtowns, and local identity. In this section, we will discuss three case studies: one where downtown revitalization is linked to economic development; another where downtown revitalization is linked to community satisfaction and belonging to the place; and a third where downtown revitalization is linked to community identity.

The Price Historic Downtown Street Plan focuses on sustainability and resilience, which are essential for promoting safety, access, usability, and micro-climate benefits into the community. Case studies are essential for studying examples of communities with revitalized downtowns. Each case study focuses on different aspects of downtown revitalization, such as population size, street and building scale, the evolution of historic downtowns, and local identity. In this section, we will discuss three case studies: one where downtown revitalization is linked to economic development; another where downtown revitalization is linked to community satisfaction and belonging to the place; and a third where downtown revitalization is linked to community identity.
CASE STUDIES

2.2 FIRST STREET IMPROVEMENT PROJECT • LIVERMORE, CA

CITY PROFILE
Alameda County
Founded in 1869
Population in 2020: 873,555
Local Attractions:
Lizzie Fountain, Bankhead Theater, Livermore Food Tours, Centennial Light Bulb, Livermore Shiva-Vishnu Temple, Lawrence Livermore National Lab
Discovery Center, Botella Vinyards, Ravenswood Historic Site, San Francisco Premium Outlets, Sycamore Grove
Special Fact:
Livermore’s First Street won the Great American Main Street Award (GAMSA) in 2009. (Main Street America, 2023).

DESIGN FEATURES

• Street Width from Building to Building: approximately 50.5 feet
• Street Length: 2 ½ 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

FIRST STREET DETAILS

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
Figure 27: First Street Aerial Map
Figure 28: First Street Design Features
Figure 29: First Street. Image from Google Earth
Figure 30: First Street Profile on the Main Street America Website

Figure 31: First Street in the 60s and Now

Figure 32: First Street Design Features

Figure 33: First Street Profile on the Main Street America Website

Figure 34: First 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 Billie Path  
- Middle Mountain Foundation Hills  
- Bob-Kai Temple  
- Sutter Parades  
- Middle Mountain  
- 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

### DESIGN FEATURES

- **Trees**  
- **Street Lights**  
- **Awnings**  
- **Plant Material**  
- **Furniture**  
- **Wide Sidewalks**  
- **Narrow Street**

---

**Figure 30:** Plumas Street in the 60s and Now  
**Figure 31:** Plumas Street Aerial Map  
**Figure 32:** The Sutter Theater on Plumas Street  
**Figure 33:** Summer Event on Plumas Street  
**Figure 34:** Plumas Street Design Features  
**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

Figure 39: Main Street Aerial Map

Figure 40: Main Street Design Features

Figure 41: Main Street. Image from Google Earth.

CITY PROFILE
Mesa County
Founded in 1882
Population in 2020: 65,560

Local Attractions:

CASE STUDIES

Figure 36: Main Street in the 60s and Now

Figure 37: Art on the Corner Outdoor Sculpture Exhibit

Figure 38: Farmers Market

Figure 39: Main Street Aerial Map

Figure 40: Main Street Design Features

Figure 41: Main Street. Image from Google Earth.

DESIGN FEATURES

• 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 Façade Treatments
• Consistent Signage and Wayfinding

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 Façade Treatments
• Consistent Signage and Wayfinding
2.2 CASE STUDIES

25th STREET IMPROVEMENT PROJECT - OGDEN, UT

Figure 42: 25th Street in the 1900s and Now

Figure 43: 25th Street at Night

Figure 44: Harvest Moon Celebration

Figure 45: 25th Street Aerial Map

Figure 46: 25th Street Design Features

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

25th 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 Rear of Building Access
• Improved Signage and Wayfinding

CITY PROFILE
Weber County
Founded in 1844
Population in 2020: 87,321

Local Attractions:

DESIGN FEATURES
- Trees
- Street Lights
- Awnings
- Signs
- Furniture
- Wide Sidewalk
- Narrow Street
2.2 CASE STUDIES

CENTER STREET, LOGAN, UT

CASE STUDIES

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).

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

DESIGN FEATURES

STREET LIGHTS
AWNINGS
FURNITURE
PLANT MATERIAL
WIDE SIDEWALKS
NARROW STREET

Figure 48: Center Street in 2018 and Now
Figure 49: The Utah Theater
Figure 50: Center Street Detail Map
Figure 51: Center Street Aerial Map
Figure 52: Center Street Design Features
Figure 53: Center Street. Image from Google Earth.
Figure 54: Center Street Image from Google Earth
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. Sidewalk Design: Retention and stormwater management.

Curb Extentions & 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, planters, bike lanes, stormwater management features, and more.

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 challenges 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 facades. Facades are part of the cultural identity and the urban fabric of downtowns. If possible, street facades 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 memories, feelings, and memories.

Economic development is the main goal of revitalization programs and can also state level support, which is visible with the UMSP initiative. Locally and worldwide. This requires not only local support and partnership, but also state level support, which is visible with the UMSP initiative.

Adequate space for the sidewalk zones listed above and below.

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 challenges and challenges through time.

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An important part of Main Street beautification is the improvement of building facades. Facades because they are part of the cultural identity and the urban fabric of downtowns. These two elements provide a unique reference to a place, which helps people create individual and community meanings, feelings, and memories. A review of the photographic evidence of each structure. Building condition, historical value of the facades, 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 businesses, economic development recommendations are not included in this thesis. Out a detailed breakdown of the existing business! types prompted a discussion of the mixed-use character of successful downtowns. Modern economic development recommendations are not included in this thesis.

Developing an economic development strategy to bring the many travelers on Highway 191 into the city. 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 facades shown in Chapter 5. Their analytical classifications are based on a group review of the photographic evidence of each structure. Building condition, historical value of the facades, type of business, and occupancy status were aspects of the analysis discussion.

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A review of the photographic evidence of each structure. Building condition, historical value of the facades, type of business, and occupancy status were aspects of the analysis discussion.
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.
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.
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 - NW) from S 100 W to Carbon Avenue
- **Second Quadrant:** S2 Northeast (S2 - NE) from Carbon Avenue to N 100 E
- **Third Quadrant:** S3 Southwest (S3 - SW) from S 100 W to Carbon Avenue
- **Fourth Quadrant:** S4 Southeast (S4 - SE) 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 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.
3.3 BUILDING FAÇADE ANALYSIS

S1 - NWS: BUILDING FAÇADE ANALYSIS

S2 - NES: BUILDING FAÇADE ANALYSIS

INVENTORY AND ANALYSIS
3.3 BUILDING FAÇADE ANALYSIS

**S3 - SWB BUILDING FAÇADE ANALYSIS**

**S4 - SES BUILDING FAÇADE ANALYSIS**

**BLOCK MAP**

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<td>Major Improvement Needs</td>
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<td>Major Improvement Needs</td>
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**BLOCK MAP**

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<td>Major Improvement Needs</td>
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<td>No/Minor</td>
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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.

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.
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
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 unified 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 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 for adjacent businesses by creating a streetscape design that establishes a sense of place, enhances 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

4.2.1 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 draying 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 15” 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 in greater detail in 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 (2): 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.

4.2.1 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 circulation through the street corridor.

• Curb and Furniture Zone (4): Concept A has adequate width at the building front 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 paralles, 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

Figure 69: Main Street Concept A & 5 Represenation 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

CARBON AVE.

100 WEST

MAIN STREET

SCALE: 1"=60'

NORTH

100 EAST

MAIN STREET

100 WEST
4.2 MAIN STREET DESIGN ALTERNATIVES

MAIN STREET CONCEPT A - CROSS-SECTIONS

A1 - A1: TYPICAL MIDBLOCK CROSSING CROSS SECTION

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

MAIN EAST AND CARBON AVENUE
4.2 MAIN STREET DESIGN ALTERNATIVES

MAIN STREET CONCEPT A - 3D REPRESENTATION

MAIN WEST AND CARBON AVENUE

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

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

B2 - B2: TYPICAL PRIMARY INTERSECTION CROSS SECTION
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 enhancements.

  - **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.
4.3 CARBON AVENUE DESIGN

CONCEPT C - CARBON AVENUE

SITE LOCATION MAP

100 NORTH

MAIN STREET

CARBON AVE.

SCALE: 1"=50'
4.3 Carbon Avenue Design

Carbon Avenue Concept C - Cross-Section

C1 - C1: Cross Section at Gateway

Carbon Avenue Concept C - 3D Representation

The entrance to "The Heart of the City"
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.
CHAPTER 3: INVENTORY AND ANALYSIS


Figure 42: 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/2021/12/23/logan-center-street-christmas-clydesdales-cache-valley-photography

CHAPTER 4: STREETSCAPE DESIGN

Figure 56: Price City Main Street Bird’s-Eye’s View

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

Figure 58: Main Street Concept A 3D Representation with Trees in Parking

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

Figure 60: 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.