

CASPER VISIONS / OPPORTUNITIES

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OUR BIG IDEAS

The first phase of Generation Casper began with listening to the community. We asked “What do you want Casper to be in 10 to 20 years?” and “What do you love about Casper and want preserved in the future?” A successful comprehensive plan is values-based, vision-driven, and outcome-oriented. The community shared their values through an online visioning survey, public listening sessions, the visioning kickoff event at the Central Wyoming Fair, stakeholder interviews, Steering Committee, and numerous other community events, including the Farmers' Markets, Art Walks, Riverfests, and Rock the Block. The vision includes one overall statement and six supporting statements.

The second phase included the gathering and analysis of data and trends. The complete analysis of data and trends, including housing, economic development, and demographics, is available in the Existing Conditions Snapshots document. The vision is also rooted in existing plans; the City’s 2000 Comprehensive Plan provided the foundation along with on going planning efforts. The vision will form the basis for the plan’s goals, policies and, key implementation strategies.

Using the community’s vision and supporting data as a basis, this series of opportunities will provide the chance for the community to think big. Each of the opportunities is linked to the first two phases of the planning process through one of the following inputs. On the following pages, these symbols are shown to highlight the support for each big idea.



Community Input



Previous Plans



Best Practices



Data Gathered/Trends

Throughout Phase 3: Opportunities and Choices of the planning process, we invite the community to provide feedback to refine these big ideas, share your priorities, and begin to discuss ways to implement your recommendations.

Undoubtedly, the City values its quality of life and seeks opportunities for supporting small businesses, the downtown district, and entrepreneurs. It values its outdoor recreation amenities and authentic family-friendly and small town charm. With the ebb and flow of the economy, Casper strives to become more economically diverse through an increasing focus on affordability, economic self-reliance and, above all, creating a great community hub that attracts families and visitors from around the region and beyond. The following big ideas stem from these values, desires, and goals.

HOW TO USE THIS DOCUMENT

Read through the booklet and think about each big idea. What big ideas resonated with you? Of the big ideas that resonated with you, please help expand on those big ideas by letting us know your ideas to make it happen, what you like, and what you don’t like about that idea. Also consider the corresponding key questions with each idea.

CASPER
WYOMING

CITY
OF
CASPER

BEECH STREET
TRANSIT PLAZA

NICOLAYSEN ART
MUSEUM &
DISCOVERY CENTER





OUR VISION

IN 2030, CASPER SERVES AS AN ECONOMICALLY DIVERSE REGIONAL HUB CENTERED ON LIVELY COMMERCIAL CENTERS THAT EMBRACES A STRONG AND UNIQUE COMMUNITY IDENTITY THROUGH A WORLD-CLASS QUALITY OF LIFE.

ENDLESS CHARACTER

Casper will cultivate a dynamic, welcoming community with growth and redevelopment based in best practices and history that sets the stage for a vibrant future.

VIBRANT DOWNTOWN

Casper will work to realize untapped potential and foster a vast network of entrepreneurs to support a thriving downtown with unique character that anchors the community.

DISTINCTIVE REGIONAL HUB

Casper will embrace strong relationships between education and industry to retain talent, promote business-friendly policies, and cultivate incubators aimed at fostering fresh ideas and allowing small businesses to make their mark on Casper.

ENHANCED CONNECTIVITY

Casper will offer transportation choices through safe, reliable streets and a trail network that connect all residents to their destinations through a variety of traditional and emerging transportation modes.

EMBRACING THE RIVER

Casper will engage with the world-class North Platte River and a network of trails that are visually and physically linked to commercial centers to foster economic opportunities.

UNEXPECTED QUALITY OF LIFE

Casper will be comprised of creative, safe, family-friendly neighborhoods and gathering areas where all residents and visitors can enjoy rich culture, stunning vistas, vast open spaces, recreational opportunities, and big city amenities.

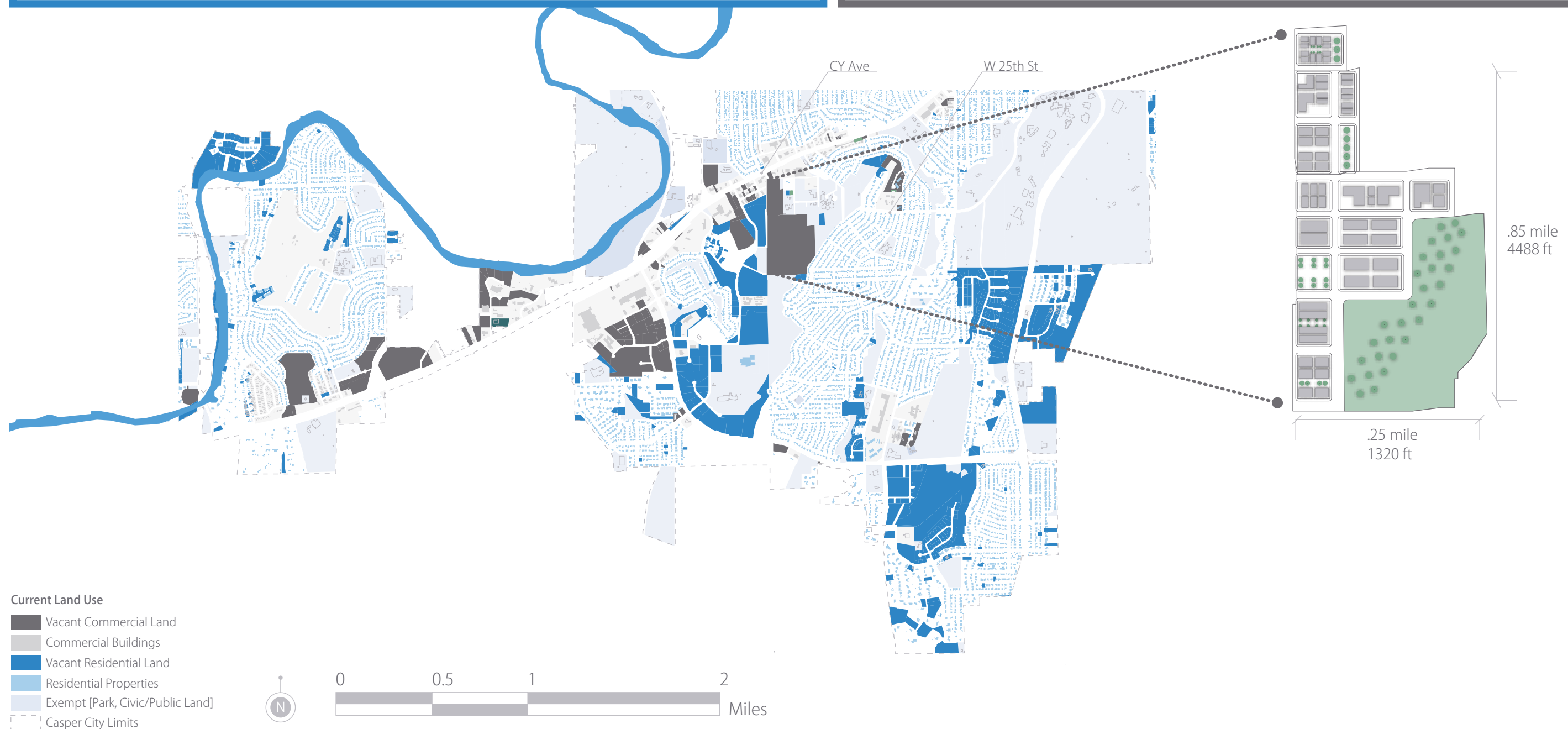


ENDLESS CHARACTER BIG IDEA

RETHINKING UNDEVELOPED LAND: Rethinking our future growth areas by creating new zoning codes and guidelines that set the stage for small and walkable blocks, public amenities, a variety of housing types, and places to shop and gather.

BIG QUESTIONS

RETHINKING UNDEVELOPED LAND: How should design guidelines differ for development in different land use zones (industrial standards, commercial standards, downtown standards, etc.)? What sort of balance should be struck for new development (commercial, industrial, residential)? Should we discourage large lot and estate development? Where?



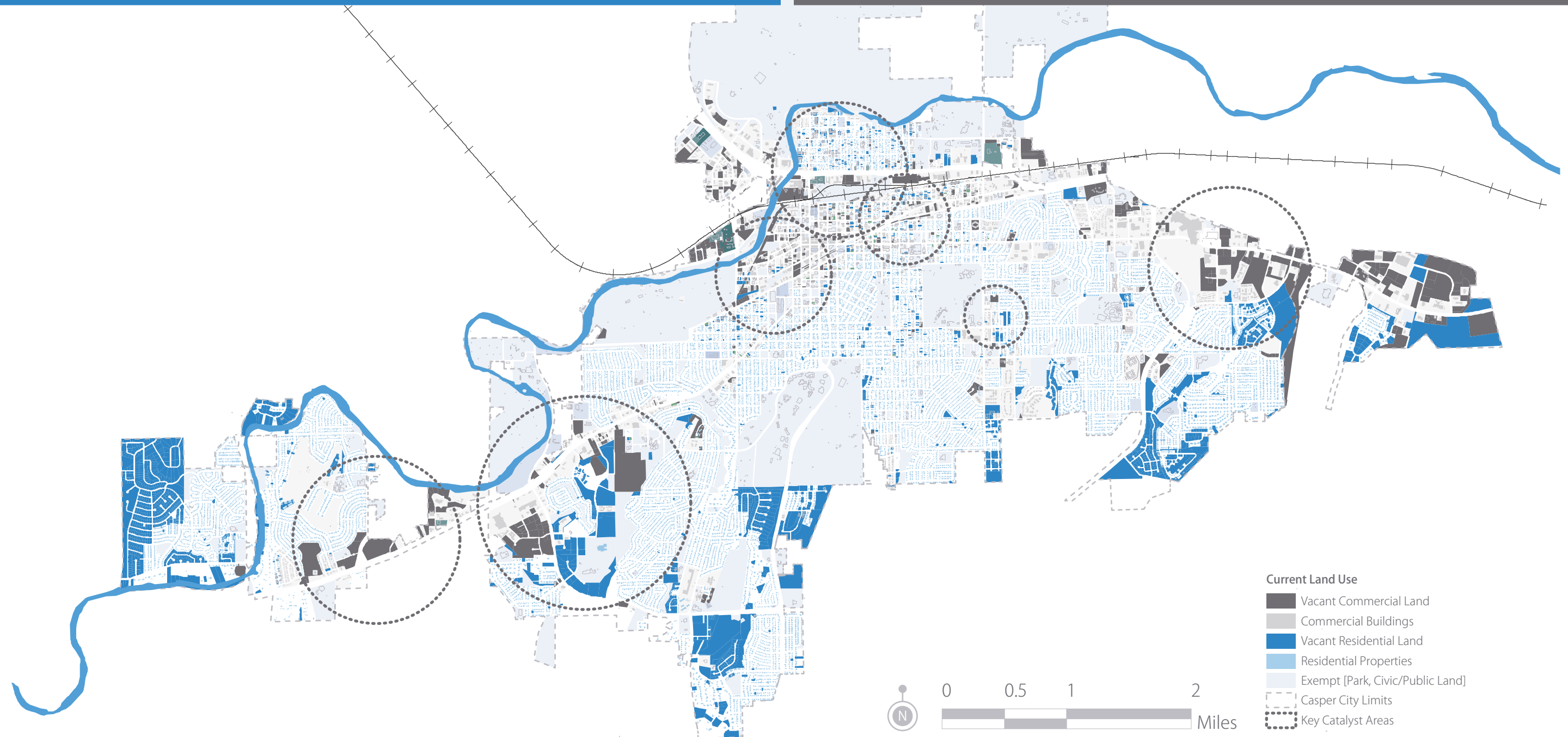


ENDLESS CHARACTER BIG IDEA

COMPACT CITY: Create incentives for key catalyst areas (and areas of change) that support redevelopment and encourage new development within existing utility service areas and adjacent municipalities to encourage compact development.

BIG QUESTIONS

COMPACT CITY: Should more land be annexed? Should there be an urban boundary where higher density development does not extend beyond? Should we offer incentives for infill development? Where should future development be prioritized? Should there be a smooth transition from urban to rural land use?





ENDLESS CHARACTER BIG IDEA

CREATIVE DESIGN: Create design guidelines to allow for more creativity and unique architectural design that fits within the community's existing architectural and cultural character; and explore the option of design standards and sign code reform.

GATEWAYS, PLACEMAKING AND WAYFINDING: Create gateway guidelines for gateways into downtown Casper to encourage the preservation of local landmarks, scenic views, and monuments; create higher quality of design amongst gateway signage; and the beautification of key corridors. Integrate art into wayfinding and signage.

BIG QUESTIONS

CREATIVE DESIGN: What does Casper's character look like to you? What architectural styles or design characteristics throughout Casper do you like the most?

GATEWAYS, PLACEMAKING AND WAYFINDING: Do you support guidelines for signage around gateways and entryways? Where should gateway features be improved? Should we have higher design standards at our gateways? Should there be hillside regulations?



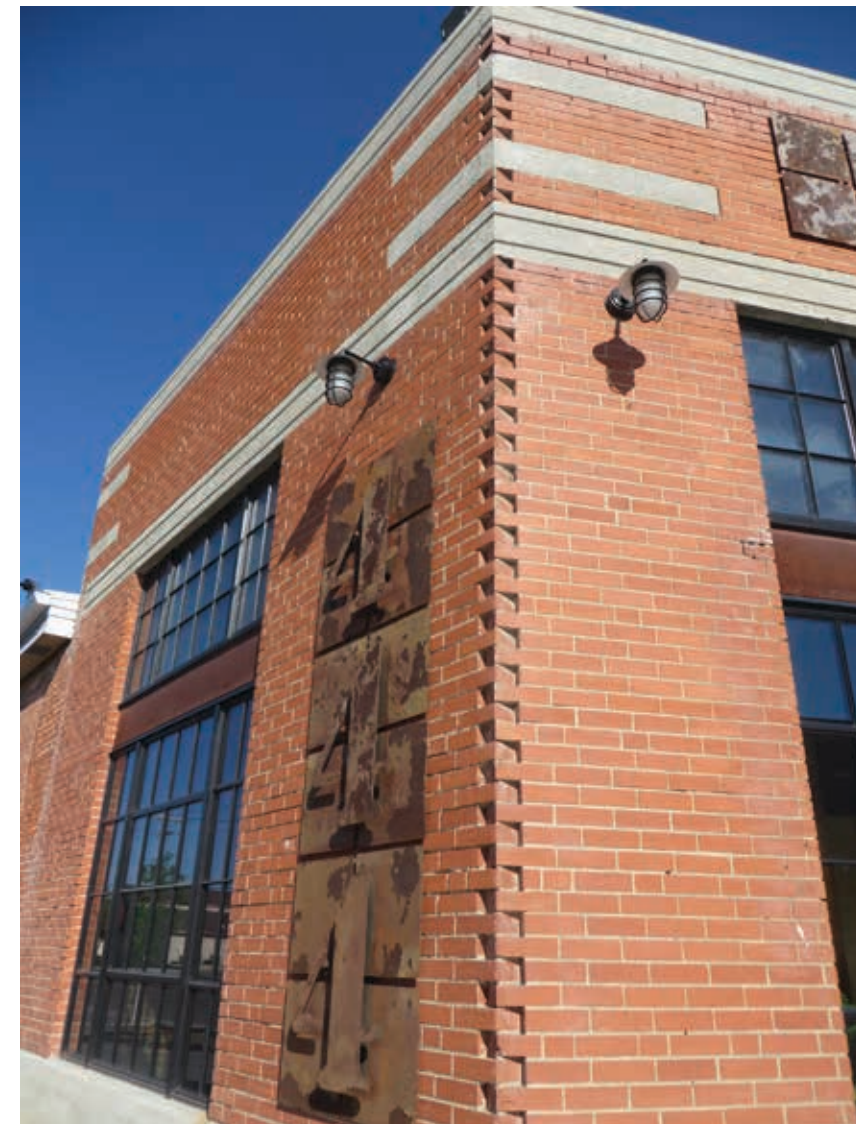


ENDLESS CHARACTER BIG IDEA

HISTORIC PRESERVATION: Encourage a commitment to the adaptive reuse of vacant buildings from a prior form of use to a new form of use (ex: a public school into a business center), an investment in architecturally and culturally historic structures, and the creation of economic incentives to promote neighborhood preservation and downtown revitalization.

BIG QUESTIONS

HISTORIC PRESERVATION: What neighborhoods and buildings should be encouraged for adaptive reuse? What does Casper's character look like to you? What neighborhoods and buildings are important to preserve?





ENDLESS CHARACTER BIG IDEA

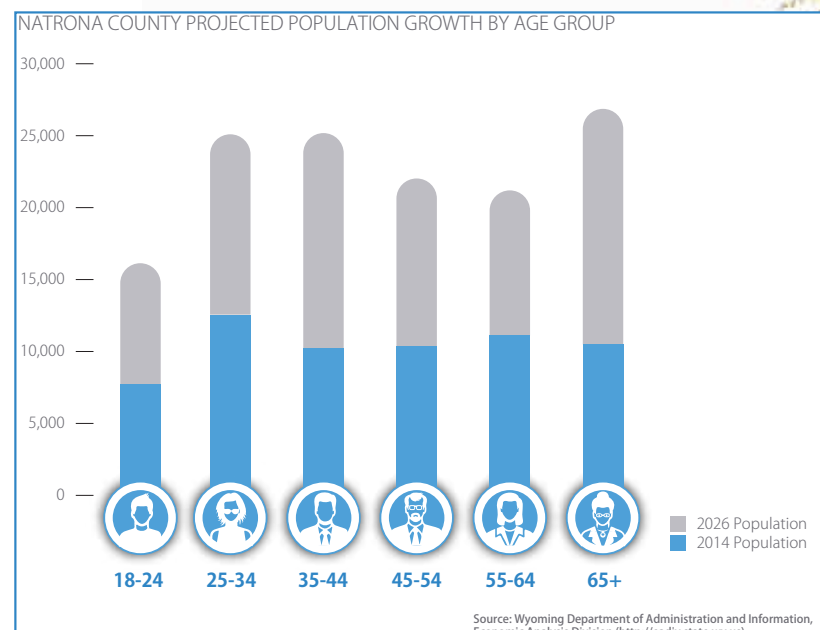
AGING IN PLACE: Encourage developments that allow for senior housing and amenities for all stages of life that are integrated with transportation options and located near neighborhood amenities and medical facilities.

BIG QUESTIONS

AGING IN PLACE: How will aging in place effect residential property turnover? Will it create property value stagnation? How do you create an age-diverse intentional community?



MCMURRY BUSINESS PARK REGION



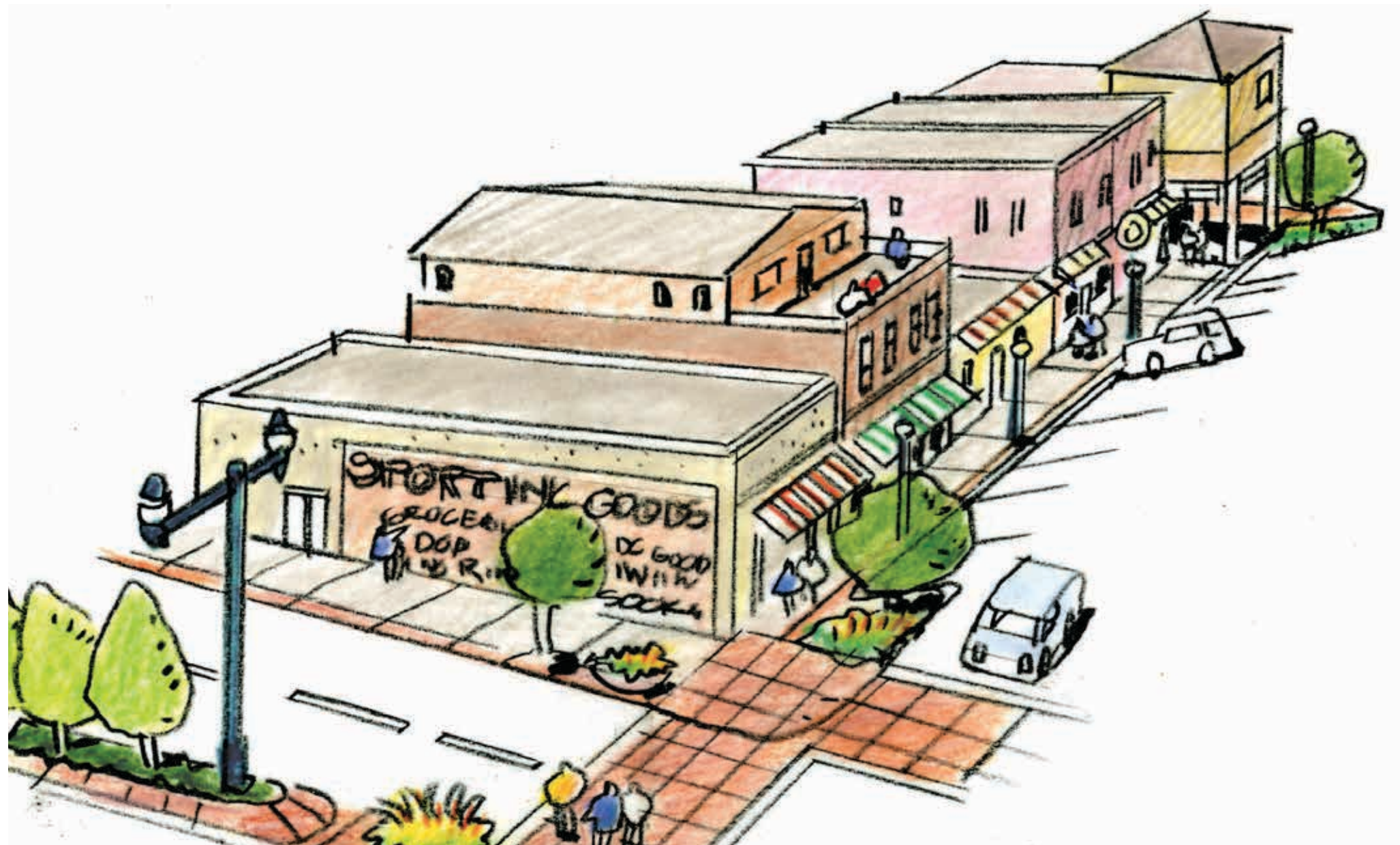


VIBRANT DOWNTOWN BIG IDEA

RETAIL AND TOURISM: Capitalize on the downtown retail core and continue to develop key streets like 2nd street and Yellowstone Highway that connect to the river and create a year-round environment with larger overhangs, building orientation, larger sidewalks and indoor and outdoor modular space.

BIG QUESTIONS

RETAIL AND TOURISM: Should there be design guidelines implemented to improve the look and feel of downtown? What partnerships can be capitalized on to improve downtown? What barriers exist to expanding downtown businesses?



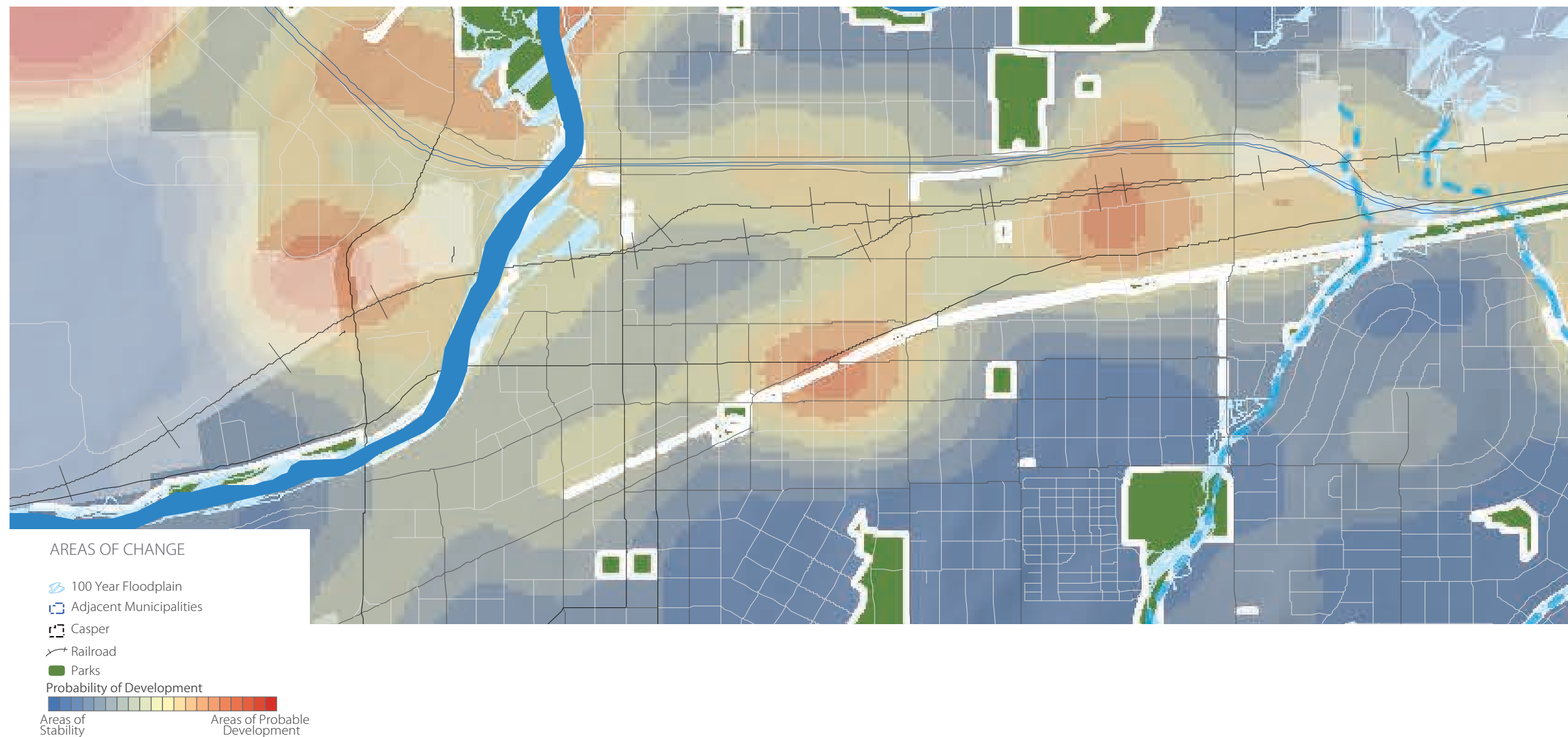


VIBRANT DOWNTOWN BIG IDEA

DOWNTOWN RISING: Promote infill development and the transition of vacant, underutilized buildings and public spaces, and increase new public investments in streets, infrastructure, and public spaces in order to foster redevelopment.

BIG QUESTIONS

DOWNTOWN RISING: What specific locations should be redeveloped? What types of elements should be used to improve the streetscape (medians, wider sidewalks, planters, benches, etc.)?





VIBRANT DOWNTOWN BIG IDEA

UNIQUE PUBLIC SPACE: Invest and create unique and themed districts and public spaces such as the Old Yellowstone District and David Street Station (community events, splash pad, stage, etc.) to entice families, businesses, and talent to stay and grow.

BIG QUESTIONS

UNIQUE PUBLIC SPACE: Should 2nd Street between Durbin and David Street be pedestrian-only? Where can the Old Yellowstone District concept be replicated?



ALLEY FROM DAVID STREET STATION TO PARKING GARAGE





VIBRANT DOWNTOWN BIG IDEAS

A DOWNTOWN NEIGHBORHOOD: Identify barriers and incentives to encourage a variety of downtown living options (condos, row homes) for all income levels, and provide neighborhood services (coffee shops, grocery stores and restaurants) within walking distance of adjacent residential neighborhoods.

CREATIVE ENERGY: Foster a culture of creativity and entrepreneurship with a variety of incubator space, art space, live-work units, shared workspaces, and a new high-tech library.

BIG QUESTIONS

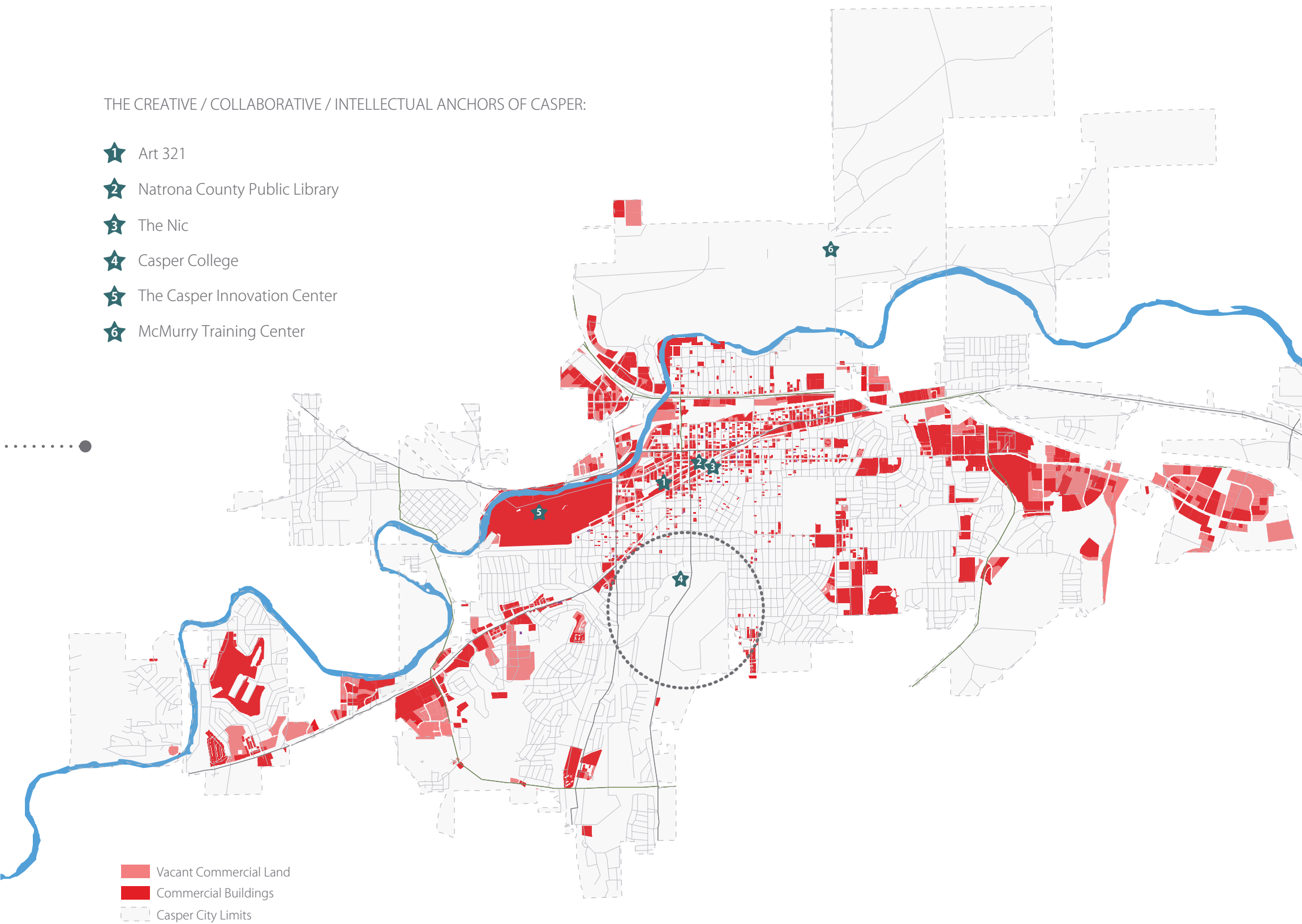
A DOWNTOWN NEIGHBORHOOD: Housing downtown is primarily affordable and workforce, do we need to encourage higher-end and market-rate housing? Would you support tools, such as density bonuses, height minimums, restricted housing, and other tools to encourage housing downtown? Would you support the development of specific and appropriate commercial properties integrated within or adjacent to residential neighborhoods?

CREATIVE ENERGY: Are you supportive of a library expansion for community space and facilities? What locations would be best served by a nearby business incubator?



THE CREATIVE / COLLABORATIVE / INTELLECTUAL ANCHORS OF CASPER:

- ★ 1 Art 321
- ★ 2 Natrona County Public Library
- ★ 3 The Nic
- ★ 4 Casper College
- ★ 5 The Casper Innovation Center
- ★ 6 McMurry Training Center



THE VERNACULAR OF A CREATIVE ENVIRONMENT



CREATIVE ARTS SPACE
ART 321, CASPER



ADAPTIVE REUSE
IYWILD SCHOOL, CO SPRINGS



LIVE / WORK COLLABORATIVE
FEED & GRAIN AND ART SPACE, LOVELAND



COWORKING / MAKER SPACE
THE MACHINE SHOP WORKSPACE, CO SPRINGS

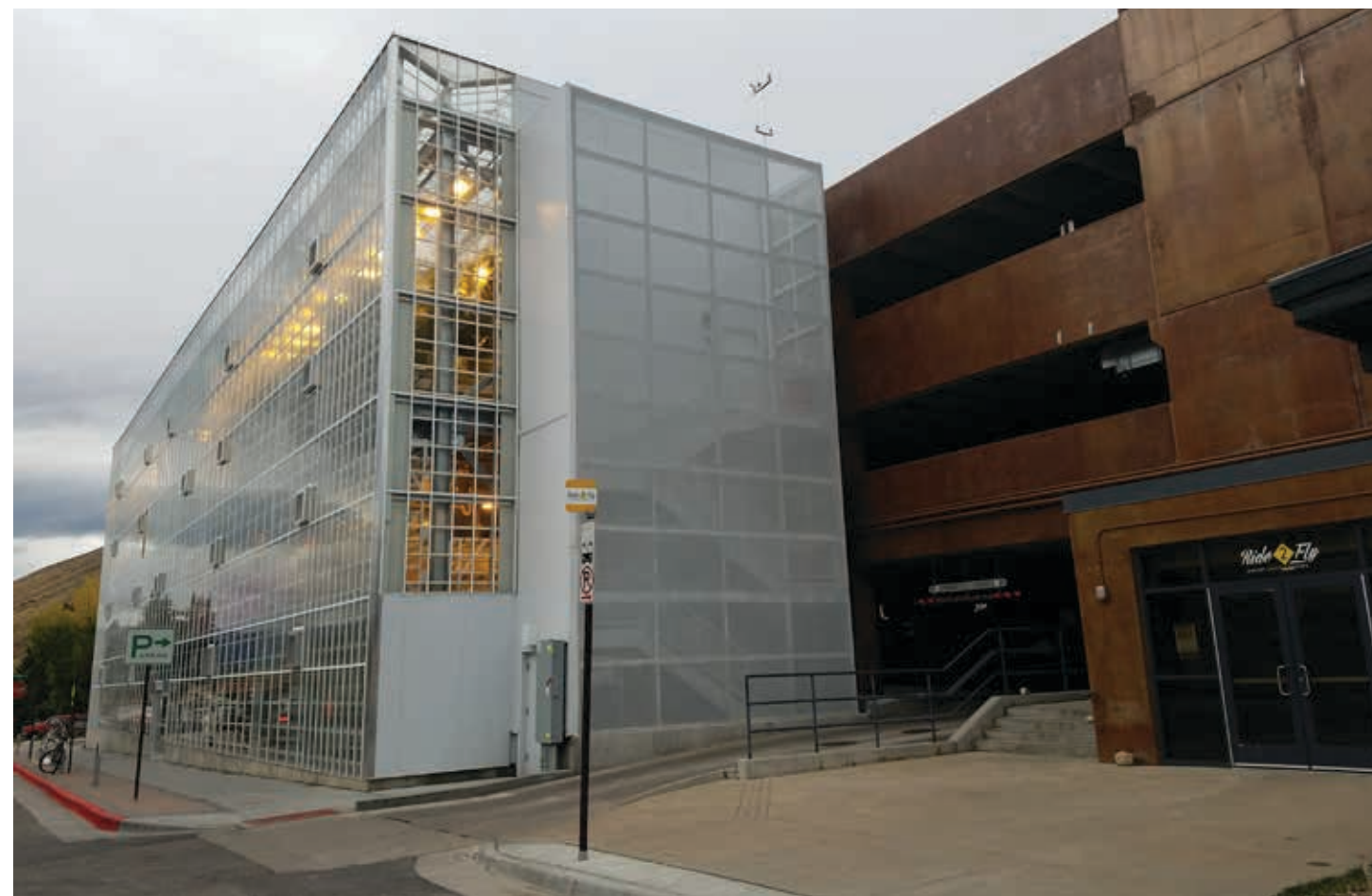


VIBRANT DOWNTOWN BIG IDEA

MANAGING STATIONARY VEHICLES: Invest in new types of parking garages that serve multiple purposes. Garages could include storage for downtown living or vertical greenhouses; they could be incorporated into mixed-use buildings; or they could offer direct access to retail shops and apartments.

BIG QUESTIONS

MANAGING STATIONARY VEHICLES: Should the City create a parking plan to include metered parking, demand pricing, etc.? Should we identify principle locations for parking expansion? Should we invest in a single centralized public parking facility downtown combined with metered street parking to decrease the frequency of short trips?





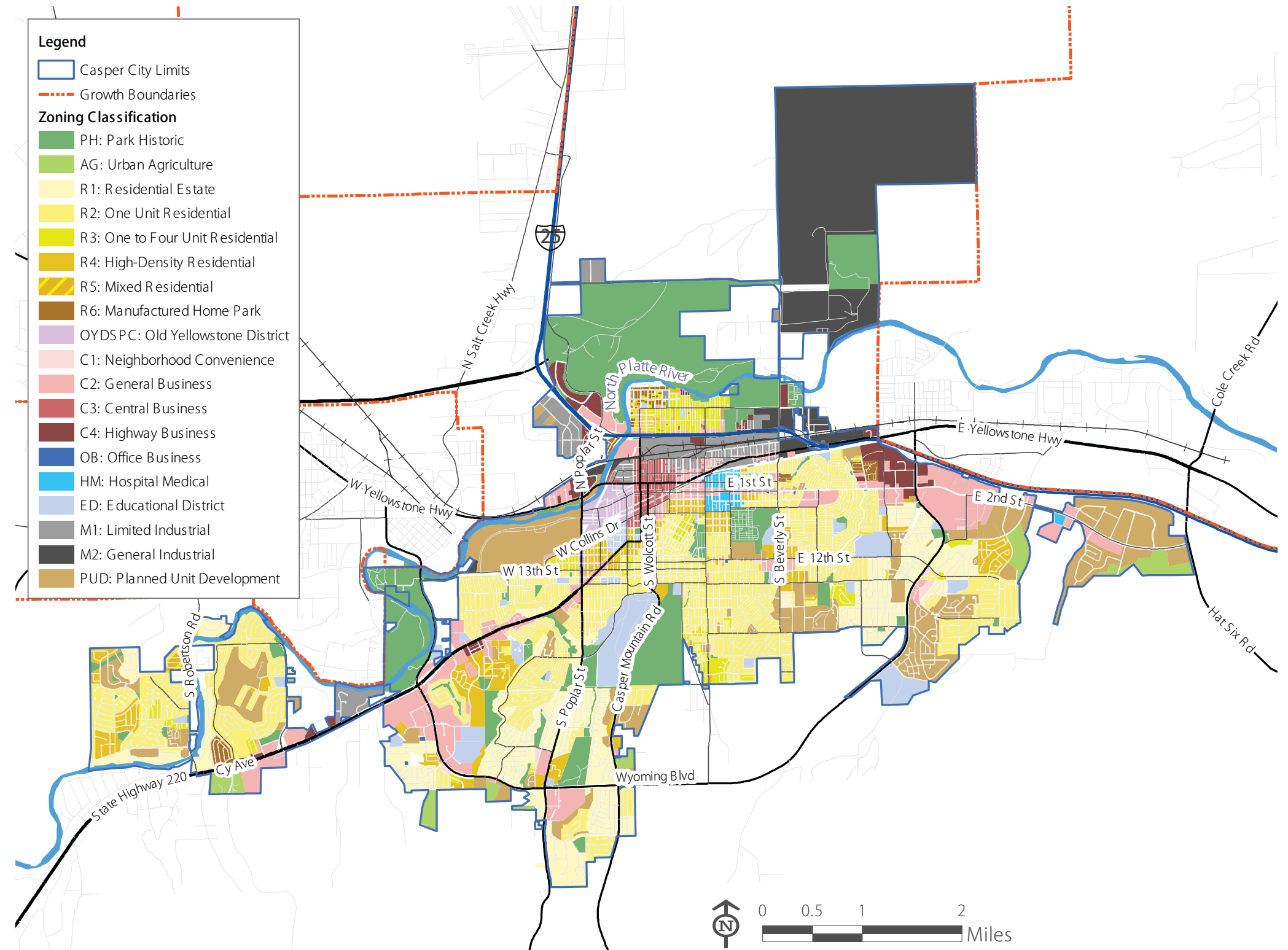
DISTINCTIVE REGIONAL HUB BIG IDEA

FULL SERVICE COMMUNITY: Position the area as a medical, shopping, cultural, and educational hub by concentrating on commercial cluster in key areas of the city. Foster partnerships with Casper College and the medical, marketing, and tourism agencies.

BIG QUESTIONS

FULL SERVICE COMMUNITY: When you think of Casper College, what is the focus - workforce training, associate's degree, adult education, or high school concurrent enrollment? What continuing education programs would you like to see? Where would you like to see these key commercial centers?

ZONING + GROWTH





DISTINCTIVE REGIONAL HUB BIG IDEA

LIFESTYLE LIVING: Re-envision and transform the Eastridge Mall into a community destination that offers a unique shopping, dining, and entertainment experience with indoor and outdoor spaces, and smaller commercial storefronts on the perimeter, focusing on improved walkability and quality public gathering spaces.

BIG QUESTIONS

LIFESTYLE LIVING: Do we want to open up the Eastridge mall and incorporate outdoor public spaces, dining and entertainment venues? Should there be economic incentives for large commercial redevelopments? Should we incorporate housing and public amenities into commercial redevelopments?



EASTSIDE RETAIL





DISTINCTIVE REGIONAL HUB BIG IDEA

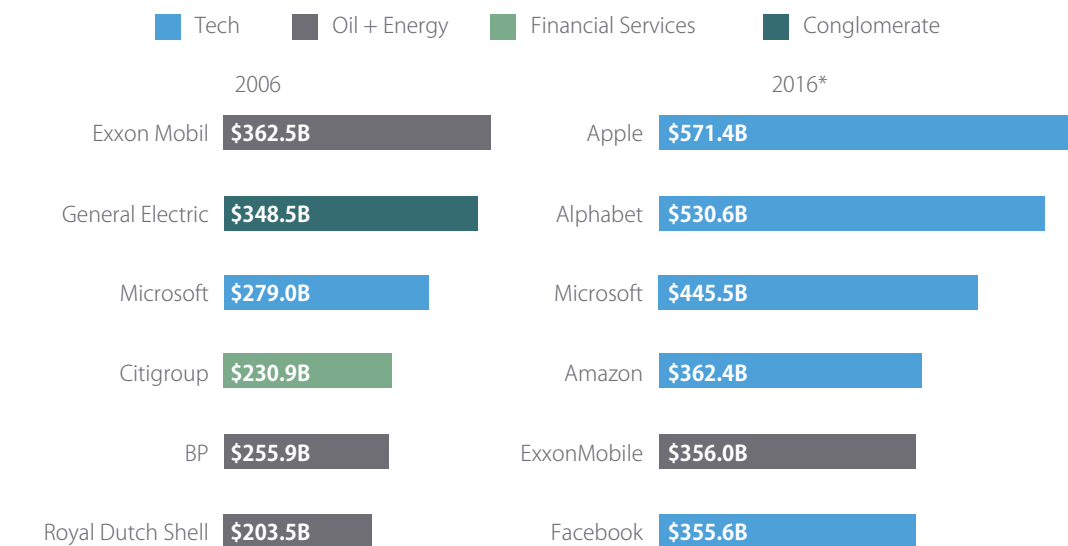
HIGH TECH: Invest and expand infrastructure that promotes a high-tech hub with expanded programs focusing on connectivity, technology, and businesses that are not location-based.

BIG QUESTIONS

HIGH TECH: Should the City and its partners explore fiber optic infrastructure and free Wi-Fi downtown? What types of businesses should we focus on recruiting and retaining? What infrastructure needs to be improved (broadband, water, sewer, transportation)? What should be a focus of capital improvements? Where should the high-tech hubs be clustered?

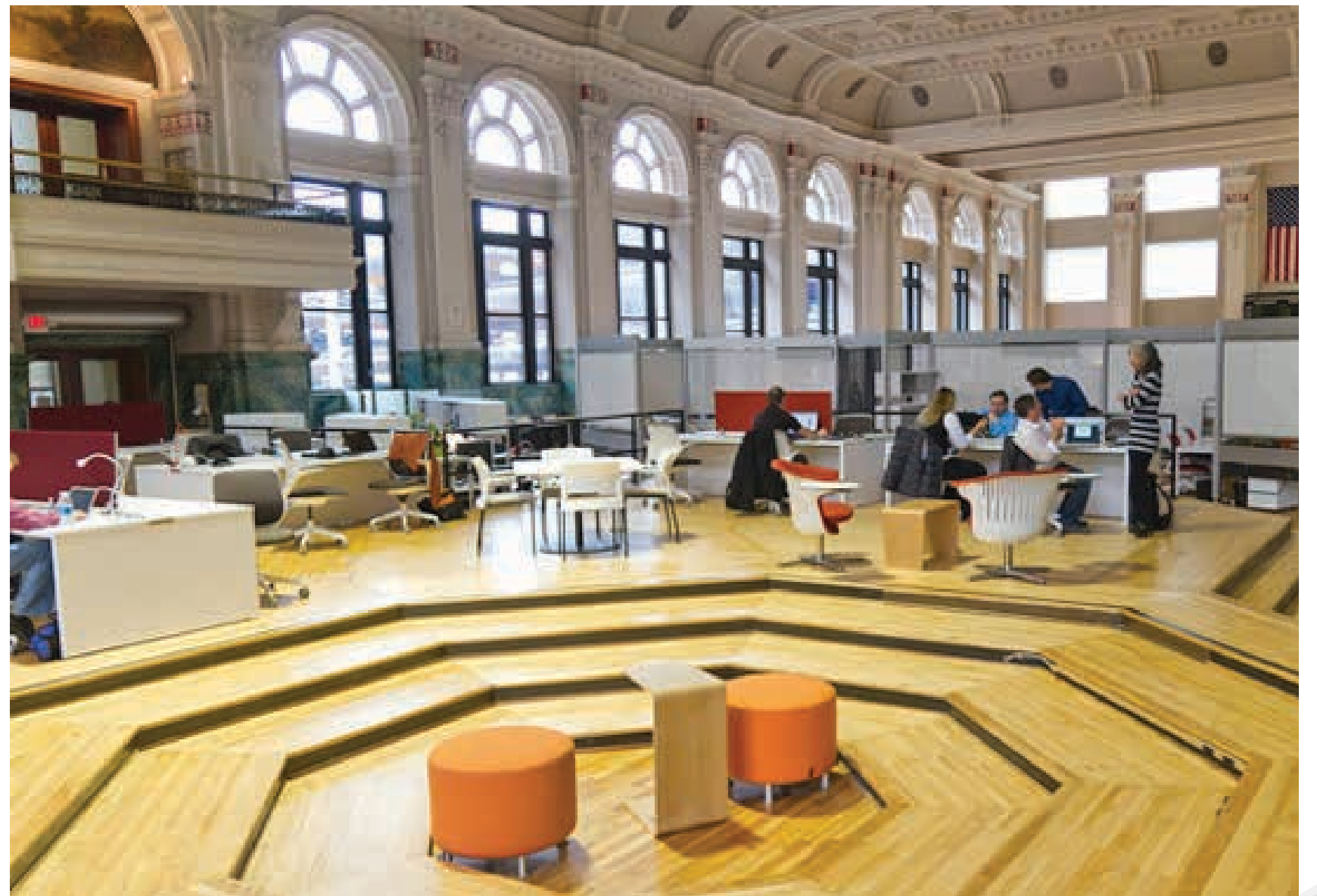
THE AGE OF TECH

Market capitalization of the world's most valuable public companies



* as of August 1, 2016

Sources: Statista Charts, Yahoo! Finance, Forbes





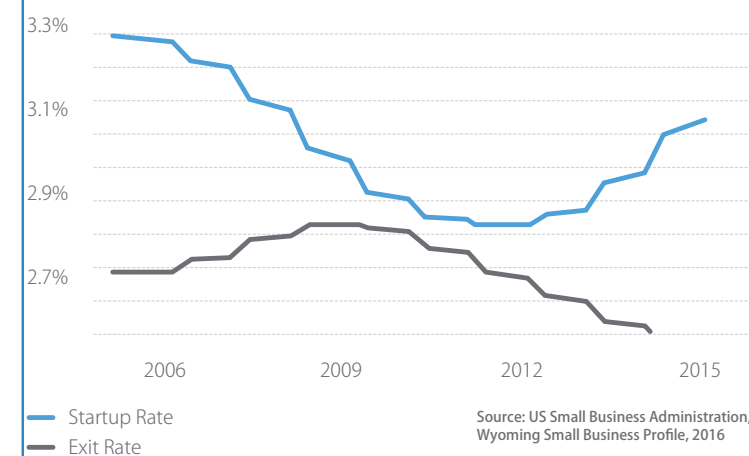
DISTINCTIVE REGIONAL HUB BIG IDEA

BUSINESS FRIENDLY: Streamline policies and processes to be more adaptable and business-friendly, such as easing the ability to obtain business licenses and increasing non-traditional businesses such as food trucks, cottage industry purveyors, and local agriculture. Encourage the development of partnerships to provide start-up business support.

BIG QUESTIONS

BUSINESS FRIENDLY: What are the most significant barriers to forming a business (available sites, adequate infrastructure, existing skilled workforce, ability to attract people, limited start-up support network)? What types of tools should be used to encourage small businesses (industry organization, startup network, small business loans)?

WYOMING PRIVATE STARTUP AND STARTUP EXIT RATES





ENHANCED CONNECTIVITY BIG IDEA

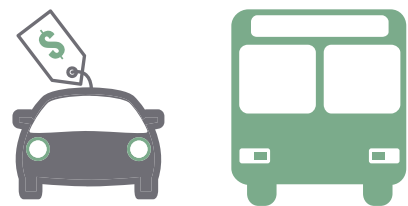
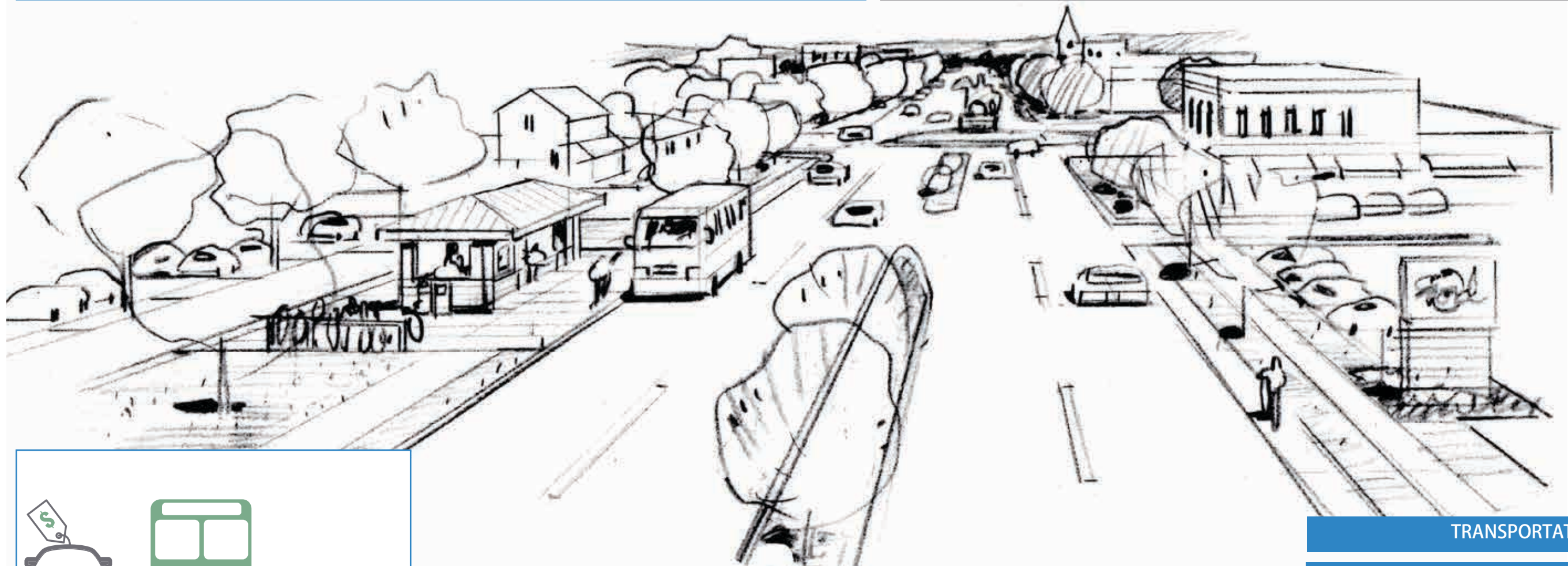
TRANSIT CENTERS: Rethink and enhance our transit centers to support shared vehicles and bike sharing, integrating art, and creating new pedestrian amenities.

ALTERNATIVE TRANSIT OPTIONS: Improve the regional transportation system with fewer routes but higher frequency service with dedicated lanes. Consider alternative modes for transit riders to reach the high frequency travel corridors such as electric bikes, Uber, carpool lots, dedicated bike infrastructure, bike shares, or taxis, and a year round trail network.

BIG QUESTIONS

TRANSIT CENTERS: Where should the transit centers be located?

ALTERNATIVE TRANSIT OPTIONS: Should we provide free public transit passes? Should bicycle lanes be provided with future roadway improvements where parallel pathways don't already exist?



\$12,891 IN ANNUAL TRANSPORTATION COSTS

RETHINKING THE TRANSIT CENTER

TRANSPORTATION QUICK FACTS:

1.80 Automobiles per Household
23,303 Annual Average Household Vehicle-Miles Traveled
17.8 Minutes – Average Travel Time to Work
4.6% of Households do not own a car

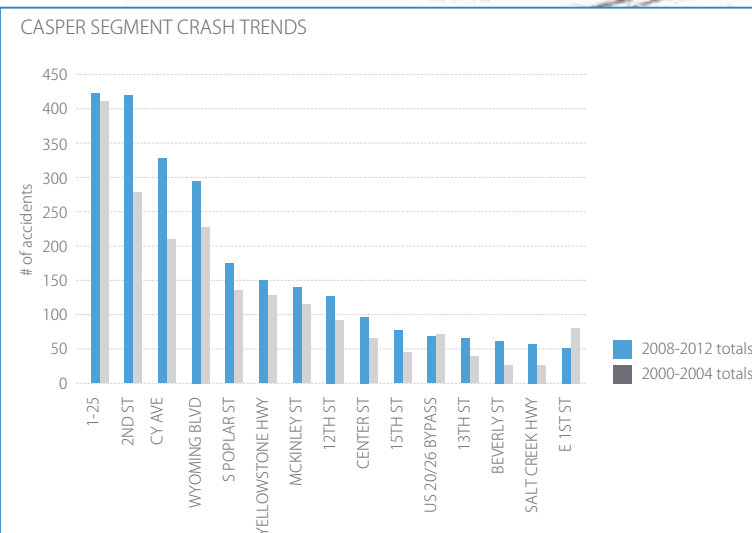


ENHANCED CONNECTIVITY BIG IDEA

SAFETY BY DESIGN: Begin to implement complete streets, designed to equally prioritize walking, biking, and driving when updating the street network. Regulate traffic flow with roundabouts at key intersections, and construct protected bus shelters to shield transit riders from the wind, rain, and snow.

BIG QUESTIONS

SAFETY BY DESIGN: Where are the intersections and sidewalks the need improvements? What infrastructure improvements are priorities and to what level should they be improved? Should the City enforce a sidewalk snow removal policy requiring private responsibility or develop a funding source for public responsibility?





ENHANCED CONNECTIVITY BIG IDEA

DOWNTOWN CONNECTION: Create a connected trail system and dedicated bike lanes within downtown with connections to key destinations. Enhance the Rail Trail with shelters, kiosks, murals, and public amenities to increase economic development.

BIG QUESTIONS

DOWNTOWN CONNECTION: Where are we willing to trade parking or travel lanes for designated bicycle lanes? What other destinations do you bike to? Are there specific high-need connections?



BUILDING ON THE RAIL TRAIL



ENHANCED CONNECTIVITY BIG IDEA

ENHANCING ENTRYWAYS AND IMPROVING BARRIERS: Improve access to parts of the city that are separated by I-25 and the railroad. Improve the visual image of the community by enhancing the look and feel of the corridors and protecting our scenic view sheds.

IMPROVING TRANSPORTATION FLOW: Continue to develop a street network of small blocks and gridded streets to improve transportation options throughout the city. Retrofit our streets to improve the mobility of the car through the implementation of new transportation tools and mechanisms.

BIG QUESTIONS

ENHANCING ENTRYWAYS AND IMPROVING BARRIERS: Are we willing to limit development to protect our scenic views? Should there be guidelines for signs along the I-25 corridor?

IMPROVING TRANSPORTATION FLOW: Where are additional street connections needed? Should developers pay impact fees? What should be the highest priorities for future investment in the Casper transportation system?



CENTER ST AND I-25



EMBRACING THE RIVER BIG IDEA

RIVER HEALTH: Promote the health of the North Platte River by limiting development in our natural water corridors, invest in river restoration, and protect our ecosystems, thereby creating a unique place to recreate (additional trail corridors, kayak park, whitewater paddle boarding, tubing, etc.), and expanding the Blue Ribbon Fishery

FINISHING THE GAPS: Complete the gaps in the trail system and connect the Platte River Trail to regional trails, neighborhood parks, and adjacent communities for ease of access.

BIG QUESTIONS

RIVER HEALTH: How do we balance river conservation with river recreation? Are there preferred recreational areas? Where should Casper focus on preserving the health of the river? We know how important public access to the river is for many Casperites; which areas are preferred for private development?

FINISHING THE GAPS: What specific locations need connections? Where should pedestrian bridge over the river be built? Should drainages be protected from development and used as greenways? Where?





EMBRACING THE RIVER BIG IDEA

INTERACT WITH THE RIVER: Transform the North Platte River into a significant part of the downtown experience with activities and events, and through encouraging riverfront cafes and restaurants to interact with the river, as a way to grow local and regional tourism and increase the length of stay.

BIG QUESTIONS

INTERACT WITH THE RIVER: Do you think more of the riverfront should be prioritized for public access?





UNEXPECTED QUALITY OF LIFE BIG IDEA

NEIGHBORHOOD STREETS: Implement standards for residential neighborhood streets to create safe pedestrian connections and characteristics similar to traditional neighborhoods.

HOUSING OUR COMMUNITY: Implement land use changes that encourage diverse housing options and affordability by integrating the latest tools, incentives, and code options.

BIG QUESTIONS

NEIGHBORHOOD STREETS: Where are residential street improvements needed? Should we encourage a block size and or arterial/collector spacing in new residential areas?

HOUSING OUR COMMUNITY: What are compatible neighborhood commercial uses? Should there be design standards (signage, lighting, buffers, parking)? What are barriers to affordable housing development?





UNEXPECTED QUALITY OF LIFE BIG IDEAS

PLAYFUL ART: Promote culture and arts through improving art venues, creating a unique arts district, and encouraging interactive art.

GETTING THE COMMUNITY INVOLVED: Enhance community pride through celebrating Casper's amenities and assets. Explore new ways to provide consistent messaging through apps, kiosks, and educational art.

BIG QUESTIONS

PLAYFUL ART: Should art be a higher priority of the One Cent Funds? Should art be required as part of development proposals?

GETTING THE COMMUNITY INVOLVED: What sort of events would you like to see in Casper? What is the best way for the City to connect with you? How would you like to connect with the City?





UNEXPECTED QUALITY OF LIFE BIG IDEA

OUTDOOR RECREATION LIFESTYLE: Promote and enhance our recreational amenities that support and retain young families through including neighborhood parks, day care, recreation centers, and other recreational assets.

BIG QUESTIONS

OUTDOOR RECREATION LIFESTYLE: Are Casperites willing to allocate more of the One Cent Funds to the City's parks and recreational amenities? Where are new neighborhood parks needed? Would you support a new park along the river?



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