WORK SESSION AGENDA

Casper City Council The Lyric Tuesday, August 8, 2023 at 4:30 p.m.



	Work Session Meeting Agenda	Recommendation Beginning Time		Allotted Time	
Recommendations = Information Only, Move Forward for Approval, Direction Requested					
1.	Meeting Follow-up		4:30	5 min	
2.	Community Readiness Grant & Loan Application	Direction Requested	4:35	20 min	
3.	Rec Enterprise Business Plans Part 3 – Ice Arena & Recreation Center	Direction Requested	4:55	30 min	
4.	Speed Limit Ordinance Modification	Direction Requested	5:25	60 min	
5.	Agenda Review		6:25	10 min	
6.	Legislative Review		6:35	10 min	
7.	Council Around the Table		6:45	20 min	
Approximate End Time:			7:05		

* Reminder * Please silence cell phones during the City Council meeting.

MEMO TO: J. Carter Napier, City Manager

FROM: Liz Becher, Community Development Director -

Cindie Langston, Acting Public Services Director

Alex Sveda, City Engineer

SUBJECT: Community Readiness Grant and Loan Application

Meeting Type & Date:

Council Work Session, August 8, 2023

Action Type:

Direction Requested

Recommendation:

That Council, consider a Community Readiness Grant and Loan application to the Wyoming Business Council for the infrastructure investments necessary to develop the North Platte River Park – Master Plan.

Summary:

In April 2023, the City of Casper hired Ayres Associates, Inc. to design a simple master plan for the 112 acres of vacant land owned by the City of Casper located within the North Platte River Park No. 2 Subdivision.

Council reviewed the North Platte River Park – Master Plan at their July 25, 2023, work session. The study examined the impacts of development on the multi-modal transportation network within the study area. Along with evaluating existing water, sewer, gas, electric, telecommunications, and transportation infrastructure, the plan provided multiple layouts and illustrative plans. The subdivision contains the Ford Wyoming Center, and the adjacent area includes a variety of uses including recreation facilities, specialty parks, museums, medical offices, commercial, and retail facilities. The land is adjacent to Interstate 25, the US Highway 20-26 Bypass, and Poplar Street, and has the capacity to support complimentary development for the uses already located in the area, including the Wyoming Sports Ranch – a catalyst project for the area. The Master Plan positions this City-owned property for private sector investment, with areas designated for industry, technology, retail, hospitality, and flex space. Private interest has already been expressed. The economic impact and density of use proposed for this area will provide a substantial return on investment (ROI). The economics for infrastructure investment will support the resiliency and capacity of the master plan.

A major component for the development of the project site will be the utilities; specifically, water, stormwater drainage, and sanitary sewer systems. In addition, transportation systems will need to be expanded to

accommodate the larger influx of traffic, with turn lanes, sidewalks, trails, and transit options. Staff is proposing that the City of Casper apply to the Wyoming Business Council for their Community Readiness Grant and Loan program which is designed for financing publicly owned infrastructure that serves the needs of businesses and promotes economic development goals of Wyoming communities.

Financial Considerations:

The city will likely apply for a \$5M grant and a \$5M loan for this project, which includes a 20% match. Funding for the loan and match is proposed to come from the sale of property in the project area.

Oversight/Project Responsibility: City Staff will partner with the Regional Director of the Wyoming Business Council, Advance Casper, and Sustainable Strategies to complete the grant application process.

Attachments:

North Platte Park Master Plan from Ayres – Draft Proposed Sanitary Sewer Layout from Draft Estimated Street and Utility Cost Schedule



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Project & Team Introduction

The North Platte Park Master Plan seeks to establish a consensus vision to help guide the community in developing this important activity center. Adjacent to significant attractions, including the Ford Wyoming Center and the Bureau of Land Management's National Historic Trails Interpretive Center, the property holds great potential for leveraging these economic drivers. With the pending development of the Wyoming Sports Ranch, additional interest will be placed on the adjacent City of Casper owned properties.

There's an old adage about land... They're not making any more of it. While Wyoming is known for its wide open spaces, properties with access to the Interstate Highway, adjacent to population centers, and proximate to tourism drivers are a recipe for success. With that, the City has an opportunity to shape this place into a destination that elevates Casper's economy and presents a powerful representation of local values.

This plan seeks to identify preferred uses to ensure that as incremental development takes place, local leaders can shape progress to be additive toward a common and inspired vision. We want to thank the following groups and individuals for their time and commitment in helping shape this Master Plan report.

Casper Area Metropolitan Organization
| Beth Andress | Renee Hardy

City of Casper Liz Becher Craig Collins Zulima Lopez

Andrew Beamer Alex Sveda

Ayres Project Team

| Matt Ashby, AICP CUD
| Josh Olhava, AICP
| Lily Sider

Craig Stoffel, PLA Tiara Wuethrich

WWC Engineering | Garrett Zimmer, PE

A special thank you to the stakeholders and Casper residents that took part in the effort and helped guide the development of this plan.

Process & Engagement Summary

The process included:

Stakeholder's Workshop (May 18, 2023)

To kick off the process, the project team met with a curated cross-section of Casper movers and shakers. This group kicked the tires on a number of ideas and helped to shape the interactive activities that would help the community weigh in on the process.

To start, the group explored the words and language used to describe this landmark space in Casper.

When asked what the place should be, the following responses were received:



Highlights & Insights:

- The views and open lands define the character of the area.
- Exceptional attractions already exist in the area. We want to look to leverage and compliment these uses.
- Recreation continues to be a primary focus.
- Access and circulation are complicated by periods of intense activity at the Event Center.
- We should not develop just to develop. Purposeful use of the land is essential.
- The area needs to be named and branded Platte River Park No. 2 is confusing and uninspiring.

Public Workshop (June 8, 2023)

Advertisement:

Oil City News - <u>Casper Area MPO seeks public input on North Platte River Park No. 2 simple master plan</u> Casper Tribune - <u>Officials want public's input on future of land near Ford Wyoming Center</u>

The Casper MPO and participating partners sent direct emails to broaden the outreach efforts.

Approximately 30 people attended the meeting, including area landowners, community youth, Casper business-owners, and residents. Several engagement stations were provided, including land use and transportation preference boards. Two different land use scenarios were presented which provided opportunities for folks to start thinking about the arrangement of possible uses. These concepts helped to generate comments, and many attendees developed their own master plan maps using the 5 Minute Master Plan activity station. Additional feedback stations included an interactive poll question, a visual preference dot exercise, and a group land use map compilation.



Outreach and Engagement Summary

Based on the extensive discussions and written feedback provided during both the Stakeholder workshop and the Public Workshop, a consolidated plan was developed.











Land Use Framework Evolution

Working with the feedback provided at the Workshop, several land uses received stronger feedback than others. These ideas helped create "character areas" where a variety of uses might be able to find a home.

LAND USE	+	Je.
Destination Recreation	13	
Hotel	12	1
Camping Sites	11	1
Park	10	
Destination Retail	9	1
Restaurant	8	2
Plaza	7	
General Retail	5	
Convenience Store	5	1
Tech/Business	4	1
Truck Stop	4	4
Industrial Flex		4

Additional Land Uses that were added by the community included several more specific items:

- Dog Park
- Climbing Gym or Wall
- Additional Nature Trails
- Softball Facilities
- Mountain Bike/BMX Trails
- Indoor Archery Range
- Indoor Pickleball and Tennis Courts
- Library
- Art Museum
- Amphitheater and Stage
- Skate Park/Skate Rink
- School
- Apartments/Townhomes
- · Public Art
- Teen Hangout Area

- Toy Store
- · Semi Pro Sports
- · Fire Pits
- · Outdoor Water Park
- Batting Cages
- Ropes Course
- Go Cart Track
- Butterfly Pavilion
- Costco
- · Alamo Draft House
- · Chick-fil-a
- Experiential Convenience Store
- · Coffee shop
- Food Bank

Specific comments were received providing more insight into certain uses.

Truck Stop vs Convenience Store: Several comments were provided guiding a suggestion to trend more toward a large convenience store catering to passenger vehicles rather than a truck stop. While there is a distinction between the two, it appears the scale of desired services is more than a corner gas station, but less than a mega-travel plaza. The distinction is likely based on providing quality services in an environment that presents a clean and positive image of Casper. (Both Bar Nunn and Mills are working to attract a Truck Stop.)

Recreation Uses Desired: Although additional development is viewed positively, the general trend of comments was targeted at providing more experiential recreation opportunities. To help ensure that the area has ample opportunity to accommodate these uses in the future, acreage should be identified where these types of uses can be located.

Restaurants/Services: A push-pull dynamic was evident during conversations and via written comments. Participants are interested in providing some level of services in the area; however, they are not interested in competing with other areas of Casper, including the Downtown.



Flex/Industry/Tech: Although employment and business opportunities didn't receive significant attention during the public engagement, there was generally an acknowledgment that the property is large and could accommodate a wide variety of uses. Similar to the restaurant discussion, these opportunities should be carefully evaluated to direct uses that are not otherwise accommodated elsewhere to this property.

Transportation Considerations

Specific comments were received providing more insight into specific transportation opportunities.

Event Center Traffic: Several of the recommendations relate to the traffic immediately following events. Although a pedestrian bridge received interest, a tunnel underpass was less popular. Either of these options should be carefully evaluated for cost/benefit analysis related to other crossing safety enhancements. The Ford Wyoming Center currently hosts approximately 50 events per year. It is unlikely that unless significant retail/commercial development occurs to the north that traffic outside of event times would necessitate the demand for a large investment. To future proof this issue, it is recommended that the primary crossing location be identified with the option to develop several phases of crossing enhancements short and long term.

Roundabouts were received positively as a transportation opportunity. The City should consider developing a transportation model to minimize delays, potentially including analysis of roundabout intersections at key locations along Events Drive. The placement would assist in reduction of left hand turns, likely enabling faster and more orderly egress.

LAND USE	**	-
Bike Amenities	11	
Soft Surface Trails	8	
Shuttle to Downtown	8	
Gateway Features	8	
Roundabouts	7	
Gondola	7	
Pedestrian Bridge	7	
Sidewalk Connections	7	
Enhanced Crosswalks	3	
Pedestrian Tunnel	2	
Transit Connections		
Park N' Ride		

Shuttle to Downtown: With the addition of more hotels in the vicinity, a shuttle to and from the Downtown would be a positive addition. This system would link visitors and patrons of North Platte Park to the dynamic venues and businesses in Downtown, building on the ongoing resurgence and investment in the downtown area.

Trails: Additional trails were highlighted as a positive addition to the area. In considering the nature of youth sports events, the presence of biking and hiking opportunities could provide event-goers an opportunity for recreation between matches. A more regional trail plan, extending beyond the subject property, should be explored to provide a variety of loops with varying degrees of distance and difficulty.



Preliminary Infrastructure Analysis

A major component for the development of the project site will be the utilities; specifically, water and sanitary sewer systems. With various developments in the area such as the Ford Wyoming Center, and the upcoming Wyoming Sports Ranch, there are some existing utilities within the vicinity of the Master Plan area. The sections below expand on each of the critical utilities in the area and how connections could be made for future development.

Water System

Water systems in the area are readily available and proposed connections do not pose much difficulty. Events Drive currently has an existing 8" PVC water main which extends along the entire southern edge of the Master Plan limits. There is also a 20" deionized water main which extends along Poplar Street to the existing water tower on the subject property. Water taps into either of these water mains will include short runs with sufficient capacity for the anticipated land uses. Water pressure will need to be evaluated based on the intended land uses and appropriate boosters incorporated to meet demand and pressure needs.

Sanitary Sewer System

The sanitary sewer systems in the area are not as abundant as the water systems. Currently, there is an 8" PVC sanitary main along the southeastern edge of the Ford Wyoming Center. The upcoming Wyoming Sports Ranch will connect to this existing main. With this in mind, the project team does not recommend a third connection to this main, as it has the potential to exceed the flow capacity.

A second nearby 8" PVC sanitary sewer main runs along Wilkins Circle, southwest of the subject site. The project team analyzed the existing sanitary main elevations, manhole depths, and elevation of Events Drive near the Master Plan area. While this nearby main would be an ideal connection for any proposed development, a combination of meeting gravity flow and bury depth over the pipe render this connection unviable.

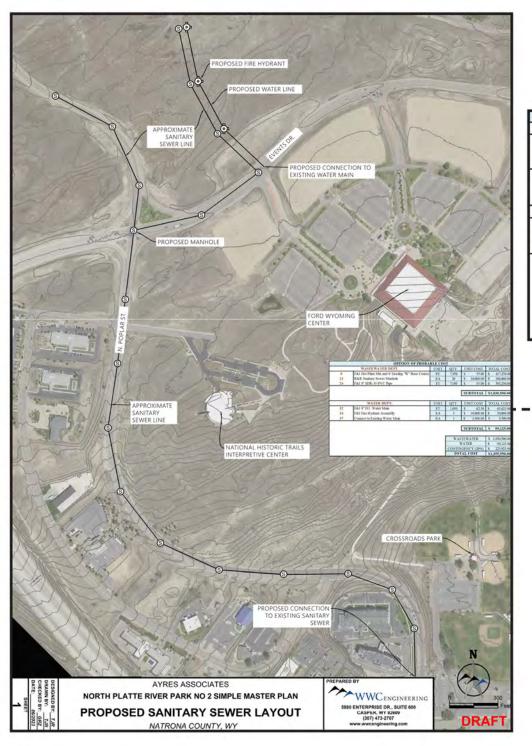
The third option, as shown on the sewer layout map, is to install a new sanitary main along Events Drive to collect wastewater from the site. This main would extend to the intersection of Events Drive and Poplar Street, head south along Poplar Street and extend down the hill approximately 7,000 feet in total to tie into the existing 8" PVC sanitary main near the Hampton Inn & Suites and Crossroads Park, at an existing manhole.

Transportation Systems

The district has direct vehicular access to Interstate 25 to the west via both Events Drive and Poplar Street.

- Events Drive shifts from a five (5) lane road west of Poplar Street to a seven (7) lane road, which includes a
 center turn lane, east of Poplar Street. This road was designed to accommodate the large influx of traffic
 associated with the Ford Wyoming Center. As development occurs in the area, access points will be limited, and
 re-striping may need to occur to meet the long-term use of the corridor.
- Poplar Street transitions between a three (3) and two (2) lane roadway, with turn lanes from south of Events
 Drive to the north edge of the district. It is anticipated that Poplar will be widened and include additional turn
 lanes with the full buildout of the district.
- On the north side of the district is JC's Way, a narrow one (1) to two (2) lane informal roadway that will need to be reconstructed as part of any future development activity that accesses this area.
- The intersection of Events Drive and Poplar street will need traffic control measures installed as part of the
 ultimate buildout of the district. Many stakeholders and citizens that attended the master planning activities
 suggested and preferred a roundabout design concept to accommodate vehicles and pedestrians.

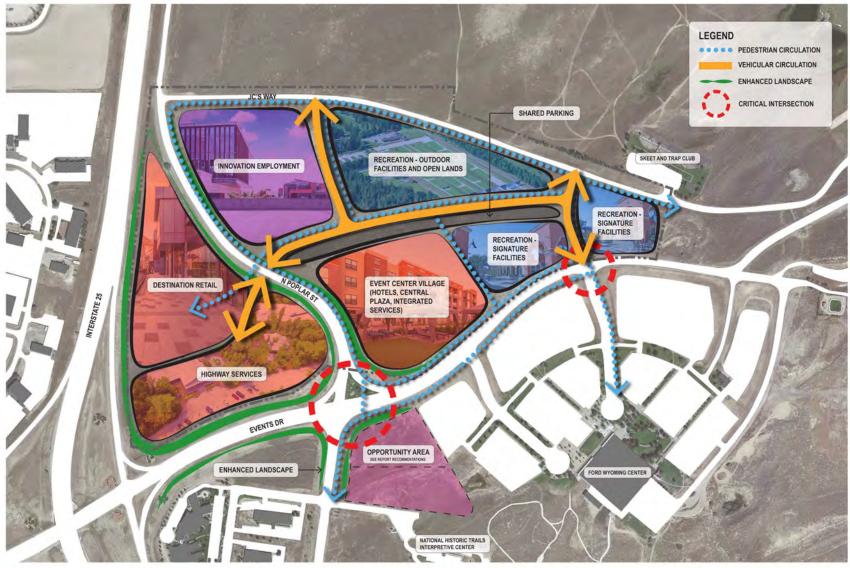
Currently, pedestrian amenities are lacking within the district and adjacent roadways, which is not uncommon due to the overall site context and nature of the area being undeveloped. Stakeholders and citizens were very interested in seeing additional pedestrian facilities and amenities incorporated as part of the ultimate buildout of the district. This includes inter- and intra-connected sidewalks and trails that will connect the future internal land uses with one another and to the surrounding region, including the Ford Wyoming Center, National Historic Trails Interpretive Center, and future WYO Sports Ranch.



	WASTEWATER DEPT.	UNIT	QTY.	UNIT COST	TOTAL COST
8	F&I Hot Plant Mix and 6' Grading "W" Base Course	SY	7,950	\$ 55.00	\$ 437,250.0
23	R&R Sanitary Sewer Manhole	EA	20	\$ 10,000.00	\$ 200,000.0
24	F&I 8" SDR-35 PVC Pipe	FT	7150	\$ 55.00	\$ 393,250.0
				SUBTOTAL	\$1,030,500.0
	WATER DEPT.	UNIT	QTY.	UNIT COST	TOTAL COS
32	F&I 8" D.I. Water Main	FT	1,050	\$ 62.50	\$ 65,625.
34	F&I Fire Hydrant Assembly	EA	3	\$ 10,000.00	\$ 30,000.
37	Connect to Existing Water Main	EA	1	\$ 3,500.00	\$ 3,500.
				SUBTOTAL	\$ 99,125.0
		6	WAS	STEWATER	\$ 1,030,500.
			1	WATER	\$ 99,125.
			CONTIN	NGENCY (20%)	\$ 225,925.
		100	TO	TAL COST	\$1,355,550.0

2023

Final Land Use Framework



Land Use Categories:

Recreation - Signature Facilities:

Indoor recreation and community facilities are the primary use in this category. Structures may be large, multi-story buildings to accommodate a wide range of recreation and civic uses. The overall intensity of use is considered high due to the volume of traffic that may be generated by these uses. Locations should be in well-connected areas, served by both vehicular and pedestrian circulation routes. Shared parking facilities are encouraged, with smaller pods of parking shielded by the building or landscape buffers. Public or private.

Primary Uses: Event Halls, Field Houses, Sports Arenas, Museums, and other sporting facilities.

Recreation - Outdoor Facilities:

Moderate intensity outdoor recreation facilities are appropriate, with activities that require a minimal level of indoor facilities but have some supporting physical elements required. These uses may be appropriate in the Open Lands category with special review where visible obstructions are limited and buffered with landscaping. Typical uses will likely generate some traffic, so access to the transportation network is beneficial.

Primary Uses: Camping, Amphitheater, Bike Park, Skate Facility, Dog Park, Shooting Range.

Recreation - Open Lands:

Outdoor recreation and parks are the primary use in this category, with lower concentrations of patrons and minimal traffic volumes. Uses include recreation that does not require extensive facilities, thus maintaining a more natural or parklike environment.

Primary Uses: Sports Fields, Trail Corridors, Parkland, and Natural Areas.

Event Center Village:

Central to the walkable campus, this category provides for a blend of commercial and hospitality uses that welcome users destined to experience the broader district. Hotels, restaurants, and retail services are appropriate in this area, focused on providing an environment that welcomes youths, parents and visitors from all walks of life to enjoy the variety of nearby attractions. To maintain the goal of providing a walkable campus, drive thru facilities are not allowed in this district/conditional use. Extensive focus on pedestrian connectivity and outdoor gathering spaces is essential. To help maximize the views, it is recommended that within the village center, uses step up from 1-2 stories along Events Drive, to higher buildings as you move north.

Primary Uses: Hotels, Meeting Facilities, Restaurants, Retail, Lodging with Integrated Recreation Facilities, Public Plaza Spaces.

Highway Services:

Provides basic commercial and retail service needs to both interstate travelers and visitors whose destination is the events district. Home to convenience services, appropriate uses include gas/fuel, convenience stores, fast food and drive thru restaurants and other similar services. Due to the intense passenger vehicle volume, larger truck stop facilities are not allowed. Locations with Interstate visibility and proximity are preferable.

Primary Uses: Gas Station, Convenience Stores, Fast Food and Drive-Thru Restaurants and other similar services.

Destination Retail:

Large scale regional retail stores are appropriate in this category, including uses that likely may only have a limited presence in the region, if not the state. These users are likely warehouse or mega-stores with an experiential shopping component and opportunities for field testing equipment. To provide for flexibility in administration, Destination Retail and Highway Services may be interchangeable due to similar access and visibility needs, with the most suitable locations being near the Interstate. Limited outdoor storage and display uses.

Primary Uses: Large Scale Commercial and Retail Uses.

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Innovation Employment:

This category provides opportunities for flexible business uses, focused on innovative product development, research, and sale of goods. Preferred users in this area include craft manufacturers focused on developing goods and services related to outdoor adventure. Examples include clothing and equipment manufacturers. Welcoming businesses which provide opportunities for tours of manufacturing facilities affiliated with a company store would help elevate the destination experience draw for visitors. Attractive buildings and connected sites provide employees with access to area amenities and services. To minimize competition with other available industrial sites in the City and north of the site, outdoor storage and general industrial activities are restricted. ** Long term lease of land. To encourage projects that wouldn't happen otherwise.

Primary Uses: Research, Development, Light Manufacturing, Office, Accessory Retail Sales.



Vision & Values

Peering into the future to demystify the unknown is what planning is all about. Based on the robust engagement received during the two workshops, a clear vision was generated based on the values of the community. Linking the plan to these values helps personalize the goals, moving beyond technical jargon and helping inspire action that builds momentum.

UNPARALLELED PERSPECTIVE

You can learn a lot about a place by taking it all in from a prominent viewpoint. There is a beauty in soaking it all in, watching the North Platte River wind its way toward the plains, and imagining how the earliest residents of this place might have experienced a hitch in their breath as they soak it all in. Without the view, you might be anywhere else in Wyoming.



VENTURERS UNITE!

This place is about more than just turning some dirt. It holds opportunity built on generations of visionary efforts. There are plenty of places around Casper to develop. Yet this place should be reserved for those who are pushing the envelope. Entrepreneurs who are reshaping our economy and diversifying the Oil City's economic future.



GO DO SOMETHING

Go do something! The assets that shape this area have established Casper's experiential economy for decades, with more opportunities on the way. Building on the recreation roots and leveraging these resources can help elevate Casper's reputation as a destination even further.



Let's Tell a Story

During the process, we heard much confusion over the location of the property and relationship to the river. Rather than allow happenstance to name the area, we recommend establishing the identity of the district to enhance clarity and build value. Here's one example:

Welcome to Casper Highlands, the Oil City's Experience Adventure District. Situated on the bluffs overlooking the North Platte River, with sweeping views of Downtown and Casper Mountain, the Adventure District is home to one of a kind experiences that embody the Wyoming lifestyle.



- ♦ The Ford Wyoming Center is your destination for indoor sporting events, concerts, trade shows and family events. This 28,000 square foot facility brings nationally renowned entertainment throughout the year, along with High School Championship events, and so much more.
- The WYO Sports Ranch is a 131,000 square foot state of the art facility with one simple goal: be the home of youth sports out west. Welcoming 10 basketball courts, 20 volleyball courts and one of the largest permanent indoor turf fields west of the Mississippi.
- Our National Historic Trails Interpretive Center brings the history of the old west to life, exploring the lifelines that connect our people and places together. Immerse yourself in interactive displays and hands-on workshops that will leave your boots a bit dirty.
- Other district attractions include the BoomTown Motor Cross & Casper Speedway, The Air Modeler's North Platte Park, and The Skeet & Trap Club.

Our vision for the future expands upon these world class facilities to generate a synergy that's unmatched in the west. With over 100-acres of City-owned property ready for investment, Casper Highlands is primed for innovative uses that build upon the assets that make this property unforgettable. Highway frontage along Interstate 25 provides high visibility for destination retail opportunities. The proximity to the Ford Wyoming Events Center opens the door for hotel & resort properties, along with restaurants and services supporting a strong tourism draw. And the well-connected acreage north of Events Center Drive presents acreage for innovative manufacturing targeted to the active Wyoming lifestyle.

Join us at Casper Highlands, and experience what the future of adventure feels like!

Implementation Strategies

The Master Plan is only as good as the strategies and action steps taken to implement the vision and goals of the plan. This section is devoted to providing the details needed for the City of Casper and the Casper Area Metropolitan Planning Organization (MPO) to move towards implementing the North Platte Park Master Plan.

For this effort, we have developed five (5) implementation strategy topic areas with accompanying action steps. Action steps are listed under each associated strategy in order of emphasis as designated by the stakeholder team. These steps are anticipated to be completed simultaneously with one another and when resources are made available to do so. An "Action Matrix" is provided at the end of this section for the City and MPO to track progress of each detailed action step beginning on the next page of this report.

PLAN includes companion planning efforts and documents that support the Master Plan's vision and shifts the overall efforts beyond the visioning stage. Action items are geared towards uncovering additional details that require exploration, including utility studies, traffic analysis and economic feasibility studies.

PROGRAM relates to activities that can help interweave the property with systems and activities elsewhere in the Casper areas. These action items include organizational structure considerations, coordinating services, programming for public spaces, and collaborating with community partners.

policy covers key considerations and guidance to help shape decision making over time. These keystones provide elected officials and staff with overarching principles to help keep the project on track.

code elements include an understanding of how the City's processes and regulations can help to shape and implement the Master Plan's vision through careful analysis and targeted updates.

CAPITAL recommendations identify large-scale investments that will be necessary to support the development of the vision, including infrastructure and facilities.

Strategy 1: Plan

Action Step 1.1: Complete Detailed Engineering Studies. It is important that the stakeholders gain a thorough understanding of any infrastructure limitations or needs to accommodate and fulfill the vision of the Master Plan. Detailed studies and analysis should be completed on infrastructure elements, including water and sewer utilities, storm drainage and detention/retention needs, and roadway and pedestrian amenities needed to meet the demands of the current and future land uses. These studies will help inform cost, timing, and public/private partnership opportunities.

Action Step 1.2: Align Site and Infrastructure Needs with the Ford Wyoming Center Plan. The Ford Wyoming Center and WYO Sports Ranch are critical assets that must be accounted for with infrastructure and overall site design discussions around the North Platte Park project area. These facilities place a large demand on water, sewer, and transportation systems during events and activities that must be complimentary to the surrounding area. All parties need to be involved throughout the design and investment phases to realize the full potential of the North Platte Park and Ford Wyoming Center visions.

Action Step 1.3: Establish Branding and Messaging for the Site. A targeted branding and messaging effort can clearly articulate to the community and private investors the City's vision for the project and get people excited and interested in being a part of the development activity. It is important that the City work to control the narrative by pointing individuals back to this Master Plan and educating them along the journey. During the Master Plan process, ongoing reference to the underlying subdivision name became confusing for the community and stakeholders to relate to and for the project team and staff to develop educational content around. The City may choose to develop branding and messaging similar to the Casper Highlands narrative provided or develop a new name and messaging moving forward.

Action Step 1.4: Regional Parks and Recreation Plan Coordination. There are existing recreation uses and activities in the vicinity, such as the National Historic Trails Interpretive Center, BoomTown Motor Cross, Casper Speedway, the Air Modeler's North Platte Park, and Skeet and Trap Club. In addition, the City has developed new trails in the area to Crossroads Park and the North Platte River. The City is also considering additional recreational amenities for residents and visitors north of the river and east of the Ford Wyoming Center (east of the Master Plan area). It is important for the City to coordinate efforts of the Regional Parks and Recreation Plan with this Master Plan to ensure the desired indoor and outdoor recreation amenities complement one another and provide synergy to the overall area. Identifying specific uses and preferred and scaled locations can maximize the use of available land and create a sense of cohesion between the various uses and sites. This will help prevent a scattered development pattern with hard to access and competing activities.

Action Step 1.5: Complete a Connectivity Plan and Analysis. A connectivity plan should take into account a multi-modal approach to serve the entire area including vehicular infrastructure and circulation patterns, shuttle service considerations, bike facilities, and pedestrian circulation. The existing roads were designed to accommodate the Ford Wyoming Center and move traffic between the Center and Interstate 25. A more robust network will need to be developed to accommodate the large influx in event center traffic and day-to-day functionality for the future land uses in the vicinity. As stated under Action Step 1.4, there are existing trails developed by the City that connect the National Historic Trails Interpretive Center and the Ford Wyoming Center to Crossroads Park and the North Platte River to the south. This trail system does not meet ADA compliance and lacks connections north to the Master Plan area. A Connectivity Plan will help provide guidance to overall access and circulation strategies and phased implementation. Additionally, the plan will direct private investment on what is expected as part of their development proposals.

Action Step 1.6: Conduct a Downtown Shuttle Plan Feasibility and Needs Study. A downtown shuttle system was a popular amenity identified by the stakeholders and community members during the engagement discussions. This also aligns with one of the plan's primary goals which is to, at the greatest extent possible, avoid specific business competition with the downtown area. As the downtown area continues to transform and evolve with new businesses, the North Platte Park area can provide patrons and event attendees with direct access to frequent downtown shops and restaurants. A shuttle service would likely reduce congestion and traffic in downtown and provide event attendees of the North Platte Park area an alternative to driving between these two destinations. It is important for the City to consider the overall cost for running the system in partnering with an existing business in the City. For a shuttle to be successful, it will need to be convenient for visitors to the area, reliable with a regular schedule during events or other activities, and cost effective to operate and to ride.

Action Step 1.7: Coordinate Efforts on a Community Art Plan for the Master Plan Area. Public art was discussed at a high level, and many thought the incorporation of public art could add a sense of place to the North Platte Park area and tie the site into the rest of the City since it is located north of and slightly disconnected from the main core of the City. Community art can take many forms and can be part of the overall development pattern, building architecture, and site landscaping. This effort can also incorporate branding elements as discussed under Action Step 1.3.

Action Step 1.8: Development Capacity Study and Economic Analysis. The Master Plan provides the City and MPO with an alignment of land uses and general locations where development should be directed. However, the study does not provide an in-depth exploration of the development capacity needed to accommodate the site elements for specific uses. The first step is an economic analysis that will evaluate the market potential and absorption of specific use types, such as hotels, event space, destination commercial retailers, and other uses identified within this study. The second element is a deep dive capacity analysis for the property to develop a more refined site analysis of parking, circulation, building footprints, and other key site elements following the detailed infrastructure and economic analysis. This information could feed into expanded renderings and 3-D modeling to illustrate the potential of the site to private investors and developers.

Strategy 2: Program

Action Step 2.1: Establish the Organizational Structure for the Site. Depending on the final direction the City pursues, careful analysis should be completed to identify and establish the specific management entity for the Master Plan area. This action step also aligns closely with the evaluation of financial strategies as the City may seek to establish a special assessment district or other geographically specific entity that may also serve in the management role, in addition to the financial role.

Action Step 2.2: Determine and Align Staffing Needs with Established Organizational Structure. Once an entity is identified and as part of the analysis, staffing needs should be considered and finalized shortly after establishment by the City and Council. It is important to clearly determine roles and responsibilities, as well as entity expectations as part of the staffing discussion.

Action Step 2.3: Identify Workforce Training Needs and Potential Partners. In order to attract additional business activity into the area, workforce needs should be evaluated by talking with prospective employers and area-wide resource representatives that can discuss alignment between new business needs and workforce knowledge and skills. Once gaps are identified or to move forward, discussions are encouraged between the City, Casper Colleague, University of Wyoming – Casper, and local workforce services to provide a pathway forward through courses and trainings that can prepare a robust and ready workforce.

Action Step 2.4: Build Upon Existing Relationships with Adjacent Organizations. As Action Step 1.2 seeks to align site planning and infrastructure efforts with the Ford Wyoming Center, the City should continue to work collaboratively with adjacent organizations such as the National Historic Trails Interpretive Center. As reflected on the Final Land Use Framework Map, the southeast corner of Events Drive and N. Poplar Street was not part of this master planning effort but is identified as an 'Opportunity Area'. This site should be planned and programmed complimentary to the trail center and event center, such as destination hospitality with conference/event space. Developing this corner would allow for shared infrastructure investments such as intersection pedestrian improvements and utility extensions.

Strategy 3: Policies

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Action Step 3.1: Evaluate and Implement Policy Considerations. The following policy areas were identified by the stakeholders and community members during meetings and community outreach discussions.

- Good Neighbor Policy Success of the district as a unique contributor to Casper's economy will greatly depend
 on providing the optimal mix of land uses. City leaders should be explicit and intentional in determining the
 uses that contribute to the district identity.
- 2. Incentive Policy A key aspect to an adopted incentive policy for the district should ensure alignment of the intended uses, overall impact to the area-wide economy, and synergy between existing and future uses. Specific inventive evaluation criteria may include questions such as:
 - a. Are there other properties available within the City and region to accommodate this specific land use?
 - b. Are these sites better suited based on area context and overall community vision?
 - c. Is the proposal enhancing the harmony of the overall district?
 - d. Is the proposal broadening the economic diversity of the City and region?
- 3. Nuisance Policy As is the case with the subject Master Plan area, there are existing and operating uses in the vicinity that may produce nuisances that are unfavorable with future site owners and business/activity operators. If existing activities continue long-term, clear communication early in the process will be imperative. The future owners and operators should be placed on notice that these existing activities could result in higher-thannormal noise, light, and traffic levels during operating hours and special events.
- 4. Property Sales/Lease Policy Since the City owns the Master Plan property area, it is important to consider and adopt a policy centered around how sales and lease transactions will occur and how these align with the overall Master Plan vision in terms of future land uses, design standards, infrastructure investment, and overall expectations for the interim and ultimate buildout.

Strategy 4: Code

Action Step 4.1: Establish Streetscape and Buffering Design Criteria. Due to the overall nature of the site and proximity to major roadway corridors and traffic generating uses, the City should work to establish streetscape and buffering design requirements as part of the district design criteria. The City has already incorporated enhanced landscaping and buffering south along Poplar Street that could be carried north along the roadway frontage for future uses. In addition to this design palette, the City should consider the overall site context and characteristics as the vision for the area includes highway specific land uses west of Poplar Street that typically require higher buffering and landscaping treatments, as opposed to the Event Center Village that is envisioned to be more pedestrian focused with interconnected land uses and open space areas. Best practices in community planning for site design encourages quality over quantity, meaning a wide grass buffer is less effective than a narrow undulating berm, landscape screen wall, and/or vegetation in creating a visually appealing streetscape presence and buffer from headlights and large parking lots. The final landscape palette should be sensitive to the regional environment and include requirements for incorporating water conscious landscaping.

Action Step 4.2: Adopt the Complete Streets Ordinance. The Casper Area Metropolitan Planning Organization (MPO) recently finished a complete streets plan that should be closely evaluated by the City and incorporated in part or whole to encourage street designs that are inclusive of vehicles, transit/shuttle services, bicyclists, and pedestrians. It is likely that the criteria identified in the MPO's plan may need to be adjusted to fit the context of Events Drive and Poplar Street and to accommodate the traffic fluctuations that occur with the existing events center activities and future development pattern. This complete streets plan can serve as a basis when discussing development proposals with prospective applicants to guide decisions on roadway design, construction phasing, and financing.

Action Step 4.3: Incorporate Design Guidelines within the Code. The City is actively working on design criteria for the district. This design criteria should be incorporated in code or adopted by reference in code as standalone design guidelines that ensure future projects are of a high-quality design and meld with current and future projects within the district. Flexibility should be considered that would allow unique and/or creative approaches to meet the intent and goals of the design vision for the North Platte Park area. These guidelines should also take into account the varied land uses and subdistrict areas that evolved during the process with stakeholder and community input.

Action Step 4.4: Zoning and Subdivision. As the vision for the site continues to take shape and the City begins to entertain prospective development partners, the site may require rezoning to fit the desired use type, if it is not specifically known or identified. In addition, the property will likely need to be subdivided to create pad sites that can be sold or leased with appropriate right-of-way and easements established to fulfill the vision and goals of this Master Plan and the community.

Strategy 5: Capital

Action Step 5.1: Evaluate Available and Appropriate Financing Strategies. The City should continue to monitor potential funding mechanisms to help fulfill the vision of the Master Plan. Infrastructure is a critical element and there are a variety of funding sources that can assist with infrastructure planning and construction. Many funding sources are tied to specific application windows and timeframes that fluctuate throughout the year and can change from year to year. Understanding the upcoming goals for the district will help staff to develop a financing roadmap to pursue financing in a time sensitive manner.

Action Step 5.2: Adopt Financing Strategies. Developing a financing roadmap could help the City and should be done parallel to infrastructure studies when phasing and potential construction schedules are identified. As part of the financing strategy, understanding the capabilities of an established entity or special district can help outline triggers for when certain capital projects should take place to maximize public and private investments. Lastly, the City should identify a staff member that can keep track of available grant opportunities and initiate pursuit based on the project schedules.

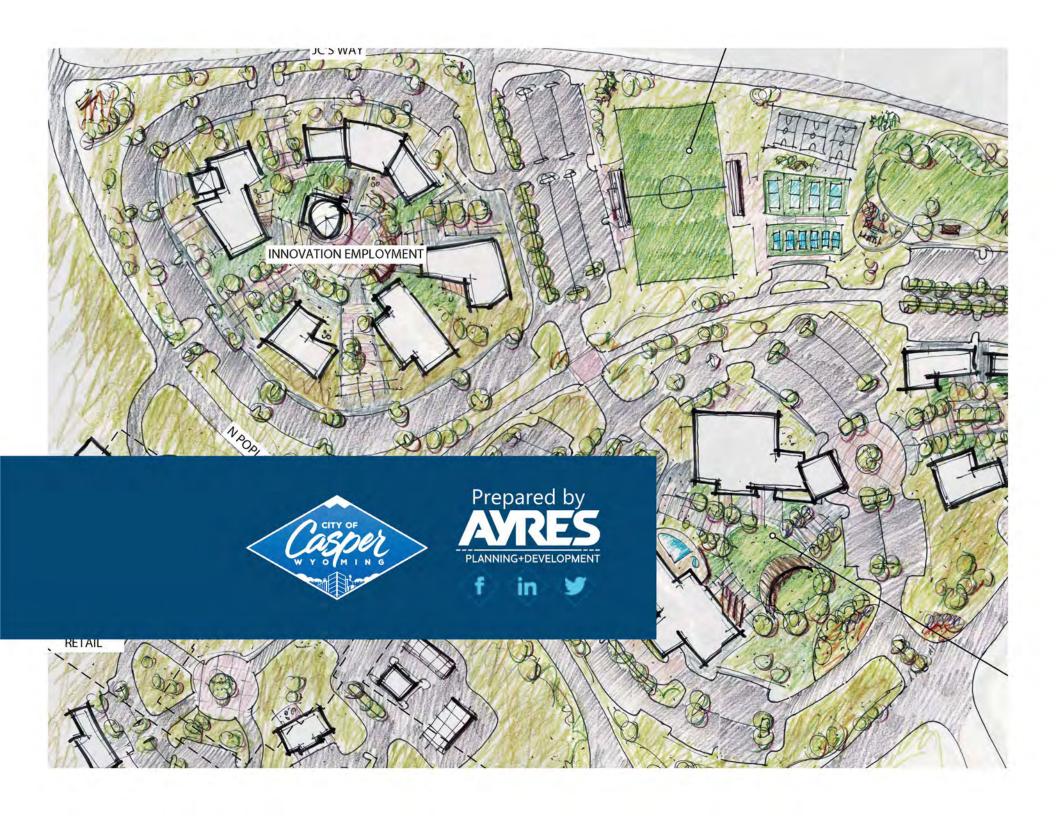
Action Matrix

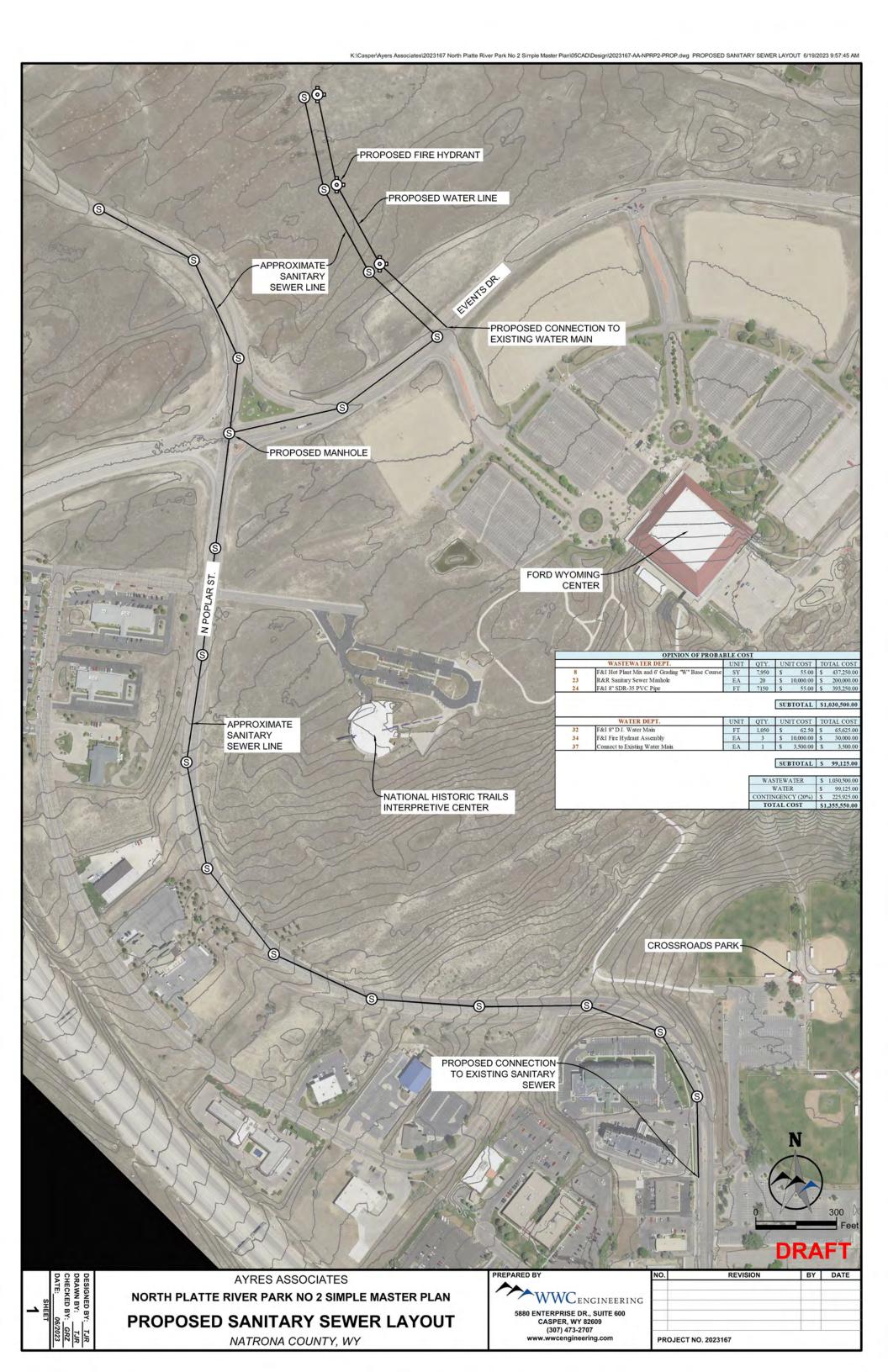
Strategy and Action Step	Timeframe	Status
itrategy 1: Plan		
Action Step 1.1: Complete Detailed Engineering Studies		
Action Step 1.2: Align Site and Infrastructure Needs with the Ford Wyoming Center Plan		
Action Step 1.3: Establish Branding and Messaging for a Site		
Action Step 1.4: Regional parks and Recreation Plan Coordination		
Action Step 1.5: Complete a Connectivity Plan and Analysis		
Action Step 1.6: Conduct a Downtown Shuttle Plan Feasibility and Needs Study		
Action Step 1.7: Coordinate Efforts on a Community Art Plan for the Master Plan Area		
Action Step 1.8: Development Capacity Study and Economic Analysis		
Strategy 2: Program		
Action Step 2.1: Establish the Organizational Structure for the Site		
Action Step 2.2: Determine and Align Staffing Needs with Established Organizational Structure		
Action Step 2.3: Identify Workforce Training Needs and Potential Partners		
Action Step 2.4: Build Upon Existing Relationships with Adjacent Organizations		
Strategy 3: Policy		
Action Step 3.1: Evaluate and Implement Policy Considerations		
Strategy 4: Code		
Action Step 4.1: Establish Streetscape and Buffering Design Criteria		
Action Step 4.2: Adopt the Complete Streets Ordinance		
Action Step 4.3: Incorporate Design Guidelines within the Code		
Action Step 4.4: Zoning and Subdivision		
Strategy 5: Capital		
Action Step 5.1: Evaluate Available and Appropriate Financing Strategies		
Action Step 5.2: Adopt Financing Strategies		

2023









Estimated Cost Schedule

Preliminary Platting, Rezoning, & Site Plan fees	\$12,000
Water Distribution Study	\$10,200
Sanitary Sewer Study	\$6,800
Drainage Study	\$9,000
Traffic Study	\$24,000
Utility and Street Engineering and Construction	
Administration	\$1,551,400
Utility and Street Construction	\$13,153,005
Total Estimated Proposed Development	\$14,766,405

Estimated Cost Schedule - Water Utility

Item No.	Proposed Water - North Platte River Park No. 2 Simple Master Plan	Unit Price	Unit	Quantity
Mobilization and Bonding	LS	\$326,395.70	1	\$326,396
F&I 8" D.I. Water Main*	FT	\$62.50	1,050	\$65,625
F&I Fire Hydrant Assembly*	EA	\$10,000	3	\$30,000
Connect to Existing Water Main*	LS	\$2,500.00	1	\$2,500
F&I Gate Valves	EA	\$8,000.00	4	\$32,000
Unclassified Excavation	LS	\$2,500.00	1	\$2,500
F&I Select Backfill	CY	\$35.00	781	\$27,332
Grading and Seeding Disturbed Areas	LS	\$1,000.00	1	\$1,000
Erosion Control and SWPPP	LS	\$2,100.00	1	\$2,100
Materials Testing	LS	\$5,000.00	1	\$5,000
New Booster Pump Station	LS	\$2,800,000	1	\$2,800,000
*estimate provided)	from Draft			
			Total Construction Estimate	\$3,294,453
			Construction Contingency (20% Construction)*	\$658,891
			City Platting, Rezoning, & Site Plan fees	\$1,000
			Engineering Platting, Rezoning, Site Plan fees	\$2,000
			Water Distribution Co. In	610.200

Water Distribution Study

Engineering Construction Design (7% Construction)

Construction Administration, Inspection, & Oversight (8% Construction)

Total Estimated Proposed Water Development

\$10,200 \$230,612

\$263,556

\$4,460,712

Estimated Cost Schedule - Sanitary Sewer Utility

Item No.	Estimated Sanitary Sewer - North Platte River Park No. 2 Simple Master Plan	Unit Price	Unit	Quantity
Mobilization and Bonding	LS	\$146,250.00	1	\$146,250
F&I Traffic Control	LS	\$120,000.00	1	\$120,000
F&I Hot Plant Mix and 6' Grading "W" Base Course*	FT	\$55.00	7,950	\$437,250
R&R Sanitary Sewer Manhole*	EA	\$10,000	20	\$200,000
F&I 8" SDR-35 PVC Pipe*	FT	\$55.00	7150	\$393,250
Unclassified Excavation	LS	\$7,000.00	1	\$7,000
Erosion Control and SWPPP	LS	\$15,900.00	1	\$15,900
Materials Testing	LS	\$5,000.00	1	\$5,000
*estimate provided	from Draft			
			Total Construction Estimate	\$1 324 650

1	\$5,000
Total Construction Estimate	\$1,324,650
Construction Contingency (20% Construction)*	\$264,930
City Platting, Rezoning, & Site Plan fees	\$1,000
Engineering Platting, Rezoning, Site Plan fees	\$2,000
Sanitary Sewer Study	\$6,800
Engineering Construction Design (6% Construction)	\$79,479
Construction Administration, Inspection, & Oversight (2% Construction)	\$26,493
Total Estimated Proposed Sanitary Sewer Development	\$1,705,352

Estimated Cost Schedule - Storm Sewer Utility

Item No.	Proposed Storm Sewer - North Platte River Park No. 2 Simple Master Plan	Unit Price	Unit	Quantity	
Mobilization and Bonding	LS	\$170,000.00	1	\$170,000	
F&I Grading/Dirtwork	CY	\$14.21	7,467	\$106,081	
F&I Storm Sewer Main, Outfalls/Flared End Sections and Rock/Armor/Rip Rap Treatments	LF	\$61	11008	\$666,028	
Unclassified Excavation	LS	\$2,500.00	1	\$2,500	
F&I Inlets and 18" PVC Laterals	Acre	\$55,000.00	12	\$660,000	
Grading and Seeding Disturbed Areas	LS	\$25,000.00	1	\$25,000	
Erosion Control and SWPPP	LS	\$22,016.00	1	\$22,016	
Materials Testing	LS	\$5,000.00	1	\$5,000	
			Total Construction Estimate Construction Contingency (20% Construction) City Platting, Rezoning, & Site Plan fees	\$1,656,625 \$331,325 \$1,000	
			Engineering Platting, Rezoning, Site Plan fees	\$2,000	
			Drainage Study	\$9,000	
			Engineering Construction Design (5% Construction)	\$82,831	
			Construction Administration, Inspection, & Oversight (1% Construction)	\$165,662	
			TAIR CAR CAR CAR CAR CAR CAR CAR CAR CAR CA	62 240 442	

\$2,248,443

Total Estimated Proposed Storm Sewer Development

Estimated Cost Schedule - Street/Sidewalk Utility

Item No.	Proposed Streets/Sidewalk - North Platte River Park No. 2 Simple Master Plan	Unit Price	Unit	Quantity
Mobilization and Bonding	LS	\$500,000.00	1	\$500,000
14 Ft-Wide Standard Asphalt Street Lane/Standard Type B Concrete Curb & Gutter/5 ft Concrete Sidewalk/Street Lighting every 130 LF/Traffic Signals/Signage	14ft Lane-Mile	\$1,415,440.00	2.9	\$4,128,983
Erosion Control and SWPPP	LS	\$43,126.44	1	\$43,126
Materials Testing	LS	\$13,000.00	1	\$13,000
			Total Construction Estimate Construction Contingency (20% Construction)	\$4,685,110 \$937,022
			City Platting, Rezoning, & Site Plan fees	\$1,000
			Engineering Platting, Rezoning, Site Plan fees	\$2,000
			Traffic Study	\$24,000
			Engineering Construction Design (5% Construction)	\$234,255
			Construction Administration, Inspection, & Oversight (1% Construction)	\$468,511

\$6,351,898

Total Proposed Streets/Sidewalk Construction

MEMO TO: J. Carter Napier, City Manager

FROM: Zulima Lopez, Parks, Recreation, & Public Facilities Director

Phil Moya, Recreation Manager

SUBJECT: Recreation Enterprise Business Plan Approval – Casper Ice Arena and the

Casper Recreation Center

Meeting Type & Date

Council Work Session August 8, 2023

Action type

Move Forward for Approval

Recommendation

That Council approves the five-year business plans for the Casper Ice Arena and the Casper Recreation Center.

Summary

The 2021-2023 Casper City Council Goals instructed an evaluation of the City of Casper's recreation operations with the intention of reducing the general fund investment required to subsidize each enterprise. On November 8, 2022, the Casper City Council was presented with information regarding the performance of the Casper Ice Arena. The presentation provided a recap of the FY22 season, reviewed the FY23 budget, forecasted performance through various rate models, and requested Council approval to further evaluate and pursue a number of strategies to improve the subsidy position of the Ice Arena operation. A similar presentation was provided on January 24, 2023 for the Casper Recreation Center.

City Council was supportive of staff's proposed strategies for each recreation operation. Thereafter, staff began work to further evaluate proposed strategies with one of the following outcomes: eliminate the strategy if not feasible, develop an implementation plan for longer-term strategies, or begin the process of implementation if possible to do so with available resources. As the final step in completing the goals and objectives set forth by the 2021-2023 Casper City Council Goals, while also ensuring that future plans align with established 2023-2025 goals, staff is seeking adoption of updated business plans for each of these recreation enterprises that detail the strategies and estimated impact that each will have on the operational subsidy.

The following charts summarize the proposed subsidy-improving strategies for each operation, including the outcome and associated 2023-2025 Council Goal.

Subsidy-improving Strategies for the Casper Ice Arena	Outcome	2023-2025 Council Goal(s)
Expand Rec Hockey Leagues/Tournaments	FY23-28	Livability, Sustainability
Pass on Credit Card Fees	FY24	Sustainability
Add new Junior Hockey Club	FY24-28	Livability, Sustainability
Expand concession menu, including alcohol sales	FY24-28	Sustainability
Improve/increase advertising, sponsorships, naming rights	FY24-28	Sustainability
Improve Website Marketing and Sales Capability	FY24-28	Sustainability
Construct 2nd Sheet of Ice at Casper Ice Arena	FY25-26	Livability, Sustainability
Increase Programming Post Expansion	FY26-28	Livability, Sustainability
Leverage ice arena programs to feed user groups	FY26-28	Sustainability
Evaluate and Modify Admission and Ice Rental Rates	FY26-28	Sustainability
Non-Ice Rentals (Dryland Training Area)	FY26-28	Livability, Sustainability

Subsidy-improving Strategies for the Casper Recreation Center	Outcome	2023-2025 Council Goal(s)
Complete the Fitness Room/Specialized Fitness Programming	Complete	Livability, Sustainability
Create Sports and Athletics Enterprise Fund	Complete	Sustainability
Restructure Partnerships to Improve Reimbursements	FY23, FY24	Sustainability
Increase Rental Hourly Rates	FY23, FY25, FY27	Sustainability
Improve Marketing of Programs, Classes, Passes, Rentals	FY23-28	Sustainability
Expand Child Care for Facility Users	FY24	Livability, Sustainability
Pass on Credit Card Fees	FY24	Sustainability
Increase the Variety of Specialty Rentals	FY24-28	Livability, Sustainability
Develop Outdoor Recreational Programming	FY24-28	Livability, Sustainability
Evaluate and Modify Packages and Rates	FY25, FY27	Sustainability
New/improved Events, Programming, Services	FY25-28	Livability, Sustainability
Added Multipurpose Gym	FY27	Livability, Sustainability
Locker Room Renovations	FY28	Livability, Sustainability

Financial Considerations

Each subsidy-reducing strategy for the Casper Ice Arena and the Casper Recreation Center will yield various results. Bold entries indicate strategies that require capital investment. Impacts will be reviewed in detail with the City Council.

Oversight/Project Responsibility

Jenniffer Harvey, Recreation Supervisor – Casper Recreation Center Chad Green, Recreation Supervisor – Casper Ice Arena Phil Moya, Recreation Manager Zulima Lopez, Parks, Recreation, & Public Facilities Director

Attachments

None

MEMO TO: J. Carter N

J. Carter Napier, City Manager

FROM:

Eric K. Nelson, City Attorney & M.

Keith McPheeters, Police Chief

SUBJECT:

Speed Limit Ordinance Modification

Meeting Type & Date

Council Work Session August 11, 2023

Action Type

Direction Requested

Recommendation

That the Council consider amending City ordinances pertaining to the establishment of speed limits within the City to allow a more streamlined and efficient process to alter said speed limits.

Summary

Wyoming Statute § 31-5-301 establishes maximum speed limits for public roads throughout the State of Wyoming. This includes establishing maximum speeds for urban areas.

Wyoming Statute § 31-5-303 grants local authorities the ability to establish maximum speed limits for all streets and highways within their respective corporate jurisdictions which may be either greater or less than the speed established by state statute. This authority, however, is not plenary. The statute provides that the Wyoming Department of Transportation, through its superintendent, shall have the authority and responsibility to approve deviations from the statutorily prescribed maximum limits, and grants the agency the power to adopt administrative rules regarding the relevant process.

Wyoming Department of Transportation Rule 045.00003.30 § 2 establishes the procedure by which a local authority such as the City may adopt maximum speed limits and adopts the *Procedures for Establishing Local Authority Set Speed Limits on Wyoming Paved Roads*. This document requires the collection of pertinent data and engineering analysis to support the alteration of any specific speed limit.

The Casper Code addresses the establishment of maximum speed limits in sections 10.24.010 through 10.24.030. In these code sections, the maximum speed limit is established for specific streets located within the City. If the City desires to modify any of these specifically established

limits, a formal ordinance change must be instituted. This entails three public hearings before the maximum speed limit on a specific street can be altered.

Staff proposes drafting proposed language to modify City ordinances to allow speed limits on individual streets to be modified, pursuant to Wyoming state statutes, without the need for a formal ordinance modification for every change.

Financial Considerations

None

Oversight/Project Responsibility

Eric K. Nelson, City Attorney Keith McPheeters, Police Chief

Attachments

None