



GENERATION
CASPER

COMPREHENSIVE PLAN

GENERATION CASPER COMPREHENSIVE PLAN UPDATE

Developer's Forum

September 22, 2016

Created by Logan Simpson

AGENDA

- Welcome and Background
- Key Trends and Existing Conditions Highlights
- Vision & Big Ideas
- Next Steps



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PROJECT BACKGROUND

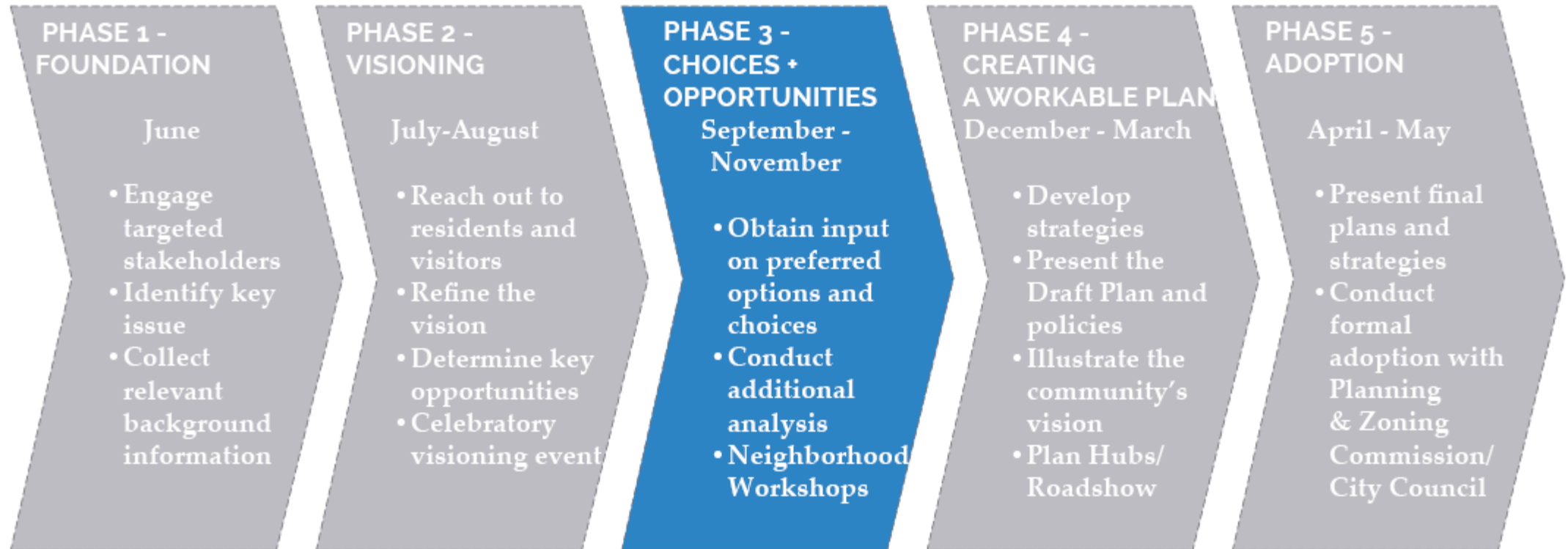
WHAT IS GENERATION CASPER?

- The Plan will outline
 - the community's **vision and goals**
 - recommend strategic **initiatives**
 - outline program and catalyst projects
 - prepare a plan to **monitor and evaluate** progress

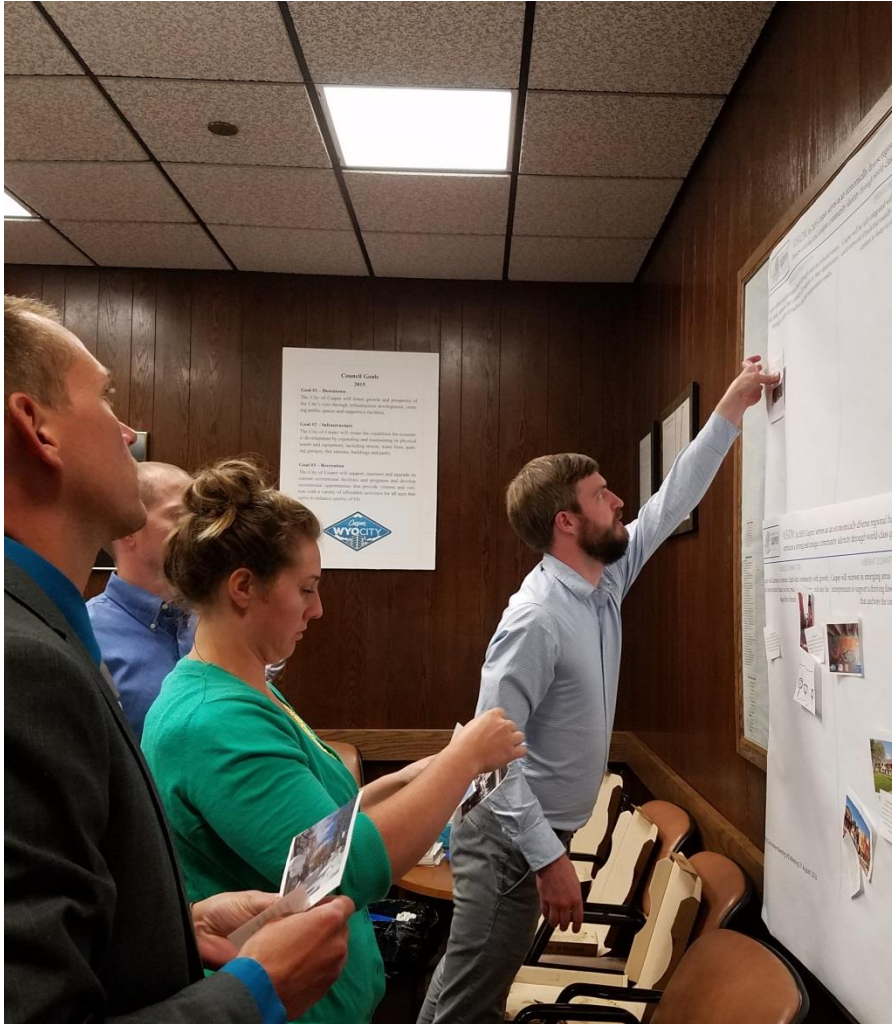
WHO CARES ABOUT A PLAN?

- The Comprehensive Plan is designed to be used by anyone interested in the future:
 - **City leaders** will reference the direction it provides on the topics of new development, redevelopment, and programs and services provided by the City.
 - **Residents** may be interested in the location of new parks, trails, neighborhoods, or community facilities and services.
 - **Business and property owners** may be interested in land use recommendations or development policies for their property.
 - **Decision-makers** will use the Plan as a policy guide to inform, land use and transportation planning, economic development forecasting, the budget, timing for capital improvements, and in review of development proposals.
 - Provides an **opportunity for conversation** between the public and city leaders.

WHAT IS THE PROCESS?



WHO HAVE WE TALKED TO?





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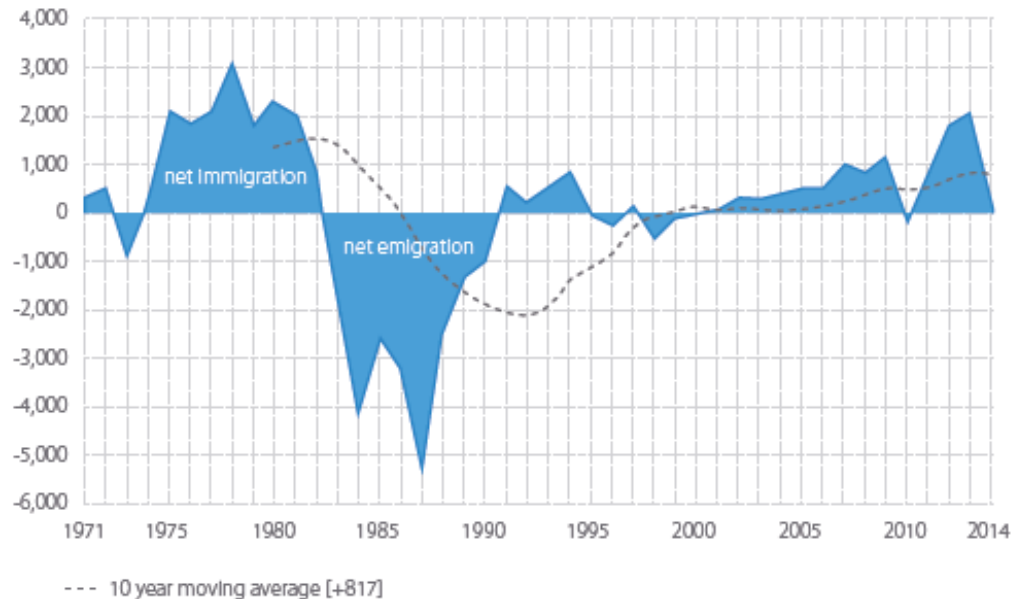
COMPREHENSIVE PLAN

KEY TRENDS & HIGHLIGHTS

HOUSING & DEMOGRAPHICS

Net migration, a function of local employment prospects, is the key driver of Casper housing needs.

ANNUAL NET MIGRATION, NATRONA COUNTY



Source: U.S. Census Bureau and Wyoming Department of Health

2014 TOP 5 CASPER INDUSTRIES BY EMPLOYMENT AND 2024 GROWTH PROJECTIONS [%]



Source: ESRI estimates, based on 2010 U.S. Census Data

HOUSING & DEMOGRAPHICS

Broader demographic forces--namely, growth in Baby Boomer and Millennial age cohorts--will push higher-than-usual demand for smaller, low-maintenance housing and entry-level

2016 CASPER HOUSEHOLD CHARACTERISTICS



Source: ESRI estimates, based on U.S. Census data

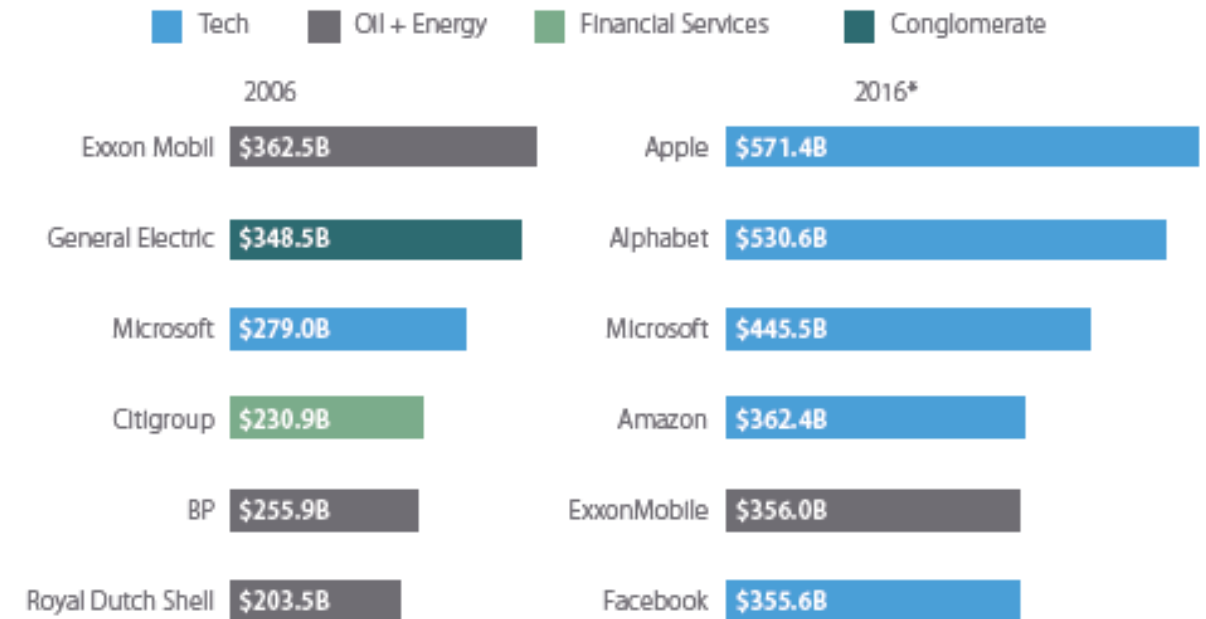
ECONOMIC DEVELOPMENT

The national economy is becoming increasingly more talent/knowledge-based than resource-based.

Skilled workforce is a key driver of the future economy. Need Career Technical Education and higher-education.

THE AGE OF TECH

Market capitalization of the world's most valuable public companies



* as of August 1, 2016

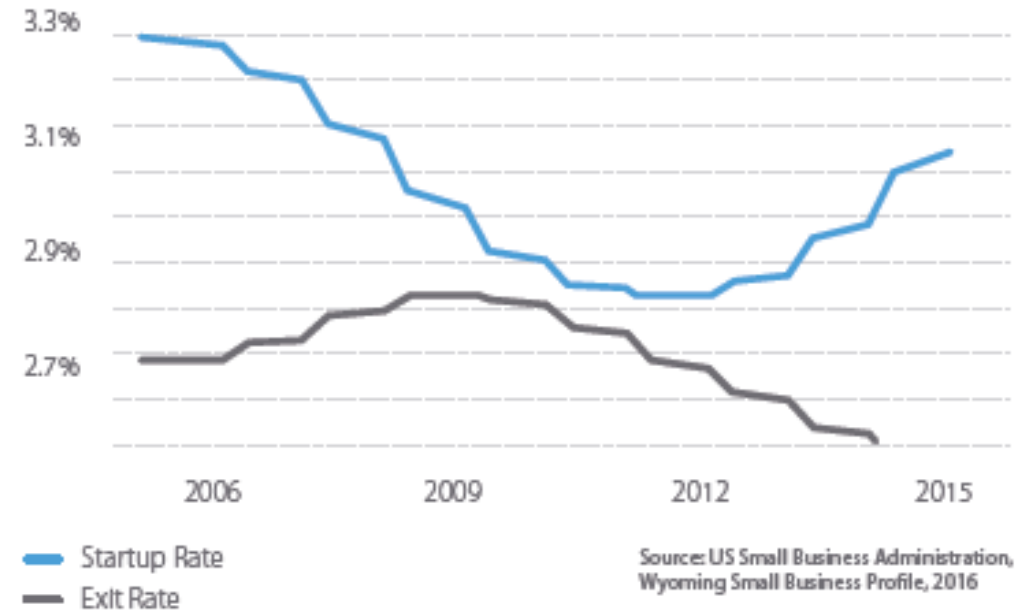
Sources: Statista Charts, Yahoo! Finance, Forbes

ECONOMIC DEVELOPMENT

New businesses
account for nearly all
net new jobs.

Quality of life and
sense of place will
play a role in future
economic
development.

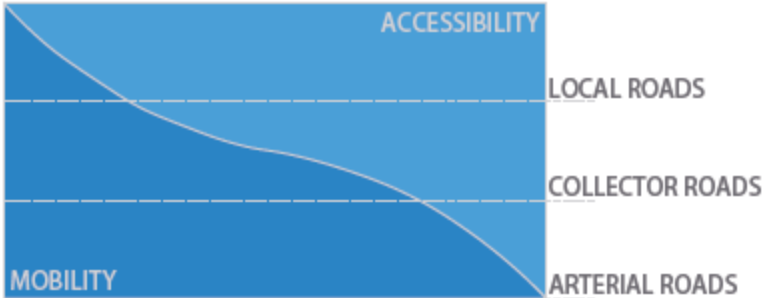
WYOMING PRIVATE STARTUP AND STARTUP EXIT RATES



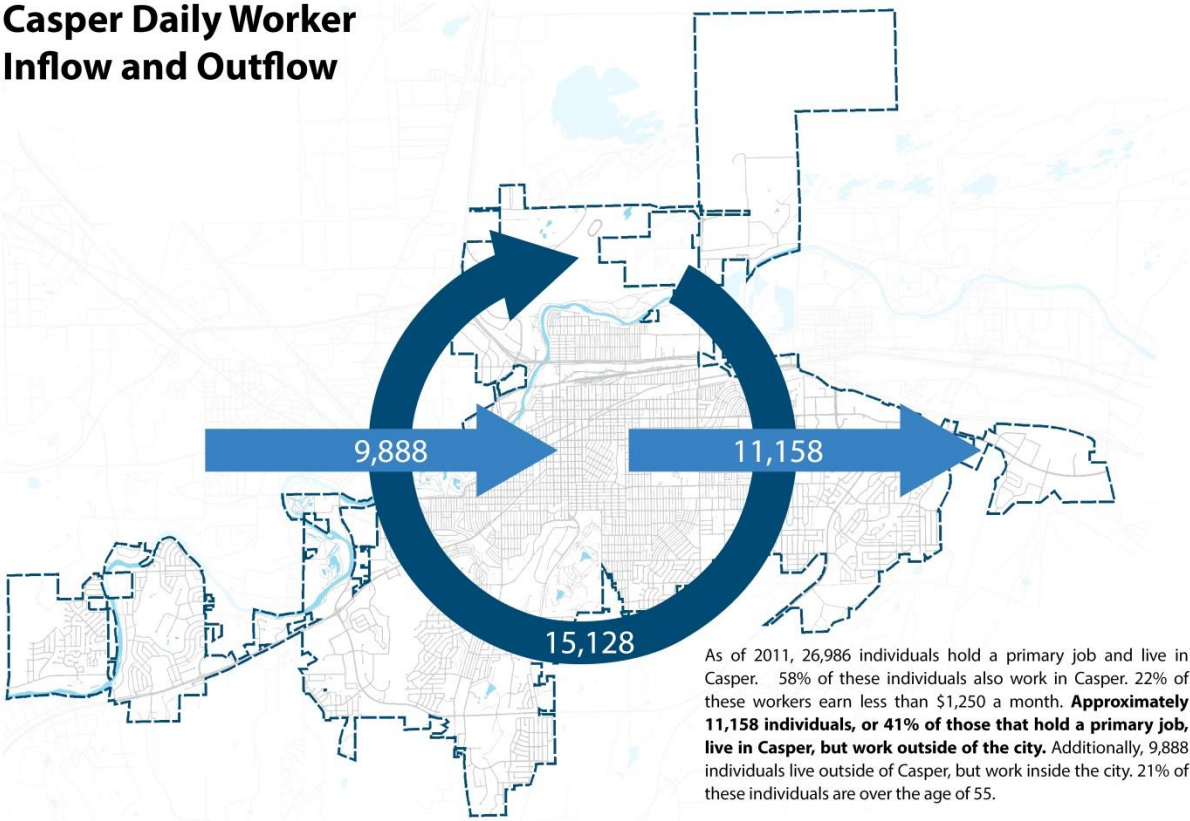
TRANSPORTATION

Lack of adequately spaced arterial and collector roads in some parts of town

CASPER'S STREET NETWORK, MOBILITY VS ACCESSIBILITY



Casper Daily Worker Inflow and Outflow



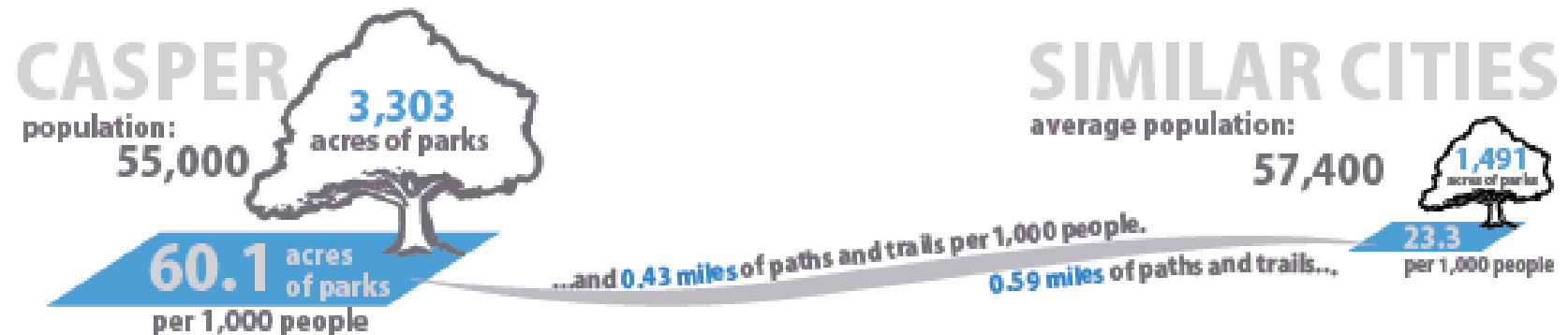
City of Casper Planning
Source: Center for Economic Studies, U.S. Census Bureau

Finally, it's important to note that 25,716 individuals work at a primary job within Casper. When compared to those that hold primary jobs that live in Casper, **there is a -1,270 Net Job Outflow.**

NATURAL ASSETS

The North Platte River is the “centerpiece” of recreation in Casper. Fishing, trails, water recreation, and parks are available along the river.

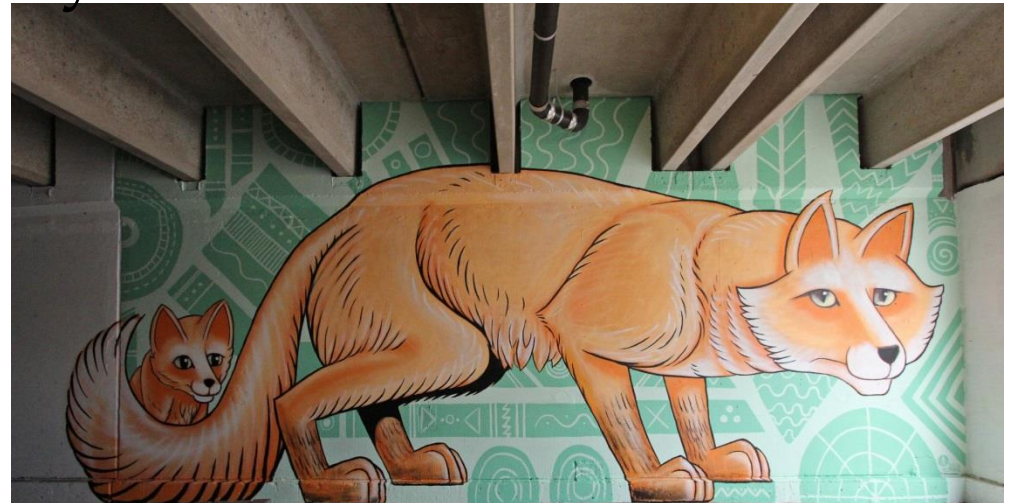
A total of approximately 45 miles of trails are found throughout the City of Casper.



ARTS & CULTURE

A unique culture can add to the community's economic development and quality of life.

Young adults selecting where to live first based on quality of life and amenities versus making their locational decisions on employment.





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VISION

GENERATION CASPER

In 2030 Casper serves as an economically diverse regional hub centered on lively commercial centers that embraces a strong and unique community identity through world-class quality of life.

ENDLESS CHARACTER

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



"East Second Street (Yellowstone Hwy.). Casper, Wyoming." (No date).
Photo by Tom Carrigan.
Notice: This material may be protected by copyright law (Title 17 U.S. Code).
NOTE: Use of this photo requires permission from the Wyoming State Archives,
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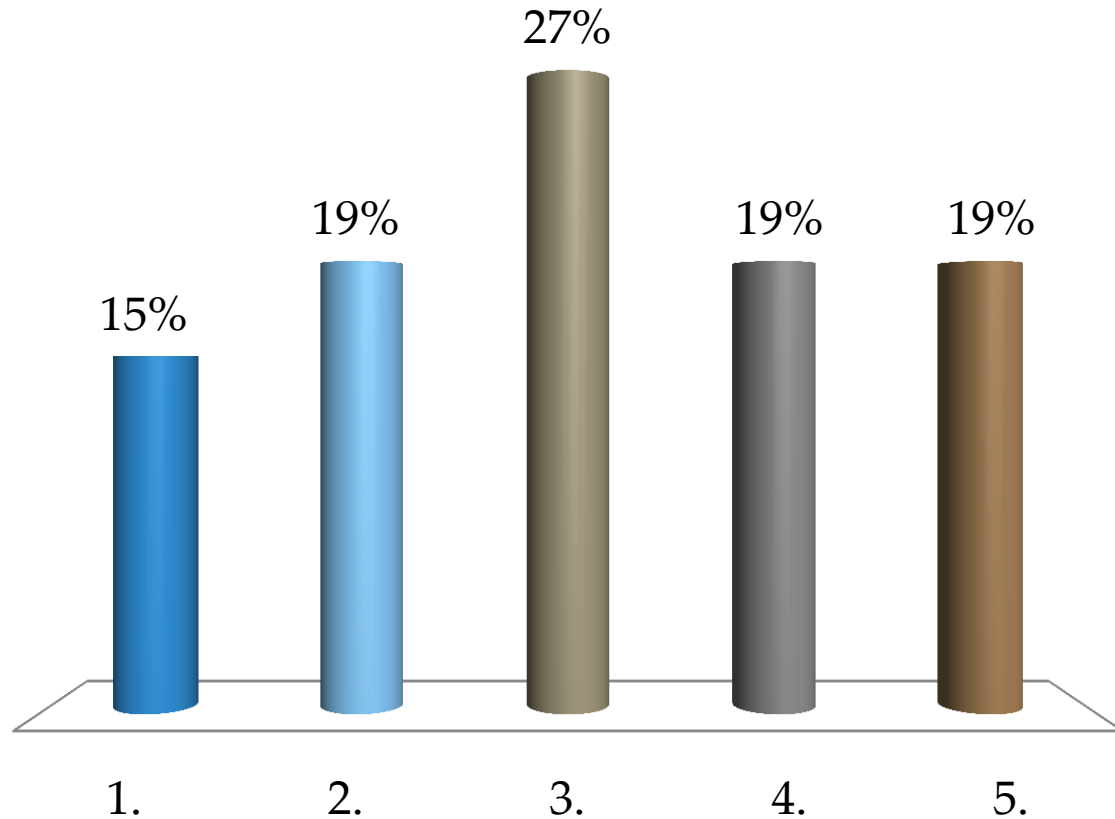


ENDLESS CHARACTER BIG IDEAS

Rethinking Greenfields	Rethinking our further growth areas by creating new code and guidelines that set the stage for small blocks, walkability, a fine grain street network, amenities, a variety of housing types and places to shop and gather.
Compact City	Create incentives for key catalyst areas that support redevelopment and encourage new development within existing service areas and IGAs to encourage compact development.
Creative Design	Create design guidelines to allow for more creativity and unique architectural design that still fits the community character; explore option of design guidelines/standards and sign code reform.
Gateways, Placemaking and Wayfinding	Create gateway guidelines that encourage the preservation of local landmarks, scenic views, higher design quality, monuments and gateway signage, beautification of key corridors. Integrate art into wayfinding and signage.
Aging in Place	Encourage developments that allow for senior housing and amenities at all stages of life that are integrated with transportation options and located near neighborhood amenities and medical services.

1. WHAT IS YOUR HIGHEST PRIORITY TO ACHIEVE THE VISION FOR ENDLESS CHARACTER?

1. Rethinking Greenfields
2. Compact City
3. Creative Design
4. Gateways, Placemaking and Wayfinding
5. Aging in Place



VIBRANT DOWNTOWN

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

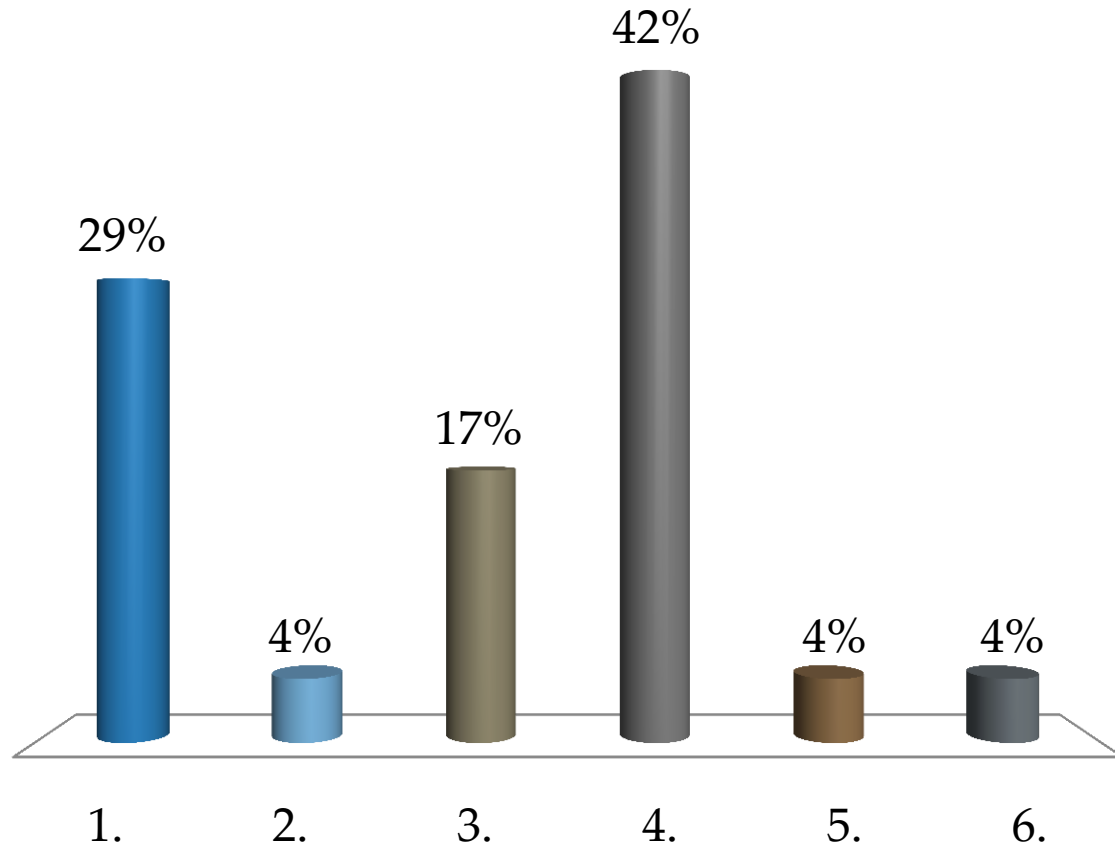


VIBRANT DOWNTOWN BIG IDEAS

Downtown Rising	Promote infill development, transition of vacant and underutilized buildings and spaces and increase new public investments for streets, infrastructure and public spaces to foster redevelopment.
Unique Public Space	Invest and create unique and themed districts and public spaces such as the OYD and David Street Station (community events, splash pad, stage, etc.) to entice families, businesses and talent to stay and grow.
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.
A Downtown Neighborhood	Identify barriers and incentives to encourage a variety of downtown living options for all income levels (condos, row homes) and provide neighborhood services (coffee shops, grocery stores and restaurants).
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/outdoor modular space.
Parking	Parking Invest in new types of parking garages that serve multiple purposes including secondary storage for downtown living, mixed use buildings, direct access to retail and apartments, and creative public buildings such as greenhouses.

2. WHAT IS YOUR HIGHEST PRIORITY TO ACHIEVE THE VISION FOR A VIBRANT DOWNTOWN?

1. Downtown Rising
2. Unique Public Space
3. Creative Energy
4. A Downtown Neighborhood
5. Retail and Tourism
6. Parking



DISTINCTIVE REGIONAL HUB

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

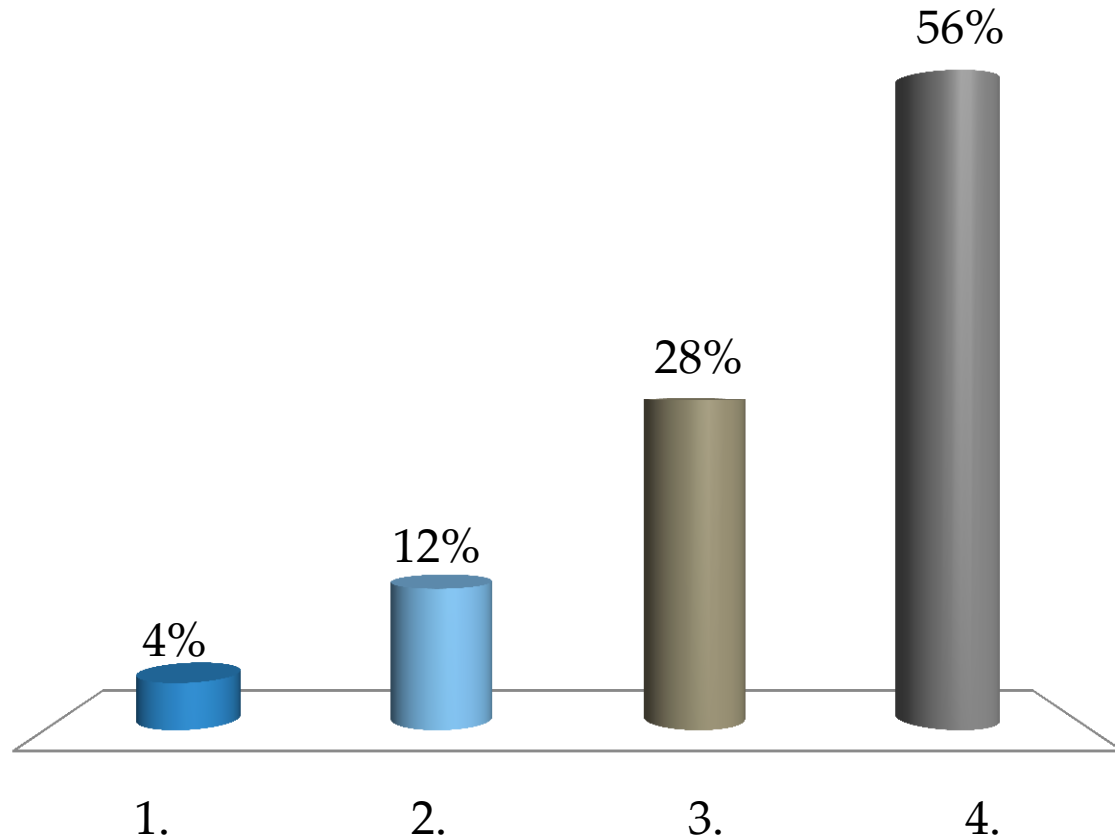


DISTINCTIVE REGIONAL HUB BIG IDEAS

Lifestyle Living	Re-envision and transform the Eastridge Mall into a community destination that offers a unique shopping, dining, and entertainment experience with indoor/outdoor spaces, new types of store formats, improved walkability and public gathering spaces.
High Tech	Invest and expand resilient infrastructure, including broadband, that promotes a high tech hub with expanded programs focusing on technology and businesses that are not locational based.
Business Friendly	Streamline policies and processes to be more adaptable and businesses friendly such as easing the ability to obtain business license and increasing non-traditional businesses such as food trucks, cottage industry, local agricultural. Encourage the development of partnerships to provide start up business support.
Full Service Community	Position the area as a medical, shopping, cultural, and educational hub by concentrating on key commercial centers that cluster business, tourism, health in key areas of the city. Foster partnerships with Casper College (workforce development), the medical and marketing and tourism agencies.

3. WHAT IS YOUR HIGHEST PRIORITY TO ACHIEVE THE VISION FOR A DISTINCTIVE REGIONAL HUB?

1. Lifestyle Living
2. High Tech
3. Business Friendly
4. Full Service Community



ENHANCED CONNECTIVITY

Casper offers transportation choices through a safe and reliable streets and trails network that connects all residents to their destinations through a variety of traditional and emerging transportation modes.

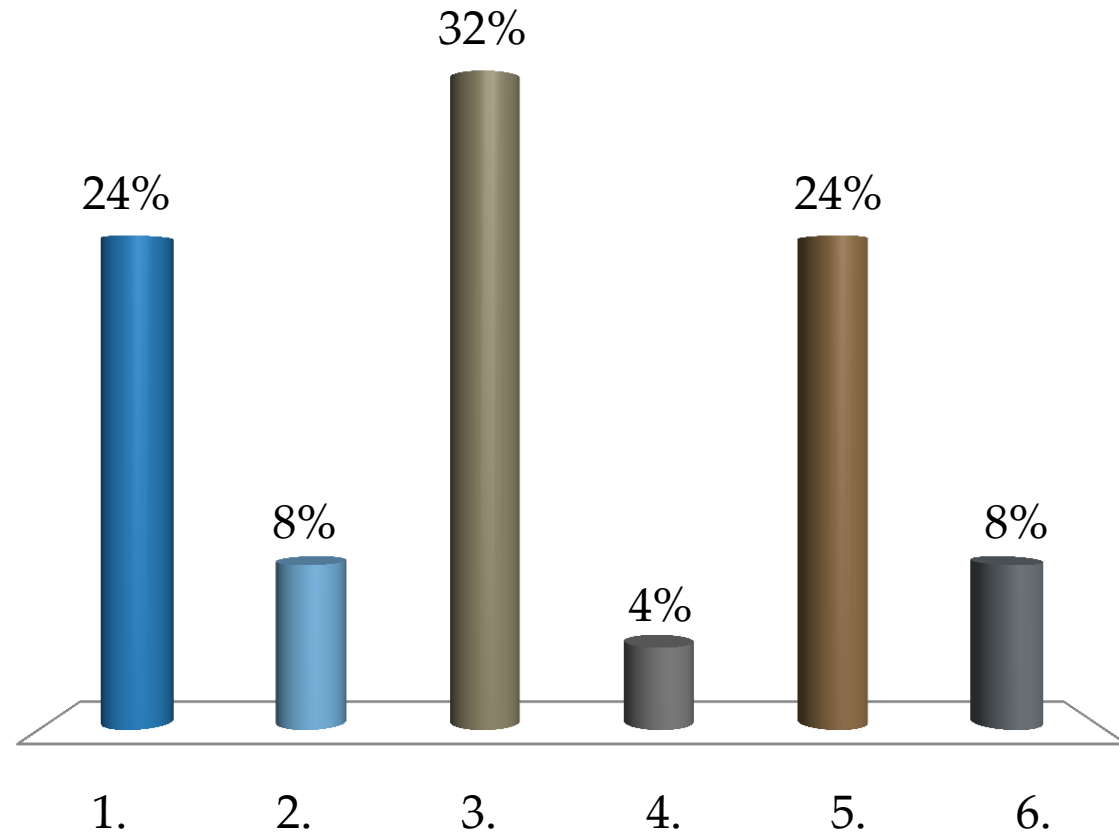


ENHANCED CONNECTIVITY BIG IDEAS

Safety by Design	Create new street types designed for walkability and bikability, regulate traffic flow with roundabouts, and weather protected transit stops that support economic development.
Downtown Connection	Create a connected trail system and buffered bike lanes within downtown with connections to key destinations and an enhanced rail-trail with shelters, kiosks, murals, and public amenities to increase economic development.
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 protect scenic view sheds.
Transit Centers	Rethink and enhance our transit centers and support new vehicle options including shared vehicles and bike sharing, integrate art, and create new pedestrian amenities.
Mobility Options	Improve the regional transportation system with fewer routes but higher frequency service with managed lanes and queue jumps. Consider alternative modes to reach the high frequency travel corridors such as electric bikes, Uber, dedicated bike infrastructure, shared bikes or taxi and a year round trail network.
Improving Transportation Flow	Continue to develop an arterial grid network to provide transportation options throughout the city and a fine grain street network within existing and future developments. Retrofit our streets to improve the mobility of the car through the implementation of access control measures, medians, signal timing, and intelligent transportation systems.

4. WHAT IS YOUR HIGHEST PRIORITY TO ACHIEVE THE VISION FOR ENHANCED CONNECTIVITY?

1. Safety by Design
2. Downtown Connection
3. Enhancing Entryways and Improving Barriers
4. Transit Centers
5. Mobility Options
6. Improving Transportation Flow



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.

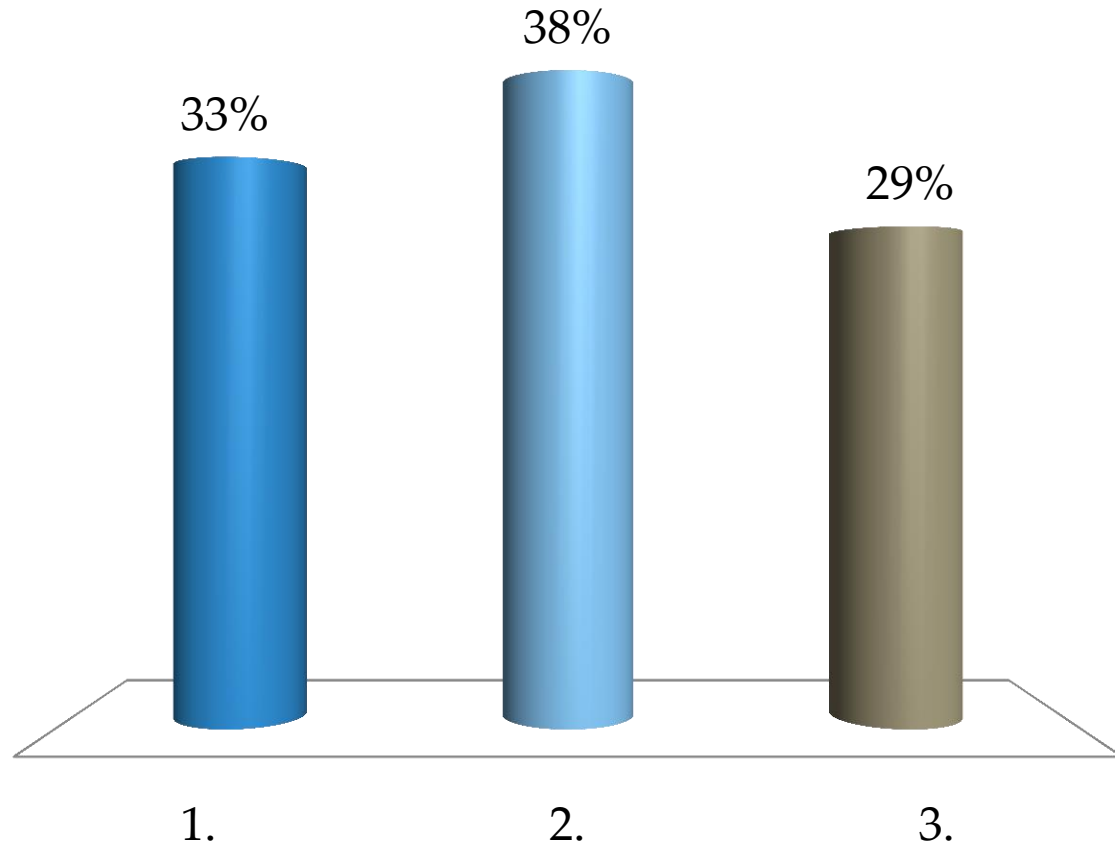


EMBRACING THE RIVER BIG IDEAS

River Health	Promote the health of the North Platte River by limiting development in our natural drainages, 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.
Creating a Link	Enrich the North Platte River with activities and events, a connection to downtown and encourage cafes and restaurants to grow local and regional tourism and increase the length of stay.
Finishing the Gaps	Complete gaps in the trail system and connect the river-trail to regional trails, neighborhood parks and adjacent communities.

5. WHAT IS YOUR HIGHEST PRIORITY TO ACHIEVE THE VISION FOR EMBRACING THE RIVER?

1. River Health
2. Creating a Link
3. Finishing the Gaps



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, and recreational opportunities and big city amenities.

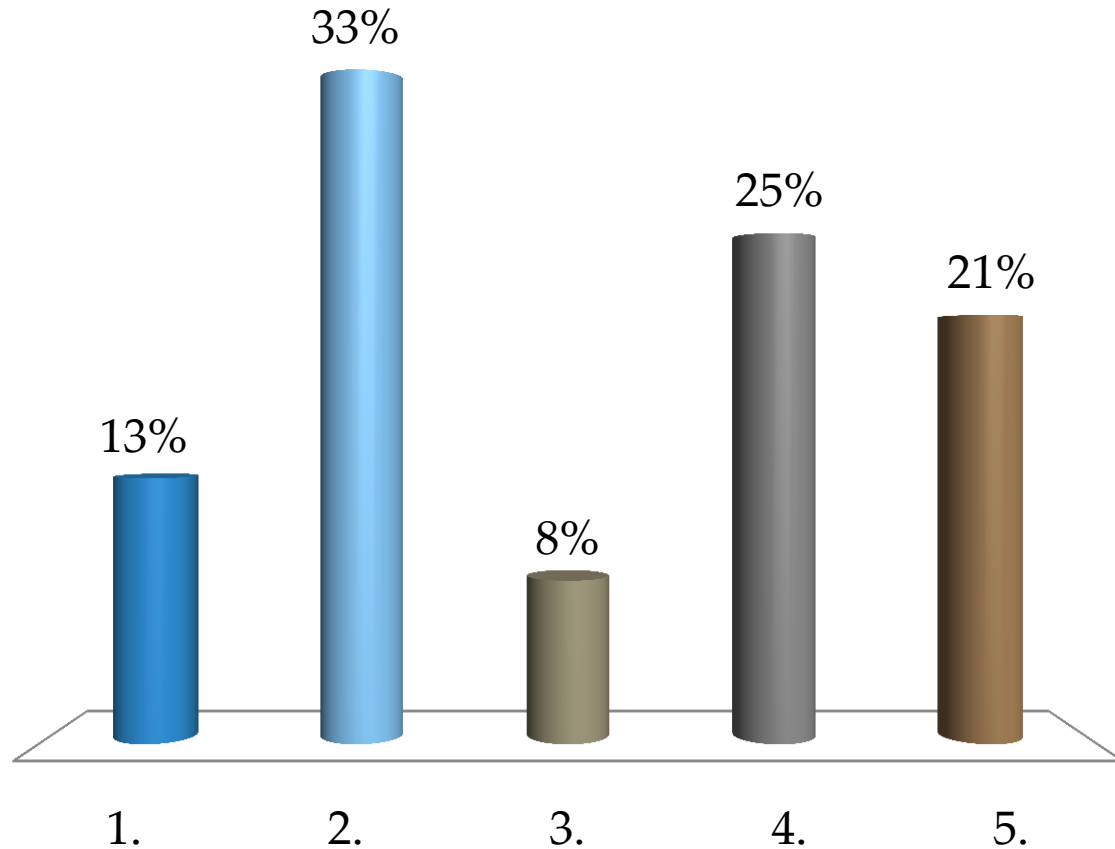


UNEXPECTED QUALITY OF LIFE BIG IDEAS

Neighborhood Streets	Standards for residential neighborhood streets that are appropriate scale and enhance pedestrian connectivity that compliments high-quality neighborhoods.
Housing Our Community	Create land use changes that diversify housing options and affordability and integrate the latest tools, incentives and code options.
Playful Art	Promote culture and arts through improving art venues and creating an unique arts district and areas that are constructed at a human scale and allows for interaction by people.
Communication	Communication Enhance community pride through celebration of Casper's amenities social events. Investigate new ways to provide consistent messaging including apps, kiosks and interactive art.
Outdoor Recreation	Lifestyle Promote and enhance our recreational amenities that support and retain young families, including neighborhood parks, day care, recreation centers, and other recreational assets.

6. WHAT IS YOUR HIGHEST PRIORITY TO ACHIEVE THE VISION FOR UNEXPECTED QUALITY OF LIFE?

1. Neighborhood Streets
2. Housing Our Community
3. Playful Art
4. Communication
5. Outdoor Recreation

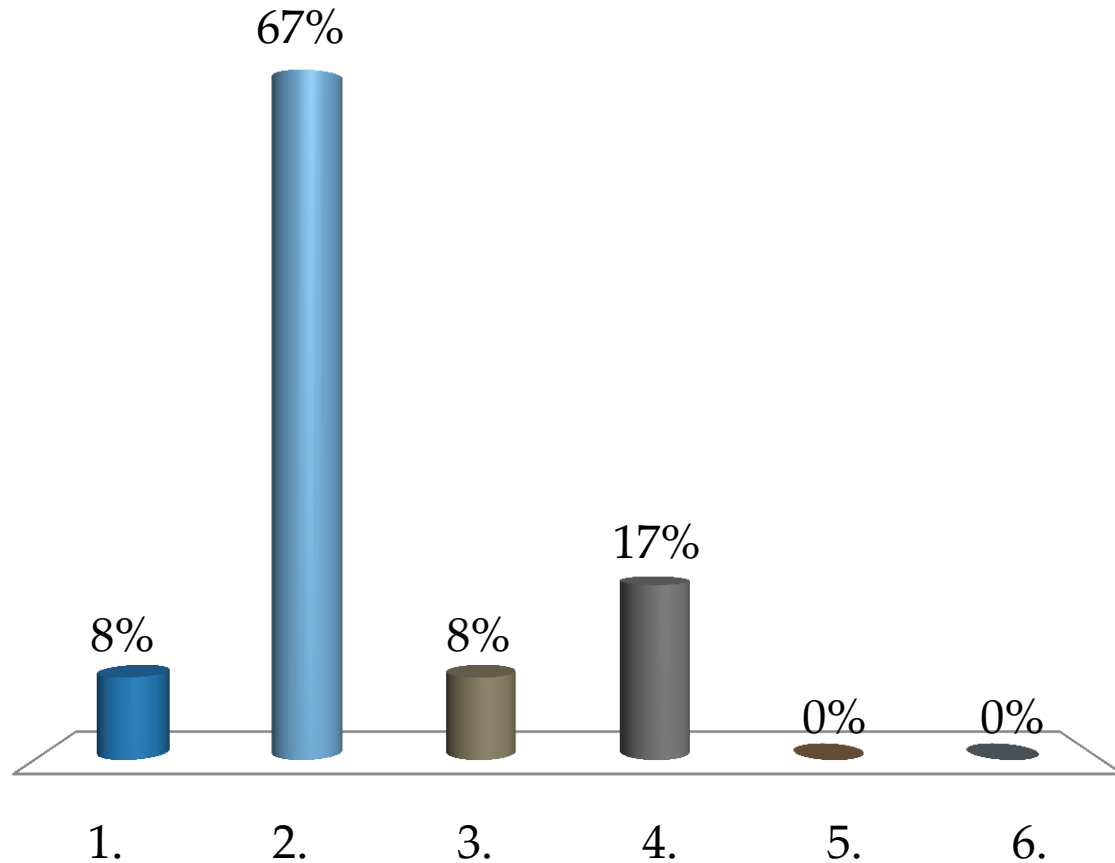


LISTENING TO OUR BUSINESS LEADERS



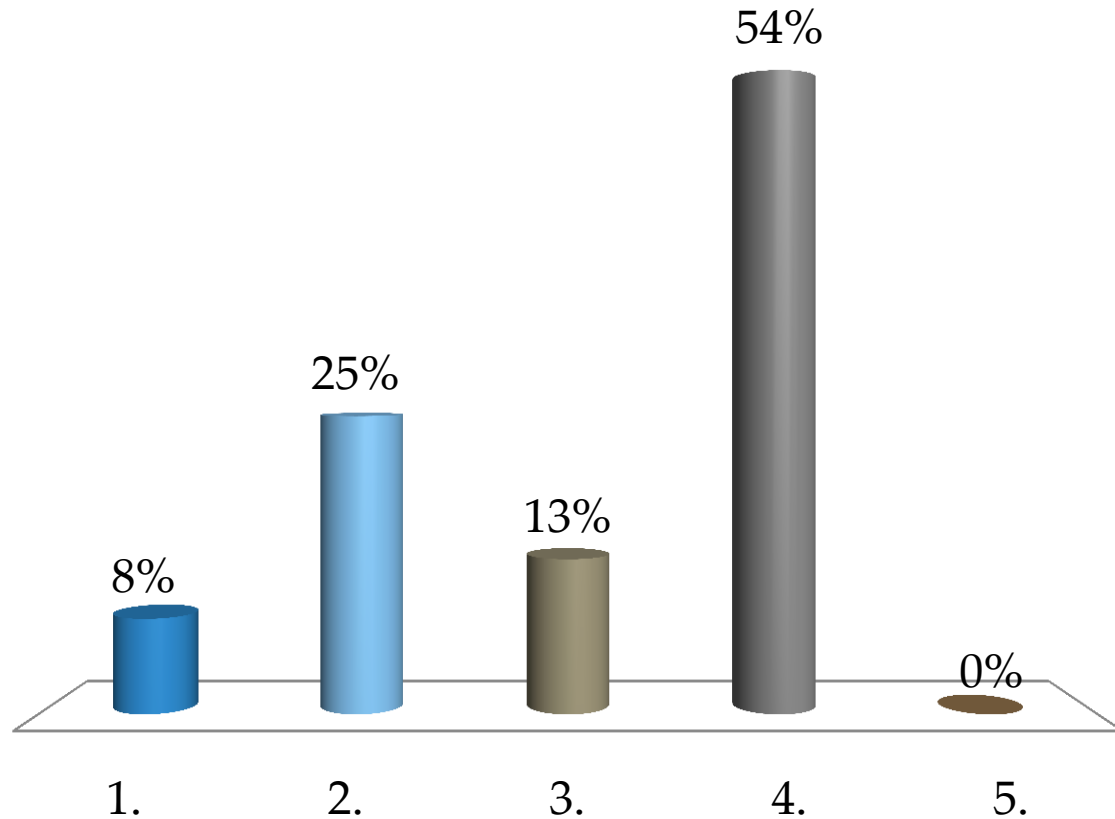
DETERMINE THE MOST IMPORTANT WITH IN EACH ASSET: INFRASTRUCTURE

1. Air service
2. Infrastructure (sewer, water, roads)
3. Transit
4. Broadband
5. Rail
6. Other



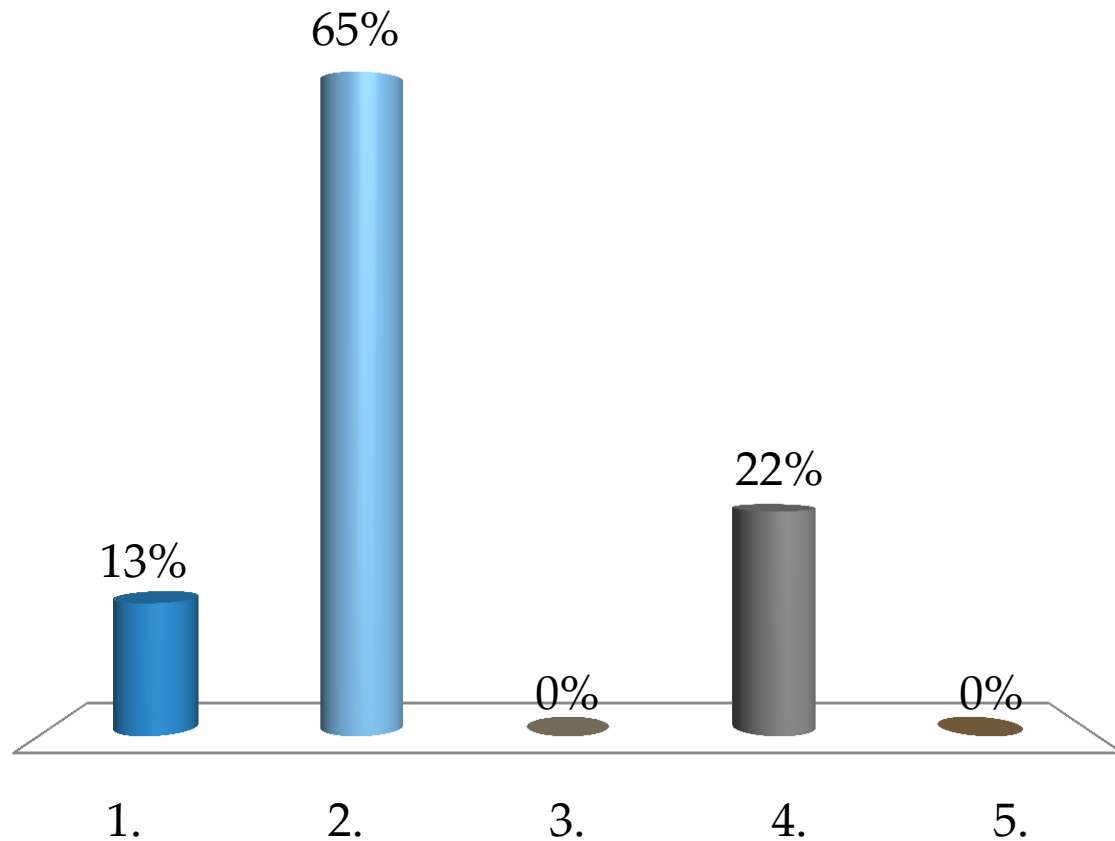
DETERMINE THE MOST IMPORTANT WITH IN EACH ASSET: LAND AVAILABILITY

1. Availability of Land
2. Cost of land
3. Speculative building inventory
4. Planning & Development Process
5. Other



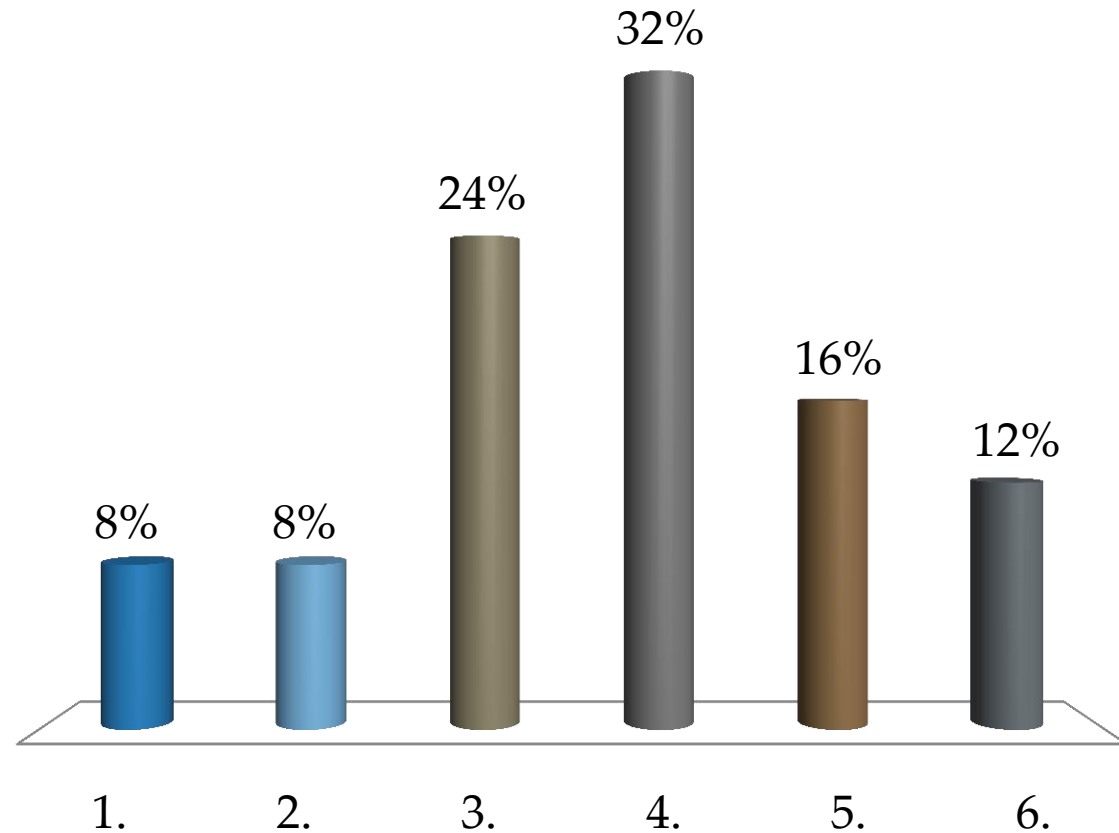
DETERMINE THE MOST IMPORTANT WITH IN EACH ASSET: **PLACE/VIBE**

1. Outdoor Culture
2. Vibrant Downtown
3. Arts Culture
4. Restaurants/Retail
5. Other



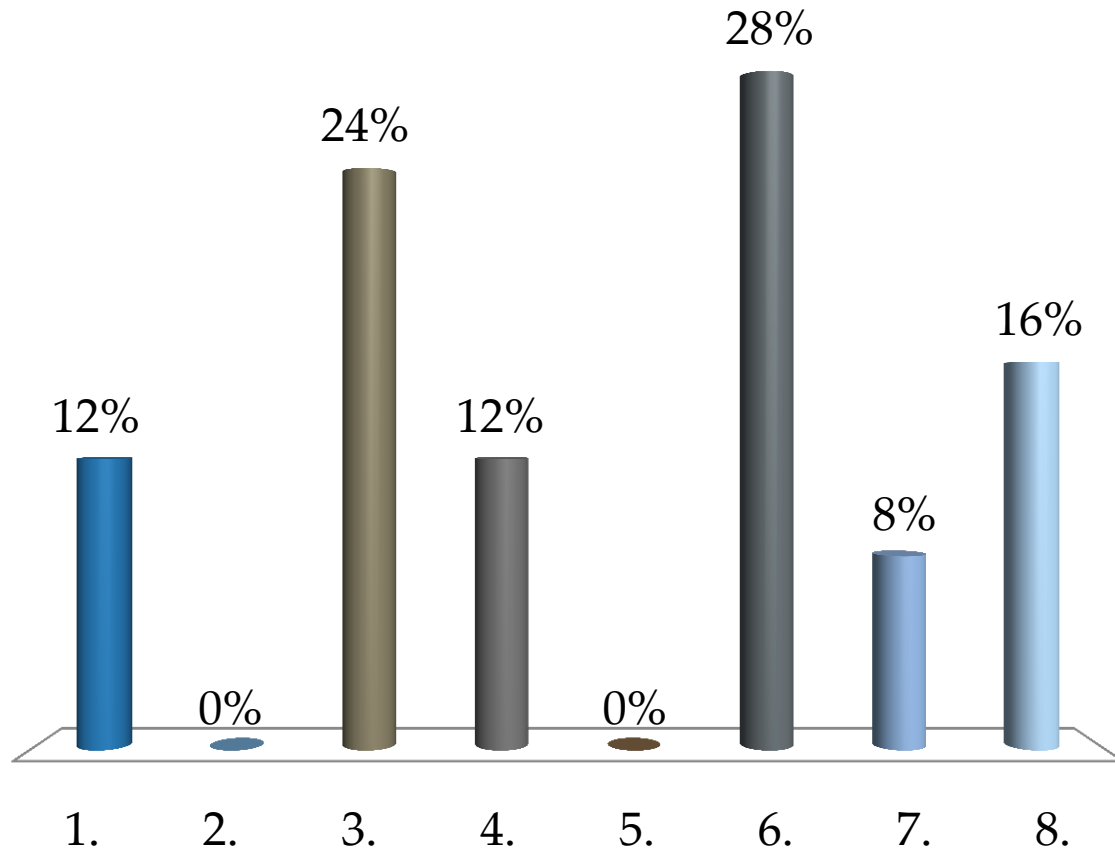
WHAT IS THE MOST SIGNIFICANT BARRIER TO ECONOMIC GROWTH?

1. Available Sites
2. Adequate Infrastructure
3. Existing Skilled Workforce
4. Ability to Attract People
5. Limited start-up support network
6. Other



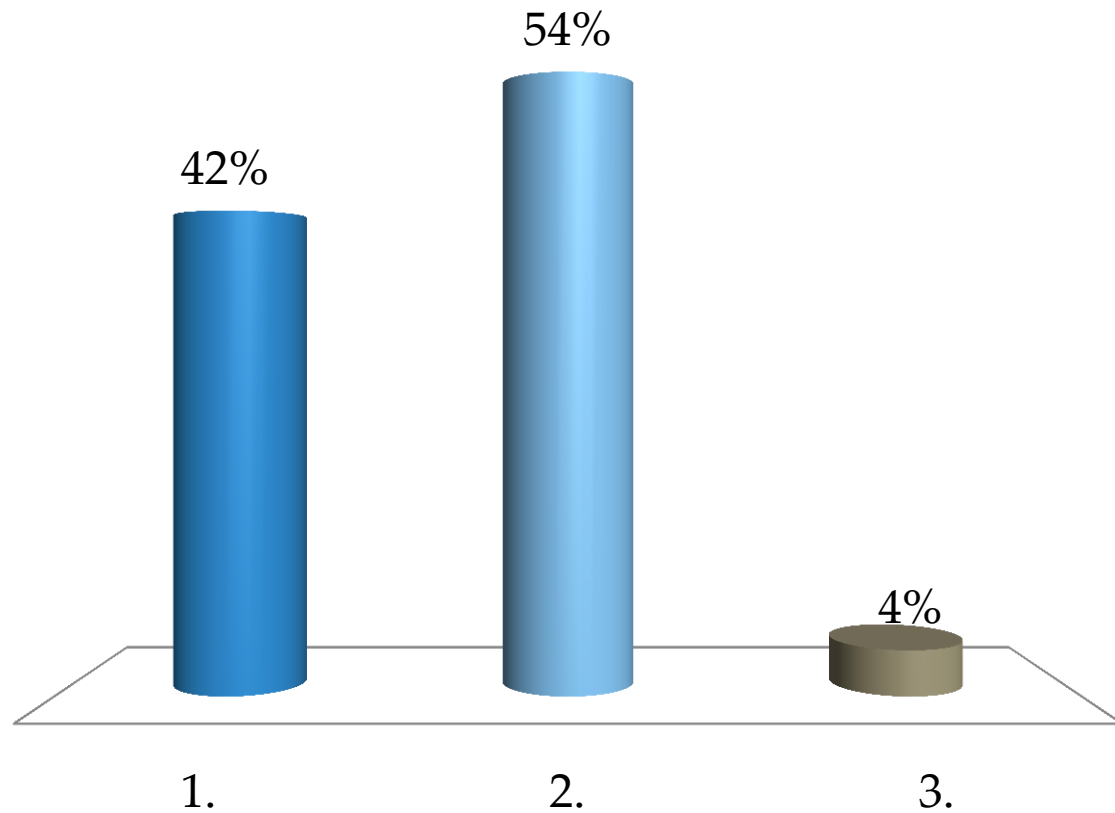
WHICH AREA OF INFRASTRUCTURE DOES THE CITY NEED TO ADDRESS?

1. Broadband
2. Water
3. Quality of Life Amenities
4. Stormwater Management
5. Sewer
6. Transportation
7. Power/Energy/Electricity
8. Other



WOULD YOU BE WILLING TO MEET AGAIN TO DISCUSS STRATEGIES FURTHER?

1. Yes, Early November
2. Yes, Mid November
3. No



HELP SHAPE THE FUTURE!

■ Attend the Opportunities Public Workshops

Monday October 3

Pizza Party!

5 pm – 7 pm

CY Middle School

at the Commons

2900 Cyclone Dr

Tuesday October 4

Ice Cream Social!

1 pm – 3 pm

Senior Center

1831 E 4th St

Wednesday October 5

La Cocina Catering

5:30 pm – 7:30pm

(Doors open at 5)

Imitate the Image

1124 North Elma St.

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HELP SHAPE THE FUTURE!

- Online Survey- Coming soon!
- Sign up for project updates
- Phase 4: Creating a Workable Plan
 - Implementation Strategies
 - Responsibilities
 - Costs

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