

WELCOME!



What is a Comprehensive Plan?

Generation Casper is the Casper's revised and updated Comprehensive Plan and Transportation Plan. The Plan (or Generation Casper) serves as a guide for policy changes, land use and transportation planning, economic development forecasting, and capital improvement planning.

- A land use policy document that will help to ensure efficient city services, adequate key infrastructure, and continued growth of Casper's unique quality of life.
- The City's last comprehensive plan update was nearly a generation ago, primarily based on data from the 1990s. Economics, demographics, and the areas of growth in and around Casper have changed dramatically since its publication.
- Provides an overview of the City's obstacles and opportunities; outlines future land use and transportation visions, principles, and goals; and includes a monitoring program for both implementation and necessary amendments to reflect changing conditions and values.

Process:



How can I make a difference?

- 1 Visit each station to learn about the Draft Plan
- 2 Provide feedback:
 - Via the comment form today
 - Visiting the website and taking the online questionnaire:
www.generationcasper.org

CHAPTER 1: OUR STORY

Plan Background & Organization

CHAPTER 1: OUR STORY

This chapter discusses the purpose and use of the Plan, how it is organized, and the process it took to develop it.



CHAPTER 2: OUR LIFESTYLE

This chapter reviews the baseline conditions and future trends for each of the planning themes. Each section includes data, a citizens’ perspective, and describes how these conditions influence the development of the Plan.



CHAPTER 3: OUR VISION

This chapter highlights the overall vision and direction for how the community grows into the future and identifies a series of principles and goals to support the community vision.

CHAPTER 4: OUR FRAMEWORK

Based on the community vision and principles and key trends, this chapter describes the Major Streets Plan and Future Land Use Plan.

CHAPTER 5: OUR PATH FORWARD

This chapter sets the Plan up for success by outlining the steps needed to embody and translate the contents of this Plan into action.

Who Uses a Comprehensive Plan?

The comprehensive plan is designed to be used by anyone interested in the future:

- City leaders can 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; and
- Decision-makers will use the Plan as a policy guide to inform land use and transportation planning, economic development forecasting, budget, timing for capital improvements, and in review of development proposals.



CHAPTER 1: OUR STORY

Plan Development

Over the past year, the Generation Casper planning process provided the public an opportunity to shape the planning for the community’s future. Generation Casper is a plan for all residents and reflects the community’s desires, concerns, and opportunities expressed throughout the planning process. Funding for the plan was provided by the City and Casper Area MPO. The planning process offered an unprecedented opportunity for the community to reflect, have a dialogue about the future of growth and

PUBLIC PARTICIPATION BY THE NUMBERS

There were multiple opportunities for public input at community events, forums, and workshops; through online surveys; and through City Council and Planning and Zoning Commission meetings. All events and opportunities were posted and publicized around the city, on the City and project websites, in project newsletters, and through social media.

7

PUBLIC MEETINGS

5

QUESTIONNAIRES

1,794

RESPONDENTS

6

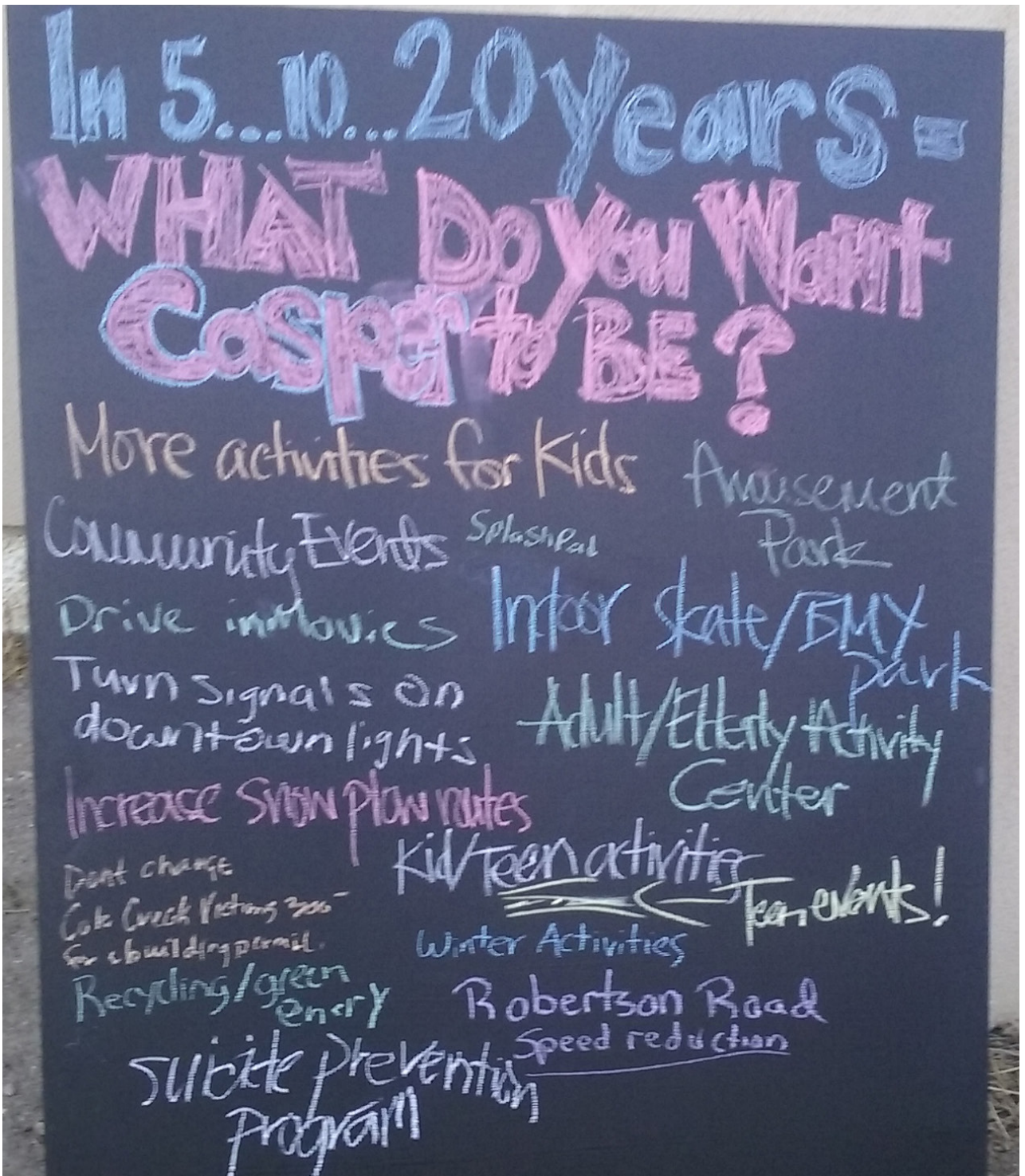
STEERING COMMITTEE MEETINGS WITH

16

MEMBERS

8

E-NEWSLETTER NOTIFICATIONS/UPDATES



BROADEN ENERGY INDUSTRY

FLEXIBLE BEAUTIFUL GREAT ENTERTAINMENT OPTIONS

MODERN TRANSPORTATION INFRASTRUCTURE

VALUE BASED MORE DIVERSE ENTERTAINMENT OPPORTUNITIES

FRESHEST AIR UTILITARIAN GREAT TOURIST STOP

ARTS AND CULTURE

UNIQUE

WALKABLE MILLENNIAL FRIENDLY

SENIOR ORIENTED DESIGN

GREAT RESTAURANTS

HISTORIC BUILDINGS

RECREATION OPPORTUNITIES

SMALL BUSINESSES

SAFE GREEN SIMPLE

DIVERSE ECONOMY

WINE BAR PROUD MODERN

ACTIVE PUBLIC SPACES DOWNTOWN MULTI GENERATIONAL PEDESTRIAN AND BIKE TRAILS

OUTDOOR RECREATION CITY

BIKE FRIENDLY DIVERSE HOUSING OPTIONS

INNOVATIVE

AMAZING RIVERWALK

THE HEART AND HUB OF WYOMING

WORLD CLASS FLY FISHING

DIVERSE FAMILY FRIENDLY

HIGH QUALITY OF LIFE

DOWNTOWN DEVELOPMENT

SMALL TOWN FEEL DOWNTOWN HOUSING

URBAN DENSITY EDUCATED WORKFORCE

YOUTHFUL

REVITALIZED ROOFTOP DINING MORE PARKS

24

"BOOK A PLANNER" TALKS/FOCUS GROUPS

16

COMMUNITY EVENTS ATTENDED

CHAPTER 1: OUR STORY

Community Created 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 set the stage for a vibrant future.



VIBRANT URBAN CENTER

Casper will work to realize untapped potential and foster a vast network of entrepreneurs to support a thriving Downtown and Old Yellowstone District 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.



UNDISCOVERED 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.

CHAPTER 2: OUR LIFESTYLE

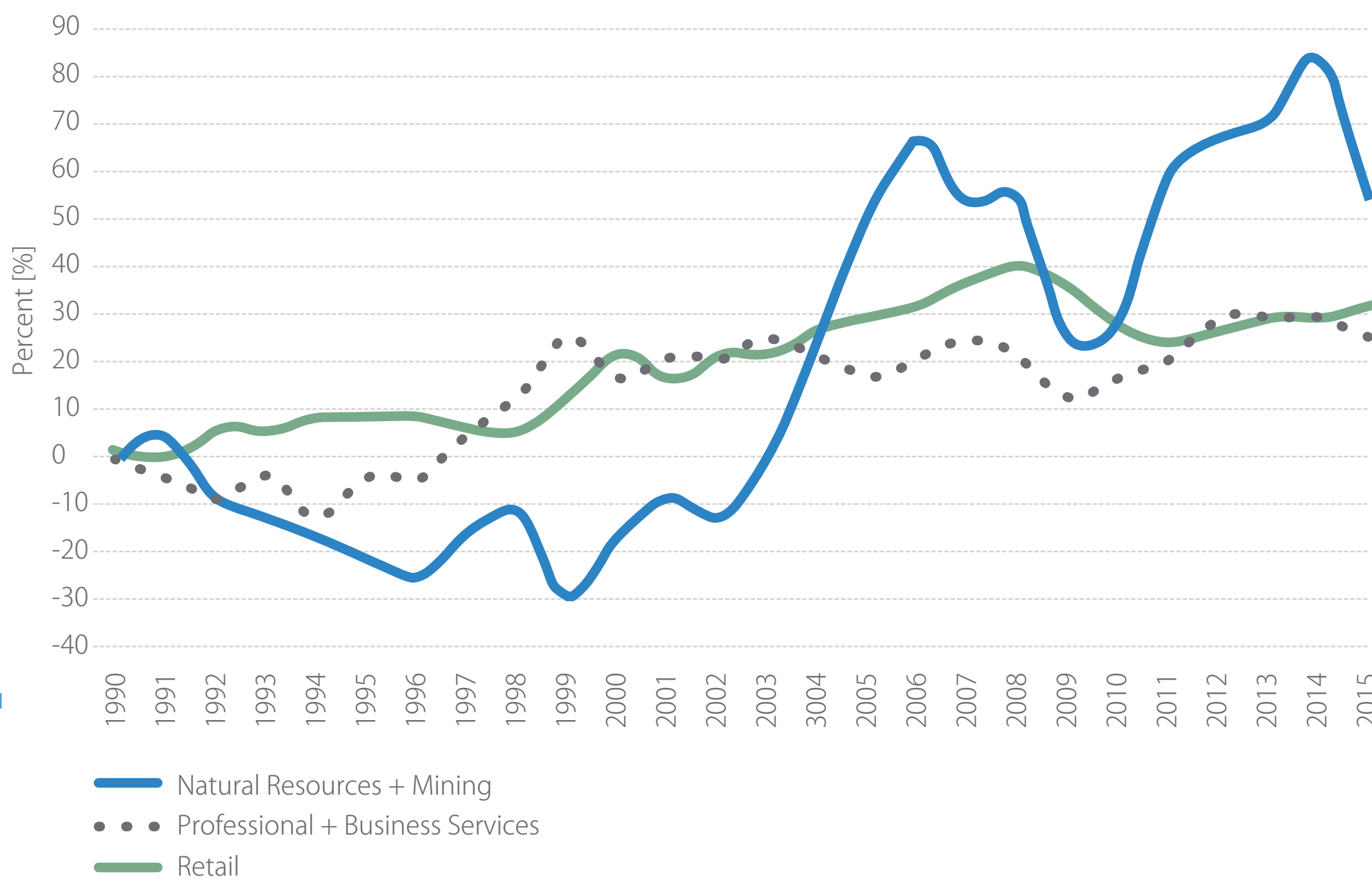
NEIGHBORHOODS & HOUSING: KEY POINTS + ASSUMPTIONS

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

Employment prospects in Casper have historically been volatile – rising and falling in response to both national business cycles and energy sector supply/demand forces.

Based on the natural increase rates, Casper has the potential for additional (but hard to predict) growth in housing needs.

WYOMING EMPLOYMENT, GROWTH SINCE 1990

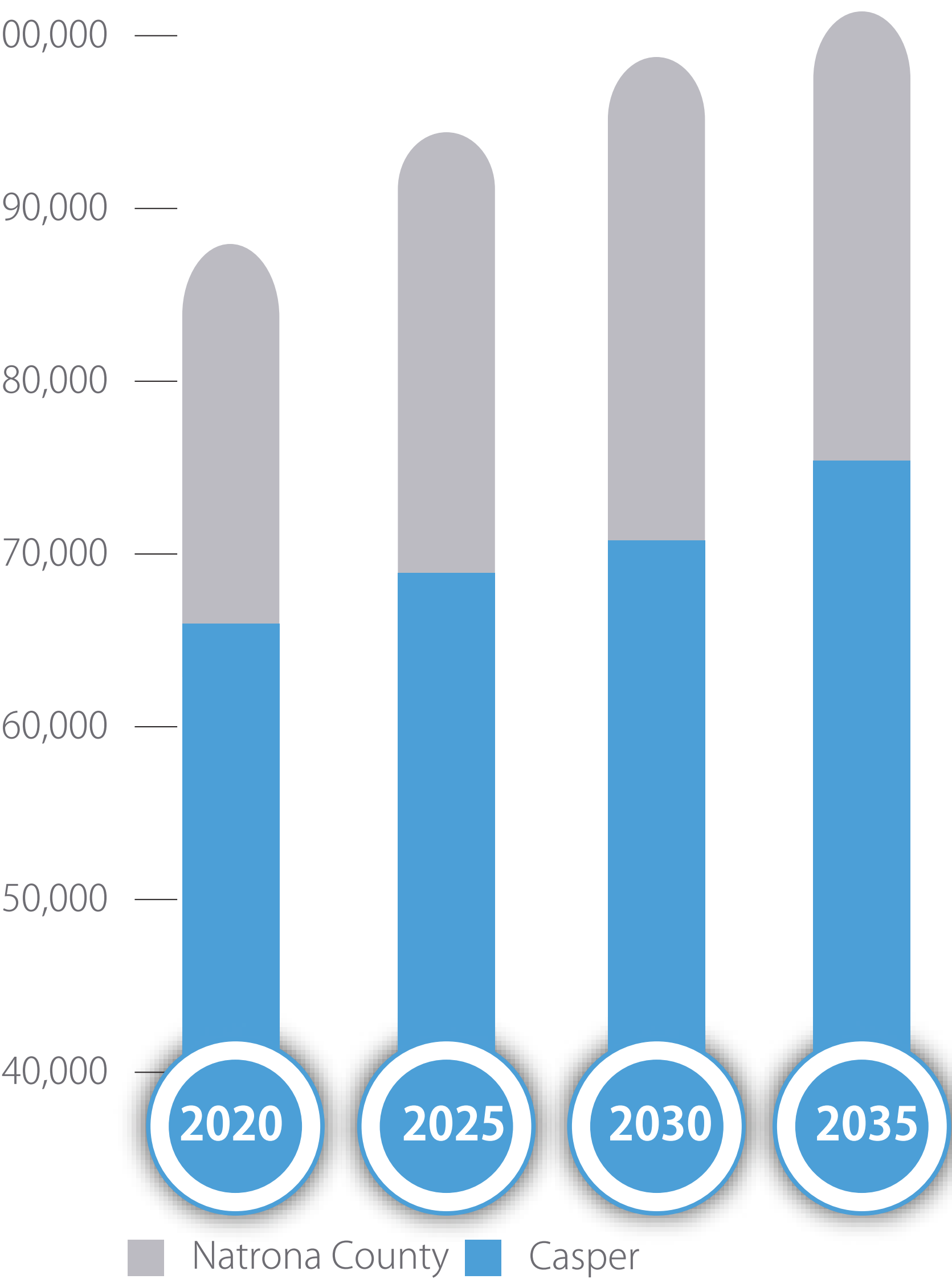


Source: Wyoming Department of Workforce Services (using BLS data)

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 single-family housing, respectively.

Opportunities for infill to satisfy housing needs are prominent.

POPULATION FORECASTS



Source: Wyoming Department of Administration & Information, Economic Analysis Division, 2015

2014 TOP 5 WYOMING INDUSTRIES BY EMPLOYMENT AND 2024 GROWTH PROJECTIONS (%)



31,499 JOBS
HEALTH CARE +
SOCIAL ASSISTANCE [19%]



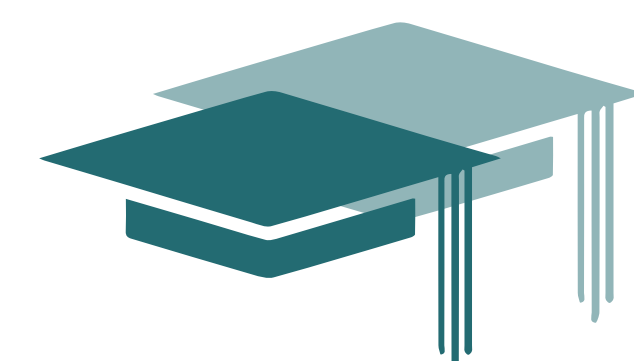
29,794 JOBS
RETAIL TRADE [6%]



27,291 JOBS
MINING, OIL +
GAS EXTRACTION [-23%]



32,321 JOBS
ACCOMMODATION +
FOOD SERVICES [12%]



28,476 JOBS
EDUCATION SERVICES [6%]

Source: Bullard, D. (2016). Wyoming Long-Term Industry Projections, 2014-2024. Research & Planning, Wyoming Department of Workforce Services. Retrieved from <http://doe.state.wy.us/LMI/projections.htm>Source:

EFFECTS OF ECONOMIC DIVERSITY

Wyoming has been fortunate to provide a high quality of life for its residents while claiming some of the nation's lowest tax rates. This has been possible due to extractive mineral and energy industries contributing a substantial amount of money to state and municipal budgets. In fact, roughly 65 to 70 percent of state revenue comes from extractive industries, more specifically from severance taxes and royalty payments.

Talk of economic diversity is nothing new in Wyoming. But a recent call for greater economic diversity in the midst of an economic downturn due to a slump in the energy industry has led Wyoming state and municipal leaders to think about what this means for government budgets. Economic diversity may not be financially beneficial to government entities because the current tax structure is focused solely on extractive industries.

ECONOMIC DEVELOPMENT KEY POINTS + ASSUMPTIONS

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

Retaining and employing local skilled young adults will be key to future economic stability. A skilled workforce is a key driver of the future economy.

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

Natrona County had one of the highest unemployment rates from June 2015 – June 2016, significantly higher than the average US.

Health care has been a growing industry in the US and Casper over the past 10 years.

"Families are the future; to thrive you need to appeal to all groups from single adults to young families, to growing families, empty nesters and retirement. The small town feel is important because it shows we care for each other, we look out for each other." - Public Comment

CHAPTER 2: OUR LIFESTYLE

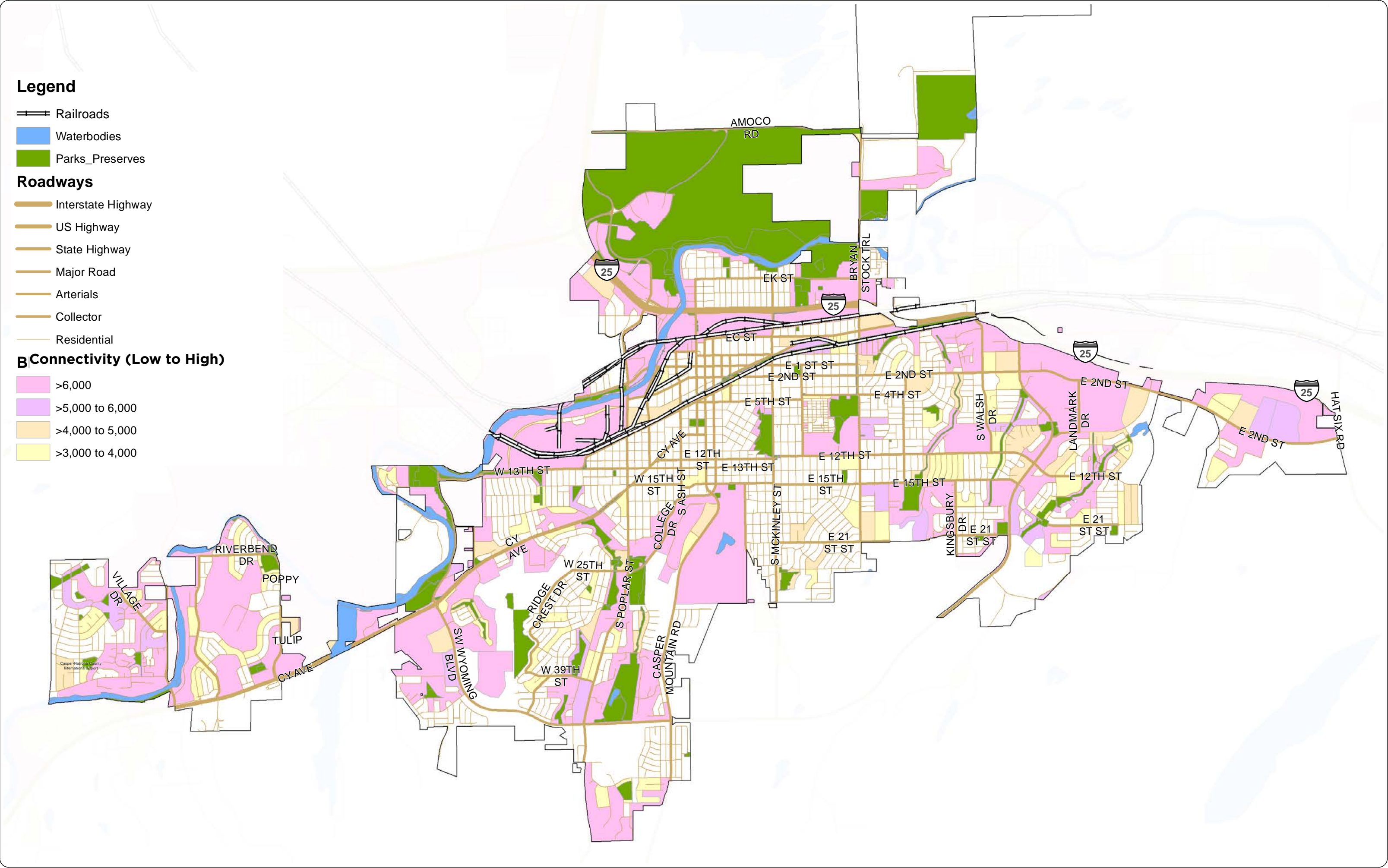
TRANSPORTATION KEY POINTS + ASSUMPTIONS

The automobile is the predominant means of transportation. Land use and transportation are mutually dependent on each other. If one is not well planned, the other suffers.

There is a desire for increased biking and walking transportation through better trails, bike lanes, more frequent transit service, and other infrastructure improvements.

The Casper Area Transportation Coalition (CATC), contracted by the City of Casper, provides “The Bus” for fixed route deviation and CATC buses for demand-responsive transit service. Not all of the metro area is served by “The Bus” on all days of the week.

Freight corridors passing through the Casper area include: the Burlington Northern and Santa Fe (BNSF) Railways, I-25, US 20/26, and SH 220.



NATURAL ASSETS & RECREATION KEY POINTS + ASSUMPTIONS

Fishing is a major recreational attraction. Blue ribbon trout fishing is available in the city and, in some cases, a few steps from your door. The North Platte River is the “centerpiece” of recreation in Casper. Fishing, trails, water recreation, and parks are available along the River. Approximately 45 miles of trails are found throughout the City of Casper.

Casper Mountain, with its associated trail network, and Hogadon Ski Area, provides a scenic backdrop as well as a recreational amenity.



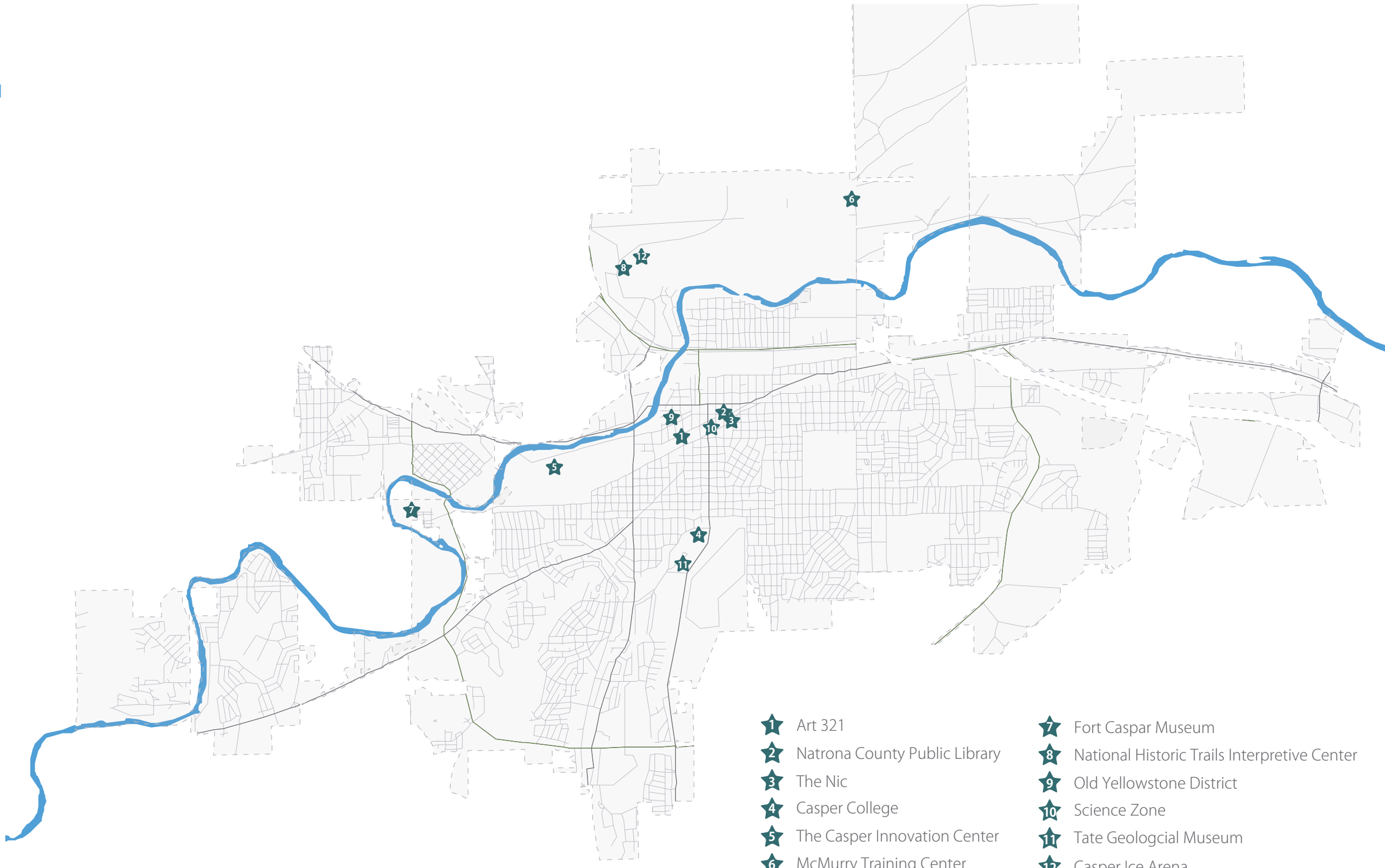
ARTS & CULTURE KEY POINTS + ASSUMPTIONS

Casper boasts one of the best contemporary art museums in the Rockies, The Nicolaysen Art Museum.

Citizens' increasingly acknowledge the importance and role of arts and culture in the community.

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

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



“Several researchers have argued that people are increasingly first choosing where they want to live and then seeking employment there. In today's economy, the ability to attract and retain creative human talent is the key to economic growth. In fact, the cities that are most successful in attracting workers are the ones that have exciting art and cultural offerings. The arts and culture sector is an integral part of the new economy.”

- Michigan State University, Impact of the Arts.

CHAPTER 3: OUR VISION

ENDLESS CHARACTER

ECH1. BALANCED USES: Encourage a balance of land uses and provide adequate space and distribution for all uses across the community through identified and planned locations.

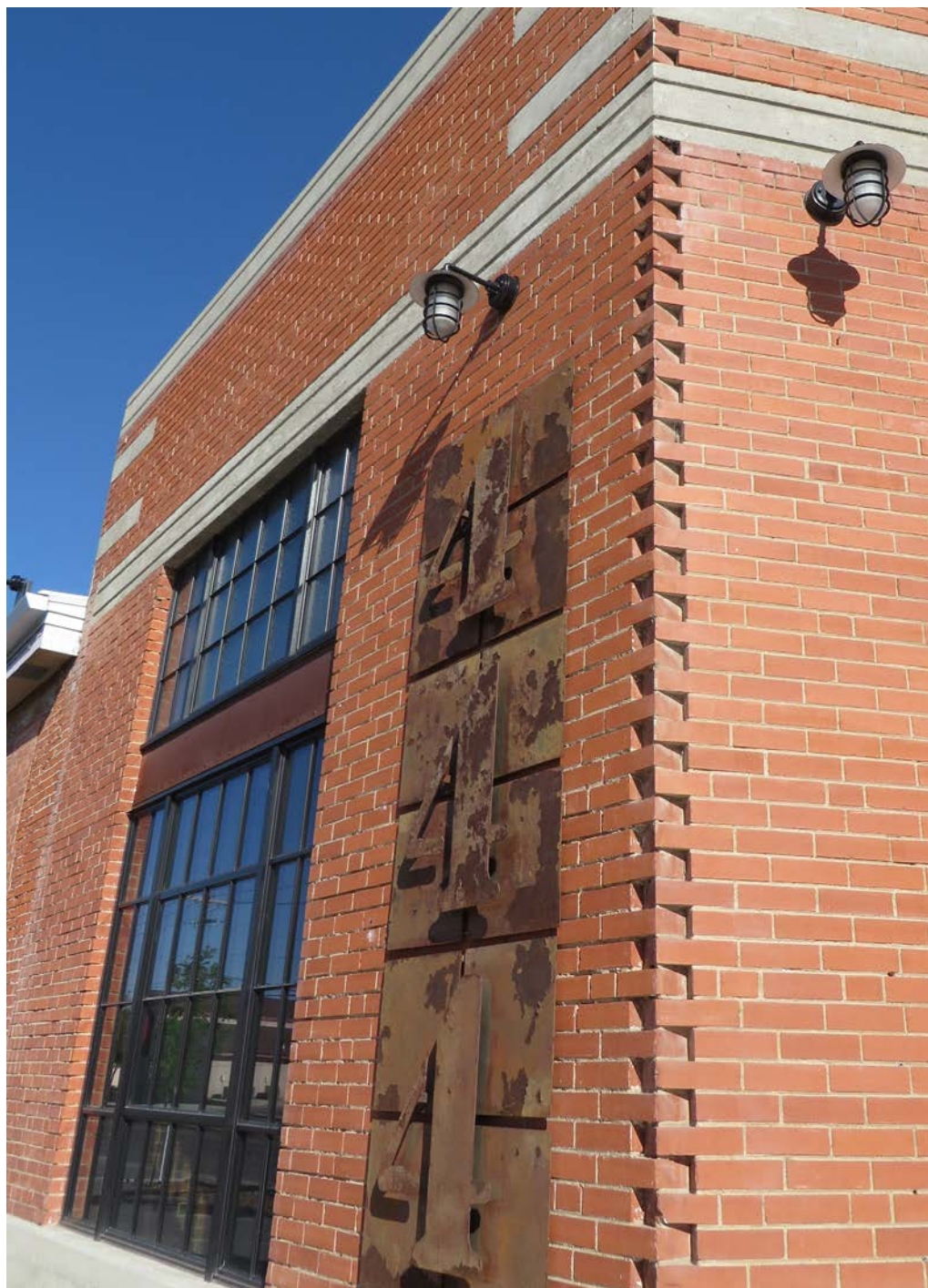
ECH2. INTENTIONAL GROWTH: Protect the intrinsic value of Wyoming’s wide open spaces by promoting redevelopment and infill. Growth should promote efficiency in the provision of services, and should not burden existing property owners in the City with increased costs to subsidize inconsistent development.

ECH3. WELCOMING GATEWAYS: Prioritize the development of pleasing community gateways that promote community pride and present a positive image for the community.

ECH4. STRONG CHARACTER: Convey a positive visual image of the community.



Center Street and I-25 beautification



URBAN GROWTH BOUNDARY

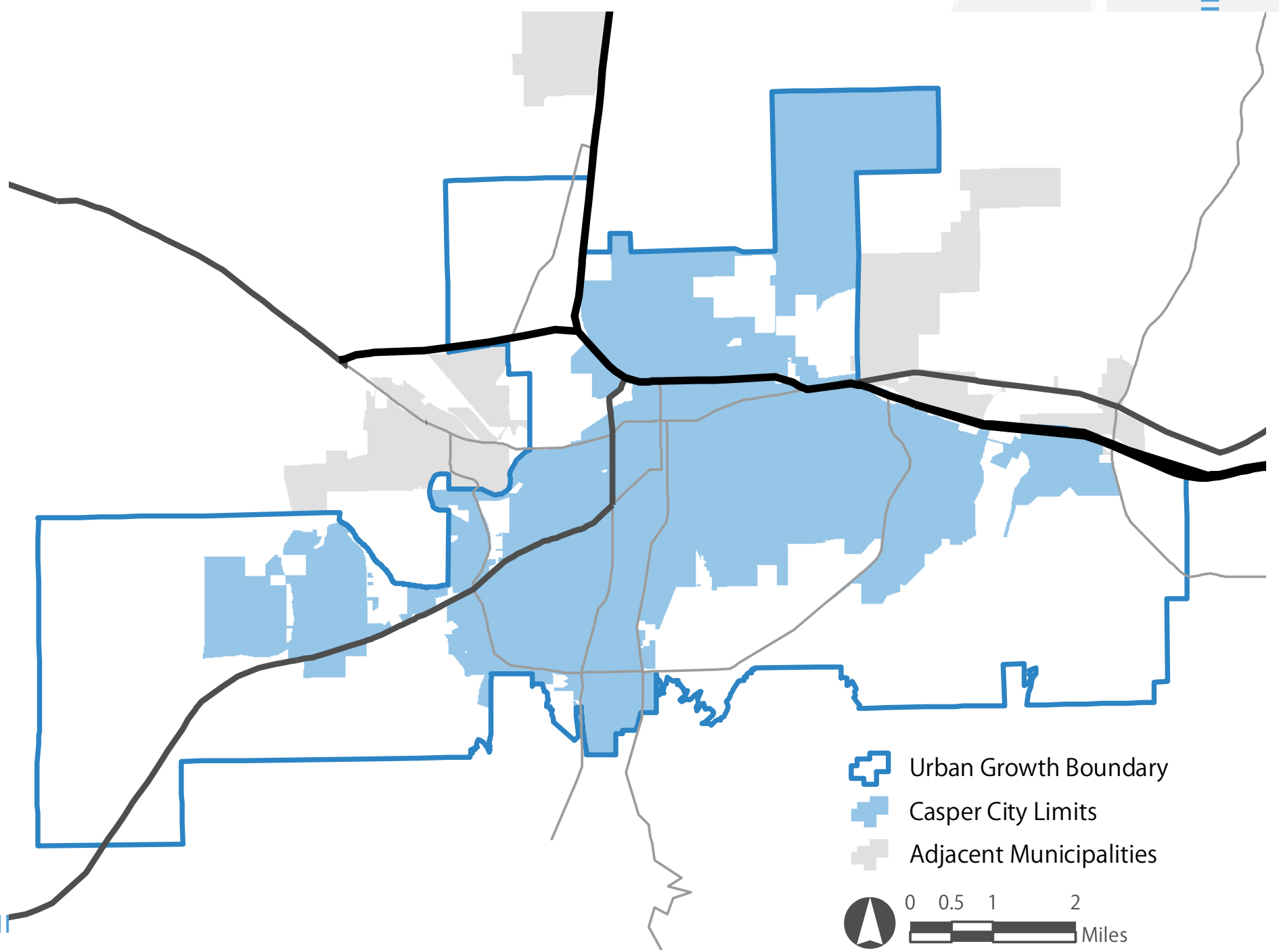
Growth management increases efficiency in emergency response, creates consistent development standards, preserves appropriate lands for agricultural and open space, and meets the principles and goals of the comprehensive plan.

Annexation is a legislative act and the City Council exercise their sole discretion in the annexation of lands to the City. Land to be annexed and the uses proposed for the land shall be consistent with the Comprehensive Plan. However, it has been a policy of City Council to not force annexation unless a property owner desires to obtain water and/or sewer utilities.

The City will encourage annexation of any land within the defined Urban Growth Boundary (UGB), particularly county enclaves.

It is the City’s policy to encourage growth within those areas that can currently be served by utility services, emergency services, and city infrastructure. Considerations for the future annexation of land shall include:

- contribution to the City’s property and sales tax base;
- diversification of the employment base;
- the City’s water and sewer policies;
- provision of a wider range of goods and services; and
- provision of a wider range of housing opportunities for all economic groups.



CHAPTER 3: OUR VISION

Vibrant Urban Center

VUC1. HOLISTIC CORE: Increase the social vitality of Downtown and the Old Yellowstone District (OYD) by creating a mix of land uses, housing, neighborhood services, and a range of activities.

VUC2. THRIVING CENTERS: Strengthen the economic role of Downtown and the OYD as a unifying element for Casper through unique and diverse uses.

THE ART OF PUBLIC SPACES

A Montreal, Quebec neighborhood took an innovative approach to developing public places, despite their limited supply of urban open space and short supply of warm weather. Using San Francisco’s Parklet Program as a model, Montreal recruited fabricators and artists to transform used shipping containers into unique public spaces, complete with planters, seating, and cut out windows.

The structures occupy three parking spots and provide a durable, low-cost – the financial investment is often a public/private partnership – option to businesses interested in nearby curbside seating, and they have the added benefit of creating more human connections and engagement.

Casper's David Street Station, pictured below, is poised to be a unique public space.



Alley from David Street Station to parking garage



Distinctive Regional Hub

RH1. COMPLETE COMMUNITY: Position Casper as a medical, shopping, cultural, and educational hub.

RH2. RENOWNED TOURISM: Promote Casper’s tourism industry and regional retail prominence.

RH3. CULTIVATED ECONOMY: Expand and diversify the City’s economic base and create an environment to foster and grow businesses.

RH4. HEALTHY LOCAL ECONOMY: Develop a network of collaborative industries that focus on growing local small businesses.



Eastside Retail

“As a small business owner I see firsthand that we need a more highly educated workforce from which to select employees.” - Public Comment

CHAPTER 3: OUR VISION

Enhanced Connectivity

EC1. MAINTAINING A BASELINE: Develop consistent and reliable standards and maintenance plans for future growth to ensure transportation needs are met in the future.

EC2. INTEGRATED TRANSPORTATION NETWORK: Integrate land use patterns and transportation facilities as the strategic framework.

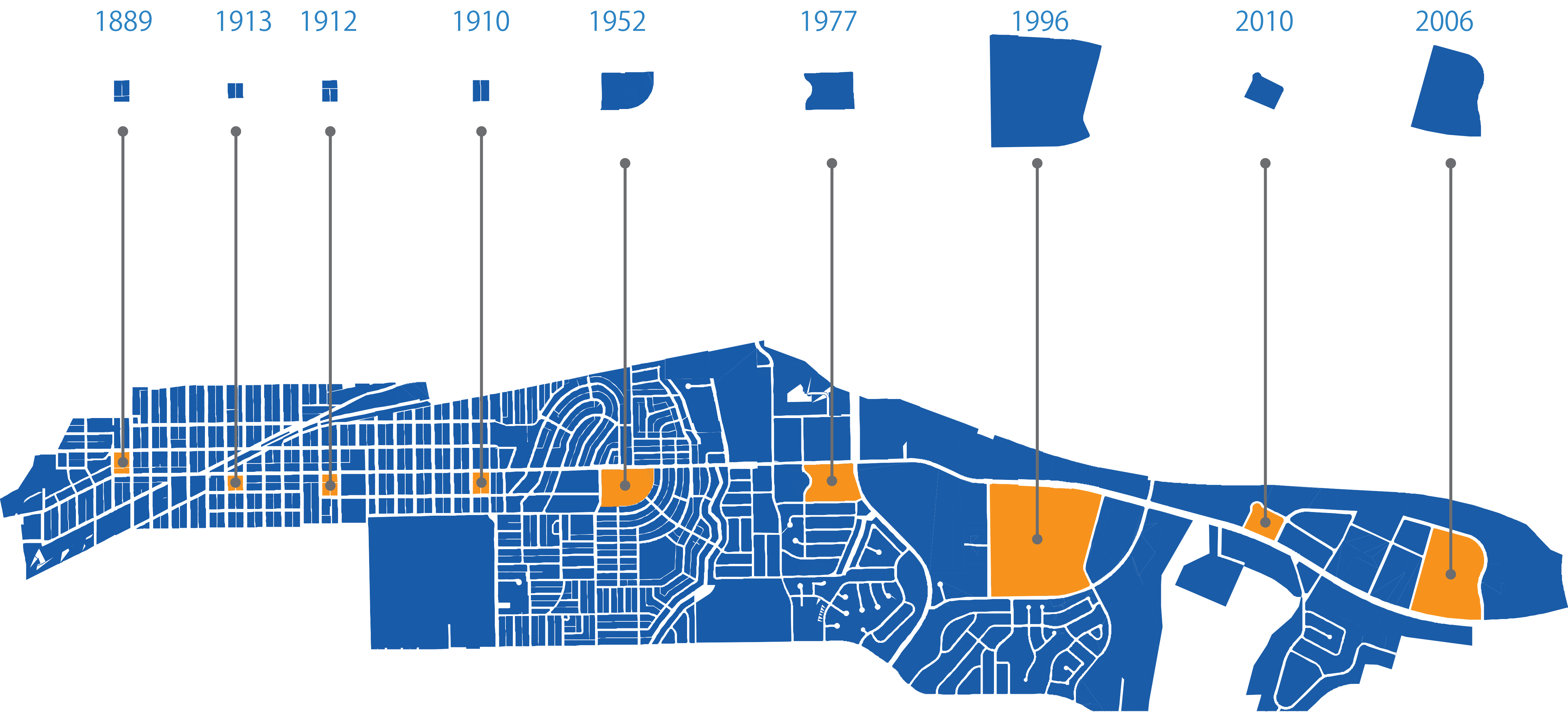
EC3. IMPROVED ACCESSIBILITY: Connect residents to their destinations through integration of all modes and accessibility.

EC4. ENHANCED NETWORK: Create a balanced transportation network that manages the movement of goods and people across all modes.

EC5. MODERN UTILITIES/INFRASTRUCTURE: Ensure that adequate utility infrastructure and capital facilities are in place.



COMPARING BLOCK SIZES AND THE EFFECT OF STREET NETWORKS ON SHAPING URBAN FORM AND DEVELOPMENT BY YEAR PLATTED



AUTO TRIP REDUCTION

The concepts of block configuration, roadway spacing, driveway and intersection spacing, mix of uses, and interconnected development all play a role in reducing the length of vehicle trips and number of vehicles on the roadway. The benefits of reducing automobile trips are numerous and can include the following:

- reduced roadway maintenance costs;
- fewer accidents;
- smaller roadways and intersections (lower construction costs);
- decreased air pollution and carbon emissions;
- fewer conflicts for bicyclists and pedestrians; and
- increased physical activity.



CHAPTER 3: OUR VISION

Undiscovered Quality of Life

UQL1. STABLE NEIGHBORHOODS: Ensure neighborhoods retain a complementary character across architectural form and use, yet allow for unique and creative design solutions amongst neighborhoods.

UQL2. QUALITY NEIGHBORHOODS: Encourage a small town feel by utilizing a variety of housing options that are supported by a safe and efficient transportation system, neighborhood services and amenities for all household types.

UQL3. RICH CULTURE: Promote an unexpected quality of life through art, community facilities, and enhanced community pride.

UQL4. INTEGRATED PATHS: Create a vast network of interconnected open spaces and recreational resources.



Recreational Opportunities along the North Platte River

DEVELOPING A MAKERS' DISTRICT

East of the downtown would be a prime location for a “Makers’ District”. Growing in popularity across the US, these districts transform vacant, industrial areas into work-live spaces for industrial, manufacturing, agricultural and creative industries. By revitalizing industrial areas and including affordable housing options, Casper would be able to build on existing human capital and housing stock. This area would capitalize on affordable land costs of the underutilized land close to the urban core, strengthening Downtown’s vibrancy in the process. Current hurdles to this type of development include zoning regulations and building/safety codes.

Embracing the River

ETR1. OUTDOOR CITY: Promote Casper as an outdoor city and capitalize on its natural assets.

ETR2. CELEBRATED RECREATION: Offer parks and recreational facilities to meet the needs of residents and visitors.



Trailhead connecting the urban center to the river



RIVERFRONT SUCCESSES

The Columbus, Indiana Redevelopment Commission designated a riverfront district to enhance the city’s appeal, improve economic vitality, and optimize the enjoyment of its natural features.

The creation of the Riverfront Development District removed downtown development barriers and allowed the State of Indiana to grant a district-wide liquor license.

CHAPTER 4: OUR FRAMEWORK

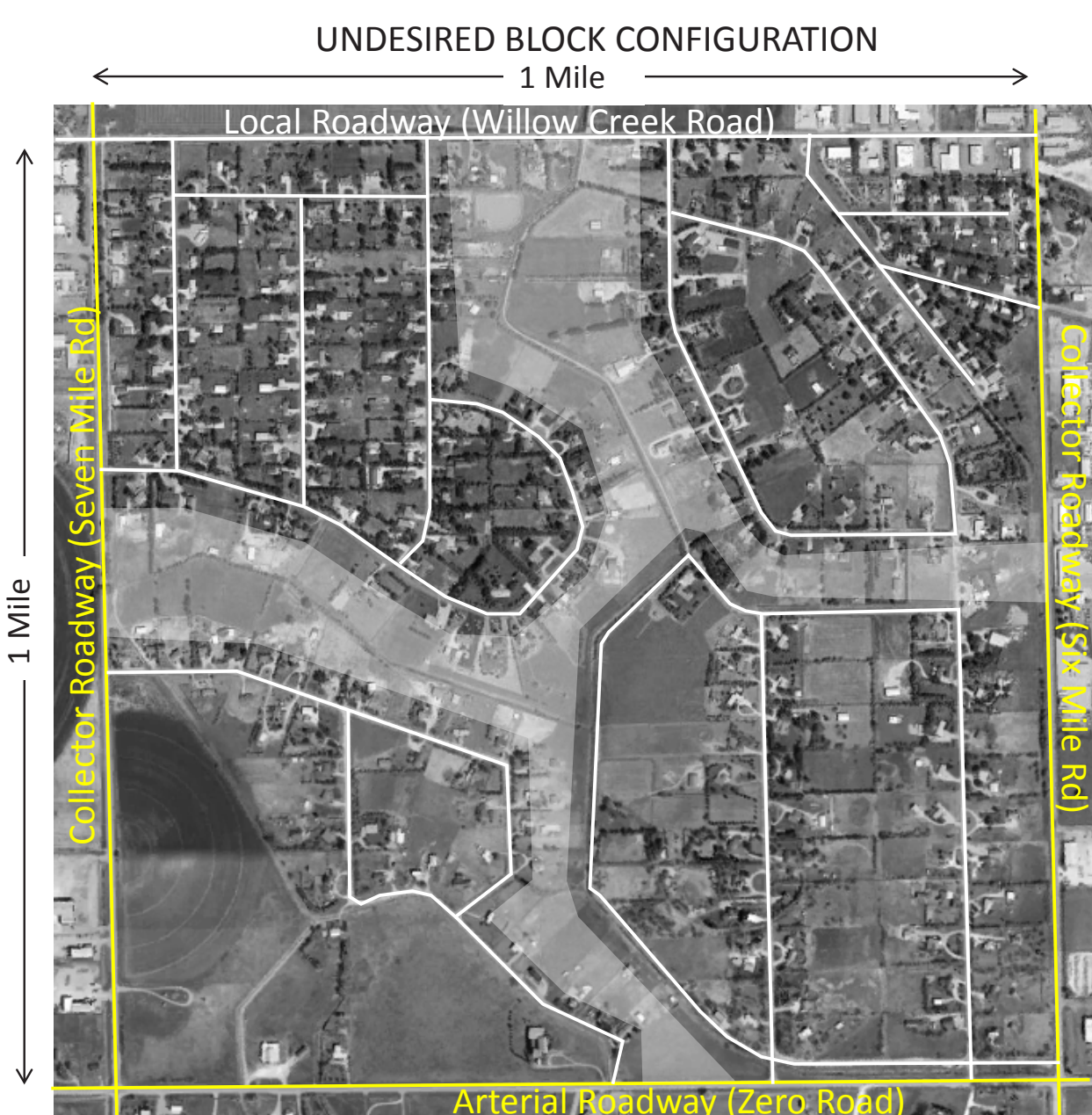
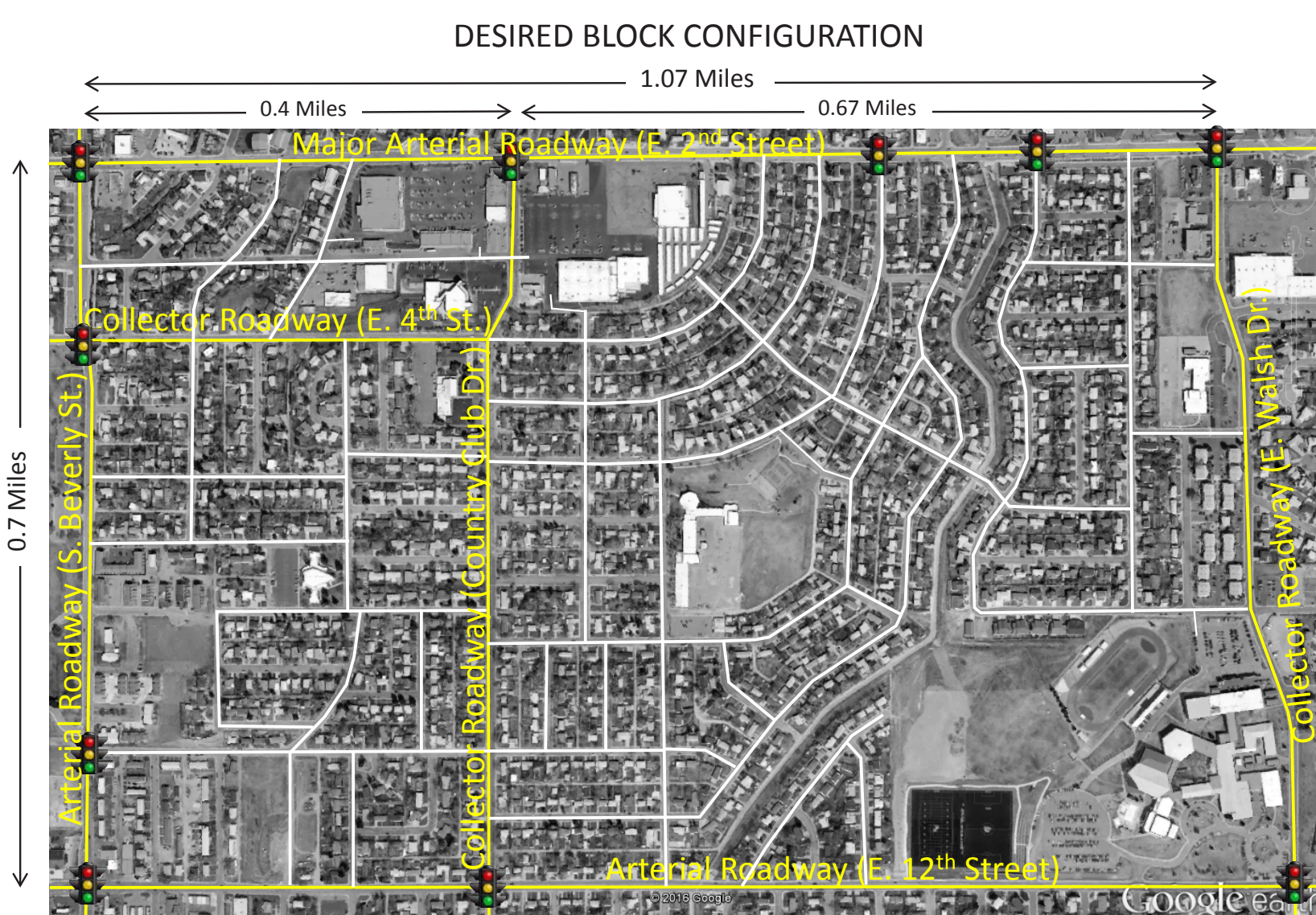
Major Streets Plan

The Major Streets Plan serves as a guiding map for development of an adequate and properly-spaced network of major roadways (i.e., arterials and collectors) for buildout of Casper within the Urban Growth Boundary (UGB), and to help achieve desired land use patterns and the benefits described in the previous section. It shows where right-of-way should be preserved and provides a framework from which planners can evaluate future infrastructure needs when funding opportunities arise. A Major Streets Plan is especially beneficial when updating the Capital Improvement Plan (CIP) in order to prioritize future planned roadway projects.



The Major Streets Plan outlines desirable conditions for:

- mix of uses
- block configuration/interconnection
- roadway spacing/block size
- access management
- auto trip reduction
- bike and pedestrian infrastructure



Avoid



Promote



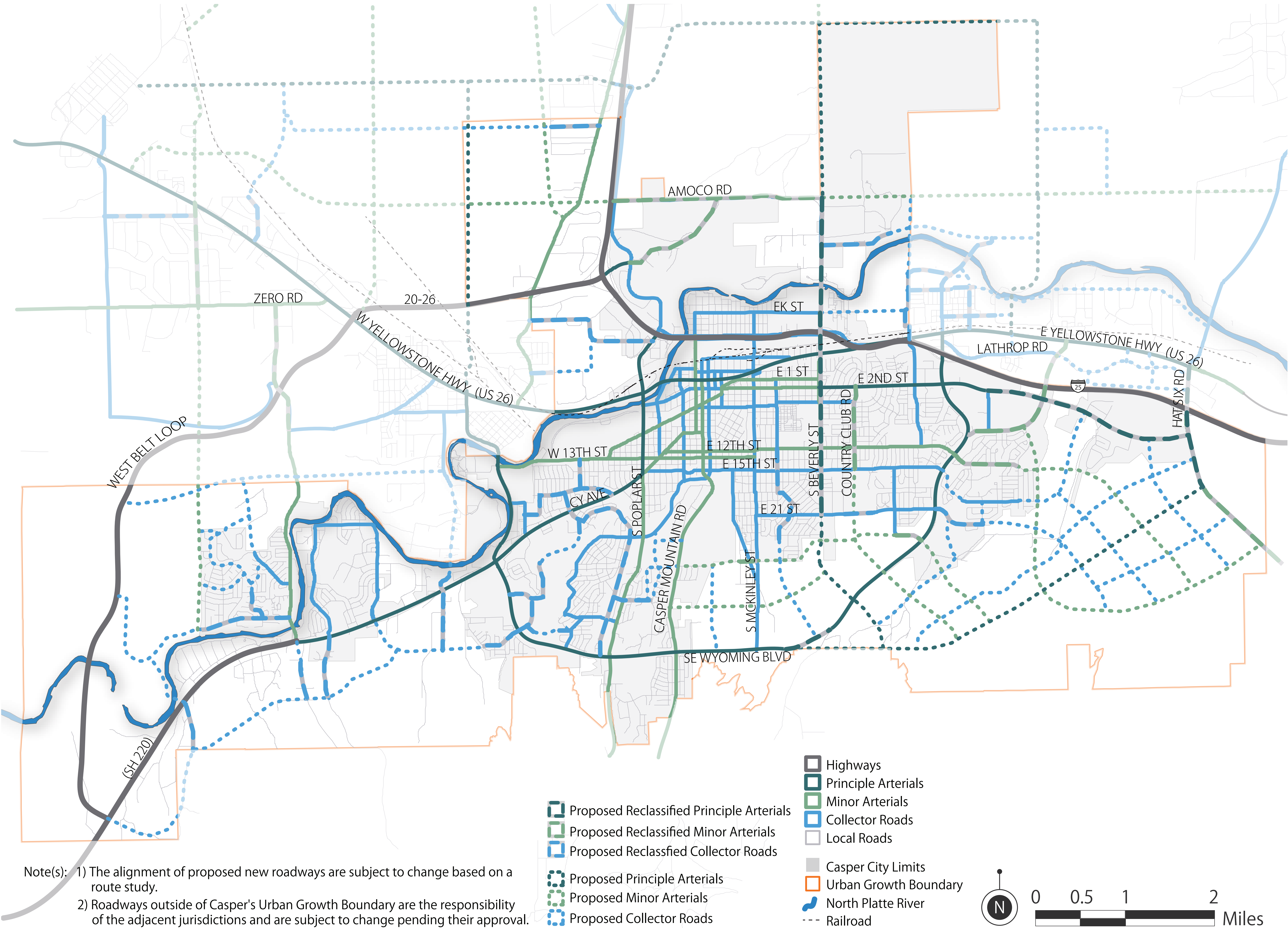
Encouraged Land Use Form



Discouraged Land Use Form



MAJOR STREETS PLAN



CHAPTER 4: OUR FRAMEWORK

Future Land Use Plan

Development approvals, capital improvement programs, and implementation ordinances should all consider and be consistent with the FLU categories indicated on the FLU Map. The FLU categories are described on the following pages. These categories are guidelines and should inform any changes to the regulatory zoning categories.



Neighborhood 1 is the lowest density residential development and are primarily adjacent to open space and industrial uses on the fringe of the community. Density of development should be clustered to protect open space and view corridors. This land use surrounds much of the City and acts a transition from rural County development to future City annexation areas. New neighborhood development outside of city limits should follow city standards. This use is not encouraged in mass across the community.



Neighborhood 2: Single- and multifamily neighborhoods built on a traditional development pattern, served by a highly connected street pattern, and interspersed with schools, public facilities, walkable neighborhood amenities, parks and trails. This designation exists throughout most of the City. A neighborhood center and park and/or open space should be integrated within every neighborhood.



Neighborhood 3: Higher density neighborhoods near commercial centers and major corridors. Housing is built adjacent to sidewalks. To meet the needs of people in all stages of life, this neighborhoods are supported by a multimodal network, pocket parks, and public gathering spaces. Small offices, civic uses, and community uses (churches, daycare, etc.), that support the surrounding residential, would be acceptable, as necessary.



Neighborhood Centers are strategically located areas throughout Neighborhoods 2 and 3 that include a variety of housing types and provide services to their immediate neighborhood area. Neighborhood Centers typically consist of offices, small grocery, and/or restaurants. Size, scale, and intensity of use fit into the context of the neighborhood, and Centers are highly connected and pedestrian- and bicycle-friendly.



Community Centers are a concentration of commercial activity serving a larger area than a neighborhood center but do not draw from the uniqueness of the Urban Centers. These areas may include some mix of higher density residential uses and multi-story buildings are encouraged. Transportation access balances all modes of traffic. Adjacent land uses would include denser residential land uses.



Downtown and the Old Yellowstone District is designated the only **Urban Center** in Casper and serves as a centrally-located regional attraction for shopping, entertainment, culture, arts, and public events, and offers a location for public gathering and community pride. A diversity of housing types at various price points are integrated with restaurants, bars, retail stores, offices, coffee shops, civic services, theatres, and museums.



Employment Mixed Use Centers include a variety of regional, job-creating, civic, and medical uses with integrated essential services. Building type may include free-standing, mid-rise, office, medical, and educational buildings in a unified campus setting with high-quality design. Residential may consist of live/work dwellings, loft housing, and other similar uses that may be ancillary to the employment as well as senior housing.



Employment Centers are areas of high economic base located near regional transportation corridors, and include business parks, manufacturing facilities, distribution centers, and industrial uses. These areas support large industrial employers in more suburban development patterns, yet provide an intense workplace that serves both the City and the larger region. Generally, these areas are not compatible with residential uses.



Parks and open space

CHAPTER 4: OUR FRAMEWORK

Future Land Use Plan

The Comprehensive Plan and Future Land Use (FLU) Plan are the primary tools that Casper uses to guide growth and development to ensure efficiency in the provision of service and the protection of the community’s health, safety, and welfare. Therefore it is important to continually evaluate what changes need to be made to ensure that the community grows the way it desires. Future development proposals and ordinances should be consistent with the categories and the FLU map.

GOALS

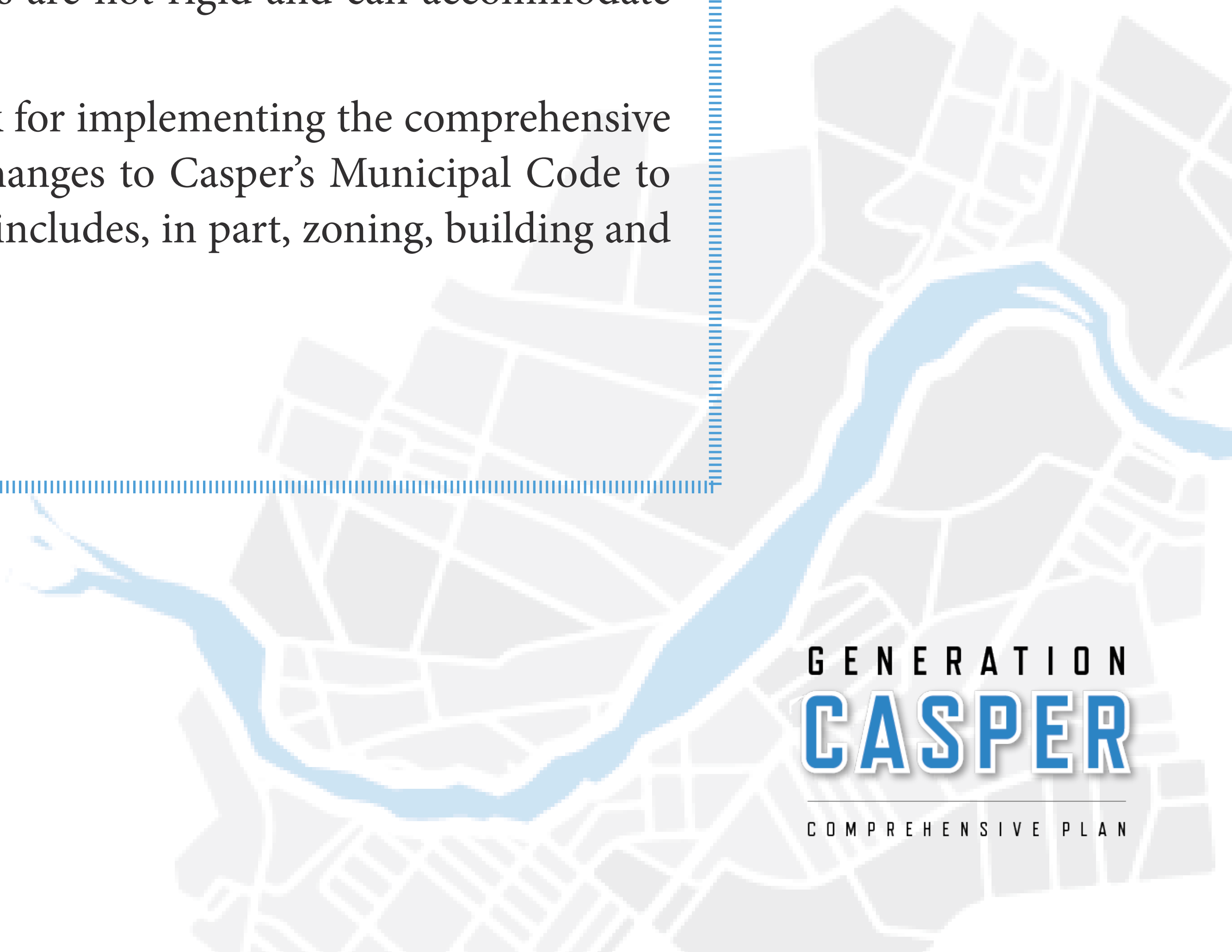
- The FLU Plan needs to:
- be flexible, adaptable, and aspirational;
 - coordinate with transportation planning efforts;
 - address potential future development; and
 - serve as a guide to the City Council and to the Planning & Zoning Commission.

- The FLU map is an illustrative map that identifies the physical distribution of land uses.
- The FLU Map and FLU category descriptions, built off of and coupled with the principles and goals, help direct citywide development patterns and infrastructure improvements to achieve the overall community vision.
- General recommendations of the FLU Plan form the basis for zoning and municipal code regulations.

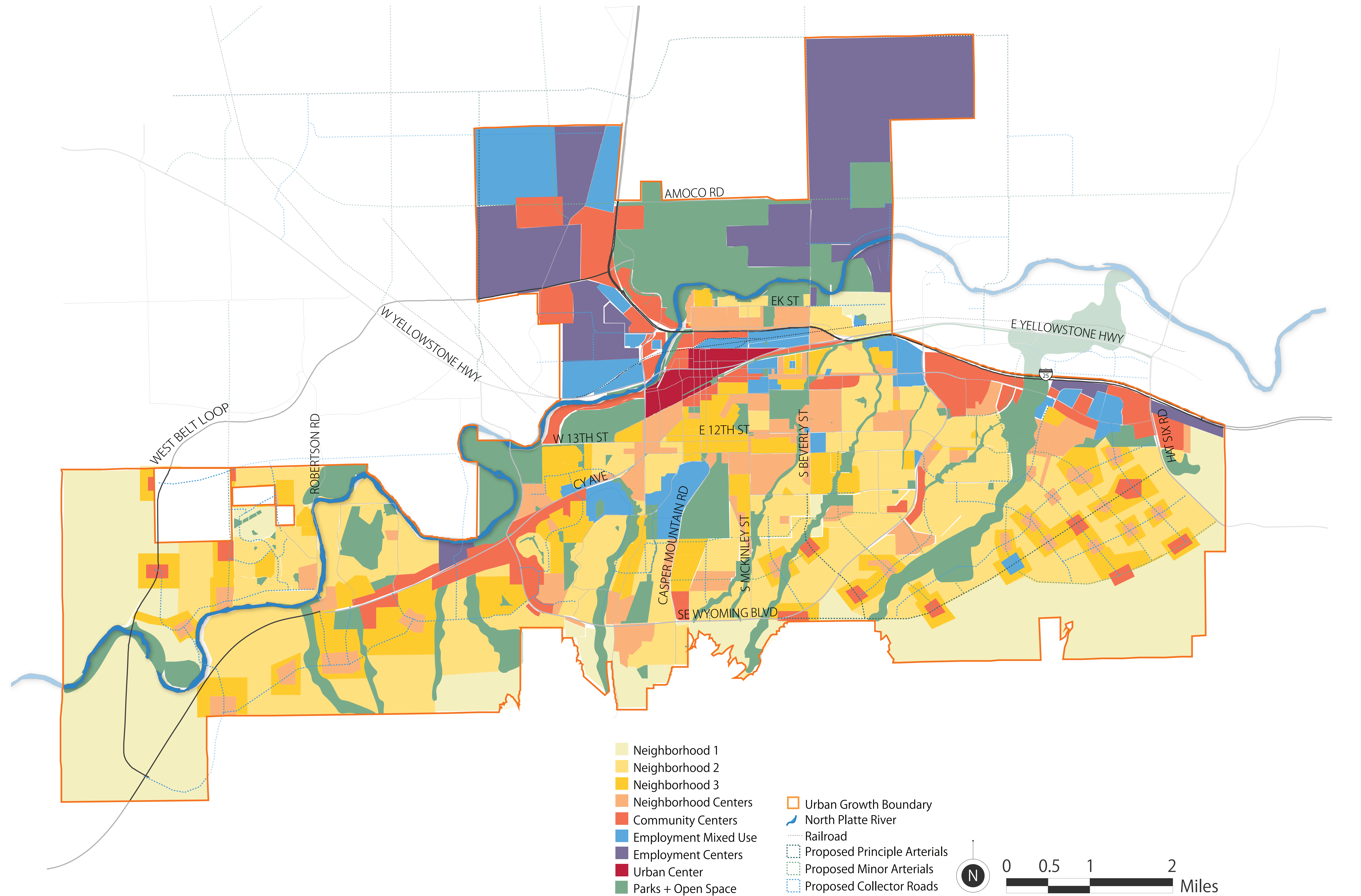
ZONING VS. LAND USE

Zoning is a regulatory tool that implements the FLU Plan through requirements, incentives, and enforcement. The FLU categories should be used for guidance, and should inform any changes to zoning categories. The FLU Map is not a zoning map; the boundaries between land use designations are not rigid and can accommodate reasonable rezoning requests near the boundaries.

The city must ultimately provide developers with a regulatory framework for implementing the comprehensive plan and the FLU. The FLU Plan is codified through zoning. Specific changes to Casper’s Municipal Code to implement the Comprehensive Plan are outlined in Chapter 5. The code includes, in part, zoning, building and construction, streets and public places, and health and safety.



FUTURE LAND USE PLAN



CHAPTER 5: IMPLEMENTATION

KEY IMPLEMENTATION STRATEGIES

While this plan focuses on efforts to maintain and increase the quality of life in Casper, this plan can also serve as a strategy to reduce long term costs by managing growth, encouraging infill, and exploring new ways to finance infrastructure. Growth, while positive and encouraging, can create detrimental and long lasting impacts to city services when left unchecked. The land use plan addresses how growth should be achieved, and prioritizes implementation based on strategies. Generation Casper’s implementation will take the effort of not only the City, but organizations, developers, and the greater community.

The following priorities have been set as short-term actions to implement Generation Casper with minimal capital and personnel costs:

- A focus on reducing infrastructure and long term maintenance costs and impacts to city services through limited growth:*
- A focus on zoning code changes:*
- A focus on rethinking infrastructure financing:*
- A focus on working with partners to complete a City-wide economic development strategy for Casper:*

What strategies do think should be focused on?
(You can also provide your answers on the questionnaire)

