

CHAPTER 3: OUR VISION

OVERVIEW

This Chapter includes a framework for the community vision. Each framework includes a series of principles and goals that represents the vision. The community has identified the following visions as priorities:

- Endless Character
- Distinctive Regional Hub
- Vibrant Urban Center
- Enhanced Connectivity
- Undiscovered Quality of Life
- Embracing the River

The principles and goals begin to put the community's vision into action. Using the vision and supporting data as a basis, these statements reflect Casper's aspirations and foundation for future decision making.

Some of the principles and goals from the previous 2000 Comprehensive Plan were brought forward but refined to achieve the community's updated vision.

The principles and goals should provide a guide to all future land development, city initiatives, and organizations within Casper to forward the vision of the community. The City is not solely responsible for implementing the Generation Casper Comprehensive Plan. Specific strategies and the roles of the community for implementing the Plan are outlined in Chapter 5.

Each of the principles is linked to community input, previous plans, best practices and/or data gathered. On the following pages, these symbols are shown to highlight the support for each big idea.



COMMUNITY INPUT



PREVIOUS PLANS



BEST PRACTICES



DATA GATHERED/TRENDS

THE VISION is an overall statement with six supporting statements that describe desires for the future and are based on values of the community.

THE PRINCIPLES provide direction for both City and private development to achieve the Vision.

THE GOALS are more detail-oriented tasks to achieve the Principles.

THE STRATEGIES outline a series of methods supported by anticipated funding, responsible parties, and a timeline to implement the overall Vision. Strategies are detailed in Chapter 5: Our Path Forward.



OUR VISION FOR 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 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

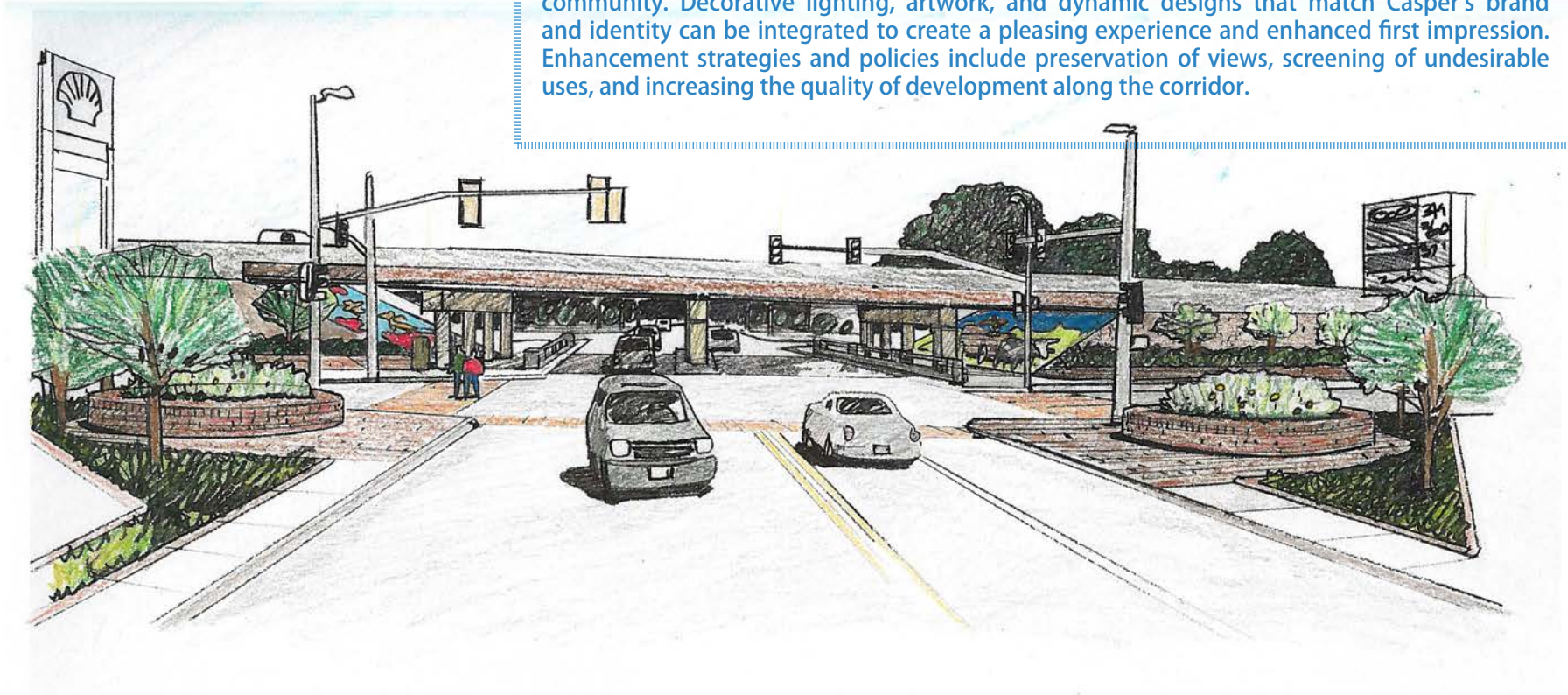
Casper will be comprised of creative, safe, family-friendly neighborhoods, and gathering areas where all residents and visitors can enjoy rich culture, stunning vistas, vast open spaces, recreational opportunities, and big city amenities.

ENDLESS CHARACTER

CASPER WILL CULTIVATE A DYNAMIC, WELCOMING COMMUNITY WITH GROWTH AND REDEVELOPMENT BASED IN BEST PRACTICES AND HISTORY THAT SETS THE STAGE FOR A VIBRANT FUTURE.

I-25 ENTRYWAY BEAUTIFICATION GUIDELINES

The I-25 corridor has eleven different bridge or underpass structures. As a result, these dominant elements in the landscape hold the most potential to create a favorable impression for the community. Decorative lighting, artwork, and dynamic designs that match Casper's brand and identity can be integrated to create a pleasing experience and enhanced first impression. Enhancement strategies and policies include preservation of views, screening of undesirable uses, and increasing the quality of development along the corridor.



Center Street and I-25 beautification

Principles and Goals

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.



ECH1-1. Public Safety: Working with the Police Department, integrate safety by design principles into public amenities and ROWs including lighting, site layout, maintenance, visibility, etc.

ECH1-2. Commercial and Employment Space: Promote the redevelopment of underutilized commercial and industrial space to accommodate new uses.

ECH1-3. Annexation: Annex contiguous areas into the City only in situations where development meets city standards; when the visions, principles, and goals of Generation Casper are furthered; and full city services can be provided.

ECH1-4. Housing Space: Promote land use patterns that provide adequate housing of all types, supported by integrated parks and services.

ECH1-5. Fair Housing: Provide a range of attainable and affordable housing throughout the community with equal access to fair housing (meaning equal housing opportunities free from discrimination, as according to HUD).

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.



ECH2-1. Compact City: Require new development only within the Urban Growth Boundary to encourage compact and fiscally responsible development and to help reduce development pressures encroaching on surrounding open space and vistas.

ECH2-2. Downtown Rising: Prioritize infill development within the core of the community, and the transition of vacant, underutilized properties, and buildings to public spaces, residential and commercial development.

ECH2-3. Public Infrastructure: Increase public investment in collector and arterial networks; streetscapes, including access control, beautification measures, and incorporation of public amenities (outdoor seating, bike racks, etc.); public spaces; and infrastructure improvements in order to catalyze additional private investment, and to guide growth to areas where it is desired.

ECH2-4. Infrastructure Expansion: Discourage expenditures on transportation and other infrastructure improvements and expansions that encourage premature development of raw land.

ECH2-5. Low-Density Development: Ensure large lots and estates are developed responsibly and only in limited areas at the edge of the City, with the understanding that the long-term plan is to increase densities in those areas, and not to preserve a rural lifestyle within the City limits.

ECH2-6. Natural Systems: Development patterns should integrate natural patterns of streams, ridge lines and topography, riparian areas, and critical wildlife corridors.

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



ECH3-1. Enhanced Entryways: Improve the visual image of the community by enhancing the look and feel of the corridors and protecting scenic viewsheds (e.g. limiting signage and billboards, and overhead utility lines). Make a great first impression!

ECH3-2. Historic Buildings: Identify and capitalize on the location, significance, and potential for reuse and/or renovation of historic resources.

ECH3-3. Gateways and Placemaking: Create gateway guidelines for major entryways into Casper to encourage the preservation of local landmarks, scenic views, and monuments; and create a higher quality of design amongst gateway signage. Encourage monument and consolidated signage.

ECH3-4. Landscaping: Require new commercial, office, and multi-family development to install and maintain quality, context sensitive, and sustainable landscaping along major streets to achieve the goals of the specific area of development (e.g. OYD, makers district, I-25 corridor, etc.)

ECH3-5. Highway Corridors: Coordinate with WYDOT to improve the aesthetics of I-25, Yellowstone Highway, and US 20/26 Corridors. Follow the recommendations set in the MPO I-25 Entryway Beautification Project Design Master Plan & Guidelines.

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



ECH4-1. Creative Design: Create design guidelines and incentives that encourage more creativity and unique architectural design to fit within the community's existing architectural and cultural character.

ECH4-2. Streetscape: Enhance our existing neighborhoods through cohesive streetscape, landscape, signage, and façade improvements.

ECH4-3. Code Enforcement: Support code enforcement efforts to ensure property upkeep and maintenance.

ECH4-4. Night Sky: Encourage dark sky friendly lighting to reduce energy, increase safety, and protect ecological processes.



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.

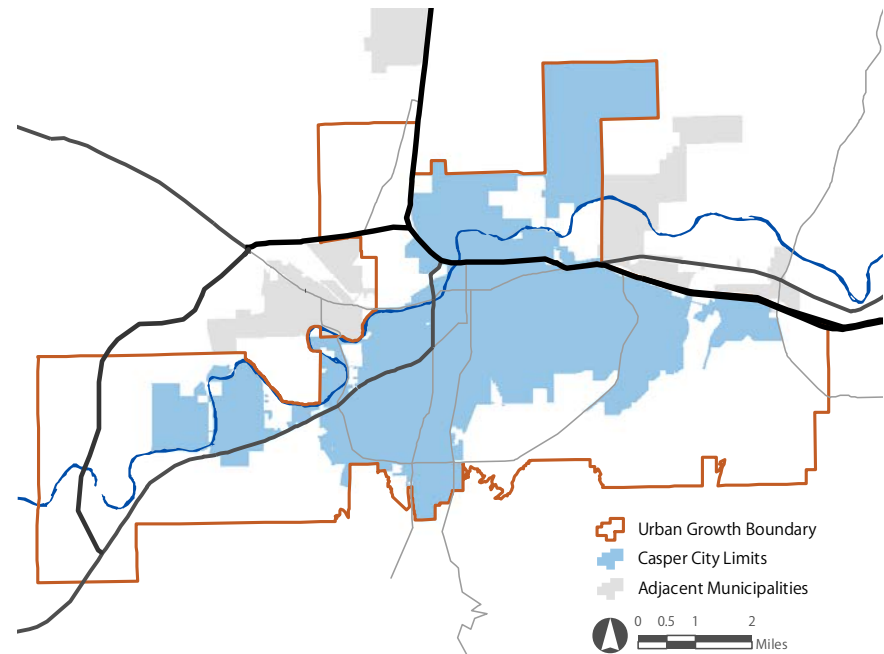
Annexation is a legislative act and the City Council exercise their sole discretion in the annexation of lands to the City. Land to be annexed and the uses proposed for the land shall be consistent with the Comprehensive Plan. However, it has been a policy of City Council to not force annexation into the city 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:

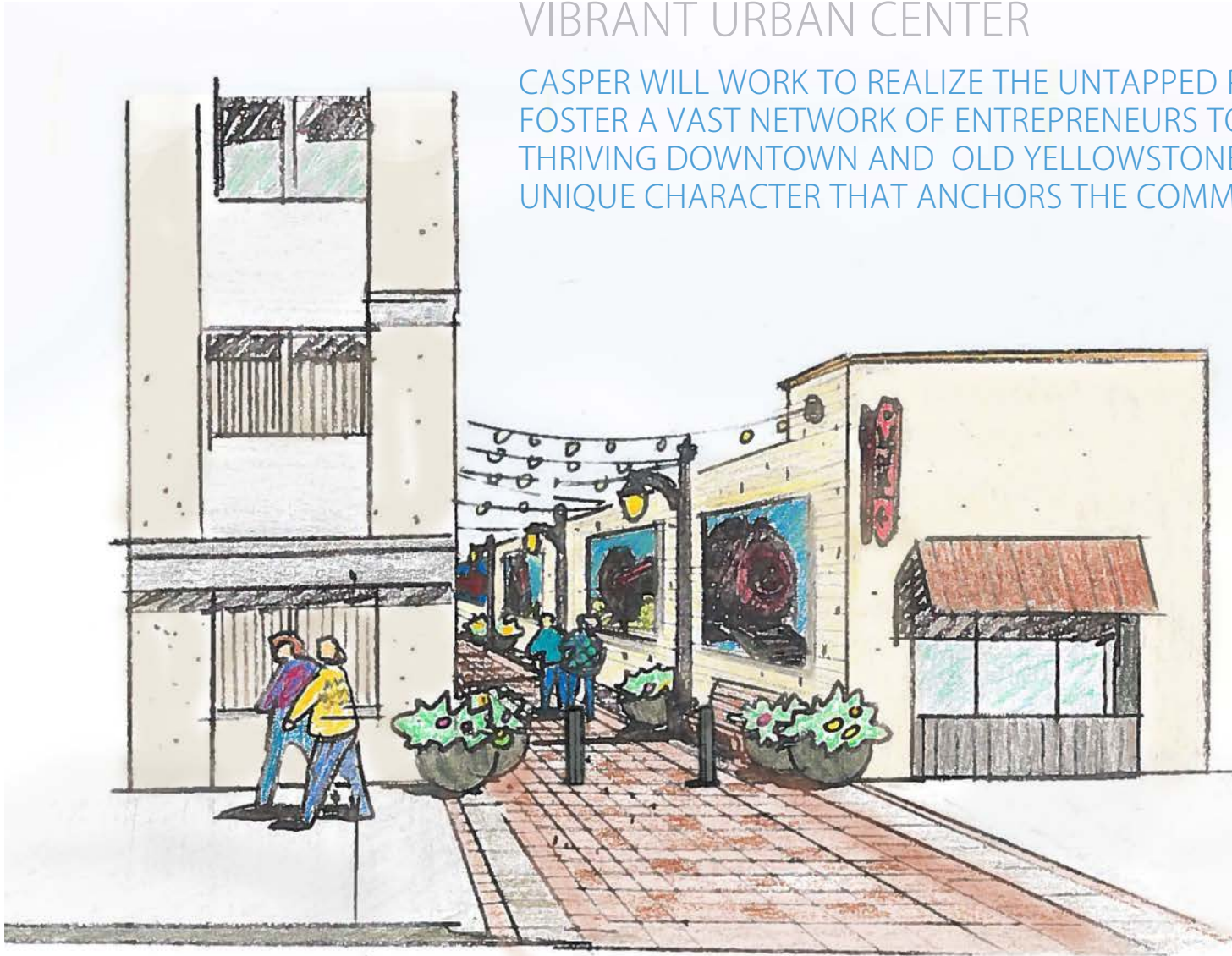
- contribution to the City's property and sales tax base;
- diversification of the employment base;
- the City's water and sewer policies;
- provision of a wider range of goods and services; and
- provision of a wider range of housing opportunities for all economic groups.

Development proposals within the UGB should conform to a set of development requirements. These requirements include, but are not limited to: conformance with the goals of the City of Casper Comprehensive Plan; development of pedestrian facilities; the Major Streets Plan; and conformance with utility plans, etc. Public facilities and amenities must be constructed as part of annexation and development agreements for any land annexed to the City to ensure that public needs are met. Industrial and business uses should be encouraged within the UGB to provide adequate services to the city and provide local jobs and sales tax revenue.



VIBRANT URBAN CENTER

CASPER WILL WORK TO REALIZE THE 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.



Alley from David Street Station to parking garage

Principles and Goals

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.



VUC1-1. Unique Public Character: Invest and create unique public spaces such as Riverfront Park and David Street Station (community events, splash pad, stage, etc.) to attract visitors, and entice families, businesses, and talent to stay and grow.

VUC1-2. Neighborhood Services: Enhance the cohesiveness and identity of residential neighborhoods by encouraging a healthy mixture of commercial, employment, neighborhood services (coffee shops, grocery stores, and restaurants), and cultural uses that support the everyday needs of these residents.

VUC1-3. Vertical Mixed Use: Encourage vertical mixed use, creative office/co-working space to encourage vibrancy and facilitate easy access to retail, restaurants, and services.

VUC1-4. High-Quality Housing: Identify barriers to and incentives for the development of a variety of urban living options (condos, lofts, apartments) for all income levels.

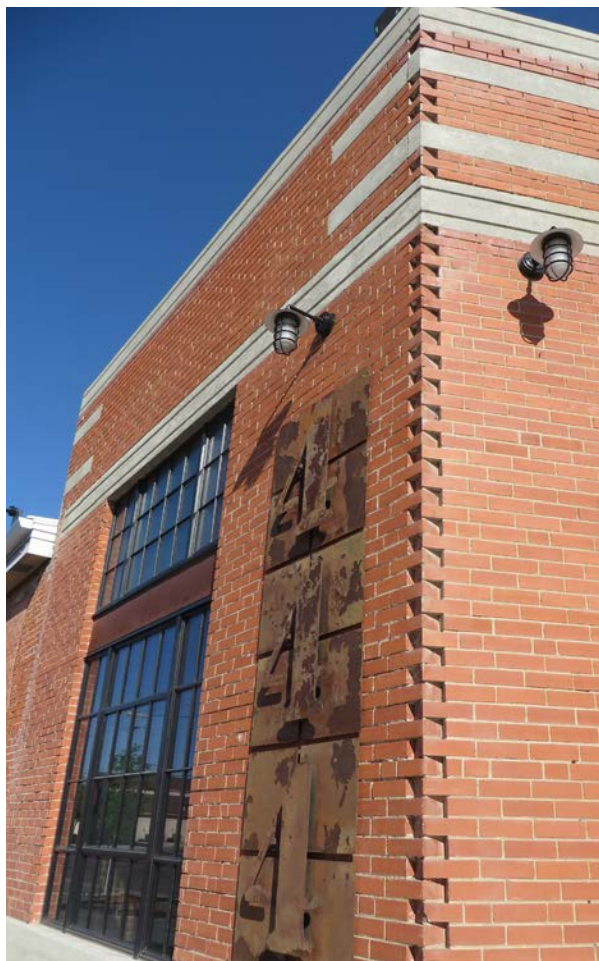
THE ART OF PUBLIC SPACES

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. <https://www.pps.org/places/lqc/placottoir-a-place-to-chat/>

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





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



VUC2-1. Downtown Activities: Expand the range of activities and businesses occurring within Downtown including entertainment (cinema, music, live theater, and outdoor cultural activities), restaurants, and hotel/convention facilities that bring people into Downtown after 5:00 PM.

VUC2-2. Commercial Connections: Encourage and enhance the connectivity of the urban core to local hotels, convention facilities, and other commercial areas.

VUC2-3. Enhanced Place: Capitalize on the urban center and continue to develop key streets like First Street and Yellowstone Highway that connect to the North Platte River.

VUC2-4. Development Style: Encourage compatible development that meets the current style of Downtown and the OYD while being vibrant and creative.

VUC2-5. Creative Energy: Capitalize on the emerging arts/cultural district in the urban center by fostering a culture of creativity and entrepreneurship with a variety of incubator space, art space, live/work units, and shared workspaces.

VUC2-6. Stationary Vehicle Management: As demand increases manage parking, especially within the OYD, by encouraging shared parking, redesign of streets to accommodate on-street parking, and investing in new types of parking garages that serve multiple purposes.

VUC2-7. Historic Preservation: Encourage a commitment to the adaptive reuse of vacant buildings to new uses, an investment in architecturally unique and culturally historic structures, and the creation of economic incentives to promote neighborhood preservation and revitalization. Work with local stakeholders on the historic preservation education and renovation of historic buildings.

VUC2-8. Design Standards: Establish design standards and incentives for both new and rehabilitated industrial, commercial employment areas, and civic buildings that address landscaping, signage, and building design.

"Offer incentives to have small businesses open their doors and stay open instead of catering to big box stores and chain restaurants." - Public Comment



Potential parking garage (for illustrative purposes only)

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.



Lifestyle living in the McMurry Business Park region

Principles and Goals

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



RH1-1. Commercial Clusters: Increase the intensity of land uses and employment within identified commercial clusters by centralizing commercial, governmental, retail, residential, and cultural activities in these areas.

RH1-2. Lifestyle Living: Re-envision and transform inefficient or underutilized commercial areas, such as the Eastridge Mall, into a community destination that offers a unique shopping, dining, and entertainment experience with indoor and outdoor spaces, and smaller commercial storefronts at the perimeter, focusing on improved walkability and quality public gathering spaces.

RH1-3. Medical Hub: Continue to support partnerships with the medical industry to cluster medical services and market the region as a state-of-the-art medical hub by specializing in orthopedic, neurology and cardiac practices and new technologies and innovation.

RH1-4. Higher-Learning: Foster partnerships between Casper College, business development groups, and City departments to increase talent retention and job placement amongst Casper residents. Further encourage local industries to partner directly with Casper College and to provide options for job placement, continuing education, and educational attainment through internships, online learning programs, and four-year degree programs.

RH1-5. Aging in Place: Encourage developments that allow for senior housing and amenities integrated with transportation options and located near neighborhood services and medical facilities.

RH1-6. Inter-Generational Partnerships: Encourage the placement of kindergarten and elementary schools within or adjacent to senior centers, to facilitate intergenerational interactions, improving mental and physical health across generations.

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



RH2-1. Regional Attractions: Increase Casper's attractiveness to tourists and regional shoppers by emphasizing the area's amenities, including riverfront retail and restaurants; rooftop patios and decks; cultural attractions; and Casper Mountain and North Platte River recreational opportunities.

RH2-2. Outdoor Space: Encourage a year-round environment with larger building/porch overhangs, appropriate building orientation, wider sidewalks, and indoor and outdoor convertible space on commercial properties.

RH2-3. Creative Wayfinding: Integrate art into city wayfinding and signage for cars, pedestrians, and bicycles, including increased signage for tourism destinations, the river, the urban core, and regional trails and pathways.

RH2-4. River Interaction: Transform the North Platte River into a meaningful part of the urban experience with activities and events, and through encouraging riverfront cafes and restaurants to interact with the River, as a way to grow local and regional tourism and increase length of stay.

RH2-5. Urban Incentives: Continue to foster partnerships to create events and encourage businesses in the urban center to stay open late, through First Friday, art walks, foodie walks, shop local evenings, etc.

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



RH3-1. Public Facilities and Services: Ensure that facilities and services are available concurrent with the impacts of development and that local capital improvement elements are being constructed in accordance with adopted schedules and plans.

RH3-2. Capital Improvement Projects: Strategically align capital improvement projects with future and underutilized land use.

RH3-3. Modern Infrastructure: Invest and expand infrastructure that promotes a high-tech hub with expanded programs focusing on connectivity, technology, and businesses that are not location-based.

RH3-4. Technology Businesses: Cultivate an environment for and work to attract technology businesses such as small tech startups, design centers, search engine optimization, advertising/marketing firms, and engineering/ design/ manufacturing companies.

RH3-5. Diversify Energy Economy: Supplement existing energy industry by working with economic development groups to attract and support alternative energy businesses including wind, solar, and clean carbon technologies.

RH3-6. Business-Friendliness: Streamline policies and processes to be more adaptable and business-friendly, such as increasing options for non-traditional businesses such as food trucks, cottage industry purveyors, and local agriculture.

RH3-7. Outdoor Industry: Leverage access to outdoors and existing outdoor company growth to build this industry.

RH4. HEALTHY LOCAL ECONOMY:



Develop a network of collaborative industries that focus on growing local small businesses.

RH4-1. Entrepreneurial Opportunities: Encourage Casper College and economic development groups to encourage start-up companies and further entrepreneurial opportunities.

RH4-2. Start-Up Business Support: Encourage the development of partnerships to provide start-up business support.

RH4-3. Collaborative Spaces: Designate a portion of developable parcels for collaborative, co-working spaces.

RH5. ENHANCED NEIGHBORHOOD DESIGN:



Promote the beautification and character of Casper through improving the community's urban form in commercial and urban clusters.

RH5-1. Rethinking Undeveloped Land: Rethink future growth areas by creating new zoning codes and guidelines that set the stage for a small town feel - small and walkable blocks, public amenities, a variety of housing types, and places to shop and gather.

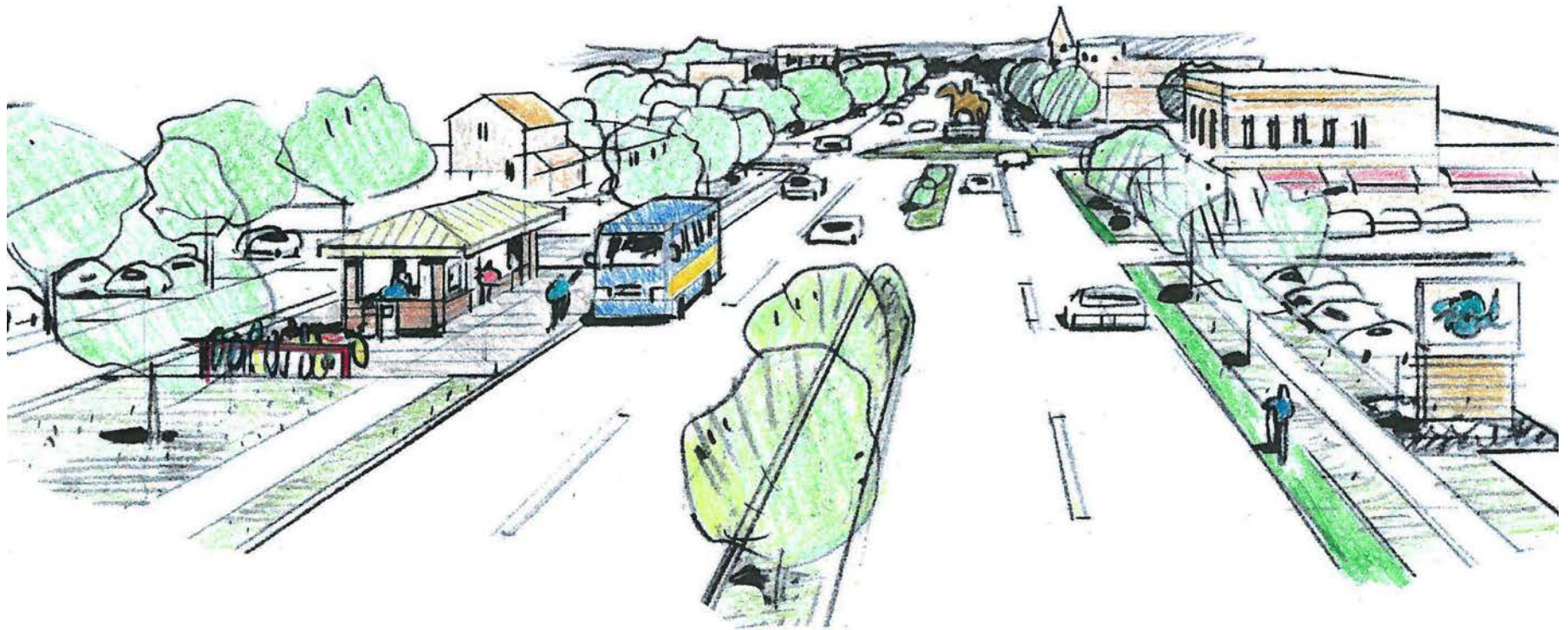
RH5-2. Urban Form: Require urban form that reflects the desired character of an area including allowing for a mix of uses, encouraging human scale, and using context-sensitive or form-based site design.



Eastside Retail

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.



Complete streets throughout Casper

CASPER'S MOBILITY TEAM VISION:

The four pillars of our future transportation system:

1. To address future growth and build communities through transportation.
2. To address connectivity at all scales of transportation.
3. To be inclusive and accommodating of all forms of transportation.
4. To promote safety and access.

Principles and Goals

EC1.MAINTAINING A BASELINE:

Develop consistent and reliable standards and maintenance plans for future growth to ensure transportation needs are met in the future.

EC1-1. Transportation Standards: Establish safety/efficiency standards for bicycles, pedestrians, and transit.

EC1-2. Adequate Maintenance: Establish a maintenance and expansion plan for the pedestrian and bicycle infrastructure.

EC1-3. Roadway Network: Control future congestion with standards for roadway spacing, block sizes, and driveways.



EC2.INTEGRATED TRANSPORTATION

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

EC2-1. Land Use Patterns: Evaluate the impacts of land use decisions on the transportation network, and modify zoning, roadway spacing, block size, and multi-modal transportation facilities to achieve desired land use patterns.

EC2-2. Street Network: Provide a roadway system that includes functional hierarchy, appropriately accommodates access and mobility needs, and requires multiple access points from new development/residential neighborhoods.

EC2-3. Neighborhood Traffic: Establish a grid of collector and arterial streets that can accommodate traffic from new development. Further reduce the impacts on neighborhoods, by incorporating traffic calming where necessary on neighborhood streets.



TRANSPORTATION NEEDS

In the fall of 2014, the City of Casper Planning and Zoning Commission expressed concerns relating to commercial development patterns, in particular the resulting urban form and block sizes of recent developments of commercial parcels in East Casper. A historically consistent increase in block sizes has led to a decrease in the connectivity of the public street network as development has moved away from the urban core over time. This decrease in the links and intersections of Casper's street network is also accompanied with an underutilization of street typology application. This realization has led Casper officials and area wide leaders to rethink transportation and see the need for a Comprehensive Plan Transportation Element to address not only street connectivity, but also the citywide elements that affect or are affected by the street network.

One year following this discussion, a Casper Mobility Team was formed to attend a series of workshops through the Community Mobility Institute in October 2015. Working with transportation and community development professionals, the team drafted a vision and established goals to inform the creation of a Transportation Element to supplement the City of Casper's Comprehensive Plan.

This workshop and its outcome served to lay the foundation for the Transportation Element of the update to the City of Casper's Comprehensive Plan with particular emphasis on street connectivity solutions. The result of the team exercises was the creation of a vision for the Transportation Element and the City of Casper's transportation system as a whole. In addition, the team explored what was needed for an effective and inclusive stakeholder engagement effort. Finally, they framed the desired components and outcomes of the Transportation Element of the Comprehensive Plan.

Development guidelines, particularly related to street connectivity, street hierarchy, safety, and access management have been lacking, and future development will further deteriorate the street system as Casper grows without adequate transportation standards. Of particular concern is the undeveloped regions east of the City and near/around the West Belt Loop corridor where future growth is expected. Today, the City of Casper is committed to building communities through transportation and finding street connectivity and transportation/land use solutions.



Tourism building off the Rail Trail

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



EC3-1. Arterial Connections: Continue to identify and resolve access management issues along arterials.

EC3-2. Bicycle Network: Improve accessibility around/through barriers such as intersections, freeways, and discontinuous streets.

EC3-3. Alternative Transit Options: Consider alternative modes, such as electric bikes, Uber, dedicated bike infrastructure, bike shares, and a year round trail network for transit riders to reach high-frequency travel corridors.

EC3-4. Complete Streets: Adopt a Complete Streets policy, designed to equally prioritize walking, biking, and driving; and implement while ensuring the infrastructure design and placement protects residential character.

EC3-5. Pedestrian and Bicycle Connections: Provide direct pedestrian and bicycle connections from residential neighborhoods to transit, schools, parks, public facilities, shopping areas, and commercial centers.

EC3-6. ADA Compliant: Design all future pedestrian infrastructure to be ADA accessible and adhere to Universal Design standards during upgrades and repairs, and retrofit existing streets to address lack of ADA and Universal Design standards compliance, specifically at intersections that are currently only partially ADA compliant.

EC3-7. Eliminate Barriers: Improve access to parts of the city that are separated by I-25 and the railroad.



EC4. ENHANCED NETWORK: Create a balanced transportation network that manages the movement of goods and people across all modes, alleviates pressure at major intersections, and reduces auto dependence.



EC4-1. Traffic Flow: Implement Intelligent Transportation Systems (including, but not limited to: traffic signal control systems, variable message signs, and speed cameras), innovative intersections, roundabouts, bike boxes, protected intersections and buffered bike lanes to regulate traffic flow at key intersections.

EC4-2. Traffic Calming: Adopt and implement a traffic calming policy and toolkit, with variable ways to reduce speeds through residential streets.

EC4-3. Transit Frequency: Improve the regional transportation system by consolidating routes, and decreasing travel time thru concepts such as queue jumps and Transit Signal Priority.

EC4-4. Pedestrian-Scaled Infrastructure: Design new streets and redesign existing streets to be pedestrian-friendly and compatible in scale, width, and design with adjacent land uses.

EC4-5. Automobile Mobility: Retrofit streets to improve the mobility of the car through the implementation of effective transportation tools and mechanisms, such as adaptive traffic signal coordination, access management policies and parcel interconnection, acceleration/deceleration lanes, etc.

EC4-6. Transportation Flow: Continue to develop a street network of small blocks and gridded streets to improve transportation connectivity and redundancy throughout the City.

EC4-7. Education, Connection, and Safety: Improve safety and educate all users on bicycle and pedestrian laws to improve safety. Follow the Casper Area Trails, Path, and Bikeway Plan recommendations for education of bicycle and pedestrian laws.

EC4-8. Commuter Routes: Increase safety and convenience for transit/bike/pedestrian commuters by providing protected intersections, protected bike lanes, bike racks on transit buses, better and more bus shelters, bike share programs, and long distance ped/bike facilities on parallel routes to major roads.

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



EC5-1. Infrastructure Priorities: Invest in new and upgraded infrastructure within the Urban Growth Boundary (UGB) and where appropriate. Maintenance and improvements should be prioritized prior to installation of infrastructure within undeveloped areas.

EC5-2. Redevelopment: Target infrastructure investments toward identified redevelopment areas based on community demand for various types of commercial and industrial space. Redevelopment areas should be given priority over new development.

EC5-3. Utility Partnerships: Identify and coordinate prioritized redevelopment and infrastructure upgrade areas with private utility companies and the Casper Area Economic Development Alliance.

EC5-4. Stormwater Investment: Invest in stormwater infrastructure improvements and integrate infrastructure with landscaping, greenways, and open space.

EC5-5. Advancing Technology: Support private investment in city-wide technology infrastructure plan to deliver increased band-width for high-tech businesses and web-based services and firms.

EC5-6. Energy Efficiency Measures: Encourage measures in existing and future developments at the site scale, including renewable energy, recycling, xeriscapes, native species, energy efficiency lighting and building techniques, etc.



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.



Recreational Opportunities along the North Platte River

Principles and Goals

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



UQL1-1. Density Transect: Compel design that mitigates impacts of high-density development on established neighborhoods by maintaining a transect of built form, with compatible design and scale in each land use zone.

UQL1-2. Neighborhood Groups: Foster more neighborhood “pride” in which people identify with certain neighborhoods or areas through the creation of friendly, safe, familiar, and connected neighborhoods and support of neighborhood programs.

UQL1-3. Neighborhood-Specific Plans: Identify areas in need of a neighborhood subarea plan to identify specific needs such as schools, grocery stores, connections, code enforcement, amenities, street trees, etc.

UQL1-4. Housing Options: Working with the neighborhood and HUD, encourage a range of housing options in North Casper and other parts of the community.

THE ADOPTED PARKS AND OPEN SPACE GOALS:

1. Make our parks appealing to motivate people to spend more time enjoying them;
2. Ensure that every household is within one-third of a mile (10 minutes) of a quality park or school playground; and
3. Provide recreational opportunities for people of all ages and abilities.

- City of Casper 2014 Parks and Open Space Improvement Plan

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.



UQL2-1. Neighborhood Streets: Implement standards for residential neighborhood streets to create safe pedestrian connections and characteristics similar to traditional neighborhoods.

UQL2-2. Mixed Use Neighborhoods: Provide for commercial uses in and adjacent to residential neighborhoods in a manner that contributes to the neighborhood’s integrity and identity through thoughtful design of signage, lighting, buffers, and parking.

UQL2-3. Site-Conscious Design: Develop well-designed neighborhoods in the foothills that limit grading by working with the natural topography, avoid blocking views to Casper Mountain, and ensure that rooflines are not visible above the ridgeline.

UQL2-4. Community Housing: Implement land use changes that encourage diverse housing options and affordability by integrating the latest tools, incentives, and code options.

UQL2-5. Public Places: Provide public places in each neighborhood through neighborhood parks, community gardens, and/or corner shops or cafes, which contribute to preserving small-town characteristics.

UQL2-6. Neighborhood Parks: Provide neighborhood parks and greenways at no greater distance than one-third mile from all residences. Maintain existing neighborhood and community parks, and when developing new parks, provide a mix of design and amenities that add interest and contribute to neighborhood identity.

UQL2-7. Recreation Facilities: Identify the need and establish priorities for park, recreation, and aquatic facilities, including type and locations.



DEVELOPING A MAKERS' DISTRICT

Omaha, Nebraska is following in the footsteps of cities across the country in creating a dedicated district for artists, artisans, and fabricators.

Future Forward LLC has been moving this project forward, buying parcels of land in the designated area. This “forgotten area” near their downtown is rooted in a history of light industrial and manufacturing, and is well positioned to provide affordable live/work opportunities for the city’s creative entrepreneurs.

A special use zoning designation for the district will help the project overcome development hurdles.

Proponents of the plan envision this area for makers, techies, artisans, and entrepreneurs as well as an area that will form a mutually beneficial relationship with the adjacent downtown.

- Omaha World Herald, December 21, 2016 (http://www.omaha.com/news/metro/workspace-for-creative-thinkers-proposal-calls-for-omaha-makers-district/article_456286d7-41c9-547d-8e2a-5ed114d58d71.html)



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.

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



UQL3-1. Community Involvement: Enhance community pride through celebrating Casper's amenities and assets. Explore new ways to provide consistent messaging through apps, kiosks, and educational art.

UQL3-2. Interactive Art: Promote culture and arts through improving art venues, developing outdoor performance venues, and encouraging interactive art throughout every neighborhood.

UQL3-3. Concentrated Facilities: Centralize new public and private cultural, art, and civic facilities to support existing facilities and create a synergy between these institutions. Cultural facilities shall be located to take advantage of and support commercial activities.

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



UQL4-1. Finishing the Gaps: Complete the gaps in the trail system and connect the Platte River Parkway to other regional trails, adjacent communities, and destinations.

UQL4-2. Core Connections: Create a connected trail system and dedicated bike lanes within the urban core that connect to key destinations around the city. Enhance the Rail Trail with shelters, kiosks, murals, and public amenities to increase interest in adjacent economic development.

UQL4-3. Platte River Parkway Connections: Increase safety and ease of access from the Parkway to Downtown Casper.

UQL4-4. Trail Network: Improve the network of trails, greenways, and off-street paths and sidewalks.

UQL4-5. Natural and Historic Routes: Utilize drainageways and abandoned railroad rights-of-way as supplements to the primary parks, open space, greenways, and trails system.

UQL4-6. Riverwalk: Embrace the River through the construction of a Riverwalk that integrates shopping, restaurants, and entertainment adjacent to the river, where appropriate.

UQL4-7. Casper Mountain Trails: Contribute to a trail system on Casper Mountain via the Central Wyoming Trails Alliance and other groups dedicated to trails in the Casper area.

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.

Principles and Goals

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



ETR1-1. Commercial Branding: Encourage new energy and commercial development around the North Platte River through a marketing campaign to rebrand the area between Downtown, the Old Yellowstone District, and the River as the “Riverfront District.”

ETR1-2. River Redevelopment: Encourage the development of land adjacent to the river to address the demand for urban living and services with nearby natural amenities and river views.

ETR1-3. River Transition: Work to identify underutilized industrial buildings and promote the redevelopment of valuable areas for public use. New development should face the river and integrate amenities.

ETR1-4. River Health: Promote the health of the North Platte River and its drainageways and riparian areas by investing in river restoration projects and protecting the overall ecosystem, thereby, creating a unique place to recreate (including additional trail corridors, whitewater paddle boarding, tubing, etc.), and expanding the Blue Ribbon Fishery.

ETR1-5. Recreation Economy: Use the North Platte River to foster economic development through addressing existing river recreation businesses and incentivizing river-based recreation technology businesses to relocate to Casper.

ETR1-6. Wildlife Corridors: Protect wildlife corridors from the mountains to the river, including the floodplain areas along Casper Creek, Garden Creek, and Elkhorn Creek.

ETR1-7. Passive Open Space: Coordinate with state and local park and recreation agencies to provide adequate passive open space areas and corridors for critical wildlife.

ETR1-8. Stormwater Management: Protect the Platte River water quality and its associated wildlife through management and natural treatment of stormwater runoff.

ETR1-9. River Protection: Preserve the North Platte River as a recreation corridor with development easements that prioritize public access and river health. Investigate additional, subsidiary trail systems along Casper Creek, Garden Creek, and Elkhorn Creek.



Trailhead connecting the urban center to the river



Public spaces and economic development along the North Platte River

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



ETR2-1. Parks Level of Service: Follow the standards and recommendations set in the Parks and Open Space Plan and the Casper Area Trails, Path and Bikeway Plan.

ETR2-2. River Recreation: Capitalize on the river frontage through the city by promoting river activities and river recreation businesses through designating and designing a portion of the North Platte River for leisure and sporting activities.

ETR2-3. Outdoor Recreation Lifestyle: Enhance the recreational amenities that support and retain young families through increasing neighborhood parks, recreation centers, and other recreational assets.

ETR2-4. Riverfront Destinations: Encourage the development of commercial properties and additional structures and utilities that support restaurants and retail, and temporary commercial businesses.

ETR2-5. North Casper: Develop connections to and amenities within the area around the riverfront in North Casper.

ETR2-6. Casper Mountain: Identify and support needed improvements or expansion of recreational facilities on Casper Mountain through coordination with Natrona County.

ETR2-7. Park Maintenance Improvements: Invest in the maintenance and upgrade of existing parks and recreation facilities, consider maintenance costs during design phases, and look for long-term value and bang for the buck.

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.

- <http://www.columbus.in.gov/cityofcolumbus/assets/File/columbus-riverfront-district.pdf>

