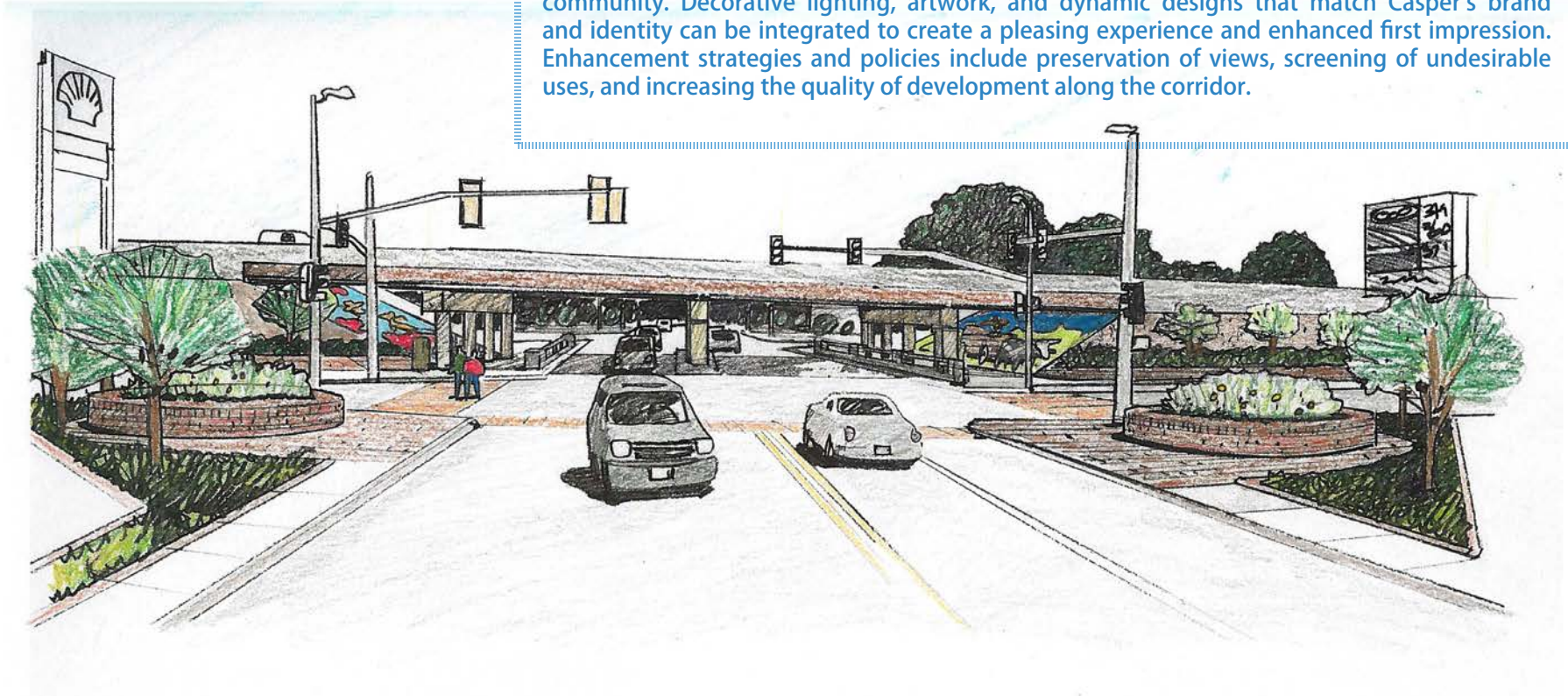


# ENDLESS CHARACTER

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 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.

