

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.

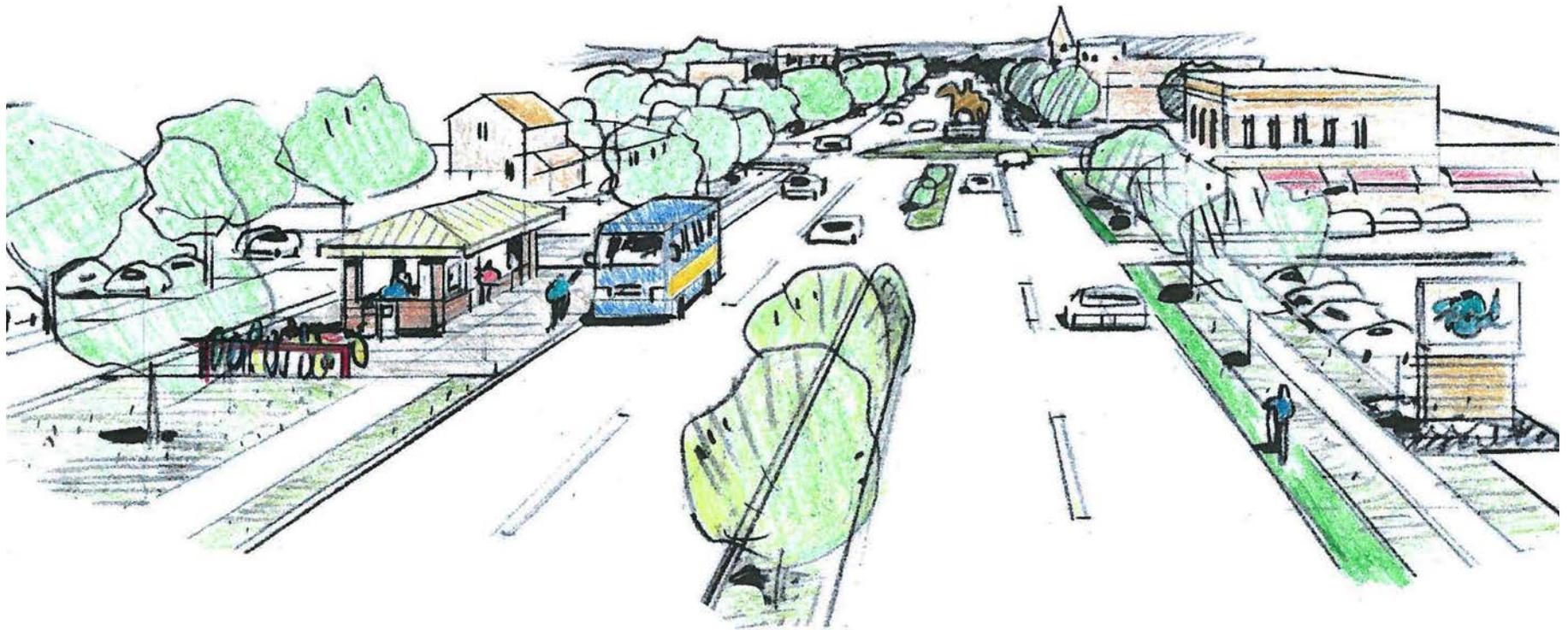
RH5-2. Urban Form: Require urban form that reflects the desired character of an area including allowing for a mix of uses, encouraging human scale, and using context-sensitive or form-based site design.



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.

