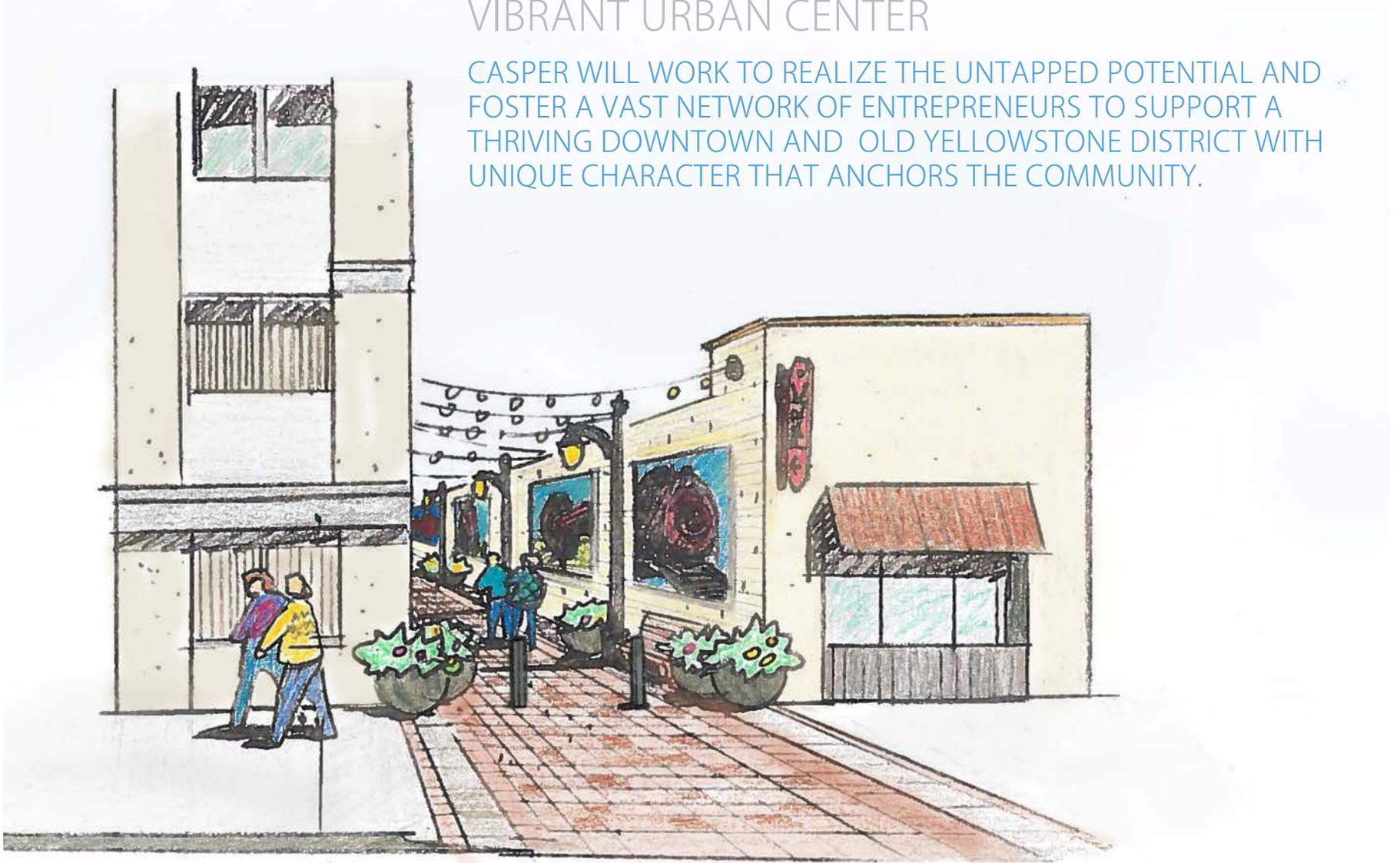


VIBRANT URBAN CENTER

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.

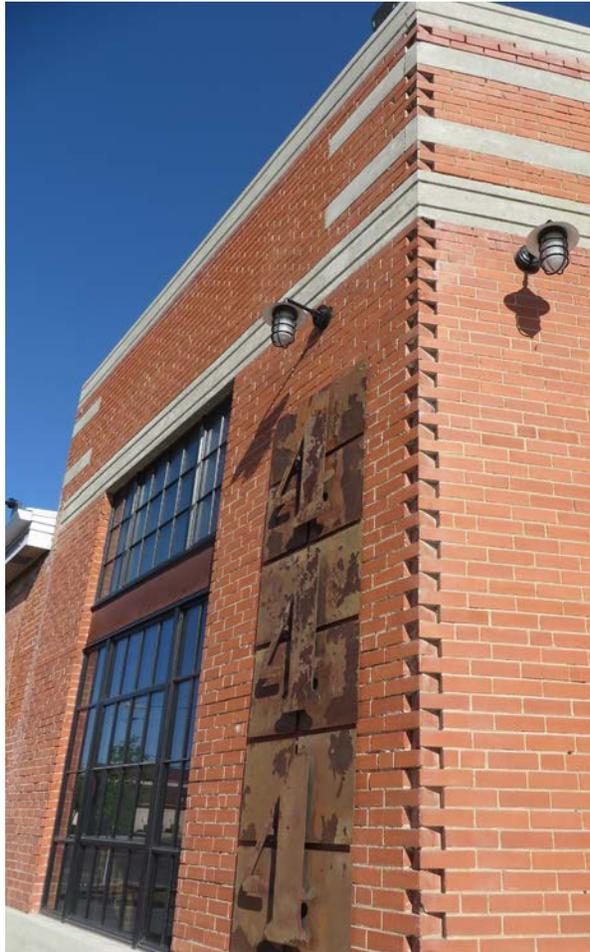
THE ART OF PUBLIC SPACES

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)