

COUNCIL WORK SESSION  
Tuesday, July 9, 2013, 7:00 a.m.  
Casper City Hall  
Council Meeting Room

AGENDA

1. iPad Training
2. Issuance of Satellite Winery Permits
3. Modified Crandall Arambula Study

June 3, 2013

MEMO TO: John C. Patterson, City Manager

FROM: V.H. McDonald, Administrative Services Director

SUBJECT: Amending Section 5.08 – ALCOHOLIC BEVERAGES of the Casper Municipal Code to Allow for the Issuance of Satellite Winery Permits

Recommendation:

That the City Council, by ordinance, consider amending Chapter 5.08 – ALCOHOLIC BEVERAGES of the Casper Municipal Code to allow for the issuance of Satellite Winery Permits.

Summary:

A request has been received from Buffalo Jump Wines, LLC of Cody, Wyoming, requesting the Council consider amending the Casper Municipal Code to allow the issuance of satellite winery permits.

Wyoming Statute 12-4-412 provides that the local licensing authority can issue satellite winery permits. Generally a winery licensed within the state can obtain up to three satellite permits, issued by local licensing authorities, allowing the winery to sell its wine at specific locations within Wyoming. However, Section 5.08.020 Casper's Municipal Code restricts the licensing, regulation and prohibitions related to sale of alcoholic liquors and malt beverages to the provisions of Chapter 5. There are no provisions for satellite winery permits in Chapter 5, therefore the issuance of satellite winery permits is not allowed.

By adopting the provisions of W.S. 12-4-412 into Chapter 5 by ordinance, satellite winery permits could be issued to qualified winery applicants.

The following is the section of state statutes that provides for the issuance of satellite winery permits;

12-4-412. Microbrewery and winery permits; authorized; conditions; dual permits and licenses; satellite winery permits; direct shipment of wine; fees.

(d) In addition to subsection (b) of this section, the local licensing authority may issue to the holder of a winery permit under this section a satellite winery permit which allows the permittee to sell its manufactured wine at up to three (3) satellite locations within Wyoming separate from its licensed manufacturing site under the original permit fee. The satellite winery permit may be issued on application to the appropriate licensing authority. The local licensing authority may require a public hearing and the payment of an additional permit fee not to exceed one hundred dollars (\$100.00) regardless of the

number of satellite locations. The satellite winery permit shall be subject to the terms and conditions of W.S. 12-4-106, the schedule of operating hours provided in W.S. 12-5-101 and the dispensing room provisions of W.S. 12-5-201. conditions of W.S. 12-4-106, the schedule of operating hours provided in W.S. 12-5-101 and the dispensing room provisions of W.S. 12-5-201.

If amending the Municipal Code for this provision is supported by Council, an ordinance amending Chapter 5.08 will be drafted for the City Council's consideration.

## V H McDonald

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**From:** V H McDonald  
**Sent:** Friday, June 07, 2013 10:54 AM  
**To:** Bill Luben  
**Subject:** Satellite Winery

W.S. 12-4-112

(b) The local licensing authority:

(i) May allow the sale of other malt beverages under a microbrewery permit for on-premises consumption when obtained through licensed wholesale malt beverage distributors;

(ii) May allow the sale of other wines under a winery permit for on-premises consumption when obtained from the commission;

Along with section (a), I don't understand if a winery can serve under a satellite permit?

V.H. McDonald, CPA  
Administrative Services Director  
City of Casper  
200 N. David Street  
Casper, WY 82601  
(307)-235-8215



# City of Casper

Incorporated 1889  
Casper, Wyoming 82601-1894

OFFICE OF THE ADMINISTRATIVE SERVICES DIRECTOR  
(CITY CLERK-TREASURER)  
PHONE (307) 235-8215

June 7, 2013

Mr. Scott F. Wagner  
Ms. Beckie Tilden  
Buffalo Jump Wines, LLC  
2526 Mountain View Drive  
Cody, WY 82141

RE: Satellite Winery Permit

Dear Mr. Wagner and Ms. Tiden:

The City is in receipt of your request that the Casper City Council consider amending the Casper Municipal Code to allow issuance of satellite winery permits as allowed by state statute.

The City Council typically requires issues involving adoption of ordinances to first be presented to the City Council at one of its regular work sessions. At that time the Mayor determines if there is enough Council support to draft an ordinance for Council to consider, and take action upon, at its regular meeting. Accordingly I have submitted a recommendation to the City Manager that your request be scheduled for presentation to the City Council at the first available work session, July 9, 2013. (If possible your request might be added to the June 25<sup>th</sup> Work Session, however currently that agenda is full.)

Assuming your request is presented at the July 9<sup>th</sup> Work Session and there is adequate Council support, a proposed ordinance amending the Municipal Code to allow the issuance of satellite winery permits would probably be placed on the July 23<sup>rd</sup> Regular Council Meeting Agenda for the first of three readings. The final reading and adoption would be August 20, 2013. If the ordinance is adopted, the ordinance would be in effect upon publication (no more than ten days after adoption).

Assuming that this item will be on the July 9<sup>th</sup> Work Session Agenda, you are certainly welcome to attend the work session. However, work sessions are not intended for public comment.

Thank you for your request.

A handwritten signature in black ink, appearing to read "V.H. McDonald".

V.H. McDonald, CPA  
Administrative Services Director



Scott F. Wagner  
Beckie Tilden  
Buffalo Jump Wines, LLC  
2526 Mountain View Drive  
Cody, WY 82414  
307.250.7653 Cell  
[scott@buffalojumpwines.com](mailto:scott@buffalojumpwines.com)  
[www.buffalojumpwines.com](http://www.buffalojumpwines.com)

Casper City Council,

May 28, 2013

I operate a winery in Cody and I am interested in expanding our operation into Casper through the use of a satellite winery as allowed through W.S 12-4-412 *Microbrewery and winery permits; authorized; conditions; dual permits and licenses; satellite winery permits; direct shipment of wine; fees.*

It has been brought to our attention that this code is not yet included in the Casper Municipal Code 5.08 Alcoholic Beverages. I would like to bring this to your attention and request that the entire code included within W.S 12-4-412 be considered for adoption within the Casper Municipal Code 5.08.

If you require any additional information from me, please contact me directly.

Thank you for your consideration in this matter.

Scott Wagner

**12-4-412. Microbrewery and winery permits; authorized; conditions; dual permits and licenses; satellite winery permits; direct shipment of wine; fees.**

(a) Subject to restrictions imposed under W.S. 12-4-103 excluding W.S. 12-4-103(a)(vi), a local licensing authority may issue:

(i) A microbrewery permit authorizing a permit holder to brew a malt beverage and dispense the brewed malt beverage for on-premises and limited off-premises personal consumption;

(ii) A winery permit authorizing a permit holder to manufacture wine and dispense the manufactured wine for on-premises and limited off-premises personal consumption.

(b) The local licensing authority:

(i) May allow the sale of other malt beverages under a microbrewery permit for on-premises consumption when obtained through licensed wholesale malt beverage distributors;

(ii) May allow the sale of other wines under a winery permit for on-premises consumption when obtained from the commission;

(iii) May approve the dual holding of a microbrewery permit or winery permit and one (1) of the following:

(A) A retail liquor license as provided in W.S. 12-4-101 through 12-4-202;

(B) Subject to subsection (c) of this section, a restaurant license as provided in W.S. 12-4-411;

(C) A resort license as provided in W.S. 12-4-401 through 12-4-405;

(D) A microbrewery permit as provided under paragraph (a)(i) of this section;

(E) A winery permit as provided under paragraph (a)(ii) of this section; or

(F) Subject to subsection (e) of this section, a bar and grill liquor license as provided in W.S. 12-4-413.

(iv) May allow the microbrewery to sell on site its brewed product for off-premises personal consumption, not for retail sale, in packaging of bottles, cans or packs of an aggregate volume not to exceed two thousand (2,000) ounces per sale;

(v) May allow the winery to sell its manufactured wine on site for off-premises personal consumption, not for retail sale, in packaging of bottles of an aggregate volume not to exceed two thousand twenty-eight (2,028) ounces per sale;

(vi) Shall limit the number of microbreweries or the number of wineries to no more than those allowed in W.S. 12-4-201(d) for each permit;

(vii) May allow the transfer of a microbrewery or winery permit to another location and ownership of the microbrewery or winery may be transferred upon approval by the local licensing authority; and

(viii) Shall assess a fee of not less than three hundred dollars (\$300.00) nor more than five hundred dollars (\$500.00) payable annually in advance for each microbrewery or winery permit. When dual ownership of a microbrewery or winery permit and a liquor license exists no additional fee shall be assessed other than the retail, restaurant or resort license fee.

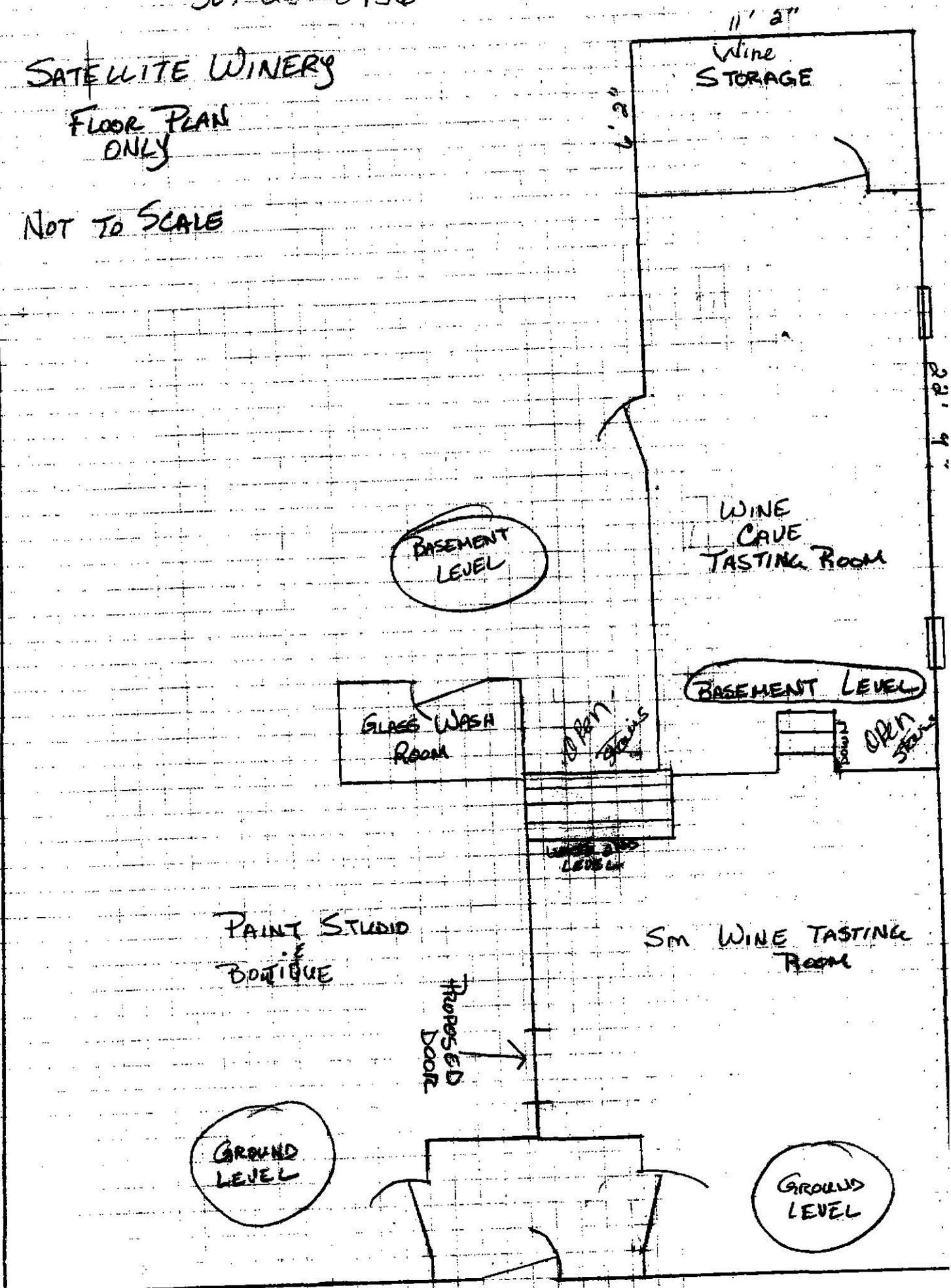
Bernice Schellhaas  
307-257-0456

# SATELLITE WINERY

FLOOR PLAN  
ONLY

NOT TO SCALE

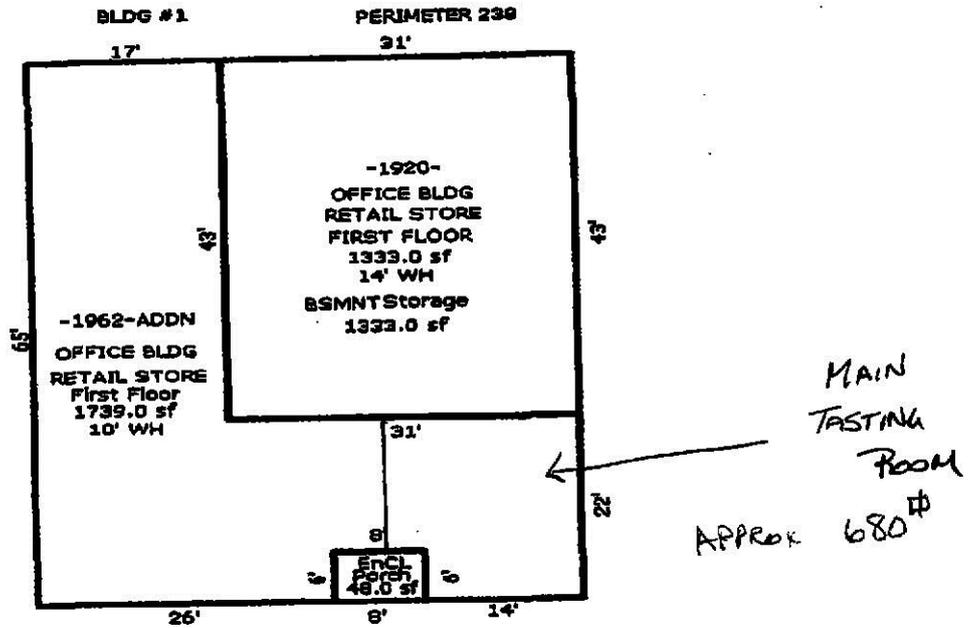
418113 James E. Smith Blvd



# Sketches\Photos for Acct# R0015997

BldgID: 1

WCAMA01\sketches\R00159970001-1.jpg



Sketch by Apex Media™

731 EAST 2<sup>ND</sup> STREET

approximately 4,453 sq/ft

4 bathrooms

1 Kitchen

4 ENTRY/EXIT DOORS

LEGAL ADDRESS

Casper BLK 130 Lot 2 Commercial

ZONED - Commercial

## **Satellite Winery**

12-4-412. Microbrewery and winery permits; authorized; conditions; dual permits and licenses; satellite winery permits; direct shipment of wine; fees.

(d) In addition to subsection (b) of this section, the local licensing authority may issue to the holder of a winery permit under this section a satellite winery permit which allows the permittee to sell its manufactured wine at up to three (3) satellite locations within Wyoming separate from its licensed manufacturing site under the original permit fee. The satellite winery permit may be issued on application to the appropriate licensing authority. The local licensing authority may require a public hearing and the payment of an additional permit fee not to exceed one hundred dollars (\$100.00) regardless of the number of satellite locations. The satellite winery permit shall be subject to the terms and conditions of W.S. 12-4-106, the schedule of operating hours provided in W.S. 12-5-101 and the dispensing room provisions of W.S. 12-5-201.

**12-4-106.** Term of license and permit; exception.

**12-5-101.** Hours of sale generally; exceptions; designation of dates for unrestricted operation.

(a) All licensees may, with the approval of the local licensing authority, open the dispensing room at 6:00 a.m. and shall close the dispensing room and cease the sale of both alcoholic and malt beverages promptly at the hour of 2:00 a.m. the following day. In addition, licensees shall clear the dispensing room of all persons other than employees by 2:30 a.m.

(b) Clubs holding liquor licenses may be exempt from the hours of operation specified in subsection (a) of this section by local ordinance or regulation of the appropriate licensing authority.

(c) The hours of operation designated in subsection (a) of this section may be modified on no more than four (4) days each calendar year by a resolution or agreement made each year by the appropriate licensing authority designating those dates during city or county fairs, rodeos, pageants, jubilees, special holidays or similar public gatherings when all licensees may operate their dispensing rooms for a period of twenty-four (24) hours beginning at 6:00 a.m.

**12-5-201.** Location, regulation and restrictions as to place of sale; inspections; additional dispensing rooms.

(a) Except as otherwise provided in this section, the principal place in which alcoholic liquor and malt beverages are sold under a license shall be located in one (1) room upon the premises for which the license is issued and as approved by the licensing authority. Upon payment of an additional license fee equal to two-thirds (2/3) of the fee paid for the original license, a licensee may have and maintain one (1) additional dispensing room in the same building under the authority of the original license. Alcoholic beverages secured in the licensed room by a server

(c) W.S. 12-4-410 shall apply to any person holding a microbrewery or winery permit and a restaurant liquor license pursuant to subparagraph (b)(iii)(B) of this section, except the dual holder:

(i) May provide a separate dining area in which the brewed malt beverage or manufactured wine may be dispensed which shall be separate from any dining area in which persons age eighteen (18) or under are permitted to enter. The dining room in which the malt beverages or wines are dispensed shall not be considered the dispensing room for purposes of the restaurant liquor license;

(ii) May sell the brewed malt beverage or manufactured wine for limited off-premises personal consumption pursuant to paragraphs (b)(iv) and (v) of this section;

(iii) May upon cessation of full service restaurant operations, serve a limited menu and continue to serve malt beverages authorized under the microbrewery permit or wines authorized under the winery permit; and

(iv) Shall not include sales of malt beverages or wines authorized under the microbrewery or winery permit, or sales other than food service and alcoholic beverages in the annual gross sales report required under W.S. 12-4-408(c).

(d) In addition to subsection (b) of this section, the local licensing authority may issue to the holder of a winery permit under this section a satellite winery permit which allows the permittee to sell its manufactured wine at up to three (3) satellite locations within Wyoming separate from its licensed manufacturing site under the original permit fee. The satellite winery permit may be issued on application to the appropriate licensing authority. The local licensing authority may require a public hearing and the payment of an additional permit fee not to exceed one hundred dollars (\$100.00) regardless of the number of satellite locations. The satellite winery permit shall be subject to the terms and conditions of W.S. 12-4-106, the schedule of operating hours provided in W.S. 12-5-101 and the dispensing room provisions of W.S. 12-5-201.

(e) The provisions of W.S. 12-4-413 shall apply to any person holding a microbrewery or winery permit and a bar and grill liquor license pursuant to subparagraph (b)(iii)(F) of this section, except the dual holder:

(i) May sell the brewed malt beverage or manufactured wine for limited off-premise personal consumption pursuant to paragraphs (b)(iv) and (v) of this section;

(ii) May upon cessation of full service restaurant operations serve a limited menu and continue to serve malt beverages authorized under the microbrewery permit or wines authorized under the winery permit; and

(iii) Shall not include sales of malt beverages or wines authorized under the malt beverage or winery permit, or sales other than food service and alcoholic beverages, in the annual gross sales report required under W.S. 12-4-408(c).

(f) Notwithstanding paragraph (b)(v) of this section and W.S. 12-5-201, any person holding a winery permit as provided by this section, may sell and ship

July 2, 2013

MEMO TO: John C. Patterson, City Manager  
FROM: Casper Downtown Development Authority  
SUBJECT: Modified Version of Crandall-Arambula Study

Recommendation:

That Casper City Council, by minute action, adopts the modified version of the Crandall-Arambula Study as presented.

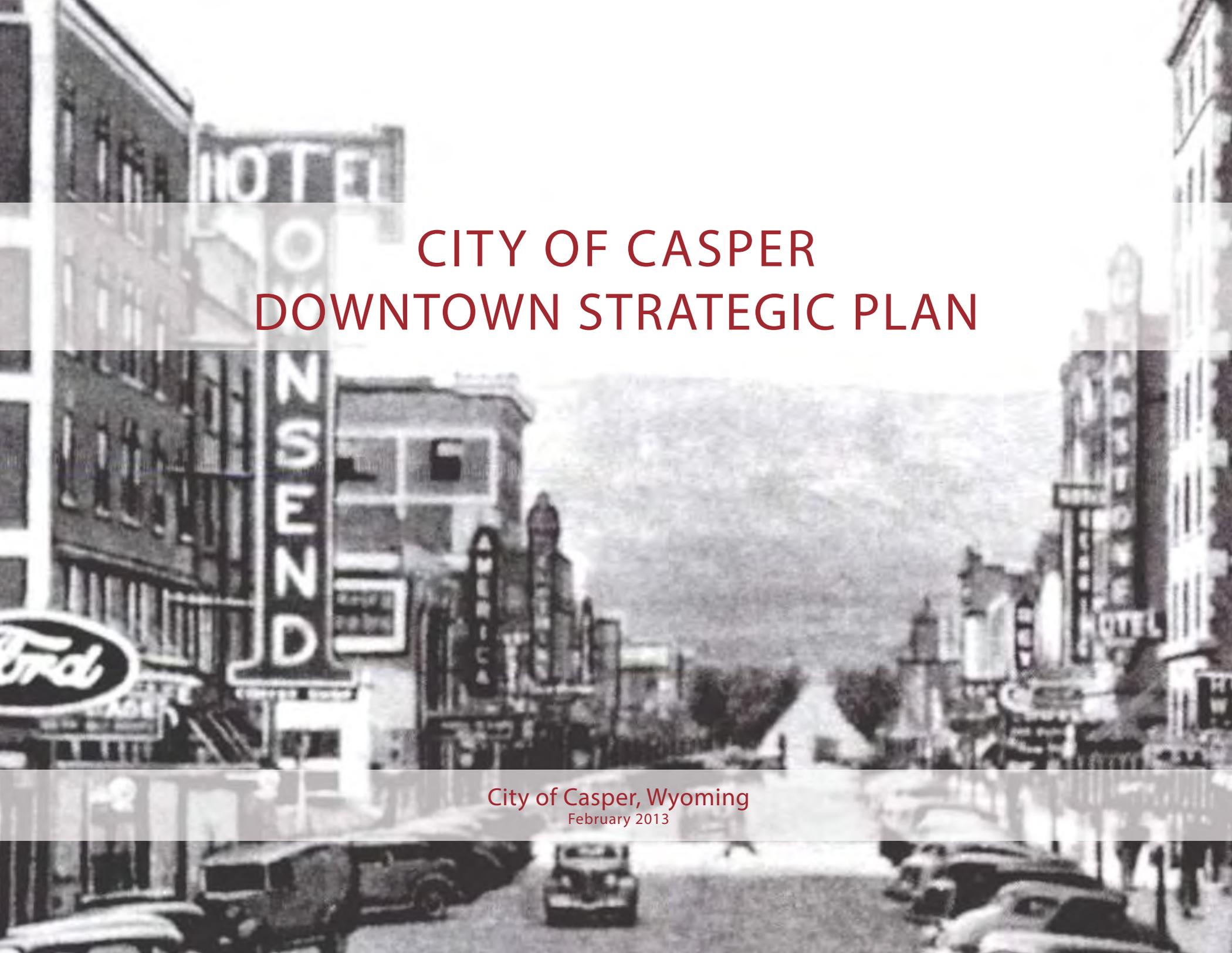
Summary:

After identifying the need, the Casper Downtown Development Authority (DDA) joined with the City of Casper in January of 2012 to work with the newly hired team from Crandall & Arambula. The overall goal was to receive a downtown strategic plan. After a lengthy process involving stakeholder, public, City staff and DDA input, Crandall & Arambula presented their proposed plan to the public in July of 2012.

While elements of the overall plan were not well received, the DDA embraced several projects for short and long term feasibility and implementation. Communication with Crandall & Arambula representatives led to a revised plan which represents ongoing and future projects that the DDA board and staff are working on.

Recently, the DDA initiated and assisted with a successful downtown parking garage and public restroom project grant application from the Wyoming Business Council. A requirement of the grant application was to provide a strategic plan which would support the project. Going forward, the DDA intends to work on several other projects in collaboration with the City. The need for a Council adopted plan that will support these projects is critical to their future success.

The Casper Downtown Development Authority recommends that the Council adopt the Crandall-Arambula Study, as modified and presented, for the benefit of the DDA district, the downtown core and the City of Casper.



# CITY OF CASPER DOWNTOWN STRATEGIC PLAN

City of Casper, Wyoming  
February 2013



# ACKNOWLEDGEMENTS

We salute those who support this strategic plan for Downtown Casper.

We would like to thank the Casper City Council for its leadership. Financial support for the Strategic Plan effort came from the City of Casper, Amoco Reuse Agreement Joint Powers Board, and the Downtown Development Authority (DDA) Board of Directors.

## Downtown Casper Strategic Plan Committee

Laura Angelo, Amoco Reuse Agreement Joint Powers Board

Peggy Brooker, DDA Chair

Renee Penton-Jones, DDA Executive Director

Kate Sarosy, City Council

Paul Meyer, City Council

Charles Walsh, downtown business/property owner

Lisa Burridge, downtown business/property owner

Louis Taubert, downtown business/property owner

John Patterson, City Manager

Liz Becher, Community Development Director

## Downtown Businesses Steering Committee

Randy Pryde, downtown business/property owner

Ray Drzymala, downtown business operator

Tassma Powers, attorney and downtown business owner

Mike Huston, bank president and downtown business owner representative

Dawn Stevenson, downtown business/property owner

Louis Taubert, downtown business/property owner

Charles Walsh, downtown business/property owner

## Technical Advisory Committee

Chris Walsh, Police Chief

Mark Young, Fire Chief

Andrew Beamer, City Engineer

Gary Clough, Public Services Director

Craig Collins, City Planner

Josh Deifel, MPO Manager

Angela Emery, Executive Director Platte River Parkway Trust

Lowell Fleenor, District Engineer, WYDOT

Bill McDowell, County Commissioner

Liz Becher, Community Development Director

Kale Prewitt, Urban Renewal Manager, Old Yellowstone District

## Consultant

Crandall Arambula PC

George Crandall, Principal

Don Arambula, Principal

Jason Graf, Associate Principal

Jessie Maran, Associate

Brenda Payne, Urban Designer

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# THE GUIDING PRINCIPLES

# PLAN PURPOSE, PROCESS, AND GOALS

## PLAN PURPOSE

The purposes of this plan are to develop a publicly supported vision that identifies the type and location of essential downtown amenities, features, facilities and businesses and to create a road map that establishes the order of development that will foster immediate and sustained downtown growth and prosperity.

## PLAN PROCESS

An iterative design and planning process was undertaken over an eight-month period guided by regular and meaningful public involvement. The resulting plan reflects the community's vision for the future growth of downtown Casper. The process for engaging the public and stakeholders was based on the following:

- A transparent and inclusive process
- Citizen and elected official input
- Extensive public review and acceptance

### Steering Committee, Stakeholder and Public Meetings

The steering committee, comprised of local public officials, citizens, and business people, reviewed all plan materials and provided input and direction for plan development and implementation. In addition, the consultant conducted over thirty-five key stakeholder meetings, a kick-off workshop, open house and multiple council sessions.

## Project Process and Schedule

### 1 See the Possibilities

- 1) Analysis of Existing Conditions
- 2) Kick-off Meetings- City, Stakeholder, Community
- 3) Summary of Existing Conditions

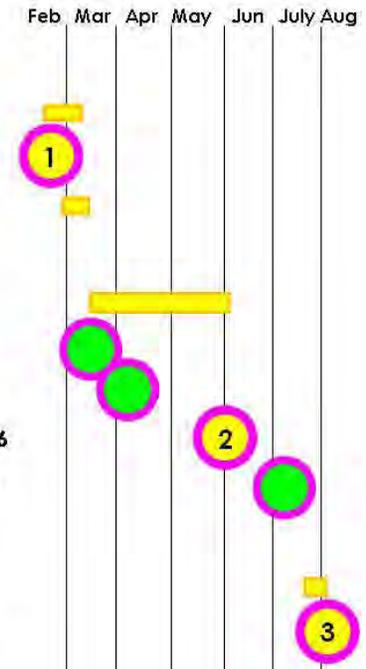
### 2 Build the Vision

- 1) Develop Materials (Concept & Implementation)
- 2) Preliminary Site Evaluations Meetings- Mar. 22
- 3) Conference Center Evaluation Meetings- April 10
- 4) City Staff Meeting and On Site Workshop- June 5 & 6
- 5) Additional Meetings and Open House- July 12 & 13

### 3 Create the Road Map

- 1) Finalize Materials (Concept & Implementation)
- 2) City Staff Meeting and City Council Presentation

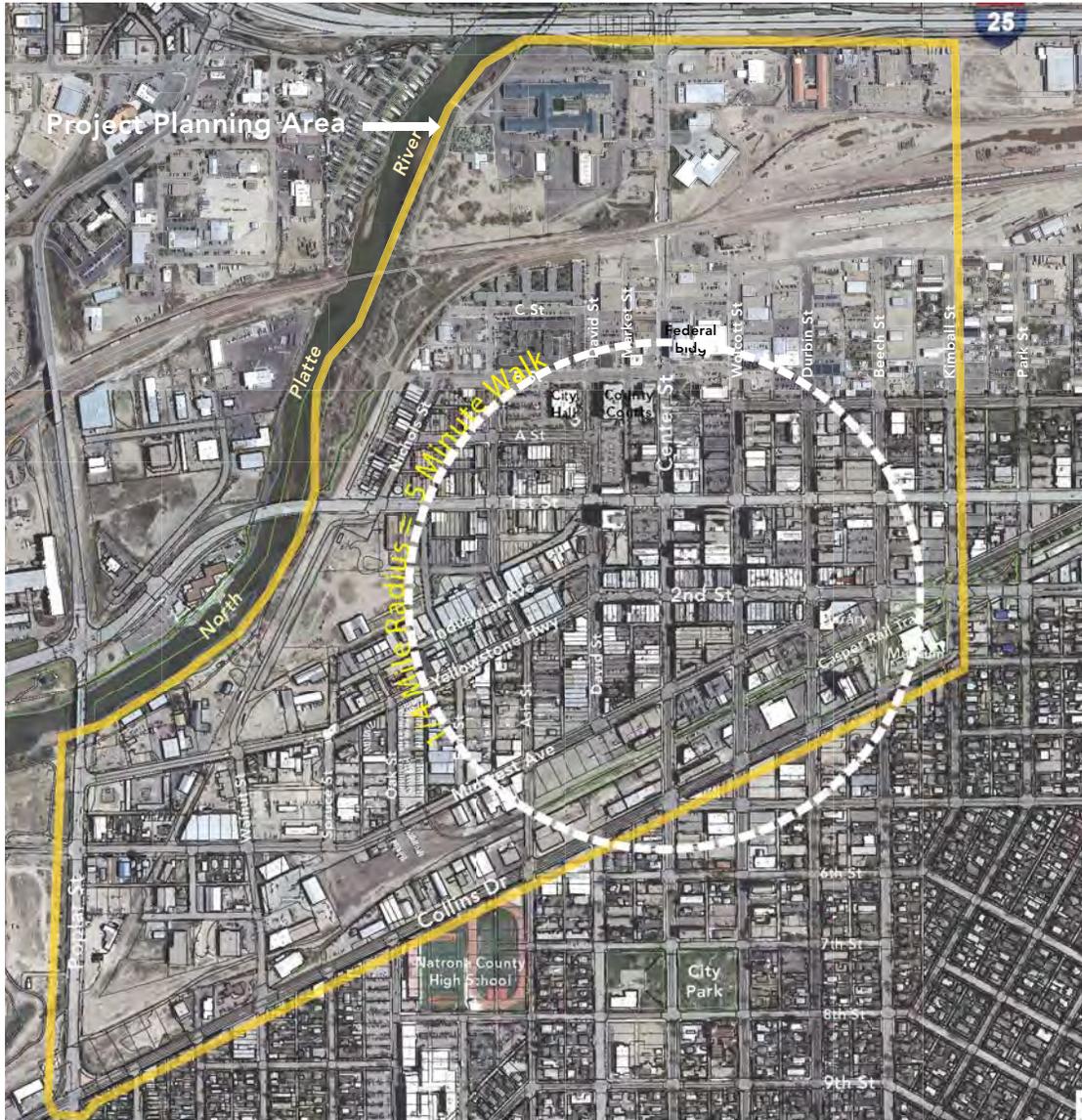
- Contract Meetings
- Additional Meetings



### Meetings Format

Each meeting, workshop, and session included an interactive PowerPoint presentation that consisted of two parts:

- Presentation—Identify the project purpose, process and schedule, summarize previous meetings, and review concepts
- Workshop—Identify questions and comments, discuss questions and ideas, fill out response sheets, review next steps



Project Planning Area

## PROJECT GOALS

The following goals were developed during the initial meetings with the public, steering committee, public officials and stakeholder groups and served as the touchstone for the development and evaluation of the plan.

- Strengthen Downtown Retail
- Create Memorable Public Gathering Spaces
- Ensure Adequate Parking
- Build Local Support for the Plan
- Encourage a Mix of Downtown Housing
- Determine 'Best Sites' for the Conference Center
- Develop Guidelines and Standards

# THE VISION

# OVERVIEW

The Casper Downtown Strategic Plan provides a vision and an investment strategy that establish downtown as a regional destination and the focus of local redevelopment. The plan strengthens the existing retail concentration along and adjacent to 2nd Street, sets the stage for significant redevelopment of the Old Yellowstone District, and provides a framework for pedestrian- and bicycle-friendly street improvements that stitch together downtown destinations and connect with the North Platte River.

## The Vision

The vision includes the revitalization of the retail core concentrated along 2nd Street and anchoring of the retail concentration by a new conference center, hotel, and plaza. To the west and the east of the retail core, development options for areas along the east and west ends of 2nd Street are offered in order to:

- Supplement the retail offering on 2nd Street through strategically located retail anchors
- Introduce a significant number of housing units close to the retail core
- A concentration of high density housing on the full city block at the corner of Beech Street and 2nd street

# RETAIL CORE

The vision for downtown is a vibrant concentration of edge-to-edge street-oriented retail along 2nd Street between David and Durbin Streets. The singular focus of the strategic plan is to identify the fundamental elements and 'road map' that will change the perception of downtown and create an engine for economic development and investment that is unique to Casper.

The fundamental elements of the vision are:

- Retail Critical Mass—At build out, 260,000 square feet of ground-floor retail along 2nd Street and adjacent streets will create a regional destination for shopping, dining and entertainment.
- East Retail Anchor & Parking—A site near the library site will be redeveloped into a 30,000-square-foot retail space for a single user or a cluster of similar uses that includes a 450-space three-level parking structure.
- West Retail Parking Structure—The existing parking structure and retail storefronts will be replaced with 470 parking spaces on three levels with convenient access to active street-level retail storefronts from David Street and Center Street. 182 spaces will be reserved to replace the existing office building parking.
- Conference Center and Hotel—A 44,000- square-foot facility and 210-room hotel adjacent to



Retail Core Diagram

2nd Street will provide a built-in stream of retail customers

- Public Plaza—Strategically located at the west-end terminus of 2nd Street, the public plaza will be scaled to provide a focus for civic activities and will be surrounded by active ground-floor retail, entertainment, and restaurant uses.

Investment Summary*	
New & Renovated Retail	\$20 Mill.
Conference Center Hotel	\$30 Mill.
<b>Total (New Private Investment)</b>	<b>\$50 Mill.</b>

\* Numbers are conceptual approximations

## RETAIL CORE PLUS HOUSING DEVELOPMENT

A downtown retail anchor and high-density downtown housing strengthen the retail core and create a 24-hour active downtown living environment.

The fundamental elements of developing the retail core and housing are:

- Retail Anchor—A 60,000-square-foot full-service grocery store, or similar use, with 140 on-site parking spaces is conveniently located at the highly visible intersection and includes an additional 25,000 square feet of street-oriented retail near the public plaza.
- Housing Development—A redevelopment area for approximately 300 apartments, condominiums, and townhomes is located within walking distance of the North Platte River and 2nd Street shopping, dining, and entertainment destinations.

Retail Core Plus Housing Development

Investment Summary*	
New & Renovated Retail	\$20 Mill.
Conference Center Hotel	\$30 Mill.
Housing & Retail Anchor	\$100 Mill.
<b>Total (New Private Investment)</b>	<b>\$150 Mill.</b>

\* Numbers are conceptual approximations

# THE ROAD MAP

# IMPLEMENTATION

Successful plan implementation will require a coordinated public and private effort to establish immediate development momentum, initiate priority and other projects, and ensure sustained investment over time.

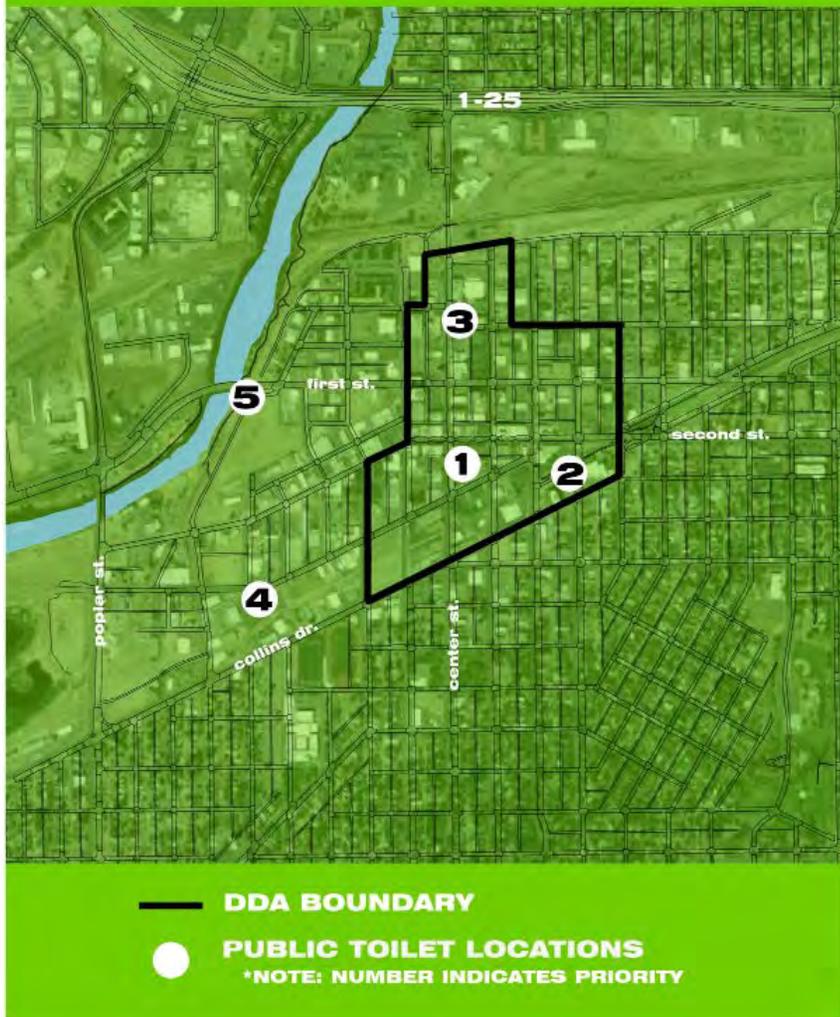
## Priority Projects

The following priority projects will provide the catalyst needed to stimulate private investment:

- Public Restroom Site Study
- Retail Core Strategy
- Retail Anchor
- Downtown Wayfinding Site Study
- Conference Center/Hotel
- Public Plaza
- Develop Regulatory Design Standards and Codes



# PUBLIC RESTROOM MAP



EXISTING CITY PARKING GARAGE



PROPOSED RESTROOM LOCATION

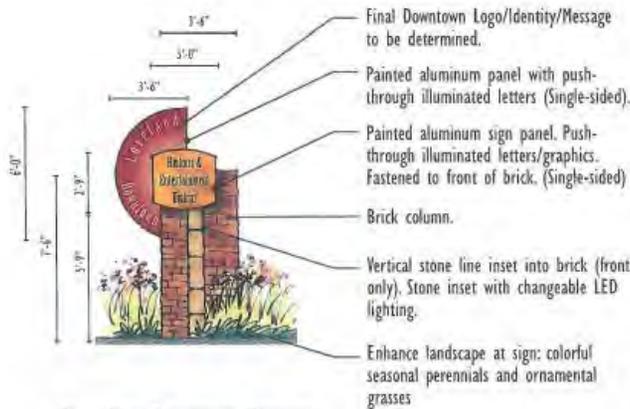
# PRIORITY PROJECTS

## WAYFINDING PLAN

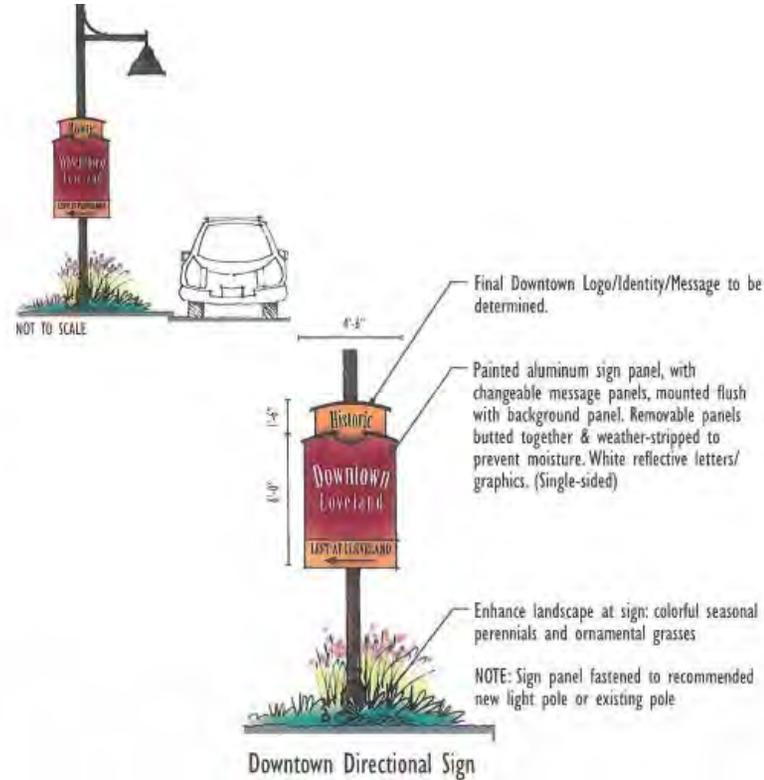
Planning and design for a downtown wayfinding system was identified as needed elements during the planning effort.

The actions needed to implement the wayfinding plan are indicated in the table to the right.

Action	Who
<b>1) Prepare a Downtown Wayfinding Plan</b>	
Appoint a review committee	City/DDA
Prepare concept alternatives	Consultant
Review alternatives	City/Consultant
Refine preferred alternative	Consultant
Adopt wayfinding plan	City



Secondary Downtown Gateway



Downtown Directional Sign

Wayfinding signage examples

## PRIORITY PROJECTS

### RETAIL CORE

Creating a successful retail environment requires a strategy for establishing edge-to-edge retail and locating anchor tenants at each end of 2nd Street, as identified in this plan. To ensure that the vision is realized, new or updated retail-supportive regulatory standards, design guidelines, and design review processes must be prepared. Actively recruiting retail tenants will require a basic inventory of existing downtown retail space and potential locations for new retail space. This inventory database should be made available to potential retailers and retail recruiters. Furthermore, ongoing maintenance and investment in retail storefronts and buildings should be encouraged.

The actions needed to implement the retail core are indicated in the table to the right.

Action	Who
<b>1) Prepare Fundamental Design Guidelines and Standards</b>	
Appoint review committee	City/DDA
Catalogue existing conditions - use & space availability	City/DDA
Identify opportunities and constraints	Consultant
Prepare development framework for retail anchors & parking	Consultant
Prepare draft guidelines and standards	City/Consultant
Review draft guidelines and standards	City/DDA
Finalize guidelines and standards	Consultant
Adopt guidelines and standards	City
<b>2) Prepare Business and Property Inventory</b>	
Establish inventory study area	City/DDA
Develop and administer property and business survey	City/DDA
Prepare a business and property data base	City/DDA
Prepare a business and property analysis	City/DDA
<b>3) Develop a Retail Recruitment and Marketing Strategy</b>	
Appoint a review committee	City/DDA
Prepare recruitment and marketing strategy	Consultant
Review recruitment and marketing strategy	City/DDA
Finalize recruitment and marketing strategy	Consultant
Adopt recruitment and marketing strategy	City/DDA

## PRIORITY PROJECTS

### RETAIL ANCHOR

It is vitally important that a retail anchor site be secured in the downtown core

The actions needed to implement the retail anchor are indicated in the table to the right.

Action	Who
<b>1) Acquire Retail Anchor Site</b>	
Contact potential anchor tenants to explore interest	City
Acquire site(s) in response to developer interest	City
<b>2) Prepare Retail Use Agreement for Existing Library Site</b>	
Appoint a review committee	City/County
Establish MOU & agreement for retail and parking use of site	City/County

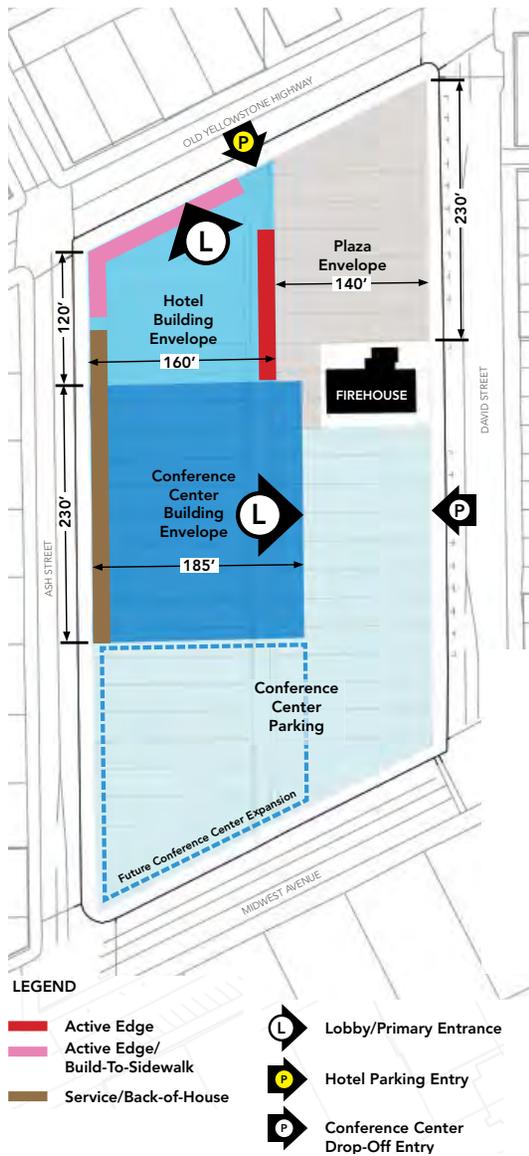
# PRIORITY PROJECTS

## CONFERENCE CENTER & HOTEL

Implementation of the conference center and hotel will be a game-changer for downtown Casper. The design of the site, the building orientation, and servicing and parking access will be determining factors in the success or failure of this project. To ensure that the conference center and hotel reinforce the strategic plan, a site development framework (shown on opposite page) should be included in the conference center and hotel developer request for proposal.

The actions necessary for implementation of the conference center and hotel are indicated in the table to the right.

Action	Who
<b>1) Acquire Site</b>	
Secure site(s) option(s)	City
Explore developer interest	City
Finalize site acquisition when developer interest confirmed	City
<b>2) Prepare Site Development Framework - Illustrate:</b>	
Build-to lines	City/Consultant
Active Edges	
Auto Access	
Service Access	
Pedestrian Access	
Design Guidelines	
Special Requirements	
<b>3) Prepare Developer Offering - Include:</b>	
Project Description	City
Financial Considerations	City
Schedule	City
Site Development Framework (See item 2 above)	City/Consultant
Submittal Requirements	City
Proposal Evaluation Criteria	City
<b>4) Review Developer Proposals</b>	
Identify review committee	City
Review and evaluate proposals	City/Consultant
Select developer and negotiate Contract	City
<b>5) Prepare Contract Documents</b>	
Review preliminary design	City/Consultant
Review final design	City/Consultant
<b>6) Construct Project</b>	



Site Development Framework



Conference Center & Hotel (View Looking West)



Conference Center & Hotel (View Looking East)

**PUBLIC PLAZA**

The public plaza will create a nexus for downtown events and daily gathering and will be a magnet for investment.

The actions necessary for implementation of the public plaza are indicated in the table to the right.

Action	Who
<b>1) Acquire Site</b>	
Secure site	City
<b>2) Prepare Concept Design</b>	
Appoint review committee	City
Meet with public to develop possibilities	City/Consultant
Prepare alternative concepts	Consultant
Review alternatives with public	City/Consultant
Refine preferred alternative	Consultant
Review refined alternative with public	City/Consultant
Adopt concept plan	City
<b>3) Prepare Contract Documents</b>	
Select architect/landscape architect	City
Review contract documents	City/Consultant
<b>4) Construct Project</b>	



Public Plaza (View Looking South from the Intersection of David Street and Old Yellowstone Hwy)

## DEVELOP REGULATORY DESIGN STANDARDS AND CODES

The Downtown Development Authority shall engage in the process of developing and adopting design standards and establish a review committee for any property that is within the boundaries of the district.

The regulatory standards and codes shall be updated on a regular basis that will be established by the City of Casper and DDA. These standards will be developed with the intent to provide predictable built results and high-quality public spaces and aesthetics.

# SCHEDULE

The sequence of activities needed to implement the Downtown Strategic Plan are outlined on the right

