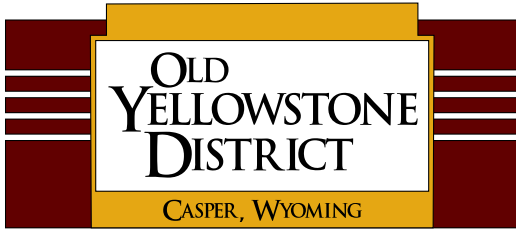




**OLD
YELLOWSTONE
DISTRICT**
CASPER, WYOMING





INTRODUCTION

Live



Work



Play



Casper, in the center of Wyoming, is always worth a visit for fans of vibrant, walkable, and livable cities. The City continues to develop its riverfront walking paths, extend the “rails to trails” pathway throughout the City, improve the bike lane network and transit network, explore opportunities for art, culture, and recreation, maintain infrastructure, foster neighborhood excellence, and implement smart growth principles in its community development and planning initiatives.

Downtown Casper is the true heart of this community; alive with dining, shopping, entertainment, history, art, and culture. To compliment this amazing downtown, City leadership and committed neighborhood stakeholders created the **Old Yellowstone District** — a redevelopment area adjacent to the downtown core — that will become a destination for the live, work and play audience.

This publication is dedicated to exploring the Old Yellowstone District and its affordable status as a place for people to live, work, and play, and it’s organized accordingly. In the LIVE section, you will learn about the residential opportunities in the redevelopment area. Read the WORK section for information on the economic drivers in the community and insight on running a business in the downtown core. Flip through the pages of the PLAY section for a look at the community attractions, festivals, and recreational events planned for the Old Yellowstone District.

A land use map and regulating plan are included which detail the City’s development and design plans for this redevelopment area. Let this publication serve as your guide to the endless possibilities in the Old Yellowstone District.

Create your own history!

A LETTER FROM THE CITY



Thank you for considering the Old Yellowstone District!!!

Our City leadership is committed to creating an urban experience where business owners, residents, and visitors can enjoy a diverse economic environment, neighborhood services, parks, arts and culture, our downtown streets, and a fabulous walk along our river pathway. We have put together a sound master plan to revitalize our core and engaged our neighborhood stakeholders in the process. With the plan in place, the City Council and staff are in a position to implement the vision for the Old Yellowstone District. I hope this publication leaves you with a firm understanding of the City's commitment to our overall community and to this neighborhood. Momentum has been created. We invite you to join us.

Sincerely,

Thomas O. Forslund

City Manager





HISTORY AND VISION

Vision is the **power of seeing.**
It is the **sense of sight,**
and the ability to **plan ahead.**
It is the ability to **imagine.**

Visionaries are the people who take their own vision and make it visible to others. They physically create their vision.

The City of Casper is a visionary. For the past several years, the City leadership, staff, and countless community volunteers have envisioned the redevelopment of the Old Yellowstone District adjacent to downtown Casper. This redevelopment planning effort focuses on establishing a new pattern of land uses and supportive transportation and infrastructure improvements in the approximately 130-acres of the district. The Old Yellowstone District used to be a thriving business area with retail businesses located along the Yellowstone Highway, the primary arterial to Yellowstone Park. The businesses not only supported the commercial needs of travelers headed to the Park, but the area offered industrial support to the Amoco Refinery which was located immediately west of the district.



A view of the Old Yellowstone District, looking west from South David Street at Industrial Avenue, taken during the 1930s (Seymour Bernfeld Collection)

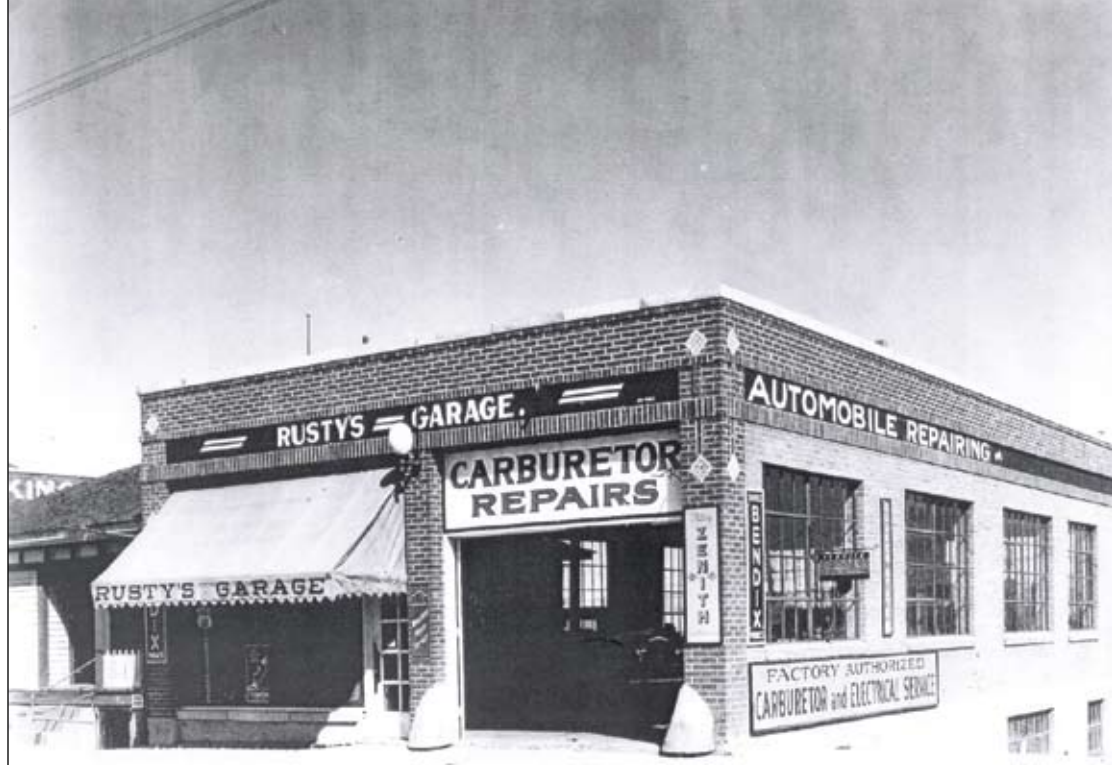
Original business located at 300 West Yellowstone Highway, currently occupied by Yellowstone Scooters and Corner Upholstery, early 1930s (Casper College Archives)

The area declined over time due to shifting traffic patterns and the ultimate closure of the Amoco Refinery. The Yellowstone Highway became obsolete when 1st Street to the north was improved and designated the state highway. This de-emphasis of Yellowstone Highway resulted in a decline in traffic volumes.

City leaders recognize that balanced growth in our community is essential to its survival. While retail development along the borders of this community offers needed services to residents, the downtown core of any community must continue to thrive economically. It is the heart of who we are, and what holds us together as a whole instead of many separate parts. The Casper Urban Renewal Agency created a comprehensive master vision in 2002 that examined how to revitalize the Old Yellowstone District by encouraging the reinvestment by property owners in the area, the utilization of infill and mixed-use developments, the upkeep of historic buildings through tax incentive programs, and the recruitment of complimentary commercial and residential businesses to fill the needs of target customers in the downtown area.

This vision is to create a mixed-use, mixed-income area. Here's how the vision will be implemented:

- The community has expressed how badly it wants additional retail, entertainment, and restaurant opportunities. In order to support these commercial visions, we must increase the density of people living downtown — **rooftops before retail**. We must set the stage for as much residential development as possible. To accomplish this, the City has developed a new regulatory structure to support mixed-use design throughout the Old Yellowstone District. Housing will be encouraged at various price points.



- The City of Casper, through its Metropolitan Planning Organization, plans to increase **street connectivity and pedestrian activity** in the Old Yellowstone District. The key planning principle is to balance transportation needs with community vision. There must be a balance struck between the pedestrian walkability and bicycling in the redevelopment area, and the demand for streets to enhance traffic circulation.
- The beauty of the **North Platte River** is obviously a critical component of the Old Yellowstone District appeal. The City recognizes how important it is to reconnect value to the riverfront area in the Old Yellowstone District and maintain public access. The vision is to meet the desire for an urban waterfront lifestyle and compliment the downtown experience.
- **Public participation** in the planning process for the redevelopment area will be ongoing. The City has hosted numerous public open houses, workshops, luncheons, website updates, and newsletters to ascertain the issues and opportunities in the redevelopment plan, and update stakeholders on the progress.

(Left) Inside Carol Martin's hair salon at 613 West Yellowstone; (Right) Inside Shawn and Shane Rivett's loft residence (Bottom) This original business located at 355 West Yellowstone Highway — Chopping Motors (late 1920s) was replaced by Tripeny Motors in the late 1960s and is currently occupied by the Yellowstone Garage, a historical car museum owned by John Huff (Casper College Archives)

- **Landscape architecture** and **public art** will be used as another development tool of the City. Landscaping is planned in the transportation infrastructure, streetscapes, way finding signage, and public areas. Features like pocket parks and waterfront design will be used as a catalyst for new investment.
- A variety of **financing programs** and partnerships will fund the vision. The City will assist with infrastructure development. Federal tax incentive programs will be utilized, in connection with private investment, in the redevelopment of historic buildings and the creation of new mixed-use developments. Federal and state loan programs will offer attractive interest rates for business expansions. Our local banking community has been educated about the City's vision and funding programs, and they are already working with creative and traditional financing packages on several business ventures in the Old Yellowstone District.
- **Private development** and investment will be the driving force in the redevelopment. The City recognizes that these private developers are visionaries, and we applaud them. They will be our partners throughout the development of this project, and will share in its success.



The community and neighborhood have a vision. The City of Casper has a plan to physically create that vision. Our City leadership is committed and united in their vision. Our community partners are knowledgeable and informed. Resources are in place. We are ready to implement our vision and invite you to join us.



Wyoming Automotive REMEMBERING



From Bricks to Paint Jobs

“The Old Yellowstone District housed the original car dealerships in Casper and the gas stations which serviced the main road to Yellowstone Park. This place keeps me young at heart with all of its history.

I have many fond memories of hanging out in the Old Yellowstone District as a kid. I'd trim trees, fish along the banks of the North Platte River, work with my uncle at Casper Auto Supply, and wait for my dad to pick me up at the end of the day. We'd pop into Wyoming Hardware for a quick look at the shotguns (Dad eventually bought me my first 12-gauge there which I remember to this day), and then we would talk about our day on the drive home.

W.F. Wilkerson started Wyoming Automotive in 1920. He opened the location at 628 West Yellowstone in 1939. He operated it for 40 years. I was asked to run that location when I was eighteen years old. I had five gentlemen reporting to me who were all over the age of 65. Wow, they taught me a lot about cars, hard work, and life. I bought the business in 1978. In 1993, I moved the business across the street into a new building, the former BF Goodrich tire store, and we've been here ever since.

The Old Yellowstone District is diverse, warm, and welcoming. It is a small-town environment nestled within a bigger-city environment.

I belong in this neighborhood.



Paul Meyer

Owner,
Wyoming Automotive





COMMUNITY OVERVIEW

Medical

On a healthy note, Casper is very focused on the health-care needs of the community. A variety of options are available for primary, secondary, and specialty care at cutting-edge medical facilities.

Elkhorn Valley Rehabilitation Hospital

(evrh.ernesthealth.com)

Mountain View Regional Hospital

(mountainviewregionallhospital.com)

Wyoming Behavioral Institute (wbihelp.com)

Wyoming Medical Center (wmcnet.org)

Casper - Natrona County Health Department

(casperhealth.org)

Education

Casper is proud to have an educated citizenry and an educated work force. The Natrona County School District serves Casper and its surrounding area with a total of 27 elementary schools, seven junior high/middle schools, and four senior high schools. (Source: natronaschools.org)

Casper College is one of the largest and most comprehensive community colleges in the region. There are more than 70 degree programs and 30 certificate programs offered at all times. Casper College believes that blending a collective network of community and business leaders with the College's resources can build a vibrant intellectual community, filled with creative culture and positive economic development. (Source: caspercollege.edu)

Climate

Casper averages 275 days of sunshine per year. The city enjoys all four distinct seasons, averaging 87 degrees in July and 32 degrees in January. While there may be occasional heavy snowfalls, the winter weather clears up within a couple of days. Characterized as the "comfort zone" by the National Weather Service, the low year-round humidity keeps summers from being oppressive, and the dry winter temperatures never seem as cold as in more humid states. (Source: wrcc.dri.edu)

Transportation

Casper is a regional hub of air, rail, and highway transportation in Wyoming. Its central location ensures continued industrial, commercial, and residential growth. (Source: dot.state.wy.us)

Casper's regional transportation is overseen by the Metropolitan Planning Organization (MPO). The MPO is a dynamic agency responsible for public transit, regional road construction, and transportation planning. The Casper Area Transportation Coalition (CATC) offers public transportation for everyone on a demand response schedule, and The Bus offers a scheduled service. Both transportation modes are available throughout downtown Casper. (Source: casperareatransportation.com)



The Rivett Residence LIVING



From Bricks to Urban Living

“Raised in Wyoming, my brother Shane and I had always imagined living in a vibrant, downtown setting. With a number of locally-owned restaurants, shops, movie theaters and taverns all within walking distance, Casper’s Old Yellowstone District provides the atmosphere that many associate with an urban lifestyle. With a central location, including views of Casper Mountain and the North Platte River, the Old Yellowstone District became an obvious choice. So

when the opportunity to acquire a historic building within the

District presented itself, we seized it. A two-year renovation project of the 1930’s commercial building turned out to be both challenging and rewarding.

As a result, we have immediate access to all the amenities that make downtown Casper an amazing place to call home.”



Shawn & Shane Rivett

Businessmen,
OYD Residents

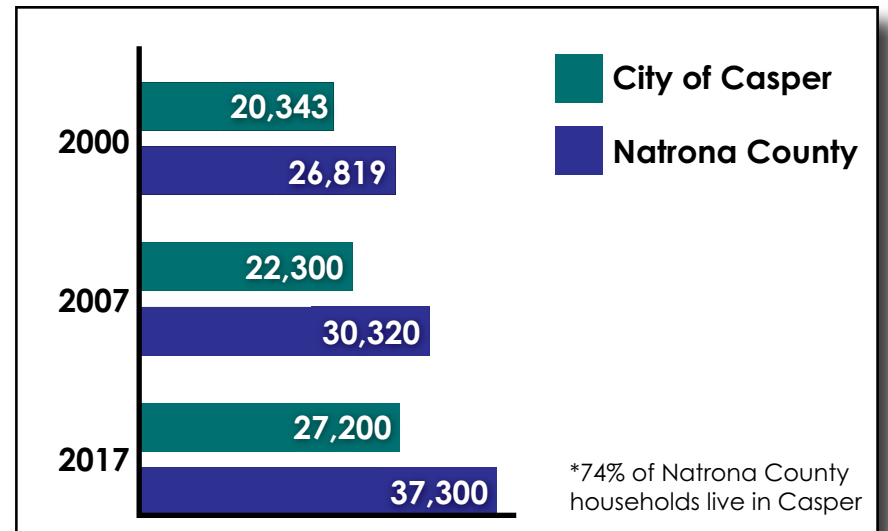


ECONOMIC / DEMOGRAPHIC INDICATORS

Strong economic activity, together with quality of life advantages, is driving population and household growth in the Casper region.



Occupied Household Growth



Household Characteristics (2007)

Description	City of Casper	Natrona County
% Non-Traditional Family Structure	35%	34%
Avg. Household Size	2.35	2.39
% Renter	31%	27%
% 1-2 Person Households	65%	63%

Population by Age (2007)

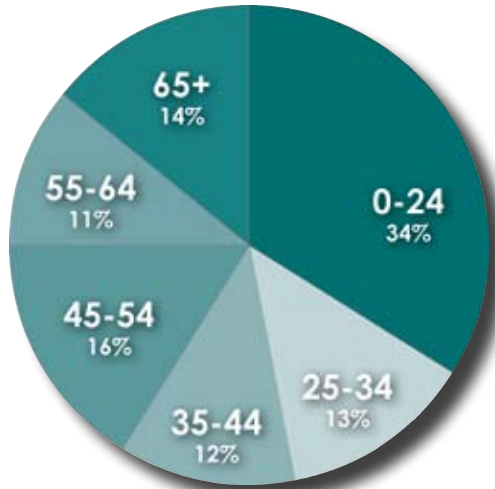
Educational Attainment (2007)

Household Income (2007)

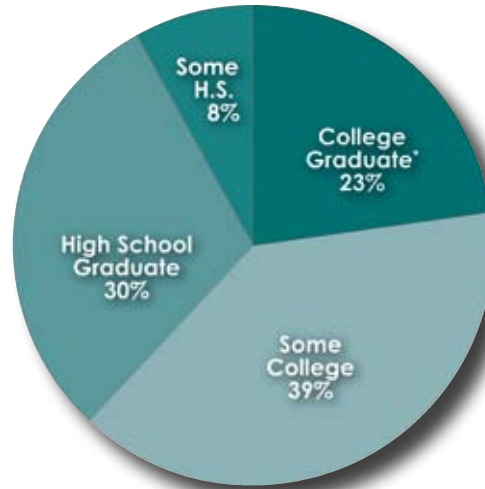
Note: Casper has a percentage of graduates comparable to the national average. Most residents over age 25 have attended some college.

Note: The Media HH Incomes in the Casper Trade Area are slightly higher than the U.S. average of \$48,800

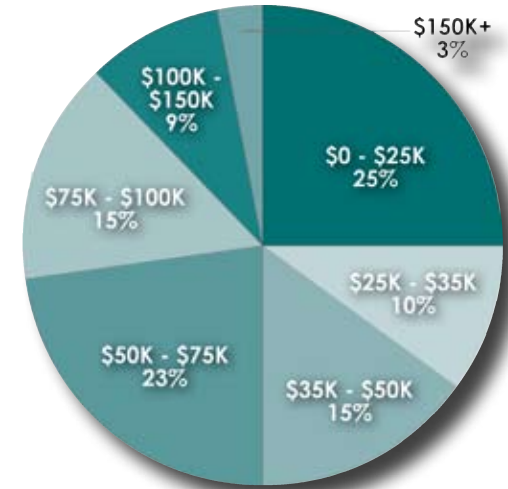
City of Casper



Median Age: 37.5

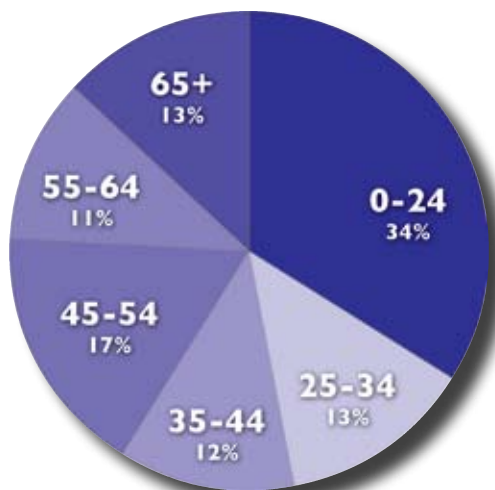


*Undergraduate or graduate degree included

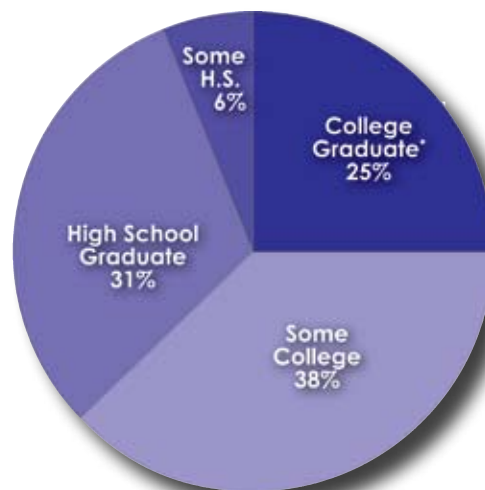


Per Capita: \$25,452
Median HH Income: \$49,800

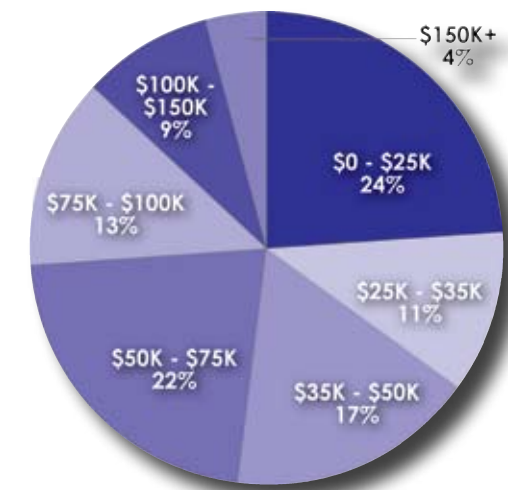
Natrona County



Median Age: 37.7



*Undergraduate or graduate degree included



Per Capita: \$24,534
Median HH Income: \$51,500

MARKET DEMAND ESTIMATES

Market demand for residential, retail and office space in the Casper area, combined with strategic public and private investment, ensures that the Old Yellowstone District can be positioned to capitalize on niche and destination opportunities which serve the community and region.

Old Yellowstone District Residential Demand (2007 - 2017)

Annual Income Range	Approx. Rent Range	Approx. Home Price Range	Current HHs in Income Bracket	New HHs by Income Bracket	Total Units	Estimated Percentage of Renters	Total Rental Units	Total Ownership Units
Up to \$15K	Up to \$375	Up to \$75K	13%	11%	811	90%	730	81
\$15K - \$25K	\$375 - \$625	\$75K - \$100K	13%	12%	885	70%	620	266
\$25K - \$35K	\$625 - \$875	\$100K - \$150K	12%	12%	907	30%	272	635
\$35K - \$50K	\$875 - \$1,000	\$150K - \$200K	17%	18%	1,328	20%	266	1,062
\$50K - \$75K	\$1,000+	\$200K - \$250K	21%	22%	1,623	10%	162	1,461
\$75K - \$100K	\$1,000+	\$250K - \$350K	11%	12%	885	5%	44	841
\$100K - \$150K	\$1,000+	\$350K - \$500K	9%	10%	738	3%	22	716
\$150K+	\$1,000+	\$500K+	3%	3%	221	3%	7	215
TOTALS			100%	100%	7,377	29%	2,123	5,276

MARKET DEMAND ESTIMATES, CONT.

Old Yellowstone District Retail Demand (2007 - 2017)

Category	Demand	Est. Sales (s.f.)	Locally Supportable (s.f.)	New Demand from HH Growth	Demand from Turnover	Total New Demand (s.f.)
Automotive	\$35,750,668	\$250	143,003	14,961	18,590	33,552
Home Furnishings	\$83,075,978	\$200	415,380	43,458	53,999	97,457
Electronics / Appliances	\$68,349,625	\$200	341,748	35,754	44,427	80,182
Home Improvement	\$103,504,554	\$275	376,380	39,378	48,929	88,307
Food & Beverage						
Grocery Stores	\$463,158,023	\$375	1,235,088	129,218	160,561	289,779
Specialty Food Stores	\$5,541,627	\$350	15,833	1,657	2,058	3,715
Liquor Stores	\$22,096,003	\$300	73,653	7,706	9,575	17,281
Health & Personal Care	\$62,628,345	\$250	250,513	26,209	32,567	58,776
Clothing & Accessories	\$101,933,569	\$200	509,668	53,323	66,257	119,579
Sporting Goods & Hobbies	\$38,743,781	\$200	193,719	20,267	25,183	45,451
General Merchandise Stores	\$508,953,131	\$300	1,696,510	177,493	220,546	398,039
Misc. Store Retailers	\$53,378,252	\$200	266,891	27,923	34,696	62,619
Food Establishments						
Full-Service	\$81,194,974	\$375	216,520	22,653	28,148	50,800
Limited-Service	\$273,653,689	\$375	729,743	76,347	94,867	171,214
Specialty Food Service	\$15,969,382	\$250	63,878	6,683	8,304	14,987
Drinking (Alcohol) Estab.	\$31,332,076	\$350	89,520	9,366	11,638	21,003

Sources: U.S. Census; ESRI, Inc./GIS Software; Wyoming Housing Data Partnership; Belden Associates, Inc.; Leland Consulting Group

A. New Demand	1,552,741
B. Plus Demand from Excluded Categories* (25%)	388,185
C. Sub-Total (A + B)	1,940,926
D. Plus Demand from Outside County (30%)	582,278
TOTAL RETAIL DEMAND (C + D)	2,523,203

*e.g., entertainment, banking, professional / medical office, etc.

MARKET DEMAND ESTIMATES, CONT.

Old Yellowstone District Office Demand (2007 - 2017)

Category	Estimated Jobs	Annual Job Growth Rate	10-Year Job Growth	Est. % of Office Jobs	10-Year Job Growth Demands	10-Year Est. Demand from Turnover (s.f.)	Total New Office Demand (s.f.)
Agriculture & Mining	2,363	2.0%	518	15%	19,407	4,431	23,837
Construction	2,829	2.0%	619	5%	7,743	1,768	9,511
Manufacturing	2,514	2.0%	550	10%	13,761	3,142	16,903
Transportation	1,123	2.0%	246	20%	12,293	2,807	15,100
Communication	262	2.0%	57	25%	3,581	818	4,398
Utilities	209	2.0%	46	25%	2,864	654	3,518
Wholesale Trade	2,310	2.0%	506	10%	12,645	2,887	15,532
Retail Trade	8,300	2.0%	1,818	5%	22,722	5,188	27,909
Professional Services	1,708	2.0%	374	95%	88,837	20,283	109,120
Services (Non-Retail)							
Hospitality	475	2.0%	104	5%	1,301	297	1,598
Automotive	552	2.0%	121	5%	1,510	345	1,855
Entertainment	882	2.0%	193	5%	2,414	551	2,965
Health	3,368	2.0%	738	30%	55,320	12,630	67,950
Legal	359	2.0%	79	95%	18,652	4,258	22,910
Education	2,379	2.0%	521	15%	19,541	4,462	24,002
Other	4,948	2.0%	1,083	20%	54,174	12,369	66,543
Government	2,270	2.0%	497	25%	31,076	7,095	38,171
Other	73	2.0%	16	40%	1,599	365	1,964
TOTALS	36,923		8,086		369,439	84,349	453,788

Sources: ESRI-BIS; Leland Consulting Group
 Note: Employment growth rate from 2006 State of Wyoming Economic Business Outlook
 assumes 250 s.f. of office space per office employee

Martin's CO-OP WORKING



From Bricks to Hair Cuts

“We’ve been in the Old Yellowstone District for ten years. We found our perfect building here. It was originally built to house the co-op for the county, and then became a battery shop. We gutted the interior, creatively preserved the exterior façade, and designed our own ‘cooperative.’ We can have both of our businesses under the same roof, and still have room for a getaway apartment and fenced courtyard for entertaining

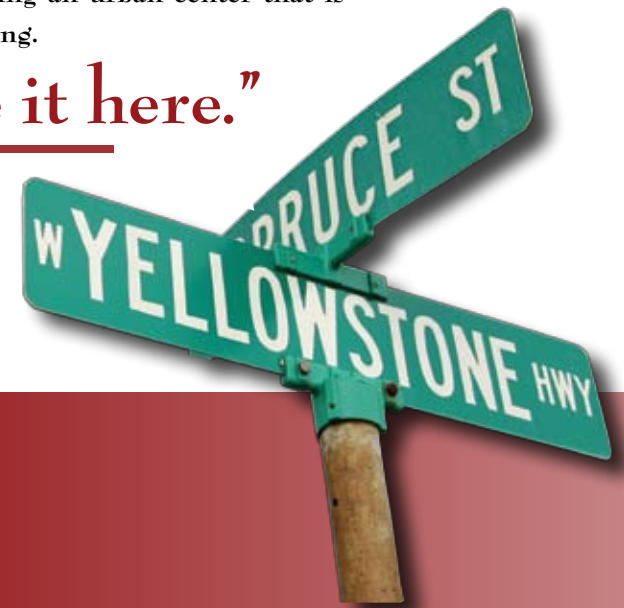
clients and friends. It provides a wonderful mix of uses. The Old Yellowstone District provides a sense of neighborhood with a sense of community. It is becoming an urban center that is diverse, warm, and welcoming.

We love it here.”



Stan & Carol Martin

Co-Owners,
Martin's Co-op





GETTING STARTED

Regulatory Considerations

Development in the Old Yellowstone District is regulated by a Form-Based Code. This regulating plan is intended to integrate urban design, building form, placement, use and design as a means for implementing the Master Plan, dated September 2007.

The Form-Based Code is comprised of four interrelated elements:

- A Zoning district narrative describing purpose, intent, applicability and design.
- A Regulating Plan that describes the areas within the development project where specified building types may be located.
- Building envelope and street standards that describe the allowable height, disposition and use for the specified building types and right-of-way, travel lane, center median, parking, terrace and/or sidewalk and alleyway width for the specified thoroughfares.
- Design standards for guiding specific aspects of building and site design. The design standards apply to existing and new facilities.



The former Fire Station #1, located at 302 South David Street, was redeveloped into a professional office building in April 2005.

Financial Assistance

City of Casper “Tool Chest” for Financing Development: The City of Casper will provide financial assistance through direct investment into infrastructure and through the facilitation of loan programs to developers and business owners. A variety of financial programs are available:

1. New Market Tax Credits

- a. Economic development program created by the U.S. Department of the Treasury.
- b. Provides the incentive of federal tax credits to businesses which locate in redevelopment areas.
- c. Typically used on projects > \$1.5 million in value.
- d. The City could facilitate the program on applicable projects.

2. Economic Development Assistance Program — funding via Section 108 of the U.S. Housing and Urban Development federal loan guarantee program.

- a. Below-market loans from the City are available in partnership with a local financial institution and must be tied to job creation. The loan would apply to 30% of the total project value.
- b. The City would facilitate the program on applicable projects.
- c. Available to projects in the downtown core or redevelopment area.



3. Wyoming Business Council Program Partnerships

- a. Business Ready Community Grant & Loan Program
 - i. This program finances publicly-owned infrastructure to serve development needs.
 - ii. The City of Casper could serve as the applicant
- b. Wyoming Business Council — Revolving Loan Fund for façade renovation.
 - i. Loans are available to businesses in downtown commercial districts; repayment at a rate of 4%.

4. Economic Revitalization — Revolving Loan Fund (ER-RLF)

- a. Funding is capitalized by the City of Casper’s CDBG allocation which is appropriated by the United States Department of Housing and Urban Development.
- b. Below-market loans from the City are available in partnership with a local financial institution and must be tied to job creation. The loan would apply to 10% of the total project value.
- c. The maximum loan amount would be \$50,000 at 2.5% for 10 years.
- d. The City would facilitate the program on applicable projects.
- e. Available for real estate acquisition and/or real estate construction in the downtown core or redevelopment area.



5. **Community Development Block Grant Funds (CDBG)**

Applicable activities that create economic opportunities (Note: Written application to the City is required; funding cap will exist):

- i. Demolition and clearance of dilapidated structures.
- ii. Waiver of landfill fees.
- iii. Retention of a licensed architect for consultation services.
- iv. Assistance with tap fees.
- v. Sidewalk construction and handicap accessibility ramps.
- vi. Façade upgrade – matching grant program.

6. **Department of Commerce — Economic Development Assistance (EDA) grants**

- a. City staff will pursue applicable grants for business owners (i.e. nonprofits, renewable energy options, green design).

The Urban Renewal Division

The Urban Renewal Division for the City of Casper was created to bring public and private investment together in the redevelopment plan for the Old Yellowstone District. The Urban Renewal Division has brought attention to this downtown district, and it will continue to build momentum. Projects build on one another making the Old Yellowstone District a destination for working, living, playing, and creating.

The Urban Renewal Coordinator works directly with developers to create functional and flourishing properties. When you are ready to discover the Old Yellowstone District and create your own history here, contact:

Liz Becher, Urban Renewal Coordinator
City of Casper
200 North David Street
Casper, Wyoming 82601
307.235.8241 phone
307.235.8362 fax
www.casperwy.gov
lbecher@cityofcasperwy.com
www.oldyellowstonedistrict.com



Movie Palace Investments PLAYING



From Bricks to Entertainment

“The Iris Movie Theatres provide a place for ‘playing’ in the Old Yellowstone District. We have enjoyed creating movie theatre experiences all over Casper; theatres that are designed with the historical nuances of their neighborhoods and with the features that our patrons appreciate. Downtown theatres embrace the old and the new. Our patrons can easily walk to our location, stopping to dine along the way, shop in local boutiques, grab a cup of coffee with a new

friend, or indulge in an after-work drink, before settling into one of our cushioned lounge chairs and relaxing with a great movie. The Old Yellowstone District is a terrific asset for downtown Casper.

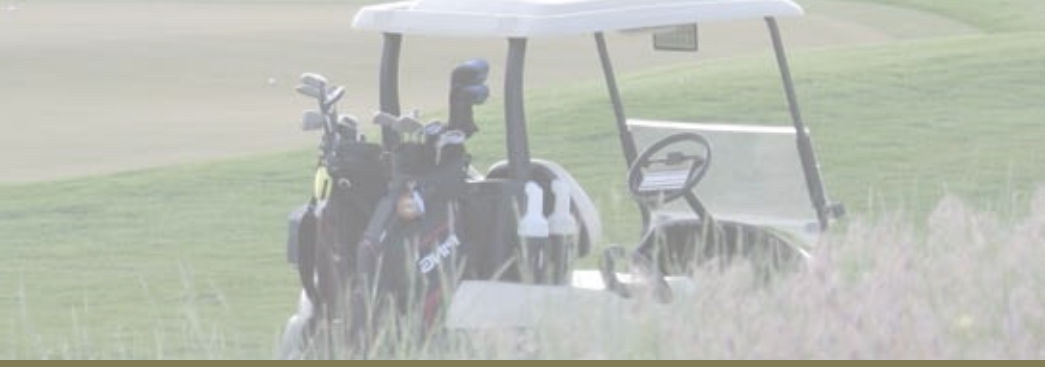
**It’s an ideal location for
playing or doing business
... or both.”**



Randy Pryde

Partner with Craig Hosey & Mike Ito,
Movie Palace Investments, LLC





AREA ATTRACTIONS

Arts & Culture

The arts enrich us all . . . Casper's culture is rich in diversity, blending the old with the new, using values and hard work of the past to carry out cutting-edge ideas and accomplishments. Whether your taste runs to opera or jazz, to poetry or photography, to community theatre or Broadway classics, Casper is unique in the breadth and diversity of the arts and cultural venues it affords. We invite you to take a moment and enjoy these local cultural experiences:

- Nicolaysen Art Museum & Discovery Center (www.thenic.org)
- Wyoming Symphony Orchestra (www.ramshorn.us/WSC0809)
- Casper College Gertrude Krampert Theatre (www.caspercollege.edu/theatre)
- Stage III Community Theatre (www.stageiiiitheatre.org)
- ARTCORE (www.artcorewy.com)
- National Historic Trails Interpretive Center (www.blm.gov/wy/st/en/NHTIC.html)
- Fort Caspar Museum (www.casperwy.gov)
- Casper Events Center — Best of Broadway (www.caspeventscenter.com)

North Platte River

Located in the heart of central Casper, the Platte River Parkway provides a constant flow of water through 4 drop pools in the Whitewater Park, perfect for kayaking, rafting, fishing, or splashing around. The Parkway also hosts a beautifully paved path to enjoy the river environment while promoting an active lifestyle for health and well-being. The Platte River Parkway Trust oversees this beautiful asset for our community, and hosts numerous festivals each year. Learn more at www.platteriverparkway.org.



(Top) The Living Garden performers entertain audiences at the annual Nic Fest, sponsored by the Nicolaysen Art Museum.

(Bottom) Kayakers from around the region enjoy the Casper Whitewater Park, located on the North Platte River.

Retail / Entertainment

In addition, retail and entertainment options in the area abound. There are a variety of wonderful shopping venues, exciting sporting events at the Casper Events Center, beautiful downtown parks and sculpture gardens, golfing at the Three Crowns Golf Course – designed by Robert Trent Jones, Jr. — and a magnificent view of Casper Mountain, only a 10-minute drive from downtown. (Source: Casper Area Convention and Visitors Bureau)

Festivals

Memorial Day Car Show - An annual event that features hundreds of restored and classic vehicles from the decades. Participants from around the region can check them out up close and personal, as they line the streets in the Old Yellowstone District. Saturday night hosts an outdoor sock hop featuring the sounds of the oldies.

12-24 Club Benefit Concert – In July 2009, the Old Yellowstone District was the scene of a fundraising concert to benefit a local substance abuse center. The 12-24 Club is in the midst of a capital campaign to restore a vacant building in downtown Casper that will facilitate 12-step recovery programs. Savannah Jack, from Nashville, entertained the audience.

Platte River Revival – An annual event that boasts 500+ volunteers who give of their time on a Saturday morning in September to clean up debris from the beautiful North Platte River and its banks, as well as plant trees. The clean-up stretches for approximately 4.5 miles, both east and west of the Old Yellowstone District, and on both sides of the riverbank.

(Upper Right) The Memorial Day Car Show is an annual festival in the Old Yellowstone District. (Bottom Left) Knapp Supply in the Old Yellowstone District offers fashionable and functional kitchen items in a stylish merchandising format. (Bottom Middle) The audience loves the live music at the 12-24 Club Benefit Concert. (Bottom Right) Local business teams participate in the Platte River Revival each fall.



Adbay.com
CREATING



From Bricks to Gigabytes

“Our business is all about creating. We help businesses and organizations communicate with their customers through effective design, original websites, and fresh imagery, whether it’s at the supermarket, along the interstate or in their living room. The Old Yellowstone District is all about creating too. The transformation of the Old Yellowstone District into a vibrant and healthy business / residential / entertainment district has been guided by the creativity

of City Council members and the City of Casper staff. Those visionaries have assembled a full-time team, timeline and resources for its redevelopment vision. This team shares the same vision — to create a mixed-use, mixed-income downtown. I am proud to have a business in the Old Yellowstone District.

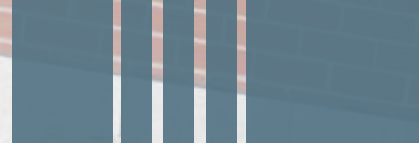
I plan to help the creative growth of this area in whatever way I can.”



Shawn Houck

Owner,
Adbay.com



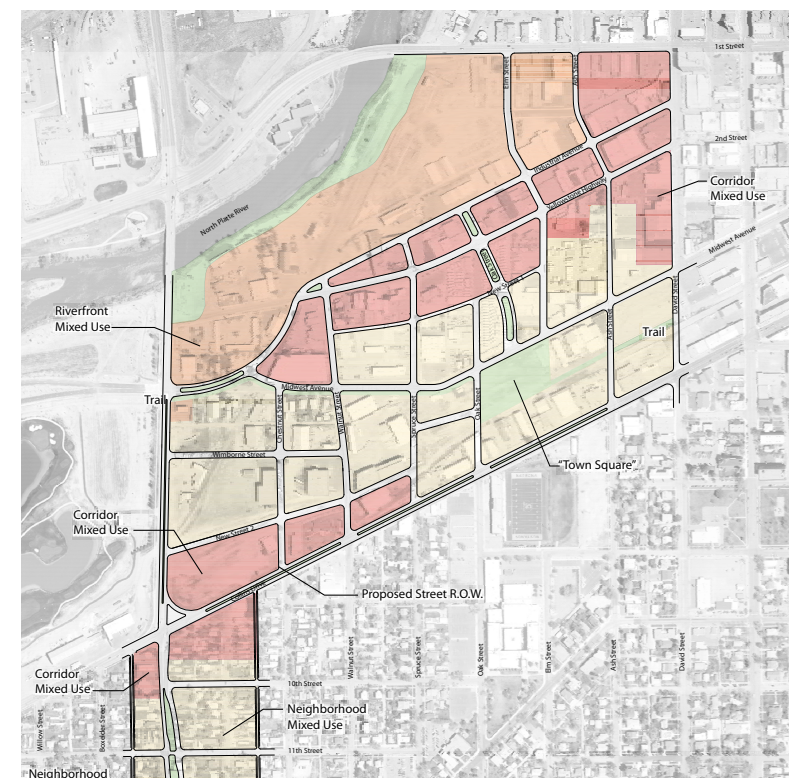


PROJECTS



In Spring 2010, the Wyoming Department of Transportation will partner with the City of Casper, via a federal grant, to completely rebuild four blocks of the Old Yellowstone Highway in the District. All infrastructure will be upgraded, and street amenities, such as music, decorative lighting, branded street signs, benches, and bike racks will be incorporated into the live, work, play lifestyle of the Old Yellowstone District. The project will be completed by October 2010.

(Below) Land Use Plan for the Old Yellowstone District



CREATION IN ACTION

Spotlight on Yellowstone Garage



“When

I was 16 years old, I worked in the Old Yellowstone District at a dealership washing cars, changing oil and doing minor mechanical work. The main road through the area was the old highway to Yellowstone National Park. It was populated with service stations, parts houses and dealerships through the mid-60's before I-25 was built. I immediately found the area to be inviting for a car loving person. In 1989 I found a home in the area for my then fledgling business, Sound & Cellular Inc. During this time

I watched the area undergo many changes. The Amoco oil refinery closed and the reclamation began, changing the face of the area and the riverfront. When the old 'Tripeny Motors' building came up for sale, I thought, 'what better place to keep my old cars than an old car dealership.' So, in October 2004, I now had the catalyst for what was to become the "Yellowstone Garage." I have since purchased more old buildings, and will be working to make this area the wonderful 'retro' place to live, work, and play for my family and neighbors. My son and I love to ride bikes around the neighborhood and along the river pathways. I call this place home, and hope that any newcomers to the Old Yellowstone District preserve and enjoy the rich history and character that the area has to offer.”

— John Huff, Owner, Yellowstone Garage



MORE CREATION IN ACTION



Dsasumo Asian Bistro (Top Left): In 2007, the owners of Dsasumo — an Asian bistro and sushi bar — purchased the vacant VFW downtown and remodeled it into a trendy, popular dining spot. The bistro features patio dining and offers night life to the Old Yellowstone District. The City of Casper assisted the project with a loan through their Economic Revitalization - Revolving Loan Fund program.

Poplar Wine & Spirits / Vintage Wine Bar (Bottom Left): Mike and David Reid broke ground on the future site of Poplar Wine & Spirits and Vintage Wine Bar in summer 2007. This neighborhood business is a gathering spot for after-work drinks and weekend entertainment.

Rising Lotus Wellness Center (Below): In 2008, three local businessmen who are also great friends purchased the vacant Cutting Board building and redeveloped it into a mixed use office and professional building. The building is situated in a prime location between downtown Casper and the Old Yellowstone District. The businessmen immediately remodeled the inside of the main floor space into the artistic and holistically-designed Rising Lotus Wellness and Allergy Center. The upper floor was remodeled into a contemporary office space for Pillar Structural Engineering. The City of Casper assisted the project with a loan through their Economic Revitalization - Revolving Loan Fund program.



RESOURCES AND CREDITS

Credits & Special Thanks

2009 - 2010 Old Yellowstone District and South Poplar Street Advisory Committee:

- **Bill Brauer**, Casper City Council
- **Kate Sarosy**, Casper City Council
- **Joel Burdess**, Casper Planning and Zoning Commission
- **Jim Saylor**, Casper Planning and Zoning Commission
- **Bob Harrington**, Casper-Natrona County Health Department, Property Owner Representative
- **John Huff**, Sound & Cellular, Property Owner Representative
- **Carol Martin**, Martin & Company, Property Owner Representative
- **Paul Meyer**, Wyoming Automotive, Property Owner
- **Ron Salveson**, Knapp Supply, Property Owner Representative

Photo Credits:

- **Kevin Anderson**, Casper College Archivist
- **City of Casper**
- **C.L. Getchius Photography** (www.clgphotos.com)
- **John Huff**
- **John Naquin**
- **Dick Schulte** (personal calendar collection)
- **Larry Winzenried**, Winzenried Photo

Contributing Writers:

- **Liz Becher**, Urban Renewal Coordinator, City of Casper
- **April Getchius**, AICP, Community Development Director

Production Design & Layout:

- **Adbay.com**

Special thanks, also, to the business and property owners in the Old Yellowstone District who provided photo opportunities, historical narratives, and genuine support for the creation of this marketing piece.

Partner Links

Check out this award-winning community on our partner links!!!!

ARTCORE	www.artcorewy.com
Casper Area Convention & Visitors Bureau	www.casperwyoming.info
Casper Area Economic Development Alliance	www.casperworks.biz <i>features a full list of community awards that Casper has received by well-known media names</i>
Casper Area Transportation Coalition (CATC)	www.casperareatransportation.com
Casper Chamber of Commerce	www.casperwyoming.org
Casper College	www.caspercollege.edu
Casper College Gertrude Krampert Theatre	www.caspercollege.edu/theatre
Casper Events Center — Best of Broadway	www.caspereventscenter.com
Casper - Natrona County Health Department	www.casperhealth.org
City of Casper	www.casperwy.gov
Downtown Development Authority /	
Downtown Merchants and Professional Association	www.downtowncasper.com
Elkhorn Valley Rehabilitation Hospital	http://evrh.ernesthealth.com
Fort Caspar Museum	www.casperwy.gov
Mountain View Regional Hospital	www.mountainviewregionallhospital.com
National Historic Trails Interpretive Center	www.blm.gov/wy/st/en/NHTIC.html
Natrona County School District	www.natronaschools.org
Nicolaysen Art Museum & Discovery Center	www.thenic.org
Platte River Parkway	www.platteriverparkway.org
Stage III Community Theatre	www.stageiii theatre.org
State of Wyoming Economic Analysis Division	http://eadiv.state.wy.us/
Western Regional Climate Center	http://wrcc.dri.edu
Wyoming Behavioral Institute	www.wbihelp.com
Wyoming Department of Transportation	www.dot.state.wy.us
Wyoming Medical Center	www.wmcnet.org
Wyoming State Historical Preservation Office	http://wyoshpo.state.wy.us/clg
Wyoming Symphony Orchestra	www.ramshorn.us/WSO0809



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