HOW TO EAT AN ELEPHANT

Leveraging Resources for Redevelopment –
City of Casper Case Study
(Old Yellowstone District)
THE REDEVELOPMENT OF
THE WEST CENTRAL CORRIDOR
(a.k.a. THE OLD YELLOWSTONE DISTRICT)
6 TIPS FOR ORGANIZING FOR EFFECTIVE RESOURCE ADVOCACY
1. Establish project task force and Engage community early
2. Identify priority projects that connect to a broader community vision
3. Break projects down into components and phases
4. Identify 5-10 financing opportunities your community will pursue
5. Advocate for the project
6. Celebrate SUCCESS
What do each of these have in common?
REDEVELOPMENT INVOLVES WORKING THROUGH “LAYSERS” OF RESOURCES
1. ESTABLISH A PROJECT TASK FORCE AND ENGAGE THE COMMUNITY

• A team was created in early 2000 to clean-up, revitalize, and redevelop this brownfield site in the downtown core of Casper, to include the land, the river, and city infrastructure.

• It was led by the City Planning Department/Urban Renewal Division, and consisted of the property owners, contracted environmental engineering firms, City officials, Public Works and City Engineering, Wyoming DEQ, DDA and Economic Development representatives, Region 8 EPA, HUD, U.S. DOT and WDOT, and the Wyoming Business Council.

• Lots of layers created the OYD........
2. CONNECTION TO BROADER COMMUNITY VISION

A FORM-BASED CODE WAS CREATED TO MANAGE THE DEVELOPMENT OF THE OLD YELLOWSTONE DISTRICT, WITH DESIGN STANDARDS AND A FOCUS ON LAND USE, INSTEAD OF TRADITIONAL ZONING.
3. PROJECT BROKEN INTO COMPONENTS AND PHASES

Components:
- Economic Development
- Stormwater Infrastructure
- Housing
- Trails & Accessibility
- Parking

Phases:
- Planning
- Demolition
- Site Acquisition
- Construction
- Assessment

Project
4. LEVERAGING FINANCIAL RESOURCES

• The City of Casper has invested $15.2M in street and infrastructure projects since 2008. That investment has been used to leverage the following, and partner in the completion of 11 blocks of total street reconstruction to-date:

• DOT - $3.0M Federal TEAL grant awarded in 2008 to kick-start reconstruction of 3 blocks of West Yellowstone Highway.

• DOT – $250,000 State TAP grant for trails and dedicated bike lane along main arterial in the Old Yellowstone District.

• State of Wyoming – $2.5m in Business Ready Grants to reconstruct 4 blocks of major roadways and replace utility infrastructure and build streetscape (West Yellowstone, Walnut, and Midwest Avenue)

• HUD/CDBG funding to remove blighted and unsafe structures.

• North Platte River Restoration project (in-river cleanup and bank stabilization) - funded by the City, BP, Game/Fish, BLM, WDEQ, Natrona County Weed and Pest, Wyoming Wildlife Cultural Trust Fund, Optional One-Cent funds, and private foundations.
4. Leveraging Financial Resources (Continued)

The EPA awarded a Brownfields Assessment grant to the City of Casper in 2016.

- The assessment grant consisted of $200,000 to conduct environmental assessments for sites potentially impacted by petroleum substances and $200,000 to conduct environmental assessments for sites potentially impacted by hazardous substances.

- The grant has been used as leverage in other state and federal grant applications.
5. ADVOCACY FOR THE PROJECT

- Financial Resources have been leveraged to encourage private investment.
- The City has also bought blighted properties in the OYD, cleaned them up, marketed them, and sold them for new uses.
- 16 Phase I Environmental assessments have assisted in the sale of 2 commercial properties. The Phase 1 reports have also been used to market other properties.
- Redevelopment by the State of Wyoming is occurring on approximately 11 acres which had been partially assembled by the City.
- The City plans to pursue an EPA Clean-up grant for riverfront property.
- HUD funds created a façade matching grant program that was used to upgrade over 20 building facades in 8 years.
- DOT resources were used to fund a new bus shelter in the OYD.
A VISUAL OF WHAT HAS CHANGED...

COKE BUILDING BEFORE, AND AFTER,
WITH ADBAY’S REMODEL

Midwest Avenue Reconstruction Phase I –
before (above) & after (below)
FORMER FRUIT WAREHOUSE BEFORE RACCA’S REMODEL
FORMER HOUSTON SUPPLY WAREHOUSE BEFORE MONTESSORI SCHOOL REMODEL
FORMER HOUSTON SUPPLY RETAIL STORE BEFORE GASLIGHT SOCIAL REMODEL
6. CELEBRATE SUCCESS

You Can Never Celebrate, or say “Thank You” Enough!

The OYD has been showcased in:
- State Historic Preservation Conferences
- State Planning Conferences
- State Brownfields Conference
- Wyoming Business Council Board meeting

And, the OYD has organized site visits for Wyoming DEQ, Region 8 EPA, Region 8 HUD, developers, and consultants.

Each year, the OYD hosts their redevelopment “Oscars” to recognize property owners who have made significant investment and improvements to their businesses or residences in the OYD. It is a true celebration.
Thank YOU for what you do to facilitate redevelopment....... Keep it up!!!!

Liz Becher
Community Development Director

www.casperwy.gov
lbecher@casperwy.gov
307-235-8241