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2026



LARAMIE DOWNTOWN

DEVELOPMENT PLAN

Laramie
WYOMING

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Page 8 - Laramie by June Glasson

Page 40 - Bike Rack by Meg Thompson

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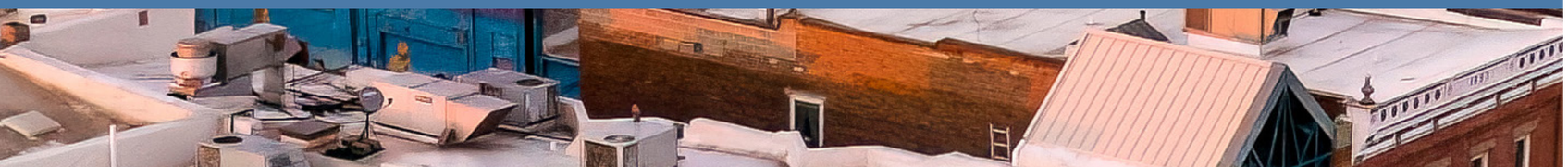


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SETTING THE STAGE



PLAN PURPOSE AND ORGANIZATION

PLAN PURPOSE

The 2026 Laramie Downtown Plan provides the framework for future development and improvements within the Downtown Development District (Downtown) over the next 10 to 15 years. This Plan outlines strategies for programs and physical improvements that strengthen Downtown's character and reinforce its role as a commercial, social, and civic hub. It focuses on actions that Downtown partners can take to foster a more vibrant and thriving district while continuing to support local businesses.

The creation of this Plan is authorized by W. S. § 15-9 201 et. seq. and includes Downtown development and redevelopment strategies focusing on public health, safety, prosperity, and the prevention of urban blight. In compliance with state statutes, **this Plan establishes key goals and actions that focus on:**

- ✓ Management of development activities
- ✓ Landscaping and maintenance of public spaces
- ✓ Promotion of public events
- ✓ Business recruitment and development support
- ✓ Economic improvement activities that benefit the area

As well as financing strategies to implement these priorities.

Like all long-range planning documents, this Plan should serve as a guide while remaining a living, adaptable document that can continue to evolve as priority actions are completed and new priorities emerge.

Many of the goals, actions, recommendations, and potential projects contained within this Plan involve public infrastructure, streetscapes, transportation facilities, utilities, drainage systems, public spaces, and other elements located within or adjacent to the public right-of-way. Any recommendation that affects the public right-of-way will require coordination with, review by, and approval from the City of Laramie Public Works Department and applicable state agencies.

The Public Works Department will continue to administer, prioritize, design, permit, and implement right-of-way improvements in accordance with adopted plans, engineering standards, operational needs, available funding, and community priorities.

PLAN ORGANIZATION

The Plan is organized into four main parts: Setting the Stage, Foundation for the Future, Core Pillars, and Activating the Vision.

The **Setting the Stage** section illustrates the history of planning in Downtown Laramie, the current roles of Downtown partners, and the boundaries of the Downtown Development Authority (DDA).

The **Foundation for the Future** section outlines the community's vision for Downtown, highlighting the community engagement process and planning priorities that emerged through meetings, surveys, drop-in events, and interviews.

The **Core Pillars** section comprises the body of the Plan. Each pillar explores relevant background information and key considerations to guide future planning efforts and identify goals and action items.

The **Activating the Vision** section articulates the DDA's role in Downtown development and identifies partners responsible for plan monitoring and implementation. This section also outlines an action plan for the DDA and its public and private partners, including priority projects, short- and long-term action items, and recommended financing strategies.



PLAN INTENTION

- ✓ **Identify Downtown assets, challenges, and opportunities**
- ✓ **Create a long-term vision for Downtown**
- ✓ **Establish shared goals for both the public and private sectors to support Downtown investment and revitalization**
- ✓ **Recommend actions that build on past efforts while addressing current and future needs**
- ✓ **Coordinate public and private efforts to maximize resources and avoid duplication**
- ✓ **Provide guidance for quality development, public events, and well-maintained public spaces**
- ✓ **Develop a clear implementation roadmap, including partnerships, financing strategies, and priority actions**



CURRENT DOWNTOWN PARTNER ROLES

There are three primary entities working to improve Downtown Laramie today: the City of Laramie, Laramie Main Street Alliance (LMSA), and the Laramie DDA.

The City of Laramie supports Downtown through capital improvement projects, such as the 3rd Street redesign in coordination with WYDOT construction, as well as routine services including trash collection, parking management, and development review.

The LMSA is an active Downtown organization that provides a variety of incentives and programs, including façade grants, small business technical assistance, business attraction efforts, and Downtown events and marketing initiatives.

The Laramie DDA plays an important role in supporting planning, coordination, and leadership efforts that facilitate Downtown redevelopment, health, safety, prosperity, security, and general welfare. However, the DDA currently lacks a consistent funding source to implement Downtown initiatives and projects, although its Board of Directors continues to meet regularly. The DDA has the potential to become an impactful partner in spurring development, championing infrastructure improvements, and enhancing Downtown services. Recommendations regarding DDA funding strategies can be found on page 68.

In addition to these three primary entities, the Laramie Urban Renewal Agency (LURA) also has the potential to drive Downtown investment. The LURA is a City-administered entity established to support redevelopment and encourage private investment in areas where development and reinvestment may otherwise be difficult to catalyze. Similar to the DDA, LURA has the potential to help fund and advance community priorities in Downtown Laramie through redevelopment assistance and public infrastructure improvements. Additional recommendations related to LURA can be found on Page 75.

Other local partners helping to advance vitality in Downtown Laramie include Visit Laramie, University of Wyoming (UW), and the Laramie Chamber Business Alliance.

HISTORY OF PLANNING EFFORTS

The Laramie City Council established the DDA and adopted boundaries for the Downtown Development District in January 1989 to promote the health, safety, prosperity, security, and general welfare of Downtown Laramie through maintenance, renovation, and redevelopment efforts. The DDA boundary is the same as the LMSA boundary, which overlaps the Downtown Historic District, they are distinct and extend farther east to include the County Courthouse and the Laramie Plains Museum grounds.

The DDA became a well-established and influential organization throughout the 1990s and 2000s. In 2001, the DDA sought approval from Downtown property owners for a 30-mill levy to fund Downtown revitalization projects; however, the measure failed. Following that effort, the LMSA formed in 2005 and became the primary driver of Downtown initiatives, including events, public art, Downtown design guidelines, and support for local businesses within the district. The first Downtown Development Plan was adopted in 2011 as a collaborative initiative between the LMSA, DDA, and other community partners. Today, the LMSA and DDA continue to work together to strategically leverage their respective strengths and guide the direction of Downtown Laramie.



Historic Downtown Laramie

RECENT PROJECTS

Laramie continually makes strategic investments in Downtown that enhance safety, accessibility, historic preservation, and economic vitality.

The following projects represent recent efforts to improve infrastructure, activate public spaces, and support mixed-use development within the City's core.

- ✓ **Light Up Downtown:** Light Up Downtown is a collaborative project between the Laramie Beautification Committee, LMSA, Visit Laramie, the Laramie Board of Realtors, and the City of Laramie to install programmable, year-round lighting throughout Downtown. Phase 1 is currently underway and focuses on properties along 3rd Street between Ivinson Avenue and Custer Street.

- ✓ **1st Street Parking and ADA Improvements:** This project evaluated parking conditions along 1st Street and within the Jackalope Parking Lot while improving accessibility within the parking lot and Depot Park. The project also included plans for entertainment spaces and stormwater improvements within the Jackalope Parking Lot and along 1st Street.

- ✓ **3rd Street Improvement Plan:** The City has recently implemented several major projects along the Downtown segment of 3rd Street in partnership with WYDOT. A shared vision and set of design recommendations were developed in the 2017 3, 2, 1... Third Street! plan to leverage these investments to improve safety, accessibility, and economic viability for all corridor users. Beautification improvements and public art installations are also currently underway along 3rd Street as the final action from the plan.

- ✓ **Wayfinding Signage:** In 2024, the City and the LMSA implemented the Wayfinding Master Plan by installing wayfinding signage in key locations throughout the city directing both residents and visitors to amenities, parking, and cultural attractions.

- ✓ **Empress Apartments:** In 2022, the LMSA completed a mixed-use infill project in the heart of Downtown Laramie, transforming the top floor of the Empress Building into three two-bedroom, one-bathroom residential units.

In addition to these larger initiatives, the City has undertaken numerous smaller-scale improvements targeted at enhancing the Downtown experience, including concrete grinding to address uneven sidewalks and improve pedestrian accessibility. The City and its partners have also added parking spots, installed bicycle racks, upgraded street lighting, and other incremental infrastructure improvements.

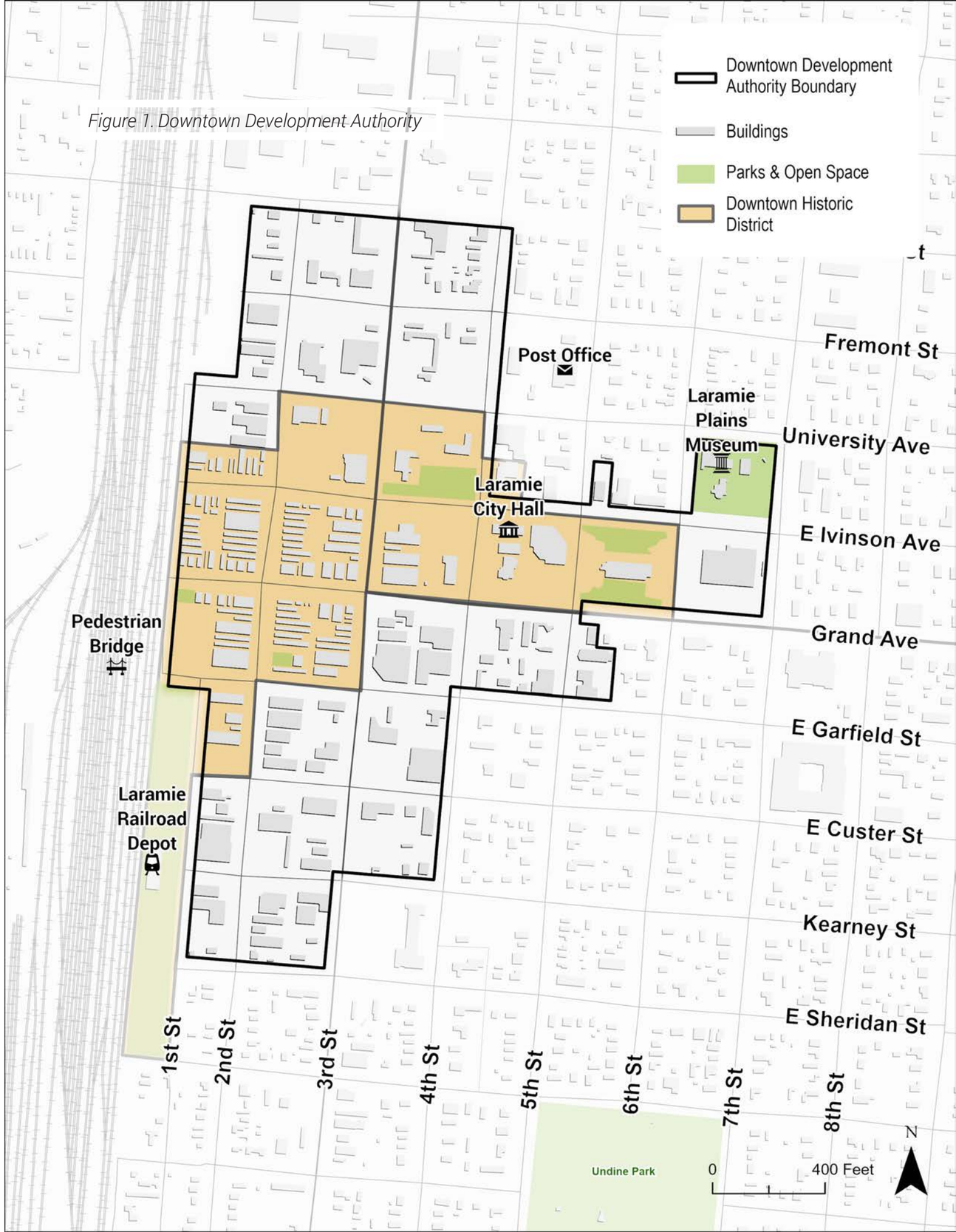


Figure 1. Downtown Development Authority



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FOUNDATION FOR THE FUTURE



VISION

Downtown partners envision Downtown Laramie as a vibrant and welcoming gathering place that celebrates its historic roots and supports local businesses, creating a thriving center for commerce, culture, and connection.

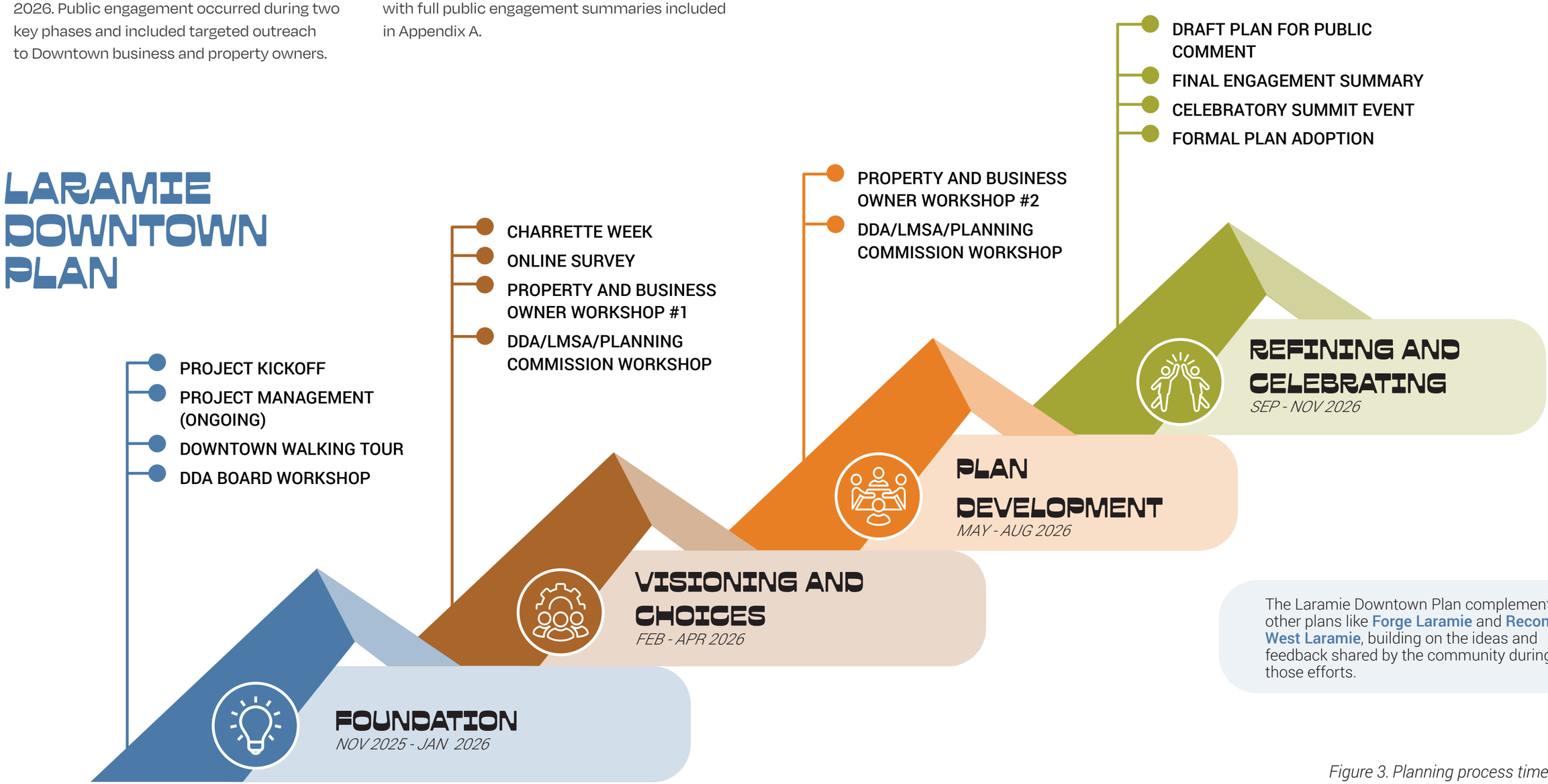


Figure 2. Visioning word cloud from online questionnaire responses

PLAN PROCESS AND OUTREACH

The Laramie Downtown Plan process unfolded over four phases, beginning in September 2025 and culminating in adoption in September 2026. Public engagement occurred during two key phases and included targeted outreach to Downtown business and property owners.

Each phase built upon the previous phase and incorporated community feedback. Short summaries of each phase are provided below, with full public engagement summaries included in Appendix A.



The Laramie Downtown Plan complements other plans like **Forge Laramie** and **Reconnect West Laramie**, building on the ideas and feedback shared by the community during those efforts.

Figure 3. Planning process timeline







VISIONING AND CHOICES

Facilitated discussions with community members and Downtown business and property owners were held over three days, and included joint work sessions, business and property owner work sessions, and community interviews. Throughout the month, members of the public were also invited to visit the Forge Exchange at 103 E Grand Avenue to interact with engagement boards and activities. An online questionnaire was available from March 1 to April 7.

Engagement activities were intentionally interactive to engage residents of all ages and backgrounds while encouraging discussion around core values that should guide the Plan, as well as opportunities, strengths, weaknesses, and potential strategies, actions, and policies.

Activities included:

- ✓ Using dot-voting to indicate which design and streetscape features and land use mixes participants preferred or did not prefer.
- ✓ Using jelly beans to vote for their ideal mix of land uses the potential redevelopment area should become, i.e., 4th and Ivinson.
- ✓ Using pictures from magazines to create a collage vision that visualizes what Downtown Laramie could look like.
- ✓ Using trace paper over a map of Downtown, participants traced opportunities, strengths, and challenges on their version of Downtown Laramie.





PLAN REFINEMENT

Plan Refinement included Celebratory Summit events held on September 4 in the Laramie City Council Chambers and the Laramie Farmers Market, along with use of Konveio, an online commenting platform. This phase focused on the broader community and provided an opportunity to review and refine the draft plan. Over 75 community members participated in the events or commented on the online plan.

The goal of this phase was to ensure that the full range of feedback collected throughout the engagement process was accurately reflected in the 2026 Downtown Laramie Plan, while allowing opportunities to refine recommendations and improve overall clarity. Guided discussions and interactive activities asked participants whether recommendations were clear, whether proposed action steps felt realistic, who should be responsible for implementation, and what would make the Plan easier to use and reference over time. Participants were also asked to identify the highest priority goals and actions for each of the plan elements.



WHO CONTRIBUTED TO THE PLAN

- ✓ **9** individual/stakeholder interviews
- ✓ **50+** business and property owner and visioning session participants
- ✓ **46** drop-in participants to the Forge Exchange
- ✓ **249** online questionnaire participants
- ✓ **400** Transformation Strategy survey responses
- ✓ **75** Draft Plan Comments

PLAN PRIORITIES

The planning process focused on working with business and property owners, staff, and community members to identify key opportunities and challenges shaping the future of Downtown Laramie. Through these conversations, drop-in events, and online surveys, several priority opportunities emerged that can enhance the functional and aesthetic qualities of Downtown.

Business and property owners emphasized the need for enhanced parking management strategies that serve Downtown visitors, employees, and residents. Potential strategies discussed included additional loading zones and ADA parking areas, changes to timed parking regulations, and the creation of additional parking options. Ensuring that Downtown has adequate parking capacity and clear signage for visitors will become especially important as more people choose to spend their time Downtown.

Feedback from business and property owners, the public, and the DDA also highlighted a strong desire to reinvest in existing buildings and underutilized properties in ways that embrace the historic character that residents value, while bringing new life to these spaces through mixed-use redevelopment. Many participants also expressed interest in strengthening connections between Downtown, UW, and West Laramie by creating more reasons for students and residents to spend time Downtown and increasing ease of access. Suggested improvements included improved walkability and bicycle infrastructure, year-round events, entertainment venues, enhanced parking management, public spaces, and expanded dining and family-friendly cultural opportunities.

Another major priority identified through outreach is improving the Downtown public realm through streetscape enhancements to make the area safer, more attractive, and more comfortable for people. These improvements may include wider sidewalks, trees and landscaping, benches, lighting, public art, bike racks, crosswalks, outdoor seating, and enhanced signage.

Many comments focused on balancing vehicle access with a more walkable and people-oriented Downtown environment, including interest in enhanced pedestrian corridors, activated alleys, safer crossings, improved wayfinding, and potential future pedestrian-focused streets and flexible plazas. These interventions would help create a vibrant Downtown that encourages people to walk, shop, spend time outdoors, and visit local businesses.

This summary does not represent the full range of feedback received through the community engagement process, but rather highlights significant priorities.

FOUNDATIONAL ACTIONS

In Chapter 4, 'Activating the Vision,' foundational actions are identified that can build momentum and support for Plan implementation. Most of these actions are achievable within the next four years and will be instrumental to implement the plan priorities community members identified throughout the engagement process.

For the full list of action items, including those that will follow these foundational actions, see the project packages and Implementation Matrix on page 78. More detail on financing strategies that are needed to realize these priorities is provided on page 62.

Economic Vitality

- ✓ Underutilized properties inventory
- ✓ Investor/developer tours
- ✓ Economic data tracking
- ✓ Entrepreneur technical assistance
- ✓ Business coordination committee

Infrastructure

- ✓ Public restroom installation
- ✓ New and enhanced gathering spaces
- ✓ Winter walkability/snow removal
- ✓ Stormwater landscaping requirements
- ✓ Capital Improvements Plan (CIP) integration
- ✓ Drainage plan implementation

Financing

- ✓ Coordinated funding strategy
- ✓ Future revenue layering
- ✓ DDA/LURA framework decision
- ✓ Downtown partner roles clarification
- ✓ Financing tool activation
- ✓ Operating/staffing expectations
- ✓ Grants/partnerships pursuit

Character Areas and Design

- ✓ Historic preservation plan
- ✓ Code/procedures review
- ✓ Financial incentives & regulatory updates
- ✓ UW-Downtown partnerships
- ✓ Local funding for historic preservation
- ✓ Downtown cleanliness maintenance
- ✓ Trash/recycling receptacles

Marketing, Communications, and Events

- ✓ UW-Downtown coordination during major events

Mobility and Connectivity

- ✓ Sidewalk inventory/repair plan
- ✓ Wayfinding/Light Up Downtown implementation
- ✓ Loading/delivery zone management
- ✓ Parking & Curbside Management Plan
- ✓ ADA parking upgrades
- ✓ Parking feasibility/garage assessment
- ✓ Safety improvements



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CORE PILLARS



OVERVIEW

This Plan is intended to provide a framework for public and private improvements and investment within the DDA's boundaries and its adjacent areas.

The Plan is structured around five core pillars that will help to realize the community's vision for Downtown:

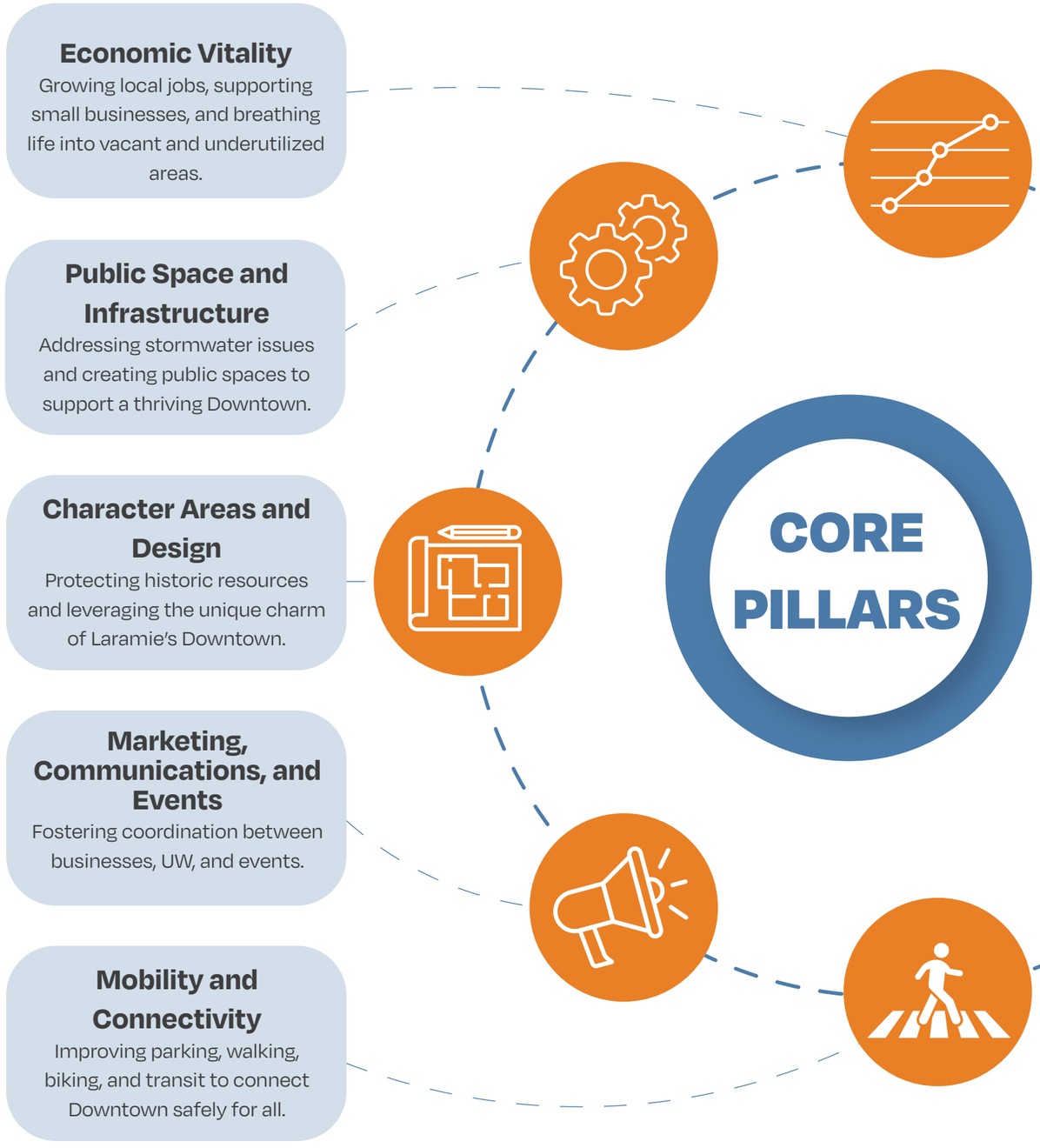
- ✓ Economic Vitality
- ✓ Public Space and Infrastructure
- ✓ Character Areas and Design
- ✓ Marketing, Communications, and Events
- ✓ Mobility and Connectivity

These five themes emerged through extensive input provided during the first phase of public engagement while also building upon priorities from other planning efforts. These supporting efforts include the previous Downtown Development Plan, the current Forge Laramie Comprehensive Plan update, the 10-Year Strategic Public Transportation Plan, and the 2017 3, 2, 1... Third Street! plan.

Together, these pillars leverage past successes and identify opportunities for continued Downtown growth. These plan themes are intentionally linked to support a cohesive and thriving Downtown environment. When combined with supportive infrastructure such as public spaces, walkable streets, and accessible public parking and transit, these cultural and economic assets help create a dynamic, vibrant hub for commerce, tourism, and daily life.

The following elements provide a framework for a vibrant Downtown poised for improvements while still being deeply connected to its history:

- ✓ Building and street design that integrates historic preservation with streetscape enhancements, creating pedestrian-friendly spaces that encourage social interaction and economic activity.
- ✓ Zoning and land use policies that encourage a balanced mix of retail, office, housing, and public uses, promoting walkability while preserving historic charm.
- ✓ Enhanced connectivity and parking management systems that improve accessibility, through adequate parking, bike lanes, improved sidewalks, and transit stops.
- ✓ Public art installations and cultural events that create unique experiences, attract visitors and residents, foster a sense of community, and draw innovative businesses.
- ✓ Coordinated marketing efforts and collaboration among Downtown partners, businesses, and property owners that are key to successful implementation.



ECONOMIC VITALITY

OVERVIEW

Downtown Laramie can strengthen its role as the community's economic heart by supporting locally owned businesses, encouraging redevelopment and infill, and fostering a diverse mix of jobs, housing, and destinations. The Plan prioritizes activating underutilized properties, expanding opportunities for entrepreneurs and workforce development, and leveraging partnerships and incentive programs to attract investment while preserving Downtown's unique character and sense of place.

WHO LIVES AND WORKS DOWNTOWN

WHO LIVES DOWNTOWN

According to the 2020 Census, less than 400 people live within the Laramie DDA boundary. Due to the reliability and availability of 2023 ACS data, demographics for Downtown residents were analyzed at the census tract level. This tract includes Downtown as well as areas south of East Canby Street, north and west of UW, north of East Sheridan Street, and west of the Union Pacific Railroad (UPRR).

Downtown residents are more likely to rent their homes compared to the rest of Laramie. This likely reflects both the higher number of multi-family housing stock available as well as Downtown's proximity to UW. In the census tract that includes Downtown, about 8.5% of residents have more than three vehicles available, compared to over 23% citywide.

Downtown residents are more likely to have education beyond a bachelor's degree compared to the rest of the City, with 41% having earned a master's, professional, or doctoral degree, compared to 28% of residents citywide.

WHO WORKS DOWNTOWN

As of 2024, Downtown Laramie provided more than 3,500 jobs, with 7.5 new jobs created annually according to LMSA data. Despite comprising less than 1% of Laramie's land area, Downtown accounts for approximately 13% of the City's total employment and has experienced 19% job growth since 2010 (2023 ACS estimates). These statistics highlight Downtown Laramie's role in the local economy, serving as the City's primary hub for jobs, commerce, and business activity.

Downtown Laramie's workforce trends younger than the City overall. Workers under age 29 make up 43.4% of Downtown employment, compared to 33.5% citywide. Since 2010, Downtown has shifted from an older to a younger workforce, indicating its increasing attraction to early-career workers or desire to work in a vibrant economic center.

Earnings among Downtown workers differ notably from citywide patterns. Downtown has fewer mid-range earners and an even distribution between workers earning more than $3,333 per month (37.3%) and those earning $1,250 or less (37.4%). Citywide, nearly half of workers (45.3%) earn more than $3,333 per month. Downtown's share of workers earning between $1,251 and $3,333 per month is lower than the City's share of workers earning $1,250 or less, suggesting a workforce mix that includes both service-sector positions and higher-paying professional jobs.

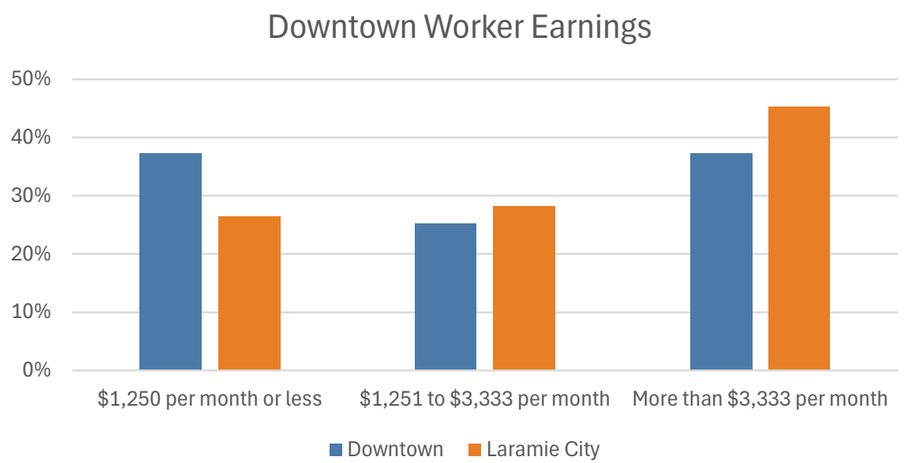
Educational attainment among Downtown workers suggests a more service-oriented employment base relative to the City. Downtown workers are most commonly those with some college or an associate degree (20.4%), followed by workers with a bachelor's degree or higher (15.4%) and those with a high school diploma (14.5%). Citywide, workers with a bachelor's degree or higher (21.4%) and those with some college (21%) make up the largest shares, with high school graduates at 17.3%.

ECONOMIC DRIVERS

Downtown Laramie is the economic and cultural hub of the City. It is home to a unique mix of small, locally owned businesses, jobs that anchor the region's economy, and amenities for both Laramie residents and visitors.

Community members consistently cite the value of Downtown's locally owned businesses to the entire City. Downtown's small business ecosystem ranges from cafes, diners, and breweries to western apparel, clothing stores, and outdoor gear shops to services like law firms and medical offices. There are also several unique offerings including art galleries, computer repair shops, music and bookstores and daily needs such as grocery and hardware.

One of Downtown Laramie's greatest economic strengths is its position as the community's primary destination for dining, shopping, entertainment, and daily services. Unlike many communities of similar size, Downtown Laramie faces limited competition from other





commercial districts within the City. While smaller retail nodes exist elsewhere in Laramie, including along the Grand Avenue corridor east of 15th Street, no other area functions as a comparable mixed-use economic center with the concentration of businesses, activity, civic destinations, and cultural identity found Downtown.

This competitive advantage reinforces Downtown's role as the economic and social heart of the community and positions it to capture a broad share of local spending, visitor activity, and future investment. Although larger regional centers such as Downtown Cheyenne and Downtown Fort Collins serve broader markets, Downtown Laramie occupies a distinct niche within the region. Its authentic character, historic environment, university presence, and concentration of locally owned businesses create opportunities to strengthen its identity as a unique destination.

Downtown Laramie is one of the community's primary employment and economic centers, supporting approximately 290 businesses and 3,500 employees. The district also serves as the civic heart of the community, with public administration accounting for approximately 31% of Downtown employment through City and county government operations.

Downtown's economy is further strengthened by a diverse customer base that includes residents, regional visitors, tourists, and the UW community, which brings approximately 12,000 students and 2,800 faculty and staff into the local market. This activity supports a strong concentration of retail and restaurant uses, which account for approximately 14% and 27% of Downtown employment, respectively. Of the over 2.5 million visitors to Downtown in the last year, 1 million visits were from people traveling from more than five miles away, with local visitors coming to Downtown an average of 50 times over the course of the year (Placer.ai, LMSA 2026). There are significant opportunities to further strengthen Downtown's connection to UW through partnerships, streetscape design, wayfinding, and active transportation infrastructure.

Unlike the broader citywide economy, which is more heavily concentrated in public education and healthcare, Downtown supports a more diverse mix of civic, retail, dining, entertainment, and service-oriented uses. The northern portion of Downtown also contains a small cluster of light industrial and manufacturing businesses, contributing to the district's historically mixed-use character.

REDEVELOPMENT OPPORTUNITIES

Given Downtown Laramie is largely built out, with residential neighborhoods and the rail line limiting outward growth of the Downtown core, the best opportunities for growth are in redevelopment and infill development. Redevelopment means improving or reusing properties that are vacant, underused, outdated, or in poor condition so they can better serve the community. This can include renovating older buildings, adding new housing or businesses to empty lots, or adaptively reusing historic buildings. Infill development 'fills in' vacant or underused spaces within existing urban areas. Leveraging the redevelopment and infill opportunities in Downtown will help it grow in a way that supports walkability, local businesses, and efficient use of infrastructure and services.

The areas of change analysis identifies where parcels have development or redevelopment potential based on assessor data. Assessor data is based on building square footage and building condition. "Redevelopment" parcels are those with low improvement value compared to land value, indicating a strong potential for redevelopment. "Vacant" parcels have no improvement value or are listed as vacant in County Assessor records. While there are few vacant parcels, redevelopment parcels are common throughout Downtown.

A large percentage of parcels within the southern and northern areas of Downtown, outside the historic district, show potential for redevelopment, highlighting an opportunity to enhance the character of those areas. Specific properties highlighted by community members as potential redevelopment sites include WYO Theater, the Travelodge hotel site, the corner of 5th Street and Grand Avenue, the former Shoktoberfest building on 3rd Street and Grand Ave, Boot Barn, and the old UPS building. Parcels classified as "redevelopment" or "vacant" may not redevelop for a number of reasons. Factors including market forces, property owner desires, financing availability, and construction costs dictate where redevelopment can happen. This analysis provides a high-level review of potential redevelopment areas, but specific opportunities have not been discussed with property owners.

"Redevelopment" means building new structures or uses on a site that was already developed before. *The project team found redevelopment opportunities in Downtown based on improvement values, infrastructure capacity, and community feedback given in the Forge Laramie process.*

These areas, highlighted in yellow on this map, represent locations that may be suitable for reinvestment over time. This is a preliminary planning exercise intended to better understand where change could occur in Downtown Laramie. Actual future redevelopment will depend on market conditions, property owner interest, private investment decisions, and future City policies. Identification on this map does not designate or require redevelopment, nor does it imply any obligation for property owners. Some parcels highlighted in yellow may serve a valuable community purpose despite low improvement values, and are therefore not suitable for redevelopment.

Figure 4. Redevelopment Opportunities





LARAMIE URBAN RENEWAL AGENCY

One of the tools Laramie can use to facilitate redevelopment is the Laramie Urban Renewal Agency (LURA). Created by the Laramie City Council, LURA, is comprised of five board members with backgrounds in community planning, urban renewal, business management, and community engagement.

LURA contributes to community vitality through leadership, development finance tools, and revitalization planning to engage in innovative partnerships focused on community reinvestment. LURA partners with other governmental agencies, the private sector, local volunteers, and other stakeholders in a deliberate effort to ensure that all residents in all neighborhoods can live sustainably and share in the benefits of a vibrant community.

LURA operates under both the immediate goal of identifying projects that meet Laramie's needs for housing that community members can afford, as well as overall goals of strengthening investment in Laramie, addressing and abating conditions of decline, leveraging resources, prioritizing incremental improvements, and supporting community engagement.

HOUSING

The 2020 Laramie Housing Strategy identified housing gaps and appropriate solutions to spark broader economic revitalization in the community. This study recommended simplifying building height regulations by establishing a maximum height of 80 feet, enabling the development of additional rental units within or near the Downtown area, and reducing residential parking requirements. It also emphasized the need to evaluate Downtown infrastructure to better understand barriers to development and to identify investments necessary to support growth, with integration of infrastructure projects into the Capital Improvement Plan that would encourage residential development.

Since the study was published, building height restrictions have been simplified and parking requirements have been reduced. To enable the development of additional rental units within or near the Downtown area, code changes have been adopted that increase development opportunity consistent with best planning practices.

In addition to this local plan, the Wyoming Community Development Authority completed the Wyoming Statewide Housing Needs Assessment in 2024 to assess needs and craft strategic solutions for affordable workforce housing statewide. For Laramie, this statewide assessment predicts the citywide population will grow to 35,159 people by 2030, representing an 18% increase from 2010. The study indicates that while most workers can afford the median rent, few can afford the median home price. Notably, food service workers who support about a quarter of the economic activity in Downtown cannot typically afford the median rent.



Laramie is currently producing less housing compared to peer communities, both in lower-priced homes and housing overall (Forge Laramie, 2026). There is also a shortage of rental units affordable to households earning less than 30% of the Area Median Income (AMI), as well as units affordable to households earning more than 80% AMI. This means that the lowest-income groups cannot afford their housing, but higher income groups are living in housing below their means.

Most of the housing units in Laramie are single-family homes, suggesting more multi-family options would provide Laramie residents with a wider variety of housing choices. The Downtown area would be particularly suitable for these 'missing middle' housing options, which is reflected by community support for residential uses above ground floor commercial in the Downtown area. Because regulatory barriers have been lifted, the most significant barriers to housing development Downtown are the limited vacant land and high costs of construction.

GOALS AND ACTIONS

Goal: Activate and redevelop underutilized properties

- ✓ Incentivize the development of a Downtown hotel through tools such as a negotiated property tax rebate, reduced or waived permitting/impact fees, and/or a public-private partnership involving a City or DDA land write-down or ground lease.
- ✓ Create an inventory of underutilized properties and identify barriers for redevelopment.
- ✓ Develop a "Full of Potential" program to provide tours to realtors, interested public, potential investors, and developers of underutilized spaces in Downtown. Explore opportunities for virtual tours.
- ✓ Actively pursue public-private partnerships to catalyze redevelopment of key opportunity sites.
- ✓ Establish an interior renovation loan or grant program to help property and business owners make interior improvements to buildings that address health, safety, prosperity, security, and general welfare. These may include structural and code-compliance assessments, ADA compliance, fire suppression systems, buildout to support desired uses, and environmental remediation.

Goal: Diversify the Downtown employment mix

- ✓ Facilitate internships between Downtown businesses and University of Wyoming students, potentially utilizing the Wyoming Workforce Internship grant, to strengthen the local workforce development pipeline.
- ✓ Track and report economic data to attract and diversify employment opportunities Downtown.
- ✓ Provide technical assistance to local entrepreneurs to understand the market context and develop business plans before they've made significant investments. Expand technical assistance to small businesses and entrepreneurs in navigating City permitting processes and work to streamline and simplify licensing and permitting.

Goal: Enhance business retention and recruitment efforts by leveraging partnerships between key organizations, including the LMSA and the Laramie Chamber Business Alliance

- ✓ Attract and promote additional entertainment and nightlife options for a variety of audiences, such as live music, experiential retail, and family-friendly offerings.
- ✓ Partner with the Wyoming Small Business Development Center to provide financial or technical assistance to help businesses remain viable and resilient during construction periods, including facilitating enhanced secondary access, marketing, and other strategies that promote foot traffic during disruptions; establish a standard notification timeline, a single point of contact for affected businesses, and "open during construction" signage as a consideration in project budgets.

Goal: Support the development of shared or incubator spaces (e.g., year-round indoor markets, retail) for local entrepreneurs and small-scale producers.

- ✓ Attract low-impact and/or technical manufacturing employment in suitable locations, such as the Downtown area north of the Historic District, by offering incentives such as reduced permitting fees, façade/build-out grants, or flexible zoning standards, with a preference for affordable spaces for artists and entrepreneurs.

PUBLIC SPACE AND INFRASTRUCTURE

OVERVIEW

Adequate public infrastructure to support businesses, events, and activities Downtown is essential to making it a vibrant, inviting space for both visitors and residents. This includes everything from stormwater drainage to accessible sidewalks to dynamic public spaces that help foster a sense of community. With thoughtful design, infrastructure improvements can be both aesthetically appealing while serving functional public purposes. As Public Works advances planned roadway and utility improvements, Downtown priorities should be integrated into broader water, sewer, and capital improvement planning.

STORMWATER

One of priorities voiced by residents, businesses, and property owners throughout the Plan process was the need for better stormwater drainage throughout Downtown. With a very high percentage of impervious surfaces such as asphalt and concrete, when it rains Downtown that stormwater does not have many places where it can be absorbed by soil or plants. Large puddles and ice in front of businesses discourage potential customers by reducing walkability and bikeability during cold winter months while possibly causing property damage during big storm events.

Improvements to the storm sewer system may support stormwater conveyance for most storms, but will not address most of the ice concerns in front of businesses. Downtown partners should consider ways to remove snow and ice in the Downtown area following snowstorms, especially for properties on the South side of the roadways that have a difficult time clearing snow and ice from curb, gutter sections, and sidewalks due to shade cast from buildings blocking the sun. Because snow is typically shoveled into the gutters, ice damming can occur. Coordinated snow removal would help alleviate issues, however the responsibility of snow removal could fall to the DDA, or the City, both of which would require additional funding or staffing to accomplish. See the implementation matrix for more details on potential roles and funding strategies for snow removal.

The 2022 Citywide Master Drainage Plan recommends several improvements to stormwater infrastructure to increase pipe sizes or other improvements, including in areas downstream that would address more of the upstream drainage concerns in Downtown.

Downtown partners could collaborate with Public Works to minimize disruptions to local businesses and traffic flow by constructing planned amenities, public art, and streetscape improvements at the same time as these improvements.

Many residents also expressed a desire for a greener Downtown, with more urban trees, plants, and landscaping. These improvements could aid stormwater management goals, if designed to capture and retain stormwater while limiting sediment discharges, including in bioswales, rain gardens, stormwater planters, and stormwater curb bump outs. Significant stormwater capture should be limited near Downtown buildings to prevent water infiltration into buildings as well as ice damming.

PARKS, PLAZAS, AND OPEN SPACES

Collectively, these spaces function as important outdoor "third spaces", which are places outside of home and work where people can gather informally, interact, and build social connections. Most of Downtown Laramie and the surrounding area are within a five-minute walk of a park, plaza, or other open space located in the Downtown, reinforcing their role as daily-use community assets. Residents living at the northern end of Downtown are within a ten-minute walk of a Downtown park, indicating potential for additional gathering spaces in Downtown north of Ivinson Avenue. Existing spaces in Downtown include 1st Street Plaza, the Wyoming Women's History House grounds, Depot Park, Undine Park, St. Matthew's Cathedral, the Laramie Plains Museum grounds, and the Albany County Courthouse grounds.



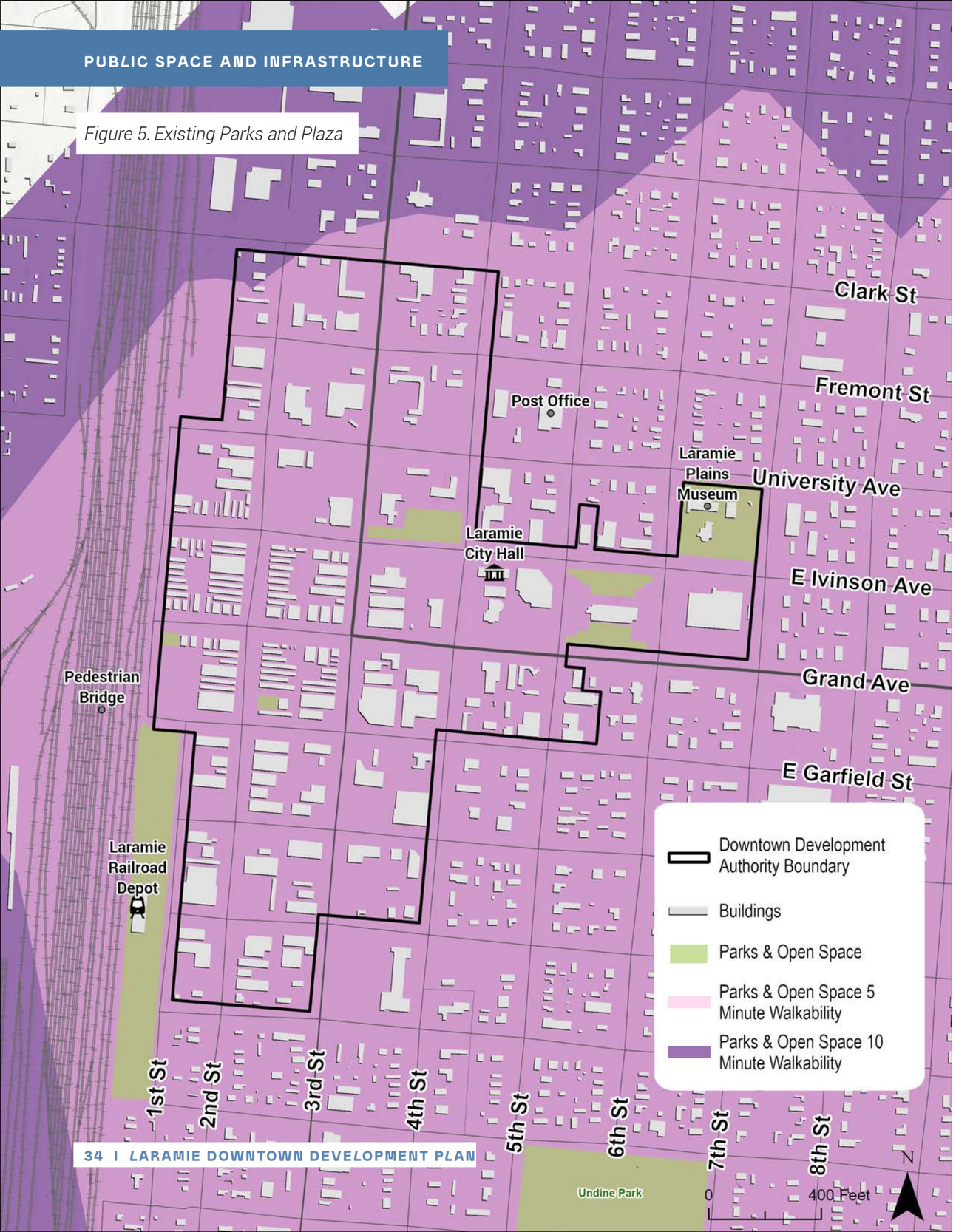


Figure 5. Existing Parks and Plaza

Throughout the planning process, people expressed a strong desire to both enhance existing public gathering spaces and create new ones in Downtown. Because Downtown has limited vacant land in the core area, one of the best opportunities to create a large third space in this area is by creating a flexible plaza within the public right-of-way. This flexible plaza could be open to vehicle traffic during most times, with traffic calming measures, pedestrian infrastructure improvements, and removable bollards that allow the City to easily close the street for special events or when vehicle circulation through the area is not needed. See the photos on the right of Fort Collins' Linden Street as an example of a flexible plaza.

Downtown partners should look for opportunities to create more interactive features in public spaces that encourage residents, visitors, and families to gather and play. To support any new or improved public spaces, Downtown must also prioritize creating public restrooms located central to the Downtown core. Accessible, well-maintained restroom facilities are a basic amenity that contribute to a welcoming and inclusive environment for people of all ages and abilities, including families with young children, older adults, visitors spending extended periods Downtown, and individuals attending community events. Identifying and constructing restrooms in locations that function effectively during both special events and everyday use could also reduce pressure on local businesses to provide these facilities, helping balance the needs of customers, employees, and business owners while reinforcing Downtown's role as a comfortable and inviting community gathering place.



Street closure for Fort Collins Linden Street First Friday (City of Fort Collins, CO)



Fort Collins Bike to Work Day 2026 with street open to vehicle traffic and parking



Fort Collins Linden Street on a regular weekday morning, open to vehicle traffic and parking (City of Fort Collins, CO)

GOALS AND ACTIONS

Goal: Modernize infrastructure and integrate green stormwater solutions

- ✓ Prioritize walkability following major snow events and partner to encourage the snow removal and de-icing on roads and sidewalks following major winter storm events. Explore opportunities for access to group rates with a private contractor.
- ✓ Consider code requirements to provide landscaping and usable stormwater detention areas in new development, such as bioswales, rain gardens, stormwater planters, and curb bump-outs while mitigating the risk of water infiltration into Downtown buildings
- ✓ Integrate Downtown capital projects into the City's Capital Improvement Plan (CIP) alongside planned stormwater, utilities, and streetscape investments.
- ✓ Coordinate Public Works construction projects that open street or utility trenches with shared conduit for future EV charging, Wi-Fi, lighting, fiber, and streetscape upgrades to minimize disruption and maximize investment.
- ✓ Establish free Wi-Fi throughout Downtown through a mesh network.
- ✓ Work with utility providers and pursue federal and state grants to encourage utility undergrounding, consolidation, or removal of unused overhead lines where feasible to improve aesthetics and reduce conflicts with streetscape elements and within alleyways.

Goal: Expand and activate public spaces and "third spaces" Downtown

- ✓ Consider incentives through code changes or funding to support the creation of third spaces throughout Downtown that are either publicly or privately owned.
- ✓ Identify location(s) for accessible public restrooms in key, central locations that serve both event and daily use year-round. Install or construct public restrooms at the identified location(s).
- ✓ Identify opportunities for new gathering spaces, particularly north of Ivinson Avenue and in small infill locations. These might include skate areas, dog parks, and pocket parks and should create spaces for community events, performances, and informal gatherings, including youth-oriented and alcohol-free environments and support year-round use during the winter.
- ✓ Enhance connections between Downtown's parks, plazas, and open spaces through signage and streetscape design, while exploring programming and physical improvements to activate Depot Park and other key spaces in accordance with the 1st Street Parking and ADA work.
- ✓ Evaluate the feasibility of a flexible plaza within the right-of-way that can be both open to vehicle traffic and easily closed off to create a larger gathering space in the core of Downtown, potentially on Grand Avenue between 1st Street and 3rd Street. Use temporary closures during existing events to test circulation and measure foot traffic and sales impacts before committing to a permanent design.
- ✓ Explore implementation of an amphitheater or similar event space near the Depot.



CHARACTER AREAS AND DESIGN

OVERVIEW

A vibrant Downtown is one that recognizes, preserves, and embraces its historic character while making room for future history to be created.

Downtown Laramie's character is rooted in its historic fabric, locally valued identity, and the evolution of its built environment over time. This Plan seeks to preserve and celebrate those qualities while accommodating compatible new development, enhancing streetscapes, and strengthening connections between Downtown, the University of Wyoming, and the broader community.

HISTORIC DISTRICT, WYOMING HERITAGE, AND RESOURCES

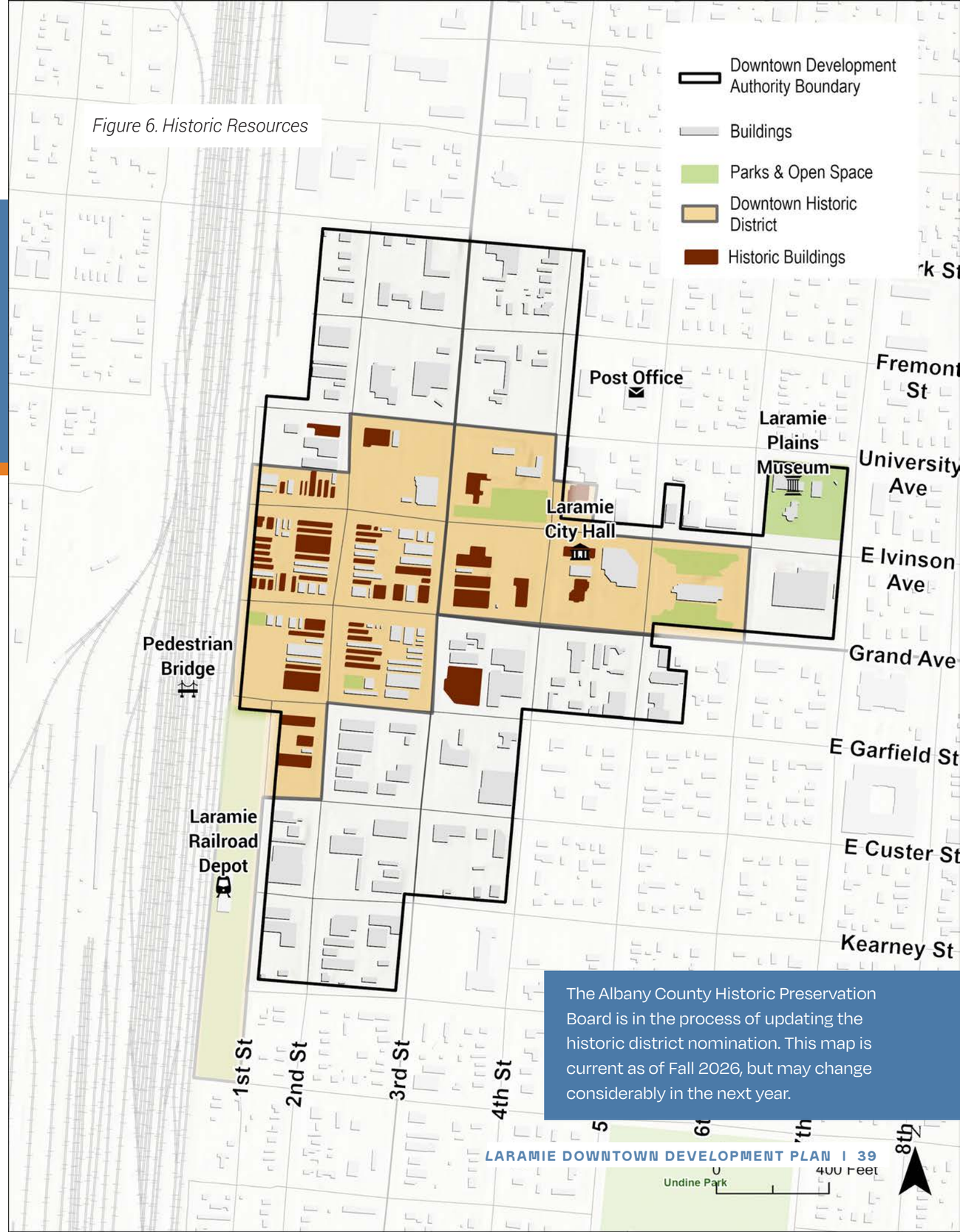
Preserving historic character was ranked as a priority in questionnaire responses, with residents consistently emphasizing the importance of preserving Downtown's historic charm, telling its story, and strengthening connections to the rest of Laramie. While Downtown is seen as largely successful in maintaining its identity, feedback highlighted the need to focus on practical, strategic improvements that encourage people to spend time wandering, shopping, and playing in Downtown. The community would like to see preservation focus on making it easier to introduce and maintain new uses in historic buildings rather than introducing significant new design requirements.

These efforts can better serve residents, visitors, property owners, and businesses while expanding economic opportunity and improving Downtown's overall livability.

The City of Laramie was founded in 1868 as a major stop on the Union Pacific Railroad, with much of the early growth and prosperity of Laramie dependent on the railroad. Buildings in Downtown Laramie near the original depot are the oldest and reflect the late 19th century trend towards commercialism and density near the tracks. Other buildings in the northern and southeastern areas of the DDA boundaries were more likely to be built later with larger footprints.

The Laramie Downtown Historic District was first established in 1988 and consists of ten-and-one-half blocks of the original Union Pacific Railroad plat of Laramie. Within this area, 59 buildings and the pedestrian bridge connecting West Laramie are considered historic (Wyoming SHPO). These buildings include landmarks such as the Union Depot, Carnegie Library, City Hall and Fire Station, with many buildings dating back to the late 19th and early 20th centuries.

Figure 6. Historic Resources



The Albany County Historic Preservation Board is in the process of updating the historic district nomination. This map is current as of Fall 2026, but may change considerably in the next year.



Residents value Downtown Laramie's historic character but noted that it lacks a stronger sense of connection, both within Downtown and to the broader community. While Downtown offers a walking tour that highlights the history of select buildings, residents and visitors expressed interest in expanding this narrative through increased signage and larger placards that share more information about historic buildings and the people associated with them. A recurring concern was that Downtown feels increasingly isolated, particularly from other areas of Laramie and UW. This disconnect is especially noticeable given the seasonal shifts in activity when the University is not in session, and due to no formal presence of UW in downtown, reinforcing the need for stronger physical and cultural connections between Downtown, UW, and the rest of the City.

ZONING STANDARDS

These standards guide development for residential, commercial, manufacturing, and mixed-uses. Zoning also determines the physical characteristics of Downtown including building heights and setbacks, parking requirements, open spaces, building materials and designs, and street frontages.

Close to 90% of Downtown Laramie is zoned Downtown Commercial (DC), with some General Business (B2), Commercial Wholesale (C2), and Multi-Family (R3) zones in the eastern areas of Downtown. The DC District standards emphasize the importance of Downtown Laramie's historical context while preserving and enhancing the urban character and scale of the historic Downtown area. This is accomplished through pedestrian-oriented design requirements, a broad range of allowed uses, and flexible parking standards.

Residents, business owners, and property owners would like to see upper-story housing through mixed-use development throughout Downtown. Well-designed mixed-use development can support the rehabilitation of vacant or underutilized buildings while reinforcing the historic context of Downtown, especially in redevelopment opportunity areas such as at the intersections of 2nd Street and Ivinson Avenue and University Avenue. Incorporating mixed-use can increase activity beyond daytime hours, supporting businesses, dining, and public spaces. The DC district already allows residential uses, including multi-family, townhouses, live/work units, and commercial buildings with residential units on site. Thoughtfully integrating mixed-use development with the zoning standards and design guidelines will be key to maintaining Downtown's character while supporting a more vibrant, active environment.

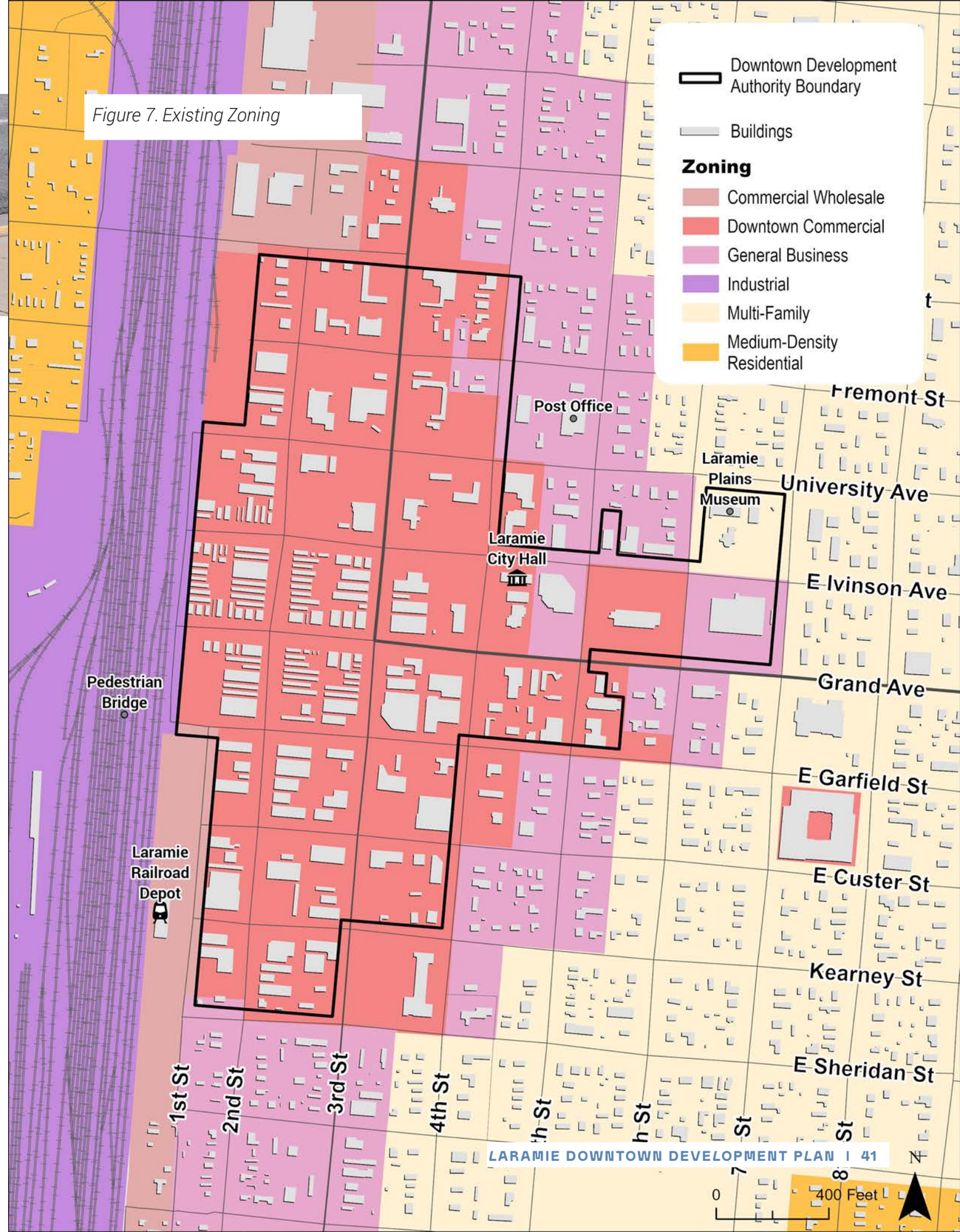


Figure 7. Existing Zoning

BUILDING DESIGN

The Design Guidelines for Historic Downtown Laramie are intended to reinforce the district's established character while allowing for thoughtful changes to the built environment. Although nearly two decades old, these guidelines still contain principles and ideas that remain relevant for Downtown today. For example, new construction and building modifications should respect the prevailing scale and proportion of surrounding historic structures, with building heights that are comparable to adjacent buildings. Building façades should be designed to complement the existing context and contribute to the overall visual continuity of the area, using materials that reflect Laramie's historic character, particularly brick, stone, and terracotta. Windows should maintain traditional proportions, rhythms, and alignments, avoiding contemporary styles that conflict with historic patterns. Awnings should be appropriately scaled and designed with colors and materials that are compatible with both the building and the streetscape. Mechanical and electrical equipment should be screened from public view and integrated into the building design to minimize visual impacts. Signage and window displays should respect the historic context, avoiding oversized or internally illuminated signs that detract from building architecture. Ongoing maintenance is encouraged to preserve original architectural features, with repair prioritized over replacement whenever possible. Site design should maintain historic lot line frontage, continuous sidewalks, and traditional paving patterns to reinforce the walkable, historic Downtown environment.

The central historic district is mostly comprised of compact, two-story brick commercial structures constructed between circa 1870 and 1938 with a variety of late 19th century styles and building façades. Development outside of the historic district is more likely to reflect more modern, auto-oriented development patterns. Some residents expressed interest in encouraging areas outside the Historic District to better align with the historic character of the core area, particularly through consistent building heights.

Overly rigid design standards can limit new development that would otherwise complement Downtown's character, such as recent projects like the Big Hollow Food Coop and the Empress building. The City could consider allowing the use of non-historic materials where appropriate (such as outside the historic district) and identifying architectural styles that complement the historic character without increasing rehabilitation and construction costs. Since the design guidelines are advisory, zoning regulations remain the primary controlling requirements for development. The City could consider whether adopting some or all of these guidelines more formally would help reinforce Downtown character; however, past discussions have recognized that additional design requirements may increase development costs and have not always been broadly supported by the community.

Downtown Laramie's historic character is not just defined by certain types of buildings but the visible development over time of changing architectural styles.

STREETSCAPE AMENITIES

The City and WYDOT recently implemented the 3rd Street Plan, which extends from Boswell on the south end to Curtis Street on the north. Work that has been completed includes new asphalt surfacing, ADA upgrades, and a box culvert replacement at the Spring Creek Bridge. Signal upgrades are also done at Garfield Street, Grand Avenue, Ivinson Avenue, and University Avenue to enhance safety for all users.

Within Downtown, from Sheridan Street to Clark Street, streetscape improvements on the 3rd Street Corridor are creating welcoming gateways to Downtown Laramie and fostering economic vitality through enhanced walkability and public art. As part of these improvements, two primary gateway locations at the north and south ends of Downtown along 3rd Street are planned to receive more prominent design treatments. These gateway enhancements will effectively "bookend" Downtown, reinforcing a strong sense of arrival, strengthening district identity, and visually connecting corridor improvements with the historic core.

Site furnishings, including benches, bicycle racks, and trash receptacles, should be simple in design, constructed of durable materials, match, and appropriately scaled to the surrounding context. Landscaping should emphasize indigenous plant species and be designed to complement the historic setting. Any new or replacement lighting should match the scale, style, and character of the black poles along 3rd Street. Pavement and walkways should use materials and patterns that reflect historic precedents, clearly defining pedestrian areas while maintaining visual continuity. Curb cuts and access points should be carefully located and designed to minimize disruption to pedestrian flow and the historic street layout. Outdoor dining areas should use furniture, materials, and configurations that harmonize with adjacent building façades and the overall streetscape character.

Enhancing Downtown's streetscape was the top priority for 40 percent of respondents to the online questionnaire.

Suggested improvements focused on enhanced landscaping and greenery, expanded outdoor seating options, activated alleys, and additional or more varied sidewalk lighting.

- ✓ **Activated alleys** were identified by questionnaire respondents as the most feasible and impactful opportunity, particularly the alley between 1st and 2nd Streets, from Ivinson Avenue to Grand Avenue. When paired with consistent maintenance, activated alleys can create safer, cleaner, and more lively Downtown spaces.

- ✓ **Trees and landscaping** were also rated as a top priority for enhancements. These could include additional greenery through large planters, landscaping features, and more street trees that are well-maintained. Maintaining existing and aging trees is a high priority for residents.

- ✓ **Pocket parks** were also rated highly by questionnaire respondents as a desired streetscape element.



3D Rendering of Third Street (Source: BHA)

- ✓ Another common theme was the desire for Downtown Laramie to function as a "**third place**." Residents and visitors emphasized that adding outdoor seating and benches throughout Downtown, as well as a larger plaza would encourage people to gather and linger.

- ✓ **Lighting** was also frequently mentioned, as Downtown currently experiences pockets of darkness that limit nighttime activity. The City is actively addressing this issue through the Light Up Downtown initiative, a collaborative effort involving the Laramie Beautification Committee, LMSA, Visit Laramie, the Laramie Board of Realtors, and the City of Laramie to install programmable, year round lighting. This initiative will require a mesh WiFi system Downtown to continue. The Design Guidelines' illumination standards could also be updated to support modern lighting upgrades while respecting historic context and considering other ways to light up downtown.

MAINTENANCE AND BEAUTIFICATION

Maintenance improvements and beautification efforts could allow visitors and residents alike to better enjoy what Downtown Laramie has to offer:

- ✓ Downtown lacks an adequate number of **trash receptacles**, which contribute to litter and sidewalk clutter. More strategic placement, thoughtful design, and regular maintenance of trash receptacles would better support daily activity as well as event use.

- ✓ Downtown could benefit more from a coordinated approach to **maintenance and upkeep** involving consistent building care, street and sidewalk maintenance, caring for aging trees, repairing light fixtures, and overall cleanliness. Residents suggested a dedicated cleanup or maintenance program to help with the cost of these improvements.

- ✓ Compared to these maintenance related needs, **public art** was viewed less as an issue to fix and more as a strength to build upon. Residents and visitors identified public art as one of Downtown's highest quality elements. Building on the momentum of the Public Art Plan, expanding the variety of public art, and strengthening partnerships with UW and the Laramie Public Art Coalition will be key to continuing to elevate Downtown Laramie's identity and sense of place.



GOALS AND ACTIONS

Goal: Enhance livability Downtown.

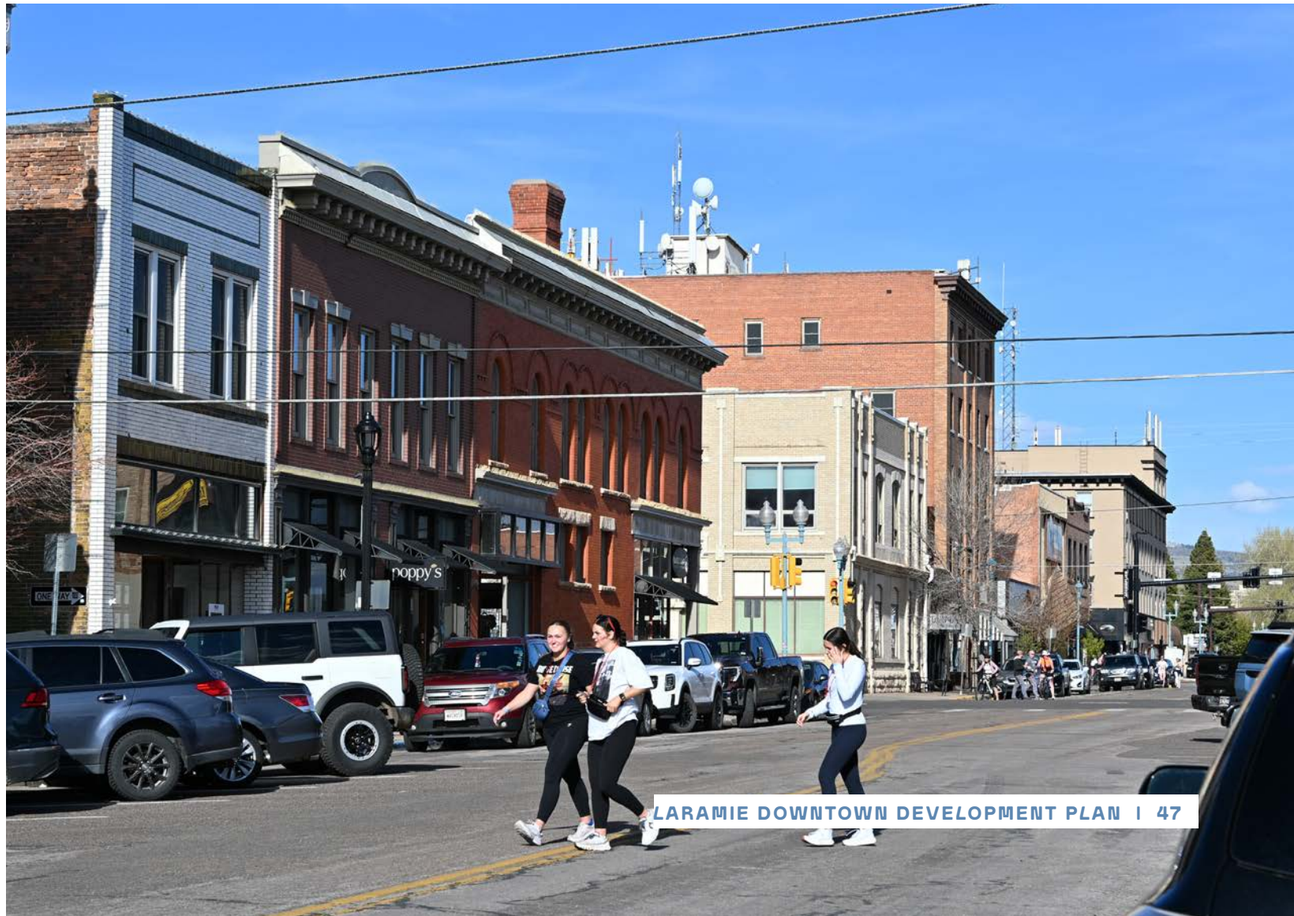
- ✓ Commit to a code and procedures review to facilitate easier historically appropriate repairs and renovations on historic properties.
- ✓ Establish financial incentives through the DDA and regulatory updates through the City that encourage mixed use development and infill on vacant lots. Examples could include expedited permitting processes, code changes, infill considerations or a gap financing revolving loan program.

Goal: Promote Downtown Laramie's cultural identity and historic resources.

- ✓ Develop a historic preservation plan, including a historic building inventory and assessment, evaluation of how land development policies can support residents to rehabilitate and reuse underutilized buildings, and funding options.
- ✓ Evaluate the need to update the Downtown Historic District Nomination.
- ✓ Invest in interpretive markers and signage that feature prominent Laramie residents and historians, nationally and internationally connected and information for historic buildings or other culturally significant sites.

Goal: Provide necessary maintenance, upkeep, and services to increase quality of life and improve visual aesthetic in Downtown Laramie.

- ✓ Improve the cleanliness of Downtown by maintaining existing public art and sculptures and partnering with property owners to improve sidewalk accessibility, remove weeds, repair old carpet in front of buildings, sweep and clean sidewalks and gutters, and trash cleanup, in coordination with any City of Laramie public infrastructure plans. Address both regular maintenance and specific additional actions needed following large events.
- ✓ Locate more trash and recycle receptacles around Downtown, including both on-street bins for public use and in alleyways for business use. Update design guidelines that standardize the look and feel of any on-street receptacles.
- ✓ Evaluate updating and/or adopting the historic design guidelines as regulatory.
- ✓ Create incentives and build capacity for private developers and property owners to commission permanent or temporary public art by partnering with the Laramie Public Art Coalition and incorporating public art into capital improvement projects Downtown. Increase awareness, education, and coordination around public art in hosting and commissioning art.
- ✓ Strengthen the UW–Downtown Laramie connection by creating decision making and engagement opportunities for students to participate in public art decision-making, expanding funding for student-led public art, and collaborating on wayfinding and signage design.
- ✓ Partner with property owners, artists, and local business to implement visible placemaking improvements, like restored storefronts, outdoor dining spaces, public art, and pedestrian amenities that celebrate Downtown's unique character and reputation and establish Downtown Laramie as an art destination.
- ✓ Expand the Light Up Downtown program to include the entire Downtown area and consider additional permanent lighting fixtures.



MARKETING, COMMUNICATIONS, AND EVENTS

OVERVIEW

Downtown Laramie's identity can be strengthened through coordinated marketing, strong partnerships, and a vibrant calendar of events that bring people together throughout the year. The Plan encourages greater collaboration among businesses and organizations to promote Downtown as a destination, support local entrepreneurs, and create consistent programming that increases visitation, drives foot traffic, and reinforces Downtown's role as the cultural and social heart of the community.

MARKETING AND COORDINATION

A coordinated network of local organizations already works to market, promote, and strengthen Downtown Laramie's identity and visibility. Through branding, tourism promotion, business engagement, and community outreach efforts, these organizations help support Downtown businesses, attract visitors, and reinforce Downtown's role as a central gathering place and destination within the community. However, business and property owners Downtown frequently cited a desire for more organic coordination between businesses to work together for special events, resources, and offerings rather than unnecessarily competing.

In partnership with the City of Laramie, the LMSA plays a key role in marketing and promoting Downtown. The organization's social media outreach connects the community to local businesses through posts that highlight the stories and people behind these establishments. LMSA also supports small businesses through marketing and communications assistance, including consultations focused on branding, promotion, and event marketing strategies. In addition, LMSA maintains an online business directory and regularly promotes Downtown events, businesses, and community activities through its website and social media platforms.

Additional partner organizations also help promote and strengthen Downtown Laramie through marketing, tourism, business engagement, and community branding efforts. Visit Laramie markets Downtown as a destination for visitors and tourists, while the Laramie Chamber Business Alliance supports local businesses and entrepreneurs through networking events and business engagement programming. UW and WyoTech can also contribute to Downtown's visibility by highlighting Laramie's Downtown environment, amenities, and quality of life as part of the university's broader student recruitment and community branding efforts.





EVENTS AND ACTIVATIONS

Events and programming play an important role in activating Downtown Laramie, supporting local businesses, and creating opportunities for community gathering throughout the year. From large annual festivals to recurring weekly programming, these events help reinforce Downtown's identity as the cultural and social center of the community while drawing residents and visitors to the district.

LMSA organizes many of Downtown Laramie's signature events and community programming, while the City supports these efforts through holiday lighting investments, event permitting, and logistical coordination. Major annual events include the Farmers Market, Brewfest, Jubilee Carnival, Crazy days, Bonds car show, the Holiday Parade and Train Lighting, the International Flavor Festival, and Small Business Weekend, all of which help activate Downtown, attract visitors, and support local businesses.

In addition to these larger events, Downtown businesses and organizations contribute to a consistent calendar of weekly and monthly programming, including live music, trivia nights, competitions, art events, and seasonal celebrations that help sustain activity and community engagement throughout the year

GOALS AND ACTIONS

Goal: Continue building on events and activations Downtown

- ✓ Establish stronger communication and coordination, through a committee, staff person, or other programmatic process between Downtown businesses to leverage resources, share successes, and plan for large events with the goal of helping each other through stronger coordination and organization.
- ✓ Explore small-scale, regular program and activation opportunities that drive consistent foot traffic to Downtown in the evenings and on the weekends and connect audiences to the stories of local entrepreneurs, such as a 'First Friday' or 'Alive after 5' or similar recurring monthly event.
- ✓ Continue to evaluate the feasibility, benefits, and drawbacks of downtown events. Engage business and property owners and residents to assess potential locations such as back to a central street in Downtown, in the First Interstate Bank parking lot, or in Depot Park.

Goal: Market Downtown to drive more visitation

- ✓ Formalize a working relationship with UW through a designated liaison or memorandum of understanding to enhance foot traffic between Downtown and campus during major events such as graduation and football game days, including shared event promotion, Downtown-branded signage/wayfinding at UW event venues, and coordinated shuttle or transit service.

MOBILITY AND CONNECTIVITY

OVERVIEW

A vibrant Downtown is one with healthy mobility options and safe connections for all users, both within Downtown and to surroundings areas. The Plan promotes a balanced approach to mobility by improving parking management, strengthening pedestrian and bicycle connections, enhancing transit service, and creating safer, more accessible streets that better connect Downtown with surrounding neighborhoods, West Laramie, and the University of Wyoming.

STREET NETWORK

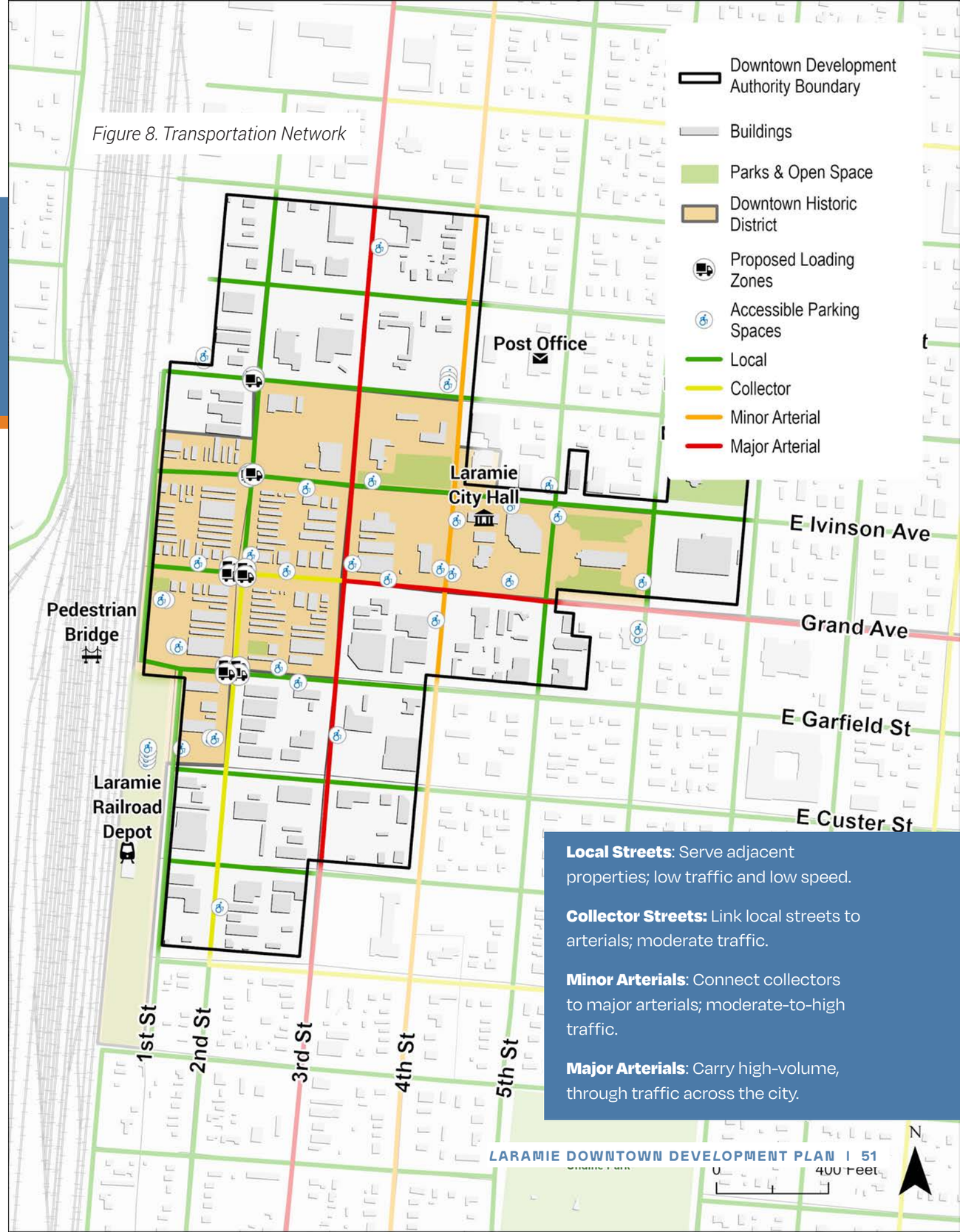
US Highway 287/30 becomes 3rd Street for roughly four-and-one-half miles through Laramie's historic Downtown. 3rd Street is a major arterial owned by WYDOT that runs north-south and splits Downtown Laramie in half, with Grand Avenue as the main east-west connector and Ivinson Avenue as the main connection to UW. 3rd Street currently acts as both a critical connector bringing traffic through Downtown and a barrier to east-west travel. Many residents and visitors feel that crossing 3rd Street is difficult – whether traveling by car, bicycle, or walking. The City of Laramie and WYDOT recently implemented the 3rd Street Plan, including new asphalt surfacing, ADA upgrades, reducing speeds to 20 MPH, and a box culvert replacement at the Spring Creek Bridge. Signal upgrades have also taken place at Garfield St., Grand Ave., Ivinson Ave., and University Ave. Continuing improvements that both enhance connectivity and aesthetics along 3rd Street will be essential to creating a vibrant Downtown.

TRANSIT OPPORTUNITIES

Currently, the sole transit line running through Downtown Laramie is UW's Link Route. The Link is a bus that runs West to East, from Downtown Laramie through a series of University of Wyoming Campus stops, to Laramie County Community College and Walmart. It runs every 20 minutes, Monday to Friday from 6:30am to 6:30pm. It currently averages 369 monthly rides and 4,433 annual rides (10-Year Public Transportation Plan, 2024) across the system.

Downtown Laramie has one bus stop located on 1st Street and Grand Avenue with the transit line primarily for those commuting to and from UW, Walmart, and the community college. Extending the service times of this transit line to include weekend service could help strengthen connections with UW. Community feedback also supported new transit options to West Laramie for residents to get Downtown.

Figure 8. Transportation Network



Local Streets: Serve adjacent properties; low traffic and low speed.

Collector Streets: Link local streets to arterials; moderate traffic.

Minor Arterials: Connect collectors to major arterials; moderate-to-high traffic.

Major Arterials: Carry high-volume, through traffic across the city.



PARKING

In 2024, the City of Laramie completed the Downtown Parking Survey, finding that over 70% of respondents are willing to walk 2 blocks or less to their destination. There are currently five free all-day parking lots, for a total of 296 off-street parking spaces that offer options within 2 blocks of most Downtown locations. On-street parking mostly has a 2-hour limit, with a total of 834 on-street parking spaces. Based on the Downtown questionnaire, most people coming Downtown park in the on-street parking spaces, with another 50% typically parking in the Trout Lot north of Garfield Street or the Jackalope Lot at Depot Park. There are currently 39 existing semi-accessible parking spots within Downtown that need to be improved to meet ADA standards, and 13 new loading zones proposed by Public Works that have yet to be created.

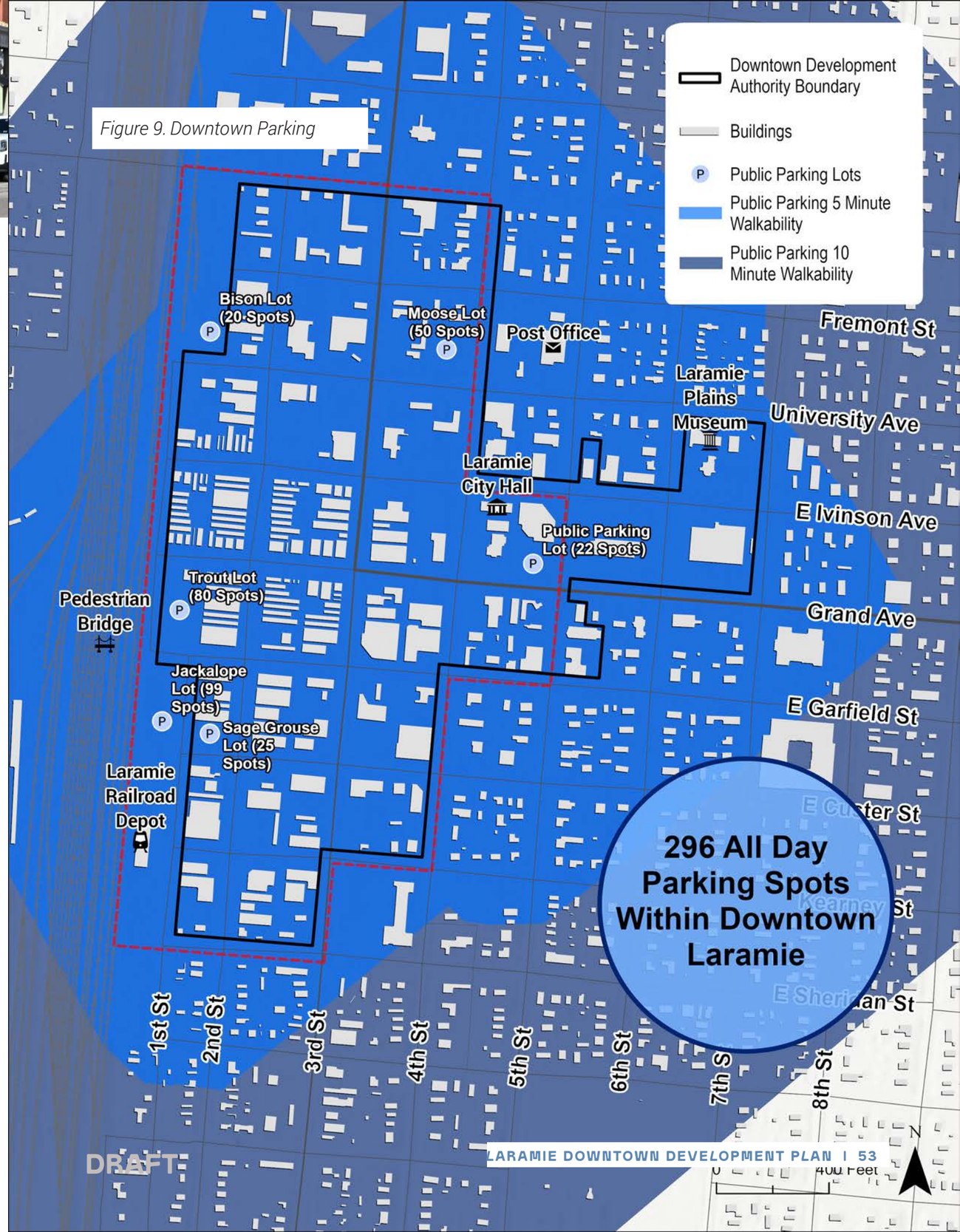
While these parking options allow Downtown visitors and commuters to access any destination in Downtown within a 5-minute walk, business owners, property owners, residents, and visitors consistently cited a need for better parking management strategies, different limits on the on-street parking spaces, loading zones, and additional ADA parking options. Because the free all-day parking lots have an enforced 24-hour limit, options are also needed for residential parking permits for people living Downtown.

Counterintuitively, an overabundance of parking within Downtown areas can negatively impact the pedestrian experience and unintentionally deter people from spending time visiting multiple businesses. If visitors are more likely to drive directly to a single destination, park, and leave, rather than parking once and exploring the district on foot, there is reduced foot traffic for ground-floor businesses. Surface lots and parking structures can be very expensive while also breaking up street frontages, making distances between destinations seem longer for pedestrians.

Downtown Laramie partners should carefully consider whether parking demand can be met with enhanced management strategies before investing in new parking supply, such as through a parking garage. This Plan recommends building upon previous work from the Downtown Parking Survey (2024) and 3-D Residential Land Use and Downtown Parking Demand Index (2015) to create a **new Downtown Parking and Curbside Management Plan**. The City recently created a Downtown Parking Task Force that could help shape development of this plan and carefully consider if a parking garage will provide the perceived solution to parking Downtown.

Throughout the process a parking garage was suggested as a way to increasing parking spaces in Downtown. When considering a parking garage, factors such as cost and location seem to indicate that the investment of a parking garage may not be financial feasible or solve the parking demand issue in the community. Simply based on space, a parking garage would not be located in the core of Downtown, but instead on the edge of Downtown, which would not address the walkability issues indicated in survey results.

Figure 9. Downtown Parking



DRAFT

ACTIVE TRANSPORTATION, BICYCLE, AND PEDESTRIAN CONNECTIONS

Based on the questionnaire results, about 3 in 4 people usually travel to Downtown Laramie by car, with 1 in 4 taking a bicycle, walking, or taking public transit. In the winter months, an even higher percentage of Downtown visitors travel by car. Most respondents rated the quality of existing bike and pedestrian infrastructure in Downtown as three out of five, shedding light on the need for improved bicycle and pedestrian connections both within Downtown and to surrounding areas, especially UW.

Currently, Garfield Street has 'sharrows' painted on both sides of the road. According to the Albany County Transportation Plan, on-street bicycle lanes are proposed on Garfield Street, Ivinson Avenue, and 4th Street. This plan recommends implementing protected bicycle lanes and/or shared-use paths along these thoroughfares where feasible considering right-of-way widths and existing infrastructure.

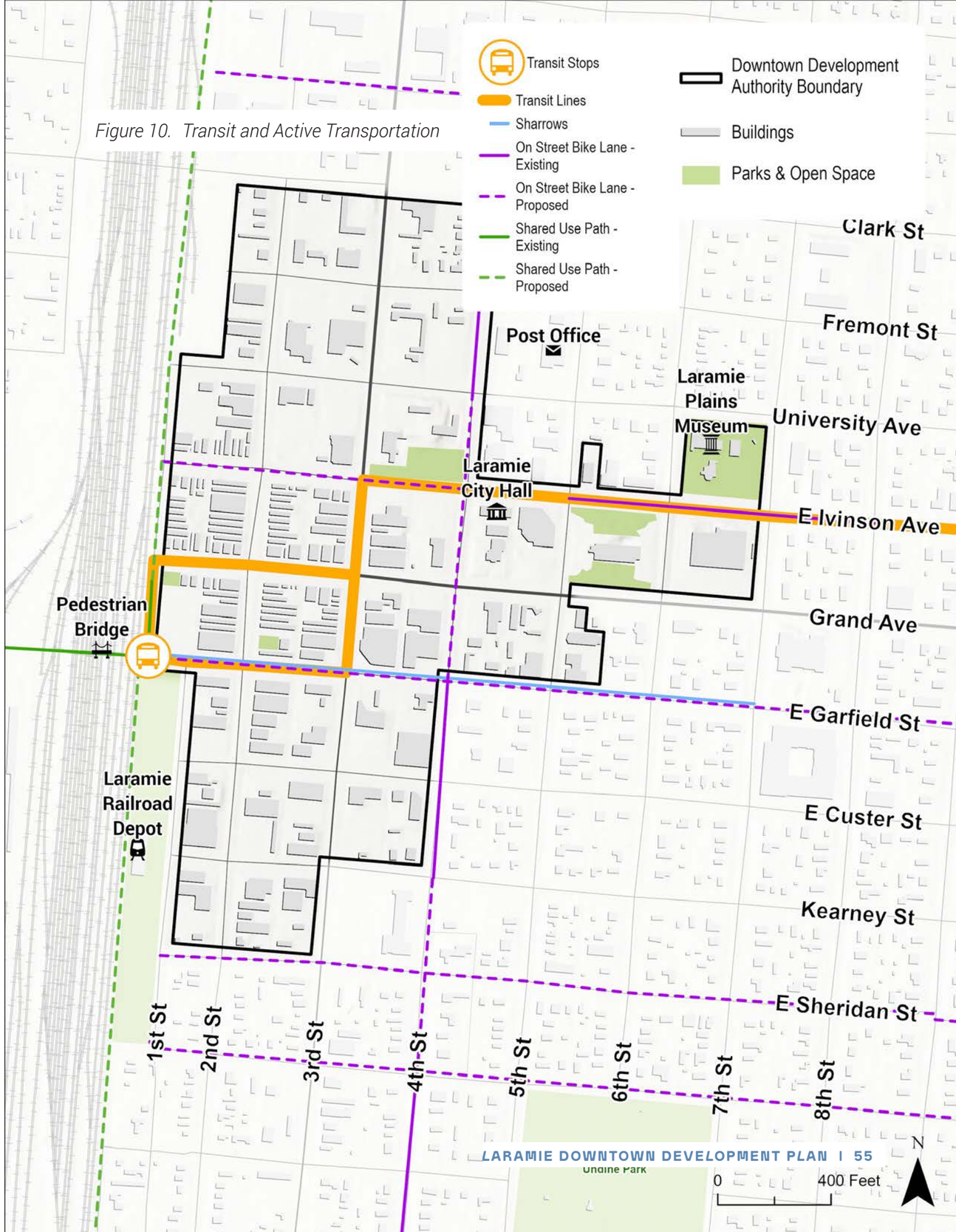
Currently, the only designated shared use path is the pedestrian bridge across the tracks between Downtown and West Laramie. The 2026 ReConnect West Laramie Planning Study focused on improving multimodal transportation connections between West Laramie, the West Side, and East Laramie. The Garfield Corridor was identified as an opportunity corridor that would utilize the existing Garfield Footbridge to cross the UPRR rail yard. Proposed improvements would include enhancing the I-80 underpass experience from West Madison Street to West Flint Street, adding new multimodal infrastructure on Snowy Range Road that supports travel by walking, cycling, and transit, improving access on Garfield Street to the footbridge, implementing a crossing across a Snowy Range Road to reach the Territorial Prison State Historic Site, upgrading east and west landings of the Garfield footbridge, improving on-street bicycle facilities on Garfield Street to the east, and connecting to the existing bike lane on 15th Street. Conceptual design of these improvements is expected to begin in FY27, with improvements to the east and west landing of the Garfield Footbridge taking place in subsequent years.



Figure 11. Plans for Garfield Corridor (Reconnect West Laramie)

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Figure 10. Transit and Active Transportation



GOALS AND ACTIONS

Goal: Enhance Pedestrian Amenities, Connectivity, and Safety

- ✓ Create an inventory and condition assessment of sidewalks including hollow sidewalk locations, sidewalk gaps, and GIS locations. Once developed, create a repair and maintenance plan for necessary upgrades. Coordinate with planned Public Works projects.
- ✓ Continue implementation of the Wayfinding Plan and Light Up Downtown project.
- ✓ Create an Activate Alleys Plan; consider locations like the alley between 1st and 2nd Streets and between Ivinson and Grand Avenues. Activation could include general clean up, trash co-location, parking, dining or seating space or secondary access for buildings and businesses.
- ✓ Implement traffic calming measures throughout Downtown, with focus on a flexible plaza space within the ROW along 2nd Street.
- ✓ Create gateway entry enhancements to form a sense of arrival into Downtown, including along both Grand Avenue and 3rd Street. Gateway entries should both mark entry to a "Downtown District" while giving room for the core to grow.
- ✓ Enhance streetscape amenities by adding more trees, maintaining and replacing existing trees, shade structures, planters and pots, benches, and outdoor seating evenly spaced throughout Downtown Laramie. Ensure landscaping is supported by water infrastructure.
- ✓ Improve access and usability at the east and west landings of the Garfield Footbridge.
- ✓ Expand and better connect pedestrian routes between Downtown, surrounding neighborhoods, UW, and West Laramie, including completing the Ivinson Avenue corridor signage and lighting improvements.

Goal: Improve Parking Access, Availability, and Curbside Management Strategies

- ✓ Designate and manage loading/short term zones and delivery areas, including options for larger vehicles, streamlined vehicle delivery to businesses, and travel trailer parking.
- ✓ Identify locations and designs for pedestrian enhancements, design pedestrian crossings and parking lots, and install enhanced pedestrian crossings to improve accessibility and ADA compliance.
- ✓ Evaluate existing ADA-accessible parking on each block and upgrade non-compliant parking spaces where necessary, recognizing that it will likely reduce existing regular parking spaces.
- ✓ Create a new Downtown Parking and Curbside Management Plan that will identify key strategies to accommodate parking for Downtown visitors, workforce, and residents, reinvestigate timed parking areas, reduce conflicts especially along 3rd Street, and shared parking strategies with businesses. Consider increasing parking spaces through angled parking or other orientation of on street parking areas. Engage with the Downtown Parking Task Force for this effort. Monitor and evaluate parking violations, pricing, and enforcement.
- ✓ Assess general existing and future parking feasibility throughout Downtown, including consideration of a parking garage as a part of this Downtown Parking and Curbside Management Plan. If determined feasible, identify and pursue funding sources for implementation.
- ✓ Implement improvements to the 1st Street and Depot Lot concepts to enhance parking and public gathering spaces in the park.

Goal: Improve Bicycle Connectivity and Year-Round Usability

- ✓ Improve bicycle infrastructure on key routes (e.g., Garfield Street east of 1st Street and connections across 3rd Street).

Goal: Strengthen Transit Access and Service to Downtown

- ✓ Provide special transit service for peak events, such as Jubilee Days and game days.
- ✓ Explore expanded Downtown transit circulation, including a Downtown transit loop and bus stations. Work with UW to extend service hours for the Link into evenings and weekends, improving fixed-route transit access and service frequency to Downtown. Improve amenities at bus stops to include benches, lighting, and covered areas.
- ✓ Develop a transit hub to serve as a central location at or near the Rail Depot where people can easily transfer between different travel modes such as driving, bus/transit, bicycle, rideshare pick-up/drop-off, and walking.

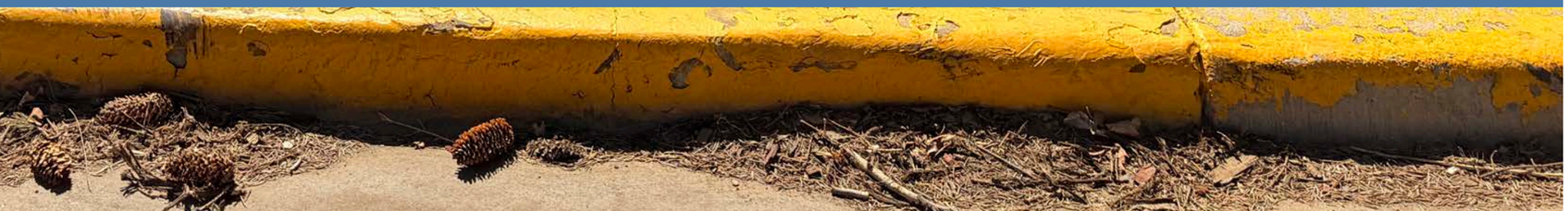
Goal: Improve Traffic Operations, Safety, and Loading Management

- ✓ Consider possible centralized trash, recycling and grease handling locations that remove them from alleyways and located them in places less impactful on the Downtown experience, while ensuring haul distances remain manageable for business owners.
- ✓ Consider physical protections to improve the physical safety at corners, alleys, and curbs for pedestrians and buildings.
- ✓ Restrict or better manage semi-truck access and stopping in critical corridors and pair with loading zone strategies.



4

ACTIVATING THE VISION



PLAN ADMINISTRATION AND UPDATES

This plan should maintain flexibility as it's used over the next 10 to 15 years. No planning document can foresee all possible variations of a community's future, and this plan is no exception. The DDA will be called upon to interpret the Plan when its provisions are unclear or when two or more of its recommendations appear to conflict with each other. In these cases, the DDA must act to maintain the integrity of the Plan's vision for Downtown's future.

Monitoring and evaluating the success of activities guided by the Laramie Downtown Plan will ensure that the DDA and its partners are on track to achieve the priorities and vision outlined in the Plan. Tracking the status of priorities and action items will evaluate public policy, private investment, and physical improvements throughout Downtown.

A detailed Work Plan will build upon the guidance provided within the goals and actions in the Implementation Matrix and provide a greater degree of specificity by assigning project management responsibilities, assigning project costs and budgets, design and construction scheduling, and project deadlines and milestones. It is anticipated that the Work Plan will be developed by the DDA Board in collaboration with City staff, Public Works, and community partners, and be updated on an as needed basis.

It is recommended that the DDA Board review the Downtown plan on a regular basis and publish an annual or biannual report that evaluates success and progress made toward priorities and action items. These reviews would allow Downtown partners the opportunity to respond to changing conditions and evolving dynamics and implement new strategies as opportunities arise. In addition to periodic review, the Plan should be comprehensively reviewed and updated every five to ten years, as necessary.

If Downtown partners find that changing conditions warrant an update to the Plan, specifically updated priorities, or action items, the DDA Board may initiate either major or administrative amendments to the Plan. Major amendments are heard and acted upon by the Planning Commission and City Council in accordance with W.S. 15-9-208. Administrative amendments are processed by staff with no formal action by the Planning Commission or City Council.



Downtown Laramie Holiday Parade

Major amendments have a substantive effect on the priorities and actions in the Plan and warrant public involvement as part of the amendment process. Examples of major amendments are:

- ✓ A comprehensive update of the Plan as conducted approximately every five to ten years.
- ✓ Updates to the goals, action items, or priorities.

Administrative amendments do not affect the priorities and actions in a substantive way. Examples of these are:

- ✓ Updates to maps to show an updated DDA Boundary or other informational maps (i.e., roads, streetscape improvements, zoning, historic designations).
- ✓ Formatting or graphic updates.
- ✓ Incorporation of subarea plans within the DDA Boundary.
- ✓ Typographical errors and omissions.

Open communication and regular discussions with residents, developers, business owners, community partners, the Board, and City staff are essential to ensure the Plan's action items, projects, and priorities meet the community's needs. The DDA will celebrate progress through social media blasts, updates to the DDA website, cross promoting events with community partners, and email notifications. Broader public outreach may be required for larger action items.



DDA AUTHORITY AND FINANCING RECOMMENDATIONS

Implementing the recommendations in this Downtown Plan will require coordination among the City of Laramie, the Laramie Main Street Alliance (LMSA), the Downtown Development Authority (DDA), the Laramie Urban Renewal Agency (LURA), Downtown businesses, property owners, and other public and private partners.

The City will lead many aspects of implementation, including public infrastructure, capital improvements, land use and development decisions, and the delivery of municipal services. The City is also responsible for balancing investments across all neighborhoods, public facilities, and municipal services. Implementing the full range of recommendations in this Plan will require resources beyond those currently available for Downtown. This chapter evaluates the financing tools that could provide dedicated resources for Downtown revitalization efforts and concludes that a coordinated approach combining multiple funding mechanisms, organizational partnerships, and ongoing City investment will be needed to advance the Plan.

Laramie already has several organizations that play important roles in Downtown. The **Laramie Main Street Alliance (LMSA)** leads marketing, events, business support, and other programs that strengthen Downtown's economic vitality and sense of place. The **Downtown Development Authority (DDA)** was established to support Downtown investment and vitality, while the **Laramie Urban Renewal Agency (LURA)** has statutory authority to facilitate redevelopment. Although the DDA has statutory authority to utilize several financing tools, none are currently in use. Similarly, while LURA has redevelopment and financing authority under Wyoming law, it is not currently being used to finance the types of Downtown improvements envisioned in this Plan.

Wyoming law provides several financing mechanisms that could support implementation of the Downtown Plan. Each mechanism serves a different purpose, generates different levels of revenue, and carries different financial and policy considerations for the City, Downtown property owners, and other stakeholders. The analysis completed through this planning process narrows the most promising options to Property Tax Increment Financing (Property TIF), Sales Tax Increment Financing (Sales TIF), a commercial mill levy, and complementary funding sources. Each requires a distinct process before the City can determine how the tools should be combined. The sections that follow examine the financing tools available under Wyoming law, summarize the preliminary financial analysis completed through this planning process, and identify the considerations that should guide the City's next steps.

DDA FINANCING OPTIONS

Wyoming law provides several financing mechanisms that could support implementation of the Downtown Plan. These tools are available through Laramie's existing DDA and LURA. Each financing mechanism serves a different purpose and is best suited to different types of projects and ongoing services. Understanding those differences is an important step in determining the delivery strategy that best aligns with Downtown Laramie's long-term priorities.

DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

The DDA is a quasi-public entity established under Wyoming's Downtown Development Authority Act to support investment, redevelopment, and economic vitality within downtown commercial districts. The City of Laramie established its DDA in 2003 and adopted a Plan of Development that identifies the projects, programs, and services the DDA is authorized to undertake.

The Laramie DDA is governed by a seven-member board appointed by City Council, with representation from Downtown property owners, businesses, residents, and the City Council. Like other DDAs in Wyoming, it operates under an adopted Plan of Development that serves as the legal framework for its activities. The Plan of Development must be reviewed and approved by the DDA Board, Planning Commission, and City Council, and it may be amended over time to reflect changing Downtown priorities and community needs.

Although the DDA has statutory authority to utilize several financing mechanisms, none are currently in use. Activating one or more of these tools would provide a dedicated funding source to support implementation of the Downtown Plan. Wyoming law authorizes the DDA to utilize Property Tax Increment Financing (Property TIF), Municipal Sales Tax Increment Financing (Sales TIF), a commercial mill levy, and several additional financing authorities.

For Downtown Laramie, the DDA offers the broadest range of recurring financing tools and is particularly well suited to combining capital investment with ongoing district services and economic vitality initiatives. An overview of how Property and Sales TIF work is provided in the diagram below, while detailed explanations are provided in the subsequent narrative.

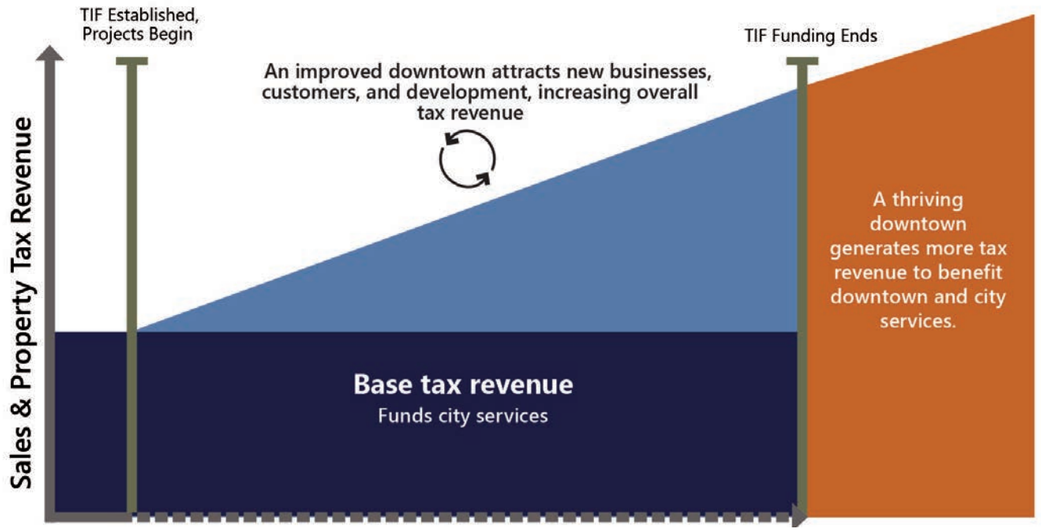


Figure 12. Tax Increment Financing (TIF)

Property TIF

Property TIF captures future growth in eligible property tax revenues generated by increases in assessed property value above an established base year within the district. Property TIF does not create a new tax or increase existing tax rates. Instead, future growth in eligible property tax revenues may be reinvested in projects identified in the DDA's adopted Plan of Development.

Under Wyoming's Downtown Development Authority Act, the City continues to receive the property tax revenues generated by the original base value within the district. Only the City's share of future property tax growth may be captured by the DDA and reinvested in Downtown improvements. Eligible uses generally include public infrastructure, streetscape improvements, parking, utilities, public spaces, and other capital investments identified in the Plan of Development.

Because a DDA captures only the City's share of the property tax increment, Property TIF generally produces less revenue than Property TIF administered through an Urban Renewal Agency. For Downtown Laramie, DDA Property TIF could provide a modest source of funding for public improvements, but its limited revenue potential means it would need to be paired with other financing tools to support substantial implementation.

Municipal Sales TIF

Municipal Sales TIF captures future growth in municipal sales tax revenues generated within the district above an established base amount. Like Property TIF, Sales TIF does not increase existing tax rates. Instead, future growth in municipal sales tax collections may be dedicated to implementing projects identified in the DDA's Plan of Development.

Sales TIF may be used to finance many of the same public improvements eligible under Property TIF, including infrastructure, public spaces, parking, streetscape improvements, and other investments identified in the Plan of Development.

Unlike Property TIF, Sales TIF redirects future growth in municipal sales tax revenues that would otherwise be deposited into the City's General Fund. As a result, its use requires balancing Downtown investment priorities with the City's broader financial needs. Communities often consider Sales TIF for improvements that strengthen Downtown's long-term economic performance and generate additional commercial activity.

Sales TIF offers greater revenue potential than DDA Property TIF, but its feasibility depends on the City's willingness and financial capacity to redirect future sales tax growth from the General Fund to Downtown implementation.

Commercial Mill Levy

Wyoming law authorizes a DDA to levy up to 30 mills on commercial property within the district to finance Downtown improvements and services. A mill levy is a property tax mechanism in which property owners are assessed an additional tax based on the taxable value of their property, with one mill equal to $1 dollar per $1,000 of assessed value. Revenue generated through a mill levy may be used for planning, maintenance, landscaping, beautification, marketing, events, business recruitment, administration, and other activities authorized under the Downtown Development Authority Act.

A commercial mill levy requires approval by City Council and authorization by a majority of commercial property owners within the district who participate in the election. The levy must be renewed every four years.

Unlike Property TIF and Sales TIF, which depend on future growth in assessed value or taxable sales, a mill levy provides a stable and predictable annual revenue source. That stability makes it particularly well suited to ongoing services such as maintenance, programming, marketing, business support, and organizational staffing. Because the levy increases taxes on commercial property within the district, its feasibility will depend on pairing a clearly defined package of Downtown services and improvements with sustained property owner outreach and support.

Among the tools evaluated in this chapter, a commercial mill levy is the strongest option for generating predictable annual revenue for maintenance, programming, marketing, business support, and organizational staffing.

Additional DDA Financing Authorities

In addition to Property TIF, Sales TIF, and a commercial mill levy, Wyoming law authorizes a DDA to issue bonds, incur debt, acquire and dispose of property, enter into agreements, accept grants and donations, and exercise other powers necessary to implement its Plan of Development.

These authorities expand the DDA's ability to deliver projects but generally do not create a dedicated revenue source on their own. In practice, they are most effective when paired with one or more ongoing funding mechanisms that provide the financial capacity to implement the Downtown Plan over time



LARAMIE URBAN RENEWAL AGENCY (LURA)

The LURA is a quasi-public entity authorized under Wyoming statute to help address conditions that hinder redevelopment and private investment, including deteriorating infrastructure, underutilized properties, environmental contamination, and the high costs associated with rehabilitating historic buildings. The City of Laramie recently reactivated the LURA as a potential tool to support redevelopment efforts and encourage long-term private investment.

The LURA is governed by a board appointed by City Council and operates under an adopted Urban Renewal Plan that establishes the projects and activities it is authorized to undertake. Like the DDA's Plan of Development, the Urban Renewal Plan serves as the legal framework for LURA's activities and may be amended over time to reflect changing community priorities.

LURA is not currently being used to finance Downtown improvements, but Wyoming law authorizes several financing tools that can support redevelopment and public investment. The primary financing mechanism available through LURA is Property TIF. LURA also has additional statutory authorities that support redevelopment and project implementation. For Downtown Laramie, LURA may be most effective where redevelopment barriers or major infrastructure investments limit private investment.

Although both the DDA and LURA may utilize Property TIF, Wyoming law does not allow the same property tax increment to be captured by both entities within the same area. As a result, execution of Downtown Plan recommendations will require the City to determine which statutory framework is better suited to Downtown's long-term goals or whether each entity should serve different geographic areas or implementation objectives.

Property TIF

Property TIF captures future growth in eligible property tax revenues generated by increases in assessed property value above an established base year within an adopted urban renewal area. Like DDA Property TIF, it does not create a new tax or increase existing tax rates. Instead, future growth in eligible property tax revenues may be reinvested in projects identified in the Urban Renewal Plan.

Unlike a DDA which captures only the City's share of future property tax growth, LURA may capture the property tax increment from multiple participating taxing authorities. As a result, Property TIF administered through LURA has greater revenue potential than DDA Property TIF under the same development assumptions.

Because Wyoming law does not permit the same property tax increment to be captured simultaneously by both a DDA and URA within the same geographic area, the City cannot simply "layer" the two Property TIF mechanisms The City must therefore determine whether Property TIF is best deployed through the DDA to support a broader Downtown implementation program or through LURA to advance redevelopment and infrastructure objectives.

Revenue generated through LURA Property TIF may be used to finance public infrastructure, site preparation, environmental remediation, utility improvements, parking facilities, land acquisition, and other public improvements authorized under the Urban Renewal Plan. These investments are intended to remove barriers to redevelopment, encourage private investment, and support long-term economic growth within the urban renewal area.

Additional LURA Authorities

In addition to Property TIF, Wyoming law authorizes LURA to acquire and dispose of property, prepare sites for redevelopment, enter into redevelopment agreements, issue bonds, incur debt, accept grants and other funding, and exercise additional powers necessary to implement an adopted Urban Renewal Plan.

Like the DDA's additional financing authorities, these powers expand LURA's ability to implement redevelopment projects but generally do not create a dedicated revenue source on their own. They are most effective when paired with Property TIF or other funding sources that provide long-term financial capacity.



OTHER FUNDING SOURCES, INCENTIVES, AND PARTNERSHIPS

Dedicated local financing will need to be supplemented by existing City and LMSA resources, competitive grants, incentives, partnerships, and private investment. These resources can extend the implementation reach, but are unlikely to provide the recurring revenue needed to implement the Plan on their own.

Local Funding Sources & Partnerships

The City of Laramie and LMSA already provide important resources that support Downtown revitalization and economic development. In addition to maintaining public infrastructure, parking, streetscapes, and public spaces, the City supports economic development initiatives through permitting and licensing processes for businesses and developers and ongoing funding for LMSA. The LMSA serves as Downtown's primary place management organization and administers a variety of programs that support business vitality, property improvement, and marketing. Existing resources include:

- ✓ Façade grant programs to improve building exteriors, signage, and lighting
- ✓ Free technical assistance and marketing support for Downtown businesses
- ✓ Online business directories and available property listings
- ✓ Information on local, state, and federal financing resources, including historic tax credits and business loan programs
- ✓ Ongoing business recruitment, promotions, events, and economic development initiatives

These existing programs provide an important foundation for funding Downtown improvements and would complement, rather than be replaced by, any future DDA or LURA financing strategy.

State Funding & Technical Assistance

Wyoming offers several programs that support economic development, infrastructure investment, and business growth. Organizations such as the Wyoming Small Business Development Center provide no-cost business advising, technical assistance, and support with grant applications and government contracting. The Wyoming Business Council administers programs such as the Business Ready Community Grant and Loan Program, which helps finance public infrastructure needed to support economic development and private investment.

Federal Funding & Incentive Programs

Federal programs can help finance both public improvements and private redevelopment projects. Depending on project eligibility and funding availability, these resources may include:

- ✓ Federal Historic Preservation Tax Incentives, which can help offset the cost of qualifying rehabilitation projects involving income-producing historic buildings.
- ✓ New Markets Tax Credits, a competitive financing tool designed to attract private investment to qualifying businesses and redevelopment projects in eligible communities



- ✓ Opportunity Zone tax incentives, which may encourage private investment in qualifying projects within designated census tracts
- ✓ Community Development Block Grants, which may support eligible community development, infrastructure, housing, and economic development activities
- ✓ EPA Brownfields grants and technical assistance, which can support the assessment, cleanup, and reuse of environmentally contaminated properties
- ✓ Other federal infrastructure, transportation, housing, and economic development grant programs available as opportunities arise

These programs are generally competitive and project-specific but can significantly expand the City's ability to implement major Downtown investments when paired with local funding sources.

Public-Private Partnerships & Additional Financing Tools

Successful downtown districts rarely rely on a single funding source. Public-private partnerships among the City, LMSA, the DDA, LURA, property owners, businesses, nonprofit organizations, institutions, developers, and philanthropic partners can leverage additional resources and help implement projects that would not otherwise be feasible.

Additional financing tools that may supplement implementation include:

- ✓ Grants and philanthropic contributions
- ✓ Public-private cost-sharing agreements
- ✓ Sponsorships and donations
- ✓ Development agreements
- ✓ Revolving loan programs
- ✓ Bond financing
- ✓ Property acquisition and strategic site assembly
- ✓ Intergovernmental agreements
- ✓ Private investment leveraged through public improvements

While these tools do not generally create recurring revenue on their own, they provide important flexibility to assemble project financing, leverage outside resources, and respond to emerging opportunities.

COMPARATIVE ANALYSIS

Implementing the recommendations of this Downtown Plan will require a long-term financing strategy that is both financially sustainable and aligned with the community's priorities. As discussed throughout this chapter, Downtown Laramie has access to a variety of funding sources, grants, incentives, and partnerships that can help advance individual projects. However, those resources are intended to supplement, rather than replace, a dedicated funding framework.

The analysis indicates that Downtown Laramie will likely need a coordinated portfolio of financing tools rather than reliance on a single mechanism. Property TIF, Sales TIF, and a commercial mill levy serve different purposes and may be most effective when aligned with the specific projects, services, and redevelopment priorities identified in this Plan.

The City's primary policy decision is determining which statutory financing framework will best support carrying out of the Downtown Plan over the long term. While both the DDA and the LURA provide powerful tools for financing public investment and economic development, they differ significantly in their financing authorities, revenue potential, governance, and long-term implementation implications. In addition, Wyoming law does not permit both entities to capture the same property tax increment within the same geographic area, requiring the City to carefully evaluate the advantages and tradeoffs associated with each approach.

The analysis that follows compares the primary financing mechanisms available through the DDA and LURA using publicly available financial data. The estimates presented below are intended to illustrate the relative revenue-generating potential of each implementation framework based on the best information available at the time this Plan was prepared. Actual revenues will vary as market conditions, development activity, assessed values, participation levels, and other factors evolve over time. Accordingly, these projections are intended to support long-range planning and informed decision-making and should not be interpreted as a guarantee of future financial performance.

ESTIMATED REVENUE PROJECTIONS

Methodology

To compare the relative revenue potential of the financing mechanisms available to the DDA and LURA, preliminary revenue projections were developed using current assessed property values, taxable sales, and other publicly available financial information. Because future revenues will depend on the pace of redevelopment and broader economic conditions, projections were prepared using two annual growth scenarios beyond inflation to illustrate a reasonable range of potential outcomes. The estimates are presented in today's dollars, meaning they reflect the purchasing power of future revenues after accounting for inflation.

To illustrate a reasonable range of potential outcomes, the analysis applies annual growth assumptions of 1.0% under the Moderate Growth Scenario and 2.5% under the Accelerated Growth Scenario. These scenarios are intended for planning purposes only and should not be interpreted as predictions of future market performance.

DDA Revenue Projections

The following projections estimate the revenue-generating potential of the DDA's three principal financing mechanisms under the Moderate Growth and Accelerated Growth scenarios described above. Together, they illustrate the relative contribution each financing tool could make toward implementing the Downtown Plan over time.

Property TIF

The projections indicate that Property TIF would provide a modest but growing source of funding under both growth scenarios. Even under the Accelerated Growth Scenario, however, Property TIF alone would be unlikely to generate sufficient revenue to support larger-scale capital investments or significant ongoing service enhancements. As a result, Property TIF would likely need to be paired with other financing mechanisms or supplemental funding sources to fully implement the recommendations of this Downtown Plan.



Laramie DDA Annual Property TIF Projections

YEAR	*1% Annual Growth*	*2.5% Annual Growth*
1	$800	$2,000
5	$4,000	$10,300
10	$8,200	$21,900
15	$12,600	$35,100
20	$17,200	$50,000
25	$22,100	$66,900
TOTAL	$276,000	$784,000

Laramie DDA Annual Sales TIF Projections		
YEAR	***1% Annual Growth***	***2.5% Annual Growth***
1	$5,500	$13,700
5	$28,000	$72,100
10	$57,400	$153,600
15	$88,300	$246,000
20	$120,800	$350,000
25	$155,000	$468,000
TOTAL	$1,935,000	$5,490,000

Sales TIF

Sales TIF represents the DDA's greatest projected revenue opportunity under both growth scenarios. Its use, however, would redirect future municipal sales tax growth that would otherwise support the City's General Fund, making City fiscal capacity and policy support central to its feasibility. Because revenues are tied to retail performance, collections are expected to fluctuate more than property-based revenue sources as conditions change over time.

Mill Levy

The table below illustrates the estimated annual revenue that could be generated under several illustrative commercial mill levy rates, as well as the estimated annual cost to a representative commercial property with an appraised value of $1,000,000 (assessed value of $95,000). The estimates are intended to illustrate the relationship between potential revenue generation and the cost to individual property owners under a range of mill levy scenarios.

Laramie DDA Estimated Annual Mill Levy Potential		Mill Levy Impact on Hypothetical Downtown Property with an Appraised Value of $1,000,000	
MILL LEVY RATE	**Annual Revenue**	**Assessed Value**	**Annual Mill Levy Cost**
5 MILLS	$48,944	$95,000	$475
10 MILLS	$97,888	$95,000	$950
20 MILLS	$195,777	$95,000	$1,900
30 MILLS	$293,665	$95,000	$2,850



The analysis demonstrates that a commercial mill levy could provide the most stable and predictable recurring revenue among the tools evaluated, making it particularly well suited to ongoing district operations, maintenance, marketing, business support, programming, and staffing. While projected revenues are more modest than those generated under the Sales TIF scenarios, a mill levy does not rely on future redevelopment activity or increases in taxable sales, making it well suited to funding ongoing district operations, maintenance, marketing, business support, and other recurring services. As with the other financing mechanisms evaluated in this chapter, a commercial mill levy should be viewed as one component of a broader implementation strategy rather than a standalone funding solution.

LURA Revenue Projections

Unlike the DDA, which has multiple recurring financing mechanisms available, the LURA's primary funding tool is Property TIF. Because the LURA can capture the incremental property tax revenues generated by multiple participating taxing entities rather than only the City's share, it has the potential to generate greater long-term revenues than DDA Property TIF under comparable growth assumptions.

LURA Annual Property TIF Projections		
YEAR	***1% Annual Growth***	***2.5% Annual Growth***
1	$7,100	$17,900
5	$36,500	$94,000
10	$75,000	$200,000
15	$115,000	$320,000
20	$157,000	$455,000
25	$202,000	$610,000
TOTAL	$2,520,000	$7,150,000



The projections indicate that LURA Property TIF would generate higher revenues than DDA Property TIF under both the Moderate Growth and Accelerated Growth scenarios. This difference reflects the broader tax increment captured by the LURA rather than differences in projected development activity or market performance.

Although LURA Property TIF can generate more revenue than DDA Property TIF, it would still be insufficient on its own to implement the full range of Plan recommendations. Its strongest role would likely be supporting redevelopment, infrastructure, and other capital-intensive priorities as part of a broader funding strategy. Like the DDA financing mechanisms, LURA Property TIF should therefore be viewed as one component of a broader implementation strategy that includes grants, partnerships, private investment, and other complementary funding sources.

Revenue generation is only one consideration in selecting a funding framework. The following section compares the broader advantages and tradeoffs associated with the DDA and LURA to help inform future implementation decisions.

Comparing the DDA and LURA

The preceding analysis demonstrates that both the DDA and the LURA provide viable statutory frameworks for implementing the Downtown Plan. Each offers distinct financing authorities, governance structures, and capabilities that can help advance Downtown investment over the long term. Rather than identifying a single preferred approach, the analysis highlights the relative advantages and tradeoffs of each framework to inform future decision-making.

Revenue Generation

The most significant distinction between these two mechanisms is their revenue-generating capacity. Because LURA captures the property tax increment from multiple participating taxing entities, it generates greater projected Property TIF revenues than the DDA under the same growth assumptions. The DDA, however, offers additional recurring financing mechanisms, including Sales TIF and a commercial mill levy, providing greater flexibility to combine multiple revenue sources over time.

Funding Flexibility

The DDA offers a broader portfolio of recurring financing tools that can be used individually or in combination depending on implementation needs. Sales TIF and a commercial mill levy provide opportunities to diversify revenue sources and reduce reliance on a single funding mechanism. By contrast, the LURA relies primarily on Property TIF as its recurring revenue source, although it shares many of the same statutory authorities related to bonding, property acquisition, and redevelopment.

Implementation Focus

The two organizations also differ in their statutory purpose and typical role. DDAs are designed to support the ongoing economic vitality, management, and improvement of commercial districts, making them well suited for implementing a broad range of recommendations related to economic development, placemaking, public realm improvements, business support, and district management. URAs are specifically focused on eliminating conditions of blight and encouraging redevelopment, making them particularly effective for facilitating larger redevelopment projects and public infrastructure investments. For Downtown Laramie, this distinction suggests that the DDA may be better suited to a broad district implementation role, while LURA may be most effective when focused on targeted redevelopment and infrastructure opportunities.

Organizational Considerations

Beyond financing, the City should also consider governance, administrative responsibilities, organizational capacity, stakeholder support, and long-term priorities. The most appropriate framework will ultimately depend not only on projected revenues, but also on the types of projects the City intends to pursue, the desired organizational structure, and the community's long-term vision for Downtown Laramie.

IMPLEMENTATION STRATEGY CONSIDERATIONS

No single financing mechanism will implement the Downtown Plan. Each framework offers valuable authorities and resources, but none can independently support the full range of projects, services, and redevelopment initiatives identified in this Plan. Successful execution will require a coordinated strategy that combines multiple funding sources, organizational partnerships, and financing mechanisms over time.

Successful implementation requires more than funding. As the City evaluates its long-term financing strategy, projected revenues should be considered alongside governance, organizational capacity, flexibility, and the types of projects the City intends to pursue. The DDA and LURA each offer distinct advantages, and the most appropriate framework will ultimately depend on how well it aligns with the community's priorities and desired outcomes. Likewise, grants, incentives, philanthropic support, and private investment should be viewed as complementary resources that can strengthen either implementation framework rather than replace it.

Stakeholder support will be essential to long-term success. Throughout the planning process, Downtown stakeholders expressed openness to exploring additional dedicated funding for Downtown, particularly if revenues are tied to clearly defined improvements and enhanced services that provide a direct benefit to businesses, property owners, residents, and visitors. While this feedback does not represent formal support for any specific financing mechanism, it suggests a willingness to continue the conversation about sustainable implementation funding. Building that support through continued outreach, transparent financial analysis, and a clear articulation of anticipated benefits will be an important component of any future strategy.

Maintain flexibility as Downtown evolves. Implementing the Downtown Plan will be an ongoing process rather than a single decision. As market conditions evolve and projects move from concept to delivery, the City will have opportunities to refine financial analyses, evaluate organizational capacity, pursue additional funding sources, and adjust implementation priorities. The goals and actions that follow identify the decisions and subsequent processes needed to align near-term priorities with appropriate financing tools, determine the preferred statutory framework, and establish the capacity required for long-term success.

GOALS AND ACTIONS

Goal: Align sustainable financing with the Plan's highest-priority projects, programs, and services.

- ✓ Define how Property TIF, Sales TIF, a commercial mill levy, Fifth or Sixth Penny Tax, Quarter Cent Tax, City investment, and complementary funding sources could work together as part of a coordinated strategy and how they could be layered with grants, partnerships, incentives, and private investment to increase implementation capacity.

Goal: Establish a coordinated implementation framework that combines the financing and organizational tools best suited to Downtown Laramie.

- ✓ Determine whether the DDA or LURA provides the most appropriate framework for Property TIF based on redevelopment priorities, governance, revenue potential, geographic considerations, and organizational capacity.
- ✓ Assess the fiscal implications and policy tradeoffs associated with dedicating future municipal sales tax growth to Downtown through Sales TIF, including the potential impact on the City's General Fund.
- ✓ Evaluate the feasibility of a commercial mill levy through property owner engagement, clearly defined service and improvement scenarios, and analysis of costs and potential revenues.

Goal: Create the organizational and financial capacity to sustain Downtown implementation over time.

- ✓ Clarify the respective roles of the City, LMSA, DDA, LURA, and other partners based on the selected financing and governance framework.
- ✓ Complete the statutory, organizational, and public approval processes required to activate the preferred financing tools and entities.
- ✓ Establish realistic operating, administrative, and staffing expectations for managing dedicated revenues and delivering funded projects and services.
- ✓ Monitor revenues, implementation progress, and changing Downtown conditions, and periodically adjust funding priorities and organizational responsibilities.

IMPLEMENTATION

The Action Plan details steps needed to implement the goals as set forth in Chapter 2. Actions not listed within this document could be identified later and through subsequent public process and still help achieve the goals and objectives within this Plan. This action plan is not an exhaustive list and should be updated as action items are completed in tandem with other Downtown planning efforts.

The matrix in this section represents a list of action items that were identified as community priorities from previous Downtown planning efforts and the public engagement process. The actions contained therein are intended to act as a guide and aide to strategic planning rather than a strict list of actions and deadlines. The matrix can and should evolve over time and is intended as a tool for plan implementation. The matrix should aide the planning process by identifying strategic partnerships, keeping track of community priorities, and articulating possibilities for plan implementation.

IMPLEMENTATION TIERS

Foundational

Foundational action items are critical early steps in a larger implementation plan that focus on health and safety improvements that have an immediate impact, such as maintaining existing infrastructure, assessing feasibility of larger projects, or code updates to facilitate desired development. These smaller, base-level items, ensure that the base infrastructure and groundwork have been completed, building momentum while more extensive future projects are still in early stages. These improvements not only enhance residents' and visitors' quality of life, but also help maintain the long-term integrity of infrastructure and planning for necessary upgrades, reducing the need for larger and more costly improvements or piecemeal upgrades later.

Aspirational

Aspirational action items are more ambitious projects that require greater financial investment and coordination with external agencies or other City departments than foundational actions. These actions often involve creating new infrastructure or large expansions to existing facilities to enhance community connectivity and aesthetics. Aspirational actions complement existing amenities to enhance functionality and create more enjoyable travel experiences for residents and visitors while supporting long-term goals and priorities of the DDA and partner agencies.

Visionary

Visionary action items are long-term, high-cost initiatives designed to transform Downtown. While these actions are long-term, and require significant coordination and collaboration to achieve, they are vetted by the community and support the overall vision for the future of Downtown. These projects involve large-scale investments that can significantly reshape public spaces and rely on foundational and aspirational actions to provide essential services and infrastructure. Visionary projects are intended to stimulate economic growth, enhance social interaction, and strengthen the overall identity Downtown.

TIMEFRAME

The timeframes within the implementation matrix serve as a general guide to how long an action might take to implement. The implementation tiers should guide immediate priorities rather than the timeframes - for example, incorporating public art into capital improvement and infrastructure projects Downtown is a foundational action item but could take over 5 years to implement.

- ✓ **Short-term**: less than 1 year
- ✓ **Mid-term:** 2-4 years
- ✓ **Long-term:** 5+ years

PROJECT PACKAGES

Within the implementation plan for the Laramie Downtown Plan, three project packages have been identified to combine similar but distinct implementation actions and build momentum and trust in the Plan and the DDA. The actions included in these project packages are not included in the implementation matrix on page 88.

COST

The cost column of the implementation matrix corresponds to the resource intensity of an action, considering whether a project can be done with existing financial and staff resources or if a dedicated local source of funding, such as TIF or a mill levy, would be needed.

Cost	Description
$	Generally completed with existing staff and typical workloads and infrastructure
$$	Generally lower cost actions that may be completed using existing monies from the City's General Fund.
$$$	These actions which may require funding assistance, through grants or partnerships with other agencies, etc. These actions may also require hiring an outside consultant.
$$$$	High cost actions which will require substantial funding, likely involving federal or state grant monies, partnerships with other agencies, and potentially bonding and/or other financing tools.



PROJECT PACKAGE 1: REMOVING REGULATORY BARRIERS TO DOWNTOWN REINVESTMENT

OVERVIEW

This project package identifies zoning, code, and permitting obstacles that may be a barrier to reinvestment in Downtown Laramie. These actions include streamlining permitting and review processes for adaptive reuse and infill projects, updating zoning standards (such as parking minimums, setbacks, and use restrictions) to better reflect Downtown's historic character and mixed-use potential, and clarifying building code pathways for rehabilitating older structures.



These actions could be bundled with other code updates, as appropriate, but will likely require hiring an outside consultant, a public and downtown property and business owner outreach campaign, and significant staff and DDA time. Projects in this package will be led by the City of Laramie and will require adoption by the Planning Commission and City Council, but the DDA is a key partner in ensuring regulations are supportive of downtown goals. Laramie could opt to have an assessment of potential regulatory barriers to downtown completed prior to stating any of the other actions in this package.

Together, these actions aim to reduce the time, cost, and uncertainty associated with downtown development, making it easier for property owners, developers, and entrepreneurs to invest in vacant or underutilized buildings and support a more vibrant, economically resilient downtown core.

Action/Policy	Lead Agency	Supporting Partner(s)	Timeframe	Cost	Tier
Commit to a code and procedures review to facilitate easier historically appropriate repairs and renovations on historic properties.	City of Laramie	DDA	short-term	$	Foundational
Establish financial incentives through the DDA and regulatory updates through the City that encourage mixed use development and infill on vacant lots. Examples could include expedited permitting processes, density bonuses or flexible height allowances, or a gap financing revolving loan program.	City of Laramie; DDA	LURA, Laramie Chamber Business Aliance	mid-term	$$	Foundational
Consider code requirements to provide landscaping and usable stormwater detention areas in new development, such as bioswales, rain gardens, stormwater planters, and curb bump-outs while mitigating the risk of water infiltration into Downtown buildings	City of Laramie	DDA	short-term	$	Foundational
Evaluate updating and/or adopting the historic design guidelines as regulatory.	City of Laramie	DDA; LMSA	short-term	$$$	Aspirational
Create incentives and build capacity for private developers and property owners to commission permanent or temporary public art by partnering with the Laramie Public Art Coalition and incorporating public art into capital improvement projects Downtown. Increase awareness, education, and coordination around public art in hosting and commissioning art.	Laramie Public Art Coalition	DDA; City of Laramie; Laramie Beautification Committee; LMSA	mid-term	$$	Aspirational
Consider incentives through code changes or funding to support the creation of third spaces throughout Downtown that are either publicly or privately owned.	City of Laramie	DDA; Downtown Business and Property Owners	mid-term	$	Aspirational
Incentivize the development of a Downtown hotel through tools such as a negotiated property tax rebate, reduced or waived permitting/impact fees, and/or a public-private partnership involving a City or DDA land write-down or ground lease.	City of Laramie	DDA; LURA	long-term	$$$$	Visionary
Attract low-impact and/or technical manufacturing employment in suitable locations, such as the Downtown area north of the Historic District, by offering incentives such as reduced permitting fees, façade/build-out grants, or flexible zoning standards, with a preference for affordable spaces for artists and entrepreneurs.	City of Laramie	DDA; LMSA	long-term	$$$	Visionary

PROJECT PACKAGE 2: UW COLLABORATIVE PARTNERSHIP



OVERVIEW

Located adjacent to Downtown, the University of Wyoming is a core economic driver of Laramie, and contributes heavily to the vibrancy of Downtown. This project package focuses on strengthening ties between downtown Laramie and the University of Wyoming to mutually reinforce economic and community vitality.

Actions include establishing formal partnerships or working groups between the city, Downtown organizations, and university departments; encouraging student and faculty engagement in downtown businesses, housing, and cultural life; supporting programs that connect university research, design studios, or entrepreneurship initiatives to downtown revitalization projects; and improving physical and transit connections between campus and Downtown to encourage foot traffic and shared use of amenities. Together, these actions aim to leverage the university's resources, talent, and population to support a more active, resilient, and economically diverse Downtown.

Action/Policy	Lead Agency	Supporting Partner(s)	Timeframe	Cost	Tier
Formalize a working relationship with UW through a designated liaison or memorandum of understanding to enhance foot traffic between Downtown and campus during major events such as graduation and football game days, including shared event promotion, Downtown-branded signage/wayfinding at UW event venues, and coordinated shuttle or transit service.	Laramie Town Gown Association	DDA; UW; LMSA; City of Laramie; Visit Laramie	mid-term	$$	Foundational
Strengthen the UW–Downtown Laramie connection by creating decision making and engagement opportunities for students to participate in public art decision-making, expanding funding for student-led public art, and collaborating on wayfinding and signage design.	Laramie Public Art Coalition	UW; DDA; LMSA	mid-term	$$	Aspirational
Facilitate internships between Downtown businesses and University of Wyoming students, potentially utilizing the Wyoming Workforce Internship grant, to strengthen the local workforce development pipeline.	LMSA	UW; Laramie Chamber Business Aliance	short-term	$	Aspirational
Explore expanded Downtown transit circulation, including a Downtown transit loop and bus stations. Work with UW to extend service hours for the Link into evenings and weekends, improving fixed-route transit access and service frequency to Downtown. Improve amenities at bus stops to include benches, lighting, and covered areas.	City of Laramie	DDA; UW	mid-term	$$$	Visionary
Provide special transit service for peak events, such as Jubilee Days and game days.	City of Laramie	UW; Visit Laramie	mid-term	$	Visionary

PROJECT PACKAGE 3: DOWNTOWN BEAUTIFICATION AND MAINTENANCE

OVERVIEW

This project package focuses on improving the visual appeal, cleanliness, and upkeep of downtown Laramie to create a more welcoming and vibrant environment for residents, visitors, and businesses.



Actions include both infrastructure upgrades and routine actions and maintenance plans, such as enhancing streetscapes with landscaping, lighting, banners, and public art; establishing or strengthening a regular maintenance program for sidewalks, alleys, and public spaces; addressing building facades and storefronts through improvement grants or design assistance; and coordinating litter, graffiti, and snow removal efforts to maintain a consistently well-kept Downtown.

Together, these actions aim to strengthen downtown's sense of place and pride, encouraging increased foot traffic, private investment, and community engagement.

These actions are key steps to many of the other actions in the implementation matrix, and most are multi-step actions that require coordination with multiple city departments and local partners and will require significant financial resources or dedicated funding stream.

Action/Policy	Lead Agency	Supporting Partner(s)	Timeframe	Cost	Tier
Improve the cleanliness of Downtown by maintaining existing public art and sculptures and partnering with property owners to improve sidewalk accessibility, remove weeds, repair old carpet in front of buildings, sweep and clean sidewalks and gutters, and trash cleanup, in coordination with any City of Laramie public infrastructure plans. Address both regular maintenance and specific additional actions needed following large events.	DDA; Downtown Business and Property Owners	City of Laramie, Laramie Public Art Coalition; LMSA Main Street Design Team	short-term	$$	Foundational
Locate more trash and recycle receptacles around Downtown, including both on-street bins for public use and in alleyways for business use. Update design guidelines that standardize the look and feel of any on-street receptacles.	City of Laramie	DDA	short-term	$$	Foundational
Create an inventory and condition assessment of sidewalks including hollow sidewalk locations, sidewalk gaps, and GIS locations. Once developed, create a repair and maintenance plan for necessary upgrades. Coordinate with planned Public Works projects.	City of Laramie	DDA; Laramie Strong Towns; AARP	short-term	$$	Foundational
Continue implementation of the Wayfinding Plan and Light Up Downtown project.	City of Laramie; LMSA	DDA; Laramie Beautification Committee; Tough Guys	short-term	$$	Foundational
Prioritize walkability following major snow events and partner to encourage the snow removal and de-icing following major winter storm events. Explore opportunities for access to group rates with a private contractor.	City of Laramie	DDA; Downtown Business and Property Owners	short-term	$$$	Foundational
Create an Activate Alleys Plan; consider locations like the alley between 1st and 2nd Streets and between Ivinson and Grand Avenues. Activation could include general clean up, trash co-location, parking, dining or seating space or secondary access for buildings and businesses.	DDA	City of Laramie; Downtown Business and Property Owners	mid-term	$$$	Aspirational
Consider possible centralized trash, recycling and grease handling locations that remove them from alleyways and located them in places less impactful on the Downtown experience, while ensuring haul distances remain manageable for business owners.	City of Laramie	DDA; Downtown Business and Property Owners	mid-term	$$	Visionary

IMPLEMENTATION MATRIX

The following actions represent those that are not within the three project packages outlined in the previous pages.

Core Pillar	Goal	Action/Policy	Lead Agency	Supporting Partner(s)	Timeframe	Cost	Tier
Character Areas and Design	Goal: Promote Downtown Laramie's cultural identity and historic resources.	Develop a historic preservation plan, including a historic building inventory and assessment, evaluation of how land development policies can support residents to rehabilitate and reuse underutilized buildings, and funding options.	City of Laramie	DDA; LMSA; Albany County Preservation Board	short-term	$$	Foundational
Character Areas and Design	Goal: Promote Downtown Laramie's cultural identity and historic resources.	Evaluate the need to update the Downtown Historic District Nomination.	Albany County Preservation Board	DDA; LMSA	short-term	$	Foundational
Economic Vitality	Goal: Activate and redevelop underutilized properties	Create an inventory of underutilized properties and identify barriers for redevelopment.	DDA	City of Laramie; LMSA; LURA	short-term	$$	Foundational
Economic Vitality	Goal: Activate and redevelop underutilized properties	Develop a "Full of Potential" program to provide tours to realtors, interested public, potential investors, and developers of underutilized spaces in Downtown. Explore opportunities for virtual tours.	LMSA	DDA; Laramie Chamber Business Aliance; Realtors; Downtown Business Owners	short-term	$	Foundational
Economic Vitality	Goal: Diversify the Downtown employment mix	Track and report economic data to attract and diversify employment opportunities Downtown.	City of Laramie	Laramie Chamber Business Aliance; LMSA; Visit Laramie	short-term	$	Foundational

Core Pillar	Goal	Action/Policy	Lead Agency	Supporting Partner(s)	Timeframe	Cost	Tier
Economic Vitality	Goal: Diversify the Downtown employment mix	Provide technical assistance to local entrepreneurs to understand the market context and develop business plans before they've made significant investments. Expand technical assistance to small businesses and entrepreneurs in navigating City permitting processes and work to streamline and simplify licensing and permitting.	LMSA	City of Laramie; Wyoming SBDC; Laramie Chamber Business Aliance; WyoMicro	short-term	$	Foundational
Financing	Goal: Align sustainable financing with the Plan's highest-priority projects, programs, and services	Define how Property TIF, Sales TIF, a commercial mill levy, Fifth or Sixth Penny Tax, Quarter Cent Tax, City investment, and complementary funding sources could work together as part of a coordinated strategy and how they could be layered with grants, partnerships, incentives, and private investment to increase implementation capacity.	DDA	City of Laramie; LMSA	short-term	$	Foundational
Financing	Goal: Establish a coordinated implementation framework that combines the financing and organizational tools best suited to Downtown Laramie.	Determine whether the DDA or LURA provides the most appropriate framework for Property TIF based on redevelopment priorities, governance, revenue potential, geographic considerations, and organizational capacity.	DDA; LURA	City of Laramie; LMSA	short-term	$$	Foundational
Financing	Goal: Create the organizational and financial capacity to sustain Downtown implementation over time.	Clarify the respective roles of the City, LMSA, DDA, LURA, and other partners based on the selected financing and governance framework.	DDA	City of Laramie; LMSA; LURA	short-term	$	Foundational
Financing	Goal: Create the organizational and financial capacity to sustain Downtown implementation over time.	Complete the statutory, organizational, and public approval processes required to activate the preferred financing tools and entities.	DDA	City of Laramie	short-term	$	Foundational
Financing	Goal: Create the organizational and financial capacity to sustain Downtown implementation over time.	Establish realistic operating, administrative, and staffing expectations for managing dedicated revenues and delivering funded projects and services.	DDA	City of Laramie; LMSA	mid-term	$$	Foundational

Core Pillar	Goal	Action/Policy	Lead Agency	Supporting Partner(s)	Timeframe	Cost	Tier
Marketing, Communications, and Events	Goal: Continue building on events and activations Downtown	Establish stronger communication and coordination, through a committee, staff person, or other programmatic process between Downtown businesses to leverage resources, share successes, and plan for large events with the goal of helping each other through stronger coordination and organization.	DDA	LMSA; Downtown Business and Property Owners; Laramie Chamber Business Alliance	short-term	$	Foundational
Mobility and Connectivity	Goal: Implement Effective Curbside and Loading Management	Designate and manage loading/short term zones and delivery areas, including options for larger vehicles, streamlined vehicle delivery to businesses, and travel trailer parking.	City of Laramie	DDA; City of Laramie Parking Tas k Force; Visit Laramie	short-term	$	Foundational
Mobility and Connectivity	Goal: Improve Parking Access, Availability, and Curbside Management Strategies	Create a new Downtown Parking and Curbside Management Plan that will identify key strategies to accommodate parking for Downtown visitors, workforce, and residents, reinvestigate timed parking areas, reduce conflicts especially along 3rd Street, and shared parking strategies with businesses. Consider increasing parking spaces through angled parking or other orientation of on street parking areas. Engage with the Downtown Parking Task Force for this effort. Monitor and evaluate policies for parking violations, pricing, and enforcement.	City of Laramie	WYDOT; DDA	short-term	$$$	Foundational
Mobility and Connectivity	Goal: Improve Parking Access, Availability, and Curbside Management Strategies	Evaluate existing ADA-accessible parking on each block and upgrade non-compliant parking spaces where necessary, recognizing that it will likely reduce existing regular parking spaces.	City of Laramie	City's Disability Commission	short-term	$	Foundational
Mobility and Connectivity	Goal: Improve Parking Access, Availability, and Curbside Management Strategies	Assess general existing and future parking feasibility throughout Downtown, including consideration of a parking garage as a part of this Downtown Parking and Curbside Management Plan. If determined feasible, identify and pursue funding sources for implementation.	City of Laramie	DDA	mid-term	$$$	Foundational
Mobility and Connectivity	Goal: Improve Traffic Operations, Safety, and Loading Management	Consider physical protections to improve the physical safety at corners, alleys, and curbs for pedestrians and buildings.	City of Laramie	DDA	mid-term	$	Foundational

Core Pillar	Goal	Action/Policy	Lead Agency	Supporting Partner(s)	Timeframe	Cost	Tier
Public Space and Infrastructure	Goal: Expand and activate public spaces and "third spaces" Downtown	Identify location(s) for accessible public restrooms in key, central locations that serve both event and daily use year-round. Install or construct public restrooms at the identified location(s).	City of Laramie	DDA	mid-term	$$$$	Foundational
Public Space and Infrastructure	Goal: Expand and activate public spaces and "third spaces" Downtown	Identify opportunities for new gathering spaces, particularly north of Ivinson Avenue and in small infill locations. These might include skate areas, dog parks, and pocket parks and should create spaces for community events, performances, and informal gatherings, including youth-oriented and alcohol-free environments and support year-round use during the winter.	City of Laramie	DDA	mid-term	$$$	Foundational
Public Space and Infrastructure	Goal: Modernize infrastructure and integrate green stormwater solutions	Integrate Downtown capital projects into the City's Capital Improvement Plan (CIP) alongside planned stormwater, utilities, and streetscape investments.	City of Laramie	DDA	short-term	$	Foundational
Character Areas and Design	Goal: Promote Downtown Laramie's cultural identity and historic resources.	Invest in interpretive markers and signage that feature prominent Laramie residents and historians, nationally and internationally connected and information for historic buildings or other culturally significant sites.	LMSA	City of Laramie; Alliance for Historic WY; Albany County Preservation board; Albany County Historical Society; Visit Laramie	mid-term	$$	Aspirational
Economic Vitality	Goal: Activate and redevelop underutilized properties	Actively pursue public-private partnerships to catalyze redevelopment of key opportunity sites.	DDA	City of Laramie; LMSA; LURA; Downtown Business and Property Owners	mid-term	$$	Aspirational
Economic Vitality	Goal: Enhance business retention and recruitment efforts by leveraging partnerships between key organizations, including the LMSA and the Laramie Chamber Business Alliance	Partner with the Wyoming Small Business Development Center to provide financial or technical assistance to help businesses remain viable and resilient during construction periods, including facilitating enhanced secondary access, marketing, and other strategies that promote foot traffic during disruptions; establish a standard notification timeline, a single point of contact for affected businesses, and "open during construction" signage as a default line item in project budgets.	City of Laramie	LMSA; Wyoming SBDC; Downtown Business and Property Owners; WYDOT	mid-term	$$	Aspirational

Core Pillar	Goal	Action/Policy	Lead Agency	Supporting Partner(s)	Timeframe	Cost	Tier
Marketing, Communications, and Events	Goal: Continue building on events and activations Downtown	Explore small-scale, regular program and activation opportunities that drive consistent foot traffic to Downtown in the evenings and on the weekends and connect audiences to the stories of local entrepreneurs, such as a 'First Friday' or 'Alive after 5' or similar recurring monthly event.	DDA	LMSA; Downtown Business and Property Owners	short-term	$$	Aspirational
Marketing, Communications, and Events	Goal: Continue building on events and activations Downtown	Continue to evaluate the feasibility, benefits, and drawbacks of downtown events. Engage business and property owners and residents to assess potential locations such as back to a central street in Downtown, in the First Interstate Bank parking lot, or in Depot Park.	LMSA	DDA; City of Laramie; Downtown Business and Property Owners	mid-term	$	Aspirational
Mobility and Connectivity	Goal: Enhance Pedestrian Amenities, Connectivity, and Safety	Implement traffic calming measures throughout Downtown, with focus on a flexible plaza space within the ROW along 2nd Street.	City of Laramie	WYDOT; DDA	mid-term	$$$	Aspirational
Mobility and Connectivity	Goal: Enhance Pedestrian Amenities, Connectivity, and Safety	Create gateway entry enhancements to form a sense of arrival into Downtown, including along both Grand Avenue and 3rd Street. Gateway entries should both mark entry to a "Downtown District" while giving room for the core to grow.	City of Laramie	Laramie Public Art Coalition; LMSA; WYDOT; DDA	mid-term	$$$	Aspirational
Mobility and Connectivity	Goal: Implement Effective Curbside and Loading Management	Identify locations and designs for pedestrian enhancements, design pedestrian crossings and parking lots, and install enhanced pedestrian crossings to improve accessibility and ADA compliance.	City of Laramie	DDA	long-term	$$$	Aspirational
Mobility and Connectivity	Goal: Improve Bicycle Connectivity and Year-Round Usability	Improve bicycle infrastructure on key routes (e.g., Garfield Street east of 1st Street and connections across 3rd Street).	City of Laramie	WYDOT; DDA	mid-term	$$$	Aspirational
Mobility and Connectivity	Goal: Improve Parking Access, Availability, and Curbside Management Strategies	Implement improvements to the 1st Street /Depot Lot concepts to enhance parking and public gathering spaces in the park.	City of Laramie	DDA	mid-term	$$$$	Aspirational

Core Pillar	Goal	Action/Policy	Lead Agency	Supporting Partner(s)	Timeframe	Cost	Tier
Mobility and Connectivity	Goal: Improve Traffic Operations, Safety, and Loading Management	Restrict or better manage semi-truck access and stopping in critical corridors and pair with loading zone strategies.	City of Laramie	WYDOT	mid-term	$	Aspirational
Public Space and Infrastructure	Goal: Expand and activate public spaces and "third spaces" Downtown	Enhance connections between Downtown's parks, plazas, and open spaces through signage and streetscape design, while exploring programming and physical improvements to activate Depot Park and other key spaces in accordance with the 1st Street Parking and ADA work.	City of Laramie; DDA	LMSA	mid-term	$$	Aspirational
Public Space and Infrastructure	Goal: Modernize infrastructure and integrate green stormwater solutions	Coordinate Public Works construction projects that open street or utility trenches with shared conduit for future EV charging, Wi-Fi, lighting, fiber, and streetscape upgrades to minimize disruption and maximize investment.	City of Laramie	DDA	mid-term	$$$	Aspirational
Public Space and Infrastructure	Goal: Modernize infrastructure and integrate green stormwater solutions	Establish free Wi-Fi throughout Downtown through a mesh network.	DDA	LMSA; City of Laramie; Tough Guys Landscaping and Lighting	mid-term	$$$	Aspirational
Character Areas and Design	Goal: Provide necessary maintenance, upkeep, and services to increase quality of life and improve visual aesthetic in Downtown Laramie.	Partner with property owners, artists, and local business to implement visible placemaking improvements, like restored storefronts, outdoor dining spaces, public art, and pedestrian amenities that celebrate Downtown's unique character and reputation and establish Downtown Laramie as an art destination.	DDA; Laramie Public Art Coalition	Downtown Business and Property Owners; LMSA	mid-term	$$$	Visionary
Character Areas and Design	Goal: Provide necessary maintenance, upkeep, and services to increase quality of life and improve visual aesthetic in Downtown Laramie.	Expand the Light Up Downtown program to include the entire Downtown area and consider additional permanent lighting fixtures.	LMSA	City of Laramie; DDA; Laramie Beautification Committee; Tough Guys Landscaping and Lighting	mid-term	$$$	Visionary

Core Pillar	Goal	Action/Policy	Lead Agency	Supporting Partner(s)	Timeframe	Cost	Tier
Economic Vitality	Goal: Activate and redevelop underutilized properties	Establish an interior renovation loan or grant program to help property and business owners make interior improvements to buildings that address health, safety, prosperity, security, and general welfare. These may include structural and code-compliance assessments, ADA compliance, fire suppression systems, buildout to support desired uses, and environmental remediation.	DDA	City of Laramie; LURA	mid-term	$$$$	Visionary
Economic Vitality	Goal: Enhance business retention and recruitment efforts by leveraging partnerships between key organizations, including the LMSA and the Laramie Chamber Business Alliance	Attract and promote additional entertainment and nightlife options for a variety of audiences, such as live music, experiential retail, and family-friendly offerings.	DDA	Visit Laramie; Downtown Business and Property Owners	mid-term	$$	Visionary
Financing	Goal: Establish a coordinated implementation framework that combines the financing and organizational tools best suited to Downtown Laramie.	Assess the fiscal implications and policy tradeoffs associated with dedicating future municipal sales tax growth to Downtown through Sales TIF, including the potential impact on the City's General Fund.	DDA	City of Laramie; LMSA	mid-term	$	Visionary
Financing	Goal: Establish a coordinated implementation framework that combines the financing and organizational tools best suited to Downtown Laramie.	Evaluate the feasibility of a commercial mill levy through property owner engagement, clearly defined service and improvement scenarios, and analysis of costs and potential revenues.	DDA	City of Laramie; LMSA	mid-term	$$	Visionary
Financing	Goal: Create the organizational and financial capacity to sustain Downtown implementation over time.	Monitor revenues, implementation progress, and changing Downtown conditions, and periodically adjust funding priorities and organizational responsibilities.	DDA	City of Laramie; LMSA	mid-term	$	Visionary

Core Pillar	Goal	Action/Policy	Lead Agency	Supporting Partner(s)	Timeframe	Cost	Tier
Mobility and Connectivity	Goal: Enhance Pedestrian Amenities, Connectivity, and Safety	Enhance streetscape amenities by adding more trees, maintaining and replacing existing trees, shade structures, planters and pots, benches, and outdoor seating evenly spaced throughout Downtown Laramie. Ensure landscaping is supported by water infrastructure.	DDA	City of Laramie	mid-term	$$$	Visionary
Mobility and Connectivity	Goal: Enhance Pedestrian Amenities, Connectivity, and Safety	Improve access and usability at the east and west landings of the Garfield Footbridge.	City of Laramie	—	mid-term	$$$	Visionary
Mobility and Connectivity	Goal: Enhance Pedestrian Amenities, Connectivity, and Safety	Expand and better connect pedestrian routes between Downtown, surrounding neighborhoods, UW, and West Laramie, including completing the Ivinson Avenue corridor signage and lighting improvements.	City of Laramie	DDA; UW	long-term	$$$	Visionary
Mobility and Connectivity	Goal: Strengthen Transit Access and Service to Downtown	Develop a transit hub to serve as a central location at or near the Rail Depot where people can easily transfer between different travel modes such as driving, bus/ transit, bicycle, rideshare pick-up/drop-off, and walking.	City of Laramie	DDA	long-term	$$$$	Visionary
Public Space and Infrastructure	Goal: Expand and activate public spaces and "third spaces" Downtown	Evaluate the feasibility of a flexible plaza within the right-of-way that can be both open to vehicle traffic and easily closed off to create a larger gathering space in the core of Downtown, potentially on Grand Avenue between 1st Street and 3rd Street. Use temporary closures during existing events to test circulation and measure foot traffic and sales impacts before committing to a permanent design.	City of Laramie	WYDOT; DDA; LMSA; Downtown Business and Property Owners	short-term	$$$$	Visionary
Public Space and Infrastructure	Goal: Expand and activate public spaces and "third spaces" Downtown	Explore implementation of an amphitheater or similar event space near the Depot.	City of Laramie	DDA	long-term	$$$$	Visionary
Public Space and Infrastructure	Goal: Modernize infrastructure and integrate green stormwater solutions	Work with utility providers and pursue federal and state grants to encourage utility undergrounding, consolidation, or removal of unused overhead lines where feasible to improve aesthetics and reduce conflicts with streetscape elements and within alleyways.	City of Laramie	DDA; Wyoming Business Council	long-term	$$$$	Visionary

APPENDIX A: PUBLIC ENGAGEMENT SUMMARIES

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Facilitated discussions with the community and Downtown business and property owners were held over three days from March 25th to March 27th, including joint work sessions, property and business owner work sessions, and community interviews. Throughout the month, members of the public could drop in to interact with boards at the Forge Laramie Engagement Hub.

An online questionnaire was also open from March 1st to April 7th. Activities were intentionally interactive and designed to engage a wide range of ages while encouraging participants to think about the core values that should guide the Downtown Plan, as well as opportunities, strengths, weaknesses, and potential strategies, actions, and policies. Engagement activities included a “jellybean” redevelopment opportunities exercise, dot stickers activities, and mapping exercises.

9 Community Interviews

30+ Business and property owners

2 Work Sessions

20+ Visioning Workshop Participants

46 Forge Exchange Interactive Museum Exhibits participants

249 Questionnaire responses



BUSINESS AND PROPERTY OWNER WORK SESSIONS

On March 25 and 26, staff met with 30 + business and property owners within the DDA boundary to discuss what is working well, where improvements could be made, and what priorities should guide future efforts in alignment with Downtown's vision for the years ahead. Responses from the meeting are summarized below.

30+

Business and property owners



	Lowest Priority	Highest Priority
Parking		
More accessible parking		
Enforce parking		
Expand parking options		
Traffic Calming		
Better signage		
Designated unloading and loading		
Slow traffic		
Beautification		
More garbage cans		
Increase maintenance like a clean up crew		
More public restrooms		
Downtown Feel		
More public art		
More greenery		
More pocket parks		
Increase street furniture		
Heritage and Historic Resources		
Wayfinding or placards		
Capitalize on historic buildings		
Vacant and Underutilized Buildings		
Address vacant or blighted building		
Rehabilitate underutilized buildings		
Coordination of Events		
Community boards		
Extend business hours		
Business block parties and events		
Pedestrian Enhancements and Walkability		
Activate alleys		
Increase lighting		

Parking

Overall, parking management was a major topic of discussion. Participants ranked more accessible parking and parking enforcement as higher priorities than expanding parking options, illustrating more of an management issue rather than supply issue.

Traffic Calming

Slowing traffic and designated loading and unloading zones were ranked highly, emphasizing that frequent traffic disruptions directly impact business operations.

Beautification

Beautification was a common theme across all events, including improving essential services like trash receptacles, maintenance, and public restrooms that can help improve the livability and vibrancy of Downtown. Currently, limited essential services negatively affect street aesthetic and can deter customers.

Heritage and Historic Resources

Leveraging and enhancing historic buildings through preservation and restoration was one of the biggest priorities, alongside more opportunities for people to connect with Laramie's history through wayfinding or placards.

Vacant and Underutilized Buildings

Marked as the one of the highest priorities, business and property owners want to see investment into some of Downtown's dilapidated and/or underutilized buildings and lots.

Coordination of Marketing and Events

Received a mix of responses from business owners, recognizing the value of events, but stressing the need for better coordination by balancing visitor attraction while minimizing disruption to businesses.

Pedestrian Enhancements and Walkability

Ranked highly but with existing traffic and parking constraints, activated alleys were the best alternative to street closures. Lighting will not only help activated alleys but make Downtown feel safe and accessible.



FORGE *LARAMIE* ENGAGEMENT HUB

In collaboration with Forge Laramie, from March 11 to March 27 on Main Street, posters and different intentional interactive activities took place to get meaningful information in different ways. These activities included dots to mark preferred streetscapes and land uses, identifying redevelopment opportunities with jelly beans, comment cards, and Vision collage.

GROUPS

AARP
Visit Laramie
WyoTech
UW
Leadership Laramie

46 community members

Participants identified both interventions they want to see and ones they do not. The numbers show the total number of dots indicating preferences. Negative numbers indicate that more participants did not prefer a particular feature or mix. Bolded circles highlight areas with mixed consensus.

Design & Streetscape Features



Historic Design



Modern Design



Public Art



Wayfinding



On-Street Parking



Off-Street Parking



Low Impact Design (Rain Garden)



Street Trees



Shared Use Paths



Bike Lane



"Sharrows"



Street Furniture



Improved pedestrian sidewalks



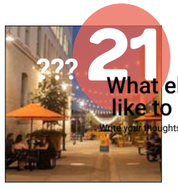
Mural Crosswalk



Crosswalk Bulbout



Benches



Activated Alleyway



Pocket Parks



Street Corner Planting

Highly rated features like historic design, benches, activated alleyways, pocket parks, bike lanes, public art, and street trees enhance the walkability, livability, and pedestrian experience by embracing its uniqueness and creating opportunities for connection and slower moments among community members. While traffic and auto-oriented features were preferred less, suggesting that participants were not against those features but would like to see better-planned construction. Participants were strongly against modern design, emphasizing how important historic heritage and design character is to Downtown Laramie.

On-street parking and off-street parking received a higher number of mixed responses. This aligns with feedback from the other events, suggesting that concerns relate less to the overall number of parking spaces and more to enforcement and the availability of accessible parking.

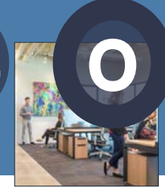
Land Use Mix

While mixed-use was highly ranked in this activity, it was ranked 4th out of 7th preferred land use mixes. This suggests that participants care more about the types of businesses and increasing variety.

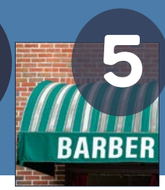
Participants expressed a strong preference for increasing the variety of businesses and expanding opportunities for activity throughout the day and evening through flexible spaces, entertainment uses, restaurants, cafés, and especially mixed-use residential. Mixed-use residential was favored over residential because it supports a broader mix of uses while aligning with the historic character of Downtown Laramie. Parks and plazas, combined with diverse land uses, reflect a desire to have Downtown function as a third place by creating more options for gathering, lingering, and informal activity. In contrast, single-use options, such as residential, office space, parking garages, or surface parking lots, tend to limit activity to specific times of day and reduce overall opportunity. Parking continues to be a frequently discussed challenge.



Flexible Space



Office Space



Salons & Personal Services



Retail



Restaurants & Cafés



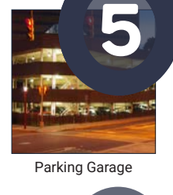
Entertainment



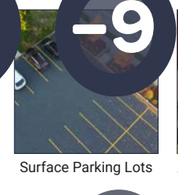
Parks



Plazas



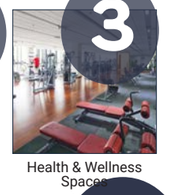
Parking Garage



Surface Parking Lots



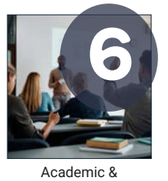
Art Galleries & Studios



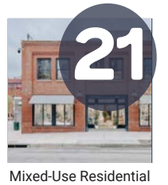
Health & Wellness Spaces



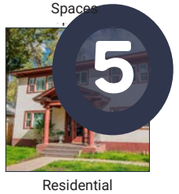
Light Industrial



Academic &



Mixed-Use Residential



Residential



FORGE *LARAMIE* ENGAGEMENT HUB

The three remaining activities included the Redevelopment Opportunities, Cards, and Vision Collage. For the Redevelopment Opportunities activity, participants used color-coded jelly beans to indicate preferred land uses at each redevelopment site.

Redevelopment Opportunities



Overall, housing, entertainment venues, and parking were the most frequently selected land uses. These preferences indicate that residents and visitors want to spend more time in Downtown Laramie beyond shopping, with greater opportunities for live music, community gathering, and living downtown.

1. 4th Street and Ivinson: Participants were evenly split between housing and parking at this site, suggesting support for a balanced approach, such as mixed-use development with housing above structure parking.
2. 3rd and Kearney Street: Housing was the top priority, followed closely by parking. Similar to 4th Street and Ivinson, participants supported multi-story housing above parking. Entertainment ranked third and appeared most viable as a flexible community gathering space that complements nearby uses and strengthens connections to the rest of Laramie.
3. 2nd and University Avenue: Due to its central location, housing, restaurants, and entertainment venues were equally preferred, highlighting the site's potential to support a diverse mix of uses or a mixed-use development.
4. 2nd and Clark Street: While housing was more strongly favored than entertainment, potential compatibility issues suggested that a flexible or multipurpose entertainment space may have been a better fit.
5. 1st and University Avenue: Parking was the top preference, followed closely by entertainment; an entertainment venue with a mix of complementary businesses, rather than apartments above structured parking, was identified as a potentially better fit for this site.

Participants used guided comment cards to provide additional feedback and capture ideas not addressed in the interactive activities, with responses consistent with themes identified in other engagement activities.

Participants also created collages using magazine images in response to the prompt, "What do you want to see in Downtown Laramie?" The vision collages closely aligned with the questionnaire word cloud.

Cards

Similar to the other activities, participants wanted Downtown to become a third place where social connection occurs because of better pedestrian access, improved parking, mixed-use development with diversifying businesses while supporting existing, and a better connection to the rest of Laramie, especially UW.



Vision Collage

The images emphasized public art and sculptures, community events, and gathering spaces that support rest and interaction, including family-friendly and interactive features.

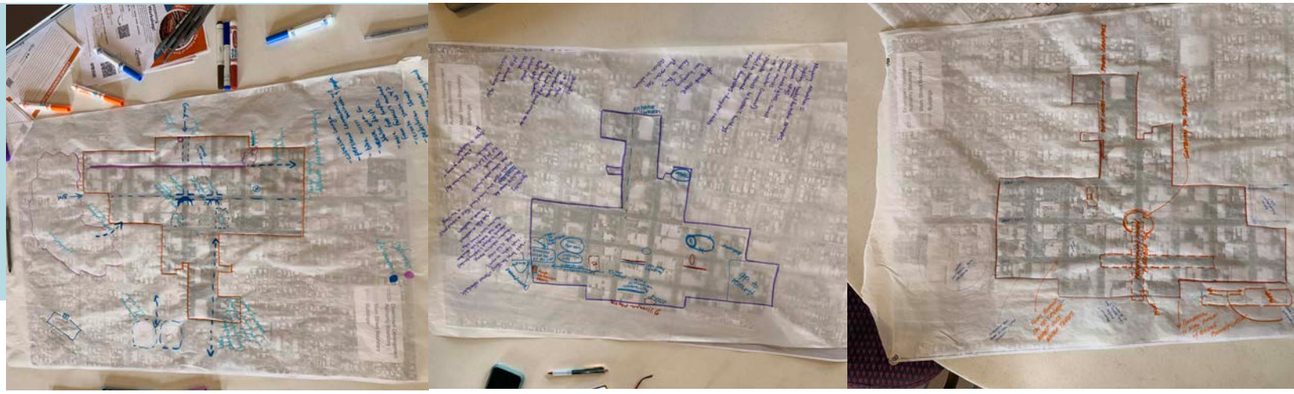
The Vision Collage reflected the feedback from all engagement activities, illustrating a shared vision of Downtown Laramie as an active, welcoming, and vibrant community gathering place while keeping its unique historic character.



VISIONING SESSIONS

The Visioning Sessions were held on March 26 and 27 during the final days of Charrette Week. Participants shared input on values, what Downtown Laramie's future should look like, enhancements that should be made, and identifying opportunities on the map of Downtown.





Key enhancements could significantly improve Downtown, including better pedestrian connections and crossings, expanded bike and transit lanes, redevelopment of underutilized sites, cleanliness, lighting, trees, and outdoor spaces throughout Downtown.

Connections via Ivinson Street: Ivinson Street is a priority for improved pedestrian, bike, and transit connections, with potential for a pedestrian alley or flexible street and a gateway at 3rd Street.

"Main" 2nd Street: Identified as downtown's functional Main Street, 2nd Street should prioritize pedestrian and streetscape enhancements such as lighting, greenery, and traffic calming, and cleanliness. Community members expressed interest in a flexible plaza in this area.

Residential South of Kearney St: Participants identified the area south of Kearney Street as a residential and mixed-use opportunity that could expand the DDA boundary or extend the downtown feel while maintaining historic character.

Redevelopment Opportunities: Participants identified several key redevelopment sites, including the railroad area between West Laramie and the western DDA boundary, the corner of Grand and 5th Street, the Travelodge (as a potential boutique hotel), and the Boot Barn and UPS properties.

Activated Alleys: The DDA should activate key alleys with lighting, interactive art, and seating, prioritizing alleys at Garfield & Grand between 1st and 2nd Streets and between 3rd and 4th Streets.

Laramie
WYOMING

