

Downtown Development Authority

Special Meeting

City Boomerang Building Conference Room, 320 Grand Ave,
Laramie, WY 82070

February 18, 2026 @ 4:00 p.m.

Web-conference Meeting Information:

Zoom Link: <https://cityoflaramie.zoom.us/j/86982044052>

Meeting ID: 869 8204 4052

1. Call to Order

2. Consideration of Changes in Agenda and Setting the Agenda

A. MOTION BY ____, seconded by ____, that the following changes to the Agenda be approved:

B. MOTION BY ____, seconded by ____, that the Agenda be set as submitted or changed.

3. Disclosures of Board Members

4. Old Business

4.A. Downtown Development Plan Update

Consultants Logan Simpson would like to cover a few items to aid in their plan development.

- Existing Conditions highlights (5-10 minutes)
- March Outreach (20 min)
 - Online questionnaire topics
 - Charette week schedule and topics
- LMSA Transformation Plan Integration (5 min)
- Financing Introduction and Overview (20 min)
 - High-level overview and introduction of financing options and TIF

Documents:

[260120 Questionnaire Draft.pdf](#)
[Draft Agenda - Charrette Week.pdf](#)

5. New Business

6. Public Comment:

7. Next Regular Meeting Date: March 16, 2026, 4:00 pm, Boomerang Conference Room, 320 Grand Ave

8. Adjournment

- Assists in development and redevelopment of central business district
- Assists in overall planning to restore and/or provide for continuance of health of Laramie's central business district
 - Prevents/halts deterioration of property values and/or structures within the Laramie central business district
 - **Prevents/halts growth of blighted areas in the central business district**
- Promotes health, safety, prosperity, security, and general welfare of inhabitants of the central business district



Laramie Downtown Plan

Draft Questionnaire

Section 1: Downtown Today

1. **If you live outside of Downtown Laramie, how often do you come Downtown?**
 - a. 5 or more days per week
 - b. 3-4 days per week
 - c. 1-2 days per week
 - d. Several times per month
 - e. Several times per year
 - f. Never or almost never
 - g. N/A: I live and/or work Downtown
2. **How often do you attend organized events Downtown?** (*Farmer's Market, International Flavor Festival, Brewfest, Concerts and Shows, Gallery Exhibitions, etc.*)
 - a. Weekly
 - b. Monthly
 - c. A couple times per year
 - d. Only in the Summer
 - e. Almost never
 - f. Never/I don't visit Downtown Laramie
3. **What are three words you would use to describe Downtown Laramie today?** (*Open Text*)
 - a. _____
 - b. _____
 - c. _____
4. **How do you usually travel to Downtown Laramie?** (*Select all that apply*)
 - a. Car
 - b. Bike
 - c. Walk
 - d. Bus/Public transit
 - e. Other (*Write In*)
5. **Where do you typically park Downtown?**
 - a. Jackalope Lot
 - b. Sage Grouse Lot
 - c. Bison Lot
 - d. Moose Lot
 - e. Grand and 5th Lot (near City Hall)
 - f. 2-hour On-Street parking
 - g. Unrestricted on-street parking
 - h. Other: _____
6. **On a scale of 1-5, please rate the quality of the following elements in Downtown Laramie. 1 if very poor, and 5 is very good.**
 - a. Public art
 - b. Events / cultural venues
 - c. Architectural character
 - d. Parks, plazas, and other outdoor 'third spaces' for gathering
 - e. Bike infrastructure

- f. Pedestrian infrastructure (e.g. sidewalks, benches, crosswalks)
- g. Walkability
- h. Diversity in uses (e.g. dining, shopping, housing, personal services)
- i. Public transportation
- j. Parking options
- k. Business hours
- l. Trees and landscaping
- m. Visitor lodging options (e.g. hotels, motels, inns)
- n. Housing options

Section 2: Downtown Tomorrow

7. Which core values should guide the Downtown Plan? (Write up to three)

- a. _____
- b. _____
- c. _____

8. What would you add to Downtown Laramie? (Select top 3)

- a. More/Different Restaurants
- b. Brand Name Stores
- c. Unique Shops
- d. Event Venues
- e. Live Entertainment
- f. Landscaping/Green Spaces/Plazas
- g. Galleries/Museums
- h. Public Art/Murals
- i. Grocery/Convenience Stores
- j. Visitor Lodging/Hotels
- k. Bars/Breweries
- l. Offices/Business Services
- m. Housing
- n. Bicycle Facilities (e.g. bicycle racks, bike lanes)
- o. Pedestrian Facilities (e.g. wider sidewalks, lighting, furnishings, wayfinding signage)
- p. New Development on Vacant Land
- q. Adaptive Reuse of Existing Buildings
- r. Other
- s. None of the above/I don't visit Downtown Laramie

9. What are the top challenges facing Downtown Laramie? (Select top 3)

- a. Rising rents for businesses
- b. Rising property values/insurance costs
- c. Lack of parking
- d. Congestion (cars and people)
- e. Enforcement of negative behavior
- f. Not enough shopping/retail
- g. Bike safety/bike parking
- h. Family-friendly activities
- i. Pedestrian safety and crossings
- j. Variety of shops/products
- k. Loss of historic structures
- l. Building vacancies
- m. Building/façade maintenance
- n. Other: _____
- o. None of the above/I don't visit Downtown Laramie

10. What are the top opportunities for Downtown Laramie? (Select top 3)

- a. Preserving historic character
- b. Creating a cohesive vision
- c. Connecting open spaces and improving connectivity within Downtown
- d. Creating additional parking
- e. Creating additional jobs
- f. Providing more bicycle amenities
- g. Improving sidewalks, streetscapes, and pedestrian infrastructure
- h. Adding housing options Downtown
- i. Improving wayfinding and signage

- j. Activating alleyways and underutilized spaces
- k. Providing outdoor dining spaces and expanding dining options
- l. Creating more pocket parks, shaded areas, and pedestrian-friendly gathering spaces
- m. Other: _____
- n. None of the above / I don't visit Downtown Laramie

11. Which strategies/actions/policies would best support preservation of Downtown's historic resources? (Select top 3)

- a. Financial incentives (grants, tax credits, low-interest loans)
- b. Updated design guidelines
- c. Technical assistance for property owners (e.g., guidance on materials, restoration best practices)
- d. Adaptive reuse policies that encourage reinvestment in historic buildings
- e. Public-private partnerships to fund and manage preservation projects
- f. Education and outreach programs
- g. Streamlined permitting for historically appropriate repairs and renovations on historic buildings
- h. No additional strategies are needed
- i. Other: _____

12. What kinds of streetscape improvements would you like to see (e.g., sidewalks, trees, lighting, seating)?

- a. [visual preference]
 - i. Trees
 - ii. Streetlights
 - iii. Sidewalks
 - 1. Wide w/ planter buffer
 - 2. Bulbouts?
 - iv. Landscaping
 - v. Furnishings (benches, waste containers)
 - vi. Wayfinding

13. What types of public spaces, public art, or gathering places are missing today?

- a. [visual preference]

14. What is your ideal mix of uses for Downtown?

- a. Slider bar for different uses
 - vii. Retail / Commercial
 - viii. Dining
 - ix. Parks / Plazas
 - x. Residential
 - xi. Public Facilities
 - xii. Office
 - xiii. Mixed Use
 - xiv. Other

15. What other ideas do you have for projects that would achieve your vision for Downtown Laramie? (open ended)

Section 3: Demographics (Optional)

We ask demographic questions to understand who is responding to this survey and how the vision for Downtown may vary depending on respondent characteristics. All demographic questions are optional, and responses are kept confidential and only analyzed in combined, summary form.

1. Where in Laramie do you live?

- a. I do not live in Laramie
- b. I live: (map)

2. What best describes your affiliation with Downtown Laramie? (check all that apply)

- a. Downtown Resident
- b. Downtown Employee
- c. Downtown Business Owner
- d. Student (non-resident)
- e. Student (resident)
- f. Downtown Visitor
- g. Downtown Property Owner
- h. Other: _____

3. How long have you lived or worked in Laramie?

- a. <1 years
- b. 1-5 years
- c. 6-10 years
- d. 11-20 years
- e. 20+ years
- f. I don't live/work in Laramie

4. Select your age range

- a. <18
- b. 18-24
- c. 25-34
- d. 35-44
- e. 45-54
- f. 55-64
- g. 65+
- h. Prefer not to answer

5. What is your housing status (select all that apply)?

- a. Renter
- b. Homeowner
- c. Unhoused
- d. Landlord
- e. Other (write-in): _____

6. What language do you primarily speak at home?

- a. English
- b. Spanish
- c. Other _____

7. Which best describes your household income last year?

- a. <\$15,000
- b. \$15,000 - \$24,999
- c. \$25,000 - \$34,999
- d. \$35,000 - \$49,999
- e. \$50,000 - \$74,999
- f. \$75,000 - \$99,999
- g. \$100,000 - \$149,999
- h. \$150,000 - \$199,999
- i. \$200,000+
- j. Prefer not to answer

8. What is the highest education level you have attained?

- a. Less than high school degree
- b. High school degree/GED
- c. Some college (no degree)
- d. Associate's degree
- e. Bachelor's degree
- f. Graduate or higher
- g. Technical/vocational/trade school degree

9. Select your race and ethnicity:

- a. White/Caucasian
- b. Black/African American
- c. Hispanic/Latinx
- d. Asian American/Pacific Islander
- e. Native American
- f. Two or more races
- g. Prefer not to answer
- h. Other: _____

10. Select your gender:

- a. Female
- b. Male
- c. Non-binary
- d. Prefer not to answer
- e. Other: _____



Laramie Downtown Plan | Charrette Week Draft Agenda

Wednesday, March 25 (late morning / afternoon) - LS/P.U.M.A. Lead

- **LS manning outdoor table** (weather permitting) - potentially near the transit stop
 - o Could pivot to LMSA office space if too cold
 - o Objectives:
 - to promote plan process + survey + LMSA office space engagement opportunity + charrette workshops following days
 - To hear from downtown users that wouldn't otherwise be involved
- **Small group interviews** / listening sessions with businesses, organizations, agencies ID'ed in Public Engagement Plan
 - o Could hold these in the LMSA office space?
 - Structured drop-in hours
 - o Objectives:
 - Understand operational realities, challenges, visions, and opportunities from key stakeholders
 - Offer an opportunity for feedback to business owners that can't attend the formal sessions
- **Property and Business Owner Work Session #1** (early evening)
 - o Kickoff presentation / project overview, SWOT analysis, visioning activity, prioritization activity, annotating maps
 - o Objectives:
 - Begin identifying geographic focus areas and opportunity sites
 - Developing overall vision / identifying priorities for business community

Thursday, March 26 (all day) - LS/P.U.M.A. Lead

- **Property and Business Owner Work Session #2** (morning)
 - o Same as #1
- **DDA / LMSA / Planning Commission Joint Work Session** (if PC and City Council willing to have a special meeting) (early afternoon)
 - o PUMA primary lead
 - o Objectives:

- to facilitate potential changes to current financing / governance systems in Downtown
 - Encourage coordinated approach among all the Downtown partners
- **Charrette #1: Vision for Downtown** (early evening)
 - Open to the public
 - Similar to closing gallery / celebration / open house; presenting as last chance to give input. Open house 3-5pm, then charrette 5:30pm – 7pm
 - Charrette activities to consider:
 - Building an ideal downtown block activity
 - Map printouts, 3-5 groups with one table each, drawing over maps on sketch paper. LS and/or PUMA staff support at each table.
 - Live menti poll with vision statement to choose from
 - Prioritization exercises
 - Time for each group to report back
 - Objectives:
 - Understand public vision and priorities for downtown
 - Test draft vision principles and spatial ideas
 - Build community buy-in and shared ownership of outcomes
- Happy hour / bites after charrette? Could a brewery sponsor the event / donate \$ per beer to the LMSA / DDA?

Friday, March 27 (morning) - LS Lead

- **Charrette #2: Vision for Downtown** (morning; 9am - 11am)
 - Same format as Charrette #1
 - Closeout / next steps presentation
- **Debrief** (11am – 12pm)
 - Meeting with LS / PUMA / staff to discuss takeaways and next steps