

# AGENDA

## CITY OF LARAMIE, WYOMING

### CITY COUNCIL WORK SESSION

CITY HALL, COUNCIL CHAMBERS, 406 IVINSON AVE  
TUESDAY, AUGUST 22, 2023, 6:00 PM

City Council Meetings are open to the public in accordance with W.S. 16-4-403.

Meetings are currently available in-person on a first come first serve basis, YouTube Live Feed ([www.youtube.com/cityoflaramie/live](http://www.youtube.com/cityoflaramie/live)), Cable Channel 191, or Zoom Webinar- Meeting ID: 813 1941 4726 Passcode: 716742 via internet, app, or telephone 1(669)900-9128. Public comments during the meeting may be provided in-person or via Zoom meeting. Public comments may also be submitted via email: [council@cityoflaramie.org](mailto:council@cityoflaramie.org). **Please email: [clerk@cityoflaramie.org](mailto:clerk@cityoflaramie.org) to request speaking time during the 30-minute public comment periods on non-agenda items by no later than 3:00 pm on the day of the meeting. Limited speaking slots may be assigned by lottery for non-agenda items when more than 10 requests are received; public comments may also be submitted in writing to [council@cityoflaramie.org](mailto:council@cityoflaramie.org) for the record. Requests for accommodations from persons with disabilities must be made to the City Manager's Office 24 hours in advance of a meeting.**

**Please be advised no additional agenda item will be introduced at a Regular City Council meeting after the hour of 9:30 pm, unless the majority of the City Council members present vote to extend the meeting.**

**Public comment is limited to three (3) minutes per speaker. Written public comment shall be submitted to the City Clerk for dissemination and retention for official City records, or submitted to the City Council through electronic correspondence at [council@cityoflaramie.org](mailto:council@cityoflaramie.org). Full text available in Council Rules of Procedure and Code of Conduct 4.02 and Appendix B and C.**

**Written materials and other items must be submitted six (6) days in advance of the meeting (sooner if there are holidays prior to the meeting) in order that copies may be included with the agenda and to give the council an opportunity to review the material in advance of the appearance.**

Zoom Link: <https://cityoflaramie.zoom.us/j/81319414726?pwd=QTdCUeIqZ3BoYTRiZmhnajBnREdKQT09>

#### **1. WORK SESSION**

2. **Public Comment on Non-Agenda Items (Aggregate time limit 30 minutes)**  
(Limited to three (3) minutes per speaker.)
3. **WORK SESSION: Seeking input on Wayfinding Project**  
Staff update on Wayfinding Sign Project.  
[Gabathuler; Principal Planner]

Documents:

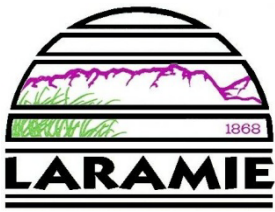
[Memo for Wayfinding Signs--City Council.pdf](#)

- 3.A. **Public Comments**  
(Please observe the time limit of three (3) minutes per speaker.)
4. **WORK SESSION: The Retail Coach – Retail recruitment and Development Strategy**  
[Teini, Planning Manager]

Documents:

[CC cover sheet 08.22.2023.pdf](#)

- 4.A. **Public Comments**  
(Please observe the time limit of three (3) minutes per speaker.)
5. **City Council Updates/Council Comments**
6. **Agenda Review**



# City of Laramie

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## MEMORANDUM

**Date:** August 22, 2023

**To:** City Council

**From:** Philipp Gabathuler, AICP, Principal Planner

**Subject:** Seeking input on Wayfinding Project

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### Background:

The [Wayfinding Master Plan](#) was initiated with the primary goal of improving navigation and enhancing the overall visitor experience. The project—completed in 2018—culminated with a sign schedule which included the designs and locations for 53 signs that were intended to provide clear and concise directional signage to help residents and tourists alike find their way to points of interest throughout the city efficiently. The cost estimates from the Master Plan were broken up into a low estimate of \$135,100 and a high estimate of \$269,400. City Council allotted \$75,000 over two years (FY23 & FY24) to complete the project. Laramie Main Street and Visit Laramie also allocated funds to pay for the project.

The COVID-19 pandemic had a profound impact on economies worldwide—including sign making and installation. Therefore, bids received in 2023 deviate substantially from the estimates made in the 2018 plan and City Staff has been unable to solicit bids that align with the budgetary constraints and the project's scope. The RFQ was posted on our website and was sent directly to the following sign manufacturers and sign installers across the region:

- A1 Super Signs, Inc. (Cheyenne)
- American Paintbrush Signs and Graphics (Laramie)
- Bar-D Signs (Casper)
- Connecting Signs (Fort Collins)
- E3 Signs (Loveland)
- FASTSIGNS (Greely)
- Hy Altitude Contracting (Laramie)
- Let R Buck Lawn and Landscaping (Laramie)
- Mountain State Signs (Cheyenne)
- Roberts Signs and Lighting (Cheyenne)
- Sampson Construction
- Signarama of North Denver
- Simon Construction
- STANROD Welding and Plasma (Laramie)
- Traffic Safety Services, Inc. (Cheyenne)
- YESCO Signs (Loveland)

Based on the lowest bids received, the following financial commitment would be required to complete the project:

**Fabricating the remaining 48 signs:**

½ Big Signs: 24 x \$1,700 = \$40,800

½ Small Signs: 24 x \$600 = \$14,400

TOTAL FABRICATION: \$55,200

**Installation of 53 signs total:**

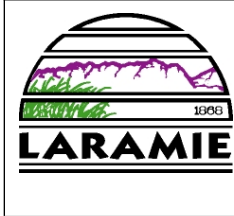
Roughly \$7,500 per sign x 53 total:

TOTAL INSTALLATION: \$397,500

**PROJECT TOTAL: \$452,700**

Because of the substantial difference in the current and any projected budget for the Wayfinding signage, guidance from City Council related to the project is desired. Staff believes that the success of the Wayfinding Project hinges on additional contributions from the City Council as well as community partners.

The project team is open to potential project alternatives. Currently the City has explored alternative materials (metal thickness) that would reduce the material needed to make each sign, as well as producing smaller signs, however those alternatives simply do not reduce the costs significantly. We eagerly await your feedback as we continue our pursuit of carrying out the recommendations made in the Wayfinding Master Plan.



**Agenda Item: Presentation**

**Title: The Retail Coach – Retail recruitment and Development Strategy**

**Recommended Council MOTION:**

No motion or action required. Presentation will be given by The Retail Coach.

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**Administrative or Policy Goal:**

Starting with a Retail Recruitment and Retention Analysis and Action Plan in early 2017 and following 2018 Council Goals that included and recognized the need for retail recruitment; development and recruitment of retail users has been a key focus of the City of Laramie. It is recognized that a healthy and diverse retail sector, increases taxes for the community by having more goods and services that can be taxed, but also improves the quality of life by offering basic needs and luxuries for citizens of the community. In an ever-increasing competitive market, making Laramie attractive to these retail users is important to the economic growth of the community.

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**Background:**

Since 2018, the City of Laramie has contracted with [The Retail Coach](#) for a variety of retail related needs. In 2018, it was identified that retail needs for Laramie were lacking and expertise was needed to help aid the community in general retail recruitment as well as navigating the complicated retail environment that Laramie had not yet seemed to have been able to capture on its own. Following, our initial contract with The Retail Coach, they have aided the City of Laramie, private developers and citizens interested in a variety of commercial endeavors, all with the intent on helping building Laramie’s retail and commercial offerings.

In addition to the one-on-one work they have done with the City, developers and citizens, The Retail Coach has developed extensive Demographic and Psychographic Mapping Application and Reports for the public to use (This information is found on the Cities website [here](#)). The maps and reports provide the community with important data related to Primary and Secondary Retail Information. The most current Primary Retail reports can be found here:

- [2023 Primary Retail Trade Area Retail Demand Outlook](#)
- [2023 Primary Retail Trade Area Retail Market Profile](#)
- [2023 Primary Retail Trade Area Demographic Profile](#)
- [2023 Primary Retail Trade Area Psychographic Profile](#)
- [2023 Community Demographic Profile](#)

Most recently, The Retail Coach aided the City in the completion of the development of the Woodbury Agreement for redevelopment of the Old K-Mart Building. Their expertise in the process of

negotiations and working with retailers and developers ensured that the City was successful in this redevelopment opportunity.

The Work Session's purpose is for The Retail Coach to provide an in-person update on work they are doing for the community and future work they anticipate completing.

**Responsible Staff:**

Derek Teini, AICP, Planning Manager,  
721-5245