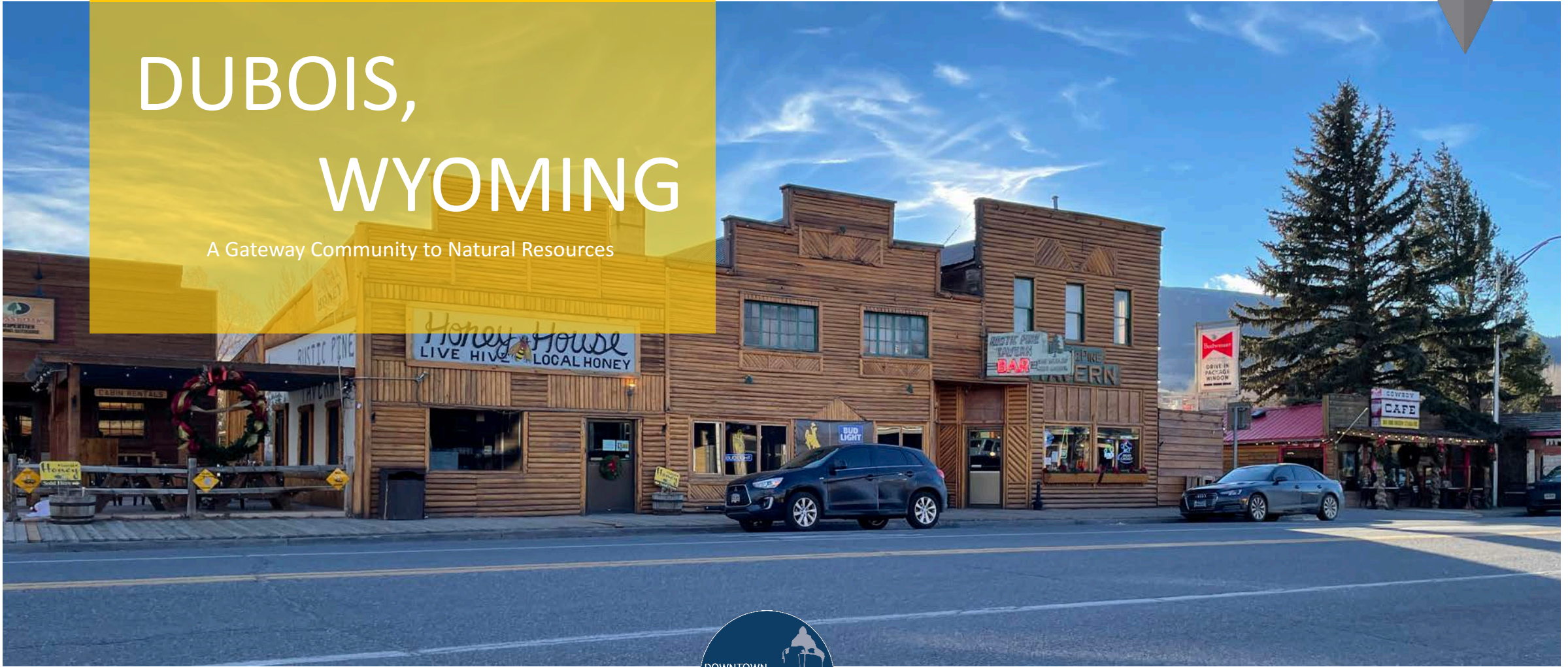


December 2021

DUBOIS, WYOMING

A Gateway Community to Natural Resources

**Revitalization
Roadmap**
Setting the Course
to a strong community



Adopted: January 2021

HISTORY OF DUBOIS, WYOMING

Dubois is located at [43°32'9"N 109°38'9"W](#) and has an [elevation](#) of 2115 m (6940 ft). The [Wind River](#) and [U.S. Route 26](#) pass through the town. According to the [United States Census Bureau](#), the town has a total area of 3.43 square miles (8.88 km²), of which 3.42 square miles (8.86 km²) is land and 0.01 square miles (0.03 km²) is water. The original residents of Dubois, Wyoming wanted to name the town Never Sweat. However, the postal service found the name unacceptable, so it endowed the town with the name Dubois after [Fred Dubois](#), an Idaho senator at the time

The first occupants of the mountains and valleys surrounding what is now Dubois were members of a group of [Mountain Shoshone](#). These tribes included the Wind River area in their regular annual migrations from the Great Plains through the mountains of Yellowstone and westward. The first Europeans to enter the area were trappers. In the years to follow, the Wind River valley was visited regularly by the other fur trappers and hunters through the early 19th century. The first homesteaders arrived in the 1870s. The first homestead claim was filed in 1889.



Highlighted history

- History as a pass through town
- Quality of life made possible by caring residents
- Ample natural assets

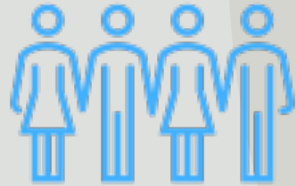
November 21

A community with outstanding natural assets and a strong sense of community

ABOUT DUBOIS

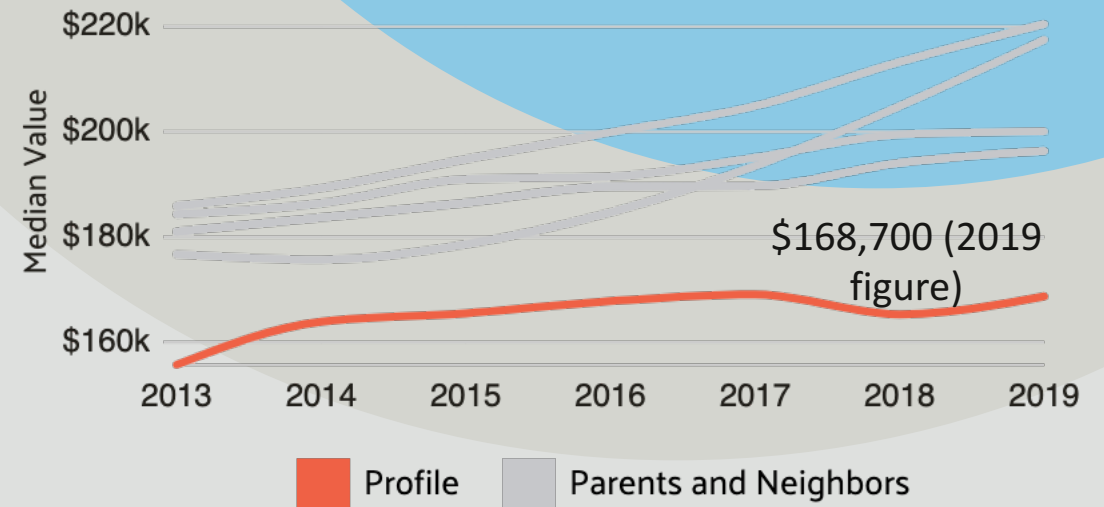
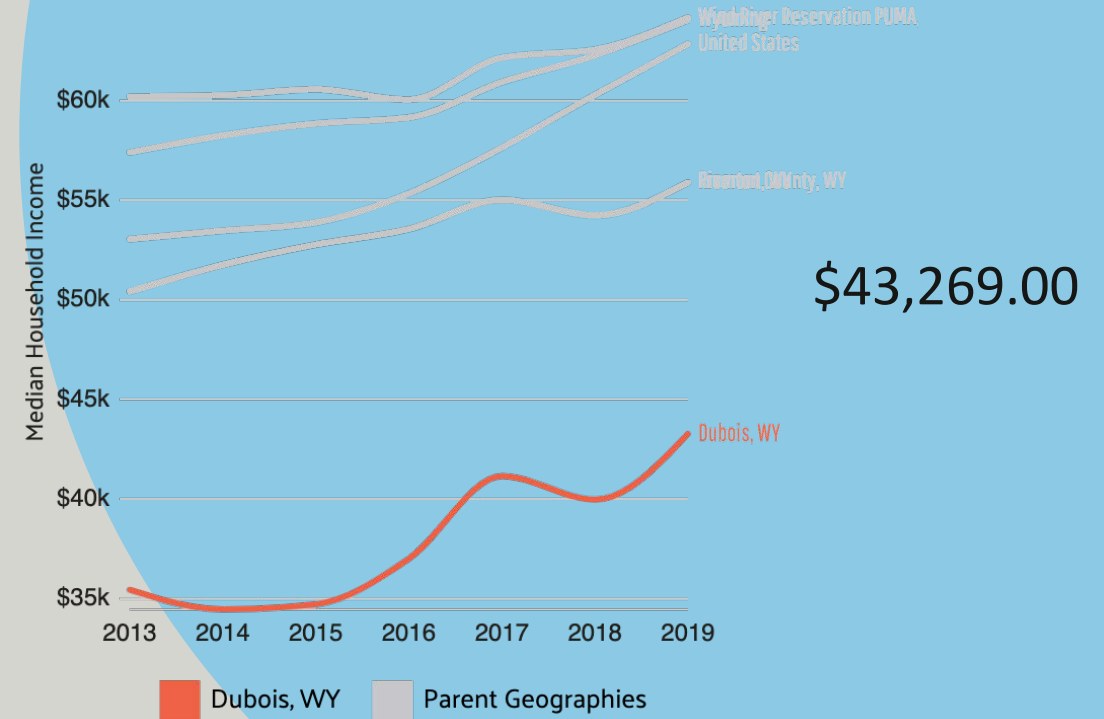
Dubois City Demographics

Median Age
56.1



Employment (By Industry) – (H) Construction 16.6% (L) Law Enforcement 1.06%

Median Household Income Comparison



STAKEHOLDER FEEDBACK

Cautious Change

Residents are accepting of calculated change that does not impact their quality of life

“A-Type” personalities

The community has numerous “a-type” personalities in town, each attempting to gain governance

Lack of Follow-through

There is a perception that the Town is lacking follow through for residents desired



A community must have a similar vision to support

There were a few similar themes that became apparent during the public input process. They are as follows:

1

Residents desire small community improvement changes, not large

2

There is a strong desire for predictable retail to open in downtown

3

In and Out of town residents have different options about what the town should include

4

Businesses are fatigued from the volatility of a tourism economy

5

The community is connected and proud of their heritage

DESTINATION DISCOVERY

Identifying assets, preparing strategies and personifying character



Gathering existing conditions is the first step.

The Dubois community was studied and reviewed, determining the current conditions.



Unique Western Feel

Downtown is now of the few remaining, intact, examples of western architecture



Unusable Spaces

Due to the traffic, parking and building locations, there are limited public spaces in the downtown



Deteriorated Bldg's

Several buildings in downtown are underutilized or deteriorated and need rehabilitation

Dubois is a community sporting a remarkably intact downtown corridor with unique architectural elements. Despite the character elements, the downtown has several areas that are poorly maintained, creating a negative appearance and detracting from the overall community appearance.



Limited Support

There is limited support for follow through

- Residents desire a year-round economy, focused around downtown
- Limited office rental spaces are available within the community
- Residents share similar goals, but the desired path to meet their goals is not the same
- Numerous community groups are all working and exhausting a limited volunteer base

COMMUNITY ASSESSMENT



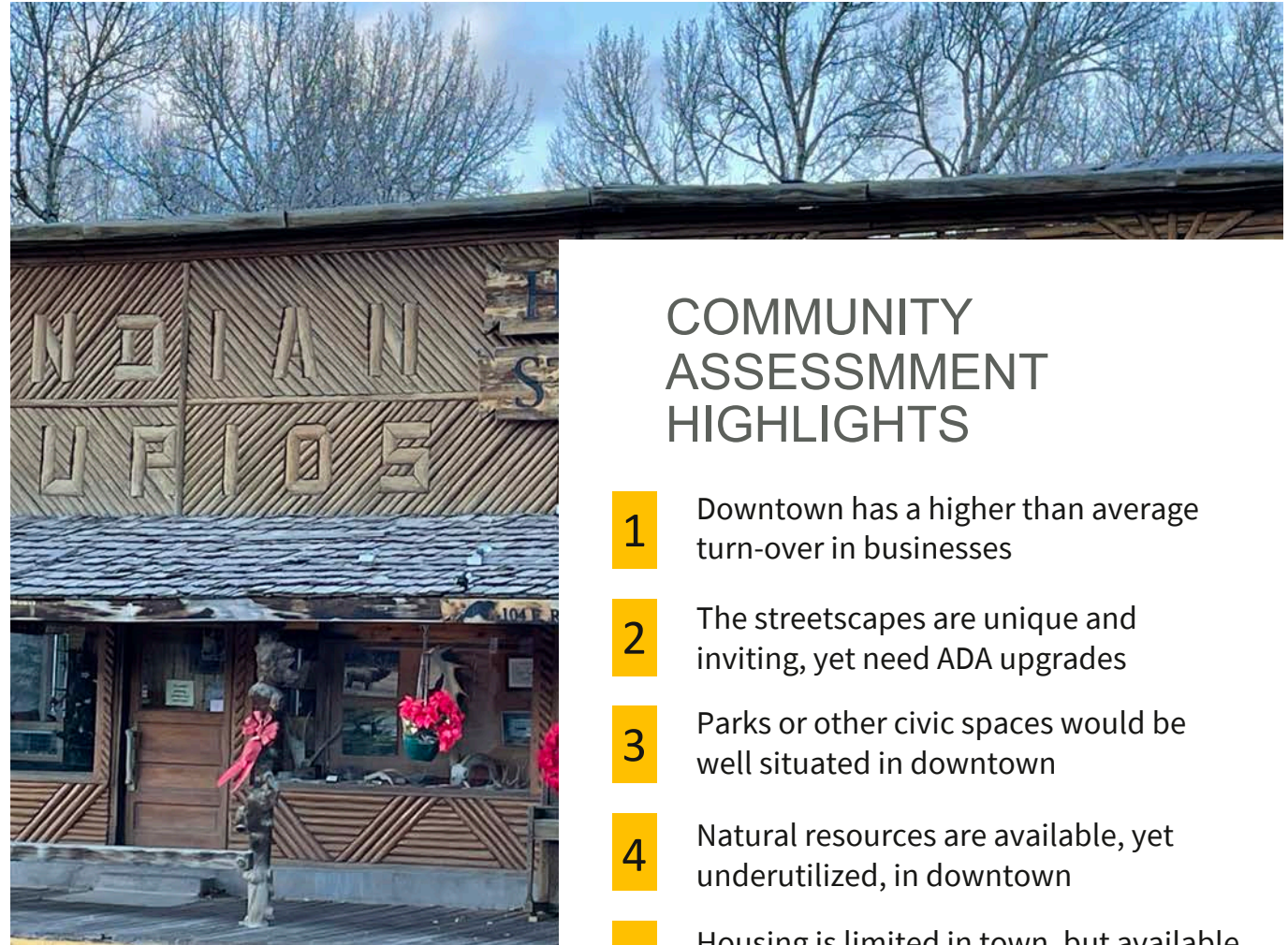
Dubois is made up of caring, compassionate and civic-minded families who love their community, yet many disagree about what the future of the community should look like, and how to achieve their goals.

Many families in Dubois are strong community supporters and desire to assist their community. However, many do not know how, where, or when to participate to move the community forward.

- Buildings in downtown are unique and often attractive
- Ample parking is available
- Dining variety is greater than many other small communities



Lack of housing and workforce is driving negative results in the local economy



COMMUNITY ASSESSMENT HIGHLIGHTS

- 1 Downtown has a higher than average turn-over in businesses
- 2 The streetscapes are unique and inviting, yet need ADA upgrades
- 3 Parks or other civic spaces would be well situated in downtown
- 4 Natural resources are available, yet underutilized, in downtown
- 5 Housing is limited in town, but available from knowledgeable residents

BUILT ENVIRONMENT

The downtown core of Dubois is made up of buildings that are architecturally unique and serve the community with both desired and necessity purchases. Most structures within the downtown are occupied, with a few deteriorated or empty spaces.

Buildings are currently in a variety of maintenance conditions. Many buildings are providing adequate maintenance, yet a few are allowing their properties to deteriorate or sit vacant, providing a negative impact to the downtown.



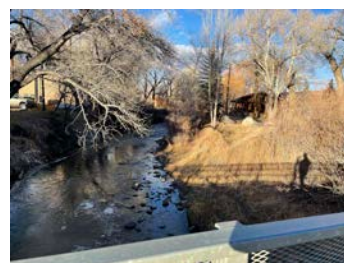
Strong Character

The built environment personifies a strong character due to unique attributes



Maintenance

Properties in town are in a variety of states, hindering the perception of town



Limited Spaces

Downtown has limited civic spaces for people to gather, talk or become part of the overall community



Parking Tenure

The downtown corridor currently has ample parking, yet the tenure of vehicles is too long



COMMUNITY CHARACTER

Residents of Dubois illustrate a strong “character” that is clearly defined in their love and support for their overall community and residents. While this is an admirable trait, there are also cloistered efforts in the community that breed distrust and hinder the character.

The character of a community drives the sense of place, and more importantly a sense of belonging. It is these characteristics that are attractive to residents and visitors alike.



Overall Pride

Residents demonstrate a strong sense of overall community pride, aiding one another and providing for the community.



Limited Theme

Currently the community has limited theming elements linking town together.



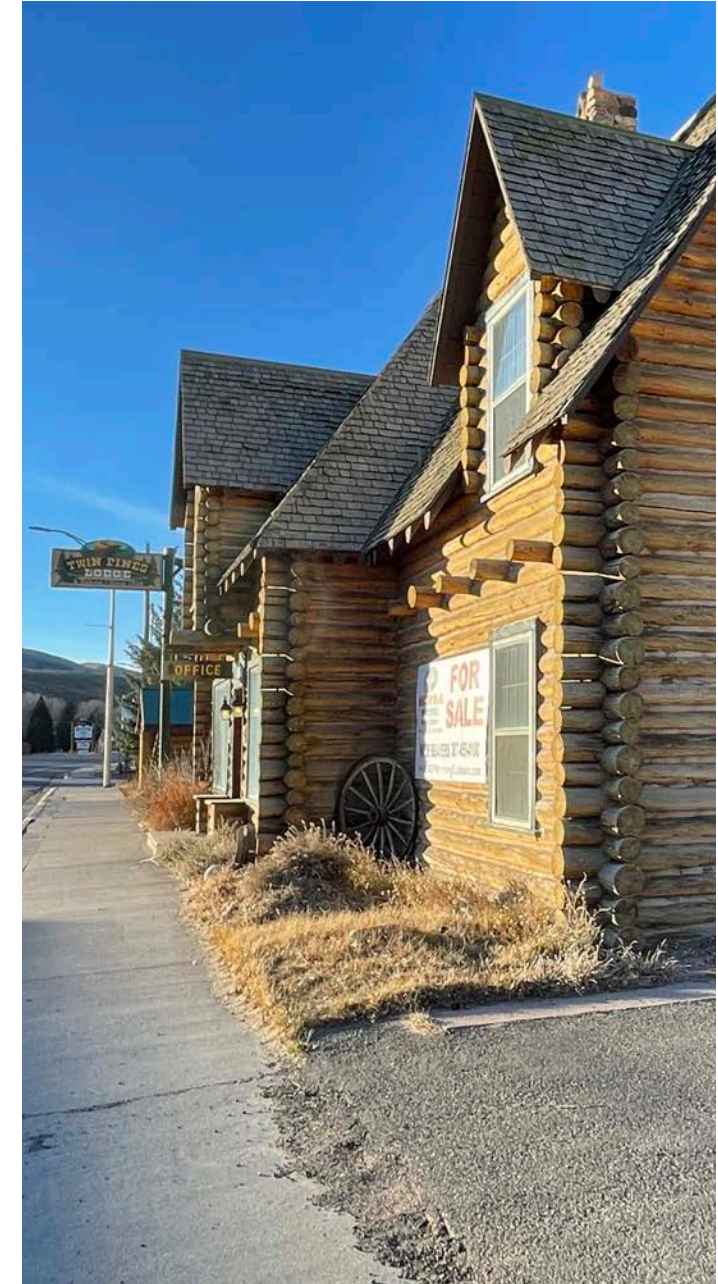
Aged Residents

Aged residents have considerable experience in community guidance, but it is not being transferred



Maintenance

Limited maintenance practices or enforcement is hindering the character of Town



REAL ESTATE DEVELOPMENT

Dubois is experiencing development pressure as the greater Yellowstone region continues to expand outward. These pressures are beginning to impact the development cycle and costs for property acquisition.

The community has room for further investment, both in densification and adaptive reuse, yet there appears to be limited local funding or desire to conduct such development.



Infrastructure

The community has ample infrastructure capacity to support future development and growth



Complacency

Many property owners are complacent with a status-quo approach to property development and maintenance



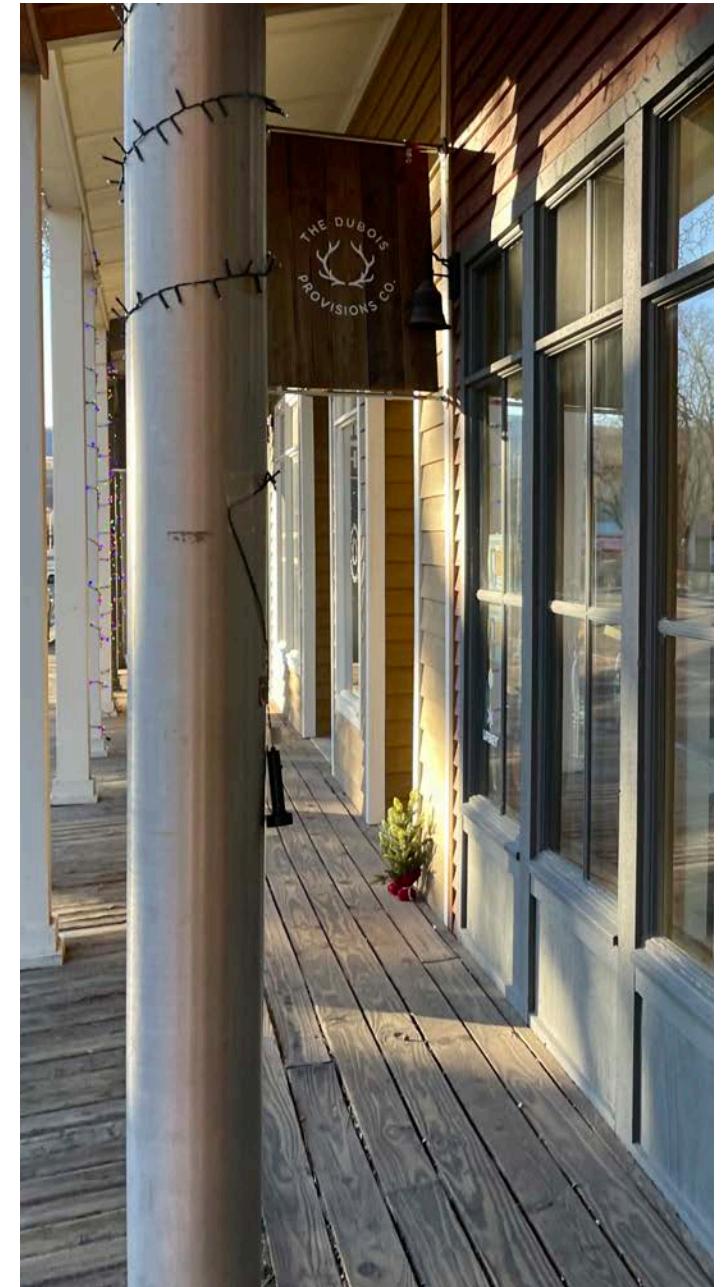
Limited Impact

Properties are not currently meeting their highest potential impact to the community



High Turnover

The community has experienced an increased amount of turn-over in businesses



COMMUNITY CAPACITY

Dubois and the surrounding area have a myriad of organizations, each with goal or vision for community betterment, and capacity to provide assistance to the community. However, many of the groups share a limited small volunteer base that is impacting the effectiveness of each agency.

Area residents have the desire and technical know-how to improve their community, yet are limited by capacity and resources. In order to maximize the efforts, residents should encourage additional volunteerism among neighbors.



Old Guard

Many older residents have knowledge and support the community, yet limited efforts are being made to transfer to younger residents



Limited funding

The municipality has limited funding to implement community goals or visions



Different Desires

Residents of Dubois have different desires about their futures for the Town



Strong Voices

There are many "type A" personalities in town, hindering the progress of partnerships



STREETSCAPE

Streetscapes in Dubois provide a unique feel and atmosphere to the downtown, due to their construction methods. However, accessibility and appropriate updates have not been completed in areas immediately outside the downtown core.

A streetscape is the realm where pedestrians interact with downtown businesses and neighbors. Current conditions along the highway corridor will invite residents to walk, stay and play.



Maintenance

Wood plank walkways and ADA ramps are showing a need for more routine maintenance



Limited Space

There is limited civic gathering, recreational, or dining spaces available in the downtown



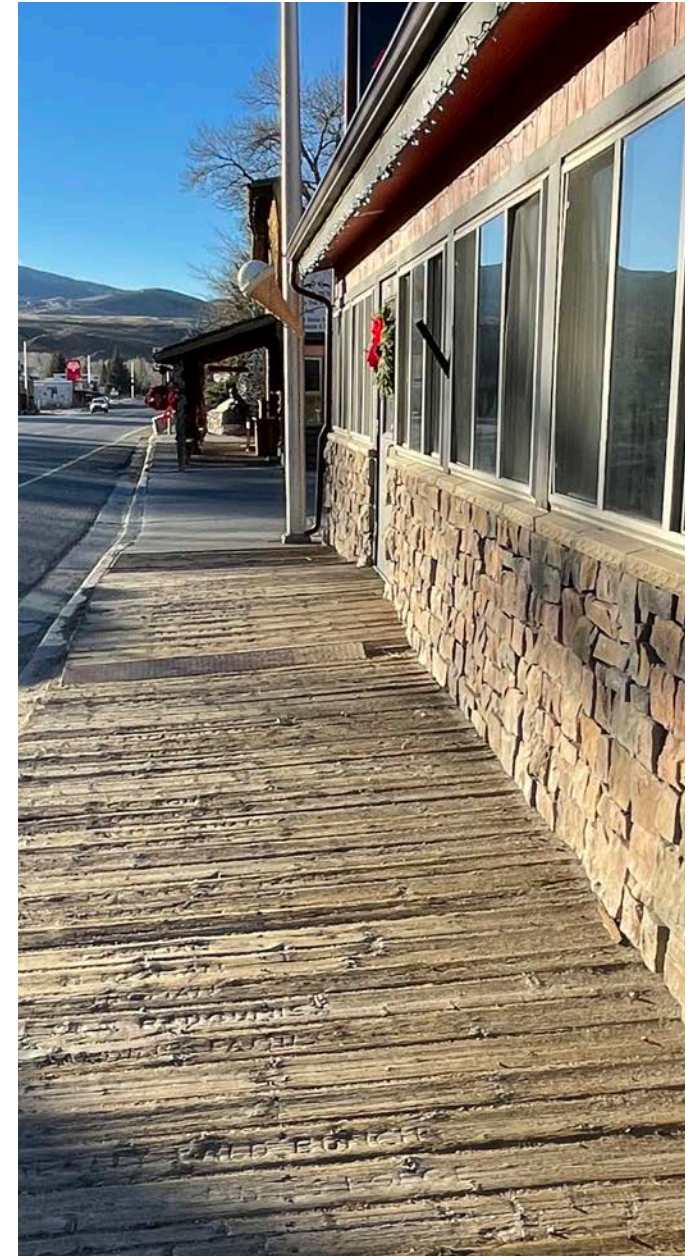
Poor Crossings

Limited amounts of crosswalks are available, hindering adequate roadway crossings for pedestrians



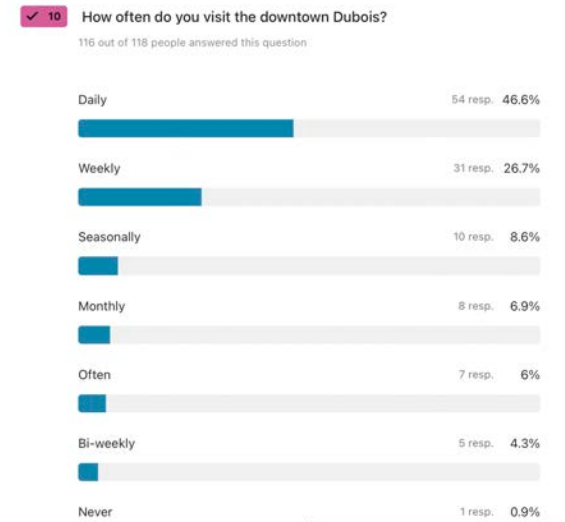
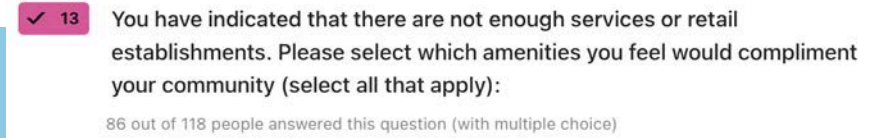
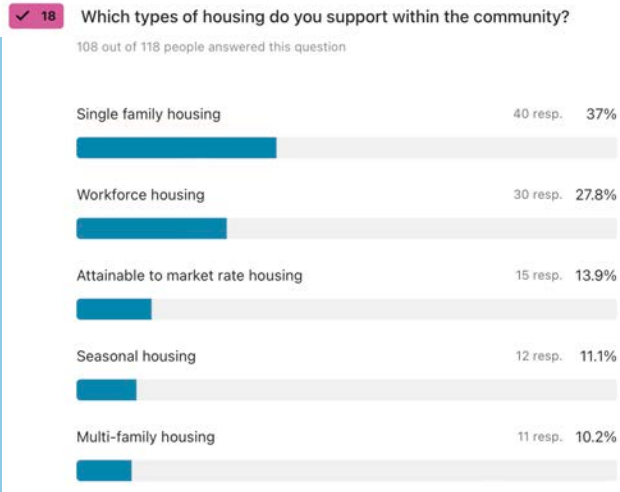
Few Amenities

Currently the streetscape is limited in benches, trash bins, or other amenities



Public Input Synopsis

Outlined on this page are details about the data gathered during the public input process.



Most Impactful Quote

Do you feel the community is growing at an acceptable rate?

No, Businesses cannot expand due to lack of workers, and there is no available housing to accommodate more

Community Review & Participation Statistics

- A total of 121 responses (online)
- 70.1% of respondents think Dubois is growing at an acceptable rate
- 30.3% of survey takers want affordable housing in the Northern end of town
- 37.0% desire single family housing
- 95.6% of residents support downtown revitalization
- 69.8% of surveys note a need for family friendly dining
- 50% of survey takers desire a microbrewery

Further survey and public input data will be provided in the meeting materials appendix.

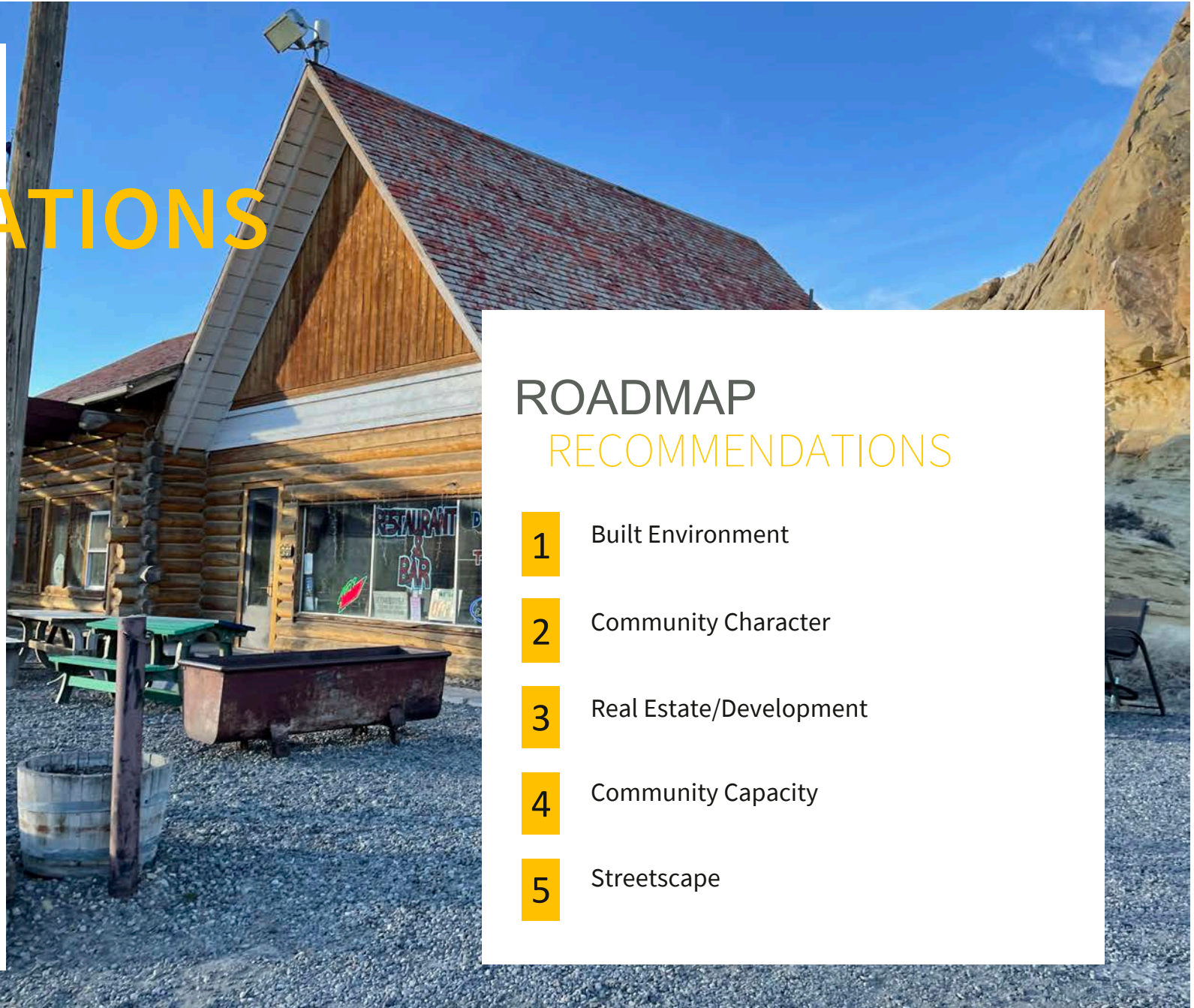
ROADMAP RECOMMENDATIONS



Providing strategic recommendations for the downtown core is an exercise in community capacity building, not borrowing.

The following slides will break down the recommendations for each of the five (5) categories listed on the graphic to the right. All recommendations are currently in conceptual or draft format and are still open for feedback.

NOTE* - All recommendations are based on public input and data collected in November 2021.



ROADMAP RECOMMENDATIONS

- 1 Built Environment
- 2 Community Character
- 3 Real Estate/Development
- 4 Community Capacity
- 5 Streetscape



BUILT ENVIRONMENT

Purpose of the Built Environment

The built environment of a downtown embodies the physical space where users interact with stores or services, gather in civic spaces, and assimilate into the small-town culture of their community. It is this space that serves as the vital “third space” in a personal-interaction scenario (live, work, play). Without this space, residents and visitors lack a common area to congregate and share a story and cannot bond to a common thread.

Benefits of a Strong Built Environment

The benefits of a strong and uniform built environment are numerous, but there are a few that are more important than the others. The important benefits are that people form an intrinsic bond with buildings that are significant to their childhood or have played a role in important life milestones.

18.5 M

National average
amount of visitors to a
small town annually

Outlined below are the recommendations for the Built Environment section. All recommendations provided are formulated to create catalysts for change within the community or to meet exceed resident/stakeholder requirements.

1

Review and re-write of the Town Code and zoning

2

Explore funding opportunities for hiring a code enforcement officer

3

Implement a vacant property ordinance

4

Create a river walk in downtown

5

Conduct building and historical structure assessments





COMMUNITY CHARACTER

Purpose of Community Character

Community character is the atmosphere that makes a downtown feel like a desirable place to be. Without this character, a downtown begins to feel like a lifeless shopping mall or lifestyle center. Community character helps residents and visitors alike feel a connection to the community, forming a symbiotic relationship. By identifying and personalizing the unique community character within Dubois, the residents have a more tangible connection with their community and can begin to interact more frequently within the downtown.

Benefits of a Strong Community Character

Unique community character is what ties a group of local residents to their hometown. It is through this connection that people feel a sense of shared ownership for their downtown and take pride in preserving the amenities or services it provides. Through creation of this strong tie, the following is offered:
A strong sense of "HOME."

75%

Of tourists prefer
experiential tourism

Outlined below are the recommendations for the Community Character section. All recommendations provided are formulated to create catalysts for change within the community or to meet exceed resident/stakeholder requirements.

1

Undergo the Community Heart and Soul Visioning/Goal Setting Process

2

Implement a community brand campaign

3

Install branded wayfinding signage

4

Install multipurpose trail along river

5

Install arts walk or historical trail with downtown signage



REAL ESTATE DEVELOPMENT

Purpose of Development

The purpose of real estate development in a small downtown is to create spaces for business creation and expansion. Without local real estate development, buildings within a downtown often slip into disrepair and will never meet their full economic potential. Local developers will provide the community with necessary spaces for business location and job creation. As regional, state, and federal grants continue to become harder to attain and more complicated to administer, local developers have been turned to more and more to pick up the slack for downtown revitalization efforts.

Benefits of a Development

Incentivizing LOCAL developers will drive the small downtown economy, preserving jobs and generating a new tax-base. It is through successful incentivization that Dubois could realize the benefits below:

- Improved rental spaces (residential and commercial).
- Larger clientele for downtown rentals.
- More jobs created and retained within downtown.
- Local tax dollars being spent at local stores.

\$7.75

National Average Sq
Ft rental rate for
downtown spaces

Outlined below are the recommendations for the Real Estate Development. All recommendations provided are formulated to create catalysts for change within the community or to meet exceed resident/stakeholder requirements.

1

Prepare a NAICS Level Market Analysis & Hotel Feasibility Study

2

Identify and Implement executive offices and business incubator

3

Repair broken housing cycle

4

Attract deed restrictive development

5

Prepare scenarios and marketing materials database



Executive Offices - Pricing

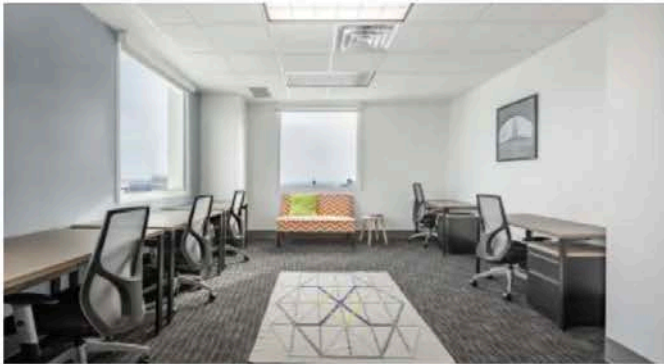
Ways to work In the area **Featured locations**

GET A QUOTE

SEE LOCATIONS

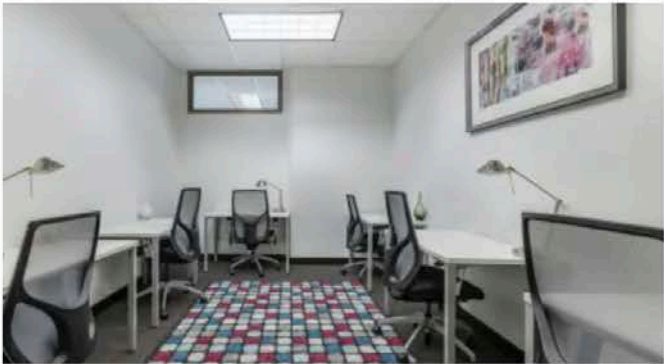
Featured locations.

[View all →](#)



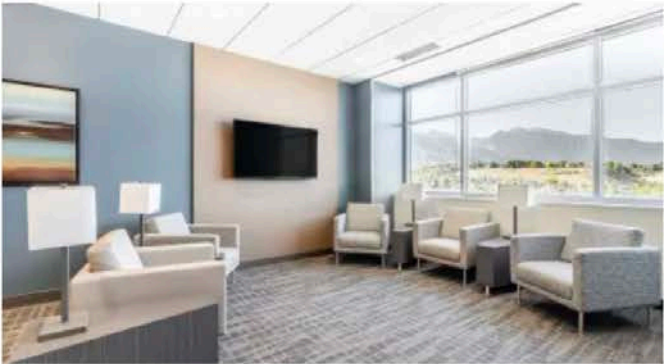
South Temple Tower
136 East South Temple, Salt Lake City, UT, 84111

Office Space **From \$ 220 per person per month**



Parkview Plaza II
2150 South 1300 East, Salt Lake City, UT, 84106

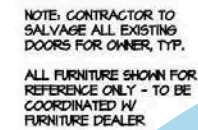
Office Space **From \$ 320 per person per month**



Cottonwood Corporate Center
2825 E Cottonwood Pkwy, Cottonwood Heights, UT, 84121

Office Space **From \$ 290 per person per month**





The “*standard*” Housing Cycle

Quality of housing

Young
Professional
or family
housing

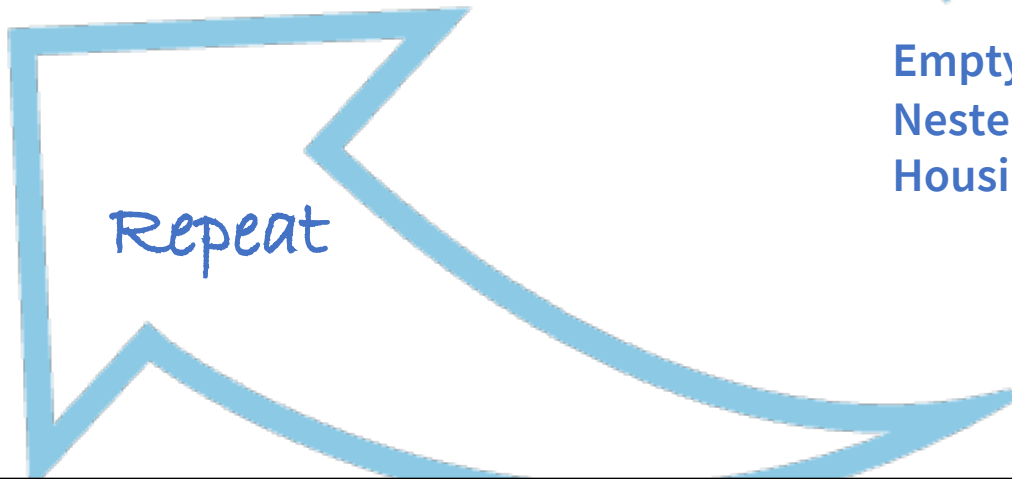
Larger
Family
Housing

Empty
Nester
Housing

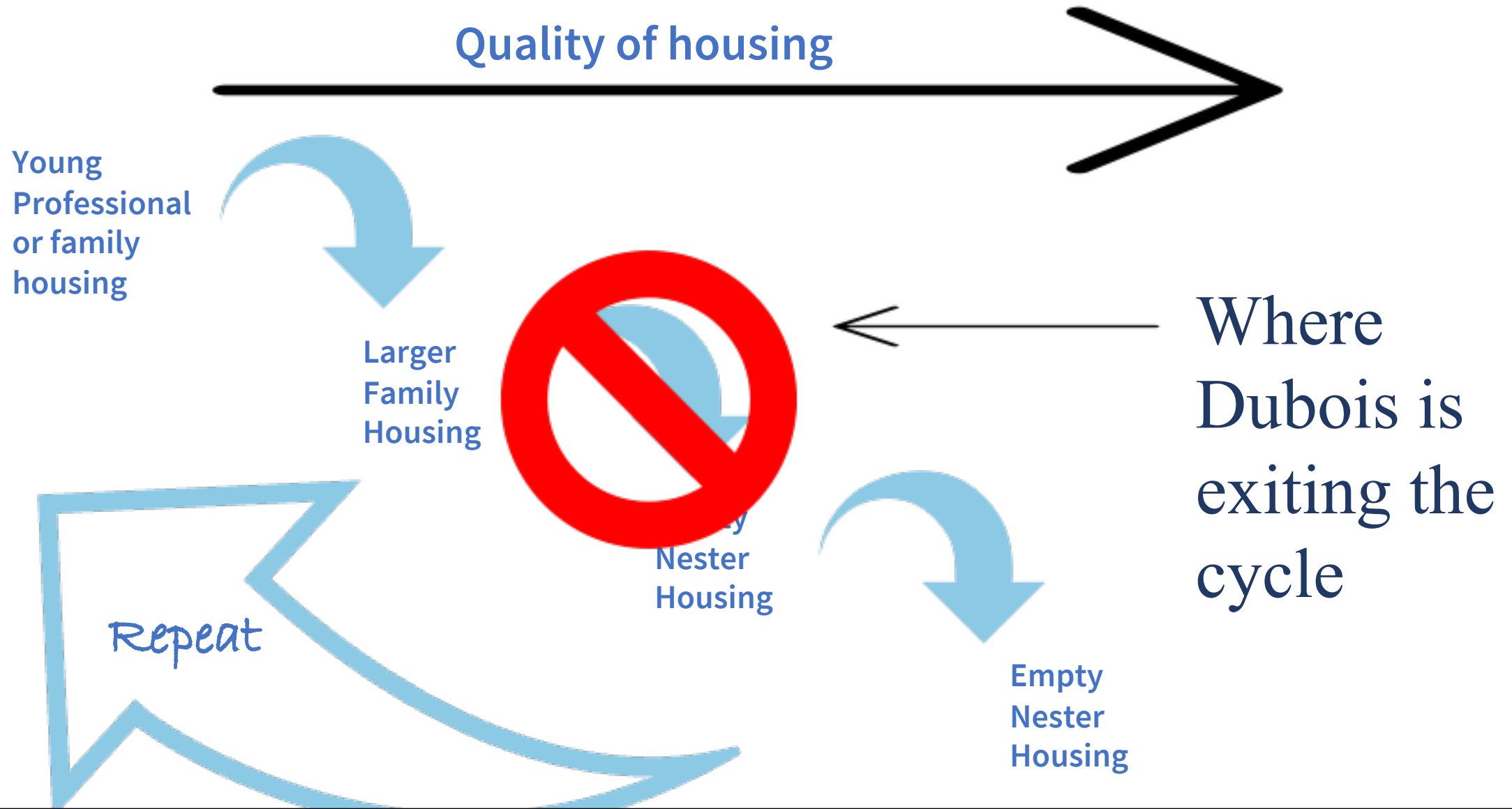
Empty
Nester
Housing

Repeat

Housing is a
cycle that
must be
maintained



The “*standard*” Housing Cycle



COMMUNITY CAPACITY

Purpose of Community Capacity

A community is made up of talented individuals, all of whom have a unique skill set and the common goal of downtown revitalization. Each individual has a certain capacity and part to play in the overall process of downtown revitalization. By understanding the roles and responsibilities of the many different groups, this community will be better able to create a comprehensive volunteer base for community-based projects.

Benefits of Community Capacity

Through identifying the unique capabilities of each individual or group, the downtown will be able to:

- better leverage volunteer efforts
- capitalize on available resources and expertise within the community
- allow locals to build a deeper connection and sense of ownership with the community
- increase civic pride
- provide a more cost-effective option to consultant-led projects.

LOCALS ARE THE
TRUE EXPERTS ON
THEIR DOWNTOWN.
ALLOW THEM TO
HELP AND PROVIDE
THEIR MEANINGFUL
INPUT

Outlined below are the recommendations for the Community Capacity section. All recommendations provided are formulated to create catalysts for change within the community or to meet exceed resident/stakeholder requirements.

1

Prepare a Volunteer Matrix

2

Identify Roles and Responsibilities

3

Merge non-profits and solidify missions

4

Identify regional
partners for
development work

5

Conduct City Hall
and Municipal
Education Events



STREETSCAPE ENHANCEMENTS

Purpose of Streetscapes

The purpose of a streetscape is to provide a safe and attractive environment for pedestrians and to encourage alternative transportation methods to make full use of the downtown. A successful downtown revitalization requires a successful streetscape. Each streetscape must be uniquely situated to cater for the needs of the residents and the climate of the region.

Benefits of a Strong Streetscape

Through identifying the unique capabilities of each individual or group, the downtown will be able to:

- better leverage volunteer efforts
- capitalize on available resources and expertise within the community
- allow locals to build a deeper connection and sense of ownership with the community
- increase civic pride
- provide a more cost-effective option to consultant-led projects.

\$4.25

AVERAGE RETURN ON
INVESTMENT FOR EVERY
\$1 INVESTED AFTER 5
YEARS.

Outlined below are the recommendations for the Streetscape section. All recommendations provided are formulated to create catalysts for change within the community or to meet exceed resident/stakeholder requirements.

1

Stripe Parking and Crosswalks

2

Install vegetation and site amenities

3

Add flashing lights for pedestrian crossings before curve

4

Upgrade ADA access at curb ramps



The BIG Idea

Housing Solutions





Benefits:

- Across from existing affordable housing
- Easy access to utilities
- Ample size for 24-28 units
- Short multipurpose trail to get to town
- Quick work access

- Housing -
Workforce

Delivered to you.
Setup in just one day.

Email

Phone (optional)

Submit

Revitalization
Roadmap
Setting the Course
to a strong community



Complete right out of the box



Full-Size Kitchen

Fridge • Sink With a View • Oven • Dishwasher • Microwave • Cabinets

Bathroom

Deep shower/tub • Vessel sink • Large counter • Backlit Mirror • Sliding Glass Barn Door

Living

19.5ft x 19.5ft • 375 sq ft • 9'6" Ceilings • 8' Huge Doors & Windows • Wide Plank Composite Flooring • Washer/Dryer • Heating & Air Conditioning

Ultra-Low Utility Bills

Insulation technology and included LED lighting saves you money every day

RESERVE YOURS

Revitalization
Roadmap
Setting the Course
to a strong community



Tiny-House Park - Glacier Workforce Housing

Revitalization
Roadmap
Setting the Course
to a strong community



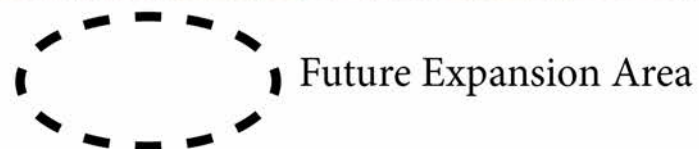
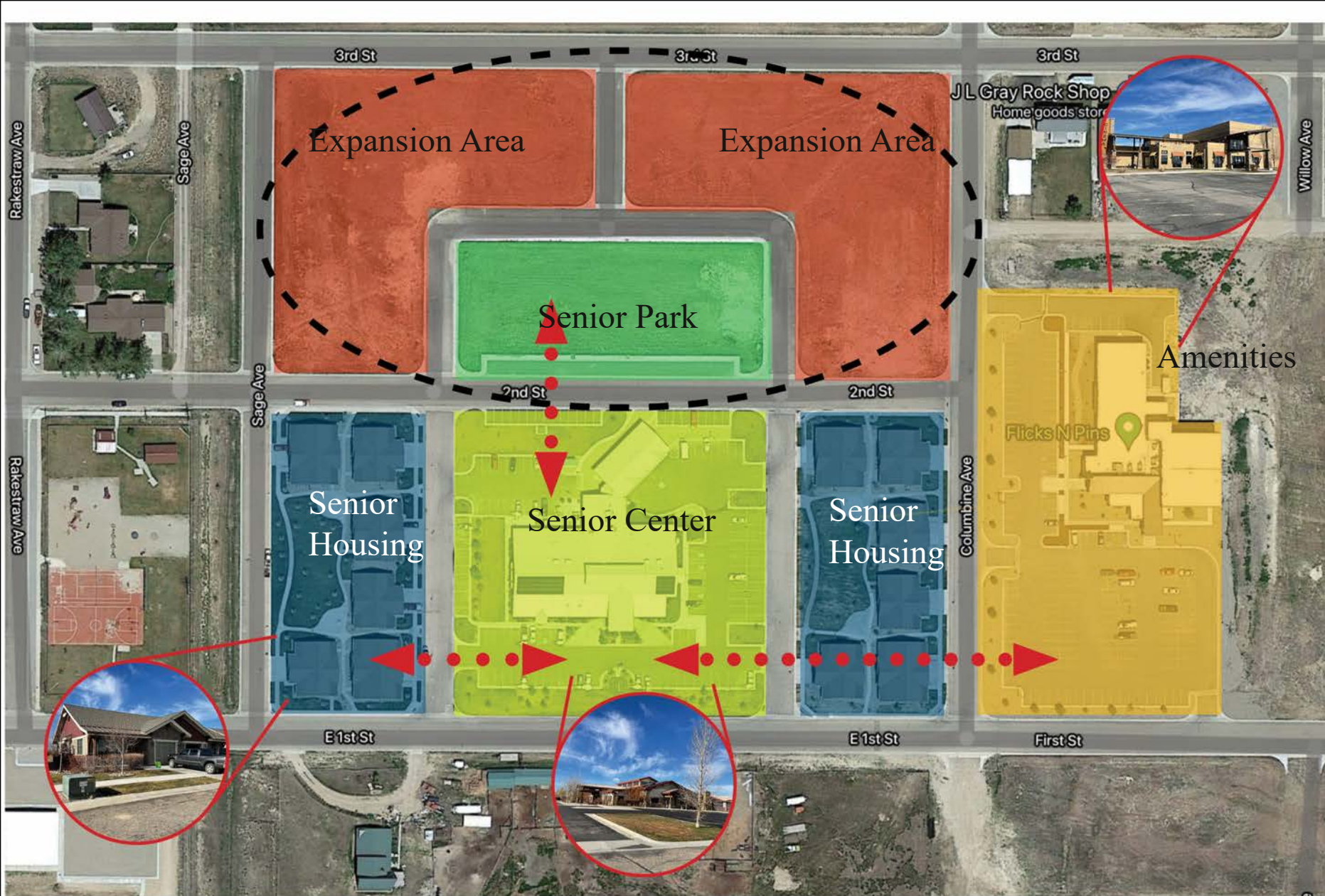
Additional Sample – Time House Park



Design Idea

Housing Empty Nester





Sample Empty Nester Layout





Empty Nester Housing





Benefits:

- Infill development
- Easy access to downtown
- Near senior center
- Access to proposed walking trail along river
- Existing utilities at every site

Empty Nester Housing



ROLES & RESPONSIBILITIES

Determining Who,
What, When, Where &
How

The chart below will help outline a framework for the prioritized recommendations out of the Revitalization Roadmap process:

MATRIX

Creating accountability to ensure implementation

Priority No.	Project/Recommendation	Category	Town of Dubois	Dubois Chamber	Non-Profits	Residents	Business Owners	Regional/State Partners	Milestone/ Completion Date	Anticipated Cost
	Community Master Plan and Re-Write Codes and Ordinances	Built Environment	●							
	Prepare a Building Inventory	Built Environment								
	Acquire funding for, and implement, a façade program	Built Environment								
	Place murals and artwork throughout downtown	Built Environment								
	Install wayfinding signage	Built Environment								
	Undergo a Comprehensive Vision/Mission Creation Process	Comm. Character								
	Implement a community brand campaign	Comm. Character								
	Create community gateway signage	Comm. Character								
	Identify acceptable level of development	Comm. Character								
	Activate and Personify Natural Resources Linkages	Comm. Character								
	Prepare a NAICS Level Market Analysis & Hotel Feasibility Study	Real Estate								
	Identify spaces for small offices	Real Estate								
	Identify and attract senior and/or workforce housing, expanded dining, and a supported trade school	Real Estate								
	Create a SPOC for development, or supportive website	Real Estate								
	Prepare scenarios and marketing materials database	Real Estate								
	Prepare a Volunteer Matrix	Comm. Capacity								
	Create a Single Community Calendar	Comm. Capacity								
	Create a Local Workforce Training Database & Program	Comm. Capacity								
	Improve Acceptance of Transplants	Comm. Capacity								
	Conduct Town Hall and Municipal Education Events	Comm. Capacity								
	Paint curb bulb-outs and crosswalks	Streetscape								
	Increase sight lines at intersections	Streetscape								
	Restructure planters & Install Streetscape Vegetation	Streetscape								
	Patch and Maintain Sidewalks	Streetscape								

SAMPLE

Revitalization Roadmap

Setting the Course
to a strong community



Revitalization Roadmap Process

The Revitalization Roadmap was crafted to identify assets in a community and strategies to personify them, capitalizing on catalyst efforts with limited upfront costs

DTRedevelopment.com

Revitalizing
Communities,
Empowering People