



2024 *CHEYENNE DDA*
PLAN OF DEVELOPMENT

ADOPTION DRAFT

FEBRUARY
2025



ACKNOWLEDGMENTS

ADOPTED
02/24/25

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THANK YOU TO THE COMMUNITY MEMBERS THAT PARTICIPATED IN THIS PLANNING PROCESS. YOUR INPUT AND DIRECTION WERE INVALUABLE TO THE CREATION OF THIS PLAN.

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LETTER FROM THE DDA BOARD

Welcome,

The following document is an area wide plan for Cheyenne’s Downtown District. This plan has been created by the Downtown Development Authority’s (DDA) Board of Directors in partnership with the DDA/City staff, and urban planning consultant Logan Simpson.

This plan is the result of reviewing all of the previous plans developed for the Downtown, as well as an extensive community and private sector input process. The goal of this document is to share the process and main sections that pertain to making a vibrant and people centric Downtown.

The Administration and Management section of this plan outlines the Board of Directors’ recommended priority actions for the next 5 to 10 years. Now is the time to move from planning to action, and we believe this unified vision—shaped by community input and past valuable plans—will guide us forward. By consolidating from 40 separate documents into a single strategic vision, the Board aims to provide a clear direction for Downtown Cheyenne. This plan is designed to be a dynamic, living document, regularly updated to reflect evolving needs and keep our priorities focused on communication and execution.

The success of past projects has been heavily influenced by the strong partnerships within Downtown. These partnerships have resulted in recognizable improvements including revitalization of the Union Pacific Depot Plaza, the 17th Street lighting project, placement of the bronze sculptures, development of the Civic Commons, and construction of the Spiker Parking Garage, among many others. Partnerships have been a vital point of input throughout the development of the Plan and public engagement. The Plan intends to achieve implementation through deepening support of these partnerships with organizations, as described in the last chapter of the Plan.

We thank everyone from the community who gave input through the process to create this important document to make Downtown Cheyenne special.

Sincerely,

Cheyenne DDA Board

Scott Roybal (City Council), President

Wendy Volk, Vice President

Danica Mrozinsky, Secretary

Lorrell Bellotti, Treasurer

Dave Teubner

Brian Bau

Amber Nuse

Janelle Rose

Jamie Winters

John Karajanis

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BECKER HOTEL



2 hr PARKING
8:00AM TO 5:00PM
OVERSIZED VEHICLES
OR
RVs





INTRODUCTION





PLAN PURPOSE

The 2024 Cheyenne Downtown Development Authority (DDA) Plan of Development serves as the blueprint for future development within the Downtown Development District (Downtown). This plan articulates strategies for physical improvements to Downtown that will enhance the area's character and bolster Downtown as a commercial, social, and civic hub. This plan focuses on what the DDA can do to create a more vibrant and thriving Downtown and continue 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 preventing urban blight. In compliance with state statutes, this Plan provides 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.
- Any economic improvement activities that benefit the area.

Like all long-range planning documents, this plan should serve as a guide but is intended to be a living and updatable document that can continue to grow and evolve as priority actions are completed and new priorities emerge.

DDA PLAN OF DEVELOPMENT BOUNDARY

The expansion of the DDA district has been shaped by evolving goals and priorities across several planning documents from 1991 to 2016. The 1991 DDA Master Plan set a foundation, emphasizing preservation of streetscape improvements, and fostering a vibrant, walkable Downtown. The 1991 plan identified the core area bounded by O'Neil and Evans Avenues, 20th Street, and the Union Pacific railroad (UPRR).

Subsequent amendments, such as the 2006 Market-Based Plan and 2016 Core Plan Amendment, expanded on the DDA's strategy to incorporate economic revitalization and enhance community attractions. The 2006 plan highlighted development opportunities across five districts, including a "West Edge" area.

Currently, the DDA district is split between two geographic areas, encompassing over 75 square blocks and a variety

of uses. The northern portion of the DDA district is bounded on the west by Snyder Avenue, House Avenue of the east, 22nd Street on the north, and the UPRR to the south. Physically separated from the northern portion, the southern gateway includes the blocks between Central Avenue and Capitol Avenue, from W 11th Street to W 4th Street.

The southern gateway area has a distinctly different physical character from the northern area, generally serving neighboring residents in the southern section of Cheyenne. Historically, the southern gateway has struggled in defining its connection and relationship to the core of Downtown due to its physical separation. This Plan seeks to not only build upon past plan efforts and guide Downtown development in the northern portion, but also to connect and enhance the southern gateway.



HISTORY OF DDA PLANNING EFFORTS

In 1980, a group of Cheyenne residents interested in revitalizing Downtown formed the Cheyenne Downtown Association at a time when the Downtown vacancy rate approached 40%. This Association succeeded in focusing public policy on Downtown's physical deterioration and opportunities for potential redevelopment.

Following successful state-level lobbying efforts for enabling legislation, Cheyenne was the first Wyoming community to hold an election to form a Downtown Development Authority (DDA) District. In the 1984 election, which had the largest voter turnout of any special city-wide election up to that time, the electors voiced their opinion that they wanted a healthy Downtown by passing the ballot issue by a margin of more than two-to-one.

Subsequently, the DDA applied for and was selected as one of the urban demonstration cities in the National Main Street Project. The DDA administered the program which was funded by \$50,000 of City funds and \$50,000 in matching contributions from the National Trust for Historic Preservation for each of the program's three years.

During the Main Street Program's duration, the Downtown vacancy rate dropped, Downtown's potential became more positively viewed, and the realization that Downtown must establish its own path to economic vitality was established.

Downtown Cheyenne retains various assets, many of them the envy of other cities of similar size. Downtown's historic buildings are compactly situated, capable of being rehabilitated to make the central city a gem within the region. However, Downtown is lacking a clear cohesive identity and is looking to continue to improve along with its infrastructure and streetscape amenities.

Downtown, fortunately, remains the area of the city in which the largest number of people are employed. While currently not a major retail center, professional and government offices are flourishing. Joining several long-standing retail establishments and museums, a handful of specialty retail stores and an increasing number of art galleries, breweries, restaurants, and entertainment options.



Photo Credit: Wyoming State Historic Preservation Office (SHPO)

This plan builds upon Plan Cheyenne and other past planning efforts in Downtown to focus future planning efforts on key initiatives and enhancements that have not been completed. Past Cheyenne plans, including the 1991 and 1993 Plans of Development, the 2006 Market-Based Downtown Plan, 2011 Plan of Development, 2012 Cheyenne On-Street Bicycle Plan and Greenway Plan Update, 2016 West Edge Plan, 2018 Reed Avenue Corridor Plan, Plan Cheyenne, 2023 Cheyenne Transit Plan, and many more have served as important contributors to the DDA Plan of Development recommendations.

Highlights of Completed Projects

The following projects are just a few of the projects identified in previous planning efforts that have been completed Downtown.

- **Union Pacific Depot Plaza**
- **17th Street Lighting**
- **Civic Commons**
- **Spiker Parking Garage**
- **Bronze Sculptures**
- **Streetscape Design Guidelines**
- **Streetscape Enhancements (bulb outs, benches, and street trees)**

Past Planning Efforts

- 1991 Plan of Development
- 1993 Plan of Development Amendment - Streetscape Design and Improvement Area, TIF Financing Area Boundary
- 1998 Downtown Design Guidelines (amended 2007) + Capital Improvements Grant Program
- 2006 Market-Based Downtown Plan
- 2010 Pedestrian Plan + Wayfinding Plan Phase 2
- 2011 Plan of Development Amendment
- 2012 Cheyenne On-Street Bicycle Plan and Greenway Plan Update
- 2013 Street Enhancement Toolbox
- 2014 Façade Improvements Program + Downtown Streetscape Handbook +
- 2014 Plan Cheyenne Community Plan
- 2014 Cheyenne's Historic West Edge Visionary Plan+ 2016 West Edge Area Wide Plan
- 2016 Cheyenne Municipal Area Parking Study + Downtown Cheyenne Core Plan + Downtown Lincolnway Placemaking Pedestrian and Urban Design Plan
- 2017 Downtown Strategic Parking Report + Downtown Alleys Enhancement Plan
- 2018 Plan of Development Amendment - Hynds/Hole (H2) Project
- 2021 Cheyenne Tourism Master Plan
- 2021-2022 DDA Strategic Action Plan
- 2023 Transit Development Plan

The goals of this Plan are to:

- Identify Downtown assets and challenges.
- Create a long-term vision for Downtown.
- Build shared goals for both the public and private sectors.
- Recommend actions that build on past plans and improvement efforts and overcome existing and emerging challenges.
- Eliminate duplication of efforts and promote cohesive/complementary efforts.
- Provide guidance for cohesive development of Cheyenne's Downtown.
- Foster public support for Downtown development and redevelopment.
- Serve as an educational resource.

PLAN ORGANIZATION

The plan is organized into three main parts: The Introduction, Focus Areas, and Administration and Management.

The Introduction illustrates the history of planning in the DDA, describes the 2024 Plan of Development (the Plan) process and community engagement, and provides an overview of the Plan.

Focus Areas comprise the body of the Plan. Each focus area dives into the background and key considerations to provide guidance for future planning efforts and highlight action items.

Administration and Management articulates the DDA's role in Downtown development and identifies partners in plan monitoring and implementation. This section outlines an action plan for the DDA and their public and private partners including priority projects, short-term and long-term action items, and potential funding opportunities.



Photo Credit: Wyoming State Historic Preservation Office (SHPO)

PLAN PROCESS

The Cheyenne DDA Plan of Development was conducted over four phases, each with a series of public engagement opportunities to garner community input. Each phase built upon the information gathered from previous

phases. Short summaries of each phase are included on the next pages and full public engagement summaries are included as Appendix 2.



3

QUESTIONNAIRES

ONE PER PHASE TO GATHER DIRECTION AND FEEDBACK AND DRAFT PLAN ONLINE REVIEW

850+ RESPONSES



2

PROPERTY AND BUSINESS OWNER WORK SESSIONS

20+ DOWNTOWN BUSINESSES



2

JOINT WORK SESSIONS

TWO JOINT SESSIONS OF THE PLANNING COMMISSION, DDA BOARD, AND REPRESENTATION FROM WARD 1 OF CITY COUNCIL

17 PC AND DDA BOARD MEMBERS



7

IN-PERSON EVENTS

TWO DROP-IN VISIONING EVENTS, THREE TABLING EVENTS ON CHOICES AND PRIORITIES, AND TWO OPEN HOUSES FOR DRAFT PLAN REVIEW

350+ ENGAGED

COMMUNITY OUTREACH SUMMARY

PHASE 1 OPPORTUNITIES & CHALLENGES

This first phase focused on creating a foundational understanding of past planning efforts including successful projects, project funding sources, key partners, DDA history, and outstanding actions. The City met with Downtown business and property owners, the DDA Board, and department partners to identify where past planning efforts had succeeded, and where additional focus was needed for this plan.



Online
Questionnaire #1



Property and Business
Owner Work Session #1



DDA/PC Joint Work
Session #1



PHASE 2 VISION

This phase sought to build upon the identified opportunities and challenges and solicit shared community values, key issues, and big ideas and opportunities facing the Downtown area based upon the identified key themes of land use and infrastructure, housing, economic development, mobility and connectivity, parks and open spaces, character areas, and design. Visioning events were held at a local brewery and at the Downtown farmers market to provide in-person opportunities for engagement in addition to an online questionnaire.



Online
Questionnaire #2



2 In-Person Visioning
Events



PHASE 3 CHOICES & STRATEGIES

The third phase of the project worked with the community to identify solutions to challenges and actions that capitalize on identified opportunities. This phase utilized existing high-traffic events like the Fridays on the Plaza concerts and Super Day and an online questionnaire to amplify engagement efforts. The project team also reconnected with business and property owners and the DDA board to garner feedback on priority projects for Downtown.



Online Questionnaire #3



Property and Business
Owner Work Session #2



3 In-Person
Choices Events



PHASE 4 PLAN OF DEVELOPMENT

The final phase of the project included close coordination with the DDA board to craft an innovative, streamlined, and graphically appealing plan that is concise, user-friendly, easily navigable, and accessible to the public. The draft plan was available online for the public to view and comment. Two open houses were held to review action items and plan priorities with the DDA board, business and property owners, and the public.



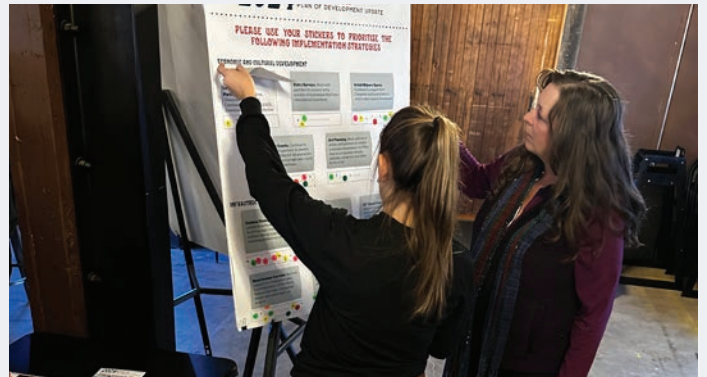
Online Draft Plan Review



2 Draft Plan Community
Open Houses



DDA/PC Joint Work Session #2



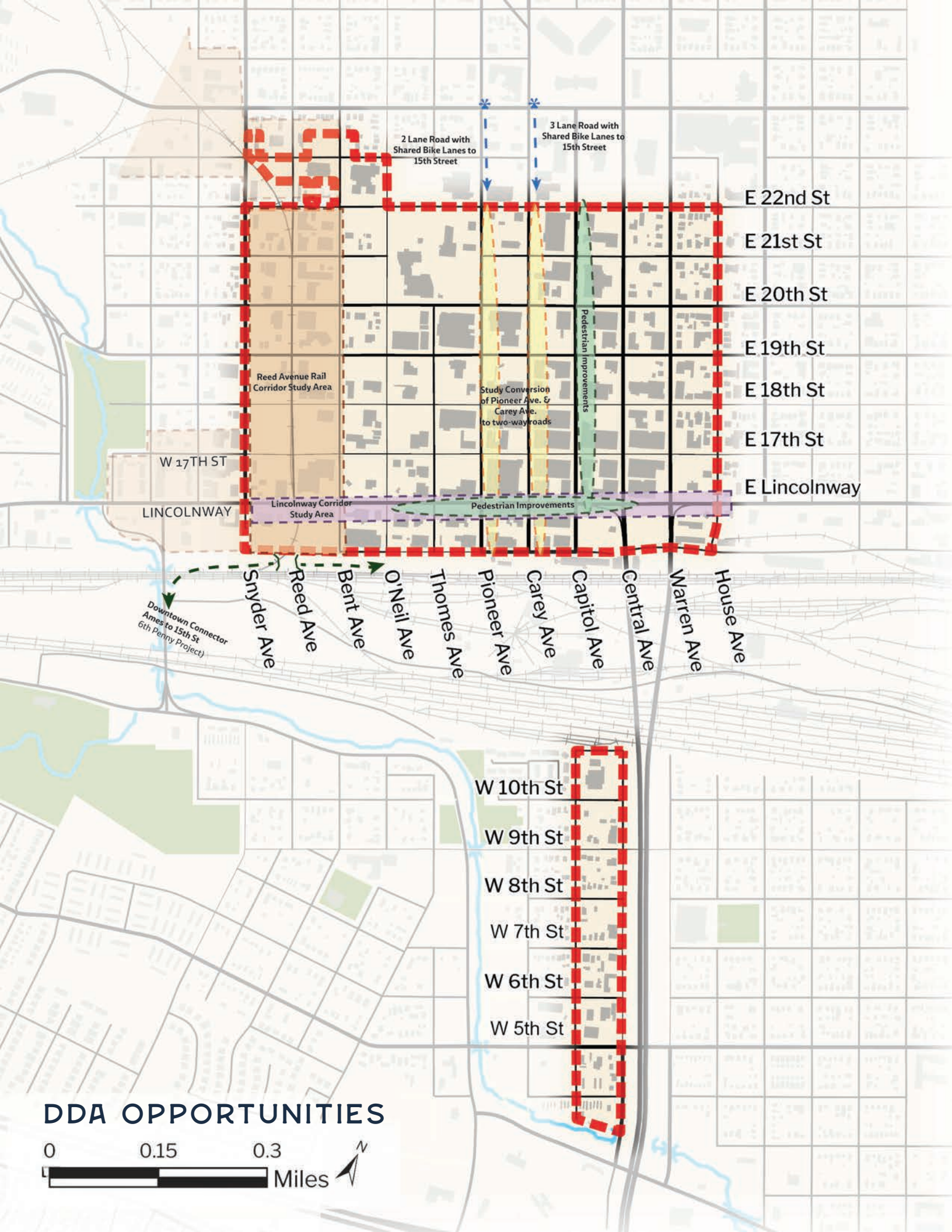


PRIORITY OPPORTUNITIES

The goal of the first two phases of the process focused on working with business and property owners, staff, and the community to identify key opportunities and challenges facing Downtown. During these phases a number of priority opportunities were identified that enhance the functional and aesthetic qualities of Downtown. The map on the next page shows the location of identified opportunities, many of which tie to outstanding projects and actions from previous Downtown planning efforts.

The feedback from business and property owners, the public, and the DDA Board highlighted the desire to focus future DDA efforts on completion of previous plans rather than identifying new actions, specifically completion of Reed Avenue and the West Edge enhancements, multimodal pathway connections, and 15th Street enhancements. Many attendees from the public open house also expressed a desire to redevelop the large surface parking lots to address high-priority, additional needs for housing, public spaces, and restaurants.

The opportunities map shown on the next page does not represent the full range of opportunities for enhancement and redevelopment, but rather on priorities identified through the community engagement process and public comment during the first two project phases.



2 Lane Road with Shared Bike Lanes to 15th Street

3 Lane Road with Shared Bike Lanes to 15th Street

E 22nd St

E 21st St

E 20th St

E 19th St

E 18th St

E 17th St

E Lincolnway

Reed Avenue Rail Corridor Study Area

Study Conversion of Pioneer Ave. & Carey Ave. to two-way roads

Pedestrian Improvements

W 17TH ST

Lincolnway Corridor Study Area

Pedestrian Improvements

LINCOLNWAY

Downtown Connector Ames to 15th St 6th Penny Project

Snider Ave

Reed Ave

Bent Ave

O'Neil Ave

Thomas Ave

Pioneer Ave

Carey Ave

Capitol Ave

Central Ave

Warren Ave

House Ave

W 10th St

W 9th St

W 8th St

W 7th St

W 6th St

W 5th St

DDA OPPORTUNITIES



ANGLE
WEAR SINCE





Focus AREAS





OVERVIEW

This plan is intended to provide a ‘road map’ for public and private improvements and investment within the Cheyenne Downtown Development Authority’s (DDA) boundaries and adjacent areas considered part of the Downtown.

The Plan of Development is structured around four core themes that help to realize the community’s vision for Downtown:

- Building and Street Character
- Economic and Cultural Development
- Infrastructure and Land Use
- Transportation and Parking

These four themes were generated through the wealth of ideas provided in the first phase of public engagement and build upon priorities from previous DDA Plans of Development. The themes leverage past successes and identify opportunities for continued Downtown growth.

These plan themes do not work independently but are inextricably linked together. When combined with supportive infrastructure like public spaces, walkable streets, and readily accessible public parking and transit, these cultural and economic assets work together to make Downtown a dynamic, thriving hub for commerce, tourism, and local life:

- A focus on building and street design integrates historic preservation with streetscape enhancements, creating pedestrian-friendly spaces that encourage social interaction and economic activity.
- Zoning and land use policies encourage a balance of retail, offices, housing, and public spaces, promoting walkability while preserving the area’s historic charm.
- Transportation and parking systems are essential for accessibility, with on-street and structured parking, bike lanes, sidewalks, and public transit stops ensuring seamless navigation.
- Public art installations and cultural events create unique experiences that attract visitors and residents alike. This cultural vibrancy fosters a sense of community and helps draw innovative businesses that thrive in creative, engaging environments.

Together, these elements foster a Downtown that is both economically resilient and deeply connected to its history.

BUILDING & STREET CHARACTER

involves the planning and coordination of a city's physical elements to create coherent and livable spaces. It addresses how buildings, streets, and public areas relate to one another, ensuring that they serve the needs of the community.

Streetscape Amenities

Building Design

Historic Resources



ECONOMIC & CULTURAL DEVELOPMENT

encompasses the initiatives and policies that encourage the establishment, expansion, and success of businesses Downtown. Its focus is on long-term sustainability, business attraction and retention, and fostering an environment where businesses can thrive.

Tourism, Art, and Cultural Amenities

Business Retention



INFRASTRUCTURE & LAND USE

refers to the relationship between the physical infrastructure systems that support a community and how land is allocated for different purposes, such as housing, businesses, and parks. It ensures that roads, utilities, and public services are efficiently distributed in relation to land development.

Redevelopment



TRANSPORTATION & PARKING

focuses on provision of adequate parking facilities and transportation options such as cars, buses, trains, and bicycles to meet the mobility needs of a community.

Bicycle and Pedestrian Connections

Transit and Micromobility

Parking Availability and Location





BUILDING AND STREET CHARACTER

Expanding upon Downtown’s rich heritage, building and street design play a pivotal role in shaping its physical spaces and overall character. Integrated design emphasizes the interaction between public spaces, businesses, and the street and transportation network, to ensure that the area is pedestrian-friendly, has a mix of uses, and encourages social interaction. The full range of transportation infrastructure improvements, including bike lanes, sidewalks, and public transit stops need to be fully integrated into Downtown streets, creating a seamless experience for people navigating the area.

Downtown Cheyenne seeks to preserve historic structures while working to correct the “run-down” visual appearance and improve the pedestrian experience. Residents and visitors often cite the western charm and historic feel of Downtown as central to Cheyenne’s community character. Iconic

historic buildings like the Depot, Wrangler, Plains Hotel, Dineen Building, and the Boyd Building serve as community cornerstones, offering a tangible connection to Cheyenne’s history. These buildings aren’t just visually striking; they tell the story of the city’s development and character. Their presence ensures that Downtown Cheyenne remains connected to its roots while evolving to changing conditions.

Improvements to pedestrian-scale infrastructure and amenities like sidewalks, safe bike paths, enhanced lighting, clean alleyways, and quality gathering spaces are basic components of a safe and accessible Downtown. Focusing on streetscape enhancements creates a feeling of safety and enhances the overall Downtown experience.

UNIQUE SMALL
BUSINESSES, COOL
BUILDINGS, GOOD VIBES.
-Questionnaire Respondent







HISTORIC DISTRICTS AND PROPERTIES

 Historic Structures

DISTRICT

 Capitol North

 Expanded Downtown

 Governors Mansion Protective Area

 Lakeview

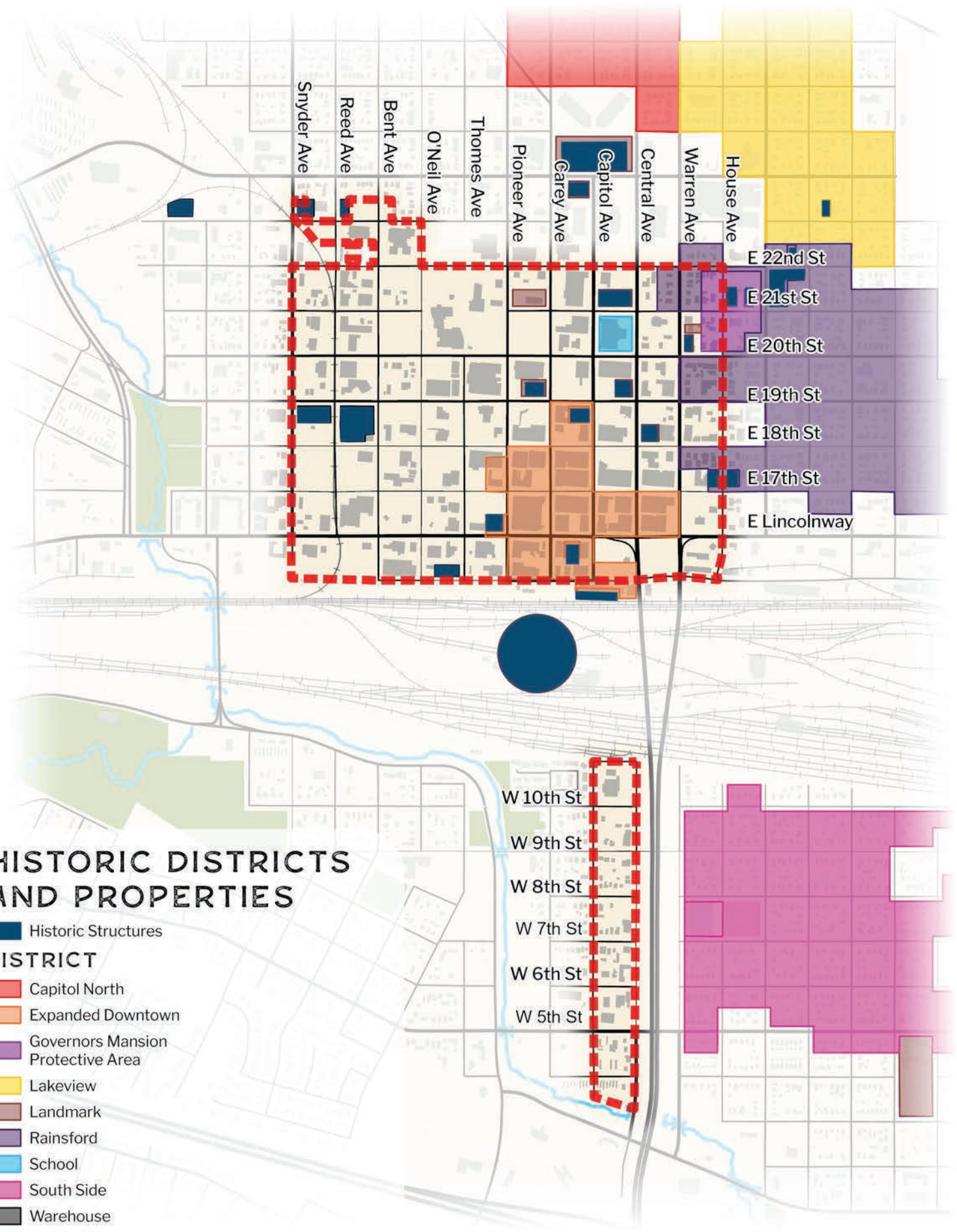
 Landmark

 Rainsford

 School

 South Side

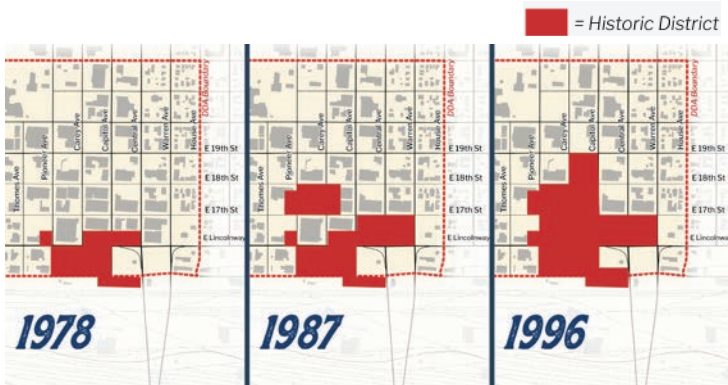
 Warehouse



HISTORIC RESOURCES

Cheyenne has a wealth of historic structures within and surrounding the seven block Downtown Cheyenne Historic District which was listed on the National Register of Historic Places in 1978, and subsequently expanded in 1987 and then again in 1996.

CHEYENNE DOWNTOWN HISTORIC DISTRICT EXPANSION



These structures are some of the most iconic in Downtown and define the character and aesthetic of the area. Beyond their historical significance, these structures and districts play an essential role in shaping the area by retaining an authenticity that sets itself apart from other downtowns. Preservation of these historic resources encourages a mix of old and new, creating an inviting, dynamic space where local businesses, arts, and culture can thrive. These landmarks often attract tourists and visitors, which in turn supports economic development and boosts civic engagement.

Historic structures are concentrated east of Pioneer Avenue and north of the rail yard. While the Expanded Downtown Historic District lies almost entirely within the DDA boundary, some western parts of the Rainsford Historic District and Governor's Mansion Protective Area sit at the East Edge of the DDA. The Governor's Mansion Historic District has specific design requirements and requires Historic Preservation Board review around the mansion (east half of House between 20th and 22nd) while other historic districts do not require Historic Preservation Board review. There are no historic structures or historic districts within the Southside of the DDA.

Historic preservation is the primary role of the Cheyenne Historic Preservation Board (HPB). Future historic preservation efforts including education and community awareness, creation of education resources, and distribution of funds for historic preservation should be coordinated with the HPB to ensure preservation efforts align with the HPB strategic goals and objectives.

Goals

1. **Promote building preservation, restoration, and rehabilitation.**
2. **Incentivize improvements to existing building stock through the façade improvement program.**
3. **Provide educational resources regarding the benefits and available funding sources for historic preservation efforts.**

ACTIONS

Preservation Handbook. Develop a historic preservation handbook outlining grant opportunities, general property maintenance information, and maintenance requirements.

Website Updates. Develop a subpage on the DDA website to share the existing design guidelines and grant opportunities.

Funding Guide. Develop an informational guide to federal, state, and local funding opportunities for historic preservation.

Explore Local Historic Preservation Funding Options. Work with SHPO, elected officials, and historic preservation specialists to explore additional local funding options for historic preservation efforts tied to affordable housing. Possible options to explore include development of a revolving fund/loan program from the City funding historic remodels for affordable housing, review of State Statutes to determine allowance for local designations for historic affordable housing, and leveraging Low Income Housing Tax Credit (LIHTC) funding for interior residential updates.

48% OF SURVEY RESPONDENTS SAID "PRESERVING HISTORIC CHARACTER" WAS A TOP OPPORTUNITY FOR DOWNTOWN CHEYENNE.

Goals

1. **Support compatible new infill development and redevelopment.**
2. **Encourage the City to adopt development standards for new Downtown development to ensure that new development fits into the overall Downtown context.**
3. **Continue to provide DDA funding for façade repair and renovations through the façade improvement program.**

ACTIONS

Design Assistance Program. Develop a design assistance clearinghouse to provide architectural design resources to assist property owners in exterior design modifications matching the Downtown character.

Enhanced Design Guidelines. Update design guidelines, but maintain them as optional for new development and redevelopment.

Design Review. Encourage development of and implementation of development and design standards, aligned with the design guidelines, for new construction and façade improvements within the CBD zone district.

Gateway Enhancements. Identify locations for additional signage and enhancements and develop a final design. Once designed, solicit cost estimates for gateway enhancements.

BUILDING DESIGN

A common element for new construction and building façade improvements is the focus on providing high quality building design and materials at the street level. This development of the first floor level that is interesting to the pedestrian is a primary objective for Downtown. Building elements need to be designed to improve the pedestrian experience:

- Façades should provide transparent ground floor frontages that allow active uses to enliven the street.
- Building materials include unit construction that are familiar to human proportions, like brick and stone.
- Building massing needs to respect the scale of adjacent structures and engage the street in a way that enhances the pedestrian experience, only setting back the building at the ground floor when providing an amenity such as outdoor patio seating.

With Downtown having a significant number of historic buildings, new infill buildings on vacant lots or redevelopment sites need to be compatible with adjacent structures with respect to their building massing and scale. Massing refers to two things: one is the visual weight relationships of the various components of the building, and the second refers to the relationship of the visual volume of one building to its neighbors. Scale is another form of proportion that is expressed as the relationship of the perceived size of a building or element upon the building as it relates to the size of human being.



A smaller scale, particularly at the lower building level, is more suitable for the high-quality pedestrian environment envisioned for Downtown.

Building design compatibility will be measured largely using the adopted DDA Design Guidelines for Downtown Cheyenne that are applied to the façade improvement program, and also those design standards found in the City's Unified Development Code (UDC). Cheyenne's design guidelines were first adopted in 1988, with the most recent version prepared in 2007. The guidelines can be applied to new construction and/or additions and major renovations and cover a range of parameters for building form and orientation, exterior surface treatments, and all aspects of façade design.

Gateways serve as symbolic entries to the Downtown, providing a first glimpse of what lies within the area. A gateway signals arrival as well as helping to demarcate the boundaries of the Downtown.

Gateways are planned to occur along the major routes into the Downtown. The exact locations are dependent upon the perception of a change of character as perceived by the traveler. This change of character may be due to increased vehicular or pedestrian traffic; a change in the scale of nearby buildings; a sense of enclosure due to building setbacks, street trees and landscaping; or the acknowledgment of a specific view, e.g. to the Depot or Capitol buildings.

Spiker Parking Garage

The Spiker Parking Garage was designed to match the existing character and architectural style of Downtown. Downtown Cheyenne consists of a variety of building types, from simple one and two-story commercial structures to the more ornate and prominent corner buildings that rise as high as six stories. In this respect, Cheyenne's Downtown is similar to many cities across the country. The traditional commercial storefront of late 19th and early 20th century Main Streets consists of three parts: a storefront at the street level, which includes a primary entrance and display windows, the upper façade with regularly spaced windows, and finally a cornice that caps the building. These three basic components appear in a variety of shapes, sizes, and styles but the character of each façade is essentially the same. When these elements are repeated along the street, a rhythm of recessed entrances, regularly spaced windows, and the alignment of cornice lines create a consistent, coherent image of Downtown. The guidelines that follow encourage continuation of this image in Downtown Cheyenne.

The predominant historic building materials of Downtown Cheyenne are brick and stone. Architectural details consist of carved stone, patterned brick, decorative terra cotta and sheet metal. The skill with which many of these buildings were designed and constructed attests to the quality of design and craftsmanship available in Cheyenne over the years.

Credit : 2007 Downtown Cheyenne Design Guidelines



STREETSCAPE AMENITIES

Downtown Cheyenne's initial DDA improvement efforts that began in the early 1990's focused largely on improvements to the streetscape. This first phase of improvements included the repair or replacement of old-fashioned street lampposts throughout the Downtown core, installation of trash receptacles and street furniture, such as benches, and the planting of street trees within grates. Both the tree planting and planter installations have carried through to today and implemented through the City of Cheyenne's Urban Forestry Division Downtown Tree Management Program and the DDA's flower planter program. Over time, street bulbouts and disabled ramp accesses were constructed along major pedestrian routes, that effectively reduce the pedestrian crossing distance and result in lower vehicle speeds. The most significant individual streetscape amenity was the Depot Plaza constructed in conjunction with Cheyenne Depot restoration project in 2001-2006. Overhead festival lighting installed along 17th Street, between Carey Avenue and Thomes Avenue has been a popular enhancement. Lighting along 17th Street was upgraded and expanded in 2023.

Building on the *1998 Downtown Design Guidelines* (amended 2007), in 2013 the City adopted the *Cheyenne Area Street Enhancement Toolbox*. The toolbox defines the principles behind streetscape elements and the rules for successful implementation. Guidance is provided for the design of sidewalks, curb extensions, street trees and landscaping, seating areas, trash receptacles, screening, café spaces, special event spaces, alley and 'infill' spaces, lighting, and placement of public art.

Planter boxes, when properly scaled, located and oriented, are a simple, effective means of introducing color and visual interest to the street and building fronts. At the

ground level, the boxes can help to define the perimeter of spaces such as an outdoor seating area or provide a visual emphasis at the building entry.

Open air outdoor seating is encouraged Downtown. All seating area elements should be designed to accommodate Cheyenne's high wind speeds, and sometimes harsh snow and sun impacts. Canopies, either permanent or retractable, serve to provide shade, to visually set off the outdoor area as a special place and to add color and visual interest to the building front. Wind break devices should be incorporated along the sides and front to protect patrons. Use of space heaters allows an extension of the areas use in cooler months.

Future streetscape improvements should build upon these successful past efforts. The fundamental improvements start with the repair and replacement of degraded curb, gutter and sidewalk sections that provide a safety hazard. Replaced sections will be constructed based upon a unified design that meets adopted streetscape standards and provides a consistent design treatment throughout Downtown. To the maximum extent possible, sidewalk improvements will be constructed in conjunction with associated capital projects within the Downtown area as a way to reduce construction costs and adverse impacts to the business community during the construction period. A better coordinated, sustainable program for the existing landscape planters must be established that oversees the planter placement, flower planting, and the maintenance and watering schedules, so that the DDA's existing investments can be leveraged and maintenance roles and responsibilities clearly defined. Similarly, Downtown blocks with insufficient or damaged street trees will be replaced through the Downtown Tree Management Program.

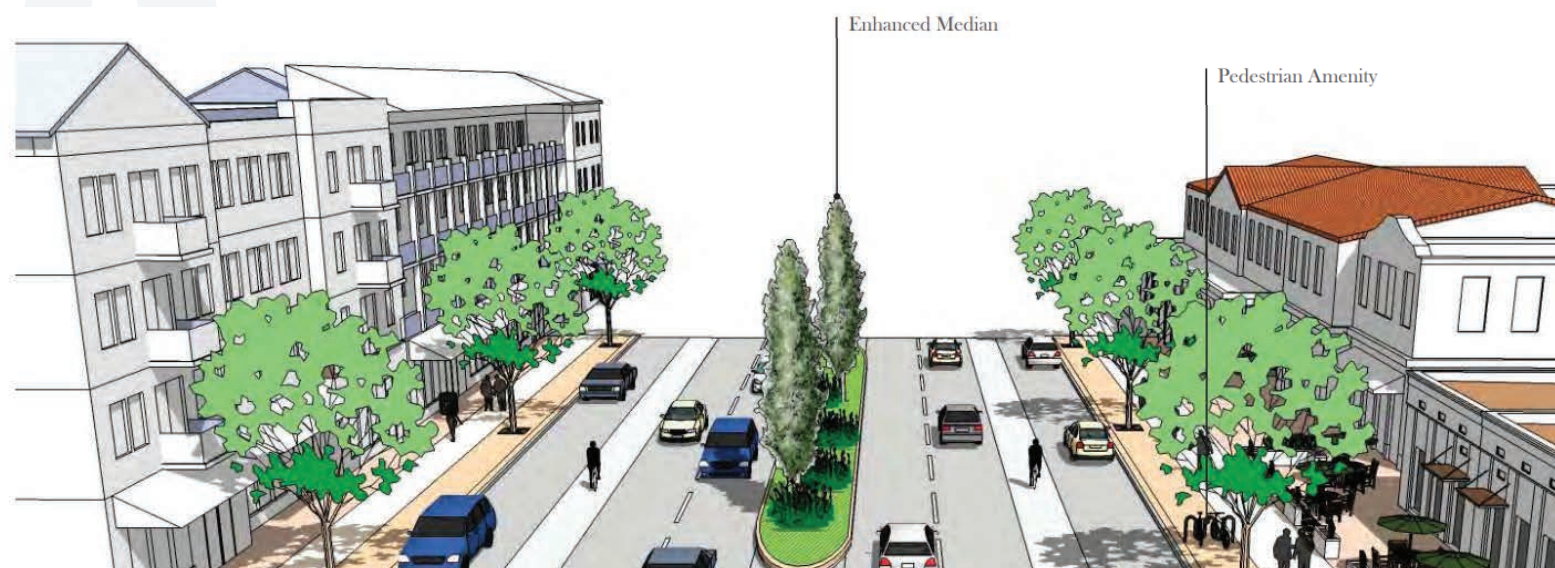


Photo Credit: 2013 Cheyenne Area Street Enhancement Toolbox

Goals

1. **Improve street and sidewalk infrastructure to enhance pedestrian safety and accessibility.**
2. **Integrate additional street trees, landscaping, benches, and pedestrian-scaled lighting to create a more inviting and safer public environment.**
3. **Expand infrastructure for pedestrians and cyclists to support alternative modes of transportation.**



ACTIONS

Streetscape/Greenscape Enhancements, including planters and street fixtures. Locate and assess all needed streetscape enhancements (ownership, condition, etc.), identify a plan including Construction Drawings (CDs) utilizing the streetscape design manual to define type, size, location, etc. for additional street trees, plants, and fixtures, and define maintenance plan for all vegetative enhancements (staffing needs, equipment, and watering).

Enhance Bicycle and Pedestrian Amenities. Locate through GIS and assess all bike racks and sidewalk conditions (ownership, condition, etc.), identify plans (CDs) for additional enhancements and repair of broken sidewalks, trip hazards, and missing sidewalks (define type of pavement, location, block-by-block or whole corridor improvement, etc.) utilizing streetscape design manual. Once installed, define a maintenance plan for facilities (staffing needs, equipment, capital improvements).

Alley Maintenance. Locate and map all alleyways, identifying condition, level of use, and nearby destinations, prioritize alleys for routine cleaning/maintenance, and define maintenance plan for alleys (staffing needs, equipment, capital improvements like cleaning equipment).

Walkability. Evaluate and implement strategies or programs to enhance public safety and pedestrian connectivity through sidewalk repair assistance programs, considering factors such as community needs, funding availability, and program effectiveness.

1600 Alley Project. Update the east-west alleys in the 1600 block from Warren Avenue to the parking garage including lighting, utilities, and clean-up. Refer to the Core Plan for alley improvement design. Consult with community partners and utility companies to assess undergrounding overhead lines.

Existing Street Lighting. Enhance downlighting Downtown by upgrading existing fixtures along 15th St, locating additional fixtures to enhance safety, implementing ornamental lighting, and continuing overhead 17th St lighting.

Lighting Design for Alleys. Identify alleyways which need to be lighted and develop an alleyway lighting plan with fixture design, location, etc. Install overhead lighting in alleys per the lighting plan either through an RFP or by City staff.

Sidewalk Snow Removal. Prioritize walkability following major snow events and partner to encourage the enforcement of snow removal and de-icing following major winter storm events. Explore opportunities for access to group rates with a contractor.

Wayfinding Signage. Identify strategic locations for additional kiosks or street signage, and integrated map in the style of existing wayfinding kiosks. Signs could include content such as written information, a map of Downtown, and a QR code offering users a historic walking tour. Identify and/or enhance digital wayfinding opportunities.



ECONOMIC AND CULTURAL DEVELOPMENT

Businesses are the economic driver of Downtown Cheyenne. Downtown events regularly draw both residents and visitors to Downtown, generating much of the area's economic activity.

The Downtown's economic success will largely be hinged upon the ability of the DDA to support multiple private and public sector partners as Tax Increment Financing (TIF) is sufficiently less than the total investments needed to support Downtown.

Most of DDA's efforts will focus on financially supporting improvements to public spaces and teaming with the City of Cheyenne to implement the new parking strategy, and support the Clean and Safe Program, and the existing snow removal and street tree maintenance programs. Direct investment will largely occur through the façade and property capital investment programs, and streetscape enhancements such as the planter program, street tree

planting and curb, gutter and sidewalk replacement.

This plan also encourages more housing units Downtown as part of the overall economic strategy. More housing equates to additional customers to patronize Downtown businesses, an increase in pedestrian activity and greater overall vitality. Housing will largely be accommodated through the conversion of upper building stories to residential units and new infill housing within mixed-use or stand alone attached units.

Cheyenne's strong artistic presence is reflected in the numerous public art installations Downtown, from bronzes and murals to wayfinding maps and performing arts. In addition to local events, the art installations and murals are often cited as a favorite aspect of Downtown for residents and visitors. Previous planning efforts have sought to build upon successful art and entertainment opportunities to encourage emerging and targeted

I MAINLY ATTEND THE BREW FEST AND CONCERTS AT THE PLAZA, AS WELL AS OTHER EVENTS DURING THE SUMMER THAT [PIQUE] MY INTEREST.

-Questionnaire Respondent





66%

**OF SURVEY
RESPONDENTS
VISIT DOWNTOWN
FOR SPECIAL EVENTS,
CONCERTS, AND FESTIVALS.**

business types such as tech startups, maker spaces, and creative industries. These types of businesses drive innovation and creativity, attracting more people to Downtown and spurring further development and investment in the area.

A number of funding mechanisms are available to the DDA to utilize to spur reinvestment, business retention, and economic development. Each funding option has benefits and drawbacks that should be carefully considered for Downtown investments. Local, state, and federal funding options most applicable to Downtown Cheyenne are described in more detail on pages 62-67 of this Plan.

Goals

1. **Encourage businesses to capitalize on increased pedestrian traffic and visitation tied to Downtown events.**
2. **Support arts, culture, and creative enterprises by expanding facilities, enhancing promotion, and funding.**
3. **Leverage Tax Increment Financing to spur private sector investment.**

ACTIONS

Continuation of Grant Programs. Administer grant programs that encourage private investment, facilitate redevelopment, and preserve the historical character and scale of downtown, while considering community needs, funding availability, and program effectiveness.

Resource Repository. Work with Visit Cheyenne, Cheyenne Chamber of Commerce, Cheyenne LEADS, Downtown Business Collective, and other partners to create single location for resources/information related to downtown events.

Winter Events. Continue to work with Cheyenne Chamber of Commerce, Cheyenne LEADS, Visit Cheyenne, Downtown Business Collective, and other partners to identify opportunities for fall and winter events to encourage year-round visitation Downtown.

Art Planning. Work with local artists and the Cheyenne Arts Council to create a standard Downtown Art Plan that encompasses murals, statutes, street art, and other forms of art. This plan should create a cohesive vision for Downtown, building upon past successes.

Artist/Makers-Space. Continue to support Arts Cheyenne and local artists in artist maker-spaces Downtown.

Entry Surveys. Work with Cheyenne Chamber of Commerce, Cheyenne LEADS, Downtown Business Collective, and other partners to conduct entry surveys of businesses that have relocated to Downtown.



INFRASTRUCTURE AND LAND USE

Land use underlies many of the transportation, economic development, and redevelopment activities Downtown. Downtown’s zoning and land use shape development patterns, influencing both the physical layout and the type of activities that occur. The area should include a mix of land uses—retail, offices, housing, and public spaces—organized to promote walkability and facilitate bicycle and scooter infrastructure.

Zoning regulations determine where residential, commercial, industrial, and mixed-use developments can occur, guiding how land is utilized to create a cohesive and functional Downtown. Zoning also determines the physical characteristics of Downtown including building heights and setbacks, parking requirements, open spaces, building materials and designs, and street frontages.

Zoning and land use policies should support a balance of historic preservation and infill

priorities, while encouraging redevelopment that fits with the established character of Downtown. Flexible zoning policies can encourage redevelopment, boost economic growth, and draw in new businesses and residents.

Since its creation in 1991, the DDA district boundary has seen multiple revisions and expansions. Some previous planning efforts sought to highlight differing development opportunities across subdistricts of Downtown. While there are different opportunities and challenges in different geographic areas of Downtown, the goals and priorities remain aligned. The goal of this plan is not to create separate subdistricts of Downtown, but rather to create a cohesive vision for the whole area.

REFOCUS EFFORTS TO CREATE
A COHESIVE VISION FOR
DOWNTOWN
-Questionnaire Respondent





Goals

1. **Coordinate redevelopment and urban renewal efforts with the Cheyenne URA and other partners.**
2. **Explore underutilized funding options to facilitate redevelopment.**
3. **Leverage Tax Increment Financing to spur private sector investment.**

Learn more about Urban Renewal here: [City of Cheyenne Urban Renewal Authority](#)

2/3

OF DOWNTOWN CHEYENNE IS WITHIN THE URA BLIGHT DESIGNATION.

URBAN RENEWAL

Urban renewal is a state-enabled economic development tool used to revitalize deteriorating or underdeveloped areas. State statutes allow municipalities to create two different development authorities to facilitate urban renewal: Downtown Development Authorities (DDAs) and Urban Renewal Authorities (URAs). In June of 2021, the City Council created the Cheyenne URA and determined the blighted areas in the community (shown in light blue in the map to the right). While typically associated with unsafe conditions, the term “blight” is a legal term that the URA must use to meet requirements to declare a project area eligible. Blight is clearly defined by Wyoming State Statute § 15-9-103. Items as simple as damaged curb and gutter could meet the definition of blight.

While both DDAs and URAs are enabled by state statute to support urban renewal, there are key differences in their roles. DDAs are created by a petition of property owners to form a special district. The DDA is able to fund projects within their district through two distinct funding sources:

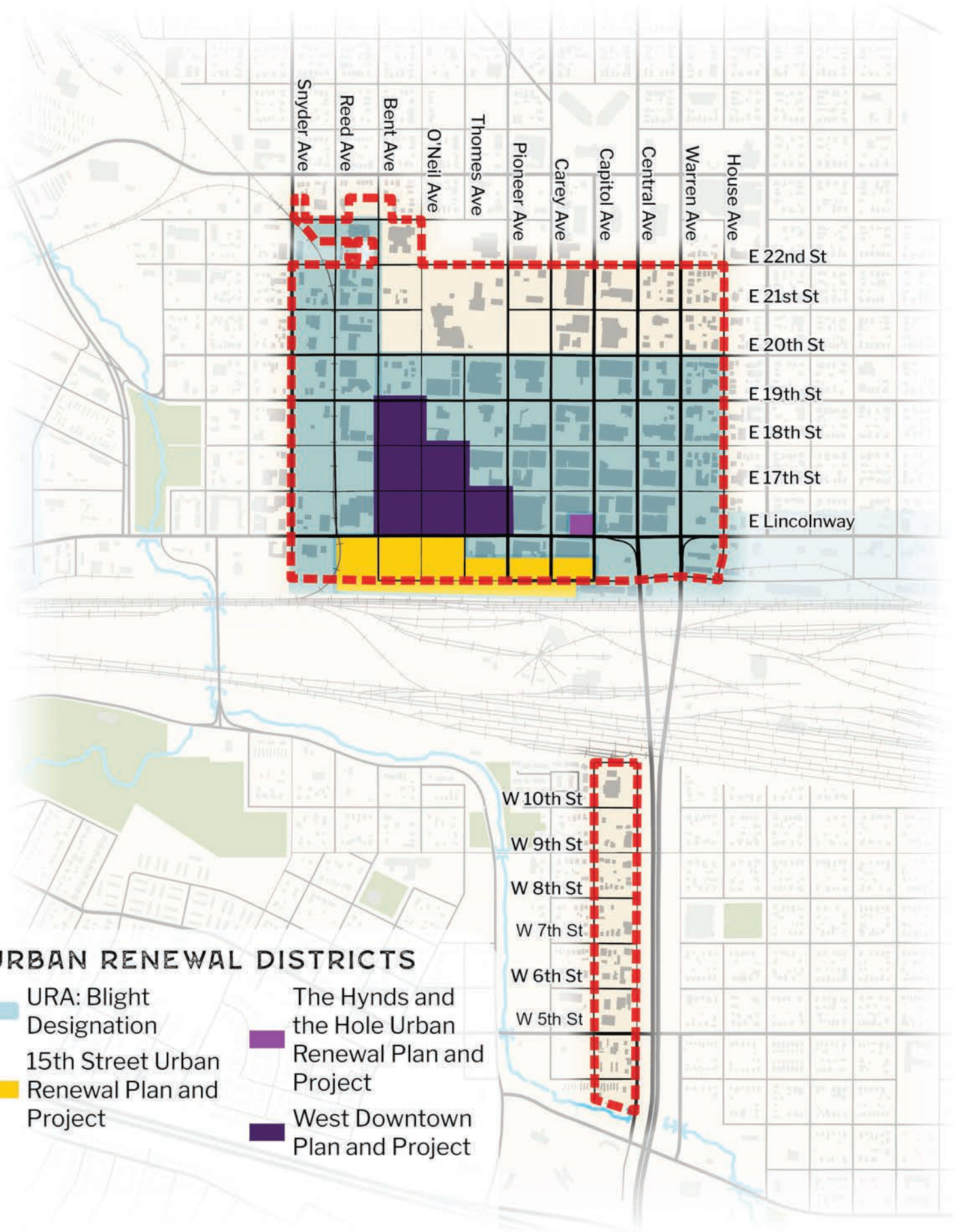
- A mill levy on properties of between 5 and 30 mills;
- Tax increment financing (TIF) on property taxes and/or sales taxes within the district.

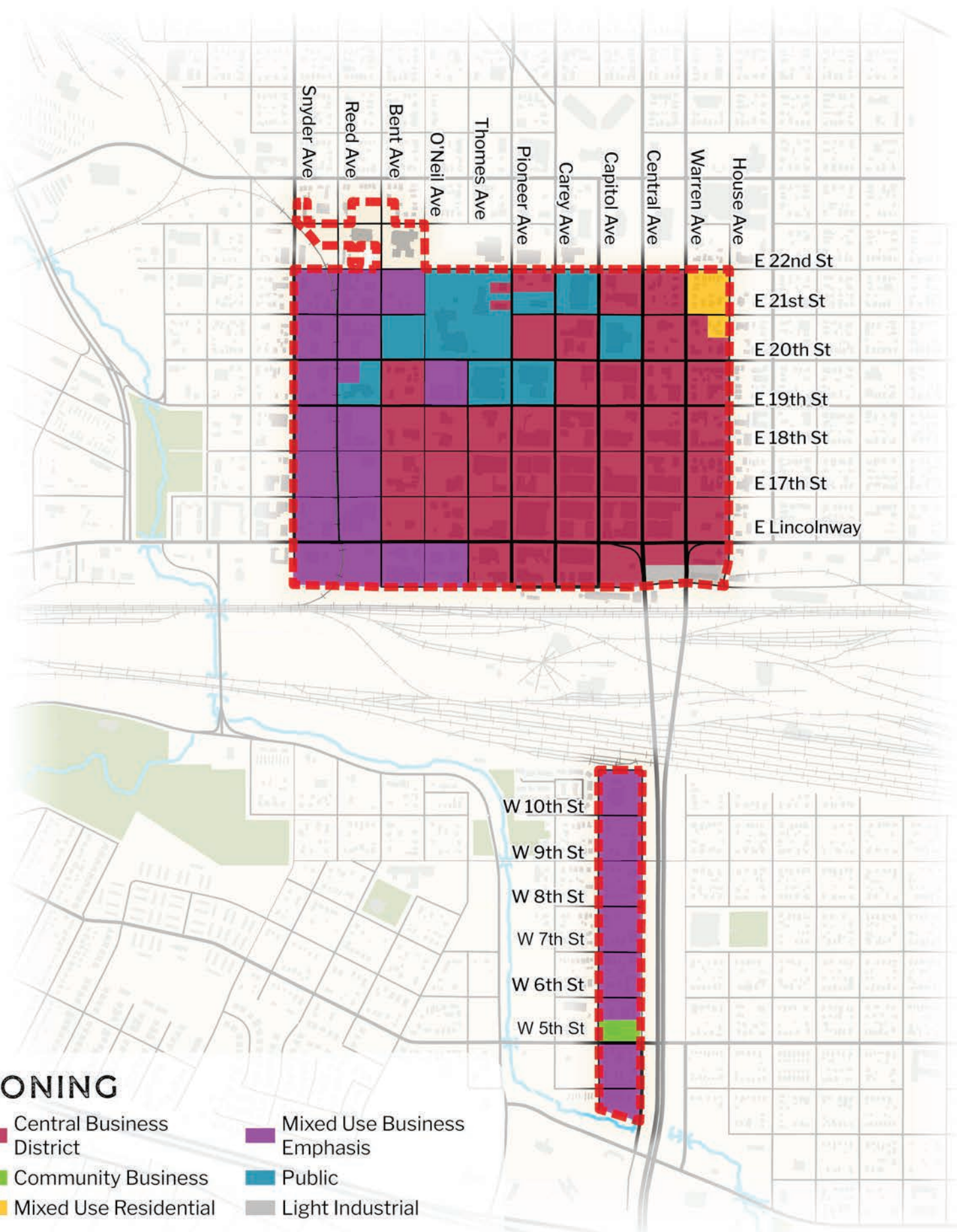
A URA, on the other hand, is created for the purposes of revitalization and economic development within a city. URAs can generate funding through TIF, but are only able to collect increment on property taxes, not sales taxes. A URA can be formed by City Council resolution after conditions of blight have been met through a feasibility study. In addition to the project types that can be funded by a DDA, a URA can participate in buying and selling of land, providing financial assistance for developments, and construction of public facilities and infrastructure like roads, sidewalks, and parks.

However, for a URA to utilize TIF funds for a project, an Urban Renewal Plan and Project must be developed including TIF-related development agreements and approved by City Council. Three Urban Renewal Plans and Projects have been designated within the DDA district: the Hynds and the Hole, West Downtown, and 15th Street. These plans and projects are not created or overseen by the DDA, but they do influence private investment in Downtown and direct how TIF funds can be diverted in these areas. These plans and projects highlight redevelopment opportunities and allow for use of funds to facilitate redevelopment. In the case of projects like the Hole, Urban Renewal allows properties with unique issues that would render the property unattractive to private developers to attract investment and help the community around them thrive.

URBAN RENEWAL DISTRICTS

-  URA: Blight Designation
-  15th Street Urban Renewal Plan and Project
-  The Hynds and the Hole Urban Renewal Plan and Project
-  West Downtown Plan and Project





ZONING

- Central Business District
- Mixed Use Business Emphasis
- Community Business
- Public
- Mixed Use Residential
- Light Industrial



ZONING STANDARDS AND ALLOWANCES

The current Cheyenne zoning map shows a largely uniform distribution of zoning as a Central Business District (CBD) within the DDA boundary intermingled with Public zoning for government facilities. The western portion of the district and southern gateway are zoned Mixed-Use Business and the northeastern corner of the district is zoned Mixed-Use Residential. The CBD is a highly flexible zone district designed to allow for redevelopment and does not have any development standards, parking requirements, building setbacks, or lot coverage restrictions. The Mixed-Use Residential district is designed to allow a variety of housing types, and establishes the necessary amenities to support higher-density urban neighborhoods whereas the Mixed-Use Business District is designed to allow a wide variety of compatible uses and serves as an alternative format for moderate or larger scale commercial uses than that of the CBD. The two Mixed-Use districts have lot coverage maximums and larger setback requirements than the CBD.

Two overlay districts also apply to properties in and around the DDA District: The State Capitol Height Restrictive Overlay District (CHR) and the Urban Use Overlay (UU). The CHR Overlay District limits building heights on blocks surrounding the State Capitol. The UU District encourages building rehabilitation and infill development intended to transition and step down from the urban core and other urban areas of Cheyenne into the surrounding neighborhoods. The UU District reduces setbacks in the West Edge and increases allowed maximum lot coverage and does not require automobile parking. Similar to the CHR Overlay District, maximum building heights in the UU District are based on the Elevator building, a prominent structure on the Reed Rail corridor. The UU District also incorporates additional design guidelines in the West Edge Area and encourages adaptive reuse, based on the *2016 West Edge Area Wide Plan*.

While some areas in the West Edge and Southside of the DDA are zoned Mixed Use Business District with the UU Overlay District, there is an opportunity for differentiation of zoning to encourage redevelopment of vacant and underutilized sites.

In addition to zoning allowances, the permitting process for redevelopment can be lengthy and complex, which may cause barriers to redevelopment. Although Cheyenne is working to streamline permitting through an online system, the current process can still be complex and time-consuming for developers, especially for projects involving historic structures or mixed-use developments.

Goals

1. **Utilize zoning incentives to promote adaptive reuse of underutilized and vacant sites.**
2. **Facilitate mixed-use development in key gateway areas.**
3. **Streamline permitting for historic structures and mixed-use developments that meet the purpose and vision of this Plan.**
4. **Proactively seek opportunities to create housing units within and surrounding the Downtown.**

ACTIONS

Outdoor Dining. Review and update Downtown regulations to encourage more seating and outdoor dining spaces while retaining pedestrian amenities.

Downtown Development Standards. Implement new development standards that complement the appearance of Downtown.



Goals

1. **Improve street and sidewalk infrastructure to enhance pedestrian safety and accessibility.**
2. **Integrate additional street trees, landscaping, and pedestrian-scaled lighting to create a more inviting and safer public environment.**
3. **Expand infrastructure for pedestrians and cyclists to support alternative modes of transportation.**

ACTIONS

Anchor Tenant. Work with property owners, Cheyenne LEADs, the Chamber of Commerce, and other economic partners to identify an anchor tenant for Downtown or bring in a higher education facility to increase the number of residents Downtown.

Pump House Project. Actively support the completion of the development of the Pump House Project on the five City properties between Ames Avenue, the railroad, and West Lincolnway, including construction of wetlands for storm water detention, and a trail system.

Reed Avenue Corridor. Actively support the finalization and implementation of the Reed Avenue Corridor conceptual design and passenger rail project, and update stakeholders in the DDA.

15th Street Experience. Actively support the finalization and implementation of the 15th Street Plan and implement the 15th Street Experience. DDA staff to update stakeholders.

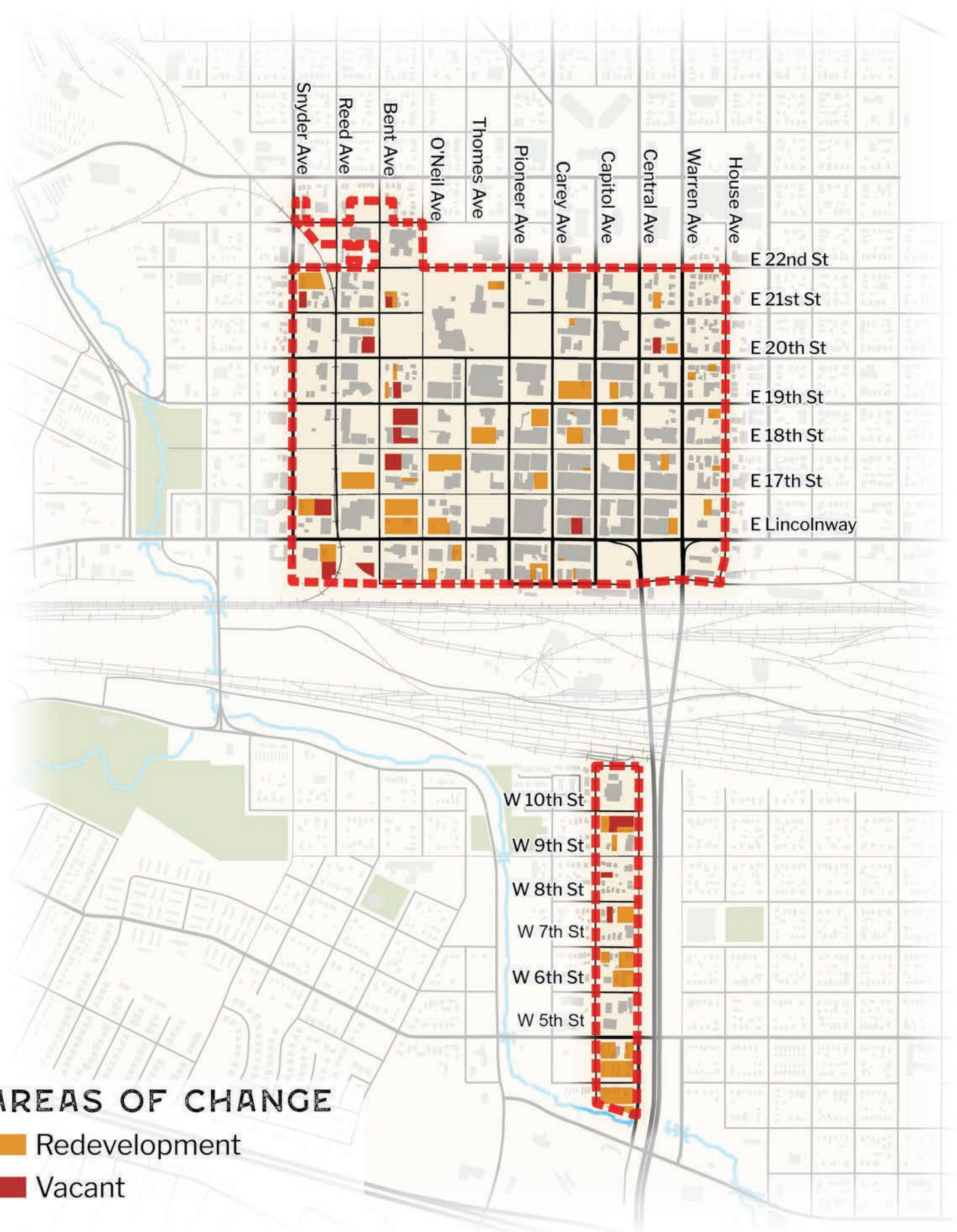
Hynds Building and “The Hole”. Streamline the development process and explore a public-private partnership within legal constraints to restore the historic 1916 Hynds Building and redevelop both the building and the adjacent vacant lot known as “The Hole” for economic development and community revitalization. Support urban renewal efforts, including the use of TIF funding, to aid in the redevelopment of these properties.

REDEVELOPMENT OPPORTUNITIES

The areas of change analysis identifies where parcels have development or redevelopment potential based on assessors data. It should be noted that assessors data for a property is based on building square footage followed by building condition. “Redevelopment” parcels have relatively low improvement value compared to the land value of the parcel, indicating a strong potential that the parcel can be redeveloped. “Vacant” parcels have no improvement value or are listed as ‘vacant’ within the County Assessor’s records. Redevelopment parcels are common throughout the DDA, and vacant parcels appear frequently west of O’Neil Avenue. A large percentage of parcels within the southern portion of the DDA and along Snyder Avenue are classified as redevelopment parcels, highlighting an opportunity for redevelopment to enhance the character of those areas. While these parcels may be classified as ‘redevelopment’ or ‘vacant’ they may not redevelop for a number of reasons. Outside the DDA’s purview including market forces, property owner desires, or redevelopment costs. This analysis provides a high-level review of potential redevelopment areas, but specific opportunities have not been discussed with property owners.

The above areas of change analysis is based on the entire property, not individual buildings. It has been noted that a number of Downtown buildings have historic second story residential uses, many of which are not currently in use. The Cheyenne Unified Development Code (UDC) does not prohibit the reestablishment of these second story uses, but many property owners have cited high financial costs to rehabilitate the second floors to meet current building code and safety requirements. The DDA is limited in the funding it can provide to assist property owners in second-floor residential use rehabilitation, but there may be state and federal funding sources like Housing and Urban Development (HUD) funds available that could be utilized depending on property condition. There may also be an opportunity to partner with local non-profits to assist with rehabilitation costs.

In 2016 the City completed the *West Edge Area Wide Plan*, building upon the *2014 West Edge Visionary Blueprint*. Part of the West Edge district lies within the DDA district, but the plan extends to the area adjacent to the DDA boundary. This plan identified a number of redevelopment actions to encourage investment in this area, including redevelopment of Civic Commons Park, The Pump House Project, Reed Avenue Corridor, the Steam Plant, and place making tied to the rail corridor. While some of the 2016 Plan has been realized and led to significant reinvestment in the West Edge, completion of remaining redevelopment opportunities is a priority for the DDA.



Snyder Ave

Reed Ave

Bent Ave

O'Neil Ave

Thomes Ave

Pioneer Ave

Carey Ave

Capitol Ave

Central Ave

Warren Ave

House Ave

E 22nd St

E 21st St

E 20th St

E 19th St

E 18th St

E 17th St

E Lincolnway

W 10th St

W 9th St

W 8th St

W 7th St

W 6th St

W 5th St

AREAS OF CHANGE

 Redevelopment

 Vacant





TRANSPORTATION AND PARKING

Based on questionnaire responses, the vast majority of Downtown visitors and residents travel to Downtown by car, especially in winter months. Tour buses are common transportation methods for out of state and international tourists. Transportation and parking are crucial elements that affect how residents and visitors experience and access Downtown, ranging from street design and traffic flow to the location and convenience of parking facilities. Ensuring safe and efficient transportation and parking facilities can encourage Downtown visitation by providing a mix of short-term and long-term parking options, supporting multi-modal travel, and promoting a seamless connection between parking and destinations.

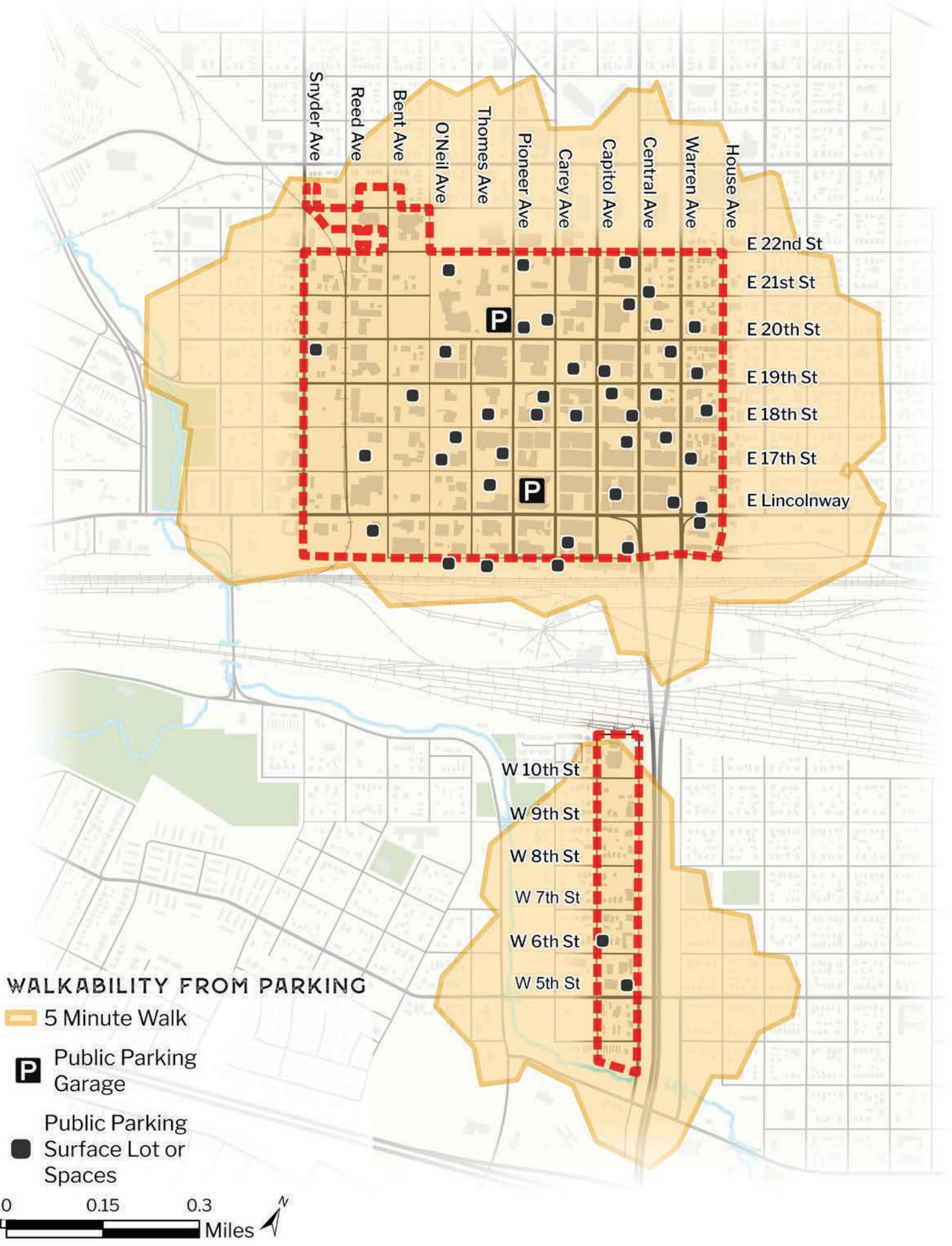
Residents and visitors noted that they often feel unsafe traveling between parking facilities and destinations due to lack of pedestrian and bicycle infrastructure, like crosswalks, separated or buffered bike lanes, lighting, and complete sidewalks. Historically, the bus transfer station has been located Downtown and is temporarily located off the 1700 block of O'Neil Avenue. The transfer station is anticipated to relocate outside the DDA District, but transit service is expected to continue Downtown. Transit is currently limited Downtown, with some seasonal trolleys during the summer months and around Christmas. A balance between public transit, bike lanes, walkable streets, and strategically located parking facilities ensures that Downtown is accessible while maintaining a vibrant, pedestrian-friendly environment that supports urban design and economic goals.

93%

**OF SURVEY
RESPONDENTS
TRAVEL BY CAR
TO DOWNTOWN CHEYENNE**







Snyder Ave
Reed Ave
Bent Ave
O'Neil Ave
Thomes Ave
Pioneer Ave
Carey Ave
Capitol Ave
Central Ave
Warren Ave
House Ave

E 22nd St
E 21st St
E 20th St
E 19th St
E 18th St
E 17th St
E Lincolnway

W 10th St
W 9th St
W 8th St
W 7th St
W 6th St
W 5th St

WALKABILITY FROM PARKING

-  5 Minute Walk
-  Public Parking Garage
-  Public Parking Surface Lot or Spaces



PARKING AVAILABILITY AND LOCATION

Downtown has two large parking garages with over 1,200 spaces, over 2,300 spaces in off-street parking lots, and over 1,500 on-street parking spaces, totaling over 5,000 parking spaces. By mapping the off-street parking lots and public parking garages and conducting a 5-minute walkability analysis, it is clear that parking lots are dispersed throughout Downtown Cheyenne, making Downtown highly walkable.

Additionally, the 15th Street Plan calls for oversized parking areas throughout Downtown to facilitate tourist bus loading. Residents and visitors have noted that, except during high-traffic times like events and Saturdays, it is generally easy to find parking within a block of their destination. Too much parking can detract from the walkability and aesthetic appeal of Downtown, unconsciously discouraging people to spend time visiting multiple businesses.

In 2016, the Cheyenne Metropolitan Planning Organization (MPO) completed the Cheyenne Municipal Area Parking Study which inventoried parking, as well as assessed the current parking management strategy. Building off this plan, in 2017 the City completed the City of Cheyenne Downtown Strategic Parking Plan which includes a limited parking supply/demand assessment and identifies both short and long-term goals for the development of a forward-thinking and holistically-managed public parking system.

The Downtown Strategic Parking Plan (2017) encourages on-street parking turnover without penalizing infrequent visitors. The parking strategy incentivizes long-term users to utilize the parking garages rather than the on-street parking spaces. The Plan recommends maximizing use of existing on-street spaces and parking garages prior to a 3rd parking garage being considered.

Goals

1. **Identify and publicize existing parking locations and resources for employees and visitors.**
2. **Improve utilization of existing parking resources prior to considering investment in new parking supply.**
3. **Partner with the Clean and Safe Program to change public perception of Downtown parking facilities.**

ACTIONS

Enhance Downtown Parking. Support additional areas for diagonal parking located away from high use pedestrian areas. Increase the visibility of parking spaces by striping parking stalls where appropriate and when fiscally feasible. Encourage employees and visitors to utilize existing lots and structured parking in accordance with the Metropolitan Planning Organization's 2017 Downtown Strategic Parking Management Plan. Work with business and property owners to explore opportunities for public/private partnerships for employee and visitor parking.

Public Perception. Partner to change public perception of Downtown safety and parking availability. Explore the Downtown Ambassador program and partner with the Clean and Safe Program.



Goals

1. **Support efforts to increase transit service Downtown including the implementation of Phases 1-3 of the CTP Transit Service Plan.**
2. **Continue to work with the MPO and other partners to explore regional transportation connections including the WY/CO commuter rail.**

ACTIONS

Enhance Transit Service. Support the implementation of transit enhancements outlined in phases 1-3 of the 2023 CTP which includes costs, a phasing plan, and additional enhancements needed.

Micromobility. Support the designation of specific parking locations for micromobility devices such as electric scooters and bikes throughout Downtown to mitigate impacts to sidewalk congestion.

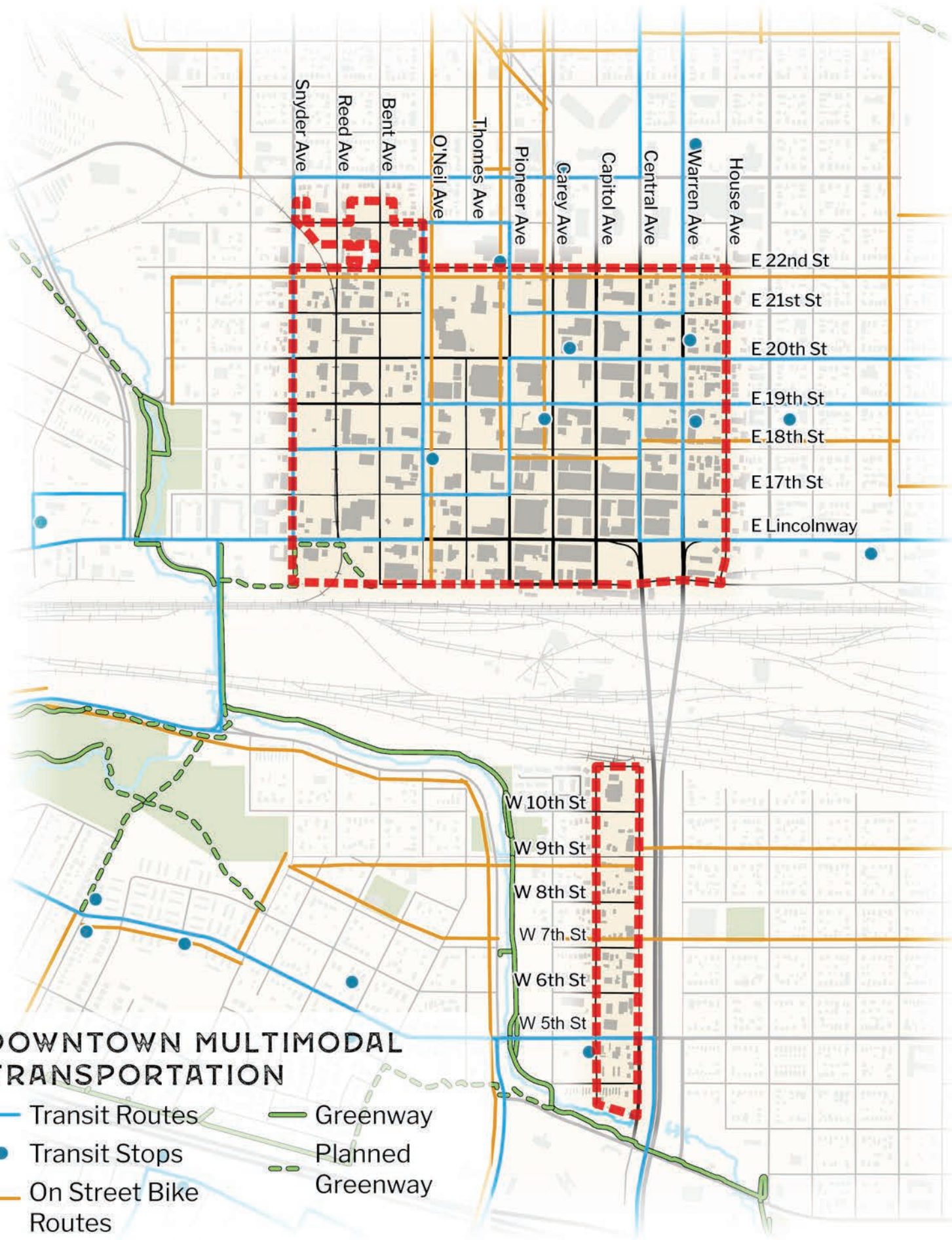
TRANSIT OPPORTUNITIES

The map of transportation opportunities shows Downtown transit options throughout and around the DDA, including the multimodal connections of multi-use greenways and on-street bike routes. Transit routes pass through much of the DDA, but leave gaps in the Southside, North area of the West Edge, and along Lincolnway. There are relatively few transit stops on the West Edge and Southside of the DDA, and no existing greenways that extend into the DDA boundaries. Overall there is a need for a greater north-south connection between the two areas of the DDA in multi-modal transit options.

The Cheyenne Transit Program (CTP) provides transit services throughout Cheyenne, with the service area encompassing approximately 65,000 residents. Currently, CTP operates an on-demand transit model and as identified in the *Cheyenne Transit Program 2023 Transit Development Plan* intends to implement a three-phased approach to enhancing transit service throughout Cheyenne, including reinstatement of fixed routes and Downtown transfer station.

In recent years, momentum has built for a regional rail service along the Front Range Urban Corridor between Cheyenne and Pueblo, Colorado. According to the Cheyenne MPO website, the Federal Railroad Administration is also studying future passenger rail routes connecting Cheyenne with Salt Lake City, Billings, Rapid City, and beyond. Funding has not yet been secured for future passenger rail services. Every community in the region continues to experience significant growth, putting strain on existing infrastructure, especially Interstate 25. The Cheyenne Passenger Rail Commission was created in December 2023 to promote the return of passenger rail service to Cheyenne with this in mind.

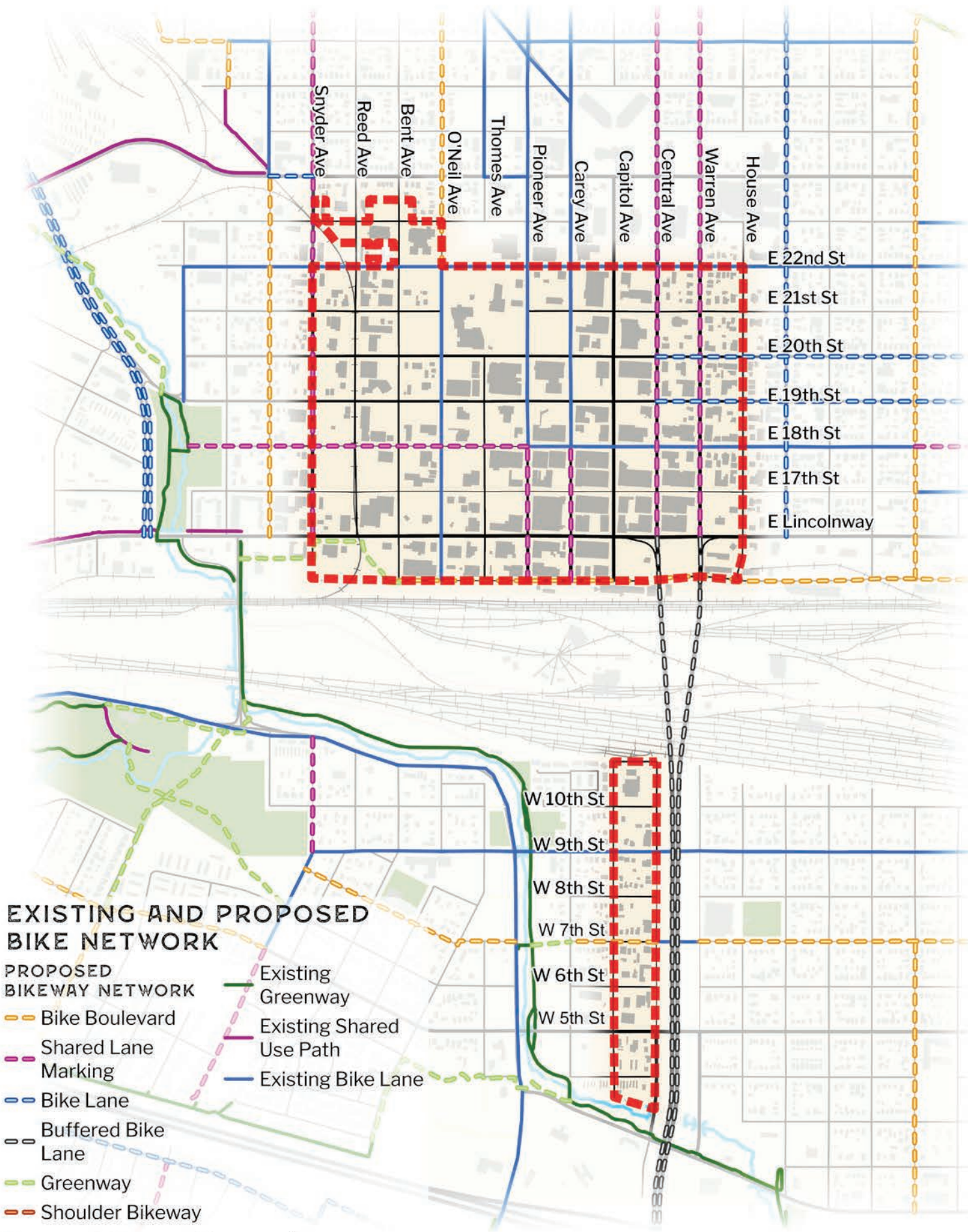




DOWNTOWN MULTIMODAL TRANSPORTATION

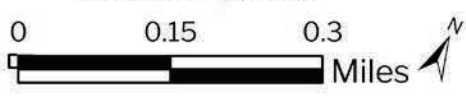
- Transit Routes
- Transit Stops
- On Street Bike Routes
- Greenway
- - - Planned Greenway





EXISTING AND PROPOSED BIKE NETWORK

- PROPOSED BIKEWAY NETWORK**
- Bike Boulevard
 - Shared Lane Marking
 - Bike Lane
 - Buffered Bike Lane
 - Greenway
 - Shoulder Bikeway
- EXISTING NETWORK**
- Existing Greenway
 - Existing Shared Use Path
 - Existing Bike Lane



BICYCLE AND PEDESTRIAN CONNECTIONS

This Plan calls for upgraded bicycle and pedestrian improvements consistent with the adopted Cheyenne On-Street Bicycle Plan and the Reed Avenue Corridor Plan. The existing and proposed bike network bring together many of the main thoroughfares that pass through and around the DDA district.

While the existing network includes bike lanes and sharrows crossing the DDA from north to south, centrally on Carey, Pioneer, and O'Neil, existing east to west bike lanes are limited to the DDA's northern boundary at 22nd and a segment of 18th terminating at Pioneer. The *2012 Cheyenne On-Street Bicycle Plan and Greenway Plan Update*, proposed expanding the bike network to create a more extensive system of on-street bike facilities in the DDA district and connect the Reed Corridor to adjacent areas outside the DDA district. Proposed expansions include bike lanes separated from vehicle lanes by striping and pavement stenciling along 19th and 20th streets from House Avenue to Capitol Avenue.

Currently, the Southside of the DDA is poorly serviced by the existing or proposed bike network, with only two east-west roads that include bike facilities. However, a bicycle boulevard with traffic calming, bicycle wayfinding signage, pavement markings, and intersection crossing treatments is proposed along 7th Street. Additionally, buffered bike lanes are proposed along both sides of Highway 85 to connect the two portions of the DDA district.

Goals

1. **Prioritize streetscape enhancements that improve safety and accommodate travel, parking, and access needs for all modes of transportation.**
2. **Ensure adequate facilities for alternative transportation including cyclists, pedestrians, and micromobility.**

ACTIONS

Enhance Pedestrian Crossings. Support the MPO and City Engineering to identify locations and designs for pedestrian enhancements, design pedestrian crossings, and install enhanced pedestrian crossings.

Greenway Connections. Actively support planning of Downtown connections to the greenway within the Reed Avenue Corridor with new bike facilities on 17th Street and 22nd Street, and from the Pump House Project to the Reed Avenue Corridor.

2.2 MILES OF BIKE LANES EXIST WITHIN THE DDA DISTRICT





CAPITOL
AVE

CAPITOL AVENUE



ADMINISTRATION AND MANAGEMENT





DDA OVERVIEW

The Cheyenne Downtown Development Authority (DDA) was established in 1984 and is affiliated with the City of Cheyenne under W.S. 15-9-201 et. seq. The DDA is comprised of a 7-member, volunteer Board of Directors, appointed by the Mayor of Cheyenne, who is committed to the economic and physical improvement of the Downtown area.

There are two statutorily enabled funding sources for the DDA - tax increment financing and a mill levy. In 1993, a successful mill levy election enabled the DDA to collect property taxes on non-residential Downtown properties to be used for Downtown enhancements. The ultimate goals of this transition were to boost Downtown's profile on the political agenda, encourage investment in Downtown, and redefine the DDA's business recruitment and retention roles.

Today, the DDA serves as the private/public champion encouraging new investment in the central business district. The DDA partners on a wide variety of projects and programs to preserve Cheyenne's colorful history and to enhance historic Downtown Cheyenne, as the region's top commercial center with more than \$100 million in recent and proposed public and private investment.

PLAN OF DEVELOPMENT

An initial action plan drafted for the DDA board in early 1991 recommended the creation of a Downtown master plan. This plan was commissioned by the DDA to develop comprehensive recommendations and guidelines for the development of Downtown Cheyenne. While not the community's first "Downtown plan", the 1991 DDA Plan of Development served as the first statutory guiding document for the DDA under W.S. 15-9-208. Over the years, the 1991 Plan was updated to reflect changing conditions and new economies in Cheyenne, including the 1993 TIF and Streetscape Design Boundary Update, the 2006 Market-Based Plan, and the 2011 Plan of Development.

DDA ROLE

The DDA serves as a key leader in shaping a strong and cohesive identity for Downtown Cheyenne, working toward a future that aligns with its visionary goals. This leadership role involves maintaining a consistent vision, strengthening partnerships, implementing actionable strategies, promoting positive public relations, securing diverse funding sources, advocating for supportive policies and regulations, and engaging with community

service programs that enhance the quality of life in Downtown.

As stated in the 2024 DDA Board Bylaws, the mission of the Cheyenne Downtown Development Authority is to be a catalyst for economic development, redevelopment, and revitalization in Downtown.

To this end, the DDA will:

- Advocate for Downtown welfare, creating and maintaining a positive and constructive image for Downtown among all sectors of the public,
- Support the numerous groups and individuals concerned with economic growth and quality of life, coordinating their efforts relative to Downtown and serving as a liaison between the Downtown community and governmental entities,
- Promote a comprehensive and long-range approach to Downtown issues, framing them within regional and national contexts,
- Foster diversity, good management, excellence in design, and excitement in the Downtown, and seek funding to accomplish this mission.

PLAN MANAGEMENT AND UPDATE PROCESS

As this plan is used over the next 10 to 15 years, its flexibility should be maintained. No planning document can foresee all possible variations of a community's future, and this document 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 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.

Keeping the day-to-day management of Downtown projects within budget and time constraints will rely on creation of a Work Plan. The Work Plan is intended to build upon the guidance provided within the Action Plan and 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 staff, with assistance from the DDA Board and community partners, and be updated on an as-needed basis.

DDA staff and the board will review the plan on a regular basis and publish a report that evaluates success and progress made toward priorities and action items. These reviews allow staff and the Board the opportunity to respond to changing conditions and evolving dynamics and implement new strategies as opportunities arise. In addition to annual review, the Plan should be comprehensively reviewed and updated every 5-10 years as necessary.

If staff and the Board find that changing conditions warrant an update to the Plan, specifically updated priorities or action items, DDA staff and the 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 .S. 15-9-208. Administrative amendments are processed by staff with no formal action by the Planning Commission or City Council.

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 priorities or implementation action items

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 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.



PROJECT IMPLEMENTATION, TRACKING, AND MANAGEMENT

IMPLEMENTATION PARTNERS

While the role of the DDA is one of leadership, the DDA has limited funds and scope and therefore relies on numerous partners for economic development and physical enhancements. These partners are crucial in creating a vibrant, welcoming, and safe Downtown environment. The following are just a few of the key partners:

Arts Cheyenne. Arts Cheyenne is a non-profit organization advocating and promoting art and culture in Cheyenne and Laramie County, including providing strategic assistance to existing artists and cultural organizations, promoting existing and launching new cultural opportunities, and advocating for consistent, stable cultural support systems.

City of Cheyenne. The City of Cheyenne provides TIF to the DDA. The DDA partners with the City of Cheyenne on the Clean & Safe program, parking programs, Downtown planning, and Depot Plaza events. While the City of Cheyenne parking facilities offer improved parking in the Jack R. Spiker Parking Structure, George Cox Parking Garage, and the City lot, parking remains a perceived barrier to new businesses that need a significant number of parking spaces for employees and/or for customers.

Cheyenne City Council. The Cheyenne City Council is the Governing Body for the City of Cheyenne. The City Council has the ability to enact ordinances, approve City growth and development, establish rules and regulations, and appropriate funds to conduct City business, making City Council a strong partner in all Downtown development and redevelopment efforts.

Cheyenne Depot Museum. The Cheyenne Depot Museum manages the Union Pacific Depot and is the landlord for the DDA. The Cheyenne Depot Museum works with the City of Cheyenne and DDA to put on Downtown events, both in the Union Pacific Depot lobby and on the Depot Plaza, including the Farmers market, Fridays on the Plaza, and the CFD Pancake Breakfast.

Cheyenne Downtown Business and Merchant Groups. The Downtown business and merchant groups have evolved over the years but have maintained core missions to identify, plan, and execute ideas and initiatives that advocate for the enhancement of Downtown Cheyenne. The role of Downtown business and merchant groups varies by group. Currently, the Downtown Business Collective serves as a clearinghouse for Downtown events and business owner information.

Cheyenne Historic Preservation Board (HPB). The Historic Preservation Board (HPB) advises the Governing Body on decisions regarding historic preservation. The goals of the HPB are to save historic places, increase community engagement and awareness, and secure funding from the city, grant opportunities, and other fundraising activities.

Cheyenne LEADS. Cheyenne LEADS is a member-supported private non-profit corporation devoted to bringing jobs and economic opportunity to Laramie County. LEADS serves as the Economic Development entity for the City of Cheyenne and Laramie County. LEADS can assist non-retail businesses in all phases of relocation or expansion in the area.

Depot Plaza

Enhancements to the Union Pacific Depot Plaza were identified in the 1991 Plan of Development.

These enhancements included rehabilitation to the Union Pacific Depot building as a museum, creation of a downtown park suitable for large gatherings, and sidewalk improvements focusing on accessibility.



Photo Credit: Wyoming State Historic Preservation Office (SHPO)

Cheyenne Police Department. The Cheyenne Police Department provides security and support during Downtown events. The Cheyenne Police Department also oversees parking enforcement and permits for Cheyenne roadways and City of Cheyenne parking structures.

Cheyenne Urban Renewal Authority (URA). The Wyoming Urban Renewal Code enables municipalities to create Urban Renewal Authorities (URA) to authorize rehabilitation and redevelopment of these defined areas as necessary for the public safety, health, morals, and welfare for the residents of the City of Cheyenne. The URA reviews Urban Renewal Plans and Projects for specific areas and makes recommendations regarding the use of Tax Increment Financing (TIF).

Greater Cheyenne Chamber of Commerce. The mission of the Greater Cheyenne Chamber of Commerce is to make the greater Cheyenne area a more prosperous and quality community by being the voice of business; by advocating and promoting the Cheyenne area as a regional business center and by serving as a leader for community and economic growth.

Mayors Council for People with Disabilities. The Mayor's Council for People with Disabilities (MCPD) advises the Mayor's Office, City Council, and City staff on ways to support people with disabilities in Cheyenne. This includes helping to improve accessibility, recreation, employment, transportation, and self-advocacy for people with disabilities and their families in the community.

Laramie County. Laramie County provides some funding for economic development to the DDA.

Visit Cheyenne. Visit Cheyenne is the official tourism organization for the Cheyenne area, whose mission is to

promote Cheyenne as a destination to both leisure and business travelers. Visit Cheyenne partners with the DDA on projects and programs that encourage visitors to come, eat, shop and stay in Downtown Cheyenne.

State Historic Preservation Office. The Wyoming State Historic Preservation Office (SHPO) documents, preserves, and promotes Wyoming's heritage through historic preservation efforts. SHPO provides information on the designation of historic properties, historic preservation information, and funding opportunities for preservation efforts statewide.

Wyoming Department of Transportation. Lincolnway (16th Street) and the Warren and Central Avenue couplets, the main thoroughfares through Downtown, are Wyoming Department of Transportation (WYDOT) rights-of-way. WYDOT can be a partner in infrastructure and roadway upgrades, traffic studies, public transit integration, and bicycle and pedestrian facility upgrades and expansions. WYDOT can also help secure federal or state funding and grants for transportation-related projects.

Wyoming Independent Citizens Coalition (WICC). The Wyoming Independent Citizens Coalition (WICC) is a community organization focused on education, community engagement, and advocacy. The WICC has been heavily involved in improvements of the Southside corridor, notably, implementing the DDA pedestrian bridge art installation. WICC has met with business and property owners to educate them on funding opportunities available through the DDA.

Wyoming Business Council. The Wyoming Business Council administers numerous grant programs targeted to spur economic development. Current grant opportunities are discussed later in this section.

The following three projects are identified as 2024 Council Priorities:

Pump House Rehabilitation

Council Champion: Laybourn

Specific Goals:

- » Secure and prevent further building deterioration
- » Begin process of finding a tenant

Measures of Success:

- » Pump House rehabilitated
- » Tenant negotiations in progress

15th Street Project

Council Champion: White

Specific Goals:

- » Support current project to move railcars
- » Get contract in place
- » Schedule work session

Measures of Success:

- » Specific plan in place for placing railcars
- » Work session held

Reed Avenue

Council Champion: Esquibel

Specific Goals:

- » Locate underground utilities (contractor hired Jan 2024)
- » Closure of crossings at 18th and 21st streets

Measures of Success:

- » Secure grants for crossing elimination
- » Complete design concept and work session held

CATALYST PROJECTS

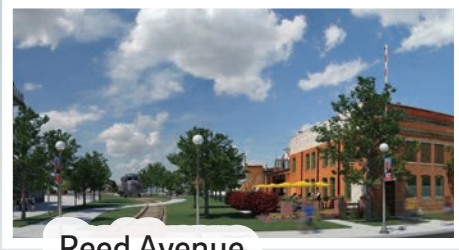
Within the implementation plan, seven catalyst projects have been identified to jump start the process and built momentum and trust in the Plan. The following catalyst projects are not listed in any particular order, but have been identified as top priorities for Plan implementation. The catalyst projects are a combination of large-scale redevelopment projects, streetscape enhancements, and pedestrian safety enhancements.

These projects have been prioritized due to investment in the area and priorities of other City departments and partner agencies. Due to staff and funding limitations, partnerships in both funding and project management will be required to implement these catalyst projects. The Cheyenne City Council identified the following three council priorities that support the catalyst projects: the Pump House, 15th Street Project, and Reed Avenue.

17th STREET LIGHTING

The existing overhead lighting along 17th Street extends from Warren Avenue to Thomes Avenue. The initial 17th Street Lighting Project included illuminating the streets with lights and helping to improve streetscape with new trees and sidewalk repairs from Warren to Pioneer Avenue. Upgrades were made in 2023 to the existing lighting.

This project focuses on extending the overhead lighting along the full extent of 17th Street to connect the West Edge to the rest of the DDA.



Reed Avenue Corridor



15th Street Project



Pump House Project



17th Street Lighting



1600 Alley Enhancements

2024 Plan of Development Catalyst Projects

PUMP HOUSE PROJECT

The Pump House Project is a stormwater detention area consisting of five City-owned parcels totaling approximately 3.2 acres located along the Union Pacific railroad corridor and bounded by West Lincolnway to the north, Reed Avenue to the east, and Ames Avenue to the west. The Pump House Project was first conceptualized in the *2014 West Edge Visionary Blueprint* and identified as a catalyst project in the *2016 West Edge Area Wide Plan* including constructed wetlands for stormwater detention, a trail system, and restoration of the historic stone pump house for use as a community gathering place.

As of 2016, a Phase I and Phase II ESAs have been completed for all five parcels. The assessment work for the two City Pump House parcels was funded by a BCA grant, and City funds were used on the other three parcels. The Phase II ESA indicated that PAH, VOC, GRO, and heavy metal concentrations in site soil samples exceeded Wyoming direct contact residential SCLs on all four parcels. EPA 319 provided funding for this project and design is underway in 2016. Restoration of the Pump House is identified as a 2024 City Council priority.



Conceptual Plans for the Pump House Project

Source: *2014 West Edge Visionary Blueprint*

**Learn more about the
Pump House Project at**

[www.cheyennecity.org/
pumphouse](http://www.cheyennecity.org/pumphouse)



Pump House Project Potential Stormwater Site Plan & Character Sketches

Source: *2014 West Edge Visionary Blueprint*

REED AVENUE CORRIDOR

The Reed Avenue corridor was created in the early 1900s, when the City of Cheyenne granted a railroad easement within Reed Avenue to allow for improved rail access for businesses on the west side of Cheyenne. Over time, fewer industrial properties were served by the railroad corridor, but the corridor remained an iconic feature in Downtown.

Revitalization of Reed Avenue began in 2014 with the West Edge Visionary Blueprint, followed by the 2016 West Edge Plan and the 2018 Reed Avenue Corridor Plan. The Reed Avenue Corridor Project aims to convert the Reed Avenue right of way in from 15th Street to 23rd Street into a public space that would provide safe pedestrian and bicycle access, gathering and event space, and economic development opportunities, while celebrating the history of the corridor. The BNSF railroad track would still exist and would be separated from the public space.

The project is currently in the design stage following an RFP process in early 2023. Utility locates within the corridor took place in 2023 and 2024. Final design is expected by late 2024 or early 2025.

Current work on Reed Avenue Corridor is funded in part by the current 6th Penny sales tax, which was approved by voters in 2021. The City will need to secure additional construction funding and continues to work with BNSF on the project. The Reed Avenue Corridor is identified as a 2024 City Council priority.



Conceptual Redevelopment of Reed Avenue
Source: 2014 West Edge Visionary Blueprint

**Learn more about the
Reed Avenue Corridor at**

www.cheyennecity.org/reed



Reed Avenue Rail Corridor Redevelopment Concept Sketches

Source: 2018 Reed Avenue Corridor Plan

15TH STREET PROJECT

The 15th Street Corridor Urban Renewal Plan explores and develops a conceptual plan for public improvements along 15th Street between the Depot and the Reed Rail Corridor. This plan was managed by the City Engineering Department and is not a DDA Plan or an Urban Renewal Plan adopted pursuant to Wyoming State Statutes § 15-9-101 et. seq. The 15th Street Project is identified as a 2024 City Council priority.

Throughout the process residents and business and property owners identified a need to upgrade existing lighting along 15th Street to improve walkability and safety along the corridor. The enhancements proposed in this project are limited to brighter and taller pole lights, overhead lighting similar to those along 17th Street, improved landscaping and street trees, and striped on-street parking spaces.

Lighting enhancements are proposed with the overall 15th Street Project, but due to the extent and timeline of that process, lighting upgrades and minor streetscape enhancements are proposed in the interim. The intent of these lighting and streetscape enhancements are to spur investment and serve as base enhancements while the larger 15th Street Project is in process.



Learn more about the
15th Street Plan and Project
on the DDA website!



Proposed Improvements, West View - Day



Proposed Improvements, West View - Night



Proposed Improvements, East View - Day

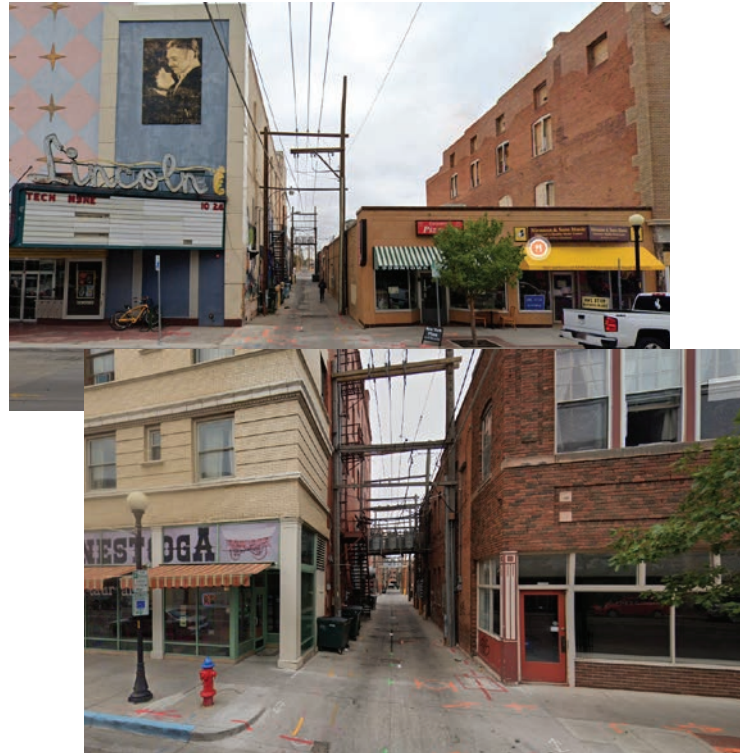


Proposed Improvements, East View - Night

1600 BLOCK ALLEY ENHANCEMENTS

Enhancements to the 1600 Block Alley were initially identified in the [2017 Downtown Alley Enhancement Feasibility Study](#) along with other recommendations throughout Downtown but have yet to be implemented. The 2017 Feasibility Study identified extensive alley enhancements throughout Downtown and identified the 1600 block from Central Avenue to Carey Avenue as a pilot project. The enhancements identified for this alley included removal of overhead power lines, extensive landscaping and lighting upgrades, seating areas, and murals, creating a similar look and feel to the alleyways in Downtown Fort Collins, Colorado. While the project has not yet been planned, the 2017 study identified this alley as a potential catalyst for further alley enhancement efforts.

The proposed enhancements in this plan are intended to be a starting block for more long-term extensive enhancements to build from. The proposed improvements in this Plan focus on safety and clean-up, specifically removal of overhead power lines, consolidation of trash cans and waste bins, and installation of pole lights with some overhead lighting.



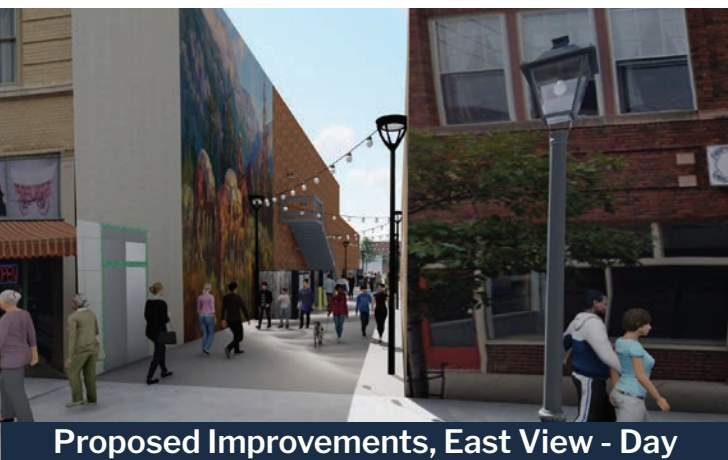
Existing 1600 Block Alley



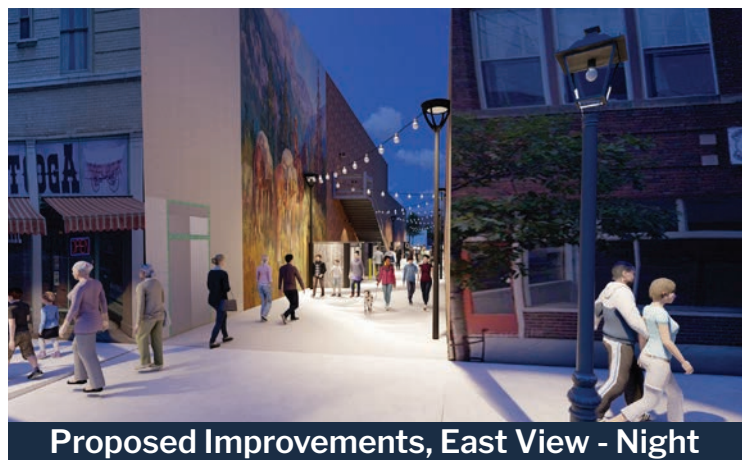
Proposed Improvements, West View - Day



Proposed Improvements, West View - Night



Proposed Improvements, East View - Day



Proposed Improvements, East View - Night

ACTION PLAN AND IMPLEMENTATION MATRIX

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 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 can be achieved within a short time frame, typically 1-3 years, and often at a low cost. These actions focus on health and safety improvements that have an immediate impact, such as maintaining existing infrastructure. For example, safety enhancements may include upgrading existing lighting in public areas, repairing roads or sidewalks, adding crosswalks, or improving signage to reduce accidents and ensure the wellbeing of both residents and visitors.

By addressing these smaller, base-level items, Cheyenne is ensuring that the base infrastructure and groundwork have been completed 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, reducing the need for larger and more costly improvements later. By laying the groundwork, Cheyenne can build community trust and demonstrate measurable progress toward their broader goals while managing resources effectively.



ASPIRATIONAL

Aspirational action items are more ambitious projects that require greater financial investment than foundational actions but can typically be completed within 3-5 years. These actions may require greater coordination with external agencies or other City departments and often involve creating new infrastructure or large expansions to existing facilities to enhance community connectivity and aesthetics. Aspirational actions may include expanding streetscape features, such as planting trees, installing public art, upgrading street furniture, and construction of new pedestrian and bicycle pathways. These projects 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 a community. 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, such as the development of new activity centers or the implementation of a conceptual corridor design. These projects rely on foundational and aspirational actions to provide essential services and infrastructure so that visionary projects can stimulate economic growth, enhance social interaction, and strengthen the overall identity of the area. These projects are crucial in ensuring that Downtown is vibrant, inclusive, and forward-thinking.






VISIONARY

-  Pump House Project
Reed Aveue Corridor
 -  Wayfinding Signage
- 5-7 YEARS**

ASPIRATIONAL

-  Anchor Tenant
 -  Outdoor Dining
 -  Standard Designs
 -  15th Street Experience
 -  Artist/Makers-space
 -  Enhance Transit Service
 -  Explore Local Historic Preservation Funding Options
 -  Design Assistance Program
 -  Design Review
 -  1600 Alley Project
 -  Gateway Enhancements
- 3-5 YEARS**

FOUNDATIONAL

-  Entry Surveys
 -  Enhance Pedestrian Crossings
 -  Greenway Connections
 -  Enhance Downtown Parking
 -  Streetscape/Greenscape Enhancements
 -  Preservation Handbook
 -  Funding Guide
 -  Enhance Design Guidelines
 -  Enhance Bicycle & Pedestrian Amenities
 -  Existing Street Lighting
 -  Lighting Design for Alleys
 -  Art Planning
 -  Downtown Development Standards
- 1-3 YEARS**

-  Continuation of Grant Programs
 -  Resource Repository
 -  Winter Events
 -  Micromobility
 -  Public Perception
 -  Website Updates
 -  Alley Maintenance
 -  Sidewalk Snow Removal
 -  Walkability
- IMMEDIATE**

FOCUS AREA

-  BUILDING & STREET CHARACTER
-  ECONOMIC & CULTURAL DEVELOPMENT
-  INFRASTRUCTURE & LAND USE
-  TRANSPORTATION & PARKING



PROJECT FUNDING

Adequate and sustainable funding is a crucial element to ensure implementation of this Plan, support economic development, and foster a vibrant Downtown. Local, state, and federal funding sources can be utilized for projects identified in this Plan.

The following is a summary of funds currently available as well as general guidance and applicability of funds for projects identified in this Plan.

LOCAL FUNDING OPTIONS

Generally, the focus on future application of DDA funds should be for:

1. Small-scale development projects that include creation of public gathering spaces or enhance adjacent public property.
2. Investments in larger-scale private sector development improvements that provide a demonstrated community benefit such as a major employment opportunity or affordable housing.
3. Adaptive reuse of existing building stock for residential development, and particularly those providing needed workforce housing.
4. Funding of existing Downtown arts and culture events and programs.

CITY GENERAL FUND

The City General Fund is the primary operating fund of the City of Cheyenne. This fund is used for general government operations, including services like public safety, street maintenance, and community services, unless specifically designated for another fund. There is the opportunity to utilize funds from the City general fund for public improvements Downtown at the discretion of the City Council.

SPECIAL PURPOSE TAX (5TH & 6TH PENNY)

State law allows municipalities to fund specific projects through a voluntary 1% additional sales tax through ballot measures. Local governments can pass resolutions that include proposed projects and amounts needed to complete those projects. Voters are then asked to vote on those projects. If approved by the majority of voters, a “sixth penny” sales tax is added to all purchases in the

jurisdiction. The 5th Penny collects taxes for a four-year period, and the 6th Penny only collects taxes until the specific amount needed for the approved projects is reached. The next 5th and 6th penny options will be on the 2025 ballot. The DDA could propose to fund larger infrastructure and redevelopment projects, but would need significant community buy-in. The 17th Street lighting project utilized this funding source.

MILL LEVY

Wyoming State Statute (W.S. § 39-13-104) allows for a property tax system called a "mill levy." One mill is equivalent to \$1 of tax per \$1,000 of assessed property value. These mill levy taxes are set by each tax district and can be assigned for specific purposes. The DDA mill levy was increased from 10.0 mills to 20.0 mills in 2019 by public vote. Mill levies are often used to fund school districts and government operations, but the DDA could use the funds for infrastructure and streetscape enhancements Downtown including curb and gutter repair, alley maintenance, infrastructure upgrades, and other similar public enhancements.

TAX INCREMENT FINANCING (TIF)

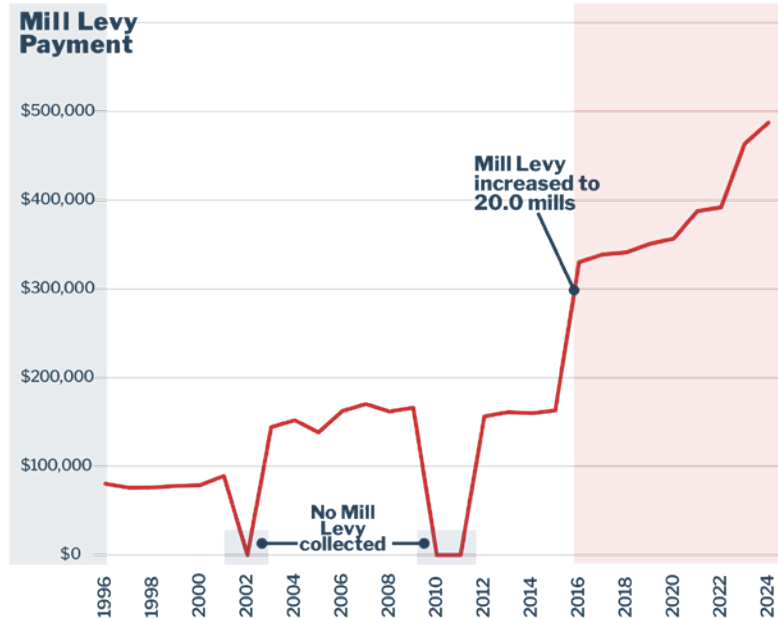
As mentioned in Chapter 2, the DDA should use its powers as an Urban Renewal Authority and Tax Increment Financing (TIF) to reinvest in amenities that support Downtown vitality. While only a portion of the DDA district is within a designated blight area, multiple projects have been proposed and are therefore able to utilize TIF and federal URA funds. The DDA is enabled by state statute to implement TIF on property taxes and/or sales taxes within the district. A Sales Tax Increment Financing (STIF) program which leverages future sales tax revenues to encourage investment in underdeveloped and blighted areas. The increased sales tax revenue that occurs annually over the life of program can be utilized for public improvements within the Downtown District. This TIF program operates by establishing a "base" level of sales tax revenue in its first year. Each year thereafter, any sales tax revenue collected above this base (the "increment") is directed to the DDA. Projects to be funded from DDA revenues can include marketing and promotion, streetscape improvements and landscaping, planning, extra street cleaning and maintenance, parking management, events and promotions, and a range of other capital and programmatic projects.

URAs may also leverage TIF funding, but only on property taxes. In addition to the projects a DDA can fund, TIF funds may be used for buying and selling of land, providing financial assistance for developments, as well as the construction of public facilities and infrastructure such as roads, sidewalks, and parks.

Mill Levy

The DDA mill levy was increased from 10.0 mills to 20.0 mills in 2019 by public vote.

This mill levy rate is estimated to generate over \$485,000 annually to be used exclusively for landscaping and maintenance of public areas; planning and management of development or improvement activities; promotion of public events; and activities in support of business recruitment and development.



Tax Increment Financing

The DDA utilized sales tax TIF in 1993 with the adoption of City Resolution No 3403.

This Resolution created a 25-year increment collection for the purpose of implementing the Cheyenne Downtown Streetscape Design and Improvement Program within a 35-block area of downtown, commonly considered "the Core." This formerly expired in 2018; however, the increment benefits were lost in 2015 with the departure of a large sales tax producing entity that relocated to property outside of the Downtown District which caused the annual sales tax collection to be less of the base sales tax. Prior to this departure, the increment was generating over \$600,000 annually and had seen steady increases over the years.



CAPITAL IMPROVEMENT GRANT (CIG)

The purpose of this Capital Improvement Grant (CIG) is to support and encourage private investment that benefits the public realm within the DDA district. Wyoming State Statute requires all improvements must be made in the public right-of-way. Improvements made on private property are not eligible for funding under the CIG.

The Cheyenne DDA requires that applicants awarded CIG funds within the Downtown core area conform to the current Downtown Cheyenne Design Guidelines and Streetscape Standards, as well as the DDA Plan of Development. Implementation of the streetscape design is not required outside the core area of the DDA District.

FAÇADE IMPROVEMENT PROGRAM (FIP)

The DDA's Façade Improvement Program (FIP) promotes the historical and physical revitalization of Downtown by stimulating private investment through enhancements that improve the appearance and attractiveness of Downtown. Under this program, grant funds are focused on historically appropriate exterior improvements to building façades and must be visible from the public right-of-way. Grant applications are reviewed by DDA staff and approved by the Design Committee. Consideration for grant approval should lean towards preservation, enhancement, and restoration of iconic façades and those falling into disrepair. When applicable, grants should prioritize preservation and restoration of building façades for properties listed as "contributing" to the Cheyenne Historic District and/or National Register for Historic Places. A façade easement should be required for all proposed improvements.

PROPERTY ASSESSED CLEAN ENERGY (PACE)

Property Assessed Clean Energy (PACE) programs are designed to help property owners finance energy efficiency, renewable energy, and water conservation upgrades. Through PACE, costs of these improvements are covered upfront and then repaid as a special assessment on the property's tax bill over time. PACE programs are available in two primary forms: Residential PACE (R-PACE) and Commercial PACE (C-PACE).

To learn more about PACE programs visit the [Department of Energy PACE website here!](#)

VERTICAL HOUSING TAX CREDIT (VHTC)

One of the key recommendations from the *2016 West Edge Area Wide Plan* is to encourage multi-family housing throughout the area. The plan notes that local developers identified property tax exemption as a significant incentive that could encourage multi-family housing development. The State of Oregon utilizes a Vertical Housing Tax Credit (VHTC) property tax abatement tool encourages multifamily housing in vertical structures in many municipalities. In general, the tool freezes the baseline value of the property for property tax assessment purposes for 7 - 10 years. At the expiration of the tax freeze the property is assessed at the current value. At present, no states beyond Oregon utilize this type of tax credit, but it may be worth exploring to incentivize affordable housing Downtown.

BROWNFIELD TAX INCENTIVE

The *2016 West Edge Area Wide Plan* also identifies the potential for the DDA to utilize a local Brownfield Tax Incentive to fund redevelopment activities within the district. The plan notes that local governments can provide a direct financial incentive to parties willing to redevelop brownfields by adopting a special property tax assessment on brownfields land or a property tax exemption on improvements and personal property located on the brownfield property through a tax abatement.

At the federal level, the Brownfields Tax Incentive first passed as part of the Taxpayer Relief Act of 1997. It allowed taxpayers to deduct remediation expenditures for the cleanup of a property if the property was used for trade, business, or producing income. However, following a two-year extension in 2009, the incentive expired on January 1, 2012, and Congress has not reauthorized this tax incentive in its same form, though the 2018 Brownfields Utilization, Investment and Local Development (BUILD) Act reauthorized EPA's Brownfields Program.

Many Western communities have adopted local Brownfield Tax Incentives including Glenwood Springs, Colorado; Tacoma, Washington; and Salt Lake City, Utah. Glenwood Springs utilizes Opportunity Zone funding, allowing investors to leverage federal and state tax incentives for economic recovery and infrastructure improvements. Tacoma also leverages federal and state incentive programs to encourage redevelopment of industrial and commercial areas and Salt Lake City offers tax incentives for the cleanup and conversion of brownfields to housing, retail, and recreational areas.





STATE FUNDING OPTIONS

BUSINESS-READY COMMUNITIES GRANTS AND LOANS (BRC):

The Wyoming Business Council's Business Ready Community (BRC) program offers grants and loans for publicly owned infrastructure that supports business needs and economic growth. Eligible projects include water, sewer, and road infrastructure, as well as rights of way, landscaping, recreation, and educational facilities.

BRC grants are separated into four categories:

- **Business Committed** - provides funding assistance for community infrastructure to facilitate the start-up, retention, expansion, or location of a specific committed business.
- **Community Readiness** - funds planning efforts focusing on building the necessary infrastructure to prepare for future business development in compliance with W.S. § 9-12-601.
- **Community Projects** - funds aesthetic enhancements like landscaping, recreational or convention facilities, and infrastructure to facilitate the start-up or expansion of a child care or senior care facility in compliance with W.S. § 9-12-601.
- **Planning Grants** - funds development of economic development plans, feasibility studies, and regional targeted industry plans.

Local governments and joint powers boards are the primary applicants for this program, but the DDA acts as the project manager for these grant funds.

To learn more about the application process and project types visit the [Business Ready Community Grant and Loan Program website here!](#)

COMMUNITY DEVELOPMENT BLOCK GRANTS (CDBG)

The Wyoming Community Development Block Grant (CDBG) program, administered by the Wyoming Community Development Authority, uses HUD funding to support projects that benefit low- and moderate-income residents, address blight, or meet urgent community needs. Eligible projects include infrastructure improvements for roads, water, and sewer systems, creation of public spaces, business-supporting infrastructure, and housing rehabilitation.

To learn more about the application process and project types visit the [Community Development Block Grant website here!](#)

FEDERAL FUNDING OPTIONS

SAFE STREETS AND ROADS FOR ALL PROGRAM (SS4A):

The Safe Streets and Roads for All Program (SS4A) program provides resources for projects focused on enhancing pedestrian and traffic safety, which is essential for vibrant downtown areas. Funding can support sidewalk expansions, bike lanes, and improved street lighting.

To learn more about the application process and project types visit the [Safe Streets for All website here!](#)

HISTORIC PRESERVATION TAX CREDITS (HTC):

The Federal Historic Preservation Tax Incentives program is administered by the National Park Service and encourages private sector investment in the rehabilitation and re-use of historic buildings. An HTC provides tax relief to restore and rehabilitate these structures, helping maintain architectural character while making the area attractive to businesses and tourists.

To learn more about the application process and project types visit the [Historic Preservation Tax Incentive website here!](#)

TRANSPORTATION ALTERNATIVES PROGRAM (TAP):

The Transportation Alternatives Program (TAP) offers funding for alternative transportation projects that enhance walkability and connectivity, including pedestrian and bicycle facilities, community improvements such as historic preservation and vegetation management, recreational trails, safe routes to school projects, and vulnerable road user safety assessments

To learn more about the application process and project types visit the [FHWA Transportation Alternatives website here!](#)

BROWNFIELDS CLEANUP AND LAND REVITALIZATION PROGRAM:

The U.S. Environmental Protection Agency (EPA) Brownfields Program administers a number of grant programs to assist in redeveloping contaminated or underused properties into valuable community assets, such as parks, commercial spaces, or mixed-use buildings.

To learn more about the application process and project types visit the [EPA Brownfields website here!](#)



LINKS

Business Ready Community Grant and Loan Program:

<https://wyomingbusiness.org/communities/financing/business-ready-community/>

City of Cheyenne - Reed Avenue Corridor Project:

<https://www.cheyennecity.org/Your-Government/Departments/City-Engineer/Reed-Avenue-Corridor-Project>

City of Cheyenne - Urban Renewal : <https://www.cheyennecity.org/Your-Government/Departments/Planning-and-Development-Department/Urban-Renewal>

City of Cheyenne: Historic Pumphouse: <https://www.cheyennecity.org/Your-Government/Departments/Public-Works/Historic-Pumphouse>

Department of Energy PACE website: <https://www.energy.gov/scep/slsc/property-assessed-clean-energy-programs>

EPA Brownfields: <https://www.epa.gov/brownfields>

FHWA Transportation Alternatives: https://www.fhwa.dot.gov/environment/transportation_alternatives/

NPS Historic Preservation Tax Incentives: <https://www.nps.gov/subjects/taxincentives/index.htm>

US DOT Safe Streets and Roads for All Program: <https://www.transportation.gov/grants/SS4A>

2017 Downtown Alley Enhancement Feasibility Study: <https://www.cheyennecity.org/files/sharedassets/public/v1/departments/planningdevelopment/2017-downtown-alley-enhancements.pdf>

2023 15th Street Corridor Urban Renewal Plan: <https://www.cheyennecity.org/Your-Government/Departments/Planning-and-Development-Department/East-15th-Street>



PARAMOUNT
THE SECOND FLOOR
OFFICES AVAILABLE
DAILY WEEKLY MONTHLY

APPENDIX I. IMPLEMENTATION MATRIX

Action	Chapter
Website Updates. Develop a subpage on the DDA website to share the existing design guidelines and grant opportunities.	Building & Street Character
Funding Guide. Develop an informational guide to federal, state, and local funding opportunities for historic preservation.	Building & Street Character
Streetscape/Greenscape Enhancements, including planters and street fixtures. Locate and assess all needed streetscape enhancements (ownership, condition, etc.), identify a plan (CDs) utilizing the streetscape design manual to define type, size, location, etc. for additional street trees, plants, and fixtures, and define maintenance plan for all vegetative enhancements (staffing needs, equipment, and watering).	Building & Street Character
Alley Maintenance. Locate and map all alleyways, identifying condition, level of use, and nearby destinations, prioritize alleys for routine cleaning/maintenance, and define maintenance plan for alleys (staffing needs, equipment, capital improvements like cleaning equipment).	Building & Street Character
1600 Alley Enhancements. Update the east-west alleys in the 1600 block from Warren Avenue to the parking garage including lighting, utilities, and clean-up. Refer to the Core Plan for alley improvement design. Consult with community partners and utility companies to assess undergrounding overhead lines.	Building & Street Character
Walkability. Evaluate and implement strategies or programs to enhance public safety and pedestrian connectivity through sidewalk repair assistance programs, considering factors such as community needs, funding availability, and program effectiveness.	Building & Street Character
Enhance Bicycle and Pedestrian Amenities. Locate through GIS and assess all bike racks and sidewalk conditions (ownership, condition, etc.), identify plans (CDs) for additional enhancements and repair of broken sidewalks, trip hazards, and missing sidewalks (define type of pavement, location, block-by-block or whole corridor improvement, etc.) utilizing streetscape design manual. Once installed, define a maintenance plan for facilities (staffing needs, equipment, capital improvements).	Building & Street Character
Existing Street Lighting. Enhance downlighting Downtown by upgrading existing fixtures along 15 th Street, locating additional fixtures to enhance safety, implementing ornamental lighting, and continuing overhead 17 th Street lighting.	Building & Street Character
Continuation of Grant Programs. Administer grant programs that encourage private investment, facilitate redevelopment, and preserve the historical character and scale of downtown, while considering community needs, funding availability, and program effectiveness.	Economic and Cultural Development
Resource Repository. Work with Visit Cheyenne, Cheyenne Chamber of Commerce, Cheyenne LEADS, Downtown Business Collective, and other partners to create single location for resources/information related to Downtown events.	Economic and Cultural Development
Winter Events. Continue to work with Cheyenne Chamber of Commerce, Cheyenne LEADS, Visit Cheyenne, Downtown Business Collective, and other partners to identify opportunities for fall and winter events to encourage year-round visitation Downtown.	Economic and Cultural Development

<i>Topic</i>	<i>Priority</i>	<i>Time frame</i>	<i>Category</i>	<i>Lead</i>	<i>Partner(s)</i>	<i>Priority Level</i>
Historic Resources	Education	Immediate	Foundational	DDA	Planning	1
Historic Resources	Education/Funding	1-3 years	Foundational	HPB	DDA, Planning	1
Streetscape Amenities	Visual/Aesthetic Enhancements	1-3 years	Foundational	DDA	GIS Cooperative	1
Streetscape Amenities	Visual/Aesthetic Enhancements	Immediate	Foundational	DDA	Clean and Safe	1
Streetscape Amenities	Visual/Aesthetic Enhancements	3-5 years	Aspirational	DDA	Clean and Safe, Engineering	1
Streetscape Amenities	Safety	Immediate	Foundational	DDA, Engineering	City	1
Streetscape Amenities	Safety	1-3 years	Foundational	DDA	GIS Cooperative, Planning, MPO	1
Streetscape Amenities	Safety	1-3 years	Foundational	DDA	Planning	1
Tourism, Art, and Cultural Amenities	Ongoing Efforts	Immediate	Foundational	DDA	Planning	1
Tourism, Art, and Cultural Amenities	Events	Immediate	Foundational	DDA	Visit Cheyenne, Cheyenne Chamber of Commerce, Cheyenne LEADS, Downtown Business Collective	1
Tourism, Art, and Cultural Amenities	Events	Immediate	Foundational	DDA	Visit Cheyenne, Cheyenne Chamber of Commerce, Cheyenne LEADS, Downtown Business Collective	1

Action	Chapter
Downtown Development Standards. Implement new development standards that complement the appearance of Downtown	Infrastructure & Land Use
Pump House Project. Actively support the completion of the development of the Pump House Project on the five City properties between Ames Avenue, the railroad, and West Lincolnway, including construction of wetlands for storm water detention, and a trail system.	Infrastructure & Land Use
Reed Avenue Corridor. Actively support the finalization and implementation of the Reed Avenue Corridor conceptual design and passenger rail project, and update stakeholders in the DDA.	Infrastructure & Land Use
15th Street Experience. Actively support the finalization and implementation of the 15th Street Plan and implement the 15th Street Experience. DDA staff to update stakeholders.	Infrastructure & Land Use
Enhance Pedestrian Crossings. Support the MPO and City Engineering to identify locations and designs for pedestrian enhancements, design pedestrian crossings, and install enhanced pedestrian crossings.	Transportation and Parking
Greenway Connections. Actively support planning of Downtown connections to the greenway within the Reed Avenue Corridor with new bike facilities on 17 th Street and 22 nd Street, and from the Pump House Project to the Reed Avenue Corridor.	Transportation and Parking
Enhance Downtown Parking. Support additional areas for diagonal parking located away from high use pedestrian areas. Increase the visibility of parking spaces by striping parking stalls where appropriate and when fiscally feasible. Work with business and property owners to explore opportunities for public/private partnerships for employee and visitor parking.	Transportation and Parking
Public Perception. Partner to change public perception of Downtown safety and parking availability. Explore the Downtown Ambassador program and partner with the Clean and Safe Program.	Transportation and Parking
Preservation Handbook. Develop a historic preservation handbook outlining grant opportunities, general property maintenance information, and maintenance requirements.	Building & Street Character
Lighting Design for Alleys. Identify alleyways which need to be lighted and develop an alleyway lighting plan with fixture design, location, etc. Install overhead lighting in alleys per the lighting plan either through an RFP or by City staff.	Building & Street Character
Wayfinding Signage. Identify strategic locations for additional kiosks or street signage, and integrated map in the style of existing wayfinding kiosks. Signs could include contents such as written information, a map of Downtown, and a QR code offering users a historic walking tour. Identify and/or enhance digital wayfinding opportunities.	Building & Street Character
Entry Surveys. Work with Cheyenne Chamber of Commerce, Cheyenne LEADS, Downtown Business Collective, and other partners to conduct entry surveys of businesses that have relocated to Downtown.	Economic and Cultural Development
Micromobility. Support the designation of specific parking locations for micromobility devices such as electric scooters and bikes throughout Downtown to mitigate impacts to sidewalk congestion.	Transportation and Parking

<i>Topic</i>	<i>Priority</i>	<i>Time frame</i>	<i>Category</i>	<i>Lead</i>	<i>Partner(s)</i>	<i>Priority Level</i>
Zoning Standards and Allowances	Infill and Redevelopment	1-3 years	Foundational	Planning	DDA	1
Redevelopment	Ongoing Efforts	5-7 years	Visionary	Planning, Engineering, Parks and Recreation	DDA	1
Redevelopment	Ongoing Efforts	5-7 years	Visionary	Planning, Engineering, MPO	DDA	1
Redevelopment	Ongoing Efforts	3-5 years	Aspirational	Planning, Engineering, MPO	DDA	1
Bicycle and Pedestrian Connections	-	1-3 years	Foundational	Planning	Engineering, MPO, Public Works	1
Bicycle and Pedestrian Connections	-	1-3 years	Foundational	Parks and Recreation	Engineering, MPO, Public Works	1
Parking Availability and Location	-	1-3 years	Foundational	Engineering	Parking	1
Parking Availability and Location	-	Immediate	Foundational	Parking	DDA	1
Historic Resources	Education	1-3 years	Foundational	HPB	DDA	2
Streetscape Amenities	Safety	1-3 years	Foundational	DDA	Planning, Engineering,	2
Streetscape Amenities	Wayfinding	5-7 years	Visionary	DDA	Planning	2
Business Retention	-	1-3 years	Foundational	DDA	Visit Cheyenne, Cheyenne Chamber of Commerce, Cheyenne LEADS, Downtown Business Collective	2
Transit and Micromobility	-	Immediate	Foundational	Engineering	MPO	2

Action	Chapter
<p>Explore Local Historic Preservation Funding Options. Work with SHPO, elected officials, and historic preservation specialists to explore additional local funding options for historic preservation efforts tied to affordable housing. Possible options to explore include development of a revolving fund/loan program from the City funding historic remodels for affordable housing, review of State Statutes to determine allowance for local designations for historic affordable housing, and leveraging LIHTC funding for interior residential updates.</p>	Building & Street Character
<p>Design Assistance Program. Develop a design assistance clearinghouse to provide architectural design resources to assist property owners in exterior design modifications matching the Downtown character.</p>	Building & Street Character
<p>Enhanced Design Guidelines. Update design guidelines, but maintain them as optional for new development and redevelopment.</p>	Building & Street Character
<p>Design Review. Encourage development of and implementation of development and design standards, aligned with the design guidelines, for new construction and façade improvements within the CBD zone district.</p>	Building & Street Character
<p>Sidewalk Snow Removal. Prioritize walkability following major snow events and partner to encourage the enforcement of snow removal and de-icing following major winter storm events. Explore opportunities for access to group rates with a contractor.</p>	Building & Street Character
<p>Gateway Enhancements. Identify locations for additional signage and enhancements and develop a final design. Once designed, solicit cost estimates for gateway enhancements.</p>	Building & Street Character
<p>Art Planning. Work with local artists and the Cheyenne Arts Council to create a standard Downtown Art Plan that encompasses murals, statues, street art, and other forms of art. This plan should create a cohesive vision for Downtown, building upon past successes.</p>	Building & Street Character
<p>Artist/Makers-Space. Continue to support Arts Cheyenne and local artists in artist maker-spaces Downtown.</p>	Economic and Cultural Development
<p>Outdoor Dining. Review and update Downtown regulations to encourage more seating and outdoor dining spaces while retaining pedestrian amenities.</p>	Infrastructure & Land Use
<p>Anchor Tenant. Work with property owners, Cheyenne LEADs, Chamber of Commerce, and other economic partners to identify an anchor tenant for Downtown or bring in a higher education facility to increase the number of residents Downtown.</p>	Infrastructure & Land Use
<p>Enhance Transit Service. Support the implementation of transit enhancements outlined in phases 1-3 of the 2023 CTP which includes costs, a phasing plan, and additional enhancements needed.</p>	Transportation and Parking

<i>Topic</i>	<i>Priority</i>	<i>Time frame</i>	<i>Category</i>	<i>Lead</i>	<i>Partner(s)</i>	<i>Priority Level</i>
Historic Resources	Funding	3-5 years	Aspirational	HPB	DDA, Planning	3
Building Design	Infill and Redevelopment	3-5 years	Aspirational	DDA	Planning	3
Building Design	Infill and Redevelopment	1-3 years	Foundational	DDA	Planning	3
Building Design	Infill and Redevelopment	3-5 years	Aspirational	DDA	Planning	3
Streetscape Amenities	Safety	Immediate	Foundational	Clean and Safe	DDA	3
Streetscape Amenities	Wayfinding	3-5 years	Aspirational	DDA	Planning	3
Tourism, Art, and Cultural Amenities	Art	1-3 years	Foundational	Arts Cheyenne	Local Artists, DDA	3
Tourism, Art, and Cultural Amenities	Art	3-5 years	Aspirational	Arts Cheyenne	Local Artists, DDA	3
Zoning Standards and Allowances	Pedestrian-Focused Ground-Floor Uses	3-5 years	Aspirational	Planning	DDA	3
Redevelopment	Pedestrian-Focused Ground-Floor Uses	3-5 years	Aspirational	DDA, Planning	Visit Cheyenne, Cheyenne Chamber of Commerce, Cheyenne LEADS, Downtown Business Collective	3
Transit and Micromobility	-	3-5 years	Aspirational	Engineering	MPO	3

APPENDIX 2: PUBLIC ENGAGEMENT SUMMARIES



2024 *CHEYENNE DDA* PLAN OF DEVELOPMENT UPDATE

PHASE I ENGAGEMENT SUMMARY



DECEMBER 2024

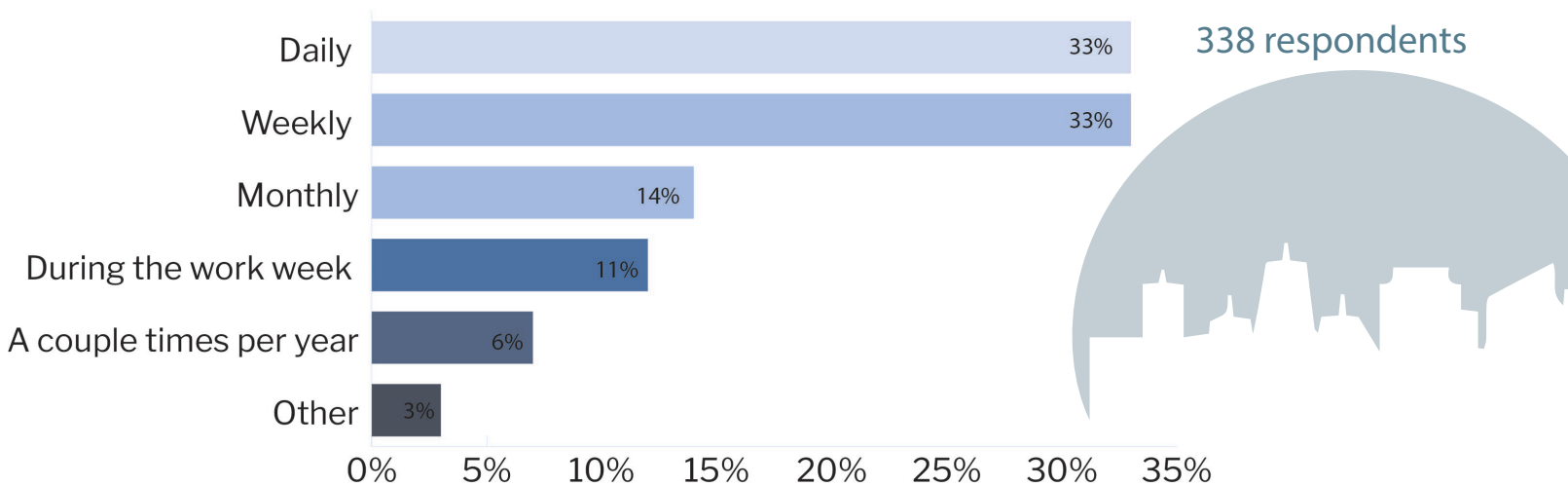




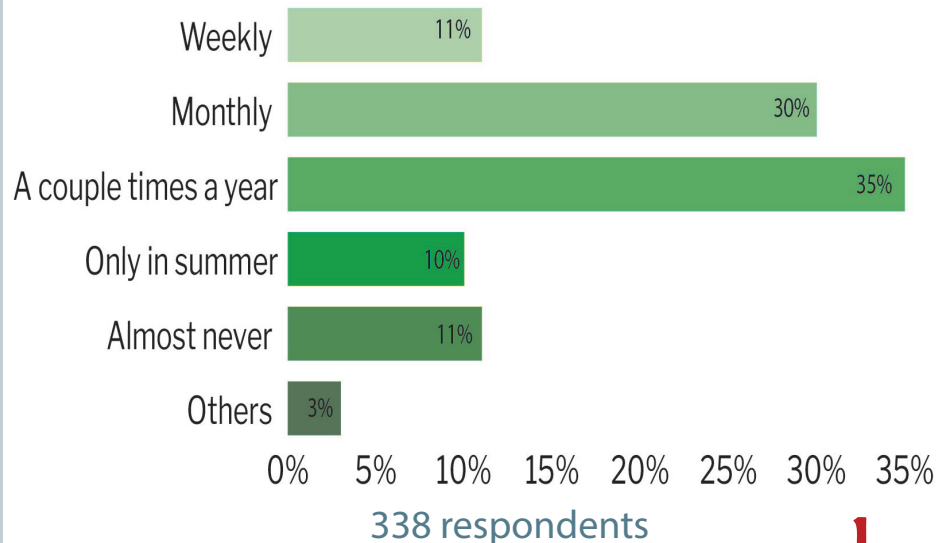
QUESTIONNAIRE #1 ISSUES AND OPPORTUNITIES

As part of the first phase of the Cheyenne Downtown Development Authority Plan of Development Update (Cheyenne DDA Plan), a questionnaire was available November 17, 2023 through February 11, 2024 that garnered over 300 responses. This first questionnaire focused on understanding the community's vision for the Downtown area and its opportunities and challenges. Responses from the first questionnaire are summarized on the following pages.

HOW OFTEN DO YOU VISIT DOWNTOWN CHEYENNE?



HOW OFTEN DO YOU ATTEND DOWNTOWN EVENTS?



TOP TYPES OF EVENTS

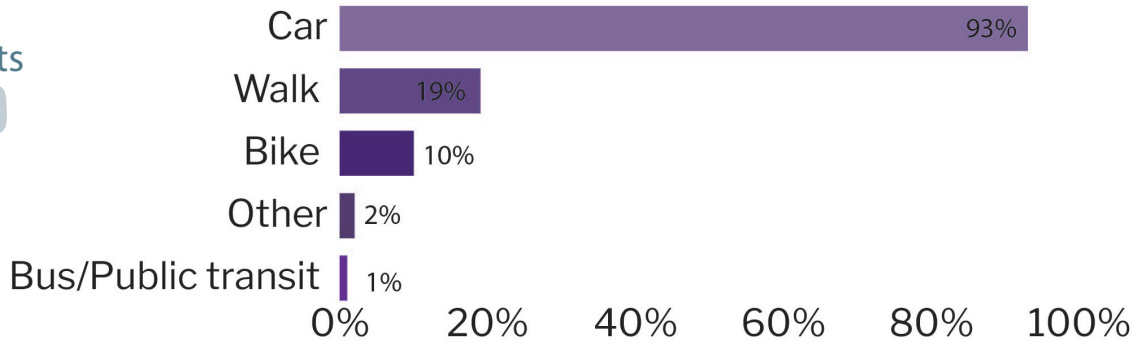
- Food/Drink festivals
- Concerts
- Holiday parades
- Selective events at breweries

KEY TAKEAWAY

Food, music, holidays, and special events are what draw people into Downtown Cheyenne.

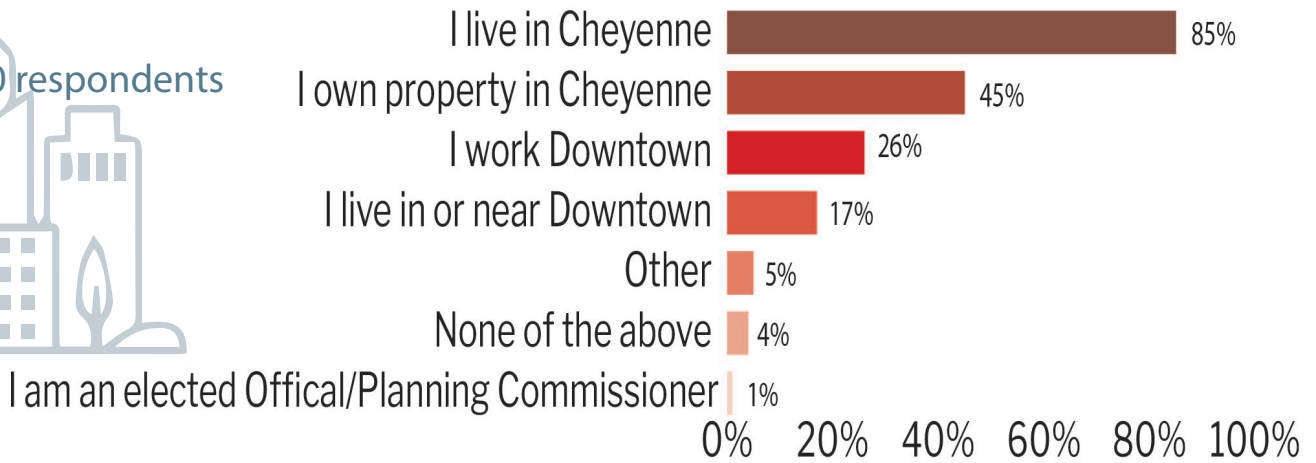
HOW DO YOU USUALLY TRAVEL TO DOWNTOWN? SELECT ALL THAT APPLY

269 respondents



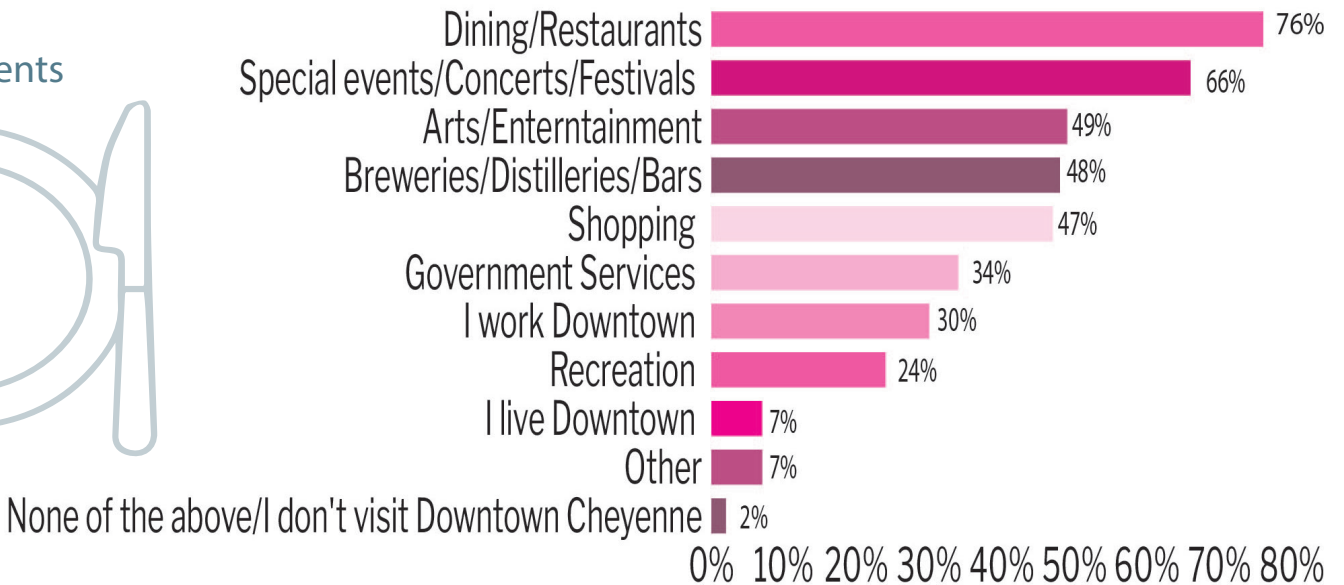
WHICH OF THE FOLLOWING STATEMENTS APPLY TO YOU? SELECT ALL THAT APPLY

280 respondents



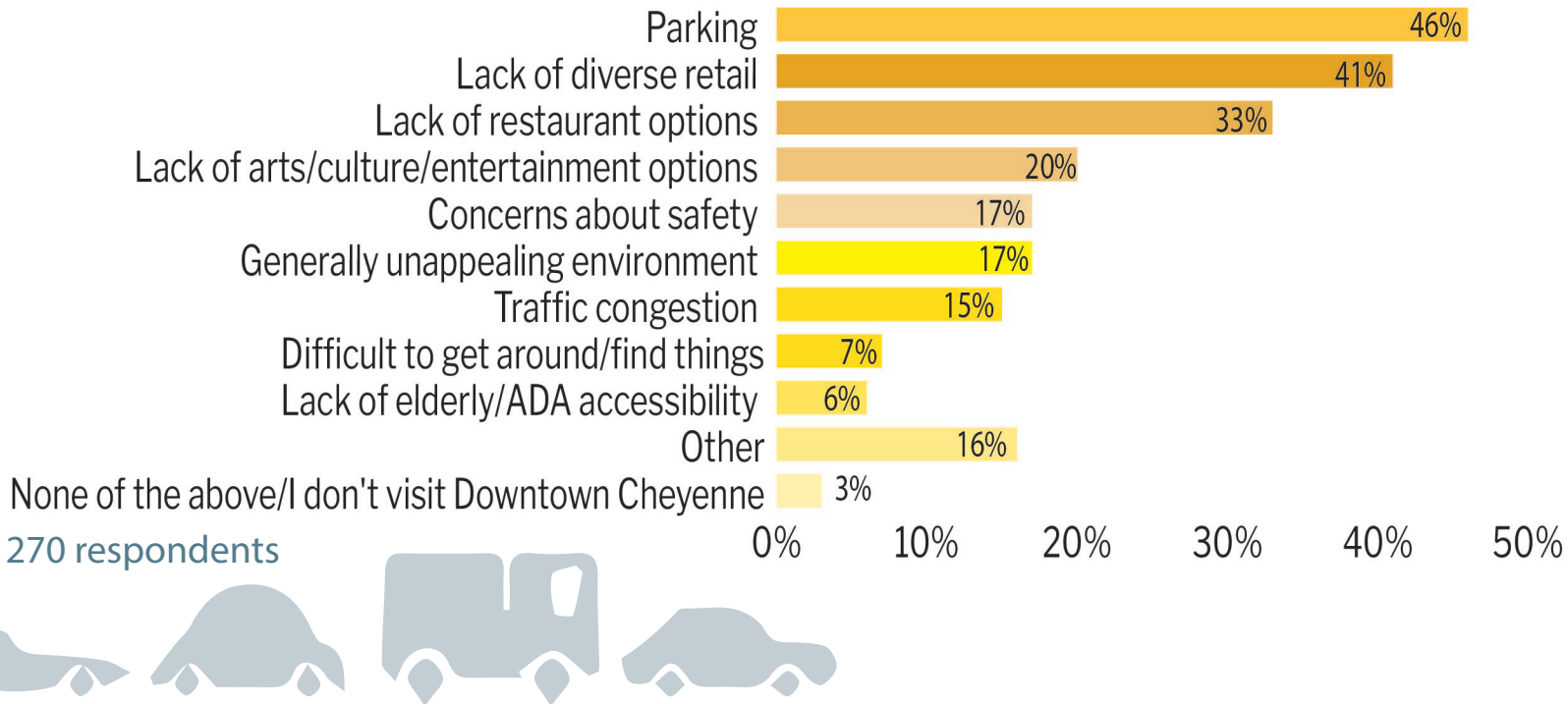
WHAT TYPICALLY BRINGS YOU DOWNTOWN? SELECT YOUR TOP 3 CHOICES

283 respondents



WHICH OF THE FOLLOWING ARE REASONS YOU AVOID DOWNTOWN?

SELECT YOUR TOP 3 CHOICES



WHAT DO YOU LOVE MOST ABOUT DOWNTOWN CHEYENNE?

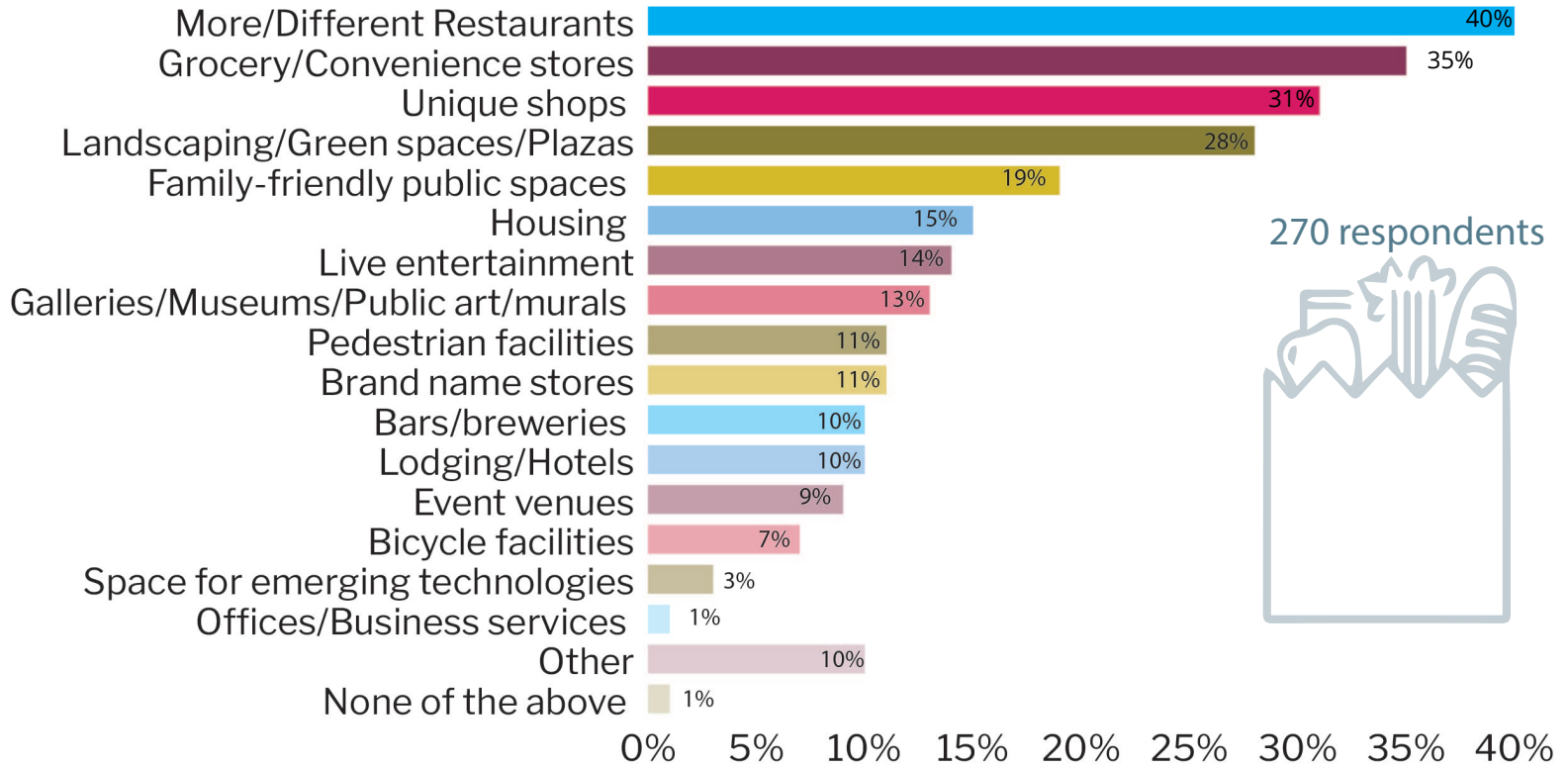
MOST LOVED ASPECTS

- Preservation of historic architecture
- Western atmosphere/city feeling
- Local businesses
- Museums and public art
- The Depot and breweries
- Frequency of free downtown events
- Walkability
- Sense of community
- Holiday lights and CFD banners
- The people

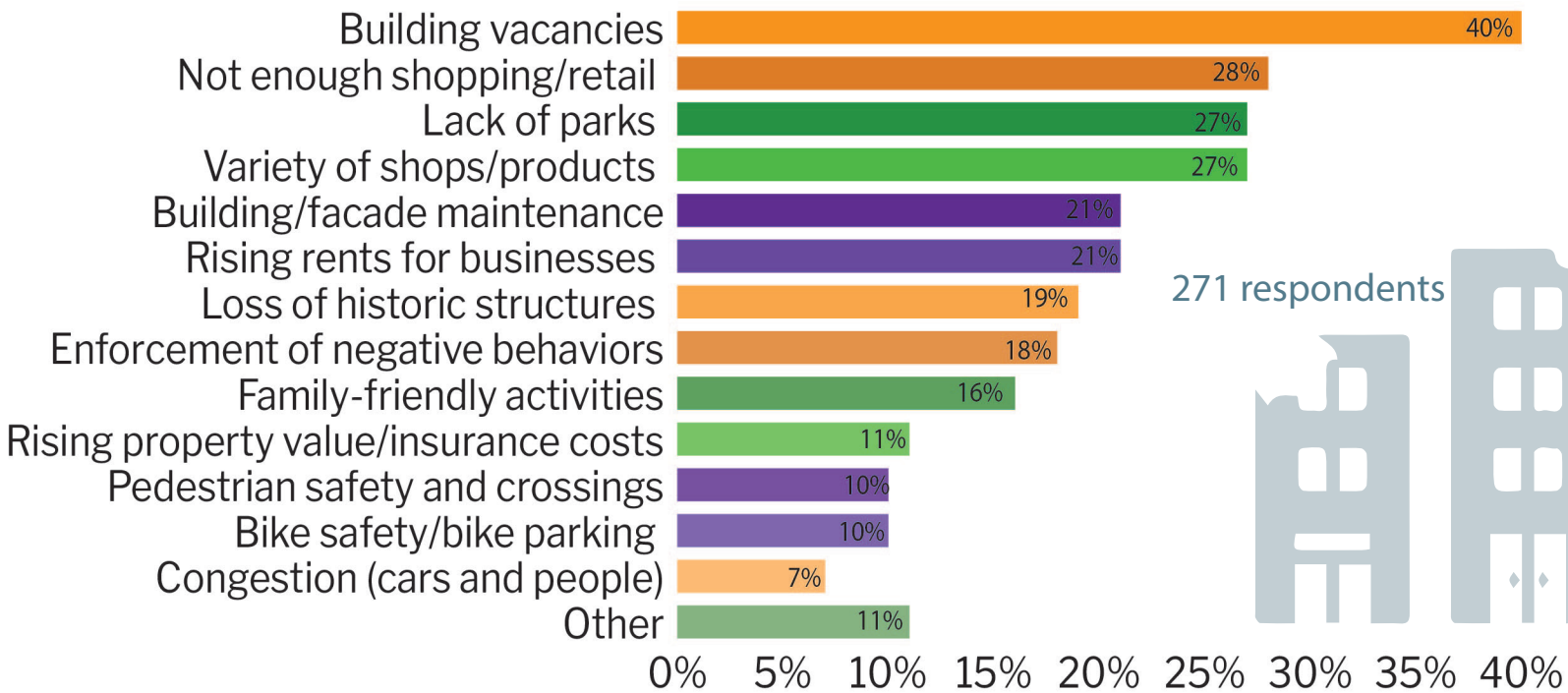
TOP WORDS USED TO DESCRIBE DOWNTOWN CHEYENNE

- Historic
- Western
- Walkable
- Unique
- Potential
- Growth
- Improving
- Small
- Disorganized/disjointed
- Rundown
- Vacant
- Unconnected

WHAT WOULD YOU ADD TO DOWNTOWN CHEYENNE? SELECT YOUR TOP 3 CHOICES

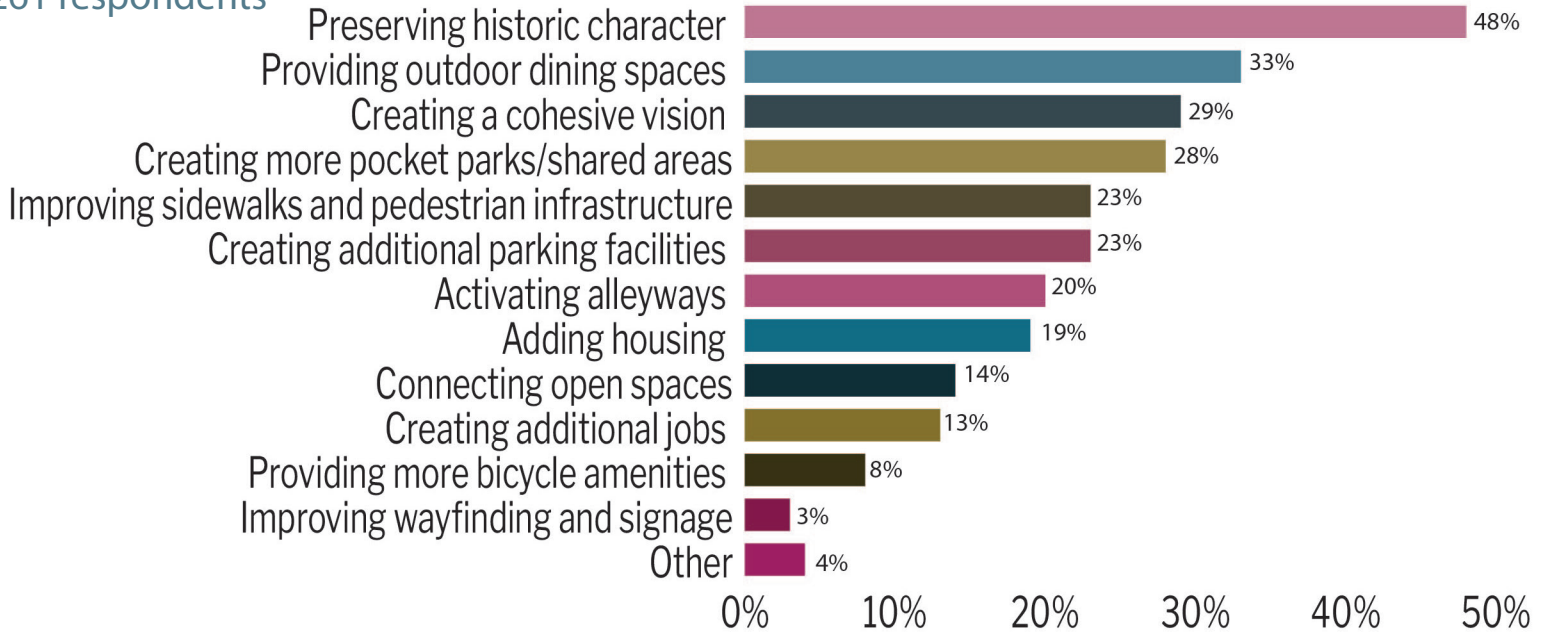


WHAT ARE THE TOP CHALLENGES FACING DOWNTOWN? SELECT YOUR TOP 3 CHOICES



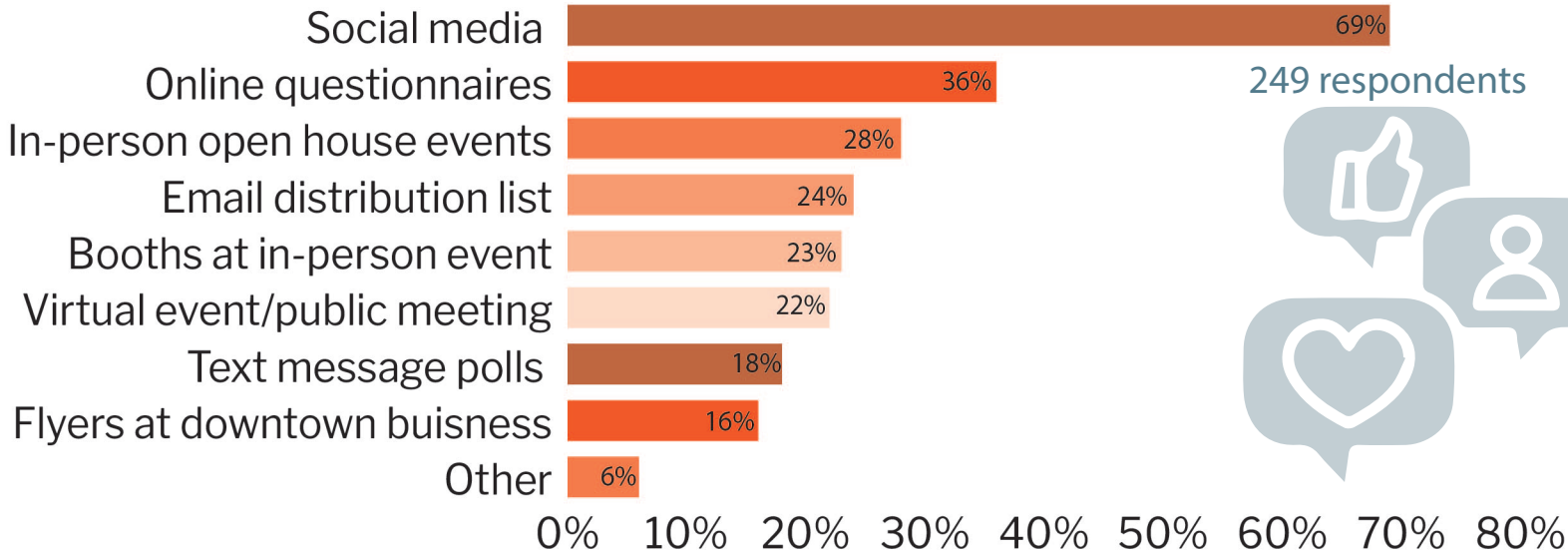
WHAT ARE THE TOP OPPORTUNITIES FOR DOWNTOWN? SELECT YOUR TOP 3 CHOICES

261 respondents



WHAT IS THE BEST WAY TO REACH OUT TO THE COMMUNITY?

SELECT ALL THAT APPLY



KEY TAKEAWAYS

Downtown Cheyenne’s history and western character are the most loved aspects of Downtown, but many residents acknowledge that there is room to improve retail and dining opportunities. Many respondents agree that preservation of Downtown’s historic character is the biggest opportunity, with many comments focusing on upkeep and renovation of the more dilapidated structures.

Food, music, and special events are what draw people Downtown and create a vibrancy that many residents enjoy. However, high building vacancies and lack of diverse shopping and retail opportunities are the largest challenges facing Downtown.

QUESTIONNAIRE #1 ENGAGEMENT SNAPSHOT

The following is a snapshot of the demographics collected during the first questionnaire of the **Cheyenne DDA Plan** from November 17, 2023 through February 11, 2024. The demographics of respondents are compared to the overall City of Cheyenne demographic data with those who chose “prefer not to say” removed from the charts to provide a one to one comparison. Additional demographic questions are summarized on pages 7 and 8.

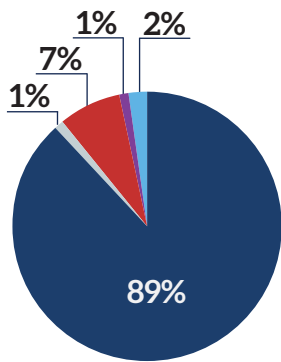
PHASE 1: COMMUNITY CONTEXT GOALS

1. To inform the community of the Cheyenne DDA Plan effort.
2. To identify which groups will need more targeted engagement through the rest of the project.
3. To establish a database of interested community members, organizations, and groups.
4. To understand overarching values of the community, along with issues that should be addressed within this process.

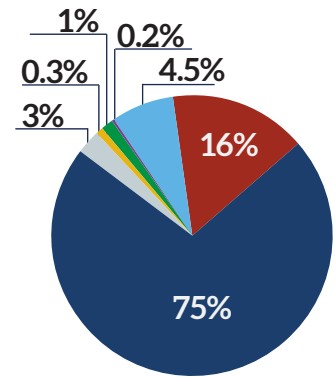
CHEYENNE DDA PLAN QUESTIONNAIRE #1

CITY OF CHEYENNE DEMOGRAPHICS

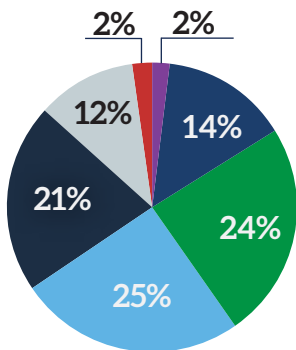
2022 U.S. Census 5 Year Estimates



Total Responses: 217



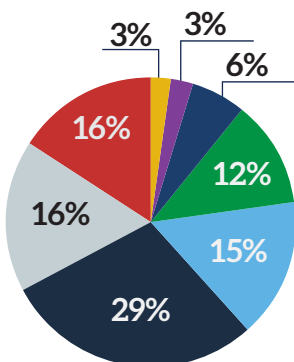
Total Population: 64,610



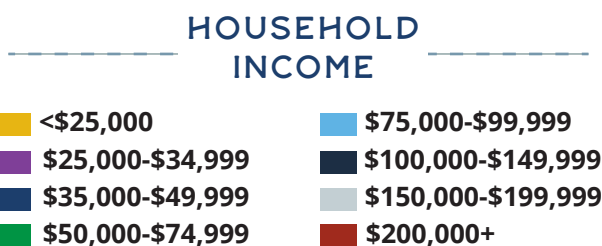
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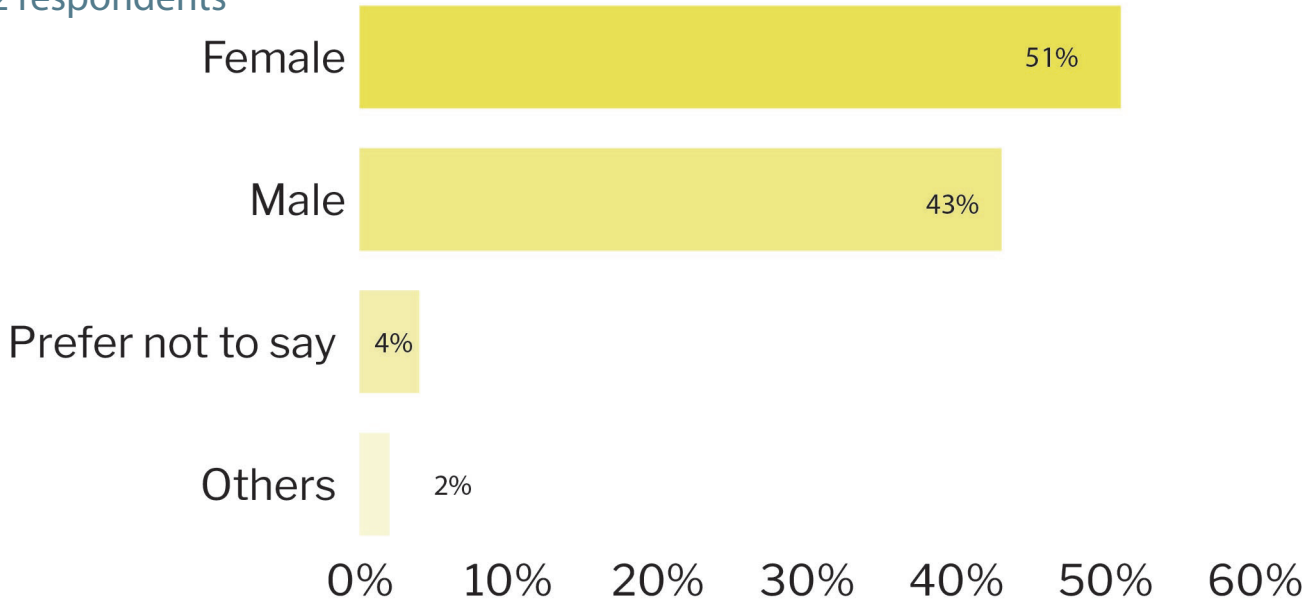
Total Responses: 210



Total Population: 64,610

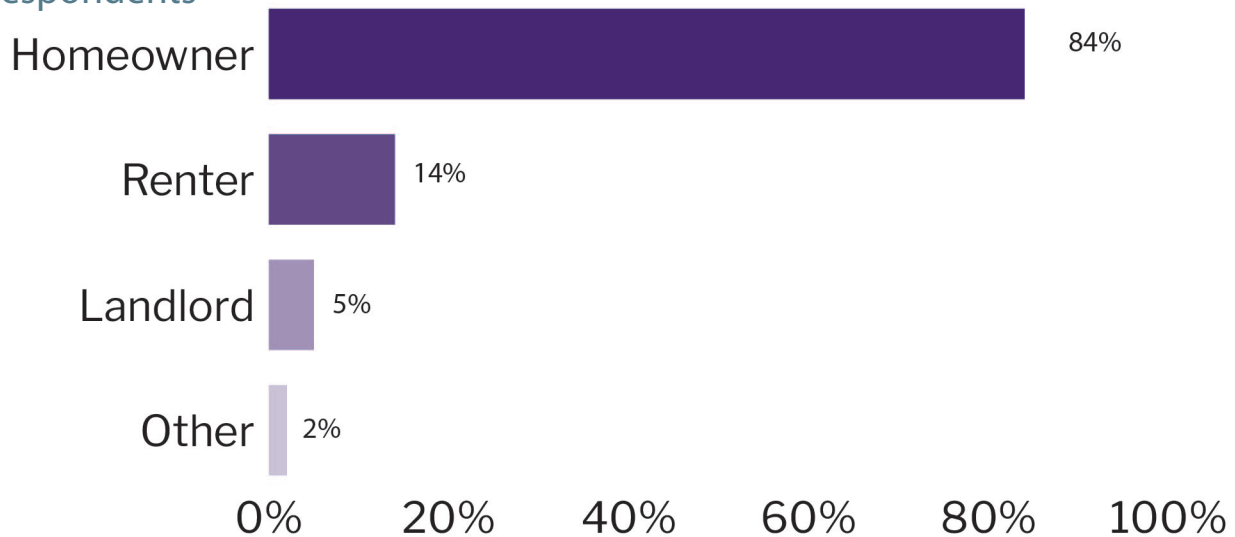
WHAT IS YOUR GENDER?

242 respondents



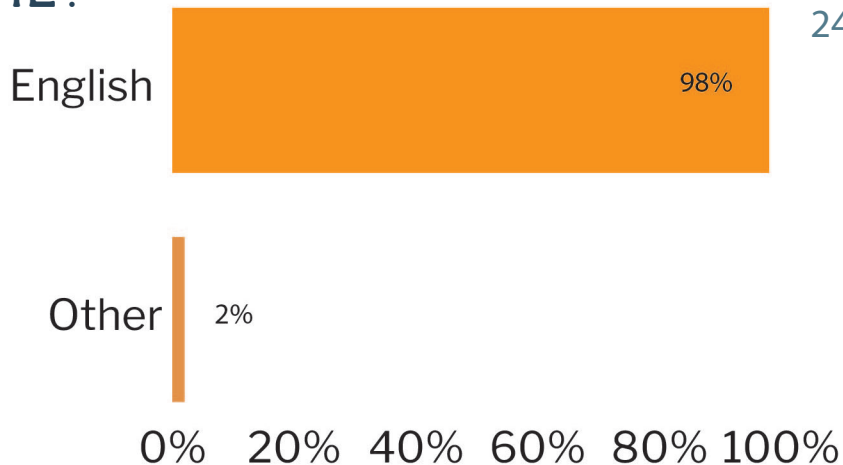
WHAT IS YOUR HOUSING STATUS?

219 respondents

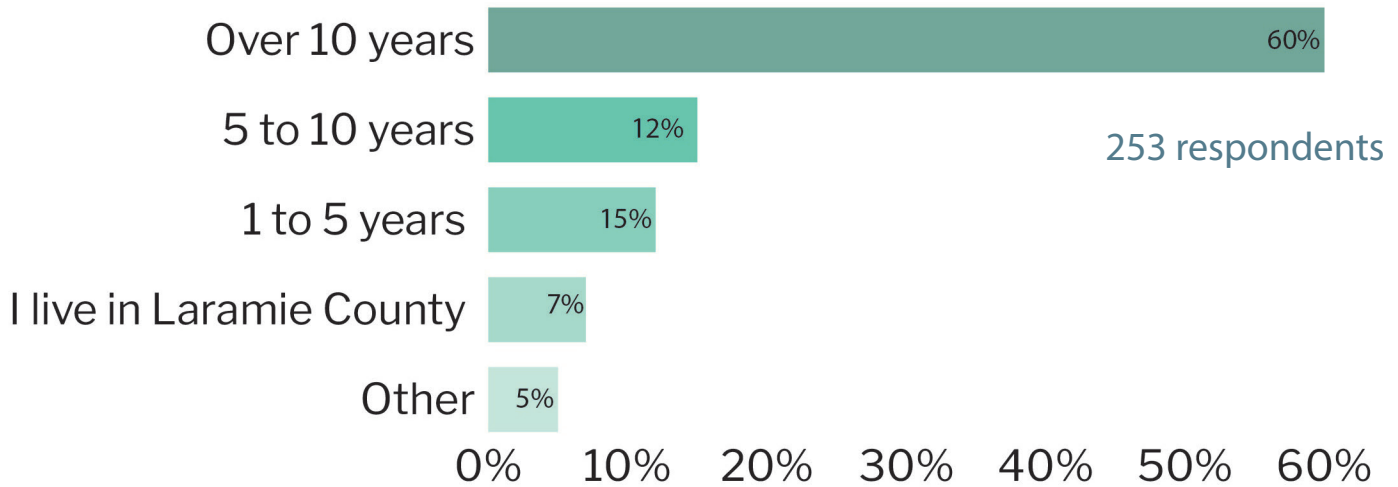


WHAT IS THE PRIMARY LANGUAGE SPOKEN IN YOUR HOME?

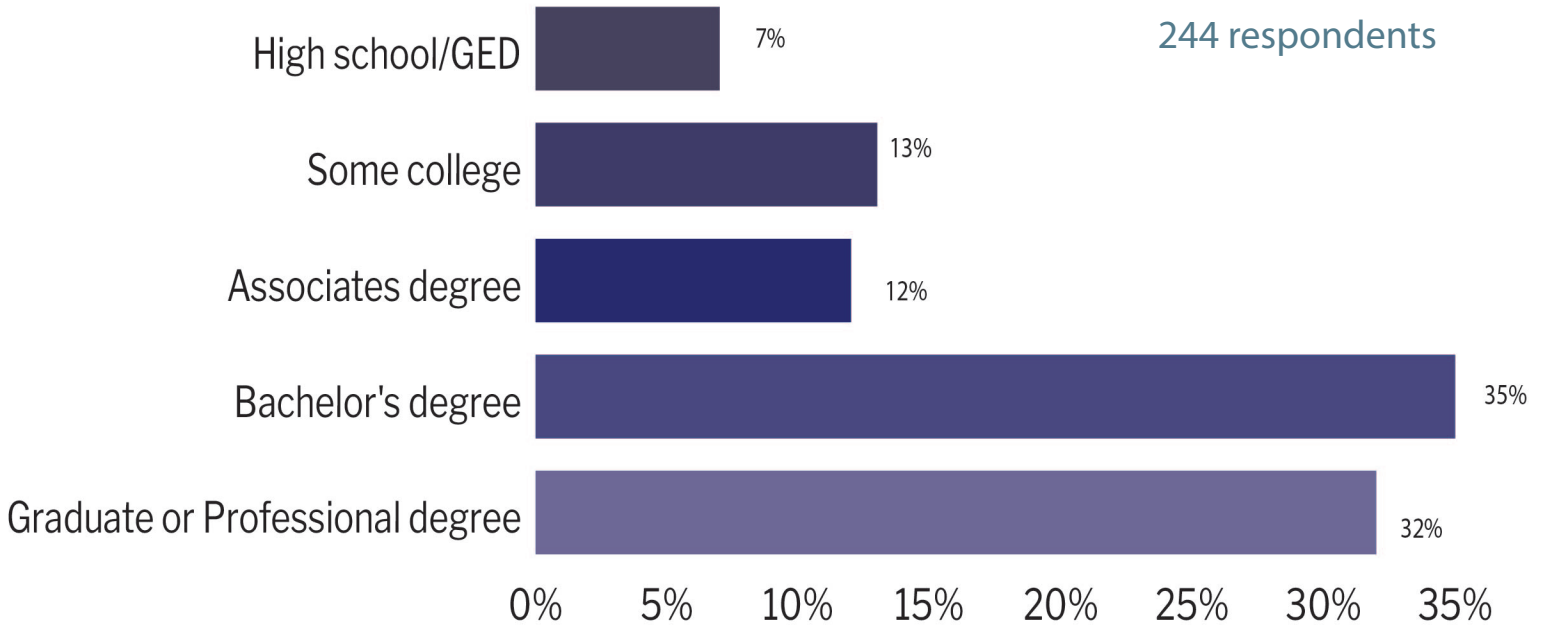
241 respondents



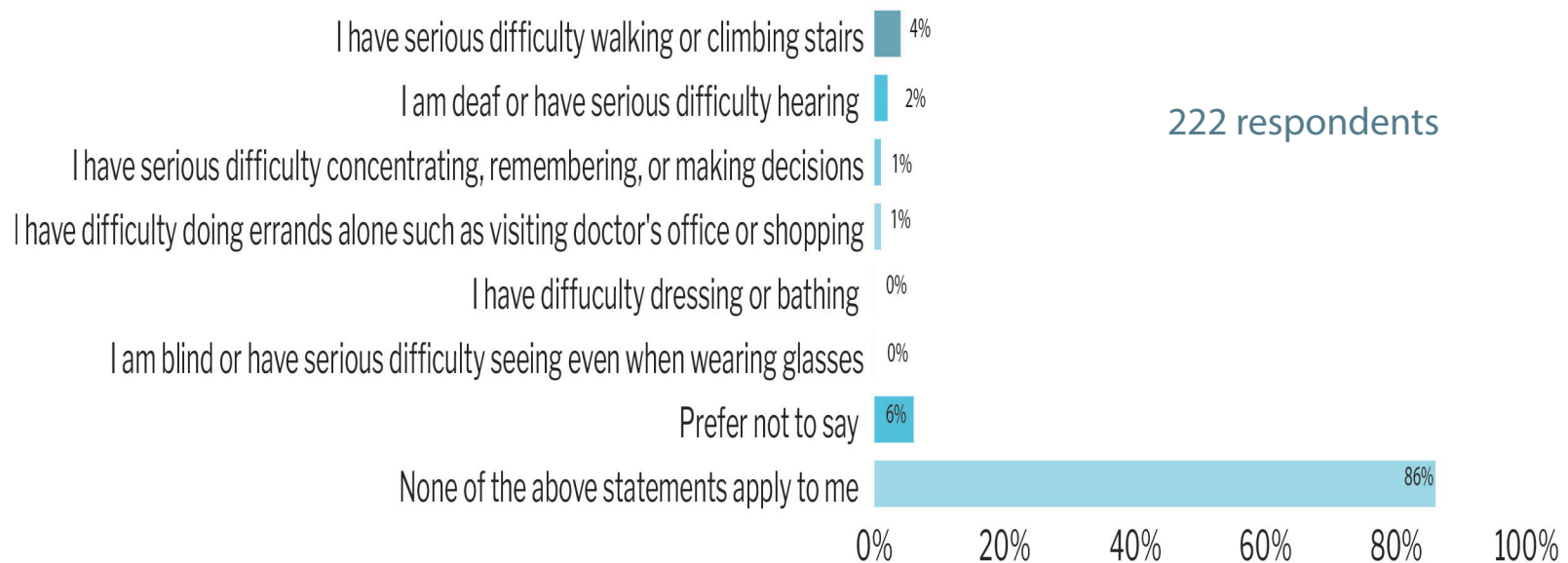
HOW LONG HAVE YOU LIVED OR WORKED IN CHEYENNE?



WHAT IS YOUR HIGHEST FORMAL EDUCATION LEVEL?



WHICH OF THE FOLLOWING STATEMENTS APPLY TO YOU?



QUESTIONNAIRE #1 ENGAGEMENT SNAPSHOT

The following is a snapshot of the demographics collected during the first questionnaire of the *Cheyenne Downtown Development Authority Plan of Development Update (Cheyenne DDA Plan)* from 17, 2023 through February 11, 2024. The demographics of respondents are compared to the overall City of Cheyenne demographic data with those who chose “prefer not to say” removed from the charts to provide a one to one comparison.

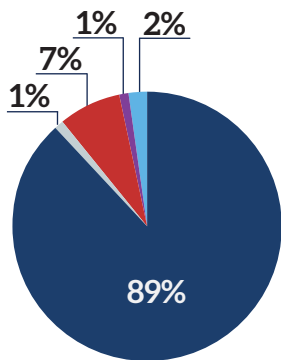
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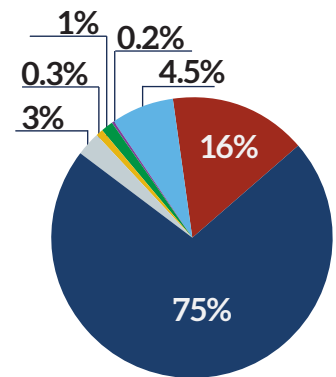
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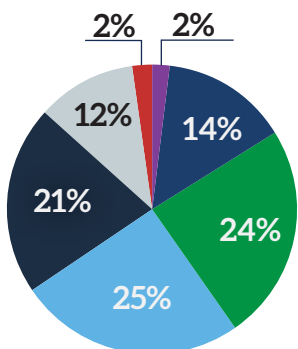
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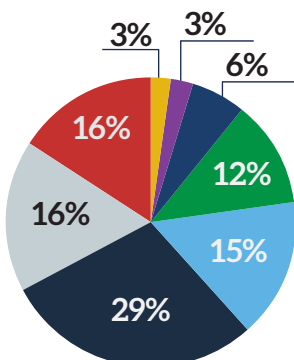
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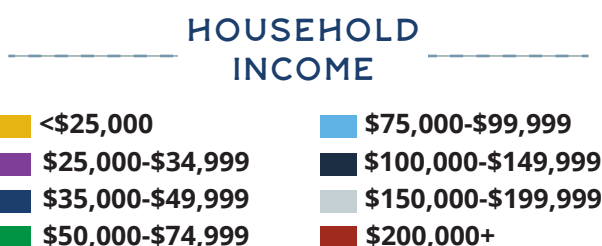
Total Responses: 261



Total Population: 64,610



Total Responses: 210



Total Population: 64,610



BUSINESS AND PROPERTY OWNER WORK SESSION

On January 10, 2024, the project team met with business and property owners in the DDA to understand their vision for the future, identify key challenges and opportunities, and review some past projects/initiatives to understand what has worked and what has not. The following is a summary of key themes and takeaways from the work session.

GUIDING QUESTIONS



What is Missing from the Downtown Strategy?

- Funding - where will it come from?
- Additional parking and electric parking stations
- Road repairs and safety concerns



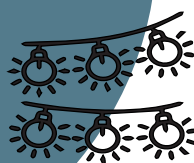
What does Success Look Like for the Downtown Plan?

- Transparency, Clarity, Communication
- Follow through/ Completed projects
- Improved foot traffic
- Thriving businesses



Additional Comments

- Support enhancements to create a pedestrian friendly environment
- Focus on implementation
- Improve visual aspects of Downtown



MAPPING EXERCISE -COMMON THEMES



Previously-Identified Opportunities

- Re-envision planters
- Additional parking/safer or improved parking
- Electric vehicle charging stations
- More pedestrian and bike friendly
- Implement previous projects
- Additional lights and visual enhancements



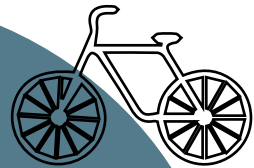
2016 West Edge Plan Subdistricts Map

- Bus parking relocation
- Affordable parking /more options
- Mixed business and residential zoning
- Subdistricts are too complex and exclusionary



1991 Plan of Development Subdistricts Map

- Reassess transit hub
- Improve parking accessibility
- Gateway enhancements
- Refocus efforts to create a cohesive vision



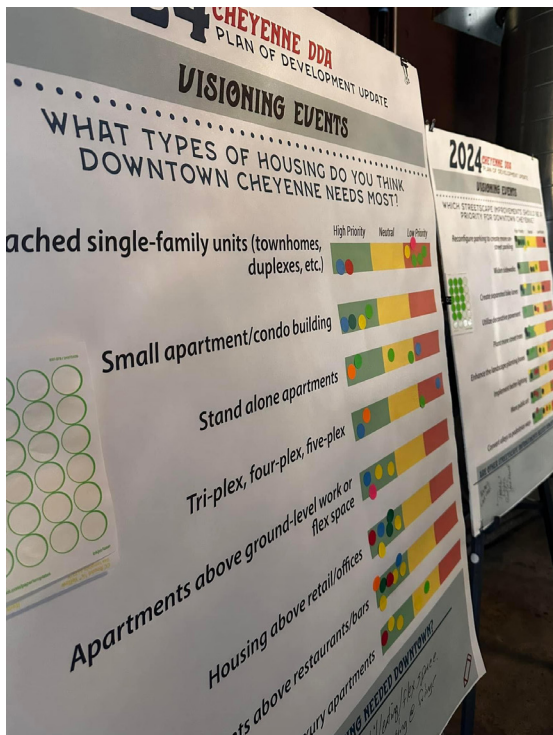
KEY TAKEAWAYS

The most prominent themes throughout the exercises were: the need for ‘follow through’ and project implementation, project funding, updated and expanded parking, and improvements that make the area more visually pleasing and accessible. Concerns were expressed about the lack of completed past initiatives and the fear that this practice would continue in the future. Many participants are seeking reassurances that funding and detailed plans are in place to realize the vision for Downtown. Overall, business and property owners want to ensure businesses flourish and Downtown is welcoming and safe.



2024 CHEYENNE DDA PLAN OF DEVELOPMENT UPDATE

PHASE 2 ENGAGEMENT SUMMARY



JUNE 2024

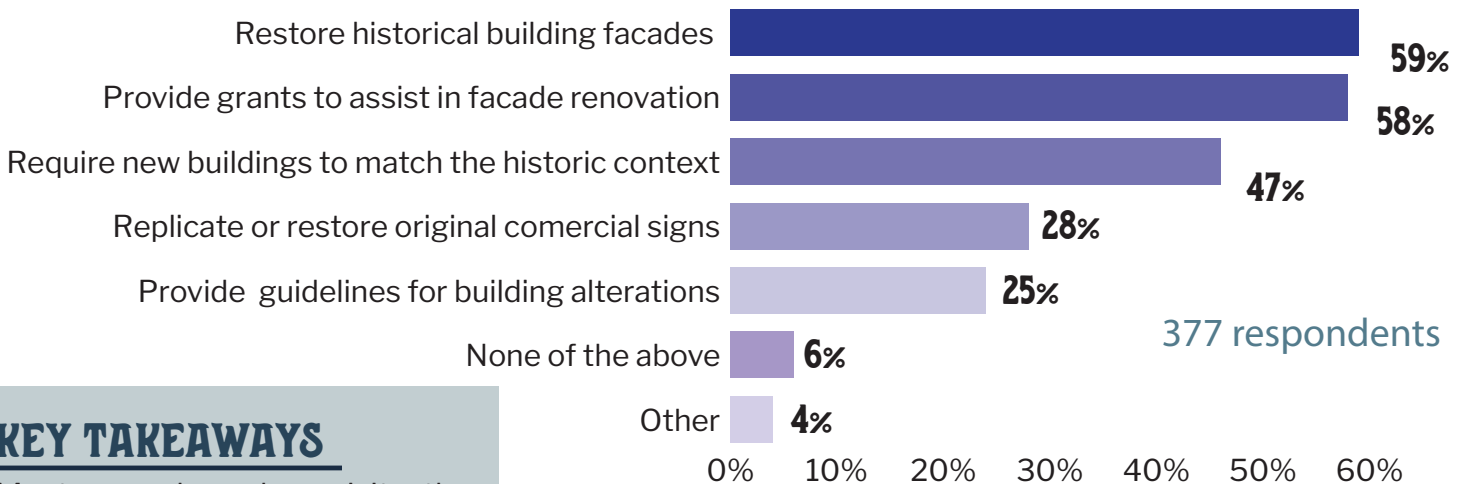




QUESTIONNAIRE #2 | VISION

As part of the second phase of the Cheyenne Downtown Development Authority Plan of Development Update (Cheyenne DDA Plan), the second questionnaire was open from February 27, 2024 through May 5, 2024 and garnered over 400 responses. This second questionnaire built upon emergent themes generated by the community during Phase 1 to understand priorities for streetscape enhancements, land uses, historic preservation efforts, and public art Downtown. Responses from the second questionnaire are summarized on the following pages.

WHAT WOULD HELP PRESERVE DOWNTOWN'S HISTORIC CHARACTER?

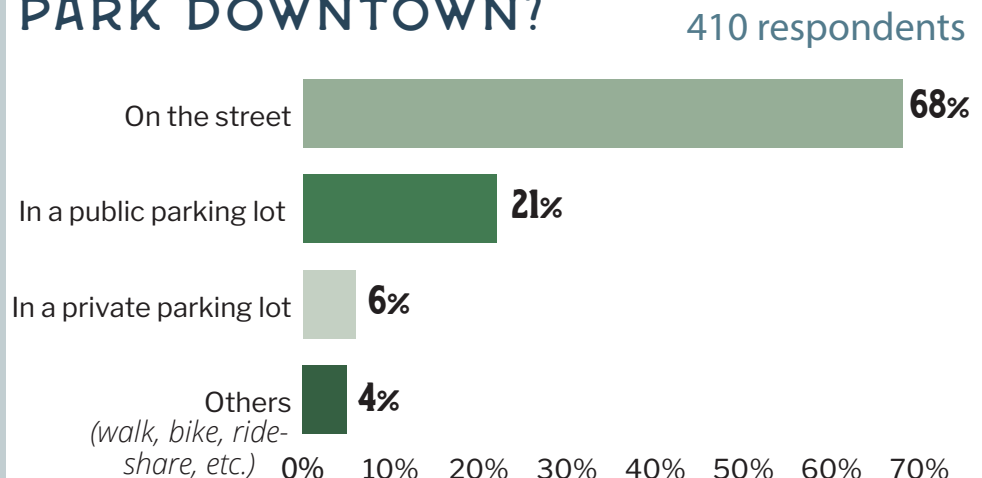


KEY TAKEAWAYS

Most people who visit the Downtown are traveling via car and parking predominately on the street.

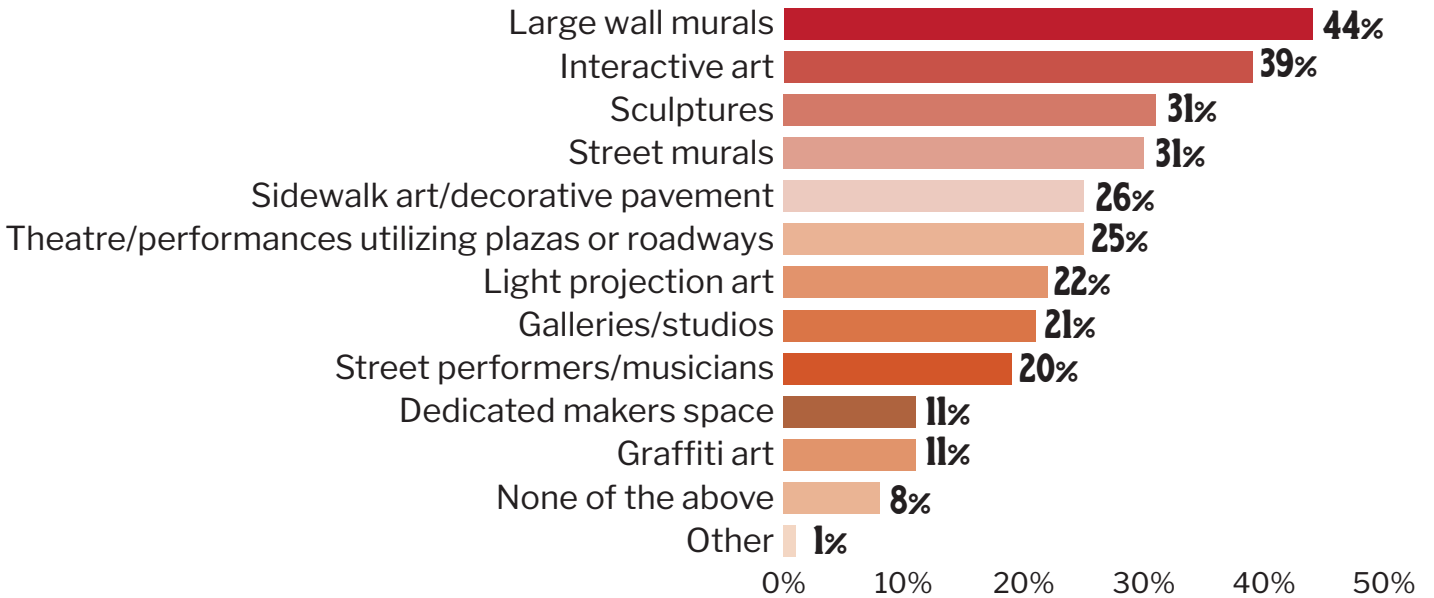
People look to building facades to preserve Downtown's historic character, and they would like to put funding towards the renovation and restoration of historic building facades. Respondants support building facade renovation and restoration as the best ways to preserve Downtown's historic character.

WHERE DO YOU TYPICALLY PARK DOWNTOWN?



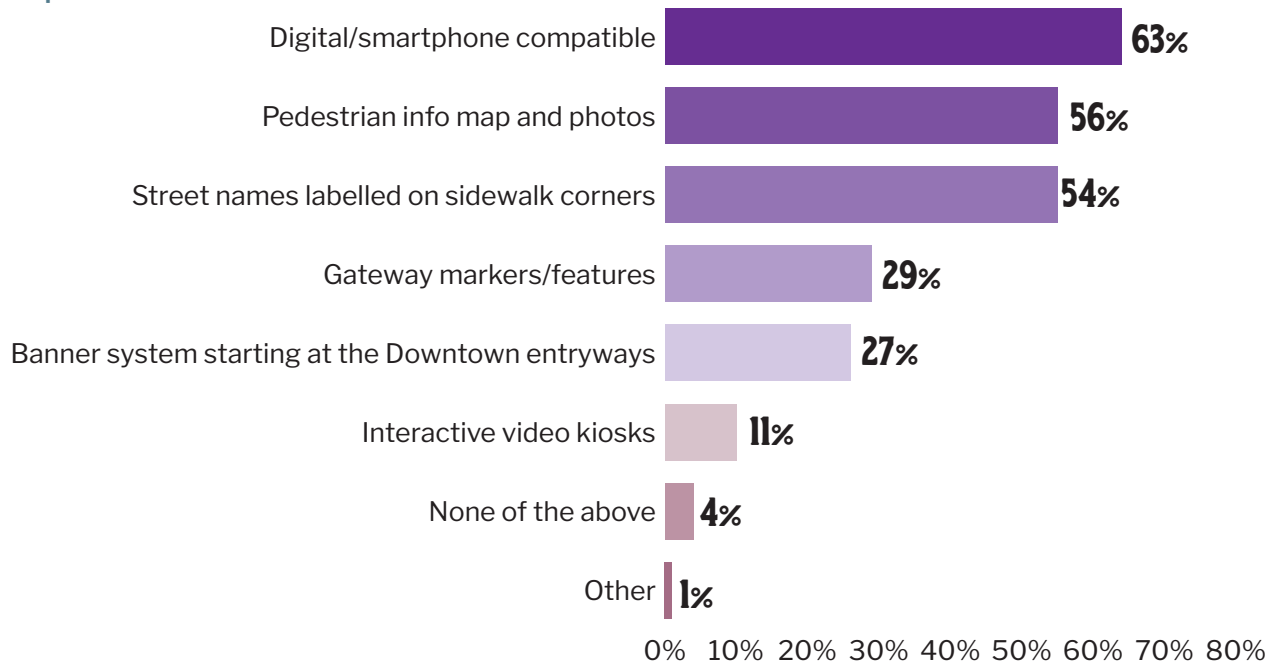
WHAT PUBLIC ART WOULD YOU LIKE TO SEE IN DOWNTOWN CHEYENNE? *SELECT YOUR TOP 3 CHOICES*

341 respondents



WHAT TYPES OF WAYFINDING ARE MOST APPROPRIATE FOR DOWNTOWN?

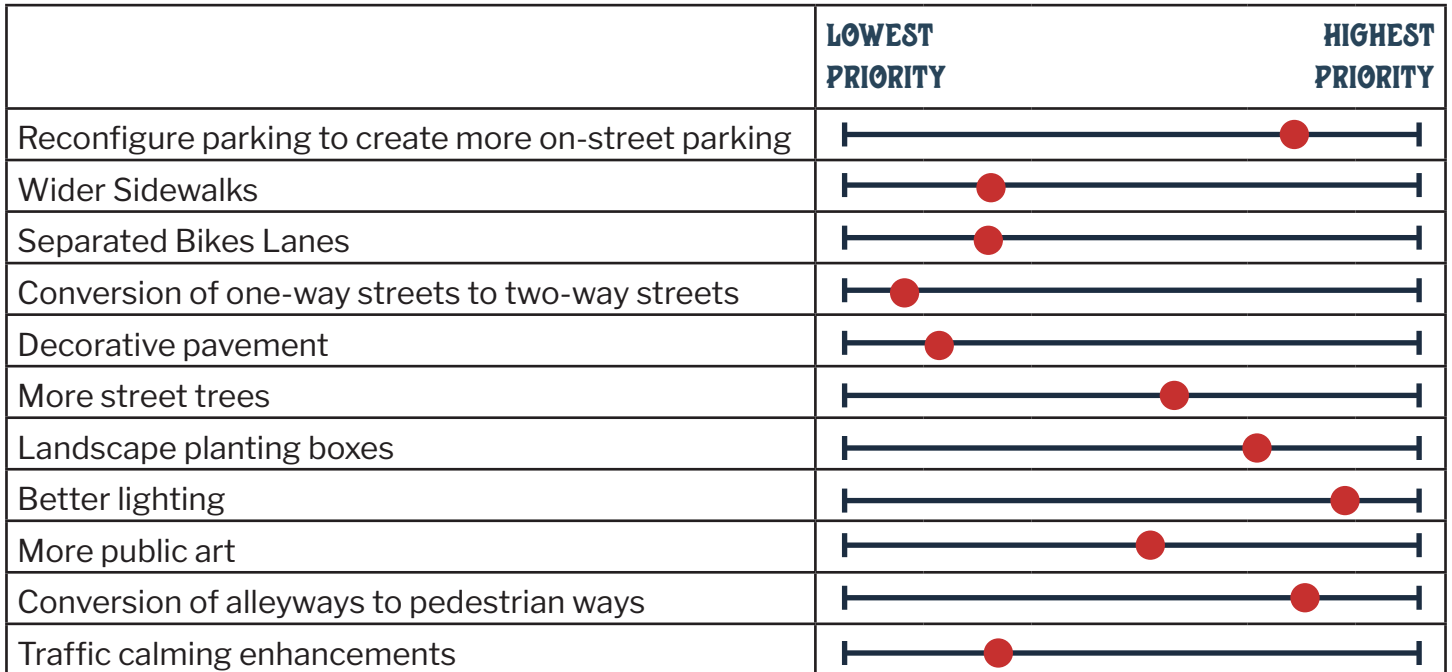
280 respondents



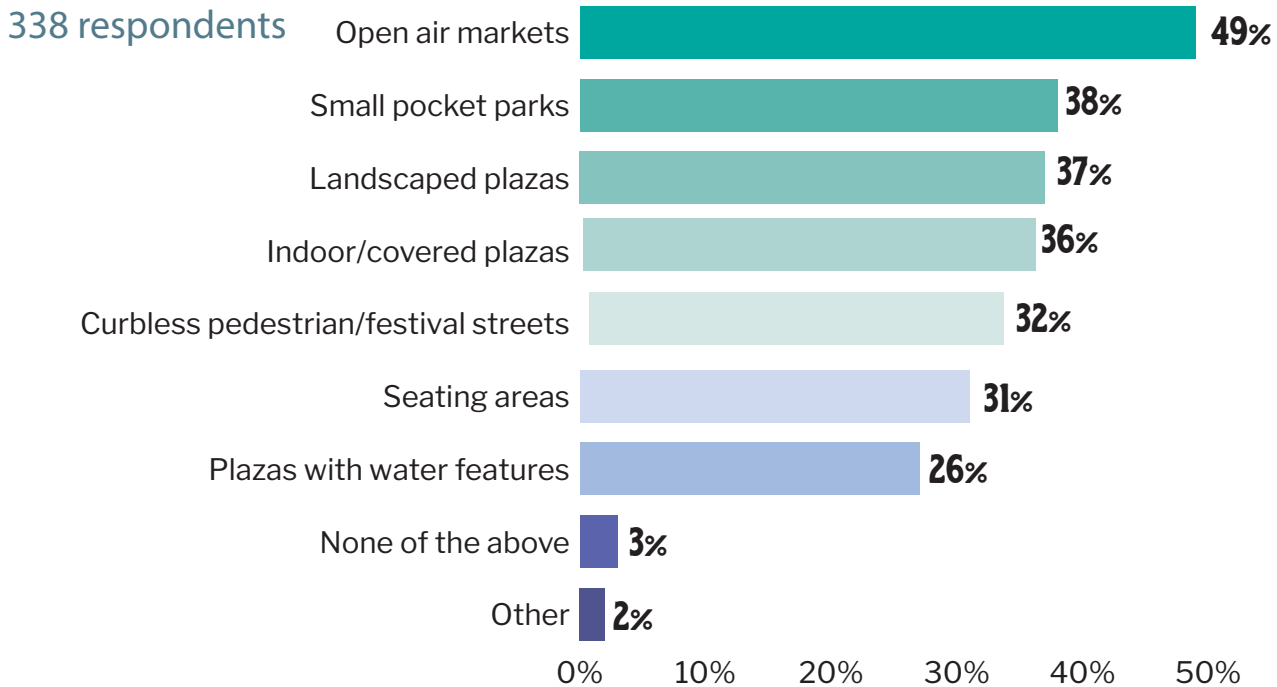
KEY TAKEAWAYS

Respondents note that Downtown Cheyenne has a significant amount of public art currently, but they would like to see more large-scale and interactive art pieces. For wayfinding, a mix of methods is preferred, with digital/smartphone compatible wayfinding and labeled street names and pedestrian maps being the most desired forms.

WHICH OF THE FOLLOWING STREETSCAPE IMPROVEMENTS SHOULD BE A PRIORITY? 385 respondents



WHAT TYPES OF GATHERING SPACES WOULD YOU LIKE TO SEE MORE OF IN DOWNTOWN CHEYENNE?



KEY TAKEAWAYS

The most desired streetscape improvements are better lighting, increased on-street parking, and the conversion of alleys to pedestrian ways. Most of these results point to a need for more accessibility and walkability at all times of day and a focus on pedestrian enhancements.

WHAT TYPES OF HOUSING DOES DOWNTOWN CHEYENNE NEED MOST?

355 respondents

	LOWEST PRIORITY	HIGHEST PRIORITY
Attached single-family units (townhomes, duplexes, etc.)		
Small apartment/condo building		
Row houses		
Tri-plex, four-plex, five-plex		
Apartments above ground level work space		
Housing above retail		
Residence above ground level office		
Housing above flex space		
Apartments above restaurants/bars		
Luxury apartments		
Apartments, stand alone		

WHICH OF TYPES OF RESTAURANTS/EATERIES DOES DOWNTOWN NEED MOST?

350 respondents

	LOWEST PRIORITY	HIGHEST PRIORITY
Food Trucks		
Fast food options		
Small convenience/grocery store or market		
Large grocery store		
Bar/brewery with limited food		
Full service restaurant		
Quick-bite restaurants (coffee shop, bakery, etc.)		
Drive-thru options		

KEY TAKEAWAYS

The preference for housing in Downtown Cheyenne is supportive of many of the housing options currently found Downtown. There is strong support for additional mixed-use developments with housing on upper levels and ground-floor retail, office, or workspace. There is also interest in small apartment/condo units, similar to what exists along the edges of Downtown. To support additional residential development, respondents showed a strong desire for additional full service restaurants and a small convenience/grocery store.

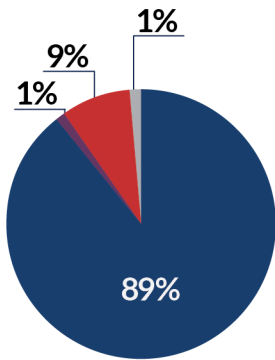
QUESTIONNAIRE #2 ENGAGEMENT SNAPSHOT

The following is a snapshot of the demographics collected during the second questionnaire of the **Cheyenne DDA Plan**. The demographics of respondents are compared to the overall City of Cheyenne demographic data with those who chose “prefer not to say” removed from the charts to provide a one to one comparison.

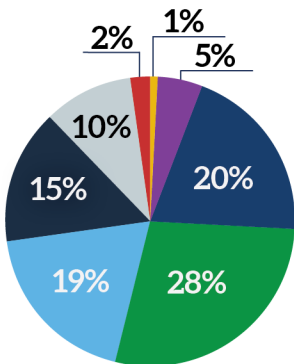
PHASE 2: VISION GOALS

1. To build on emergent themes generated by the community during Phase 1
2. To understand priorities for streetscape enhancements, land uses, historic preservation efforts, and public art Downtown.

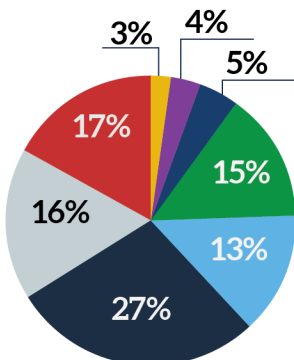
CHEYENNE DDA PLAN QUESTIONNAIRE #2



Total Responses: 285



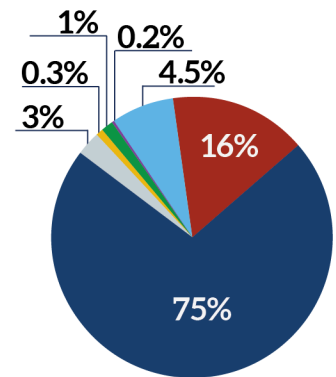
Total Responses: 334



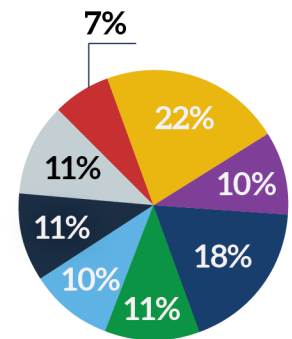
Total Responses: 330

CITY OF CHEYENNE DEMOGRAPHICS

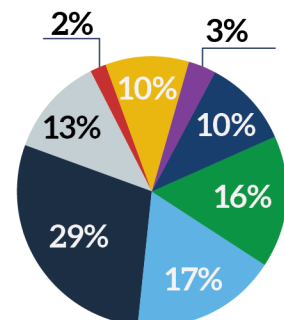
2022 U.S. Census 5 Year Estimates



Total Population: 64,610



Total Population: 64,610

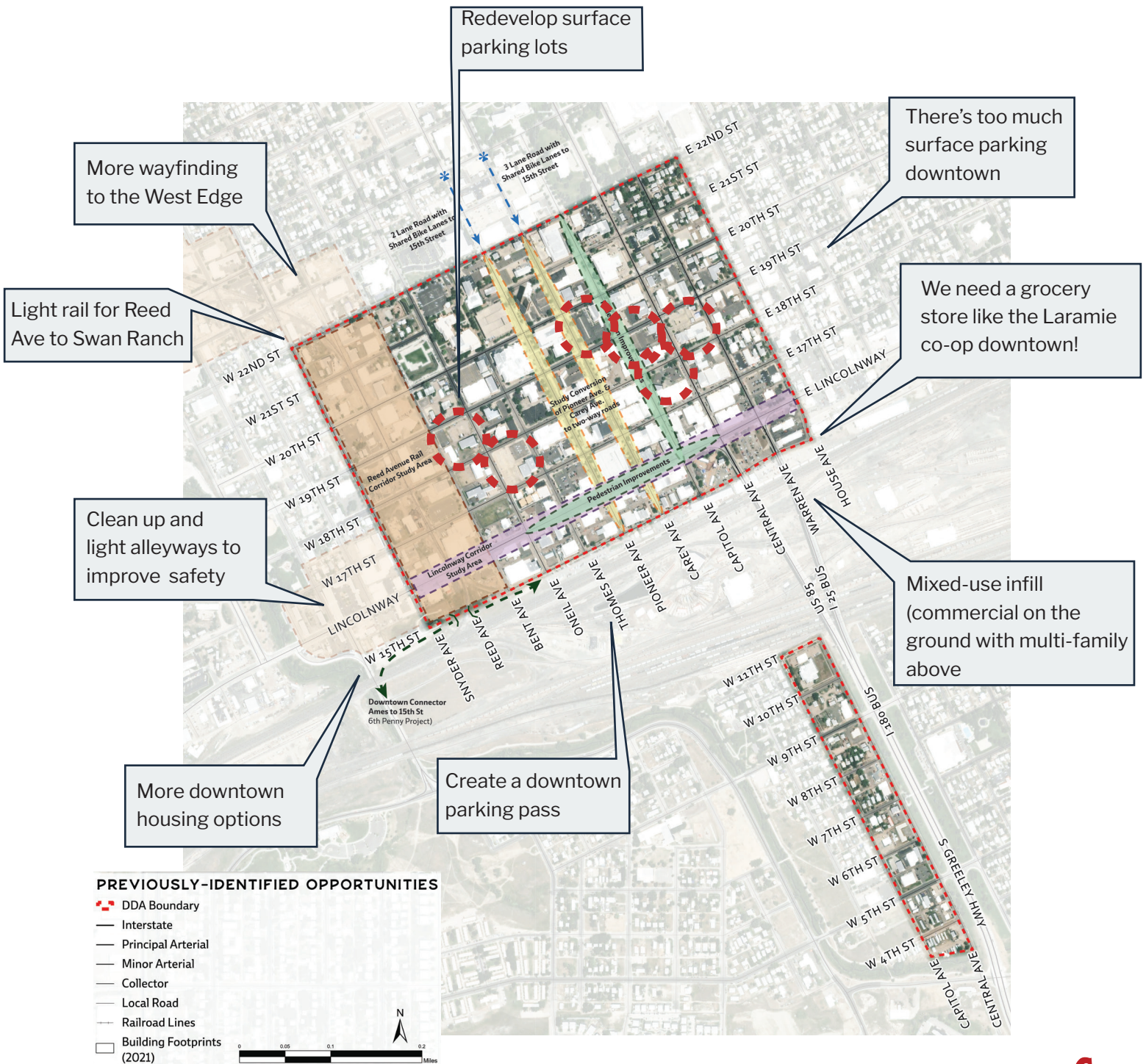


Total Population: 64,610



VISIONING EVENTS

In addition to the online questionnaire, two in-person drop-in visioning events were held in April to garner feedback on priorities for Downtown Cheyenne. Over 100 attendees provided comments across the two events. Responses from the visioning events are summarized on the following pages.



WHAT ARE YOUR PRIORITIES FOR PUBLIC ART, GATHERING SPACE, AND USES/BUSINESSES?

The number in the circles on each picture indicates the number of stickers from the events.


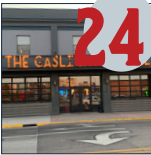







PLACE A STICKER ON THE TYPES OF **PUBLIC ART** YOU WOULD LIKE MORE OF IN DOWNTOWN!

 8	 3	 7	 7	 14
 10	 5	 9	 2	 7

PLACE A STICKER ON THE TYPES OF **GATHERING SPACES** YOU WOULD LIKE MORE OF IN DOWNTOWN!

 3	 25	 20	 20
 4	 15	 17	

PLACE A STICKER ON THE TYPES OF **USES OR BUSINESSES** YOU WOULD LIKE MORE OF IN DOWNTOWN!

 12	 24	 35	 0	 4
 21	 6	 16	 8	

PLACE A STICKER NEXT TO THE STATEMENTS THAT REFLECT THE **DESIRED CHARACTER** OF DOWNTOWN!

28	New development should match the fabric of the downtown relative to size, scale, and setbacks	10	Franchise architecture should be discouraged
0	New development can develop however they want, even if is a suburban-style design	3	Franchise architecture should be prohibited

ARE THERE OTHER TYPES OF PUBLIC ART OR GATHERING SPACES NEEDED DOWNTOWN?

- HANDICAP ACCESSIBLE
- HISTORIC INFO BOARDS
- COHESIVE ART PLAN
- OUTDOOR DINING
- CLOSE CAPITOL AVE SEASONALLY
- WAYFINDING
- DARK SKY SIGNS
- SAFETY LIGHTING
- CLEAN ENHANCEMENTS
- UP THE ALLEYS
- USE VISIT CHEYENNE
- LIGHT PROJECTOR
- BETTER ADVERTISEMENT OF EXISTING EVENTS
- MORE STREET VENDORS

ARE OTHER USES/ BUSINESS NEEDED DOWNTOWN?

- SMALL RESTAURANTS
- SMALL OFFICES
- NO VAPE SHOPS
- DOG PARK
- OUTDOOR DINING
- ICE CREAM STORE
- CO-WORKING SPACES
- WINERY/
- WINE BAR
- ACTIVITIES FOR FAMILIES
- NO MORE BANKS
- MORE BARS

WHICH OF THE FOLLOWING STREETSCAPE IMPROVEMENTS SHOULD BE A PRIORITY?

173 votes

	LOWEST PRIORITY	HIGHEST PRIORITY
Reconfigure parking to create more on-street parking		
Widen Sidewalks		
Create separated bikes lanes		
Utilize decorative pavement		
Plant more street trees		
Enhance the landscape planting boxes		
Implement better lighting		
More public art		
Conversion of alleyways to pedestrian ways		

WHAT TYPES OF HOUSING DOES DOWNTOWN CHEYENNE NEED MOST?

127 votes

	LOWEST PRIORITY	HIGHEST PRIORITY
Attached single-family units (townhomes, duplexes, etc.)		
Small apartment/condo building		
Standalone apartments		
Tri-plex, four-plex, five-plex		
Apartments above ground level work space		
Housing above retail/offices		
Apartments above restaurants/bars		
Luxury apartments		

KEY TAKEAWAYS

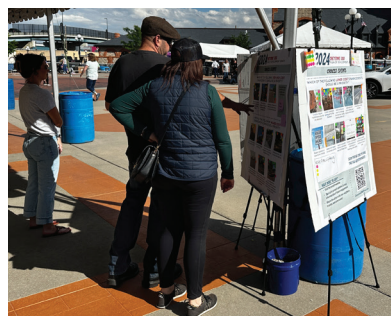
Similar to the online questionnaire, participants in the visioning events show a strong preference for small apartments/condos and housing above retail/office, but there was a stronger preference for apartments above restaurants/bars and tri-plex/four-plex/five-plex from visioning event participants than online questionnaire respondents. There is strong support for additional street trees and installing better lighting, similar to the results from the online questionnaire.

Overall, results from the in-person visioning events were similar to the online questionnaire. There is a desire for both standalone residential units and mixed use developments with retail/office on the ground-floor and housing above as well as more restaurants, grocery stores, and food service options Downtown. Residents feel strongly that future development should match the fabric of the Downtown relative to size, scale, and setbacks.



2024 CHEYENNE DDA PLAN OF DEVELOPMENT UPDATE

PHASE 3 ENGAGEMENT SUMMARY



AUGUST 2024

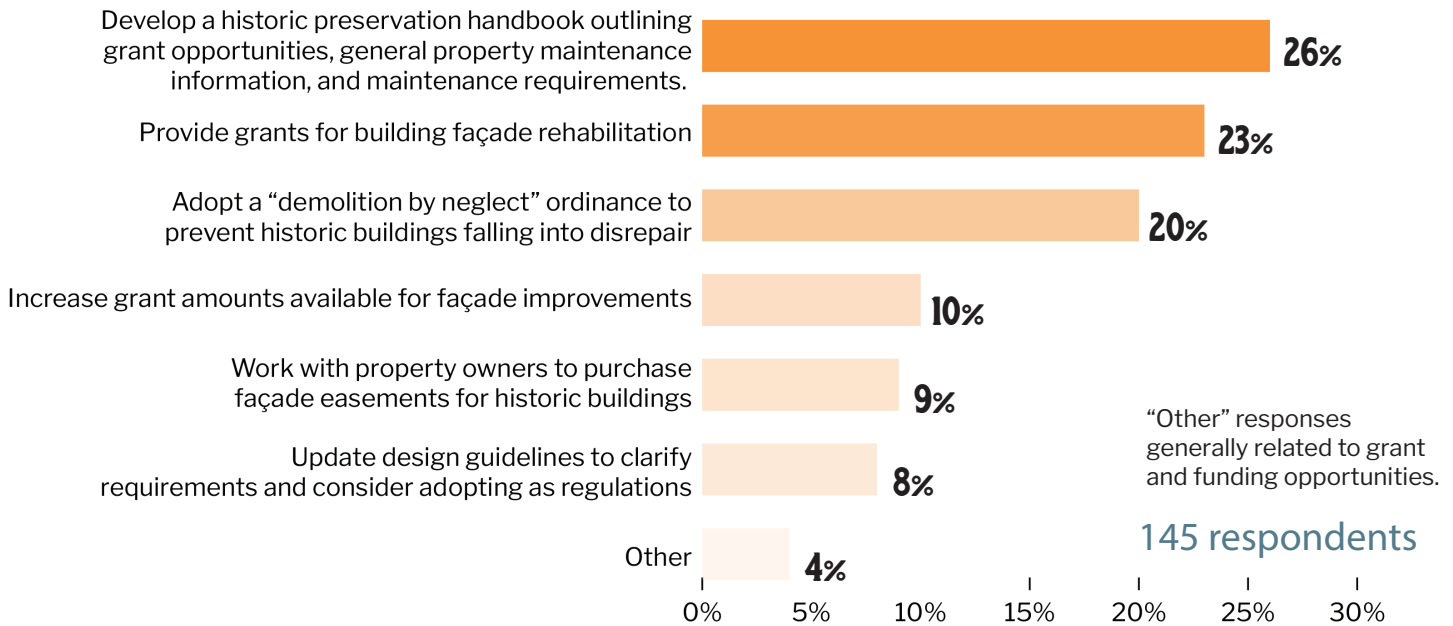




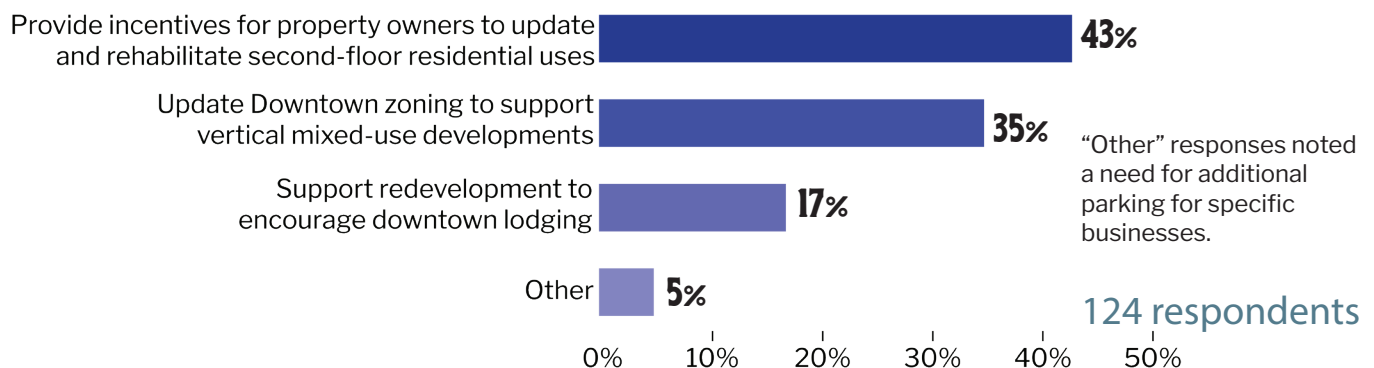
QUESTIONNAIRE #3 | CHOICES

As part of the third phase of the Cheyenne Downtown Development Authority Plan of Development Update (Cheyenne DDA Plan), the third questionnaire was open from June 14, 2024 through July 21, 2024 and garnered over 145 responses. This third questionnaire built upon the themes and vision for Downtown Cheyenne generated by the community during Phases 1 and 2 to understand the priority strategies for historic preservation efforts, parking management, development and streetscapes Downtown. Responses are summarized on the following pages.

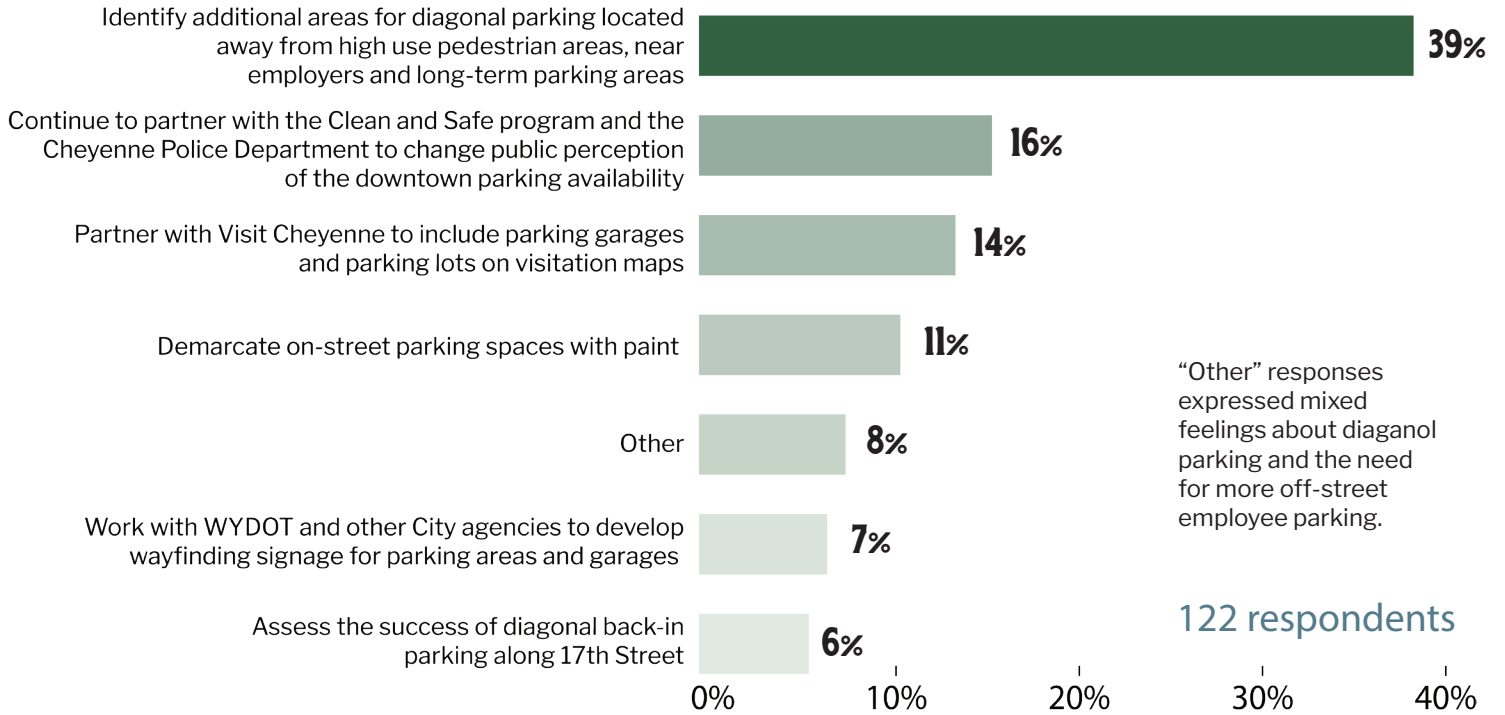
WHICH OF THE FOLLOWING STRATEGIES SHOULD BE A PRIORITY TO PRESERVE DOWNTOWN'S HISTORIC CHARACTER?



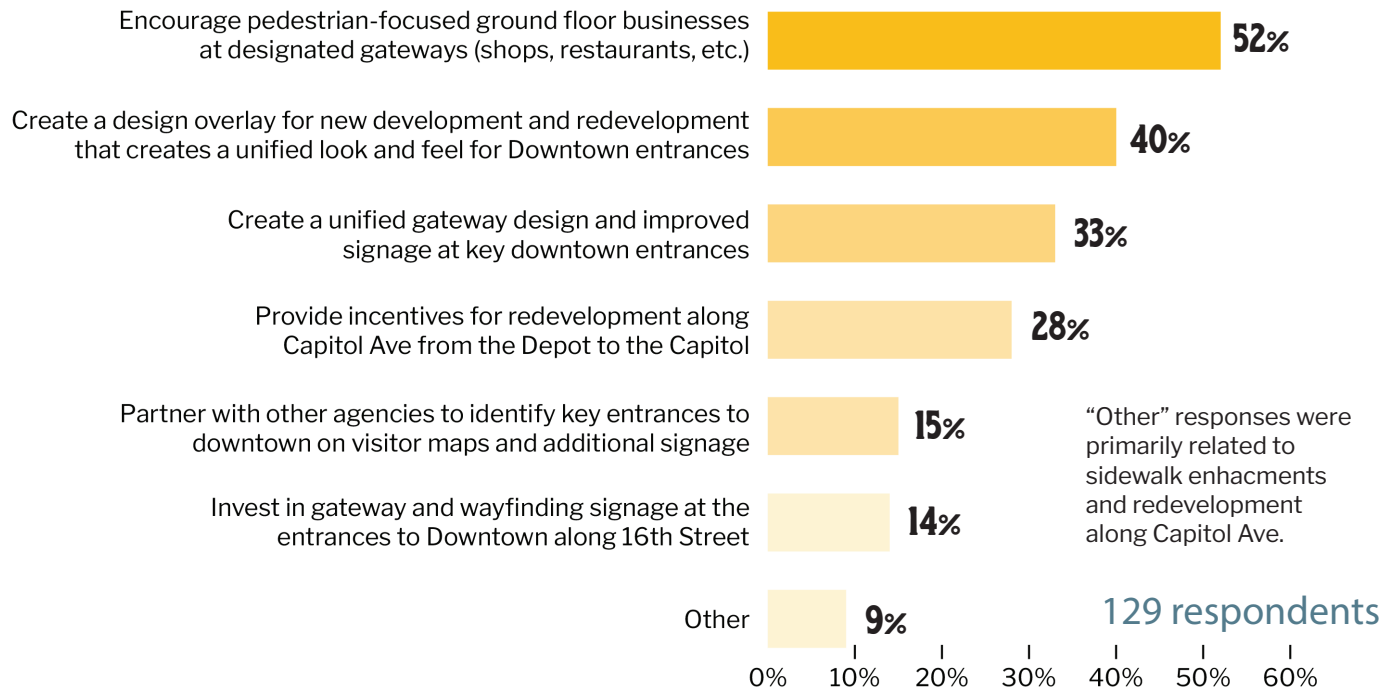
WHICH OF THE FOLLOWING STRATEGIES SHOULD BE A PRIORITY FOR RESIDENTIAL AND MIXED-USE DEVELOPMENT DOWNTOWN?



WHICH OF THE FOLLOWING STRATEGIES SHOULD BE A PRIORITY FOR DOWNTOWN PARKING MANAGEMENT?



WHAT GATEWAY ENHANCEMENTS SHOULD BE A PRIORITY FOR DOWNTOWN?



KEY TAKEAWAYS

Respondents highlight priorities for Downtown Cheyenne that are pedestrian-centered, lean into maintaining and restoring existing development, that assist property owners directly with contributing to historic preservation, and that focus on leveraging the City’s partnerships to provide the Downtown area with safer, cleaner, and more accessible streets.

WHICH OF THE FOLLOWING LOWER COST ENHANCEMENTS SHOULD BE A PRIORITY?

112 respondents

	LOWEST PRIORITY	HIGHEST PRIORITY
Create a consistent lighting plan for the Downtown		
Create a regular maintenance plan for key alleyways		
Install additional street furnishings (i.e. seating areas)		
Close key public streets during events or times of year		
Install additional bicycle parking and infrastructure		
Create online location for public event information		
Install kiosks with historic information and wayfinding		
Relocate existing planters to create uniform look/feel		
Stripe bicycle lanes on street		
Label street names on sidewalk corners		
Reduce speeds on downtown streets		

WHICH OF THE FOLLOWING MODERATE COST ENHANCEMENTS SHOULD BE A PRIORITY?

116 respondents

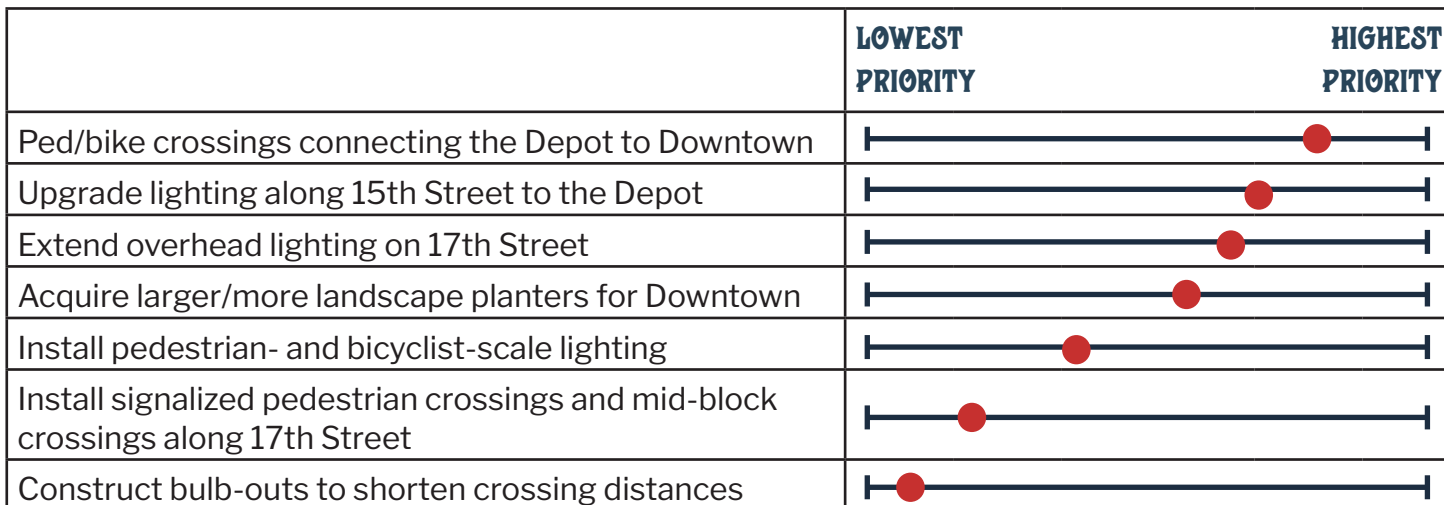
	LOWEST PRIORITY	HIGHEST PRIORITY
Repair hazardous sidewalks/curbs block-by-block		
'Fill-in' missing sidewalk sections to create continuity		
Plant and maintain additional street trees		
Stripe parking stalls to maximize number of spots		
Enhance sidewalks to improve access for disabled		
Create separate protected bicycle lanes		
Partner with Clean-and-Safe to maintain alleyways		
Enhance existing pedestrian crossings		
Install gateway and banner signs		
Screen trash receptacles		
Create digital wayfinding signage		

KEY TAKEAWAYS

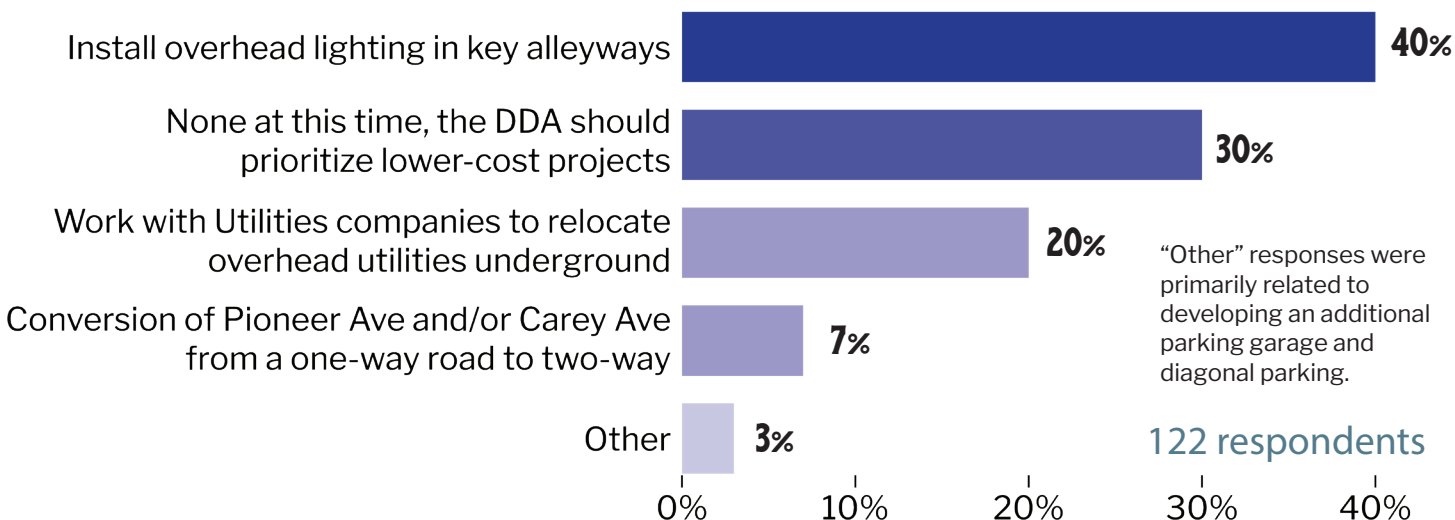
The desired priority strategies identified in this questionnaire reflect the desires for streetscape improvements to better the pedestrian experience. Many of the strategies identified as priorities focus on providing high-quality, well maintained, safe and accessible streetscapes for all users.

WHICH OF THE FOLLOWING HIGHER COST ENHANCEMENTS SHOULD BE A PRIORITY?

114 respondents



WHICH OF THE FOLLOWING VERY HIGH COST ENHANCEMENTS SHOULD BE A PRIORITY?



KEY TAKEAWAYS

Overall, residents showed greater support across low-cost projects when compared to the moderate to high cost options, and emphasize that the DDA should prioritize lower cost projects. Among the projects in all price ranges, three stand out with the greatest level of support: repairing hazardous sidewalks and curbs through a block-by-block implementation pattern, creating a consistent lighting plan, and creating a regular maintenance plan for key alleyways. At all budget levels, residents supported strategies to provide better lighting throughout the Downtown area.

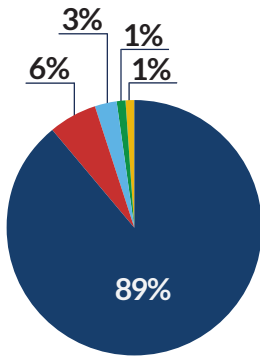
QUESTIONNAIRE #3 ENGAGEMENT SNAPSHOT

The following is a snapshot of the demographics collected during the third questionnaire of the **Cheyenne Downtown Development Authority Plan of Development Update (Cheyenne DDA Plan)** from June 14, 2024 through July 21, 2024. The demographics of respondents are compared to the overall City of Cheyenne demographic data with those who chose “prefer not to say” removed from the charts to provide a one to one comparison.

PHASE 3: STRATEGIES AND PRIORITIES

1. To prioritize strategies for the DDA that acheive the vision identified by the community during Phases I and II of engagement.
2. To discuss benefits and trade-offs for tiers of implementation strategies based on previous plan action items.

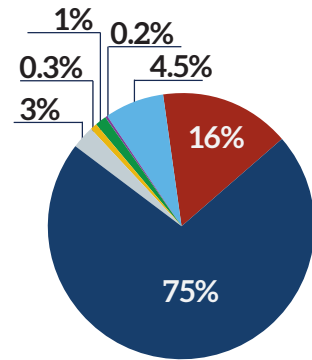
CHEYENNE DDA PLAN QUESTIONNAIRE #3



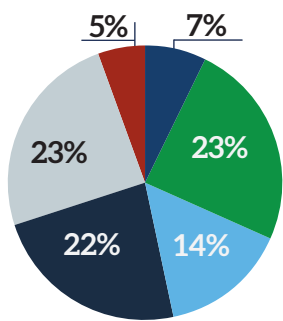
Total Responses: 98

CITY OF CHEYENNE DEMOGRAPHICS

2022 U.S. Census 5 Year Estimates

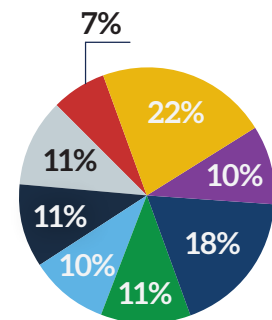
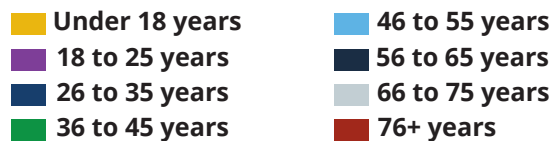


Total Population: 64,610



Total Responses: 118

AGE



Total Population: 64,610

Note: Questionnaire #3 age ranges are different from previous summaries, but are color coded to closest range for comparison to total population. Additionally, demographic questions were changed slightly for Phase 3 and the number of overall questions was reduced.



CHOICES AND STRATEGIES EVENTS

In addition to the online questionnaire, the DDA hosted three in-person events to garner feedback on priority strategies. These events were open to the public with staff present to answer questions and guide conversations. The following pages summarize the results and comment from the in-person events. A comparison of the in-person events to the online questionnaire is provided in the "Key Takeaways" section below.



KEY TAKEAWAYS

In-person event respondents offered similar feedback to the online questionnaire. There was generally a strong preference for safety and mobility enhancements, including repair of hazardous sidewalks, curbs, and missing sections of pavement throughout the Downtown area. In-person respondents were more likely to support high and medium cost improvements in contrast to the online respondents who more often suggested focusing DDA funds on low-cost improvements. Online and in-person respondents alike repeated the need for improved parking services, including higher quality and increased number/availability of parking facilities.













CHOICES AND STRATEGIES EVENTS



As part of Phase 3 of the Cheyenne DDA Plan, three in-person events were held in June for the public to identify which streetscape enhancements should be a priority for the DDA. Visual preference boards were posted at the Depot Plaza before two Fridays on the Plaza concerts and at the City of Cheyenne Planning and Development Department Booth at Superday. Over 200 attendees provided comments across the three events with hundreds more stopping by the booths.

Responses from the events are shown below. The number in the circles on each picture indicates the number of stickers from the events.

WHICH OF THE FOLLOWING LOWER COST ENHANCEMENTS SHOULD BE A PRIORITY?

 22 Create a regular maintenance plan for key alleyways	 21 Create a consistent lighting plan for the Downtown	 11 Install additional street furnishings (i.e. benches, tables, seating areas, etc.)	 8 Install additional bicycle parking and bicycle infrastructure	 14 Stripe bicycle lanes on street
 2 Reduce speeds on downtown streets	 3 Label street names on sidewalk corners	 13 Install kiosks with historic information and wayfinding maps	 8 Create a consolidated online location for information on existing public events	 21 Close key public streets during public events or times of year

WHICH OF THE FOLLOWING MODERATE COST ENHANCEMENTS SHOULD BE A PRIORITY?

 3 Screen trash receptacles	 48 Repair hazardous sidewalks and curbs as a block-by-block implementation	 5 Enhance existing pedestrian crossings (i.e. warning signage/raised crosswalks)	 17 Sidewalk enhancements that improve access for disabled individuals	 28 'Fill in' missing concrete sidewalk sections to create a continuous route
 12 Stripe parking stalls to maximize the number of spots	 13 Create separate protected bicycle lanes	 18 Plant and maintain additional street trees	 3 Create digital wayfinding signage	 10 Install gateway and banner signs

WHICH OF THE FOLLOWING HIGHER COST ENHANCEMENTS SHOULD BE A PRIORITY?

 9 Upgrade lighting along 15th street to the Depot	 16 Extend overhead lighting on 17th Street	 2 Construct bulb-outs at crossings to shorten street crossing distances	 12 Install pedestrian- and bicyclist-scale lighting
 2 Install signalized pedestrian crossings and mid-block crossings along 17th Street	 9 Enhance pedestrian crossings to support pedestrian and bicycle connections between the Depot and the rest of Downtown	 10 Acquire larger/more landscape planters to locate them throughout Downtown (includes annual maintenance and planting costs)	

WHICH OF THE FOLLOWING VERY HIGH COST ENHANCEMENTS SHOULD BE A PRIORITY?

 20 Install overhead lighting (overhead, freestanding, or wall lighting) in key alleyways	 18 Work with utility companies to relocate overhead utilities underground	 10 Conversion of Pioneer Ave and/or Carey Ave from a one-way road to two-way	 2 None at this time, the DDA should prioritize lower-cost projects
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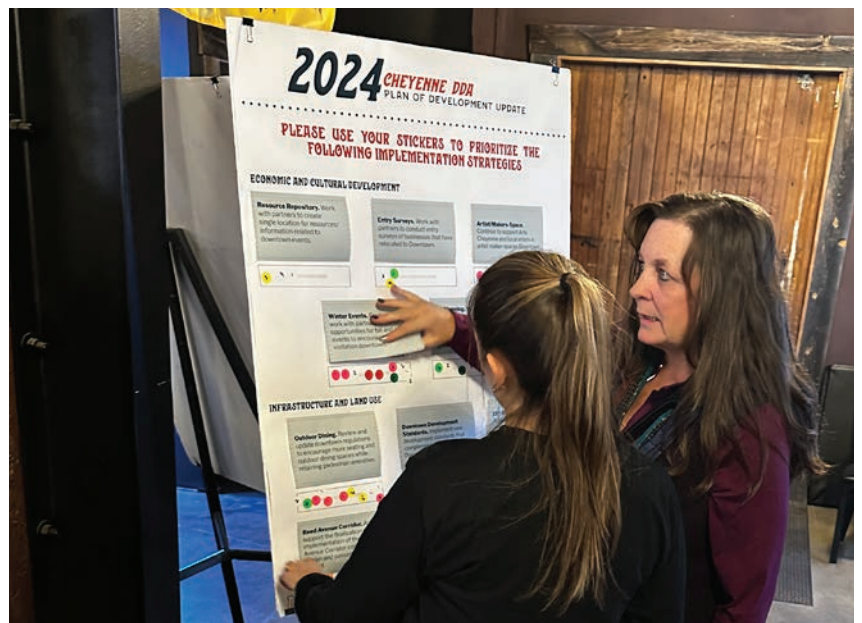
**MORE LIQUOR LICENSES
PARK MAINTENANCE**

IN PERSON RESPONSES SHOW A STRONG PREFERENCE FOR ENHANCEMENTS FOCUSED ON SAFETY AND MOBILITY. SPECIFICALLY, REPAIR OF HAZARDOUS SIDEWALKS AND CURBS AND FILLING IN MISSING SECTIONS OF SIDEWALKS.

ARE THERE OTHER PRIORITY ENHANCEMENTS?

REDUCE NUMBER OF DRIVING LANES
CLEAN PARKING GARAGE
FREE EVENTS FOR KIDS
MORE TREES AND FLOWERS
MORE PUBLIC PARK ON THE HOLE
FOOD TRUCK PARKING
ASSIST DOWNTOWN BUSINESSES WITH CURB AND GUTTER REPAIR
GROCERY STORE
FIX 16TH ST. HOLE IN WALL

Note: The number in the circles on each picture indicates the number of stickers from the events.



2024 **CHEYENNE DDA** PLAN OF DEVELOPMENT UPDATE

PHASE 4 ENGAGEMENT SUMMARY

DECEMBER 2024

As part of Phase 4 of the Cheyenne DDA Plan, two in-person events were held in November for the public to help prioritize implementation actions for the DDA. Each action, along with key partners and anticipated time frame were included on visual preference boards at the events. The first event at the Railspur was geared toward DDA business and property owners and the second event at Westby Edge was open to the general public. Over 48 attendees provided comments across the two events. In addition to in-person events, the plan was available for comment online November 7th through December 8th, garnering approximately 50 comments.

Responses from the events are summarized below. Participants were asked to rank priorities 1 to 3. Ranks were then weighted, with 1 having the greatest value and 3 have the least value, to reach a total score for each action. Votes on the next page represent the total combined weighted vote.

EXISTING STREET LIGHTING 1st (68 votes) 

1600 ALLEY ENHANCEMENTS 10th (40 votes)

STREETScape/GREENScAPE ENHANCEMENTS, INCLUDING PLANTERS AND STREET FIXTURES 12th (38 votes)

ALLEY MAINTENANCE 13th (36 votes)

LIGHTING DESIGN FOR ALLEYS 13th (36 votes)

DESIGN ASSISTANCE PROGRAM 15th (26 votes)

ENHANCE BICYCLE AND PEDESTRIAN AMENITIES 16th (22 votes)

GATEWAY ENHANCEMENTS 16th (22 votes)

SIDEWALK SNOW REMOVAL 17th (21 votes)

WEBSITE UPDATES 18th (20 votes)

EXPLORE LOCAL HISTORIC PRESERVATION FUNDING OPTIONS 19th (19 votes)

FUNDING GUIDE 20th (13 votes)

ART PLANNING 21st (12 votes)


PRESERVATION HANDBOOK 22nd (11 votes)


WAYFINDING SIGNAGE 24th (8 votes)

ENHANCED DESIGN GUIDELINES 25th (7 votes)

DESIGN REVIEW 26th (6 votes)



REED AVENUE CORRIDOR 1st (68 votes) 


15TH STREET EXPERIENCE 2nd (66 votes) 

OUTDOOR DINING 4th (54 votes)

ANCHOR TENANT 8th (46 votes)

PUMP HOUSE PARK 9th (42 votes)

DOWNTOWN DEVELOPMENT STANDARDS 18th (20 votes)

PUBLIC PERCEPTION 3rd (58 votes) 

GREENWAY CONNECTIONS 6th (49 votes)

ENHANCE DOWNTOWN PARKING 7th (48 votes)

ENHANCE TRANSIT SERVICE 17th (21 votes)

MICROMOBILITY 24th (8 votes)

ENHANCE PEDESTRIAN CROSSINGS 25th (7 votes)



WINTER EVENTS 11th (39 votes)

ARTIST/MAKER-SPACE 14th (29 votes)

ENTRY SURVEYS 22nd (11 votes)

RESOURCE REPOSITORY 23rd (9 votes)

PARTICIPANTS
48

IN PERSON RESPONSES SHOW A STRONG PREFERENCE FOR COMPLETING APPROVED LAND USE PLANS AND ENAHNCING STREETScape AMENITIES. UPGRADED BIKE AND PEDESTRIAN INFRASTRUCTURE WAS ALSO RANKED HIGHLY.

WHAT ELSE DID WE HEAR OR MISS?

VISITOR SURVEYS WITH VISIT CHEYENNE AND TROLLEYS **CONTINUE TO SUPPORT HISTORIC PRESERVATION**

DARK SKY COMPLIANT LIGHTING **EXIT SURVEYS**

LEVERAGE COMMUNITY PARTNERSHIPS