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## MEMO

To: Honorable Mayor and members of the City Council  
From: Charles W. Bloom, Planning and Development Director  
Date: February 18, 2025  
Subject: Requested information by council members and the public from the February 10, 2025, Plan of Development public hearing.

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Below are answers and clarifications based on councilmember and public questions at the DDA Plan of Development public hearing on February 10, 2025.

**Aldrich:** Question about sidewalk repair and CIG grants.

Answer: CIG and FIP grants are summarized on page 64 of the plan. Perhaps an addition to the implementation table for "Continuation of Grant Programs" and "Enhance Walkability" is warranted.

**Aldrich:** Question about surveying the property owners in the district to see if they are aligned with the plan. How many businesses contacts are you having with business and property owners per month?

Answer: This information is challenging to clearly identify. It is estimated that 10-25 property owners were directly contacted monthly by DDA staff as part of day-to-day activities or requests for information. Document drafts were shared with the DDA Board, Planning Commission, Governing Body, people who had signed up for project alerts on the DDA Plan Update webpage, and partners like the Downtown Business Collective.

**Emmons:** Question about attendance at all meetings.

Answer:

In-Person events:

- December 2023 Joint Work Session – 11
- January 2024 Business and Property Owner Meeting – 17
- April 2024 Visioning Events: 48 people (sign-in sheet attached)
- June 2024 Choices Events: 200+ attendees across the 3 days (no sign-ins from the booth drop-ins)
- Draft Plan Events (sign-in sheet attached) – Property Owners - 28; Public – 30

Questionnaires:

- Q1 | Challenges and Opp (Phase 1) – 351 responses
  - 125 responses noted they own property in DT
- Q2 | Visioning – 410 responses
  - 148 responses noted they own property in DT

Eblasts

The gray number to the left is the number of subscribers/recipients, the green percentage is the amount of people who opened the email, and the blue percentage to the right is the click rate (who clicked on the link in the email).

Email Contents	↓↑	Campaign	↓↑	↓↑	↓↑	↓↑	↓↑	↓↑
LAST CHANCE: Review and Comment on the Draft Cheyenne DDA Plan of Development!	...	LAST CHANCE: Review and Comment on the Draft Cheyenne DDA Plan of Development!	0	331	48.94%	10.57%	Dec 4	
Review and Comment on the Draft Cheyenne DDA Plan of Development!	...	Review and Comment on the Draft Cheyenne DDA Plan of Development!	0	250	54.00%	20.00%	11/06/2024	
Cheyenne DDA Draft Plan Open Houses!	...	Cheyenne DDA Draft Plan Events!	0	249	52.21%	0.40%	10/29/2024	
Don't Forget to Take Questionnaire #3!	...	Don't Forget to Take Questionnaire #3!	0	241	56.43%	19.92%	07/17/2024	
Questionnaire #3 and June Events	...	Questionnaire #3 and June Events!	0	225	60.00%	24.89%	06/14/2024	
Cheyenne DDA Plan Questionnaire #2 - Provide Your Input by Monday!	...	Cheyenne DDA Questionnaire #2 Closes Sunday!	0	209	55.02%	20.57%	05/03/2024	
Cheyenne DDA Plan Questionnaire #2 - There's Still Time!	...	Cheyenne DDA Questionnaire #2!	0	205	57.07%	15.12%	04/18/2024	
Cheyenne DDA Plan Open Houses!	...	Cheyenne DDA Questionnaire #2!	0	205	53.66%	0.49%	04/17/2024	
Cheyenne DDA Plan Open Houses!	...	Cheyenne DDA April Open House Events	0	197	64.97%	1.02%	03/26/2024	
Questionnaire #2 is Live!	...	Questionnaire #2 is Live!	0	158	62.66%	28.48%	02/27/2024	

**Laybourn:** Does the DDA have an email address for all of the property owners that pay the mill levy?

Answer: No, the City does not have email addresses. It is a database we continue to populate. We have done social media posts requesting property owners and businesses provide email addresses. We have received approximately 20 addresses as of those posts.

**Laybourn:** Questions about Work Plan timeline and snow removal.

Answer: The consultants and staff have not identified a specific date for Work Plan development but anticipate setting that in the near future. This will include items such as snow removal. Snow removal has also been added to the Implementation Matrix on pages 72 and 73.

**Emmons:** Question about communicating to constituents.

Answer: This was answered verbally at the hearing as falling not the “Public Perception” element of the implementation matrix. This also falls into categories regarding “Website Update” and Resource Repository” and day-to-day operations in making contact with property owners.

**Public Comments:**

**Astrid:** She had general statements about pedestrian counts and not being engaged in the process. She also had concerns with sex offenders downtown.

Answer: Astrid has attended public engagement meetings and spoke directly to Cameron Gloss, myself, and other staff in length regarding the plan. Regarding pedestrian counts, we have discussed this with the MPO before and have run into conflicts with other travel modes such as bikes and cars that inflate the count. We will continue the discussion with them.

Counts:

According to the below mapping and research tools, a total of 56 sex offenders reside in the Downtown District.

- 19 reside at the County jail at 1901 Thomas Avenue
- 7 reside at the Cheyenne Transitional Center at 322 17th Street
- 25 reside at the Pioneer Hotel at 209 W 17th Street
- 5 reside in individual dwelling units within the district including in upper floor residential that is above shops, like a coffee shop (locations not detailed here).

Map Resources:

Map of distance separation requirements: <https://maps.laramiecounty.com/sor/>

Sex offender location tool (From Laramie County Sheriff’s Department Website:

[https://www.icrimewatch.net/results.php?AgencyID=55437&RegSubmit=0&AddrStreet=3839+E+Lincolnway&AddrCity=Cheyenne&AddrState=51&AddrZip=82001&AddrZipPlus=82001&radius=2&whichaddr1=home\\_addr%7Ctemp\\_addr&whichaddr2=work\\_addr%7Cvolunteer\\_addr&whichaddr6=secondary\\_addr&button=Update](https://www.icrimewatch.net/results.php?AgencyID=55437&RegSubmit=0&AddrStreet=3839+E+Lincolnway&AddrCity=Cheyenne&AddrState=51&AddrZip=82001&AddrZipPlus=82001&radius=2&whichaddr1=home_addr%7Ctemp_addr&whichaddr2=work_addr%7Cvolunteer_addr&whichaddr6=secondary_addr&button=Update) (Set the search from the parking garage at 3839 E Lincolnway and set radius to 2 miles to cover the district. Other results east and west of downtown may appear. Disregard results east of Evans Avenue, west of Snyder Avenue, and north of 24<sup>th</sup> Street as they are outside the district boundary.)

**Glen Garrett:** – Questions about what changed between the DDA Board and PC meetings.

Answer: See the information on the following pages.

## 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.

**15<sup>th</sup> Street Experience.** Actively support the finalization and implementation of the 15<sup>th</sup> Street Plan and implement the 15<sup>th</sup> Street Experience. DDA staff to update stakeholders.

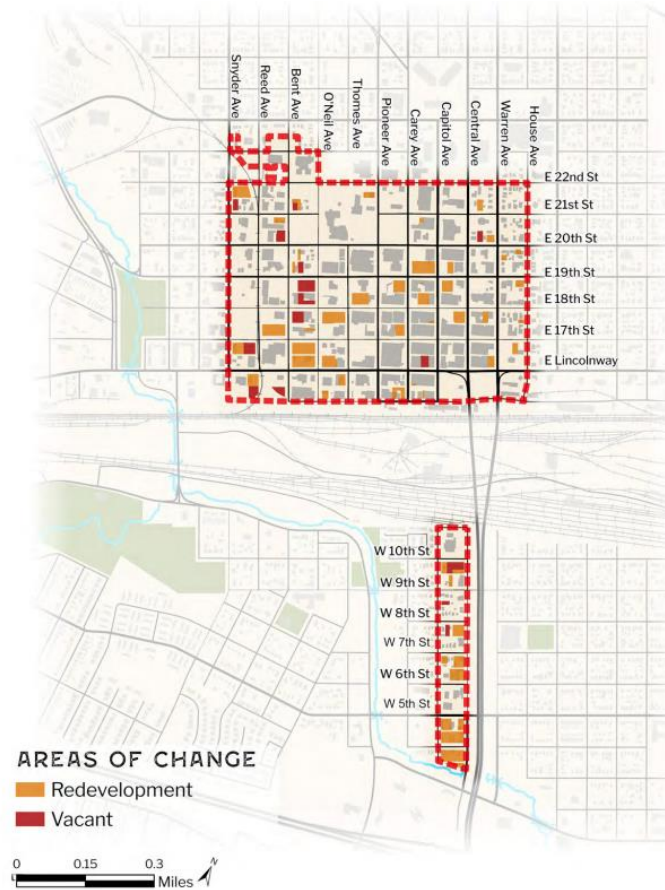
**Hynds Building and “The Hole”.** Streamline the development process and explore a public-private partnership within legal constraints to restore the historic 1916 Hynds Building and redevelop both the building and the adjacent vacant lot known as “The Hole” for economic development and community revitalization. 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.

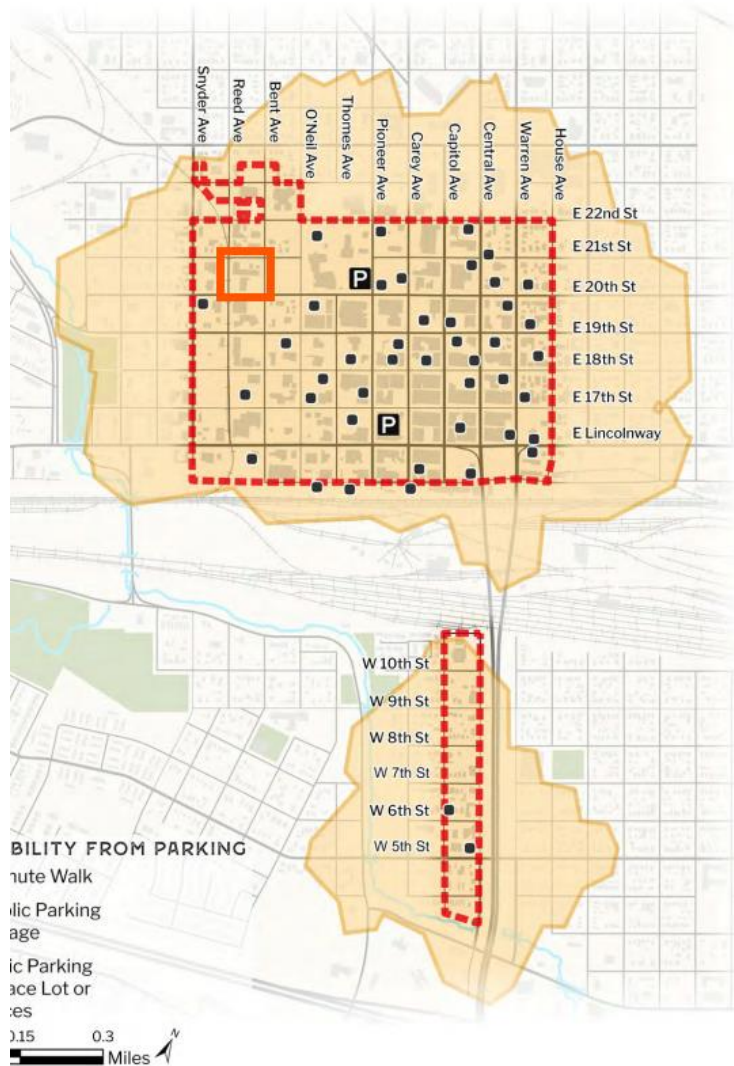
The above areas of change analysis is based on the entire property, not individual buildings. It has been noted that a number of Downtown buildings have historic second story residential uses, many of which are not currently in use. The Cheyenne Unified Development Code (UDC) does not prohibit the reestablishment 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.



**Page 38**, addition of the following language, “**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.





## 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 15<sup>th</sup> 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, Cheyenne 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. Following the direction from these two plans, City Council approved the creation of a paid on-street parking districts program in July 2024. The paid program will be under the City's parking division, as part of the Cheyenne Police Department.

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.

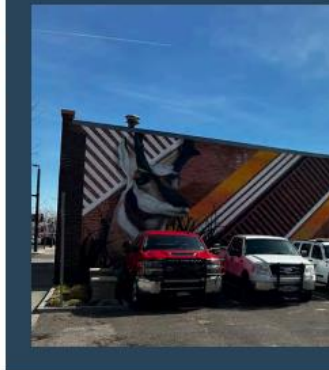
## Goals

1. Identify and publicize existing parking locations and resource 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.

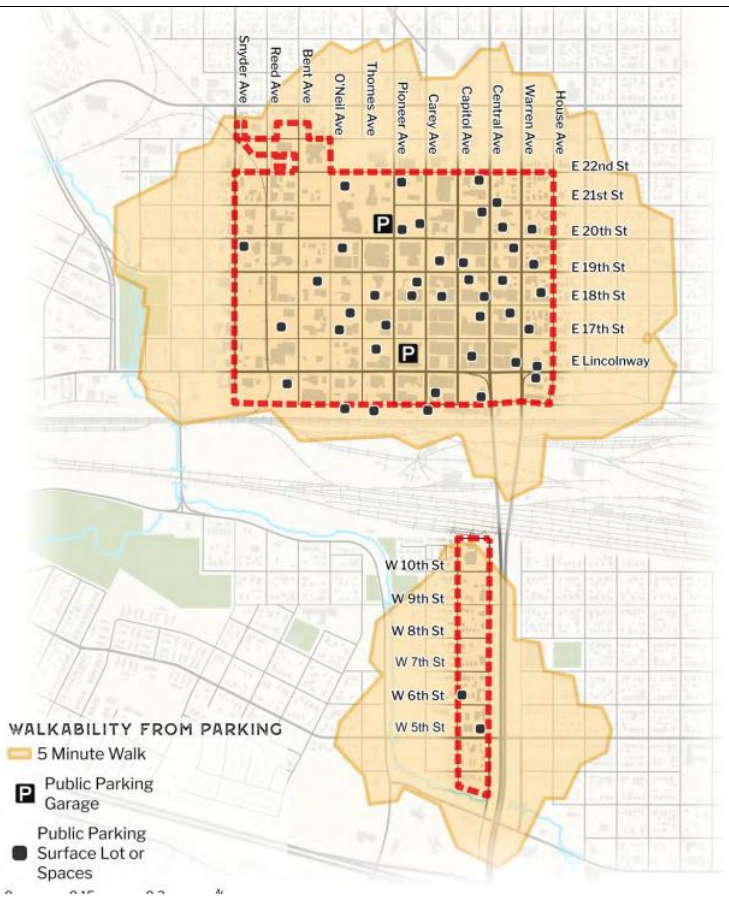
## ACTIONS

**Enhance Downtown Parking.** Support additional areas for diagonal parking located away from pedestrian areas. Stripe on-street parking stalls Downtown. Support the development of metered parking Downtown where appropriate. 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.



CHEYENNE DDA PLAN OF DEVELOPMENT UPDATE



**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.

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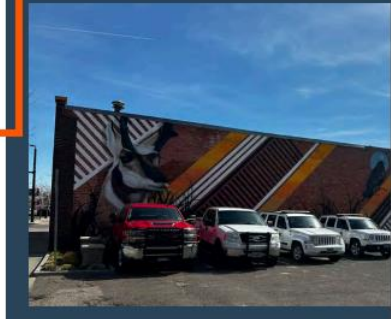
The Downtown Strategic Parking Plan (2017) encourages on-street parking turnover without penalizing infrequent visitors. The parking strategy incentivizes long-term users to utilize the parking garages rather than the on-street parking spaces. The Plan recommends maximizing use of existing on-street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

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. Stripe on-street parking stalls Downtown. Support the development of metered parking Downtown where appropriate. 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.



**Page 43**, addition of the following language: “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.





## DDA OVERVIEW

The Cheyenne Downtown Development Authority (DDA) was established in 1984 and is a 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.

**Page 51**, addition of the following language: “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.”

Action	Chapter	Topic	Priority	Time frame	Category	Lead	Partner(s)	Priority Level
<b>Reed Avenue Corridor.</b> 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	Redevelopment	Ongoing Efforts	5-7 years	Visionary	Planning, Engineering, MPO	DDA	1
<b>15th Street Experience.</b> 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	Redevelopment	Ongoing Efforts	3-5 years	Aspirational	Planning, Engineering, MPO	DDA	1
<b>Enhance Pedestrian Crossings.</b> 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	Bicycle and Pedestrian Connections	-	1-3 years	Foundational	Planning	Engineering, MPO, Public Works	1
<b>Greenway Connections.</b> Actively support planning of Downtown connections to the greenway within the Reed Avenue Corridor with new bike facilities on 17 <sup>th</sup> Street and 22 <sup>nd</sup> Street, and from the Pump House project to the Reed Avenue Corridor.	Transportation and Parking	Bicycle and Pedestrian Connections	-	1-3 years	Foundational	Parks and Recreation	Engineering, MPO, Public Works	1
<b>Enhance Downtown Parking.</b> Support additional areas for diagonal parking located away from high use pedestrian areas where appropriate. Stripe on-street parking stalls Downtown. Support the development of metered parking Downtown where appropriate. Work with business and property owners to explore opportunities for public/private partnerships for employee and visitor parking.	Transportation and Parking	Parking Availability and Location	-	1-3 years	Foundational	Engineering	Parking	1
<b>Public Perception.</b> 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	Parking Availability and Location	-	Immediate	Foundational	Parking	DDA	1
<b>Preservation Handbook.</b> Develop a historic preservation handbook outlining grant opportunities, general property maintenance information, and maintenance requirements.	Building & Street Character	Historic Resources	Education	1-3 years	Foundational	HPB	DDA	2
<b>Lighting Design for Alleys.</b> 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	Streetscape Amenities	Safety	1-3 years	Foundational	DDA	Planning, Engineering,	2
<b>Wayfinding Signage.</b> 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	Streetscape Amenities	Wayfinding	5-7 years	Visionary	DDA	Planning	2
<b>Entry Surveys.</b> 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	Business Retention	-	1-3 years	Foundational	DDA	Visit Cheyenne, Cheyenne Chamber of Commerce, Cheyenne LEADS, Downtown Business Collective	2
<b>Micromobility.</b> 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	Transit and Micromobility	-	Immediate	Foundational	Engineering	MPO	2
<b>Explore Local Historic Preservation Funding Options.</b> 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.	Building & Street Character	Historic Resources	Funding	3-5 years	Aspirational	HPB	DDA, Planning	3

Page 72 and 73, adding to the implementation matrix “Enhance Downtown Parking” and “Public Perception as shown below.

Action	Chapter	Topic	Priority	Time frame	Category	Lead	Partner(s)	Priority Level
<b>Enhance Downtown Parking.</b> Support additional areas for diagonal parking located away from high use pedestrian areas where appropriate. Stripe on-street parking stalls Downtown. Support the development of metered parking Downtown where appropriate. Work with business and property owners to explore opportunities for public/private partnerships for employee and visitor parking.	Transportation and Parking	Parking Availability and Location	-	1-3 years	Foundational	Engineering	Parking	1
<b>Public Perception.</b> 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	Parking Availability and Location	-	Immediate	Foundational	Parking	DDA	1