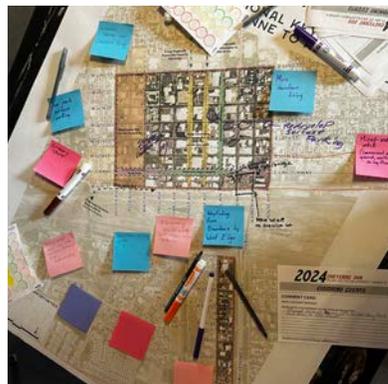
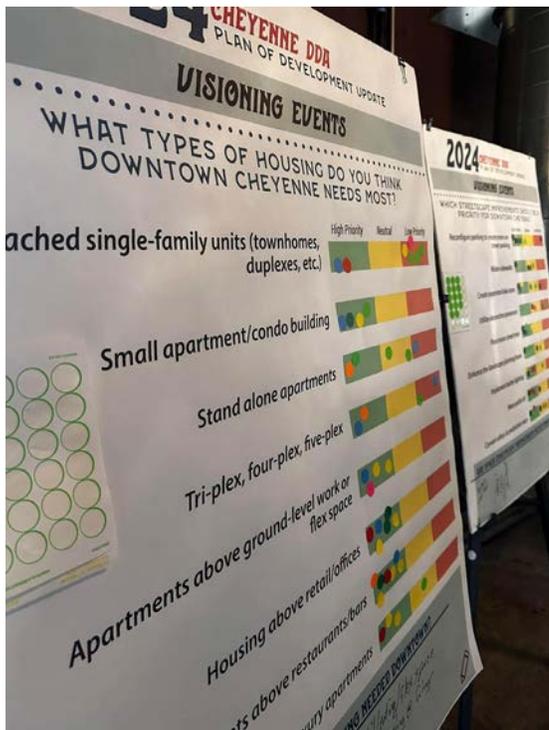




2024 CHEYENNE DDA

PLAN OF DEVELOPMENT UPDATE

PHASE 2 ENGAGEMENT SUMMARY



JUNE 2024

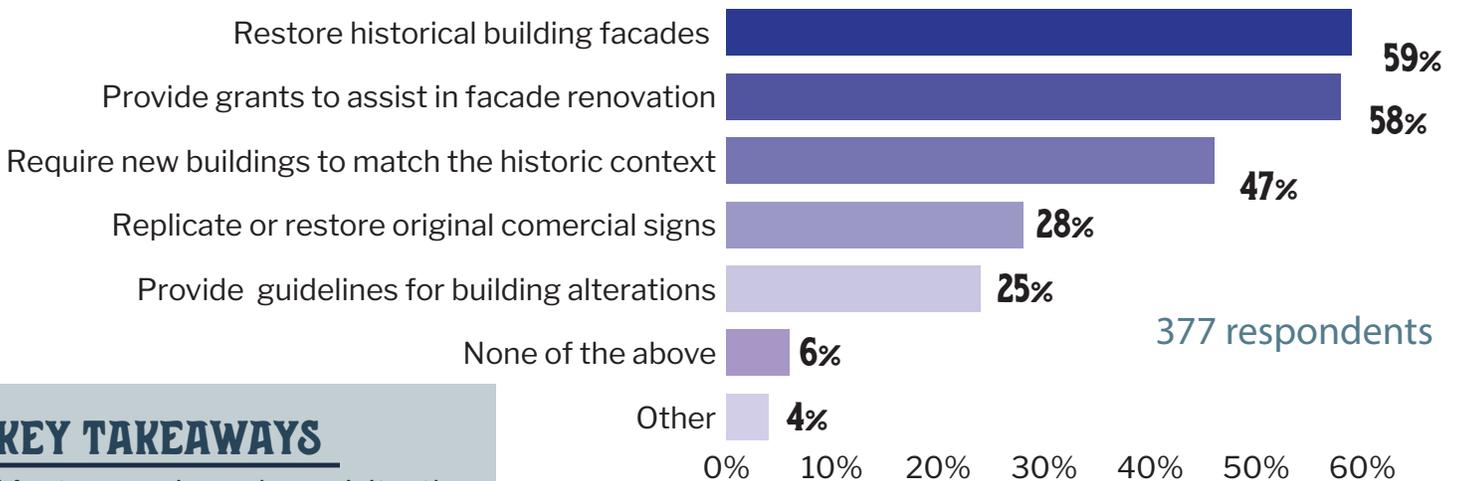




QUESTIONNAIRE #2 | VISION

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?

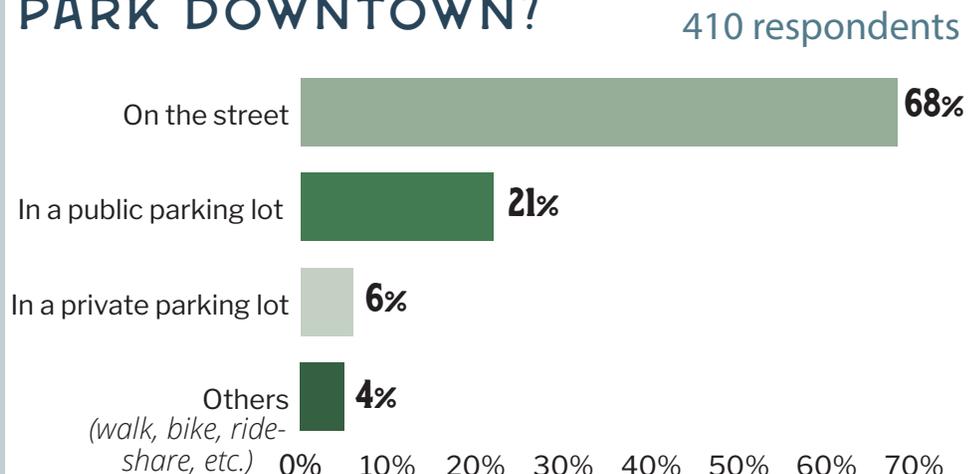


KEY TAKEAWAYS

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

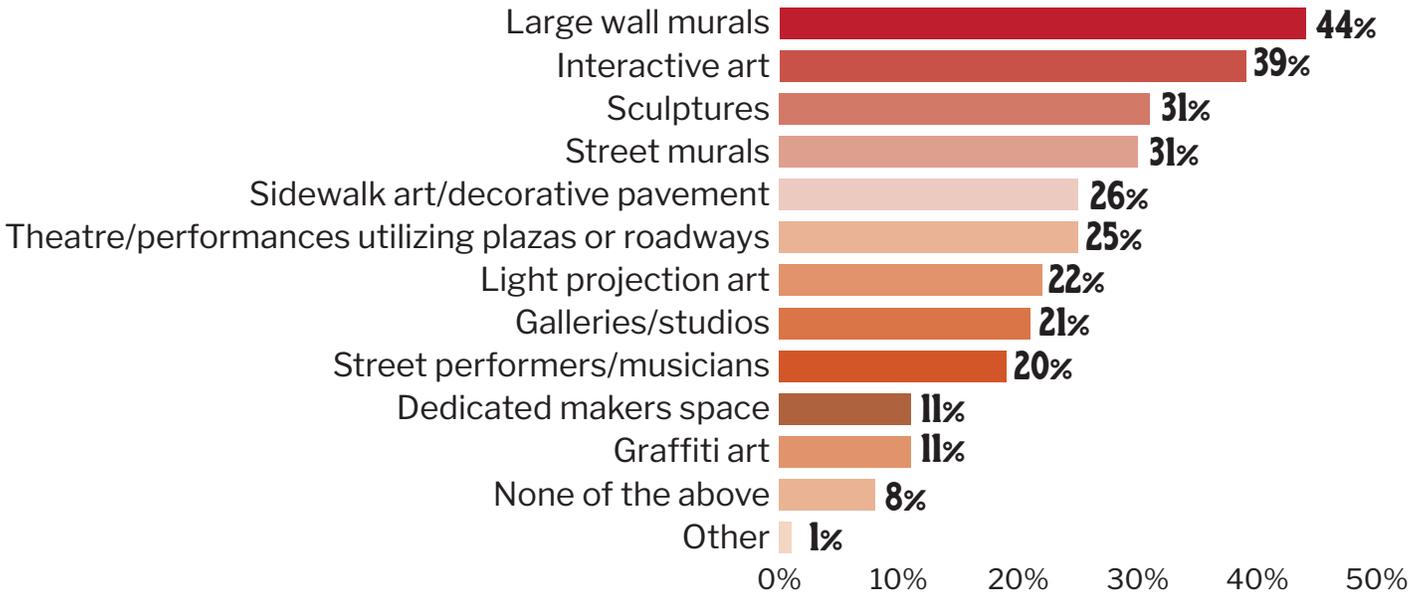
People look to building facades to preserve Downtown's historic character, and they would like to put funding towards the renovation and restoration of historic building facades. Respondants support building facade renovation and restoration as the best ways to preserve Downtown's historic character.

WHERE DO YOU TYPICALLY PARK DOWNTOWN?



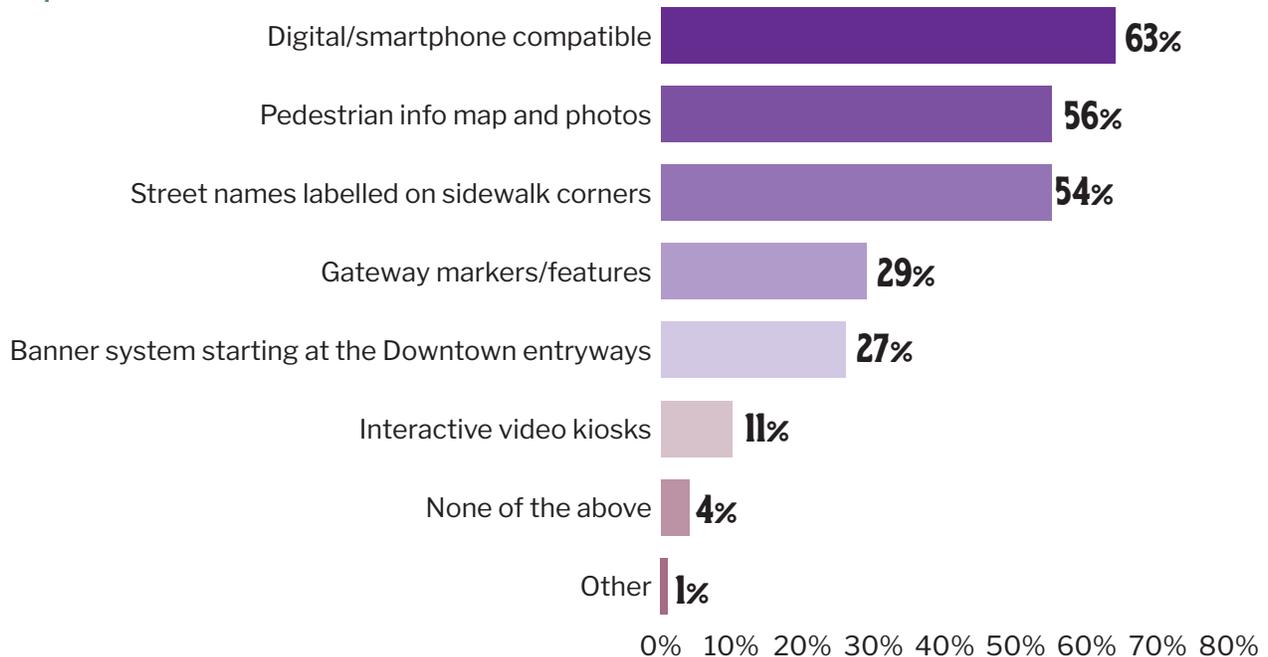
WHAT PUBLIC ART WOULD YOU LIKE TO SEE IN DOWNTOWN CHEYENNE? *SELECT YOUR TOP 3 CHOICES*

341 respondents



WHAT TYPES OF WAYFINDING ARE MOST APPROPRIATE FOR DOWNTOWN?

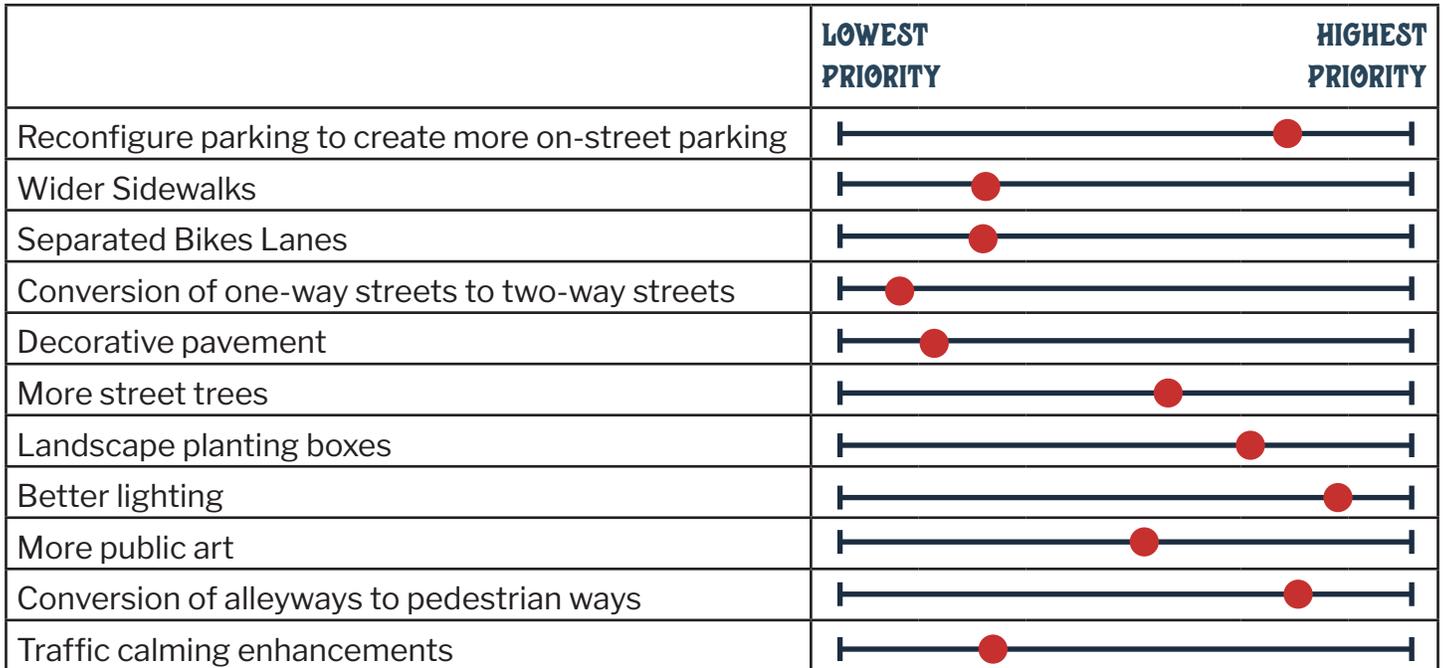
280 respondents



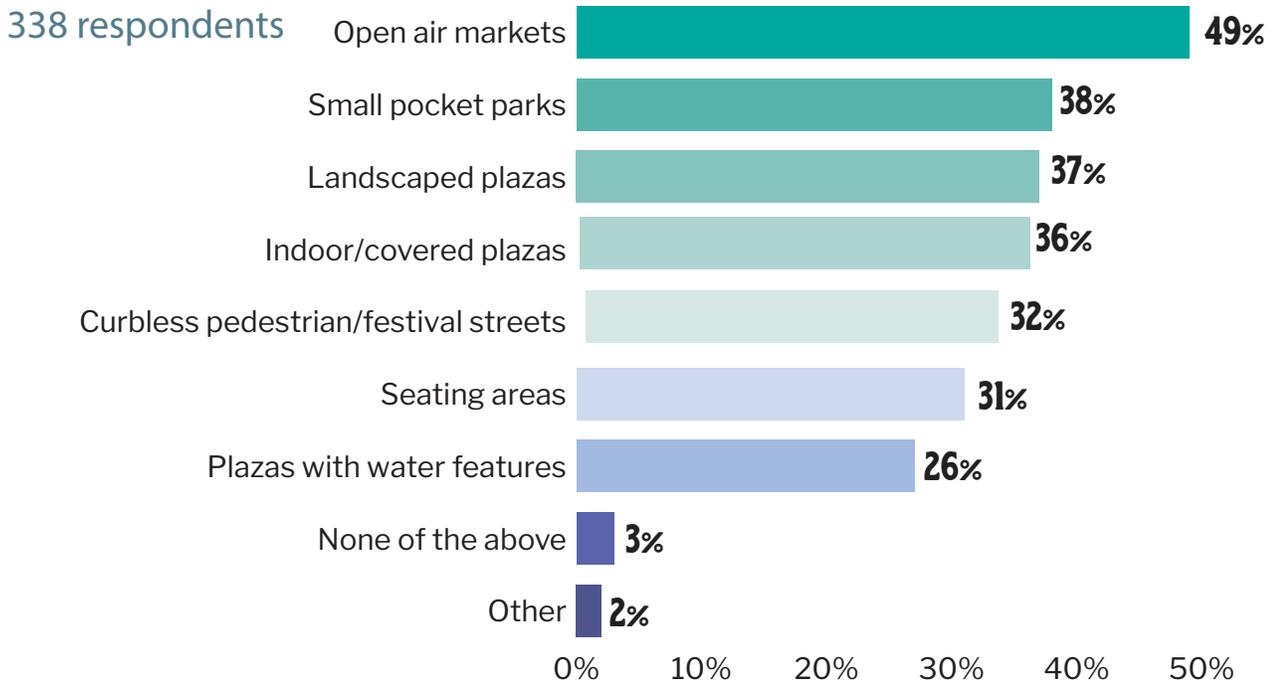
KEY TAKEAWAYS

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.

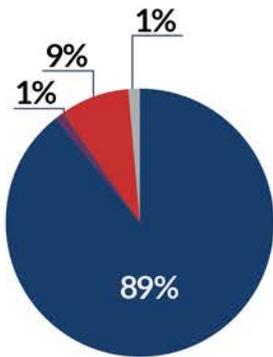
QUESTIONNAIRE #2 ENGAGEMENT SNAPSHOT

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.

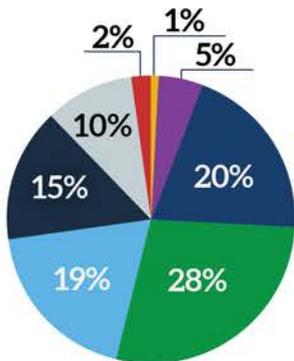
PHASE 2: VISION GOALS

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.

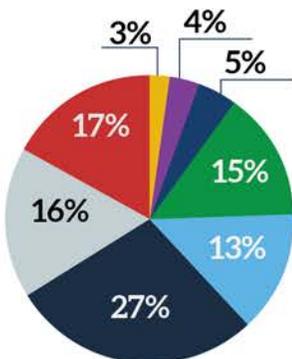
CHEYENNE DDA PLAN QUESTIONNAIRE #2



Total Responses: 285



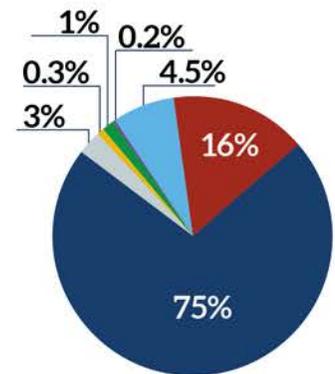
Total Responses: 334



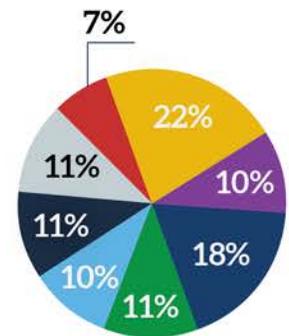
Total Responses: 330

CITY OF CHEYENNE DEMOGRAPHICS

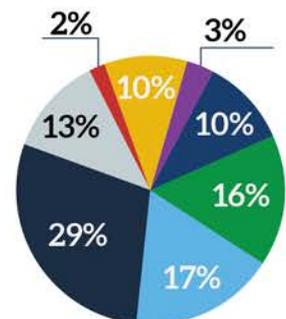
2022 U.S. Census 5 Year Estimates



Total Population: 64,610



Total Population: 64,610

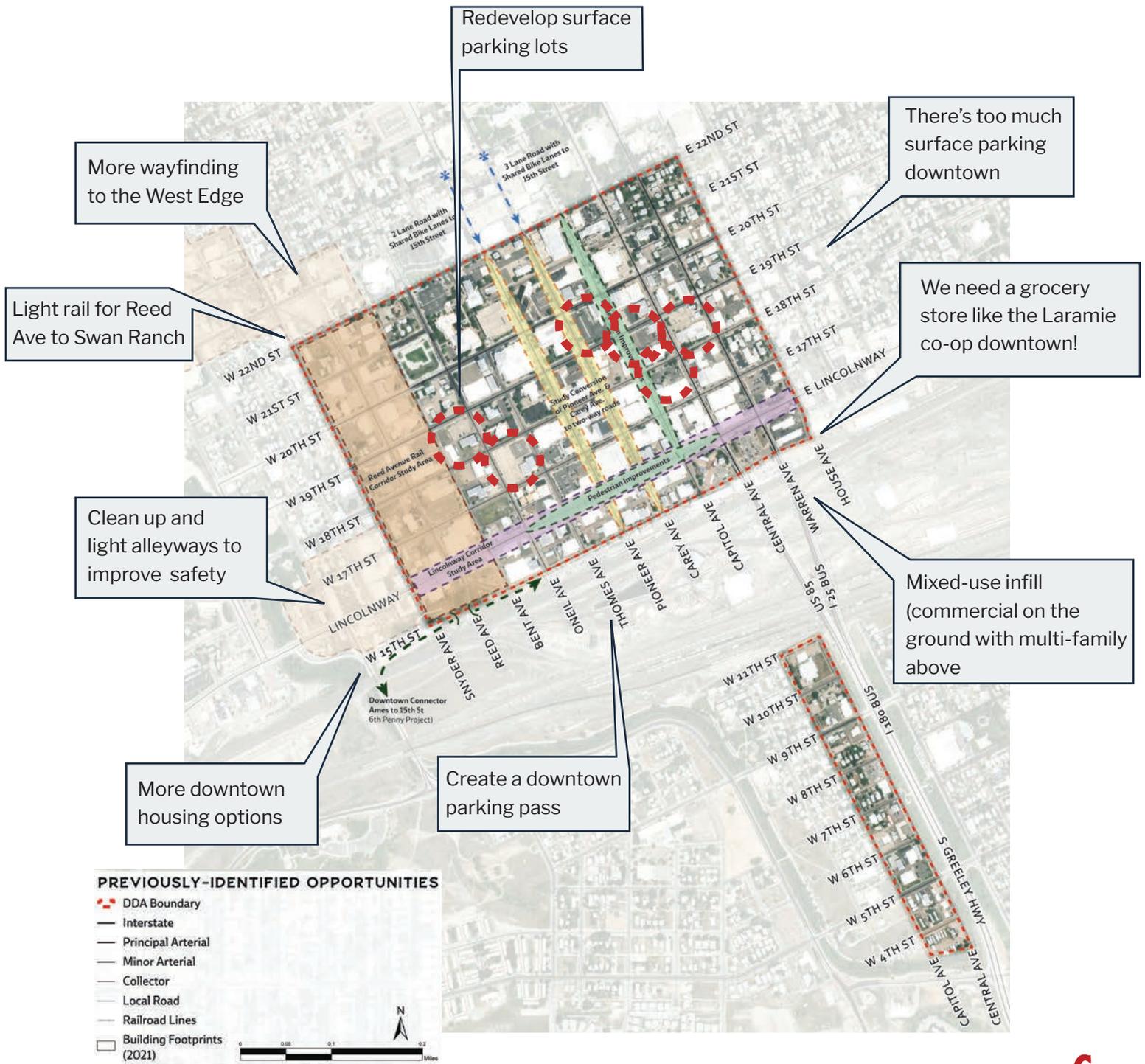


Total Population: 64,610



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**
- NO MORE BANKS**
- MORE BARS**
- ACTIVITIES FOR FAMILIES**

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.