INTRODUCTION
The West Edge Process

The Vision

The Plan

Actions

Zoning & Design Guideline Change (underway)

Infrastructure:
- Pump House Park
- Civic Center Commons
- 19th and 26th Street Drainage Improvements (Underway)

Reed Avenue

The Vision

The Plan

Actions

Zoning & Design Guideline Change (underway)

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Reed Avenue

The West Edge Process
Desired Land Use

Rail Line Sub-District

**Mixed Use Business:**
Intent. The MUB District is intended for a diverse mix of Residential, Retail, Service, Employment and Civic uses integrated into a walkable compact development pattern.
Reed Avenue - Today
Look at opportunities to revitalize Reed Avenue as a vibrant multiuse corridor that spurs investment throughout Downtown.
Understanding The Corridor
Character Buildings
Near-term
- Character Rich
- Private Ownership
- Adaptive Reuse & New Construction
- Active Investment Interests

Longer-term
- Character Poor
- Public Ownership
- New Construction
- Low Development Interest
Total Development Opportunities

180,000 sf of office / flex
68 townhomes
35,000 sf of commercial
110,000 sf of “Mixed”
Understanding The Market
RiNo: Denver, CO, Warehouse Arts District: Lawrence, KS, and the Granary District in Salt Lake City, UT
- Adjacent to vibrant downtowns...spillover benefit
- Extensive neighborhood planning
- Arts were a catalyst in all areas

Public Projects:
- Streetscapes

Special district financing:
- Urban renewal
- General Improvement District
- Business Improvement District

Catalytic private sector development:
- Creative office space
- Affordable housing
Challenge is slow downtown growth

- 630 residential units in the downtown area
- No significant downtown office development in last 10 years

Residential can be a catalyst

- 2015 Housing Assessment identified need for additional housing options beyond single family detached.
- Potential for 70-160 attached units in 10 years ... Need for affordable options
- Artspace identified need for 30 affordable artists’ housing units with 20,000 sf of creative space

Employment

- Cheyenne area is forecast to grow at a 1.1% annual growth rate
- 25,000-100,000 square feet of employment space in 10 years as West Edge reinvents into a “cool” place to be
Retail

- Shift nationwide towards restaurants, experiential retail
- Huge growth in Eating and Drinking in Laramie County; greatest source of sales tax revenue
- 15,000-45,000 square feet of restaurant and retail uses in 10 years
- Liquor laws an impediment?

Need to focus investment areas
Understanding
The Rail Road
• Provide for Continued Rail Operations
  • Drainage – Away from the Track
  • Signals and Gates need to be maintained but can be adjusted
  • Signal Cabins can be relocated but need adjacent access
  • Potential track maintenance needs
    • Gate(s) in parallel fencing
    • Ability to remove fence panels for broader access

• Detail Improvements and the Benefits
  • Fencing along track decreases potential conflict points
  • Height of Fencing allows for emergency egress from track corridor while deterring trespassing
  • Positive Drainage Conveyance
  • Sustainable Features such as Streetside Stormwater Planters (SSP)
• 14’ either side of Track CL (typically provides a dedicated walkway for switchman)
• 14’ adjacent access road for performing track inspection and maintenance
• 6’ high fence to prevent any trespass into the track area
• Fencing at 9’ Offset from Track CL
• Drainage Considerations
• Design pavement section of trail to support heavy vehicles
• Track location varies relative to the ROW
• Café Zone and other amenities will be developed on a block by block basis
Similar Projects

San Diego

Des Moines

RTD Denver

Charlotte
Community Values

LIKES AND DISLIKES
Community Meeting – April 18th, 2017
What do you value most about the corridor?
What do you like in the corridor?
What do you dislike in the corridor?
Likes & Dislikes

Dislikes:
- Storage in the Street
- Rail Crossings
- Non-Compliant Buildings
- Outdoor Storage
- Steam Plant

Likes:
- Warehouse 21
- Grain Elevators
- Fire Department
- Taco John’s
- State Administration
- Steam Plant
- Newspaper
Design Charrette
What is a Charrette?
<table>
<thead>
<tr>
<th>From</th>
<th>To</th>
</tr>
</thead>
<tbody>
<tr>
<td>A place to drive through</td>
<td>A place to Live, work, and play</td>
</tr>
<tr>
<td>Pioneers</td>
<td>Place of investment</td>
</tr>
<tr>
<td>No support for businesses or residences</td>
<td>Many partners</td>
</tr>
<tr>
<td>Abandoned buildings</td>
<td>New Investment</td>
</tr>
<tr>
<td>Barriers</td>
<td>Seams</td>
</tr>
<tr>
<td>Nobody lives here</td>
<td>Vibrant neighborhoods</td>
</tr>
<tr>
<td>Wide asphalt</td>
<td>Wider sidewalks</td>
</tr>
<tr>
<td>Narrow sidewalks</td>
<td>Multi-use Corridors</td>
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<tr>
<td>Streets for cars</td>
<td>Streets for People</td>
</tr>
<tr>
<td>Hostile</td>
<td>Inviting</td>
</tr>
<tr>
<td>Few open spaces</td>
<td>Great experiences</td>
</tr>
<tr>
<td>Kids can’t enjoy</td>
<td>Kids can cross the street</td>
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<tr>
<td>Nothing to do</td>
<td>Food and entertainment</td>
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<tr>
<td>Unsustainable</td>
<td>Sustainable</td>
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Reed Avenue : Expectations
Conceptual Design
30% Design – Two Options

Separated Movements

- Pedestrian Trail (Bike & Ped)

Combined Movements

- RAIL
- Buffer
- Pedestrian Trail (Bike & Ped)
Create a regional greenway that interconnects Downtown and its many destinations
Reed Avenue Rail Corridor
Integrated seating and landscaping

Trail is separated from pedestrian areas

Low maintenance landscaping
Integrated seating and landscaping

Large pedestrian area with shade structures

Integrated space with pervious paver's

Seasonal planting arterials and amenities
Reed Avenue should function as a share street, similar to a European woonerf.

Alternating hardscape materials highlight the design concept.

Trail continues to follow the rail corridor to 23rd street.

Low maintenance landscaping.
<table>
<thead>
<tr>
<th>SEQ #</th>
<th>DESCRIPTION</th>
<th>UOM</th>
<th>QTY</th>
<th>Unit Cost</th>
<th>Total Cost</th>
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<tbody>
<tr>
<td></td>
<td><strong>Location 1: General</strong></td>
<td></td>
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<tr>
<td>1</td>
<td>Mobilization/Demobilization</td>
<td>LS</td>
<td>1</td>
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<td>2</td>
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<td><strong>Location 2: Contractor Removal Items</strong></td>
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<td>6</td>
<td>Contaminated Soil Disposal</td>
<td>CY</td>
<td>570</td>
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<td>7</td>
<td>Sawcut Pavement</td>
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<td>1,120</td>
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<td>8</td>
<td>Remove Existing Asphalt Pavement</td>
<td>SY</td>
<td>373</td>
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<td>9</td>
<td>Site Cleanup - Remove &amp; dispose of scrap material, rail, fencing, paving, bollards, etc</td>
<td>LS</td>
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<td>11</td>
<td>Pollution Prevention Plan - Storm Water (SWPPP)</td>
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<td>Subgrade Preparation - 6' Scourly and Recompact</td>
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<td>Aggregate - Base Material</td>
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<td>866</td>
<td>$30.00</td>
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<td>SY</td>
<td>-</td>
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<td>20</td>
<td>Concrete - 4&quot; Sidewalk</td>
<td>SF</td>
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<td>$7.00</td>
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<td>SY</td>
<td>50,000</td>
<td>$9.00</td>
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<td>22</td>
<td>Concrete - ADA Ramp</td>
<td>EA</td>
<td>14</td>
<td>$2,800.00</td>
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<td>23</td>
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<td>Pavement Marking - Thermoplastic - Symbols/Works</td>
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<td><strong>Location 5: Contractor Sitework - Miscellaneous</strong></td>
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<td>6&quot; Welded Wire Fence with Posts</td>
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<td>6&quot; Double Gate, 6&quot; High</td>
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<td>$17,500.00</td>
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<td>31</td>
<td>Trash Receptacle</td>
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<td>14</td>
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<td>32</td>
<td>Bike Rails</td>
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<td>7</td>
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<td>33</td>
<td>Reclaimed Rail</td>
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<td>34</td>
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<td>681</td>
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<td>103</td>
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<td><strong>Location 6: Contractor Sitework - Site Utilities</strong></td>
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<td>38</td>
<td>18&quot; RCP</td>
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<td>2,520</td>
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<tr>
<td>39</td>
<td>Catch Basin</td>
<td>EA</td>
<td>28</td>
<td>$4,000.00</td>
<td>$112,000.00</td>
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**Construction Contingency:** 25% $740,012.63

**Total Construction Items:** $3,700,633.13

**Engineering Fee:** 10% $370,006.31

**Construction Management:** 17% $629,010.73

**Total Design and Construction Cost:** $4,699,080.17
Project Implementation
A City’s Role in Implementing a Vision:
Creating Motivation, Certainty, and Security in the Private Market

Traditional Role

“Jump Start” Special Places

Active Role

Participatory Role

Infrastructure

Incentives
Physical
Regulatory
Financial

Directed Growth w/
Powers to Assemble
“The City gets the land into the right hands at the right time”

Catalytic Developer
The City becomes an active partner in the redevelopment

The City gets the land into the right hands at the right time

Strong
Weak

The Market
Tax Increment District

Development

- 180,000 sf of office / flex
- 68 townhomes
- 35,000 sf of commercial
- 110,000 sf of “Mixed”

Values

- Office / Flex: $100 psf
- Commercial / Mixed: $150 psf
- Townhomes: $190K per unit

Phasing

- 20\textsuperscript{th} /21\textsuperscript{st}: 2022
- 21\textsuperscript{st}/22\textsuperscript{nd}: 2024
- 22\textsuperscript{nd}/23\textsuperscript{rd}: 2026
- 18\textsuperscript{th}/19\textsuperscript{th}: 2030
- 17\textsuperscript{th}/18\textsuperscript{th}: 2032

2% Annual Growth

Assumptions
• Property tax increment (cumulative) estimate: $9.6 Million
• Construction cost estimate: $4.7 Million
• Sales tax estimate: $610,000 (2017 dollars)
  • 4% state, 1% county, ?? % Cheyenne
• 540 jobs
• Next steps
  • Phasing
  • Financial tools

Benefits / Costs: 2 to 1
1. Public Project

2. Funding partnerships
   1. Grants
   2. Business Improvement District
   3. Increment Financing

3. Development Exactions
1. Refine design concept to a point that the City is comfortable with presenting it to the Railroad(s).

2. Request Railroad agreements with third party entities.

3. Negotiate design modifications with the Railroad(s) and any third parties.

4. Review design with PUC
   - No Action – Most likely by Wyoming Statute
   - Action
     - Submittal for Review
     - Field Diagnostic Reviews
     - Public Hearing

5. Request retirements of unused track and other railroad equipment.

6. Complete final design for final railroad approval.

7. Renegotiate the easement agreement.
Our Process: April - October

- UNDERSTAND: Define Challenges
- COLLABORATE: Create Prototype Solutions
- DELIVER: Test + Reframe, Confirm + Implement, Document Findings