



Cheyenne Downtown Development Authority

(307) 433-9730 • administrative@downtowncheyenne.com • 2101 O'Neil Ave., Room 202, Cheyenne, WY 82001

STAFF REPORT

Request: DDAC-26-2 : Capital Improvement Grant Request
Location: 306 W 15th Street, Cheyenne, WY 82001
Applicant: Misty Peterson
Owner: Kallas, Gus Jim Rev Tr
Date: July 9, 2026
Staff Contact: Sophia Maes, *DDA Executive Director*

RECOMMENDED MOTION:

Move to approve the CIG application for 306 W 15th Street (Wellness Collective) for up to \$2,137.02 (50%) of the costs of installing a new awning.

BACKGROUND:

The Capital Improvement Grant (CIG) Program is designed to support capital projects that enhance public infrastructure within the DDA district and deliver clear, measurable public benefit. This program focuses solely on improvements within the public right-of-way (ROW), such as lighting, streetscapes, and similar enhancements.

Misty Peterson, representative of 306 W 15th Street (Wellness Collective), has applied for a Capitol Improvement Grant (CIG) to complete the following additions:

- Awning installation. "Manufacture and install 1- 3'H x 3'P x 17'4"W awning with 5" solid valance.

The subject property is located within the Central Business District (CBD) zoning district and is designated as a C-2 Contributing Structure within the National Register of Historic Places. Constructed circa 1917, the building occupies approximately 4,224 square feet. According to a 1996 historic inventory, the structure is a one-story red brick commercial building featuring a recessed storefront, flanking display windows, an intact clerestory, and what are believed to be the original windows and entrance door. Architectural details include a corbeled brick cornice topped with tile. While the site originally contained a wood-frame saloon, the building later served a variety of commercial uses, including a coffee house and restaurant in the 1920s, followed by a motorcycle shop and woodworking business during the 1930s. The building continues to retain much of its original historic character and architectural integrity.



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Figure 1 Front Side Rendering: Elevation view with a rendering of the proposed awning design

The applicant and business owner are not the property owner; therefore, a Letter of Authorization was signed by both prior to the execution of the Agreement, in order to ensure the property owner had given written approval of this project. The property owner will also need to sign the Agreement, should the project be approved for the CIG.

The proposed project will cost a total of \$4,274.04, and the applicant is requesting \$2,137.01 (50%) from the DDA's CIG Program.

ANALYSIS OF APPLICATION WITH REVIEW CRITERIA:

1. The application meets the definition of “project” outlined in W.S. §15-9-202 (a)(v) by aligning with at least one of the criteria.
 - A. **The planning or management of development or improvement activities:** The proposed awning constitutes a capital improvement that enhances the appearance and functionality of the building's exterior. By investing in permanent building improvements, the project supports ongoing redevelopment efforts within the district and contributes to the maintenance and enhancement of the downtown built environment. **This request meets this criterion.**
 - B. **Landscaping or other maintenance of public areas:** While the project does not include landscaping improvements, the installation of a new awning contributes to the overall maintenance and visual enhancement of the streetscape. Improvements to building façades help create a more attractive pedestrian environment and support the quality and character of adjacent public spaces. **This request meets this criterion.**
 - C. **Promotion of public events:** The request does not meet this criterion.
 - D. **Activities in support of business recruitment and development:** The new awning will improve the property's visibility, curb appeal, and customer experience, making the space



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more attractive to existing and prospective businesses. Investments in commercial properties support business retention, encourage future occupancy, and contribute to the economic vitality of Downtown Cheyenne. **The request meets this criterion.**

- E. **Other economic improvement activity for which an assessment may be made on property specifically benefited thereby:** The project represents a direct investment in a downtown commercial property that will provide long-term benefits to both the property owner and business occupants. By enhancing the building's appearance and functionality, the improvement contributes to increased property value, strengthens the downtown business environment, and supports broader economic development objectives within the DDA District. **This request meets this criterion.**

The proposal meets or exceeds one or more of the specified criteria, demonstrating a high level of quality and effectiveness. **This meets this review criterion.**

1. The application meets the intent of the DDA Plan of Development outlined in W.S. §15-9-201 and §15-9-207.

The intent of the DDA Plan of Development is to:

- Carry out the purposes of the DDA:
 - Promote health, safety, prosperity, security, and general welfare
 - Halt or prevent deterioration of property values or structures within the central business district (CBD)
 - Halt or prevent the growth of blighted areas within the central business district (CBD), and
 - Assist municipalities in the development and redevelopment of such districts and in the overall planning to restore or provide the continuance thereof.
- Promote the economic growth of the Downtown District.
- Implement education and public relations programs to persuade property owners and business proprietors to implement such plans to the fullest extent possible.

The proposed project directly supports the intent of the DDA Plan of Development by advancing several of its core purposes within the Downtown District. The project promotes the general welfare and security of the area by improving the condition and functionality of an aging structure. By reinvesting in an existing site, the project contributes to preventing conditions that could lead to blight and supports the continued redevelopment of the District in alignment with municipal planning efforts. Furthermore, this visible investment demonstrates the value of façade improvements and serves as a practical example of the DDA's programs in action, reinforcing efforts aimed at encouraging other property and business owners to participate in ongoing revitalization initiatives and support the District's economic growth.

Under the Plan of Development – Building and Street Character focus area, specifically the Building Design section, identifies several goals, three of which are directly addressed by this project:



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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.

The proposed awning project aligns with the Building and Street Character focus area of the DDA Plan of Development, specifically within the Building Design section. The project supports compatible redevelopment by enhancing the appearance and functionality of an existing downtown commercial building while maintaining its relationship to the surrounding built environment. The proposed improvements are consistent with the intent of encouraging development that complements the character and context of Downtown Cheyenne. Additionally, the project advances the Plan's goal of promoting high-quality building improvements that contribute to an attractive and cohesive streetscape. By providing financial assistance for exterior building enhancements, the Capital Improvement Grant furthers the Plan's objective of supporting investment in downtown properties and encouraging ongoing revitalization efforts throughout the district.

Further, the project addresses the prevention of blight within the Central Business District (CBD). A “blighted area,” as defined in W.S. 15-9-103(iii), includes deteriorated or deteriorating structures and is a menace to the public health, safety, morals, or welfare in its present condition and use. By improving the condition and appearance of the structure, the project mitigates signs of deterioration and reduces the risk of blighting conditions, supporting a safer and more stable environment.

The proposal meets or exceeds the specified criteria, demonstrating a high level of quality and effectiveness. **This meets this review criterion.**

2. The application meets the intent of the program.

The Capital Improvement Grant (CIG) Program supports capital projects that improve public infrastructure within the DDA District and provide a clear, measurable benefit to the community. Funding is limited to improvements located within the public right-of-way (ROW), including projects such as lighting, streetscape enhancements, pedestrian amenities, and other infrastructure improvements that contribute to the functionality, safety, and appearance of the downtown environment.

The proposed awning project aligns with the intent of the Capital Improvement Grant (CIG) Program by enhancing the visual quality and pedestrian experience within the Downtown Development Authority district. The awning is highly visible from the public right-of-way and contributes directly to the character, appearance, and functionality of the streetscape. The project will improve the building's exterior presentation, create a more inviting environment for pedestrians and patrons, and support the overall attractiveness of the downtown corridor. By investing in an exterior



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improvement that benefits the public realm and strengthens the downtown environment, the project provides a clear public benefit consistent with the goals of the CIG Program.

The proposal meets the specified criteria, demonstrating a high level of quality and effectiveness. **This meets this review criterion.**

3. The application adheres to Article 16 of the Wyoming Constitution outlining the use of public funds.

Article 16, Section 6 of the Wyoming Constitution outlines the appropriate uses of public funds (such as the DDA Special District Mill Levy), limiting them to the direct benefit of the public or the necessary support of the poor. Section 13 further provides that incorporated municipalities may “appropriate from local sources of revenue such funds as may be deemed necessary for an economic or industrial development project or program, public or private, subject to approval by a vote of the majority of the registered voters of the county or municipality voting upon the question.”

The 2023 Mill Levy election, approved by a majority of the Special District’s commercial property owners, authorizes the levy of 20 mills on commercial properties within the District to fund:

1. Landscaping or maintenance of public areas;
2. Planning or management of development or improvement activities;
3. Promotion of public events; and
4. Activities in support of business recruitment and development.

Based on the analysis in Section 1 of this report, this project meets the criteria of (1) landscaping or maintenance of public areas, (2) planning or management of development or improvement activities, and (4) activities in support of business recruitment and development.

The applicant has provided 1 bid from Mountain States Signs. The Board may request an additional bid or choose to grant an exception due to limited contractor availability.

The proposal meets or exceeds the specified criteria. **This meets this review criterion.**

STAFF REVIEW:

The application received the following comments from DDA and City of Cheyenne staff:

Planning and Development Department

This is zoned CBD zone. The building is listed as a C-2 Contributing Structure on the National Register of Historic Places. It was built in 1917. On an inventory in 1996: The one-story red brick commercial building with a single recessed storefront with flanking display windows and intact



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clerestory dates from about 1917. It appears that all windows and the door are original. The corbeled brick cornice is capped with tile. The original wood frame building housed a saloon. However, by 1920s, it was a coffee house and restaurant. It was later used as a motorcycle shop and a wood working shop in the 1930s. This modest building has retained most of its original architectural features.

The proposed awning looks to be compatible with the building's historic character. I suggest that it is installed with methods that do not permanently damage the historic materials on the building or in a way that can be reversible or removed without major harm.

The proposed awning can support revitalizing and beautifying a downtown building. It improves the pedestrian environment and public right-of-way experience.

If the awning is to have any text or logos, it will need to be submitted as a sign permit. Recommend 8' minimum clearance (if signage is included, 8' clearance is required).

Building Department

Applicant is advised that work shall be performed by licensed contractors for all trades. All contractors and subcontractors are required to have/obtain all required licensing with the City of Cheyenne building division prior to commencing any work on the project. Please direct all questions to (307) 637-6265.

Applicant is advised that all electrical contractors and electricians are required to have/obtain all required licensing with the Wyoming department of fire prevention and electrical safety prior to commencing any work on the project. Please direct all questions to (307) 777-7288.

Applicant is advised that building permits shall be required and all plans submitted may be required to be designed and stamped by a state of Wyoming licensed design professional.

Applicant is advised that the city of Cheyenne has adopted the 2024 I-codes, the 2018 IECC, and the 2023 (NEC). Further advise that the city of Cheyenne will be adopting the 2026 NEC with an anticipated enforcement date of July 1, 2026.

CONCLUSION:

Staff analysis is that the application meets the review criteria and therefore recommends approval of up to \$2,137.02 (50%) of the costs of installing a new awning.

STAFF RECOMMENDATION:

Staff recommends moving to approve the CIG application for 306 W 15th Street (Wellness Collective) for up to \$2,137.02 (50%) of the costs of installing a new awning.

ALTERNATIVES:



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1. Deny the request in whole or in part.

ATTACHMENTS:

1. DDAC-26-2 Application
2. Mountain State Signs Estimate

C* Cheyenne, WY

June 11, 2026

Record No: DDAC-26-2Capital Improvement
Grant

Status: Active

Submitted On: 6/10/2026

Primary Location2101 ONEIL AVE
Cheyenne, WY 82001**Owner**CITY OF CHEYENNE
2101 O NEIL AVE RM 101
CHEYENNE, WY 82001**Applicant** Misty Peterson
 307-222-8342
 info@wc307.com
 306
West 15th Street
Cheyenne, Wyoming 82001

Introduction

Applicants are encouraged to schedule a pre-application meeting with the DDA staff early in the planning process so staff may assist in formalizing project plans. Requests for CIG funding will not be accepted or approved once improvements have begun. DDA Board approval of CIG funding must be obtained prior to the start of any construction, fabrication, or installation for which funding is requested.

Schedule a Pre-Application meeting to discuss the extent of the proposed improvements. Staff will advise the applicant of the eligibility of the proposed improvements, the availability of funds and the requirements for application.*

**Date of DDA Pre-Application Meeting:**

06/10/2026

Application

The property is within the DDA District. The District map can be found on the DDA website. *

**Building or Business Name***

Wellness Collective

Description of Work Proposed*

Awning installation. "Manufacture and install 1-- 3'H x 3'P x 17'4"
W awning with 5" solid valance."2

Additional information or documents may be requested from the applicant which may be appropriate or beneficial to support the request for CIG funds.

Estimated Total Cost of Work*

4274.04

Amount of CIG Funds Requested*

2137.02

This grant program is set up as a reimbursement grant and funding will be expended when receipts and proof of payment for the approved improvements have been received. If approved, this grant provides a 50-50 match up to \$50,000 for eligible improvements.*



DDA Board Review

The application deadline is approximately 5-6 weeks prior to the next regularly scheduled board meeting. Please visit our website for the exact application timeline.*



1. Approve the request as submitted
2. Deny the request in whole or in part
3. Require modifications to the applicant's plans or improvements based upon applicable plans and/or guidelines.
4. Postpone action pending further review or information/revisions by the applicant
5. The DDA Board reserves the right to change any of the terms, conditions or policies in order to better meet the goals of the program.

The applicant or an authorized representative is required to attend the DDA Board meetings at which the request is to be considered for action. The absence of the applicant will be cause for the DDA Board to table the application. Contractors or vendors are welcome to attend if accompanied by the applicant. *



Completion of the Improvements and Payment

After completion of the physical improvements, DDA staff will verify that the improvements are in accordance with those approved, reimbursements will be made to the applicant by the DDA according to established payment procedures. *



The DDA's participation through the CIG program is subject to the following:

Improvements previously funded by the CIG program will not be funded again for the same improvement, or modifications to the funded improvement within a five (5) year period.*



Recognition signage of DDA funding may be required to be displayed on the property for the five (5) year period.*



CIG requests that have been fully or partially funded shall not be eligible for additional funding within a five-year period for the same work. Funding of any request is subject to funds available at the time of application; applications which are partially funded will not be considered for additional funding.*



CIG application funding is limited to the budgeted funds available during the DDA fiscal year in which the application is made. Funding commitments from subsequent fiscal year's budgets will not be considered.*



The DDA's participation of funding improvements shall be paid according to the current "DDA Capital Improvements Grant Program Schedule of Values." This Schedule is part of this CIG policy by reference and may be periodically revised by the DDA Board as appropriate to reflect current costs.

Capital Improvement Grant Agreement

The owner agrees to complete work within a period of 12 months from date of award. The owner agrees to do all work as approved by the DDA. Any changes to the approved scope of work and costs must come in written form to the DDA Board for review and approval. Once work is complete, it is expected to be maintained appropriately and per any conditions of approval. *

✓ Misty Peterson

Jun 10, 2026

ESTIMATE

MOUNTAIN STATES SIGNS LLC
711 E Fox Farm Rd
Ste1
Cheyenne, WY 82007-2498

general_wy@mountainstatesta.com
+1 (307) 433-8649
www.mountainstatesta.com



Bill to
Wellness Collective
306 W 15th Street
Cheyenne, WY 82001

Ship to
Wellness Collective
306 W 15th Street
Cheyenne, WY 82001

Estimate details
Estimate no.: 2274
Estimate date: 06/03/2026

Sales Rep: JRD

#	Product or service	Description	Qty	Rate	Amount
1.		Manufacture and install 1-- 3'H x 3'P x 17'4" W awning with 5" solid valance			
2.	Material/Fabric	1" aluminum tubing	177	\$6.50	\$1,150.50
3.	Service	Welding shop cut and weld frame	10	\$100.00	\$1,000.00
4.	Material/Fabric	46" Striped Sunbrella (customer choice of color)	11	\$52.30	\$575.30
5.	Material/Fabric	Staple cover (customer choice of color)	60	\$2.65	\$159.00
6.	Service	Sewing shop, panel striped material	1	\$95.00	\$95.00
7.	Service	Install cover to frame	4	\$100.00	\$400.00
8.	Service	Install Awning to building	1	\$450.00	\$450.00
9.	Service	Permit acquisition	1	\$350.00	\$350.00
10.	Permit	Permit billed @ cost	1	\$0.00	\$0.00
11.		50% deposit is required to begin job			

Subtotal \$4,179.80

Sales tax \$94.24

Total \$4,274.04

Deposit due \$2,137.02

Accepted date

Accepted by