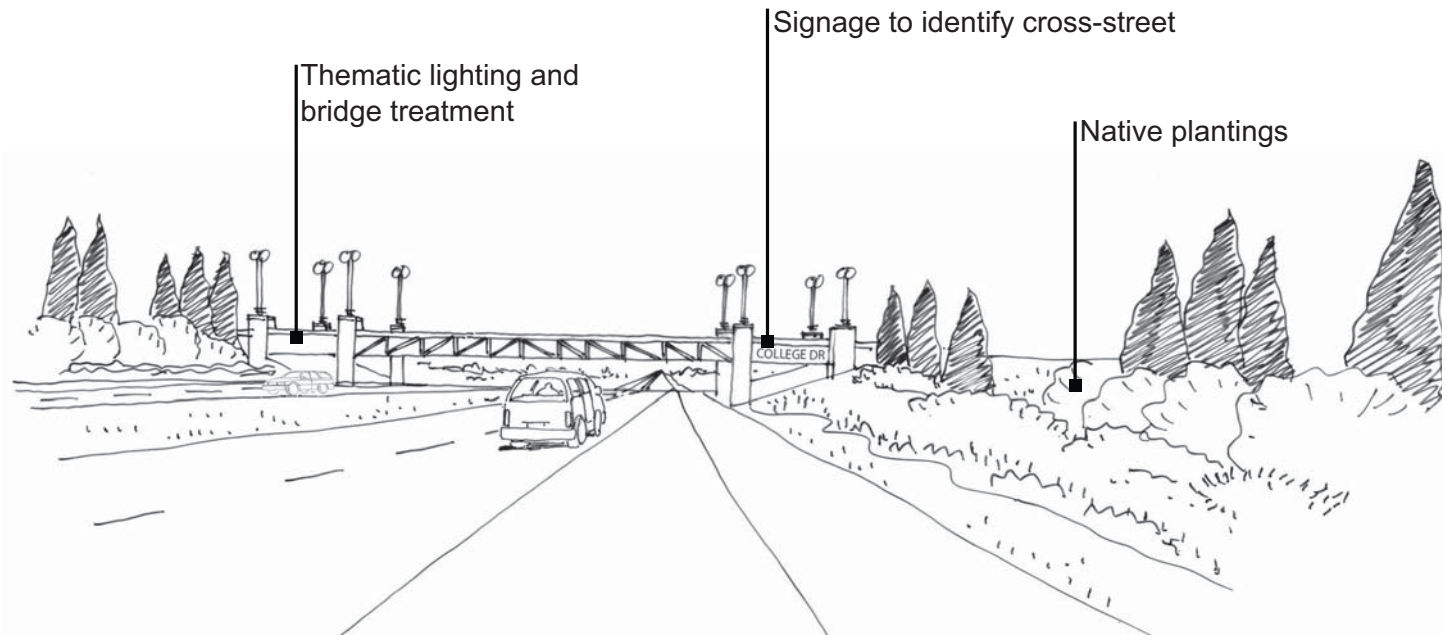


### Community Gateways

The entries directly into Cheyenne from either the interstates or major corridors



#### Design Principles

- Enhance overpass bridges with surface treatments (such as stucco, stone or brick), planting, and appropriately-scaled signage.
- Gateway landscaping should use native or regionally-adapted species that minimize water use.
- Create a sense of arrival through the cohesive use of landscape treatments and signage.
- Include “exit” signs that thank visitors for coming to Cheyenne.
- Design signage that identifies businesses without dominating the setting (ground-plane signs rather than tall poles signs).

#### WHY ARE THESE PRINCIPLES IMPORTANT?

- Enhanced treatment of these gateways help define Cheyenne as a quality place to live and visit, and differentiates Cheyenne from other communities.
- Current treatments present a sterile environment that does not present a “proud & positive” image of the City.
- Tall pole-signs stick out in the landscape; low, integrated signs present a positive image for businesses as well as our community.