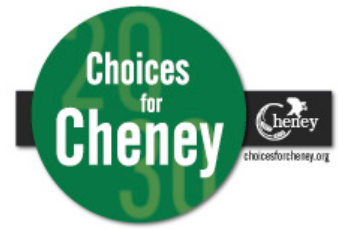


Participant Comments Plan Priorities Workshop

6:00 – 8:00 pm, September 30, 2009



The following are transcribed comments by participants at the Choices for Cheney "Plan Priorities Workshop," held September 30, 2009. After a warm-up questionnaire with the entire audience, attendees gathered around nine tables to discuss and record their ideas on a range of topics, each designed to help shape the various goals, policies and programs that may become part of the Cheney Comprehensive Plan. Eight topic areas were represented on the tables as reflected below. The final portion of the evening tasked representatives from three topic workgroups to make summary presentations on written comments to larger audience, with opportunities for audience rebuttal or amendment to each presentation.

(Note: "Quick Summary" and "Planner's Notes" sections following each question have been added to help reader interpretation and indicate plan policy implications for written comments. Additional comments provided by citizens using take-home versions of the worksheets were transcribed by the City and added to each section on October 29, and on November 11, 2009).

Arts and Culture

Statement: Improving Cheney's arts and culture environment may be beneficial, but the City's population is small, and many who might contribute to an arts culture are students, typically leaving town when their studies are complete.

Question: How should the community go about increasing the awareness and support of arts and culture in Cheney?

- *"Make (a) town square. Bronze stature of founder. Art stuff. Make the block with (a) farmers' market walking mall."*
- *"Farmers' market next to Tully's."*
- *"Provide arts and culture that appeal to all ages/interests – not just college students."*
- *"Use vacant downtown buildings for an art gallery. Bring EWU into the picture as the University of Idaho did in Moscow."*
- *"Build on existing artists guild. Restart (that) organization."*
- *"Sponsor an art week on weekends that host events."*
- *"Utilize technology to create community calendar and artist forums."*
- *"Publicize university art, music, drama activities to general citizens...in utility bills?"*
- *"The newspaper should publish the schedule of concerts and plays at the college and high school."*
- *"Take art to neighborhoods. Expand youth art programs. Have more art on display in businesses."*
- *"Bring university students into community to support youth art, e.g. weekend free violin or painting classes."*
- *"Use the library to display arts and history – or (the) empty storefronts."*
- *"Create (an) events calendar to promote activities that are sponsored by EWU."*
- *"Community calendar."*
- *"(Have) special prices for Cheney residents and appropriate for families."*

- *"Build on the tremendous opportunities represented by the presence of EWU."*
- *"I always thought an old-fashioned announcement board at the entrance to town as a good idea. You could post City meetings, EWU events, public school events, City events...a 'public notice' of sorts."*
- *"An electronic reader board at the entrance to Cheney alerting people to these possibilities."*
- *"Create an electronic catalog or info pack and advertise access to this information. Again, reader boards. TV/cable info ads, A-frame signs at events. Use the Chamber to reach out into the community."*
- *"Technology to get the word out. Parking around the university is terrible and discourages many."*
- *"Somehow people have to know of these. Younger people rely heavily on new technologies while the older group uses the newspaper. Perhaps a community bulletin board on the computer."*
- *"More connection with the high school and university."*
- *"The city needs to develop a common location where people can go to access information - some sort of cultural/event calendar. An online calendar would probably work well. It could be supplemented with a printed version that could be posted at the library and elsewhere in Cheney. A calendar insert in the Cheney paper once a month might work."*

Quick Summary: Comments indicate desire for venues/gallery space (new or existing); community design conducive to civic interaction and cultural development; regularly-scheduled events such as farmers' markets and art shows; arts organization and programming; improved communication, i.e., publicity for events through traditional and electronic means.

Planners' Notes: Comments suggest civic support for arts organizations, public facilities development; demonstrate, evaluate land use and transportation patterns; demonstrate, evaluate downtown and neighborhood design.

Statement: Improving Cheney's arts and culture environment would likely be beneficial, but many feel that the community lacks the necessary venues to support it.

Question: What types of venues are missing in Cheney that could work here? How might the community acquire them?

- *"The university has great facilities that should be accessible to the community, even in the summer, so the community can share more with EWU and not have to build more or develop undeveloped land."*
- *"More activities for the older population."*
- *"What we are missing is communication between citizens and our university. There are constantly cultural events going on at EWU – seminars, concerts, sports; what they don't offer, we can go to Spokane for – occasionally."*
- *"Quality, family-friendly (price, nice environment) restaurants. We have plenty of fast food!"*
- *"Something besides a new Mexican restaurant!"*
- *"Coffee shops for poetry slams."*
- *"Civic theater."*
- *"(A) museum."*
- *"Galleries could be embedded in various types of retail spaces."*

- "(A) movie theatre."
- "We need a community center for those in need of food, clothing, and financial assistance."
- "Don't restrict thinking to physical venues – venues can be contrived."
- "Access to things to do after work – (places) to take people or meet people – (this) influences whether those who come to a town to work choose to live there."
- "Arts festivals – a Shakespeare weekend in August at the rodeo grounds, or painting and sculpture displays in vacant retail spaces are an inexpensive way to foster community engagement and to attract residents and workers."
- "We might want to acquire a building to display art and encourage art classes."
- "Quit trying to be Spokane. If you look at EWU and some of the businesses we already have quite a bit for a small town. People just choose not to be involved. Why is that City government's business?"
- "We are way ahead of many communities. We will need a historical society that will have a professional director who will administer the Sterling-Morman house, the museum, and any other historic venues that might be added."
- "Movies, theater, work with university."
- "Given the small size of the community, Cheney might consider alternative venues, i.e. theatre in the park or nontraditional spaces, art in empty storefronts or in businesses. An art walk with a 'raw-space' similar to the visual arts tour in Spokane. Cheney may also be able to utilize some of EWU's venues, however the cost to EWU as well as strict state laws regarding the use of state resources tend to be issues. If Cheney wants an improved arts and culture environment, its citizens need to come to terms with the fact there are thousands of students in Cheney and the arts and culture environment needs to include them, and in reality is more likely to be driven by them than by an older generation. If the city wants a vibrant arts and culture environment, it needs to become youth friendly. Although I had personal reasons for moving to Spokane - more art, better restaurants, etc., my son's needs were the most important consideration in my decision to move. There is essentially nothing for youth (high school and college age) to do in Cheney. Spokane has much more to offer its youth than Cheney, such as coffee shops with music and poetry readings, great parks, movies, concerts, etc. As I stated earlier, the schools were also a consideration, as was the fact that my son is African American. Many of Cheney's residents are probably unaware of the racial prejudice in Cheney, but for people of color or individuals like me that have children of color the problem is more readily apparent. The city needs to learn to be much more youth friendly and accepting of all types of diversity. The venues that are developed need to reflect this."

Quick Summary: Comments indicate need to utilize EWU facilities; address a diverse audience; improve communication among citizens and between EWU and citizens; additional arts and cultural facilities; festival programming; creation of virtual venues; organizational support; improved focus on youth/student audience.

Planners' Notes: Comments suggest civic support for arts organizations; public facilities improvements including IT; demonstrate, evaluate land use and transportation patterns; demonstrate, evaluate downtown and neighborhood design.

Economic Development

Statement: While retail is an important part of the local economy, the vision suggests that Cheney's economic makeup should be more diverse than it is today.

Question: How can the community achieve greater economic diversity, and what assets does Cheney have to attract it?

- *"Most EWU graduates cannot get employment in Cheney. Attract jobs which employ BA and BS degrees from EWU."*
- *"Create green industries such as wind and solar technology that will make every home in Cheney energy independent."*
- *"More services in Cheney to keep people in Cheney. Gym. Event center. Theater."*
- *"We as a community need to attract businesses."*
- *"Retail needs to survive in the summer as well, when most of Cheney has fewer students and faculty around to frequent the retail. Not sure the best solution, but retail to attract people here all year-round."*
- *"When allowing additional housing, where are the services to support the population? Why allow new housing without retail stores or other services to make Cheney more desirable? Keep the population and money in Cheney rather than letting it go to other communities (Spokane)."*
- *"Thinking outside the box. Looking at the environmental and outdoor assets."*
- *"Looking at retail that reflects our small town culture – small businesses that are attractive, quality, and meet community needs."*
- *"Unique, environmental. Easy access to transportation grid."*
- *"Commission a committee of EWU, business folks and the City to study/implement plans that promote economic development."*
- *"We could offer test market locations (kiosks) along College Street. Trends, new products, etc. could be explored along with the farmers' market. It is difficult to expand in this market with only 8,000 people. Attract people to our market and building long-range marketing efforts is needed!"*
- *"Capitalism indicates the market will find you on its own. The City should not be responsible for diversity."*
- *"Use our education base, that is a highly skilled workforce."*
- *"Quiet university town, low crime rate, good climate, educated people who think green."*
- *"The CACP is an asset. The availability of EWU is our biggest asset. We need to sell these assets to businesses looking to relocate. Furthermore, we cannot have a 'if you build it, they will come' mindset. Rather we need to go and meet in person with businesses to convince them to locate in Cheney."*
- *"Cheney has thousands of college students looking for places to shop and spend money on entertainment. Clearly it hasn't worked for businesses to focus so much of their attention on fulltime residents. Offer services, retail shopping and entertainment that focus on students. Maybe a small business incubator that is linked with the one in Spokane is an option. I often wonder if the people opening businesses in Cheney have done any research or developed a business plan. Very few new business in Cheney have a professional appearance or last for any significant length of time."*

Quick Summary: Comments indicate need to match ED strategies with EWU's curricula, student population; reduce retail "leakage" to Spokane; desire for ED strategies that embrace existing

qualitative assets and character; small-business/entrepreneurial focus; organizational assessment and planning; business/product concept incubators.

Planners' Notes: *Comments suggest need for improved ED organization and planning; long-term civic planning leveraging key community characteristics; urban design and transportation options that facilitate EWU and student interface with community; improved livability factors to help retain graduates and faculty.*

Statement: The vision suggests that the City work to improve its manufacturing and industrial sector, supporting innovation and entrepreneurship, perhaps in league with EWU.

Question: How can the community help make this economic strategy succeed, particularly if City investment and risks are involved?

- *"Passing bonds?"*
- *"Partnering with the university is a great start. Maybe a Cheney-EWU incubator in that industrial park?"*
- *"Promote a Cheney version of 'Bloomsday,' only on bicycles!"*
- *"The community should be positive and supportive of the City identifying the need for jobs in this community. I think this is a good first step in a positive direction."*
- *"The City cannot do this! EWU does not want it!"*
- *"EWU does not own the City of Cheney."*
- *"In a globalized economy, knowledge of language and culture is critical for business. Cheney can partner with EWU for development of a global-ready workforce or to educate current workers."*
- *"Participate in and promote acquiring grants for both owners and students (our potential citizens)."*
- *"Cheney is a college town but it isn't readily apparent; why? The community is letting business go to Spokane. Let's provide more reasons to develop around the EWU student population."*
(Agreed upon by three different people)
- *"Investigate what types of business we want! Review where the current locations exist for the specific industry or business we like."*
- *"One way is to make the community attractive visually (all stores on main street occupied). Also attractive culturally and parks, historic sites, historic neighborhoods. Also good educational opportunities. Get a Trader Joe's in Cheney!"*
- *The CICIP is a good start. This provides space for businesses to locate here. But businesses need employees. Cheney should start a workforce development program in which specialized training for employees is offered either for free, or at a low cost to the trainee. This type of program could be offset by both grants and the businesses whom the employees will be receiving training for. The city must take risks. Building the CICIP is a big one. Fortunately, it was subsidized by grants and a partner. These types of relationships are good for everyone involved."*
- *"Be very careful where you let this development go in, and consider carefully the size of the companies and the impact on the community. Do you really want Cheney to become a miniature Sprague/Valley corridor? I don't know if the business department at EWU has an interest in this, but I doubt EWU has any money at this point in time to invest in a joint venture. EWU has lost one quarter of its state funding and isn't likely to ever get all of that funding back. EWU is stretched thin at this time in regards to resources, including faculty time (faculty workloads have increased as a result of the budget cuts),*

which is likely to mean that faculty will have less time to devote to community service. As to the risk, nothing ventured, nothing gained. Risk is a necessary component of growth.”

Quick Summary: *Comments indicate desire for EWU/City collaboration, pilot projects; need for ED planning; organizational capacity re: planning, grants, EWU interface; desire for improved community design and civic amenities; willingness for City to take risks.*

Planners’ Notes: *Comments suggest need for improved ED organization and planning; long-term civic planning leveraging key community characteristics; urban design and transportation options that facilitate EWU and student interface with community; improved livability factors to help retain graduates and faculty; evaluate role of City in ED, especially re: capital investment.*

Housing

Statement: The vision suggests that higher-value housing be available to attract higher-income households.

Question: How and where should such housing be located in order to best contribute to Cheney's overall future?

- *"We need decent low-rent housing for families and old people. The 'pricey' homes are not selling."*
- *"We need to attract EWU faculty to live in Cheney!"*
- *"Who will purchase higher-value housing if most jobs are middle income? The economy must increase so the City should not focus on housing the economy does not support. What is the unemployment rate in Eastern Washington?"*
- *"How about the university encouraging (its) faculty to live in Cheney?"*
- *"We do not just want to be a commuter community. We want a higher quality of life in Cheney."*
- *"Look at the larger number of senior citizens – what about affordable housing for this group?"*
"Agreed!"
"Yes, yes, yes."
- *"We are a small-town culture - the Midwest states have lost much of this by catering to the wealthy. Let's not!"*
- *"Near EWU?"*
- *"Where the developer is willing to build. Let the economy decide."*
- *"We already have reasonable choices in size and cost of housing...we don't need a 'South Hill.'"*
- *"Not all higher-income households mean educated people – (it) could bring higher crime at a higher level, so the Police Department (would) need to be more sophisticated, etc."*
- *"We are not Liberty Lake nor should we be. Embrace what Cheney is: A college and agricultural town."*
- *"But there must be a 24-hour emergency medical care to attract folks who can afford to live anywhere."*
- *"We need more housing with more property (one-acre lots) with City services, and building housing for upper middle class income."*
- *"We need to capitalize on what we already have – a good place to raise families."*
- *"No 'McMansions!'"*
- *"Consider limiting scale of multi-family housing. Not much love for 'super-complexes' in small town. We need apartments, but four-plexes fit well into downtown, not (ones with) 700 units."*
- *"Higher-value housing is sorely needed, and an effort must be made by the City to entice a developer to establish such a neighborhood. The incentives could be reduced infrastructure cost as approved by City Council or other means."*
- *"EWU is the largest employer in town. We should strive to increase housing for the EWU employees and EWU could do a market study and point to what it will take to make this work! Pull in upscale housing with some sort of City marketing plant to promote our positive attributes and benefits (trails, Turnbull, CSD, bike racks, etc.)."*

- *"Why is this a concern/vision of the city? If someone wants to buy land and build a nicer house then can/will. We already have 'snob hill.' It was built in the 70's and those houses are now surrounded by developments of average homes that cost more than those did back then. The market will take care of itself."*
- *"That seems to be up to developers."*
- *"Higher value homes usually come about based on a combination of square footage, location (usually with a view), available acreage, and included amenities (pools, high-end appliances, stone work, etc.). This is entirely up to developers to build, but it would not be a bad idea for Cheney to plan where a development such as this would live. I have no idea where to put it though. However, if it's to be reserved for high priced homes, then Cheney will need to make some designation (zoning?) to ensure that it isn't developed into regular single-family homes."*
- *"Once again, no gated communities. Also keep in mind that the people buying the higher income housing would probably be working in Spokane not Cheney. Cheney also does not have the private schools to go with the expensive housing like Spokane does. People that can afford higher end homes are more likely to send their kids to private school or to move to more expensive neighborhoods that typically have the best schools. One of the reasons I moved into Spokane was to get my youngest child out of the Cheney schools and into Lewis & Clark."*

Quick Summary: *Comments provide little or no direction on placement or means of encouraging higher-income housing; limited support for promoting such development; general preference for "small-town" mix with modestly-scaled homes and multi-family development; encourages support for attracting/housing EWU workers in Cheney, housing seniors; comments discouraging gated communities, large-scale homes.*

Planners' Notes: *Comments suggest defining "small-town" mix, future review of codes; defining key character components suited to Cheney; improved livability factors to help attract healthy mix of residents.*

Statement: The vision calls for neighborhoods that are diverse and vibrant, with a mix of rental and ownership housing, but many are concerned that neighborhood conditions are heading in the wrong direction.

Question: How can the City help its neighborhoods become more vibrant and diverse, friendly to families, and to those who've invested in property?

- *"Code enforcement. Deal with the slumlords!"*
- *"Low cost! Easy access. Incentives."*
- *"Concern for Cheney's core and absentee ownership. We need to develop a plan to update the housing."*
- *"Concern about too many apartments building built. Not enough variety in housing available. More single-family homes."*
- *"Quiet the trains at night, from midnight to 6:00 am. Some people won't move here because of it, and some move away because of it."*
- *"Code enforcement – more! Neighbor groups headed up by Council members (Ha! Ha!)."*
"Yes."
- *"Enforce limits on occupancy numbers in rental housing."*
"Yes!"

- *"Find ways to go into sectors and neighborhoods and talk to the residents – find out their needs, problems and situations."*
- *"Do we really need to put apartments in every neighborhood?"*
- *"We are building the wrong kind of apartments...they need to be more family-friendly and healthy places to live."*
"Yes."
- *"Neighborhoods – fine people who won't clean up (their) yards. Contact land owners."*
- *"Code enforcement = 'vibrant looks.' Homeowner pride = diverse and friendly. CSD and Parks/Red = friendly family activities that generate neighbor interaction. Block parties are a great way to get people interacting."*
- *"Keep your zoning requirements more rigid and enforce them."*
- *"Encourage historic neighborhoods. Also, plaques explaining and identifying houses of historic or architectural note."*
- *"Enforce the zoning code. The biggest complaint I hear is from homeowners who live near an R-1 home with too many college students living together. The problems stem from too many cars parked on the street, parties that are loud late into the night, and refusal to perform routine upkeep on the exterior of the home and landscape. Vibrant and diverse can come from establishing neighborhood programs that get neighbors outside to meet each other."*
- *"The statement above seems to contain a 'not in my backyard' sentiment. The people of Cheney want EWU for the benefits it affords them but they don't seem to want the students. Cheney is not a youth friendly city. Many neighborhoods in Cheney appear to have fallen victim to a decline in real personal income. People just don't seem to have the money to maintain their homes. However, like most college towns Cheney most likely has a problem with absentee landlords that take advantage of students (charging high rents) while not maintaining their properties. The students are not responsible, nor should they be blamed, for bad landlords that do not maintain their properties. Cheney should absolutely not allow any gated communities."*

Quick Summary: *Comments focus on code enforcement, style and/or quantity of rental units; suggest need for community-building design and programming.*

Planners' Notes: *Comments suggest support for enforcement of existing codes; need for future review of codes; consideration of land-use, transportation and urban design improving community interaction, housing and neighborhood value.*

Infrastructure

Statement: Many of Cheney's public facilities have exceeded or are reaching the end of their serviceable lifespan and will need to be expanded or replaced over the next twenty years.

Question: How should the City begin to prioritize expansion or replacement of buildings? When the time arrives for replacement, what payment strategies should be considered?

- *"Need a handicap-accessible City Hall! Interface (investments) with the comprehensive plan."*
- *"Don't miss opportunity to get funds for community center."*
- *"How about (we) purchase and renovate downtown buildings for some City buildings? Win-win for meeting tax need for buildings, and revitalizing/saving downtown."*
- *"Cheney needs buildings that represent Cheney (clean, usable). Grants. Green. Share cost with tenants/renters. Bonds (last resort)."*
- *"Find a place for the clothing bank that's not on 1st Street."*
- *"Prioritize? Do it by need. Then what? If we really want to be sustainable we will look at our existing building stock before building new. Example: I've never seen the citizens of Cheney happier with their local government than when the Police used the old funeral home instead of building a brand new station. Sustainable and crowd pleasing."*
- *"This needs an educational touch – I don't have enough information and this question is very important."*
- *"Let's start constructing buildings that last several hundred years!"*
- *"The City should build into its budget a replacement account for each building where at 50% of the replacement cost is available at time of replacement. Bond the remaining."*
- *"We could set a priority list of buildings that need replacement. We could be proactive and acquire or set aside land for new buildings. We should have a low-cost construction plan and higher end construction plans ready to enact when trigger values are met!"*
- *"They should be putting away money for this eventuality. Since they haven't, either internal loans or bonds would be appropriate."*
- *"Public discussion on exactly what buildings and what can be done."*
- *"Plan for the future. Estimate costs and SAVE. A smart city takes a proactive approach to long term planning."*

Quick Summary: Comments focus on long-term facilities planning, budgeting; general support for adaptive re-use of buildings; suggest support for bonds where proactive City planning and budgetary actions are demonstrated.

Planners' Notes: Comments suggest need to develop, strengthen long-term City facilities planning, public involvement in same; propose adaptive re-use programs, consider green building incentives.

Statement: Economic development strategies to increase local employment and economic activity – particularly those that rely on industrial or manufacturing growth – may require upgrading water, wastewater, and power utilities.

Question: How far should the City go in subsidizing infrastructure to stimulate industrial and manufacturing growth? What other sectors, if any, should be included? What other strategies might be considered?

- *"Put in the sewer, water. Condemn buildings that owners do not take care of. Charge owners for tear-downs. Now you have open space to build."*

- *"Keep applying for grants to help with the expenses."*
- *"Assign a full-time City employee to research grants available – Federal, State, and County."*
"Yes."
- *"Make developers pay their own way – they reap the profits from development."*
- *"Bring in more green industries such as growing fruits and vegetables in hot houses."*
- *"Are grants available? How to prioritize? What grants make sense?"*
- *"Industry should be self-sustaining...taxpayers should not be picking up the tab for everything!"*
- *"We need to attract new businesses for Cheney to grow and the City should help to some extent for their services."*
- *"Continue to pursue grants (public and private) that fit the comprehensive plan."*
- *"Not tax – how much are we really gaining and do we need it? Look at what we're losing."*
- *"Weighing long-term returns to the City when these opportunities arise. If profitable, consider it."*
- *"As with most large companies that locate somewhere, it is usually who gives them the best deal. The City needs to be prepared to offer more than a warm handshake."*
- *"As our economic base is service-related, the utility infrastructure is basic to fit most needs. As Cheney grows to a manufacturing base, we should keep an open mind and look at actual costs for utilities being extended at a reduced cost (Cheney takes a stake) to entice new growth for needed jobs!"*
- *"As long as you also improve residential services and don't ridiculously tax the citizens it shouldn't be a problem."*
- *"Provide the necessary power, water, waste disposal, and telecommunications infrastructure necessary so as not to create a hurdle or negative point for potential companies to get over. They are already making a significant investment in Cheney in building and relocating here. Our job is to help along the way, not stand in the way."*
- *"The city should not subsidize this type of growth. If what you want is a vibrant city, subsidize business activities that bring arts and culture to Cheney, increase recreational opportunities, or provide activities for Cheney's youth, etc. Do you want a city based on the industrial and manufacturing sector, or do you want an community with vibrant arts and culture? The growth of the manufacturing and industrial sector in Cheney is not a draw for anyone other than those employed in that sector (and even then they may opt to live in Spokane)."*

Quick Summary: *Comments support proactive role of City in grant-seeking, work to attract businesses suited to long-term plan objectives. Division on general principle of business incentives and subsidies. General recognition of need for more and higher-paying employment opportunities.*

Planners' Notes: *Comments suggest need for ED objectives and programs to match community vision, comprehensive planning; investments must suit larger strategies, serve multiple purposes.*

Statement: The vision calls for utilities and infrastructure to be provided on-pace with demand.

Question: Compact growth patterns provide the greatest efficiency for utility, service, and infrastructure needs. But is Cheney ready to support more land-efficient, compact growth? How should the costs of extending services be distributed?

- *"Yes, of course. It is never too early to plan for sustainability. Costs to the developers."*
- *"More compact growth should be high-rise, not dense. Compact growth is more economical so would cut buildings costs."*
- *"Do we really have the choice, given the need to conserve limited resources?"*
- *"Developers need to share a greater part of the development of these services than they do currently."*
- *"Water quality is far below par. Not drinkable from the tap from my 12,000 square-foot building in Cheney downtown. Clean water would be a start (priority one) to any City plan!"*
- *"First, we need to know that going slowly and thoroughly thinking through the environmental, economical, and people-friendly elements is a top priority."*
- *"Let's not lose sight of who we are as a community. Focus on our families and elderly. That means affordable, suitable housing. We need single-level senior housing communities, not apartments/condos that are multi-story."*
- *"The core of the City and surrounding EWU should make land efficient use a priority, but allow suburban area more room. Paid for by developers, unless enticement for best City interest."*
- *"30% of the service costs should be negotiated with any new development outside of current utility services. Must balance 30% over highest use of land/lots."*
- *"Costs should be borne at least in part by developers. That should also include fire and police impact fees."*
- *"The current density of our developments is sustainable. There is little interior lands on which to build compact developments. The perimeter of our city is a good location for this type of development. However, it is my opinion that apartment housing is already adequate. Townhouses or row houses would serve as a better type of development to meet this goal. Extending services to new areas should not be pushed onto the developer. While it is a costly investment to the City, we should plan and budget for the growth we expect. In time, the money spent on the expansion will be made up in utility usage costs."*
- *"Does the necessity outweigh the readiness of the city?"*

Quick Summary: *Comments generally support the concept of "sustainable" growth patterns (though this seems to mean different things to different respondents). Mixed levels of support for shouldering development costs; mixed views on preferred growth patterns; general support for investment where serving long-range objectives; distaste for large-scale apartment developments; interest in shaping growth through service cost-sharing.*

Planners' Notes: *Comments suggest need to establish and adhere to growth objectives matching community vision; consider developing and presenting land availability analysis, density case studies; implies lower tolerance for isolated, high-intensity development, preference for smaller-scale, more diverse housing patterns.*

Land Use

Statement: The vision directs the City to do what it can to increase downtown vitality, including incorporating housing there – but some believe it's an uphill battle.

Question: What makes downtown worth saving, and what can the community do to help it succeed?

- *"Get owners who are willing to rent. Fix up their property."*
- *"If it is worth saving, where do you start? With business owners taking responsibility in their buildings, making downtown an inviting place for residents and visitors."*
- *"I heard someone say once that once the Grove got built, students were going to take over downtown! I don't think that's such a bad idea. A student-centered downtown would be an improvement over what we have now and look what it has done for other U-districts. They've become tourist destinations because of their diversity and uniqueness."*
- *"It's unique appearance – hometown America! Capitalize on this!"*
- *"We need a community center where services are available to those in need of food, clothing and financial assistance."*
- *"The City should condemn most of the downtown buildings. If the owner is not willing to spend money why should the City? Where is my free money to increase my property value?"*
- *"A core downtown that is attractive is a first statement about a city a new visitor will see. Is it a has-been town, or is it going somewhere?"*
- *"Parking."*
- *"We may need to let some old buildings go and build new ones which fit the theme and scale."*
- *"The downtown may be becoming more of a center place as development to the east, across the tracks, builds around it. Students at the Grove can easily pass through to campus, so don't give up on downtown!"*
- *"To succeed, it needs to enforce its codes and make property owners clean up!"*
- *"Proximity to campus."*
- *"It gives the town a heritage."*
- *"Create a mall or area that is part of the heritage statue, history display."*
- *"Plan a city event in the downtown area annually. Bigger 4th of July parade, etc."*
- *"Traditional cities have a core of business near their center around which citizens gather to shop, eat, celebrate, and remember. I think Cheney would want to retain that traditional feel."*
- *"We could look at adjusting the zone to reflect single family status. As we have older buildings that are below current energy standards and the new rental market is about to be saturated with upscale apartments. Young first-time homebuyers could own downtown and assist to become part of the downtown community. With lower rental rates for mom-and-pop shops, we should promote the downtown sector with no change to business owners."*
- *"Why increase downtown vitality? Everything new, clean, and attractive is being built to the north. When people know the Fire Department will just let the downtown core burn because it is too dangerous to fight fires in the old buildings, why would we want to invest there? Tear them down and rebuild, require historical fronts if you want to keep the 'charm' which many of us associate with ugly."*

- *"The downtown still provides a focus for the city. The community can make it attractive to the eye to business."*
- *"If the community doesn't want to save the downtown, then the community wants to live in a doughnut. A downtown city which is dying with a college with thousands of students and teachers certainly shouldn't need too much help to succeed."*
- *"The history of our city lies with the downtown, and is worth protecting. The vitality of downtown is based on two factors, viable businesses, and visitors/patrons to the area. Businesses will locate in Downtown Cheney, and stay if there are enough customers who will purchase from them. In addition, the availability of aesthetic, affordable, and useful space is also required. The community has direct control over the decision to shop downtown. We need to make the choice to do so."*
- *"Cheney really does not have a choice in whether or not to create a vital downtown area. Without a viable downtown the city is nothing more than a bedroom community for Spokane. Yes, it is an uphill battle, but one worth fighting. The city might consider zoning that is artist friendly - allowing for live/work spaces that are often hard for artists to find. Seattle has established live/work spaces in Pioneer square that rent for very reasonable rates (below market) to artists. Only artists can apply to rent there, with the goal being to help maintain a vital arts climate in downtown Seattle. The city also needs building/remodeling codes for downtown that help create an attractive downtown. Most of the buildings in the downtown core are very unattractive. This includes most of the buildings that the owners have tried to fix up. Unfortunately most people think that signage, architectural remodeling of storefronts, and interior design are do-it-yourself propositions, and the results are usually unattractive and unprofessional looking. The city also needs to find ways to encourage businesses that are not retail in nature to move out of downtown and retail businesses to move in. Take a look at the difference in downtown Pullman (mostly non-retail) and downtown Moscow (mostly retail)."*

Quick Summary: Comments generally recognize the need for a thriving downtown and support efforts to achieve it. Many note the seeming disconnect between a weak downtown and thousands of students nearby, suggesting the need to revise retail and service mix to better suit students; mentions of need for annual events and improved event venues/gathering spaces; some suggest downtown housing as condos or artist live/work spaces; calls for enhanced code enforcement; distaste for direct subsidies.

Planners' Notes: Comments suggest need to review disconnect between student population and downtown offerings; investigate possible urban design failings leading to disconnect between EWU and downtown; investigate mixed-use potential in downtown; consider future form-based approaches to development; shows further support for arts/culture leadership and facilitation.

Statement: The vision directs the City to consider expanding its limits carefully, placing a high priority on developing in those areas where urban services already exist before pushing outward.

Question: Under what circumstances should the City consider expansion while land is still available to be developed or re-developed within existing city limits?

- *"Look at what areas of the city that need support first (like downtown)."*
- *"When the land development does not destroy wetlands and other important natural resources."*
- *"They should consider the wishes of the people in the area before going ahead with the City wishes."*

- *"When a project that complements our long-term goals becomes available."*
- *"When it does not favor one side of town over another."*
- *"Growth should promote greater density without sacrificing quality in order to support with the resulting tax base."*
- *"Let's clean up the downtown area before moving out. Look at Pullman for some ideas on this."*
- *"When it fits well with the vision supported by the community. Let's not turn us into a bedroom community with excessive residential developments."*
- *"Under no circumstances."*
- *"Let's expand wherever and whenever someone is willing. Growth is good!"*
- *"Leave agricultural land alone!"*
- *"Redeveloping endangers private residents' single-family homes that cannot protect themselves legally. Don't redevelop in residential areas."*
- *"If the proposed expansion offered great benefits or improvement to the City, then a consideration should be carefully made."*
- *"As property is re-acquired, new property owners may develop the land. If city services are not available or are not scheduled for that area, we should have a way to share the expenses of increasing the needed services to that area (shared expenses to build-up needed services)."*
- *"Use everything you can internally first!"*
- *"For distant future or to prevent obnoxious developments, how about a greenbelt like they do in England?"*
- *"Check for water, amount available and amount used! Check for livable spaces – parks, swimming pools, eating places, sitting places, flowers, etc. and make sure there is more than enough."*
- *"When the zoning designation or use does not conform with the surrounding property (i.e., Cheney needs additional industrial area for expanding manufacturing and commerce, however, the available land is bordered by single family homes. This type of development would cause conflict between the two zones, making it an undesirable location for either use.)"*
- *"The city should carefully consider preserving undeveloped natural areas within the city. Loss of green space within city limits is also an important issue. Outward expansion should be limited to those areas that are already developed whenever possible. We often think of wheat fields as being undeveloped, when in reality it is just a different kind of development than urban development. If there is a choice to be made between developing natural areas or wheat fields, develop the wheat fields and preserve the natural areas. The city also needs to stop allowing the developers to do whatever they want at the expense of the citizens and community."*

Quick Summary: Comments include diverse views on growth – from no outward expansion to "whenever and wherever"; general consensus on preserving natural areas; interest in developing in-city greenbelts; concerns about non-compatible uses.

Planners' Notes: Comments suggest need and desire for a long-range plan to articulate and guide growth and development patterns, preserving qualitative and essential environmental characteristics.

Natural Areas and Sustainability

Statement: "Sustainability" includes environmental, social, and fiscal elements, sometimes referred to as a "triple bottom line." The principle is to ensure that actions today don't diminish the ability of future generations to enjoy a quality of life at least as good as ours.

Question: In what ways can the City become more "sustainable?" How can the City find the proper balance between environmental, social, and fiscal needs?

- *"Turnbull is a regional asset that should be capitalized on a connection with hiking and biking, plus increased visitation/education."*
- *"If we don't protect the local environment, everything else is lost."*
- *"Finding economic opportunities that do not bring noise or environmental pollution or that alter our small town culture."*
- *"Global warming and climate change is real and is happening. The world must stabilize carbon emissions by 2015 or we are all toast! Let's make Cheney a leader in accomplishing its part in controlling carbon emissions."*
- *"Public officials must bring strong political will to their decisions. Keep the public interest in clear view."*
- *"The city can reuse buildings and practice infill. Encourage the building of a variety of housing for a variety of incomes. Balance? Read up on LEED."*
- *"More green!"*
- *"Thoughtful planning process and vision. Recognize unique and attractive landscapes (rolling Palouse, heritage barns, wetlands, geological formations) and protect them. Viewsheds are important."*
- *"Don't get hung up on economic. Quality of life is not about making great economic programs when it neglects the things of nature that feed the world or neglect keeping our water table at a correct level."*
- *"Curbside recycling."*
- *"But not required; see other cities in WA that have used this to raise rates drastically. How hard is it to use our great recycling center?"*
- *"Hire a conservation person to promote best practices in water, electric, and garbage consumption. This person could help educate the community. Much needed!"*
- *"Our balance should be guided by real needs. Reduce water loss, increase energy conservation with free energy audits and educational classes. Stop people from old, outdated trends with new education and thought processes to get more people to understand why we need to change."*
- *"Worry more about providing core government services like police, fire, medical, code enforcement, etc. and worry less about free market development. Don't stand in the way of progress."*
- *"The older generation needs to realize that the younger generation is our future. Social sustainability must include an understanding that community values change over time, and that most of those changes are positive. Traditional values are not always good. Tradition is not a virtue in and of itself. Many traditional social values have imbedded within them prejudice and oppression. Cheney needs to decide what it wants to be. The status quo clearly isn't working. Maybe it's time for Cheney to embrace its youth and the positive change that can come with a new generation. I have lived many different places from the middle of nowhere to small communities and large cities, and Cheney has always struck me as a bunch of people living in the same place rather than a community."*

The residents of Cheney need to find/build a sense of community and community identity."

Quick Summary: *Comments suggest the need to recognize, protect and capitalize on existing City and regional assets such as Turnbull, viewsheds, geologic features; more educational programs; more efficient land use patterns; adaptive re-use policy; support for long-range planning backed by political leadership; greater focus on youth and community.*

Planners' Notes: *Comments suggest support for long-range planning including policies to identify and preserve qualitative and essential environmental characteristics; expectation that leaders support community objectives; more proactive stances on efficient land use, green practices.*

Statement: The vision directs Cheney to respect its natural surroundings, ensuring the community conducts itself in ways that do not harm area ecosystems.

Question: In what ways can Cheney improve its compatibility with the environment, including land and natural resource use?

- *"We must also respect and accommodate the agriculture businesses that surround and come into Cheney."*
- *"Don't allow anymore development/destruction of wetlands (like the Grove)."*
- *"Respect and preserve the surrounding agricultural areas. They are Cheney's culture and identity to a large degree."*
- *"Impose quiet times from the noise and horns of the trains passing through the city at night. Think of re-routing the train tracks away from town."*
- *"I actually appreciate the trains. It's part of Cheney's charm."*
- *"OK, but could they be a little quieter during the night?"*
- *"Fight sprawl! Respect the farm! Read up on smart growth."*
- *"Require old businesses that have probably been grandfathered in to add green belts."*
- *"Stop allowing developers to mess with our wetlands. They make promises but no one holds them to the agreement (Bi-Mart, the apartments behind Safeway, the new Emtman development.)"*
- *"Require green space around commercial buildings and protect wetland areas for aquifer recharge."*
- *"Recognize, acknowledge, identify, and inventory important features for protection and protect them."*
- *"Protect natural habitat – wetlands must not be filled over for development."*
- *"Natural parks and landscapes, value vacant lots, stop building on environmentally sensitive land."*
- *"Planning and re-planning."*
- *"Link stewardship with eco-clubs and special interest groups to actively keep our environment managed! We need to reduce use/loss of well water on lawn care! We need to build low/now water yards for our community."*
- *"Curb-side recycling. Quit allowing developers to change/destroy wetlands. If they are going to mess with them, make that happen before any building happens."*
- *"Stop allowing developers to ruin natural areas including wetlands. The developers have basically been allowed to run amok for decades. Leave natural areas alone and only develop in those areas that have already been developed like wheat fields. Bike and walking paths. Green buildings."*

Quick Summary: Numerous comments urge development to occur in less sensitive areas, preserving wetlands; suggest need to identify and protect key natural features; reduce encroachment on surrounding agricultural areas; water conservation; more bike and walking paths; consideration for rail line relocation; curb-side recycling.

Planners' Notes: Comments suggest support for more efficient land-use policies; need for preservation of wetlands; programs to increase bike and walking options; need to explore and consider implications for growth south and east of the tracks.

Technology

Statement: The vision suggests that Cheney should be a community that values social interaction, encourages citizen participation in civic activities, and is prosperous despite its somewhat rural location.

Question: How can information technology and other technologies help Cheney achieve that vision?

- *"It attracts clean industry to our area."*
- *"Have more competition for internet connection than a few companies to offer lower cost for internet connection."*
- *"A City internet provider modeled after Public Utility Districts have worked in many communities."*
- *"Fire up the fiber. Sell access through a single company that agrees to take the project to full use!"*
"Yes - why is it not connected to the new park?"
- *"Continue developing City website resources. Maybe email 'news' to concerned citizens. Increase the quality of ISPs."*
- *"Information technology seems to reverse social interaction?"*
- *"Departments can collect email addresses for mass mailings by internet. Special reader boards could be placed around the city to deliver our messages."*
- *"Community connections are easier and cheaper with the technology. Have a Wi-Fi hotspot free zone in the business and education districts."*
- *"Broadband for the whole community would be a start."*
- *"Employ new green technologies and businesses. I wouldn't mind seeing more industrial/manufacturing go in if it were producing truly 'green' products. Cheney should be using information technology to inform its citizen's about the activities that are already happening in Cheney, i.e. concerts, lectures, art exhibits, and plays. Particularly those at EWU the people in Cheney know nothing about."*

Quick Summary: Comments suggest need for greater broadband access including WiFi hotspots; support for provision of more City services via the web; use of electronic reader boards; need to utilize existing fiber optic cable; more "green" industry.

Planners' Notes: Comments suggest support for ED policies that capitalize on fiber cabling; increased use of City website for communication and e-services; hotspot development.

Statement: "Technology" can mean different things to different people. Some may think computers and the Internet, while others may think transportation or machinery.

Question: What types of technology are most important to Cheney's future, and how do you think the City can best incorporate it?

- *"Really use the fiber optic already installed."*
- *"We already are on computer overload. Let's move to innovation transportation and green manufacturing."*
- *"Some cities have had success with providing their own internet and cable services. Specifically, community Internet."*
- *"Create forums for citizens to communicate needs and service offers."*
- *"Have business registration permits and other forms online and online submitting and tracking."*

- *"Technology that is available to all residents."*
- *"Electronic media/tech."*
- *"Recognize new businesses via newspaper and on the City website."*
- *"Wi-Fi and wireless."*
- *"Internet address lists! Electronic reader boards. Cable TV and space. Simple A-frame signs at sport locations to call attention to issues, activities, etc."*
- *"First, they need to quit worrying about local existing businesses. Open things up to the big boys. That will help stimulate industry more than anything. Second, make it as easy as possible to use. Third, electricity smart grids seem like a good thing."*
- *"Walking and bike paths. Parks within the city limits that include natural areas. Light rail from Coeur d'Alene to Cheney. Green buildings."*

Quick Summary: *Comments mention need to capitalize on fiber optic cable; consideration for transportation and manufacturing innovation; potential use of smart grid technology; more City e-service options; transportation options including possible light rail development.*

Planners' Notes: *Comments suggest support for ED policies that capitalize on fiber cabling; increased use of City website for communication and e-services; investigation of smart grid potential.*

Transportation

Statement: Traffic on Cheney's arterial roadways can be busy, and Betz Road has evolved into a popular corridor to access EWU. The Betz Road corridor will include new housing geared for EWU students and likely a new community center.

Question: How can the City treat Betz Road and the development adjacent to it to make the corridor more compatible with the new housing, the community center, and Cheney overall?

- *"Work with Glatting-Jackson to develop 'traffic calming' strategies and mechanisms. Consider shuttle services."*
- *"Cheney's first 'Complete Street?'"*
- *"We need an arterial across 5th and 6th streets."*
- *"Think outside the box – there are other access routes (e.g. Cheney-Spokane Road). How can they be utilized to decrease the volume on Betz?"*
"Yes, this road is a great one for Cheney. It feeds Latah Valley to us for better development as well."
- *"Need traffic lights."*
"Ditto!"
- *"Traffic lights on north 6th to allow people to cross and slow down EWU speeders."*
- *"What about a roundabout?"*
- *"Move the community center to the center of Cheney where it belongs."*
- *"Signage and wayfinding is an important aspect of transportation. Work jointly with EWU."*
- *"Wider streets."*
- *"Think before we develop. Driveway at bend of road – dumb idea!"*
- *"Wait till the first snow!"*
- *"Very important for Cheney to get some money to study Betz Road and intersections at 6th and Betz, Betz and 1st, on City's money, in City interest. Don't rely on developers' traffic studies – (this is) too important to the City. Schools (three) on 6th Street should be able to walk and bike to a new park! Residents in new apartments will be across from the park – how will they get there? 6th and Betz property would be better for senior housing."*
- *"Narrow the lanes and add hazard striping through the congested area. The addition of a traffic light at Betz and N. 6th that only operates during peak congestion may someday be needed."*
- *"Install a traffic light at Betz and 6th if needed and speed bumps. Remember, Betz has young drivers and students with little experience (I feel a proactive approach is needed)."*
- *"Slow it down. Put some trees or something out to help settle down the wind and be more pedestrian-friendly."*
- *"It can't, unless the city wants to pay for stricter and longer enforcement."*
- *"Stop the new development at Betz until a solution to the transportation problem is discovered. It will be easier and cheaper than building a lot of buildings and having a lot of cars, then trying to decide on what to do about it."*
- *"Slow down the speed limit, and station officers to monitor during peak hours. Include a divided median to force vehicles to slow in navigating the road, as well as provide a*

safety zone for pedestrians while crossing. Appropriately designate pedestrian crossings and mark to be visible by both pedestrians and vehicles."

- *"Reduce the speed limit to 25 miles per hour. Consider carefully whether the city really wants to end up rerouting much of the EWU traffic through downtown Cheney, as there would be a whole new set of problems associated with that."*

Quick Summary: *Comments mention several traffic-calming suggestions including signalization, trees, crosswalks, medians, narrowing of street, roundabouts, lower limits/greater enforcement; multiple mentions of need for the area to be pedestrian-friendly; need for more advance planning on such arterials, and coordinated with overall community objectives.*

Planners' Notes: *Comments suggest support for transportation planning coordinated with comprehensive plan goals/objectives; review and development of street development criteria (including "complete streets"); future review and design options addressing Betz-area issues.*

Statement: The vision directs Cheney to promote increased transportation options, helping the network accommodate, and perhaps favor, pedestrian and bicycle travel.

Question: How can Cheney support and encourage more walking and cycling for local trips?

- *"Cheney demographics are young and people enjoy walking and riding bikes in a small town. An attractive community for walking and biking enhances 'small town feel' and will lead to more residents who aren't just temporary residents."*
- *"Bike lanes, bike trails. Connect with local trails (e.g. Columbia Plateau Trail) in more areas."*
- *"Encourage more biking events to come to Cheney."*
- *"More walking / cycling lanes."*
- *"Public transit promotes walkable/bikeable community development!"*
- *"Encourage crosswalk use to prevent increased potential for accidents."*
- *"Better signage."*
- *"Add greenbelts between sidewalks and street. That way, the snow lands there and we add more green to the roads."*
- *"New wheelchair-accessible sidewalks are needed which are good for cyclists and walkers. When the snow comes, the sidewalks are buried by snow plows across the residential ones and the school kids walk in the road with the cars."*
- *"A 20-year vision should preserve the rail culture of Cheney and plan for passenger rail between Cheney all the way to Coeur d'Alene, i.e. regional light rail."*
(Agreed upon by two people)
- *"Sidewalks and bike lanes."*
- *"Electric trains on light rail."*
- *"Follow Portland's example of 'borrowed bike' program."*
- *"Just do it. Cheney was more walkable 25 years ago than it is today! Kick the car habit."*
- *"Make red lights bike-friendly. Put in bike sensors. More parking lots. Less street parking. Have EWU build a parking garage."*
- *"More bike lanes and improved walking paths."*
- *"Add bike racks. Point out rest benches. Advise police and fire to handout smile coupons for people walking and riding (local businesses to supply coupons). Place wayfinding*

signs and history plaques to allow interest in city and point to the next location with some new interest to discover."

- *"Don't allow parking in bike lanes. Don't allow golf carts on sidewalks."*
- *"Enforce snow clearing of sidewalks, in both business and residential areas, and go after people who park their cars across the sidewalks, thus blocking them. Bicycle lanes on more streets might help."*
- *"Cheney should definitely encourage its downtown businesses as well as local citizens to clean sidewalks when it snows for a year of good walking. We have a good location for cycling, we should definitely advertize it!"*
- *"Start a marketing campaign around this idea to both encourage walking and cycling, as well as informing drivers to be aware of the increase in this type of traffic. Ensure sidewalks, crosswalks, and arterial roads are bicycle and pedestrian friendly."*
- *"Good walking and bike paths would help. More considerate bikers would also help (they have a tendency to behave as motorists when it best suits them, and then to behave as pedestrians when it suits them). An educational campaign to encourage people to walk or bike might help, with a component that teaches bicyclists that they must follow the rules of the road, and that they are not pedestrians). The city might use a model similar to that used by EWU to encourage walking, biking, bus riding and carpooling."*

Quick Summary: *Comments mention the need for more cycling lanes and sidewalks; development of public transit and future passenger rail; clearing/maintenance of existing sidewalks and bike lanes, i.e., snow clearing and prohibiting parking in such areas; better signage; promotional programming; more cycling events; better connectivity to existing rail/trail lines.*

Planners' Notes: *Comments suggest support for transportation planning coordinated with comprehensive plan goals/objectives; review and development of street development criteria (including "complete streets"); City cycling programs and/or support for organizational support; greater parking enforcement; snow removal.*