

# Concept 4: "Economic Cheney"

Jobs and economic growth become the top priority

## Character Images



A jobs-centric focus would likely include higher contrast between residential and commercial development areas in Cheney.



Adaptive re-use and new construction housing primary-sector businesses could help define Cheney's downtown.



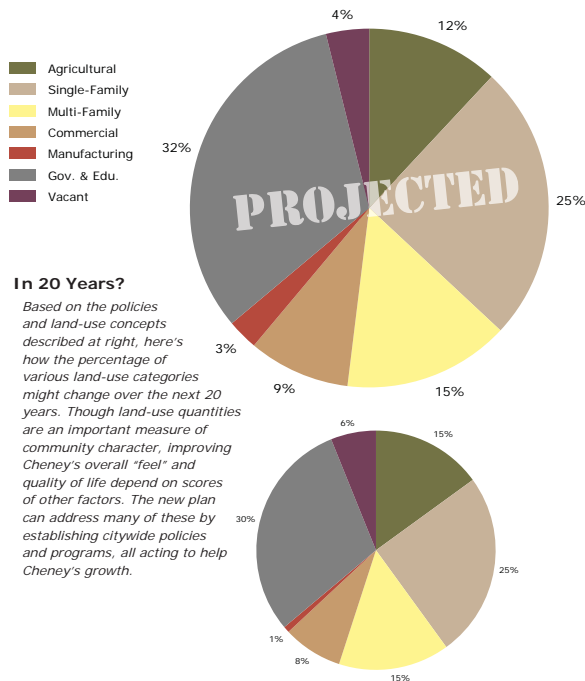
Transportation for goods and services - especially rail, auto and air - would become a top-priority under this scenario.

## Concept Ratings

Vision Component *	Suburban	Hometown	Collegiate	Economic
Compact	-	++	+	0
Walkable	-	++	++	0
Central downtown	--	+	++	+
Sustainable	--	0	+	++
Conservation	--	+	+	0
Non-motorized options	--	++	++	+
Reduced leakage	+	-	+	++
Retail choices	++	-	+	+
Parks	0	+	0	+

\* How does this concept measure up to Cheney's vision? This components list represents topics most generally supported among workgroups and participants to date. Ratings are presented on a scale of "--" to "++", with "+" representing the best possible compliance with the specific vision component, "--" being the worst, and "0" being neutral.

## Land Use Mix



## Concept Outline

### Description

In this scenario, Cheney's principal planning focus would be to increase local employment and the community's general level of economic activity. This would include increasing the amount export-oriented and value-added activity, as well as the enrichment of the institutional and service sectors. To achieve this scenario, Cheney would actively recruit new businesses that are compatible with the community's character and resources, using a combination of competitive advantage and quality of life to attract business.

New employers in this "primary" sector would focus on technology, value-added to agricultural products and, perhaps, rail-based transportation and warehousing. These sectors are consistent with Cheney's location in a rural landscape, its hosting of EWU and its adjacency to main-line railroads connecting the community to metropolitan areas east and west. These jobs would bring money into the community by adding value to products and serving clients from beyond the immediate region. Entrepreneurs and small companies might also contribute to this sector, and so might others of a "creative class" drawn to Cheney by its small-town atmosphere and proximity to Spokane.

Institutional and service sectors would also be targeted for employment growth, with the university, professional offices and retail services offering new jobs...many as a direct result of primary sector success. Money brought in by new jobs in that sector would contribute to the community's prosperity by circulating through the institutional and service sectors.

