

# Culture & the Arts

## Introduction

This chapter, including its related goals, policies and programs, is a critical part of Cheney’s comprehensive plan, as arts and culture significantly contribute to a community’s character and quality of life for its citizens.

A community’s culture is characterized by its museums, entertainment facilities, theater and performance venues, cultural events and historic structures. The following pages contain an overview of Cheney’s existing arts and cultural amenities as well as an effort to include art, culture, and historic preservation as part of the larger dialogue concerning the City’s long-term planning.

Policies presented here and in other chapters are provided to guide implementation measures, including the preservation of existing historical and cultural assets, as well as encouraging new cultural amenities.

Though the following pages may effectively sort, introduce, and present those goals and policies related to culture and the arts, the entirety of Cheney’s goal and policy framework,



**Figure 11.01** - Cheney’s farmers market, like many others in the region, helps sustain residents’ sense of community and local culture. (Image source: Studio Cascade, Inc.)

presented in Appendix B, should be considered the plan’s over- arching source. In short, this element, together with other relevant policies contained in this plan, provide a “road map” for the City in preserving its historic and cultural amenities, while promoting Cheney’s identity.

## Existing Conditions

On the surface, Cheney may not appear to have a strong arts and culture community, but in fact there are a number of organizations, venues, events, and historic districts already serving the community, and if brought together and enhanced, would benefit the community of Cheney to a far larger degree. Not only do arts and cultural resources enhance Cheney’s identity, they further the vision of Cheney as a destination location, providing a positive economic impact for the community.

## Arts and Cultural Assets

Cheney boasts a wide range of community arts and cultural assets. From museums and performance arts to its historic physical character and annual events, Cheney affords residents and visitors a unique blend of history and tradition along with the energy of a college campus and a revitalizing downtown.

Throughout the year, the Central Neighborhood's public streets and sidewalks offers residents and visitors a performance space for a variety of community events.

### Museums

The Cheney area is home to a local and a regional museum. The Cheney Historical Museum is dedicated to gathering, preserving, and sharing information and artifacts concerning the history of the Four Lakes, Marshall, Cheney, Tyler, and Amber districts of southwest Spokane County in eastern Washington. The collection was started in 1935 when the Tillicum Club, a women's social and service organization, was asked by pioneer families to preserve items of their history. The museum tells the story of communities born from agriculture, railroads, and the college, tied together by families. The Museum is looking at other platforms to share local history to a wider audience. Cheney is also served by a chapter of the Ice Age Floods Institute, which is an alliance of individuals dedicated to promote an understanding of the Ice Age Floods history, and to serve a growing community of Ice Age Floods enthusiasts offering education, cultural, and social activities to foster knowledge of the Ice Age Floods.

### Theater/Performance Venues

The home of local performing arts organizations is often thought to be the EWU campus, and while EWU does provide student theatre and



**Figure 11.02** - Like many things in Cheney, the presence of EWU looms large in ways the City's arts and cultural environment could be improved. From additional facilities to student participation in content provision and delivery, Cheney's "college town" environment offers tremendous, and largely untapped, potential. (Image source: Studio Cascade, Inc.)

music performances, Cheney's theater and performance amenities stretch beyond the EWU campus.

Besides the drama program at Cheney High School, Cheney hosts one local community theater group - Stage West Community Theatre. Stage West is an all-volunteer group dedicated to bringing quality theatre to the West Plains. Quarterly performances by Stage West take place at various local venues that offer locations for variety of performances and theatre adding to the arts and culture scene in Cheney.

## Historic Preservation and Historic Districts

The city recognizes that its citizens benefit from the preservation of local historic sites and buildings. It also recognizes that Cheney and its residents will suffer from their destruction. In December 1988, Cheney applied for and received from the state the status of a Certified Local Government (CLG): This status made the city eligible to apply to the State Historic Preservation Officer for financial and technical assistance to preserve historic properties within the city. This CLG status also helps Cheney encourage, develop, and maintain its local preservation efforts in coordination with its development plans.

All CLG's are required to adopt and enforce a local historic preservation ordinance which provides for the designation and protection of historic properties. Ordinance No. O-54, (1988) contains provisions establishing a qualified local preservation review commission with the authority to designate or recommend designation of historic properties. The commission is also empowered to review and comment on any public and private development projects which would affect a locally designated historic property.

The city recognizes that it is the citizens of the community that benefit from the preservation of local historic sites and buildings. Because every historic building and structure represents a community investment that should be preserved the city established and maintains an inventory of over four hundred (400) historic properties — thirteen (13) properties are currently on the city's local historic register. Two of the most prominent properties in Cheney are the Sterling- Moorman House (1884) and the Northern Pacific Depot (1920).

In addition to a focus on individual properties, Cheney's historic roots are also maintained through the establishment of local historic

districts - Central Cheney Historic District and the EWU Historic District.

### Central Cheney Historic District

The Central Cheney Historic District, listed on both the Washington Heritage Register and the National Register of Historic Places, was established in 2001. This area is where the initial town grew up, geographically located between the two forces that largely defined the early development of Cheney.



**Figure 11.03** - Buildings and properties included in the Central Cheney Historic District are shown here in grey. (Image source: City of Cheney)

The District is located between the campus of Eastern Washington University to the northwest, and the former Northern Pacific railroad tracks to the southeast - roughly bordered by Fifth Street on the northwest, "C" Street on the northeast, Front Street on the southeast, and "F" Street on the southwest.

The District consists of a wide variety of property types, including residential, educational, religious, commercial, and industrial properties. The predominant style of the commercial properties is vernacular brick commercial. Most of the residential properties are representative of eclectic American vernacular architecture, with elements borrowed from the Victorian and Arts and Crafts elements styles. Some more distinctive architectural styles are represented in the district, including Mission, Collegiate Gothic, Art Deco, International, and Romanesque.

A defining characteristic of the District is the wide range of economic levels represented by the various properties. This is indicative of the way that Cheney developed. Most businesses located along First Street, which included cobblers and candy stores sharing the street with bankers and doctors. Likewise, in the residential areas to the northwest of the commercial center, the houses belonged to those from all walks of life. No enclave for the wealthy ever developed, and neither were the homes of the working class relegated to the fringes of town. Simple front-gabled cottages were built within sight of two-story houses with Victorian porches. The nearby presence of the college, built on the hill overlooking the downtown, also added to the egalitarian nature of the district. Off-campus housing for the students, as well as for the teachers, had to be modest enough to be affordable.

By 1950, the nature of the district had changed. Much of the regional economic wealth had shifted to other areas. Fewer of the town's influential people lived in large houses in the center of town. The economy had begun to shift, placing more emphasis on the College and its rapidly-growing population of students than on farmers and railroad visitors. During the subsequent years, many houses were modified for the lucrative practice of rentals to students. Over the years, many homes in the district suffered due to the increase of absentee landlords and the tendency to use only

expedient methods extend the life of the structure. Additionally, older homes were often demolished to make room for the more valuable multiple-unit apartment.

The business center of Cheney witnessed decay as Spokane grew as a regional commercial hub and students chose not to utilize many of the local enterprises. Larger stores and gas stations were located outside of the old commercial center, drawing traffic away from the sidewalks of the old town. Another major factor in this decline was, of course, the reduction of passenger traffic on the railroads, which reduced the need for hotels and restaurants.

Today, Cheney is experiencing some revitalization in the downtown, and some of the historic buildings are being restored. The Central Cheney Historic District is

## **EWU Historic District**

Listed on the National Register of Historic Places since 1992, the Washington State Normal School at Cheney Historic District includes the six oldest buildings (Showalter Hall, Monroe Hall, Senior Hall, Sutton Hall, University House, and Hargreaves Hall) comprising the original core of the University campus, as well as the Herculean Pillars which grace the traditional entryway to the campus. The EWU Historic District, as it is commonly known, was the first university historic district in the state to receive National Register designation.

The EWU Historic District is significant for its contributions to the development of the Normal School idea and its crucial role in providing adequate training for teachers. In the early 19th century, the demand for teachers outstripped the capacity of traditional schools to provide them. The first 'normal schools' opened in Massachusetts in 1839, named after an early French teacher-training college, L'école Normal. Such colleges flourished in the East and

followed close upon the heels of Western settlement.

By 1910 nearly every state had such programs. The resultant improvement in education, especially among rural populations, was a major factor in the emergence of modern America as an affluent and literate society.

The structures of the EWU Historic District possess architectural significance, not only as outstanding examples of the institutional style of the period, but also as reflections upon two of the most prolific designers of Public Works in the state, architects Julius Zittel and George M. Rasque.

Cheney is home to the following groups and associations

- *Cheney Historical Museum*
- *Cheney Merchants Association (Arts & Culture Calendar)*
- *Historic Preservation Commission Quilters' groups*
- *Stage West community theater group*
- *EWU Art Department (and numerous subdivisions)*
- *EWU Drama and Theater EWU Poetry and Writing EWU Women's Center*
- *EWU African Education Center CHS Vocal ensembles*
- *CMS Bands*
- *Social & fraternal organizations Cheney Cemetery Association*
- *Twisted Threads Fiber Arts Guild*
- *Farmers Market*
- *Ice Age Floods Institute, Cheney– Spokane Chapter*
- *EWU Music Department (and numerous subdivisions)*
- *EWU Radio and TV EWU film group*
- *EWU Hispanic Center CHS bands*

The following provides a list of venues:

- *City Parks*
- *EWU mall*
- *Fisher Building auditorium*
- *Showalter Hall auditorium*
- *Jore School*
- *Reese Court EWU Art Gallery EWU Library*
- *Sutton Park Gazebo*
- *City Hall auditorium*
- *CHS Little Theater*
- *Hargreaves Hall*
- *EWU PUB rooms*
- *EWU Recital Hall*
- *EWU Theater*
- *Spokane County - Cheney Library*

The following events are scheduled throughout the year:

- *Concert in the Park series*
- *Rodeo Festival CheneyFest*
- *West Plains Community Fair Winter church bazaars*
- *Ice Age Flood lectures/field trips EWU music performances*
- *EWU film group movie presentations*

- *Cheney Cemetery Association cemetery tours*
- *EWU President's Lecture series*
- *MayFest*
- *WinterFest*
- *EWU Homecoming events*
- *Movies in Sutton Park series*
- *Get Lit events in Cheney*
- *EWU art shows*
- *EWU creative writing & poetry events EWU Historic District tour*
- *Music & dance at The Basement club*

## **Sterling-Moorman House (1884)**

The Sterling-Moorman House, listed on the Cheney Register of Historic Places, was relocated in September 2006 from its original site at 4th and G Streets to a new home at the corner of 2nd and G Streets. Built 120 years ago, the Sterling-Moorman House is the only remaining example of the Gothic Revival architectural style in Cheney. It is believed to have been constructed by the property's first owner, a local carpenter named Frank Sterling. Its name also reflects long-time ownership by the James Madison Moorman family. The modest house features its original Gothic arch fenestration, wood drop cladding, and a later shed-roof rear addition that housed the kitchen and bath. While the building is structurally sound, the interior is in need of extensive repairs.

The home was listed on the Cheney Register of Historic Places in 1997, having remained in the James Madison Moorman family for some 60 years before it was sold in early 2004. The City of Cheney proposed that the Sterling-Moorman House be moved and rehabilitated. The City Council allocated ongoing funding for building maintenance, and for relocation expenses not

covered by grants and donations. Restoration work on the building is ongoing.

## **Northern Pacific Depot (1920)**

This Mission Revival Style railroad depot was built for Northern Pacific on the site of a wooden depot from 1890. The new structure contained three main areas: an express and baggage room, a ticket office, and a waiting room. The railroad is of profound importance to the history of Cheney.

Not only did the first arrival of the Northern Pacific Railroad in 1881 provide the economic impetus for a developing community, it led to the financing and establishment of a college of education here. The railroad, the college and the local grain-growing economy became the pillars of the community.

In 2014, it was announced by the BNSF Railway that they would like to surplus the national historic register-eligible 1929 depot that was constructed by the Northern Pacific. The nonprofit Cheney Depot Society was formed in order to preserve and restore the depot for an alternate use. After fundraising efforts in 2015 and 2016, the Cheney Depot Society has acquired several lots between Union and I Streets. The chosen site for relocation sits right next to the state-owned Palouse River and Coulee City Railroad, which is operated by the private Eastern Washington Gateway Railroad. The Cheney Depot Society is promoting adaptive reuse of the building at this new location.

## **Key Objectives**

The Central Neighborhood is, by default, the civic center for the community, offering access to City Hall, the Wren Pierson Community Building, the Public Library and more. Cheney's downtown and surrounding neighborhoods should continue to be the focal point of

Cheney's culture along with the EWU campus. Regardless, it is critical for Cheney provide an atmosphere that encourages and promotes these community assets, as well as opens the door to new opportunities.

Currently, the City of Cheney does not have an arts commission. The development of such an agency could help provide the organizational capacity in developing Cheney's arts and cultural scene. The commission could foster arts and cultural programs for the enrichment of the City and its citizens, and promote the development of a local arts community (even regionally for the West Plains area). The commission could also:

- Encourage an environment for the success of working individual artists
- Partner with and leverage EWU's high-caliber program
- Coordinate and strengthen new and existing arts organizations
- Develop cooperation with regional entities
- Encourage programs for cultural exchange and development
- Further the vision of Cheney as a destination location.

## Policy Overview

Simply adopting policies specific to arts and cultural resources is no guarantee such resources will thrive in Cheney or in any other community. Rather, a healthy cultural environment is equally dependent on qualitative public-space features that foster a strong sense of civic identity, that encourage residents to meet and engage their neighbors, and that help activate neighborhood and community centers such as the downtown area. For this reason, many goals, policies and programs are included in this element that aren't immediately discernible as related to arts

and culture - but in fact, are vital to Cheney's vision.

Among the many objectives described in this elements policy section are those that:

- Support Cheney's economic growth, including arts and cultural resources as an important component
- Encourage the further development of facilities and service coordination with EWU
- Sustain downtown as the "heart" of Cheney
- Maintain healthy, socially-active neighborhoods
- Recognize and support Cheney's historic and agricultural heritage
- Support Cheney's small-town scale and aesthetic beauty
- Put Cheney's quality of life and cultural resources at the forefront of regional branding
- Encourage the development of organizational capacity supporting the growth of the arts in Cheney
- Respect and preserve historic buildings, landscapes and other properties.

## Goal, Policy & Program Listing

Each of the goals, policies and programs contained in the following section have been selected from the entire matrix as closely associated with culture objectives, though there may be others arguably key to the success of community goals not under this heading. All are presented in the order in which they occur in the overall matrix, and do not necessarily reflect plan or City priorities. Each goal is followed by a brief "discussion" paragraph expanding on the origins, objectives and overall benefits associated with it. Similarly, each policy is followed by discussion text, but also includes

a paragraph entitled “direction,” which outlines one or more ways the policy might be implemented. Program listings in this and other elements do not include the estimated timeline

or likely agencies to be involved in their completion; for this level of program detail, refer to Table 13.02 in the Implementation element.

# Goals, Policies & Programs

## Culture & Arts Related Goals

- Grow and sustain a balanced, resilient economy for Cheney, providing community prosperity and fiscal health. (G.01)

*Discussion: In seeking long-term prosperity, residents understand the need to maintain economic diversity - capitalizing on the presence of Eastern Washington University as well as developing a strong business base independent of the school. Reflecting these values, this plan supports strategies that build and sustain a diverse, balanced economic base, retain existing quality of life assets, and help keep Cheney prosperous.*

- Continue Cheney's relationship with Eastern Washington University, improving economic, educational, facility and cultural opportunities for all. (G.02)

*Background: Cheney owes much of its success to the presence of Eastern Washington University, but residents sense that greater opportunities exist for both City and school, given greater collaboration. Throughout the process, participants noted the need to coordinate curricula with economic initiatives, to plan infrastructure and facilities in ways that achieve broader goals, and to help integrate educational and cultural offerings into what residents perceive as part of Cheney life. As a result, this plan includes goals, policies and programs to help the City and the EWU establish and maintain a more dynamic partnership.*

- Improve Cheney's use of technology, benefitting the economy, services and civic health. (G.03)

*Background: Technology is generally defined as the application of knowledge and equipment toward practical purposes. In developing Cheney's comprehensive plan, residents frequently identified greater utilization of the City's fiber-optic network as one way to grow the economy, improve City services and improve civic networking. This goal and other plan policies urge Cheney to embrace, utilize and support technological innovation, developing both the knowledge and the tools necessary to sustain a vibrant economy.*

- Sustain downtown as the 'heart' of Cheney, enhancing its commercial, service and civic vitality. (G.04)

*Background: In preparing this plan, residents made it clear that downtown is still considered the 'heart' of Cheney. Keeping downtown vital requires supporting its numerous and necessary functions, including a strong commercial base, community services, public space access and proximate housing options. This plan provides policies and programs that help foster an environment in which downtown can thrive, in turn aiding the attractiveness, efficiency and value of the entire community.*

- Keep Cheney’s neighborhoods safe, vital, and attractive. (G.05)

*Background: Residents prize the overall scale and small-town feel of Cheney neighborhoods, and wish to ensure their neighborhoods are kept safe, active and aesthetically pleasing. Supporting this goal, a diverse set of policies have been provided, including encouraging pedestrian-friendly development, diversity in housing types, and possible future mixed use or activity centers.*

- Protect and enhance Cheney’s agricultural economy, sustaining the utility and function of surrounding farmlands. (G.08)

*Background: Along with the university, Cheney has long been associated with agriculture and the shipping of agricultural products. Today, residents prize Cheney’s proximity to agricultural lands, and hope to retain the economic and aesthetic benefits of agricultural lands surrounding the City.*

- Maintain and improve Cheney’s parks and recreational opportunities on-pace with growth. (G.10)

*Background: Cheney residents value current parks and recreational services, and wish to retain the same or higher levels of service as the community grows. This goal directs the City to consider parks and recreational needs in all related plans and actions, including land use decisions, regulatory requirements and budgeting.*

- Sustain and expand Cheney’s arts, cultural and civic environment. (G.11)

*Background: Throughout its history, residents of Cheney have worked to develop and support cultural and social organizations, events and facilities. Today, numerous groups and associations help facilitate dozens of annual and ongoing events, taking advantage of the many worthwhile venues that currently exist in Cheney. This goal, and several supporting policies, directs the City to help sustain and expand community arts, venues and other cultural resources, benefitting the civic health, quality of life, and economic vitality of Cheney.*

- Grow and maintain Cheney as a self-reliant community, aiding the provision of necessary health, retail and service needs for citizens. (G.13)

*Background: Cheney’s history and small-town nature is rooted in its independence and self-reliance. Essential goods and services, employment, social activities, and primary and secondary education have always been available within City boundaries. In recent years, transportation and other factors have enabled residents to seek specialized services and establish residence well outside the City, to the point where concern now exists that Cheney is becoming a ‘bedroom community.’ This goal urges the City to develop and enact strategies that help maintain the provision of essential health, retail and service needs within Cheney.*

- **Maintain and improve Cheney’s small-town scale, charm and aesthetic beauty. (G.16)**

*Background: Whether newly-arrived or long-term, residents of Cheney frequently cite the community’s ‘small-town charm,’ its modest size, and its setting between rich agricultural lands and unique lake and channeled scabland areas as highly attractive features. Due to this, many of the goals, policies and programs contained in this plan help retain the City’s overall scale while providing for ample growth; support the development of cultural features and activities, and direct land use decisions reducing development pressures in undeveloped or highly rural areas.*

- **Involve the community of Cheney in all local government planning and decision- making. (G.17)**

*Background: By intent, the development of this plan update has been community- driven, involving scores of residents and participants representing many hundreds more. For plans to succeed, community buy-in and support is critical. Future conditions will certainly require the creation of new objectives and strategies directing Cheney efforts, and this goal supports keeping residents highly involved in such work.*

## Culture & Arts Related Policies

- **(P.03) Build Cheney’s economic base on those geographic, environmental, civic and recreational qualities that make the town unique and desirable.**

*Discussion: Cheney is a community established and maintained around a few key assets, including Eastern Washington University, regional agriculture, natural open space areas, and recreation. Many participants in the planning process felt the City’s quality of life and economic development policies should be coordinated, benefitting both needs at once. Direction: This policy may be acted upon in ways including efforts to define, recognize and sustain Cheney’s essential qualities; developing strategies to incorporate those with economic development efforts.*

- **(P.04) Position Cheney’s quality of life and assets on regional, state, and national levels through lobbying and collaboration.**

*Discussion: Cheney’s natural setting, quality of life and university are primary assets in attracting businesses and maintaining a healthy economy. Important regional assets, such as those found in neighboring communities, are important factors as well, and should be considered in Cheney’s economic development strategy. Direction: This policy may be acted upon in ways including efforts to define, recognize and strategically market Cheney’s unique qualities through collaborative lobbying efforts with local and regional partners.*

- **(P.07) Support Cheney’s agricultural economy for its role in sustaining local lifestyles, community character, and improving community self-reliance.**

*Discussion: Much of Cheney’s economic and cultural heritage involves agriculture, and in support of numerous other economic and qualitative goals, the continuation of a strong agricultural component is seen as desirable. Direction: This policy may be acted upon in ways including efforts to identify and pursue opportunities supporting local and regional agriculture - helping create jobs, improve the quality of food supplies, conserve resources and improve the value of rural farmland.*

- (P.10) Include arts and cultural resources in Cheney’s economic development efforts.

*Discussion: Given Cheney’s many assets and objectives - including quality downtown infrastructure, space and facilities for the arts, and a vibrant college campus - it makes excellent sense for the community to embrace arts and culture as a central part of the City’s future. Direction: This policy may be acted upon in ways including identifying and incorporating arts and cultural resources into all City-led economic development efforts.*

- (P.12) Coordinate all long-range planning efforts between the City and Eastern Washington University.

*Discussion: Community and work groups emphasized the need for the City and EWU to cooperate to position Cheney among the best places to live and do business in the Inland Northwest. Direction: This policy may be acted upon in ways including City and EWU efforts to continue a strong partnership.*

- (P.15) Improve communication and public access to all City services, deliberations and activities.

*Discussion: Community success relies on the active involvement and support of residents, in part dependent on transparency and strong communications. Direction: This policy may be acted upon in ways including improving the use of existing and/or using new and innovative technologies to optimize communication and improve public access to various City services, deliberations and activities.*

- (P.16) Designate land uses within City and UGA limits that preserve downtown as Cheney’s essential and defining commercial center.

*Discussion: Downtown is still seen by most as the ‘heart and soul’ of the community, and residents hope to improve downtown’s civic and commercial vitality. Cheney has many tools at its disposal to improve – or damage – the vitality of its downtown, but one of the most powerful involves land use designations within its jurisdiction. Direction: This policy may be acted upon in ways including ongoing land use decisions that sustain downtown as the commercial and cultural heart of Cheney.*

- (P.19) Give first consideration to the downtown core for placement of civic institutional or office buildings, enhancing access, pedestrian activity and reinforcing downtown’s prominence.

*Discussion: Opportunities to build and place civic buildings are rare, and given the power they have to direct growth, add value and build community identity, their location must be carefully considered. Because most residents still consider downtown the ‘heart’ of Cheney, it follows that important opportunities supporting downtown be fully evaluated. Direction: This policy may be acted upon in ways including evaluating long-range facilities plans for compliance; making ongoing land use choices supporting identified options.*

- (P.21) Support the preservation, restoration, and adaptive reuse of historic homes, buildings, and properties in Cheney.

*Discussion:* As a city that is over 125 years old, Cheney has a diverse collection of buildings that enhance its identity and add to its overall attractiveness. Such properties boost visitor impressions, provide cultural backdrop, and in the case of adaptive reuse, conserve resources. *Direction:* This policy may be acted upon in ways including working to preserve properties associated with historic events or individuals, or are fine examples of a particular style; City support, where possible, toward the adaptive re-use of landmarks like the flour mills, Fisher High School, and the Northern Pacific Depot.

- (P.22) Define and support downtown’s unique commercial market, including its present blend of local, small-scale retail and service establishments.

*Discussion:* Many residents wish to avoid a downtown dominated by franchised, non-local businesses, or typified by only a few types of offerings. Downtown diversity is seen as beneficial, especially regarding the type of small-scale and specialty retail shops locals may own and operate. *Direction:* This policy may be acted upon in ways including cataloging existing services downtown and identifying target businesses; producing a downtown strategic plan; fostering the growth of organizational capacity promoting downtown.

- (P.25) Support the development of compatible neighborhood mixed-use and civic activity centers, where suitable.

*Discussion:* Fulfilling the practical needs of residents within a convenient walking distance suggests the creation or revitalization of smaller, mixed-use ‘centers’ located in prominent, accessible points in the community. *Direction:* This policy may be acted upon in ways including developing and maintaining land use and code provisions allowing mixed-use centers; establishment of codes ensuring such development is compatible with neighborhoods; consideration of tax credit or other incentives to spur desired investment.

- (P.30) Ensure that new building and renovation efforts in Cheney are compatible with the City’s overall scale, architectural, transportation and public space objectives.

*Discussion:* New development, whether infill, greenfield or renovation, needs to occur respecting community objectives as well as private ones, respecting the surrounding community while allowing new development to be successful and profitable. *Direction:* This policy may be acted upon in ways including maintenance and implementation of related transportation, service and parks plans; updates to codes respecting local character, building scale, size and form; exploring what makes neighborhoods “great places” and adopting appropriate standards that are flexible, consistent and straightforward, yet achieve quality design.

- (P.31) Promote land use and growth patterns that ensure all residences are within walking distance of civic and service amenities.

*Discussion: Cheney's vision includes growth patterns that are more interconnected and walkable, providing multiple advantages including resident convenience, greater mobility and service efficiencies. Direction: This policy may be acted upon in ways including enacting land use and transportation policies that encourage the provision of services within walking distance of residents; working to identify and locate areas well-suited for neighborhood-scale services; working to improve existing proximate service areas.*

- (P.50) Grow the organizational capacity of non-profits supporting arts and cultural activities in Cheney.

*Discussion: For a community its size, Cheney hosts a remarkable number of arts and cultural activities, due in large part to the presence of Eastern Washington University and its student population. In light of this and the City's other assets and objectives - including a more attractive, vital downtown, a desire to grow its diversity and walkability, and improved space and facilities for the arts - it makes excellent sense for the community to embrace the arts as a central part of its future. Direction: This policy may be acted upon in ways including exploring and helping facilitate the development of organizational capacity supporting arts and culture.*

- (P.51) Raise awareness of the arts, and develop arts-related resources in the City.

*Discussion: In light of the city's heritage and EWU personnel, resources and student body, Cheney enjoys unique opportunities to keep arts and culture on the forefront. Participants noted a particular need to generate community awareness and to develop additional resources for arts in Cheney. Direction: This policy may be acted upon in ways including facilitating the creation of an arts and culture commission, coordinating and stimulating further cultural growth; improvements to City communications regarding events; assistance to organizations seeking to hold events in Cheney.*

- (P.53) Budget to implement plans and implementing programs adopted or supported by the City.

*Discussion: Many participants felt the City has a poor track record with long-range planning, often neglecting to implement or budget for planned recommendations. This policy establishes the basis for Cheney to implement plans and programs developed, adopted or supported by the City. Direction: This policy may be acted upon in ways including ongoing work and collaboration by department heads, the City Administrator and City Council to appropriate necessary funds to invest in supported programs.*

- (P.59) Encourage and support citizen involvement with City boards, commissions, and civic organizations.

*Discussion: Community success begins with community involvement and investment of time and energies towards long-term objectives, and plan participants expressed the desire for the City to improve outreach and involvement of residents in decision-making. Direction: This policy may be acted upon in ways including using improved tools and communication regarding City actions and volunteer needs; outreach to under-represented demographic and group representatives for roles in City and civic organizational matters.*

- (P.69) Support the continued provision of high-quality public education in Cheney.

*Discussion: Cheney residents enjoy a good K-12 educational system, and understand the need for the City to help, where possible, its continued provision. Direction: This policy may be acted upon in ways including supporting land use policy; City encouragement of school facility capacity matching projected development and demographic trends; pursuit of opportunities for shared access to facilities for recreational or other public purposes.*

- (P.70) Maintain and improve Cheney’s municipal library system.

*Discussion: Today’s libraries have evolved with technologies to offer a broad variety of media beyond books and periodicals. For Cheney, the library is extremely important to the quality of life and intellectual opportunities offered here. Direction: This policy may be acted upon in ways including working with the Spokane County Library District to explore opportunities to ensure the expansion of capacity and service proceeds at a rate comparable to resident needs.*

## Culture & Arts Related Programs

- (PR.02) 904 Corridor Plan/Design – City officials should work with WSDOT to study the SR 904 corridor (between I-90 and Mullinix Road) using least cost planning and practical design approaches. The emphasis of this corridor analysis should be on sustainable safety and practical mobility solutions while fostering the local economy. Based on the findings of this study and WSDOT concurrence on the identified practical solutions, the City could pursue design and funding of the improvements. This is in support of the City’s comprehensive plan goals and SRTC Horizon 2040.
- (PR.07) Economic Development Report – Focus on specific initiatives such as a “Sales Tax Leakage” analysis, which [provides the city with an understanding of served and under-served sectors on the business/retail economy. This would allow the city to be strategic in business recruitment and retention, through targeted marketing.
- (PR.09) Citizen Involvement Strategy – Draft and adopt a process that ensures early and continuing citizen and neighborhood participation in land use planning.
- (PR.10) Historic Preservation Incentives – Establish strategies and incentives as appropriate to encourage the preservation of the community’s historic structures and spaces.
- (PR.12) Progress Measures - Develop community benchmarks, indicators or performance measures to evaluate the comprehensive plan’s success in goal achievement and policy implementation, and to guide its adaptation to new circumstances as conditions change.