

Objectives from the 2018 Draft Comprehensive Plan

Chapter 2. Land Use

Development Balance

- Objective LU-A.1 Provide a cohesive framework for land development in Longview.
- Objective LU-A.2 Thoroughly review and, as necessary, update the comprehensive plan at least every seven years.
- Objective LU-A.3 Follow routine comprehensive plan updates with a thorough review and update of development regulations to assure they are driven by and in harmony with policy decisions embodied in the plan.
- Objective LU-A.4 Promote awareness of the comprehensive plan’s role in driving zoning and regulatory choices and public policy and investment decisions.

Compatibility

- Objective LU-B.1 Develop an integrated site plan review process to ensure that new development and substantial redevelopment are consistent with zoning regulations and the comprehensive plan.
- Objective LU-B.2 Provide for Light Detection and Ranging (LiDAR) mapping to improve upon the quantity and quality of critical areas data available to developers and property owners in planning for private development and for public sector uses.
- Objective LU-B.3 In conjunction with the Highland Neighborhood Plan, consider developing a zoning district specifically for the Highlands neighborhood.

Urban Design

- Objective LU-C.1 Develop and adopt a system of preferred future street connections to improve citywide circulation.
- Objective LU-C.2 Develop a public signage and wayfinding system throughout the City that

reinforces the identity of Longview and its distinct neighborhoods.

- Objective LU-C.3 By 2021, develop conceptual streetscape plans for:
- Washington Way between Ocean Beach Highway and the Civic Center
 - 15th Avenue between Washington Way and Tennant Way
 - California Way between Tennant Way and Industrial Way
 - Beech Street extension between Oregon Way and California Way
- Objective LU-C.4 By 2021, establish a streetscape policy that specifies allowable surface material treatments within the planter strip area of public rights of way.
- Objective LU-C.5 By 2021, adopt a streetscape code that requires streetscape improvements within the public right of way when adjacent properties develop or redevelop.
- Objective LU-C.6 Develop comprehensive citywide landscaping requirements in conjunction with streetscape and stormwater standards.
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- Objective LU-C.7 Develop comprehensive citywide sign regulations that provide for business visibility and impact while enhancing the city’s visual character.
- Objective LU-C.8 Examine adoption of building standards for “green” buildings or certified homes/remodels, and incentive programs in partnership with the PUD.
- Objective LU-C.9 Work with transit providers to develop code standards and requirements for mass transit infrastructure.
- Objective LU-C.10 Develop a strategy to address emerging alternative transportation issues such as self-driving and alternative fuel vehicles.
- Objective LU-C.11 Develop Crime Prevention Through Environmental Design (CPTED) standards for commercial and industrial zoning districts.

Healthy Communities

- Objective LU-D.1 Seek a rising standard of living for all Longview residents.

Neighborhood Preservation and Renewal

- Objective LU-E.1 Develop regulations to govern infill in residential areas with large lots.
- Objective LU-E.2 Develop a neighborhood plan for the Highlands Neighborhood that guides the creation of a zoning district specific to the neighborhood.
- Objective LU-E.3 Continue inventorying all potential historic sites in residential areas for future historic registration.
- Objective LU-E.4 Amend the Longview Municipal Code Title 19 – Zoning to provide regulations and standards that allow for a wide range of housing choices to meet the changing needs of the community. Consider allowing for project phasing or “shadow plats” where the first use of the land is at very low densities but arranged in a manner to allow future development when the demand is there.

Industrial, Commercial, and Mixed-Use Areas

- Objective LU-F.1 Review the Civic Center, Country Club, and Riverfront District zoning for appropriateness and adequacy.
- Objective LU-F.2 Continue inventorying all potential historic sites in commercial and industrial areas for future historic registration.
- Objective LU-F.3 Update the sign code to conform with case law while enabling signage that serves the needs of commercial and industrial businesses.

Annexation and Joint Planning

- Objective LU-G.1 Collaborate with Cowlitz County to develop an urban growth agreement.

Chapter 3. Housing

No objectives – mostly covered in the Land Use chapter

Chapter 4. Economic Development

Economic Diversification

- Objective ED-A.1 Build a strong local economic development program with partnerships at the regional level to promote and build a stronger economic base
- Objective ED-A.2 Establish a public capital improvement budget (or suballocation) within the existing Capital Improvement Plan (CIP) for economic development, including a means for prioritizing projects based on Comprehensive Plan consistency and ability to respond to new opportunities that will make a difference for community economic vitality. This public capital improvement budget could be prepared at the time of the biennial City budget.
- Objective ED-A.3 Develop a marketing and branding program in conjunction with economic development partners.
- Identify and coordinate activities of organizations involved in economic development marketing, extending from the industrial recruitment and expansion focus of CEDC to also encompass opportunities for tourism, retail, office, and mixed-use related business and development marketing and the planning efforts of the Economic Development District.
 - Establish a program to “brand” Longview to attract prospective visitors, residents, businesses and other investments.
 - Identify and promote tourism opportunities within the City as a means to support Longview’s commercial sector enhanced by community efforts to improve quality of place.
- Objective ED-A.4 Continue to aggressively market City-owned property in industrial areas, such as the Mint Farm, in collaboration with major businesses and economic development partners. Revise actions and strategies through the City Council goal setting and budgeting process. The City could include the creation of a formula that would reward a capital-intensive business or industry that brings in new jobs and tax base to the City of Longview.
- Objective ED-A.5 Periodically review and update City zoning regulations for Downtown, Regional, Commercial, and Neighborhood Commercial districts. Consider implementation of flexible land management techniques such as form-based zoning. Commercial locations, development standards, and permitted uses should reflect the intended intensity of the business districts and ensure each district contributes to City goals for an attractive, flexible, and economically vibrant commercial base.

Downtown

Objective ED-B.1 Continue the implementation of the Downtown Plan through City staff support, development code updates, and coordination with Longview business groups. Key activities and programs should be identified biennially in conjunction with the adoption of the City’s budget.

Gateways and Community Identity

Objective ED-C.1 Develop a Longview Gateway and Boulevard Plan for each entrance of the City. Plans may be staggered in a priority order as determined by the City Council through the budgeting process. The plans should address development quality, signage standards, landscape treatments, and public investment actions.

Chapter 5. Natural Environment

Conservation

Objective NE-A.2 Promote and lead education and involvement programs to raise the public awareness about environmental issues and demonstrate how individual and community actions can create significant improvements to the environment. Identify key activities and programs in conjunction with the adoption of the City’s biennial budget.

Objective NE-A.3 Fund programs annually for the acquisition, preservation, restoration, and/or beautification of valuable critical area, open space, and shoreline resources to result in a net increase in ecological functions. This objective may be accomplished through updates of the City’s Park/Recreation/Open Space plan or by the City’s CIP being updated every six years.

Protection and Mitigation

Objective NE-B.1 Review and update (as necessary) the critical areas ordinance to promote the city’s quality of life, and, as required by state and federal mandate, to ensure protection of known critical areas. This review and update shall occur no less than every eight years consistent with RCW 36.70A.130(5)(c), or as may be amended.

Water Resources

Objective NE-C.1 In the application of wetland and stream regulations and restoration programs, strive for no net loss of ecological function within Longview. This objective should be assessed biennially based on permit records and any regional restoration plans and activities.

Objective NE-C.2 Protect lives and public and private property from flooding by continued participation in the National Flood Insurance Program.

Geological Hazards

Objective NE-D.1 Seek partnerships and funding to carry out Light Detection and Ranging (LiDAR) mapping to improve upon the quantity and quality of critical areas data available.

Fish and Wildlife Habitat Conservation Areas

Objective NE-E.1 Identify remaining linked habitat in the city and incorporate this in the Parks/Recreation/Open Space Plan. Establish an open space target for preservation of key habitat for fish and wildlife in the next update of the Open Space Plan, which is updated every six years.

Chapter 6. Energy and Telecommunications

Objective ET-A.1 Review and update codes as necessary regarding State Energy Code requirements, solar energy, and other alternative energy sources. Conduct the periodic review in conjunction with comprehensive plan review at least every seven years, or more frequently based upon state code updates.

Objective ET-B.1 Furnish updates of population, employment, and development projections to energy and telecommunication utilities and service providers to ensure that appropriate services will be available as needed. Provide projection updates in conjunction with the review of the comprehensive plan as provided in Objective LU-A.1, no less frequently than every seven years.

Chapter 7. Public Facilities, Utilities, and Services

General Government

Objective PF-A.1 Conduct long-range capital improvement programming and financing through individual plans for land use, parks, and utilities to ensure that facilities and services are available to meet future needs and that existing facilities and services are maintained and improved. Regularly update these plans. Implement long-range plans through the annual capital improvement program (CIP) and the biennial budget processes.

Parks

Objective PF-A.2 Maintain and update as necessary the Parks and Recreation Comprehensive Plan so that the City remains eligible and competitive for state funding that is based, in part, on the plan's currency.

Objective PF-A.3 Adopt the Parks and Recreation Comprehensive Plan by reference as a part of the current comprehensive plan update.

Public Safety

Objective PF-A.4 Match the level of police services to the public safety needs and conditions of the Longview community. As part of the biennial budget, work toward achieving a police level of service at the U.S. average ratio of one officer per 565 citizens.

Objective PF-A.5 Support crime prevention and the City's efforts to incorporate crime prevention through environmental design (CPTED) components in new development.

Objective PF-A.6 Establish and maintain levels of service that meet the fire suppression and emergency medical needs of the Longview Community. Implement a level of service equal to a six-minute response time 90 percent of the time. Measure the level of service periodically as part of the Fire Department's annual reports and consider service and facility needs at the time of the biennial budget.

Objective PF-A.7 Evaluate the need for fire suppression and EMS services and facilities in West Longview. Implement plan recommendations for the City of Longview Fire Department through the biennial budget.

Education

Objective PF-A.8 Support Longview School District and Lower Columbia College master plans and capital improvement and education programs. As the City's comprehensive plan is updated, provide updated growth projections to the Longview School District and Lower Columbia College to assist in their planning needs.

Library

Objective PF-A.9 Strive to achieve and maintain a library level of service at the Washington State average for similar sized libraries, which uses a staff-to-population ratio of one staff person per 2,000 population in the service area. Assess the level of service with the biennial budget.

Objective PF-A.10 Maintain and expand library capital facilities as needed based on community needs and growth. Capital facility needs and costs should be included in the annual CIP and addressed in the biennial budget. Expansion projects may include:

- Add a branch library in the Highlands vicinity. Make efficient use of existing or future facilities, such as collocation with the Highlands Neighborhood Association Community Center.
- Study the need for an expanded library facility or branch facility in West Longview.
- Expand the main branch based on population growth.

Resilience

Objective PF-B.1 Consider resource conservation and environmental quality as public facilities are designed and constructed.

Objective PF-B.2 Address disaster resilience as a core aspect of public buildings and other facilities.

Solid Waste

Objective PF-C.2 Continue the City/County partnership in the joint Comprehensive Solid Waste Management Plan. Participate in the periodic Solid Waste Master Plan update.

Chapter 8. Transportation and Circulation

Multi-Modal Transportation

Objective TR-B.1 By the end of 2009, consistent with Objective LU-B.2, evaluate and amend, as needed, development regulations to ensure that planning project approval is consistent with transportation goals, objectives, and policies.

Objective TR-B.2 Identify long-term deficiencies for inclusion in the Metropolitan Planning Organization's Metropolitan Transportation Plan.

Freight and Goods Movement

Objective TR-C.1 Develop a citywide truck route network that best serves the needs of industrial and commercial users as well as the comprehensive plan land-use designations associated with future growth.

Safety and Livability

Objective TR-D.1 By 2020 develop boulevard plans for Washington Way and 15th Avenue.

Objective TR-D.2 Improve traffic safety through a comprehensive program of engineering, education, and enforcement.

Performance and Coordination

Objective TR-E.1 Update City regulations by December 2020 to include level of service standards.

Objective TR-E.2 Support using technology upgrades to maximize the efficiency of the transportation system

Regional Coordination

Objective TR-G.1 Through ongoing membership in the Cowlitz-Wahkiakum Council of Governments (CWCOG) MPO, coordinate with the City of Kelso, Cowlitz County, Port of Longview, Cowlitz Transit Authority, and Washington State Department of Transportation (WSDOT) in planning regional transportation network improvements for all modes.

Chapter 9. Historic Preservation

Objective HP-A.1 By the end of 2020, facilitate the nomination of a historic district for the commercial downtown area along Commerce Avenue; or support the creation of a business improvement district, joining the Washington State Main Street Association, or implementing façade design standards for downtown buildings.

Objective HP-A.2 By the end of 2020, conduct a reconnaissance inventory of all original Long-Bell plats in residential, commercial, and industrial areas for future historic registration.

Objective HP-B.1 By 2020, develop an inventory of City-owned properties and assets eligible for preservation and prepare nominations to list them on the Longview historic register.

Objective HP-B.2 By 2020, develop and adopt a preservation plan for the City of Longview to support the City's CLG status and facilitate the development of the City's historic preservation program and priorities. The plan should provide staff and the Historic Preservation Commission with a strategy to meet

preservation goals, enhance outreach efforts, and benefit historic preservation and quality of place efforts in Longview.

Objective HP-B.3 By the end of 2018, develop a program to implement and maintain an inventory of historic sites and potential historic sites electronically on a Geographic Information System database and make map information available to the public online.