



4 DRAFT FINAL MASTER PLAN

DRAFT FINAL MASTER PLAN



DRAFT FINAL MASTER PLAN

Softball

- wheel design accommodates softball tournaments
- synthetic turf and lighting for year-round and evening games
- multi-use fields
 - 4 modified soccer
 - 1 full size soccer
 - 5 adult softball
 - little league
 - tee ball



DRAFT FINAL MASTER PLAN

Recreation Center

- flexible open lawn can accommodate soccer
- 2 large picnic areas for community events
- neighborhood park amenities
- recreation building
 - indoor field / court
 - restrooms
 - batting cages



DRAFT FINAL MASTER PLAN

Baseball

- large plaza for picnics & gatherings
- large playground
- pickleball / tennis courts
- synthetic turf and lighting for year-round use
- multi-use fields
 - 2 full size soccer
 - 2 Babe Ruth baseball
 - little league



DRAFT FINAL MASTER PLAN

Disc Golf and Soccer

- 9-holes disc golf
 - flexible expansion of course around loop trail
 - increased challenge level per PDGA guidelines
 - flexible tees for varying challenge levels
- synthetic turf soccer fields
 - 2 full size soccer
 - 1 collegiate soccer



DRAFT FINAL MASTER PLAN

Other Recreation & Events

- playgrounds
- spray park
- pickleball and tennis
- fitness stations
- picnic areas
- flexible open lawns
- multi-use sport courts
- loop trails



DRAFT FINAL MASTER PLAN

Circulation

- new entry at Ocean Beach Highway
- 2 centralized parking lots
- emergency vehicle access
- improved signage and wayfinding
- school connection
- connection to neighboring community



ECONOMIC DEVELOPMENT

Potential Economic Benefits of Park Improvement

- quality of life benefits
- improved ability to attract/retain talent and businesses
- higher potential property values
- greater market for local businesses
- increased local spending
- impacts of construction spending



ECONOMIC DEVELOPMENT

Neighborhood Level

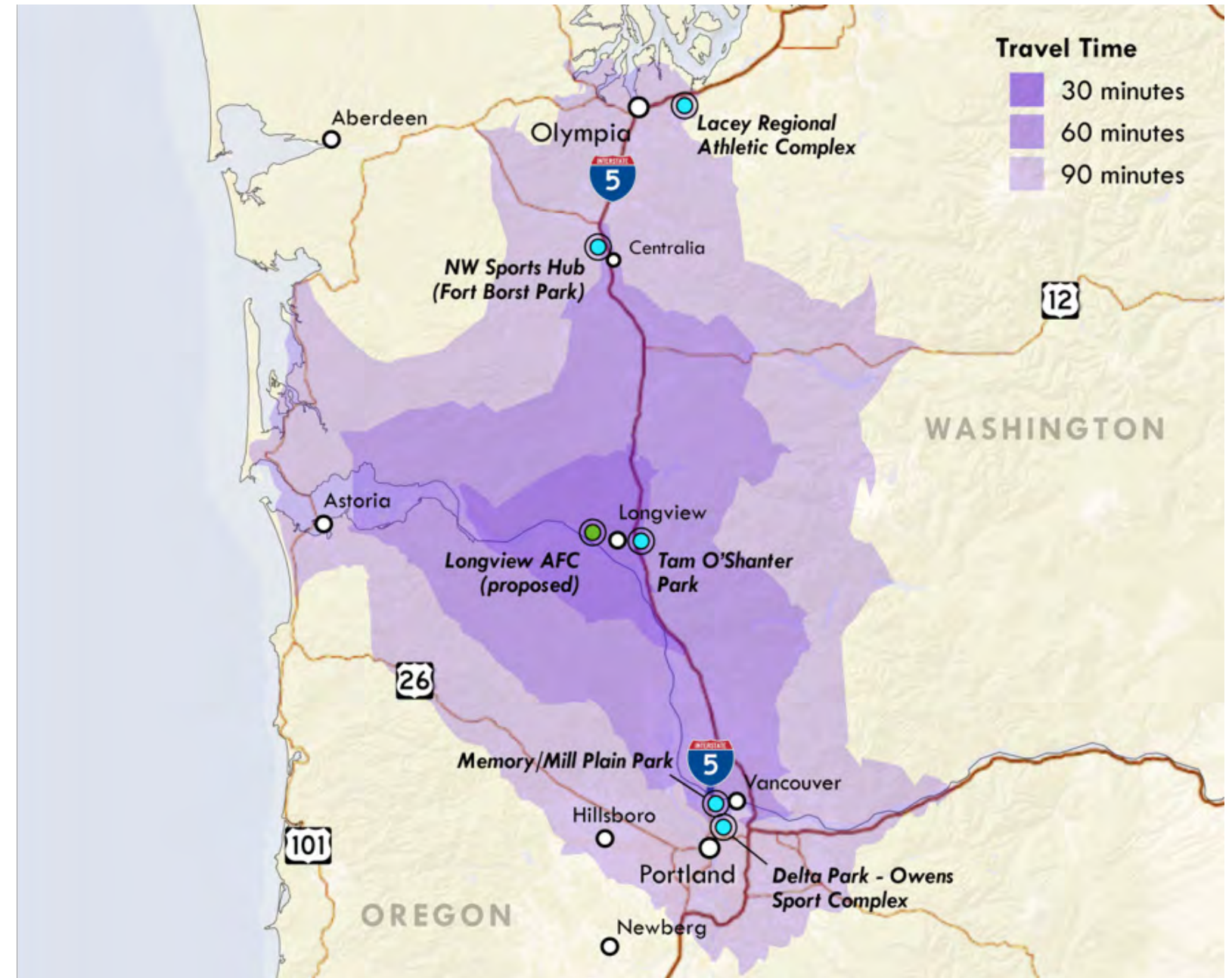
- potential improvements to local residential property values
- retail/restaurants uses:
 - likely to be auto-oriented given local connections
 - challenge for pedestrians to access retail or other amenities
 - could promote additional business at peak times but feasibility will depend on neighborhood customers
- potential to promote new development with enhanced neighborhood amenities



ECONOMIC DEVELOPMENT

Youth Sports Tourism

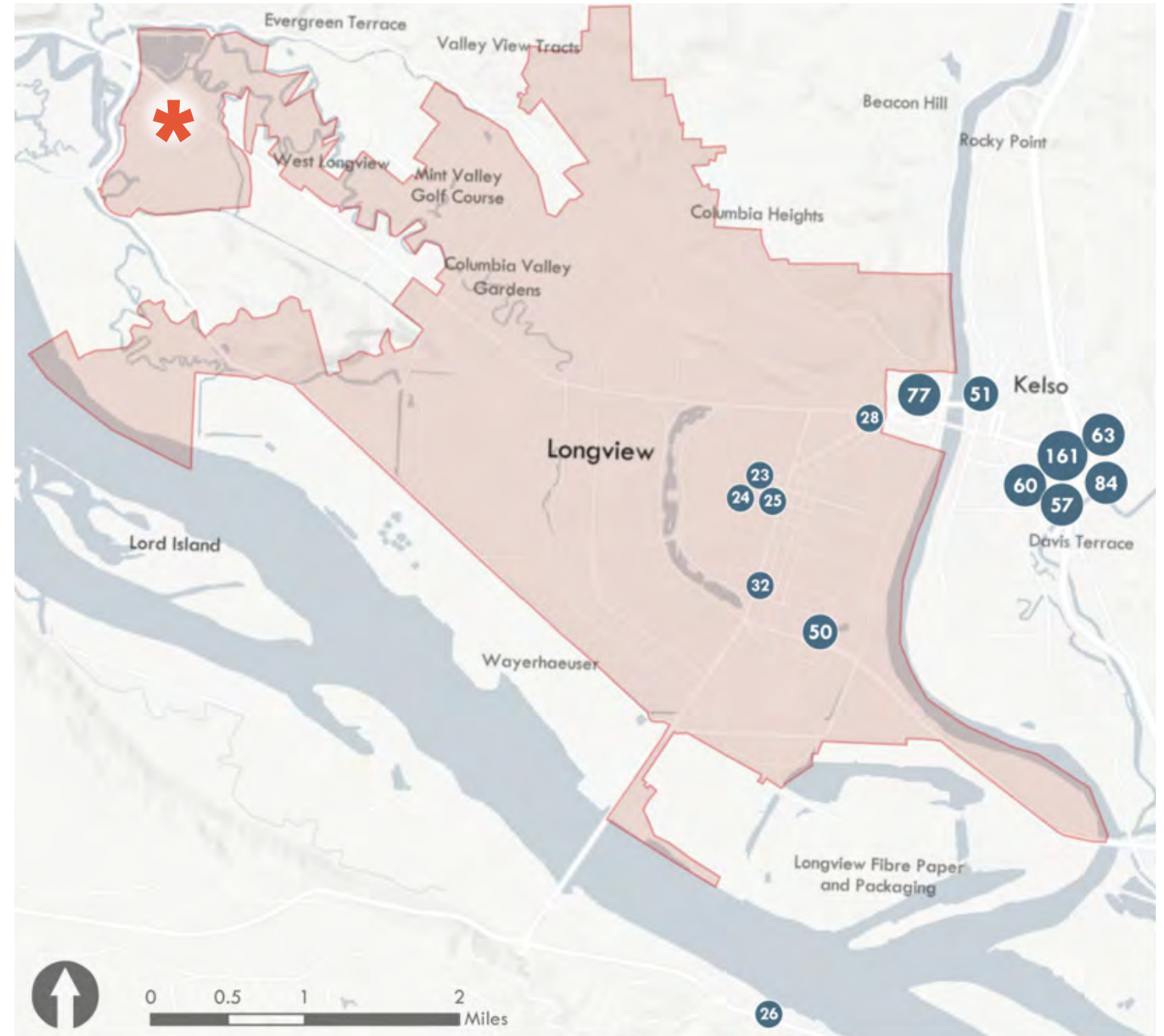
- regional competition for new youth sports tourism spending
- Longview is a 90-minute drive for:
 - 1 million households
 - 580,000 children under 18
- competition from existing facilities:
 - NW Sports Hub (Centralia)
 - Regional Athletic Complex (Lacey)
 - Memory/Mill Plain Park (Vancouver)
 - Owens Sport Complex (Portland)



ECONOMIC DEVELOPMENT

Youth Sports Tourism

- Longview area facilities have the capacity to accommodate additional sports tourism
- economic benefits likely greater to Kelso:
 - accommodations are not close to Roy Morse Park
 - smaller proportion of area rooms
 - 553 rooms (Kelso)
 - 216 rooms (Longview)



ECONOMIC DEVELOPMENT

Quantitative Impacts

Construction Benefits

- net economic impact depends on different factors
 - is the funding coming from the community, or elsewhere?
 - is the construction being done by a local firm, with local suppliers?
- maximum county-wide effects, assuming ~\$30M project cost
 - total employment: 257 FTE-years
 - additional economic activity: \$10.2M (2019\$)

Facility Use

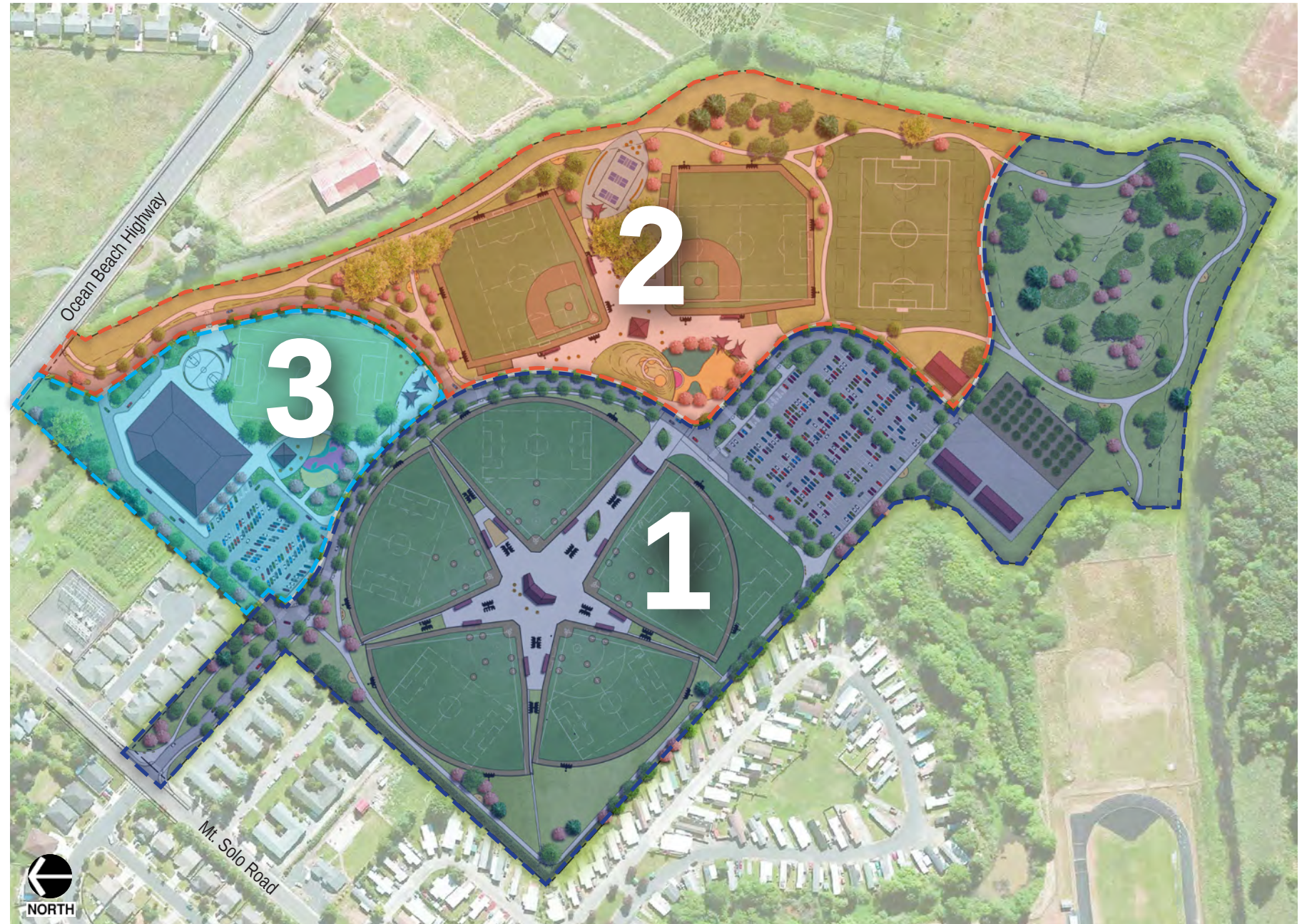
- major changes in spending
 - tournaments (baseball/softball)
 - tournaments (soccer)
 - league play
- estimated final impact will depend on marketing, capture of events
 - \$2.1-\$2.9M direct impact/year (based on ~6 additional events)
 - Longview estimated share \$1.2-1.7M direct impact/year
 - additional \$0.3/dollar of indirect impacts in the local economy (up to ~\$500K)

PHASING

Phase 1 -----

Phase 2 -----

Phase 3 -----



PHASING

Phase 1 -----

- softball wheel
- parking
- loop trail
- maintenance & tree nursery
- disc golf course
- 1 Babe Ruth field remains and 1 is temporarily shared with new softball



PHASING

Phase 2 -----

- baseball fields
- concessions / restrooms
- Babe Ruth batting cage building
- collegiate soccer field
- pickleball / tennis courts
- playground
- loop trail



PHASING

Phase 3 -----

- recreation building
- parking
- multi-sport court
- playground & spray park
- flexible open lawn
- loop trail
- picnic area & shelters

