

Comprehensive Plan Update Goals

(Includes Planning Commission amendments from prior review, in [blue](#))

CHAPTER 2. LAND USE GOALS

Development Balance

Goal LU-A: To encourage orderly, efficient, and beneficial development of land within Longview while maintaining a balance of business and residential uses within the City.

Compatibility

Goal LU-B: To ensure that the location and design of new development is appropriate in type, density, and location considering existing land use patterns, capacity of public facilities, natural characteristics of the land, and the vision of the community.

Urban Design

Goal LU-C: To ensure that development in the City is of high quality of design, and is serviced by a safe and convenient pedestrian, bicycle, and vehicular circulation system with adequate parking, landscaping, screening and signs that are in scale and complement a district's character.

[Healthy Communities](#)

[Goal LU-D: Promote social equity and health goals in land use planning.](#)

[Goal LU-E: Afford low-income and special needs populations equal access to civic, educational, economic, and social opportunities.](#)

[Goal LU-F: Ensure a rising standard of living for all of our residents.](#)

[Goal LU-G: Support programs that provide workforce development and educational opportunities for all residents.](#)

Neighborhood Preservation and Renewal

Goal LU-~~DH~~H: To maintain stability and improve the vitality of neighborhoods through adherence to and enforcement of the City's land use regulations.

Industrial, Commercial, and Mixed Use Areas

Goal LU-~~EJ~~J: To support existing businesses and provide an energetic business environment for new industrial and commercial activity providing a range of service, office, commercial, and mixed uses.

Annexation and Joint Planning

Goal LU-~~FJ~~J: To further coordinate planning and decision making among the City, County, and other urban service providers in matters relating to urban services and development, ensure that annexations to the City of Longview meet development and growth needs, create reasonable service areas for city services, and form logical extensions of city boundaries.

CHAPTER 3. HOUSING GOALS

Housing Supply and Availability

Goal HO-A: Promote balanced city growth that will accommodate projected population and provide alternative approaches to meeting changing demographics and emerging needs.

Goal HO-B: Provide safe, healthy, environmentally sound, and accessible housing for all segments of the population.

Neighborhood Quality

Goal HO-B~~C~~: Promote housing and neighborhoods that support thriving communities.

Goal HO-D: Promote social equity in housing by creating mixed income and mixed-generational neighborhoods.

Goal HO-E: Facilitate lifecycle neighborhoods and community stability by promoting alternative living arrangements such as accessory dwelling units (ADUs), shared housing, cohousing, and smaller housing types.

Housing Affordability

Goal HO-C~~E~~: Promote the expansion of affordability in housing choices.

Note: Modify. The Planning Commission is concerned that affordability will translate into a lack of amenities in the development. They want a goal that addresses discusses a balance between affordability and amenities.

Response: Does Goal LU-C capture this intent? Or, does this need to be framed in a way that offsets affordability against amenities, such as amending the goal above to say "...without sacrificing required improvements"?

Goal HO-G: Increase the supply, variety, and distribution of housing choices, including multi-family housing, for residents of all ages and income levels.

CHAPTER 4: ECONOMIC DEVELOPMENT GOALS

Economic Diversification

Goal ED-A: To achieve~~strive for~~ a diversified, balanced economy to ensure sustained economic growth and employment opportunities.

Downtown

Goal ED-B: To create a downtown in Longview whose ~~viability~~ economic vitality is based on providing services and products for the community and surrounding areas with a unique character that is easily differentiated from other local commercial areas ~~in the Longview/Kelso area~~, is attractive, safe and to residents and visitors, is active 24 hours a day, is easily accessible and ~~attracts residents and visitors from Longview and other areas~~ provides a gathering area for our surrounding educational, industrial, manufacturing and medical/health enterprises.

Note: This modification was recommended by the Downtown Advisory Committee, considering the following specific elements:

Economic vitality - economically viable businesses and services that carry the property and business tax assessments

Esthetics - safe and comfortable feeling

Accessibility - good accessibility for vehicles and pedestrians

Regional visibility and publicity - business-friendly community perspective that treasures businesses, investors, and service providers

Synergy and local cooperation

Response: Suggest rewording for clarity “Goal ED-B: Create an attractive, easily accessible downtown whose economic vitality is based on providing services and products for the community and surrounding areas; whose character is unique and distinctive from other local commercial areas; and which acts as a safe, round-the-clock, central focal point for surrounding uses.”

Gateways and Community Identity

Goal ED-C: To welcome travelers, tourists, workers, and residents by creating a sense of place and identity for Longview capitalizing on the community’s unique heritage as a planned city.

Goal ED-D: Promote quality of place improvements that will attract the talent pool needed to support economic diversification.

Note: this is consistent with the City Council initiative to: “Address quality of place issues.”

CHAPTER 5: NATURAL ENVIRONMENT GOALS

Conservation

Goal NE-A: To reduce consumption of resources, minimize waste, and reduce pollution.

Protection and Mitigation

Goal NE-B: To ensure the proper management of the natural environment to protect critical areas and conserve land, air, water, and energy resources.

Goal NE-C: Support efforts to reduce greenhouse gas emissions and impacts of climate change.

Water Resources

Goal NE-~~C~~D: To enhance water quality; protect environmentally sensitive areas including wetlands, streams, rivers, lakes, riparian areas, and aquifer recharge areas; and manage floodplains.

Geological Hazards

Goal NE-DE: To minimize the loss of life and property from landslides and seismic, volcanic, or other naturally occurring events, and minimize or eliminate land use impacts on geologically hazardous areas.

Fish and Wildlife Habitat Conservation Areas

Goal NE-EE: To balance the requirements of an urban area with protection of fish and wildlife habitats, including salmonid habitat, by preserving, restoring, and enhancing critical areas, open space and parkland; and linking habitat for wildlife and native ecosystems.

Shorelines

Goal NE-FG: Plan and coordinate land uses, public access, and natural resource protection along shorelines of the State in accordance with the State Shoreline Management Act and the Longview Community Vision.

CHAPTER 6: ENERGY AND TELECOMMUNICATIONS GOALS

Goal UT-A: To ensure that energy and telecommunication providers make efficient use of facilities, improve service and aesthetic qualities of facilities, and accommodate growth in a timely manner.

Goal UT-B: To promote and support energy conservation.

CHAPTER 7: PUBLIC FACILITIES, UTILITIES & SERVICES GOALS

Goal PF-A: Ensure that public facilities and services are provided, operated, and maintained in an effective and efficient manner.

Goal PF-B: Maintain and enhance the current high standard of sewer and water service, storm drainage, recycling, and solid waste collection in the City.

Note: Planning Commission wishes to modify Goal PF-B, questioning whether the water service is high quality.

Response: Suggest modifying to read “Monitor ~~maintain~~ and, where necessary, improve ~~enhance~~ the ~~current high~~ standard of sewer and water service, storm drainage, recycling, and solid waste collection and disposal in the City.”

Goal PF-C: Improve environmental performance and disaster resiliency of facilities.

Draft new goal regarding earthquake preparation.

Response: This was categorized under “Natural Environment.” Is the intent more consistent with public services? If so, possible goals could include continuing to participate in interagency disaster preparedness efforts such as the Cascadia drill and considering disaster response needs when funding programs and staffing. Emergency services (police, fire, and emergency management) staff should be consulted. Also, as specifically related to development regulations, see <http://www.wsspc.org/public-policy/legislation/washington/> (noting that earthquakes are only one of several potential disaster scenarios).

CHAPTER 8: TRANSPORTATION GOALS

Overall Goal

The City of Longview shall provide a convenient safe and efficient multi-modal transportation system that promotes the mobility of people and goods within and through the City.

Multi-Modal Transportation

Goal TR-A: Provide a multi-modal transportation network that supports the planned land use classifications.

Freight and Goods Movement

Goal TR-B: Provide for the efficient movement of goods and services.

Safety and Livability

Goal TR-C: Design and construct safe transportation facilities that enhance the livability of Longview.

Goal TR-D: Provide equitable and accessible transportation services for all residents, regardless of income, age, or ability.

Goal TR-E: Create a safe, healthy, walkable community that is accessible to all people.

Performance and Coordination

Goal TR-~~D~~F: Create an efficient regional and local transportation system that supports planned land uses and manages congestion.

Goal TR-G: Manage access to the transportation system to balance convenient land access with efficient use of the street system.

Environmental

Goal TR-~~EH~~: Minimize the impacts of the transportation system on the environment.

Goal TR-I: Approach transportation improvements through a sustainability lens to improve environmental performance, reduce greenhouse gases and other pollution, and to address social equity concerns.

Note: the Planning Commission did not like the term “sustainability lens” but wanted to address social equity.

Response: Suggest modifying to read “Approach transportation improvements ~~through a sustainability lens to~~ with concern for ~~improving~~ environmental performance, ~~reducing~~ greenhouse gases and other ~~impacts~~ pollution, and ~~to address~~ ing social equity ~~concerns.~~”

Regional Coordination

Goal TR-~~FJ~~: Participate in and influence regional transportation planning within the region. (MPO and SWRTPO Region)

Note: The Planning Commission wanted an additional goal that talks about coordinating with the City of Kelso regarding West Kelso.

Response: Suggest new Goal TR-G that reads “Establish formal coordination with adjacent jurisdictions regarding areas of mutual planning interest.” This is written in a way that may be broader than just Kelso/West Kelso, with the potential of engaging Cowlitz County and the City of Rainier, Oregon. Or, if that is seen as too broad, it could simply say “Establish formal coordination with the City of Kelso regarding West Kelso.”

Financing

Goal TR-~~GK~~: Leverage local and private sector transportation-related revenue to maximize state and federal programs that funds transportation improvements.

CHAPTER 9: HISTORIC PRESERVATION GOALS

Goal HP-A: Achieve state and national recognition of Longview’s unique place in the history of American city planning.

Goal HP-B: Preserve and enhance the notable buildings, parks, and other sites established by or associated with the Long-Bell Lumber Company and notable local examples of architectural styles of more recent times.

CHAPTER 10: ACTION PLAN GOALS

Goal AP-A: To implement the Comprehensive Plan through strategic actions.

MISCELLANEOUS GOAL

Not necessarily under one of the broad categories of goals given above, the Planning Commission would like to see examples of goals that address “serving the disadvantaged.”

Response: We were unable to identify examples from other jurisdictions using this specific language. Counties and cities/towns within them that are fully planning under the state Growth Management Act (GMA) refer to “disadvantaged persons” only in terms of discussing the GMA goals, one of which is “Encourage economic development throughout the state that is consistent with adopted comprehensive plans, promote economic opportunity for all citizens of this state, especially for unemployed and for **disadvantaged persons**, promote the retention and expansion of existing businesses and recruitment of new businesses, recognize regional differences impacting economic development opportunities, and encourage growth in areas experiencing insufficient economic growth, all within the capacities of the state’s natural resources, public services, and public facilities.” (See [RCW 36.70a.020\(5\)](#) - emphasis added.) It should be noted that this is specifically tied to economic development. Also, since Cowlitz is not a “fully planning” county, Longview is not required to respond to this goal.

The Planning Commission should consider intent. Does “serving” imply social services or other public services...housing...transportation...or something else? Do the newly added social equity goals adequately address this concern?

Should additional language be added, and paralleling state law with regard to respectful language addressing persons with disabilities, “the disadvantaged” should be framed as persons with, having, or confronted by economic or other disadvantages. (See [RCW 44.04.280](#).)