

AGENDA

Longview Downtown Advisory Committee

Tuesday November 16, 2021

8:00 A.M.

Virtual on zoom:

<https://us02web.zoom.us/j/82366766198?pwd=STQrMnR5TGtpb3VoZC9qZTdGOUVoZz09>

Meeting ID: 823 6676 6198 Passcode: 1923 Dial by your location

+1 253 215 8782 US (Tacoma) +1 408 638 0968 US (San Jose)

- 1. Call to order**
- 2. Roll Call**
- 3. Approval of Minutes**
- 4. Audience Participation or Correspondence**
- 5. Reports and Sub-Committee Assignments**
 - Parking Reports – LPD
 - Update on Washington Main Street program grant opportunity for Affiliate Members.
 - Downtown parking survey results
- 6. Old Business**
 - DAC recommendation to City Council: City Manager asked to wait until a parking study is complete before proposing changes to parking rules.
 - On-going discussion of parking fund balance decline.
 - Mr. C's construction fencing- staff follow up.
- 7. New Business**
 - Report on Master Developer Agreements and potential impacts on Downtown
- 8. Board Member Comments**
- 9. Adjournment Comments**
 - Next meeting December 21st - ??

MINUTES
Longview Downtown Advisory
Committee Tuesday October 21, 2021
8:00 A.M.
Virtual Zoom Meeting

1. Call to order

Chair Dawn Gregg called the meeting to order at 8:14.

2. Roll Call

- *In attendance: Dawn Gregg, Chair; Brad Whittaker, Co-Chair; Katie Bonus; Bill Hallanger; Karl Salzsider; Ruth Kendall, Council Liaison*
- *Not present: Pat Palmer; Christopher Reeves; Allan Rudberg;*
- *Staff present: Adam Trimble; Ann Rivers; Mary Chennault; Nancy Vandehey*
- *Audience: Dave Fine; Lindsey Cope; Brennan Kauffman, TDN*

3. Approval of September 2021 Minutes

A motion was made by Bill Hallanger, seconded by Brad Whittaker, that the minutes be approved as presented.

4. Announcements

Ann Rivers, new Community Development Director, was welcomed to the meeting.

5. Audience Participation or Correspondence

Lindsey Cope spoke on upcoming events downtown, the Main Street application, revamped Downtown webpage and working with businesses with their business models.

Dave Fine, a member of the City of Longview Complete Streets Advisory committee, spoke on plans for walking and biking downtown. The Complete Streets group have acquired several bike racks and many will be placed downtown, hopefully in the next 30 to 60 days. Brad Whittaker offered up a bike rack that will be displaced with some work at his business and he was given Morgan Palmer as a contact.

There was a discussion on the hanging flower baskets. There was a water leak that resulted in a water line being shut off to control the leak during our peak hot spell. Brad Whittaker's business, Realty One, has started an adopt-a-block the 1st Saturday of each month to clean up both sides of a certain block. He's hoping that the corporation will take it nationwide as well as hoping to see other local businesses adopting a day for clean-up.

6. Reports and Sub-Committee Assignments

- **Parking Reports – LPD**
Mary shared reports. In response to Pat Palmer's question last month, 59 appears to be the breakeven number of permits needed to be sold. The Hiatt Palmer changes were made in 2012 and that was the biggest loss about \$87,000.

- Washington Main Street program grant opportunity for Affiliate Members. Adam will continue to pursue this with Lindsey Cope and Ann Rivers.
- Downtown Parking survey results
Lindsey sent out the survey at Ken's request. Not many responses were returned. It will go out again today.
- Parking study updates
No update from Ken Hash.

7. Old Business

- DAC recommendation to City Council: City Manager asked to wait until a parking study is complete before proposing changes to parking rules.
The desire is to hold off on this until the study is complete.
- On-going discussion of parking fund balance decline.
Tabled without Ken Hash.
- Mr. C's construction fencing – staff follow up
Tabled without Ken Hash.

8. New Business

None.

9. Board Member Comments

Katie Bonus is concerned with parking fund balance. Is there a plan going forward?

Will we lose parking enforcement?

Ruth Kendall stated that Council is waiting on a study and there is no contingency plan in place that she knows about at this time.

- Adopt a Block Update

Brad Whittaker stated that his company has a nationwide push on the 1st Saturday of each month to get out and clean up both sides of the street in front of their offices and alley behind. Lindsey will put this out in her email. The big wish would be that Commerce businesses as a whole would do this as a big group.

Brad Whittaker started a discussion about the 3 day parking behind their business.

People are living in the spaces. The homeless issues are bigger than they were 10 years ago. Mary Chennault stated that the parking limits are set by ordinance, so any changes would need to go to Council. She also suggested contacting LPD by the Ask Longview app, as there are two CSO's assigned to working on these requests.

Bill Hallanger has a desire for the parking program to be self-supporting and not the general public paying for the program.

Adam Trimble made a suggestion that if there's a need for a parking lot time limit change to a specific location then there's an application to start that process.

Dave Fine, audience member, suggested that Longview is lacking in camping options. A group discussion was started on where to host and who to invite to start this discussion.

Ann Rivers thanked the group for the work being done and hopes to expedite the parking study to benefit the businesses and citizens.

10. Next Meeting – November 16th.

11. Adjournment

Meeting was adjourned at 9:06 am.

City of Longview Violation Bureau
Financial Statistics 2020-2021

2020						
<u>Month & Year</u>	<u>Ticket Revenue</u>	<u>Permit Revenue</u>	<u>Revenue Total</u>	<u>Expenditure</u>	<u>Monthly +/-</u>	<u>Running Balance</u>
Jan-20	\$3,127.62	\$1,873.75	\$5,084.59	\$5,179.31	-\$94.72	\$65,731.53
Feb-20	\$3,535.41	\$5.00	\$3,616.76	\$5,801.49	-\$2,184.73	\$63,546.80
Mar-20	\$3,377.81	\$3,371.50	\$6,811.54	\$5,845.45	\$966.09	\$64,512.89
Apr-20	\$2,951.91	\$720.00	\$3,709.63	\$5,805.18	-\$2,095.55	\$62,417.34
May-20	\$1,343.61	\$787.00	\$2,155.14	\$5,722.35	-\$3,567.21	\$58,850.13
Jun-20	\$895.33	\$1,517.00	\$2,430.15	\$6,643.73	-\$4,213.58	\$54,636.55
Jul-20	\$2,161.67	\$3,170.00	\$5,339.51	\$5,859.09	-\$519.58	\$54,116.97
Aug-20	\$830.45	\$64.75	\$901.66	\$6,583.53	-\$5,681.87	\$48,435.10
Sep-20	\$1,681.35	\$2,880.00	\$4,566.37	\$8,236.96	-\$3,670.59	\$44,764.51
Oct-20	\$865.79	\$1,080.00	\$1,950.42	\$6,036.82	-\$4,086.40	\$40,678.11
Nov-20	\$1,651.18	\$240.00	\$1,895.22	\$5,812.15	-\$3,916.93	\$36,761.18
Dec-20	\$1,391.90	\$3,480.00	\$4,875.65	\$7,230.15	-\$2,354.50	\$34,406.68
2020 TOTAL	\$23,814.03	\$19,189.00	\$43,336.64	\$74,756.21	-\$31,419.57	\$34,406.68
2021						
<u>Month & Year</u>	<u>Ticket Revenue</u>	<u>Permit Revenue</u>	<u>Revenue Total</u>	<u>Expenditure</u>	<u>Monthly +/-</u>	<u>Running Balance</u>
Jan-21	\$1,319.13	\$1,085.00	\$2,407.61	\$4,913.45	-\$2,505.84	\$31,900.84
Feb-21	\$1,058.63	\$73.00	\$1,134.70	\$5,541.95	-\$4,407.25	\$27,493.59
Mar-21	\$1,773.71	\$3,083.50	\$4,860.16	\$5,511.34	-\$651.18	\$26,842.41
Apr-21	\$1,087.82	\$2,252.25	\$3,341.73	\$5,538.07	-\$2,196.34	\$24,646.07
May-21	\$3,228.69	\$46.25	\$3,276.29	\$5,563.64	-\$2,287.35	\$22,358.72
Jun-21	\$1,422.17	\$3,138.50	\$4,562.00	\$5,860.10	-\$1,298.10	\$21,060.62
Jul-21	\$3,986.07	\$1,149.00	\$5,138.07	\$5,495.13	-\$357.06	\$20,703.56
Aug-21	\$2,565.28	\$1,456.00	\$4,022.61	\$5,866.07	-\$1,843.46	\$18,860.10
Sep-21	\$3,667.34	\$3,323.50	\$6,992.24	\$5,703.94	\$1,288.30	\$20,148.40
Oct-21					\$0.00	\$20,148.40
Nov-21					\$0.00	\$20,148.40
Dec-21					\$0.00	\$20,148.40
2021 TOTAL	\$20,108.84	\$15,607.00	\$35,735.41	\$49,993.69	-\$14,258.28	\$20,148.40

*corrected 10.28.2021

Oct-21

LOT BREAKDOWN

Lot Name	Lot#	Total Spaces/General Use	ADA Spaces	Number Auth. to lease	Number leased/city	Number Avail to lease	Cost/Space	Permit Only	Numbered Spaces	Number on wait list
Penny's	85	58/55	3	10	10/0	0	120.00	N	N	0
Merc	86	113/108	5	38	16/3	19	120.00	N	N	0
Johnson	87	58/55	3	28	15/0	13	120.00	N	N	0
15th & Broadway	111	37/10	0	37	19/6	12	120.00	Y	Y	0
Paragon	112	23/0	0	23	12/6	5	60.00	Y	Y	0
TOTAL				136	72/15	49				

TICKET STATISTICS BY VIOLATION CODE

2021	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	Totals
W 15 MIN LMC 11.50.070	0	2	0	0	0	0	0	1	4	2			9
W 30 MIN LMC 11.50.070	20	15	0	4	6	10	7	2	4	10			78
W 1 HR LMC 11.50.070	13	20	0	0	3	16	0	3	1	2			58
W 2 HR LMC 11.50.070	0	0	0	0	0	0	0	0	0	0			0
W 3 HR LMC 11 50.070 & 11.62.030	128	107	96	40	65	89	169	73	101	133			1001
W 4 HR LMC 11.50.070	1	0	0	0	0	0	0	0	0	0			1
W 10 HR LMC 11.50.070	0	0	0	0	0	0	0	0	0	0			0
W 72 HR LMC 11.62.030	6	3	1	0	1	1	0	0	0	0			12
W FREEFORM	2	0	0	0	0	0	1	0	0	0			3
TOTAL WARNINGS	170	147	97	44	75	116	177	79	110	147	0	0	1162
OVER 12" RCW 46.61.575	2	6	0	1	3	0	1	2	0	4			19
ALLEY LMC 11.44.142	2	0	0	0	1	0	0	0	0	1			4
STORING LMC 11.44.147	21	52	55	36	23	19	24	10	7	21			268
ADA RCW 46.19.050	0	1	1	0	2	5	3	2	2	2			18
YELLOW LMC 11.50.020	4	2	4	2	8	15	16	2	13	16			82
IMPROPER RCW 46.61.570	3	4	0	3	1	6	19	2	4	2			44
LIBRARY LMC 11.44.130	0	0	0	0	0	0	0	0	0	0			0
WRONG DIRECTION RCW 46.61.575	2	2	2	1	4	9	6	6	3	10			45
ANGLE PARKING WAC 308330430	0	1	3	0	1	1	0	0	1	4			11
UNLAWFUL PURPOSES WAC 308330436	0	1	0	0	0	0	0	0	0	0			1
OT 15 MIN LMC 11.50.070	0	0	0	0	0	0	1	1	0	0			2
OT 30 MIN LMC 11.50.070	0	1	1	2	2	3	1	4	3	1			18
OT 1 HR LMC 11.50.070	0	0	0	0	0	0	0	0	0	0			0
OT 2 HR LMC 11.50.070	0	0	0	0	0	0	0	0	0	0			0
OT 3 HR LMC 11.50.070 & 11.62.030	5	5	24	7	13	24	28	37	35	20			198
OT 4 HR LMC 11.50.070	0	0	2	0	0	0	0	0	0	0			2
OT 10 HR LMC 11.50.070	0	0	0	4	0	0	0	0	0	1			5
OT 72 HR LMC 11.62.030	0	0	1	0	0	0	0	0	0	0			1
Over 3 Days LMC 11.44.145	3	0	0	1	0	0	1	2	0	0			7
Exp Over 45 Days RCW 46.16A.030 (7)	2	7	6	2	4	8	5	5	4	13			56
10' ROADWAY WAC308330433	0	0	0	0	0	0	0	0	0	0			0
CITY HALL VISITOR LMC 11.62.030 (6)	0	0	0	0	0	0	0	0	0	0			0
BUS TRANSFER LOT LMC 11.62.060 (6)	0	0	0	0	4	2	0	0	0	0			6
LEASED SPACE LMC 11.62.030 (2)	3	6	3	3	0	0	0	1	2	3			21
TIMED LMC 11.44.110	0	0	0	0	0	0	0	0	0	0			0
PERMIT REQUIRED LMC 11.62.030 (3)	0	1	3	0	0	1	1	2	0	4			12
BUS STOP WAC 308330457	0	0	0	0	0	0	0	0	0	0			0
OFF TRUCK ROUTE LMC 11.68.050	0	0	0	0	0	0	0	0	0	0			0
NO PARK 12AM-5AM LMC 11.44.110	0	0	0	0	0	0	0	0	0	0			0
NO PARK 9PM-5AM LMC 11.44.110	0	0	0	0	0	0	0	0	0	0			0
NO PARK 3AM-6AM LMC 11.44.110	0	0	0	0	0	0	0	0	0	0			0
TOTAL TICKETS	47	89	105	62	66	93	106	76	74	102	0	0	820
DISPATCHED PARKING COMPLAINTS	49	44	76	52	58	45	75	77	54	45			575

BELOW VIOLATIONS ARE FOR GO-4TH CELEBRATION ONLY

RV PARKING PERMIT

ADA PARKING ONLY VALID PERMIT REQUIRED

VENDOR PERMIT REQUIRED

IMPROPER

YELLOW

ALLEY

OVER 12"

WRONG DIRECTION

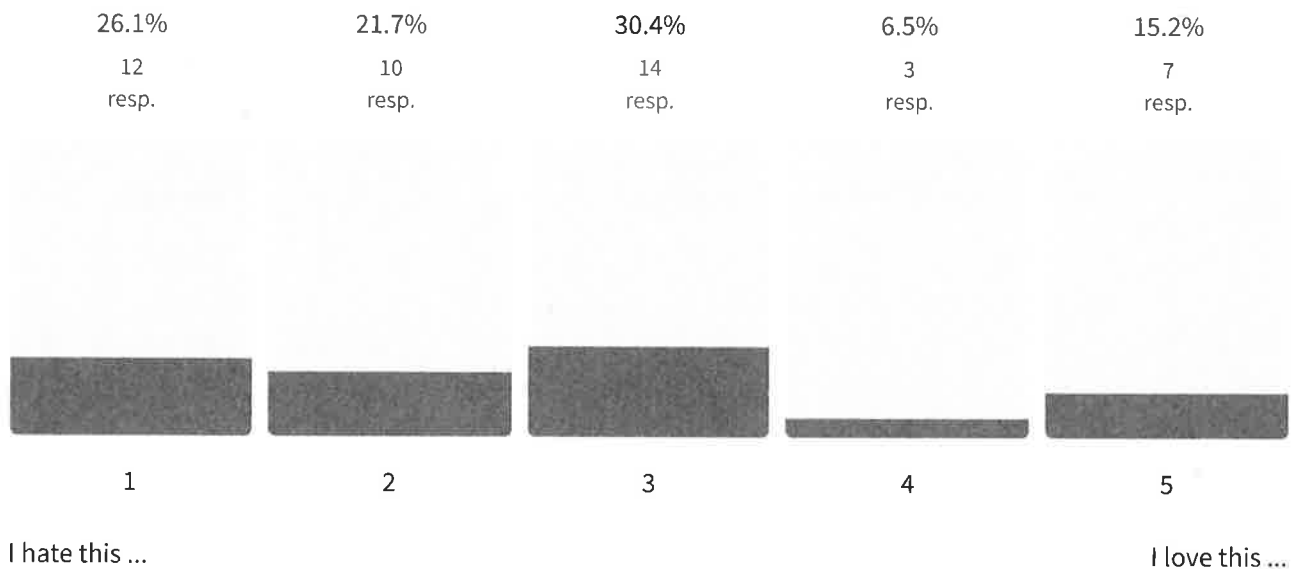
Downtown Parking Survey for Downtown Businesses

46 responses



Free parking everywhere, no time limits.

46 out of 46 answered





Free parking with time limits and leased spaces.
(current “do nothing”)

46 out of 46 answered

19.6%

9
resp.

17.4%

8
resp.

30.4%

14
resp.

19.6%

9
resp.

13%

6
resp.



1



2



3



4



5

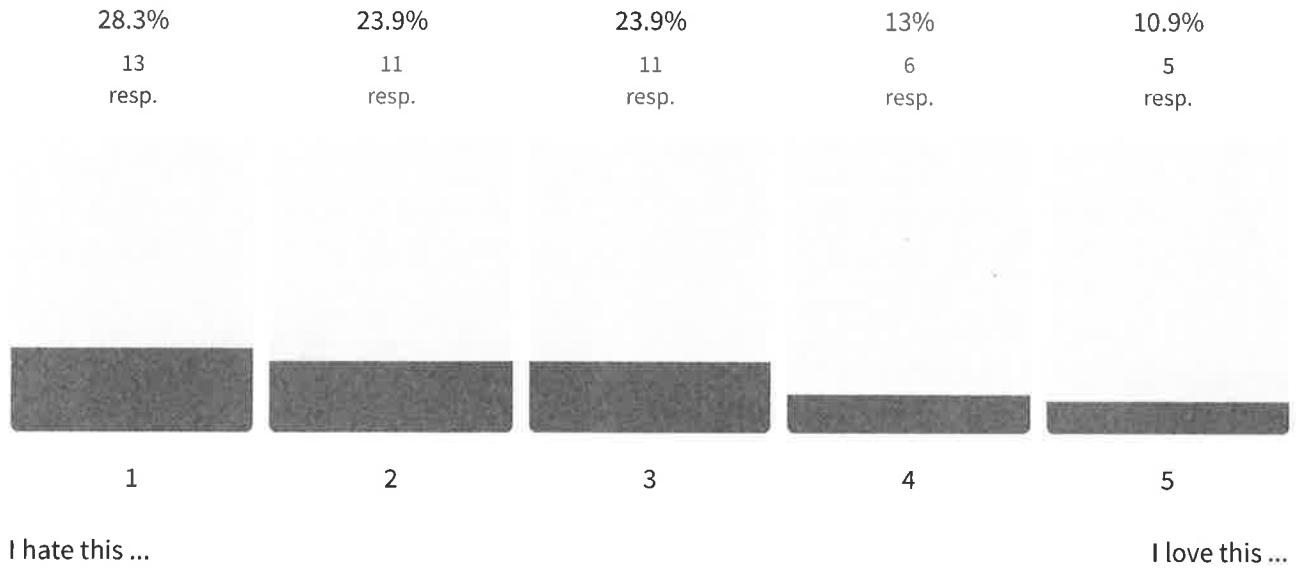
I hate this ...

I love this ...



Free parking with reduced time limits and increased prices for leased spaces.

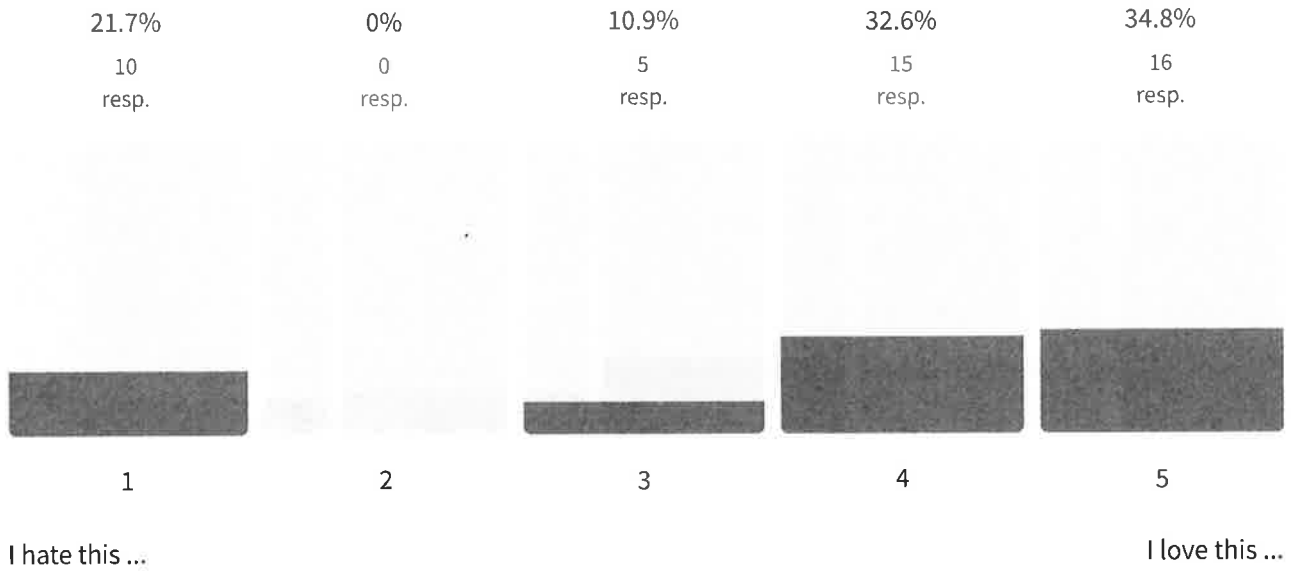
46 out of 46 answered





Modern parking meters on the downtown streets
and in parking lots.

46 out of 46 answered





Sell one or more parking lots.

46 out of 46 answered





Which lot or lots could be sold with limited impact on parking opportunities?

30 out of 46 answered

Paragon (Lot 112) 15th & Hudson

15 resp. 50%



Consolidated Lot (Lot 78S) 12th & Florida

11 resp. 36.7%



Korten's Lot (Lot 81) 12th & Maple

11 resp. 36.7%



Penny's Lot (Lot 85) 14th & Maple

11 resp. 36.7%



15th/Broadway (Lot 111)

8 resp. 26.7%



Commerce Plaza Lot (Lot 80) 12th & Hudson

4 resp. 13.3%



Schneider Lot (Lot 79E) 12th & Hemlock

4 resp. 13.3%



Johnson Lot (Lot 87) 14th & Hemlock

3 resp. 10%



Merk Lot (Lot 86) 14th & Hudson

2 resp. 6.7%



What is a realistic parking time limit?

4

1 hour

3 hours

2 HOURS

60 min

5

2 hours

3

Unlimited time for people with passes

2 hours

6-8 hours

2 hours

2 hours

2 hours, bring back meters

2 hours

3-4hrs

4 hours

3 hours

1 hour

During weekdays (1-2 hrs), weekends 3 hours

3 hours

2 hours

3 hours

2 Hours

2 hours

2 hours

3 hours

2 hours

If you want people to spend the day downtown, then 6 hours. If you want people to stop into a spot or two then a couple hours.

2 hrs

2 hours

3 hrs

3 hours

2-3 hours

3hrs

6

2 hours for shoppers, unlimited for biz/residents

Free? 30 minutes

2 hours

4 hours

3 hours

1.5 hours for shoppers, a permit for "residents/biz"

an hour

2 hours

3 hours

1 hour

What is a realistic price for leased spaces?

DON'T KNOW

\$30/month

50

\$120-\$150 per quarter on all lots

60

I don't think anybody should have to pay for a pass it doesn't get them a guaranteed spot

\$10/week

240per year

\$15/month for a guar. space

permits should guarantee a space

\$50

As a small business owner during the pandemic and being the only one running my shop- this is expensive and also almost impossible to move my car in time. Perhaps a reduced price for those who own small small businesses? We're in tricky spot for parking. \$75 might be more possible.

\$30-\$40 monthly

Minimum of \$1 per day per space

Permanent spot = \$150 quarter, rented spot = \$? by the month, day or possible yearly. I would gladly pay for parking if it means that the downtown area will be kept clean, have added beauty and have safety procedures. It will attract more shoppers and keep loyalty here in town as shoppers. I say make our downtown the place to be!

\$150 per QRT all lots

60

\$30 a month

120.00

\$50 month

\$60.00 for all

No idea

50 a month

Current fees seem reasonable.

\$120/mo.

\$90

60

\$50 per quarter per car

I think the prices sound low, I would want to pay more for a guaranteed space.

120

Permits need to guarantee a parking spot

\$50/month per guaranteed designated space

I'm not sure. What are other cities charging?

\$200/qtr

\$120/yr

\$100

\$40 per quarter for business, \$20 per quarter for residential

That sounds reasonable

This sounds ok

Current prices are fair

\$50 per month

What is a realistic per-hour parking rate for metering?

4

\$0.50

0

FREE

\$.50/hr

.50

\$2 per hour

2

\$1 per hour

mimic Astoria or similar size community's rates

\$1/4 hours

5\$ an hour

\$2?

\$1

\$6

\$.75

For our town, \$1/hr

\$5

\$1 per hour

25 cents to 50 cents

Start low but work up to \$3/hr \$15/8hr. \$25/24hr

\$2 per hour

.50

Unsure

1.25

.50

.75

.50

unknown

\$.50-\$.1.00/hr?

\$1 / hr

1.00

25 cents per hour

No clue

Less than 0.50

No meters

\$.50-\$.1.00

\$1

\$2/hr

0

\$1.00

nothing. Our downtown isn't dynamic enough to have meters work against us.

.25 to .50 an hour

\$2

I'm not sure what current rates are in other areas

50 cents per hour

Do you have other ideas or examples of parking enforcement, maintenance, or ways to solve this issue that you feel the city should look into?

There definitely needs to be more all day parking spots for the employees that work downtown. The senior center hasn't been using the reserved spots on the 1100 block of commerce for years, yet they are still not available to The public to park in. Perhaps selling parking permits in the lots would help workers in the area.

Have the costs be part of the street department budget

I think there should a paid down town parking pass that allows you to park anywhere in downtown Longview during business hours and cars without passes should only get 90 minutes free parking before they have to pay the meter

incentives for business owners/employees to park behind buildings and leave street parking for customers. changing the price of a quarterly parking pass would help with this endeavor.

Enforce current parking time limits for street parking and issue tickets for offenders

I think it's going to have to be a multi-pronged approach, a combination of all the option in this survey.
no

Downtown workers/ Business Owners get a discount on parking permits.

I love the idea of being able to fund and maintain the parking lots and area. If I were just a shopper I'd say 2 hr free parking would be encouraging to shop and explore downtown, but as a small business owner and usually the only one running my shop it is extremely difficult to re-park during the free parking windows of time. Could there be a way to make it beneficial for more small business owners specially those with very few to no employees? I know it's a tricky balance to build funds for maintenance, encourage people to shop downtown easily, and also reward business owners - creating a destination location for people to come through and spend money in our town.

work crew for cleaning and lawn control

See previous detailed answer. I have lived at the Stratford Arms building downtown and have shopped downtown many many times. I have also owned my own retail store and have been an avid believer in the "downtown" makes the town idea. IF you keep the parking fees fair and low you will receive more revenue. If you price yourself out you will end up losing more businesses downtown because people will go to places they don't have to pay to park and you will end up with only crime downtown. Bring back the small town main street feel

Multi-level parking structure with security and cameras (pay by the hour or monthly) preferably near Commerce businesses with local housing nearby.

I think if we start with lower meter rate and increase it incrementally over time folks will have less sticker shock & better adoption rate.

unlimited parking between 6pm and 8am around Vandercook and Commerce intersection

no

We simply need to start charging for parking. On the street and in the lots.

charge a per day rate to park in the parking lots that the city owns. \$10 all day parking, etc.

Pay for parking due big events such as Xmas parade or Squirreelfest.

The electronic metering for whole lots seems to work in other cities. Different kinds of passes are offered for multiple days, local employees who need to park for long periods of time, per hour rates, etc. they use an app and a credit/debit card for payment.

I wonder if having a map that businesses could pass out, or share on social media, and maybe a map that could be placed in high traffic parking areas would help people. Because it took me a while to figure it all out, and if I knew how many solutions there were I think it would have been helpful. Maybe some family parking spots near shops providing necessities would be helpful. I had a hard time lugging pet food to the car when I was pregnant. Also, I know parking is tight and all, but it gives a strong impression that commerce is busy and fun. I know my snotty mother-in-law loved how busy it was. I just say that to mean that this is a good problem to have. Yay downtown!

I wasn't aware there was parking lot permit for purchase, so maybe something to make more people aware of the product to help bring in more revenue.

The option to buy a City parking permit that is good anywhere in the city limits

Pay to park weekdays and free on weekends

Free parking on Sunday to encourage foot traffic downtown

Businesses without their own parking should be required to pay into a fund to help with the lots. Similar to validated parking.

Charge property owners and share maintenance costs between them in return for a few free spots for each. Raise taxes to cover costs.

I think leasing more lot spaces would be something good for the renters downtown and be more guaranteed income for the city. As a landlord, I fully support this.

Research a 3rd party to handle it

Master Developer Agreements

A tour of the Vancouver Waterfront Development
and lessons for downtown Longview

What are Master Developer Agreements?

- Cities can enter into developer agreements for a number of reasons.
- In Vancouver, the conversion of a dormant paper mill site on prime Columbia River waterfront to mixed residential/commercial uses prompted a master plan and public/private partnership to see the area developed.
- Huge public investment was required to open up the land.
- An agreement was needed to ensure the public benefited and got an ROI from these initial costs.
- <https://thewaterfrontvancouverusa.com/about/history/>

City approved, developer constructed

MASTER PLAN APPROVED

- 20-block, 32-acre urban development
- 1.25 million feet of available Class A creative office space
- 250,000 feet of restaurant and retail space
- 3,300 housing units

Vancouver established requirements for parking, public spaces, parkland dedications and other amenities that must be provided. Developers were then free to determine how to deliver them. In return the City brought millions in public money to help convert the mill site and get access under a major rail line.

A master plan



- 26 large blocks will be developed as part of the master plan.
- Multiple owners and developers are not part of the project but must work together to meet the terms of the agreement with the city.

2009



Vancouver Upper Turning Basin

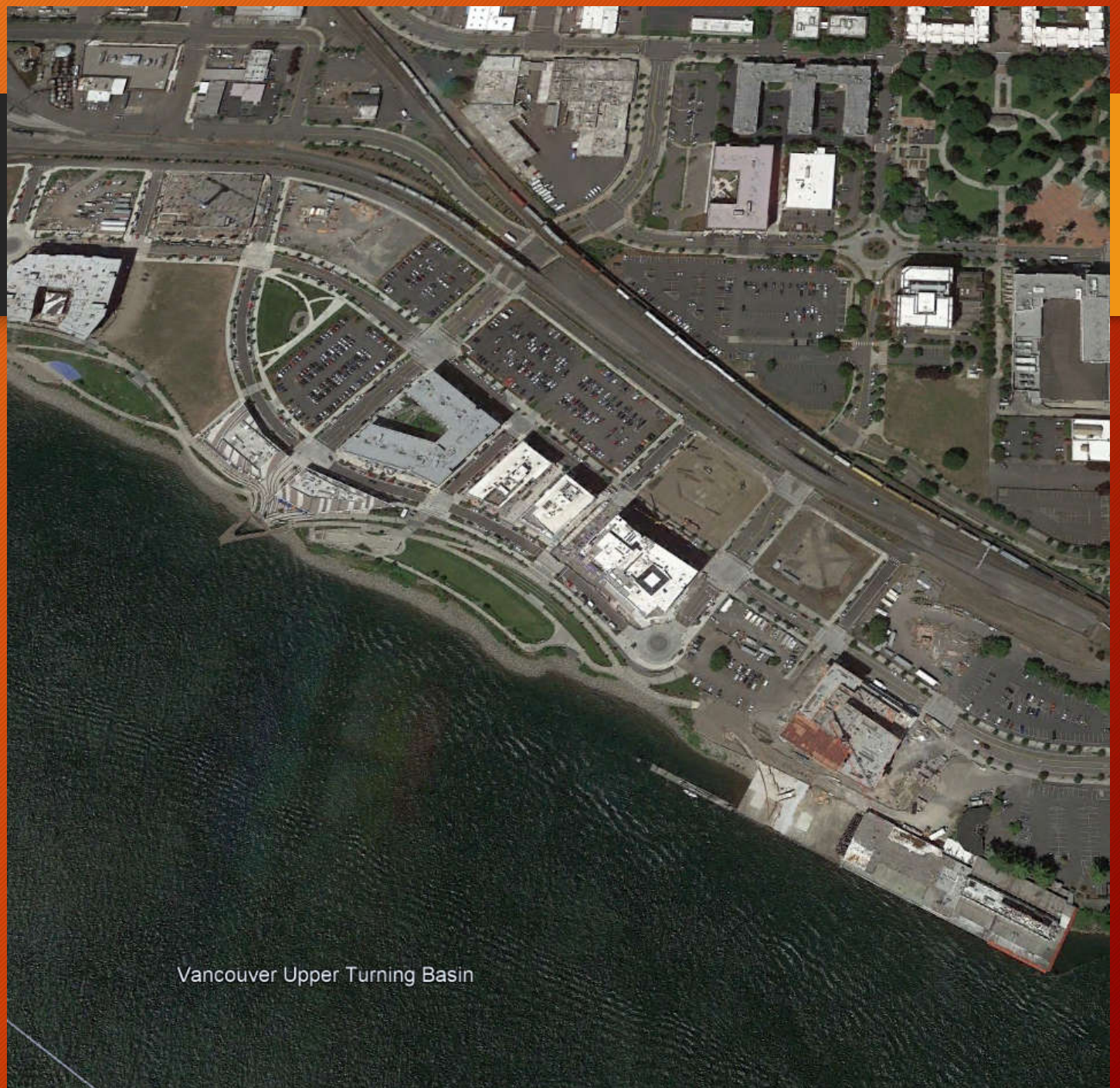
Image © 2021 Maxar Technologies
Image © 2021 Metro, Portland Oregon

2016



Vancouver Upper Turning Basin

2021

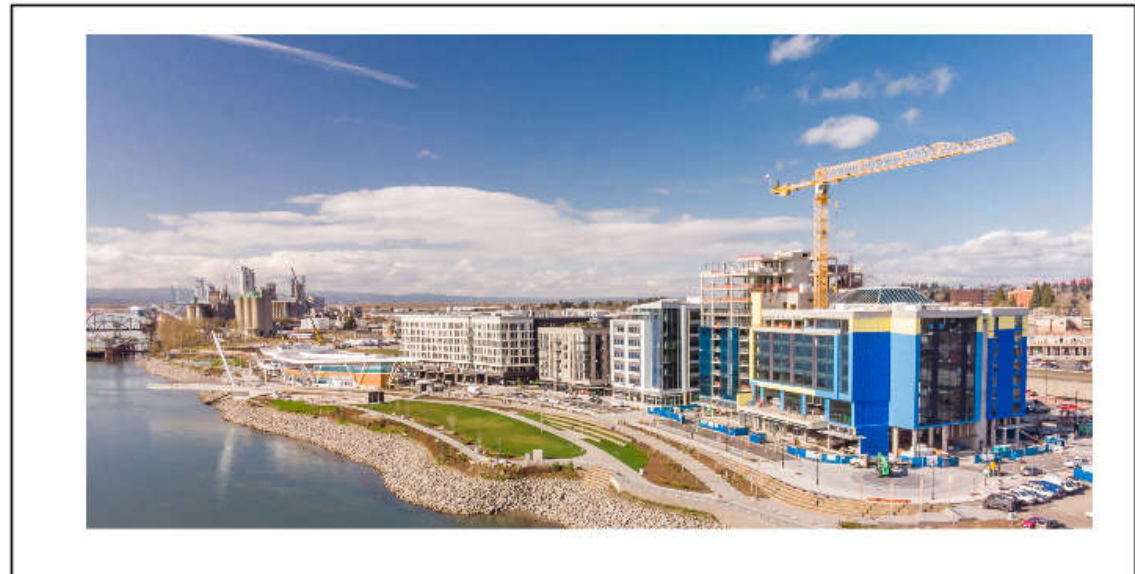


Vancouver Upper Turning Basin

Waterfront Vision: 2008



Waterfront Construction: 2020

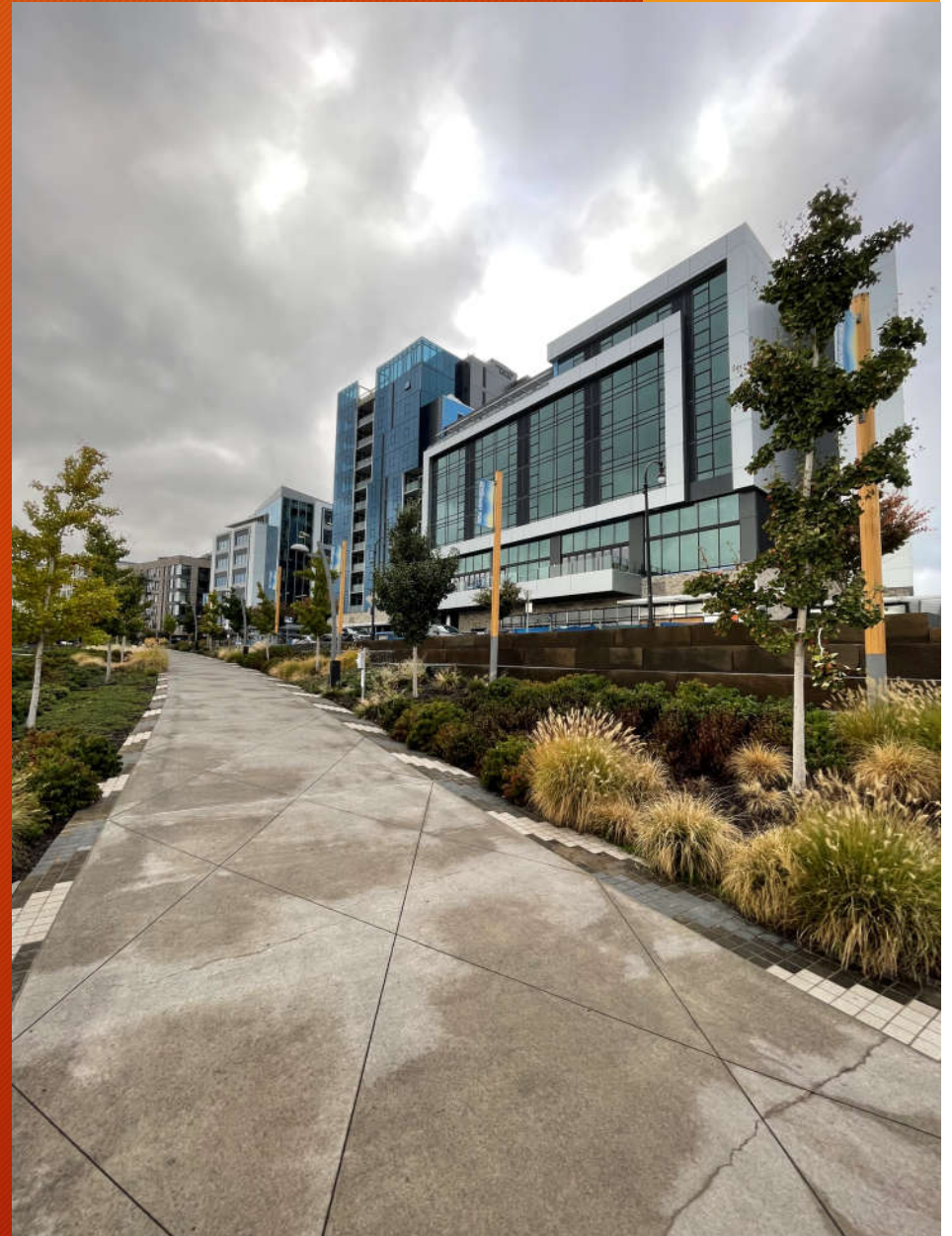


Vancouver Waterfront



UPDATED:
10/1/21

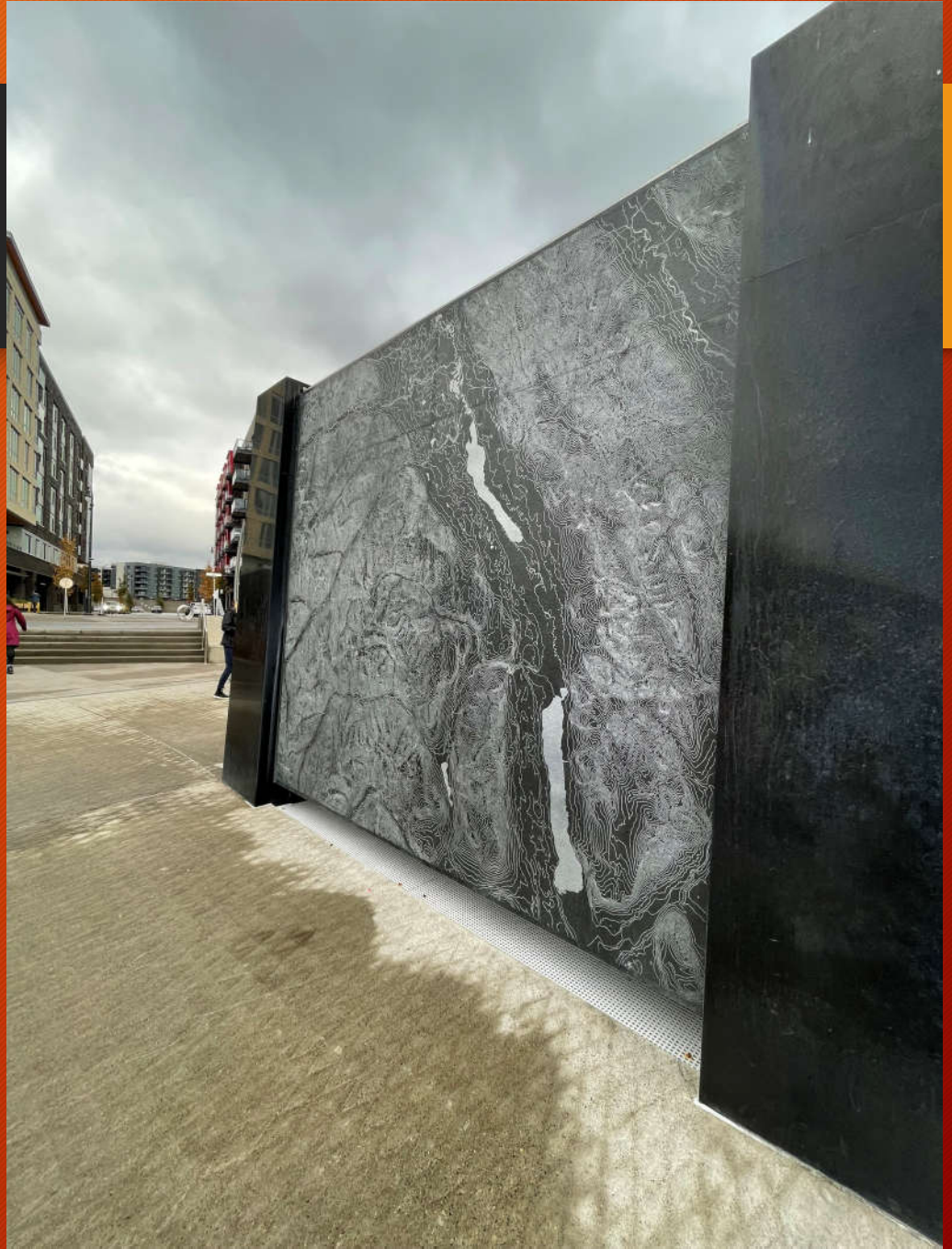
Public park with walking trails and landscaping built by the developer group.

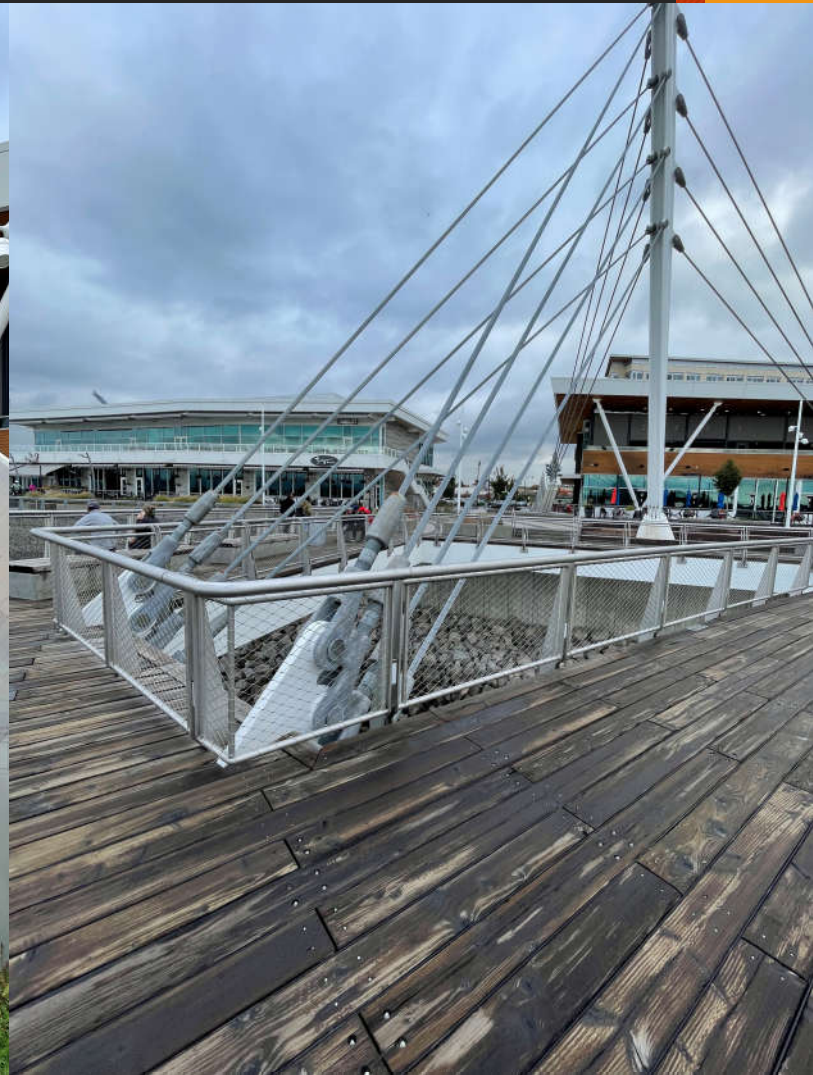




Artwork
dedicated to
the City.

This is the
Columbia
river basin









Tour of an apartment building that just opened. Gyms, infinity pool and large walk-in closets were featured.



2021

Is a master
developer
agreement
an option
for
Downtown
Longview?



Is a Master Developer Agreement the answer for Longview?

