

AGENDA

Longview Downtown Advisory Committee

Tuesday, July 19, 2022

MEETING TIME - 11:00 A.M.

In Person in Training Room or by Zoom

1. Meeting Details

- **In Person – Longview City Hall, Training Room**
1525 Broadway Street, 2nd Floor
- **By 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)

2. Call to order

3. Roll Call

4. Approval of Minutes

- Minutes from June 21, 2022

5. Audience Participation or Correspondence

6. Reports and Sub-Committee Assignments

- Parking Reports – LPD
- Downtowner's report – Lindsey Cope
- Barriers to Businesses Downtown subcommittee report: Ariel, Elizabeth

7. Old Business

- Paid position for the Downtowner's (Ariel)
- Downtown Parking
 - Update from Council meeting July 12th
- Topic: Idea to move the Tuesday Farmer's Market to Downtown (Ariel)
 - Tabled until October for 2023
 - LMC 12.40 allows for markets downtown, Special Event application

8. New Business

- Review 2011 Longview Downtown Plan Goals
 - Link to 2011 Downtown Action Plan
<https://www.mylongview.com/681/Downtown-Action-Plan>
- Request to Change Parking Regulations – none at this time

9. Board Member Comments

10. Adjournment

- Next meeting August 16, 2022 or hold over to September 20, 2022

MINUTES
Longview Downtown Advisory Committee
Tuesday, June 21, 2022
11:00 A.M.

1. Meeting Details

- In Person – Longview City Hall, Training Room
- By Zoom

2. Call to order

Allan Rudberg called the meeting to order at 11:01 am.

3. Roll Call

- *In attendance: Allan Rudberg, Co-Chair; Bill Hallanger; Elizabeth Borders; Ariel Large; Dawn Morgan; Pat Palmer; Karl Salzsieder; Ruth Kendall, Council Liaison*
- *Excused: Brad Whittaker, Chair*
- *Not in Attendance: Katie Bonus*
- *Staff present: Ann Rivers; Mary Chennault; Chief Robert Huhta; Nancy Vandehey*
- *Audience: Lindsey Cope;*

4. Approval of Minutes

- Minutes from May 17, 2022

Bill Hallanger asked for an amendment to the minutes. His name was listed under In attendance and Excused. He was in attendance, so he requested the correction.

Karl Salzsieder made a motion to adopt the corrected minutes. Bill Hallanger seconded. This passed unanimously.

5. Audience Participation or Correspondence

None.

6. Reports and Sub-Committee Assignments

- Parking Reports – LPD

Mary Chennault shared the parking reports. She also gave an updated on scanning of license plates.

- Parking subcommittee report

Ann shared that a Phase I recommendation was being presented at Council on Thursday.

- Downtowner's report – Lindsey Cope

Lindsey Cope reported on Downtowner's.

- Barriers to Businesses Downtown subcommittee report: Ariel, Elizabeth
- Elizabeth Borders reported on the subcommittee.*

- Reports from staff

Ann Rivers had to leave to attend another meeting and therefore, there was no staff report.

7. Old Business

- Update on Moratorium on certain land uses in the Downtown Commerce District

- Council decision from June 9th meeting.

Nancy Vandehey shared that the moratorium was lifted at the June 9th meeting.

- Downtown Parking

Discussed under subcommittee.

- Topic: Idea to move the Tuesday Farmer's Market to Downtown (Ariel)

- Table until October for 2023

This item was tabled until October to start planning for 2023

8. New Business

- Paid position for the Downtowner's (Ariel)

Ariel Large reported. She'd like to see a person hired for Tourism and Marketing to work directly under Lindsey Cope ideally. Grant funding stops, so it has to be funded. Possible to share with City of Kelso.

- Downtown Parking

Discussed under subcommittee.

9. Board Member Comments

Ariel Large was surprised to learn that the City doesn't run any of the big local events. She was hoping that maybe this was a task that could be rolled over into the paid position.

10. Adjournment

Meeting was adjourned at 11:56

City of Longview Violation Bureau
Financial Statistics

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	\$2,216.41	\$2,520.00	\$4,737.97	\$5,849.91	-\$1,111.94	\$19,036.46
Nov-21	\$1,667.70	\$517.50	\$2,186.65	\$6,106.35	-\$3,919.70	\$15,116.76
Dec-21	\$1,510.71	\$3,901.52	\$5,412.23	\$6,129.02	-\$716.79	\$14,399.97
2021 TOTAL	\$25,503.66	\$22,546.02	\$48,072.26	\$68,078.97	-\$20,006.71	\$14,399.97
2022						
<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-22	\$1,398.17	\$2,880.02	\$4,278.19	\$4,865.94	-\$587.75	\$13,812.22
Feb-22	\$1,164.48	\$129.00	\$1,293.50	\$5,498.24	-\$4,204.74	\$9,607.48
Mar-22	\$2,743.69	\$3,600.05	\$6,343.74	\$5,498.88	\$844.86	\$10,452.34
Apr-22	\$2,038.94	\$2,815.59	\$4,854.53	\$5,505.12	-\$650.59	\$9,801.75
May-22	\$2,041.85	\$573.17	\$2,615.02	\$6,200.33	-\$3,585.31	\$6,216.44
Jun-22					\$0.00	\$6,216.44
Jul-22					\$0.00	\$6,216.44
Aug-22					\$0.00	\$6,216.44
Sep-22					\$0.00	\$6,216.44
Oct-22					\$0.00	\$6,216.44
Nov-22					\$0.00	\$6,216.44
Dec-22					\$0.00	\$6,216.44
2022 TOTAL	\$9,387.13	\$9,997.83	\$19,384.98	\$27,568.51	-\$8,183.53	\$6,216.44

*May 2022 data is draft. Waiting for cash balance report from CM Sacha

Jun-22

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	22/3	13	120.00	N	N	0
Johnson	87	58/55	3	28	26/0	2	120.00	N	N	0
15th & Broadway	111	37/10	0	37	16/6	15	120.00	Y	Y	0
Paragon	112	23/0	0	23	9/6	8	60.00	Y	Y	0
			TOTAL	136	83/15	38				

TICKET STATISTICS BY VIOLATION CODE

2022	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	Totals
W 15 MIN LMC 11.50.070	1	1	0	0	0	0							2
W 30 MIN LMC 11.50.070	7	5	8	1	2	4							27
W 1 HR LMC 11.50.070	6	3	4	0	1	0							14
W 2 HR LMC 11.50.070	0	0	0	0	0	0							0
W 3 HR LMC 11 50.070 & 11.62.030	132	69	86	59	119	113							578
W 4 HR LMC 11.50.070	0	0	0	0	0	0							0
W 10 HR LMC 11.50.070	0	0	0	0	0	0							0
W 72 HR LMC 11.62.030	0	0	0	0	0	0							0
W FREEFORM	0	0	0	0	1	4							5
TOTAL WARNINGS	146	78	98	60	123	121	0	0	0	0	0	0	626
OVER 12" RCW 46.61.575	1	2	23	2	2	2							32
ALLEY LMC 11.44.142	1	0	1	0	1	0							3
STORING LMC 11.44.147	2	2	42	19	18	11							94
ADA RCW 46.19.050	1	2	0	0	1	6							10
YELLOW LMC 11.50.020	9	11	10	3	16	13							62
IMPROPER RCW 46.61.570	5	1	9	10	8	6							39
LIBRARY LMC 11.44.130	0	0	0	0	0	0							0
WRONG DIRECTION RCW 46.61.575	5	3	6	1	5	3							23
ANGLE PARKING WAC 308330430	0	0	1	0	2	2							5
UNLAWFUL PURPOSES WAC 308330436	0	0	0	0	0	0							0
OT 15 MIN LMC 11.50.070	0	0	0	0	0	1							1
OT 30 MIN LMC 11.50.070	1	3	2	0	0	0							6
OT 1 HR LMC 11.50.070	1	0	0	0	0	1							2
OT 2 HR LMC 11.50.070	0	0	0	0	0	0							0
OT 3 HR LMC 11.50.070 & 11.62.030	22	6	43	3	36	61							171
OT 4 HR LMC 11.50.070	0	0	0	0	0	0							0
OT 10 HR LMC 11.50.070	2	1	0	0	0	0							3
OT 72 HR LMC 11.62.030	0	0	1	0	0	1							2
Over 3 Days LMC 11.44.145	0	1	1	0	1	0							3
Exp Over 45 Days RCW 46.16A.030 (7)	3	2	9	6	5	11							36
10' ROADWAY WAC308330433	0	0	0	0	0	0							0
CITY HALL VISITOR LMC 11.62.030 (6)	0	0	0	0	0	0							0
BUS TRANSFER LOT LMC 11.62.060 (6)	0	0	0	0	0	0							0
LEASED SPACE LMC 11.62.030 (2)	0	0	4	0	4	5							13
TIMED LMC 11.44.110	0	0	0	0	0	0							0
PERMIT REQUIRED LMC 11.62.030 (3)	3	0	0	0	0	0							3
BUS STOP WAC 308330457	0	0	0	0	0	0							0
OFF TRUCK ROUTE LMC 11.68.050	0	0	0	0	0	0							0
NO PARK 12AM-5AM LMC 11.44.110	0	0	0	0	0	0							0
NO PARK 9PM-5AM LMC 11.44.110	0	0	0	0	0	0							0
NO PARK 3AM-6AM LMC 11.44.110	0	0	0	0	0	0							0
TOTAL TICKETS	56	34	152	44	99	123	0	0	0	0	0	0	508
DISPATCHED PARKING COMPLAINTS	38	27	52	85	100	35							337

BELOW VIOLATIONS ARE FOR G0-4TH CELEBRATION ONLY

RV PARKING PERMIT

ADA PARKING ONLY VALID PERMIT REQUIRED

VENDOR PERMIT REQUIRED

IMPROPER

YELLOW

ALLEY

OVER 12"

WRONG DIRECTION

CITY OF LONGVIEW AMERICA DOWNTOWN 5-YEAR ACTION AGENDA

Action YR	#	Action	City LV Council/ staff	City Dept	AAPC	LDP	KLCC	Tourism	CEDC	DAC	Project Longview	BIA/ LID	Prop Owners	Business Owners
2013	13	LPD CSO for downtown – pg 34	<u>X</u>	<u>LPD</u>								X BIA		
2012	14	Create Downtown Guide program – pg 34	<u>X</u>	<u>LPD</u>		X						X BIA		
2015	15	12 th and 14 th Aves to two-way traffic – pg 38	<u>X</u>	<u>PW</u>						X		X LID		
2013	16	Create additional angled parking – pg 38	<u>X</u> assess demand after other parking changes	<u>PW</u>						X		X LID		
2013	17	Create bike lanes – pg 38	<u>X</u> coordinate with 16	<u>PW</u>						X		X LID		
2011	18	Change on-street parking to 3-hr – pg 38	<u>X</u>	<u>LPD</u> <u>PW</u>						X				
2011	19	Install attractive on-street signs “Free 3-hour Parking” – pg 38	<u>X</u>	<u>PW</u>							X Sign design			
2011	20	Offer one parking “grace ticket” per month – pg 38	<u>X</u>	<u>LPD</u>						X				
2011	21	Institute escalating fine system for parking tickets – pg 39	<u>X</u>	<u>LPD</u>						X				
2011	22	Designate closest row parking in muni-lots as “Free 3-hour Customer Parking” – pg 39	<u>X</u>	<u>LPD</u> <u>PW</u>						X				
2011	23	Remove fees and time limits for remaining muni-lot spaces – pg 39	<u>X</u>	<u>LPD</u>						X				
2011	24	Prohibit motor homes in downtown public parking lots – pg 39	<u>X</u>	<u>LPD</u> no known issue at this time						X				
2011	25	Enforce 72 hr parking rule in muni-lots – pg 39	<u>X</u>	<u>LPD</u>						X				

2/10/20 jb

indicates AA item implementation initiated

indicates AA item implementation accomplished

indicates No-go

CITY OF LONGVIEW AMERICA DOWNTOWN 5-YEAR ACTION AGENDA

	#	Action	City LV Council/ Staff	City Dept	AAPC	LDP	KLCC	Tourism	CEDC	DAC	Project Longview	BIA/ LID	Prop Owners	Business Owners
2011	26	Erect "Free Public Parking" signs in muni-lots – pg 39	<u>X</u>	PW						X				
2012	27	Waive all parking requirements for new downtown development for 12-18 months – pg 40	<u>X</u>	CD (PC)						X			X	
2011-16	28	Market muni-lots for development of parking structures with mixed-use upper floors	<u>X</u>	EXEC		X			X					
2012	29	Complete downtown streetscape plan – pg 40	<u>X</u>	PW CD						X	X		X	X
2012-16	30	Implementation of streetscape plan – pg 41,42	<u>X</u>	PW EXEC								X LID/ grant		
2011	31	Revise Façade Improvement Program with focus on Commerce – pg 43	<u>X</u>	CD EXEC						X	X			
2014	32	Create sign improvement program with standards and incentives – pg 43	<u>X</u>	CD (PC)						X				
2011-16	33	Promote Cultural Heritage tourism – pg 57	X	IT				<u>X</u>	X					
2012	34	Establish a moratorium on construction permit fees for downtown for 12-18 months – pg 44	<u>X</u>	CD EXEC FD\$					X			X BIA	X	

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CITY OF LONGVIEW AMERICA DOWNTOWN 5-YEAR ACTION AGENDA

Action YR	#	Action	City LV Council/ staff	City Dept	AAPC	LDP	KLCC	Tourism	CEDC	DAC	Project Longview	BIA/ LID	Prop Owners	Business Owners
2011	1	Art, Entertainment, Food, and Specialty Retail District & Redevelopment District creation - pg 30,31	<u>X</u> Adopt AA matrix and map	<u>CD</u> EXEC		X				X				
2012	2	Update Comp Plan re Downtown	<u>X</u>	<u>CD</u> (PC)										
2011-16	3	Promote Historic Heritage – pg 31,33,41,43	<u>X</u>	<u>CD</u> (HPC)		X		X		X			X	X
2015	4	Investigate potential for Transit Center relocation – pg 31	<u>X</u>	<u>PW</u> (CTA)										
2011-16	5	Theme promotion – “City Beautiful”, “City Industrious”, or? – pg 32	X	EXEC	X	<u>X</u>	X	X		X	X			
2013-16	6	Lower Columbia College streetscape link for pedestrians – pg 33	<u>X</u>	<u>PW</u>	X						X			
2013-16	7	Civic Center District streetscape link for pedestrians– pg 33	<u>X</u>	<u>PW</u>	X						X			
2013-16	8	Triangle Center Mall streetscape link – pg 33	<u>X</u>	<u>PW</u>	X						X			
2013-16	9	Cowlitz Regional Conf. streetscape link	<u>X</u>	<u>PW</u>	X						X			
2012	10	Wayfinding Signs – pg 42	X	EXEC	X	X	X	X		X	<u>X</u>	X LID		
2011	11	Increased police presence – pg 33-34	<u>X</u>	<u>LPD</u>								X BIA		
2011-16	12	Retain LPD Street Crimes Unit with focus on downtown – pg 34	<u>X</u>	<u>LPD</u>										

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CITY OF LONGVIEW AMERICA DOWNTOWN 5-YEAR ACTION AGENDA

	#	Action	City LV Council/ staff	City Dept	AAPC	LDP	KLCC	Tourism	CEDC	DAC	Project Longview	BIA/ LID	Prop Owners	Business Owners
2012	35	Review and revise targeted residential tax abatement program as appropriate; market program – pg 44	<u>X</u>	EXEC CD FD\$										
2013	36	Investigate creation of a forgivable loan program for owner-occupied market-rate housing – pg 44	<u>X</u>	FD\$ EXEC (legal) CD										
2013	37	Incentivize development and occupancy of vacant buildings – pg 45	<u>X</u>	EXEC		<u>X</u> DTM						X BIA	X	X
2014	38	Create a destination point between Vandercook, Maple, and Commerce – pg 31	X	CD PW		<u>X</u>						X LID	X	X
2012-16	39	Implement CPTED – pg 35,36,37	X	LPD CD		<u>X</u>							X	X
2011-16	40	Reduce neg. impacts associated with social service agencies – pg 34	<u>X</u>	CD (PC)		X								X
2012-16	41	Launch aggressive business development program – pg 46	X	EXEC		<u>X</u>	X		X			X BIA		
2012-16	42	Launch aggressive business recruitment program – pg 51				<u>X</u> DTM	X		X			X BIA		
2012-16	43	Launch aggressive marketing campaign for downtown events and opportunities – pg 54				<u>X</u> DTM	X	X				X BIA		

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CITY OF LONGVIEW AMERICA DOWNTOWN 5-YEAR ACTION AGENDA

	#	Action	City LV Council/ staff	City Dept	AAPC	LDP	KLCC	Tourism	CEDC	DAC	Project Longview	BIA/ LID	Prop Owners	Business Owners
2012	44	Create "Lure Brochure" for Downtown – pg 56	X	IT		<u>X</u> DTM	X	X	X			X BIA		
2011	45	Establish Downtown Partnership – pg 58	X	EXEC		<u>X</u>	X	X	X			X BIA	X	X
2012	46	Hire a Downtown Director – pg 58	X	EXEC		<u>X</u>	X		X			X BIA	X	X
2012-16	47	Investigate and formulate possible funding for streetscape improvements – pg 59	<u>X</u>	PW <u>EXEC</u>		X						X	X	X
2011-16	48	Continue to seek and secure economic development grant monies to improve downtown – pg 59	<u>X</u>	<u>EXEC</u> CD		X	X		X			X LID		
2011-12	49	Establish BIA to fund Downtown Director and Downtown marketing efforts – pg 58	X	EXEC FD\$ CD		<u>X</u>	X	X	X			X BIA	X	X
2011-16	50	Implement Market-Driven Hours – pg 47				<u>X</u>	X							X
2011-16	51	Implement cross-marketing – pg 49				<u>X</u>	X	X	X			X BIA		X
2011-16	52	Advert. "Vintage" – pg 50				<u>X</u>	X							X
2011-16	53	Lighted, clean, creative windows – pg 49				<u>X</u> DTM	X						X	X
2012-16	54	Increase outdoor café seating – pg 50	X	CD PW		<u>X</u> DTM								X
2012-16	55	Increase nightlife entertainment – pg 50	X			<u>X</u> DTM		X						X
2011-16	56	Research and secure new funding – pg 58	<u>X</u>	<u>EXEC</u> CD		X								

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	#	Action	City LV Council/ staff	City Dept	AAPC	LDP	KLCC	Tourism	CEDC	DAC	Project Longview	BIA/ LID	Prop Owners	Business Owners
2013-14	57	Investigate MainStreet designation – pg 59				<u>X</u>						X BIA	X	X
2011	58	Adopt HP 5-year action agenda – pg 59	<u>X</u>	EXEC (Council)	X	X	X		X	X				
2011-12	59	Establish benchmarks	<u>X</u>	<u>CD</u>	X	X								
2012-16	60	Maintain benchmarks - pg 59			X	<u>X</u> DTM								
2013-16	61	Establish Downtown Economic Development Fund – pg 59	<u>X</u>	<u>Exec</u> FD\$										
2012	62	Reassemble survey/focus groups to assess progress	<u>X</u>	<u>Exec</u> CD	X									

Acronym Key:

PC – Planning Commission
 AAPC – Action Agenda Process Committee
 LDP – Longview Downtown Partnership (currently Downtowners Association)
 KLCC – Kelso Longview Chamber of Commerce
 CEDC – Cowlitz Economic Development Council
 DAC – Downtown Advisory Committee
 BIA – Business Improvement Area (Special Taxing District)
 CPTED – Crime Prevention Through Environmental Design
 HPC – Historic Preservation Commission
 CUBS – Community Urban Bus Service
 Tourism – Cowlitz County Tourism Bureau

CD – Community Development Department
 PW – Public Works Department
 EXEC – Executive Department and Legal
 LPD – Longview Police Department
 FD\$ - Finance Department
 IT – Information Technology Department
 DTM – Downtown Manager

Note: **Bold** and underline indicates lead status.

2/10/20 jb

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indicates No-go

CITY OF LONGVIEW AMERICA DOWNTOWN 5-YEAR ACTION AGENDA

Detail Narrative of Accomplishments and Progress by Agenda Item

#	Description	Date Accomplished
1	The Art, Entertainment and Special Retail District encompasses the majority of the Downtown Commerce District. Creation of a separate and distinct zoning district is not perceived to be necessary at this time. The Redevelopment District recommendation is a future consideration that will be visited at the culmination of the 5-Year Action Agenda period.	On-going
2	Staff has assessed the 2006 Comprehensive Plan elements related to Downtown and determined that no revisions are warranted at this time.	2013
3	Downtown Historic Heritage promotion has been accomplished by creation of a Downtown Brochure, planned observation of Historic Preservation Month, promotion of the Façade Improvement program and potential Downtown Walking Tour(s).	On-going
4	Transit Center relocation – a new Transit Center constructed in same location	2019
6	The City will initiate the Washington Way Pedestrian improvement project at Commerce in 2014.	TBD
7	Pedestrian Safety improvements at 15 th and Broadway are scheduled for future construction.	On-going
8	The City will initiate additional Washington Way Pedestrian improvement projects in the future.	
10	Wayfinding Signs	Feb. 2020 implement
11	Increased police presence continues to be provided by LPD.	On-going
12	LPD Street Crimes Unit has been maintained with downtown as a substantial part of the focus.	On-going
14	LPD is in process of implementing a Cadet program that will provide a downtown presence similar to the “guide” program envisioned by the plan.	
18	On-street parking has been changed to 3-hour.	1/1/12 effective date
19	On-street parking signs have been changed to reflect 3-hour parking.	1/1/12
20	One “grace” parking warning granted per quarter.	1/1/12
21	Escalating parking fines established.	1/1/12
22	Designated closest row of municipal parking in lots adjacent to buildings and across alley from buildings as “free 3-hour parking” for customers. *Modification to allow permits for lots on 14 th .	1/1/12 *1/1/14
23	Permit fees and time limitations were removed from remaining municipal parking lot spaces.	1/1/12
24	Expansion of existing legislation will prohibit motor homes locating in downtown municipal parking lots for extended periods – see #25 below.	1/1/12
25	72-hour on-street parking rule expanded to include municipal parking lots).	1/1/12
26	New “free” parking signs have been erected in municipal parking lots.	Feb-March 2012

2/10/20 jb

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indicates No-go

CITY OF LONGVIEW AMERICA DOWNTOWN 5-YEAR ACTION AGENDA

27	Downtown development has been exempted from providing additional parking spaces on private property downtown.	March 2012
29	Downtown streetscape plan is substantially complete. Final construction drawings for Commerce Corridor will be provided by June 2012.	June 2012
30	\$500,000 in grant funding has been secured to initiate the streetscape improvements.	April 2012
31	Façade improvement program revised and marketed. Funding awards anticipated by June 2012.	Jan – June 2012
34	Moratorium on building permit fees determined to be a “gifting of public funds” and not allowed.	November 2011
35	Staff reviewed the targeted residential tax abatement program for possible revisions and found it to be consistent with state guidelines. Marketing of the program continues.	August 2011
36	Staff continues to investigate potential of implementing a forgivable loan program for owner-occupied market-rate housing.	On-going
40	Conditions were included in funding contracts for social service providers requiring them to assess client impacts of a negative nature and implement mitigations.	July 2011
45	The Longview Downtown Partnership has been established.	March 2012
46	The hiring of a Downtown Director was explored, but has been suspended until passage of a Business Improvement District, or some other undetermined source of funding is secured.	On-going
47	\$500,000 in grant funding has been secured toward streetscape implementation. Additional funding opportunities will be explored.	April 2012 and on-going
48	County Rural Development funds were awarded and used to encourage economic stimulation via the streetscape design effort. Additional funds have been secured to support the proposed Commerce Corridor transportation improvements and encourage further economic development of the downtown. Funding efforts for future phases of the project continue.	CRD funds received in 2011, expended in 2012
49	In 2012 Longview Downtown Partnership championed the effort to establish a Business Improvement District for the purpose of downtown beautification, safety, business development and downtown promotion. That effort was unsuccessful.	On hold
52	“Vintage” or “Thrift” retail stores have increased in number and have become a positive attraction for our downtown.	On-going
54	Increased outdoor seating promotion is on-going.	On-going
56	New opportunities to secure additional funding for downtown improvement are being sought.	On-going
57	The city will seek to maintain its Main Street affiliation status, but not seek full Main Street designation at this time.	On-going review/consideration
58	The HyettPalma 5-year Action Agenda was adopted by Council	July 2012

2/10/20 jb

indicates AA item implementation initiated

indicates AA item implementation accomplished

indicates No-go