



City of Longview

1525 Broadway
Longview, WA 98632
www.ci.longview.wa.us

Agenda

Downtown Advisory Committee

Tuesday, August 20, 2024

10:00 AM

2nd Floor, City Hall

To create a downtown in Longview whose viability is based on unique character, is easily differentiated from other commercial in the Longview/Kelso area, is attractive to residents and visitors, is active "24-7", and attracts residents and visitors from Longview and other areas.

HYBRID MEETING DETAILS

24-00656 Please click the link to join the webinar: <https://us02web.zoom.us/j/83331274129>
Webinar ID: 833 3127 4129
Or by Telephone: (253) 205 0468; (253) 215 8782

CALL TO ORDER

ROLL CALL

CHANGES TO THE AGENDA

APPROVAL OF MINUTES

24-00748 MINUTES FROM JULY 16, 2024

PUBLIC COMMENTS

NEW BUSINESS

24-00749 REPORT ON MAIN STREET PROGRAM

24-00753 DISCUSSION OF PRIORITIES

UNFINISHED BUSINESS

REPORTS

24-00750 PARKING ADVISORY COMMITTEE REPORT

24-00751 LPD PARKING REPORTS

24-00752 DOWNTOWNERS REPORT

BOARD MEMBER COMMENTS

ADJOURNMENT & NEXT MEETING SEPTEMBER 17TH



Minutes

Downtown Advisory Committee

Tuesday, July 16, 2024

10:00 AM

HYBRID MEETING DETAILS

24-00650 Please click the link to join the webinar: <https://us02web.zoom.us/j/83331274129>
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CALL TO ORDER

The meeting was called to order at 10:03 am.

ROLL CALL

Present: Elizabeth Borders; Josh Carter; Ariel Large; Dawn Morgan; Pat Palmer; Allan Rudberg; Karl Salzsieder; Rachelle (Sanders) Burch; Ruth Kendall, Council Liaison
Unexcused: Bill Hallanger;
Staff present: Ken Hash; Mary Chennault; Nancy Vandehey

CHANGES TO THE AGENDA

APPROVAL OF MINUTES

24-00651 MINUTES FROM JUNE 18, 2024

The minutes were approved as presented.

PUBLIC COMMENTS

NEW BUSINESS

24-00655 MAIN STREET PROGRAM

- **JOINT MEETING DATE**

Elizabeth Borders is scheduling a joint open meeting on August 1st with Jonelle. Time and location TBD. Nancy will set up an Open Meeting notice for DAC members to attend but no action will be

taken. Ken will follow up with Angela to see if this can be posted on the City website. Josh will set up a zoom webinar option.

UNFINISHED BUSINESS

REPORTS

24-00652 PARKING ADVISORY COMMITTEE REPORT

Ruth gave an update from the third meeting today. Main topics - guiding principles, survey process (planned for September), and quick review of parking study done a year ago.

24-00653 LPD PARKING REPORTS

Mary reviewed the parking reports. Higher expenses this month are due to the Rick Williams payment, but that will be reimbursed in future months.

24-00654 DOWNTOWNERS REPORT

The meeting this month was postponed. Ariel did not have a report this month.

BOARD MEMBER COMMENTS

There was a brief discussion on the focus of this board. It was pointed out that this is the perfect time to determine what we would like to focus on with the Main Street Program. We should bring back the focus list for review at the next meeting. There was a discussion on stakeholders to invite to the joint meeting.

Broadstrokes Program is finishing up their mural today on the J Squared building (Maple & Broadway). Electrical boxes downtown is next on their focus. Ruth shared an idea that came from a recent Complete Streets meeting was to paint murals on large area of pavement/concrete.

Ken Hash shared that EV chargers are coming but no timeline yet. Interviews are happening next week for the Community Development Director.

Ruth mentioned the rain garden changes downtown and asking to see what is happening with that.

ADJOURNMENT & AUGUST 20TH

The meeting was adjourned at 10:41 am.

Elizabeth Borders, Chair	57	37
Josh Carter, CoChair	36	57
Bill Hallanger	14	32
Ariel Large	14	32
Dawn Morgan	59	61
Pat Palmer	61	46
Allan Rudberg		
Karl Salzsieder	37	42
Rachelle (Sanders) Burch	39	45

Double Response

14	Create Downtown Guide program – pg 34
32	Create sign improvement program with standards and incentives – pg 43
37	Incentivize development and occupancy of vacant buildings – pg 45
57	Investigate MainStreet designation – pg 59
61	Establish Downtown Economic Development Fund – pg 59

Single Response

36	Investigate creation of a forgivable loan program for owner-occupied market-rate housing – pg 44
39	Implement CPTED - pg 35,36,37
42	Launch aggressive business recruitment program – pg 51
45	Establish Downtown Partnership – pg 58
46	Hire a Downtown Director – pg 58
59	Establish benchmarks

Downtown Plan Goals
Priorities Identified June 2023

#	Action	Notes	City/ Council	City Dept	AAPC	LDP	KLCC	Tourism	CEDC	DAC	Project Longview	BIA/LID	Property Owners	Business Owners
5	Theme promotion – “City Beautiful”, “City Industrious”, or? – pg 32	Pick a theme - future meeting. City Vision Statement? Council Retreat in Sept.	X	EXEC	X	X	X	X		X	X			
14	Create Downtown Guide program – pg 34	Research. Future meeting?	X	LPD		X						X BIA		
32	Create sign improvement program with standards and incentives – pg 43	Future Meeting	X	CD (PC)						X				
35	Review and revise targeted residential tax abatement program as appropriate; market program – pg 44	Research process to go through.	X	EXEC, CD, FD\$										
36	Investigate creation of a forgivable loan program for owner-occupied market-rate housing – pg 44	Research	X	FD\$, EXEC (legal), CD										
37	Incentivize development and occupancy of vacant buildings – pg 45		X	EXEC		X DTM						X BIA	X	X
39	Implement CPTED - pg 35,36,37	Lighting issues	X	LPD, CD		X							X	X
42	Launch aggressive business recruitment program – pg 51					X DTM	X		X			X BIA		
45	Establish Downtown Partnership – pg 58	Check DAC column. All day workshop.	X	EXEC		X	X	X	X			X BIA	X	X
46	Hire a Downtown Director – pg 58		X	EXEC		X	X		X			X BIA	X	X
49	Establish BIA to fund Downtown Director and Downtown marketing efforts – pg 58		X	EXEC, FD\$, CD		X	X	X	X			X BIA	X	X
54	Increase outdoor café seating – pg 50	Seek permanent outdoor seating options.	X	CD, PW		X DTM								X
57	Investigate MainStreet designation – pg 59	Affiliate not designation.				X						X BIA	X	X
59	Establish benchmarks		X	CD	X	X								
60	Maintain benchmarks - pg 59				X	X DTM								
61	Establish Downtown Economic Development Fund – pg 59	Research	X	EXEC, FD\$										

Acronym Key:

AAPC – Action Agenda Process Committee
BIA – Business Improvement Area (Special Taxing District)
CD – Community Development Department
CEDC – Cowlitz Economic Development Council
CPTED – Crime Prevention Through Environmental Design
CUBS – Community Urban Bus Service
DAC – Downtown Advisory Committee
DTM – Downtown Manager
EXEC – Executive Department and Legal
FD\$ - Finance Department
HPC – Historic Preservation Commission
IT – Information Technology Department
KLCC – Kelso Longview Chamber of Commerce
LDP – Longview Downtown Partnership (currently Downtowners Association)
LPD – Longview Police Department
PC – Planning Commission
PW – Public Works Department
Tourism – Cowlitz County Tourism Bureau

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

City of Longview Violation Bureau
Financial Statistics

2023						
<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-23	\$3,467.83	\$4,440.00	\$7,908.85	\$1,722.83	\$6,186.02	\$18,317.53
Feb-23	\$1,986.99	\$635.00	\$2,622.96	\$1,944.44	\$678.52	\$18,996.05
Mar-23	\$8,551.52	\$2,170.00	\$10,722.64	\$2,439.10	\$8,283.54	\$27,279.59
Apr-23	\$1,919.18	\$4,480.00	\$6,400.32	\$2,356.61	\$4,043.71	\$31,323.30
May-23	\$3,392.18	\$868.00	\$4,261.47	\$1,673.08	\$2,588.39	\$33,911.69
Jun-23	\$2,806.86	\$6,912.00	\$22,787.50	\$3,939.39	\$18,848.11	\$52,759.80
Jul-23	\$4,406.75	\$1,403.01	\$15,787.26	\$16,960.90	-\$1,173.64	\$51,586.16
Aug-23	\$7,745.40	\$526.02	\$8,271.42	\$14,110.91	-\$5,839.49	\$45,746.67
Sep-23	\$6,983.54	\$3,277.00	\$10,261.80	\$6,062.83	\$4,198.97	\$49,945.64
Oct-23	\$4,848.91	\$2,449.25	\$9,751.15	\$3,321.09	\$6,430.06	\$56,375.70
Nov-23	\$7,926.54	\$226.25	\$8,154.09	\$5,323.84	\$2,830.25	\$59,205.95
Dec-23	\$3,937.04	\$140.00	\$4,078.31	\$4,306.67	-\$228.36	\$58,977.59
2023 TOTAL	\$57,972.74	\$27,526.53	\$111,007.77	\$64,161.69	\$46,846.08	\$58,977.59
*June 2023 revenue total includes transfer in from general fund to cover a parking utilization study.						
*July 2023 revenue total includes transfer in from general fund to cover a parking utilization study. Study is billed on monthly basis (paid July - Sept).						
2024						
<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-24	\$2,541.92	\$0.00	\$2,543.23	\$1,965.73	\$577.50	\$59,555.09
Feb-24	\$1,602.40	\$0.00	\$1,640.23	\$2,247.49	-\$607.26	\$58,947.83
Mar-24	\$1,081.56	\$0.00	\$1,082.92	\$2,005.38	-\$922.46	\$58,025.37
Apr-24	\$1,220.06	\$0.00	\$1,221.38	\$2,273.15	-\$1,051.77	\$56,973.60
May-24	\$1,662.55	\$0.00	\$1,663.95	\$3,326.39	-\$1,662.44	\$55,311.16
Jun-24	\$1,009.16	\$0.00	\$6,199.34	\$4,663.45	\$1,535.89	\$56,847.05
Jul-24						\$56,847.05
Aug-24						\$56,847.05
Sep-24						\$56,847.05
Oct-24						\$56,847.05
Nov-24						\$56,847.05
Dec-24						\$56,847.05
2024 TOTAL	\$9,117.65	\$0.00	\$14,351.05	\$16,481.59	-\$2,130.54	\$56,847.05

TICKET STATISTICS BY VIOLATION CODE

2024	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	Totals
W FREEFORM	0	0	0	0	0	0	0						0
TOTAL WARNINGS	0	0	0	0	0	0	0	0	0	0	0	0	0
OVER 12" RCW 46.61.575	0	1	0	0	0	1	2						4
ALLEY LMC 11.44.142	0	0	3	2	2	0	1						8
STORING LMC 11.44.147	6	8	22	57	47	37	40						217
ADA RCW 46.19.050	0	1	1	0	0	0	0						2
YELLOW LMC 11.50.020	0	0	0	1	0	1	12						14
IMPROPER RCW 46.61.570	1	7	8	10	17	6	4						53
LIBRARY LMC 11.44.130	0	0	0	0	0	0	0						0
WRONG DIRECTION RCW 46.61.575	1	0	5	2	0	0	3						11
ANGLE PARKING WAC 308330430	0	0	0	0	0	0	0						0
UNLAWFUL PURPOSES WAC 308330436	0	0	0	0	0	0	0						0
OT 15 MIN LMC 11.50.070	0	0	0	0	1	0	0						1
OT 30 MIN LMC 11.50.070	0	1	0	0	2	0	0						3
OT 1 HR LMC 11.50.070	0	0	2	0	0	1	0						3
OT 2 HR LMC 11.50.070	0	1	2	10	9	5	1						28
OT 3 HR LMC 11.50.070 & 11.62.030	0	0	0	0	0	0	0						0
OT 4 HR LMC 11.50.070	0	0	0	0	0	0	0						0
OT 10 HR LMC 11.50.070	0	0	0	0	0	0	0						0
OT 72 HR LMC 11.62.030	0	0	0	0	1	0	0						1
Over 3 Days LMC 11.44.145	0	0	0	0	0	0	0						0
10' ROADWAY WAC308330433	0	0	0	0	0	0	0						0
CITY HALL VISITOR LMC 11.62.030 (6)	0	0	0	0	0	0	0						0
BUS TRANSFER LOT LMC 11.62.060 (6)	0	0	0	0	0	0	0						0
LEASED SPACE LMC 11.62.030 (2)	0	0	0	0	0	0	0						0
TIMED LMC 11.44.110	0	0	0	0	0	0	0						0
PERMIT REQUIRED LMC 11.62.030 (3)	0	0	0	0	0	0	0						0
BUS STOP WAC 308330457	0	0	0	0	1	0	0						1
OFF TRUCK ROUTE LMC 11.68.050	0	0	0	0	0	0	0						0
POSTED NO PARKING LMC 11.44.110	0	0	0	0	0	0	0						0
NO PARK 12AM-5AM LMC 11.44.110	0	0	0	0	0	0	0						0
NO PARK 9PM-5AM LMC 11.44.110	0	0	0	0	0	0	0						0
NO PARK 3AM-6AM LMC 11.44.110	0	0	0	0	0	0	0						0
TOTAL TICKETS	8	19	43	82	80	51	63	0	0	0	0	0	346
DISPATCHED PARKING COMPLAINTS	36	31	50	34	43	35	36						265

BELOW VIOLATIONS ARE FOR GO-4TH CELEBRATION ONLY

RV PARKING PERMIT

 ADA PARKING ONLY VALID PERMIT REQUIRED **36**

 VENDOR PERMIT REQUIRED **7**

IMPROPER

YELLOW

ALLEY

OVER 12"

WRONG DIRECTION