



City of Longview

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

Agenda

Downtown Advisory Committee

Tuesday, May 20, 2025

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

25-00461 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

25-00462 MINUTES FROM MARCH 18, 2025.
NO MEETING HELD ON APRIL 15, 2025.

PUBLIC COMMENTS

NEW BUSINESS

25-00465 ROUND TABLE WITH DOWNTOWNERS

UNFINISHED BUSINESS

25-00463 FOLLOW UP FROM FEBRUARY & MARCH MEETINGS

- CREATING A SIGN POLICY
- FLOWER POTS DOWNTOWN

REPORTS

25-00464 DOWNTOWNERS REPORT

BOARD MEMBER COMMENTS

ADJOURNMENT



City of Longview

1525 Broadway
Longview, WA 98632
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Minutes

Downtown Advisory Committee

Tuesday, March 18, 2025

10:00 AM

2nd Floor, City Hall

HYBRID MEETING DETAILS

25-00245 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

The meeting was called to order at 10:00 am.

ROLL CALL

Present: Elizabeth Borders, Chair; Rachelle Burch; Kat Cooper; Bill Hallanger; Laura Hight; Ariel Large; Ruth Kendall, Council Liaison (joined 10:03)

Excused: Dawn Morgan; Allan Rudberg, Karl Salzsieder;

Unexcused: Josh Carter, CoChair; Rikissa Harrison;

Guests: Mike Chapman, HPC

Staff present: Nick Little, Irene Rutikanga, Sam Barham, Morgan Palmer, Kenny Robinson, Nancy Vandehey

CHANGES TO THE AGENDA

APPROVAL OF MINUTES

25-00244 MINUTES FROM FEBRUARY 18, 2025.

The minutes were approved as presented.

PUBLIC COMMENTS

NEW BUSINESS

25-00130 COMPLETE STREETS PROJECT BY MORGAN PALMER

Morgan Palmer shared a brief update on the Complete Street projects. There was a request for a flyer to share with Downtown of the projects completed.

25-00241 DEMO FEES FOR HISTORICAL GRANTS

Nick Little shared a plan to develop historical improvement grant opportunities utilizing demolition permit fees similar to a program run by the City of Spokane. The fees collected will vary year by year. A minimum grant amount of \$20,000 would be suggested, so there may be roll over years to have a balance of \$20,000. The DAC would like the opportunity to comment on projects that are in the Downtown area.

Elizabeth Borders made a motion, seconded by Bill Hallanger, in favor of supporting demo fees for historical grants. This passed unanimously.

25-00242 LETTER OF SUPPORT - T-MOBILE HOMETOWN GRANTS PROGRAM

Kenny Robinson provided a bit of history about the grant request and the scope of the grant request. There was a request to make sure that the fencing has a gate for clean-up efforts. Plants inside the rain gardens can be discussed with Stormwater. Is there a possibility for a nearby business to be able to sponsor plantings in the rain gardens?

Ariel Large, seconded Kat Cooper, made a motion to have Liz Borders sign the letter of support for the grant application. This passed unanimously.

There was an inquiry to see if we could apply quarterly.

UNFINISHED BUSINESS**25-00131 FOLLOW UP FROM FEBRUARY MEETING**

- **CREATING A SIGN POLICY**
- **FLOWER POTS DOWNTOWN**

Sign policy is something that the group has decided to try to create. First we need to determine what type of signs we are trying to create a policy for Downtown. What is the scale we hoping to include - The Civic Circle, the Lake and Downtown area? The option of making one side Downtown and the backside the Lake & Parks. Cost needs to be investigated - Liz will be willing to take on this task. Irene will research the policy for placing it and where downtown. This may be a tourism grant opportunity.

Kat Cooper reported that the Dntowners have worked on getting the concept of placing flower pots downtown, but there needs to be input on the placement locations. They are hoping to do 30 on Commerce and Broadway. Dntowners to get a map of proposed locations to the Clty - Nick and Sam to review.

REPORTS**25-00243 DOWNTOWNERS REPORT**

No formal report.

BOARD MEMBER COMMENTS

Farmers Market will be moving their Tuesday market from the Downtown area.

ADJOURNMENT

The meeting was adjourned at 11:04 am.



CHEHALIS



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1 Chehalis Airport 900 NW Airport Rd (360) 748-1230	5 Centralia-Chehalis Chamber 500 NW Chamber of Commerce Way (360) 748-8885	9 City Hall 100 N Market Blvd (360) 748-1122	13 Veterans Memorial Museum 108 SW Veterans Way (360) 748-8875	17 Rec Park / Penny Playground 221 SW 13th St (360) 748-0271	21 Dobson-McFadden Trail 278 SE Adams Ave (360) 748-0271
2 Historic Westside Neighborhood NW Pennsylvania Ave - NW St Helens Ave	6 Westside Shopping NW Louisiana Ave	10 Lewis County Courthouse 351 NW North St (360) 748-1122	14 Willapa Trail 900 Block, Hillburger Rd lewiscountytails.org	18 Stan Hedwall Park 1581 Rice Rd (360) 748-0271	22 Shaw Aquatic Center 461 SW Parkland Dr (360) 748-6482 (seasonal)
3 Westside Park 800 Block, NW West St (360) 748-0271	7 Historic Downtown 400-500 Blocks, N Market Blvd	12 Community Trail 900 NW Airport Rd lewiscountytails.org	16 Post Office 100 N Market Blvd (360) 748-1122	19 Lintott-Alexander Park 1181 Riverside Rd W (360) 748-0271	23 W.F. West High School 342 SW 18th St (360) 867-7235
4 State Avenue Business District NW State Ave	8 L.C. Historical Museum 599 NW Front Way (360) 748-0831	15 Steam Train & Museum 1181 SW Stevens St (360) 748-9593	20 Timberland 1000 N Market Blvd (360) 748-3301	24 Historic Hillside Bound by NE Jefferson Ave, NE/SE Washington Ave and SE 9th St	24 Eagles Museum 1993 S Market Blvd (360) 520-6677

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DAC Signs:

The following signs, when displayed in accordance with this section, are allowed within the downtown commerce (D-C) district.

Permanent Signs – General Provisions for Permanent Signs. The total area of permanent signs in this district shall conform to the following:

(a) Maximum sign area per building frontage: The total aggregate area of all signs per building frontage shall not exceed an area equal to one and one-half square feet per each lineal foot of building frontage or 32 square feet, whichever is greater. The total area of all regulated signs within this district shall not exceed 150 square feet per building frontage elevation.

(b) Maximum sign area per occupancy: The maximum total aggregate sign area permitted for all regulated sign types is 150 square feet per occupancy.

(c) Unless specifically permitted, the height of a sign shall be measured from the finished ground (grade) level, excluding mounds, berms, etc., to the top of the sign or the highest portion of the sign structure or frame, whichever is greater.

Freestanding Signs: A free-standing sign is any sign not attached to a building, and it's typically installed on the ground with its own support structure.

(i) Maximum number of signs permitted: One sign per business frontage for businesses not located on Commerce Avenue.

(ii) Maximum sign face area, per side: 75 square feet.

(iii) Maximum sign face area, total of all sides: 150 square feet.

(iv) Maximum sign height: 18 feet above grade to top of sign or sign structure.

(v) Additional requirements: The sign structure may be either pole or monument type. The sign may be illuminated directly or indirectly. No portion of the sign or sign structure shall extend over the right-of-way. Landscaping shall be provided around the base of the sign at a rate of one-half square foot of landscaping per one square foot of sign face area, where practical. At least 50 percent of the landscaped area must contain live plant material.

Directional Signs: Help people find their way by pointing them in a certain direction.

(i) Maximum number of signs permitted: One per driveway entrance/exit. No advertising copy shall be displayed on directional signs.

(ii) Maximum allowable sign area: Six square feet. The area of directional signs shall not be included within the total aggregate sign area permitted.

(iii) Maximum sign height: Five feet above grade elevation to the top of the sign or sign structure.

(iv) Illumination: Internal or indirect illumination is permitted.

(v) Additional requirements: Freestanding signs shall contain landscaping at the base of the sign at the rate of two square feet of landscaping per one square foot of sign face area, where practical. At least 50 percent of the landscaped area must contain live plant material.

Directory Signs: list names or locations of businesses or places within a building or property

(i) Maximum number of signs permitted: One sign per entrance, limited to wall-mounted signs only.

(ii) Maximum allowable sign area: Eight square feet. If larger multi-tenant building requires additional signage, each additional tenant allowed 0.375 square foot of signage per lease foot. The area of all directory signs shall count towards the total aggregate sign area permitted.

(iii) Maximum sign height: 18 feet above grade to the top of the sign or sign structure.

(iv) Illumination: Direct or indirect illumination is permitted.

(v) Additional requirements: Directory signs shall be reserved for use on multi-tenant buildings only.

Sign Area: sign area" typically refers to the total surface area of a sign that is used to display a message, logo, or image. It's the part of the sign that can be seen and read — not including the structure or support