



# City of Longview

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

## Agenda

### Downtown Advisory Committee

Tuesday, January 20, 2026

10:00 AM

2<sup>nd</sup> 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

26-0032 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

26-0033 MINUTES FROM DECEMBER 16, 2025.

#### ELECTION OF OFFICERS

26-0038 ELECTION OF COCHAIR TO THE VACANT POSITION

#### PUBLIC COMMENTS

#### NEW BUSINESS

#### UNFINISHED BUSINESS

26-0034 DOWNTOWN SIGNAGE - REPORTING BACK

#### REPORTS

26-0035 DOWNTOWN PARKING PROPOSAL MEMORANDUM  
RECOMMENDED ACTION:  
SEEKING RECOMMENDATION FROM DAC TO TAKE TO COUNCIL ON JANUARY 22, 2026.

26-0036 DOWNTOWNERS REPORT

#### SHOW & TELL

26-0037 BRING FORTH THE FUN & POSITIVES

26-0046 DOWNTOWN SUMMIT INVITE FOR DAC

**BOARD MEMBER COMMENTS**

**ADJOURNMENT**



# City of Longview

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

## Minutes

### Downtown Advisory Committee

Tuesday, December 16, 2025

10:00 AM

2<sup>nd</sup> Floor, City Hall

#### HYBRID MEETING DETAILS

**25-001107** 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 10:01 am.*

#### ROLL CALL

*Present: Elizabeth Borders, Chair; Kat Cooper; Erin Gabrielle, Bill Hallanger; Rikissa Harrison; Laura Hight; Ariel Large; Dawn Morgan; Allan Rudberg; Ruth Kendall, Council Liaison*

*Excused: Karl Salzsieder;*

*Unexcused: Rachelle (Sanders) Burch;*

*Erin Gabrielle was appointed at the December 11th Council meeting to fill this vacancy ending in 2026.*

*Staff present: Nick Little, Irene Rutikanga; Nancy Vandehey*

#### CHANGES TO THE AGENDA

#### APPROVAL OF MINUTES

**25-001108 MINUTES FROM NOVEMBER 18, 2025.**

*The minutes were approved as presented.*

#### PUBLIC COMMENTS

#### NEW BUSINESS

#### UNFINISHED BUSINESS

**25-001109 DOWNTOWN SIGNAGE - REPORTING BACK**

*Liz Borders reported that the inventory has not been completed. We will continue to work on this and she asked for assistance in gathering data.*

## **REPORTS**

### **25-001112 PATH FORWARD - DOWNTOWN PARKING PLAN**

*Nick Little shared how he plans to move forward with the Downtown Parking Plan. He is working on a presentation that will be shared with Council in early 2026. He stated that the loading zone application that was brought forward at the last meeting and that will be on hold until we have a plan going forward. There will be a public meeting on the Schneider Lot on January 20th for 6 to 8 pm at the Roxy Theatre on Commerce. This would also be a time for discussion on the vacant store fronts. He envisions a workshop type format with breakout sessions. A special meeting will be planned for DAC to attend. The consensus was to move forward with the 2nd meeting on January 20th.*

*Nick and Irene are planning a drop-in meeting on ....xxxx???*

*The WSLCB has made some changes and liquor licensees are impacted. They have offered to come give a presentation. The consensus was the move forward with hosting a public meeting to explore these temporary alterations to establishments.*

*Nick has generated a list of the property owners downtown. Reach out to him if you want to have that information emailed to you. The consensus was to have this info emailed to the group.*

### **25-001110 DOWNTOWNERS REPORT**

*Liz Borders relayed that the Downtowners are busy with the holiday season.*

## **SHOW & TELL**

### **25-001111 BRING FORTH THE FUN & POSITIVES**

## **BOARD MEMBER COMMENTS**

*Liz Borders shared that she may or may not be present at the January 20th meeting. Ariel Large will CoChair for the January meeting. Allan Rudberg thanked the group and wished all a Merry Christmas. Liz Borders stated that she was excited about the progress that we've made in 2025. Ariel Large asked about painting downtown. Nick Little provided a brief update that was given at a previous meeting.*

*Ruth Kendall asked about progress on the vacant store fronts. Liz Borders may reach out to Elam's as they have a small space that might work perfectly for a small info space. A suggestion was made to reach out to the Chamber to see if we can create a small area in the Merk also.*

## **ADJOURNMENT**

*The meeting was adjourned at 10:28 am.*



# City of Longview

## Agenda Summary

### ELECTION OF COCHAIR TO THE VACANT POSITION

#### **5. Elections and Officers**

Members of the Committee shall meet and organize by electing from the members of the Committee a chairperson and a vice-chairperson, and such other officers as may be deemed required by the Committee. It shall be the duty of the chairperson to preside at all meetings. The vice-chair shall perform this duty in the absence of the chairperson.

5.1 Term. A Chair and Vice Chair shall be elected at the first meeting following adoption of these By-Laws to serve until the first meeting in June, 2003, at which time, and at the first meeting in June of each year thereafter, a Chair and Vice Chair shall be elected to serve for a one-year term. In the event that either position becomes vacant, the remaining members shall, at the next regular meeting, elect a new officer to serve for the unexpired term until the following June.

5.2 Duties. In addition to the powers and duties granted by these ByLaws, the Chair shall have such other powers and duties as shall be prescribed by the City manager of the City of Longview.

5.3 Vice-Chair. In the absence of the Chair, the Vice Chair shall perform the duties of the Chair; when so acting, said Vice Chair shall have all the powers of and be subject to all the restrictions of the Chair.

5.4 Spokesperson. The Chair shall act as spokesperson for said Committee and shall act as its representative at meetings with other organizations, committees and other such activities unless some other representative shall otherwise be authorized by the Committee. The Chair may delegate to any member the duty of being spokesperson or representative for said Committee. The Chair or designated member, when acting as spokesperson or representative, shall not obligate or commit said Committee except as provided by these ByLaws or pursuant to the authorization of the Committee.

Attachments: None



# City of Longview

## Agenda Summary

### **DOWNTOWN PARKING PROPOSAL MEMORANDUM**

#### **RECOMMENDED ACTION:**

**SEEKING RECOMMENDATION FROM DAC TO TAKE TO COUNCIL ON JANUARY 22, 2026.**

#### **COUNCIL STRATEGIC INITIATIVE ADDRESSED:**

Address Quality of Place Issues  
Preserve and Enhance Neighborhoods  
Continue Effective Financial Management

#### **SUMMARY STATEMENT:**

Staff is presenting a path forward for updates to downtown parking regulations to create a more consistent and user-friendly system. The plan establishes uniform time limits for on-street parking - primarily three-hour zones with designated ten-hour areas for employees - along with a 72-hour limit in City-owned lots and an option for resident-only permit program for the City lots. Enforcement would follow a complaint-driven model managed by the Longview Police Department, and signage will be updated to reflect the new rules.

Implementation would include updates to LMC, signage updates, establishing an online resident parking permit system, and initiating a public outreach campaign that includes mailings, business notifications, and online postings. The approach is built on several of the guiding principles identified in the RWC Parking Study seeks to establish a consistent approach to downtown parking that works within the city's current budget and staff capabilities.

#### **FINANCIAL SUMMARY:**

The proposal will not generate significant revenue for the City's general fund. Approximate cost to implement the program is estimated at \$10-\$20,000 which would include updated signage and staff time to implement the proposed changes.

#### **STAFF CONTACT:**

Nick Little, Community Development Director

#### **Attachments:**

1. Downtown Parking Proposal Memorandum
2. DowntownParkingMap\_Jan2026(V1.0)



## Memorandum

---

**TO:** Longview City Council

**FROM:** Nick Little, CED Director

**MEETING DATE:** January 22<sup>nd</sup>, 2025

**SUBJECT:** Downtown Uniform Parking Proposal

The purpose of this proposal is to provide the City Council with an overview of proposed changes to downtown parking regulations and to seek direction on moving forward with implementation. These recommendations are based on many of the guiding principles outlined in the recent RWC Downtown Parking Study. The proposal includes those short term items that are achievable within the city's current budget and staff framework.

Currently, downtown parking regulations vary by block, creating confusion for customers and residents. The proposed changes would establish uniform time limits for on-street parking and clarify enforcement procedures. Specifically, most downtown streets would be designated for three-hour parking between 8:00 a.m. and 6:00 p.m., while certain blocks outside of the central retail core would allow ten-hour parking to accommodate employees and long-term visitors. No loading zones are proposed at this time to preserve on-street parking inventory and work within current enforcement capabilities; deliveries should continue to be directed to alleys.

For off-street parking, the proposal includes a 72-hour limit in City-owned lots and the introduction of a resident-only permit system for those lots. Permits would be issued through the City's online portal, PermitTrax, and would require proof of residency. The annual cost for resident permit is expected to be modest, approximately \$50 or less per year.

Enforcement of the parking program would follow a complaint-driven model managed by the Longview Police Department, allowing for rapid response to typical parking complaints through dispatch or the existing "Ask Longview" reporting system. This approach is similar to that used by LPD since the implementation of the parking enforcement moratorium.

Updates to the LMC and physical signage updates will be necessary to reflect the new time limits. Staff will review their current sign inventory and work with the Downtown Advisory Committee to catalog existing signs and replace or update them as needed. The signage changes would occur after the adoption of amendments to the Longview Municipal Code (LMC) and take approximately 30-60 days to complete. Staff recommends a 30- to 90-day enactment period following Council approval of LMC updates to allow for public notice and physical signage changes, followed by an additional 30-day grace period in enforcement to allow for community adjustment.

Public notification efforts will include direct mailings to property owners in the affected area, flyers delivered to businesses in the affected areas, and postings on the City's website and social media channels. Press releases and outreach through DAC and the Downtowners will be part of the notification efforts; in particular emphasizing that employees should park in off-street lots rather than limited on-street spaces.

This proposal aligns with several guiding principles from the RWC Study/PAC, including prioritizing customer access to on-street parking, managing capacity through uniform time limits, and improving branding and communication through consistent signage and outreach. While some principles, such as shared parking agreements and enhanced lighting, are not addressed due to cost and staffing limitations, these remain long-term goals.

Staff recommends that the Council approve the proposed path forward, and direct staff to begin implementing signage updates, and implementation of the enforcement and permit system. These seek to improve accessibility, support downtown businesses, and create a more consistent parking experience for residents and visitors.

# 2026 Downtown Parking Proposal

## Overall Goals

1. Establish a clear, simple, and consistent approach to parking in the downtown area
2. Prioritize customer access to the on-street parking spaces and foster a positive, inviting atmosphere to visiting downtown businesses
3. Provide for resident parking in off-street parking lots
4. Utilize existing City infrastructure, digital platforms, and established methods of communication and enforcement to minimize additional cost and staff while working within current budget constraints
5. Take action on those items from the RWC that are within the city's budget and staff limitations

## On-Street Parking

1. The following streets would be 3-hour parking:
  - a. 14<sup>th</sup> Ave, 1400 block to 1100 block (Maple to Florida)
  - b. Commerce Ave, 1600 block to 1100 Block (Washington Way to Florida)
  - c. Maple St, 1400 block to 1200 block (15<sup>th</sup> to 12<sup>th</sup>)
  - d. Broadway, 1400 block to 1200 block (15<sup>th</sup> to 12<sup>th</sup>)
  - e. Hudson St, 1400 block to 1200 block (15<sup>th</sup> to 12<sup>th</sup>)
  - f. Hemlock St, 1400 block to 1200 block (15<sup>th</sup> to 12<sup>th</sup>)
  - g. Vandercook, 1300 block to 1100 block (Maple to 11<sup>th</sup>)
2. The following streets would be 10-hour parking
  - a. 14<sup>th</sup> Ave, 1000 block (Florida to Fir)
  - b. Commerce Ave, 1000 block (Florida to Fir)
  - c. 12<sup>th</sup> Ave, 1700 block to 1000 block (Washington Way to Fir)
  - d. Maple St, 1100 block (12<sup>th</sup> to 11<sup>th</sup>)
  - e. Broadway, 1100 block (12<sup>th</sup> to 11<sup>th</sup>)
  - f. Hudson, 1100 block (12<sup>th</sup> to 11<sup>th</sup>)
  - g. Hemlock, 1100 block (12<sup>th</sup> to 11<sup>th</sup>)
  - h. Florida, 1400 block to 1100 block (15<sup>th</sup> to 11<sup>th</sup>)
3. "No Loading" zones are not proposed; deliveries and other loading/unloading activities to continue to be directed to alleys
4. Parking time periods would be enforced from 8am-6pm.

## **Off-Street Parking and Resident Permitting**

1. 72-hour limit in City-owned lots
2. Parking permits issued for residents only
  - a. Permits obtained through online portal (PermitTrax)
  - b. Valid for 1 year
  - c. Applicant to provide proof of residency
  - d. Cost TBD, but expected to be modest (~\$50/year, guesstimated)
3. Resident permitting program is optional, but recommended to avoid conflicts with 72-hour rule

## **Enforcement**

1. Complaint-driven enforcement model (LPD)
2. Typical parking complaints would be made to dispatch; allows for a more rapid response by CSOs
3. 72-hour violations in city lots could use dispatch or the existing “Ask Longview” reporting system

## **Signage/Streetscape Updates**

1. Update street signage for 3-hour or 10-hour parking as appropriate
  - a. Continue work with DAC to catalogue signs in downtown and remove, replace, or update as necessary
  - b. Sign replacement to begin after DAC sign identification efforts completed and shortly after LMC updates
  - c. Approximately 30-60 days for signage/stripping updates

## **LMC Updates**

1. Draft language developed and reviewed by council to amend parking times and enforcement model as necessary
2. Efforts will also be made to simplify LMC and adopt by reference parking times for downtown (similar to approach for CED and PW Master Fee Schedules)
3. Recommend a 30-90 day enactment period after Council approval to allow for public notice of changes and physical signage changes.

4. Recommend an additional 30-day “grace period” after sign changes completed to allow for customer uptake of new parking rules

### **Public Notification of Changes**

1. Solidify lead times for sign changes and LMC changes
2. Begin public notice of changes immediately after adoption of amended LMC
  - a. Direct mailing to landowners in affected area (postcards)
  - b. Flyers delivered to businesses along Commerce (Maple to Florida)
  - c. Posting to CoL main, LPD, PW, and CED websites.
  - d. Longview Lowdown and press releases
3. Work through DAC and Downtowners to encourage employee parking off-street lots rather than in limited on-street parking

### **Estimated Costs**

1. Expected cost generators:
  - a. New signage and installation; estimated at \$50 cost per sign
  - b. Mailings/notification costs
  - c. Revenue generated by parking permit program expected to be minimal
2. Total estimated cost: \$10-\$15,000
  - a. Includes sign and streetscape updates, including staff time
3. Items not fully captured in cost estimate:
  - a. Staff time spent developing current proposal, LMC updates, or creation of future public notice/outreach efforts
  - b. Staff time developing permit system updates for online resident permit issuance

## **Relationship to RWC Study/PAC Guiding Principles**

### **Principles Addressed Under Current Proposal:**

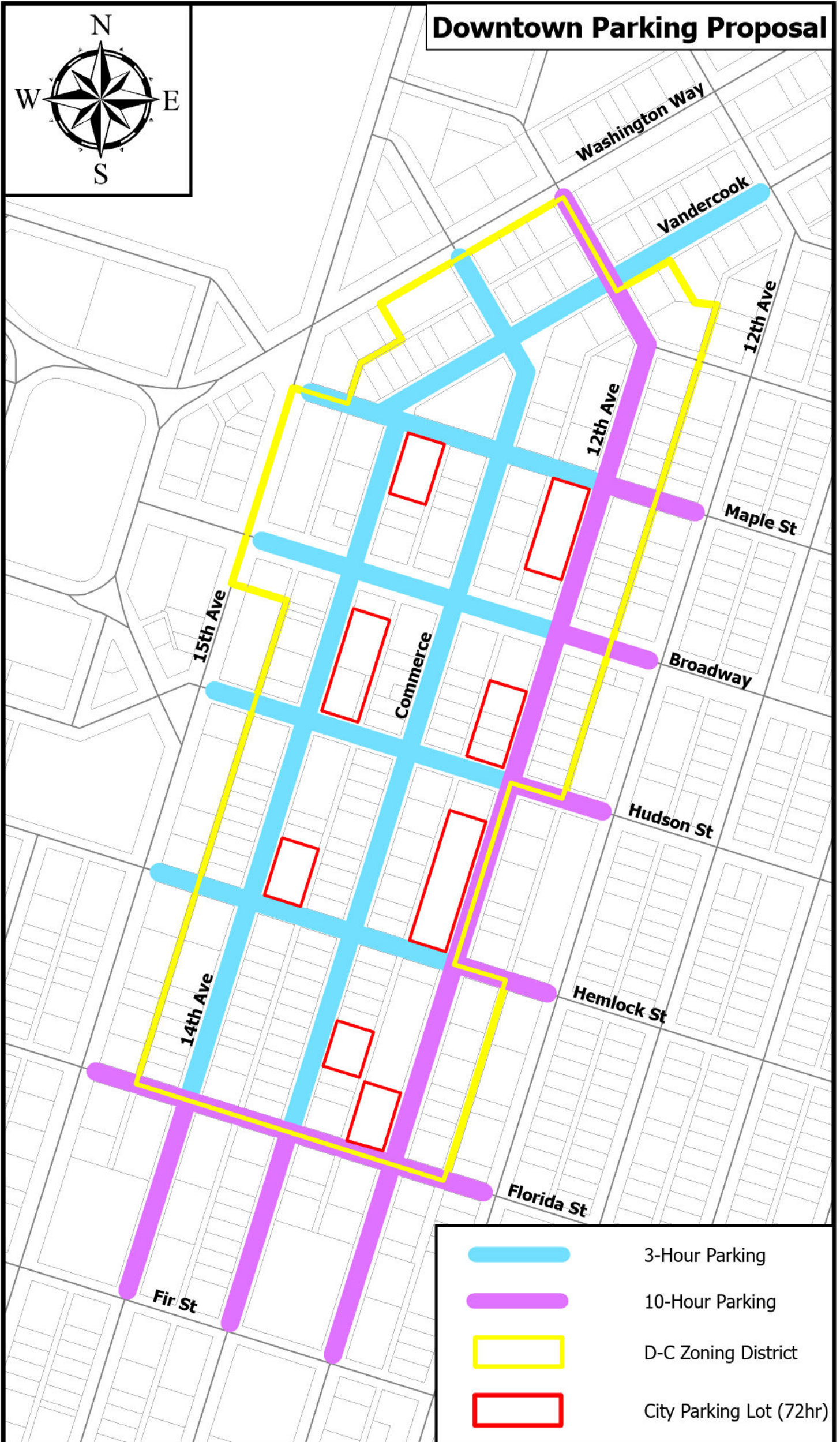
- Prioritize Users
  - Prioritize on-street parking for customers
  - Prioritize off-street parking for downtown residents and employees
- Capacity Management
  - 85% rule for coordinating parking supply
  - Unique customer needs (mix of 2 and 3 hour on-street)
    - Just went 3 hours across the board for consistency
- Communication
  - Update all signage in downtown, make consistent
  - Communicate changes in downtown parking to residents, business owners, and visitors
- Accessibility
  - Complete count of available ADA spaces and verify spaces meet current ADA standards
  - Update spaces to ADA standards as necessary
- Establish Roles and Coordination efforts
  - Public notification of changes
  - Communication/coordination with business owners regarding employee parking

### **Principles Not Specifically Addressed**

- Prioritize residential parking for surrounding residential areas (spillover)
  - No spillover currently, none likely in foreseeable future
- Loading Zones/"Quick Stops"
  - No loading zones proposed to preserve on-street capacity
  - Encourage the use of alleys for deliveries where possible
- Shared parking (public/private)
  - Cost and staff limitations to develop individual public/private agreements with owners of off-street parking lots
- Monitor and Report

- Cost and staff limitations do not allow for continually monitoring parking availability to the extent suggested in the study
  - Monitoring and tracking of enforcement requests and resolutions will be tracked and parking permit statistics will be available after system is implemented
- Safety/Lighting
  - Cost limitations for the installation of lighting and repaving sidewalks and parking areas pushes this into a long-term “wish list”

# Downtown Parking Proposal



**The Roxy Theatre**

**1101 Commerce AVE. 6-8 PM**



# **DOWNTOWN SUMMIT**

**Please join us at the Roxy Theatre from 6-8PM on Tuesday January 20th for a discussion and visioning session for our downtown core.**

**The city will be holding round table discussions with community members, council members, and city staff.**

**Discussion topics will include:**

- **Downtown identity and vision**
- **Strategies for selling and/or redeveloping the Schneider Lot**
- **Public space opportunities such as a park or plaza**
- **How redevelopment could support broader economic vitality**

**Input from the meeting will help inform future City Council discussions and potential tools such as development agreements, requests for proposals, and/or other economic development strategies.**

**For more information contact the Community Development Department  
Phone: 360-442-5086 or [Permits@ci.longview.wa.us](mailto:Permits@ci.longview.wa.us)**

NOTICE OF DOWNTOWN ADVISORY COMMITTEE ATTENDANCE AT SCHNEIDER  
LOT/DOWNTOWN DEVELOPMENT MEETING

NOTICE IS HEREBY GIVEN that seven or more members of the City of Longview City Council may attend the Schneider Lot/Downtown Development meeting on Tuesday, January 20, 2026 between 6:00 p.m. – 8:00 p.m. at the Roxy Theater, 1101 Commerce Ave. This quorum is being noticed in accordance with RCW 42.30.080.

This is an opportunity to discuss Schneider lot options, downtown visioning, and future land use discussion.

The public is encouraged to participate in the meeting.

DATED at Longview, Washington, this 15th day of January, 2026.