



# City of Longview

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

## Agenda

### Downtown Advisory Committee

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Tuesday, April 21, 2026

10:00 AM

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

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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

26-00349 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

26-00350 MINUTES FROM MARCH 17, 2026

#### PUBLIC COMMENTS

#### NEW BUSINESS

26-00351 JANUARY 20TH COMMUNITY MEETING

#### UNFINISHED BUSINESS

26-00352 DOWNTOWN SIGNAGE - REPORTING BACK

#### REPORTS

26-00353 DOWNTOWNERS REPORT

#### SHOW & TELL

26-00354 BRING FORTH THE FUN & POSITIVES

#### BOARD MEMBER COMMENTS

#### ADJOURNMENT



# City of Longview

1525 Broadway  
Longview, WA 98632  
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## Minutes

### Downtown Advisory Committee

Tuesday, March 17, 2026

10:00 AM

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

#### HYBRID MEETING DETAILS

**26-00214** 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; Erin Gabrielle; Bill Hallanger; Rikissa Harrison; Laura Hight; Ariel Large; Dawn Morgan; Allan Rudberg; Karl Salzsieder; Wayne Nichols, Council Liaison*

*Excused: Rachelle (Sanders) Burch; Kat Cooper;*

*Ruth Kendall, Council Liaison;*

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

*Guests: Mike Chapman, HPC;*

#### CHANGES TO THE AGENDA

#### APPROVAL OF MINUTES

#### **26-00215 MINUTES FROM FEBRUARY 17, 2026**

*Nancy Vandehey pointed out there was a error on the minutes. Ruth Kendall was excused and not in attendance for the February meeting.*

*With the correction to the minutes, the minutes were accepted as presented. This passed unanimously.*

#### PUBLIC COMMENTS

#### NEW BUSINESS

#### **26-00220 JANUARY 20TH COMMUNITY MEETING**

*Nick Little will bring this back next month.*

**UNFINISHED BUSINESS****26-00216 DOWNTOWN SIGNAGE - REPORTING BACK**

*Per email response, Kat will follow up with Liz on follow up. Rikissa also made some progress on data gathering. We are getting closer but we're not ready to hand over the information to the City.*

**26-00217 DOWNTOWN PARKING PROPOSAL MEMORANDUM - FROM MARCH 12TH COUNCIL MEETING**

*Nick Little shared a portion of the presentation from the March 12th Council meeting. The DAC proposal was approved to move forward. Nothing is permanent. We should come back in a year and revisit. He discussed the proposed timeline. DAC can be instrumental in the public outreach portion of this plan moving forward.*

**REPORTS****26-00218 DOWNTOWNERS REPORT**

*Liz Borders shared the coordination and tie-in that we are seeking to work together with the Downtowners.  
There was no report today.*

**SHOW & TELL****26-00219 BRING FORTH THE FUN & POSITIVES**

*Erin Gabrielle shared some information that she had gathered from her hometown visit.*

*There was a request that we reach out to the Chamber of Commerce to ask for a report section on our meeting.*

*Irene Rutikanga spoke on the new business of a driving school that is being proposed in the Downtown area (Bowers Building). This is going to the Planning Commission on April 1st and then the hearing before Council will be April 9th.*

**BOARD MEMBER COMMENTS**

*Downtown Clean-up on April 11th at 9 am sponsored by Downtowners - meet at Snyder's lot. Rikissa Harrison mentioned that one task will be removing the Christmas tree lights as they are damaged and not working.*

**ADJOURNMENT**

*The meeting was adjourned at 10:38 am.*



**To:**

**From:** Nick Little, Community Development Director

**Meeting:**

**Subject:** Draft Downtown Summit Report

## **Background**

The City of Longview owns 10 public parking lots, with the Schneider Lot at 12th and Hemlock in downtown being the largest and least utilized. City Council directed staff to preliminarily investigate the potential sale and surplus of the Schneider Lot. Staff research confirmed that Schneider Lot is composed of nine separate, contiguous lots acquired by the city in 1972 and held as general governmental property. Staff findings were presented at the September 11, 2025, meeting, and included a general discussion of options regarding the sale and or use of the property. Council directed staff to conduct a community meeting regarding the potential future of Schneider Lot, including future potential uses, methods of sale, forms of compensation, and potential opportunities available to the downtown area.

The Downtown Summit meeting took place on January 20, 2026 at a local downtown space known as the Roxy Theater. The meeting was attended by 19 citizens, six council members, and seven staff. Participants were divided among four small tables to facilitate engaged discussions, with city councilmembers leading each table discussion and staff members taking notes and offering technical support as needed. Participants were then asked a series of question prompts intended to elicit discussion about downtown land uses, public spaces, and possible methods of sale, and compensation considerations. The resulting discussion notes were aggregated into a digital document, reviewed for key themes, and a

summary created to report back to council. This document serves as this final summary and report.

## **Key Themes**

### **1. Identification of Barriers to a Thriving Downtown**

The meeting began with a discussion about who does downtown not work well for today, and how that could change. During the resulting discussion and throughout the course of the meeting, several issues repeatedly surfaced as barriers to a thriving downtown. In general, it was expressed that downtown needs improvements to safety, cleanliness, and basic amenities.

- Lack of public restrooms. Many participants identified the lack of restrooms as a concern and expressed the addition of public restrooms as a desired amenity.
- Safety Concerns. The most frequent safety concern noted was that the current downtown street lighting was insufficient and contributed to other safety issues. Also mentioned were homeless activity, trash in bushes, and public defecation/urination.
- Lack of nightlife and nighttime activity. Nightlife is a key component of most thriving downtowns and is largely absent in Longview's. This issue was at times brought up alongside lighting and other safety concerns as both a cause and a potential solution.
- Code barriers. Building and fire code often present additional costs and complications to the upgrading of second story residences.
- Vacant/unattractive storefronts. Create an unpleasant atmosphere and can feed other issues mentioned.

### **2. Desire for Public Spaces and Gathering Areas**

A common theme at each table was the desire for a public space to draw people, host events, and extend dwell time downtown. There were two specific questions seeking feedback on public spaces and potential benefits:

- *“Should the city seek to include a new public plaza, park, or other amenity as part of the redevelopment of the site? What type of amenity would provide the most public benefit?”*
- *“How would a public space support nearby businesses?”*

The majority of responses supported a public space in downtown, whether in conjunction with potential redevelopment of the Schneiter Lot or elsewhere in

downtown. A broad range of suggestions included an urban plaza, park, playground, amphitheater, covered areas, or simply someplace nice to sit. While the suggestions were varied, there was a clear desire for a public gathering space downtown with the potential to host events, something that downtown currently lacks.

The other side of this discussion was how a public space would support the businesses downtown. Many respondents noted that such a space would draw more people to downtown as well as increase the time spent there, which would likely result in a boost for business for many establishments.

### 3. **Broad Support for Housing Downtown**

The comments display overwhelming support for additional housing opportunities downtown and were the clearest and most consistent theme across all tables during the meeting. Participants most frequently expressed a desire for market rate or diverse housing options to bring additional residents downtown; in particular residents who would have the ability to patronize the businesses downtown. Beyond simply reflecting the “more residents = more spending” theme, respondents saw the influx of residents as a way to create a more vibrant downtown and encourage new and different types of commercial activity downtown. The idea that additional housing would act as a catalyst for change downtown was reflected in a number of the comments:

- *“Young professionals”*
- *“Would provide a more vibrant downtown”*
- *“Attract higher end businesses and restaurants”*
- *“More activated spaces”*
- *“Opportunities for different type of businesses”*
- *“More customers to keep businesses open later”*
- *“Change in customer needs with more folks living in the immediate area”*
- *“Younger generations seeking this type of housing”*
- *“Market rate housing – have disposable income typically”*

There were also comments expressing the desire for a mixed-use development combining residential with commercial as preferred outcome. Some respondents counseled caution regarding losing parking and suggested that future development include provisions for parking.

### 4. **Preference for City Influenced Development Process Rather Than Simple Sale**

This is a combination of two connected key themes that were echoed throughout by most participants, which was:

- A clear preference for an emphasis of public benefit over price or profit; and
- A clear preference for an alternative style of property sale which includes city-dictated controls and parameters around the subsequent development process.

Nearly every response indicated that the city should seek remuneration for conveyance of the property in some type of public benefit rather than a simple cash sale. What that remuneration should be can be related back to Key Theme #2 regarding the desires for public gathering spaces downtown.

The method of sale in which this would happen was addressed in one of the questions to participants and the resulting discussion(s) included several ideas, including sending a request for proposal (RFP) for development projects, or entering a public-private partnership. Generally speaking, the theme was that most felt that a cash sale would be a missed opportunity and would be insignificant in terms of financial impact or benefits to the city or its residents.

The inclusion of City-dictated development controls was also a strong preference by respondents. Most felt that these controls would add accountability to the developer and ensure that the resulting project would truly be a benefit to the city and the downtown area. Participants were asked what expectations should be set by the city, which resulted in a variety of responses, including:

- *“Must have a public space”*
- *“Apartments”*
- *“Mixed use living”*
- *“Park space”*
- *“Public parking”*
- *“Residential/business use”*
- *“Time benchmarks”*
- *“Aesthetic standards”*
- *“Community art project”*
- *“Establish committee to oversee development of property”*
- *“Something that can be celebrated along the way”*
- *“Replace parking that any development would take away”*
- *“Partnership agreements/RFP for housing and economy booster”*

In whatever form it may take, it was clear that participants felt that the city should retain some semblance of control over the future development to ensure that the resulting development would benefit downtown.

# Downtown Summit

1/20/26

## Aggregated Notes

### Attendees

- Joanne Baker
- Spencer Boudreau
- Rachelle Burch
- Steve Carson
- John Chilson
- Kat Cooper
- James Dieter
- Bill Fashing
- Carlos Fernandez
- Erin Gabriele
- Hayden Harris
- Rikissa Harrison
- Lisa Kayser
- Amelia Nesbit
- Marc Roland
- Sally St. Clair
- Cliff Verhoeff
- Jamie West
- Brad Whittaker

### City Staff/Councilmembers

- Chris Bryant (*councilmember*)
- Chris Collins
- Sabrina Fraidenburg
- Erik Halvorson (*councilmember*)
- Brad Hannig

- Ruth Kendall (*councilmember*)
- Kalei LaFave (*councilmember*)
- Nick Little
- Wayne Nichols (*councilmember*)
- Kenny Robinson
- Irene Rutikanga
- Mike Sullivan
- Nancy Vandehey
- Keith Young (*councilmember*)

**Location:** Roxy Theater, corner of Commerce and Florida

**Start Time:** 6:00pm

**End Time:** 8:00pm

Public Notice: Public notice for the meeting was provided by

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## **LaFave/Hannig Table**

### **Entrance Question**

**Question 1 – *Who is downtown not working well for today, and how could that change?***

Business owners

Increase safety after dark

parking at certain time (enforce 2-hour)

lighting (could be an attraction to homeless)

job opportunity

foot traffic increase

pocket park

### **Section 1: Alternative uses for a healthy downtown**

**Question 2 – *What kinds of uses are missing today that would encourage people to stay longer in downtown?***

Entertainment – comedy nights

3-6pm activities (restaurants highlighted)

Reduce Vacancies

Organized events

Recreation

Gathering spot(s)

Store Window upgrades

Make apartments nicer and to current standards

**Question 3 – *How important is housing downtown? What types of housing (market rate, workforce, etc.) would help push downtown forward?***

Housing diversification

Better opportunity and housing not focused on affordability

Diverse housing

Historic buildings

Residential ↔ Recreational, later hours

**Question 4 – *What types of benefits or impacts would additional housing opportunities provide for downtown?***

More people to live, work, and seek entertainment  
Increase in money spent downtown

**Section 2: Public spaces in downtown**

**Question 5 – *Should the city seek to include a new public plaza, park, or other amenity as part of the redevelopment of the site? What type of amenity would provide the most public benefit?***

Some sort of recreation  
Playground  
Public plaza  
Event space that covers many types of activities  
Community cleanups – involve business to highlight activity  
Incentives w/competitions  
Parking garage with park on the top  
Gathering place, some small and some large areas  
Larger office firm (50+ emp), LCC extension  
Nickel and dime costs – permitting, B&O, etc

**Question 6 – *How would a public space support nearby businesses?***

Mixed use – Housing/retail/parking  
Streamline services  
Incentives for businesses  
Too many small fees

**Question 7 – *How much risk should the city tolerate to achieve long-term benefits?***

Risk of doing nothing or doing too much,  
You need to invest to see a reward, risk to incentivize  
Permit process

**Section 3: The way a city sells property may matter as much as what gets built.**

**Question 8 – *Should the city prioritize price, public benefit, or a balance?***

Public benefits, new businesses over price or profit

Need to invest in future

RFP – housing and economy booster

**Question 9 – *How important is it that the city retain influence through tools like development agreements, design standards, or performance benchmarks?***

Accountability

Commitment with hand cuffs

**Question 10 – *What expectations should the city set for a private developer on this site?***

Partnership agreements

Offices, 1-2 floors

Living space above

Retail

**Exit Question:**

**Question 11 – *What is the biggest opportunity we risk missing if we do nothing?***

You do nothing, you get nothing

## **Halvorson/Young/Sullivan Table**

### **Entrance Question**

**Question 1 – *Who is downtown not working well for today, and how could that change?***

- Needs more public restrooms
- Businesses must lock back/side doors to keep homeless out.
- No information center
- Building owners can't afford to update to code for apartments on upper levels

### **Section 1: Alternative uses for a healthy downtown**

**Question 2 – *What kinds of uses are missing today that would encourage people to stay longer in downtown?***

- Stageworks
- Strippers
- Outdoor seating during summer
- Better restaurants
- More market-price housing
- More “spenders” living downtown

**Question 3 – *How important is housing downtown? What types of housing (market rate, workforce, etc.) would help push downtown forward?***

- Market rate housing
- More people living there with disposable income
- Young professionals
- Will raise quality of everything, attract better businesses

**Question 4 – *What types of benefits or impacts would additional housing opportunities provide for downtown?***

- Would provide a more vibrant downtown
- Attract higher end businesses and restaurants

## **Section 2: Public spaces in downtown**

**Question 5 – *Should the city seek to include a new public plaza, park, or other amenity as part of the redevelopment of the site? What type of amenity would provide the most public benefit?***

- Public restrooms
- Public park
- Plaza (like in front of Columbia Theater)
- Trolleys instead of buses
- Hotel

**Question 6 – *How would a public space support nearby businesses?***

- It would draw more people downtown
- It would increase the time people spend there

**Question 7 – *How much risk should the city tolerate to achieve long-term benefits?***

- Have to take a risk or nothing changes
- Not taking a risk makes things worse in time

## **Section 3: The way a city sells property may matter as much as what gets built.**

**Question 8 – *Should the city prioritize price, public benefit, or a balance?***

- Public benefit should be the biggest consideration
- The sale price for that lot is minimal in the big scheme
- A private developer can build it cheaper/better than the city could
- Perhaps contact the Koelsch family (55+ living – disposable income)

**Question 9 – *How important is it that the city retain influence through tools like development agreements, design standards, or performance benchmarks?***

- Extremely important
- Simply selling the lot provides little benefit
- We need to ensure we maximize public benefit
- Absolutely critical the city retains influence in all three

**Question 10 – *What expectations should the city set for a private developer on this site?***

- Must have a public space
- Mixed use living
- Park space
- Public parking
- Residential/Business use

**Exit Question:**

**Question 11 – *What is the biggest opportunity we risk missing if we do nothing?***

- If it doesn't grow... it shrinks and dies (we become irrelevant)
- Lose revenue

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## **Nichols/Bryant/Collins Table**

### **Entrance Question**

**Question 1 – *Who is downtown not working well for today, and how could that change?***

- Vacant buildings an issue
- Lack of nightlife
- Streetlights insufficient
- Need to be open later
- Lingered unhoused
- Lack of public restrooms
- Public defecation and urination
- Trash in bushes

### **Section 1: Alternative uses for a healthy downtown**

**Question 2 – *What kinds of uses are missing today that would encourage people to stay longer in downtown?***

- Businesses staying open later and 7 days a week
- Owner operated businesses
- Lack of an outdoor public space
- Need additional housing
- Community gathering area, mini amphitheater
- More upscale options
- Food trucks

**Question 3 – *How important is housing downtown? What types of housing (market rate, workforce, etc.) would help push downtown forward?***

- Convenient to live downtown
- More diverse housing options – affordable and market rate
- Benefits/ideas for downtown residents
  - Walking downtown
  - Mural Walk
  - Art pubcrawl
  - More events

**Question 4 – *What types of benefits or impacts would additional housing opportunities provide for downtown?***

- More people
- More diversity
- More activated spaces
- Opportunities for different type of businesses

## **Section 2: Public spaces in downtown**

**Question 5 – *Should the city seek to include a new public plaza, park, or other amenity as part of the redevelopment of the site? What type of amenity would provide the most public benefit?***

- Yes
- Large enough to hold events
- Restrooms
- Covered area
- Seating
- Accessibility
- Kid space
- Squirrel bridges

**Question 6 – *How would a public space support nearby businesses?***

- Bring more people downtown
- Boost business
- Designated event space
- Rooftop restaurants/Ferris Wheel

**Question 7 – *How much risk should the city tolerate to achieve long-term benefits?***

- Be aggressive with timelines
- Be realistic
- Motels
- More sports facilities

### **Section 3: The way a city sells property may matter as much as what gets built.**

#### **Question 8 – *Should the city prioritize price, public benefit, or a balance?***

- Public benefit over cash
- Cash sale only would be a missed opportunity
- Apartments (housing)

#### **Question 9 – *How important is it that the city retain influence through tools like development agreements, design standards, or performance benchmarks?***

- Establish committee to oversee development of property
- Very hands on
- Parking for residents
- Establish aggressive, yet reasonable benchmarks
- Be bold
- Remove barriers

#### **Question 10 – *What expectations should the city set for a private developer on this site?***

- Time benchmarks
- Aesthetic standards
- Visible progress can ease long timelines
- Community art project
- People want to see an investment in Longview that makes people stay
- Something that can be celebrated along the way

#### **Exit Question:**

#### **Question 11 – *What is the biggest opportunity we risk missing if we do nothing?***

- Staying the same, downtown struggles
- Investment in our community
- Change of mentality
- Doing what we do well

## **Kendall/Fraidenburg Table**

### **Entrance Question**

**Question 1 – *Who is downtown not working well for today, and how could that change?***

- Not accessible for parking (public)
- Elderly folks
- Businesses that rely on street traffic
- Lack of opportunities, late night options
- Small business and city incentives
- Tree lights
- Filling empty storefronts with artwork or displays
- Shops open later
- Diversity of business
- Event venue/plaza
- Additional residences downtown

### **Section 1: Alternative uses for a healthy downtown**

**Question 2 – *What kinds of uses are missing today that would encourage people to stay longer in downtown?***

- More residential housing
- Downtown promotion, “visit downtown” brochure or app
- Monthly business highlight for downtown
- What buildings are available downtown for refurbishment
- Keep street visibility with storefronts
- Connect businesses to services
- Outdoor seating

**Question 3 – *How important is housing downtown? What types of housing (market rate, workforce, etc.) would help push downtown forward?***

- Market rate housing – have disposable income typically
- Upper floor refurbishment difficult due to fire sprinkler requirements, lack of contractors

**Question 4 – *What types of benefits or impacts would additional housing opportunities provide for downtown?***

- More foot traffic
- More customers to keep businesses open later
- Change in customer needs with more folks living in the immediate area
- Younger generations seeking this type of housing

**Section 2: Public spaces in downtown**

**Question 5 – *Should the city seek to include a new public plaza, park, or other amenity as part of the redevelopment of the site? What type of amenity would provide the most public benefit?***

- Have plaza in front of Columbia Theater, Circle not far away
- May take away from parking which would take away from businesses
- Costly not having a place to park

**Question 6 – *How would a public space support nearby businesses?***

- Food trucks
- Saturday or Sunday markets
- Place to sit and take a break
- Consistency – expect excellence (reference farmers market decline)
- Some standards on operating hours for businesses
- Missing civic-minded leaders
- Need good faith effort from City management

**Question 7 – *How much risk should the city tolerate to achieve long-term benefits?***

- City has to identify what they want leadership going for – goals and objectives identification – Train leaders and work side by side
- Locomotive restoration example of how the City could be more efficient
- When city turns their back it makes it hard
- Business owners shy to commit
- Historic city needs to be restored
- Parking lot at Merk could be green space
- Bathrooms needed, but attract issues. Build downtown first then add bathrooms

### **Section 3: The way a city sells property may matter as much as what gets built.**

#### **Question 8 – *Should the city prioritize price, public benefit, or a balance?***

- Balance price, public benefit
- Make sure current businesses aren't pushed out

#### **Question 9 – *How important is it that the city retain influence through tools like development agreements, design standards, or performance benchmarks?***

- Extremely important from a vision standpoint
- Make sure it matches and looks alike to other building downtown
- Replace parking that any development would take away
- Parking is an issue – all full. Could lose people downtown because a new building comes in
- Parking lots and infrastructure is city's responsibility.
- Oil tanks in ground that were paved over

#### **Question 10 – *What expectations should the city set for a private developer on this site?***

- Water backflow and shutoff at each building
- LIDs or BIAs can help pay for the parking lots

#### **Exit Question:**

#### **Question 11 – *What is the biggest opportunity we risk missing if we do nothing?***

- Doing nothing means things will stay the same or get worse
- Not having money to fix lots
- Losing control
- If we do nothing we will never realize our potential
- Potential energy; find a way to turn it to kinetic energy
- Have a gathering place for the running start kids