

An aerial photograph of a city, likely Long Beach, California, is shown at the bottom of the page. The city features a mix of modern and older buildings, a large stadium, and a network of roads. Overlaid on the entire image is a complex, light blue network of lines and nodes, resembling a digital or data network. The top half of the image is dominated by a large, stylized graphic of a compass rose or a similar circular instrument, with a central vertical line and several curved lines radiating from it. The background is a gradient of light blue and white.

THE LONGVIEW

Comprehensive Plan

ADOPTED
March 12, 2015

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LETTER FROM THE LONGVIEW COMPREHENSIVE PLAN ADVISORY COMMITTEE CHAIR

What makes Longview attractive and unique? What are Longview's greatest assets and opportunities? What is the biggest issue facing Longview today? What is your vision for Longview's future?

We all know that planning is vitally important to achieve success. The Longview Comprehensive Plan is a guiding document that will help shape our community for the next fifteen to twenty years on issues ranging from parks to police to growth and redevelopment.

An important role of the Comprehensive Plan is to bring the community together and create consensus on a vision for the future. From the beginning, the advisory committee made efforts to hear from our neighbors through surveys, community meetings, subcommittees, and face-to-face conversations. Citizen input has been critical because this document is not my plan or the committee's plan, it is our plan. It is a resource that decision-makers can use to help move our community forward in the direction residents have said they want to go.

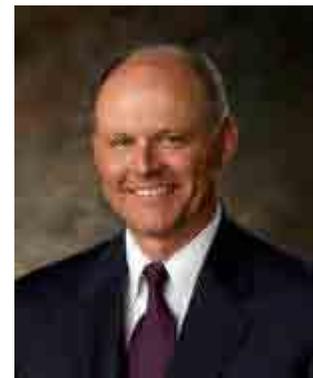
The Comprehensive Plan represents long-term aspirations. In essence, the City of Longview is taking a "Long View" to look at the city's future and craft a plan. I like to think of it as the roadmap for our future journey as a community.

This is such an important time and vital effort for Longview. In analyzing the feedback, it was clear that many residents are satisfied in Longview, but it was also clear that we have much work to be done over the next twenty years. As you read this document, you will see that several issues came to the forefront: creating a sense of place by redeveloping downtown and the IH-20 Corridor, addressing aesthetics and blighted areas, improving and expanding our parks, managing smart growth and economic development, and maintaining quality city services throughout the community. The plan includes goals and strategies to help achieve these areas of focus as well as many other important issues.

It has been my pleasure to serve as the chair of the Longview Comprehensive Plan Advisory Committee, and I look forward to the future of our community together. This document represents our collective plan and vision for Longview. Now, it's time to roll up our shirt sleeves and work together to make it happen.

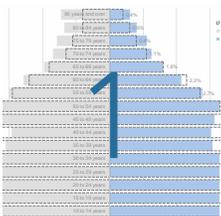
Sincerely,

Keith Honey
Chair, Longview Comprehensive Plan Advisory Committee



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INTRODUCTION

There are two interrelated focuses of a comprehensive plan; one, it allows the citizens of a community to create a shared vision of what they desire for their community, and two, it establishes ways in which a community can effectively realize that vision. The Longview Comprehensive Plan tells the story of who Longview is and what it wishes to become as it grows and redevelops. The City of Longview is at an opportune crossroad for a new and exciting period in its history. A fresh sense of direction and collective excitement has created the need for reexamining the community's vision. This assessment will help the community reach consensus moving into the future. As a result, this update to the City's previous Comprehensive Plan was desirable, bringing together residents, elected officials, City staff and community stakeholders.

A city's comprehensive plan is well-defined as a long-range planning tool that is intended to be used by City staff, councils and boards, along with citizens, to guide the community's physical development for 10 years, 20 years, or an even longer period of time. The purpose for Longview's Comprehensive Plan is to serve as a flexible guide and living document for both current and future decision-makers.

The primary intentions of the Comprehensive Plan include the following:

- Efficient delivery of public services;
- Coordination of public and private investment;
- Minimization of potential land use conflicts;
- Management of growth in an orderly fashion;
- Cost-effective public investments; and
- A rational and reasonable basis for making development decisions about the community.

A comprehensive plan is not a zoning ordinance, but rather it is a high-level tool utilized by the City to make development decisions. As new development applications, zoning requests and other development decisions are made, the Comprehensive Plan helps to safeguard coordinated growth. Determining what land uses are appropriate within Longview, and where such land uses should be located, helps to protect the integrity of the City's neighborhoods and corridors. Ultimately, synchronized land use patterns help to protect private property by maintaining and enhancing value and protecting property from incompatible uses.

The Longview Comprehensive Plan examines realities of existing conditions, demographic implications, areas of growth potential and strategies for improving quality of life. The plan focuses not only on the physical development of the city, but also the overall goals to become a more livable and economically vibrant community. While the plan is visionary and outlines citizens' desires, it is also measurable by employing implementation-focused recommendations.

With growth pressures to the north and tremendous redevelopment potential to the south, Longview is on the brink of tremendous improvements. Now is the time for the City to take advantage of its positions to choose its own path. This Comprehensive Plan anticipates change and proactively addresses major issues. Planning defines how investments help to shape the city. This vision process can help minimize conflicts in decision-making, saving time, money and resources. This plan will lay the foundation for future improvements and priority action items.

LEGAL AUTHORITY

The State of Texas has established laws in regard to the way incorporated communities can ensure the health, safety and welfare of their citizens. State law gives municipalities the power to regulate the use of land, but only if such regulations are based on a plan. Authority of a City to create a comprehensive plan is rooted in Chapters 211, 212 and 213 of the Texas Local Government Code.

Chapter 211

Chapter 211 of the Texas Local Government Code allows the government body of a community to regulate zoning.

Chapter 212

Chapter 212 of the Texas Local Government Code allows the governing body of a community to regulate subdivision development within the City limits and also within the Extraterritorial Jurisdiction (ETJ) which varies depending upon the population of the community.

Chapter 213

Chapter 213 of the Texas Local Government Code allows the governing body of a community to create a comprehensive plan for the long-range development of the municipality. Basic recommendations for comprehensive planning are to address land use, transportation and public facilities, but may include a wide variety of other issues determined by the community. It is important to note that a comprehensive plan is NOT a zoning ordinance, but rather is intended to be used as a tool to guide development, infrastructure and land use decisions in the future. The comprehensive plan does, however, serve as a basis on which zoning decisions are made, as specified by Chapter 211 of the Texas Local Development Code.



2015 COMPREHENSIVE PLAN

As the community livability and development expectations for Longview evolved, it became necessary to update the City's previous Comprehensive Plan. The City has made significant accomplishments in recent years from growth to the north, new Lear Park, community identity and downtown investment. The City of Longview has embarked on an important journey—the creation of its 2015 Comprehensive Plan. This plan is not a mandate, but rather is a flexible guide for City Staff and elected officials as to what the future of the City should be. This Comprehensive Plan contains ideas, graphics, policies and actions that ultimately stem from the identified vision created by its residents.

This 2015 Comprehensive Plan will serve as an update to the City's previous Comprehensive Plan by revising the community vision and future land use plan where necessary, by updating the City's goals and objectives and by setting new strategies for the community to raise the bar on new development. These updates will help Longview continue to be a desirable community. The creation of the 2015 Comprehensive Plan will signal to current residents, prospective residents and future business interests that the City has a vision and a plan for its future. This plan may appeal to business and real estate investors by showing that investment in our City is part of a greater plan, ensuring the long-term sustainability and viability of business and real estate investment.

DOCUMENT STRUCTURE

A deliberate plan development process involving background research, visioning, recommendations and implementation was utilized. This process is reflected in this document's ten distinctive components:

Community Snapshot

In order to understand where Longview is going, it will first be necessary to understand from where the City has come. This section serves as the reconnaissance stage for the planning process. Historical population trends, demographics, existing conditions, physical constraints and past planning efforts are all examined to begin to set the baseline from which future planning decisions should be made.

The Long View

The community's vision is reflective of the many tangible and intangible characteristics and values, which Longview desires to preserve and provide for current residents and future generations. This section identifies the primary issues provided by community stakeholders and lists the Goals and Objectives derived from stakeholder consensus. Goals and Objectives ultimately guide action items described within individual chapters and prioritized in the Implementation Plan Matrix.

Future Land Use

The cornerstone of the Comprehensive Plan is the Future Land Use Plan Map. This section describes the appropriate land use types within Longview and graphically depicts the ideal locations for such uses on the Future Land Use Plan Map.

Transportation and Circulation Plan

The purpose of this chapter is to provide a transportation framework that will serve as a guide for mobility decisions within Longview. Land use decisions ultimately impact the City's transportation network and therefore, this section's Thoroughfare Plan provides roadway recommendations that coincide with future land use decisions.

Public Facilities Assessment

Public investment into community services and the level of community services provided are critical to manage growth and safety. This chapter reviews existing conditions for public facilities and recommends strategies to expand Longview's public facilities appropriately with city growth.

Parks, Recreation and Open Space

The space devoted to satisfying the active and passive recreational needs of citizens is a vital component of any community. The Parks chapter is a system-wide master plan providing guidance for parks and open space improvements. This plan examines and analyzes existing recreational opportunities and recommends a park system that is consistent with present and future community needs.

Neighborhood and Community Livability

Livability refers to the many tangible and intangible characteristics that contribute to the City's quality of life. This section provides recommendations pertaining to quality of life issues within Longview. The cornerstone of a livable community lies with its neighborhoods, and therefore an existing housing conditions analysis was performed and associated recommendations created. Community livability refers to the many things that conjure community pride and help make the City attractive to visitors. This includes aesthetics, social well-being, health and wellness, and a focus on Downtown, the heart of the community.

Annexation and Growth Management Strategies

As Longview increases in population, so will development pressures for annexation and city services. Appropriate expansion areas and strategies are examined that will benefit Longview as a whole.

Economic Development Summary

The City of Longview has a very proactive and accomplished Economic Development Corporation, which is an asset to the community. This chapter examines existing information, incentives and programs.

Implementation Plan Matrix

The Implementation Plan Matrix organizes and prioritizes the recommendations contained within the various plan elements into an understandable action matrix.

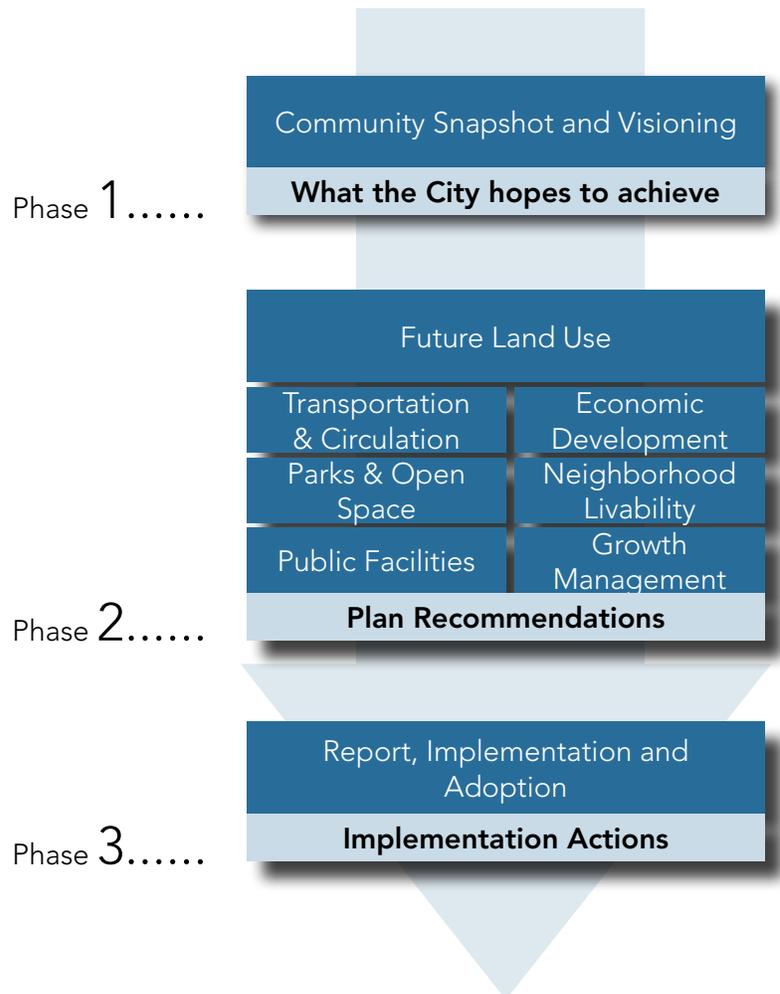
PLANNING PROCESS

Longview’s Comprehensive Plan represents an accumulation of public participation, volunteer work, stakeholder discussions, consultant work, and city initiatives. Community engagement was a huge success for this plan, providing the foundation for all work, ideas and recommendations. This planning process resulted in a clear vision for Longview’s future, identified opportunities and challenges, and defined methods of prioritizing implementation of the vision over time. Through this planning process initiative, the Comprehensive Plan captures a reflection for community values and aspirations.

The comprehensive planning process occurred over a 18 month period, beginning in November 2013. A Comprehensive Plan Advisory Committee (CPAC) guided the development of actions, policies and the future land use scenario for the City. The CPAC was made up of seven subcommittees including: infrastructure, public facilities, economic development, parks, future land use, transportation/circulation, and neighborhood livability. Committee members were chosen and appointed by City Council based upon a variety of factors including past experience, organizational affiliation, area of the community where they reside or simply the general perspective that they may provide. Bringing together a group of residents with unique experiences, backgrounds and interests helps to facilitate discussion and ensures that a variety of perspectives and opinions were ultimately considered during Plan formation.

The CPAC members gathered multiple times during the project to discuss a variety of topics and issues related to the development of the Comprehensive Plan. Initial stages of the process included issue identification and visioning exercises. The committee’s foresight in conjunction with public participation, formulated the plan’s vision and goals. Following, the CPAC served as a sounding board for plan strategies and recommendations.

Community input was gathered through a variety of communication channels and techniques. Online surveys were developed to poll citizen desires on vision, issues and parks. In addition to the CPAC meetings, two public meetings were conducted during the course of the Comprehensive Plan to gather input, develop scenarios and to present strategies. Engagement exercises used during the planning process including site visits, bus tours, visioning exercises, land use scenario exercises, issue identification exercises, visual character survey and workshops to develop planning objectives, goals and strategies.



MEETINGS

Kick-Off Meeting | [August 22, 2013](#)

3:30 PM - 4:30 PM at the Maude Cobb Convention Center

The Consultant team led the kick-off meeting presentation with an overview of the Comprehensive Plan's purpose followed by a brief introduction of team members. Other items of discussion included scope and schedule review, methods of communication and key personnel as well as the monthly one-page report. The meeting concluded with a brief discussion of issues, vision and opportunities.

Committee Meeting #1 | [November 15, 2013](#)

12:00 PM - 2:00 PM at the Maude Cobb Convention Center

An introduction to the Comprehensive Plan was presented along with the Plan's purpose. Other items of discussion included the vision for the City of Longview and paved ways for the next steps.

Committee Meeting #2 | [January 13, 2014](#)

11:30 AM - 1:30 PM at the Maude Cobb Convention Center

The presentation included a review of the Comprehensive Plan process and recap of the CPAC Meeting #1. Up-to-date survey results were presented followed by a review of the draft vision statement. Draft goals were also discussed and concluded with next steps to prepare for Public Meeting #1. A Question & Answer session followed.

Public Meeting #1 | [February 10, 2014](#)

5:30 PM - 7:00 PM at the LeTourneau University Belcher Center

The Consultant team led the presentation to introduce the purpose of a comprehensive plan. Following the short presentation, there were breakout exercises that were set up in different areas of the building that featured a particular topic. Each participant joined in the discussion with their group within a thirty minute time frame before proceeding on to the next topic session. Boards and website survey stations were available for additional input throughout the night.

Committee Meeting #3 | [March 31, 2014](#)

11:30 AM - 1:30 PM at the Maude Cobb Convention Center

A recap of the Public Meeting #1 took place, followed by a presentation of up-to-date survey results. CPAC members adopted the vision statement and discussed draft goals.

Committee Meeting #4 | [May 28, 2014](#)

1:30 PM - 5:00 PM at the Maude Cobb Convention Center

The overall goal of this meeting was to gain input on strategies and make preliminary recommendations. Two breakout groups took place during this meeting. Group 1 addressed topics such as parks and open space, economic development, public facilities and infrastructure utilities and annexation. Group 2 addressed topics such as the future land use plan, transportation and circulation and neighborhood and community livability.

Committee Meeting #5 and Bus Tour | [July 7, 2014](#)

11:00 AM - 2:45 PM at the Maude Cobb Convention Center

The purpose of this meeting was to present and finalize the recommendations based on the CPAC Meeting #4. Committee members traveled throughout the city on a bus tour to discuss issues and ideas.

Committee Meeting #6 | [October 9, 2014](#)

11:30 AM - 1:30 PM at the Stamper Park Resource Center

The purpose of this meeting was to present preliminary recommendations.

Public Meeting #2 | [October 28, 2014](#)

7:00 PM at the Maude Cobb Convention Center

Preliminary recommendations were presented to the public as well as the draft Comprehensive Plan.

Committee Meeting #7 | [January 6, 2015](#)

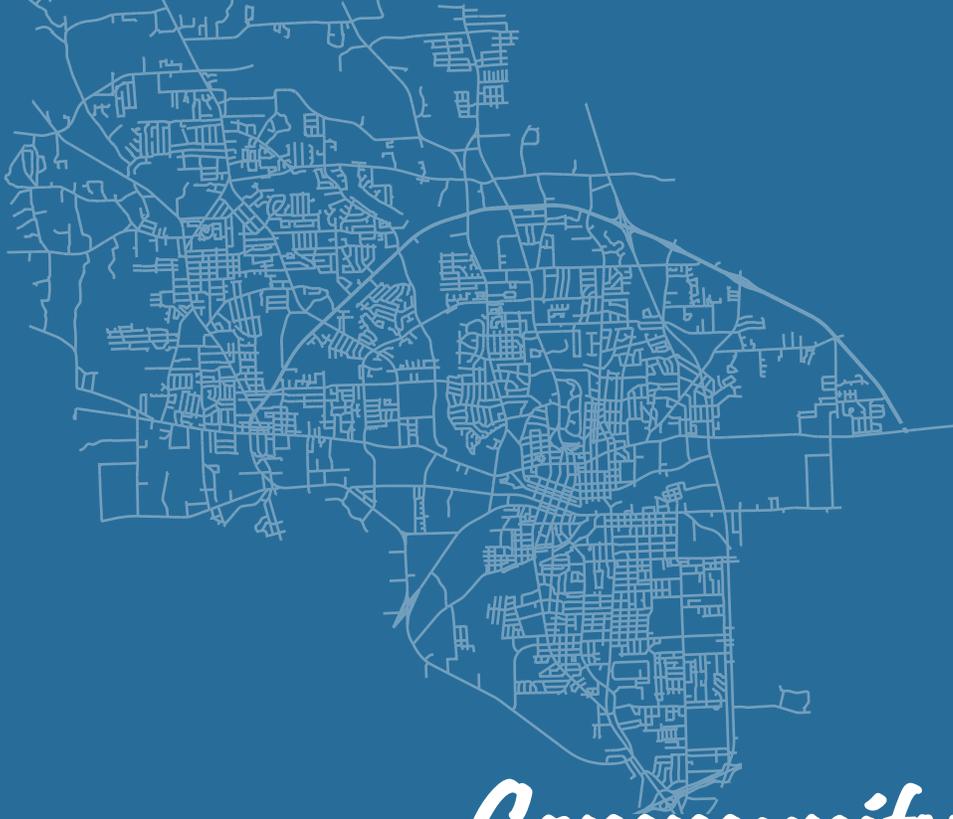
12:00 PM - 2:00 PM at the Maude Cobb Convention Center

The purpose of this meeting was to prioritize action items.

Planning and Zoning Commission | [February 17, 2015 - Approval](#)

City Council | [March 12, 2015 - Adoption](#)





1

Community Snapshot



Chapter 1: Community Snapshot

The first step of planning is understanding a community’s background and establishing a foundation of information for the visioning process and the development of plan recommendations. This provides facts on the City’s existing conditions and recent trends, and the overall context in which this planning effort is occurring.

POPULATION CHARACTERISTICS

People are the most important component of any community. The following discussion is intended to provide insight into the historic and existing characteristics for Longview’s residents. This demographic analysis will aid in planning for future growth of the City.

Historic Populations

The City is divided by two counties - Gregg and Harrison. Only a small portion of the population resides in Harrison County. Parallel to Longview’s growth, Gregg County also had a large population increase between 1970 and 1980. Other cities that contribute to Gregg County’s 2010 population of 121,730 include Clarksville City, Easton, Gladewater, Kilgore, Lakeport, Warren City and White Oak.

Compound Annual Growth Rate

The Compound Annual Growth Rate (CAGR) is a method for analyzing average rates of growth. Table 1 shows that the City’s CAGR from 1960 to 2010 was 2.0%, over a 60 year period. During the past 50 years, the CAGR was 1.40%. The most recent years measured, from 2000 to 2010, Longview’s CAGR rose 0.25%. These percentages are critical in determining population projection methodologies.

Longview	
Compound Annual Growth Rate	
10 Year	0.93%
20 Year	0.68%
30 Year	0.83%
40 Year	1.43%
50 Year	1.40%
60 Year	2.00%

Table 1: Historic CAGR

Population Projections

Based on historical rates and growth trends, four CAGR scenarios (0.25-2.0 CAGR) are provided. Following a conservative planning approach, it is projected that Longview is likely to grow at a CAGR of one percent which projects Longview’s population in 2024 at 92,481.

Year	Longview		Gregg County		Harrison County	
	Population	% Change	Population	% Change	Population	% Change
1950	24,502	n/a	61,258	n/a	47,745	n/a
1960	40,050	63.5%	69,436	13.4%	45,594	-4.5%
1970	45,547	13.7%	75,929	9.4%	44,841	-1.7%
1980	62,762	37.8%	99,487	31.0%	52,265	16.6%
1990	70,311	12.0%	104,948	5.5%	57,483	10.0%
2000	73,344	4.3%	111,379	6.1%	62,110	8.0%
2010	80,455	9.7%	121,730	9.3%	65,631	5.7%
*Est. 2012	81,092	0.8%	122,658	0.8%	67,450	2.8%

Table 2: Historic Population Growth. Source: 1950, 1960, 1970, 1980, 1990, 2000, 2010 U.S. Census; *Source: Census estimate for 2012

Longview									
0.25% CAGR		0.5% CAGR		1.0 % CAGR		1.5 % CAGR		2.0 % CAGR	
Year	Population	Year	Population	Year	Population	Year	Population	Year	Population
2010	80,455	2010	80,455	2010	80,455	2010	80,455	2010	80,455
2011	80,656	2011	80,857	2011	81,260	2011	81,662	2011	82,064
2012	80,858	2012	81,262	2012	82,072	2012	82,887	2012	83,705
2013	81,060	2013	81,668	2013	82,893	2013	84,130	2013	85,379
2014	81,263	2014	82,076	2014	83,722	2014	85,392	2014	87,087
2015	81,466	2015	82,487	2015	84,559	2015	86,673	2015	88,829
2016	81,669	2016	82,899	2016	85,405	2016	87,973	2016	90,605
2017	81,874	2017	83,314	2017	86,259	2017	89,293	2017	92,418
2018	82,078	2018	83,730	2018	87,121	2018	90,632	2018	94,266
2019	82,283	2019	84,149	2019	87,992	2019	91,991	2019	96,151
2020	82,489	2020	84,569	2020	88,872	2020	93,371	2020	98,074
2021	82,695	2021	84,992	2021	89,761	2021	94,772	2021	100,036
2022	82,902	2022	85,417	2022	90,659	2022	96,193	2022	102,036
2023	83,109	2023	85,844	2023	91,565	2023	97,636	2023	104,077
2024	83,317	2024	86,274	2024	92,481	2024	99,101	2024	106,159
2025	83,525	2025	86,705	2025	93,406	2025	100,587	2025	108,282
2026	83,734	2026	87,138	2026	94,340	2026	102,096	2026	110,447
2027	83,944	2027	87,574	2027	95,283	2027	103,628	2027	112,656
2028	84,153	2028	88,012	2028	96,236	2028	105,182	2028	114,910
2029	84,364	2029	88,452	2029	97,198	2029	106,760	2029	117,208
2030	84,575	2030	88,894	2030	98,170	2030	108,361	2030	119,552

Table 3: Population Projections. Source: 2010 U.S. Census



At 1% CAGR, Longview is projected to have 92,481 people by 2024.

REGIONAL RELATIONSHIP

Longview is considered a major hub city for East Texas. There are many smaller cities that surround Longview, including Kilgore, Gladwater, Gilmer, White Oak, Hallsville, Harleton and Tatum. At a regional scale, Longview is approximately 160 miles from Fort Worth, located at the far end of the Dallas-Fort Worth metroplex, or about 2.5 hours of driving time. The larger hill country cities of Austin and San Antonio are within 4.5-5.5 hour drive from Longview.

Travel time to Longview, Texas from:

<i>Nacogdoches:</i>	<i>1 hour</i>
<i>Shreveport:</i>	<i>1 hour</i>
<i>Dallas:</i>	<i>2 hours</i>
<i>Corsicana:</i>	<i>2 hours</i>
<i>Fort Worth:</i>	<i>2.5 hours</i>
<i>Houston:</i>	<i>3.5 hours</i>
<i>Austin:</i>	<i>4.5 hours</i>
<i>San Antonio:</i>	<i>5.5 hours</i>



Figure 1: Regional Location

DEMOGRAPHIC PROFILE

Age Distribution

Longview's age distribution is a vital element that should be thoroughly considered when conducting comprehensive planning. Examining the age composition of the community can help to prioritize which community facilities would be the most beneficial. Figure 2 shows that the most visible age group belonged to those between ages 70 and older, particularly in the female category. Compared to state's average, there are more elderly residing in Longview. Contrary to that, the youth population is below the state's average.

The largest population segment is comprised of the Young, Prime Labor Force and Older Labor Force groups. It should be noted that those in age group 0-14 will be between the ages of 14-24 in 2024 and will be in the high school and college age segments. Those in group 25-44 will be between the ages 35-54 in 2024. Those in age group 45-64 will likely be well into their retirement by 2024. Longview should factor in these age groups to provide quality education and job opportunities for the labor force and housing choices to meet the demands of everyone.

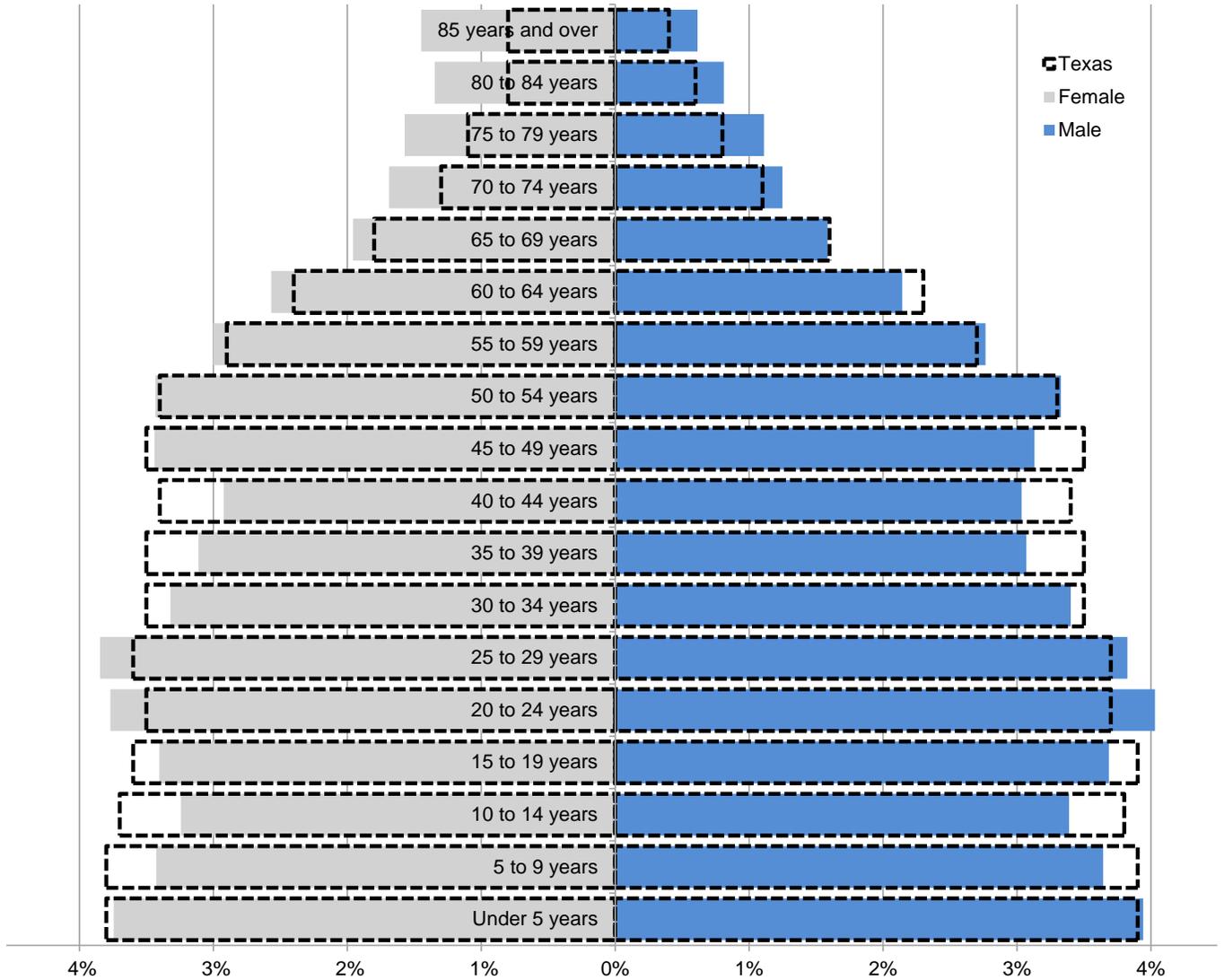
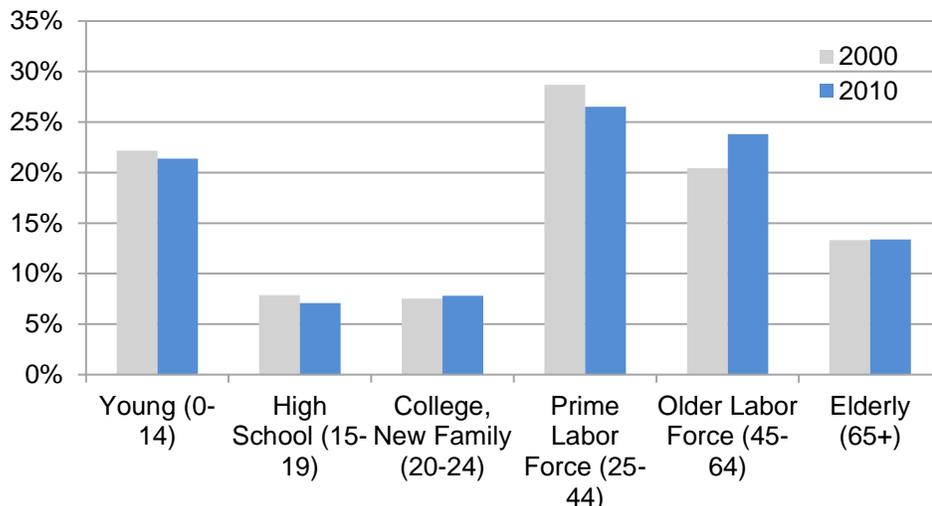


Figure 2: Age Cohort Pyramid. Source: 2010 U.S. Census



In 2010, the median age in Longview was 34.4. The median age for male was 32.6 while the median age for female was 36.4.

Figure 3: Age Distribution. Source: 2000 and 2010 U.S. Census

Household

Household composition has shifted over the past decades, from predominately traditional nuclear families to a large percentage of nontraditional and blended families. The latter type of family is a combination of two families, single-parent families or couples without children. According to the 2000 and 2010 Census, the City of Longview experienced a significant decrease in all Family Households categories, with the largest decline in the Female Householder, No Husband Present group at nine percent. As shown in Table 4, 19 percent of traditional family households have children who are under the age of 18. The average household size in 2000 was 2.50 persons and has minimally increased to 2.51 in 2010, while the country's average family size decreased.

Household Type	2000		2010		Percentage Difference
	Number	Percent	Number	Percent	
Family Households	19,109	67.4%	20,020	65.5%	-1.87%
With Own Children Under 18 Years	9,407	33.2%	9,362	30.6%	-2.53%
Married Couple Family	13,880	48.9%	13,683	44.8%	-4.17%
With Own Children Under 18 years	6,239	22.0%	5,822	19.0%	-2.95%
Female Householder, No Husband Present	4,119	14.5%	1,626	5.3%	-9.20%
With Own Children Under 18 Years	2,589	9.1%	813	2.7%	-6.47%
Non-Family Households	9,254	32.6%	10,542	34.5%	1.87%
Householder Living Alone	7,919	27.9%	8,903	29.1%	1.21%
65 Years and Over	3,043	10.7%	2,443	8.0%	-2.74%
Total Households	28,363		30,562		-
Average Household Size	2.50		2.51		-

Table 4: Household Type. Source: 2000 and 2010 U.S. Census

Race and Ethnicity

In the 2010 Census, those who identified themselves as Caucasian/White made up the largest portion of the total population at 63 percent in Longview. This is significantly lower than the State of Texas at 71 percent. In the meantime, those who identified themselves as African-American make up the second largest group with 23 percent. The ethnic composition of Longview as of the 2010 Census was 18 percent Hispanic or Latino and 82 percent non-Hispanic or Latino.

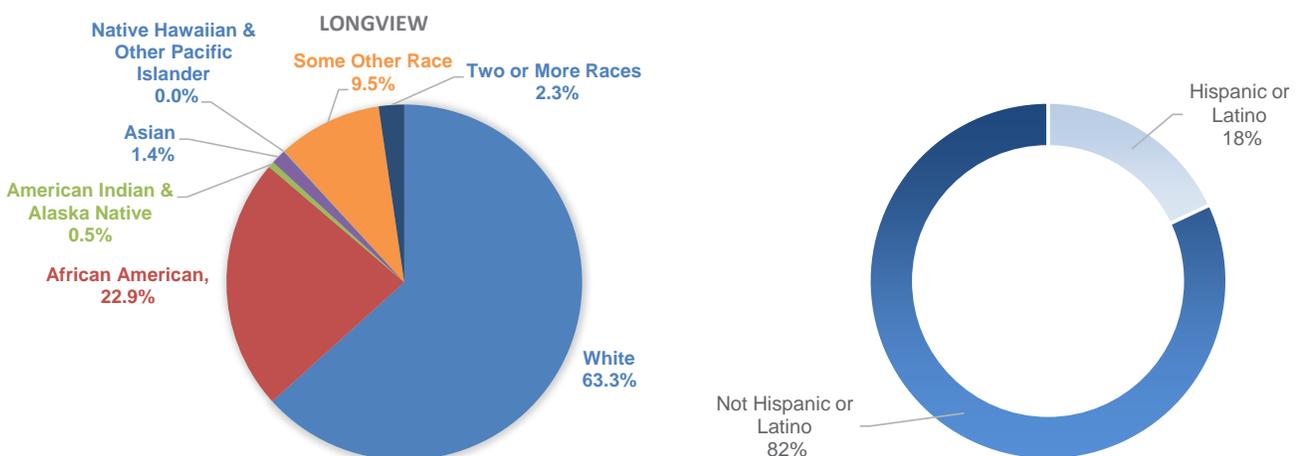


Figure 4: Race and Ethnicity. Source: 2010 U.S. Census

Educational Attainment

Educational levels generally indicate the community’s skills and abilities, which can assist the City in determining appropriate job types to be provided. As shown in Table 5, Longview has a slightly higher percentage of high school graduates and Associate’s Degree holders when compared to Texas. However, the percentage of Bachelor’s and Graduate Degree holders is below state average.

Educational Attainment	Longview		Texas	
	Number	Percent	Number	Percent
Population 25 years and over	50,680		15,443,904	
No High School	3,483	6.9%	1,515,335	9.8%
Some High School	5,238	10.3%	1,507,642	9.8%
High School Graduate	14,896	29.4%	3,962,958	25.7%
Some College	12,339	24.3%	3,449,426	22.3%
Associate's	4,197	8.3%	984,151	6.4%
Bachelor's	7,525	14.8%	2,693,889	17.4%
Graduate	3,002	5.9%	1,330,503	8.6%
Percent High School Graduate or Higher	82.8%		80.4%	
Percent Bachelor's Degree or Higher	20.8%		26.1%	

Table 5: Educational Attainment. Source: 2007-2011 American Community Survey 5-Year Estimates

Employment and Income Characteristics

Employment opportunities can affect the growth rate of cities. These opportunities are important because they allow people to settle into a community, establish their home and begin a life - it is employment that makes this possible.

Taken from the United States Department of Labor, Bureau of Labor Statistics in April 2014, Longview had a 4.4 percent unemployment rate, which is lower than the state’s average.

Table 7 compares the percent of each occupational category for the City of Longview. The most noticeable difference is the *Management, business, science, and arts* occupation, which is a more white-collar-category, with 34 percent in Texas but only 28 percent in Longview. Another major occupation in Longview is *Sales and Office*, accounting for almost 25 percent.

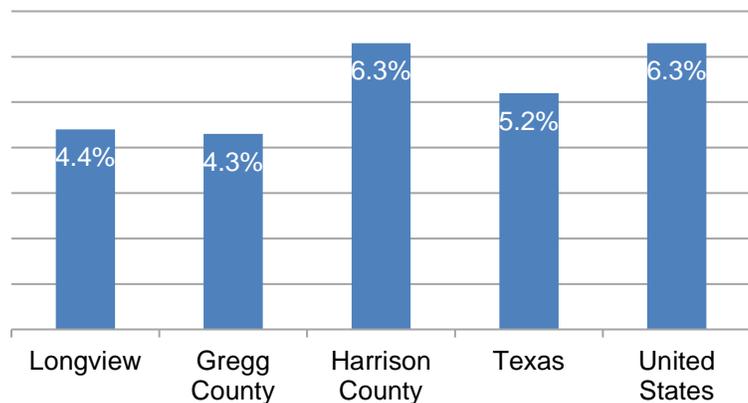


Table 6: Unemployment Rate. Source: U.S. Bureau of Labor Statistics



Occupation	2011	
	Longview	Texas
Civilian employed ages 16 and over	36,300	11,288,597
Management, business, science, and arts occupations	10,252	28.2%
Service occupations	6,676	18.4%
Sales and office occupations	8,975	24.7%
Natural resources, construction, and maintenance	4,482	12.3%
Production, transportation, and material moving	5,915	16.3%

Table 7: Occupation. Source: 2007-2011 American Community Survey 5-Year Estimates

Income Levels

Income can serve as an indicator for the retail market; higher income levels generally mean more disposable income and more retail possibilities, which in turn can translate into a higher tax base for the community. Average household income in Longview was \$33,858 in 1999. In 2011, it increased to \$43,414. Adjusting for inflation where \$1.00 in 1999 was worth \$1.35 in 2011, average income in 2011 actually decreased by \$2,300. When compared to Texas, Longview falls below state average in terms of median household income. Longview has a higher percentage of the population with incomes below \$74,999 than Texas. Texas has a higher percentage of households making \$75,000 or more than Longview.

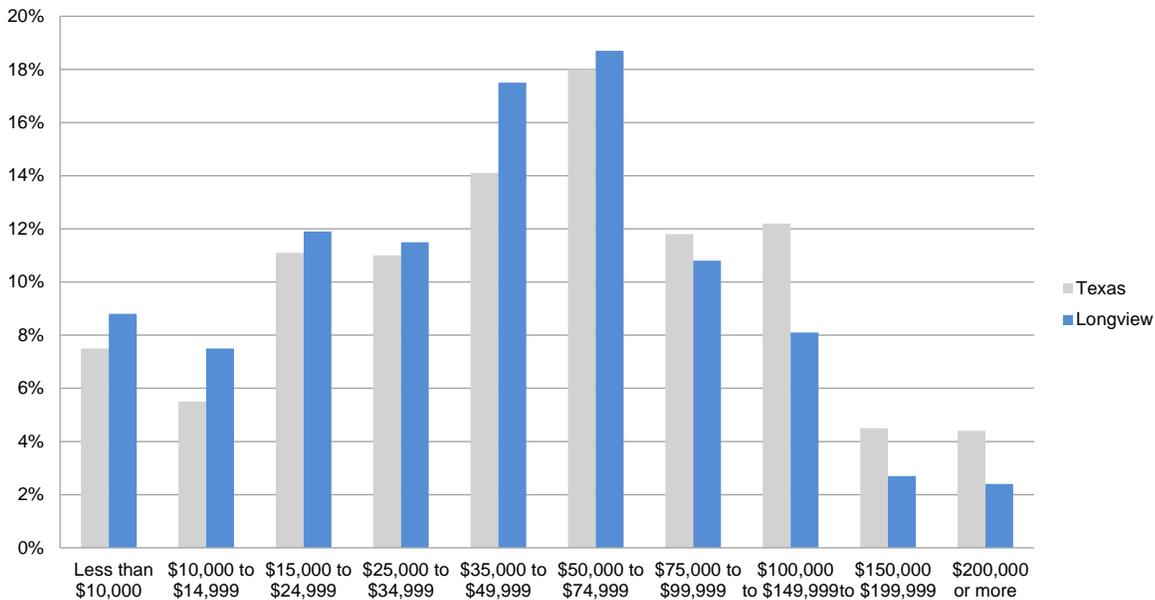


Figure 5: Income Levels. Source: 2007-2011 American Community Survey 5-Year Estimates

Average household income in Longview was \$33,858 in 1999 and \$43,414 in 2011.

Housing Type

There are a total of 32,324 housing units in Longview. Compared to state levels of 87.8 percent for occupied housing units, Longview has 93 percent. The percentage of vacant housing units is also smaller than state average. This is an indication of a good housing market with enough supply and demand to support the residents.



Housing Occupancy	Longview	Texas
Total housing units	32,324	9,869,239
Occupied housing units	93.0%	87.8%
Vacant housing units	7.0%	12.2%
Owner-occupied	56.5%	64.5%
Renter-occupied	43.5%	35.5%
Homeowner vacancy rate	0.6	2.3
Rental vacancy rate	6.0	10.0
Average household size of owner-occupied unit	2.7	2.9
Average household size of renter-occupied unit	2.36	2.58

Table 8: Housing Occupancy. Source: 2007-2011 American Community Survey 5-Year Estimates

Housing Value

Housing value is important to examine because it generally indicates what the City can expect its future housing stock to contribute to the local economy. The figure below reflects the total housing composition for both 2000 and 2011. In 2000, 45 percent of the housing stock were valued from \$50,000 to \$99,999. In 2011, that number decreased by almost 20 percent. Meanwhile, housing units in the \$100,000 or above increased. This is an indication that home values are rising. The median house value in 2000 was \$76,100 and increased to \$121,100 in 2011, still \$5,300 below state average.

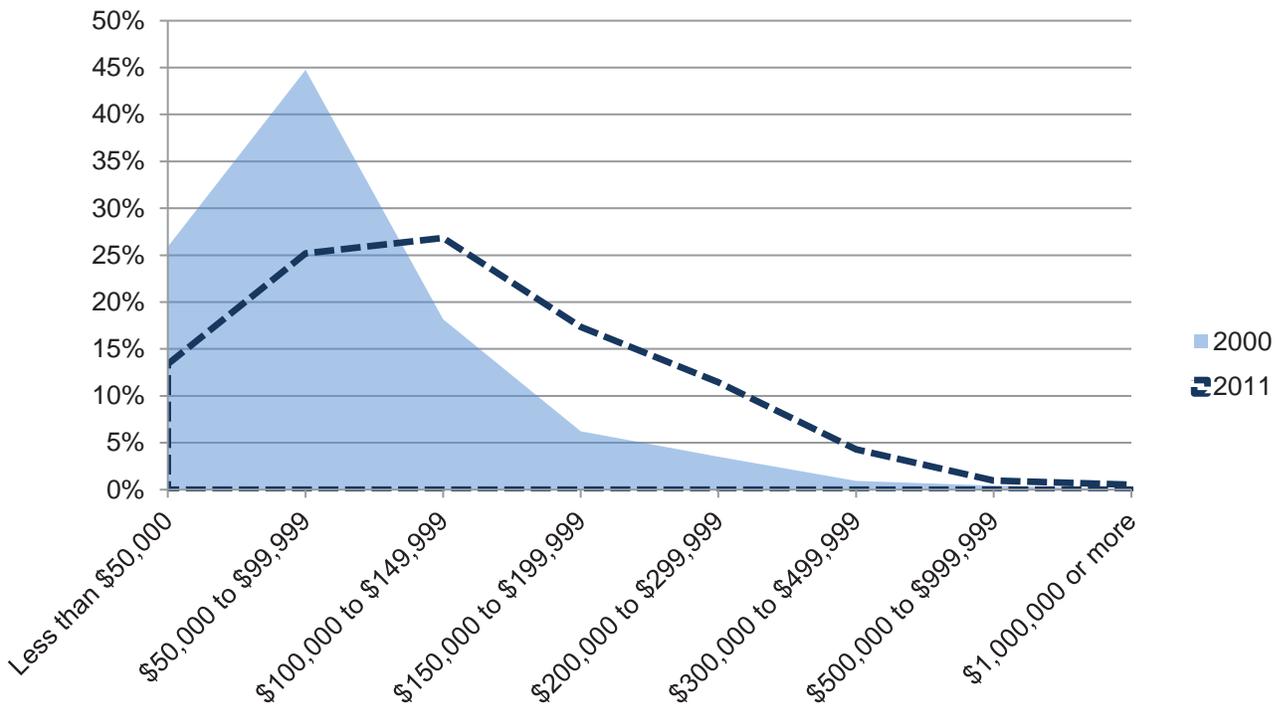


Figure 6: Housing Value. Source: 2000 Census and 2007-2011 American Community Survey 5-Year Estimates

EXISTING LAND USE

City Limits and Extraterritorial Jurisdiction (ETJ)

Longview has a total of 35,689 acres within its current city limits. Vacant land constitutes the largest land use at 36.8 percent. Longview's Extraterritorial Jurisdiction (ETJ) is 96,800 acres, almost three times its current city limits. The ETJ serves two purposes: First, cities can annex land only within their ETJ, and there is a statutory prohibition against another municipality annexing into the ETJ of another city; and cities can extend and enforce their subdivision regulations into their ETJ. Cities cannot, however, enforce zoning regulations into the ETJ.

Vacant Acreage

Approximately 37 percent of Longview's 35,689 city limits are considered vacant or undeveloped land. This amounts to 13,149 acres that have the potential to be developed in the future or preserved for community open space. The importance of analyzing the amount of vacant land within the City is that it will allow Longview to grow in population and develop in the future. This land also represents areas where decisions must be made regarding service provisions and roadway expansion and roadway maintenance. The amount of land available within the City is also significant because it has the potential to be developed in different ways and in accordance with the ultimate vision for Longview.

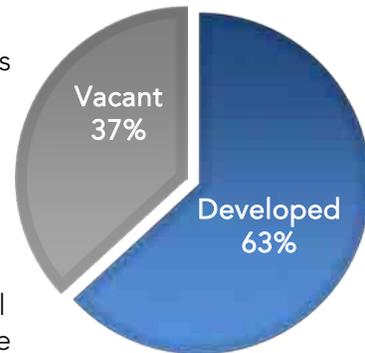


Figure 7: Vacant versus developed land

Existing Land Use within the City Limits

The existing land use of Longview reflects past development decisions and tells the story of the City's development history and trends. The planning process helps to ensure that coordinated land use decisions enhance the overall quality of life in Longview by mitigating the impacts of incompatible uses near neighborhoods. This process begins with examining the types and locations of existing land uses within Longview and determining how and where new growth and development may be accommodated.

The existing land uses of the community represent mixed-density development patterns indicative of cities near 100,000 people. Longview's medium-density residential nature is attractive to residents and retailers alike, who consider population and rooftops a part of their site selection criteria.

Single family residential accounts for the largest land use at for 23.8 percent and 37.7 percent when applied to developed areas only. All residential products make up 26.6 percent of the city limits total land. Right-of-way, streets and utilities comprise approximately 13.2 percent of the total area, the second largest land use outside the vacant category. Parks and open space are only 3.4 percent of the total area, a generally low percentage and future efforts will likely need to increase this percentage based on community feedback. It is worth noting that industrial land uses make up 1,898 acres or about 8.4% of the developed area, a generally large percentage that likely serves as a large manufacturing or production type employer.

Existing Land Use	Acres	Percent of Total	Percent of Developed	Acres per 100 persons
Residential	9,499	26.6%	42.1%	11.35
Single Family Residential	8,506	23.8%	37.7%	10.16
Two-Family Residential	313	0.9%	1.4%	0.37
Multifamily Residential	473	1.3%	2.1%	0.56
Manufactured Home Residential	207	0.6%	0.9%	0.25
Nonresidential	13,041	36.5%	57.9%	15.58
Public/Semi-Public	1,141	3.2%	5.1%	1.36
Cemetery	72	0.2%	0.3%	0.09
Education	922	2.6%	4.1%	1.10
Parks/Open Space	1,229	3.4%	5.5%	1.47
Office	298	0.8%	1.3%	0.36
Retail	1,177	3.3%	5.2%	1.41
Commercial	1,297	3.6%	5.8%	1.55
Industrial	1,898	5.3%	8.4%	2.27
Oil/Gas	263	0.7%	1.2%	0.31
Utility	8	0.0%	0.0%	0.01
Open Storage	13	0.0%	0.1%	0.02
Vacant Building	24	0.1%	0.1%	0.03
Streets/Right-of-Way	4699	13.2%	20.8%	5.61
Vacant	13,149	36.8%	n/a	15.71
Total	35,689	100.0%	n/a	42.63

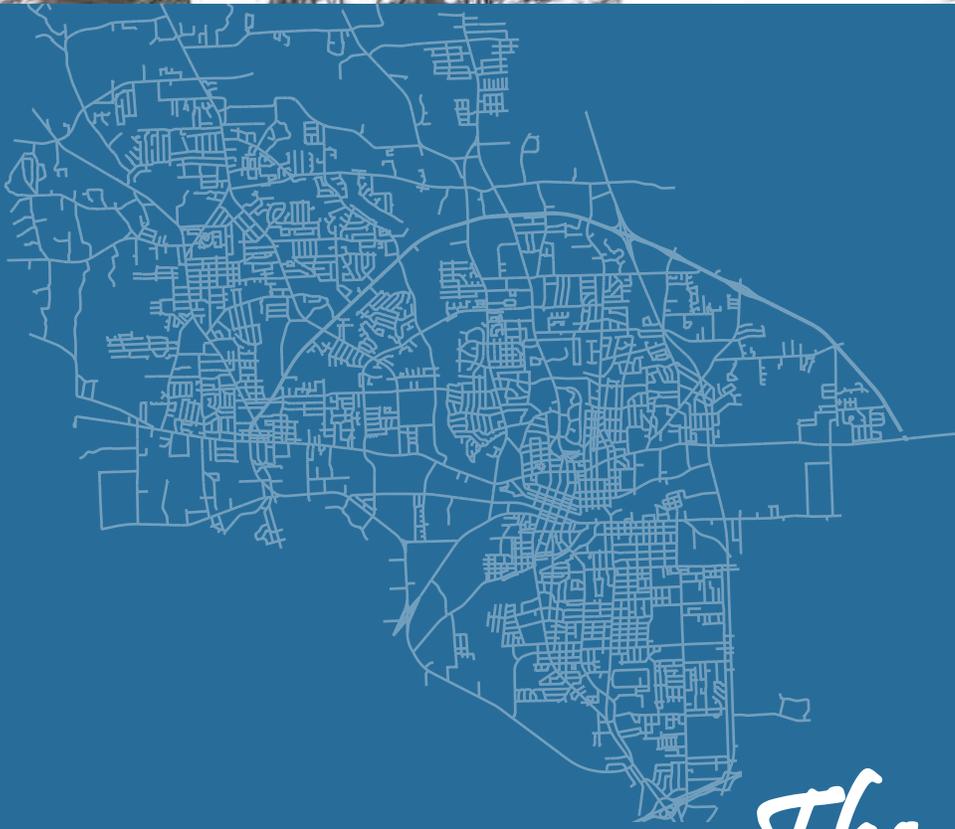
Table 9: Existing Land Use

Retail Land Use Observations

Calculating the acres of retail per 100 persons is an important measure of a city's retail base. A high ratio, between 0.6-0.7 acres per 100 persons, is representative of a community that is capturing the retail demand generated by the local population, as well as that of other nearby communities or the county. A ratio of around 0.5 acres per 100 persons is considered average, meaning a community is capturing most of the retail demand generated by the local population. A low ratio, between 0.3-0.4 acres per 100 persons results when the local population is traveling outside city limits to patronize retail establishments.

As shown in Table 9, Longview's retail ratio is 1.41 acres per 100 persons, which is a very high retail ratio. It is important to note, however, that Longview serves as a hub to surrounding cities and the retail ratio supports this finding. When considering the Longview Metropolitan Statistical Area (over 200,000 people), a 1.41 retail ratio per 100 persons may be appropriate for the city.





2

The Long View



Chapter 2: The Long View

VISION

The Vision for Longview is...

“ To be a premier community promoting education, business opportunities, and cultural diversity; capitalizing on our heritage and natural beauty; while focusing on families and healthy living; and creating a safe, welcoming environment that attracts vibrant people to call Longview HOME. ”

GOALS AND OBJECTIVES

PREMIER COMMUNITY

Goal: Be recognized as the most livable city in East Texas.

Objectives:

- Provide excellent quality of life for residents and visitors.
- Ensure infrastructure systems are adequate to meet future demand (water, wastewater, stormwater, and roads).
- Define growth areas and future annexation plans.
- Maintain fiscal responsibility through evaluating the capital improvements program on a consistent basis.

EDUCATION

Goal: Have quality education through collaborative efforts to reach the highest educational attainment at all levels.

Objectives:

- Enhance communication, collaboration, and cohesiveness between Longview, Pine Tree, Spring Hill, Hallsville School Districts. as well as the local Private Schools.
- Promote equal access to and benefits from quality education for all of Longview.
- Encourage the cooperative programming and shared uses of City and School District land and facilities to allow for the best use by citizens.
- Create partnerships among schools, families, community groups, and individuals designed to share and maximize resources.
- Provide job training to match local business needs.
- Advance career technology programs and opportunities through LeTourneau University, Kilgore College, Texas State Technical College, and University of Texas at Tyler.

BUSINESS OPPORTUNITIES

Goal: Foster a strong and diverse economy that provides a full range of employment and economic choices.

Objectives:

- Promote Longview as a major regional employment and population center through public policies that encourage expanded opportunity for housing and jobs.
- Focus on commercial and retail development along IH-20 to help spur redevelopment in south Longview.
- Provide for full utilization of existing vacant land except in those areas designated as open space.
- Encourage infill and redevelopment in strategic areas to accommodate expected increases in population and employment.
- Promote a range of living opportunities for Longview residents in order to attract and retain a stable and diversified population.
- Develop incentives to attract and retain businesses in designated target areas.
- Encourage the installation and marketing of high-volume internet infrastructure throughout the city.
- Coordinate strategic planning efforts, led by the Longview Economic Development Corporation, with the community.

CULTURAL DIVERSITY

Goal: Promote a community that encourages cross-cultural understanding, nurturing, respect and celebration.

Objectives:

- Provide social activities and cultural events to bring unity within diverse groups.
- Provide opportunities for cross-cultural exchange among ethnically diverse populations in the community.
- Enhance the relationship between the City and the community to expand communication and appreciation of diverse groups.
- Expand and support the arts and entertainment venues.

HERITAGE

Goal: Build on Longview's historical significance and heritage.

Objectives:

- Preserve historic buildings that can be maintained and add cultural value to the community.
- Develop a public arts initiative to help promote the community's heritage.
- Encourage and support the identification and designation of historic districts, sites, and landmarks where significant cultural, architectural, and historical characteristics prevail.
- Enhance the architectural, historical, cultural, and landscape features that are important to neighborhood identity and spirit by encouraging the adoption of development standards, zoning, and financial incentives targeted towards neighborhoods.
- Identify development and planning strategies that are compatible with and capitalize upon the presence of historic buildings and places.
- Enhance and enforce aesthetic ordinances for historic buildings.



NATURAL BEAUTY

Goal: Enhance Longview's natural beauty and preserve its natural resources.

Objectives:

- Preserve indigenous pine trees, native canopy trees and increase landscaping along major view corridors.
- Improve gateways and entry corridors for visitors to enhance community image.
- Create a positive and identifiable image of Longview along the IH-20 corridor.
- Preserve, restore, or rehabilitate land areas that have been identified as natural resources and amenities.
- Utilize and promote sustainable development practices.
- Demolish dilapidated buildings in commercial and neighborhood districts.

FOCUSING ON FAMILIES

Goal: Create a thriving city that attracts people of all ages, provides opportunities to young professionals and graduates to stay in Longview, allows young people to be engaged, and fosters a family-friendly atmosphere.

Objectives:

- Encourage programs, events, amenities, and land uses that benefit families.
- Seek development of additional family-friendly entertainment venues and recreational amenities.
- Promote the organization and development of young professional groups.
- Improve the young professional experience in the areas of arts, sports and entertainment, careers, neighborhoods and transportation.



HEALTHY LIVING

Goal: Provide opportunities and healthy choices for Longview's citizens.

Objectives:

- Seek development of healthy food options including grocery stores, community gardens, farmer's markets, and specialty food stores.
- Continue to expand the trail system to connect neighborhoods with parks and other amenities.
- Create a policy for funding and implementation of sidewalks and connectivity with new development.
- Increase access to non-motorized transportation options to promote healthy living.
- Add bike lanes that connect to major activity generators (LeTourneau University, Downtown, Maude Cobb Center, etc.).
- Develop an annual health and wellness fair to promote healthy living and activities.



SAFE

Goal: Ensure adequate facilities and services to maintain safety for Longview's visitors, residents and workers.

Objectives:

- Increase the feeling of safety in the Downtown and southside residential neighborhoods.
- Design key streets and high traffic pedestrian areas to include sidewalks and other pedestrian-friendly amenities.
- Improve and maintain older existing street networks.
- Provide the necessary and appropriate technology, buildings, equipment and personnel for delivery of quality services now and in the future.

WELCOMING ENVIRONMENT

Goal: Strengthen Longview's image, identity and character to foster a distinctive and appealing place to live and visit.

Objectives:

- Establish a community image theme with participation of residents, business owners and property owners.
- Develop gateway and main corridor standards and themes that generate a positive first impression.
- Develop an incentive program to encourage business owners to use landscaping and other design aesthetics to beautify their buildings, entrances and parking lots.
- Provide incentives for developers to minimize monotonous and repetitive residential design.

ATTRACT VIBRANT PEOPLE

Goal: Invest in designated areas to create an urban mixed-use environment to attract people and create a sense of place.

Objectives:

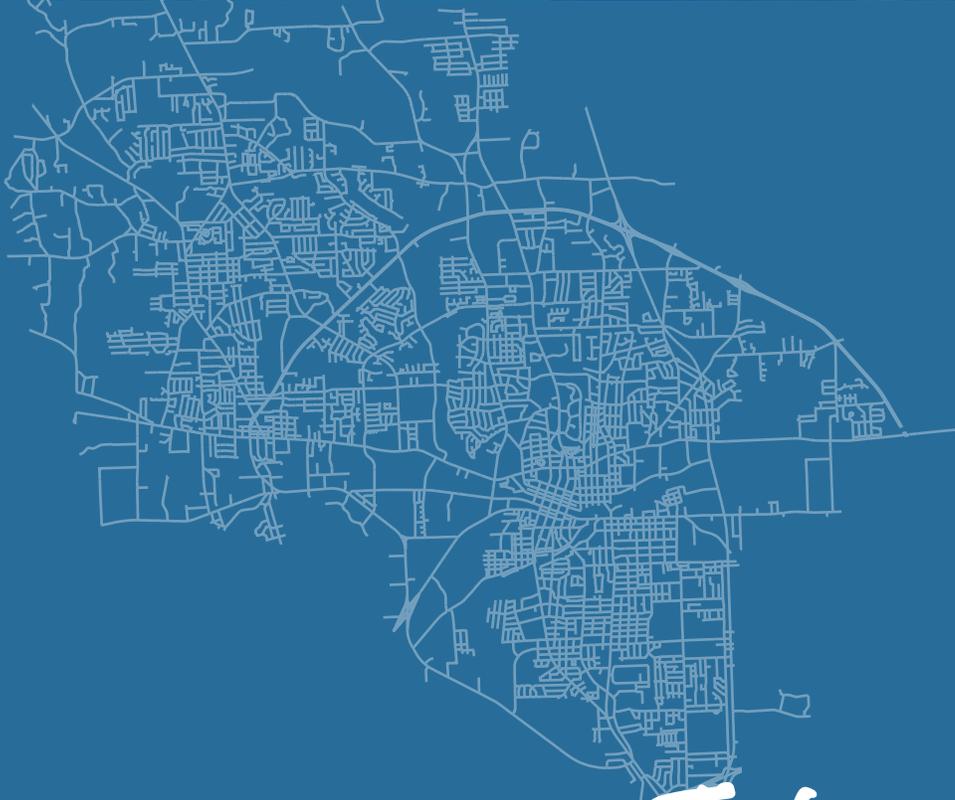
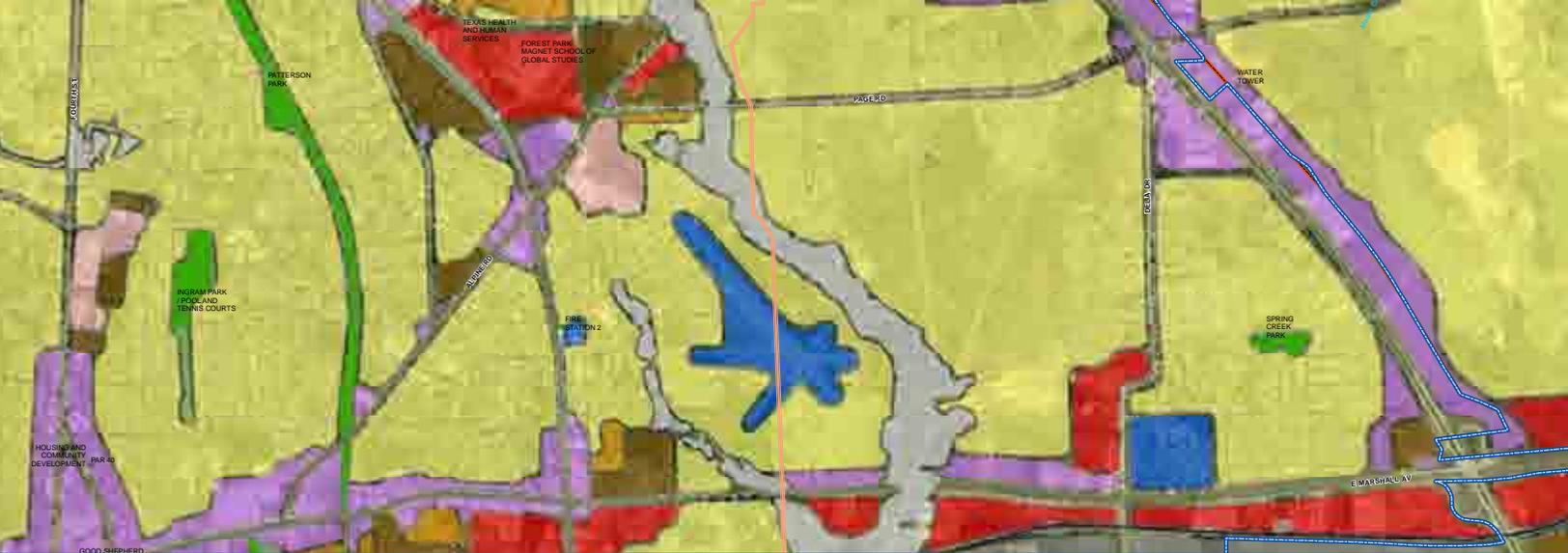
- Revitalize distressed commercial corridors to attract new investment and activity.
- Include improved signage in beautification efforts to direct residents and visitors to activity areas and Downtown.
- Strengthen the existing uses located in Downtown, while encouraging the adaptive reuse of vacant building spaces for new and complementary uses.
- Support the activities and developments that draw persons from outside the area to Downtown for the purpose of entertainment, sightseeing and shopping and living.
- Support development of unique restaurants and entertainment that cater to young adults.
- Encourage redevelopment and investment near LeTourneau University and surrounding areas.

HOME

Goal: Be a community that instills passion and pride for the love of its city and where all citizens are proud to call Longview their HOME.

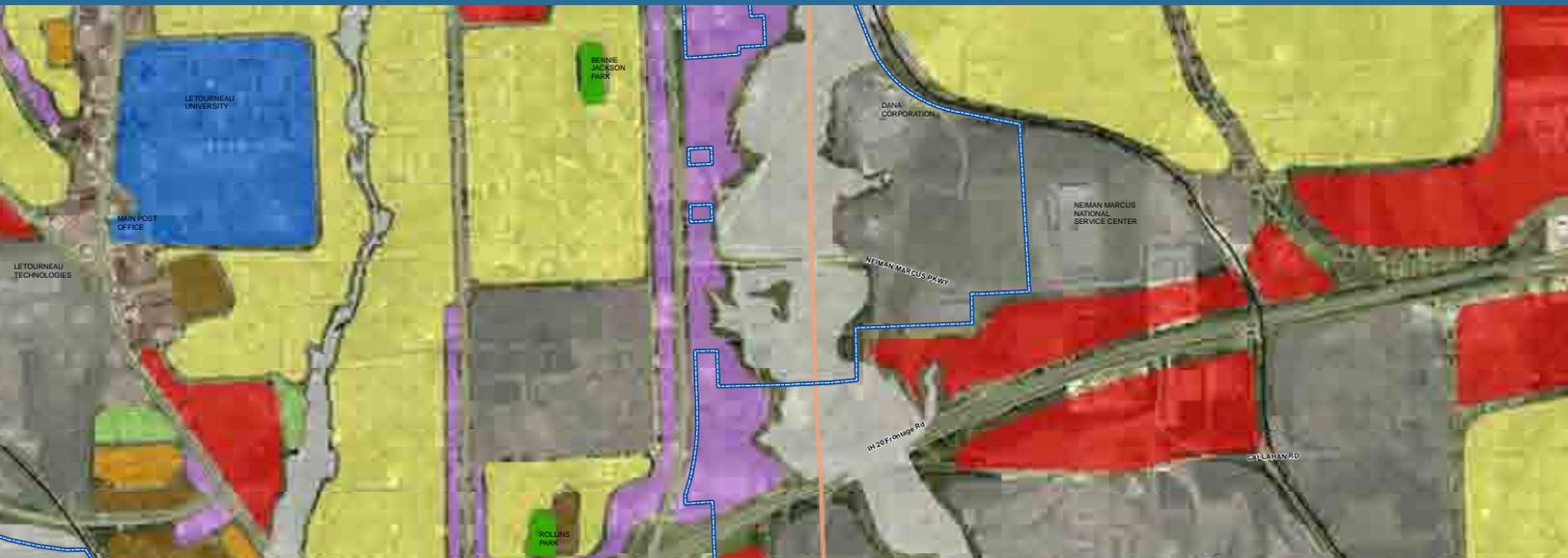
Objectives:

- Promote *can-do* attitude of Longview by supporting religious, non-profit, charitable, and service organizations.
- Maintain small town, friendly atmosphere even as Longview grows and matures.
- Promote neighborhood stability within South Longview Incentive Program (SLIP) neighborhoods through a coordinated strategy that addresses housing, neighborhood economic development, infrastructure, cultural programs, and human services.
- Remain active in engaging the community and communicating projects, events, and city-wide information.



3

Future Land Use



Chapter 3: Future Land Use

OVERVIEW

In communities worldwide, the use of land is a critical factor in the way people live and work. In the cities of the United States, most property is held in private ownership. As a result, there are three aspects of land use that must be considered and balanced. First the owner should be able to build structures and make other improvements that enable them to use their property. Second, the adjacent property owners should be assured that their properties and lives will not be negatively impacted by the actions of the property owner. Third, all property owners in a community have a shared interest in ensuring that the property held in common (such as public land) and the cumulative results of all individual land use decisions create a community that is a stable and desirable place to live and work.

The Future Land Use Element of the Comprehensive Plan sets the public policy direction for the use of land in Longview and its Extraterritorial Jurisdiction (ETJ). The major ideas guiding this policy direction are explained in the discussion herein. The Future Land Use Element goals and policies explain the community's objectives about development, use and redevelopment of land. The Future Land Use Map provides a geographic application of these policies to the areas within the City and ETJ. A final section in the Future Land Use Chapter describes the way this policy direction should be used in the review of individual development proposals.

The right of a municipality to manage and regulate land use is rooted in its need to protect the health, safety and welfare of local citizens. The first step in establishing the guidelines for such management and regulation is the Comprehensive Plan. Although it is one component of the Comprehensive Plan, the significance of the Future Land Use Plan text and map cannot be overstated. Similar to the way in which a road map serves as a guide to a particular destination, the Future Land Use Plan should serve Longview as a guide to its particular, unique vision for the future. Each mile driven that is represented on a map can also be compared to each individual decision that the City makes with regard to land use and zoning; these individual decisions can either lead to or detract from the City attaining its vision. In order to provide the most complete map possible, the Future Land Use Plan establishes an overall framework for the preferred pattern based principally on balanced, compatible, and diversified land uses. Graphically depicted in Figure 9 and Figure 11, the Future Land Use Plan should ultimately be implemented through the City's policy and development decisions. It is important to note that the Future Land Use Plan is not a zoning map, which legally regulates specific development requirements on individual parcels.

THE COMPATIBILITY OF LAND USES

Compatibility of land uses has long been an important consideration. In fact, zoning was originally recognized as a public, health, safety, welfare issue due to the need to separate incompatible land uses. Therefore, an important consideration of this Future Land Use Plan is to guide the allocation of land uses in a pattern that is intended to produce greater compatibility between the different types of land use. As shown on Figure 8, the more intense the type of nonresidential land use is, the less compatible the land use is with residential uses. In general, office uses and small (neighborhood) retail establishments adjacent to residential uses create positive relationships in terms of compatibility; these are considered lower intensity land uses. There are many techniques, including buffering, screening, and landscaping, that can be implemented through zoning and subdivision regulation that would help increase compatibility between different land uses. Specific consideration should be given to how the various types of land use relate to one another within the development as well as to how the overall development relates to the existing land uses surrounding it.

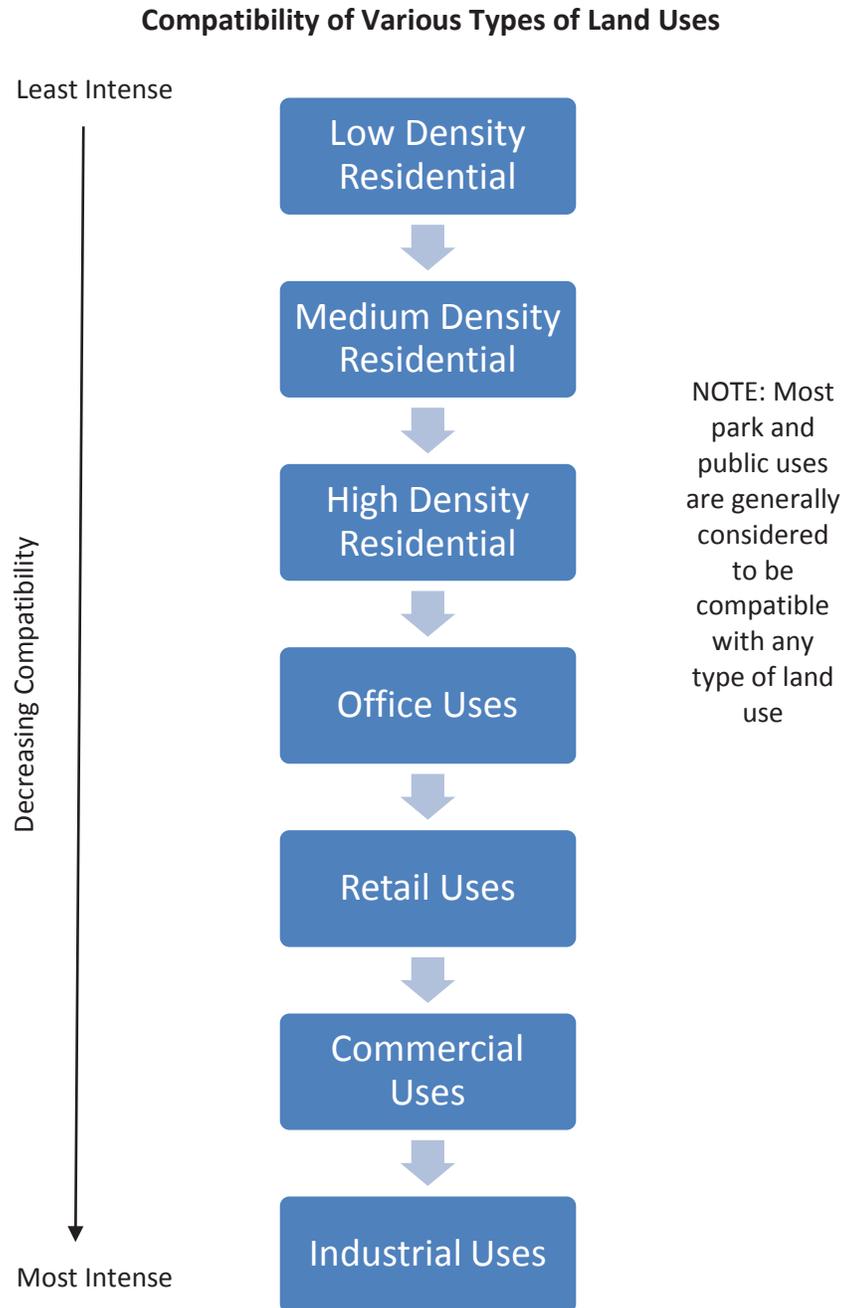


Figure 8: Compatibility Land Use Chart

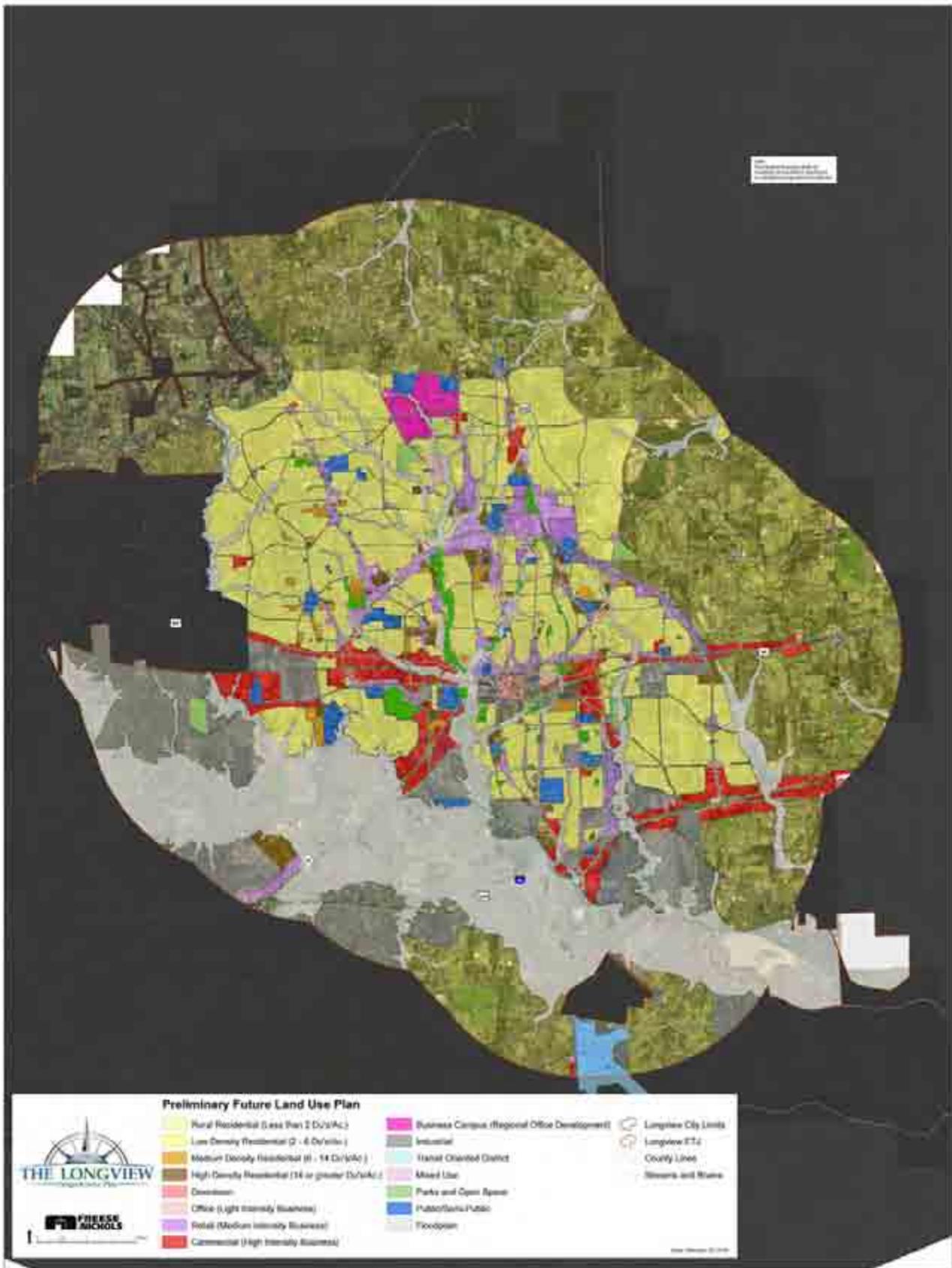


Figure 9: Future Land Use Plan

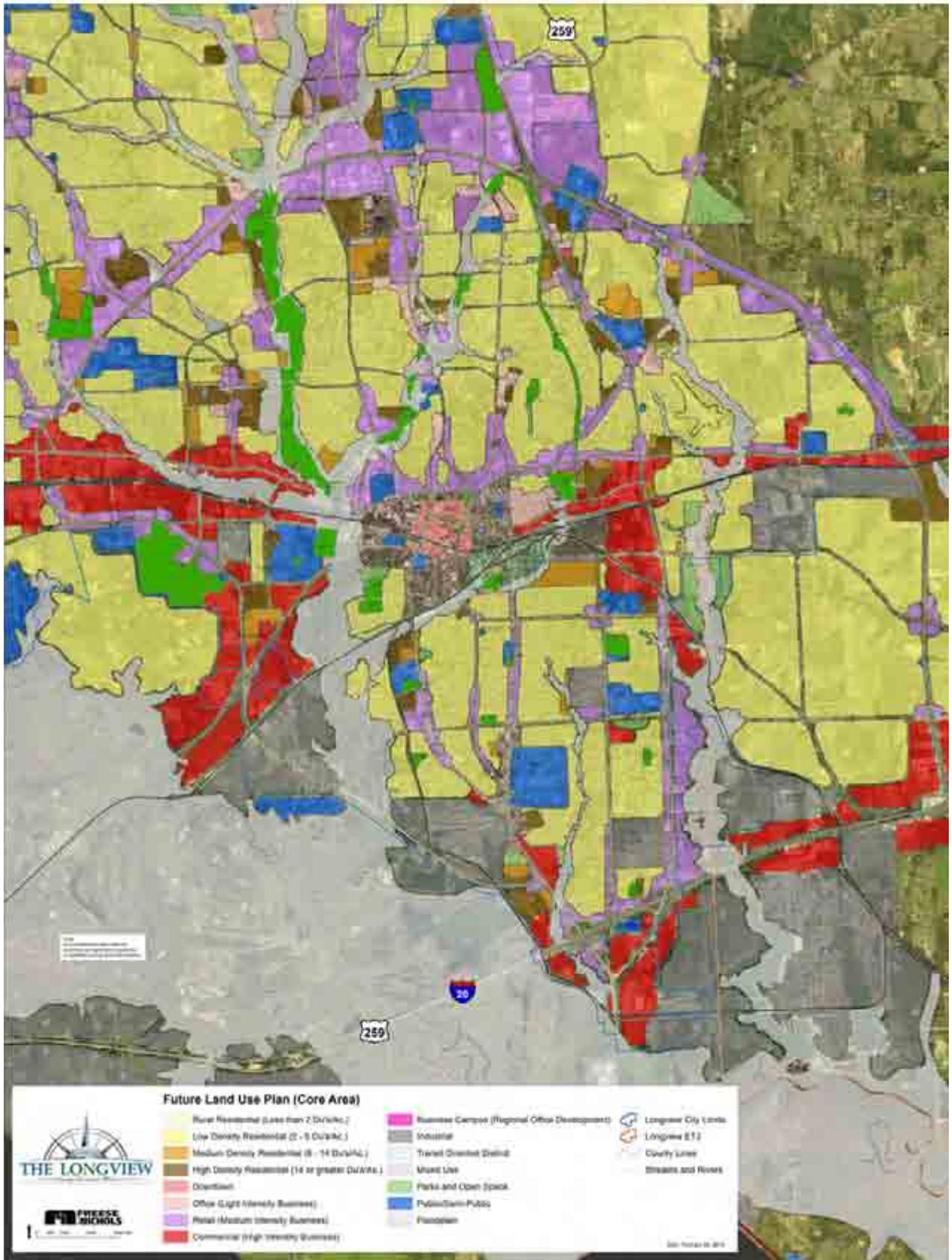


Figure 10: Future Land Use Plan - Core Area

Issues Affecting Longview

The following are considered the most important issues regarding future land use in Longview.

1. The Edge – Suburban Expansion is occurring north and east. It will be important for Longview to guide this growth in a positive manner.
2. Infill – Although Longview has been expanding outward in some areas, infill development and redevelopment will be important strategic actions. Many areas already have infrastructure and close community services. South Longview offers a tremendous opportunity for redevelopment.
3. Corridors – In the past many of Longview’s corridors have been developed as nonresidential. Although this style of development has occurred over many years, it is generally not sustainable and a different approach should be considered along future corridors.
4. Downtown – Many improvements have been made in Downtown but much more is needed to make it a truly vibrant center.
5. Development in the ETJ – Development is now occurring in the ETJ, especially east. These developments will affect adjacent development in the City Limits.
6. New Industry – As new industry seeks to locate in the Longview region it will be important to have choices for larger new sites.
7. Fiscal Balance – Longview’s Land Use pattern is its prime revenue source. Therefore a good balance of new Land uses will aid in its fiscal health.
8. The Front Door – There are several key entrances or gateways into Longview. It will be important to have a positive appearance for these areas. This includes quality land use.

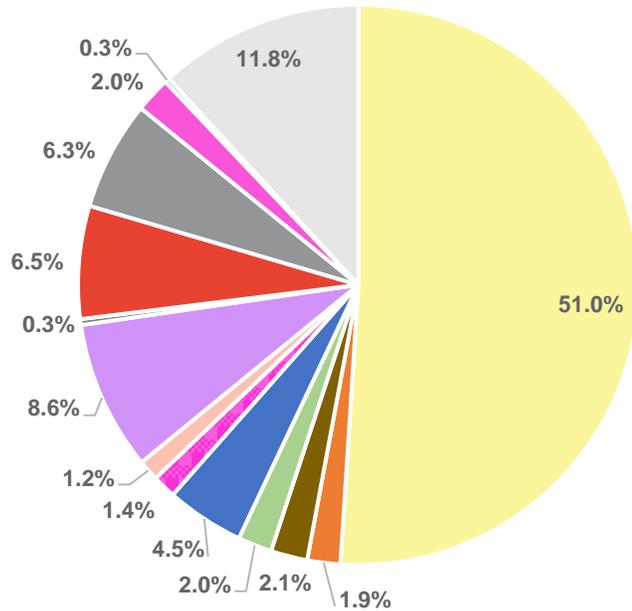
A DIVERSIFIED LAND USE PATTERN KEY TO FISCAL BALANCE

Future Land uses in this element have been recommended based on three principal factors:

1) recognizing existing land uses by ensuring compatibility, 2) maximizing nonresidential land uses, and 3) creating an overall balanced land use pattern. Knowledge of the recommended future land use can help the City apply zoning regulations accordingly. This knowledge can also help the City ensure there are adequate public facilities available, such as water, wastewater, police protection, and park facilities. The various chapters of this Comprehensive Plan address these needs and have been based in part on the Future Land Use Plan. The following sections describe the future land use in more detail.

Land Use Category	Acres	Percent
Residential Uses	16,871	55.0%
Low Density Residential	15,638	51.0%
Medium Density Residential	584	1.9%
High Density Residential	649	2.1%
Public Uses	1,983	6.5%
Parks & Open Space	603	2.0%
Public/Semi-Public	1,380	4.5%
Non Residential Uses	11,797	38.5%
Office	370	1.2%
Retail	2,644	8.6%
Mixed Use	417	1.4%
Central Business District	104	0.3%
Commercial	1,996	6.5%
Industrial	1,934	6.3%
Business Campus	626	2.0%
TOD	83	0.3%
Floodplain	3,623	11.8%
Total Acreage Within the City Limits	30,651	100.0%

Table 10: Future Land Use Category



- Low Density Residential
- Medium Density Residential
- High Density Residential
- Parks & Open Space
- Public/Semi-Public
- Mixed Use
- Office
- Retail
- Central Business District
- Commercial
- Industrial
- Business Campus
- TOD
- Floodplain

Figure 11: Future Land Use Pie Chart

Land Use Category	Acres	Percent
Residential Uses	46,903	57.5%
Low Density Residential	46,451	56.9%
Medium Density Residential	102	0.1%
High Density Residential	350	0.4%
Public Uses	1,025	1.3%
Parks & Open Space	274	0.3%
Public/Semi-Public	751	0.9%
Non Residential Uses	33,708	41.3%
Retail	734	0.9%
Commercial	1,977	2.4%
Industrial	7,930	9.7%
Business Campus	34	0.0%
Floodplain	23,033	28.2%
Total Acreage Within the ETJ	81,636	100.0%

Table 11: Future Land Use within the ETJ

Residential Land Uses

Residential land uses are currently the predominate use within the City, and it is recommended within the Future Land Use Plan to continue this trend. It should be noted that low density residential land uses can be buffered from nonresidential uses with medium and high density residential land uses. The following sections discuss specific aspects of the recommended residential land uses within Longview and its ETJ.



Low-Density Residential Land Use

This use is representative of traditional, single family detached dwelling units. Of the residential categories, it is recommended that low density residential continue to account for the largest percentage. The areas designated for low density residential land use are generally not adjacent to incompatible land uses, and are in proximity to existing single family residential land use. Although all single family areas have been labeled low density, the City should strive for a range of lot sizes to develop, and should reinforce this by providing a choice of several single family zoning districts with various lot sizes in the Longview Zoning Ordinance. For the purpose of discussing Longview's ultimate population capacity, low density residential areas have been calculated at three dwelling units per gross acre within the City limits, and 2.5 units per gross acre within the ETJ.



Medium Density Residential Land Use

This use is representative of two-family attached dwelling units, such as duplex units and townhomes. Medium density land uses often provide areas for empty nesters who may not want the maintenance of a large-lot single family home, and for young families who may find a townhome or duplex more affordable than a single family home. It is anticipated that new areas for medium density land use will be developed in the future. The City should consider each proposed medium density development on its own merit, but also generally on the following:

- Patio homes or townhomes provide a buffer between single family land uses and higher intensity land uses, such as multifamily or nonresidential
- Patio homes or townhomes provide a buffer between single family land uses and higher intensity land uses and major thoroughfares or collectors
- Land proposed for development of patio homes or townhomes should be located in proximity to an arterial or collector roadway



High Density Residential Land Uses

Traditional apartment-type units in attached living complexes characterize high density residential land use. There are currently a number of high density residential areas within Longview and future areas that have been recommended for high density are also shown. It should also be noted that medium density uses should also be permitted in any area designated for high density use. In order to ensure that multifamily areas are designed to a high standard in the future, the City should consider incorporating design guidelines into the appropriate section of the Longview Zoning Ordinance.

Park & Open Space Land Uses

This land use designation is provided to identify all public parks and open spaces within Longview. A community's park system is key to a high quality of life. The City has recognized this not only through its allocation of significant park areas, but also by the fact that a Park Recreation and Open Space Plan for Longview has been incorporated as part of this Comprehensive Plan. The Plan addresses specific future park locations, local park and open space needs, and other recreational related issues, as well as funding mechanisms. It is intended to help Longview meet the park and recreation needs of its citizens as it continues to grow in population over the next two decades.



Public/Semi-Public Land Uses

This land use designation is representative of uses that are educational, governmental or institutional in nature. Public/semi-public uses are generally permitted within any area; therefore, the areas shown on the Future Land Use Plan map include the related uses that are currently in existence. However, it is anticipated that there will be a need for additional public uses with future population growth. The City should remain aware of necessary increases in police and fire protection based on population growth and of potential needed increases in space and personnel for city administration. The Public Facilities Assessment addresses some of Longview's anticipated public facility needs based on the population projections made within this Future Land Use Plan. Further, locational recommendations for those facilities have been included.



Non-Residential Land Uses

Generally, residents of a community should be able to live, work, and recreate all within the community itself; the existence of nonresidential uses allows this to occur. These uses provide a positive element for residents, and the community as a whole. A key benefit is the tax base and revenue that is provided by nonresidential uses. Citizens of Longview should not have to travel to other cities in order to meet their needs for employment, goods, or services; as these needs should be met within the City. Therefore, several areas of the City have been recommended for various types of nonresidential use, primarily dependent on the area's location and proximity to other types of land use. The following sections discuss specific aspects of the recommended nonresidential land uses within Longview and its ETJ.



Office Land Uses (Light Intensity Business)

Today, office uses in Longview are generally located intermittently between retail and commercial uses throughout the City. Office land uses are generally appropriate in all other nonresidential areas of the City, such as along Loop 281 where many offices exist today. Office development is generally compatible with any adjacent residential area. Office uses are also appropriate within the Central Business area.



Retail Land Uses

Retail land uses are intended to provide for a variety of retail trade, personal, and business services establishments. Retail establishments generally require greater visibility than do other types of nonresidential land use (e.g. office, commercial). In response to this need, retail land uses have been designated in the higher traffic areas of Longview, with concentrated retail uses recommended along IH-20, along Loop 281, and at major intersections. However, the type of retail that develops in each of these areas will likely be different, as described in the following sections.

Interstate Highway 20 – A Regional Retail Corridor

Interstate Highway 20 (IH-20) has currently been developed with various types of retail and commercial. Much of the Interstate corridor is a flood plain hence much of Longview's retail will be along the eastern portion of Longview planning area. Generally, regional retail uses draw from a service area radius of five miles or more, depending on the actual use. For example, a large single-item retailer may draw from a 5-mile radius, while a shopping mall may draw from a radius of more than 15 miles. Another example of a regional retail use is a fitness center which draws from about a 5-mile area. It is anticipated that the IH-20 Corridor will continue to develop with retail and commercial uses intended to serve a larger population than Longview itself provides. It is important to note that this retail corridor (as well as its loop) is capturing sales tax dollars from people traveling from adjacent localities, thereby increasing the City's sales tax revenue. The continued opportunities for regional retail development have potential a positive financial impacts on Longview. Examples of regional retail uses include:

- Multi-item big box retailers, such as Target, Walmart, Sam's or Costco
- Single-item retailers, such as restaurants
- An outlet mall
- Recreation, entertainment and fitness uses, such as movie theaters, indoor amusement uses
- Hardware stores, such as Lowe's and Home Depot
- Food stores such as H.E.B.
- Clothing retailers, such as Kohl's or a similar department store
- Pet-item retailers, such as PetsMart or Petco
- Sporting goods retailers, such as Academy
- Hotels and motels

Smaller scale retail uses that serve a regional population and therefore would be appropriate within the IH-20 corridor include coffee shops, such as Starbucks, and dine-in restaurants.



Neighborhood Retail Nodes

The Future Land Use Plan map identifies various intersections within the City and ETJ where small concentrations of retail uses are located. These areas, which may be termed neighborhood retail nodes, are intended to support limited or light retail activity primarily serving nearby residential areas within a one-mile radius. Examples of uses that would be located within retail nodes include:

- Convenience stores
- Beauty salons
- Dry cleaners
- Coffee shops
- Day care centers
- Small grocery/pharmacy stores
- Small restaurants, fast food, etc.



As with office land uses are in close proximity to residential areas, retail uses within these nodes should be designed in a manner compatible with residential land uses; this will allow them to buffer adjacent low density residential areas from major thoroughfares. Several other areas have been designated for future retail development, as shown on the map. Retail uses are generally appropriate in areas designated for higher-intensity nonresidential land uses, specifically in commercial and industrial areas. It should be noted that development in close proximity to major intersections will become increasingly important in terms of tax revenue for the City as the local population continues to grow. Therefore, the City should protect optimal locations for retail development, as property at these locations should not be developed as residential or commercial, when all of the characteristics of a prime retail location exist. This is further discussed within the Administration of the Future Land Use Plan section later within this chapter.



Central Business District (Downtown)

The Central Business District area designated on the future Land Use Plan map represents the area of the City commonly known as Downtown Longview. Downtown has been a significant area within the City since its incorporation. Many Texas cities have been struggling to keep downtown areas vital and prospering. The City has prepared several plans for the Downtown area and the past. The City has been using these plans to guide decisions for Downtown with regard to aesthetics, land use, the real estate market, and economics. It is recommended that land uses continue to be oriented toward public/semi-public, retail, and office uses. Some office uses should also be encouraged, especially on upper floors. In addition, residential apartment-type units should be allowed on the upper floors of retail and office buildings. Restaurants and entertainment-based uses would also help create activity Downtown.



Commercial Land Uses (High Intensity Business)

Areas designated for commercial land use are intended for a variety of commercial uses and establishments. These may require outside storage, product display and sales. Examples of such uses include automobile-related services and dealerships. Commercial uses often locate along major thoroughfares because they have a need for increased accessibility. The challenge lies in the fact that some commercial uses generally have a greater need for outside storage areas, which tend to lessen the visual quality of major thoroughfares.

For areas in which commercial uses have been recommended along IH-20 and SH-80, increased design-related guidelines should be applied to future commercial development within close proximity of these corridors (e.g. 100 feet). This could be done with an overlay district, and would help to ensure these commercial uses do not detract from the positive aesthetic quality of Longview along this high-traffic thoroughfare. These guidelines should, at a minimum, require 1) open storage areas to be buffered and/or screened from public view; and 2) building facades to be of masonry material.

Within recommended commercial areas, office uses and retail uses should be permitted as well; however, commercial uses should generally not be permitted within office or retail areas. Commercial uses should be permitted within industrial areas, provided they are properly buffered from less-intense uses and follow the guidelines previously recommended.



Industrial Land Uses

The industrial land use designation is applied to areas intended for a range of heavy commercial, assembly, warehousing, and manufacturing uses. Large tracts of land with easy access to roadway and rail transportation are becoming increasingly hard to find for the industrial business community. Several large areas within Longview and the ETJ, all with proximity to railroad lines, have been recommended for industrial land use.

Examples of desirable uses within the designated industrial areas include research and technology complexes. It is recommended that the City concentrate on attracting businesses engaging in light industrial-type activities contained within a building (i.e. a minimal amount of open storage), such as high-tech services, medical services, and software manufacturing. Such businesses tend to have many advantages, including employment and increased tax base.



Transit Oriented Development (TOD)

The area designated for Transit Oriented Development (TOD) along the BNSF Railroad is intended to enhance the relationship between land use and transportation by focusing on design, layout and intensity of use. This area is situated on the south side of the railroad line south of downtown. The present plan for this area includes co-location of a new central transit station with the Amtrak Rail depot and supportive reuse surrounding the site. When combined with effective transit service, the neighborhood presents more walkable opportunities nearby and safe, comfortable options for routes to walk as well as destinations to walk to. In turn, the transit provides residents and workers in the area reliable transportation choices, extending their options, and supports the more intense use of land. In addition to transit access, characteristics of this land use type often include lower speed roads and narrower cross sections to encourage safe walking, a mix of residential uses within a quarter mile of the transit service, multistory residential, sidewalks buffered from roads, reduced parking and parking behind buildings, and a mix of uses to encourage options nearby to live, work, and play. They may also include adaptive reuse of existing buildings, design elements like awnings on buildings to protect residents from weather, pedestrian scaled lighting, benches, street trees and landscaping. Safe biking facilities like bike lanes and lower road speeds can extend the range of the TOD effective area and can further provide good alternatives to walking and driving short distances.



Mixed Use Description

Mixed Use Areas allow residents and workers the opportunity to utilize multiple land uses in very close proximity. The end goal is a synergy of uses in one area that captures some personal trips that would otherwise require an additional trip in a vehicle. Retail, commercial, residential and even civic uses can be combined on one site to take advantage of each other's characteristics and share infrastructure like key roadway access, site topography, water lines and drainage treatment, and proximity to activity centers. Tangible results can include reduced vehicle trips generated by the uses on the site and shared and even reduced parking needed if combined uses have separate peak use time periods. There are several designated Mixed Use areas designed around downtown and south along South High Street. Characteristics of Mixed Use areas include a required mix of land use types, particularly residential and retail, or commercial and retail, or all three. Often they are oriented vertically, with retail or commercial on the first floor and residential or office on the upper floors, but the areas can also have mixed uses on different lots. Since much of these areas are already platted, a new zoning district will be needed to allow the different uses to be constructed next to the existing ones.



Business Campus

The Business Campus area is located along George Richey Road west of Judson Road in north Longview. The area is the only area designed for this category. This area is intended to accommodate large campus style master planned corporate offices for major employers. Retail should be allowed but the primary purpose of this area is to provide a large enough land area to attract corporate style headquarters.

ADMINISTRATION OF THE FUTURE LAND USE PLAN

Development Proposals & the Future Land Use Plan

At times, the City will likely encounter development proposals that do not directly reflect the purpose and intent of the land use pattern shown on the Future Land Use Plan. Review of such development proposals should include the following considerations:

- Will the proposed change enhance the site and the surrounding area?
- Is the proposed change a better use than that recommended by the Future Land Use Plan?
- Will the proposed use impact adjacent residential areas in a negative manner? Or, will the proposed use be compatible with, and/or enhance, adjacent residential areas?
- Are uses adjacent to the proposed use similar in nature in terms of appearance, hours of operation, and other general aspects of compatibility?
- Does the proposed use present a significant benefit to the public health, safety and welfare of the community? Would it contribute to the City's long-term economic well-being?

Development proposals that are inconsistent with the Future Land Use Plan (or that do not meet its general intent) should be reviewed based upon the above questions and should be evaluated on their own merit. It should be incumbent upon the applicant to provide evidence that the proposal meets the aforementioned considerations and supports community goals and objectives as set forth within this Comprehensive Plan.

It is important to recognize that proposals contrary to the Plan could be an improvement over the uses shown on the Plan for a particular area. This may be due to changing market, development and/or economic trends that occur at some point in the future after the Plan is adopted. If such changes occur, and especially if there is a significant benefit to the City of Longview then these proposals should be approved, and the Future Land Use Plan should be amended accordingly.

Zoning and the Future Land Use Plan

Chapter 211 of the Texas Local Government Code states that *zoning regulations must be adopted in accordance with a comprehensive plan*. Consequently, a zoning map should reflect the Future Land Use Plan to the fullest extent possible.

Reactive Use of Zoning and the Plan

Approval of development proposals that are inconsistent with the Future Land Use Plan may result in inconsistency between the future Land Use Plan and zoning regulations. It is recommended that Longview amend the Future Land Use Plan prior to rezoning land that would result in such inconsistency. In order to expedite the process of amending the Future Land Use Plan to ensure zoning regulations correspond, the related amendment recommendation(s) could be forwarded simultaneously with the rezoning request(s). It is recommended that the City of Longview engage in regular review of the Future Land Use Plan to further Land Use Plan to further ensure that zoning is consistent and that the document and the map reflect all amendments made subsequent to the Plan's initial adoption. It should be noted that specific implementation measures related to zoning are addressed within the Implementation Strategies of this Comprehensive Plan.

Proactive Use of Zoning and the Plan

While the recommended Future Land Use Plan map herein was partially based on existing land use and the City's adopted zoning map, some areas within Longview conflict in terms of the way in which they are recommended to develop based on the Future Land Use Plan map and the way in which they are currently zoned. In certain instances, such inconsistency can be in the City's favor; this would be the case if the zoning map showed an area zoned as Agricultural, while the Future Land Use Plan showed the same area recommended for a nonresidential use. Such a reactive position can enable the City to rezone, thereby allowing the nonresidential use, when the particular proposed use is ideal for the location.

CONCLUSION

The recommendations contained herein should guide Longview future land use planning and related policies. It is important to note that the Future Land Use Plan is not the community's official zoning map. Rather, it is a guide to decision making in the context of the City's future land use patterns. The Future Land Use Plan should be used consistently and updated as needed. As coordinated, quality development continues in Longview over time. The official copy of the Future Land Use Plan map is on file at Longview's City Hall. The boundaries of land use categories as depicted on the official map should be used to determine the appropriate land use category for areas that are not clearly delineated on the smaller-scale Future Land Use Plan map contained within this Comprehensive Plan document.

FUTURE LAND USE STRATEGIES

GOAL: Be recognized as the most livable city in East Texas.

Objective: Provide excellent quality of life for residents and visitors.

Strategies:

- LU 1.1** Promote aesthetically pleasing designs for retail and commercial land uses that are located at major intersections as destinations in their own right, but also as corridor framing uses.
- LU 1.2** Allow medium density uses to be permitted in any area designated for high density use.
- LU 1.3** Encourage neighborhood retail nodes to develop at key intersections in order to serve the needs of adjacent neighborhood areas within an approximate one-mile radius.
- LU 1.4** Permit and encourage office and retail uses within recommended commercial areas.
- LU 1.5** Restrict higher intensity commercial uses within recommended industrial areas. They should not generally be permitted with recommended office or retail areas.
- LU 1.6** Preserve land along Longview's Loop and Interstate for retail and limited commercial land uses, as designated on the Future Land Use Plan map.



GOAL: Provide opportunities and healthy choices for Longview’s citizens.

Objective: Increase access to non-motorized transportation options to promote healthy living. Add bike lanes that connect to major activity generators (LeTourneau University, Downtown, Maude Cobb Center, etc.).

Strategies:

- LU 2.1** Locate uses adjacent to each other that are compatible and complimentary, such as residential and some nonresidential development. Offices and small (neighborhood) retail establishment should be adjacent to residential uses.
- LU 2.2** Encourage neighborhood retail nodes to develop at key intersections in order to serve the needs of adjacent neighborhood areas within an approximate one-mile radius.
- LU 2.3** Consider mixed use development, combining residential and nonresidential uses, based principally on 1) how the various types of land uses relate to one another within the development, and 2) how the overall development relates to the existing land uses surrounding it.
- LU 2.4** Encourage auto-oriented land uses such as drive-through conveniences to locate on major corridors with highway access, but discourage them in more residential and traditional neighborhoods.
- LU 2.5** Encourage site design that promotes walking and biking.

GOAL: Enhance Longview’s natural beauty and preserve its natural resources.

Objective: Utilize and promote sustainable development practices.

Strategies:

- LU 3.1** Buffer low density residential land uses (single family homes) from nonresidential uses with medium and high density residential land uses, wherever possible. Examples include building setbacks and orientation as well as taking advantage of existing topography and landscaping.
- LU 3.2** Promote location of regional retail land uses, those which generally draw from a service area greater than five miles, along IH-20 where existing transportation infrastructure supports them.
- LU 3.3** Consider site designs that promote retention of prominent, healthy trees or natural land features.
- LU 3.4** Strategically allow for development to occur where it is most appropriate to the surrounding land uses

GOAL: Strengthen Longview’s image, identity and character to foster a distinctive and appealing place to live and visit.

Objective: Establish a community image theme with participation of residents, business owners and property owners.

Strategies:

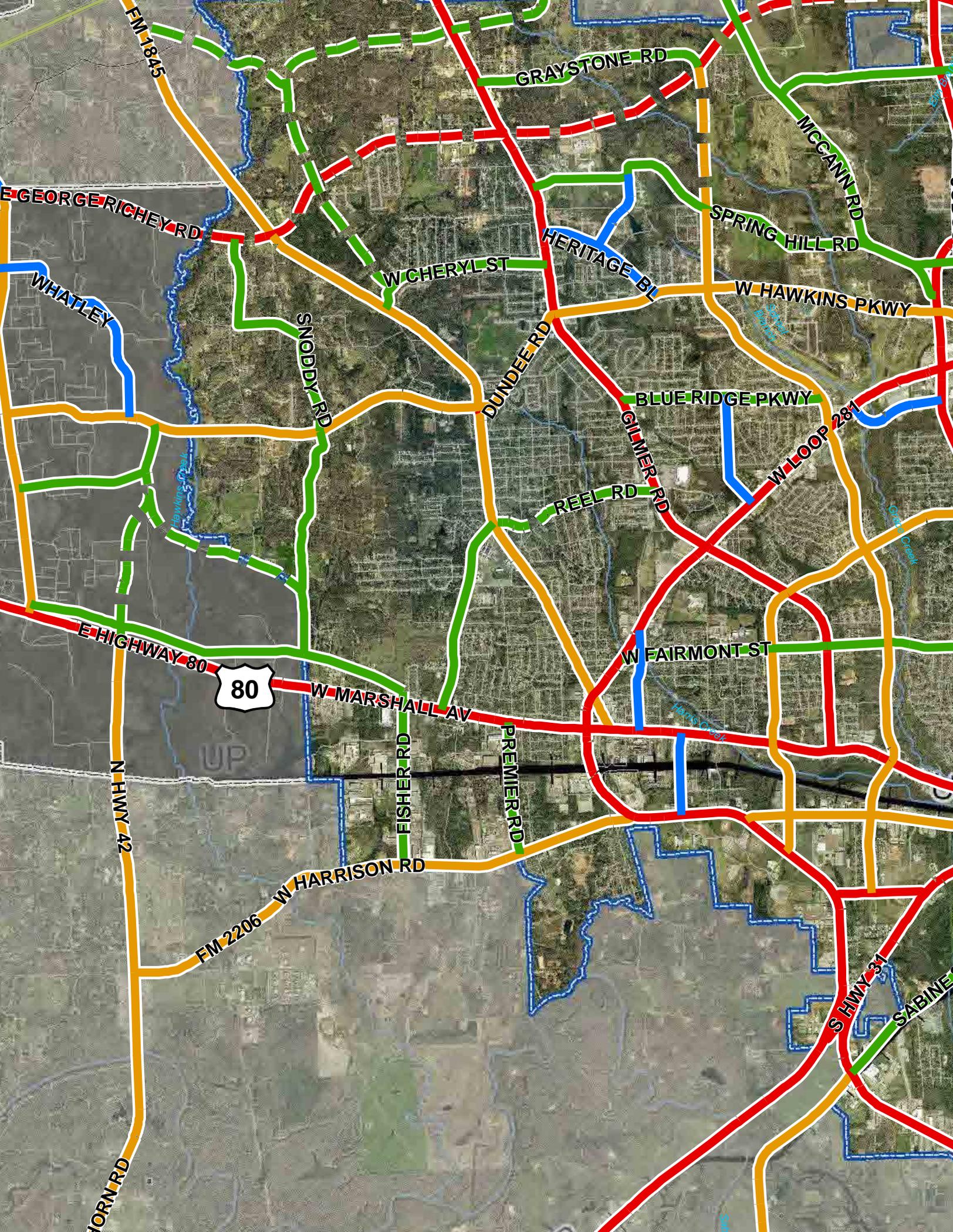
- LU 4.1** Encourage and promote residential uses within the City.
- LU 4.2** Consider and evaluate each proposed medium and high density development on its own merit, but also by using the criteria outlined within the Future Land Use Plan.
- LU 4.3** Incorporate design guidelines outlined within the Comprehensive Plan into the Zoning Ordinance in order to ensure that all future developments are designed to high standards.

GOAL: Foster a strong and diverse economy that provides a full range of employment and economic choices.

Objective: Encourage infill and redevelopment in strategic areas to accommodate expected increases in population and employment.

Strategies:

- LU 5.1** As development moves outward from its present boundaries, Longview should ensure that appropriate high quality design standards are in place.
- LU 5.2** Utilities in Longview should not be extended into the ETJ unless the area proposed for development is annexed or has an approved developer agreement.
- LU 5.3** The City should develop a small area plan and market assessment to determine specific steps for revitalization of South Longview.
- LU 5.4** The City should not permit linear or strip type development patterns except for major existing corridors (i.e. Loop 281, IH 20, etc.).
- LU 5.5** Prepare a Downtown Master Plan to determine specific actions to continue revitalization of Downtown.
- LU 5.6** Large industrial areas identified in the eastern portions near Longview that have rail and highway access should be considered for new land uses.
- LU 5.7** Establish Entry and Corridor Maintenance Plan to ensure high quality visual aesthetics of major entry points and key corridors.



FM 1845

GRAYSTONE RD

MCGANN RD

E GEORGE RICHEY RD

SPRING HILL RD

WHATLEY

W CHERYL ST

HERITAGE BL

W HAWKINS PKWY

SNODDY RD

DUNDEE RD

BLUE RIDGE PKWY

GILMER RD

W LOOP 281

REEL RD

E HIGHWAY 80

80

W MARSHALL AV

W FAIRMONT ST

N HWY 42

FISHER RD

PREMIER RD

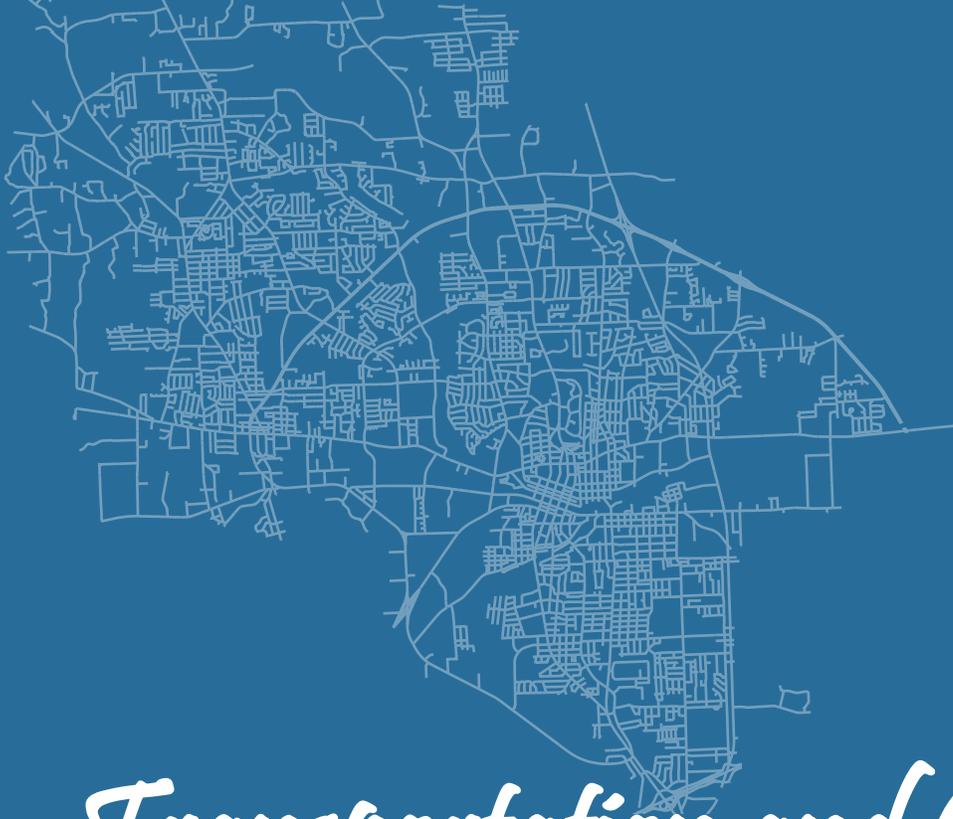
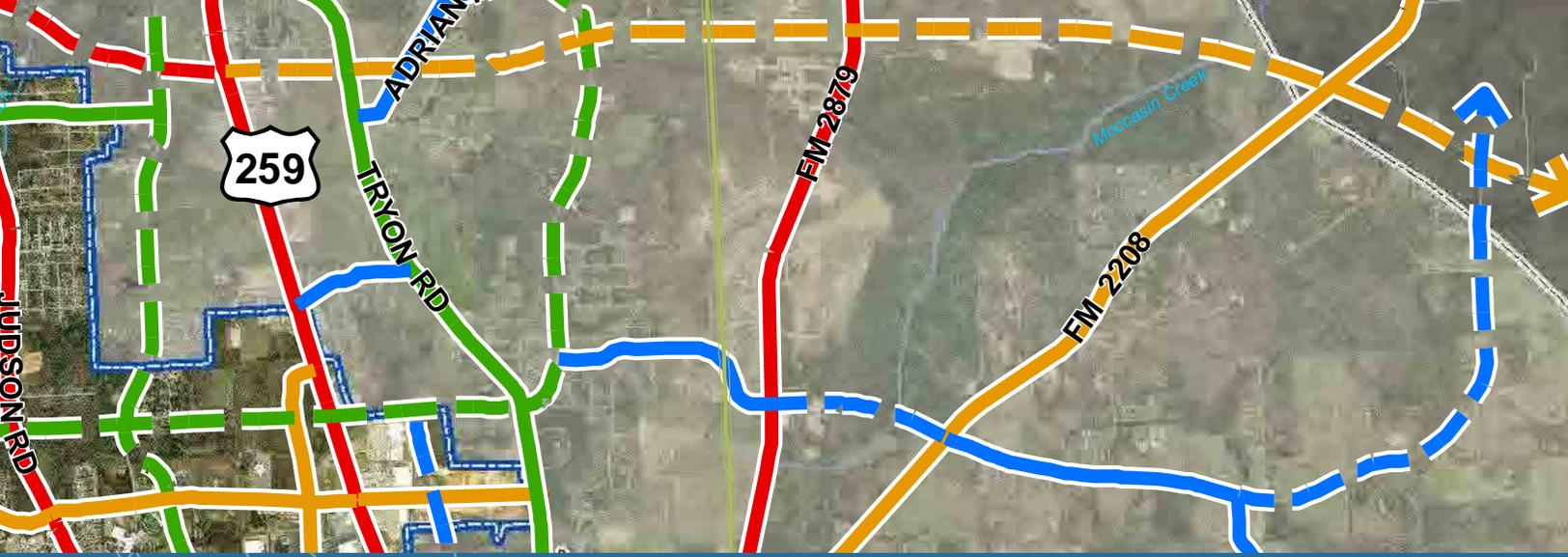
W HARRISON RD

FM 2206

S HWY 31

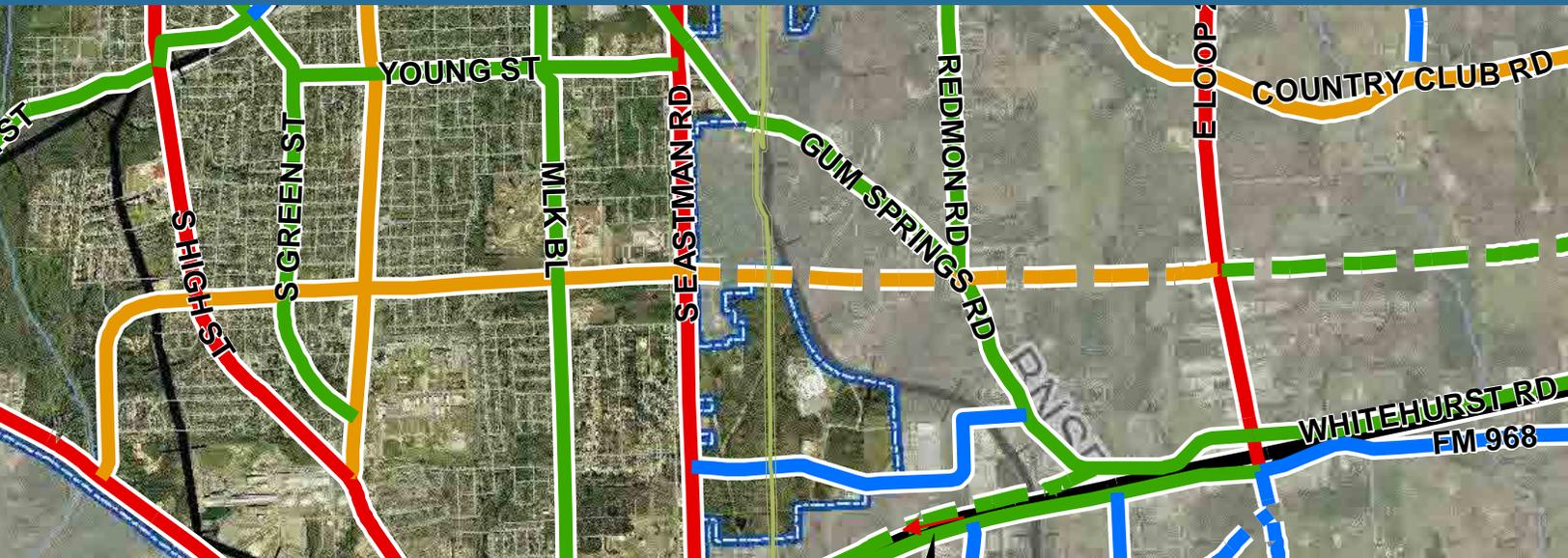
SABINE

W HORN RD



4

Transportation and Circulation



Chapter 4: Transportation and Circulation Plan

OVERVIEW

The thoroughfare system forms one of the most visible and permanent elements of a community. It establishes the framework for community growth and development and, along with the Future Land Use Plan, forms a long-range statement of public policy. As the alignment and right-of-way of major transportation facilities are established and adjacent property developed, it is difficult to facilitate system changes without significant financial impacts. However, by incorporating programmed land uses and densities of the Future Land Use Plan, strategies can be developed that maximize the land use/transportation relationship.

The changing social and economic climate dictates that an integrated network of transportation systems be considered to support and sustain viable long-term growth. In addition to vehicular mobility, transportation planning has expanded to include a broader range of considerations for transit, bike and pedestrian initiatives. The City has been moving towards this approach through coordinated multi-modal planning with the Longview Metropolitan Planning Organization (MPO), sustainable land planning strategies, transit, pedestrian and trails planning, as well as transportation planning through the North East Texas Regional Mobility Authority (NETRMA.)



Example of a high-rated street design photo from the VCS exercise.

The Transportation and Circulation Plan will serve as a blueprint for future investment related decisions into the transportation system. Several key principles were recognized in the preparation of Plan recommendations and included:



Roadway with rural character and adjacent sidewalks.

- The thoroughfare network should be expanded to address continued growth and strategic initiatives of the community. The plan should consider potential MPO and NETRMA planning initiatives as part of thoroughfare network development.
- Longview should have safe and convenient internal circulation between neighborhoods, core community assets, and special areas. Transportation facilities should define rather than split residential areas in order to preserve neighborhood integrity.
- The thoroughfare network should consider and integrate multi-modal forms of travel to enhance transportation choices, as well as maximizing the carrying capacity of the system.
- The context of the community and adjacent land uses through which the roadway network traverses should also be considered. The transportation system should not only provide for mobility but support strategic land planning and economic development initiatives.

The Transportation and Circulation section of this Comprehensive Plan is intended to serve as a guide for transportation decisions within the City of Longview. It was developed based upon past transportation planning efforts, connectivity efforts on key thoroughfares with adjacent communities and input from the Comprehension Plan Advisory Committee (CPAC), City Staff and public input.

This Plan should be used as a reference when considering a wide range of growth and development related decisions as well as, when preparing Thoroughfare Plan amendments, update of Roadway Design Standards and/or any related ordinances. A proactive monitoring process of other regional transportation planning and/or regional growth initiatives should also be conducted in order to assess implications to the current thoroughfare plan.

ISSUES AFFECTING LONGVIEW

A host of local mobility and congestion issues were identified as part of the public input process. Other key issues affecting the City include: regional planning initiatives, network expansion to address continued community growth, and planning to address strategic growth considerations.

Regional Planning Initiatives

Regional planning initiatives that stand to potentially affect mobility in Longview include: the Toll 49 Corridor, Dallas-to-Shreveport Regional Commuter Rail, and the IH-20 Corridor Study.

- Toll 49: The NETRMA has proposed the continuation of Toll 49 to connect the cities of Tyler, Longview, and Marshall. As a priority project, this corridor has been broken into ten segments for evaluation/implementation. Segments 1, 2, 3A, 3B, and 5 have already been completed. These segments provide connection from South Tyler to IH-20. Future segment 4 will act as a relief to the City of Lindale, connecting US-69 to IH-20.

The remaining segments 6, 7, 8, and 8A, are referred to as the East Texas Hourglass (ETHG) and corridor routing has not been finalized at this time due to potential impacts to existing communities within this study area. Three potential alignments have been identified although none traverse through the Longview ETJ.

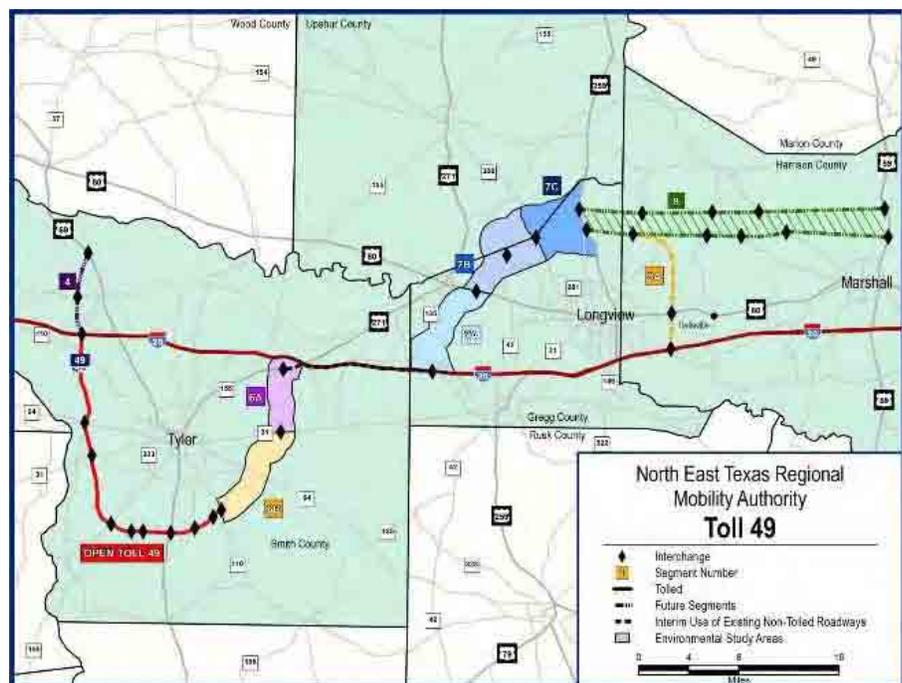


Figure 12: Toll 49

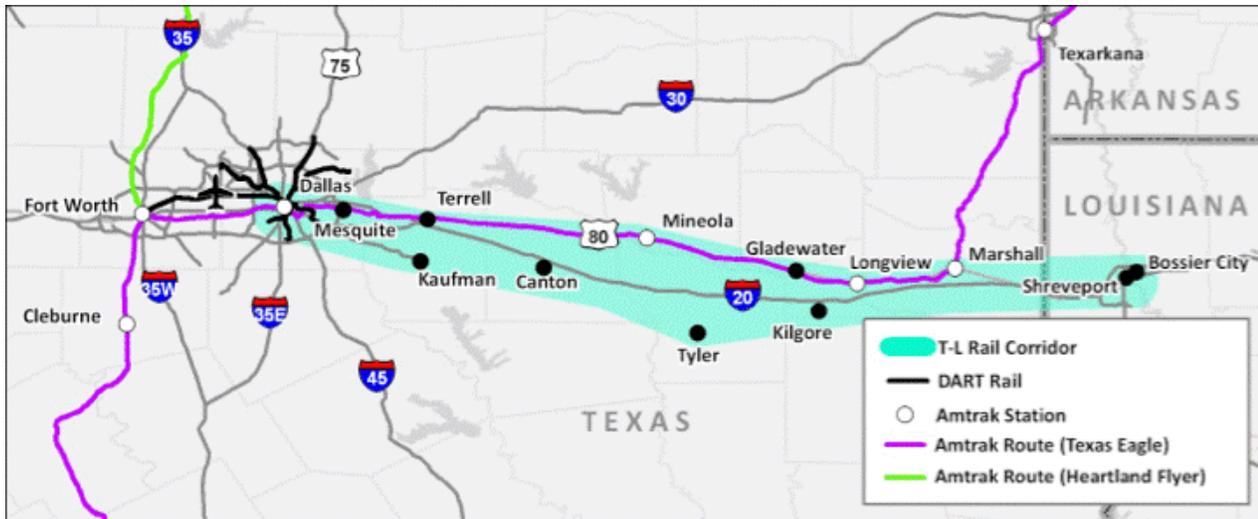


Figure 13: Regional Commuter Rail

- Regional Commuter Rail: In 2011, the Texas-Louisiana Rail Coalition (TLRC) was formed by NETRMA and Dallas Area Rapid Transit (DART) to discuss potential linking of East Texas and Louisiana to the DFW metropolitan area. This new east-west corridor will link the east Texas communities with the DART transit system and the Shreveport-Bossier Area.
- There are currently two studies underway to examine the feasibility of such a connection. The first is the Amtrak Corridor Study, conducted by East Texas Corridor Council (ETCC), TxDOT, TLRC, and East Texas Council of Governments. This study is examining capital and operating requirements for the addition of two round trips within the corridor. The second study, the TxDOT Statewide Ridership Analysis, is evaluating transit connectivity and level of service operations. Estimates of project costs and necessary funding will be determined as part of both studies.
- Interstate 20 (IH-20): TxDOT is currently conducting a corridor study of IH-20 from IH-635 in Dallas to the Texas/Louisiana Line. This study will determine the need for main lane facility expansion as well as needs for supporting frontage roads. Travel demand in East Texas within this corridor has grown by 80 percent since the 1970s with concerns of safety and capacity needs.

Another study of IH-20 is also being conducted by the City to examine gateway enhancements at the front door of the community. Currently, a variety of older land uses occupy much of the corridor and presents a poor image of the city. The desire is to create a more positive impression along this key corridor thereby encouraging motorists to stop in Longview. Currently, over 45,000 vehicles per day pass through this sector of the community.

Local Factors Affecting Mobility

Incomplete Radial Roadways

Loop 281 serves as a key radial corridor traversing the northern sector of the city. Extending from IH-20 in the southeast to FM 2206 (Harrison Road) in the west, Loop 281 offers a traditional radial connectivity to several US and state highways, prior to a series of tighter curvature bends before traversing SH-31 and culminating at South High Street. Currently, Loop 281 does not make a complete circle (due to avoidance of environmental constraints) and returns to IH-20 in relative close proximity (about 5 miles) from its origination point.

Lack of Sufficient East-West Connectivity

Generally, the roadway network offers more continuous north-south corridors than east-west corridors thereby limiting the ability for traffic to weave through the community as desired. As a result of discontinuous east-west corridors inside of Loop 281, north-south traffic is either forced to remain on north-south corridors or cut-through existing neighborhoods. Current existing development inhibits the ability to provide for continuous east-west connected corridors. Beyond Loop 281, two key east-west corridors offer lengthy connectivity, which are Hawkins Parkway and George Richey Road.

Discontinuous Collector Network

The supporting collector street network does not provide general connectivity with other collector facilities. In many cases, either the desire to promote a discontinuous network to limit through travel or existing development impeded the ability to connect the collector street network. The result is a series of off-set streets (jogs) to inhibit the ability of a major network to offer continuous flow thereby reducing corridor capacity. While existing development, or expense in right-of-way acquisition, in many cases would prevent realignment opportunities, as redevelopment occurs an eye should be kept towards creating such connections.

Excessive Driveways on Major Corridors

Development over time has created a situation of an excessive number of access points along major corridors. While properties have access rights to public corridors, the excessive number of driveways has reduced the carrying capacity of key corridors. As redevelopment occurs, sharing drives through the use of cross-access easements would reduce the number of curb cuts thereby enhancing the carrying capacity of the corridor.

Expanded Thoroughfare Network to Growth Areas

As Longview continues to grow to the north and northwest, a connected network of arterial and collector class facilities should be considered in order to enhance carrying capacity along key corridors. A supporting connected collector network would reduce corridor impedances on the arterial network, but also serve to provide for neighborhood connectivity as well as lower traveled corridors for bike/pedestrian opportunities.

Thoroughfare network expansion to the east would also serve to facilitate access/circulation to growth occurring in the eastern ETJ sector. A series of roadway enhancements involving the following streets would help to enhance mobility to/from this area:

- Expansion of East Birdsong Street to intersect with Loop 281
- Extension of FM 3317 to run parallel to FM 968
- Extension of Country Club Road to N. Page Road
- Extension of Smelley Road to the ETJ line
- Extension of Rupe Huffman Road beyond the ETJ
- Extension of East George Richey Road, beyond the ETJ
- Extension of Bar K Ranch Road to FM 2879
- Provide a connection of Country Club Road, East Birdsong Street, US-80, and Smelley Road
- Extend Country Club Road north of US-80 to connect with North Page Road

CURRENT TRANSPORTATION SYSTEMS

Regional Highways

There are six major highways that run through Longview and play a key role in providing current mobility to the city.

IH-20

This four-lane highway with limited frontage roads provides key regional mobility to and from the East Texas area. Carrying a daily volume of almost 46,000 vehicles, this corridor provides access to Loop 281, SH-31 and several key north-south arterials from High Street and Eastman Road.

US-259

US-259 is a highway that runs through Longview, from Nacogdoches, Texas to the state of Oklahoma. The highway acts as a connector from IH-20 to Oklahoma. The highway also connects high volumes of truck traffic from IH-20 to IH-30. The current daily traffic is about 18,000 vehicles north of Longview city limits. When the roadway gets within the City limits, the traffic grows to about 23,000 vehicles.

US-80

Providing initial access to Longview, this four-lane facility provides key east-west access to/ from the downtown area. This roadway currently carries between 22,000 and 31,000 vehicles daily within Loop 281. Beyond Loop 281, daily volumes fall below 20,000 in both the east and west and taper off the further away from Loop 281.

SH-31

The highway crosses IH-20 at mile marker 589. The intersection acts as the second major gateway to Longview for travelers coming from the west with about 28,000 vehicles daily. SH-31 runs from Longview to Waco, passing through Tyler. The roadway north of IH-20 is surrounded by nature. The highway runs over the Sabine River and is bounded by flood plains, which have prevented development in the area.

Loop 281

Loop 281 is a circumferential roadway of Longview that connects to IH-20. Loop 281 has become a highly developed roadway. The north side of the roadway (North Eastman Road to Pine Tree Road) has recently been expanded to a six-lane thoroughfare to help with the daily traffic of about 32,000 vehicles. This part is a commercial corridor. The east and west part of Loop 281 is developed with either industrial or large commercial companies, adding truck volume to the roadway. The current daily traffic for both areas is about 20,000 vehicles.

SH-300

SH-300 acts as a minor arterial to surrounding neighborhoods in northwest Longview. The highway connects to downtown Longview from the outskirts of the City. This highway extends about 13 miles beyond the Longview city limits into the City of Gilmer. The average daily traffic volume daily is 20,000 in town and decreases to about 10,000 outside the City limits.

Arterial Network

There are several other major and minor arterials that provide access and circulation throughout the community. Examples of such facilities include: Eastman Road, High Street/Judson Road, Mobberly Avenue, Cotton Street, Hawkins Parkway, and George Richey Road. These roadways connect or stem from the six regional highways previously identified and help distribute traffic to the local collectors and streets.

Transit Service

Bus transit service is provided by Longview's Transit. The current service plan offers six routes that operate on 60-minute headways and serve key locations throughout the city. Transit service is provided Monday-Friday from 6:15 AM- 7:15 PM, Saturday from 7:15 AM to 7:15 PM, and no service on Sunday. With hourly bus service, most passengers arrive early to the route to ensure they do not miss the bus. Currently, there are nearly 50 formal bus stops serving the transit network. However the department operates a flag-and-ride system, meaning a rider can stop and board/alight the bus at any point along its route.

From an operations perspective, the current practice for Longview's Transit is to pick-up and drop-off passengers at any point along bus routes. The existing bus shelters along the transit path indicate high bus utilization activities. The one-quarter mile radius surrounding the shelters need to be improved for pedestrians that are waiting for the Transit. For the safety of the pedestrians, it is ideal to separate pedestrians from vehicular traffic. Currently a large portion of the three corridors (Mobberly Avenue, Cotton Street and Fourth Street) lack sidewalks.

In 2013, a Pedestrian-Transit Access Study prepared by Freese and Nichols, Inc. was conducted to determine pedestrian access conditions along these three key corridors with the purpose of defining sidewalk needs to existing bus stops. The corridors evaluated included:

Mobberly Avenue

The corridor contains a mix of residential areas and commercial businesses. The residential areas are comprised of both single and multifamily units. The corridor is ethnically diverse and intersects several areas with low-income households. LeTourneau University is located on the route's southern edge and is a large contributor to ridership.

Cotton Street

The corridor passes through the City's downtown area and offers access to several businesses, some industrial in nature. At its western point, the route passes Lear Park, a large sporting venue within the City. This park does not currently contribute a large volume of ridership. The majority of transit use along the corridor is contributed by people accessing the downtown business district.

Fourth Street

This corridor provides riders access to many of the region's medical facilities. Near the Multimodal Center, the route passes by the Good Shepherd Medical Center and several other medical offices. As the route extends north, it goes through a large residential area, which is comprised of mostly single family residential development. Continuing northward, the corridor passes the Longview Regional Medical Center and a major retail area near Loop 281 281 intersection.



Recommended improvements to bus shelters, sidewalks and operations were provided as part of the study.

Passenger Transportation

Amtrak Service

The Longview station was built in 1940 by Texas and Pacific Railway. The station still operates today and has recently been renovated. Located in Downtown Longview, service is provided by Amtrak's Texas Eagle line. Two daily trains travel through Longview offering service to Chicago, Dallas, and San Antonio with connections to Los Angeles. It is also a connecting point for dedicated motorcoach service to/from Shreveport and Bossier City, Louisiana, as well as Nacogdoches, Houston and Galveston, Texas. Boarding and alighting records indicate that the Longview station was the fifth highest traveled station in the state with over 41,000 travelers in 2013.

Air Transportation

East Texas Regional Airport

The East Texas Regional Airport was constructed in 1945. The airport is located 9 miles south of Longview's business district. Currently, this general aviation airport serves a variety of needs including LeTourneau University's School of Aeronautical Science. The airport is used for military training operations as well. Commercial travel is provided through American Airlines with service to and from the Dallas-Fort Worth International (DFW) Airport twice a day. The airport hosts each summer one of Longview's biggest festivals, the Great Texas Balloon Race. People travel from all over to compete in the races or to watch the *balloon glow*.

Access to the East Texas Regional Airport is provided via SH-322 and SH-149. From Longview, both routes extend from Estes Parkway (SH-149). SH-322 and SH-149 are classified as principal arterials (four-lane facilities) and carry about 20,000 vehicles daily.

EXISTING CONDITIONS

An evaluation of Longview's existing transportation system was performed to serve as a basis in the development of the Thoroughfare Plan. Topic areas addressed in this analysis include; existing functional classification, existing traffic signal locations, existing and future major traffic generators, available TxDOT AADT volumes, and observations of existing traffic congestion as identified by the P&Z members.

Current Functional Classification

Functional street classification recognizes that streets are part of a system having diverse origins and destinations. Functional classifications also describe and reflect a set of characteristics common to all roadways within each class. Functions range from providing mobility for through traffic and major traffic flows, to providing access to specific properties. Characteristics unique to each classification include the degree of continuity, general capacity, and traffic control characteristics. Five general classes of roadways currently define Longview's thoroughfare network and include: highway, principal arterial, minor arterial, major collector and minor collector.

Traffic Volumes on Roadways in City

Existing Condition

An analysis of existing traffic volume was conducted to identify travel patterns and serve as a basis for identifying roadway needs. The latest traffic volume data was collected from the 2013 AADT volumes by TxDOT. The highest traffic volumes were found on Loop 281, US-259, SH-31, and US-80. Loop 281 experiences the highest volume of traffic with over 32,000 vehicles daily in the commercial business area and about 24,000 in the other areas. Both US-259 and SH-31 have about 28,000 vehicles daily around the City and southwest of Longview. In the City of Longview, US-80 is widely used. This highway carries a level of traffic ranging from 20,000 to 31,000 vehicles.

Project Condition

The assessment of projected travel conditions on the thoroughfare network is important to determining the capability of the roadway system to accommodate projected area growth and roadway needs for a twenty-year planning period.

Existing Level of Service on Local Roadways

Level of Service refers to the operation condition of a roadway segment under traffic demand and is a calculation of volume to capacity. Level of service is gauged with a measure of "A" through "F", with "A" reflecting roadways with free flow and little or no congestion, and "F" reflecting roadways with severe congestion. Level of service "C" is generally the lowest accepted level.

The analysis taken from 2009 to 2014 revealed that several roadways in the inner City of Longview appear to be operating at non-acceptable levels of service (D/E/F). The roadways experiencing congestion are Dundee Road, Reel Road, part of Bill Owens Parkway, portion of McCann Road, part of Judson Road, portion of East Loop 281, majority of West and East Marshall Avenue, West South Street, South SH-31, portion of South Eastman Road, part of Alpine Road, and portion of Fourth Street—these segments were calculated to operate at or below acceptable levels of service (LOS D/E/F).

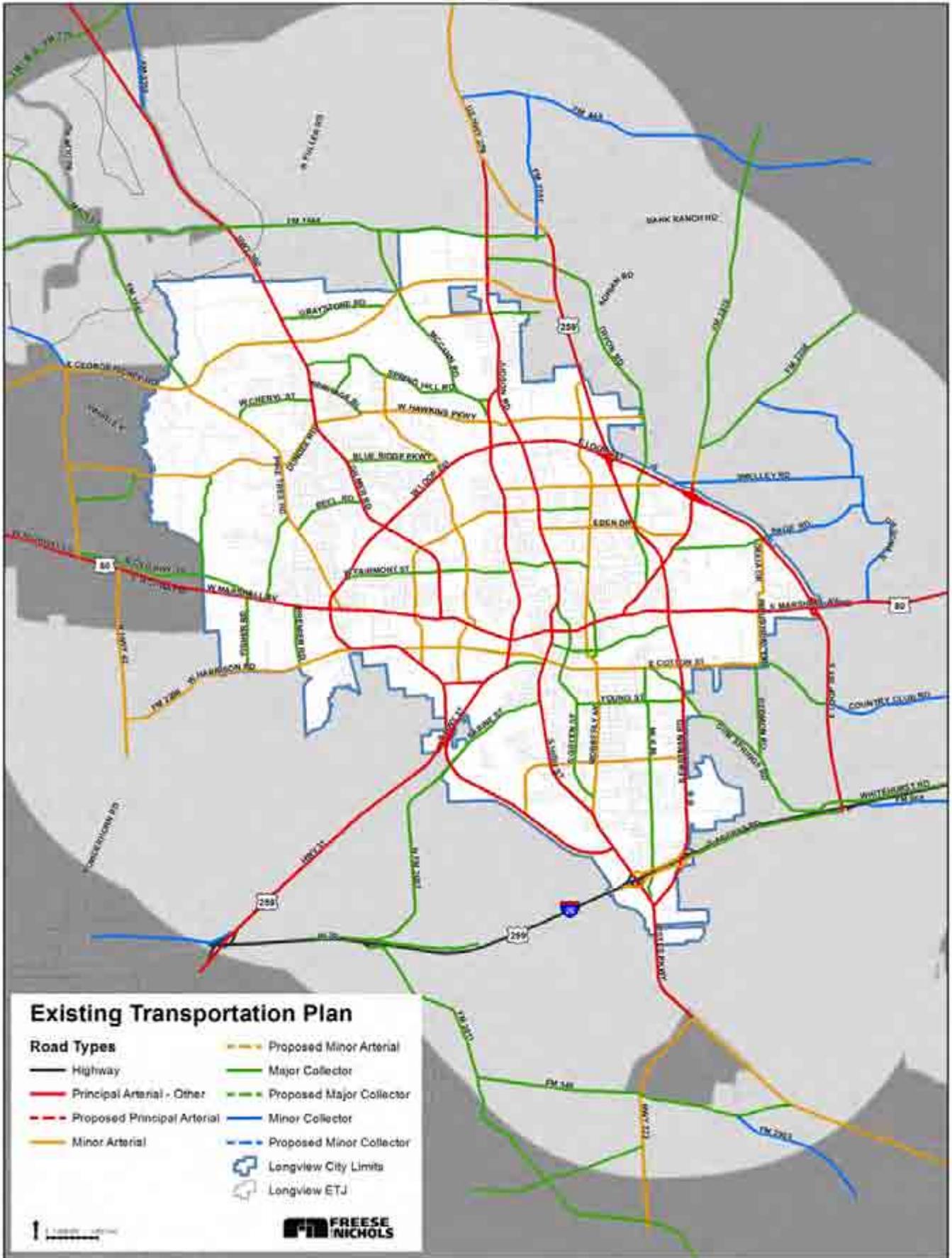


Figure 14: Existing Transportation Plan

Functional Street Classification

The functional classification of streets provides for the circulation of traffic in a hierarchy of movement from one classification to the next. Functional classes can be subdivided further into major and minor designations to further detail their role in the community.

Access and movement functions are directly related in that as inhibited movement increases (speed), points of access decrease and vice versa. This is typically why freeways, with a high level of movement, have limited access points where as streets in neighborhood areas have more access points and reduced speed. Longview's current Thoroughfare Plan recognizes five general classifications for roadways based upon a hierarchical function and include:

Principal Arterial

Four-to six-lane divided roadway within 120' ROW. These streets are designed to provide a high degree of mobility, service relatively high traffic volumes, have high operational speeds, and service a significant portion of through travel.

Minor Arterial

Four-lane roadways with a similar function to the Major Thoroughfare, but more local in nature. This section is a curbed roadway within 100' ROW.

Major Collector

Four and three-lane undivided streets serving as connections between arterials and local roadways. These streets range between 48-38' of pavement within a 80' ROW. This road type typically serves to support commercial and transitional areas from residential development, however the three-lane section may also serve residential applications. The three-lane section contains a continuous left-turn lane and in residential area may allow for on-street parking.

Minor Collector

Similar to the major collector, this road type serves to provide for collection and distribution of traffic between arterial and local streets. This two-lane roadway consists of 24' of pavement within a 60' ROW. Minor Collectors may serve to collect internal residential traffic from within neighborhoods as well as serve to support small scale non-residential type development with relatively short trip lengths.

Local Street

Two-lane streets for accommodating neighborhood traffic. An urban and rural (open drainage) section are contained within a 50' ROW. This section is curbed with 30' of pavement and contains 12' travel lanes

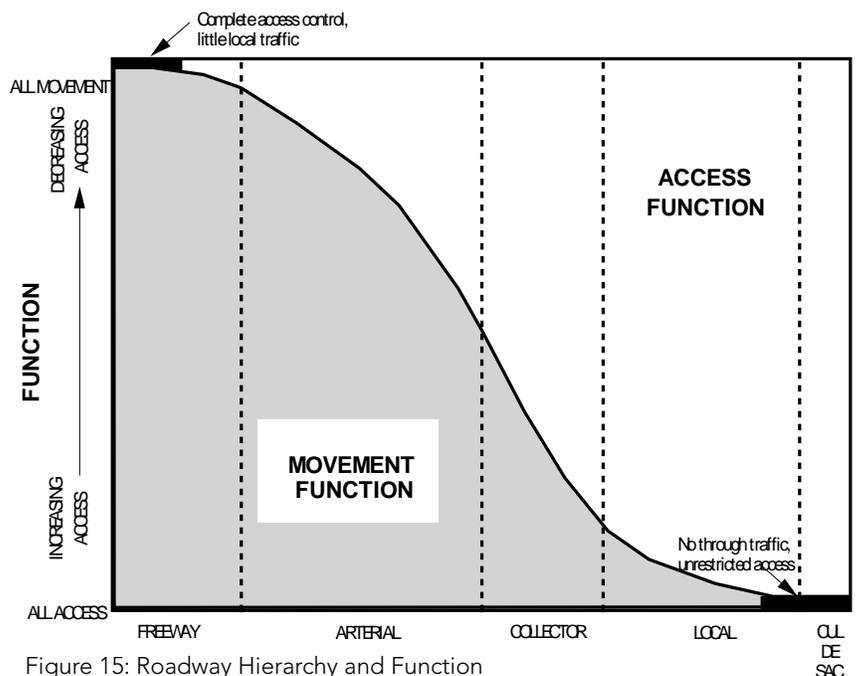


Figure 15: Roadway Hierarchy and Function

Type of Roadway	Function	Spacing (Miles)	Direct Land Access	Roadway Intersection Spacing ⁽³⁾	Volume Ranges (Veh./Day)	Speed Limit (MPH)	Parking	Comments
Highway	Traffic Movement; long distance travel.	1-5	Provided by on/off ramping schematics to continuous frontage roads.	1 mile	45,000 to 125,000	55-70	None	Supplements capacity of arterial street system and provides high speed mobility.
Principal Arterial	Moderate distance inter-community, intra-metro area, traffic movement. Serves long trip lengths.	1/2 - 1 1/2 ⁽²⁾	Restricted – some movements may be prohibited; number and spacing of driveways controlled.	1/4 mile	36,000 to 45,000	40-55		“Backbone” of the street system.
Minor Arterial	Mobility function is primary; access function is secondary. Serves moderate trip lengths.		May be limited to major generators; number and spacing of driveways controlled.	1/8 mile	20,000 to 34,000	30-45		Provides route and spacing continuity with major arterials.
Major Collector	Primary – collect / distribute traffic between local streets and arterial system. Serves commercial/ mixed use development; inter-neighborhood traffic movement.	1/4 - 1/2 ⁽²⁾	Safety controls; limited regulation.	300 feet	12,000 to 28,000	30-40	Limited	Through traffic should be discouraged.
Minor Collector	Primary – internal to one neighborhood; serves short trip lengths. Provides land access.			300 feet	1,000 to 15,000	30-35	Limited	
Local Street	Land access.	2 lot lengths	Safety control only.	125 feet	200 to 1,500	20-30	Permitted	

(1) Spacing determination should also include consideration of (travel within the area or corridor based upon) ultimate anticipated development.

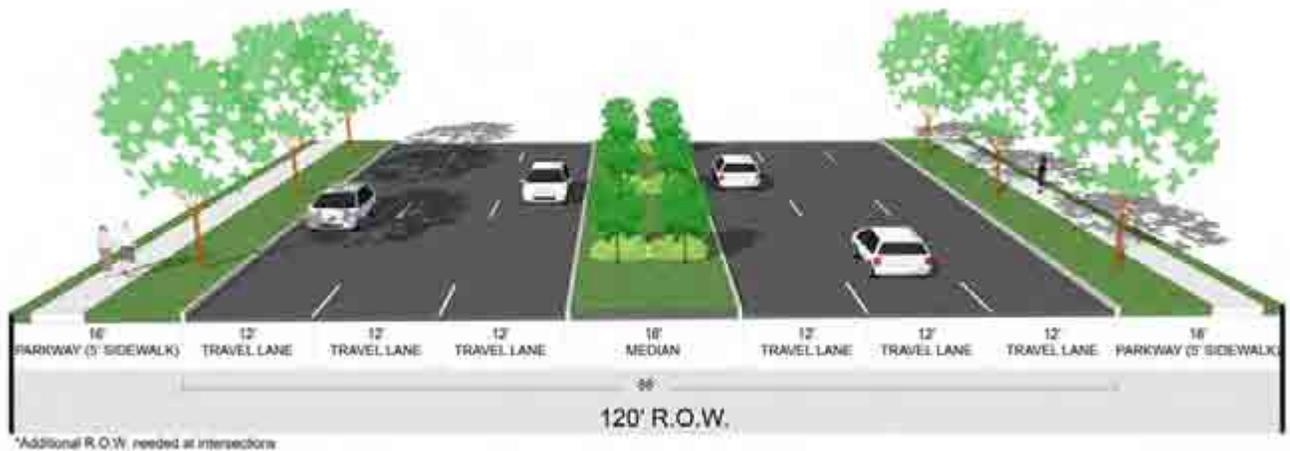
(2) Denser spacing needed for commercial and high-density residential districts.

(3) Spacing and intersection design should be in accordance with state and local thoroughfare standards.

Table 12: Functional Street Classification Chart

Cross Sections

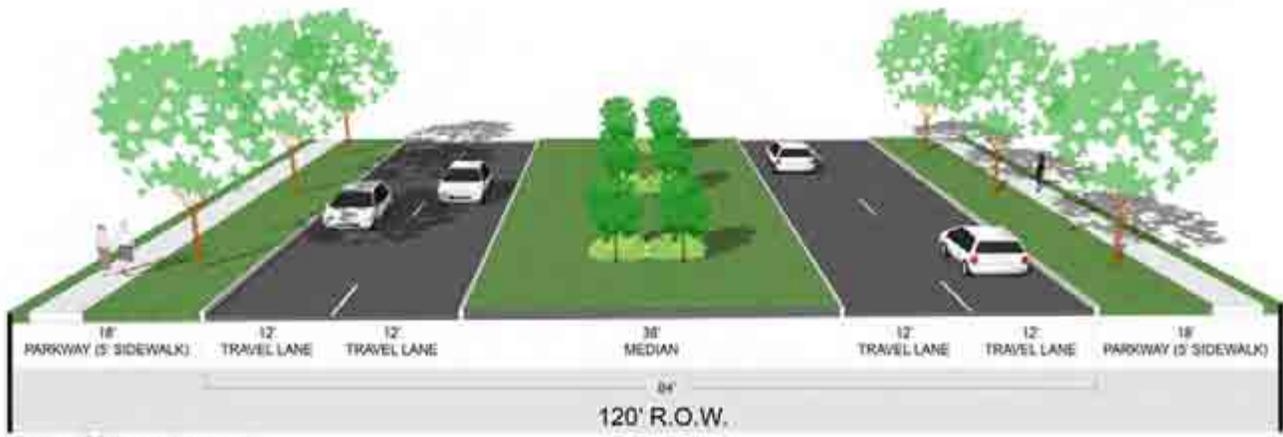
PRINCIPAL ARTERIAL '6LD' (Midblock)



- High degree of regional mobility, traffic volumes and higher operational speeds
- Connected to regional arterial plans
- Access is carefully managed
- 4-6 lane divided roadway with median
- Curb and gutter with underground stormwater utilities/drainage
- Examples in Longview include Loop 281, US-80, SH-31, South High Street, Eastman Road, Judson Road, and Gilmer Road



PRINCIPAL ARTERIAL '4LD' (Midblock)



- High degree of regional mobility, traffic volumes and higher operational speeds
- Connected to regional arterial plans
- Access is carefully managed
- 4-6 lane divided roadway with median
- Curb and gutter with underground stormwater utilities/drainage
- Examples in Longview include Marshall Avenue, Gilmer Road and Hwy 31



MINOR ARTERIAL '4LD' (Midblock)



- Cross-town mobility
- Secondary to Major Thoroughfare but still accommodate higher operational speeds and traffic volumes
- Access is carefully managed
- 4 Lane Divided Roadway
- Curb and gutter drainage
- Examples in Longview include Pine Tree Road, FM 1844, Loop 485 and Mobberly Avenue



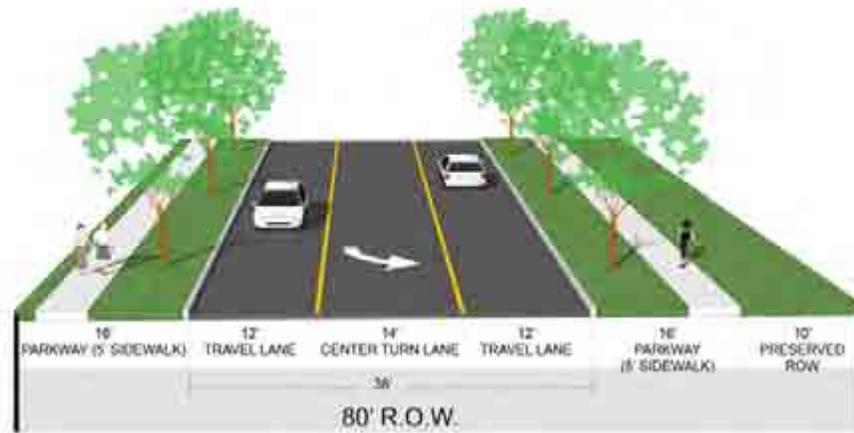
MAJOR COLLECTOR '4LC'



- Collection/distribution of traffic
- Back access to Frontage Road development
- Connectivity to arterial and residential collector streets
- Examples in Longview include Martin Luther King Boulevard, Young Street, Hawkins Parkway, Bill Owens Parkway, Cotton Street and Green Street



MAJOR COLLECTOR '2LC'



- Collection/distribution of traffic
- Preserved ROW for system needs
- Back access to Frontage Road development
- Connectivity to arterial and residential collector streets
- Examples in Longview include Spring Hill Road, Fairmont Street and Gay Avenue



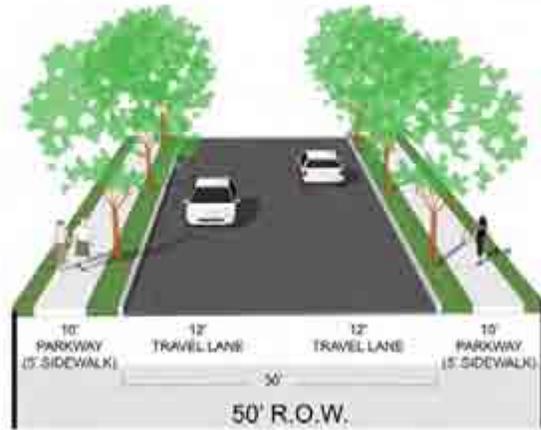
MINOR COLLECTOR



- Collection/distribution of traffic
- Back access to Frontage Road development
- Connectivity to arterial and residential collector streets
- Examples in Longview include Heritage Blvd, Center Street and Fredonia Street



LOCAL RESIDENTIAL STREET



- Traverse internally within residential neighborhoods
- Access to properties
- 2 lane undivided section
- Underground stormwater utilities with curb and gutter
- On street parking permitted
- Examples in Longview include Clearwood Drive, Harrison Street, Betty Drive and Berry Lane

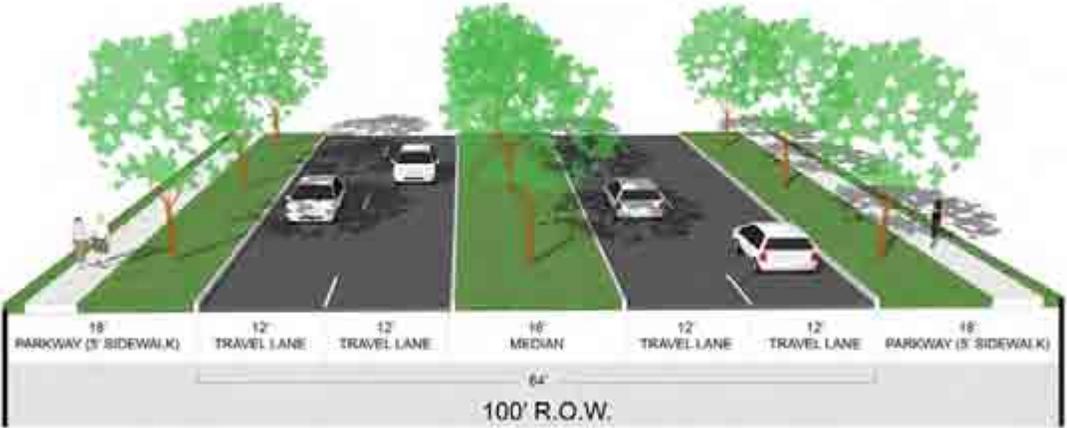


PARTIAL IMPLEMENTATION STREET SECTION

Thoroughfares that only require two lanes of travel, additional space is preserved on one side of the road to allow expansion opportunities to four lanes if needed. The median can also be converted into a center turn lane as necessary. The typical cross section for this partial implementation is shown below.



Partial Implementation



Full Implementation as Needed

IDENTIFIED NEEDS

During the visioning sessions, stakeholders shared their thoughts on where transportation improvements should center. The group quickly agreed the City's future growth is expected along its eastern limits. Extension of several existing east-west routes, such as Birdsong Street and Cotton Street, should be considered. Currently, IH-20 and US-80 make up most of the east-west connection along these eastern boundary. When traffic conditions are not favorable along one of these highways, there are limited north-south routes available to shift traffic to the other for relief. The lack of north-south routes between IH-20 and US-80 also restricts the flow of commuters into the City. Stakeholders recommended that additional north-south connections be identified.

All stakeholders agreed the gateways into Longview, especially along IH-20, need improvement. The entrance along IH-20 does not highlight the best Longview has to offer. It is characterized by unoccupied buildings and vacant lots. The group suggested focusing on limited public CIP projects that spurred private investment. Other gateways defined included US-80 east/west, SH-31, SH-300, and US-259.

Pedestrian and bicyclist connections were also a top desire. Although connections city-wide were discussed, detailed conversations revolved around the connection between LeTourneau University and the downtown multimodal center. Stakeholders believed this area is critical and could benefit from such improvements.

Roadway Capacity

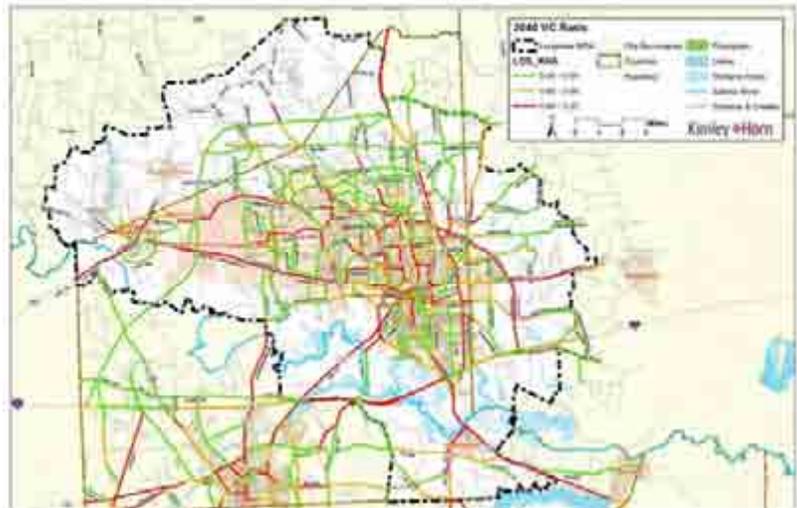
Capacity of the roadway is the number of vehicles a roadway can support without congestion. This is calculated when designing the roadway. To identify the needs of the roads, the current daily volume is divided by the capacity. This is called the Volume-Capacity (VC) Ratio. The Longview's VC ratio used projected traffic and road conditions in 2040. The target ratio is $<.64$. The data found that roadway improvement in downtown Longview is needed greatly. Improvements can range from widening a roadway to creating a turn lane. Roadway widening distributes traffic along the lanes and provides turn lanes for vehicles needing to turn prevents the disturbance of traffic.

Roadway Network

Expansion to the east of the ETJ is highly needed. The City discussed plans for the future and realized it is important to become better connected through growth in the east.

Pedestrian and Bicyclist Mobility

In the Pedestrian-Transit Access Study, a series of infrastructure improvements were recommended to enhance the safety and ease of pedestrian access to transit. The improvement projects were broken down into the three main corridors (Mobberly Avenue, Cotton Street, and Fourth Street). The overall enhancements for each corridor are as follows:



Mobberly Avenue

This project consists of 14,795 linear feet of construction for sidewalk and curb ramps. Pedestrian upgrades at the signalized intersections of South High Street and South Street and Fifth Street and East Whaley Street are needed. In addition, Pedestrian High-Intensity Activity Crosswalk (HAWK) signals should be added on Mobberly Avenue at the Main Post Office and on South High Street at Work Force Station. The HAWK signals will increase the overall safety at these mid-block crossing conditions that experience high numbers of pedestrians. A traditional traffic signal should also be installed at the intersection of Green Street and Avalon Avenue. Here both pedestrian and vehicular traffic will see increased safety benefits.

Cotton Street

This project consists of 2,180 linear feet of construction for sidewalk and curb ramps. Pedestrian upgrades to existing signalized intersection of Spur 63 and West Marshall Avenue will also improve pedestrian safety.

Fourth Street

This project consists of over 20,000 linear feet of construction for sidewalk and curb ramps. In addition to a traditional traffic signal at the intersection of Fourth Street and Clinic Drive a HAWK signal should be added to better facilitate the movement of a large number of pedestrians crossing Fourth Street to access the Social Security Office.

From the discussion with the City of Longview and CPAC members, there is a need for complete streets, incorporating bike lanes along these streets. With the City's input and the data collected, the best streets for this project are South Green Street, Mobberly Avenue, and Martin Luther King Jr. Boulevard. All three of the streets have shown a large number of bicyclists.

THOROUGHFARE PLAN

The recommended plan builds upon the transportation principles established at the outset of the chapter, coordination with Longview MPO Metropolitan Transportation Plan (MTP) Update planning initiatives, goals and objectives identified in Chapter 2, and input obtained throughout the planning process. Several thoroughfare modifications have been made aimed at enhancing system functionality and include

- Building upon the existing roadway functional street classification system
- Alignment of specific corridors to address growth areas and mobility
- Network improvements to connect neighborhoods
- Expansion of the bike/trail system to connect community assets

The Thoroughfare Plan aims to provide for increased mobility, connectivity, and reduce reliance on the automobile. Thoroughfare Plan recommendations are not all-inclusive and as needs change, the plan should be amended to maximize system investments to the community. Transportation planning initiatives should be coordinated with other infrastructure investments within the City and/or other agencies to leverage financial resources and implementation time frames. Figure 16 illustrates the recommended Thoroughfare Plan.

The following details key differences in the recommended plan.

Functional Street Classification

The composition of the functional network was compared to year 2040 travel for forecast to determine if there was a need for structural changes to street classifications. Generally, the plan was deemed adequate with only minor changes to a few corridors in newer growth areas to the north and northeast where their increase was deemed necessary in order to facilitate mobility needs. Figure 17 depicts changes in functional classification and are highlighted in yellow. Two key corridors north of Loop 281 include George Richey Road and Hawkins Parkway. Both of these corridors provide key east-west mobility and as arterial class facilities heavier emphasis should be placed on preserving corridor capacity. As a major arterial, George Richey should also employ access management strategies to reduce the potential number of driveways within this corridor.

Roadway Network Changes

Key changes to the thoroughfare plan network are also illustrated in Figure 17 and are depicted in a light green color. Similar to functional street classification changes, a majority of additions are situated in the north and east to address development areas as well as key strategic growth areas.

Other key network recommendations include:

- Increased use of the collector network to supplement arterial capacity and support neighborhood connectivity
- Promote multiple access points through connection of local streets
- Require sidewalks for all new developments
- Where possible, promote connections to the city trail network; encourage site planning practices that tie on-site amenities to trail networks/other community places
- Provide pedestrian access points to adjacent commercial retail areas to promote walking and biking thereby reducing dependence on auto related trips

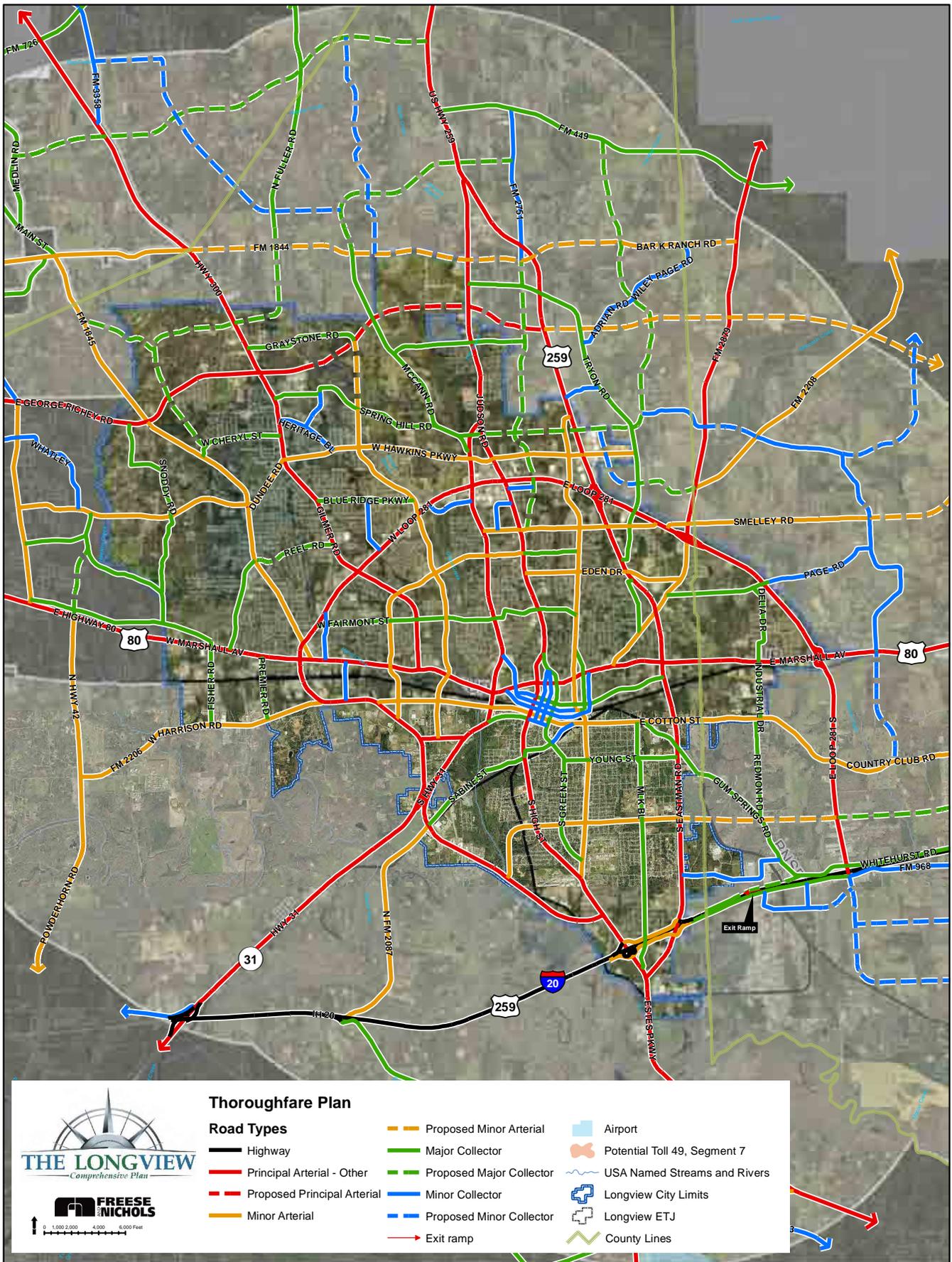


Figure 16: Thoroughfare Plan

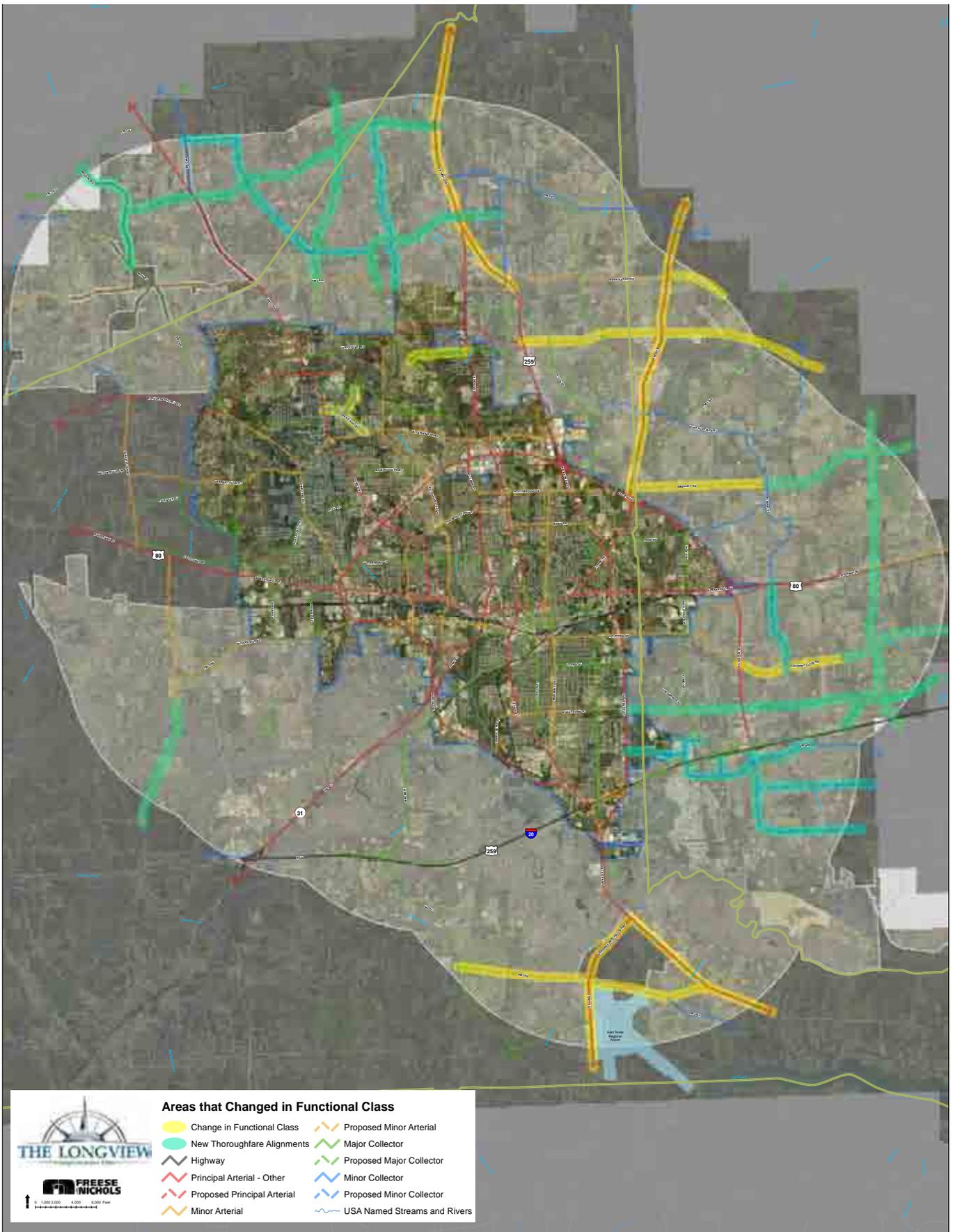


Figure 17: Functional Class Change

Bicycle Plan

Improvements related to bicyclists centered on the connectivity between on-street facilities and off-street trails. The City of Longview has previously identified areas of trail expansions. By connecting these trails with future on-street facilities the ability to travel across the City without the dependence on an automobile becomes a reality. Figure 18 highlights the bicycle facilities recommended by this Comprehensive Plan.

Pedestrian Plan

The 2013 Pedestrian Access Study highlighted key sidewalk needs to provide for access to transit stations and associated key amenities. Recommendations from this plan should be implemented.

Transit Plan

No changes to the transit plan are recommended.

Complete Streets

Complete Streets is a relatively new initiative that aims to maximize the utilization of public rights-of-way for all transportation users, regardless of age or ability. This method uses high-level policy direction to influence everyday decision-making processes in roadway design, rather than design prescription. Complete Streets is not about special projects, but about changing the approach to projects on all streets. It is an incremental approach aimed for long-term results. These policies utilize the entire right-of-way while focusing on safety, comfort, and convenience as well as cohesiveness with the context of the community. Complete Streets make it easier to cross the street, walk to shops, and bicycle to work, which in turn makes the City a better place to live.



Benefits

Complete Streets improve safety, provide choices, reduce costs, and lead to better health and stronger economies. By considering the many different users of the roadway, streets can be designed to accommodate everyone and improve the livability of the community.

- Improve Safety – Reduced travel speed which lowers risk to pedestrians and cyclists as well as including pedestrian infrastructure such as sidewalks, bicycle lanes, crossings, median islands, and curb extensions.
- Provide Choices – By building safe, comfortable, and convenient infrastructure for other modes of transportation, residents are more willing to use them.
- Reduced Costs – By reevaluating the needs of the residents and incorporating community input at the beginning of the project, the schedule, scope, and budget can often be reduced. Narrowing the pavement area will also reduce costs.
- Better Health – With an aging population, older adults look to be more active. This demographic, along with kids and teens, cannot drive and look for pedestrian and bicycle facilities to become more active and independent.
- Stronger Economies – Areas that provide safe and comfortable walkability have lower commercial vacancies and higher home and office space values.

In Longview, the concept of complete streets has been embraced. Several key corridors have been identified as opportunistic for bike lane incorporation and include Mobberly Avenue, S. Green Street, portions of Cotton Street and Martin Luther King Jr. Blvd. Mobberly Avenue, with incorporated bike lanes, would offer great connectivity between LeTourneau University, the multi-

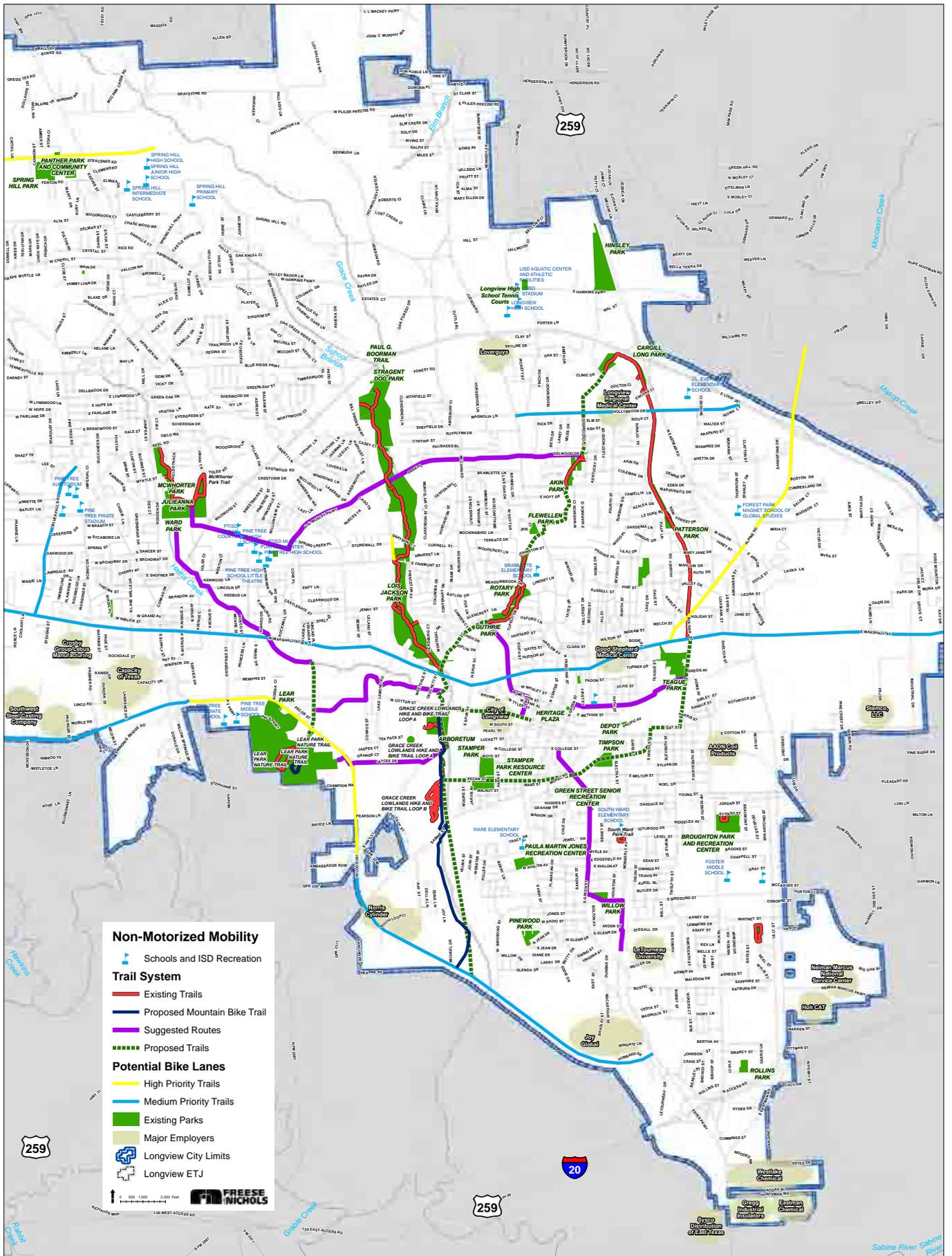


Figure 18: Bicycle Plan

modal center, downtown and the hospital center area. Green Street, as a lesser traveled vehicular corridor would offer supplemental connectivity between LeTourneau and downtown. With Cotton Street as a connecting corridor, Martin Luther King Jr. Blvd would offer connectivity between downtown, area neighborhoods, parks and potential redevelopment activity south of IH-20.

Economic Benefit

Complete Streets affect the local economy in various ways. By providing convenient alternatives to driving, such as transit, walking, or biking, residents and visitors save money on transportation costs which can then be used in other ways, such as housing, restaurants, and entertainment. Congestion costs can also be reduced if residents use alternative modes. Local businesses see the benefits in improving access to people traveling by foot or bicycle. By increasing pedestrian and bicycle activity, businesses often see increased sales. Bicycle infrastructure can often create jobs directly through increased tourism, bicycle manufacturing, sales and repair, bike tours, and other activities.

Complete Streets also spur private investment by improving the public space and making it more pedestrian-and cyclist-friendly. By revitalizing parts of the community with pedestrian-only plazas, wider sidewalks, landscaping, and traffic calming, private investors are more willing to build or redevelop residential, retail, and office buildings. In addition to private investments, property values increase with the walkability of a neighborhood. Today's young college graduates, who comprise a workforce that can further add to economic growth, prefer walkable urban neighborhoods.



Access Management

Access management refers to the practice of coordinating access connection points onto a roadway by considering specific design criteria for the location, spacing, design and operation of driveways, median openings and intersections. Generally, as the mobility and capacity of a roadway are increased, the access to a specific facility is decreased in order to maintain the roadway efficiency and enhance traffic safety.

Access management provides a significant benefit to the mobility and function of the roadway, and more importantly, reduces the potential for accidents by minimizing speed differentials between vehicles and turning movements. Research has shown that accident rates increase consistently with an increase in the number of roadway access points, while accident rates decrease with the construction of raised medians and controlled signalized cross access.

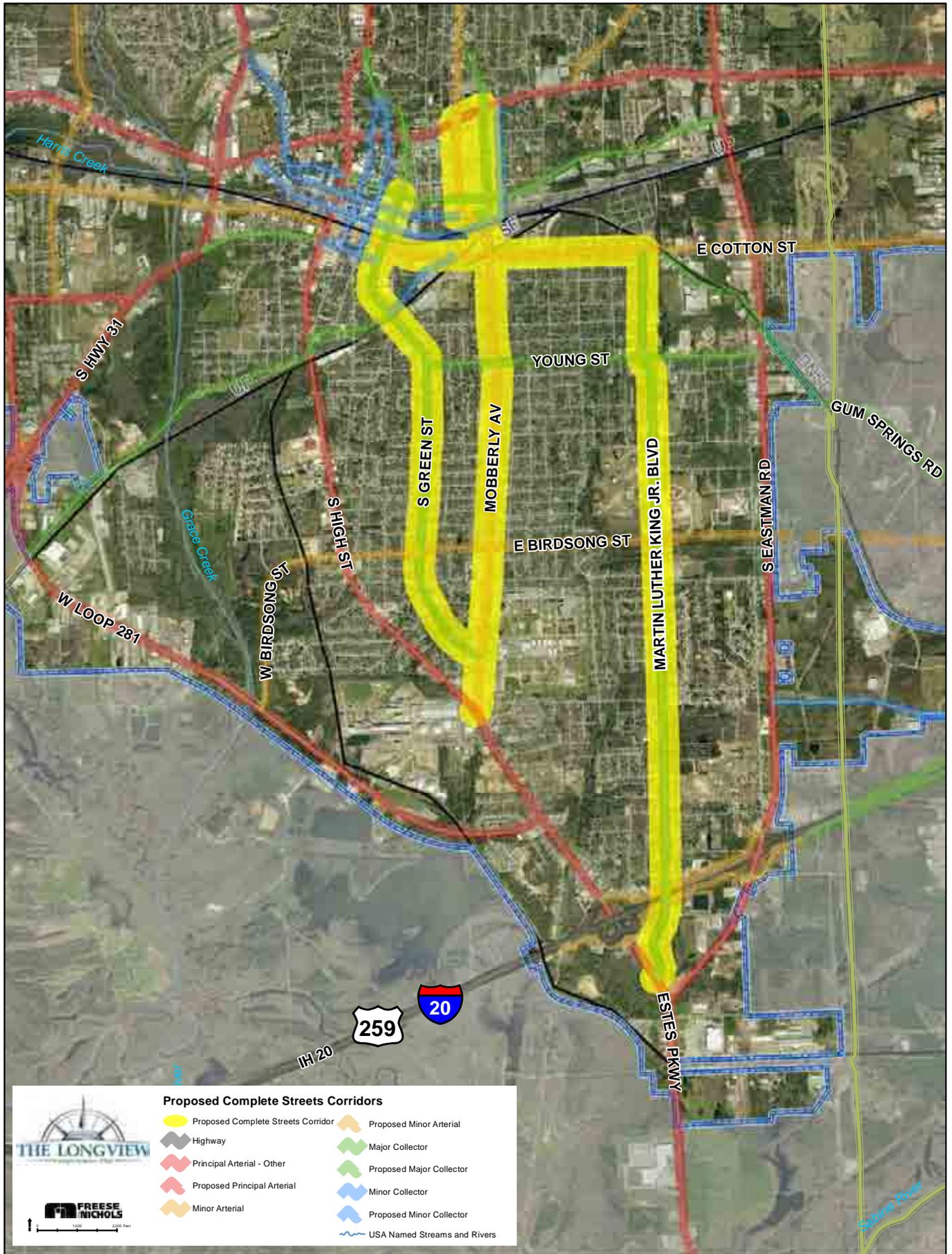


Figure 19: Proposed Complete Streets Corridors

TRANSPORTATION STRATEGIES

GOAL: Be recognized as the most livable city in East Texas.

Objective: Ensure infrastructure systems are adequate to meet future demand.

Strategies:

- T**
1.1

Maintain a hierarchy of thoroughfare classifications that will provide for safe and convenient flow of traffic throughout the community. Maintain a thoroughfare planning process to ensure efficient and desirable connections between major thoroughfares, neighborhoods and community facilities.
- T**
1.2

Maintain roadway design standards in conformance with a functional street system classification. Develop alternative standards for walkable environments in special areas within the community.
- T**
1.3

Maintain a process of assessing efficient access and circulation, and the identification of network deficiencies. Program improvements to existing transportation network linkages to enhance system safety, carrying capacity, and reduced congestion.
- T**
1.4

Maintain a proactive capital improvements program (CIP) process to provide regular project scheduling and funding to ensure substantial completion of transportation system improvements.
- T**
1.5

Coordinate/manage corridor access to enhance the long-term corridor viability through coordinated driveway sharing, cross access easements, intersection control and as applicable, coordinated median applications or spacing on principal arterial roadways, especially along George Richey Road and retroactively along US-80 between the extents of Loop 281.
- T**
1.6

Coordinate with the regional MPO, for planning coordination, proactive problem solving, and funding and implementation assistance of projects to enhance transportation system improvements within the city and ETJ. Utilize the Thoroughfare Plan as a vehicle to inform the MPO planning and implementation processes.
- T**
1.7

Coordinate with the Texas Department of Transportation (TxDOT) on improvements to the state highway system. As appropriate, consider land use, economic benefit and community implications to planning initiatives.
- T**
1.8

Coordinate with the county and/or adjacent cities, counties or agencies to ensure appropriate transportation system connections and as necessary, coordinated response to system needs.
- T**
1.9

Leverage transportation investments to enhance land use and economic benefit decisions within the city or strategic corridors. For example, implement backage roads where possible along both sides of IH-20 to enhance land use/economic benefit to the city.
- T**
1.10

Utilize the collector network of streets to supplement the major roadway network, connect neighborhoods with commercial corridors.

GOAL: Provide opportunities and healthy choices for Longview’s citizens.

Objective: Continue to expand the trail system to connect neighborhoods with parks and other amenities.

Strategies:

- T**
2.1 Continue expansion of the Hike and Bike Trail community-wide system. Utilize existing major watersheds and/or other open space connections for promoting the trail system connectivity or expansion.
- T**
2.2 Identify ideal locations and implement sidewalks along key local streets and all collector and arterial streets leading from neighborhoods to all parks and trails within a one-half mile walking distance.
- T**
2.3 On an ongoing basis, identify and pursue private, regional, state and federal revenue sources for funding multi-modal transportation improvements.

Objective: Create policy for funding and implementation of sidewalks and connectivity with new development.

Strategies:

- T**
3.1 Require all new development to provide sidewalks on both sides of all collector and minor arterial roadways and key principal arterials within the developed/developing area of the city. Establish a *sidewalk bank* for payment in lieu of sidewalks for developments not located within walking distance of other developments.
- T**
3.2 Promote land use patterns that reduce the number and length of auto trips and support walking and bicycling. Encourage friendly, walkable environments within key destination areas of the community by offering incentives to developers such as reduced parking requirements.
- T**
3.3 Use the Thoroughfare Plan as a mechanism for securing MPO funding for streets within existing and developed areas of the city.

Objective: Increase access to non-motorized transportation options to promote healthy living.

Strategies:

- T**
4.1

Prioritize sidewalk improvement areas based upon propensity to generate pedestrian traffic, with safe routes to schools and safe routes to transit of highest priority. Solicit available funding for these types of pedestrian mobility accommodations.
- T**
4.2

Enhance the safety pedestrian crossing of major thoroughfares and other high traffic volume streets by providing accessible pedestrian signals at no less than one-quarter mile spacing within the developed areas of the city.
- T**
4.3

Implement road diets on under-utilized minor arterials and collector streets to install bike lanes and sidewalks. Focus on those roadways that would have VC of 0.64 or less in the 2040 project of traffic volumes, including Green Street from Mobberly Avenue to Cotton and Martin Luther King Jr Boulevard from Cotton to Estes Parkway.
- T**
4.4

Create an enhanced pedestrian environment along key entry roadways and those with adjacent residential development to encourage walking to local retail and service destinations, especially along Cotton Street from High Street to Martin Luther King Jr Boulevard and along Mobberly Avenue from Estes Parkway to E. Marshall.
- T**
4.5

Work with Longview Transit to provide needed enhancements to the public transportation system of bus routes, bus stops, and sidewalk access to and from the stops.
- T**
4.6

Coordinate with local independent school districts on transportation system implications of proposed school facility expansion/needs. Establish proactive planning dialogue and coordination to optimizing traffic operations and school safety to specific site issues.
- T**
4.7

Continue proactive planning with the Longview MPO, the East Texas Regional Mobility Authority and/or other interested agencies to further advance the provision of regional commuter rail in East Texas. Charge the Transportation Advisory Board with developing actions aimed at promoting commuter rail opportunity to the City. Promote active dialogue for long-term investment within or adjacent to the existing rail corridor along US-80.

Objective: Add bike lanes that connect to major activity generators

Strategies:

T
5.1

Install bike lanes and sidewalks on Green Street by reducing the travel lanes to one through lane in each direction with turn lanes at key intersections, providing a direct bicycle facility connection between LeTourneau University and Downtown while serving a residential area with significant non-motorized access needs.

T
5.2

Install bike lanes and sidewalks on Martin Luther King Jr Boulevard by reducing the travel lanes to one through lane in each direction with turn lanes at key intersections, providing a key north-south bicycle facility between Cotton Street and Estes Parkway and a crossing of IH-20, while serving a residential area with significant non-motorized access needs.

T
5.3

Introduce and implement Complete Street concepts to key corridors within the City and include; Mobberly Avenue, S. Green Street, Cotton Street and Martin Luther King Jr. Boulevard. With bike lane connectivity, these corridors offer community benefit to linking key city amenities such as LeTourneau University, multi-modal station, downtown, hospital center, area neighborhood, parks and reinvestment areas.

GOAL: Ensure adequate facilities and services to maintain safety for Longview’s visitors, residents and workers.

Objective: Design key streets and high traffic pedestrian areas to include sidewalks and other pedestrian-friendly amenities.

Strategies:

T 6.1 Coordinate with local Independent School Districts on transportation system implications of proposed school facility expansion/needs. Establish proactive planning dialogue and coordination to optimizing traffic operations and school safety to specific site issues.

T 6.2 Promote land strategies that foster creation of walkable and pedestrian friendly places.



Objective: Improve and maintain older existing street networks.

Strategies:

- T
7.1

Through the development process, secure additional right-of-way at critical intersections to enable the implementation of channelized turn movements and adequate pedestrian landings and ramps at the corners.
- T
7.2

Identify and define minimum design and construction standards to be met by 2025.
- T
7.3

Maintain implementation priorities for all street improvements through a capital improvements planning process.
- T
7.4

Identify funding alternatives and resources available for roadway maintenance implementation.
- T
7.5

Develop a policy and programs for City consideration of public/private partnerships and donations to fund transportation infrastructure, amenities and aesthetics.



GOAL: Strengthen Longview’s image, identity and character to foster a distinctive and appealing place to live and visit.

Objective: Develop gateway and main corridor standards and themes that generate a positive first impression.

Strategies:

T
8.1

Develop streetscape/urban design standards to enhance the City’s visual/aesthetic appeal (e.g. design guidelines for consistent streetscape, landscaping, signage, entryway treatments, etc.) of roadways/specific corridors within the City, especially US-80 from the east and from the west, US-259 from the north, SH-31 from the southwest, and US-259 and Loop 281 from the south. Other corridors to consider include Estes Parkway, Mobberly Avenue, High Street and Green ‘Wishbone’ Street.

T
8.2

Require context sensitivity and incorporation of the natural and built environment into the design process of the transportation system.

T
8.3

Consider alternative traffic intersection designs, such as bulb-outs, chicanes, mid-block treatments and traffic circles or roundabouts for enhancing street aesthetics, as well as providing for targeted operational enhancements.

T
8.4

Encourage public/private participation and cooperation in beautification efforts. Explore utilizing assistance that may be available from private/volunteer groups to perform urban design related projects and to help maintain enhanced public areas (e.g. street medians, small landscaped areas, intersection corners, etc.).

T
8.5

Use the development review process to evaluate private projects and their contributions to urban design initiatives or their compliance with adopted studies/guidelines.

GOAL: Invest in designated areas to create an urban mixed-use environment to attract people and create a sense of place.

Objective: Revitalize distressed commercial corridors to attract new investment and activity.

Strategies:

T
9.1 Along with water/drainage systems planning, use the thoroughfare plan as a mechanism to foster catalyst area redevelopment and revitalization to strategically identified locations within the City. Coordinate infrastructure investments with land planning and economic initiatives of the City.

T
9.2 Use the CIP process to incrementally identify and implement specific projects within target/strategic investment areas. Develop a process to rank and identify catalyst priority projects within reinvestment areas.

GOAL: Be a community that instills passion and pride for the love of its city and where all citizens are proud to call Longview their HOME.

Objective: Promote neighborhood stability within South Longview Improvement Program (SLIP) neighborhoods through a coordinated strategy that addresses housing, neighborhood economic development, improved infrastructure, cultural programs, and human services.

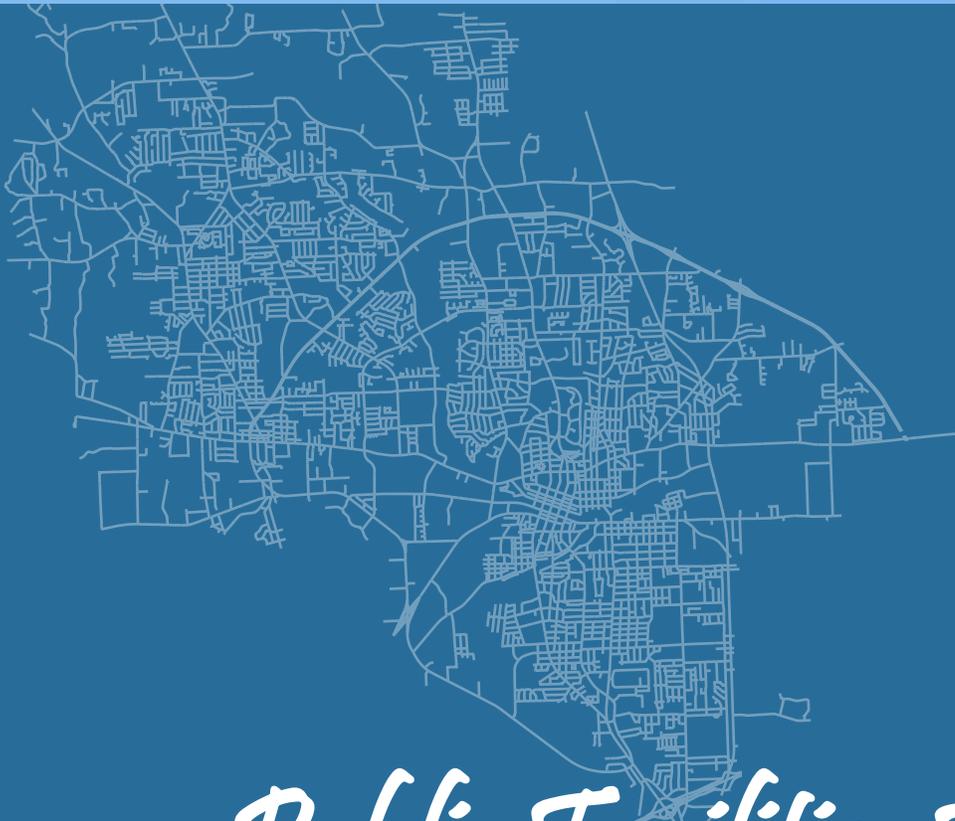
Strategies:

T
10.1 Develop pedestrian-friendly access to key community resources and areas. Employ traffic calming techniques, as necessary, to moderate speeds and traffic volumes, particularly on residential streets.



1950s

Industry, Decelerates
Economic Growth



5

Public Facilities Assessment



Chapter 5: Public Facilities Assessment

OVERVIEW

Providing and maintaining public facilities is essential to the protection of the health, safety, welfare and quality of life of the residents and businesses in Longview. Adequate land allocation for public facilities is necessary to maintain high levels of service as growth continues. As Longview continues to experience development of residential and nonresidential uses, it becomes vital that the land allocation needs for public facilities are identified before development occurs and limits options. When safety services (Police/Fire/EMS) are able to provide high levels of service, the community is safer and lower insurance rates can be maintained.

Public facilities that house the various governmental and service functions of a municipality are generally of two types: (1) those requiring a central or a common location and that serve the entire municipal area, and (2) those serving segments of the community on a service-area basis.

Longview's City Hall is an example of a governmental building that serves the entire community, while local fire stations represent a public facility that has a service-area relationship with the community.

Public facilities should be designed and constructed to be environmentally sensitive and consistent with the urban/suburban form in which they are located. They should also maintain desired levels of service where applicable, maximize the existing infrastructure, and be cost efficient. Finally, it is important to enhance community facilities where possible, and identify deficiencies in order to accommodate the expected growth.

Planning for public facilities is based, in part, on attaining a desired and reasonable level of service. A level of service (LOS) standard is a way for the City to measure the services being provided. A LOS standard for public facilities can be derived from existing data or goals. As Longview continues to grow, public service and facility needs should be addressed.



EXISTING FACILITIES

The City currently owns and operates approximately 46 facilities. Facilities range from recreation centers to fire stations (see Figure 20).

City Hall

Many of Longview’s administrative departments and services are currently operated out of City Hall, which is located on the southwestern edge of Downtown. Other departments and operational services are distributed throughout the City, as shown on Figure 20. Table 14 outlines the various departments and number of employees, and shows which operate out of City Hall. Typically, about 25 percent of a community’s employees are housed in city hall; Longview is significantly below the average with only six percent housed in City Hall. Longview’s City Hall was built in 1976 and houses the city manager, city attorney, city secretary, information technology, water utilities, finance, and mailroom offices. Parks and Recreation offices, not located in City Hall, are not adequate, and Human Resources and Partners In Prevention are leasing space downtown. There is not much room for accommodating additional personnel without expansion. The present City Hall can expand slightly to the north and south of its current location. It is preferable that the City maintain its location and services near the Downtown area. The number of additional employees (part-time and full time) that need to be accommodated in City Hall could potentially double in 10 years to meet the needs of the City’s anticipated population growth.

Library Services and Facilities

Citizens of Longview and Gregg County are provided library service through the Longview Public Library, with approximately 60,000 borrowers. The library is centrally located near the Downtown area directly east of City Hall. Built in 1987, the library is currently 35,000 square feet, but is in need of study spaces. In addition to the main library, the Broughton Branch Library within the Broughton Recreation Center is located in south Longview on South Martin Luther King Jr Boulevard. Broughton Branch Library is in need of remodeling.

The American Library Association (ALA) standard for library space in relation to population is 0.75 square feet per library patron. When this ratio is applied to a city’s population, it needs to be adjusted for the number of citizens that are actually library patrons. This adjustment results in a ratio of 0.50 square feet per population, which is used in Table 13 to show the square footage needed for library services in Longview. (Population projections are discussed within the Future Land Use Chapter.)

Basis and Needs	Current Square Footage	Current Need	Project Population	
			2024	2034
Population	35,000	83,722*	92,481	102,157
Square Footage Needed Based on Adjusted ALA Standards		41,861	46,240	51,078
* Population projection is an estimate for 2014 based on compound annual growth rate (see page 8).				

Table 13: City Employees Needs

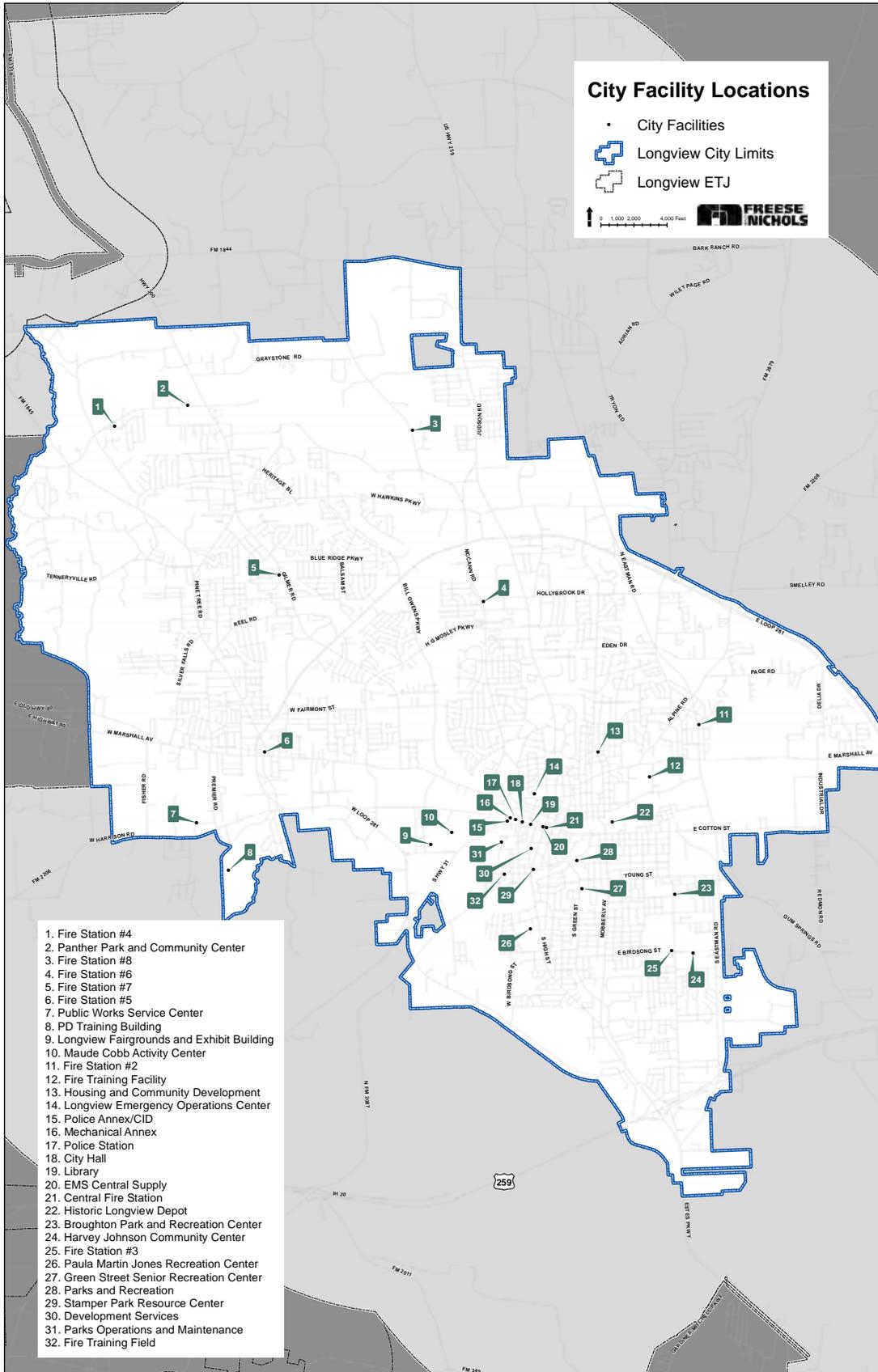


Figure 20: City Facility Locations

Location	Department	Employee Counts	
		Full-Time	Part-Time
Broughton Recreation (801 S. MLK Blvd)	Longview Public Library Broughton Branch	1	0
	Parks Broughton Recreation	3	5
	Total Broughton Recreation	4	5
Cherokee Water Treatment Plant (3512 MLK Blvd)	Cherokee Water Purification	6	0
	Water Purification Total	6	0
City Hall (300 W. Cotton St)	City Attorney	5	0
	City Manager	5	2
	City Secretary	3	0
	Finance	7	0
	GIS	2	0
	IT	9	0
	Parks - Mail Room	1	0
	Media Development	2	0
	Purchasing	2	0
	Utilities	14	0
	City Hall Total	50	2
Community Services Administration (321 Gum St)	Community Services	6	0
	Community Services	6	0
Development Services (410 S High St)	Building Inspections	12	0
	Development	3	0
	Environmental Health	18	0
	Metropolitan Planning Organization	2	0
	Planning & Zoning	3	1
Development Services Total	38	1	
Fire Station #1 (200 S. Center St)	Fire	25	0
Station #1 Total	25	0	
Fire Station #2 (708 N. Eastman Rd)	Fire	25	0
Station #2 Total	25	0	
Fire Station #3 (1133 E. Birdsong St)	Fire	27	0
Station #3 Total	27	0	
Fire Station #4 (2022 E. George Richey Rd)	Fire	12	0
Station #4 Total	12	0	
Fire Station #5 (102 W. Niblick)	Fire	31	0
Station #5 Total	31	0	
Fire Station #6 (2808 McCann Rd)	Fire	23	0
Station #6 Total	23	0	
Fire Station #7 (2811 Gilmer Rd)	Fire	12	0
Station #7 Total	12	0	
Fire Station #8 (4508 McCann Rd)	Fire	13	0
Station #8 Total	13	0	
Fire Training Center (411 American Legion Blvd)	Fire	3	0
Training Center Total	3	0	
Glover Crim Building (140 E. Tyler St)	HR & Risk	11	1
	Partners in Prevention	5	1
Glover Crim Total	16	2	
Green Street Recreation Center (814 S Green St)	Parks	2	3
	Green Street Recreation Center Total	2	3
Health Clinic - (815 "A" North 4th St)	Health Clinic	0	2
	Health Clinic Total	0	2
Housing & Community Development (1202 N 6th)	Community Development	2	0
	Housing	8	1
	Housing & Community Development Total	10	1
Lake O' the Pines Water Treatment Plant (2901 FM 1844)	Lake O' the Pines Water Purification	19	0
	Water Supply	2	0
	Water Purification Total	21	0
Longview Exhibit Building (1123 Jaycee Drive)	MCAC Operations & Maintenance	1	0
	Exhibit Building Total	1	0
Longview Public Library (222 W Cotton St)	Library	17	14
	Library Total	17	14
Maude Cobb Activity Center (100 Grand Blvd)	MCAC	7	0
	MCAC Total	7	0
Panther Community Center / Park (2511 E George Richey Rd)	Parks Custodial/Service Worker	0	1
	Longview Rec Association Total	0	1
Parks Operations & Maintenance (321 Gum St)	Operations & Maintenance	34	0
	Parks Operations & Maintenance Total	34	0
Paula Martin Jones Rec Center ((PMJRC) 1230-B S. High St)	PMJRC	4	7
	Paula Martin Jones Total	4	7
Police Station (302 W. Cotton St)	Municipal Court	18	1
	Police & CID	190	0
	Public Safety Communications	44	0
	Police Station Total	252	1
Public Works Building (933 Mobile Drive)	City Architect	1	0
	Fleet	12	0
	GIS	4	0
	Public Works Engineering/Administration	6	0
	Public Works/Drainage	22	0
	Public Works/Streets	18	0
	Public Works/Traffic	7	0
	Sanitation	30	0
	WDWC	52	1
Public Works Total	152	1	
Recreation Office (130 Timpson St)	Parks Recreation Office	7	4
	Parks Recreation Total	7	4
Sabine River Water Treatment Plant (1400 Swinging Bridge Rd)	Sabine Water Purification	6	0
	Water Purification Total	6	0
WWTP (5211 W Loop 281)	Plant Automation Technology	4	0
	WWTP	22	1
	WWTP Total	26	1
City Employee by Location Total		830	45

Table 14: City Employees by Location

Based upon the standard of 0.5 square feet per person, the current City population requires nearly 41,000 square feet of library space. Therefore, the present library space of 35,000 square feet is slightly insufficient to serve the existing population. (This does not include any service calculations for the County outside the City limits even though the Library officially serves as the County Library.) This deficit corresponds with the current need of additional study space. It is recommended to add an additional library branch in the future as the population continues to grow (see Figure 21 for future library location).

Important to note in this discussion is that the phrase library service has changed in recent years. It is no longer adequate to provide only books and other traditional research materials. Libraries need to be more diverse, with computer and internet related services as well. When the City considers additional library services, these newer technology-related services also need to be considered along with the traditional provisions.

There are a number of ways the Longview Public Library could provide additional library services, if it is determined that expansion of an additional branch is not feasible for financial or spatial reasons. For example, library needs could be met with a satellite facility in another part of Longview. Another option to provide such services is not with additional building space, but with additional services that are not tied to traditional brick-and mortar. These include outreach services, such as book service programs (i.e. delivery) for children and the elderly, tutoring programs, and cooperative-use programs with local school districts (i.e. for books, research materials, etc.). Other types of services that are becoming more common with the advent of the internet include checking books and research materials out electronically with downloads, paying late fees on-line, or re-checking out books online. Establishing such programs would require some City investment, but would likely be less expensive than building additional facilities to meet short-term needs.

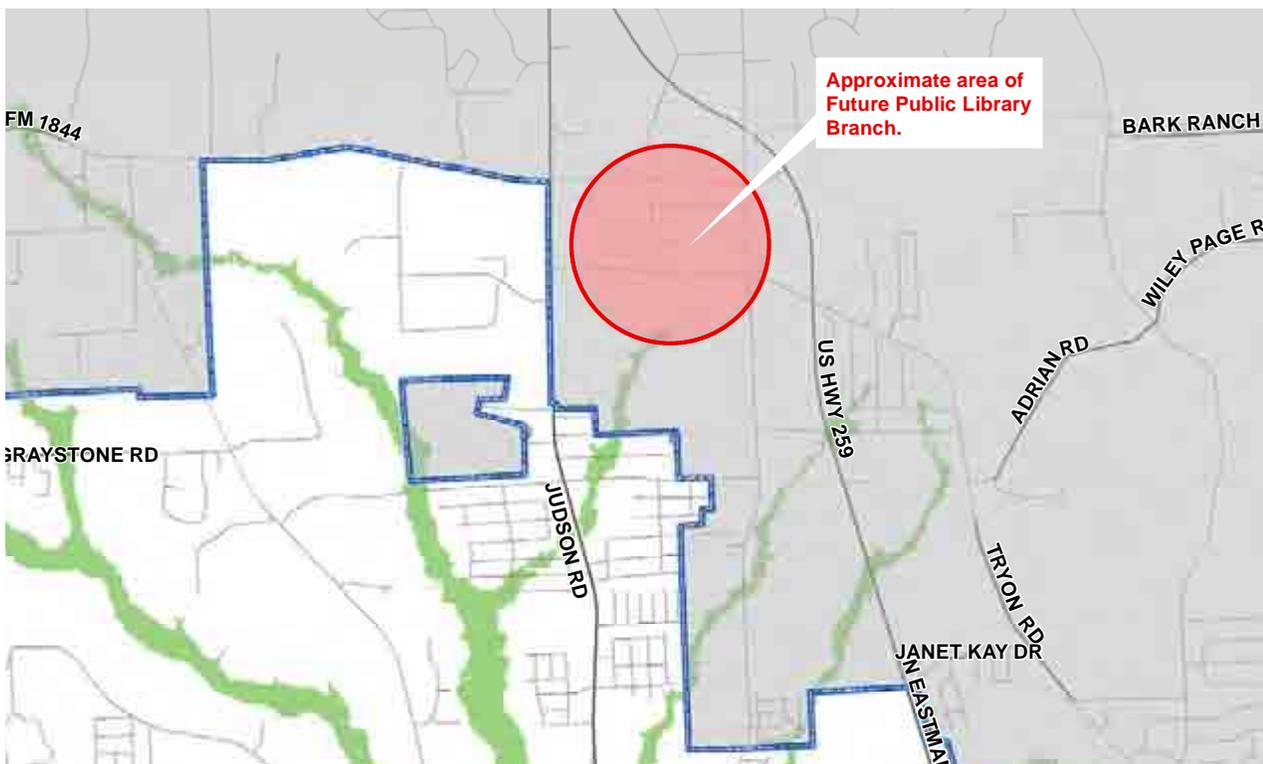


Figure 21: Future Library Location

Police Services

Police service is an extremely important factor in assessing a community's quality of life. Safety is often a prime consideration for people when deciding where to establish a home. A high crime rate (or perception of crime) can cause people to decide not to locate in a particular area. Conversely, a low crime rate can be an attractor for population growth. Communities like Longview often experience population growth partly due to the feeling of safety that a low crime rate provides.

Police Officers

Within the Longview Police Department, Longview currently has 172 police officers and 62 civilian personnel. Over the years, the Longview Police Department has placed significant importance on the community policing model in determining the allocation of police resources. Patrol staffing plans must meet the minimum line staffing to respond to the emergency and non-emergency citizen demands.

The Longview Police Department maintains a "Priority 1" response time of fewer than five minutes to emergency calls. There are many factors that must be considered when it comes to the deployment of police resources such as policing philosophy, policies and practices, calls for service, population, and availability of police resources. In order to effectively sustain the community policing model, an officer's time must be closely monitored through encumbered and unencumbered time. Their time is monitored by the time spent answering calls for service, conducting administrative duties, (i.e. paperwork, court, etc.) and providing proactive police services.

While there are many varying police allocation models available to determine staffing of police agencies, the variables most important to the community and the agency have to be considered in determining the agencies staffing level. The Longview Police Department annually reviews staffing needs to ensure they are meeting the demands of the community they serve.



Police Department Facilities

Longview's Police Department currently operates out of two facilities that are located on Cotton Street directly west of City Hall. These two facilities are approximately 37,700 square feet total. A portion of the police department's 37,700 square foot facility is dedicated to the municipal court. These facilities are currently at capacity for the number of personnel within the department. The police annex houses the Criminal Investigations Division, this facility is leased and is also at capacity. Given the Police Department will need to grow in correlation with population growth, this immediate need should be addressed as soon as possible. See Figure 22 for the potential location of future police substation.

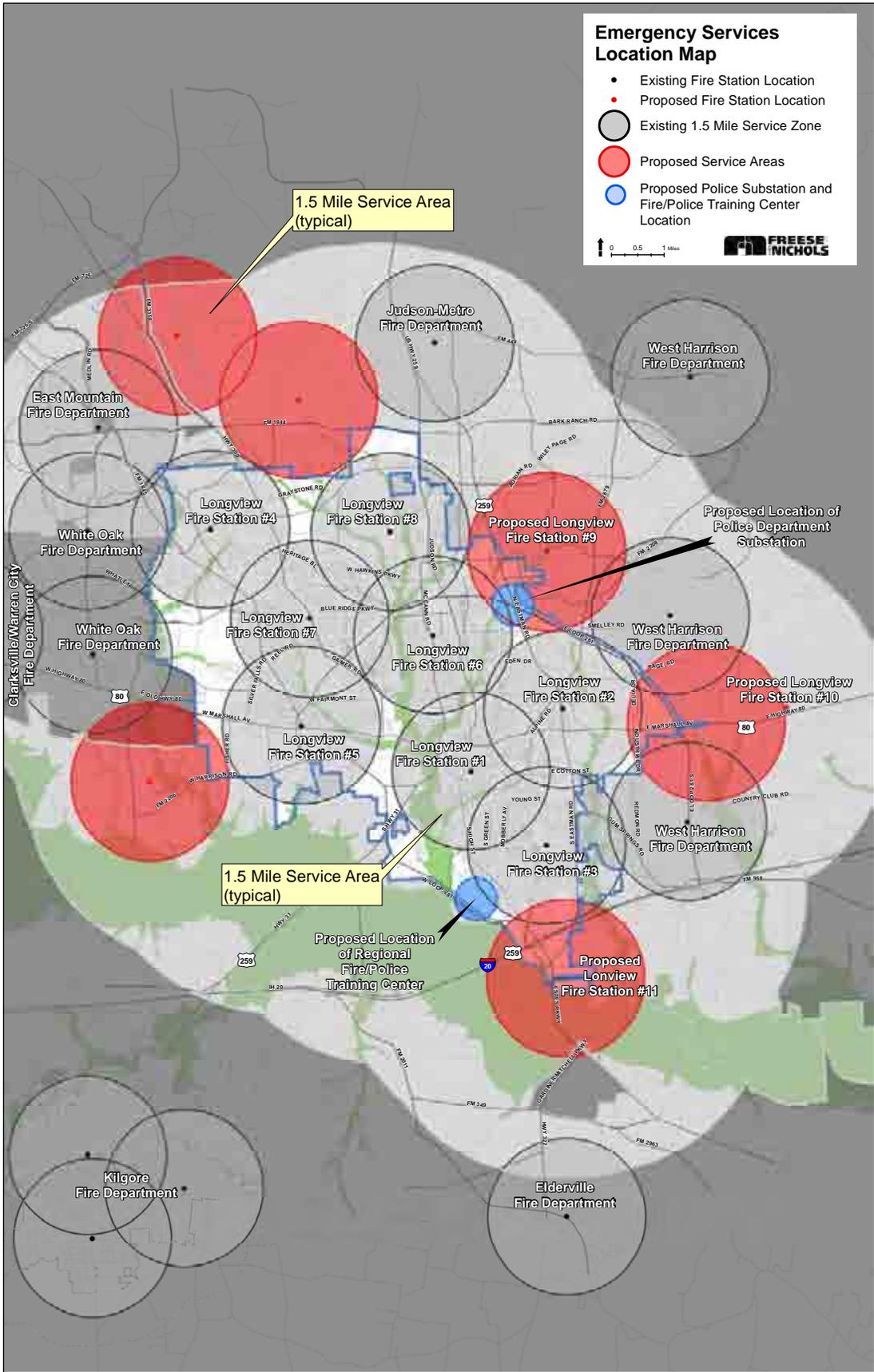


Figure 22: Emergency Services Location Map

Fire Services and Facilities

Like police service, fire service is important to a city’s quality of life. In addition to fighting fires, a community’s fire personnel are often called on to provide emergency medical service (EMS), alongside police and traditional ambulance services. Fire service and facilities are therefore a significant element– ensuring the public’s health, safety and welfare. A major factor in terms of fire protection service is the service-area of fire stations to the geographic area of the community. According to the National Fire Protection Agency (NFPA), the generally accepted fire service area for urban areas is 1.5 miles, while for rural areas, it is 2.5 miles. These distances correspond to the NFPA standard of a 4-minute maximum response time. There is a need for an additional Ladder Truck Company at Fire Station #2, with nine additional firefighters. Also, an additional Fire Engine Company is needed at Fire Station #8, with nine additional firefighters.

Longview currently has eight fire stations used for fire protection services. There are also two fire training facility locations. Fire stations #5, #7, and #8 are in need of either renovation/ expansion or reconstruction. These stations were built in 1985, 1971, and 1982 respectively. The age of these facilities, fire equipment and the shift in trend of more female firefighters have caused these stations to become inadequate. These stations are in a great location and the desire would be for their locations to remain when considered for updating.

The Fire Training Center is also in need of expansion and consolidation. The outdoor training facility is located within a residential neighborhood that requires fire personnel to notify each resident by going door-to-door before performing training. The location is not conducive for the noise and chemicals used during training. It is recommended that a new regional fire/police training center be constructed on the outer edges of the city limits, on an approximately 20-30-acre site. See Figure 22 for potential location of a new regional fire/ police training center. The new facility will allow for the relocation of the existing fire training field from the Stamper Park neighborhood for better quality of life and it would provide additional park space.

Ratio Analysis of Existing and Future Fire Service Needs			
Accepted Ratio of Firefighters to Population: 1.5 per 1,000 People			
Current # of Firefighters	Ratios	Future # of Firefighters Needed	
		Population Estimate of 89,064 in 2025	Population Estimate of 97,702 in 2035
168	1.5 Firefighters per 1,000	177	195
Current Population (Est. 2012): 81,092			
Current Ratio of Officers Per Population in Longview: 1.0 per 1,000			

Table 15: Existing and Future Fire Service Needs

As the City grows, new fire stations will be needed to maintain adequate coverage. For Longview, the NFPA’s urban-area standard of one-and-one-half miles has been recommended for the planning of future stations. Figure 22 shows existing and recommended station locations based on these coverage standards. However, based on future annexation, the City may need to provide additional coverage not currently proposed.

Parks Operations and Maintenance

The Parks Operations and Maintenance facility located in south Longview on Gum Street is outdated, needs repairs, and is deficient in space. There are currently 34 city employees operating from this facility. It is recommended that a new Parks Operations and Maintenance facility be constructed to help with the physical expansion of future parks, and potentially lead to the hiring of more employees. One ideal location for the new facility would be adjacent to Lear Park. Lear Park has undergone recent renovations and expansion, and its easy access to West Loop 281 would provide good visibility.

Infrastructure Assessment as it Relates to Future Expansion

Planning for and providing infrastructure is perhaps one of the most important responsibilities of a municipality. Citizens need to be secure in the knowledge that they can rely on their local government to ensure there is an adequate and safe water supply and wastewater capacity for current populations, and that proper plans are developed to provide for future growth. There are numerous technical studies that can be used to analyze these current and future needs for the City. This 2015 Comprehensive Plan is not intended to take the place of these detailed technical efforts. The purpose of the Comprehensive Plan is to determine whether the City has made or plans on undertaking these efforts. This infrastructure assessment is intended to provide a very brief overview of Longview's infrastructure system and capacity of that system in relation to the current population and the future projected population.

Water and Wastewater Systems

The City of Longview currently receives its water from three different sources: Lake Cherokee, Lake O' the Pines and the Sabine River. Under normal operating conditions, the water collected from these three sources is treated, and distributed to elevated and ground storage tanks with the capacity of approximately 6 million gallons of water throughout the City in over 600 miles of pipeline. The east and southeast regions of Longview receive water from the Cherokee Water Treatment Plant. The west and southwest regions of Longview receive water from the Sabine River Water Treatment Plant. The north region receives water from the Lake O' the Pines Water Treatment Plant.

Much of the eastern expansion areas discussed in Chapter 8 do not currently receive their water from the City of Longview. Instead they receive water from either the Tryon Water District or Gum Springs Water District. The Tryon Water District serves just over 2,000 residents. It receives most of its water from Lake O' the Pines and Carrizo-Wilcox Aquifer. The Gum Springs Water District currently purchases its water from the City of Longview.

The City of Longview's Wastewater Treatment Plant is designed and permitted to treat an annual average flow of 21 million gallons per day (MGD) and has the ability to treat a 2-hour peak flow of 63 MGD of raw sewage. Twenty-one lift-stations support the gravity system of more than 800 miles of pipe by pumping the sewage through miles of force mains to the Treatment Plant. After going through the effluent at the end of the process, the water enters Jackson's Cove, and then flows into Grace Creek. From Grace Creek, the water flows into the Sabine River and finally into Toledo Bend Reservoir.

As for the wastewater service in the potential expansion areas, Longview does provide service to some of the areas adjacent to its City's limits. The Tryon Water District also provides service to a small percentage of residents – approximately 330 customers. However the majority of properties rely on their own independent septic systems.

Water Supply

Longview supplies water to its own municipal and industrial customers as well as several smaller entities in the surrounding area including Hallsville, White Oak, Elderville WSC, and Gum Springs WSC. Longview also utilizes its own water rights on Big Sandy Creek and the Sabine River. The population and water demand projections from the 2011 Region D Water Plan show that Longview has nearly a 70 percent surplus in available water supply through year 2060. While the population projections in the Region D Water Plan are slightly less than the rate of growth projected in this Comprehensive Plan, the significant surplus should be enough for Longview to pursue growth in both population and industry. Longview will need to continue to invest in water and wastewater treatment and collection/distribution improvements and in overall maintenance of the system.

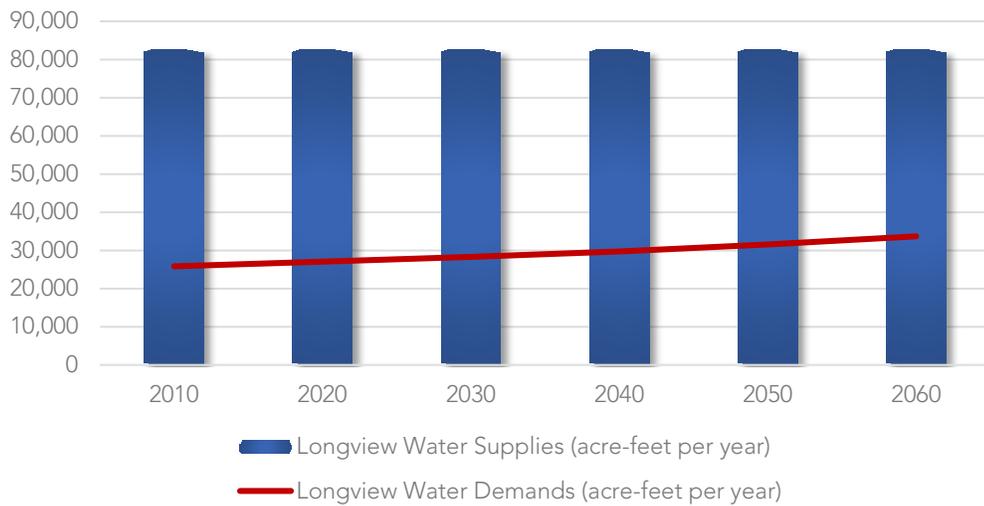


Figure 23: Longview Water Supply Compared to Demands

Longview Population Projections						
County	2010	2020	2030	2040	2050	2060
Gregg	75,229	78,835	82,562	86,875	92,714	101,063
Harrison	1,598	1,598	1,598	1,598	1,598	1,598
Total	76,827	80,433	84,160	88,473	94,312	102,661

Longview Water Demands (acre-feet per year)						
Entity	2010	2020	2030	2040	2050	2060
Longview Municipal	10,671	10,812	11,029	11,397	12,149	13,225
Manufacturing	5,300	6,360	7,420	8,480	9,540	10,600
Hallsville	737	737	737	737	737	737
White Oak	1,120	1,120	1,120	1,120	1,120	1,120
Elderville WSC	737	737	737	737	737	737
Gum Springs WSC	1,105	1,105	1,105	1,105	1,105	1,105
Steam Electric	6,161	6,161	6,161	6,161	6,161	6,161
Total	25,831	27,032	28,309	29,737	31,549	33,685

Longview Water Supplies (acre-feet per year)						
Source	2010	2020	2030	2040	2050	2060
Cherokee Water Company	16,000	16,000	16,000	16,000	16,000	16,000
NETMWD	20,000	20,000	20,000	20,000	20,000	20,000
Big Sandy Creek	1,120	1,120	1,120	1,120	1,120	1,120
Sabine River Authority	20,000	20,000	20,000	20,000	20,000	20,000
Sabine River ROR	19,337	19,337	19,337	19,337	19,337	19,337
Reuse	6,161	6,161	6,161	6,161	6,161	6,161
Total	82,618	82,618	82,618	82,618	82,618	82,618

Surplus **56,787** **55,586** **54,309** **52,881** **51,069** **48,933**

Table 16: Longview Water Needs Projections

PUBLIC FACILITIES STRATEGIES

The following are recommendations related to the City's public facilities. Each recommended strategy is shown with its associated goal and objective(s) from the visioning section. Priority strategies will be noted in the implementation chapter.

GOAL: Be recognized as the most livable city in East Texas.

Objective: Maintain fiscal responsibility through evaluating the capital improvements program on a consistent basis.

Strategies:

- F 1.1** Add public facilities to be constructed or renovated to the capital improvements program in order to plan for future availability of funding.

GOAL: Have quality education through collaborative efforts to reach the highest educational attainment at all levels.

Objective: Encourage the cooperative programming and shared uses of City and School District land and facilities to allow for the best use by citizens.

Strategies:

- F 2.1** Explore the opportunities to share uses between the City and School Districts such as housing a library branch on a school campus or public use agreements for gym or auditorium use.

GOAL: Promote a community that encourages cross-cultural understanding, nurturing, respect and celebration.

Objective: Expand and support the arts and entertainment venues.

Strategies:

F
3.1

Study the feasibility of additional convention or event space, such as a multi-purpose event center, hotel conference center, or other entertainment and meeting venues. Identify partnerships and collaborate on funding sources. Identify potential events that may be attracted to a new events center.

GOAL: Ensure adequate facilities and services to maintain safety of Longview’s visitors, residents and workers.

Objective: Provide the necessary and appropriate technology, buildings, equipment and people for delivery of quality services now and in the future.

Strategies:

F
4.1

Renovate, expand, or rebuild fire stations #5, #7, and #8. Prioritize, in order of need, the fire station rehabilitation plan and conduct internal preliminary building programming exercise.

F
4.2

Build a regional fire/police training center. Identify intergovernmental agencies for possible partnerships and funding opportunities, and select site for new training center and acquire property. Conduct internal preliminary building programming exercise.

F
4.3

Expand the police department in order to consolidate personnel. Move detectives from current lease space to a permanent location, preferably within a police department. Consider moving departments to potential new police substation.

F
4.4

Open a police substation(s) in undeserved areas. Locate at least two areas for police substation(s). Develop a schedule and timeline of substation opening and identify number of personnel that will be housed in new substation(s).

F
4.5

Build a new library branch in a rapid growth area or newly annexed area of the City. If or when the City annexes areas in the ETJ, evaluate locations for new library branch. Determine the appropriate size of library by issuing a community survey.

F
4.6

Build a new parks operations and maintenance facility in a location with more visibility and to accommodate employees.

F
4.7

Build a new office space for the possibility of City Hall expansion and consider spreading out services such as Human Resources not located at City Hall.

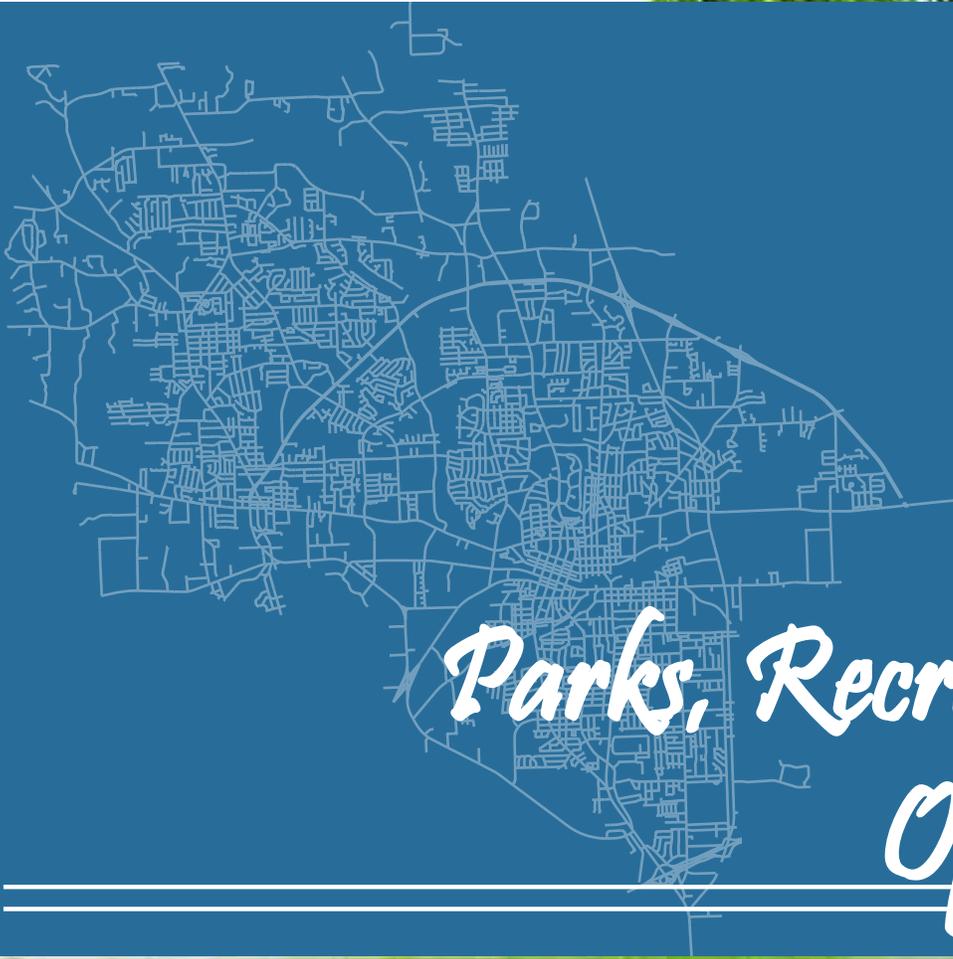
GOAL: Invest in designated areas to create an urban mixed-use environment to attract people and create a sense of place.

Objective: Support the activities and developments that draw persons from outside the area to Downtown for the purpose of entertainment, site-seeing and shopping and living.

Strategies:

- F
5.1 Provide adequate parking facilities in the Downtown area to serve existing and new businesses and development projects.





6

Parks, Recreation and Open Space



Chapter 6: Parks, Recreation and Open Space Plan

OVERVIEW

Purpose

This Parks, Recreation and Open Space Plan provides a planning process, long-term vision and the guidance to make informed decisions. It establishes direction for the next 10 years (to 2024) to meet both current and future park, recreation and open space needs. The plan is intended to help manage Longview's park system development in an orderly fashion and to guide implementation and policy decisions for future recreation amenities and parkland needs. The plan identifies community desires for recreational uses and associated park growth areas as well as emphasizing trail recommendations. This plan can aid the City in seeking funding opportunities. This document should be used as a planning tool by citizens, elected officials, boards, the City Council, and developers to understand community desires and make certain long-term community success. The plan is intended to help coordinate local efforts for Longview and to work in conjunction with Gregg and Harrison counties, area school districts, local organizations and sports leagues, and the East Texas Council of Governments. Additionally, this plan is intended to serve as a stand alone document, housed within the Longview Comprehensive Plan.

Longview's park, recreation and open space system needs to respond to the area's growth and take advantage of natural features. With large areas currently under serviced by parks, it is obvious one of the key purposes for this Master Plan is to balance new park expansion with maintaining existing park facilities. Planning and implementing an increased but balanced park and trail system will help preserve the values that already make Longview an attractive community. The City needs to provide increased park service levels that are consistent with the citizen's desires based on this Master Plan's needs assessment. The development of new parks, improved existing facilities and expanded trails connections will play a key role in increasing quality of life.

Specific Objectives of the Parks, Recreation and Open Space Plan

Longview is a unique East Texas community whose diversity gives it character. The uniqueness is a point of community pride. The specific objectives of this Plan are to:

- Provide a framework for orderly and consistent park planning and development
- Provide research and facts about the community character and demographics
- Establish park system standards and criteria to guide future park development and land acquisition
- Guide staff and elected official decision-making for park, recreation and open space funding and development
- Identify the need for additional park service and facilities
- Evaluate the spatial distribution of existing parks to measure service levels
- Establish park, recreation and open space goals
- Make certain future growth and development is accompanied with appropriate park service levels and recreation amenities
- Determine needs based on citizen meetings and establish standards
- Establish recommendations and prioritizations
- Create a plan to help with grant funding opportunities

About Longview

The town of Longview itself was founded in the early 1870s, when the Southern Pacific Railroad extended its track from Marshall in Harrison County westward into Gregg County. The railroad bypassed Earpville and laid out a new town a mile to the west on land purchased from Ossamus Hitch Methvin, Sr. Railroad management called the new settlement Longview, reportedly because of the impressive view from Methvin's house, which was on what is now Center Street. A post office was established in January 1871 before regular rail service to the town began. Due to financial problems the Southern Pacific delayed further track construction for two years, and Longview became the western terminus of the railroad. Wagons from throughout East Texas journeyed to the town, which quickly developed as an important regional trading center. On May 17, 1871, Longview incorporated, the first community in Gregg County to do so.

The discovery of the rich East Texas oilfield in the early 1930s saved the town from the harsh economic effects of the Great Depression. Located several miles outside the oilfield, Longview was spared the worst aspects of boomtown chaos but was able to capitalize on its position as the established business center and governmental seat of Gregg County. The City was transformed from a sleepy cotton, lumber, and railroad town populated largely by natives to a thriving commercial and industrial city dominated by mostly Southern newcomers. The population more than doubled during the 1930s, to 13,758 in 1940.

In 1942 construction began on the Big Inch pipeline, which originated in Longview. From February 13, 1943, through August 31, 1945, this pipeline transported more than 261 million barrels of crude oil to the East Coast for refining.

During the 1940s and 1950s the population of Longview grew steadily, from 24,502 in 1950 to 40,050 in 1960. The City's growth was fueled by a growing migration from rural areas of Gregg County and by the annexation of neighboring Greggton and Spring Hill. More recently the Longview metropolitan area has spread east into Harrison County. The City's population reached 45,547 in 1970 and 62,762 in 1980.

Eugene W. McWhorter, "LONGVIEW, TX (GREGG COUNTY)," Handbook of Texas Online (<http://www.tshaonline.org/handbook/online/articles/hdl03>), accessed June 12, 2014. Uploaded on June 15, 2010. Published by the Texas State Historical Association.

As mentioned in previous chapters, Longview is seeing a revitalization effort of its downtown and is a key regional medical center. Longview is considered a major hub city for East Texas, as is the nearby city of Tyler. Top employers include medical services, heavy industries and education. The City has four (4) independent school districts that make up at least a portion of the City: Longview, Pine Tree, Spring Hill and Hallsville, each having a major high school. Longview is home to the 162 acre Letourneau University with an enrollment of 2,800 students. The university offers four-year and two-year undergraduate degree programs in engineering, technology, the liberal arts, business, aeronautical science, education and the sciences; plus master's degree programs in business, education, engineering and psychology.

Longview's climate is attractive for all weather activities. The annual average high is 76.2 ° F and the annual average low is 55.3° F with an average temperature of 65.8 ° F. Longview receives an average of 49 inches of precipitation a year. The City and surrounding region falls within the piney woods ecosystem. This ecosystem consist of temperate coniferous forest dominated by pines as well as some hardwoods such as hickory and oaks. The Sabine River is a major river which flows through Longview.

In addition, Longview is blessed with unique land characteristics of rolling hills and is home to large wetlands and greenbelts, many of which frame the City's existing land uses. These greenbelts are notably large and span the City north to south and east to west. Their features include low land terrain, significant tree cover, habitat, rivers and creeks. As Longview's population increased and the park system further develops, these greenbelts should play a key role in defining community character, sense of open space and recreational opportunities.

Location

Longview is approximately 125 miles east of Dallas, Texas and 40 miles from the Louisiana border. Longview is primarily located in Gregg County with a smaller portion of the City extending into Harrison County. As of the 2010 Census, the population was 80,455 with an estimated 2012 population of 81,092. Longview is easily accessible from the south by Interstate 20 and State Highway 31 and 149 and from the east and north from U.S. Highways 80 and 259. Longview is the principal city of the Longview Metropolitan Statistical Area (population 271,669), comprising Gregg, Upshur and Rusk counties.



Study Area and Newly Established Park Planning Areas

The Parks, Recreation and Open Space study area includes Longview's city limits and its ETJ. In total, the City has 35,689 acres within its city limits and 96,800 acres within the ETJ.

The study areas have been divided into three park planning zones, see Figure 24. The Planning Team's initial assessment concluded many factors influenced the benefits of subdividing the city's park planning efforts and they include:

- To address existing natural and manmade barriers
- To help understand park service needs
- To aid with implementation and parkland acquisition locations

To help maintain continuity and character for Longview, it should be noted that the park standards and classifications, inventory and needs assessment are based upon the study area as a whole. While man-made restrictions are being considered, not all major barriers that pose connectivity and safety challenges can be used to separate planning areas. Also, the use of sub planning areas is not intended to discourage or limit connectivity, parkland dedication, funding or creativity in park design.

Zone I includes all the lands south of US-80. Zone II includes the area north of US-80 and west of SH-502. Zone III includes the area north of US-80 and east of SH-502.



Zone I: **11,979** acres
Zone II: **17,456** acres
Zone III: **6,254** acres

in City Limits

Zone I: **52,296** acres
Zone II: **19,569** acres
Zone III: **24,935** acres

in the ETJ

Total Study Area contains
35,689 acres in the City Limits and
96,800 acres within the ETJ.
Longview's 2012 population was an estimated 81,092.

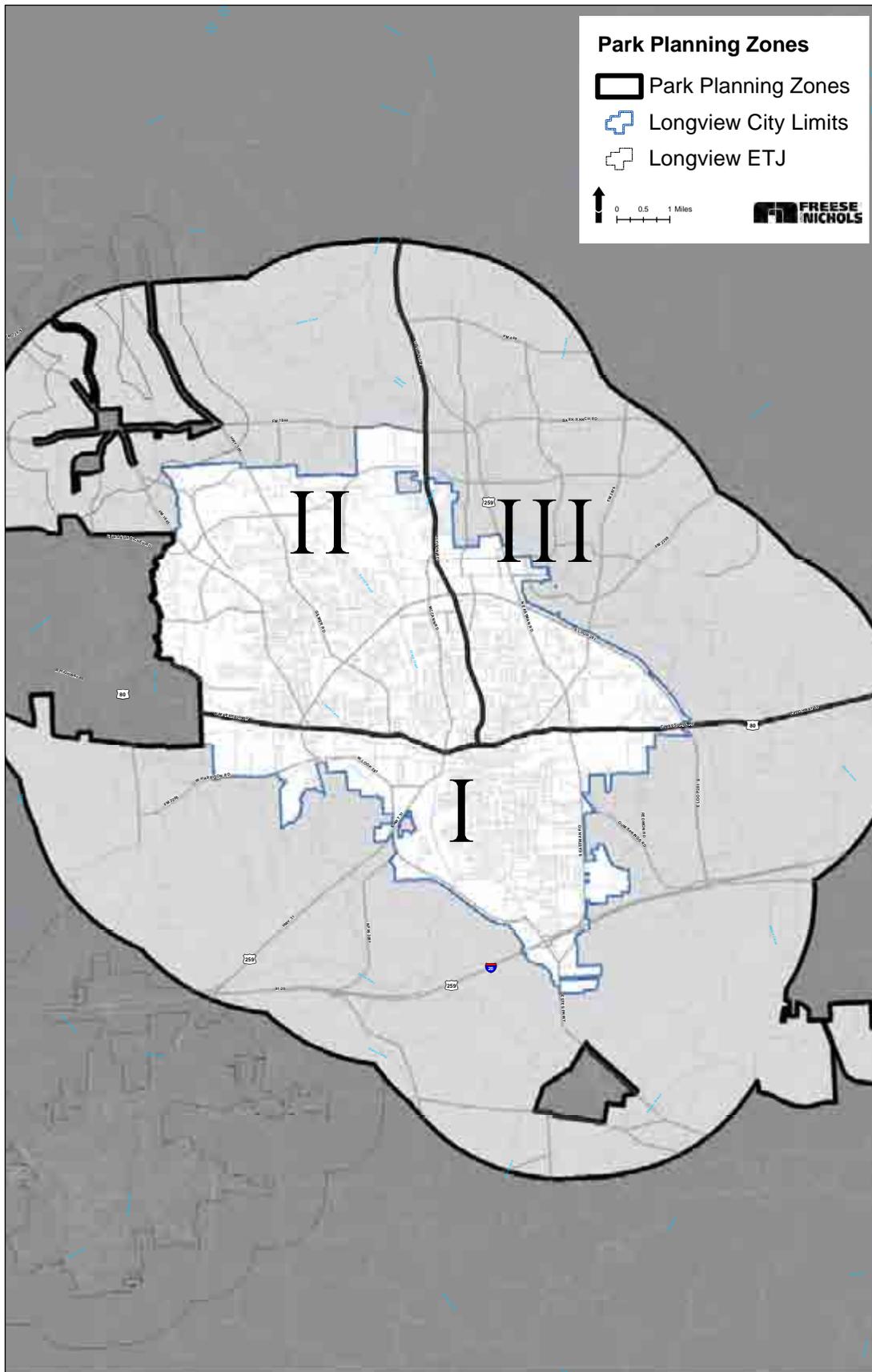


Figure 24: Park Planning Zones

Benefits of Parks

According to the American Planning Association (APA), there are four main benefits of parks:

1. Parks provide people with contact with nature, known to confer certain health benefits and enhance well-being.
2. Physical activity opportunities in parks help to increase fitness and reduce obesity.
3. Parks resources can mitigate climate, air, and water pollution impacts on public health.
4. Cities need to provide all types of parks, to provide their various citizen groups with a range of health benefits.

Society's growing health consciousness makes recreational opportunities increasingly important for all age groups. Ultimately, this plan will help enhance quality of life for Longview residents by promoting increased park service levels and trail connections. With population increasing from an ever growing urbanized area, Longview recognizes preservation of its open space and parks as a top priority. As the East Texas region continues to expand, citizens are becoming more aware of the diminishing amounts of open space around their communities. This awareness leads to an increased interest in open space preservation. Likewise, rural landscapes and natural areas including creeks, lakes, prairies and wooded areas, are receiving more visitors than previous years.

Research has shown that the quality of a city's environment such as climate, park space and natural resources, plays a significant factor in attracting new residents. Table 17 shows climate, park space and natural resources were ranked the highest by a study on human capital investment. The availability and quality of open spaces play a large role in determining where people choose to reside and therefore maintaining population and economic growth. In return, it is important to understand the trends in parks and recreation in the region to ensure that Longview can attract and retain its residents and businesses into the future.

City Attributes Attracting Americans			
City Attribute	Score	Rank (2009)	Rank (2007)
Environment - Climate, Park Space, Natural Resources	1106	1	1
Affordability - Cost of Living, including Housing	941	2	4
Entertainment - Arts, Culture, Dining, Music, Recreation	758	3	3
Opportunity - Professional and Personal (for Self or Spouse)	654	4	2
Family - Great Place to Raise Children or Support Elderly	638	5	5
Community - Connectivity and Sense of Place	531	6	6
Image - Appearance and Reputation	481	7	8
People - Backgrounds, Talents, Perspectives	431	8	7
Health and Safety - Care and Protection	378	9	9 (tie)
Transportation - Ease of Travel	266	10	9 (tie)

Table 17: City Attributes Attracting Americans. Source: Adapted from Schweyer, Allan. National Talent Markets - 2009: A Study by the Human Capital Institute

According to an article in the American Journal of Public Health, parks with more features are more likely to be used for physical activity. The following amenities promote higher levels of physical activity:

- Playgrounds
- Basketball courts
- Multi-purpose rooms (gymnasiums)
- Walking paths
- Swimming areas
- Streetlights
- Floodlights
- Shaded areas
- Drinking fountains

Additionally, parks that only have one feature, like a skate park, have the tendency to exclude certain groups of people. The survey also revealed that certain park amenities can lead to lower levels of physical activity. While these amenities can be useful to certain groups, the amenities limit the versatility of the park. The following amenities have been linked to lower levels of physical activity:

- Picnic shelters
- Grills

To promote a healthy, lively park that will attract all citizens the park should incorporate multiple amenities, based on the area the park is located within.

The Longview Parks and Recreation Department

As depicted in previous Longview Park, Recreation and Open Space master plans, this 2015 update finds it important to review the history of community park choices that have led to the current inventory and service level. Past decisions have led the groundwork for future needs and funding criteria.

“The City acquired its first park in 1939 that was aptly named City Park. From 1939 until 1969 the Park Division was operated by The Department of Public Works. Prior to 1969, with only seven parks consisting of 105 acres, the City didn’t seriously feel that parks were necessary for the well-being and happiness of the citizens. Longview was far behind the national parks average established by the National Recreation and Parks Association.

This attitude changed in 1969, and the first Parks and Recreation Director was hired. A \$200,000 bond issue also passed, to be used for the development of a new park and an upgrade of the seven existing small municipal parks. Additional bond issues were passed in the late 1970’s and again in 1998, and several state and federal grants were obtained during that time. A subsequent \$12.5 million Parks and Recreation bond issue was passed in 2004. The passage of these bond issues has allowed the City to purchase needed parkland and to develop and upgrade additional park and athletic sites throughout the community.”

Source: 2004 City of Longview Parks, Recreation and Open Space Master Plan.

In 2007, Longview passed \$7.48 million in Parks and Recreation bonds. However, the 2007 bond funding has been used to date and currently no large sources for park improvement funding exist.



The City has experienced growth in both park development and recreational opportunities in the past 45 years. As it approaches its 46th year, the park system includes 41 developed recreation sites, consisting of neighborhood parks, community parks, recreation centers, linear parks, a regional park and special use parks. In total, Longview has over 650 acres of land dedicated for recreation use.

Related Plans Current and Previous Park Plans

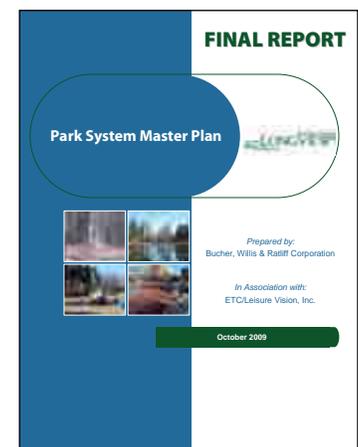
The City has done an outstanding job in updating the Parks and Recreation master plans approximately every five years starting in 2000, with updates in 2004, 2009 and this current 2015 Master Plan. Other recent and relevant park plans include the following:

Trail Master Plan Map

This map illustrates the existing 18 miles of trails in addition to proposed trail routes. The future trails are categorized by City-owned and privately owned property to show what properties the City has under control.

2009 Park System Master Plan

The most recent Park System Master Plan was completed in October 2009 by Bucher, Willis & Ratliff Corporation. The 2009 plan set a five year time frame for the Comprehensive Parks, Recreation, and Open Space Master Plan. It is important to note this 2015 plan is seen as an extension of the past park system plans. As this current plan builds on the 2004 and 2009 plans, it does not find it necessary to completely reinvent the wheel, but rather move forward with a focus on continuing to meet the current and future park needs. While the previous plan's time has expired, this 2015 effort finds it relevant to review and maintain consistency in planning direction as appropriately based on the 2015 needs assessment.



To promote this transition, the 2009 and 2004 plans were both reviewed. Much of the previous park classification and standards remain relevant. In addition, review of previous recommendations and prioritizations provided a knowledge framework for this update, but new recommendations and prioritizations are provided to meet newly discovered needs and desires.

Project	Priority	Year	Current Status
Completion of the Lear Park Master Plan	1	2011	Ongoing
Completion of the Spring Hill Master Plan	2	2011	Ongoing
Trail linkage between Cargill and Paul Boorman	3	2012	Partially implemented
Improve park system security	4	2012	Not complete
Installation of Spray Parks at Community Parks	5	2012	Five new spray parks completed
Upgrades to Existing Parks: Equipment, Facilities and Infrastructure: Playgrounds, Restrooms, Pavilions, Swimming Pools, Lakes, Multi-Purpose Courts etc.	6	2011/2012/2013	Partially implemented but on very limited basis
Construct Practice Fields	7	2013	Not complete
Renovate Athletic Facilities: McWhorter, Hinsley, Timpson, Broughton, and Stamper/ Womack	8	2013	Not complete
Land acquisition for parks in growth area	9	2014	Not complete
Upgrades/ Repair to Existing Trails	10	2014	Partially complete, ongoing

Table 18: Top Priorities of the 2009 Park System Master Plan

Master Plan for Rice Park, McHaney Park and Trail

Design and engineering consultants have assisted the City in designing trail improvements to existing Paul G. Boorman Trail and to Cargill Long Trail. The improvements included trail extensions from US-80 to North Fourth Street (Paul G. Boorman Trail to Cargill Long Trail).

Both proposed parks, McHaney Park and Rice Park, need to be illustrated in future park growth and recommendation maps. These two new parks are key action items to be completed with trail expansions.

Lear Park Master Plan

Implementation continues for Lear Park with the splash pad expansions underway. Trails and eight baseball fields remain uncompleted as part of the existing Lear Park master plan.

Spring Hill Park Master Plan

Walking trails and parking lot expansions remain uncompleted as part of the Spring Hill Park Master Plan.

Longview Arboretum Master Plan

The Longview Arboretum and Nature Center is planned for a wooded area adjacent to the Maude Cobb Convention and Activity Complex. The Master Plan calls for a phased development of this much anticipated project. Currently, fundraising activities are in progress to finance initial construction.

Recent Park Accomplishments Since the 2009 Master Plan

Since the 2009 Master Plan was accepted by the City Council, the City of Longview Parks and Recreation Department has celebrated the following milestones:

- FY 09-10: Purchased 9.4 acres of land, now designated for the development of *The Green*
- FY 10-11: Spring Hill Park splash pad was donated to the City
- 11/5/10: Grand opening for Paul Boorman Trail phase 2
- 3/2/11: Grand opening of Spring Hill universally accessible playground (donation)
- FY 11-12: New restrooms at Rice Park (serves Paul Boorman Trail) and Spring Hill Park (serves splash pad and playground)
- 11/11/11: Grand opening of Stragent Dog Park (donation)
- FY 11-12: Depot Park
- 6/29/12: Grand opening of Jack Mann splash pad phase 1
- FY 12-13: Expanded playground at McWhorter Park
- FY 12-13: Opened Grace Creek Mountain Bike Trail (donation)
- FY 12-13: Constructed Bennie Jackson Park walking trail
- Multi-year Project: Adding shade to Lear Park athletic fields
- FY 13-14: Renovations to Akin Trail
- FY 13-14: Opened Hinsley Park disc golf course
- Longview Arboretum Master Plan completed and approved
- Completed 2007 voter approved CIP bond projects
- Rehabbed/reconstructed swimming pools: Paula Martin Jones, Longview Swim Center and Ingram Pool
- Fundraising began for construction of a Miracle League Field to be located at Lear Park

Community Snapshot

Please see Chapter One for full community demographic and baseline assessment.

Plan Developments Process

Longview's 2015 Park, Recreation and Open Space Plan was prepared by Freese and Nichols, Inc. as part of the 2015 Comprehensive Plan. This Master Plan was prepared using several key tasks and is consistent with Texas Parks and Wildlife Master Plan Guidelines.

Task of the Park Plan Development

Task 1- Public and Committee Input

The first task involved public and committee input as part of the comprehensive planning process and spanned much of the project. Input was gathered at two public meetings, multiple park subcommittee meetings and an online survey.



Task 2- Goals and Objectives

Next, goals and objectives were developed as part of the comprehensive planning process and specific parks and recreations objectives were developed. The goals and objectives were further refined throughout the process and helped to inform recommendations.

Task 3- Context and Baseline Data

The introduction portion of the document was created to define the overall contents and factors influencing the master plan. Such influences include parks background, history, existing plans and area growth trends. Reviews of existing park plans and previous planning documents set the stage for the planning team to better understand how past City efforts have produced the existing park status.

Working maps, aerials and GIS information was collected as a knowledge base of assessment. A review of relevant demographics of the City was conducted to understand current and future trends affecting parks and open space. Variables such as age and family composition can help the City make certain that appropriate park facilities are selected and prioritized to meet demographic trends.

Task 4- Park Classifications and Standards

This task included refinement of local park standards to make certain Longview's influences and preferences are correctly matched with available lands, economic and natural resources. Longview's existing park facilities were compared to past master plans and to national standards published by the National Recreation and Park Association (NRPA). Appropriate adjustments were made to park definitions, sizes and service levels to better align with Longview's park system.

Task 5- Inventory

Next, an inventory of the existing park system and a facility matrix was developed that identified park types, trails, amenities and existing park acres. This task relied heavily on the City's current park matrix and descriptions. The purpose of this task was to develop a thorough understanding of the recreation system as it stands today.

Task 6- Needs Assessment

One of the most important tasks is to establish a local needs assessment to determine the park and recreation needs of the community. This task included a series of steps revolving around three assessment types: demand, standards and resources. Public meetings, an online survey, mapping exercise and committee discussions all formulated the demand-based criteria. The planning team used several standard-based analyses to establish a baseline and to compare levels of service. This shows how well citizens' needs are being met based on acres, facility quantities and service areas. And finally, research, interviews and data gathering helped to identify resource-based opportunities.

Task 7- Recommendations and Prioritization

This step blended previous tasks into workable solutions. The results are park and recreation recommendations. Task 7 involved a process of ranking the priorities for future park facilities, trails and park development from highest expressed needs to lowest expressed needs. Citizen and committee input obtained during the previous tasks were used to determine priorities for recreation opportunities. This Master Plan document establishes the guidelines that will direct the acquisition, development, and maintenance of parks, recreation areas and open spaces for the next five years.

Goals and Objectives

Please see Chapter 2, The Long View for community goals and objectives.

AREA AND FACILITY CONCEPTS AND STANDARDS

Traditionally, the most common standards for park planning used by cities throughout Texas and the United States have been the published guidelines by the NRPA. As the NRPA guidelines provide in their introduction, they recognized the importance of establishing and using park and recreation standards as:

1. A National expression of minimum acceptable facilities for the citizens of urban and rural communities
2. A guideline to determine land requirements for various kinds of park and recreation areas and facilities
3. A basis for relating recreation needs to spatial analysis within a community wide system of parks and open space areas
4. One of the major structuring elements that can be used to guide and assist regional development
5. A means to justify the need of parks and open space within the overall land use pattern of a region or community

The purpose of the classifications and standards is to establish guidelines for parks and trails. These classifications balance amenities and access, yet are appropriate for the community's size and existing conditions. The following classifications and general considerations were developed to promote a park system that is measurable and supports the community's vision. The classifications create a hierarchy of park types through sizes, location, recreational types and service areas. These park standards are unique to Longview, and capitalize on local features and community desires.

Longview's classifications were developed based on many factors. First, the National Recreation and Park Association's Park, Recreation, Open Space and Greenway Guidelines, published in 1995, were used as a baseline tool to determine park types but with some modifications. Justification for modifications were based on the community's size, community input, a realistic approach to implementation, and the current and future needs of the community. Only the park types selected for Longview are shown in this section. It promotes new access for current neighborhoods and helps to create appropriate service levels for future developments. In addition, the classifications consider local resources, cultural factors and physical land attributes such as the abundance of floodplain areas.

Existing inventory, park classifications, and the needs assessment work hand-in-hand to determine the ultimate park recommendations. Analysis on the community's size and the size of existing parks were also conducted to determine park classifications. Traditional classifications for mini, neighborhood and community parks were analyzed, including their respective service radius and recreational features in comparison to the city's physical layout. It was determined that six primary classifications are appropriate for Longview. The traditional neighborhood and community park types will be well served with close-to-home type parks. Larger, all-encompassing type parks will be provided in the regional park category. The final two park classifications include greenbelt/trail parks and special use parks, both types usually exhibiting single amenity types, special locations or very targeted users.

While the mini park classification has been used by Longview for several past Park and Recreational Master Plans, only general descriptions are provided in this 2015 Master Plan. Also, due to the fact that Longview was found to be highly underserved by neighborhood and community parks, the strategies for close-to-home parks do not rely on mini parks but rather the other two close-to-home park categories. This strategy aims to get the most out of limited financial resources for the needed parkland acreages and needed increased service levels. Focusing on the close-to-home type classifications will better position the community towards reaching their park goals. While mini park classifications are not being determined as a standard, the use of mini parks is not discouraged for future master planned development, as long as neighborhood and community park service levels are met. Essentially, the community could get more bang for the buck by targeting neighborhood and community parks' service area capabilities.

The following identifies classifications for parks and trails, including their description, size and service area, location and site selection and development considerations. Once established, these guidelines will then be applicable to form a park system that is responsive to the community's needs.

Longview Park Standards				
Park Type	NRPA Recommended Standards Acres per 1,000 Persons	Recommended Size	Recommended Service Area	Recommended Acres per 1,000 Persons
Pocket Park	0.25 to 0.5 acres	1 acres or less	About 0.25 mile radius	NA
Neighborhood Park	1.0 to 2.0 acres	2.0 to 10.0 acres	About 0.5 mile radius, or single neighborhood	2.0 acres
Community Park	5.0 to 8.0 acres	20.0 to 40.0 acres	1.0 mile radius up to 2.0 mile, multiple neighborhoods	6.0 acres
Sub total	6.25 to 10.5 acres			8.0 acres
Other Parks				
Special Use Park	Varies	Varies by use	Varies by use	Varies
Linear Park/Greenway	Varies	Varies	Varies	Varies
Regional Park	5.0 to 10.0 acres	150.0+ acres	Varies by uses, large portion of the City	5.0 to 10.0 acres
Sub total	5.0 to 10.0 acres			7.5 acres
TOTAL	11.25 to 20.5 acres			15.5 acres

Table 19: Longview Park Standards

Mini Park

A mini park is a small public park that serves up to a 1/4 mile radius and is normally located within a residential area. Mini parks generally range in size from 2,500 square feet to one acre and usually contain a playground and picnic area. Many of these are built by developers and can be operated and maintained by a homeowners association.



Figure 26: A conceptual mini park

Neighborhood Parks

Neighborhood parks are the foundation for Longview's park system. These medium-sized parks are generally centrally located in a neighborhood. Neighborhood parks address an isolated development, limited population or small group of residents. These types of parks generally only serve a single neighborhood unit. They can serve as a neighborhood's center to define character or as a place-making element. In addition, neighborhood parks can be used as a neighborhood stabilization technique to increase branding, property values and the livability for specific neighborhoods. These parks should be very accessible.

Neighborhood parks generally have more targeted programming than community parks and provide close-to-home park services. They can offer a range of passive and active recreational amenities from playgrounds to sports courts, to trail access and areas for family functions. Neighborhood parks are not usually designed for heavy use by organized team sports.

Size, Service Area and Service Levels

Neighborhood parks should be between two and ten acres in size; however, they can be greater in size than ten acres depending on function, surrounding development and land attributes. Their service area includes 0.5 mile radius. The recommended service level is 2.0 acres of neighborhood parks per 1,000 residents.

Locations and Site Selection

Neighborhood parks are best located near the geographic center of a residential areas or central to several neighborhoods. While population densities play a role in their position in the community, their location selection is often justified upon spatial need based on a 0.5 mile service area.

Generally, neighborhood parks should not be located along heavily traveled streets. Accessibility by way of trails and sidewalks or low-volume residential streets increases use and viability. The park should have adequate soils for sustaining plantings. Generally, their sites should be a gentle slope to increase usability and should properly drain to allow safe use. Street access should be required on at least one side of the park. Placement near greenbelts and trail corridors will help to provide trail access and connectivity to parks throughout the community's system.

When possible, new parks and park expansions should consider park visibility from adjacent roadways. In some cases, existing parks could be expanded towards major roadways as a place making technique and revitalization effort.

- Implement the 2009 Urban Graphics Master Plan's area identity signage program at existing parks

Development Considerations

- Additional resident input may be considered during design phases
- Some vehicular surface parking, in addition to on-street parking, may be needed and should be based on the individual park design, users and programming
- Safe pedestrian access should be provided to the park and include safe internal circulation
- Trail access should be provided when adjacent to trail corridors
- Parks may be located along a trail system and serve as a trail access site
- Protection from the sun should be considered through shade structures or trees
- Facilities should have aesthetic landscape plantings
- Park signage should include area identity signs consistent with the City of Longview 2009 Urban Graphics Master Plan. Additional trail signs and posted administrative requirements are recommended where appropriate.
- Typical amenities provided for Neighborhood Parks include:
 - Children's playground with fall surface and equipment
 - Hard surface play areas or court games such as basketball, tennis and volleyball
 - Limited sport field(s)
 - Small lawn for passive non-organized play such as toss or Frisbee
 - Pavilions
 - Loop trails and trail head connections to any adjacent city-wide trail system
 - Passive recreation elements and site furnishing such as tables, benches, trash receptacles, bike racks, walks and small shade structures or pavilions
 - Gardens or water features



Figure 27: Neighborhood Park Conceptual Plan

Community Parks

Community Parks are larger in size than neighborhood parks. Their focus is on serving a broad population to meet the recreational needs for several neighborhoods or a large geographic section of the community. Community parks include a wide range of active and passive recreation opportunities. They can help to provide those recreational needs not featured at neighborhood parks. These parks may also serve to preserve natural resources including creeks, streams, slopes, greenbelts or floodplain areas. Community parks consist of amenities for all user groups and should include facilities for organized team sports. Community parks can also include an array of special recreational amenities like sports complexes, a trail network, fitness-focused equipment and educational facilities.

Size and Service Area

Optimal size for Longview's community parks are between 20 and 40 acres. Each park's size should be determined based on intended uses and populations being served. The service area should be a 1 mile radius but can be up to a 2 mile radius. The recommended service level is 6 acres of neighborhood parks per 1,000 residents.

Locations and Site Selection

Community parks should be integrated to maximize service areas and accessibility while minimizing unnecessary overlap in service level coverage. Site selections should consider the physical barriers such as highways. Adequate vehicular access and parking should be provided. The site may include preserve areas for passive recreation but the site's slopes and soils should accommodate safe use for park facilities and allow proper drainage. Community parks should incorporate nature features when possible and could be situated along greenbelts to include nature areas and access to adjacent trail systems.

When possible, new parks and park expansions should consider park visibility from adjacent roadways. In some cases, existing parks could be expanded towards major roadways as a place making technique and revitalization effort.



An example of a community park

Development Considerations

- Additional community input may be considered during design phases
- Vehicular parking should be required based on the individual park's programming
- Safe pedestrian access should be provided to the park and as internal circulation
- Trail access should be provided when adjacent to trail corridors
- Parks may be located along a trail system and serve as trail access sites
- Protection from the sun should be considered through shade structures or trees
- Facilities should have aesthetic landscape plantings
- Park signage should include area identity signs consistent with the City of Longview 2009 Urban Graphics Master Plan. Additional trail signs and posted administrative requirements is recommended where appropriate.
- Typical amenities provided for neighborhood parks could include:
 - Children's playground with fall surface and equipment
 - Hard surface play areas or court games such as basketball, tennis and volleyball
 - Sport and practice fields for organized team sports
 - Walking loop trails, access to trail systems and trail head connections to any adjacent city-wide trail system
 - Splash pads or swimming pool
 - Open lawn for passive non-organized play such as toss or frisbee
 - Passive recreation elements and site furnishing such as tables, benches, trash receptacles, bike racks, walks and small shade structures or pavilions
 - Pavilions or multi-purpose structures for family events or activities
 - Restrooms
 - Support facilities such as maintenance buildings
 - Natural or preserved areas including unique terrain, floodplains, greenbelts or water features



Examples of a community park

Special Use Parks

Special use parks can cover a wide range of facilities and descriptions but are most likely oriented for a single purpose. These types of parks serve the community in many ways including economic development, defining character and promoting community pride. Their activities can include single uses such as performing arts, gardens or a community center. Special use parks generally fall into three categories:

Social/Cultural/Historic Sites
plaza, square, municipal site or historic site

Recreational Facilities
senior center, golf course, nature center, community center or aquatic facility

Outdoor Recreational Facilities
stadium or sports complex for single type event

Size and Service Area

Special use parks vary in size depending on programming, location and natural features. Generally a destination point, their service area is the entire community.

Locations and Site Selection

Due to the targeted program element of these parks, there are no specific site selection criteria. However, the site should consider existing points of interest and available land. Special use parks should be visible and fit into the community's existing development patterns. Their locations should serve as a hub to surrounding uses.

When possible, new parks and park expansions should consider park visibility from adjacent roadways. In some cases, existing parks could be expanded towards major roadways as a place making technique and revitalization effort.

Development Considerations

- Additional community input could be considered during design phases
- Vehicular parking should be required based on the individual park's programming
- Safe pedestrian access should be provided to the park and as internal circulation
- Design for special use parks should consider the communities overall character and their impact for economic development
- Facilities should have aesthetic landscape plantings
- Park signage should include area identity signs consistent with the City of Longview 2009 Urban Graphics Master Plan. Additional trail signs and posted administrative requirements is recommended where appropriate



Figure 28: Special Use Park Conceptual Plan

Regional Parks

Regional Parks are the largest park classification for Longview's park system. They provide recreational amenities to the entire community and even serve as a hub for surrounding communities. Often, regional parks help to protect and showcase valuable natural resources such as habitat preserves or bodies of water. Regional parks include a very wide range of active and passive recreation opportunities. They can help to provide those recreational needs not featured at neighborhood parks. These types of parks can be an economic generator by attracting league play and sports tournaments from several communities or even other parts of the state. Regional parks have dynamic programming offerings and are appropriate in size to host community events.

Size and Service Area

While size can vary by national standards, Longview's regional parks are likely greater than 150 acres and can be much larger. Their sizes should be determined based on intended uses, available lands, natural resources and other special programming requirements. The service area is the entire community. The recommended service level is between 5 and 10 acres of regional parks per 1,000 residents.

Locations and Site Selection

Regional parks should be integrated to maximize service areas. Their specific locations will likely be based on natural amenities and preserves. Many times, regional park locations are solely based on available lands to accommodate such large sites. Site selections should consider regional access and convenient wayfinding for visitors. Also, highly visible locations support the greater economic impact regional parks can have.

As with other parks, adequate vehicular access and parking should be provided. The site may include preserve areas for passive recreation but the site's slopes and soils should accommodate safe use for park facilities and allow proper drainage. These parks should incorporate nature features when possible and could be situated along greenbelts to include nature areas and access to adjacent trail systems.

When possible, new parks and park expansions should consider park visibility from adjacent roadways. In some cases, existing parks could be expanded towards major roadways as a place making technique and revitalization effort.



Regional parks serve as a hub for surrounding communities

Development Considerations

- City-wide Parks and Recreational offices and maintenance facilities
- Additional community input may be considered during design phases
- Vehicular parking should be required based on the individual park's programming
- Safe pedestrian access should be provided to the park and as internal circulation
- Trail access should be provided when adjacent to trail corridors
- Parks may be located along a trail system and serve as trail access sites
- Protection from the sun should be considered through shade structures or trees
- Facilities should have aesthetic landscape plantings
- Park signage should include area identity signs consistent with the City of Longview 2009 Urban Graphics Master Plan. Additional trail signs and posted administrative requirements are recommended where appropriate.
- Typical amenities provided for regional parks could include:
 - Destination children's playground with fall surface and equipment
 - Hard surface play areas or court games such as basketball, tennis and volleyball
 - Large sport complexes and practice fields for organized team sports
 - Walking loop trails, access to trail systems and trail head connections to any adjacent city-wide trail system
 - Lighted facilities
 - Water sports such as kayaking or fishing
 - Amphitheaters and educational facilities
 - Splash pads or swimming pool
 - Open lawn for passive non-organized play such as toss Passive recreation elements and site furnishing such as tables, benches, trash receptacles, bike racks, walks and small shade structures or pavilions
 - Pavilions or multi-purpose structures for family events or activities
 - Restrooms
 - Support facilities such as maintenance buildings
 - Natural or preserved areas including unique terrain, floodplains, greenbelts or water features

Linear or Greenway Parks

Linear or greenway parks are lands set aside for preserving natural features, man-made resources, unique landscapes, open space or visual aesthetics. These areas can serve as trail corridors and passive recreational amenities. In addition, these systems are used to protect wildlife and natural processes or provide for floodways or drainage.

Linear or greenway parks can help create site amenities for adjacent uses and should be thought of as a community asset. Maintenance is generally not a major factor as much of the space is non-programmable. However, occasional maintenance and safety checks will be needed. These types of recreation areas have many important functions including connecting parks and points of interest within the City. Also, they emphasize natural environments while allowing for uninterrupted pedestrian movements throughout the City. Finally, they provide a unique sense of place and can enhance property values.

Size, Service Area and Service Levels

Standard sizes and service levels are not applicable because much of the existing land is defined by existing natural features. Essentially, preserving the existing greenways defines service level, with varying populations being served based on current and future densities. Service areas include the entire City.

Locations and Site Selection

Resource availability and natural corridors are the primary determinants for locations. Coordination with future trail locations and neighborhood access will also be major factors. Integrating these types of parks and spaces into the park system often requires coordination with resource agencies such as the U.S. Army Corps of Engineers. In addition, access may require unique acquisitions or consideration of public-private partnerships.

Development Considerations

- Additional community input could be considered during design phases
- Safe pedestrian access and use should be provided in association with any trails
- Park signage should include area identity signs consistent with the City of Longview 2009 Urban Graphics Master Plan. Additional trail signs and posted administrative requirements is recommended where appropriate.
- There are no specific sizes for these areas, however, establishing a minimum width is important to the function in association with trails and grading. As a general rule, 50 feet should be the minimum width. Where a linear park is on either side of a natural drainage course, a minimum of 12 feet should be provided for foot traffic or motorized vehicles performing maintenance along greenways.



Greenway parks can protect wildlife

Trail Facilities

All pedestrian and bicycle facilities should meet the minimum standards required by the local Code as well as the recommendations of the American Association of State Highway and Transportation Officials (AASHTO) in their publication *Guide for the Planning, Design and Operation of Bicycle (Pedestrian) Facilities*. Pavement striping, signage and signals should be in accordance with the local Code and the most current Texas version of the *Manual on Uniform Traffic Control Devices (MUTCD)*. Hike and bike trails and side paths should be accessible and traversable by physically disabled persons and should comply with the guidelines set forth by the Americans with Disabilities Act of 1990 (ADA), as enforced in Texas by the Architectural Barriers Section of the Texas Department of Licensing and Regulations.

Principles for Trail Placement and Access

Generally, off-street trails should follow the existing greenways system framework, including natural features, areas of significant tree coverage or creek corridors. A key design element will be tying these natural systems into existing and proposed developments.

The trail system should incorporate access points throughout the community in order to maximize usability. Trailhead access should be located in existing and future parks. Each neighborhood unit should have at least one access point to adjacent trails that may be between residential lots, along neighborhood streets, along cul-de-sacs or near neighborhood entrances. All trail access points should be clearly marked by signage and provide trail identification to trail users.

Trail or Side Paths Standards

Trails should be 10 to 12 feet wide, as a desirable standard depending upon activity levels, with a minimum width of 8 feet. Maintenance vehicles driving on 8-foot-wide paths tend to damage the edges. Therefore, 8-foot-wide paths should be avoided unless physical limitations cannot accommodate a greater width. Trails with high traffic volumes should be 12 feet wide or more, but should narrow to 10 feet in the vicinity of a street intersection. One-way side paths are difficult to police and should be avoided, if possible. Where they are used, they should be clearly signed as one-way, with a standard width of 6 feet and a minimum width of 5 feet. Trails should have an additional 2 feet of smoothly graded area on either side of the pavement. In addition, there should be 3 feet of horizontal and 10 feet (8 feet minimum) of overhead clearance on either side of the pavement. Trails and side paths should be constructed of smooth, hard, all-weather paving such as concrete or asphalt.



Trail systems should have dedicated access points throughout the community

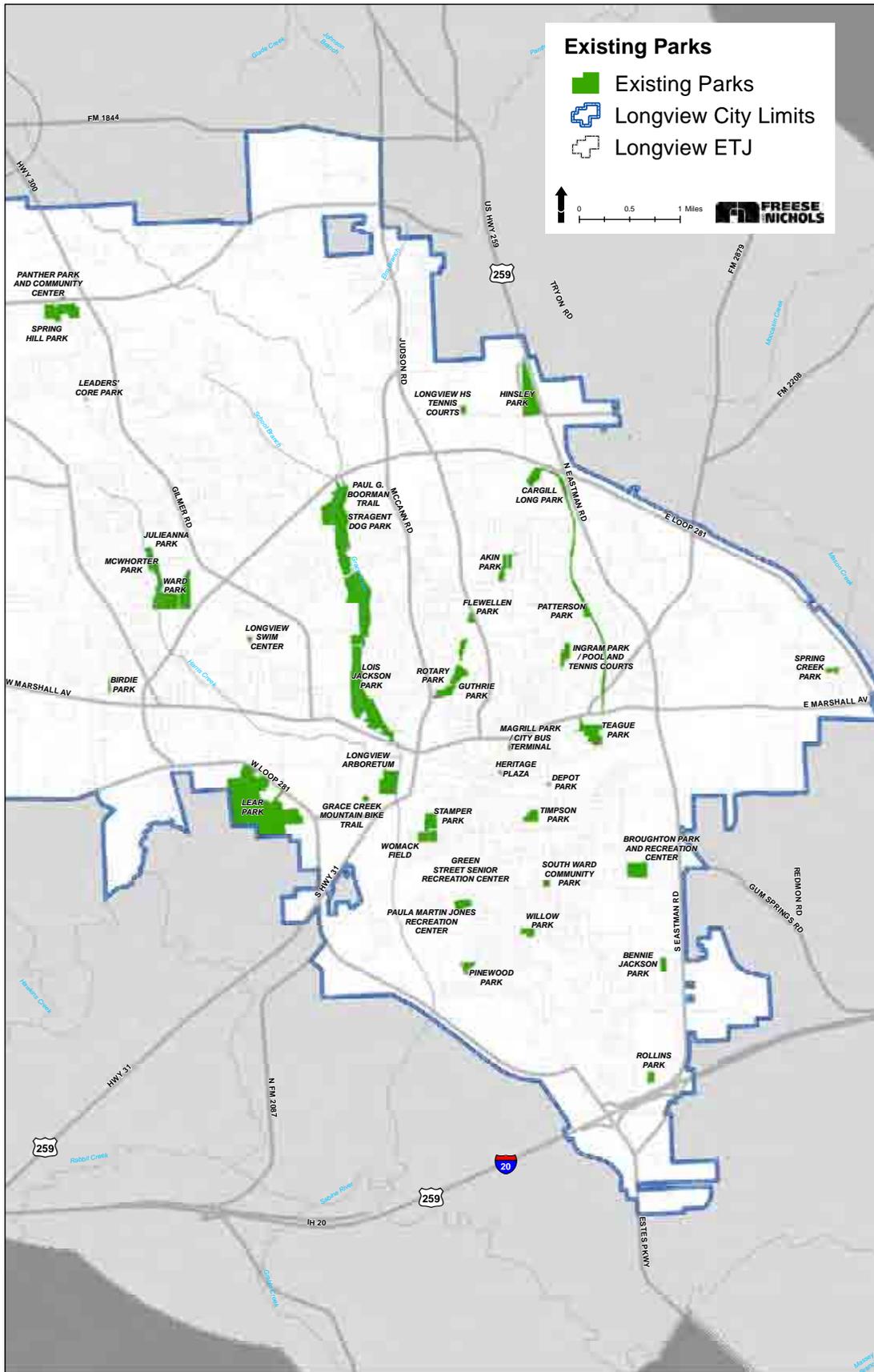


Figure 29: Existing Parks

INVENTORY

The following information documents current park facilities for Longview. The City currently offers forty one (41) developed recreation sites. Planning for the future livability of Longview requires an understanding of the existing recreation facilities. In order to identify deficiencies based on the developed classifications and standards, this inventory provides a baseline understanding for parks as they currently exist at the beginning of this study.

The following are current publicly accessible park spaces with a single joint ISD facility being at the Longview High School tennis courts. A park classification, location and existing facilities are summarized for each park. The information in this chapter was determined through the City's existing park database, aerial imagery and GIS information. See the Inventory Maps and the Existing Trails Map for existing locations.

Longview Existing Recreation Sites		
Park Type	Number of Parks	Total Parkland
Neighborhood Park	14	63.80 acres
Community Park	9	222.10 acres
Special Use Park	8	49.75 acres
Linear Park/Greenway	4	133.80 acres
Regional Park	1	182.00 acres
Recreation Centers	5	N/A
Total	41	651.45 acres

Table 20: Longview Existing Recreation Sites

Neighborhood Parks



Akin Park

Classification: Neighborhood

Address: 414 Delwood

Size: 11.5 Acres

Facilities:

- Pavilion (lighted and electrical plugs)
- Hike / bike trail - 0.75 Mile
- Play area
- 2 tennis courts (lighted)
- Drinking fountain



Birdie Parkway Park

Classification: Neighborhood

Address: 701 W. Niblick

Size: 2.5 Acres

Facilities:

- Picnic area
- Pavilion (lighted and electrical plugs)
- Hike / bike trail - 0.25 Mile
- Play area
- Multi use court (lighted)
- Drinking fountain



Bernie Jackson Park

Classification: Neighborhood

Address: 2229 Neal

Size: 5.3 Acres

Facilities:

- Picnic area
- Pavilion (bbq pit, lighted and electrical plugs)
- Hike / bike trail – 0.36 Mile
- Play area (lighted)
- Multi use court (lighted)
- 2 Practice backstops
- Drinking fountain



Flewellen Park

Classification: Neighborhood

Address: 100 Iris

Size: 3.1 Acres

Facilities:

- Picnic area (bbq pit)
- Pavilion
- Irrigation system



Lois Jackson Park

Classification: Neighborhood

Address: 200 Bill Owens Parkway

Size: 8.0 Acres

Facilities:

- Picnic area
- Pavilion (bbq pit, lighted and electrical plugs)
- Hike / bike trail – 0.25 Mile
- Play area (lighted)
- 2 Racquet ball courts (lighted)
- Hose connection



Patterson Park

Classification: Neighborhood

Address: 1313 Hyacinth

Size: 3.1 Acres

Facilities:

- Picnic area
- Pavilion (lighted and electrical plugs)
- Play area (lighted)
- Multi use court



Pinewood Park

Classification: Neighborhood

Address: 500 Patricia

Size: 6.4 Acres

Facilities:

- Picnic area
- Pavilion (bbq pit, lighted and electrical plugs)
- Play area (lighted)
- Multi use court (lighted)
- Practice backstop
- Drinking fountain
- Hose connection



Rollins Park

Classification: Neighborhood

Address: 705 Ethel

Size: 4.4 Acres

Facilities:

- Pavilion (lighted and electrical plugs)
- Play area (lighted)
- Multi use court (lighted)
- Practice backstop
- Volleyball area
- Drinking fountain



Rotary/AMBUCS Park

Classification: Neighborhood

Address: 400 Baylor

Size: 1.0 Acres

Facilities:

- Picnic area
- Pavilion (lighted and electrical plugs)
- Restrooms
- Play area (lighted and universally accessible)
- Splash pad
- Multi use court (lighted)
- Practice backstop
- Drinking fountain
- Hose connection



Spring Creek Park

Classification: Neighborhood

Address: 3100 Mona

Size: 3.7 Acres

Facilities:

- Picnic area
- Play area (lighted)
- Hike / bike trail – 0.25 Mile
- Multi use court
- Practice backstop
- Drinking fountain



Spring Hill Leader Core Park

Classification: Neighborhood

Address: 3513 Denson

Size: 0.4 Acres

Facilities:

- Picnic area
- Play area (lighted)
- Irrigation system



South Wade Community Park

Classification: Neighborhood

Address: 1011 S. Mobberly Avenue

Size: 2.5 Acres

Facilities:

- Pavilion (lighted and electrical plugs)
- Play area (lighted)
- Hike / bike trail – 0.25 Mile
- Fitness area



Ward Park

Classification: Neighborhood

Address: 1700 Julieanna

Size: 6.3 Acres

Facilities:

- Picnic area (bbq pit)
- Play area (lighted)
- 2 practice backstops
- Drinking fountain



Willow Park

Classification: Neighborhood

Address: 301 E. Birdsong

Size: 5.6 Acres

Facilities:

- Picnic area
- Pavilion (bbq pit, lighted and electrical plugs)
- Play area (lighted)
- Multi use court (lighted)
- Practice backstops
- Drinking fountain

Community Parks

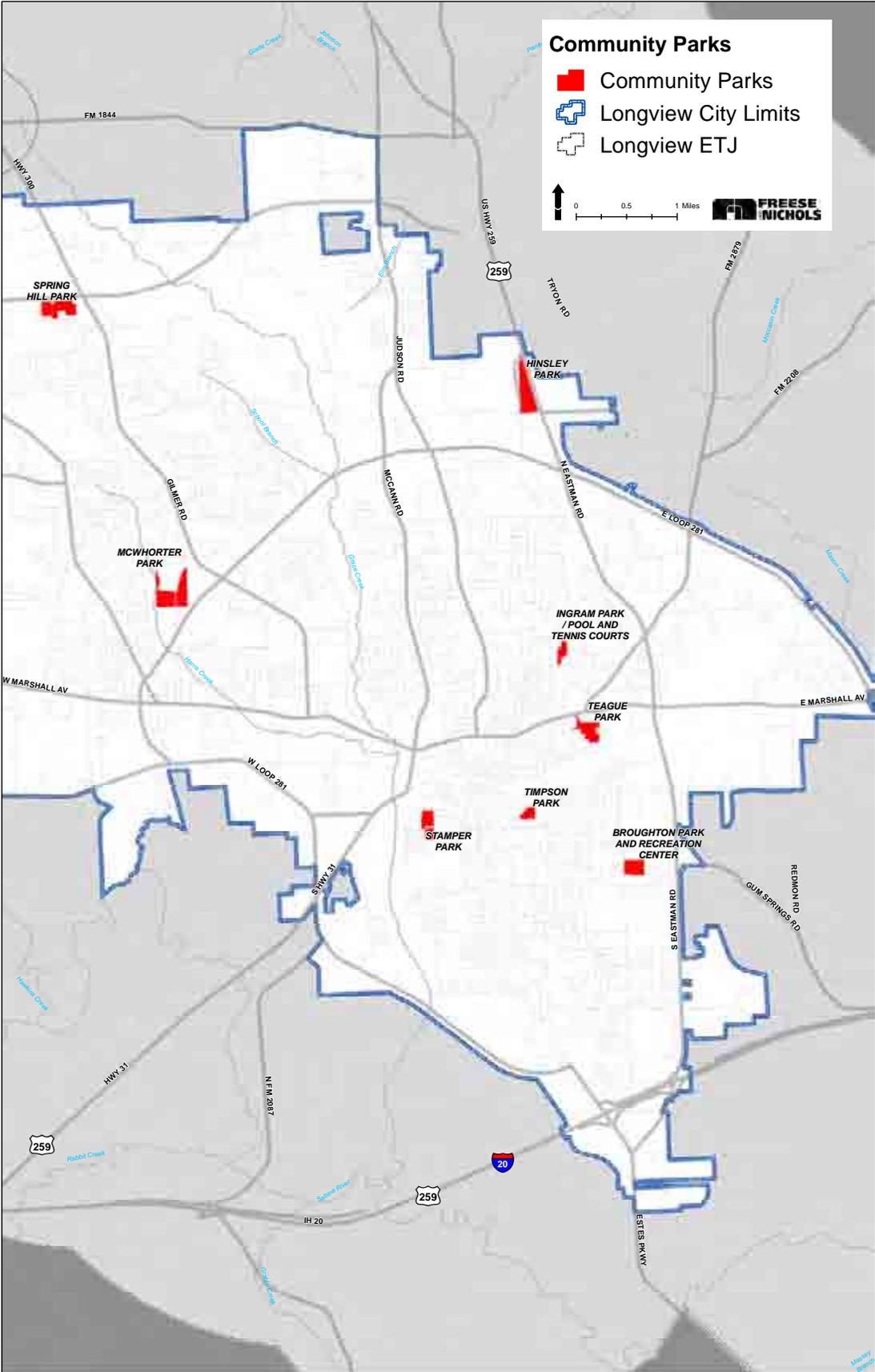


Figure 30: Community Parks



Broughton Park

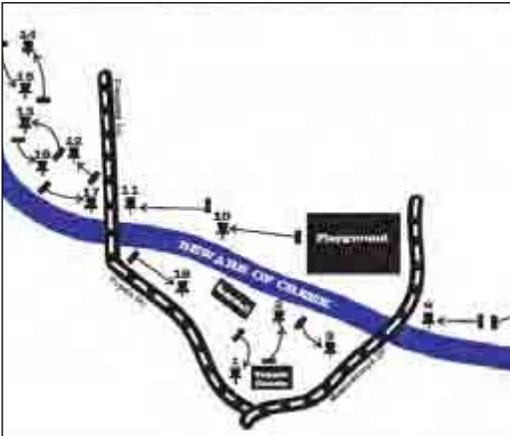
Classification: Community

Address: 801 Martin Luther King Boulevard

Size: 19.3 Acres

Facilities:

- Picnic area
- 2 pavilions (bbq, lighted and electrical plugs)
- Restrooms
- Softball field (lighted)
- Hike / bike trail - 0.25 Mile
- Play area (lighted)
- Multi use courts (lighted)
- Splash pad
- 2 drinking fountains
- Hose connection
- Irrigation system



Guthrie Park

Classification: Neighborhood

Address: 301 Tupelo

Size: 28.6 Acres

Facilities:

- Picnic area
- Hike / bike trail – 1.25 Mile
- Disc golf
- 2 tennis courts (lighted)
- Multi use court
- Practice backstop



Hinsley Park

Classification: Community

Address: 3101 North Highway 259

Size: 38.3 Acres

Facilities:

- Picnic area (lighted)
- 2 pavilions (bbq, lighted and electrical plugs)
- Restrooms
- 4 softball fields (lighted)
- Disc golf
- Hike / bike trail - 0.25 Mile
- Play area (lighted)
- Multi use court
- Drinking fountain
- Irrigation system



Ingram Park

Classification: Community

Address: 1400 N. 10th

Size: 9.9 Acres

Facilities:

- Picnic area (bbq)
- 2 pavilions (lighted and electrical plugs)
- Restrooms
- 2 tennis courts (lighted)
- Disc golf
- Play area (lighted)
- Multi use courts (lighted)
- Practice backstop
- Swimming pool (lighted)
- Drinking fountain
- Hose connection



McWhorter Park

Classification: Community

Address: 1000 Toler

Size: 41.4 Acres

Facilities:

- Picnic area (bbq)
- Pavilion (bbq, lighted and electrical plugs)
- 3 restrooms
- 4 baseball fields (lighted)
- 4 softball/ kickball fields (lighted)
- Play area (lighted)
- Hike / bike trail - 0.25 Mile
- Multi use court
- Practice backstop
- Drinking fountain
- Hose connection
- Irrigation system



Spring Hill Park/ Neal McCoy AMBUCS TOO Playground

Classification: Community

Address: 738 Fenton

Size: 30.0 Acres

Facilities:

- Pavilion (lighted and electrical plugs)
- 2 restrooms
- 4 baseball fields (lighted)
- Play area (lighted and universally accessible)
- Splash pad



Stamper Park

Classification: Community

Address: 400 Fair

Size: 12.3 Acres

Facilities:

- Picnic area (bbq and lighted)
- Pavilion (bbq, lighted and electrical plugs)
- Restrooms
- Baseball field (lighted)
- Softball field (lighted)
- Horseshoe pits (16)
- Play area (lighted)
- Multi use court (lighted)
- Splash pad
- Drinking fountain
- Hose connection
- Irrigation system



Teague Park

Classification: Community

Address: 415 American Legion Boulevard

Size: 30.0 Acres

Facilities:

- 2 picnic area (bbq)
- 2 pavilions (lighted and electrical plugs)
- Restrooms
- Lake with fishing pier
- Amphitheater
- Play area (lighted)
- Hike / bike trail - 0.25 Mile
- Practice backstop
- Drinking fountain
- Hose connection
- Irrigation system



Timpson Park

Classification: Community

Address: 500 Timpson

Size: 12.3 Acres

Facilities:

- Restrooms
- 3 baseball fields (lighted)
- Play area (lighted)
- Drinking fountain
- Irrigation system



Depot Park

Classification: Special Use

Address: 905 Pacific

Size: 1.0 Acres

Facilities:

- Picnic area
- Play area



Heritage Plaza

Classification: Special Use

Address: 219 E. Methvin

Size: 1.0 Acres

Facilities:

- Urban plaza with benches
- Irrigation system



Longview Arboretum and Nature Center

Classification: Special Use

Size: 30.0 Acres

Facilities:

- Undeveloped



Longview High School Tennis Courts

Classification: Special Use

Address: 201 E. Hawkins

Size: 2.75 Acres

Facilities:

- 12 tennis courts



Longview Swim Center

Classification: Special Use

Address: 1111 W. Fairmount

Size: 1.0 Acres

Facilities:

- 2 swimming pools (recreation pool and competition pool)
- Drinking fountain
- Meeting rooms



Magrill Plaza

Classification: Special Use

Address: 500 N. Green

Size: 1.5 Acres

Facilities:

- Picnic area (lighted)
- Pavilion
- Restrooms
- Irrigation System



Stragent Dog Park

Classification: Special Use

Address: 121 Summers

Size: 9.0 Acres

Facilities:

- Drinking fountain
- Agility course



Womack Football Field

Classification: Special Use

Address: Walnut and Jarvis

Size: 3.5 Acres

Facilities:

- Restrooms
- 2 football fields
- Irrigation system

Linear Parks

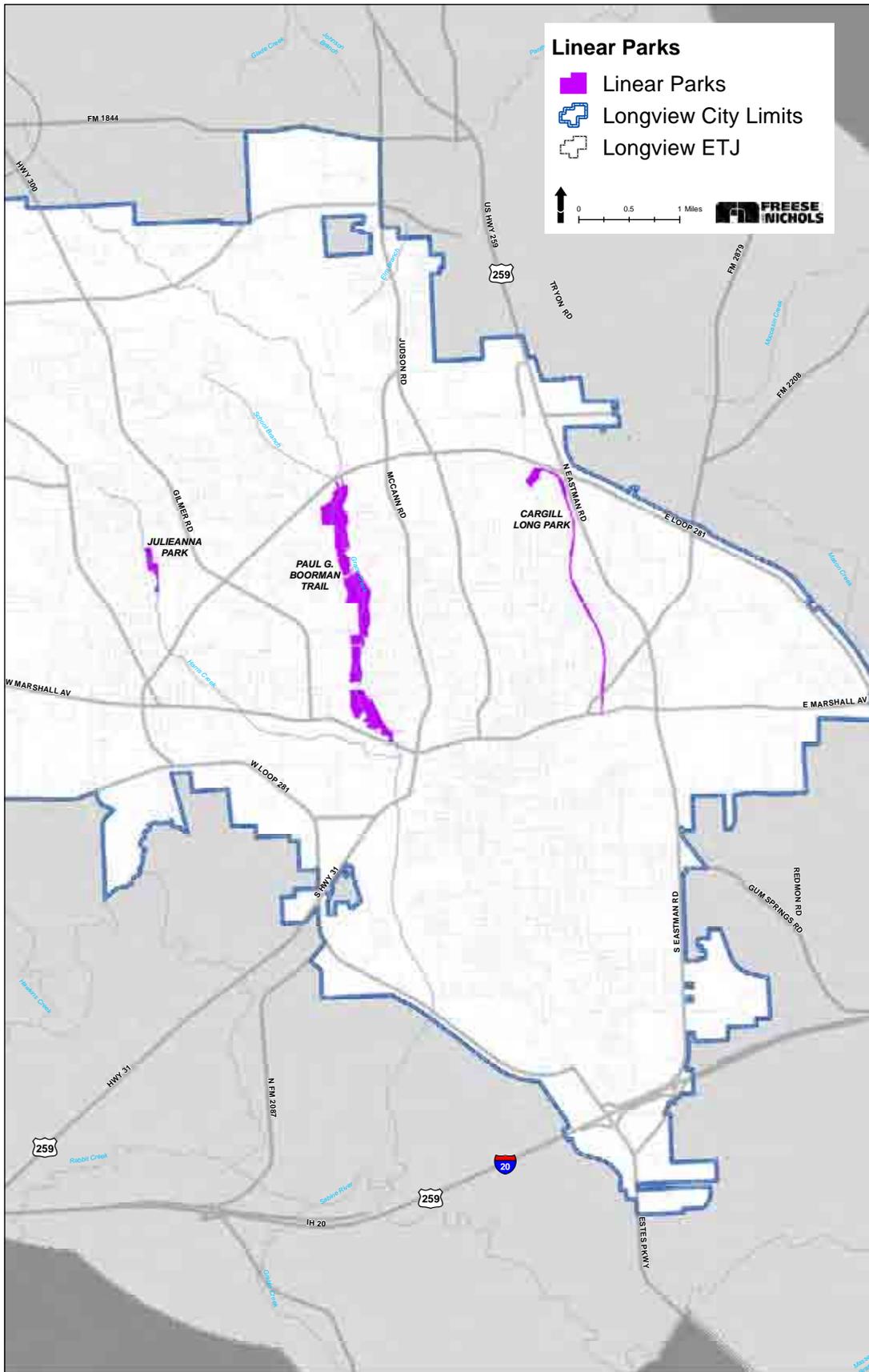


Figure 32: Linear parks



Cargill Long Park

Classification: Linear Use

Address: 3112 N. 4th

Size: 43.0 Acres

Facilities:

- Picnic area
- Pavilion (lighted and electrical plugs)
- Restrooms
- Hike / bike trail – 3.0 Mile
- Drinking fountain



Grace Creek Mountain Bike Trail

Classification: Linear Use

Address: 100 Grand Boulevard

Size: 43.0 Acres

Facilities:

- Cleared trail – 6.5 Mile



Julieanna Trail

Classification: Linear Use

Address: 726 Reel

Size: 15.8 Acres

Facilities:

- Picnic area
- Hike / bike trail – 1.5 Mile



Paul G. Boorman Trail

Classification: Linear Use

Address: 919 W. Marshall

Size: 70.0 Acres

Facilities:

- Restroom
- Hike / bike trail – 2.85 Mile
- Fitness area

Regional Parks

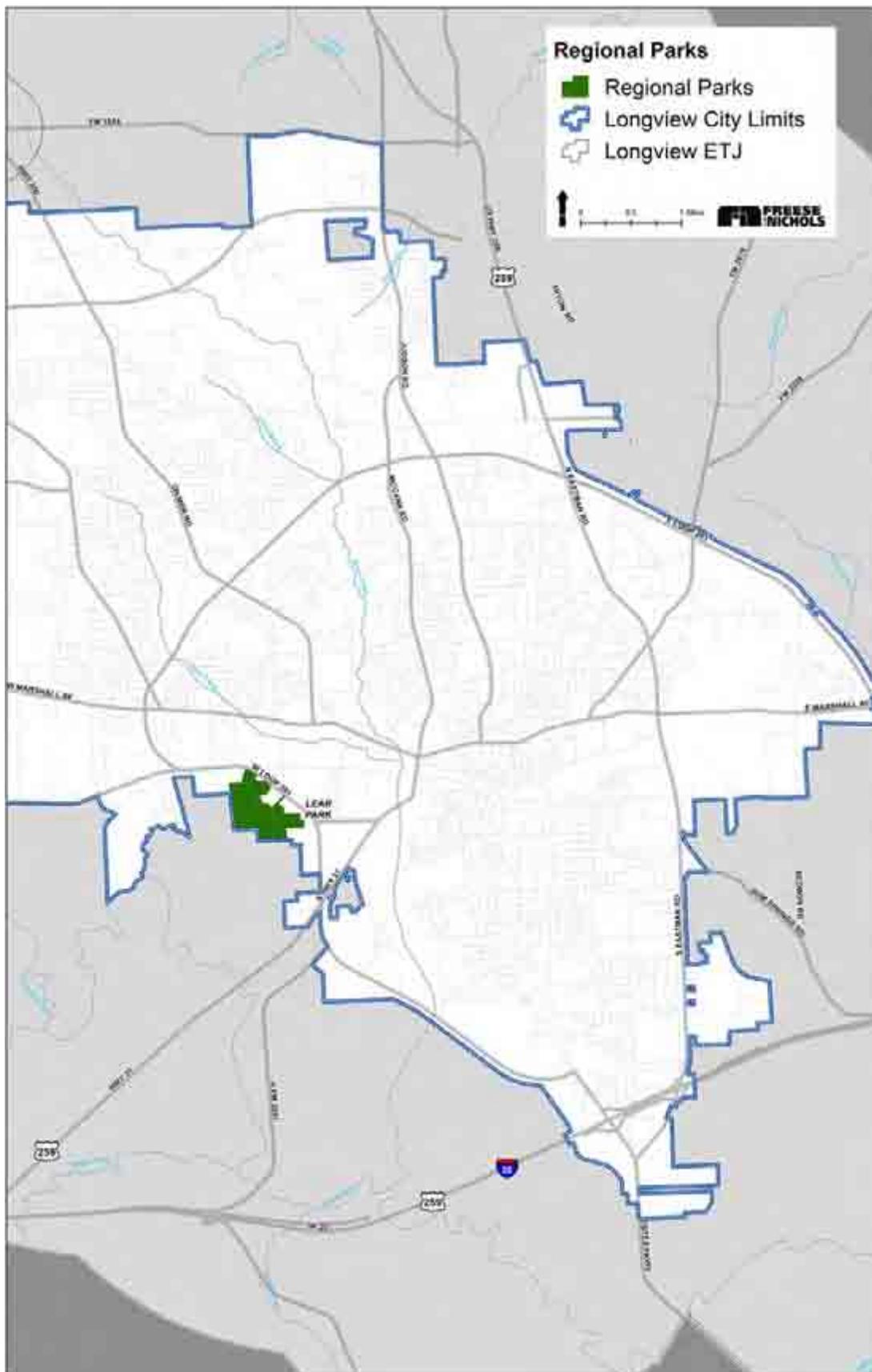


Figure 33: Regional Parks
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Lear Park Athletic Complex and Kidsview Playground

Classification: Regional Park
 Address: 100 H. G. Mosley Pkwy
 Size: 182.0 Acres
 Facilities:

- Picnic area
- 8 pavilions
- 7 restrooms
- 4 baseball fields (lighted)
- 15 soccer fields
- Play area
- 8 softball fields (lighted)
- Hike/bike trail
- Splash pad
- Hose connections
- Irrigation system

Recreation Centers



Broughton Recreation Center

Classification: Recreation Center
 Address: 801 Martin Luther King Blvd.
 Size: 15,151 square feet
 Facilities:

- 3 meeting rooms
- Gym
- Branch: Longview Public Library



Panther Park Community Center

Classification: Recreation Center
 Address: 200 George Richey
 Size: 1,200 square feet
 Facilities:

- Pavilion (bbq, lighted and electrical plugs)
- Play area
- Meeting room
- Hose connection

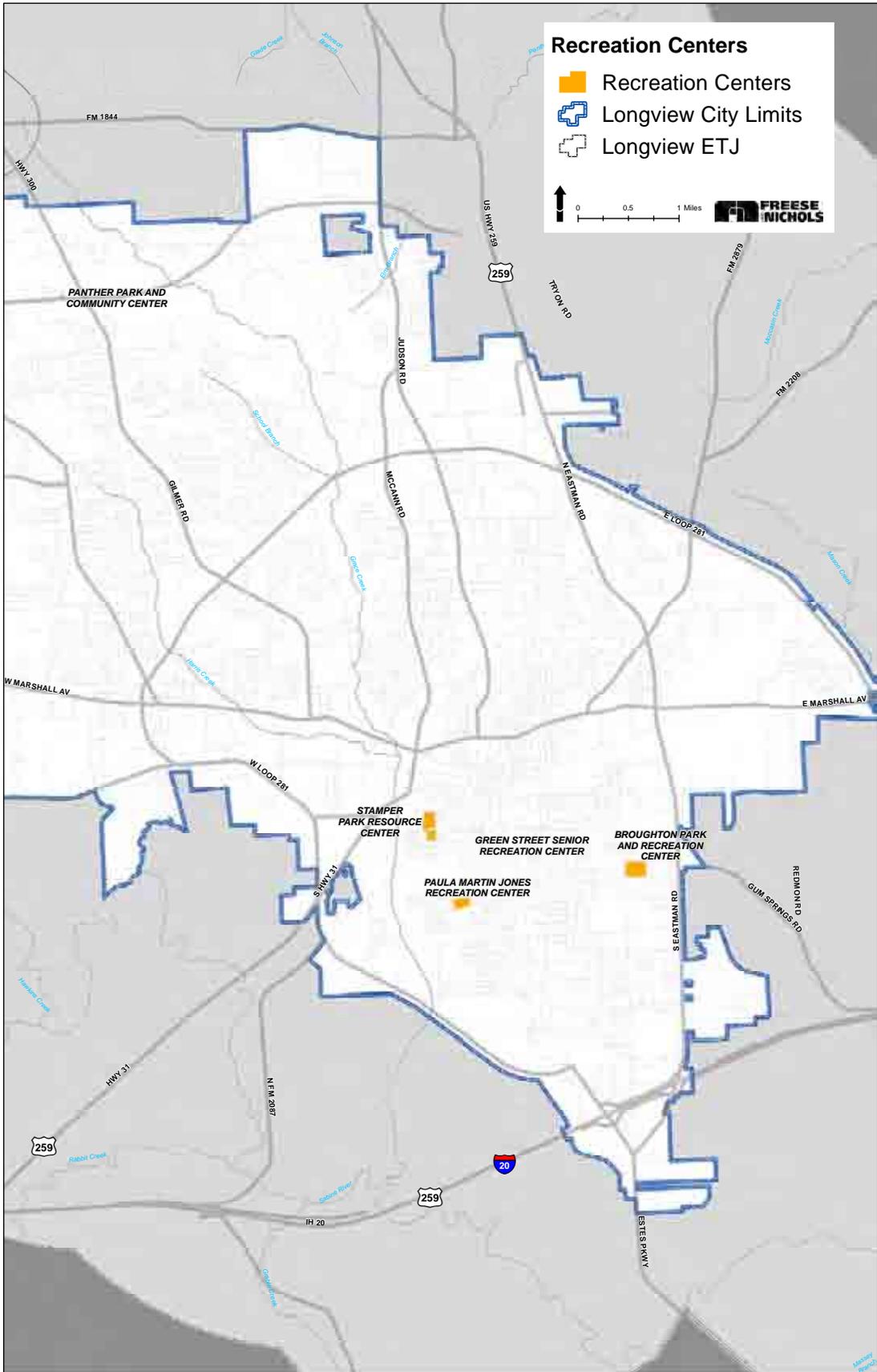


Figure 34: Recreation Centers



Paula Martin Jones Recreation Center

Classification: Recreation Center

Address: 1230-B S. High

Size: 23,287 square feet

Facilities:

- Fitness area
- Multi use court
- Racquetball court
- Swimming pool
- Drinking fountain
- Meeting room
- Irrigation system



Green Street Senior Recreation Center

Classification: Recreation Center

Address: 814 S. Green

Size: 7,000 square feet

Facilities:

- Meeting room
- Activity room
- Irrigation system



Stamper Park Resource Center

Classification: Recreation Center

Address: 502 S. Center St.

Size: 4,000 square feet

Facilities:

- Meeting rooms

Park Inventory Matrix

Park Name	Acreage	Building S.F.	Picnic Area	Pavillion	Restroom	Baseball Field	Soccer Fields	Football Fields	Softball Field	Disc Golf	Tennis Courts	Volleyball	Play Area	Hike/Bike Trail	Fitness Area	Multi-Use Courts	Practice Backstop	Horseshoe Pit	Racquet Ball Courts	Amphitheater	Splash Pad	Swimming Pool	Drinking Fountain	Hose Connect	Meeting Room	Irrigation system
Akin Park	11.5			X*+							2*	X	0.75 M										X			
Birdie Parkway	2.5		X	X*+									X	0.25 M		X*							X			
Bennie Jackson Park	5.3		X	X*+ BBQ									X*	0.36 M		X*	2						X			
Broughton Park	19.3		X	2*+ BBQ	X*				X*				X*	0.25 M		X*						X	2	X		X
Broughton Rec. Center	1.0	15,151																						3		X
Cargill Long Park	43.0		X	X*+	X*									3.0 M									X			
Depot Park	1.0		X										X													
Flewellen Park	3.1		X BBQ	X																						X
Grace Creek Mountain Bike Trail	5.0													6.5 M												
Guthrie Park	28.6		X							X	2*			1.25 M		X	1									
Heritage Plaza	1.0		1 Lighted plaza with benches																							X
Hinsley Park	38.3		X*	2* BBQ	1				4*	X			X*	0.25 M		X							X			X
Ingram Park	9.9		X BBQ	2*+	X*						2*		X*			X*	1					X*	X	X		
Julieanna Park	15.8		X											1.5 M												
Lear Park (Kidsview)	182		X	8X	7X	4*	15		8*				X								X			X		X
Lois Jackson Park	8.0		X	X*+ BBQ									X*	0.25 M				2*						X		
Longview Arboretum	30.0																									
Longview H.S. Tennis Courts	2.8										12															
Longview Swim Center	1.0																					2	X			1
Magrill Plaza	1.5		X*	X	X																					X
McWhorter Park	41.4		X BBQ	X*+ BBQ	3X*	4*			4*				X*	0.50 M		X	1						X	X		X
Panther Park Community Center	2.0	1,200		X*+ BBQ									X											X	X	
Patterson Park	3.1		X	X*+									X			X										
Paul G. Boorman Hike and Bike Trail	70.0				X									2.85 M	X											
Paula Martin Jones Rec. Center	6.0	23,287													X	X		1			X	X		X	X	X
Pinewood Park	6.4		X	X*+ BBQ									X*			X*	1						X	X		
Rollins Park	4.4			X*+							X		X*			X*	1						X			
Rotary / AMBUCS Park	1.0		X	X*+	X*								X*								X		X	X		
Senior Recreation Center	1.5	7,000																							X	X
Spring Creek Park	3.7		X										X*	0.25 M		X	1						X			
Spring Hill Park / Neal McCoy	30.0			X*+	2	4*							X*								X					
Spring Hill Leader's CORE Park	0.4		X										X*													X
Stamper Park	12.3		X* BBQ	X*+ BBQ	X	1*			1*				X*			X*		16			X		X	X		X
Stamper Resource Center	1.0	4,000																							X	
Stragent Dog Park	9.0																						X			
South Ward Park	2.5			X*+									X*	0.25 M	X											
Teague Park/Lake/Amph.	30.0		2 BBQ	2*+	X*								X*	0.25 M*			1			X			X	X		X
Timpson Park	12.3				X*	3*							X*										X			X
Ward Park	6.3		X BBQ										X*				2						X			
Willow Park	5.6		X	X*+ BBQ									X*			X*	1						X			
Womack Football Field	3.5				X*			2																		X
TOTAL	662.95	50,638	24	33	23	16	15	2	18	2	18	1	24	18.46 M	3	14	12	16	3	1	5	4	21	10	8	15

Legend:
 * Lighted
 + Electrical Plugs
 BBQ Barbeque
 Grill/Pits

Table 21: Park Inventory Matrix

NEEDS ASSESSMENT

A needs assessment is an objective planning tool to determine whether parks and trails are being effectively supplied to meet the needs of the community. The information being assessed is based upon existing conditions, community input, community resources and area trends. Results are then matched with available lands and future amenities to determine current and future needs. The desires and deficiencies identified form the basis for park and trail recommendations.

While many park plans rely heavily on national standards, it is very important to note these are only a portion of the overall needs assessment. While many national standards appear difficult to apply, they are only a guideline; thus, this planning effort finds them valuable as a benchmark but will use additional methods of assessment to aid in determining the community's needs. This needs assessment relies heavily on public comments, staff knowledge and stated desires. As determined for Longview, the community is short of dedicated parkland acres. This will present a challenge in the future when balancing limited resources to both create new parks and new facilities while maintaining existing parks that are beginning to show their age.

Assessment Methodologies

Longview's Park, Recreation and Open Space Master Plan has employed three methods for assessing current and future park needs. These three approaches follow Texas Parks and Wildlife Department's Master Plan Guidelines approach. The three methods are demand-based, standard-based and resource-based. The results of the three methods are not weighed equally. However, all three assessments provide a broad range of planning information that will be blended into the recommendations and priorities, with the most weight applied to the demand-based information.



Figure 35: Types of Assessment

Demand-Based Assessment

The demand-based approach is the reflection of a community's needs. It essentially relies on public input as determined through various community engagement channels. In this case, community engagement included advisory committee meetings, public meetings and online surveys. Summaries and conclusions are provided below. The full online survey results are provided as part of the Comprehensive Plan appendix.

Public Meetings

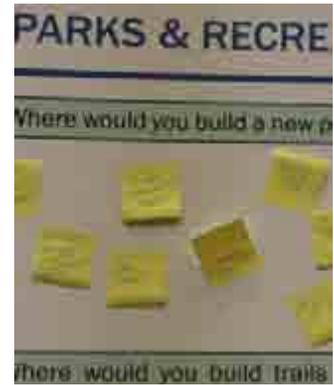
The City of Longview and the 2015 Comprehensive Plan consultants conducted public workshops on February 10, 2014 and October 28, 2014 to receive citizens' comments on parks and recreation as well as a range of other Comprehensive Plan topics.

The February 10, 2014 meeting was held at LeTourneau University's S.E. Belcher Center with approximately 400 citizens participating. The meeting participants included a range of ages from children to senior citizens. The public meeting was kicked off with an overview session in the auditorium. During the kick-off, the consultant team provided an overview presentation of

Question 1:

Where would you build a new park?

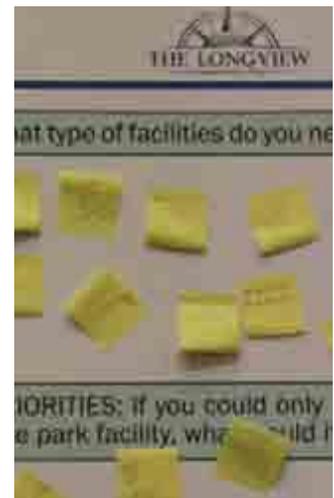
- George Richey Extension
- Fix the old ones and make a trail that goes around Longview
- Fix the old ones first
- North Longview
- Either improve or build outdoor amphitheater
- South Longview, 1 mile south of Mobberly Lane
- North Judson
- Extreme north Judson & 259 area
- Complete existing parks before constructing new ones
- Around Lake Lamond
- Downtown
- Behind my house instead of that nasty pond at the end of Ruidoso
- Connect parks we have



Question 2:

What type of facilities do you need?

- Connected bike paths N.S.E.W.; Central Festival area
- Sensory park for autistic kids
- Aquatic center and waterpark combo
- Indoor swimming
- Planning trails are important
- Walking trails are very appreciated
- Restroom facilities in parks
- Skating rink
- Waterpark/public pool (San Angelo, Texas)
- Mixed variety
- Kids play equipment, walking trails, water features
- More sidewalks
- Small lakes in floodplain
- Decent size lake for kayaks, stand up paddle boards, fishing, etc.
- Better quality and safety put into the parks; tennis courts
- More restaurants on south side of City close to LeTourneau University
- More walking trails



Question 3:

Where would you build trails and bike facilities?

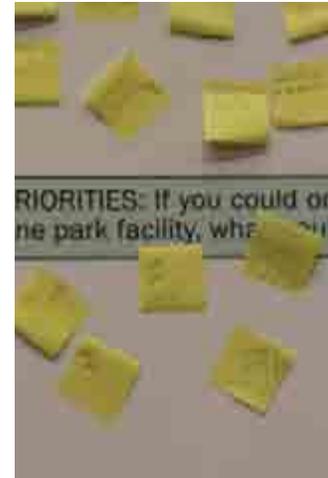
- Start at LeTourneau and go Downtown; bike lanes on main thoroughfares
- Extreme mountain bike trail near the Sabine water treatment plant
- South of Harrison Road
- Need to interlink existing parks
- South side of Longview near college
- South Longview linking to Downtown and north bridge the railroad tracks
- North of Loop and near IH-20
- Along/near 259
- Bicycle roads/trails that connect major areas
- Between LeTourneau and Downtown and on high street
- Bike paths (larger than side-walks) along Loop 281 and other main thoroughfares and under power lines; right of ways
- East and West
- Utilize floodplains
- Go South of Longview
- Walking distance to LeTourneau University or connected system to LeTourneau
- Along creeks *Paul Boorman*



Question 4:

Priorities: if you could only build one park facility, what would it be?

- Indoor swimming
- Why is there no water in Town Lake?
- Water park
- Special needs park like one near San Antonio
- Water park
- Mini zoo
- Multi park like zoo item
- Skate park (Topsy Gypsy will put up 10K to match with network and design ready)
- Walking and bike
- Work with local disc golf association to create tournament quality courses
- Lake
- Public lake with running trail around it and bathrooms
- A park with trucks and tractors and non-traditional playground equipment (like Brookshire playground in Tyler)



Breakout Discussion Groups (February 10, 2014)

The following are general comments about park and recreation desires captured as flipchart notes during the public meeting's breakout discussion groups.

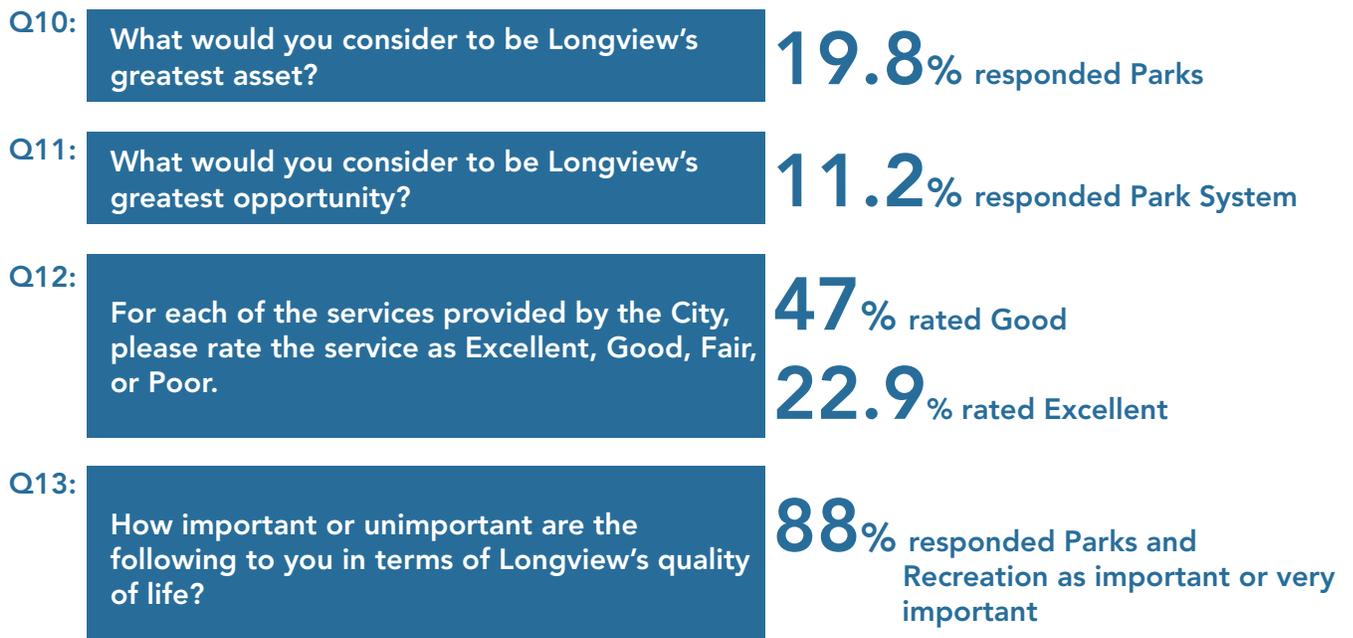
- More parks
- Sidewalks that connect
- Bike lanes on-street with city support
- Bike trails (people would bike more if there were more)
- Lighting on trails
- Water (aesthetics, parts)
- Sports arena would be wonderful, long-term for concerts, Roller Derby, American kennel Club, Hockey Matches, Basketball Tournaments
- Safety issues near walking trails
- Top facilities to have connecting bike trails:
 - Downtown area
 - Mall area
 - Belcher Center
 - LeTourneau University
- Recreation center tied in with other amenities (hike/bike/skate)
- Bike/ped access
- Maintenance (e.g. Teague)
- Special needs equipment
- Disc golf (currently have but are outdated)
- Boorman Trail is good
- Long park
- Update on City parks
- More amenities/disc golf
 - Skate park (matching funds)
 - Work on existing parks
- Trail connectivity between existing trails
- Trails are also corridors for wildlife. People enjoy nature in this area. Include in the planning to protect natural areas and corridors. There are unique species here but almost no wetland walks, nature walks, resources to help young people learn about the local nature and bio-diversity. Several counties in Texas including Lee & Hayes use iNaturalist (Online-free) to survey the land biodiversity. Citizens do the surveying and put records on

the website. Also Texas Parks & Wildlife Department uses iNaturalist to survey wildlife in Texas. Understanding the bio needs is critical to preserving wildlife in the City and County. Will the county participate in the planning? Seems to be also critical.

- Integrated transportation/recreation
- Consistent standard among parks
- Running trails (safe)
- More accessible small dog park
- Public trail security
- Parks should be connected by hike/bike trails
- More space and facilities at parks (restrooms and picnic areas)
- Connectivity of trails & greenway
- Running trails (safe)
- More accessible small dog park
- Special needs park
- Inventory and parks facilities
- RV park
- Special events complex
- Better lit areas/trails
- Enhance flood plains for greenway
- Purposely development along creeks and retention plans
- Nature parks
- Student accessibility to major destinations (no public trains or trails)
- Longer trail (availability of 10K)

Comprehensive Plan Survey

As part of the overall Comprehensive Plan, a 15 question online survey was conducted. In total, 2,470 citizens participated. The full survey results and responses can be found as part of the full Comprehensive Plan appendix. The survey questions and results were slightly different than the comments heard from the park subcommittee and the public meeting. Overall, the survey identified a general desire for park and recreation as a key element to Longview's quality of life. The parks and recreation answers on the survey support the idea that parks and recreation remain an important part of citizen's desires and a key part of Longview's future.



Parks and Recreation Online Survey Results

The full online parks and recreation survey results, along with written responses, can be found in the appendix. A 15-question parks and recreation survey was conducted and results were very similar to other needs assessments findings. The continuity in responses is an encouraging for determining consistency in Longview's demand. The online survey results are not scientifically or geographically based.

[Q01: How often do you use the Longview trails for walking, running and other?]

20.3 % of responded several times a week

15.3 % responded at least weekly

14.8 % responded as not using trails at all

This expresses trails as a high demand use.

[Q03: How would you describe the quality and physical condition of EXISTING parks and trails in Longview?]

54.9 % responded Good condition

36.1 % responded Fair to Poor condition

The limited responses in the Excellent category along with written responses suggest improving existing parks a top priority.

[Q05: How important or unimportant are the following athletic facilities for how YOU would use future park and trail improvements?]

Most athletic facilities scored highest in the Important category. Of the athletic facility types, only football fields scored highest in the Unimportant category. These survey results illustrate the continued demand for athletic facilities with practice fields, baseball fields and soccer fields scoring the highest in the Very Important and Important categories.

[Q07: How important or unimportant are the following outdoor/special facilities for how YOU would use future park and trail improvements?]

94% rated Restrooms as important or very important

89.1 % rated trails as important or very important

84.6 % rated open space/natural areas as important or very important

81.9 % rated pavilions as important/very important

Skate parks and disc golf had their most responses in the Unimportant category.

[Q08: What would you consider the greatest issue facing Longview parks and trails today?]

The greatest issue facing Longview parks and trails were the need for new amenities at current parks. Written responses for this question varied greatly but safety responses were provided numerous times.

[Q09: What would you consider the greatest opportunity for future Longview's parks and trails?]

Improvements to existing parks was identified as the greatest opportunity for the future of Longview's parks and trails. Along with responses to questions eight, improvements to existing parks is a high priority need based on survey responses.

[Q10: Which of the following recreation uses would your household be most willing to support with tax dollars?]

Trails, nature center and playgrounds scored the highest in the Very Willing to Support category. Along with these results, question 11 identified trails as the number one recreation desire by 25.5 percent of all responses, the clear favorite recreational use.

Top Online Survey Responses to Needs

- Trails
- Restrooms
- Improve existing parks
- Athletic fields
- Open space and natural areas
- Playgrounds
- Practice fields
- Baseball fields
- Soccer fields
- Pavilions
- Nature center

Parks Subcommittee Meetings

The Comprehensive Plan’s park subcommittee met several times during the course of the planning project. The following are general comments and desires recorded during the meetings.

- Explore a parkland dedication ordinance
- The total parkland acre level of service should be about 15.5 acres per 1,000 persons
- Complete the implementation of the Lear Park master plan
- Park and maintenance staff facilities are outdated and better space utilization is needed
- Complete the implementation of the Spring Hill Park master plan
- Increased marketing and public relations would benefit the community by educating about parks and recreation opportunities in Longview
- Work with economic development to purchase vacant lands and abandoned buildings near existing parks for future park expansions
- Place park signage at major roadways to direct visitors and residents to parks hiding in neighborhoods
- Need to continue to promote regional draws in sports tourism
- Explore the use of viewsheds because existing parks are not highly visible, expand parkland at existing parks towards major road to create view windows into existing parks, this effort should help corridor and neighborhood revitalization
- Develop new parks in the most underserved areas, especially in the north west section of the City
- Club sports are important
- Increase park funding for new parks, new amenities and renovations
- The committee would prefer to improve existing parks rather than build several new parks
- Acquisition of land should be implemented in part with a parkland dedication ordinance
- A future bond will be needed to fund new parks
- Amenity types desired are basketball, volleyball and trails
- A new indoor recreation facility is desired

Park Subcommittee Highest Park and Recreation Priorities

1

Expand trails by implementing existing trail study

2

Improve existing parks with increase in park funding

3

Implement existing park master plans

4

Acquire new parkland with purpose of building in the future

Standard-Based Assessment

The standard-based assessment uses established guidelines set by the National Recreation and Park Association (NRPA) and refined for the 2014 Master Plan. A Level of Service (LOS) is described for park types and how they serve the community. LOS figures represent a specific acreage of parkland, facility or number of parks needed per given population or area. Three types of standards were examined.

The first standard is Acreage Level of Service (ALOS) is based on NRPA park acreage and is applied to only the identified Longview park types, for this exercise no mini park categories were examined. The results are expressed as park acreage per 1,000 residents. The ALOS is the standard. A Target Level of Service (TLOS) is defined through refinement of the NRPA standards to better align with the community's goals, local challenges and trends. The TLOS is then used to determine park acreage needs based on existing park acreage, current populations and future populations. The second is a Spatial LOS assessment and identifies LOS-based on spatial distributions. The standards are based on NRPA service radius and are expressed or illustrated per park type within a specific distance. The Spatial LOS helps to identify underserved areas and how many parks are spatially needed to provide service coverage.

A third type, Facility LOS assessment, was conducted to identify general park facilities needs based on refined local standards. This type of assessment projects the needed quantity of a specific facility, (i.e. baseball field, per an established local standard). In this case, the 2014 recommended Facility LOS was determined through study of current level of service, NRPA recommendations and by examining similar levels of service for cities throughout Texas. Again, the NRPA facility standards are national guidelines and the organization itself points out that their data is to be used only as a guide. The range of recreational demands and preferences for activities will greatly vary with differences in socio-economic and cultural characteristics. The needs assessment and recommendations relied heavily on demand-based results to determine specific amenity types and facilities within parks due to citizen input, community size, funding challenges, growth potential and existing inventory.

Acreage Level of Service

It should be noted that a minimum of 10 acres per 1,000 residents as a general rule of thumb has been used in planning for decades. While this is a basic standard and has since been scientifically refined, it remains a simple checkpoint to see if standard assessments are on course. According to the NRPA, close-to-home parks (mini, neighborhood and community) park acreage should be between 6.25 and 10.25 per 1,000 residents. See Table 20 for Longview's recommended acres per 1,000 persons.

Longview Park Standards				
Park Type	NRPA Recommended Standards Acres per 1,000 Persons	Recommended Size	Recommended Service Area	Recommended Acres per 1,000 Persons
Pocket Park	0.25 to 0.5 acres	1 acres or less	About 0.25 mile radius	NA
Neighborhood Park	1.0 to 2.0 acres	2.0 to 10.0 acres	About 0.5 mile radius, or single neighborhood	2.0 acres
Community Park	5.0 to 8.0 acres	20.0 to 40.0 acres	1.0 mile radius up to 2.0 mile, multiple neighborhoods	6.0 acres
Sub total	6.25 to 10.5 acres			8.0 acres
Other Parks				
Special Use Park	Varies	Varies by use	Varies by use	Varies
Linear Park/Greenway	Varies	Varies	Varies	Varies
Regional Park	5.0 to 10.0 acres	150.0+ acres	Varies by uses, large portion of the City	5.0 to 10.0 acres
Sub total	5.0 to 10.0 acres			7.5 acres
TOTAL	11.25 to 20.5 acres			15.5 acres

Table 22: Longview Park Standards

Conclusions

Acres assessed are for neighborhood, community, special use, linear and regional parks, mini parks were not included. As shown in Table 22, a recommended Total Level of Service (TLOS) was selected in the middle of the NRPA standards at 8.0 acres per 1,000 persons (2.0 acres for neighborhood and 6.0 acres for community) for close-to-home type parks. Other Longview parks types (special use, linear and regional) included a recommended TLOS of 7.5 acres persons. When combined, this creates a recommended 15.5 acres per 1,000 residents for all park service types. As shown in Table 23, when compared to similar cities across Texas, Longview's recommended TLOS for park acres is on the lower end. However, that is appropriate for Longview due to the current level of service, funding and projected gaps.

Parkland Service Levels

Based on the recommended TLOS, Table 24 takes Longview's newly established TLOS a step further to identify park acreages needed for the current populations, five-year projection and 10-year projection. The current and future populations are based on the Community Snapshot's growth projections. The Current Levels of Service (CLOS) for close-to-home parks area 3.46 acres per 1,000 residents, well below the recommend 8.0 acres. The other parks categories are currently providing 4.42 acres per 1,000 residents, also well below the recommend 7.5 acres. In total, Longview has a CLOS of 7.88 acres, well short of the recommended TLOS of 15.5 acres.

Comparable Adpoted Total Park Acre Standards	
City	Recommended Level of Park Acres per 1,000 Persons
Cedar Hill (46,461)	17.50
Cedar Park (59,207)	15.00-19.00
Frisco (128,127)	13.00-19.00
Killeen (134,654)	17.75
Lewisville (99,453)	20.00
Mansfield (59,317)	21.00
Mckinney (143,223)	25.00
Midland (119,385)	11.25-20.50
Tyler (107,405)	15.00
Waxahacie (31,091)	20.00

Note: Estimated population shown in parentheses

Table 23: Comparable Adopted Total Park Acre Standards

Longview Total Park Acreage Analysis							
Park Type	Existing Park Acres	NRPA Recommended Acres per 1,000 Persons (ALOS)	Current Level of Service per 1,000 Persons (CLOS)*	Longview's Recommended Acres per 1,000 Persons (TLOS)	TLOS Park Acres Needed for Existing Population*	TLOS Park Acres Needed for 2019 Population**	TLOS Park Acres Needed for 2024 Population***
Close-To-Home Park							
Neighborhood Park	63.80	1.00 to 2.00	0.77	2.00	165.00	175.98	184.96
Community Park	222.10	5.00 to 8.00	2.69	6.00	495.00	527.95	554.88
Sub Total	285.90	6.00 to 10.00	3.46	8.00	660.00	703.93	739.84
Other Parks							
Special Use Park	49.75	Varies	0.60	Varies	Varies	Varies	Varies
Linear Park/Greenway	133.80	Varies	1.62	Varies	Varies	Varies	Varies
Regional Park	182.00	5.00 to 10.00	2.20	Varies	Varies	Varies	Varies
Sub Total	365.55	5.00 to 10.00	4.42	7.50	618.75	659.94	693.60
Total Acres	651.45	11.00 to 20.00	7.88	15.50	1,278.75	1,363.87	1,433.44

*Based on 2014 estimated population of 82,500

**Based on 2019 estimated population of 87,992

***Based on 2024 estimated population of 92,481

Table 24: Longview Total Park Acreage Analysis

In the close-to-home park category, for the current population of 82,500 within the city limits, 660.0 acres are needed, consisting of 165.0 acres for neighborhood parks and 495.0 acres of community parks. In the other parks category, 618.5 acres are needed for the current population. This results in a total of 1,278.75 acres of parkland needed to meet current demands.

For the 5-year projections, close-to-home parks need a total of 703.93 acres and the other parks category will need 659.94 acres. This results in the five year Longview population of 87,992 will require approximately 1,363.87 acres dedicated to parks.

Close-to-Home Parkland Acreage Needed to Close the Gap

Table 25 examines Longview’s Current Level of Service (CLOS) and TLOS for close-to-home park categories in order to determine land acquisition needs. Longview’s existing population has a CLOS of 3.46 acres per 1,000 persons for neighborhood and community parks combined. This shows that both neighborhood and community parks are currently below the standard and clearly deficient in park acres, 8.0 acres is recommended. Based on the Table 23 TLOS, neighborhood parks need to grow by 112.18 acres and community parks need to acquire 305.85 acres by 2019. This is a total gap of 418.03 acres by 2019. The table also projects a total of 453.94 acres deficient by 2024. Based on this Master Plan’s Area and Facility Concepts and Standards; the 453 acres would need to consist of approximately 11 new neighborhood parks and approximately 8 new community parks need by 2019.

Longview Level of Service and Acquisitions							
Park Type	Existing Park Acres	Current Level of Service Within City Limits per 1,000 Persons (CLOS)*	Longview's Recommended Acres per 1,000 Persons (TLOS)	TLOS Park Acres Needed for 2019 Population**	Total Acres Needed to Acquire to Meeting 2019 TLOS	TLOS Park Acres Needed for 2024 Population***	Total Acres Needed to Acquire to Meeting 2024 TLOS
Neighborhood Park	63.80 acres	0.77 acres	2.00 acres	175.98 acres	112.18 acres	184.96 acres	121.16 acres
Community Park	222.10 acres	2.69 acres	6.00 acres	527.95 acres	305.85 acres	554.88 acres	332.78 acres
TOTAL	285.90 acres	3.46 acres	8.00 acres	703.93 acres	418.03 acres	739.84 acres	453.94 acres

*Based on 2014 estimated population of 82,500

**Based on 2019 estimated population of 87,992

***Based on 2024 estimated population of 92,481

Notes:

Existing neighborhood parks are 36.25% of 2019 TLOS acres

Existing community parks are 42.06% of 2024 TLOS acres

Based on size standards approximately 11 neighborhood parks short for 2019 and 12 short for 2024

Based on size standards approximately 8 community parks short for 2019 and 9 short for 2024

Table 25: Longview Level of Service and Acquisitions

Other Parks Category Land Acreage Needed to Close the Gap

Table 26 examines Longview's Current Level of Service (CLOS) and TLOS for the other parks category in order to determine land acquisition needs to close the gaps. Longview's existing population has a CLOS of 4.42 acres per 1,000 persons for special use, linear and regional parks. In order to close the gap and meet the 2019 population's needs, 294.39 acres of parkland will need to be acquired. This indicated the other park types' CLOS to be greatly under serviced and future park efforts will need to focus on increasing parkland and park quantities.

Longview Level of Service and Acquisitions							
Park Type	Existing Park Acres	Current Level of Service Within City Limits per 1,000 Persons (CLOS)*^	Longview's Recommended Acres per 1,000 Persons (TLOS)	TLOS Park Acres Needed for 2019 Population**	Total Acres Needed to Acquire to Meeting 2019 TLOS	TLOS Park Acres Needed for 2024 Population***	Total Acres Needed to Acquire to Meeting 2019 TLOS
Other Parks*	365.55 acres	4.42 acres	7.50 acres	659.94 acres	294.39 acres	693.60 acres	328.05 acres

^Combined total for special, linear and regional parks
 Note: Existing other parks are 55.4% of 2019 TLOS acres

Table 26: Longview Level of Service and Acquisitions

Spatial Level of Service

A coverage analysis was conducted to determine the number of future parks needed per park type. This spatial analyses is very general in nature and examines parks needs spatially for 100 percent future coverage. The goal is to minimize service area overlap while maximizing service coverage. Spatial LOS has been conducted for neighborhood parks and community parks. Service areas include 0.5 and 1.0 mile radii respectively. The service areas are applied to existing residential areas only. See Spatial LOS Assessment Maps, Figure 37 and Figure 38.

Note: The coverage analysis does not illustrate recommended park locations; rather it is a planning resource prepared in conjunction with Acreage LOS to determine the number of future parks needed.

Spatial LOS Conclusion

With a result much higher than the Acreage LOS analysis, the Spatial LOS analysis identified a need for approximately 21 additional neighborhood parks at full community build-out. This again supports the analysis that Longview is very underserved by neighborhood park types. Community Parks' Spatial LOS analysis more closely resembled the Acreage LOS analysis, but concluded that approximately five new community parks are need in the future for 100 percent service coverage.

Facility Level of Service

Please see two Facility Analysis tables, Table 27 and Table 28. Another way Longview's park system is compared to NRPA and local standards is by an assessment of facilities. This Facility LOS is used to determine current and future needs by defining how many people are serviced by a particular amenity type. An example would be one soccer field per 5,000 residents. Longview's Facility LOS was determined by examining LOS recommended in previous Longview master plans, NRPA standards, existing public demand, current LOS and by studying the facility standards for similar cities across Texas. The recommended LOS for Longview was then adjusted and a target number of facilities were projected for the 2019 and 2024 populations. These projected numbers of facilities needed per amenity types identify deficiencies or gaps in future service. This is critical information for park staff to identify how future parks funding will be invested and how existing and future parks will be improved.

Note: This facility assessment does not include the needs for renovation and redevelopment of existing equipment and facilities.

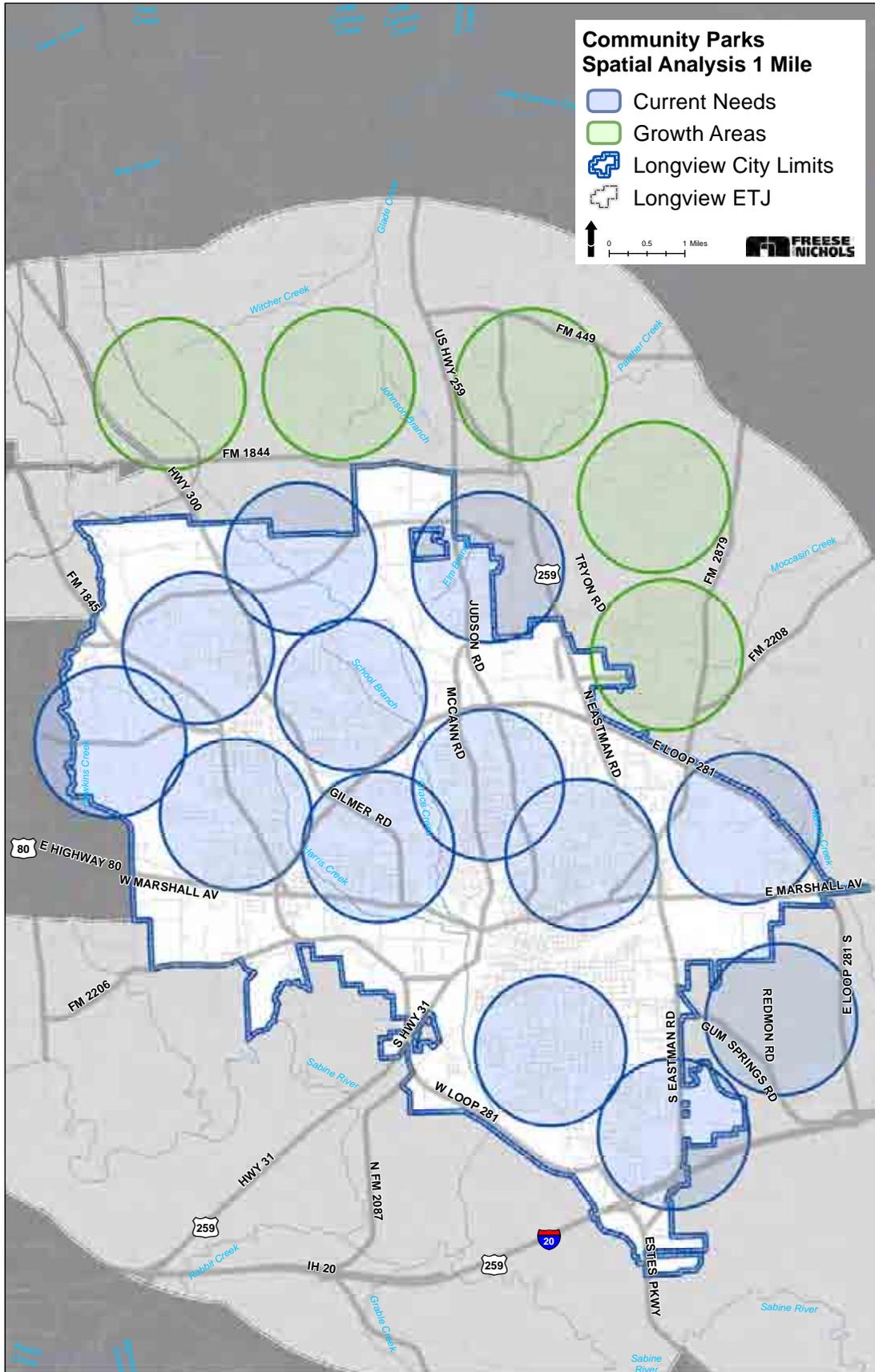


Figure 38: Community Parks Spatial Analysis 1 Mile

Longview Facilities Analysis						
Facility	Existing Public Facilities	Current Level of Service*	2009 Master Plan Recommended Level of Service	Recommended Total Level of Service	2019 Target Number of Facilities (Current Gap in Parentheses)**	2024 Target Number of Facilities (Current Gap in Parentheses)***
Soccer Fields	15	1/5,500	1/5,000	1/5,000	18 (3)	18 (3)
Softball Fields	18	1/4,583	1/5,000 youth and 1/10,000 adult	1/5,000	18 (0)	18 (0)
Baseball Fields	16	1/5,156	1/5,000	1/4,000	22 (6)	23 (7)
Football Fields	2	1/41,250	1/10,000	1/20,000	4 (2)	5 (3)
Practice Fields	12 Backstops	1/6,875	N/A	1/6,000	15 (3)	15 (3)
Disc Golf Course	2	1/41,250	N/A	1/41,250	2 (0)	2 (0)
Racquet Ball Court	3	1/27,500	N/A	1/27,500	3 (0)	3 (0)
Outdoor Swimming Pools	3	1/27,500	1/20,000	1/20,000	4 (1)	5 (2)
Indoor Swimming Pools	1	1/82,500	N/A	1/50,000	2 (1)	2 (1)
Pavilion	33	1/2,500	N/A	1/2,500	35 (2)	37 (4)
Spray Parks	5	1/16,500	N/A	1/16,500	5(0)	6 (1)
Play Area	24	1/3,438	N/A	1/3,000	29 (5)	31 (7)
Dog Parks	1	1/82,500	N/A	1/80,000	1 (0)	1 (0)
Tennis Courts	18	1/4,853	1/5,000	1/5,000	18 (0)	18 (0)
Multi-use Courts (includes basketball in most parks)	14	1/5,893	N/A	1/5,000	18 (4)	18 (4)
Volleyball area	1	1/82,500	N/A	1/15,000	6 (5)	6 (5)
Horseshoe Pits	16	1/5,156	N/A	1/8,000	11 (0)	11 (0)
Skate park	0	N/A	N/A	1/80,000	1 (1)	1 (1)
Amphitheater	1	1/82,500	N/A	1/80,000	1 (0)	1 (0)
Trails	18.46 miles	1 mile per 4,469	Implement trail plan	1 mile per 4,000	21.99 (3.54)	23.12 (4.66)
Recreation Centers	5 total destinations (50,638 s.f.)	1 destination per 16,500 1.62 s.f. per person	1 destination/50,000	1 s.f per person	87,992 s.f. (37,354) Add new 70,000+ s.f.	92,481 s.(41,843) Add new 70,000+ s.f.

*Based on 2014 estimated population of 82,500

**Based on 2019 estimated population of 87,992

***Based on 2024 estimated population of 92,481

Table 27: Longview Facilities Analysis

Comparable Facilities Level of Service					
Facility	Lewisville	Edmond, OK	Midland	Mckinney	Frisco
Soccer Fields	1/5,000	1/7,000	N/A	1/5,000	1/4,000
Softball Fields	1/13,500	1/8,000	N/A	1/12,000	1/2,500
Baseball Fields	1/6,500	1/8,000	N/A	1/8,000	1/2,500
Football Fields	1/15,000	1/20,000	1/20,000	1/60,000	1/20,000
Practice Fields	1/4,000	1/7,000 softball/baseball and 1/10,000 soccer/football	N/A	1/5,000	1/7,000
Disc Golf Course	1/30,000	1/50,000	N/A	1 hole per 4,500	N/A
Racquet Ball Court	N/A	N/A	N/A	1/40,000	N/A
Swimming Pools	N/A	1/25,000	1/20,000	1/20,000 aquatic center outdoor 1/85,000 indoor aquatic	1/20,000, aquatic center 1/50,000
Indoor Swimming Pools	N/A	N/A	N/A	N/A	N/A
Pavilion	1/3,500	1/4,000	1/2,000	1/2,000	1/3,000
Spray Parks	1/23,500	1/10,000	N/A	1/20,000	N/A
Playgrounds	1/3,500	1/2,000	1/1,000	1/2,000	1/1,000
Dog Parks	1/50,000	N/A	N/A	1/80,000	N/A
Tennis Courts	1/6,000	1/10,000	1/2,000	1/8,000	1/2,000
Multi-use Courts	N/A	N/A	N/A	1/25,000	N/A
Volleyball court (sand)	N/A	1/10,000	1/5,000	1/25,000 sand	1/7,000 court, 1/5,000 sand
Horseshoe Pits	N/A	N/A	N/A	1/8,000	N/A
Skate park	1/50,000	1/100,000	N/A	1/60,000	N/A
Amphitheater	1/55,000	N/A	N/A	1/75,000	N/A
Trails	1 mile per 3,500	1 mile hard trail per 4,000 and 1 mile of soft trail per 8,000	1 mile per 10,000	1 mile hard trail per 2,500 and 1 mile of soft trail per 5,000	1 mile hard trail per 4,000 and 1 mile of soft trail per 10,000
Recreation Centers	1/40,000	1 sf per person	1/25,000	1/30,000, 1/75,000 senior center	1 sf per person

Table 28: Comparable Facilities Level of Service

Conclusions

Longview's residents are well served with many athletic and non-athletic facilities. Generally, major service gaps for 2019 and 2024 are not projected for the following: softball, disc golf, racquet ball, indoor swimming, spray parks, dog parks, tennis courts, horseshoe pits, and amphitheater. The top deficiencies are seen in baseball, play areas, multi-use courts, volleyball and trails. Football, practice fields, outdoor swimming, pavilions, skate parks and recreation centers show future needs but display moderate service gaps.

Top Priority Facility Level of Service Needs	Other Top Priority Facility Level of Service Needs
Baseball fields	Recreation centers
Play area	Pavilions
Volleyball area	Soccer fields
Trails	Practice fields
Multi-use courts	Football fields
	Outdoor swimming pools
	Skate park
	Indoor swimming pools

Resource-Based Assessment

The resource-based assessment is the third analysis for the needs assessment. This exercise recognizes key physical, man-made or natural resources within the community. For each element, opportunities with the resource and how the feature can play a future role in the park system.

Floodplains

The City limits and ETJ contain large amounts of floodplain and greenbelt areas. Many of the areas have significant natural features including tree coverage, creeks, ponds and natural drainage ways. Land designated as floodplain is typically difficult to develop with increased development costs and environmental concerns regarding preservation and protection of wetlands. As illustrated on Figure 39, floodplains make up approximately 3,600 acres of the city limits or about ten percent. In addition, floodplain make up approximately 23,000 acres of the ETJ or about 23 percent. The floodplain and greenbelts are home for natural processes such as flood protection, wildlife habitat and water quality filtration. Future efforts should respect the floodplains and greenbelts to recognize their unique opportunities for recreation. Longview should take advantage of existing floodplains and greenbelts on many levels. First, they can serve as a natural edge along major roadways, offering a glimpse of natural aesthetics and visual interest unique for Longview. Greenbelts offer a great opportunity to frame future development patterns and future land uses should create an amenity edge adjacent to the floodplains and trees. These amenities can serve as buffers for residential neighborhoods and as backdrops to commercial and restaurant uses. For recreational purposes, the greenbelts should serve as major trail corridors as they do for existing Longview trails. Future trail routing should take full advantage of the greenbelts for multi-purpose trails that connect parks, neighborhoods and points of interest throughout the community.

Sabine River



Creeks and greenbelts provide natural beauty

Longview is the largest city to sit on the river, along with other cities including Marshall, Orange, and Greenville. The Sabine River flows for 555 miles and empties into the Sabine Lake. The Lake is then drained by the Sabine Pass into the Gulf of Mexico. The basin can be characterized with flat slopes and white, timbered floodplains. The Sabine River Authority of Texas currently manages the river and its watershed.

Creeks and Greenbelts



Creeks and greenbelts also provide opportunities for recreation

Creek corridors are an asset to the City because they provide natural beauty and offer unique opportunities for recreation. There are several tributaries, or creeks, that flow into the Sabine River. Grace Creek flows south-easterly into the Sabine River and makes up the largest green belt within the City at 10-1/2 miles. Other smaller tributaries that flow into the Sabine River include:

- Ray Creek
- Elm Branch
- Oak Creek
- Murray Creek
- School Branch
- Gilmer Creek
- Oakland Creek
- Coushatta Hills Creek
- Guthrie Creek
- Johnston Creek
- Harris Creek
- Hawkins Creek Tributary
- Lafamo Creek
- Wade Creek
- Eastman Lake Creek
- Iron Bridge Creek

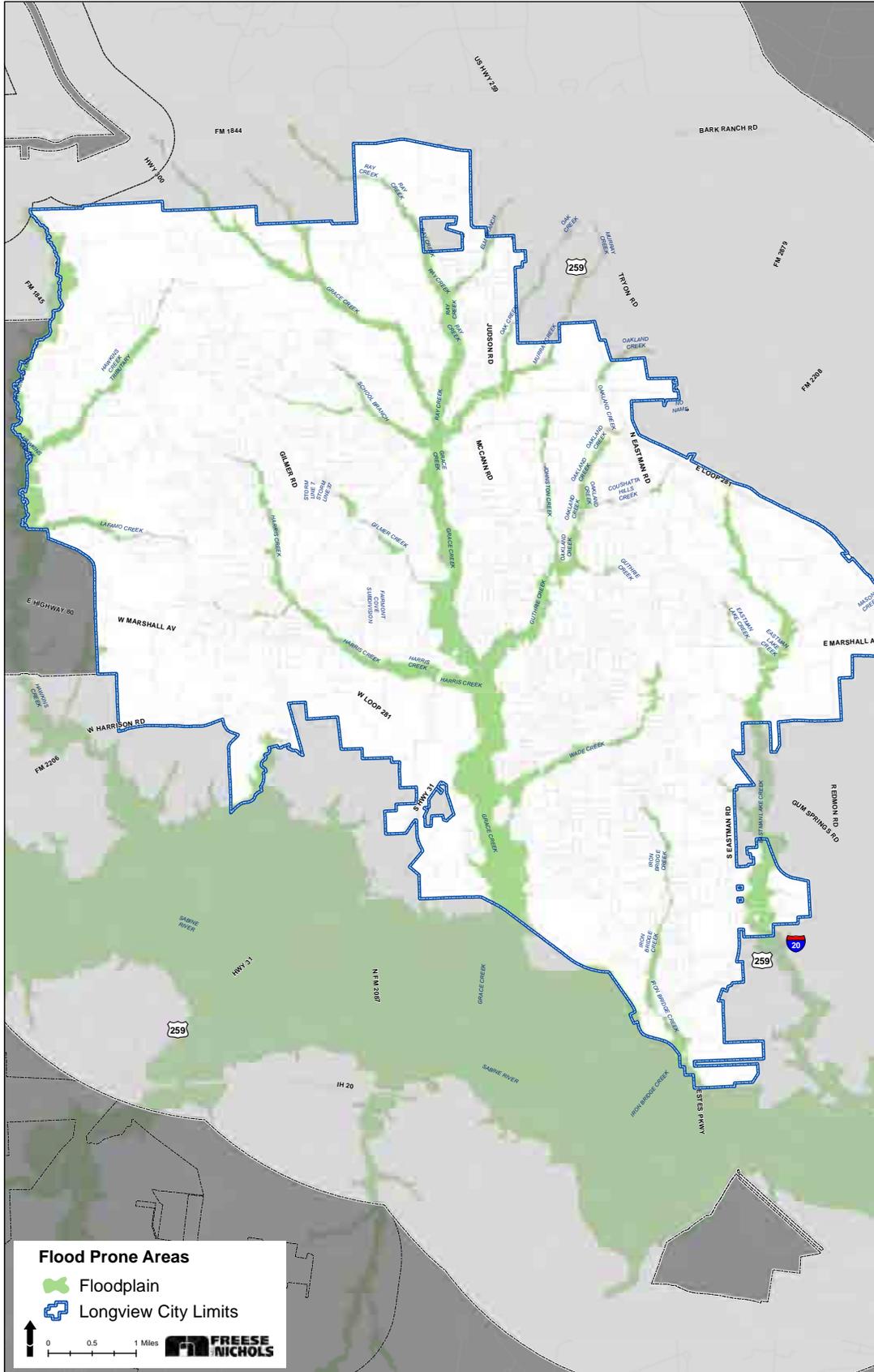


Figure 39: Flood Prone Areas

PARK, RECREATION AND OPEN SPACE RECOMMENDATIONS

The recommendations and implementation strategies are the result of incorporating the inventory, park classification and standards, and needs assessment. It is the community's desire to increase livability through quality of life by promoting improvements to the existing parks and trail system. The full park planning process helped to formulate priority actions while setting realistic goals for Longview. Longview's park and recreation facilities face many challenges including funding, existing park conditions and an extremely large park acreage LOS gap as identified in the needs assessment. Because Longview is extremely far from reaching its goal of 15.5 acres of parkland per 1,000 residents and due to existing park funding, it is unrealistic to think 15.5 acres per 1,000 residents could be reached in five or 10 years. However, leadership in City staff and elected officials must help to accomplish continuous improvements and focus on measurable and achievable actions. Milestones should be set in order to raise the bar for parkland experiences in Longview.

While Longview is short on parkland, the new facilities implemented in recent years are shining stars within the park system. New spray parks, accessibility playgrounds, Paul G. Boorman Trail and Lear Park offer local and regional draws. Although the new parks and new facilities are wonderful, a 20-plus year lack of investment in existing parks before 1990, has resulted in outdated facilities and many existing parks are beginning to show their age. This creates a tough situation for Longview's park staff having to decide between building new, or improving existing, with the solution likely including a little of both. In order to control this balancing act, City staff will be a tremendous resource in managing budget and implementation. Competing interests for funding resources and resource allocation has now identified the need for increased park funding to meet the community's desires. In the future, it will require more developer driven requirements, particularly for the Comprehensive Plan's expansion areas.

The improvements for existing parks, particularly neighborhood parks, should go hand in hand with neighborhood revitalization efforts of the Comprehensive Plan.

Parks and trails are part of a service hierarchy system. Neighborhood parks are Longview's base unit and provide a defining character of individual residential areas. Neighborhood parks should provide amenities based

Park Planning Area I Key Enhancements:

- Acquiring/securing lands for trails
- Expanding trails and trail connections
- Improving existing parks
- Continuous and superior maintenance

Park Planning Area II Key Enhancements:

- Acquiring new parkland
- Acquiring/securing lands for trails
- Expanding trails and trail connections
- Improving existing parks
- Continuous and superior maintenance

Park Planning Area III Key Enhancements:

- Ensuring parks are provided with future neighborhoods
- Improving existing parks
- Continuous and superior maintenance

on adjacent populations and primarily serve the surrounding neighborhood within walking distance. Community parks are the next level of park service and have a much larger service area. Community parks provide recreation opportunities to an entire City region. Regional Parks and special use parks help to provide regional significance and year round visitors. With the service levels established, it is imperative to connect residents to major destination points. Existing and future trails will provide access to destination points, greenbelts and promote natural areas. While expectations have been established, these parks and trails should not be viewed as minimum standards but rather essential elements to fulfill the community's needs.

Longview's top Park and Recreation priority needs are summarized in Table 29. These are based on all three needs assessment, consultant evaluation, staff input and the Comprehensive Plan planning process. Future Park and Recreation efforts should work towards fulfilling these community needs.

Five Year Top Priority Recommendations	
1.	Increase trails and implement existing trail studies
2.	Make improvements to existing parks, repair and update existing facilities
3.	Complete the implementation of the Lear Park master plan
4.	Complete the implementation of the Spring Hill Park master plan
5.	Acquire new parkland and increase parkland acres level of service with focus in the north west section of the City
6.	Provided new facilities at existing parks and at new parks including:
	a. Trails
	b. Baseball fields
	c. Play areas
	d. Soccer fields
	e. Volleyball areas/Multi-use Courts
	f. Restrooms
	g. Pavilions
	h. Practice fields
	i. Indoor and Outdoor Swimming Pools
7.	Increase park funding and annual budget
8.	Continue to raise funds and implement the Longview Arboretum
9.	Continue to explore new indoor recreation facilities
10.	Continue to explore multiple funding opportunities

Table 29: Five Year Top Priority Recommendations

Key Areas of Focus

1 Increase Linear Miles of Trails with Focus on Creating Large Loop Segments in Existing Greenbelt and Linear Park

Trails were a top priority identified by the community during public input and the needs assessment. The key concept for Longview's trail recommendations are to build on the successes of the Paul G. Boorman and Cargill Long trails. Expanded trail opportunities should focus on implementing existing trail plans to connect these two trails. This will require a phased approach.

As a secondary trail implementation priority, proposed trails as shown on the Trails Maps should be implemented to connect Teague Park with Stamper Park. The community desires connections to greenbelts and to connect key points of interest such as parks, schools and shopping areas. As a long-term strategy, attention should be on both linear

pathways and trails that create large loop segments throughout the City. The Trails Map has proposed trail routes for major greenbelt trails that should work in concert with future sidewalk improvements.

Trail types for Longview primarily include greenbelt trails and roadside trails. Greenbelt trails emphasize a strong relationship with the natural surroundings within a park-like setting. These trail types can be multi-purpose and are generally located within natural areas. The greenway trails provide relatively uninterrupted travel throughout portions of the City. They can serve as an element of linear parks/greenways or as connectors between parks. Off-street trail types can vary to accommodate multiple user groups including walkers, joggers, bicyclists, and even horses in some portions. Surface types may vary depending on the anticipated users and what is being connected. Surface types could include smooth, hard, all-weather paving such as concrete or soft surfaces such as gravel, decomposed granite or crushed limestone.

2 Provide Updates, Repairs, and Renovations to Existing Parks

The operation of improving existing parks and infill of new amenities will need to be overseen by park staff with this document serving as a resource. It will require steadfast commitments from elected and appointed officials in order to make certain appropriate funding is provided.

Neighborhood and community parks are the foundation for Longview's park system. Both provide important close-to-home amenities for their surrounding residential areas. However, due to their existing age and facility conditions, it is time to reinvest in these vital community assets. In general, the existing community parks are in better condition than existing neighborhoods parks. The fair to poor quality of existing neighborhood parks, along with other City efforts to revitalize existing residential areas, form the foundation for the recommendation to focus on improving existing neighborhood parks.

Generally speaking, existing neighborhoods parks have many issues in need of repair. These include outdated equipment, aging structures, erosion, and accessibility challenges. In addition, most would benefit from increased general maintenance such as pruning, brush clearing, reseeding and weed control. Many of the neighborhood parks would benefit from new sidewalks to the park and surrounding the park's roadside perimeters. Also, many of their parking lots and entry drives are in need of resurfacing, restriping and repairs.

3 Implement Existing Park Master Plans

The City and the Community Services Department have made significant investments of time and money to plan for the future. It is prudent to continue these long-term investments as each was identified as high priority from the needs assessment. Each of the master plans should continue to be implemented as funding become available.

4 Increase Future Park Level of Service through Parkland Acquisition with the Purpose to Build in the Future

Because Longview's current level of service is 7.89 acres per 1,000 residents and over 700 acres short of meeting their established standards, steady land procurements are recommended. Making certain appropriate lands are set aside and available for future park development is a determining factor in the park system's long-term success. In

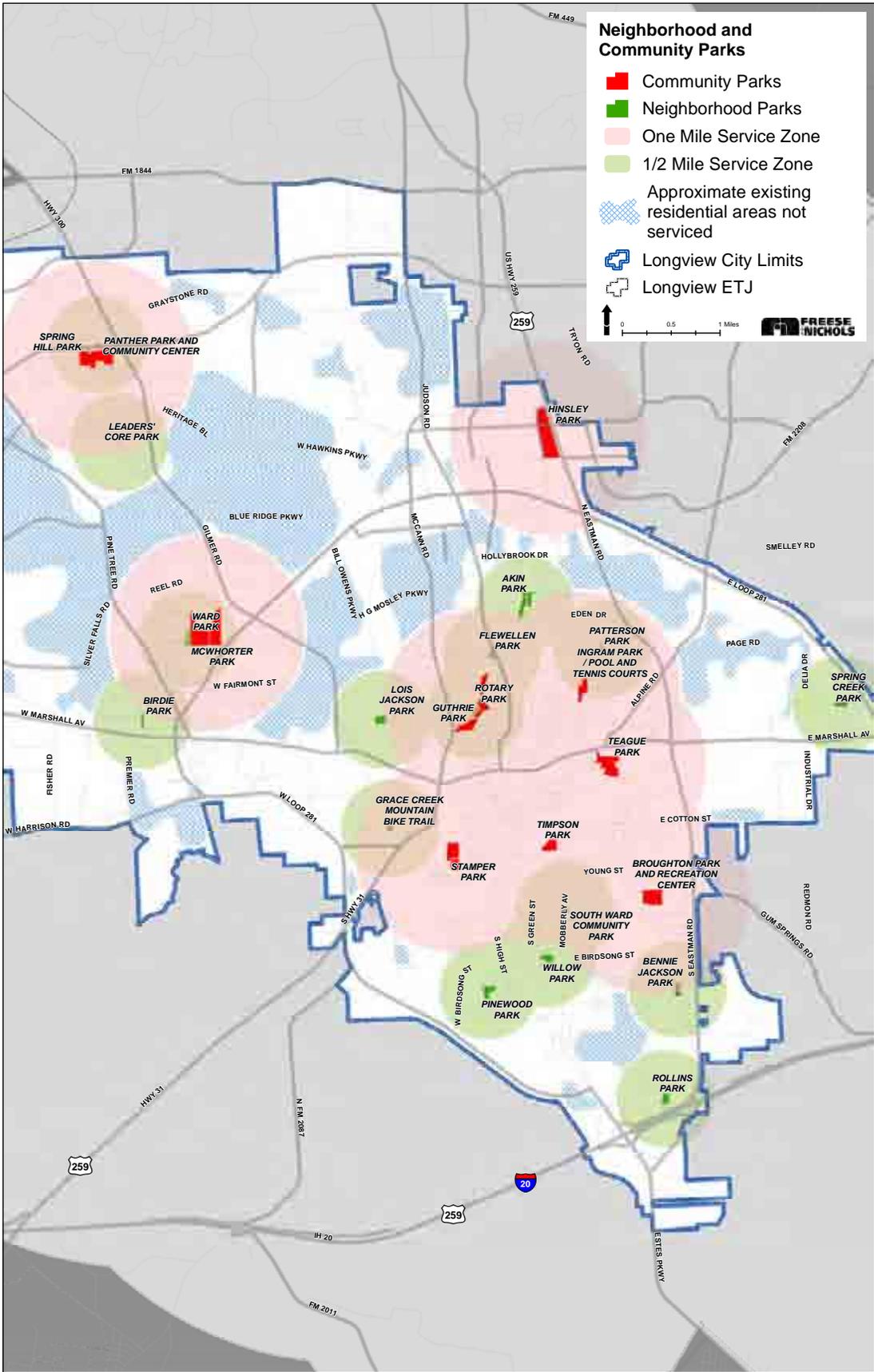


Figure 40: Neighborhood and Community Parks Service Zones

order to promote a quality and sustainable recreation system, it will be imperative to provide new space for needed facilities and acquiring land in order to reach target levels of service. The new land acquisitions are not meant to compete with funding for improvements to existing parks. Rather, acquiring lands now is vital in order to reach the guidelines established during this Master Plan - 15.5 acres of parkland per 1,000 residents. Acquiring new lands in the next five to ten years is necessary to create a park legacy for future generations.

5

Increase Quantity for Park Facilities and Amenities Based on the Needs Assessment

The recent additions at Lear Park as well as new trails, splash pads and new playgrounds throughout the City have gone a long ways to improving Facility LOS but much is still needed. There are several key recommendations for new and expanded amenities that should be considered with the development of new parks and as infill at existing parks. As shown in the needs assessment section, the top Facility LOS needs are: baseball fields, play areas, volleyball areas, trails and multi-use courts. When combined with public input, the following should be considered as top priority needs for Longview:

- a. Trails
- b. Baseball fields
- c. Play areas
- d. Soccer fields
- e. Volleyball areas/Multi-use Courts
- f. Restrooms
- g. Pavilions
- h. Practice fields
- i. Indoor and outdoor swimming pools

6. Explore New Indoor Recreation Opportunities

6

The citizen survey and public meetings, the existing condition observations and size of current indoor facilities has all recognized a shortage of indoor recreation space. The establish community standard is 1 square foot per person; leaving a projected deficiency of 37,354 s.f. by 2019. The online survey found family aquatic centers, recreation centers and swimming as a top ranking amenity desire. Those scores along with existing conditions make indoor recreation a continued need for Longview. However, due to needs of existing parks, funding resources and other needs assessment factors, new and improved indoor recreation facilities remain a mid- to long-term action item.

7. Increase the Park and Recreation Annual Budget

7

Longview's current park and recreation budget is about \$6.5 million and includes regular management, operation and maintenance cost. The existing budget does not include funds for new parks, significant park improvements or expanded trails. In addition, no other funding sources are currently being used for new parks as the 2007 voter approved CIP bond projects are now complete and no bond funds remain. Based on the Comprehensive Plan process and community input as part of the park master plan, parks and recreations are a vital part of Longview's livability. With this, for parks and recreations to remain prominent for its citizens, increases to the annual park budget must be realized.

Small increases to the annual park budget are needed to accomplish even minor

upgrades such as resurfacing parking lots, repairing facilities and replacing outdated equipment and site furnishings. Conversely, the goals and objectives for this plan as directed by citizens are not insignificant and serious budget increases are needed to expand Longview's parks, meet residents' expectations and improve visitor's perceptions.

8. Advance Park and Recreation Funding Sources

8

For Longview's park system to see the needed noteworthy expansion and updates, additional sources of park revenue need to be progressed. A multi-tool approach is recommended, in which multiple strategies, funding sources and partners are employed in order to collectively work to achieve the desired results. A range of strategies may be appropriate within a given location and, therefore, each possible strategy should be understood and examined in order to determine where it may be most appropriately used. In many cases, funding could include multiple sources such as private funding, City funds, bonds, state and federal grants, and sponsor-based funding. The funding resources are examples and additional opportunities may be discovered during implementation.

PARKS STRATEGIES

Goal: Be recognized as the most livable city in East Texas.

Objectives: Provide excellent quality of life for residents and visitors.

Strategies:

- P**
1.1 Provide significant improvements to older neighborhood parks as a key revitalization effort.
- P**
1.2 Rehab one to two neighborhood parks per year.
- P**
1.3 Increase annual park budget to include funds to improve existing parks.
- P**
1.4 Increase annual park maintenance funding to provide increased park care beyond regular mowing and litter removal.
- P**
1.5 Continue to provide superior standards of care/maintenance for recent park additions such as trails and new athletic fields.
- P**
1.6 Continue to monitor recreation facilities to make sure they are in compliance with State and Federal Regulations, including ADA, ASTM, CPSC, and the Texas Department of State Health Services.

Goal: Have quality education through collaborative efforts to reach the highest educational attainment at all levels.

Objectives: Promote equal access to and benefits from quality education for all

Longview.

Strategies:

- P**
2.1 Continue fundraising and partnership efforts for the Longview Arboretum and begin implementation for the Arboretum master plan.

Objectives: Create partnerships among schools, families, community groups, and individuals designed to share and maximize resources.

Strategies:

- P**
3.1 Begin to explore a large regional park in the lowlands area of Park Planning Area I, near SH-31 and north of IH-20. This will require discussions and partnerships with the county, state and local colleges and universities, research institution, land preservation organizations and state agencies. Recommended preliminary facilities would include: land preservation areas, research facilities, education facilities, day use areas, water sports, fishing, birding, hiking, camping and pavilion and rental cabins.

Goal: Create a thriving city that attracts people of all ages, provide opportunities to young professionals and graduates to stay in Longview, allows young people to be engaged, and fosters a family-friendly atmosphere.

Objectives: Encourage programs, events, amenities, and land uses that benefit families.

Strategies:

- P**
4.1 Implement a parkland dedication ordinance.
- P**
4.2 Identify park grant matching funds for future opportunities.
- P**
4.3 Explore new Municipal Bond opportunities for additional parkland and facilities.
- P**
4.4 Continue to target park grants funding sources.
- P**
4.5 Provide new funding for parkland acquisitions.
- P**
4.6 Acquire parklands in the most underserved areas, particularly in Park Planning Area II.
- P**
4.7 Coordinate with other departments, local organizations, land preservation organizations and state agencies about assistance in parkland acquisitions.

Objectives: Seek development of additional family-friendly entertainment venues and recreational amenities.

Strategies:

- P
5.1

Continue to implement the Lear Park Master Plan.
- P
5.2

Continue to implement the Spring Hill Park Master Plan.
- P
5.3

Continue discussions with citizens, city staff, parks board, elected and appointed officials about indoor recreation needs, locations and funding.
- P
5.4

Conduct feasibility study to determine exact spacing needs and cost for new indoor recreation facilities and improvements to existing facilities.
- P
5.5

Increase current annual budget for park and trail operations and maintenance.
- P
5.6

Provide new funding to improve existing parks.
- P
5.7

Provide new funding to implement new parks.
- P
5.8

Based on the needs assessment, provide the top identified athletic and non-athletic facilities at existing parks.
- P
5.9

When designing future parks, consider the following programs as a top priority to meet future demand: trails, baseball fields, play areas, soccer fields, volleyball areas/ multi-use courts, restrooms, pavilions, practice fields, and indoor/outdoor swimming pools.
- P
5.10

Based on additional public input: design, fund and implement new amenity types throughout Longview. These include skate parks, kayaking, fishing and additional special needs playgrounds.

Goal: Provide opportunities and healthy choices for Longview’s citizens.

Objectives: Continue to expand the trail system to connect neighborhoods with parks and other amenities.

Strategies:

- P**
6.1 Fund and implement the Master Plan for Rice Park, McHaney Park and trails.
- P**
6.2 Acquire/secure land needed for east-west trail expansions shown on the Trails Map (from Teague Park to Stamper Park).
- P**
6.3 Acquire/secure land needed for north-south trail expansions shown on the Trails Map (from Stamper Park to Paul G. Boorman Trail).

Objectives: Increase access to non-motorized transportation options to promote healthy living.

Strategies:

- P**
7.1 Promote the use of greenbelts as private trail locations similar to Grace Creek Mountain Bike Trail.

Goal: Invest in designated areas to create an urban mixed-use environment to attract people and create a sense of place.

Objectives: Include improved signage in beautification efforts to direct residents and visitors to activity areas and Downtown.

Strategies:

- P**
8.1 Implement the 2009 Urban Graphics Master Plan’s area identify signage program at existing parks.

Additional Funding Sources

General Funds

This source of funding is supported by ad valorem tax revenues and is generally the primary source of funds for maintenance and operation of the existing park system. The general fund is also the source for projects requiring smaller amounts of capital investment. Although projects funded by this source make a small annual contribution to the expansion of the park system, analysis over a number of years usually reflects a major accomplishment in improvements to the park system. It is important to include funding for on-going maintenance and staff requirements for new trail and park improvements.

Economic Development Corporation

Economic Development Corporations (EDCs) are often utilized in communities as a means of concentrating resources towards economic development and creating new jobs. The advantages to EDCs are that they may exist as a public entity (directly associated with municipal government) or may exist as a non-profit organization. EDCs may be created to promote and attract economic development for the City as a whole, or they may be created to specifically address issues within a particular neighborhood or area within the community. EDCs often receive funding from both public and private sources, such as funding by 4B sales tax revenues, and essentially act as an ambassador for the area that they serve. Advocacy and proactive outreach are important functions of EDCs in their attempt to explain and reach out to potential development and provide reasons and offer incentives for choosing to locate within the identified area. It is recommended that members of the EDC use this document as a guide in promoting and attracting development within the study area.

Bonds

Bonds are generally the most common source used by cities for the purchase of land and for providing development monies. Debt financing through the issuance of municipal bonds is one of the most common ways to fund park, recreation, and open space projects. This type of funding is a strategy wherein a city issues a bond, receives an immediate cash payment to finance projects, and must repay the bond with interest over a set period of time ranging from a few years to several decades.

A general obligation bond is amortized using ad valorem taxes and is used for the funding of capital projects that are not supported by a revenue source. These projects include water service, sanitary sewer service, and park acquisition and development. The availability of bonding for parks is often dependent upon the overall municipal needs financed by this source. Capital items such as purchase of land and physical improvements with a usable life expectancy of 15 to 20 years can be funded with general obligation bonds.

A revenue bond finances projects which produce enough revenue to retire their debt, such as golf courses, batting cages and enterprise-oriented park projects.

Developer Requirements

This involves requiring new development to provide a dedication of land for parks (or fee-in-lieu of land), park development fees, and trail rights-of-way or easements to offset the City's costs.

Texas Parks and Wildlife Department Outdoor Recreation Grants

This grant provides 50 percent matching grant funds to municipalities, counties, MUDs and other local units of government with populations less than 500,000 to acquire and develop parkland or to renovate existing public recreation areas. Eligible sponsors include cities, counties, MUDs, river authorities, and other special districts. Projects must be completed within three years of approval.

Texas Parks and Wildlife Department Indoor Recreation Grants

This grant provides 50 percent matching grant funds to municipalities, counties, MUDs and other local units of government with populations less than 500,000 to construct recreation centers, nature centers and other indoor recreation-related buildings.

Texas Parks and Wildlife Department Community Outdoor Outreach Program (CO-OP) Grants

The CO-OP grant helps to introduce under-served populations to the services, programs, and sites of Texas Parks & Wildlife Department. This is not a land acquisition or construction grant; this is only for programs. Grants are awarded to non-profit organizations, schools, municipalities, counties, cities, and other tax-exempt groups. Funds may be used for direct program costs for outdoor recreation or environmental education and conservation programs.

Texas Parks and Wildlife Department Recreational Trail Grants

TPWD administers the National Recreational Trail Grants in Texas under the approval of the Federal Highway Administration (FHWA). This federally funded program receives its funding from a portion of federal gas taxes paid on fuel used in non-highway recreational vehicles.

Private Donations

This source of financial assistance would usually come from a citizen, organization, or business that has an interest in assisting with the development of the park system. Land dedication is not an uncommon occurrence when property is being developed. The location of a neighborhood park within a residential development offers additional value to residential units within that neighborhood, especially if the residential development is occupied by younger families with children. Once property is acquired through this method, the City should be prepared to improve the facility for use within a reasonable length of time.

Private donations may also be received in the form of funds, facilities, recreation equipment, art or in-kind services. Donations from local and regional businesses as sponsors for events or facilities should be pursued. A Parks Improvement Trust Fund may be set up to manage donations by service organizations, benevolent citizens, willied estates and other donated sources. The purpose of this trust is to establish a permanent source of principal value that will increase as donations occur. The principal cannot be decreased; however, the annual interest can be used for park development.

Public Improvements District (PID)

When authorized by City Council in compliance with state laws, new developments can establish a Public Improvement District (PID). As a taxing district, the PID provides funds specifically for the operation and maintenance of public facilities such as parks and major boulevards.

Tax Increment Reinvestment Zones (TIRZ)

A TIRZ is a tool used by local governments to finance public improvements in a defined area as approved by the City Council. When an area is designated as a TIRZ district, the tax base is frozen at the current level. As development occurs within the TIRZ, the increased value of property, or the tax increment, is captured. The tax increments are posted to a separate fund to finance public improvements within the district.

Partnership with the School District and County

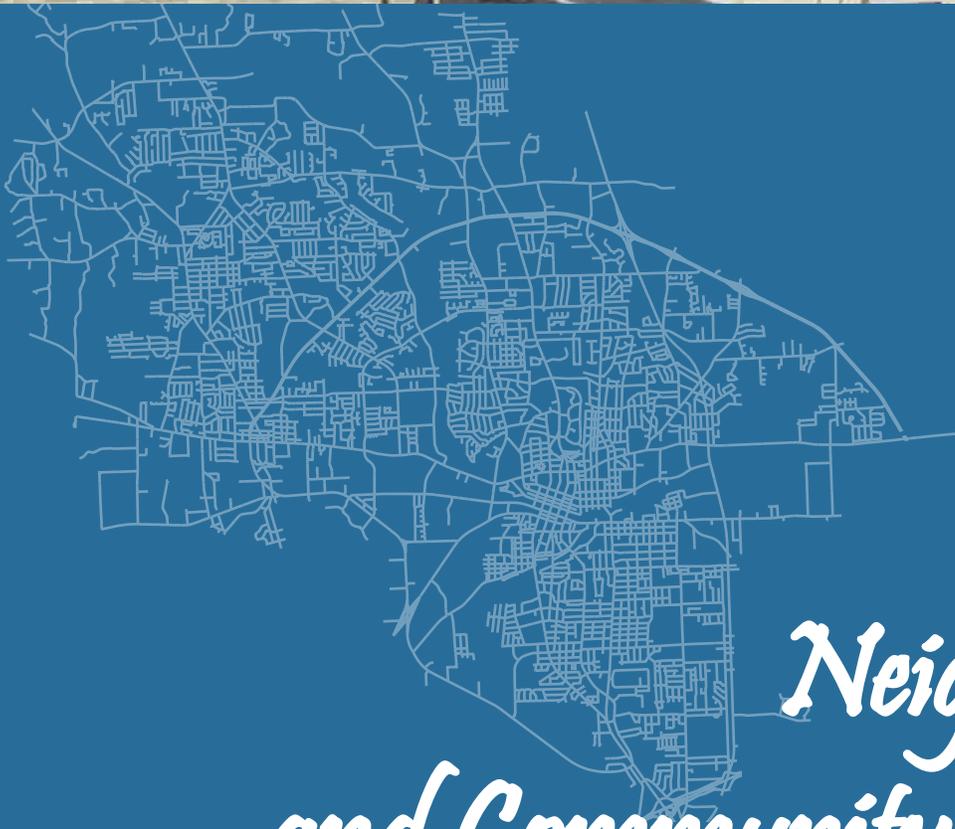
The City should investigate opportunities to share park facilities and their associated cost with both the local school districts and counties. The City, school districts and counties have many common goals. Additionally, assets and costs can be shared between the entities to help meet each entity's specific needs. For example, the City may purchase land next to a future school site and a school district may install the facilities, such as a playground, which can be enjoyed by the entire community. As a result, the entire community benefits because each entity can generally save tax dollars than if a park site is developed independently.



LONGVIEW
MAIN STREET

FREMONT ST

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7

*Neighborhood
and Community Livability*



Chapter 7: Neighborhood and Community Livability

OVERVIEW

Quality of life is important when making a decision to continue living in a particular city or neighborhood, and in making a decision to relocate to another community. Quality of life describes the intangibles that make communities competitive and attractive and can include factors such as built and natural environments, economic prosperity, social stability and equity, educational opportunity, and cultural, entertainment and recreation possibilities.

A livable community is one that is safe and secure, has affordable and appropriate diverse housing and transportation options, and supportive community features and services. The concept of livability has been applied to an increasingly diverse set of community elements, from health care to environmental protection to economic development and the accessibility of the arts. It is a positive sign that so many sectors have come to be concerned with and invested in what makes a community livable. There is a direct correlation in the aspects of livability and what one would consider a high quality of life.

Growth management, continuously improved social well-being, infill and redevelopment, housing, community appearance and design, and historic preservation should be a focus as Longview seeks to be recognized as the most livable city in East Texas. In an effort to be known as a livable city, Longview will need to address and be conscious of its neighborhoods, districts, corridors, entryways, and edges. The following components will be critical to the livability and quality of life in Longview:

Corridors

Corridors are lifelines connecting neighborhoods, employment centers and destinations. Corridors come in a variety of sizes, look and feel, and should provide a pleasant experience for its drivers and pedestrians. They should be more than just streets, but provide sensible routes and circulations throughout the city.

Neighborhoods

Neighborhoods should serve as the primary building blocks of a community's built environment. They should be walkable and connected with a mix of housing types. A neighborhood should be within walking distance of schools, parks, neighborhood shopping, places of work, and other community amenities.

Entryways

The first impression a visitor has about a particular city, neighborhood, and corridor comes from the experience entering the area. Entryways serve as a welcoming committee into communities and should be addressed with such importance. An entryway can become a catalyst to how certain areas continue to develop into the future.

Edges

Similar to entryways, the edges help tell a story of the community within. Edges should reflect a transition from the developed areas to the undeveloped extraterritorial jurisdiction boundaries. The form edges take on, whether in the form of open space and natural areas, agricultural land, and urban development is important.

Downtown Longview and Districts

Districts are larger areas of activity such as Downtown, and have unique or specialized uses and activities. Districts should be distinct environments, providing opportunities and choices that are unique to Longview with specialized activities from other areas of the community. Districts create their own identity in the form of building standards, signage, landscape, and other aesthetic features that help attract visitors from outside district boundaries.

So why is Downtown important to Longview? Because Downtown is the heart of the City. Many citizens have an underlying belief that a vibrant and healthy urban setting is the best formula to maintain Downtown Longview's significant role as a hub of activities, a headquarter for businesses, and a focal point of civic gatherings. Downtowns are the image of a city and an attractive, busy downtown for Longview supports private investment, visitor perceptions and community pride.

Social, Cultural and Health Well-Being

Positive social interactions naturally support the term community. Excellent cultural diversity implies the congregation and interaction of people. Residents identified that one of the defining features for Longview were its residents and the sense of community that needs to be instilled in future generations.

In this chapter, these components and other recommendations and strategies are addressed to provide a guide for the future growth and development of Longview, and help to enhance its neighborhood and community livability.



A livable neighborhood contributes to a high quality of life

EXISTING CONDITIONS

Evaluating Neighborhood and Community Livability

Livability can be difficult to evaluate and measure. People often have different preferences and priorities regarding neighborhood and community livability. Factors such as safety, aesthetics and friendliness, and residents' pride are all important attributes, but may be difficult to determine factors of most importance. However, livability can be evaluated using various indicators. Indicators can be used to measure the success of community goals, objectives, and strategies. Below is a list of a few general neighborhood and community livability objectives that should be considered.

- Perception of public safety.
- Attractive streetscapes and other public facilities.
- Community character. A livable community tends to value having a unique identity that makes it special and instills a sense of community pride.
- Friendliness and consideration. Positive personal interactions between people (including residents, employees and visitors) contribute to community livability.
- Walkability. Walking is a primary way that people travel, interact and experience their community.
- Convenience, Accessibility, and Transportation Choices, which increase people's opportunities for employment, shopping and recreation.
- Quiet, fresh air and cleanliness.
- Recreation. Opportunities for fun, exercise and informal community interaction.
- Affordability allows people of all income classes to be part of a community, and reduces stress and uncertainty on residents.

Corridors

Corridors in Longview are important to the circulation and connection of various areas, but also to the general appearance and attractiveness of the City. Corridors within the City limits currently handle vehicular capacity well, but their aesthetic appeal and land uses need to be enhanced to achieve citizen desires. SH-80, also known as Marshall Avenue, runs predominately east and west, and lacks pedestrian and streetscape improvements, especially entering Longview from the east. Estes Parkway and South Eastman Road are other important corridors that are factors in south Longview's economic development. Mobberly Avenue and Estes Parkway needs the most attention presently because these are major visitor corridors. Special area plans for these corridors are needed to further investigate their potential.

Neighborhoods

With an estimated 2012 population of 81,092, Longview has 23 constituent neighborhoods and over 1,700 subdivisions. Longview is the 41st largest community in Texas. Neighborhood livability is very important since 23.8% of Longview's existing City limit land use is single family, representing approximately 8,500 acres. In 2011, there were approximately 32,324 housing units within the City limits; and since 2000, owner-occupied units and median house values have risen.

Longview's subdivision map shows that the neighborhood development patterns throughout the years have developed from the south to the north, and is bound within Loop 281. The most recent residential growth is occurring to the north and northwest of Loop 281. New growth areas should receive considerable attention so newer neighborhoods blend into the overall community to give the look and feel of one continuous city.

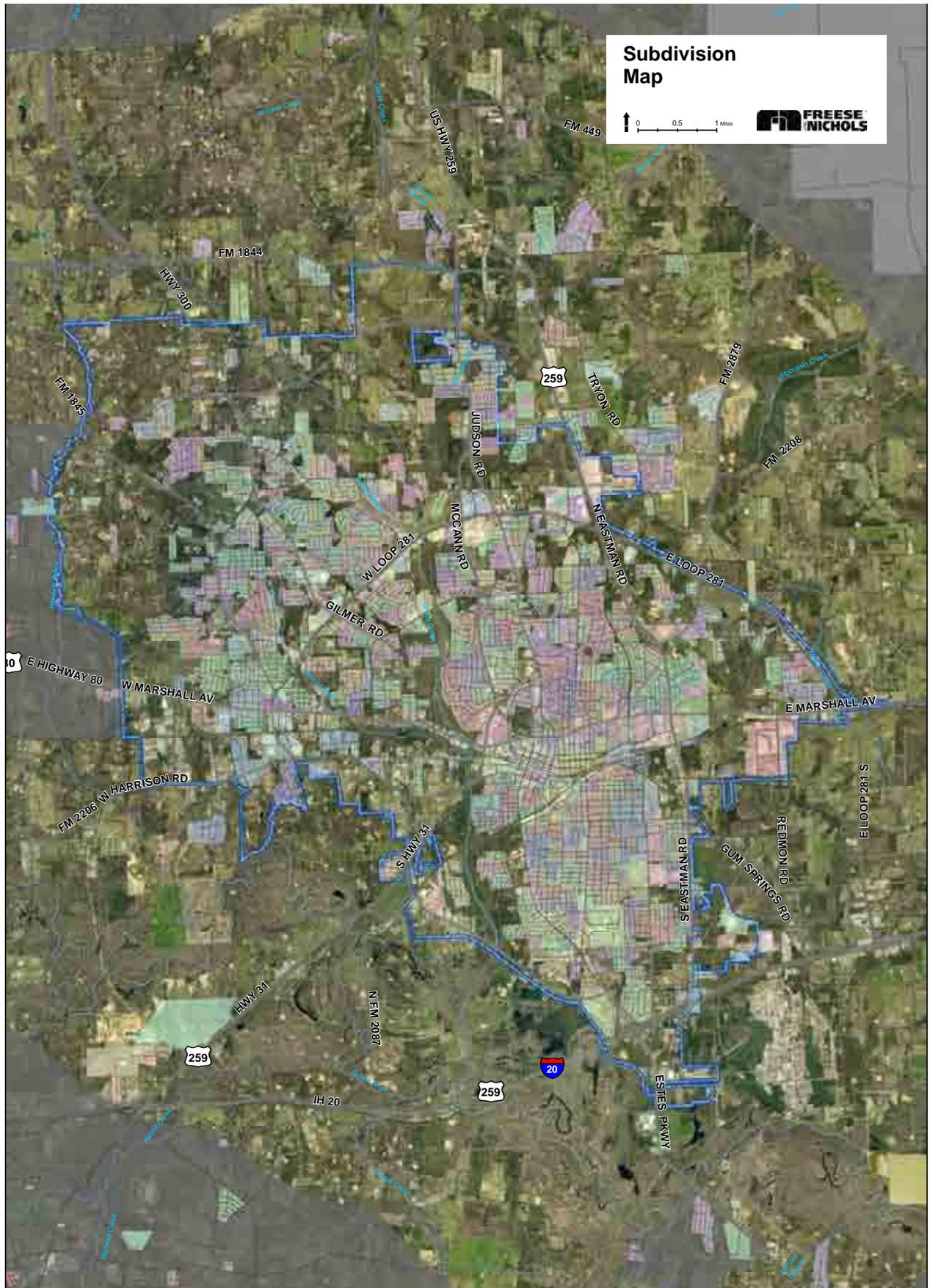


Figure 41: Subdivision Map

Entryways

There have been some recent entryway improvements in Longview and an upcoming improvement will be seen at the intersection of SH-31 and Spur 63. Entryways along IH-20 and other key locations in the City will help to set the tone for visitors as they enter, as well as promote a sense of pride. Many of the current entryways' perceptions are heavily influenced by industrial land uses and do not portray inspiring architecture or site designs. Continuity in the entryways' building materials, plant palette and signage are lacking.

Edges

Longview's edge conditions vary, but similar to entryways they play an important role in how the City is viewed from outsiders. Along the southern edge, industrial uses fill the landscape and a large floodplain hugs the city's southern boundaries. The eastern edge has a mix of industrial, commercial, and residential uses. The western edge is adjacent to the City of White Oak and has growing residential areas. The northern edge is the least populated and contains many large vacant parcels.

Downtown Longview and Districts

Presently, Downtown, Good Shepherd Medical Center, and LeTourneau University are areas that could be considered special districts in Longview. In Downtown, the landscape and streetscape improvements along Green Street, North Fredonia and East Methvin Streets have helped spur interest, but daytime parking issues need to be addressed to further promote the success in the area. Downtown has only scratched the surface as a vibrant, urban attraction. It was made clear in public comments that support exists to continue the momentum of Downtown investment.

Just northeast of Downtown is the Good Shepherd Medical Center. Good Shepherd is one of Longview's major employers and has the opportunity for continued expansion. Preserving and enhancing its current location has a long-term economic benefits to the City and could serve, through coordinated efforts, as a catalyst to help with Downtown's continued revitalization.

LeTourneau University, located in south Longview, is a 162-acre campus where 1,346 students attend. At least 74 percent of LeTourneau's students live on campus, which opens the opportunity for the University and surrounding areas to become a special district in the future.

Social, Cultural and Health Well-Being

Throughout the comprehensive planning process, Longview's residents mentioned the need for improved social, cultural and health related community issues. This continuous dialogue and community input on social issues is evidence the residents wish to improve the current condition. Longview is in need for improved social activities which promote exposure to new cultural experiences with a focus on improving the appreciation within the city. Noted current issues included homelessness, lack of communication between demographic groups, healthy food choices, and access to cultural events.

Much of the noted issues were identified by residents as stemming from economic and educational challenges experienced by lower income populations in Longview. Overcoming these issues will require coordination between residents, the city, social service entities, and the local school districts.

NEIGHBORHOOD LIVABILITY

Neighborhoods are the most important component within Longview. They are the backbone of the City and the health of its neighborhoods is the single greatest priority of its residents. Livable neighborhoods, regardless of what type of environment, have some common characteristics. The following is a discussion of some of these common characteristics as well as strategies to ensure that neighborhoods are protected, preserved and enhanced as development occurs.

Long-term Neighborhood Vitality

Neighborhoods are often defined in more abstract terms by the sense of community and the quality of life enjoyed by the people who live there. Well-designed neighborhoods provide a setting for residents to develop a strong sense of belonging, which is promoted by their interactions. The quality and livability of the City's neighborhoods are integral components of its overall character. The key to a successful neighborhood is creating a livable environment where the ongoing private investment on property is supported by public investment in parks and greenbelt areas; opportunities for social interaction; accessibility for pedestrians, bicyclists and vehicles; and distinctive characteristics that give an area a unique identity. Longview's neighborhoods may be quantified in terms of the following characteristics:

- Opportunities for social interaction, such as neighborhood events;
- Careful and strategic placement of retail uses and other non-residential uses, particularly when such uses abut neighborhoods;
- Continued investment in public and private property to stabilize property values;
- Condition of public facilities and infrastructure serving the area;
- A sense of community and belonging among residents through distinctive neighborhood identities; and
- Access to recreation such as parks, open spaces, public facilities and trails.

The preceding principles are used to guide new development, and will protect the long-term viability and investment in Longview's neighborhoods in the future. In particular, future residential developments should include neighborhood parks that provide opportunities for residents to socialize and for children to play. Additionally, as new nonresidential development occurs, the long-term effects of that development should be evaluated, particularly whether or not such development would have adverse effects on adjacent residential areas. When non-residential development abuts residential areas, the landscaping should be enhanced and screening and buffering should be increased.

Housing Mix

It is important for communities to provide a variety of housing for its citizens and to meet the needs of different segments of the population. The full life-cycle is intended to describe all stages of life—young singles, professionals, families with children, families without children, empty-nesters, retirees and seniors. Planning a life-cycle community takes into consideration that housing preferences may change throughout one's life. For example, while large-lot traditional single family homes may be very attractive and suitable for a family with children, empty nesters and retirees may desire a smaller, high quality home with less physical maintenance.

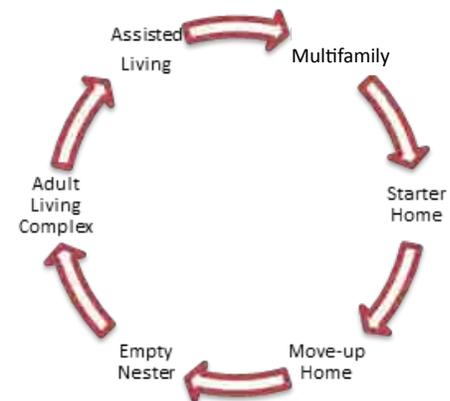


Figure 42: Full Life-Cycle Housing

The Visual Character Survey indicated single family homes are the preferred housing type within Longview. However, to accommodate residents at different phases in their lives, there should be other housing types available. Multifamily comprises almost three percent of residential uses, and perhaps there is an opportunity for mixed-use residential development that would help increase options for full life-cycle housing.

Key Elements to Implement



Life-Cycle Housing

Allow a variety of housing types and sizes to accommodate different stages of life within Longview. Ensure that all housing types are built to the highest possible quality.



Quality Development

Consider minimum residential standards and require quality building materials that reduce maintenance and preserve long-term appearance.



Connectivity

Encourage connected neighborhoods emphasizing both internal and external connectivity. Neighborhoods should be linked to each other as well as to the community as a whole.



Neighborhood Conveniences

Incorporate neighborhood retail centers in strategic locations which optimize convenience for adjacent neighborhoods. Encourage walkability and connectivity to adjacent neighborhoods.



Society

Encourage events, such as National Night Out, block parties and other neighborhood events to promote social interaction among neighbors and to foster a sense of community.



Open Space

In addition to parks and trails, neighborhoods should include open space.



Recreational Access

Create parks in order to provide outdoor recreational opportunities for both neighborhoods and the community, enhancing the quality of life of Longview.



Neighborhood Signage

Delineate different neighborhoods through entrance features and signage toppers.

COMMUNITY LIVABILITY

According to the community survey, over 50 percent of residents were satisfied with Longview's quality of life, but more than 30 percent were not satisfied. This indicates there is room to improve in terms of livability that would help increase residents' satisfaction with Longview's quality of life.

Community livability directly benefits people who live in, work in or visit an area, increases property values and business activity, and can improve public health and safety. However, improving community livability can help achieve transportation planning objectives such as reduced automobile travel, increased use of other modes, and more compact land use development. Livability is largely affected by conditions in the public realm, places where people naturally interact with each other and their community, including streets, parks, transportation terminals and other public facilities, and so it is affected by public policy and planning decisions.

Downtown Longview and Districts

Downtown Longview possesses one of the City's largest opportunities to define and expand its regional identity and market popularity through coordinated investment in urban living, restaurants, entertainment and the downtown workplace. A continued focus on the Downtown and its core will strengthen the City's regional profile through an enhanced sense of the community's center development. The continued redevelopment of Downtown will provide the larger community with a destination for walking and entertainment potential. Its redevelopment can expand the programmatic offerings in the form of new housing, employment and restaurant entities; thereby expanding its competitive position.

The challenge with new development in Downtown is largely one of land assembly as many of the parcels are very small. There is a need for land assembly strategies that focus on catalytic project areas to create an economic incentive program that developers can utilize to mitigate the cost associated with such assembly. There is a need for catalyst infill projects to solidify the core and boundaries of the urban district, while also better defining the gateway entry into Downtown.

Led in part by new residential uses, the Downtown district for Longview needs to continue inducement of new development. Increase critical housing mass can lead to increases in nighttime activity, attract restaurants, and create a stronger place. This stronger sense of place in turn can lead to new market opportunities for office users.

Building upon the past decade of public investment in streetscapes and infrastructure, the target for downtown is to help implement the resident's desire for a prime destination to live, work and be entertained. Longview must continue to work to make its downtown a stronger choice for business and office environments. This must be coupled with expanded entertainment venues, festivals, events and restaurant venues to attract day and night visitors. With such public investment already expended, it is prudent to budget for and implement a well maintained environment with a strong reputation for cleanliness and safety.

So why and how should Longview take advantage of its unique districts?

- Capitalize on the Millennial population. This age segment (born between approximately 1982 and 2003) has expectations regarding urban environments and mixed use urban areas. In particular, knowledge-based workers, such as engineers, doctors, architects,

scientists, accountants, lawyers and teachers, find districts appealing that include walkable environments with small-scale amenities such as cafes, galleries and independent stores.

- Embrace the Creative Class. Consumer preferences are changing based on the rise of the Creative Class. As defined by Richard Florida, this innovative and creative sector of the work force comprises 40 million workers (about 30 percent of the U.S. workforce). There is a pent-up demand for walkable places and the demand for walkable urbanism will represent at least one third of the U.S. housing market. Not all individuals want to live in a walkable urban place, but they all expect to have the opportunity to do so at various times of their life and will gravitate to metro areas that offer multiple housing choices.
- Accommodate trends in housing products. Housing needs and expectations are changing based on national and local trends that include shifting demographics, decreased household sizes and aging populations. This relates directly to smaller household sizes, the increase in single-person households and households without children, in addition to the amplified demand for housing variety related to an aging baby boomer population.
- Promote better development impacts to the local air quality and traffic. Continued sprawl and auto-centric development models can cause traffic congestion, increased fuel consumption, added vehicle trips and increased burden on cities to provide for new infrastructure and the maintenance of existing infrastructure. New developments of urban centers are helping to address these issues with increased densities, mixed uses, new amenities and desirable work environments.
- Support the higher education experiences. Expanding downtown residential space will add market forces that support education, retail and dining and entertainment options. More residents and the buildings that house them will also add to the experience of Downtown, close development gaps and make Downtown a more walkable urban place.
- Position Longview to attract new workers and those that employ them. Capital and talent are mobile and some places will make the investments to attract them and prosper while others will not. Downtown should position itself as a vibrant, urban core that entices and serves the next-generation of companies, professionals, educators and researchers.
- Positioning Longview's districts as a partners with LeTourneau University, the public library, public schools, and social entities to can create a destination for lifelong learning. These affiliations will most likely yield significant economic, social and image benefits for the community as a whole and the present and future companies, residents and workers.

Social, Cultural and Health Well-Being

According to the Centers for Disease Control and Prevention (CDC), healthy places are those designed and built to improve the quality of life for all people who live, work, worship, learn, and play within their borders - where every person is free to make choices amid a variety of healthy, available, accessible, and affordable options. As outlined by the CDC, Longview should strive to improve both physical and social well being in order to:

- Increasing physical activity;
- Reducing injury;
- Increasing access to healthy food;
- Improving air and water quality;
- Minimizing the effects of climate change;
- Decreasing mental health stresses;
- Strengthening the social fabric of a community; and
- Providing fair access to livelihood, education, and resources.

The health of a community's residents can be directly impacted through development decisions and access to quality health choices such as food and walking. Physical design of the built environment, availability of recreational facilities/activities, and incentivized uses are opportunities for cities to have a positive impact on the health of their citizens. These considerations are particularly important for communities with lower median income levels where residents may not have as many options or opportunities as other families or communities.

Walkability

A city's walkability is determined by the availability of pedestrian connections and proximity of residential and retail land uses. By offering an alternative to driving for basic errands, citizens have a healthier option that saves money for gas and helps to improve air quality. Sidewalks and bike lanes allow for safe pedestrian travel. With neighborhood support services incorporated within neighborhoods, citizens can walk or bike to a grocery store, restaurant, or convenience store.

Recreation

Recreational amenities should provide opportunities for increasing physical activity and social interaction. In addition to providing traditional park space, cities should consider development of a trail network with adequate signage and instructional workout stations located along the trails. Other park options include dog parks, or smaller pocket parks that are typically located in a vacant lot of a developed neighborhood. Community gathering places should also be available, such as pavilions, theaters/amphitheaters, and seating areas near water features or public art. Organized events including festivals and parades can encourage community activity, with both physical and social involvement.

Land Uses

Certain land uses can be more conducive to promoting public health, such as the availability of medical care and access to fresh, healthy foods. Cities can encourage these uses by ensuring they are permitted uses within the zoning ordinance, and developing incentives to encourage these businesses to locate within the city. Doctor and dentist offices and urgent care centers are often important destinations for families with young children or elderly people.

Grocery stores, small neighborhood markets, farmers markets, and community gardens are different options for addressing areas in need of additional access to healthy foods. The number of farmers markets nationwide has increased 17 percent from 2010 to 2011, with the second largest growth occurring Texas at 38 percent (US Department of Agriculture – Agricultural Marketing Service news release, Aug 5, 2011).

Farmers markets and community gardens can also be beneficial in supporting the local economy, encouraging social interaction, and are typically more environmentally-friendly with reduced transportation and packaging needs. Lower income areas can sometimes become food deserts, which are less likely to have access to fresh, healthy foods, and more likely to have easier access to fast food restaurants and gas station snacks.

Crime Prevention through Environmental Design (CPTED)

Crime Prevention through Environmental Design (CPTED) is a design approach that originated in the 1960s to deter criminal behavior in public spaces and private areas by relying on the design of the built environment to affect human behavior. CPTED can be an inexpensive method for cities to deter crime if incorporated into the initial design. Developed areas can often be retrofitted with some CPTED principles; however, the cost of modifying existing developments is typically more costly.

Community Image and Appearance

Many who have moved to Longview express their diverse reasons for relocating including friendly people, schools, rural feel with but access to large city amenities. While Longview is a unique community with local history and charm, it still has many obstacles when it comes to the physical appearance of the City and its neighborhoods. These perceptions influence visitors and private investment choices. While facing challenges, Longview is not alone. Cities throughout Texas and the United States are experiencing the effects of aging commercial corridors and aging residential areas. Longview's past development patterns and growth is one of annexing large areas and edge development, particularly to the north in recent years. This has resulted in lack of identity as a whole and limited continuity in building stock design. Also resulting are widely ranging property conditions with areas in south Longview beginning to show their age.

Longview needs to create improved commercial development guidelines that specifically address building facades, materials, landscaping, and signage. The goal for the new commercial development guidelines are to improve the overall aesthetics along non residential areas and their longevity and viability. In addition, and based on citizen input during the comprehensive planning process, Longview needs to adopt a property maintenance code in order to address property conditions concerning adjacent owners and area residents. Finally, uniform commercial sign standards can provide visual consistency and reduce visual clutter. In order to accomplish the goals related to community image, Longview must maintain stringent commercial sign regulations for both on premise and off premise signage.

Corridors

See Figure 43. Special Area Studies are recommended and need to be conducted for key corridors in Longview. The far eastern and western portions of SH-80 need to be further examined, in addition, southern gateways from IH-20 such as Estes Parkway and S Eastman Road. Not only do these roadways carry high volumes of traffic through the City, the corridors play an important role in the ultimate perception and identity for the community. Each corridor area is unique in functionality and character; and the future special area plans should build upon those elements to recommend strategies for the enhancement of these corridors. Although each is unique, the corridors currently face many common challenges. Vacant buildings, deteriorating structures, inconsistent land use types, and unattractive areas resulting in a lack of continuity limiting the area from reaching its full potential. Additionally, SH-31 captures many visitors entering from the west. The corridor serves as one of the major entry points to the city and faces similar challenges as the Special Areas previously discussed. Future planning efforts in this area should work to preserve the natural elements and unique character.

Entryway Features

The visual monotony that is often inherent to communities within a particular geographic area makes it appear that each one is just like its neighbors. This lack of design variety, especially along major corridors, tends to create anonymity, and it becomes difficult for people to know when they have left one community and entered another. Gateway-style entryway features can provide a stronger sense of arrival, as well as a sense of departure from, the community. These features are the first thing visitors see when they arrive and the last impression visitors have when they leave.

See Figure 43. New entryway features are recommended near the city limits along SH-300, S Eastman Parkway, SH-259, and east and west SH-80. The design of gateway entryway features into the City of Longview should be guided by several factors. One of the most obvious factors is the number of people using a particular entry point. It can be challenging to create an effective and aesthetically-pleasing gateway visible from the highway. It is recommended that the bridges and the frontage roads are alternate options. Improved overpasses with decorative rails, landscaping, lighting, and possibly signage are possibilities. These gateways could include the use of signage, landscaping, and other design elements such as lighting, fencing, paving patterns, art/sculptural elements, a variety of earth forms, or other identifier that signifies arrival into the City.

Another important factor in the design of gateways is to develop an entryway that provides a sense of identity for the community while projecting a desirable image for the City. For example, a vertical structure with the city's logo surrounded by interesting landscaping may be used as a component of the entryway feature. Design of entry features should take into consideration the setting in which each feature will be placed. Although an entry feature might ideally be placed at the corner of a roadway intersection or near the true city limits, the design of the feature might conflict either visually or aesthetically with an adjacent land uses. In such a situation, it may be prudent to move the entry feature further into the community to provide a better setting and better visibility, such as placing it upon the thoroughfare median. The traffic speed at which an entry feature is viewed must also be taken into account, and the size, boldness and scale of the feature should be designed accordingly.

Neighborhoods Historic Preservation

Historic preservation is often overlooked in growing communities, but it is a way for cities to remember and preserve their history. Historic preservation helps to conserve and protect buildings, neighborhoods, and other artifacts that have historical significance. Longview has a rich history is seen in the downtown area, but specifically in its historic neighborhoods. It is important to the livability and the overall character of Longview to promote and preserve historic neighborhoods.

The Nugget Hill Historic District was listed in the National Register of Historic Places in 1998. The neighborhood was created in 1931 by Harry S. Turner, and includes North Sixth Street, North Seventh Street, North Eighth Street, Turner Drive, Teague Street, Stuckey Drive, and Charlotte Drive. The district covers approximately 40 acres. Nugget Hill Historic District consists of mostly 1930s period revival houses ranging from modest-sized dwellings with Tudor and Colonial Revival influences to large, sprawling houses with Spanish Colonial Revival and Mediterranean influences. Other prominent and historic neighborhoods include Brownwood, Covington, Greggton and South Main. These historic neighborhoods and others should be identified and branded as special places; helping to add to the community character of Longview.

Historic neighborhoods can be designated as historic districts, use special design overlays, or feature special signage to help create its identity and brand.

NEIGHBORHOOD AND LIVABILITY STRATEGIES

There are several areas to be addressed regarding Longview's neighborhood and community livability. The following goals, objectives, and strategies will help provide a guide addressing concerns and solve any critical issues. Priority strategies will be noted in the implementation chapter.

GOAL: Be recognized as the most livable city in East Texas.

Objective: Provide an excellent quality of life for residents and visitors.

Strategies:

NH
1.1

Every two years, conduct a community survey to measure the quality of life in Longview. The survey should seek thoughts and opinions on such topics as access to transportation, parks and open space, and commercial/retail areas. The purpose of the survey will help measure quality of life in Longview, and examine how well the city is implementing the Comprehensive Plan.

NH
1.2

Evaluate the effectiveness of community services that are associated with quality of life such as transportation, housing programs, parks and recreation, etc. Those programs and services that are not performing well should be reviewed for improvements or elimination. The resources of any program or services eliminated should be shifted to strengthen or improve existing services.

NH
1.3

Continue to cultivate opportunities for all ages, including retirees who may consider making Longview their home.

GOAL: Have quality education through collaborative efforts to reach the highest educational attainment at all levels.

Objective: Create partnerships among schools, families, community groups, and individuals designed to share and maximize resources.

Strategies:

NH
2.1

Organize a committee consisting of local government, school districts, community groups, and residents to discuss and explore ideas for collaborative efforts in sharing and maximizing resources. The committee should develop one to three achievable goals each year to accomplish.

NH
2.2

Identify existing or newly created annual events that include local government, schools, families, and community groups and rotate between locations and facilities that would allow various entities and groups to host in order to strengthen partnerships.

NH
2.3

Pursue a greater presence of a 4-year public university for the community to enhance the higher education experience.

GOAL: Foster a strong and diverse economy which provides a full range of employment and economic choices.

Objective: Promote a range of living opportunities for Longview residents in order to attract and retain a stable and diversified population.

Strategies:

- NH
3.1

Meet with residential developers to discuss zoning, land use, and permitting processes and determine options and possible incentives to encourage a range of residential choices.
- NH
3.2

Encourage adaptive reuse of Downtown buildings as a key strategy to ensure a diverse housing mix.
- NH
3.3

Establish land use and zoning designations that permit the construction of mixed-use apartments and live-work lofts along corridors, Downtown, and new centers.
- NH
3.4

Work with the development community and other stakeholders to plan, design and build one or more catalytic mixed-use projects based on the Comprehensive Plan's Future Land Use Plan.
- NH
3.5

Establish and maintain a forecast of housing type needs, and set periodic goals for housing production to meet anticipated housing demand.
- NH
3.6

When engaging in a small area planning process, as recommended in this chapter, ensure that the mix of housing types provided for in the plan reflect citywide needs.
- NH
3.7

Develop and execute an action plan to create a range of housing options downtown, including retrofitting existing office buildings into lofts, condominiums, or apartments.
- NH
3.8

Develop and utilize an infill and revitalization toolkit to help facilitate housing development in downtown and other established neighborhoods.
- NH
3.9

Work to coordinate business retention, recruitment, and other economic development activities with housing development programs.

GOAL: Promote a community that encourages cross-cultural understanding, nurturing, respect and celebration.

Objective: Provide social activities and cultural events to bring unity within diverse groups.

Strategies:

NH
4.1

Identify and make available parks within the City to accommodate special events and festivals that focus on cultural diversity.

NH
4.2

Organize a committee of a diverse, cultural representation in Longview to develop ideas for social and cultural events. The City should offer resources to assist the committee when available.

NH
4.3

Arrange a multicultural night featuring food, dance, music, crafts and art from different parts of the world. Choose countries that are not commonly represented in your community. The objective is to introduce new information to the community in a fun and celebratory manner. Ask local international dance, music or performing arts groups to demonstrate their talents, utilizing a park or public facility.

NH
4.4

Establish a small grant for cultural groups or organizations to host events promoting diversity.

Objective: Provide opportunities for cross-cultural exchange among ethnically diverse populations in the community.

Strategies:

NH
5.1

Host annual cross-cultural forums that highlight specific cultural groups in the community in order to acknowledge current issues and solutions for improvement. The purpose of these forums is for cultural and diversity awareness.

Objective: Enhance the relationship between the City and the community to expand communication and appreciation of diverse groups.

Strategies:

- NH**
6.1 Make a commitment to be a welcoming and supporting community that values diversity through continual and constant dialogue with diverse population groups in Longview.
- NH**
6.2 Create ongoing communication with diverse groups or organizations to discuss best practices and evaluate other strategic initiatives.
- NH**
6.3 Collaborate with cultural organizations to implement a regularly scheduled series of speakers designed to bring thinkers on issues of diversity to Longview.
- NH**
6.4 Ensure the continued inclusion of representatives of minority groups on local planning committees. This will also help to increase the awareness and importance of a diverse community.
- NH**
6.5 During City Council meetings, recognize citizens for outstanding contributions to diversity initiatives.
- NH**
6.6 Support outreach programs that target minority neighborhoods to increase communication among such programs.

Objective: Expand and support the arts and entertainment venues.

Strategies:

- NH**
7.1 Help to provide promotional and financial assistance to art and cultural venues and events enhancing Longview's uniqueness as a destination for local residents and cultural tourism.
- NH**
7.2 Analyze and evaluate facilities available to accommodate arts and entertainment events. A list of attributes should be created for the type of event in order to determine appropriateness of facility. The list of attributes could include: type of space, number of seats or square footage, outdoor or indoor, and types of entertainment it can accommodate, to name a few.

GOAL: Build on Longview’s historical significance and heritage.

Objective: Develop a public arts initiative to help promote the community’s heritage.

Strategies:

NH 8.1 Develop a public arts master plan. Public art is ideally site-specific and attuned to its social, economic, and environmental context. The development and adoption of a public art master plan can provide an opportunity to establish a shared vision for Longview’s public realm and to coordinate the activities of multiple stakeholders.

GOAL: Enhance Longview’s natural beauty and preserve its natural resources.

Objective: Demolish dilapidated buildings in commercial and neighborhood districts.

Strategies:

NH 9.1 Develop a comprehensive list of all vacant and dilapidated properties in Longview. If staff is limited, citizens’ groups interested in the problem could do a survey of affected properties within their respective neighborhoods. A listing of properties could be integrated in the City’s GIS system in order to share between departments and citizens.

NH 9.2 Prioritize properties listed for demolition and give priority to those that have the most feasibility for reuse or have the most economic impact. (See appendix for sample prioritizing grid for vacant and dilapidated properties.)

NH 9.3 Identify funding sources that could be used for smaller demolition projects. Smaller demolition projects may be dilapidated houses in neighborhoods to assist and encourage property owners for infill revitalization.

GOAL: Provide opportunities and healthy choices for Longview’s citizens.

Objective: Seek development of healthy food options including grocery stores, community gardens, farmer’s market, and specialty food stores.

Strategies:

NH 10.1 Build partnerships with farmers, local growing associations, and food retailers to assist in the development of healthy food options.

NH 10.2 Provide financial incentives in the form of tax breaks and/or subsidies for developers, food retailers, and investors involved in specialty food stores, farmer’s markets, and community gardens.

NH 10.3 Support infrastructure development by ensuring adequate linkage to a water supply for gardens, public parking facilities adjacent to future farmers markets, and community gardens, and offering appropriate changes in infrastructure improvements.

Objective: Develop annual health and wellness fair to promote healthy living and activities.

Strategies:

NH 11.1 Create a partnership and working relationship with the Centers for Disease Control and Prevention to provide opportunities to Longview’s citizens regarding their health. CDC’s Healthy Communities Program works with communities through local, state and territory, and national partnerships to improve community leaders and stakeholders’ skills and commitments for establishing, advancing, and maintaining effective population-based strategies that reduce the burden of chronic disease and achieve health equity. Currently, 331 communities and 52 state and territorial health departments have been funded through this program.

NH 11.2 Partner with Good Shepherd and Longview Medical Centers to host an annual wellness and health festival.

GOAL: Ensure adequate facilities and services to maintain safety to Longview’s visitors, residents and workers.

Objective: Increase feeling of safety in the Downtown and southside residential neighborhoods.

Strategies:

NH 12.1 Increase visibility and lighting in communal areas where inefficient in Downtown and residential neighborhoods.

NH 12.2 Promote crime and safety programs to citizens for increased community awareness.

NH 12.3 Increase police presence in areas perceived to be unsafe or until perception changes.

NH 12.4 Provide training to appropriate City staff regarding ordinances and guidelines for Crime Prevention Through Environmental Design (CPTED) standards. Specifically, provide CPTED training to the planning department and orientations to the police department, community groups, business leaders, and economic development officials.

NH 12.5 Organize a small group representing planning, zoning, building, and crime prevention to develop the CPTED initiative.

NH 12.6 Develop a list of CPTED initiatives to incorporate into zoning, redevelopment, or economic development. They should address lighting, security hardware, street and building access control, visibility, and landscaping.

GOAL: Strengthen Longview’s image, identity, and character to foster a distinctive and appealing place live and visit.

Objective: Establish a community image theme with participation of residents, business owners and property owners.

Strategies:

- NH 13.1** Identify historic neighborhoods and create neighborhood themes. Brand historic neighborhoods with street toppers and signage.
- NH 13.2** Develop special area plans for key corridors. Further studies are recommended for the following corridors: Estes Parkway, S. Eastman Road, and Marshall Avenue. Special area plans will provide a detailed study of corridors and visually display how they should develop and redevelop.
- NH 13.3** Develop design guidelines to ensure neighborhood and corridor integrity.
- NH 13.4** Enhance and develop building standards for commercial and retail development by creating a list of desired aesthetics and materials list.
- NH 13.5** Perform diagnostic and update zoning ordinances to include building standards appropriate to zoning districts.

Objective: Develop incentive program to encourage business owners to use landscaping and other design aesthetics to beautify their buildings, entrances and parking lots.

Strategies:

- NH 14.1** Develop overlays for landscaping and incentives for sustainable design. Some cities offer fee waivers and other design incentives for developers that incorporate sustainability goals established by local governments. Sustainability goals can include green roofs, improved building performance rating, renewable on-site energy source, permeable pavement technologies, etc.
- NH 14.2** Develop a recognition/reward program to encourage business owners to enhance their properties through landscaping and other design aesthetics.
- NH 14.3** Provide and coordinate programs to prevent the deterioration of buildings, landscape, and parking areas.

Objective: Develop incentives to offer developers to minimize monotonous and repetitive residential design.

Strategies:

- NH 15.1** Encourage residential developers to design subdivisions to incorporate character that enhances Longview’s community theme through education and possible incentives.
- NH 15.2** Develop a residential design pattern or idea book to encourage appropriate neighborhood designs. Pattern and idea books include standards and graphics to assist developers with infill development and new construction. Neighborhood and architectural patterns, maintenance, new construction, and landscaping are a few items addressed in residential pattern and idea books.

GOAL: Invest in designated areas to create an urban mixed-use environment to attract people and create a sense of place.

Objective: Support the activities and developments that draw persons from outside the area to Downtown for the purpose of entertainment, site-seeing and shopping and living.

Strategies:

- NH 16.1** Provide adequate parking facilities in the Downtown area to serve existing and new businesses and development projects.
- NH 16.2** Continue to fund public infrastructure and gateway improvements, such as sidewalks, lighting, benches, etc., where necessary, in order to complement private investment and marketing efforts for the Downtown.
- NH 16.3** Rehabilitate and reuse historically significant or older properties, when economically feasible, for business and residential uses in the Downtown.
- NH 16.4** Support well-planned, safe and inviting pedestrian and open space areas in and around the Downtown.

Objective: Support development of unique restaurants and entertainment that cater to young adults.

Strategies:

- NH 17.1** Develop a list of fun themed restaurants and entertainment that cater to young adults that are successful in other communities for evaluation.
- NH 17.2** Create a partnership between the City, Longview Economic Development Corporation, and private developers for the sole purpose of attracting and developing unique restaurants and entertainment.

GOAL: Be a community that instills passion and pride for the love of its city and where all citizens are proud to call Longview their HOME.

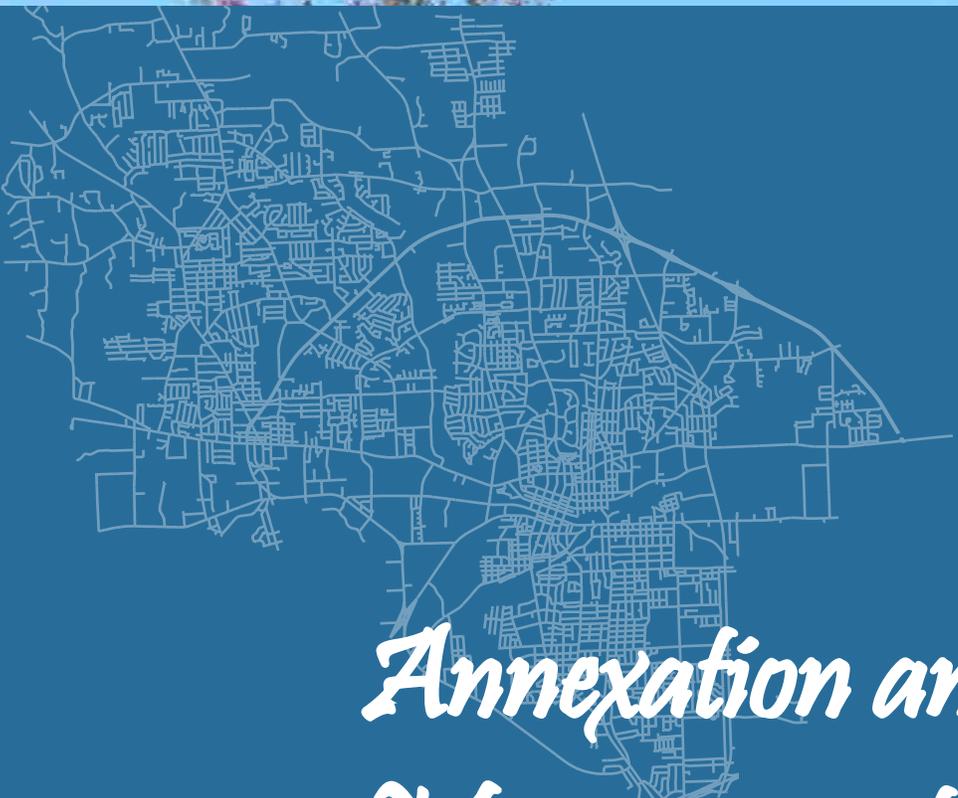
Objective: Promote neighborhood stability within SLIP neighborhoods through a coordinated strategy that addresses housing, neighborhood economic development, improved infrastructure, cultural programs, and human services.

Strategies:

- NH 18.1** Expand the South Longview Incentive Program in identified areas that would benefit. Continue to encourage developers to make investments in those neighborhoods.

- NH 18.2** Hold a developer forum to promote and educate investors of potential opportunities and benefits through SLIP.





8

Annexation and Growth Management Strategies



Chapter 8: Annexation and Growth Management Strategies

OVERVIEW

The purpose of this chapter is to recommend areas that may be appropriate for Longview to expand beyond its present City limits. This element is not intended to be an annexation plan but rather a discussion of areas that are logical and reasonable into which the City may wish to expand in the future. Although Longview is permitted to annex territory on its own accord, it has not done so in many years. A balanced Comprehensive Plan should address opportunities for growth. In Longview, those opportunities occur in two general areas: infill (that is, using land that is vacant inside the existing City limits) and annexation of vacant or developed areas outside of its City limits.

ANNEXATION AND EXTRATERRITORIAL JURISDICTION (ETJ) OVERVIEW

Annexation is the process by which cities extend municipal services, regulations, voting privileges and taxing authority to new territory with the purpose of protecting the public's health, safety, and general welfare. Chapter 43 of the Texas Local Government Code prescribes the process by which cities can annex land within Texas. Annexation is essential to the efficient and logical extension of urban services. Since Longview is a home-rule city, it can annex land on a non-consensual basis. The State statute, however, sets forth service requirements to keep cities from misusing their annexation power. Annexation is important to the long-term well-being of cities and should be carried out in accordance with established policies, and not on an ad-hoc basis. Ideally, annexation policies should be included within the Comprehensive Plan and linked to the Capital Improvements Program (CIP). For this reason, the following summary of annexation procedures and recommendations are included within the Comprehensive Plan.

Cities can only annex land that lies within their extraterritorial jurisdiction (ETJ), which is based upon their population and size. Longview's ETJ is three and one-half miles from its existing City limits, and is based upon a population of 80,455 persons. When the City attains a population of more than 100,000 persons (according to the latest federal census), its ETJ will expand to five miles assuming there are no conflicts with adjacent ETJs. The ETJ serves two purposes. Primarily, it is a statutory prohibition against another municipality annexing land that is within the ETJ of another city. Secondly, it allows cities to extend and enforce their subdivision regulations within their ETJ. This gives cities some control over the subdivision and development (especially the provision and construction of public improvements) of land that is currently not incorporated, but which will eventually become part of the City in whose ETJ it lies. Cities cannot, however, enforce zoning regulations within their ETJ.

The following summarizes the annexation process that cities must follow in Texas (please refer to Chapter 43 of the Texas Local Government Code for a more detailed explanation of these requirements):

- The annexation must be contiguous to the City's corporate city limits, and strip annexations of less than 1,000 feet are prohibited unless initiated by the owner of the land (i.e. voluntary annexations).

- The total amount of land annexed during any calendar year cannot exceed 10 percent of the City's total area as of January 1 of that year. If a city does not annex the full 10 percent during any given year, then it may carry over the unused allocation for use in subsequent years. Including acreage that is carried over from previous year(s), the area annexed during a given calendar year cannot exceed 30 percent of the City's total area as of January of the next year. The exception to this rule is that government property is not included in the total, nor is land that is being annexed at the request of the property owner or resident (i.e. voluntary annexation).
- The annexation procedure mandated by Chapter 43 includes public hearings, mailings, and notices in the local newspaper for existing or possible future residents to provide input prior to the annexation proceedings.
- The local government must prepare an annexation service plan for the area that will be served by public facilities and services, and must make it available as part of the public hearing process. The service plan must provide for the extension of services, such as: fire and police protection; solid waste collection; maintenance of water and wastewater facilities in the annexed area that are not within the service area of another water or wastewater utility; maintenance of public roads and streets, including road and street lighting; and similar public services. The service plan may provide for different levels of service based upon topography, land use and population; however, the service plan may not propose fewer services nor lower levels of service than were in existence prior to annexation or that were available to other parts of the City having similar characteristics. The annexation statute also requires that cities with their own municipal water and wastewater utility extend those services to areas being annexed that are not within the service area of another utility provider. Construction of capital improvements required for service must begin within two and one-half years of the annexation and be substantially completed within four and one-half years. These requirements do not apply if the annexation is initiated by owners of the land to be annexed (i.e. voluntary), provided that the owners and the City have agreed that the capital improvements within the area annexed are not expected to be completed within four and one-half years.
- A municipal annexation plan is required for populated areas, and specifically outlines that these annexations that may occur beginning on the third anniversary of the date of adoption.
- If the municipality is proposing to annex areas that contain fewer than 100 tracts occupied by residential dwellings, then no annexation plan is required. All procedural hearings and notifications still must be followed. Note that properties that are agriculture exempt for tax purposes must be offered a non-annexation agreement.

Longview has approximately 35,000 acres of land within its current city limits. Since the City has not annexed any land on an involuntary basis for three years, Longview could annex up to 10,500 acres of land this year. Also, the City cannot accrue more than this acreage; it will stay capped at this amount until land is annexed. The City should consider the following policy and objectives for annexation.

Policy

The City should pursue a gradual but sustained program of annexing some land each year.

Objectives

- A phasing and priority plan should be established for those areas that are suitable for annexation.
- The City should focus short-term annexation along roadway corridors with high visibility. Emphasis should be placed upon annexing highly visible areas, such as along US-259, Loop 281 and IH-20.
- Areas that can easily be served by extending public services or by the reasonable extension of utility lines should be pursued first.
- Areas outside the existing City limits, but that are already developed or partially developed, should be a low priority for annexation consideration.

By following a modest annexation program, the City will be better able to assess what areas it should consider serving with public facilities and municipal services; it can then program the provision of facilities and services more efficiently. An annual assessment should be conducted to determine how much land is being absorbed by development, its proximity to existing services, and its impact upon the City's budget.

Why should Longview consider annexing frontage areas? These areas are very important to the City's future. The type and quality of development which occurs along these corridors will affect its economic development and future fiscal health. Poor development will inhibit new quality development. Development standards can only be implemented on land within the city limits. Therefore, at a minimum, the frontage along key corridors should be annexed for a distance of 500 feet along both sides of each corridor.

RECOMMENDED AREAS FOR ANNEXATION CONSIDERATION

Figure 44 shows the areas possible for annexation and the approximate acreages for each area. The areas outlined are general planning areas considered for annexation, however, the total acreage shown (over 15,000 acres) is more than the City could reasonably absorb in the near future. In addition, each area does not represent the exact annexation boundary recommended.

Based on the proposed annexation policy and one or all of the objectives above, only the frontage in the following areas are recommended for consideration (not discussed in order of importance for short-term annexations).

Area A (1,110 +/- AC)

Located north of Loop 281 west of US-259, this area is in close proximity to one of Longview's present growth corridors. A significant amount of residential and nonresidential development is occurring in the area and more is planned. This is a high visibility area. Once George Richey Road is extended from the west, it will further encourage growth in this area. Tryon Water Supply Corporation currently serves water in the area with the availability of wastewater services nearby.

Area B (partial acreage)

Although the City has annexed some frontage along US-259 (Eastman Road), only development along the frontage of Eastman Road and Loop 281 that is not presently in the City limits should be considered.

Area D (925 +/- acres)

This area is along Loop 281 north of US-80. Similar to the strategy for Area B, the frontage is important to protect and should be considered for short-term annexation. This area is mostly served by the Gum Springs WSC and the City of Longview.

Area I (580 +/- acres)

This area covers the extensions of US-259 south of US-80. Also served by Gum Springs WSC, this will be an important corridor in the future. Some development (mainly nonresidential) has already been occurring along the frontage. This land use trend is expected to continue, therefore this is an important area to manage for future growth. The frontage area is recommended for short-term annexation.

Areas J & K (partial acreage)

These areas offer some of the best potential for Longview in the near future. The City has a limited amount of frontage remaining along IH-20 to expand. Many areas to the west are in the floodplain or impacted by the ETJ of Kilgore and other cities. This area north of the Eastman plant should be one of the higher priority areas for expansion. In addition to being high visibility frontage, it also could be an area for more industrial or high technology corporate offices. Both of these types of land uses need larger acreages, access to freeways and possibly railroad.

In conclusion the total acreage of the possible expansion shown on Figure 44 is approximately 15,000 +/- acres. However, the recommended areas for annexation are considerably less than this amount. These areas are the most visible and valuable expansion areas to consider. The City should prepare an annexation program to begin annexing at least some of these areas in the next two years and the remainder in five years. The frontage areas must be a minimum of 1,000 feet in width (including the right-of-way) and should include both sides of each roadway where possible. The first area in consideration should be the Interstate area. The areas not included in the short-term annexation strategy are also important, but due to the presence of rural water supply corporations, it is suggested that those areas not be considered for annexation in the near term. The recommended priorities will serve Longview well in the short term. Much of the frontage can be served with utilities and other municipal services. A municipal service plan is required for all annexations in Texas. If the City decides to begin an annexation program, it should develop long range service plans (2.5 to 4.5 years) for the recommended frontage areas. These frontage areas are the most significant and realistic areas for short-term expansion in Longview.

GROWTH MANAGEMENT STRATEGIES

GOAL: Be recognized as the most livable city in East Texas.

Objective: Define growth areas and future annexation plans.

Strategies:

GM
1.1

Develop Annexation Plan to begin process to annex on an annual basis

GOAL: Strengthen Longview's image, identity and character to foster a distinctive and appealing place to live and visit.

Objective: Develop gateway and main corridor standards and themes that generate a positive first impression.

Strategies:

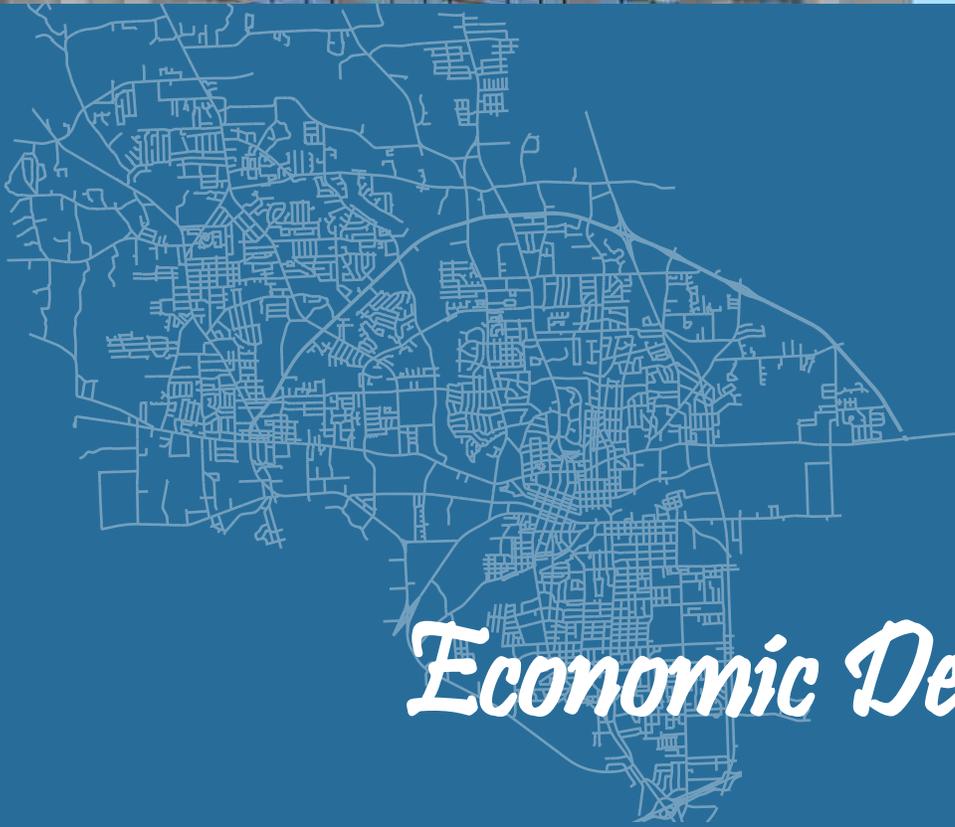
GM
2.1

Focus growth management priorities along highly visible corridors and major gateways.



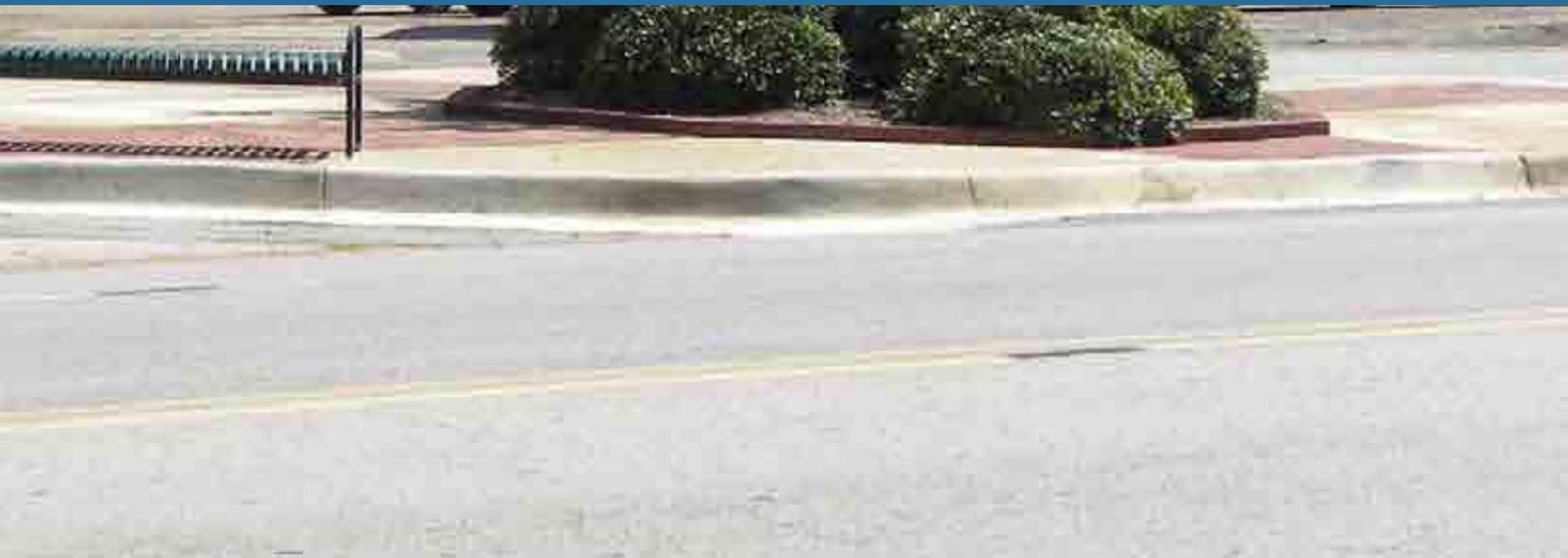
2 HOUR PARKING
STREET CLOSURE
←

NO PARKING
ANYTIME



9

*Economic Development
Summary*



Chapter 9: Economic Development Summary

OVERVIEW

Longview's vision as it relates to economic development is to be "the economic engine for the East Texas IH-20 corridor, supporting innovative business, talent and place development". Economic development is more than just the recruitment of new business but the redevelopment of lagging business. The development of place is creating an environment that welcomes new industry, attracts new residents to want to live in Longview and creates an incentive package that makes Longview competitive to similar cities. In other words, economic development is far more than the responsibilities of a local chamber but it encompasses intrinsic characteristics that lay the foundation for a thriving, economically bustling city.

For Longview, much of the economic responsibilities lie with the Longview Economic Development Corporation (LEDCO) which is funded by 4A sales tax. LEDCO completed its strategic plan in January 2014. The plan included both quantitative research and fieldwork. A number of stakeholder interviews were conducted representing area employers, City and County officials and staff, education and workforce development, and key players in the commercial and retail industry. LEDCO's plan involved benchmarking competitor communities and defining strengths, weaknesses, opportunities and threats.

The input and analysis derived during the Comprehensive Plan found consistencies with LEDCO's strategic plan. Many of the same factors and desires were noted. Because of the relevant and recent report of LEDCO's strategic plan, this chapter simply summarizes the plan (also included in the Appendix) and highlights a few additional areas of note that was not included in the strategic plan.



SUMMARY OF LEDCO STRATEGIC PLAN

Key Findings

There were a number of challenges and opportunities identified in the planning process. Some of the areas worthy of note include:

- Through innovative programs in business recruitment, business retention, and workforce development, LEDCO has played a leadership role in supporting economic development in the Longview area. The area's business sites, infrastructure, incentives, and development process make Longview highly competitive for business expansion and new locations. The board and city leadership should take pride in the organization's achievements and continue to make economic development a priority in the community.
- There is much more to Longview than meets the eye. World-class employers (e.g. Eastman Chemical, LeTourneau University), fully supported industrial sites, and strong public school systems, are a few examples of assets that would make many communities envious. While many in the area know the assets well, there is an opportunity to better tell the Longview economic development story, both internally and externally.
- Longview has not fully exploited its location as part of the IH-20 corridor. This is due to a combination of reasons, including: (1) limited visibility of Longview from the interstate, (2) lack of adjacent developable lands due to flood plain, (3) lack of attractive gateways leading to the city, and (4) development in other competing areas (e.g. north Longview).
- In spite of strong education and training assets in the community, some area businesses are still struggling to find the talent they need, specifically in technical and professional areas. Some shortages are due to causes outside of community control (i.e. company wage rates or national skills shortages), but many could be mitigated with better alignment of business needs with area education and training providers.
- While Longview satisfies the work and life needs of many, there are limited assets to attract and retain young professionals. This issue, cited by several large employers, remains a barrier to the recruitment of young professionals (e.g. engineers, management, and healthcare) to the area. While Longview should not attempt to replicate the urban cores of Austin or Dallas, there are opportunities for the community to enhance entertainment, dining, and other activities to support young professionals.

Note: The above key findings were taken directly from the Economic Development Strategic Plan prepared for the Longview Economic Development Corporation, January 2014.

Strategies

Strategy One: INDUSTRY

Lead the attraction, retention, and expansion of high impact business in the region. LEDCO should continue its successful economic development programs and consider new efforts, such as (1) targeting HR directors of prospect firms using new workforce data; (2) marketing Longview as a center for transportation equipment manufacturing along the IH-20 corridor; (3) developing a downtown catalyst employment site; and (4) targeting new international investment in Longview.

Strategy Two: TALENT

Lead the delivery of a sustainable talent pool to meet the needs of current and future employers. LEDCO has long supported the needs of its employers through cutting-edge workforce programs. It must now sharpen its focus by (1) enhancing its existing Career Choices program; (2) facilitating better alignment of employer needs with education and training providers; (3) and working to recruit and retain young professionals to Longview.

Strategy Three: ENTREPRENEURSHIP

Play a pivotal role in making Longview the preferred location for new business formation. LEDCO should enhance its entrepreneurship efforts by (1) establishing an innovation center; (2) facilitating an entrepreneurs forum; (3) providing financial support for high-growth startups; and (4) building a local climate that embraces and celebrates entrepreneurship.

Strategy Four: PLACE

Support the success of critical redevelopment areas within the community. There are three distinct areas in Longview (outside of the traditional industrial parks and sites), which, if the right strategies and resources are applied, could enhance the community's economic competitiveness through redevelopment. Considerations for these three areas (IH-20/Estes Parkway corridor, West Industrial District, and downtown) are provided as part of this plan.

Note: The above strategies were taken directly from the Economic Development Strategic Plan prepared for the Longview Economic Development Corporation, January 2014.

RECOMMENDATIONS

The most significant impact the City can have on economic development is strategy of PLACE. Defining locations for new business, providing infrastructure, and assisting with redevelopment strategies are all within the City's purview to support economic development. As part of the Future Land Use Plan in Chapter 3, an industrial area is reserved for a long-term business park. Additionally, attention is given to plan for long-term expansion. However, specific emphasis is placed on redevelopment of existing corridors and continuing development of Downtown.

Continued revitalization of Downtown is an important element of the Comprehensive Plan for more reason than being the historic center and core of government activities. As stated in the Neighborhood and Community Livability chapter, Downtowns are increasingly becoming the hub of new talent and the millennial generation's neighborhood of choice. Attracting and maintaining young talent was listed as a key factor for future goals and having a vibrant Downtown has much to do with attracting that talent.

When attracting new industry and business, usually the three most important factors are neighborhoods, school districts, and the availability of land and talent. The City should consider the current state of neighborhoods and corridors not just for the sake of current residents, but as a key approach to attracting new businesses. Façade enhancement programs are needed, especially along these key corridors. The aesthetic and property tax base improvements is imperative for the commercial corridor's long-term competitiveness.

LEDSCO should continue its acquisition strategies of purchasing underutilized properties and demolishing dilapidated structures. This program offers public-private-partnerships by attracting developers to non-traditional development formats through the use of land donation or write-downs. In addition, the city must position itself for the next "big thing". All too many cities have failed to adequately plan for the future and therefore have been bypassed for significant new developments. Longview thrives off its big businesses and major employers. Future efforts must be coordinated with LEDSCO to attract large employers, large developments and key redevelopment in underutilized locations.

As a continued partnership, key strategies for economic development must include development incentives. Financial incentives should be utilized by the City in order to attract the desired development. In most cases, funding could include City funds, Tax Increment Reinvestment Zones funds, low interest loans, tax exempt financing, improvement districts, tax abatements, and state and federal grants. As a whole, the City should work with LEDSCO to put in place funding mechanisms to sustain on-going financing tools (ex. TIF, PID, BID), review the current incentive packages, and monitor and seek out grant and funding sources for public improvements and property consolidation.

It is recommended that LEDSCO conduct small area plans to identify more specific development opportunities and key properties based on market assessments. These small area plans should include detail parcel assessments based on block-by-block analysis of land uses, urban forms and redevelopment potential. The small area plans should be focused in districts such as downtown and along key corridors, specifically older commercial corridors. Results of the area planning should identify specific catalytic projects that in turn can be marketed to targeted regional developers or investors.

ECONOMIC DEVELOPMENT STRATEGIES

GOAL: Invest in designated areas to create an urban mixed-use environment to attract people and create a sense of place.

Objective: Revitalize distressed commercial corridors to attract new investment and activity. Include improved signage in beautification efforts to direct residents and visitors to activity areas and Downtown.

Strategies:

ED
1.1

Continue acquisition strategy of underutilized/distressed properties for reuse.

ED
1.2

Work with LEDCO to assist in funding market study as soon as possible for corridors.

GOAL: Strengthen Longview's image, identity and character to foster a distinctive and appealing place to live and visit.

Objective: Develop an incentive program to encourage business owners to use landscaping and other design aesthetics to beautify their buildings, entrances and parking lots.

Strategies:

ED
2.1

Allocate funding to facade enhancements.

GOAL: Foster a strong and diverse economy that provides a full range of employment and economic choices.

Objective: Promote Longview as a major regional employment and population center through public policies that encourage expanded opportunity for housing and jobs.

Strategies:

ED
3.1

Secure additional land to reserve space for the next "big thing" such as large employment centers or large developments.

GOAL: Foster a strong and diverse economy that provides a full range of employment and economic choices.

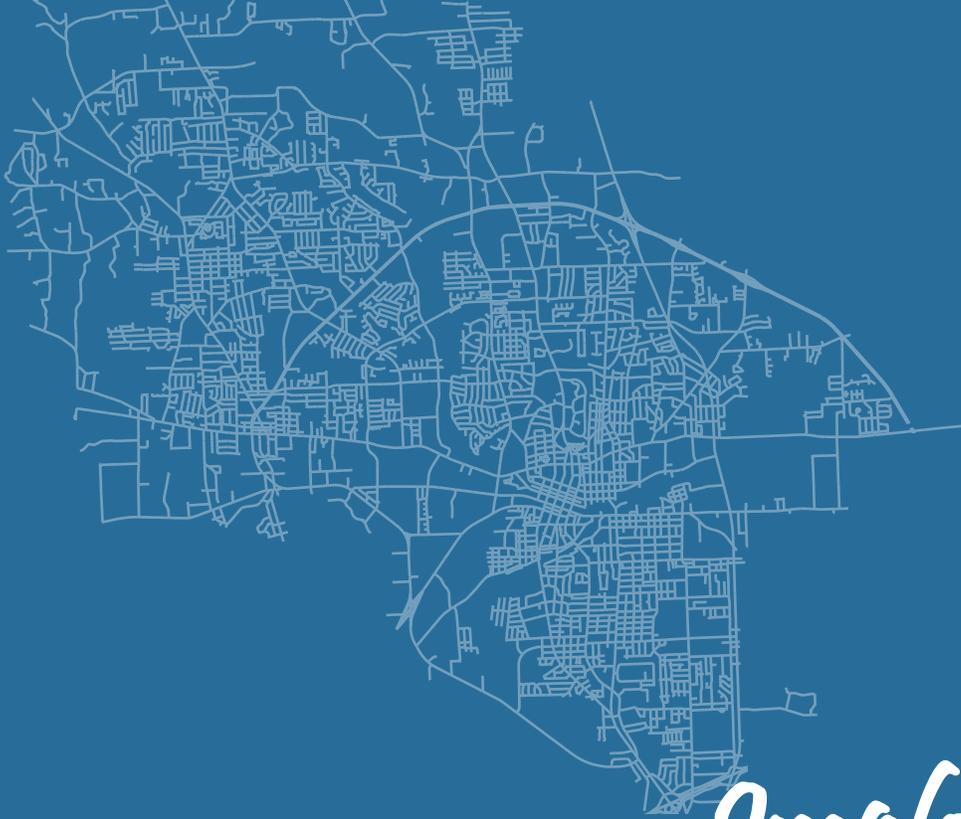
Objective: Develop incentives to attract and retain businesses in designated target areas.

Strategies:

ED
4.1

Create financing a mechanism such as a TIF to sustain the redevelopment strategy.





10

Implementation



Chapter 10: Implementation

OVERVIEW

This final section of the 2015 Comprehensive Plan describes specific ways in which Longview can take the recommendations within this Plan from vision to reality.

The importance of city planning can never be overstated—planning provides for the protection of private property and ensures future development occurs in a coordinated and organized fashion. The future of Longview will be shaped with the policies and recommendations developed in this 2015 Comprehensive Plan. Based on this Plan, decisions will be made that will influence many aspects of the City's built and social environments.

Longview has taken an important leadership role in defining its future with the adoption of this Plan. The Plan will provide a very important tool for City Staff and civic leaders to use in making sound planning decisions regarding the long-term growth and development of Longview. The future quality of life in Longview will be substantially influenced by the manner in which Comprehensive Plan recommendations are administered and maintained.

Planning for the City's future should be a continuous process, and this Plan is designed to be a dynamic tool that can be modified and periodically updated to keep it in tune with changing conditions and trends. Plan policies and recommendations may be put into effect through adopted development regulations, such as zoning and subdivision, and through capital improvement programs. Many recommendations within the Plan can be implemented through simple refinement of existing City regulations or processes, while others may require the establishment of new regulations, programs, or processes.

Implementation Responsibility

Perhaps the most important method of implementing the Comprehensive Plan comes in the day-to-day commitment by elected and appointed officials, staff, and citizens. The Comprehensive Plan must be understood as a useful and capable tool to direct the City's future. The Plan in its entirety along with individual components such as the Future Land Use Plan and Parks, Recreation and Open Space Assessment should be available for reference by officials, staff, and citizens. The Comprehensive Plan should continually be referenced in planning studies and zoning case reports as well as informal discussion situations. High visibility will make the Plan successful, dynamic, and a powerful tool for guiding Longview's future growth.

The responsibilities for actually initiating and monitoring the goals, objectives and actions of the Comprehensive Plan are multi-tiered:

Citizens are responsible for bringing their concerns to the City staff and serving on committees and task forces for the development of special projects and ordinances.

City Staff should review all development issues associated with zoning and subdivision of land for compliance with the Comprehensive Plan. Staff should monitor the planning activities in the City and identify needed revisions and updates to address current and anticipated conditions. Preparation of the annual budget and Capital Improvements Program should incorporate projects and actions developed in the Plan.

Planning and Zoning Commission should use the Comprehensive Plan as a tool for decision-making for growth and development to ensure new development and redevelopment are in accordance with the Comprehensive Plan. On a yearly basis, the Planning and Zoning Commission should review the Comprehensive Plan. Coordination between staff, Planning and Zoning Commission and the LEDCO will provide the opportunity to address issues critical to economic development.

City Council should receive and act upon recommendations when they are in accordance with the goals, objectives and actions stated in the Plan. As an integral participant in the planning process, the Council should provide overall policy guidance and consider any updates and changes when the changes are an extension of the stated purposes of the Comprehensive Plan.

PROACTIVE AND REACTIVE IMPLEMENTATION

There are two primary methods of plan implementation: proactive and reactive methods. To successfully implement the plan and fully realize its benefits, both methods must be used in an effective manner. Both proactive and reactive actions that could be used by Longview are described within this Implementation Chapter.

Examples of proactive methods include:

- Developing a capital improvements program (CIP), by which the City expends funds to finance public improvements to meet objectives cited within the Plan;
- Updating zoning regulations; and
- Updating subdivision regulations.

Examples of reactive methods include:

- Approving a rezoning application submitted by a property owner consistent with the Comprehensive Plan;
- Site plan review; and
- Subdivision review.

ROLES OF THE COMPREHENSIVE PLAN

Guide for Daily Decision-Making

The current physical layout of the City is a product of previous efforts put forth by many diverse individuals and groups. In the future, each new development that takes place, whether a subdivision that is platted, a home that is built, or a new school, church or shopping center that is constructed, represents an addition to Longview's physical form. The composite of all such efforts and facilities creates the City as it is seen and experienced by its citizens and visitors. If planning is to be effective, it must guide each and every individual development decision. The City, in its daily decisions pertaining to whether to surface a street, to approve a residential plat, to amend a zoning ordinance provision, to enforce the building codes, or to construct a new utility line, should always refer to the basic proposals outlined within the Comprehensive Plan. The private builder or investor, likewise, should recognize the broad concepts and policies of the Plan so that their efforts become part of a meaningful whole in planning the City.

Flexible and Alterable Guide

This 2015 Comprehensive Plan is intended to be a dynamic planning document for Longview – one that responds to changing needs and conditions. Plan amendments should not be made without thorough analysis of immediate needs, as well as consideration for long-term effects of proposed amendments. The City Council and other Longview officials should consider each proposed amendment carefully to determine whether it is consistent with the Plan’s goals and policies, and whether it will be beneficial for the long-term health and vitality of Longview. In addition, flexibility is paramount for the city. As opportunities arise, the City must have the ability to adjust focus or change direction to capitalize on existing opportunities. While implementation strategies must remain in line with the overall goal and vision of the Plan, the need to recalibrate is also an important component of a successful implementation strategy.

Annual Review

At one-year intervals, a periodic review of the Plan with respect to current conditions and trends should be performed. Such on-going, scheduled evaluations will provide a basis for adjusting capital expenditures and priorities, and will reveal changes and additions that should be made to the Plan in order to keep it current and applicable long-term. It would be appropriate to devote one annual meeting of the Planning and Zoning Commission to reviewing the status and continued applicability of the Plan in light of current conditions. Those items that appear to need specific attention should be examined in more detail, and changes and/or additions should be made accordingly. By such periodic evaluations, the Plan will remain functional, and will continue to give civic leaders effective guidance in decision-making. Periodic reviews of the Plan should include consideration of the following:

- The City’s progress in implementing the Plan;
- Changes in conditions that form the basis of the Plan;
- Community support for the Plan’s goals, objectives, & actions; and,
- Changes in State laws.

The full benefits of the Plan for Longview can only be realized by maintaining it as a vital, up-to-date document. As changes occur and new issues within the City become apparent, the Plan should be revised rather than ignored. By such action, the Plan will remain current and effective in meeting the City’s decision-making needs.

TOP PRIORITIES

The efforts conducted to complete the Comprehensive Plan generated a wealth of information and direction for Longview. In order to refine and focus future efforts, the CPAC worked to identify the top priorities of the Plan. A review of approximately 130 goals and objectives yielded 27 items to be considered the City’s top priorities for implementation. It should be noted that although priority items were assigned numbers, flexibility in implementation must be accommodated for to allow action items at any given time.

Table 30 contains the highest scoring action items identified. A number of the individual priorities are focused on similar concepts or focus areas. These items may be implemented concurrently achieving multiple goals within the scope of a single project. The highest scoring action items are centered around Land Use, Parks, Transportation, and Public Facilities.

With a focus on revitalization and aesthetic improvements within the City, the CPAC prioritized a Downtown Masterplan to facilitate the continued revitalization of the Downtown area as well as the creation of design guidelines for all future development to be incorporated into the Zoning Ordinance. Further, the demolition of dilapidated buildings was identified to continue the revitalization efforts within the city. The value of the City's park system was clearly conveyed by citizens prompting a focus on expanding the parks trail system to provide connections for residents throughout the city. Public facilities also ranked high in priorities. With a focus on renovating Police and Fire stations along with City Hall to better serve the future needs of the city. Additionally, a new Police and Fire training center should be considered to ensure the safety and welfare of the citizens of Longview. Finally, transportation needs were prioritized to improve vehicular, bicycle and pedestrian mobility. Streetscape design guidelines were selected to direct future transportation infrastructure promoting adequate vehicular capacity while also considering bicycle and pedestrian movements. These guidelines may include the requirement of sidewalks on all future roadway development and improvement along with the inclusion of bike lanes where appropriate. Additional action items were identified through the process and a continued effort will be made to revise priorities as needed.

Top Actions		
Highest Ranked	Strategy	Description
1	Land Use 5.5	Prepare a Downtown Master Plan to determine specific actions to continue revitalization of Downtown.
2	Parks 6.1, 6.2, 6.3	Continue to expand the trail system to connect neighborhoods with parks and other amenities.
3	Livability 9.1, 9.2, 9.3	Demolish dilapidated buildings in commercial and neighborhood districts.
4	Growth Management	The City should develop a plan to annex along corridors such as IH-20 and key loop areas.
5	Public Facilities 4.1	Renovate, expand, or rebuild fire stations #5, #7, and #8. Prioritize, in order of need, the fire station rehabilitation plan and conduct internal preliminary building programming exercise.
6	Livability 13.2	Develop special area plans for key corridors. Further studies are recommended for the following corridors: Estes Parkway, S. Eastman Road, and Marshall Avenue. Special area plans will provide a detailed study of corridors and visually display how they should develop and redevelop.
7	Public Facilities 4.3	Expand the police department in order to consolidate personnel. Move detectives from current lease space to a permanent location, preferably within a police department. Consider moving departments to potential new police substation.
8	Transportation 4.3	Implement road diets on under-utilized minor arterials and collector streets to install bike lanes and sidewalks. Focus on those roadways that would have VC of 0.64 or less in the 2040 project of traffic volumes, including Green Street from Mobberly to Cotton and Martin Luther King Jr Boulevard from Cotton to Estes Parkway.
9	Public Facilities 4.7	Build a new office space for the possibility of City Hall expansion and consider spreading out services such as Human Resources not located at City Hall.
10	Land Use 4.3	Incorporate design guidelines outlined within the Comprehensive Plan into the Zoning Ordinance in order to ensure that all future developments are designed to high standards.
11	Land Use 3.2	Promote location of regional retail land uses , those which generally draw from a service area greater than five miles, along Interstate 20 where existing transportation infrastructure supports them.
12	Public Facilities 4.2	Build a regional fire/police training center. Identify intergovernmental agencies for possible partnerships and funding opportunities, and select site for new training center and acquire property. Conduct internal preliminary building programming exercise.
13	Transportation 3.1	Require all new development to provide sidewalks on both sides of all collector and minor arterial roadways and key principal arterials within the developed/developing area of the city. Establish a sidewalk bank for payment in lieu of sidewalks for developments not located within walking distance of other developments.
14	Transportation 8.1	Develop streetscape/urban design standards to enhance the City's visual/aesthetic appeal (e.g., design guidelines for consistent streetscape, landscaping, signage, entryway treatments , etc.) of roadways/specific corridors within the City, especially US 80 from the east and from the west, US 259 from the north, SH 31 from the southwest, and US 259 and Loop 281 from the south. Other corridors to consider include Estes Parkway, Mobberly Avenue, High Street and Green 'Wishbone' Street.
15	Transportation 5.2	Install bike lanes and sidewalks on Martin Luther King Jr Boulevard by reducing the travel lanes to one through lane in each direction with turn lanes at key intersections, providing a key north-south bicycle facility between Cotton Street and Estes Parkway and a crossing of IH 20, while serving a residential area with significant non-motorized access needs. by reducing the travel lanes to one through lane in each direction with turn lanes at key intersections, providing a key north-south bicycle facility between Cotton Street and Estes Parkway and a crossing of IH 20, while serving a residential area with significant non-motorized access needs.

Table 30: Top Priorities

Top Actions		
Highest Ranked	Strategy	Description
16	Livability 17.1, 17.2	Support development of unique restaurants and entertainment that cater to young adults .
17	Land Use 1.3, 2.2	Encourage neighborhood retail nodes to develop at key intersections in order to serve the needs of adjacent neighborhood areas within an approximate one-mile radius.
18	Parks 5.1	Continue to implement the Lear Park Master Plan .
19	Parks 1.3, 1.4	Increase annual park budget to include funds to improve existing parks and increase annual park maintenance funding to provide increased park care beyond regular mowing and litter removal.
20	Public Facilities 4.6	Build a new parks operations and maintenance facility in a location with more visibility and to accommodate employees.
21	Livability 16.1	Provide adequate parking facilities in the Downtown area to serve existing and new businesses and development projects.
22	Transportation 7.2	Identify and define minimum design and construction standards to be met by 2025.
23	Land Use 4.1	Encourage and promote residential uses within the City.
24	Land Use 5.2	Utilities in Longview should not be extended into the ETJ unless the area proposed for development is annexed or has an approved developer agreement.
25	Land Use 2.3	Consider mixed use development , combining residential and nonresidential uses, based principally on 1) how the various types of land uses relate to one another within the development, and 2) how the overall development relates to the existing land uses surrounding it.
26	Transportation 5.1	Install bike lanes and sidewalks on Green Street by reducing the travel lanes to one through lane in each direction with turn lanes at key intersections, providing a direct bicycle facility connection between LeTourneau University and Downtown while serving a residential area with significant non-motorized access needs.
27	Parks 4.1	Implement a parkland dedication ordinance .

IMPLEMENTATION MATRIX

Implementation is one of the most important, yet most difficult, aspects of the comprehensive planning process. Without viable, realistic strategies for implementation, the recommendations contained within this 2015 Comprehensive Plan will be difficult to realize. It is important to note that the objectives and action items are derived from the goals and vision established previously within this Plan.

Few cities have the ability to implement every recommendation or policy within their comprehensive planning document immediately following adoption—Longview is no exception. Plan implementation, therefore, must be prioritized to guide short-term priorities, mid-term priorities and long term/on-going priorities. These priorities must be balanced with timing, funding, and City Staff resources. While all the recommendations share some level of importance, they cannot all be targeted for implementation within a short time period; some must be carried out over a longer period of time.

The following matrix is a summary of the recommendations within this Comprehensive Plan and is intended to provide the City with specific tasks to work toward implementing the vision of this Plan. The individual tables are organized by goals and objectives followed by a summary of the action items, or objectives established in the previous sections. Action items are assigned a recommended timeframe for implementation actions to commence. The approximate established timeframes (from Chapter 2: The Long View) are as follows:

Short-Term Recommendations:

Implementation of these action items should begin following plan adoption.
Approximate timeline: zero (0) to five (5) years following plan adoption.

Mid-Term Recommendations:

Implementation of these action items will likely follow short term recommendations.
Approximate timeline: five(5) to ten (10) years following plan adoption.

Long Term/On-Going Recommendations:

These actions items should be continually addressed by City leaders (i.e. no specific timeframe is applicable).

Budget Assumptions

- \$** ***Small ticket items that have minimal costs associated.***
Examples include: administrative policy items that can be accomplished with grant, general funds, or relocation of resources, regulations, plans or studies.
- \$\$** ***Medium ticket items.***
Examples include: minor parks improvements, neighborhood improvements, aesthetic enhancements.
- \$\$\$** ***Large ticket items that will require bond or major capital investment.***
Examples include: capital improvement project items.

FUTURE LAND USE PLAN

GOAL: Be recognized as the most livable city in East Texas.

OBJECTIVE: Provide excellent quality of life for residents and visitors.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
LU 1.1	Promote aesthetically pleasing designs for retail and commercial land uses that are located at major intersections as destinations in their own right, but also as corridor framing uses.				\$
LU 1.2	Allow medium density uses to be permitted in any area designated for high density use.				\$
LU 1.3	Encourage neighborhood retail nodes to develop at key intersections in order to serve the needs of adjacent neighborhood areas within an approximate one-mile radius.				\$
LU 1.4	Permit and encourage office and retail uses within recommended commercial areas.				\$
LU 1.5	Restrict higher intensity commercial uses within recommended industrial areas. They should not generally be permitted with recommended office or retail areas.				\$
LU 1.6	Preserve land along Longview's Loop and Interstate for retail and limited commercial land uses, as designated on the Future Land Use Plan map.				\$

GOAL: Provide opportunities and healthy choices for Longview's citizens.

OBJECTIVE: Increase access to non-motorized transportation options to promote healthy living. Add bike lanes that connect to major activity generators (LeTourneau University, Downtown, Maude Cobb Center, etc.).

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
LU 2.1	Locate uses adjacent to each other that are compatible and complimentary, such as residential and some nonresidential development. Offices and small (neighborhood) retail establishment should be adjacent to residential uses.				\$
LU 2.2	Encourage neighborhood retail nodes to develop at key intersections in order to serve the needs of adjacent neighborhood areas within an approximate one-mile radius.				\$
LU 2.3	Consider mixed use development, combining residential and nonresidential uses, based principally on 1) how the various types of land uses relate to one another within the development, and 2) how the overall development relates to the existing land uses surrounding it.				\$
LU 2.4	Encourage auto-oriented land uses such as drive-through conveniences to locate on major corridors with highway access, but discourage them in more residential and traditional neighborhoods.				\$
LU 2.5	Encourage site design that promotes walking and biking, and allow breaks in barriers to do.				\$

GOAL: Enhance Longview's natural beauty and preserve its natural resources.

OBJECTIVE: Utilize and promote sustainable development practices.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
LU 3.1	Buffer low density residential land uses (single family homes) from nonresidential uses with medium and high density residential land uses, wherever possible. Examples include building setbacks and orientation as well as taking advantage of existing topography and landscaping.				\$
LU 3.2	Promote location of regional retail land uses, those which generally draw from a service area greater than five miles, along Interstate 20 where existing transportation infrastructure supports them.				\$
LU 3.3	Consider site designs that promote retention of prominent, healthy trees or natural land features.				\$
LU 3.4	Strategically allow for development to occur where it is most appropriate to the surrounding land uses.				\$

FUTURE LAND USE PLAN

GOAL: Strengthen Longview’s image, identity and character to foster a distinctive and appealing place to live and visit.

OBJECTIVE: Establish a community image theme with participation of residents, business owners and property owners.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
LU 4.1	Encourage and promote residential uses within the City.				\$
LU 4.2	Consider and evaluate each proposed medium and high density development on its own merit, but also by using the criteria outlined within the Future Land Use Plan.				\$
LU 4.3	Incorporate design guidelines outlined within the Comprehensive Plan into the Zoning Ordinance in order to ensure that all future developments are designed to high standards.				\$

GOAL: Foster a strong and diverse economy that provides a full range of employment and economic choices.

OBJECTIVE: Encourage infill and redevelopment in strategic areas to accommodate expected increases in population and employment.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
LU 5.1	As development moves outward from its present boundaries, Longview should ensure that appropriate high quality design standards are in place.				\$
LU 5.2	Utilities in Longview should not be extended into the ETJ unless the area proposed for development is annexed or has an approved developer agreement.				\$
LU 5.3	The City should develop a small area plan and market assessment to determine specific steps for revitalization of South Longview.				\$
LU 5.4	The City should not permit linear or strip type development patterns except for major existing corridors (i.e. Loop 281, IH 20, etc.).				\$
LU 5.5	Prepare a Downtown Master Plan to determine specific actions to continue revitalization of Downtown.				\$\$
LU 5.6	Large industrial areas identified in the eastern portions near Longview that have rail and highway access should be considered for new land uses.				\$
LU 5.7	Establish Entry and Corridor Maintenance Plan to ensure high quality visual aesthetics of major entry points and key corridors.				\$

TRANSPORTATION AND CIRCULATION

GOAL: Be recognized as the most livable city in East Texas.

OBJECTIVE: Ensure infrastructure systems are adequate to meet future demand.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
T 1.1	Maintain a hierarchy of thoroughfare classifications that will provide for safe and convenient flow of traffic throughout the community. Maintain a thoroughfare planning process to ensure efficient and desirable connections between major thoroughfares, neighborhoods and community facilities.				\$
T 1.2	Maintain roadway design standards in conformance with a functional street system classification. Develop alternative standards for walkable environments in special areas within the community.				\$
T 1.3	Maintain a process of assessing efficient access and circulation, and the identification of network deficiencies. Program improvements to existing transportation network linkages to enhance system safety, carrying capacity, and reduced congestion.				\$
T 1.4	Maintain a proactive capital improvements program (CIP) process to provide regular project scheduling and funding to ensure substantial completion of transportation system improvements.				\$
T 1.5	Coordinate/manage corridor access to enhance the long-term corridor viability through coordinated driveway sharing, cross access easements, intersection control and as applicable, coordinated median applications or spacing on principal arterial roadways, especially along George Richey Road and retroactively along US-80 between the extents of Loop 281.				\$
T 1.6	Coordinate with the regional MPO, for planning coordination, proactive problem solving, and funding and implementation assistance of projects to enhance transportation system improvements within the city and ETJ. Utilize the Thoroughfare Plan as a vehicle to inform the MPO planning and implementation processes.				\$
T 1.7	Coordinate with the Texas Department of Transportation (TxDOT) on improvements to the state highway system. As appropriate, consider land use, economic benefit and community implications to planning initiatives.				\$
T 1.8	Coordinate with the county and/or adjacent cities, counties or agencies to ensure appropriate transportation system connections and as necessary, coordinated response to system needs.				\$
T 1.9	Leverage transportation investments to enhance land use and economic benefit decisions within the city or strategic corridors. For example, implement backage roads where possible along both sides of IH-20 to enhance land use/economic benefit to the city.				\$
T 1.10	Utilize the collector network of streets to supplement the major roadway network, connect neighborhoods with commercial corridors.				\$

TRANSPORTATION AND CIRCULATION

GOAL: Provide opportunities and healthy choices for Longview's citizens.

OBJECTIVE: Continue to expand the trail system to connect neighborhoods with parks and other amenities.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
T 2.1	Continue expansion of the Hike and Bike Trail community-wide system. Utilize existing major watersheds and/or other open space connections for promoting the trail system connectivity or expansion.				\$\$
T 2.2	Identify ideal locations and implement sidewalks along key local streets and all collector and arterial streets leading from neighborhoods to all parks and trails within a one-half mile walking distance.				\$\$
T 2.3	On an ongoing basis, identify and pursue private, regional, state and federal revenue sources for funding multi-modal transportation improvements.				\$\$\$

OBJECTIVE: Create policy for funding and implementation of sidewalks and connectivity with new development.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
T 3.1	Require all new development to provide sidewalks on both sides of all collector and minor arterial roadways and key principal arterials within the developed/developing area of the city. Establish a sidewalk bank for payment in lieu of sidewalks for developments not located within walking distance of other developments.				\$
T 3.2	Promote land use patterns that reduce the number and length of auto trips and support walking and bicycling. Encourage friendly, walkable environments within key destination areas of the community by offering incentives to developers such as reduced parking requirements.				\$
T 3.3	Use the Thoroughfare Plan as a mechanism for securing MPO funding for streets within existing and developed areas of the city.				\$\$\$

TRANSPORTATION AND CIRCULATION

OBJECTIVE: Increase access to non-motorized transportation options to promote healthy living.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
T 4.1	Prioritize sidewalk improvement areas based upon propensity to generate pedestrian traffic, with safe routes to schools and safe routes to transit of highest priority. Solicit available funding for these types of pedestrian mobility accommodations.				\$\$
T 4.2	Enhance the safety pedestrian crossing of major thoroughfares and other high traffic volume streets by providing accessible pedestrian signals at no less than one-quarter mile spacing within the developed areas of the city.				\$\$
T 4.3	Implement road diets on under-utilized minor arterials and collector streets to install bike lanes and sidewalks. Focus on those roadways that would have VC of 0.64 or less in the 2040 project of traffic volumes, including Green Street from Moberly to Cotton and Martin Luther King Jr Boulevard from Cotton to Estes Parkway.				\$\$
T 4.4	Create an enhanced pedestrian environment along key entry roadways and those with adjacent residential development to encourage walking to local retail and service destinations, especially along Cotton Street from High Street to MLK Jr Boulevard and along Moberly Avenue from Estes Parkway to E. Marshall.				\$
T 4.5	Work with Longview Transit to provide needed enhancements to the public transportation system of bus routes, bus stops, and sidewalk access to and from the stops.				\$
T 4.6	Coordinate with local independent school districts on transportation system implications of proposed school facility expansion/needs. Establish proactive planning dialogue and coordination to optimizing traffic operations and school safety to specific site issues.				\$
T 4.7	Continue proactive planning with the Longview MPO, the East Texas Regional Mobility Authority and/or other interested agencies to further advance the provision of regional commuter rail in East Texas. Charge the Transportation Advisory Board with developing actions aimed at promoting commuter rail opportunity to the City. Promote active dialogue for long-term investment within or adjacent to the existing rail corridor along US-80.				\$\$\$

OBJECTIVE: Add bike lanes that connect to major activity generators.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
T 5.1	Install bike lanes and sidewalks on Green Street by reducing the travel lanes to one through lane in each direction with turn lanes at key intersections, providing a direct bicycle facility connection between LeTourneau University and Downtown while serving a residential area with significant non-motorized access needs.				\$
T 5.2	Install bike lanes and sidewalks on Martin Luther King Jr Boulevard by reducing the travel lanes to one through lane in each direction with turn lanes at key intersections, providing a key north-south bicycle facility between Cotton Street and Estes Parkway and a crossing of IH 20, while serving a residential area with significant non-motorized access needs.				\$
T 5.3	Introduce and implement Complete Street concepts to key corridors within the City and include; Moberly Avenue, S. Green Street, Cotton Street and Martin Luther King Jr. Boulevard. With bike lane connectivity, these corridors offer community benefit to linking key city amenities such as LeTourneau University, multi-modal station, downtown, hospital center, area neighborhood, parks and reinvestment areas.				\$\$

TRANSPORTATION AND CIRCULATION

GOAL: Ensure adequate facilities and services to maintain safety for Longview’s visitors, residents and workers.

OBJECTIVE: Design key streets and high traffic pedestrian areas to include sidewalks and other pedestrian-friendly amenities.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
T 6.1	Coordinate with local Independent School Districts on transportation system implications of proposed school facility expansion/needs. Establish proactive planning dialogue and coordination to optimizing traffic operations and school safety to specific site issues.				\$
T 6.2	Promote land strategies that foster creation of walkable and pedestrian friendly places.				\$

OBJECTIVE: Improve and maintain older existing street networks.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
T 7.1	Through the development process, secure additional right-of-way at critical intersections to enable the implementation of channelized turn movements and adequate pedestrian landings and ramps at the corners.				\$\$\$
T 7.2	Identify and define minimum design and construction standards to be met by 2025.				\$
T 7.3	Maintain implementation priorities for all street improvements through a capital improvements planning process.				\$
T 7.4	Identify funding alternatives and resources available for roadway maintenance implementation.				\$
T 7.5	Develop a policy and programs for City consideration of public/private partnerships and donations to fund transportation infrastructure, amenities and aesthetics.				\$

GOAL: Strengthen Longview’s image, identity and character to foster a distinctive and appealing place to live and visit.

OBJECTIVE: Develop gateway and main corridor standards and themes that generate a positive first impression.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
T 8.1	Develop streetscape/urban design standards to enhance the City’s visual/aesthetic appeal (e.g. design guidelines for consistent streetscape, landscaping, signage, entryway treatments, etc.) of roadways/specific corridors within the City, especially US-80 from the east and from the west, US-259 from the north, SH-31 from the southwest, and US-259 and Loop 281 from the south. Other corridors to consider include Estes Parkway, Mobberly Avenue, High Street and Green ‘Wishbone’ Street.				\$
T 8.2	Require context sensitivity and incorporation of the natural and built environment into the design process of the transportation system.				\$
T 8.3	Consider alternative traffic intersection designs, such as bulb-outs, chicanes, mid-block treatments and traffic circles or roundabouts for enhancing street aesthetics, as well as providing for targeted operational enhancements.				\$
T 8.4	Encourage public/private participation and cooperation in beautification efforts. Explore utilizing assistance that may be available from private/volunteer groups to perform urban design related projects and to help maintain enhanced public areas (e.g., street medians, small landscaped areas, intersection corners, etc.).				\$
T 8.5	Use the development review process to evaluate private projects and their contributions to urban design initiatives or their compliance with adopted studies/guidelines.				\$

TRANSPORTATION AND CIRCULATION

GOAL: Invest in designated areas to create an urban mixed-use environment to attract people and create a sense of place.

OBJECTIVE: Revitalize distressed commercial corridors to attract new investment and activity.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
T 9.1	Along with water/drainage systems planning, use the thoroughfare plan as a mechanism to foster catalyst area redevelopment and revitalization to strategically identified locations within the City. Coordinate infrastructure investments with land planning and economic initiatives of the City.				\$
T 9.2	Use the CIP process to incrementally identify and implement specific projects within target/strategic investment areas. Develop a process to rank and identify catalyst priority projects within reinvestment areas.				\$

GOAL: Be a community that instills passion and pride for the love of its city and where all citizens are proud to call Longview their HOME.

OBJECTIVE: Promote neighborhood stability within South Longview Improvement Program (SLIP) neighborhoods through a coordinated strategy that addresses housing, neighborhood economic development, improved infrastructure, cultural programs, and human services.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
T 10.1	Develop pedestrian-friendly access to key community resources and areas. Employ traffic calming techniques, as necessary, to moderate speeds and traffic volumes, particularly on residential streets.				\$\$

PUBLIC FACILITIES ASSESSMENT

GOAL: Be recognized as the most livable city in East Texas.

OBJECTIVE: Maintain fiscal responsibility through evaluating the capital improvements program on a consistent basis.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
F 1.1	Add public facilities to be constructed or renovated to the capital improvements program in order to plan for future availability of funding.				\$

GOAL: Have quality education through collaborative efforts to reach the highest educational attainment at all levels.

OBJECTIVE: Encourage the cooperative programming and shared uses of City and School District land and facilities to allow for the best use by citizens.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
F 2.1	Explore the opportunities to share uses between the City and School Districts such as housing a library branch on a school campus or public use agreements for gym or auditorium use.				\$

GOAL: Promote a community that encourages cross-cultural understanding, nurturing, respect and celebration.

OBJECTIVE: Expand and support the arts and entertainment venues.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
F 3.1	Study the feasibility of additional convention or event space, such as a multi-purpose event center, hotel conference center, or other entertainment and meeting venues. Identify partnerships and collaborate on funding sources. Identify potential events that may be attracted to a new events center.				

GOAL: Ensure adequate facilities and services to maintain safety of Longview's visitors, residents and workers.

OBJECTIVE: Provide the necessary and appropriate technology, buildings, equipment and people for delivery of quality services now and in the future.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
F 4.1	Renovate, expand, or rebuild fire stations #5, #7, and #8. Prioritize, in order of need, the fire station rehabilitation plan and conduct internal preliminary building programming exercise.				\$\$\$
F 4.2	Build a regional fire/police training center. Identify intergovernmental agencies for possible partnerships and funding opportunities, and select site for new training center and acquire property. Conduct internal preliminary building programming exercise.				\$\$\$
F 4.3	Expand the police department in order to consolidate personnel. Move detectives from current lease space to a permanent location, preferably within a police department. Consider moving departments to potential new police substation.				\$\$
F 4.4	Open a police substation(s) in underserved areas. Locate at least two areas for police substation(s). Develop a schedule and timeline of substation opening and identify number of personnel that will be housed in new substation(s).				\$\$
F 4.5	Build a new library branch in a rapid growth area or newly annexed area of the City. If or when the City annexes areas in the ETJ, evaluate locations for new library branch. Determine the appropriate size of library by issuing a community survey.				\$\$
F 4.6	Build a new parks operations and maintenance facility in a location with more visibility and to accommodate employees.				\$\$
F 4.7	Build a new office space for the possibility of City Hall expansion and consider spreading out services such as Human Resources not located at City Hall.				\$\$

PUBLIC FACILITIES ASSESSMENT

GOAL: Invest in designated areas to create an urban mixed-use environment to attract people and create a sense of place.

OBJECTIVE: Support the activities and developments that draw persons from outside the area to Downtown for the purpose of entertainment, site-seeing and shopping and living.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
F 5.1	Provide adequate parking facilities in the Downtown area to serve existing and new businesses and development projects.				\$\$\$

PARKS, RECREATION AND OPEN SPACE ASSESSMENT

GOAL: Be recognized as the most livable city in East Texas.

OBJECTIVE: Provide excellent quality of life for residents and visitors.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
P 1.1	Provide significant improvements to older neighborhood parks as a key revitalization effort.				\$\$\$
P 1.2	Rehab one to two neighborhood parks per year.				\$
P 1.3	Increase annual park budget to include funds to improve existing parks.				\$
P 1.4	Increase annual park maintenance funding to provide increased park care beyond regular mowing and litter removal.				\$
P 1.5	Continue to provide superior standards of care/maintenance for recent park additions such as trails and new athletic fields.				\$
P 1.6	Continue to monitor recreation facilities to make sure they are in compliance with State and Federal Regulations, including ADA, ASTM, CPSC, and the Texas Department of State Health Services.				\$

GOAL: Have quality education through collaborative efforts to reach the highest educational attainment at all levels.

OBJECTIVE: Promote equal access to and benefits from quality education for all Longview.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
P 2.1	Continue fundraising and partnership efforts for the Longview Arboretum and begin implementation for the Arboretum master plan.				\$\$

OBJECTIVE: Create partnerships among schools, families, community groups, and individuals designed to share and maximize resources.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
P 3.1	Begin to explore a large regional park in the lowlands area of Park Planning Area I, near SH-31 and north of IH-20. This will require discussions and partnerships with the county, state and local colleges and universities, research institutions, land preservation organizations and state agencies. Recommended preliminary facilities would include: land preservation areas, research facilities, education facilities, day use areas, water sports, fishing, birding, hiking, camping and pavilion and rental cabins.				\$\$\$

PARKS, RECREATION AND OPEN SPACE ASSESSMENT

GOAL: Create a thriving city that attracts people of all ages, provide opportunities to young professionals and graduates to stay in Longview, allows young people to be engaged, and fosters a family-friendly atmosphere.

OBJECTIVE: Encourage programs, events, amenities, and land uses that benefit families.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
P 4.1	Implement a parkland dedication ordinance.				\$
P 4.2	Identify park grant matching funds for future opportunities.				\$
P 4.3	Explore new Municipal Bond opportunities for additional parkland and facilities.				\$
P 4.4	Continue to target park grants funding sources.				\$
P 4.5	Provide new funding for parkland acquisitions.				\$\$
P 4.6	Acquire parklands in the most underserved areas, particularly in Park Planning Area II.				\$\$\$
P 4.7	Coordinate with other departments, local organizations, land preservation organizations and state agencies about assistance in parkland acquisitions.				\$

OBJECTIVE: Seek development of additional family-friendly entertainment venues and recreational amenities.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
P 5.1	Continue to implement the Lear Park Master Plan.				\$\$\$
P 5.2	Continue to implement the Spring Hill Park Master Plan.				\$\$
P 5.3	Continue discussions with citizens, city staff, parks board, elected and appointed officials about indoor recreation needs, locations and funding.				\$
P 5.4	Conduct feasibility study to determine exact spacing needs and cost for new indoor recreation facilities and improvements to existing facilities.				\$
P 5.5	Increase current annual budget for park and trail operations and maintenance.				\$
P 5.6	Provide new funding to improve existing parks.				\$\$
P 5.7	Provide new funding to implement new parks.				\$\$
P 5.8	Based on the needs assessment, provide the top identified athletic and non-athletic facilities at existing parks.				\$
P 5.9	When designing future parks, consider the following programs as a top priority to meet future demand: trails, baseball fields, play areas, soccer fields, volleyball areas/multi-use courts, restrooms, pavilions, practice fields, and indoor/outdoor swimming pools.				\$\$
P 5.10	Based on additional public input: design, fund and implement new amenity types throughout Longview. These include skate parks, kayaking, fishing and additional special needs playgrounds.				\$\$

PARKS, RECREATION AND OPEN SPACE ASSESSMENT

GOAL: Provide opportunities and healthy choices for Longview's citizens.

OBJECTIVE: Continue to expand the trail system to connect neighborhoods with parks and other amenities.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
P 6.1	Fund and implement the Master Plan for Rice Park, McHaney Park and trails.				\$\$\$
P 6.2	Acquire/secure land needed for east-west trail expansions shown on the Trails Map (from Teague Park to Stamper Park).				\$\$\$
P 6.3	Acquire/secure land needed for north-south trail expansions shown on the Trails Map (from Stamper Park to Paul G. Boorman Trail).				\$\$\$

OBJECTIVE: Increase access to non-motorized transportation options to promote healthy living.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
P 7.1	Promote the use of greenbelts as private trail locations similar to Grace Creek Mountain Bike Trail.				\$

GOAL: Invest in designated areas to create an urban mixed-use environment to attract people and create a sense of place.

OBJECTIVE: Include improved signage in beautification efforts to direct residents and visitors to activity areas and Downtown.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
P 8.1	Implement the 2009 Urban Graphics Master Plan's area identify signage program at existing parks.				\$\$

NEIGHBORHOOD AND COMMUNITY LIVABILITY

GOAL: Be recognized as the most livable city in East Texas.

OBJECTIVE: Provide excellent quality of life for residents and visitors.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
NE 1.1	Every two years, conduct a community survey to measure the quality of life in Longview. The survey should seek thoughts and opinions on such topics as access to transportation, parks and open space, and commercial/retail areas. The purpose of the survey will help measure quality of life in Longview, and examine how well the city is implementing the comprehensive plan.				\$
NE 1.2	Evaluate the effectiveness of community services that are associated with quality of life such as transportation, housing programs, parks and recreation, etc. Those programs and services that are not performing well should be reviewed for improvements or elimination. The resources of any program or services eliminated should be shifted to strengthen or improve existing services.				\$
NE 1.3	Continue to cultivate opportunities for all ages, including retirees who may consider making Longview their home.				\$

GOAL: Have quality education through collaborative efforts to reach the highest educational attainment at all levels.

OBJECTIVE: Create partnerships among schools, families, community groups, and individuals designed to share and maximize resources.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
NE 2.1	Organize a committee consisting of local government, school districts, community groups, and residents to discuss and explore ideas for collaborative efforts in sharing and maximizing resources. The committee should develop one to three achievable goals each year to accomplish.				\$
NE 2.2	Identify existing or newly created annual events that include local government, schools, families, and community groups and rotate between locations and facilities that would allow various entities and groups to host in order to strengthen partnerships.				\$
NE 2.3	Pursue a greater presence of a 4-year public university for the community to enhance the higher education experience.				\$

NEIGHBORHOOD AND COMMUNITY LIVABILITY

GOAL: Foster a strong and diverse economy which provides a full range of employment and economic choices.

OBJECTIVE: Promote a range of living opportunities for Longview residents in order to attract and retain a stable and diversified population.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
NE 3.1	Meet with residential developers to discuss zoning, land use, and permitting processes and determine options and possible incentives to encourage a range of residential choices.				\$
NE 3.2	Encourage adaptive reuse of Downtown buildings as a key strategy to ensure a diverse housing mix.				\$
NE 3.3	Establish land use and zoning designations that permit the construction of mixed-use apartments and live-work lofts along corridors, Downtown, and new centers.				\$
NE 3.4	Work with the development community and other stakeholders to plan, design and build one or more catalytic mixed-use projects based on the Comprehensive Plan's Future Land Use Plan.				\$\$\$
NE 3.5	Establish and maintain a forecast of housing type needs, and set periodic goals for housing production to meet anticipated housing demand.				\$
NE 3.6	When engaging in a small area planning process, as recommended in this chapter, ensure that the mix of housing types provided for in the plan reflect citywide needs.				\$
NE 3.7	Develop and execute an action plan to create a range of housing options downtown, including retrofitting existing office buildings into lofts, condominiums, or apartments.				\$
NE 3.8	Develop and utilize an infill and revitalization toolkit to help facilitate housing development in downtown and other established neighborhoods.				\$
NE 3.9	Work to coordinate business retention, recruitment, and other economic development activities with housing development programs.				\$

GOAL: Promote a community that encourages cross-cultural understanding, nurturing, respect and celebration.

OBJECTIVE: Provide social activities and cultural events to bring unity within diverse groups.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
NE 4.1	Identify and make available parks within the City to accommodate special events and festivals that focus on cultural diversity.				\$
NE 4.2	Organize a committee of a diverse, cultural representation in Longview to develop ideas for social and cultural events. The City should offer resources to assist the committee when available.				\$
NE 4.3	Arrange a multicultural night featuring food, dance, music, crafts and art from different parts of the world. Choose countries that are not commonly represented in your community. The objective is to introduce new information to the community in a fun and celebratory manner. Ask local international dance, music or performing arts groups to demonstrate their talents, utilizing a park or public facility.				\$
NE 4.4	Establish a small grant for cultural groups or organizations to host events promoting diversity.				\$\$

NEIGHBORHOOD AND COMMUNITY LIVABILITY					
OBJECTIVE: Provide opportunities for cross-cultural exchange among ethnically diverse populations in the community.					
#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
NE 5.1	Host annual cross-cultural forums that highlight specific cultural groups in the community in order to acknowledge current issues and solutions for improvement. The purpose of these forums is for cultural and diversity awareness.				\$
OBJECTIVE: Enhance the relationship between the City and the community to expand communication and appreciation of diverse groups.					
#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
NE 6.1	Make a commitment to be a welcoming and supporting community that values diversity through continual and constant dialogue with diverse population groups in Longview.				\$
NE 6.2	Create ongoing communication with diverse groups or organizations to discuss best practices and evaluate other strategic initiatives.				\$
NE 6.3	Collaborate with cultural organizations to implement a regularly scheduled series of speakers designed to bring thinkers on issues of diversity to Longview.				\$
NE 6.4	Ensure the continued inclusion of representatives of minority groups on local planning committees. This will also help to increase the awareness and importance of a diverse community.				\$
NE 6.5	During City Council meetings, recognize citizens for outstanding contributions to diversity initiatives.				\$
NE 6.6	Support outreach programs that target minority neighborhoods to increase communication among such programs.				\$
OBJECTIVE: Expand and support the arts and entertainment venues.					
#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
NE 7.1	Help to provide promotional and financial assistance to art and cultural venues and events enhancing Longview's uniqueness as a destination for local residents and cultural tourism.				\$\$
NE 7.2	Analyze and evaluate facilities available to accommodate arts and entertainment events. A list of attributes should be created for the type of event in order to determine appropriateness of facility. The list of attributes could include: type of space, number of seats or square footage, outdoor or indoor, and types of entertainment it can accommodate, to name a few.				\$

NEIGHBORHOOD AND COMMUNITY LIVABILITY

GOAL: Build on Longview’s historical significance and heritage.

OBJECTIVE: Develop a public arts initiative to help promote the community’s heritage.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
NE 8.1	Develop a public arts master plan. Public art is ideally site-specific and attuned to its social, economic, and environmental context. The development and adoption of a public art master plan can provide an opportunity to establish a shared vision for Longview’s public realm and to coordinate the activities of multiple stakeholders.				\$

GOAL: Enhance Longview’s natural beauty and preserve its natural resources.

OBJECTIVE: Demolish dilapidated buildings in commercial and neighborhood districts.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
NE 9.1	Develop a comprehensive list of all vacant and dilapidated properties in Longview. If staff is limited, citizens’ groups interested in the problem could do a survey of affected properties within their respective neighborhoods. A listing of properties could be integrated in the City’s GIS system in order to share between departments and citizens.				\$
NE 9.2	Prioritize properties listed for demolition and give priority to those that have the most feasibility for reuse or have the most economic impact. (See appendix for sample prioritizing grid for vacant and dilapidated properties.)				\$
NE 9.3	Identify funding sources that could be used for smaller demolition projects. Smaller demolition projects may be dilapidated houses in neighborhoods to assist and encourage property owners for infill revitalization.				\$

GOAL: Provide opportunities and healthy choices for Longview’s citizens.

OBJECTIVE: Seek development of healthy food options including grocery stores, community gardens, farmer’s market, and specialty food stores.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
NE 10.1	Build partnerships with farmers, local growing associations, and food retailers to assist in the development of healthy food options.				\$
NE 10.2	Provide financial incentives in the form of tax breaks and/or subsidies for developers, food retailers, and investors involved in specialty food stores, farmer’s markets, and community gardens.				\$
NE 10.3	Support infrastructure development by ensuring adequate linkage to a water supply for gardens, public parking facilities adjacent to future farmers markets, and community gardens, and offering appropriate changes in infrastructure improvements.				\$\$

OBJECTIVE: Develop annual health and wellness fair to promote healthy living and activities.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
NE 11.1	Create a partnership and working relationship with the Centers for Disease Control and Prevention to provide opportunities to Longview’s citizens regarding their health. CDC’s Healthy Communities Program works with communities through local, state and territory, and national partnerships to improve community leaders and stakeholders’ skills and commitments for establishing, advancing, and maintaining effective population-based strategies that reduce the burden of chronic disease and achieve health equity. Currently, 331 communities and 52 state and territorial health departments have been funded through this program.				\$
NE 11.2	Partner with Good Shepherd and Longview Medical Centers to host an annual wellness and health festival.				\$

NEIGHBORHOOD AND COMMUNITY LIVABILITY

GOAL: Ensure adequate facilities and services to maintain safety to Longview’s visitors, residents and workers.

OBJECTIVE: Increase feeling of safety in the Downtown and southside residential neighborhoods.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
NE 12.1	Increase visibility and lighting in communal areas where inefficient in Downtown and residential neighborhoods.				\$\$
NE 12.2	Promote crime and safety programs to citizens for increased community awareness.				\$
NE 12.3	Increase police presence in areas perceived to be unsafe or until perception changes.				\$
NE 12.4	Provide training to appropriate City staff regarding ordinances and guidelines for Crime Prevention Through Environmental Design (CPTED) standards. Specifically, provide CPTED training to the planning department and orientations to the police department, community groups, business leaders, and economic development officials.				\$
NE 12.5	Organize a small group representing planning, zoning, building, and crime prevention to develop the CPTED initiative.				\$
NE 12.6	Develop a list of CPTED initiatives to incorporate into zoning, redevelopment, or economic development. They should address lighting, security hardware, street and building access control, visibility, and landscaping.				\$

GOAL: Strengthen Longview’s image, identity, and character to foster a distinctive and appealing place live and visit.

OBJECTIVE: Establish a community image theme with participation of residents, business owners and property owners.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
NE 13.1	Identify historic neighborhoods and create neighborhood themes. Brand historic neighborhoods with street toppers and signage.				\$\$
NE 13.2	Develop special area plans for key corridors. Further studies are recommended for the following corridors: Estes Parkway, S. Eastman Road, and Marshall Avenue. Special area plans will provide a detailed study of corridors and visually display how they should develop and redevelop.				\$\$
NE 13.3	Develop design guidelines to ensure neighborhood and corridor integrity.				\$
NE 13.4	Enhance and develop building standards for commercial and retail development by creating a list of desired aesthetics and materials list.				\$
NE 13.5	Perform diagnostic and update zoning ordinances to include building standards appropriate to zoning districts.				\$

OBJECTIVE: Develop incentive program to encourage business owners to use landscaping and other design aesthetics to beautify their buildings, entrances and parking lots.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
NE 14.1	Develop overlays for landscaping and incentives for sustainable design. Some cities offer fee waivers and other design incentives for developers that incorporate sustainability goals established by local governments. Sustainability goals can include green roofs, improved building performance rating, renewable on-site energy source, permeable pavement technologies, etc.				\$
NE 14.2	Develop a recognition/reward program to encourage business owners to enhance their properties through landscaping and other design aesthetics.				\$
NE 14.3	Provide and coordinate programs to prevent the deterioration of buildings, landscape, and parking areas.				\$

OBJECTIVE: Develop incentives to offer developers to minimize monotonous and repetitive residential design.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
NE 15.1	Encourage residential developers to design subdivisions to incorporate character that enhances Longview’s community theme through education and possible incentives.				\$
NE 15.2	Develop a residential design pattern or idea book to encourage appropriate neighborhood designs. Pattern and idea books include standards and graphics to assist developers with infill development and new construction. Neighborhood and architectural patterns, maintenance, new construction, and landscaping are a few items addressed in residential pattern and idea books.				\$

NEIGHBORHOOD AND COMMUNITY LIVABILITY

GOAL: Invest in designated areas to create an urban mixed-use environment to attract people and create a sense of place.

OBJECTIVE: Support the activities and developments that draw persons from outside the area to Downtown for the purpose of entertainment, site-seeing and shopping and living.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
NE 16.1	Provide adequate parking facilities in the Downtown area to serve existing and new businesses and development projects.				\$\$\$
NE 16.2	Continue to fund public infrastructure and gateway improvements, such as sidewalks, lighting, benches, etc., where necessary, in order to complement private investment and marketing efforts for the Downtown.				\$\$\$
NE 16.3	Rehabilitate and reuse historically significant or older properties, when economically feasible, for business and residential uses in the Downtown.				\$\$\$
NE 16.4	Support well-planned, safe and inviting pedestrian and open space areas in and around the Downtown.				\$

OBJECTIVE: Support development of unique restaurants and entertainment that cater to young adults.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
NE 17.1	Develop a list of fun themed restaurants and entertainment that cater to young adults that are successful in other communities for evaluation.				\$
NE 17.2	Create a partnership between the City, Longview Economic Development Corporation, and private developers for the sole purpose of attracting and developing unique restaurants and entertainment.				\$

GOAL: Be a community that instills passion and pride for the love of its city and where all citizens are proud to call Longview their HOME.

OBJECTIVE: Promote neighborhood stability within SLIP neighborhoods through a coordinated strategy that addresses housing, neighborhood economic development, improved infrastructure, cultural programs, and human services.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
NE 18.1	Expand the South Longview Incentive Program in identified areas that would benefit. Continue to encourage developers to make investments in those neighborhoods.				\$
NE 18.2	Hold a developer forum to promote and educate investors of potential opportunities and benefits through SLIP.				\$

GROWTH MANAGEMENT

GOAL: Be recognized as the most livable city in East Texas.

OBJECTIVE: Define growth areas for future Annexation Plan

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
GM 1.1	Develop Annexation Plan to begin process to annex on an annual basis.				\$

GOAL: Strengthen Longview’s image, identity, and character to foster a distinctive and appealing place live and visit.

OBJECTIVE: Develop gateway and main corridor standards and theme that generate a positive first impression.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
GM 2.1	Focus growth management priorities along highly visible corridors and major gateways.				\$

Economic Development

GOAL: Invest in designated areas to create an urban mixed-use environment to attract people and create a sense of place.

OBJECTIVE: Revitalize distressed commercial corridors to attract new investment and activity. Include improved signage in beautification efforts to direct residents and visitors to activity areas and Downtown.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
ED 1.1	Continue acquisition strategy of underutilized/distressed properties for reuse.				\$
ED 1.2	Work with LEDCO to assist in funding market study as soon as possible for corridors.				\$

GOAL: Strengthen Longview’s image, identity and character to foster a distinctive and appealing place to live and visit.

OBJECTIVE: Develop an incentive program to encourage business owners to use landscaping and other design aesthetics to beautify their buildings, entrances and parking lots.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
ED 2.1	Allocate funding to facade enhancements.				\$\$

GOAL: Foster a strong and diverse economy that provides a full range of employment and economic choices.

OBJECTIVE: Promote Longview as a major regional employment and population center through public policies that encourage expanded opportunity for housing and jobs.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
ED 3.1	As stated in the Growth Management chapter, secure additional land to reserve space for “the next big thing” for a new employment center.				\$

GOAL: Foster a strong and diverse economy that provides a full range of employment and economic choices.

OBJECTIVE: Develop incentives to attract and retain businesses in designated target areas.

#	Action Item	Short Term	Mid Term	Long Term/ On Going	Budget
ED 4.1	Create financing a mechanism such as a TIF to sustain the redevelopment strategy.				\$

