



Highlands Neighborhood and Oregon Way Area

2017 Longview Comprehensive Plan
Update

March 29, 2017

Comprehensive Plan Basics

- Community vision for next 20 years
- Last Longview update in 2006 (halfway point)
- Integrated (land use, transportation, parks, businesses/jobs, industry, utilities, housing, & other things that are important to the community)
- Cowlitz is not a GMA county
- Goals & strategies
- Periodically reevaluate

How is the comprehensive plan enacted?

- **Future land-use map (comp plan)**
- **Zoning map & regulations (municipal code)**
- **City projects/investments**
- **Private development**
- **Periodically reevaluate & adjust**

About Highlands Planning Area

- Approximately 323 acres
- 2006 Comprehensive Plan (policy) :
 - High Density Residential (208± acres) allows large multi-story apartment building and some office uses
 - Low Density Residential (90± acres) primarily for single-family homes
 - Medium Density Residential (7± acres) up to a four-plex
 - Community Commercial (14± acres) allows a wide variety of commercial uses)



Comprehensive Plan Classifications



Characteristics

- Almost 1,800 housing units
 - about 1,000 units are rentals
 - 77% are single-family homes
 - Over 75% of housing built before 1970
 - \$82,500 median value of owner-occupied unit versus \$162,400 for Longview
- Estimated population – Over 4,800 persons
 - 16% unemployment rate
 - 41.5% below poverty line
 - \$11,399 per capita income versus \$22,223 for Longview
 - \$22,092 median household income versus \$38,498 for Longview

Characteristics

- Assets

- Archie Anderson Park
- HNA Community Center
- Good infrastructure (grid streets, sidewalks, curbs and gutters, sewer, water and stormwater services)

Across Beech Street/30th Avenue

St. Helens Elementary School

Small scale commercial

Characteristics

- Crime rates have traditionally been higher than most other Longview neighborhoods
- Recently lower crime rates but trending upwards again
 - Highlands Revitalization Plan
 - Active Highlands Neighborhood Association
 - Collaboration with Longview Police Department
- Police concerns about higher density residential increasing crime rates

Constraints for High Density Residential Development

- New development involves buying and then tearing down small, older homes and replacing them with more dense development.
- Prospective developers prefer shovel-ready properties rather than having to buy out individual lots and demolishing existing buildings.

Encouraging Redevelopment

- How can the City encourage redevelopment without negatively impacting neighborhood?
 - Encourage development of smaller, multi-family buildings
 - Allow zoning standards to be relaxed for good design
 - Off-street parking requirements
 - Vary setbacks
 - Other Concepts ???

Currently allowed

- At 25 units per acre a developer could combine 4 single-family lots & site up to 11 units in the combined area (19,200 square feet)
- Developer could re-divide 4 single family lots into 8 townhouse lots resulting in 18 units per acre

Oregon Way

- Strip along Oregon Way – front half block zoned for commercial uses
- West side existing commercial uses – Oriented more towards pass-through traffic than neighborhood
 - Underutilized strip mall
- North of Baltimore Street – older single-family homes have not converted to commercial uses
- Traffic volumes not favorable to single-family residential living

Oregon Way

- Lots are 120 feet deep – limits type of commercial development
- Not practical to expand half block to the west
 - Alley contains utilities that cannot be built over
 - Incursion into residential neighborhoods
- Primarily alley access
- Right turns only onto Oregon Way due to medians

Discuss: Future of Highlands Area?



Apartment Houses



Fourplex



Single Family

Triplex

Duplex





Where

do

we

go

from

here?

- **Additional workshops – other focus areas**
- **Update current (2006) plan content (background, issues, etc.)**
- **Review & update existing goals & policies**
- **Planning commission/city council discussion, input, & direction throughout**
- **Public hearings & environmental review**
- **Adoption by mid-2017**

Questions?



**For more information or
to give feedback:**

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