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, and Hallsville School Districts.
- 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.
• 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 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 Interstate 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.
• Develop incentives to offer 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.