LongView

LAND USE PLAN

DECEMBER 2022

WPCOG
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INTRODUCTION

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INTRODUCTION

PURPOSE OF A LAND USE PLAN

According to North Carolina General Statutes, every local government must base their zoning decisions on a long-range plan, which describes policies for land-use and growth management issues. These decisions range from rezoning decisions to transportation regulations to policies governing the uses and subdivision of land. The Town of Long View Alderman and the Town of Long View Planning Department set the creation of this Plan in motion by partnering with the Western Piedmont Council of Governments to assist in its development.

The Town of Long View Land Use Plan is a fundamental policy document that will help guide the Town's growth and development over the next ten to twenty years. The Plan provides a vision of how the Town should look in the future and clearly defines the steps that should be taken in order to realize that vision. The Plan identifies areas where investments should occur and what type of growth should be encouraged in which areas. It establishes a roadmap for how the Town should change - and how the Town should remain unchanged. Board of Alderman, Planning Board and Staff can use this Land Use plan as a guide for developing regulations, deciding rezoning cases, developing capital improvement plans, applying for grants, developing its transportation network, extending water and sewer infrastructure, amending its zoning ordinance, drafting its budget, and planning for parks. By following this Plan, the Town of Long View will continue to create the conditions that encourage orderly growth and economic development well into the future.

THE PLANNING PROCESS

The Long View Plan was developed by the Long View Advisory Committee, a 8-person group consisting of Planning Board members, Town Alderman, Town Manager, Town Planning Staff and interested citizens. The Committee conducted a 12-month community outreach, education, discussion and strategic thinking process, resulting in the creation of a draft version of this Plan. The draft version was presented to the Town Alderman. At the heart of the Plan is a series of recommended growth management strategies in the areas of land use, transportation, public services, economic development, and natural and cultural resources. Upon adoption of this Plan by the Town Alderman, the Planning Board and the Town's planning staff will be charged with prioritizing and implementing the strategies proposed in this document. The Town Plan Advisory Committee consisted of:

LAND USE PLAN ADVISORY COMMITTEE MEMBERS			
Marla Thompson Mayor	**Randall Mays** Alderman	**Phyllis Pennington** Alderman	**Ronnie Stilwell** Planning Board Member
Chuck Mullis Town Planner & Code Enforcement Officer	**Richard Armstrong** Owner of Armstrong Cars, Inc.	**David Stikeleather** Pastor at Christ United Baptist Church	**Jerry Caldwell** Owner of Caldwell TV & Appliance

CITIZEN INVOLVEMENT

Several meetings were held to provide opportunities for citizen involvement in the development of this Plan. Early in the process, a public meeting was held to gather citizen input. This public input meeting was held in the Town of Long View's Recreation Center. Participants were asked to list the Town's strengths, weaknesses, opportunities, and threats at the meeting. The results of the public meeting are provided in Appendix A.

Near the conclusion of the planning process, a final public meeting was held to allow citizens to evaluate whether the draft plan reflected their concerns and interests. The final public meeting was held at the Recreation Center on September 20, 2022. At the final public meeting, citizens were provided the opportunity to review the maps and recommendations in the draft plan and provided additional input. A formal public hearing held at the Town Alderman meeting provided additional opportunities for citizen input.

THE APPROVAL PROCESS

The Long View Advisory Committee was presented the draft plan on October 18, 2022. There was a unanimous decision to approve the document and to send a recommendation for approval of the plan to the Planning Board and then to Town Alderman. The Planning Board reviewed and unanimously recommended the plan for Alderman approval during the November 2022 Planning Board Meeting. The plan was then reviewed by the Town Alderman, and a public hearing was held to discuss the adoption of the draft plan at the December Alderman meeting. The draft plan was approved by the Town Alderman on December 12, 2022.
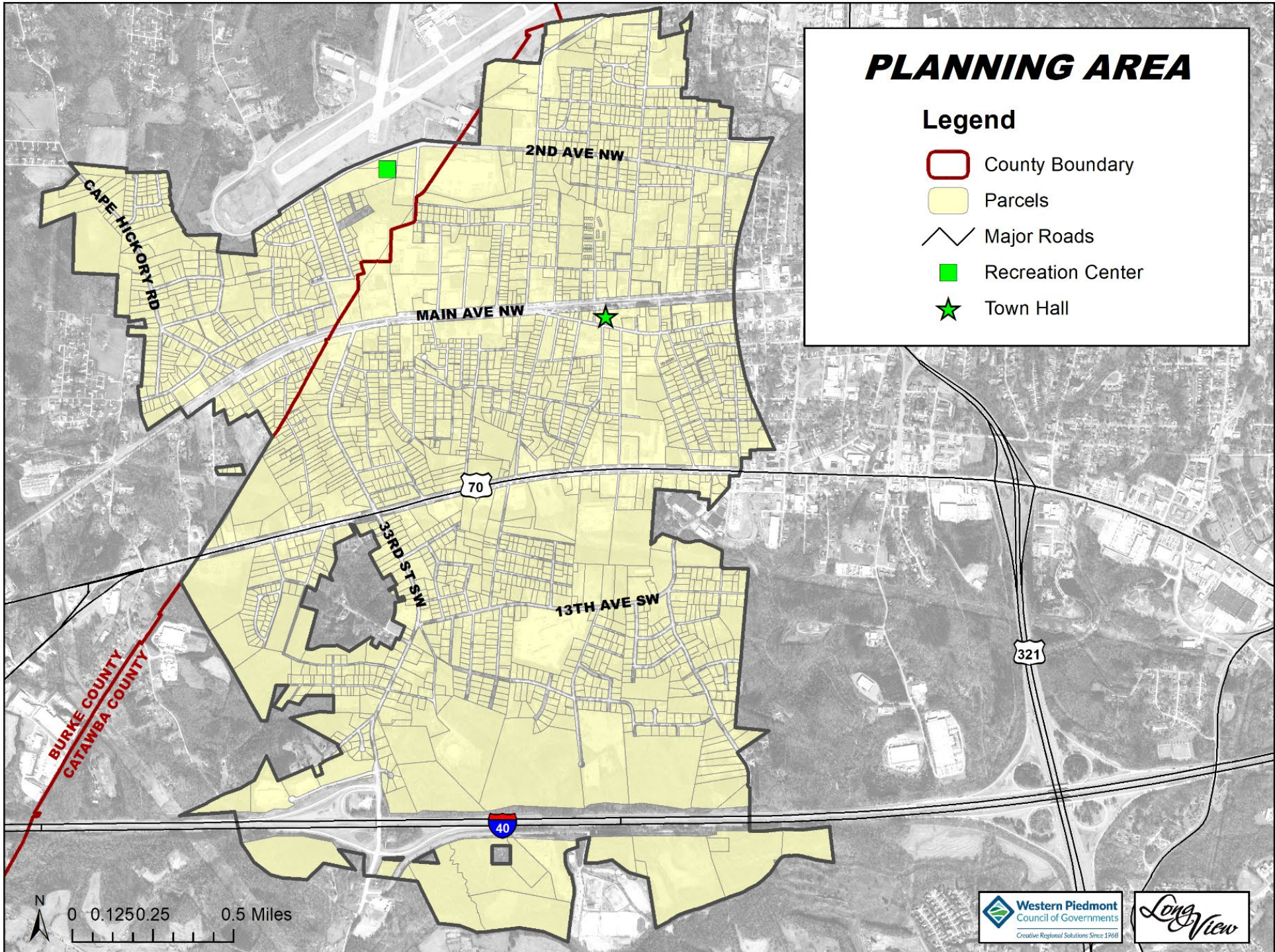
PLANNING AREA

The geographic area included in this Plan includes land located within the Town's municipal limits (See Figure 1-1: Planning Area).

NEXT STEPS

Upon adoption of this Plan, appropriate changes will be made to the Town's Zoning and Subdivision Ordinances, and the Future Land Use section of the plan should be referenced when considering rezoning requests. Land Use plans are intended to be living documents. Revisions of this Plan may be necessary based on state law and changing economic conditions. The Planning Board and Town planning staff should review this document periodically to evaluate its effectiveness and to determine if revisions are necessary.

PLANNING AREA

Legend

- ☐ County Boundary
- ☐ Parcels
- ⋀ Major Roads
- 🟩 Recreation Center
- ⭐ Town Hall

2ND AVE NW

CAPE HICKORY RD

MAIN AVE NW

33RD ST SW

13TH AVE SW

70

321

BURKE COUNTY
CATAWBA COUNTY

I-40

N

0   0.125 0.25   0.5 Miles

Western Piedmont
Council of Governments
Creative Regional Solutions Since 1968

Long
View

This map is a graphic representation and should only be used for illustrative purposes. Map created with data provided by Burke County GIS, Catawbal County GIS, and ESRI.
Q:\Planning\Planning Division\Long View\LandUsePlan\GIS\Map_Files\Layout\LongViewPlanningARea8.5x11.mxd

DEMOGRAPHICS

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DEMOGRAPHICS

POPULATION

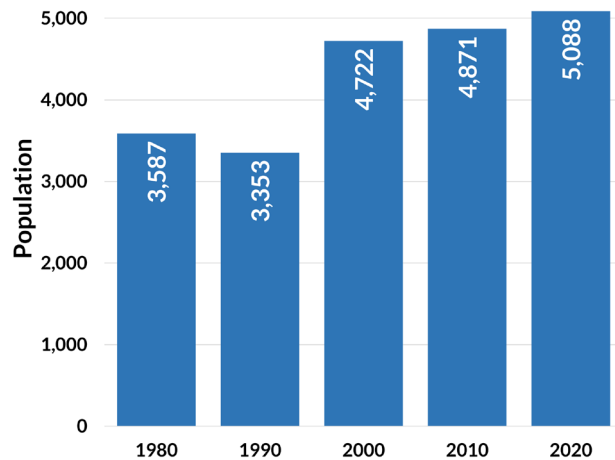The Census count in 1980 for Long View was 3,587 (Figure 1). As of 2020, the U.S. Census Bureau shows that the population of Longview is 5,088. Table 1 shows population changes between 2000 and 2020 for Long View, Catawba County, the Hickory Metropolitan Statistical Area or MSA (Alexander, Burke, Catawba and Catawba Counties), North Carolina and the United States. Long View added 149 people between 2000 and 2010, an increase of 3.2%. The percentage growth was less than the Catawba County (8.9%) and the Hickory MSA (6.5%), and lower than the North Carolina (18.5%) or the US (9.7%) population growth rate. Estimates from the US Census Bureau indicate that Long View gained population between 2010 and 2020. The 2020 Long View population estimate (5,088) is slightly higher than the Census 2000 population count (4,722). Since 2010, Catawba County experienced a population gain

Figure 1.
Long View Population, 1980-2020

Source: 1980-2020 Census, US Census Bureau and WPCOG Data Center, 2022.

of 6,252 people, a 4.1% increase. From 2010 to 2020, the population of the Hickory MSA decreased by 0.1%. North Carolina's population grew 9.5% between 2010 and 2020 to 10.4 million. The number of persons in the United States has increased 7.4% from 308.8 million in 2010 to 331.5 million in 2020.

Table 1. Population Comparison, 2000-2020							
Location	2000 Census	2010 Census	Change 2000-2010	% Inc.	2020 Census	Change 2010-2020	% Inc.
Long View	**4,722**	**4,871**	**149**	**3.2**	**5,088**	**217**	**4.5**
Catawba County	141,686	154,358	12,672	8.9	160,610	6,252	4.1
Hickory MSA	341,851	365,497	23,646	6.5	365,276	-221	-0.1
NC	8,049,313	9,535,483	1,486,170	18.5	10,439,388	903,905	9.5
US	281,421,906	308,745,538	27,323,632	9.7	331,449,281	22,703,743	7.4

Sources: 2000, 2010 and 2020 Census, US Census Bureau.

Whites are the largest race group in Long View. Over 60% of the Town's population is White (Table 2). Between 2010 and 2020, however, the number of Whites decreased by 428 persons to 3,201. Hispanic is the Town's largest minority group (16.4% of Long View's population in 2020). The Town's Hispanic population grew from 515 persons in 2010 to 834 in 2020. Since the 2010 Census, Long View's African American population has increased by 84 to 638. The population of the "two or more races" group in Long View has more than doubled since 2010 to 272.

Table 2. Long View Population by Race/Ethnic Group, 2010-2020						
Race/Ethnic Group	**2010 Census**	**% of Pop.**	**2020 Census**	**% of Pop.**	**Change 2010 to 2020**	**% Change 2010 to 2020**
Total Population	4,871	100.0	5,088	100.0	217	4.4
White	3,629	74.5	3,201	62.9	-428	-11.8
African American	554	11.4	638	12.5	84	15.2
American Indian	19	0.4	33	0.6	14	73.7
Asian American	243	5.0	284	5.6	41	16.9
Two or More Races	147	3.0	419	8.2	272	185.0
Some Other Race	279	5.7	506	9.9	227	81.4
Hispanic (Any Race)	515	10.6	834	16.4	319	61.9
White, (Not Hispanic)	3,425	70.3	3,050	59.9	-375	-10.9

Sources: 2010 and 2020 Census, US Census Bureau.

Age group population data for Long View from 2010 to the 2016-2020 ACS is displayed in Table 3. Some age groups gained population between 2010 and 2016-2020, while others experienced declines. The older age groups in Long View have had the some of the most significant population gains since 2010 due to the aging of the "Baby Boomers." The number of people in the 75 to 84 age group, for example, grew by 104 between 2010 and 2016-2020 to 409 persons. The population of the 65 to 74 age group increased 16.8% from 370 in 2010 to 432 in 2016-2020.

Table 3. Long View Population by Age Group, 2010 Census to 2016-2020 American Community Survey (ACS)				
Age Group	**2010 Census**	**2016-2020 ACS Estimate**	**Change 2010 Census to 2016-2020 ACS**	**% Change 2010 Census to 2016-2020 ACS**
Under 5 Years	343	265	-78	-22.7%
5 to 9 Years	297	268	-29	-9.8%
10 to 14 Years	277	244	-33	-11.9%
15 to 19 Years	290	234	-56	-19.3%
20 to 24 Years	321	260	-61	-19.0%
25 to 34 Years	660	817	157	23.8%
35 to 44 Years	670	601	-69	-10.3%
45 to 54 Years	644	636	-8	-1.2%
55 to 59 Years	294	434	140	47.6%
60 to 64 Years	305	290	-15	-4.9%
65 to 74 Years	370	432	62	16.8%
75 to 84 Years	305	409	104	34.1%
85 Years and Over	95	69	-26	-27.4%
Total	**4,871**	**4,959**	**88**	**1.8%**

Source: 2010 Census and 2016-2020 (5-Year) American Community Survey, US Census Bureau.

The largest population loss between 2010 and 2016-2020 was in the under age 5 group. The population of the under age 5 decreased from 343 in 2010 to 265 in 2016-2020. Besides population losses in the under age 5 cohort, population declines also occurred in the other four of youngest age groups (age 5 to 9, age 10 to 14, age 15 to 19 and age 20 to 24 cohorts). The population of the age 5 to 9, age 10 to 14, age 15 to 19 and age 20 to 24 groups in Long View decreased by 9.8%, 11.9%, 19.3% and 19.0% respectively between 2010 and 2016-2020. Significant population growth, meanwhile, occurred in the age 25 to 34 cohort. The number of persons in this groups grew from 660 in 2010 to 817 in 2016-2020.

The impacts of the increasing older labor force (age 55 to 59) and elderly (age 65 to 84) populations on median age can be seen in Table 4. Between 2000 and 2010, the median age in Long View rose by 1.2 years to 38.8. Long View's median age has increased 6.2% since 2010 to 41.2 years. The Town's median age is currently less than Catawba County and the Hickory MSA, but is slightly higher than North Carolina and the United States.

Table 4. Median Age, 2000 Census to 2016-2020 ACS					
Location	2000 Census	2010 Census	% Change	2016-2020 ACS	% Change
Long View	**37.6**	**38.8**	**3.2**	**41.2**	**6.2**
Catawba County	36.1	39.6	9.7	41.3	4.3
Hickory MSA	36.7	40.5	10.4	43.3	6.9
NC	35.3	37.4	5.9	39.1	3.7
US	35.3	37.2	5.4	38.5	2.4

Source: 2000, 2010 Census and 2016-2020 (5-Year) ACS, US Census Bureau.

Age group projections are not available for Long View. The NC Office of State Management and Budget, however, has generated age group projections for Catawba County (Table 5). The population of the 65 to 74, 75 to 84 and 85 years and over age cohorts will continue to grow over the next 20 years as the "baby boomers" grow older. The loss of 25 to 44 year-olds in the County from 2000 to 2010 will lead to population declines in the 55 to 59 and 60 to 64 groups through 2041. The population of the age 25 to 34 and age 35 to 44 cohorts is anticipated to decrease by 13.1% and 28.2% respectively between 2021 and 2041.

| Table 5. Catawba County Population by Age Group, 2021-2041				
Age Group	2021 Estimate	2041 Projection	Change 2021-41	% Change 2021-41
Under 5 Years	8,356	9,833	1,477	17.7%
5 to 9 Years	8,992	10,000	1,008	11.2%
10 to 14 Years	10,163	10,833	670	6.6%
15 to 19 Years	10,845	11,234	389	3.6%
20 to 24 Years	10,586	10,380	-206	-1.9%
25 to 34 Years	19,538	22,102	2,564	13.1%
35 to 44 Years	18,378	23,568	5,190	28.2%
45 to 54 Years	21,782	22,916	1,134	5.2%
55 to 59 Years	11,396	10,515	-881	-7.7%
60 to 64 Years	10,943	10,857	-86	-0.8%
65 to 74 Years	18,142	22,242	4,100	22.6%
75 to 84 Years	9,385	16,037	6,652	70.9%
85 Years and Over	2,845	5,942	3,097	108.9%
Total	**161,351**	**186,459**	**25,108**	**15.6%**

Source: NC Office of Management and Budget, 2022.

HOUSEHOLD INCOME

Long View household income data from the 2016-2020 American Community Survey (ACS) is revealed in Table 6. Long View has experienced an 27.3% increase in median household income from $30,769 in 2006-2010 to $39,174 in 2016-2020. Long View's 2020 median household income is $15,786 less than the Catawba County median ($54,960), $10,532 less than the Hickory MSA median ($49,706), and is $17,268 less than the State median ($56,642). About 25% of Long View's households in 2016-2020 earn less than $25,000 a year while 39% of households earn between $25,000 and $50,000 per year. Another 29% of households had incomes between $50,000 and $100,000 per year. About seven percent (7.4%) of Long View's households make more than $100,000 per year.

Table 6. Long View Income Statistics, 2016-2020 American Community Survey (ACS)		
Households	**2016-2020 ACS**	**% of Households**
Total Households	2,066	100.0
Households Earning Less than $25,000	506	24.5
Households Earning between $25,000 and $50,000	814	39.4
Households Earning between $50,000 and $100,000	593	28.7
Households Earning more than $100,000	153	7.4
Median Household Income	$39,174	

Source: 2016-2020 (5-Year) American Community Survey, US Census Bureau.

According to the Census website, the Bureau "uses a set of money income thresholds that vary by family size and composition to determine who is in poverty. If a family's total income is less than family's threshold, then that family and every individual in it is considered in poverty." Results from the 2016-2020 American Community Survey for Long View show that 542 persons, or 11.1% of the population, were at or below the poverty level (Figure 2). The Town's all persons poverty rate and Under Age 18 Poverty Rate was lower than the Catawba County, Hickory MSA, the North Carolina or the United States poverty rate. The Long View poverty rate for persons over age 65 was much higher than the Catawba County, Hickory MSA, North Carolina or United States over age 65 poverty rate.

Figure 2.
Poverty Rate Comparison, 2016-2020 ACS
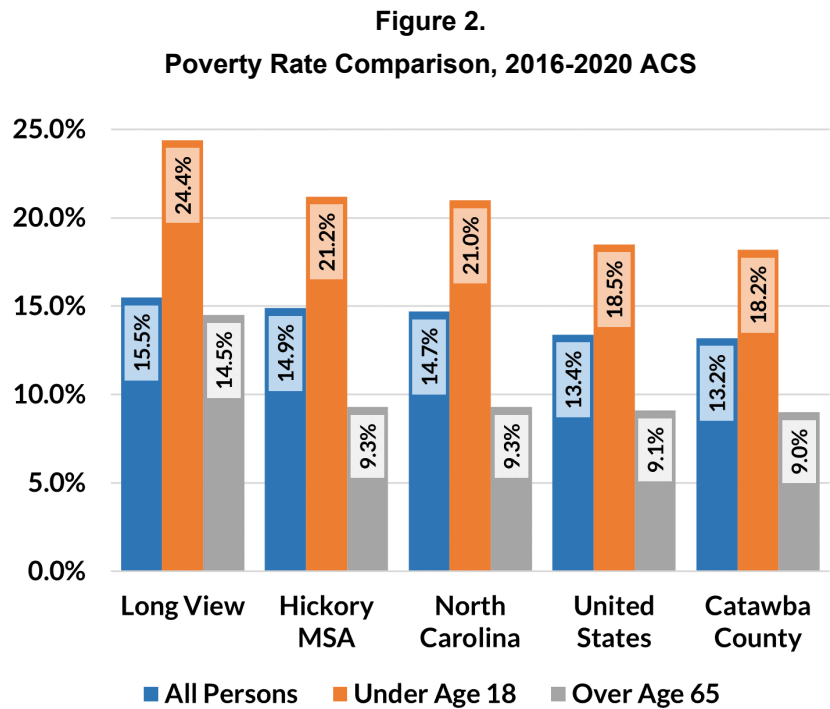
Source: 2016-2020 (5-Year) American Community Survey, US Census Bureau.
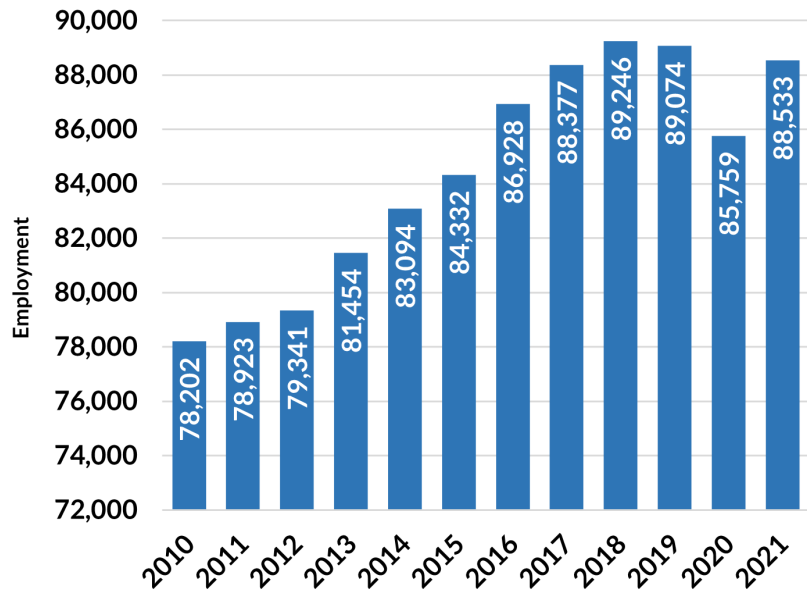
EMPLOYMENT

Employment by industry of Long View residents from the 2016-2020 ACS is shown in Table 7. About 32% of total employment in 2016-2020 was in the Manufacturing Industry. Another 18% of employed persons worked in the Education and Health Care Industry. About 12% of residents were in the arts/entertainment/recreation while another 12% of workers were in the Retail Trade Industry.

Table 7. Long View Employment by Industry, 2016-2020 ACS		
Industry	**2016-2020 ACS**	**% of Employed Population**
Employed Population	**2,371**	**100.0**
Agriculture	0	0.0
Construction	177	7.5
Manufacturing	762	32.1
Wholesale Trade	44	1.9
Retail Trade	275	11.6
Transportation/Warehousing/Utilities	44	1.9
Information	0	0.0
Finance/Insurance/ Real Estate	93	3.9
Professional Services	65	2.7
Education and Health Care	429	18.1
Arts/Entertainment/Recreation	277	11.7
Other Services	168	7.1
Public Administration	37	1.6

Source: 2016-2020 (5-Year) American Community Survey, US Census Bureau.

Between fourth quarter 2010 and fourth quarter 2012, Catawba County employment only added about 1,100 jobs from 78,202 to 79,341 (Figure 3). The economic recovery led to a 9,905-employment increase in Catawba County between fourth quarter 2012 (79,341) and fourth quarter 2018 (89,246). Between fourth quarter 2019 and fourth quarter 2021, Catawba County employment decreased by 3,315 positions to 85,796, more than likely due to the Covid-19 pandemic. As of fourth quarter 2021 most jobs lost during the pandemic had been recovered. The 88,533 employment total for Catawba County in fourth quarter 2021 is just 541 jobs less than in fourth quarter 2019.

Figure 3.
Catawba County Employment, Fourth Quarter 2010-2021

Source: NC Labor and Economic Analysis Division, 2022.

Since fourth quarter 2010, the biggest employment losses in Catawba County have occurred in textile mills (331), clothing and clothing accessory stores (138) and wholesale electronic markets and agents (132) (Figure 4). The largest employment gains occurred in ambulatory health care services (1,452), plastics and rubber products manufacturing (768) and merchant wholesalers, durable goods (719) (Figure 4).
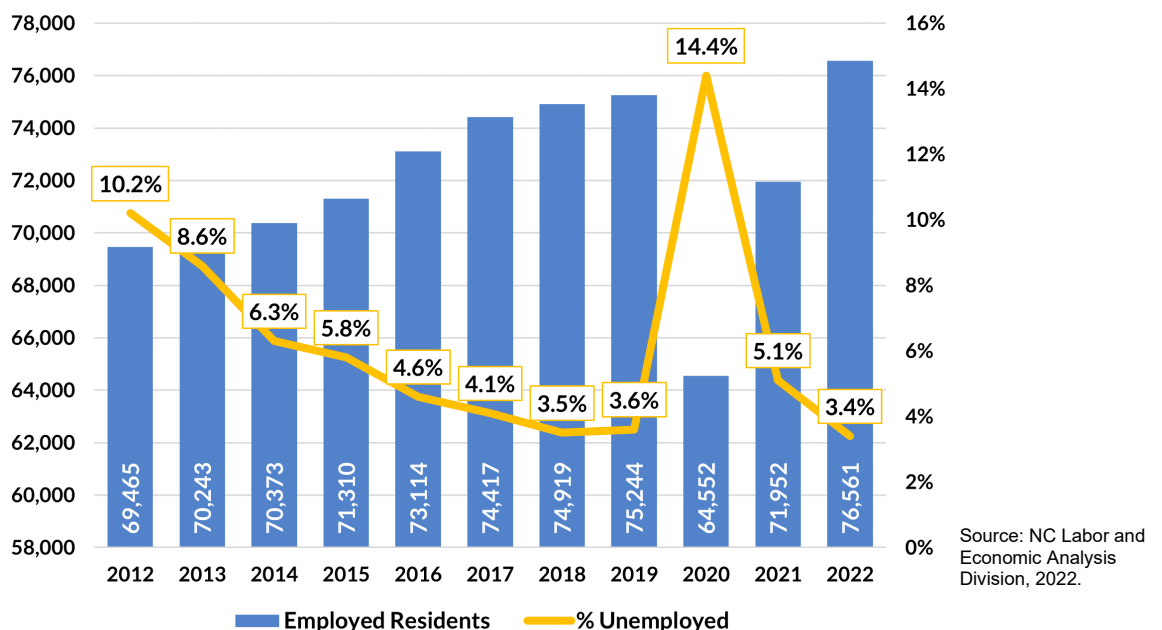
Figure 4.

Catawba Co. Employment Gains and Losses by Industry Sector, 4th Qtr. 2010-2021

Source: NC Labor and Economic Analysis Division. 2022.

One of Catawba County's success stories over the past decade is the dramatic drop in its unemployment rate (excluding the 2020 COVID-19 pandemic. The County's unemployment fell from 10.2% in May 2012 to 3.4% in May 2022 (Figure 5). The number of employed Catawba County residents grew from 69,465 in May 2012 to 76,561 in May 2022. Catawba County is the economic hub of the region. Nearly 29,000 commute from neighboring counties into Catawba County for employment (Figure 6).

Figure 5. Catawba County Employed Residents and Unemployment Rate, May 2012 to May 2022

Source: NC Labor and Economic Analysis Division, 2022.

Figure 6.
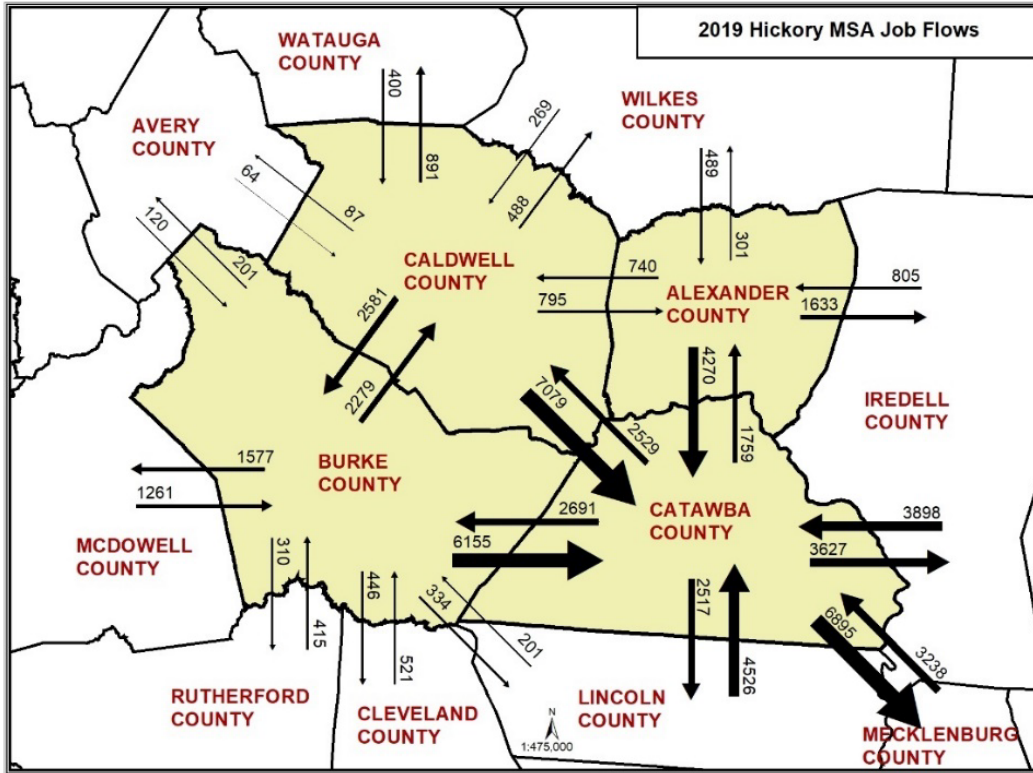
EDUCATIONAL ATTAINMENT

Educational attainment levels of the population age 25 and over for Long View, Catawba County, the Hickory MSA, North Carolina and the United States are shown in Figure 7. Data from the 2016-2020 ACS indicates that 83.8% of Long View's population age 25 and older has an educational attainment level of "high school (or equivalent) or higher" with 8.6% having a "Bachelor's Degree or higher." Long View has a very similar (over age 25) high school or higher educational attainment rate as the Hickory MSA, but a lower high school or higher educational attainment rate (over age 25) than Catawba County, North Carolina or the United States. Long View had a lower Bachelor's Degree or higher (over age 25) education attainment percentage than Catawba County, the Hickory MSA, North Carolina and the United States.

Figure 7.
**Educational Attainment, 2016-2020 ACS**
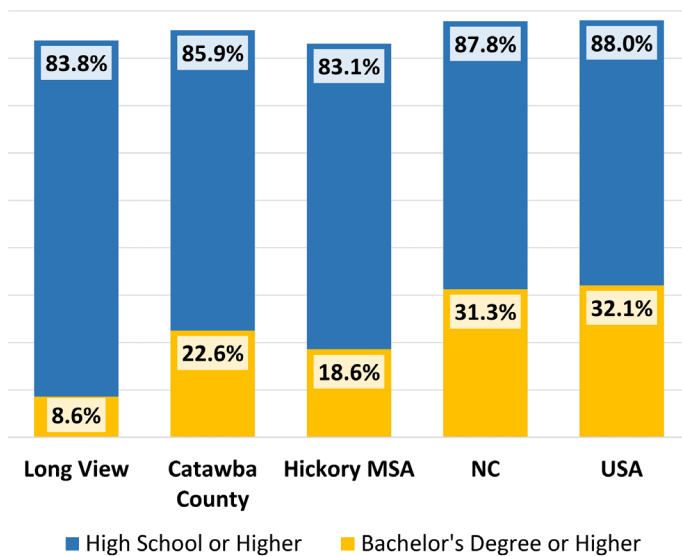
Source: 2016-2020 (5-Year) American Community Survey, US Census Bureau.

HOUSING

The number of housing units in Long View increased from 1,482 in 1990 to 2,353 in 2020 (Figure 8). Most of the housing growth occurred between 1990 and 2010. From 1990 to 2010, about 683 housing units were added in Long View (Table 8). Long View's 6.9% percentage housing growth between 2000 and 2010 was lower than Catawba County, the Hickory MSA, the State and the United States. The 2020 Census showed that Long View gained 38 housing units between 2010 and 2020. This count may have been low due to a poor response rate during the Covid-19 epidemic. Long View housing growth rate (1.6%) between 2010 and 2020 was lower than Catawba County, the Hickory MSA, the State and the United States.

Figure 8.
Long View Housing Units, 1990-2020
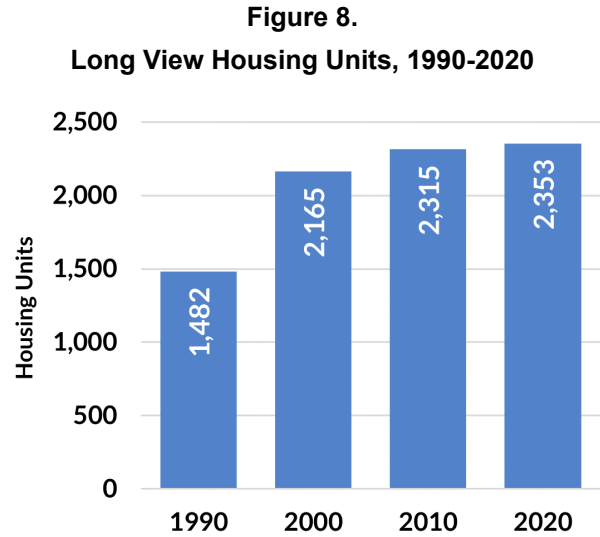
Source: 1990-2020 Census, US Census Bureau.

Table 8. Housing Units, 2000-2020							
Location	2000	2010	Change 2000-2010	% Inc.	2020	Change 2010-2020	% Inc.
Long View	**2,165**	**2,315**	**150**	**6.9**	**2,353**	**38**	**1.6**
Catawba County	59,919	67,886	7,967	13.3	70,744	2,858	4.2
Hickory MSA	144,874	162,613	17,739	12.2	163,160	547	0.3
NC	3,523,944	4,327,528	803,584	22.8	4,708,710	381,182	8.8
US	115,904,641	131,704,730	15,800,089	13.6	140,498,736	8,794,006	6.7

Source: 2000-2020 Census, US Census Bureau.

Data in Table 9 reveals that the percentage of renter-occupied units in Long View has increased between the 1990 Census and the 2016-2020 ACS. The percentage of renter-occupied housing in Long View rose from 34.1% of occupied units in 1990 to 44.8% in 2020. This is due to increase in multi-family construction and conversion of single-family to multi-family units, particularly between 2000 and 2010. As of 2016-2020, Long View had a higher percentage of renter-occupied housing than Catawba County and the Hickory MSA, North Carolina and the United States.

Table 9. Percent Renter-Occupied Units, 1990 Census to 2016-2020 American Community Survey (ACS)				
Location	1990 Census	2000 Census	2010 Census	2016-2020 ACS
Long View	**34.1**	**34.0**	**41.4**	**44.8**
Catawba County	25.2	25.5	26.6	30.6
Hickory MSA	25.3	25.7	26.6	26.6
NC	28.6	27.2	33.3	34.3
US	35.8	33.8	34.9	35.6

Source: 1990-2010 Census and 2016-2020 (5-Year) ACS, US Census Bureau.

Table 10 shows an increase in the median value of owner-occupied housing units in Long View between the 2000 Census and the 2006-2010 ACS (20.3%). Median housing value fell 3.5% to $89,400 between the 2006-10 ACS and

the 2016-2020 ACS. Median home values gained 10.2% and 27.8% in Catawba County and the Hickory MSA respectively from 2006-2010 to 2016-2020. The 2016-2020 ACS Long View median housing value was much lower than Catawba County, the Hickory MSA, the North Carolina and United States median value.

Location	2000	2006-2010 ACS	% Change	2016-2020 ACS	% Change
Long View	$73,800	$92,600	20.3	$89,400	-3.5
Catawba County	$103,000	$130,300	26.5	$143,600	10.2
Hickory MSA	$93,500	$118,600	26.8	$151,600	27.8
NC	$108,300	$149,100	37.7	$202,200	35.6
US	$119,600	$188,400	57.5	$251,700	33.6

Table 10. Median Value of Owner-Occupied Units, 2000 to 2016-2020

Source: 2000 Census, 2006-2010 and 2016-2020 (5-Year) American Community Survey, US Census Bureau.

TRANSPORTATION

3

TRANSPORTATION

LAND USE PLANNING AND TRANSPORTATION

Land use decisions have a big impact on how people move. Transportation and land use go hand in hand: roads, sidewalks and shared use paths all give land value – and also influence the way in which land is developed. At the same time, the way that land is used often creates pressure to either improve existing transportation infrastructure or construct new roads, sidewalks, and shared use paths.

Good land use & transportation planning can:
- ✓ Improve accessibility between community destinations (neighborhoods, parks, schools, and work locations) for all users (vehicles, pedestrians, bicyclists and wheel chair users).
- ✓ Reduce congestion on main roads by improving local street connectivity.
- ✓ Reduce the costs of transportation projects by encouraging growth in existing job centers.
- ✓ Reduce the costs of water/sewer infrastructure extensions by encouraging growth in existing job centers.
- ✓ Provide more travel choices during peak travel times.

By conducting land use planning and transportation planning together, Long View will be better able to ensure that the current and future transportation needs of each land use area are met.

LAND USE PLANNING AND TRANSPORTATION IMPROVEMENT PROJECTS

Jointly adopted in 2018, the 2045 Metropolitan Transportation Plan (MTP) and the Comprehensive Transportation Plan (CTP) recommended several transportation improvement projects in Long View. Both the MTP and CTP are developed by the Greater Hickory Metropolitan Planning Organization (GHMPO), in consultation with locally elected/appointed officials, Town of Long View staff, and NCDOT staff. The MTP is a document that identifies transportation projects in the region within a 25+ year time frame. It is "fiscally constrained", which means that the costs for projects identified in the MTP must balance with forecasted state revenues. The CTP looks much farther into the future (30+ years), and identifies projects in a more general way based on projected long-term growth trends and anticipated land use changes. Unlike the MTP, there are no cost constraints in the CTP – it is more of a long-term wish list.

MTP RECOMMENDED PROJECTS:

33rd Street SW and 34th Street NW
- Realign Intersection. This project would create a new intersection by realigning 33rd Street SW and 34th Street NW by constructing a new railroad crossing. A portion of 33rd Street SW would be relocated to the west. The intersection project recently underwent reevaluation by NCDOT, and is currently included in the draft 2024-2033 State Transportation Improvement Program (STIP).

CTP RECOMMENDED PROJECTS:

Recommended for improvements:

- 8th Avenue NW from City of Hickory limits to 2nd Avenue NW
- 2nd Avenue NW from City of Hickory limits to Hickory Airport Road
- 34th Street NW from 2nd Avenue NW to Main Avenue NW
- 33rd Street NW from 1st Avenue SW to Interstate 40

The Town of Long View should work closely with the GHMPO to identify future projects that will address the Town's land use and transportation needs – and will also align with NCDOT's ability to provide funding. For example, smaller – but impactful – projects that improve safety, accessibility, efficiency and connectivity should be identified. These projects could include turn lanes, multiuse paths for pedestrians and bicyclists, and intersection improvements. In addition, identifying improvements to shorter road segments that will address multiple needs are more likely to be considered by NCDOT. Each project should be selected based on the Town's adopted land use map and plan. Overall, the projects that provide the most "bang for the buck" are the ones that will have a better chance to secure funding from NCDOT.

Map: Transportation Projects, shows the transportation improvement projects listed above. The Town should consult the CTP, MTP, and this land use plan when considering transportation improvement projects and potential land use impacts.

TRANSPORTATION PROJECTS

Legend

- ⬛ Long View Town Limits
- ▭ County Boundary
- ▭ Parcels
- ⋰⋱ Projects Under Development
- ⌇ CTP Projects
- ⋀ Major Roads
- ⦿ Projects for Delivery
- ⬛ Recreation Center
- ★ Town Hall
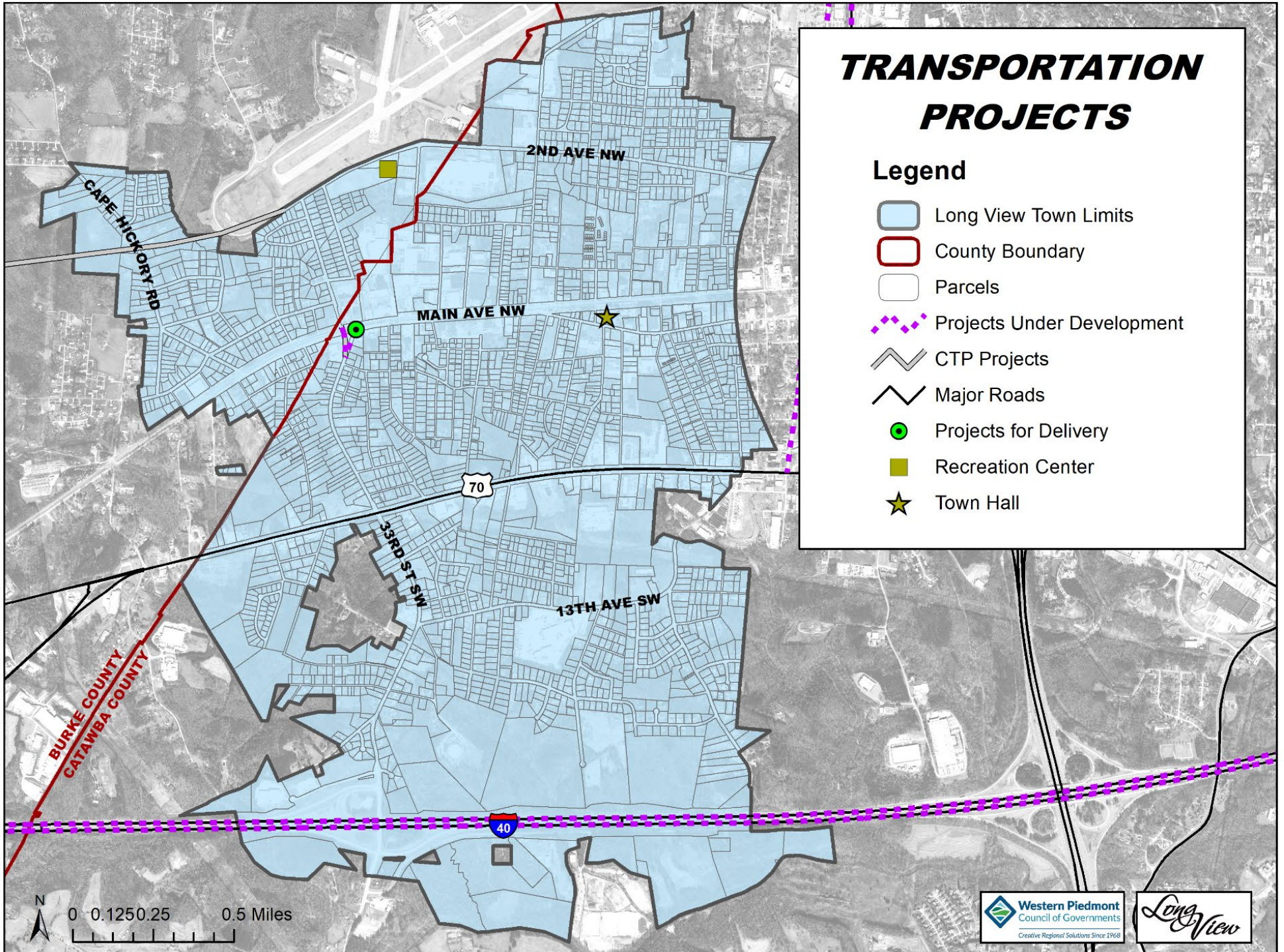
2ND AVE NW

MAIN AVE NW

CAPE HICKORY RD

33RD ST SW

13TH AVE SW

70

BURKE COUNTY
CATAWBA COUNTY

40

N

0 0.125 0.25   0.5 Miles

Western Piedmont
Council of Governments
Creative Regional Solutions Since 1968

Long View

This map is a graphic representation and should only be used for illustrative purposes. Map created with data provided by Burke County GIS, Catawbal County GIS, and ESRI.
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NORTH CAROLINA DEPARTMENT OF TRANSPORTATION (NCDOT) COMPLETE STREETS POLICY:

NCDOT's Complete Streets Policy requires that requires NCDOT planners and designers consider and incorporate multimodal facilities in the design and improvement of all appropriate transportation projects. Examples of multimodal facilities include roads with sidewalks, side paths, bike lanes, and safe wheelchair accommodations.

When a state-maintained road is identified for improvements through the project prioritization process – and a locally adopted plan contains specific recommendations for complete street facilities on that road, NCDOT will fully fund the cost of designing, acquiring right of way, and constructing those facilities (not including elements identified as betterments). *However, the project must meet certain NCDOT criteria, and the local government is required to enter in to a long-term maintenance agreement for all complete street improvements.*

Complete Street Cost Share			
Facility Type	**In Plan**	**Not in Plan, but Need Identified**	**Betterment**
Pedestrian Facility	NCDOT pays full	Cost Share	Local
On Road Bicycle Facility	NCDOT pays full	NCDOT pays full	Local
Separated Bicycle Facility	NCDOT pays full	Cost Share	Local
Greenway Crossing	NCDOT pays full	Cost Share	Local
Transit Facility*	NCDOT pays full	Cost Share	Local

Cost Share Formula		
Jurisdiction Population*	**Cost Participation**	
	NCDOT	**Local**
> 100,000	80%	20%
50,000 to 100,000	85%	15%
10,000 to 50,000	90%	10%
< 10,000	95%	5%
*For counties, the non-municipal county population, OSBM		

If an improvement is identified during the project prioritization process, but is not included in a local plan, a cost sharing arrangement can be implemented. The amount of cost share is based on the local government's population:

Transportation infrastructure requirements should be considered when evaluating requests from developers to alter existing land use and zoning plans. Because projects that are potentially eligible for complete street improvements are identified during the project prioritization process, the Town should work closely with the GHMPO throughout all phases of that process.

LAND USE PLANNING AND TRANSPORTATION DISCUSSION
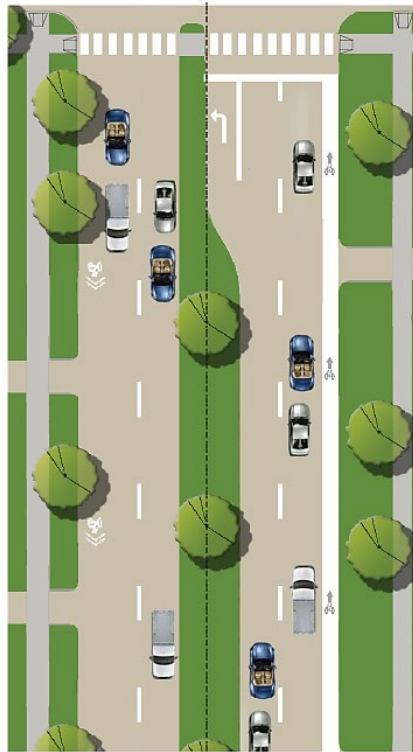
This rendering of potential improvements to US 70 shows landscaping, trees, sidewalks and a multi-use path.

Land use patterns make a significant impact on how people travel within a community. For example, an office will likely generate trips that begin in residential areas and end at the office. The type of trips that occur are the result of the office's location relative to the residential area. If the office is a long distance from residential areas, then employees will likely use their vehicles to get to work. If the office is nearby, employees may decide to walk or ride their bicycles – provided that sidewalk, shared use paths or bicycle lanes are in place. This is just one example of how decision makers in Long View can think about land use – and how it relates to transportation planning.

While the locations of different land uses relative to one another is a significant factor in planning for accessibility, so is development density. Dense residential neighborhoods or areas with a high concentration of office, institutional or manufacturing uses require careful consideration of vehicular access needs as well as the needs of pedestrians and/or bicyclists. Where feasible, Long View should encourage mixed land usage as a way to reduce vehicle trips, lower the costs of transportation projects, and expand access to a wider range of transportation options. The Town should also encourage growth where there are existing job concentrations or in clusters along existing regional transportation corridors (like along US 70).

Carefully planned transportation infrastructure can provide residents (and visitors) with a variety of options to safely travel to a local park, to school, or to visit friends and family. Transportation infrastructure can also expand access to jobs, shopping, and recreation destinations – which could lead to economic development. In short, evaluating the needs of all transportation users when engaging in land use planning can improve the community's overall quality of life - by laying the foundation for efficient movement between and amongst different land uses.

The design and function of roads can have a significant impact on the identity and character of neighborhoods, roadway corridors, and even entire cities or towns. While multilane roads may efficiently move large volumes of vehicular traffic, they are less desirable to pedestrians and bicyclists from the standpoint of safety and comfort. Pedestrians and bicyclists often feel unsafe when walking next to or riding on roads with heavy, higher speed traffic. Studies have shown that incorporating landscape and streetscape elements (trees, shrubbery, benches) along roads can reduce speeding. These elements can also create a sense of civic pride and provide a pleasant experience for visitors.

LAND USE PLANNING, ACCESS MANAGEMENT, AND BUILDING SITES
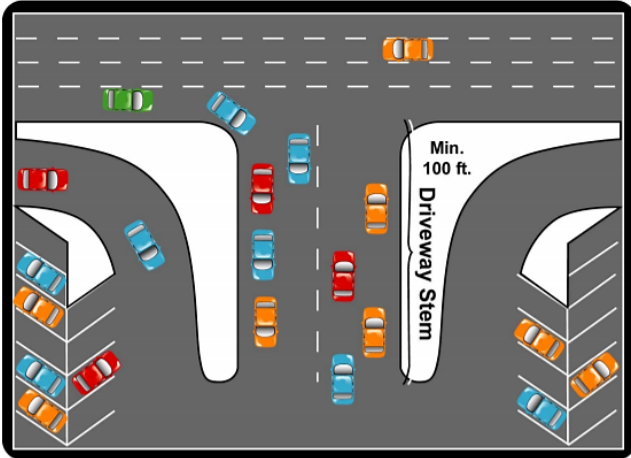
Drivers need safe and effective ways to access roads from adjacent land uses. The way in which this access is provided can have a significant impact on traffic flow, crashes, and bicycle/pedestrian safety. Access Management is the term used by planners to describe this process. For example, determining the number and spacing of driveway cuts at a new shopping plaza which is located along a main road is a type of access management. If a shopping plaza with only one entry/exit point leading to an adjacent main road is built, drivers on the main road would only have to focus on the vehicles which are using that one entry/exit point. Conversely, if a shopping plaza has multiple entry/exit points, drivers on the main road will have to focus on all of the vehicles using each of those entry/exit points. In this example, using one access point would likely reduce the potential for crashes, while also improving traffic flow on the main road.

The type of Access Management needed will vary significantly based on land uses and road types. Land use plans need to take into account how vehicular access requirements will be influenced by individual land uses.

Effective access management methods include:
- ✓ Limiting driveway cuts along main roads
- ✓ The placement of medians to prevent unsafe turning
- ✓ Constructing safe vehicle turn lanes
- ✓ Allowing vehicles to move between adjacent developments via parking lots or access roads, rather than getting back on the main road to do so

The location and design of building sites (next to roads) can also significantly impact traffic flow. When buildings are located closer to roads, drivers tend to slow down – because the closer proximity to the buildings makes drivers more aware of their surroundings. Drivers feel more "friction" because buildings are closer. Conversely, buildings placed farther back from the road, behind parking lots, often make drivers feel that they can exceed speed limits. Long View should encourage developers to locate buildings closer to main corridors (like along US 70, 1st Avenue SW and 2nd Avenue NW), while also placing parking lots behind buildings. This will have the added benefit of creating a green space between roads and buildings, which can be used to build safer sidewalks or multi-use paths – as well as landscaping.

LAND USE PLANNING AND TRANSPORTATION SAFETY

Safety is the most important aspect of transportation planning. It is vital to examine how the safety of the Town's transportation network may be affected by current and future land uses. Safety improvement projects (referred to as "modernization projects" by NCDOT) can include the construction of new turn lanes, the straightening of curves, the installation of rumble strips, and intersection improvements.

Map "Vehicle Crashes" shows vehicle crashes in Long View from 2015 to 2019, and Map "Pedestrian and Bicycle Crashes" shows pedestrian and bicycle crashes for the same period. The Town should consult these maps when considering requests for new developments, land use changes and when developing new transportation improvement projects.
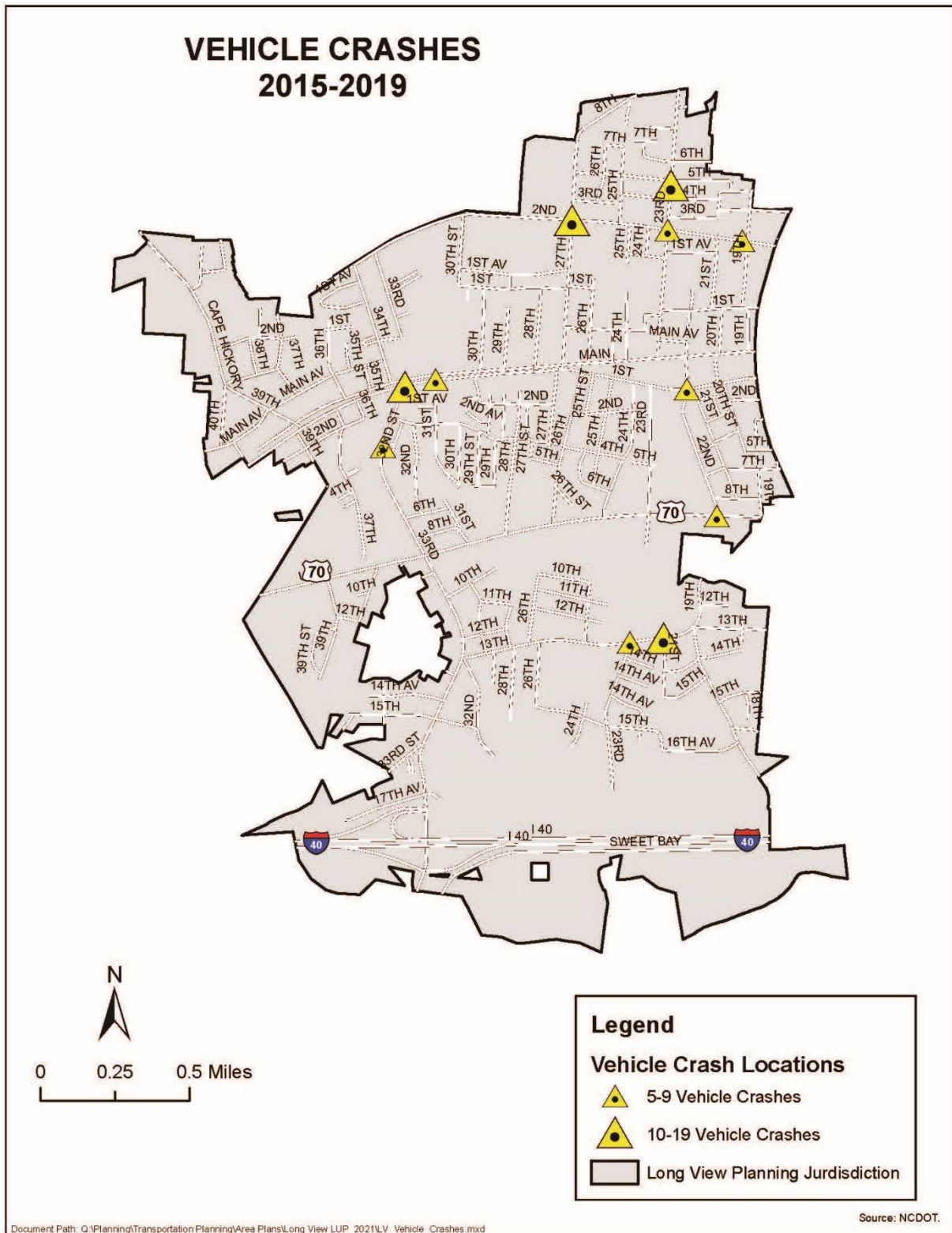
PEDESTRIAN AND BICYCLE CRASHES
2015-2019
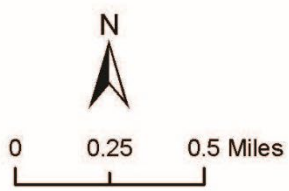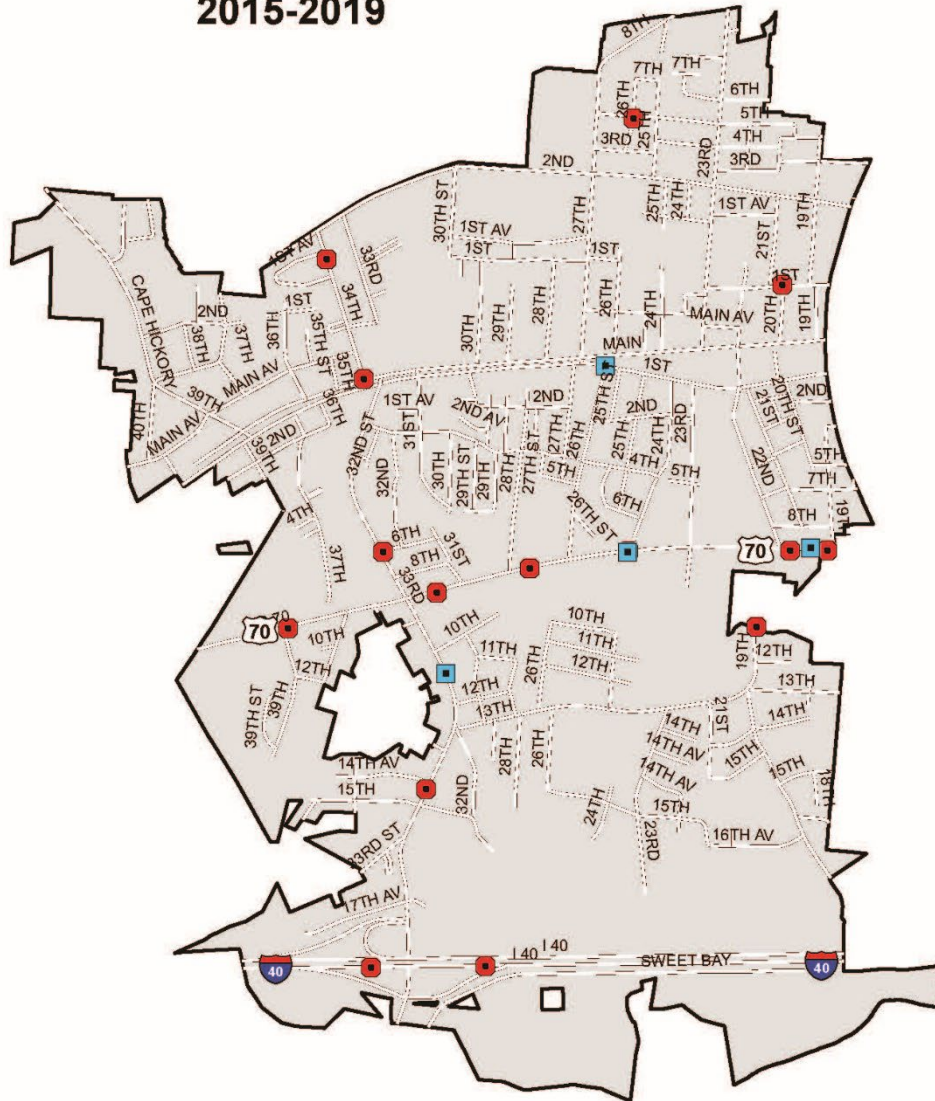
Legend

- Bicycle Crash Locations
- Pedestrian Crash Locations
- Long View Planning Jurdisdiction

0   0.25   0.5 Miles

N

OTHER NCDOT POLICIES

Policy	Policy Description
Greenway Accommodations	In 2015, NCDOT approved guidelines for the accommodation of future greenways under bridges. The guidelines include a decision-making approach and cost-sharing recommendations.
Bicycle Policy	This policy details guidelines for the planning, design, construction, maintenance and operation of bicycle facilities and accommodations.
Pedestrian Policy Guidelines	These policies allow NCDOT to work with local governments to add sidewalks in coordination with highway improvement projects. State funds are available on a sliding scale to match funds provided by the local government, which will be responsible for maintaining the sidewalk.
Administrative Action to Include Greenway Plans	In 1994, the NCDOT adopted administrative guidelines to consider greenways and greenway crossings during the highway planning process. This policy was incorporated so that critical corridors, which have been adopted by localities for future greenways, will not be severed by highway construction.
Bridge Policy	NCDOT's Bridge Policy establishes design elements for new and reconstructed bridges on the state road system. It includes requirements for sidewalks and bicycle facilities on bridges, including minimum handrail heights and sidewalk widths.

ADVISORY COMMITTEE DISCUSSIONS

During the preparation of this plan, Advisory Committee members focused on the need to improve pedestrian connections between key community destinations. The Committee discussed extending sidewalk along 2nd Ave. NW from 27th St. NW (near Food Lion) to the Long View Recreation Center, extending sidewalk on 33rd St. SW from 6th Ave. SW (north of US 70) to Southwest Elementary (32nd St. SW), and adding sidewalk to 19th St. SW and 13th Ave. SW from Hwy. 70 SW to 33rd St. SW.

The Committee also discussed widening lanes and adding turn lanes in order to improve safety on 33rd St. SW from 1st Ave. SW to I-40 and on 19th St. SW and 13th Ave. SW from Hwy 70 SW to 33rd St. SW. In addition, the Committee discussed the need to evaluate fright traffic chokepoints and to develop pedestrian and bicycle connections between the proposed Catawba River Trail, the Henry Fork River, and the City of Hickory's Aviation Walk.

TRANSPORTATION RECOMMENDATIONS

1. Work closely with the GHMPO to plan transportation projects that will align with current and future land use needs while also remaining cost competitive.

2. Work with the GHMPO to identify projects that will improve safety along:

   a. Corridor improvements along 33rd St. SW from 1st Ave. SW to I-40 to improve narrow lanes and freight traffic.

   b. Intersection improvements at 33rd St. SW and 15th Ave SW to improve school access.

   c. Corridor improvements along 19th St. SW and 13th Ave. SW from Hwy 70 SW to 33rd St. SW to improve safety and road width around curves.

3. Improve connectivity between adjacent land uses/community destinations by extending sidewalks and/or multi-use paths along 2nd Ave. NW from 27th St. NW (near Food Lion) to the Long View Recreation Center.

4. Improve connectivity between adjacent land uses/community destinations by extending sidewalks and/or multi-use paths along 33rd St. SW from 6th Ave. SW (north of US 70) to Southwest Elementary (32nd St. SW).

5. Improve connectivity between adjacent land uses/community destinations by extending sidewalks and/or multi-use paths by adding sidewalk to 19th St. SW and 13th Ave. SW from Hwy. 70 SW to 33rd St. SW.

6. Improve connectivity between adjacent land uses/community destinations by developing pedestrian and bicycle connections between the proposed Burke River Trail, the Henry Fork River, and the City of Hickory's Aviation Walk.

7. Work with the GHMPO to evaluate freight chokepoints throughout town.

8. Minimize driveway access to major thoroughfares to maintain the integrity and capacity flows.

9. Conduct a study to determine the existing condition of Town streets. Identify needed improvements to substandard streets and maintenance schedule for standard streets.

RESOURCES, SERVICES, & RECREATION

4

RESOURCES, SERVICES, & RECREATION

PUBLIC SERVICES

The public utilities found in Long View are water, sewer, and streetlights. In the case of Long View, water is provided by the City of Hickory, and Long View owns and maintains the infrastructure. Most of the Town has adequate service to water systems. The Town also owns the sewer system. Depending on the location within the Town, maintenance and treatment of the sewer system are handled by either Catawba County or the City of Hickory. The Town of Long View bills residents for water and sewer service and the funds are then used to pay for any maintenance, treatment, and expansions. A recently completed sewer study showed that several areas in the Town did not have access to sewer service. In order to ensure all areas within the Town have access to sewer service, the Town should extend lines via a capital improvement plan or establish other means of funding.

Streetlights are necessary for improving public safety. Long View provides streetlights through Duke Energy. Duke Energy provides the lights and maintenance, then bills the Town for the energy usage. As the Town expands sidewalks and greenways, streetlights or other lighting should be added for pedestrian safety. Streetlights, specifically, extend the opportunity for community events that go later into the night. (See Figure 4-1: Town of Long View Sewer and Water Lines and Figure). Adopting a Bicycle and Pedestrian Plan will help to address cohesive future developments regarding walkability, connecting communities, and public safety. Completing sidewalks to connect high-use areas to parks will help increase the town's connectivity and overall health. One of the steps to encourage a pedestrian and bicycle-friendly town is to identify gaps in sidewalk infrastructure. The expansion and repair of already existing sidewalks are also necessary. A specific example of walkable infrastructure is the sidewalks along major thoroughfares such as 33rd Street SW. Long View can also recognize areas that may discourage cyclists due to unsafe conditions. This can then help to determine what types of bicycle infrastructure could improve cyclist safety and encourage more use of the area. The town can continue to pursue grants in order to assist in the funding of green spaces, sidewalk infrastructure, and bike paths.

It would be beneficial to work with the City of Hickory to prioritize aging infrastructure that needs maintenance or repair. As the town continues to grow, some areas may experience more expansion than others. The Future Land Use Map can be used as a tool to focus on areas that will experience upzoning or high development density. Those areas will have a higher utility demand and therefore need future upgrades. It is recommended that the Town continues to study potential grants from federal, state, local, and nonprofit organizations to assist in funding infrastructure improvements.

EDUCATION

The Town of Long View public education system is primarily provided Hickory Public Schools. Students that live in the Catawba County side of Town of Long View attend Southwest Primary (K-2), then on to Long View Elementary (3-

5), then Grandview Middle (6-8), and finally Hickory High (9-12). Students that live on the Burke County side of Long View attend Ray Childers Elementary (K-5) or Hildebran Elementary (K-5), then East Burke Middle (6-8), and finally East Burk High School (9-12).

There are several institutions of higher education in the area that provide excellent opportunities for advanced learning: Western Piedmont Community College, Appalachian State University, Foothills Higher Education Center, NC School of Science and Mathematics, and Lenoir-Rhyne University.

PUBLIC SAFETY AND EMERGENCY SERVICES

Long View Fire Department provides fire suppression, emergency medical response, rescue, prevention, and public education to the citizens and guests of Long View and surrounding Burke County. They also provide mutual aid to any other agencies needing assistance. The Long View Fire Department operates out of one fire station, with the county designation of station two. Their home territory is 5.5 square miles with a population of 5,500 residents. Long View Fire & Rescue operates three Engine's, one Ladder, one Rescue, and three support vehicles. Long View is a Combination Fire Department. There are twelve full-time employees in the department, including a chief, a deputy chief, one captain, and four engineers. There are five on-call firefighters in the town that supplement full-time staffing.

The Long View Police Department employs full-time police officers to handle law enforcement within the Town Limits and the Catawba County Sherriff's Department handles the law enforcement in the surrounding areas and correctional facility needs for the County. The Town has also adopted ordinances, enforced by the Long View Planning Department, that control issues such as refuse and junked vehicles.

Catawba County provides several public services, including Catawba County Building Inspections, Fire Inspections, and the Environmental Health Department. These entities ensure that the appropriate standards are followed in new and existing residential, commercial, and industrial developments.

Residential Solid Waste collection is provided by the Town through Republic Services. The Town of Long View provides street and sidewalk maintenance, leaf collection, residential yard waste disposal, and bulk item disposal (See Figure 4-3: Town of Long View Community Facilities).

PARKS AND RECREATION

Recreation Center and Facilities include a picnic shelter, playground, basketball court, walking track, and open play space. The Long View Recreation Center Building, the Gazebo, and the Recreation Center Fields are available to rent. There will be continued importance on maintaining and enhancing existing recreational facilities within the town. Funding can be found through the continued pursuit of grant opportunities for recreational projects.

The Long View Recreation Center is a critical hub along the Burke River Trail (BRT) for locals and visitors alike. The 20-mile hiking and biking trail will be a mix of natural, crushed cinder and paved surfaces as it wanders along the Catawba riverbanks and into town centers. With the trail's objective of reaching all eastern Burke County municipalities, the Burke River Trail will leave Rhodhiss, flow into Long View and continue to Hildebran.

Within Long View, the key parcel to target is the Long View Recreation Center (3107 2nd Ave NW, Hickory, NC 28601). The existing parking and restroom make it a great regional trailhead while the walking track, playground, picnic area, and tennis/basketball courts add to the draw.

To build on the Burke River Trail, there is the opportunity for a larger loop trail experience. The Wilderness Gateway State Trail (WGST - trail joining Bakers Mountain to South Mountains to Chimney Rock) will have a connection into Hildebran, which in effect becomes a connector to Long View via the Burke River Trail. With a WGST connection in Valdese, this creates the loop with WGST and BRT between Long View, Hildebran, Henry Mill Village, South Mountains, Valdese, and back along the BRT. Larger loop trails are a sought-after adventure by recreationalists to make several day or week-long experiences.

The potential of the Burke River Trail has led to the exploring of other destinations from Long View keeping in mind that a "trail" is not always a path in the woods with recreational and health benefits. A trail can be a wider sidewalk, called a side path, which can be used for transportation. Future options are: Connecting to the Hickory Trail System via 2nd Ave to 17th St which will give access to the Catawba River around Hickory, the new ASU campus, shopping, and employment opportunities. Additionally, the Henry Fork River Park via 33rd Street and Southwest Primary School via 33rd Street.

Continuing the theme of destinations and connections, with Century Furniture being the largest employer in town with 3 locations, consideration is being given to how those employees may best be served. Multiple possibilities intertwine accessibility, connectivity, quality of life, and community health goals. Employers can be benefited from the ability to utilize walk and bike transportation for work. Additionally, employees can have the opportunity to walk and bike to local businesses or the recreation center before work, after work, or at lunch. Finally, connecting the 3 furniture locations to ensure accessibility and a sense of connectivity between employees.
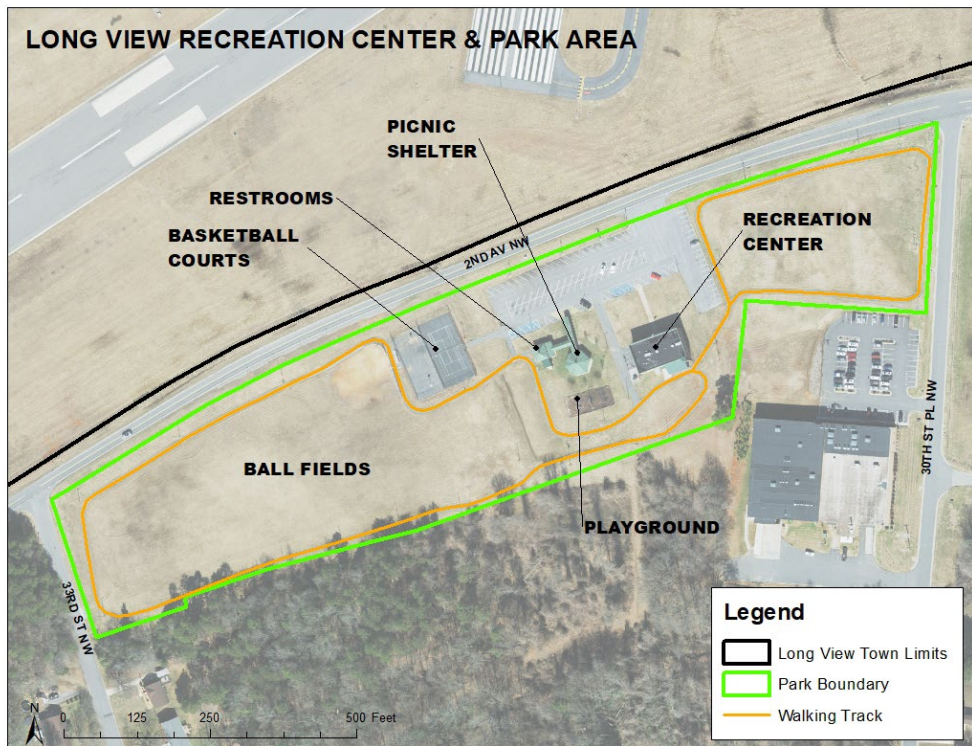
WATER & SEWER

Legend

- Long View Town Limits
- County Boundary
- Parcels
- ⌇ Sewer Lines
- ⌇ Water Lines
- ⌇ Major Roads
- ■ Recreation Center
- ★ Town Hall
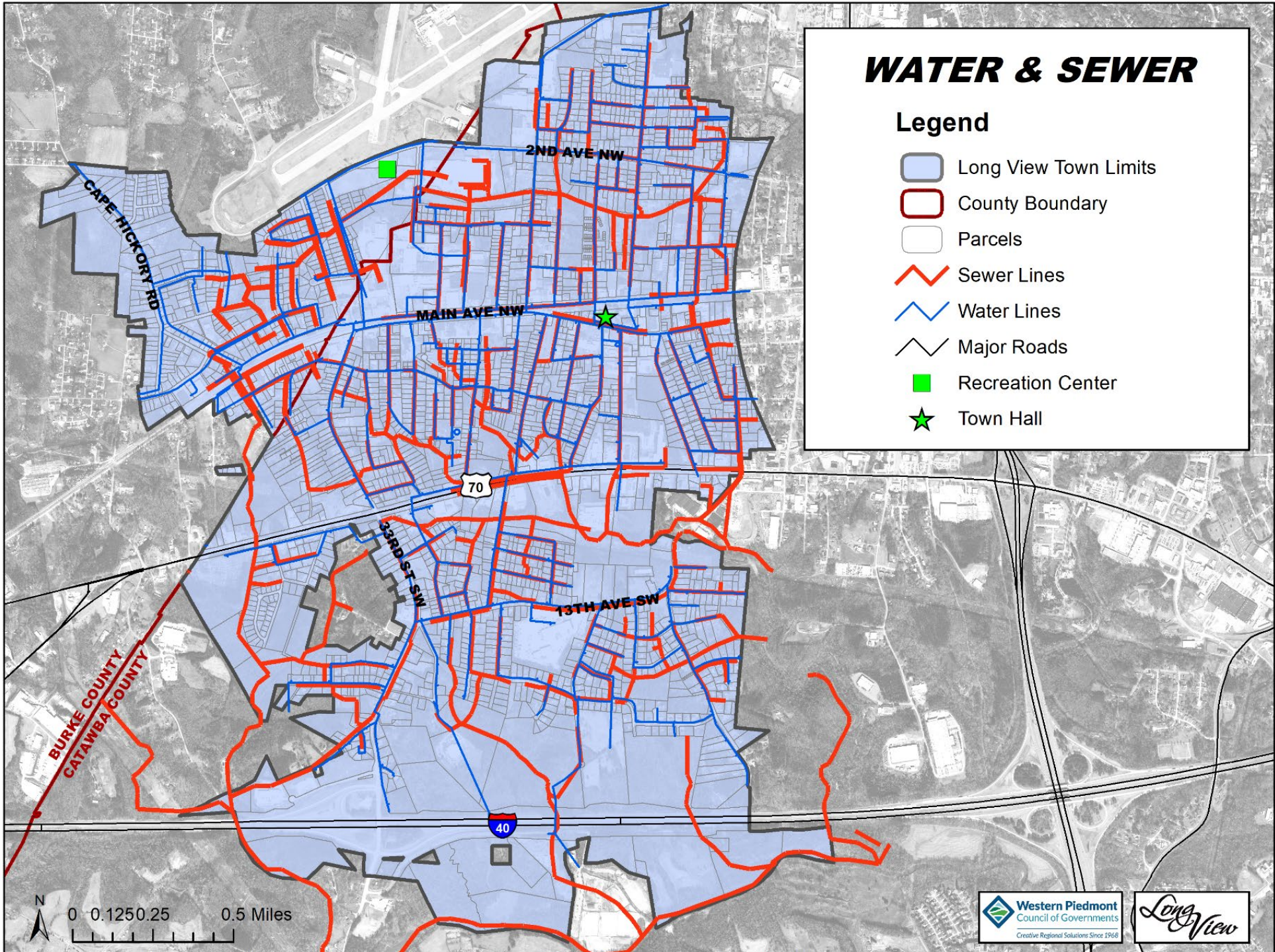
2ND AVE NW

MAIN AVE NW

CAPE HICKORY RD

70

33RD ST SW

13TH AVE SW

BURKE COUNTY
CATAWBA COUNTY

40

N

0   0.125 0.25   0.5 Miles

Western Piedmont
Council of Governments
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Long View

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PARKS & RECREATION

Legend

- Long View Town Limits
- County Boundary
- Parcels
- Recreation Center Park Boundary
- Walking Track
- Western Piedmont Bicycle Plan Commonly Used Bicycle Routes
- Major Roads
- Recreation Center
- Town Hall
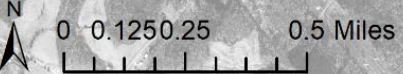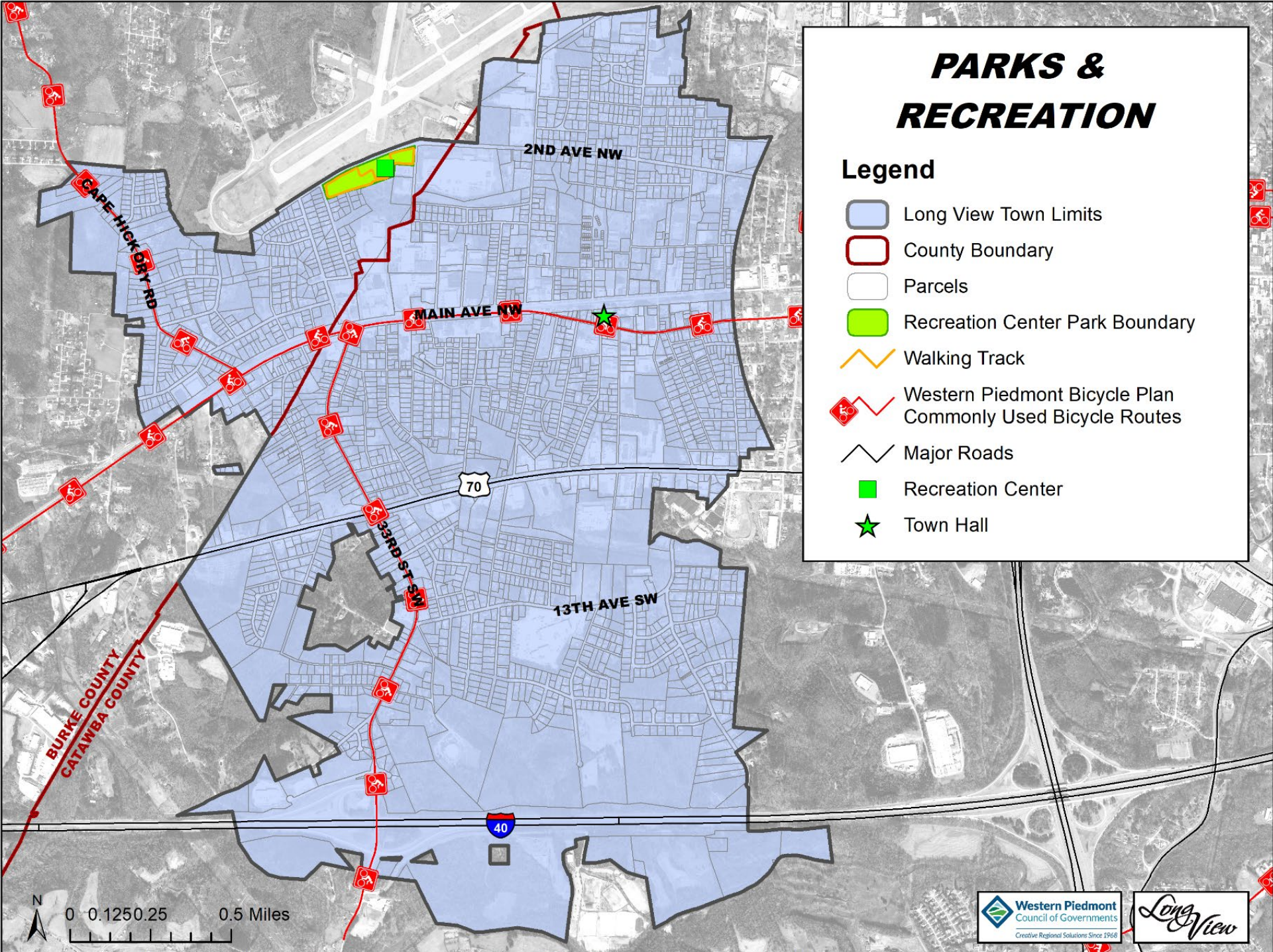
2ND AVE NW

CAPE HICKORY RD

MAIN AVE NW

70

33RD ST SW

13TH AVE SW

BURKE COUNTY
CATAWBA COUNTY

40

N

0 0.125 0.25   0.5 Miles

Western Piedmont
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RESOURCES & SERVICES RECOMMENDATIONS

1. Work with the City of Hickory to prioritize aging infrastructure in need of maintenance or repair.

    a. Pursue expansion to areas in the Future Land Use Map that will experience upzoning or higher development density to estimate for new future utility demand.

    b. Monitor for potential grants from federal, state, and local and nonprofit organizations for infrastructure improvements.

2. Maintain and enhance existing recreational facilities in the Town.

    a. Continue to pursue grant opportunities for recreational funding.

3. Pursue developing and adopting a Bicycle and Pedestrian Plan.

    a. Identify gaps in sidewalk infrastructure and areas that need improvement.

    b. Identify areas that are dangerous for bicyclist and determine what types of infrastructure could improve cyclist safety.

    c. Expansion or repair of existing sidewalks, especially those along major thoroughfares such as 33rd St SW and 1st Ave SW.

NATURAL & CULTURAL RESOURCES

5

NATURAL & CULTURAL RESOURCES

LONG VIEW NATURAL RESOURCES

Long View is privileged to be located close to some of the nation's best publicly accessible open spaces and natural resources. The Blue Ridge Parkway provides beautiful, scenic drives along the Blue Ridge Mountains from the Great Smoky Mountains National Park in western North Carolina to the Shenandoah National Park in Virginia. Visitors can reach the Parkway in approximately one hour by traveling either north on US 321 to Blowing Rock or west on I-40 to Asheville.

Pisgah National Forest preserves over 500,000 acres in western North Carolina and is one of the largest publicly owned "open spaces" in the state. In Catawba County, excellent natural resources include the Linville Gorge Wilderness Area, in the northwest corner of the County; it offers vistas, backcountry hiking and camping. The Linville River flows through the gorge and empties into Lake James. Lake James State Park and Lake James, west of Morganton, provide opportunities for hiking, fishing, boating and water sports.

The South Mountains State Park is located south of Long View and visitors can hike to vistas and a gorgeous waterfall, go horseback riding, fish in the streams and enjoy camping. Just 3.5 miles from Long View, the Henry Fork River Regional Recreational Park features a large picnic shelter with a catering kitchen, restrooms, tables and grills, soccer fields, Alpine Tower, playgrounds, concession stand, paved walking trail and a canoe launch.

Also within the area is Bakers Mountain Park to the south of Town limits. Located at the highest elevation point in Catawba County (1,780 feet), this 189-acre park offers nearly 6 miles of easy trails that are a haven for hikers. The park's trail system ascends over creeks and through mature Chestnut Oak forest to a mountaintop observation deck with stunning year-round views. The park also features a paved literacy trail to engage younger hikers with the outdoors.

It is important to protect and preserve these and other natural resources. Environmental threats and changing federal and state regulations will impact the Town in the future. Long View will need to strive to balance promoting economic development and preserving natural resources. Natural and environmental resources are show on Map 5: Long View Environment & Natural Resources.

This chapter will evaluate the Town's existing natural characteristics and its relationship to the built environment. Information from this chapter should be used to help guide future land use decisions. For example, development within floodplain areas should be restricted or not allowed because flooding can have disastrous impacts, both in terms of private property damage and the use of tax dollars for clean-up and debris removal.

Specifically, this chapter will examine the environmental factors related to land use planning including watershed and floodplain development, conservation easements, land donations, natural heritage areas, wildlife habitat, and water quality.

WATERSHEDS

A watershed is an area of land that drains into a body of water such as a river, lake, or stream. It is separated from other watersheds by high points on the land such as hills or ridges. A water supply watershed is an area where water drains to a point and is collected and held then used as a public drinking water source.

Watershed regulations, which were established by State of North Carolina, protect the Town's drinking water supply by limiting the amount of impervious surface that can be developed within a watershed – which in turn reduces the amount of stormwater runoff that enters streams or lakes. Impervious surfaces prohibit water from reaching and percolating into the ground and also facilitate the flow of pollutants such as oil and road salt into nearby bodies of water. Examples of impervious surfaces include paved roads and parking lots, rooftops, sidewalks, and even gravel parking lots.

Almost the entirety of the Town of Long View is in the drainage area for the Catawba River watershed. Catawba County's streams and creeks drain into the Catawba River, which then drains into Lake Hickory and into the Catawba River Basin. Around half of the planning jurisdiction of the Town of Long View is subject to the WS-IV (Water Supply Watershed) Catawba River Protected Area (See Figure 6-1: Water Resources). The lake is a major source of drinking water for hundreds of thousands of people throughout the region. Stricter development regulations are imposed in the WS-IV Protected Area and the WS-IV Critical Area. The regulations are a requirement of the North Carolina Division of Environmental Quality and are based on a template ordinance provided by the State and administered by the Town of Long View. The density, or amount, of proposed development is governed by these watershed regulations. Developers may apply for the right to develop more property if they install engineered controls to mitigate stormwater runoff. These laws are designed to protect drinking water from the polluted stormwater runoff that flows into streams, lakes, and rivers from impervious surfaces. In general, development will be more restricted on lands that are closer to drinking water sources.

FLOODPLAIN

Floodplain regulations are another example of locally enforced, state-mandated laws. The Town has an interest in discouraging development in the floodplain for public safety reasons. In the Town of Long View, floodplain areas can be found primarily along major waterways, including Frye Creek, Long View Creek and Henry Fork (See Figure 6-1: Water Resources). Within the Town's planning jurisdiction, there are two types of designated flood zones with distinct sets of rules: the Floodway and the Flood Hazard-AE Zone.

The Town participates in FEMA's Flood Damage Prevention and Insurance Program as outlined in the Flood Damage Prevention Ordinance. Floodplain management is generally defined as a comprehensive program of preventative and corrective measures to reduce losses associated with flooding. Floodplain management measures may include, but are not limited to, land use regulations (including new development and construction policy), construction of flood control projects, flood-proofing, floodplain preservation, acquisition of flood-prone properties, education, and implementation of early warning systems.

The floodway is the channel of a river, or any waterway, and the adjacent land that must be reserved in order to pass the base flood discharge without increasing the identified base flood elevation (BFE). To avoid the risk of sediment,

construction, or plant debris being swept downstream, the floodway is classified as a "non-encroachment area" (NEA), meaning that no land-disturbing activity should occur there without the completion of a detailed hydrologic study which proves that the activity will not affect downstream water levels. Generally, no structures, other than public bridges, are allowed in the Floodway.

The Flood Hazard-AE Zone denotes areas that have a one percent probability of flooding in any given year. New structures are allowed within the AE Zone if a floodplain permit is obtained. A floodplain permit requires all new construction to meet certain standards. The basement and/or foundation (the lowest floor level) must be elevated to or above the BFE. Many property owners choose to build outside of the floodplain to avoid carrying the necessary flood insurance.

STORMWATER

EPA's Stormwater Phase II Ordinance is intended to improve water quality by reducing the number of pollutants that are picked up by stormwater, carried into municipal separate storm sewer systems (MS4s), and ultimately discharged into local rivers and streams without being treated.

These pollutants can include oil and grease from roadways, pesticides from lawns, sediment from construction sites, and carelessly discarded trash, such as cigarette butts, paper wrappers, and plastic bottles. These pollutants can impair the waterways when deposited through MS4 discharges and discourage recreational use of the resource, contaminating drinking water supplies, and interfering with the habitat for fish, other aquatic organisms, and wildlife.

Long View became part of the program in 2005 and adopted the mandated Stormwater Ordinance in 2007. In 2009 the Town requested and received a waiver from the State from having to enforce the rules at a local level. The rules still apply in Town to development that disturbs more than one acre of land; however, the rules are enforced by NC DWQ. The stormwater rules limit impervious surface coverage to two dwelling units per acre or 24% of the land area. Development may exceed the threshold if engineered stormwater controls are provided.

A condition of the waiver the Town received requires NC DWQ to be notified of annexations of land outside of the watershed protected area. When annexations occur NC DWQ will reevaluate the waiver. Long View staff should stay familiar with stormwater regulations in case the Town is required to enforce the Stormwater Ordinance in the future.
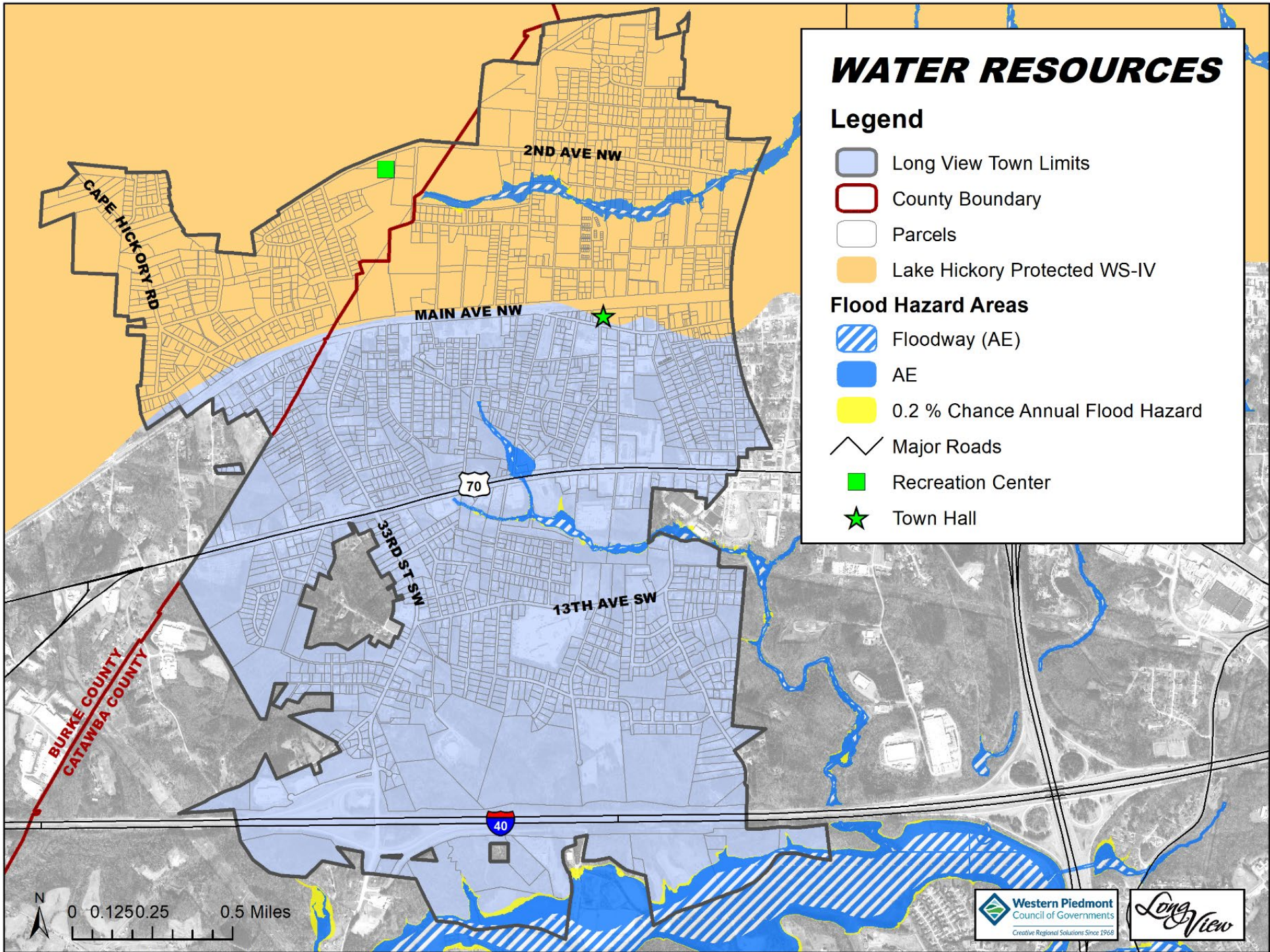
WATER RESOURCES

Legend

- Long View Town Limits
- County Boundary
- Parcels
- Lake Hickory Protected WS-IV

Flood Hazard Areas

- Floodway (AE)
- AE
- 0.2 % Chance Annual Flood Hazard
- Major Roads
- Recreation Center
- Town Hall

2ND AVE NW

CAPE HICKORY RD

MAIN AVE NW

33RD ST SW

13TH AVE SW

70

40

BURKE COUNTY
CATAWBA COUNTY

N

0 0.125 0.25   0.5 Miles

Western Piedmont
Council of Governments
Creative Regional Solutions Since 1968

Long View

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OPEN SPACE

The North Carolina Parks and Recreation Trust Fund (PARTF) provides grants to local governments for the acquisition of land to be used for public recreational use. Additionally, PARTF grants can be used to protect natural and scenic resources or to renovate older park facilities.

Similarly, the NC Land and Water Fund (formerly CWMTF) provides grants to local governments for projects that specifically address water pollution problems. The NC Land and Water Fund may fund projects to acquire land that "represents the ecological diversity of North Carolina". Town of Long View should also be aware of the NC Land and Water Fund program and how it can be used to help the Town achieve its natural resource and environmental planning goals.

CULTURAL & HISTORIC RESOURCES

The Town of Long View was first incorporated in 1907 . The legend is that the Town of Long View was thought to have been named by Sam D. Campbell a prominent contractor and real estate dealer who helped build the old Piedmont Wagon Company factory building in Hickory. The story goes that one day while standing at his former home where the Pepsi Cola Bottling Company building is today, Mr. Campbell gazed down the Southern Railway track toward Hickory and remarked, "It's a long view." The name stuck.

There has been some confusion as to whether Long View is one or two words. "Longview" one word, is commonly used today in connection with the town. However, as of March 8, 1907, Section 1 of Chapter 430 of the original charter ratified by the North Carolina General Assembly in an act to incorporate the Town of Long View in Catawba County states:

"That the Town of Long View, in Catawba County, is hereby incorporated by the name of Long View, and said town shall be subject to all the provisions of law now existing in reference to incorporated towns."

According to the original charter, Long View when dealing with the town name is two words.

In the early 1980s, the people of Long View wanted something to separate them from their Hickory neighbor. Through the town received mail with the Hickory address, the town had its own police and fire departments, as well as a town hall and a board of alderman. To satisfy the need for a separate identity, the Town of Long View decided to adopt its own town seal.

The first mayor of Long View was Daniel Morgan and the alderman consisted of John Carrier, Frank Lock, and Marvin Morgan. Mayors that followed were John D. Morgan, F. A. Lock, R. M. Barnhill and many others.

The National Register of Historic Places is the official list of the Nation's preservation-worthy historic places. The Register includes significant properties, which are further divided into buildings, sites, districts, structures, or objects. The National Register of Historic Places is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect America's historic and archeological resources.

NATIONAL REGISTER

The North Carolina State Historic Preservation Officers (SHPO) carries out many historic preservation responsibilities including surveying, evaluating and nominating properties for inclusion in the National Register.

If a property meets the criteria to be on the National Register, the National Park Service designates the property as "Determined Eligible" for listing. However, a property so designated will not yet be formally listed in the Register. Properties that are eligible for the National Register, but not listed, do not qualify for federal rehabilitation tax incentives, federal tax incentives for preservation easements on historic buildings and sites, or National Park Service grants.

In North Carolina, the placement of a property or district on a "Study List" constitutes the first step toward nomination to the National Register. The Study List identifies properties and districts that are likely to be eligible for the National Register, giving the green light to sponsors and staff to proceed with a formal nomination with reasonable assurance that the property can be successfully nominated.

According to the State Historic Preservation Office, there are seven sites in Town of Long View that are either listed in the National Register, Determined Eligible or are on the Study List. Figure 6-4: Historic Sites illustrates where those places are located.

Long View is home to several historical sites and cultural events. Historic sites in Town are shown on Map 6: Historic Sites. The Town is fortunate to own two important sites. Listing sites on the National Register of Historic Places is a way to preserve historically significant structures. Economic Development and Tourism experts have found the preservation of historic places and cultural events attract tourists. Tourists enjoy learning about an area, spending money to dine, staying the night, going to festivals, and perhaps taking something back home to remember their experience. Attracting these visitors represents an opportunity for Long View and Catawba County.

Historic Status	Site Name	Location
Surveyed Area Center Point	West Longview Historic District	Bounded by: Main Ave Dr., Wilson Rd, 37th St. NW, 41st St NW
Surveyed, Gone	Cotton Gin (Gone)	First Ave. SW
Surveyed Only	Julius Butler House	2019 First Ave SW
Surveyed Only	House	507 Twenty-sixth St NW, Hickory
Surveyed Only	House	519 Twenty-sixth St NW, Hickory
Surveyed Only	House	521 Twenty-sixth St NW, Hickory
Surveyed Only	House	617 Twenty-sixth St NW, Hickory
Surveyed Only	House	627 Twenty-sixth St NW, Hickory
Surveyed Only	Century Furniture	420 Twenty-seventh St NW, Hickory
Surveyed Only	Century Furniture	3086 Main Ave NW, Hickory
Surveyed Only	Blue Ridge Products	3050 Main Ave NW, Hickory
Surveyed Only	Maple Springs Laundry	2910 Main Ave NW, Hickory
Surveyed Only	Johnson Hosiery Mills	2808 Main Ave NW, Hickory
Surveyed Only	Shuford Yarns-Hickory Spinners Plant	2815 First Ave SW, Hickory
Surveyed Only	House	3030 First Ave NW, Hickory
Surveyed Only	House	3016 First Ave NW, Hickory
Surveyed Only	House	3006 First Ave NW, Hickory
Surveyed Only	Bethel United Methodist Church	80 Twenty-eighth St NW, Hickory
Surveyed Only	House	125 Thirty-third St NW, Hickory
Surveyed Only	House	129 Thirty-third St NW, Hickory
Surveyed Only	House	133 Thirty-third St NW, Hickory
Surveyed Only	House	137 Thirty-third St NW, Hickory
Surveyed Only	House	141 Thirty-third St NW, Hickory
Surveyed Only	House	145 Thirty-third St NW, Hickory
Surveyed Only	House	3550 Main Avenue Dr, Hickory
Surveyed Only	Longview Church of God	3776 Main Avenue Dr NW, Hickory
Surveyed Only	House	316 Cape Hickory Rd, Hickory
Surveyed Only	House	1200 Thirty-third St. (SR 1124) Hickory vicinity
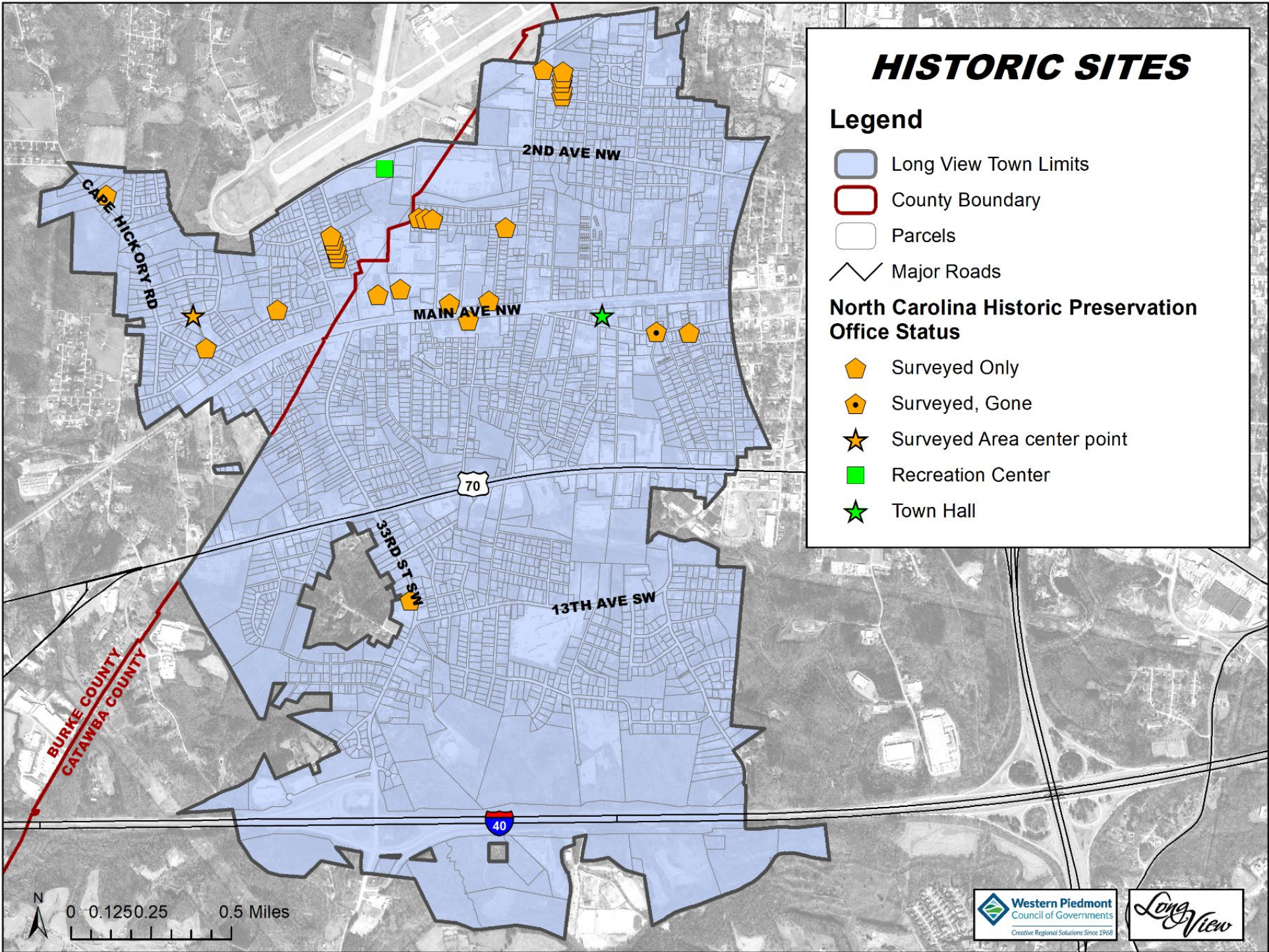
HISTORIC SITES

Legend

■ Long View Town Limits

☐ County Boundary

☐ Parcels

/\/ Major Roads

North Carolina Historic Preservation Office Status

⬠ Surveyed Only

⬠• Surveyed, Gone

★ Surveyed Area center point

■ Recreation Center

★ Town Hall

2ND AVE NW

CAPE HICKORY RD

MAIN AVE NW

33RD ST SW

13TH AVE SW

70

40

BURKE COUNTY
CATAWBA COUNTY

N

0 0.125 0.25   0.5 Miles

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Long View

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NATURAL & CULTURAL RESOURCES RECOMMENDATIONS

1. Protect the natural resources and water quality through regulation, incentives, and Planning.

2. Implement a volunteer community clean-up day for public rights-of-way, or partner with other organizations to aid with right-of-way clean-up.

3. Protect the historic fabric of the Town through preservation and by assigning importance to structures and/or districts of know historical value.

   a. Maintain structures of value if they become determined eligible or are on the study list for the National Register of Historic Places.

   b. Evaluate districts to be surveyed for historical significance so that property owners may apply for state and federal grants and other funding opportunities should they be determined eligible.

LAND USE & GROWTH MANAGEMENT

6

LAND USE & GROWTH MANAGEMENT

LAND USE & GROWTH MANAGEMENT

Good land use planning leads to orderly growth and the efficient provision of Town services to residents, businesses, and visitors. Land use planning helps create neighborhoods where daily needs are located within walking distance. It also helps support or create closer knit neighborhoods and contributes to a sense of community by ensuring that residents have access to a range of activities and amenities that encourage interaction and physical activity (sidewalks, walking trails, and parks). Finally, land use planning helps create the conditions that will encourage economic growth without sacrificing the Town's scenic beauty, farmland, or other natural assets. The desire of the Town of Long View is that growth and development is well planned, dictated by a community vision, and defined by a clean environment and the preservation of community character.

The manner in which the land is currently being used, the availability of land which is suitable for future development or redevelopment, and Town of Long View's land use regulations each play a part in determining which type of land use will occur in each zoning district. The Town's overall responsibility is to ensure that land is developed in the most effective and appropriate way in order to promote the health, welfare and public interest of the Town of Long View residents and stakeholders.

ZONING DISTRICTS

The Town of Long View has planning jurisdiction consists of approximately 2,152 acres. Zoning in Long View is predominately zoned as a residential, accounting for approximately 66% of the town's planning jurisdiction. The remaining 34% of the Town's planning jurisdiction is zoned as an industrial, office, or commercial district.

As Table 8-1, "Town of Long View Zoning" shows, the Town's current zoning districts largely follow existing land use patterns, though there are some exceptions. The zoning map places lower density residential to the northern and southern boundaries of the town, along Cape Hickory Road and 2nd Ave NW to the north and stopping at I-40 to the south. Densities increase incrementally toward the center of town, generally the areas on and between Main Avenue NW and Highway 70. These two main thoroughfares are zoned for business and mixed use to encourage a vibrant, commercial-oriented center, which higher-density residential zones can access more easily. There is also a large industrial district to the north and large commercial district south of I-40.

The main areas of difference between current zoning and existing land use are the I-40 commercial district, which to date is largely vacant/undeveloped, and some additional room for infill housing of various densities south of 70 and toward the center of town.

The industrial district is designed to accommodate manufacturing, processing and assembly uses, and includes standards to limit their effects on other properties. The O-I district is intended to provide a transition zone between residential and business or industrial districts, and includes moderate intensity uses like doctor's offices, educational facilities and government facilities. There is very little O-I land in Long View.

There are four commercial districts in Long View. The most common is C-4, or General Business. This district is intended to provide convenient commercial services along major transportation corridors, including the highways. The C-4 district takes up a relatively large share of Town land, but most of it not currently in use as active commercial space. The C-5, or mixed use district, is concentrated along 70 and the south side of Main Avenue NW (along with some C-4). This district includes a variety of commercial, institutional and residential uses, and reflects earlier development patterns of the Town. There is also C-3, or Neighborhood Business, though it is a very small proportion of Long View's land area. These districts are intended to be limited scale commercial districts that serve the surrounding residential areas.

The Economic Development (E-D) district is analogous to a light industrial district, intended for light manufacturing, warehousing and processing uses under a planned development process to integrate new projects into the existing Town fabric. The E-D district is dispersed around town, though there is a concentration of E-D zoned parcels directly south and north of Town Hall.

Long View has five classification for its residential districts. The most common residential district is R-2, which comprises about 40% of the land area of the Town. This is intended to be a low-density residential district, of 3 units-per-acre or less. The R-3 and R-4 districts are of slightly higher densities, tending to allow two-family and three-family dwellings as well as single family detached homes. The R-4 district is concentrated toward the center of town. The R-5 district is small (less than 1% of land area), but allows higher density multifamily residences as well as lower density homes. There is a separate Manufactured Home Park district, comprising less than half a percent of land area in Long View, which allows for manufactured home parks.

TABLE 8-1: TOWN OF LONG VIEW ZONING

Long View Zoning	Total Area (acres)	% Total Area
R-2 (Residential)	858.9	39.9%
R-3 (Residential)	340.1	15.8%
C-4 (General Business)	235	10.9%
R-4 (Residential)	198.4	9.2%
I (Industrial)	166.8	7.7%
ED (Economic Development)	157	7.3%
C-5 (Mixed Use)	142.5	6.6%
C-3 (Neighborhood Business)	21.6	1.0%
R-5 (Residential)	13.5	0.6%
OI-1 (Office/Institutional)	10.3	0.5%
MHP (Manufactured Home Park)	8.3	0.4%
Total	2,152.5	100%
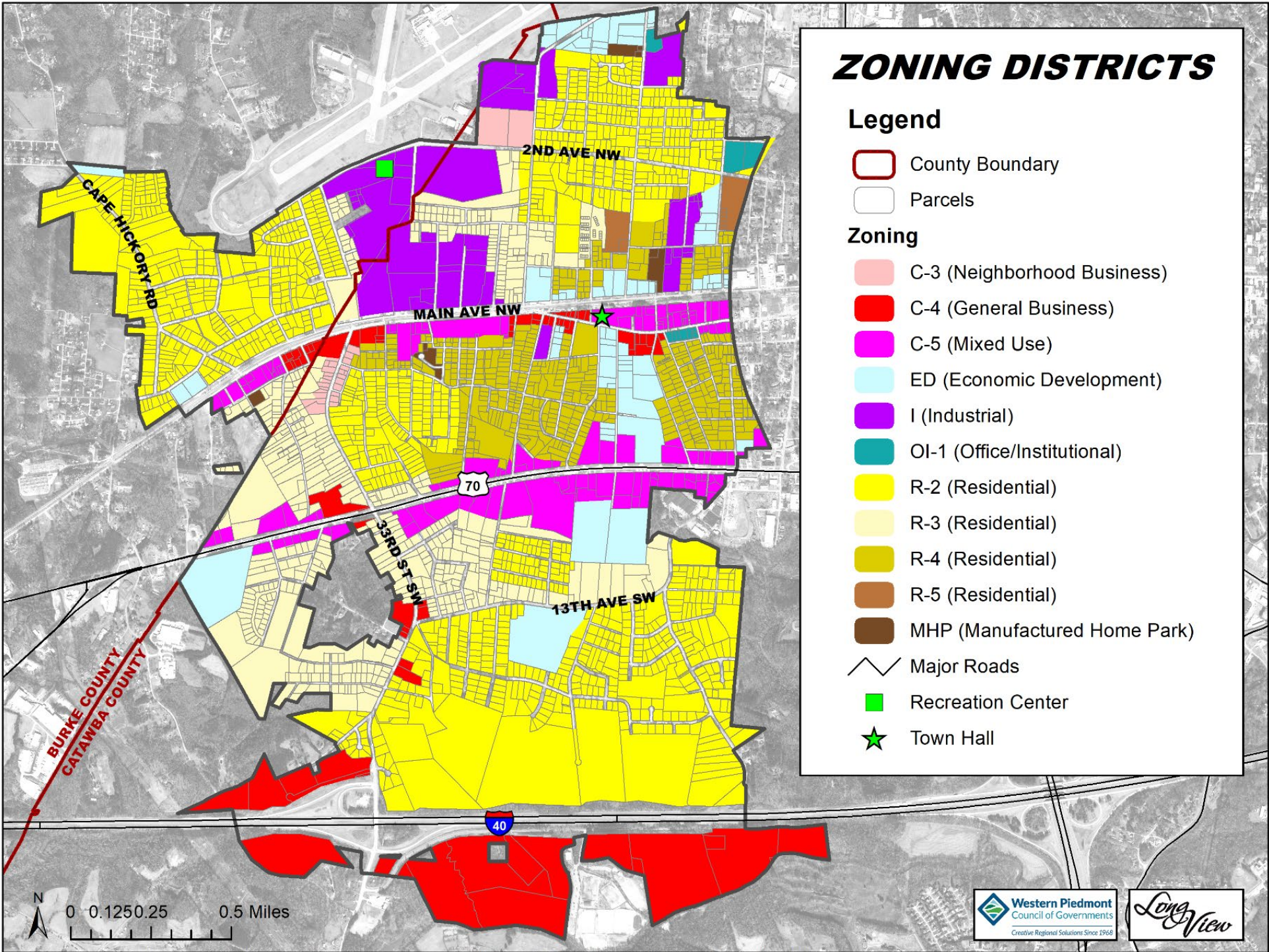
ZONING DISTRICTS

Legend

County Boundary
Parcels

Zoning

- C-3 (Neighborhood Business)
- C-4 (General Business)
- C-5 (Mixed Use)
- ED (Economic Development)
- I (Industrial)
- OI-1 (Office/Institutional)
- R-2 (Residential)
- R-3 (Residential)
- R-4 (Residential)
- R-5 (Residential)
- MHP (Manufactured Home Park)
- Major Roads
- Recreation Center
- Town Hall

2ND AVE NW

CAPE HICKORY RD

MAIN AVE NW

33RD ST SW

13TH AVE SW

70

I-40

BURKE COUNTY
CATAWBA COUNTY

N

0 0.125 0.25   0.5 Miles

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LongView

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EXISTING LAND USE

A land use survey of all properties in the Town of Long View Planning Area was completed in 2022. Land uses were categorized according to the following primary uses:

Commercial	A parcel containing any type of activity involving the sale of goods or services for financial gain (commercial activity), but does not include parcels containing home occupations or medical offices..
Industrial or Warehouse	A parcel containing any type of business use or activity at a scale greater than home industry involving manufacturing, fabrication, assembly, warehousing, and/or storage.
Multi-Family (mobile home parks, apartments)	A parcel containing a residence.
Office	A parcel containing any type of medical use concerned with the diagnosis, treatment, and care of human beings. This category also includes public services, and may be operated by a federal, state, or local governments, public or private utilities, public or private schools or colleges, churches, public agencies, or tax-exempt organizations.
Public/Institutional	A parcel containing any type of medical use concerned with the diagnosis, treatment, and care of human beings. This category also includes public services, and may be operated by a federal, state, or local governments, public or private utilities, public or private schools or colleges, churches, public agencies, or tax-exempt organizations.
Single-Family Residential	A parcel containing a residence.
Undeveloped/Agriculture	A parcel not in use or containing agriculture and/or abandoned buildings.

Map: Town of Long View Existing Land Use, displays types of land use across the Town; a quick glance reveals the overwhelming amount of land either developed as residential or agricultural or designated as undeveloped. Residential uses occupy the largest percentage of land use at about 45% of land use. Another 28% is occupied by agriculture uses or is undeveloped. Industrial uses take up a significant portion of Long View's land use compared to peer towns at 13%. Table 8-2 summarizes these and other land uses by acreage and number of parcels.

TABLE 8-2: EXISTING LAND USE

Land Use	Number of Parcels	Total Area (in Acres)	% Total Area (in Acres)	Minimum Parcel Size (in Acres)	Maximum Parcel Size (in Acres)	Average Parcel Size (in Acres)
Commercial	113	149.2	6.9%	< 0.1	23.5	1.3
Industrial / Warehousing	87	279.8	13.0%	< 0.1	24.0	3.2
Multi-Family (mobile home parks, apartments)	102	49.5	2.3%	< 0.1	6.6	0.5
Office	3	11.1	0.5%	2.3	5.1	3.7
Public / Institutional (including parks)	44	93.8	4.4%	< 0.1	29.2	2.1
Single-Family Residential	1,914	964.2	44.8%	< 0.1	25.4	0.5
Undeveloped / Agriculture	433	604.8	28.1%	< 0.1	45.9	1.4
Total	2,696	2,152.5	100%			
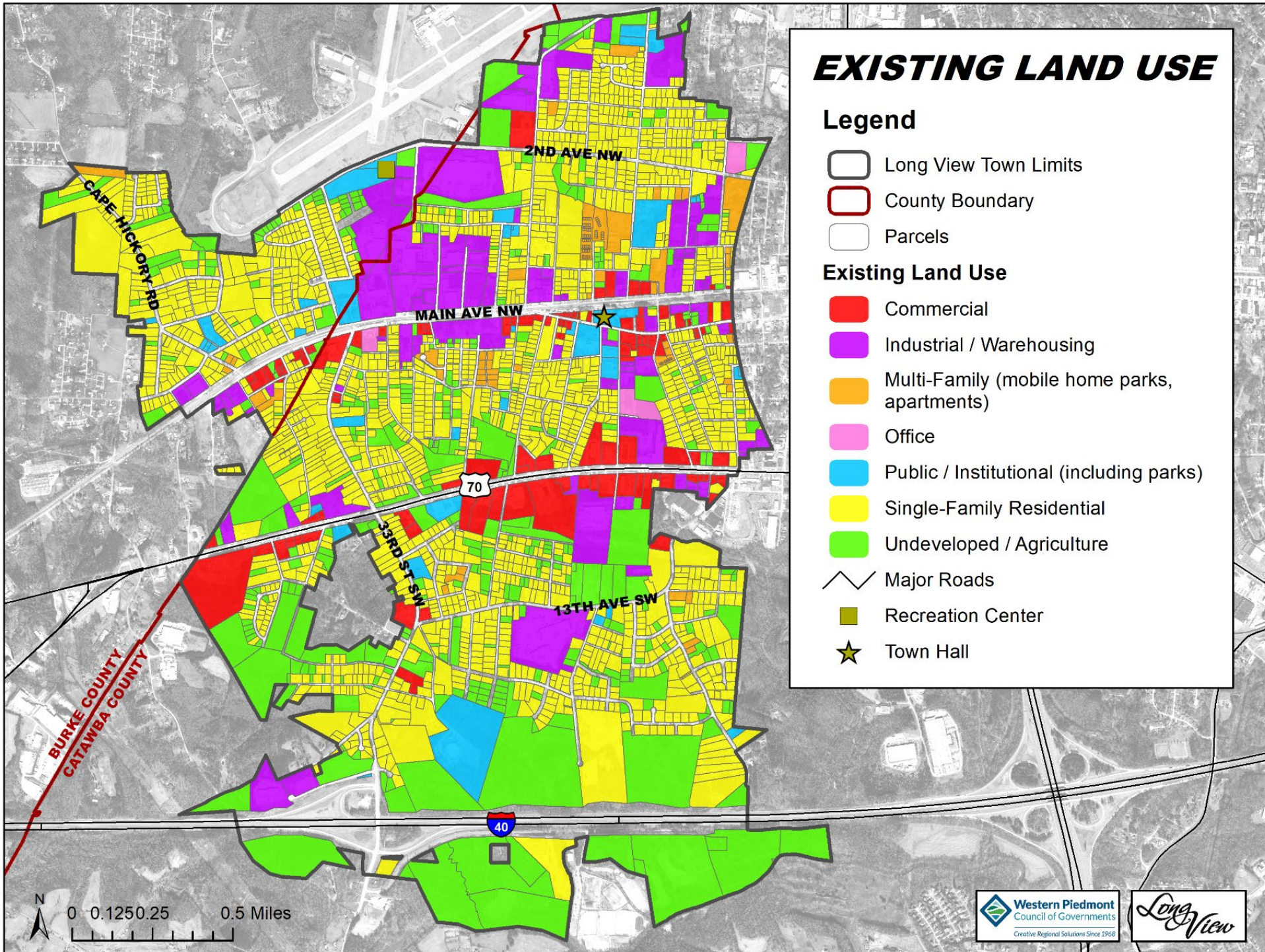
EXISTING LAND USE

Legend

- Long View Town Limits
- County Boundary
- Parcels

Existing Land Use

- Commercial
- Industrial / Warehousing
- Multi-Family (mobile home parks, apartments)
- Office
- Public / Institutional (including parks)
- Single-Family Residential
- Undeveloped / Agriculture
- Major Roads
- Recreation Center
- Town Hall

2ND AVE NW

CAPE HICKORY RD

MAIN AVE NW

70

33RD ST SW

13TH AVE SW

BURKE COUNTY
CATAWBA COUNTY

40

N

0 0.125 0.25   0.5 Miles

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Long View

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FUTURE LAND USE & GROWTH

Members of the Comprehensive Plan Advisory Committee were asked to aid in the determination of what types of future development would be appropriate for the Town of Long View, where development should be located, and what development standards it should be held to.

The Future Land Use Map was developed to guide zoning and development decisions. Town of Long View Staff, Planning Board and Board of Alderman rely on the Future Land Use Map to guide policy decisions related to zoning, watershed regulations, and infrastructure needs. Long View Planning staff and the Planning Board should review and update land use regulations to ensure their compatibility with desired types of development as recommended by the Advisory Committee.
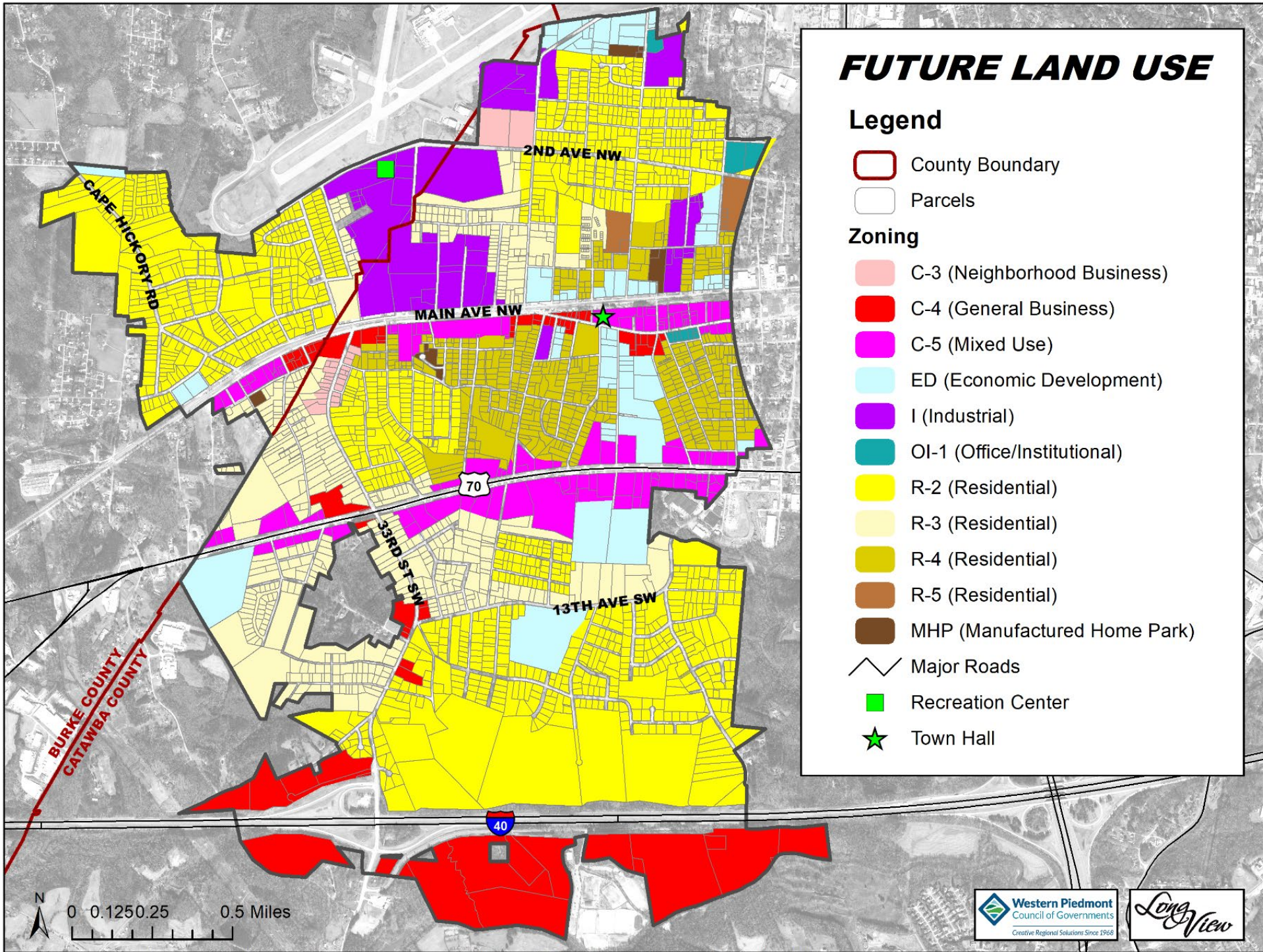
FUTURE LAND USE MAP

The Future Land Use Map was developed to show the Town's vision. The Long View Planning Staff, Planning Board and Board of Alderman rely on the Future Land Use Map to guide policy making related to zoning, watershed regulations, and infrastructure needs. Land use will change over time. Encouraging a more centralized development pattern will allow the Town to avoid the high costs associated with extending water and sewer infrastructure to areas lacking service. During the preparation of this plan, the Advisory Committee expressed that they envision their town remaining consistent with its current land use designations as shown on the zoning map.

Future Land Use Designations: The following future land use designations defined below are shown on the Future Land Use Map on the following page.

- **Residential**
  - R-2 Zoning District – Low intensity development of single-family dwellings under conventional or planned development controls. Overall density being 3 units per acre or less.
  - R-3 Zoning District - Low to Moderate intensity development of single-family and two-family dwellings under conventional or planned development controls. Overall density being 6 units per acre or less.
  - R-4 Zoning District – Moderate intensity development of single-family, two-family, and three family dwellings under conventional or planned development controls. Overall density being 8 units per acre or less.
  - R-5 Zoning District – Moderate to High intensity development of residential units including single-family, two-family, and multiple-family dwellings under conventional or planned development controls. Overall density being 12 units per acre or less.
  - MPH – Manufactured home park
- **Office-Institutional**: The O-I Zoning District is intended to provide a transitional zone between residential and business or industrial districts and to accommodate a moderate to high intensity mixture of residential, office and institutional uses.

- **Commercial**

    o C-3 Zoning District – Intended to provide for the sale of convenience goods and a limited number of personal services to the residents of the surrounding neighborhood. Free-standing or small commercial centers.

    o C-4 Zoning District – Intended to establish suitable development standards for the provision of convenience goods, shoppers goods and services at locations along major transportation routes to the motoring public, both local and transient.

    o C-5 Zoning District – Intended to provide for a wide variety of retail, service, manufacturing and warehousing activities in areas where past land development practices have produced a mixed pattern of land uses and irregular lotting. The intent is to not extend or rezone areas into this district.

- **Industrial:** The I Zoning District – Intended to produce areas for intensive manufacturing, processing and assembly uses, controlled by performance standards to limit the effect of such uses on adjacent districts.

- **Economic Development**: The ED Zoning District – Intended to provide regulations for the development of areas generally devoted to light manufacturing, processing and assembly uses, warehousing, distribution and servicing enterprises and office activities controlled by performance standards to limit the effect of such uses on uses within the district and on adjacent districts. Development in this district under the planned development process will be encouraged.

FUTURE LAND USE

Legend

County Boundary

Parcels

Zoning

- C-3 (Neighborhood Business)
- C-4 (General Business)
- C-5 (Mixed Use)
- ED (Economic Development)
- I (Industrial)
- OI-1 (Office/Institutional)
- R-2 (Residential)
- R-3 (Residential)
- R-4 (Residential)
- R-5 (Residential)
- MHP (Manufactured Home Park)

Major Roads

Recreation Center

Town Hall

2ND AVE NW

MAIN AVE NW

CAPE HICKORY RD

70

33RD ST SW

13TH AVE SW

BURKE COUNTY
CATAWBA COUNTY

40

N

0 0.125 0.25   0.5 Miles

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LAND USE & GROWTH MANAGEMENT RECOMMENDATIONS

1. Increase the existing quality of development through code development and reduce nuisances through code enforcement.

2. Protect residential land values by requiring buffers and preventing incompatible neighboring land uses.

3. Encourage revitalization of existing commercial and industrial areas through refinement of the existing codes and exploration of public/private partnerships.

    a. Prioritizing First Ave SW.

4. Identify, preserve and revitalize gateways as a priority to provide a positive identifying image for the Town.

5. Review and update sign policies and standards to enhance community identity and create a high quality business image.

6. Develop First Ave SW and Long View's "main street" community core.

    a. Encourage the revitalization of First Ave SW through public/private partnerships and property owner investment.

    b. Adopt development codes that require commercial and industrial façade, landscaping, parking, signage, and outdoor storage standards that are appealing for a "main street" aesthetic.

    c. Create a "marketing list" of vacant buildings that includes property owner contact information, zoning, permitted uses, utility access, etc. and inform local economic development commissions of the availability of the properties for potential buyers.

    d. Adopt a streetscaping plan to develop sidewalks, landscaping, and wayfinding to increase beautification of public right-of-way along First Ave SW.

APPENDIX

APPENDIX A

STEERING COMMITTEE SWOT RESULTS

Long View Land Use Plan

Tuesday, February 15th at 6:00 p.m.
Steering Committee

SWOT RESULTS

WPCOG staff led the committee through an interactive SWOT analysis to compile input regarding the committee's perception of the City of Long View's strengths, weaknesses, opportunities and threats. The results of this analysis will be taken into consideration while drafting the Land Use Plan.

A SWOT (strengths, weaknesses, opportunities, and threats) is defined as the following. Strengths are internal and supportive characteristics that are the foundation of a community and provide stability. Weaknesses are internal and harmful characteristics to the community's stability. Opportunities are external and helpful characteristics for continued growth. Threats are external and harmful characteristics that weaken community stability. Depending on an individual's perspective, what may be considered as a strength to one may be a weakness or threat to another. Therefore, topics discussed can be listed in multiple areas of the SWOT analysis.

A WPCOG staff member moderated a discussion between the committee members on each SWOT category and recorded the topics that the committee members identified. After the discussion the committee members voted on the individual topics under each SWOT category. Each committee member was allowed to cast up to 8 votes on the topics that were discussed. Committee members were instructed to vote on the topics that they felt were most important or were in highest agreement with. They were allowed to vote on a topic more than once and were not limited to a number of votes per SWOT category.

Below are the results of the SWOT analysis. Those that received zero (0) votes were identified in the discussion, but were not voted on in the later part of the analysis. This does not mean that these topics are to be ignored during the planning process.

Of the 36 total votes cast, 9 (25%) were on the topics of community strengths. Making this the second most voted on SWOT category. See Table 1 – Strengths for all topics and votes.

Table 1 - Strengths	
Votes	Topic
4	Hometown / Community
1	Access to 321 / I-40 / Hwy 70 / Airport
1	Family
1	Fire / Police connection and knowledge of the community
1	Cost of living (taxes / service rates / housing)
1	New police / fire facilities
0	Crawdads Baseball
0	Jacob Fork Park
0	Lakes / Mountains
0	Charlotte / Asheville / Boone / Winston
0	Variety of retail
0	Housing size (~1100 sq ft)
0	Town events
0	Non-profit aid
9	Total Votes

The weakness SWOT category received 15 (42%) of the total votes, making it the most voted on category. See Table 2 – Weaknesses for all topics and votes.

Table 2 – Weaknesses	
Votes	Topics
2	More larger restaurants
2	High rental rate
2	No Long View zip code
2	Need more businesses
2	Lack of beautification of businesses
1	No bank in town
1	Empty Commercial
1	Limited room to grow town limits
1	Public transportation
1	Perception of the town
0	Home value / Property value / Small estates
0	Aging demographic
15	Total Votes

The opportunity category received 8 (22%) of the total votes, making it the third most voted on category. See Table 3 – Opportunities for all topics and votes.

Table 3 - Opportunities	
Votes	Topics
4	Change perception of the town
2	Community leadership
1	Appalachian State University locating nearby
1	Growth of recreation center and additional property
0	321 expansion for relocation of businesses
0	Southside utility expansion
0	1st and 2nd Ave manufacturing vacancy / fill
0	Public / Private Partnerships
0	Duel county marketing
8	Total Votes

The threat category received 4 (11%) of the total votes, making it the fourth and last voted on category. See Table 4 – Threats for all topics and votes.

Table 4 - Threats	
Votes	Topics
3	Aging Utility
1	Skill / Fishing Games
0	Escaping old image of the town
0	Transparency / Distribution of information
0	Natural Hazard Mitigation (Wind, Ice, Snow)
4	Total Votes

A combined list of all of the topics from each of the SWOT categories are listed below in Table 5. Those that received at least one vote are listed above the red dashed line. The top 9 topics (highlighted in yellow) received sixty-four percent (64%) of the total vote and were split between to top 3 most voted on topics. These topics are largely concerned over weaknesses in the community, but the most voted on topics were strength and opportunity.

Table 5 – Combined SWOT Category Topics			
Votes	% Votes	Topic	SWOT
4	11%	Hometown / Community	Strength
4	11%	Change perception of the town	Opportunity
3	8%	Aging Utility	Threat
2	6%	More larger restaurants	Weakness
2	6%	High rental rate	Weakness
2	6%	No Long View zip code	Weakness
2	6%	Need more businesses	Weakness
2	6%	Lack of beautification of businesses	Weakness
2	6%	Community leadership	Opportunity
1	3%	Skill / Fishing Games	Threat
1	3%	No bank in town	Weakness
1	3%	Empty Commercial	Weakness
1	3%	Limited room to grow town limits	Weakness
1	3%	Public transportation	Weakness
1	3%	Perception of the town	Weakness
1	3%	Access to 321 / I-40 / Hwy 70 / Airport	Strength
1	3%	Family	Strength
1	3%	Fire / Police connection and knowledge of the community	Strength
1	3%	Cost of living (taxes / service rates / housing)	Strength
1	3%	New police / fire facilities	Strength
1	3%	Appalachian State University locating nearby	Opportunity
1	3%	Growth of recreation center and additional property	Opportunity
0	0%	Escaping old image of the town	Threat
0	0%	Transparency / Distribution of information	Threat
0	0%	Natural Hazard Mitigation (Wind, Ice, Snow)	Threat
0	0%	Home value / Property value / Small estates	Weakness
0	0%	Aging demographic	Weakness
0	0%	Crawdads Baseball	Strength
0	0%	Jacob Fork Park	Strength
0	0%	Lakes / Mountains	Strength
0	0%	Charlotte / Asheville / Boone / Winston	Strength

1st → (Hometown / Community, Change perception of the town)
2nd → Aging Utility
3rd → (More larger restaurants, High rental rate, No Long View zip code, Need more businesses, Lack of beautification of businesses)

0	0%	Variety of retail	Strength
0	0%	Housing size (~1100 sq ft)	Strength
0	0%	Town events	Strength
0	0%	Non-profit aid	Strength
0	0%	321 expansion for relocation of businesses	Opportunity
0	0%	Southside utility expansion	Opportunity
0	0%	1st and 2nd Ave manufacturing vacancy / fill	Opportunity
0	0%	Public / Private Partnerships	Opportunity
0	0%	Duel county marketing	Opportunity
36	**100.0%**		

PUBLIC MEETING SWOT RESULTS

Long View Land Use Plan

Monday, June 20ᵗʰ at 6:00 p.m.
Public Meeting

SWOT RESULTS

Of the 28 total votes cast, 5 (18%) were on the topics of community strengths. Making this the least voted on SWOT category. See Table 1 – Strengths for all topics and votes.

Table 1 - Strengths	
Votes	Topic
2	Park / Recreation Facility
2	Potential to grow
1	Access to transportation corridors / rail / airport
0	Manufacturing
0	Low tax rate
0	Good utilities
0	Small town feel
0	Good first response services
5	Total Votes

The weakness SWOT category received 11 (39%) of the total votes, making it the most voted on category. See Table 2 – Weaknesses for all topics and votes.

Table 2 – Weaknesses	
Votes	Topics
3	Blighted properties
2	33ʳᵈ Street / improvements / speed / widening / school
1	Trash / Garbage on roadways (23ʳᵈ St)
1	Side street pavement conditions
1	Lack of sidewalks
1	Lack of restaurants / dinning
1	Response for improvements / customer service
1	Need for a large police department
0	Parking in the right-of-way
11	Total Votes

The opportunity category received 6 (21%) of the total votes, tying it for second most voted on category. See Table 3 – Opportunities for all topics and votes.

Table 3 - Opportunities	
Votes	Topics
4	Sweet Bay Ln commercial properties
2	Recreation Center improvements to outdoor equipment variety / available activities / fenced playground for young children / indoor fitness facility / pool
0	Need for a "hotline" / complaint center / knowing who to contact
6	Total Votes

The threat category received 6 (21%) of the total votes, tying it for second most voted on category. See Table 4 – Threats for all topics and votes.

Table 4 - Threats	
Votes	Topics
3	Traffic (33rd & 15th at the school)
2	26th Ave crossing with the railroad (at Long View Drug)
1	Drugs
0	Break and entering / Thefts
0	Gangs
0	Natural Disasters
6	Total Votes

A combined list of all of the topics from each of the SWOT categories are listed below in Table 5. Those that received at least one vote are listed above the red dashed line. The top 3 topics (highlighted in yellow) received seventy-one percent (71%) of the total vote. These top 3 topics evenly cover each of the SWOT categories.

	Votes	% Votes	Topic	SWOT
	Table 5 – Combined SWOT Category Topics			
1st →	4	14%	Sweet Bay Ln commercial properties	Opportunity
2nd	3	11%	Blighted properties	Weakness
	3	11%	Traffic (33rd & 15th at the school)	Threat
3rd	2	7%	Park / Recreation Facility	Strength
	2	7%	Potential to grow	Strength
	2	7%	33rd Street / improvements / speed / widening / school	Weakness
	2	7%	Recreation Center improvements to outdoor equipment variety / available activities / fenced playground for young children / indoor fitness facility / pool	Opportunity
	2	7%	26th Ave crossing with the railroad (at Long View Drug)	Threat
	1	4%	Access to transportation corridors / rail / airport	Strength
	1	4%	Trash / Garbage on roadways (23rd St)	Weakness
	1	4%	Side street pavement conditions	Weakness
	1	4%	Lack of sidewalks	Weakness
	1	4%	Lack of restaurants / dinning	Weakness
	1	4%	Response for improvements / customer service	Weakness
	1	4%	Need for a large police department	Weakness
	1	4%	Drugs	Threat
	0	0%	Manufacturing	Strength
	0	0%	Low tax rate	Strength
	0	0%	Good utilities	Strength
	0	0%	Small town feel	Strength
	0	0%	Good first response services	Strength
	0	0%	Parking in the right-of-way	Weakness
	0	0%	Need for a "hotline" / complaint center / knowing who to contact	Opportunity
	0	0%	Break and entering / Thefts	Threat
	0	0%	Gangs	Threat
	0	0%	Natural Disasters	Threat
	28	100.0%		