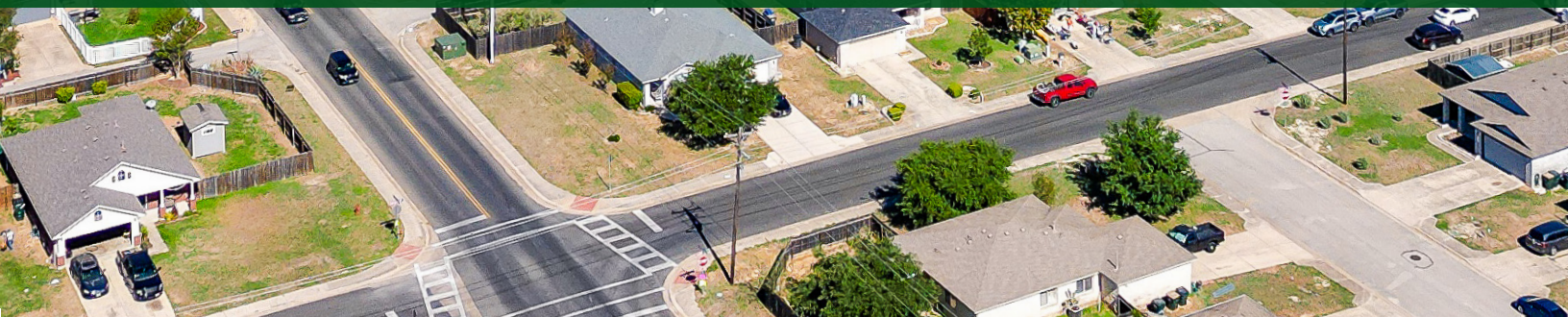
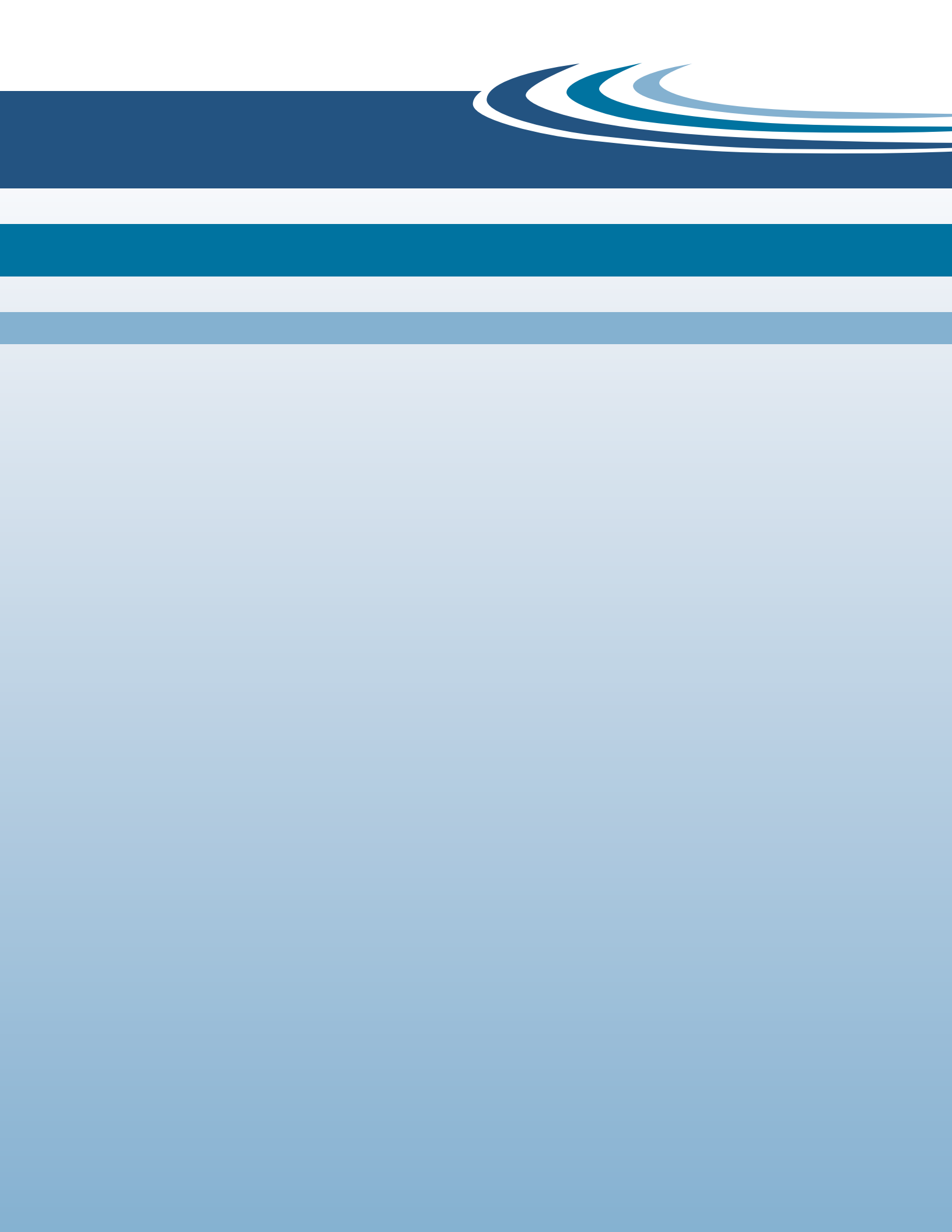


2026 City of Longview Strategic Housing Study and Plan





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Executive Summary

The *2026 City of Longview Strategic Housing Study and Plan*, developed by Matrix Design Group, Inc., provides a comprehensive, data-driven assessment of the city's housing market and establishes a practical, forward-looking framework to guide future housing policy, investment, and development. The study was undertaken in response to the City's goal of continuing its long-term housing vision and supporting the implementation of programs that expand access to quality, affordable housing for residents across all income levels. It integrates quantitative analysis, stakeholder input, and best practices to evaluate current housing conditions, identify key challenges, and outline actionable strategies tailored to Longview's unique market dynamics.

The purpose of this plan is to align housing supply with both current and future demand while addressing affordability, accessibility, and housing quality across the community. In doing so, the study provides a clear understanding of how Longview's housing market is functioning today and where gaps are likely to emerge in the future. The findings are intended to inform coordinated policy, land use, and investment decisions that support a more balanced, resilient, and inclusive housing system over the long term.

Demographics

- Longview's population has grown modestly over the past decade to approximately 83,700 residents, indicating steady housing and service demand consistent with a mature regional economy.
- The city maintains a balanced age structure, with a strong household-forming base of children, families, and working-age adults. However, seniors already account for more than 16% of the population, and their share is expected to continue growing. This trend, particularly among older women, points to increasing demand for healthcare, accessible housing, supportive services, and age-friendly community amenities.
- Disability rates in Longview are generally lower than regional and statewide averages, though mobility limitations impact approximately 18 percent of residents, highlighting the ongoing need for accessible housing, transportation, and public infrastructure.
- Longview's group quarters population totals 1,741 residents and is driven primarily by nursing facilities and student housing, reflecting the city's healthcare and higher education presence. This concentration shapes demand for supportive services, transportation options, healthcare resources, and specialized housing tailored to seniors, students, and other residents living in non-household settings.
- Household sizes are gradually declining, with the average household consisting of 2.4 people. This trend will continue to influence demand for a wider range of housing types, particularly smaller and more attainable units.

- The housing market is nearly evenly split between renters and homeowners, with a stable homeownership rate of approximately 53 percent, making it critical to support both rental and ownership opportunities.

Economic Trends

- Longview's economy is stable but constrained, with steady income growth that remains below statewide levels and many peer communities. The city's median household income is \$62,488, supporting \$1,562 in monthly housing costs. Income per capita stands at \$33,465.
- Income growth has been uneven, with a widening gap between homeowners and renters. The median owner household earns \$86,469, nearly twice the income (\$44,725) reported by the median renter-occupied household, highlighting disparities in economic stability, housing affordability, and wealth-building opportunities.
- Poverty and reliance on Supplemental Security Income (SSI) remain elevated, signaling persistent economic vulnerability among lower-income households, older adults, and residents with disabilities and increasing demand for affordable housing and supportive services. Approximately 18 percent of residents live in poverty, while approximately six percent depend on SSI.
- The local economy is anchored in healthcare, education, retail, and other service-oriented industries that provide employment stability but generally offer lower wages, while higher-paying sectors employ a relatively small share of workers.
- Employment trends indicate continued growth in professional and service sectors alongside stagnation or decline in some goods-producing industries, reinforcing the need for workforce development and economic diversification to support long-term income growth.
- Unemployment has normalized since the pandemic, falling to between 4% and 5%, but remains consistently above statewide levels, indicating a labor market that is more sensitive to economic disruptions and slower to recover.
- Longview functions as a regional employment hub, with nearly twice as many workers commuting into the city as commuting out.

Housing Inventory

- Longview's housing inventory consists of over 36,000 units. The owner-occupied stock is overwhelmingly composed of single-family detached homes (94%), reinforcing neighborhood stability but limiting attainable options for first-time buyers and households seeking smaller or more affordable homes. The rental market provides greater diversity through a mix of small and large multifamily units, though recent trends show limited expansion of higher-density housing, restricting future rental supply.

- Longview’s housing stock is relatively old, with a median construction year of 1979 and 73 percent built prior to 1990, increasing the importance of maintenance, rehabilitation, and reinvestment in existing neighborhoods.
- Recent permitting trends indicate a sharp shift toward low-density, single-unit construction and a decline in overall housing production, signaling a constrained development pipeline that may struggle to keep pace with demand. In 2022, 402 units were permitted, with 36 percent consisting of multifamily development, while by 2025, permitting had fallen to just 148 units, almost entirely single-family.
- Longview’s overall vacancy rate is moderately high at 11 percent, but a growing share of vacant units are unavailable for occupancy, suggesting issues related to housing condition, reinvestment needs, and market mismatch rather than oversupply.

Housing Market Trends

- Longview’s housing market is experiencing sustained upward pressure, with the median home price reaching over \$260,000 and the typical rent rising steadily to \$1,250.
- Despite rising prices, monthly housing costs among existing homeowners remain below statewide levels, preserving the city’s position as a comparatively attainable ownership market within Texas. The median mortgaged owner pays \$1,459 in total monthly costs, including the mortgage, property taxes, utilities, insurance, and other fees, over \$900 more than the sum paid by the median owner without a mortgage.
- Rental affordability challenges are especially acute for larger households, as rents increase sharply with unit size and require incomes beyond the reach of many working families. The average three-bedroom unit rents for approximately \$1,921 per month, requiring an annual income of about \$76,840 to remain affordable, while four-bedroom units average \$2,786 per month, placing affordability out of reach for many households without incomes of at least \$111,440.

Housing Challenges

- Renter affordability pressures are widespread and intensifying, with about half of renter households cost burdened (spending more than 30 percent of income on housing) and roughly a quarter severely burdened (spending more than 50 percent), figures that are consistent with statewide and regional levels.
- Among existing homeowners, cost pressures have eased, shifting affordability concerns toward renters and prospective buyers, as the share of cost-burdened mortgaged homeowners declined from about 26 percent to 19 percent between 2018 and 2023.
- Overcrowding, defined as more than one person per room, remains limited overall, affecting 3% of households. However, conditions are becoming more acute for a small subset of households, as

moderate overcrowding has declined while severe overcrowding has increased, indicating intensifying affordability pressures and space constraints for those most impacted.

- Substandard housing, measured by the prevalence of incomplete kitchen and plumbing facilities, is rare, affecting 5.1 and 2.9 units per 1,000, respectively. This suggests that basic housing infrastructure is generally sound across the city, although pockets of inadequate units may persist.
- Housing quality varies geographically, with newer and higher-value housing concentrated in northern Longview and older, lower-value stock more prevalent in southern and southeastern areas, highlighting opportunities for targeted reinvestment and preservation.

Current and Projected Housing Needs

- Longview's housing demand is shaped by a broad income distribution, with nearly half of households earning at or below 80 percent of Area Median Income. Renters are heavily concentrated in these lower-income tiers, making up roughly three-quarters of households below 80 percent AMI, while higher-income households are predominantly homeowners, reinforcing the need for both deeply affordable rental housing and pathways to homeownership.
- Overall housing need is driven primarily by family households, followed by a substantial need for smaller units to accommodate single-person households. At the same time, demand for senior housing and accessible units is significant, reflecting aging population trends and the need for housing that supports mobility, services, and independent living.
- Housing demand in Longview is expected to grow steadily through 2040, with total unit demand projected to reach nearly 39,668 units. Growth will occur across all income levels, but demand generated by households earning below 80 percent of AMI will continue to account for nearly half of total demand, meaning affordability will remain a defining feature of future housing needs.
- The city's current housing shortfall is estimated at between roughly 560 and 1,050 units. A portion of this gap could be addressed by reactivating underutilized or vacant units, but substantial new development will be required to meet projected demand, which is expected to reach approximately 3,111 to 3,605 units by 2030 and 6,283 to 6,777 units by 2040.
- While Longview has a notable amount of vacant residential land, current zoning would only allow for development capacity of approximately 2,900 units, highlighting the need for infill development, redevelopment, and potential zoning changes to increase housing capacity.

Community Engagement Summary

- Input from nearly 600 survey responses indicates generally high satisfaction with residents' current housing, but widespread dissatisfaction with affordability and supply, with housing costs creating substantial financial stress for many households.

- Residents and stakeholders emphasized the need for more housing options, particularly ADUs and missing middle housing, and expressed a clear preference for infill, rehabilitation, and reuse over outward expansion.
- Housing constraints are affecting economic competitiveness. Employers identified affordability and availability as major barriers to workforce attraction and retention, with many workers commuting from outside the city and impacts on productivity, underscoring the need for coordinated solutions.
- Open house feedback reinforced community priorities. Participants showed strong support for smaller-scale and missing middle housing types and emphasized the need for increased affordability, greater housing choice across income levels, and improvements to the quality and diversity of the existing housing stock.

Strategic Plan

- Modernize development standards to support a wider range of housing types, including missing middle housing, mixed-use development, and ADUs, through reduced setbacks, lot sizes, and floor area requirements, along with increased building coverage and modest height allowances.
- Reduce regulatory barriers and costs by lowering parking requirements, expanding by-right zoning allowances, and introducing pre-approved plans for ADUs and missing middle housing to streamline permitting and accelerate production.
- Align incentives with affordability goals by implementing tools such as height bonuses, fee relief, parking reductions, and public land strategies tied to affordable housing outcomes.
- Expand and strengthen housing programs by building on existing efforts (e.g., HCV, HOME-funded rehabilitation, SLIP) while addressing gaps in rental assistance, homelessness response, and city-led housing systems.
- Improve land use and redevelopment strategy by maintaining a public inventory of developable land, prioritizing infill and brownfield redevelopment, and expanding land banking efforts.
- Enhance coordination and partnerships through formalized housing task forces, regional collaboration, and employer-assisted housing programs targeting key workforce sectors.
- Increase transparency and technical assistance by launching a rental resource guide and developer education and outreach program to better connect renters, developers, and available opportunities.
- Leverage and expand funding tools by utilizing federal and state programs (e.g., LIHTC, CDBG, HOME), exploring local mechanisms such as an Affordable Housing Trust Fund, TIRZ, and tax incentives, and introducing low-interest loans, grants, and operational subsidies to improve project feasibility

Introduction

Longview is a mid-sized city in East Texas, located in Gregg and Harrison Counties along the I-20 corridor, roughly midway between Dallas and Shreveport. The city has long served as a regional center for commerce, healthcare, and education, supported by its strategic location, transportation access, and proximity to natural resources. Historically, Longview's growth has been tied to the East Texas oil boom of the early 20th century, followed by diversification into manufacturing, retail, and service-based industries. Today, the city functions as an economic and employment hub for the surrounding region, drawing workers from nearby communities while maintaining a stable residential base. This regional role, combined with its established infrastructure and relatively moderate growth patterns, has shaped a housing market defined more by gradual change than rapid expansion.

While Longview has avoided the volatility seen in faster-growing metropolitan areas, it is experiencing increasing pressure on housing affordability, particularly among renters and moderate-income households. At the same time, an aging housing stock, limited recent development activity, and a constrained pipeline of new units are influencing the availability and diversity of housing options. The *2026 City of Longview Strategic Housing Study and Plan* provides a comprehensive assessment of these conditions and establishes a framework to guide future policy, investment, and development decisions. The study evaluates demographic and economic trends, housing inventory and market conditions, and current and future housing needs. It also identifies opportunities for new development and reinvestment. Building on these findings, the plan outlines a set of strategic priorities and implementation approaches intended to guide housing policy and investment over the long term.

Methodology

The *Strategic Housing Study and Plan* combines rigorous quantitative analysis with applied planning methods to develop a comprehensive understanding of Longview's housing market, including current conditions, emerging trends, and future needs. The methodology is designed to distinguish between different dimensions of housing demand, including realized demand from existing households, current unmet need, and projected future demand driven by population and household growth. The analysis incorporates a range of indicators—including income, tenure, household composition, housing inventory, and market conditions—to assess how well the current housing supply aligns with the needs of residents across the income spectrum. In addition, the study evaluates housing challenges such as cost burden, overcrowding, and housing quality to identify areas where market conditions may not be functioning effectively.

A key component of the methodology is its emphasis on longitudinal analysis and peer community comparisons to provide context for interpreting local trends. Where possible, data are analyzed over time to identify how Longview's housing market has evolved and where it is headed. These trends are benchmarked against a set of comparable communities, including Grapevine, Odessa, Tyler, Gregg County, and the State of Texas, which were selected to reflect a range of market conditions and regional dynamics. While these comparisons help situate Longview within the broader housing landscape, the analysis remains focused on the city's unique characteristics, ensuring that findings and recommendations are grounded in local conditions rather than generalized regional trends.

The assessment integrates data from multiple federal, state, local, and proprietary sources to construct a detailed understanding of housing conditions, affordability, supply, and demand in Longview. The analysis

relies on the most recent data available, though timeframes vary across datasets due to differences in release schedules and reporting cycles.

- **American Community Survey (ACS):** Administered by the U.S. Census Bureau, the ACS is a foundational source of demographic, social, economic, and housing data at multiple geographic levels. Estimates are developed using probability sampling and statistical weighting to ensure representativeness across communities. This assessment primarily uses the 2023 five-year ACS, which covers the period from 2019 to 2023, while incorporating data from the 2018 five-year ACS (2014–2018) to provide a longitudinal view of local trends. When discussing five-year ACS data, this report references only the year featured in the title of the survey. Importantly, ACS data are not merely reported as standalone descriptive statistics. Rather, the estimates serve as inputs for many of the analyses presented in this report. Figures such as housing gaps and affordability shortfalls were derived by integrating ACS estimates with other sources and applying additional methods.
- **U.S. Census Bureau:** The Census Bureau produces annual population estimates between decennial census counts, allowing for consistent tracking of population change over time. They are used to assess historical growth trends, establish a baseline for demographic analysis, and support population projections. While estimates are periodically revised as new data become available, they offer a reliable and timely source for understanding how Longview’s population has evolved between census years.
- **Bureau of Labor Statistics (BLS):** Local labor force and employment data were supplied by the BLS. These estimates were used as the basis of employment projections.
- **Zillow Observed Rent Index (ZORI):** This proprietary metric tracks changes in asking rents over time across a broad segment of the rental market, including both professionally managed and individually owned units. ZORI is used to capture real-time market conditions and pricing trends, particularly for units actively turning over. Because it measures current asking rents rather than in-place rents, it provides a timely indicator of market pressure and the cost of entering the rental market.
- **Zillow Rental Listings:** Zillow’s rental listings data provide a snapshot of asking rents by unit type and price point across available units. These data are used to assess current market availability and variation in pricing, offering insight into the range of rents faced by prospective renters.
- **Apartments.com Listings:** Apartments.com rental listings provide a snapshot of advertised rents, unit types, and property characteristics across actively marketed rental units in Longview. These data are used to assess current market availability, pricing variation by unit size and type, and the range of options available to prospective renters.
- **Redfin:** Aggregate data from Redfin were used to analyze trends in the for-sale housing market, specifically median home prices. Similar to Zillow, Redfin data capture current market activity, providing a timely view of pricing dynamics and shifts in supply and demand conditions. These data

are particularly useful for identifying recent changes in market momentum, including periods of softening or increased inventory.

- **City of Longview:** The City’s Capital Improvement Plan was reviewed to understand planned public investments in infrastructure, utilities, and community facilities that may influence housing development and neighborhood conditions. CIP data provide insight into where the City is prioritizing improvements—such as water, wastewater, drainage, and parks—which can support future growth, enhance housing quality, and shape the feasibility of new residential development.
- **U.S. Census Building Permits Survey:** The Census Building Permits Survey provides data on residential construction activity, including the number and type of housing units permitted over time. These data are used to evaluate trends in housing production, shifts in development patterns, and the overall strength of the local development pipeline. While permits do not guarantee construction completion, they serve as a leading indicator of future housing supply and are critical for understanding whether new development is keeping pace with demand.
- **Local Parcel Data:** Parcel-level data from Gregg and Harrison Counties were used to analyze land use patterns, housing characteristics, and development capacity within Longview. These data include information on property type, land use classification, improvement values, and parcel size, which support analysis of housing inventory, identification of vacant or underutilized land, and evaluation of development potential.

In addition to quantitative analysis, Matrix conducted a multi-pronged community engagement effort to ensure that findings reflect local experience and priorities. This engagement included resident, stakeholder, and employer surveys, as well as a well-attended public open house. These efforts provided valuable qualitative insights into housing preferences, challenges, and opportunities, helping to ground the analysis in real-world conditions and inform the development of practical, community-supported strategies.

Demographics

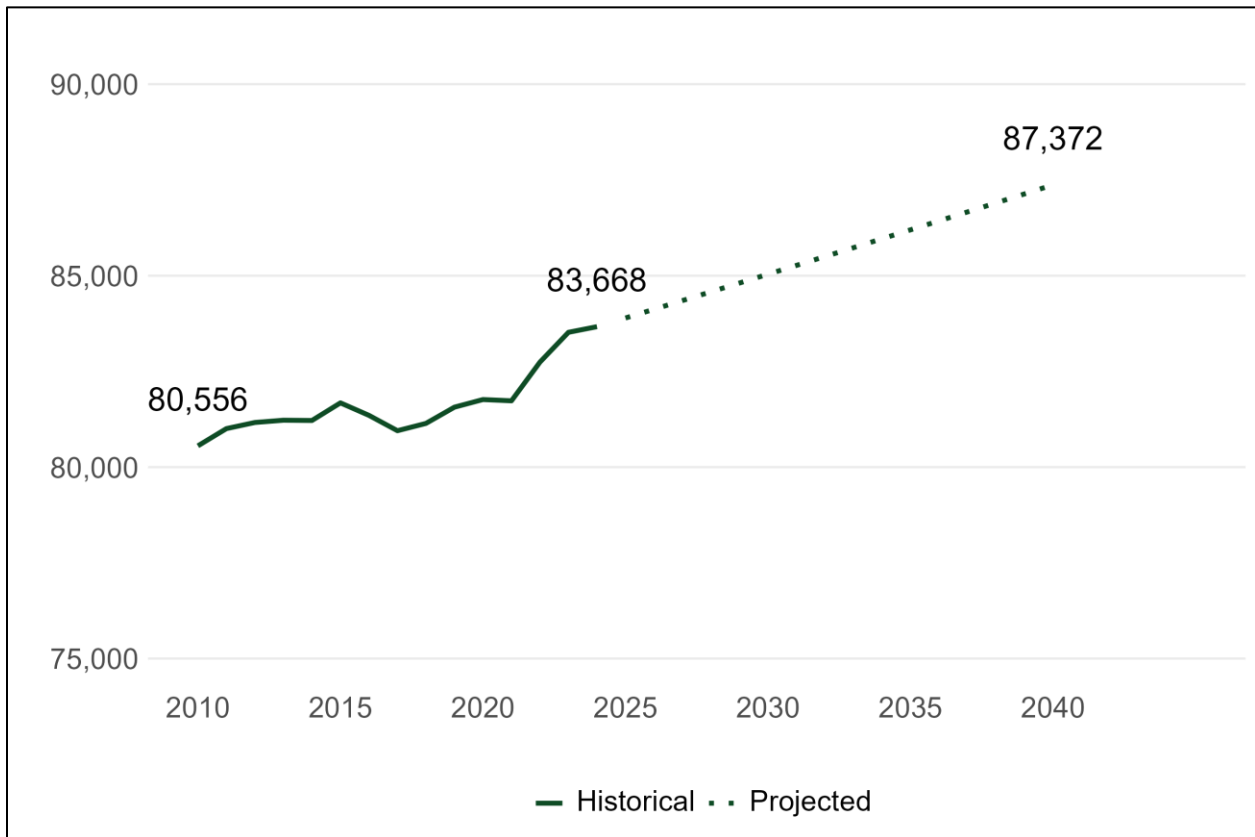
Longview’s demographic profile is characterized by stability, balance, and gradual change rather than rapid growth or decline. Over the past decade, the city’s population has remained largely steady, with only modest increases since 2022, signaling consistent demand for housing, services, and infrastructure. The age structure has shifted slowly, with median age rising only slightly and remaining closely aligned with county and statewide averages, suggesting that Longview is aging at a manageable pace while maintaining a strong base of children, families, and working-age adults. Age and sex demographics reveal a stable labor force and household-forming population, alongside a growing share of older adults, particularly women, pointing to increasing long-term needs for healthcare, accessible housing, and age-friendly services. Longview is a diverse, multiracial city whose racial and ethnic composition closely mirrors Gregg County, with a significant Hispanic and Latino community that continues to shape workforce participation, cultural life, and service needs. Lower-than-average reported disability rates indicate relatively strong overall health, though the prevalence of mobility limitations underscores the importance of accessible design and transportation. Declining household size and a steady homeownership rate further suggest evolving living arrangements and a housing market that remains balanced between renters and owners. Taken together, these trends portray Longview as a mature, stable city whose future planning priorities center on adapting to gradual demographic shifts, supporting an aging population, and ensuring that housing and services remain responsive to a diverse and changing community.



Population

Longview’s population has remained relatively stable over the past decade, hovering around 81,000 residents from 2010 to 2021 before starting a modest climb in 2022 (see **Figure 1**). The city experienced a **growth of about four percent**, rising from 80,556 in 2010 to 83,668 in 2024, reflecting steady but slow demographic expansion. This stability is indicative of Longview’s mature regional economy, established housing stock, and consistent local amenities, which have supported gradual population gains rather than rapid surges. While the pace of growth is moderate compared with rapidly expanding metro areas in Texas, Longview’s steady trajectory suggests a balanced demand for housing, services, and infrastructure. Looking ahead, maintaining this equilibrium will require ongoing attention to sustaining economic opportunities, ensuring housing affordability, and supporting the city’s quality of life as it accommodates incremental population growth.

Figure 1. Actual and Projected Population in Longview, 2010-2040



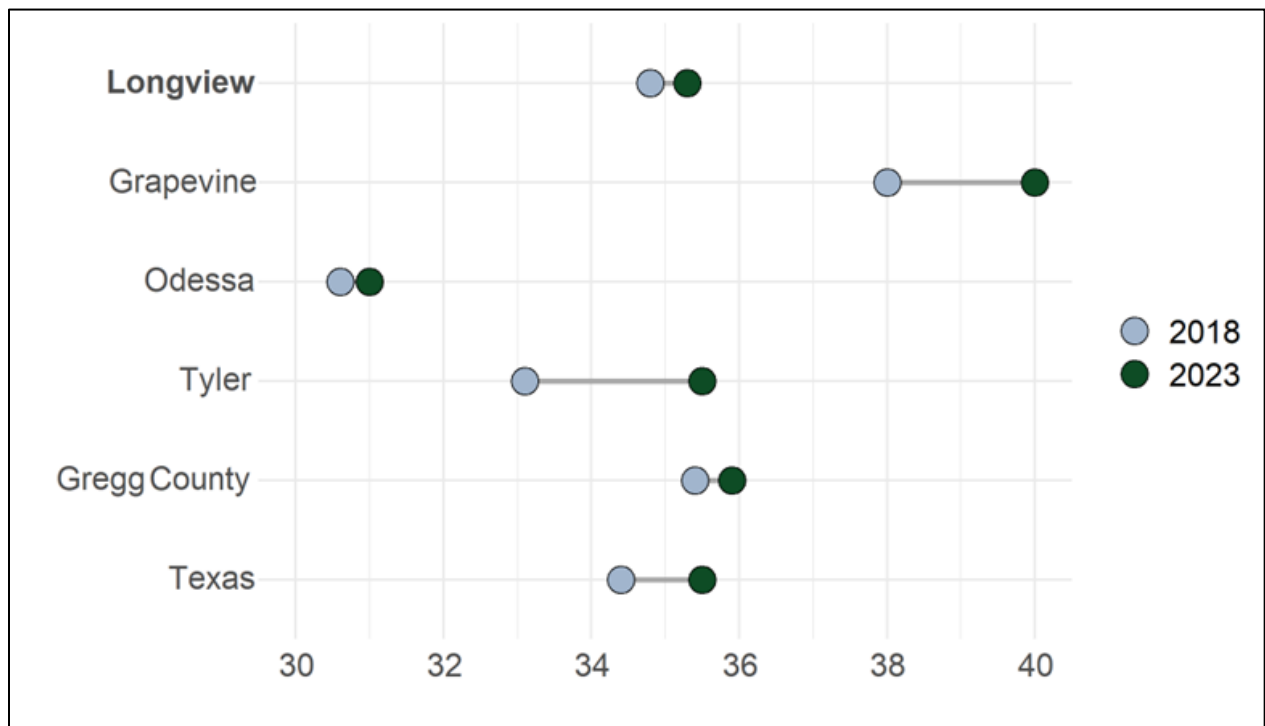
Source: Intercensal and postcensal estimates from the U.S. Census Bureau, Matrix Design Group, Inc.

Note: Population projections were developed using an AutoRegressive Integrated Moving Average (ARIMA) model applied to the natural logarithm of historical population values. Modeling population on the log scale allows the model to capture proportional growth patterns and stabilize variability over time. Forecasted values were subsequently back-transformed to population levels for interpretation and presentation.

Longview’s median age has increased only modestly in recent years, rising from **34.8 in 2018 to 35.3 in 2023** (see **Figure 2**). This gradual shift suggests a relatively stable age structure, with aging occurring at a slower pace than in several peer communities. By comparison, Grapevine experienced a sharper increase in median age over the same period (from 38 to 40 years), while Odessa remained considerably younger, increasing only slightly from 30.6 to 31 years. Tyler’s median age rose more quickly, from 33.1 to 35.5 years, aligning more closely with statewide trends. In 2023, Longview’s median age closely mirrors both Gregg County (35.9) and the state of Texas (35.5), indicating similar age profiles across local and statewide populations. Together, these trends indicate that Longview is aging gradually but maintains a balanced demographic profile relative to both regional and state benchmarks.

LONGVIEW’S MEDIAN AGE REMAINS BALANCED, TRACKING CLOSELY WITH COUNTY AND STATE BENCHMARKS IN 2023.

Figure 2. Median Population Age, 2018 & 2023



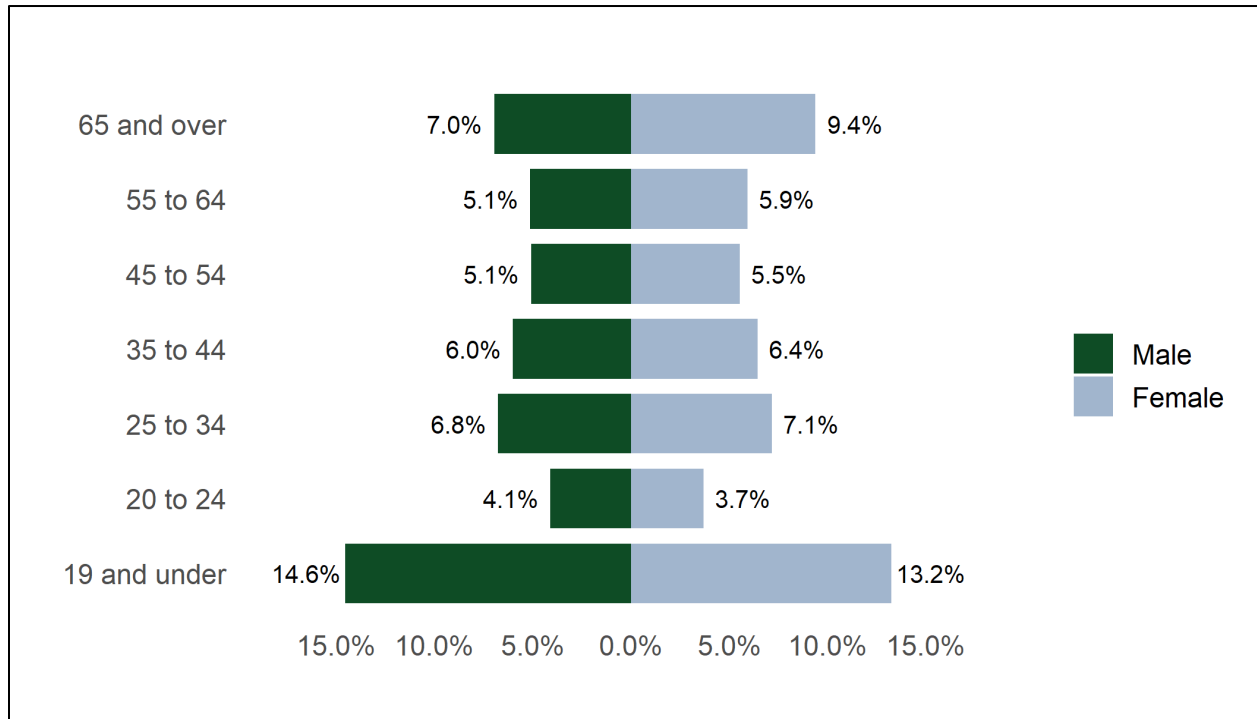
Source: Five-Year American Community Survey; Matrix Design Group, Inc.

City of Longview

The distribution of age by sex in Longview reflects a generally balanced population with notable differences at younger and older ages (see **Figure 3**). **Children and youth (19 and under) make up the largest share of the population**, accounting for nearly 28 percent of residents, with males (14.6%) outnumbering females (13.2%) in this age group. **Young adults ages 20 to 24 represent the smallest portion of the population** overall, though males (4.1%) slightly exceed females (3.7%), suggesting a modest male skew in early working or post-secondary age cohorts.

Among prime working-age adults (25 to 54), the population is more evenly distributed across sexes, with females slightly outnumbering males in each of these age groups. This balance indicates a stable labor force and household-forming population. Differences become more pronounced at older ages, where females account for a larger share of the population. Residents ages 55 to 64 show a modest female majority (5.9% versus 5.1%), while the gap widens significantly among seniors: females age 65 and over represent 9.4 percent of the total population compared to 7.0 percent for males. This pattern is consistent with longer female life expectancy and suggests growing demand for age-specific services, healthcare, and housing for older adults in Longview.

Figure 3. Population by Age and Sex in Longview, 2023

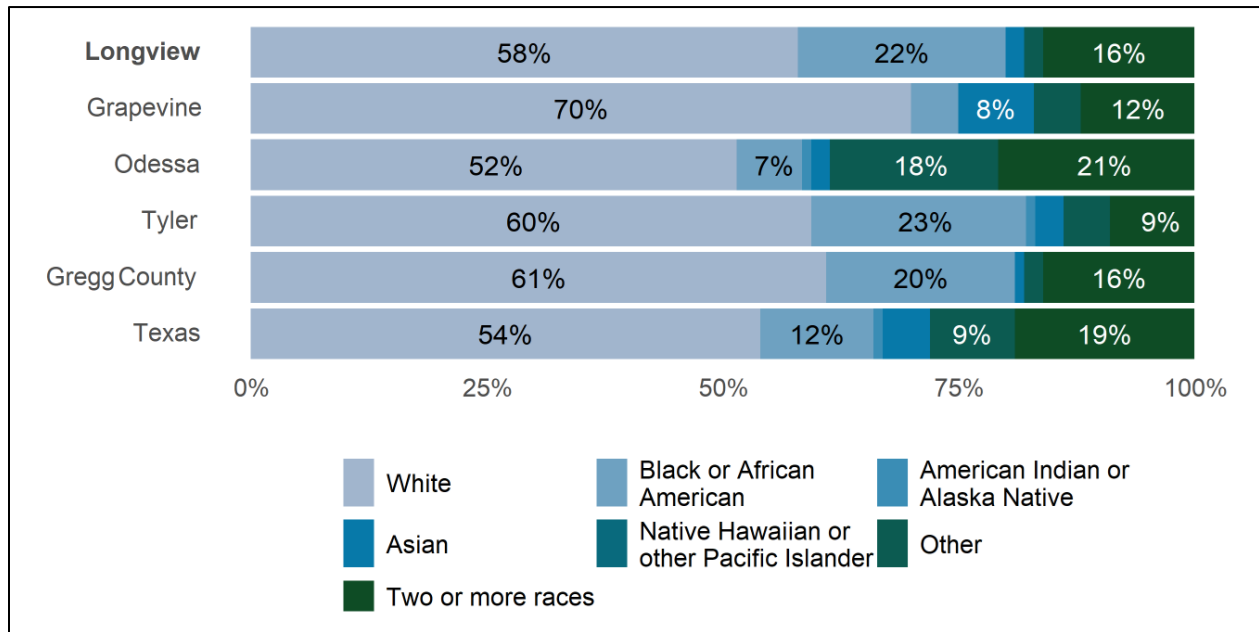


Source: Five-Year American Community Survey; Matrix Design Group, Inc.

Longview’s racial composition reflects a diverse community that closely aligns with regional patterns while differing from statewide trends in several key ways. As **Figure 4** shows, white residents make up the largest share of the population at 58 percent, followed by Black or African American residents at 22 percent. Individuals identifying as two or more races account for 16 percent of the population, while Asian residents and those identifying as other races each represent approximately two percent. Among peer communities, Longview’s racial composition most closely mirrors that of Gregg County, where 61 percent of residents identify as white and 20 percent as Black or African American. Tyler shows a comparable share of Black residents (23%), while Grapevine has a substantially larger Asian population (8%) and a higher overall share of white residents (70%). Odessa differs more noticeably, with a larger share of residents identifying as other races (18%) and two or more races (21%).

At the state level, Texas exhibits greater racial diversity than Longview, with smaller shares of white residents (54%) and larger proportions of Asian (5%), other races (9%), and two or more races (19%). Overall, Longview’s racial makeup reflects a balanced multiracial community that shapes local needs for culturally responsive services, inclusive economic development, and equitable access to housing and public resources, while remaining closely aligned with broader East Texas and county-level patterns.

Figure 4. Population Racial Makeup, 2023



Source: Five-Year American Community Survey; Matrix Design Group, Inc.

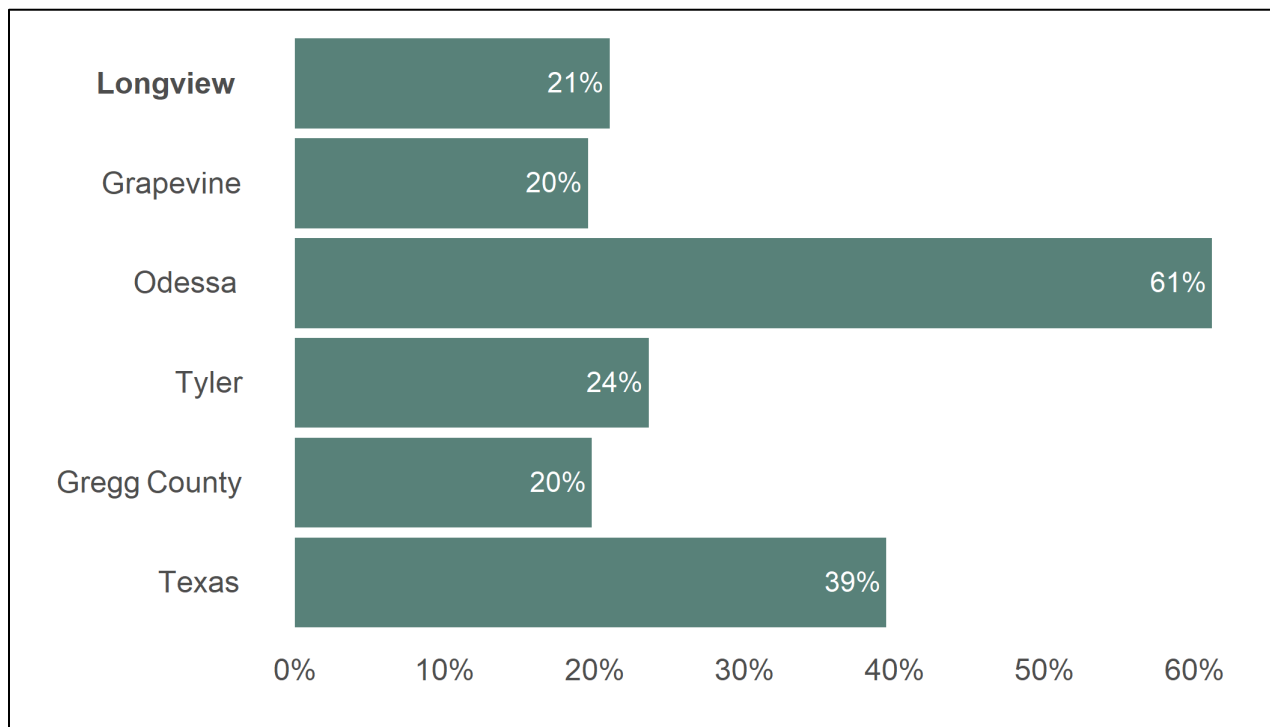
Note: In U.S. Census and ACS data, Hispanic or Latino is classified as an ethnicity, not a race. Individuals identifying as Hispanic may be of any race. Values reflect data from 2019 to 2023.

City of Longview

According to **Figure 5**, Hispanic or Latino residents represent approximately 21 percent of Longview’s population, a share that is closely aligned with Gregg County (20%) and Grapevine (20%), and slightly below Tyler (24%). While Longview’s Hispanic population is smaller than the statewide share of 40 percent and substantially lower than Odessa’s majority-Hispanic population of 61 percent, it nonetheless represents a significant and growing segment of the community.

This ethnic composition has practical implications for local planning and service delivery, particularly in areas such as bilingual education, workforce development, healthcare access, and community outreach. As Hispanic households continue to contribute to Longview’s labor force, cultural life, and housing demand, policies that promote language access, inclusive engagement, and equitable economic opportunity will be increasingly important for supporting long-term community stability and growth.

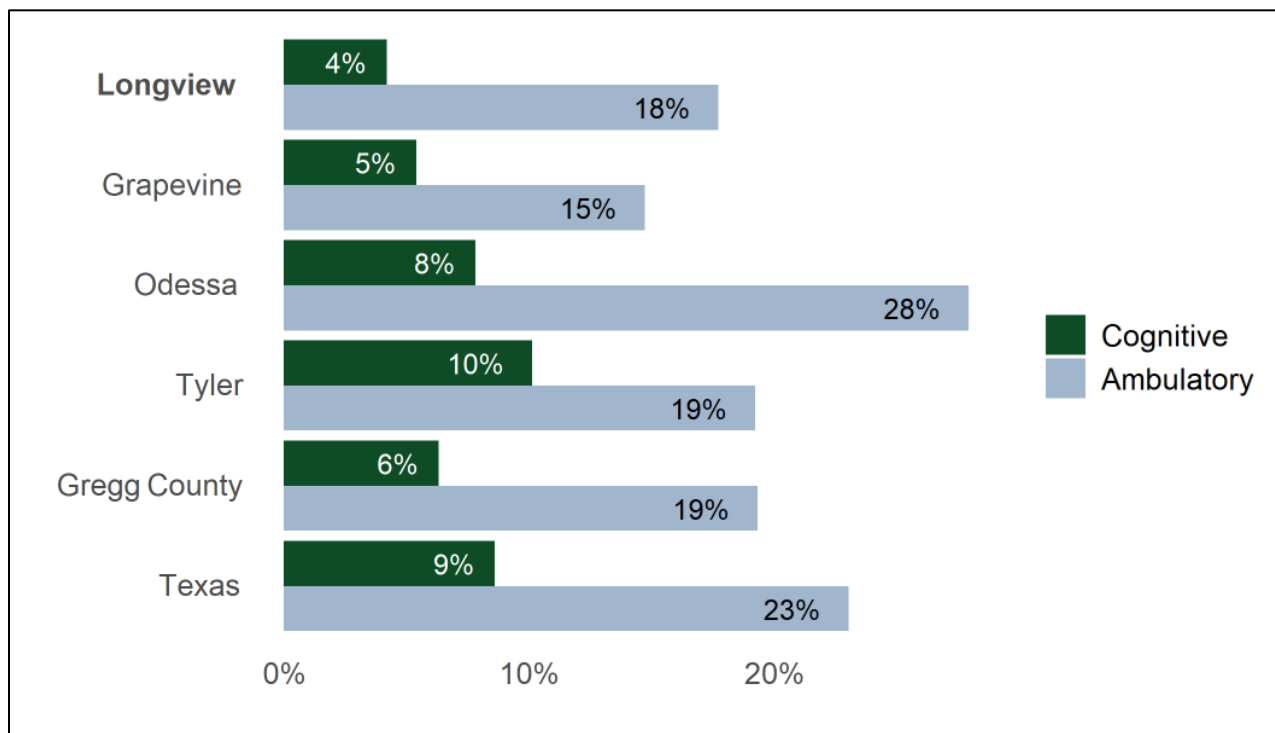
Figure 5. Hispanic or Latino Share of the Population, 2023



Source: Five-Year American Community Survey; Matrix Design Group, Inc.

Longview exhibits lower reported rates of cognitive and ambulatory disabilities relative to many peer communities and statewide averages. As illustrated in **Figure 6**, approximately four percent of Longview residents report a cognitive disability, compared with six percent in Gregg County and nine percent statewide. Ambulatory disability affects a substantially larger share of the population at 18 percent—**nearly five times the rate of cognitive disability**, highlighting the greater prevalence of mobility-related limitations. While Longview’s rates remain generally lower than regional and statewide benchmarks, the city still faces important ongoing needs for accessible infrastructure, mobility-friendly housing, and inclusive transportation systems. Continued investment in universal design, barrier-free public spaces, and targeted support services will be essential to ensure that residents with disabilities are fully supported as the community grows and ages.

Figure 6. Disability Rates among 65-Years-and-Older Population, 2023



Source: Five-Year American Community Survey; Matrix Design Group, Inc.



LONGVIEW’S HIGH RATE OF AMBULATORY DISABILITY UNDERSCORES THE NEED FOR ACCESSIBLE INFRASTRUCTURE, HOUSING, AND TRANSPORTATION.

City of Longview

Longview’s population includes a mix of institutionalized and noninstitutionalized group quarters, reflecting the city’s healthcare, correctional, and educational infrastructure (see **Table 1**). Among institutionalized facilities, *nursing and skilled-nursing facilities* account for the largest share, housing 63 percent of residents in institutional settings. Correctional facilities for adults represent 35 percent of the institutionalized population, while juvenile facilities comprise a small fraction of two percent. No “other” institutionalized facilities reported inhabitants.

Noninstitutionalized group quarters are dominated by *college or university student housing*, which houses approximately 67 percent of residents in this category, highlighting the role of local higher education institutions in the community. Other noninstitutionalized facilities account for the remaining 33 percent, while military quarters are not present in Longview.

Overall, these figures indicate that Longview’s group quarters population is primarily shaped by long-term care facilities and higher education housing. This has implications for community planning and service delivery, including healthcare services, transportation access, and recreational or support programs tailored to both older adults and student populations.

Table 1. Group Quarters in Longview, 2023

Type	Population	
Institutionalized Facilities	Count	Percentage
Correctional Facilities for Adults	493	35%
Juvenile Facilities	27	2%
Nursing Facilities, Skilled-Nursing Facilities	894	63%
Other Institutionalized	0	0%
Total	1,414	100%
Non-Institutionalized Facilities	Count	Percentage
College or University Student Housing	988	67%
Military Quarters	0	0%
Other Non-Institutional Facilities	483	33%
Total	1,471	100%

Source: Five-Year American Community Survey; Matrix Design Group, Inc.

Household Characteristics

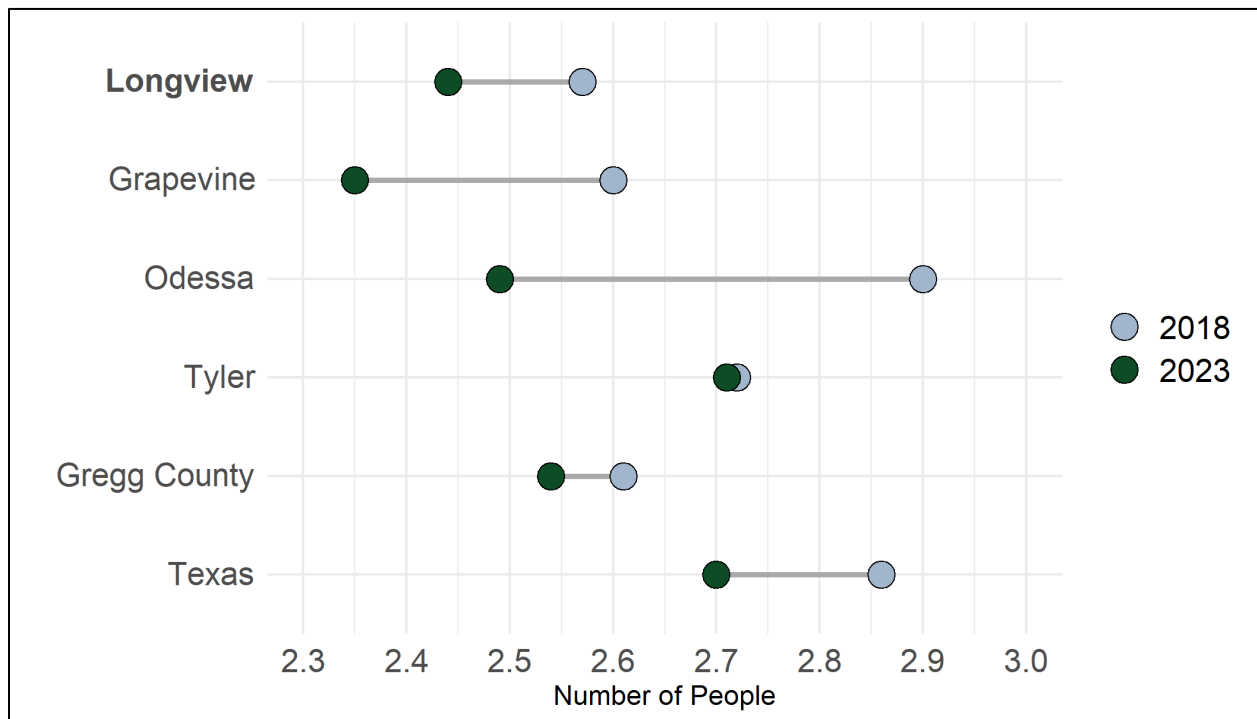
SMALLER HOUSEHOLDS IN LONGVIEW ARE LIKELY TO INCREASE DEMAND FOR SMALLER HOUSING UNITS, ACCESSORY DWELLING UNITS, AND MULTIFAMILY DEVELOPMENT.

Average household size in Longview has decreased in recent years, *declining from 2.57 persons per household in 2018 to 2.44 in 2023* (see **Figure 7**). This shift suggests a gradual movement toward smaller household arrangements, which may be influenced by aging residents, lower fertility rates, and a growing share of single-person and two-person households.

Compared with surrounding communities, Longview’s average household is slightly smaller than that of Gregg County overall (2.54 in 2023) and remains well below the statewide average of 2.70. Peer cities display similar patterns of decline, though the degree varies. Odessa, for example, experienced a more pronounced drop over the period, while Tyler’s household size has remained relatively stable.

Shifting household sizes in Longview stem from evolving demographic and lifestyle patterns that are likely to influence housing demand, neighborhood form, and the diversity of housing options needed over time.

Figure 7. Average Household Size, 2023



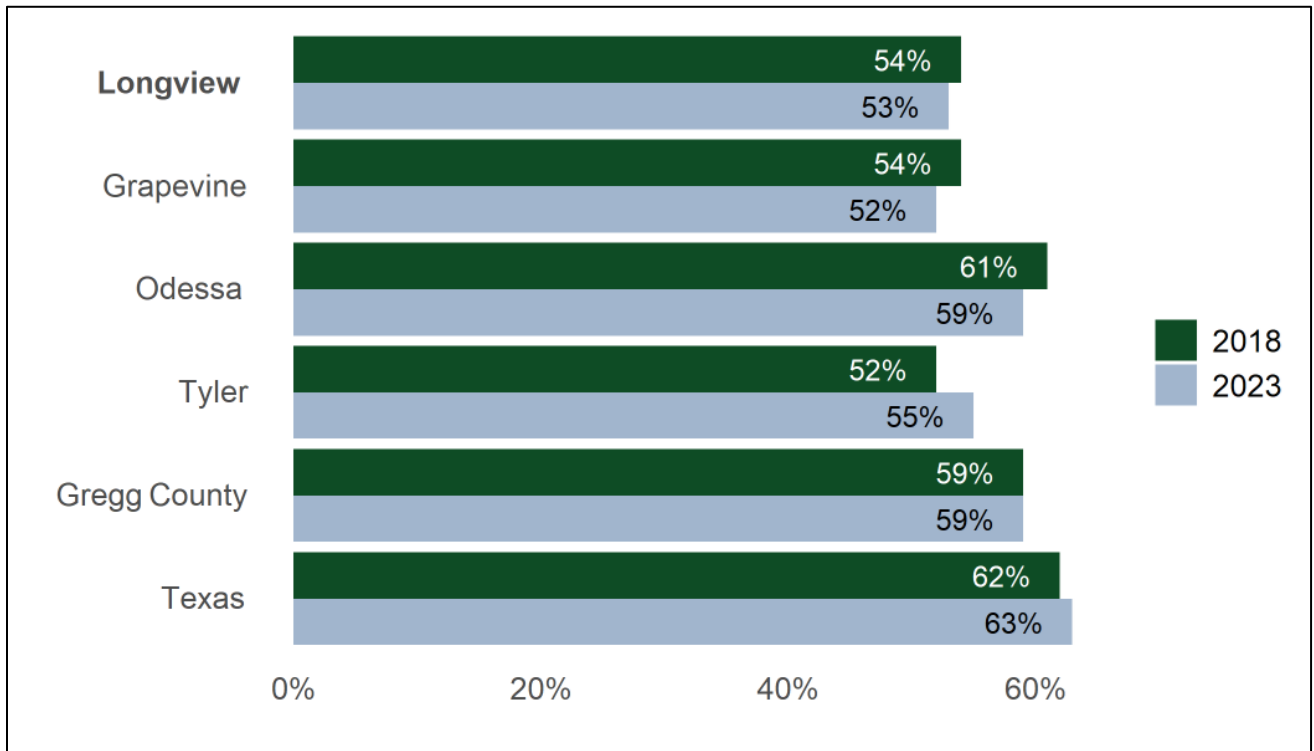
Source: Five-Year American Community Survey; Matrix Design Group, Inc.

Housing Tenure

Homeownership in Longview has remained relatively stable in recent years, with the share of owner-occupied housing units declining slightly from 54 percent in 2018 to 53 percent in 2023 (see **Figure 8**). This modest shift suggests that Longview’s *housing market is largely steady*, with only minor changes in tenure patterns over time.

When compared to peer communities, Longview’s homeownership rate sits at the lower end of the range. It aligns closely with Grapevine, which experienced a similar small decline over the same period, and remains slightly below Gregg County’s stable rate of 59 percent. At the state level, Texas continues to post higher homeownership rates, increasing from 62 percent to 63 percent between 2018 and 2023. These patterns indicate that Longview’s housing market is more balanced between renters and owners than many comparable areas, which has implications for the types of residential development needed to support long-term housing stability.

Figure 8. Homeownership Rate, 2018 & 2023



Source: Five-Year American Community Survey; Matrix Design Group, Inc.

Key Findings and Implications

- **Population growth has been steady but modest.** Longview's population remained largely stable from 2010 through 2021 before beginning to increase gradually, growing by about four percent overall to roughly 83,700 residents by 2024. This slow, consistent growth reflects a mature regional economy and established housing stock, pointing to balanced demand for housing, infrastructure, and services.
- **The city is aging gradually, maintaining a balanced age profile.** Longview's median age increased only slightly from 34.8 in 2018 to 35.3 in 2023. Children and families continue to account for a significant share of the population, while young adults are underrepresented.
- **Gender balance is stable, with differences showing up at older ages.** Prime working-age adults are fairly evenly split by sex, supporting a stable labor force and household base. At older ages, females increasingly outnumber males (particularly among residents 65 and over), with implications for housing demand, healthcare services, and the need for supportive and accessible living arrangements.
- **Longview is racially and ethnically diverse, closely aligned with regional patterns.** The population is 58 percent white and 22 percent Black or African American, with a notable share identifying as two or more races (16%). About 21 percent of Longview's population identifies as Hispanic or Latino, playing an important role in the local workforce and housing market, reinforcing the need for bilingual services, inclusive engagement, and equitable access to opportunity.
- **Disability rates are generally lower than regional and state benchmarks, but needs persist.** Cognitive disability rates are relatively low, while ambulatory disabilities affect a larger share of residents (18%), indicating that ongoing investment in accessible housing, transportation, and public spaces remains important as the population ages.
- **Households are getting smaller over time.** The decline in average household size from 2.57 to 2.44 between 2018 and 2023 is consistent with broader trends toward smaller households driven by aging, lower fertility, and more one- and two-person households.
- **Homeownership is stable, supporting a balanced tenure mix.** Longview's homeownership rate was 53 percent in 2023, underscoring the need for both stable ownership and quality rental options.

Economic Trends

Longview’s economic profile indicates gradual improvement alongside persistent structural challenges. In recent years, both inflation-adjusted per capita and median household incomes have increased steadily, signaling modest gains in purchasing power and labor market stability, though income levels remain below statewide levels and some peer communities. Income growth has been uneven across households, with a widening gap between homeowners and renters that underscores disparities in economic security, housing affordability, and wealth-building opportunities. While long-term projections suggest continued income growth through 2040, the pace is expected to remain moderate, leaving many households sensitive to rising housing and living costs. Poverty rates and reliance on Supplemental Security Income remain elevated, indicating ongoing vulnerability among lower-income households, older adults, and residents with disabilities. Longview’s workforce is anchored in healthcare, education, retail, and other service-oriented industries that provide employment stability but generally offer lower wages, while higher-paying sectors employ a relatively small share of workers. Employment projections point to continued growth in professional and service sectors alongside stagnation or decline in some goods-producing industries, reinforcing the importance of workforce development and economic diversification. Unemployment has normalized since the pandemic but remains consistently above the Texas average, consistent with a labor market that is more sensitive to economic disruptions. Commuting patterns further highlight Longview’s role as a regional employment hub, with substantial in-commuting and a growing share of residents traveling outside the city for work. Overall, these trends depict an economy that is stable but constrained, with future success dependent on expanding access to higher-wage employment, supporting vulnerable populations, and aligning housing and infrastructure investments with realistic income growth.

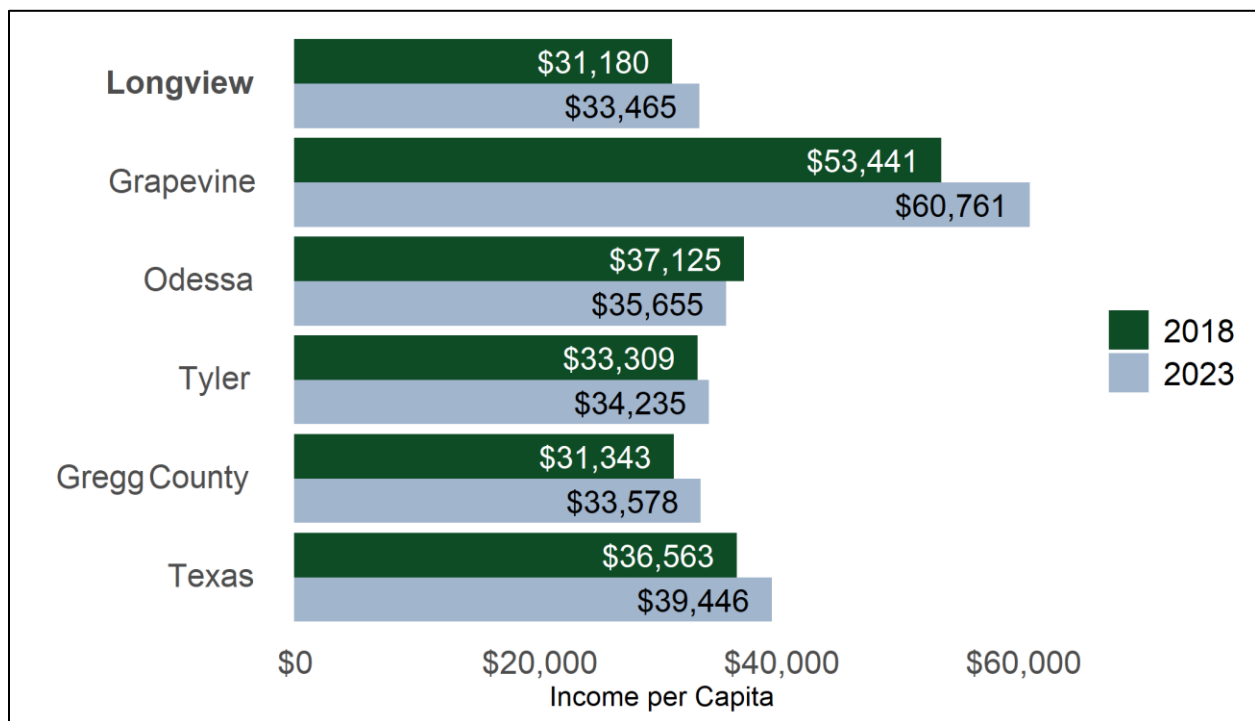


Income Levels

Real per capita income in Longview rose from \$31,180 in 2018 to \$33,465 in 2023, indicating steady but moderate income growth over the five-year period (see **Figure 9**). While the pace of change was more gradual than in some peer communities, the upward trend indicates improving economic conditions and gradual gains in resident purchasing power.

Longview’s income levels remain closely aligned with Gregg County, which followed a nearly identical pattern of growth. Compared with peer cities, Longview sits below higher-income markets such as Grapevine and below the statewide average. These patterns indicate that Longview represents a lower-range income market within Texas, with *slower income growth and more limited earning capacity* compared to many peer communities. As a result, continued investment in workforce development, wage growth, and economic diversification remain critical. Sustaining income gains will be key to supporting housing stability, expanding consumer spending, and improving overall household financial resilience in Longview.

Figure 9. Real Income Per Capita, 2018 & 2023



Source: Five-Year American Community Survey; Matrix Design Group, Inc.

Note: Values were adjusted for inflation to constant 2023 dollars.

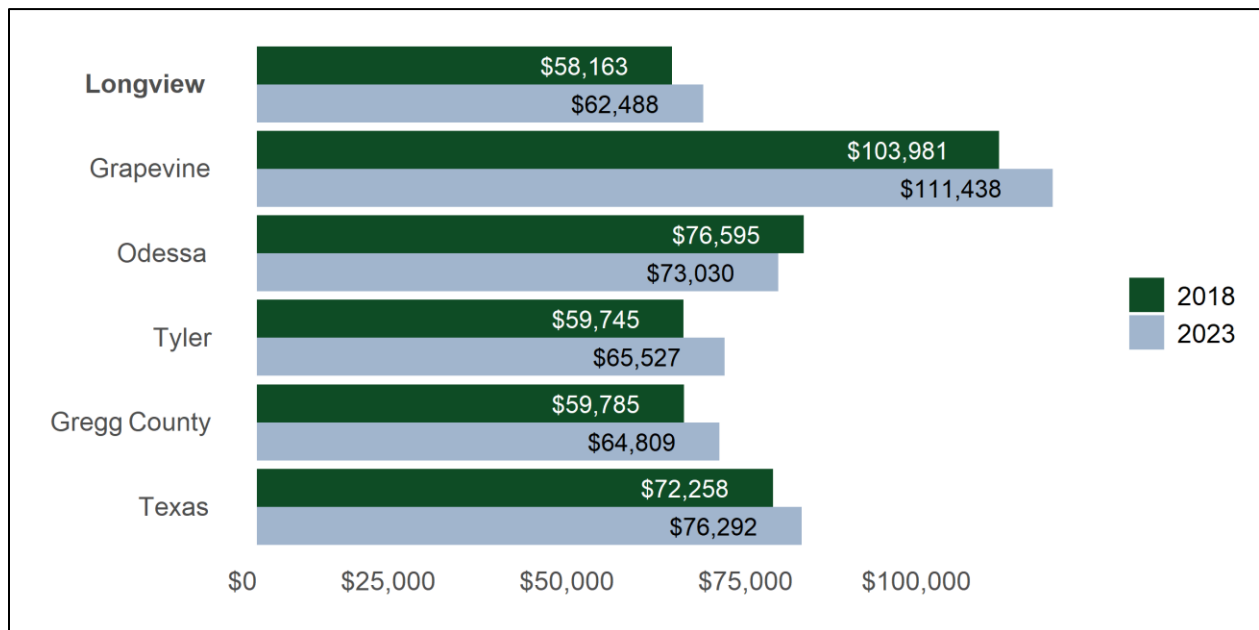
City of Longview

Median household income in Longview increased moderately in recent years even after accounting for inflation, rising from **\$58,163 in 2018 to \$62,488 in 2023** (see **Figure 10**). This growth is consistent with gradual improvements in local labor market conditions and household earning capacity, rather than rapid economic expansion.

By 2023, Longview's median income remained below both the Texas statewide average and higher-income peer communities such as Grapevine, while closely tracking Gregg County and comparable mid-sized markets like Tyler. Using the standard affordability guideline that households should spend no more than 30 percent of income on housing, the typical Longview household could reasonably afford **monthly housing costs of approximately \$1,562**. While household incomes have risen over time, the relatively modest level of earnings suggests that many residents remain sensitive to increases in housing and living costs, reinforcing the importance of expanding access to stable, well-paying jobs and affordable housing options.

LONGVIEW'S MEDIAN HOUSEHOLD INCOME IS RELATIVELY LOW AT JUST OVER \$62,000 AND CAN SUPPORT MONTHLY HOUSING COSTS OF APPROXIMATELY \$1,562.

Figure 10. Median Household Income, 2018 & 2023



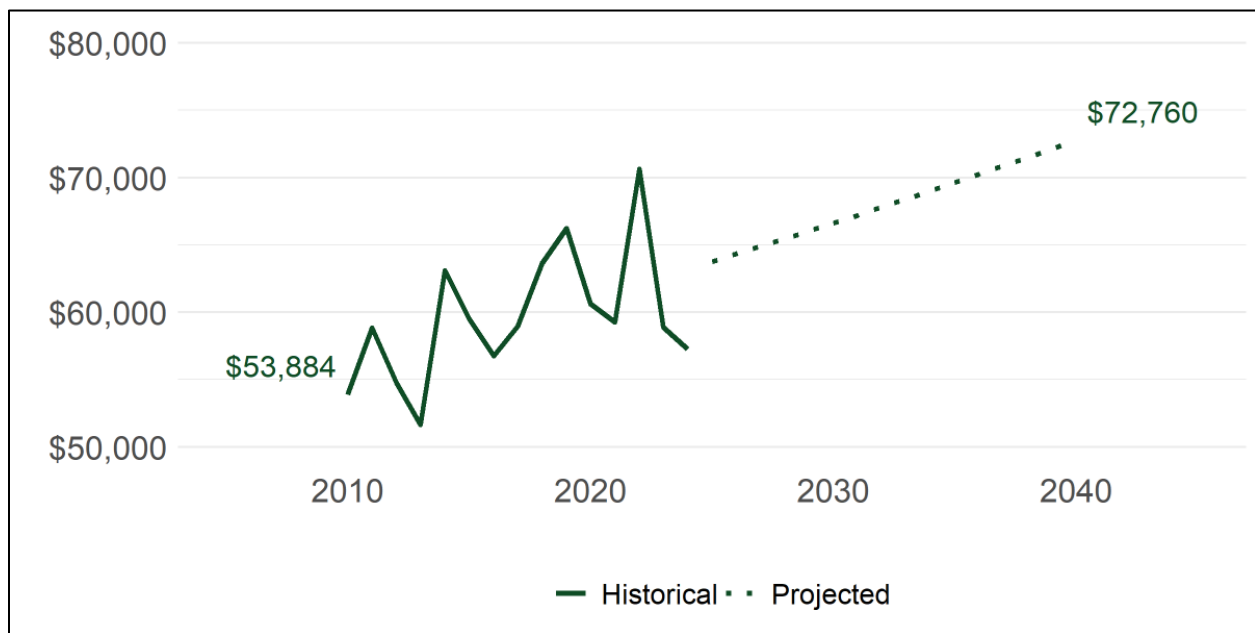
Source: Five-Year American Community Survey; Matrix Design Group, Inc.

Longview’s median household income has fluctuated over the past decade and a half, reflecting periods of both economic growth and financial strain (see **Figure 11**). Between 2010 and 2023, incomes ranged widely, with noticeable dips during periods of economic disruption and rebounds during stronger labor markets. After rising steadily through the late 2010s, incomes surged to a peak in 2022, driven by post-pandemic economic recovery and the effects of federal stimulus, before declining again in 2023 and 2024 as labor markets normalized and *inflationary pressures reduced real household purchasing power*.

Looking ahead, projected income trends suggest a return to steady and sustained growth. Real median household income is expected to rise gradually overall to approximately **\$72,760 by 2040**. This long-term increase represents a meaningful improvement in nominal earning capacity, positioning Longview households for greater financial stability over time. However, the pace of growth is moderate, indicating that long-term affordability will continue to depend heavily on housing costs, inflation, and access to higher-wage employment opportunities.

This projected median household income suggests that while Longview is expected to make incremental economic progress, many households may still face pressure from rising living costs. These projections highlight the importance of expanding workforce training, supporting economic diversification, and aligning housing development with realistic income growth to ensure long-term financial resilience for residents.

Figure 11. Real Median Household Income Projections by Year in Longview, 2010-2040



Source: One-Year American Community Survey; Matrix Design Group, Inc.

Note: Values were adjusted for inflation to constant 2023 dollars.

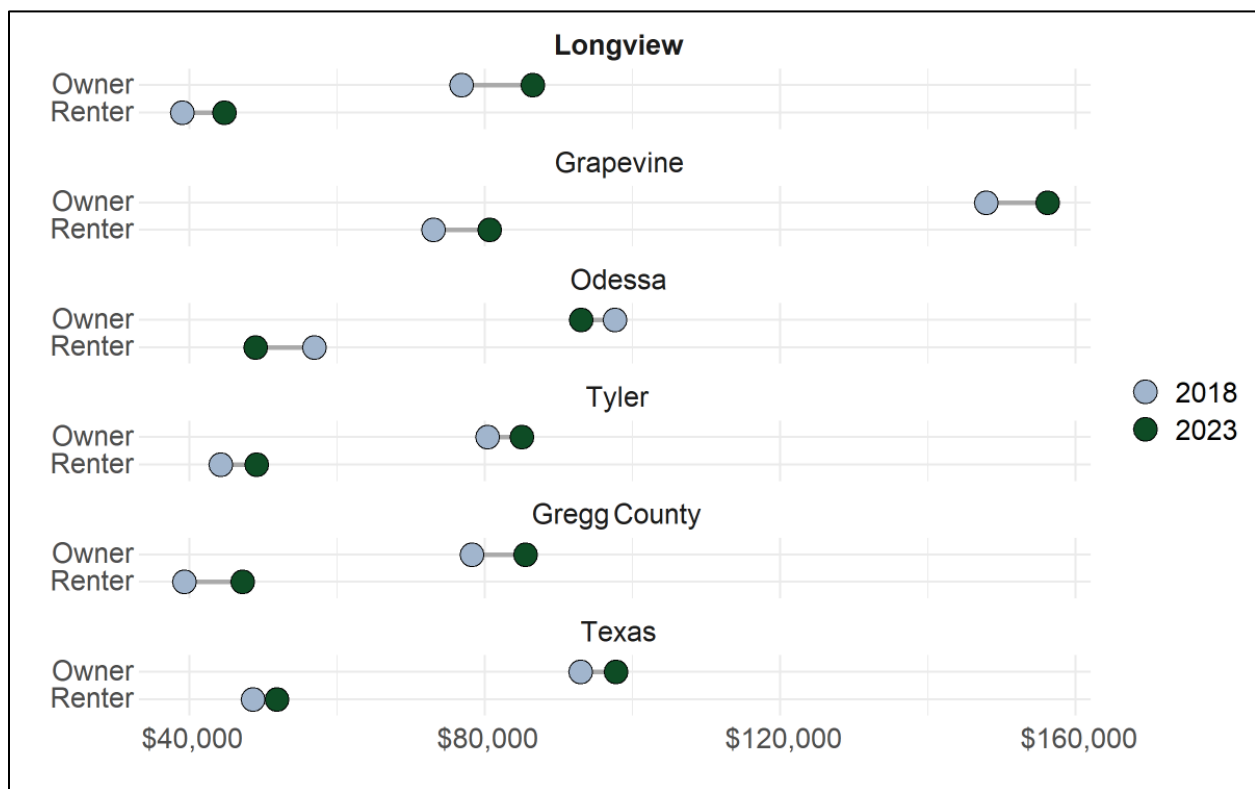
City of Longview

Homeowners and renters in Longview experience markedly different income levels, highlighting disparities in economic stability and wealth accumulation. In 2018, the typical homeowner earned approximately \$76,822, *nearly double* the median income of renter households at \$39,003 (see **Figure 12**). Homeowner incomes continued to outpace renter gains through 2023, reaching \$86,469 compared to \$44,725 and widening the income gap between the two groups.

Longview’s homeowner median incomes are comparable to Gregg County and slightly below Tyler, but remain notably lower than those in higher-income communities such as Grapevine. Renters in Longview typically earn less than renters in all comparable regions, highlighting the relatively *constrained earning capacity of the local renter population*. Statewide, both renters and homeowners earn more than their counterparts in Longview.

These patterns underscore the persistent income disparities between homeowners and renters in Longview, which have important implications for housing affordability, access to credit, and the capacity of households to absorb rising living costs. While income growth among both owners and renters points to gradual economic improvement, targeted strategies may be needed to support lower-income renters and maintain equitable access to housing opportunities.

Figure 12. Median Household Income by Tenure, 2018 & 2023

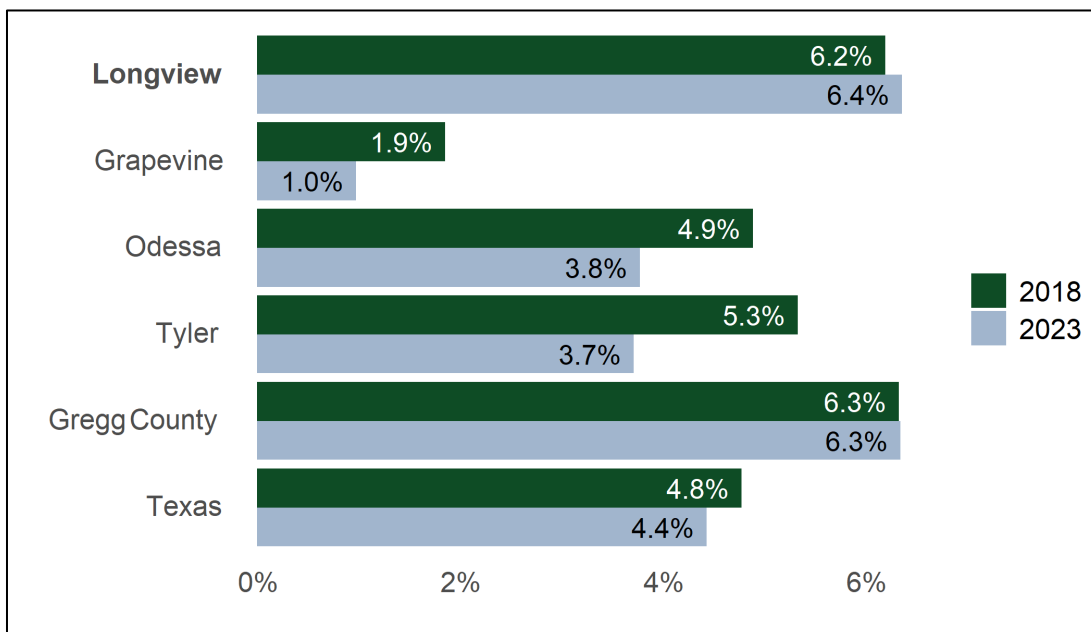


Source: Five-Year American Community Survey; Matrix Design Group, Inc.

The share of residents receiving Supplemental Security Income (SSI) in Longview reflects both underlying economic vulnerability and long-term health and disability patterns within the community. In 2018, approximately 6.2 percent of the population received SSI, rising slightly to about 6.4 percent by 2023, indicating a *gradual increase in reliance* on this federal program over time (see **Figure 13**). This trend contrasts with statewide and peer community patterns, many of which saw declining SSI participation over the same period, suggesting that economic and health-related challenges may be more persistent or concentrated in Longview. Relative to comparison areas, Longview reports *one of the highest SSI participation rates*. While Texas and peer cities such as Tyler and Odessa experienced declining shares of SSI recipients, Longview and Gregg County remained elevated, with Gregg County’s rate also holding steady above six percent.

The implications of a higher SSI participation rate extend beyond income support. SSI recipients are often individuals with disabilities, older adults with limited work histories, or individuals facing significant barriers to employment. Higher program reliance can signal increased demand for subsidized housing, accessible transportation, healthcare services, and community-based supports. It also suggests potential constraints on local labor force participation and household formation, which can influence long-term housing demand, neighborhood stability, and economic growth. Over time, rising SSI participation may place added pressure on local service providers and nonprofit organizations, while also increasing the importance of coordination between housing, healthcare, and social service systems. For Longview, the persistence of higher SSI participation underscores the need for targeted investments in disability-inclusive workforce development, accessible housing options, and supportive services that help residents maintain independence and improve overall quality of life.

Figure 13. SSI Rate, 2018 & 2023



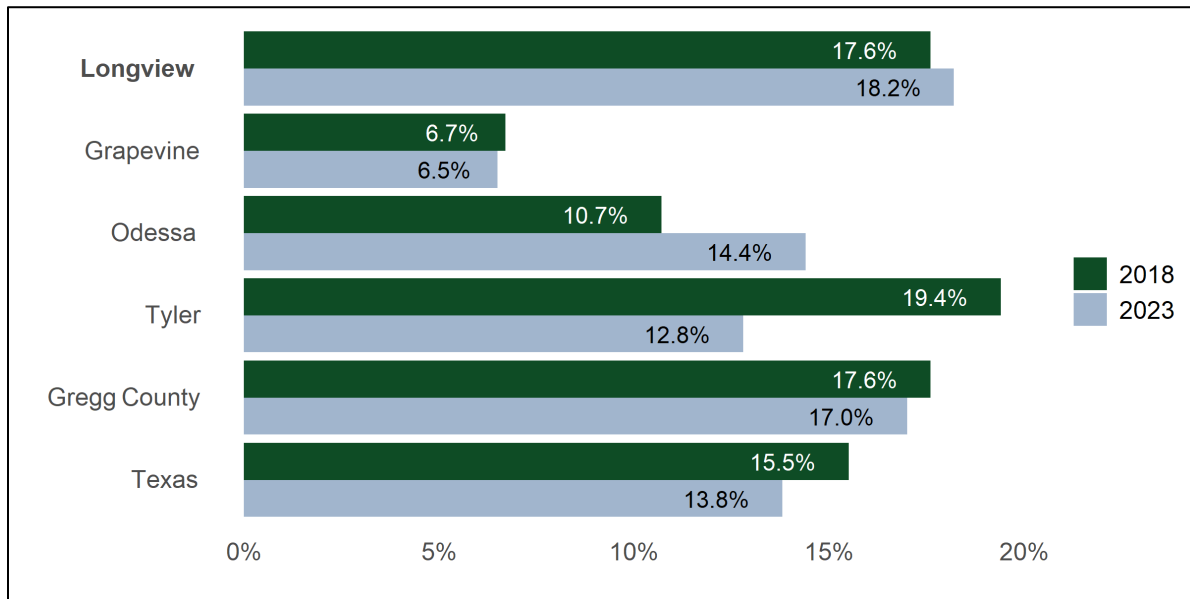
Source: Five-Year American Community Survey; Matrix Design Group, Inc.

Poverty

Poverty in Longview remains a persistent and significant challenge, suggesting broader structural economic pressures within the community. As Figure 14 shows, the share of Longview residents living below the federal poverty line increased from approximately **17.6 percent in 2018 to 18.2 percent by 2023**, indicating that a substantial share of households continues to face chronic financial instability, rising living costs, and limited access to higher-wage employment opportunities. By contrast, poverty rates across Texas and most peer communities declined over the period, underscoring Longview’s increasing divergence from broader regional and statewide improvement trends.

The implications of sustained high poverty extend across multiple aspects of community life. Higher poverty rates are closely linked to housing instability, overcrowding, food insecurity, and reliance on public assistance programs. For local governments and service providers, this translates into increased demand for affordable housing, rental assistance, healthcare access, and school-based support services. Elevated poverty also affects educational attainment and workforce readiness, creating long-term challenges for economic mobility and regional competitiveness. In Longview, the sustained presence of poverty suggests that housing affordability, wage growth, and access to skills training will remain critical policy and planning priorities. Addressing these challenges will likely require coordinated efforts that integrate economic development, education, transportation access, and affordable housing strategies to reduce vulnerability and promote long-term household stability.

Figure 14. Individual Poverty Rate, 2018 & 2023



Source: Five-Year American Community Survey; Matrix Design Group, Inc.

Note: Individual poverty status is based on family income relative to federal poverty thresholds, which vary by family size and composition. For reference, the poverty threshold for a family of four was \$25,701 in 2018 and \$31,200 in 2023.

Employment and Commuting Patterns

Longview’s workforce composition reflects its role as a regional service and retail center, with a strong emphasis on **healthcare, education, and consumer-oriented industries**. As shown in **Table 2**, the largest share of employment is in Educational Services, and Health Care and Social Assistance, which accounts for 24 percent of the city’s workforce (13,707 workers). Retail Trade represents the second largest sector at 15 percent, followed by Manufacturing, which employs 10 percent of workers, underscoring the continued importance of industrial activity within the local economy. Higher-paying sectors such as Information (1%) and Public Administration (4%) make up a relatively small share of employment, limiting access to higher-wage career pathways.

This employment structure provides stability through strong healthcare, education, and retail sectors but also **constrains long-term wage growth**. The limited presence of high-wage industries may contribute to ongoing housing affordability challenges and income disparities unless efforts are made to expand economic diversification and access to higher-paying jobs.

Table 2. Composition of Longview’s Workforce by Sector, 2023

Employment Sector	Employment	
Information	696	1%
Agriculture, Forestry, Fishing and Hunting, and Mining	605	1%
Manufacturing	5,779	10%
Public Administration	1,981	4%
Finance and Insurance, and Real Estate and Rental and Leasing	3,573	6%
Wholesale Trade	1,814	3%
Transportation and Warehousing, and Utilities	3,127	6%
Construction	3,511	6%
Educational Services, and Health Care and Social Assistance	13,707	24%
Professional, Scientific, and Management, and Administrative and Waste Management Services	4,971	9%
Other Services (Except Public Administration)	3,361	6%
Retail Trade	8,338	15%
Arts, Entertainment, and Recreation, and Accommodation and Food Services	5,176	9%
Total	56,639	100%

Source: Five-Year American Community Survey; Matrix Design Group, Inc.

Note: Sectors are sorted in ascending order based on median earnings for Gregg County as reported in the 2019–2023 ACS five-year estimates. Estimates are based on location of employment, regardless of where workers reside.

Employment data for Longview residents shown in **Table 3** illustrate the range of industries in which residents are engaged. Unlike the previous table, which presents data on Longview’s workforce regardless of place of residence, this table focuses specifically on Longview residents, including those who both work within the city and commute to jobs elsewhere in the region. The highest-earning sector for residents is Information, with median annual earnings of approximately \$68,333, though this sector employs **just one percent of workers**. Other relatively higher-paying industries include Transportation and Warehousing and Utilities (\$56,745), Manufacturing (\$54,903), and Public Administration (\$53,813), accounting for 21 percent of total employment.

The largest sources of employment for Longview residents are concentrated in lower- and mid-wage sectors. Educational Services, and Health Care and Social Assistance employs nearly one-quarter of the workforce (23%) but offers median annual earnings of about \$42,527. Retail Trade (12%) and Arts, Entertainment, and Food Services (10%) also represent significant portions of employment, with median earnings of just \$27,091 and \$19,815, respectively. Construction, which employs 7 percent of workers, provides moderate earnings relative to other large sectors. While a small share of residents access higher-paying industries, most Longview workers are employed in sectors with earnings that may be **insufficient to support rising housing and living costs**.

Table 3. Resident Civilian Employment by Sector in Longview, 2023

Employment Sector	Employment		Median Annual Earnings
	Count	Percentage	
Information	466	1%	\$68,333
Transportation and Warehousing, and Utilities	2,672	7%	\$56,745
Manufacturing	4,006	10%	\$54,903
Public Administration	1,619	4%	\$53,813
Finance and Insurance, and Real Estate and Rental and Leasing	2,270	6%	\$51,510
Agriculture, Forestry, Fishing and Hunting, and Mining	1,118	3%	\$49,032
Wholesale Trade	1,048	3%	\$48,879
Construction	2,514	7%	\$44,142
Educational Services, and Health Care and Social Assistance	8,738	23%	\$42,527
Professional, Scientific, and Management, and Administrative and Waste Management Services	3,785	10%	\$38,118
Other Services (Except Public Administration)	1,677	4%	\$28,227
Retail Trade	4,798	12%	\$27,091
Arts, Entertainment, and Recreation, and Accommodation and Food Services	3,742	10%	\$19,815

Source: Five-Year American Community Survey; Matrix Design Group, Inc.

Note: Estimates are based on workers’ place of residence, regardless of where they are employed.

Table 4 presents existing and projected employment for the Longview regional economy, highlighting the structural shifts expected between 2024 and 2030. The strongest projected expansion is concentrated in *higher-skilled service sectors*, led by Professional and Business Services, which is expected to grow by 10 percent, followed by Financial Activities (9%) and Leisure and Hospitality (8%). Education and Health Services and Government are also projected to see steady increases of 6 percent each, underscoring *ongoing demand for public services and health-related occupations* in the region.

By comparison, several goods-producing industries are expected to stagnate or decline. Manufacturing employment is projected to remain essentially flat through 2030, while Mining, Logging, and Construction is anticipated to shrink by three percent. Information is also expected to experience a modest decline of three percent, consistent with broader statewide and national trends toward consolidation in media, telecommunications, and tech-related employment.

Although these projections describe the broader regional labor market rather than Longview specifically, they provide important context for understanding the economic environment in which Longview residents live and work. The data suggest a continued shift toward service-oriented, professional, and financial industries—sectors that often offer higher wages but may require advanced training—alongside ongoing transitions in traditional industrial and resource-based employment.

Table 4. Existing and Projected Employment Composition by Industry in the Longview MSA, 2024 & 2030

Industry	Total Employment		Percent Change
	2024	2030	
Trade, Transportation, and Utilities	25,083	26,172	4%
Education and Health Services	18,058	19,079	6%
Government	15,725	16,686	6%
Manufacturing	15,075	15,089	0%
Mining, Logging, and Construction	15,158	14,705	-3%
Leisure and Hospitality	11,408	12,311	8%
Professional and Business Services	9,750	10,704	10%
Financial Activities	6,575	7,153	9%
Other Services	3,908	4,028	3%
Information	1,233	1,196	-3%

Source: U.S. Bureau of Labor Statistics; Matrix Design Group, Inc.

Note: Employment projections for Longview were developed by first using 2024 baseline employment values obtained from the U.S. Bureau of Labor Statistics. Sector-level forecasts to 2030 were then generated by applying an ARIMA model to historical month-to-month percentage changes, with the projected percent changes multiplied by the 2024 baseline values to estimate future employment levels.

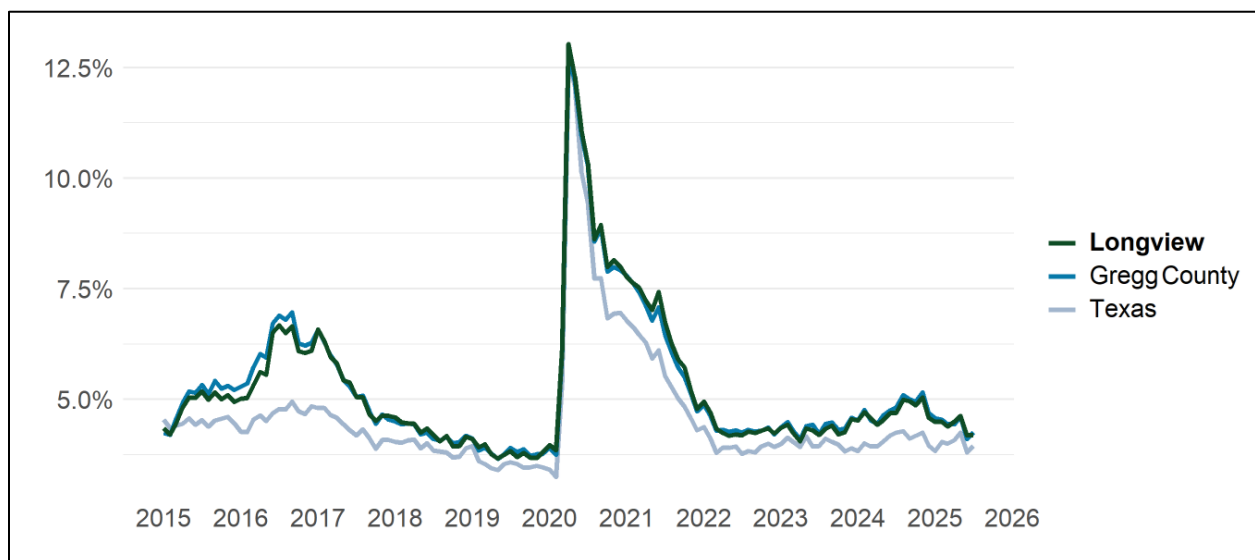
City of Longview

Unemployment trends in Longview have closely tracked those of Gregg County and Texas over the past decade, though rates have remained **consistently higher than the statewide average** (see **Figure 15**). From 2015 through 2019, Longview's unemployment rate generally hovered between four percent and six percent, tracking slightly below Gregg County and reaching nearly 1.5 percentage points higher than Texas at the end of 2016. This pattern shifted dramatically in 2020, when the onset of the COVID-19 pandemic triggered a sharp spike: Longview's unemployment rate briefly surged to 13 percent, slightly higher than that of Gregg County and the state overall.

Following this surge, unemployment fell rapidly across all geographies throughout 2021 and 2022. By mid-2022, Longview's rate had **stabilized near four percent**, though it remained marginally above the Texas average. This level is generally consistent with what economists consider "full employment"—typically a range of approximately 3 to 5 percent—where most individuals who are able and willing to work can find employment, aside from normal job turnover and frictional unemployment. Since 2023, the city has experienced modest month-to-month fluctuations but has largely remained in the **four percent to five percent range**, reflecting a labor market that has normalized but continues to face pockets of instability.

These trends suggest that Longview is more sensitive to economic disruptions than the broader region, experiencing higher peaks during downturns and slower declines during recovery. While conditions have improved substantially since the pandemic, the persistent gap relative to the state underscores ongoing structural challenges in the local labor market, including a workforce more concentrated in industries vulnerable to cyclical swings.

Figure 15. Unemployment Rate, January 2015 – July 2025



Source: Bureau of Labor Statistics; Matrix Design Group, Inc.

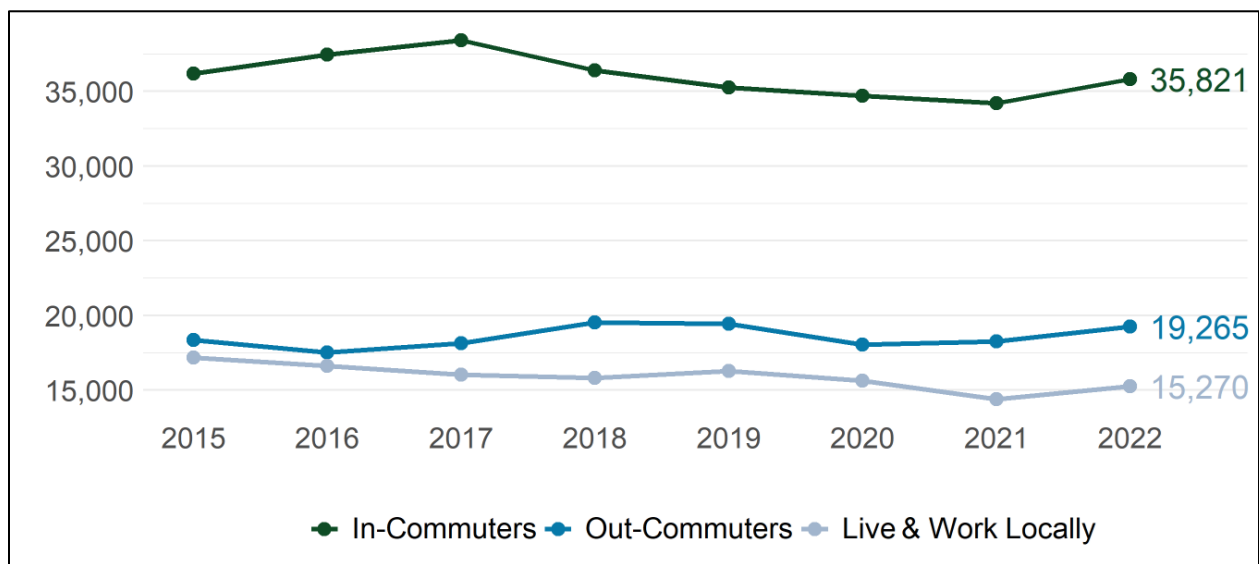
Note: Unemployment rates shown pertain to the civilian non-institutional population aged 16 and over and are not seasonally adjusted.

Longview’s commuting patterns highlight the city’s role as a regional employment hub (see **Figure 16**). In 2022, about 35,821 workers commuted into Longview—nearly **twice the number of residents commuting out of the city**. Even with a slight decline since 2015, these inflows underscore Longview’s continued role as a major employment hub for the surrounding region. Outbound commuting increased by around five percent from 2015 to 2022, indicating a modest rise in the share of residents seeking employment outside the city.

Even with these flows, a relatively small share of workers both live and work in the city. Only about 15,270 Longview residents were employed locally in 2022, **down from more than 17,000 in 2015**. This gradual decline suggests shifting employment patterns, including residents pursuing opportunities in higher-earning or more specialized industries located elsewhere in the region.

These trends point to a labor market that is increasingly interconnected with nearby job centers. The continued dominance of in-commuting underscores Longview’s importance as an employment destination, while the rising number of out-commuters signals that a growing segment of residents depends on regional economic activity beyond the city’s boundaries.

Figure 16. Longview Commuting Patterns, 2015-2022



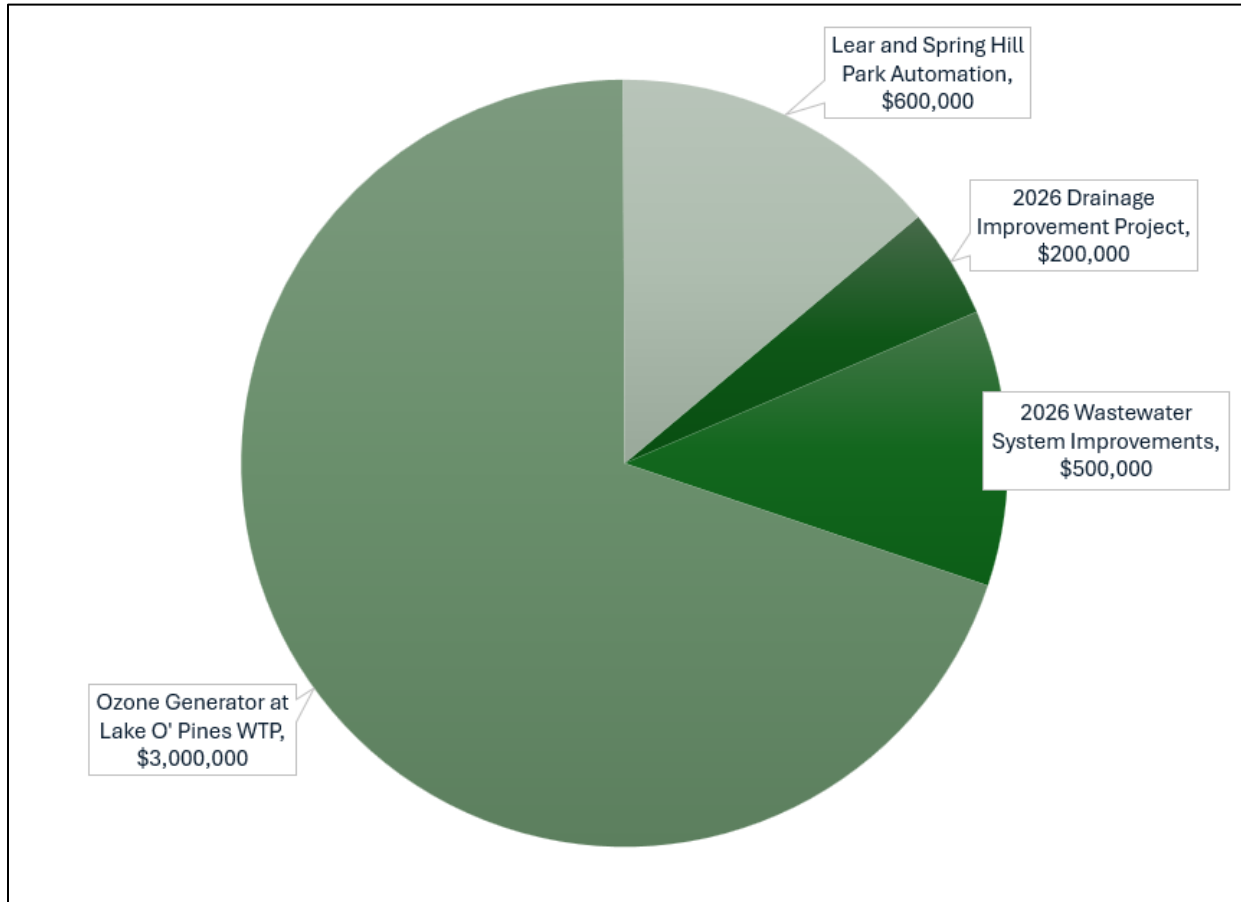
Source: Longitudinal Employer-Household Dynamics; Matrix Design Group, Inc.

Note: In-commuters are workers who live outside the area but commute in for work. Out-commuters are residents who live in the area but commute elsewhere for employment. These patterns help illustrate the local balance between housing and jobs.

Capital Improvements

Longview’s Capital Improvement Plan for the upcoming period outlines a series of strategic investments aimed at maintaining and enhancing the city’s infrastructure and public facilities (see **Figure 17**). The plan allocates a total of \$4.3 million across four key projects, reflecting the city’s commitment to both essential utility upgrades and community amenities. Specifically, \$200,000 is designated for the 2026 Drainage Improvement Project, aimed at reducing flooding risks and improving stormwater management throughout the city. An additional \$500,000 is planned for Wastewater System Improvements, ensuring continued compliance with environmental standards and supporting Longview’s long-term public health objectives. The plan also includes a significant investment of \$3 million for the installation of an Ozone Generator at the Lake O’ Pines Water Treatment Plant, enhancing water quality and treatment efficiency in accordance with the city’s water policy standards. Finally, \$600,000 is earmarked for automation upgrades at Lear and Spring Hill Parks, supporting operational efficiency and improved recreational services. This plan balances essential utility upgrades with enhancements to public spaces, providing a comprehensive approach to the city’s long-term infrastructure strategy.

Figure 17. Capital Improvements Program, FY25-26



Source: City of Longview; Matrix Design Group, Inc.

Key Findings and Implications

- **Household incomes have risen gradually but remain constrained.** Median household income increased from \$58,163 in 2018 to \$62,488 in 2023 after adjusting for inflation, indicating incremental labor market gains while leaving many households sensitive to increases in housing and living costs.
- **Long-term income trends point to moderate future growth rather than rapid economic expansion.** After peaking in 2022 following post-pandemic recovery and federal stimulus, real median household income declined in 2023 and 2024, with projections suggesting a gradual rise to approximately \$72,760 by 2040.
- **Significant income disparities persist between homeowners and renters.** In 2023, the median income of homeowner households reached \$86,469 compared to \$44,725 for renter households, illustrating a widening gap that affects housing affordability, wealth accumulation, and vulnerability to rising living costs among renters.
- **Reliance on Supplemental Security Income remains relatively high in Longview,** with the share of residents receiving SSI increasing slightly from 6.2 percent in 2018 to 6.4 percent in 2023, signaling ongoing economic vulnerability among older adults and residents with disabilities.
- **Poverty remains a persistent challenge despite broader economic recovery.** The share of residents living below the federal poverty line rose from 17.6 percent in 2018 to 18.2 percent in 2023.
- **Longview's employment base is concentrated in service-oriented industries.** Education, health care, and social assistance account for 24 percent of employment, followed by retail trade at 15 percent and manufacturing at 10 percent, providing economic stability while limiting access to higher-wage career pathways.
- **Regional employment projections suggest continued growth in professional and service sectors,** specifically the professional and business services, financial activities, and leisure and hospitality sectors.
- **Unemployment in Longview has normalized since the pandemic but remains slightly elevated.** After surging to approximately 13 percent in 2020, unemployment fell to the 4–5 percent range by 2023.
- **Commuting patterns reinforce Longview's role as a regional employment hub.** The city attracts nearly twice as many inbound workers as outbound commuters, while a growing number of residents commute outside the city for employment.

Housing Inventory

Longview's housing inventory indicates a stable but increasingly constrained market shaped by a strong single-family orientation, an aging housing stock, and a narrowing development pipeline. Owner-occupied housing is overwhelmingly composed of single-family detached homes, reinforcing neighborhood stability but limiting ownership options for first-time buyers and households seeking smaller or more attainable homes. While the rental market offers greater diversity through a mix of small and large multifamily buildings, recent development trends suggest limited expansion of higher-density housing. Much of Longview's housing was built prior to 1990, with owner-occupied units tending to be older than rental housing, increasing the importance of maintenance, rehabilitation, and reinvestment in established neighborhoods. Recent permitting activity indicates a sharp shift back toward low-density, single-unit construction and a decline in overall housing production, constraining the supply of new rental and multifamily options. Vacancy rates have remained relatively steady but elevated, with a growing share of vacant units not available for rent or purchase, pointing to challenges related to housing condition and market mismatch rather than oversupply. Taken together, these trends suggest that while Longview's housing inventory remains stable, future housing policy will need to balance preservation of aging neighborhoods with targeted efforts to diversify housing types, expand attainable ownership options, and bring underutilized units back into productive use.



Development Trends and Diversity

THE SCARCITY OF ATTACHED OR SMALLER OWNERSHIP UNITS SUGGESTS LIMITED “STARTER HOME” OPPORTUNITIES FOR YOUNGER AND MODERATE-INCOME HOUSEHOLDS.

Longview’s housing stock is shaped by a strong single-family orientation. In 2023, *nearly two-thirds (61%)* of all housing units in the city were single-family detached homes, underscoring the dominance of lower-density residential development (see **Table 5**). This pattern is especially pronounced in the owner market: an overwhelming **94 percent of owner-occupied units** consisted of single-family detached housing, with the remaining share distributed across single-family attached homes and mobile homes.

The rental market, by contrast, displays far greater variety. *Multifamily housing plays a central role*, with roughly 27 percent of rentals in small multifamily buildings (2–4 units) and another 27 percent in large multifamily properties with 10 or more units. Single-family detached homes account for just 28 percent of renter-occupied units. This share, while meaningful, indicates that this housing type is far less dominant than in the owner market. This mix reflects a rental market that serves a broad range of household types, from those seeking lower-cost entry housing in older duplexes and small apartment buildings to renters living in larger complexes.

These patterns carry important implications for affordability and housing access. The heavy reliance on single-family homes among owners supports stability for established households but limits pathways for first-time buyers who may depend on smaller, more moderately priced units. Meanwhile, the rental market’s reliance on multifamily housing helps provide a wider range of price points, but the overall scarcity of attached ownership units or denser for-sale options may restrict long-term mobility for renters aiming to transition into homeownership.

Table 5. Housing Stock Composition in Longview, 2023

Unit Type	All Units		Owner-occupied Units		Renter-occupied Units	
Single family, detached	22,242	61%	16,178	94%	4,222	28%
Single family, attached	974	3%	395	2%	497	3%
Multifamily, 2–4 units	4,654	13%	46	0%	3,980	27%
Multifamily, 5–9 units	2,366	7%	12	0%	1,866	12%
Multifamily, 10+ units	4,890	13%	12	0%	4,055	27%
Mobile home or other	1,267	3%	625	4%	455	3%
Total	36,393	100%	17,268	100%	15,075	100%

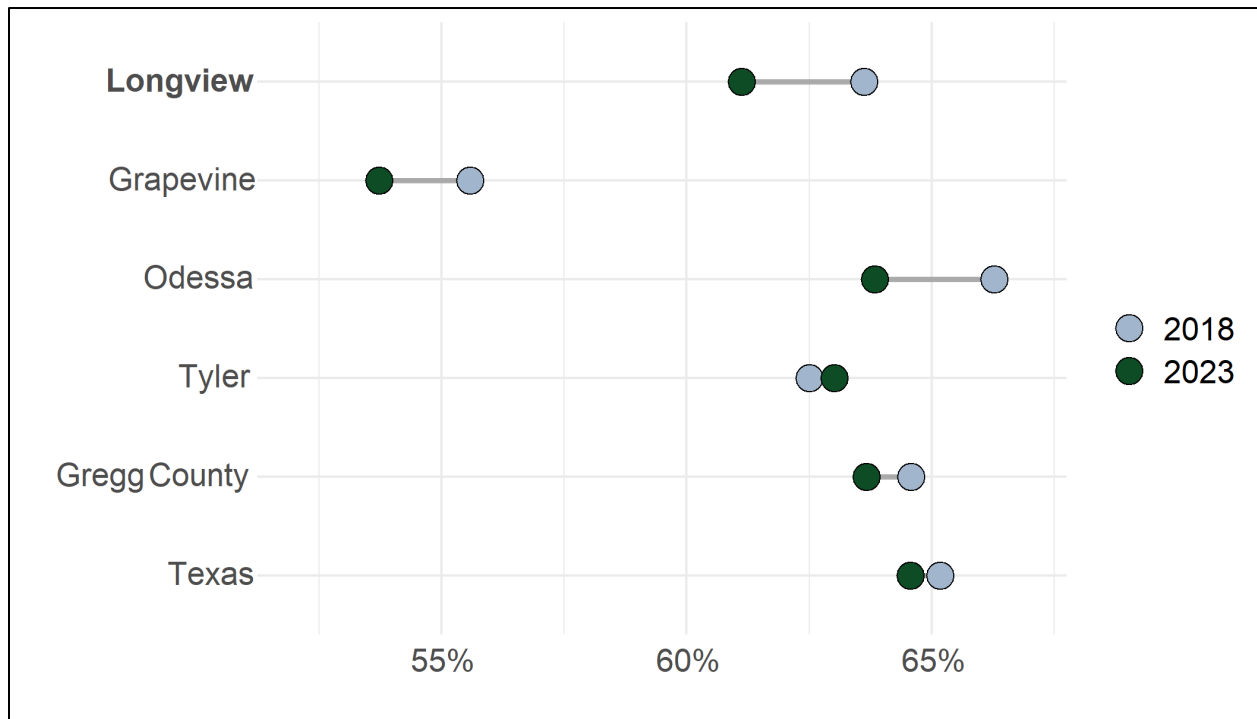
Source: Five-Year American Community Survey; Matrix Design Group, Inc.

City of Longview

Although single-family homes continue to dominate Longview’s housing market, their share has declined in recent years, from about **64 percent in 2018 to roughly 61 percent in 2023** (see **Figure 18**). This gradual decline suggests a slight shift toward a more mixed housing inventory over the past five years, driven in part by incremental growth in multifamily development. Even with this change, Longview’s share of single-family homes remains comparable to both Gregg County (64%) and Texas overall (65%), placing it near the regional average rather than at the higher single-family concentrations observed in cities such as Odessa.

The relative balance in Longview’s housing composition provides a blend of traditional single-family neighborhoods and a growing, though still limited, supply of attached and multifamily units. However, the city’s continued reliance on lower-density single-family housing limits the availability of alternative options, meaning residents seeking townhomes, duplexes, or larger multifamily buildings encounter fewer choices than in some peer communities. As Longview plans for future growth and changing demographic conditions, adding a broader mix of housing types will be important for enhancing affordability and accommodating a more diverse range of household sizes and income levels.

Figure 18. Single-Family Detached Share of Housing Stock, 2018 & 2023



Source: Five-Year American Community Survey; Matrix Design Group, Inc.

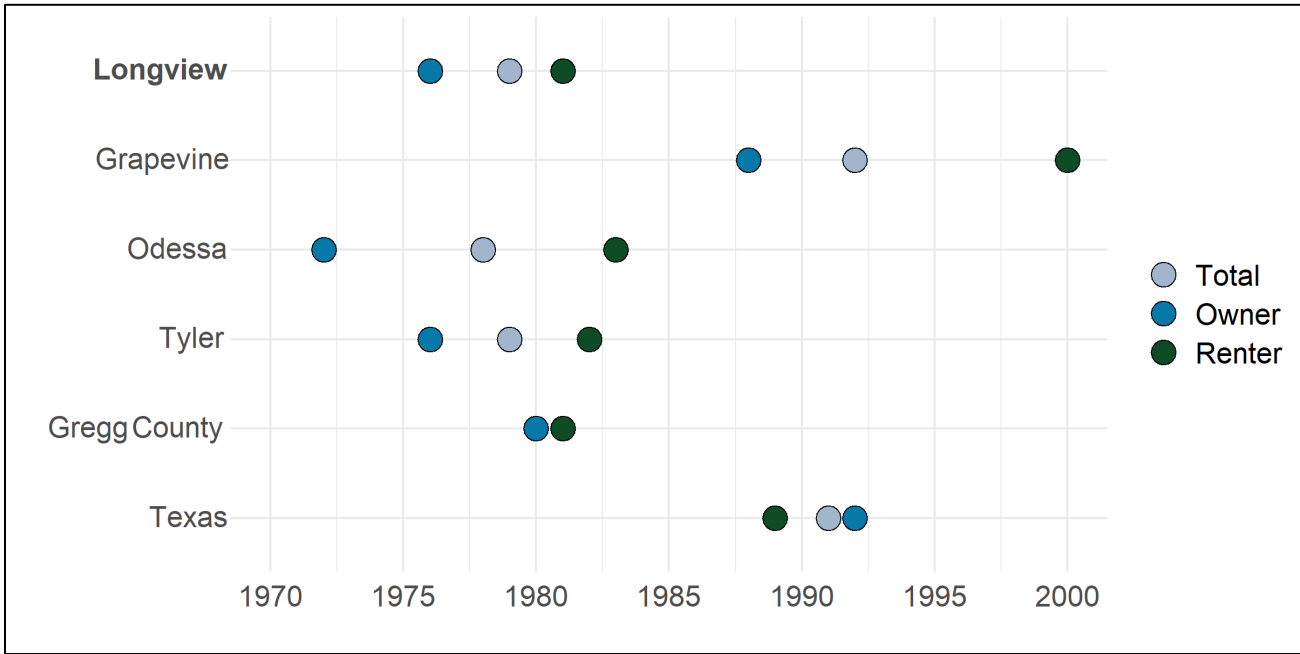
Housing Stock Age

Longview’s housing stock is relatively mature, with a *median construction year of 1979*, suggesting more recent growth cycles were predated by several decades of residential development. As shown in **Figure 19**, owner-occupied homes in Longview tend to be slightly older than rental units, with a median construction year of 1976 compared to 1981 for renter-occupied housing. This pattern suggests that much of the city’s ownership stock is concentrated in established neighborhoods developed during the 1970s, while the rental stock has, on average, benefited from relatively newer construction.

LONGVIEW’S MEDIAN HOME AGE OF ROUGHLY 45 YEARS HIGHLIGHTS THE IMPORTANCE OF ONGOING REINVESTMENT IN MAINTENANCE, REHABILITATION, AND ENERGY EFFICIENCY.

Compared with peer communities and the state, *Longview’s housing inventory is older overall*. Statewide, the median home was built in 1991, and communities such as Grapevine feature significantly newer housing stock, particularly within the rental market. The age profile of Longview’s housing has important implications for maintenance needs, energy efficiency, and long-term housing quality. As the city plans for future housing investment, balancing reinvestment in aging owner-occupied neighborhoods with targeted additions of newer rental and ownership options will be critical to sustaining housing supply and meeting evolving household needs.

Figure 19. Median Age of Housing Stock by Tenure, 2023



Source: Five-Year American Community Survey; Matrix Design Group, Inc.

City of Longview

The age distribution of housing in Longview highlights a notable difference between owner-occupied and renter-occupied units. As shown in **Table 6**, a significant share of both owner- and renter-occupied housing is older, with **31 percent of all units (the majority of which are owner-occupied homes) built prior to 1970**. In the rental market, only 22 percent of units fall into this pre-1970 category, indicating that renters are more likely to live in newer units compared to homeowners. Housing built during the 1970s and 1980s accounts for roughly 42 percent of Longview’s total housing stock, highlighting the significant influence these decades had on the city’s residential development. Units from this period are disproportionately represented in the rental market.

The housing stock’s composition has shifted in more recent decades. Units built during **the 1990s, 2000s, and 2010s together account for 27 percent** of all housing in Longview, with rental housing continuing to skew slightly toward newer construction. Approximately 29 percent of renter-occupied units were constructed during this 30-year period, compared with about 27 percent of owner-occupied homes, further demonstrating that more recent residential development in Longview has modestly favored rental housing over ownership options.

This distribution of housing by age signals both opportunities and challenges. The older stock of homes, particularly among owner-occupied units, suggests that a significant portion of Longview’s residents live in established neighborhoods that may require ongoing investment in maintenance and upgrades. Meanwhile, the relative newness of rental housing may indicate a more dynamic rental market that is somewhat insulated from the challenges of aging infrastructure, but it also highlights the need for more newer housing options for owners, especially first-time buyers looking for affordable, move-in-ready homes. Over time, balancing the preservation of older homes with the creation of newer, affordable housing will be critical to maintaining Longview’s residential appeal.

Table 6. Age Distribution of Longview’s Housing Stock, 2023

Year Built	All Units		Owner-occupied Units		Renter-occupied Units	
Pre-1970	11,272	31%	6,467	37%	3,302	22%
1970s	8,666	24%	3,697	21%	3,784	25%
1980s	6,400	18%	2,267	13%	3,511	23%
1990s	3,030	8%	1,413	8%	1,294	9%
2000s	3,571	10%	1,875	11%	1,423	9%
2010s	3,239	9%	1,418	8%	1,677	11%
2020s	215	1%	131	1%	84	1%
Total	36,393	100%	17,268	100%	15,075	100%

Source: Five-Year American Community Survey; Matrix Design Group, Inc.

Permitting

Table 7 illustrates residential permitting activity in Longview by building size from 2022 through 2025, offering insight into the composition of the city’s near-term housing pipeline. *Single-unit permits made up the majority of activity in each year*, accounting for nearly two-thirds of all permitted units in 2022 (250 units), increasing to more than 98 percent in 2023, and remaining dominant in 2024 and 2025 despite an overall decline in permitting volume. Higher-density development was largely limited to 2022, when 144 units were permitted in buildings with five or more units, accounting for nearly one-third of all units authorized that year. Meanwhile, no multifamily permits for buildings with more than two units were issued between 2023 and 2025, and permits for smaller multifamily structures, such as duplexes, remained modest throughout the period. Collectively, these trends suggest that while Longview experienced a brief surge in larger multifamily permitting in 2022, recent activity has shifted sharply back toward low-density, single-unit construction, limiting the pipeline of new rental and higher-density housing options. The sharp decline in total permits between 2022 and 2025, combined with the complete absence of new permits for buildings with more than two units in recent years, signals a constrained housing pipeline that may struggle to keep pace with demand.

Table 7. Housing Units Permitted in Longview, 2022-2025

Unit Type	2022	2023	2024	2025
1 unit	250	225	139	144
2 units	8	4	18	4
3-4 units	0	0	0	0
5+ units	144	0	0	0
Total	402	229	157	148

Source: U.S. Census Building Permits Survey; Matrix Design Group, Inc.

Note: The unit of analysis is the number of housing units permitted.

SINGLE-FAMILY HOMES CONTINUE TO DOMINATE LONGVIEW’S RESIDENTIAL PERMITTING, ACCOUNTING FOR THE MAJORITY OF NEW UNITS DESPITE CONSISTENTLY DECLINING OVERALL PERMIT ACTIVITY.

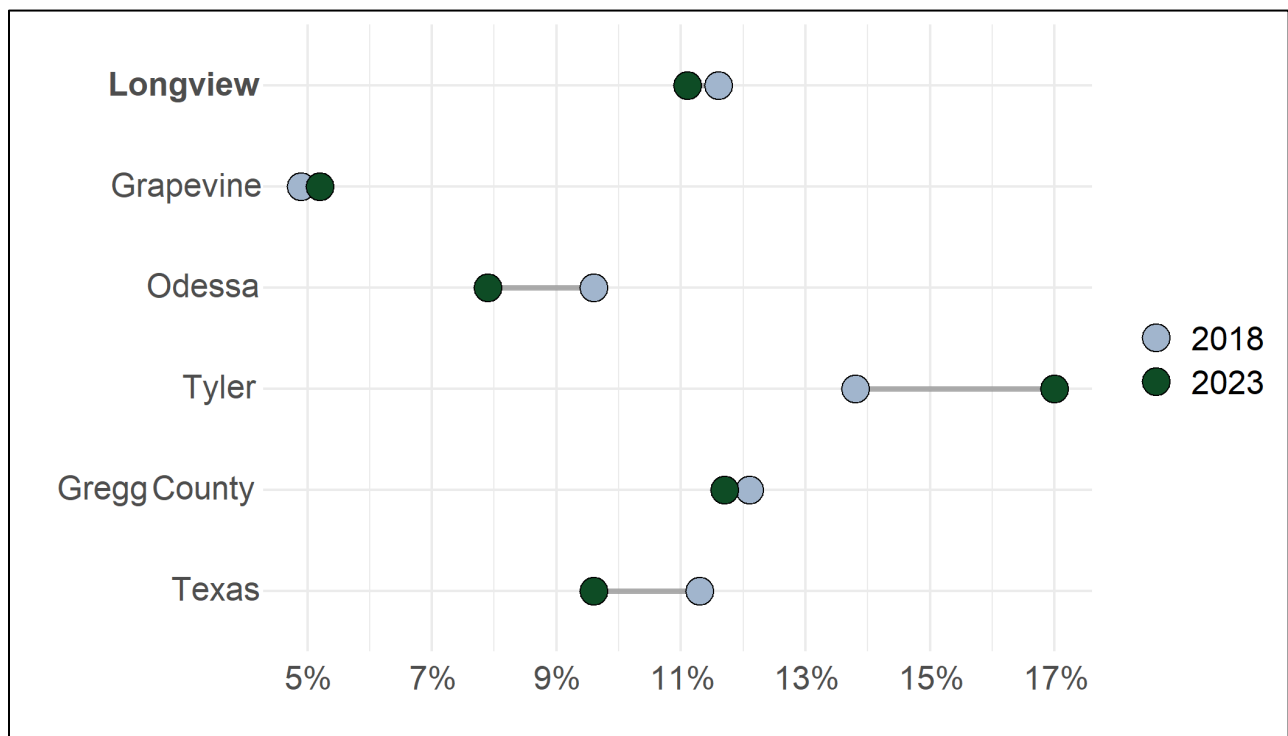
Vacancies

Longview’s vacancies have remained relatively stable over the past five years, with only a modest decline since 2018 (see **Figure 20**). In 2018, approximately **11.6 percent of housing units** in the city were unoccupied, compared with about **11.1 percent in 2023**. This slight decline suggests incremental tightening in the local housing market rather than a pronounced shift in supply or demand. Longview’s vacancy rate continues to closely mirror conditions in Gregg County, where vacancies also decreased only marginally over the same period.

Longview’s vacancy rate falls between those observed in peer communities and the statewide average. The city’s rate remains higher than those observed in Grapevine and Odessa in 2023, both of which have comparatively tight housing markets, but lower than Tyler, where vacancies rose notably between 2018 and 2023. Statewide, vacancy rates declined more sharply over this period, reflecting stronger housing demand and population growth across Texas as a whole.

Longview’s stable vacancy rate of approximately 11% has important implications for housing conditions in Longview. While some level of vacancy is necessary to support mobility and choice, sustained rates at this level may indicate an **aging or mismatched housing stock**, with certain units remaining vacant due to condition, location, or affordability. Addressing these challenges may require targeted rehabilitation efforts, reinvestment in older neighborhoods, and strategic infill development to better align available housing with current household needs.

Figure 20. Vacancy Rates, 2018 & 2023



Source: Five-Year American Community Survey; Matrix Design Group, Inc.

Figure 21 illustrates that the composition of vacant housing in Longview shifted notably between 2018 and 2023, indicating changes in both market demand and housing conditions. In 2023, the largest share of vacant units fell into the “other vacant” category (often comprising homes under repair, in foreclosure, abandoned, or otherwise uninhabitable), accounting for roughly **54 percent of all vacant housing**. This represents a substantial increase from 2018, when this category made up about 39 percent of vacancies, suggesting that a growing portion of Longview’s vacant stock may be **unavailable for occupancy**.

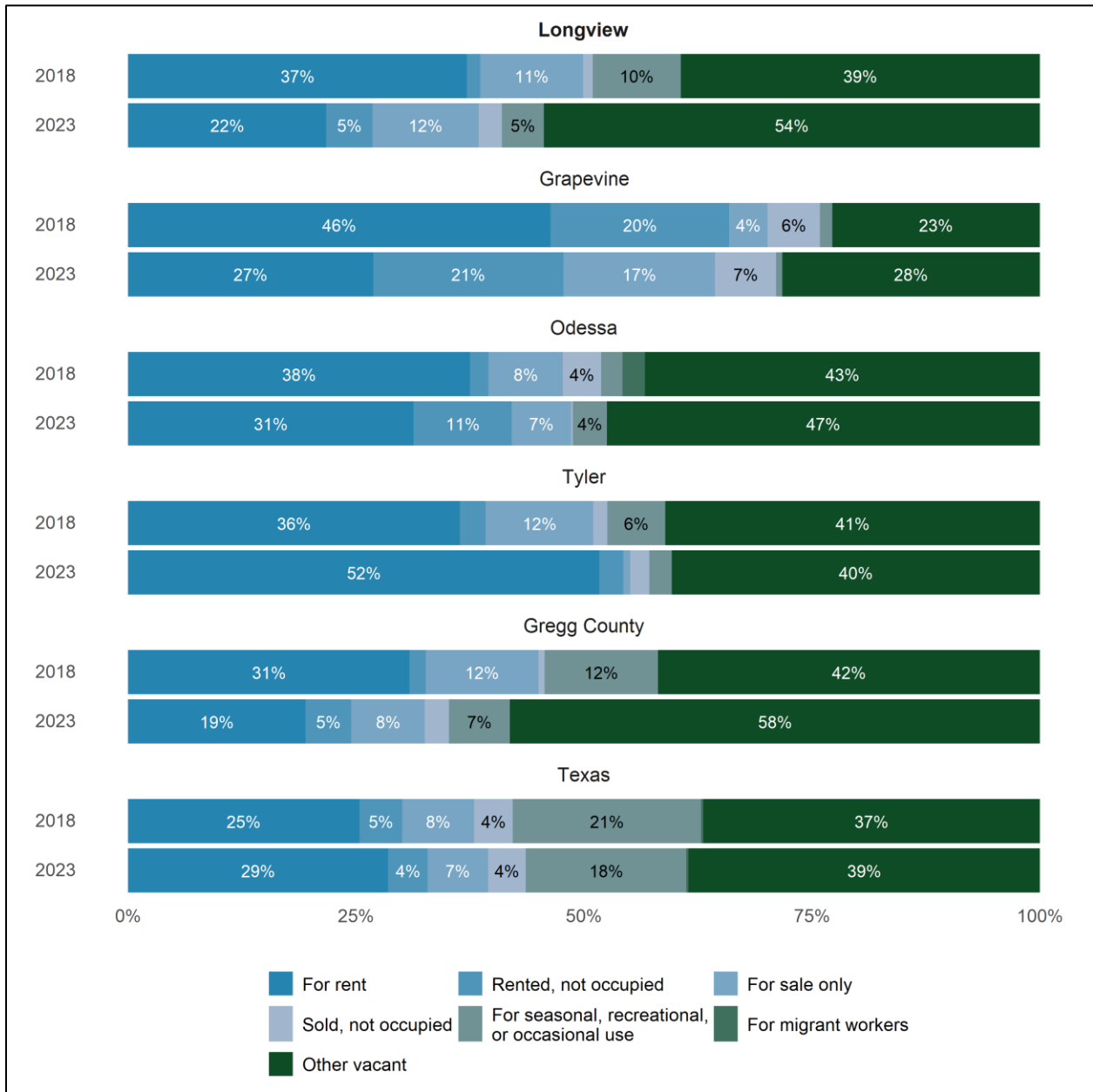
Vacancies associated with the rental market declined over the same period. In 2018, homes listed for rent comprised approximately 37 percent of all vacant units, but by 2023 this share had **dropped to about 22 percent**. Similarly, the share of units that were rented but not occupied increased from roughly one percent to five percent, indicating a slight uptick in transitional vacancy while still representing a relatively small portion of the overall market. These trends point to a tightening rental market, with fewer units actively available for lease.

For-sale vacancies remained relatively stable. Units listed for sale only accounted for about 11 percent of vacant units in both 2018 and 2023, while homes that were sold but not yet occupied represented a small and consistent share of vacancies. Seasonal or recreational use declined notably, falling from nearly 10 percent of vacant units in 2018 to less than 5 percent in 2023, reinforcing the idea that vacancy in Longview is increasingly tied to structural or market challenges rather than discretionary or short-term use.

These shifts suggest that while Longview’s overall vacancy rate has decreased marginally, the nature of vacancy has changed in ways that may warrant targeted intervention. The growing share of “other vacant” units points to potential issues related to housing condition, reinvestment, or market mismatch. Addressing these units could help bring more housing back into productive use and improve neighborhood stability, particularly in areas with older housing stock.



Figure 21. Composition of Housing Vacancies, 2018 & 2023



Source: Five-Year American Community Survey; Matrix Design Group, Inc.

Note: The "other vacant" category refers to units that are not listed for sale or rent and do not fall into standard vacancy classifications. It often includes homes under repair, in foreclosure, abandoned, or otherwise uninhabitable.

Key Findings and Implications

- **Longview’s housing inventory is strongly oriented toward single-family detached homes.** In 2023, single-family detached units accounted for 61 percent of all housing and 94 percent of owner-occupied homes, consistent with a predominantly low-density development pattern that supports stability for established households but limits for-sale options beyond traditional single-family formats.
- **The rental housing stock is more diverse than the ownership market.** Multifamily units play a central role in rentals, with more than half of renter-occupied units located in small (2–4 unit) or large (10+ unit) multifamily buildings.
- **Longview has seen a modest shift toward a more mixed housing inventory in recent years.** The share of single-family homes declined about three percentage points from 2018 to 2023, signaling incremental growth in multifamily housing.
- **The city’s housing stock is relatively mature,** with most homes built several decades ago. The median year built is 1979, with owner-occupied units tending to be older than rental units, suggesting the city has some long-established neighborhoods that now face growing needs for maintenance, energy efficiency upgrades, and reinvestment.
- **The bulk of the city’s housing construction occurred in the 1970s and 1980s, with more recent development favoring rental units.** Nearly three-quarters of the housing stock was built before 1990, indicating limited recent expansion of new ownership opportunities.
- **Recent permitting activity shows a narrowing housing pipeline dominated by single-unit construction.** While 2022 included a notable surge in large multifamily permitting, no new permits for buildings with more than two units were issued in 2023 or 2024, signaling reduced momentum for higher-density and rental housing development.
- **Vacancy rates in Longview have remained relatively stable but elevated.** About 11.1 percent of housing units were vacant in 2023, only slightly below 2018 levels, suggesting neither severe shortage nor excess supply.
- **The composition of vacant housing has shifted toward units that are unavailable for occupancy.** More than half of vacant units in 2023 fell into the “other vacant” category, often associated with repair needs or otherwise uninhabitable, indicating a tightening market alongside growing challenges related to housing condition.

Housing Market Trends

Longview's housing market is experiencing sustained pressure, driven by rising home prices, steadily increasing rents, and ongoing affordability challenges for many households. Home values have appreciated significantly over the past decade and are projected to continue climbing, signaling sustained demand but also growing barriers for first-time and moderate-income buyers. At the same time, ownership costs have remained stable relative to statewide trends, helping preserve Longview's position as a more attainable ownership market even as prices rise. The rental market shows a pattern of gradual escalation, with rents stabilizing at higher levels following pandemic-era increases and projected to continue trending upward over the long term. Affordability pressures are especially acute for larger households, as rental costs increase sharply with unit size and require incomes beyond the reach of many working families. Rent-to-income patterns further reveal that a substantial portion of renters devote a disproportionate share of earnings to housing, placing Longview near statewide affordability stress levels. Taken together, these dynamics point to a market experiencing steady growth without extreme volatility, but one where rising costs increasingly outpace household incomes, reinforcing the need for policies that expand attainable housing options, preserve affordability, and support long-term renter and homeowner stability.

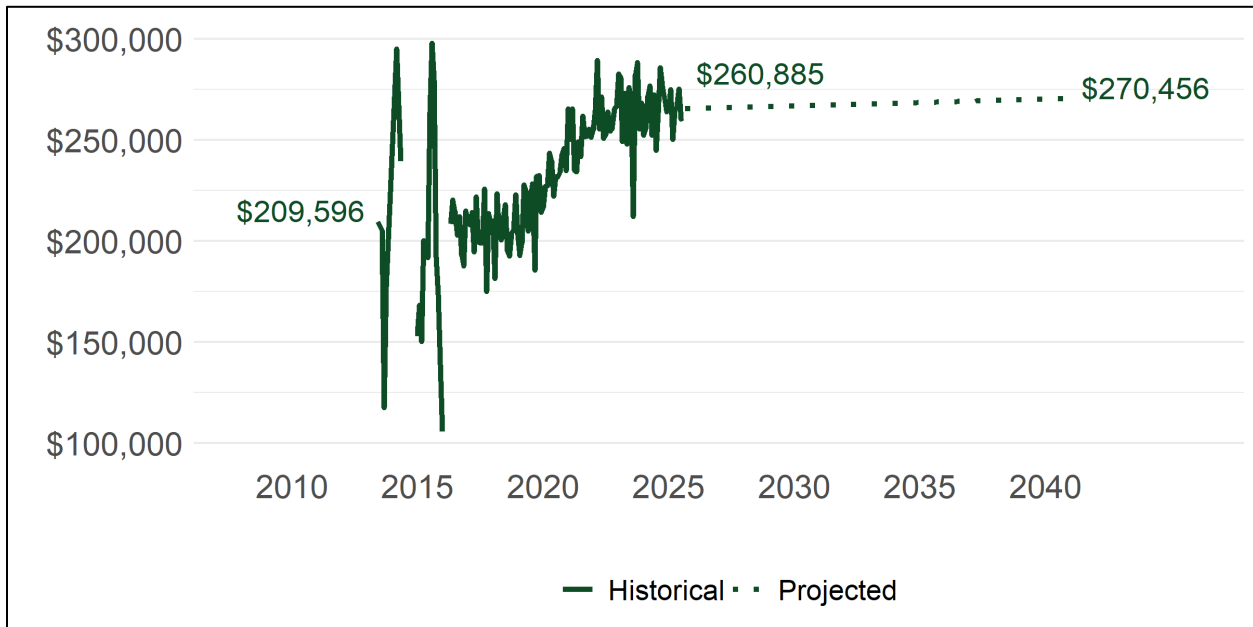


Homeownership Market

Longview’s median home sale price has shown substantial growth over the past decade, reflecting both broader market cycles and localized housing demand. In the early 2010s, median prices were relatively volatile and generally lower, with monthly inflation-adjusted sales frequently falling below \$200,000 and occasional sharp swings driven by limited transaction volumes. By the **mid-to-late 2010s, prices stabilized and gradually increased**, with median sales sitting between \$190,000 and \$220,000, signaling a more balanced and predictable market (see **Figure 22**). Beginning in 2020, Longview experienced a notable acceleration in home price appreciation. Median sale prices rose steadily through the pandemic-era housing surge, reaching the mid-\$250,000 range by 2021 and climbing further into the \$260,000–\$280,000 range through 2022 and 2023. While short-term fluctuations persisted month to month, the overall trend remained upward, reflecting constrained inventory, rising construction costs, and sustained buyer demand. In 2024 and early 2025, median prices moderated slightly but remained historically high, generally hovering in the **mid-\$250,000s to upper-\$270,000s**.

Looking ahead, projections indicate continued, steady appreciation in Longview’s median home sale price over the long term. Median sale price is expected to **exceed \$266,000 by around 2030** and rise to approximately **\$270,500 by 2040**. This forecast is consistent with moderate but sustained growth rather than rapid escalation, pointing to ongoing pressure on homeownership affordability over time, particularly for first-time buyers and moderate-income households.

Figure 22. Real Median Home Sale Projections by Month in Longview, June 2013-Dec 2040



Source: Redfin; Matrix Design Group, Inc.

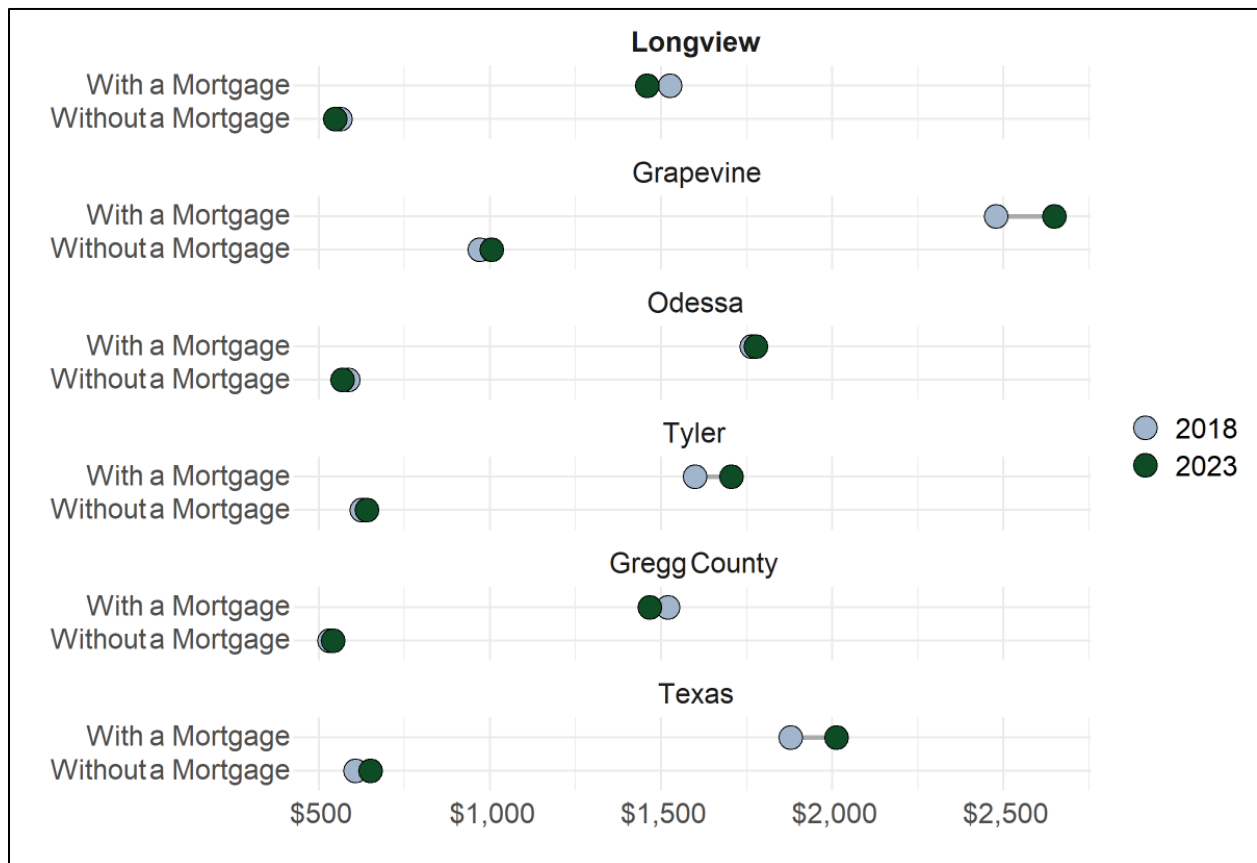
Note: Values were adjusted for inflation to constant 2025 dollars and are seasonally adjusted.

City of Longview

Homeowner housing costs in Longview remain relatively moderate compared to state levels and closely track broader patterns in Gregg County. In 2018, Longview homeowners with a mortgage faced median monthly costs of \$1,526, slightly above the county level (\$1,519) but well below the Texas median of \$1,879 (see **Figure 23**). By 2023, mortgage-related costs in Longview declined modestly to \$1,459, mirroring a similar decrease in Gregg County (\$1,466), even as the statewide median increased to \$2,012. This divergence highlights Longview's comparatively stable ownership costs amid rising housing expenses across Texas.

A similar pattern is evident among homeowners without a mortgage. In 2018, median monthly ownership costs in Longview were \$562, higher than the Gregg County average of \$531 but below the statewide figure of \$607. By 2023, costs for mortgage-free homeowners in Longview edged down slightly to \$548, remaining closely aligned with the county median (\$542) and continuing to undercut the Texas average (\$650). Overall, these trends suggest that Longview offers a lower-cost homeownership environment than the state as a whole, with costs that have remained relatively stable over time.

Figure 23. Real Median Monthly Homeownership Costs, 2018 & 2023



Source: Five-Year American Community Survey; Matrix Design Group, Inc.

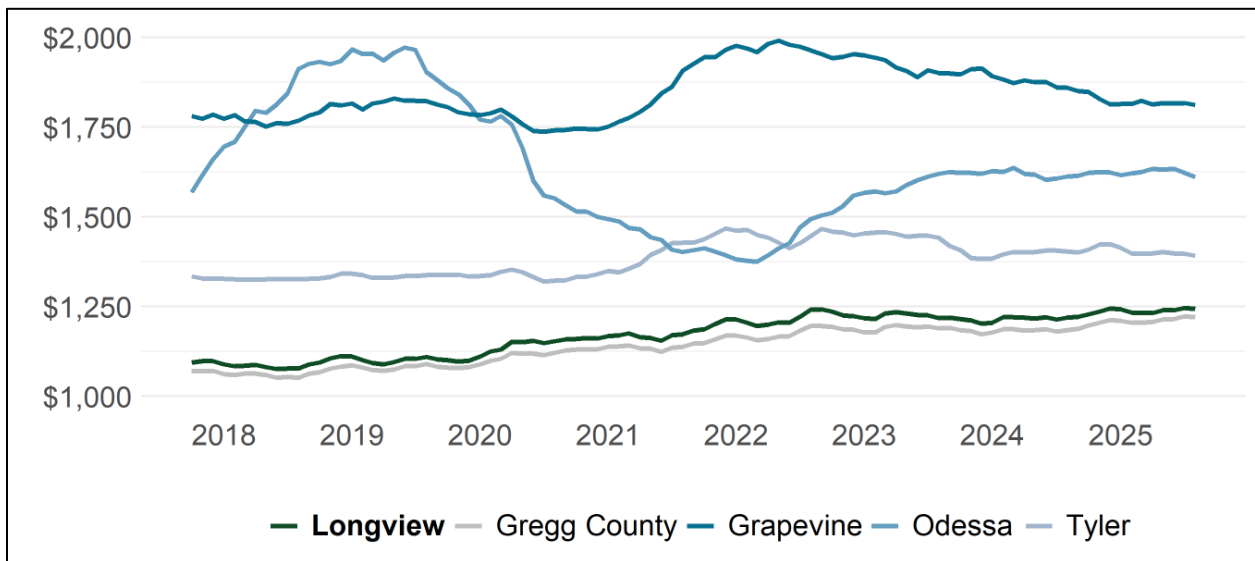
Note: Ownership costs include the sum of payments for mortgages (both first and second), real estate taxes, insurance on the property, utilities (electricity, gas, water, and sewer), and, where applicable, monthly condominium fees, homeowners association (HOA) fees, and mobile home costs.

Rental Market

Typical real asking rents in Longview have increased gradually over the past several years (**Figure 24**), indicating steady but moderate pressure in the local rental market. These trends are based on the Zillow Observed Rent Index (ZORI), which estimates typical market rents by tracking rental listings and adjusting for changes in the mix and quality of available units over time, rather than measuring only advertised asking prices for individual properties. From late 2017 through 2019, typical rents in Longview hovered around \$1,100 per month. Through 2020 and 2021, asking rents rose incrementally, reaching the mid-\$1,100s and then surpassing \$1,200 by the end of 2021. This period marked the most sustained upward movement, coinciding with broader regional and national rental demand during the pandemic years. Typical asking rents **peaked at around \$1,240** in the summer of 2022 before stabilizing in the low \$1,200s. Early 2025 data suggest a modest upward drift, with rents edging back toward the mid-\$1,240s in the summer months.

Longview’s typical rents remain closely aligned with Gregg County and substantially lower than higher-cost markets such as Grapevine and Odessa. While rents have increased meaningfully since 2019, the relatively smooth trajectory suggests a rental market experiencing gradual adjustment rather than rapid or volatile price escalation. The recent stabilization presents an opportunity to focus on preserving affordability through targeted rental assistance, incentives for modest-density development, and the rehabilitation of existing rental stock before renewed upward pressure emerges.

Figure 24. Typical Real Asking Rent, Oct 2017-Aug 2025



Source: Zillow Observed Rent Index; Matrix Design Group, Inc.

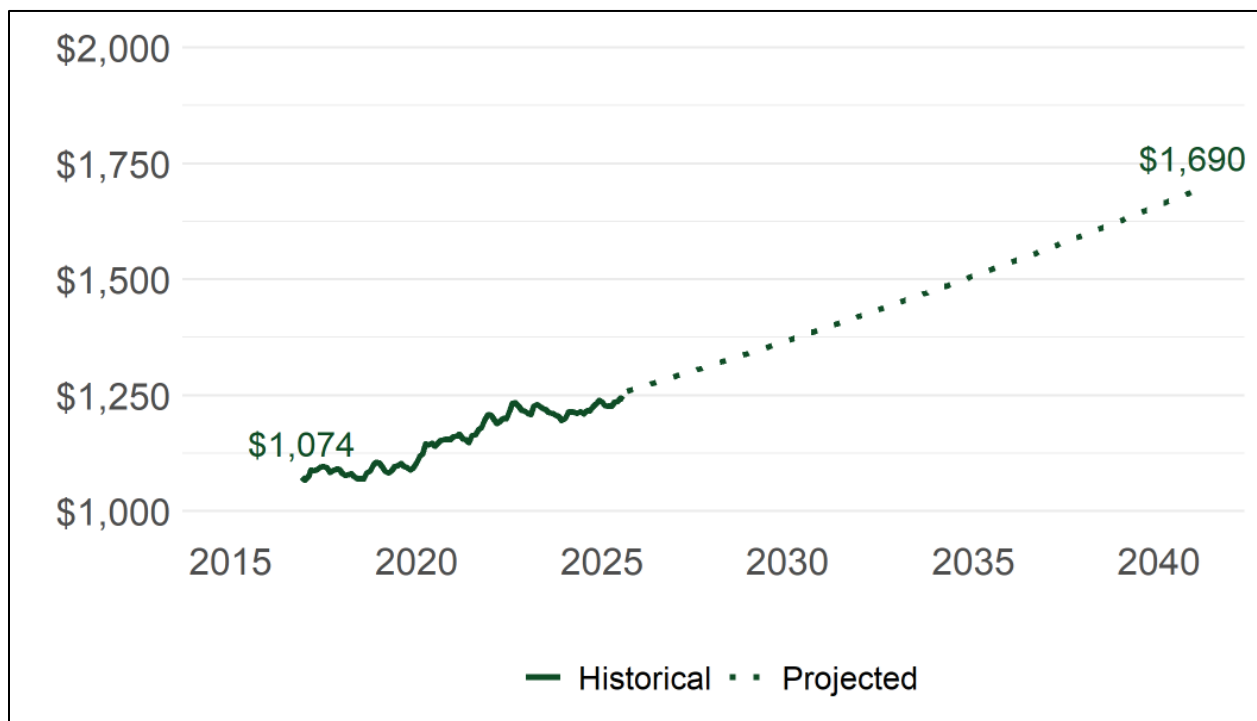
Note: Matrix adjusted all historical rent values for inflation to August 2025 dollars using the Consumer Price Index for All Urban Consumers (CPI-U). Rent estimates are based on Zillow’s Observed Rent Index (ZORI), which measures typical asking rents using a filtered subset of listings between the 35th and 65th percentiles to reduce outliers. Zillow applies a smoothed repeat-rent method that tracks rent changes for the same properties over time, giving greater weight to listings with consistent histories. This approach provides a stable, representative measure of market rents. Utilities are excluded.

City of Longview

As **Figure 25** shows, rents in Longview have *increased steadily over the past decade*, with particularly strong growth during and immediately following the COVID-19 pandemic. Long-term projections suggest that rents in Longview will continue to rise steadily through 2040, signaling *sustained demand in the rental market and limited relief from current affordability pressures*. Typical rents, as measured by ZORI, are projected to surpass \$1,300 by the late 2020s and climb to nearly \$1,700 per month by 2040, marking a significant increase relative to recent historical levels. This extended upward trajectory is the product of structural factors such as constrained housing supply, modest construction of new rental units, and ongoing population and household growth.

These projections underscore the importance of proactively expanding rental supply and preserving existing affordable units. Without interventions, rising rents are likely to increase cost burdens for renters and place additional pressure on local housing assistance programs. Strategic planning decisions made today will play a critical role in shaping whether future rent growth translates into broader housing access or deepening affordability challenges.

Figure 25. Real Asking Rent Projections by Month in Longview, Dec 2016-Dec 2040



Source: Zillow Observed Rent Index; Matrix Design Group, Inc.

Note: Values were adjusted for inflation to constant 2025 dollars and are seasonally adjusted.

Average gross rents in Longview increase sharply with unit size, highlighting the growing affordability gap for larger households across all housing types (see **Table 8**). Across all units, average monthly rent rises from about **\$1,100 for a one-bedroom to nearly \$2,800 for units with four or more bedrooms**, translating into minimum annual incomes ranging from roughly \$44,000 to over \$111,000 to remain cost-burden free. Differences by unit type further illustrate how affordability varies by housing form. Apartments and townhomes offer the lowest average rents for all bedroom counts, making them the most attainable choice for singles and smaller households. In contrast, single-family rental homes command notably higher rents for two- and three-bedroom units, reflecting stronger demand among families seeking space and stability.

Longview’s rental market suggests that the types and price points of units coming online are not aligned with what many working households and families can reasonably afford. The high income thresholds required for larger units suggest limited accessibility for households with children, particularly those earning below the area median income. Encouraging the development of family-sized rental units at attainable price points could help address this gap and support long-term housing stability for larger households in the community.

Table 8. Average Gross Rent by Unit Type and Bedroom Count in Longview, September 2025

	1 BR		2 BR		3 BR		4+ BR	
	Avg. Rent	Min. Required Income	Avg. Rent	Min. Required Income	Avg. Rent	Min. Required Income	Avg. Rent	Min. Required Income
All Units	\$1,101	\$44,040	\$1,386	\$55,440	\$1,921	\$76,840	\$2,786	\$111,440
Apartments	\$1,103	\$44,120	\$1,372	\$54,880	\$1,780	\$71,200	—	—
Single-Family Homes	—	—	\$1,729	\$69,160	\$2,085	\$83,400	\$2,811	\$112,440
Townhomes	\$1,039	\$41,560	\$1,367	\$54,680	\$1,874	\$74,960	\$2,659	\$106,360

Source: Zillow; Apartments.com; Matrix Design Group, Inc.

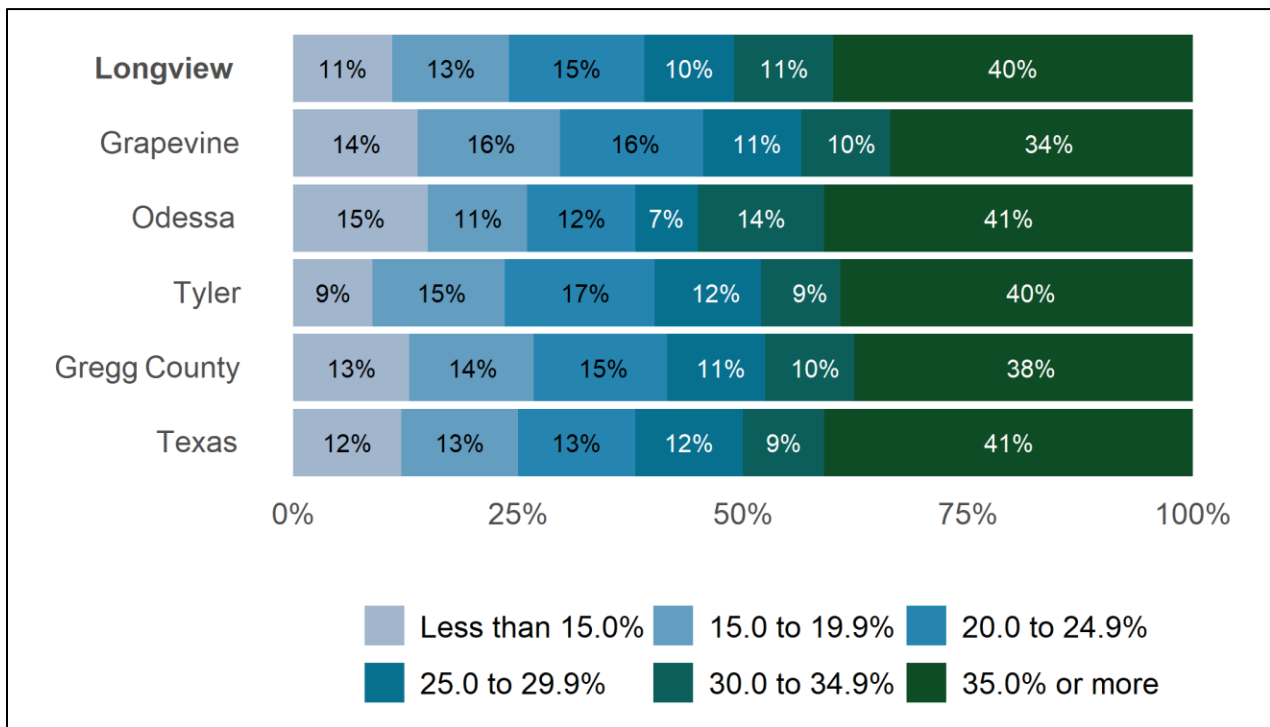
Note: N=554. There were five or fewer observations for the following unit types, so estimates should be interpreted with caution: one- and four-or-more bedroom townhomes. Values include utility costs, which were estimated using Five-Year 2023 Public Use Microdata Sample (PUMS) data from the U.S. Census Bureau. Matrix filtered the data to include only renter households in the region and calculated average monthly utility expenditures, including electricity, gas, water, and other fuels. These estimates were then adjusted to Sept 2025 dollars using the Consumer Price Index (CPI) for Fuels and Utilities for U.S. Cities, published by the U.S. Bureau of Labor Statistics.

City of Longview

Rent-to-income patterns in Longview indicate that housing cost burdens are widespread and concentrated at the higher end of the spectrum (see **Figure 26**). Only about 11 percent of renter households spend less than 15 percent of their income on rent, while progressively larger shares fall into moderate cost ranges between 15 and 29 percent. A substantial **40 percent of renter households devote 35 percent or more of their income to housing costs**. This share is slightly higher than Gregg County overall (38 percent) and closely mirrors conditions across Texas (41 percent), underscoring that Longview’s challenges are consistent with both local and statewide affordability pressures.

Compared with peer cities, Longview’s profile sits in the upper-middle range but remains concerning. Communities like Grapevine show a smaller proportion of severely cost-burdened renters, while Odessa and Tyler exhibit similar or slightly higher levels of stress at the upper end of the distribution. The relatively modest share of households in the lowest rent-to-income categories suggests limited access to deeply affordable rental options, leaving many households clustered near or beyond commonly accepted affordability thresholds. These patterns highlight a rental market where a substantial portion of residents face ongoing financial strain, reinforcing the importance of policies that expand affordable rental supply, preserve existing lower-cost units, and support income stability for renters.

Figure 26. Rent-to-Income Percentage, 2023



Source: Five-Year American Community Survey; Matrix Design Group, Inc.

Key Findings and Implications

- **Longview's median home sale price has risen substantially over the past decade**, accelerating during the pandemic-era housing surge and remaining historically elevated at around \$270,000, with long-term projections pointing to continued steady appreciation that will place increasing pressure on homeownership affordability for first-time and moderate-income buyers.
- **Homeownership costs in Longview have remained comparatively stable and below statewide levels**, with median mortgage-related and mortgage-free monthly costs for existing homeowners at \$1,459 and \$548, respectively, reinforcing the city's position as a relatively attainable ownership market.
- **Typical asking rents in Longview have increased gradually since the late 2010s**, peaking in the early 2020s and stabilizing at higher levels in the mid-\$1,200s, indicating steady rental demand and moderate upward pressure.
- **Long-term rent projections signal continued upward movement through 2040**, suggesting that sustained demand and constrained supply could intensify affordability challenges unless additional rental housing and preservation strategies are implemented.
- **Rental costs rise sharply with unit size**, placing larger households at a significant disadvantage. For example, households seeking units with four or more bedrooms must earn over \$111,000 annually to remain below the 30 percent affordability threshold, highlighting a clear mismatch between the availability of family-sized units and what many working households can reasonably afford.
- **Just over half of renters spend more than the recommended 30 percent of their income on housing**. Rent-to-income patterns show that a substantial share of households exceed common affordability thresholds, placing Longview near statewide levels of rental stress and underscoring the need to expand lower-cost options and strengthen renter stability.

Housing Challenges

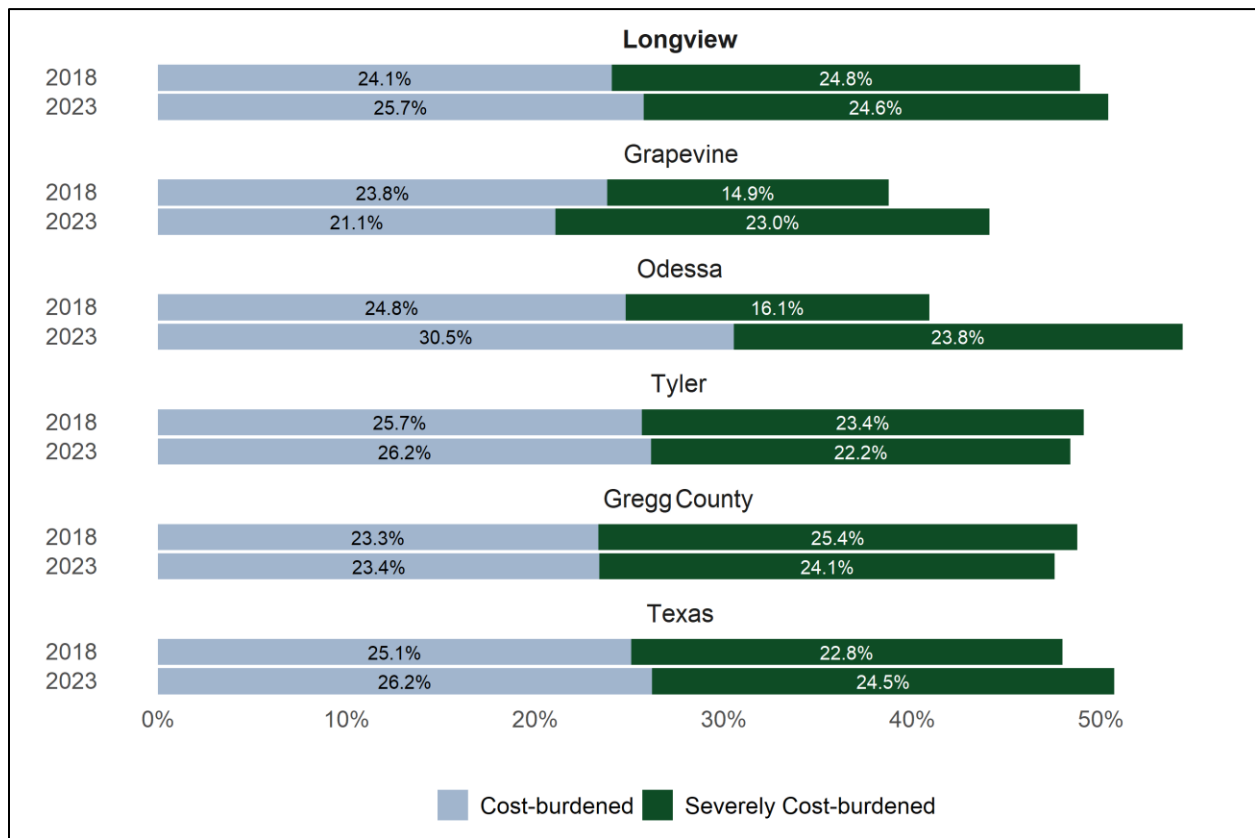
Longview's housing challenges increasingly center on renter affordability pressures, even as many homeowners have experienced improving cost stability. A substantial share of renter households devote a large portion of their income to housing, signaling persistent strain in the lower-cost rental market and highlighting a growing divide between renters and owners. While overall overcrowding remains limited, a small but notable subset of households faces acute space constraints, reflecting ongoing mismatches between housing costs, unit sizes, and household needs. Traditional measures of substandard housing suggest that basic infrastructure conditions are generally sound, yet pockets of aging or lower-value housing remain concentrated in certain areas of the city. These neighborhood patterns point to opportunities for targeted reinvestment and preservation while reinforcing the importance of citywide maintenance efforts. Longview's housing landscape is indicative of a system that is structurally stable but increasingly shaped by rental affordability pressures, underscoring the need for strategies that expand attainable housing options, protect existing lower-cost units, and support long-term housing quality.



Housing Cost Burden

Housing affordability pressures among renters in Longview are both significant and persistent, with a large share of households devoting a substantial portion of their income to housing. **About half of renter households in the city are cost burdened**, spending more than 30 percent of their income on rent, and close to **half of those cost-burdened are severely cost burdened**, with housing costs consuming at least 50 percent of household income (see **Figure 27**). This places Longview above surrounding cities, Gregg County, and the Texas average for severe cost burden, indicating that renters in the city face particularly acute affordability challenges relative to nearby areas. Between 2018 and 2023, the share of cost-burdened renters in Longview rose from about 24 percent to nearly 26 percent. The stability of severe cost burden alongside rising overall burden suggests that **affordability pressures in Longview are broadening without easing at the top**. These trends point to a need for targeted policy responses that not only expand the supply of income-restricted and workforce rental housing, but also protect existing lower-cost units and support renter stability through complementary income and cost-of-living strategies.

Figure 27. Renter Household Cost-Burdened Rates, 2018 & 2023



Source: Five-Year American Community Survey; Matrix Design Group, Inc.

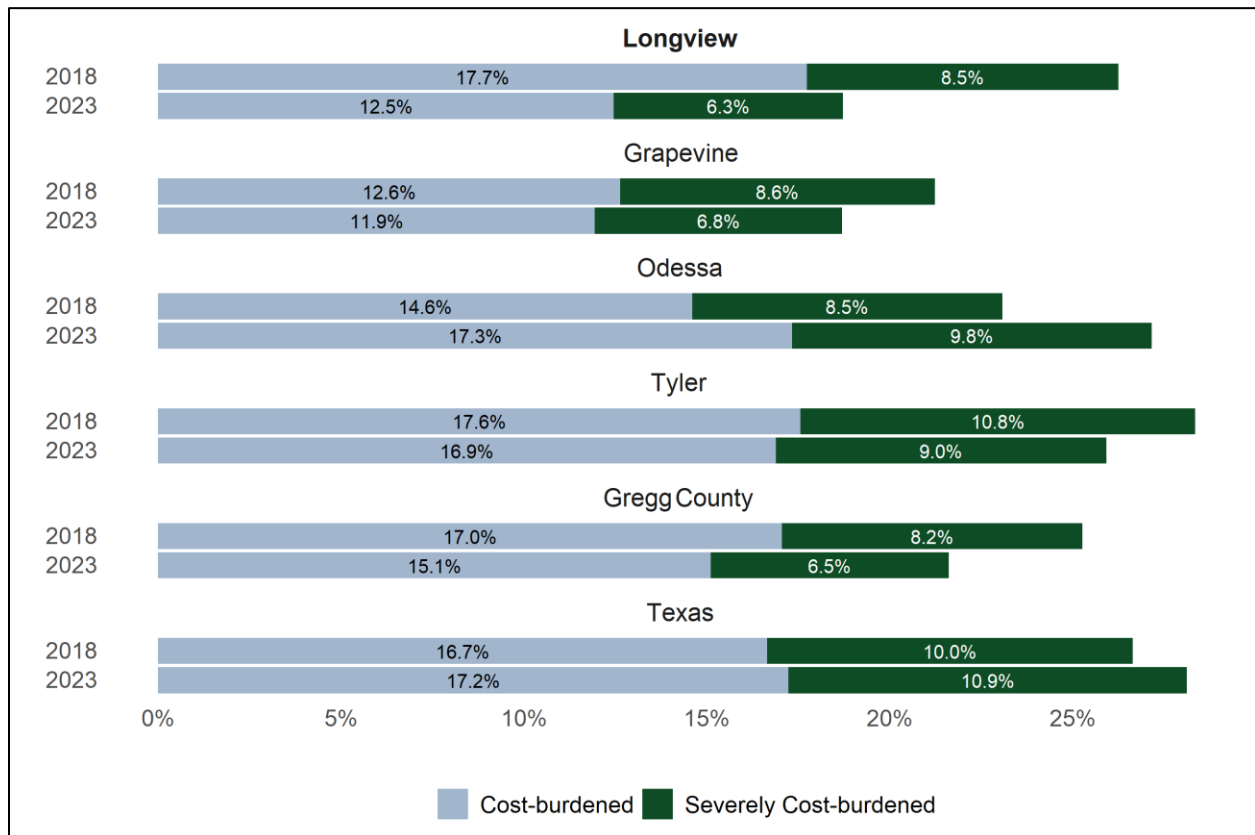
Note: “Cost-burdened” households spent from 30% to 49.9% of household income on gross rent, compared to 50% or more for “severely cost-burdened” households.

City of Longview

Homeowners with a mortgage in Longview experienced a notable easing of housing cost pressures between 2018 and 2023, setting the city apart from many peer communities (see **Figure 28**). In 2018, roughly 18 percent of mortgaged homeowners were cost-burdened, a share that was higher than the state, county, and comparable cities. By 2023, however, *Longview's cost-burden rate fell sharply to about 12.5 percent*, accompanied by a *decline in severe cost burden from 8.5 percent to roughly 6 percent*. This improvement contrasts with Odessa and statewide trends, where both cost-burdened and severely cost-burdened shares increased over the same period.

Compared to Gregg County, Longview's gains are especially pronounced. While Gregg County also saw reductions in homeowner cost burdens, Longview moved from being one of the more stressed homeowner markets in 2018 to one of the least burdened in the region by 2023. These shifts likely reflect a combination of relatively stable home values, lower mortgage balances among existing homeowners, and income growth that has outpaced housing costs for this group. From a policy perspective, the improvement among mortgaged homeowners suggests that affordability challenges in Longview are increasingly concentrated among renters rather than owners, reinforcing the importance of focusing housing interventions on the rental market while continuing to preserve pathways to sustainable homeownership.

Figure 28. Mortgaged Owner-Occupied Household Cost-Burdened Rates, 2018 & 2023



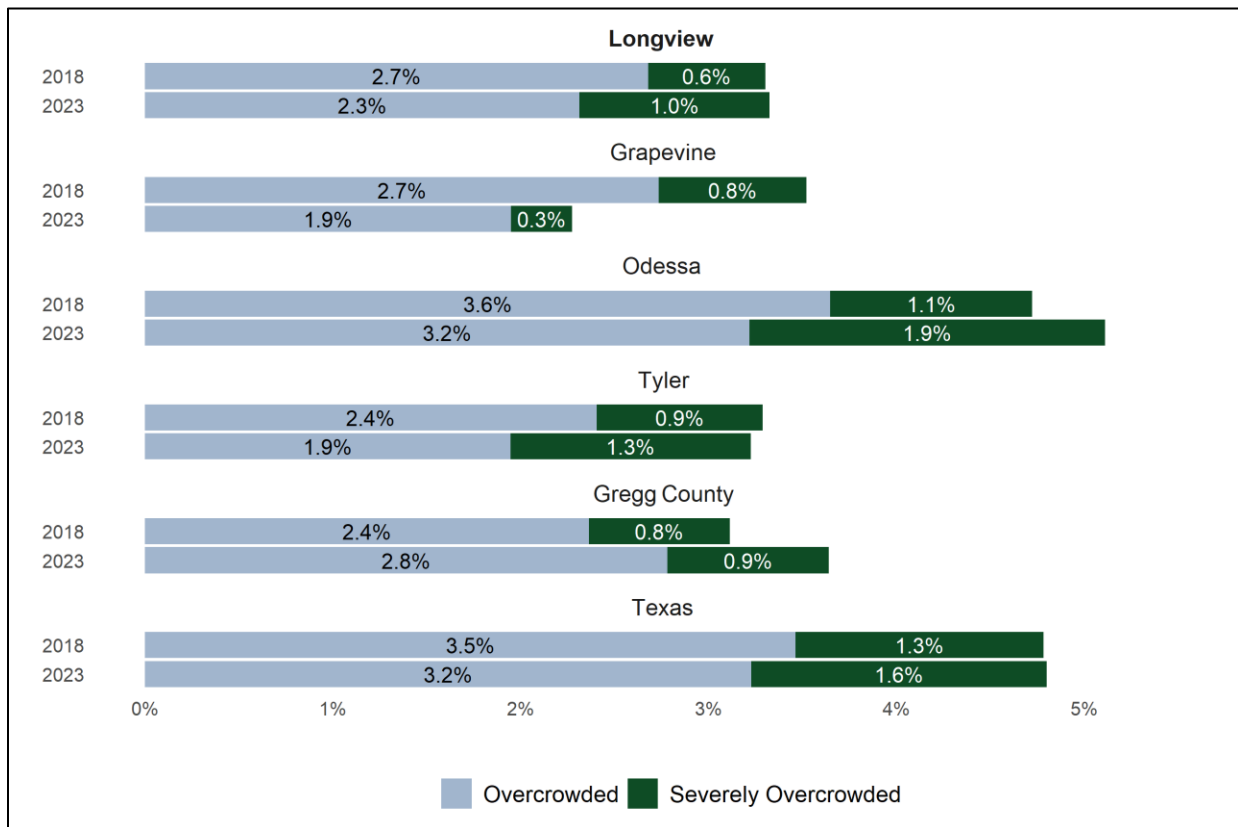
Source: Five-Year American Community Survey; Matrix Design Group, Inc.

Overcrowding

Overcrowding affects a relatively small but meaningful share of households in Longview, and recent trends suggest a shift in the nature of this pressure rather than a simple increase or decrease (see **Figure 29**). In 2018, just under three percent of households were considered overcrowded, with severe overcrowding affecting under one percent. By 2023, the share of **overcrowded households declined modestly to about 2.3 percent**, indicating some easing in moderate crowding conditions. At the same time, **severe overcrowding increased to around one percent**, signaling that while fewer households are living slightly above capacity, a growing subset is experiencing more acute space constraints.

When placed in a broader context, Longview’s overcrowding rates remain generally comparable to Gregg County and lower than statewide levels. Texas as a whole continues to report higher shares of both overcrowded and severely overcrowded households, and cities such as Odessa exhibit particularly elevated severe overcrowding. Taken together, these patterns suggest that overcrowding in Longview is not widespread, but the rise in severe cases points to underlying affordability and unit-size mismatches that may be pushing some households into more constrained living arrangements.

Figure 29. Overcrowding Rate, 2018 & 2023



Source: Five-Year American Community Survey; Matrix Design Group, Inc.

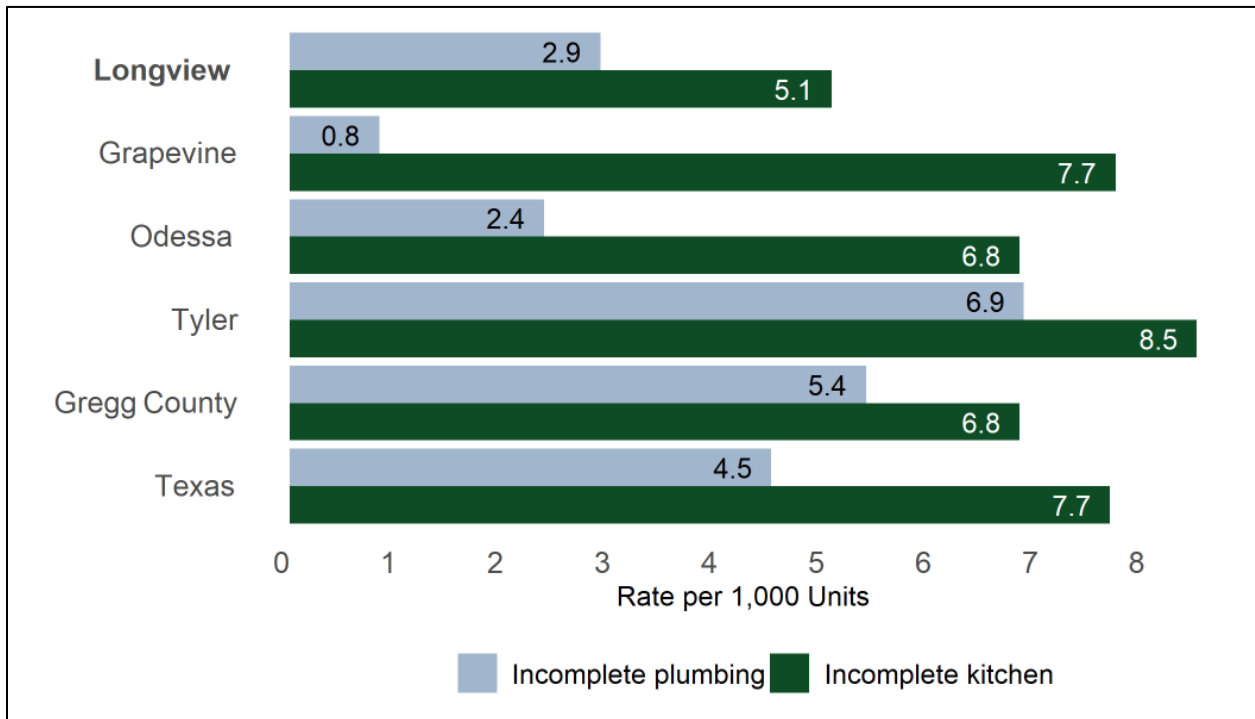
Note: “Overcrowded” households have between 1.01 and 1.50 occupants per room. “Severely overcrowded” households have 1.51 or more occupants per room.

Substandard Housing

Substandard housing conditions are commonly assessed using indicators such as the presence of complete kitchen and plumbing facilities, as these features are fundamental to health, safety, and basic habitability. Units lacking a full kitchen or adequate plumbing often signal older housing stock, deferred maintenance, or financial barriers to repair, providing a consistent, measurable way to identify homes that may not meet minimum living standards.

In Longview, rates of substandard housing as measured by these indicators are relatively low compared with many peer communities. As **Figure 30** shows, incomplete kitchens account for roughly 5.1 units per 1,000 housing units, which is lower than the state of Texas, Gregg County, and surrounding comparable cities. Incomplete plumbing is even less prevalent in the city, at about 2.9 units per 1,000, placing Longview below the state rate and well under Gregg County and Tyler, where plumbing deficiencies are more common. Overall, these figures suggest that while substandard conditions exist in Longview, they are less widespread than in many surrounding markets, though continued attention to rehabilitation and infrastructure investment remains important to prevent deterioration in the city’s aging housing stock.

Figure 30. Prevalence of Incomplete Kitchen and Plumbing Facilities, 2023



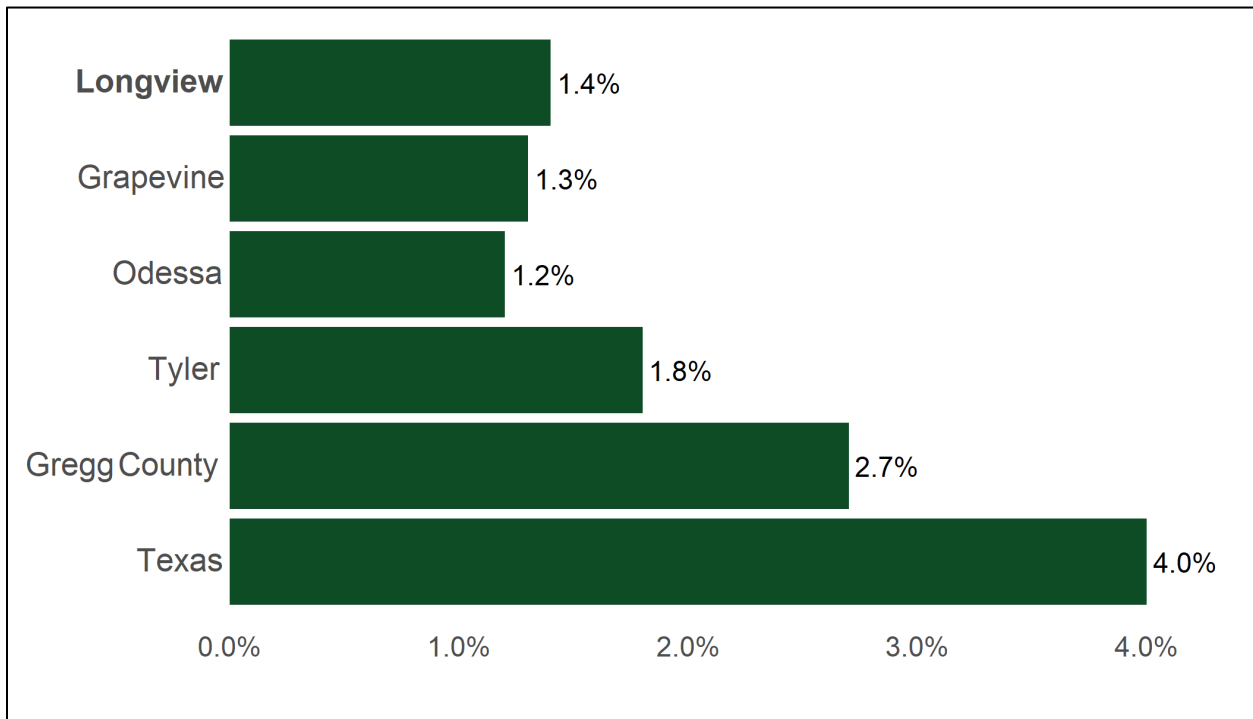
Source: Five-Year American Community Survey; Matrix Design Group, Inc.

Note: The ACS defines incomplete kitchen facilities as housing units that lack a sink with a faucet, a stove or range, or a refrigerator. Incomplete plumbing facilities are defined as housing units that lack hot and cold running water, a flush toilet, or a bathtub/shower.

The use of “bad” or unhealthy fuels (such as wood, coal, or other non-utility heating sources) is another indicator often used to identify substandard housing conditions. Reliance on these fuels can reflect older or inadequately upgraded homes, limited access to modern energy infrastructure, or affordability constraints that prevent households from using safer, more efficient heating systems. As with incomplete kitchens or plumbing, non-standard fuel use is closely tied to housing quality, indoor air health, and overall living conditions.

In Longview, the share of *households using non-standard fuels is relatively low* at about 1.4 percent of units (see **Figure 31**). This rate is similar to nearby communities, but well below the Texas average of 4 percent and Gregg County’s 2.7 percent. The contrast with the state highlights Longview’s relatively strong access to modern energy sources, even as pockets of older or lower-quality housing remain. While non-standard fuel use is not widespread in the city, its presence underscores the importance of continued investment in housing rehabilitation and energy efficiency upgrades to ensure that all households have access to safe and reliable utilities.

Figure 31. Share of Housing Units Relying on Non-Standard Fuel Sources, 2023



Source: Five-Year American Community Survey; Matrix Design Group, Inc.

Note: Non-standard fuel types include bottled, tank, or LP gas; fuel oil or kerosene; wood; coal or coke; other unconventional sources; or no fuel at all.

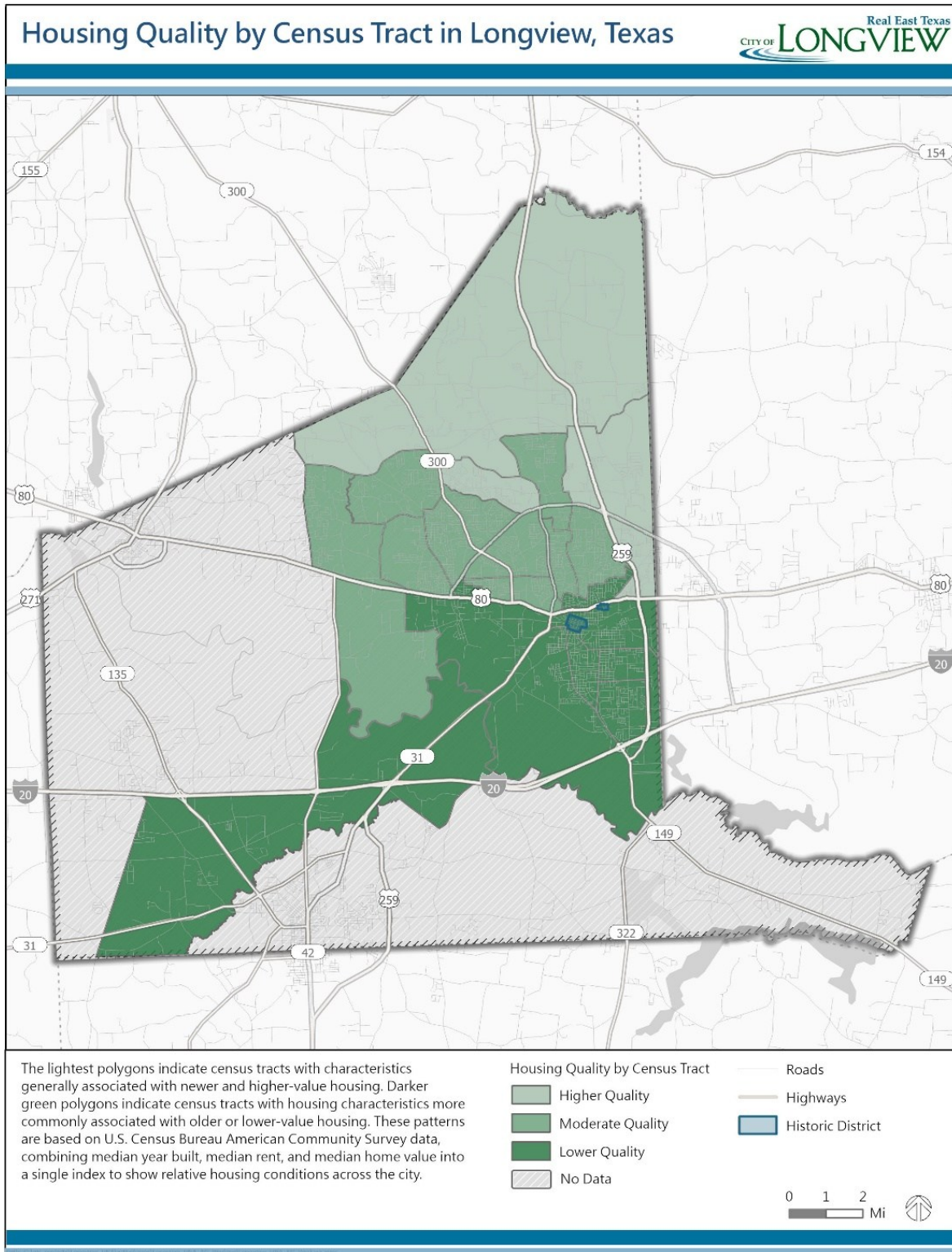
Housing Quality GIS Analysis

Figure 32 illustrates relative housing quality across Longview using a composite index derived from census tract indicators, including median year built, median rent, and median home value. Rather than identifying individual properties, this tract-level approach highlights broad neighborhood patterns associated with newer, higher-value housing versus areas more likely to contain older or lower-value stock. Lighter shading represents tracts with characteristics linked to newer or higher-quality housing, while darker shading indicates tracts where housing conditions are more commonly associated with aging or lower-value units. This method provides a citywide perspective on housing conditions that complements parcel-level or inspection-based measures by emphasizing structural and market characteristics at a neighborhood scale.

The spatial pattern reveals a clear geographic gradient in housing quality. Higher-quality housing characteristics are concentrated primarily in the northern portions of the city, where development tends to be newer and values are stronger. Central tracts show a mix of moderate housing conditions, reflecting established neighborhoods with a blend of ages and investment levels. Lower-quality indicators are more concentrated in the southern and southeastern areas, where older housing stock is more prevalent. While most neighborhoods fall within moderate ranges, these pockets of comparatively lower housing quality suggest where reinvestment, rehabilitation, and preservation strategies may have the greatest impact. At the same time, the distribution underscores that housing quality is not confined to a single district, reinforcing the importance of citywide maintenance efforts alongside targeted neighborhood improvements.



Figure 32. Geographic Distribution of Housing Quality



Key Findings and Implications

- **Renter affordability pressures are widespread and intensifying.** About 50 percent of Longview renter households are cost-burdened, and nearly half of those spend 50 percent or more of their income on housing, placing the city above nearby communities and signaling a growing need for lower-cost rental supply and renter stabilization strategies.
- **Homeowner cost pressures have eased, shifting affordability concerns toward renters.** The share of mortgaged homeowners who are cost-burdened fell from roughly 18 percent in 2018 to about 12.5 percent in 2023, while severe burden declined from 8.5 percent to around 6 percent, suggesting improved ownership stability and reinforcing that affordability challenges are increasingly concentrated in the rental market and those seeking to become homeowners, rather than existing homeowners.
- **Overcrowding is limited overall but more severe for a small subset of households.** Moderate overcrowding declined from just under 3 percent in 2018 to about 2.3 percent in 2023, yet severe overcrowding rose to roughly one percent, indicating that while most households are adequately housed, a smaller group faces acute space constraints tied to affordability and unit-size mismatches.
- **Traditional indicators of substandard housing remain relatively low.** Homes with incomplete kitchens account for about 5.1 units per 1,000, and incomplete plumbing affects roughly 2.9 units per 1,000, both below county and statewide levels.
- **Reliance on non-standard heating fuels is uncommon but still present.** Approximately 1.4 percent of Longview households use non-utility heating fuels, a rate well below the Texas average of about four percent, indicating strong access to modern energy sources while highlighting pockets where modernization could improve safety and efficiency.
- **Housing quality varies geographically across the city.** Census tract patterns show higher-quality, newer housing concentrated in northern Longview, while southern and southeastern tracts contain relatively older and lower-value stock, pointing to where targeted reinvestment and preservation efforts may have the greatest neighborhood impact.

Current and Projected Housing Needs

This section examines housing demand and need in Longview to establish a clear, data-driven understanding of the scale and composition of housing required both today and in the future. The analysis distinguishes between realized demand—represented by the units required to accommodate existing households by income, tenure, and household type—and unmet need, including current shortages, replacement demand, and projected future growth. These components provide a comprehensive picture of how much housing is needed, who it is needed for, and how those needs are expected to evolve over time. In addition, this section evaluates the feasibility of meeting this demand by identifying opportunities for new development based on vacant parcel data, helping to connect housing needs to the city’s available land supply and development potential.



Existing Demand

Longview’s housing market is characterized by a wide distribution of household incomes, with a significant concentration in the lower and middle portions of the income spectrum. In 2023, the city’s existing households generate demand for approximately 35,149 housing units when accounting for the need to maintain a healthy level of vacancy, with demand distributed fairly evenly across income tiers but weighted toward the lower end of the spectrum. **Nearly half of all households earned at or below 80 percent of Area Median Income, indicating that housing demand in Longview is driven less by high-income growth and more by the needs of moderate- and lower-income residents.** Importantly, these data shed light on housing demand from existing residents by showing where households fall along the income spectrum and by tenure, and, in turn, the types of housing they are most likely able to afford. While owner households dominate the middle- and upper-income ranges, renters are far more likely to be clustered in income bands where housing costs pose ongoing challenges, reinforcing the importance of maintaining and expanding affordable rental options. Because this analysis is based on existing households, it does not account for latent demand from individuals who are currently unable to form independent households due to housing constraints.

As shown in **Table 9**, income and tenure in Longview are closely linked. Extremely low-income households (earning 30 percent of AMI or less) account for 16 percent of unit demand from existing households, with renter households comprising 75 percent of this segment. This pattern continues through the very low- and low-income categories, and in total, renters represent roughly three-quarters of demand associated with households earning below 80 percent of AMI. In contrast, higher income levels are overwhelmingly owner-occupied: households earning more than 120 percent of AMI account for unit demand that is nearly 80 percent owner-driven. These patterns point to a dual housing need in Longview, namely continued support for deeply affordable and income-restricted rental housing, alongside strategies that help moderate-income households transition into homeownership as their earnings increase.

Table 9. Current Affordable Housing Demand by AMI Level and Tenure in Longview

AMI Level	Total Units		Owner Units		Renter Units	
Extremely low-income (≤ 30% AMI)	5,747	16%	1,424	8%	4,323	26%
Very low-income (31-50% AMI)	5,089	14%	2,033	11%	3,056	18%
Low-income (51-80% AMI)	6,502	18%	2,974	16%	3,528	21%
Workforce housing (81-120% AMI)	6,644	19%	3,261	18%	3,383	20%
Market-rate-and-above housing (120%+ AMI)	11,167	32%	8,802	48%	2,365	14%
Total Units	35,149	100%	18,494	100%	16,655	100%

Source: One-Year American Community Survey; Matrix Design Group, Inc.

Note: Totals may not sum precisely because of rounding. Due to data limitations, this analysis approximates AMI tiers using HUD’s published FY 2023 median family income (MFI) for the area (\$76,800). Vacancy adjustments were applied by inflating occupied households to total unit needs using target vacancy rates of 2 percent for owner households and 5 percent for renter households, ensuring estimates reflect a balanced housing market with sufficient availability.

Demand in downtown Longview is limited in overall scale and *highly concentrated among the lowest-income households* (see Table 10). In total, approximately **174 housing units are demanded by existing households when accounting for vacancy**, reflecting realized demand in the current market rather than unmet need or housing gaps. Of this total, extremely low-income households ($\leq 30\%$ AMI) account for the vast majority—147 units, or roughly 84 percent—indicating that downtown demand is overwhelmingly driven by residents with the greatest affordability constraints. Very low-income households (31–50% AMI) represent a much smaller share at just 8 units (5 percent), while low-income households (51–80% AMI) account for 19 units (11 percent). Notably, there is no measurable demand from workforce (81–120% AMI) or market-rate (120%+ AMI) households in the downtown area.

This distribution underscores the extent to which downtown Longview functions as a housing location primarily for the lowest-income residents, with minimal representation from moderate- or higher-income groups. As such, housing strategies in the downtown core should prioritize deeply affordable housing solutions and supportive housing models, as market-driven development alone is unlikely to meet the needs of the existing resident base.

Table 10. Current Affordable Housing Demand by AMI Level in Downtown Longview

AMI Level	All Unit Types	
Extremely low-income ($\leq 30\%$ AMI)	147	84%
Very low-income (31-50% AMI)	8	5%
Low-income (51-80% AMI)	19	11%
Workforce housing (81-120% AMI)	0	0%
Market-rate-and-above housing (120%+ AMI)	0	0%
Total Households	174	100%

Source: Five-Year American Community Survey; Matrix Design Group, Inc.

Note: Downtown Longview was approximated using Census block group 0011.003 in Gregg County. At the block group level, estimates by tenure are unavailable. Vacancy adjustments were applied by inflating occupied households to total unit needs using a target vacancy rate of 5 percent, ensuring estimates reflect a balanced housing market with sufficient availability.

Table 11 illustrates the breadth of housing need in Longview by household type, showing how demand varies across family, individual, senior, student, and access needs populations. These figures represent **total housing demand** (i.e., the number of units needed to accommodate existing households), not the shortfall or gap in housing supply. The estimates are based on standardized assumptions to translate population and household characteristics into unit demand (see table notes), and an additional 5 percent is applied across all categories to account for vacancies, turnover, and market flexibility. **Housing need in Longview is concentrated primarily among family households**, which account for the largest share of demand at more than 21,700 units. This reflects the city’s household composition and underscores the continued importance of housing options that can accommodate families across a range of income levels and life stages. Individual, or single-person, households also represent a significant portion of need, with nearly 10,000 units required, highlighting demand for smaller, more attainable housing types such as apartments, duplexes, and townhomes.

Senior housing demand is another major component of Longview’s overall housing need, totaling around 6,900 units, consistent with aging population trends and the need for housing that supports accessibility, services, and downsizing options. Housing need for residents with ambulatory disabilities is also notable, with about 4,640 units required, reinforcing the **importance of accessible design across both new and existing housing stock**. Student and nonfamily housing needs are smaller in scale but still meaningful, together accounting for roughly 4,600 units and contributing to overall pressure in the rental market. For clarity, nonfamily households are defined as those in which the householder shares the home exclusively with non-relatives, such as roommates. These demand patterns point to the need for housing policies that support a wider range of unit types and supportive housing options, ensuring that future investment, zoning, and programmatic decisions are aligned with the actual composition of households in Longview.

Table 11. Total Housing Demand by Household Type in Longview

Type	Total Need
Student housing	2,261
Senior housing	6,899
Housing for ambulatory disability	4,640
Family housing	21,738
Individual housing	9,997
Nonfamily housing	2,311

Source: Five-Year American Community Survey; Matrix Design Group, Inc.

Note: Student housing need assumes 1 unit per 2 students; Senior housing need assumes 1 unit per 2 married seniors and 1 unit per 1 senior for all others; Family, individual, and nonfamily housing need assumes 1 unit per household. An additional 5% is included in all cases to account for vacancies and allow for adequate mobility and choice.

Projected Demand

Table 12 presents Longview’s projected housing unit demand by AMI tier for 2030 and 2040, indicating continued growth across all income levels. Total demand is expected to increase to **36,496 units in 2030 and to about 39,668 units by 2040**, reflecting the number of units required to accommodate projected households while maintaining a healthy level of vacancy. These findings provide insight into the scale of housing production needed to keep pace with forecasted growth. Demand is projected to increase at **every level along the income spectrum**, including the lowest-income tiers. By 2030, this translates into demand for approximately 5,968 units associated with extremely low-income households, 5,284 units associated with very low-income households, and 6,751 units associated with low-income households. Collectively, demand generated by households earning at or below 80 percent of AMI accounts for just under half of total unit demand in both projection years.

Tenure patterns remain strongly income-dependent in the projections. Owner-driven demand is expected to increase from about **19,200 units in 2030 to nearly 20,900 units by 2040**, while renter-driven demand is projected to grow from roughly **17,300 to about 18,800 units** during the same period. Renters will continue to make up the majority of demand in the extremely low-, very low-, and low-income categories, while owner households’ dominance of the middle- and upper-income tiers will also persist. These projections indicate that Longview’s future housing needs will not only scale with growth, but will remain heavily shaped by affordability considerations, particularly for households earning 80 percent of AMI or below. Sustained investment in affordable and income-restricted rental housing, paired with pathways to homeownership for moderate-income households, will be essential to keeping the housing supply aligned with projected demand.

Table 12. 2030 and 2040 Projected Housing Demand by AMI Tier in Longview

AMI Tier	Total Units		Owner Units		Renter Units	
	2030	2040	2030	2040	2030	2040
Extremely Low Income (≤ 30% AMI)	5,968	6,487	1,479	1,608	4,489	4,879
Very Low Income (31-50% AMI)	5,284	5,743	2,111	2,294	3,173	3,449
Low Income (51-80% AMI)	6,751	7,338	3,088	3,357	3,663	3,981
Moderate Income (81-120% AMI)	6,899	7,498	3,386	3,680	3,513	3,818
Middle Income (121-200% AMI)	7,104	7,721	5,383	5,851	1,721	1,870
Upper Income (201%+ AMI)	4,490	4,881	3,755	4,082	735	799
Total Units	36,496	39,668	19,202	20,872	17,294	18,796

Source: Five-Year American Community Survey; Matrix Design Group, Inc.

Note: Totals may not sum precisely because of rounding. This analysis approximates AMI tiers using HUD’s published FY 2023 median family income (MFI) for the area (\$76,800). Projected households were calculated by dividing projected population by projected household size and allocating the resulting households to AMI categories using 2023 distribution percentages. Vacancy adjustments were applied by inflating occupied households to total unit needs using target vacancy rates of 2 percent for owner households and 5 percent for renter households.

Housing Replacement Demand


Housing replacement demand in Longview is estimated using two complementary indicators that capture units potentially in need of substantial reinvestment or replacement. The primary measure draws on the “other vacant” category within the vacancy composition, which refers to units that are not listed for sale or rent and do not fall into standard vacancy classifications. This category often includes homes under repair, in foreclosure, abandoned, or otherwise uninhabitable. In 2023, approximately 2,203 units fell into this category; applying a conservative assumption that 50 to 100 percent of these units may ultimately require replacement yields a ***broad estimate of potential demand of 1,101 to 2,203 units***. A secondary measure considers substandard housing conditions, defined by the American Community Survey as units lacking complete kitchen facilities (a sink with a faucet, stove or range, and refrigerator) or complete plumbing facilities (hot and cold running water, a flush toilet, and a bathtub or shower). To avoid double counting, the lower of these two substandard indicators is used, resulting in ***94 units in 2023***. While these measures provide a reasonable proxy for replacement demand, it is important to note that some of these units may be suitable for rehabilitation or upgrade rather than full replacement, depending on their structural condition and feasibility of reinvestment.



Housing Shortage

Longview's housing shortage is a product of both current market conditions and underlying demand that is not fully realized due to supply constraints. The analysis combines two complementary measures: the number of units needed to achieve a balanced level of vacancy in the housing market, and the number of "missing households" estimated through headship rate modeling. The vacancy-based approach compares observed rental and ownership vacancy rates to target ranges (approximately 5–8% for rental and 1.5–3% for ownership) and calculates the additional units required to reach those levels, which are generally associated with a healthy, well-functioning market that allows for mobility and choice. The headship rate approach provides a measure of latent, or hidden, demand by estimating how many households would exist if people were able to form households at typical rates. It does this by applying age-specific household formation patterns from the 2000 Census to today's population, effectively identifying households that are not currently formed because individuals are delaying moving out, living with roommates, or doubling up with family due to cost or limited availability. The 2000 Census is used as a benchmark because it reflects a period prior to the significant housing supply constraints and affordability pressures that have characterized more recent decades and therefore provides a more representative baseline of typical household formation behavior.

The results reveal a total housing need of **between 562 and 1,056 units**, including 300 to 363 rental units and 262 to 693 ownership units (see **Table 13**). Importantly, a portion of this shortfall may be partially ameliorated through the rehabilitation or reactivation of existing housing stock, particularly given the relatively large number of units classified as "other vacant," which may include units that are under repair, held off market, or otherwise not currently available for occupancy. Strategic efforts to bring these units back into the housing inventory could help address near-term shortages without requiring all needs to be met through new construction. Note that these figures represent the existing housing shortfall and do not account for new households expected to form in the coming years.



THE SHORTAGE IS STRUCTURAL, NOT JUST CYCLICAL. LONGVIEW IS ALREADY UNDERSUPPLIED TODAY, EVEN BEFORE ACCOUNTING FOR FUTURE GROWTH, BECAUSE SUPPRESSED HOUSEHOLD FORMATION POINTS TO A MARKET THAT CANNOT FULLY ACCOMMODATE DEMAND.

Table 13. Existing Housing Shortfall, 2023

AMI Tier	Total Units	Owner Units	Rental Units
Extremely Low Income (≤ 30% AMI)	91–208	23–28	68–180
Very Low Income (31-50% AMI)	81–167	33–40	48–127
Low Income (51-80% AMI)	104–205	48–58	56–147
Moderate Income (81-120% AMI)	106–205	53–64	53–141
Middle Income (121-200% AMI)	110–171	84–102	26–69
Upper Income (201%+ AMI)	70–100	59–71	11–29
Total Units	562–1,056	300–363	262–693

Source: Five-Year American Community Survey; Matrix Design Group, Inc.

Note: Totals may not sum precisely due to rounding. Housing need estimates are derived using two complementary methods: (1) a vacancy target approach, which compares current rental and ownership vacancy rates to industry-standard ranges (5–8% for rental and 1.5–3% for ownership) and calculates the units needed to reach a balanced market; and (2) a headship rate approach, which applies age-specific headship rates from the 2000 Decennial Census to the current population to estimate “missing households,” or suppressed demand. Vacancy-based need is allocated by tenure, while headship-based need is distributed across both tenure and AMI levels based on existing household patterns.

WHILE LONGVIEW’S CURRENT HOUSING SHORTFALL IS MEANINGFUL, A PORTION OF THE NEED COULD BE ADDRESSED WITHOUT NEW CONSTRUCTION. THE PRESENCE OF A RELATIVELY LARGE NUMBER OF UNITS UNDER REPAIR, HELD OFF MARKET, OR OTHERWISE UNAVAILABLE CREATES AN OPPORTUNITY TO REACTIVATE EXISTING HOUSING STOCK AND ALLEVIATE NEAR-TERM PRESSURE.

Future housing need for 2030 and 2040 was estimated by starting with Longview’s existing housing shortfall and then adding the number of additional households projected to form by each horizon year, along with a vacancy allowance intended to support a healthier housing market. In other words, these figures represent the total number of additional housing units Longview would need to accommodate both current unmet need and future household growth, while maintaining sufficient vacancy to allow for mobility and choice (approximately 2 percent for ownership units and 5 percent for rental units). Under this approach, Longview’s 2030 housing need is estimated at **3,111 units on the low end and 3,605 units on the high end, while the 2040 need rises to 6,283 to 6,777 units** (see **Table 14**). These estimates are cumulative, meaning the 2040 figures include both the existing shortage and the households projected to form between now and 2040, not just growth beyond the 2030 horizon.

Table 14. Future Housing Needs, 2030 and 2040

AMI Tier	Total Units		Owner Units		Rental Units	
	2030	2040	2030	2040	2030	2040
Extremely Low Income (≤ 30% AMI)	556–673	1,075–1,192	106–111	235–240	450–562	840–952
Very Low Income (31-50% AMI)	470–556	929–1,015	152–159	335–342	318–397	594–673
Low Income (51-80% AMI)	589–690	1,176–1,277	221–231	490–500	368–459	686–777
Moderate Income (81-120% AMI)	595–694	1,194–1,293	243–254	537–548	352–440	657–745
Middle Income (121-200% AMI)	558–619	1,175–1,236	386–404	854–872	172–215	321–364
Upper Income (201%+ AMI)	343–373	734–764	270–282	597–609	73–91	137–155
Total Units	3,111–3,605	6,283–6,777	1,378–1,441	3,048–3,111	1,733–2,164	3,235–3,666

Source: Five-Year American Community Survey; Matrix Design Group, Inc.

Note: Totals may not sum precisely due to rounding. 2030 and 2040 housing need estimates are cumulative, reflecting both the existing housing shortfall and the additional households projected to form over the intervening period, as well as a vacancy buffer of approximately 2 percent for ownership units and 5 percent for rental units to support a healthy, functioning market.


To provide an order-of-magnitude estimate of the investment required to meet this need, a planning-level budget was developed using transparent, tenure-specific construction cost assumptions. For ownership units, the analysis assumes an average unit size of approximately 1,800 square feet and hard construction costs of \$155 to \$165 per square foot, yielding implied per-unit costs of roughly \$279,000 to \$297,000. For rental units, the analysis assumes an average unit size of approximately 950 square feet and hard construction costs of \$170 to \$180 per square foot, yielding implied per-unit costs of roughly \$161,000 to \$171,000 per unit. These per-unit costs are then applied separately to the projected number of owner and renter units needed in 2030 and 2040, rather than relying on a single blended per-unit

estimate. Under this approach, the estimated hard construction cost to meet Longview's 2030 housing need is approximately **\$664 million to \$798 million, increasing to about \$1.4 billion to \$1.6 billion by 2040.**

To approximate full development costs, the analysis applies an additional 30 to 35 percent to hard construction costs to account for soft costs, contingency, and financing. This produces estimated total development costs of approximately **\$864 million to \$1.1 billion by 2030 and \$1.8 billion to \$2.1 billion by 2040.** These figures are intended as planning-level estimates designed to illustrate the scale of investment required rather than precise project budgets. Actual costs will vary based on the ultimate housing mix, unit sizes, construction type, site and infrastructure needs, and the extent to which future housing need is met through rehabilitation, redevelopment, or reuse of existing housing stock rather than entirely through new construction.

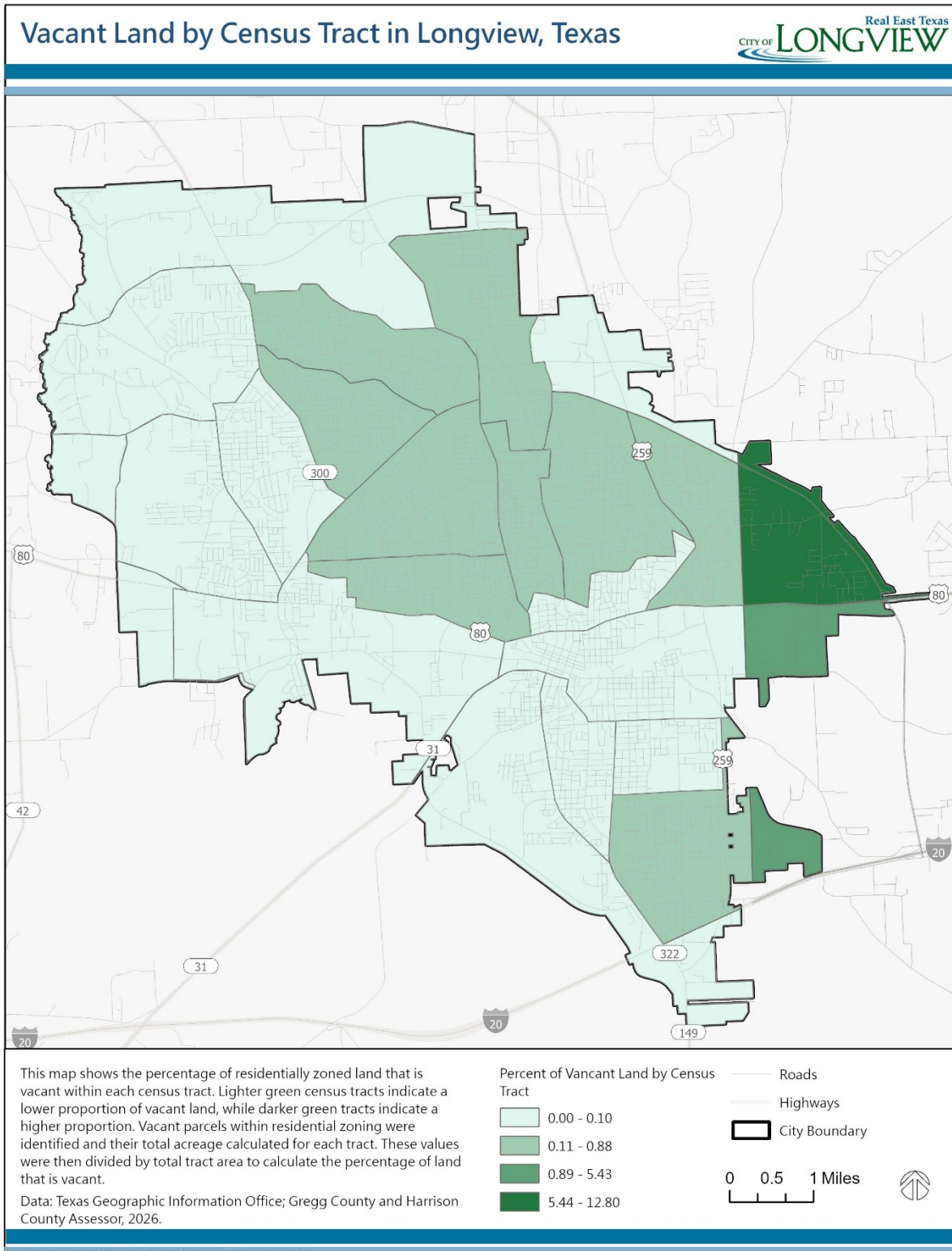
Development Potential

Figure 33 depicts the share of vacant residentially-zoned land at the census tract level. Because the parcel dataset did not include a direct vacancy indicator, parcels were classified as vacant if they had an improvement value of \$0 and no identifiable owner information. Based on this methodology, Longview contains approximately **16,105 acres of vacant residential land**, most of which (89 percent) is located within single-family zoning districts. Under current zoning regulations, this land could support up to **2,892 housing units**. While this capacity is sufficient to address the city's existing housing shortfall, it falls short of accommodating the full scale of projected future housing need. As a result, meeting long-term demand will likely require a combination of strategies **beyond greenfield development**, including infill and redevelopment within existing neighborhoods, increased utilization of underdeveloped parcels, and potential adjustments to zoning to allow for greater density and a wider range of housing types.



AVAILABLE LAND ALONE WILL NOT SOLVE LONGVIEW'S HOUSING NEEDS. WHILE THE CITY HAS A MEANINGFUL AMOUNT OF VACANT RESIDENTIALLY ZONED LAND, ITS DEVELOPMENT POTENTIAL IS LARGELY CONSTRAINED BY LOW-DENSITY ZONING, LIMITING TOTAL UNIT CAPACITY. AS A RESULT, EVEN FULL BUILDOUT OF THESE AREAS WOULD ADDRESS ONLY A PORTION OF FUTURE DEMAND.

Figure 33. Vacant Residential Land in Longview



Key Findings and Implications

- **Housing demand in Longview is driven largely by moderate- and lower-income households, with clear differences by tenure.** Nearly half of households earn at or below 80 percent of AMI, and renters make up roughly three-quarters of these groups, while higher-income households are predominantly owners. These data capture realized demand by income and tenure and point to a dual need for expanded affordable rental options and pathways to homeownership for moderate-income households.
- **Housing demand in Longview varies by household type,** with the greatest need concentrated among families (over 21,700 units) and a substantial share among individuals living alone (nearly 10,000 units). Additional demand from seniors (about 6,900 units) and residents with disabilities (nearly 4,650 units) underscores the need for accessible, age-friendly, and diverse housing options. These figures represent total demand for existing households, rather than the housing shortfall.
- **Future housing demand in Longview is projected to grow across all income levels.** Total unit demand is expected to increase to about 36,496 units by 2030 and 39,668 units by 2040. Demand associated with households earning at or below 80 percent of AMI will continue to account for just under half of total demand. Renters will remain concentrated in lower-income tiers, while higher-income households will continue to generate predominantly owner-driven demand. These projections indicate that housing demand will scale with growth while remaining heavily shaped by affordability, reinforcing the need for both expanded affordable rental housing and pathways to homeownership.
- **Longview's current housing shortage is estimated at 562 to 1,056 units, including 300 to 363 rental units and 262 to 693 ownership units.** A portion of this need may be addressed through the rehabilitation or reactivation of "other vacant" units that are not currently available for occupancy, reducing reliance on new construction in the near term.
- **Accounting for projected population growth and the units needed to close the existing shortfall, Longview is estimated to cumulatively require 3,111 to 3,605 units by 2030 and 6,283 to 6,777 units by 2040.** Meeting this need would require an estimated \$864 million to \$1.1 billion in total development costs by 2030, increasing to \$1.8 billion to \$2.1 billion by 2040.

Community Engagement Summary

Throughout this effort, robust community engagement ensured that feedback was gathered from Longview residents and stakeholders, helping to validate the quantitative findings and ground them in lived experiences. Engagement efforts included a resident survey, an employer survey, and a stakeholder survey, as well as an in-person community open house, where the team presented key data findings and facilitated interactive activities to explore preferred housing types and solutions.

Community Survey

The community survey was open from August 12th, 2025, to January 13th, 2026. The survey, provided in both English and Spanish, received 593 responses, gathering crucial feedback on the City's housing challenges and preferred policy solutions. Key feedback is summarized below.

Demographics and Housing Satisfaction

- Of the 593 total responses, 527 respondents lived in Longview (88.9%). Another 40 respondents reported working in Longview but living elsewhere.
- Respondents included a wide range of ages, incomes, household sizes, and educational levels
- Among non-residents, the primary reasons for wanting to live in Longview include proximity to work (53.1%), a desire to return after previously living in the city (46.9%), and the community atmosphere (21.9%).
- Among non-residents, the top barrier to moving to Longview was the high cost of housing (65.6%).
- The vast majority of residents (61.0%) have lived in Longview for more than 15 years. A notable portion (19.4%) has only lived in the City for 1-5 years.
- About one-third of residents reported renting their home or living in a home rented by another family member, and about two-thirds reported owning their home or living in a home owned by another family member.
- Residents were generally happy with their current housing, with 27.3 percent noting they are *very satisfied*, and another 33.5 percent noting they are *satisfied*. Only 18.6 percent were *dissatisfied* or *very dissatisfied*.

Housing Costs and Housing Challenges

- Confidence in meeting upcoming housing payments is mixed, with 38.2 percent of respondents reporting they are *very confident* and 28.6 percent *confident*, compared to 12.4 percent who are *not so confident* and 10.4 percent who are *not at all confident*. About two-thirds reported that housing costs are a major source of stress in their lives.
- 57.9 percent of respondents reported limiting their consumption of food, medicine, or other essential goods to help cover housing costs in the last year.

- Housing costs are significantly affecting household financial stability, with 64.9 percent of respondents reporting difficulty saving for emergencies, 57.3 percent indicating challenges in paying down non-housing debt, and 57 percent noting constraints on their ability to save for retirement.
- A substantial share of residents report difficulty finding housing in Longview, with 20 percent describing it as *very difficult* and 17.1 percent as *difficult*, while only 29.3 percent indicated it is *not difficult at all*.
- Satisfaction with housing affordability in Longview is low, with only 11.3 percent of residents reporting they are *satisfied* or *very satisfied*, compared to 36.9 percent who are *dissatisfied* and 31 percent who are *very dissatisfied*.
- Satisfaction with overall housing availability is similarly limited, with just 12.4 percent of residents reporting they are *satisfied* or *very satisfied*, while 28.9 percent are *dissatisfied* and 23 percent are *very dissatisfied*.
- Concern about homelessness is widespread, with 67.9 percent of respondents reporting they are *very concerned* and only 3 percent *not at all concerned*; several respondents also expressed concern about the criminalization of homelessness.
- Survey responses indicate that Longview's most pressing housing issues are unaffordable rents (64.6%), younger residents being unable to afford homeownership (44.5%), and overall homeownership affordability challenges (42.1%).

Housing Solutions

- Support for expanding housing options is overwhelming, with 71.4 percent of respondents indicating it is *very important* and another 18.4 percent saying it is *important*.
 - When asked which housing types the City should prioritize going forward, residents most favored traditional single-family homes (67.3%), accessory dwelling units (ADUs), tiny homes, and manufactured homes (41.9%), and duplexes, triplexes, and townhomes (39.3%).
- Additional feedback showed support for housing rehabilitation and maintenance, with many residents prioritizing rehabilitation, infill development, and reuse of existing structures over new outward development.

The resident survey revealed that while residents are generally satisfied with their current homes, **housing affordability and availability are major concerns**, especially for younger households and those facing cost burdens. Nearly two-thirds of respondents note that housing costs are a major source of stress in their lives, and many residents are cutting back on essentials due to housing costs. There is **strong consensus (nearly 90%) that Longview needs a wider variety of housing options**, with residents expressing desire for **increased missing middle and flexible housing options** such as ADUs, duplexes, triplexes, townhomes, and tiny homes alongside traditional single-family detached homes.

Employer Survey

The employer survey was open from August 12th, 2025, to January 13th, 2026, and received responses from 38 individuals who operate businesses in Longview. The survey aimed to capture employers' perspectives on the housing challenges and needs of their employees, as well as the impact of these challenges on their business, such as challenges with employee attraction and retention. Finally, the survey gauged interest in employer-provided housing support, housing partnerships to improve workforce housing in Longview, and other potential housing solutions.

Respondent Profile and Background

- Among respondents, 93.9 percent currently live in Longview.
- 54.6 percent report their business has been in operation for 15+ years.
- When asked why they located their business in Longview, respondents most frequently cited their local roots (60.6%) and strong local demand for their business' services or goods (39.4%).

Housing Challenges and Needs

- The most frequently cited housing-related challenges faced by their employees were *housing affordability* (88.9%), *housing availability* (37%), and *commute times/proximity to work* (22.2%).
- Specific housing types needed by employees include “*affordable rental options*” (51.9%) and “*affordable homeownership options*” (40.7%).

Workforce Challenges

- 63.0 percent noted that their employees commonly commute from outside the city due to housing availability or affordability. 66.7 percent reported average commute times of 10-30 minutes, and 11.1 percent reported average commute times of 30-60 minutes.
- A majority of employers (70.4 percent) report that housing challenges are affecting their ability to attract and retain employees.
- Additionally, 63 percent indicate that housing issues are impacting employee productivity and contributing to absenteeism.

Housing Solutions

- Only three respondents (12 percent) reported offering housing-related support or benefits, all of which consist of relocation assistance, indicating limited employer involvement in housing solutions.
- An additional seven respondents (28 percent) indicated they do not currently offer such benefits but are interested in doing so, suggesting potential for expanded employer participation.
- 72 percent of respondents noted they would consider offering housing support or benefits if they helped with recruitment or retention.

- Interest in partnerships to address workforce housing is strong, with 28 percent of respondents indicating they would be interested in collaborating with developers, nonprofits, or local governments, and another 52 percent expressing potential interest.
- Employers identified increasing overall housing supply (68 percent), expanding the diversity of housing types (64 percent), and supporting affordable homeownership opportunities (64 percent) as the most beneficial solutions for their workforce, followed by homebuyer and down payment assistance programs (52 percent).
- Views on employer responsibility for housing are mixed, with 48 percent agreeing that local businesses should play a more active role (12 percent strongly, 36 percent somewhat), 28 percent neutral, and 24 percent expressing disagreement.

Overall, the employer survey revealed that employers are well aware of the challenges their employees are facing in finding **affordable, available housing close to their places of work**. Such challenges are creating a **noticeable effect on the ability to attract and retain employees and are causing issues with productivity or absenteeism**. While only a **small number of employers currently offer housing-related support**—primarily through relocation assistance—a larger share expressed interest in expanding these efforts, particularly where it could improve recruitment and retention outcomes. There was **moderate support for forming partnerships** with housing developers, nonprofits, or local governments to address workforce housing issues, with employers recognizing that **increasing the supply, diversity, and affordability of housing would tangibly benefit their employees**.

Stakeholder Survey

The stakeholder survey, open from August 12th, 2025, to January 13th, 2026, received 41 responses from key housing stakeholders including developers, landlords/housing providers, and housing advocacy organizations. This survey aimed to gather more targeted feedback on stakeholders' perspectives on key housing challenges and needs, barriers to their organization's success in creating and maintaining housing, and potential opportunities and solutions.

Respondent Profile

- Of the 41 total respondents:
 - 10 were developers
 - 11 represented nonprofit or land trust organizations
 - 1 represented the local housing authority
 - 8 represented a housing advocacy organization
 - 11 fell in the "other" category, including landlords, realtors, and lenders, among others
- When asked the primary focus of their organization's housing activities, the most common responses were *affordable rental housing* (<80% AMI) (46.7%), *supportive housing* (43.3%), and *market-rate housing* (23.3%).

Housing Challenges and Needs

- The most frequently cited housing challenges facing Longview were affordability (53.9%) and availability/supply (26.9%).
- Respondents identified the City's most pressing housing needs as affordable rental units (65.4 percent), affordable homeownership options (46.2 percent), and transitional or supportive housing (38.5 percent).
- Perceptions of current housing programs are mixed, with 42.3 percent of respondents rating them as doing a fair job and an equal share (42.3 percent) rating them as *poor* or *very poor*.
- A majority of respondents view affordable housing availability negatively, with 34.6 percent rating it as *poor* and 30.8 percent as *very poor*.
- When asked which populations are underserved by current housing options, respondents' top answers were *low-income families* (80.8%), *young adults/students* (69.2%), and *people with disabilities* (61.5%).

Organizational Challenges and Perspectives

- Top barriers faced by organizations in developing and maintaining affordable housing included financing challenges (50.0%), construction costs (50.0%), and zoning/regulatory barriers (42.3%).
- If additional resources were available, respondents would prioritize new affordable rental units (61.5 percent), followed by supportive housing (46.2 percent) and rehabilitation or maintenance of existing housing (46.2 percent).
- A majority of respondents view current zoning as a constraint on housing development, with 31.6 percent identifying it as a major barrier and another 42.1 percent indicating it moderately hinders development.
- Several respondents noted a lack of available and developable land poses a challenge to increasing housing supply.

Opportunities and Solutions

- 80.8 percent noted that collaboration with other stakeholders, including local government partners, is *very important* to their housing efforts.
- When asked what forms of collaboration would be most beneficial, respondents' top answers were information/data sharing (30.8%), shared funding applications (23.1%), and advocacy efforts (19.2%).
- Respondents identified tax credits (53.9 percent) as the most helpful incentive for addressing housing needs, followed by direct funding or grants (42.3 percent), modified development standards (42.3 percent), and land donation or reduced-cost land (30.8 percent).

City of Longview

The stakeholder survey revealed that local housing developers, providers, and advocates generally feel that current housing programs are *inadequate in creating affordable housing opportunities*, especially for Longview’s low-income residents, younger residents, and disabled residents. *High construction costs, financing challenges, low land availability, and zoning and regulatory barriers* make development more difficult and costly, with a large majority of respondents noting that *current zoning is a hinderance to development*.

The vast majority of stakeholders support *increased collaboration with other stakeholders* and governing bodies, particularly in the form of information and data sharing. Stakeholders also noted that tax credits, grants, land donations/sales, and other *financial incentives* would help lower the cost of development and enable increased affordable housing production, alongside *updating development standards* to increase development flexibility and lower construction costs.

Community Open House

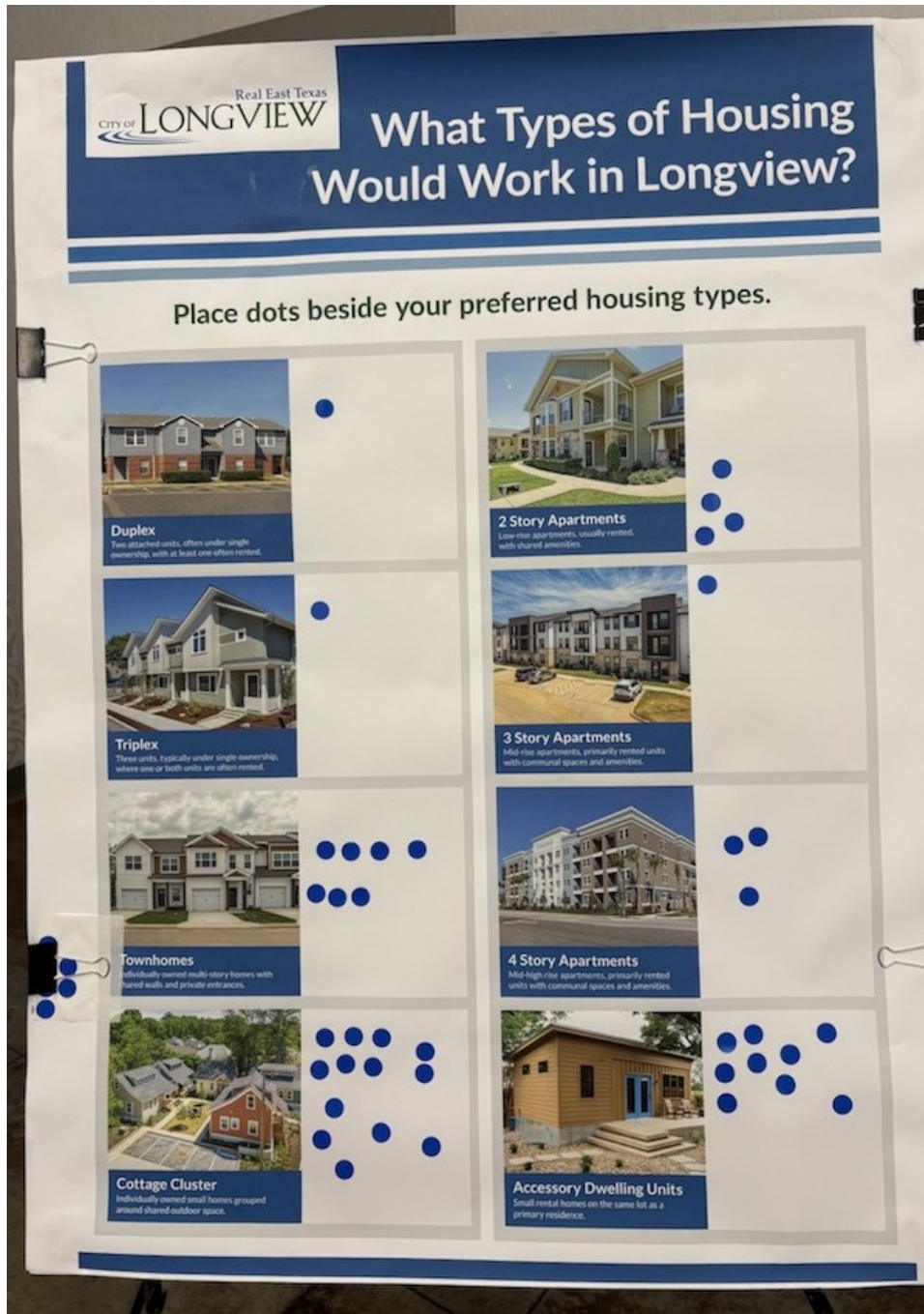


A community open house was held at the Maude Cobb Convention Center on September 23rd, 2025. The event was publicized on social media, in the local news, and through community outreach at town halls, churches, and other community

gathering places. This successful outreach strategy attracted many Longview residents, elected officials, and housing stakeholders. During the event, the project team presented key findings on Longview’s demographics and housing market, facilitated two interactive activities to explore preferred housing types and potential policy solutions, and answered questions about the project and its goals.

The housing preference board (pictured below) captured an interactive activity where residents indicated their level of support for different housing types in Longview. The results show strong support for *smaller-scale single-family options, including courtyard-style homes and accessory dwelling units (ADUs)*, along with moderate support for lower-density multifamily housing such as townhomes and small-scale apartment buildings.

Figure 34. Housing Preferences Activity

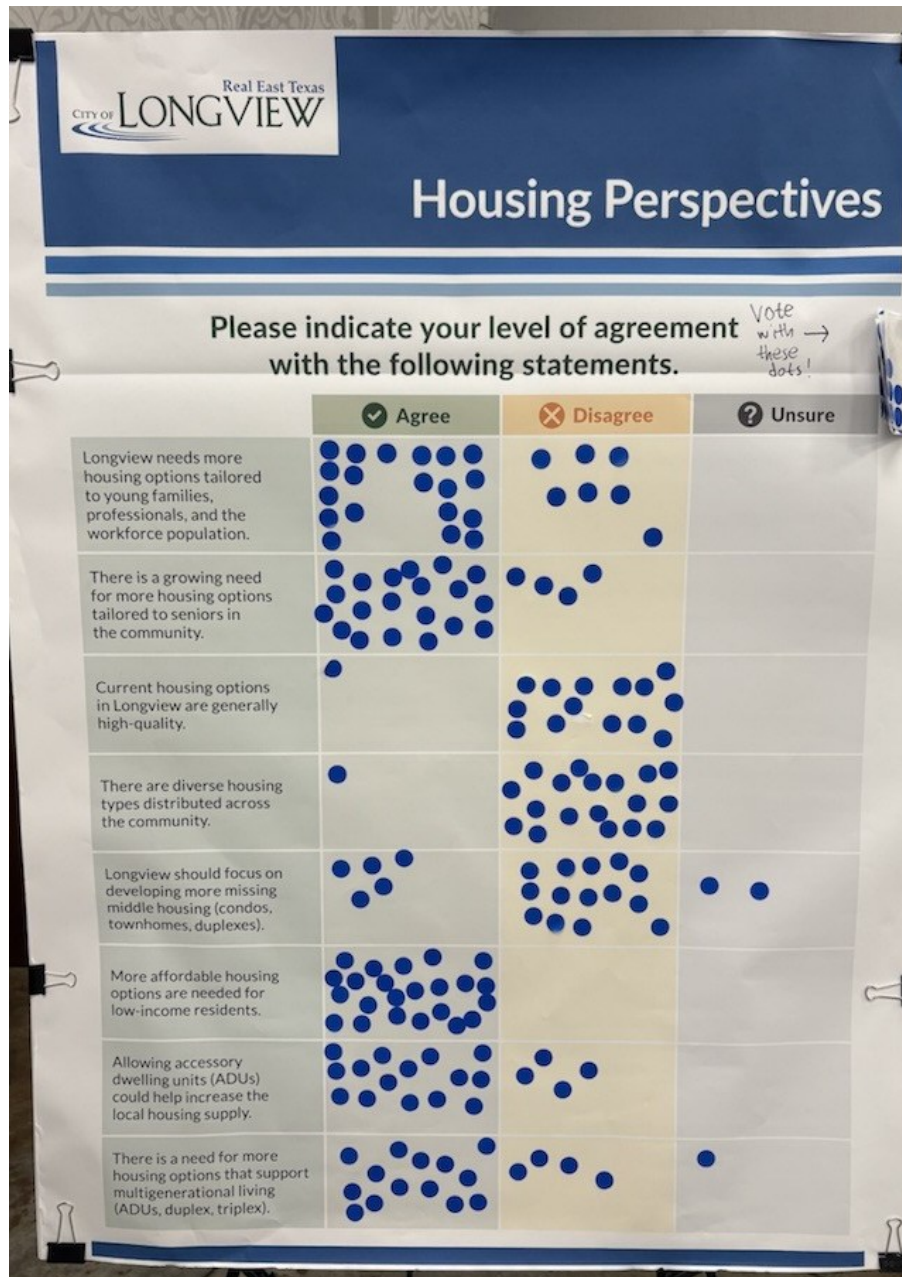


City of Longview

The second activity asked residents to express their levels of support for various housing perspectives and housing policies (pictured below). Residents largely agreed that the City needs *more housing tailored to young families, professionals, and the workforce population, as well as seniors*; residents *unanimously agreed that more affordable housing is needed* for low-income residents.

Most all participants agreed that allowing ADUs would help increase the local housing supply, and *supported ADUs, duplexes, triplexes, and other housing that supports multigenerational living*. Lastly, residents largely felt that *housing options in Longview are not high-quality*, and that there is a *lack of diversity in housing types throughout the City*.

Figure 35. Housing Perspectives Activity



Strategic Plan

The Strategic Plan outlines a set of actionable regulatory, programmatic, and financial strategies to address Longview’s housing needs. It focuses on enabling diverse housing types, expanding affordable housing production, strengthening existing programs, and improving coordination across partners. The plan also identifies key funding tools and provides an implementation framework with timelines, responsibilities, and expected outcomes.

Regulatory Recommendations

This section evaluates how Longview’s current development standards influence the feasibility of diverse and attainable housing types. Zoning requirements shape what can be built and at what cost, and existing standards may unintentionally limit smaller homes and missing middle housing. The following overview highlights key constraints and presents targeted recommendations by zoning district.

Updated Development Standards

Current development standards were reviewed to assess their strengths and weaknesses related to supporting the development of diverse, attainable housing types, including smaller single-family homes and “missing middle” housing like duplexes, townhomes, and cottage courts. Existing standards may unintentionally limit smaller homes and missing middle housing, particularly given Longview’s predominance of large-lot single-family neighborhoods and limited recent infill development. Below is an overview of current setback, lot dimension, floor area, building coverage, height, and parking standards, as well as recommendations for targeted improvements by zoning district.



Minimum Setback Reductions

Setbacks are the distance from the property line that buildings or accessory units can be built. Minimum setback requirements vary by zoning district, but their intent is to provide space between structures and property lines, other structures, and roadways. Current setback requirements, as illustrated in the table below, favor large-scale traditional single-family detached development, often making smaller single-family housing and missing middle development **economically unfeasible on typical residential lots**.

Table 15. Current Setback Minimums by Zoning District

District	Full Name	Front Setback	Side Setback	Corner Side Setback	Rear Setback
A	Agricultural	40'	10'	10' (20' w/ covered parking)	10'
SF-1	One-Family Dwelling	40'	10' or 10% of lot width (whichever is least restrictive)	10' (20' w/ covered parking)	10'
SF-2	One-Family Dwelling	35'	8' or 10% of lot width (whichever is least restrictive)	10' (20' w/ covered parking)	10'
SF-3	One-Family Dwelling	35'	6' or 10% of lot width (whichever is least restrictive)	10' (20' w/ covered parking)	10'
SF-4	One-Family Dwelling	30'	6' or 10% of lot width (whichever is least restrictive)	10' (20' w/ covered parking)	10'
SF-5	One-Family Dwelling	25'	4'	10' (20' w/ covered parking)	10'
SF-6	One-Family Dwelling	20'	4'	10' (20' w/ covered parking)	10'
TH	Townhome	20'	0' between attached units; 6' on end units	10' (20' w/ covered parking)	10'
TF	Two-Family Dwelling	25'	6'	10' (20' w/ covered parking)	10'
MF	Multi-Family Dwelling	25'	10'	10' (20' w/ covered parking)	10'

Note: When abutting residential, the minimum setback is 10' plus an additional 5' for every story above the first floor.

By reducing primary and secondary front, side, and rear setbacks, the City can create greater development flexibility that supports a wider range of housing types, including missing middle housing such as duplexes, triplexes, quadplexes, townhomes, and cottage courts. These adjustments are particularly important for horizontally oriented housing types, such as townhomes and side-by-side duplexes and triplexes, as they allow developers to maximize buildable area on constrained lots while maintaining appropriate spacing between properties. Allowing more efficient use of land also enables development on smaller parcels, helping to reduce land acquisition and overall development costs, which is especially relevant in Longview where many residential parcels were platted at larger suburban dimensions, making it difficult to re-subdivide or redevelop land efficiently under current standards.

The recommended setback standards shown in **Table 16** refine Longview’s current requirements (Table 15) by introducing a more flexible, context-sensitive approach to site design. Compared to existing standards, which emphasize larger front setbacks and consistent rear setbacks, particularly in single-family districts, the proposed standards *reduce front setbacks in several districts and lower rear setbacks in higher-intensity zones*. Side setback flexibility is also expanded, while corner side setbacks remain largely unchanged to preserve visibility and streetscape continuity. Overall, these updates maintain the structure of the existing code while reducing constraints that limit housing diversity and development feasibility.

Table 16. Recommended Setback Minimums by Zoning District

District	Full Name	Front Setback (recommended)	Side Setback (recommended)	Corner Side Setback (recommended)	Rear Setback (recommended)
A	Agricultural	40'	10'	10' (20' w/ covered parking)	10'
SF-1	One-Family Dwelling	30'	10' or 10% of lot width (whichever is least restrictive)	10' (20' w/ covered parking)	10'
SF-2	One-Family Dwelling	25'	8' or 10% of lot width (whichever is least restrictive)	10' (20' w/ covered parking)	10'
SF-3	One-Family Dwelling	25'	6' or 10% of lot width (whichever is least restrictive)	10' (20' w/ covered parking)	5'
SF-4	One-Family Dwelling	20'	6' or 10% of lot width (whichever is least restrictive)	10' (20' w/ covered parking)	5'
SF-5	One-Family Dwelling	20'	4'	10' (20' w/ covered parking)	5'
SF-6	One-Family Dwelling	20'	4' (combined)	10' (20' w/ covered parking)	5'
TH	Townhome	20'	0' between attached units; 6' on end units	6' (10' w/ covered parking)	5'
TF	Two-Family Dwelling	20'	6'	6' (10' w/ covered parking)	5'
MF	Multi-Family Dwelling	20'	10'	6' (10' w/ covered parking)	5'

Minimum Lot Dimensions Reductions

Longview currently regulates development with several lot dimension requirements, including minimum lot area, minimum lot width, and minimum lot depth. Lot area minimums refer to the total square footage a lot must contain, whereas lot width typically refers to minimum frontage widths as measured at the street line, and lot depth refers to minimum front-to-back lengths. Large minimum lot areas can **disable the use of smaller parcels of land for housing**, reducing the feasibility and possibility of creating smaller, more naturally affordable housing units. Similarly, excessive minimum lot widths prevent the use of narrow lots, and excessive minimum lot depths prevent the use of shallow parcels. These standards are a key constraint in Longview, where large minimum lot standards limit the reuse of smaller or irregular infill parcels and contribute to higher per-unit costs in a lower-rent market. **Table 17** illustrates the current lot area, lot width, and lot depth requirements by residential zoning district.

Table 17. Lot Area Minimums by Zoning District

District	Full Name	Min. Lot Area	Min. Lot Width	Min. Lot Depth
A	Agricultural	1 acre	150'	150'
SF-1	One-Family Dwelling	20,000 SF	100'	120'
SF-2	One-Family Dwelling	12,000 SF	80'	120'
SF-3	One-Family Dwelling	10,000 SF	70'	120'
SF-4	One-Family Dwelling	7,500 SF	60'	100'
SF-5	One-Family Dwelling	5,000 SF	50'	100'
SF-6	One-Family Dwelling	4,000 SF	40'	80'
TH	Townhome	2,000 SF	25'	80'
TF	Two-Family Dwelling	5,000 SF	50'	100'
MF	Multi-Family Dwelling	7,500 SF or 1,500 SF/unit (whichever is greater); max 29 DU/acre	60'	120'

By reducing minimum lot area, width, and depth requirements, the City can enable development on smaller parcels, directly lowering per-unit land costs and improving overall development feasibility. Smaller lot standards also allow land to be used more efficiently, supporting *higher unit yields and a broader range of housing types* within existing neighborhoods. This is particularly important for infill development, where parcel constraints often limit the ability to deliver new housing under current standards.

The recommended lot dimension standards shown in **Table 18** represent a shift toward more efficient and flexible development patterns across zoning districts. Compared to existing requirements, the proposed standards generally reduce minimum lot sizes and widths in residential districts, while maintaining appropriate dimensions to ensure functional site design. These adjustments are intended to align zoning with contemporary housing needs by supporting smaller single-family lots, townhomes, and other moderately dense housing types, ultimately expanding housing choice and improving affordability through more efficient land utilization.

Table 18. Recommended Lot Area Minimums by Zoning District

District	Full Name	Min. Lot Area	Min. Lot Width	Min. Lot Depth
A	Agricultural	1 acre	150'	150'
SF-1	One-Family Dwelling	15,000 SF	75'	100'
SF-2	One-Family Dwelling	10,000 SF	60'	80'
SF-3	One-Family Dwelling	7,500 SF	50'	70'
SF-4	One-Family Dwelling	6,000 SF	40'	60'
SF-5	One-Family Dwelling	5,000 SF	40'	60'
SF-6	One-Family Dwelling	4,000 SF	35'	60'
TH	Townhome	2,000 SF	25'	60'
TF	Two-Family Dwelling	4,000 SF	35'	70'
MF	Multi-Family Dwelling	7,500 SF	40'	80'

Minimum Floor Area Reduction

Floor area minimums dictate the smallest allowed size of a dwelling unit. **Current floor area minimums can preclude “starter homes”** with a small footprint, such as cottages, tiny homes, and small infill units; instead, they reinforce larger, more expensive homes even if the market might support smaller ones. By lowering required floor areas, Longview can promote increased housing diversity and land efficiency, unlocking infill parcels. Furthermore, enabling smaller housing types supports seniors aging in place and single-person housing, in line with identified demographic and housing demand trends. Notably, ADUs should have less restrictive alternative floor area minimums (i.e., 400+ square feet) across all zoning districts where they are permitted, in order to enable and promote smaller, secondary units.

Table 19 illustrates current minimum floor areas by residential zoning district in Longview, as well as recommended decreases in minimum floor area to enable the production of diverse, naturally affordable housing.

Table 19. Current and Recommended Minimum Floor Areas by Zoning District

District	Full Name	Min. Floor Area (current)	Min. Floor Area (recommended)
A	Agricultural	1,200 SF	1,200 SF
SF-1	One-Family Dwelling	1,500 SF	1,200 SF
SF-2	One-Family Dwelling	1,400 SF	1,000 SF
SF-3	One-Family Dwelling	1,300 SF	900 SF
SF-4	One-Family Dwelling	1,200 SF	800 SF
SF-5	One-Family Dwelling	800 SF	600 SF
SF-6	One-Family Dwelling	1,000 SF	600 SF
TH	Townhome	800 SF	600 SF
TF	Two-Family Dwelling	600 SF per dwelling unit	500 SF per dwelling unit
MF	Multi-Family Dwelling	525 SF per dwelling unit	500 SF per dwelling unit

Maximum Building Coverage Increase

Max building coverage limits how much of the lot’s total area can be occupied by the building footprint, or the part of the building touching the ground. While coverage limits are used to ensure adequate open space, stormwater infiltration, and spacing between homes, current standards are **overly restrictive** and affect whether housing, especially infill and small-lot housing, can be built. In addition to limiting the development of compact, efficient small-lot housing, they also discourage the construction of duplexes, multiplexes, and ADUs, further limiting housing choice and availability. Importantly, as maximum allowable building coverages are increased, the City should review maximum impervious surface coverage requirements to ensure they do not prohibit development, particularly for housing with a greater horizontal footprint. **Table 20** illustrates current and recommended maximum building coverage ratios by zoning district.

Table 20. Current and Recommended Maximum Building Coverage

District	Full Name	Max. Building Coverage (current)	Max. Building Coverage (recommended)
A	Agricultural	20%	30%
SF-1	One-Family Dwelling	35%	45%
SF-2	One-Family Dwelling	35%	50%
SF-3	One-Family Dwelling	35%	50%
SF-4	One-Family Dwelling	40%	55%
SF-5	One-Family Dwelling	40%	55%
SF-6	One-Family Dwelling	60%	65%
TH	Townhome	80%	80%
TF	Two-Family Dwelling	40%	75%
MF	Multi-Family Dwelling	40%	75%

Maximum Height Increase

Presently, Longview regulates development with a height minimum expressed as a maximum number of stories, with a story set at 11.5 feet per the zoning ordinance. Current height maximums may **preclude the development of desired housing types**, including both larger single-family detached houses, as well as missing middle housing that utilizes stacked units. By increasing the allowable height in Longview’s single- and two-family zoning districts, from 2.5 stories (28.75 feet) to three stories (34.5 feet), the City can enable modest gains in density while providing greater flexibility in building design and construction. Such changes are marginal, supporting housing production and diversity and the efficient use of land and infrastructure while respecting the character of current neighborhoods. For multi-family dwellings, including apartments and condominiums, the current maximum of 3 stories (34.5 feet) should remain as the base maximum; however, if a development provides an qualifying affordable housing contribution (as outlined in the section *Error! Reference source not found.*), the allowable maximum may be increased to 5 stories (57.5 feet). Longview can also explore increasing the allowable height of multi-family mixed-use developments (for example, from 3 to 4 stories) to also incentivize such developments, which is especially important where modest increases in height can improve unit yield without significantly altering neighborhood scale.

Table 21. Current and Recommended Maximum Heights by Zoning District

District	Full Name	Max. Stories	Max. Height (current)	Max. Stories (recommended)	Max. Height (recommended)
A	Agricultural	2.5	28.75 ft	3	34.5 ft
SF-1	One-Family Dwelling	2.5	28.75 ft	3	34.5 ft
SF-2	One-Family Dwelling	2.5	28.75 ft	3	34.5 ft
SF-3	One-Family Dwelling	2.5	28.75 ft	3	34.5 ft
SF-4	One-Family Dwelling	2.5	28.75 ft	3	34.5 ft
SF-5	One-Family Dwelling	2.5	28.75 ft	3	34.5 ft
SF-6	One-Family Dwelling	2.5	28.75 ft	3	34.5 ft
TH	Townhome	2.5	28.75 ft	3	34.5 ft
TF	Two-Family Dwelling	2.5	28.75 ft	3	34.5 ft
MF	Multi-Family Dwelling	3	34.5 ft	4-5	46-57.5 ft (with qualifying commercial/office space and/or affordable housing contribution, respectively)

Minimum Parking Reduction

Parking is a costly part of development, and current parking standards oversupply parking relative to demand. The City's current parking requirements for all single-family detached dwellings, two-family dwellings, and one-family attached dwellings (such as townhomes) require two spaces per dwelling unit, and current standards for multi-family dwellings/condominiums/apartments require one space per every 525 feet of floor area. The City should explore reducing this requirement to a **uniform standard of 1.5 spaces per dwelling unit**, across all residential types, including other housing types that may be permitted in the future, such as triplexes, quadplexes, cottage courts, courtyard apartments, and mixed-use developments.

While still acknowledging Longview's auto-oriented environment, this recommended reduction would better align with actual parking demand, lower construction costs, accelerate development timelines, and enable more efficient use of land. In addition, such reductions support diverse housing types, including missing middle housing types like townhomes and duplexes, which often stretch laterally on a site and take up more of the available lot area.

Updated Zoning

In addition to updating current development standards, it is crucial to examine what types of housing are allowed across the City's various zoning districts. This section contains recommended updates to increase by right allowances of absent and underproduced housing types, including missing middle housing, mixed-use developments, and accessory dwelling units (ADUs).

By-Right Allowances

Currently, Longview's permitting and review processes are already streamlined for residential development, with an average turnaround of only three-to-five days. By updating what types of housing are allowed by right in the City's current zoning districts, the City can start to move toward a **more form-based zoning approach**, enabling new housing options that increase attainable homeownership opportunities. Maintaining current permitting and review processes is essential to ensuring the efficient turnarounds that support developers in Longview.

Error! Reference source not found. illustrates allowable housing types as permitted by current residential zones, as well as recommended updates to expand housing choice throughout the City. These changes are intended to expand the capacity for diverse housing types by broadening allowances for missing middle, mixed-use, and ADU development, while also enabling additional formats such as triplexes, quadplexes, cottage or bungalow courts, and courtyard apartments to address the current underproduction of smaller-scale multi-unit housing in Longview, where housing supply remains heavily concentrated in single-family and older multifamily typologies. Such zoning changes aim to accommodate current and future residents, while prioritizing growth in high-opportunity areas. Tailored and updated development standards, such as setbacks, lot area and lot dimensional requirements, and minimum floor areas, ensure compatibility with existing neighborhood character while meeting demand for diverse, attainable housing options.

Table 22. Proposed By-right Zoning Updates

Housing Type	A	SF-1	SF-2	SF-3	SF-4	SF-5	SF-6	TH	TF	MF
One-Family Dwelling Detached	P	P	P	P	P	P	P	P	P	S
One-Family Dwelling Attached (Townhome)								P	P	P
Two-Family Dwelling (Duplex)				P	P	P	P	P	P	P
Triplex				S	S	P	P	P	P	P
Quadplex/Fourplex					S	S	P	P	P	P
Cottage										
Court/Bungalow Court				S	S	P	P	P	P	P
Courtyard Apartment					S	S	S	P	P	P
Multi-Family Dwelling / Condo / Apartment										P
Mixed-use Development										P
Modular Home	P	P	P	P	P	P	P	P	P	S
Manufactured Home Park	S									
Accessory Dwelling Unit (ADU)	P	P	P	P	P	P	P	S	P	S
Assisted Living										P
Nursing Home										P
Retirement Community										P
Group Home										P
Dorm										P
Community Home for Persons w/ Disabilities (≤6)	P	P	P	P	P	P	P	P	P	P
Bed and Breakfast	S	S	S	S	S	S	S	S	S	S
Short-Term Residential Rental	P	P	P	P	P	P	P	P	P	P
Trailer/RV Camp	S									

Note: S = Use is permitted upon approval of a Specific Use Permit (SUP). P = Use is permitted by right. Current uses permitted are denoted by black text. Proposed new uses and changes in permitted use are denoted by red text.

Pre-approved Missing Middle Designs

To encourage missing middle housing development, the City should explore offering a portfolio of **ready-to-build, pre-approved design plans** for various common middle housing types, like duplexes, triplexes, cottage courts, and townhomes. These standardized designs reduce barriers such as design costs and bypass review and permitting, thus accelerating construction timelines, lowering overall costs, and accelerating the delivery of attainable housing. Providing builders and homeowners with vetted architectural templates promotes housing diversity while ensuring safety, quality, and compatibility with existing neighborhoods. This would be particularly beneficial in Longview, where smaller local builders and nonprofits may face capacity and cost barriers to custom design and 94% of the owner-occupied stock consists of single-family detached homes.

Mixed-Use Development

Currently, there is virtually no mixed-use development throughout Longview, despite capacity downtown for such development, and support from local residents and developers for housing that integrates access to goods and services. In order to promote and enable mixed-use development (including any development mixing residential uses with office, retail, or other commercial space), the City should consider adding **“Mixed-use Development” as an allowable housing type** in the residential use table; such mixed-use developments should be permitted by-right in current and future multi-family districts, and the City should assess the possibility of expanding such zoning, particularly downtown and in other identified growth areas. Additionally, the City can explore offering incentivization for mixed-use development, including a modest height bonus, parking reduction, or fee relief. These incentives more accurately align parking and density requirements with the market conditions that can facilitate such developments and can be structured similarly to the proposed affordable housing incentives outlined in the later section on *Error! Reference source not found.*

Accessory Dwelling Units

The City currently allows accessory dwelling units (ADUs) across its seven single-family detached zoning districts, supporting marginal, unobstructive increases in neighborhood density that efficiently utilize existing infrastructure. ADUs in Longview currently are permitted as guest houses or for family living, supporting multi-generational housing opportunities and aging in place, but they cannot be rented out or sold as a separate unit. The City should update this regulation to **allow ADUs to be rented**, increasing opportunities for smaller scale, more naturally affordable housing that supports low-income residents, young individuals and families, and seniors looking to downsize. Additionally, allowing such units to be

CASE STUDY: NORFOLK, VIRGINIA DEVELOPED A MISSING MIDDLE PATTERN BOOK WITH VETTED DESIGNS FOR DUPLEXES, TRIPLEXES, FOURPLEXES, AND COURTYARD HOMES. BUILDERS SELECT FROM THE BOOK'S PREAPPROVED PLANS, WHICH INCLUDE SITE LAYOUTS, ELEVATIONS, AND PARKING GUIDANCE CALIBRATED TO LOCAL STANDARDS AND ZONING OVERLAYS. CONFORMING PROJECTS BYPASS LENGTHY REVIEWS, CUTTING TIMELINES AND COSTS WHILE ENSURING COMPATIBILITY WITH EXISTING NEIGHBORHOODS. INITIAL FOCUS IS ON TARGETED AREAS WITH UNDERUTILIZED LOTS, PROMOTING SMALL-SCALE INFILL OVER LARGE DEVELOPMENTS.

rented out can support homeowners, with rental income helping to offset mortgage payments, property taxes, and maintenance costs.

Updating this regulation while maintaining the City's prohibition on the use of ADUs as short-term vacation rentals (i.e., Airbnb or VRBO rentals) can increase the supply of rental housing while avoiding the negative impacts of short-term rentals like reduced neighborhood cohesion, reduced parking availability, and other quality of life issues.

Pre-approved Designs

Pre-approved ADU designs can **streamline housing expansion** on existing lots by offering city-vetted designs that bypass full plan review and permitting delays. Instead of custom design processes that raise costs and timelines for builders and cities alike, residents select from a menu of compliant options ready for quick construction approval. This particularly supports smaller local developers and homeowners looking to develop an ADU, as it reduces expenses, timelines, and other barriers to entry.

In addition to boosting ADU production, such plans ensure all units meet local standards for safety, aesthetics, and neighborhood compatibility. Importantly, the City should offer a range of designs, with multiple bedroom count, building footprints, and design styles, to accommodate varying household sizes and needs, and to avoid monotonous, cookie-cutter housing.

CASE STUDY: RALEIGH, NORTH CAROLINA LAUNCHED A PRE-APPROVED ADU PLAN CATALOG TO ACCELERATE INFILL ON EXISTING LOTS. THE CITY OFFERS MULTIPLE DESIGNS (VARIOUS SIZES AND STYLES) THAT ARE PRE-CHECKED FOR ZONING, BUILDING CODES, AND NEIGHBORHOOD COMPATIBILITY. HOMEOWNERS DOWNLOAD FREE PLANS FROM THE CITY WEBSITE AND SUBMIT FOR FASTER PERMITTING, SKIPPING MUCH OF THE CUSTOM PLAN REVIEW PROCESS. REVIEW TIMES DROP SIGNIFICANTLY (OFTEN UNDER 30 DAYS), REDUCING BUILDER SOFT COSTS AND ENABLING MORE PROJECTS ON UNDERUSED LOTS. THE PROGRAM TARGETS INCREMENTAL DENSITY, SUPPORTING RALEIGH'S HOUSING GOALS WITHOUT LARGE-SCALE REZONING. TIMELINES AND COSTS WHILE ENSURING COMPATIBILITY WITH EXISTING NEIGHBORHOODS. INITIAL FOCUS IS ON TARGETED AREAS WITH UNDERUTILIZED LOTS, PROMOTING SMALL-SCALE INFILL OVER LARGE DEVELOPMENTS.

Development Incentives

The assessment of the city's demographic and housing market trends revealed significant affordability challenges, particularly for low-income renters, seniors, and other vulnerable residents. To reduce costs and barriers associated with developing desired housing types, such as affordable and senior housing, the City should consider offering a range of development incentives, including height bonuses, parking reductions, fee waivers or relief, and publicly owned land at low or no cost. Given Longview's comparatively lower-cost rental market, achieving comparable affordability outcomes may require stronger or more flexible incentives than those typically needed in larger metropolitan areas. Notably, developments should be required to meet specific qualifications (such as the number of affordable units

and level of affordability) in order to receive any development incentives, and there should be monitoring and enforcement provisions to ensure that developers follow through with the agreed upon conditions of affordability, construction, and maintenance.

Qualifications

Before developing a range of affordable housing incentives, it is necessary to define what an eligible affordable housing development is. In Longview, an affordable housing development (AHD) should be defined as a development where a set percentage of residential units are restricted to owners or tenants below a certain income level, and have monthly mortgage payments (including taxes, insurance, and utilities) or rents that do not exceed 30% of residents’ monthly income. Affordable rents by area median income (AMI) are determined annually by the Department of Housing and Urban Development (HUD) Median Income Limits. The City should establish clear eligibility criteria for occupants, including income thresholds by household size, updated annually.

A project may qualify as an AHD, and is thus eligible for incentives, if it provides the minimum required percentages of designated affordable units as illustrated in Table 23. Notably, the qualifications for incentives are on a *sliding scale*, in which the minimum required percentage of income-restricted units increases as affordability decreases. This is intended to further incentivize developments that accommodate lower levels of affordability. The following table illustrates a suggested required percentage of affordable units by level of affordability for a development to qualify as a designated affordable housing development.

Table 23. Minimum Qualifying Affordable Housing Contribution

Level of Affordability	Minimum Required Percentage
120% or less of AMI	20%
At least half at 80% or less of AMI, the remainder at 120% or less of AMI	10%
Low Income (80% or less of AMI)	7.5%
Very Low Income (50% or less of AMI)	5%
Extremely Low Income (30% of less of AMI)	3%

Additionally, a project must provide a minimum of one affordable unit to qualify as an AHD, and if the required percentage results in a fraction of a unit less than 0.5, applicants should round down to the nearest unit, as long as a minimum of one affordable unit is provided on site. If the fraction is greater than or equal to 0.5, applicants should round up to the nearest unit. The affordable units provided must have a *minimum term of affordability of 30 years*, or other term of affordability as specified by the City and any relevant funding sources.

Monitoring and Enforcement

It should be the responsibility of the City to monitor developments that have been granted development incentives in return for providing affordable units, to ensure compliance with the agreed upon terms and conditions of affordability, construction, and maintenance.

Importantly, designated affordable units should be of the same construction and design quality as other units within a project, and should have design standards that ensure compatibility with the surrounding neighborhood. Such units should be kept in good condition, with penalties or a revocation of development incentives imposed on developers that fail to meet maintenance standards.

Furthermore, the City should **monitor how affordable units are rented or sold**, to ensure affordability is preserved through tenant transitions or ownership changes. The City should establish a monitoring and compliance framework to ensure adherence to agreed-upon terms and conditions of affordability, construction, and maintenance. Such a process could include developers providing government staff with

A MONITORING AND COMPLIANCE FRAMEWORK CAN HELP PRESERVE LONG-TERM AFFORDABILITY BY ENSURING UNITS REMAIN COMPLIANT THROUGH TENANT OR OWNERSHIP CHANGES. TOOLS SUCH AS DEVELOPER COMPLIANCE LETTERS, LEASE DOCUMENTATION, PERIODIC INSPECTIONS, AND ENFORCEMENT MECHANISMS CAN SUPPORT CONTINUED ADHERENCE TO AFFORDABILITY, CONSTRUCTION, AND MAINTENANCE STANDARDS.

letters of compliance, which outline the number, type, and quality of affordable units, along with copies of the leases for the affordable units. In addition, the City can employ on-site monitoring after the

first Certificate of Occupancy, and every few years thereafter, in which units are inspected to ensure continued maintenance.

In cases of non-compliance, the City may consider a range of enforcement measures, such as requiring a development to pay a fee-in-lieu to a dedicated fund until the unit(s) are compliant, or temporarily withholding certain approvals or permits until compliance is achieved. By ensuring affordable housing developments remain in accordance with the agreed upon rules and standards through monitoring for compliance, and levying punishment in cases of non-compliance, the City can ensure that designated units remain well-maintained and affordable throughout the entire term of affordability.

Affordable Housing Height Bonus

Density bonuses are one of the most common incentives that local governments provide for developers of affordable housing. By granting increased development potential in return for developers providing a designated portion of affordable units, density bonuses **increase project viability while also helping the City achieve other urban development goals**, such as efficient land use and infrastructure planning. The City currently regulates density through maximum building height, expressed as a limit on the number of stories. For multifamily development, this allows up to three stories, or approximately 34.5 feet. For qualifying affordable housing developments, it is recommended to increase the allowable building height to five stories, or 57.5 feet, where modest increases in allowable density can significantly improve financial feasibility given comparatively lower rent ceilings.

By increasing the allowable height of multi-family developments offering an affordable housing set-aside, the City can incentivize such development, as it increases the value of the property and brings in additional rent from the bonus units, compensating for the lost rental income of below market-rate units. Together with other development incentives including parking reductions, fee relief, and the use of public land, these incentives greatly increase the viability of projects that serve the community. Notably, the City should explore illustrating the potential financial benefits of developing AHDs with a height bonus and other incentives, rather than market-rate developments without such incentives, through example pro

formas or a similar tool. By illustrating the increased rate of return of return a qualifying AHD can receive, the City can encourage participation from current and future developers.



Affordable Housing Parking Reductions

Reducing parking requirements is a critical way that the City can reduce the costs of development and promote the development of affordable housing throughout Longview, particularly for senior and income-restricted developments, where car ownership rates and parking demand may be lower. Notably, if updated zoning and development standards and an affordable housing

height bonus are applied, the amount of parking the development is required to provide may increase to correspond with potential additional units unless a parking reduction is available. In addition to lowering development costs, reductions in required parking further increase the amount of developable land and promote efficient land usage.

Notably, parking reductions must be narrowly tailored to ensure they will not create other issues from a lack of needed parking. However, minimum parking requirements ***typically provide much more parking than is needed***, especially given the lower rates of car ownership observed in lower-income households.¹ There are also data showing that residents of senior and special needs apartments have lower parking demand than non-restricted developments of the same size, providing justification for lowering parking requirements for these development types.

Current parking requirements for single-family detached dwellings, two-family dwellings, and one-family attached dwellings (townhomes) require two spaces per dwelling unit, and current standards for multi-family dwellings/condominiums/apartments require one space per every 525 feet of floor area. For all current and future development types, it is recommended to update this standard to a uniform requirement of 1.5 spaces per dwelling unit, regardless of housing type. For qualifying affordable housing developments, this standard should be reduced to a uniform standard of 1.25 spaces per dwelling unit. This standard may be further reduced to one space per dwelling unit if the qualifying affordable housing development designates at least half of all units as senior and/or disabled housing. In addition to aligning parking supply with actual demand, this framework provides the highest level of incentivization for developments that offer the greatest level of community benefit, making them more financially viable.

¹ Litman, Todd, 2022. Parking requirement impacts on housing affordability. Victoria Transport Policy Institute. <https://www.vtpi.org/park-hou.pdf>

Affordable Housing Fee Relief

The City currently charges a variety of impact fees, review fees, permitting fees, and other administrative fees for construction projects during the development process. Reducing, or fully waiving, the fees due for affordable housing developments, where margins are often tighter, can be a deciding factor in whether a project proceeds. Furthermore, when the administration of fees can lead to delays in the process, waiving fees can be an effective incentive by way of speeding up the permitting process.

The City should explore offering fee waivers for the same fees (water, sewer, permitting, rezoning, platting, variances, replatting, and site plan review fees) for qualifying affordable housing

developments. In doing so, the City could either further refine the current SLIP program to provide incentives to qualifying affordable housing developers citywide, or the City can establish a separate program that is similarly structured. Furthermore, the City can similarly sponsor demolition and debris removal and the removal of liens on lots for proposed qualifying affordable housing developments, further lowering construction costs and encouraging such development. By either integrating these fee waivers and site preparation incentives within the existing SLIP program, or by establishing a separate track specifically for affordable developments citywide, the City can ensure that affordability savings are ***tied to direct qualification criteria*** and passed down to residents.

Below Market-Rate Land Sales/Donations

Affordable and available land, especially near key locations with access to essential goods and services, is in short supply in Longview. The City has the opportunity to bridge this gap ***by providing developers with publicly owned land at low or no cost in return for the provision of affordable housing, senior/accessible housing, and other housing*** that meets community needs. Not only does this encourage affordable housing by lowering or mitigating land costs for developers, but it also allows the City to guide affordable housing development according to their vision for the community.

SOUTH LONGVIEW INCENTIVE PROGRAM: AS OF 2026, THE CITY IS CURRENTLY EXPLORING EXPANDING AND MODIFYING THE SOUTH LONGVIEW INCENTIVE PROGRAM (SLIP) CITYWIDE, WITH A SECOND TIER THAT PROVIDES GREATER INCENTIVES IN LOW-INCOME CENSUS AREAS. CURRENT RECOMMENDATIONS FOR THE EXPANDED PROGRAM WOULD EXTEND ELIGIBILITY TO EXISTING HOMES AND ADD PARTIAL TAX ABATEMENTS AS AN ADDITIONAL INCENTIVE.

THE CURRENT SLIP PROGRAM IS DESIGNED TO ENCOURAGE REVITALIZATION OF THE SOUTH LONGVIEW AREA THROUGH NEW CONSTRUCTION OF SINGLE-FAMILY, OWNER-OCCUPIED HOUSING. INCENTIVES OFFERED FOR THE DEVELOPMENT OF NEW SINGLE-FAMILY, OWNER-OCCUPIED HOMES WITHIN THE INCENTIVE AREA INCLUDE EXEMPTION FROM FEES ASSOCIATED WITH WATER AND SEWER TAPS, PERMITTING, AND REZONING, PLATTING, VARIANCES, REPLATTING OR SITE PLAN REVIEW FEES. ADDITIONALLY, THE CITY OFFERS TO PAY THE COST OF DEMOLITION AND DEBRIS REMOVAL ON LOTS PROPOSED FOR NEW CONSTRUCTION IF FUNDS ARE AVAILABLE, AND THE REMOVAL OF ANY OUTSTANDING CITY LIENS ON ELIGIBLE LOTS, WITH CITY COUNCIL APPROVAL.

In addition to vacant parcels, the City can help facilitate the transformation of underutilized parcels, such as empty surface parking lots, deteriorating strip malls, and brownfield sites, into new housing that addresses community goals. As part of this process, the City should regularly conduct a review of publicly owned land to identify parcels suitable for residential development. This information should be published in a public database, with relevant information including location, gross area, assessed land value, and existing infrastructure connections. This process is outlined in greater detail in the later section on *Error! Reference source not found.*

The City can then issue request for proposals (RFPs) for development and set up a pathway for accepting unsolicited development proposals from potential developers. Preference should be given to projects that provide greater affordability (e.g., units affordable to households earning below 50% of AMI will receive preference over units affordable to households earning between 50% and 80% AMI). Proposals can then be evaluated based on criteria such as project feasibility, community impact, and alignment with local housing goals. Upon approval, a land donation or sale agreement should be executed, stipulating the terms and conditions of the land transfer and the developer's obligations, including required terms and levels of affordability.

Current Housing Programming

The City of Longview and the Longview Housing Authority (LHA) provide a focused but capacity-constrained housing assistance portfolio centered on the Housing Choice Voucher (HCV) program, limited rehabilitation and reconstruction activities, and partnerships with non-city providers for rental, mortgage, and utility support.

Housing Choice Vouchers (HCV): LHA's HCV Program is the primary rental assistance tool for very low-income families, elderly households, and people with disabilities in Longview and several neighboring cities. Funded by HUD, it allows participants to rent units in the private market rather than being limited to public housing projects.

Demand for this program significantly exceeds supply. The HCV waiting list is currently closed with the estimated wait time is six months to two years, and applicants are served strictly by date/time and preference, with the Authority emphasizing that this is not an emergency housing resource. The waitlist typically opens only during a short window during the year, with at least seven days' public notice, highlighting how constrained capacity is relative to need and aligning with recent evidence of very high application volume during brief openings. In November 2025, the City received 1,685 applications for its HVC waitlist during a four-hour opening period, underscoring the significant unmet demand.

Rental, Eviction-Prevention, and Utility Assistance: The City of Longview currently offers rental subsidies in their HCV program and offers rehabilitation and reconstruction programming that incorporates utility assistance. However, Longview does not currently have any comprehensive, city-run rental assistance, eviction-prevention, or utility assistance programs that are funded or meet the standards of the HUD Emergency Solutions Grants (ESG) Program, which often funds these programs. The current programming could be expanded to close gaps for low-income residents through additional grant-funding using federal or state programs.

Most eviction-prevention and utility programs in Longview are led by non-city providers (e.g., Longview Community Ministries' Incremental Housing Assistance Program providing multi-month rent/mortgage help tied to financial education, or Community Action weatherization/LIHEAP-type supports), but these

City of Longview

are not municipal programs. The City could work with current providers to further close gaps that may exist within the current framework.

The HOME Rehabilitation Program: This program offers a forgivable loan of up to \$30,000 (with hard construction costs capped at \$24,900) to low- and moderate-income homeowners, supporting repairs or replacement of failing major systems and improvements needed to bring homes to safe, decent, and sanitary standards. The program currently maintains a waiting list, illustrating that demand for rehabilitation assistance exceeds available funding.

The Critical Home Repair Program:

Longview helps fund the Critical Home Repair Program using HUD CDBG dollars, targeting low- and moderate-income elderly (60+) and disabled homeowners within city limits. This program is designed to correct health and safety hazards, address major disrepair, and improve or provide



accessibility features including access modifications, ramps, and similar improvements, so that residents can safely age in place or live independently with disabilities.

Within the voucher portfolio, special-purpose vouchers such as NED (Non-Elderly Disabled) vouchers and VASH vouchers provide additional, targeted support for disabled residents and veterans experiencing or at risk of homelessness, pairing housing subsidies with service coordination. These tools form a key part of Longview's strategy to address the needs of seniors and residents with disabilities within the existing federal program framework.

Homebuyer Assistance and Downpayment Support: The City of Longview administers a First Time Home Buyer (FTHB) Program that provides one-time grants of up to approximately \$20,000 for downpayment and eligible closing costs to income-qualified first-time buyers purchasing homes within City limits, funded through CDBG, HOME, and related federal resources. The Longview Housing Authority's HCV Homeownership Program also allows eligible voucher holders to apply their rental subsidy toward a mortgage, creating an additional, but highly targeted, homeownership pathway for very low-income households. Beyond local tools, state-level downpayment assistance through the Texas Department of Housing and Community Affairs (TDHCA) and the Texas State Affordable Housing Corporation

(TSAHC) provides supplemental grants or second-lien loans that Longview buyers can stack with the City program when permitted.

Homelessness

Programing: The City of Longview does not operate a large-scale, HUD Emergency Solutions Grant (ESG)–funded shelter or rapid rehousing system, but it does lead and support a series of targeted initiatives and partnerships intended to improve outcomes for residents experiencing homelessness. City-led or City-supported efforts include:



- **Homeless Resource**

- Day**, a one-day, multi-agency

- event coordinated by the City and local nonprofits where people experiencing homelessness can connect to housing, identification, health, benefits, and social services that might otherwise take months to access.

- The **Police Outreach Services Team** (POST), which began in 2018 with dedicated officers who serve as a bridge between unsheltered residents and available services, with a goal of reducing homeless-related complaints by linking individuals to appropriate assistance rather than relying solely on enforcement.
- Participation in and promotion of local homeless resources, including shelter, outreach, behavioral health, and financial assistance programs operated by organizations such as Salvation Army, Longview Community Ministries, Newgate Mission, One Love Longview, Special Health Resources of Texas, and others, which collectively provide emergency shelter, meals, rental and utility assistance, medical care, and supportive services.

Recommended Improvements

Targeted improvements can strengthen Longview’s existing housing programming while more intentionally aligning them with state and federal funding streams to support expanded homeownership, renter and homelessness support, and the preservation of older, dilapidated housing stock. By expanding home rehabilitation, accessibility upgrades, and homelessness initiatives in ways that are compatible with HUD HOME/CDBG, ESG-eligible activities, and state homeowner and eviction-prevention resources,

the City can better maintain its aging housing inventory and reduce displacement risk for low-income households.

Expand HOME-funded Rehabilitation and Reconstruction

The housing stock in Longview is old and aging, as 37 percent of owned units were built before 1970. Currently, the HOME Rehabilitation Program and Critical Home Repair Program are the core maintenance/preservation tools for low- and moderate-income homeowners, already funded in part by HUD HOME and CDBG. To expand home preservation efforts, the City can increase annual HOME and CDBG set-asides for owner-occupied rehabilitation, prioritizing older single-family housing in declining condition and high-need neighborhoods. This may require rebalancing the Consolidated Plan allocations toward rehab/preservation versus other eligible activities.

TDHCA's Homeowner Reconstruction Assistance (HRA) funding can support this effort, which can finance full reconstruction or replacement of severely substandard homes, especially those that are beyond cost-effective rehab.

Funding connections:

- HUD HOME (City allocation + potential TDHCA HOME funds) for rehabilitation and reconstruction.
- HUD CDBG for gap financing, accessibility features, and health/safety repairs.

Small Landlord Preservation Rehabilitation Pilot

Longview can explore the development of a small-landlord rehabilitation program offering forgivable loans or low-interest financing for owners of naturally occurring affordable housing (NOAH) (e.g., older duplexes, small multifamily, 4- to 20-unit buildings), in exchange for multi-year affordability and basic habitability/code compliance commitments.

Funding connections:

- CDBG for eligible multi-unit rehab and code-related improvements.
- HOME for smaller rental properties serving low-income tenants (subject to HOME rules and affordability periods).
- Explore USDA HPG where eligible (if any eligible rural-fringe areas or City partnership with nonprofits).

Link Preservation Incentives to Updated Housing Codes

As part of the City's goal of increasing maintenance and preservation efforts, the City should update and clarify property maintenance and minimum housing standards and couple them with technical assistance and incentives for small landlords that are currently noncompliant. For example, offering reduced permit fees or expedited inspections for code-compliant rehabilitation and targeted outreach to landlords with HCV tenants to keep units in the voucher pool can help keep current units habitable and available.

Funding connections:

- CDBG administration and code enforcement (where eligible in low- or moderate-income areas).
- Potential coordination with state/utility weatherization programs (e.g., Greater East Texas Community Action) for energy-efficiency upgrades in older rental stock.

Formalize Partnerships and Data-sharing to Support Renters

Most current rental/eviction-prevention and utility assistance (e.g., Longview Community Ministries’ Incremental Housing Assistance Program, LIHEAP/weatherization) is non-city, non-ESG, and capacity-constrained. The City can improve its homelessness prevention efforts by positioning itself as a coordinating applicant or support entity for TDHCA Emergency Solutions Grant (ESG) or other state homelessness prevention funds and helping to channel funds to local nonprofits that already operate rent, mortgage, and utility assistance.

Furthermore, refining and formalizing data-sharing and reporting standards can ensure that local eviction-prevention programs align with ESG eligible activities (rental arrears, short/medium-term rental assistance, utility payments, housing stabilization services).

Funding connections:

- TDHCA ESG (rapid rehousing, homelessness prevention, shelter operations).
- State-run programs like Texas Eviction Diversion / Texas Rent Relief when available, integrated with local provider workflows.

Expand and Integrate Accessibility Upgrades

The City’s Critical Home Repair program, HOME Rehabilitation Program, and local nonprofit/United Way efforts already provide accessibility modifications and minor home modifications for seniors and residents with disabilities. In addition, Longview was awarded a \$1.9 million HUD Older Adult Home Modification Grant in 2025 to support aging-in-place improvements, demonstrating both local need and the City’s success in securing external funding for accessibility initiatives..

These efforts can be bolstered by codifying an “Accessibility and Aging-in-Place” priority within all City-funded rehabilitation and repair programs, with dedicated set-asides or scoring preferences for home modifications, ramps, grab bars, bathroom conversions, and other universal-design improvements in older homes. The City can also partner with organizations like Greater Longview United Way, Habitat for Humanity, and ETxADRC to coordinate referrals and braided funding so that each home receives comprehensive, not piecemeal, modifications. Given Longview’s aging housing stock and growing senior population, expanding accessibility improvements can help residents remain safely in their homes while reducing future demand for more costly institutional care or housing transitions.

Funding connections:

- CDBG (accessibility improvements, removal of architectural barriers).
- HOME (where modifications are part of qualifying rehab).
- USDA Section 504 grants/loans for low-income elderly and disabled homeowners with health/safety hazards.
- HUD Older Adult Home Modification Program, building on Longview’s 2025 award of approximately \$1.9 million to support aging-in-place improvements.

Explore targeted ESG-funded Rapid Rehousing or Prevention Pilots

In the community and stakeholder engagement, homelessness was repeatedly reported as an issue that needs attention without criminalization. The City of Longview can work with local nonprofits to design small-scale rapid rehousing or targeted prevention pilots that can be funded by TDHCA ESG and integrated with existing shelter and service providers. Utilizing current supportive service partners and outreach efforts like the City's Homeless Resource Day and Police Outreach Services Team, this targeted effort can support those most vulnerable to homelessness and displacement.

Funding connections:

- TDHCA ESG for RRH and homelessness prevention, with the City as collaborator/sponsor/partner, not necessarily the direct service provider.

Priority Signature Strategies for Longview

While the City has a broad set of potential housing tools, several strategies stand out as particularly well-aligned with Longview's existing programs, housing stock, and institutional capacity. These priority strategies provide a clear, near-term implementation roadmap centered on existing tools, allowing the City to act quickly without creating new administrative systems. The following signature strategies should serve as the primary focus for near- to mid-term implementation:

Land Bank + SLIP Infill Development Strategy

Longview is well positioned to increase construction on vacant City-owned lots by more intentionally linking its existing land bank with the South Longview Incentive Program (SLIP). The City already controls a supply of vacant lots, many created through prior demolition efforts, alongside incentives that support new construction. Better coordination between these tools can turn scattered assets into clearly defined, "shovel-ready" development opportunities.

By packaging land bank lots with SLIP incentives, fee relief, and clear development expectations, the City can reduce development uncertainty and make infill projects more viable for local builders. This approach aligns with Longview's existing builder ecosystem, which is more oriented toward small-scale, incremental development than large projects.

This strategy can be implemented with minimal new funding by focusing on coordination, site preparation, and proactive marketing of ready-to-build opportunities. As a result, the City can accelerate infill development in targeted areas such as South Longview, strengthen prior public investments, and create a more reliable pipeline of new homeownership units.

Small Landlord Preservation and NOAH Stabilization

A significant share of Longview's lower-cost rental housing is made up of older small multifamily properties owned by individual landlords. These naturally occurring affordable housing (NOAH) units are critical for lower-income renters and voucher holders, but many face deferred maintenance, rising repair costs, and code compliance challenges, leaving them at risk of deterioration or loss.

Preserving these units is a cost-effective way to maintain affordability and housing stability, particularly in South Longview and other neighborhoods with aging housing stock. Compared to new construction, targeted reinvestment can retain existing units that already serve low-income households while preventing displacement and further decline.

To address this need, the City should prioritize a small landlord preservation program as a near-term strategy. By providing limited financial assistance for repairs in exchange for basic affordability and maintenance commitments, the City can stabilize existing rental housing, protect its current affordable inventory, and do so at a manageable scale using existing funding tools.

Medical and Public Service Employer-Assisted Housing

Longview's strong healthcare sector and stable public workforce create a clear opportunity to link housing access with workforce needs. In a smaller labor market, recruitment and retention can be affected by employees' ability to find stable, reasonably priced housing, particularly for new hires and early- or mid-career workers.

Employer-assisted housing provides a practical way to address this gap by combining City resources with employer participation. The City can offer gap funding, incentives, or program coordination, while employers contribute targeted support such as down payment assistance, rental stipends, or access to set-aside units.

This approach can be implemented incrementally. Initial efforts could focus on partnerships with one or two major employers, such as a hospital system or school district, to pilot assistance for a limited number of employees. Over time, these partnerships can expand and connect with existing tools such as the First-Time Homebuyer Program, land bank properties, and SLIP incentives.

By leveraging employer investment alongside existing programs, this strategy offers a scalable way to help employees secure housing closer to work, support workforce stability, and strengthen economic competitiveness without requiring large new funding commitments. The following sections translate these priorities into specific actions, tools, and partnerships that can be implemented using existing programs and resources.

Strategic Land Identification and Redevelopment

The following actions expand on the priority strategies above by focusing on land identification, redevelopment, partnerships, and the delivery mechanisms needed for implementation. Proactively identifying and prioritizing developable land is a key step in aligning Longview's housing supply with current and future demand. Notably, 54% of housing vacancies in the city consist of units that are under repair, abandoned, foreclosed, or otherwise uninhabitable, highlighting a significant opportunity for targeted reinvestment.

By systematically cataloging vacant, underutilized, and environmentally constrained sites, the City can better direct infill development, redevelopment, and infrastructure investment. This approach allows Longview to concentrate resources in areas with the greatest potential for impact and to create a more consistent pipeline of housing opportunities. The following actions outline how the City can strengthen and operationalize this approach.

Identifying Developable Areas

The City of Longview's Development Services should establish a consistent process to identify and publish vacant, underutilized, and environmentally constrained parcels suitable for redevelopment. This includes sites such as deteriorating commercial properties, obsolete retail centers, and underused parking areas, in addition to vacant residential lots. The goal is to create a clear, regularly updated inventory of potential development sites that can support implementation of the City's housing priorities.

This inventory should be maintained through the City's GIS platform and made accessible to developers and partners, with key information including parcel size, ownership status, infrastructure availability, and basic site constraints. To further reduce uncertainty, the City should include zoning and entitlement information such as allowable uses, dimensional standards, and applicable incentives.

Building on existing efforts, the City can strengthen this approach by:

- Focusing site identification efforts in areas with existing infrastructure, services, and schools, where redevelopment is more feasible and cost-effective.
- Differentiating between properties suitable for rehabilitation and those that are more appropriate for demolition and redevelopment, allowing programs and resources to be applied more efficiently.
- Tracking properties with potential environmental constraints to prepare them for future assessment and reuse.

This process is critical to supporting the City's land bank, infill development, and broader redevelopment efforts identified in the priority strategies above. By formalizing and maintaining this inventory, Longview can more effectively direct public investment and private development interest toward priority locations, strengthen coordination across programs, and establish a consistent pipeline of ready-to-develop sites.

Brownfield Revitalization

Brownfield revitalization is a vital component of Longview's land identification and redevelopment strategy, particularly for sites that are currently excluded from the City's developable land inventory due to real or perceived environmental constraints. These properties, including vacant commercial corridors, obsolete industrial sites, and underused lots, represent a key opportunity to expand redevelopment capacity in targeted areas.

To advance redevelopment of these sites, the City should increase its use of available state and federal resources to support environmental assessment and cleanup. By proactively pursuing these programs and coordinating with regional partners, Longview can reduce barriers to redevelopment and bring otherwise constrained properties back into productive use.

Key resources include:

- The U.S. Environmental Protection Agency (EPA) Brownfields Program, which provides Assessment, Cleanup, and Revolving Loan Fund (RLF) grants for environmental site analysis, cleanup planning, and remediation.
- The East Texas Council of Governments (ETCOG) Brownfield Site Reuse & Revitalization Program, which offers no-cost environmental assessments and technical assistance through 2027.

By integrating brownfield assessment into its broader land identification and redevelopment process, the City can expand its pipeline of viable sites, reduce uncertainty for developers, and support infill and corridor revitalization efforts identified in the priority strategies above.

Regional Partnerships

Longview has a strong foundation of housing programs and partnerships with local nonprofits and community-based organizations. Building on this base, the City can strengthen coordination and expand capacity by formalizing partnerships that support the implementation of its priority housing strategies:

Limited Formal Regional Housing Framework: While HOME, CDBG, and LHA programs are in place, Longview does not currently participate in a formal regional housing partnership. The City should take a more active role in convening regional partners to better align housing production and preservation efforts across the broader labor and housing market.

Fragmented Linkages Between Housing and Economic Development: The Affordable/Attainable Housing Task Force recognizes housing as a workforce and competitiveness issue, yet coordination between housing stakeholders, economic developers, and major employers is still emerging rather than fully institutionalized at a regional scale. **Employer-assisted Housing**, outlined below, can help support housing stability in Longview’s workforce, while increasing employee attraction and retention.

Underdeveloped Health & Housing Integration: Longview’s healthcare network presents an opportunity to more directly connect housing and health outcomes. The City should explore partnerships with healthcare providers to address housing quality, cost burden, and homelessness through coordinated investment and referral systems, particularly for vulnerable populations.

Housing Task Force Continuation: Longview currently benefits from multiple housing-focused groups, including a mayoral Housing Task Force, the Chamber’s Affordable/Attainable Housing Task Force, and the Housing & Community Development Advisory Committee. The City should formalize coordination across these groups, clearly define roles, and align their work with advancing the priority strategies identified in this plan. This could include establishing regular joint coordination meetings and assigning specific implementation responsibilities.

Community Land Banking

The City maintains a land bank of publicly owned properties used for affordable housing development, with many lots located in South Longview and created through prior demolition efforts. As identified in the priority strategies above, the land bank is a key tool for advancing infill housing and expanding homeownership opportunities.

To increase its impact, the City should shift from a passive disposition model to a more active strategy focused on packaging sites, expanding the builder pool, and aligning incentives. Key actions include:

- **Expand the builder network:** Recruit additional nonprofit and mission-aligned for-profit builders, including local small-scale builders and community development corporations, to participate in the program.
- **Strengthen partnerships and technical capacity:** Partner with statewide resources such as TSAHC’s Affordable Communities of Texas (ACT) land banking program to access technical assistance, site feasibility support, and program management tools.
- **Package and market ready-to-build sites:** Bundle land bank lots with SLIP incentives, fee waivers, infrastructure support, and down payment assistance into clearly defined “shovel-ready”

opportunities. Maintain and actively promote a public-facing land inventory tied to the City's broader developable land database.

- **Formalize program governance and targeting:** Assign the Housing Task Force a formal advisory role to identify priority locations, guide lot disposition policies, and ensure alignment with broader housing goals. Coordinate with the Chamber's Affordable/Attainable Housing Task Force to promote the program and align land bank activity with workforce housing needs.
- Land Bank Advisory Group responsibilities:
 - Identifying priority geographies (e.g., specific blocks or corridors in South Longview) for land acquisition and disposition.
 - Reviewing disposition policies (pricing, builder eligibility, timelines, design expectations).
 - Recommending policy tweaks (e.g., flexible lot pricing, deeper income targeting where feasible).
- Use the Chamber's Affordable/Attainable Housing Task Force to:
 - Promote the land bank program to developers, lenders, and employers as an economic development and workforce housing tool.
 - Identify product types that meet workforce needs (e.g., starter homes near job centers) and match these with appropriate land bank parcels.
 - Explore employer-assisted housing pilots where employers support workers with down payment assistance or master-lease agreements for homes built on land bank lots.
- Develop clear, concise builder and homebuyer guides explaining:
 - How lots are acquired and disposed,
 - Eligibility for builders and buyers,
 - Available incentives (SLIP, HOME, CDBG-funded programs).

Employer-assisted Housing

As identified in the priority strategies above, employer-assisted housing represents a targeted approach to improving housing access for Longview's workforce while supporting employee recruitment and retention. This is particularly relevant for major employers in healthcare, education, and public service sectors.

Public Service Employer-Assisted Housing: The City of Longview should adopt employer-assisted housing strategies to address access to affordable housing for City employees, teachers, and first responders, ensuring they can both live and work in the City.

The City could offer housing benefits such as downpayment assistance, subsidized closing costs, and shared-equity or forgivable loans, which together greatly expand options for residents to obtain accessible and quality housing.

Medical Industry Employer-Assisted Housing: The City of Longview should work with local hospitals, clinics, and major medical employers to develop employer-assisted housing strategies that help medical staff live closer to where they work.

Drawing on national best practices, these partnerships could include down-payment or rental assistance, master-leasing or set-aside units in new developments, and joint investment in workforce housing near medical campuses, with the City offering matching funds, incentives, or technical support to participating health systems. Such medical industry partnerships would improve recruitment and retention of nurses, technicians, and support staff, reduce commute times, and stabilize surrounding neighborhoods. Furthermore, such partnerships can support future efforts to integrate housing with access to healthcare, particularly supporting those transitioning out of homelessness.



CASE STUDY: THE CITY OF FLAGSTAFF, ARIZONA'S EMPLOYER ASSISTED HOUSING PROGRAM PROVIDES UP TO \$20,000 IN DOWN PAYMENT AND CLOSING COST ASSISTANCE TO ELIGIBLE CITY EMPLOYEES PURCHASING HOMES. THIS INTEREST-FREE, DEFERRED PAYMENT LOAN IS STRUCTURED AS A 2-TO-1 MATCHING PROGRAM, WHERE THE CITY MATCHES THE EMPLOYEE'S CONTRIBUTION UP TO \$10,000 WITH UP TO \$20,000 IN ASSISTANCE. THE LOAN IS SECURED BY A PROMISSORY NOTE AND DEED OF TRUST, WITH UP TO \$10,000 FORGIVEN ON A PRO RATA BASIS OVER TEN YEARS OF CONTINUED EMPLOYMENT AND OWNER OCCUPANCY. THE REMAINING BALANCE IS REPAID IF THE HOME IS SOLD, REFINANCED FOR CASH OUT, EMPLOYMENT WITH THE CITY ENDS, OR OWNER OCCUPANCY CEASES. THIS INITIATIVE HELPS FLAGSTAFF RETAIN EMPLOYEES AND IMPROVE HOUSING AFFORDABILITY BY REDUCING UPFRONT HOMEBUYING COSTS FOR CITY STAFF. THE PARTIALLY FORGIVABLE LOAN ENCOURAGES LONG-TERM EMPLOYMENT AND RESIDENCY, SUPPORTING COMMUNITY STABILITY AND LOWERING TURNOVER.

Technical Assistance

Technical assistance strategies aimed at improving how renters and developers navigate Longview's housing system are outlined below. By providing clear, accessible information and targeted guidance, the City can reduce barriers to housing access, improve market transparency, and support more efficient development outcomes. The following initiatives focus on equipping renters with the resources they need to secure stable housing while helping developers better understand and utilize available processes, incentives, and opportunities.

Rental Resource Guide

The City is currently exploring the creation of a **Rental Resource Guide**, which could offer a collection of resources to help renters navigate the local housing system, and could help to match renters with safe, suitable, and affordable housing. Such a guide could contain the following elements:

- Assistance in finding suitable rental housing, including directories of suitable affordable housing opportunities, public housing/housing choice voucher information and waitlists, links and navigation assistance for local rental listing platforms (such as Zillow and Apartments.com), renter budgeting tips, and tips for avoiding common scams
- Definitions of common housing terms and affordability metrics, such as affordable rents by unit type (tied to AMI), utility expectations and average costs, and anticipated up-front costs (such as security deposits, application fees, and pet fees)
- An overview of tenant rights and responsibilities, including maintenance and repair obligations, fair housing protections, security deposit and leasing rules, and available legal assistance
- An overview of landlord rights and responsibilities, including maintenance obligations, licensing requirements, and a high-level overview of the eviction process
- Rental assistance information, including available emergency rental assistance programs, local nonprofit programs, utility assistance, and security deposit assistance
- Information on available supportive housing services, such as homelessness prevention resources, available shelters and transitional housing, and connections to mental health and support services
- Resources available for special populations, such as seniors (accessible units and assisted living facilities), veterans (VA housing programs), and people with disabilities (accessible units and available home modification programming)

Developer Education and Outreach

The City is currently exploring a developer ombudsman program in which staff guide developers through each stage of the process, from site selection and entitlements to permitting and construction. Expanding upon this, the City could institute a Developer Education and Outreach Program, with the following suggested elements:

- An outline of the development process, with typical timelines by project type, key decision points and review bodies, and points of contact for each phase
- Zoning and regulatory education, with plain-language zoning guides, visual examples of common housing types (and pre-approved plans, if applicable), key dimensional standards (e.g., height, setbacks, and parking), and information on recent reforms
- A toolkit of available financial and regulatory incentives, including local incentives like fee relief, tax credits, parking reductions, and height bonuses, as well as state and federal tools like LIHTC and CDBG
 - This toolkit should show how incentives can stack and quantify impacts with pro formas showing anticipated construction costs and rates of return with and without incentives. This can serve as a powerful marketing tool by demonstrating the financial benefits that market-rate

developers can realize when incorporating subsidized or incentivized affordable housing into their projects.

- Available pre-development support services, including dedicated staff contact(s), pre-application meetings, and site feasibility guidance
- Guidance for small-scale and missing middle developers, including workshops/webinars, links to pre-approved design guides, case studies, funding resources, and other materials for first-time developers and property owners interested in constructing or converting units to ADUs and common missing middle housing types
- Public-private partnership opportunities, including an RFP pipeline for the use of public land for housing, information on the unsolicited housing proposal process, available land banking opportunities, and connections to nonprofit partners
- Data, market insights, and opportunity sites, including key market data on rent and sales trends, construction cost estimates by unit type, available parcel-level or GIS tools, and identified developable sites with key information

Importantly, ongoing connections with both renters and developers can help to match potential renters with suitable housing options, benefiting developers by helping to achieve occupancy faster. Additionally, developer outreach and education efforts should be paired with clear performance metrics, tracking indicators such as developer engagement, incentive utilization, and housing production by type, particularly missing middle and affordable units. This can help to refine strategies and ensure that policy changes actually translate to units on the ground.

Financial Sources and Mechanisms

Federal, state, and local funding programs and tools play an important role in advancing housing goals by improving project feasibility, reducing development costs, and supporting long-term affordability. When aligned with local policy priorities, these tools can help Longview support housing production, preservation, and infrastructure investments needed to respond to population growth and evolving housing needs.

Federal Funding Opportunities

A variety of federal programs can help support housing development and preservation; however, many of these funding sources have recently faced reductions, creating uncertainty nationwide. Longview staff should closely monitor federal policy actions and court rulings affecting housing funds and be prepared to act quickly to allocate or secure resources when opportunities, such as the release of previously frozen funds, arise.

Low-Income Housing Tax Credit

The Low-Income Housing Tax Credit (LIHTC) incentivizes financing to rehabilitate or construct very low and low-income rental housing. A project must set aside a minimum percentage of units to be affordable to very low and low-income renters for at least 30 years in exchange for a **reduction in federal tax liability over ten consecutive years**. Through competitive (9 percent) and non-competitive (4 percent) credits, LIHTC can subsidize a substantial share of development costs in exchange for long-term affordability.

Longview has successfully leveraged this tool in the past and is currently home to 10 LIHTC properties comprising 684 income-restricted rental units. To build on this foundation and better position the City for future investments, Longview can proactively support LIHTC applications by identifying priority sites, aligning local incentives such as the land bank and SLIP, and partnering with experienced affordable housing developers. Expanding LIHTC-supported projects would help address unmet rental demand, reduce pressure on the Housing Choice Voucher (HCV) program, and respond to stakeholder input, with 53.9 percent identifying tax credits as one of the most effective tools for addressing housing needs.

Community Development Block Grant

The **Community Development Block Grant** (CDBG) HUD program provides annual grants to states, cities, and counties to support a wide range of community development activities, including housing initiatives, particularly for low- and moderate-income individuals and households. CDBG funds can be used for **housing rehabilitation, homeownership assistance, site acquisition and predevelopment activities, and infrastructure improvements**, though not for direct new housing construction, and at least 70 percent of the funds must benefit low- and moderate-income populations. In Longview, this flexibility is especially relevant given the city's aging housing stock and localized areas of need; the City's FY 2025–2026 allocation of \$654,682 provides a foundation for targeted rehabilitation efforts, particularly in southern Longview, where housing quality concerns are more concentrated, while also supporting accessibility improvements such as removing architectural barriers and enabling aging-in-place within existing units. Additional funding or expanded use of CDBG would further strengthen the City's ability to address these needs at scale.

Homeless Assistance Grants

HUD's Homeless Assistance Grants (HAG) Program funds the **Continuum of Care** (CoC) Program and the **Emergency Solutions Grant Program** (ESG), providing grant funding for communities to assist people with obtaining and maintaining permanent housing, including rapid re-housing assistance, permanent supportive housing, and homelessness prevention efforts. In Longview, where stakeholders have identified supportive housing as a leading unmet need and rising cost burdens increasing housing instability, these programs are particularly relevant as tools to prevent displacement and reduce homelessness. Expanded participation in the regional CoC efforts or increased use of ESG funds could help the City strengthen its response to growing demand and support vulnerable populations.

Pathways to Removing Obstacles to Housing

Pathways to Removing Obstacles to Housing (PRO Housing) offers grant funding to support communities that are actively taking steps to remove barriers to affordable housing production and preservation. Such funding can support actions including amending current policies and codes, education and outreach activities, and demonstration projects, among other related activities. For Longview, this program could provide targeted capacity to implement proposed zoning and development code reforms that allow for a greater variety of housing types and smaller lot configurations, while also supporting continued community engagement efforts to better understand local housing needs and build support for policy changes that expand housing supply.

Home Investment Partnership Program

Home Investment Partnership Program (HOME) provides funding to support a range of housing activities, including owner-occupied rehabilitation grants, Tenant-Based Rental Assistance (TBRA) for security deposits, utilities, rent subsidies, and eviction prevention through the Eviction Protection Grant Program (EPGP). Additional programs include Homeowner Reconstruction Assistance (HRA) for rebuilding homes, HOME-ARP for developing rental housing or non-congregate shelter for individuals

experiencing or at risk of homelessness, Homebuyer Assistance with New Construction (HANC) for low-income purchasers, and Single Family Development (SFD) to support the construction or rehabilitation of affordable homes. In Longview, the FY 2025–2026 HOME allocation of \$289,093, with funds set aside for new construction through Community Housing Development Organizations (CHDOs) such as Northeast Texas Habitat for Humanity, provides a foundation for expanding affordable housing supply; however, greater use of HOME funds for rehabilitation and TBRA could help address immediate housing instability, support at-risk renters while new units are developed, and better align resources with local needs tied to rising cost burdens and limited housing availability.

Section 108 Loan Guarantee Program

The [Section 108 Loan Guarantee Program](#) is a HUD program that allows CDBG recipients to leverage their annual grant allocations for **flexible financing** for economic development, infrastructure, and housing projects, including activities such as housing rehabilitation and repair. In Longview, this tool is particularly relevant given the scale of unmet housing needs relative to available grant funding; by borrowing up to five times its annual CDBG allocation, the City could support larger, more coordinated development efforts that address housing quality, infrastructure gaps, and site readiness. When paired with supportive zoning and development policies, Section 108 financing offers Longview a mechanism to accelerate investment in targeted neighborhoods, expand the impact of limited federal resources, and advance larger-scale housing initiatives that would not be feasible through grant funding alone.

Section 504 Home Repair Program

The [Section 504 Home Repair Program](#) is a USDA-funded program that provides funding to state offices to distribute as loans to very-low-income homeowners to repair, improve, or modernize their homes, as well as grants to elderly very-low-income homeowners to remove health and safety hazards. Loans of up to \$40,000 and grants of up to \$10,000 may be combined, providing homeowners with up to \$50,000 in total assistance. In Longview, where aging housing stock and stakeholder feedback point to persistent concerns about substandard conditions and perceptions of housing quality, this program offers a targeted tool to address critical repair needs among the most vulnerable homeowners.

Section 811 Supportive Housing for Persons with Disabilities Program

The [Section 811 Supportive Housing for Persons with Disabilities Program](#) offers operational subsidies and interest-free capital advances to develop and subsidize rental housing with supportive services for very low- and extremely low-income adults with disabilities. In Longview, where ambulatory disability rates are elevated and older adults represent a significant share of the population (16.4%), this program is particularly relevant for expanding the supply of accessible, service-enriched housing. It also provides critical support for residents relying on Supplemental Security Income (SSI), who often face barriers to stable employment and are at increased risk of housing instability. Strategic use of Section 811 resources could help Longview expand accessible housing options and support aging-in-place.

Self-Help Homeownership Opportunity Program

The [Self-Help Homeownership Opportunity Program \(SHOP\)](#) offers grant funds to national and regional nonprofit organizations to support land acquisition costs and infrastructure enhancements related to affordable housing construction driven by sweat equity and volunteer-based homeownership programs. This program helps reduce overall development costs and is the only HUD grant focused exclusively on creating homeownership opportunities for low-income households. SHOP presents an opportunity to support nonprofit-led development efforts, such as those carried out by organizations like Habitat for Humanity, and to increase the supply of lower-cost ownership units. This program may be particularly

beneficial in Longview, as the City's homeownership rate trails both regional and statewide levels, indicating a need for strategies that expand access to ownership opportunities for lower- and moderate-income households. However, the program's sweat-equity requirement may limit participation for some residents, meaning it is best used as a complementary strategy alongside other housing programs to broaden access to homeownership opportunities.

State Funding Opportunities

This section outlines the key state-level funding tools available to support affordable housing development and preservation in Longview. These programs, ranging from tax credits and bond financing to grants, loans, and local funding mechanisms, can be layered to close financing gaps and improve project feasibility.

Texas Department of Housing and Community Affairs (TDHCA) Housing Tax Credit (HTC) Program

The TDHCA Housing Tax Credit program is the most significant funding mechanism for the development of affordable multifamily rental housing in Texas, operating through two channels:

- **Competitive 9% Credits:** The 9% HTC is highly competitive and awarded annually based on a Regional Allocation Formula (RAF), with additional set-asides for at-risk developments, USDA-financed properties, and nonprofit-owned projects. It provides substantial funding for the construction or preservation of income-restricted rental housing. Notably, there is a cap of \$2 million per development.
- **Non-Competitive 4% Credits:** The 4% HTC is coupled with the Multifamily Bond Program and is not competitive. Credits are allocated as long as tax-exempt bonds finance at least 50% of the cost of land and buildings in the development. This program is particularly important for larger-scale developments and preservation transactions, as there is no annual credit ceiling limiting the number of 4% deals.

This program would support private investment for new affordable units or preserve aging apartment stock, particularly in areas where demand is rising and housing quality is declining.

Texas State Low-Income Housing Tax Credit (State LIHTC)

Texas has its own state-level LIHTC with an annual statewide cap of \$25 million. This program directly supplements federal LIHTC equity and is designed to help close construction and interest rate financing gaps. Because affordable housing projects often do not generate sufficient revenue on their own, the added state credit increases overall equity and reduces reliance on debt, improving financial feasibility and increasing the likelihood that projects move forward to construction.

TDHCA-Issued Multifamily Bonds

TDHCA issues tax-exempt multifamily mortgage revenue bonds under the Private Activity Bond (PAB) program. Bond proceeds fund loans to for-profit and nonprofit developers for acquisition, rehabilitation, or new construction of affordable rental housing. When coupled with 4% HTCs, these bonds provide a comprehensive financing package. This tool aligns well with Longview's housing needs, as multifamily units account for most of the City's rental stock and many properties are approaching or exceeding 50 years of age. As a result, the program can support both the preservation of existing affordable units through rehabilitation and the development of new multifamily housing where market conditions permit. By leveraging bond financing alongside 4% credits, the City can support reinvestment in older properties,

maintain affordability, and expand rental supply without relying solely on more limited and competitive funding sources.

Texas State Affordable Housing Corporation (TSAHC)-Issued Bonds

TSAHC receives 10% of the state's annual private activity bond volume cap for multifamily rental housing. Since 2001, TSAHC has issued more than \$600 million in bonds to construct or preserve affordable multifamily units. Targeted housing needs for its bond program include at-risk preservation and rehabilitation of existing affordable units, housing in rural and smaller urban markets, senior and service-enriched housing developments, and housing in areas with disaster declarations. Given unmet rental demand in Longview, this program could help expand and preserve the city's multifamily housing supply while better aligning housing availability with local needs.

Texas Housing Trust Fund

The Texas Housing Trust Fund (Texas HTF) is the only state-authorized source of funding for affordable housing funded through state general revenue. Eligible activities under the Texas HTF include owner-occupied housing assistance, capacity building, and predevelopment costs, primarily serving very low-income households in rural areas. This program could support targeted owner-occupied repair and rehabilitation efforts to improve aging housing conditions in lower-income neighborhoods in Longview, particularly where smaller-scale projects may not attract larger funding sources. It can also be used to build local development capacity by funding predevelopment and planning activities, helping position local partners to pursue more complex housing initiatives.

National Housing Trust Fund

While federally funded, the National Housing Trust Fund (NHTF) is administered by TDHCA and represents an important state-deployed resource. NHTF funds are targeted exclusively to extremely low-income households (at or below 30% AMI) and can be used for real property acquisition, site improvements and development hard costs, related soft costs and demolition, financing costs, and operating cost assistance for rental housing. The NHTF is particularly valuable for addressing the most acute housing needs, such as residents at risk of homelessness or those with very limited fixed incomes. It can be used to support deeply affordable rental units or service-enriched housing throughout Longview.

Texas Housing Impact Fund (THIF)

Administered by TSAHC, the Texas Housing Impact Fund provides short- and long-term loans to developers for affordable housing construction and rehabilitation, with an emphasis on empowering local nonprofit builders. Since its creation in 2002, TSAHC has lent more than \$75 million through THIF, helping create more than 7,000 units of affordable housing. This program could support local nonprofit developers or smaller builders working on rehabilitation and infill projects, particularly in neighborhoods with aging housing stock without solely relying on tax credits.

Affordable Communities of Texas (ACT) Program

TSAHC's ACT program is a statewide land banking and land trust initiative that acquires foreclosed and distressed properties and partners with local nonprofit developers to convert them into affordable housing. TSAHC has partnered with more than 25 locally based affordable housing organizations and has acquired 563 properties over the life of the program, redeveloping 222 in partnership with 28 nonprofit developers. This program would be especially effective in addressing scattered-site vacancy or aging single-family stock, where individual properties may not attract investment.

Local Funding Opportunities

This section outlines a set of local funding and financing tools that Longview can deploy to support affordable housing development and preservation. Unlike federal and state programs, these tools provide the City with greater flexibility and control to address local priorities, respond to market conditions, and close project-specific financing gaps.

Affordable Housing Trust Fund

Establishing a dedicated Affordable Housing Trust Fund would provide Longview with a flexible, locally controlled funding source to address gaps not met by federal programs, particularly for smaller-scale rehabilitation and infill projects. By offering gap financing, low-interest loans, and direct assistance to homeowners or nonprofit developers, the fund could help preserve older homes and expand affordable options in areas with persistent quality concerns. Its revolving loan structure would allow funds to be reinvested over time, supporting sustained progress, while enabling the City to respond quickly to emerging development opportunities and local housing needs.

Tax Increment Financing (TIF)/Tax Increment Reinvestment Zones (TIRZ)

Texas law authorizes municipalities to create Tax Increment Reinvestment Zones (TIRZ) under Tax Code Chapter 311 to capture incremental property tax revenue for reinvestment in designated areas. Notably, Texas TIRZ does not require a blight finding, opening the possibility of establishing TIRZ throughout the City for affordable housing. Additionally, Texas has authorized Housing Preservation Districts (HPDs) that function as TIF-like structures dedicated solely to affordable housing development and preservation in high-poverty areas. While the City does not currently have a TIRZ, this tool represents a potential future funding mechanism, helping stabilize neighborhoods with aging or deteriorating housing stock.

Tax Abatements

Longview currently has guidelines and criteria in place for tax abatements under Texas Tax Code Chapter 312. However, the current program is oriented toward industrial, manufacturing, distribution, and commercial facilities, rather than residential housing. However, the City is considering integrating partial tax abatements for eligible SLIP projects. The City should introduce partial tax abatements for affordable housing development citywide, helping to temporarily reduce property tax burdens and increasing the development feasibility of such affordable projects.

Tax Deferral

Tax deferral delays tax payments, which can improve short-term cash flow for developers, which is particularly useful for large-scale projects with long development timelines, or during economic downturns when immediate cash flow is necessary for project success. By allowing developers to defer tax payments during critical development periods, Longview could encourage more housing production while reducing financial barriers that often prevent projects from moving forward.

Low-interest Loans, Grants, and Operational Subsidies

Low-interest loans lower the cost of interest for developers, making projects more financially viable and attractive to other investors. Such loans include revolving loans, which provide a continuous stream of funding for eligible projects. As loans are repaid, the money is re-loaned to new projects, creating a cycle of funding. Low-interest loans are particularly helpful for mixed-income projects, with market-rate and affordable units.

In contrast, local grants can provide immediate financial support for projects without repayment obligations. Grants can fund or subsidize a range of development costs, including pre-development costs, construction, and supportive services. This can enable projects that might otherwise not work due to high development costs and can support non-profit developers who have less capital. Operational subsidies similarly provide financial assistance without repayment obligations for operating costs to ensure affordable housing developments can maintain financially solvent after occupancy.

Potential funding sources for these tools include existing CDBG and HOME funds, as well as dedicated local taxes. The City currently operates a Type A (Section 4A) economic development corporation, funded by a dedicated quarter-cent (0.25%) of the City's 1.5% local sales tax, which primarily targets manufacturing and industrial development. Under Texas law, Type B (Section 4B) economic development sales taxes may be used for affordable housing, among other quality-of-life projects; while Longview does not currently operate a Type B corporation, introducing such a funding stream could greatly support affordable housing production and preservation.

Implementation Plan

This implementation table translates the key regulatory, financial, and programmatic recommendations into a clear, actionable framework for moving housing strategies forward. It specifies strategies derived from the report's zoning updates and policy proposals, their intended impacts, responsible city department(s), and realistic timelines (short-, medium- and long-term) to guide execution. It is intended to be used to coordinate efforts, allocate and create resources, and track progress on initiatives, allowing for future refinement as necessary.



(0–2 years): Actions that can be initiated or completed quickly, often requiring only local ordinance/resolution or administrative action









(2–5 years): Actions requiring interagency coordination, new programs, sustained investment, significant regulatory reform, or multi-phase implementation over an extended planning horizon






Ongoing: Continuous or annual responsibilities

Table 24. Implementation Plan

Strategy	Timeline	Intended Impacts	Responsible Department(s)
Update dimensional standards across residential districts (reduce setbacks, minimum lot size, width, and depths, and minimum floor area requirements, and increase maximum building coverage and height allowances)	 Short-term	Enable affordable starter homes and missing middle housing, increase buildable area, reduce development costs, and unlock smaller parcels	Development Services
Reduce parking requirements to 1.5 spaces per unit	 Short-term	Lower development costs, align parking supply with demand, increase land efficiency	Development Services; Public Works
Expand by-right zoning to allow missing middle, ADUs, and mixed-use housing	 Short-term	Increase housing diversity and supply	Development Services
Allow ADUs to be rented as a separate unit	 Short-term	Expand rental supply, support aging in place, and support homeowner income	Development Services
Build, maintain, and publish a public database of developable land	 Short-term	Improve transparency, attract developers, promote infill and redevelopment of vacant and underutilized land, guide growth	Development Services; Information Services; Public Works; Communications
Establish affordable housing incentive program (height bonuses, parking reductions, fee waivers, land donation/sales)	 Short-term	Lower development costs and timelines and increase feasibility of affordable housing development	Development Services; Financial Services

Develop and publish rental resource guide	 <p>Short-term</p>	Improve renter access to housing information and resources	Communications; Community Services
Launch developer education and outreach program	 <p>Short-term</p>	Improve development pipeline and use of incentives	Development Services; Community Services; Communications
Develop pre-approved ADU and missing middle design catalog	 <p>Mid-term</p>	Reduce permitting timelines and costs, support small-scale development	Development Services; Communications
Pursue brownfield funding and remediation programs	 <p>Mid-term</p>	Unlock constrained land and improve environmental conditions	Development Services; Grant and Human Services; Public Works
Expand HOME and CDBG-funded rehabilitation programs	 <p>Mid-term</p>	Preserve housing stock and reduce displacement	Community Services; Grant and Human Services
Launch small landlord rehabilitation pilot	 <p>Mid-term</p>	Maintain naturally affordable housing and improve quality	Community Services; Grant and Human Services
Link code enforcement with preservation incentives	 <p>Mid-term</p>	Improve housing quality while maintaining affordability	Development Services; Community Services

Establish supportive renter partnerships and data-sharing frameworks	 Mid-term	Support renters and reduce displacement risk	Grant and Human Services; Community Services; Information Services
Expand accessibility and aging-in-place programs	 Mid-term	Support seniors and residents with disabilities	Community Services; Grant and Human Services
Develop rapid rehousing and homelessness prevention pilots	 Mid-term	Reduce homelessness and housing instability	Community Services; Grant and Human Services
Formalize regional housing partnerships and task force coordination	Mid-term	Align housing strategy across stakeholders and increase mutual capacities	Administrative Services; Community Services; Development Services
Expand current land banking efforts	 Mid-term	Increase infill housing production and affordable homeownership opportunities	Development Services; Financial Services
Create employer-assisted housing programs	 Mid-term	Improve workforce housing access, improve employee attraction and retention	Administrative Services; Community Destinations; Communications; Community Services
Create housing data dashboards and performance tracking metrics	 Mid-term	Track outcomes and refine policy effectiveness	Information Services; Development Services; Community Services
Align state and federal funding sources, and integrate local housing funding tools (tax mechanisms, TIF/TIRZ, Type B EDC, etc.)	 Mid-term	Establish sustainable funding for housing initiatives	Financial Services; Grant and Human Services; Community Services

<p>Establish an Affordable Housing Trust Fund</p>		<p>Creates a locally controlled, flexible funding source for gap financing, enables rapid response to development opportunities</p>	<p>Administrative Services; Development Services; Financial Services; Community Services</p>
<p>Expand partnerships with healthcare and nonprofit sectors</p>		<p>Integrate housing with health and social services</p>	<p>Community Services; Community Destinations; Development Services</p>
<p>Maintain compliance monitoring for affordable housing developments</p>		<p>Ensure long-term affordability and quality</p>	<p>Development Services; Grant and Human Services; Community Services</p>



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