



Original Site Condition



Engineering — Architecture — Surveying

The Fourth Street extension is currently in design with engineering and surveying to be completed by Johnson and Pace Incorporated. Johnson & Pace is a full-service engineering, architectural, and surveying company providing quality and cost-effective solutions for our many commercial and industrial clients. The Fourth Street extension is expected to start construction in March 2015.

1201 NW Loop 281, Suite 100  
Longview, Texas 75604  
(903) 753-0663 voice  
(903) 753-8803 fax  
www.johnsonpace.com

## Project Area Demographics

### Population

2010 Census	307,439
Projected 2018	321,415

### Households

2010 Census	112,372
Projected 2018	119,745

### Income

Average Household	\$54,581
Percent over \$100,000	12.27%

### Retail Trade Area Draw

The Longview trade area encompasses over 2,000 square miles of North East Texas, along with several small towns as much as 45 minutes away. Tyler, Texas and Shreveport, LA are both roughly an hour away.

### Retail Leakage

According to a recent study by the Retail Coach, the total leakage of all retail sectors is \$1,059,128,000 - almost 40%. Longview is clearly lacks stores in some categories or only has one store with no competitor in others.

### Retail Growth

Longview is continuing a period of retail growth and expansion from 2008 when the shopping center north on route 259 was completed. The city plans to expand and extend roads in this northeast area to carry additional development.

### Largest Employers

3,200	Good Shepherd Medical Center
1,492	Eastman Chemical
1,205	Longview Independent School District
1,150	Wal-Mart
1,100	Letourneau Technologies
1,100	Trinity Rail, LLC
848	City of Longview
747	Gregg Industrial Insulators
730	Longview Regional Hospital
706	Diagnostic Clinic of Longview

### Retirement Community

In January 2008, Longview became the seventh city in Texas to be recognized by the state as a certified retirement community. Texas is the second most popular retirement state and 15% of Longview's population is over 65. There are 30+ independent and assisted living facilities in the Longview area, with construction well under way for more.

### Education

#### Colleges and Universities

LeTourneau University  
Enrollment 2,729. Offers 90+ graduate and undergraduate degrees.  
Kilgore College, Longview Campus  
2-year community college.  
The University of Texas at Tyler, Longview University Center  
Satellite campus, offers 10+ graduate and undergraduate degrees.

#### Public School Districts

Longview Independent School District  
Enrollment 8,150. 16 Schools. South and northeast Longview.  
Pine Tree Independent School District  
Enrollment 4,631. 7 Schools. West Longview, Pine Tree and Greggton.  
Spring Hill Independent School District  
Enrollment 1,862. 5 Schools. North Longview and the Spring Hill area.  
Hallsville Independent School District  
Enrollment 4,037. 6 Schools. Far east Longview around Harrison County.

Information and data courtesy of annual municipal financial reports, The Retail Coach report for the Longview Chamber of Commerce, and the City of Longview and Longview Economic Development Corporation websites.

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