

WELCOME!

Please test your audio prior to joining the meeting especially if you intend to make public comment. If your audio doesn't seem to work, please use the teleconference number below.

At the start of our Public Meetings you will be able to dial-in using your telephone to listen and provide public testimony.

Step #1: Call this number: **253-215-8782**

Step #2: When prompted enter the Meeting ID number: **503 325 5821**

Note: Your phone will be muted when you enter the conference call automatically. At the time of public testimony, when prompted you may dial *9 to “raise your hand” and notify staff of your desire to testify. You will be called upon in order and by the phone number provided.

Online Meeting Participants: When prompted you may choose to select the option within the ZOOM software to “**raise your hand**” and notify staff of your desire to testify. You will be called upon in order. Please provide a name from your device.

PORT OF ASTORIA WATERFRONT MASTER PLAN

PUBLIC FORUM #2
December 14, 2021

WALKER | MACY

AGENDA

- Welcome
- Project Overview
- Concept Alternatives
- Preferred Concept
- Implementation
- Discussion





MASTER PLAN ELEMENTS

Land Use

Development Opportunities

Multi-modal Connections

Parking

Public Access & Open Space

Cruise Operations

West Mooring Basin

Existing Buildings



PRODUCTS

Master Plan

Long-term Vision

Framework Plan

Demonstration Plan

Implementation Strategy

Phasing and prioritization

Roles and partnerships

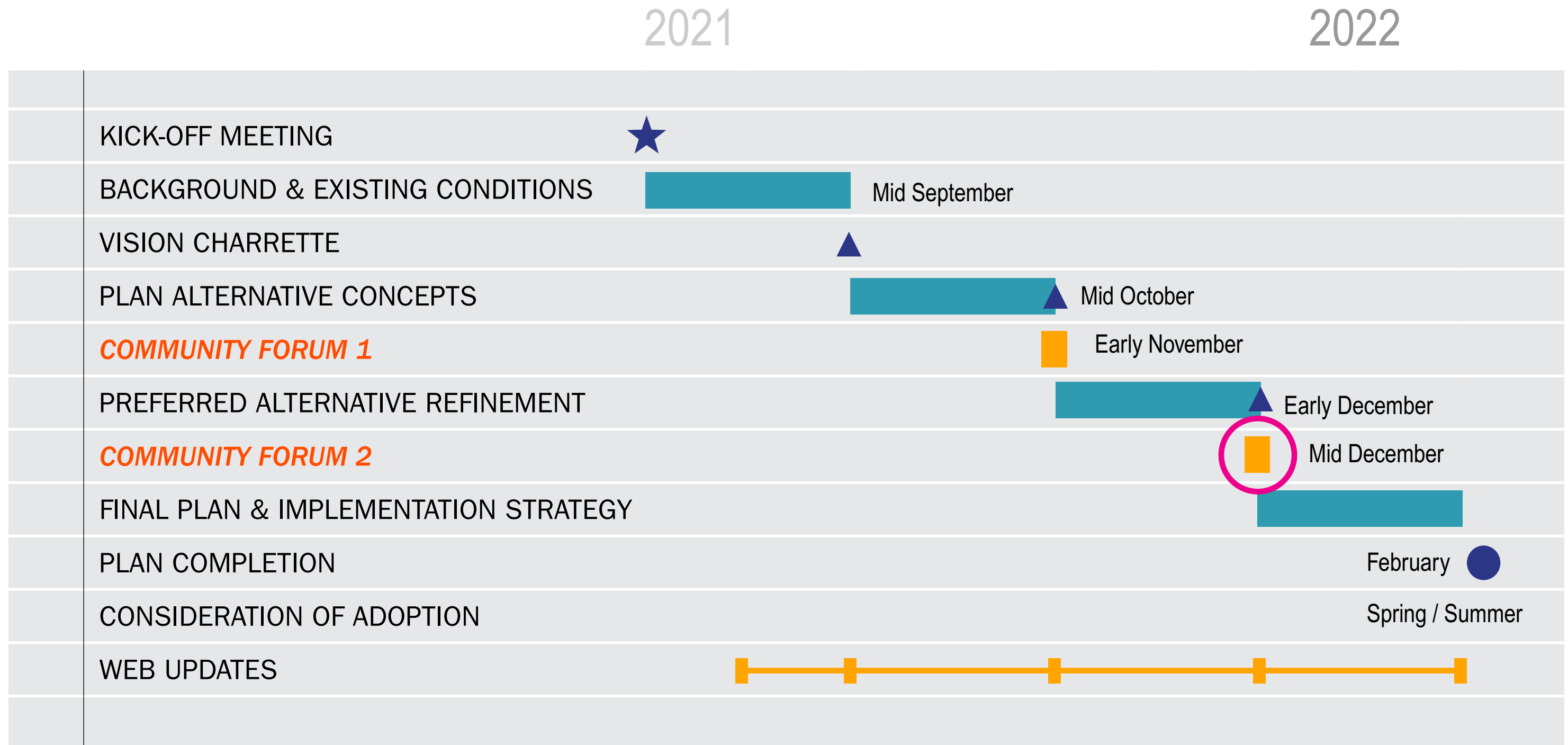
Economic strategies and potential funding

Recommendations for zoning & policy amendments

ROM cost estimate

Early wins

PROCESS



▲ Project Advisory Committee Reviews

MASTER PLAN GOALS

1. **Strengthen Astoria's working waterfront with a mix of uses and ongoing private investment.**
2. **Make a place for Astorians. Establish long-term community support.**
3. **Contribute to the financial stability and prosperity of the Port, City and region.**
4. **Support living wage jobs.**
5. **Establish an enduring framework plan that is flexible to new opportunities and resilient to changing economic conditions.**

CORE VALUES

Working Waterfront. A place where the work gets done.

Real Astoria. A connection between the city's heritage and its future.

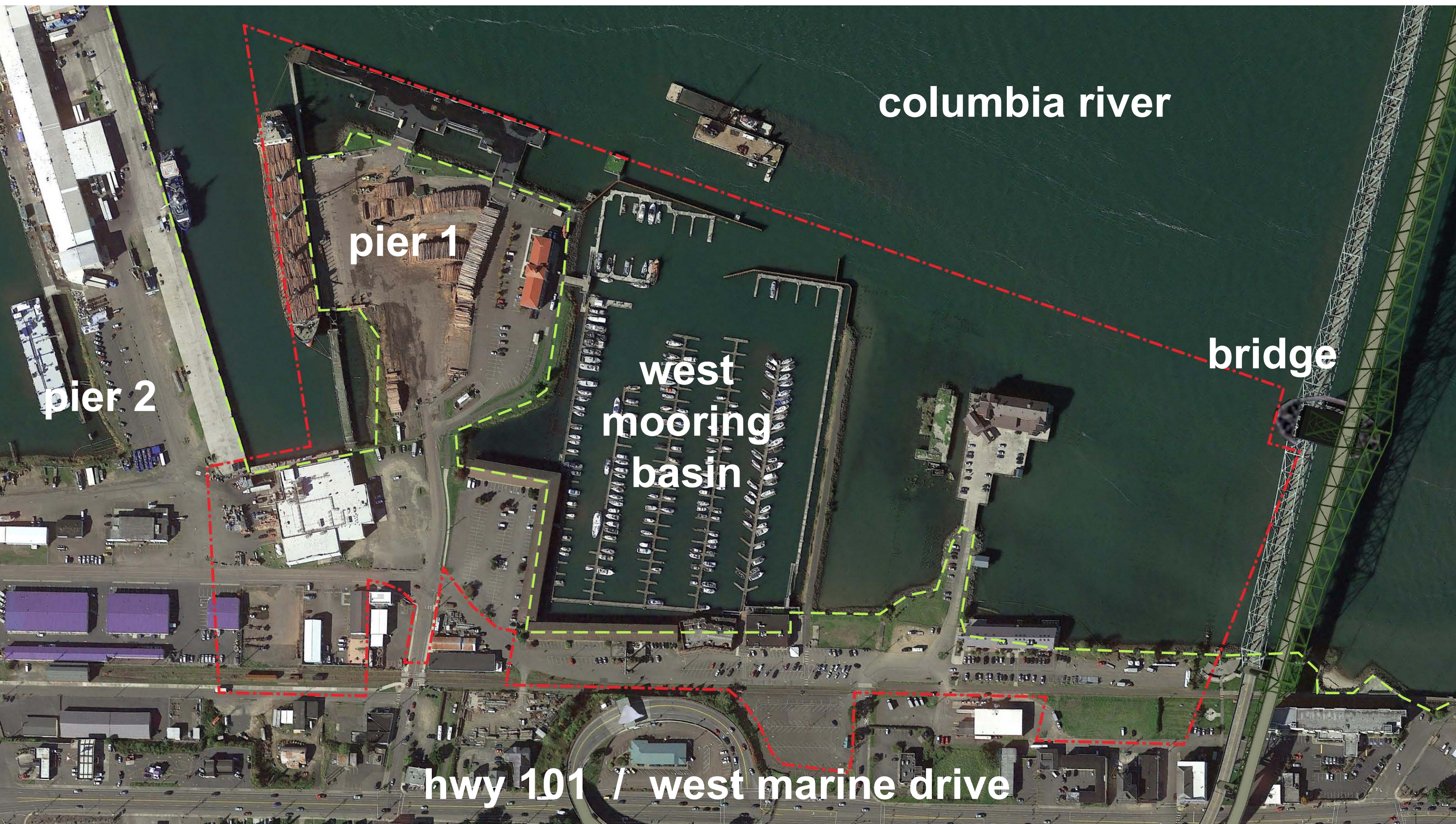
Public Access. Everyone is welcome.

Adaptability. A place that can adapt over time while maintaining its identity.

WORKING WATERFRONT



SITE



columbia river

pier 1

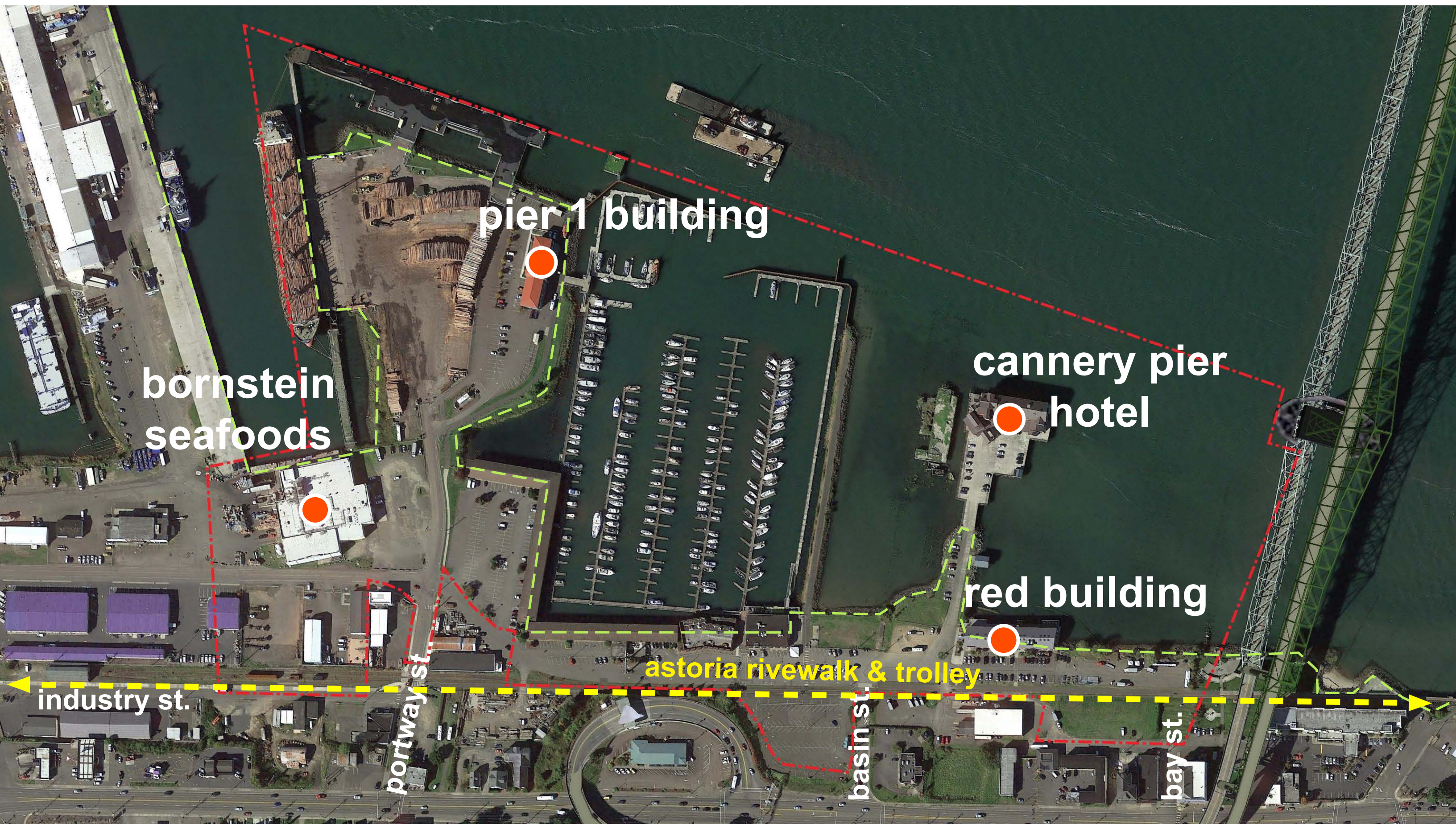
pier 2

west
mooring
basin

bridge

hwy 101 / west marine drive

SITE



bornstein
seafoods

pier 1 building

cannery pier
hotel

red building

astoria rivewalk & trolley

industry st.

portway st.

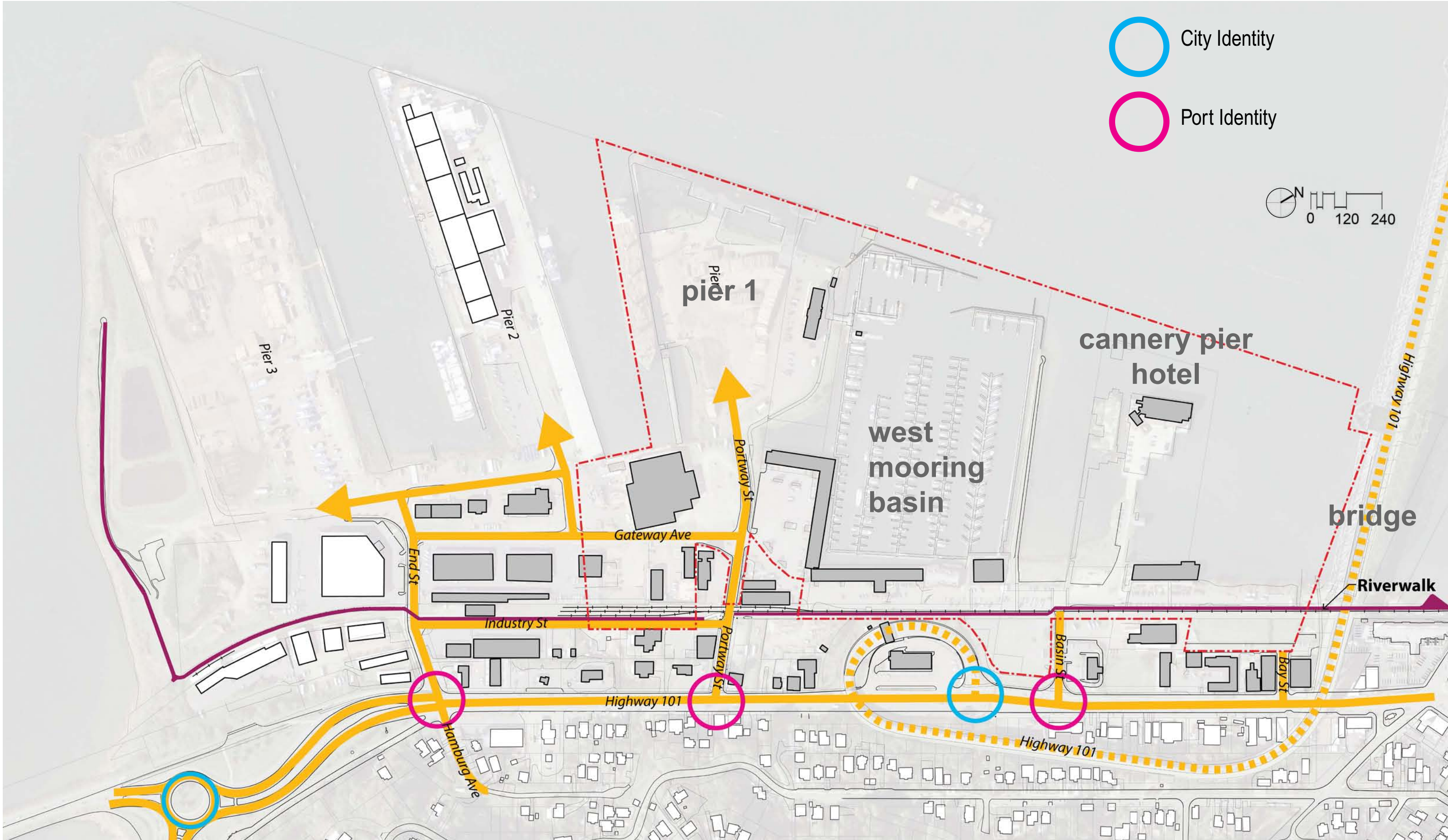
basin st.

bay st.

OPPORTUNITIES



IDENTITY



INSPIRATION



APPROACH

Improve identity and economic viability.

Position Pier 1 for Maritime Industry.

Support West Mooring Basin uses.

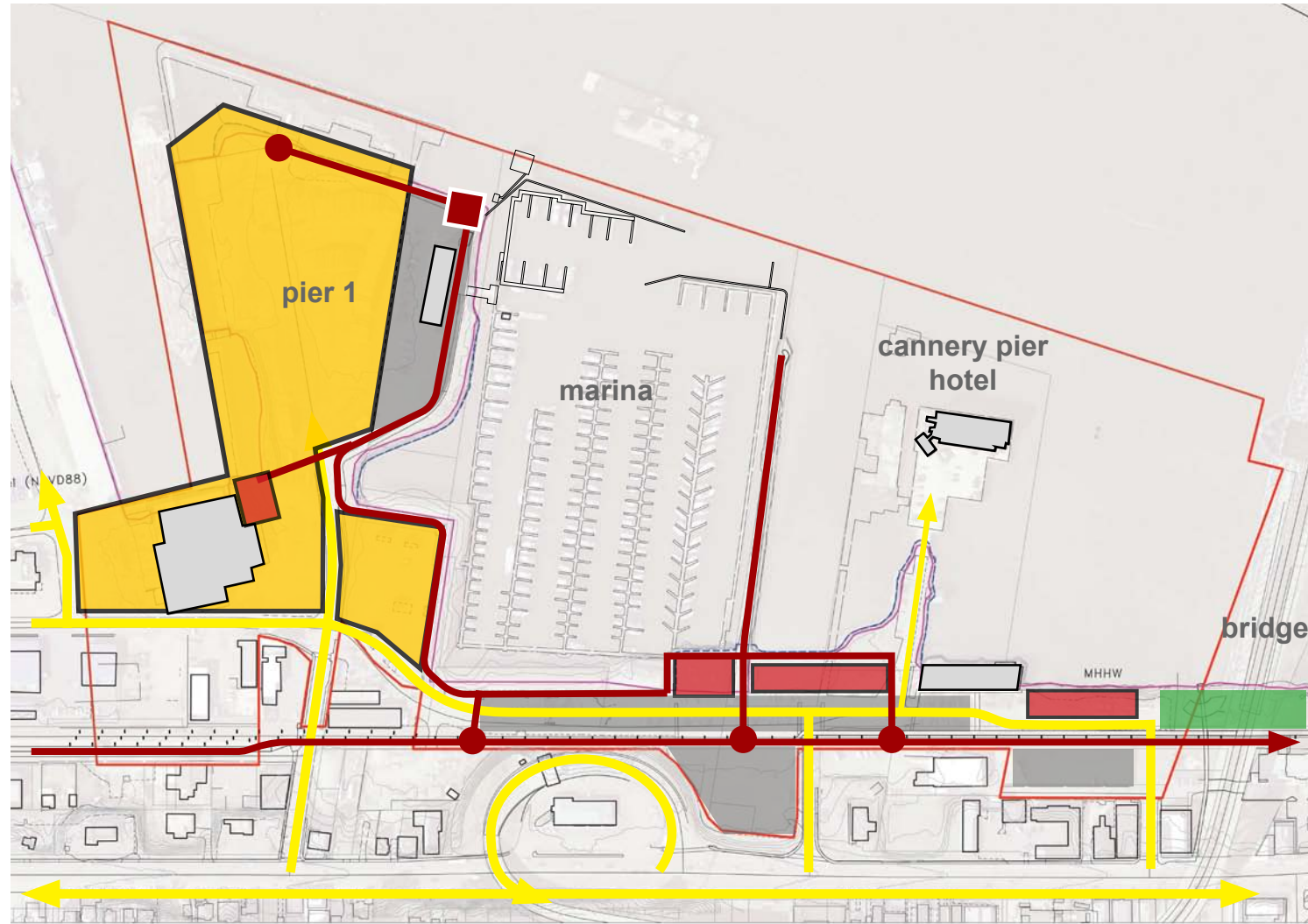
Provide public waterfront destinations.

Connect the site.

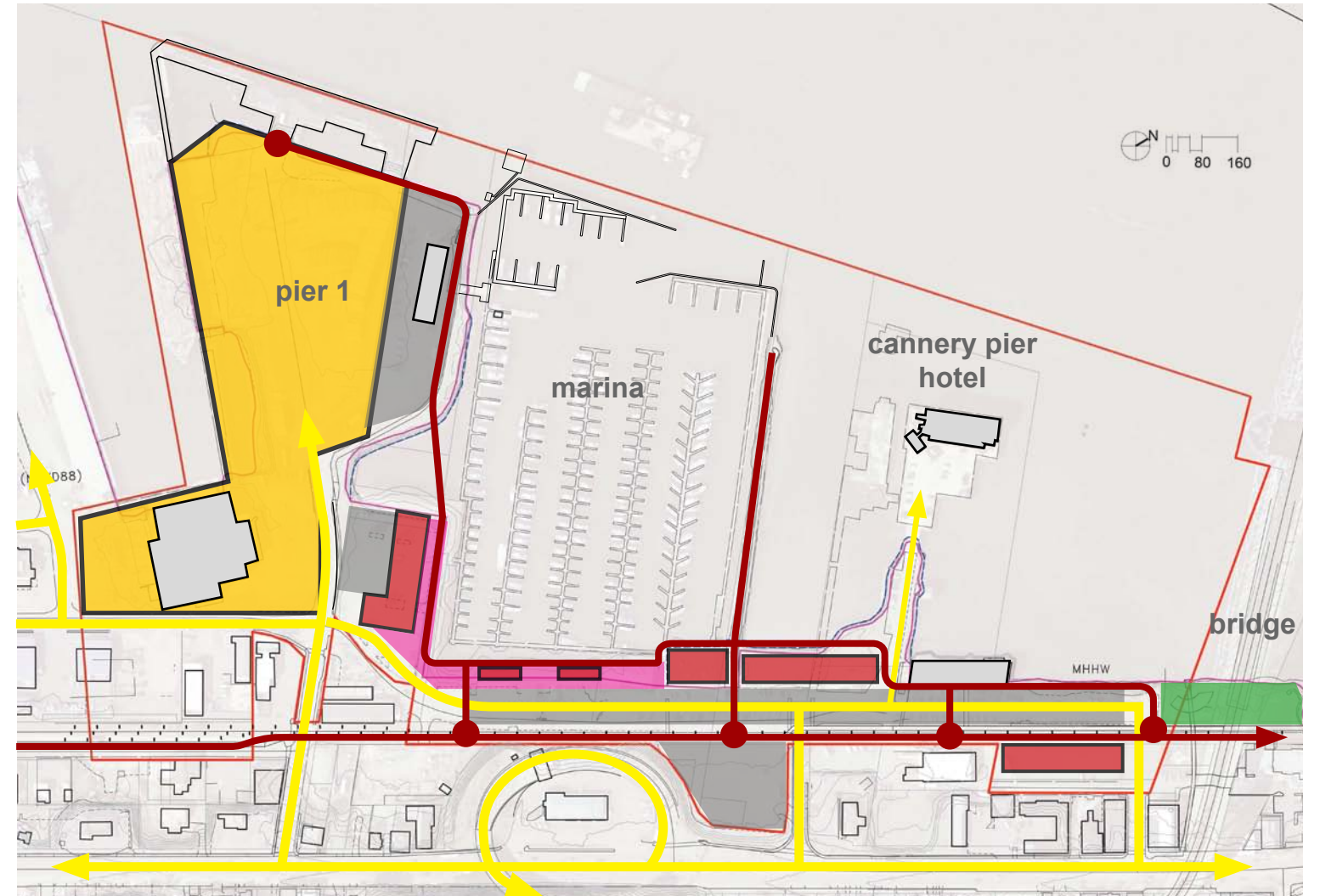
CONCEPT ALTERNATIVES



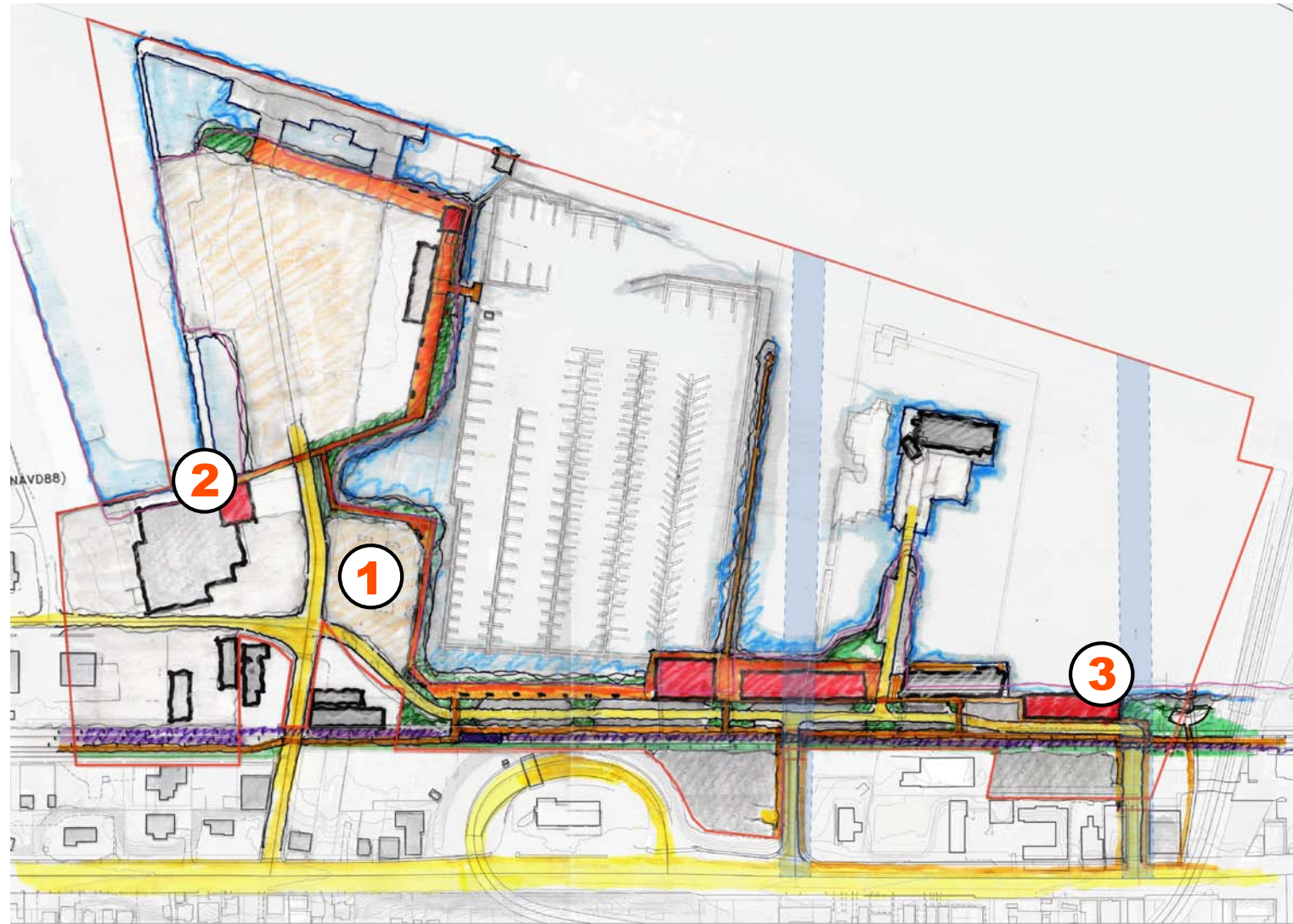
ORANGE SCHEME



BLUE SCHEME

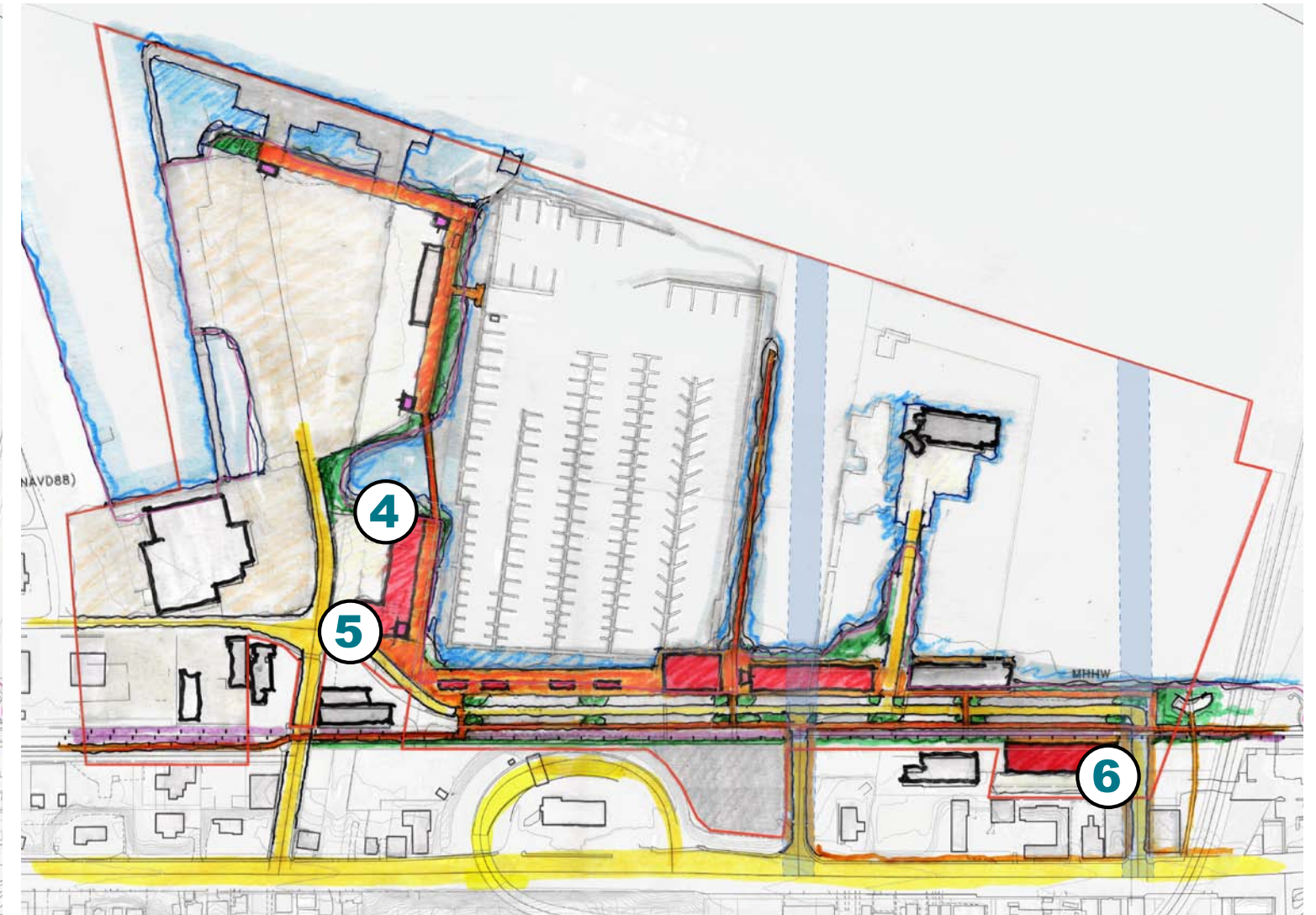


ORANGE SCHEME



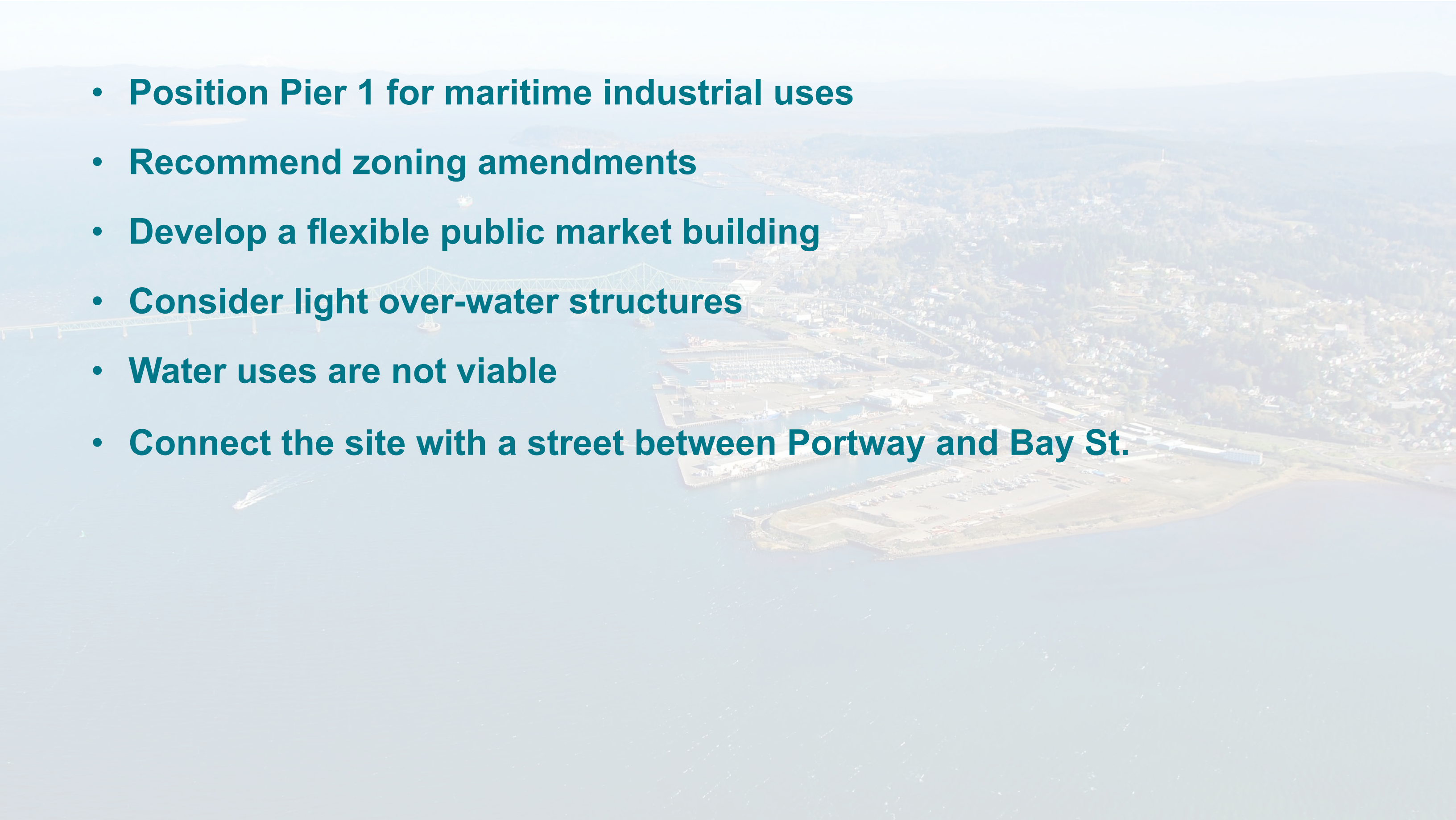
- ① maritime industrial west of West Mooring Basin
- ② fish market at Bornstein Seafood
- ③ new mixed-use building north of Riverwalk Trail

BLUE SCHEME



- ④ new hotel west of West Mooring Basin
- ⑤ public market
- ⑥ new mixed use building south of Riverwalk Trail

PROJECT ADVISORY COMMITTEE INPUT (10/19/2021)

- **Position Pier 1 for maritime industrial uses**
 - **Recommend zoning amendments**
 - **Develop a flexible public market building**
 - **Consider light over-water structures**
 - **Water uses are not viable**
 - **Connect the site with a street between Portway and Bay St.**
- 
- An aerial photograph of a waterfront area, likely a harbor or bay. In the foreground, there's a large body of water with a small boat. The middle ground shows a developed area with various buildings, parking lots, and a large structure that could be a pier or a public market building. A bridge is visible in the background, spanning across the water. The background also shows a residential area with houses and trees on a hillside.


PUBLIC INPUT

Stakeholder Interviews: **20** stakeholders (10 meetings)

Public Forum **120** attendees + **134** views
& **Online Survey:**

Facebook: **5,754** people reached

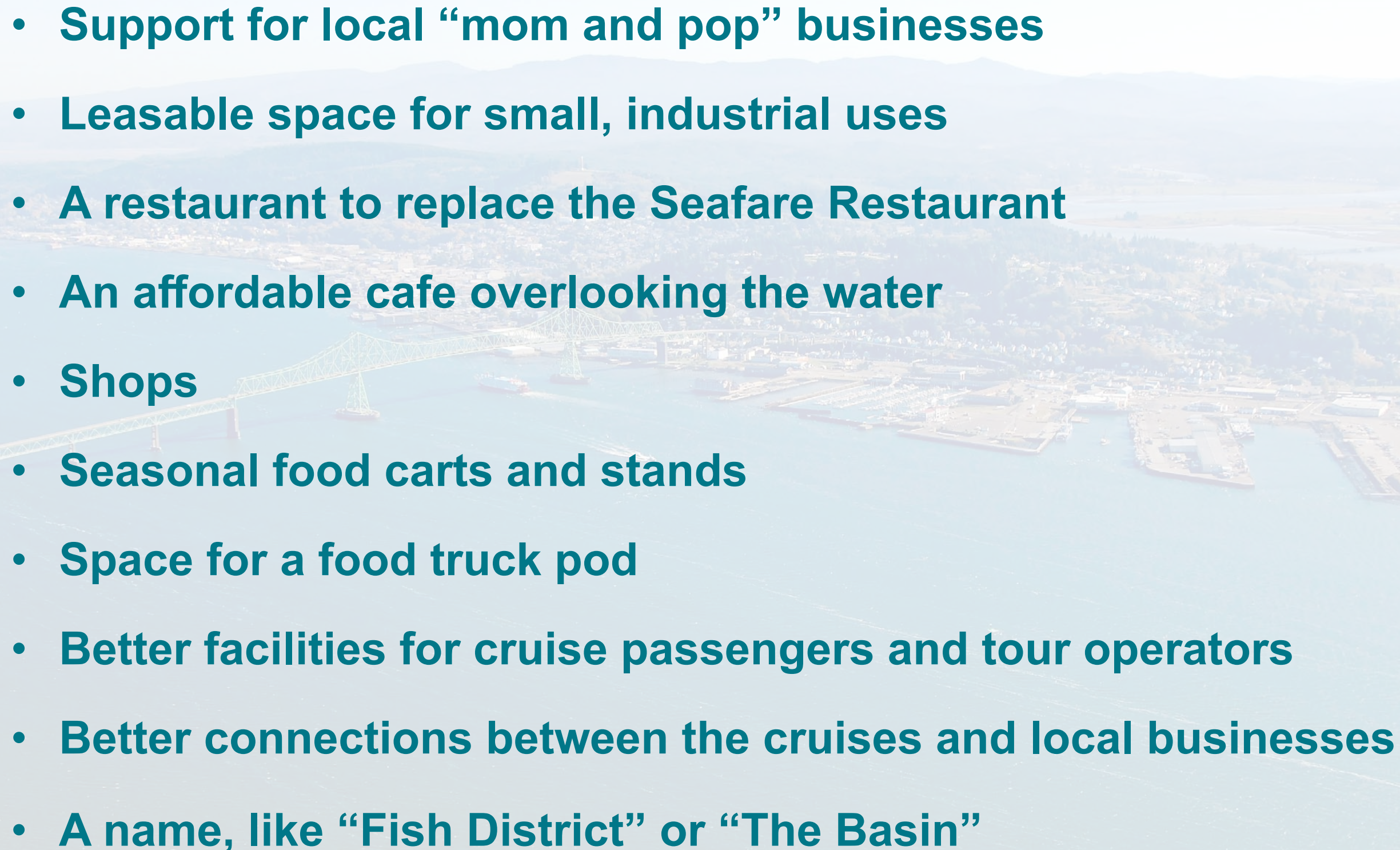
We like...

- **Public Fish Market / Seafood Hall**
 - **Fishing Village**
 - **Preserving industrial uses on Pier 1**
 - **Street connection and better vehicle access**
 - **Pedestrian network and public waterfront access**
 - **Better connection to the Riverwalk Trail**
 - **Pier 1 Overlook Tower & Footbridge**
 - **Open view of the West Mooring Basin**
- 
- An aerial photograph of a waterfront area, likely a harbor or river mouth. In the foreground, a large body of water is visible. A bridge with a yellow and red structure spans across the water. To the right, there are several industrial piers or moorings with various structures and equipment. In the background, there are rolling hills and mountains under a clear sky. The overall scene is a mix of natural beauty and industrial infrastructure.

We also want to see...

- **Improved safety and security**
 - **Good pedestrian lighting**
 - **Wayfinding and interpretive signage throughout**
 - **Riverwalk Trail improvements: maintenance, pavement**
 - **Bike rentals along the Riverwalk Trail**
 - **Celebration of local maritime history**
 - **Improvements to promote the trolley**
 - **Places to sit**
 - **Waterfront park**
- 
- An aerial photograph of a waterfront area, likely in Seattle, Washington. The image shows a large bridge spanning across the water, a marina with many boats, and a residential area with houses and trees. The water is a deep blue, and the sky is a light blue. The overall scene is a mix of urban development and natural beauty.

We also want to see...

- **Support for local “mom and pop” businesses**
 - **Leasable space for small, industrial uses**
 - **A restaurant to replace the Seafare Restaurant**
 - **An affordable cafe overlooking the water**
 - **Shops**
 - **Seasonal food carts and stands**
 - **Space for a food truck pod**
 - **Better facilities for cruise passengers and tour operators**
 - **Better connections between the cruises and local businesses**
 - **A name, like “Fish District” or “The Basin”**
- 
- An aerial photograph of a waterfront area, likely a harbor or bay. In the foreground, a large body of water is visible. A long bridge with a truss structure spans across the water. On the right side, there are several large industrial or commercial buildings with flat roofs. The background shows a hazy landscape with mountains or hills under a clear sky.

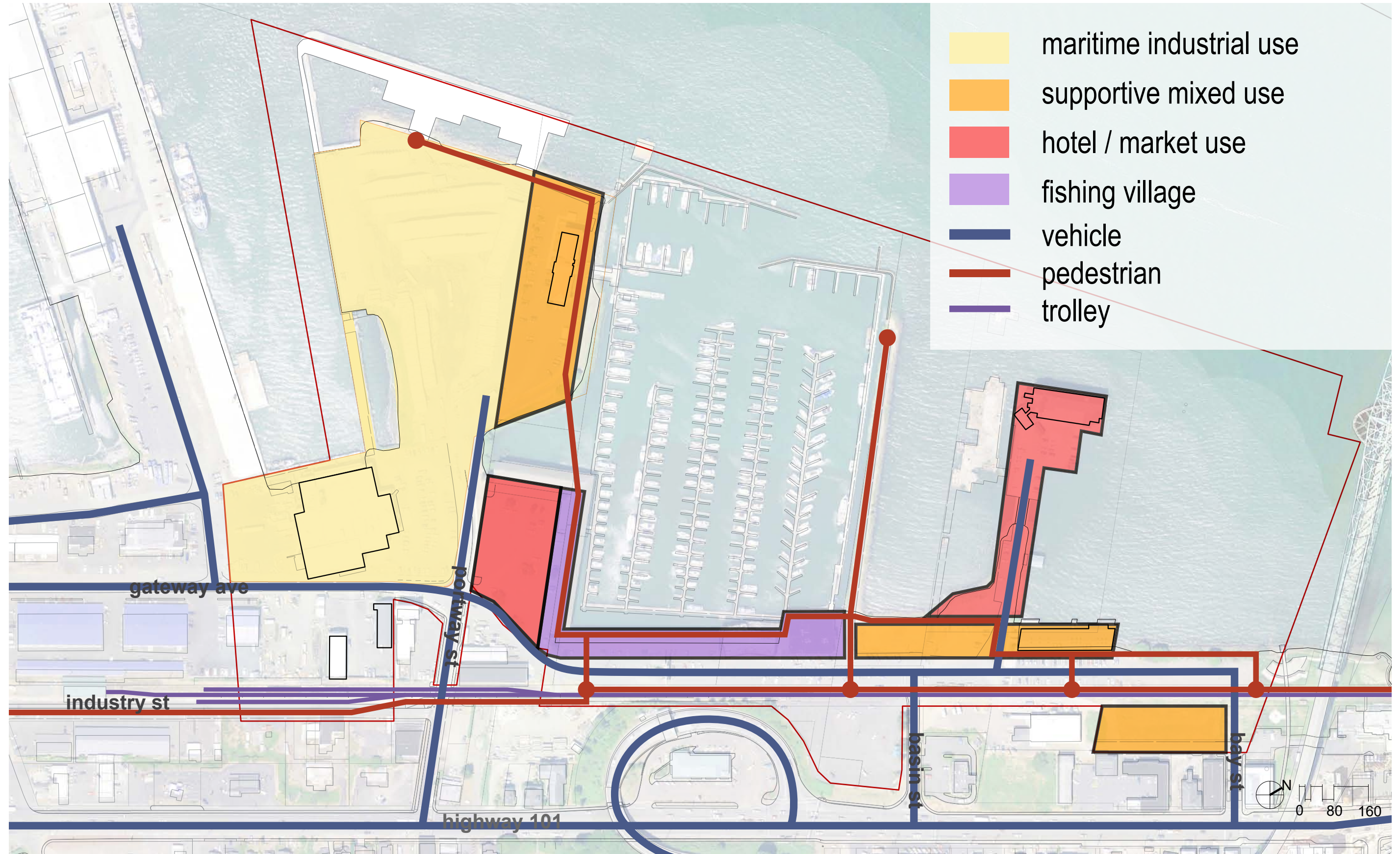
We are concerned about...

- Shortage of workforce housing
- Parking
- Protecting view corridors
- Tourism and its effect on Astoria's economy and quality of life
- Economics: costs, revenue/ return on investment, operations
- Feasibility and timeframe to implement
- Response to public feedback
- Consistency and coordination with other planning initiatives and projects (Uniontown Reborn, Riverwalk, Fort George)

PREFERRED ALTERNATIVE



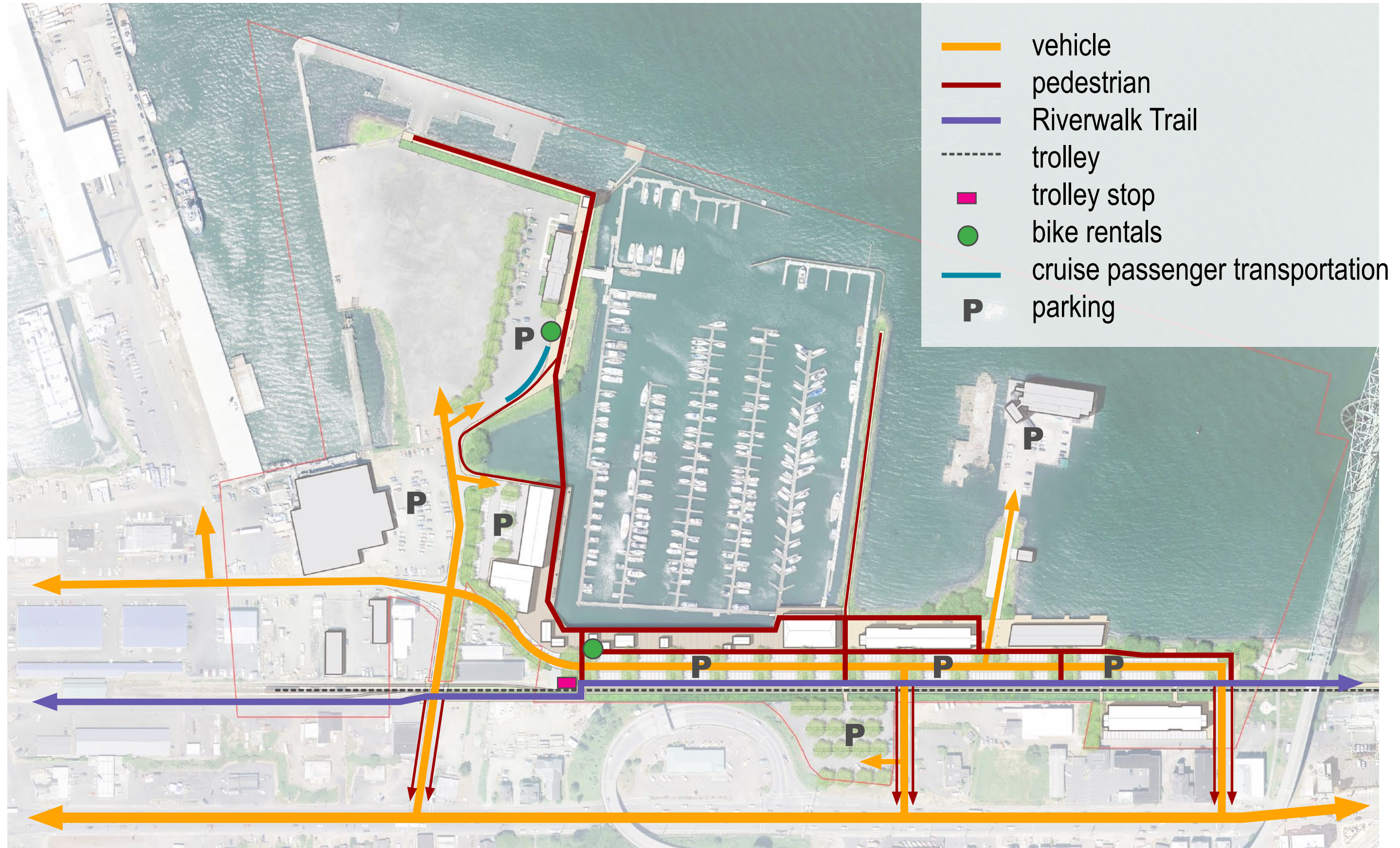
FRAMEWORK PLAN



DEMONSTRATION PLAN



CIRCULATION



DEMONSTRATION PLAN (WEST)

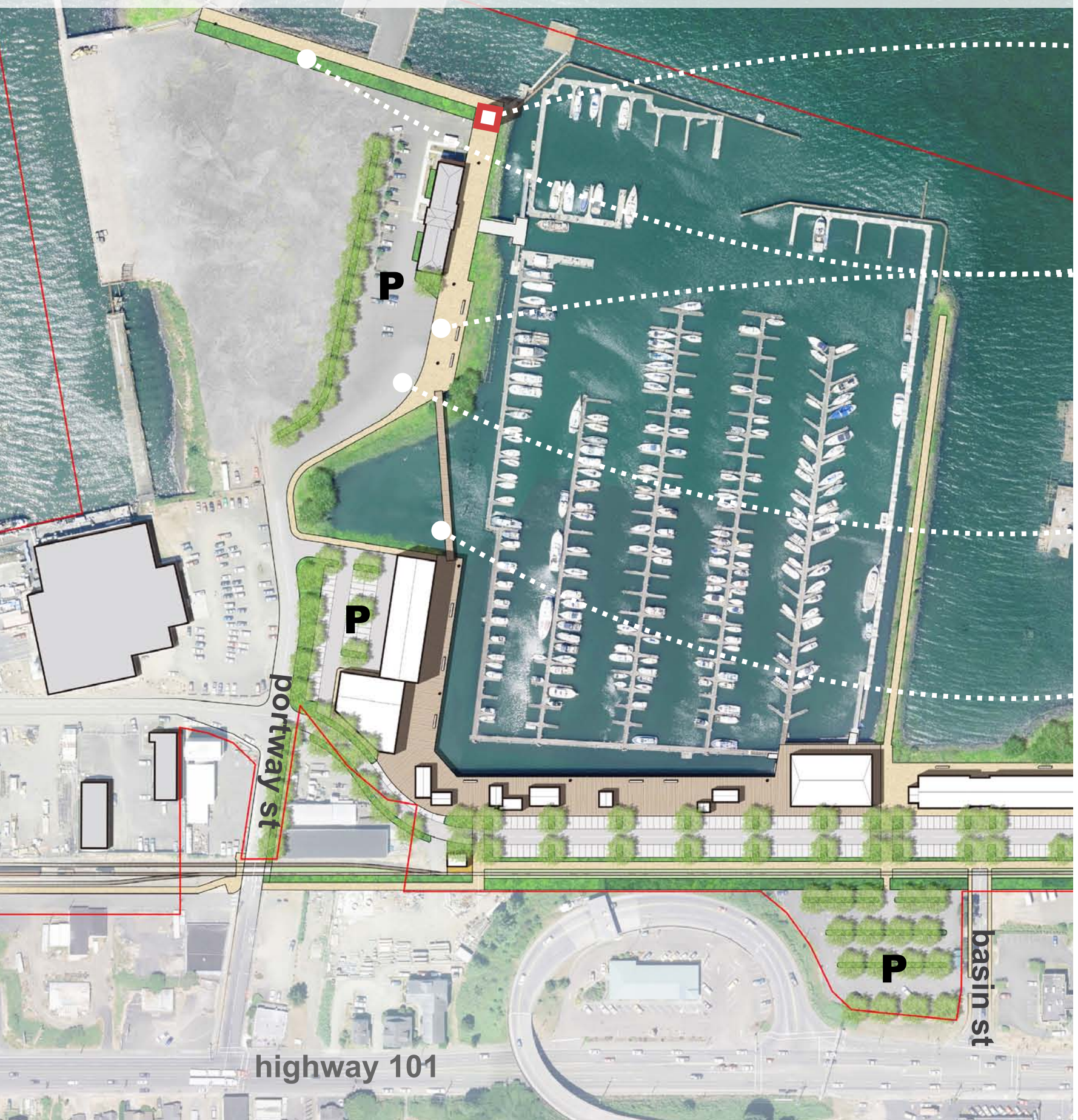


Maritime Industrial

such as:

- manufacturing / assembly
- seafood processing
- industrial incubator space
- shipping

DEMONSTRATION PLAN (WEST)



Port Tower

views of Port industry, river, West Mooring Basin

Pier 1 Walk

lighting, wayfinding and interpretive signage, seating

Cruise Passenger Transportation

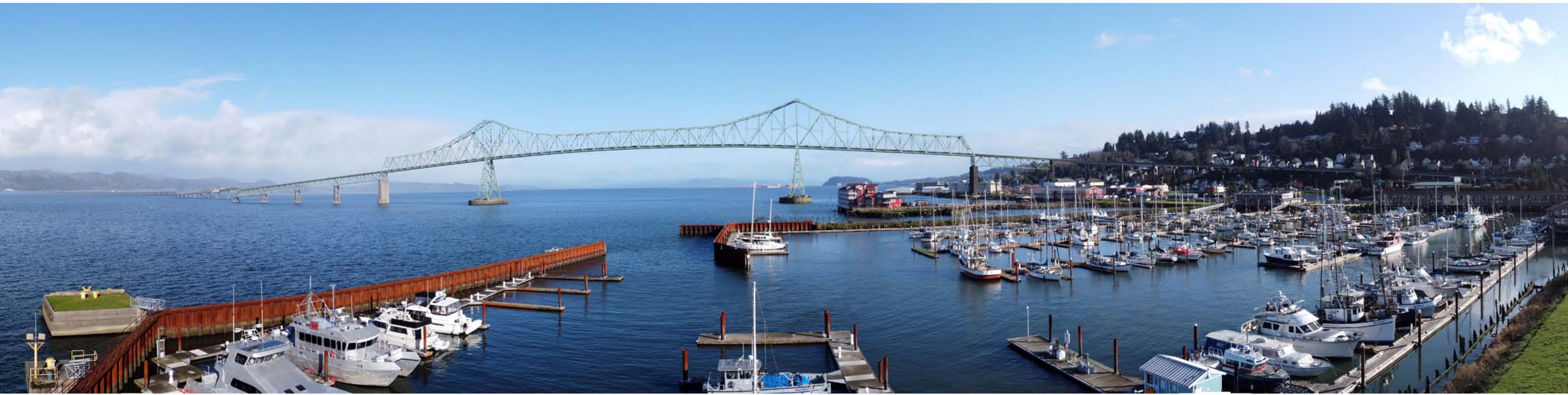
tour buses, taxi / rideshare, bike rental, weather protection

Footbridge

INSPIRATION



PORT TOWER VIEW



DEMONSTRATION PLAN (WEST)



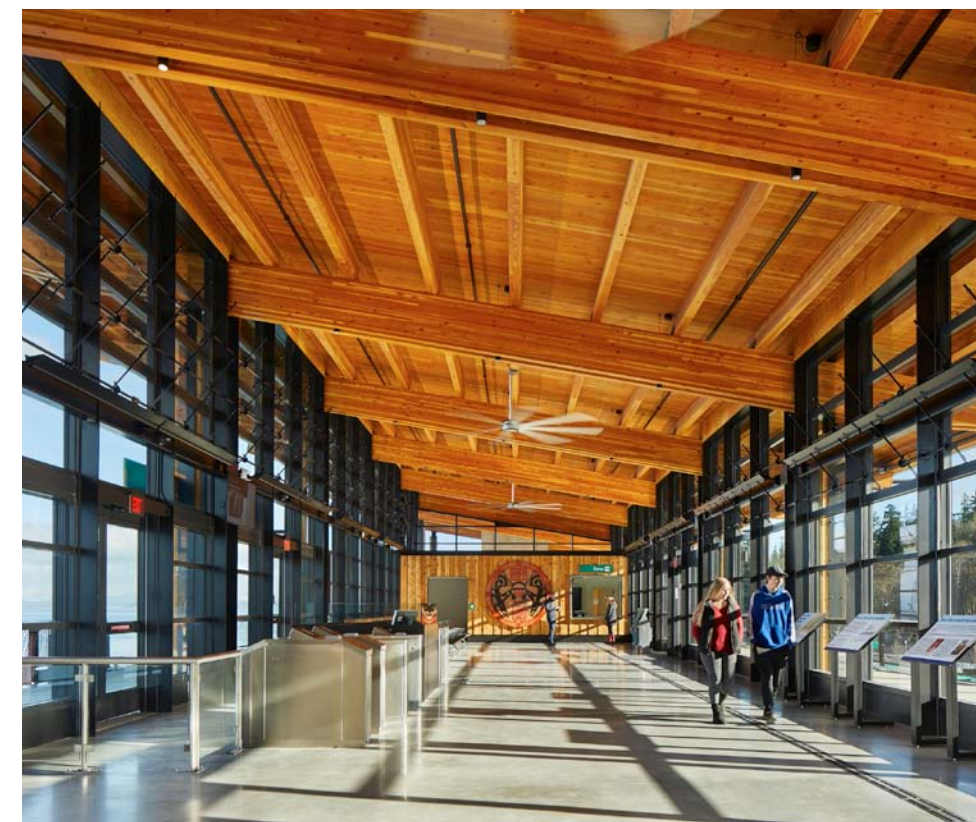
Hotel

60 - 90 rooms, restaurant, guest amenities

Market Hall

- fresh fish market: “fresh off the boat”
- local vendors
- food & drink
- flexible event / meeting space
- covered outdoor market area

INSPIRATION



DEMONSTRATION PLAN (WEST)



West Mooring Basin Boardwalk

lighting, wayfinding & interpretive signage, seating

Fishing Village

small buildings
food & drink
marina support & seasonal retail

Multi-use Support Structure

bait, fish cleaning, ice
coffee & deli

INSPIRATION



FISHING VILLAGE CROSS-SECTION



DEMONSTRATION PLAN (WEST)



Industry Street

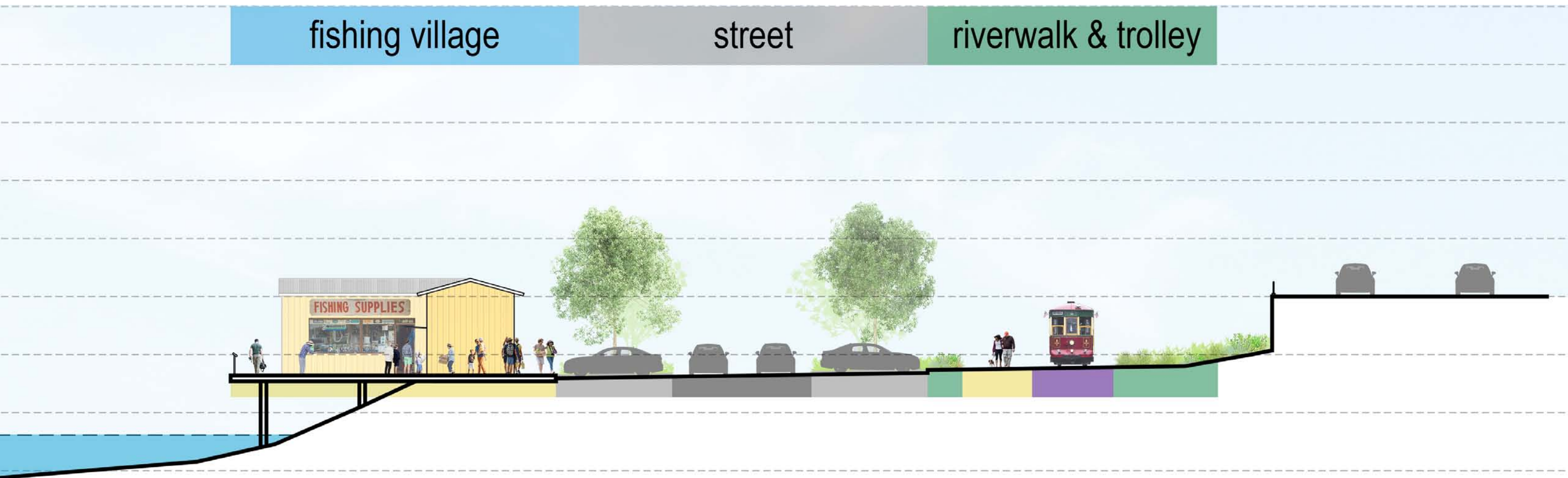
2-way street with perpendicular parking both sides

Improved Riverwalk Trail

consistently on north side of trolley track
lighting, wayfinding & interpretive signage
connections to waterside pedestrian circulation

Relocated Trolley Stop

CROSS-SECTION



DEMONSTRATION PLAN (EAST)



Improved Riverwalk Trail

Industry Street

Bay Street Connection

extend Bay Street to connect to Industry Street

DEMONSTRATION PLAN (EAST)



Supportive Mixed-Use Buildings

- light manufacturing
- business incubator space
- maritime office
- food & drink
- small retail

DEMONSTRATION PLAN



IMPLEMENTATION STRATEGY



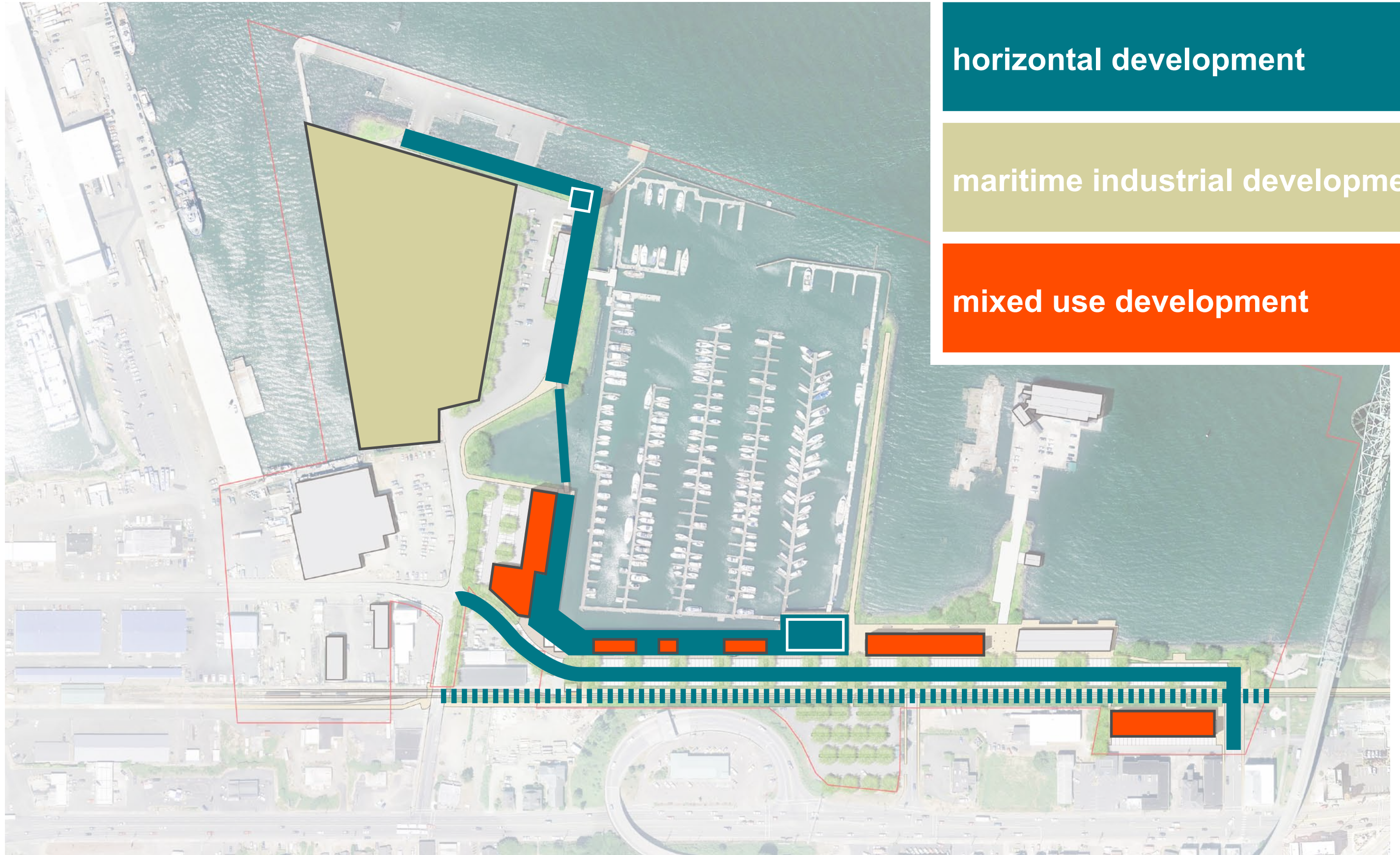
TRACKS

**horizontal
development**

maritime industrial development

mixed use development

PLAN ELEMENTS



horizontal development

maritime industrial development

mixed use development

horizontal development + public amenities

streets & infrastructure
west mooring basin boardwalk

pier 1 walk
overlook tower
footbridge
chinook pier pavilion
riverwalk trail improvements

1. Define & Engage

2. Fundraise & Plan

3. Build

maritime industrial development

pier 1 development

build to suit industrial and manufacturing facilities

1. Define & Engage

2. Fundraise & Plan

3. Build

mixed use development

hotel
market hall
fishing village
mixed-use buildings

1. Define & Engage

2. Fundraise & Plan

3. Build

POTENTIAL FUNDING SOURCES

horizontal development & public amenities

Local Sources:

- Tax Increment Financing (Urban Renewal)
- Capital Improvement Program

State Sources

- Oregon Recreational Trails
- ODOT: Community Paths program, Multimodal Active Transportation, All Roads
- ODFW: Oregon Conservation and Land and Water Conservation
- Travel Oregon
- Oregon Lottery

Federal Sources:

- Economic Development Administration
- 2021 Federal Infrastructure Bill

maritime industrial development

Local Sources:

- Tax Increment Financing (Urban Renewal)
- Capital Improvement Program
- Enterprise Zone Funds

State Sources

- Oregon Lottery
- Regional Infrastructure Fund

Federal Sources:

- Economic Development Administration
- 2021 Federal Infrastructure Bill
- New Market Tax Credits

Private Capital:

- Developers and Investors

mixed use development

Local Sources:

- Tax Increment Financing (Urban Renewal)
- Capital Improvement Program
- Enterprise Zone Funds

State Sources

- Oregon Lottery
- Regional Infrastructure Fund

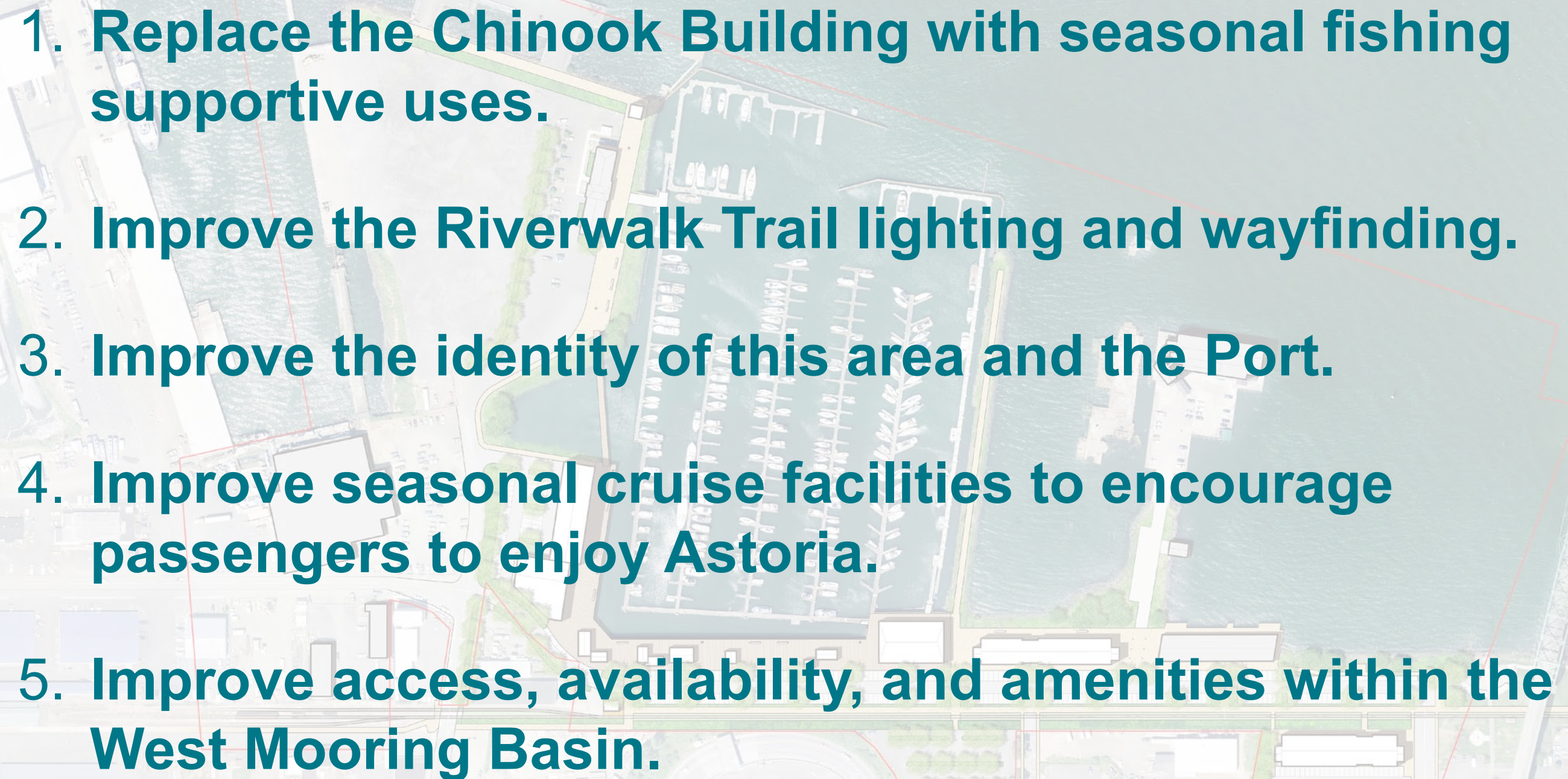
Federal Sources:

- Economic Development Administration
- 2021 Federal Infrastructure Bill
- New Market Tax Credits

Private Capital:

- Developers and Investors

EARLY WINS

- 
- 1. Replace the Chinook Building with seasonal fishing supportive uses.**
 - 2. Improve the Riverwalk Trail lighting and wayfinding.**
 - 3. Improve the identity of this area and the Port.**
 - 4. Improve seasonal cruise facilities to encourage passengers to enjoy Astoria.**
 - 5. Improve access, availability, and amenities within the West Mooring Basin.**

LET'S DISCUSS



gateway ave

industry st

portway st

highway 101

basin st

bay st



ZOOM MEETING PARTICIPATION

Please use the Raise Hand function on your device.

To do this, click on the icon labeled “Reactions” at the bottom center of your PC or Mac screen. Click the button labeled ‘**Raise Hand.**’

From the mobile Zoom app on your mobile device, Click the ‘**.../more**’ button at the bottom of the screen and select the ‘**Raise Hand**’ option.

If you are calling from a phone, dial ***9 (star-9)** on your phone’s dial pad.

When called on, please **state your name and address** for the record.



gateway ave

industry st

portway st

highway 101

basin st

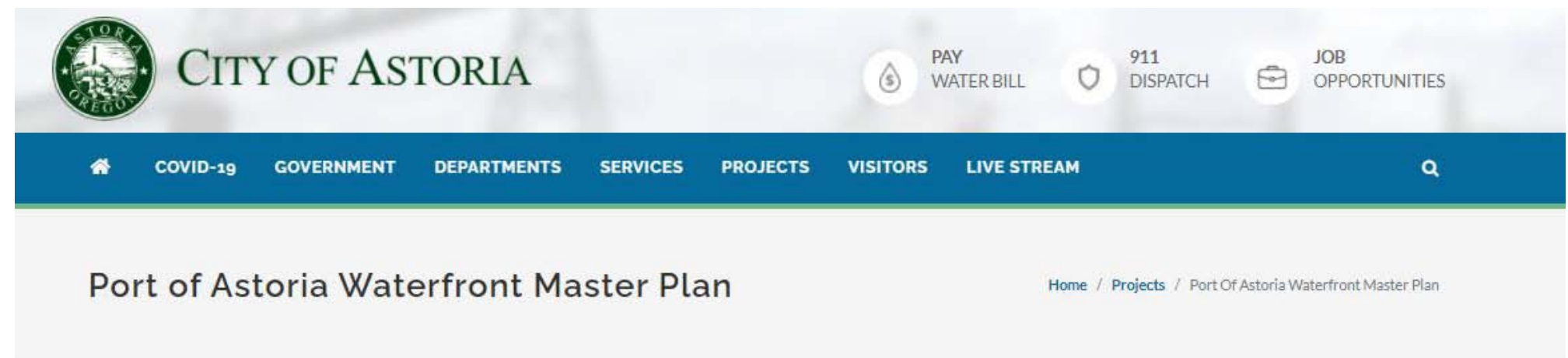
bay st



PROJECT WEBSITE

https://www.astoria.or.us/Astoria_Waterfront_Master_Plan.aspx

Provide your feedback through Tuesday, December 28.



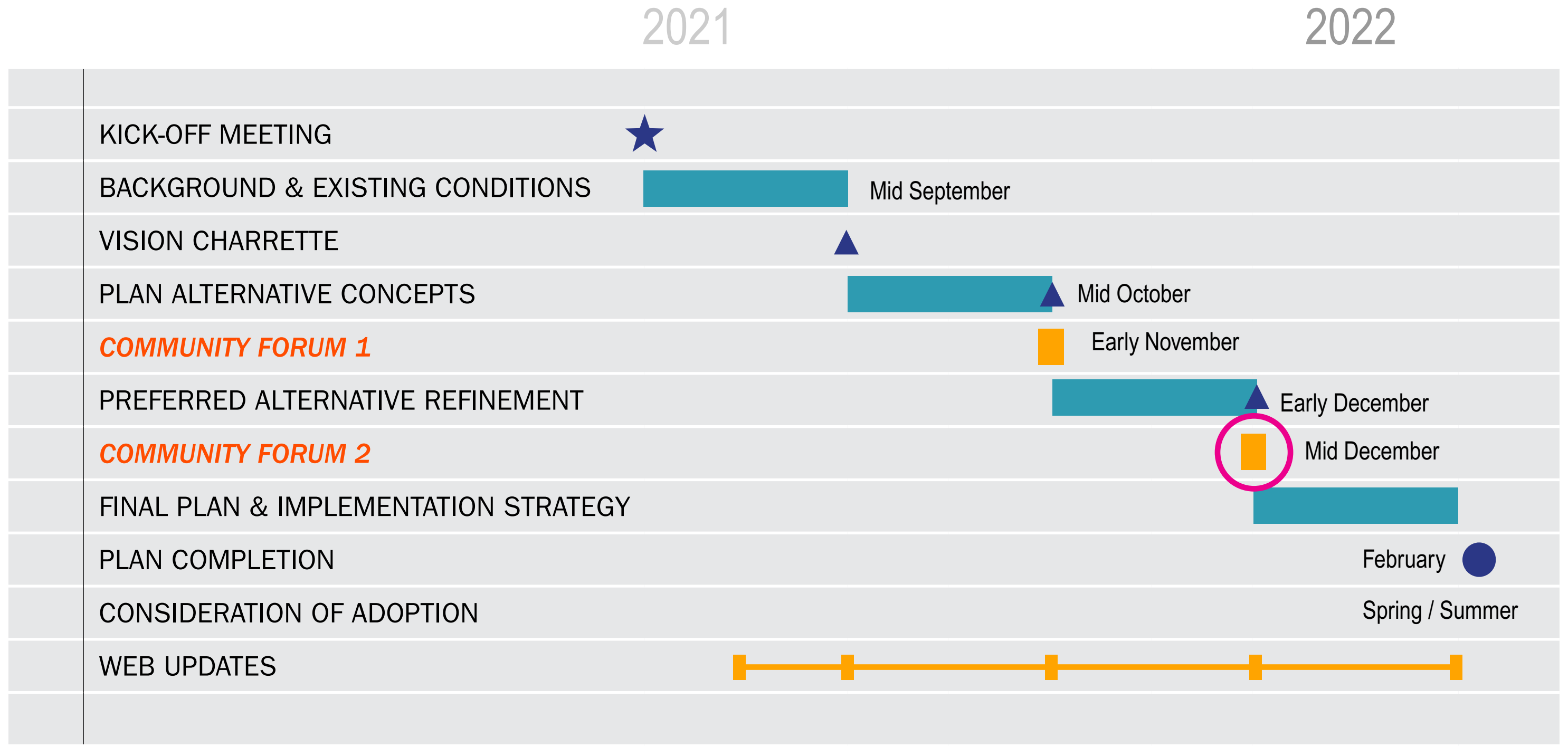
The screenshot shows the top portion of the City of Astoria website. On the left is the City of Astoria logo, a circular seal with a ship and the text 'ASTORIA OREGON'. To its right is the text 'CITY OF ASTORIA'. Further right are three utility icons: a water drop with a dollar sign for 'PAY WATER BILL', a shield with '911 DISPATCH', and a briefcase for 'JOB OPPORTUNITIES'. Below this is a dark blue navigation bar with white text for 'COVID-19', 'GOVERNMENT', 'DEPARTMENTS', 'SERVICES', 'PROJECTS', 'VISITORS', and 'LIVE STREAM', along with a search icon. Below the navigation bar is a light gray banner with the title 'Port of Astoria Waterfront Master Plan' on the left and a breadcrumb trail 'Home / Projects / Port Of Astoria Waterfront Master Plan' on the right.

-  [PAY WATER BILL](#)
-  [CURRENT PROJECTS](#)
-  [SIGN UP FOR ALERTS](#)



The Port of Astoria and City of Astoria are partnering to establish a Waterfront Master Plan that creates a vision and implementation strategy for the Port's industrial waterfront. With recent changes in industry and trade, this site is now poised to re-invent itself, to be a place of employment and commerce, a place that embodies the city's character and a location for all Astorians.

PROCESS



▲ Project Advisory Committee Reviews

THANK YOU!

