

An aerial photograph of the Port of Astoria waterfront. A large green cantilever bridge spans across the water. In the foreground, there is a residential area with houses and trees, a road with a roundabout, and a marina with many boats. The background shows a large body of water and distant mountains under a clear sky.

# PORT OF ASTORIA WATERFRONT MASTER PLAN

Project Advisory Committee MEETING 1  
September 15, 2021

WALKER | MACY

## AGENDA

Welcome  
This Project  
Current Findings  
Discussion



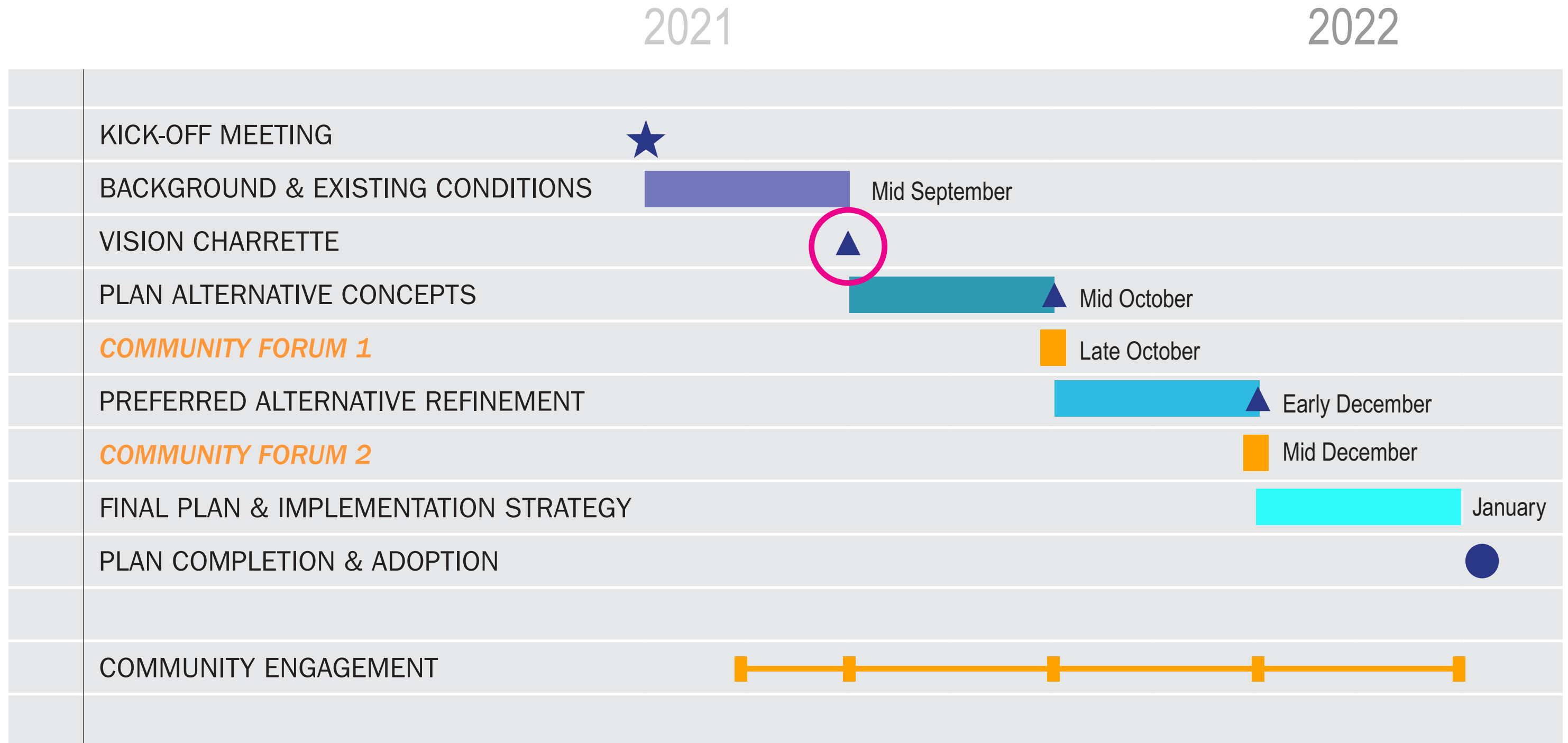
# PROJECT

# STUDY AREA



- 1 Bornstein Seafoods
- 2 10 Pier 1 Building/ Yacht Club
- 3 Astoria Riverwalk Inn
- 4 Chinook Building
- 5 Cannery Pier Hotel
- 6 The Red Building
- 7 Ocean Beauty Seafoods

# PROCESS



▲ Project Advisory Committee Reviews

# MASTER PLAN ELEMENTS

**Land Use**

**Development Opportunities**

**Multi-modal Connections**

**Parking**

**Public Access & Open Space**

**Cruise Operations**

**Marina**

**Existing Buildings**



# PRODUCTS

## Master Plan

Long-term Vision

Framework Plan

Demonstration Plans (scenarios)

## Implementation Strategy

Phasing and prioritization

Roles and partnerships

Economic strategies and potential funding

Recommendations for zoning & policy amendments

ROM cost estimate

Early wins

# PROJECT GOALS

- 1. Promote mixed use development and encourage 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 and the City.**
- 4. Support living wage jobs.**

# CURRENT FINDINGS





# BACKGROUND & EXISTING CONDITIONS

The background image shows a harbor scene. In the center, a large red cargo ship with the name 'LAURITZEN' is docked. To the right, a tall, dark metal crane structure is visible. In the foreground, several smaller white and blue boats are docked at a pier. The water is calm, and the sky is clear. The overall scene is a busy port area.

**Code and Policy Framework**

**Infrastructure**

**Buildings**

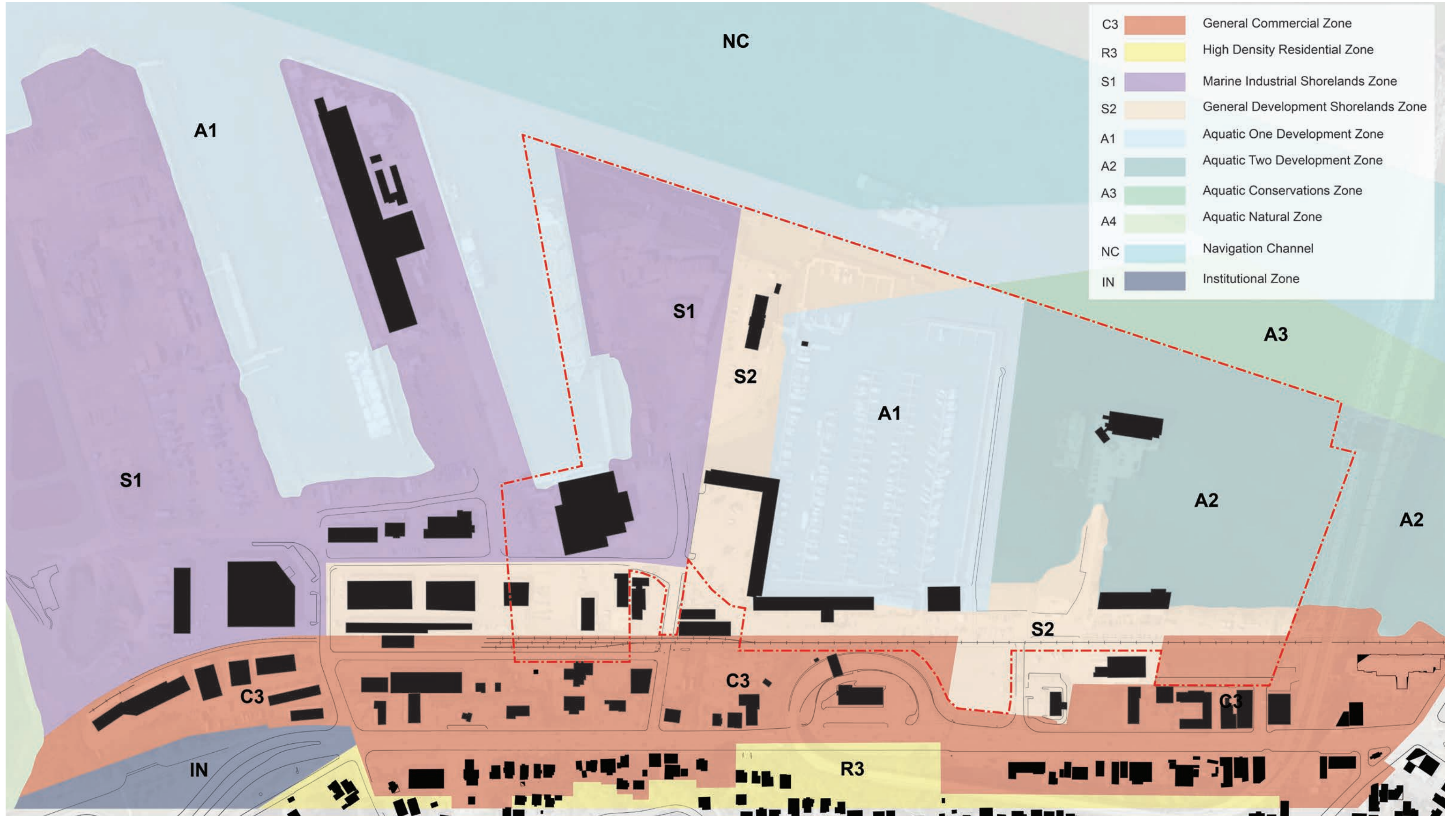
**Transportation & Parking**

**Site Characteristics**

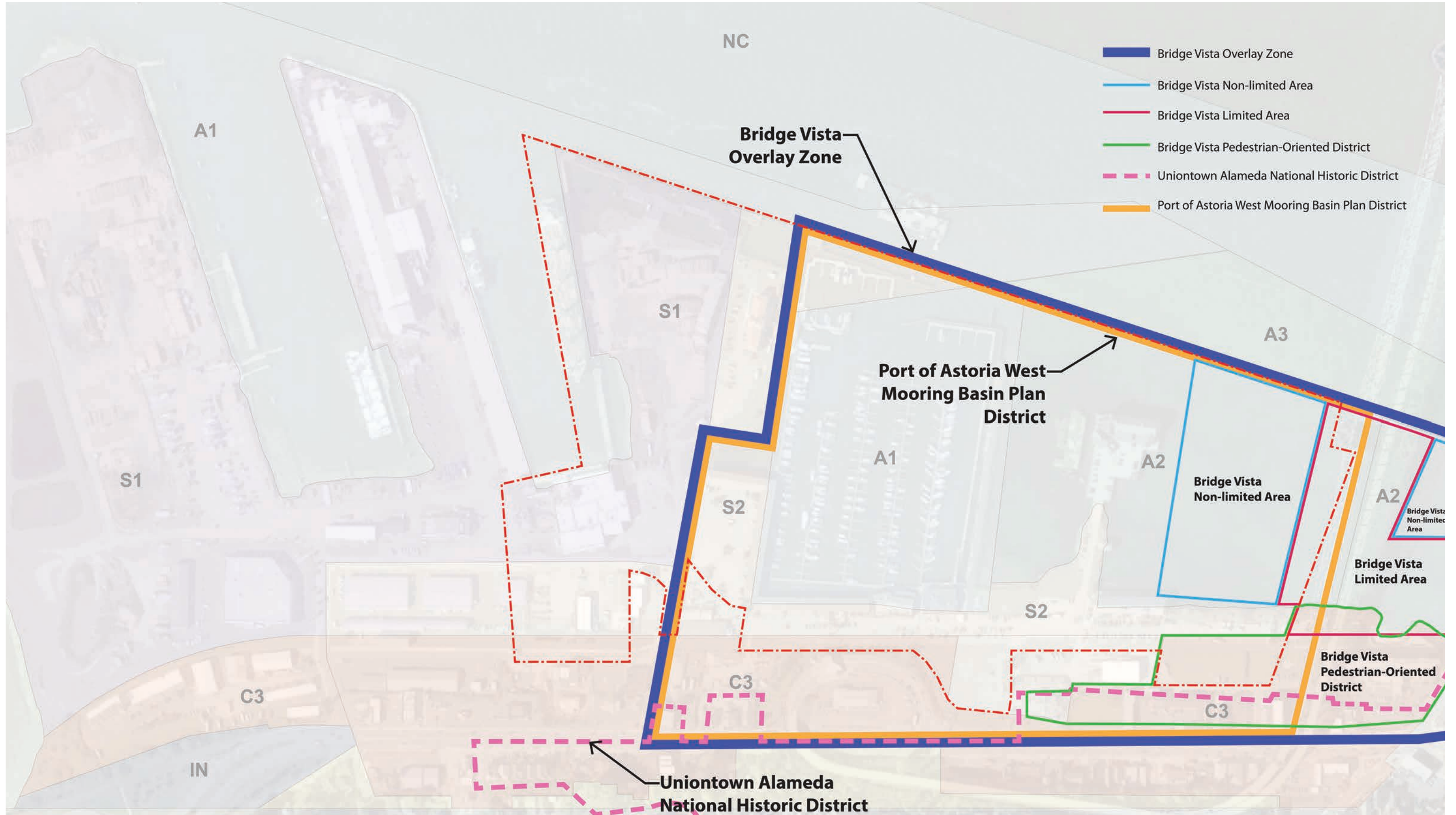
**Stakeholder Interviews**

**Economic Trends**

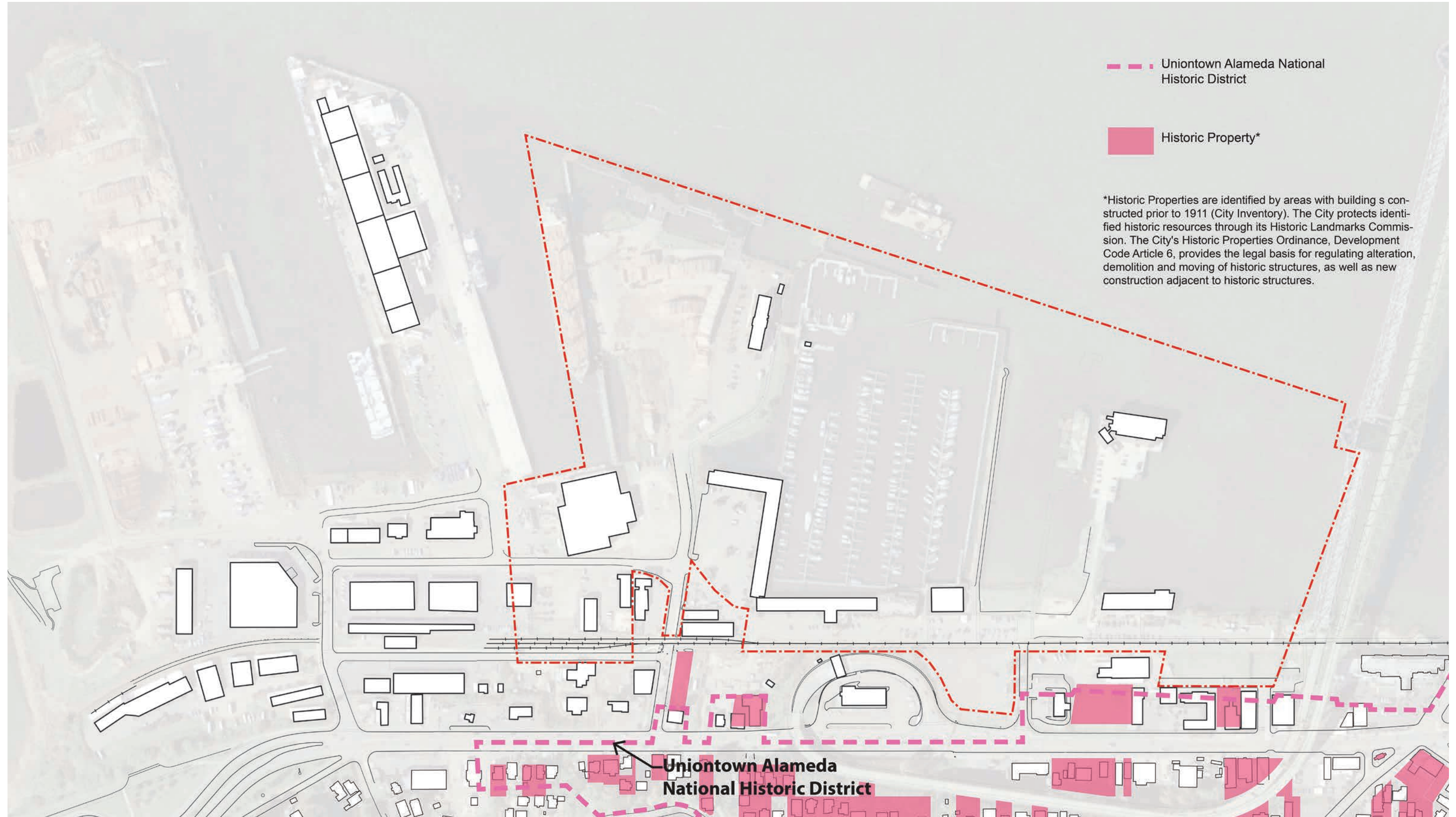
# ZONING



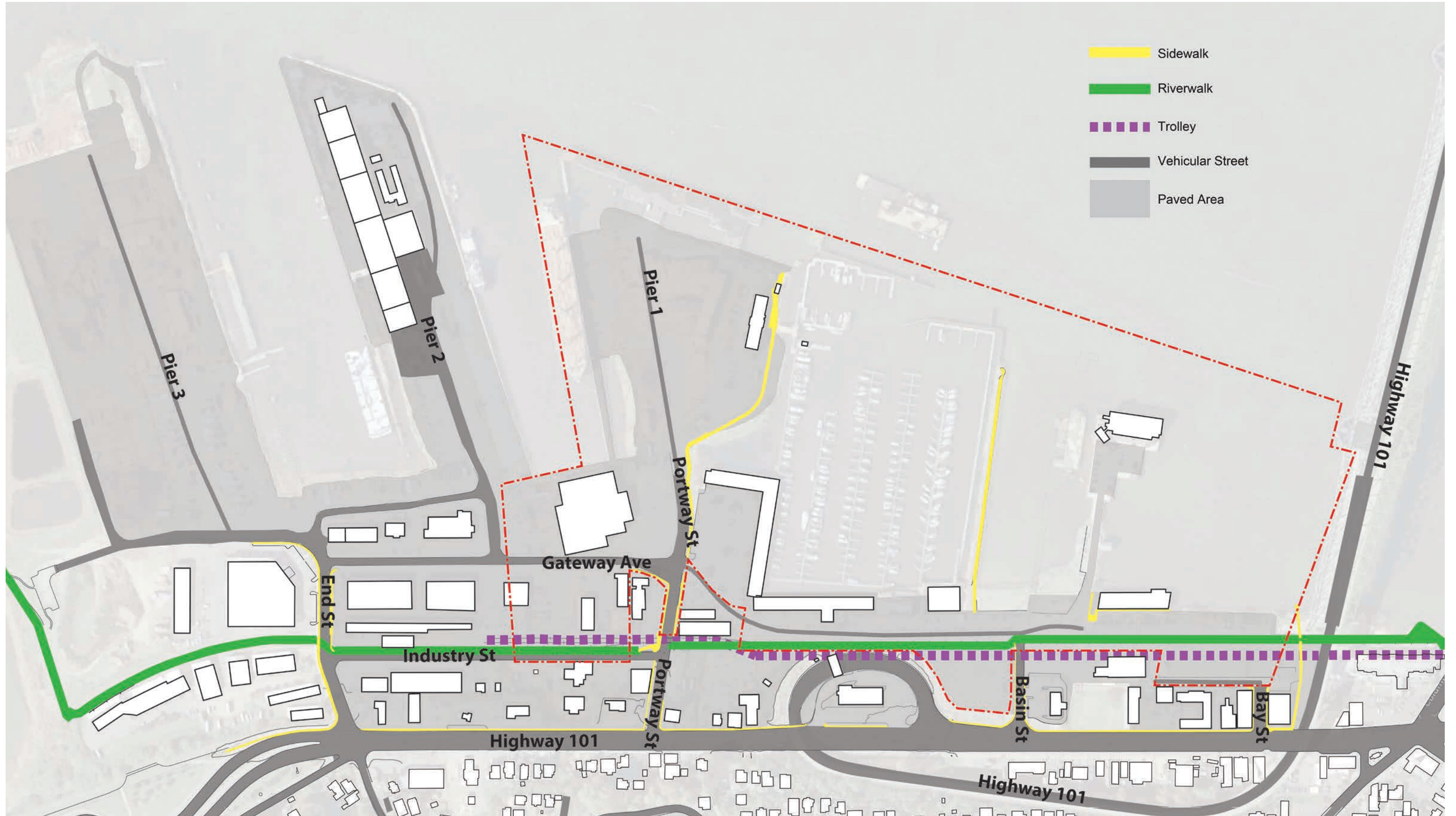
# OVERLAYS



# HISTORIC PROPERTIES



# CIRCULATION



# STAKEHOLDER INTERVIEWS

➔ **Cruise Industry** Bruce Conner, Port

➔ **Uniontown** Diana Kirk, Workers Tavern; Nancy Montgomery; Columbia River Coffee Roaster; Karen VanCleave, Finnish Brotherhood; Alan Evans, Helping Hands

**De Yang Seafoods** Chih Wang

**Rivewalk Inn** Ganesh Sonpatki

➔ **CEDR** Kevin Leahy **ColPac** Ayreann Colombo

➔ **Craft3 CDFI** Walt Postlewait

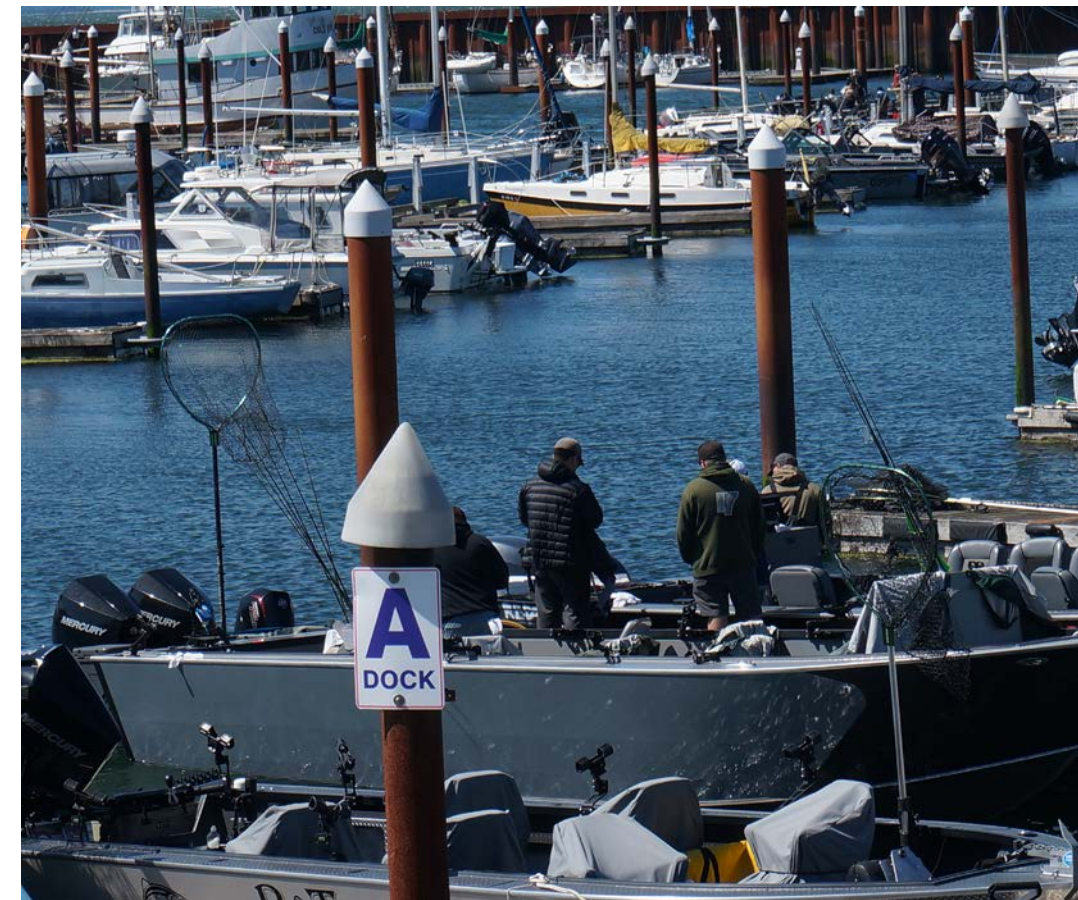
➔ **Consejo Hispano** Jenny Pool Radway

➔ **Parks Board** Norma Hernandez **Trolley Association** Frank Kemp

**Regional Solutions Team** Sen. Betsy Johnson, Rep. Suzanne Weber and others

**South County** Warrenton Mayor Henry Balensifer III

# KEY THEMES



# ECONOMIC CONDITIONS







An aerial photograph of a coastal town and harbor. A large green truss bridge spans across the water in the foreground. The town is built on a peninsula, with residential areas and industrial zones. The water is a deep blue, and the sky is clear. In the background, there are rolling hills and mountains under a bright blue sky. The text "What story should this site tell?" is overlaid in white, centered across the middle of the image.

What story should this site tell?



# Vision, Challenges, Goals

# PORT & CITY PERSPECTIVES

## Vision

Jobs

Inviting destination with sense of arrival

Energy from people: locals and visitors

Lasting partnership between Port and City

Long-term focus, but adaptable

Clear steps

## Challenges

Funding to implement

Deferred maintenance of infrastructure

Permitting and regulatory challenges

Operational and financial sustainability

Public perception and expectations

Equity in voices

# PROJECT GOALS

- 1. Promote mixed use development and encourage 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 and the City.**
- 4. Support living wage jobs.**



Columbia River

Study Site Limit

Da Yang Seafood

PIER 2

Portway St

2

West Mooring Basin

- 1 Bornstein Seafoods
- 2 10 Pier 1 Building/ Yacht Club
- 3 Astoria Riverwalk Inn
- 4 Chinook Building
- 5 Cannery Pier Hotel
- 6 The Red Building
- 7 Ocean Beauty Seafoods

Study Site Limit

Port of Astoria Administrative Office

1

Columbia River

Gateway Ave

Retail:  
Columbia Pacific Marine Works  
Astoria Granite Work  
Automotive Service

5

Megler Bridge

ing Supply Store

Astoria Riverwalk  
Industry St

Astoria Riverwalk

Astoria Riverwalk

6

Portway St

Oregon Coast Hwy

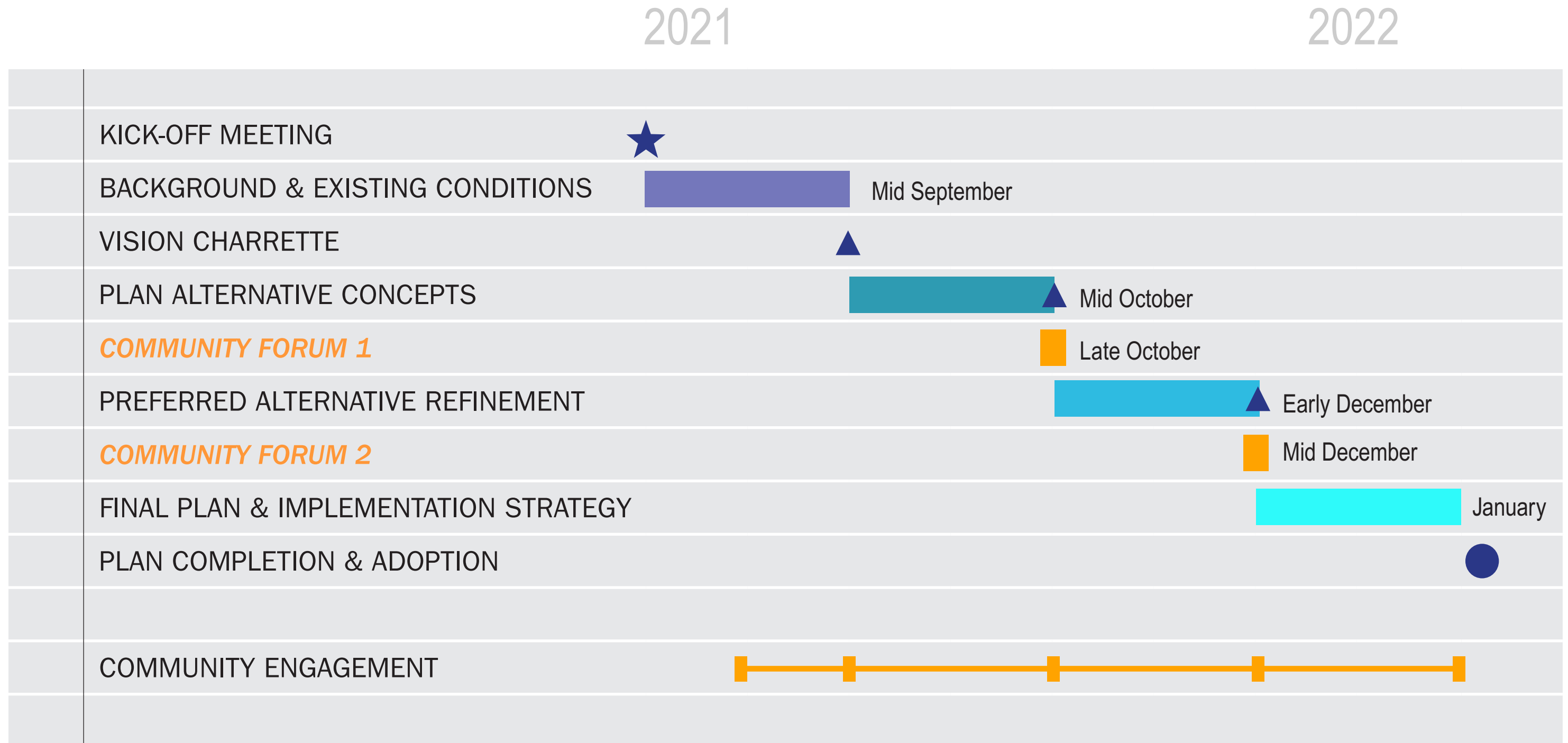
Basin St

Bay St

Oregon Coast Hwy

7

# NEXT STEPS



▲ Project Advisory Committee Reviews

**THANK YOU!**