

# PORT OF ASTORIA WATERFRONT MASTER PLAN

PUBLIC FORUM #1  
November 3, 2021

WALKER | MACY

## AGENDA

- Welcome
- Project Overview
- Goals & Core Values
- Existing Conditions
- Concepts
- Discussion

# VIRTUAL MEETING PARTICIPATION

**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 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. Your phone will then be un-muted by the host and you will be called upon based on your phone number used to dial-in.*

# VIRTUAL MEETING PARTICIPATION

## “RAISE YOUR HAND”

Please use the **Raise Hand** function on your device. To do this, click on the icon labeled “**Participants**” at the bottom center of your PC or Mac screen. At the bottom of the window on the right side of the screen, click the button labeled ‘**Raise Hand.**’

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

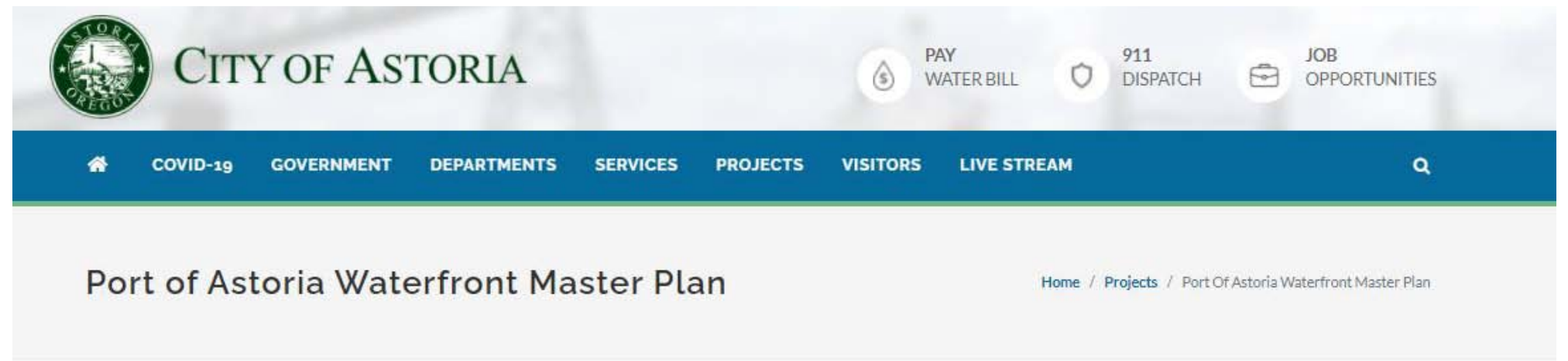
If you are calling from a phone dial \*9 (star-9) on your phone’s dial pad

**When it is your turn, please STATE YOUR NAME AND ADDRESS for the record.**

# PROJECT WEBSITE

[https://www.astoria.or.us/Astoria\\_Waterfront\\_Master\\_Plan.aspx](https://www.astoria.or.us/Astoria_Waterfront_Master_Plan.aspx)

Provide your feedback through Wednesday, November 10.



-  **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.



# 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

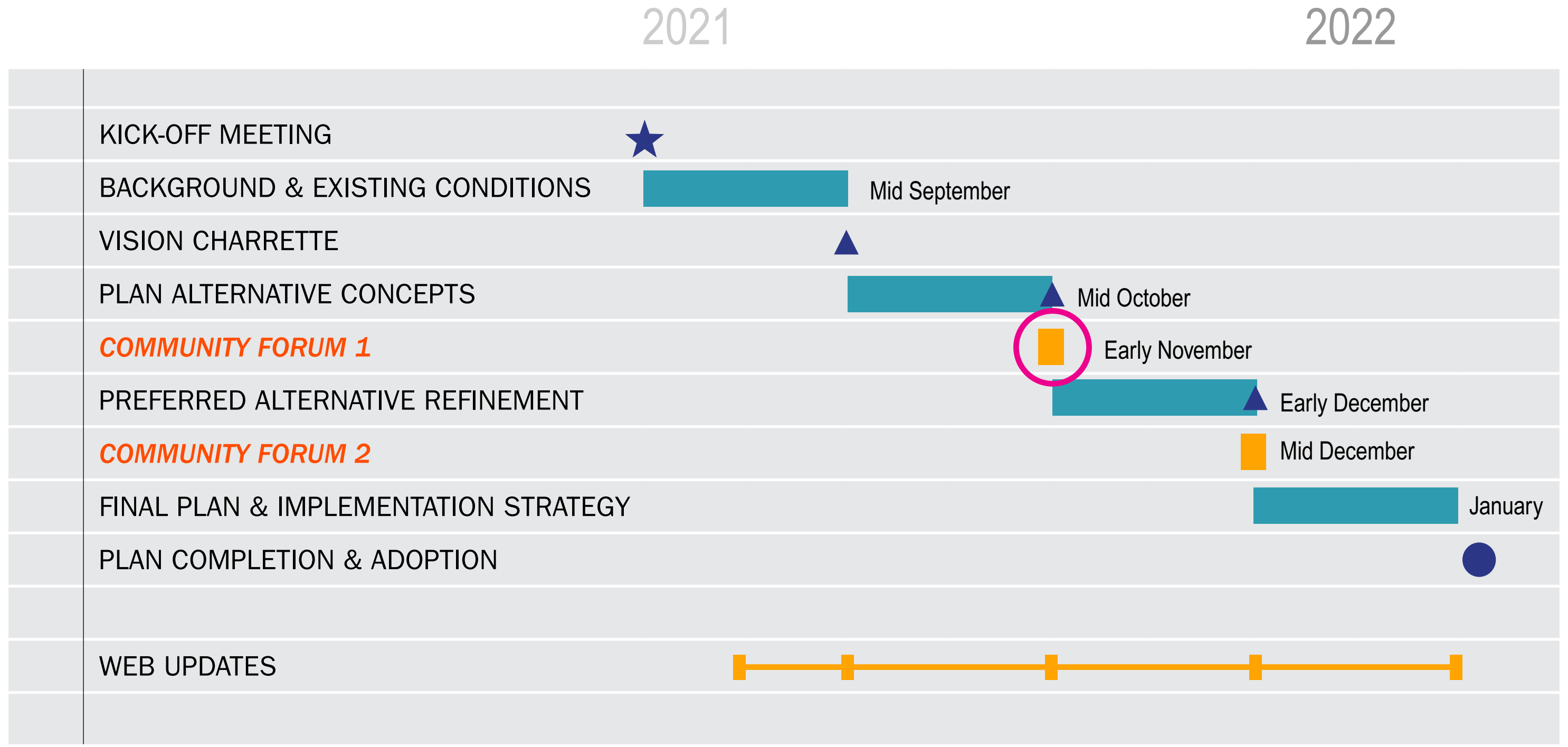
Economic strategies and potential funding

Recommendations for zoning & policy amendments

ROM cost estimate

Early wins

# 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.

# SITE



columbia river

pier 1

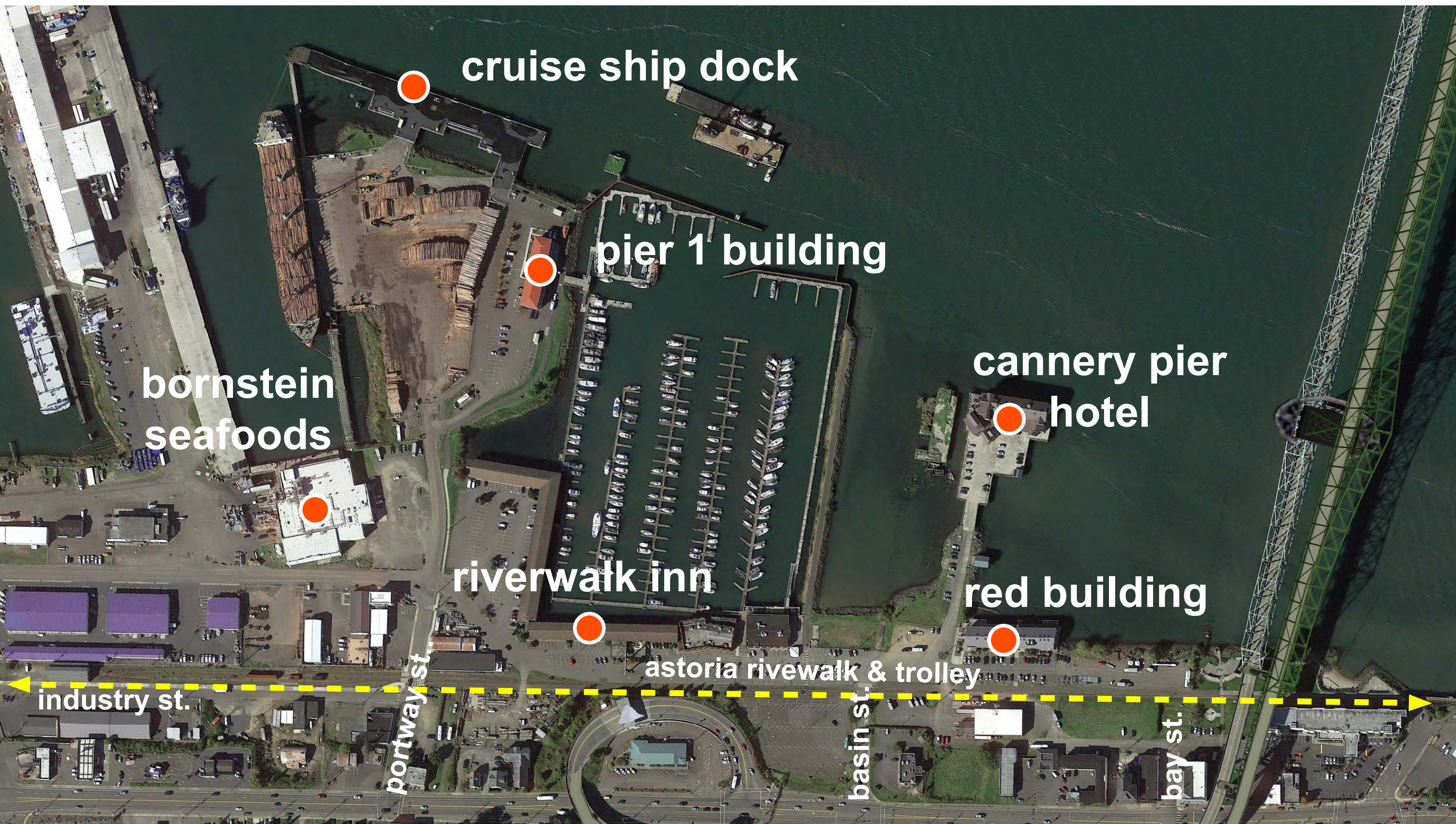
pier 2

bridge

marina

hwy 101 / west marine drive

# SITE



cruise ship dock

pier 1 building

cannery pier  
hotel

bornstein  
seafoods

riverwalk inn

red building

astoria rivewalk & trolley

industry st.

portway st

basin st.

bay st.

# SITE TOUR



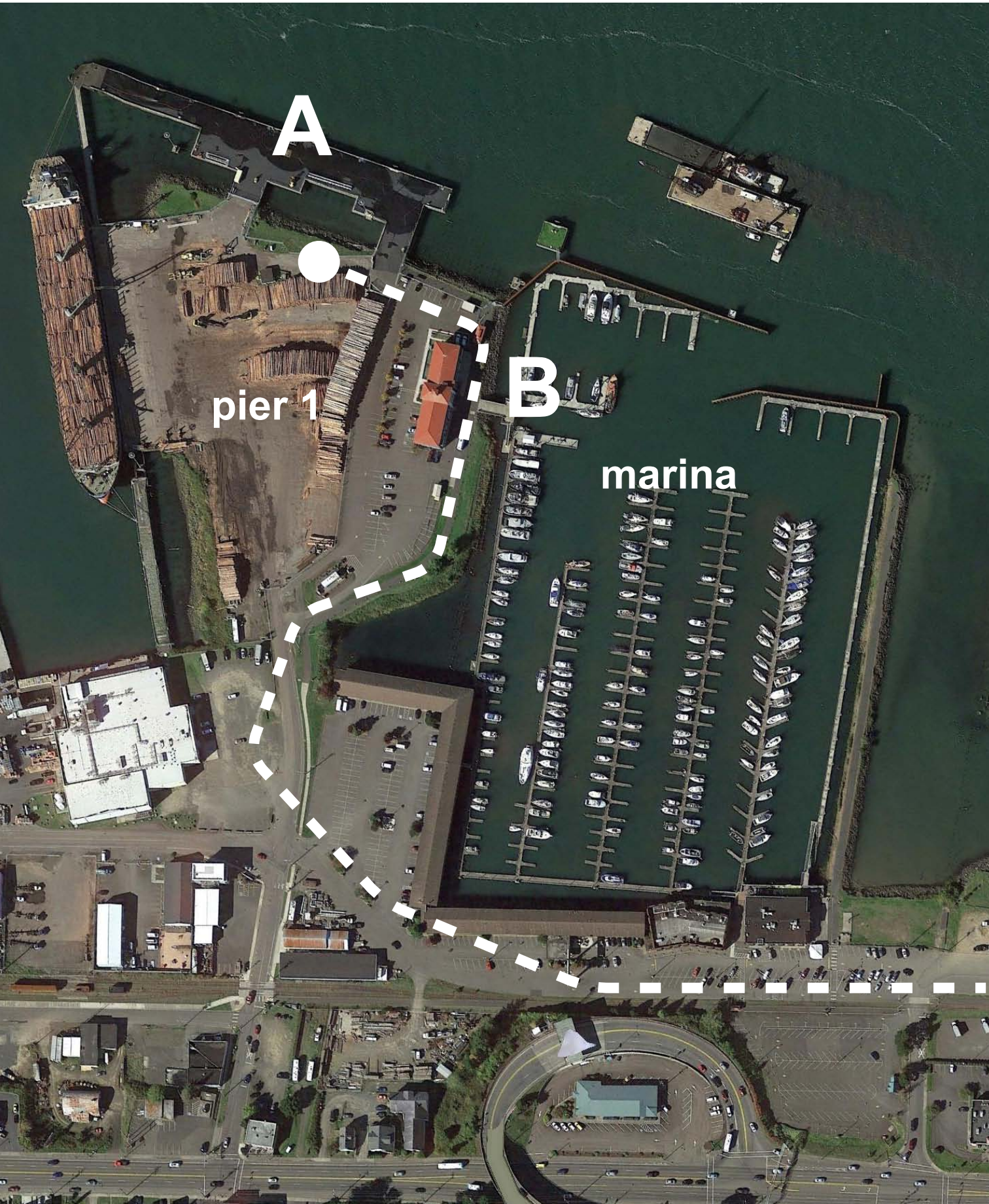
pier 1

marina

cannery pier  
hotel

bridge

# CRUISE SHIPS



# PIER 1



# BORNSTEIN SEAFOODS





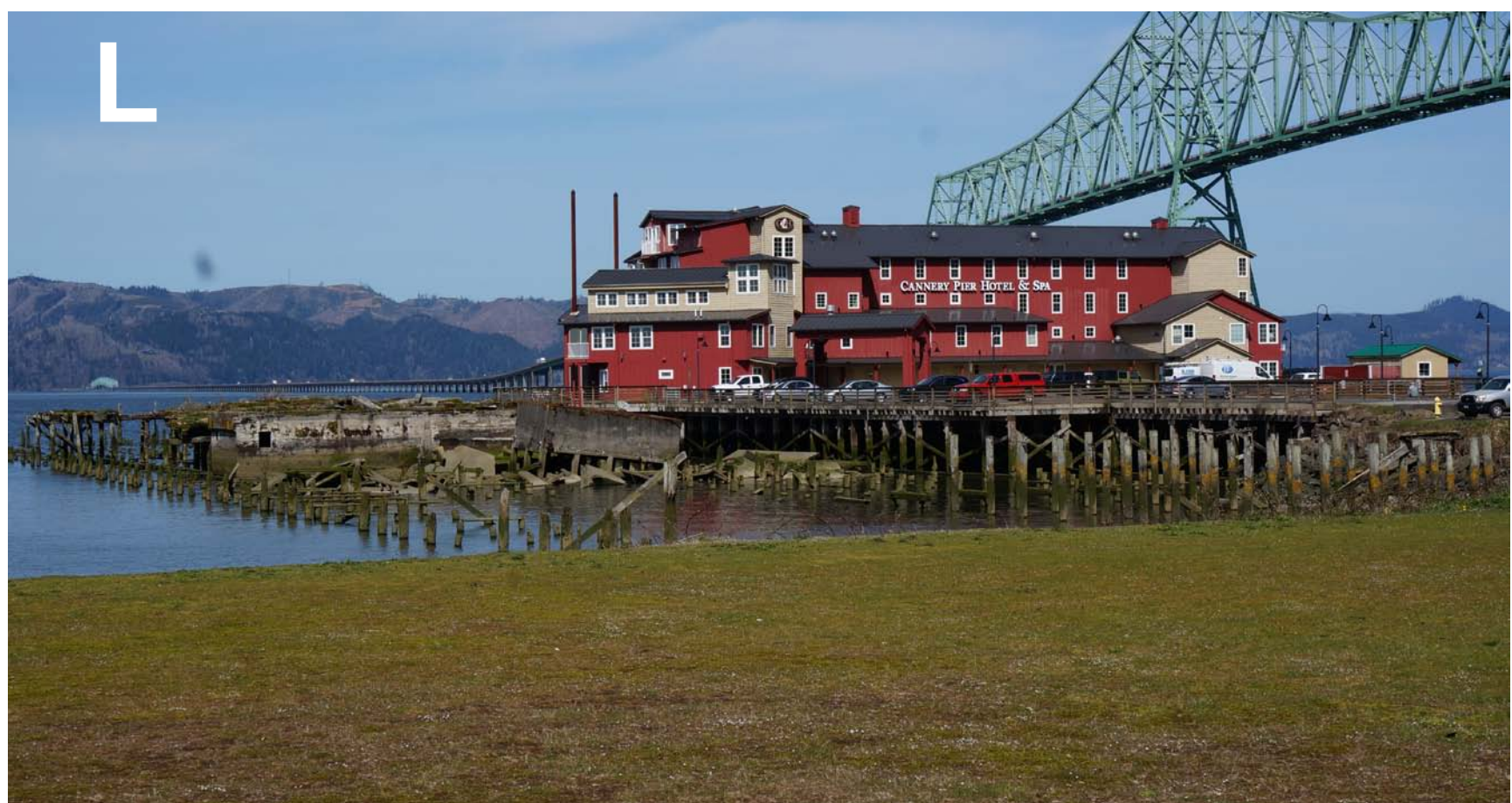
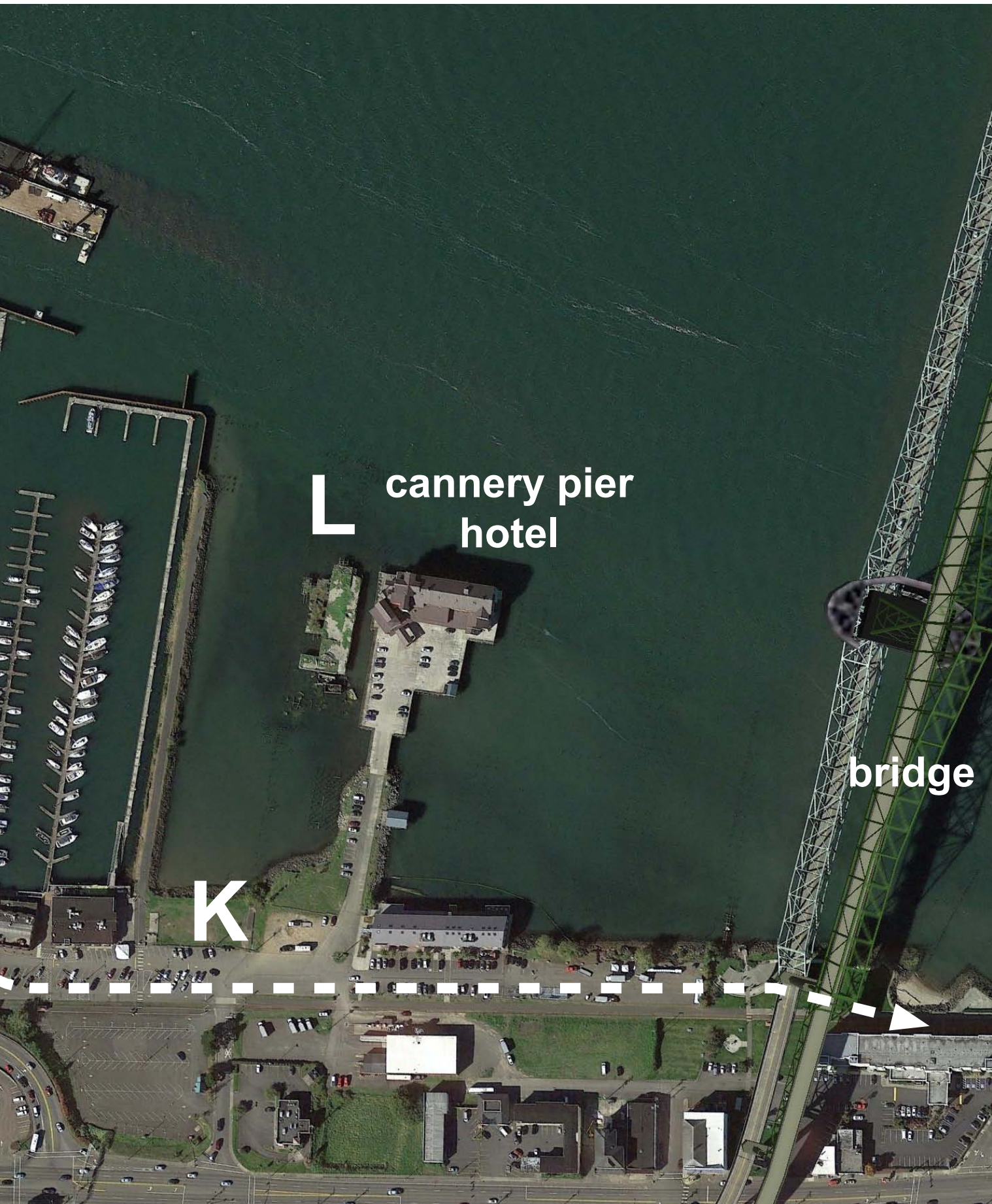
# RIVERWALK INN & RIVERWALK



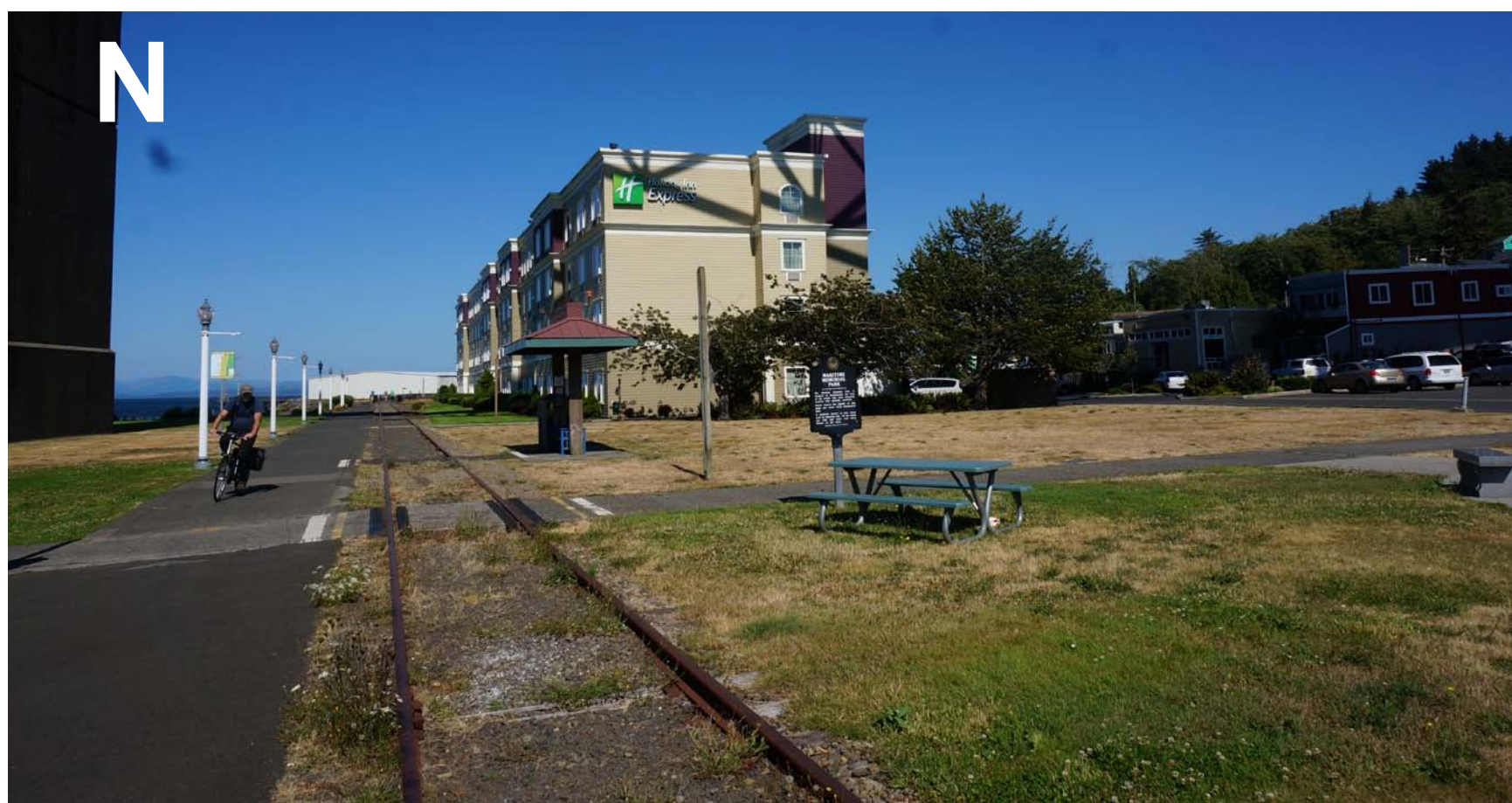
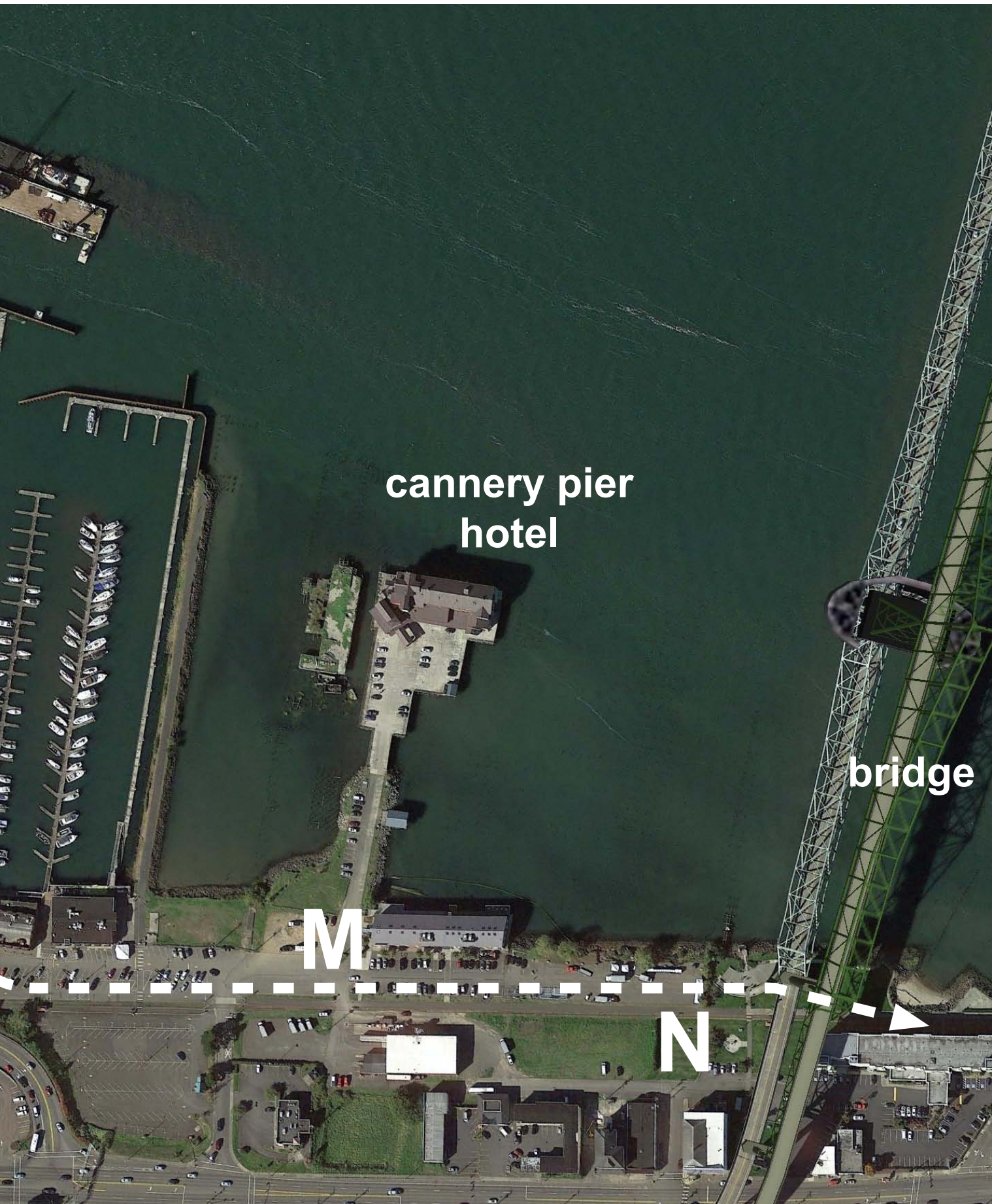
# CHINOOK BUILDING & MARINA



# CANNERY PIER HOTEL AREA



# RED BUILDING & MARITIME MEMORIAL PARK



# SITE ASSESSMENT



# PARKING

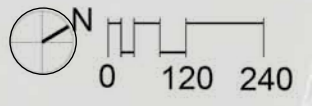
**Port Operated Public Parking**  
200 +/-

**Dedicated Parking at Buildings\***  
530 +/-

**Other (informal/ flexible areas)**  
70 +/-

*\*Note: Some of these areas are used by the general public.*

- Port West Basin Lots
- Dedicated Lots
- Informal Parking Areas



# ZONING

- S1 Marine Industrial Shorelands**
- S2 General Development Shorelands**

**NOT** allowed within the BVO:

- Office
- Indoor entertainment
- New hotel (*redevelopment is allowed*)
- Conference
- Residential

- A1 Aquatic One Development**

**NOT** allowed within the BVO:

- Eating & drinking, retail
- Office
- Indoor Entertainment
- New Hotel (*redevelopment is allowed*)

- C3 General Commercial Zone**

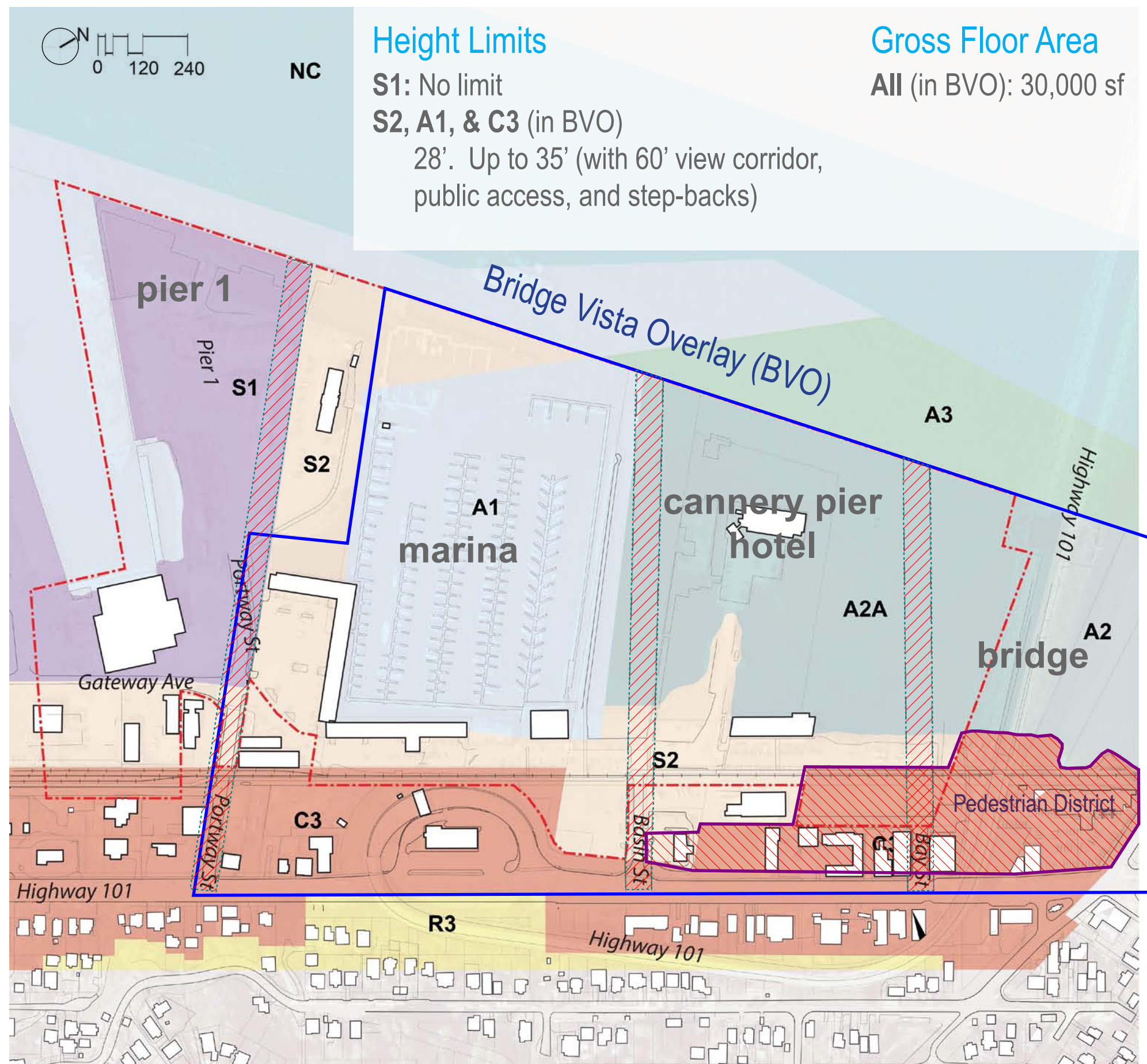
**NOT** allowed within the BVO:

- Light industrial without retail
- Single family or duplex dwelling
- Hotel IS allowed

- Pedestrian District (any zone)**

**NOT** allowed:

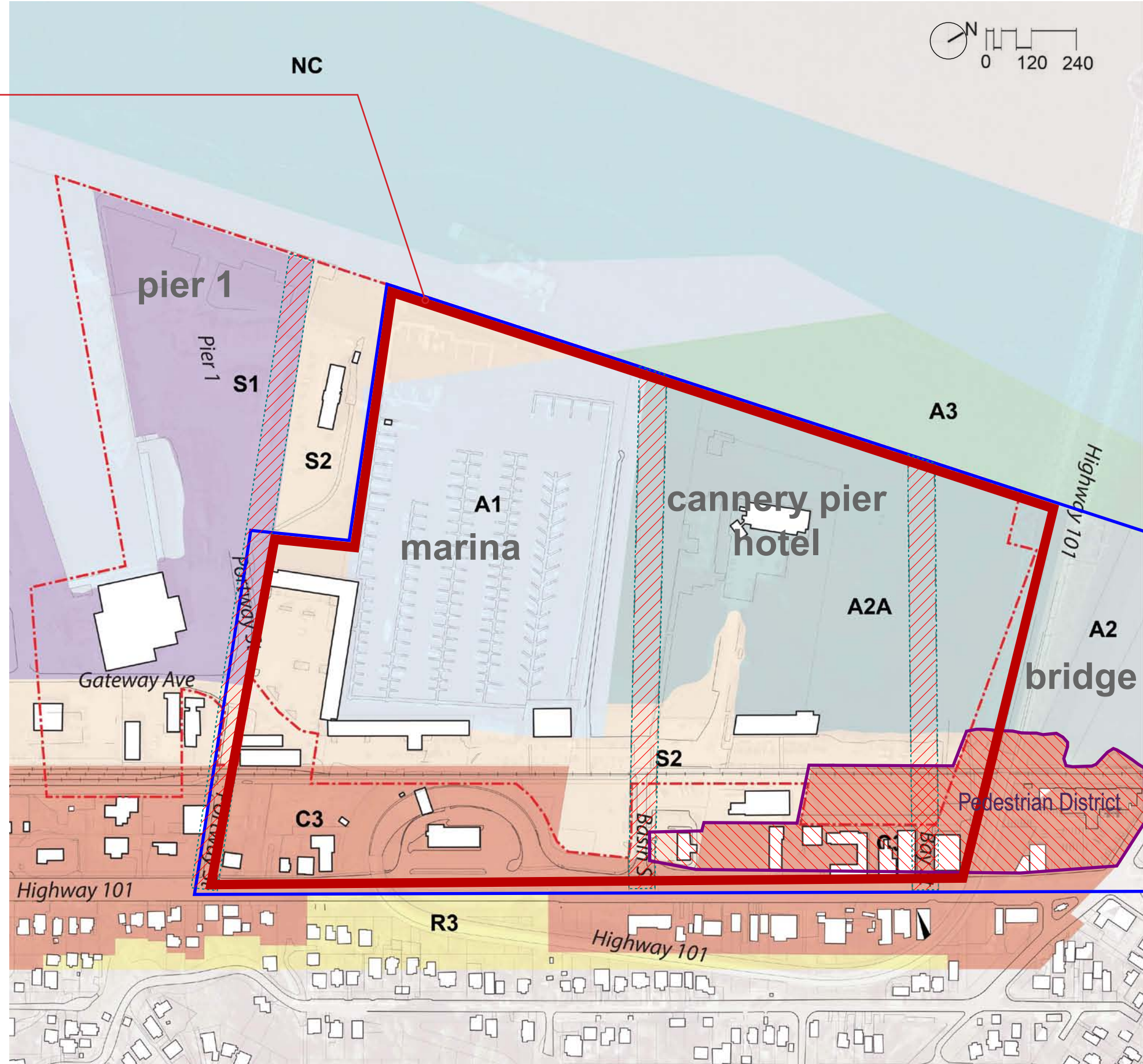
- Parking lot
- Conference center
- Light industrial without retail
- Hospital



# ZONING

## Port of Astoria West Mooring Basin Plan District (subarea)

Allows for adoption of modified development standards, unique to this Plan District due to special characteristics, as part of an approved Master Plan for future development.





# CHINOOK BUILDING

- Small mixed-use building; currently vacant
- Over-water building in poor condition
- Low revenue potential; high repair cost



# RIVERWALK INN

- Active hotel
- Over-water building in poor condition
- High maintenance and repair costs



# CIRCULATION



# EXISTING CIRCULATION

- Current Port access via Hamburg Ave. & Portway St.
- Challenges for large trucks entering from Hwy 101 / W Marine Dr.
- No east-west street from Portway St. to Basin & Bay St.



# ARRIVAL

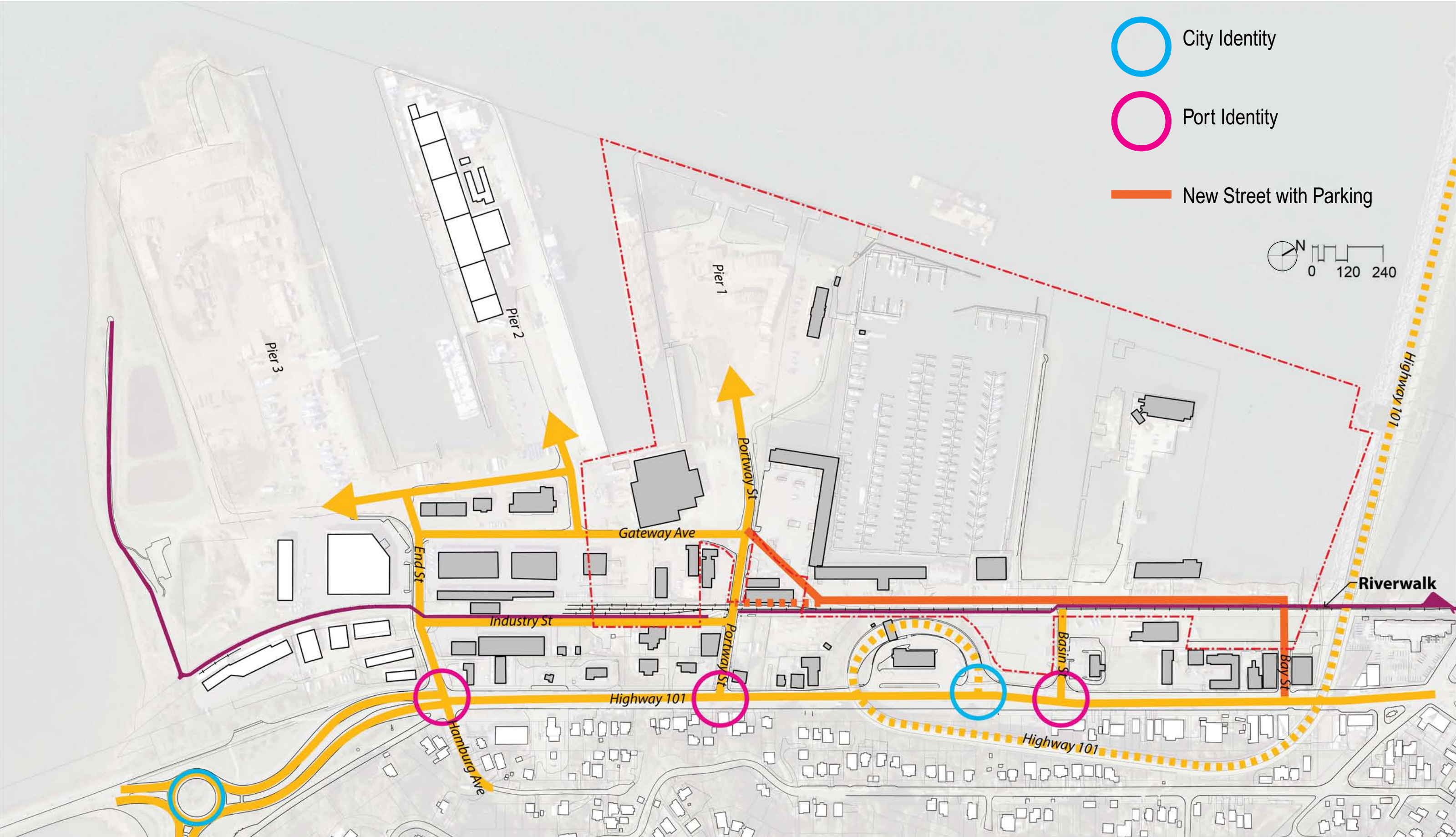
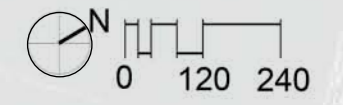


# PORT IDENTITY



# PROPOSED CIRCULATION

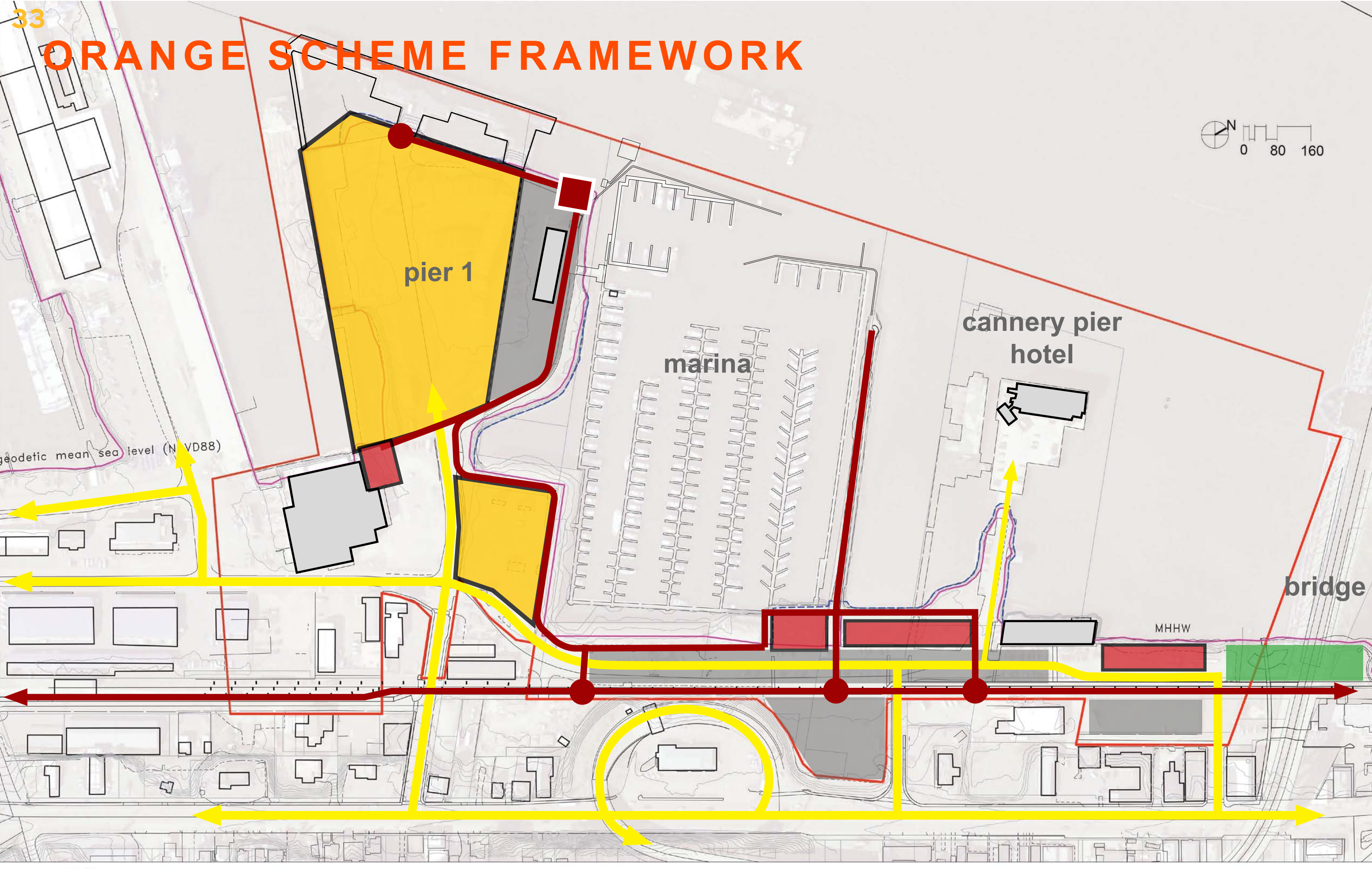
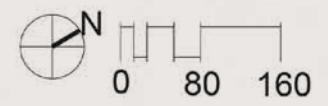
-  City Identity
-  Port Identity
-  New Street with Parking



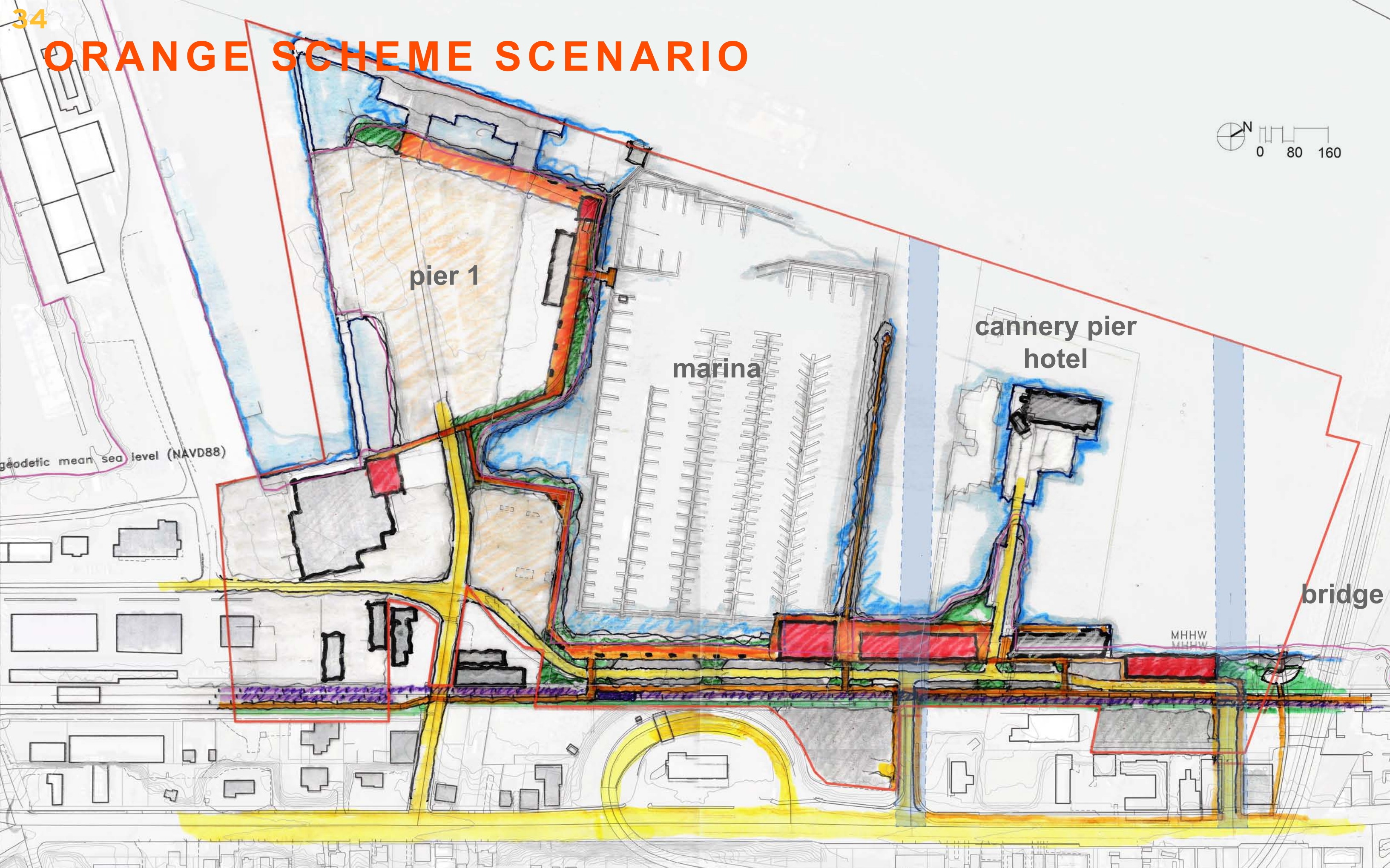
# SCHEMES



# ORANGE SCHEME FRAMEWORK



# ORANGE SCHEME SCENARIO



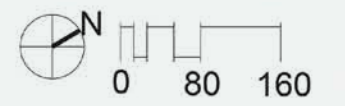
pier 1

marina

cannery pier  
hotel

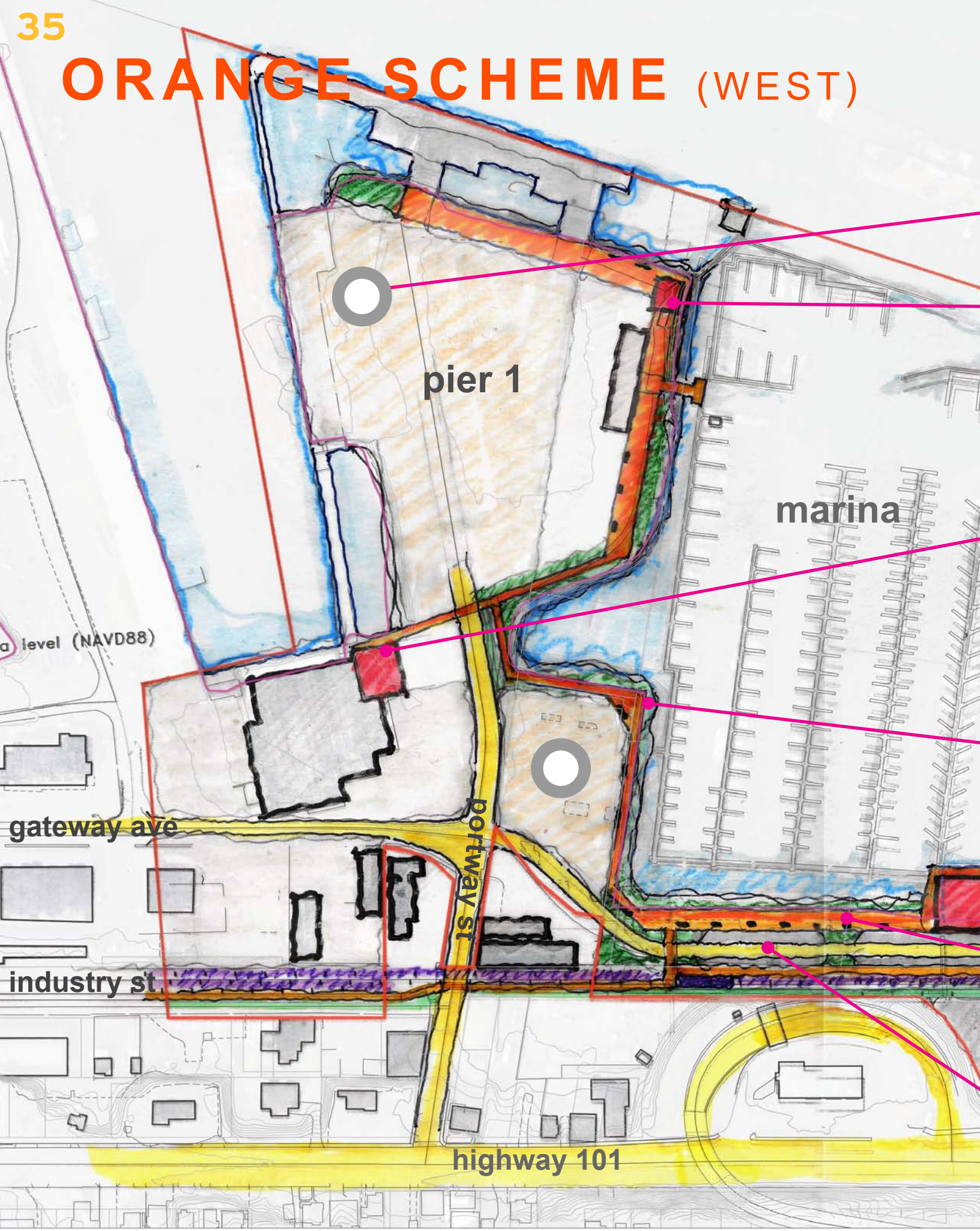
bridge

geodetic mean sea level (NAVD88)



MHHW  
MHHW

# ORANGE SCHEME (WEST)



**Marine Industrial**

**Overlook & Welcome Center**

Tower & View Deck  
Pavilion / Visitor Information

**Fish Market**

Purchase "fresh off the boat"  
Bornstein Welcome / Interpretive Center

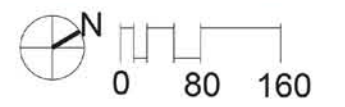
**Marina Walk**

Wayfinding & Interpretive Signage  
Lighting  
Seating

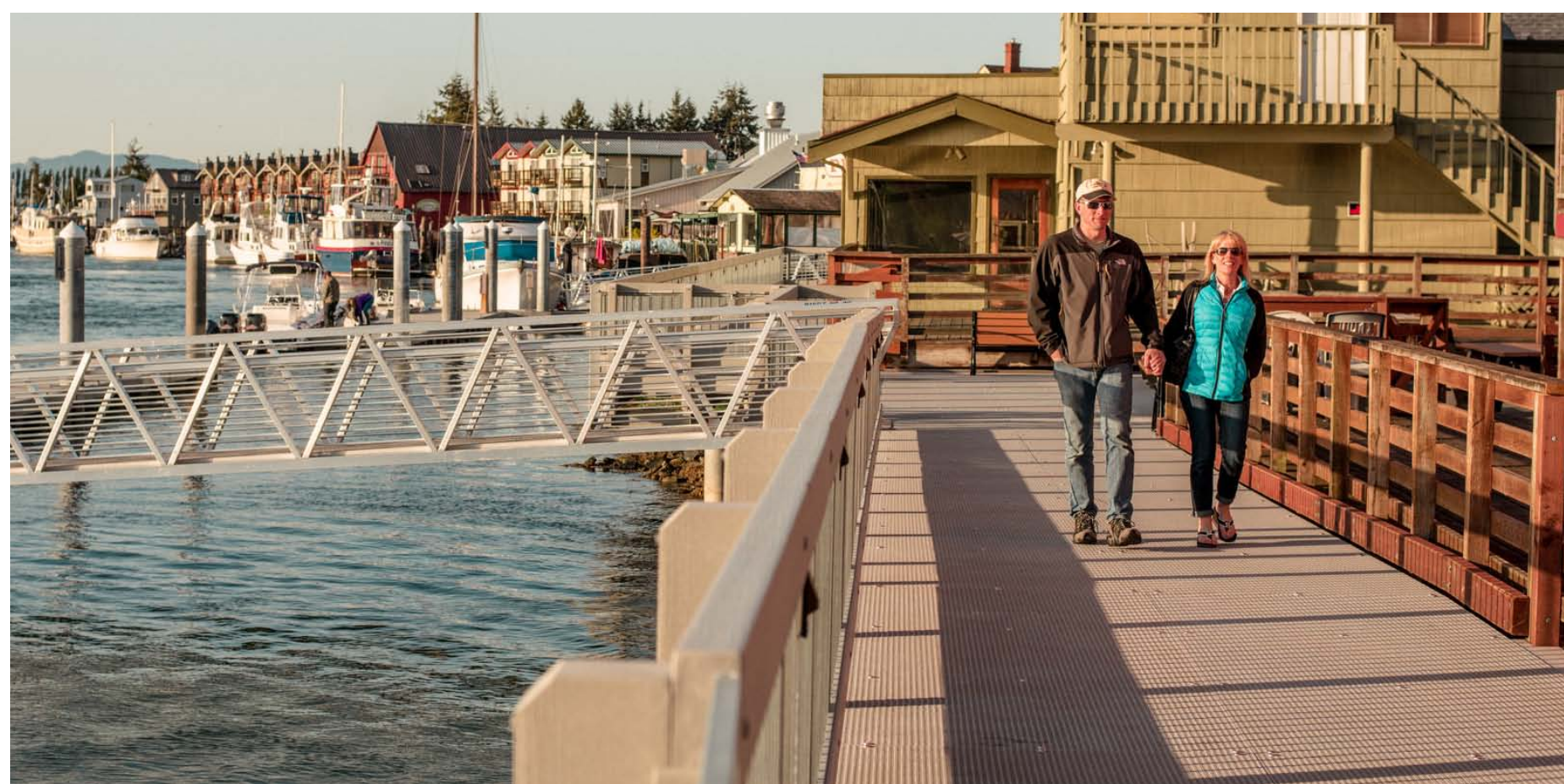
**Marina Boardwalk**

Seating  
Seasonal Food Carts & Stands

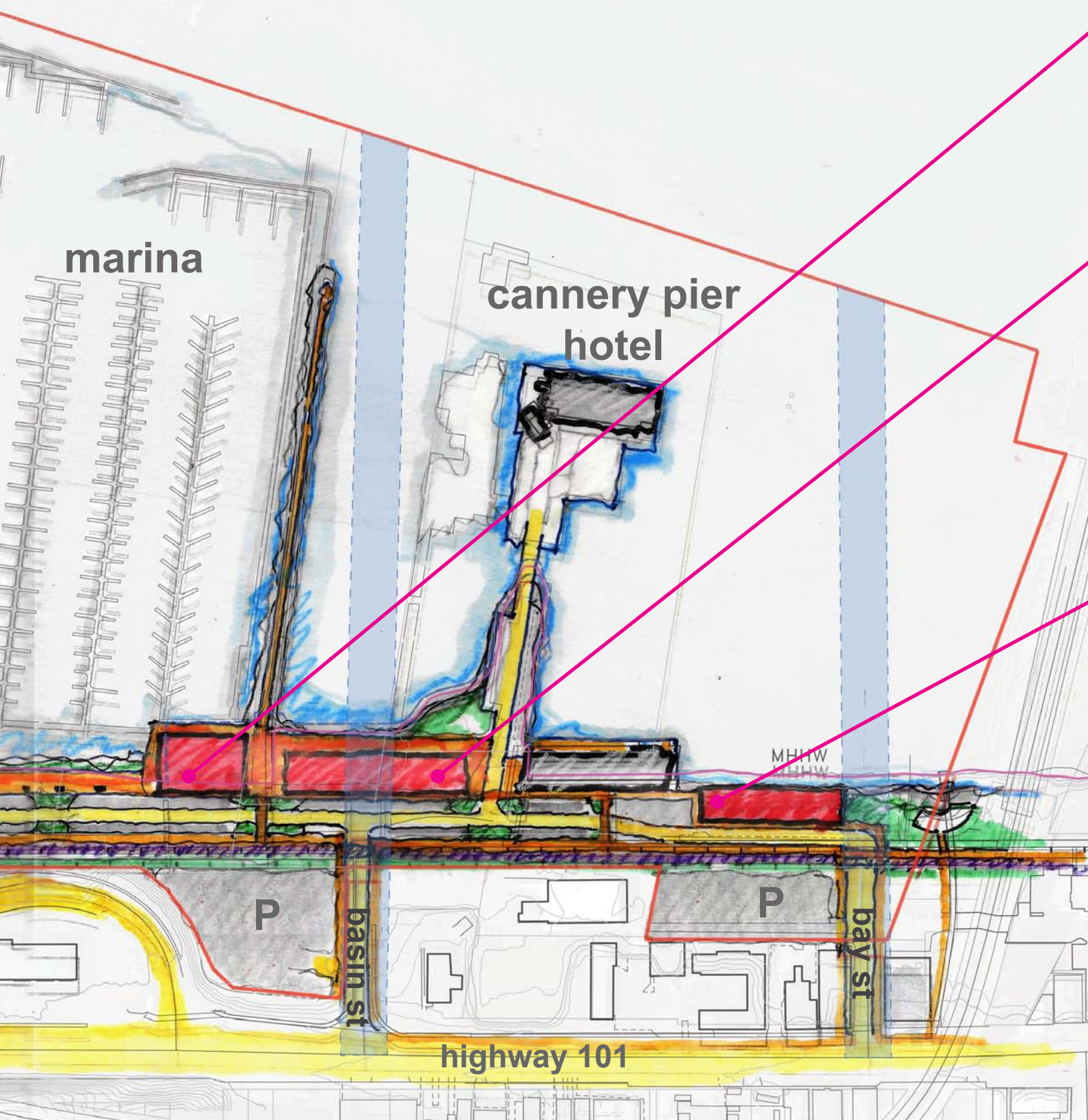
**New Street with Parking**



# INSPIRATION



# ORANGE SCHEME (EAST)



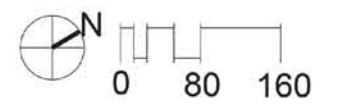
## Marina Pavilion & Support Services

Bait, Ice, Fish Prep  
Coffee/ Deli

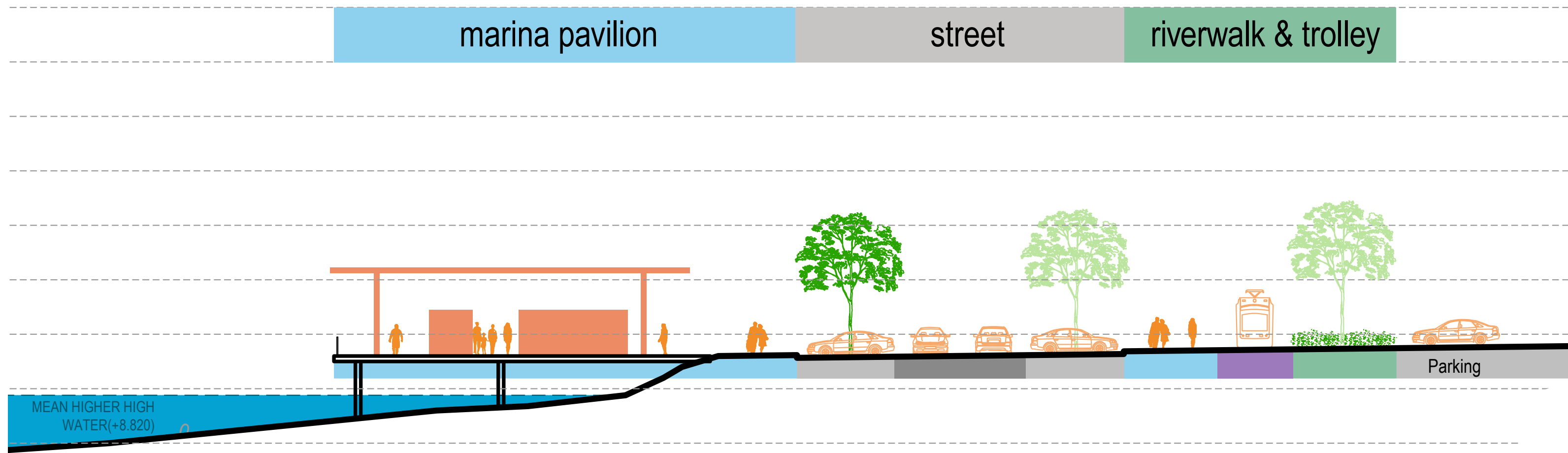
## New Mixed Use Building

Water dependent Commercial  
Light Manufacturing  
Retail  
Food and Drink

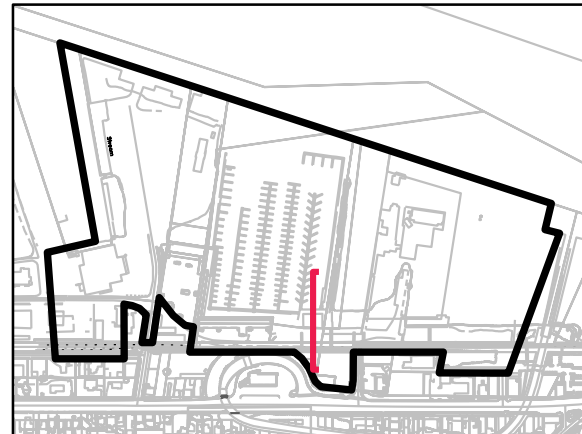
## New Mixed Use Building or Hotel



# CROSS-SECTION



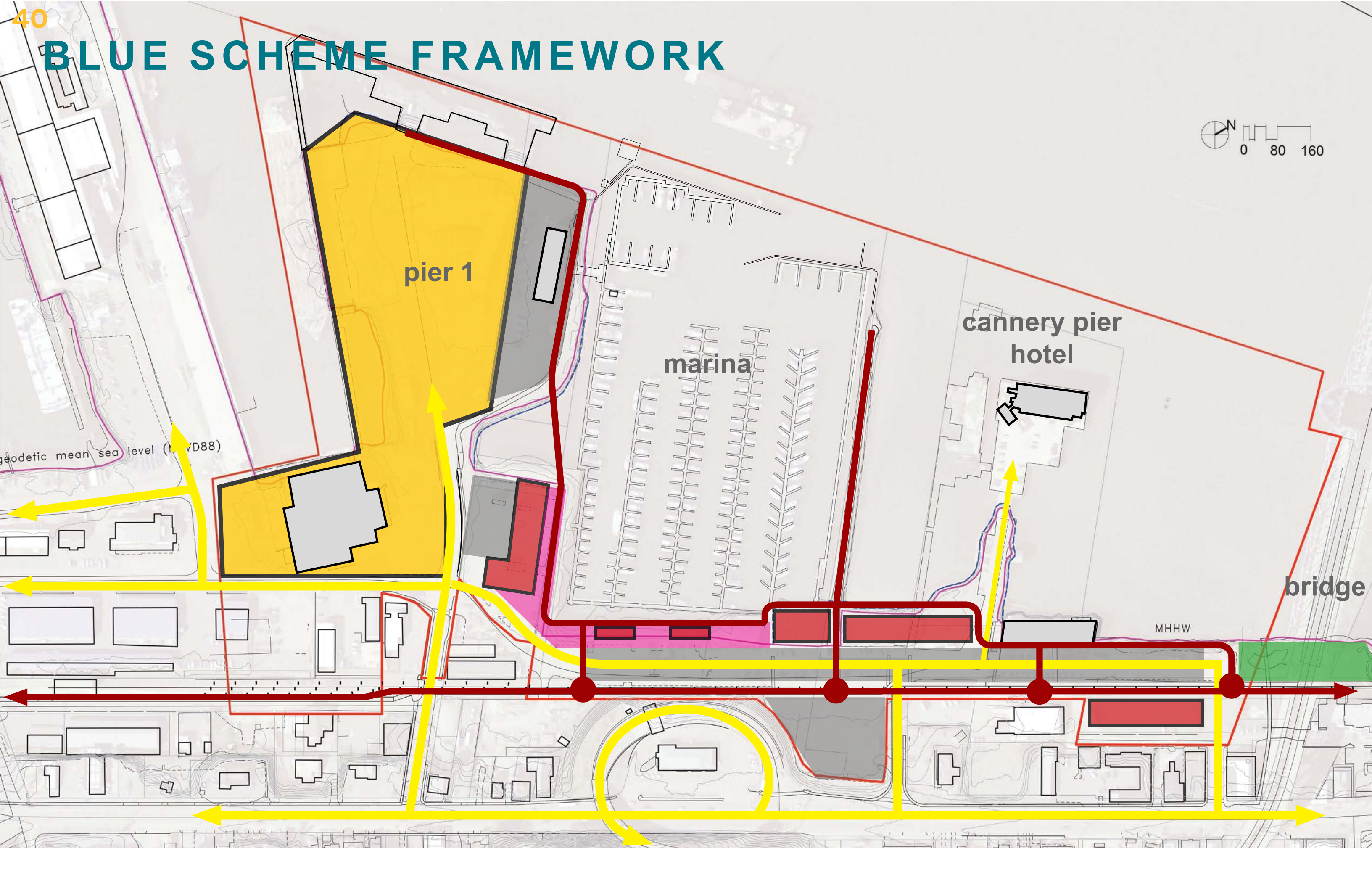
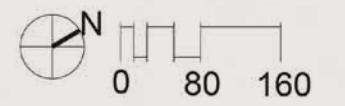
KEY PLAN



# INSPIRATION



# BLUE SCHEME FRAMEWORK



pier 1

marina

cannery pier  
hotel

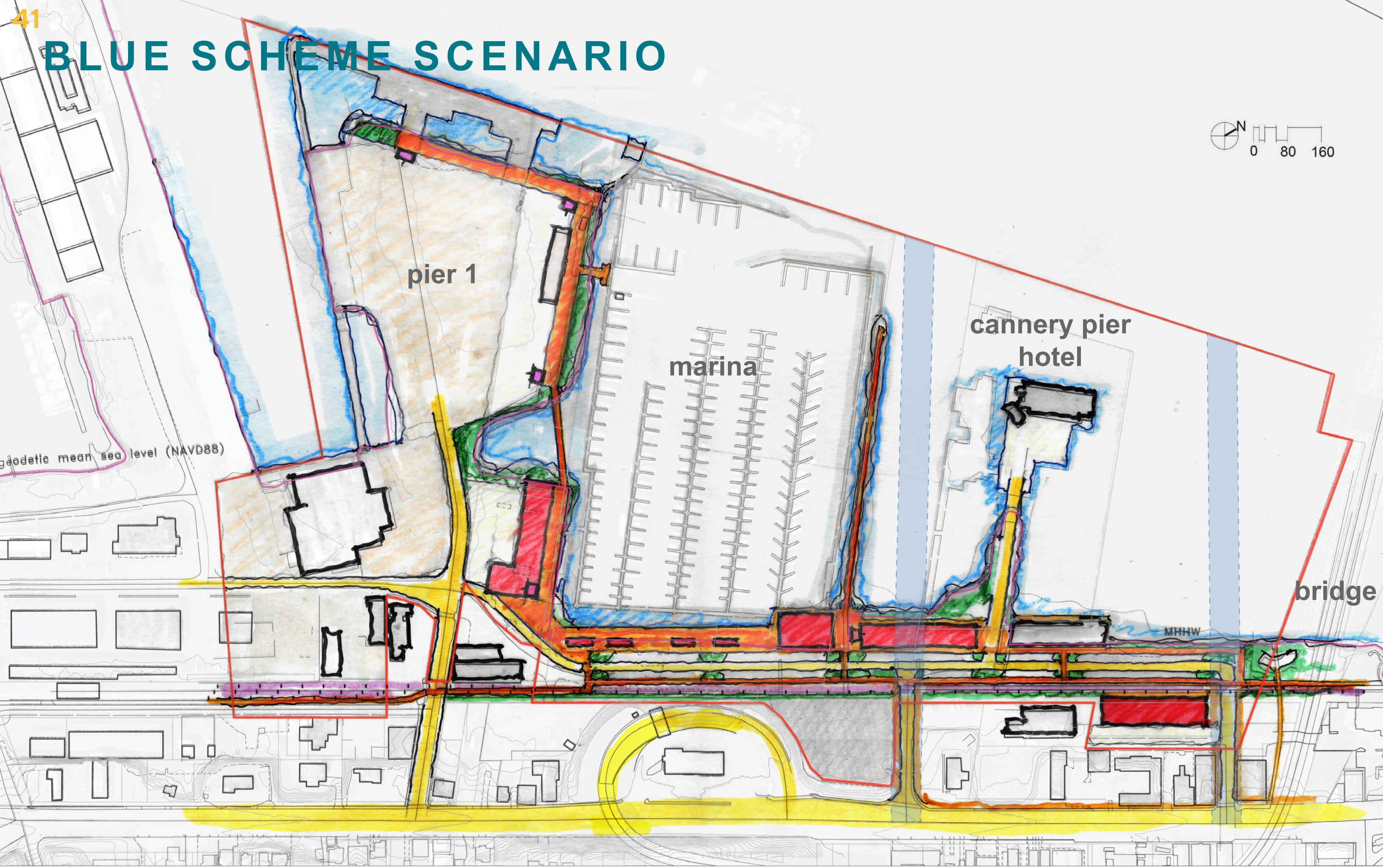
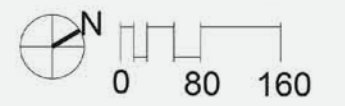
bridge

MHHW

geodetic mean sea level (MVD88)



# BLUE SCHEME SCENARIO



geodetic mean sea level (NAVD88)

pier 1

marina

cannery pier  
hotel

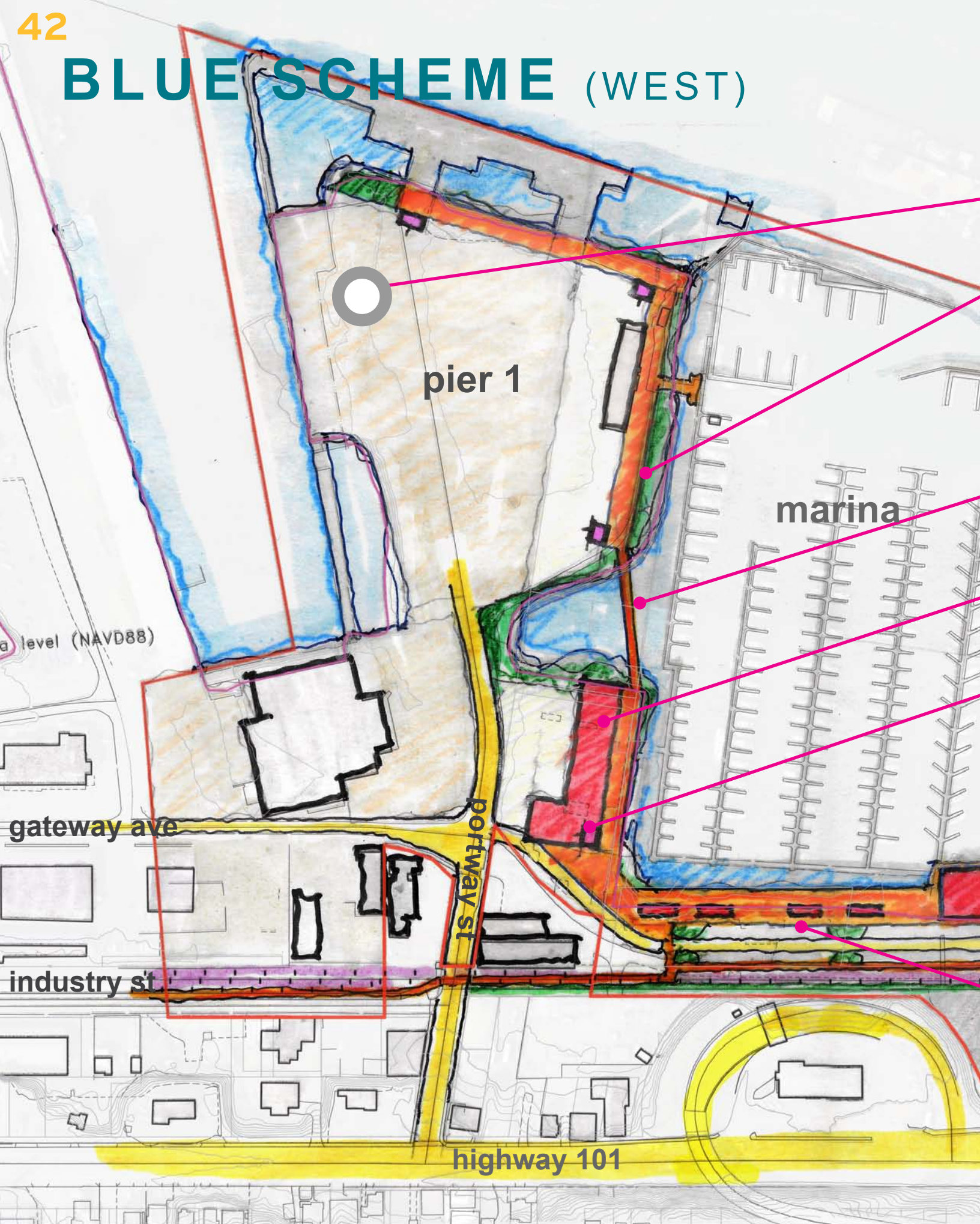
bridge

MHHW



SCALE: 1" = 200' 0"

# BLUESCHEME (WEST)



## Marine Industrial

## Marina Walk

- Wayfinding & Interpretive Signage
- Lighting
- Seating

## Footbridge

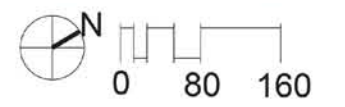
## New Hotel

## Public Market & Boardwalk

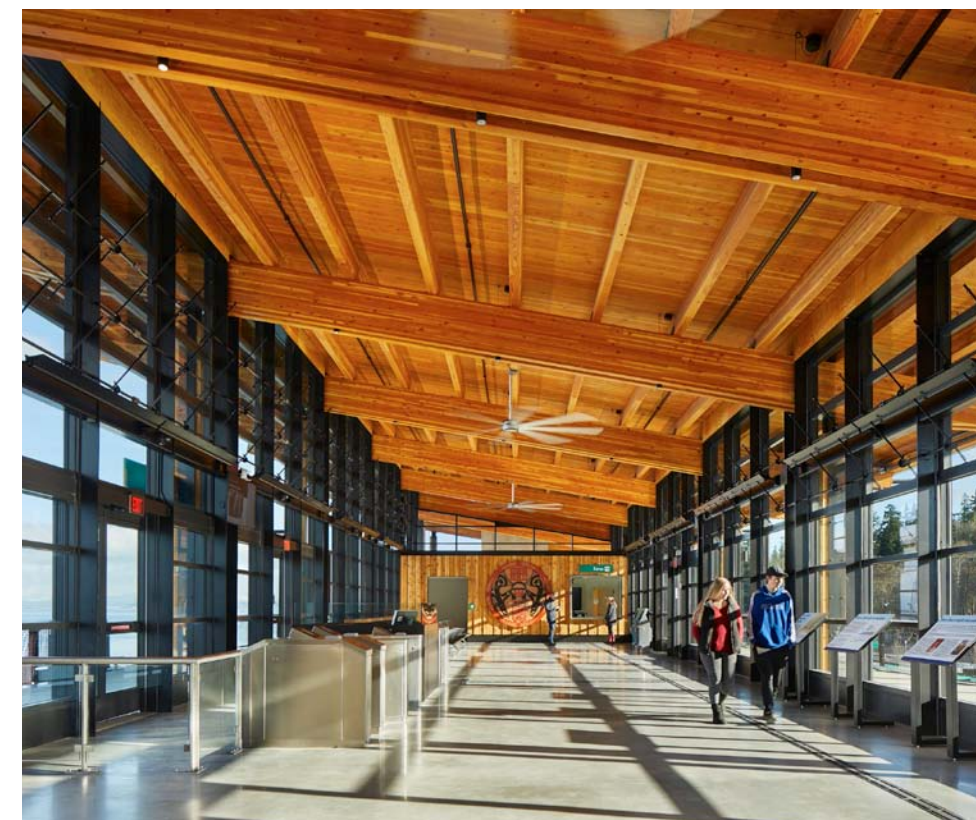
- Fish Market "fresh off the boat"
- Public Market Stalls
- Food & Drink
- Event/ Meeting Space
- Marina Overlook Tower
- Cruise Support Services

## Fishing Village

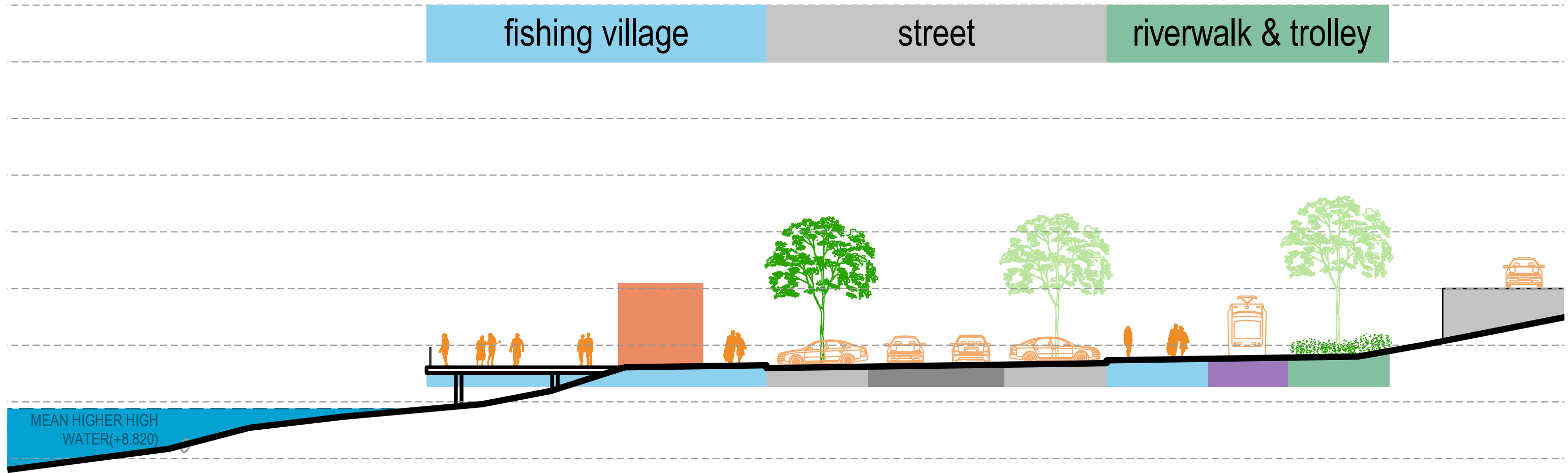
- Extension of Public Market:
- Food & Drink
- Marina Support & Seasonal Retail



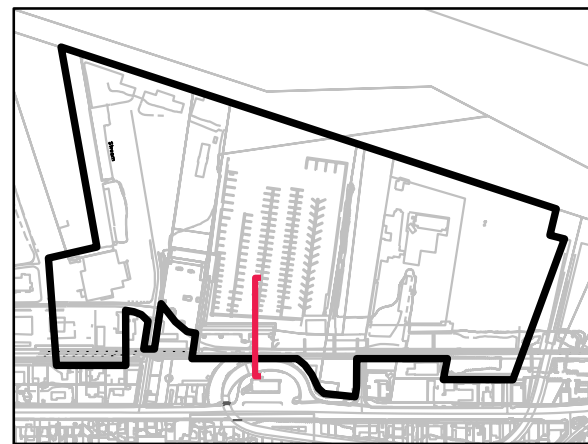
# INSPIRATION



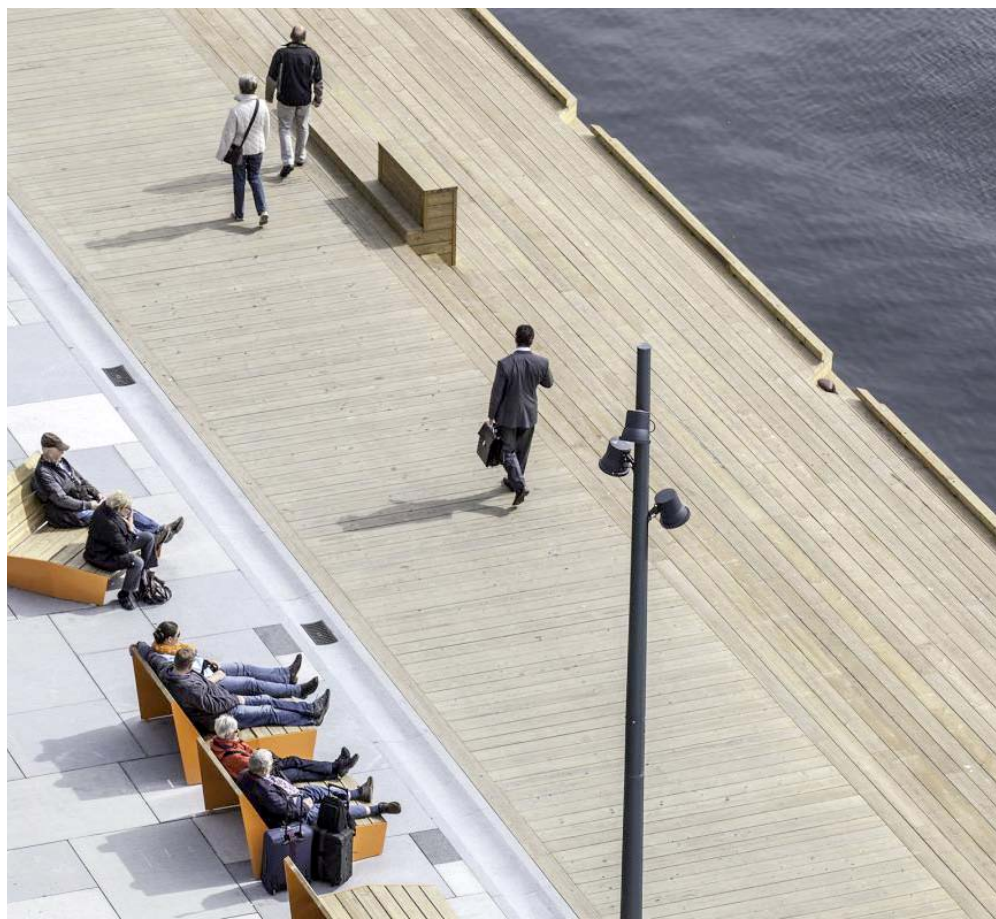
# CROSS-SECTION



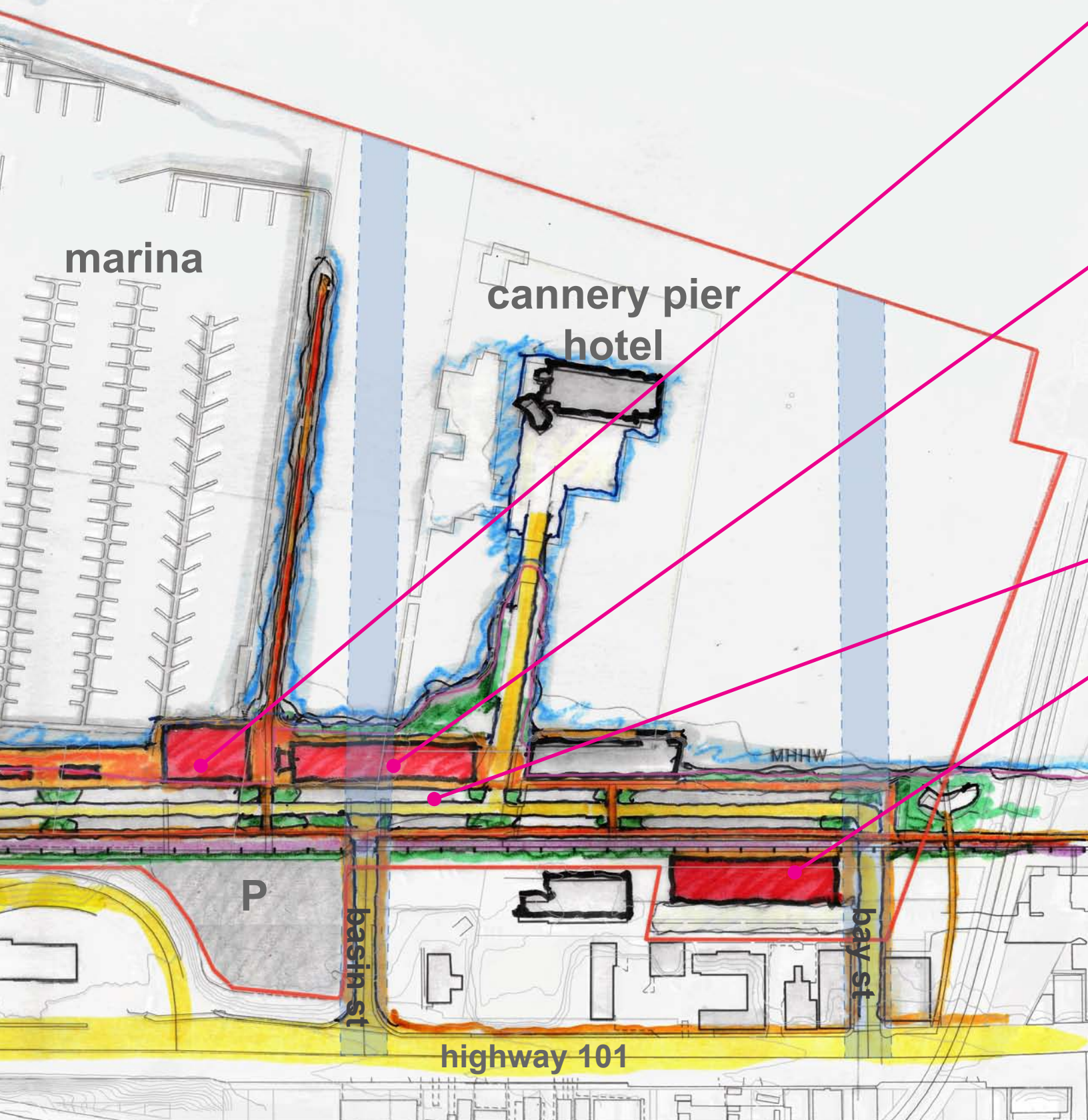
KEY PLAN



# INSPIRATION



# BLUE SCHEME (EAST)



## Marina Pavilion & Support Services

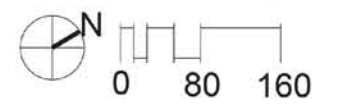
Bait, Ice, Fish Prep  
Coffee/ Deli

## New Mixed Use Building

Water dependent Commercial  
Light Manufacturing  
Retail  
Food and Drink

## New Street with Parking

## New Mixed Use Building or Hotel



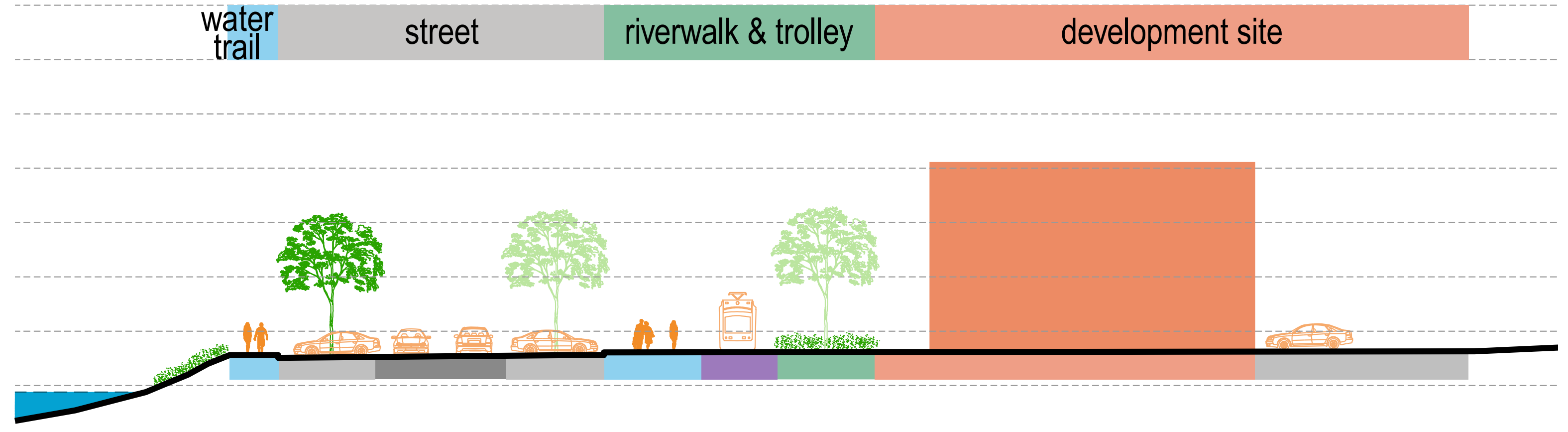
# CROSS-SECTION

water trail

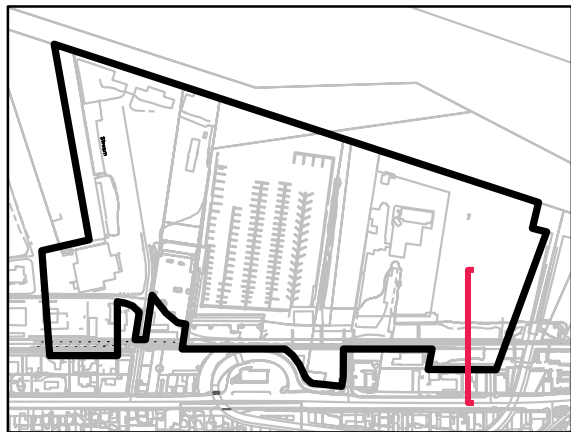
street

riverwalk & trolley

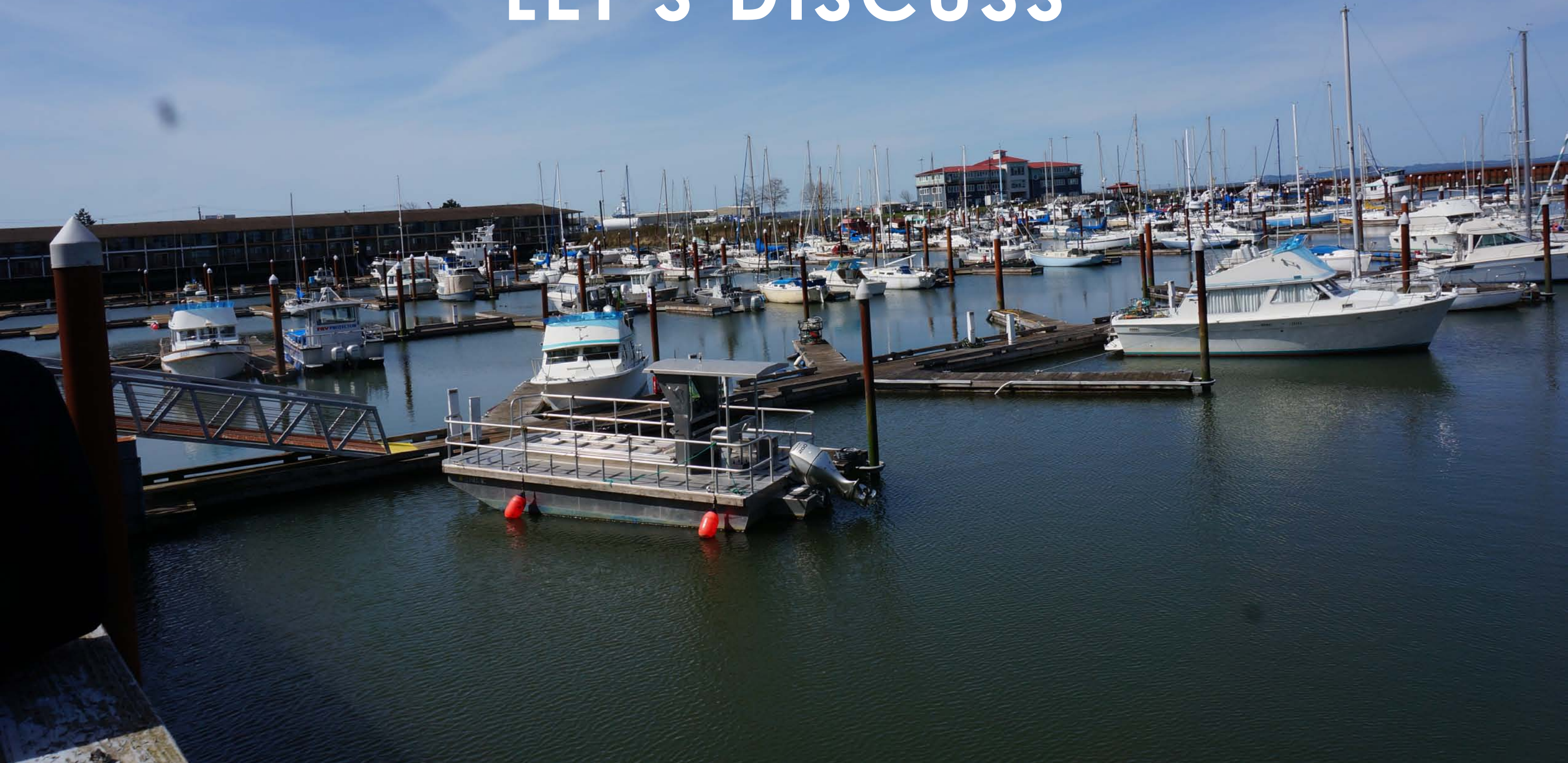
development site



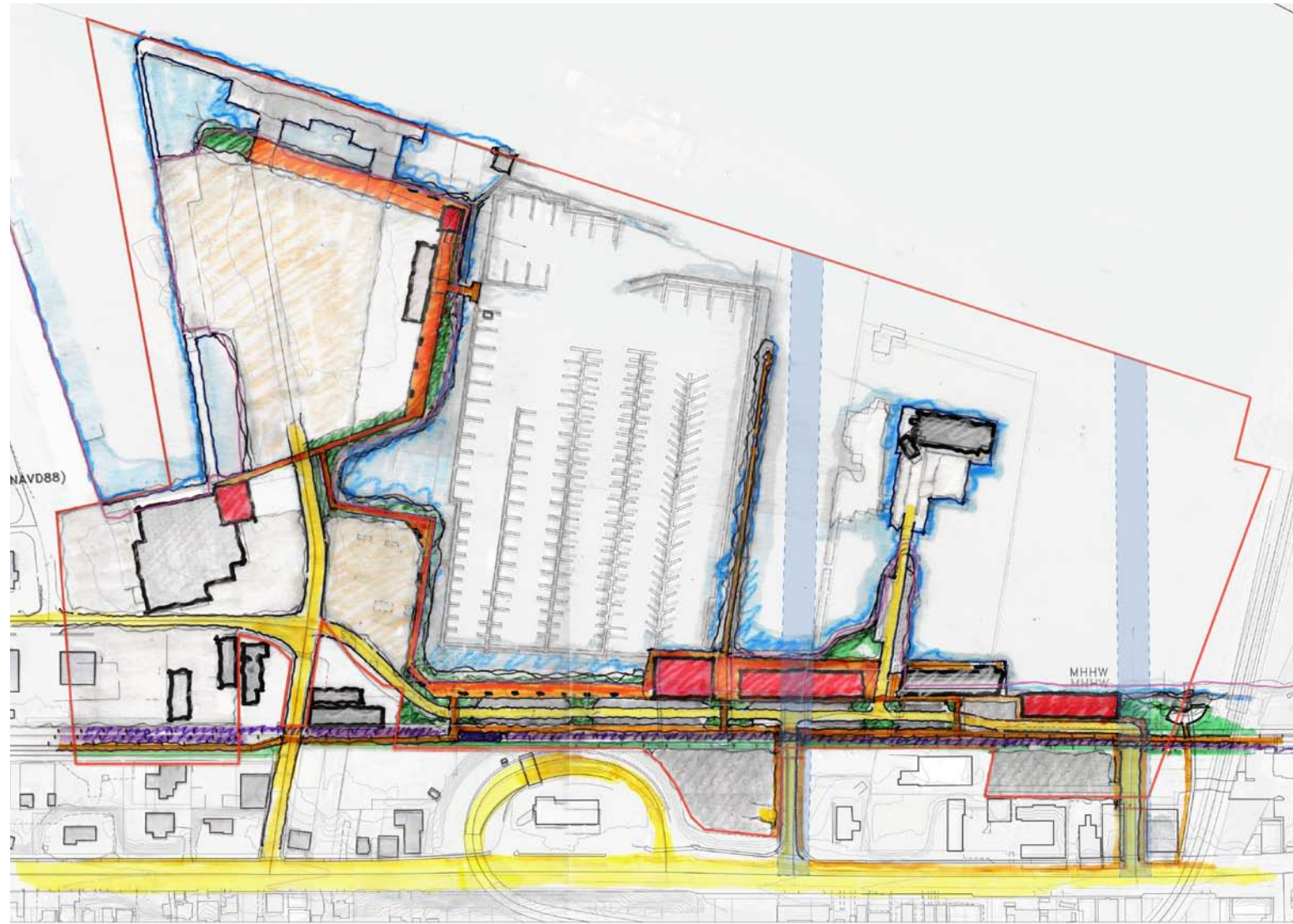
KEY PLAN



# LET'S DISCUSS

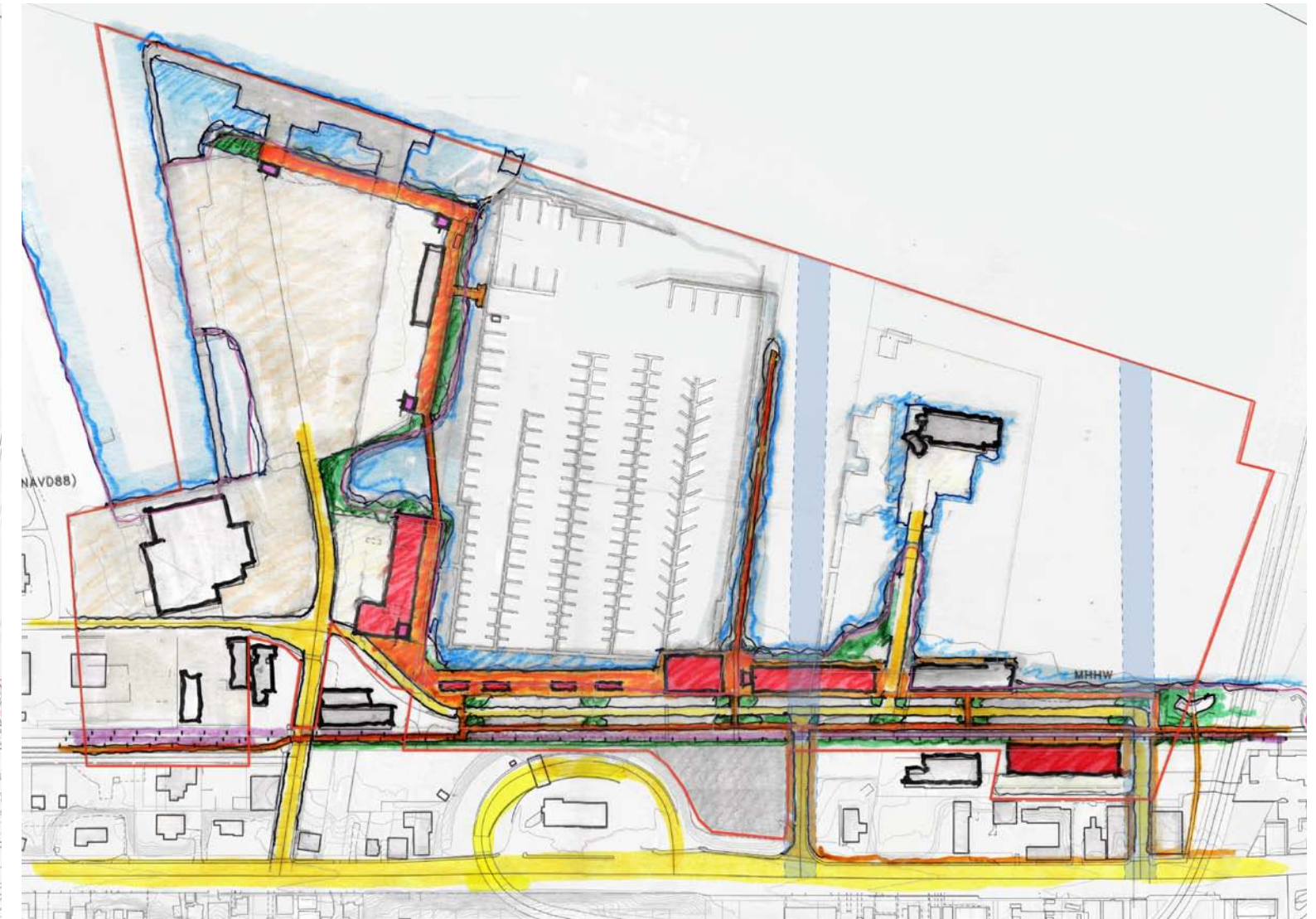






SCALE: 1" = 200'-0"

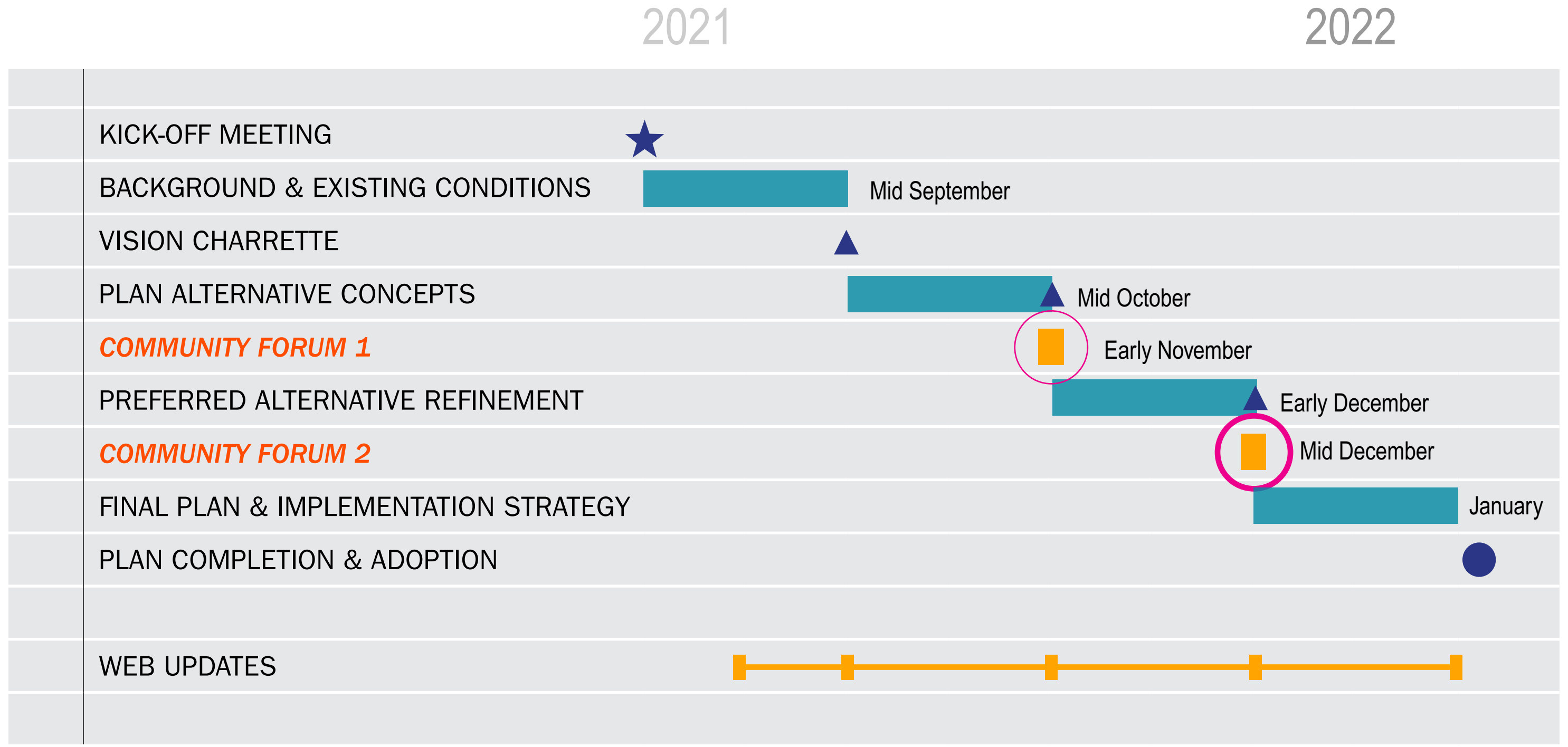
**ORANGE SCHEME**



SCALE: 1" = 200'-0"

**BLUE SCHEME**

# NEXT STEPS

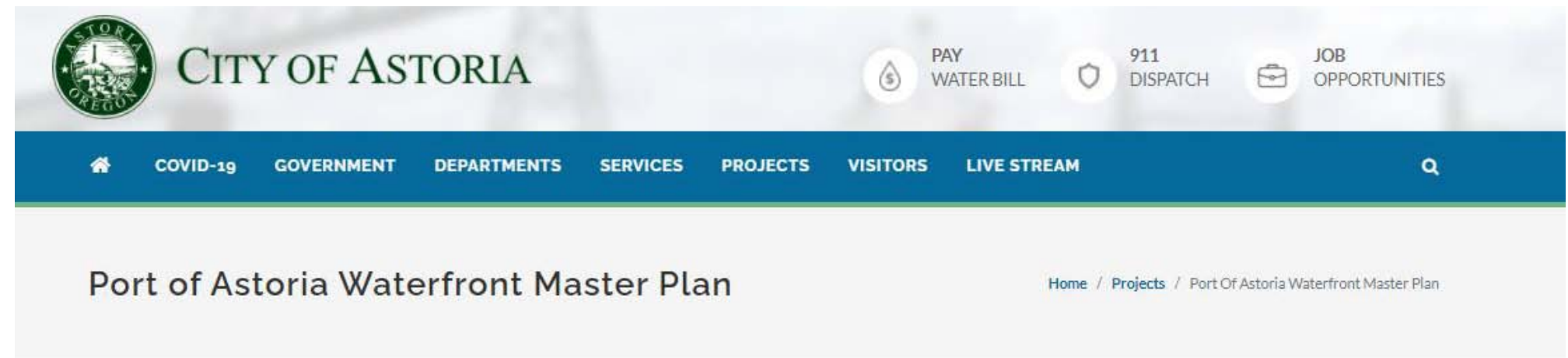


▲ Project Advisory Committee Reviews

# PROJECT WEBSITE

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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 links: 'COVID-19', 'GOVERNMENT', 'DEPARTMENTS', 'SERVICES', 'PROJECTS', 'VISITORS', and 'LIVE STREAM'. A search icon is on the far right. Below the navigation bar, the page title 'Port of Astoria Waterfront Master Plan' is displayed on the left, and a breadcrumb trail 'Home / Projects / Port Of Astoria Waterfront Master Plan' is on the right.

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



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THANK YOU!

