

PORT OF ASTORIA WATERFRONT MASTER PLAN

Project Advisory Committee MEETING 3
December 07, 2021

WALKER | MACY

AGENDA

Welcome
Project Overview
Concept Alternatives
Preferred Concept
Implementation
Discussion



PRODUCTS

Master Plan

Long-term Vision

Framework Plan

Demonstration Plan

Implementation Strategy

Phasing and prioritization

Roles and partnerships

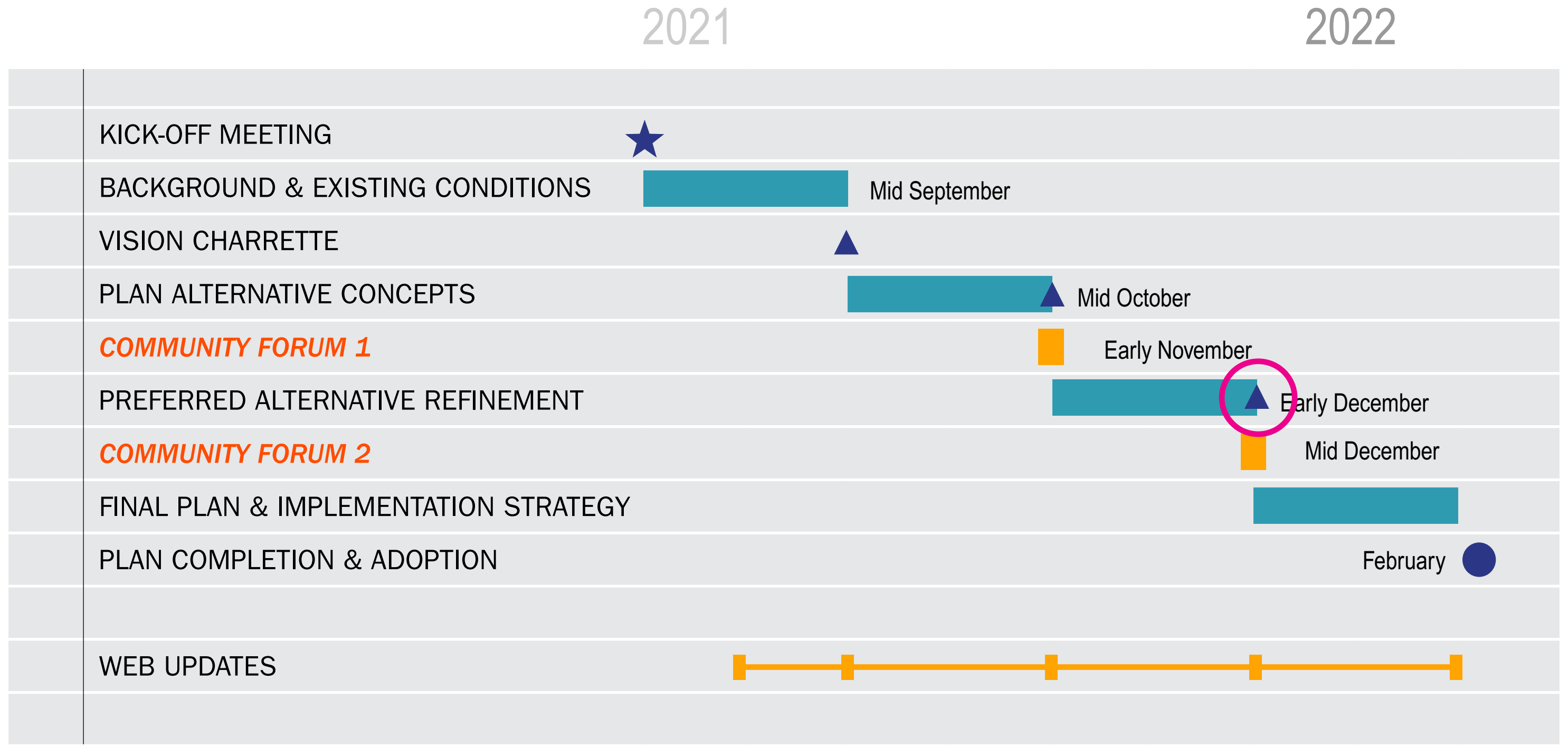
Economic strategies and potential funding

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.

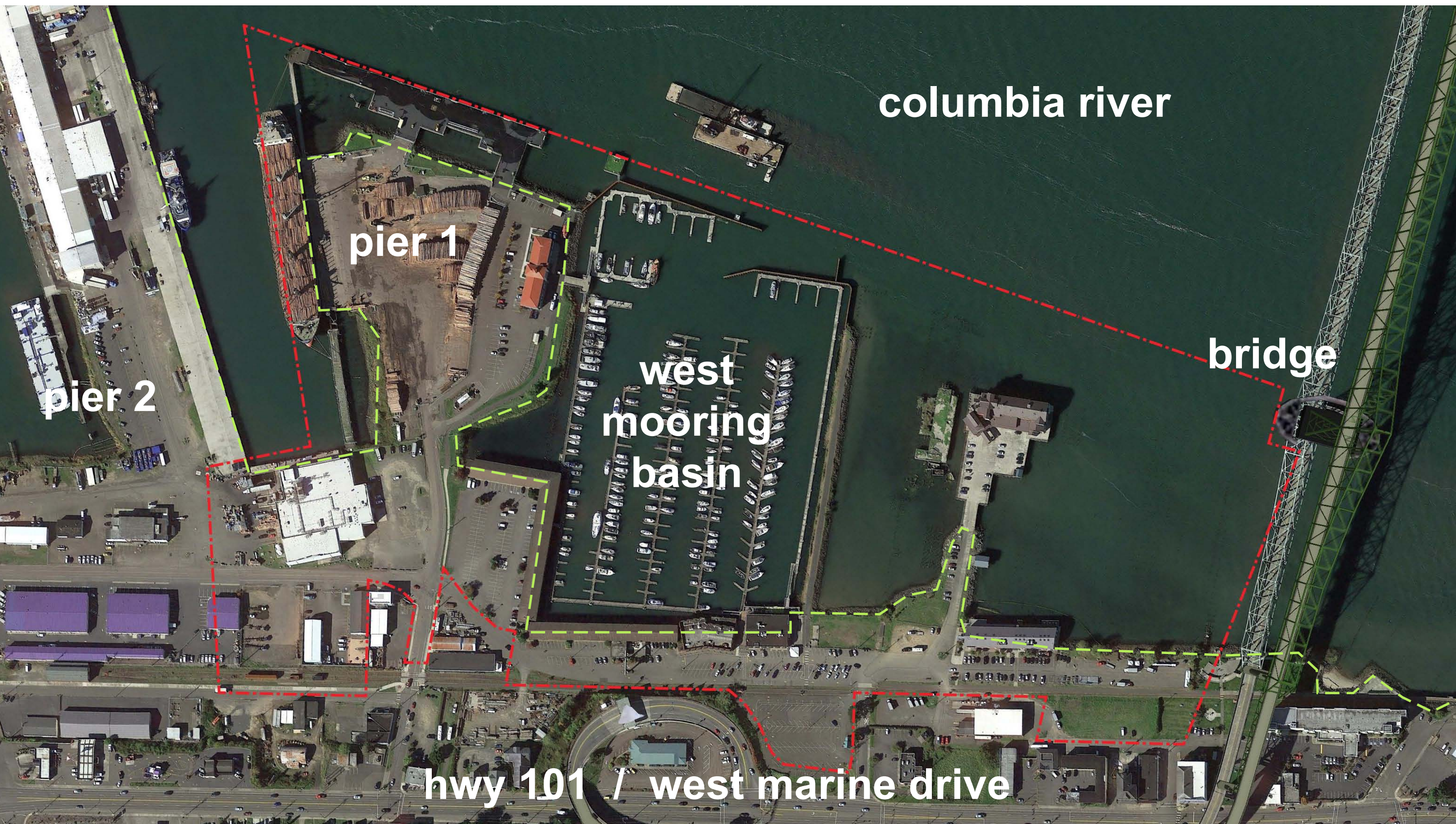
Public Access. Everyone is welcome.

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

WORKING WATERFRONT



SITE



columbia river

pier 1

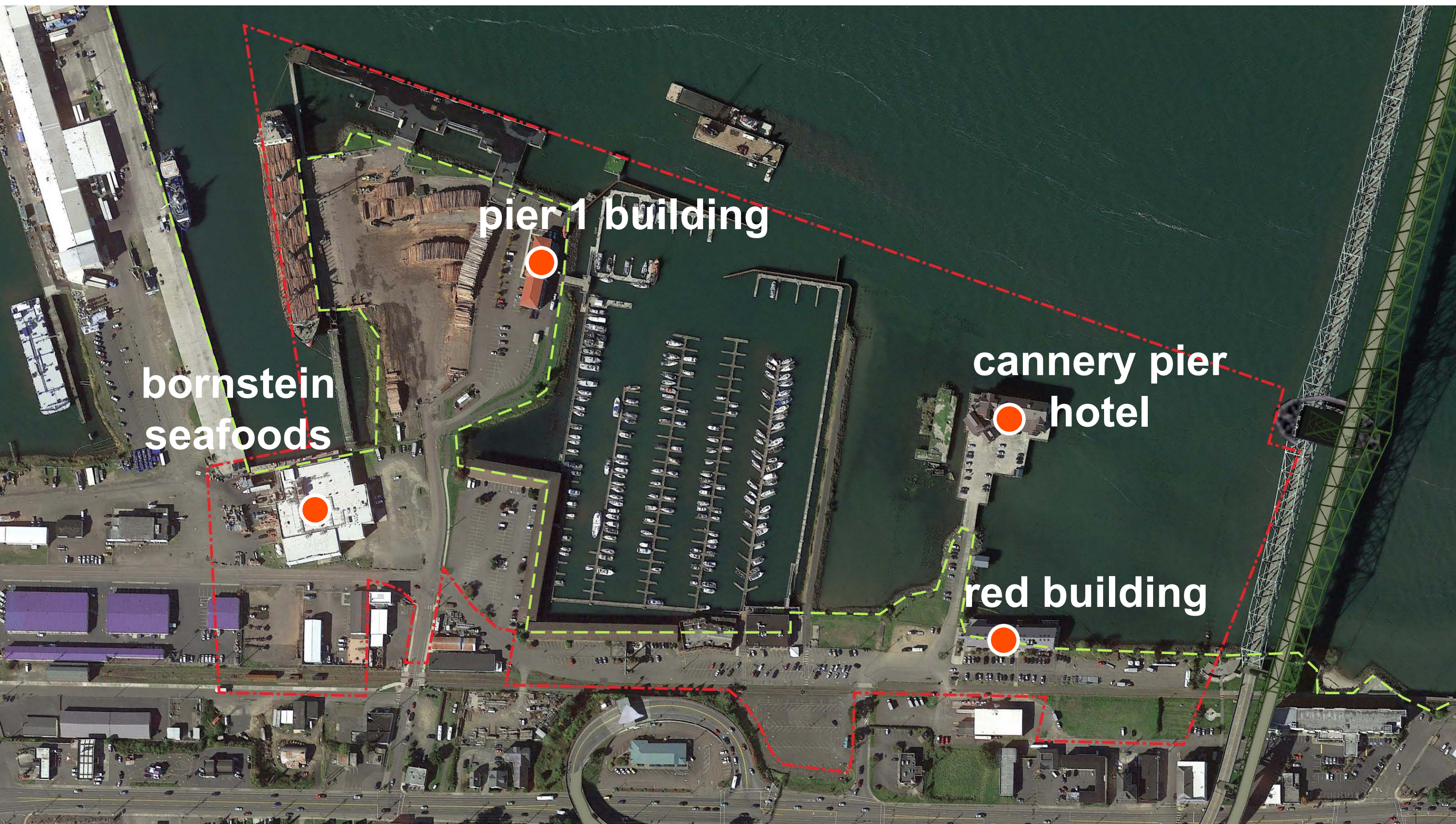
pier 2

west
mooring
basin

bridge

hwy 101 / west marine drive

EXISTING BUILDINGS



bornstein
seafoods

pier 1 building

cannery pier
hotel

red building

OPPORTUNITIES



IDENTITY



INSPIRATION



APPROACH

Improve identity and economic viability.

Position Pier 1 for Maritime Industry.

Support West Mooring Basin uses.

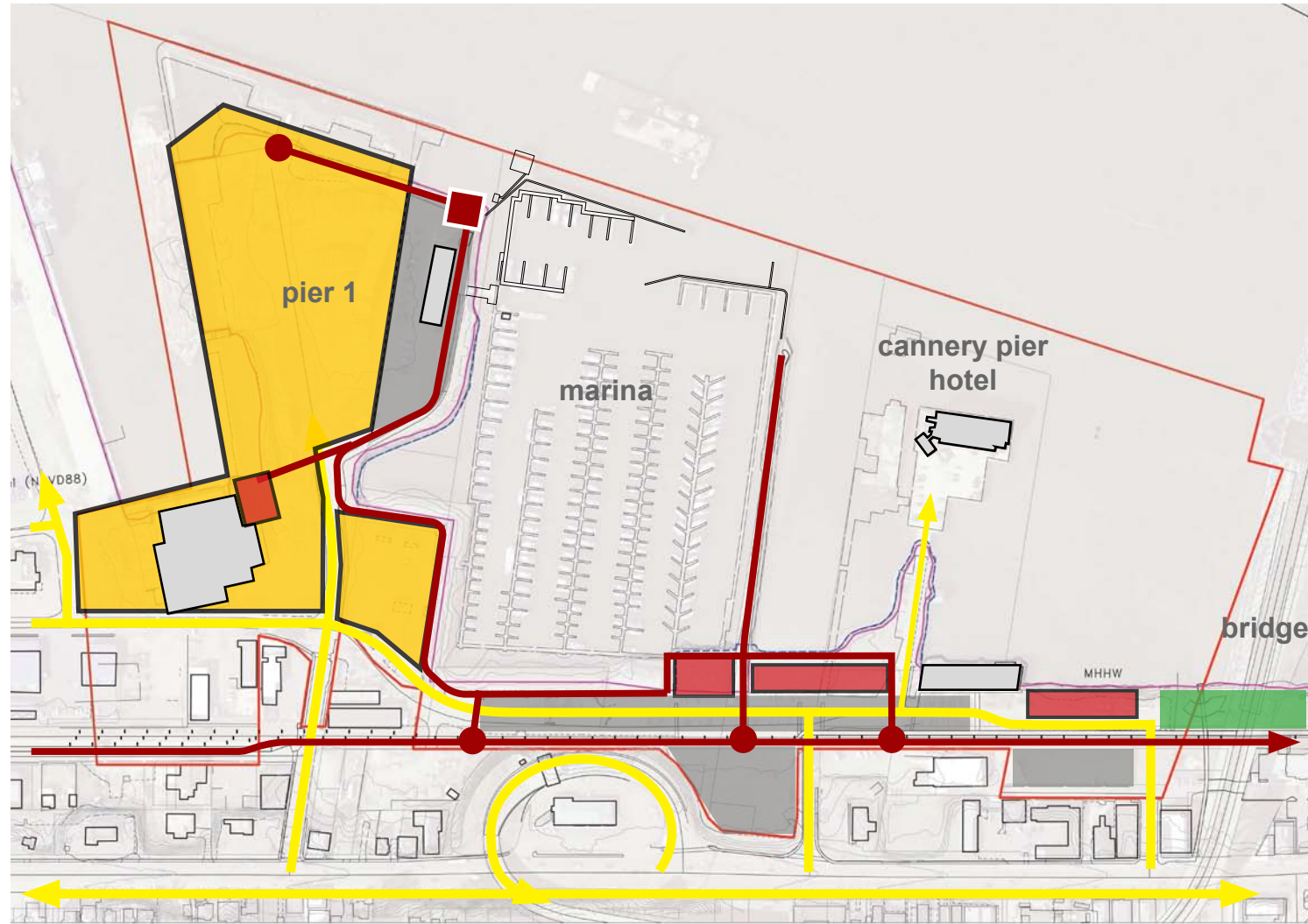
Provide public waterfront destinations.

Connect the site.

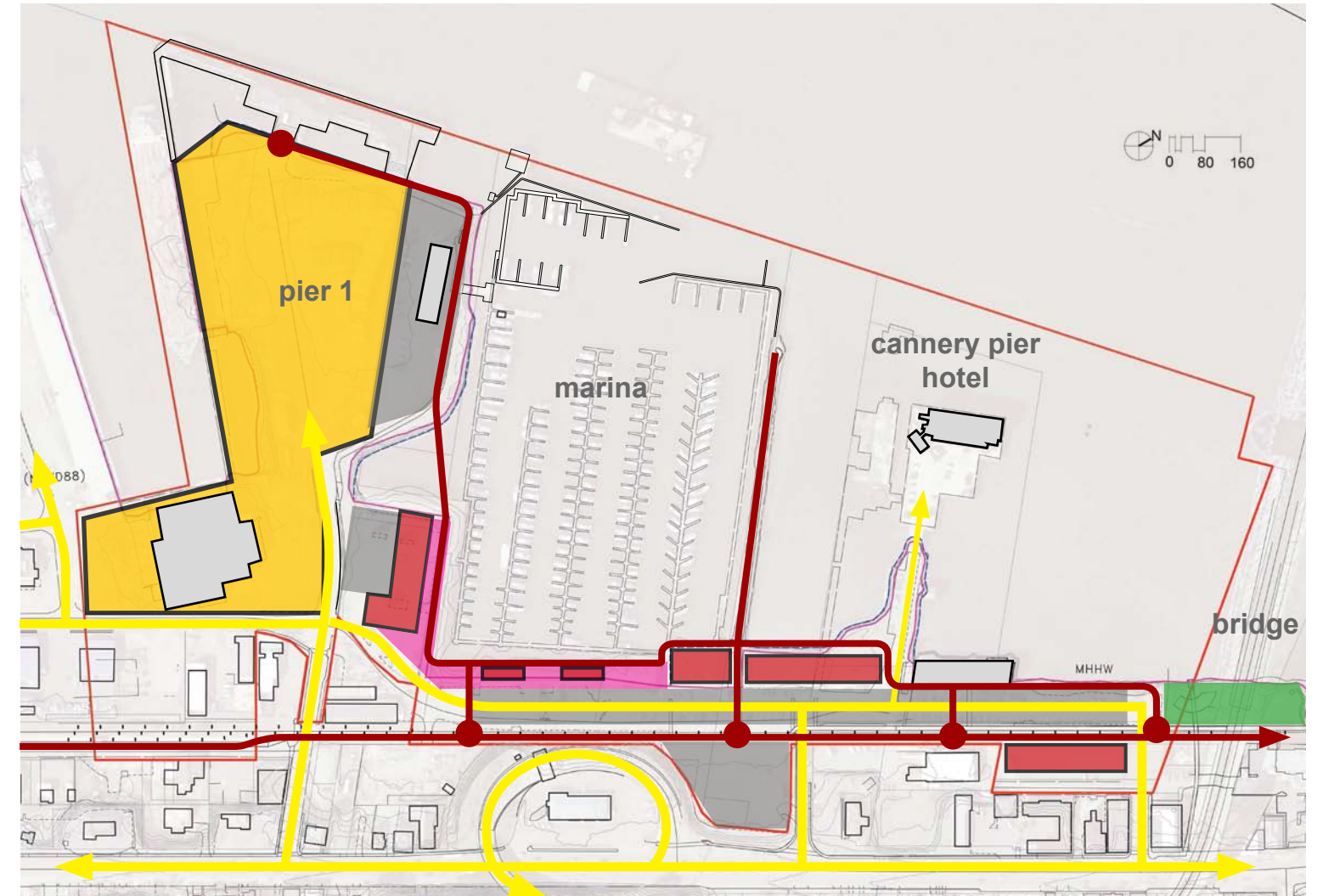
CONCEPT ALTERNATIVES



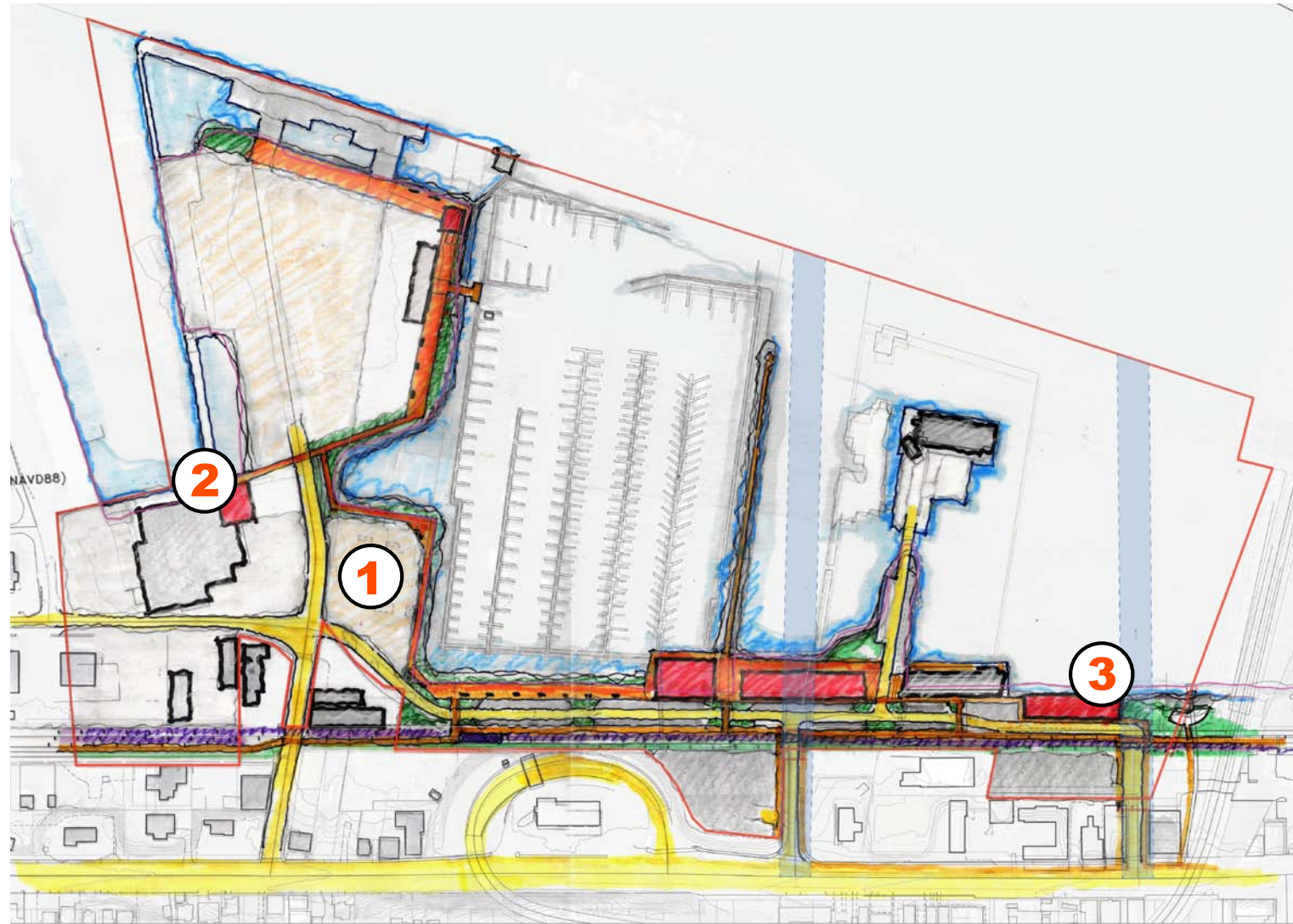
ORANGE SCHEME



BLUE SCHEME

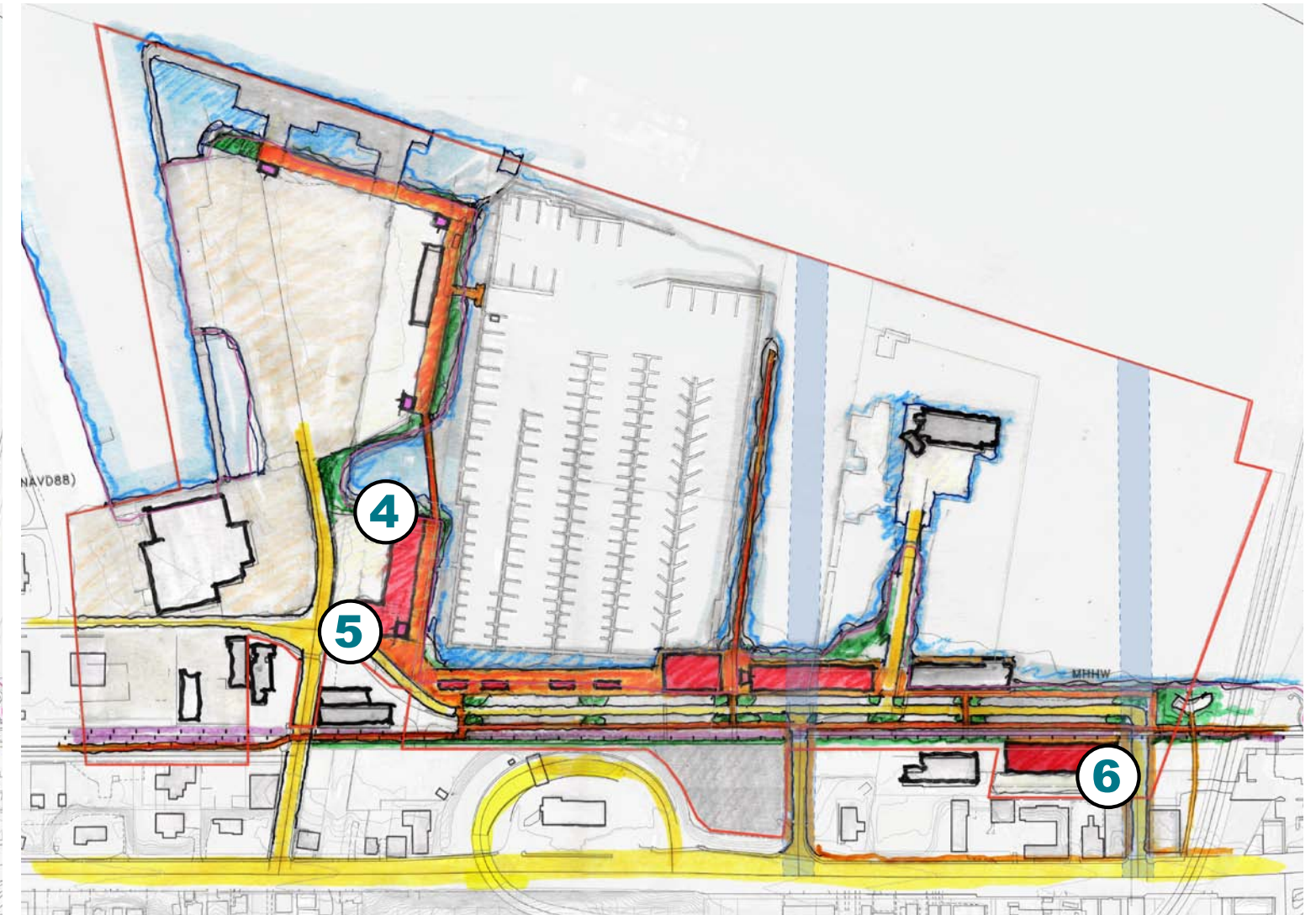


ORANGE SCHEME



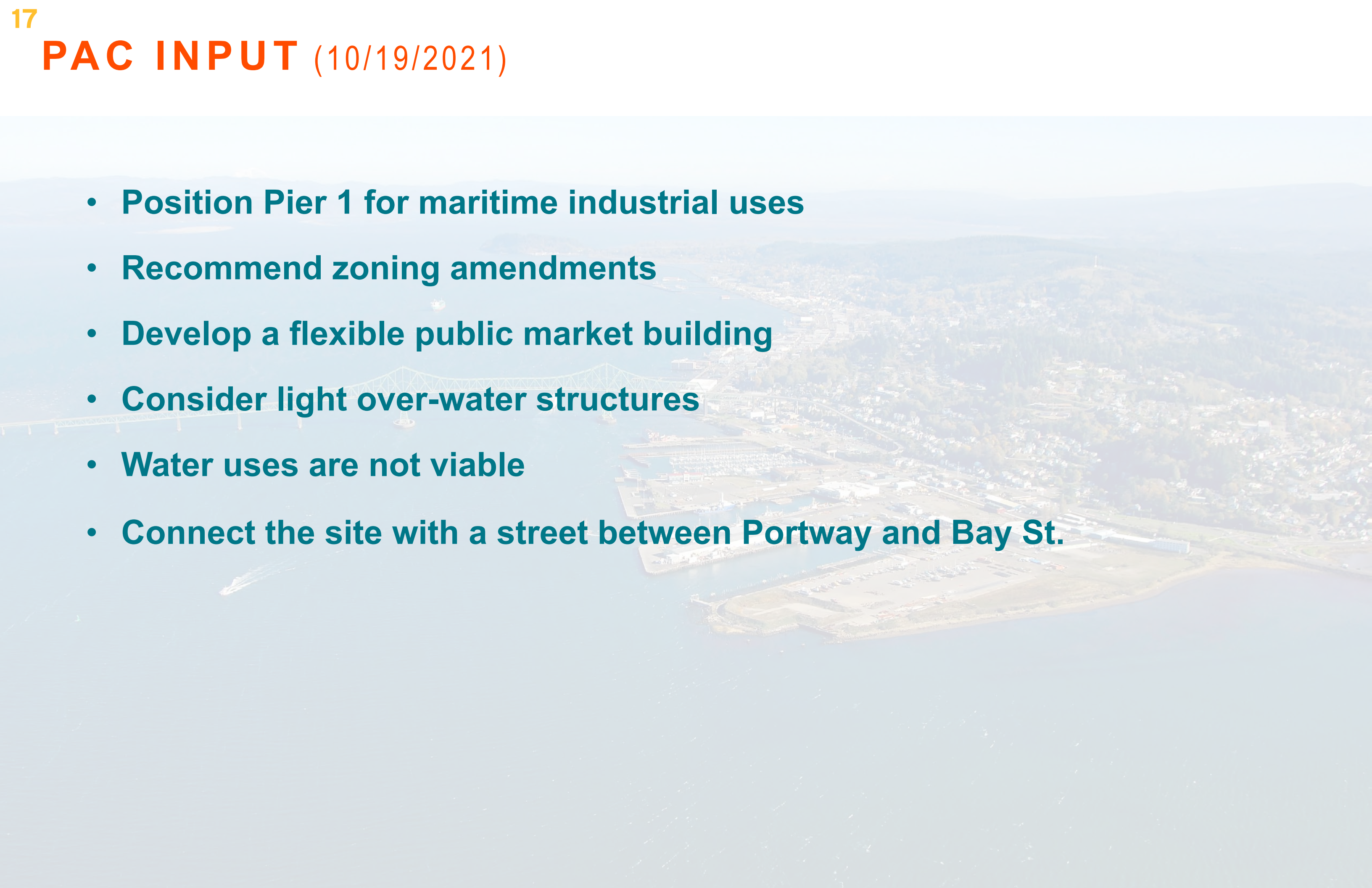
- ① maritime industrial west of West Mooring Basin
- ② fish market at Bornstein Seafood
- ③ new mixed-use building north of Riverwalk Trail

BLUE SCHEME



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

PAC 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. A long bridge spans across the water in the middle ground. To the right, there's a residential area with many houses and trees. In the center, there's an industrial or commercial area with several large buildings and a parking lot. The background shows more water and distant hills under a clear sky.

PUBLIC INPUT

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

Public Forum: **120** attendees + **134** views
74 comments in chat

Online Survey: **30** responses

Facebook: **5,754** people reached

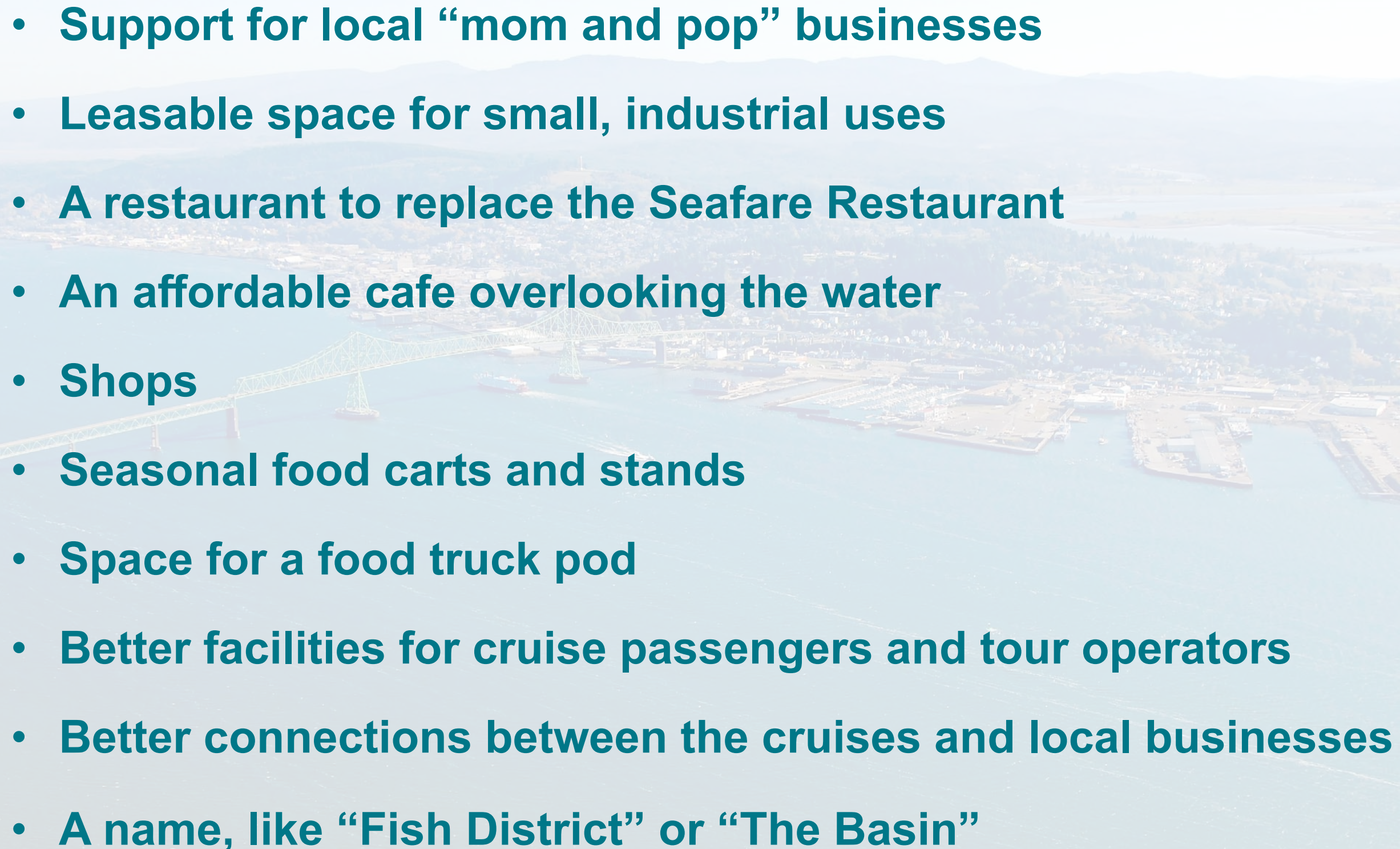
We like...

- **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**

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 a harbor or riverfront. A large, long bridge with a truss structure spans across the water in the background. In the foreground, there is a marina with many boats docked. To the right, there are residential buildings and a road with a roundabout. The water is a light blue color, and the sky is a pale blue. The overall scene is a mix of urban development and natural waterfront features.

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, possibly a shipyard or a port facility. The background shows a hazy landscape with mountains or hills under a clear sky.

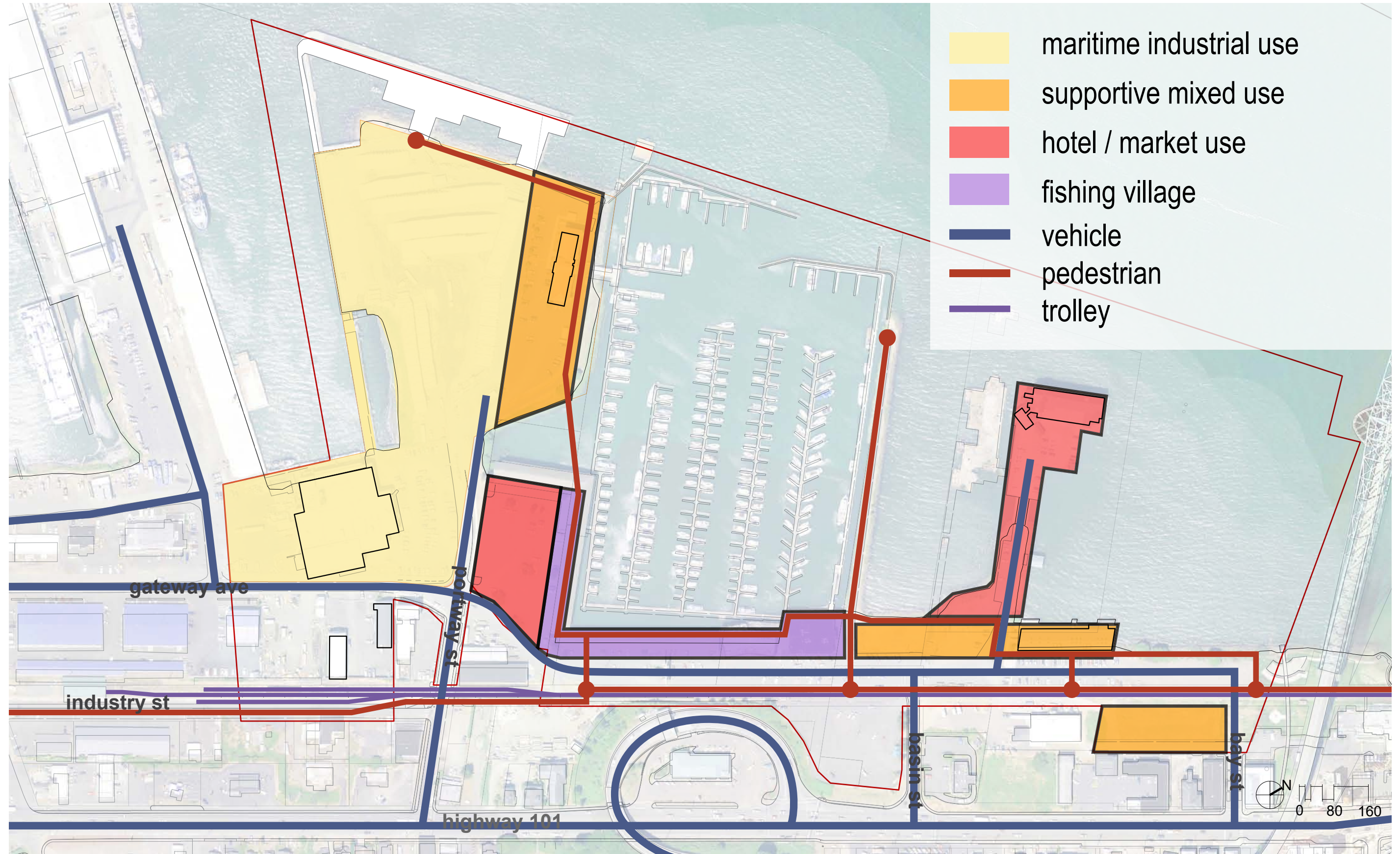
We are concerned about...

- 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



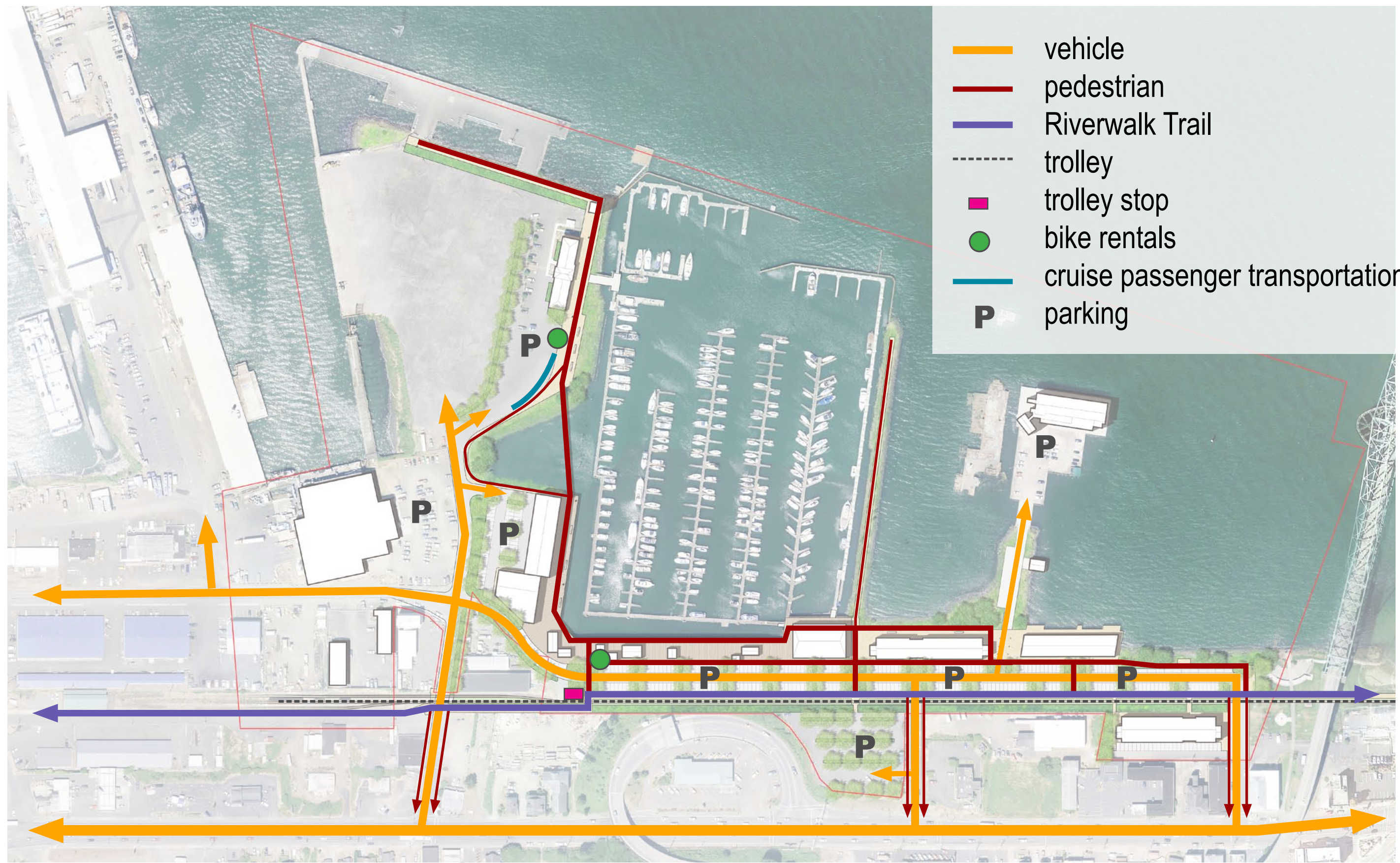
FRAMEWORK PLAN



DEMONSTRATION PLAN



CIRCULATION



DEMONSTRATION PLAN (WEST)



Maritime Industrial

such as:

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

DEMONSTRATION PLAN (WEST)



Overlook Tower

views of Port industry, river, West Mooring Basin

Pier 1 Walk

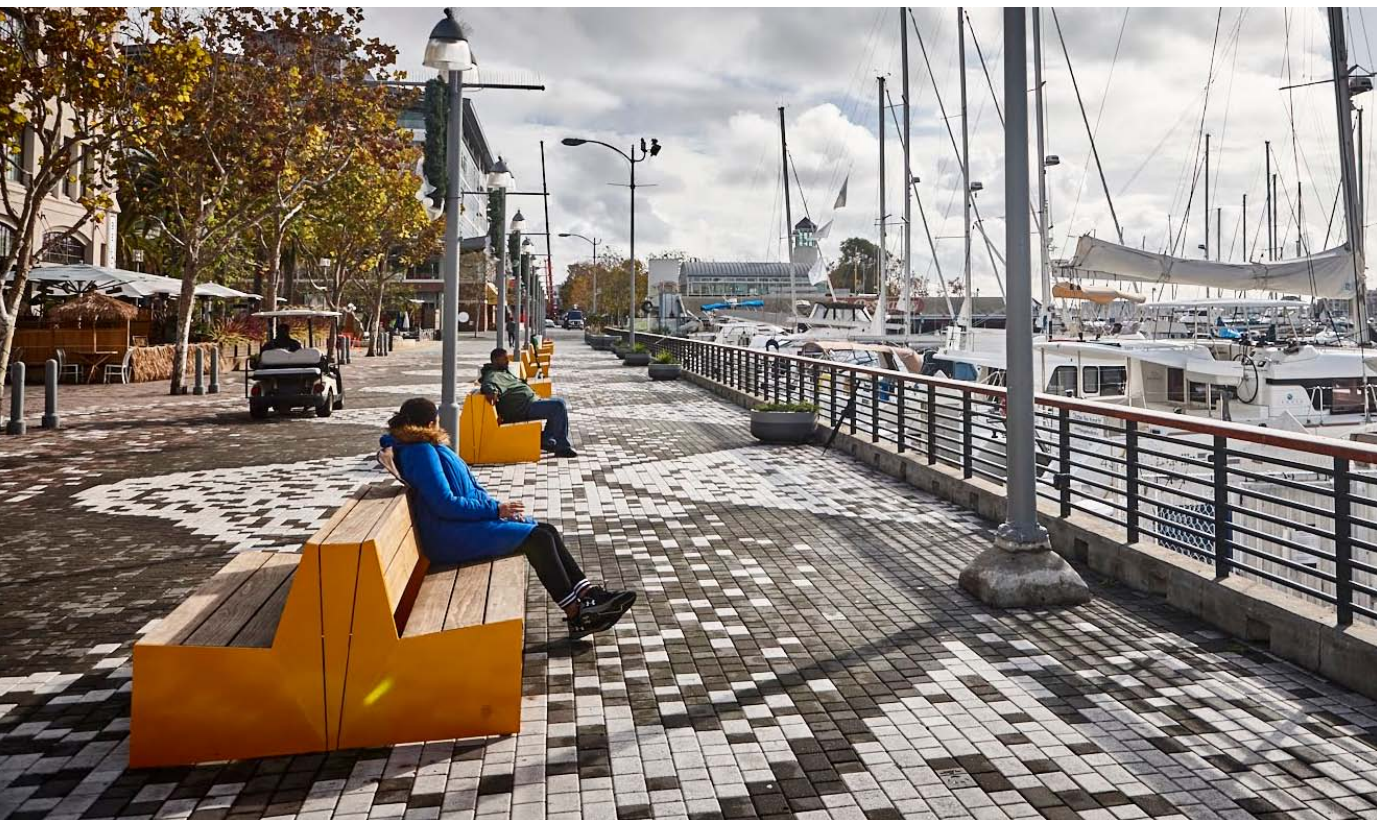
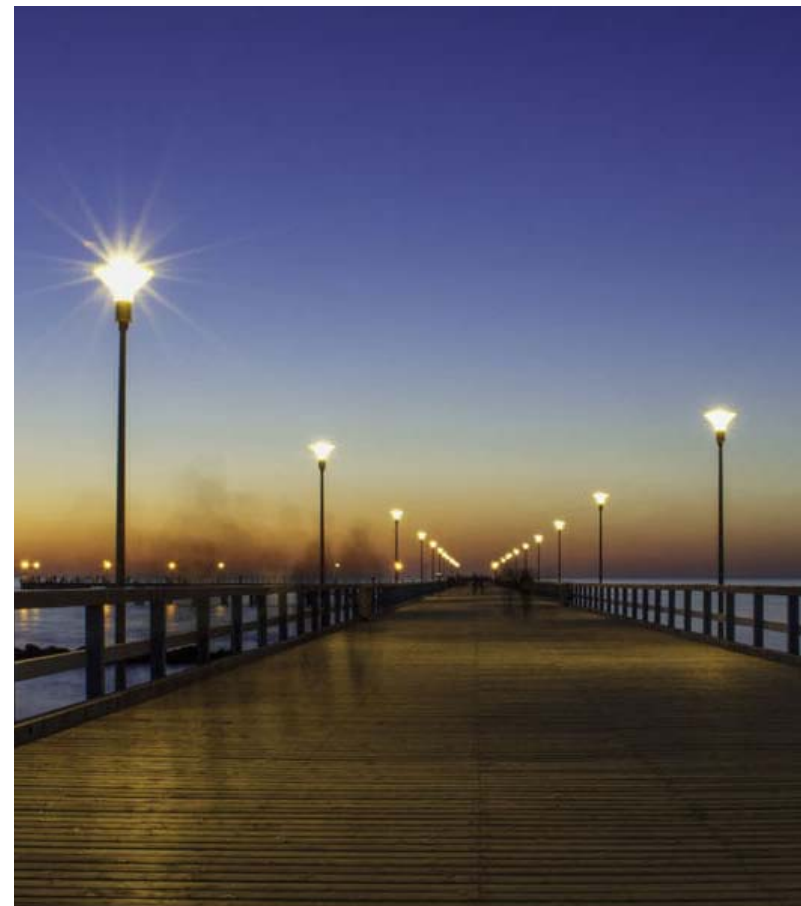
lighting, wayfinding and interpretive signage, seating

Cruise Passenger Transportation

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

Footbridge

INSPIRATION



DEMONSTRATION PLAN (WEST)



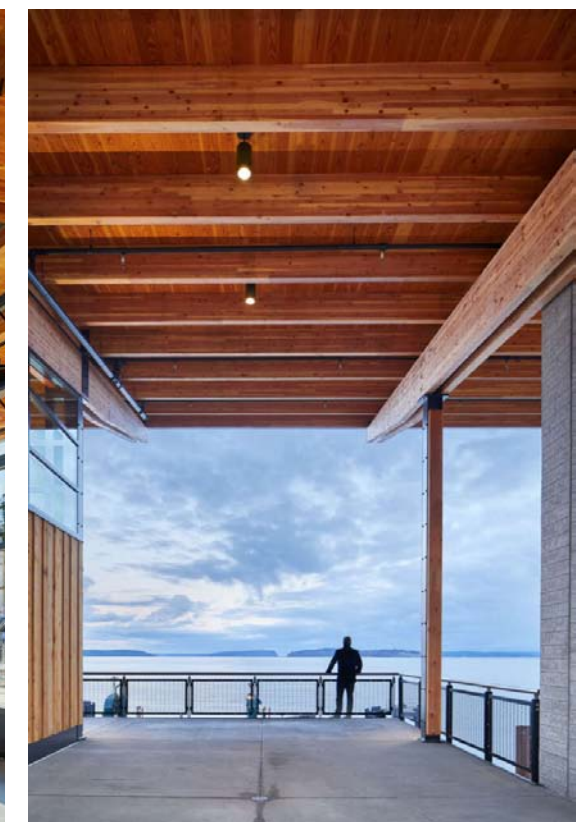
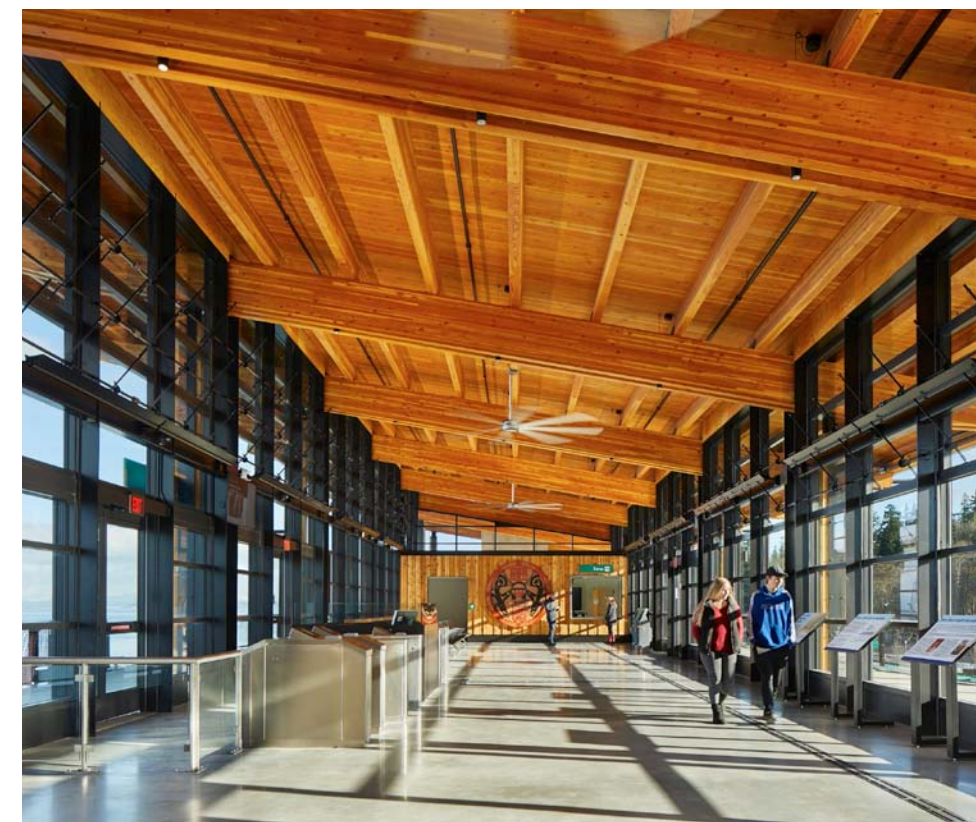
Hotel

60 - 90 rooms, restaurant, guest amenities

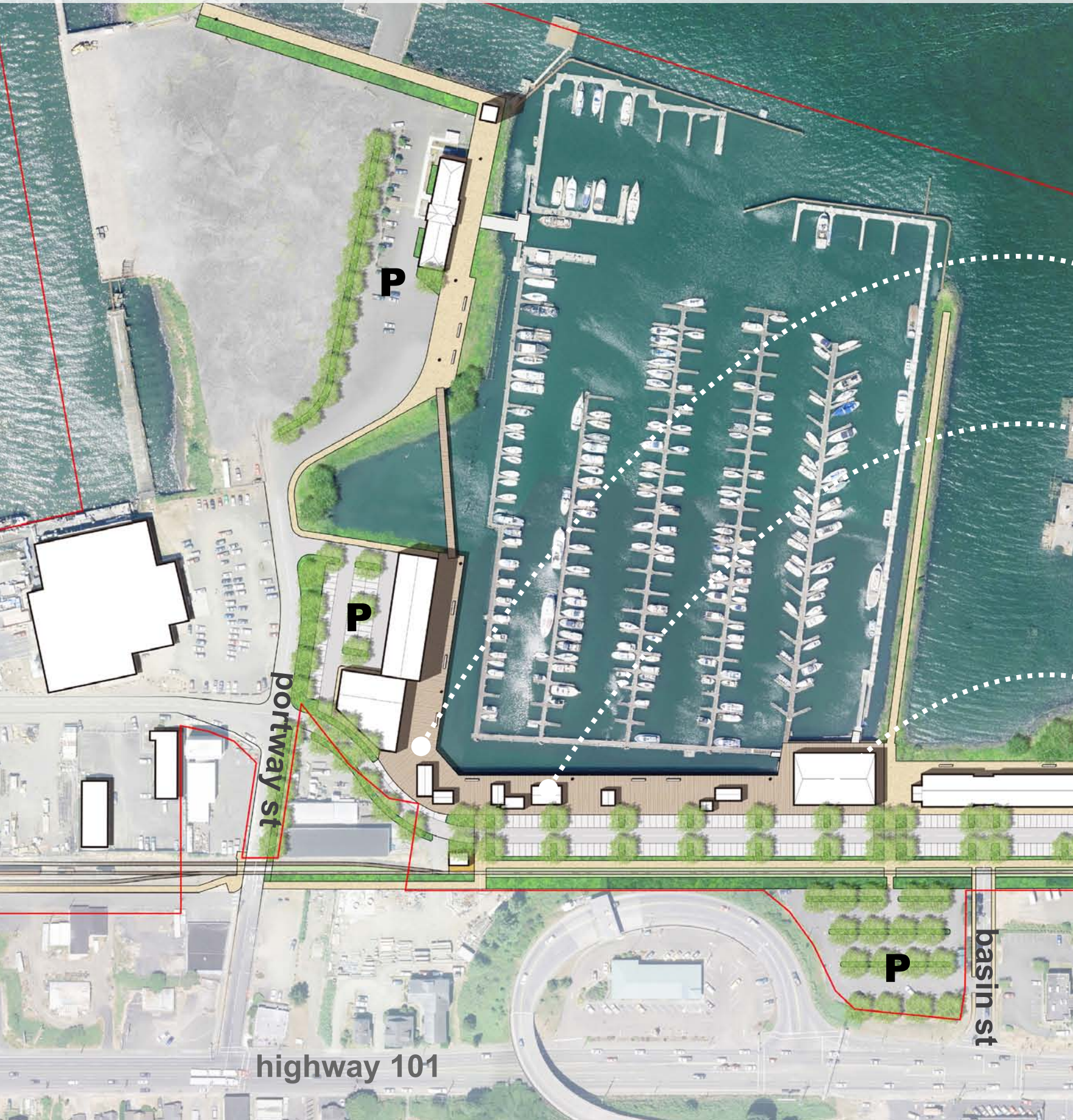
Market Hall

- 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

Chinook Pier Pavilion
 flexible structure, protection from the elements
 bait, ice, fish prep
 coffee & deli

INSPIRATION



FISHING VILLAGE CROSS-SECTION



DEMONSTRATION PLAN (WEST)



Industry Street

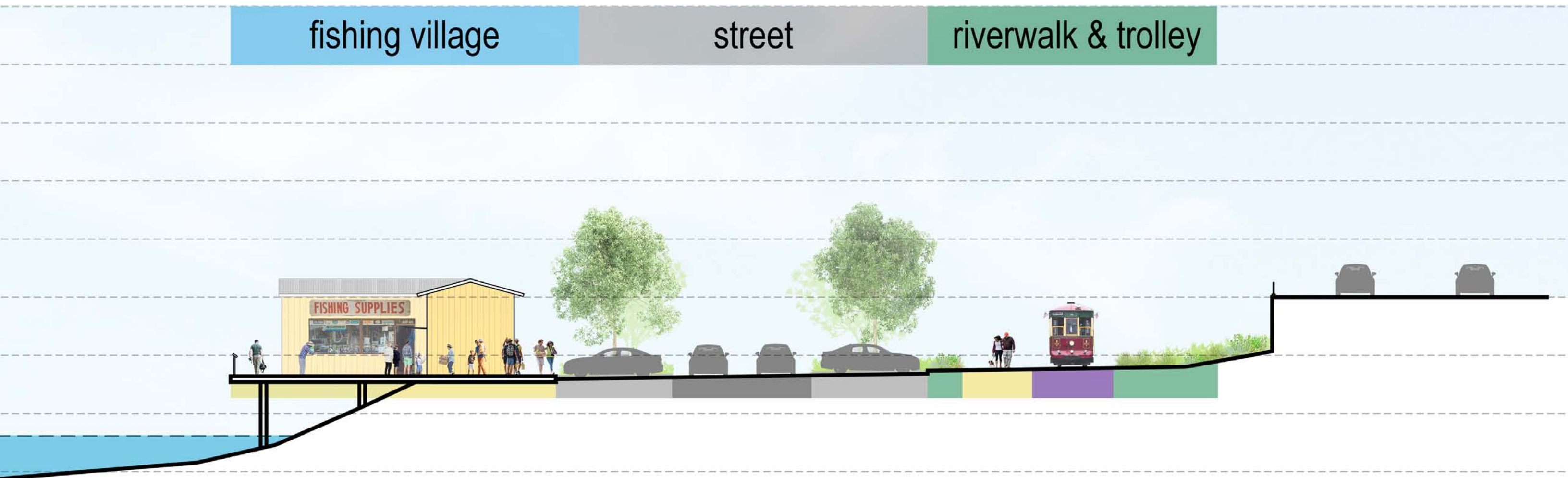
2-way street with perpendicular parking both sides

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

IMPLEMENTATION STRATEGY



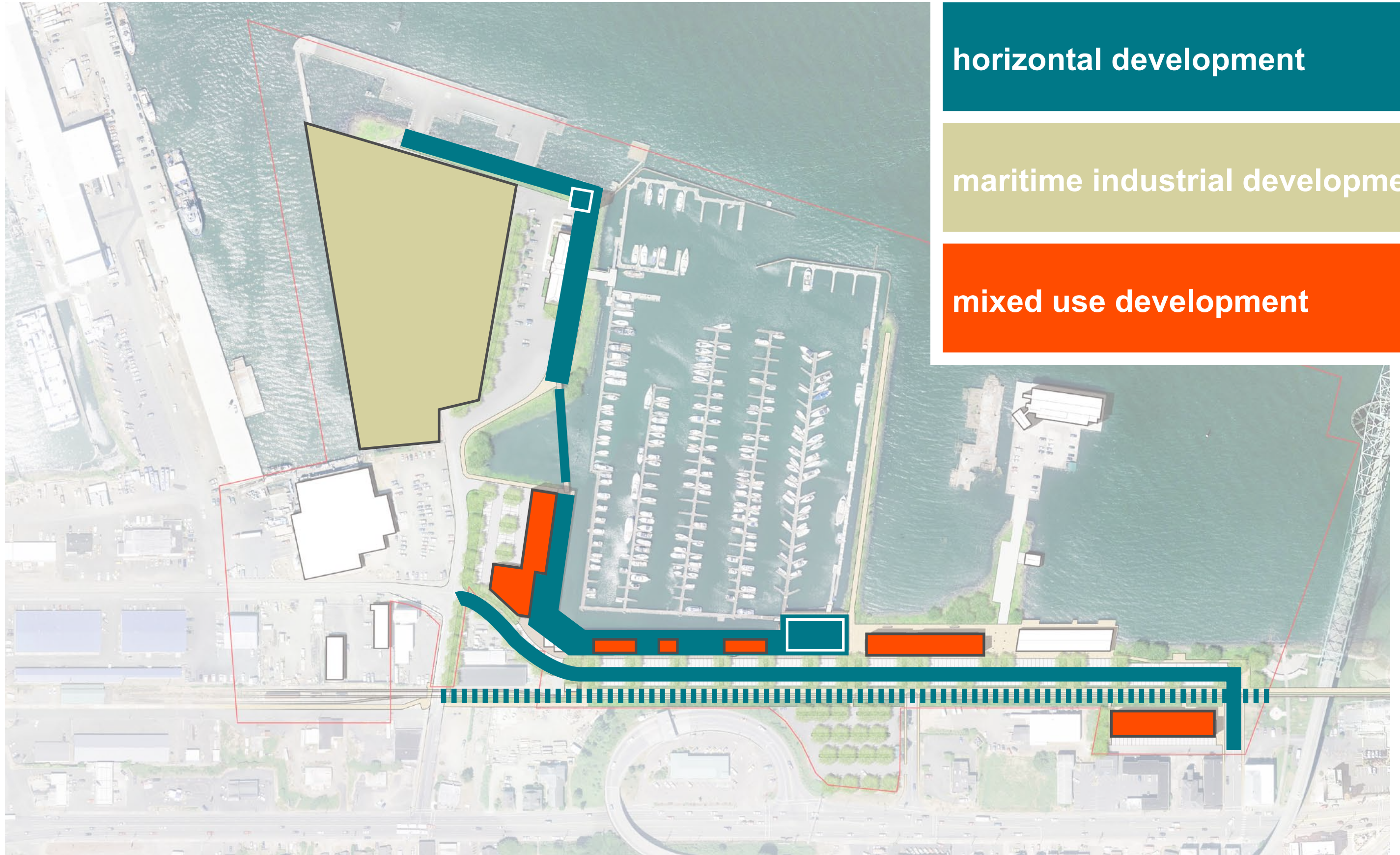
TRACKS

**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

- amend zoning
- ID funding for economic impacts study
- ID funding for planning (all projects)
- ID potential funding for implementation (all projects)
- engage cruise lines to discuss funding potential

2. Fundraise & Plan

- secure funding for and perform economic impacts study
- secure funding for planning
- develop detailed sequencing strategy, in conjunction with vertical development planning
- planning, design, and permitting (all projects)

3. Build

- secure funding for implementation
- construction

maritime industrial development

pier 1 development

build to suit industrial and manufacturing facilities

1. Define & Engage

- ID potential funding sources for business concept plan
- engage Business Oregon, CEDR, CPEDD
- engage established industrial users, small startups, real estate brokers, futurists & developers

2. Fundraise & Plan

- develop business concept plan that ID's user types, amenities, services required
- ID users/ obtain letters of intent to lease
- master plan & ID parcel and infrastructure needs
- pursue state and federal funding for development
- calibrate building prototypes

3. Build

- secure commitments for state and federal gap funding
- RFP for sites / buildings
- developer negotiations
- construction & occupancy

mixed use development

hotel
market hall
fishing village
mixed-use buildings

1. Define & Engage

- secure funding and perform market/feasibility studies
- engage community to understand desired products, services, amenities, and business opportunities
- engage potential developers, real estate brokers, and tenants
- ID potential subsidy and partnership
- ID potential lease/ disposition structures

2. Fundraise & Plan

- pursue state and federal funding for development
- ID potential subsidy and partnership
- ID developers
- ID tenants
- ID operators

3. Build

- secure commitments for state and federal gap funding
- RFP for buildings
- developer negotiations
- construction and occupancy

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
- ODWF: 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 moorage infrastructure at T-Dock to increase leasable slips.**
 - 4. Improve seasonal cruise facilities to encourage passengers to enjoy Astoria.**



gateway ave

industry st

portway st

highway 101

basin st

bay st



THANK YOU!



PARKING

~ **575** parking stalls

