

October 21, 2021

Port of Astoria Waterfront Master Plan

**RE: Project Advisory Committee Meeting 1 – September 15, 2021**

### Meeting Summary by Walker Macy

The purpose of this meeting, the first of three engagements with the Project Advisory Committee (PAC) was to gain insights into the project's opportunities and challenges, the preliminary project goals, and vision for future redevelopment, to steer the consultant team's initial planning efforts.

The PAC is composed of City and Port staff, along with six citizen representatives appointed by the mayor.

Brett Estes (City of Astoria)  
Megan Leatherman (City of Astoria)  
Jeff Harrington (City of Astoria)  
John Southgate (consultant to the City of Astoria)  
Will Isom (Port of Astoria)  
Matt McGrath (Port of Astoria)  
Melanie Olson (Citizen Representative: Business Oregon)  
Andrew Bornstein (Citizen Representative: Bornstein Seafoods)  
Kurt Englund (Citizen Representative: Englund Marin & Industrial Supply)  
David Reid (Citizen Representative: Astoria-Warrenton Area Chamber of Commerce)  
Gregory Morrill (Citizen Representative: Bergerson Construction)  
Dan Hauer (Citizen Representative: Hauer's Lawn Care)

The Walker Macy team presented an overview of the project scope and process, along with some initial findings from review of background information, existing site and economic conditions, and stakeholder interviews completed to date.

Most of the meeting was dedicated to discussion led by the team. Notably, there was general agreement expressed by PAC members around three main questions. The following is a summary of key themes and salient points.

#### ***What story should this site tell?***

- The Port Waterfront represents the “real Astoria”, the place where the work gets done. The site should be a hardworking waterfront, where people can go to enjoy the fruits of the labor.
- The site’s purpose and identity are inseparable from the influence of water: the convergence of the Columbia River and Pacific Ocean, and the industry and commerce related to this unique position. The site should focus on water-dependent uses (like fishing and seafood processing) and celebrate the river as a setting for industry, commerce, and public access.
- As one of the last remaining water dependent industrial lands in Astoria, the site should be versatile and adaptable to changing economic circumstances.

***What specific opportunities should the Master Plan consider?***

- Clear, safe access with improved wayfinding and circulation throughout the site
- Simplified zoning that promotes private investment
- A market where fishermen can sell directly to the public
- Services and facilities that support both workers and visitors
- Services that support sport fisherman and the marina in general
- Improvements to the terminal for cruise ships, to alleviate impacts businesses and public access on site and to graciously welcome visitors

***What are the toughest constraints and challenges to the site’s development and future?***

- Attracting private investment to a site with complicated zoning and permitting conditions, and Port business practices
- Truck access into the site and conflicts with public access within the site
- Competing interests and incompatible adjacent uses

Based on input from the PAC, the project team has drafted a set of working Project Goals and Core Values, to guide the Port of Astoria Waterfront Master Plan.

**Project 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.
- **Adaptable:** A place that can adapt over time while maintaining its identity.