



City of Astoria, Oregon
Uniontown Reborn Master Plan

Uniontown Reborn Master Plan

Joint Stakeholder and Technical Advisory
Committees Meeting #1

November 7, 2018



Welcome

- **Thank you for participating!**
- Introductions:
 - Name
 - Affiliation
 - One thing you value about Uniontown



Agenda

Time	Topic	Lead
1:00 – 1:05 pm	Welcome, Introductions, Review Agenda	Brett Estes, City of Astoria
1:05 – 1:15 pm	Overview of TAC/SAC role	Mike Morgan, City of Astoria
1:15 – 1:25 pm	Project Background	Brooke Jordan, Jacobs
1:25 – 1:50 pm	Review Existing Conditions	Scott Richman and Brooke Jordan, Jacobs; Elliot Weiss, Community Attributes
1:50 – 2:00 pm	Break	
2:00 – 2:55 pm	Review Constraints and Opportunities	Scott Richman
2:55 – 3:00 pm	Next Steps	Mike Morgan



Roles and Responsibilities

• **Role:**

- Review project materials, provide feedback
- Provide technical and stakeholder guidance to the project team
- Represent the interests of your organization

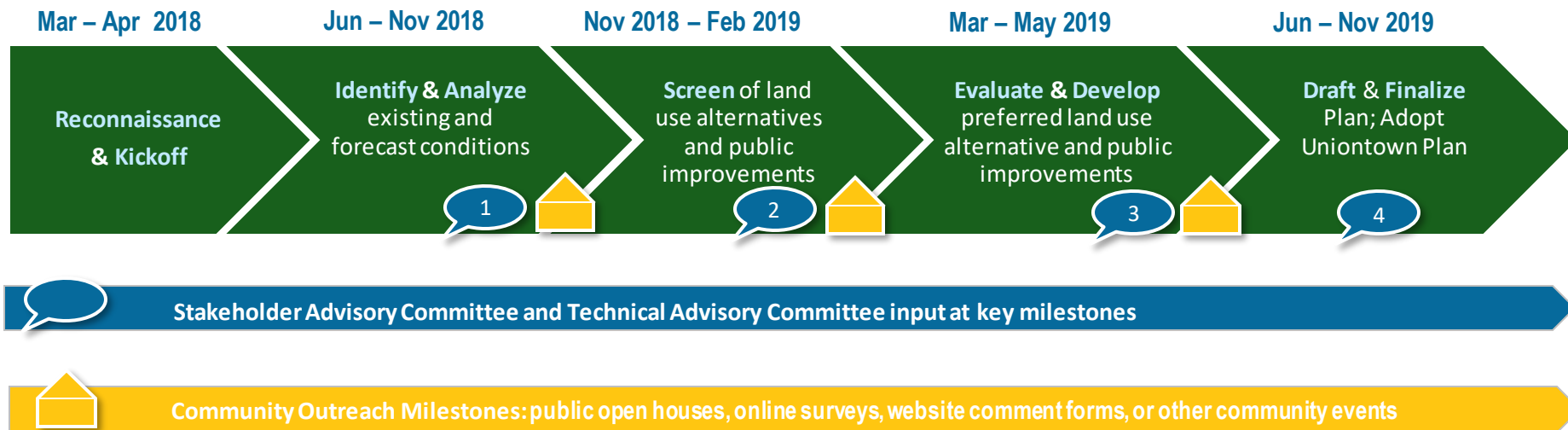
• **Responsibilities:**

- Respect differences of opinion
- Strive for agreement
- Participate in all meetings



Project Schedule

Uniontown Reborn Project Overview





Community Stakeholders

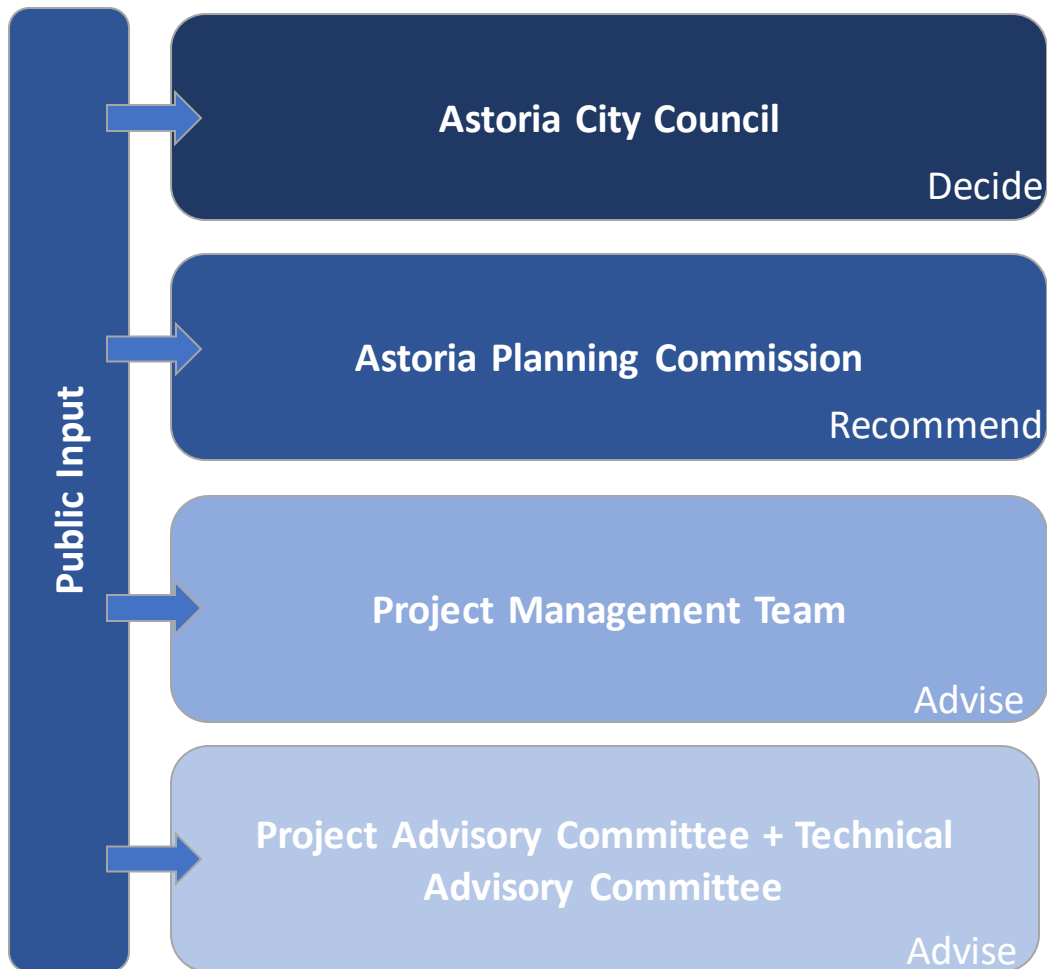
- **Who is involved?**

- City of Astoria
- Oregon Dept. of Transportation
- Sunset Empire Trans. District
- Port of Astoria
- Local businesses
- **Astoria Community**
 - *Technical Advisory Committee*
 - *Stakeholder Advisory Committee*
- Other organizations





Decision Making Structure





Study Area Overview





Project Background

- Uniontown provides a gateway for visitors and an important center for industrial and commercial activity
- Astoria Megler Bridge brings visitors across the Columbia from Washington
- Neighborhood has not experienced the same level of investment as downtown
- Uniontown lacks a unifying neighborhood vision





Project Objectives

- Strengthen livability and economic vitality
- Create balanced and efficient multimodal transportation system
- Develop a complete land use plan and supportive transportation plan
- Build on previous planning and visioning work
- Facilitate Astor-West Urban Renewal Plan implementation
- Actively engage community stakeholders in thorough visioning process



Related Efforts

- Advance Astoria: Economic Development Strategy (2017)
- Astor West Urban Renewal District Storefront Improvement Program (2016)
- Astoria Affordable Housing Study (2015)
- Astoria Transportation System Plan (2013)
- Rehab Astoria Right (2013)
- Astoria Historic Preservation Plan (2008)
- Astoria Riverfront Vision Plan (2009)
- Astoria Port/Uniontown Transportation Refinement Plan (2006)
- Astor-West Urban Renewal Plan (2002)



Project Work To Date

- **Analysis of Existing Conditions in Uniontown:**
 - Land Use
 - Economic Development
 - Baseline Transportation System
- **Community engagement**
 - Stakeholder interviews – 7 Uniontown-area stakeholders
 - Community survey – 129 respondents



Community Engagement

- Project team conducted 7 stakeholder interviews in April:
 - Port of Astoria
 - Local businesses on US 101/W Marine Drive
 - Tourism businesses
 - Historic preservation
 - Social services
- Supported identification of issues of concern and obtained input on vision and goals
- Hosted an online survey in May on the vision and goals



Community Survey Results

Words Used to Describe Uniontown Today





Community Survey Results

Words Used to Describe Uniontown's Ideal Future





Community Survey Results

Top Priorities By Area

Land Use

- Design standards that ensure consistency with historic character
- Façade improvements
- Public landscaping amenities such as plantings in the right of way

Economic Development

- Preserve historic character of Uniontown
- Encourage adaptive reuse of buildings and warehouses
- Support the working port and maritime industries

Transportation

- Safety, comfort, and access for walking and biking
- Traffic congestion
- Freight and port/maritime access



Land Use Conditions

- Variety of industrial, commercial, and residential uses in the study area
- ~180 property owners in the study area; Port of Astoria is largest at 15 acres
- Zoning includes multiple aquatic, shorelands, commercial, and residential zones
- Area included wide variety of industrial, commercial and residential uses





Existing Land Uses



Figure 1
Existing Land Uses

-  Study Area
-  Uniontown-Alameda Historic District
-  Bridge Vista Overlay Zone
-  Astor West Urban Renewal District

Land Use Class

-  Auto Service
-  Commercial Other
-  Retail
-  Eating and Drinking
-  Lodging
-  Port of Astoria - Marina
-  Port of Astoria - Office
-  Port of Astoria - Industrial
-  General Office
-  Industrial - Warehouse/Other
-  Single-Family Residential
-  Multi-Family Residential
-  Parking Lot
-  Public/Institutional
-  Vacant

Source: Clatsop County Assessor's Office, City of Astoria
 Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community



Land Use – Zoning Designations

- A special Bridge Vista Overlay implements the land use principles of the Astoria Riverfront Vision
- The Astor West Urban Renewal District extends from Columbia Avenue west to Smith Point
- The Uniontown-Alameda Historic District ensures historic preservation of building and landmarks





Land Use – Zoning Standards

- Standards vary across zones in terms of uses allowed, height, setbacks
- Zoning generally supports project objectives but some changes likely appropriate
- Combination of certain standards may represent development barriers
- Landscaping standards require basic level of landscaping
- Off-street parking standards recently updated but could be re-examined





Economic Development Conditions

- Advance Astoria, completed in 2017, is a strategic plan that sets the city's economic development priorities.
- Identified industry sectors—or “batches”—in the plan, include:
 - Craft Beverage and Fermentation
 - Education, Medicine and R&D
 - Maritime
 - Microenterprise and Entrepreneurship
 - Seafood Processing
- Uniontown's economy is distinguished from the wider city's by:
 - Presence of the Port of Astoria
 - A lower portion of jobs in services
 - A higher portion of jobs in manufacturing



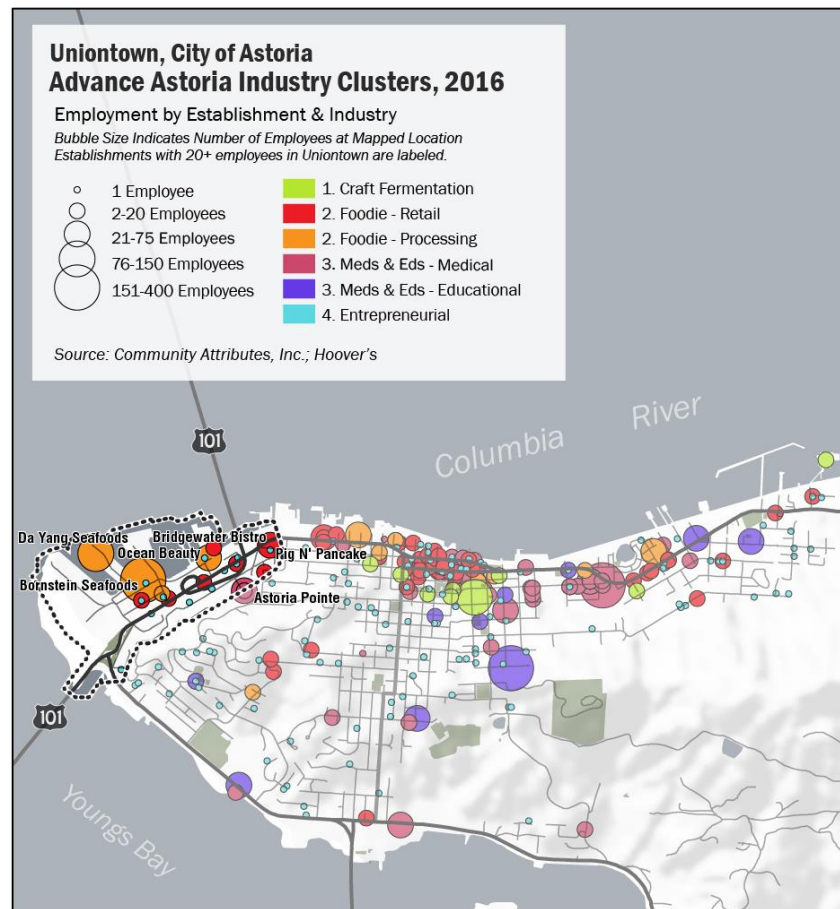
ADVANCE ASTORIA: ECONOMIC OPPORTUNITIES ANALYSIS FOR THE FIVE-YEAR ECONOMIC DEVELOPMENT STRATEGIC PLAN

May 2, 2017



Economic Development Conditions

- Of the “batches” included in Advance Astoria, Uniontown is home to several businesses related to food and seafood processing.
- Preserving the historic character of Uniontown ranked as the most important economic development priority in the survey administered by the City of Astoria in 2018
- Housing affordability is a challenge for Uniontown and Astoria, and is a key economic development priority.
- Currently, lease rates for multifamily and mixed-use units are low and may not support new ground-up construction.
- Given the importance of historic character and the potential market-related challenges for new construction, adaptive reuse of existing buildings should be considered in Uniontown.





Transportation Summary

- U.S. 101/Marine Drive is the major arterial corridor, serving local traffic and regional connections to the coast and Washington
- Marine Drive has two-lanes of vehicle traffic in either direction from Smith Point to 8th Street
- Level of Service at signalized intersections ranges from A to C for Marine Drive
- Many turning movements onto Marine Drive at unsignalized intersections have significant delay





Transportation Summary

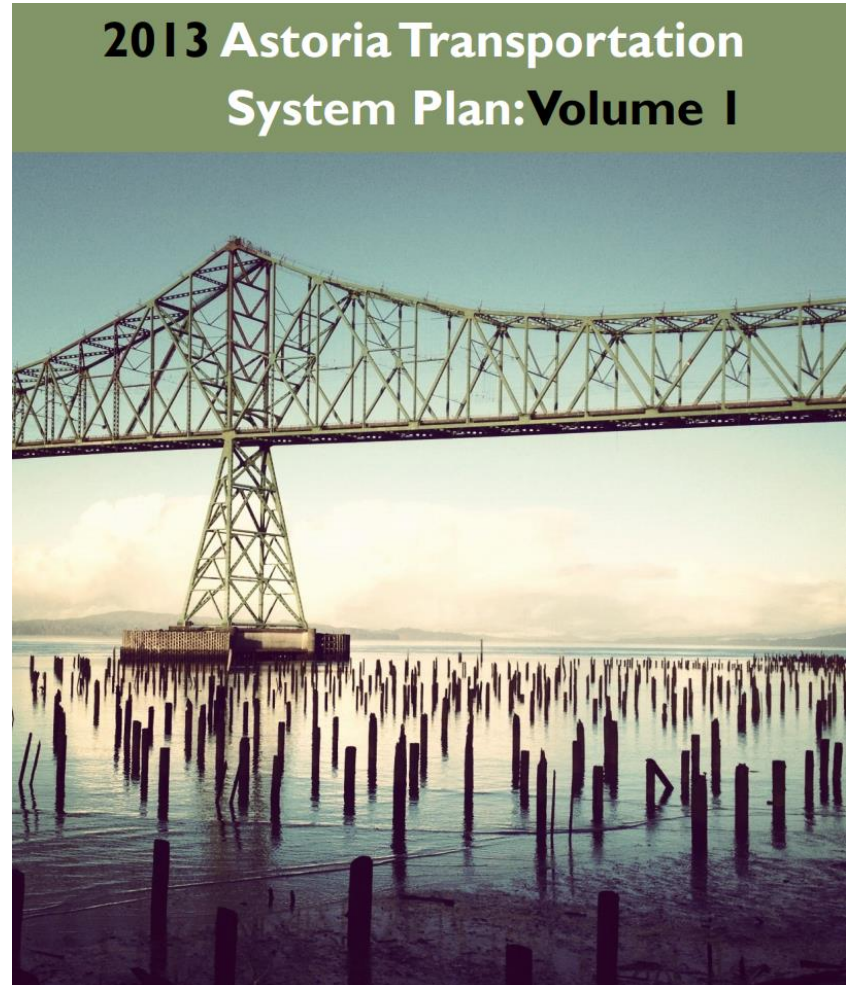
- Bike lanes on Marine Drive range from 5 to 7 feet wide with no physical separation from traffic
- Sidewalks exist through study area extent on Marine Drive but vary in quality
- Astoria Riverfront Trolley and Riverwalk runs through Uniontown
- Sunset Empire Transit District provides public transportation through Uniontown to coastal communities further south





Transportation Summary

- Astoria's 2013 Transportation System Plan Update has 18 projects in Uniontown study area
- Projects categorized by driving (D), pedestrian (P), biking (B), and street crossing (CR) solutions
- 13 projects are likely funded as assessed in 2013 TSP update



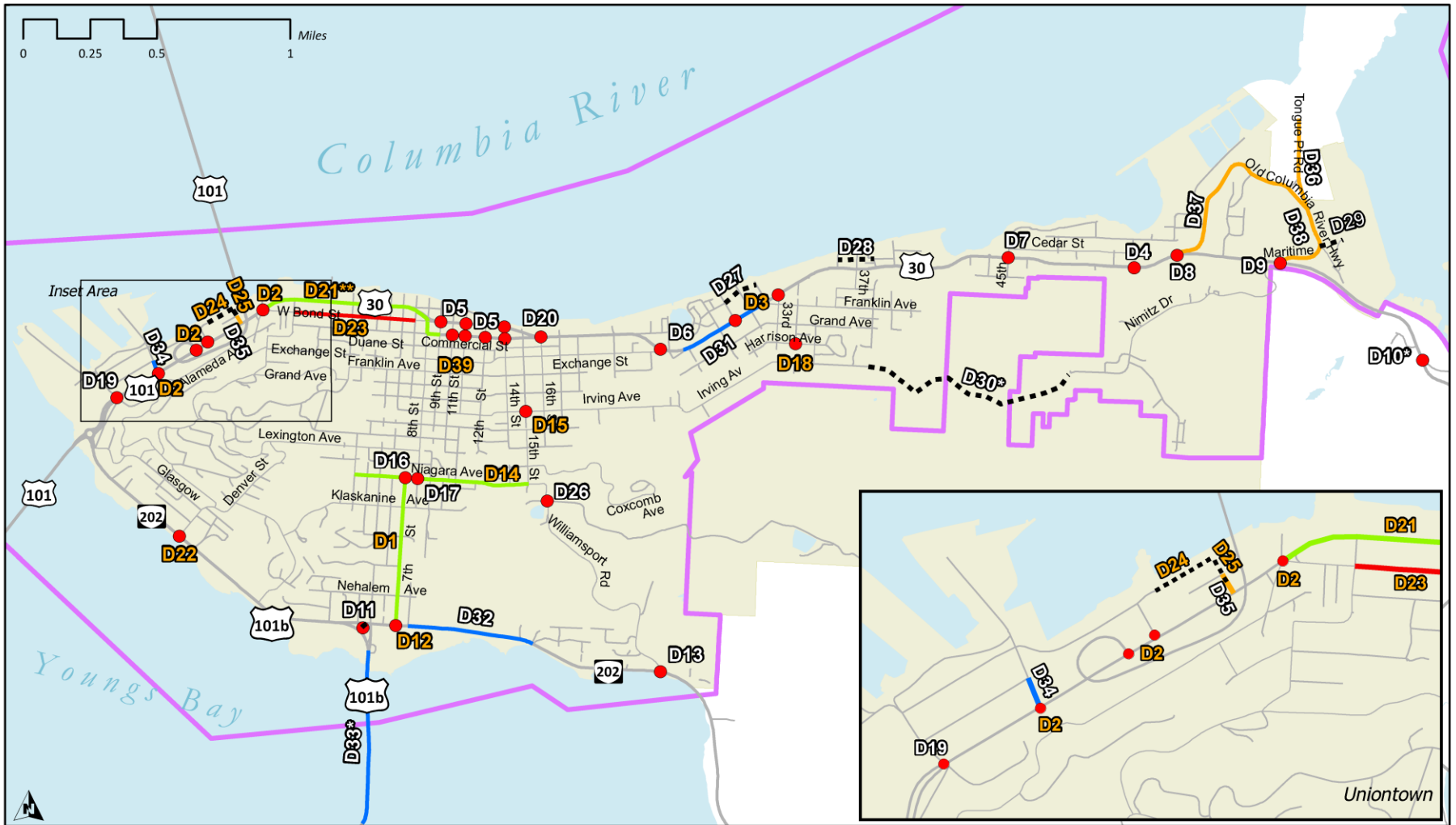


Figure 10 : Planned Driving Solutions

Note: This Figure includes all potential driving projects in the City, whether they are reasonably likely to be funded and constructed, or aspirational and conceptual (see the legend for more details).

City of Astoria
 Transportation System Plan

Legend

Planned Driving Solutions

- Planned Intersection Improvement
- Planned Street Reconfiguration
- Planned Street Upgrade
- Planned Street Widening
- Planned Two-Way Street
- - - Planned Street

- # Likely Funded Transportation System Project #
(See TSP Volume 2, Section A for more information)
- # Aspirational Transportation System Project #
(See TSP Volume 2, Section A for more information)
- City Limit
- Urban Growth Boundary

* See TSP Volume 2, Section A for more information

** Planning concept potentially reduces vehicle-carrying capacity of the highway; further evaluation of the project design will be required at the time of implementation to ensure compliance with ORS 366.215.



Astoria TSP Projects

#	Project Description	Project Description
D2	US 101-US 30 Coordinated Signal Timing Plans	Optimize the existing traffic signals by implementing coordinated signal timing plans and upgrading traffic signal controllers.
D19	US 101/Hamburg Avenue Capacity Enhancement	Restrict access to left-in, right-in, right-out only or install a traffic signal and allow full access.
D21	Marine Drive- Columbia to 9th Circulation Option	Reconfigure Marine Drive to three lanes.
D23	Bond Street Two-Way	Re-open Bond Street to two-way travel and implement traffic calming
D24	Industry Street Extension	Extend Industry Street from Basin Street to the Bay Street extension as an Mixed-use local street
D25	Bay Street Extension	Extend Bay Street to the Industry Street extension as an Mixed-use local street
D34	Portway Street Capacity Enhancement	Improve to a Commercial/Industrial collector Move centerline to the west to accommodate trucks making westbound right turns; requires right-of-way acquisition
D35	Bay Street Upgrade	Improve to a Mixed-use local street cross-section



Astoria TSP Projects

#	Project Description	Project Description
P6	Alameda Avenue Community Based Solution	Develop a Community Based Solution
B12	6th Street Shared Roadway Enhancements	Add wayfinding and shared lane markings.
B14	Alameda Avenue (North) Shared Roadway Enhancements	Add wayfinding and shared lane markings.
B50/B52	Marine Drive/W Marine Drive Bike Lanes	Re-stripe roadway to include bike lanes.
CR-01	US 30 and Bay Street Crossing Enhancements	Upgrade existing crossing to the highest level pedestrian actuated beacon approved by ODOT.
CR-08	US 30 and 6th Street Crossing Enhancements	Enhanced pedestrian crossing. Crossing type to be determined as part of motor vehicle alternatives analysis
CR-09	US 30 and 8th Street Crossing Enhancements	Enhanced pedestrian crossing. Crossing type to be determined as part of motor vehicle alternatives analysis
CR-17	Roundabout Enhancements	Provide additional signage at roundabout to clarify expected behavior for bicyclists or consider alternate route using Taylor Avenue.



BREAK



Constraints & Opportunities

- Map and table developed highlight existing constraints and opportunities in Uniontown and the surrounding area
- **Exercise:**
 - Review the map of opportunities and constraints and use sticky notes and markers to comment on the identified opportunities and constraints
 - Identify your top 6 opportunities by placing sticky dots next to opportunities listed on the large boards



Roundtable Discussion

- Did we capture all the constraints and opportunities in Uniontown? Is anything missing?
- What should we know as we develop these opportunities further in the planning process?
- Our next step in the process is developing evaluation criteria. How should consider assessing potential opportunities?



Wrap-Up and Next Steps

- Public Event #1 from 5:30–7:00 pm at the Red Building Loft located on 20 Basin Street
- Refinement of Uniontown constraints and opportunities
- Develop draft evaluation criteria
- Draft alternative solutions for projects goals on transportation, land use and economic development
- **Next meeting: Winter 2019**