



ASTORIA

Uniontown Reborn Master Plan

Creating a Great Pacific Northwest Gateway to Astoria

DRAFT June 2019



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City of Astoria Uniontown Reborn Master Plan

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ACRONYMS AND ABBREVIATIONS

ADA	Americans with Disabilities Act
BVO	Bridge Vista Overlay Zone
City	City of Astoria
LOS	Level of Service (traffic engineering term)
LTS	Level of Traffic Stress
ODOT	Oregon Department of Transportation
OHP	Oregon Highway Plan
OTP	Oregon Transportation Plan
STAC	Stakeholder and Technical Advisory Committee
TGM	Transportation and Growth Management (ODOT Program)
TSP	Transportation System Plan
TWLT	two-way left turn
UTO	Uniontown Overlay Zone
v/c	volume/capacity (traffic engineering term)



EXECUTIVE SUMMARY



- Plan Purpose and Project Goals
- Study Area and Existing Conditions
- Land Use Alternative Summary
- Transportation Alternative Summary
- Public Improvements Summary



Plan Purpose and Project Goals

Purpose

Located along the Columbia River, in the northwest corner of the City of Astoria, the Uniontown Neighborhood is both a gateway into the City and an important industrial and commercial activity center. Uniontown's historic character and central location are key attributes of the neighborhood, but due in part to a lack of a unifying vision and a coherent set of plans to guide public investments and support redevelopment activity, investment has not made its way into Uniontown like it has for other historic areas of Astoria.

The purpose of the Uniontown Reborn Master Plan is to better integrate transportation and land use planning and develop new ways to support economic development along with safety and access enhancements to improve conditions for pedestrians, bicyclists, transit users, and motorists.

Goals

The six goals listed below were developed to support a new land use and transportation plan that facilitate all modes of travel and support Uniontown's character and future investment.

1. *Strengthen the livability and economic vitality of the study area.*
2. *Create a balanced and efficient multimodal transportation system.*
3. *Develop a complete land use plan and supportive transportation plan.*
4. *Build on previous planning and visioning work conducted for the study area and surrounding area.*
5. *Facilitate the execution of the Astor-West Urban Renewal Plan.*
6. *Actively engage community stakeholders in a thorough visioning process.*

Study Area and Existing Conditions

Study Area

The Uniontown Reborn Master Plan study area (Figure 1) is the portion of West Marine Drive from Smith Point to Bond Street in the City of Astoria. The study area includes land adjacent to West Marine Drive as well as land to the north that is designated for commercial, industrial, and mixed-use development.

Existing Conditions

- **Land Use Conditions:** The Uniontown Reborn study area includes a diverse range of land uses. The existing land uses can be broadly categorized as industrial, commercial, and residential. The study area includes a range of types of uses within these three categories, particularly industrial and commercial uses.
- **Economic Conditions:** Uniontown's economic conditions are based on both industrial employment and businesses related to tourism and retail. Housing affordability is a challenge for Uniontown and preserving the historic character of the neighborhood is a top priority among the community.



- **Transportation Conditions:** West Marine Drive is a major, auto-oriented commercial corridor in Astoria that runs right through Uniontown. High traffic volumes provide Uniontown with lots of visitors and people passing through daily. Sidewalks and bicycle facilities exist, but in spots they are narrow or uncomfortable to use. Transit service also exists along this corridor. As West Marine Drive moves east, closer to downtown Astoria, the transportation environment transforms into a more pedestrian-friendly street.

Land Use Alternative Summary

The preferred land use alternative was identified through a process of creating multiple land use alternatives and facilitating stakeholder and community discussion. The following text provides the key elements of the Land Use Alternative.

Uniontown Overlay Zone and Subareas

Establishing a new Uniontown Overlay Zone (UTO) enables the City of Astoria to apply proposed code changes to specific areas within the plan area. The City has commonly used overlay zones to implement subarea plans, so this approach is consistent with past practice. The Uniontown Reborn Master Plan calls for the UTO to be divided into two subareas to address the varying existing land uses and development patterns throughout the West Marine Drive corridor:

- **Gateway Subarea:** The Gateway Subarea is predominantly an auto-oriented commercial corridor that benefits from the high traffic volumes and visibility of West Marine Drive. The Plan envisions this subarea to incrementally transition into a more pedestrian-oriented and walkable form.
- **Core Subarea:** The Core Subarea represents the historic core of Uniontown and is more like the pedestrian-oriented development form of downtown Astoria than the more auto-oriented Gateway Subarea. The Plan envisions that the historic character of this subarea will be preserved and strengthen the identity of the area as a traditional commercial “Main Street.”

Uniontown Overlay Zone Code Concepts

The preferred land use alternative addresses five land use topic areas identified through public involvement and input from the STAC and City Staff. Below are the proposed land use concepts associated with each topic area.

Use Regulations

The Gateway Subarea preferred use regulation concept would prohibit industrial uses (except for light manufacturing with a retail component) and automotive sales, and continue to allow auto-oriented commercial uses.

The Core Subarea preferred use regulation concept would prohibit industrial uses (except for light manufacturing with a retail component), automotive sales, gasoline service stations, automotive service and repair, and drive-through facilities.

Setback and Landscaping

The Gateway and Core Subarea preferred setbacks and landscaping concept is tailored respectively, but both promote improved landscaping and setbacks that create a pedestrian-friendly and attractive urban design.



Building Height and Massing

Preferred building height and massing concept would allow for a maximum height of 45 feet throughout the area, requiring any part of the building above 35 feet to be stepped back from the main façade by a minimum of 10 feet. As described below, this approach balances the goal of preserving views and view corridors with the goal of allowing development levels that support economic feasibility for new development.

Off-Street Parking

Preferred off-street parking concept would require off-street parking for most new development but allow for reductions and exemptions to the standards to address situations where it may be difficult or infeasible.

Design Standards and Guidelines

Preferred design standards and guidelines would prohibit architectural elements and styles that would be inconsistent with the predominant architectural elements of the buildings in the area. Compliance with the standards and guidelines is administered through a design review process.

Transportation Alternative Summary

The preferred transportation alternative was developed as part of a set of alternatives that focused on vehicles and bicycles on the roadway, followed by alternatives that included elements such as sidewalks, buffer strips, on-street parking, raised medians, enhanced pedestrian crossings, streetscapes, and driveways. The evaluation criteria used to determine the best transportation alternative reflect community-identified concerns, STAC feedback, and input provided by the City of Astoria on travel conditions by different mode, developed in the Baseline Transportation Conditions Memorandum (Appendix F). The following text provides the key elements of the Transportation Alternative.

Preferred West Marine Drive Reconfiguration

- The preferred alternative in the Uniontown segment would provide a four-lane cross-section with two westbound lanes, one eastbound lane, and a center two-way left turn (TWLT) lane between the Smith Point Roundabout and the Columbia Avenue/Bond Street intersection. The cross-section would also include westbound and eastbound bike lanes and segments of on-street parking.
- The preferred alternative is expected to provide safety benefits along the corridor. Spot locations could experience a crash reduction as high as 27 percent, depending on site-specific crash patterns and the specific lane configuration.
- Most Uniontown intersections are expected to meet their mobility targets in 2035. The West Marine Drive/Columbia Avenue/Bond Street intersection is forecasted to operate slightly over the Oregon Department of Transportation (ODOT) mobility target.

Preferred Pedestrian Facility Improvements

Improvements to pedestrian facilities focus on sidewalks and improved crossings throughout the corridor by:

- Widening sidewalks to a minimum of 6 feet.
- Adding a planting strip buffer between the roadway and sidewalk where feasible.



- Upgrading crossings and Americans with Disabilities Act (ADA) ramps, and improving lighting.

Preferred Bicycle Facility Improvements

Improvements to bicycle facilities along West Marine Drive focus on better connectivity and bicycle access along both sides of the roadway by:

- Adding a new eastbound bike lane between Smith Point Roundabout and 6th Street.
- Adding green paint treatment to the westbound bike lane approaching the US Highway 101 (US 101) bridge.
- Constructing or upgrading bike lanes in both directions to 6 feet in width, where possible.

Preferred Transit Facility Improvements

The preferred transportation alternative does not designate specific transit enhancements as part of the recommendation; however, improvements can be made to increase safe and comfortable access to and from current and future transit facilities by:

- Developing formalized and branded bus stops with pullouts, shelters, and other amenities.
- Encouraging new developments or redevelopments, and proposed land use changes to support transit and enhance multimodal character of the corridor.

Preferred Driving Facility Improvements

The preferred driving facilities along West Marine Drive focus on overall capacity through lane reconfigurations, and improving traffic flow and improving safety by:

- Removing the eastbound lane between Smith Point Roundabout and 8th Street and maintaining the right turn lane at US 101 bridge.
- Adding a 14-foot-wide center two-way left turn (TWLT) lane along most of the corridor.
 - Would be removed between Portway Street and the US 101 bridge to accommodate bridge columns in median and to provide pedestrian median refuge at Bay Street.
- Removing the TWLT between Basin Street and Columbia Avenue/Bond Street to retain on-street parking.

Public Improvements Summary

Seven public improvements have been identified by the public to help achieve the vision for Uniontown. These additional improvements support the land use and transportation alternatives of the Plan and are important to creating a safer and more inviting neighborhood for both residents and businesses.

Enhanced Pedestrian Crossings

Improving pedestrian safety along West Marine Drive is a critical aspect of this Plan. Community members, businesses, and City staff all indicated a need for enhanced pedestrian crossings that would include signage, lighting, striping, and a pedestrian island refuge in certain locations.



Lighting Improvements

Portions of Uniontown lack sufficient street lighting. Lighting could be ornamental or more industrial, but the community desires that it improve visibility and fit the neighborhood character.

Improved Pedestrian and Bicycle Connections

Improving pedestrian and bicycle connections is a key element of the Uniontown Reborn Master Plan. Cyclists visit the area via the Oregon Coast Bicycle Route and access to the multiuse trail or businesses along the river often requires passage through Uniontown.

Wayfinding Improvements

Community members desire to create a more inviting neighborhood for both residents and visitors. One way to do this is through a wayfinding program that would guide people to nearby points of interest or community destinations.

Transit Stop Improvements

Ensuring that access to transit and the facilities while waiting for transit are welcoming is an important topic among Uniontown community members. Amenities such as a bus shelter, a bench, lighting, a trash receptacle, and transit stop information are elements that were cited as needed improvements to current transit stops. These improvements would require coordination with Sunset Empire Transportation District.

Potential Off-Street Parking

The land use alternative addresses off-street parking regulations, but discussion among the public and City staff led to the community's interest in creating public parking areas in unused or underutilized lots.

Gateway Opportunities

One element of the Uniontown Reborn Master Plan is to consider gateway opportunities that are welcoming to the City of Astoria. Uniontown is often the first neighborhood people pass through as they enter into Astoria and this improvement is an opportunity to create a gateway that embodies Uniontown's working waterfront history.



INTRODUCTION



- Plan Description
- Plan Goals and Vision
- Study Area and Map
- Existing Conditions
- Plan Process
- Public Involvement



Plan Description

Located along the Columbia River, in the northwest corner of the City of Astoria (City), the Uniontown Neighborhood is both a gateway into the City and an important industrial and commercial activity center. The City's iconic, 4.1-mile-long Astoria-Megler Bridge, which brings people across the Columbia River from Washington, is located in Uniontown. People from the Oregon coast access Uniontown by crossing the New Young's Bay Bridge from the west. The historic past of a thriving cannery and seafood port is still apparent today in Uniontown with the location of the Port of Astoria along the waterfront.

Uniontown's historic character and central location are key attributes of the neighborhood, but due in part to a lack of a unifying vision and a coherent set of plans to guide public investments and support redevelopment activity, investment has not made its way into Uniontown like it has for other historic areas of Astoria.

The purpose of the Uniontown Reborn Master Plan is to better integrate transportation and land use planning and develop new ways to support economic development along with safety and access enhancements to improve conditions for pedestrians, bicyclists, transit users, and motorists. The project will lay the groundwork for design and construction of streetscape and lane reconfiguration improvements on West Marine Drive/US 101, along with potential land use and development code refinements to foster community-supported future development.

Plan Goals and Vision

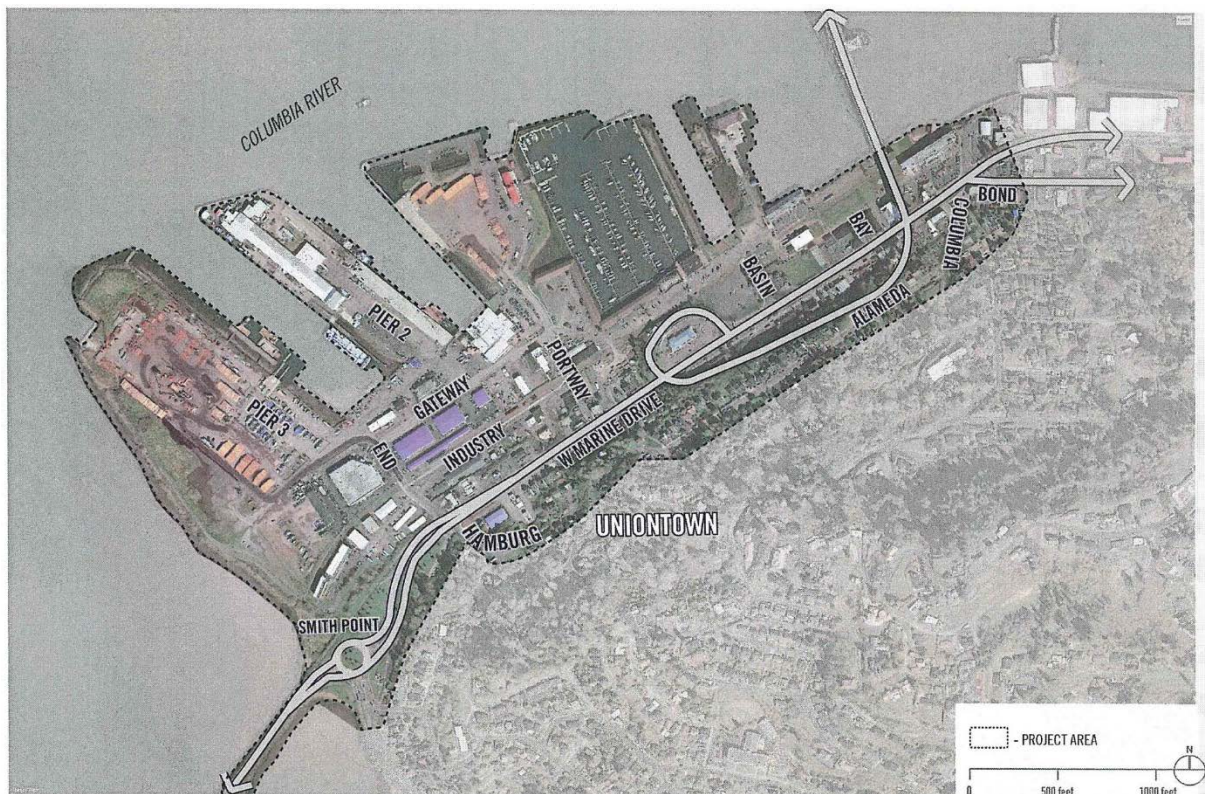
The following goals were established in coordination with the City and stakeholder feedback to guide the development of a new land use plan and supportive transportation plan that facilitate all modes of travel and support Uniontown's character and future investment.

- **Strengthen the livability and economic vitality of the study area** by identifying opportunities and removing barriers to development and redevelopment, enhancing walkability, improving bicycle and transit infrastructure, improving neighborhood aesthetics with landscape and streetscape elements, and enhancing access from adjacent neighborhoods.
- **Create a balanced and efficient multimodal transportation system** that better accommodates a variety of modes to offer attractive options to driving for those who live, shop, and travel through the study area.
- **Develop a complete land use plan and supportive transportation plan.**
- **Build on previous planning and visioning work conducted for the study area and surrounding areas**, including the Astoria Riverfront Vision Plan, Transportation System Plan, Bridge Vista Code Amendments, and other relevant efforts and plans. Create an attractive and welcoming entry to Oregon and City by using signage, art, landscaping, and other public improvements.
- **Facilitate the execution of the Astor-West Urban Renewal Plan**, which includes part of the study area, to help fund the project.
- **Actively engage community stakeholders in a thorough visioning process** to encourage their support of the project and its conclusions and to spur private investment in the study area.

Study Area and Map

The Uniontown Reborn Master Plan study area (Figure 1) is the portion of West Marine Drive from Smith Point to Bond Street in the City of Astoria. The study area includes land adjacent to West Marine Drive, as well as land to the north that is designated for commercial, industrial, and mixed-use development. The Plan considers improved connections between West Marine Drive and residential areas to the South. It does not address the residential area beyond the homes adjacent to West Marine Drive.

Figure 1: Study Area



UNIONTOWN REBORN: Creating a Great Pacific Northwest Gateway to Astoria

Existing Conditions

Land Use Existing Conditions

The Uniontown Reborn study area includes a diverse range of land uses. The existing land uses can be broadly categorized as industrial, commercial, and residential. The study area includes a range of types of uses within these three categories, particularly commercial and industrial uses. Existing land uses were classified according to Clatsop County tax assessor data and are mapped in Figure 2.

Existing Land Uses

Study Area

Uniontown-Alameda Historic 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

Prepared By: Angelo Planning Group
Date: 5/29/18

Coordinate System: NAD 83 / NAD 83 / Oregon State Plane North / FIPS 5003 Feet
 1" = 800'

Scale: 0 200 400 800 Feet

North Arrow: N

Logo: APG JACOBS

- **Existing land uses:** Existing land uses in the study area are diverse and include industrial, commercial, and residential uses. Uniontown features several larger “anchor uses,” notably the industrial and commercial tenants in the Port of Astoria, the West Basin Marina, two hotels, and two motels. A variety of commercial uses generally front West Marine Drive and multiple residential uses are also adjacent to this arterial on lots that are zoned commercial.
- **Property ownership:** Property ownership is relatively fragmented in the study area, with the exception of the Port of Astoria that owns a substantial portion north of West Marine Drive, and several other single property owners that control large sites suitable for development or redevelopment.



- **Development capacity:** Based on analysis of the ratio of improvement values to land values, a number of parcels in the study area are either vacant or minimally improved and have potential to redevelop. Clusters of these developable parcels are located on the west end of Marine Drive, along Portway Street, and along Basin Street.
- **Zoning and use regulations:** Most of the on-land areas of the study area are zoned General Commercial (C-3), General Shorelands Development (S-2), Marine Industrial (S-1), or High Density Residential (R-3). Use regulations in the key zones are generally flexible and consistent with the purpose of the zone; however, appropriate locations for some specific uses may be reconsidered as part of this plan.
- **Development standards:** Most development standards are appropriate for the context and level of anticipated development. Maximum setback standards in the Bridge Vista Overlay Zone (BVO) may be appropriate for a wider segment of Marine Drive. Maximum height standards may be a barrier to new development on certain sites.
- **Architectural design standards:** The BVO establishes a comprehensive set of design standards and guidelines rooted in the historic patterns in the area. This project may consider refining or expanding the applicability of the BVO and/or these design standards.
- **Landscaping standards:** Citywide landscaping standards that apply in the study area are relatively easy to meet and may leave room for low-quality landscape design.
- **Off-street parking standards:** Minimum off-street parking requirements are typical for a smaller city. Several methods exist in the Development Code for reducing minimum parking requirements. Given that meeting these requirements is often a barrier to new development, there may be opportunities to further reduce this barrier.

Economic Development Conditions

An economic conditions assessment was conducted as part of the Uniontown Reborn Master Plan to describe potential development and business activity. The following list summarizes key findings of the Economic Conditions Memo. Please refer to the Economic Development Existing Conditions Memorandum in Appendix F.

- Employment in Astoria is likely to grow by about 1 percent annually, adding about 1,400 total new jobs by 2040. This could require about 125 acres of developable and redevelopable land in Astoria. Some rezoning and intensification may be required to accommodate all new growth, and Uniontown may be able to accommodate some of the growth as well.
- Educational services, health care, and social assistance are Astoria's primary indentures. However, Uniontown differs from other parts of Astoria and features seafood processing and other manufacturers as the main economic drivers. In the coming years, the Port of Astoria will continue to drive Uniontown's economy and future industries might include industrial-flex or light manufacturing.
- Uniontown contains a cluster of tourism-related and retail businesses that are important to the area's identity. Improvements to Uniontown, which is already a primary gateway for tourists



entering the city from the north and the south, may enhance Astoria's appeal as a destination and, with other tourism-supportive investment, increase tourist spending in Astoria.

- 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, which indicates a continuing preference for legacy businesses along the US 101 corridor in Uniontown.
- Housing affordability is a challenge for Uniontown and Astoria, and is a key economic development priority. Anecdotal evidence suggests that many Astorians find it difficult to obtain housing aligned with their income. Meanwhile, land constraints and market conditions make new housing construction challenging.
- Adaptive reuse of buildings in Uniontown was identified as a priority among the community. Incremental, small-scale redevelopment and rehabilitation of existing properties may be helpful strategies to demonstrate development feasibility and create local momentum and interest.

Transportation Existing Conditions

Transportation improvements throughout the study area and specifically along West Marine Drive are a critical component of the Uniontown Reborn Master Plan. An in-depth inventory and qualitative review of pedestrian, bicycle, transit, and driving facilities was conducted as part of the Baseline Transportation Conditions assessment. The sections below provide an general overview of each transportation facility in Uniontown. Please refer to the Baseline Transportation Conditions Memorandum in Appendix F.

Pedestrian Facilities

Sidewalk facilities exist on both the north and south sides of West Marine Drive for the entire study corridor, although the quality varies. Sidewalk widths range from 6 to 14 feet; the typical sidewalk is 8 feet wide. Street lights, utility poles, signage, and driveway access are often located in the sidewalk, blocking the walkway and effectively reducing the total width. Nondecorative lighting is provided along West Marine Drive, increasing pedestrian comfort, but street trees and landscaping are limited near the sidewalk throughout the corridor.

Bicycle Facilities

A westbound bike lane is provided along West Marine Drive from Columbia Avenue to the Smith Point Roundabout and bike lanes in both directions are provided in downtown Astoria east of 6th Street. However, an eastbound bike lane gap exists between Columbia Avenue and the Smith Point Roundabout and in both directions between Columbia Avenue and 6th Street. Existing bike lanes range from 5 to 7 feet wide and are painted on-street with no physical separation from traffic. High corridor traffic volumes, frequent driveways, and heavy right-turning traffic are all potential conflicts with bicyclists along West Marine Drive. Challenging intersection geometry, including five-legged intersections and the conversion of West Marine Drive to a one-way couplet, can make cycling difficult in downtown Astoria.

Transit Facilities

Transit service is provided in Astoria through the Sunset Empire Transportation District. Daily bus service is provided throughout Astoria, connecting to Warrenton, Hammond, Seaside, Cannon Beach, and Rainier. The Pacific Connector route connects Astoria to Cannon Beach and Tillamook on the weekends,



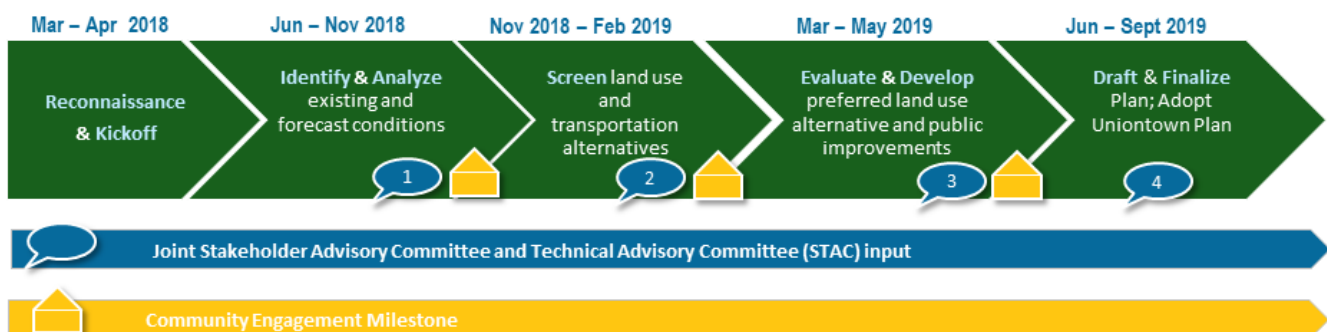
and additional bus service connects Astoria to Portland and Longview. Transit stops are located along the study corridor at the Holiday Inn Express (Columbia Avenue and West Marine Drive) and the Astoria Transit Center (9th Street and West Marine Drive). The Astoria Transit Center provides a comfortable waiting experience for users including a waiting area, information, and bathrooms, along with public parking.

Driving Facilities

West Marine Drive is a major, commercial corridor in Astoria, serving both local traffic and regional traffic by providing a key connection to the Oregon coast and the State of Washington. It connects to major highways in US 101 and OR 202, as well as key local streets throughout the corridor. As a major commercial street, West Marine Drive is a four-lane cross-section (i.e., two through lanes in each direction) with left turn lanes provided in certain sections to improve traffic flow. The posted speed on West Marine Drive decreases as vehicles travel east along the corridor towards downtown Astoria from 30 miles per hour to 20 miles per hour.

Plan Process

In May 2018, the City of Astoria launched the Uniontown Reborn Master Plan, “Creating a Great Pacific Northwest Gateway to Astoria.” The Plan is part of ODOT’s community planning process funded through the State of Oregon’s Transportation and Growth Management (TGM) Program. The Plan process was divided into five sections: initial reconnaissance and project kickoff, existing conditions analysis, draft land use and transportation alternatives, evaluation and refinement of draft alternatives, and final draft plan/City adoption. A key aspect of the Plan process included input from the joint Stakeholder and Technical Advisory Committee (STAC), and community engagement milestones that helped to refine the recommended alternatives.



Public Involvement

Development of the Uniontown Reborn Master Plan began in May 2018. Over the past 13 months, the project team worked with the Uniontown community through a variety of outreach activities (Appendix L). The City of Astoria and ODOT committed to an outreach approach that accomplished four key goals.

1. Provided early and ongoing opportunities for the community to engage in the process;
2. Encouraged inclusion of all who desired to participate, regardless of race ethnicity, age, disability, income, or primary language.



3. Promoted fair treatment so that no one group would bear a disproportionate share of negative environmental impacts from plan recommendations.
4. Ensured that the concerns and feedback from all participants would be considered in the decision-making process.

Outreach Summary

Below is a summary of the key public involvement and outreach activities that City staff and project consultant team members conducted during the project.

Stakeholder Interviews

Six stakeholder interviews were conducted to identify key issues of concern, obtain input on the vision and goals for the study area, and determine how the stakeholders or their organizations would like to be involved in the project.

- Stakeholder Groups:
 - Chamber of Commerce
 - Historic Preservation Review Committee
 - Astoria Downtown Historic District Association
 - Local business owners along Hwy 30, including Workers Tavern and others
 - People with disabilities
 - Title VI populations

Stakeholder Mailings

A mailing list based on stakeholder interviews and other interested individuals identified through public events and the project website was maintained for project mailings and communications. The project team maintained the mailing list, updated it before events, and collected and responded to all public comments received during the project.

Project Website

A project website was developed for the Uniontown Reborn Master Plan to provide an additional project resource for community members to access. The project website allowed the public to view upcoming meetings and provide comments, either online or by contacting city staff by phone, email, or mailed letters. The website also included a project overview, project schedule, ways to get involved, and a resource page with project memos and other materials.

Property and Business Owner Survey

From July 3-20th, 2018, the City of Astoria conducted a public survey to share information and generate feedback on the initial phase of the Uniontown Reborn Master Plan. The Uniontown Reborn survey was targeted toward citizens, businesses and property owners located in Uniontown, and made accessible to the Astoria community at large. It asked the community to provide input on transportation, land use, economic development, and design aesthetics. The City of Astoria developed a press release with a link to the survey that was circulated by The Daily Astorian. A total of 129 people completed the survey. Among all survey respondents, the following categories of business and organizations were represented:



- Tourism-related business – 23%
- Restaurant/food service – 20%
- Retail – 16%
- Utility/Government – 13%
- Maritime industrial – 7%
- Food processing – 6%
- General industrial – 6%
- Automotive-related – 3%
- Chamber of Commerce – 3%

Joint Stakeholder and Technical Advisory Committee (STAC)

The project team coordinated a joint STAC for the Uniontown Reborn Master Plan. STAC met a total of four times to review project deliverables and provide guidance on the specific tasks. Each meeting was open to the public and advertised on the project website.

Public Community Events

The City of Astoria hosted three public events during the plan process:

- **Community Event #1 – November 7, 2018:** Attendees provided dozens of comments on key topics of transportation, land use, and economic development. The feedback emphasized the historic importance of Uniontown and set the stage for the development of a unified vision and investment strategy to revitalize a unique and historic working waterfront community.
- **Community Event #2 – February 6, 2019:** Attendees provided approximately 55 comments on plan concepts – the first phase of the draft recommendation development process.
- **Community Event #3 – May 22, 2019:** Attendees provided feedback on the land use and transportation preferred alternatives, as well as potential public improvements.

LAND USE ALTERNATIVES





Introduction of Preferred Land Use Alternative

The preferred land use alternative was identified through a process of creating multiple land use alternatives and facilitating stakeholder and community discussion. The preferred land use alternative was developed as part of an initial screening of the Land Use and Transportation Alternatives Memorandum (Appendix J). The land use regulations evaluated address five topic areas: allowed uses, building heights and massing, landscaping and setbacks, off-street parking, and design guidelines. Two to three alternative approaches are described for each topic.

The project team used feedback from the STAC and community to help identify the alternatives that best addressed the land use vision, and community goals. These alternatives were then evaluated against the project evaluation criteria that were developed from the Evaluation Criteria Memorandum (Appendix I).

Uniontown Overlay Zone Summary

A key concept of the preferred land use alternative is to establish a new Uniontown Overlay Zone (UTO) within the study area. The proposed land use and urban design concepts cannot easily be implemented through amending the existing base zone in the area—the C-3 General Commercial Zone—because that zone applies to many other locations in the city. An overlay zone will enable the city to apply the proposed code changes to specific areas within the plan area. The City of Astoria has commonly used overlay zones to implement subarea plans, so this approach is consistent with this practice.

Boundary

The proposed boundary of the UTO is illustrated in **Figure X**. The boundary of the UTO is focused on the West Marine Drive corridor, because the community desires that this corridor serve as an important gateway into Astoria for travelers entering the city from the west – from Warrenton and other coastal communities to the south. The community also desires to preserve the character of the historic buildings and development pattern of the Uniontown-Alameda Historic District located in the center of the study area.

Subareas

The Uniontown Reborn Master Plan calls for the UTO to be divided into two subareas (**Figure X**) to address the varying existing land uses and development patterns throughout the West Marine Drive corridor. The two subareas will allow for variations in allowed uses and development and design standards.

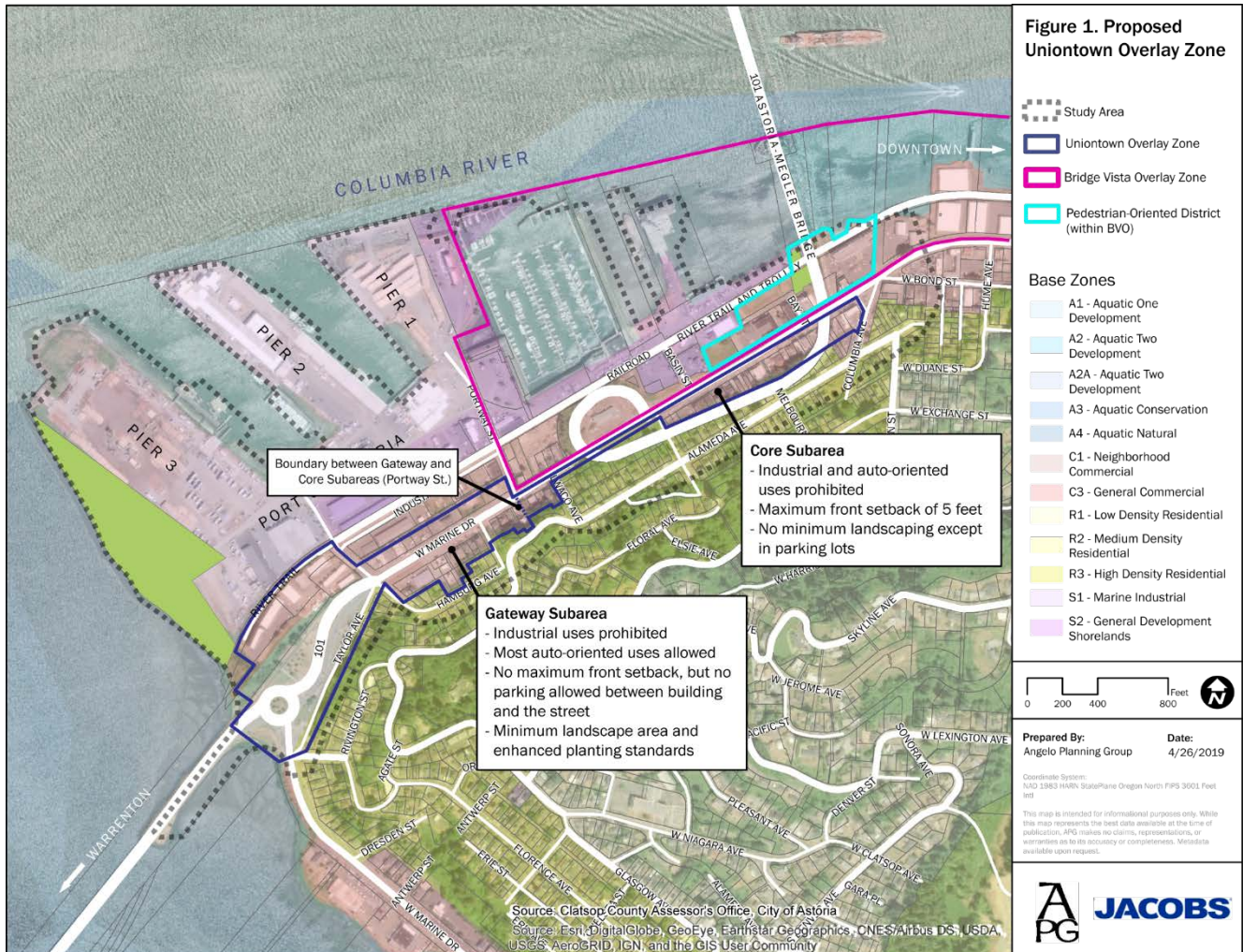
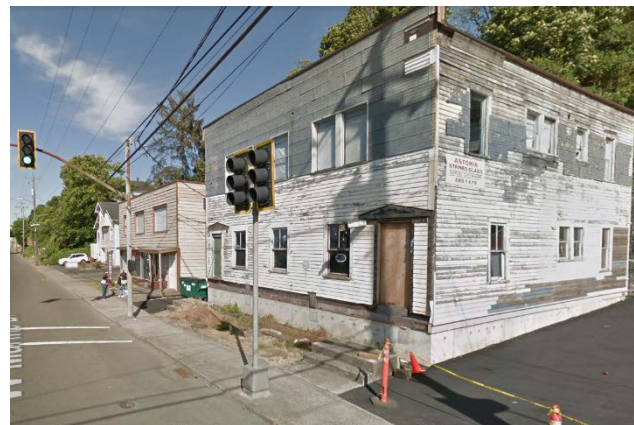


Figure X. Proposed Uniontown Overlay Zone

Gateway Subarea



Size: Approximately 16 acres

Characteristics: The Uniontown Gateway Subarea is predominantly a commercial corridor that benefits from the high traffic volumes and visibility of West Marine Drive. Many existing commercial uses are automobile-oriented (fuel station, quick lube, drive-through coffee kiosk). There are a limited number of residential properties, several vacant buildings, underutilized plots of land, limited landscaping, and large building setbacks, and many of the sites have substantial impermeable paved surface areas. The right-of-way is relatively wide along this corridor and vehicle speeds are high, contributing to a relatively uncomfortable pedestrian experience.

Land Use Vision: The Uniontown Reborn Master Plan envisions that this subarea will incrementally transition into a more pedestrian-oriented and walkable form. New buildings or building additions would be placed closer to the street frontage to create a more comfortable and interesting pedestrian experience. Where buildings do not directly front the sidewalk, landscaping or plazas would provide for an attractive streetscape. Parking lots fronting the sidewalk would be discouraged, prohibited, or required to be screened with landscaping. Automobile-oriented uses, which generally detract from the pedestrian experience, would be prohibited or subject to special design standards to ensure area walkability. New development or redevelopment to the area would respect and strengthen the historic character of the area.

Core Subarea



Size: Approximately 10 acres

Characteristics: The Uniontown Core Subarea includes the properties on the south side of West Marine Drive between Portway Street to the west and Columbia Avenue to the east. The area includes two-story historic commercial and residential buildings that are built close to the sidewalk as well as more recently developed single-story commercial buildings with parking fronting the street. This section of West Marine Drive represents the historic core of the Uniontown area, with a traditional development pattern of storefront commercial buildings, many of which embody the historic character that led to the formation of the Uniontown-Alameda Historic District. This existing development pattern is more similar to the pedestrian-oriented form of downtown Astoria than the more auto-oriented Gateway Subarea.

Land Use Vision: The Uniontown Reborn Master Plan envisions that the traditional urban pattern of the Core Subarea will be preserved and strengthened as properties are improved and new buildings are added in the area. New developments or redevelopments, where appropriate, will extend the essential features of this historic character and strengthen the identity of the area as a traditional commercial “Main Street.” These features include buildings that front the street, storefront facades with generous windows, and historically-appropriate architectural elements.



Uniontown Overlay Zone Code Concepts

The preferred land use alternative addresses each topic area below by providing background information and the preferred code concept describes the general approach to implementation of the alternative. The five topic areas were identified through public involvement, and input from the STAC and City Staff. Because two subareas are proposed as part of the UTO, code concepts for certain topic areas are to be tailored to each subarea.

Use Regulations

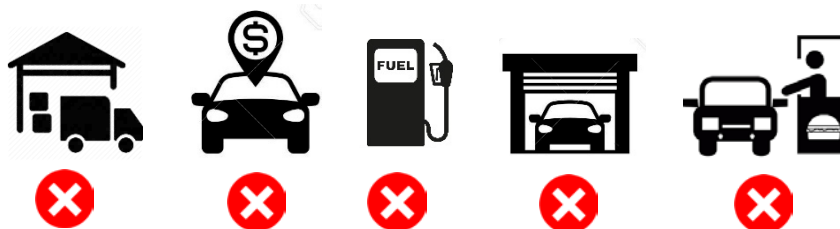
Background: Existing use regulations along the West Marine Drive corridor allow some commercial and industrial uses that do not contribute to the goal of creating a walkable, pedestrian-friendly, commercial district. Auto-oriented commercial businesses, drive-through businesses, and some industrial uses are generally not conducive to a pedestrian-friendly environment due to heavy traffic volumes, a high number of vehicle access points, and large buildings with few windows, long blank walls, and heavy truck traffic.

Preferred Code Concept: The existing uses and anticipated demand for future uses varies by subarea in the UTO.

- **Gateway Subarea:** Some existing auto-oriented commercial uses and similar uses are anticipated given the location and the lack of alternative places for these uses in the city. The Gateway Subarea concept prohibits industrial uses (except for light manufacturing with a retail component) but continue to allow auto-oriented commercial uses.



- **Core Subarea:** Very few industrial and auto-oriented uses currently exist in the Core Subarea due to its proximity to downtown and tourist-oriented development along the riverfront. Future demand will be for more commercial uses; therefore, the Core Subarea concept prohibits industrial uses (except for light manufacturing with a retail component), automotive sales, gasoline service stations, automotive service and repair, and drive-through facilities.





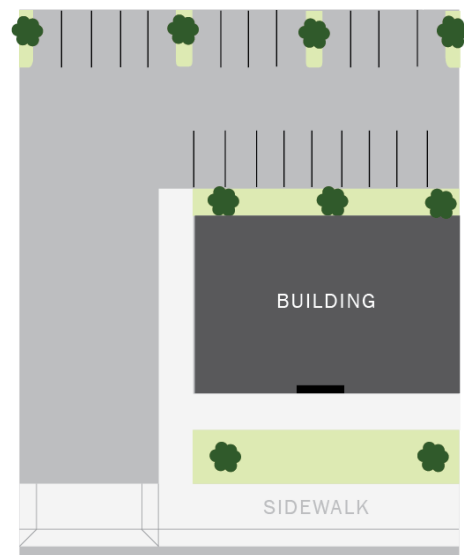
Setbacks and Landscaping

Background: Current zoning along the West Marine Drive corridor does not establish setback regulations but does require a minimum of 10 percent landscaping on each lot. The community has expressed a strong desire for improved landscaping along the corridor on both public and private properties. Most buildings in the Gateway Subarea are set back from the street and have parking, vehicle circulation, or landscaping in between the building and the street. Most buildings in the Core Subarea directly front the sidewalk and occupy most or all of the lot with minimal landscaping, consistent with the historical development patterns of storefront commercial buildings.

Preferred Code Concept:

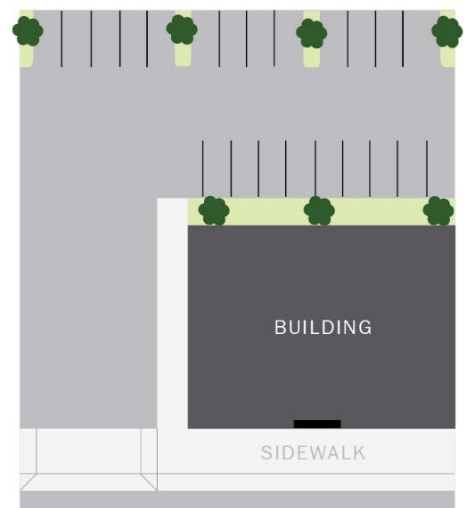
- **Gateway Subarea:**

- No maximum or minimum setback.
- Parking lots may not be located between the building and the street (must be to the side or rear).
- Where buildings are set back from the street more than 5 feet, a landscape strip or pedestrian plaza must be provided between building and street.
- Require at least 15 percent of lot area to be landscaped and require the landscaping to be visible from the public right-of-way.
- Establish enhanced minimum planting requirements to require minimum areas of live ground cover and minimum density of trees and/or shrubs in landscaped area.



- **Core Subarea:**

- Establish a *maximum* setback of 5 feet, with exceptions for certain situations, including presence of an easement or utilities or the creation of a pedestrian plaza or wider walkway.
- Do not require a minimum landscaped area or a maximum lot coverage. Continue to require parking lots be landscaped according to Section 7.170 and Section 3.105 through 3.120.



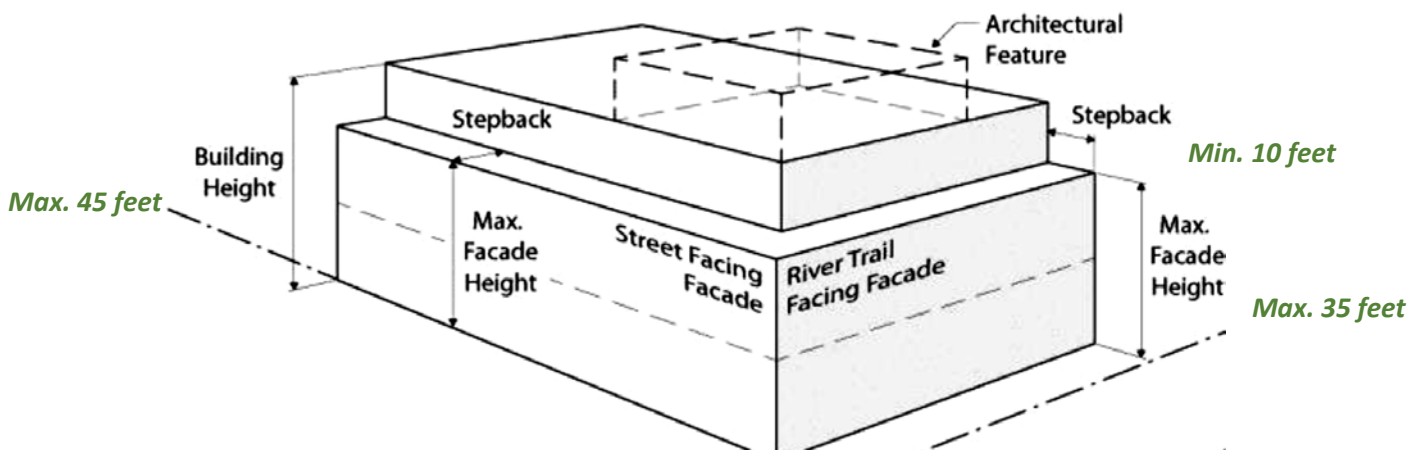


Building Height and Massing

Background: Zoning in the study area currently allows for a maximum building height of 45 feet (a three- to four-story building) with no requirements for setbacks or other special massing standards. There is potential for taller buildings blocking views of the river in certain locations, but generally, river views will continue to be available in areas where it is currently most visible south and east. Allowing for slightly taller buildings improves the likelihood of new development and redevelopment in the corridor for the following reasons:

- Higher-development intensities allow for more rentable space, generating higher revenues, and making a development project more feasible.
- A height limit of 28 feet will limit buildings to two stories. Two-story mixed-use development is uncommon in the marketplace and therefore could be difficult to finance. Two-story single-use buildings such as offices or apartments may be feasible but are also less common than three- or four-story buildings.
- A height limit of 35 feet could allow for a three-story mixed-use building but presents a difficult height limit to work within. Ground floor retail typically requires higher floor-to-floor heights than other uses, meaning that a 35-foot height limit allows little room to maneuver for architects.
- Many developers rely primarily on the residential portion of a mixed-use development for revenue generation. Lenders sometimes treat ground-floor retail in mixed-use buildings as a loss-leader and, as such, underwrite development projects on the basis of the residential program exclusively. Therefore, for mixed-use projects, allowing additional residential stories above ground-floor-commercial generally increases project feasibility.

Preferred Code Concept (Gateway and Core Subareas): Allow for a maximum height of 45 feet throughout the UTO but require any part of the building above 35 feet to be stepped back from the main façade by a minimum of 10 feet. The increased height limit of 45 feet will improve economic feasibility of new development and allow for more intensive uses, while the setback requirement will help to break up the massing of a larger building and may preserve view corridors.





Off-Street Parking

Background: The Astoria Development Code requires a minimum amount of off-street parking spaces be provided with new development, redevelopment, and buildings that change uses. The community identified that on-street parking can be difficult to find during peak hours, and that future development should continue to provide off-street parking. However, depending on lot size, location, and cost, off-street parking can quickly become a significant barrier to new businesses, expansions, or new development.

Preferred Code Concept (Gateway and Core Subareas): Continue to require off-street parking for most new development but allow for reductions and exemptions to the standards where it may be difficult or infeasible to provide off-street parking. The following reductions and exemptions would apply throughout the UTO:

- Minimum parking space requirements may be reduced by 50 percent for uses with less than 5,000 square feet of gross floor area.
- Exemptions from minimum parking space requirements permitted under the following conditions:
 - Existing buildings that cover the maximum allowable area of the site.
 - Building expansions of 10 percent or less.

Design Standards and Guidelines

Background: Current zoning regulations along the corridor do not require a design review process and do not establish any specific design standards or guidelines for new buildings. Most of the properties included in the proposed UTO are located in the Uniontown-Alameda Historic District, which was designated as a historic district in 1989. The district includes 132 contributing buildings, constructed between 1883 and 1938.¹ To preserve the historic character, the City established design standards and guidelines as part of the BVO to prohibit inconsistent design and building elements.

Preferred Code Concept: Apply the BVO design standards and guidelines to the UTO, but with slight flexibility tailored specifically to the Uniontown Reborn area. Community members in Uniontown have expressed strong support for preserving the historic character of the Uniontown area as new buildings develop and older buildings are renovated. The design standards and guidelines that apply in the BVO are intended to preserve the historic character within this part of the study area. The historic patterns of buildings outside the BVO and within the UTO are similar to the patterns within the BVO; therefore, it is appropriate to apply a similar set of design standards and guidelines. This will ensure that consistent standards and guidelines are applied within the Uniontown-Alameda Historic District and the broader Uniontown Reborn plan area.

The standards and guidelines would be applied uniformly throughout the UTO to all new construction and major renovations (defined as construction valued at more than 25 percent of the assessed value of existing structure). The standards and guidelines would be modeled on the standards and guidelines of

¹ Source: National Historic District nomination form, available at http://heritagedata.prd.state.or.us/historic/index.cfm?do=main.loadFile&load=NR_Noms/88001311.pdf



the BVO but may be modified to address features or conditions that are unique to the UTO area. The standards and guidelines would address the following topics:

- Building Form and Style
- Roof Form and Materials
- Doors
- Windows
- Siding and Wall Treatment
- Awnings
- Lighting
- Signs



TRANSPORTATION ALTERNATIVE



- Introduction of Preferred Transportation Alternative
- Preferred Alternatives by Mode
- Reconfiguration Benefits and Impacts



Introduction of Preferred Transportation Alternative

The preferred transportation alternative was identified through public involvement activities and project team expertise. The preferred transportation alternative was developed as part of a set of alternatives that focused on vehicles and bicycles on the roadway, followed by alternatives that included elements such as sidewalks, buffer strips, on-street parking, raised medians, enhanced pedestrian crossings, streetscapes, and driveways.

The evaluation criteria used to determine the best transportation alternative reflect community-identified concerns, STAC feedback, input provided by the City of Astoria on travel conditions by different mode, including safety, comfort, and accessibility for people walking, biking, riding transit, or driving, and the movement of freight, developed in Baseline Transportation Conditions Memorandum (Appendix F). Evaluation of alternatives was a qualitative process that assessed the extent to which potential alternatives meet the vision for Uniontown.

Preferred Transportation Alternative

The preferred transportation alternative in the Uniontown segment would provide a four-lane cross-section with two westbound lanes, one eastbound lane, a center TWLT lane, and bicycle lane in both directions, between the Smith Point Roundabout and the Columbia Avenue/Bond Street intersection. See **Figure X**, Preferred Transportation Alternative, below.

This roadway reconfiguration emerged as the preferred alternative in prior planning work, including the Astoria Transportation System Plan and the Tier 1 Alternative evaluation. An opening year for this potential lane reconfiguration project has not been identified although this alternative is expected to be constructed by 2035. Analysis of the preferred Uniontown alternative assumes that West Marine Drive is reconfigured to a three-lane cross-section with one westbound lane, one eastbound lane, and a center TWLT lane between the Columbia Avenue/Bond Street intersection and 8th Street. The reconfigured cross-section is expected to open by 2023.

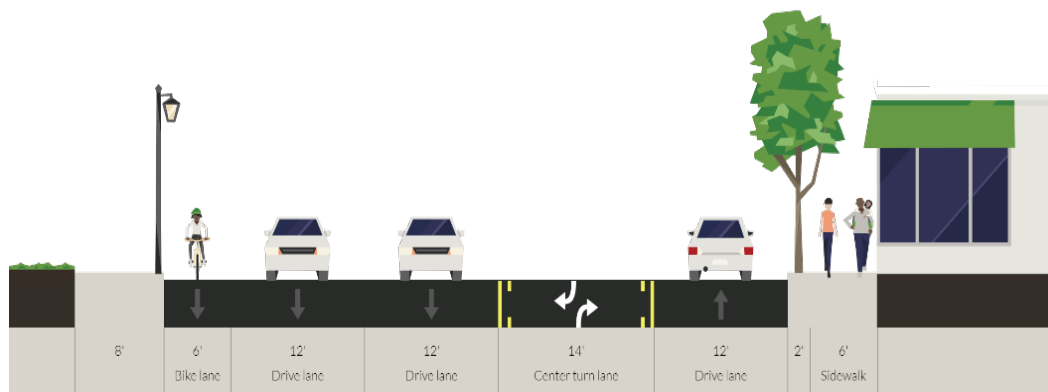


Figure X. Preferred Transportation Alternative

The cross-section would include westbound and eastbound bike lanes and segments of on-street parking. The reconfiguration of the West Marine Drive corridor would also include updated pedestrian and transit facilities to comply with the specifications in the ODOT Highway Design Manual and to facilitate a multimodal transportation environment consistent with future land uses along the corridor. Specific elements of the preferred alternative, detailed below, to facilitate a multimodal environment on the corridor were identified through the Tier 2 evaluation process.

The analysis assumed the preferred cross-section would repurpose the existing curb-to-curb pavement width with new striping and median treatments and no roadway widening would occur. For the Uniontown segment, this will require several ODOT design exceptions for vehicle lane width and missing elements such as landscape strip. The benefit of this approach is to minimize project construction costs, retain the compact form of the corridor and minimize potential impacts to fronting properties.

Owing to the wide range of available curb-to-curb widths, the Tier 2 analysis identified six unique cross-sections for West Marine Drive. Proposed roadway cross-sections for both the Downtown and Uniontown portions of the study area can be seen in Appendix Cross Sections A through F and in Figure X below.

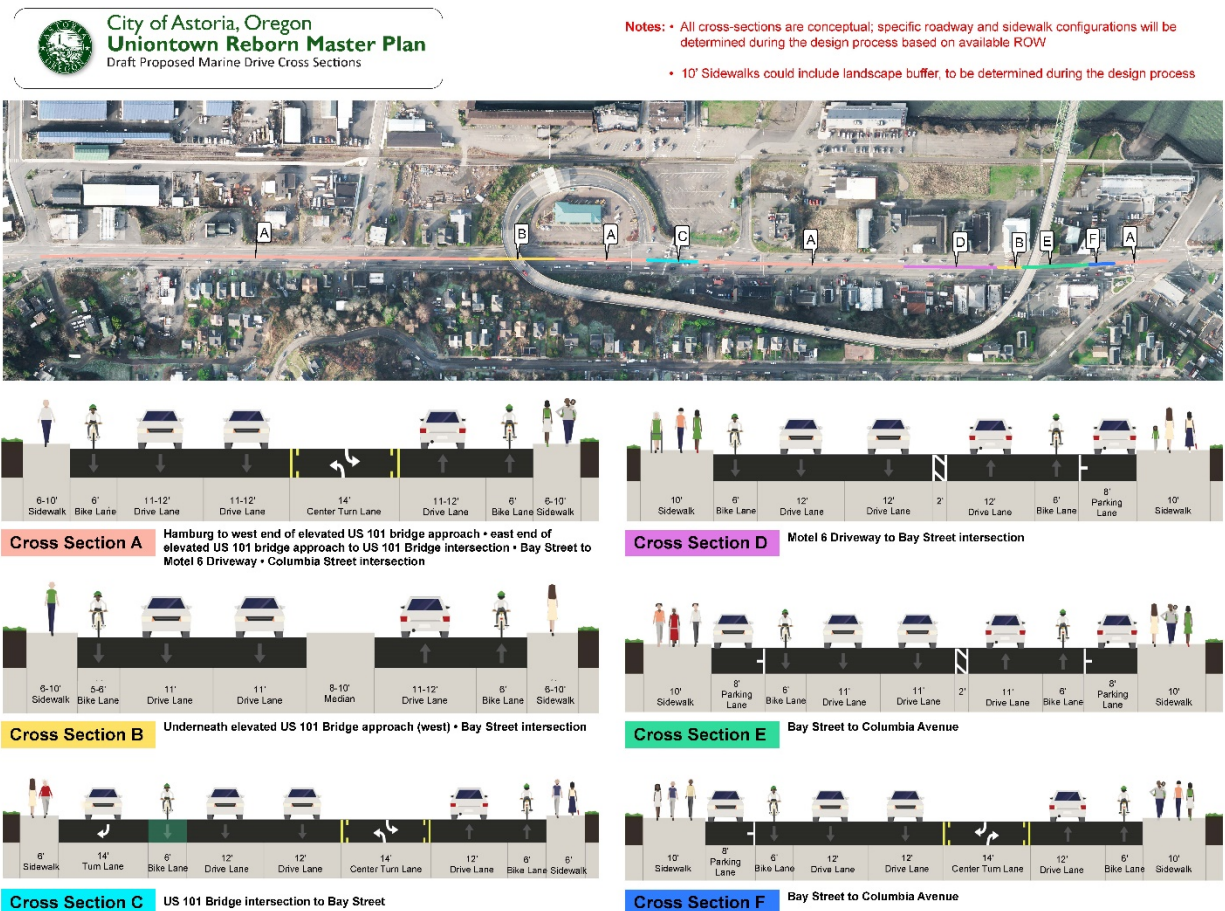


Figure X. Proposed Marine Drive Cross Sections



For the Uniontown segment, there is an opportunity along several segments of the corridor to construct minor roadway widening to meet, or come closer, to ODOT design standards. These opportunity segments are fronted by property that are vacant or with development located away from Marine Drive. Minor widening could be implemented to provide wider vehicle lanes, wider sidewalks and landscape strips. The conceptual design process that follows the master planning work would further evaluate the detailed design of the corridor.

Preferred Pedestrian Facilities

Improvements to pedestrian facilities focus on sidewalks and improved crossings throughout the corridor. Sidewalks currently exist along West Marine Drive, but they are narrow, obstructed by public utilities and driveways, and fail to comply with Americans with Disabilities Act (ADA) standards. Crossings are limited and where they do exist, elements to improve safety and pedestrian comfort are needed.

Proposed Pedestrian Improvement Considerations:

- Widen sidewalks to minimum of 6 feet.
- Where feasible, add a 4-foot-minimum planting strip buffer between roadway and sidewalk.
- Locate obstructions (for example, utilities) in planting strip – not sidewalk.
- Upgrade ADA ramps for compliance and improve conditions for all users.
- Add street lighting at Hamburg Avenue and West Marine Drive (an unsignalized intersection).
- Add center median refuge at Bay Street and West Marine Drive to enhance protected pedestrian crossing.

Preferred Bicycle Facilities

Improvements to bicycle facilities along West Marine Drive focus on better connectivity and bicycle access along both sides of the roadway, and safety elements to address high traffic volumes and heavy right-turning movements from both drivers and freight vehicles.

Proposed Bicycle Improvement Considerations:

- Add new eastbound bike lane between Smith Point Roundabout and 6th Street and widen to 6 feet where possible within the existing curb-to-curb width.
- Apply green paint treatment for the westbound bike lane approaching the US 101 bridge to highlight potential conflict area for right-turning vehicles
- Construct the bike lanes in both directions or upgrade to be 6 feet wide, where possible, consistent with the ODOT Highway Design Manual for urban areas.

Preferred Transit Facilities

The preferred transportation alternative does not designate specific transit enhancements as part of the recommendation; however, as the Sunset Empire Transportation District plans for future additional service, improvements can be made to increase safe and comfortable access to and from current and future transit facilities.

Proposed Transit Improvement Considerations:

- Develop formalized and branded bus stops with pullouts, shelters, and other amenities.



- Enhance pedestrian and bicycle facilities along West Marine Drive to improve access to transit.
- Consider implementing median refuges, sidewalk buffers, lighting, and ADA-compliant ramps to enhance safety and access to transit.
- Encourage new developments or redevelopments, and propose land use changes to support transit and enhance multimodal character of the corridor.

Preferred Driving Facilities

The preferred driving facilities along West Marine Drive focus on overall capacity through lane reconfigurations, improving traffic flow by minimizing delay, improving safety by adding a center turn lane and median refuge, and retaining on-street parking where possible.

Proposed Driving Improvement Considerations:

- Remove the eastbound lane between Smith Point Roundabout and 8th Street and maintain the right turn lane at US 101 bridge.
- Consider obtaining exception to ODOT design standards for travel lanes of less than 12 feet because West Marine Drive is State-designated freight route.
- Add a 14-foot-wide center TWLT lane along most of corridor.
 - Will be removed between Portway Street and the US 101 bridge to accommodate bridge columns in median and to provide pedestrian median refuge at Bay Street.
- Remove TWLT between Basin Street and Columbia Avenue/Bond Street to retain on-street parking.

Reconfiguration Benefits and Impacts

The existing conditions assessment and community input helped identify the key improvements needed to achieve the preferred alternatives. The section below describes possible outcomes from the improvements that were identified as part of the preferred alternatives.

Preferred Pedestrian Travel Conditions

A pedestrian level of service (LOS) was developed to evaluate the pedestrian network along West Marine Drive. The LOS assessed the presence of sidewalk or pathway, a buffer zone (i.e., bike lane, shoulder, landscape strip, or on-street parking), street lighting, and the number of travel lanes and vehicle speeds of the roadway. The LOS measured pedestrian conditions on a scale of “excellent” to “poor.” An excellent rating requires that there be a sidewalk on both sides of the street, with a landscape buffer. A poor rating denotes gaps within the sidewalks along the corridor. Traffic speeds, volumes, and sidewalk widths were also included in the LOS rating.

Currently, West Marine Drive is a high-stress environment creating an uncomfortable walking environment for most users, driven by narrow or obstructed sidewalks with no buffer next to a major arterial and the lack of ADA-compliant ramps at all study intersections. Improvements such as minimum 6-foot-wide sidewalks and 4-foot-wide landscaping strips that include trees would greatly improve the pedestrian conditions. In addition, upgrading pedestrian ramps to meet ADA standards, improved pedestrian lighting, and crosswalk enhancements would increase the pedestrian LOS to an “excellent” or “good” rating and create a comfortable environment for most pedestrians.



Preferred Bicycle Travel Conditions

A bicycle level of traffic stress (LTS) was conducted to evaluate bicycle conditions along the corridor. The LTS evaluation estimated the potential of West Marine Drive to develop into a multimodal corridor by measuring how current facilities will operate in the future against new facilities in the future. The LTS is measured on a scale of 1 to 4, with 4 being a high-stress environment and 1 being low-stress environment.

Currently, West Marine Drive is a stressful environment for most bicyclists. Eastbound LTS is measured at a 4 for the entire study area and westbound travel ranges from 1 to 4 depending on the road segment. This type of environment can deter all but the most determined cyclists from traveling by bike. To improve this corridor for bicyclists in the future, providing a 6-foot, on-street bike lane for both eastbound and westbound travel would reduce the bicycle LTS to 2 for most of the corridor, while spots would remain at an LTS 3. These improvements would make cycling more manageable and more likely for the community. Future no build and build bicycle LTS can also be found in Appendix I.

Motor Vehicle Safety and Parking

The proposed lane reconfiguration would provide left-turn storage at all intersections and driveways along West Marine Drive. This would improve safety along the corridor by minimizing speed differentials between through and turning vehicles and reducing the likelihood of rear-end collisions.

Reducing the number of lanes on a roadway provides an expected reduction in crashes of nearly 30 percent. A similar crash reduction could be observed in the future when West Marine Drive is converted to the preferred alternative cross-section between Columbia Avenue/Bond Street and the Smith Point Roundabout. However, there is not sufficient research available on the safety impacts of this specific reconfiguration, and thus there are no documented Crash Reduction Factor values available to quantify the precise crash reduction.

The preferred alternative will have safety benefits along the entire corridor, including the key intersections of Hamburg Avenue and Portway Street. Spot locations could see a crash reduction as high as 27 percent, depending on site-specific crash patterns and lane configuration.

Future Mobility Targets and Intersection Impacts

The 2035 traffic operations were analyzed for the West Marine Drive corridor under the preferred alternative (Appendix I). This analysis included the preferred alternative for the Astoria Uniontown study area, and assumed that West Marine Drive was reconfigured to a four-lane cross-section between the Smith Point Roundabout and Columbia Avenue/Bond Street. The analysis found that:

- Most intersections in the study area would operate at volume/capacity (v/c) ratio of 0.65 or better during 2035 PM peak hour (increase of approximately 0.3 compared to 2023 baseline).
- Mobility targets would be marginally exceeded at West Marine Drive/Columbia Avenue/Bond Street intersection:



- The increased v/c ratio is the result of reducing eastbound and westbound through traffic to one lane in each direction in combination with a complex, multiapproach intersection that reduces green signal time for east-west traffic.
 - Mitigations could include a longer signal cycle, left turn restrictions, or intersection approach closure, but not recommended because of minimal benefit to operations.
- Overall, drivers would experience a slight delay of up to 3 minutes on West Marine Drive during the busiest summer weekends in 2035. Traffic volume to create this type of delay does not represent the average conditions along the corridor.
- The lane reconfiguration, however, would reduce pedestrian and bicycle conflicts, making the roadway environment more comfortable for all road users, and creating a more inviting environment for both businesses and residents.



PUBLIC IMPROVEMENTS



- Preferred Public Improvements

Preferred Public Improvements

Throughout the development of the Plan, community members identified public improvements that they would like to see in Uniontown. These additional improvements support the land use and transportation alternatives of the Plan and are important to creating a safer and more inviting neighborhood for both residents and businesses. **Figure X** below provides a map highlighting location and type of public improvement.



Enhanced Pedestrian Crossings

Improving pedestrian safety along West Marine Drive is a critical aspect of this Plan. Enhanced pedestrian crossings are needed along Marine Drive in locations where crossings currently do not exist or where crossings need enhancements to increase safety for pedestrians. Enhanced crossings for Uniontown could include highly visible striping, signage, a pedestrian refuge island in the middle of the roadway, and a pedestrian-actuated signal such as rectangular rapid flash beacons. The proposed locations for five enhanced crossings have been identified: eastbound and westbound approaches of the West Marine Drive roundabout, West Marine Drive and Portway Street, West Marine Drive east of the Astoria Fire Station, and West Marine Drive and Bay Street.



Lighting Improvements

Portions of Uniontown lack sufficient street lighting. Lighting could be ornamental or more industrial, but the community desires that it be pedestrian-scale, improve visibility, and fit the neighborhood character. Lighting would improve visibility and safety, thereby improving the pedestrian environment. Four locations for improved lighting have been identified: West Marine Drive and Hamburg Avenue, West Marine Drive between Hamburg Avenue and Portway Avenue, West Marine Drive crossing near the Astoria-Megler Bridge, and the crossing at West Marine Drive east of the Astoria Fire Station.



Improved Pedestrian and Bicycle Connections

Improving pedestrian and bicycle connections is a key element of the Uniontown Reborn Master Plan. Cyclists visit the area via the Oregon Coast Bicycle Route and access to the multiuse trail or businesses along the river often requires passage through Uniontown. Astoria's hills and steep slopes create connectivity challenges for pedestrians and bicyclists in certain locations; however, there is opportunity to connect existing trails and pathways to improve connections. Three locations have been identified for future connections:



Connection of river trail to pedestrian crossing east of the Smith Point roundabout



Connection from Kingston Avenue



Connection from Melbourne Avenue

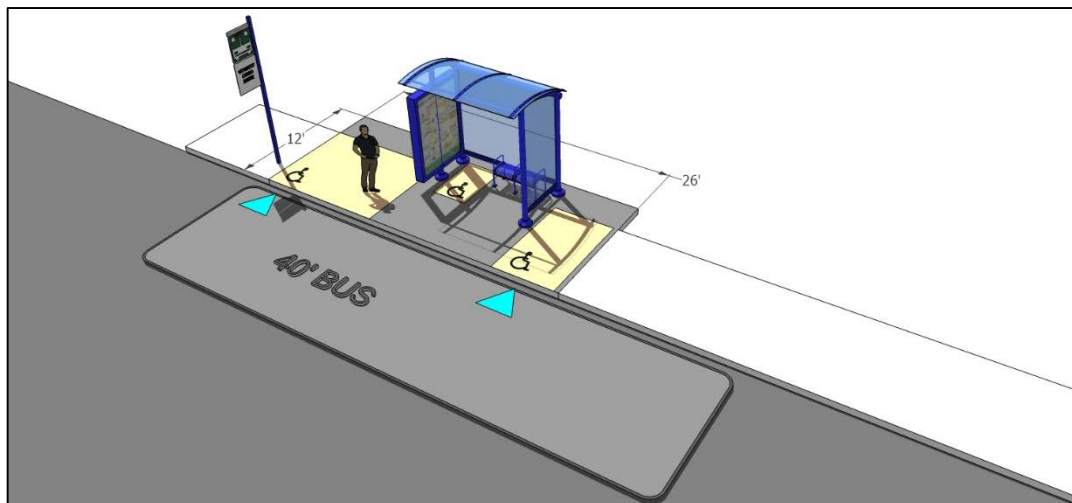
Wayfinding Improvements

Community members desire to create a more inviting neighborhood for both residents and visitors. One way to do this is through a wayfinding program that would guide people to nearby points of interest or community destinations using signage, maps, and matrix bar codes (commonly known as QR codes) for use with a mobile device. Seven locations have been identified for wayfinding: two wayfinding locations near Smith Point Roundabout, two at the West Marine Drive and Portway Street crossing, two at the West Marine Drive crossing near the Astoria-Megler Bridge, and one near the Motel 6 close to the Bridge along West Marine Drive.



Transit Stop Improvements

While this Plan does not impact current or future transit service, ensuring that access to transit and the facilities while waiting for transit are welcoming is an important topic among Uniontown community members. Amenities such as a bus shelter, a bench, lighting, a trash receptacle, and stop information are elements that were cited as needed improvements to current transit stops. These improvements would require coordination with Sunset Empire Transportation District. Four transit stops have been identified: eastbound and westbound on West Marine Drive at Portway Street and eastbound and westbound on West Marine Drive near the Astoria Fire Station.



Potential Off-Street Parking

The land use alternative addresses off-street parking regulations, but discussion among the public and City staff led to the community's interest in creating public parking areas in unused or underutilized lots. Off-street parking can be an additional expense for developers and at times a barrier for new development or redevelopment projects. To ensure ample parking availability, one solution is to create public parking lots in unused lots or in currently underutilized parking areas. Two locations have been identified for exploration of public parking use: the Astoria Wauna Credit Union and Enterprise Rent-A-Car properties.



Astoria Wauna Credit Union



Enterprise Rent-A-Car Center

Gateway Opportunities

The Uniontown Reborn Master Plan is intended to create a “Great Pacific Northwest Gateway to Astoria,” and one element of this Plan is to consider physical gateway opportunities. Uniontown is often the first neighborhood people pass through as they enter into Astoria from the coast or from Washington and this improvement is an opportunity to create a gateway that embodies Uniontown's working waterfront history. Two gateway locations to be considered are located at the Smith Point Roundabout and the Astoria-Megler Bridge toll plaza.



Smith Point Roundabout Gateway Concept



Astoria-Megler Bridge Toll Plaza Gateway Concept



APPENDICES





Appendix A: Comprehensive Plan and Development Code Amendments

Appendix B: Stakeholder Interview Summary Memorandum

Appendix C: Property and Business Owner Survey Summary Memorandum

Appendix D: Plan Assessment Memorandum

Appendix E: Land Use Conditions Memorandum

Appendix F: Baseline Transportation Conditions Memorandum

Appendix G: Methodology and Assumption Memorandum

Appendix H: Economic Conditions Memorandum

Appendix I: Evaluation Criteria Memorandum

Appendix J: Land Use and Transportation Alternatives Memorandum

Appendix K: Preferred Land Use and Transportation Alternatives Memorandum

Appendix L: Implementation Measures Memorandum

Appendix M: Summary of STAC Meetings and STAC Roster

Appendix N: Summary of Public Events

Appendix O: 2013 Astoria Transportation System Plan

Appendix P: 2013 Astoria Transportation System Plan Amendments



APPENDIX A: Comprehensive Plan and Development Code Amendments



APPENDIX P: 2013 Astoria Transportation System Plan Amendments

The following list shows the amendments to be applied to the 2013 Astoria Transportation System Plan Volumes 1 and 2 once cost estimates are complete.

2013 Astoria Transportation System Plan Volume 1 Amendments

- Revise Appendix 2 Content (page 3):
 - Add Uniontown Reborn Master Plan as Section P to the end of the Content list
- Revise Aspirational Projects text (page 19):
 - Revise text in first bullet to read “Astoria identified 40 driving projects that will cost an estimated \$xx million to complete.”
- Revise funding text (page 20):
 - Revise text in first paragraph, first sentence to read “Overall, Astoria identified 131 transportation solutions, totaling an estimated \$xx million worth of investments.”
- Revise Funding Gap text (page 21):
 - Revise text in first paragraph, second sentence to read “Unless additional funds are developed, Astoria will be expected to have a little over \$6.4 million to cover the \$xx million work of projects included in the aspirational scenario of the plan, meaning \$xx million work of projects would be unfunded.”
- Add project D40 to Figure 10: Planned Driving Solutions (page 30):
 - Project should be shown on the map as a “Planned Street Reconfiguration” (solid green line) between Columbia Avenue and the Smith Point Roundabout.
 - Project should be shown on the map as an “Aspirational Transportation System Project.” (white font)
 - Text in the legend should be updated to read “Aspirational Transportation System Project # (See TSP Volume 2, Sections A and P for more information.”

2013 Astoria Transportation System Plan Volume 2 Amendments

- Add Uniontown Reborn Master Plan as Section P in the appendix