



# MARYS PEAK TO PACIFIC Corridor Management Plan



A cooperative project sponsored by:

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## LIST OF PARTNERS

- Benton County, Oregon
- Cascades West Economic Development District
- City of Corvallis, Oregon
- City of Philomath, Oregon
- City of Tangent, Oregon
- City of Waldport, Oregon
- Community of Alsea, Oregon
- Corvallis Area Metropolitan Planning Organization
- Economic Development Alliance of Lincoln County, Oregon
- Lincoln County, Oregon
- Linn County, Oregon
- Oregon Cascades West Council of Governments
- Oregon Coast Visitors Association
- Oregon Department of Transportation
- Oregon State University
- Port of Alsea, Oregon
- Siuslaw National Forest, United States Forest Service
- *Travel Oregon*
- United States Bureau of Land Management
- *Visit Corvallis*
- Willamette Valley Visitors Association







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## ACRONYMS

<b>ADA</b>	- Americans with Disabilities Act
<b>BLM</b>	- United States Bureau of Land Management
<b>CMP</b>	- Corridor Management Plan
<b>DMO</b>	- Destination Marketing Organization
<b>EFU</b>	- exclusive farm use
<b>LDC</b>	- Land Development Code
<b>NWFP</b>	- Northwest Forest Plan
<b>OCWCOG</b>	- Oregon Cascades West Council of Governments
<b>ODFW</b>	- Oregon Department of Fish and Wildlife
<b>ODOT</b>	- Oregon Department of Transportation
<b>TSP</b>	- Transportation Systems Plans
<b>USFS</b>	- United States Forest Service
<b>VQO</b>	- Viewshed Visual Quality Objectives

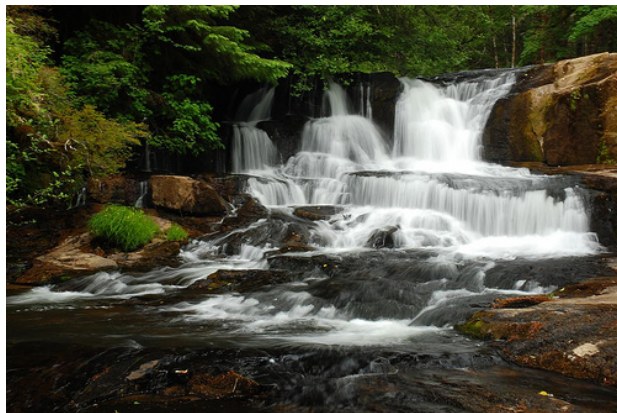


## INTRODUCTION

The *Marys Peak to Pacific* Scenic Byway encompasses sections of state and local roads beginning at Interstate-5 in Linn County and terminating in Waldport. The Byway links Tangent, Corvallis, Philomath, and Alsea in Benton County, and Tidewater and Waldport along Highway 34 in Lincoln County, with spurs branching out to Marys Peak and Alsea Falls. Achieving designation as the *Marys Peak to Pacific Scenic Byway* for this corridor serves to enhance and protect intrinsic natural qualities, honor rural lifestyles and industries, and create new economic opportunity for adjacent communities along the Byway. Scenic Byway designation also adds exposure to the area through regional and statewide marketing efforts, offering new and repeat visitors ideas on how to patronize local businesses, access lodging, and find many of the natural attractions.



Characterized by the industrious nature of people and productive landscapes along the *Marys Peak to Pacific Byway*, the route theme will be “a working landscape.” Additionally, there are also many parks, marinas, campgrounds, improved and unimproved boat ramps, access to trail



heads access points, and wildlife viewing areas, offering unique outdoor recreation opportunities. The Alsea River is rated by the Oregon Department of Fish and Wildlife (ODFW) as a spectacular float and fly-fishing river, with picnicking, camping and wild-life viewing opportunities. The Alsea Bay is famous for crabbing and clam digging. The Siuslaw National Forrest offers two distinct vegetation zones, each with unique flora and fauna. With Seasonal changes, the deciduous big-leaf maple that abounds in the clear-cuts and river valley offer a dazzling autumnal experience with fiery reds and oranges that rival any fall foliage through New England.

Scenic Byway designation and its subsequent promotion by Travel Oregon may draw additional traffic to Highway 34, but the intention of the *Corridor Management Plan* is to ensure a high quality level of maintenance and safety standards along the route in order to protect its primary transportation functions. However, visitors who travel the *Marys Peak to Pacific Scenic Byway* will experience a unique and active working landscape, outstanding natural beauty, world-class



outdoor recreation, and leave with a renewed respect for the people that have made their homes along the way, past and present.

## ROUTE DESCRIPTION

### DRIVING DIRECTIONS

The *Marys Peak to Pacific Scenic Byway* follows Highway 34 between Highway 101 on the western flank of the route, and Interstate 5 on the eastern flank. Entering from Interstate 5, use exit 228 for Highway 34 toward Corvallis. In 9.7 miles, use the left two lanes to turn left onto Highway 34 Bypass West, which in 1.1 miles, merges into Highway 20 West. In six miles, turn left onto the Highway 34 West/Alsea Highway, following signs for Waldport. Travelers will continue on Highway 34 for 56.5 miles, until they reach Waldport and Highway 101, where the byway ends.

Along the route, there are two spur roads included for access to Marys Peak and Alsea Falls. To access Marys Peak recreational area, on Highway 34, turn north at milepost 48 onto Marys Peak Road. The Marys Peak road continues for 9.8 miles to the summit parking lot. To access the Alsea Falls recreational area, on Highway 34, turn south onto the South Fork Road at milepost 38. Travelers will continue on the South Fork Road for 9.7 miles, with recreational opportunities on both the east and west side of the road.

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### CORRIDOR MAP

*Appendix 1.* Map of Marys Peak to Pacific Proposed Scenic Byway.

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### ROADWAY DESCRIPTION

- Type of Surface  
☒ Paved                      ☐ Gravel                      ☐ Dirt
- Number of Lanes  
☐ One                      ☒ Two                      ☐ Three or More
- Vehicle Limitations  
☒ Suitable for Passenger Cars                      ☐ High Clearance Required                      ☐ 4WD Required



- Seasonal Limitations

☐ Closed in Winter

☐ Occasional Weather Closure

☒ Open Year Round

## DESCRIPTION OF QUALITIES

### SCENIC

The *Marys Peak to Pacific Scenic Byway* is anchored by the iconic Marys Peak.<sup>1</sup> At 4,098 feet in elevation, Marys Peak stands as the tallest peak in the entire coastal mountain range. From the Willamette Valley floor or traveling from the coast inland, Marys Peak towers above the lower range mountains, providing a spectacular backdrop at both sunrise and sunset. As visitors climb Marys Peak, either on the road or one of the two primary trails leading to its summit, they are treated to massive old growth trees, wildflowers, waterfalls, and stunning accessible views of the Willamette valley below. (All views are Americans with Disabilities Act [ADA] accessible.)

On clear days, one can see the Yaquina Bay Bridge in Newport and the ocean. Given its elevation, Marys Peak offers visitors the ability to enjoy elements of an alpine environment, including snow in the winter and a wonderful array of flora and fauna unique to higher altitudes.



All along the route, visitors enjoy picturesque views of a working landscape. Traveling from the west, visitors will see golden fields of grain, diverse birdlife and a firsthand encounter with the mighty Willamette River and all its natural beauty. As the Willamette Valley floor leads into the Oregon coastal range foot hills,



travelers begin to experience the ancient and majestic Oak Savannas, interspersed with rolling Christmas tree farms, and quaint rural homesteads, community granges, historic churches, and the working lifestyles of the people who have chosen this place as their home. Deeper into the coastal range, travelers can take the South Fork Road to reach the Alsea Falls recreational area. This area is managed and protected to allow visitors to enjoy first hand two

<sup>1</sup> (USFS 1989)



sets of water falls on a salmon bearing natural river system.

The Alsea River corridor contains a wealth of attractive scenery which begins at its mouth at the Pacific Ocean. The tide and marsh lands of the lower river quickly give way to steep forested hillsides interspaced with valley bottoms containing rich sandy-loam farm and ranch lands. These agricultural activities contribute to the scenic diversity of the Alsea river drainage basin.

The mouth of the Alsea River near Waldport hosts a wide variety of bird life, aquatic creatures and massive, shifting sandbars. The Alsea bay spills into the world-renowned Oregon coast and Pacific Ocean. The raw pacific beauty here is evident, as large evergreen trees and hills meet the icy waters of the north Pacific, draped in sea mist and the scent of saltwater.

## HISTORIC

On the western end of the *Byway*, the route begins where the Alsea River meets the Pacific Ocean in downtown Waldport. Established in 1911 as a timber town, Waldport derives its name from “Wald” meaning forest in German, and Port, where much of the areas’ timber and commercial salmon catches were loaded onto ships in Alsea Bay. The name Alsea is from the local Alsi Tribe of Native American Indian’s word “Alsi” meaning peace. The Alsea Bay Historic Interpretive Center and Heritage Museum provide excellent historic interpretive opportunities for the region’s history.



As travelers travel west along the Alsea River corridor, windows into settlers and past residents love for the corridor are visible. For example, a few creeks on the route are named for early settlers, such as the Southworth Creek, five miles east of Waldport. There are also two National Forest fishing sites along the Alsea River on the *Byway*, named for local fishermen who loved the Alsea River.

At milepost 38 on Highway 34, the Pioneer Village of Alsea has a cemetery containing many of the Applegate Pioneers that traveled the Applegate Trail in wagon trains. The town was first settled by Europeans as early as 1855 and hosts graves dated as far back as 1858.

Marys Peak also boasts an interesting history. In 1938, the local Civilian Conservation Corps constructed Marys Peak Road and the wonderful craftsman style fire lookout formerly at its summit.<sup>2</sup> Corvallis citizen’s interest in Marys Peak, and access to the Peak, led to the Marys Peak road being constructed. Along the road is the Lady Bird Johnson viewpoint, the Alder and Parker Creek water falls with craftsman style basalt stonework from the 1960’s, when Lady Bird Johnson visited Oregon. Additionally, after her visit, a traffic island in Philomath was planted as a beautification effort.

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<sup>2</sup> (USFS 1989)



Adjacent to the *Scenic Byway*, a few miles east of Marys Peak, the Finley Wildlife Refuge also contains several historical sites of great value.<sup>3</sup> Aside from the 12 miles of trails that meander through each of these habitats and the plethora of wildlife to be seen, the refuge also provides opportunities to explore the cultural history of the area. Interpretive signs mark vast camas fields, once tended by the native Kalapuya people, and the 1855 Fiechter House, said to be the oldest building in Benton County, which provides a glimpse at the lives of European settlers and marks the track of the Applegate trail which runs through the refuge as well.

At milepost 62 on the east end of Philomath on Highway 34, a timber town established in 1882 where the College of “Philomath” or “Lover of Learning” was originally built. Philomath is home to the Benton County Historical Museum, housing the largest collection of historical information on the County.

Leaving Philomath, and traveling east, visitors will pass through the southern portion of downtown Corvallis. Coincidentally, where Highway 34 crosses into Corvallis near the Willamette River, is the original site of the city, established in 1853. Corvallis still offers many historical sites of great potential interest to travelers, including: the Benton County Courthouse, built in 1888 and currently the oldest active courthouse in the state of Oregon.<sup>4</sup> The nearby Whiteside Theater, built in 1922 and the second grandest movie palace in Oregon at that time, is one of Corvallis' best historic commercial building in terms of original design and integrity.



On the far eastern end of the *Scenic Byway* and just off the Highway 34 and Interstate 5 is the small agricultural community of Tangent.<sup>5</sup> Tangent has a proud history as a farming community in one of the richest agricultural areas in Oregon, as well as a number of points of historical significance. The town of Tangent was established in 1871, when the railroad was built through the valley. The name “Tangent” refers to the 20 miles of straight track north and south of the town. The town was a gathering place for local farmers and a train stop. The first Grange in Oregon was completed in Tangent in July 1883. In 1886, Tangent acquired a Post Office and that building still stands today in the center of town.

It is believed that the first people to inhabit the Tangent area were the mound builders of the Kalapuya (Calapooia) tribes, whose earthen mounds line the Calapooia River from Albany to Brownsville. They thrived on the natural abundance of the area, rich in fish and game. It was that same lush farmland that attracted the first settlers to this area.

## NATURAL

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<sup>3</sup> (“About the Refuge - William L. Finley - U.S. Fish and Wildlife Service,” n.d.)

<sup>4</sup> (“City of Corvallis, OR : History” 2016)

<sup>5</sup> (“Tangent, Oregon: Proud Center of Local Agriculture,” n.d.)

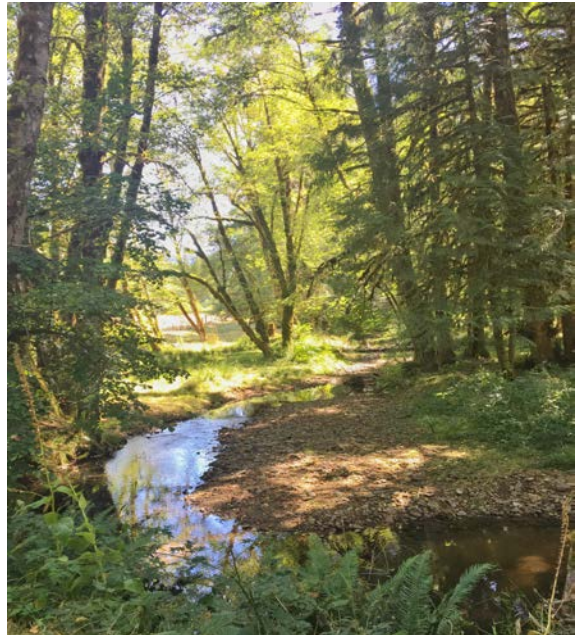


There are 17 State and County parks with improved and unimproved boat landings along the route, and at least seven marinas on the Alsea Bay. These parks and access points serve the fishermen that come from around the world to fish for salmon and steelhead. The Port of Alsea and Keady Wayside on Highway 34 at the mouth of the Bay are wonderful for viewing pelicans, harbor seals, and migratory and non-migratory birds. The Highway winds eastward for approximately ten miles along the flats and estuaries of Alsea Bay. Here travelers are treated to broad vistas of the Bay and mouth of the Alsea River.



Wildlife is plentiful throughout the Alsea River system.<sup>6</sup> Two notable big game species are the Blacktail deer and Roosevelt elk. In late winter, large herds of elk can be viewed at Tidewater, Little Digger Mountain, and Fall Creek. Besides water fowl in the lower river, the north bank of the Alsea Bay has mineral springs that attract large numbers of band-tailed pigeons and doves in time for the fall hunting season. The estuary in and above Alsea Bay is the breeding ground for many salt water species. The Alsea Bay at Waldport is a recreational area of National importance; clamming, crabbing, surfing, water fowl hunting, pigeon shooting, and other forms of coastal recreation combine to form year-round activities. Camping, group camping, fishing, hunting, picnicking, and limited hiking are among recreation opportunities along the river.

Ten miles farther inland from the Bay lays the village of Tidewater, a recreational community of private homes and the Kozy Kove RV resort and marina. In Tidewater, Highway 34 enters the Coast Range's Siuslaw National Forest. The Forest is endowed with towering woods of world-renowned Douglas fir, western red cedar, and hardwoods such as alder and maple.



The entire Coast range is also home to an estimated 50 unique mammals, 100 bird species, and roughly 30 types of amphibians and reptiles. Large mammals include black-tailed deer, elk, bobcat, cougars, and black bear. Other small mammals can be found in abundance as well, such as beaver, mountain beaver, coyote, mink, river otter, porcupines, skunks, and rabbits.

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<sup>6</sup> (USFS and BLM 1988)



Central to the natural beauty and resource rich corridor is the Alsea River.<sup>7</sup> The entire River generally has unpolluted, good quality, swimmable water. Several reaches of the river are used by rafters, kayakers, and canoeists. The mainstream of the Alsea River has very little whitewater, but in the Spring it makes one of the best float trips for beginners. The south fork offers a whitewater run in the winter after a hard rain. The Alsea River is known primarily for its Winter steelhead, its Fall salmon, and cutthroat fishing. Angler use is high, salmon and steelhead angling takes place predominantly on the mainstream of the lower nine miles of the south fork. Sea run cutthroat angling is concentrated on the lower river. Bank fishing opportunities are plentiful throughout the River, though a substantial drift boat and motorboat fishery in the lower Alsea river comprise most the angling effort.



The Highway 34 Summit of the Coast Range is at milepost 27, and as the highway travels down the East Side of the Cascade Coast Range, the coastal rain-forest canopy gives way to the ancient oak savannahs of the Willamette Valley. Though not directly on the *Byway*, lying just to the northeast of the Alsea Falls South Fork Road spur of *Byway*, lies the Finley National Wildlife Refuge. With the extensive habitat restoration projects at work on all 5,325 acres of the refuge and the 341 acres of its Snag Boat Bend Unit, it makes driving through like taking a step back into the natural history of the Willamette Valley.<sup>8</sup>

From the eastern entrance of the refuge, visitors can meander through one of the last remaining intact wet prairies of the Valley, which supports endangered plant species such as Bradshaw's desert parsley, and a panoply of bird life including western meadowlark, streaked horned lark, and northern harrier. Refuge lowlands also support Muddy Creek's riparian habitats as well as sprawling wetlands, and systems of ponds housing western pond turtles and red-legged frogs. These refuge wetlands provide vital wintering habitat for both Canada geese and many other migratory waterfowl, as well as thousands of birds that can be seen throughout the seasons. From there the habitat shifts to upland Oregon white oak savannas and mixed

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<sup>7</sup> (USFS and BLM 1988)

<sup>8</sup> ("About the Refuge - William L. Finley - U.S. Fish and Wildlife Service," n.d.)



deciduous forests where you might find bobcats, acorn woodpecker colonies, great-horned owl, or the resident Roosevelt elk herd.<sup>9</sup>

## AGRICULTURE/FORESTRY

The *Marys Peak to Pacific Byway* travels through one of the most agriculturally productive and diverse landscapes in North America. From grass seed, berries, row crops, mint, and hazelnuts in the Valley, to Christmas trees and timber in the Coast range. The Alsea River is a productive fishery, containing Coho and Chinook salmon, as well as steelhead and trout. The coastal section of the Alsea River and bay are also highly productive systems, with crab, clam, mussels, and other fish harvested year-round by locals and visitors alike. At milepost 27, the Alsea Bay Fish Hatchery and hiking trail takes visitors through an educational loop of the Coast Range forest, and gives unique insight in the coastal fisheries.

Once home to one of the most productive timber industries in the world, Highway 34 now cuts through a mixture of Federal and State protected timberlands, as well as privately owned and harvested timber throughout the *Marys Peak to Pacific Scenic Byway* (See Land Ownership Map, appendix 2). Active logging harvests can be seen by travelers, in large part through the presence of trucks hauling logs to the many local mills.



As Highway 34 approaches the Willamette Valley, large and small Christmas tree farms can be seen along the route, representing a portion of the largest production of Christmas trees sold in North America. Further along the route, the Christmas tree farms give way to wineries and small scale vegetable production farms.

As travelers enter the Willamette Valley and its rich agricultural roots and economy, Oregon State University stands as a paragon of research and innovation, having directly improved the lives of many in the Willamette Valley for over 150 years. The University has been a leading institution in research around forestry and agriculture, and continues to provide research and outreach for many of the regions critical industries. Further into the Valley, travelers are exposed to the iconic grass seed farms of the Willamette Valley, producing nearly 90% of the world's rye grass seed. Other major crops that travelers will see include: spearmint, peppermint, hazelnuts, blueberries, wheat, and turf grass.

Each town along the *Scenic Byway* features local food and agricultural products through farmer's markets or local shops. Waldport and Corvallis have well developed and longstanding farmer's markets throughout the week and Philomath has regionally renowned farm stands.

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<sup>9</sup> ibid







### VISION

The overall vision for the *Marys Peak to Pacific Scenic Byway* is to share a pristine version of Oregon's historical and working landscape with visitors. Interpretive markers and activities along the route will enrich the interested travelers understanding of the people, who for decades, have made their livelihoods there. It's a place where Native Americans gathered plants and fish; pioneers cutting timber and established farms and dairies; logging enterprises provided the backbone for the modern local economy; and people today continuing to make a living off the land by farming, ranching, managing nurseries, growing Christmas trees, and hunting. Traveling the Byway allows visitors unique opportunities to interact with farms, the forest, rivers and outstanding natural beauty.

Towns and businesses along the route will actively showcase their history, businesses that cater to visitors, and areas of outstanding natural beauty. As a result, shops, bed and breakfasts, farm stays and camping grounds thrive and garner new appreciation from visitors who may otherwise be unaware of these places.

Travelers already use the *Byway* as an alternative to the faster paced Highway 20 to reach the coast or Willamette Valley for its scenic nature, access to the rural lifestyles, and value added agricultural goods available from roadside merchants. Scenic Byway status stands to further promote, protect, and enhance this unique and incredible portal into the rural lifestyles, natural wonder, and recreational opportunities woven into the *Marys Peak to Pacific Scenic Byway*.

### GOALS

1. *To Enrich Travelers' Experiences.* – The *Marys Peak to Pacific Scenic Byway* provides a unique alternative to the Highway 20 expressway. Travelers looking for a slower paced and enriched route to or from the coast would have the option to visit the natural sites and local businesses unique to Highway 34.
2. *To Protect And Interpret Natural, Scenic, Historic, And Cultural Resources Along The Byway.* *Scenic Byway* status is expected to provide a unifying opportunity for communities along the route to rally for the protection and development of the intrinsic qualities along the Byway.
3. *To Add To The Abundance And Quality Of Life Of Communities Along The Byway.* Most communities along the *Scenic Byway* want to see incremental and organic development of their communities and business opportunities. *Scenic Byway* status provides that kind of opportunity, where communities and businesses can grow with the increased patronage of *Byway* travelers.



## OBJECTIVES

1. *To Enrich Travelers' Experiences.*
  - A. *Enhancements* – Continue to support and promote enhancements to the *Scenic Byway*, across all agencies and communities along the route.
  - B. *Interpretative Information* – Provide easily accessible and broadly distributed interpretive materials.
  - C. *Feedback* – Provide opportunity for travelers to give feedback to the *Marys Peak to Pacific Scenic Byway* Committee for ongoing improvements.
2. *To Protect and Interpret Natural, Scenic, Historic, And Cultural Resources Along The Byway.*
  - A. *Interpret Industry* – Provide interpretive opportunities around local industry, especially natural resource based industry, in order to give travelers a better insight into the importance of maintaining these industries.
  - B. *Attract quality visitors* – Promote the *Byway* as much as possible to the demographics and types of visitors who are interested in preserving and enhancing the scenic, natural, and historic treasures along the *Byway*.
  - C. *Promote* – Provide ongoing support to communities along the *Scenic Byway* with information and resources to pursue efforts around preserving and enhancing natural, scenic, historic, and cultural resources along the route.
3. *To Add to The Abundance And Quality of Life Of Communities Along The Byway.*
  - A. *Attractions* – Develop attractions within communities along the *Byway* that will encourage visitors to spend time and money.
  - B. *Highlight* – Highlight businesses that rely on walk-in traffic and offer unique goods and services, representing the values of the *Scenic Byway* to attract visitors.
  - C. *Advertise* – Provide businesses with access to materials they can have at their specific locations, promoting and marketing other businesses and attractions along the route.
  - D. *Downtown Revitalization* – Promote downtown revitalization opportunities offered through agencies and organizations in Oregon to towns along the route to help businesses become more attractive to visitors.



### SCENIC AND NATURAL

The scenic and natural attributes of the *Marys Peak to Pacific Scenic Byway* are protected by land management agencies along the route. Management for the *Scenic Byway* and its adjacent, non-private lands are managed by the Oregon Department of Transportation (ODOT), BLM, and Benton and Lincoln Counties. Large swathes of land around the *Byway* between milepost 4 and 27, surrounding Marys Peak and the Alsea Falls Recreational Area, are managed by the Siuslaw National Forest and BLM. The amount of publically owned land, especially USFS and BLM land is critical in preserving the scenic beauty of the *Byway* and views from Marys Peak, in large part due to limitations to logging timber because of the Northwest Forest Plan (NWFP).<sup>10</sup> In short, after being adopted in 1994, the NWFP restricted logging on federally managed forests with the intent of protecting critical habitat for certain endangered species. Although controversial in some respects, the NWFP has prevented any significant logging and created large swathes of late succession reserves, some adjacent to the *Scenic Byway* (See Appendix 2).

Additionally, the 1990 Siuslaw National Forest Land and Resource Management Plan<sup>11</sup> cites located along Highway 34 and the Marys Peak road, have classified 13,943 acres as protected view sheds. These classification sites fall under Viewshed Visual Quality Objectives (VQOs) and will be preserved to ensure “human activities are not evident to the casual forest visitor.”<sup>12</sup> Further, some lands are protected such that “human activity may be evident, but must remain subordinate to the characteristic landscape.”<sup>13</sup> Specific to Marys Peak, the USFS launched a major effort in 2015 to preserve views on and from Marys Peak through thinning and removal projects as part of a meadow restoration effort. These restoration efforts have preserved the natural meadows iconic to Marys Peak and restored many breathtaking views from the along the Peak, once lost to timber encroachment.

### AGRICULTURE AND FORESTRY

State laws on agricultural land use rezoning also lend to protecting the agricultural and scenic nature of the *Marys Peak to Pacific Scenic Byway*. In 1973, the Oregon legislature passed Senate Bill 100, further strengthening Oregon’s land use planning laws<sup>14</sup>. This law strengthens the preservation of the incredibly valuable scenic attributes agriculture plays along the *Scenic Byway* for generations to come through exclusive farm use (EFU) designation of much of the agricultural land along the route (See Appendix 3). EFU’s also minimize or effectively eliminate

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<sup>10</sup> (USFS, n.d.)

<sup>11</sup> (USFS 1990)

<sup>12</sup> (USFS 1990)

<sup>13</sup> (USFS, 1990 p.28 )

<sup>14</sup> (Macpherson 1973)



sub-dividing agricultural lands into tiny parcels not suitable for commercial agricultural production.

Benton and Lincoln Counties that encompass the *Scenic Byway* work in conjunction with ODOT to develop *Transportation Systems Plans* (TSP), which include Highway 34. Lincoln County updated their TSP in 2007 and Benton County is currently in the process of updating their 2002 TSP. These *Plans* prioritize and budget for infrastructure improvements on both County and State managed roadways.

Since Benton County's TSP is nearly 15 years old, they are in the process of updating projects and budgets, this includes the section of the proposed *Scenic Byway* that runs from Corvallis to milepost 27, ten miles to the west of Alsea. The County is conducting public outreach efforts to solicit input on needed improvements to roadways, and will incorporate these suggestions into the new TSP. Of note, safety improvements to Highway 34 for residents and *Scenic Byway* travelers alike, were featured in the Alsea outreach meeting, in conjunction with discussion on the *Scenic Byway*.

In addition to projects outlined in the TSP's for Benton and Lincoln Counties, ODOT currently has two significant safety improvements planned to the portion of Highway 34 that will be featured in the *Scenic Byway*. It is anticipated that by early 2018, ODOT will create centerline rumble strips for the entire portion of the *Scenic Byway* between Waldport and Philomath. Secondly, ODOT also plans on replacing the narrow McKinney Slough Bridge just to the east of Waldport, on a similar timeline as the rumble strips. Both mark significant safety improvements for travelers along Highway 34.

## HISTORIC

Towns along the *Marys Peak to Pacific Scenic Byway* are actively pursuing downtown development plans that simultaneously enhance the experience of *Scenic Byway* travelers, residents, and businesses, while preserving the historic and cultural significance of the towns themselves. Two shining examples of these efforts are Waldport's "Alsea Avenue" planned development and Philomath's "Downtown Multimodal Connectivity and Streetscape Improvements Project."

Waldport's *Alsea Avenue* is a draft working title of the most-westerly half mile section of Highway 34 and the Highway 101 *Scenic Byway*. The 'Alsea Avenue' name was derived from the desire and opportunity to make this section of highway stand out as a safe and attractive street with multiple modes of transportation. Alsea Avenue is 'Main Street' for the many residents who live in Old Town, the many tourists who visit the Port of Alsea and, will provide access to the future 12-acre destination park. Concept plans for the park include an amphitheater, restored wetlands, play areas, trails, and tsunami evacuation route. Alsea Avenue is a focus of the upcoming Waldport TSP update.

In preliminary concept, *Alsea Avenue* is envisioned to maintain two travel lanes and the center turn lane, with improved sidewalks, crosswalks, pedestrian refuge islands, bike lanes, and



landscaped medians. The east end of *Alsea Avenue* is planned to have significant improvements including a possible round-about to improve traffic circulation and safety where Crestline Drive and Mill Street intersect with *Alsea Avenue*. The east end of *Alsea Avenue* is an 'entrance' into Waldport for motorists traveling the *Marys Peak to Pacific Scenic Byway* from the east.

Philomath's *Downtown Multimodal Connectivity and Streetscape Improvements Project* will be an important link to the *Scenic Byway* by upgrading the existing deteriorating pavement through the town, while providing a safe, accessible, and livable downtown to the community and travelers. These efforts will further showcase the cultural and historic significance of Philomath to tourists by featuring the quaint, historic downtown buildings, and providing improved opportunities for patronizing local businesses and the Benton County Historical Museum. Importantly, all improvements in the streetscape effort are designed to include ADA accessibility and usability.

The Siuslaw National Forest is committed to preserving and enhancing culturally significant historical sites within the Siuslaw National Forest, as described in the Siuslaw National Forest Land Resource Management Plan. 1990, p. IV-36 The management plan notes that "identification, protection, and enhancement of historic and prehistoric cultural resources will be accomplished through inventories prior to, and following all ground disturbing activities. Sites identified will be evaluated, significance sites protected, and selected sites enhanced and interpreted."<sup>15</sup> The USFS is committed to evaluating these sites per procedures established by the National Historic Preservation Act. For lands managed by the BLM along the corridor, historic and culturally significant sites are also evaluated in compliance with the National Historic Preservation Act, along with assistance from the Oregon State Preservation Office.<sup>16</sup>

Other efforts to preserve sites of historic and cultural value along the route include a 2013 study completed for the USFS entitled, *Marys Peak Corridor Analysis and Design Guide*. This corridor analysis calls for improved signage at sites of significant culture features along the route<sup>17</sup>. Many of the sites along the Marys Peak spur have signage, but the signage will be improved through this project by newer or improved placards. The corridor analysis also makes a number of recommendations for improvements to pull outs along the Marys Peak road, as well as areas where vegetation should be thinned or trimmed to restore scenic vistas.

## RECREATIONAL

The *Marys Peak to Pacific Scenic Byway* offers visitors a plethora of world class recreational opportunities. The Alsea River is a pristine, non-dammed salmon bearing water way; Alsea Falls Recreational area is home to some of the best mountain biking in the country; Marys Peak has hiking and vistas are unparalleled in the Coastal range, where camping, hunting, birding,

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<sup>15</sup> (USFS 1990)

<sup>16</sup> (BLM 2012)

<sup>17</sup> (Luers 2013)



mushroom hunting, crabbing, clamming, and biking opportunities abound! One of the key resources making access to this plethora of recreational gems are the many County, State, and Federal parks along the *Scenic Byway*. Multiple recreational sites along the Highway 34 corridor have recently been improved, and several more improvements are planned for the near future.

Lincoln County is in the process of creating an entirely new park along the Alsea River at milepost 7, to be called the Don Lindly Park and Heritage Boat Launch. Construction on the new park is set to begin summer 2017 and will include: two lane boat ramp; docks for launch and retrieval; a non-motorized boat dock; 40-50 boat parking stalls; and 15-20 car parking stalls. The Don Lindly Park will serve to increase visitor's access to the Alsea River and Alsea Bay with all their recreational options. Additionally, Lincoln County is making improvements to the Five Rivers boat launch, providing yet another option for river enthusiasts.

Benton County also owns and operates several parks along the *Scenic Byway*. The County plans on replacing a vault restroom at Clemens Park (mile post 42) and another at the Mill Creek Boat Launch.

One of the key recreational sites along the *Scenic Byway* is the Alsea Falls Recreational Area. The Alsea Falls Campground is one of only two public camping opportunities in the central Willamette Valley region. (The other Mary's Peak campground is 27 miles to the northwest, a traditional forest setting family campground operated by the Siuslaw National Forest.) The Alsea Falls Campground serves approximately 2,570 number of overnight campers annually. BLM currently is planning for site improvements to the camping area, as well as an expansion of day-use parking and bathroom facilities. Day-use annual visitors are estimated to be 5,545. Planned campsite updates are being implemented two-years ahead of schedule to accommodate the unexpectedly rapid increase in patronage. Other camping opportunities along the Alsea River corridor include the National Forest campgrounds of Rivers Edge Group site and Blackberry Campground.

The Fall Creek mountain biking trail system is another high-use component of the larger Alsea Falls Recreational Area. This new and growing trail system has been a welcome addition to the Alsea Falls Recreation Area, increasing use not only of the trailhead, but also of the campground. Campground and trailhead use is expected to grow significantly, proving the success of the Fall Creek Trail System. The Fall Creek Trail System has already received national attention through magazine articles, website posts, and word-of-mouth accolades in the mountain biking community. The BLM promotes the Fall Creek Trail System as one of its "Top 20 Mountain Bike Destinations" nationally. With visits to the trail systems estimated between 15,000-20,000 per annum, the BLM has made recent improvements to vehicle parking capacity and user amenities, such as restrooms and wayfinding. However, because popularity for this site has increased much more rapidly than originally anticipated, further expansions to parking and other visitor amenities are being explored and planned for. In fact, in anticipation of increased visibility of this recreational site, in conjunction with the adoption of the proposed *Scenic Byway*, BLM has partnered with Benton County and the Oregon Cascades West Council of Governments (OCWCOG) to apply for a planning grant from the Federal Highways Administration to plan for the Alsea Falls Recreational Site. The grant encompasses planning



efforts to widen the South Fork Road, which leads to the site from Highway 34, further improving safety and usability for visitors.



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## INTERPRETIVE STRATEGY

The primary interpretive theme for the *Marys Peak to Pacific Scenic Byway* is the *Working Landscape*. The *Byway* passes through an area that has been used by humans throughout the ages to provide a livelihood through use and management of natural resources. It is a story of Native Americans gathering plants and fish; pioneers cutting timber and establishing farms and dairies; logging enterprises providing the backbone of the local economy; and people today continuing to make a living off the land by farming, ranching, managing nurseries, growing Christmas trees, making cheese, harvesting timber, raising fish (hatcheries), hunting game, providing farm stays, growing organic produce and raising alpacas for wool. This theme is consistent with the vision, goals, and objectives for the route.

The secondary theme of this route is *Nature Based Recreation*. The outstanding array of natural resources along the *Marys Peak to Pacific Scenic Byway* that makes it an ideal setting for nature-based recreation. Beginning with Marys Peak as a historical recreation destination and continuing to this day, the natural resources have attracted recreational hunters, anglers, hikers, photographers, bird watchers, bikers, and people out just to explore on foot, bicycle, or motorized vehicle. The Alsea River and its estuary parallel the route and provide another major source for recreation opportunity.

## STRATEGY

Interpretation will be offered focusing on the following categories:

- *The Working Landscape*: past and present; and
- *Nature Based Recreation*: past and present.

Interpreting the myriad of natural resource based enterprises operating along the *Byway* will be the focus of *The Working Landscape* and the major focus of the interpretive effort as the features supporting these stories are the most visible along the route. The use of the landscape by Native Americans, pioneers and settlers will be focused on in this category as well. In some locations, such as Leaping Lamb Farms, Gathering Together Farms, the Oregon Alpaca Farm, the Port of Alsea, and the route itself, both past and present stories of the working landscape can be covered simultaneously, because the land was historically used for similar purposes. Interpretation in this category will be linked to interpretive resources at the Benton County Museum in Philomath and the Historic Alsea Bay Bridge Interpretive Center in Waldport. Linking to the already existing interpretive opportunities will create a larger network of interpretive resources covered at locations currently used for such purposes, such as Alsea Bay, Marys Peak, Alsea Falls, the boat ramps, various campgrounds, and day-use areas along the route.

The *Marys Peak to Pacific Scenic Byway* has many established interpretive hubs and resources already developed. The Benton County Historical Museum in Philomath, the western hub of the



*Byway*, the Historic Alsea Bay Bridge Interpretive Center in Waldport, and the eastern hub of the route, offer an array of exhibits, but the focus of each is narrow. The museum covers the history of Benton County while the interpretive center in Waldport focuses on the history of transportation in the area and relationship to development, with a focus on the building and impact of the first bridge across the mouth of Alsea Bay. Along the route, the Oregon Hatchery Research Center currently offers both indoor and outdoor exhibits, and the Fall Creek Hatchery offers some outdoor signage, but there is little else along the way to tell the stories of the landscape along the *Byway* route. That being said, interpretive resources along the Marys Peak Road do exist and are being improved, as well as in the Alsea Falls Recreational Area.

The proposed expanded network of interpretive opportunities will include interpretive panels at key sites, a self-guided tour using a map and publication, interpretive trails, and a smart phone based self-guided tour app. *Visit Corvallis*, a Corvallis based tourism entity with a regional footprint, has already begun collecting multi-media of the *Byway* to support this effort, along with developing the framework for a smartphone app.

## POTENTIAL AND EXISTING INTERPRETIVE SITES

The experience of immersing oneself in the intoxicating blend of cultural and natural history along the *Byway* is already available for travelers. The interpretation planned for the route simply enriches that experience by helping travelers immerse their imagination as well as their senses. The following is a listing of the interpretive tools and opportunities visitors will have access to along the *Marys Peak to Pacific Scenic Byway* after complete implementation.

The locations are marked on the corridor map (see Appendix 1). They are organized in the sequence encountered by a traveler beginning in Tangent, the eastern hub of the *Byway*, and proceeding west. Opportunities encompassing the entire *Byway* are listed first.

### Smartphone App Self-Guided Tour

**Location:** Entire route including side spurs to Marys Peak and Alsea Falls.

**Focus:** This will be a series of stories keyed to the different features and viewscapes a traveler encounters along the way. More detail will be provided than would appear on an interpretive sign, but the information will be limited to a detailed overview. In-depth information will be available through links on the route web page or through books and other resources listed on the website. All sites listed for site-specific interpretation are included as a self-guided tour stop.

**Media:** Travelers will have the choice of using a publication (brochure or booklet) keyed to a map or a GPS-based tour keyed to a map. The GPS tour will only be available to those with smartphones. Users would download the App, which would result in interpretive information being linked to points of interest along the *Byway*.



**Distribution:** The App/brochure would be available to download off the website and pending App stores.

**Sites/stories to be included:**

- **Corvallis Watershed:** Story to be told along the route near Rock Creek Park with a good view of Marys Peak. Focus on the importance of clean water to human development, and the role of the forests in supplying clean water to residents of Corvallis and Philomath.
- **Christmas Tree Farms:** Story to be told where extensive farm is located along western part of the *Byway*. Focus on the importance of Christmas trees as an agricultural crop in Oregon.
- **Orchards:** Story to be told where extensive orchard is visible along the western part of the *Byway*. Focus on the use of the landscape for growing fruit and nuts.
- **Examples of Forest Management Practices or Impacts of Such Practices:** Story to be told in various locations along the route where good examples of sustainable forest practices or the results of such practices are evident; this will include tree farms. Additionally, the Siuslaw National Forest has been actively working on a variety of restoration efforts, which could also be showcased.
- **Forest Wildlife:** Story to be told at various locations along route where different ecosystems or stages of ecosystems are present. Focus is on the role of forests and other ecosystems to sustain the wildlife populations along the route.
- **Nurseries:** Story to be told in various locations where nurseries and/or gardens are present. Focus on the use of the landscape to grow native plants for landscaping.
- **Angling:** Story to be told at selected locations where river and/or boat ramps are visible. Focus on use of the area for angling – both recreationally and for subsistence – and the importance of a healthy forest in sustaining fish runs.
- **Hunting:** Story to be told at selected locations where a meadow/forest edge is visible. Focus on the use of the area for hunting – both recreationally and for subsistence – and the importance of a healthy forest in sustaining wildlife.
- **Sustainable Farming Practices:** Story to be told at selected locations where sustainable practices or the impacts of such practices are visible.
- **Mushroom Industry:** Story to be told along the route where deep forest is visible. Focus on the use of the coast range landscape to sustain a vibrant mushroom industry.
- **Oyster farming:** Story to be told along the estuary at the eastern end of the *Byway*. Focus on the use of the landscape to support an oyster industry.



## SITE SPECIFIC INTERPRETIVE OPPORTUNITIES.

See *Appendix 5* for complete list.

## ACTION PLAN

### Phase 1: High priority

In addition to developing the orientation and wayfinding network, the following are key actions to take in the first phase of developing the interpretive network:

1. Establish interpretive *Byway* portal sites on the east and west end of the *Byway*.
2. Develop a prototype of the *Byway Orientation Panel*, test it at the portal sites and key locations along the route.
3. Develop the thematic overview panels and install them at the recommended locations along the route.
4. Develop a prototype of the self-guided tour app/map/brochure version of the self-guided tour and test its effectiveness.
5. Develop/upgrade the web site to include the interpretive map/brochure.

### Phase 2

1. Finalize the *Byway Orientation Panel* and install it at the recommended locations.
2. Finalize the self-guided tour app/map/brochure, and make it available on the web and along the route.
3. Develop the orientation panel to the Alsea Falls road, and the interpretive panels for Alsea and install them at the park.

### Phase 3

1. Develop final version of the self-guided tour app/map/brochure and distribute.
2. Develop and install interpretive signage at other recommended locations along the route.



The main road authority that is responsible for the *Marys Peak to Pacific Scenic Byway* is ODOT, however the route also travels through the downtown portions of two incorporated cities: Philomath and Waldport. ODOT has planned improvements along a short portion of the route, between the intersection just east of the Van Buren Bridge and 53rd Street, mainly associated with improving the flow of traffic. These improvements were derived from extensive studies, finished in 2015, and will be incorporated in the forthcoming *Benton County TSP*<sup>18</sup>.

For the portion of the *Byway* that runs through Benton County, ODOT is in the process of working with the County to identify critical safety improvements as a part of the County updating its TSP. Until those improvements are identified and vetted, ODOT will continue to maintain the roadway in fair or better condition, and make minor safety and other improvements.

The Siuslaw National Forest completed a study in 2013 to understand and incorporate necessary improvements to the Marys Peak Road and recreational area, including preserving sites of significant cultural and natural value.<sup>19</sup> This report concluded that many improvements to usability and wayfinding could be made, including pull-outs, improved visibility at key viewsapes, improved ADA accessibility to certain natural features, vegetation management, and improved visibility of culturally significant sites. The USFS has been prioritizing and implementing these improvements.

The Towns of Philomath and Waldport have explored improvements for short sections of the *Byway*. The proposed changes represent significant improvements for the *Byway* and have to some extent, been planned in conjunction with potential of this proposal coming to fruition.

The town of Philomath is finalizing their *Philomath Downtown Multimodal Connectivity and Streetscape Improvement Project*. This project seeks to improve livability and connectivity throughout historic downtown Philomath. With a focus on multimodal connectivity, Philomath plans to not only make the downtown district more walkable and bikeable, but to also beautify it with the addition of trees, shrubs, new lighting, and other walking tourist-friendly facilities.

The City of Waldport is also discussing major renovations to several blocks of the westernmost portion of the *Byway*, with a working name of to be known as “Alsea Avenue.” Alsea Avenue is envisioned to maintain two travel lanes and the center turn lane, with improved sidewalks, crosswalks and pedestrian refuge islands, bike lanes, and landscaped medians, subject to approvals by both ODOT and the City of Waldport City Council. The east end of Alsea Avenue is planned to have significant improvements including a possible round-about to improve traffic circulation, and safety where Crestline Drive and Mill Street intersect with Alsea Avenue, subject to approvals by ODOT and the City. The east end of Alsea Avenue is an ‘entrance’ into Waldport for motorists traveling the *Marys Peak to Pacific Scenic Byway* from the east.

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<sup>18</sup> Currently, the TSP is being updated and is planned to be adopted in 2017.

<sup>19</sup> (Luers 2013)



Additionally, the BLM has responsibility for managing and maintaining the Byway's spurs to Marys Peak and the Alsea Falls recreational area. There are, however, short portions of the South Fork Road, leading to the BLM managed portion of the South Fork Road, which are owned and maintained by Benton County. These portions of the road owned by the County have recently been improved, including widening and resurfacing. No major improvements are planned for the remaining portions of the South Fork Road.

These Federal, State, County, and City improvements will make driving safer and more pleasant without detracting in any way from the scenic and other qualities of the *Byway*. In fact, partners in this effort to have the designated portion of Highway 34 as a *Byway* are encouraged and excited by what the planned potential improvements in Philomath, Waldport, and elsewhere will add to *Byway*.

See *Appendix 6* for letters of support from road management agencies.



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## OUTDOOR ADVERTISING CONTROL STRATEGY

Historically, there have been no off-premise, outdoor advertising allowed on State highways in Oregon. The *Marys Peak to Pacific Scenic Byway* is primarily comprised of State highway, managed by ODOT. The regulations on outdoor advertising, especially off-premise, changed in 2007 when a Supreme Court ruling deemed state law unconstitutional through administrative rule. ODOT does maintain a separate set of regulations regarding Scenic Byways and as summary of those are as follows:

All signs that are currently legally permitted outdoor advertising signs that are located on that route, could continue to exist...and be maintained, but they could not be relocated to another location within the byway, additionally, no new outdoor advertising signs can be placed on the byway. Additionally, if current legally permitted signs are of a “conforming” status, they would be allowed to be reconstructed at the same location (so long as it meets state and local codes), with an approved application. If any current signs are a standing “non-conforming” signs, then they can be maintained but not reconstructed.<sup>20</sup>

In general, for non-scenic byway routes, new, off-premise advertising is granted in relatively few cases and is difficult to acquire by commercial interests. Additionally, once the *Marys Peak to Pacific Scenic Byway* achieves Byway status, an additional suite of ODOT regulations are applicable, designed to prevent new and distracting signage. The following are summaries of the other agencies and municipalities that the Scenic Byway passes through.

### *United States Forest Service – Siuslaw National Forest*

The Forest Service does not allow outdoor advertising on national forest lands. This is applicable to the Marys Peak Road spur.

### *Bureau of Land Management – Salem District*

The Bureau of Land Management does not allow outdoor advertising on any land associated with the Alsea Falls Recreational Area and the additional portions of the South Fork Road Byway spur.

### *Linn and Benton Counties*

Linn and Benton counties have adopted ODOT's standards and regulations for outdoor and off-premise advertising.

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<sup>20</sup> (“The Oregon Administrative Rules - Department of Transportation,” n.d.)



## Lincoln County

There are no commercial or industrial lands in unincorporated Lincoln County on the proposed *Byway*. If zoning were to change, Lincoln County code allows for no off-premise advertising in commercial and industrial lands.<sup>21</sup> There are however, strict rules for off-premise advertising that would occur on residentially zoned land under *ordinance 1.1405* of the Lincoln county code. This type of advertising would be limited to two square feet and at least 10 feet off of public right of ways or property lines.

Agricultural and timber zones follow the same provisioning as residential.

## Corvallis

The Corvallis Land Development Code (LDC) is the governing code for signs within the City.<sup>22</sup> Signs along the highway (not on private property) or are considered “billboard” signs and are not allowed. Under LDC 4.7.50. Prohibited signs include: Signs located on or above public rights-of-way without written consent of the applicable jurisdiction, unless permitted by Sections 4.7.70 through 4.7.90. This includes, but is not limited to: sandwich boards (unless permitted by Section 4.7.90.04.c), posters on utility poles, political signs in parking strips, and signs on sidewalks. Also, depending on the zoning on the property there are height restrictions and single sign area restrictions. The largest sign allowed within the city would be 200 square feet.

## Philomath

The City of Philomath has specific advertising ordinances in place for commercial and industrial zones.<sup>23</sup> Permitted signs are only allowed on premise and are limited in size to 150 square feet. (*Title 18 Zoning - 18.95.040 B. Commercial and Industrial Zones*)

## Waldport

The City of Waldport has recently updated its outdoor advertising regulations, making free-standing signage much more restrictive than historically accepted.<sup>24</sup> The *Waldport Development Code Section 16.76.040(B)(2)(b)* indicates that no more than one free-standing sign is permitted per street frontage per property and it cannot be a single pole sign. Maximum square footage is limited to 50 square feet and all electrical services must be underground. This sign regulation is more in line with slower moving traffic and pedestrian scale.

For maps of commercial and industrial zones along the route, please see *Appendix 7*.

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<sup>21</sup> (“Lincoln County Development Code - Land Use Planning” 2013)

<sup>22</sup> (“City of Corvallis Municiple Code” 2016)

<sup>23</sup> (*City of Philomath Municiple Code* 2015)

<sup>24</sup> (“Waldport Development Code 16.76” 2016)



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## SIGN STRATEGY

The preliminary sign strategy proposed for the route and the initial planning and coordination conducted with the regional road authorities is presented below. This strategy is intended to serve as the foundation for the detailed sign plan that will be developed after the tour route receives final ODOT approval. Funding for the Entrance and Trailblazer signs will be provided by the State of Oregon. Installation and maintenance of these signs for the *Byway* on state highways will be completed and maintained by ODOT. The *Byway Committee* will oversee and coordinate with ODOT, County, and City roadway jurisdictions for the any additional funding needed for County and City roadway signage.

### ENTRANCE SIGNS

Entrance signs will be needed on both sides of Highway 101 in Waldport for the western approach. Entrance signs will also be needed along the westbound Highway 34 (exit 228) off Interstate 5. Preferably, the Interstate 5 entrance sign would be on the Interstate at the same location of the Highway 34 exit sign. Signage is also envisioned at the western city limits of Philomath to provide early notice of the *Byway*. This would also serve to alleviate confusion associated with Highways 34 and 20 sharing the same stretch of road through Philomath.

Two additional locations that would be well served by entrance signs, would be at both the Marys Peak and Alsea-Deadwood Highway. These would not need to be as comprehensive or large as the entrance signs on Highway 101 and Interstate 5, but would need to inform travelers of the respective spurs to the *Byway*.

### TRAILBLAZERS SIGNS

Based on the Byways Program guidelines and consultation with ODOT Region 2, approximately seven-to-ten trailblazer signs will be needed in each direction, for a total of approximately 20 trailblazer signs. The design of these signs will be completed as a collaborative effort with the regional road authorities after final approval of the *Byway* is approved. Funding and installation for these signs will be provided by ODOT.

In addition, orientation signs are proposed to be located at key sites of traveler concentration along the *Byway*. These signs will alert travelers to the informational opportunities along the *Byway*. One possible design approach is to use a stylized oblique aerial perspective of the *Byway* as a backdrop to highlight key attractions. The *Byway* proponents will seek funding for these signs.



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## IMPLEMENTATION REVIEW COMMITTEE

The *Marys Peak to Pacific Scenic Byway* Committee was formed in 2007 and has met semi-regularly to plan for and coordinate a unified effort to achieve Scenic Byway status. This Committee will be responsible for ongoing implementation of the corridor management plan for the *Byway*. This Committee represents a broad range of communities, businesses, cities, counties, state, and federal interests. Organizations represented include: Benton County, Cascades West Economic Development District, City of Corvallis, City of Philomath, City of Tangent, City of Waldport, Community of Alsea, Economic Development Alliance of Lincoln County, Lincoln County, Linn County, Oregon Cascades West Council of Governments, Oregon Department of Transportation, Oregon State University, Port of Alsea, Siuslaw National Forest, United States Bureau of Land Management, and a number of local businesses.

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## MARKETING STRATEGY

Research on America's Scenic Byways by Longwood International® indicates that the most important item to making byways more appealing to potential travelers is "more information and better publicity."<sup>25</sup> The Oregon Tourism Commission reports that economic analysis of travelers along Scenic Byways show average daily spending of \$104.<sup>26</sup> Consistent and continuous marketing is the lynchpin to generating a significant and steady number of visitors to the tour route. In turn, marketing activities such as visitor orientation, wayfinding, and interpretative information that contribute to a satisfactory visitor experience for creating the potential economic benefits that tour route stakeholder's desire are critical. The marketing initiatives outlined below work to tell the story of the *Marys Peak to Pacific Scenic Byway* and to package the pleasures of this scenic drive. The strategies focus on the following keys to success:

- *Partnership, collaboration, and communications with agencies and regional organizations with an interest in historic roads and scenic byways;*
- *Leverage existing assets and marketing efforts;*
- *Facilitate cooperative promotional projects and events; and*
- *Promote a greater understanding of the benefits associated with scenic byways to the stakeholders.*

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<sup>25</sup> ("Longwoods International America's Byways Image & Visitor Profiling Research," 2007)

<sup>26</sup> ("Oregon Scenic Byways - Oregon Tourism Commission" 2016)



## TARGET MARKETS

Most *Travel Oregon's* visitors come from the U.S., specifically Oregon, California, and Washington. Scenic Byways coordinators observe that a large portion of their roadway travelers are regional residents. As such, it will be important to generate awareness of the *Byway* within the Willamette Valley and Coastal Oregon marketplace and promote it as a scenic alternate route or 'the road less traveled.'

The opportunity to promote the *Byway* as a road less traveled is very timely as the 20 year Highway 20 Eddyville to Pioneer Mountain improvements were completed in late 2016. Highway 34 provides a natural and convenient alternative, terminating in roughly the same locations. This bodes well for potential travelers, as within 100 miles of the Highway 34 / Interstate 5 interchange, there are an estimated 3.6 million residents.<sup>27</sup> Of those, 61% are between the ages of 25 and 74 years, prime candidates for scenic byway tourism.

Marketing efforts will seek to create awareness of the *Byway* among travelers in the immediate vicinity on both Highways 34 and 20. As an indication of the current traffic volumes, ODOT report between 570-7,000 vehicle on an average daily basis on Highway 34 between Philomath and Waldport.<sup>28</sup> In Philomath at milepost 50.83, .02 miles east of 16th, 2013 average daily traffic counts totaled 13,300.

Marketing efforts will work extensively to target the Oregon Coast visitor market which is significant in size. Research by Longwood International for *Travel Oregon* in 2013 estimates there are 30.6 million annual visitors to the State, with 34% or 10.3 million visitors spending time on the Coast.<sup>29</sup> Sixty-four percent (64%) of visitors report going to the Coast for pleasure.

The *Marys Peak to Pacific Scenic Byway* will appeal to multiple specialized or niche markets as well including those interested in:

- Outdoor recreation and nature-based activities from wildlife viewing and hiking, to birding, hunting, and fishing. A recent study conducted by the U.S. Fish and Wildlife Service noted that Oregon had 1.5 million wildlife-watching participants in 2006. Birders are known to frequent Oregon's scenic byways.
- Culinary.
- Sustainable agri-business.
- Motorcyclists seeking a less traveled route to the central coast.

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<sup>27</sup> ("Population Explorer" 2016)

<sup>28</sup> (ODOT 2014)

<sup>29</sup> ("Oregon 2013 Regional Visitors Report - The Coast" 2013)



## EXISTING MARKETING

The *Marys Peaks to Pacific Scenic Byway* marketing strategy builds upon the many existing promotional efforts of the Central Oregon Highway 101 Coast and the Highway 34 corridor including the City of Corvallis.

- Alsea Valley Country Trail, part of the Oregon Country Trails Program a rural agri-tourism marketing initiative has over 25 participating businesses on the Alsea Trail which is virtually synonymous with the Scenic *Byway*. A primary marketing tool is the website.
- Waldport, Philomath, and Corvallis have Chambers of Commerce and Visitor Information Centers that promote community and regional attractions and special events (Shrewsbury Festival, Rodeo, etc.) and link to nearby communities for cross-marketing.
- Waldport is a member of the Central Oregon Coast Visitor Association that actively promotes Lincoln County and its seven coastal visitor organizations.
- In addition, government partners (Oregon DFW, USFS, the BLM, and the Oregon Parks and Recreation Department) are actively promoting the nature and recreation-based assets of the area including Alsea Falls Recreation Site, the Alsea Fish Hatchery and Siuslaw National Forest, of which Mary's Peak is a part. The Oregon Hatchery Research Center is another highly unique attraction for lay people and scientists alike.
- Benton County actively markets several parks and campgrounds including Alsea Falls and Salmonberry (open mid-May to mid-October) and the Alsea Hatchery. The Oregon Chapter of the Sierra Club has a Mary's Peak Group that is actively marketing the natural assets of this highest point in the Oregon Coast Range as well as special nature-based events there.
- The Alsea Falls Loop is mapped online and in a brochure and is promoted as a scenic trail for birders and hikers alike by *Travel Oregon*, ODFW, and the BLM.
- Nearby, Corvallis is well known for and draws thousands of visitors to Oregon State University and several prominent events, including Corvallis daVinci Days and Corvallis Fall Festival. Additionally, the Corvallis Convention & Visitors Bureau has been actively engaged in creating the scenic *Byway* and will be a very active marketing partner.
- The *Byway* is home to two Bed & Breakfast/farm stay establishments that are promoted independently through Chambers of Commerce and Destination Marketing Organizations.



- Wineries and historic destinations such as the Benton County Historical Museum are located on the *Byway* and promoted through websites, associations, and special events. For example, the Benton County Wineries Association produces the Bounty of Benton County annually. Other key events for cross marketing include the Benton County Quilt Show, the Newport Seafood and Wine Festival, and Waldport's Candlelit Alsea Bay Bridge Walk each holiday season.
- Each spring, the Alsea Valley Artisans, comprised of over a dozen artists in the area, produce an annual art sale. The group markets through a joint and individual websites and brochures.
- Each summer, the Philomath Frolic and Rodeo puts on four days of award winning rodeo action coupled with special events, such as the community parade, a lumberjack competition, a classic car show, and live musical performances. The event is marketed state-wide in magazines and regionally in newspapers and brochures.
- Each fall, artists in the greater Philomath area host an "Open Studios Tour" that attracts visitors from throughout the region.

## FUTURE SCENIC BYWAY MARKETING INITIATIVES

The marketing program will build upon the *Marys Peak to Pacific Scenic Byway* vision of sharing a working landscape highlighting sustainable business operations, including organic produce and food outlets, ranches, farms, industrial forestry, and certified green lands. The Byway Committee will package the *Byway* travel experience and story with itineraries and activities that have a strong connection to the *working landscape* and sustainability theme. In addition, the *Byway* will be promoted as part of a loop that includes Highways 20 and 101. The message will describe the opportunity to travel rapidly in one direction (on Highway 20) and take an off-the-beat leisurely path in the other direction (Highway 34).

Primary marketing activities range from partnerships and a webpage to signage and brochures. The marketing plan will be reviewed and refreshed quarterly to ensure that it is responsive to the marketplace and new developments on the *Byway*. Initial marketing tasks include the following:

- **Coordination with Other Groups.** First and foremost, *Marys Peak to Pacific Scenic Byway* marketing efforts will be coordinated directly with the Oregon Scenic Byways & Tour Routes Program. Equally important will be the preparation and maintenance of a database of key contacts representing all the organizations and agencies noted above involved in marketing the area. An organized system of outreach and information



sharing will be developed including face to face marketing meetings coordinated with the Byway Committee.

- **An Interactive Website.** A *Byway* website will be developed and coordinated through *Visit Corvallis*. The website will be shared with other organizations and agencies along the *Byway*. This will include itineraries, a calendar of events, accurate maps and directions, drive-times, accommodations along the route, and highlights of activities and qualities of attractions along the *Byway*. Work on the website has already been initiated by *Visit Corvallis* and will be supported through *Travel Oregon* matching grants.
- **Signage.** Critically important to visitor awareness and orientation is signage at gateways, visitor centers, campgrounds, and interpretive kiosks. Signage will be a primary way of providing information about the *Byway*. Active logging and forestry operations along the *Byway* provide opportunities for interpreting the lifecycle of forests and general logging activities.
- **Brochure.** A brochure will be prepared including an orientation map with sites, activities, and amenities available along the *Byway*. Photos and text will highlight the unique characteristics of the *Byway* and ways to get more information on the web, through blogs, etc. The brochure will be made available electronically and via partner websites throughout the Benton and Lincoln Counties.
- **Public Relations.** The *Marys Peak to Pacific Scenic Byway* Project team and other partners will work closely to generate news and feature stories regionally, statewide, and beyond. A media list will be prepared and the public relations toolkit utilized on the *Travel Oregon Scenic Byways* website (<http://traveloregon.com/trip-ideas/scenic-byways/>) to develop regular stories, press releases, and other presentations to gain media coverage. A media tour will be organized within the first three months of *Byway* designation.
- **Grassroots Byway Hospitality Training Program.** *Travel Oregon* offers training sessions for organization, business, and 'front line' community leaders/staff who will be in contact with travelers. People directly engaged in the success of the *Byway* through work or recreation will participate in training programs to learn tips for offering first rate hospitality to visitors. (<http://industry.traveloregon.com/grow-tourism-in-your-community/for-cities-counties-and-community-leaders/>)
- **Other Collateral.** Table teasers and postcard size rack cards will be created for placement in key locations, such as restaurants at Waldport and Philomath to entice travelers to the *Byway*. Electronic copies of these materials will be made available electronically and via partner websites throughout the Benton and Lincoln Counties.



- **Targeted promotions.** The diversity of the *Byway* allows for a wide range of niche marketing, packaged events, and activities for cross-marketing with target audiences and creativity in reaching a cross-section of travelers.

Rack cards or brochure inserts targeting families with children are a natural way to promote the many opportunities to experience the working landscape. A range of enriching experiences awaits family visitors, including alpaca tours and feeding fish, to U-pick berries and wildlife viewing. In addition, group tours and special event packages will be promoted for niche markets such as birders, motorcyclists, culinary adventurers, hikers, and others.



---

## FUNDING STRATEGY

During the course of the *Marys Peak to Pacific Scenic Byway* Committees' discussion with ODOT Scenic Byway program officials, it was agreed that ODOT would be funding the purchasing and installation of the entrance and trailblazing signage. Once Scenic Byway status is awarded, the federal land management agencies responsible for Marys Peak and Alsea Falls Recreational Area will provide funding for additional signage on the Marys Peak and Alsea-Deadwood/South Fork Roads.

In addition to signage, the primary costs associated with the *Byway* will be marketing and promotional materials.

*Visit Corvallis*, the Destination Marketing Organization (DMO) for the City of Corvallis, has been actively applying for *Travel Oregon* funds to support marketing efforts, but was informed that they would not award funding in relation to promoting a Byway until after said status was awarded. *Visit Corvallis* has also committed funding to develop the Byway website and Tour App. Currently, *Visit Corvallis* has budgeted \$10,000 for Byway promotion for the 2016-2017 fiscal year. This contribution will be used to help leverage funding from other DMO's in the region, as well as local Chambers of Commerce.



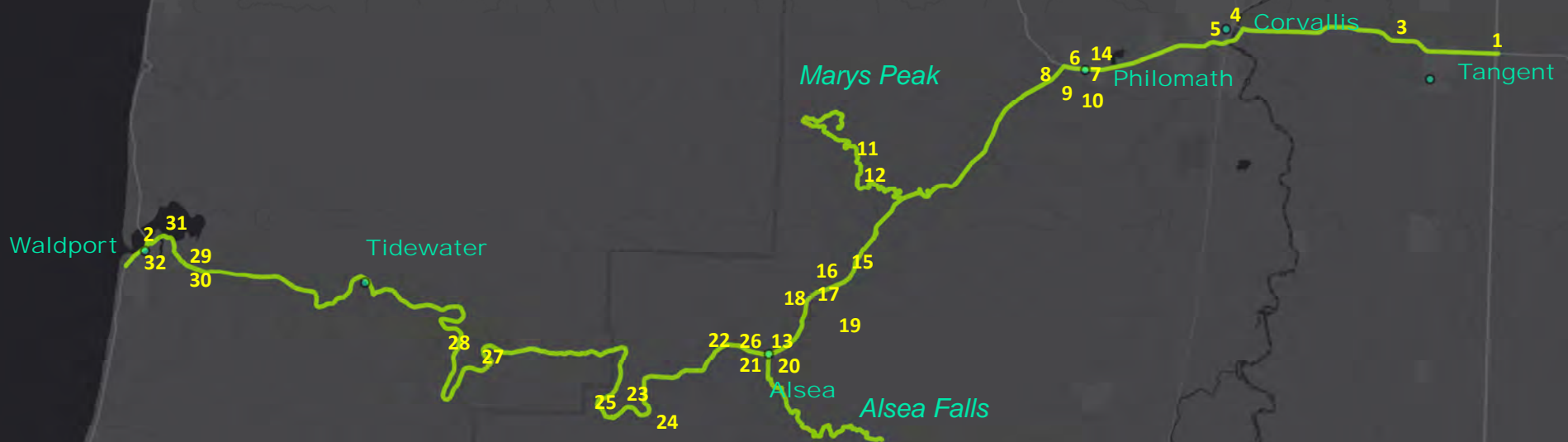






# Marys Peak to Pacific

*Points of Interest*



**\* Numbers correspond with interpretive opportunities and points of interest found in Appendix 5 of the Marys Peak to Pacific Scenic Byway Corridor Management Plan.**

0 2.5 5 10 15 20 Miles



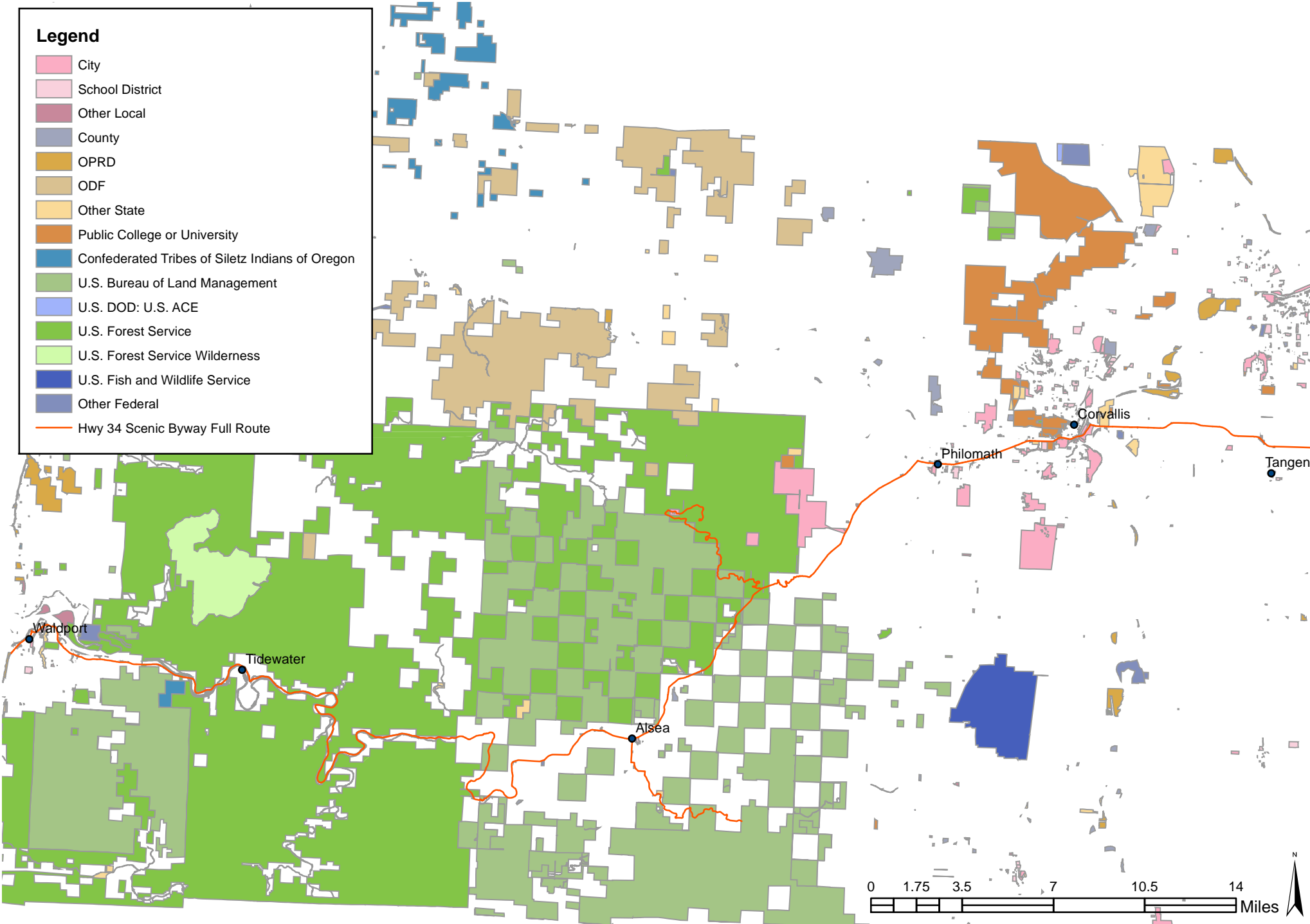
## APPENDIX 2. LAND OWNERSHIP MAP



# Marys Peak to Pacific Scenic Byway Cooridoor Land Ownership

**Legend**

- City
- School District
- Other Local
- County
- OPRD
- ODF
- Other State
- Public College or University
- Confederated Tribes of Siletz Indians of Oregon
- U.S. Bureau of Land Management
- U.S. DOD: U.S. ACE
- U.S. Forest Service
- U.S. Forest Service Wilderness
- U.S. Fish and Wildlife Service
- Other Federal
- Hwy 34 Scenic Byway Full Route

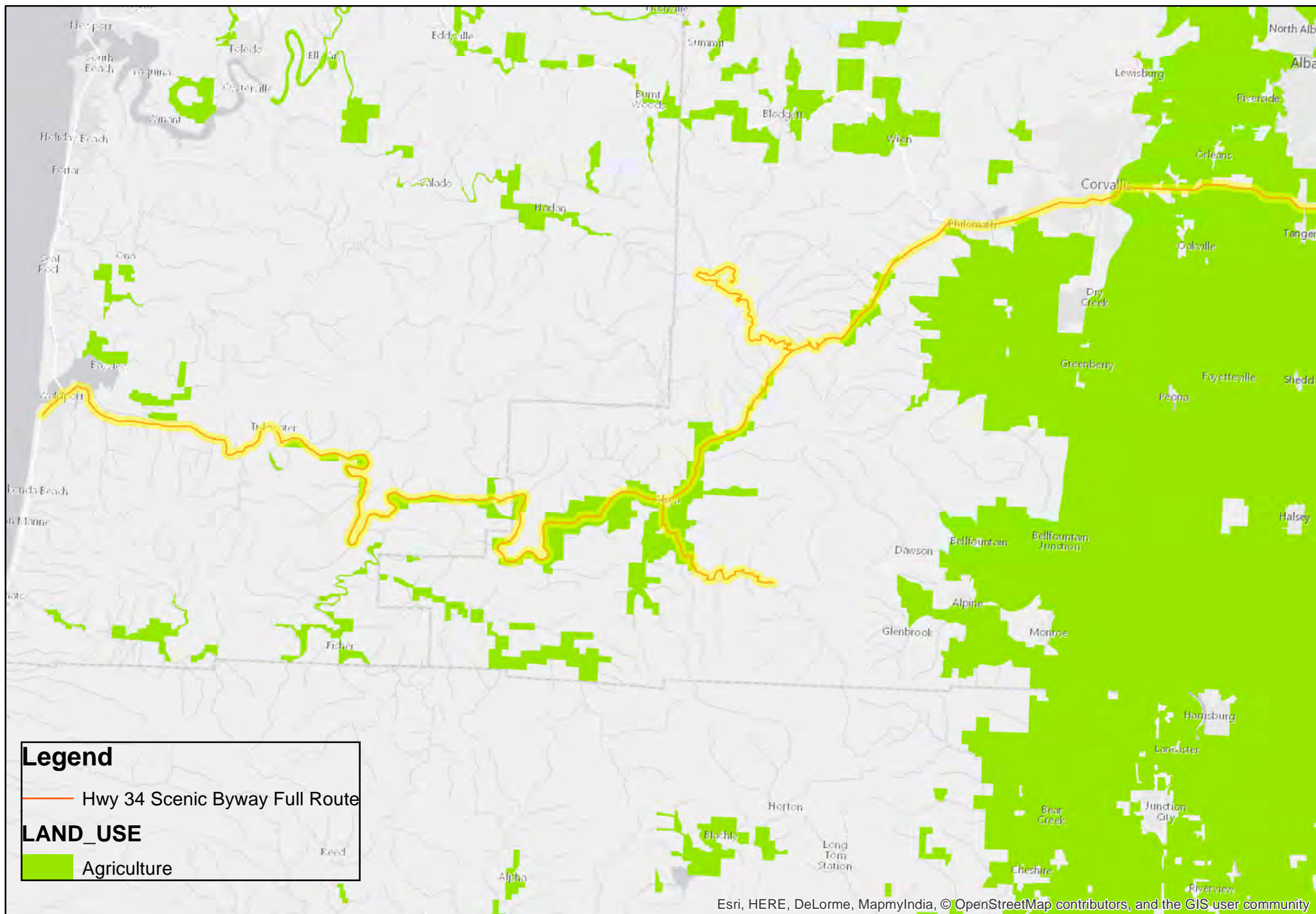








# Marys Peak to Pacific Agriculture Land Use Zoning



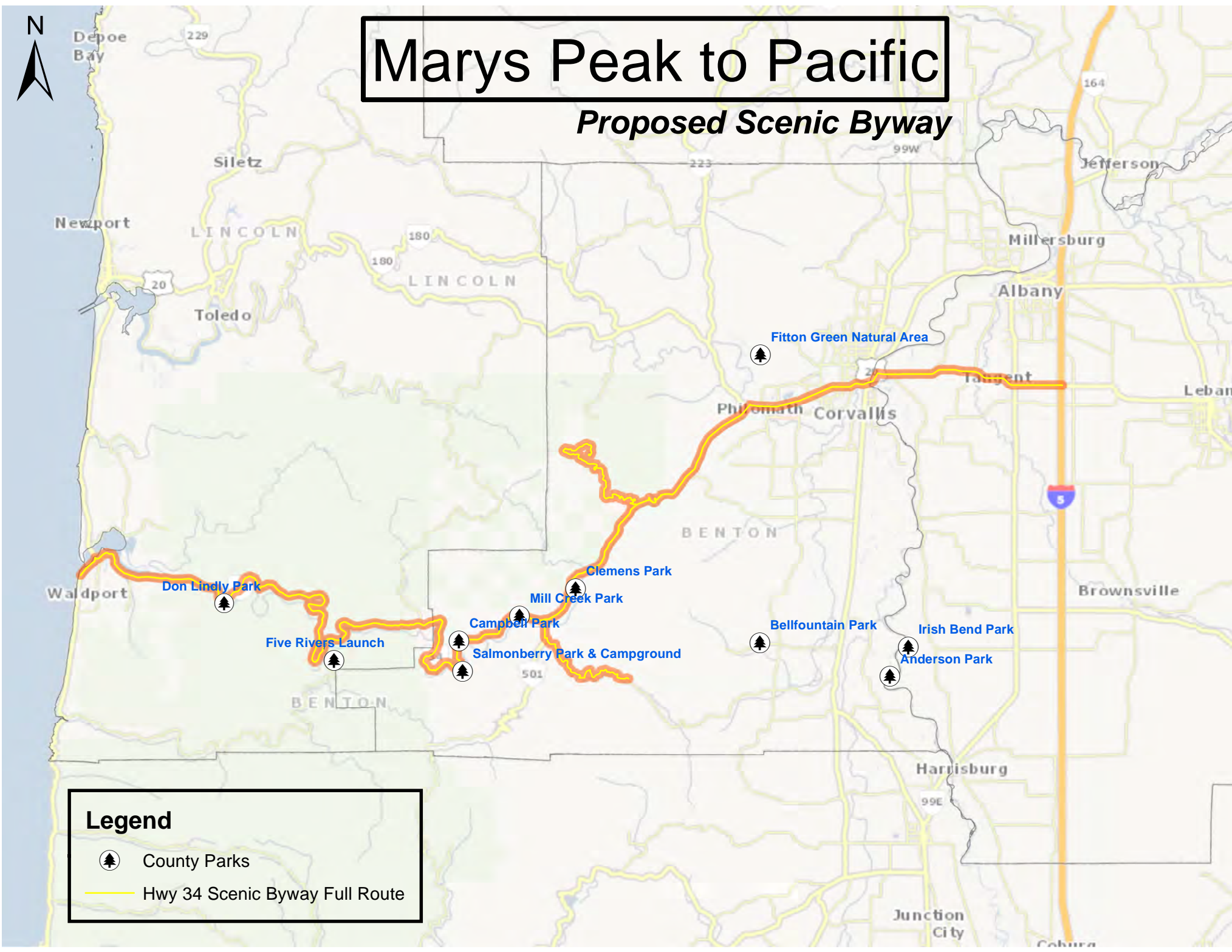






# Marys Peak to Pacific

## *Proposed Scenic Byway*





## APPENDIX 5. INTERPRETIVE OPPORTUNITIES ALONG THE BYWAY

Corresponding # on Map	Feature/location	Existing Facilities	Planned Enhancement	
			Media	Story
1	Entrance to Scenic Byway; Interstate 5 and Highway 101	None	Sign	Welcome to Scenic Byway (entrance sign)
2	Entrance to Scenic Byway; Interstate 5 and Highway 101	None	Sign	Welcome to Scenic Byway (entrance sign)
3	Willamette Valley Agriculture	None	Self-Guided Tour/App	Agricultures historical and current role in the region's economy and culture
4	Benton County Courthouse	Interpretive panel	Self-Guided Tour/App	Historical significance
5	Oregon State University	None	Panel / App	The University's role in the historical and present nature of the region (agricultural research/forestry etc.)
6	Wineries along the route	The Vault & Spindrift tasting rooms	Self-Guided Tour/App	Wine making in the foothills of the coastal range
7	Benton County Historical Museum	Museum Building in Philomath with signage	Self-Guided Tour / App	Historical Museum rotating exhibits / Horner Collections
8	Greengable Farm	Gift Store	Self-Guided Tour / App	Living off the land: Growing produce and flowers
9	Oregon Alpaca Farm	Alpaca feeding station;	Self-Guided Tour / App	From pioneers to present – living off the land. The 150-year old barn is mute testimony to the length of time Euro Americans have been farming/ranching this site. The products change but the landscape continues to work.



10	<i>Gathering Together Farm</i>	<i>Organic produce stand; seasonal restaurant; farm tours.</i>	<i>Self-Guided Tour / App</i>	<i>Sustainable food production – eat local.</i>
11	<i>Corvallis Watershed (Mary's Peak)</i>		<i>Smartphone App</i>	<i>Landscape working to provide clean drinking water</i>
12	<i>Intersection of Mary's Peak Road and Highway 34</i>		<i>Kiosk Panel</i>	<i>Thematic Overview</i>
13	<i>Regional Forestry</i>	<i>Interpretive panels on natural history</i>	<i>Kiosk Panel</i>	<i>Forests managed in a sustainable manner</i>
14	<i>Mary's Peak Recreation Site</i>		<i>Self-Guided Tour / App</i>	
15	<i>Thyme Garden</i>	<i>Nature trails</i>	<i>Panel</i>	<i>Living off the land: Growing Organic Herbs</i>
16	<i>ODFW Fall Creek Fish Hatchery</i>	<i>Panels on hatcheries, fish life cycles</i>	<i>Panel</i>	<i>Byway Orientation</i>
17	<i>Native Americans</i>	<i>Natural History Interpretive Trail</i>	<i>Panel</i>	<i>Living off the land: Native American use of the landscape with emphasis on harvest of eels and fish by Valley tribes</i>
18	<i>Clemens Creek County Park</i>		<i>Self-Guided Tour / App</i>	
19	<i>Leaping Lamb Farm</i>	<i>Homestay</i>	<i>Self-Guided Tour / App</i>	<i>Sustainable farming practices</i>
20	<i>Park in Alsea</i>	<i>None</i>	<i>Panel</i>	<i>Byway Orientation</i>
21	<i>Alsea Falls Recreation Site</i>	<i>None</i>	<i>Panel</i>	<i>Byway Orientation</i>
22	<i>Mill Creek Park</i>	<i>None</i>	<i>Panel</i>	<i>Byway Orientation</i>
23	<i>Campbell Park</i>	<i>None</i>	<i>Panel</i>	<i>Byway Orientation</i>
24	<i>Salmonberry Campground</i>		<i>Panel</i>	<i>Thematic Overview</i>
25	<i>Missouri Bend Park</i>	<i>None</i>	<i>Panel</i>	<i>Byway Orientation</i>



<b>26</b>	<i>Oregon Hatchery Research Center</i>	<i>Exhibits</i>	<i>Self-Guided Tour / App</i>	<i>Raising fish</i>
<b>27</b>	<i>River Edge Recreation Site</i>	<i>None</i>	<i>Panel</i>	<i>Byway Orientation</i>
<b>28</b>	<i>Blackberry Campground</i>	<i>None</i>	<i>Panel</i>	<i>Byway Orientation</i>
<b>29</b>	<i>Eckman Slough</i>	<i>None</i>	<i>Sign</i>	<i>Welcome to the Scenic Byway</i>
<b>30</b>	<i>W.B. Nelson State Wayside</i>		<i>Panel</i>	<i>Working the Landscape: The role of estuaries in human activities</i>
<b>31</b>	<i>Port of Alsea</i>	<i>Panel on ghost shrimp fishery</i>	<i>Panel</i>	<i>Working the landscape: Estuaries as focal points of human activities through time. This would be two panels at least, with one focusing entirely on Native American lifestyles.</i>
<b>32</b>	<i>Historic Alsea Bay Bridge Interpretive Center (exterior)</i>	<i>Panel on coastal geology</i>	<i>Panel on seawall</i>	<i>The working oceanscape</i>









## Board of Commissioners

Courthouse, Room 110  
225 W. Olive Street  
Newport, Oregon 97365  
(541) 265-4100  
FAX (541) 265-4176

April 14, 2016

Pat Moran, Scenic Byways Program Manager  
ODOT- Active Transportation Section  
555 13th St NE, Ste. 2  
Salem, OR 97301-6867

RE: HIGHWAY 34 "MARYS PEAK TO PACIFIC" SCENIC BYWAY

Dear Mr. Moran,

Lincoln County Board of Commissioners would like to express its support for the effort to designate Highway 34 as a Scenic Byway between Tangent and Waldport, including spurs branching out to Marys Peak and Alsea Falls.

Achieving designation of the "Marys Peak to Pacific" route as a Scenic Byway will serve to:

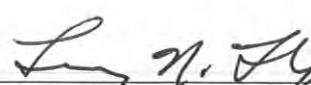
- Enhance and protect core qualities and honor rural lifestyles and industries along the route while creating economic opportunities for nearby communities.
- Inspire new and repeat visitors to support local businesses, lodging, and attractions.
- Add exposure to the route through regional and statewide marketing efforts.
- Balance maintenance and preservation of key qualities along the route with travel, tourism, and development needs through a Corridor Management Plan.
- Highlight the scenic appeal of the route and draw visitors through added signage and statewide promotion in the form of a state map, a guide, and other promotional materials published by Travel Oregon and marketed to travelers and tourists.
- Provide a pleasurable attraction to instate and out of state travelers.

Lincoln County Board of Commissioners supports the Highway 34 Scenic Byway designation effort and will work to promote the Scenic Byway as this project continues to evolve.

Sincerely,

### LINCOLN COUNTY BOARD OF COMMISSIONERS

  
BILL HALL, Chair

  
TERRY N. THOMPSON

  
DOUG HUNT



# LINN COUNTY BOARD OF COMMISSIONERS



JOHN K. LINDSEY  
*Commissioner*

WILLIAM C. TUCKER  
*Commissioner*

ROGER NYQUIST  
*Commissioner*

Linn County Courthouse  
P.O. Box 100, Albany, Oregon 97321  
(541) 967-3825 FAX: (541) 926-8228

**RALPH E. WYATT**  
*Administrative Officer*

November 21, 2016

Pat Moran, Scenic Byways Program Manager  
ODOT- Active Transportation Section  
555 13th St NE, Ste 2  
Salem, OR 97301-6867

RE: Letter of Support – Highway 34 “Mary’s Peak to Pacific” Scenic Byway

Dear Mr. Moran:

Linn County would like to express its support for the effort to designate Highway 34 as a Scenic Byway between Tangent and Waldport, including spurs branching out to Mary’s Peak and Alsea Falls.

Achieving designation of the “Mary’s Peak to Pacific” route as a Scenic Byway will serve to:

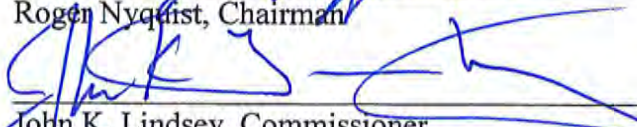
- Enhance and protect intrinsic qualities and honor rural lifestyles and industries along the route while creating economic opportunities for adjacent communities.
- Inspire new and repeat visitors to patronize local businesses, lodging and attractions.
- Add exposure to the route through regional and statewide marketing efforts.
- Balance maintenance and preservation of intrinsic qualities along the route with travel, tourism and development needs through a Corridor Management Plan.
- Highlight the scenic appeal of the route and draw visitors through added signage and statewide promotion in the form of a state map, a guide and other promotional materials published by Travel Oregon and marketed to travelers and tourists.
- Provide a pleasurable attraction to in-state and out-of-state travelers.

Linn County supports the Highway 34 Scenic Byway designation effort and will work to promote the Scenic Byway as this project continues to evolve.

Sincerely,

**LINN COUNTY BOARD OF COMMISSIONERS**

  
Roger Nyquist, Chairman

  
John K. Lindsey, Commissioner

  
William C. Tucker, Commissioner



# City of Tangent

32166 Old Oak Dr. Post Office Box 251 Tangent, Oregon 97389  
(541) 928-1020 Fax (541) 928-4920 [georgia@cityoftangent.org](mailto:georgia@cityoftangent.org)

October 31, 2016

Pat Moran, Scenic Byways Program Manager  
ODOT- Active Transportation Section  
555 13th St NE, Ste. 2  
Salem, OR 97301-6867

RE: HIGHWAY 34 "MARYS PEAK TO PACIFIC" SCENIC BYWAY – LETTER  
OF SUPPORT

Dear Mr. Moran,

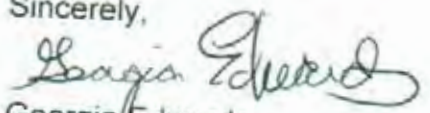
The City of Tangent would like to express its support for the effort to designate Highway 34 as a Scenic Byway between Tangent and Waldport, including spurs branching out to Mary's Peak and Alsea Falls.

Achieving designation of the "Mary's Peak to Pacific" route as a Scenic Byway will serve to:

- Enhance and protect intrinsic qualities and honor rural lifestyles and industries along the route while creating economic opportunities for adjacent communities.
- Inspire new and repeat visitors to patronize local businesses, lodging, and attractions.
- Add exposure to the route through regional and statewide marketing efforts.
- Balance maintenance and preservation of intrinsic qualities along the route with travel, tourism, and development needs through a Corridor Management Plan.
- Highlight the scenic appeal of the route and draw visitors through added signage and statewide promotion in the form of a state map, a guide, and other promotional materials published by Travel Oregon and marketed to travelers and tourists.
- Provide a pleasurable attraction to instate and out of state travelers.

The City of Tangent supports the Highway 34 Scenic Byway designation effort and will work to promote the Scenic Byway as this project continues to evolve.

Sincerely,

  
Georgia Edwards  
City Manager, City of Tangent





03/21/16

**RE:** A New Marketable Attraction - Highway 34 Scenic Byway Designation

To Whom It May Concern,

The Oregon Coast Visitor's Association is the official Regional Destination Marketing Organization for the Oregon Coast, as designated by Travel Oregon and the Oregon Tourism Commission. We support efforts which invest in our coastal tourism economy along all 363 miles of the Oregon Coast by representing the interests of our private industry, non-profit sector and government agency stakeholders. We believe the more opportunities we are able offer visitors, the longer visitors will stay and the greater the long-term economic benefits will be for our coastal region.

One such powerful opportunity is a Scenic Byway designation for Highway 34 from Waldport to I-5 which connects many of our smaller communities from Lincoln & Benton counties to the valley.

Research shows that visitors are attracted to the Oregon Coast because of its raw natural beauty and for the chance to get close to the wildlife that inhabits it. Travel Oregon calls this profile "The Explorer." These travelers desire a genuine natural experience, increasingly prefer to tread with a light footprint and, at the same time, want convenient access to natural areas for these recreational purposes. The parameters of the Scenic Byway Management Plan will ensure such attributes of Highway 34 will be maintained indefinitely. The designation will ensure the existence of what we call a "Marketable Attraction," which meets a magnitude of interest that will be successful in attracting visitors from afar.

Kindest Regards,

**THE PEOPLE'S COAST**

**MARCUS HINZ**

executive director

**OREGON COAST VISITORS ASSOCIATION**

[Director@ThePeoplesCoast.com](mailto:Director@ThePeoplesCoast.com)

***OREGON COAST VISITORS ASSOCIATION***

*po box 940 ~ 2200 1st St #490 tillamook, oregon 97141 p 541 574 2679 ~ 888 628 2101 ~ c 541 264 0543*





# City of Waldport

P.O. Box 1120  
Waldport, Oregon 97394  
Phone: (541) 264-7417 Fax: (541) 264-7418  
TTY: (800)735-2900

March 30, 2016

Pat Moran, Scenic Byways Program Manager  
ODOT- Active Transportation Section  
555 13th St NE, Ste. 2  
Salem, OR 97301-6867

RE: HIGHWAY 34 "MARYS PEAK TO PACIFIC" SCENIC BYWAY - LETTER OF SUPPORT

Dear Mr. Moran,

The City of Waldport would like to express its continuing support for the effort to designate Highway 34 as a Scenic Byway between Tangent and Waldport, including spurs branching out to Marys Peak and Alsea Falls.

The City has the unique distinction of being the western terminus of the route as it adjoins National Highway 101, and approves of the concept of providing a safe and attractive alternative to both in-state and out of state travelers as they explore and enjoy the natural amenities found here on the Central Oregon Coast and along the route to the Willamette Valley. The additional exposure provided by signage and promotional materials such as guides and maps will serve to enhance economic opportunities for not only the local businesses and industries but also those of adjacent communities.

Please accept our endorsement and rest assured that we will remain an active and enthusiastic participant in achieving the designation of the "Mary's Peak to Pacific" Scenic Byway as the project continues to evolve.

Sincerely,

A handwritten signature in cursive script, appearing to read "Susan Woodruff".

Mayor Susan Woodruff





**Willamette Valley**  
OREGON WINE COUNTRY

March 23, 2016

To Whom It May Concern;

It is with pleasure Willamette Valley Visitors Association (WVVA) endorses the designation of "Scenic Byway" to Highway 34 from I-5 to where Highway 34 ends near the Pacific Ocean in Waldport. These designated roads offer Oregon visitors a path to follow, a purpose for leaving I-5 and a reason to slow down and enjoy our great state.

Many of the smaller communities in Oregon that once depended on industries like the timber industry, are struggling and dying. Roads, like highway 34, connect these communities together and can become a life line to them. A Scenic Byway designation will attract the attention of visitors traveling through the area, draw them down that path and deliver them right to those small communities. New visitors bring new dollars to the area and help offset those dwindling industries.

The Highway 34 Scenic Byway will give WVVA and local DMO's another attraction to promote and market to visitors. Its easy to promote this attraction when several of us in WVVA have driven that highway many times so we too could enjoy its scenic beauty, quaint communities and quiet atmosphere, all characteristics that make this a memorable journey.

The WVVA Board wants to thank you for your consideration of Highway 34, a beautiful rural route, as one of Oregon's Scenic Byways. WVVA will look forward to helping promote this new attraction in the near future.

Sincerely,

*Jimmie Lucht*

Jimmie Lucht, President

Willamette Valley Visitors Association





To Whom It May Concern:

It is with great pleasure that Visit Corvallis endorses the designation of the Scenic Byway to Highway 34 from I-5 and ending in Waldport along the Coast. The designated roads offer Oregon visitors a path to follow, a purpose for leaving I-5 and a reason to slow down and enjoy our great state.

Many of the smaller communities that once depended on the timber industries in Benton, Linn and Lincoln counties are struggling and dying. Roads that are designated as scenic byways will attract the attention of visitors traveling through them. New visitors bring new dollars to the area and help offset declines in these communities.

The Highway 34 Marys Peak to Pacific Scenic Byway will give local destination marketing organizations, like Visit Corvallis and the Albany Visitors Association another attraction to promote and market to visitors. Visit Corvallis has set aside \$10,000 of its' current 2016-2017 budget to help with the creation of marketing channels to promote the Byway upon its' approval.

Thank you for your consideration of this important project for our area!

Best Regards,  
*Mary Pat Parker*  
Executive Director  
Visit Corvallis



November 28, 2016

Pat Moran, Scenic Byways Program Manager  
ODOT- Active Transportation Section  
555 13th St NE, Ste. 2  
Salem, OR 97301-6867

RE: HIGHWAY 34 "MARYS PEAK TO PACIFIC" SCENIC BYWAY – LETTER OF SUPPORT

Dear Mr. Moran,

The Oregon State University Transportation Services Department would like to express its support for the effort to designate Highway 34 as a Scenic Byway between Tangent and Waldport, including spurs branching out to Marys Peak and Alsea Falls.

Designating the "Marys Peak to Pacific" route as a Scenic Byway will serve to:

- Highlight the scenic appeal of the route, drawing visitors through added signage and statewide promotion.
- Maintain and preserve natural and manmade features along the route with a Corridor Management Plan.
- Attract visitors to local businesses, lodging, and attractions, including Oregon State University.
- Protect and enhance rural lifestyles and industries along the route by creating economic opportunities for adjacent communities.

Oregon State University supports the Highway 34 Scenic Byway designation effort and will help promote the Scenic Byway if selected.

Sincerely,  
Meredith Williams, Director  
Transportation Services  
Oregon State University  
3400 Campus Way  
Corvallis, OR 97331  
<http://transportation.oregonstate.edu/>





City Manager

November 1, 2016

Pat Moran, Scenic Byways Program Manager  
ODOT- Active Transportation Section  
555 13th St NE, Ste. 2  
Salem, OR 97301-6867

**RE: HIGHWAY 34 "MARYS PEAK TO PACIFIC" SCENIC BYWAY – LETTER OF SUPPORT**

Dear Mr. Moran,

The City of Philomath would like to express its support for the effort to designate Highway 34 as a Scenic Byway between Tangent and Waldport, including spurs branching out to Marys Peak and Alsea Falls.

Achieving designation of the "Marys Peak to Pacific" route as a Scenic Byway will serve to inspire new and repeat visitors to patronize local businesses, lodging, and attractions within Philomath. The City has plans to improve this section of highway through town including more than \$12 million in public improvements. These improvements will include new road surfaces, off-street parking, public restrooms, pedestrian-friendly wide sidewalks and electric vehicle charging stations.

I strongly believe that the recent work on US Highway 20 in Eddyville will result in increased truck traffic from Philomath to the coast. Having a recreational alternative on OR Highway 34 promoted throughout the state will bring welcome relieve to visitors not wanting to get caught between large freight trucks on US Highway 20.

Philomath supports the Highway 34 Scenic Byway designation effort and will work to promote the Scenic Byway as this project continues to evolve.

Sincerely,

Chris Workman





**File Code:** 2370  
**Date:** May 3, 2016

Scenic Byways Program Manager  
Oregon Department of Transportation  
555 13th Street NE, Suite 2  
Salem, Oregon 97301-6867

Dear Mr. Moran:

I am writing to express the Siuslaw National Forest's support of designation of Highway 34 as a Scenic Byway. Scenic Byway status for Highway 34 would recognize the natural beauty and importance of the Marys Peak and Alsea River corridor, and its connection with and value to communities along the route, and to Oregon.

Highway 34 travels from the central Willamette Valley - the central feature of Oregon, in its landscape and of its history - to ancient cultural and natural landmark Marys Peak, and follows the picturesque and culturally meaningful Alsea River with its farm valleys, winding route with shady maple trees, fishing sites, and riverside communities. It arrives at the scenic Alsea Bay, and straight ahead the Pacific, and the Highway 101 National Scenic Byway and All American Road coast corridor.

This designation would recognize the beautiful rural pace, scale, and setting of the route and of communities along the route, and their connection with each other and with the route, for all the long, long time that people have lived here. This scenic roadway has views of Willamette farms; of and from Marys Peak; dense roadside forest; the lush, green, undisturbed Alsea River, and the Alsea Bay.

The attraction of corridor towns and recreation sites brings people to the route, helping them to discover the National Forest. A designated scenic route to these sites would enhance the experience. Siuslaw National Forest land makes up a considerable portion of the scenery from Mary Peak to Waldport, and helps to provide a scenic setting for a large portion of the corridor. The Scenic Byway planning process has made it very evident that the interests of communities, County, State and federal lands along the Marys Peak Alsea River route are intertwined. Those of us who help to manage Siuslaw National Forest are proud to be a part of this wonderful route and landscape corridor, and to be one of the communities and agencies helping to care for land here. Scenic Byway designation would be recognition of our shared interests and treasured resource.





We enthusiastically support designation of Highway 34 as a Scenic Byway. Thank you for the work you do for Oregon's scenic routes.

Sincerely,

A handwritten signature in blue ink that reads "Jeremiah C. Ingersoll, for". The signature is written in a cursive, flowing style.

JEREMIAH C. INGERSOLL  
Forest Supervisor



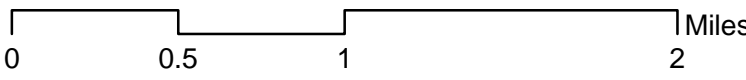
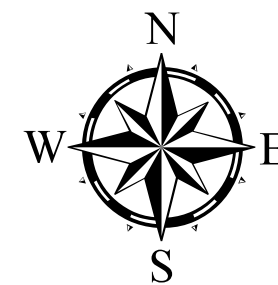




# HWY 34 Zoning

Document Path: S:\maps\TRANS\ROADS\HWY34 Zoning.mxd

Date Saved: 3/18/2016 11:39:39 AM



LABEL	Zoning
EFU	Exclusive Farm Use
/FB	Fender's Blue Butterfly Overlay
FC	Forest Conservation
MPA	Multi-Purpose Agriculture
OS	Open Space
RC	Rural Commercial
RI	Rural Industrial
RR-10	Rural Residential - 10
RR-2	Rural Residential - 2
RR-5	Rural Residential - 5
UI	Urban Industrial
VC	Village Commercial
VR	Village Residential

**Legend**

HWY 34

Roads

**HWY34 500 Ft Buffer Zoning**

**LABEL**

EFU

/FB

FC

MPA

OS

RC

RI

RR-10

RR-2

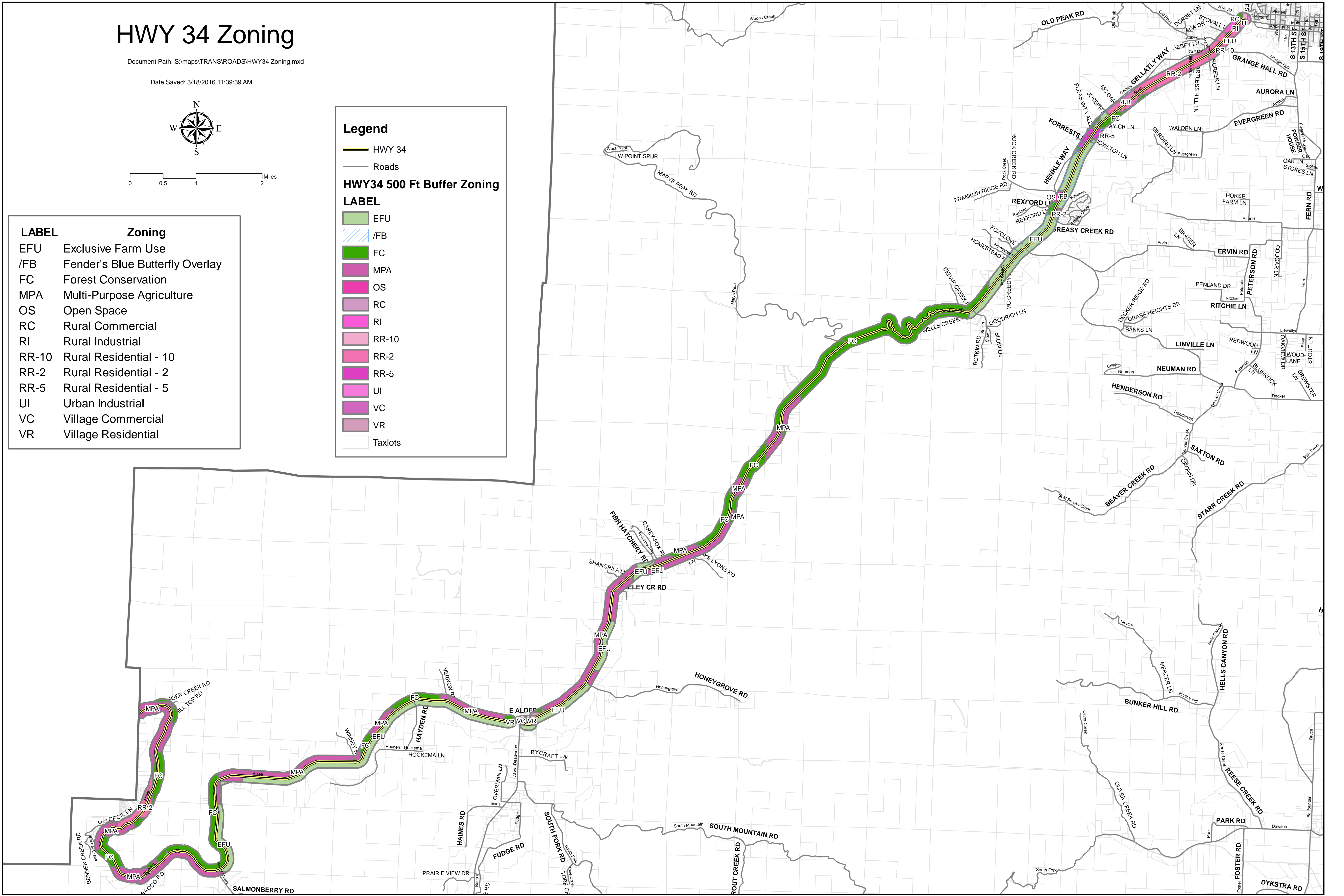
RR-5

UI

VC

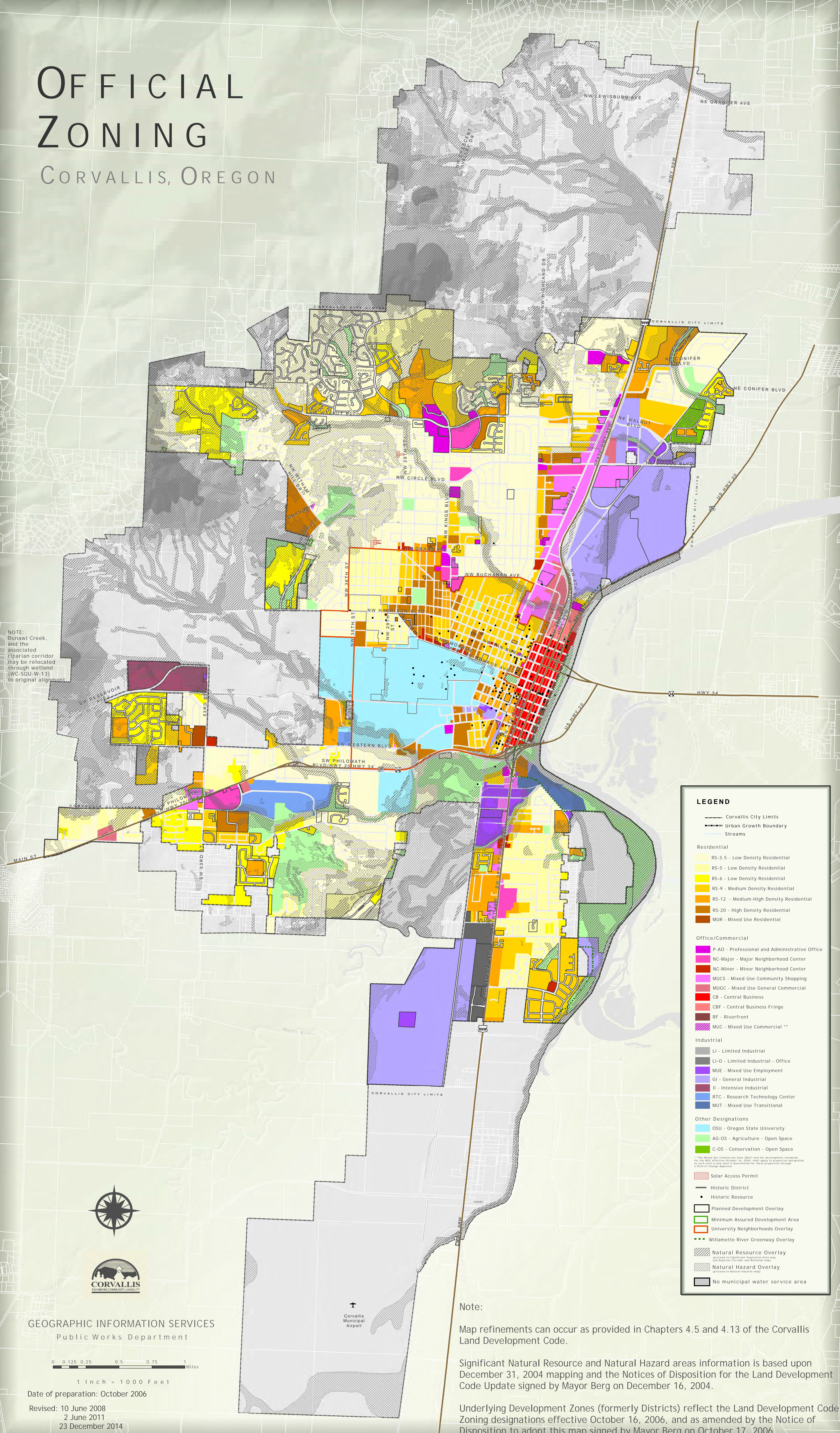
VR

Taxlots





OFFICIAL  
ZONING  
CORVALLIS, OREGON



Note:

Map refinements can occur as provided in Chapters 4.5 and 4.13 of the Corvallis Land Development Code.

Significant Natural Resource and Natural Hazard areas information is based upon December 31, 2004 mapping and the Notices of Disposition for the Land Development Code Update signed by Mayor Berg on December 16, 2004.

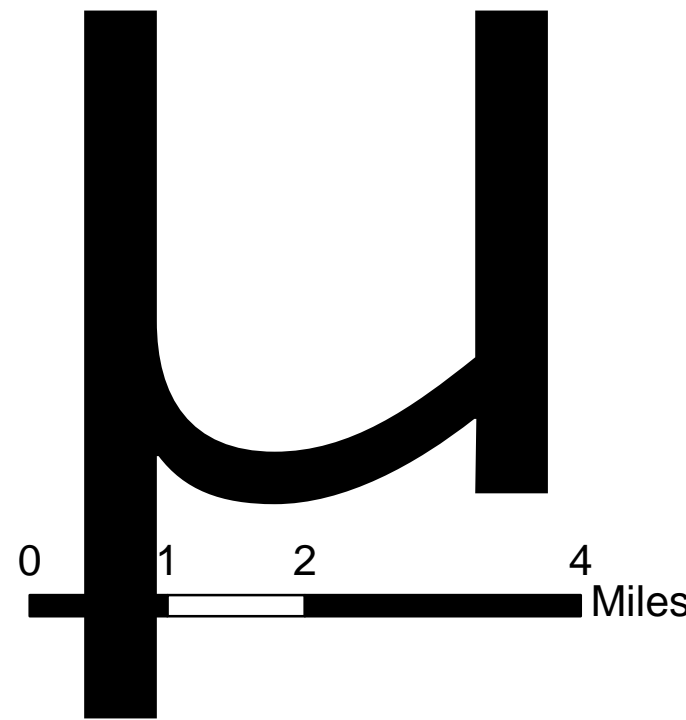
Underlying Development Zones (formerly Districts) reflect the Land Development Code Zoning designations effective October 16, 2006, and as amended by the Notice of Disposition to adopt this map signed by Mayor Berg on October 17, 2006.



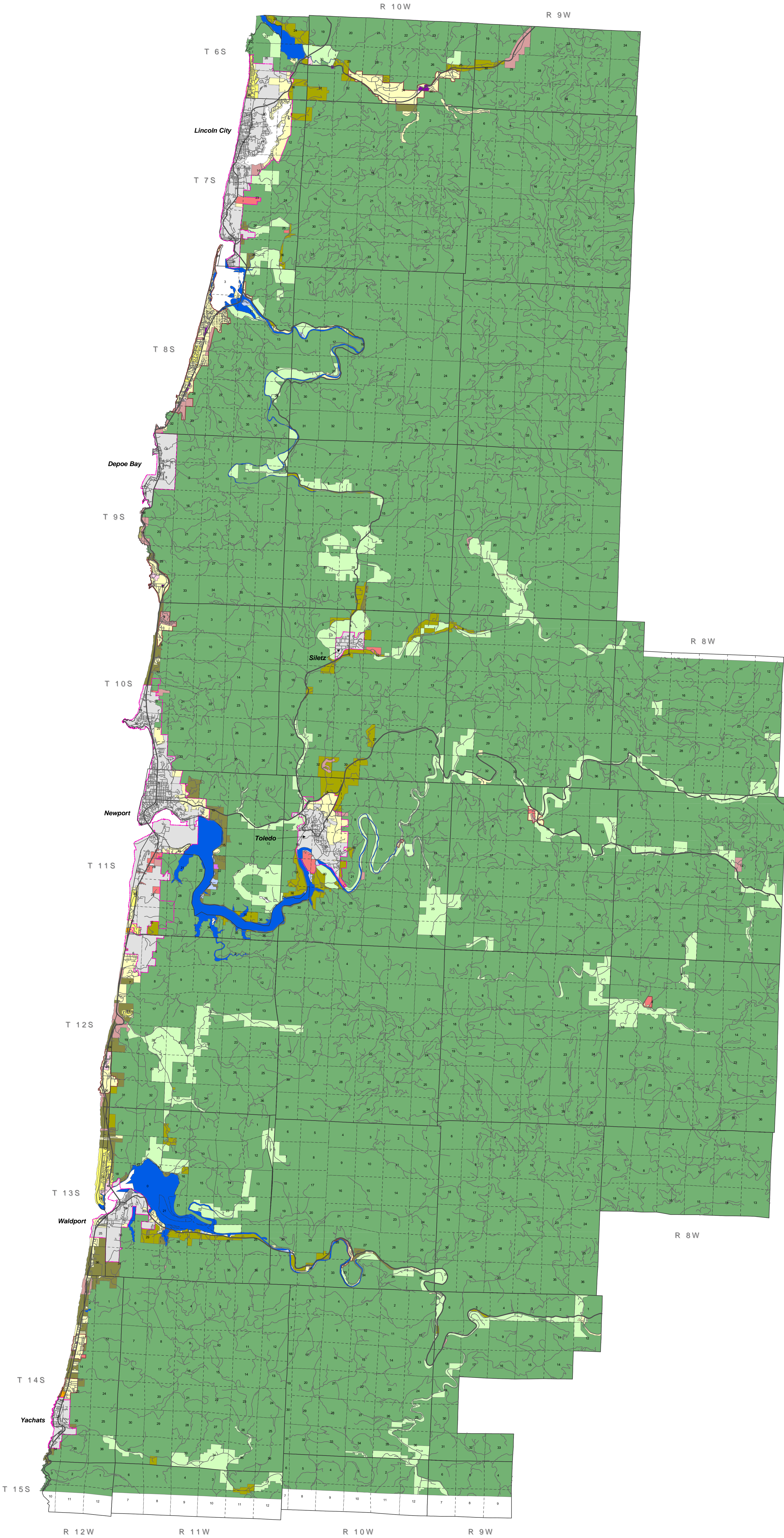
# Lincoln County Zoning

## Zones

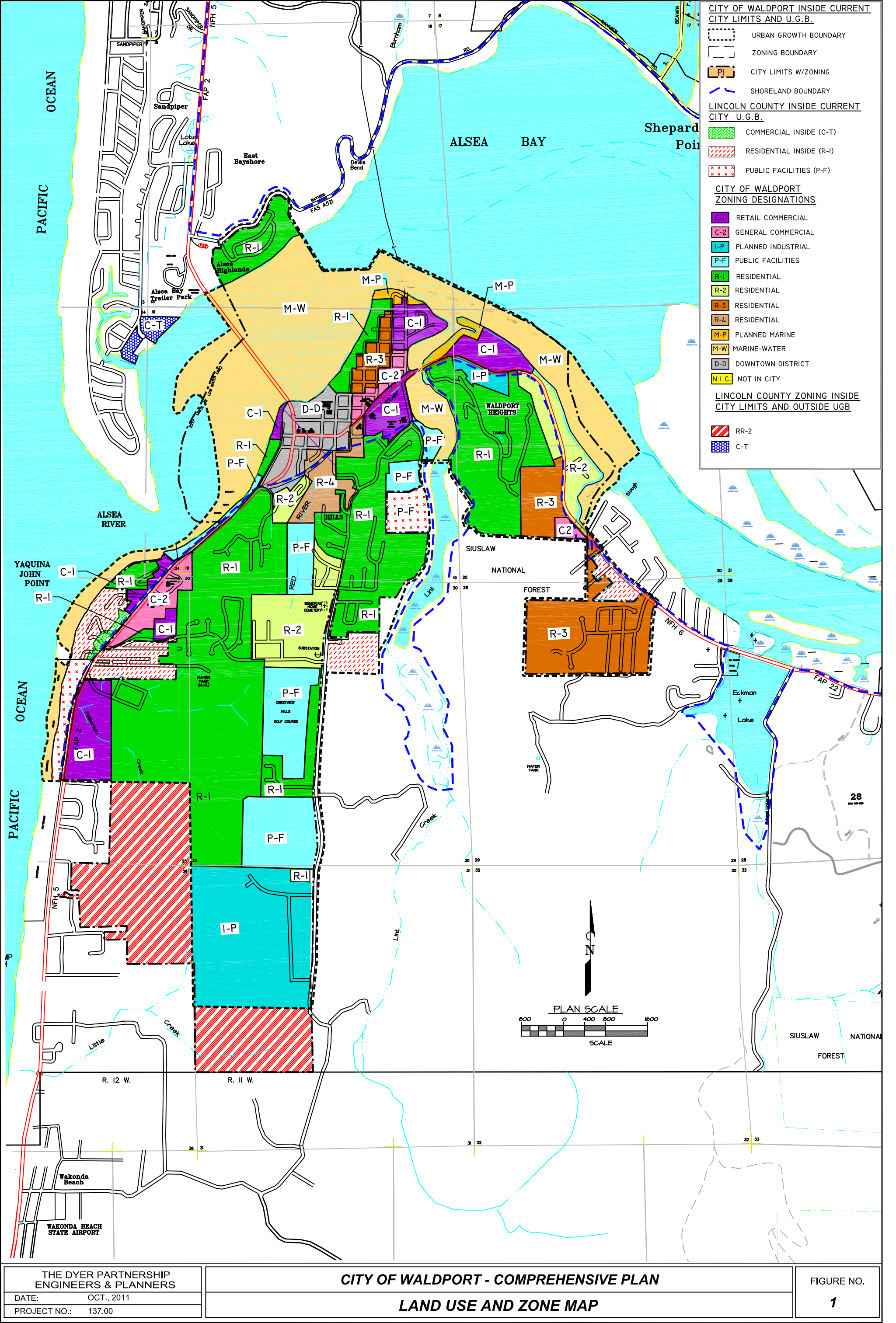
- A-C [Agricultural Conservation]
- C-1 [Retail Commercial]
- C-2 [General Commercial]
- C-T [Tourist Commercial]
- CITY
- DMDS [Dredged Material Deposit Site]
- I-P [Planned Industrial]
- I-P DMDS
- M-P [Planned Marine]
- M-P DMDS
- M-W [Marine Waterway]
- P-F [Public Facilities]
- R-1 [Residential]
- R-1 PD
- R-1-A [Residential]
- R-2 [Residential]
- R-4 [Residential]
- RR-2 [Rural Residential]
- RR-2 PD [Rural Residential Planned Development]
- RR-5 [Rural Residential]
- RR-5 DMDS
- T-C [Timber Conservation]
- Urban Growth Boundary
- Rural Community Boundary



This map was produced using the Lincoln County GIS data. The GIS data is maintained by the county to support its governmental activities. The county is not responsible for map errors, omissions, misuse, or misinterpretation. Last updated: August 2005

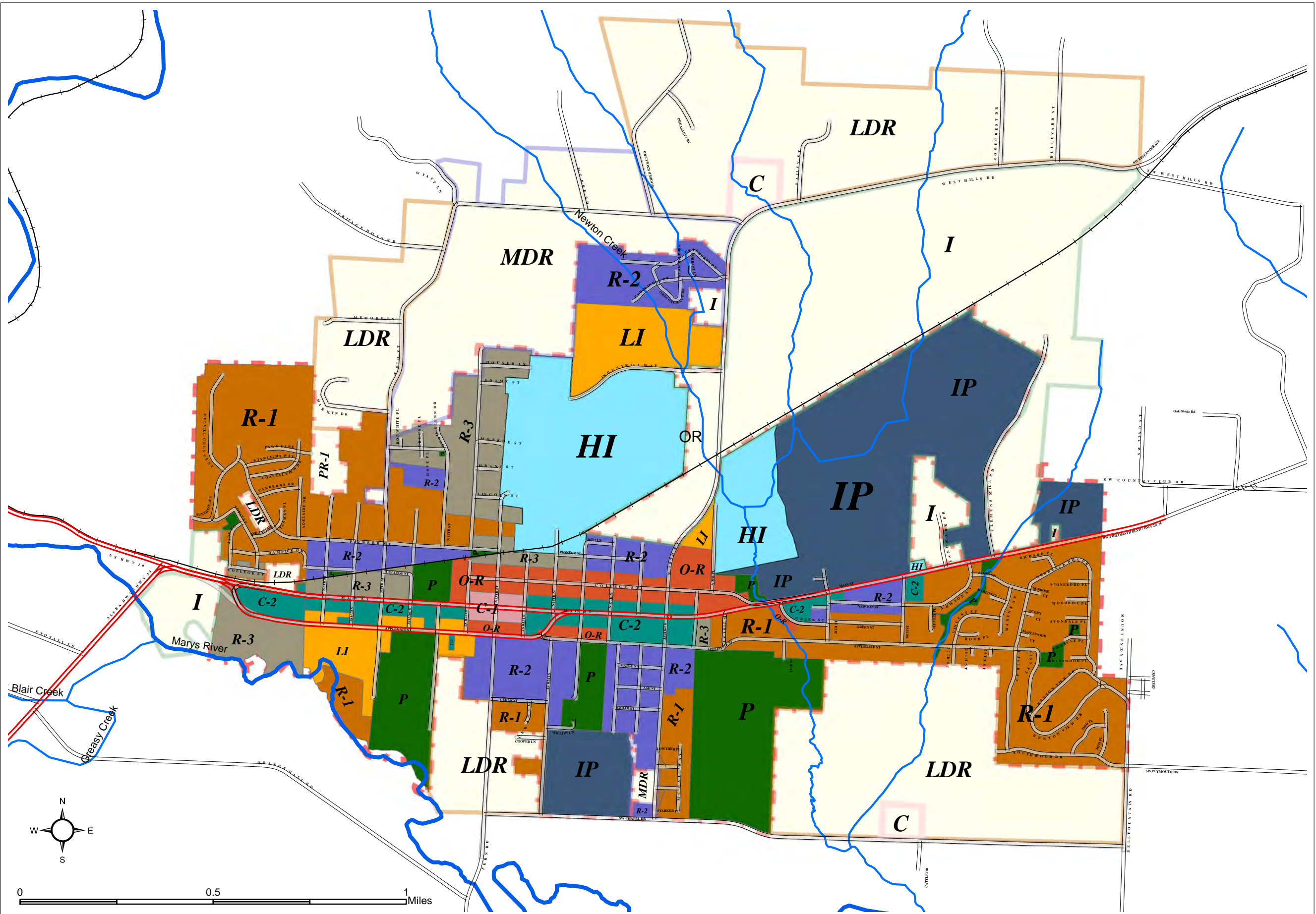








City of Philomath | Zoning & Comprehensive Plan Map



Legend

- Streets
- Highway
- Railroad
- Streams & Creeks
- Marys River

City Zoning

- C-1
- C-2
- HI
- IP
- LI
- O/R
- P
- R-1
- R-2
- R-3

UGA - Comprehensive Plan

- PR-1
- C
- HI
- I
- PR-1
- LDR
- MDR

Cartography:  
R. W. Denner  
GIS Tech City of Philomath

Revision History: Dec 05, 2011

from May 06, 2010  
Dec 20, 2010

Approval Date: May 29, 2009  
Original Date: May 12, 2009

Based on 2005 Philomath Zoning Map  
from Benton County Zoning Data