

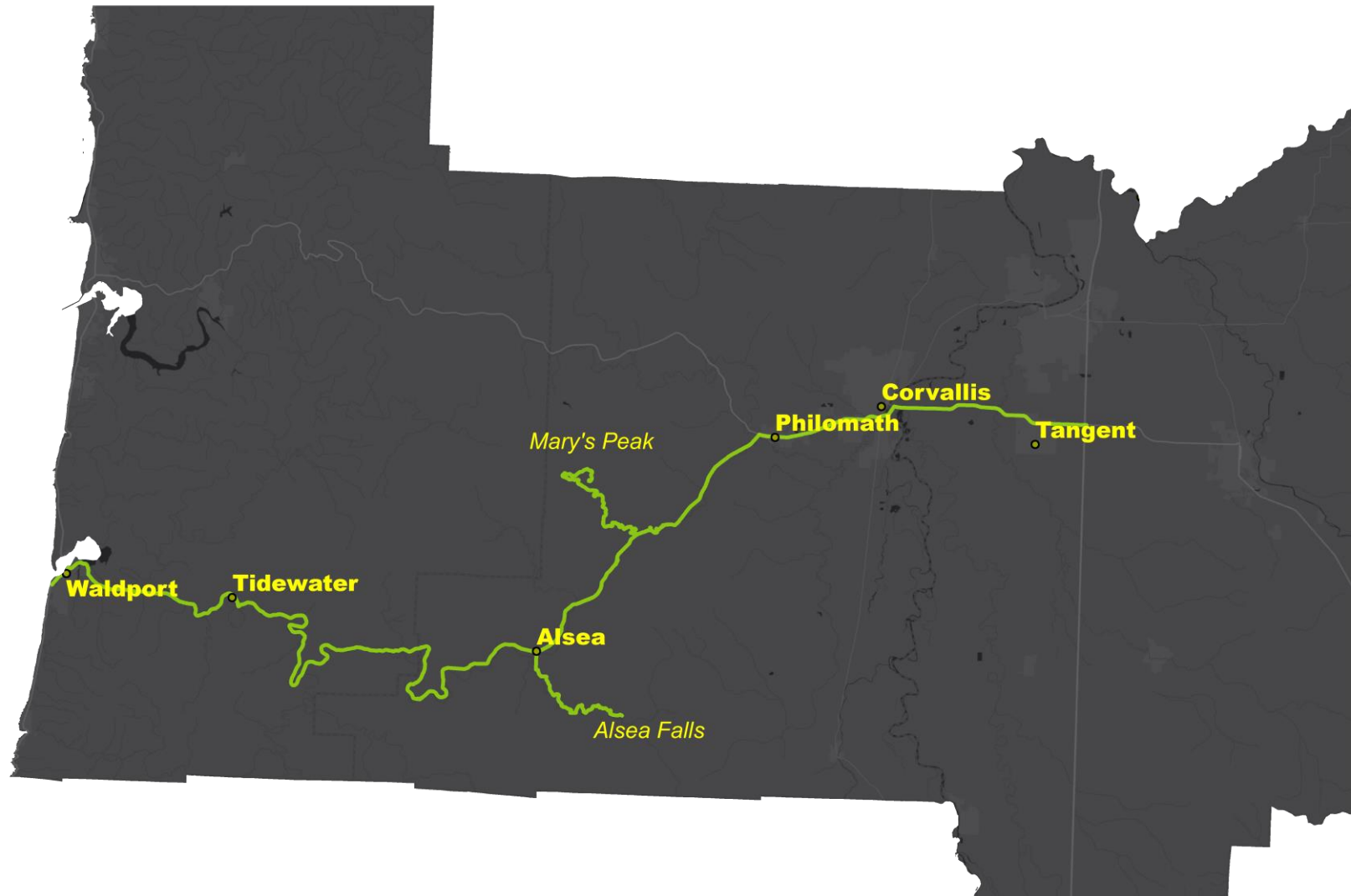
Marys Peak to Pacific

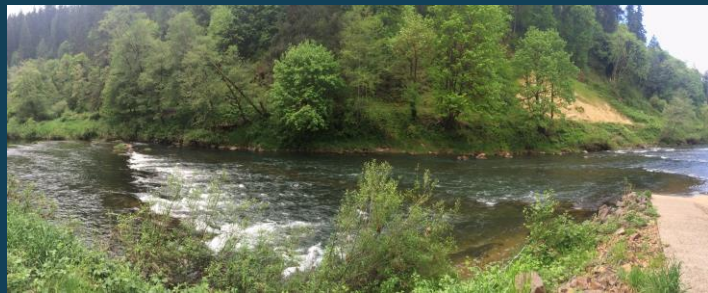
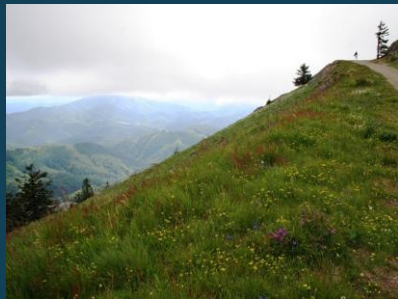
Scenic Byway Proposal



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







Project History and Purpose



Historical & Working Landscape

- Benton County Historical Museum
- Historic Alsea Bay Bridge Interpretive Center
- Oregon Hatchery Research Center
- Fall Creek Hatchery
- Leaping Lamb Farms
- Gathering Together Farms
- Oregon Alpaca Farm
- Port of Alsea
- Alsea Bay
- Alsea Falls
- Mary's Peak
- State and County Parks
- Marinas at Alsea Bay

Goals

- **Enrich Traveler's Experiences**
- **Protect and Interpret Natural, Scenic, and Cultural Resources Along the Byway**
- **Add to the Abundance and Quality of Life of Communities**

Community Perspective

- What does it mean to the communities of the Scenic Byway corridor?

Benton County

- Tagent
- Corvallis
- Philomath
- Alsea

Lincoln County

- Tidewater
- Waldport

Spurs – Added Value Opportunities

- **Marys Peak**
 - Highest peak in the coast range
 - Panaramic views
 - ADA accessible



Spurs – Added Value Opportunities

- **Alsea Falls**
 - **Top 20 BLM Mountain Biking Destination in the Nation**
 - **Cascading waterfalls**
 - **Year round accessibility**



Strategies and Considerations

- **Protection and Enhancement Strategy**
 - Scenic and Natural
 - Agriculture and Forestry
 - Historic
 - Recreational
- **Interpretive Strategy**
- **Roadway Strategy**
- **Outdoor Advertising Control Strategy**
- **Sign Strategy**
- **Marketing Strategy**
- **Funding Strategy**
- **Review Committee**

Interpretive Tools and Opportunities

Smartphone App Self-Guided Tour

- **Location:** Entire Route
- **Focus:** Series of stories available through links on web page, through books, and other resources
- **Media:** Brochures, Booklets, GPS-based tours
- **Distribution:** Downloadable App/Brochure

Expected Benefits

\$104

Average group spending /trip

\$50 - \$188

Average group spending /day

3.4 - 20%

Annual traffic increase

Questions

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