

WATERFRONT DEVELOPMENT PLAN

FOR

THE CITY OF WHEELER

**December, 1997 Draft
Malcom Johnstone**

**January, 2008, Revised by Planning Commission
April, 2008 Adopted by City Council**

Date: January 9, 2008

To: Planning Commission and
City Council

From: City Staff (Doug Hooper and Sabrina Pearson)

Reference: Wheeler Waterfront Development Plan ("The Plan")

The "Plan" was submitted to the Wheeler City Planning Commission for their September 6, 2007 Meeting. At that meeting the Planning Commission recommended to the City Council that "The Plan" be adopted by the City. The Commission felt that it was a good plan and despite some out-of-date information it should be adopted. The Commission noted that a lot of people worked on the plan back in 1997.

The City Council at their September 18, 2007 meeting voted to send "The Plan" back to the Planning Commission and asked the Commission to update the information and do more research on the document.

The Planning Commission at their October 4, 2007 meeting went through "The Plan" and made recommendations for changes. The City Manager and City Planner indicated that they will research the outdated statistics and community profile. The changes for the "Plan" will be reviewed by the Planning Commission at their November 1, 2007 meeting.

The Planning Commission had a good work session on the proposed Waterfront Development Plan at the November 1, 2007 meeting.

At the January 3, 2008 meeting the Planning Commission voted to recommend that the City Council adopt the proposed Waterfront Development Plan as revised.

The Commission also recommends that the City have a public forum in the future to review the plan and determine if there are portions of this plan that may be enacted as a standard or code, i.e. an amendment to the Zoning Ordinance.

A workshop was held April 1, 2008 by the City Council inviting the business district and citizens to comment.

The City Council adopted the Waterfront Development Plan, as revised, at their April 15, 2008 regular meeting.

MEMO

Date: December 23, 1997
To: City Council of Wheeler
From: Malcolm Johnstone
Subject: Wheeler Waterfront Development Plan

I have completed the revitalization study for the waterfront area of Wheeler and have compiled my comments and recommendations in the *Wheeler Waterfront Development Plan*. 25 copies are available.

There are two items that I would like bring to your consideration:

- 1) Many of the issues that were brought to my attention could be resolved by employing a healthy partnership with area-wide agencies such as the Economic Development Council of Tillamook County and the Port of Tillamook Bay. Indeed, if economic revitalization is to occur in Wheeler, partnerships of that nature will be required in order to gain the resources necessary to accomplish the goals of the community.
- 2) It is clear to me that a comprehensive marketing strategy does not exist for Wheeler. There seems to be difficulty among those that I spoke with in articulating what Wheeler has to offer to the visitor. Without this understanding, it will be impossible to achieve the type of vitality that is sought in the community.

I sincerely hope that this report is the beginning to a long-term process of revitalization for the community. I suggest that the City work with the Economic Development Council of Tillamook County to continue this process and establish a program that will contribute to the economic vitality of the community without endangering the livability of the area.

Thank you very much for allowing me the opportunity to serve you and the community of Wheeler.

Table of Contents

Introduction	4
<i>Purpose, Goals, Background, Uses</i>	
<i>Project Manager, Scope of Work</i>	
Participants	6
Map of Study Area	7
Executive Summary	8
<i>Opportunities, Issues,</i>	
<i>Recommendations</i>	
Results of Citizens' Survey	10
<i>Summary</i>	
Results of Citizens' Survey	11
<i>Details, Issues, Comments,</i>	
<i>Opportunities</i>	
Design Guidelines	16
<i>Recommendations</i>	
Development Guidelines	18
<i>Recommendations</i>	
<i>Waterfront Access Plan</i>	20
Development Standards	21
<i>Qualities, Characteristics,</i>	
<i>Features, Recommendations</i>	
Design Standards	23
<i>Impact Assessment</i>	
Funding Mechanisms	24
<i>EID, BID, Urban Renewal</i>	
How to Write a Market Plan	27
<i>Preliminary Market Plan</i>	30
Project Manager	32
References	33
<i>Wheeler Community Profile</i>	
<i>Zoning Ordinance</i>	
<i>Web Pages</i>	

Introduction

Purpose

In 1995, the City of Wheeler was awarded a grant from the Oregon Community Foundation Small Grant Program to conduct a planning and development project report that would help guide the economic revitalization of the waterfront area specifically and the downtown area generally. The goal of the project was "to provide waterfront planning and development framework which protects the waterfront amenity values and helps revitalize the economy of the City of Wheeler." This study is meant to provide the City of Wheeler with an opportunity for economic revitalization through a "well-structured, community-based planning approach." While doing so, it is charged with "protecting the future livability and environment of the City of Wheeler."

Goals

The goal of this report will be to assist in the "development of a waterfront design features and Periodic Review of the Comprehensive Plan and Ordinances."

Background

A previous study entitled *Wheeler Waterfront Park Master Plan* was completed in 1994 by Mayer/Reed and Waterleaf Architecture & Interiors. That study was reviewed and some elements of it were considered for this study. However, the focus of this study remains outside the consideration of a waterfront park concept. This study provides information on commercial and public realm improvements.

Uses

This report is meant to be a working document that will guide and implement the development and economic revitalization of the waterfront area while protecting the livability of Wheeler. It will assist those who wish to invest in the waterfront area by providing guidelines and concepts for development. These guidelines were achieved through consensus with those who already live and work at the waterfront.

No document can answer all future questions of development and livability, but this study can serve as a dialog within the community that will articulate the physical values of the waterfront that must either be enhanced, maintained, or improved.

The community should feel free to prioritize the issues differently than presented in the report. However, a cautionary note: the values of the community are not articulated in the same way by every member of the community. There should continue to be clarification of precise action for development to help avoid nasty and unpredictable results.

Project Manager

Malcolm Johnstone was selected to manage and conduct the project and report to the City Council of Wheeler and the Wheeler Community Club. The project was conducted between September and December, 1997.

The scope of work was approved by the City Council and project proceeded.

Scope of Work

- Contact affected property and business owners along the waterfront
- Meet with civic leaders
- Facilitate task force activities
- Provide market analysis of study area
- Conduct focus groups with citizens of Wheeler
- Create guidelines that will govern development along the waterfront
- Provide design standards that will enhance the waterfront
- Determine development standards that will encourage economic investment
- Provide impact assessment of development opportunities
- Provide analysis of highest and best use of developable commercial property
- Conduct public presentation
- Communicate with regional agencies including the Economic Development Council of Tillamook Bay, Port of Tillamook Bay, and the Oregon Department of Transportation.

Participants

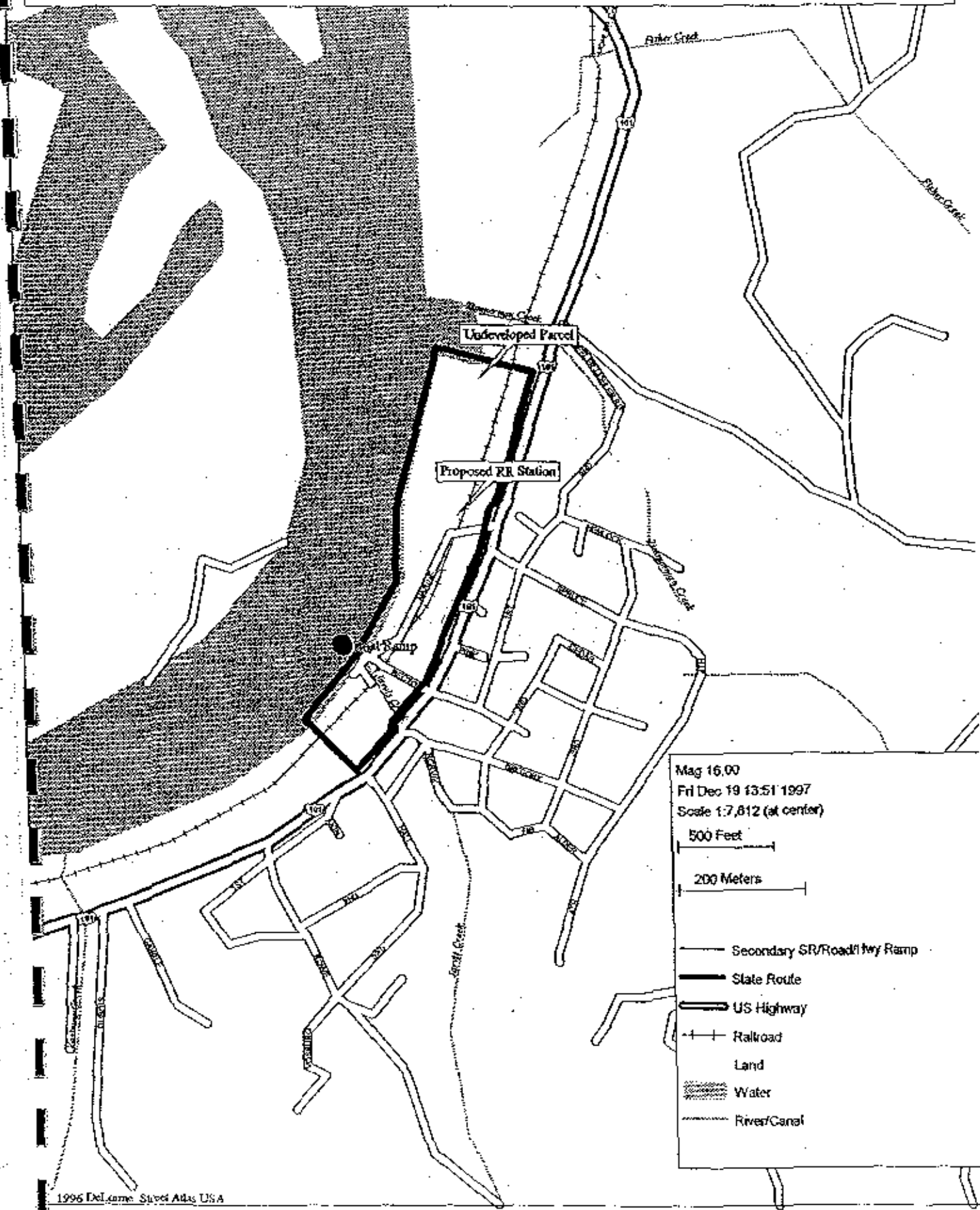
Faith Dorothy, City Councilor
Lorraine Ortiz, Wheeler City Club
Don Brinkman, Mayor
Jim Nielson
Rick Dart
Nick Ostroff
Vern Scovell
Glen Handy
Juana Del Handy
Jack Abendroth, Wheeler Planning Commission
Julie Chase
Bill King
Norm Dyer
Deanna Hendricks
Rick Hendricks
Kathleen Larson
Tedi Magowan
Nancy G. Rinehart
Gloria Schiewe
Deb Stasse
Daryl Stephens
Richard Stine
Pat Williams
Judith A. Woodcock
Lloyd Kestin
Millie Kestin
Mary Ann Hooper
Doug Dillavon
Jack Crider, Port of Tillamook Bay
Valerie Folkema, Economic Development Council of Tillamook County
Jerry Dove, Tillamook County Commission
Bill Campbell, Rural Development Office, Oregon Economic Development Department

Additional assistance and information was provided by:

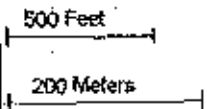
Ann Morgan, City of Wheeler
Toni Hatfield, City of Wheeler
Duane Lee, City of Wheeler
Ardis Jones, Economic Development Council of Tillamook County

David York, AIA, of York Community Development, provided conceptual site renderings for the improvements to the streetscape of the entrance area to the waterfront.

Wheeler Waterfront Study Area



Mag 16.00
Fri Dec 19 13:51 1997
Scale 1:7,812 (at center)



- Secondary SR/Road/Hwy Ramp
- Slate Route
- US Highway
- Railroad
- Land
- Water
- River/Canal

Executive Summary

Wheeler Waterfront Development Plan

Introduction

The waterfront of Wheeler is the historic, commercial and activity heart of the community. The study area focuses on the commercially zoned properties that extend from the motel at the south end to the wetlands at the north end bordering on the city limits. There are four businesses currently conducting waterfront-related activities. Remnants of past industry exist next to the current activities of the marina that give the area characteristics unique to the Oregon coast.

Opportunities

In order to provide the appropriate framework for future development of the area, it is important to articulate the characteristics that define the Wheeler as separate from other coastal communities. These characteristics include industry, environmental qualities, and physical features.

Industry: Tourism: sport fishing, boating, hiking, hospitality, railroad activities, small town shopping, historic preservation.

Environmental qualities: Scenic beauty, bay front location, forest access, mild weather, rural life-style.

Physical features: Pilings, historic buildings, small town qualities, traditional downtown, easy access, located on main highway, proximity to Portland metro market area.

Issues

Two primary questions may be posed concerning the waterfront:

- What improvements can be made to the public realm of the area?
- What is the best direction for future development of available property?

Improvements to the public realm

The goal of any public realm improvement should be to enhance public safety and encourage usage while minimizing congestion and confusion.

Recommendations

- Improve the entrance to the waterfront at Marine Drive and Rector Street where it intersects with Highway 101 (see Wheeler Waterfront Access Plan).
- Establish landscaping plan for area around the railroad tracks.
- Create a pathway development plan for Marine Drive that will promote pedestrian usage.
- Approve conceptual parking plan developed by the Port of Tillamook Bay to be established at the north end of Marine Drive.
- Develop signage guidelines that will encourage highway monument signs at the entrances to the marina.
- Enhance parking on the west side of Highway 101.
- Daylight Jarvis Creek.

Future development of available property

A significantly large area of developable land is owned by Vern Scovell and listed as for sale. This property is bare land and zoned WRC for commercial waterfront-related development. Good development practices encourage enhancement of the activities already established in the area while mitigating some of the bad aspects of development such as increases in congestion, vandalism, itinerate uses and the destruction of the natural environment.

Recommendations

- Implement development that will frame and enhance the bay pilings.
- Create guidelines that encourage building construction and materials conducive to the prevailing characteristics of the waterfront area.
- Provide guidelines for 'good neighbor' fences practices.
- Develop guidelines that will exploit the scenic vistas and provide access to both commercial and wildlife areas.
- Develop a market plan that will articulate the attractive features of the area.

Results of Citizens' Survey

Summary

Interviews were conducted with those who live, work and have investment in the waterfront area as well as citizens of Wheeler who have an interest in the development of the waterfront area. Nine primary issues were identified that were a concern to those who do work at the waterfront.

Issues

- There is inadequate entrance and exit to the waterfront area at the intersection of Highway 101 where Rector Street turns into Marine Drive.
- The area belonging to the railroad is not adequately maintained as far as landscaping and drainage is concerned.
- There has been mud and silt build-up in the bay over the years preventing use of boating access at levels seen in the past.
- Current zoning limits or prevents certain business activities.
- Marine Drive issues: Adverse possession situation possible at the Dart property; inadequate maintenance; inadequate capacity.
- Lack of visitor information services.
- Visual access to the area's businesses is limited.
- Parking design is inadequate.
- Powerlines, lighting, and adequate water for fire represent some concerns.

Equally important to resolving the issues surrounding the waterfront is taking advantage of the opportunities that exist. Opportunities are not always immediately evident. Further, the community may not be ready to move on an opportunity. However, missed opportunities can be as deprecating to the vitality of the community as the continued decay of the commercial area.

Opportunities

- Pathway development connecting the waterfront with the downtown core and any new development.
- Development of design guidelines for area.
- Development of the Scovell property.
- Daylighting Jarvis Creek to control downtown flooding and possibly restore salmon habitat.
- Development of museum/visitors center.
- Enhancement of entry signage and access to waterfront.
- Enhancement of railroad activities.

Results of Citizens' Survey

Details

Issue

- There is inadequate entrance and exit to the waterfront area at the intersection of Highway 101 where Rector Street turns into Marine Drive.

Comments

The roadway is too narrow and inadequate for duo traffic capacity. It is potentially hazardous to exit from. Signage is not adequate. Parking is designed improperly at Highway 101 to provide line-of-sight access for entering traffic.

Issue

- The area belonging to the railroad is not adequately maintained.

Comments

Interestingly, it is not well understood how much property is controlled by the Port of Tillamook Bay Railroad Division. In an interview with Jack Crider, it was indicated that area on both sides of the tracks was controlled by the Port, including Marine Drive. It is thus important to create a dialog with the Port to implement a maintenance plan that will include landscaping, drainage, the development of a railroad station/museum, and the possible adverse possession situation with Marine Drive and the Dart property.

Issue

- There has been mud and silt build-up in the bay over the years preventing use of boating access at levels seen in the past.

Comments

Past industrial activity has allowed build-up of silt and mud in the marina area. Low water (low tide) situations prevents the use of the moorage. Dredging of the area is necessary to maintain the vitality and usage of the marina.

Issue

- Current zoning ordinances limit or prevent certain business activities.

Comments

Zoning should promote good development and encourage mixed-use activities within parameters conducive to waterfront activities. An expansion of activities that the zoning allows should include tourist related activities as they apply to waterfront activities. This includes recreational viewing of the scenic vistas such as a restaurant may offer, rentals of recreational, water-related vehicles, educational activities, visitors services, and retail sales of items related to the waterfront or bay area.

Issues

- Marine Drive issues: Adverse possession situation possible at the Dart property, inadequate maintenance; inadequate capacity.

Comments

As with the above issue concerning the railroad track area, Marine Drive must be directly related to overall maintenance of the railroad area since Marine Drive is under control of the Port of Tillamook Bay. In implementing an improvement project, it is important to retain the existing "driveway" characteristics of the roadway: narrow to allow only slow traffic activity; pedestrian access and usage; and pathway connections to other areas.

Issue

- Lack of visitor information services.

Comments

Although visitors may be attracted to the waterfront area, information concerning other activities or amenities is not readily available. Developing an informational kiosk, museum, or interpretive center allows visitors a chance to learn about other activities and opportunities available in the area. The Wheeler family has shown interest in providing funds for such a structure and has done some research into how it may fit into the waterfront area (see *Wheeler Waterfront Park Master Plan*, 1994, by Mayer/Reed and Waterleaf Architecture & Interiors). Currently, the best location for such an information center would be within proximity of the restroom facility near the boat ramp. An information center that was tied into the railroad rest station and the restroom facility would enhance activity at the waterfront and the downtown area. Further, there would be an opportunity for Travel Oriented Directional signs (TOD signs) that are available through the Oregon Travel Information Council (OTIC). These signs are the blue highway signs intended to assist visitors in locating amenities and information about the area.

Issue

- Visual access to the area's businesses is limited.

Comments

The waterfront area is located at sea level well below the surrounding topography, Highway 101, and the main commercial area. This does not allow easy visual access from Highway 101. Appropriate highway signage, described as monument signs—lower profile, front-lit signs framed by landscaping and located next to the highway—conveys a sense of arrival, pride, and clear information for the traveler. Implementing a landscaping plan for the railroad tracks within the city limits will open up visual access to the waterfront area.

Issue

- Parking design is inadequate.

Comments

During peak activity times, parking at the waterfront becomes congested forcing overflow parking onto Highway 101. Paving and striping the area may allow more efficient use of parking but should not encroach into the green areas. There is adequate parking on Highway 101. However, only the area south of Marine Drive/Rector Street is striped. Striping and signing the area north of Marine Drive/Rector Street indicating car and car-trailer parking would appropriately manage most parking demands.

Issue

- Powerlines, lighting, and adequate water for fire represent some concerns.

Comments

Any future construction of the public realm area should include burying the power lines. While lighting is generally satisfactory for the area at its current use, there may be a future need to enhance lighting along pathways used by pedestrians. Indeed, lighting enhancement should be focus primarily, if not exclusively, on the pathways used by pedestrians rather than automobile oriented lighting designs. A comprehensive study by a lighting engineer or consultant can identify appropriate lighting enhancement features. City Engineer Duane Lee remarked that water for fire hydrants was not at adequate availability for future development.

Opportunities

Any future development in the waterfront area may take advantage of opportunities that will reduce the bad effects of development such as traffic congestion, loitering, and sprawl. The following opportunities have been identified as vital for retaining the livability of Wheeler. It should be noted that these opportunities may be developed into guidelines that allow implementation of these concepts into a viable development plan.

- Pathway development connecting the waterfront with the downtown core and any new development.

The most effective concept for mitigating the nasty effects of development is that of linkage and pathway development. By pathway development, we mean roads, sidewalks or trails developed for people rather than for automobiles. The goal of pathways is to get people out of their cars and into the commercial environment. When cars are parked in a practical and safe place with convenient access to pedestrian paths that lead to activity areas, people will use the pathways to access the commercial amenities. Pedestrians must feel assured that the pathways will take them safely and conveniently to other areas.

- Development of design guidelines for area.

Design guidelines are simply articulating the characteristics and features of the area. Future development and improvements should always be within the framework of the existing environment. The character of the waterfront is represented by the design of the existing structures and improvements: rustic, wood, low-scale, mixed-use (residential/business), unpaved parking, narrow road access, easy walking, unobstructed views, access to remnants of past industry (pilings), and small town qualities unique to the Oregon coastal region.

- Development of the Scovell property.

A forty-unit vacation condominium has recently been discussed as a most likely use for the undeveloped parcel at the north end of the study area. Should a development like this take place, guidelines that govern the physical elements and features of the improvements will dictate the measure of success in its ability to provide a viable financial return to its investors while retaining the livability of the community. The guidelines are discussed in detail in the development guidelines chapter of this report.

- Daylighting Jarvis Creek to control downtown flooding and possibly restore salmon habitat.

As part of a comprehensive water improvement plan for the Wheeler and surrounding area, engineer Duane Lee has recommended that the Wheeler water system

experience a complete overhaul and redesign. His recommended plan would accomplish four things: 1) improve the drinking water of Wheeler; 2) eliminate storm flooding downtown; 3) increase water capacity; and 4) daylight Jarvis Creek to provide for possible salmon habitat restoration as well as restore a natural attribute to Wheeler. Currently, Jarvis Creek is piped underground at Rorvik Street where it continues under the downtown, Highway 101, the railroad, and the parking lot of the marina. It exits next to the boat ramp. Restoration of Jarvis Creek was conceptually indicated in the *Wheeler Waterfront Park Master Plan*, 1994, by Mayer/Reed and Waterleaf Architecture & Interiors. By restoring the creek, the community of Wheeler can more effectively be able to manage development and growth in the area. Such a restoration will add to the rural quality of the town, attract investment that appreciates such features, and add another visitor attraction.

- Development of museum/visitors center.

In 1994, the Wheeler family expressed interest in building a museum or interpretive center at the waterfront that would serve as a visitors center and attraction to Wheeler. Support was obtained from the Port of Tillamook Bay that put together a plan to build a railroad station that would serve as a depot for train activity and a museum or interpretive center for the area. The original siting of the depot was to be at Marina Drive and Rector Streets and was relocated (after discussion with community members) to the north entrance of Marine Drive. Funds were set aside, and a study was commissioned to conceptualize the project. This study is called the *Wheeler Waterfront Park Master Plan*, 1994, by Mayer/Reed and Waterleaf Architecture & Interiors. Unfortunately, there was not the level of support from the community required to request funds for gap financing from the Regional Strategies Board to proceed with this project. Currently, both the construction of the railroad depot or a museum/visitors center is abandoned.

- Enhancement of entry signage and access to waterfront.

Public highway signs at the entrances of Wheeler currently are the billboard style of signs that are in need of maintenance and do not reflect the pride and values of Wheeler. A highway signage design plan that would address just the public signs welcoming visitors to Wheeler would set the standard for future signage in the commercial area.

- Enhancement of railroad activities.

The Port of Tillamook Bay Railroad Division indicated support of railroad activities such as speeders, passenger trains, and improvement projects when there is demonstrated support from the community.

DESIGN GUIDELINES

Within the framework of the information gathered by community members as well as standards for good development practices, the following recommendations are offered. The goal of any good public realm improvement should be to enhance public safety and encourage usage while minimizing congestion and confusion.

Implementing the recommendations will demand the creation or enhancement of partnerships with various agencies and organizations that manage the various aspects of the waterfront area.

Recommendations:

- Improve the entrance to the waterfront at Marine Drive and Rector Street where it intersects with Highway 101. Project completed (2004).
- Enhance parking on Hwy 101 between Hwy 101 & RR Right-of-Way. Project Completed, 2004.

[Funding agencies were: ODOT; OECDD; LID Adjacent Property Owners; USDA; Tillamook PUD; and GHCS.]

The City will work with applicable regulatory agencies to obtain easements for pedestrian/bicycle access on Marine Drive.

The primary goal of the intersection improvement suggested in the Wheeler Waterfront Access Plan (Page 20 "Diagram" Page) is the enhancement of pathway development to better connect the waterfront with the traditional downtown area. Additionally, traffic will become slower on the highway as the roadway narrows. This will encourage safer usage by pedestrians while still accommodating pass-through traffic. The features of the plan are:

- 1.) construct sidewalks and paths promoting pedestrian usage (2004 downtown project);
- 2.) extend the curblines to reduce the crosswalk distance (2004 downtown project);
- 3.) extend curblines at north side of intersection to retain line-of-sight capabilities (2004 downtown project);
- 4.) stripe parking on north side of highway for additional parking capacity;
- 5.) re-stripe parking on southwest side into diagonal;
- 6.) enhance walkways to accommodate handicapped usage (2004 downtown project);
- 7.) replace striped crosswalks with textured paving (2004 downtown project)

DESIGN GUIDELINES

- Establish landscaping plan for area around railroad tracks.

A partnership between the City of Wheeler, the commercial businesses of the waterfront, and the Port of Tillamook Bay should be developed for the planning, landscaping and maintenance of the area around the tracks. This is partially accomplished by the 2007 Waterfront Park Improvement Project funded by Oregon Parks/Recreation Department.

- Create a general pathway development plan for Marine Drive that will promote pedestrian usage

A partnership should be developed with the Port of Tillamook Bay, that manages Marine Drive, to enhance the use of Marine Drive as a path for pedestrians. The current features and characteristics of Marine Drive as a path for pedestrians. The current features and characteristics of Marine Drive should not dramatically be altered. This will keep automobile traffic from growing to a point of being undesirable, mitigate congestion and retain the healthy use of the waterfront by people. "See Pg. VI-18, Wheeler Transportation Plan (adopted, January, 2006)."

- Approve conceptual parking plan developed by the Port of Tillamook Bay to be established at the north end of Marine Drive.

Work with the Port of Tillamook Bay to implement their conceptual parking plan for the area at the north entrance of Marine Drive. Implementing this plan encourage short and long term parking as well as enhancing pedestrian usage and mitigate automobile congestion. The city began working with the business district in 2005 with the creation and implementation of Parking Recommendations designed to direct visitor parking to safe locations.

- Develop signage guidelines that will encourage highway monument signs at the entrances to the marina.

The community has a sign at each end of town welcoming visitors. An alternative could be low profile monument signs. At the north and south entrances to the marina, two-sided monument signs will serve two functions: 1) directing travelers to the marina; and 2) clearly indicating the entrances to the marina.

- Reroute Gervais Creek

The Wheeler Storm Water Master Plan was adopted in September, 2005.

The "Daylight Gervais Creek" option (option 1) will develop open creek and canals where practicable. (Pg. 7-10, Storm Water Master Plan) Est. cost- \$747,000.

Option 2 is to hard-pipe the creek the full distance to the outfall at the South end of the Waterfront Park. (Pg. 7-12, Storm Water Master Plan) Est. cost- \$452,000

Option 1 (Daylight Gervais Creek) could be a strategy that will promote business activity, add to the beauty of the town, create another attraction, and make a positive environmental project.

DEVELOPMENT GUIDELINES

Future development of available property

The most successful future development for the waterfront area and the community of Wheeler will be an extension of the prevailing characteristics and features there. Taking an inventory and clearly articulating these characteristics will assist developers in designing improvements that are sensitive to the area. Good development practices encourage enhancements of the activities already established in the area while mitigating some of the bad aspects of development such as increases in congestion, vandalism, itinerate uses and the destruction of the natural environment.

This is significant because a large area of developable land is bare land and zoned water related commercial (WRC) and water related industrial (WRI). The adjacent estuary is zoned estuary development (ED).

Recommendations

- Implement development that will frame and enhance the bay.

Remnants of previous industrial activity can be found in the now abandoned pilings on the bay. This is the most important scenic feature of the area. Indeed, the identity of Wheeler, from the perspective of the tourism industry, is found in these pilings. Further, the pilings, although of no practical use because of their condition, may be repaired or replaced for future pier developments. Without them, such development is much more difficult to gain approval from Oregon State Lands Division, which controls the waterways. Because of the quality that the bay pilings give to the area, new development should be sensitive to the pilings placement and construction should be built around the 'theme' of the bay pilings to enhance their presence by providing viewing access.

- Create guidelines that encourage building construction and materials conducive to the prevailing characteristics of the waterfront area.

The character of the waterfront is represented by the design of the existing structures and improvements: rustic, wood, low-scale, mixed-use (residential/business), unpaved parking, narrow road access, easy walking, unobstructed views, access to remnants of past industry (pilings), and small town qualities unique to the Oregon coastal region. Height restrictions, roof lines, prevailing construction materials and other attributes of the physical nature of the area should be honored when new development is being considered.

DEVELOPMENT GUIDELINES

- Provide guidelines for 'good neighbor' fencing practices.

As activity increases in the area, the need increases for the use of fencing to help mitigate liability issues on private property. Fences also serve the function of directing pedestrians who are using the pathway to their destination.

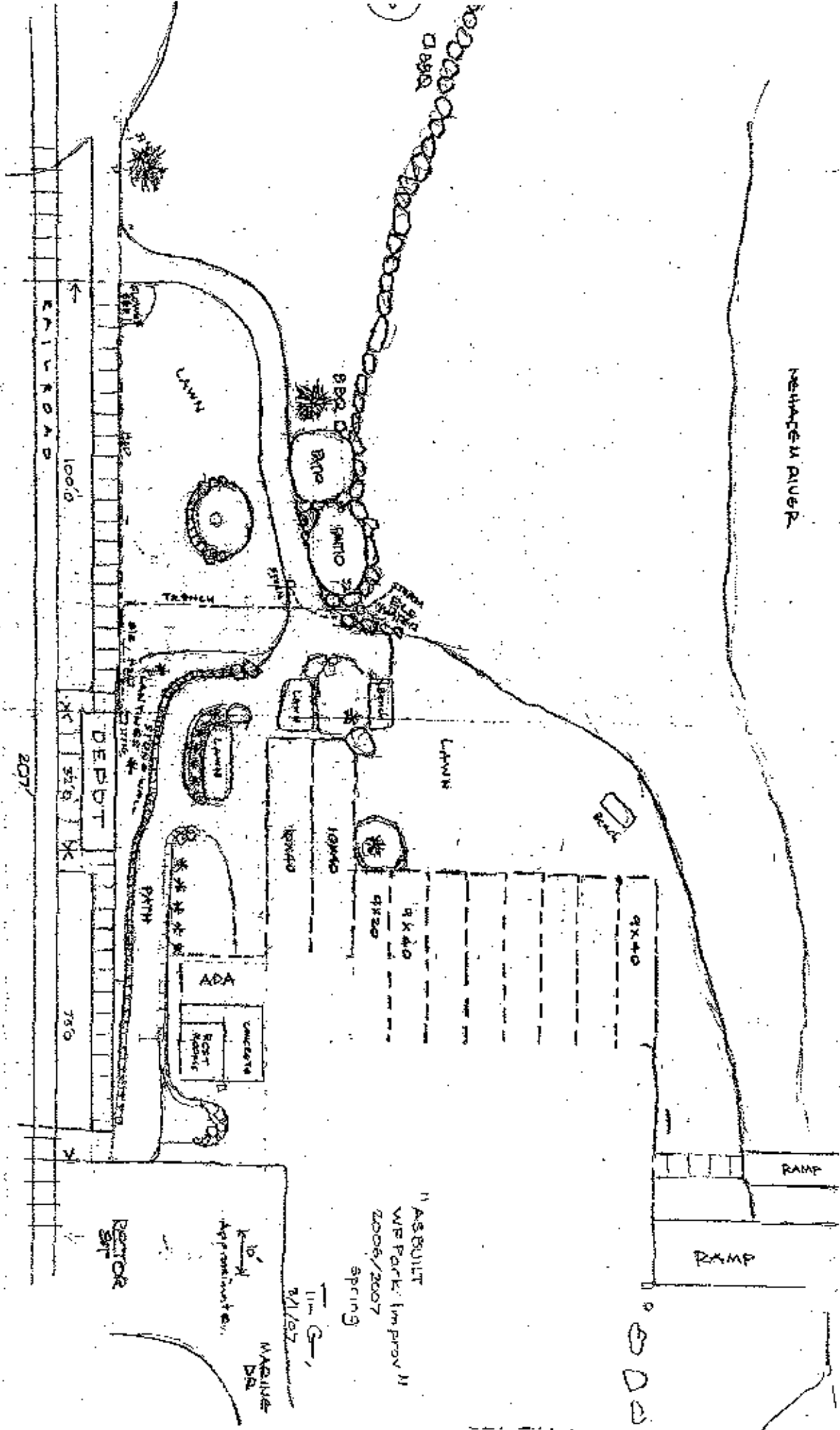
- Develop guidelines that will exploit the scenic vistas and provide access to both commercial and wildlife areas.

No new development should prevent access to commercial and wildlife areas nor should it impede scenic vistas. Retaining a sense of open access for the pedestrian will enhance the use of the area and maintain the small town quality of Wheeler.

- Develop a market plan that will articulate the attractive features of the area.

A comprehensive market plan should focus on the pilings, scenic vistas, fishing, and small town qualities that Wheeler has to offer. A recommended process is to convene a marketing committee that will address the marketing needs of the business and retail community and act as liaison to the larger tourism-related organizations in the area. In 2007 a grant from DLCD provides a Goal 9 Economic Development Inventory, Needs Analysis, and Development Strategies.

Current economic opportunities within the City of Wheeler include membership in the Wheeler Business Association and the Wheeler Chamber of Commerce.



DEVELOPMENT STANDARDS

Development standards should ensure that the qualities, characteristics, and features of the waterfront are retained and enhanced.

The waterfront of Wheeler is the historic, commercial and activity heart of the community. The study area is zoned water related commercial (WRC) and water related industrial (WRI). There are four businesses currently conducting waterfront-related activities. Remnants of past industry exist next to the current activities of the marina that give the area characteristics unique to the Oregon coast.

In order to provide the appropriate framework for future development of the area, it is important to articulate the characteristics that define Wheeler a separate from other coastal communities. These characteristics include industry, environmental qualities, and physical features.

Industry: Tourism, sport fishing, boating, hiking, hospitality, railroad activities, small town shopping, historic preservation.

Environmental qualities: Scenic beauty, bay front location, forest access, mild weather, rural life-style.

Physical features: Pilings, historic buildings, small town qualities, traditional downtown, easy access, located on main highway, proximity to Portland metro market area.

Qualities

Qualities may be defined as those items that are appreciated about the area that are not found in abundance in other areas. These qualities of the area are both environmental and industrial.

- The pilings that are remnants of past industry
- Bay Front location
- Scenic beauty of the bay and the mountain ranges
- Small town friendly
- Historic items
- Waterfront activities

Characteristics

Characteristics may be defined as the disposition of the built environment. What does the environment indicate to the user and how may it be used?

- Low-density development
- Access to waterfront and commercial area
- Mixed-use business and residential
- Availability of water related activities

Features

Features may be defined as the items that allow the waterfront to operate the way that it does.

- Proximity to the Portland metro area
- Historic coastal downtown
- Tourist related amenities
- Developed sport fishing industry

Recommendations

- Allow bay pilings to influence standards.

Development should not be allowed to ignore the bay pilings and the characteristic quality that they give to the community. Development should be shaped around the pilings, allowing access and viewpoints whether it is from a window view of a residence or pathway.

- Support standards that encourage building construction and materials conducive to the prevailing characteristics of the waterfront area.

There should be no introduction of materials that are currently not the prevailing building materials of the waterfront. It is particularly important to give attention to rooflines and roofing materials. Any new development will be the new view to a significant part of the community.

- Provide standards for 'good neighbor' fencing practices.

Fences act as an indicator of the boundaries between private property and the public realm. They also guide pedestrians traveling from one point to another. Fences should emulate the qualities of the built environment and have a residential quality. Industrial fencing should be avoided.

- Encourage standards that will exploit the scenic vistas and the usage of the natural and built environment.

Development that maximizes the scenic vistas of the area should be adamantly encouraged. Likewise, pathway development that provides access to both commercial and wildlife areas will enhance the usage of the area and promote tourism activities.

DESIGN STANDARDS

Design standards articulate how specific development should take place. Public realm improvements should happen in partnership between the public and private agencies. The goal of any public realm improvement should be to enhance public safety and encourage usage while minimizing congestion and confusion.

Recommendations

- Establish landscaping standards for area around the railroad tracks.
- Encourage a pathway development that will promote pedestrian usage.
- Create a standard for public parking i.e. Port of Tillamook Bay parking plan for the north end of Marine Drive. This will encourage people to leave their cars during visits.
- The City should adopt a standards for highway monument signs to be used at the entrances to the City.
- The city began working with the business district in 2005 with the creation and implementation of Parking Recommendations designed to direct visitor parking to safe locations.

IMPACT ASSESSMENT

The impact of development to Wheeler will be:

- Population- From 1980 to 2000 there was a 22% increase. The population projection for Year 2020 is 477.
- Increased demand on services
- Increase in tax revenues and user fees for the City
- Increased commercial activity
- Increased community involvement

Funding Mechanisms

Funding public improvement projects can be a difficult project for a small community. However, there are a number of options available to communities that choose to make improvement programs an economic development tool.

In the current political climate, it is increasingly necessary for commercial districts such as downtowns to establish internal funding to help pay for improvements and manage economic revitalization projects. The passage of Measure 5 and Measure 47/50 prevents local governments from providing the level of services that the business community may demand.

Internal funding mechanisms can provide revenues to support administration of downtown revitalization projects, beautification projects, or as leverage for outside funding such as grants.

Before any internal funding mechanism is established, a clear plan should be in place that will be paid for by the revenue. The plan should be determined by community leaders and in general agreement with the stakeholders of the downtown.

Stakeholders of the downtown

- municipal government
- commercial property owners
- business owners
- community members

Economic Improvement District (EID) and Business Improvement District (BID)

In Oregon, the most common form of funding is the *Economic Improvement District (EID)* and the *Business Improvement District (BID)*. Refer to ORS 223.112–223.161.

- **Economic Improvement Districts** are paid for by commercial property owners
- **Business Improvement Districts** are paid for by business owners

These districts are established by the City Council and managed by a private, non-profit organization such as a downtown association. The association is governed by a board of directors usually made up of commercial property owners and members of the business community. An EID and a BID may be enacted at the same time.

Requirements

In all cases, state law dictates the following requirements:

- City Council establishes EID/BID;
- Objections cannot total more than 33% of the assessments levied on property;
- The EID/BID lasts up to 5 years;
- Enforcement is provided by lien on property or court system.

There are three basic ways to structure an EID and BID:

Voluntary EID

Under a voluntary EID, all commercial property owners who object in writing to the City Council at a scheduled hearing of the EID are not assessed. If the objections total more than 33% of the assessments levied on properties, the EID will not pass.

Involuntary EID

Under an involuntary EID, all commercial property owners pay into the EID unless the objections total more than 33% of the assessments levied on properties. Objections must be made in writing to the City Council at a scheduled hearing of the EID.

BID

Under a BID, all business owners pay into the district unless the objections total more than 33% of the assessments levied on businesses. Objections must be made in writing to the City Council at a scheduled hearing of the BID.

Basic Strategy for Establishing an EID/BID

- Allow 6 to 12 months to establish an EID/BID
- Create an organization that will manage the EID/BID
- Establish a plan made up of potential improvements
- Survey downtown property owners and business owners about potential improvements
- Create goals for the downtown
- Put together a scope of work that will facilitate the goals
- Create a budget to pay for downtown improvements and activities
- Conduct a general meeting to inform the community of the plans for downtown

- Contact and advise all business and property owners about the plan
- Meet with the City Council about establishing an EID/BID
- Ask for have an enabling ordinance passed
- Ask City Council to schedule the first EID/BID hearing
- Inform all affected parties of the benefits of establishing an EID/BID
- Respond immediately to all concerns and objections
- Ask City Council to schedule the second (and final) EID/BID hearing
- Postpone the hearing if unresolved issues threaten the EID/BID passage

Urban Renewal Districts

Urban Renewal Districts use tax increment financing to pay for improvements that encourage commercial activity. In simple terms, a district is created in an area that is prime for development but where developmental infrastructure has not occurred. Plans are created for improvements like parking, street lighting, green spaces, pathway development, utility improvements, and other amenities are drawn up. Then urban renewal bonds are sold, the plans are implemented and private investment is encouraged to proceed. The improvements (bonds) are paid for by the increment or difference between the original property tax base and the new value created by the improvements. Once the bonds are paid, the property tax revenues go directly to the general tax budget.

Seaside has used Urban Renewal Districts to fund significant improvement projects in the downtown and other commercial areas.

HOW TO WRITE A MARKETING PLAN

This information is provided by the Oregon Tourism Commission

Before you write a Marketing Plan, have you done the following?

- Step 1: Appraise Your Tourism Potential
- Step 2: Plan for Tourism
- Step 3: Assess the Product and the Market

STEP ONE: THE MISSION STATEMENT

Decide what your product is, what makes your product appealing, what benefits it offers, and where it stands within the marketplace.

STEP TWO: ASSESSING THE SITUATION

- Begin with a basic statement of what your product is -- be objective.
- Look at all areas related to your product: direct and indirect.
- Discover your strengths and weaknesses.

STEP THREE: WHO IS THE COMPETITION?

- Evaluate their product in the same way you define your own.
- Remain as objective as possible.

STEP FOUR: MARKETING OBJECTIVES

- Decide what you want your marketing effort to accomplish.
- Define where you want your product to go.
- Decide whether the market is broad or a niche market.
- Be practical in determining overall objectives.

STEP FIVE: MARKETING GOALS

- Examine current sales and overall growth realistically.
- Isolate travel and tourism sales from overall sales, when appropriate.
- Consider uncontrollable factors of growth -- environment, economy, etc.
- Determine your motivation and set measurable goals.

STEP SIX: COMMUNICATION STRATEGY

- Identify the primary market you desire to reach.
- Communicate your products' strengths clearly.
- Conduct specific market research (consumer and travel trade).
- Implement on a realistic timeline.

STEP SEVEN: PROGRAM AREAS

- Advertising: creative, used to develop awareness, but its true purpose is to influence public opinion.
- Public relations: generates positive awareness and credibility.
- Promotions: involves product demonstrations and communicates to a smaller group.
- Sales efforts: finalizes the decision-making process and moves the products off the shelf and into the hands of the consumer(s).

STEP EIGHT: THE BUDGET

How are you going to pay for it?

- Long-range funding source(s).
- Rework, revise, and update plan as reality sets in.
- Potential return on investment will help to determine a reasonable cost.
- Long-term vs. short-term investments.
- Coordination is key for a successful plan. One person should coordinate, but several will implement.
- An excellent marketing plan will be defeated if the customer is unhappy.

STEP NINE: EVALUATION

- Analyze each year's results.
- Track your return on investment; evaluate measurable goals.
- Implement an ongoing break-out of cost effectiveness, then modify your plan.
- Recognize patterns related to seasonality, advertising, public relations, promotion or sales efforts and changes in personnel, modify when appropriate.

STEP TEN: LONG-TERM OBJECTIVES

- Make accurate guesses about the durability of your product.
- Develop your marketing plan for 3-5 years ahead.
- Plan long term -- allow for insight and flexibility.
- Revisit your plan at regular scheduled intervals.

CONCLUSION:

What can a marketing plan do for you?

- Helps you focus.
- Helps you initiate your marketing efforts.
- Guides you in getting the most accurate information.
- Provides you with the basic questions you need to answer.
- Helps justify budget requests.

How can you help the marketing plan?

- Have open communication lines, be thoroughly committed and organized in your execution.
- Keep everyone involved in agreement on the objectives, goals, and strategies.
- Remain flexible with unexpected problems and opportunities.
- Write it down; then revise it.

Preliminary Market Plan

This preliminary market plan should act as a suggestion for marketing strategies for the area.

IDENTITY STATEMENT

Tourism is the current primary industry for the Wheeler area. It is supported by sport fishing, boating, small-town shopping, and scenic trekkers.

PRELIMINARY MISSION STATEMENT

The theme of the area is found in the characteristics of the built environment including the bay pilings, scenic vistas, railroad events, and coastal small-town qualities.

ASSESSING THE SITUATION

- Fishing, railroading events, and related activities support the industry.
- Bay development supports the tourism activity.
- Decay in the downtown area is a weakness to capitalizing on tourism.

WHO IS THE COMPETITION?

- There are several marinas that offer services for the fisherperson.

MARKETING OBJECTIVES

- To enhance the fishing, retail, railroad, and hospitality industry.
- Define Wheeler as a special place for visiting and fishing.
- While catering to sport fishing, attract casual visitors as they travel through.

MARKETING GOALS

- Current sales are seasonal.
- Shoulder season can be expanded.
- New attractions can be developed.
- Filling vacant storefronts, creating appropriate market mix.

COMMUNICATION STRATEGY

- The primary market is an expansion of coastal travelers, sports fishing.
- Market strengths include scenic vistas, coastal activities.

PROGRAM AREAS

- Advertising: create visual theme around the bay pilings.
- Public relations: create awareness that Wheeler is Oregon's best secret.
- Promotions: involve Railroad, fishing industry and outdoor enthusiast.
- Sales efforts: use Oregon tourism and related organizations to promote Wheeler.

THE BUDGET

- Long-range funding sources: EID, BID, TRT, grants, fees on services.
- Create one-year budget.
- Create long-term goals
- Develop fund-raising events.

EVALUATION

- Analyze each year's results.
- Track your return on investment; evaluate measurable goals.
- Implement an ongoing break-out of cost effectiveness, then modify your plan.
- Recognize patterns related to seasonality, advertising, public relations, promotion or sales efforts and changes in personnel, modify when appropriate.

LONG-TERM OBJECTIVES

- Wheeler has an established industry.
- Coordinated marketing is the key.
- Contract or partner with associated organization in the area: EDC, Tourism.

CONCLUSION:

- Retain focus.
- Adhere to long-term marketing efforts.

How can you help the marketing plan?

- Meet regularly only to discuss market planning.
- Create newsletter to keep everyone involved on the objectives, goals, and strategies.
- Create written history of decisions made by the marketing group.

Project Manager

Malcolm Johnstone has been a downtown development specialist since 1985 serving as start-up manager with the Pendleton Downtown Association and later with the McMinnville Downtown Association. After that, he worked with Livable Oregon to provide downtown services to more than 40 communities around the state. Malcolm is Certified in Professional Downtown Management by the National Main Street Center in Washington, DC. He has been selected as Downtown Manager of the Year by the Oregon Downtown Development Association and Business Leader of the Year by the McMinnville Chamber of Commerce. Malcolm is currently a private consultant specializing in organizational issues, economic restructuring, and stabilized funding for downtown organizations.

REFERENCES

- **Wheeler Community Profile**
- **Zoning Ordinance Excerpts**
- **Web Pages**



Assisting Communities

Assisting Communities Links

[Assisting Businesses](#)

[Assisting Communities](#)

[About Us](#)

Wheeler Community Profile

PO Box 177, Wheeler, OR 97147
 Phone 503-368-5767 • Fax 503-368-4273
 • E-Mail: cityofwheeler@nehafarmtel.net

City Location



County(ies): Tillamook **Incorporated in**
1914

Location: Northwest Oregon along the
Oregon Coast

Nearest Major Highway and Distance:
Hwy 101 | Local miles

Nearest Major City and Distance:

Tillamook | 22 miles, Estimated Drive Time: 30 minutes

Distance to Portland: 97 miles

Source: Oregon Department of Transportation, State of
Oregon Map; Oregon Blue Book

Recreational Amenities

Boat launch, waterfront park, mountain park, fishing, boating,
clamming, hiking, beach combing, scenic coastline, art galleries, Crab
Festival and Salmon Festival.

Planning a vacation or a tour through an area of Oregon? Visit the
Oregon Tourism Commission's web site at
<http://www.traveloregon.com/> for more information.

Source: City Administration, local chamber of
commerce, local convention and visitor bureau

Climate

Elevation: 18' **Measurement Location:** Tillamook

Temperature:

Monthly Ave. Low: 36°F **Monthly Ave. High:** 69°F
Hottest Month September **Coldest Month** January
Driest Month July **Wettest Month** December
 Average annual precipitation: 88.650"

Humidity (Hour 10, local time):

Average July afternoon humidity: 75%

Information in the Community Profiles was derived from many sources, including local, state and federal sources. The Oregon Economic and Community Development Department cannot accept responsibility for errors or omissions. Questions and comments may be directed to the department by telephone 503-986-0123, by fax 503-581-5115 or by email ocdd.info@state.or.us.

Profile Topics

Climate
 Population
 Community Age Groups
 Housing
 Industries and Products
 Demographic Data
 5 Largest Employers
 Economic Development Orgs
 Education
 Financial Institutions
 Taxes
 Business Taxes
 Public Safety
 Community Communications
 Planning/Zoning

Infrastructure/Transportation

Water Supply
 Wastewater Treatment System

Utilities:

Telecommunications
 Natural Gas & Electrical

Transportation

[Profiles Home Page](#)

[Login to update my profile](#)

Average January afternoon humidity: 84%

Source: Oregon Climate Service

Demographics

	Population					
	1980	1990	1998	1999	2000	2001
City of Wheeler	319	335	385	380	391	400
Tillamook County	21,164	21,570	24,000	24,100	24,262	24,600

Sources: 1980, 1990, 2000 US Census; 1998, 1999, 2001 Center for Population Research and Census, Portland State University. 0 indicates data is unavailable.

Tillamook County	1,125 sq miles	22 persons/sq mile	Sources: figures based on 2001 PSU population estimates; Oregon Bluebook county square mileage
------------------	----------------	--------------------	---

Community Age Groups

	1970	1980	1990	2000
Under 5 years	0	0	13	11
5-19 years	0	0	37	47
20-44 years	0	0	85	101
45-64 years	0	0	96	124
65+ years	0	0	84	108
Median Age	0	0	50	50.1

Source: US Census, 0 or N/A indicates data is not available. Median value is the middle value, not an average.

Housing

	1970	1980	1990	2000	Median Value of Owner-Occupied Housing, 2000
Total Housing Units					
City of Wheeler	123	151	187	244	\$145,200
Tillamook County	6,909	10,582	13,324	15,906	\$143,900

City of Wheeler 2000 Housing Breakout:
Vacancy Rate: 26.23% Median Owner

Also visit Housing and
Community Services Web Site:
<http://www.hcs.state.or.us/>

Owner Occupied:	704	Cost (mortgaged):	\$1,039
Renter Occupied:	310	Median Gross Rent:	\$455

Source: US Census. Median value is the middle value, not an average.

Economic Development and Employment

Principal Industries of the County(ies):

Tillamook County—Agriculture, lumber, recreation and tourism, food processing

Source: Oregon Employment Department, Covered Employment and Payroll Reports, 1998

Agricultural Products of the Area (Top 3 largest gross farm sales):

Tillamook County—Dairy products, specialty products, cattle and calves

Source: Oregon State University, Extension Economic Information Office

Total Number of Manufacturing Companies in the County:

Tillamook County 49

Source: Oregon Employment Department, Covered Employment and Payroll Reports, 1998

Total Number of Manufacturing Companies in the City: 0

Source: City Administration

Economic Indicators

	Tillamook County			Oregon	
	2001	2002	2000	2001	2002
Population	24,600	24,600	3,421,399	3,471,700	3,504,700
Labor Force	11,442	11,775	1,802,938	1,793,773	1,840,133
Total Employment			1,715,453	1,679,914	1,701,390
Unemployment	624	704	87,485	113,859	138,743
Unemployment Rate	5.5%	6%	4.9%	6.3%	7.5%
Non-Farm Payroll Employment	7,900	8,010	1,606,800	1,596,100	1,572,500
Total Covered Employment	8,078	8,094	1,607,944	1,596,943	1,573,083
Total Covered Payroll (\$ thousands county/ \$ millions state)	\$197,965	\$205,603	\$52,701	\$53,021	\$52,989
Ave. Annual Payroll Per Employee	\$24,507	\$25,402	\$32,776	\$33,202	\$33,684
Number of Business Units	822	815	108,432	111,353	113,097
Total Personal Income (\$ millions)	\$605,788	\$630,328	\$94,999	\$98,500	\$101,358
Annual Per Capita Personal Income	\$	\$25,734	\$27,649	\$28,400	28,792
Assessed Value of Property (\$ millions)	\$0	\$3,209	\$198,911	\$210,435	\$219,878

Residential Construction					
Building Permits	275	155	19,877	21,049	22,186
Value (\$ thousands)	\$33,531	\$26,263	\$2,533	\$2,985	\$3,347
Travel Expenditures (\$ millions)	\$0	\$189,100	\$6,133	\$6,128	\$6,208
Travel-Related Employment	0	2,690	89,800	91,100	90,200



Preliminary Data

Sources: Oregon Employment Department; Center for Population Research & Census, PSU; U.S. Census Bureau; Bureau of Economic Analysis; Oregon Tourism Commission; Oregon Department of Revenue; Oregon Economic and Community Development Department.

5 Largest Employers, Public and Private as of February, 2003

Employer—Product/Service	Number of Employees
Garibaldi Dry Dock, Inc.—Boat Building & Repair	65
Hoy Bros. Fish & Crab, Inc. (Baribaldi)—Seafood	30
Nehalem Telephone & Telegraph—Telecommunications	15
Nehalem Bay Ready Mix—Ready Mix Concrete	6
Nehalem Bay Wine Co.—Wine	4

Source: City Administration

Oregon Employment Labor Market Information

This link takes you to the Oregon Employment Department, Labor Market Analysis database. County information can be obtained here. <http://olmis.emp.state.or.us/>—Click on Regional Information.

Local and Regional Economic Development Organizations

City of Wheeler	503-368-5767
Port of Garibaldi— http://www.portofgaribaldi@oregoncoast.com/	503-332-3292
Port of Nehalem	503-368-7212
Port of Tillamook Bay— http://www.potb.org/	503-842-2413
Nehalem Bay Area Chamber of Commerce— http://www.nehalembaychamber.com/	503-368-4641
Columbia-Pacific Economic Development District	503-397-3099

Economic Development Council of Tillamook County—<http://www.edtc.com/>

503-842-2236

Economic & Community Development Department Regional Development Officer—
<http://www.econ.state.or.us/>

503-229-5117

Source: City Administration, local chamber of commerce, Oregon Economic and Community Development Department

Education/Workforce

Public and Private Schools K-12

Public School District:

Neah-Kah-Nie School District 56

504 N Third

PO Box 28

Rockaway Beach, OR 97136-0028

Phone: 503-355-2222

Fax: 503-355-3434

Web site: <http://www.neahkahnie.k12.or.us/>

Staff and Enrollments:

District Certified Staff: reported October 2000—65

Total District Enrollment: reported October 2001—812

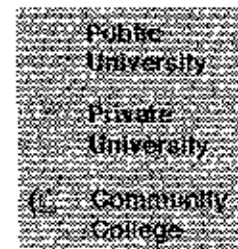
Other Schools in the School District (Private, Parochial)

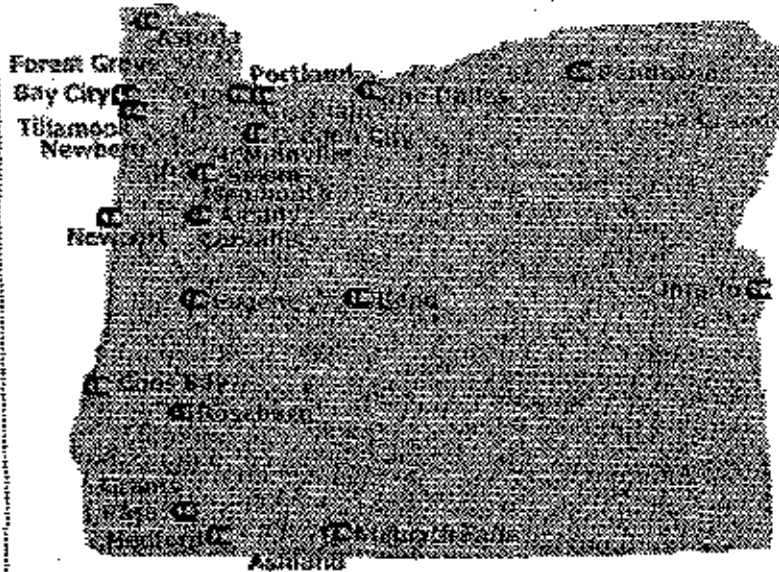
To see if there are private and/or parochial schools in this district please visit

<http://www.ode.state.or.us/pubs/directory/>

Source: Oregon Department of Education

Oregon Community Colleges and Public Universities





For a list of public and private educational institutions in Oregon visit <http://www.oregon.gov/Index.cfm?CurPID=505>.

Workforce

Oregon Economic and Community Development Department Workforce Advocate 503-986-0207, or visit <http://www.econ.state.or.us/BI/workforce.htm>. Locate local workforce assistance at <http://www.workforce.state.or.us/oconestop/Brochure/onestops/map.html>.

Financial Information

Financial Institutions

Commercial Banks: 0 Savings and Loans: 0 Credit Unions: 0

Source: City Administration

Taxes

Sales Tax Oregon has no general sales tax.

Property Tax

Property—Who pays? Owners of real and business personal property, according to the assessed value of taxable residential, commercial, farm, industrial, utility and timber property.

County assessors use permanent rates set for all taxing districts in fiscal year 1997-98, when taxes were significantly reduced with a statewide average 17 percent cut in tax levies. Certain types of levies are outside this reduction. The tax rates cannot exceed \$15 per \$1,000 of real market value. For 1997-98, all property was valued by county assessors at 90 percent of the July 1, 1995, levels. For subsequent years, assessed values are limited to a 3 percent annual growth rate. Construction since July 1, 1995, is valued at the average rate of similar properties in the area. Business personal property requires annual filing. One-third payment is due by November 15. If fully paid by November 15, a 3 percent discount is allowed. Special exemptions, tax relief programs and deferrals are available. For more information contact the Tillamook County assessor's office at 503-842-3400.

Tax rates are representative of the largest tax code in the city. The rates are expressed as tax liability per \$1,000 of assessed property value.

	Tillamook County
Average Compressed Tax Rate 1997-98	\$9.95
Average Compressed Tax Rate 1998-99	\$9.58
Average 1999 Housing Value	\$20,099
Ave Res Property Tax Paid on Ave House 1997-98	\$0
Ave Res Property Tax Paid on Ave House 1998-99	\$192.54
Average School rate 1998-99	\$4.92
Average Non-School Rate 1998-99	\$7.30
Average City Rate 1998-99	\$3.10

Business Taxes

Property—see above

Income—Corporations doing or authorized to do business in Oregon pay excise tax. Corporations not doing or authorized to do business, but having income from an Oregon source, pay income tax. For more information contact the Oregon Department of Revenue, 955 Center St., NE, Salem, OR 97301, 503-378-4988, <http://www.dor.state.or.us/>.

Unemployment Insurance—Employers pay this. For 2002, new employers are assigned a fixed rate of 3 percent of taxable wage base. Tax rates for existing employers are based on employers' experience and range from 1 percent to 5.4 percent of taxable wage base. Taxes are paid quarterly and are due by the end of the month following the quarter. In 2002, the tax is paid on the first \$25,000 of wages paid to each employee. The rate schedule in effect depends on the balance in the Trust Fund as of August 31 each year and the amount of revenue needed to maintain the balance at a level adequate to pay benefits. For more information contact the Oregon Employment Department, 875 Union St., NE, Salem, OR 97301, 503-947-1488, web <http://www.emp.state.or.us/>.

Utilities, Railroad, Weight-mile—Who pays? All railroads and investor-owned utilities operating with the state pay an annual fee. For-hire and private motor carriers operating into, within and through the state pay weight-mile taxes. Rates—limit of .25 percent of gross operating revenues of investor-owned utilities; .25 percent charged on 2002 revenues. Limit of .35 percent on gross operating revenues of railroads; .267 percent charged in 2002 revenues. Applications, plate fees and per-mile rates dependent on declared combined weight of vehicle. For more information contact the Oregon Public Utility Commission, 550 Capitol St., NE, Suite 215, Salem, OR 97301-2551, 503-378-6611, web <http://www.puc.state.or.us/>; Oregon Department of Transportation, Rail Section, 555 13th St., NE, Salem, OR 97310-1333, 503-986-4125, web <http://www.odot.state.or.us/rail/>; Oregon Department of Transportation, Motor Carrier Transport Branch, 550 Capitol St., NE, Salem, OR 97301-3871, 503-378-6699, web <http://www.odot.state.or.us/trucking/>.

Incentives

Oregon's [Business Incentives](#).

Miscellaneous

Motor Vehicle Licensing, Driver Licensing, Fuels—Who pays? Owners and operators of motor vehicles. Oil companies importing fuels. Truckers using Oregon highways. Fees—Registration fees, driver license fees and renewals (contact the Oregon Driver & Motor Vehicle Services division 503-945-5000, web <http://www.odot.state.or.us/dmv/>

Hunting and Fishing Licenses—contact Oregon Department of Fish and Wildlife, PO Box 59, Portland, OR

97207, general information 503-872-5268, licenses/tags/permits 503-872-5275, web <http://www.dfw.state.or.us/>.

Amusement Device Tax—An excise tax is imposed upon every person who operates an amusement device in Oregon. An amusement device is a video lottery game terminal. More information from the Oregon Lottery Commission, 500 Airport Rd SE, Salem, 97301, web <http://www.oregonlottery.org/>.

Emergency Communications (9-1-1) Tax—Telephone companies providing local exchange access services in Oregon collect this tax from their customers. The tax, which is \$0.75 per line per month, is reported and paid quarterly. More information from the Oregon Department of Revenue, web <http://www.dor.state.or.us/>.

Hazardous Substance Fee—Paid by possessors of nonpetroleum hazardous substance. More information from the Oregon Department of Revenue, web <http://www.dor.state.or.us/>.

Petroleum Load Fee—Paid by petroleum suppliers and importers to Oregon. More information from the Oregon Department of Revenue, web <http://www.dor.state.or.us/>.

Timber Severance Tax—Paid by timber owners on harvested timber's value. More information from the Oregon Department of Revenue, web <http://www.dor.state.or.us/>.

Forest Products Harvest Tax—Paid on timber cut from any land in Oregon. More information from the Oregon Department of Revenue, web <http://www.dor.state.or.us/>.

Dry Cleaning Tax—Paid by operators of dry cleaning facilities. More information from the Oregon Department of Revenue, web <http://www.dor.state.or.us/>.

Alcoholic Beverages—Manufacturers and/or import wholesalers of malt beverages and wines pay a privilege tax. Manufacturers, wholesalers and retailers of distilled spirits, malt beverages and wines pay license fees. Employees who serve alcoholic beverages pay for service permits. For more information contact the Oregon Liquor Control Commission, PO Box 22297, Portland, OR 97222, 503-872-5000 or 1-800-452-6522 (in Oregon), web <http://www.olcc.state.or.us/>.

Tobacco Products—Cigarette and tobacco products distributors are required to purchase tax stamps for cigarettes or pay a percentage of the wholesale price on other tobacco products. More information from the Oregon Department of Revenue, web <http://www.dor.state.or.us/>.

Transit Payroll Tax—paid by employers in the Tri-Met (Portland area) and Lane Transit District (Eugene) for mass transit systems. Administered by the Department of Revenue, web <http://www.dor.state.or.us/>.

Many local governments in Oregon collect other taxes, such as hotel-motel taxes. Contact the city or county in which you are interested for more complete information about taxes in that area.

Source: Oregon Department of Revenue, "A Summary of Taxes," January 2002; County Information—County Assessor's Office

Community Services and Resources

Public Safety/Emergency Services

Fire Station(s) serving community: Wheeler Fire Department, 1 station

Number of paid and volunteer firefighters: 12

Rating by Insurance Services Organization (ISO): *

Comments: 2000 data; *ISO rating unreported in directory

Number of firefighters reported by Fire Department; Oregon State Fire Marshal, Oregon Fire Service Resource Directory 2000

Police Department:

Number of paid and reserve officers:

Comments: None-contracted with the Manzaneta Police Office

Nearest Hospital and distance: Tillamook County General, 22 miles in Tillamook

Regional Hospital and distance: Tillamook County General, 22 miles in Tillamook

Emergency services to community: None

General Clinic(s): 1

Source: City Administration

Communications Resources

Local Newspapers: North Coast Citizen

Regional Newspapers: Headlight Herald

Radio Stations: KTIL-Tillamook

TV Stations: none

Available Cable Television: Charter Cable

Telephone Service Provider(s): Nehalem Tel Tel

Local Internet Service Provider(s): Yes

Number of Internet Service Providers: 1

Source: City Administration

Library System

Book Mobile through the Tillamook County Library

Source: City Administration

Planning Service/Regulatory

Regulatory System	Year Acknowledged	Year Last Revised	Year of Periodic Review	Comments
Comprehensive Plan	1980		2004	
Zoning Ordinance		1997		
Building Permit System				contracted through Tillamook City
Subdivision Ordinance				
Strategic Plan				

Territory Covered by Zoning

Municipality Yes County Yes

Source: City Administration

Industrial Lands

Does the Community seek industrial development? Yes

Access Statewide industrial lands database—<http://www.oregonprospector.com/>

Source: Economic and Community Development Department

Special Districts and Associations (ports, water, sewer, etc.)

Name of Special District and the Oregon Revised Statute it was created under:

<? <?ter District, ORS; Big Nestucca Drainage District; Cloverdale Sanitary District; Cloverdale Water District; Little Nestucca Drainage District; Long Prairie Water District; Neah-Kah-Nie Water District; Nedonna R.F.P.D.; Nehalem Bay Health District; Nehalem Bay Wastewater Agency; Nehalem R.F.P.D.; Neskowin Regional Water District; Nestucca R.F.P.D.; Netarts R.F.P.D.; Netarts Water District; Netarts-Oceanside Sanitary District; North Side Big Nestucca Drainage; Oceanside R.F.P.D.; Oceanside Water District; Pacific City Sanitary District; Pacific City Water District; Port of Garibaldi; Port of Nehalem; Port of Tillamook Bay; Solid Waste Disposal Service District; South Prairie Drainage District; Stillwell Drainage District; Tillamook County Emergency Communications District; Tillamook County 4-H and Extension Service District; Tillamook County E.S.D.; Tillamook County S.W.C.D.; Tillamook Drainage District; Tillamook Fire District; Tillamook People's Utility District; Tone Water District; Trask Drainage District; Twin Rocks Sanitary District; Twin Rocks Water District; Watseco-Barview Water District; Wilson River Water District

Special Districts Association of Oregon—727 Center St., NE Salem, OR 97301, 503-371-8667 or 800-285-5461 <http://www.sdao.com/>

Source: City Administration

Infrastructure/Transportation

Water Supply

Operator: City of Wheeler

District:

Source: Surface Water; Fosburg and Jarvis Creeks

Supply: Capacity (MGD)— ; Pressure (PSI)—1.0

Current Water Utilization on Meter Size (MGD): .05 MGD

Water Costs per thousand gallons: Base rate per/thousand = \$17.25 base rate; \$2.30 per thousand gal.

Water Costs for Total Consumption of Residential: Based on 7,000 gallons = \$16.10

Age of Water System: 1902

Water System Comment(s):

Compliance Issues: under remedial order; for non filtered water system

Water debt repayment included as part of tax assessment? Yes

Date of Current Master Plan: 1998

Plans for Upgrading or Expanding: In the process of bidding on water system for the Improvement Project; planning on going to ground water source

Source: City Administration

Wastewater Treatment System

Operator: **Age of Wastewater Collection System:**
District:

System Design Capacity (MGD): MGD **System Utilization (MGD):** MGD
Collection System Fees: **Hook-up or Connection Fee:**
Access Fee or System Development Fee:

Comment(s) on Wastewater System:

Compliance Issues:

Date of Last Facility Plan:

Plans for Upgrade/Expansion:

Storm Drain: **Storm Water Discharge Fee:**
Fees or issues related to storm drains:

Source: City Administration

Utilities

Telecommunications

| Is there access to broadband infrastructure? Yes | Access | Monthly Fee | Other Fee |
|--|----------|-------------|---------------|
| | TI Yes | 360.13 | 195-install |
| If yes, check all that apply: | DSL Yes | 35.95 | 95.00-install |
| Fiberoptic | Cable No | | |

Is there route diversity? No

For Oregon Telecommunications Information and resources, visit <http://www.econ.state.or.us/telecom/>.

Natural Gas--Provider:
Lines and Feed:

Rate Structure:

Plans for Upgrade/Expansion:

Electrical--Provider: Tillamook PUD
Lines and Feed:

Rate Structure Residential: \$14/mnth + \$6.57/kwh

Commerical small company: \$21/month + first 12,000kw \$6.35, all remaining kw \$4.10
Commerical large company: \$35/month + over 50kw \$4.50/kwh

Plans for Upgrade/Expansion:

Solid Waste Management: Tillamook County

Permit Status:

Utility Expansion Plans:

Utilities Source: City Administration; PGE information supplied by PGE. Note: We update utility rates once a year. Actual rates may change more often than that. For the most current rate for any carrier please consult the Public Utilities Commission web site at <http://www.puc.state.or.us/commission/default.htm> Click on the **Statistics 200x** label (x being the most recent year).

Transportation

Highways Hwy 101 N/S route, local access **Transportation Access Fee:** \$0

Community Air Service No

If no local service, list closest Air Facility

Air Passenger Service: No

Airport Freight Service: No

Manzanita Airport, 3 miles in Manzanita

Air Service Comments:

Rail Service: No

Freight Service: No **Passenger Service:** No

If no local service, list closest Rail Service: Tillamook Bay Tourist Service at Port of Tillamook Bay

Marine No

Transportation Issues which might confront development, such as non-attainment air shed, etc.:

Public Transportation Comments:

Bus Service Available in the Community: Yes Tillamook County Transportation "The Wave"

Scheduled Bus Service Available: Yes **Buses Per Day:** 2

Local Charter Services: No

Distance to Nearest Bus Service: local miles

Trucking Service

Scheduled Freight Carrier Services: Yes TP Freight Lines

Overnight Express Parcel Service Available: Yes UPS, Federal Express

Overnight Express Mail Service Available: Yes

Transportation Comments:

For more information relating to transportation topics please visit the Department of Transportation web site. Airports (maps and general information) <http://www.tripcheck.com/About/airport.htm>; Bicycle and Pedestrian Route information <http://www.tripcheck.com/About/bicycle.htm>; Public Transportation, bus and rail <http://www.tripcheck.com/About/busrail.htm>.

Source: City Administration, local chamber of commerce (proprietary information)

©State of Oregon, Economic and Community Development Department.
775 Summer St., NE, Suite 200, Salem, Oregon 97301-1280 • Telephone 503-986-0123 • TTY 1-800-735-2900
All artwork, including photographs, is protected under copyright laws and may not be reproduced, stored in a retrieval system,
or transmitted in any form or by any means—electronically, mechanically, photocopies, recording, or otherwise. [Privacy Policy](#)

This page last modified 7/5/2006.

ARTICLE 2. WRC ZONE - WATER-RELATED COMMERCIAL

Section 2.010. Intent.

The water-related commercial zone, designated by the primary symbol WRC, is established along the water-front to provide land space for marine-oriented commercial uses.

Section 2.020. Permitted Principal Uses/Activities.

The following uses, their accessory uses and activities are permitted out-right:

1. Low-intensity marine research and/or education;
2. Navigational aids;
3. Marinas and/or shallow water port facilities and shipping activities;
4. Piers and wharves;
5. Low-intensity water-dependent recreation facilities and public access points, including parks, waysides and boat ramps;
6. Marine services;
7. Retail/wholesale fish and shellfish sales.
8. Boat, canoe, kayak sales and or rentals.

Section 2.030. Conditional Uses/Activities.

The following conditional uses, their accessory uses and activities are permitted in the WRC zone subject to the provisions of Article 15:

1. Fill and dredge material disposal.
2. Aquaculture or hatchery sites.
3. Permanent recreation facilities other than boat ramps, including public rest rooms, and other developed recreation facilities.
4. Shoreline stabilization.
5. Railroad development.

6. Medium- or high-intensity research and/or educational activities.
7. Bicycle paths.
8. Dry boat storage.
9. Hotels and motels.
10. Restaurants.
11. Educational facilities such as museums, interpretive centers, and aquariums.
12. Residential use in conjunction with a permitted or conditional use where the street level shall be maintained as a commercial use.
13. Bed and Breakfast when in conjunction with a permitted or conditional use where the street level is maintained as a commercial use.

Section 2.040. Development Standards.

In the WRC zone, the following standards shall apply:

1. The maximum building height shall be 24 feet.
2. Outdoor storage areas shall be enclosed by suitable vegetation, fencing or walls.
3. Exterior lighting shall not adversely affect the livability of property in nearby residential zones.
4. All development shall be in accordance with shoreland development standards, Section 11.110.
5. Landscaping standards in accordance with Section 11.050.
6. All commercial developments shall be subject to design review, Section 11.050.
7. Parking shall be in accordance with Section 11.090.
8. Signs shall be in accordance with Section 11.100.

Section 2.050. Special Use Standards.

A conditional use allowed in the WRC zone shall meet #1 below and either #2 or #3 of the following criteria:

1. The use is not an Especially Suited to Water Dependent (ESWD) use which means that it can be carried out on land that is not adjacent to the water and the water location or access is not needed for:
 - a. Uses especially suited for water-dependent uses.
 - b. Uses especially suited for water-related uses.
 - c. Uses which retain flexibility of future use and do not inalterably commit shorelands for more intensive uses.
 - d. Uses which maintain the integrity of estuaries and coastal waters.
2. The use does not require filling or dredging of the estuary; or
3. The use is approved by the Planning Commission in accordance with Article 2, Section 2.040, Article 11, Section 11.050 and Section 11.110, and Article 15 of this Ordinance.

ARTICLE 3. IND ZONE - WATER-RELATED INDUSTRIAL

Section 3.010. Intent.

The water-related industrial area, designated by the primary symbol IND, is established to encourage development of marine-oriented industrial and commercial uses which are compatible with the community setting and natural values in the Wheeler area.

Section 3.020. Permitted Principal Uses/Activities.

In an IND zone the following uses and their accessory uses and activities are permitted outright:

1. Shallow-water port facilities.
2. Marinas, piers and wharves.
3. Navigation improvements.
4. Boat ramps.
5. Hatchery site and aquaculture uses.
6. Boat building.
7. Seafood processing.
8. Other water-related industry.
9. Marine services.
10. Dry boat storage.
11. Log storage and processing.

Section 3.030. Conditional Uses/Activities.

The following uses, their accessory uses and activities are permitted in an IND zone subject to provisions of Article 15:

1. Non-water-related industry.
2. Retail/wholesale fish and shellfish sales.
3. Other water-related commercial uses.
4. Park, wayside or bicycle paths.

5. Fill and dredge material disposal.
6. Railroad development.
7. Non-premise signs.
8. Residential use in conjunction with and incidental and subordinate to a permitted or conditional use where the street level shall be maintained as a water-dependent industrial use and the residential use square footage ratio does not exceed one to three, non-water-dependent to water-dependent.
9. Shoreline stabilization.

Section 3.040. Development Standards.

In the IND Zone, the following standards shall apply:

1. The maximum building height shall be 24 feet.
2. Outdoor storage areas shall be enclosed by suitable vegetation, fencing, or walls.
3. Exterior lighting shall not adversely affect the livability of property in nearby residential zones.
4. When a use abuts a lot in a non-industrial zone, there will be an attractively designed and maintained buffer which can be in the form of vegetation, fencing, or walls.
5. All development shall be in accordance with shoreland development standards, Section 11.110.
6. The minimum lot size and shape for residential uses shall be the same as in a R-1 zone.
7. All commercial developments shall be subject to design review, Section 11.050.
8. Parking shall be in accordance with Section 11.090.
9. Signs shall be in accordance with Section 11.100.

Section 8.070. Estuary Development Zone (ED)

Section 8.075. Purpose. The purpose of the ED Zone is to:

- A. Provide for long-term maintenance, enhancement, expansion or creation of structures or facilities for navigational and other water-dependent commercial, industrial or recreational uses.
- B. Provide for the expansion or creation of other commercial, industrial or recreational facilities, subject to the general use priorities outlined in Section 8.010.

The ED zone includes the following areas within Development Estuaries:

- A. Areas which contain public facilities which are utilized for shipping, handling or storage of water-borne commerce, or for moorage or fueling of marine craft.
- B. Subtidal channel areas adjacent or in proximity to the shoreline which are currently used or needed for shallow-draft navigation (including authorized, maintained channels and turning basins).
- C. Areas of minimum biologic significance needed for uses requiring alteration of the estuary not included in the EN Zone.
- D. Where an acknowledged Goal 16 exception has been taken, areas of biological significance which are potentially suitable for commercial, recreational or industrial development due to their proximity to subtidal channels, developed or developable shorelands or developed estuarine areas, and to the availability of services.

Section 8.080. Uses Permitted with Standards (PS).

The following uses are permitted with Standards (PS) within the ED zone, provided that the development standards in Section 11.110 have been met and the procedures of Section 11.115 Regulated Activities and Impact Assessment, have been followed:

- A. Maintenance and repair of existing structures or facilities involving a regulated activity.
- B. Navigational structures and navigational aids.

- C. Vegetative shoreline stabilization.
- D. Structural shoreline stabilization.
- E. Tidegate installation in existing functional dikes adjacent to ED zones.
- F. Water, sewer, gas and phone lines.
- G. Electrical distribution lines and line support structures.
- H. Temporary dikes for emergency flood protection.
- I. Mooring buoys.
- J. Temporary low-water bridges.
- K. Temporary alterations.
- L. Active restoration or estuarine enhancement.
- M. Bridge crossing and bridge crossing support structure.

Section 8.085. Conditional Uses (C)

The following uses are Conditional (C) within the ED zone, and may be permitted by the Planning Commission subject to the provisions of Article 15 and the development standards in Section 11.110 and the procedures of Section 11.115, Regulated Activities and Impact Assessment, have been followed.

- A. Water-dependent commercial uses, including docks, moorages, marinas for commercial marine craft (including seaplanes).
- B. Water-dependent industrial uses, including:
 - 1. Piers, wharves, and other terminal and transfer facilities for passengers or water-borne commerce, such as fish, shellfish, metal, timber or timber products.
 - 2. Water intake and discharge structures.
 - 3. Water access structures of facilities which require access to a water body as part of the manufacturing, assembly, or fabrication or repair of marine craft, or marine equipment due to the size of the craft or equipment.

- C. Water-dependent public recreational facilities, including:
1. Boat ramps.
 2. Commercial docks, moorages and marinas for recreational marine craft (including seaplanes).
- D. Aquaculture and water-dependent portions of aquaculture facilities.
- E. Other water-dependent uses. A use is determined to be water-dependent when it can be carried out only on, in or adjacent to the water, and the location or access is needed for:
1. Water-borne transportation.
 2. Recreation
 3. A source of water (such as energy production, cooling of industrial equipment or wastewater, or other industrial processes).
- F. Water-related industrial uses not requiring the use of fill, including, but not limited to:
1. Fish or shellfish processing plants.
 2. Warehouse and/or other storage areas for marine equipment or water-borne commerce.
- G. Water-related commercial uses not requiring the use of fill, including, but not limited to:
1. Fish or shellfish retail or wholesale outlets.
 2. Marine craft or marine equipment sales establishments.
 3. Sport fish cleaning, smoking or canning establishments.
 4. Charter fishing offices.
 5. Retail trade facilities in which the majority of products are products such as ice, bait, tackle, nautical charts, gasoline or other products incidental to or used in conjunction with a water-dependent use.
 6. Restaurants which provide waterfront views and which are in conjunction with a water-dependent or

water-related use such as a seafood processing plant or charter office.

- H. In-water sorting, storage and handling of logs in association with water-borne transportation of logs.
- I. Other water-related uses not requiring the use of fill. A use is determined to be water-related when the use:
 - 1. Provides goods and/or services that are directly associated with water-dependent uses (supplying materials to, or using products of, water-dependent uses).
 - 2. If not located near the water, would experience a public loss of quality in the goods and services offered. Evaluation of public loss of quality will involve a subjective consideration of economic, social and environmental consequences of the use.
- J. Accessory uses or structures in conjunction with a conditional use listed in A-H above limited in size to a maximum of 10% of the lot or parcel size.
- K. Mining and mineral extraction.
- L. Storm water and sewer outfalls.
- M. Non-water-dependent and non-water-related uses not requiring the use of fill.
- N. New dike construction if:
 - 1. Required for a water-dependent use for which a substantial public benefit is demonstrated, the use or alteration does not unreasonably interfere with public trust rights and for which no practicable upland locations exist.
 - 2. Adverse impacts are avoided or minimized to be consistent with the purposes of the area.
- O. Water-related or non-dependent, non-related uses requiring the use of fill, provided that a Goal 16 exception has been approved and included as an amendment to the Tillamook County Comprehensive Plan or Wheeler Comprehensive Plan.

Section 8.090. Regulated Activities (RA)

The following regulated activities are permitted within the ED zone, provided that the requirements of Section 11.110 have been met. Regulated activities shall be reviewed by the procedure provided in Section 11.115.

- A. Regulated activities in association with on-site maintenance and repair of existing structures or facilities.
- B. Dredging for:
 - 1. Maintenance of existing facilities.
 - 2. Navigational improvements.
 - 3. Water-dependent portions of aquaculture facilities or operations.
 - 4. Water-dependent uses.
 - 5. Mining and mineral extraction.
 - 6. Bridge crossing support structure installation.
 - 7. Outfall installation.
 - 8. Water, sewer, gas or phone line installation.
 - 9. Electrical distribution line installation.
 - 10. Tidegate installation in existing functional dikes adjacent to ED zones.
- C. Fill for:
 - 1. Water-dependent uses.
 - 2. Water-dependent portions of aquaculture facilities.
 - 3. Navigational structures or navigational improvements.
 - 4. Structural shoreline stabilization.
 - 5. Bridge crossing support structures.
 - 6. New dike construction.
 - 7. Water-related or non-water-dependent uses in areas where Goal 16 exceptions have been taken and approved

as part of the Tillamook County Comprehensive Plan or Wheeler Comprehensive Plan.

- D. Piling and dolphin installation in conjunction with a Permitted with Standards or Conditional Use within this zone.
- E. Rip-rap for structural shoreline stabilization or protection of utility lines allowed in this zone.
- F. Dredged material disposal in an approved DMD site or in conjunction with an approved fill project, subject to state and federal permit requirements for dredged material disposal.
- G. Regulated activities in conjunction with an approved active restoration or estuarine enhancement project.
- H. Flow-land disposal of dredged material, subject to State and Federal permit requirements.
- I. Incidental dredging for harvest of benthic species or removal of in-water structures such as stakes or racks.
- J. Regulated activities in conjunction with temporary alterations.

Section 8.100. Mitigation Site Protection Zone (MP)

The purpose of the Mitigation Site Protection Zone is to protect identified mitigation sites from incompatible and preemptive uses that may prevent their ultimate restoration or addition to the estuarine ecosystem.

Section 8.110. Designation of MP Zones.

The Mitigation Site Protection Zone shall be designated on the City of Wheeler Comprehensive Plan/Zone Map and shall conform to the specifications of the overall mitigation plan for the Nehalem Estuary. Subsequent revisions to the overall mitigation plan shall be duly recorded by Ordinance amendment to the Comprehensive Plan/Zone Map.

Section 8.120. Uses and Activities Permitted in the MP Zone.

In a Mitigation Site Protection Zone all activities necessary to accomplish an approved mitigation project may be permitted as review uses. In addition, only those uses and activities

NEAHKAHNE NET WEB PAGE

www.neahkahnie.net

Wheeler, Oregon is located in Tillamook County on Highway 101 on the Northern Oregon Coast about 100 miles west of Portland. Take Highway 26 from Portland to Highway 101 and go south to Wheeler or turn left off Highway 26 onto Highway 53 and follow it to Highway 101 (19 miles), then turn south to Wheeler. See [maps](#).

Wheeler is the quintessential tiny coastal village, spread out on a hillside along Highway 101, overlooking Nehalem Bay at the mouth of the Nehalem River. The bay is dotted with islands with an estuary that is home to a wide variety of birds (herons, egrets, cormorants, to name a few) and sea life. Unique shops, antique stores, fine food, comfortable lodging, an emphasis on the arts, excellent fishing and crabbing (boats and equipment rentals available), kayaking (explore the estuary) and inviting special events (Crab Feed, Salmon Fest, Mermaid Festival) make Wheeler a charming vacation location or stop along your way.

During the 70's, an economic downturn resulted in the closing of many large employing businesses in the area, and Wheeler's economy suffered as a result. In the early 1990's, residents of the area decided to revitalize their town. The Wheeler Business Association was organized and began to attract new employers and visitors. Wheeler changed into a vital, interesting place to live, work, pursue the arts and come for a visit.



Nehalem Bay Area Chamber of Commerce

The Real Treasures of the Oregon Coast Manzanita, Nehalem, Wheeler

- Home
- Manzanita on the Beach
- Nehalem on the River
- Wheeler on the Bay
- Contact Us
- Links
- Events Calendar
- Area Realtors
- Local Web Cams
- Other Area Business
- Organization/Government Meetings

Home

Welcome to the Nehalem Bay Area Chamber of Commerce

Written by Nehalem Bay Chamber
Monday, 09 May 2005

The Real Treasures of the Oregon Coast, Manzanita, Nehalem, Wheeler

Three Quaint Villages Providing Dining, Kayaking Fishing, Hiking, Beachcombing, Galleries, Antiques and Much, Much More...

EVENTS CALENDAR

November 2007

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| 28 | 29 | 30 | 31 | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 1 |

This month

LATEST EVENTS

No Latest Events

WHO'S ONLINE

We have 10 guests online

Manzanita on the Beach



A beautiful oceanside city with seven miles of sandy beach. Enjoy the spectacular walks by the ocean. The third most photographed scenery in Oregon.

Nehalem on the River

A picturesque riverside town with a quaint downtown reflecting its century of history. Enjoy views of the Nehalem River, nearby mountains, forests and wildlife, the centerpiece of the Nehalem Bay Area experience.



Wheeler on the Bay



Nestled in the hills overlooking the beautiful Nehalem Bay, Neahkanie Mountain, and the Pacific Ocean, Wheeler boasts breathtaking sunsets and rainbows.

Last Updated (Saturday, 04 June 2005)

[\[Back \]](#)