



Washington County
Visitors Association



January 22, 2018

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Dear Pat and Committee Members,

This letter accompanies the submission of the ***“Trees to Sea”*** Scenic Byway Corridor Management Plan and serves to introduce two new partners in the sponsorship of the proposed Scenic Byway: the **Washington County Visitors Association** and **Visit Tillamook Coast**.

The **Oregon Department of Forestry’s** (ODF) original ***“Trees to Sea”*** conceptual pre-application proposal was approved by the ODOT Scenic Byways Committee in December 2015 for further development as a Corridor Management Plan in accordance with the ODOT Guidelines from April 30, 1999. Specifically, *“The rating committee was found to be supportive of this proposed route moving forward to the full committee for advancement to the next stage.”*

Subsequently, ODF began doing public outreach and garnering community input, which has been a key influence in development of the management plan. Meetings and interviews were conducted in communities throughout the byway route, from Banks to Oceanside, and support letters from those meetings have been included in the appendices.

This outreach effort also resulted in the addition of two co-sponsors, Visit Tillamook Coast and Washington County Visitors Association, who have joined with ODF to develop a continued collaborative program. The co-sponsors of the ***“Trees to Sea”*** Scenic Byway effort look forward to promoting the byway, and making it a highlight in their year-round tourism marketing efforts.

Once we receive the go-ahead from the Scenic Byway Committee, we will finalize our digital presentation, which will include slides and videos of our ***“Trees to Sea”*** Corridor. We look forward to your review and are eager to answer any questions that you might have.

Sincerely,

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TREES TO SEA HIGHWAY 6/131 SCENIC BYWAY CORRIDOR MANAGEMENT PLAN

SUBMITTED BY

**THE OREGON DEPARTMENT OF FORESTRY
WASHINGTON COUNTY VISITORS ASSOCIATION
VISIT TILLAMOOK COAST
January 22, 2018**



Washington County
Visitors Association



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Oregon Department of Transportation Byways Program - Pat Moran, Scenic Byway Program Manager

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City of Tillamook City Council

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Tillamook Area Chamber of Commerce – Justin Aufdermauer, Executive Director

Tillamook Estuaries Partnership - Lisa Phipps, Executive Director

City of Banks City Council

Banks Chamber of Commerce – Ray Deeth, President

Washington County Commissioners

Washington County Visitors Association - Carolyn McCormick, President and CEO

Oregon Coast Visitors Association – Marcus Hinz, Executive Director

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THE “Trees to Sea” SCENIC BYWAY CORRIDOR MANAGEMENT PLAN

INTRODUCTION

Originally, the concept of the “Trees to Sea” Scenic Byway was developed by the staff of the Oregon Department of Forestry’s (ODF) Tillamook Forest Center. In January 2012, ODF chartered a Scenic Byways Designation Workgroup, made up of the Forest Center’s Director, the Tillamook and Forest Grove District Foresters, and their respective assistants and recreation staff, along with the State Forest

Policy Analyst. The group was charged with gaining a basic understanding of the Oregon Scenic Byways Program and application process, identifying and working with key stakeholders to secure support for a scenic designation, and preparing a route proposal pre-application for submission to Oregon Department of Transportation (ODOT) in the summer of 2013.

Since that time, the concept has gone through multiple reviews and public processes, including the addition of two co-sponsors, Visit Tillamook Coast and the Washington County Visitors Association. Amendments to the plan concluded in January 2018 and have resulted in numerous refinements and a better plan.



I. ROUTE DESCRIPTION

Driving Directions: The 68 mile “Trees to Sea” Scenic Byway begins at the trailhead for the Banks-Vernonia State Trail in Banks, Oregon and proceeds down Main Street (Highway 47) to turn west on State Highway 6 near Mile Marker 49 to head toward the City of Tillamook. The route then arcs north and west on Tillamook County’s Wilson River Loop and Latimer Roads, in order to turn south on Highway 101 before turning right on State Highway 131 (Third Street in the City of Tillamook) for almost its full length until it turns onto Tillamook County’s Cape Meares Loop Road.

Initially, the last segment of the Byway will conclude at the Cape Meares Lighthouse. The Cape Meares Loop Road was closed in 2013 as a result of a large active landslide measuring 3,000 feet long by 4,000 feet wide that has moved more than 15 feet downslope since it has been closed. Once the programmed repairs are made, which are currently scheduled to start construction in 2020, the full loop back along Bayocean Road to Highway 131 near the Tillamook River bridge will be incorporated into the [byway](#).

The byway would link with two existing byways: [Highway 101 Pacific Coast Scenic Byway](#) , and the [Three Capes Scenic Loop](#).

Corridor Map: Please see 11 x 17 shaded maps in Appendix 2 (pictured right), which are colored to indicate the viewshed areas which motorists can see as they drive.

Roadway Description: The entire route consists of asphalt-paved surfaces, with two or more lanes, and no vehicle grade or turnaround limitations. Parking for motorcoaches and RVs is limited, but available in a few spots. During winter storm months, there can be temporary landslide or flooding events, which can create closures. There are no school speed zones. Bicycle and pedestrian access is good within the urban areas, but intermittent and limited in rural areas.



Driveability: Drivers will enjoy a pleasurable, safe, and easy route with sufficient lane and shoulder width, bearing in mind that the stretches through the mountainous areas have many changing curves and attentiveness is required. While there are turnouts and passing lanes provided in the mountains, caravans can occasionally develop behind slower-moving vehicles. The traffic character is usually light, but holidays and summer weekends can present significant volumes westbound on Fridays and eastbound on Sundays/Mondays.

Description of Qualities:

The “Trees to Sea” Scenic Byway route combines an abundance of local agriculture and forestry, history, and natural scenery in a manner where the sum is stronger than the individual parts. The traveler will witness a broad spectrum of intrinsic qualities ranging from the vast variety of scenic, historic, natural, and forestry values to be found when exploring the agricultural delights of rural western Washington

County, passing through the Tillamook State Forest, moving along the Cape Meares peninsula, and viewing the expanse of the Tillamook Bay watershed. When travelers stop, they will be amazed by the extensive menu of ready recreational tangents onto which they can launch.

Agricultural/Forestry Qualities

Whether pairing wine and cheese or mushrooms and tall timber, this scenic byway beckons travelers to enjoy the bounty of Oregon. The route, with its wineries, vineyards, dairies, farms, fisheries, forests, and tree farms, always has something interesting to share.

As the traveler leaves the suburban atmosphere of eastern Washington County, they are greeted with a landscape of small family farms and fields with wide, pastoral views of rolling hills covered by wheat and clover, berry farms, vineyards, and wineries, amongst which are scattered small, privately owned woodlots. These agricultural areas resume on the other side of the Oregon Coast Range when the coastal mountain forests dramatically give way to the rich dairy farms of Tillamook County, home of world famous Tillamook cheese.



Local agricultural treasures:

- Apolloni Vineyards is at the turn out at Timmerman Road junction, Mile Marker 44. This vineyard and winery is representative of the world-renowned wine region of the northern Willamette Valley. Apolloni Vineyards is a producer of premium Pinot Noir and Italian-style wines and offers wine-tasting for visitors. Other nearby vineyards also provide tours and wine-tasting, including a potential sidetrack down State Highway 8, Mile Marker 43, on the “Valley & Vineyard State Scenic Tour Route”.

- Tillamook County dairy farms commence at Mile Marker 4 and hug the Wilson River Loop Road around and down Latimer Road to Highway 101, where the Tillamook Cheese Factory, awarded for producing the “World’s Best Medium Cheddar”, resides. Over a million guests from all over the world arrive here every year to learn more about the crafting of Tillamook cheese. The free, interactive, self-guided tour answers all creamery related queries, while giving guests a behind the scenes peek at how their cheese is packaged and produced. Afterwards, visitors can enjoy a free sampling of various cheeses to determine their favorites and with the new visitors’ center upgrade, an added tour farm feature is anticipated.



- Similarly, a mile further down 101 presents the Blue Heron French Cheese Company, where for over 37 years, they have been welcoming guests to its lush 40-acre farm. Vintage farm equipment and an impressive petting zoo, where guests can feed and pet docile farm animals, gives visitors of all ages an unforgettable experience. Inside, guests can enjoy the daily wine and cheese tastings, with pairings of famous Blue Heron cheese and fine Oregon wines.

- In the center of the City of Tillamook, craftsmen are brewing up delectable beverages, with the use of agricultural ingredients, including the coastal varieties of Pelican Brewing and special ‘wild’ beers of de Garde Brewing, which are solely fermented using an open vat system incorporating the rare local yeasts and microflora found in an ocean environment to create magic.



Pelican Brewing

The culinary delights harvested from the farm are brought to the table at numerous dining establishments along the scenic

byway, whether as roadside attractions or in the urban center of Tillamook. This includes several prominent seafood outlets that augment this coastal cornucopia.

Silvicultural treasures:

- The Tillamook State Forest begins at Mile Marker 37 and continues for over 20 miles as the byway winds up and over the crest of the Oregon Coast Range. Sustainably managed by the Oregon Department of Forestry, the forest offers a range of social, economic, and environmental values for the people of Oregon and visitors alike.
- The private and federal forest lands lie between Mile Posts 12 to 3 and then again along Highway 131 from the Tillamook River to the Cape Meares lighthouse. As the highway draws closer to the Pacific Coast, the climate changes and Sitka spruce become more common along the highway.



- Forest ownership transitions from Oregon Department of Forestry to private and federal (Bureau of Land Management) through the last part of the canyon. Considering that state forests are managed with somewhat different objectives than private and federal forest lands, travelers may notice different forest management applications. The combination of these different ownerships and management goals provides a vast range of forest benefits and commodities to the community. These differing approaches will provide opportunities for interpretation.

Natural Qualities

The “Trees to Sea” Scenic Byway features abundant natural qualities, which add striking and intriguing elements to the landscape, from small-scale patterns and textures created by plant life to dramatic cliffs and rock islands along the Cape Meares coastline.

An overview from east-to-west includes:

- Killin Wetlands, a publicly-owned 590 acre green space managed by Metro Regional Government at Mile Marker 46, is one of the Willamette Valley’s largest remaining peat soil wetlands and is known as a haven for uncommon marsh birds. It represents the last 2% of scrub-shrub marsh in the region and supports a rare assemblage of plants and animals including the uncommon Geyer’s willow, the northern red-legged frog, and three elusive marsh birds: the American bittern, the sora, and the Virginia rail. Birding organizations are likely partners with Metro for future development to provide better public access to this ecologically significant wetland.
- A large portion of the byway is located in the Tillamook State Forest. The largest of Oregon’s state forests, the Tillamook covers 364,000 acres of rugged mountains, valleys, forests and streams. The forest contains hidden river canyons, mature tree stands, mountain meadows, managed reforestation, and native plants and foliage. Until drawing closer to the Pacific Ocean, this second growth forest, largely hand-planted following the Tillamook Burn, is made up largely of Douglas-fir, western hemlock, western red cedar, red alder and bigleaf maple. The upper canyons of the Tillamook State Forest are typically steep with many exposed rock outcrops, creating spectacular scenic views. Numerous waterfalls cascade from high cliffs throughout the upper Wilson River Canyon. Some of the Tillamook State Forests’ highlights are the high cliffs of the upper Wilson River Canyon at Mile Marker 31, the Fern Rock Falls west of Mile Marker 30 with easy access to the highway, and the confluence of South Fork and Devils Lake Fork of the Wilson River at Mile Marker 28, which marks the beginning of the main Wilson River.
- Three Arch Rocks National Wildlife Refuge, which lies ½ mile offshore of the community of Oceanside, was designated by President Roosevelt as a National Wildlife Refuge, the first of its kind west of the Mississippi River. One of the Oregon coast’s best-known landmarks, the refuge consists of three large and six smaller rocks totaling 15 acres. The refuge is one of the smallest National Wilderness Areas in the country.

The rocks provide habitat for Oregon’s largest breeding colony of tufted puffins. These flamboyant birds with their large bright orange beaks and long yellow head tufts are one of the most recognizable seabirds on the Oregon coast. Other seabird

species breeding on this refuge include Leach’s storm-petrel, Brandt’s cormorant and pigeon guillemot. The refuge also supports the largest breeding colony of common murres south of Alaska and is the only pupping site on the north Oregon coast for the federally threatened Steller sea lion.



Three Arch Rock National Wildlife Refuge, Oceanside

- Cape Meares National Wildlife Refuge, established in 1938, consists of vertical coastal cliffs, rock outcroppings, and rolling headlands with old-growth forest dominated by Sitka spruce and western hemlock. This small refuge protects one of the last stands of old-growth coastal forest in Oregon. The vertical seacliffs around this headland support nesting seabird populations including Tufted Puffins and Pelagic Cormorants. Peregrine falcons also nest on the cliffs, and the recently delisted bald eagle forages on the headland.



Cape Meares National Wildlife Refuge

- The Bayocean Peninsula Park sits on the Bayocean Spit between the bay and the sea, with its gravel access road discreetly marked with one simple black and white signboard on an outside curve of the road. It is a county park offering one of the premier stops along the Oregon Coast Birding Trail as birders hike onto the spit for views of tundra swans, snowy egrets, green herons, and bald eagles.



Bayocean Spit

Historic Qualities

The Trees to Sea Scenic Byway roughly follows the route of the historic Wilson River Wagon Road, built in 1893, which was a key travel route established between Forest Grove and Tillamook. Today's Wilson River Highway follows parts of the Wilson River Wagon Road and is interpreted at the Tillamook Forest Center. Modern day scenic byway adventurers will be following in the footsteps of trappers, traders, and pioneer settlers from the sophisticated Willamette Valley in the east out to the wild west coast, past:

- The Bateman Century Farm & Log Cabin Inn across the Bateman Creek Bridge at Mile Marker 41 showcases the rich history of Oregon. The Bateman Century Farm has been held in the Bateman family for over 100 years. The tree farm on the property is managed with the philosophy to “grow high quality timber and leave the property in better condition than when they acquired it.”
- Across the highway, the Log Cabin Inn was part of the Bateman family's original homestead. It is said that one of the great Tillamook Burn fires started just at the edge of the homestead and flew west from there. Today the Log Cabin Inn is a restaurant serving traditional American breakfast and lunch.
- Remnants of Consolidated Timber Camp at Mile Marker 35.5 can be viewed across Gales Creek on the north side of the highway. After the 1933 Tillamook Fire, three major logging companies and landowners came together to form the Consolidated Timber Company. They were the Blodgett Company, Crossett-Western, and Henry F. Cheney. Consolidated Timber Camp was established in 1936 to facilitate the salvage of timber from the Tillamook Burn. Railroad track was laid from here west with many logging spurs off the main line. The camp included the large locomotive shed, which can still be seen today. By 1946, with most of the salvage completed, Consolidated was closed.



Log Cabin Inn

- The Gales Creek Overlook, near the eastern portal to the Tillamook State Forest features viewpoint parking, and visitor information and interpretation at Mile Marker 34. This site offers a view northward into the Gales Creek drainage of the Tillamook State Forest where a major forest fire began in August of 1933. This was the first of four major fires to burn in the area, later to become collectively known as the Tillamook Burn. A kiosk offers interpretation of the Tillamook Burn, information on the Tillamook State Forest, and general travel information. Interpretation of the massive reforestation effort, which followed the fires, one of the largest reforestation effort in U.S. history, is also provided at this site.

- Historic Works Progress Administration (WPA) rock masonry work can be viewed along the highway for the 20 miles between Mile Markers 33 – 13. One such feature is the stone masonry retaining wall on the south side near the crest . This is one of 58 rock masonry features along the Wilson River Highway that have been inventoried by ODOT. Examples of this work, completed in the 1930s by the WPA, can be viewed up-close at Footbridge Day-Use Area near Mile Marker 20. Interpretation of the rockwork is provided at the Sprague Wayside (Mile Marker 12). Stone masonry features include retaining walls, culverts, chutes, and steps.
- The Tillamook Burn Oregon Heritage Marker at Mile Marker 32.5 interprets the significance of the Tillamook Burn in Oregon history.
- The Devils Lake Fork Bridge at Mile Marker 32 was built under cooperative agreement by the US Public Roads Administration and the Oregon State Highway Commission in 1940. Repairs were made and new guardrails were installed in 2010. The historic approach columns still stand at both ends of the span.
- The Smith Homestead Day Use Area and Forest Learning Shelter at Mile Marker 23 is a great spot to stop and walk in the footsteps of the area's first settlers. Although the early structures are no longer standing, interpretive signs tell the story of early life there and a trail provides an opportunity to view the old homestead site. Great views of the Wilson River and the rocky face of nearby King's Mountain are seen just outside the shelter. Several fruit trees, and an old growth Oregon white oak, planted by homesteaders are still standing today.
- The Sprague Wayside, the entry portal to the Tillamook State Forest when approaching from the west at Mile Marker 12, was a stop on the early stagecoach line from Tillamook to the Willamette Valley as well as a work camp for the Works Progress Administration during construction of the highway. Interpretive signs here tell the story of the WPA and their work along the highway.
- The Hoquarton Interpretive Park and Trail, just to the left when crossing the new Hoquarton bridge on US Hwy 101 and the Sue H Elmore Park on the right, are community-driven projects designed to tell the story of the historic birthplace of the City of Tillamook that has served Tillamook residents for centuries. The Hoquarton Slough once provided the coastal native tribes a vital access to inland hunting and gathering sites. The name, Hoquarton, is believed to be derived from a Native American name meaning "the landing." In the late 1800s, European settlers used the Hoquarton for commercial trade and the site of their new town. Settlers initially used Hoquarton as one of the names for the town before settling upon Tillamook. Until 1911, when the railroad came into Tillamook, the slough was the principal connection to "the outside." The Coats Lumber Company was eventually located along the slough. Through the mid-20th century, logs from the famous Tillamook Burn were milled here. Today, interpretive signs tell the stories of those who once left footprints at the site.
- Bayocean, a community in Tillamook County, sometimes known as "the town that fell into the sea", was a planned resort community founded in 1906 on Tillamook Spit, a small stretch of land that forms one wall of the Tillamook Bay, along Bayocean Road. Bayocean's post office was established on February 4, 1909 and by 1914, the town's population was 2,000. Only a few decades later however, Bayocean had become a ghost town, having had many of its attractions destroyed by human-induced coastal erosion.

Scenic Qualities

While on the Trees to Sea Scenic Byway, travelers leave the suburban atmosphere of east Washington County and enter into a more quiet and tranquil landscape. From this pastoral area, with opportunities for discovering vistas along a side hike or bike ride up the Banks-Vernonia trail, the road ascends past marshes and rapids into the forest. This landscape is filled with canopies of tall coniferous and small deciduous trees, rushing waterfalls spring from what seems like nowhere, and moss hangs from every branch. It is a landscape of muted colors when draped with mist and filtered light, but vibrant with green growth and sparkling water when the sun is out. The route then crests over the pass, glides over the Devils Lake Fork Bridge through massive, landforms, and winds with the river out to the Tillamook valley.

As travelers pass through the dairylands, they will notice barns and buildings with the diverse, colorful quilt tiles of the Tillamook County Quilt Trail. Visitors can access more information about the quilt trail from the Latimer Quilt and Textile Center, located east of the intersection of Highway 101 and Wilson River Loop Road.

Then on to Netarts, a small community situated at the mouth of the Netarts Bay on Three Capes Scenic Loop. Near Mile Marker 2.5 on Highway 131, the two scenic routes overlap which allows the traveler to experience both routes for the remainder of the tour. In the Native American language of the local Killamook (Tillamook) tribe, “Ne ta at”, means “near the water.” Later, modernized spelling became Netarts.

There, at the ocean, the scenic qualities of the byway blossom as it passes through the stunning amphitheater occupied by the village of Oceanside, a cozy little hideaway overlooking a beautiful beach, which offers the ambiance of a quaint European village. Three Arch Rocks National Wildlife Refuge is located just off shore and can be viewed from the windows of most vacation rentals.

The byway route then turns onto Cape Meares Loop Road and continues to [Cape Meares State Park, a scenic viewpoint](#) which is situated on a headland, 200 feet above the Pacific Ocean. The park features tours of an 1890s lighthouse, the Sallie Jacobson Interpretive Kiosk and interpretive panels at key viewpoints. Cape Meares State Park has over three miles of hiking trails and a mile-long walking trail that winds through old-growth spruce trees including the state champion Sitka spruce and the uniquely-shaped Octopus Tree.

In winter and spring, this park is an excellent location for viewing whale migration. Cape Meares provides an excellent view of the largest colony of nesting common murrelets in the state, which is one of the most populous colonies of nesting sea birds on the continent.

Recreational Qualities

The Trees to Sea Scenic Byway provides access to camping, picnicking, rafting, kayaking, boating, swimming, biking, and hiking in the summer; fishing and hunting in the fall; and more fishing and boating in the winter and spring. Travelers can enjoy trails for hiking, mountain biking, horseback riding. Berry-picking and mushroom collecting are popular activities in the late summer and fall. Off-highway vehicle riding is another highly-popular activity.



Beginning with the most leisurely of hiking and biking trails and running the gamut to trails for experienced hikers and for more extreme sports, the opportunities for all ages and experience levels await the traveler along the route.

- Banks (population approximately 1,900) is the eastern portal to the scenic byway route. A full-service community, Banks is also the southern portal for the Banks-Vernonia State Trail. The trail is the first “rails to trails” linear state park in Oregon, following a 21-mile abandoned railroad bed running north to [Vernonia](#). The railway line dates back to the 1920s and was used for logs, lumber, freight and passengers. The trailhead is located on the northern edge of Banks and features flush toilets, drinking water, and an information kiosk providing area information.



Banks

- Rogers Camp trailhead is accessible near the Coast Range summit (Elevation 1,556 feet) at Mile Marker 33 where State Highway 6 crosses the spine of the Oregon Coast Range as it passes from Washington County to Tillamook County. Recreational trails for hikers, equestrians, mountain bikers, and OHV users are found throughout the Tillamook State Forest.
- Tillamook State Forest campgrounds at Gales Creek, Elk Creek, Jones Creek, and Keenig Creek, along with many designated forest campsites provide opportunities for several-day stays for visitors to immerse themselves in the forest.
- The Tillamook Forest Center, an Oregon Department of Forestry Interpretive and Education Center at Mile Marker 22, features an exhibit hall interpreting the past, present, and future of this dynamic forest, and encourages visitors to make new connections with the forest and its many values in their lives. Outside, visitors can climb a 40-foot lookout tower and watch for salmon from a 250-foot suspension bridge over the Wilson River. Bird watching is a favorite on-site activity here, and the center is listed as a stop on the Oregon Coast Birding Trail. A grove of Douglas-fir and grand fir trees, adjacent to the Center, is honored as a State Heritage Tree Grove, recalling the work of students who planted the trees in the 1950s.
- Footbridge Trailhead, an Oregon Department of Forestry parking and river access point at Mile Marker 19.5, is a popular day-use area that offers a spectacular view of the Wilson River as it flows through a narrow, cliff-lined notch. It also offers access via the footbridge to the Wilson River Trail across the river. The stone masonry stairs and retaining walls located on the south side of the bridge were built by the Works Progress Administration in the 1930s.



Tillamook Forest Center

- Mills Bridge boat launch at Mile Marker 8.5 is a prime example of the multiple river access points upstream and downstream to the Tillamook County Water Trail. The trail is a designated National Recreational Water Trail and is coordinated through a partnership of agencies and organizations including the United States Environmental Protection Agency, National Park Service, Oregon Department of Fish and Wildlife, Oregon Department of Forestry, Oregon State Marine Board, Tillamook County, and the Tillamook Estuary Partnership. In addition to providing access to the Wilson River, the water trail accesses a labyrinth of Tillamook Bay estuaries and continues into the open ocean itself.



- The county ADA-accessible fishing docks are located on Hwy 131 Mile Post 7, right after crossing the Tillamook River Bridge.

- The Bayocean Peninsula Park is a county park on the Bayocean Spit, which offers access for clam digging, fishing, hiking, biking, camping, wildlife watching, and equestrian trails. The trail follows the Tillamook Bay and leads you to the North Jetty and ocean beach, where you can find all sorts of beach treasures.

- Memaloose Point Park, one of seven county parks near Tillamook, offers wonderful views of Tillamook Bay and the surrounding area, along with a boat ramp and toilets for accessible fishing and bird watching facilities. Bald eagles are frequently seen in this area.



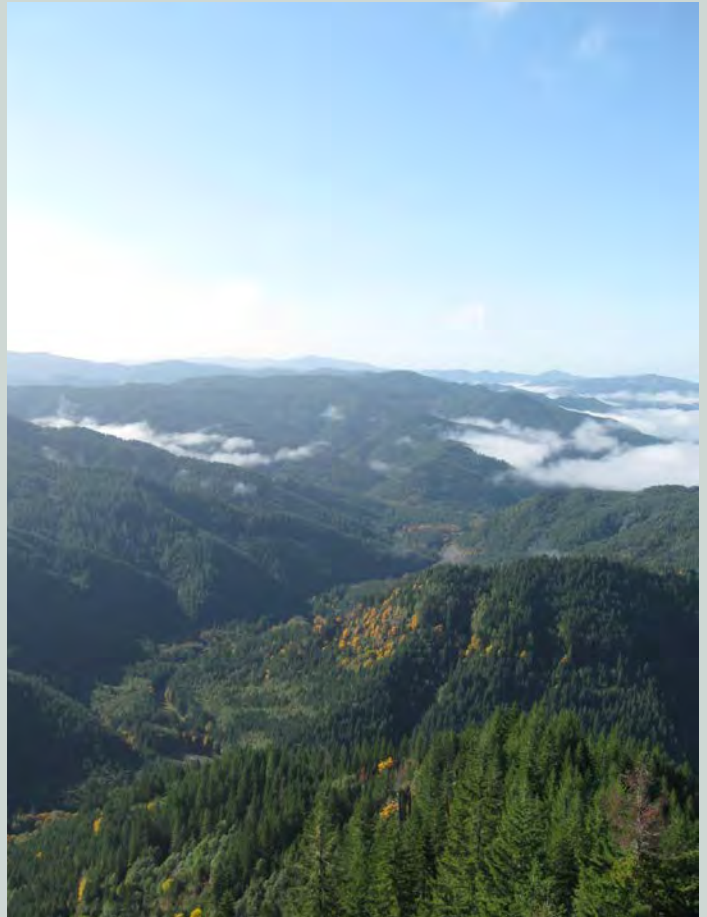
II. MANAGEMENT PLAN

Vision, Goals and Objectives:

Vision Statement

By traveling on the Trees to Sea Scenic Byway, one of Oregon's best kept secrets, visitors will discover and experience quintessential Oregon, featuring virtually everything people envision when they think of picturesque northwest Oregon:

- Rich, green farmlands
- Rugged, beautiful mountains
- Evergreen forests rolling from ridge to distant ridge
- Crystal-clear streams, home to salmon, steelhead and native cutthroat trout
- Forest trails for hiking, biking, off-highway vehicles, and horseback riding
- Waterfalls, wetlands, and estuaries
- Broad range of forest types and wildlife habitats across the spectrum of working forests on private and public land
- Resurrection of the Tillamook State Forest from the ashes of catastrophic wildfires
- Spectacular views of the Pacific Ocean
- Access to ocean beaches with whale watching and beach combing opportunities
- Restaurants and gift shops along with opportunities for world-class winetasting and cheese sampling
- A state-designated birdwatching trail
- State parks, county parks, and a historic lighthouse



Along this diverse route, visitors will gain an understanding of the active and productive farms and forests of northwest Oregon. Beginning with the Banks-Vernonia Trailhead, small woodlots, intermixed with farms and vineyards of the Tualatin Valley, continuing through the rugged Coast Range of the Tillamook State Forest (Oregon's largest state forest), traveling through the Tillamook dairylands on to the spectacular forested headlands of Cape Meares, overlooking the Pacific Ocean, interpretive opportunities along the way will immerse visitors in what it means to live with and work with the land.

And, to help travelers understand and appreciate sights along the way, the Tillamook Forest Center, located in the heart of the Tillamook State Forest, and the Tillamook County Creamery, located in the heart of the dairylands, interpret the cultural and natural history of this area and the importance of farms and forests in our lives today.

The Trees to Sea Scenic Byway will become a must-see for travelers wishing to experience northwest Oregon's beautiful western valleys, forest-rich coastal mountains, and spectacular Pacific coast.

Goals

1. Enhance economic development and diversification
2. Enhance the route for aesthetics, durability, and safety
3. Build identity for region
4. Expand and maintain quality visitor services and facilities

Objectives for Future

- 1) Build economic development and diversification
 - a) Strengthen collaborative marketing to facilitate and increase shoulder-season visits and visitor-night stays.
 - b) Develop and promote side trips and attractions to prolong visitor stays and encourage local resident exploration as a means of increasing revenue potential.
 - c) Encourage the development of recreational, culinary, and agri-tourism opportunities that benefit the scenic byway and local economy.
 - d) Use increased tourism to create employment opportunities.
- 2) Enhance the route for aesthetics, durability, and safety
 - a) Maintain or enhance present levels of natural, historic, cultural, and scenic resources on the byway.
 - b) Promote road improvements that expand the durability of the route and add safety features for all modes of transportation.
 - c) Plan for cooperative programs that both entertain and educate the visitor, thus increasing appreciation and understanding of the intrinsic values of the byway area.
 - d) Maintain rural lifestyle by maximizing length of visitor stays, not volumes of visitors, directing tourism impacts to sustainable times and locations, and interpreting active farm and forest practices.
 - e) Lend credence to programs and policies that support the protection and enhancement of the resources and intrinsic qualities of the scenic byway.
- 3) Build identity for region
 - a) Work closely with Visit Tillamook Coast, Washington County Visitors Association, and other partners to shape identity and increase awareness for potential visitors through collaborative marketing and interpretation.
 - b) Assist in maintaining the rural lifestyle, small town ambiance, and the friendly, authentic feel of the area by sharing the stories of past and present residents and their livelihoods with visitors to the scenic byway.
- 4) Maintain quality visitor services and experiences
 - a) Conduct an inventory and needs assessment of the current attractions and services along the byway.
 - b) Using the inventory/assessment, prepare a recommendation to maintain services, amenities, and attractions in communities along the scenic byway with appropriate visitor information and interpretation in these communities.
 - c) Enhance existing services and interpretive opportunities through private and public partnerships.

Management (protection) Strategy:

Agricultural/Forestry Quality Management Strategies:

The wineries, dairies, farmlands, tree farms, and forestlands along the byway are largely protected by state farm and forest land zoning designations, as implemented by Washington and Tillamook Counties.

These are in addition to ODF's Forest Management Plan in the Tillamook State Forest itself and the Oregon Forest Practices Act on private lands. For more detailed descriptions of their protective measures, the following information on existing ODF management plans was supplied by the Tillamook District Forester:

[NW Oregon State Forests Management Plan](#)

[Forest Grove District Implementation Plan](#)

[Tillamook District Implementation Plan](#)

[Forest Practices Act \(FPA\)](#)

There are existing scenic protections already in effect through the Forest Practices Act (FPA). This law recognizes that roadside buffers enhance the appearance of key Oregon roadways for the enjoyment of the motoring public while traveling through forestland. Therefore, the FPA set specific protection requirements in place for designated scenic highways. The FPA designated Highway 6 on the scenic byway route as a visually sensitive corridor, but did not do so for Highway 131. On Highway 6, operators must retain a screen of trees along the route, conduct any harvest operations under a special set of the parameters, and clean-up/replant on an accelerated schedule.

The State Forester may make exceptions to this rule for such things as increasing highway safety or enhancement of distant vistas, but:

- Major debris from harvest must be removed quickly from roadways.
- Replanting of a harvest site along designated scenic highway must occur within one year of harvest, rather than the usual two years.

For more detail on protection exceptions, see Oregon Revised Statute 527.755 (3).

Being that part of the goals and objectives of this byway are to highlight common agricultural and forestry practices, no additional limitations on those practices will be imposed as part of this management plan. Conversely, efforts will be made as part of this plan to interpret those practices to the traveler and to contain any observation interfaces appropriately so that byway visitors will not interfere with those practices.

Natural Quality Management Strategies:

The coastline along the byway is largely protected by state coastal and estuary zoning designations, as implemented by Tillamook County. Again, this is in addition to state and county park ownerships, each with their respective plans.

Along the route, the Cape Lookout Management Unit of the Oregon Parks and Recreation Department (OPRD) includes both the Symons State Scenic Viewpoint and the Cape Meares State Scenic Viewpoint under its care and protection.

The State Marine Board implements the 1994 Territorial Sea Plan, which protects the Three Arch Rocks National Wildlife Refuge by taking the following actions to reduce or eliminate disturbance to marine wildlife from human uses and activities at Three Arch Rocks:

1. An area 500 feet wide around the principal rocks at Three Arch Rocks National Wildlife Refuge is designated for closure to boats from May 1 to September 15. This buffer also prohibits transit through the closed area including the arches of the rocks.
2. A permanent 2000-foot minimum altitude, enforced by the Federal Aeronautics Administration, is designated for aircraft within one-half mile of Three Arch Rocks.
3. A coordinated program to educate and inform boaters, aircraft pilots, and others of marine wildlife values on and near Three Arch Rocks and other sites and the need to exercise caution and responsibility to protect wildlife from disturbance on the rocks as well as in the surrounding water has been implemented.



Three Arch Rocks National Wildlife Refuge

To help plants and wildlife, Oregon coastal refuge staff use a variety of habitat management techniques to maintain, recover, or enhance plant and wildlife values. Public and private partnerships with the National Wildlife Refuge System bring innovative approaches to solving land management and water disputes in the most environmentally protective manner.

The nine islands of Three Arch Rocks NWR can be viewed from Cape Meares State Scenic Viewpoint and Oceanside Beach State Recreation Site, both managed by OPRD. Refuge staff work closely with OPRD to maintain visitor use facilities, develop interpretive programs, and recruit volunteers to provide interpretation to visitors at these sites.

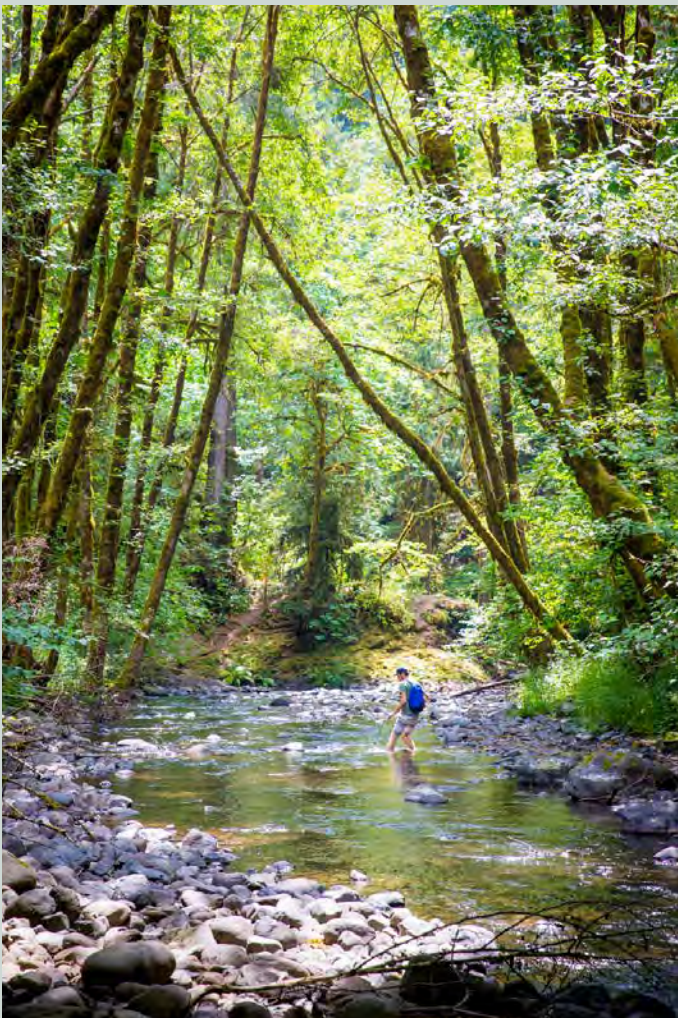
Tillamook County Parks manages both the Bayocean and Memaloose public recreation areas. Tillamook County received most of the Bayocean private lots through tax foreclosure long ago, and now the spit is essentially a natural area, zoned for recreation management. Bayocean Spit, adjacent to the community of Cape Meares, has unique wildlife habitats such as nesting areas for snowy plover. These areas are protected by a Goal 17 significant shoreland habitat designation in the Tillamook County Comprehensive Plan. Several zoning overlays also apply to the spit, such as the beaches and dune overlay and the tsunami risk zone, which prohibit development in this unsuitable location. The Tillamook County Comprehensive Plan describes Bayocean Spit as an exceptional aesthetic resource to be protected.

The water trailheads and estuaries within the City of Tillamook are protected by riverine and estuary overlays & setbacks, along with the city's 2012 Parks and Recreation Master Plan.

Additional inland natural areas are protected by other agencies' management including the Tillamook State Forest through the ODF State Forests Management Plan, and the Killin Wetlands by Metro Regional Government.

The byway designation will complement such protections by interpreting its qualities to byway visitors so that they can help preserve and care for them.

Tillamook State Forest



Historic Quality Management Strategies:

The majority of the historical features along the byway are located within the Tillamook State Forest. These features are protected by ODF's State Forests Management Plan, which mandates a tier of protective measures:

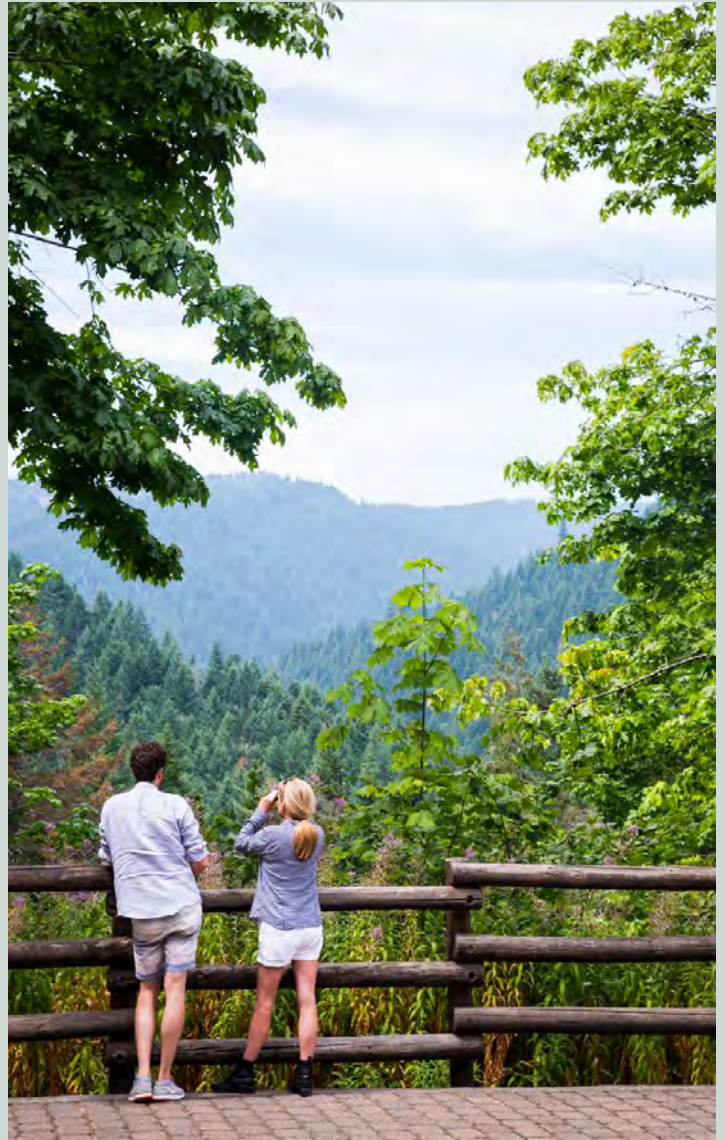
Pre-Historic Archaeological Sites created or used before Euro-American inhabitancy, such as lithic quarries, camps, villages, burials, and sites of objects such as symbols, tools, and facilities, along with Historic Archaeological Sites created or used by humans after Euro-American inhabitancy, which are at least 75 years old, are excluded from any forest management activity in order to protect sites from any excavation, alteration, disturbance, or removal of remains. If disturbance is necessary and detrimental to structure/site integrity, then a State Historic Preservation Office (SHPO) Archaeological Permit is required for any disturbance in the immediate area.

Historic Sites created or used by humans after Euro-American inhabitancy, such as shipwrecks, homesteads, camps, towns, monuments, bridges, tunnels, trestles, rockwork, grave sites and cemeteries, which are at least 50 years old, are treated the same as above, except that a SHPO Archaeological Permit is not required.

The Century Farm program, which designated the Bateman Century Farm, is a statewide recognition program honoring farmers and ranchers who have worked the same land for at least 100 years. The program is administered through the Oregon Farm Bureau Foundation for Education and is partially funded through a partnership of the Oregon Farm Bureau, Wilco, Oregon State Historic Preservation Office, and OSU Libraries' University Archives, but it does not provide any protective measures.

Those historic features within the City of Tillamook are protected by the city's parks master plan.

The byway will further complement existing protections by interpreting those qualities to byway visitors so that they can help preserve and care for them and, in the case of unprotected resources, help to protect them by creating an economic value that will incentivize their care and enhancement.



Tillamook Forest Center

Scenic Quality Management Strategies:

Inland, the other, more subtle scenic qualities are protected by ODF's State Forests Management Plan. The scenic resource strategies from the Northwest Oregon State Forests Management Plan FINAL PLAN April 2010, starting on page 4-105, recognize that landscape aesthetics are a public resource, and that forest management activities such as timber harvest and road construction can greatly affect the visual quality of the landscape.

Highway 6 and its visual values, as a highly sensitive area, takes precedence over the growing and harvesting of trees and other incompatible resource uses. By applying visual landscape analysis and design principles, timber harvest can occur in proximity of the route, but it is subject to a full array of silvicultural treatments, harvest methods, and logging systems that effectively apply landscape design principles. The timber harvest that may occur in these areas will probably only be for salvage, stand health, or scenic enhancements, but methods could include various degrees, combinations, and shapes of clearcutting, patch cuts, commercial thinnings, and partial cuts.

On this tumultuous coast, there is little that can protect against the ravages of nature, which sculpted the scenery so dramatically in the first place, but the scenic attributes of the coastline are protected from man's structural and landform modifications by the national wilderness and wildlife refuge designations on the offshore sea stacks, along with the Oregon State Parks ownership on the mainland, each with their respective plans.

The three large and six smaller sea stacks of the United States Fish and Wildlife Service's Three Arch Rocks National Wildlife Refuge are massive and can be seen from miles away. The related protective measures were described in the Natural Qualities section of this plan.

OPRD provides the management and protection of the Symons and the Cape Meares State Scenic Viewpoints.

Recreational Quality Management Strategies:

The access to camping, picnicking, rafting, kayaking, boating, fishing, swimming, biking, and hiking is protected by ODF, state, county, and city parks ownerships, each with their respective plans. The scenic byway will accentuate these opportunities as well as promote the development of greater private recreational enterprises.

The Tillamook Comprehensive Recreation Management Plan, adopted by the Board of Forestry in 1993 and updated in 2000, provides direction for the recreation program in the Tillamook State Forest (Tillamook and Forest Grove Districts). It includes an updated action plan, which details objectives and specific actions for management of a variety of recreational uses in the forest. Implementation of this action plan has been underway since 1993.

Enhancement Strategy:

Proposed Enhancements:

At a minimum, the route and its qualities will be enhanced for visitors by taking the following steps:

The visitor experience on the route will be further enhanced by a wide variety of partners (City of Banks and its chamber of commerce, Washington County Visitors' Association, Washington and Tillamook Counties, ODF, Visit Tillamook Coast, Tillamook Area Chamber of Commerce, and City of Tillamook).

<u>Feature</u>	<u>Existing Situation</u>	<u>Enhancement Strategy</u>
In Banks, a new intersection at Hwy 47 and NW Cedar Canyon Rd and NW Banks Rd	Congestion	The city of Banks is improving this intersection as it is the beginning of the Banks-Vernonia Trailhead, the Salmonberry Trail, and <i>Trees to Seas</i> Scenic Byway
Killin Wetlands	Summer 2018 completion	Metro Regional Government, in coordination with Audubon Society, has a plan for parking, natural landscaping, and interpretive kiosks and signs
Tillamook Cheese Visitor Center	Under renovation	Plans are approved, funded & underway on a vastly expanded 38,500 square foot center, with a large café and retail attractions, along with enhanced visitor viewing of cheese making and packaging, capable of handling over 1.5 million visitors per year and their parking; open in 2018 & can include interpretive kiosks and routing signage.
Sue H. Elmore and Hoquarton City Parks	Under renovation	Plans are approved and funded for improved highway side kayak launching, including ADA parking, & restrooms on one side of Hwy 101 and transit stop, picnic shelter, natural interpretive signage, and fishing docks; open in 2018 & can include routing kiosks.
Cape Meares Loop Road	Still blocked due to landslide; however, lighthouse is still accessible	County to realign above landslide and construct new connection in the year 2020 restoring loop

Interpretive Strategy:

Inspiration for the interpretive stories and design guidelines will be derived from the regional agriculture, fishery, and forestry heritage along the route, coupled with its abundance of recreational, natural, and cultural discoveries.

An example would be to take the educational opportunity interpreting how forests were be managed over time versus how they are managed today. Such themes will be used to build discussions as to how those attributes will be preserved or modified in the future.

Connecting travelers with interpretive opportunities can be accomplished through a variety of media ranging including signage, mobile apps, social media, and existing outlets such as the Forest Talk radio, 1610 AM. Broadcasting from the Tillamook Forest Center, and covering six miles of the byway, the Forest Talk radio currently provides interpretive information on the Tillamook State Forest including natural and cultural history, forest management topics, and recreation opportunities.

A key interpretive treasure already anchors the proposed byway: the [Tillamook Forest Center](#). The center serves as the central information point for visitors traveling this route between the Willamette Valley and the coast and features an exhibit hall interpreting the past, present, and future of this dynamic forest.

The Tillamook Forest Center encourages visitors to make new connections with the forest and its many values in their lives. Staff offer interpretive programs for visitors and education programs for school groups. Outside, visitors can climb a 40-foot lookout tower and watch for salmon from a 250-foot suspension bridge over the Wilson River. Bird watching is a favorite on-site activity here, and the center is listed as a stop on the Oregon Coast Birding Trail.

A grove of Douglas-fir and Grand Fir trees, adjacent to the Tillamook Forest Center, is honored as a State Heritage Tree Grove, recalling the work of students who planted the trees in the 1950s.

Near the Tillamook Forest Center, the Smith Homestead Historic Area Day Use Area and Forest Learning Shelter near Mile Marker 23, is a great place to stop and walk in the footsteps of the area's first settlers.

Although the early structures are no longer standing, interpretive signs tell the story of life here and a trail provides an opportunity to view the old homestead site. The Forest Learning Shelter is used by school groups as a base for their forest discovery activities. The shelter is available to rent for meetings, reunions, weddings, and other special events. The site is ADA-accessible with restrooms, an information kiosk, and several picnic sites available at no charge. Great views of the Wilson River and the rocky face of nearby King's Mountain are seen just outside the shelter.

The Sprague Wayside, the entry portal to the Tillamook State Forest when approaching from the west at Mile Marker 12, was a stop on the early stagecoach line from Tillamook to the Willamette Valley as well as a work camp for the Works Progress Administration during construction of the highway. Interpretive signs here tell the story of the WPA and their work along the highway and traveler information is presented on a kiosk.

From such incredible launching pads, a fully-integrated interpretive strategy for the entire route will need to be developed based upon the following premises:

- Interpretive services will focus on providing high-quality visitor experiences, mitigating impacts to cultural, historical and natural resources, and helping to diversify local economies.
- The partners, working cooperatively along the byway, will strive to find consistent and reliable funding sources to ensure that byway interpretive facilities and services are of the highest-quality, well maintained, and updated for the traveling public.
- Specific site plans may need to be developed for each portal, information center, and proposed wayside. Universal accessibility, storm access, and highway sight distances are especially important.
- Portals will provide visitor information and orientation and sense of arrival.
- This plan seeks to enhance and support existing tourism efforts, such as tying in to Visit Tillamook Coast and Washington County Visitors Association promotions, the thematic design of the new Tillamook Creamery Visitors' Center, and Three Capes Scenic Loop tours.

Interpretive story lines will be enhanced and the appropriate media to tell them will be used. The developed Banks-Vernonia Trailhead in Banks at the start of the scenic byway will need to be enhanced with a recognizable theme and signage as it is the first place travelers from the east of the route (including Portland) can get information about the route. Potential partnership with Oregon State Parks will be pursued in order to share the information kiosk, so it also includes information about the scenic byway. As visitors explore the route there will need to be additional signage that will reassure them that they are still on the byway.

The interpretive strategy developed will be based on a number of assumptions about the current and anticipated future use of the area. Significant changes in visitor use, partners or management policies may require modifications to the plan.



Banks-Vernonia Trailhead in Banks

Roadway Strategy:

The roadway will be maintained to promote safe travel by each of the two road authorities (ODOT and Tillamook County). Beyond routine road maintenance, the only planned improvement along the route at this time is Tillamook County's realignment and construction of a new connection on the Three Capes Scenic Loop north of the Lighthouse, which will serve to greatly enhance the byway's scenic, natural, historic, and recreational qualities.

The qualities of the route will be maintained by each of the five land use authorities (City of Banks, Washington County, ODF, Tillamook County, and City of Tillamook).

Outdoor Advertising Control Strategy:

State law addresses outdoor advertising control adequately outside of county commercial/industrial zones and cities. Tillamook County's rules inside of its industrial zone and the sign regulations of the Cities of Tillamook and Banks were verified for the protection. They were found to provide adequate protection against the proliferation of off-premise signs (please see Appendix 4 for full copies of the regulations).

Future Sign Strategy:

Identification signs will use the Trees to Sea Scenic Byway logo. Both the east and west portals of the Trees to Sea Scenic Byway will have distinct identification markers to let travelers know they are entering the scenic byway's road system. At entrances that are not on a State Highway, ODOT will pay for two entrance signs, with separate logo sign, free of charge. This provision allows ODOT to locate the east entrance sign by the Banks-Vernonia Trailhead on a Washington County road and the west entrance sign on a Tillamook County road by the Cape Meares Lighthouse. The Design Services division of Oregon State Parks has indicated their tentative willingness to include scenic byway entrance signage or, at a minimum, brochures in the kiosk in Banks and to help with the Cape Meares signs.



Along the route, markers will include metal signs posted directly below state highway identification signs where permitted by ODOT. Other markers will be placed as needed to identify each of the corridor's roads as being on the scenic byway. Key internal locations are at the Wilson River Loop intersection, critical turns in Tillamook, and at each end of the future loop. Reassurance signs are allowed at no more than one per every 10 miles; that parameter will allow for six reassurance signs on the Trees to Sea Byway.

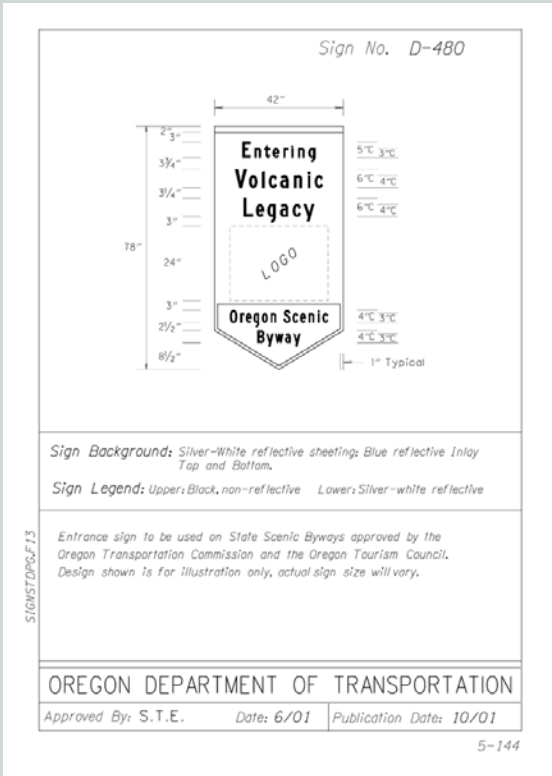
This plan does not include design illustrations for any scenic byway signs. Those will be created in consultation with state and county transportation staff at the appropriate time after designation.

All signs identifying the scenic byway will be created with guidance from ODOT in full compliance with state regulations. For reference, ODOT's Scenic Byway Logo Signing Guidelines manual will be used. Where appropriate, Tillamook City and County, and Washington County road departments will be consulted to comply with each jurisdiction's requirements.

It should be noted that Visit Tillamook Coast, one of the co-sponsors of the scenic byway has created a Tillamook Coast Wayfinding Master Plan for the entire County (see Appendix 6). This plan will assist the scenic byway by installing entrance signs along Highways 6, 101, and 131 for the City of Tillamook, along with additional gateway signage and kiosks at key locations to guide the visiting public. All signs must meet ODOT standards on State Highways, one example of which is provided below.

After approval, the byway partners will supply a proposed logo design that, upon agreement, will lead to a detailed sign plan. The subsequent sign plan will describe location, lead ordering/manufacture and installation agency, and estimated costs for manufacture and installation.

All of the road authorities are willing to install and maintain the required marker signs as indicated in Appendix 3.



Route Steering Committee:

At this time the Route Steering Committee is synonymous with ODF's Working Group; however, after designation, the ongoing Trees to Sea Scenic Byway Steering Committee primary partners will consist of, at a minimum:

- Visit Tillamook Coast
- Washington County Visitors Association
- Oregon Department of Forestry

At that time, the working group will lay out the parameters of how often they meet, what decisions they make, how they are empowered to make those decisions, and how they will keep the plan current over time.

The steering committee will continue to cooperate with federal and state land management agencies, the Oregon Department of Transportation, businesses, Native American Tribes, special use permittees, and other partners.

Marketing Strategy:

The target market for visitors to the scenic byway includes local residents, their visiting friends and relatives, and general visitors to the Oregon Coast and Tualatin Valley from Oregon and around the world.

The competition for visitors to the Trees to Sea Scenic Byway depends on the experience the potential visitor is seeking to enjoy. National competition comes in the form of other designated scenic byways and all-American roads. However, the experiences along the Trees to Sea Scenic Byway are not duplicated in these other areas and with the world-wide reputation of the Tillamook Creamery and the Oregon Coast, this area is on most "want to visit" lists.

The Portland International Airport is located just 37.3 miles from the Banks/Vernonia Trail, the east start of the scenic byway. This airport is served by multiple airlines with extensive connecting systems reaching much of Europe, Africa and Asia. International visitors often choose to come for a visit to Oregon because of the scenic beauty and natural wonders making it high on the "to do" list for visitors.

For those already here in Oregon, it is sometimes a choice between the drive to the Oregon Coast and the Cascades. The sights, and scenic beauty of the two choices are very different, therefore many visitors make time to have both experiences.

A core strategy goal will be to create the byway as a destination that a visitor will want to explore for more than one day, thus increasing the visit stays to several days in the scenic byway area. This will be accompanied by an emphasis on the spring, winter, and fall months as excellent times to enjoy the many natural, scenic and recreational qualities of the scenic byway. This will assist in spreading the visitor traffic over the entire year to support growth and sustain businesses.

Another objective will be to focus mid-week business as another target for growth. Many people look for the less-crowded time to travel or have work schedules that give them time off during the traditional work week. Vacationing visitors are able to visit throughout the year.

The marketing strategy for the Trees to Sea Scenic Byway will be integrated with marketing plans prepared and managed by several local destination marketing organizations including Visit Tillamook Coast, Washington County Visitors Association, and the Oregon Coast Visitors Association, along with the Banks and Tillamook Area Chambers of Commerce. Each organization has marketing strategies for the area encompassing the scenic byway route that include advertising and media campaigns, as well as visitor information brochures and magazines.

Travel Oregon can assist in marketing the Trees to Sea Scenic Byway by combining it with the other scenic byways (Pacific Coast Scenic Byway/All-American Road and the Three Capes Scenic Loop) in the region to create a loop to loop tour.

This tour has camping along the way as well as hotels and lodging hubs, vacation rentals, and Airbnb lodging in Banks, Tillamook, Netarts, and Oceanside and many offshoot communities. The attractions and services along the entire route will be inventoried and featured in a printed brochure/guide and on a website.

Current marketing tools for promotion of the scenic byway include the [Visit Tillamook Coast Guide](#). The magazine includes feature articles, photography, and route maps for driving the region. This publication is supported by paid advertisements and features many of the facilities and services available to visitors along the byway route.

The Washington County Visitors Association also will include a feature article and route maps in its annual [Tualatin Valley Visitors' Guide](#). This publication is published by the Washington County Visitors Association and features attractions, hotels, and services available to visitors to the Tualatin Valley.

A similar publication is the annual free magazine produced by the [Oregon Coast Visitors Association](#). This publication features stories about coastal experiences and listings for all facilities, attractions, and services in the area.

Funding Strategy:

The following section outlines the funding strategies for signage, enhancement, interpretive opportunities, and marketing:

- Entrance and assurance signage: The funding for the two entrance signs will be paid for by ODOT. ODOT will install signs on Highway 47 and Tillamook County will install on Cape Meares Loop. The remaining assurance signs and installation of the signs will be supported by the byway's partners.
- Enhancement: Funds will be generated by securing capital grant funds as they become available, as well as by leveraging already-committed or slated projects generated by the byway's partners.
- Interpretive strategy: Partners will seek out additional funding sources, which may include securing capital grant funds as they become available, as well as leveraging already-committed or slated projects generated by the byway's partners.
- Marketing strategy: Partners will fund mutually-beneficial marketing endeavors, including incorporating the byway into partners' existing marketing programs.

III. Appendices

Appendix 1

Letters of support from agencies with land use planning authority along the route indicating support of route and corridor management plan and letters from Washington County Visitors Association and Visit Tillamook Coast that confirm co-sponsorship.



Oregon

Kate Brown, Governor

Department of Forestry

Tillamook Forest Center
45500 Wilson River Highway
Tillamook, OR 97141
(503) 815-6800
FAX (503) 842-2663
www.tillamookforestcenter.org



Oregon Scenic Byways Committee
Statewide Programs Unit, Active Transportation Section, ODOT
555 13th Street NE, Suite 2
Salem, OR 97301

01/12/2018

Dear Scenic Byways Committee Members,

The Oregon Department of Forestry (ODF) has been involved in all phases of the Scenic Byways designation project, from pre-application to the completion of the management plan. ODF has contributed hundreds of hours of in-kind staff time in support of this designation.

ODF will continue to be a source of support for the Scenic Byway and be active on the steering committee, providing ongoing in-kind staff time and expertise towards implementing the management plan.

Sincerely,

Fran McReynolds
Director

Copy: Andy White, Northwest Oregon Area Director



March 21, 2017
Oregon Department of Transportation

**LETTER OF SUPPORT FOR
Corridor Management Plan for the Trees to Seas Scenic Byway**

Hello,

This letter is in support of the Scenic Byway Corridor Management Plan for the Trees to Seas Scenic Byway. This designation will have a positive effect on tourism in Tillamook County as more people will choose Highway 6 for their travel to the coast, and then onto Highway 131, directly benefiting all the communities along the way.

With this designation, Visit Tillamook Coast, the official tourism organization for Tillamook County, will provide continuous marketing and promotions support. We intend to provide the following:

- Press release to regional/West Coast media about the designation
- Website landing page with map and scenic attractions on Highways 6 and 131
- Page in the Tillamook Coast Visitor Guide
- Blogs and media articles on the Byway
- Frequent mentions on Facebook and other social media channels

All of this will be done as part of our own tourism marketing and promotions campaigns, and under our tourism budget. A Scenic Byway is a destination driver that brings economic benefit to our communities. We are thrilled to help with this endeavor, and look forward to working with other agencies to promote this new byway.

Sincerely,

Nan Devlin
Tourism Director
Visit Tillamook Coast
4301 Third Street
Tillamook OR 97141
nan@tillamookcoast.com
503 842-2672
www.tillamookcoast.com



Washington County Visitors Association

May 3, 2017

Oregon Scenic Byways Committee
Statewide Programs Unit, Active Transportation Section, ODOT
555 13th Street NE
Suite 2
Salem, OR 97301-4178

RE: Trees to Seas Proposed Scenic Byway

Dear Scenic Byways Committee Members:

The Washington County Visitors Association (WCVA) fully supports the designation of the proposed "Trees to Seas" Scenic Byway. The designation of this Scenic Byway, which starts in the city of Banks, in Washington County, would be a tremendous tourism asset to the Tualatin Valley.

The "Trees to Seas Scenic Byway, in tandem with the existing Vineyard and Valley Scenic Tour Route, will continue to position the Tualatin Valley as a vital gateway between Portland and the Oregon Coast.

As the designated destination marketing organization for Washington County and the Tualatin Valley, the WCVA will work with the byway proponents to promote the route to out-of-area visitors as part of our overall tourism marketing program.

We look forward to the Oregon Department of Transportation's approval of the Trees to Seas Byway and the Corridor Management Plan.

Cordially,

Carolyn E McCormick
President and CEO

Washington County Visitors Association 12725 SW Millikan Way, Suite 210, Beaverton, OR 97005
TEL: 503.644.5555 1.800.537.3149 FAX: 503.644.9784
tualatinvalley.org



210 Laurel Avenue • Tillamook, OR 97141
Phone 503-842-2472 • Fax 503-842-3445

March 1, 2017

Oregon Scenic Byways Committee
Statewide Programs Unit, Active Transportation Section, ODOT
555 13th ST NE, Suite 2
Salem, OR 97301-4178

RE: Trees to Seas Scenic Byway

Dear Committee Members,

This letter is to indicate the City of Tillamook's support of the designation of the proposed Trees to Seas Scenic Byway proposal on Highway 6 and Highway 131.

The City believes the scenic byway will provide a great range of benefits to our economy and increase community pride. We believe that we have a bountiful variety of natural and community attractions to offer the traveling public.

The City Council has discussed a number of options for routing the byway through the city but came to no definitive conclusion and is willing to allow the final designation to evolve out of the public participation process.

We look forward to seeing the designation proceed through the approved process and be promoted through Travel Oregon's beautiful marketing materials.

Thank you for this wonderful opportunity for the Tillamook community.

Sincerely,

Suzanne Weber
Mayor

City Manager
(503) 374-1829

Planning
(503) 842-3443

Public Works & Utilities
(503) 842-2343

City Recorder/Finance
(503) 842-3450

City Police
(503) 842-2522

Urban Renewal
(503) 374-1830

Tillamook County



Land of Cheese, Trees and Ocean Breeze

Board of Commissioners
Bill Baertlein, Tim Josi, David Yamamoto
201 Laurel Avenue
Tillamook, Oregon 97141
Phone 503-842-3403
Fax 503-842-1384
TTY Oregon Relay Service

March 14, 2017

Oregon Scenic Byways Committee
Statewide Programs Unit, Active Transportation Section, ODOT
555 13th ST NE, Suite 2
Salem, OR 97301-4178

RE: 'Trees to Seas' Scenic Byway

Dear Committee Members,

This letter is to indicate Tillamook County's support of the designation of the proposed 'Trees to Seas' Scenic Byway proposal on Highway 6, Wilson River Loop, Highway 131, and Bayocean Road.

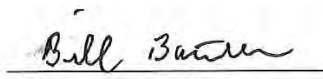
The Tillamook County Commissioners feel that this Scenic Byway will enhance our County's economic development potential and increase tourism. We are in favor of the Byway turning north off of Highway 6 to direct visitors towards the Tillamook Creamery before heading west to Cape Meares Lighthouse.

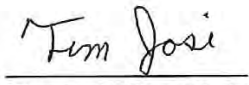
We look forward to seeing the 'Trees to Seas' Corridor Management Plan approved by the Oregon Department of Transportation and the route being promoted for our visitors.

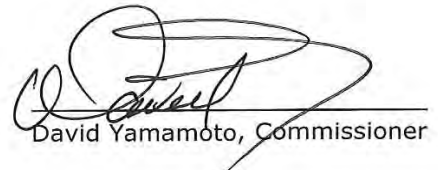
Thank you for helping to make this wonderful opportunity a reality.

Sincerely,

BOARD OF COMMISSIONERS FOR TILLAMOOK COUNTY, OREGON


Bill Baertlein, Chair


Tim Josi, Vice Chair


David Yamamoto, Commissioner



March 10, 2017

Oregon Scenic Byways Committee
Statewide Programs Unit, Active Transportation Section, ODOT
555 13th ST NE, Suite 2
Salem, OR 97301-4178

RE: Trees to Seas Scenic Byway

Dear Committee Members,

On behalf of the Banks City Council, I am writing to you in support of the designation of the proposed Trees to Seas Scenic Byway proposal on Highway 6 and Highway 131. We are a small, rural community with a population of just under 2,000 people. The City of Banks is committed to enriching our community by effectively managing resources, providing for sustainable growth and long term stability. Recreational opportunities are important to our quality of life, and we welcome the proposed Trees to Seas Scenic Byway.

City Council believes that the Scenic Byway will benefit our economy and increase community pride. We also believe that we have the perfect starting point for the Scenic Byway at the Banks - Vernonia Trail.

We look forward to seeing the designation process proceed with the Oregon Department of Transportation.

Thank you for this wonderful opportunity.

Sincerely,

Peter C. Edison
Mayor

13680 NW Main Street, Banks, Oregon 97106
Phone: 503-324-5112 Fax: 503-324-6674 TTY 1-800-735-2900

The City of Banks is an Equal Opportunity Employer and Provider



WASHINGTON COUNTY OREGON

May 15, 2017

Oregon Scenic Byways Committee
Statewide Programs Unit, Active Transportation Section, ODOT
555 13th ST NE, Suite 2 Salem, OR 97301-4178

RE: Trees to Seas Proposed Scenic Byway

Dear Committee Members:

This letter is to express Washington County's support for designation of state highways between the City of Banks and Cape Meares as the "Trees to Seas Scenic Byway," and support for the related Corridor Management Plan. Upon request of the Scenic Byway proponents – Tillamook Forest Heritage Trust and the Oregon Department of Forestry – the County has reviewed the intended route and management plan. That portion of the route that traverses Washington County will follow a short segment of Highway 47 in Banks before heading west along Highway 6, mainly through Exclusive Farm Use and Exclusive Forest Conservation areas where primary activities are farming and forestry. Scenic Byway designation of the affected route does not appear to create significant risk of conflicts with these uses or others allowed by the County's Rural Natural Resource Plan. We anticipate effective partnership and coordination on the part of the proponents to see that the Scenic Byway remains a positive amenity compatible with its surroundings.

The Board of Commissioners appreciates that the proposed Scenic Byway may boost tourism to rural Washington County's natural and scenic areas, and historic and cultural sites, bringing potential for economic growth in communities along the route.

We look forward to the Oregon Department of Transportation's approval of the Trees to Seas Scenic Byway designation and the associated Corridor Management Plan.

Sincerely,

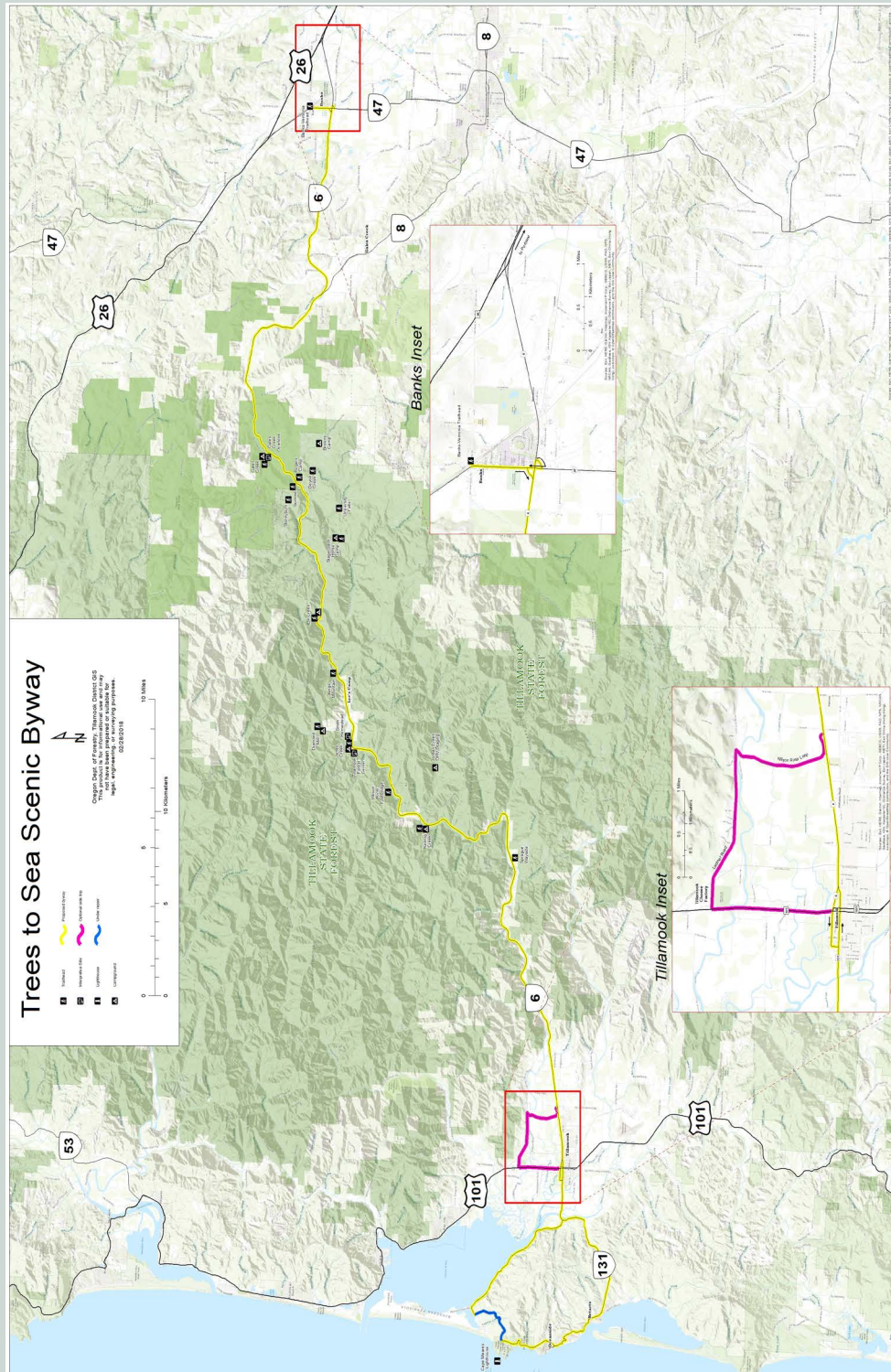
Andy Duyck, Chairman
Washington County Board of Commissioners

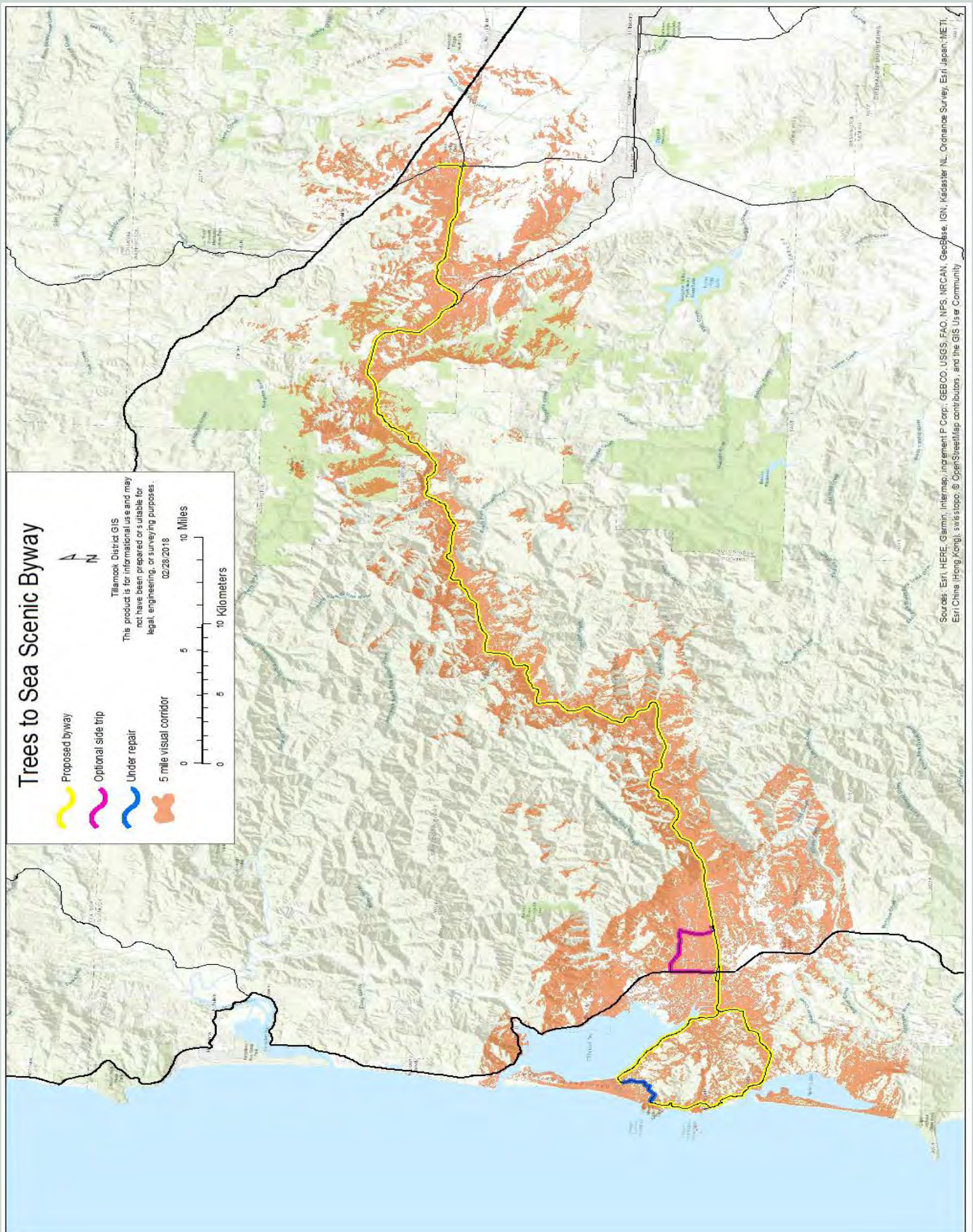
Board of Commissioners
155 N. First Avenue, Suite 300, MS 22 Hillsboro, OR 97124-3072
Phone: (503) 846-8681 * fax: (503) 846-4545

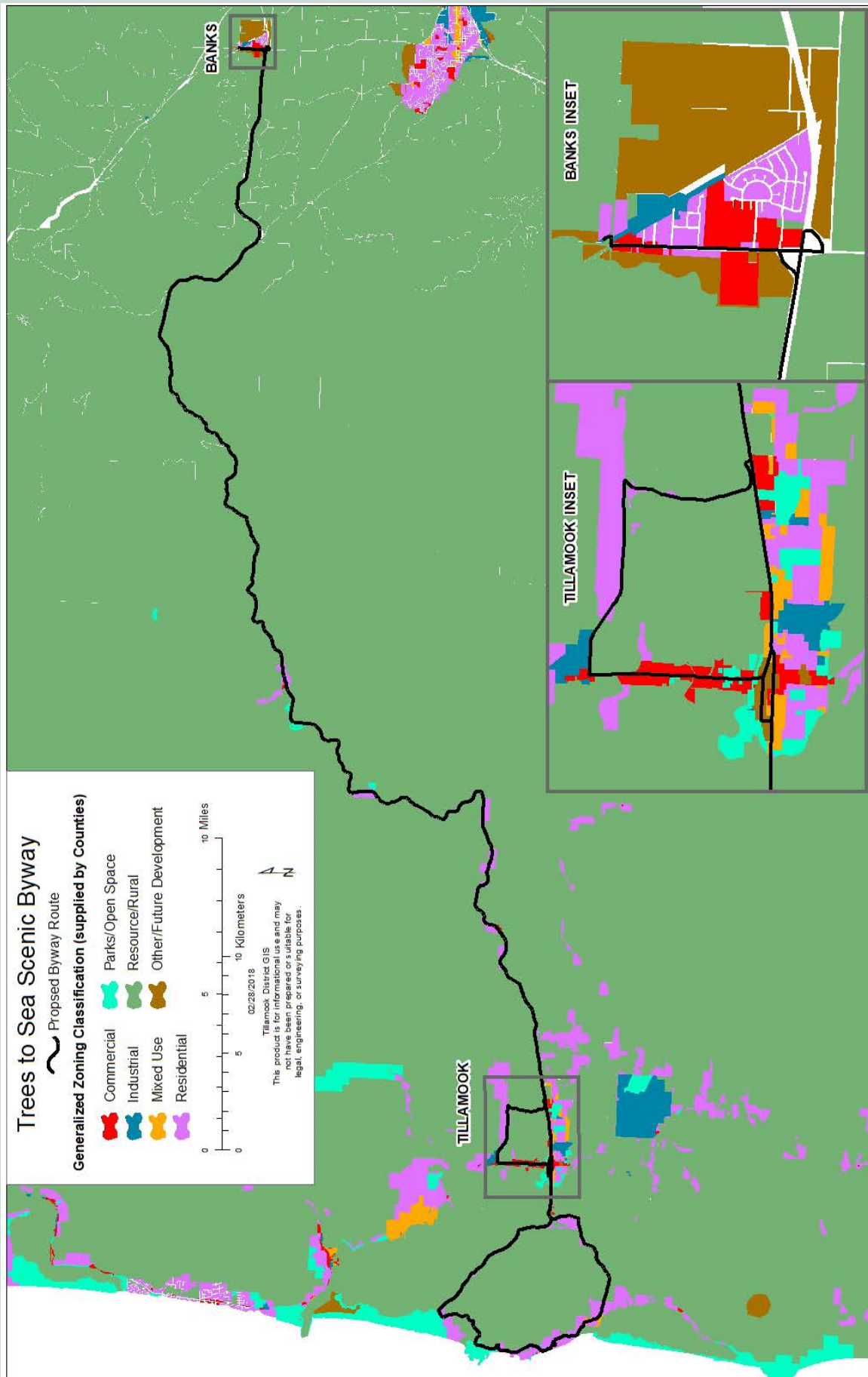
Appendix 2

Maps

1. Corridor route map
2. View-shed map
3. Zoning map







Appendix 3

Road authority letters along the route indicating support of route and corridor management plan.
(ODOT and Tillamook County)



Oregon

Kate Brown, Governor

Department of Transportation

Region 2, Area/District 1

350 W Marine Drive

Astoria, OR 97103

Phone (503)325-7222

June 9, 2017

Jeannell Wyntergreen
Scenic Byway Management Plan Development

File Code TRA 37

Subject: Proposed "Trees to Seas" Scenic Byway
OR 6 (Wilson River Hwy. No. 37) and OR 131 (Netarts Hwy. No. 131)
Washington and Tillamook Counties

This letter is express ODOT's support to the designation of OR 6 from the Banks-Vernonia Trail Head in Banks, OR to US 101 and OR 131 from US 101 to Cape Meares Lighthouse in Oceanside as the "Trees to Seas Scenic Byway".

While the route as no high priority safety locations, ODOT does have safety related projects being considered for centerline rumble strips and curve warning signs through these corridors which will not be impacted by this designation. The existing roads should be able to handle the volume of traffic that this route would experience.

As the project moves forward, we commit to providing input on the various components such as signing plans and access points. Upon approval of the proposed "Trees to Seas" Scenic Byway route, Region 2 Traffic will further evaluate/review signing plans and work with the local jurisdictions to provide a comprehensive review.

In the future please feel free to contact Dorothy Upton, Region 2 Traffic Engineer at (503)986-5761 or the Area/District 1 office via the information noted above, if you have any further questions.

Sincerely,



James T. Potter
ODOT Northwest Area Manager
885 Airport Road SE Bldg. P
Salem, OR 97301-5857
503-986-2764

cc: Mark Buffington, ODOT District 1 Manager
Angela Kargel, ODOT Region 2 Traffic Manager
Scott Nelson, ODOT Region 2 Access Management Engineer
Pat Moran, ODOT Scenic Byway Coordinator

Tillamook County



Land of Cheese, Trees and Ocean Breeze

Board of Commissioners
Bill Baertlein, Tim Josi, David Yamamoto
201 Laurel Avenue
Tillamook, Oregon 97141
Phone 503-842-3403
Fax 503-842-1384
TTY Oregon Relay Service

June 7, 2017

Oregon Scenic Byways Committee
Statewide Programs Unit, Active Transportation Section, ODOT
555 13th ST NE, Suite 2
Salem, OR 97301-4178

RE: 'Trees to Seas' Scenic Byway

Dear Committee Members,

As a follow-up to the Tillamook County Board of Commissioners' March 14, 2017 support for the designation of the proposed 'Trees to Seas' Scenic Byway proposal on Highway 6, Wilson River Loop, Highway 131, and Bayocean Road, this letter is to demonstrate the County Road Authority's additional support of the Corridor Management Plan and agreement to install Byway signage on the road segments within its jurisdiction.

The segments of the Byway that traverse County roads include Wilson River Loop, Latimer Road, and Cape Meares Loop/Bayocean Road. We understand that the Bayocean Road linkage will await its reconstruction currently slated for 2020.

We look forward to having the 'Trees to Seas' Corridor Management Plan approved by the Oregon Department of Transportation and the route being promoted for our visitors.

Thank you for this designation that will build the economic well-being of our community.

Sincerely,

A handwritten signature in black ink that reads 'Bill Baertlein'.

Bill Baertlein, Chair

AN EQUAL OPPORTUNITY EMPLOYER

Appendix 4

Copies of sign control regulations from agency websites

TILLAMOOK COUNTY

SECTION 4.021: OFF-SITE ADVERTISING SIGN STANDARDS

1. PURPOSE: The purpose of the supplemental regulations for OFF-SITE ADVERTISING SIGNS is to provide standards to safeguard property and public welfare, to preserve locally recognized values of community appearance, and to reduce hazards to motorists and pedestrians traveling on public streets.

2. General Requirements:

1. (a) No OFF-SITE ADVERTISING SIGN shall exceed 600 square feet in size.
2. (b) All required setback of the underlying zone shall be maintained. A SIGN may be located within a clear-vision area if the bottom of the SIGN is not located less than 8 feet above the existing grade, and the SIGN support is not obstructive.
3. (c) The maximum height of the SIGN structure, including any protrusions, shall be 24 feet measured from the existing grade.
4. (d) No person shall erect, construct, or maintain any SIGN upon property or building without the consent of the owner of the property or building if any, or their authorized representatives.
5. (e) SIGNS may only be illuminated by a concealed light source, and shall not flash, blink, fluctuate, or produce glare.

[Tillamook County Sign Regulations](#)

SECTION 4.020: SIGNS

1. (1) PURPOSE: The purpose of these supplemental regulations governing signs is to promote scenic values; to prevent unsafe driver distraction; to provide orientation and directions to visitors; to facilitate emergency response; and in general to provide for the placement of necessary SIGNS in appropriate areas. These provisions shall not be construed to preclude the placement of street address SIGNS in locations that can be readily seen by operators of emergency vehicles, provided that such placement does not impair efforts to maintain roads, drainage ways, or brush-free road right-of-ways. No SIGN shall be constructed within a required yard that will impair the use of an existing solar energy system on adjoining property.

2. (2) No SIGN shall be placed in or extend over a required non-street side yard or street right-of-way, or within 10 feet of the front property line in a required front yard.

3. (3) Any lighting for SIGN purposes shall be directed away from any adjacent residential use.

4. (4) No flashing or moving SIGNS shall be located within 100 feet of a traffic control signal. No SIGN lighting shall present a traffic hazard.

5. (5) In the F-1, SFW-20, SFW-10, RR, CSFR, CR-1, CR-2, CR-3, RMH, NT-RMD, RC, CC, and those unincorporated communities with adopted boundaries, RM and WDD zones, SIGNS, other than off-site advertising SIGNS, shall be limited to the following kinds, which may be directed towards each facing street or located at needed points of vehicular access where such access points are over 200 feet apart:

1. (a) A name plate or SIGN not exceeding two square feet for each dwelling.
2. (b) A temporary SIGN not exceeding eight square feet pertaining either to the lease, rental, or

sale of the property upon which the SIGN is located, or to a construction project.

3. (c) A SIGN not exceeding 64 square feet advertising a subdivision.

4. (d) A SIGN not exceeding 150 square feet, identifying a multi-family dwelling or motel in the CR-3 zone and those zones with adopted unincorporated community boundaries.

5. (e) A SIGN not exceeding 50 square feet identifying a non-residential use such as the sale of farm produce, a golf course, or a church.

6. (f) A SIGN not exceeding 24 square feet identifying a cottage industry.

7. (g) A SIGN not exceeding 50 square feet identifying a rural or light industry in the SFW-10 zone.

8. (h) A SIGN not exceeding 24 square feet directing traffic to places of interest to the public, such as tourist accommodations and recreation sites, which would otherwise be difficult to find. Such SIGNS shall be located within 600 feet of the intersecting roadway which provides access from the highway to the place of interest.

9. (i) SIGNS not exceeding a total area of 200 square feet for each commercial establishment in a RC, CC, commercial zones within unincorporated community boundaries where permitted, or WDD zone.

10. (j) A SIGN identifying a home occupation up to 12 square feet in size.

11. (k) A SIGN or SIGNS not exceeding a total of 200 square feet identifying a mobile home park, recreational campground, primitive campground, commercial farm, or community identification.

12. (l) A SIGN not exceeding 16 square feet for a bed & breakfast enterprise. SIGNS for bed & breakfast enterprises, which are greater than 16 square feet but less than 24 square feet may be approved according to the provisions of Article VI.

Adopted May 27, 2015 Tillamook County Land Use Ordinance Article 4 3

CITY OF TILLAMOOK

SIGN STANDARDS AND REQUIREMENTS

153.053 (7)(C) Signs Subject to State Approval: All signs visible to the traveling public from state highways, are additionally subject to the regulations and permit requirements of the State of Oregon Department of Transportation. Where the regulations of the State and City differ, the more restrictive regulations shall govern.

17. Permanent Off-Premise Signs. Any sign not located on the site of the use or activity for which it is advertising shall be considered off-premise and if not determined to be a billboard by ODOT after examination of the location and upon due proof that such sign, signboard, or other advertising will not be unduly detrimental to the adjacent and surrounding property, but the same front and side yard provisions as required for buildings may be required AND shall be subject to the approval of a sign permit.

A) Along State Highways: All off-premise signs, which are visible from a State highway are subject to approval by the Oregon State Highway Division pursuant to the Motorist Information Act.

B) All Permanent Off premise signs shall be subject to the approval of a sign permit and the following:

- 1) Shall not exceed a size of 40 square feet.
- 2) Shall not exceed a height of 10 feet.
- 3) Shall not be internally illuminated.

- 4) Shall only be allowed to be placed in the Multiple Use Residential (R-0), Neighborhood Commercial (C-N), Central Commercial (C-C), Highway Commercial (C-H), Light Industrial (I-L), General Industrial (I-G), or Public and Semi-Public (P&S-P) Zone Districts.
- 5) Only one (1) sign shall be allowed per in addition to on-premise signage.
- 6) Signs placed by a government a (City, County, State) shall be exempt.

CITY OF BANKS

REGULATIONS BY SIGN TYPE.

Except for exemptions as identified under § 150.52, the following requirements are applicable by sign type.

- (A) Awning/canopy sign.
 - (1) The sign area on an awning or canopy shall be deducted from the sign area from any other permitted sign on the property.
 - (2) The lowest point of the awing or canopy must be at least 8 feet above the sidewalk, or, if no existing sidewalk, then measured from the average grade at the base of the sign.
- (B) Bench sign.
 - (1) The sign shall not be higher than 4 feet above ground.
 - (2) The advertising is limited to 14 square feet in total area.
 - (3) The bench is located in a manner not to obstruct vision.
- (C) Billboard or outdoor advertising sign. Billboards or outdoor advertising signs are not allowed with in the City of Banks.
- (D) Building directory sign.
 - (1) The sign height shall not exceed 6 feet measured from the average grade at the base of the sign.
 - (2) The sign area is limited to 20 square feet per sign face.
 - (3) The sign is located in a manner not to obstruct vision.
- (E) Directional sign.
 - (1) The sign height shall not exceed 18 inches measured from the average grade at the base of the sign.
 - (2) The sign area is limited to 6 square feet per sign face.
 - (3) The sign is located in a manner not to obstruct vision.
- (F) Freestanding sign.
 - (1) The sign shall not be located within 10 feet of any other sign within any street right-of-way (stop signs, and the like) or within an area which requires clear vision for traffic or pedestrian safety.
 - (2) The property shall be permitted no more than 1 freestanding sign; except where a ground-mounted sign is approved, in which case no freestanding sign shall be allowed.
 - (3) The sign height shall not exceed 20 feet measured from the average grade at the base of the sign, except for a shopping center or business complex sign, which would be allowed a sign height not to exceed 26 feet.
 - (4) The sign area is limited to 40 square feet per sign face, except for a shopping center or business complex sign, which would be allowed a sign area not to exceed 0.3 square feet of signage per linear foot of single street frontage.
- (G) Ground-mounted or monument sign.
 - (1) The sign shall not be located within 10 feet of any other sign within any street right-of-way (stop signs, and the like) or within an area which requires clear vision for traffic or pedestrian

safety.

(2) The property shall be permitted no more than 1 ground-mounted sign, except as follows.

(a) Two ground-mounted signs are allowed on the same property in any zone, provided that the sign height for each sign does not exceed 6 feet above ground level and the total sign areas for both signs do not exceed 32 square feet per sign face.

(Am. Ord. 061400, passed 4-11-2006)

(b) If a freestanding sign is approved on the property, no ground-mounted sign shall be allowed on the same property in any zone.

(3) The sign height shall not exceed 6 feet above ground level.

(4) The sign area is limited to 32 square feet per sign face, except for a shopping center or business complex sign, which would be allowed a sign area not to exceed .03 square feet of signage per linear foot of single street frontage.

(H) Hanging or projecting sign.

(1) The sign clearance per § 150.47 must be at least 8 feet and may project from the face of the building by no more than 5 feet.

(2) The sign area shall not exceed 20 square feet per sign face.

(3) A hanging or projecting sign may be allowed in addition to a wall sign, provided the total wall area signage does not exceed 30% of the wall area in square feet on each facade.

(I) Nonconforming sign. See § 150.57

(J) Off-site sign.

(1) The sign may only occupy space along or fronting highways under the jurisdiction of the State of Oregon.

(2) The sign must comply with any applicable rules and regulations of the State of Oregon.

(3) The business or activity identified on the sign must be located within 400 feet of the sign.

(4) The sign shall comply with the provisions specified in this subchapter.

(5) The sign area shall not exceed 32 square feet and shall be included as part of the total permitted sign area of the premise on which it is located.

(K) Portable sign.

(1) The sign area shall not exceed 16 square feet per sign face.

(2) The sign shall only be permitted in locations on private property that will not interfere with traffic visibility.

(3) The sign area shall be included as part of the total permitted sign area of the premise on which it is located.

(L) Roof sign.

(1) In lieu of a wall sign, 1 roof sign may be permitted for a building as long as it is architecturally incorporated into the whole scheme of the building and complies with the total wall coverage requirements specified under division (O) below.

(2) Roof signs shall not exceed 6 feet above the roof or 25 feet above the curb line.

(3) All supports, bracing, angle iron, guy wires, and the like shall appear to be architectural and integral parts of the building.

(M) Sandwich board.

(1) In addition to a ground sign, 1 sandwich board sign is permitted per lot frontage.

(2) The sign shall be securely anchored to the ground.

(3) The sign area shall not exceed 16 square feet per sign face.

(4) The sign shall only be permitted in locations on private property that will not interfere with traffic visibility.

(N) Temporary sign.

- (1) The sign area shall not exceed 16 square feet per sign face.
- (2) The sign shall only be permitted in locations on private property that will not interfere with traffic visibility.
- (3) A minimum time period of 90 days must elapse between removal of a sign and placement of a new sign on the property.
- (4) The property shall be permitted no more than 1 temporary sign.
(Am. Ord. 061400, passed 11-4-2006)

(O) Wall sign.

- (1) The sign shall not stand more than 12 inches away from the wall.
- (2) The sign shall not exceed 200 square feet in area.
- (3) Total wall signage shall not exceed 30% of the wall area in square feet on each facade.

(P) Window sign. Total sign area shall not exceed 25% of the total window area, including temporary window signs as specified under § 150.51 (Ord. 061300, passed 10-12-2000) Penalty, see § 150.99 :>

WASHINGTON COUNTY

https://www.municode.com/library/or/washington_county/codes/community_development_code?nodeId=COMMUNITY_DEVELOPMENT_CODE_ARTIVDEST_414SI

414-2.2 G – Commercial zones

Outdoor signs, including digital billboards and excluding bench signs (see Section 414-5.2), shall be permitted only in the General Commercial (GC) District. Such signs shall not exceed three hundred (300) square feet per face, nor shall the face exceed a length of twenty-five (25) feet or a height, excluding foundation and supports, of twelve (12) feet. Minimum spacing shall be 500' between signs on same side of highway.

Appendix 5

Letters that confirm funding and
Other Letters of support

**Tillamook Area Chamber of Commerce
Banks Chamber of Commerce
Confederated Tribes of the Grand Ronde
Oregon Coast Visitors Association (The People's Coast)
Oceanside Neighborhood Association
Oregon Department of Fish and Wildlife
Tillamook Estuaries Partnership
2016 – Pre-application support letters:
Tillamook County Pioneer Museum**



March 21, 2017

To Whom it May Concern:

The Tillamook Area Chamber of Commerce is in full support of the Scenic Byway Corridor Management Plan for the Trees to Seas Scenic Byway. This designation will have a positive effect on tourism in Tillamook as more people will choose Highway 6 for their travel to the coast, putting them directly into Tillamook, and then onto Highway 131.

With this designation, The Tillamook Area Chamber of Commerce, the official tourism organization for the City of Tillamook, will provide strong visitors services to travelers along this route. We also fully intend to offer our marketing and communications abilities to bolster the trails visibility.

A Scenic Byway is a destination driver that will bring a significant economic benefit to our community. We are eager to help in the marketing of this endeavor through our web, print, and verbal communications; and look forward to working with other agencies to promote this new scenic byway.

Sincerely,

Justin Aufdermauer
Executive Director
Tillamook Area Chamber of Commerce
208 Main Street
Tillamook, OR 97141
justin@gotillamook.com



Working together for a prosperous and vibrant community

April 6, 2017

Oregon Scenic Byways Committee
Statewide Programs Unit, Active Transportation Section, ODOT
555 13th ST NE, Suite 2
Salem, OR 97301-4178

RE: Trees to Seas Scenic Byway

Dear Committee Members,

This letter is to indicate the Banks Chamber of Commerce support for the designation of the proposed "Trees to Seas" Scenic Byway proposal on Highway 6 and Highway 131.

The Chamber believes having the starting point for the Scenic Byway at the Banks-Vernonia Trail will be an economic benefit to our local businesses and community.

We look forward to seeing the designation process proceed with the Oregon Department of Transportation.

Thank you for this wonderful opportunity.

Sincerely,

A handwritten signature in black ink, appearing to read "K. Heath". Below the signature, the word "PRESIDENT" is written in a cursive, handwritten style.

PRESIDENT

Chamber Office: 13480 NW Main Street, Banks, Oregon, 97106 Telephone: 503-324-1081
Mailing Address: P.O. Box 206, Banks, Oregon, 97106 Website: www.OregonBanksChamber.com



The Confederated Tribes of the Grand Ronde Community of Oregon

Umpqua Molalla Rogue River Kalapuya Chasta

Tribal Council
Phone (503) 879-2301
Fax (503) 879-5964

1-800-422-0232
9615 Grand Ronde Road
Grand Ronde, OR 97347

June 27, 2017

Oregon Scenic Byways Committee
Statewide Programs Unit, Active Transportation Section, ODOT
555 13th ST NE, Suite 2
Salem, OR 97301-4178

RE: Trees to Seas Scenic Byway

Dear Committee Members,

This letter is to indicate the Confederated Tribes of Grand Ronde's support for the designation of the proposed Trees to Seas Scenic Byway on Highway 6 and Highway 131 in Washington and Tillamook Counties.

The Tribe believes the scenic byway will increase interest in, and visits to several local attractions that share important information about our people's history and culture. Included among these are the Tillamook County Historical Museum in the City of Tillamook, and the Tillamook Forest Center near Lees Camp on Highway 6. We have been proud contributors to the exhibits and programs at the Center since it opened in 2006, and our Spirit Mountain Community Fund recently approved a grant to support construction of a new outdoor education pavilion there.

Today's corridor follows routes utilized for millennia facilitating the connection of the Tillamook Basin, coast and interior of the Willamette Valley. Along its course there are numerous places of cultural significance: village sites; gathering, fishing and hunting areas; and vistas revealing the landscape as a narrative of Tribal history. The Landscape is one that was managed and tended by generations of the initial inhabitants of this region. Their actions have facilitated the region's species diversity. Today the Tribe and its members continue to engage and manage this landscape.

We look forward to seeing the designation proceed through the approval process and to the promotion of the new byway in the future.

Sincerely,

Reynold L. Leno
Tribal Council Chairman
Confederated Tribes of Grand Ronde

Treaties

*Rogue River 1853 & 1854 ~ Umpqua-Cow Creek 1853 ~ Chasta 1854 ~ Umpqua & Kalapuya 1854
Willamette Valley 1855 ~ Molalla 1855*



04/15/17

Scenic Byways Program Manager
Statewide Programs Unit
Active Transportation Section, ODOT
555 13th ST NE, Suite 2
Salem, OR 97301

RE: Hwy 6 & Hwy 131 Scenic Byway Designation

Dear Scenic By-Way Committee,

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

One such powerful opportunity within grasp is a Scenic Byway designation for Highway 6 and Highway 131. As you know, Highway 6 connects major population centers along the I-5 Corridor with the Oregon Coast. Highway 6/131 is also one of many route choices visitors have to reach the coast once they enter our state whether from Interstate 5, Highway 84, Amtrak or the Portland International Airport. *A Scenic Byway designation for Highway 6 will almost inevitably make it the choice route to the coast, clearly benefiting the Tillamook Coast.* We are issuing this letter of support for several reasons.

First, research shows that visitors are attracted to the Oregon Coast because of its raw natural beauty and for the chance to get close to the wildlife that inhabits it. Travel Oregon calls this profile "The Explorer." These travelers desire a genuine natural experience, increasingly prefer to tread with a light footprint and, at the same time, want convenient access to natural areas for these recreational purposes. The parameters of the Scenic Byway Management Plan will ensure such attributes of Highway 6 / Hwy 131 will be maintained indefinitely.

FOR OFFICIAL USE ONLY
This document is for official use only. It contains information that is not to be released to the public.

Second, the designation will ensure the existence of what we call a "Marketable Attraction," which meets a threshold or magnitude of interest that will be successful in attracting visitors from afar.

Third, in the spirit of building off-season and shoulder season visitation, the designation will offer us a robust and long-lasting opportunity to market the numerous Fall, Winter and Spring activities to be experienced along Highway 6 and Hwy 131. Such activities, which already take place and can be built upon, are whitewater kayaking, educational mycology events, winter hiking, and the spectacle of dozens of waterfalls to enjoy.

Once the designation is formally completed, there is every reason to believe that a our state-wide marketing partners such as ODOT, Travel Oregon, and KGW Grants Getaways will enthusiastically join the Oregon Coast Visitors Association and the Tillamook Coast in marketing this new regional attraction.

In summary, the Oregon Coast Visitors Association encourages community leaders, government and non-profit partners and funders to support innovative and game-changing community efforts such as this one. It is the vision of the people of the People's Coast which keeps our natural beauty protected and accessible for all generations to come and for all the world to enjoy.

Kindest Regards,

Marcus Hinz

THE PEOPLE'S COAST

MARCUS HINZ

Director

THE PEOPLE'S COAST

1000 N. OREGON COAST HIGHWAY, SUITE 100, ASTORIA, OREGON 97103

TEL: 503.325.1111 FAX: 503.325.1112

Director@ThePeoplesCoast.com

Share your experiences on The People's Coast at www.VisitTheOregonCoast.com

Follow us on [Twitter@ThePeoplesCoast](https://twitter.com/ThePeoplesCoast)

Like us at [Facebook.com/ThePeoplesCoast](https://facebook.com/ThePeoplesCoast)



02/05/16

Nan Devlin, Tourism Director
Tillamook Coast
4301 Third Street
Tillamook, OR 97141
503-842-2672 / 844-330-6962
nan@tillamookcoast.com

RE: A New Marketable Attraction - Highway 6 Scenic Byway Designation

Dear Nan Devlin,

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

One such powerful opportunity within grasp is a Scenic Byway designation for Highway 6. The Oregon Department of Forestry is requesting funds from the TLT Marketing Grant to complete the Highway 6 Scenic Byway Corridor Management Plan. As you know, Highway 6 connects major population centers along the I-5 Corridor with the Oregon Coast. Highway 6 is also one of many route choices visitors have to reach the coast once they enter our state whether from Interstate 5, Highway 84, Amtrak or the Portland International Airport. *A Scenic Byway designation for Highway 6 will almost inevitably make it the choice route to the coast, clearly benefiting the Tillamook Coast.* We are issuing this letter of support for several reasons.

First, research shows that visitors are attracted to the Oregon Coast because of its raw natural beauty and for the chance to get close to the wildlife that inhabits it. Travel Oregon calls this profile "The Explorer." These travelers desire a genuine natural experience, increasingly prefer to tread with a light footprint and, at the same time, want convenient access to natural areas for these recreational purposes. The parameters of the Scenic Byway Management Plan will ensure such attributes of Highway 6 will be maintained indefinitely.

OREGON COAST VISITORS ASSOCIATION

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

Second, the designation will ensure the existence of what we call a "Marketable Attraction," which meets a threshold or magnitude of interest that will be successful in attracting visitors from afar.

Third, in the spirit of building off-season and shoulder season visitation, the designation will offer us a robust and long-lasting opportunity to market the numerous Fall, Winter and Spring activities to be experienced along Highway 6. Such activities, which already take place and can be built upon, are whitewater kayaking, educational mycology events, winter hiking, and the spectacle of dozens of waterfalls to enjoy.

Once the designation is formally completed, there is every reason to believe that our state-wide marketing partners such as ODOT, Travel Oregon, and KGW Grants Getaways will enthusiastically join the Oregon Coast Visitors Association and the Tillamook Coast in marketing this new regional attraction.

In summary, the Oregon Coast Visitors Association encourages community leaders, government and non-profit partners and funders to support innovative and game-changing community efforts such as this one. It is the vision of the people of the People's Coast which keeps our natural beauty protected and accessible for all generations to come and for all the world to enjoy.

Kindest Regards,

Marcus Hinz

THE PEOPLE'S COAST

MARCUS HINZ

executive director

OREGON COAST VISITORS ASSOCIATION

po box 940 ~ 2200 1st St #940 tillamook, oregon 97141

p 541 574 2679 ~ 888 628 2101 ~ c 541 264 0543

Director@ThePeoplesCoast.com

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OREGON COAST VISITORS ASSOCIATION

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



Tillamook Estuaries Partnership
A National Estuary Project

613 Commercial Street, PO Box 493, Garibaldi, OR 97118

Phone (503) 322-2222 Fax (503) 322-2261

May 19, 2017

Oregon Scenic Byways Committee
Statewide Programs Unit, Active Transportation Section, ODOT
555 13th ST NE, Suite 2
Salem, OR 97301-4178

RE: Trees to Seas Scenic Byway

Dear Committee Members,

The Tillamook Estuaries Partnership (TEP) is pleased to offer support for the designation of the proposed 'Trees to Seas Scenic Byway' proposal on Highway 6 and Highway 131.

The Tillamook Estuaries Partnership (TEP) is a 501(c)(3) non-profit organization and part of the National Estuary Program, created through the Clean Water Act. In 1994, the Tillamook Bay was designated a "bay of national significance." The four key areas that we focus on are 1) key habitat loss, 2) water quality, 3) minimizing flood impacts, and 4) citizen involvement. TEP's study area includes all five bays in Tillamook County – two of which are included in this proposal.

The natural resource and cultural attributes of Netarts Bay and Tillamook Bay (as well as the national designation) only enhances the proposed Trees to Seas Scenic Byway proposal

Additionally, TEP worked with local communities to complete water trail guidebooks for the Nehalem, Tillamook, Netarts, and Nestucca, Neskowin and Sand Lake basins. The development of a water trail system and supporting guidebooks educates non-motorized boaters about safety, local history, wildlife, appropriate access points, and river etiquette. Ultimately, the intent is to encourage residents and visitors to have a safe, fulfilling, and healthy recreational experience that will promote a deeper appreciation of Tillamook County's estuarine and riverine resources. In 2012, the entire Tillamook County Water Trail received National Recreation Trail designation from the National Park Service. Developed signage directs outdoor enthusiasts towards appropriate access points. A Scenic Byway designation can serve as an additional catalyst for stewardship of our natural resources and highlights the multiple restoration activities in the watershed.



Tillamook Estuaries Partnership
A National Estuary Project

613 Commercial Street, PO Box 493, Garibaldi, OR 97118

Phone (503) 322-2222 Fax (503) 322-2261

TEP and partners have also developed the Explore Nature Series with the overarching goal of providing meaningful nature-based experiences that highlight the unique beauty of Tillamook County and the work being done to preserve and conserve the area's natural resources and natural resource-based economy. The Series reaches out to not only the local community but across the state. The proposed Scenic Byway is a physical connector to many of the events starting points as well as being a major route for accessing our area by the attendees.

TEP believes the Scenic Byway will benefit our economy and increase community pride. We also believe that the described route captures of the essence of the Scenic Byway program.

We look forward to seeing the designation process proceed with the Oregon Department of Transportation.

Please do not hesitate to contact me if you have any questions at 503-322-2222 or lphipps@tbnep.org

Sincerely,

Lisa Phipps, Executive Director

The Tillamook Estuaries Partnership is a non-profit organization dedicated to the conservation and restoration of Tillamook County's estuaries and watersheds in their entirety.



OCEANSIDE NEIGHBORHOOD ASSOCIATION
PO Box 232, Oceanside, Oregon 97134
April 18, 2017

RE: Scenic Byway designation: Highway 6 and 131 -- Banks to Oceanside

Oregon Scenic Byways Committee
Statewide Programs Unit, Active Transportation Section, ODOT
555 13th ST NE, Suite 2
Salem, OR 97301-4178

Dear Committee Members,

At its regular meeting on April 1, 2017, the Oceanside Neighborhood Association, a Citizens Advisory Committee to Tillamook County government, heard a presentation on the proposed "Trees to Seas" Scenic Byway designation for Oregon State Highways 6 and 131 from Banks to Oceanside.

The 27 citizens attending (a quorum is 24) voted on two questions:

- Recommend approval of the scenic byway designation from Banks to Oceanside: 18 in favor.
- Recommend approval of continuing the scenic byway designation through Oceanside on Cape Meares Loop Road to the Cape Meares Lighthouse: Unanimously in favor.

There were a number of citizens who expressed an interest in having the byway include lanes for bicycle riders, however we were told that a scenic byway designation is "automobile-centric" and has not provisions for bicycles or pedestrians.

Sincerely,

/s/

Judson Randall
President



Oregon

Kate Brown, Governor

Department of Fish and Wildlife

Northwest Region
4907 3rd Street
Tillamook, OR 97141
(503) 842-2741
Fax (503) 842-8385
ODFW.com



April 25, 2017

Oregon Scenic Byways Committee
Statewide Programs Unit, Active Transportation Section, ODOT
555 13th ST NE, Suite 2
Salem, OR 97301-4178

RE: Trees to Seas Scenic Byway

To Whom It May Concern:

The purpose of this letter is to indicate the Oregon Department of Fish and Wildlife's (ODFW's) support for the proposed Trees to Seas Scenic Byway. Among the many outdoor recreation opportunities that exist along the proposed corridor, the route under consideration offers the opportunity for the exploration of the Tillamook State Forest and the viewing of numerous wildlife species including coast range birds (e.g. northern pygmy-owls, pileated woodpeckers, and varied thrushes) and large mammals (e.g. Roosevelt elk and black-tailed deer) among others. The western end of the proposed route offers recreation and wildlife viewing opportunities along unique estuarine and coastal shorelines habitats. The scenic byway designation will be another opportunity for ODFW to encourage natural resource based recreation on the north Oregon coast. We encourage you to support this proposal.

Sincerely,

Chris Knutsen
Watershed District Manager
ODFW – North Coast Watershed District



TILLAMOOK COUNTY PIONEER MUSEUM

2106 2nd St., Tillamook, Oregon 97141 | www.tcpm.org • 503.842.4553

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503-842-4553

director@tcpm.org

LETTER OF SUPPORT FOR Oregon Department of Forestry/Tillamook Forest Center TLT MARKETING GRANT

This letter is in support of the Oregon Department of Forestry for a Tillamook County TLT Marketing Grant.

The Oregon Department of Forestry (ODF) is applying for funds to hire a contractor to coordinate and write a corridor management plan for the proposed Highway 6 Scenic Byway. The department has gained preliminary approval from the Scenic Byway advisory group, a good indicator that the Oregon Department of Transportation will make the designation. The management plan is the final step before final approval.

The designation as a State of Oregon Scenic Byway will have a very positive impact on tourism in the Tillamook Coast area. With such a designation, more tourists and residents will choose Highway 6 for their travel to the coast, directly benefitting Tillamook County communities in all seasons of the year, including Pioneer Museum, the Tillamook Forest Center and many others. Please consider funding this important project as an effective tool in promoting tourism in Tillamook County.

Sincerely,

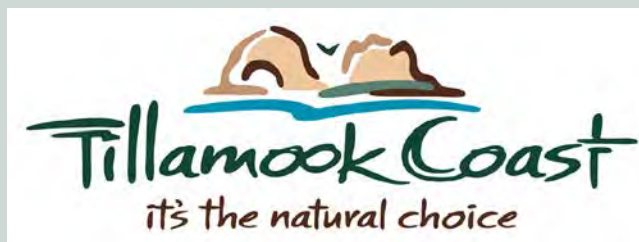
Gary Albright
Executive Director

Appendix 6

Tillamook Coast Wayfinding: In Brief



Tillamook Coast Wayfinding: *In Brief*



Hello Tillamook County Business Owners and Residents

I am excited and proud to share with you the Visit Tillamook Coast Wayfinding Plan to improve the visitor experience in Tillamook County.

Wayfinding—knowing where you are, where you want to go, and how to get there—was one of the primary needs identified when the tourism program was first established, and one to which we gave high priority. A clear and attractive wayfinding system is essential to guiding residents and visitors alike throughout our county while also enhancing their understanding and experience of these amazing places.

Over the next few years, we will be working with individual villages and cities on the Tillamook Coast, the County Department of Public Works and the Oregon Department of Transportation to improve wayfinding across the county. The first examples of the Wayfinding Plan should emerge as the City of Tillamook launches its wayfinding program upon completion of the Interchange Project in downtown Tillamook.



Visit Tillamook Coast can provide wayfinding tailored to your individual village or city with a design unique to your location, while providing a unified visual experience that the visitor will recognize and appreciate as the Tillamook Coast.

If you would like to get involved or have any questions or concerns about the program, please contact me at the Visit Tillamook Coast office via phone at 503-842-2672 or email at nan@tillamookcoast.com

Thank you for your interest in the Visit the Tillamook Coast Tourism Program!

Nan Devlin
Tourism Director
Visit Tillamook Coast



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Visitor Experience

An exciting and memorable visitor experience on the Tillamook Coast depends on travelers easily finding their way around unfamiliar areas, locating the attractions they traveled here to see, and potentially discovering new adventures along the way. Quality wayfinding on the Tillamook Coast will make for more enjoyable destination trekking, and enhance the cohesion and economies of local communities by developing tools unique to each community while providing a unified connection to the overall Tillamook Coast visitor experience.



THE EXPERIENCE ECONOMY

Steps to Designing Memorable Experiences

- Theme the experience
- Harmonize positive cues
- Eliminate negative cues
- Mix in memorabilia
- Engage all five senses

Making a Visit Memorable

In 2014 Tillamook County published the Tillamook County Tourism Asset Mapping Report which outlined various assets that Tillamook County could develop into a program of tourism promotion and marketing. The following key opportunities for improvement were highlighted:

- ➔ Introduce consistent branded Gateway signs to welcome visitors at the entrances to each community and Coast Welcome signs at highway county entrances
- ➔ Install beach access signs where needed
- ➔ Use signage and interpretation panels including wildlife, history, culture and eco-tourism, to enhance visitor experiences at key locations
- ➔ Seek solutions to address crowded areas adjacent to sites that are less crowded
- ➔ Promote natural sites known by local residents but not visitors, through wayfinding
- ➔ Address lack of consistent highway signs for key turns
- ➔ Address lack of or confusing directional signs to natural areas with exceptional views
- ➔ Review consistency between various signs managed by multiple agencies and regulatory groups
- ➔ Address uneven distribution of tourism in the county due to confusing or nonexistent signs

In December 2015, the team of Lennox Insites and Partners in Design were contracted to assess and inventory the wayfinding needs of Tillamook County, as a first step to addressing a number of these concerns.



The Case for Good Wayfinding

What is wayfinding? Beyond the need for basic navigation, wayfinding systems serve an important role in defining a sense of place. It is not enough to simply know “You are Here,” or how to get from point “A” to point “B.” Rather, it’s essential to engage your visitor and build an environment that illuminates “here,” and promotes the incredible experience of the journey.

Wayfinding is more than signs. Today there are a variety of tools that can enhance the visitor experience. These can include audio and visual communications, banners, maps, brochures, kiosks, bulletin boards, visitor centers, trail markers and technology. They bring awareness of different points of interest, retail districts, historical areas and landmarks that visitors may not know about and that may not be included in other navigation technologies. Helping to tell the story of the villages and the coast, these added benefits of wayfinding

not only enhance the spirit of a specific place but in a very tangible way help to create a cohesive brand—all while sustaining economic vitality and viability.

With a quality-designed wayfinding system, the Tillamook Coast will greatly enhance a traveler’s experience on many levels. Wayfinding also provides benefits to residents—improving the ability of businesses and residents to provide good customer service to visitors and increasing local sense of pride.



Opportunities and Challenges

The development of a wayfinding plan always presents opportunities and challenges. The success of implementing the plan will rest with optimizing the opportunities and mitigating the challenges.

OPPORTUNITIES	CHALLENGES
<p>Improves wayfinding and access</p> <p>A wayfinding plan highlights issues in the county for both residents and visitors. The plan provides priorities and solutions to address these issues. A new system of wayfinding tools will also build community pride and ownership and illustrate the value the tourism program brings to the county.</p>	<p>Coordination with multiple jurisdictions</p> <p>The Tourism Program is dependent on cooperation and coordination between the different government jurisdictions in the county (city, county and state) with different priorities. The Tourism Program has no power to develop or enforce any signage regulations and must rely on cooperation and collaboration with these jurisdictions.</p>
<p>Enhances the visitor experience</p> <p>Two consistent key elements for a memorable visitor experience are clean restrooms and the ability to find your way. Reducing the likelihood of getting lost during a visit to the Tillamook Coast will ensure a better experience for visitors with reduced frustration and greater satisfaction.</p>	<p>Aligning different priorities of area public transportation agencies</p> <p>Tillamook County Department of Public Works (responsible for the county road system) and Oregon Department of Transportation (responsible for the state and U.S. highways in the county) have different priorities and responsibilities and whose priorities may not mesh with the interests and needs of the Tourism Program.</p>
<p>Builds relationships between the tourism program and the county's cities and villages to improve the long-term visitor experience</p> <p>Developing a wayfinding program is an opportunity for cities, villages and community groups to work with the tourism program on a common goal. These kinds of projects build trust and confidence in solving community issues.</p>	<p>Need for coordination with existing standards, logos and looks</p> <p>The cities or villages in the county have different sign and graphic standards will need to be considered when developing a wayfinding plan. The plan will need to consider these standards.</p>

Wayfinding Design Toolbox

Tourism and visitor services are both guiding objectives for wayfinding on the Tillamook Coast. With this in mind, the Wayfinding Master Plan offers insights and solutions and brings together methods specifically focused on branding and economic goals.

Sign Types

Tillamook Coast Wayfinding Master Plan incorporates a unified design standard, in addition to variations that serve to represent the unique qualities of the county's individual villages.

COUNTY GATEWAY



VILLAGE GATEWAY



KIOSK



PEDESTRIAN WAYFINDING



RECREATION MARKER



INTERPRETIVES



Creating a unique design toolbox of style, color, image, legibility and access is essential. The Tillamook Coast has unique strengths as well as some challenges. This toolbox highlights the strengths, such as the quaint towns and natural adventures, and attempts to mitigate challenges, such as stormy weather. A shortlist of goals and problem-solving follows:

Make a visitor's trip easy and memorable

and portray Tillamook County as a unique Oregon Coast destination.

Develop distinctive sign standards and graphics,

supported by substantial equity among villages. Include the Visit Tillamook Coast (VTC) brand and incorporate historical references and village individuality when possible.

Take design cues from construction materials frequently used in the area:

unfinished timbers, exposed hardware and nautical vernacular. Footings and bases of local stones whenever possible.

Create unified plan of visitor services:

maps, kiosks, pedestrian wayfinding standards, identification markers and gateways.

Balance sign costs vs. longevity,

as well as location selections as critical factors for discussion with village and county planners.

Always asses the potential for signage to support and provide marketing and tourism perks.

Build in program flexibility,

an important component in a regional wayfinding program with this many shareholders. While construction methods and materials are standardized, variation is built into the plan and many dimensions can be shifted without affecting the overall design.

The coast landscape changes quickly and dramatically.

Keep in mind the variables that exist in installation—on rock, in sand, in water—as well as seasonal and vandalism considerations.

Create a family of sign types

that address the various visitor wayfinding experiences. Regulatory or other government agency directional signage is best coordinated with each responsible agency, where Visit Tillamook Coast (VTC) will be advocated.

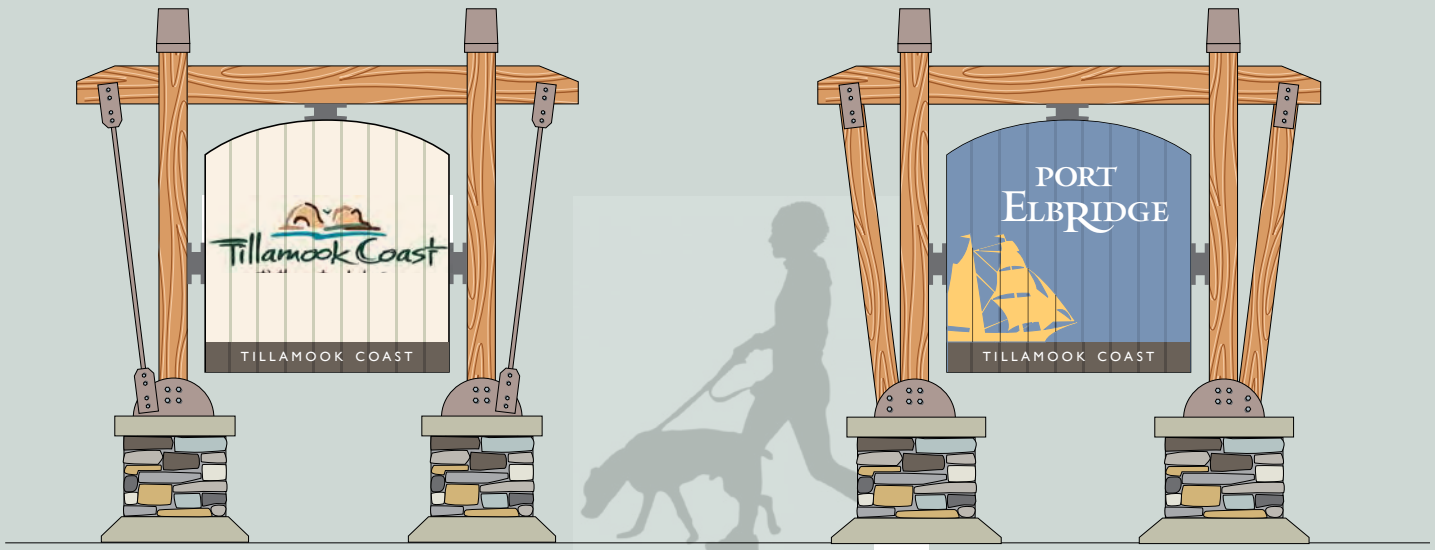
Sign Schematics

Designs of the Tillamook Coast family of signs. Each has its own visitor service goal, but all are united in a single design standard. Since the City of Tillamook program is currently underway, some drawings from that project have been used, as well as pseudonym village names of Port Elbridge and Trasktown.



County and Village Gateway Monumental

Substantial unfinished timber and rough stone bases. Design elements include exposed galvanized steel craftsman hardware and end-caps.



County and Village Gateway / double post

Materials with considerable longevity and techniques that reduce vandalism are utilized, with special consideration given to weather resistance.

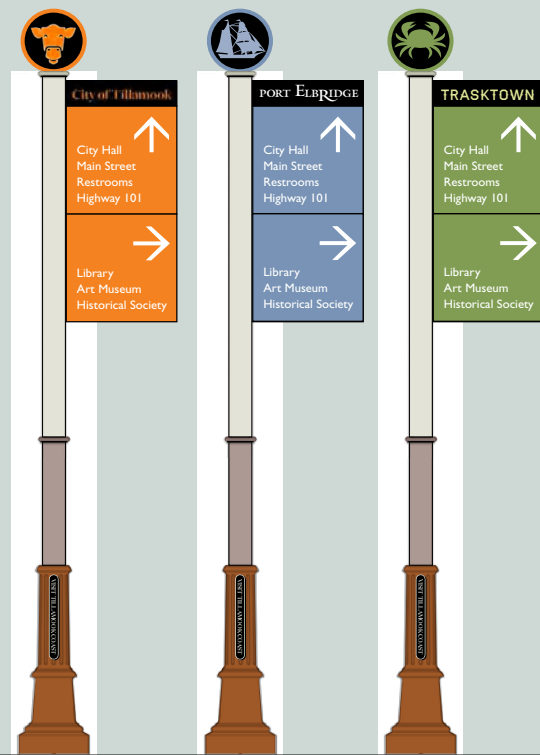


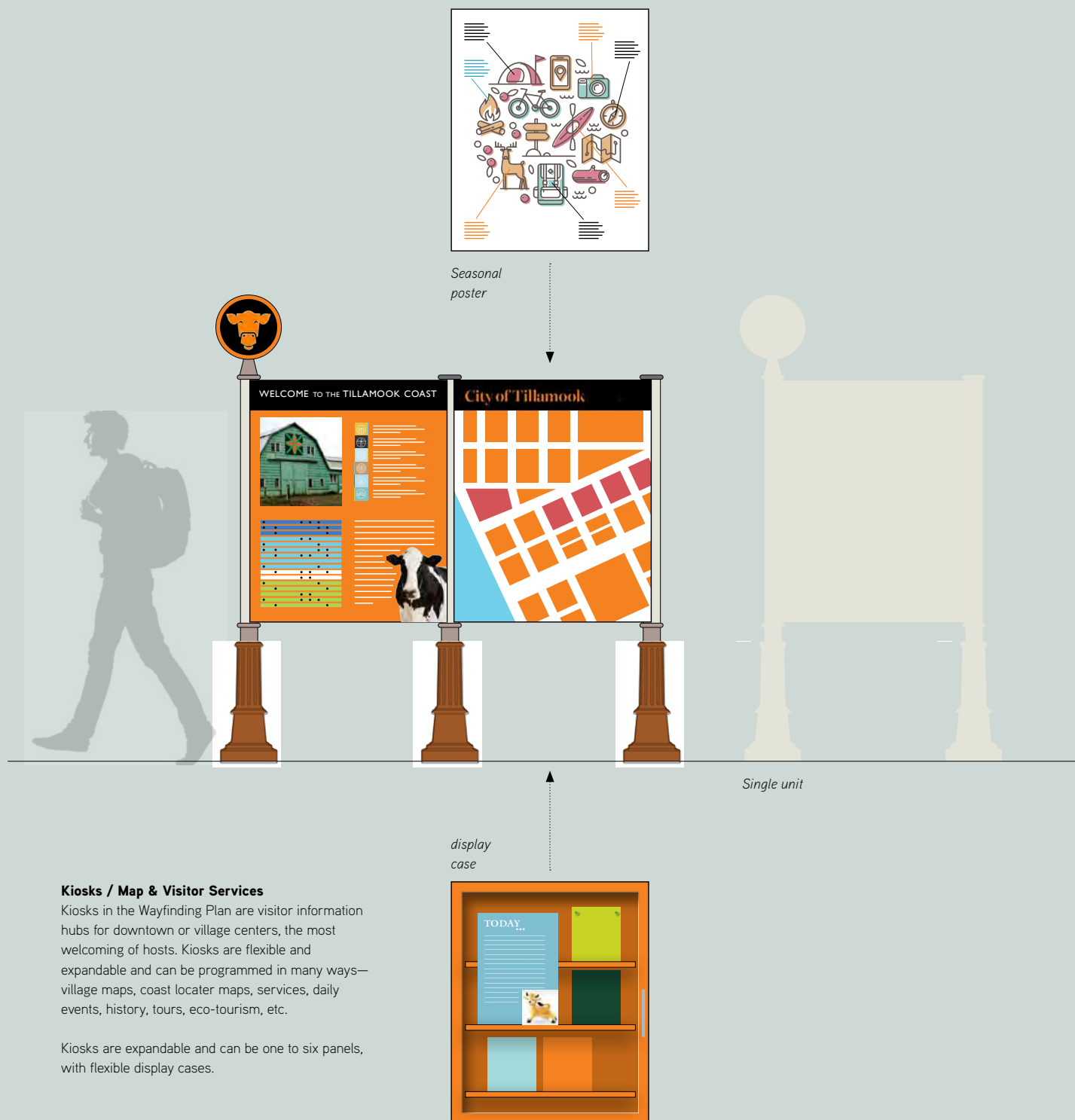
Pedestrian Wayfinding /Downtown

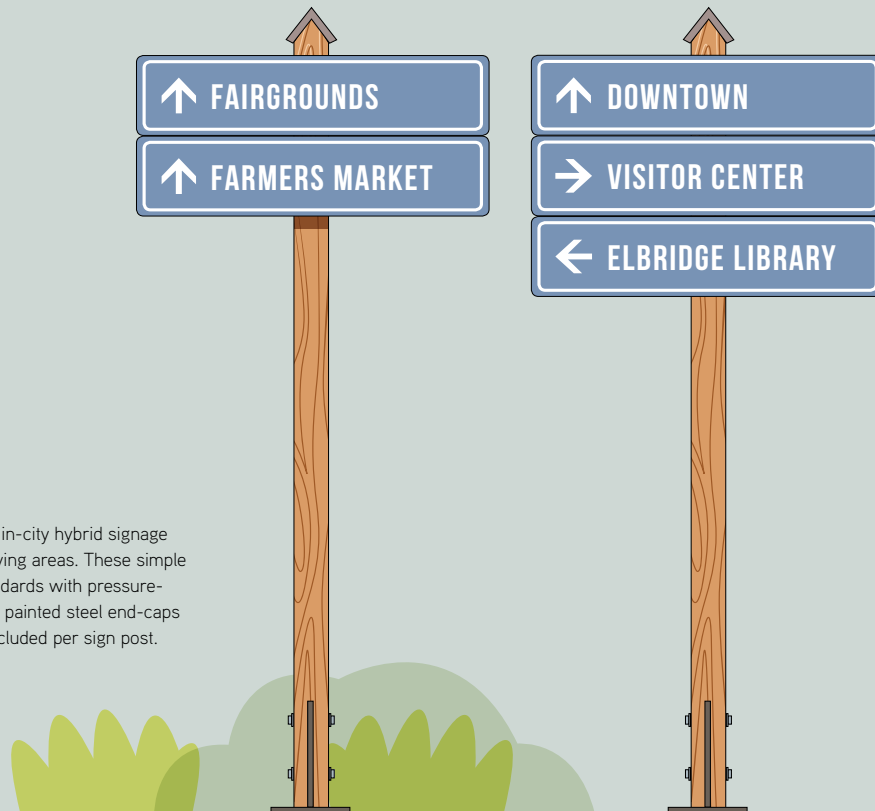
Pedestrian directional signage enlivens the visitor experience and makes businesses and destinations more accessible and fun to find, in addition to adding visual appeal to streetscapes.

Sign panels can be updated individually. Vinyl graphics on metal panels are cost-effective.

An example of three villages (pseudonym names of Port Elbridge and Trasktown have been used, along with the City of Tillamook). Each village system utilizes a distinct village color and a unique sculpted finial on top.







Directional / In-City

Primarily for reduced speed vehicles, in-city hybrid signage directs visitors to downtown and outlying areas. These simple directionals reference the design standards with pressure-treated wood posts and galvanized or painted steel end-caps on top. Up to 3 destinations can be included per sign post.

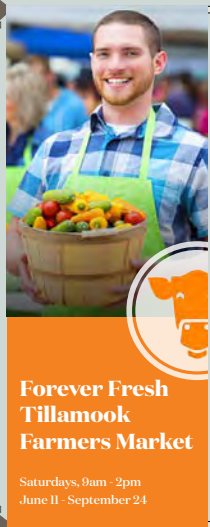
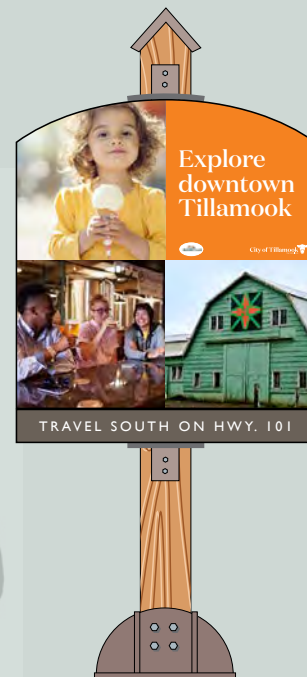
Tillamook Coast Recreation Marker

A coast-wide standard of signs that interface with the vast water trail system. Color, logo and brand reflect the Visit Tillamook Coast master plan. Wood posts, metal sign faces with reflective vinyl graphics.



“Visit” Signage near Village Centers

Visit signage, near or in city or village centers, might include banners to highlight downtown events or seasonal features such as the Farmers Market (below); or celebratory signage that speaks to the regional, cultural, natural and architectural attractions. These wayfinding elements do double-duty by supporting the local merchant economy while also orienting and encouraging spontaneous exploration by visitors.



Parking Wayfinding

Locating parking easily is a high priority and a necessary component to making Tillamook Coast villages more walkable and engaging for visitors to explore.

Design Details

Typography

Typography is a Visit Tillamook Coast brand that utilizes a typography standard as one of its key communication tools. Clarity and consistency are primary factors to the wayfinding program.

The PT Font Family is the font family for the VTC brand. This plan also recommends the introduction of individual village identities, using the elements of typography and color to achieve this.

PT Sans Serif Regular
PT Sans Serif Bold
PT Serif Regular

Manzanita
NEHALEM
WHEELER
ROCKAWAY BEACH
Garibaldi
BAY CITY
Tillamook

Oceanside
Netarts
PACIFIC CITY
Beaver
Cloverdale
HEBO
Neskowin

Wayfinding Symbols

Non-verbal pictograms help reinforce written messages and can be recognized quickly. "Picture reading" is universal and fun.

Bringing diverse symbol systems together is a challenge. Often there is great benefit to creating one distinct set of symbols unique to a project.

Shown are a sample of symbol forms to be utilized in the program.

Visitor Services



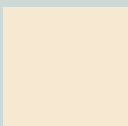
Business Categories



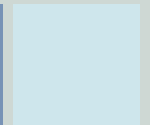
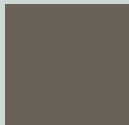
Colors

The Visit Tillamook Coast Brand colors reflect the character of the Tillamook Coast. The Village palette reflects the uniqueness of each community.

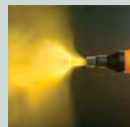
Visit Tillamook Coast tourism color palette



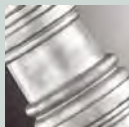
Village color palette



General Sign Materials



powder-coated aluminum panels



cast aluminum post covers



pressure treated wood



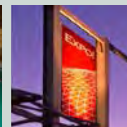
steel brackets, hardware and ties



stone bases



vinyl graphics



high-pressure laminate panels



electronic messaging center

Building Community Support

To be successful, the Tourism Program needs to build community support for the Wayfinding Plan among the different communities and interests in the county. Responsibilities for this process are listed below.



Visit Tillamook Coast responsibilities:

- Overall coordination and management
- Hire a local contractor for coordination as needed
- Ensure branding standards met
- Source of funding through the existing grant program
- Project management on individual projects
- Liaison with local communities and groups



Local jurisdictions (cities or villages) or group responsibilities:

- Active participation with locally proposed projects
- Cost sharing as required or as needed
- Provide in-kind support as required or needed (volunteer hours)

Top Priorities



Defining Parameters

- Develop a policy to define responsibility for meeting wayfinding needs in the county.
- Projects funded by the tourism program should serve tourism needs and focus on major related issues across the county.
- Wayfinding within village boundaries (street signs, traffic signs, etc.) will be directed by the respective village or county jurisdictions, with the encouragement to plan within these guidelines.
- Specific needs outside of the scope of the Wayfinding Program should be negotiated between the tourism program and the interested party to determine responsibility.



Create a Community Sign Manual

Develop a manual (printed and posted on-line) in cooperation with Tillamook County Roads for residents and local jurisdictions to explain the process for obtaining new signage not covered in this program. And when applicable, directing community requests to the proper government agency.



Ensure Cooperation with Agencies

When signage is proposed for public highways, it will be critical to coordinate planning, permitting, design, construction and installation with the appropriate government agency that has jurisdiction for the right-of-way or space where a project is proposed. Developing a good working relationship with each agency early in the process will ensure long-term success of the overall program.



Working with ODOT

Since many of the areas in Tillamook County where wayfinding issues have been identified are adjacent to or within the right-of-way for ODOT, the agency will be engaged early in the process and the tourism program will work closely with them to ensure proposed wayfinding signage or elements can be located in appropriate areas for their requirements and the usefulness of the public.

Government Agencies include:

Oregon Department of Transportation (ODOT)

Oregon Travel Experience (OTE)

Tillamook County Department of Public Works—Roads

Tillamook County Department of Community Development—Planning

Incorporated cities in Tillamook County as required by their codes or regulations

Next Steps . . . Get Involved!

How do you and your community get involved in the Wayfinding Program?

- Develop a list of ongoing wayfinding issues in your community including:
 - ~ *Consistent related questions from visitors for directions;*
 - ~ *Confusing signage or missing locations;*
 - ~ *Need for maps or guides*
- Talk to your municipalities or your neighbors to document wayfinding issues
- Contact the Tourism Program office to be added to their mailing list of interested residents
- Participate in wayfinding meetings as they occur in your community

Your participation (at whatever level you are able) will build a effective wayfinding system in the county for residents and visitors.



In Progress!

The City of Tillamook has adopted the design standards of the Wayfinding Master Plan in planning for their new Welcome signs and eventually their downtown pedestrian signage as part of the Interchange Project.

Nehalem has begun (Fall 2017) to implement the Wayfinding Master Plan to meet the needs of visitors and residents for parking and location of services.



The Future

Future and ongoing projects for the Wayfinding Plan include:

COUNTY AND VILLAGE GATEWAY SIGNS

Iconic gateway signs designating county entry points and announcing cities and villages

IN-VILLAGE SIGNAGE, ENHANCING VISITOR EXPERIENCE

Including pedestrian directionals, kiosks, banners, murals etc.

SUPPORT OREGON COAST SCENIC RAILWAY

Work with the Railway to support the redevelopment of their ticket/depot station (Garibaldi) and potential development of interpretive signage

DEVELOP PILOT PROGRAM — CITY AND PORT OF GARIBALDI

Work with the City and Port of Garibaldi to determine their needs for wayfinding with their upcoming Main Street project.

COORDINATE WAYFINDING WITH PROPOSED SALMONBERRY TRAIL

Work with agencies and community groups as the proposed Salmonberry Trail makes a public connection to the Tillamook Coast.





Acknowledgments

The team of Lennox Insites (lennoxinsites.com) and Partners in Design (pidseattle.com) would like to thank Nan Devlin, Tourism Director, Visit Tillamook Coast, and her staff for support in developing this plan.

We would also like to thank the various communities and their residents that spent time meeting with us during the development of this plan: Garibaldi, Manzanita, Nehalem, Pacific City, Oceanside, Tillamook and Wheeler.

Local government officials also provided assistance: Liane Welch, Tillamook County Department of Public Works; Bryan Pohl, Tillamook County Department of Public Works; and the Economic Development Council of Tillamook Council.

Funding for this Wayfinding Master Plan was provided by the Visit Tillamook Coast Tourism Lodging Tax (TLT) program.

Contact Us

We hope you find **Tillamook County Wayfinding—In Brief** helpful as you assess your community's wayfinding needs. This document is a streamlined version of the original Visit Tillamook Coast Wayfinding Master Plan that was developed in 2016 with a final version released in September 2017.

If you would like an electronic copy of the original master plan, please contact the Tillamook County Tourism Director, Nan Devlin at (503) 842-2672 or email at nan@tillamookcoast.com.

Appendix 7

Mile-by-Mile Traveler's Guide

Hwy 6/131 Trees to Sea Scenic Byway

A Travelers' Guide

For the proposed Oregon State Scenic Byway

Introduction

Welcome to the Hwy 6/131 Trees to Sea Scenic Byway, the 68-mile route begins at the trailhead for the Banks-Vernonia State Trail in Banks, Oregon and proceeds down Main Street (Highway 47) to turn west on State Highway 6 near Mile Marker 49 and then heads toward the City of Tillamook. The route then arcs north and west on Tillamook County's Wilson River Loop and Latimer Roads, in order to turn south on Highway 101 before turning right on State Highway 131 (Third Street in the City of Tillamook) for almost its full length until it turns onto Tillamook County's Cape Meares Loop Road. Initially, the last segment of the Byway will conclude at the Cape Meares Lighthouse. The Cape Meares Loop Road was closed in 2013 as a result of a large active landslide measuring 3,000 feet long by 4,000 feet wide that has moved more than 15 feet downslope since it has been closed. Once the programmed repairs are made (currently scheduled to start in 2020), the full loop back along Bayocean Road to Highway 131 near the Tillamook River bridge will be incorporated into the byway.

The "Trees to Sea" scenic route is quintessential Oregon, featuring virtually everything people envision when they think of picturesque northwest Oregon:

- Rugged, beautiful mountains
- Evergreen forests rolling from ridge to distant ridge
- Crystal clear streams, home to salmon, steelhead and native cutthroat trout
- Forest trails for hiking, biking, off-highway vehicles and horseback riding
- Waterfalls, wetlands and estuaries
- Broad range of forest conditions and wildlife habitats across the spectrum of working forests on private and public land
- Resurrection of the Tillamook State Forest from the ashes of catastrophic wildfires
- Spectacular views of the Pacific Ocean
- Access to ocean beaches with whale watching and beach combing opportunities
- Restaurants and gift shops along with opportunities for world class wine-tasting and cheese-sampling
- A state designated bird-watching trail
- State parks, county parks, and a historic lighthouse

And, to help travelers understand and appreciate sights along the way:

- The Tillamook Forest Center, located in the heart of the Tillamook State Forest, interprets the cultural and natural history of this area and the importance of forests in our lives today.

This diverse route is one of Oregon's best kept secrets and is a must-see for travelers wishing to experience northwest Oregon's beautiful western valleys, forest-rich coastal mountains, and spectacular Pacific coast.

The Scenic Byway Guide describes the route traveling from east to west. It includes recommended stops along the route as well as noteworthy drive-by points of interest.

(Starting Point): Banks-Vernonia State Trail, Banks, Oregon
Take exit ramp for a stop in Banks and see the Trail

Banks is the eastern portal to the Scenic Byway Route. A full-service community, Banks is also the southern starting point for the Banks-Vernonia State Trail. The Trail is the first "rails to trails" linear state park in Oregon, following a 21-mile abandoned railroad bed running north to Vernonia. The trailhead is located one mile to the south, on the northern edge of town and features flush toilets, drinking water and an information kiosk providing area information.

Mile Marker 49 : Head back to Hwy 6 by proceeding back down Main Street (Highway 47) to turn west on State Highway 6 near Mile Marker 49.

Mile Markers 46: **Killin Wetlands, managed by Metro Regional Government**
Windshield View – Drive by

A publicly-owned 590-acre green space, Killin Wetlands is one of the Willamette Valley's largest remaining peat soil wetlands and is known as a haven for elusive marsh birds. Before being purchased by Metro with funds from the 1995 and 2006 natural area bond measures, the site was used for agriculture, including a small dairy farm. Killin Wetlands are a rare example of Willamette Valley scrub-shrub marsh habitat. The wetlands support significant wildlife populations. The natural area has long been known to birders as a destination to observe wildlife throughout the year, including the American bittern, sora and Virginia rail. It is recognized by the Audubon Society as an Important Bird Area and is a featured stop on the Willamette Valley Birding Trail. The area also supports an abundance of rare plants and animals, including Geyer willows and the state-sensitive northern red-legged frog. Beavers, ducks and the occasional elk also call the place home.

The dairy barn was restored in 2017 and features a beautiful piece of artwork by the Westside Quilters Guild called Doves in the Window, making it part of the Quilt Barn Trail project. Construction will start in spring 2018 to build visitor amenities at Killin Wetlands, which will open as a nature park in the summer of 2018. Visitors will be able to enjoy light hiking and wildlife viewing. Learn more at oregonmetro.gov/killin

A safe viewing area can be accessed by turning from Highway 6 onto NW Cedar Canyon Road, following the road to a parking pull out. It is not safe to pull off on the side of Highway 6 to view this area.

Mile Marker 44: Apolloni Vineyard

Turn north on Timmerman Road to access vineyard

This vineyard and winery with a tasting room that is opened daily is representative of the world-renowned wine region of Washington County. Apolloni Vineyards is a producer of premium Pinot Noir and Italian-style wines and offers wine-tasting for visitors. Other nearby vineyards also provide tours and wine-tasting.

Mile Marker 43: Valley & Vineyard State Scenic Tour Route

Windshield Drive by: Optional Turn off for State Highway 8

The Valley & Vineyard State Scenic Tour Route travels one mile to the south of this location and can be accessed by turning off at this junction onto State Highway 8.

Mile Marker 42: *Last stop for gas* until you reach Tillamook is at the Shell Station on south side of Hwy 6. There will be a several small restaurants along the route.

Mile Marker 41: Bateman Creek, Bateman Century Farm & Log Cabin Inn

Windshield View—Drive by

Oregon's Century Farms showcase the rich agricultural history of Oregon. The Bateman Century Farm has been held in the Bateman family for four generations over a period of more than 100 years. The farm includes a tree farm managed with the philosophy to "grow high quality timber and leave the property in better condition than when they acquired it." Across the highway, the Log Cabin Inn was part of the Bateman family's original homestead.

From this point on, the Scenic Byway route transitions away from agricultural lands and homesteads into forested lands, both private and publicly owned.

Mile Marker 37.5: Pacific University's Blodgett Arboretum

Windshield View – Drive by

This small ownership of forestland (south side of highway) is owned by Pacific University in Forest Grove. It is located along Gales Creek, and features a densely wooded second-growth forest of Douglas-fir, western red cedar and bigleaf maple. It is used by the University for botanical research, environmental studies and forestry classes. From this point, the highway climbs steadily through similar forestlands into the Coast Range Mountains, following the Gales Creek watershed.

**Mile Marker 37: Entry Sign for Tillamook State Forest – OR Department of Forestry
Turn out at Entry Sign**

The largest of Oregon's state forests, the Tillamook covers 364,000 acres of rugged mountains, valleys, forests and streams. Sustainably managed by the Oregon Department of Forestry, the forest offers a range of social, economic and environmental values for the people of Oregon. For the next 20 miles, Highway 6 travels through the Tillamook State Forest.

Mile Marker 35.5: Consolidated Timber Camp (Historic)

Windshield View – Drive by

This site is across Gales Creek on the north side of the road. After the 1933 Tillamook Fire, three major logging companies and land owners came together to form the Consolidated Timber Company. They were the Blodgett Company, Crossett-Western and Henry F Cheney. Consolidated Timber Camp was established in 1936 to facilitate the salvage of timber from the Tillamook Burn. Track was laid from here west with many logging spurs off the main line. The camp included the large locomotive shed, which can still be seen today. By 1946, with most of the salvage completed, Consolidated was closed

Mile Marker 34.5: Gales Creek Overlook- Oregon Department of Forestry

Turn out, Parking, View point, Visitor Information & Interpretation

The eastern portal to the Tillamook State Forest, the overlook offers a view northward into the Gales Creek drainage of the Tillamook State Forest where a major forest fire began in August of 1933. This was the first of four major fires to burn in the area, later to become known as the Tillamook Burn. A kiosk offers interpretation of the Tillamook Burn, information on the Tillamook State Forest, and general travel information. Interpretation of the massive reforestation effort which followed the fires, arguably the largest reforestation effort in history, is also provided at this site.

Mile Marker 36: – 33 Clearcuts and hazardous tree removal adjacent to the highway

Oregon Department of Transportation and Oregon Department of Forestry worked together along the highway to remove trees infected with *Phellinus weirii*, also known as laminated root rot. This is a disease that infects the tree roots, weakening and rotting them resulting in dead and dying trees at risk of falling in the highway and endangering motorists. The areas are reforested with disease resistant species such as western redcedar and hemlock. Laminated root disease (*Phellinus weirii*) is a serious concern throughout the Tillamook Forest.

Mile Marker 33: Coast Range Summit, Elevation 1,556 feet

Here, State Highway 6 crosses the spine of the Coast Range as it passes from Washington County to Tillamook County. The Wilson River Wagon Road, built in 1893, was the first such travel route established between Forest Grove and Tillamook. Today's Wilson River Highway follows parts of this route and is interpreted at the Tillamook Forest Center, near Mile Marker 22, 11 miles ahead.

Mile Marker 33 – 13: Historic WPA Rock Work

Along the highway for the next 20 miles

Note the stone masonry retaining wall on the south side of the highway. This is one of 58 rock masonry features along the Wilson River Highway that have been inventoried by ODOT. Examples of this work, completed in the 1930's by the Works Progress Administration, can be viewed up-close at Footbridge Day-Use Area turn out at Mile Marker 19 (14 miles ahead). Interpretation of the rock work is provided at the Sprague Wayside (Mile Marker 12). Stone masonry features include retaining walls, culverts, chutes, and steps.

Mile Marker 32.5: Oregon Heritage Marker – Tillamook Burn
Windshield View—Drive by

This Historic marker interprets the significance of the Tillamook Burn in Oregon history. This Marker should only be accessed by westbound traffic. Do not attempt to cross Hwy 6 when heading upslope.

Mile Marker 32: Devils Lake Fork Bridge
Windshield View Drive by

This bridge was built under cooperative agreement by the US Public Roads Administration and the Oregon State Highway Commission in 1940. Repairs were made and new guard rails were installed in 2010. The historic approach columns still stand at both ends of the span.

Mile Marker 31: High cliffs of the upper Wilson River Canyon
Windshield View Drive by

The upper canyons of the Tillamook State Forest are typically steep with many exposed rock outcrops, creating spectacular scenic views. The upper Wilson River canyon is a good example of this topography. Recreational trails for hikers, mountain bikers, equestrians, and off-highway vehicle users are found throughout the forest, representing one of the important social values within the State Forest system of Oregon.

Wilson River Slide (this is also at Mile Marker 31)

This landslide, typical of deep seated landslides in the Coast Range, occurred on April 4, 1991. About 500,000 cubic yards of soil and rock slid down onto the highway and partially blocked the Wilson River. The remains can still be seen on both sides of the highway. This and other slide areas can be seen along the highway and shape the steep landscape of the Coast Range, creating waterfalls, cascades, and micro environments for native plants and wildlife.

Mile Marker 29.5: Fern Rock Falls
Turn out on south side of highway

Numerous waterfalls cascade from high cliffs throughout the upper Wilson River Canyon. Fern Rock Falls is one with easy access. Although undeveloped today, a complete development plan for this turnout has been completed and includes plans for parking, natural landscaping and interpretive kiosks and signs about the falls.

Mile Marker 28: Confluence of South Fork and Devils Lake Fork of the Wilson River
Windshield View—Drive by

Confluence of these two forks marks the beginning of the main Wilson River. Highway 6 follows the river for the next 28 miles, all the way to Tillamook where it empties into Tillamook Bay. Until drawing closer to the Pacific Ocean, this second growth forest, largely hand-planted following the Tillamook Burn, is made up largely of Douglas-fir, western hemlock, western redcedar, red alder and bigleaf maple.

Mile Marker 22.5: Smith Day Use Area- Oregon Department of Forestry
Day Use Area and Forest Learning Shelter

This is a great spot to stop and walk in the footsteps of the area's first settlers. Although the early structures are no longer standing, interpretive signs tell the story of early life here and a trail provides an opportunity to view the old homestead site. The Forest Learning Shelter is used by school groups as a base for their forest discovery activities. The shelter is also available to rent for meetings, reunions, weddings and other special events.

The site is accessible with restrooms, an information kiosk, and several picnic sites available at no charge. Great views of the Wilson River and the rocky face of nearby King's Mountain are seen just outside the shelter. Also note the fruit trees planted by homesteaders that are still standing today as well as an old growth big leaf maple tree.

Mile Marker 22: Tillamook Forest Center- Oregon Department of Forestry
Interpretive and Education Center

The Center features an exhibit hall interpreting the past, present and future of this dynamic forest, and encourages visitors to make new connections with the forest and its many values in their lives. Staff members offer interpretive programs for visitors and education programs for school groups.

Outside, visitors climb a 40-foot lookout tower or watch for salmon from a 250-foot suspension bridge over the Wilson River. Bird watching is a favorite on-site activity here, and the Center is listed as a stop on the Oregon Coast Birding Trail. A grove of Douglas-fir and Grand Fir trees, adjacent to the Center, is honored as a State Heritage Tree Grove, recalling the work of students who planted the trees in the 1950's.

The Center serves as the central information point for visitors traveling this route between the Willamette Valley and the coast. Restrooms and other facilities are accessible, RV-friendly, and free.

Mile Marker 19.5: Footbridge Picnic Area- Oregon Department of Forestry
Parking and River Access

This is a popular day-use area with access to the river. The footbridge at this location offers a spectacular view of the Wilson River as it flows through a narrow, cliff-lined notch. It also offers access to the Wilson River Trail across the river.

The stone masonry stairs and retaining walls located on the south side of the bridge were built by the Works Progress Administration in the 1930's. The work of the WPA is interpreted at the Sprague Wayside, 7 miles to the west.

Across Hwy 6 from the Footbridge parking area at Mile Marker 20:
Bridge Creek Falls.

This is a short, less than ½ mile, hike to see the falls.

Mile Marker 12: Sprague Memorial Wayside
Western Portal to the Tillamook State Forest

This Wayside serves as an entry portal to the Tillamook State Forest when approaching from the west. Historically, this was a stop on the early stage coach line from Tillamook to the Willamette Valley as well as a work camp for the Works Progress Administration during construction of the highway. Interpretive signs here tell the story of the WPA and their work along the highway. Restrooms are provided here and traveler information is presented on a kiosk.

Mile Posts 12 to 3: Private and Federal Forest Lands
Windshield View—Drive by

As the highway draws closer to the Pacific Coast, the climate changes and Sitka spruce becomes more common. Watch for increasing numbers of spruce along the highway. Forest ownership transitions from Oregon Department of Forestry to private and Federal (Bureau of Land Management) through this part of the canyon. Considering that state forests are managed with somewhat different objectives than private and federal forest lands, travelers may notice different forest management applications. The combination of these different ownerships and management goals provides a vast range of forest benefits and commodities to the community. Numerous Christmas tree farms are also found along this stretch of highway.

Mile Marker 8.5: Mills Bridge- Tillamook County Water Trail – Tillamook Estuaries Partnership
Boat launch

Watch for this river access point for the Tillamook County Water Trail. More are located upstream and downstream of this site. The water trail is coordinated through a partnership of agencies and organizations including the US EPA, National Park Service, Oregon Department of Fish and Wildlife, Oregon Department of Forestry, Oregon State Marine Board, Tillamook County, and others. It is designated as a National Water Trail.

Mile Marker 4: Tillamook County Dairy Farms
Windshield View—Drive by

Coastal mountain forests dramatically give way to the rich dairy farms of Tillamook County, home of world famous Tillamook Cheese. The story of modern Tillamook County began on August 14, 1788 when Captain Robert Gray, an American sailing the sloop “Lady Washington,” anchored in Tillamook Bay thinking

he had found the “great river of the West.” This was the first recorded landing on the Oregon coast.

Mile Marker 2.1: Entering City of Tillamook Dairylands area; turning onto Wilson River Loop Road North to the Tillamook Cheese Factory

Turning north on Wilson River Loop, the route winds you through local dairy farm country, up across the Wilson River, and left onto Latimer Road at the base of the hill that arcs around west to the Tillamook Cheese Factory.

Awarded for producing the “World’s Best Medium Cheddar”, guests from all over the world arrive to learn more about the Tillamook Cheese Factory. The free, interactive, self-guided tour answers all creamery related queries, while giving guests a behind the scenes peak at how their famous cheese is packaged and produced. Afterwards, visitors can enjoy a free sampling of various cheeses to determine their favorites.

After touring the factory, head south into the City of Tillamook. In its early years, the town of Tillamook, the first community to be settled in the county, bore the names Lincoln and Hoquarton, the latter believed to be an Indian name meaning “the landing.” Its name was eventually changed to Tillamook, after the local native tribe.

As travelers come into Tillamook, they will notice barns and buildings with diverse, colorful quilt tiles, indicating the local Quilt Trail. Visitors can access more information about the Quilt Trail from the Quilt Museum, located 1 mile north of the Hwy 6 and 101 intersection, at the cross street of 101 and Latimer Road.

Intersection of Latimer Road with US Hwy 101 – Pacific Coast Scenic Byway (an All-American Road)

(Note: if you did the tour of the Cheese Factory, take 101 south back to Tillamook.

Mile Marker 65: Blue Heron French Cheese Company

Local business celebrating over 37 years in business in the Pacific Northwest. There is a wonderful petting farm for the kids to visit.

Sue H Elmore and Hoquarton Interpretive Parks – Interagency Partnership

At the new US Hwy 101 bridge crossing the Hoquarton in the center of town, a pair of City Parks flank the south bank. The Sue H Elmore Park on the west, offering kayak launching, restroom, and picnic facilities and the Hoquarton Interpretive Park telling the story of a place that has served Tillamook residents for centuries. The Hoquarton Slough once provided the coastal native tribes a vital access to inland hunting and gathering sites. In the late 1800’s the European settlers used the Hoquarton - meaning “landing” in the native tongue - for commercial trade and the site of their new town named Tillamook. Until 1911, when the railroad came into Tillamook, the slough was the principal connection to “the outside.” The Coats Lumber Company was eventually located along the slough. Through the mid 20th century, logs from the famous Tillamook Burn were milled here. Today’s view docks are placed above the mill

foundations and interpretive signs tell the stories of those who once left footprints at the site.

Both Parks are trailheads for adventure, whether launching out onto the National Recreational Water Trail at Sue H Elmore or tying into an extensive bicycle/pedestrian Rails-to-Trails system at Hoquarton.

The Parks are also trailheads into the downtown commercial center of the community with several culinary experiences and breweries (such as the Pelican Pub's Brewery and Tap Room, which anchors both ends of the Three Capes Scenic Loop) a block or two away.

Mile Marker 2.5: City of Netarts – Three Capes Scenic Loop

Take 131 west (right on 3rd Street) and head towards Netarts. Cross the Trask and Tillamook Rivers, or stop and kayak.

In the Native American language of the local Killamook tribe, “Ne ta at”, meant “near the water.” Later, modernized spelling became Netarts. This small community situated at the mouth of the Netarts Bay is also part of the **Three Capes Scenic Loop** and this is where the two routes overlap which allows the traveler to experience both routes for the remainder of the tour.

Turn left on Boat Basin Road: **Netarts Landing County Boat Launch**

Concrete motorized boat launch, rest rooms, parking lot.

**Turn right onto Cape Meares Loop Road, heading uphill,
follow road approximately 2 miles to:**

- Cape Meares State Park
- National Wildlife Refuge

Turn Out for Park, Heritage Trees and Historic Light House

This scenic viewpoint is situated on a headland, 200 feet above the Pacific Ocean. Cape Meares provides an excellent view of the largest colony of nesting common murrelets in the state which is one of the most populous colonies of nesting sea birds on the continent. Bald eagles and peregrine falcons have also been known to nest near here.

The park features tours of an 1890s lighthouse, the Sallie Jacobson Interpretive kiosk and interpretive panels at key viewpoints. Cape Meares has over three miles of hiking trails and a mile-long walking trail that winds through old-growth spruce trees including the state champion Sitka spruce and the uniquely-shaped “Octopus Tree”. In winter and spring, this park is an excellent location for viewing whale migration.

Established in 1938, Cape Meares National Wildlife Refuge consists of vertical coastal cliffs, rock outcroppings, and rolling headlands with old-growth forest dominated by Sitka spruce and western hemlock. This small refuge protects one of the last stands of old-growth coastal forest in Oregon. The vertical seacliffs around this headland support nesting seabird populations including tufted puffins, common murrelets, pigeon guillemots, pelagic cormorants, and others. Peregrine falcons nest on the cliffs, and the recently delisted bald eagle forages on the headland.

Three Arch Rocks National Wildlife Refuge

(As seen from cliffs at Cape Meares Lighthouse)

Designated as the first National Wildlife Refuge west of the Mississippi River, Three Arch Rocks Refuge lies ½ mile offshore of the community of Oceanside. One of the Oregon coast's best-known landmarks, the refuge consists of three large and six smaller rocks totaling 15 acres.

The refuge is one of the smallest National Wilderness Areas in the country. The rocks provide habitat for Oregon's largest breeding colony of Tufted Puffins. These flamboyant birds with their large bright orange beaks and long yellow head tufts are one of the most recognizable seabirds on the Oregon coast. Other seabird species breeding on this refuge include Leach's Storm-petrel, Brandt's Cormorant and Pigeon Guillemot. The refuge also supports the largest breeding colony of Common Murre south of Alaska and is the only pupping site on the north Oregon coast for the federally threatened Steller sea lion.

Turn left after coming out of lighthouse road and head towards Bay Ocean Road

Note: If the road to Cape Meares is still blocked due to a landslide, you need to back track through Netarts and turn left on Bay Ocean Road just before the Tillamook River crossing to experience the entire tour route.

If the road is open, the following attractions will reveal themselves on the Bay side of the drive in the following order:

Cape Meares Lake

Cape Meares Lake (also called Bayocean Lake) is a freshwater lake, which was created through the construction of a dike across Biggs Cove in Tillamook Bay after the breaching of the Bayocean Spit by a storm in 1952. The dense marsh vegetation around the lake is an EPA freshwater marsh study site.

Watch for split lane gravel road on dike between Cape Meares Lake and Tillamook Bay on north side of road

Bay Ocean Spit from Bay Ocean Peninsula Park - Tillamook County Park

Turn out – Parking, Trail and Water Access

This sand spit was once the site of the City of Bay Ocean Park, conceived by a developer in 1906, and then lost gradually to the ocean as the north end became an island. The last home was destroyed in 1960 although the breakwater at the mouth of the bay allowed the island to become a peninsula once more.

This County Park offers access for clam digging, fishing, hiking and wildlife watching and equestrian trails. The Park provides access to one of the premier stops along the Oregon Coast Birding Trail as birders hike onto the Spit for views of Tundra Swans, Snowy egrets, green Heron, Bald Eagles and Peregrine Falcons.

Memaloose Point Park -Tillamook County

Turn Out – Parking and Water Access

Memaloose Point, one of seven County Parks near Tillamook, offers wonderful views of Tillamook Bay and surrounding area. The Park features a boat ramp and toilets along with accessible fishing and bird watching facilities. Bald eagles are frequently seen in this area. Cape Meares, immediately to the west, displays a dense coastal forest of Douglas Fir, Western Hemlock and Sitka spruce.

Continue along Bay Ocean Road and return to the City of Tillamook and Hwy 6 via Hwy 131.

(Option: continue south on the Three Capes Scenic Loop to Pacific City)

This project is a multi-group effort and all photos have been donated by various individuals and therefore are not the property of the authors of this plan.