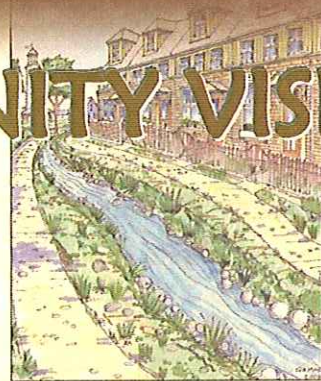


The background of the cover is a large, detailed architectural site plan of the Nelscott area. It shows a grid of streets, building footprints, and green spaces. The plan is oriented vertically, with a river or waterway on the right side. The drawing uses fine lines and light washes of color to represent the urban layout.

# Nelscott

## COMMUNITY VISION PLAN



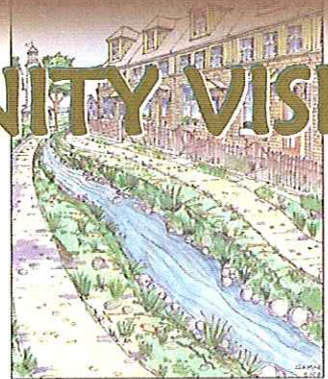
LINCOLN CITY, OREGON  
AUGUST, 2006



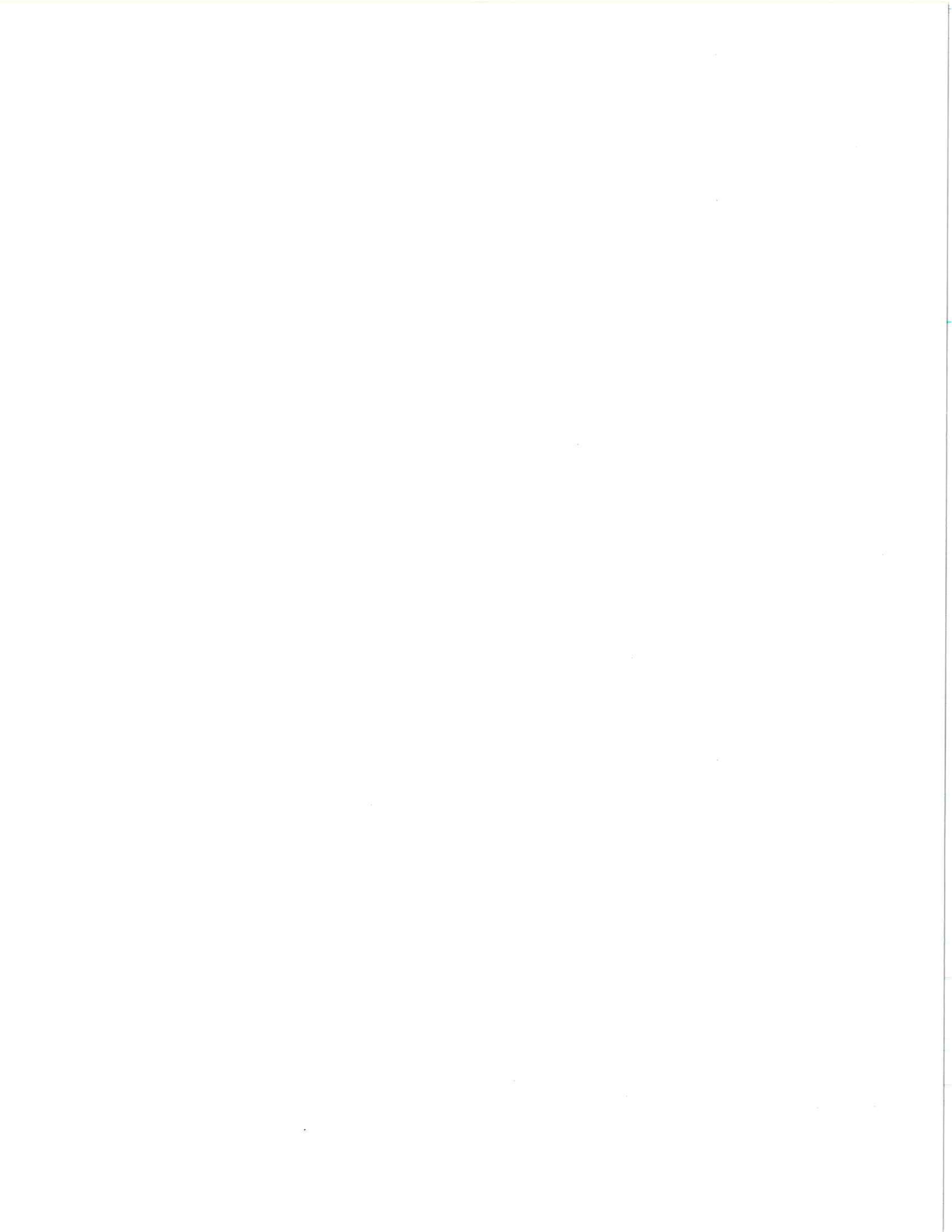
The background of the cover is a detailed architectural site plan for the Nelscott area. It shows a grid of streets, building footprints, and green spaces. A prominent feature is a winding blue stream or canal that flows through the site. The plan is rendered in a light, sketchy style with various colors like yellow, green, and brown to indicate different zones or materials.

# Nelscott

## COMMUNITY VISION PLAN



LINCOLN CITY, OREGON  
AUGUST, 2006



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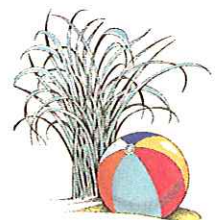
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## Preface

A man travels the world over  
in search of what he needs and  
returns home to find it.  
---George Moore



In 1965 Nelscott, along with other area “pearls”, voted to merge into a single city, Lincoln City. However, Nelscott never released their individuality and continues to hold tight to their desire for a quiet, accessible, viable and livable community.

In May 2006, the community, the Urban Renewal Agency, and urban planners from across the country came together to create a redevelopment plan that broadly addresses the fundamental transportation, land/use, public space, infrastructure and economic needs of the Nelscott district, while maintaining a high quality of life. The goal for this plan is to create a long-range vision and implementation strategy for the redevelopment and economic revitalization of the Nelscott District.



Even the very best plans, when developed by only a few individuals, are doomed to fail when it comes time for implementation. Consequently, this effort represents a shared vision of the community, state and local officials and a unique collaboration of urban planning talents. It was perhaps the first time this model for community visioning has ever been attempted, bringing together experts from across the country in urban planning, engineering, traffic, hydrology, architecture and landscape architecture working pro bono in collaboration with the community. The professional team of designers came to Nelscott for the love of the work – helping a small community find its way to the future while maintaining its abounding historical past. The Design Team strived to create a vision of Nelscott that would reflect the needs and wants of the community itself.



Nelscott residents believe their unique area and diverse population will combine to unleash the luster of the most viable “pearl” on the coast – **Nelscott . . . .**

. . . . . **Welcome Home**





## Acknowledgements

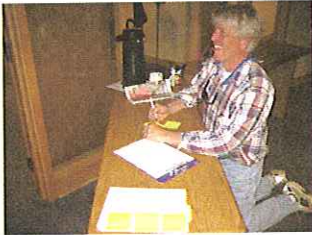
### City Council/Urban Renewal Agency

Lori Hollingsworth, Mayor  
 Wes Ryan, Agency Chairperson  
 Rick Brissette, Ward I  
 Gary Ellingson, Ward III  
 Doug Holbrook, Ward II  
 Ed Kuntz, Ward III  
 Chester Noreikis, Ward II

There is no greater power for  
 change than a community  
 discovering what it cares about.  
 —Margaret Mead

### Planning Commission

Polly Haehl, Chairperson  
 Char Brown  
 Randall Butts  
 Tim Crenshaw  
 Richard Emery  
 Erick Feuerborn  
 Jim Kusz



### City Staff: Technical Resource

David Hawker, City Manager  
 Kurt Olsen, Urban Renewal Agency Director  
 Maggie Vohs, Urban Renewal Event Manager  
 Renee Selvidge, Urban Renewal Office Administrator  
 Ron Tierney, Finance Director  
 Richard Townsend, Community Department Director  
 Gary Leikness, Senior Planner; Planning Department  
 Dennis Dougherty, Interim Police Chief  
 Lila Bradley, Public Works Director  
 Stephanie Reid, City Engineer  
 Ron Ploger, Parks and Recreation Director  
 Michael Bishopp, GIS Coordinator  
 Brian Maninger, Student Intern



### Public Agencies

Oregon Dept. of Land Conservation and Development  
 Oregon Department of Environmental Quality  
 Oregon Department of Transportation  
 Oregon Division of State Lands  
 Oregon Economic Development Department  
 Oregon Housing and Community Services Department





## Nelscott Design Team

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SERA Architects  
Portland, Oregon



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South Padre Island, Texas

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Cascade Earth Sciences  
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Portland, Oregon



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Ketchum, Idaho

Al Zelinka; VP of Development  
RBF Consulting - Urban Design Studio  
Irvine, California

**Nelscott Local Team**



Suzanne Allen  
Steve Bemis  
Arlon Gilliland  
Lynda Krogh  
Ernie Rose  
Ed Tanabe





**Lincoln City Community Participants**



- |          |                   |          |             |
|----------|-------------------|----------|-------------|
| Suzanne  | Allen             | Jeanne   | Derbin      |
| Larry    | Anderson          | John     | deTar       |
| Debbie   | Aneja             | Diane    | Disse       |
| Atul     | Aneja             | Cynthia  | Dorrell     |
| Gail     | Apley             | Darnell  | Dorrell     |
| Mike     | Ballas            | Rob      | Dortighaco  |
| Rob      | Baltell           | Dennis   | Dougherty   |
| Bob      | Barden            | Peggy    | Earle       |
| Liisa    | Barden            | Betty    | Ellingboe   |
| Steve    | Bemis             | Gary     | Ellingson   |
| Michael  | Bishopp           | Alberta  | Ellingson   |
| Jerry    | Bottomiller       | Richard  | Emery       |
| Lillian  | Boynton           | Jeff     | England     |
| Lila     | Bradley           | Lynne    | England     |
| Rick     | Brissett          | William  | Ennis       |
| Char     | Brown             | Carmella | Ettinger    |
| Bob      | Buckley           | Andy     | Farley      |
| Geri     | Buckley           | Rick     | Fender      |
| Marcia   | Burdette          | Erick    | Feuerborn   |
| Randy    | Butts             | Bryan    | Fitzsimmons |
| Ken      | Byers             | Larry    | Garrison    |
| Donna    | Cairo             | Shirley  | Gaspari     |
| Carol    | Cartwright        | Richard  | Gaspari     |
| Judy     | Casper            | Clinton  | Gates       |
| Jean     | Celia             | Joe      | Getty       |
| Frank    | Chan              | Harriet  | Gibson      |
| Chris    | Chandler-DiTorice | Dennis   | Gibson      |
| Patricia | Clink             | Bob      | Gibson      |
| Vaughna  | Cochenour         | Arlon    | Gilliland   |
| Sharon   | Como              | Bobbie   | Grider      |
| Jerry    | Como              | Polly    | Haehl       |
| Doreen   | Connolly          | Anne     | Hall        |
| Patrick  | Connolly          | Joyce    | Haller      |
| Deb      | Cooley            | Karen    | Hansman     |
| John     | Coyle             | Esther   | Harrison    |
| Steve    | Crabtree          | Sharon   | Hassman     |
| Tracey   | Crabtree          | David    | Hawker      |
| Tim      | Crenshaw          | George   | Heiner      |

Welcome Home

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# NELSCOTT COMMUNITY VISION PLAN



Art	Henderson	Falicia	Mellin
Pat	Henderson	Andy	Morgan
Nancy	Hicks	Fred	Morgan
Doug	Holbrook	Debra	Morgan
Lori	Hollingsworth	Taundra	Mortensen
Lewis	Hoskins	Paul	Mosier
Lois	Hoskins	Judy	Nagle
Heladio	Huesca	Bruce	Nagle
John	Iwamura	Zona	Nelson
Jeff	Jarvis	Chester	Noreikis
Geri	Jarvis	Darlene	Noteboom
Barbara	Jenkins-Gibson	Robert	Noteboom
Walker	John	Patrick	O'Conner
Marge	Johnson	K. Ann	O'Leary
Sally	Johnson	Bob	O'Leary
Nelda	Johnson	Norma	Ostrander
Greg	Jones	Suzanne	Palanuk
Raymond	Kallman	Dave	Parker
Scott	Kiever	Tom	Parsons
Kathy	Kiever	Terri	Parsons
Wally	Kohl	Priscella	Patterson
Dimitry	Kosuba	Yonte	Paulol
Lynda	Krogh	Sandy	Pfaff
Ed	Kuntz	Kevin	Pfannes
Jim	Kusz	Sally	Phillips
Mary	Larkin	Ron	Ploger
Elizabeth	LaRocque	Bob	Portwood
Sharon	Latta	David	Price
Gary	Leikness	Charles	Purschwitz
Michelle	Long	Stephanie	Reid
Catherine	Lowry	Jere	Reter
Debra	Lumpkins	Howard	Roll
Bob	Maloney	Casey	Roloff
Jo	Maloney	Ernest	Rose
Brian	Maninger	Richard	Roth
Don	Martin	Sandra	Roth
Sharlot	Martin	Brian	Roy
Linda	McAlister	Ron	Rubin
Julie	McBee	John	Rundster
Ellen	Mellin		

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Elain Rundster  
Carolyn Russell  
Wes Ryan  
John Scheck  
Nan Scheck  
Dale Schmidt  
Della Schmidt  
Stina Seeger-Gibson  
Kent Seida  
Renee Selvidge  
Brad Sinn  
Sally Stroncck  
Mojie Takalo  
Ed Tanabe  
Ju Thimm  
Mary Thimm  
Ron Tierney  
Shirley Tindall  
Richard Townsend  
Kathie Turpin  
Bev Ulbricht  
Maggie Vohs  
Tom Wayne  
Doug Wheldon  
Connie Wheldon  
Ginny Whiffen  
Judy Wilent  
Debra Williams  
Otis Winchester  
Velta Womack  
Gary Wood  
Marvin Wynia  
Vicki Young  
Tracy Zarling





**Special Thanks to:**



- Beach Dog Café
- DeLake Signs
- Eagle's Lodge #2576
- Eddie Bauer
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- Ester Lee Motel
- Gallucci's Pizza
- Inn at Spanish Head
- Jennifer Sears Glass Center
- Kusz Productions
- La Roca Mexican Restaurant
- Lincoln City Chamber of Commerce
- Lincoln City Community Center
- Lincoln City Public Works Department
- Lincoln City Visitors and Convention Bureau
- LC Vacation Homes – Ebb Tides: Zona Nelson
- Mo's Restaurant
- N. Lincoln County Historical Museum: Anne Hall
- Nelscott Neighborhood Association
- Oregon Coast Aquarium
- Oregon Downtown Development Association
- Price & Pride Grocery
- Salishan Lodge & Spa
- Sandcastle Beachfront Motel
- Side Door Café – John Manca
- Station 3 Embroidery
- Taft High Culinary Team
- Tanger Outlet Center
- TCB Event Services
- The Shutterbug
- UV productions
- Valley Retriever

**Media:**

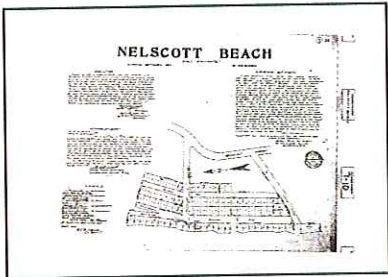
- Bill Choy – The News Guard
- Terry Dillman – The News Times
- Kiera Morgan – 102.7 KYTE Radio
- Dave Price – Oregon Coast Today
- Roger Robertson – 1400 KBCH





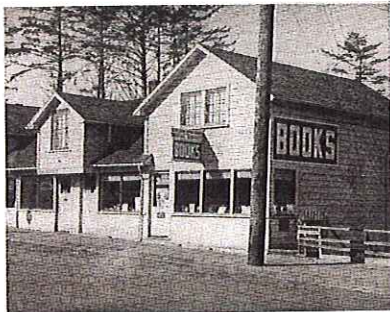
## Historical Perspective – The Nelscott Story

What a great opportunity for the community to look at its future.  
 —Ray K.



Nelscott's first settler, August Wallace, was perhaps best known for his simple lifestyle, which included skinny dipping for his dinner in the Pacific Ocean. If you can imagine entering those frigid waters daily to harvest mussels for your meals, you can imagine the fortitude and determination of those first settlers in the area.

In 1919 a bill was introduced into the Oregon Legislature authorizing the construction of the Roosevelt Military Highway, now known as Highway 101. Construction work on the highway did not commence until 1923, and it was said that as late as 1926 the highway was not considered drivable in the wet winter months.



Business partners Charles P. Nelson and Dr. W. G. Scott did not overlook the opportunities created by the highway construction. Several years later the partners were looking for investment property on the coast, and struck a deal to buy the now deceased August Wallace's property in Nelscott. In October of 1925, Nelson and Scott combined their names and formed a corporation known as the Nelscott Land Company.



The partners divided their acreage into eighty-seven small summer cottage lots. To provide water, the Nelscott Land Company built a small dam on Baldy Creek and ran a pipe about the size of a garden hose to their new town. The population of the new community did not rise drastically, and though official statistics are unavailable, the phone directories reported sixty residential entries in 1938, seventy-one by 1939 and one hundred eighty by 1950.

The heart of Nelscott in the early years was the Nelscott Auto Park, a campground sited alongside the Roosevelt Military Highway. George and Anna Cushing established the Nelscott Auto Park on a 6.75-acre parcel purchased from the Nelscott Land Company. Conveniences offered to travelers by the Cushing's included cottages, tent houses, a service station, hot showers, a community kitchen, and a nearby store. Its service station opened

---

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August 1, 1926, the first commercial business in Nelscott to be sited along the highway. To this day, many of the cottages still stand and are used as vacation rentals or fulltime residences, and the massive community kitchen of the auto park still stands as the Eagles Lodge.

In 1935 George Cushing combined nautical form with business function when he constructed a unique boat-like structure at the entrance of his auto camp. Designed to resemble “an old river steamer” the three-story structure named the Georgeanna, stood at the northwest corner of the highway and Washington Drive, present day SW 32nd Street. The ground floor housed three apartments, a service station, office, living quarters and public restrooms comprised the second story. The third story was a small “pilot house,” or observation room. Visible from the highway, this structure complete with decks, boat railings, and a smokestack must have gone a long way towards capturing the attention of passing motorists and drawing them into the auto camp.

Sometime after 1945 the Georgeanna was moved to the east side of the highway. You know it today as Nelscott’s only Chinese restaurant.

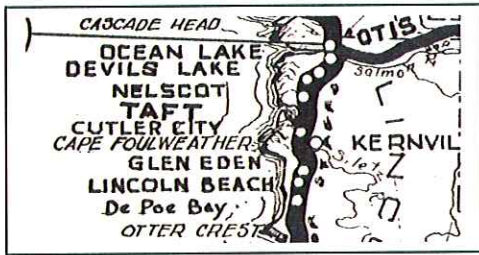
With the completion of the highway and the success of the auto park, the Nelscott partners hired a builder to construct a new building fronting the highway across the street from the auto park. The building was modeled after a store in Neskowin with the first floor housing a small general store, bus depot, restaurant and the Nelscott Land Co. office, and upstairs were several hotel rooms and living quarters for the Cushing’s. This marked the beginning of what became known as the “Nelscott Strip”, a row of retail buildings fronting the highway.

In 1927 the Nelscott Land Company filed a plat map for the “First Addition to Nelscott.” Adding to the original town site were fifty-four lots on the bluff to the south, ninety-eight lots to the north and seventeen to the east. In the following years there was a “Second Addition to Nelscott” as well as “Nelscott Gardens No. 1 & No 2”, which were located on the east side of the highway.

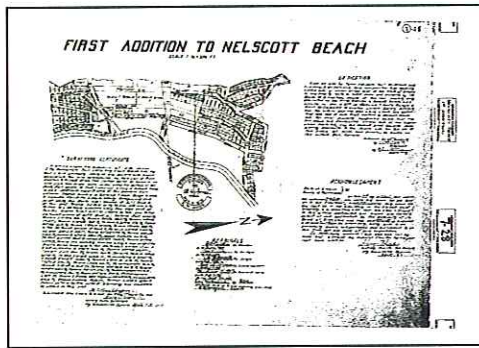




When the Nelscott Land Company was initially formed, the partners had placed a ten-year moratorium against the construction of any “public halls or taverns”. By 1935 the glory days of the auto camp were over, favoring motels and auto courts and the moratorium had expired. The community kitchen at the auto camp soon became Nelscott’s dance hall.



In 1940, Earl Nelson, son of Nelscott co-founder Charles Nelson, established his new business titled “Lincoln Book Shop, Rental Library”. Now with his profit making rental library he was able to reinvest in his inventory and by 1951 the library had grown to over 20,000 rental titles, 10,000 offered for sale and 1,000 first edition and autographed collector books. Nelscott enjoyed a literary reputation, stemming not only from the expansive bookstore, but also as a summertime haven for authors and literary vacationers.



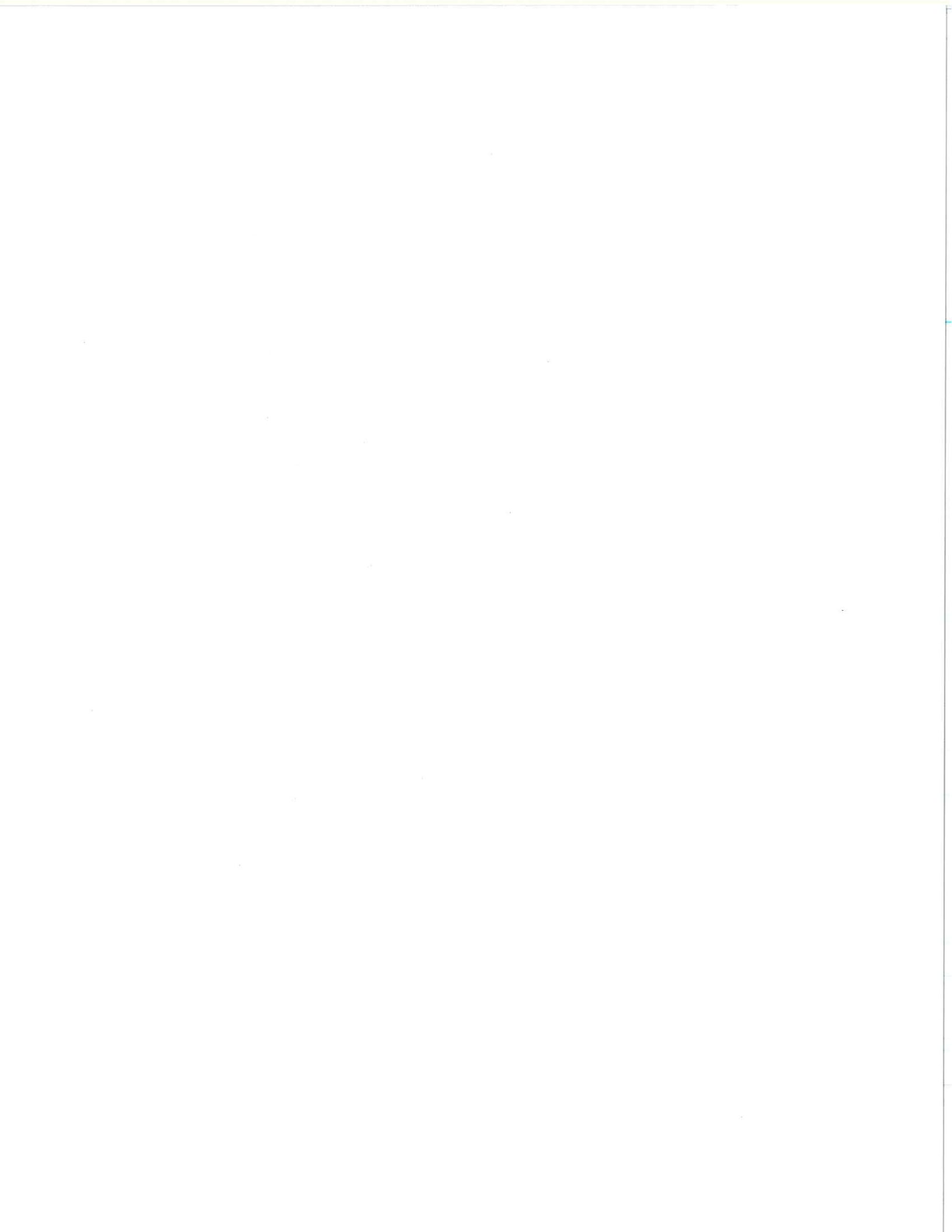
During World War II, Nelscott was transformed into a military station with the Coast Guard setting up their headquarters in the community kitchen of the Nelscott Auto Camp, creating a population boost for the town. As fears of a west coast invasion faded, the military presence was removed and many people moved from the coastal towns to Portland shipyards and other war related jobs. With the rationing of gas and tires and daily blackouts after sundown, new construction and tourism came to a virtual standstill.

At the close of the war and victory over Japan, the tourism industry quickly rebounded. Gas restrictions were immediately lifted and an impromptu holiday was declared.



The popularity of the parks and camping, combined with the rise of modern motels, led to the abandonment of tourist cottages, traditional hotels and auto camps such as Nelscott’s. Because the founders of the town issued such small sized lots, larger motels were never built in Nelscott and the town remains as one of the smaller pearls in the string of Lincoln City communities.

Information taken from 2005 Nelscott Historic & Cultural Resource Inventory, by Steve M. Wyatt





## Introduction/Overview

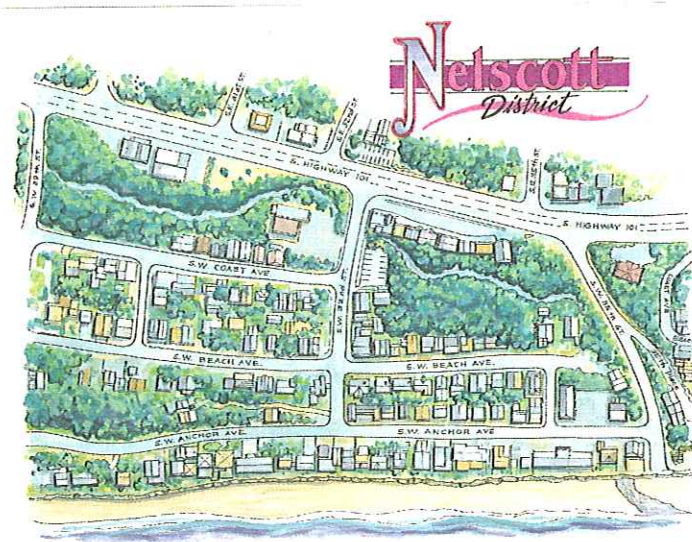
In all affairs it's a healthy thing now  
and then to hang a question mark  
on the things you have long taken  
for granted

—Bertrand Russell

Lincoln City covers an eight-mile stretch along the Oregon Coast. The city is comprised of several commercial and neighborhood districts that were brought together and incorporated in 1965 as the City of Lincoln City. These include: Wecoma Beach, OceanLake, DeLake, Nelscott, Taft and Cutler City.

**The Year 2000 Development Plan:** In 1988 the Lincoln City City Council adopted an Urban Renewal Plan and Program for the City of Lincoln City, Oregon. The plan was created to eliminate blight and depreciating property values within a defined urban renewal district that covers approximately 18% of the City. The stated mission of The Year 2000 Development Plan is to generate job-

producing private investments that will improve property values and visual quality in a manner compatible with the City's natural and built environments. A driving strategy for implementing this mission is to utilize the funding generation benefits of tax-increment financing or TIF to encourage private investment.



Tax-increment financing has generated a considerable amount of money for redevelopment projects. To more clearly articulate the community's desired urban

renewal activities, and to strategically direct TIF funds to leverage private sector investment, the Lincoln City Urban Renewal Agency determined that revitalization plans should be prepared for each of the City's commercial and neighborhood districts or "pearls". In late 1999, the first redevelopment planning process was initiated in the village of Taft; in 2001 the second pearl; OceanLake, undertook a community planning process and now in 2006, we embark on the third redevelopment with the revitalization of Historic Nelscott.

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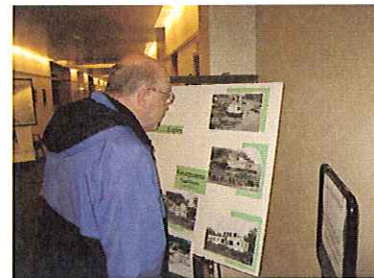
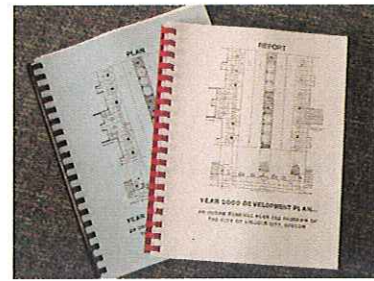
Welcome Home

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The Nelscott Redevelopment Plan is a tool to help both revitalize and celebrate Lincoln City's historic heart, improving the experience for both residents and visitors. Based upon the community's vision, The Nelscott Redevelopment Plan provides the framework for aesthetic, economic, and safety enhancement, and includes specific improvement projects, policies, and implementation strategies. The Plan contains the following key components:

- **Chapter 1 – Foundation for the Revitalization of Nelscott:** This chapter provides a description of the planning process, key urban design, land use, and circulation findings and observations, and the community values and goals upon which this plan is based.
- **Chapter 2 – A Community Vision for Nelscott:** This chapter articulates a vision for the Nelscott District that is based on the ideas, information, values, and opinions gathered during the planning process. This chapter describes the recommended public improvements and programs that will enhance livability and economic vitality in Nelscott.
- **Chapter 3: Nelscott Architectural Characteristics:** This chapter provides design guidelines for residential and commercial buildings in the Nelscott District.
- **Chapter 4: Nelscott District Draft Zoning:** This chapter is the draft zoning changes being considered for the Nelscott District.
- **Chapter 5 – Imagine a Day:** This chapter sets forth the redeveloped and renewed Nelscott as seen by a visitor or resident. Take an imaginary walk through the Nelscott transects from Highway 101 to the sandy beach.
- **Appendix-** This section contains the various artist renderings created throughout the Charrette Week.



#### PUTTING THE PLAN TO WORK

These draft recommendations have been developed through numerous discussions with local residents, out-of-town homeowners, business owners and other stakeholders. They reflect the vision and goals for Nelscott as defined by the public immersion process.

## NELSCOTT COMMUNITY VISION PLAN



It is important to consider implementation strategies that allow for opportunities as they develop.



The Nelscott Redevelopment Plan is for everyone. Some projects and actions identified in the Plan are simple and straightforward. Some solutions are longer term and more complex. And still other ideas are yet to be fully developed. It will take the entire community working together to make them happen. Each person in the community boasts different skills, levels of expertise, time, and energy that can be committed to this Plan. Each organization, agency, and group in the Lincoln City area possesses unique resources and skills that can be contributed to achieving the community vision. This is a plan that goes far beyond the scope of the Urban Renewal Agency. It is a plan that will be implemented by the community, private investors, public agencies, the Oregon Coast Community College and area residents.



Use the Plan as a guide. Remember, conditions change. Be prepared to change with them. Treat the Plan as a work in progress. If additional steps, actions, or systems are needed, add them. If some of the steps included in the Plan become unnecessary, modify or drop them.

Include elements of the Plan in grant applications to outside resources. The Nelscott Redevelopment Plan will demonstrate to grantors that the Lincoln City community is well organized and serious about improving the Nelscott District and will make Lincoln City more competitive with other jurisdictions.



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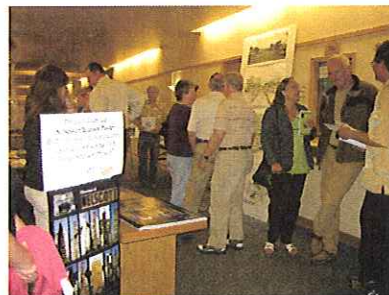
## Planning Process

With the goal of building a common vision, involving the public in the development of this plan has been the key component. It will ultimately lead to its successful implementation.

To ensure everyone knew what the upcoming planning and visioning process would entail, a **door-to-door visit** of Nelscott businesses was made prior to any meeting announcements and an **information letter** was sent to each Nelscott resident and property owner inviting those interested to attend the meetings and participate in working with the Design Team on the community redevelopment vision.

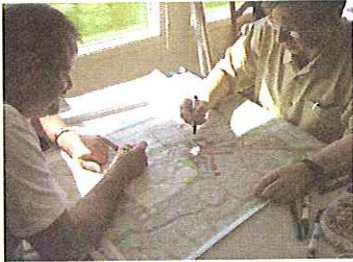
A **Charrette** was planned for the week of May 6, 2006; the idea was to immerse the Design Team in the community during the week. **Five public meetings** and over **twenty-five stakeholder meetings** with fifty participants were scheduled. Invitees included area businesses, community leaders, residents, property owners and anyone with a vested or special interest in the redevelopment of Nelscott. Also scheduled were one-on-one meetings with residential **“host families”**, walkabouts with area homeowners, and focus groups with ODOT, ODFW, and DEQ. Overall a total of 900 hours of community involvement were logged. All of the meetings were held in the Nelscott community giving unprecedented access to the Agency and Design Team.

May 6th a **Community Input Meeting** was held at the Eagles Lodge asking for suggestions and recommendations from the community. The standing room only group gave the Agency and design team thoughts on their community, and spoke for over two hours on their wants, needs and desires for their area. The curator of the North Lincoln County Historical Museum brought photos and picture boards to familiarize the team with local history and lore and the final plans for the week’s activities were reviewed.





A **News Guard Insert** was published and distributed to 3000 homes. The publication contained a range of information on the upcoming event.



City staff, Design Team members and local business owners were invited as guests on the local **KBCH Radio talk show** before, during and after the Charrette Week.

On May 8 the Design Team took a **tour of area architecture** including Bella Beach, Salishan Lodge and Spa, and Side Door Café. With a little history and some area recognition behind them, the team jumped into their first stakeholders meetings with the City Manager, Planning Department, Utility Companies and ODOT. That afternoon each design team member met with their host family to talk about the area, its rich history and their desires for the future of their community. The first evening concluded with a **reception and dinner** with the Agency and City Council Members.



The following day, after an open schedule of stakeholders meetings, the Design Team returned to the Eagles Lodge for a **community workshop**. Community members spent their time talking with the team about each topic and projects of concern; Urban Planning & Design, Design Guidelines, History, Parks & Trails, Transportation, Economic Development, Baldy Creek/Wetlands and Zoning. Some team members and residents even took to the streets armed with cameras and video equipment to amass a sense of the townspeople's issues.



Several talks were presented to **local service organizations** and the Chamber of Commerce outlining the process, describing the invited team and the outcome of the visioning effort.



The **[www.HistoricNelscott.org](http://www.HistoricNelscott.org)** website was available for several weeks prior to the Charrette week with information on the process, the history and background on Lincoln City's String of Pearls Plan.



Three **school activities** were held at the middle and elementary schools. The Design Team worked with students on a planning exercise and a science education demonstration relating to storm water runoff.

The Transportation team made another lengthy presentation to ODOT regarding access to and from Highway 101 by either 29th street or 32nd street, but unfortunately the team and ODOT could not come to a consensus on a suitable plan for the area. The design team went back to the drawing board – literally trying to come up with a plan the evening before the final presentation on May 13.

With the **final presentation** nearing, the Design Team worked a twenty-hour day to make sure everything needed would be ready – and it was. At 8:00 AM design boards, drafts and renderings were set up; the videographer was in place and the doors were opened to the public. Though the meeting space was set with as many chairs as possible, it would not be enough for this “standing room only” presentation. Community members poured into the meeting; the feeling of anticipation in the room was unmistakable and the Design Team looked like racehorses at the gate.

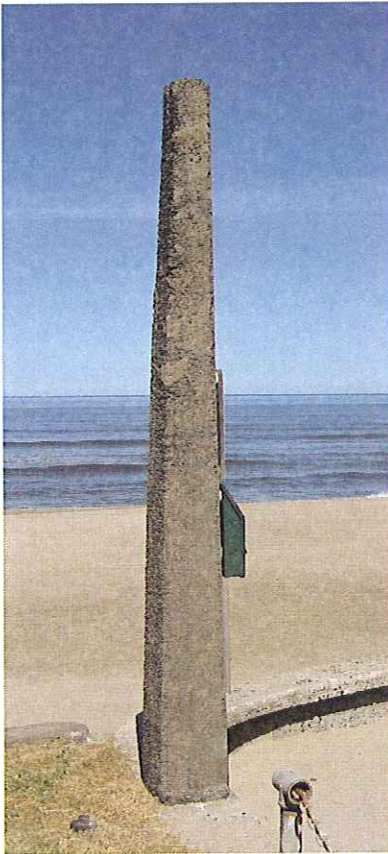
After a brief introduction, each member of the Design Team took the podium to discuss their idea board, renderings and suggestions for the community changes. The two-hour meeting ended with the presentation of “Imagine a Day”; a fictional account of a walkthrough of Nelscott, meandering in and out of the Baldy Creek area. The presentation and ideas were beautiful and compelling. The audience left with the belief that the Baldy Creek waterways could once again be a focal point of their community, demonstrating the pride and passion residents felt for their surroundings.

The **Community Celebration** and barbeque completed the week. Allowing a last opportunity for one-on-one discussions about the week and the conceptual plan designs that evolved.





## Nelscott Branding



For coastal communities, tourism is and always will be the primary industry. Creating a brand that sets a community apart from other coastal communities is important. Branding is your image, your value, and your promise. A brand-defining slogan for the overall community of Lincoln City will help establish a reason to stop, stay, learn and play!

Lincoln City has begun developing the “pearls” that comprise the eight miles and have initiated “branding” them with their unique personality. Each community is identified with their individual flavor and cultural populace, creating a first impression that becomes a lasting impression.

Branding of Taft as the “Bay Front” was easy, as those familiar with the area will attest. Tourists and residents flock to the bay area for entertainment, lodging, food, beach activities, crabbing and fishing. The convergence of the Pacific Ocean with Siletz Bay frames the Taft Bay Front District beautifully.

Branding of OceanLake as the “Business Community” with its blocks of retail, restaurants, and common gathering places easily established their hamlet. When thinking of the commercial area of Lincoln City, the walkable OceanLake Business District is brilliantly defined.



Branding Nelscott will simply be a look back in history, when the beach was the lure for those seeking a quiet, literary community where the pace was slow and predictable. Visitors and residents can easily mingle in this close-knit walking town. A third beach access is currently in development, and will uniquely distinguish the area as the Nelscott Beach Community.

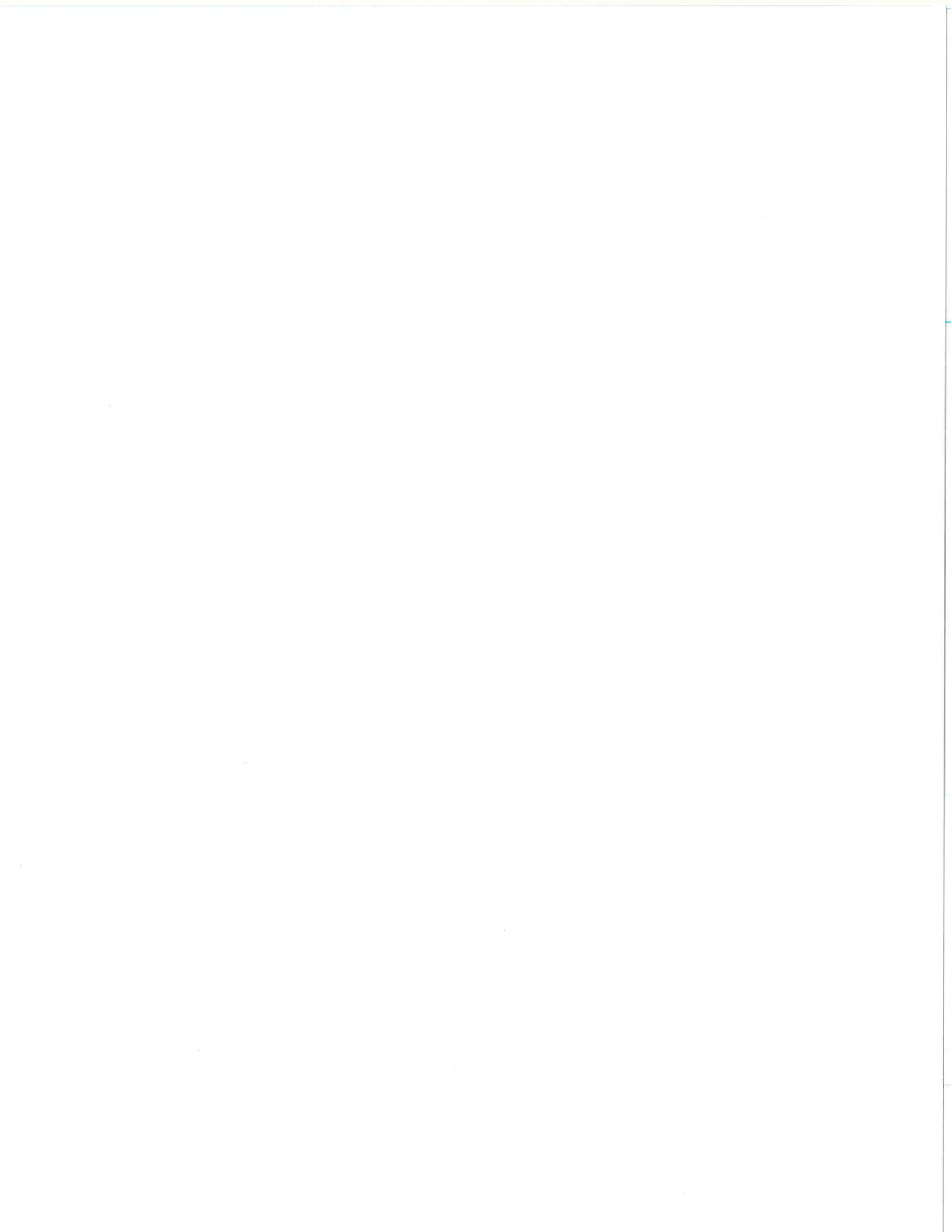


Gateways identifying Nelscott, and directional signs for the beach accesses, lodging, visitor information and comfort stations will enhance the visibility of Nelscott. The Gateways tell visitors why they should come to Nelscott, what there is to offer and how to get there.

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## Chapter 1: Foundation for the Revitalization of Nelscott

We love our little Nelscott median,  
it helps separate us from the highway  
---Julie Mc.

### Planning Context

This section introduces a summary of basic urban planning and design findings related to the Nelscott Redevelopment Project. The findings presented do not include an exhaustive discussion of existing conditions, but focus more on presenting information collected and/or prepared that supports the vision for Nelscott and that could be helpful in implementing the vision. The findings are organized into three primary subsections:

- Key Land Use
- Urban Design
- Circulation



### Key Land Use

From its origins as a small coastal business and residential community, Nelscott has evolved into three distinct “districts”: the highway commercial strip on the east and west side of the highway, the oceanfront, and the residential area between the oceanfront and the highway. Nelscott has always contained a mix of uses to serve both the local community and visitors. Over time, the specific mix of uses has altered due to changes in the local and regional economies. Today, Nelscott includes a general pattern of commercial, residential, and tourist-serving land uses. In general terms, commercial and mixed uses are located within the Highway 101 corridor or nearby on intersecting streets. Public lodging accommodations are situated along the oceanfront on Anchor Ave. Residential uses, many of which are vacation dwellings, comprise most of the remainder of Nelscott’s existing land use pattern. Largely absent from the core of Nelscott are civic uses and public spaces.



### Urban Design

Nelscott is largely organized by a grid system of streets, oriented north-south and east-west. Small lots and small buildings (1-2 stories) fill most every block within the community, with the exception being the larger strip of

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businesses along the west side of Hwy 101. The blocks vary in length and width, but collectively create a community that is generally compact in scale, making it easily navigable and generally very walkable. The topography slopes generally to the south and to the west, providing Nelscott with unobstructed view opportunities to the Pacific Ocean. Highway 101 provides the primary access to Nelscott and also bisects the community into east and west halves. Two notable landmarks or focal points exist within the Nelscott core area; The Eagles Lodge; which is the original auto park, and the Nelscott Strip; which is the community of businesses in the first buildings built in Nelscott. Opportunities abound to reinforce Nelscott's image and identity through urban design enhancements.



### Circulation Findings

Like the other five districts comprising Lincoln City, Nelscott's vehicular circulation system centers largely on, but by no means exclusively, Highway 101. While this major transportation corridor brings visitors, carries local products to outside markets, provides supplies to local businesses and serves as the main arterial through and between the City's districts, it also produces challenges. During peak tourist season and holidays, it becomes a bottleneck. The absence of protected turning areas and other design deficiencies within the Nelscott core often contribute to traffic congestion. Over Nelscott's history, a number of ideas and improvements have been explored to improve the performance of the highway. A summary of Highway 101 conditions through Nelscott includes:

- ❖ No Traffic Lights
- ❖ No Crosswalks
- ❖ No Bike Lanes
- ❖ No Highway Sidewalks
- ❖ High Percentage of Truck Traffic (15%+)





Residents often use the local street network in Nelscott as an attempt to bypass to Highway 101. The street segments included in the bypass system generally used by locals include the following:



- ❖ SW Anchor Avenue
- ❖ SW Coast Avenue
- ❖ SE Fleet Avenue
- ❖ SE Spyglass Drive
- ❖ SW 29<sup>th</sup> Street
- ❖ SW 32<sup>nd</sup> Street
- ❖ SW 35<sup>th</sup> Street



Pedestrians and bicyclists are also affected by and dependent upon the streets and rights-of-way that accommodate vehicles. In general, the Nelscott core includes minimal improved sidewalks and pathways. No striped bike lane exists on Highway 101 through Nelscott, however local streets may be used as bicycle routes. Because there are schools in the area, young people who are using bikes or walking to and from school are forced to walk on the shoulders of the highway.

### **Youth Outreach & School Activity**

Participants:

- Suzanne Allen -Retired Teacher & School Contact
- Cate Ball – City Planner, South Padre Island, Texas
- Robert Coffan – Hydrologist, Medford, Oregon
- James Cooper – Architect, Hillsboro, Oregon
- Stefanie Webster – City Planner, Ketchum, Idaho
- Al Zelinka – Urban Designer, Irvine, California



Objective:

Youth in the community have issues and concerns as their town grows and changes. The Design Team realized early on that young people in this community have some great ideas. The objective was to set up a plan to reach out to the youth, involve them in the design process, and incorporate their input into the Nelscott Community Plan.

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The following summarizes the events:

**P.J. Collson's 7<sup>th</sup> Grade Science Class at Taft Middle School** – The Design Team discussed their educational backgrounds and professions with the students. They discussed the concept of the runoff generated in the community from rainfall that flows untreated, directly into the streams, estuaries, and out to the ocean. The runoff picks up all kinds of pollutants along the way that affect water quality. A demonstration kit that included dirt, pesticides, motor oil, gasoline, and litter. The idea was to “dump” the offending objects at various locations within the town, then track where they ended up.

We are designing shops and stores and stuff like that.

—Ali Selvidge



The kids helped build their town using labeled traffic cones to designate particular locations. They then dumped the offending products at various locations and filled a bucket with water, simulating rainfall, to demonstrate how all these toxic products end up going everywhere, instead of staying where they were originally dumped. The presentation focused on the need and importance for litter control and helped the students be more aware of how each person's actions affect our environment.



**Leanna Garrison's 6<sup>th</sup> Grade Class at Taft Elementary School** – The students were given an overview of the Nelscott Project and how the Design Team was compiling ideas from all residents, including the youth.

The students were presented with the basic concepts of architecture and planning, and how architects and planners go about their work. They then discussed the village of Nelscott and how the Design Team wanted to hear what the students like about living in the Lincoln City area. The students then discussed what they would like to see in Nelscott. Some very strong suggestions included science, technology, education, and interpretation in combination with a fun activity where learning is involved. Students suggested a science museum and tsunami center or indoor wave park would be awesome additions to Nelscott. They also indicated a real desire for quiet, meditative places where they could “relax” and “just be themselves”.




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**P.J. Collson's 7<sup>th</sup> Grade Science Class at Taft Middle School, Day 2** - Cate Ball gave an introduction to South Padre Island, Texas where she lives and works.

Cate was able to locate an aerial photo of South Padre Island on the Internet and discuss the physical geography of the area. In particular, Cate focused on the importance of the Rio Grande River to South Padre Island, since the river brings sediment and is ultimately the sand source for the island's beaches. She was also able to show the class the location of the mouth of the Rio Grande, and the Port of Brownsville. The Port of Brownsville is important to the town because the port regularly needs to dredge the channel to keep it open to barge and cargo traffic; the town is then able to use that material as "beneficial dredge material" to renourish the beach.



My design has parks, a recreation area with a pool and a platypus petting zoo.  
--Gavin Flynn

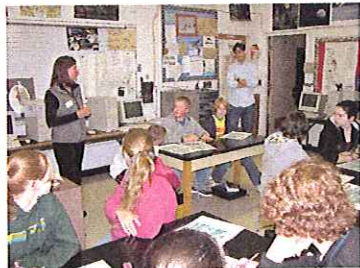
And we have houses . . . .  
. . . . and buses.  
--Marissa Foehntman

The Design Team talked about the environmental impact of tourists on the beaches, and how important it is for them to be litter conscious and eco-friendly.

Stefanie Lief-Webster then talked about her hometown, Ketchum, Idaho, and the environmental issues she addresses as the City Planner. The climate in Ketchum is much like that of Central Oregon, with hot summers and snowy winters. Melting snow has a profound effect on the riverbeds in Ketchum and protecting those riverbeds is important to the overall health of the area. Ketchum requires buffers around all their streams and waterways, insuring that the delicate ecosystem retains an environmental balance to sustain the economy.



Some of the items the students wanted to see added to the community including; a crosswalk across Highway 101, streetlights, and a hiking/biking trail along Baldy Creek, as well as a beach boardwalk and a public pier on the beach.





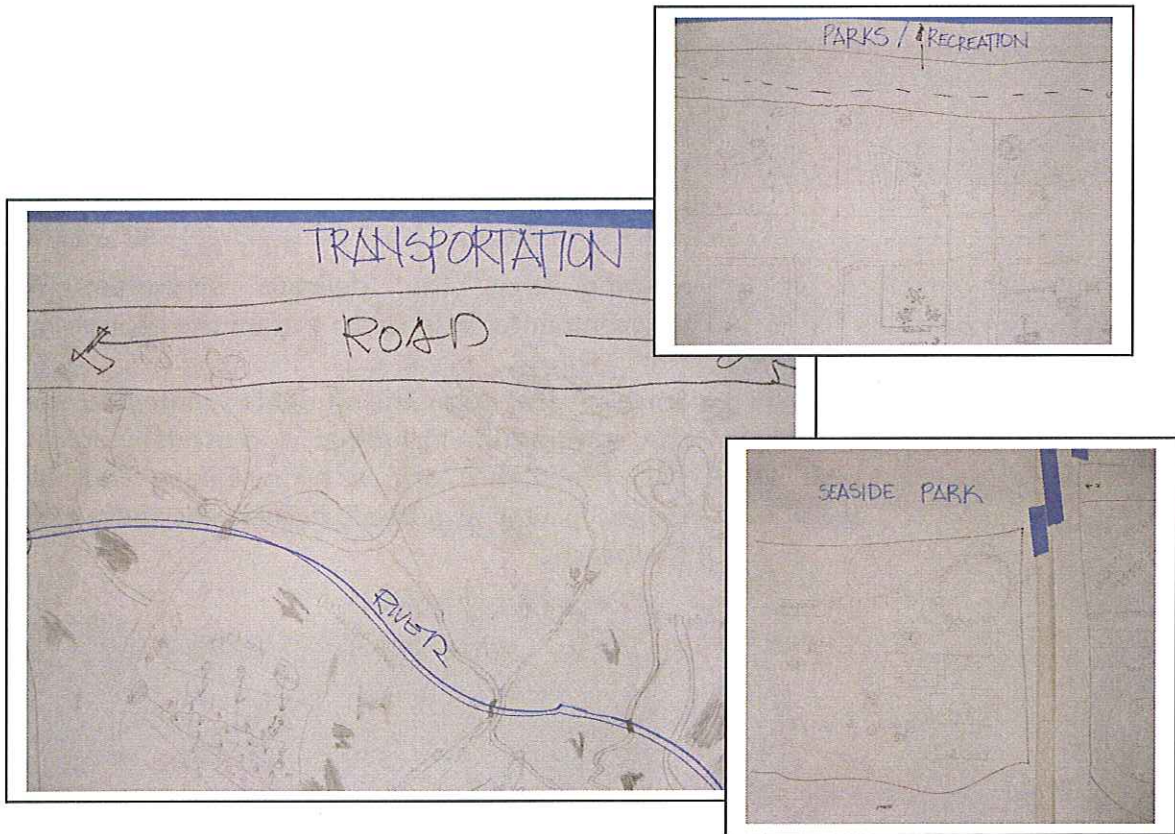
**Kim Miller's 5<sup>th</sup> Grade Class at Taft Elementary School -**

Robert Coffan performed his interactive storm water runoff demonstration with the class. The students planned their own 3-dimensional towns in the middle of the floor and watched as Robert showed them the destruction that could be caused by dumping toxins onto property or near waterways.



**Leanna Garrison's 6<sup>th</sup> Grade Class at Taft Elementary School, Day 2** – The Design Team gave an introduction to city planning and encouraged students to pursue not only their education, but to consider their connection to the place in which they live and how they might consider careers in planning and architecture. The students brainstormed about the elements of a community, which included; housing, stores, places of work, schools, public spaces and parks, transportation and governing bodies. Students grouped into teams and each team addressed one of these components for the imaginary composition of Nelscott.

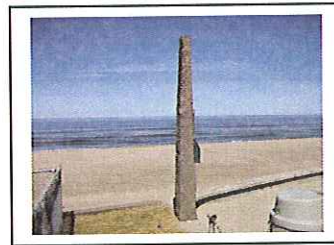
I have surfboard rental shops, which I designed especially for Gavin.  
 ---Bryan Dalhman





## Community's Desire for the Nelscott Plan

The community was asked to participate in a "Post-It Note" exercise to list the issues that the Nelscott plan needed to address. They were given the following highlighted words and listed below are the majority responses.



### Improve

- Pedestrian Safety - Neighborhood Sidewalks, Highway 101
- Beach Access and Beach Views
- Access onto Highway 101
- Visual Appeal of Buildings in the Commercial District
- Parking – Public Parking and Residential Parking

### Provide

- Sidewalks
- Public Gathering Plazas
- Crosswalks Across Highway 101
- Public Restrooms
- Beach Access Parking

### Enhance

- Economic Development of the Commercial District
- Small Village Charm and Theme
- Pedestrian Safety
- Beach Access and Views

### Preserve

- Historic Charm
- Tranquil Village Atmosphere
- Quiet and Peaceful Nature of the District
- Beach Access and Views

### Optimize

- Nature Walks
- Baldy Creek
- Character and Beach Theme
- Tourism

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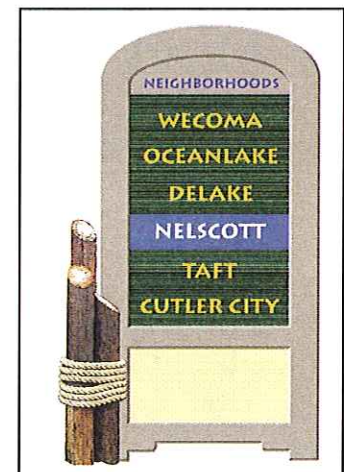
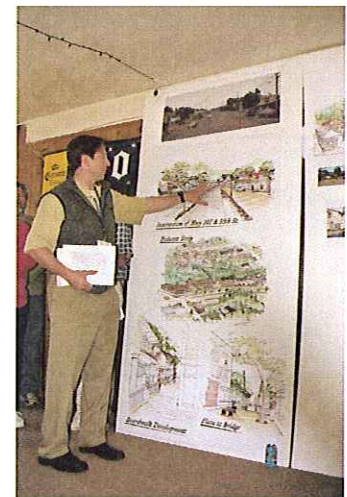
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## Issues & Values Summary

The goal for the creation of a working redevelopment planning document revolves around the issues and values of the community it is intended to serve. The community input for this part of the process was vital to its success and the participation was outstanding. The public was invited to put forth their issues and suggest their view of community values.

1. Underground Overhead Utility Wires
2. Intersections: 101 & 29th; 101 & 32nd; 32nd & Anchor
3. Parking: Commercial; Residential; Beach; Hwy 101
4. Speeds on Anchor Ave.
5. Pedestrian Crossing of Hwy 101
6. Walking & Bike Trails
7. Neighborhood Park
8. Residential Design Standards
9. ADA Access
10. Non-Conforming Uses / Reuse
11. Restroom at Beach
12. Public Pedestrian Plaza
13. Baldy Creek Enhancement
14. Sidewalks
15. Economic Development
16. Preserving the Historic Quality of Nelscott
17. Gateway Signage; Nelscott Archway
18. South Entrance to Business District
19. Building Design Standards
20. Zoning Similar to Taft
21. Erosion Control
22. Billboards & Signage
23. Access to Businesses During Construction
24. Lighting
25. Vacation Rental Issues
26. Medians on Highway 101
27. North-South Connectivity off Hwy 101



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## Urban Renewal Goals and Objectives

To accomplish its mission, the Agency will develop and implement an urban renewal program known as the Year 2000 Development Plan, the goals and objectives of which are:



Resolve the problems created by existing blighted conditions so that unused and underused properties can be placed in productive condition and utilized at their highest and best use.



Enhance opportunities for business and tourist-related property to be developed, redeveloped, and/or improved.



Ensure that traffic flow, off-street parking, and other public facilities within the Urban Renewal Area are adequate to accommodate current and future development.



Improve the Area's visual quality consistent with that of the Oregon Coast's natural environment.



Encourage the expansion and development of businesses that will produce jobs for the people of Lincoln City.



Increase property values so that the Area will contribute its fair share to the costs of providing public services.



Leverage the Agency's financial resources to the maximum extent possible with other public and private investment and other funding.



Place underground, present overhead utility systems along the Highway 101 Corridor.



Install coordinated street furniture, night lighting fixtures, walking surfaces and landscaping in areas of maximum pedestrian concentration.

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## Chapter 2: Community Vision for Nelscott

### Introduction

Discovery consists of seeing what everybody has seen and thinking what nobody has thought.

---Albert Gyorgyi

This chapter articulates the vision for Nelscott that is based on the multitude of ideas, information, values, and opinions gathered during the planning process. This chapter also identifies key public improvements and programs – organized by projects planned for the next five years and projects that are planned beyond a five-year period that will enhance livability and economic vitality in Nelscott.

### Vision Statement for Nelscott

Tranquil as the creek that meanders through its warm and welcoming neighborhoods  
and energetic as the impressive surf generated just offshore,  
Nelscott embraces its past; a rich history that ensures a bright future  
for this eclectic community of enterprise, family residences, adventure and recreation.

Historic Nelscott believes that its future lies in the preservation of the following values:

- Respecting Heritage
- Upholding Neighborliness & Tranquility
- Reinforcing Authentic Identity and
- Promoting Economic Development
- Enhancing Safety
- Connecting to Nature
- Uniqueness Supporting Families
- Facilitating Pedestrian Realm

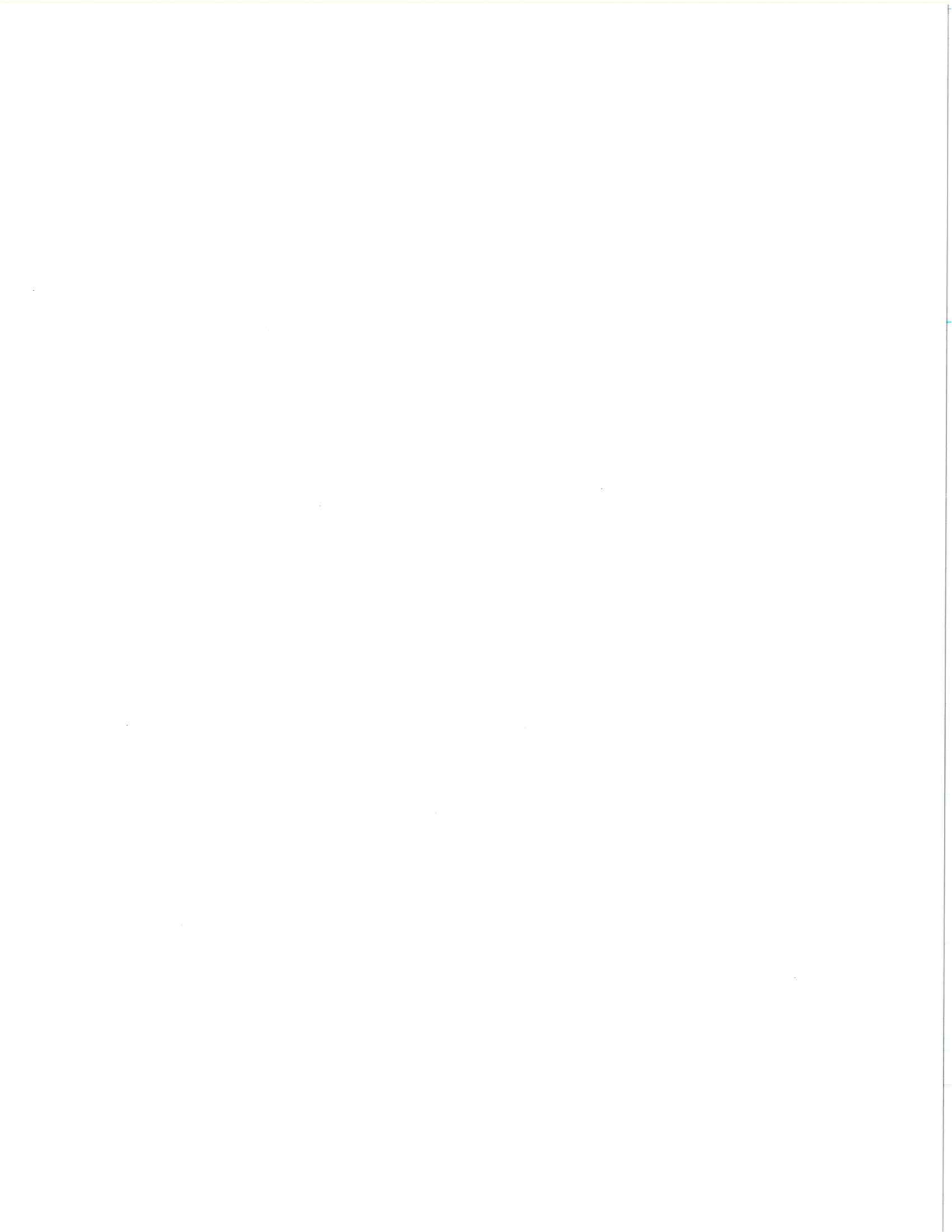


The urban renewal development framework for Historic Nelscott is articulated through this Vision Plan and Report. The framework was developed through a community-driven process that occurred from May to June 2006. The centerpiece of the development framework is a vision plan that represents a concept of Historic Nelscott's future as conceived through dynamic collaborations of property and business owners, residents, City staff, elected and appointed officials, and volunteer consultants from across the United States. The above Vision Statement captures the Lincoln City community's vision and values pertaining to the future of Historic Nelscott.

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## Vehicular Circulation

Projects to improve  
vehicle circulation

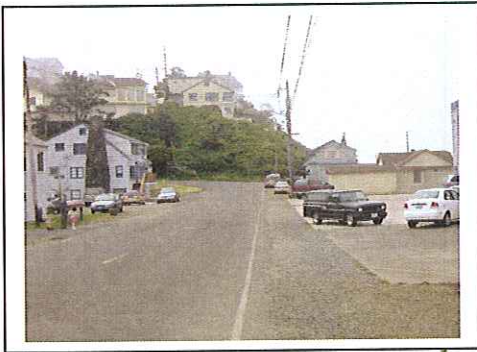
**Fleet/SE 29th Street  
Extension  
Nelscott Gateways  
32nd Street Intersection  
Dune Ave Extension  
Marview  
Coast Avenue**

**History-** A Transportation Systems Plan (TSP) for Lincoln City was prepared in 2005 and included a global analysis of the Nelscott area. This study found that the thru capacity of Highway 101 in the Nelscott area, based on 2004 summer peak volumes, was estimated to be operating with a volume to capacity (V/C) ratio of 0.84, which is higher than ODOT's criteria of 0.80, but not significantly higher.

The study for signalizing S. 32nd Street/Highway 101, (PacWest Engineering, PC, December 2001) involved extensive public involvement and ODOT review. The base traffic data was collected during May 2001 and found that about 85 percent of the traffic along Highway 101 consisted of tourists traveling along the corridor, versus residents making local trips. Future peak summertime travel met traffic standards to install a traffic signal at this intersection.

Options considered included a 2-lane roundabout, a 3-lane section (one through lane in each direction and a left turn lane) with a traffic signal, and a 5-lane section (two lanes each direction along Highway 101 with a left turn lane) with traffic signal.

ODOT is currently widening Highway 101 from S. 19th to S. 32nd Street. This project will convert it from a 2-lane roadway to a 3-lane section with a center dual left turn lane, bike lanes, and sidewalks on the east side.




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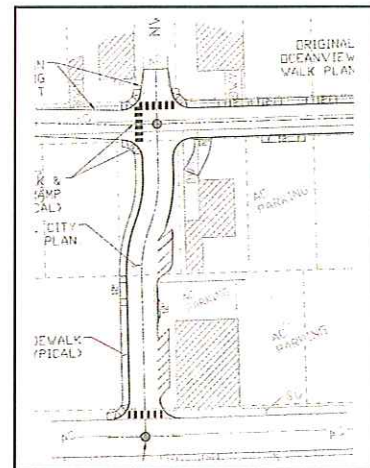
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## Highway 101 Design Objectives

In developing the recommended roadway design options for Highway 101, the Design Team developed several objectives to meet and serve as criteria for assessing and comparing these alternatives. The objectives included:

- Provide adequate access and opportunities for both northbound and southbound travelers along Highway 101 and accommodate delivery trucks and RVs
- Parking and circulation should consider existing patterns as well as potential future development and parcel locations
- Connectivity to existing parking lot on 32nd Street and future parking lots on the east side of Highway 101
- Traffic calming speed through core area should be 25 mph or lower via typical elements including medians, gateway treatments, curb extensions and traffic signals
- Pedestrian safety enhancements
- Visibility of parking and circulation patterns, including direct and through signage
- Create better aesthetics for the downtown core
- Maintain the integrity of the Nelscott Strip Frontage Road
- Maintain on-street parking as much as possible





The Design Team and ODOT discussed two important concepts at length:



1) Install Traffic Signals at both S. 32nd and S. 35th Streets. S. 35th Street is a major pedestrian crossing. As the downtown core develops further, this pedestrian crossing will be more prominent. The proposed two signals would be interconnected and coordinated.

2) Phase widening of Highway 101; initially 3-lanes and 5-lanes in the future. While future 20-year needs may indicate that a 5-lane section is warranted, having such a wide cross section will have a negative impact on the community.

The ODOT Team, which worked with the Design Team, was willing to consider these options and take them back for further review by the State Traffic Engineer. The State Traffic Engineers office did not indicate support for either concept and more work with ODOT will be necessary with regards to Highway 101.

The decision on a 3-lane versus 5-lane section is a classic decision on how to balance several goals. Specifically, providing access to local streets, addressing the needs of pedestrians crossing the highway, and installing a traffic signal that then takes capacity from the highway.

### **Neighborhood Streets Design Objectives**



In addition to Highway 101, the transportation team evaluated the neighborhood streets network for traffic speed issues and connectivity. A number of connectivity projects were considered and traffic-calming features were recommended.





## SE Fleet Avenue Extension /SE 29<sup>th</sup> Street



### Community Issues

- Improve Access to Highway 101
- North-South Connectivity off Highway 101
- Economic Development

### Project Description

Spyglass Ridge Drive and SE Fleet Avenue serve as an alternate route for weekday traffic to and from the High School, Middle School and soon to be Grade School. In addition, many local residents use this route as a bypass during times of high traffic volumes or construction on Highway 101.

The Fleet Avenue Extension/SE 29<sup>th</sup> Street project proposes to extend Fleet Avenue north approximately 1250 feet to connect with Highway 101 in alignment with SW 29<sup>th</sup> Street.



The project falls outside the Urban Renewal district and right of way would need to be acquired for placement of the new street. A portion of the project could be built as part of a mixed-use project being designed for the most northerly parcel.

### Project Accomplishes

The project would create additional north/south connectivity. It would reduce local traffic use on Highway 101. Local traffic and pedestrians could access new commercial properties without having to use Highway 101.

Estimated Project Cost - \$1,500,000

Project Partners – Private Development

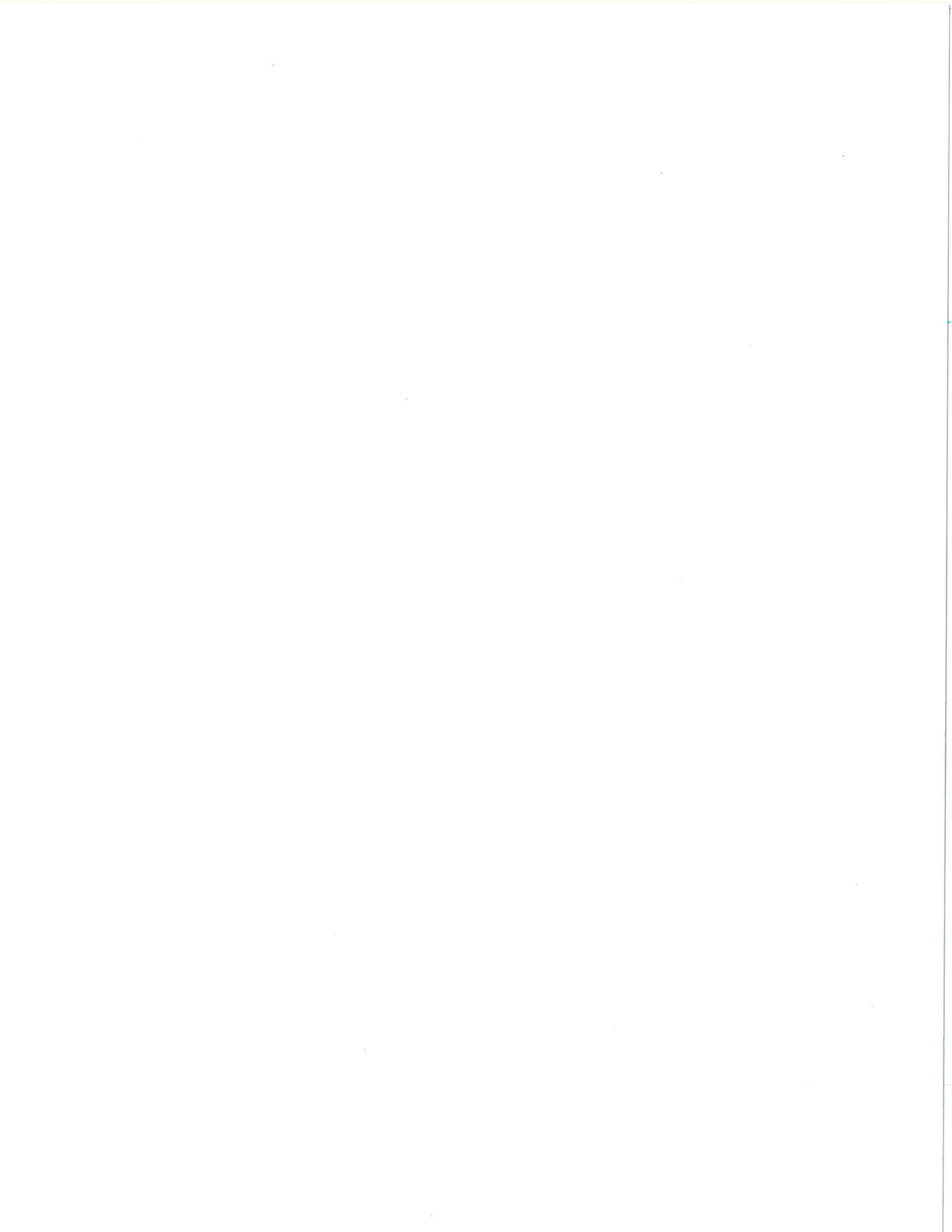
Lincoln City Public Works

Grant Funding

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# Nelscott Gateways



## Community Issues

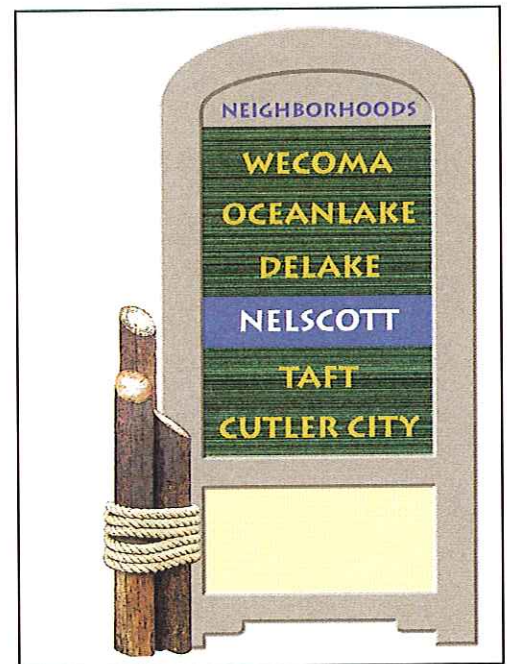
- Pedestrian Crossing of Highway 101
- Gateway Signage
- Medians on Highway 101

## Project Description

In part to maintain their historic charm and because of Lincoln City's unique character of being a series of communities coming together to form a new city, visitors are reminded each time they enter a new historic business district with gateways.

Gateways not only identify to visitors they are entering a special place in our town, but also create the subjective notion that slows traffic speeds.

Gateways would be placed at both the north and south entrances to the Nelscott District.



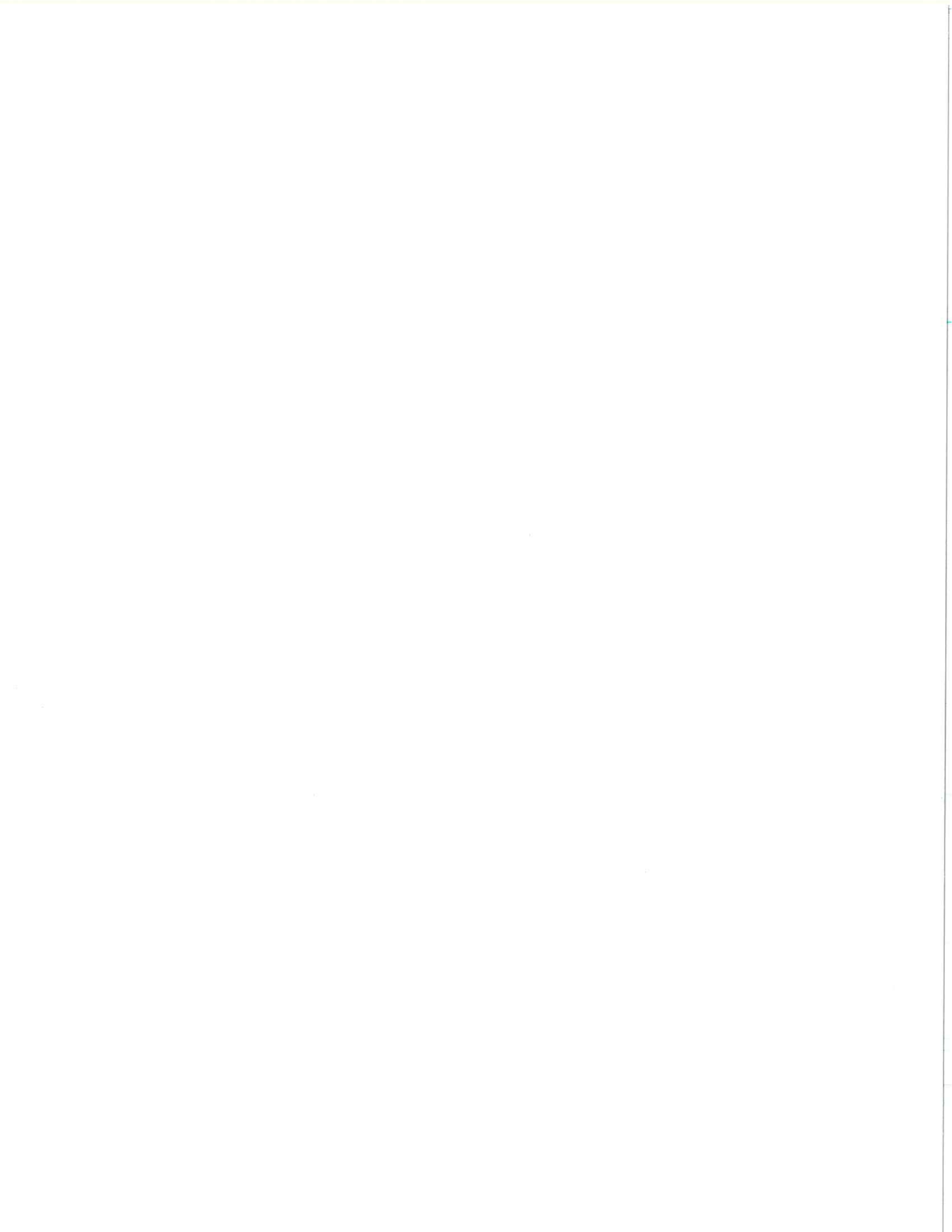
## Project Accomplishes

Reduced traffic speeds and village identity.

Estimated Project Cost - \$80,000  
Project Partners –  
Lincoln City Urban Renewal Agency  
Grant Funding

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## 32<sup>nd</sup> Street Intersection



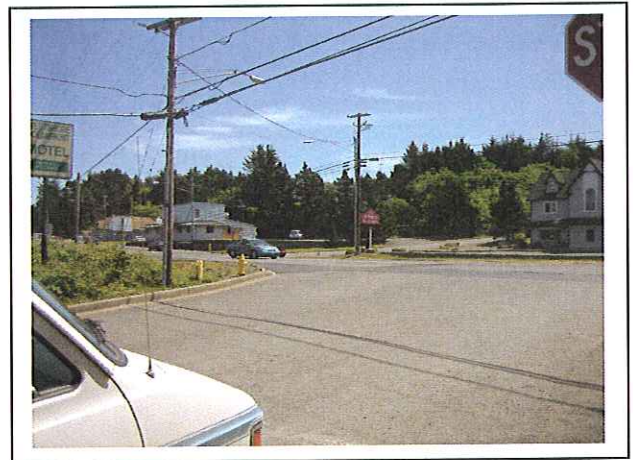
### Community Issues

- Improve Access to Highway 101
- Improve Hwy 101 & 32<sup>nd</sup> Street Intersection
- Safe Pedestrian Crossing of Highway 101

### Project Description

The S. 32<sup>nd</sup> Street Intersection has been studied numerous times to determine if a traffic signal should be constructed and if so, what type of street alignment would gain the most consensus with all parties involved.

Given the time available to the design team, this planning effort focused on the alignment of a new intersection considering the future installation of a traffic signal.



The plan proposes a “north” alignment with much less impact on the Eagles Lodge than previous proposals. Beyond this design modification, a project design for a new 32<sup>nd</sup> Street intersection will result from much more study by the City, ODOT and the Nelscott community.

### Project Accomplishes

The project would provide signalized access to Highway 101 and safer pedestrian crossing.

Estimated Project Cost - \$2,000,000

Project Partners – Oregon Department of Transportation

Lincoln City Public Works

Lincoln City Urban Renewal Agency

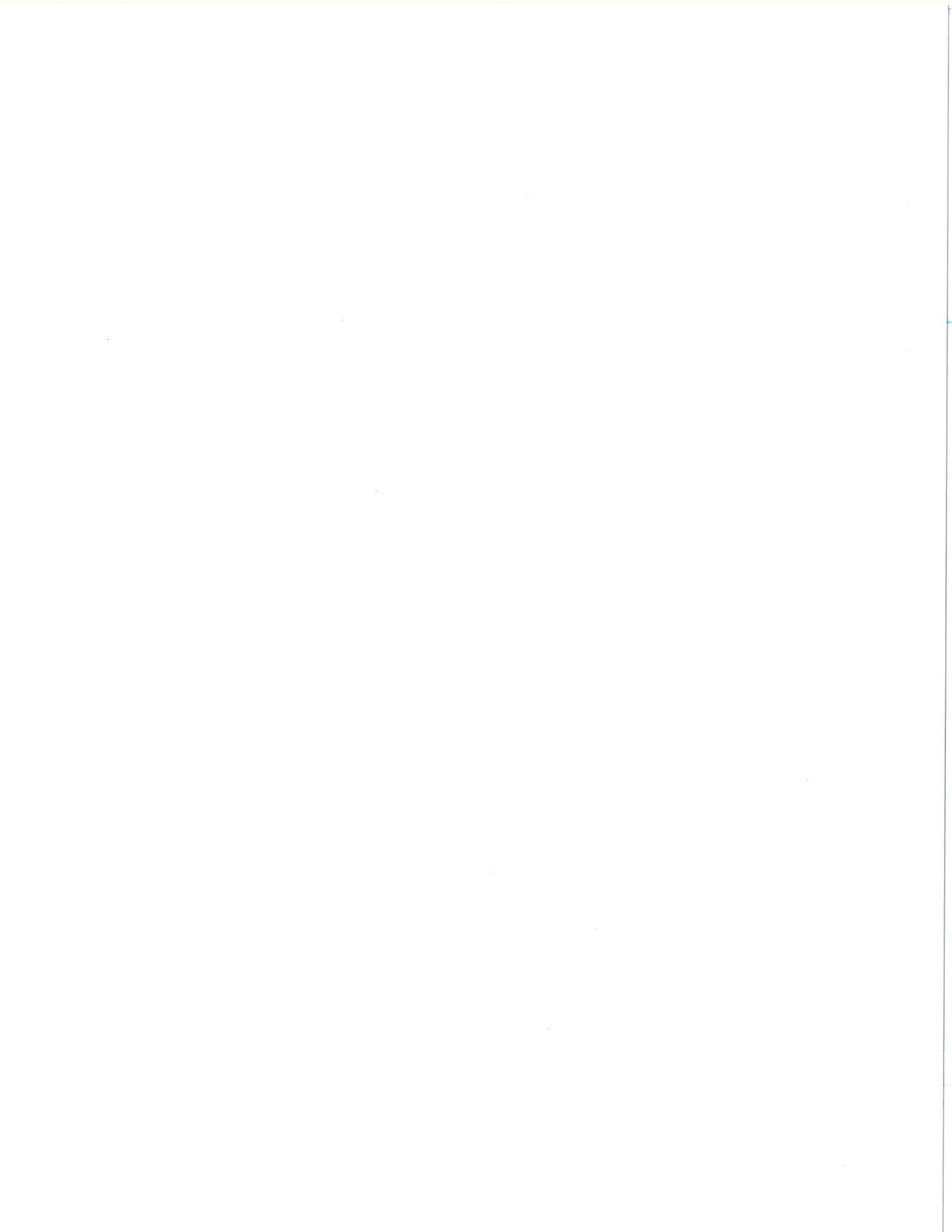
Grant Funding

Private Development

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# Pickering Commons

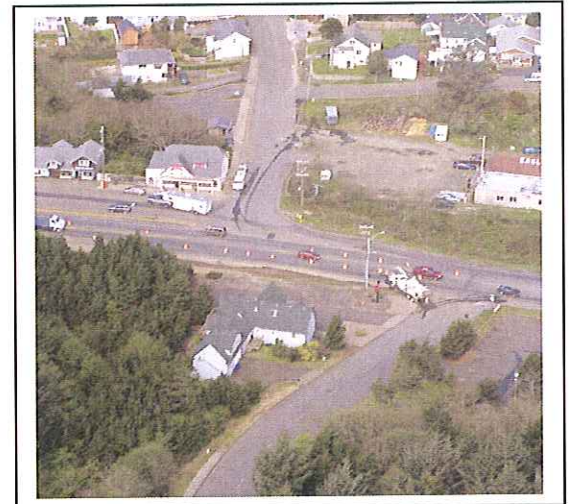


## Community Issues

- Improve Access to Highway 101
- Commercial Zone Parking
- Economic Development
- Public Restrooms
- North-South Connectivity

## Project Description

The Pickering Commons Projects is a public/private partnership effort with several project components. A large public parking lot would be created to serve existing and new commercial development. Public restrooms will be included to serve the area.



In addition, a mixed-use development is proposed as a public/private partnership project for the Highway 101 frontage. There are a number of ways in which this type of development may occur and further study of the options and interest in the private development community will take place.

One component of the project discussed, which should have further consideration, was the extension of SE Dune Avenue north to 32<sup>nd</sup> Street through the City owned property, providing access to Highway 101 at a future signalized intersection.

## Project Accomplishes

The project would create additional north/south connectivity and improved access to Highway 101. The public/private partnership would act as the catalyst to increase the economic vitality of the area. Additional public restroom facilities would serve visitors and residents.

Estimated Project Cost - \$300,000  
Project Partners – Private Development  
Lincoln City Urban Renewal  
Lincoln City Public Works





### Community Issues

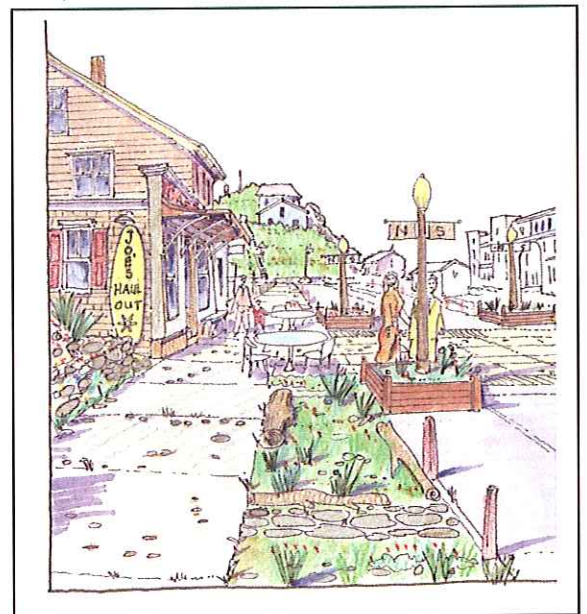
- Sidewalks
- Reduce Speeds on Anchor Avenue
- Public Parking – Beach Zone

### Project Description

Anchor Avenue between SW 32nd and SW 35<sup>th</sup> is a wide 55-foot right of way causing local traffic to drive at higher speeds. The addition of sidewalks and organized parking will help narrow the street, slowing traffic and also allowing for greater pedestrian safety.

The plan proposes:

- Sidewalks on One or Both Sides of the Street
- Parking Layout and Design to Maximize the Number of Parking Spaces
- Nelscott Beach Entry Arch
- Public Art
- Streetscape Features, and
- Improvements to the Beach Access and Parking Area



As proposed, this project would be the flagship project for Nelscott, connecting the beach to the commercial district by way of SW 32<sup>nd</sup> Street.

### Project Accomplishes

The project would create additional pedestrian connectivity and help to organize residential parking and slow local traffic speeds.

Estimated Project Cost - \$700,000  
Project Partners – Urban Renewal Agency





## Coast Avenue - Olivia Beach



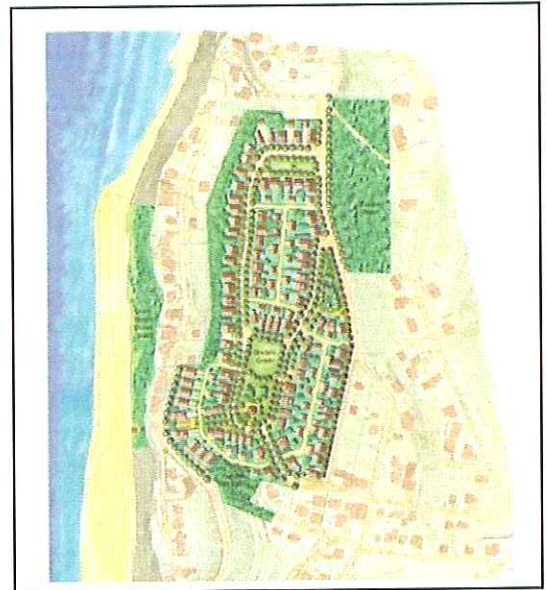
### Community Issues

- Traffic Speeds on Anchor
- North-South Connectivity off Highway 101
- Sidewalks
- Economic Development

### Project Description

At the northerly edge of the Nelscott area, the Olivia Beach residential development is being constructed. Part of the planned development is the extension of SW Coast Avenue to Bard Road.

Although not funded by the Agency or City of Lincoln City, this project serves the Nelscott community in a number of ways and is included in the plan.



The project will include sidewalks, landscaped strips along the street and complimentary street lighting. It is a good example of how private investment can benefit the developer, new investors and current residents. The project will certainly reduce traffic counts on SW Anchor Avenue.

### Project Accomplishes

The project creates important north-south connectivity and provides sidewalks for pedestrian and bicycle use.

Estimated Project Cost - \$800,000  
Project Partners – Private Development





## Pedestrian Environments and Circulation

Projects to improve  
Pedestrian Environments and  
Circulation

**Spyglass Open Space**  
**Highway 101**  
**Sidewalks/Lighting**  
**Scott Plaza/Boardwalk**  
**32nd Street**  
**Bridge**  
**Sidewalks**  
**Lighting**  
**Coast Ave Sidewalks**  
**Earl Alley**  
**Elizabeth OceanView Walk**  
**Olivia Beach Beach Access**  
**Marview Sidewalks**  
**Overlook Stairs**  
**35<sup>th</sup> Street Beach Access**

A vibrant village core and business district serves not only commercial uses but creates an inviting center, giving the community a sense of identity. Historically, squares were the center of communities. The way to appeal to a variety of people is to include businesses and amenities such as outdoor cafes, galleries, fountains, sculptures, or even the strategic placement of a bench. Careful planning of the square will make a big difference in how people choose to utilize the community core. How people feel about themselves and the community they live in is often a reflection of the quality of the physical public spaces around them.

Pedestrian safety is a priority for the community. Nelscott's unique frontage road provides a measure of safety not enjoyed by other business districts.

Pedestrian bulb-outs are an option used by the City and should be considered to enhance the pedestrian character of the street. Further traffic calming will result from narrowing traffic lanes and maintaining the on-street parking. People walk to achieve one of five goals: to promote health, exercise, fun, to encourage contemplation, and just to get somewhere. The practical features of the pedestrian environment, including its safety should include engagement of all five of the senses. Pedestrian environments are particularly successful when they feature pleasant nature sounds and smells and if they are connected in loops or to and from destinations. Walking on the street is not only unpleasant, but also unsafe. Alternatives do not yet exist; still people use the streets in Nelscott regularly for walking and jogging.



Pedestrian issues were of significant concern to the Nelscott residents. They were identified as safety concerns as well as access and recreation. There was strong desire to include sidewalks along several streets with high pedestrian potential. There was also strong opposition to constructing sidewalks throughout the neighborhood.

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## Spyglass Wetlands Open Space



### Community Issues

- Walking and Bike Trails
- Neighborhood Park
- Erosion Control

### Project Description

A portion of the parcel on which the Oregon coast Community College is designated as significant wetlands. It is being discussed for the City of Lincoln City to acquire this area through the Open Space Program.

Initial discussions have considered walking trails and/or a nature interpretive center.

The preservation of open space in this developing area meets the goals of the community.



### Project Accomplishes

The project would set aside open space lands for minimal impact activities such as walking, biking and nature study. Formalizing the site as Wetlands Open Space would allow for enhancement and oversight.

Estimated Project Cost - \$75,000  
Project Partners – City of Lincoln City  
Oregon Coast Community College  
Grant Funding





## Highway 101 & Sidewalks

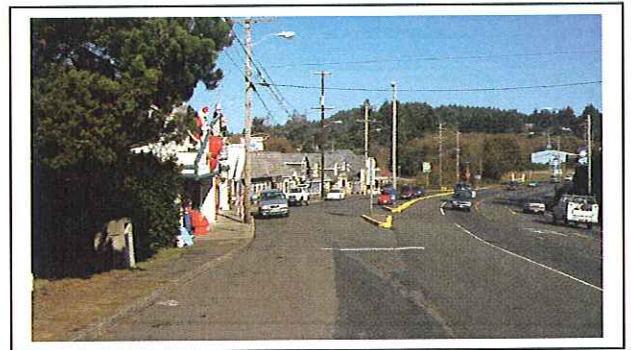


### Community Issues

- Sidewalks
- Lighting
- Economic Development

### Project Description

The Nelscott Redevelopment Plan identified the importance of creating safe pedestrian environments. Previous Public Works projects have begun the connectivity of the Nelscott District to nearby business districts. With the use of an ODOT grant, the Public Works Department is poised to continue this connectivity in the “string” area between Taft and Nelscott.



In addition, an ODOT project will provide connectivity in the string connecting Delake to Nelscott on the eastside off Highway 101. Sidewalks on the west side would be installed when parcels are developed. The plan proposes to finish the eastside sidewalks and replace the Nelscott Strip sidewalks. Historic street lamps will compliment the project providing continuity with Taft and OceanLake and providing “Warm Pools of Light” for evening visitors and merchants.

### Project Accomplishes

The project would complete north and south pedestrian connectivity by providing safe pedestrian walkways and replace aged sidewalks in the Historic Strip area.

Estimated Project Cost - \$500,000  
Project Partners – Private Development  
Lincoln City Urban Renewal  
Grant Funding

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## Scott Plaza and Boardwalk



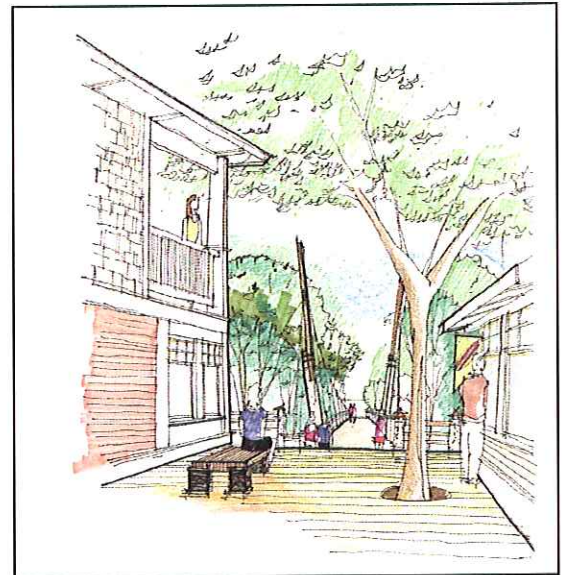
### Community Issues

- Public Pedestrian Plaza
- Economic Development

### Project Description

The Scott Plaza project would construct a public plaza on a vacant parcel along the Nelscott Strip south of the Mercantile Building.

The project would create an immediate opportunity for the adjoining buildings to open side entrances on to the plaza providing for new businesses or vendors to open along the strip yet be off from the parking and highway noise.



The project is likely to transform over time, encouraging and allowing for future development of the site and/or access to the new Nelscott Boardwalk Development.

### Project Accomplishes

The project would create additional economic development opportunities and create a new public activity space along the Nelscott Strip.

Estimated Project Cost - \$40,000  
Project Partners – Private Development  
Lincoln City Urban Renewal Agency





# 32<sup>nd</sup> Street Improvements



## Community Issues

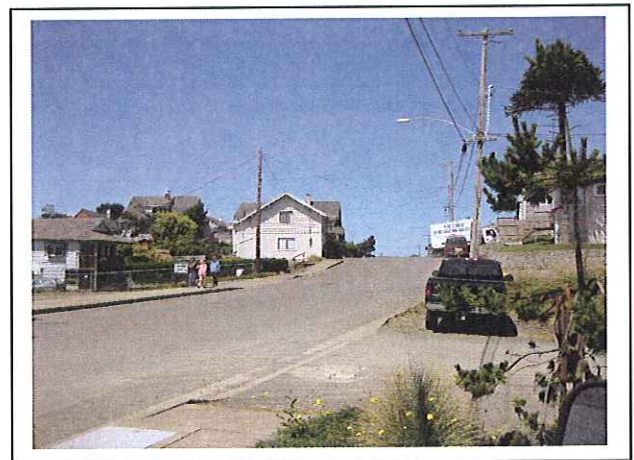
- Sidewalks
- Baldy Creek Enhancement
- Lighting

## Project Description

SW 32<sup>nd</sup> Street will function as the main ingress and egress for the Nelscott Community. It also functions as the main pedestrian route back and forth between the neighborhood and the commercial district.

Improvements to SW 32<sup>nd</sup> Street include sidewalks, lighting and a new bridge over Baldy Creek to replace the current culvert when the street is realigned as part of the 32<sup>nd</sup> Street Intersection project.

Future design work will indicate which side of 32<sup>nd</sup> Street, if not both, sidewalks will be placed. These sidewalks will connect sidewalk projects on SW Coast Ave from the north and SW Anchor Ave to the west.



## Project Accomplishes

The project promotes pedestrian safety with new sidewalks linking the district and begins the process of celebrating Baldy Creek enhancements with a bridge spanning the creek rather than the creek running through a culvert.

Estimated Project Cost - \$300,000  
Project Partners – Private Development  
Lincoln City Public Works  
Grant Funding





# Coast Avenue Sidewalks



## Community Issues

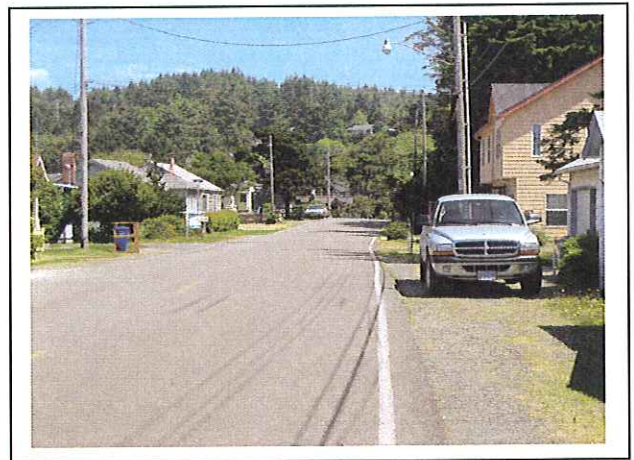


### Project Description

In conjunction with the Nelscott Planning Charrette, the Public Works Department is designing a sidewalk project along SW Coast Avenue from the Olivia Beach Development to SW 32<sup>nd</sup> Street.

Although the project falls outside the urban renewal district and is unable to be funded with urban renewal funds, the project is considered important to the community and is included as part of the plan for Nelscott.

The project would likely place sidewalks on the east side of SW Coast Avenue.



### Project Accomplishes

The project would create safer pedestrian environments connecting the residential areas to the commercial district and encourage walking throughout the Nelscott area.

Estimated Project Cost - \$100,000  
Project Partners – Private Development  
Lincoln City Public Works  
Grant Funding

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# Earl Alley



## Community Issues

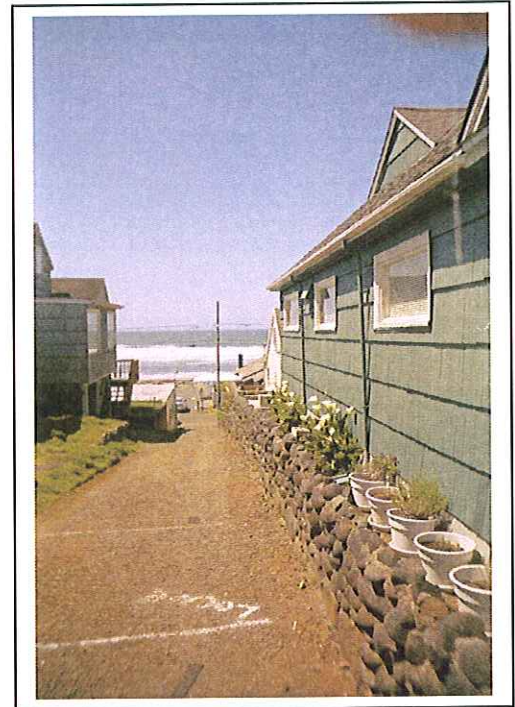
- Walking and Biking Trails
- Sidewalks

## Project Description

Although not technically a sidewalk project, Earl Alley provides an important pedestrian connection between the neighborhood and the beach.

Earl Alley is a public right of way located where 33<sup>rd</sup> Street would have been located. It has been suggested it could be closed to through vehicle traffic and still serve as driveway access to two homes.

The project will compliment the improvements to Anchor Avenue and the paved surface may be replaced with a similar treatment as the beach access parking plaza.



## Project Accomplishes

The project would greatly improve this neglected, yet much used, pedestrian route to and from the beach.

Estimated Project Cost - \$100,000  
Project Partners –  
Lincoln City Urban Renewal Agency





# Elizabeth OceanView Walk



## Community Issues

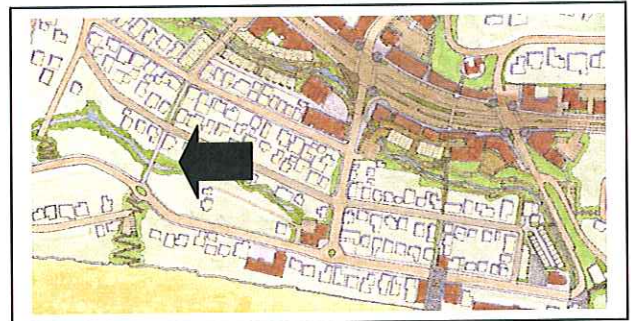
- Walking and Bike Trails
- Sidewalks

## Project Description

A narrow public right of way exists between SW Coast Avenue and the ocean bluffs at about the location of where SW 30<sup>th</sup> Street might be located.

Currently undeveloped, a connection from the neighborhood to an ocean viewing platform along the bluffs could be constructed, completing what was apparently envisioned when Nelscott was platted around 1926.

The project falls outside the urban renewal district and would be funded through other sources providing another important public access point above the beach.



## Project Accomplishes

The project would create additional beachfront access for visitors and residents and it would create additional walking and biking opportunities.

Estimated Project Cost - \$100,000

Project Partners –

Lincoln City Parks Department

Lincoln City Public Works

Grant Funding

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### Community Issues

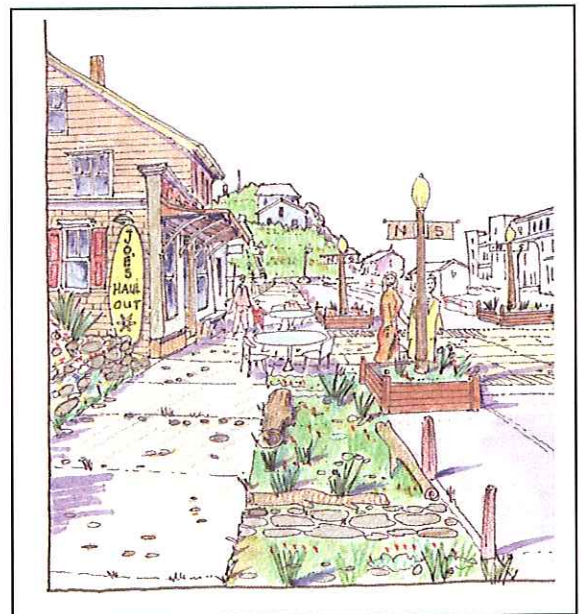
- Sidewalks
- Reduce Speeds on Anchor Avenue
- Public Parking – Beach Zone

### Project Description

Anchor Avenue between SW 32nd and SW 35<sup>th</sup> is a wide 55-foot right of way causing local traffic to drive at higher speeds. The addition of sidewalks and organized parking will help narrow the street, slowing traffic and also allowing for greater pedestrian safety.

The plan proposes:

- Sidewalks on One or Both Sides of the Street
- Parking Layout and Design to Maximize the Number of Parking Spaces
- Nelscott Beach Entry Arch
- Public Art
- Streetscape Features, and
- Improvements to the Beach Access and Parking Area



As proposed, this project would be the flagship project for Nelscott, connecting the beach to the commercial district by way of SW 32<sup>nd</sup> Street.

### Project Accomplishes

The project would create additional pedestrian connectivity and help to organize residential parking and slow local traffic speeds.

Estimated Project Cost - \$700,000  
Project Partners – Urban Renewal Agency





## Overlook Stairs – Public Restrooms



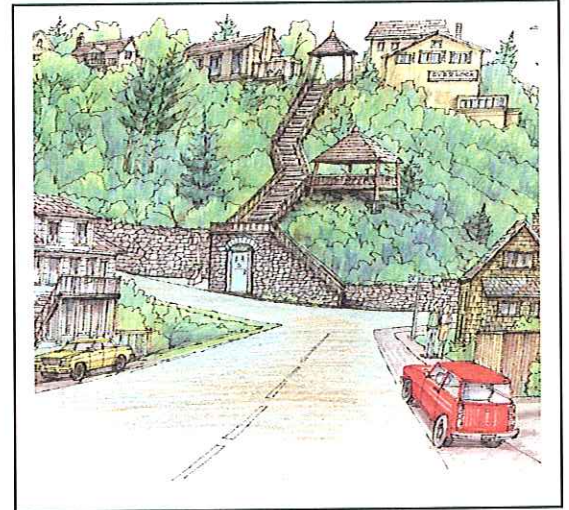
### Community Issues

- Walking Trails
- Restrooms at the Beach
- Preserving the Historic Quality

### Project Description

The wooden stairs need to be replaced connecting the El Capitan heights with the Marview area and beach accesses.

In conjunction with the new stairway, the plan proposes to include a permanent public restroom facility to replace the temporary toilet. At the request of the surfing community, an outdoor warm shower to rinse off beach sand and saltwater will be considered. This feature will attract surfers to park and access the beach at 35<sup>th</sup> Street, reducing the parking demand at the 33<sup>rd</sup> Street beach access.



One additional feature being proposed for consideration is the overlook platform midway up the bank. This feature would be constructed on private property and easements would be necessary.

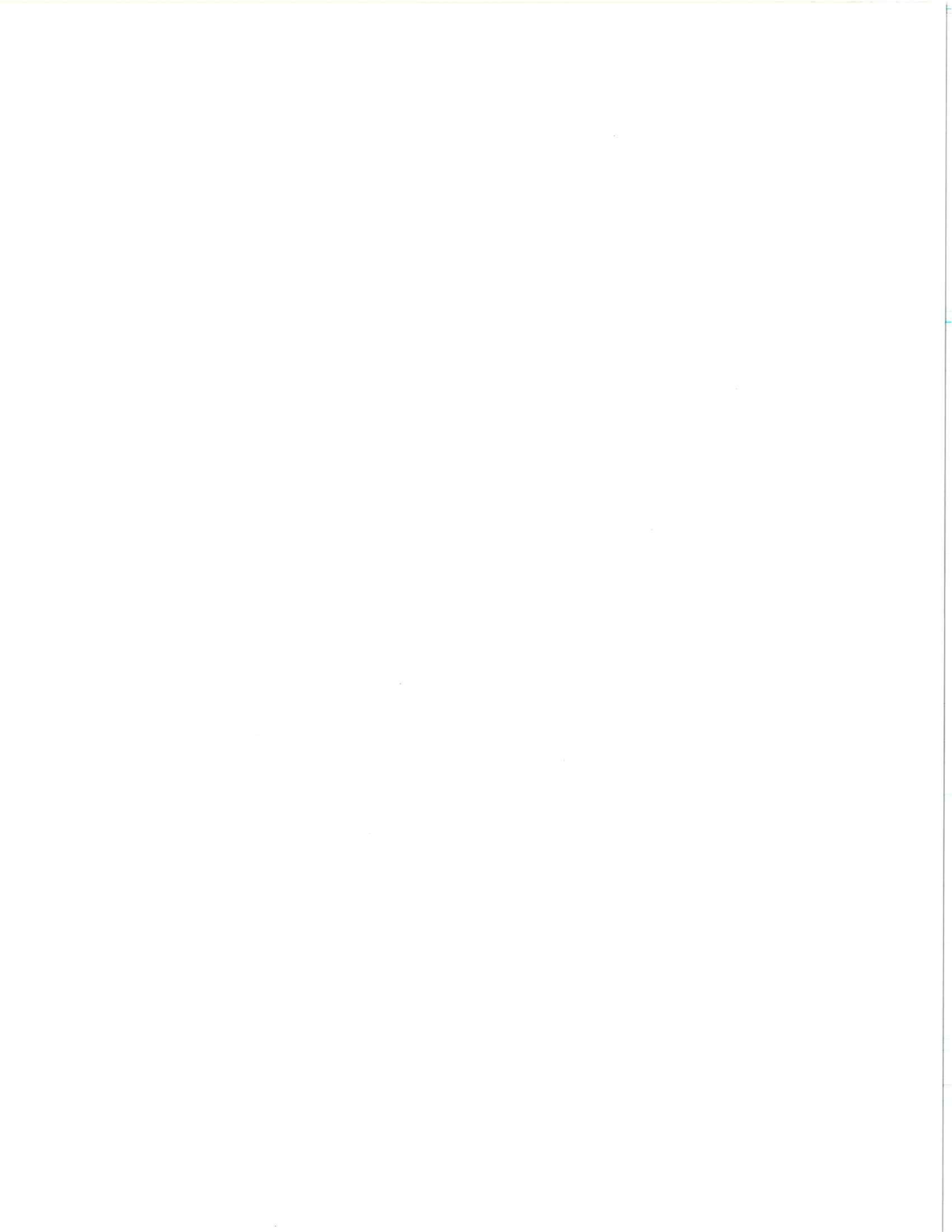
To include a historic element into the design, it is proposed to integrate the existing rock wall into the exterior finish of the new restrooms.

### Project Accomplishes

This project replaces a much used and deteriorating stairway connection in the neighborhood and addresses the need for public restroom facilities.

Estimated Project Cost - \$300,000

Project Partners – Lincoln City Urban Renewal Agency  
Lincoln City Public Works  
Lincoln City Parks and Recreation Department  
Private Land Owner





# 35<sup>th</sup> Street Beach Access



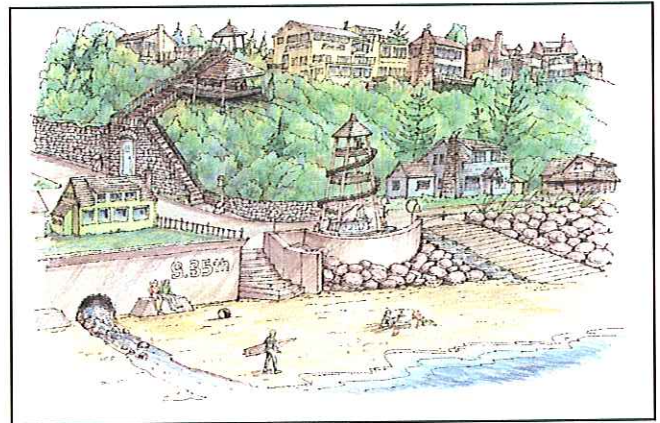
## Community Issues

- Public Pedestrian Plaza
- Walking Trails

## Project Description

The SW 35<sup>th</sup> Street Beach Access is little more than a wide spot to park two cars and a set of concrete steps. Although it functions, it is proposed to consider modest improvements.

Options should be reviewed to increase available parking opportunities. The North Lincoln Fire District has requested a beach access for water rescue operations and an improved vehicle access for emergency vehicles should be considered.



The other component of this project relates to tsunami awareness and preparedness. An interpretive component ranging from a structure to a sign may be placed at this location. There is a need for the placement of a tsunami warning siren, which this location may accommodate. One interesting feature brought forth during the Charrette was to show high water marks ranging from mean high tide, average storm surge, to historic tsunami wave heights, which is approximately 35 feet.

## Project Accomplishes

The project improves beach access for pedestrians and emergency vehicles and provides tsunami awareness information.

Estimated Project Cost - \$100,000  
Project Partners – Lincoln City Urban Renewal  
Lincoln City Parks Department  
Grant Funding





Projects for Public Spaces,  
Parks and Trails

**Baldy Creek Walk**  
**Amphitheater**  
**Baldy Creek Restoration**  
**Nelson Square**

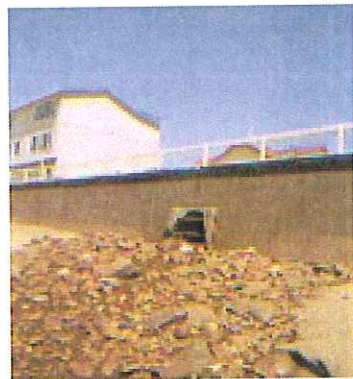
### Public Spaces, Parks and Trails

Public open spaces are the areas around us that we can all use and enjoy. A public space or a public place is an area where anyone has a right to come without being excluded because of economic or social conditions. People are seeking places where they can comfortably gather with other people. People today want neighborhood parks, outdoor cafes, farmers markets, and vibrant Main Streets.

There is a new emphasis on public spaces, which has long been necessary, if not central to the everyday life of a great city. Many of the most heavily used public spaces today are owned and managed privately.

The development of public plazas and gathering spaces creates a sense of community and provides for opportunities not currently available, such as outdoor vending, community events, farmer's markets, and performances.

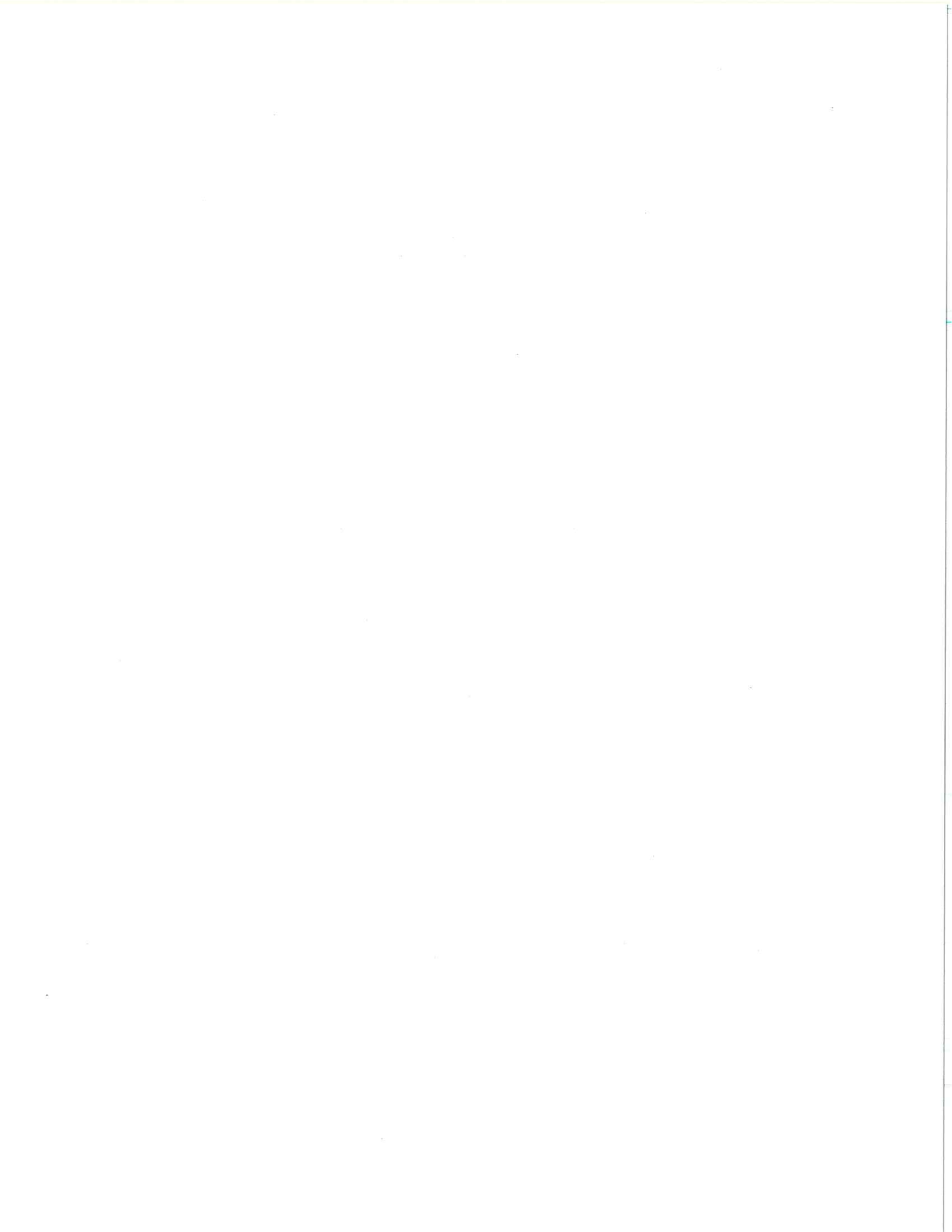
Nelscott is for the most part built out and was not platted to include open space or a neighborhood park. The community expressed an interest in including these elements into the plan along with walking and bike trails. The area along Baldy Creek lends itself to such elements and the plan reflects this desire.



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# Baldy Creek Walk



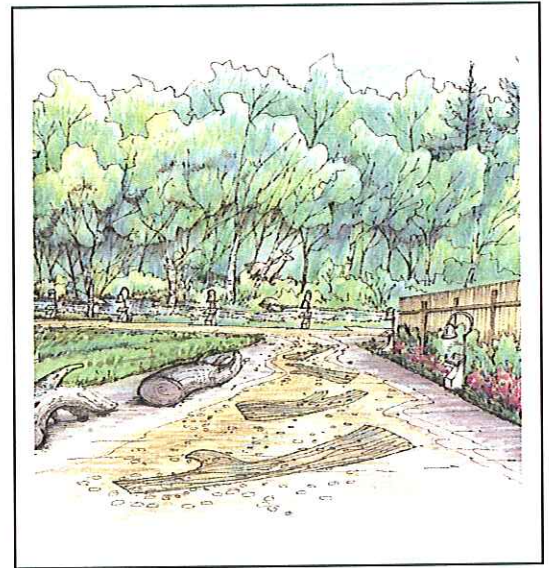
## Community Issues

- Walking and Bike Trails
- Neighborhood Park
- Baldy Creek Enhancement

## Project Description

The Baldy Creek Walk will be developed along the edges of Baldy Creek, as it flows through Nelscott.

This project will be the catalyst for creek enhancement projects, interpretive signage, and a future amphitheater.



It is envisioned that the trail would be a fine gravel surface with interesting textures such as inlaid half-sawn driftwood logs. Low-level lighting would be included.

The first phase of this project would follow the creek from S. 32<sup>nd</sup> Street to S. 34<sup>th</sup> Street. As properties develop, it is anticipated the trail will extend from S. 29<sup>th</sup> to its out-flow onto the beach at S. 35<sup>th</sup> Street.

## Project Accomplishes

This project begins to connect the commercial district with the neighborhood, provides safe and interesting walking opportunities for residents and seeks to enhance the Baldy Creek environment.

Estimated Project Cost - \$200,000  
Project Partners – Private Development  
Lincoln City Parks Department  
Lincoln City Urban Renewal Agency  
Grant Funding





# Amphitheater



## Community Issues

- Walking and Biking Trails
- Neighborhood Park
- Baldy Creek Enhancement
- Economic Development

## Project Description

The Nelscott Charrette initiated a discussion about the Branding of the District. Many participants noted the beginnings of a Theater District in Lincoln City. Bringing more of this type of activity was desirable by the community.

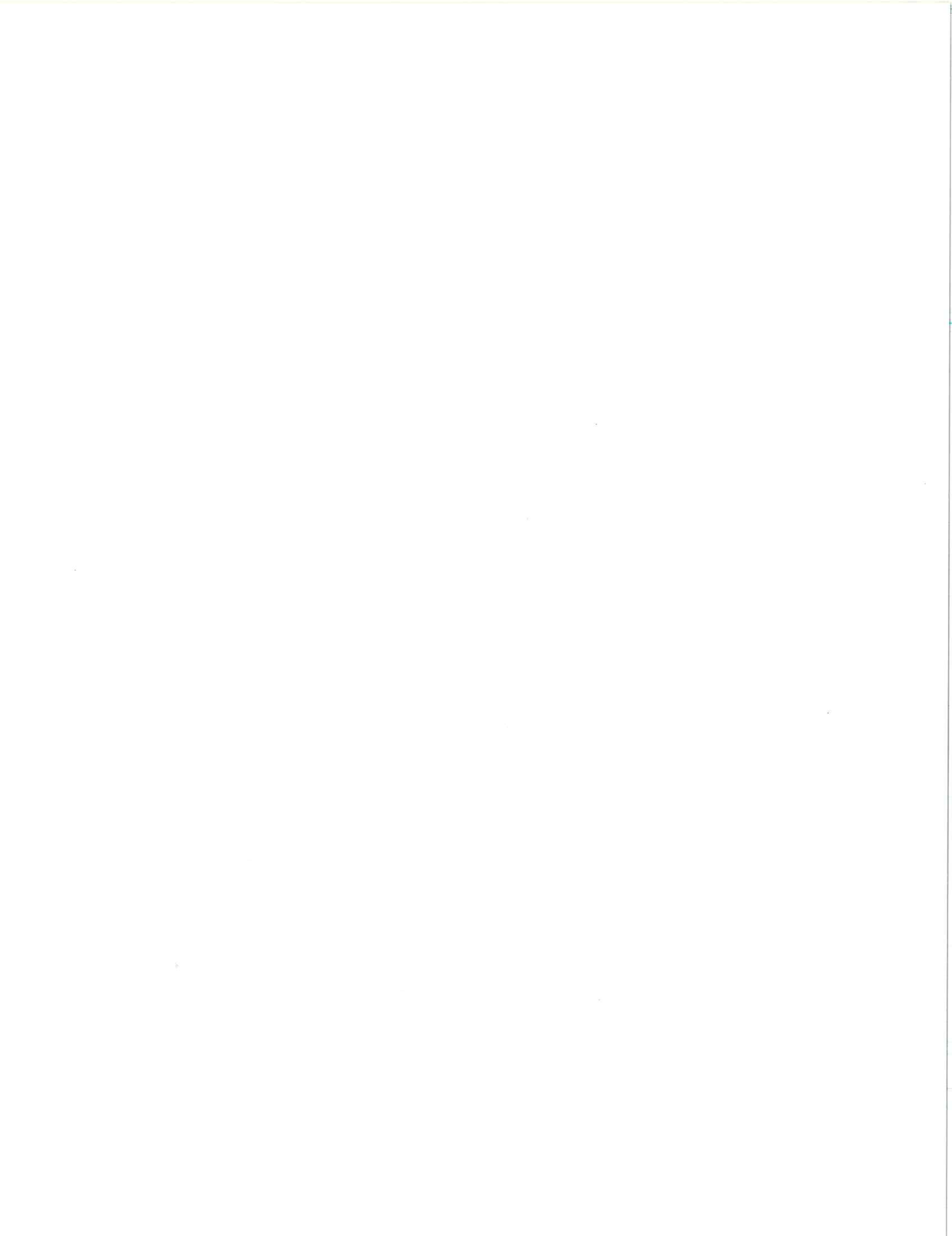


The Amphitheater project grew out of this discussion as being one way that public funds could be used to support this branding effort. A number of ideas for usage were discussed including, a brown bag summer lunch series, outdoor professional drama presentations, use by the schools, and a place to sit and enjoy mother nature take the stage in this tranquil setting.

## Project Accomplishes

A community amphitheater would compliment the activity mix for Nelscott and perhaps be a catalyst for activities not yet thought of for the area.

Estimated Project Cost - \$200,000  
Project Partners –  
Lincoln City Urban Renewal Agency  
Grant Funding





# Baldy Creek Restoration



## Community Issues

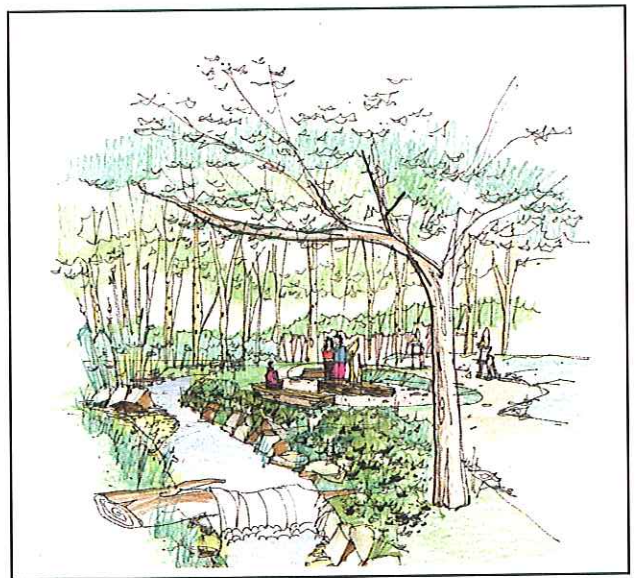
- Walking and Biking Trails
- Neighborhood Park
- Baldy Creek Enhancement

## Project Description

The restoration, enhancement and access to Baldy Creek was an important issue to the Nelscott Community as noted in the vision statement created during the Charrette week;

*Tranquil as the creek that meanders through its warm and welcoming neighborhoods....*

A restoration project would be through the efforts of a number of State Agencies in conjunction with the City of Lincoln City.



The project might include erosion control, fish and wildlife habitat, streambed enhancements and stormwater bio-swales.

## Project Accomplishes

Restoration of Baldy Creek and improving the access to the creek will restore this unique and historic feature to the Nelscott community and perhaps one day fish will return to this stretch of the stream.

Estimated Project Cost - \$70,000  
 Project Partners – Private Development  
 Lincoln City Public Works  
 Lincoln City Parks and Recreation Department  
 Grant Funding  
 State Agencies





**Community Issues**

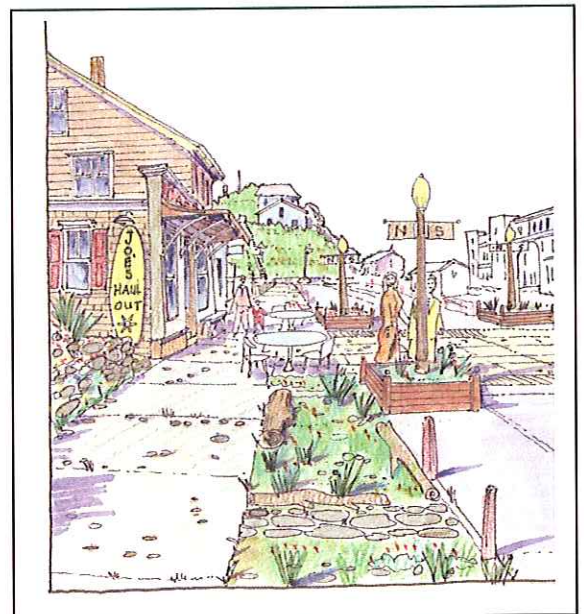
- Sidewalks
- Reduce Speeds on Anchor Avenue
- Public Parking – Beach Zone

**Project Description**

Anchor Avenue between SW 32nd and SW 35<sup>th</sup> is a wide 55-foot right of way causing local traffic to drive at higher speeds. The addition of sidewalks and organized parking will help narrow the street, slowing traffic and also allowing for greater pedestrian safety.

The plan proposes:

- Sidewalks on One or Both Sides of the Street
- Parking Layout and Design to Maximize the Number of Parking Spaces
- Nelscott Beach Entry Arch
- Public Art
- Streetscape Features, and
- Improvements to the Beach Access and Parking Area

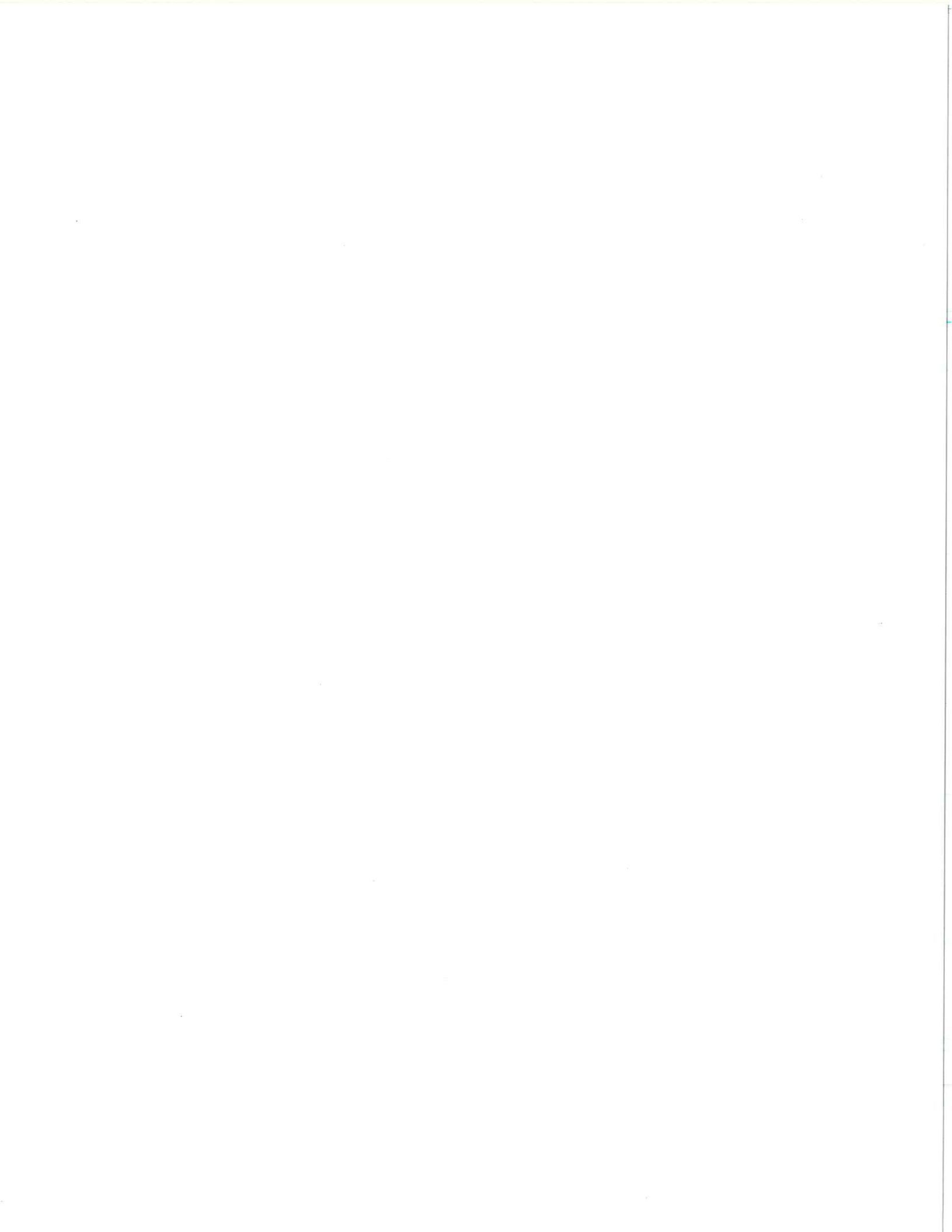


As proposed, this project would be the flagship project for Nelscott, connecting the beach to the commercial district by way of SW 32<sup>nd</sup> Street.

**Project Accomplishes**

The project would create additional pedestrian connectivity and help to organize residential parking and slow local traffic speeds.

Estimated Project Cost - \$700,000  
Project Partners – Urban Renewal Agency





## Public Art

Projects which include  
Public Art

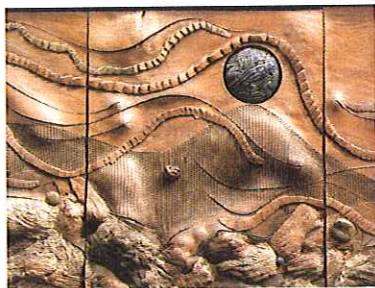
**Nelscott Gateways  
Amphitheater  
Marview**

The use of public art in urban settings improves the visual nature of the environment by becoming the focal point and creating interest. It can add visibility to the cultural heritage of the state and its people and provide opportunities for public viewing of a variety of art forms.

Public Art is not an art form but can be found in many forms including bronze works, mosaics, paintings, landscape designs, textile, glass and ceramics. Public art has a significant impact on the local environment and can be used to set the tone for revitalization.

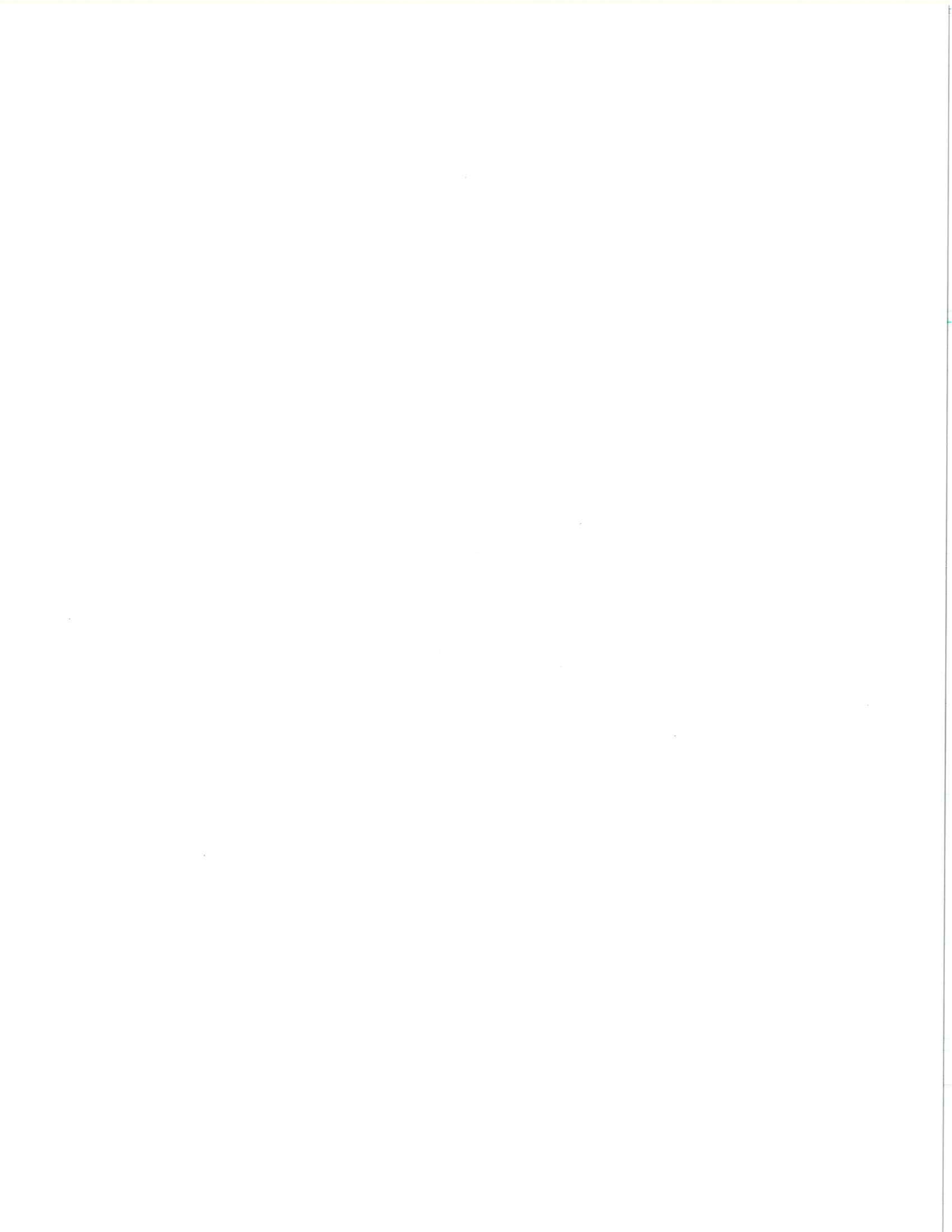
Public art enhances our daily lives by providing the opportunity for many people to view and enjoy art that is often limited to galleries and private collections. Public art is often used to promote tourism. In addition, public art allows residents and visitors to celebrate the local artists and local heritage of Lincoln City, and the Nelscott area in particular.

The Nelscott community embraced public art as streetscape features and public space amenities, preferring natural media such as carved wood, stone and concrete. 1% of all urban renewal construction dollars are earmarked for public art throughout Lincoln City. The community should plan an active role, working with the City's Public Art Committee in selecting types of public art projects to undertake and to see that a portion of those dollars are allocated to the public art project in the Nelscott District.



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## Nelscott Gateways



### Community Issues

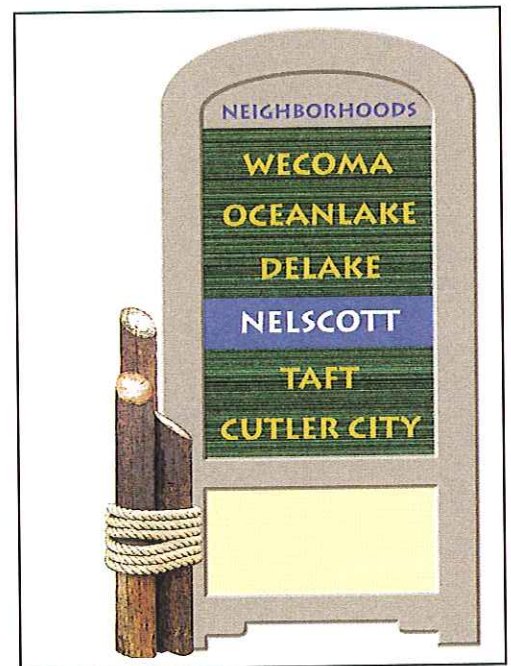
- Pedestrian Crossing of Highway 101
- Gateway Signage
- Medians on Highway 101

### Project Description

In part to maintain their historic charm and because of Lincoln City's unique character of being a series of communities coming together to form a new city, visitors are reminded each time they enter a new historic business district with gateways.

Gateways not only identify to visitors they are entering a special place in our town, but also create the subjective notion that slows traffic speeds.

Gateways would be placed at both the north and south entrances to the Nelscott District.



### Project Accomplishes

Reduced traffic speeds and village identity.

Estimated Project Cost - \$80,000

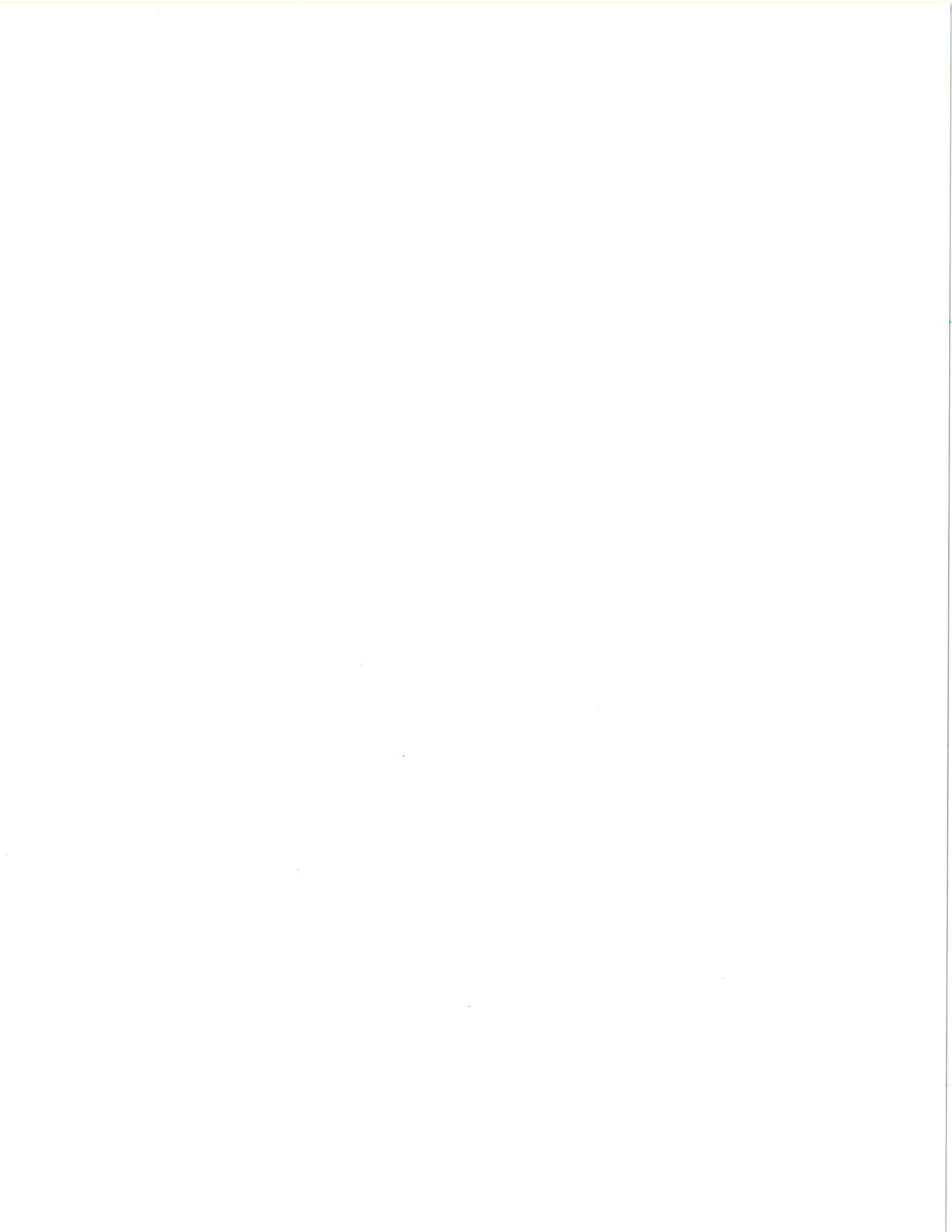
Project Partners –

Lincoln City Urban Renewal Agency

Grant Funding

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# Amphitheater



## Community Issues

- Walking and Biking Trails
- Neighborhood Park
- Baldy Creek Enhancement
- Economic Development

## Project Description

The Nelscott Charrette initiated a discussion about the Branding of the District. Many participants noted the beginnings of a Theater District in Lincoln City. Bringing more of this type of activity was desirable by the community.



The Amphitheater project grew out of this discussion as being one way that public funds could be used to support this branding effort. A number of ideas for usage were discussed including, a brown bag summer lunch series, outdoor professional drama presentations, use by the schools, and a place to sit and enjoy mother nature take the stage in this tranquil setting.

## Project Accomplishes

A community amphitheater would compliment the activity mix for Nelscott and perhaps be a catalyst for activities not yet thought of for the area.

Estimated Project Cost - \$200,000

Project Partners –

Lincoln City Urban Renewal Agency

Grant Funding

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### Community Issues

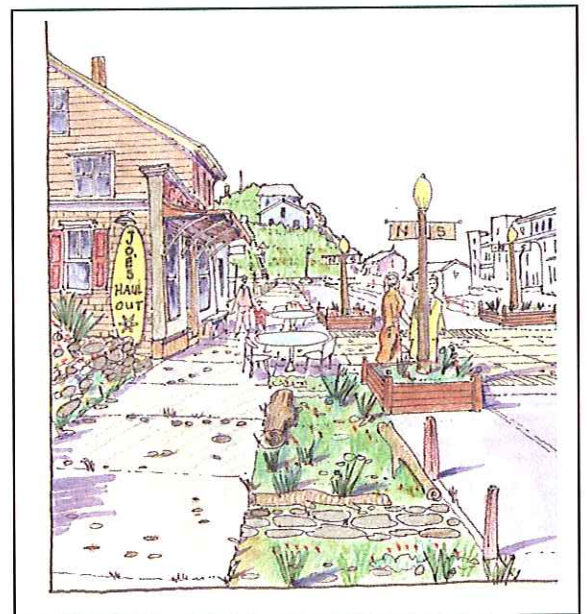
- Sidewalks
- Reduce Speeds on Anchor Avenue
- Public Parking – Beach Zone

### Project Description

Anchor Avenue between SW 32nd and SW 35<sup>th</sup> is a wide 55-foot right of way causing local traffic to drive at higher speeds. The addition of sidewalks and organized parking will help narrow the street, slowing traffic and also allowing for greater pedestrian safety.

The plan proposes:

- Sidewalks on One or Both Sides of the Street
- Parking Layout and Design to Maximize the Number of Parking Spaces
- Nelscott Beach Entry Arch
- Public Art
- Streetscape Features, and
- Improvements to the Beach Access and Parking Area



As proposed, this project would be the flagship project for Nelscott, connecting the beach to the commercial district by way of SW 32<sup>nd</sup> Street.

### Project Accomplishes

The project would create additional pedestrian connectivity and help to organize residential parking and slow local traffic speeds.

Estimated Project Cost - \$700,000  
Project Partners – Urban Renewal Agency





## Heritage

Projects that address  
Nelscott's Heritage

**Baldy Creek Walk  
District Signage  
Marview**

Maintaining the heritage of Nelscott and the surrounding areas allows residents and visitors a unique look into the diverse history of Nelscott. In 1926, Nelson and Scott secured a supply of water by trading eighteen acres of land near the highway for a twenty-acre parcel in the east hills. There they built a small dam on Baldy Creek and ran pipe "about the size of a garden hose" to their new town. The rebirth of the Baldy Creek area will be a step back in time to when the creek was the virtual lifeblood of the community.



Celebrating the historic heritage of Nelscott through its people, buildings and places creates a common thread that links the future to the past. One of the main streets in Nelscott is Anchor Avenue, running parallel to the beach. Renaming a portion of Anchor Avenue back to its original name of Marview assures the sense of history is not lost.



The Eagles Lodge building had its beginnings as the community gathering place with its inviting fireplace hearth, creating an atmosphere that is reminiscent of the Auto Park of yesteryear. Preserving the names and places in history establishes a bond between the current community and the historic area.

Working with the community on a variety of projects to enhance the link between today and yesterday will serve as a bond between old residents and new, established businesses and startups, familiar visitors and first time guests.

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# Baldy Creek Walk



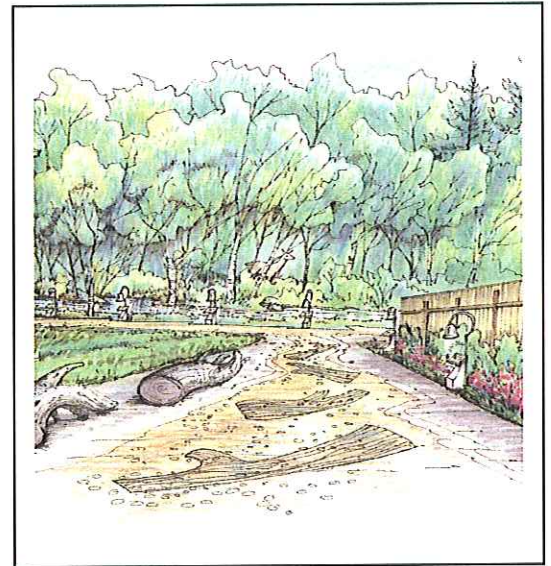
## Community Issues

- Walking and Bike Trails
- Neighborhood Park
- Baldy Creek Enhancement

## Project Description

The Baldy Creek Walk will be developed along the edges of Baldy Creek, as it flows through Nelscott.

This project will be the catalyst for creek enhancement projects, interpretive signage, and a future amphitheater.



It is envisioned that the trail would be a fine gravel surface with interesting textures such as inlaid half-sawn driftwood logs. Low-level lighting would be included.

The first phase of this project would follow the creek from S. 32<sup>nd</sup> Street to S. 34<sup>th</sup> Street. As properties develop, it is anticipated the trail will extend from S. 29<sup>th</sup> to its out-flow onto the beach at S. 35<sup>th</sup> Street.

## Project Accomplishes

This project begins to connect the commercial district with the neighborhood, provides safe and interesting walking opportunities for residents and seeks to enhance the Baldy Creek environment.

Estimated Project Cost - \$200,000  
Project Partners – Private Development  
Lincoln City Parks Department  
Lincoln City Urban Renewal Agency  
Grant Funding

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## District Signage



### Community Issues

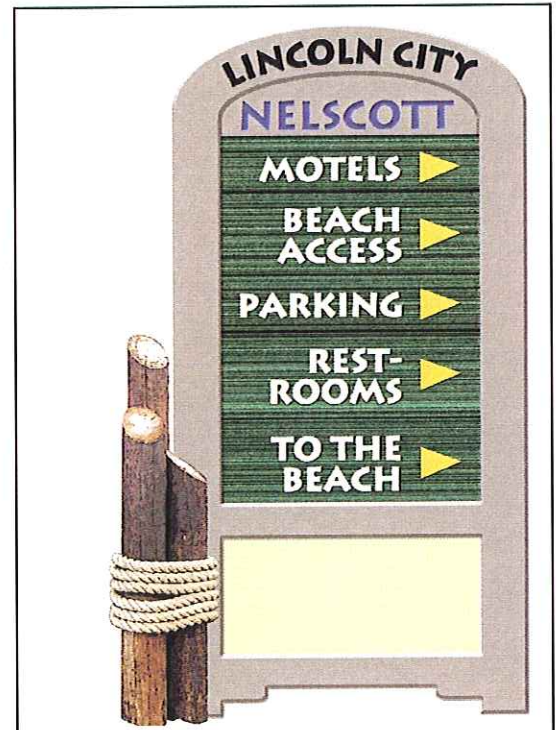
- Signage
- Economic Development

### Project Description

Through the String of Pearls Planning, District Signage suggestions are presented as design guidelines for use by the City and area businesses.

In the Nelscott District there are two signage concerns being addressed. The first is signage located on the highway that directs visitors to beachfront motels and attractions. These are normally plastic, backlit pole signs. The other area to address is internal directional signage.

The goal of the community plan is to create a style of signage using natural materials, such as concrete and wood in a monument sign design.



### Project Accomplishes

The project would create continuity in signage design and provide the important directional information needed by visitors to the area.

Estimated Project Cost - \$10,000  
Project Partners – Private Development  
Lincoln City Urban Renewal





### Community Issues

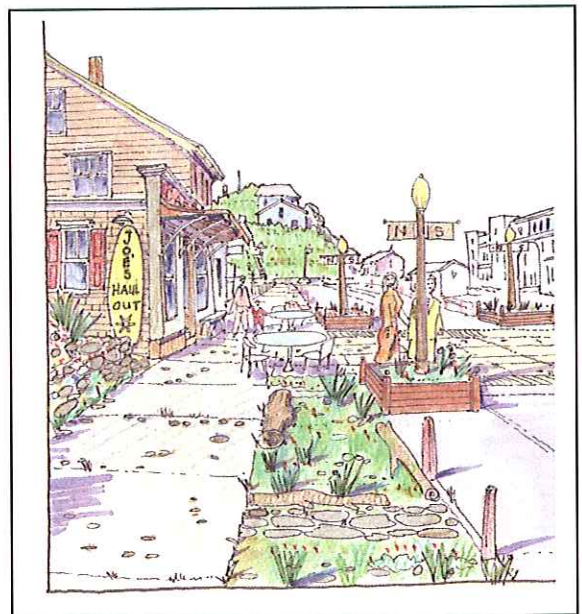
- Sidewalks
- Reduce Speeds on Anchor Avenue
- Public Parking – Beach Zone

### Project Description

Anchor Avenue between SW 32nd and SW 35<sup>th</sup> is a wide 55-foot right of way causing local traffic to drive at higher speeds. The addition of sidewalks and organized parking will help narrow the street, slowing traffic and also allowing for greater pedestrian safety.

The plan proposes:

- Sidewalks on One or Both Sides of the Street
- Parking Layout and Design to Maximize the Number of Parking Spaces
- Nelscott Beach Entry Arch
- Public Art
- Streetscape Features, and
- Improvements to the Beach Access and Parking Area



As proposed, this project would be the flagship project for Nelscott, connecting the beach to the commercial district by way of SW 32<sup>nd</sup> Street.

### Project Accomplishes

The project would create additional pedestrian connectivity and help to organize residential parking and slow local traffic speeds.

Estimated Project Cost - \$700,000  
Project Partners – Urban Renewal Agency





Projects to improve  
Public Parking

**Eagles Lodge Partnership**  
**Pickering Commons**  
**Theater West Partnership**  
**Marview**  
**Rhododendron Garden**

### Public Parking

The science of public parking begins with data; an accurate inventory, identifying current deficiencies and creating optional solutions. People do not visit a place based solely on available parking. In many ways, the obsession with parking is the biggest obstacle to achieve the types of places where people enjoy spending time. The balance is an uncertain one, but shared throughout the country.

Creating a place where people want to come and spend time is shown to be more important than the parking. Think of the great places you have wanted to visit. Is it easy to park there? No way. But people flock to great places.

Locating parking on the fringes of a vibrant downtown will achieve added benefit. Pedestrians feel more comfortable walking because of the slower vehicle speeds and reduced number of curb cuts. Businesses get more passersby and first time walk-ins. Drivers make fewer trips, waste less time in the car, get more exercise walking, and even enjoy the experience of driving downtown more - because it is a pleasant place to be, not a parking lot.

Currently there are 18 designated off street public parking spaces. Several locations were identified in the Nelscott Plan for public parking. The plan identifies the addition of 89 spaces through new public parking lot construction and shared parking partnerships with private property owners and the Urban Renewal Agency. The listed projects should be prioritized based on areas of deficiency and how the additional parking will support economic development.







## Public Parking – Eagles Lodge

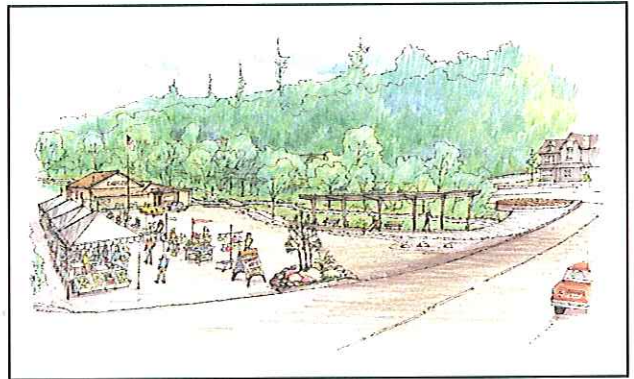


### Community Issues

- Parking - Commercial District
- Economic Development

### Project Description

Locating public parking sites in the areas where it is most needed is only one of the issues relating to parking. Parking needs in all three areas of the district, commercial, residential and beach zone were identified in the planning effort.



The Agency has a very successful model of public/private partnering to address parking needs as found with the Sprint Parking Lot in Taft.

Using Urban Renewal Funds, this project would construct an improved parking lot on a portion of the Eagles Lodge property, which would be signed and available for public use. In turn, the Eagles Lodge is investigating the possibility of expansion to serve the general public.

### Project Accomplishes

The project would create additional public parking at a minimal cost, without removing property from the tax rolls and takes advantage of an under utilized site during the day time when the public parking need is greatest.

Estimated Project Cost - \$100,000  
Project Partners – Private Development  
Lincoln City Urban Renewal Agency





# Pickering Commons

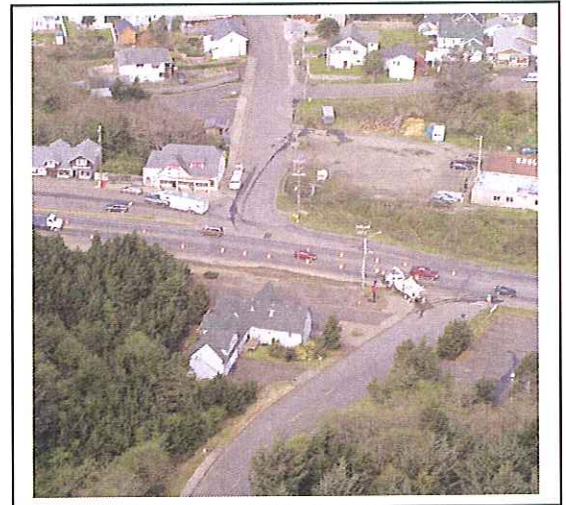


## Community Issues

- Improve Access to Highway 101
- Commercial Zone Parking
- Economic Development
- Public Restrooms
- North-South Connectivity

## Project Description

The Pickering Commons Projects is a public/private partnership effort with several project components. A large public parking lot would be created to serve existing and new commercial development. Public restrooms will be included to serve the area.



In addition, a mixed-use development is proposed as a public/private partnership project for the Highway 101 frontage. There are a number of ways in which this type of development may occur and further study of the options and interest in the private development community will take place.

One component of the project discussed, which should have further consideration, was the extension of SE Dune Avenue north to 32<sup>nd</sup> Street through the City owned property, providing access to Highway 101 at a future signalized intersection.

## Project Accomplishes

The project would create additional north/south connectivity and improved access to Highway 101. The public/private partnership would act as the catalyst to increase the economic vitality of the area. Additional public restroom facilities would serve visitors and residents.

Estimated Project Cost - \$300,000  
Project Partners – Private Development  
Lincoln City Urban Renewal  
Lincoln City Public Works





## Public Parking - Theatre West



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### Community Issues

- Parking - Commercial District
- Economic Development

### Project Description

The Nelscott District is fortunate to have the commercial diversity of both regular business hour shops and after-hours activities and businesses.

Having created the opportunity to attract “feet on the street” in the evenings encourages other types of complimentary businesses to locate in the same area.



In addition, this provides opportunities for shared parking. Parking lots used primarily during the day are available for nearby business and activities in the evening and visa versa.

This project would partner with Theatre West to create additional parking addressing a critical need location. Theatre West would provide the property and the Urban Renewal Agency would fund the parking lot construction. This would create a public parking opportunity for both day and evening use.

### Project Accomplishes

The project would create additional commercial district parking and encourage the economic vitality of the district, becoming an important community asset to the district.

Estimated Project Cost - \$150,000

Project Partners – Theatre West

Lincoln City Urban Renewal Agency

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### Community Issues

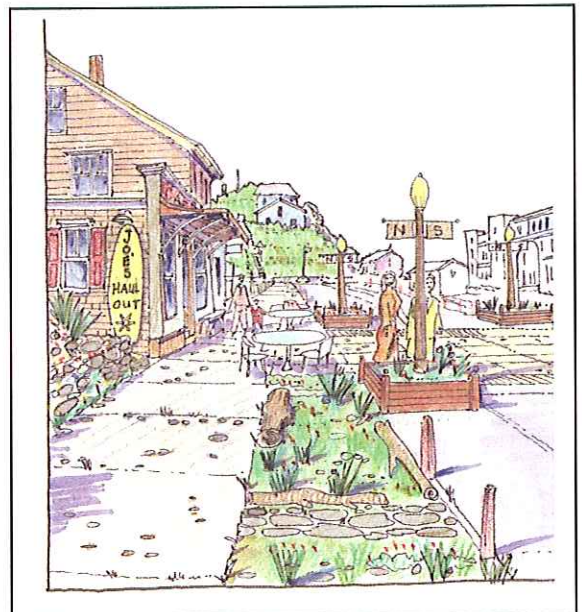
- Sidewalks
- Reduce Speeds on Anchor Avenue
- Public Parking – Beach Zone

### Project Description

Anchor Avenue between SW 32nd and SW 35<sup>th</sup> is a wide 55-foot right of way causing local traffic to drive at higher speeds. The addition of sidewalks and organized parking will help narrow the street, slowing traffic and also allowing for greater pedestrian safety.

The plan proposes:

- Sidewalks on One or Both Sides of the Street
- Parking Layout and Design to Maximize the Number of Parking Spaces
- Nelscott Beach Entry Arch
- Public Art
- Streetscape Features, and
- Improvements to the Beach Access and Parking Area



As proposed, this project would be the flagship project for Nelscott, connecting the beach to the commercial district by way of SW 32<sup>nd</sup> Street.

### Project Accomplishes

The project would create additional pedestrian connectivity and help to organize residential parking and slow local traffic speeds.

Estimated Project Cost - \$700,000  
Project Partners – Urban Renewal Agency





## Public Parking – Rhododendron Garden

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### Community Issues

- Public Parking – Beach Zone, Residential
- Preserving the Historic Quality
- Neighborhood Park

### Project Description

Several undeveloped sites were reviewed for the possibility of additional public parking sites. The NE corner of 32<sup>nd</sup> and Anchor is one such site.

It is a privately owned parcel whose owner has indicated an interest in providing the site for public parking until development occurs.



The plan proposes the site be considered for another public/private parking project.

Members of the community suggested a small rhododendron garden be included in the site as landscaping and to celebrate the historic nature rhodies have had in many communities along the coast. Garden maintenance would be through the neighborhood association.

### Project Accomplishes

The project would create additional public parking for both residential and beach access.

Estimated Project Cost - \$50,000  
Project Partners – Private Development  
Lincoln City Urban Renewal Agency





## Economic Development

Projects to encourage  
Economic Development

**Oregon Coast Community  
College Campus  
Pickering Commons  
Infill Development  
District Signage**

The Historic Business District of Nelscott benefits from its unique location. Its charming architecture and business mix form the basis of a synergetic relationship with area residents that should be built upon in the future. Development in the area holds many challenges and opportunities. Citywide growth and development will both enhance the market for goods and services and introduce a higher level of competition. It is critical that the Business District take an organized and focused approach to development in order to capitalize on the opportunities that will emerge and remain competitive in the face of growth on the periphery.



Business retention is key to redevelopment and there is a strong need for an active association that would reflect the joint interest of this specific area; lobby for city services, support area merchants, joint marketing, uniform hour issues, event planning, etc.. The Agency should take on projects that strengthen existing businesses and/or initiate business expansion. This can be done in a number of ways including funding redevelopment projects, business assistance funding and physical improvements to public spaces.



Business recruitment will become a much easier undertaking when perspective clients see the type of investment a community is making in itself. Promotion and branding are critical to the success of any business district. These efforts should be coordinated either citywide or specific to the pearl of Nelscott. The economic potential of Nelscott provides exciting opportunities for future redevelopment.




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# Oregon Coast Community College - Nelscott Campus



## Community Issues

- Walking and Bike Trails
- Neighborhood Park
- Economic Development

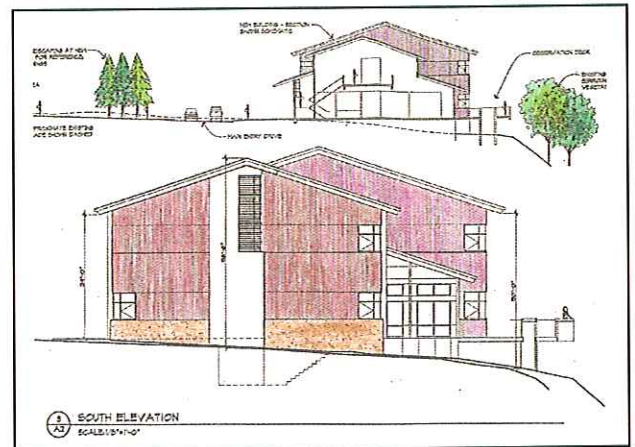
## Project Description

Following the passage of the 2004 Bond Levy to fund campuses in Lincoln City, Waldport and Newport, property for the Lincoln City Campus has been purchased in the Nelscott District.

The Nelscott Plan identifies the importance of a pedestrian connection between the business district and the campus.

The Oregon Coast Community College has a long-standing commitment to work force development, including programs such as Nursing, Aquarium Science and Criminal Justice.

Enrollment in Lincoln County averages 3000 annually. The campus will also house the Small Business Administration and other complimentary services.

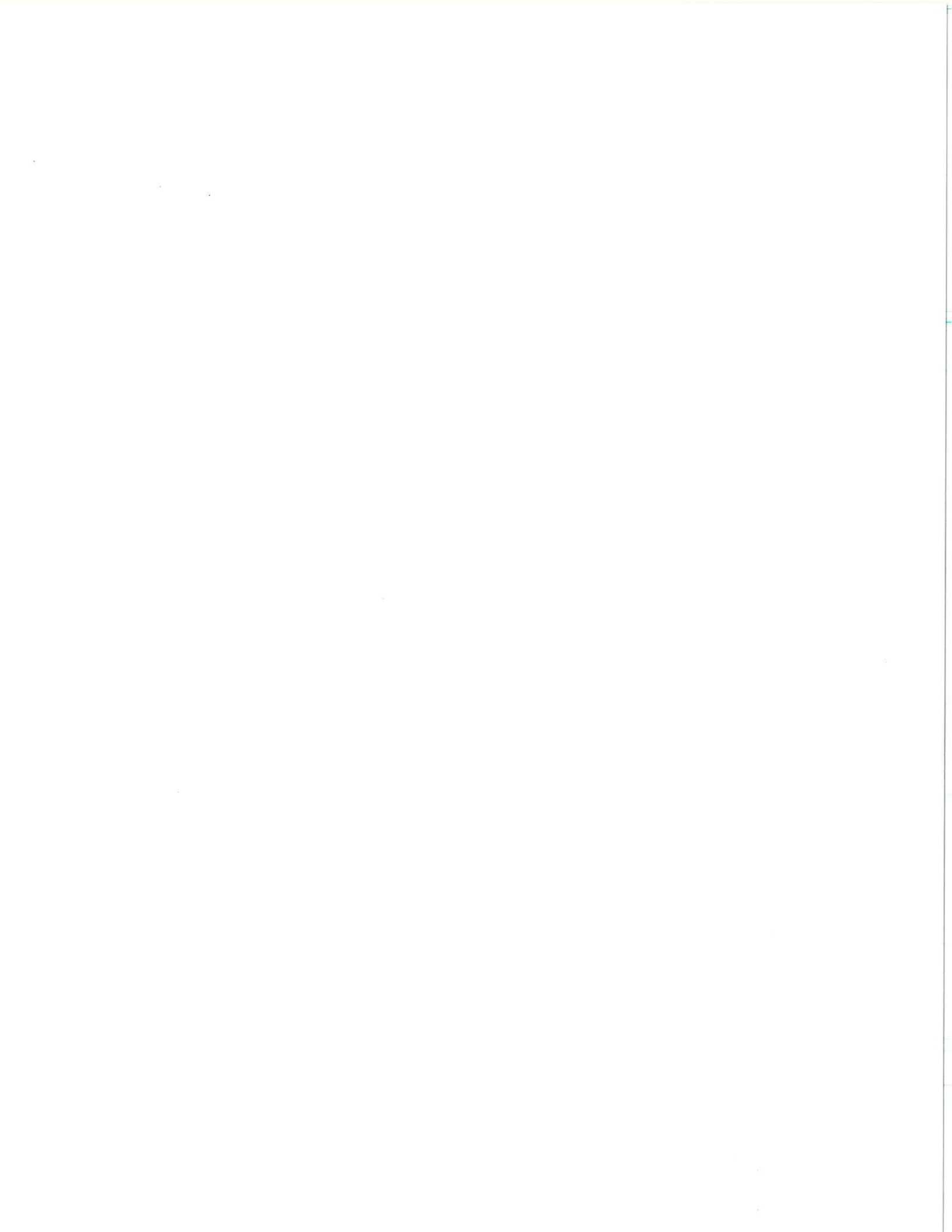


## Project Accomplishes

The project would create space, which will serve the neighborhood as park and pedestrian walkways. The Halo effect of the new campus and expanded programming will contribute to the economic vitality of the Nelscott Community.

Estimated Project Cost - \$23,500,000  
Project Partners – Local Bond Measure  
Oregon Coast Community College District  
State Matching Grant

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# Pickering Commons

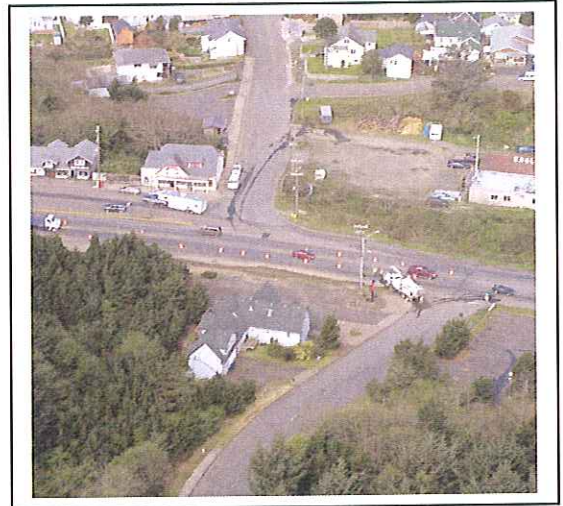


## Community Issues

- Improve Access to Highway 101
- Commercial Zone Parking
- Economic Development
- Public Restrooms
- North-South Connectivity

## Project Description

The Pickering Commons Projects is a public/private partnership effort with several project components. A large public parking lot would be created to serve existing and new commercial development. Public restrooms will be included to serve the area.



In addition, a mixed-use development is proposed as a public/private partnership project for the Highway 101 frontage. There are a number of ways in which this type of development may occur and further study of the options and interest in the private development community will take place.

One component of the project discussed, which should have further consideration, was the extension of SE Dune Avenue north to 32<sup>nd</sup> Street through the City owned property, providing access to Highway 101 at a future signalized intersection.

## Project Accomplishes

The project would create additional north/south connectivity and improved access to Highway 101. The public/private partnership would act as the catalyst to increase the economic vitality of the area. Additional public restroom facilities would serve visitors and residents.

Estimated Project Cost - \$300,000  
Project Partners – Private Development  
Lincoln City Urban Renewal  
Lincoln City Public Works





# Infill Development



## Community Issues

 Economic Development

### Project Description

A number of opportunity sites were identified in the Nelscott area where infill development should occur.



- 1) The properties between Theatre West and the Lincoln City Six-Plex present the prospect for extending the commercial frontage on the east side of the highway. (Sea Crest Park)
- 2) The sites just north and south of SW 35<sup>th</sup> Street should be considered for future projects. The development of the north site extending the commercial strip and the redevelopment of the south site to better utilize the highway exposure were discussed during the Charrette.
- 3) The vacant property north of 32<sup>nd</sup> Street has been considered for a number of years for a commercial development plan. An infill project on this site would complete the commercial district along Highway 101 and encourage pedestrians to stroll beyond the current Nelscott Strip businesses. (Auto Park Site)
- 4) The plan proposes a new-elevated row of businesses directly behind (west) the existing Nelscott Strip connected by a series of boardwalks. (Nelscott Boardwalk)

### Project Accomplishes

Any of these projects would enhance the economic vitality of the Nelscott area and encourage other redevelopment to occur.

Project Partners – Private Development





## District Signage



### Community Issues

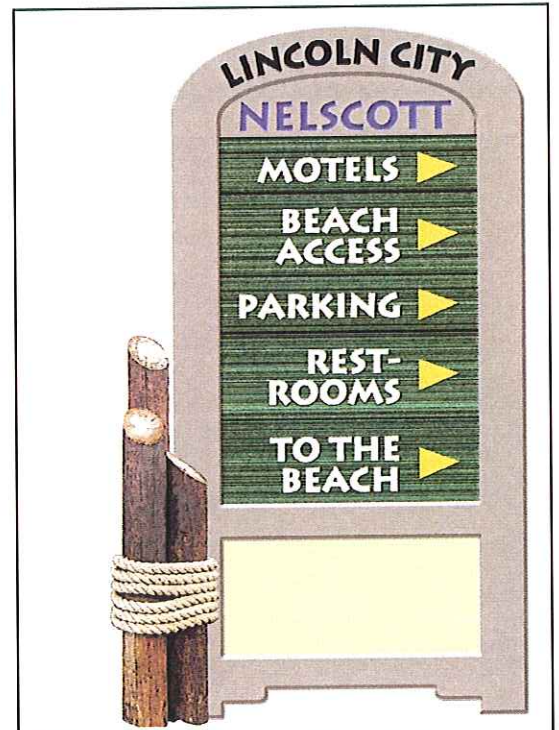
- Signage
- Economic Development

### Project Description

Through the String of Pearls Planning, District Signage suggestions are presented as design guidelines for use by the City and area businesses.

In the Nelscott District there are two signage concerns being addressed. The first is signage located on the highway that directs visitors to beachfront motels and attractions. These are normally plastic, backlit pole signs. The other area to address is internal directional signage.

The goal of the community plan is to create a style of signage using natural materials, such as concrete and wood in a monument sign design.



### Project Accomplishes

The project would create continuity in signage design and provide the important directional information needed by visitors to the area.

Estimated Project Cost - \$10,000  
Project Partners – Private Development  
Lincoln City Urban Renewal





## Public Infrastructure

Projects related to  
Public Infrastructure

**Public Works Projects**  
**Utility Undergrounding**  
**Anchor Undergrounding**  
**Marview**  
**Pickering Commons**

The City of Lincoln City's Urban Renewal Plan, The Year 2000 Plan, sets out 18 project areas in which urban renewal funds may be allocated. Nine of those project areas relate to Public Works Infrastructure; Storm Drain Improvements, Traffic Signal Construction, Overhead Utility Undergrounding, Cross-Walk Installations, Off Street Parking Lot Development, Street Improvements, Sidewalk Constructions, Sanitary Sewer System Upgrades and Water Distribution System Enhancements.

Many of the underground systems were constructed in the late sixties and early seventies and are still in use today. Though some of the water lines in Nelscott were replaced in 1981, the service lines from the meter to the 6" mainline should be replaced before any future road improvements are made.



The Nelscott Pump Station was built in 1967; in 1979 a third pump, variable speed drives and a generator were added to the system.

A year 2000 study was completed to verify existing flows and project 20-year wastewater flows to the targeted pump stations. The study was used to evaluate the existing capacities and determine needed improvements to meet the projected demand.



The study also ascertained that the Nelscott Pump had insufficient capacity to handle flows from the 3<sup>rd</sup> Street Pump Station. Ultimately in 2001, the Nelscott Pump was improved through a series of upgrades at a cost of \$800,000.00. The Nelscott Pump Station is the second largest in Lincoln City's Pump Station Facilities.



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The Public Works Department has completed master plans for each of the systems, which have identified necessary system upgrades in the Nelscott District.

### **Transportation Plan:**

- ❖ Signalization and Realignment at Highway 101 and S. 32nd Street
- ❖ Pedestrian Island Crossing at S. 35<sup>th</sup> Street
- ❖ Sidewalks on both sides of Highway 101 throughout Nelscott
- ❖ Local Street Upgrades

### **Water Master Plan:**

- ❖ Replacement of Aged Water Mains and Water Services

### **Wastewater Facilities Plan:**

- ❖ Improvement to Manhole Access
- ❖ Replacing Aged Main Line and Property Laterals

### **Storm Water Master Plan:**

- ❖ Water Quality Improvements to Baldy Creek
- ❖ Replacement of Storm Line and Catch Basins on SW Anchor Avenue
- ❖ Replacement of Culvert at Beach Outlet

### **Wetland improvements identified:**

- ❖ Box Culvert at S 29<sup>th</sup> Street on Highway 101

Many of these upgrades will be completed in conjunction with other community identified improvement projects listed in this Nelscott Redevelopment Plan. In addition to Urban Renewal funding, the City of Lincoln City has collected and earmarked system development charges (SDC) and developer fees to contribute toward these improvements. Grant funding has been used in the past for many of the types of projects listed above and will continue to be an option both Public Works and the Urban Renewal Agency will pursue.






## Public Works Infrastructure



### Community Issues

 Economic Development

#### Project Description

The Public Works Department identified a number of infrastructure upgrades necessary in the Nelscott area.

The plan calls for the replacement of aged water lines as well as new water service connections in a number of locations.

Storm water system improvements are proposed as identified in the Storm Water Master Plan.

The fact that the community was not focused on infrastructure needs is certainly because of the good work of the Public Works Department.



#### Project Accomplishes

Although not identified as an important community concern, updating Public Works Infrastructure is a key element of urban renewal.

Estimated Project Cost - \$500,000  
Project Partners – Urban Renewal Agency  
Lincoln City Public Works

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## Utility Undergrounding



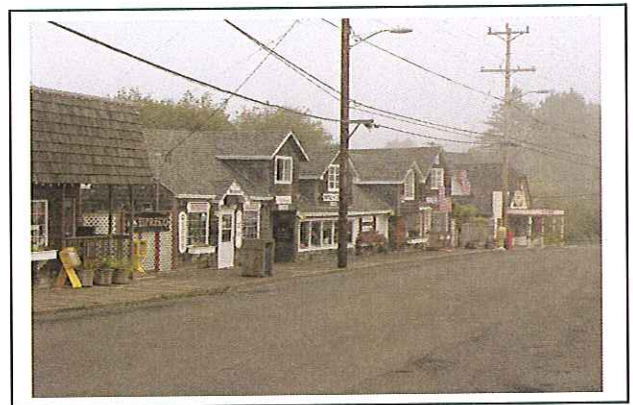
### Community Issues

- Undergrounding Overhead Utility Wires
- Economic Development

### Project Description

Lincoln City has come to associate Utility Undergrounding as the iconic project for the revitalization of the Historic Business Districts by the Urban Renewal Agency.

The Nelscott Community has followed that convention, identifying Utility Undergrounding of the overhead lines as their number one priority.



Undergrounding for Nelscott would likely occur on both sides of Highway 101 from the electric sub-station located at S. 30<sup>th</sup> Avenue and run south just past S. 35<sup>th</sup> Street. This will be one of the most complicated projects to be carried out in the Nelscott Plan and much design and engineering work must be completed before such an endeavor can begin. However, in many ways it is the project that must be completed before others can be initiated.

### Project Accomplishes

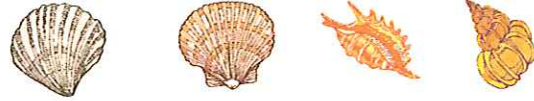
The project removes the overhead wires, upgrades many of the existing metered services, and creates a new and more aesthetically pleasing look to the commercial district, which should encourage new economic development.

Estimated Project Cost - \$1,200,000  
Project Partners – Public Utilities  
Lincoln City Urban Renewal Agency  
Grant Funding





# Anchor Undergrounding



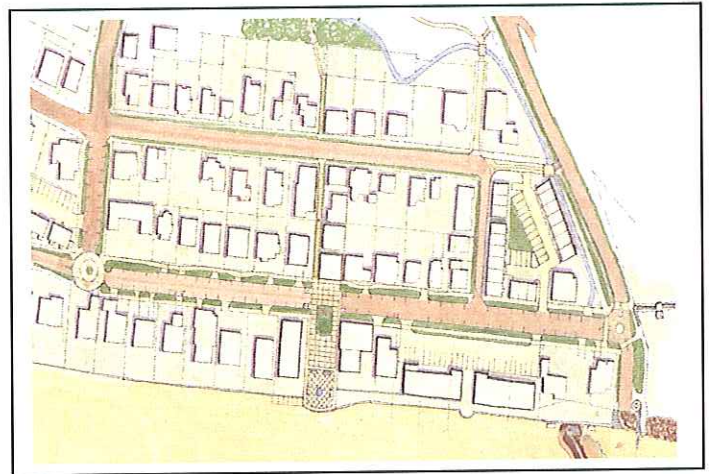
## Community Issues

Underground Overhead Utility Wires

### Project Description

Overhead utility undergrounding has been proposed by a number of the affected residents on SW Anchor Avenue and SW Beach Avenue.

Although the Urban Renewal Plan does not allow for funding undergrounding projects off Highway 101 in the Nelscott District, the residents have indicated a desire to research the creation of a Local Improvement District (LID) to fund the conversion.



The project is likely to run from SW 32<sup>nd</sup> Street to SW 35<sup>th</sup> Street on SW Anchor Avenue. As with each undergrounding project, the location and placement of underground vaults, and pad-mounted equipment will be important issues beyond the actual undergrounding work.

### Project Accomplishes

Undergrounding on Anchor Avenue will significantly enhance the visual appearance of the neighborhood, improve the ocean views for residents and create a model for private improvements using the LID process.

Estimated Project Cost - \$500,000  
Project Partners – Private Investment  
Lincoln City Bonding Authority





### Community Issues

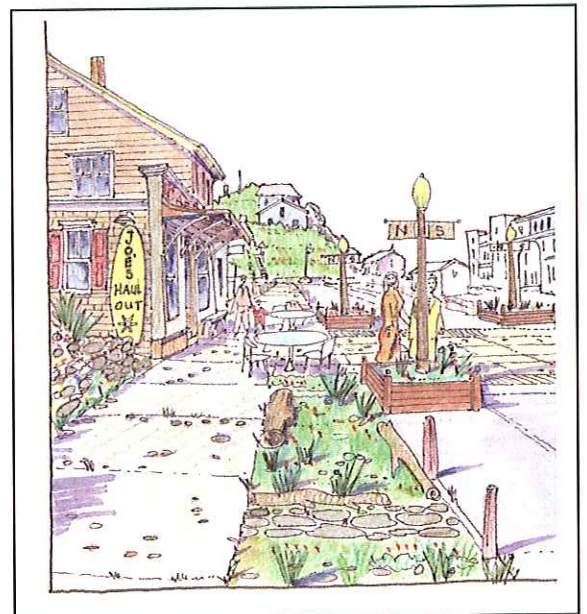
- Sidewalks
- Reduce Speeds on Anchor Avenue
- Public Parking – Beach Zone

### Project Description

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The plan proposes:

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- Nelscott Beach Entry Arch
- Public Art
- Streetscape Features, and
- Improvements to the Beach Access and Parking Area



As proposed, this project would be the flagship project for Nelscott, connecting the beach to the commercial district by way of SW 32<sup>nd</sup> Street.

### Project Accomplishes

The project would create additional pedestrian connectivity and help to organize residential parking and slow local traffic speeds.

Estimated Project Cost - \$700,000  
Project Partners – Urban Renewal Agency





# Pickering Commons

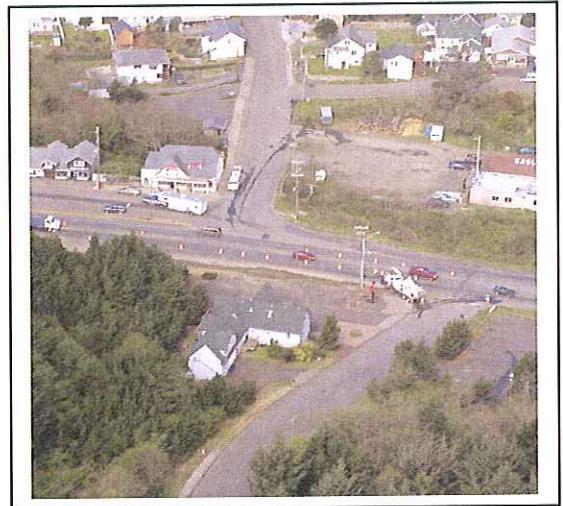


## Community Issues

- Improve Access to Highway 101
- Commercial Zone Parking
- Economic Development
- Public Restrooms
- North-South Connectivity

## Project Description

The Pickering Commons Projects is a public/private partnership effort with several project components. A large public parking lot would be created to serve existing and new commercial development. Public restrooms will be included to serve the area.



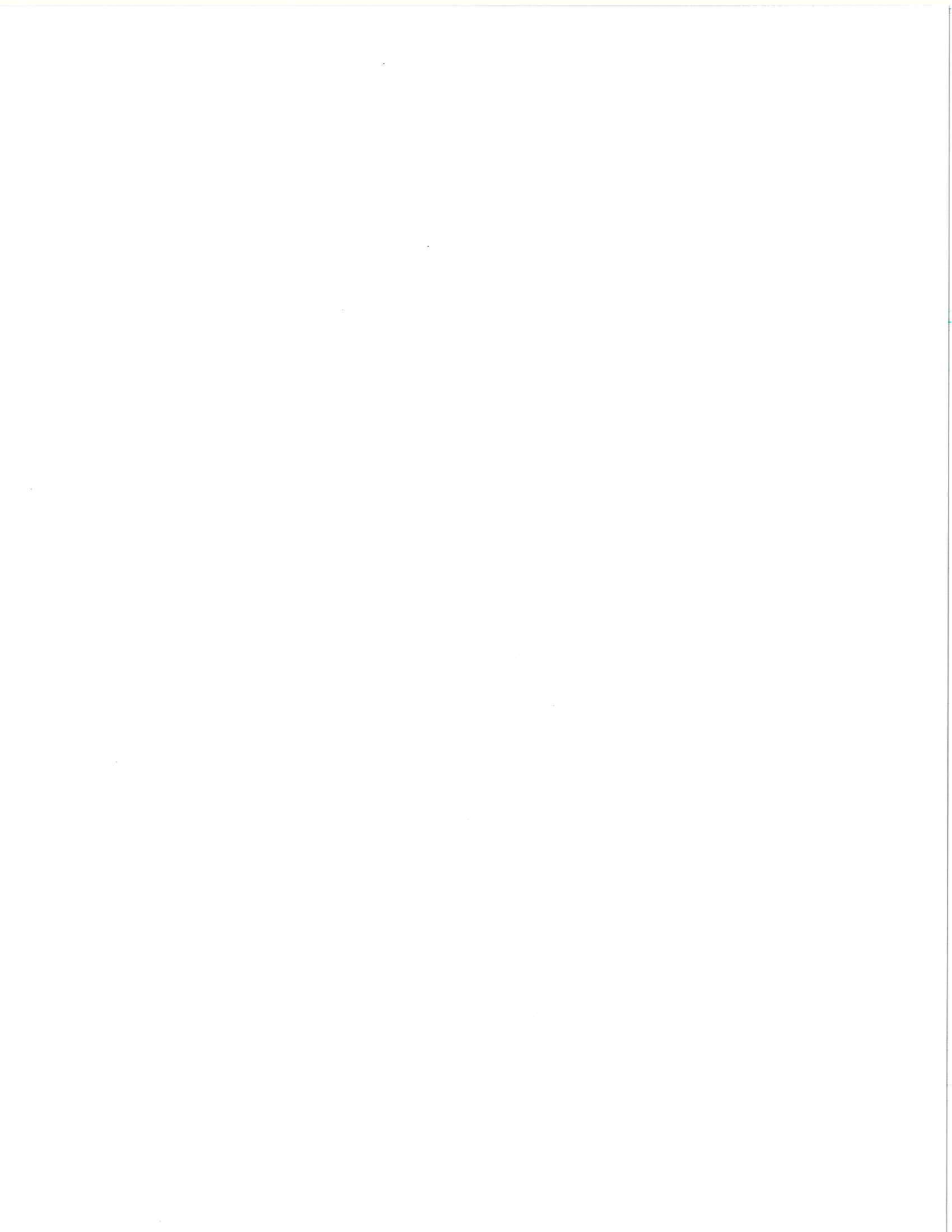
In addition, a mixed-use development is proposed as a public/private partnership project for the Highway 101 frontage. There are a number of ways in which this type of development may occur and further study of the options and interest in the private development community will take place.

One component of the project discussed, which should have further consideration, was the extension of SE Dune Avenue north to 32<sup>nd</sup> Street through the City owned property, providing access to Highway 101 at a future signalized intersection.

## Project Accomplishes

The project would create additional north/south connectivity and improved access to Highway 101. The public/private partnership would act as the catalyst to increase the economic vitality of the area. Additional public restroom facilities would serve visitors and residents.

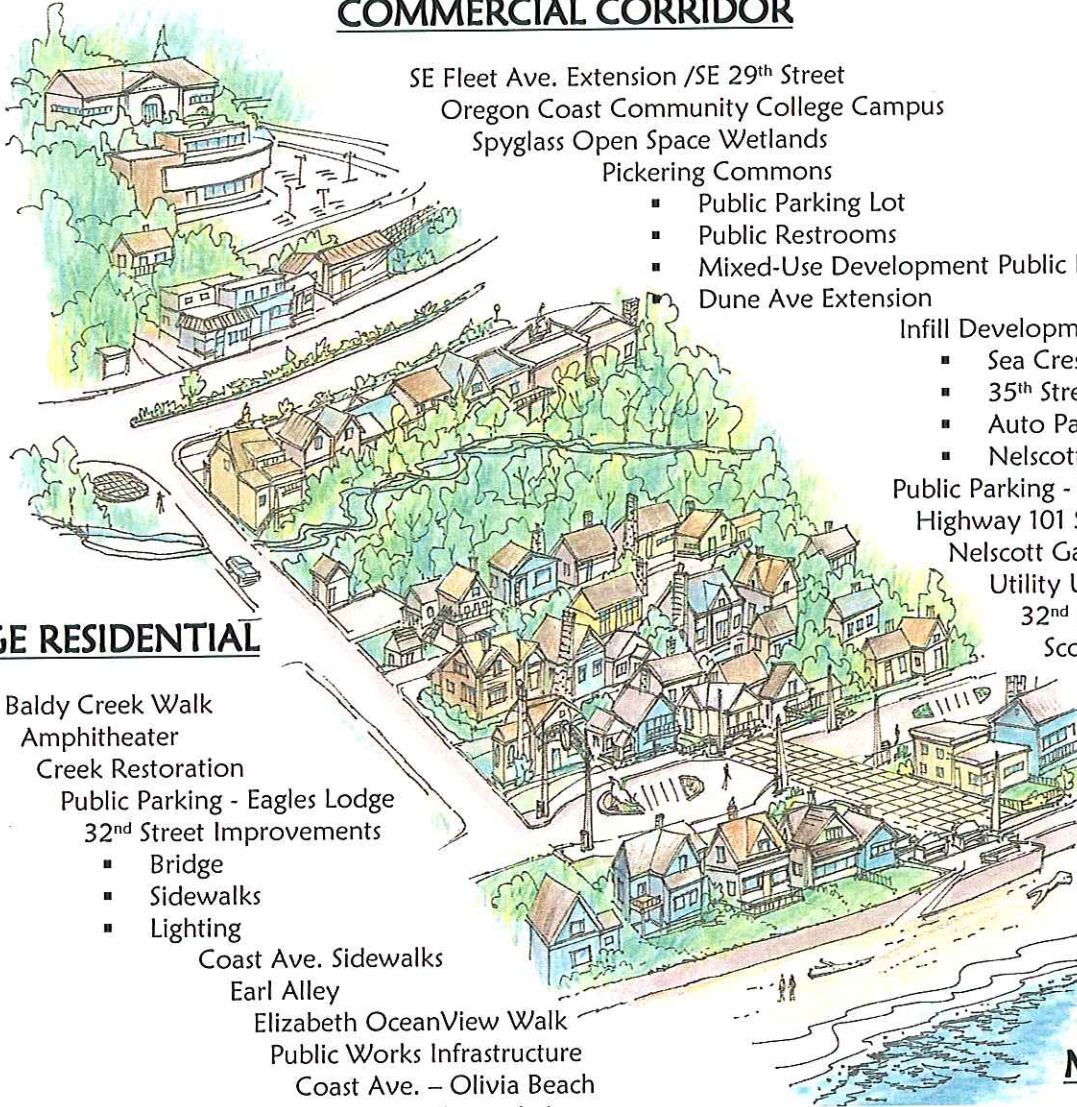
Estimated Project Cost - \$300,000  
Project Partners – Private Development  
Lincoln City Urban Renewal  
Lincoln City Public Works





# Nelscott Redevelopment Plan – Project Concepts

## COMMERCIAL CORRIDOR



- SE Fleet Ave. Extension /SE 29<sup>th</sup> Street
- Oregon Coast Community College Campus
- Spyglass Open Space Wetlands
- Pickering Commons
  - Public Parking Lot
  - Public Restrooms
  - Mixed-Use Development Public Private Partnership
- Dune Ave Extension

- Infill Development
  - Sea Crest Park
  - 35<sup>th</sup> Street North & South
  - Auto Park Site
  - Nelscott Boardwalk
- Public Parking - Theatre West
- Highway 101 Sidewalks/Lighting
- Nelscott Gateways
- Utility Undergrounding
  - 32<sup>nd</sup> Street Intersection
  - Scott Plaza / Boardwalk
- District Signage

## VILLAGE RESIDENTIAL

- Baldy Creek Walk
- Amphitheater
- Creek Restoration
- Public Parking - Eagles Lodge
- 32<sup>nd</sup> Street Improvements
  - Bridge
  - Sidewalks
  - Lighting
- Coast Ave. Sidewalks
- Earl Alley
- Elizabeth OceanView Walk
- Public Works Infrastructure
- Coast Ave. – Olivia Beach
- Olivia Beach Beach Access

## MARVIEW

- LID-Undergrounding/Lighting
- Marview
  - Sidewalks
  - Parking
  - Streetscape-Pylons, Archway
  - Nelson Square
  - Public Art
- Overlook Stairs
  - Public Restrooms
  - Beach Showers
- 35<sup>th</sup> St Beach Access – Emergency Access
- Public Parking – Rhododendron Garden

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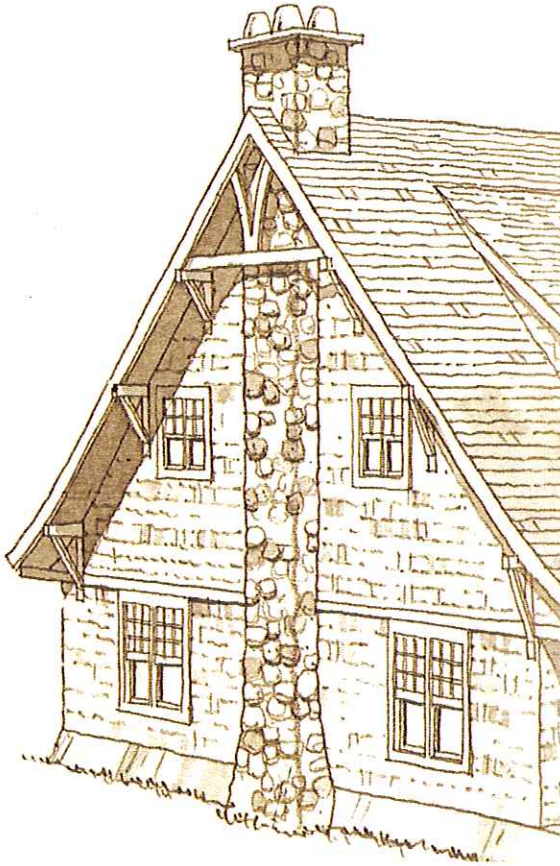


There is value in the struggle.  
—Terry C.

### Chapter 3: Architectural Character Guidelines

The Nelscott Community desires that new buildings and rehabilitated existing buildings convey an image consistent with local history and the Oregon coastal environment. Preserving Nelscott's "Charm" was very important to the community. One method, which has worked in numerous places across the country, has been the use of Preservation Districts to guard against inappropriate development. Nelscott is like all of Lincoln City, a hot target for redevelopment and that redevelopment is not always going to be compatible with existing neighborhood characteristics. The Nelscott Neighborhood Association should consider the formation of a Nelscott Neighborhood Preservation District. The creation of a Preservation District can control demolitions, regulate restorations and assure that new construction is compatible with the community.

In Nelscott, each building's form and design features contribute to the overall sense of place and image desired by the community; clear and basic building forms, and quality design details, are preferred and consistent with the area's traditional architecture. The Architectural Guidelines are a tool to communicate the goals and objectives that will support the vision for Historic Nelscott. They depict many key ideas, which will assist the community in helping Nelscott realize its potential, contributing to its eclectic nature and not diluting the architectural character that makes Nelscott special. Projects that do not support the architectural themes of this district should be considered for other areas of the city. Through consideration and application of the guidance presented in these pages, Nelscott will continue to yield a high quality visual environment that benefits property owners, merchants, residents and visitors alike. The predominant architectural character of Nelscott is comprised of buildings that convey a residential character. The intent of the following design guidelines is to provide guidance for projects proposed for the Historic Nelscott community.

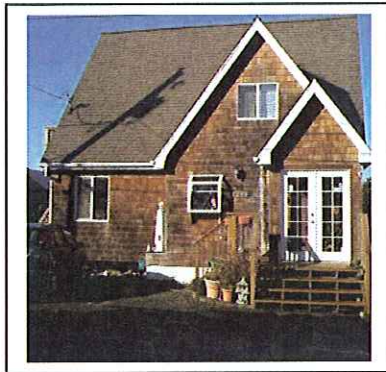


- Roofs
- Facades
- Chimneys
- Texture and Materials
- Landscape Materials
- Whimsical Design Elements
- Commercial Buildings

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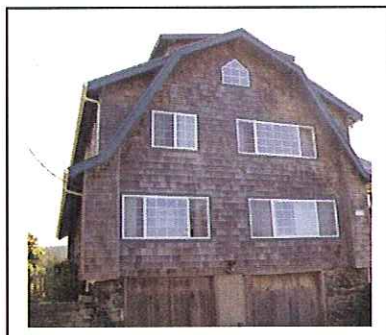
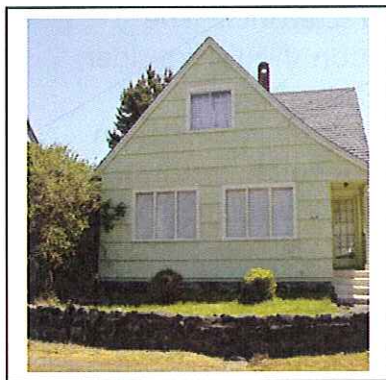
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**Roofs** are designed to provide protection to the dwelling and the shape or roofline communicates the character of the building and community. The roofs of most buildings in Nelscott are pitched and include dormers, gables, and eaves that enrich the visual quality of the community. Many include architectural embellishments and fine craftsmanship.

New projects in Nelscott should be built with simple rooflines, reflecting the patterns authentic to the district. In general, flat and pitched roofs are most appropriate for non-residential buildings, while pitched roofs are most appropriate for residential buildings.



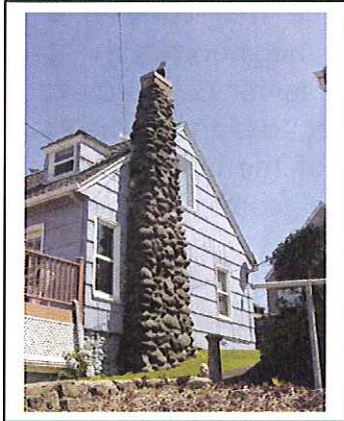


A **FACADE** is the front of a home that conveys a relationship to the street and neighborhood. It includes windows, doors, shutters, awnings, molding, porches, steps, stoops, and other design elements arranged to convey the character of the building and enable residents to engage as a community and provide “eyes on the streets”.



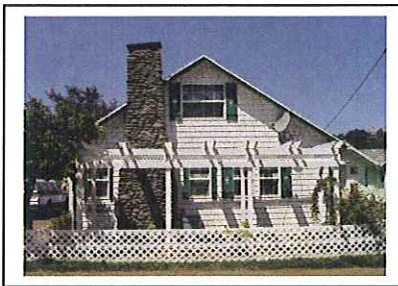
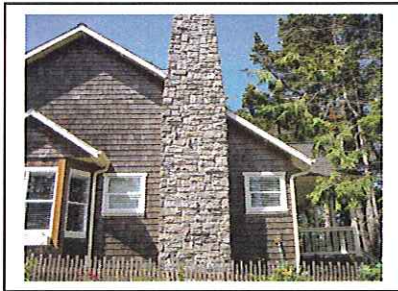
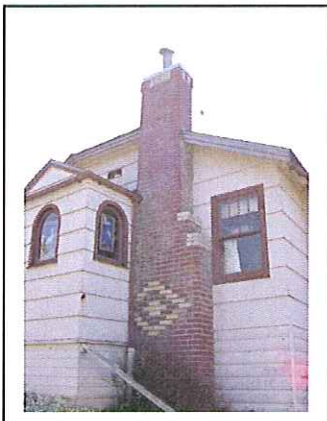
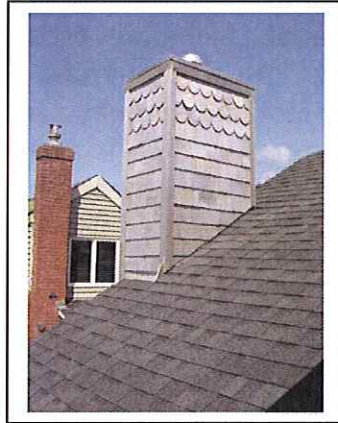
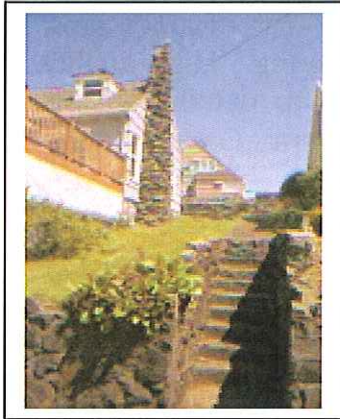
In Nelscott, two story homes are common due to the small lot sizes and to take advantage of the views. Porches are a common element and should continue to be encouraged. Residential and commercial buildings tend to use siding products of historic wood materials including cedar shingles and bevel siding. Rock is a common element for foundations, wainscoting, chimneys and landscaping. High quality exterior woodwork and attention to detail elements gives the Nelscott community its charm. Garages facing the street are at a minimum.

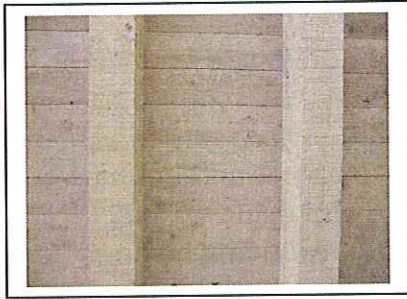




**Chimneys** are vertical elements of homes that provide a safe passage of smoke to the outside, but also contribute to the building's character and charm.

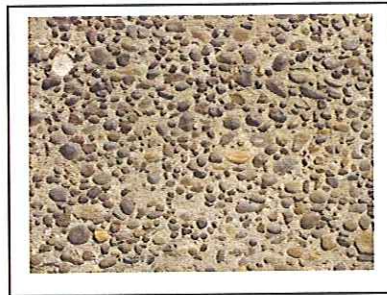
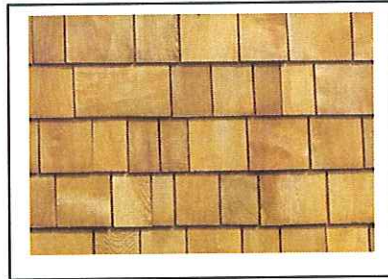
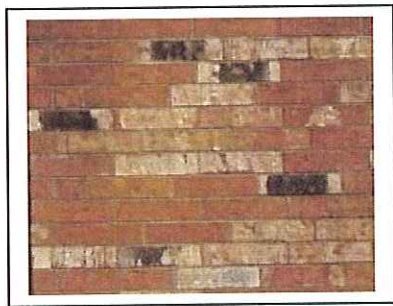
In Nelscott, many buildings include unique chimneys of varying shapes and are constructed of a range of materials including stone, brick, and wood shingles. This character element was highlighted by the community as the distinguishing historical feature and should be considered with all new and rehabilitation projects. Chimneys make a positive contribution to the character and charm of Nelscott.

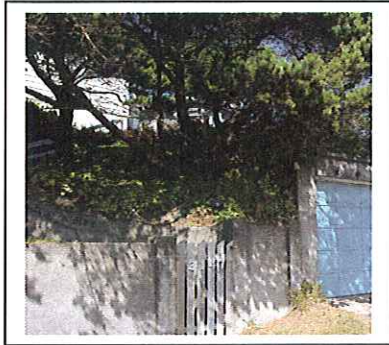




**Texture and Materials** used for homes and businesses range in their degree of sensitivity and appropriateness to their surroundings.

In Nelscott, many homes and businesses use textures and materials that relate to elements of the local natural environment, such as river rock chimneys, wood shingled siding, brick, and exposed aggregate paving. Natural material textures should be encouraged for vertical elements, landscaping and whimsical elements.



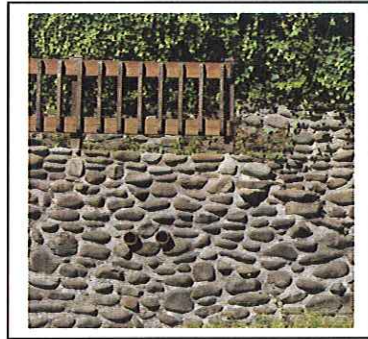
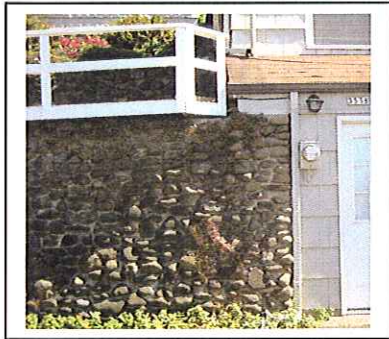


**Landscape Materials** used for homes and businesses include trees, shrubs, grasses, fences, walls, outdoor lighting, walkways and other hard surface gathering areas. Landscape materials add value to homes and businesses by enhancing the outdoor space and relate to the architecture of the building and surrounding areas.

In Nelscott, landscape materials respond to the microclimate and incorporate native materials with balance in the use of plantings and paved or rock surfaces. Hardy native plantings far exceed seasonal and flowering plants.



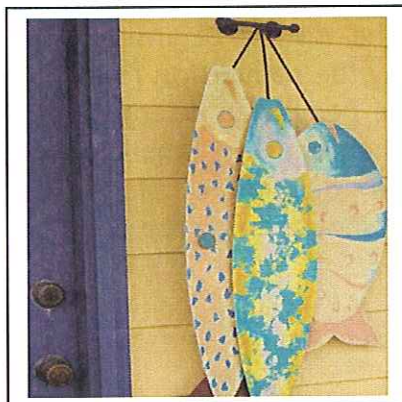
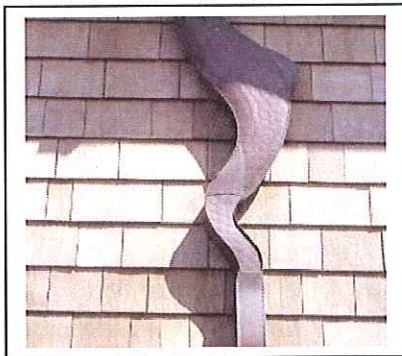
Round rock and quarry stone are equally found as walls, walks and landscaped areas. Pervious surfaces are common in Nelscott contributing to the aquifer and minimizing the effects of storm water runoff.





**Whimsical Design Elements** are distinctive and unique features that may be decorative or functional.

Nelscott homes and businesses have whimsical design elements ranging from Salmon-themed copper downspouts to decorative fences. To continue the eclectic nature of the neighborhood, property owners are encouraged to integrate whimsical expressions in yards and on buildings.



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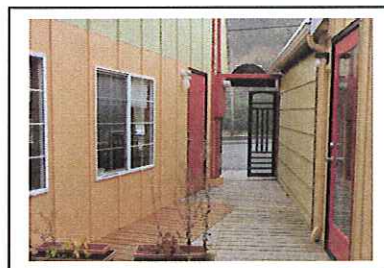
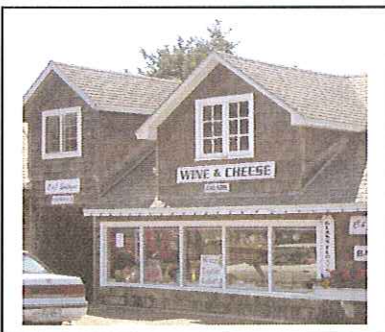


**COMMERCIAL BUILDINGS** have unique characteristics and interesting facades due in part to their size and access to the public. They tend to be closer to the road, have numerous window openings, inviting entryways and signage.

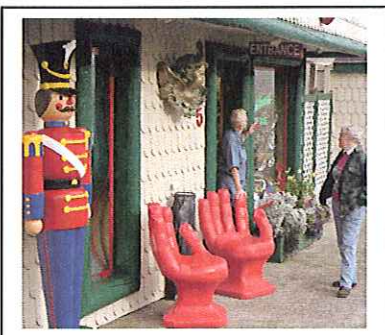
In Nelscott, buildings may be sited close to the street, fronted by wide sidewalks. As infill in the Commercial Corridor occurs, it will be critical to creating a pedestrian friendly environment to continue the continuity, which will encourage shoppers to explore the entire length of the developing Nelscott Business District.



Commercial buildings in Nelscott tend to be separated buildings of non-traditional commercial architecture, tending to look more residential in nature. This provides opportunities for courtyards, special nooks, rear and side entry corridors, which all add to the eclectic character of the Nelscott Business District. To the extent feasible, this architectural character type should be sited with strong consideration to the environment and maximize compatibility with adjacent buildings.



Signage in Nelscott tends to be large lettering laying flat to the building fronts responding to the automobile oriented nature of Lincoln City as a whole.



As the district begins to enjoy the conversion to a more pedestrian oriented destination, smaller, more decorative blade signs should be displayed.



## Site Design Guidelines

These site design guidelines for Nelscott reflect the current best practices for providing a strong sense of place and identity and for creating a walkable and pedestrian friendly environment for residents, yet will also draw people to visit and stimulate the economic vitality of the community businesses.

### **BUILDING CHARACTER:**

- Buildings should be positioned with respect to the coastal environment.
- Commercial buildings should front a sidewalk with inviting entrances.
- Commercial buildings should have large display windows.
- Awnings and canopies are encouraged on commercial buildings.
- Outdoor seating areas for enjoyment in many seasons are encouraged.
- Front porches that are clearly visible from the street are encouraged.
- Exterior chimneys should be considered for every new project.
- Materials should include native materials historically used in the area.
- Historic sites should be identified and provide interesting information.
- Cottage residential buildings should have historic architectural building characteristics.

### **LANDSCAPING:**

- Properties should have a balance of native landscape and hardscape.
- Landscape materials should be native to the coastal environment.
- Landscapes should include rock walls, brick, and exposed aggregate.
- Outdoor lighting should be respectful to the neighborhood and night sky.
- Whimsical outdoor art, banners, flags, and other landscape features are encouraged to reflect the creative and fun nature of Nelscott.

### **STREETS AND SIDEWALKS:**

- Streets should include traffic calming features to address traffic speed.
- Pedestrian safety should be a high consideration in new development.
- Alleys with rear garages on new projects are encouraged.
- Residential areas should incorporate an at-grade walkway for pedestrians.
- Commercial buildings must have a strong relationship with the sidewalk and street.

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**PARKING:**

- Parking lots should be constructed at the rear or sides of buildings.
- Parking lots should have landscape medians throughout.
- Drainage should include bio-retention swales and retention systems.
- Parking lots should be shared when feasible.

**PARKS, PLAZAS AND PATHS:**

- Parks, plazas, and paths should include native landscape materials.
- Hardscape materials include rock, concrete, wood and crushed seashells.
- Parks, plazas, and paths should include public art and educational plaques.
- Parks, plazas, and paths should respect the environment and enhance public enjoyment of the natural features and history of Nelscott.

**SIGNS:**

- Projecting signs are encouraged on commercial building types.
- Freestanding and signs are discouraged.
- Materials should be wood, cloth, or other natural materials.
- Signs should be lit from an exterior source.
- Whimsical signs for businesses and residences reflect the creativity of the Nelscott community.





## Chapter 4: Nelscott District Draft Zoning

Nelscott just may be the meeting place of preparation and opportunity.  
—Frank G.

As found with the redevelopment efforts of Taft and OceanLake, rezoning suggestions are being considered to enhance, improve and encourage development within the Nelscott District. To accomplish this, current zoning designations, such as General Commercial (GC) would be eliminated and a new commercial zoning designation with special features important to Nelscott would replace it, such as Nelscott Business District (NBD).



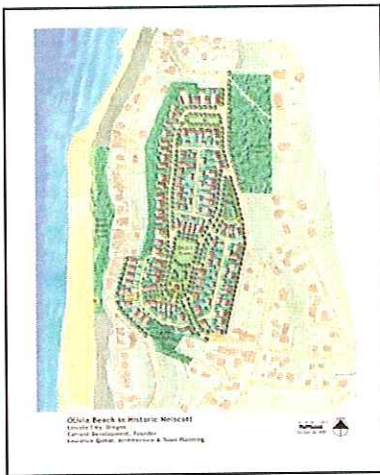
During the weeklong Charrette, a sub group of the design team, familiar with zoning codes, worked with the community and the Lincoln City Planning and Community Development Department to draft a new set of zoning designations and codes for Nelscott.



There were three important issues, which came from those discussions:

**Mixed Use** – Although there are many examples of Mixed-Use occupancies in Nelscott and throughout Lincoln City, the current codes do not allow it. (Mixed-Use being the occupancy of both retail and residential in one building).

There is an effort to make the changes to the code in a number of areas in Lincoln City to allow and in some cases require Mixed-Use occupancy. In Nelscott the areas being considered for this zoning change are Highway 101 frontage, SW 32<sup>nd</sup> Street and in the commercially zoned areas along the beachfront.





**Down Zone** – The current zoning along the beachfront is Recreation Commercial (RC). This allows for a number of commercial type projects. The community was concerned if the zoning remained they would one day find the beachfront walled off by hotel or other similar development.

The area contributes to Nelscott’s charm with a good mix of beach cottages, high-end beach homes and motels. It is the intent of the Nelscott Plan to preserve the current mix by down zoning portions of the RC zone to a Nelscott Cottage Residential (NCR).



**Non-Conforming** – Due in part to small lot sizes and years of development without zoning codes, many of the dwellings in Nelscott do not meet certain requirements such as setbacks, lot coverage, and height.

Many in the community were concerned that they would not be able to rebuild within their footprint or build at all in the event of a catastrophic loss of their dwelling. These conditions do not encourage long-term care and maintenance and will be addressed in the new zoning designation.





## Nelscott District Draft Zoning

- **NELSCOTT COTTAGE RESIDENTIAL (NCR)**

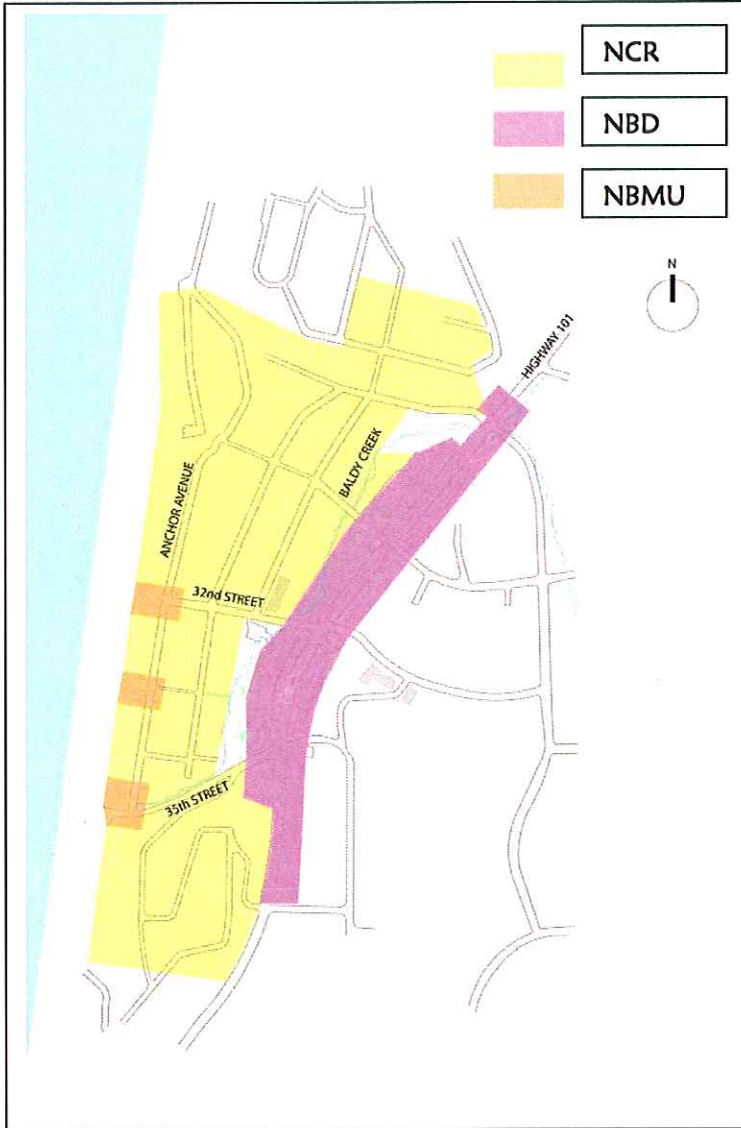
The intent of this zoning district is to encourage and enhance the traditional character of the Nelscott residential areas located west of Pacific Coast Highway to the beach. The emphasis on this district is to preserve and protect the traditional cottage heritage in a family-friendly, pedestrian-oriented environment.

- **NELSCOTT BUSINESS DISTRICT (NBD)**

The intent of this zoning district is to encourage and enhance the traditional character of the Nelscott commercial core along the Pacific Coast Highway and to concentrate the business in a pedestrian friendly manner. The emphasis on this district is to provide retail, commercial and personal services for the neighboring residents and visitors.

- **NELSCOTT BEACHSIDE MIXED USE (NBMU)**

The intent of this zoning district is to provide for a variety of small-scale beach-oriented commercial and residential uses in a family-friendly environment.




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## Nelscott Proposed Zoning - Draft

### **Section .... Nelscott Business District (NBD)**

**(1) Purpose:** The intent of this zoning district is to encourage and enhance the traditional character of the Nelscott commercial core along the Pacific Coast Highway and to concentrate the business in a pedestrian friendly manner. The emphasis on this district is to provide retail, commercial and personal services for neighboring residents and visitors.

**(2) Permitted Uses:** Within the NBD zone the following uses are permitted:

- a) Retail sales
- b) Eating and drinking establishments excluding drive-in/drive-thru restaurants
- c) Personal services such as barber, beauty, and nail shops, and therapeutic massage
- d) Dance, karate, music schools and studios, and similar establishments
- e) Dry cleaners and laundromats excluding drive-ins/drive-thru facilities
- f) Financial institutions (banks, savings and loans) excluding drive-ins/drive-thru facilities
- g) Service commercial – Indoor commercial establishments that provide business, repair and miscellaneous services such as printing/publishing, laboratories, catering, interior design, miscellaneous repairs
- h) Farmers markets
- i) Public facilities
- j) Parks, plazas and other public gathering places
- k) Administrative and professional offices
- l) Mixed use structures that contain commercial uses that are allowed in this section and located on street level. Residences associated with the mixed use structure shall be located above, behind or below the commercial use
- m) Bed and Breakfast accommodations
- n) Hotels & motels
- o) Auditoriums, theaters and museums no greater than 1000 sf
- p) Outdoor amphitheaters, aquatics facilities & swimming pools no greater than 1000 sf

### **(3) Accessory Uses:**

- a) A mobile home used during construction of a permitted use for which a building permit has been issued, but not exceeding six months
- b) Other accessory uses, buildings and structures customarily appurtenant to a permitted use



**(4) Conditional Uses:**

- a) **Public utilities**
- b) **Auditoriums**, theaters and museums greater than 1000 sf
- c) **Miscellaneous indoor** establishments such as pool halls and game arcades
- d) **Outdoor amphitheaters**, aquatics facilities & swimming pools greater than 1000 sf

**(5) Standards:** Design shall be consistent with the Nelscott Design Guidelines

- a) **Lot Requirements:**
  - i. Shall be the same as the standards set forth for development in the General Commercial (GC) zone in Section 3.070
  - ii. Non-conforming buildings. Section 7.040 does not apply to this zone. A lawfully established, non-conforming building that is destroyed by any cause may be rebuilt on the same footprint, but must comply with the Nelscott Design Standards and current building codes
- b) **Maximum Building Height** shall be forty-five (45) feet from existing grade
- c) **Signs** shall be permitted as set forth in Article 13
- d) **Parking.** Off-street parking and loading shall be provided in accordance with Article 5 provided, however, that Section 5.040 (c) does not apply to a lawfully established non-conforming building that is destroyed by any cause. In such cases, parking shall be provided in at least the same amount as was available at the time of destruction
- e) **Landscaping.** Shall be consistent with the Nelscott Design Guidelines.
- f) Other required conditions . . . .



## Section ... Nelscott Cottage Residential (NCR)

**(1) Purpose:** The intent of this zoning district is to encourage and enhance the traditional character of the Nelscott residential areas located between the commercial area along the Pacific Coast Highway and the beach. The emphasis of this district is to preserve and protect the traditional cottage heritage in a family-friendly, pedestrian-oriented environment.

**(2) Permitted Uses:** The following uses are permitted:

- a) **Single family dwellings**
- b) **Two-family**/duplex dwellings are permitted on a minimum 8000 sf lot
- c) **Public parks**, playgrounds and other similar publicly owned recreation areas
- d) **Bed and Breakfast** accommodations, subject to the standards set forth in Section 10.060
- e) **Residential homes**

**(3) Accessory Uses:**

- a) A **mobile home** used during construction of a permitted use for which a building permit has been issued, but not exceeding six months
- b) Single-family **vacation rental dwelling** subject to the vacation rental dwelling standards and procedures set forth in Section 10.050
- c) **Accessory dwellings** no greater than 750 sf
- d) Home occupations subject to the provisions of Section 4.010
- e) **Other** accessory uses, buildings and structures customarily appurtenant to a permitted use

**(4) Conditional Uses:**

- a) **Emergency warning**/communications facilities

**(5) Standards:**

- a) Lot requirements:
  - i) Shall be the same as the standards set forth for single-family dwellings in the R-1 zone
  - ii) Non-conforming buildings. Section 7.040 does not apply to this zone. A lawfully established, non-conforming building that is destroyed by any cause may be rebuilt on the same footprint, but must comply with the Nelscott Design Standards and current building codes



- b) Maximum building height shall be thirty-five (35) feet from existing grade.
- c) Signs shall be permitted as set forth in Article 13
- d) Parking. Off-street parking and loading shall be provided in accordance with Article 5 provided, however, that parking and maneuvering areas need to be paved, but may be constructed of gravel, crushed oyster shell, pavers or other similar material as approved by the Planning and Community Development Director
- e) Landscaping. Shall be consistent with the Nelscott Design Guidelines
- f) Other required conditions . .

### **Section ... Nelscott Beachside Mixed Use (NBMU)**

- (1) **Purpose:** The intent of this zoning district is to provide for a variety of beach-oriented commercial and residential uses in a family-friendly environment.
- (2) **Permitted Uses:** The following uses are permitted:
- a) Single-family dwellings subject to the standards set forth in the R-1 zone
  - b) Two-family/duplex dwellings are permitted on a minimum 8000 sf lot
  - c) Residential homes
  - d) Bed and Breakfast accommodations, subject to the standards set forth in Section 10.060
  - e) Hotels and motels
  - f) Mixed Use structures that contain commercial uses that are allowed in this section and located at street level. Residences associated with the mixed-use structure shall be located above, behind or below the commercial use
  - g) Retail sales
  - h) Eating and drinking establishments that close by 10pm, excluding drive in/drive thru restaurants
  - i) Auditoriums, outdoor amphitheaters, theaters and museums no greater than 1000 sf
  - j) Public facilities, parks playgrounds and other similar public gathering places
- (3) **Accessory Uses:**
- a) A **mobile home** used during construction of a permitted use for which a building permit has been issued, but not exceeding six months
  - b) Single-family **vacation rental dwelling** subject to the vacation rental dwelling standards and procedures set forth in Section 10.050
  - c) **Accessory dwellings** no greater than 750 sf
  - d) Home occupations subject to the provisions of Section 4.010
  - e) **Other** accessory uses, buildings and structures customarily appurtenant to a permitted use



**(4) Conditional Uses:**

- a) Emergency warning/communications facilities
- b) Public utilities
- c) Auditoriums, theaters and museums greater than 1000 sf
- d) Miscellaneous indoor establishments such as pool halls and game arcades
- e) Outdoor amphitheatres, aquatic facilities and swimming pools greater than 1000 sf

**(5) Standards:** Design shall be consistent with the Nelscott Design Guidelines.

- a) Lot Requirements
  - i. Shall be the same as the standards set forth for single-family dwellings in the R-1 zone
  - ii. Shall be the same as the standards set forth for the development in the General commercial (GC) zone in Section 3.070
  - iii. Non-conforming buildings. Section 7.040 does not apply to this zone. A lawfully established, non-conforming building that is destroyed by any cause may be rebuilt on the same footprint, but must comply with the Nelscott Design Standards and current Building codes
- b) Maximum building height shall be thirty-five (35) feet from the existing grade
- c) Signs shall be permitted as set forth in Article 13
- d) Parking. Off-street parking and loading shall be provided in accordance with Article 5 provided, however, that Section 5.040 does not apply to a lawfully established non-conforming building that is destroyed by any cause. In such cases, parking shall be provided in at least the same amount as was available at the time of destruction.
- e) Landscaping. Shall be consistent with the Nelscott Design Guidelines
- f) Other related conditions.....

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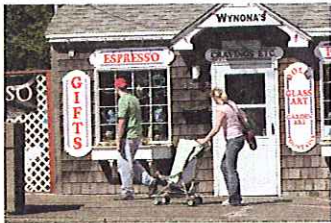
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## Chapter 5: A Walk Through Town

Maybe its time to do it.  
—Bob P.



I just finished a late morning vanilla latte up on the Nelscott Strip. It is breezy, but the sun is beginning to push through the pacific cloudbank. I'm feeling good about that sun because I am planning to spend the rest of the day checking out this whole Nelscott thing I've been hearing about. I mean the Nelscott Strip is already great. It's busy and lively, and at the same time, I feel safe and comfortable sitting here on this outdoor terrace. But I've heard there's a lot more to it! My goal is to cruise on down to the beach because I heard that the Nelscott Reef is breaking. I'm no surfer, but I sure have heard a lot about this reef and the great waves that break over it from time to time. So, I down my last sip of java, brush some bagel crumbs from my lap, and head out to explore...

I know this walk is going to be chock full of options and choices on how to get to the beach. My first decision is which way to leave the strip; I could walk southward along the new shop fronts that take me around the corner of 35th Street. The new view down into old-town is stunning! Who would have believed what a beautiful, free-flowing stream Baldy Creek is down there! Or, I could go through the breezeway next to this coffee shop and walk across the new Suspended Pedestrian Bridge that crosses through the canopy of trees across the restored stream and wetlands to Beach Avenue. But, today is Farmers Market Day over in front of the Eagles Lodge, and I want to buy a glass float. So I opt to stroll northward to 32nd Street...

I turn the corner onto 32nd, and what do I see? Sidewalks with planter strips and a wider plaza with interpretive kiosks! The planter strips have been designed to capture the storm water runoff and treat it in the vegetation before it runs on into the streams, wetlands, and finally into the ocean. Also, something is missing; the power lines and other wired utilities have moved underground!

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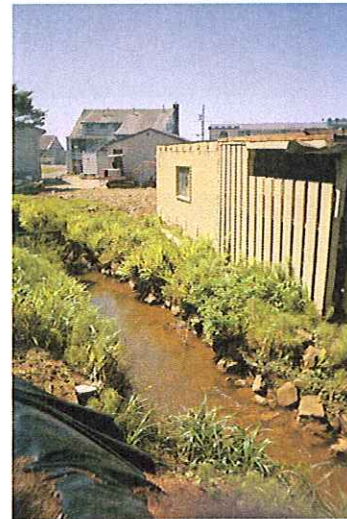
Walk and Wonder . . . . . Dream and Discover



Now, another decision. To my right, I can see the Farmers Market. Further to the right is the Eagles Lodge. The overgrown vegetation has been tamed into a grassy landscaped area, sloping gently down to Baldy Creek. A pedestrian trail made of crushed oyster shells branches away from the sidewalk and follows Baldy Creek upstream towards 29th Street. They say the white shells appear to glow in the evening, making it easier to see the trail. If, I'm here long enough, maybe I'll get to see if that's true! I've heard that there are bridges and other features up that way, but then I turn my head and look downstream behind the terraced shops on the Strip. A sign says "This Way to Beach", and that's my cue; I head downstream into the Baldy Creek Riparian Area...



As I walk past the city parking area, which also has been improved with planter strips to capture and treat the runoff, I can see a glimpse of the Suspended Pedestrian Bridge half-hidden in the canopy of alder and Sitka spruce. This oyster-shell pathway feels nice on the feet, and is much more compacted and smooth than I suspected. I also notice a common theme in the signage, lighting, and other subtle features that I saw up on The Strip. This theme is woven throughout the entire area, even down to the beach. Nice touch! Most folks would hardly notice it, but they would 'sense' it when they visit Nelscott. As I walk down the path, I also notice a profound change in Baldy Creek; it now meanders with natural boulder outcrops and driftwood, creating small pools and riffles. As I get further into the Riparian Area, it gets quieter, and the gurgling stream sounds very nice. Up ahead, I see a wide spot in the pathway at Serenity Park...



Serenity Park has a nice, quiet feel. In the center is a small sculpture and commemorative plaque honoring the people who have given their lives to serve and protect communities across the nation. After reading the plaque, I take a seat on one of the simple rock and concrete benches that face the stream and enjoy a tranquil moment. My friend James strolls by, with little J.P. in tow.





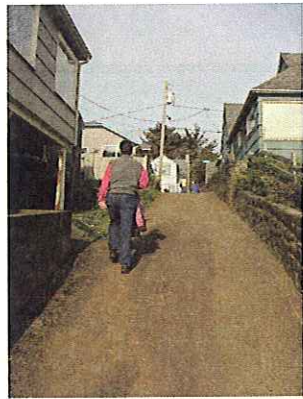
They are on their way to the Amphitheater just down the path to attend the weekly Tai Chi class that Suzanne teaches. We all stop to chat. The Amphitheater is tucked away, down by the stream, but folks can also stair-step their way down directly from The Strip. Then I continue my walk through the trees, ferns, rhododendrons, and wetland vegetation towards a sunny spot I see at the southern end of the Riparian Area...



I turn westward and instantly notice a change. The pathway changes to compacted granite. Large pieces of cut driftwood are pressed flat into the pathway, and I enjoy looking at the intricate patterns as I walk over them. This is the center of the Nelscott Interpretive Pathway. There are interpretive plaques under each of the lights along the pathway. The area is wide enough for the path to meander, and large boulders and driftwood are artistically placed along the edges. This marks the change from river to beach!...



Time for another decision: I could turn right along Anchor Way and stroll along a boardwalk sidewalk to my friend's house. Did I say boardwalk? Well, it looks like wood, but it is really made of Trex, a high-density material made of recycled plastic that does not warp or rot and lasts for many years. The grey color looks like driftwood; another nice touch. But I'm now in a hurry to get on the beach, so I turn left and head for the 35th Street Beach Access...



My friend, Kurt, told me there are three public beach access points in Nelscott, and there are plans for two more. I had no idea! They are well marked, and easily accessible for visitors. The local residents favor others, like the one along the new Highland Trail at the southern edge of Nelscott off of SW Anchor Ct. But as I head along the boardwalk.....

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Welcome Home

Walk and Wonder ..... Dream and Discover



Wow, what improvements I see at the 35th Street Beach Access! I could hike up the zigzag stairway and stop at the overlook to catch my breath and check out the view. Tucked beneath the stairway is a wheelchair-accessible restroom with a beautiful rock façade that blends into the natural bedrock outcrop. The beach access serves as the Nelscott Tsunami Interpretive & Warning center, with a warning siren. Speaking of tsunamis, I notice some small plaques, which mark the heights of the historic 'big ones' that were recorded in Nelscott over the years. It's a great view up and down the beach.

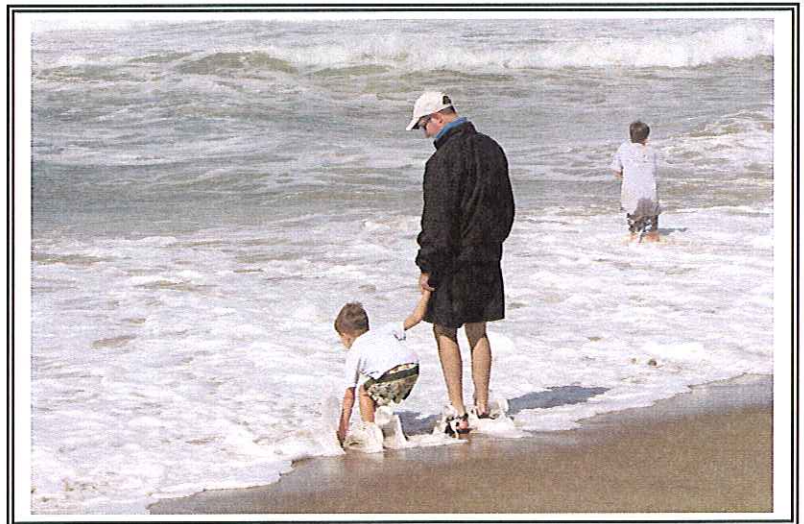


The old existing stairs have been renovated to spread out into the sandy beach at the bottom of the sea wall. To the right is an emergency vehicle access ramp to the beach; Nelscott's first. What really intrigues me is a life-size bronze sculpture of 'Joe the Sea Lion', the locally famous sea lion who befriended Nelscott residents back in the 1930s. It's easy to see by all the shiny spots that the kids have been climbing all over Joe! Next to Joe, I see my friend, Maggie, who just walked up from the surf. She is showering off under the open shower area. She pushes the button and a water-saving timer starts the overhead shower. A second button operates the spigot for small fry. Little Alexander and Kaylee are really giving it a good test! The water runs down the edge of the emergency access ramp over rounded terraced steps; you just walk up and rinse your feet as you go! Maggie tells me that the reef is breaking, and Bruce is still out there working the waves. So, I take the foot-wash route down to the beach, splashing as I go.



As I sit on one of the two massive looking benches along the 35th street bulkheads, watching the kites, pelicans, surfer dudes, kids, and shell hunters, I think about the fascinating features I have just experienced. And I realize, they were here in front of me all along! Welcome to Nelscott.

**Welcome Home**




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Welcome Home

Walk and Wonder . . . . . Dream and Discover



## Appendix: Conceptual Design Sketches

To accomplish great things, we must  
dream as well as act.  
—Antoine France

The following renderings were created during the Charrette week to represent ideas to address the issues presented by the community. In some cases they were created early in the process to stimulate discussion by representing one approach to developing a project. Other drawings were done with much input and discussion and perhaps are a better representation of a final project outcome.



Generally speaking, these drawings are conceptual in nature. They provide a beginning for further discussions with the community on how a project will actually look when completed.

Enjoy them for what they were intended to be.





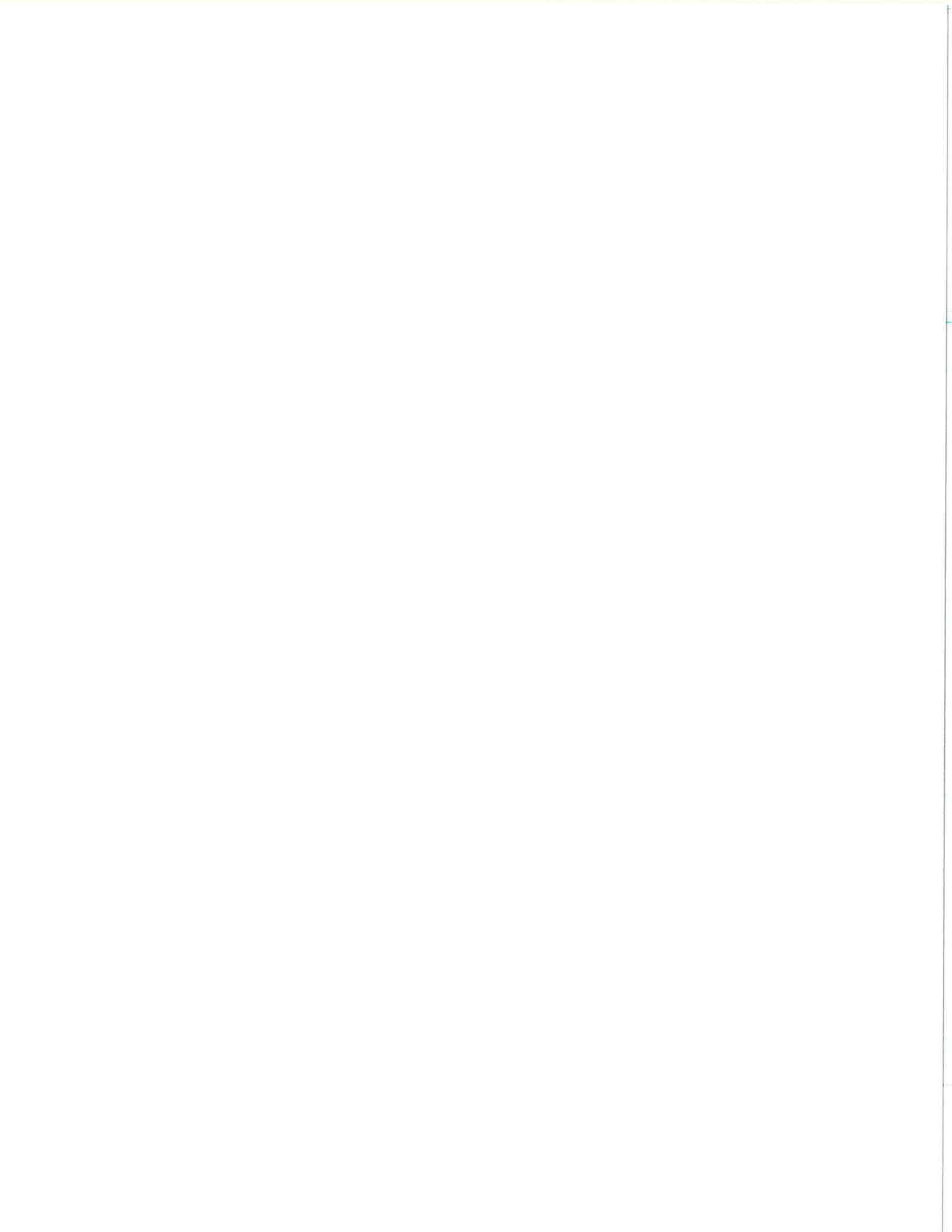
# Nelscott Strip





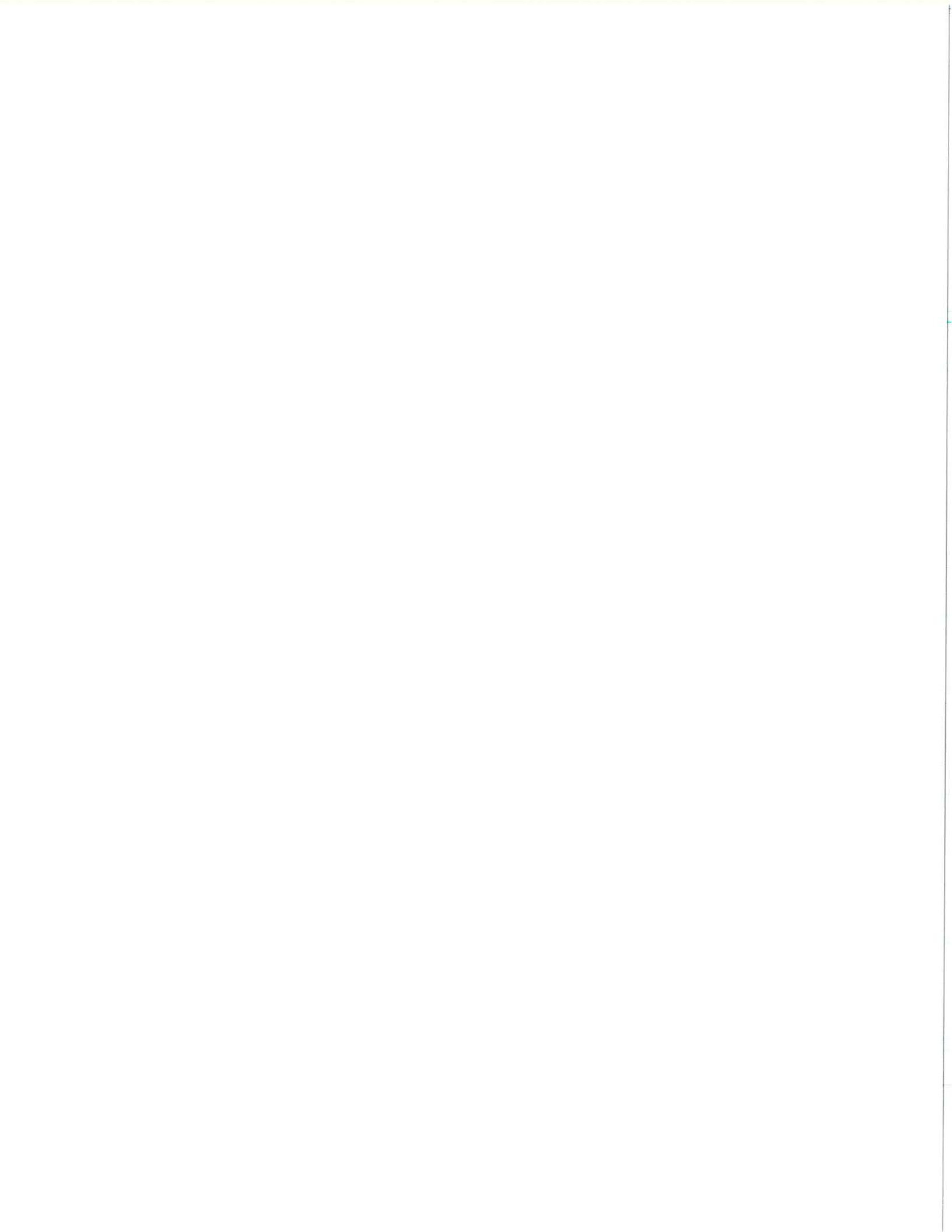


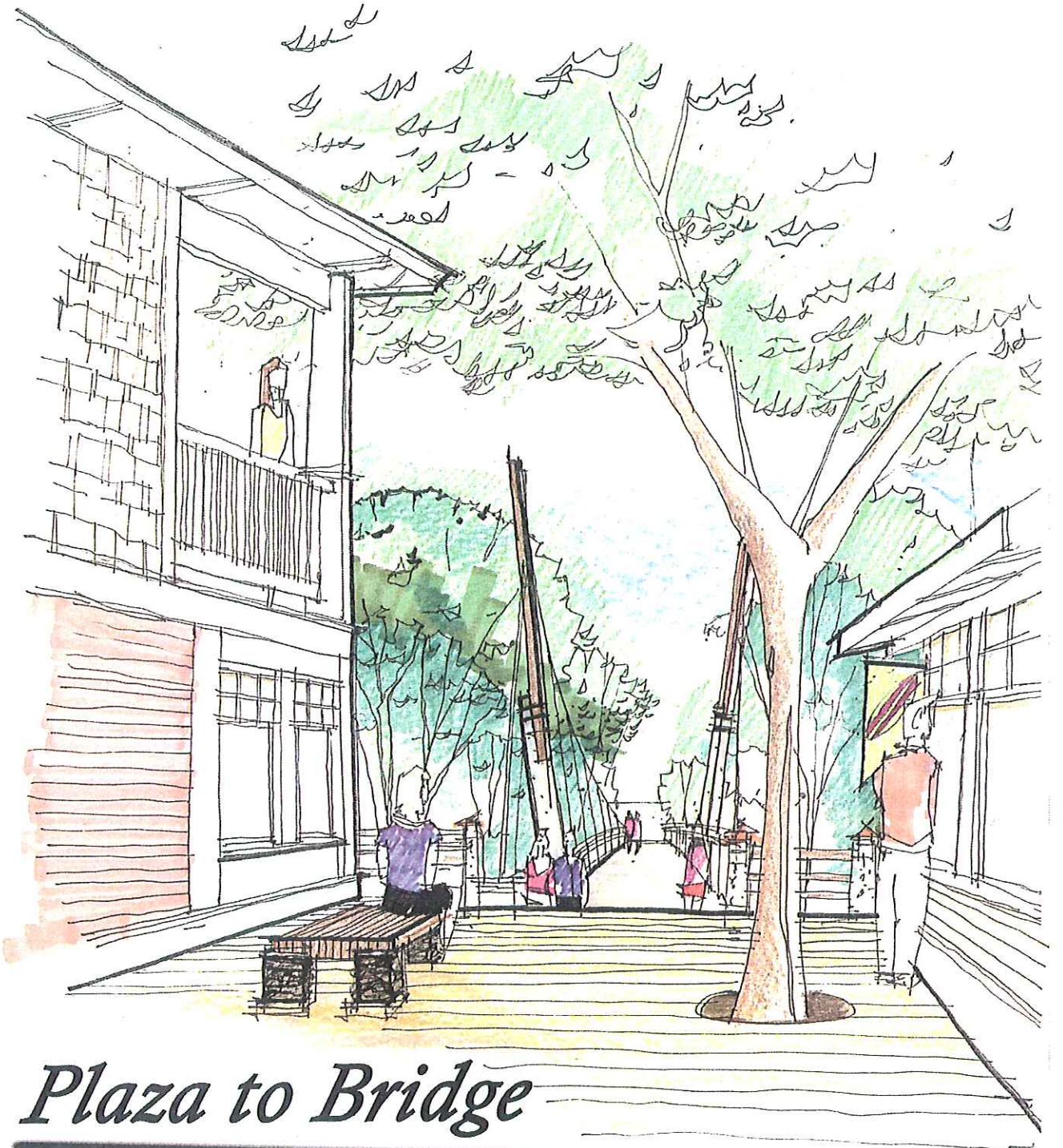
***Boardwalk Development***





*Intersection of Hwy 101 & 35th St.*





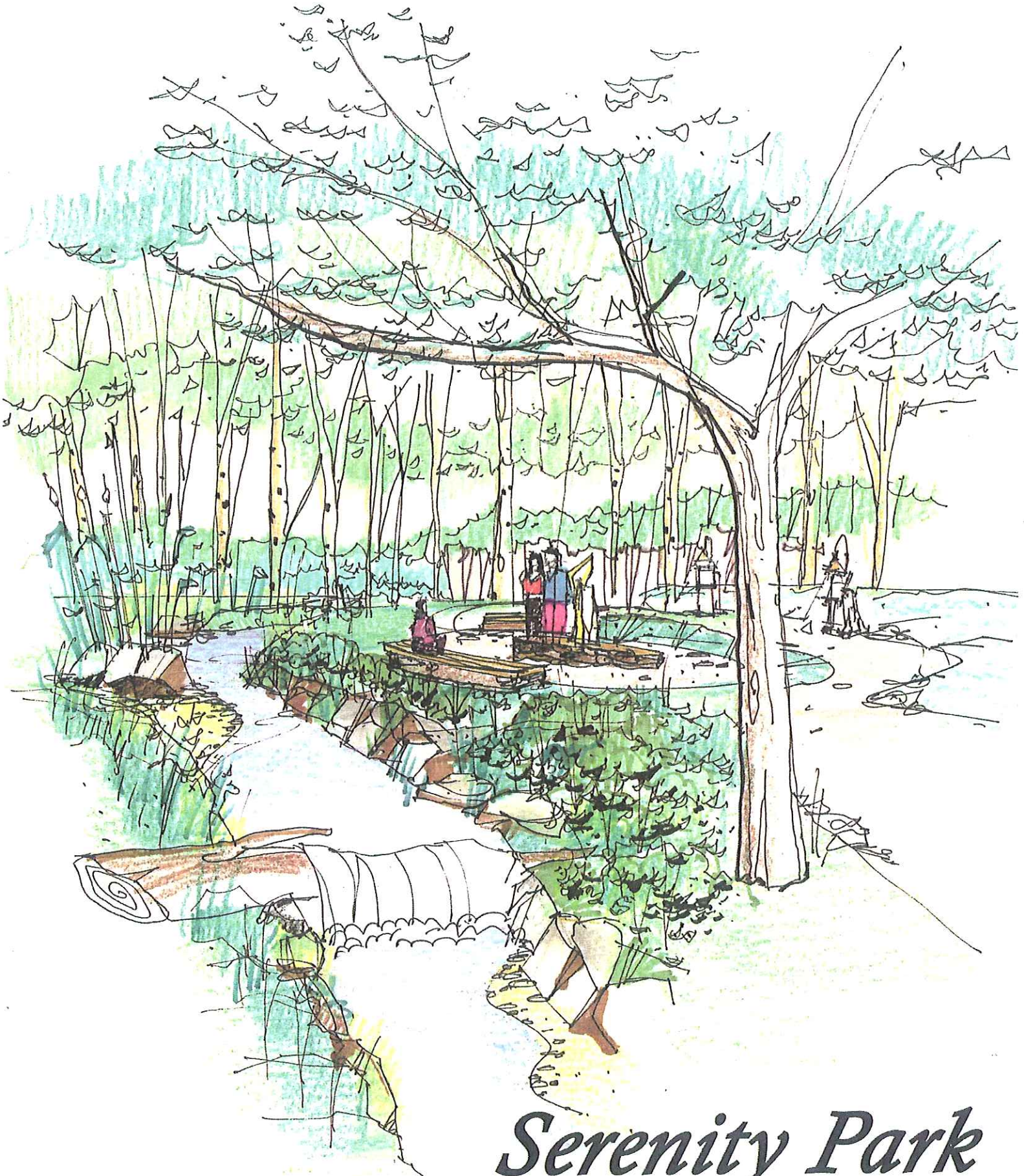
*Plaza to Bridge*



# Amphitheater







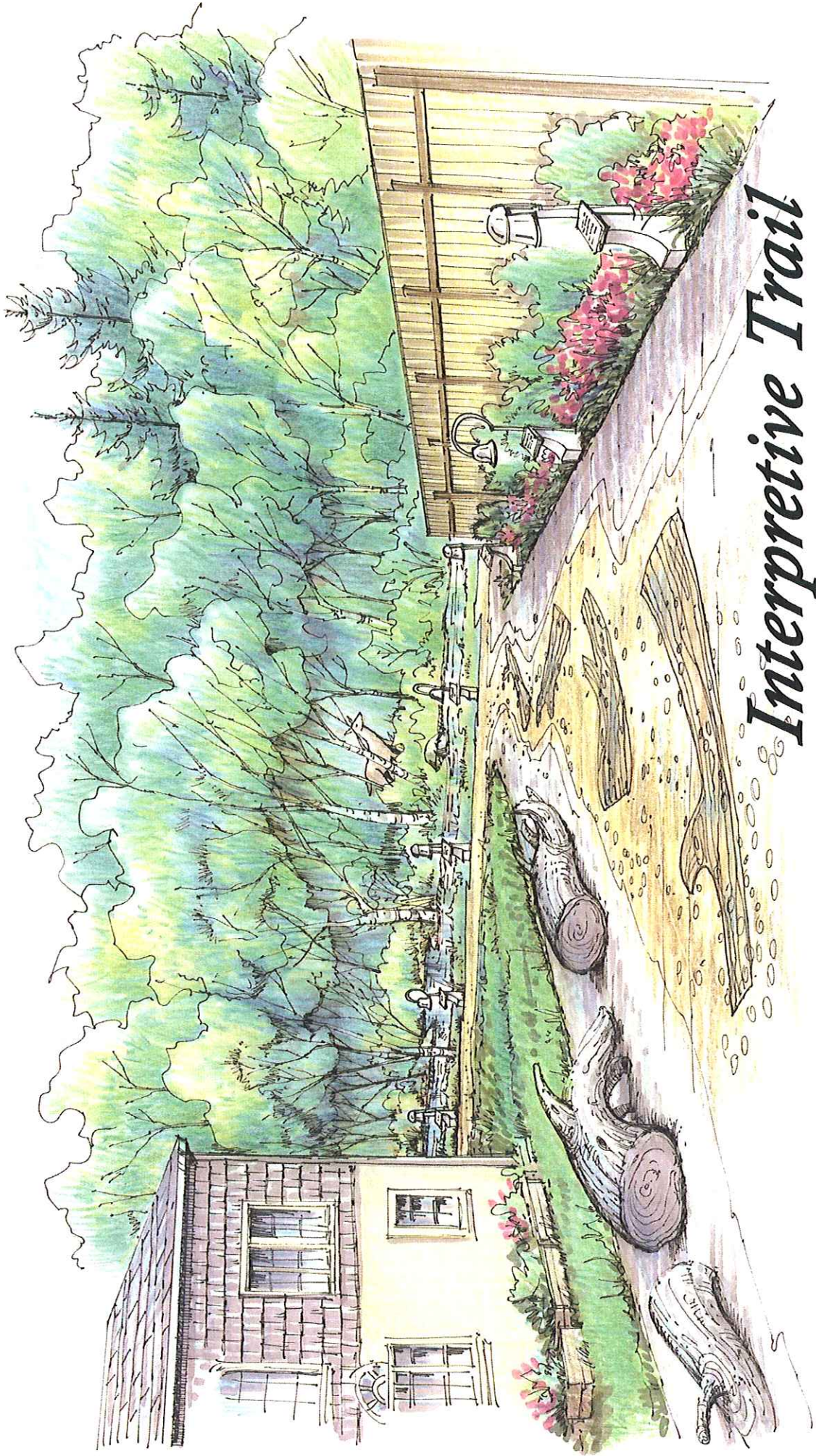
*Serenity Park*





# *Farmers' Market*





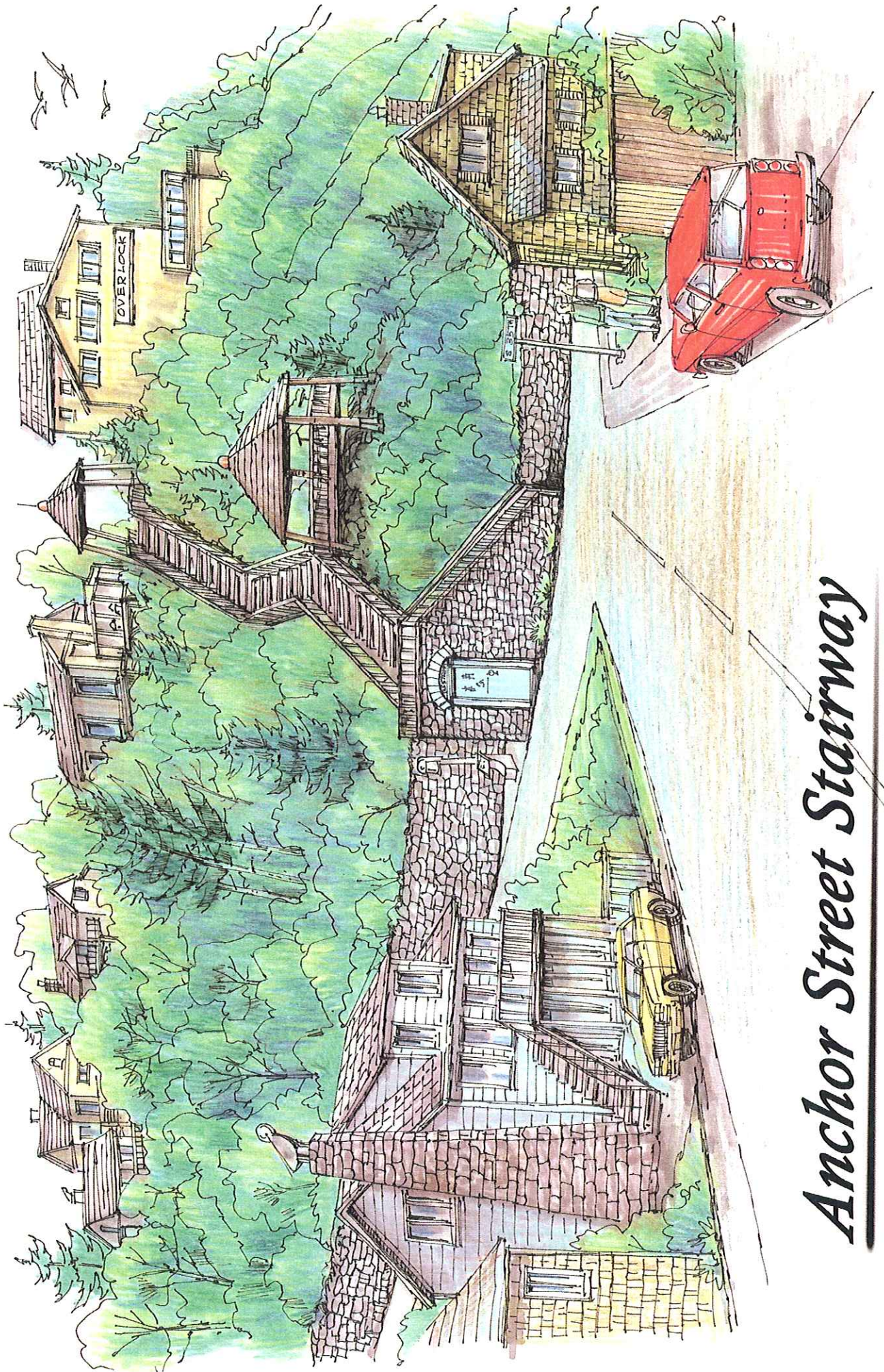
# *Interpretive Trail*





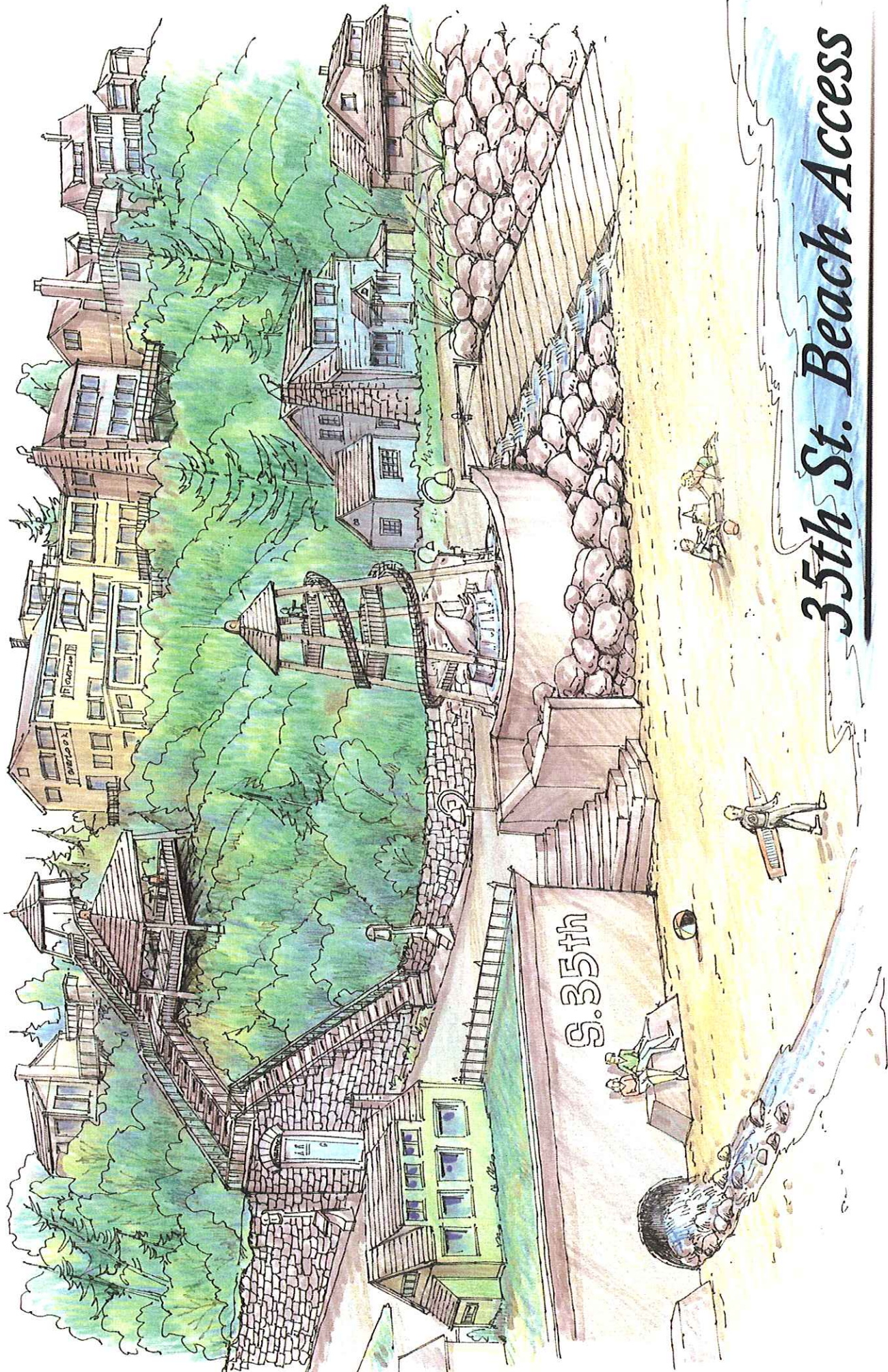
*Anchor Ave Streetscape*





# Anchor Street Stairway





# *35th St. Beach Access*

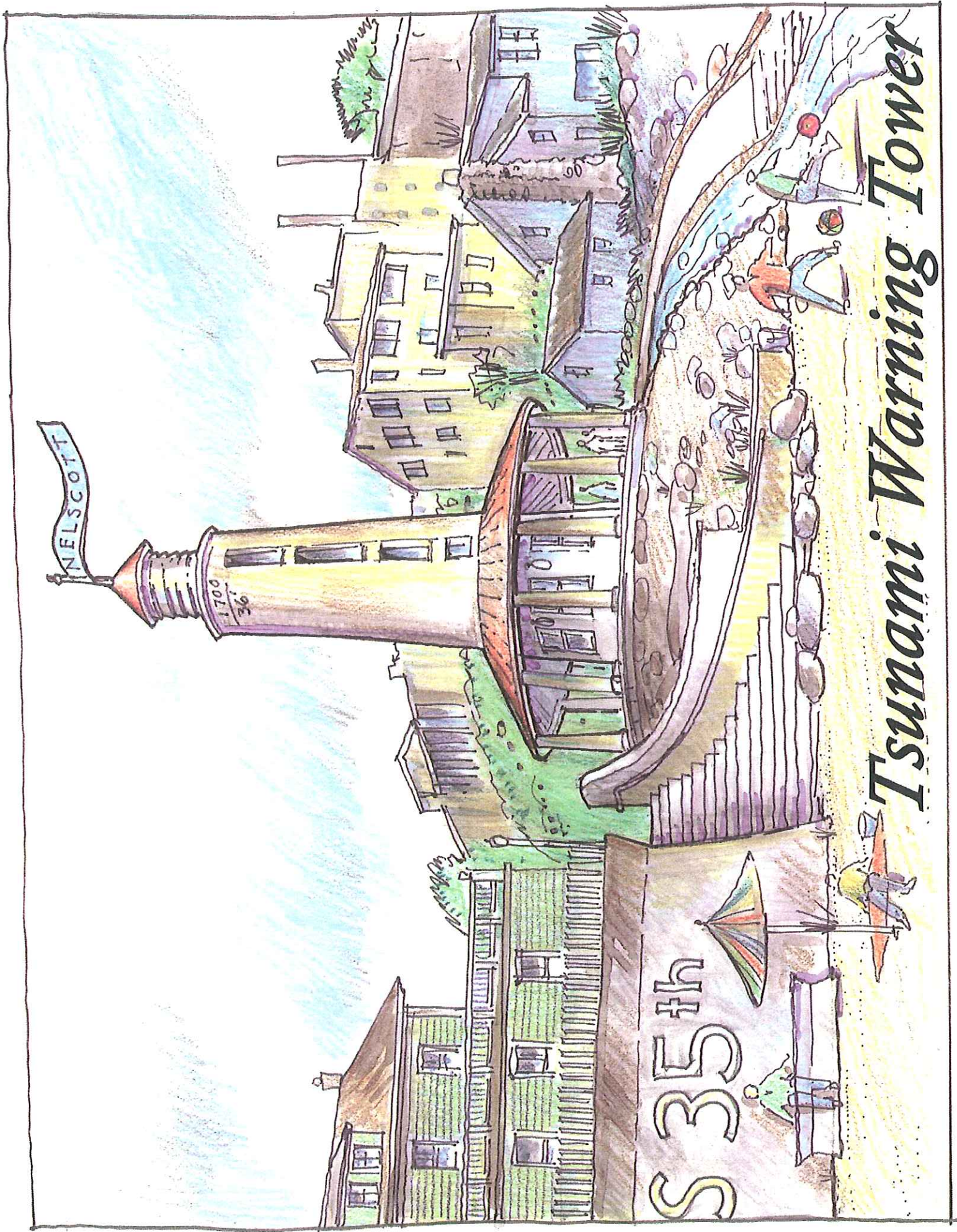


NELSCOTT

1700  
36

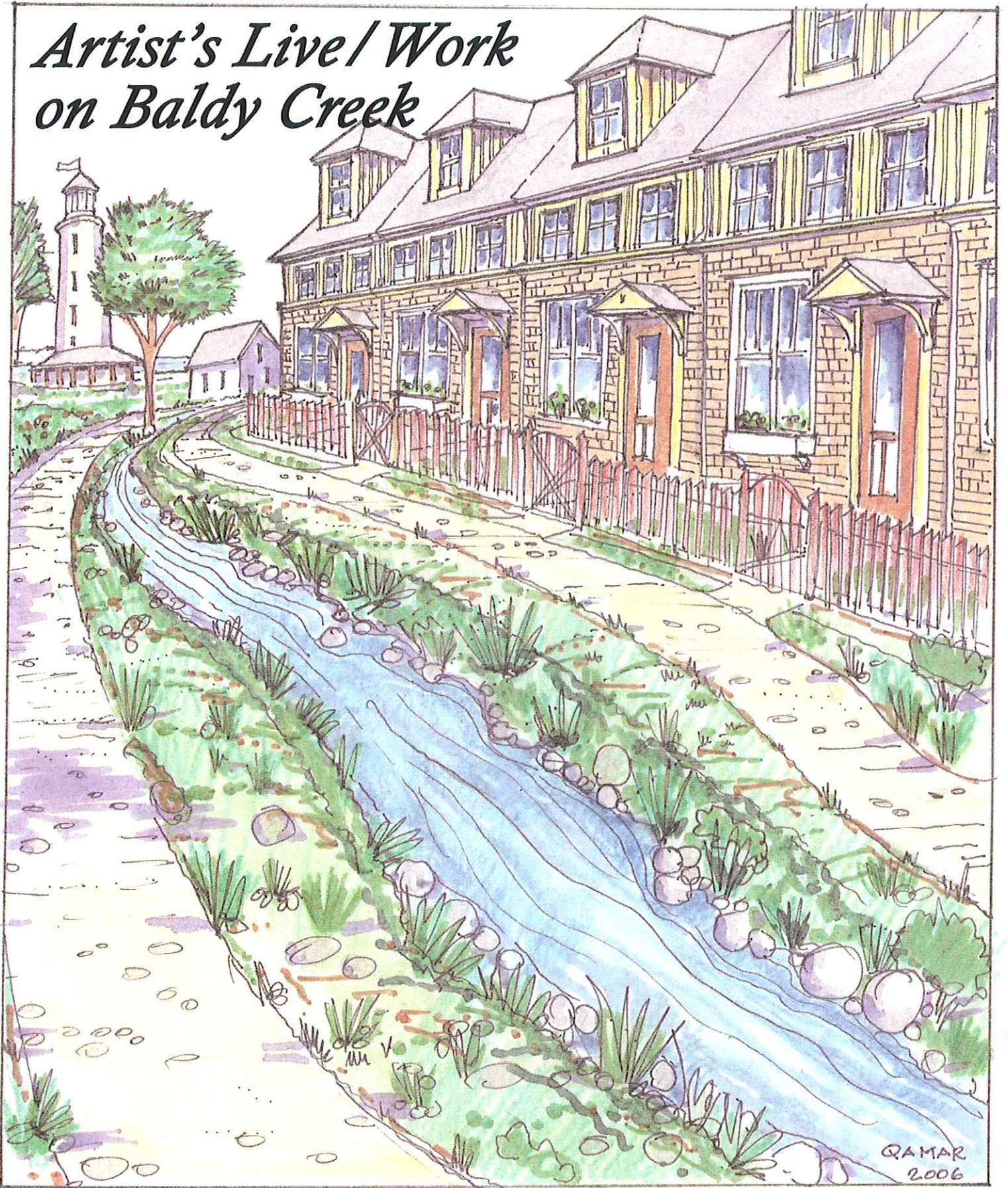
S 35th

Tsunami Warning Tower





# *Artist's Live/Work on Baldy Creek*



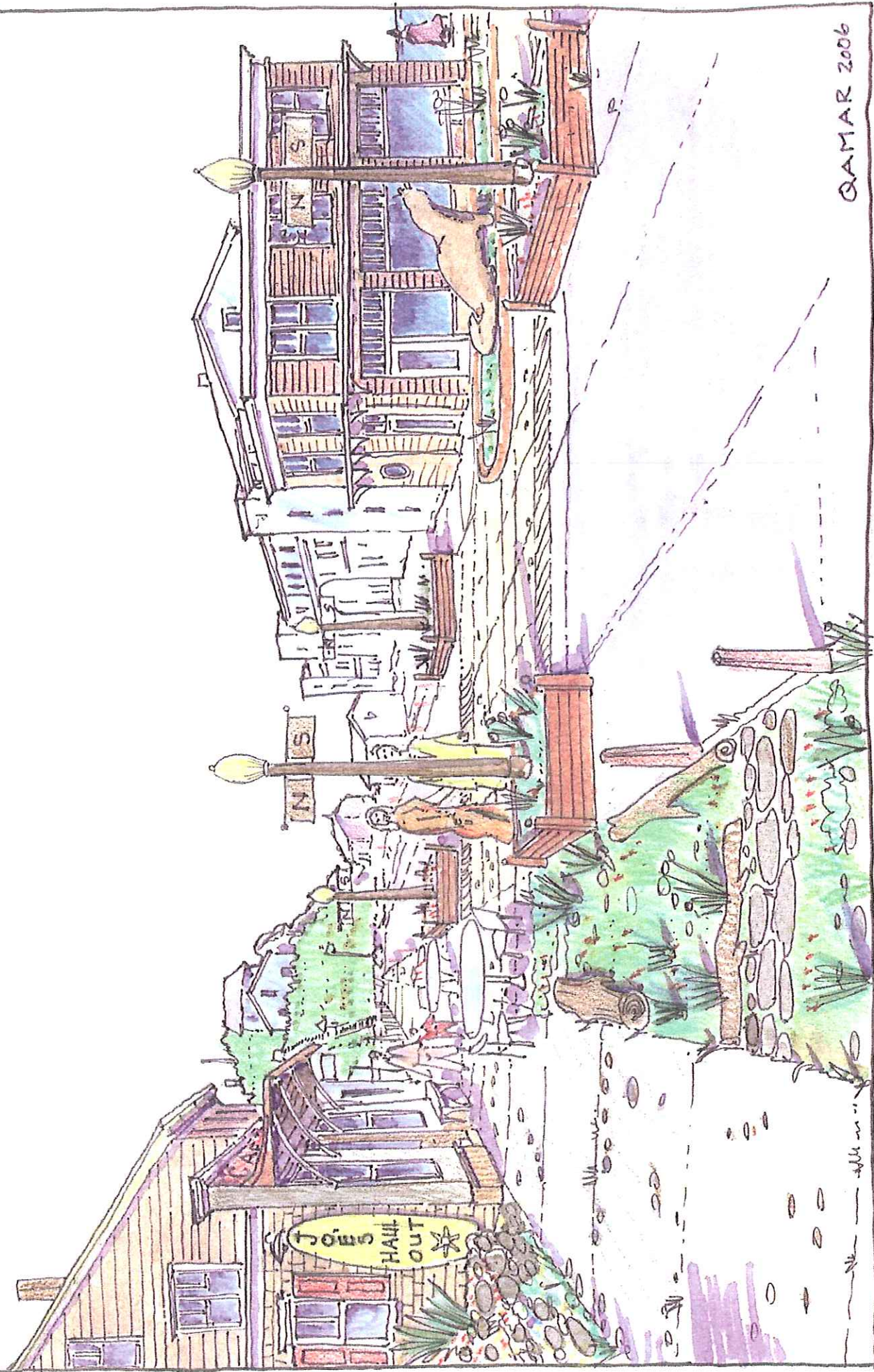


# Joe's Haulout - Oceanview

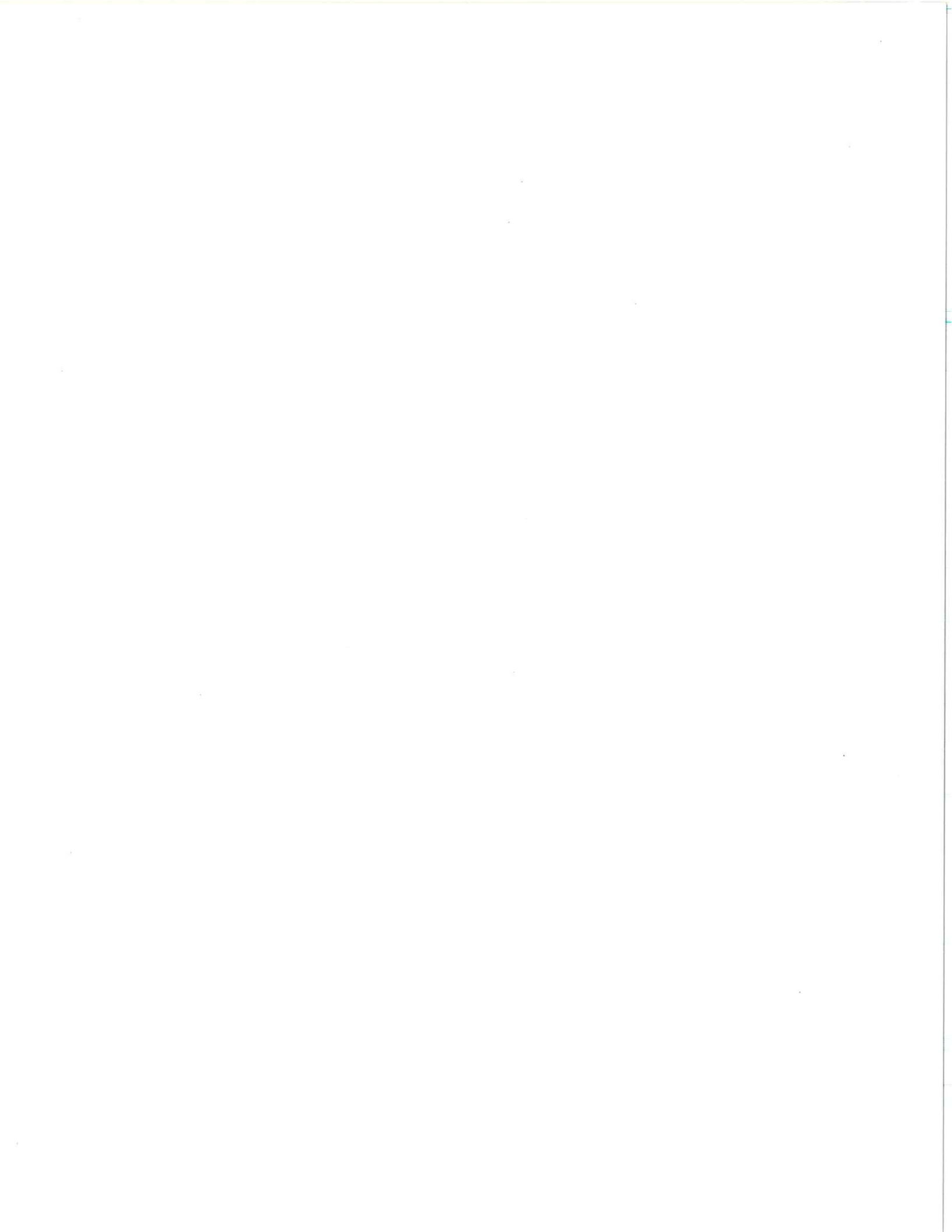


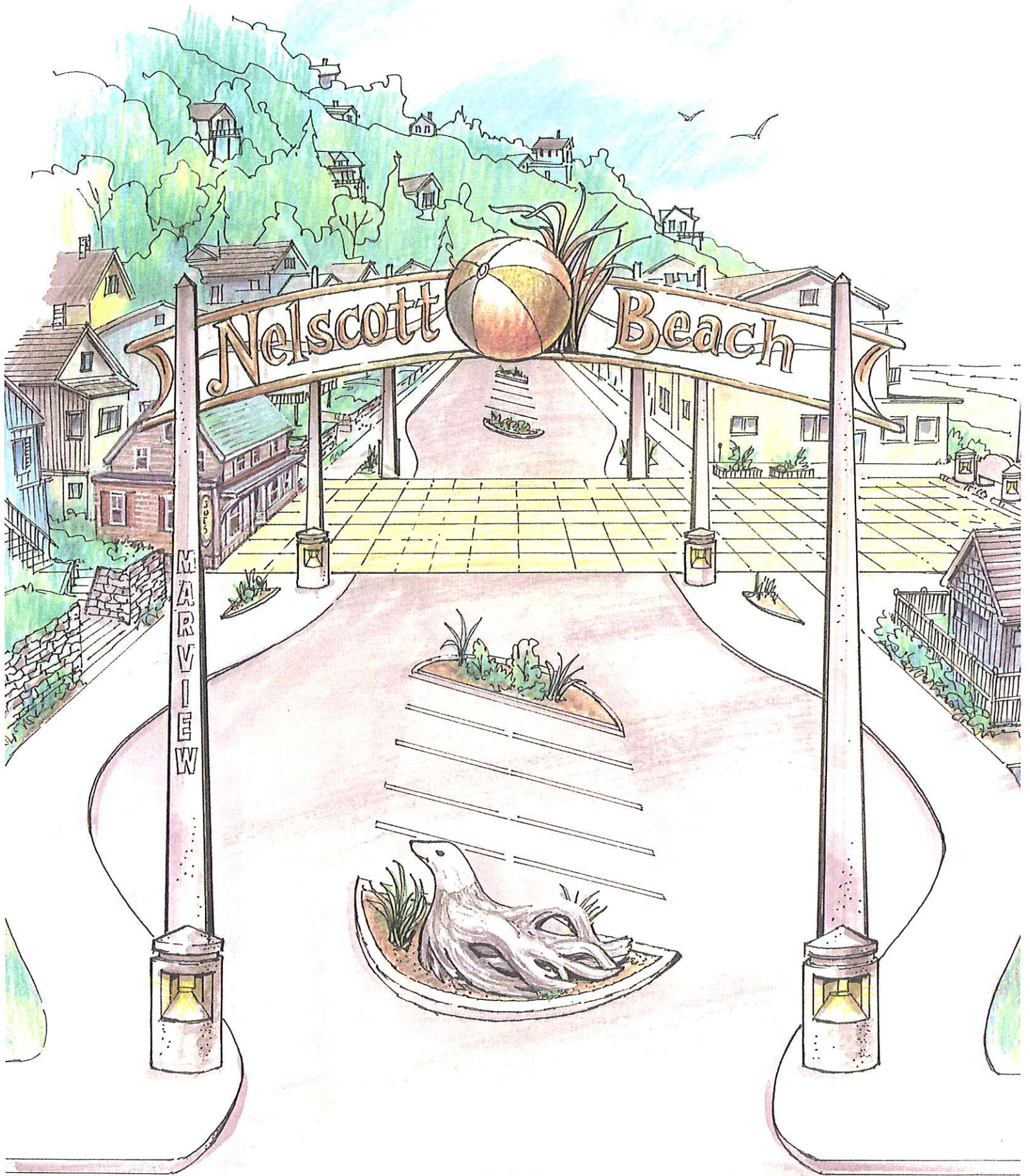


# Joe's Haulout - Looking South

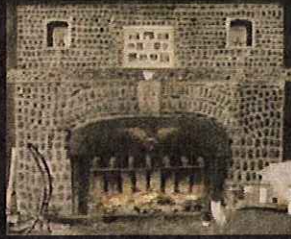


QAMAR 2006









Chimneys of

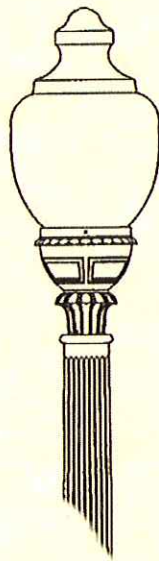
# NELSCOTT



Since its earliest days, Historic Nelscott and its community hearth have been welcoming home its residents and visitors. From reminiscing about the "good old times" around bonfires on the beach to reading a novel in front of a fireplace, Nelscott is a place of warmth and comfort. The variety of chimneys in Historic Nelscott are reminders of the special qualities of this neighborhood nestled along the Oregon coast. To rekindle the good life that generations of people have enjoyed around the hearth, discover Historic Nelscott.

Welcome Home  
*Dream and Discover . . . Walk and Wonder.*





For more information, contact:

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