

VINEYARD AND VALLEY SCENIC TOUR ROUTE

CORRIDOR MANAGEMENT PLAN OCTOBER 2007

SPONSORSHIP

The Washington County Visitors Association is proud to sponsor the proposed Vineyard and Valley Scenic Tour Route and this Corridor Management Plan.

WCVA is led by tourism and community development stakeholders throughout Washington County, and is pleased to undertake this effort on behalf of citizens, businesses, and organizations within and beyond the Tualatin Valley.





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Project Advisory Committee

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SECTION 1: EXECUTIVE SUMMARY











INTRODUCTION

The Vineyard and Valley Scenic Tour Route is sponsored by the Washington County Visitors Association and supported by an array of other groups. The Tour Route is intended to weave the standout viticultural and agricultural features, splendid natural environment, and rich history of the Tualatin Valley into an engaging visitor experience. A main point of interest is area winemaking, which is internationally recognized and represented by more than 18 wineries and 50 vineyards nestled into the countryside just minutes from Portland. With mostly small estate wineries, the Tualatin Valley offers an intimate and distinctive brand of wine tourism. The Tour Route is expected to help draw additional visitors for extended stays.

ROUTE DESCRIPTION

The route winds through western and southern Washington County and will function on a two-way basis. Its northern end is just off U.S. Highway 26 in Helvetia while the southern end is just off Highway 99W in Sherwood. The route is predominantly rural, about 60 miles long, and comprised almost entirely of two-lane roads and highways.

ROUTE QUALITIES

Notable characteristics of the route include its agricultural, historic, natural and scenic qualities. Wineries, vineyards, farms, nurseries, orchards and u-picks paint a vivid picture of local agriculture. Area history is reflected in pioneer sites, noted winemaking sites, century farms and old country churches. Natural and scenic attributes include the Tualatin River and tributaries, noted wetlands and Cascade Range views. The route offers hospitality at historic country taverns and old-time general stores. It also offers easy access to Forest Grove, Sherwood, Gaston and other cities for lodging, restaurants, shopping and other services.

MANAGEMENT PLAN

Preliminary approval of this tour route was granted by the Oregon Department of Transportation in 2004 and development of this corridor management plan has been underway since 2006. Completion and submittal of this plan represent the culmination of proponents' efforts to earn a tour route designation, but just the beginning of efforts to enhance and manage the route. This plan describes the route and sets out our vision and goals. It summarizes the roadway safety review conducted and identifies plans for ongoing coordination with road authorities. Finally, it outlines the future enhancements, marketing, stewardship and other activities intended to ensure the route is a success.



Completion and submittal of this plan represent the culmination of proponents' efforts to earn a Tour Route designation, but just the beginning of efforts to enhance and manage the route.



ROADWAY AND SAFETY

Washington County and ODOT Region 1 are responsible for the roads and highways comprising the route. Proponents believe the route has been carefully laid out and that it will be compatible with ongoing roadway operations and future improvements. The route has received positive reviews by the road authorities, which have submitted letters in support of this plan and the route's designation. Passenger vehicles and bicycles are expected to be



the primary modes of transportation used by visitors. Larger motor coaches and recreational vehicles will be discouraged from using the route given narrow roads and tight corners. Proponents intend to emphasize safe and courteous driving around farms and farm equipment to ensure the route remains compatible with existing agricultural activities along the corridor.

SECTION 1: EXECUTIVE SUMMARY

PLANNED ENHANCEMENTS AND INTERPRETATION

Enhancements envisioned to increase the quality of the route as a visitor experience include improved directional signage, rehabilitation of historic sites, a roadside turnout for views of Cascade peaks, and restoration of the Gales Creek nature park. Roadway improvements identified in this plan include upgrades of selected unpaved rural roads and targeted additions of bike lanes. The overall interpretive theme for the route is the history and diversity of area agriculture and wine making. Stories to be told through interpregrants, Oregon State Parks Recreational Trails grants, ODOT Transportation Enhancement grants, and Oregon Arts, Heritage & Humanities grants.

MARKETING

Effective marketing is critical to maximize the positive impacts the route can have in terms of business growth, community development and protection of special qualities. The route will be marketed through existing activities where possible and through new efforts where necessary. An emphasis will be placed on efficiency and partnerships with other groups and re-











tive offerings will focus on farming and winemaking practices, Tualatin Valley pioneers and early settlements, and the area's special natural qualities. Media to be used include maps, printed materials, audio CD's, on-site panels, and descriptive signs.

ROAD SIGNAGE

Proponents will collaborate with the road authorities and other interested parties to develop a detailed plan for road signs along the corridor once the route is approved. Signage will consist of "entrance" and "trailblazer" signs. The former will be placed along U.S. Highway 26, Oregon Highway 99W, and possibly other roads to direct travelers onto the route. The latter will be posted at key intersections to aid navigation. ODOT is likely to fund the entrance signs, while the WCVA will meet costs for the trailblazer signs. It is estimated that 30-45 trailblazer signs will be needed in each direction, for a local cost of \$15,000-\$30,000. It is anticipated that local costs for the trailblazer signs will be shared through partnerships, sponsorships, and in-kind assistance.

FUNDING

Investments in enhancements, interpretation and marketing will be vital to the Tour Route's success. In addition to internal WCVA funds likely to be committed to these activities, possible resources include federal Scenic Byways grants, Travel Oregon regional grants, Washington County tourism program gions conducting similar or related marketing. Strong partnership possibilities include the Willamette Valley Visitors Association, Yamhill County Winery Association, farmers markets, other Scenic Byways and Tour Routes, and the Oregon Bounty campaign. The Tour Route's target market includes Portland business travelers, wine and agri-tourists, nature lovers, and travelers headed through the region on I-5, Highway 26, and Highway 99W. It is envisioned that the route will be marketed through a Web site, brochures, earned media, and an email newsletter.

STEERING COMMITTEE

A steering committee is planned to provide the ongoing leadership needed for the effective implementation of the Corridor Management Plan. The Washington County Visitors Association will create, organize, and maintain the steering committee. Its roles will include coordination, leadership, advocacy, monitoring, evaluation, and encouraging chambers, businesses, and other organizations along the corridor to participate in the county's Adopt-A-Road program. Committee membership will include a range of stakeholders, partner organizations and members of the public. The committee will meet quarterly to guide Tour Route implementation for at least the first three years, and consider semi-annual meetings thereafter.

SECTION 1: EXECUTIVE SUMMARY





PROTECTION OF SPECIAL QUALITIES

Proponents wish to be stewards for preserving the route's special qualities while also ensuring existing land uses and activities along the corridor remain vital. Reviews indicate that a variety of laws, programs, and practices are in place to provide for the protection of the route's agricultural, historical, scenic, and natural qualities. These include land use plans and zoning, historic designations, public ownership of key sites, and local codes limiting off-premises outdoor advertising such as billboards. Specifically, the route is consistent with land use designations and comprehensive plans in Washington County, which strongly suggest the corridor will remain dominated by farm and forest uses. It is anticipated that the collective effect of these efforts will be the preservation of the route's distinctive characteristics.

SECTION 2: INTRODUCTION



The route's target market includes business travelers, wine and agri-tourists, nature lovers, and travelers headed through the region on I-5, Highway 26, and Highway 99W.



AN ASSET FOR ECONOMIC DEVELOPMENT AND QUALITY OF LIFE

The Vineyard and Valley Scenic Tour Route is intended to be an asset to promote tourism development, local quality of life, and protection of the qualities that make the corridor special. The Tour Route effort is led by the Washington County Visitors Association (WCVA) and is supported by a range of other groups. Washington County offers world-class agriculture and winemaking, has a rich history, and offers special natural and scenic features. These qualities combine to make the area distinctive and by weaving them into a seamless and engaging experience, the Tour Route is intended to expand tourism. Washington County is already an economic leader and the Tour Route will strengthen its position in Oregon's growing tourism sector.

PLANS, PARTNERSHIPS AND POSSIBILITIES

This "Corridor Management Plan" is equal parts application and management tool. It demonstrates the corridor's credentials while laying out future plans for the work needed to make the route a success. Completion of this plan represents the culmination of proponents' efforts to earn a Tour Route designation, but is just the beginning of efforts to enhance and manage the route. A number of partnerships have been developed or strengthened during the course of plan development. Proponents

recognize that partnerships will be essential in carrying out this plan and look forward to working collaboratively. Significant investments have been required to develop this plan and proponents submit it proudly. Proponents are committed to the vision for the tour route, energized by the broad support and interest exhibited, and very much anticipating the possibilities that await.

OVERVIEW OF PLAN DEVELOPMENT PROCESS

The Oregon Department of Transportation (ODOT) Byways Program approved a preliminary application for the Tour Route in 2004. Further study and planning were conducted by the WCVA during 2005, and in 2006 a project advisory committee was convened to lead development of this Corridor Management Plan. That committee included representatives of the city of Forest Grove, chambers of commerce, wineries, the Farm Bureau, the County Historical Museum, ODOT Region 1, and the public. Plan development was facilitated by a consultant and responded to guidelines provided by ODOT. Significant input and assistance was received from Washington County, the city of Sherwood, natural resource groups, and others. Feedback received from a variety of stakeholders during the first quarter of 2007 further contributed to plan development. See Appendix 6.01 for a list of the outreach conducted and groups consulted with in developing this plan.



3.01 - DRIVING DIRECTIONS

Begin by going north on Helvetia Road just beyond the exit from U.S. Highway 26 and follow it as it bears west to its end. Go south on Jackson Quarry Road, and then west on West Union Road. Take Jackson School Road to the south, crossing back over U.S. Highway 26, and then proceed west on Old Scotch Church Road. Continue westbound as that road becomes Zion Church Road. Go north at Kerkman Road, then west on Harrington Road into the town of Roy. Head south on Roy Road,

SECTION 3: ROUTE DESCRIPTION

then go west on Greenville Road. Go south briefly on Kansas City Road before turning west again on Clapshaw Hill Road. Continue westbound on Clapshaw Hill Road until the intersection with Oregon Highway 8, and turn south there.

Proceed south on Oregon Highway 8, eventually turning south on Stringtown Road, which gradually bears to the east. Go south on Dilley Road until it meets Oregon Highway 47. Go south briefly on Oregon Highway 47, then turn southeast onto Springhill Road. From there, turn east on Laurel-

Vehicle Limitations: The entirety of the route is suitable for passenger cars. Apart from seasonal considerations, the sole limiting factor is several county roads containing tight corners, which are not be suitable for motor coaches or recreational vehicles.

Bicycle and Pedestrian Access: Most of the Tour Route is suitable for travel by bicycles, while little of it is suitable for pedestrians. The Tour Route map presented in Section 3.04 shows bicycling conditions along the corridor.

Seasonal Limitations: Roads and highways comprising the route are open year round.







wood Road and then north on Bald Peak Road. Take Campbell Road to the south, then turn west onto Holly Hill Road. Go south on Laurel Road, which then bears east. Continue east as that road becomes Egger Road, then briefly go south on McCormick Hill Road. Go east on Vanderschuere Road until it meets Oregon Highway 219. Go north on Highway 219 until the highway splits. At that point, follow Oregon Highway 210 to the east as it becomes Scholls Ferry Road. Continue on Scholls Ferry Road, then turn south on Roy Rogers Road, following it to the route's southern end at Oregon Highway 99W. See Section 3.04 for a map of the

snow, ice, heavy rains or high winds.

Certain segments of the county roads included in the

Route can occasionally be closed due to wintertime



Tour Route corridor and Section 3.05 for a map

detailing the Tour Route corridor viewshed.

Washington County offers world-class agriculture and winemaking, has a rich history, and offers special natural and scenic features.



3.02 - ROADWAY DESCRIPTION

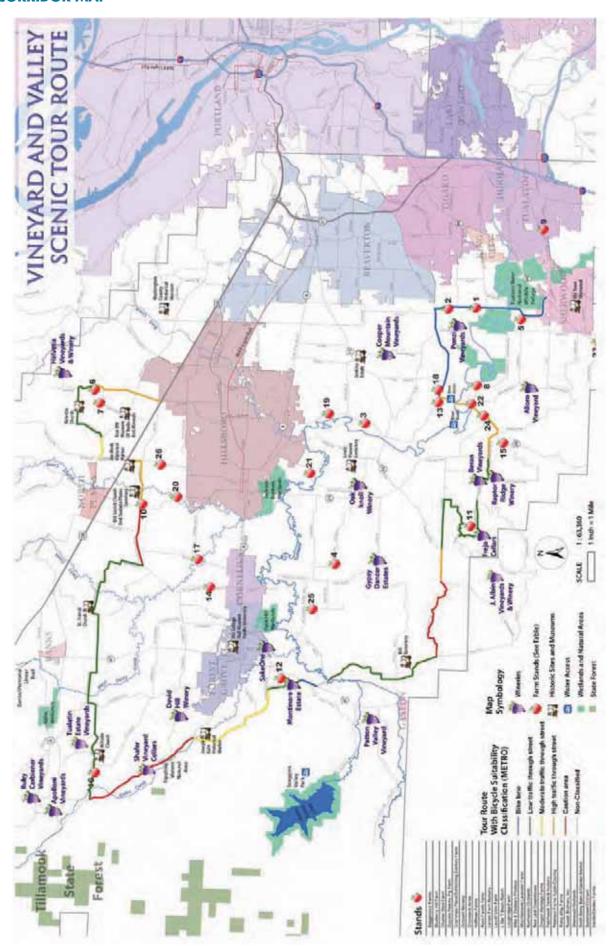
Type of Surface: Most road surfaces along the route are paved. Limited stretches are chip-sealed, and less than half a mile of Egger Road has a gravel surface.

Number of Lanes: The route is comprised entirely of two-lane roads and highways.

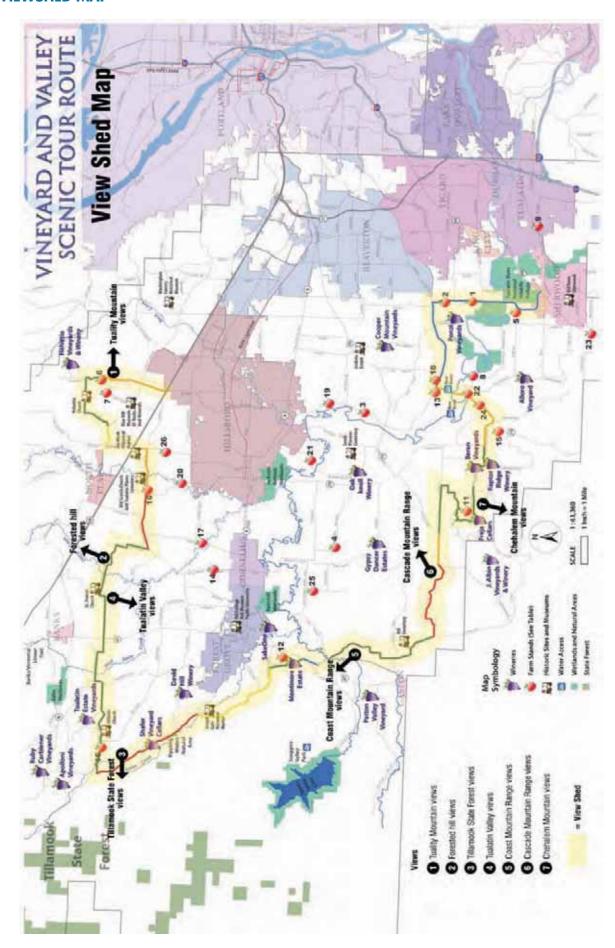
3.03 - POSSIBILITIES FOR FUTURE **ROUTE EXTENSION**

The proposed Tour Route corridor is entirely within Washington County. Proponents recognize that this county is but part of a larger region and that there is a possible rationale for extending the route south to Yamhill County or beyond. While we are open to future extension and intend to explore the possibility with tourism leaders to our south, at this time we submit the Corridor Management Plan with the route "as-is." We believe Washington County has the mix of attributes, points of interest, and local identity to warrant a Tour Route, and we're confident of the route's success in its current 60-mile form. However, proponents have been careful to select a route (connections to Yamhill County on Hwy. 219 or Hwy 99W) and name ("Vineyard and Valley" as opposed to "Tualatin Valley") that would readily allow future extension. In the meantime, we believe vigorous cooperation and coordination with other groups in the Willamette Valley can produce many of the benefits afforded by such an extension.

3.04 - CORRIDOR MAP



3.05 - VIEWSHED MAP



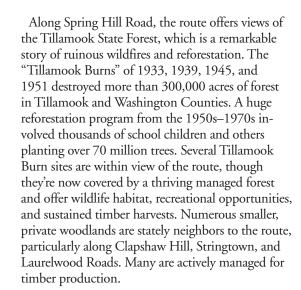
SECTION 4: ROUTE QUALITIES

4.01 – AGRICULTURAL AND FORESTRY QUALITIES

Located in the Tualatin River basin, part of the fertile Willamette Valley, the route features agricultural and forestry qualities of regional significance. The route runs almost entirely through rural areas, with agriculture the predominant land use. Local geography, soils and climate make the area conducive to all sorts of agriculture and viticulture. Wine grapes, nursery stock, greenhouse crops, grass seed, berries, tree fruits and nuts, grains, hay, and vegetables are among the things produced here. These products are high in quality, and many have national or international markets.

Offerings from fields and orchards along the route include blueberries on Zion Church Road, filberts on Laurel View Road, and apples, peaches, plums, hazelnuts, walnuts, raspberries, and strawberries along other stretches. Dozens of farm stands and "u-picks" are on or near the route, including several on Oregon Highway 219 and Scholls Ferry Road. They enable visitors to get up close and personal with the farms, the growers and the produce itself. Several retail nurseries are found on the route, with two on Scotch Church Road, "U-cut" Christmas tree farms and lavender farms can be found on Helvetia Road, Gales Creek Road, and Oregon Highway 219. Horses, cattle, dairy cows, goats, sheep, llamas, alpacas, and buffalo are among the livestock raised along the route.

The Willamette Valley is Oregon's biggest and bestknown wine producing area, and the route winds past numerous wineries and vineyards. Nestled between the Pacific Ocean and the Cascade Mountain Range, the valley has a mild climate and good soils. Growing conditions are favorable for cool-climate winegrapes. Wine making in Washington County is high quality, historic, and rooted in the area's fine agricultural tradition. More than 18 wineries are along or near the route, including near Helvetia Road, off Greenville Road, along Gales Creek Road, on Dilley Road, on Laurel View Road, on Egger Road, off Scholls Ferry Road, and at other nearby locations. Wine varieties produced along the corridor include Pinot Noir, Pinot Blanc, Pinot Gris, Chardonnay, Fume Blanc, Riesling, Gewürztraminer, Port, and Muscat. Also, the only Pacific Northwest sake brewery is just off Oregon Highway 47 in Forest Grove.





The historic qualities of the route are of regional significance. They include pioneer sites, significant wineries, century farms, historic country churches, and old-time general stores and taverns. The Tualatin Valley was settled by a fascinating mix of pioneers. Among them were prominent settlers Joe Meek, Joseph Gale and David Hill, who played a key role in establishing Oregon Territory. All attended the 1843 meeting at Champoeg in which the territory was created. Meek, a noted mountainman, was first sheriff of the territory and later Territorial Marshal. His biographer described him as "the Davy Crockett of our Great Northwest, bold, adventurous, humorous, a first-class trapper, pioneer, peace officer, and frontier politician." He is remembered by a historical marker at his homestead site (now just off Jackson School Road near US Highway 26) and at his gravesite, located at Tualatin Plains Cemetery on Old Scotch Church Road.

Joseph Gale was also a pioneer, trapper, entrepreneur, and politician. Among other things, he is known for having brought livestock to the Oregon Country. In 1843, Gale and others drove 5,000 horses, cattle, and sheep back to Oregon from California. Gale is honored by a historical marker on Stringtown Road at the site of a grist mill he established there in 1844. David Hill settled a 640-acre land claim near what is now Hillsboro in 1842 and helped draft the proposal for a provisional government in the Oregon Country. He later served on the Executive Committee that acted in place of a single leader, and as its chairman, was effectively the territory's first governor. His legacy is apparent on the road and in the winery that bear his name, as well as in the city name "Hillsboro," where he is buried in a pioneer cemetery. Several such cemeteries are along







SECTION 4: ROUTE QUALITIES

the route, including Helvetia Cemetery on the road of the same name, Hillside Cemetery on Clapshaw Hill Road and Hill Cemetery on Spring Hill Road.

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The Tualatin Valley was settled by a fascinating mix of pioneers. Among them were prominent settlers Joe Meek, Joseph Gale and David Hill.

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Another settler was A.T. Smith, the area's first postmaster. His 1854 house just off Oregon Highway 47 along the route is being restored as a "living history farm" and will offer an interactive window on pioneer life. Other agricultural history is present in the form of several active century farms. One is on Stringtown Road and another, offering "u-pick" winemakers and wine lovers today. Many consider Washington County's modern winemaking tradition to have begun there in 1965 when a new winery — Reuters Hill — was opened on the present site of the David Hill Winery. The site is also thought to be the birthplace in Oregon of modern day pinot noir. On Dilley Road is Montinore Estate. The lovely mansion on this estate was built around 1905 by John Forbis, who named his ranch Montinore — short for "Montana-in-Oregon." Forbis' parents stopped and stayed in Montana on their way to Oregon in the 1800s, a migration he completed a generation later.

Starting around the 1870s, land grant programs and the area's excellent agricultural reputation began drawing many new settlers. They included several distinctive communities – including Scotch, German, Russian, Swiss, Austrian, and Dutch —











vegetables, a pumpkin patch and school tours, is on Oregon Highway 219. Early settlers like John Porter and Gustav Teufel helped establish the nursery business in Oregon. Trees in many local orchards hail from stock started by Porter, who also contributed sequoia seeds to the area. Those seeds became landmark 120-year-old trees visible today at the Washington County courthouse a mile or two off Scotch Church Road and at the heart of Verboort, a crossroads town not far from Zion Church Road. The Teufel family still operates nurseries here, including one on that same road.

A number of area wineries also occupy historic properties. At the route's northern end, Swiss and German immigrants settled the rolling hills of Helvetia in the late 1800s. Prior to prohibition, that area was known as "Grape Hill" because of their cottage wine industry. Part of Helvetia Winery is located in the 100-year-old former house of Jacob Yungen, an early winemaker. Just off Gales Creek Road at the route's western end is the site of one of Oregon's first wineries, established by German immigrant Adolph Reuter on what was known as "Wine Hill." His wines are thought to have won a gold medal at the St. Louis World's Fair of 1904. That area had eight wineries before prohibition, and continues to attract

whose legacy is felt in settlements along the route like Helvetia, Roy and Verboort. Helvetia, whose name is rooted in the Latin term for Switzerland, hosts a Swiss Picnic each summer. In the Dutch settlement of Verboort, a mile or so off the route, beds of tulips are common on spring days and a festive traditional sausage dinner is held each fall.

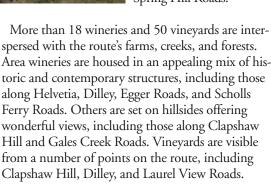
A noted Scotch contribution is the Tualatin Plains Presbyterian Church, also known as the Old Scotch Church. The current church building, on the road bearing its name, was completed in 1878 and is a national historic site. It has an unusual eight-sided steeple and is one of the oldest continuously used churches in Oregon. Other historic churches are Helvetia Church (built in 1899), the white-clapboard Hillside Bible Church (dating to 1884) on Clapshaw Hill Road, and St. Francis Church (built in 1920) on Harrington Road in Roy. Also of historical interest are several old-time general stores and taverns. The former include one on Gales Creek Road dating to 1936 that houses Oregon's smallest post office. The latter include one on Helvetia Road, near a former stagecoach stop.

SECTION 4: ROUTE QUALITIES

Scenic qualities of the route are also generally of regional significance. They include varied topography; views of the Cascade Range; productive farms, nurseries, fields and orchards; and charming wineries and vineyards. Topography along the route ranges from fertile plains dominated by farming, to rolling hills containing vineyards and forest stands, to rugged Coast Range foothills. Fairly flat expanses of farmland predominate along Zion Church Road, and around the Roy crossroads on Harrington and Greenville Roads. Rolling hills are found along Helvetia Road, Clapshaw Hill Road, and Bald Peak Road. At the route's western flank, Gales Creek and Spring Hill Roads run alongside thickly forested Coast Range foothills. Several hilltops along the route offer majestic views of Cascade Mountain Range peaks. Views of Mt. Hood are spectacular from Bald Peak and Laurel View Roads. In the same vicinity, there are often good views of Mt. St. Helens, and Mt. Adams, and when conditions are right, the peaks of Mt. Jefferson and Mt. Rainier.

Frequent views of farms and nurseries lend both visual interest and aesthetic appeal. Farming's timelessness is evident in the weathered barns and old farm implements along Harrington and Greenville Roads, while the vibrancy of its seasonal rhythms can

> be seen in fields and orchards along Scotch Church, Laurel View, and Scholls Ferry Roads, among others. A few of the area's many fine nurseries offer incredible mixes of color and texture along Jackson School, Zion Church, and Spring Hill Roads.



4.03 - SCENIC QUALITIES

The Tualatin River National Wildlife Refuae received Sunset Magazine's 2007 **Environmental Award** for being a piece of "preserved paradise."











4.04 - NATURAL QUALITIES

As with the other characteristics, the route's natural qualities are of regional significance. The area's primary natural feature is the Tualatin River, which flows from the Coast Range to the Willamette River. The route passes near 20 of the river's 80 total miles. Winding its way through dozens of bends and twists, the river earned its name, which means "lazy river," from the Atfalati people who lived in the Tualatin Basin before European settlement.

Apart from fine agriculture, the river valley supports wildlife habitat and recreation. The river and its tributaries provide habitat for waterfowl and a range of fish, including endangered winter steelhead trout. Bald eagles, osprey, herons, hawks and many more birds live in the basin, while thousands of ducks and geese winter here. River views are offered along the route from Spring Hill and Roy Rogers Roads. The river's low gradient and water speed make it ideal for canoes and kayaks, and river access for paddlers is available from Scholls Ferry Road.

One of the five main tributaries to the Tualatin is Gales Creek, which the route crosses along Clapshaw Hill and Gales Creek Roads. The creek winds through a lush, wooded area, and supports winter steelhead trout, native cutthroat trout and other native fish. On Gales Creek Road is the Rippling Waters natural area, which borders the creek. A riparian enhancement project is underway here and it is hoped a park and nature trail will be reestablished. A smaller tributary, McKay Creek, is visible from Scotch Church Road.

Numerous wetlands dot the Tualatin Valley floor, some of which have been designated the Tualatin River National Wildlife Refuge. The refuge received Sunset Magazine's 2007 Environmental Award for being a piece of "preserved paradise." It is home to more than 50 types of mammals, 20 species of reptiles, and more than 200 species of birds. In late winter and early spring, Canada geese, northern pintails, and mallards blanket the marsh. More than 1,300 acres in size, the refuge is just off Roy Rogers Road and Oregon Highway 99W. It offers a network of walking trails through varying habitats, as well as a wildlife photography blind and a pier for handicapped fishermen. An interpretive center will open to the public in October 2007. The U.S. Fish & Wildlife Service, which manages the refuge, soon will expand it to more than 3,000 acres through acquisition of another wetland area — Wapato Lake





— adjacent to the route's southern stretches. Other public wetlands near the route include Killin Wetlands (north of Greenville Road), Fern Hill Wetlands (off Spring Hill Road) and Jackson Bottom Wetlands (on Highway 219 north of the route).

Henry Hagg Lake is just off the route near Oregon Highway 47. This park encompasses 2,500 acres, of which 1,100 acres are water surface. Located in a forested setting, the area is enjoyed for fishing and other recreation by both local residents and visitors from around the Willamette Valley. Boat launching and mooring facilities are available along the lake, and the park offers large day-use areas. The lake is stocked annually with rainbow trout, and the grounds are managed to provide winter range for elk and black-tailed deer.



With ever-changing seasonal products, landscapes, and activities, the Tour Route attracts new and repeat visitors, and many make extended stays.





5.01 - VISION, GOALS, OBJECTIVES

Vision

The Tour Route is widely recognized as a distinctive, high quality tourism and economic development asset in Washington County, Oregon. It weaves the agricultural, viticultural, historical, natural, and scenic qualities of the Tualatin Valley area into an engaging visitor experience. With ever-changing seasonal products, landscapes, and activities, the tour route attracts new and repeat visitors, and many make extended stays in Washington County. By highlighting the area's wine making and agricultural practices and products, the route lures wine lovers, gourmets, gardeners, and "agri-tourists" alike. It provides new ways of honoring and sharing the area's rich history, including pioneers, farmers, and loggers. Enchanting views of creeks, wetlands, rolling hills, forests, and mountains abound. Hikers, paddlers, birders, campers, and others traveling the route find easy access to a wide range of outdoor recreation.

Goals

- Highlight the area's wine making and agricultural practices and products
 Objectives:
- Add activities and events along or near the route that link with its special attributes.
- Draw more tourists to existing special events around the county, enriching and expanding those events.

2. Expand and diversify the economy in Washington County

Objectives:

route's qualities.

- Build on the county's notoriety among wine enthusiasts to expand the area's appeal as a place to visit and stay.
- Strengthen linkages and cross-promotion among the "attractors" (wineries, farms, natural areas, etc.) that bring in visitors, and the lodging establishments, restaurants, and stores that also serve visitors.

3. Protect the route's special qualities Objectives:

- Secure and maintain the support of Washington County, neighboring cities, property owners, schools, churches, and others for protecting the
- Partner with historic, nature and agricultural stakeholder groups to plan, fund and carry out enhancements and ongoing maintenance.

5.02 - PROTECTION STRATEGY Introduction

A variety of laws, programs, practices, and efforts are in place to provide for the protection of the route's agricultural, historical, scenic, and natural qualities. Some are externally imposed, some locally driven. Some predate the Tour Route, while others are recent developments. However, it is anticipated that their collective effect will be the preservation of each characteristic or attribute that makes the route distinctive and appealing. Those protective measures are described below.

Agricultural Qualities

The main qualities of the route, and the basis for its theme, are agriculture and winemaking. These activities are common along the route, which is intended to support and reinforce them in a harmonious manner. In the form of Oregon's land use system and related local planning activities, land management is a strong force for protecting those qualities (as well as the route's scenic and natural qualities). Central to land management is the Oregon land use planning program. It is based on a set of planning goals that include a focus on preservation of the types of lands — farm and forest lands — that underlie the route's theme. Those goals are achieved through local comprehensive planning, in which each city and county adopts a comprehensive plan, along with the zoning and land-division ordinances needed to put the plan into effect.

Washington County's comprehensive plan designates virtually the entire area through which the corridor runs as "Exclusive Farm Use." From this designation flows zoning in the area, which is mostly "AF 80" and partially "AF 20." This means that parcels must remain 80 or 20 acres in size, and generally be kept in farm or forest uses, which include wine production. Such zoning sets a strong framework for keeping the lands worked and protecting the best soils, which eliminates most of the threats posed by development pressures. Given these land use rules, tools like design review overlays and scenic easements aren't needed much and are uncommon in this portion of Washington County.

Historic Qualities

Historic qualities of the route are reflected in notable buildings, sites and resource lands. The Tualatin Plains Presbyterian Church has a National Historic Register designation, which protects it and the historic cemetery on its grounds. Other historic designations apply to Helvetia Church and Hillside Bible Church. The sites of the Meek homestead near US Highway 26 and the former grist mill on Gales

Creek are each protected by state designations. Pioneer cemeteries are also protected under state law. Lands impacted by the Tillamook burns and subsequent reforestation are now included in the Tillamook State Forest, which is under ownership and management of the Oregon Department of Forestry. Current state law and the Northwest Oregon State Forests Management Plan of 2001 strongly indicate these lands will be kept in a forested condition and retain a connection to their historic past. Historic structures now on the sites of wineries are unlikely to be altered given the established and successful operations there. Zoning and development codes make it unlikely the noteworthy general stores and taverns would be significantly modified.

Natural and Scenic Qualities

In addition to the land use planning mechanisms described above, a web of federal, state and local laws and rules ensure protection of the route's natural and scenic. With the route located in the midst of the Tualatin River Basin, federal Flood Plain designations apply. That designation combines with Endangered Species Act and Clean Water Act rules to severely restrict the type and number of new buildings, along with the activities that can occur on many parcels along the route. Preservation of the Tualatin River National Wildlife Refuge is ensured by its federal ownership, while three other significant wetlands adjacent to the route are also protected by public ownership. The longevity of another natural landscape common along the route – private forest lands – is bolstered by educational and technical



assistance programs offered by the Small Woodlands Association of Washington County.

See Appendix 6.02 for a copy of a support letter from Washington County as land use planning authority (and as road authority).

See Appendix 6.03 for a map showing land use designations in the tour route corridor.







5.03 - ENHANCEMENT STRATEGY

Introduction

The Tour Route already possesses core characteristics for success — it is scenic, passes numerous wineries and farm stands, is historic, and offers wonderful natural resources. However, certain additions or improvements would increase the quality of the route as a visitor experience. The enhancement strategy identifies the route improvements planned or desired. Items are presented in three groups — high priority, medium priority and low priority.



High Priority Feature: Wineries

Location: Throughout route

Existing situation: Limited approach signage.

Enhancement Strategy: Ensure approach signage is effective, consistent and

within county signage rules.



Location: Throughout route

Existing situation: Limited directional signage along route.

Enhancement Strategy: Ensure adequate directional signage along route.



Feature: Rippling Waters natural area

Location: Gales Creek Road

Existing situation: Minimal approach signage. Limited parking at shoulder for

two or three vehicles. Muddy trail leading about 100' to Gales Creek.

No other improvements.

Enhancement Strategy: Improve approach signage. Add parking. Enhance natural landscape,

remove invasive plants. Improve trail. Construct creekside viewpoint.

Add picnic tables and restroom. Create maintenance arrangement.



Feature: Tualatin Plains Cemetery / Gravesite of Joe Meek

Location: Scotch Church Road

Existing situation: Cemetery is on grounds of a church on the National Historic Register and well

maintained. Many gravesites, including that of Joe Meek, could use refurbishment. Good access and parking. Grassy open space ringing cemetery, but lacks benches.

Enhancement Strategy: Improve approach signage. Improve maintenance of gravestones. Refurbish Joe Meek

gravesite and mark more clearly. Improve other notable graves.

Add benches in open area.

Feature: Views of Cascade Range

Location: Bald Peak and Laurel View Roads

Existing situation: No marker or turnout.

Enhancement Strategy: Add marker and turnout.

Feature: Egger Road segment

Location: Egger Road, along southern end of route.

Existing situation: This half-mile segment is the only portion of the route with a gravel surface. Enhancement Strategy: Assist Rural Roads Operation and Maintenance Advisory Committee in

having this segment upgraded to either a paved or chip-sealed surface.

5.03 - ENHANCEMENT STRATEGY

Medium Priority

Feature: Helvetia crossroads

Location: Helvetia Road

Existing situation: No marker or information kiosk.

Enhancement Strategy: Add a marker and/or explore having Helvetia Tavern provide route information.

Feature: Old Scotch Church

Location: Scotch Church Road

Existing situation: Church is on National Historic Register and well maintained. Limited approach signage.

Enhancement Strategy: Improve approach signage.



Location: Clapshaw Hill Road

Existing situation: No turnout. Enhancement Strategy: Add turnout.

Feature: Tualatin River natural area near Scholls

Location: Scholls Ferry Road

Existing situation: No signage. No parking, trail or other improvements.

Enhancement Strategy: Add approach signage, parking, walking trail to river, put-in points for

canoes/kayaks, picnic tables/benches, and maintenance arrangements.

Feature: Wide Shoulders or Bike Lanes

Location: Throughout route

Existing situation: Most roads along route would better accommodate bicycling with addition

of wider shoulders or bike lanes.

Enhancement Strategy: Work with road authorities and bicycling groups to explore addition of

wider shoulders or bike lanes in segments of the route.

Feature: Views of Coast Range and Tillamook Fores

Location: Gales Creek and Spring Hill Roads

Existing situation: No marker or turnout. Enhancement Strategy: Add marker and turnout.

Feature: Historic Marker, former site of Grist Mill at Gales Creek

Location: Stringtown Road

Existing situation: Minimal approach signage. Existing Historical Marker on a 25 sq. ft. spot.

Site is under-maintained and marker is worn. No parking.

Enhancement Strategy: Add turnout. Refurbish marker and improve site with native landscaping.

Create maintenance arrangement.

Feature: Side Roads that Connect to Wineries and other Features

Location: Throughout route

Existing situation: Many such side roads are unpaved, which can cause summer dust and winter mud. Enhancement Strategy: Support efforts of Rural Roads Operation and Maintenance Advisory Committee to

have these roads upgraded to either paved or chip-sealed surfaces.







5.03 - ENHANCEMENT STRATEGY

Low Priority

Feature: Roy crossroads

Location: Harrington and Roy Roads

Minimal approach signage. No identification marker or turnout. Existing situation:

Enhancement Strategy: Add approach signage, marker and turnout.



Spring Hill Road location:

No identification sign or turnout. Existing situation:

Enhancement Strategy: Add sign and turnout.

Feature: Killin Wetlands

Location: Cedar Canyon Road (just north of route)

Minimal approach signage. No parking. No improvements to site. Existing situation:

Enhancement Strategy: Improve approach signage. Add parking area, access point and paths to viewpoints.

Construct main viewing platform, benches.

Feature: Badly deteriorated old building

Laurelwood Road

Very visible and unsightly, currently for sale. Existing situation:

Enhancement Strategy: Support private rehabilitation or removal of building.



5.04 - INTERPRETIVE STRATEGY

Interpretive Theme

The overall interpretive theme for the route is the history, diversity, and quality of Tualatin Valley agriculture and winemaking. This strongly ties into the route's agricultural, historic, natural, and scenic attributes. The theme is consistent with the vision, goals, and objectives for the route.



The Tualatin Valley as "the end of the end of the Oregon Trail." It was settled by fascinating mix of missionaries, trappers, loggers, and farmers, and played a key role in Oregon Territory history.

The special natural qualities of the Tualatin River Basin, which offers wildlife habitat, recreational opportunities, and scenic vistas.

Interpretation

Interpretation will occur across these categories: agriculture and forestry, history, natural features, and scenery. The history and diversity of area agriculture forms the basis for interpretation in this category. Winemaking is a natural topic for interpretation at the wineries, which can also play a broader role in interpretation by hosting panels on other topics.

With regard to history, the focus is the pioneers who settled the area and the Tualatin Valley's key role in shaping Oregon Territory. Scenic elements for interpretation emphasize the area's topography, geography, and natural areas.

Interpretive features currently existing along the corridor are limited. Offerings include maps and informational materials provided at wineries. Two historical markers tell pieces of the area's pioneer story. Though not on the route, the Washington County Historical Museum is a high quality facility that is a rich resource on topics central to the Tour Route theme. The route steering committee anticipates partnering with the museum in developing interpretive additions.

Media to be used in interpretation vary. Several types are called for, and will be utilized in a way that is most efficient, harmonious, and appropriate to the site and story. Examples are printed materials, an overall CD for in-vehicle listening, on-site panels, and descriptive signs.

Interpretive Strategy

The Tour Route interpretative strategy follows. Items are presented in three groups — high priority, medium priority and low priority.





5.04 - INTERPRETIVE STRATEGY

High Priority

Overall Interpretive Plan

Location: Throughout route Existing situation: None exists.

New Strategy: Develop an overall Interpretive Plan.

Feature: Wineries in Washington County

Location: Throughout route

Existing situation: The WCVC publishes a map/info piece indicating winery locations

and contact info.

New Strategy and Media: Revise the winery map/info piece to reflect the Tour Route name, map, etc.

Ensure it is kept current and available at all visitor info centers,

orientation kiosks, and wineries.

Stories: The history, quality, and accessibility of area winemaking.

Feature: Winemaking in Washington County

Location: Throughout route

Existing situation: Interpretation offerings are limited.

New Strategy and Media: Have wineries host interpretive panels; Encourage consistent parking

and tasting room hours among wineries.

Stories: History of agriculture and winemaking in the Tualatin Valley.

Feature: Roadside farm stands

Location: Throughout route

Existing situation: Various farmstand guides or listings are published, but likely

could be more widely distributed.

New Strategy and media: Ensure farmstand guides are available at all visitor info centers,

orientation kiosks, and wineries along route.

Story: The quality and accessibility of Tualatin Valley agriculture.

Feature: Orchards and fields

Location: Throughout route

Existing situation: Many orchards and fields are visible from route, but no crop labels are posted.

New Strategy and media: Work with County and Farm Bureau to add crop signs.

Story: The variety and quality of fruits, nuts, and other crops grown in Washington County.

Feature: Tualatin Plains Cemetery / Gravesite of Joe Meek

Location: Scotch Church Road

Existing situation: Church at the site bears a plaque noting its Historic Register designation,

but minimal signage for cemetery exists.

New Strategy and media: Install interpretive panel adjacent to cemetery. Explore partnership

with church to design and site the panel.

Story: Joe Meek and key role of Tualatin Valley in Oregon Territory.





Medium Priority

Feature: Views of Cascade Range

Location: Bald Peak Road

Existing situation: No marker or interpretation.

New Strategy and media: Add marker identifying the mountains visible, and add interpretive panel.

Story: Tualatin Valley geology and soils.

Feature: Rippling Waters natural area

Location: Gales Creek Road

Existing situation: No improvements or interpretation.

New Strategy and media: Add signage and interpretive panel. Signage should note the work of the

Tualatin River Watershed Council to restore the site.

Story: Gales Creek's natural resource value — its role in the watershed and

as prime habitat for steelhead.

Feature: Views of Coast Range & Tillamook Forest

Location: Gales Creek and Spring Hill Roads Existing situation: No marker or interpretation.

New Strategy and media: Partner with Tillamook Interpretive Center to add interpretive panel.

Story: Tillamook burns and reforestation efforts.

Feature: Route as a whole

Location: Throughout the route Existing situation: No interpretation.

New Strategy and media: Provide audio to guide visitors via CD and Podcasts.

Story: Overall interpretive narrative for the route.

Low Priority

Feature: Helvetia crossroads

Location: Helvetia Road

Existing situation: No marker or interpretation.

New Strategy and media: Partner with Helvetia Tavern to provide info materials,

host a small interpretive panel.

Story: Helvetia's Swiss and German settlers, and the know-how and

traditions they brought. Link with annual Swiss Picnic.

Feature: Roy crossroads

Location: Harrington and Roy Roads Existing situation: No marker or interpretation.

Strategy and media: Work with town leaders to site an interpretive panel. Story: Roy's settlement history by Dutch and other groups.

Feature: Nurseries and Tree Farms

Location: Throughout route

Existing situation: Limited identification signage and no interpretation.

New Strategy and media: Work with operators to allow visitors, host interpretive panel

and possibly offer tours.

Story: How Willamette Valley's climate, soils and farming tradition

combine to form basis for nursery industry.

Feature: Tualatin River natural area near Scholls

Location: Scholls Ferry Road

Existing situation: No improvements or interpretation.

New Strategy and media: Add interpretive panels.

Story: Tualatin River's role in habitat, agriculture, economy and cities.





5.05 - ROADWAY STRATEGY

Road Authorities

Road authorities responsible for the tour route corridor are the Oregon Department of Transportation Region 1, Washington County, and the city of Sherwood. **ODOT Region 1** has jurisdiction over the following portions of the route:

- US Highway 26 (not part of route feeder only)
- Oregon Highway 47
- Oregon Highway 219*
- Oregon Highway 99W (not part of route feeder only)

*About one mile of Oregon Highway 219 on the route's southern end comes under the jurisdiction of ODOT Region 2.

The city of **Sherwood** has jurisdiction over Roy Rogers Road for the slightly less than one-mile portion of the route within city limits.

Washington County has jurisdiction over all other highways and roads within the route, including:

- Gales Creek Road (Oregon Highway 8)
- Scholls Ferry Road (Oregon Highway 210)

The **ODOT Rail Division** has jurisdiction over:

• The route's three railroad crossings

Proponents submitted the proposed route for review by each of these agencies. Responses were generally positive and are summarized in the following section.

Corridor Safety Review

ODOT Region 1 and Washington County conducted a review of the route in terms of road safety and traffic flow. Both agencies have indicated the route has little or no negative impact and is compatible with existing road conditions and future improvements. See Appendix 6.04 for a copy of a support letter from ODOT Region 1 as road authority.

See Appendix 6.02 for a copy of a support letter from Washington County as road authority (and as land use planning authority). Washington County monitors and evaluates roadway traffic patterns and safety conditions with a tool called Safety Priority Index System. Through the system, intersections countywide are prioritized for safety improvements from 1–263. Those with more accidents are ranked higher and given priority for safety improvements like additional signs, new traffic signals, road widening, or reconfiguration. The rankings are plotted on a map, allowing for comparison of particular areas and identification of broader patterns.

An evaluation of the route by proponents based on the SPIS indicates that incidents occur along the corridor at a lower level than in the county as a whole. Only three intersections along the route rank in the top 50 on the SPIS – numbers 3, 48 and 50. Intersection number 3, Helvetia Road at West Union Road, has received safety enhancements subsequent to that ranking, and others planned in the future are summarized below.

The city of **Sherwood** reviewed the short route segment within its jurisdiction and have indicated that they see no problems in terms of roadway traffic flow or safety.

The **ODOT Rail Division** reviewed the corridor's three rail crossings:

- Jackson School Road crosses Burlington-Northern Railroad tracks
- Roy Road crosses Port of Tillamook Bay Railroad tracks
- Spring Hill Road crosses Portland & Western Railroad tracks

The review indicated that the passive warning signs already posted at these crossings are considered effective. ODOT Rail suggested and route proponents concur that road users be made aware of these crossings and advised to take time to look for trains before crossing. While a fourth crossing appears on maps (Helvetia Road seems to cross Burlington-Northern Railroad tracks), rail traffic actually passes over the road at this location via a raised trestle.





5.05 - ROADWAY STRATEGY

Planned Roadway Improvements Intersection of West Union and Helvetia Road

The intersection of West Union Road and Helvetia Road, at the northern end of the route, is receiving safety improvements in the form of new stop signs and reconstruction. The new signs make the intersection a four-way stop, and Washington County reports that they've had a significant positive impact on safety conditions there. Over the next several years, this intersection will be more fundamentally

Scholls Ferry Road Bridge over Tualatin River

Also planned for the southern portion of the route, replacement of Scholls Ferry Bridge will result in a wider and safer crossing point. The current bridge is outmoded. Completion is expected by 2008.

Projects on Oregon Highway 219

A series of safety projects are being carried out by ODOT near the route on Oregon Highway 219 over the next several years:







improved as it is reconstructed to function as a roundabout. The project will also add vehicle storage and bike facilities. The roundabout is expected to increase the ease and safety of navigating this intersection, while the bike facilities are a key for access by bicyclists and respond to an item in the Enhancement Strategy. Completion of this project is anticipated by 2012.

Intersection of Gales Creek and David Hill Road

This project, at the western part of the route, will relocate the intersection of David Hill Road and Gales Creek Road about 650 feet to the north of its current location. Planned to greatly improve sight distance and safety at this intersection, the project will likely be finished by the end of 2007.

Intersection of Scholls Ferry Road and 175th Avenue

At the southern end of the route, SW 175th Avenue at SW Scholls Ferry Road will be realigned to connect it with Roy Rogers Road. This will eliminate the offset intersections that currently exist in this area. Doing so is expected to improve traffic flow while increasing the ease and safety of making left turns. Completion of this project is anticipated in 2008.

Intersection of Oregon Highway 219 and Farmington Road

This safety project will widen the highway just north of the route in order to build left and right turn lanes for motorists turning onto Farmington Road. In addition, the bridge over Christensen Creek will be reconstructed in a wider configuration, and Farmington Road will be realigned to the north approximately 40 feet. Once completed, motorists on Highway 219 will have a safe refuge to wait for oncoming traffic to clear before turning onto Farmington Road.

Intersection of Oregon Highway 219 and Laurel Road

This 2009 safety project will add turn lanes just north of the route on Highway 219 at Laurel Road. The project is expected to improve traffic flow while increasing the ease and safety of turning from north-bound Highway 219 onto westbound Laurel Road.

Intersection of Oregon Highway 219 and Midway Road

This project, also just north of the route, is slated for 2008. It will enhance safety by realigning the curve on Highway 219 between Midway Road and McFee Creek.

5.05 - ROADWAY STRATEGY

Impact of Roadway Improvements on Route Qualities

Study of all planned projects suggests strongly that they will increase the route's safety and drivability, and none will detract from its scenic or other qualities. Through one project, replacement of the Scholls Ferry Road Bridge, views of the Tualatin River will be enhanced and future addition of a river access point for paddlers is accommodated by design and construction plans.

Ongoing Maintenance of Corridor

Over the course of developing this plan, route proponents have had positive ongoing discussions with ODOT Region 1 and **Washington County**. These interactions have strengthened relationships that form the basis for the effective communication and coordination needed to ensure the Tour Route is successful from a roadway standpoint. Ongoing maintenance to promote safe travel, protect the qualities of the route, and enhance the visitor experience will be ensured through a combination of existing activities carried out by the road authorities and new monitoring planned for the steering committee.

Current ODOT Region 1 and Washington County activities include installation and maintenance of traffic control devices (signs, striping, stenciling, etc.) and traffic analysis related to road safety. For purposes of through-travel and emergency response, the agencies ensure roads are passable. This includes sanding, snow removal, and repairs necessitated by flooding, slides or washouts. Maintenance also includes hazard abatement such as patching potholes, eliminating sight obstructions, cleaning up chemical or other hazardous material spills, and replacing safety equipment such as guardrails.

As part of an overall maintenance schedule, ODOT Region 1 conducts periodic road inspections and removes litter or debris along state highways. ODOT Region 1 does not plan to increase or alter existing activities due to the route, but has committed to be available to route proponents for consultation and technical assistance as needed in response to any emerging roadway issues. Washington County does not have a regular inspection program for roads, and is not planning to add one for the Tour Route. Instead, it relies on the public to notify it of conditions that warrant attention. Neither does the county have a regular litter clean-up program. Again, it relies on citizens and volunteer groups to handle these situations, primarily through the Adopt-A-Road program.

The **steering committee** will undertake regular review and monitoring of conditions along the route to complement the already effective activities of the road authorities. This will involve periodic driving of the route by a committee designee, who will check on conditions and pass along to the road authorities any issues needing attention. The steering committee will also regularly monitor ODOT and Washington County Web sites providing updates on road and traffic conditions. Pertinent information will then be posted on the Tour Route Web site and otherwise made available to route visitors. Additionally, the steering committee will encourage chambers, businesses, and other organizations along the corridor to participate in the county's Adopt-A-Road program.

Carrying Out Roadway Enhancements

Roadway projects contained in this plan's enhancement strategy include turnouts, upgrading of unpaved roads, parking areas and other items that require the support and involvement of the road authorities and other public and private entities. Tour Route proponents and the steering committee intend to work closely with road authorities and all other affected parties on the planning, funding, design, and construction of these enhancements. Roadway safety, functionality, and drivability for all users — including residents, farmers, businesses, visitors, and bicyclists — are primary goals of route proponents. We intend to work through the appropriate local roadway planning processes and do our part to generate the needed resources.

Farm Equipment Shares the Roads

As stated earlier, the agricultural character and qualities of rural Washington County are special and worth protecting. They are also essential to the Tour Route. Proponents of the route appreciate the input and support of the Washington County Farm Bureau in developing this plan. Based on that input, route proponents intend to make route signage, maps, and marketing materials clearly inform visitors of farm equipment along the corridor. Based on resources such as the "Rural Road Safety" publication of the Oregon Farm Bureau, safe and courteous driving around farms and farm equipment will be emphasized to ensure the route remains compatible with existing activities along the corridor.



The steering committee will encourage chambers, businesses, and other organizations along the corridor to participate in the county's Adopt-A-Road program.









5.06 - OUTDOOR ADVERTISING CONTROL STRATEGY

Limitations on Off-Premises Outdoor Advertising

To help maintain the scenic, natural and other qualities of the route, proponents have examined applicable local codes limiting off-premises outdoor advertising such as billboards. The route consists almost entirely of roadway corridors managed by ODOT Region 1 or Washington County, while Sherwood manages a short stretch at the route's southern end. State law applies to those segments of the route managed by ODOT Region 1, Washington County code applies to those segments it manages, and Sherwood code applies to the segment within the city.

reasons, route proponents intend to not pursue revision of city signage code with regard to this area, and wish to have this segment excluded from Byways Program review and certification. The segment's short length and location at one end of the route mean it has a very limited impact on overall scenic qualities. Proponents conclude that this busy commercial area is seemingly fully built out, contains minimal signage and is developed in a tasteful manner. This area will be monitored by the steering committee as the route begins operation, and coordination with Sherwood on possible code revision will be pursued if doing so is deemed necessary.

See Appendix 6.06 for a detailed map of Sherwood zoning along Roy Rogers Road and Appendix 6.07 for a copy of the Sherwood outdoor-advertising control regulation.







Oregon and Washington County Limitations are Satisfactory

Based on statements by ODOT Byways Program staff, it can be concluded that Oregon law sufficiently limits such advertising to meet standards for the program. Washington County, meanwhile, permits outdoor advertising only in general commercial zones within the urban area. Since no portions of the route under county jurisdiction run through commercial zones, outdoor advertising is effectively prohibited on the county roads comprising the route. See Appendix 6.05 for a copy of the Washington County outdoor-advertising control regulation.

Sherwood Limitations not Complete, but also Satisfactory

Sherwood code is similar to county code in that off-premises outdoor advertising is permitted only in commercial and industrial zones. Most of the one-mile route segment on Roy Rogers Road within Sherwood is residentially zoned, meaning such advertising is not allowed. One short stretch of the road — the quarter-mile segment just north of Highway 99W — is a commercial zone where off-premises outdoor advertising is allowed. For several

Other Related Washington County Sign Regulations

Washington County code does allow for "non-advertising" outdoor signs in rural areas such as the tour route corridor. Examples would be signs identifying wineries or farms. Applicable code allows two such signs on parcels of 20 acres or smaller. It also sets limits on sign size, placement and illumination. Additionally, county code allows temporary signs such as those used to notify passers-by of available farm or forest products.

Oregon Highway 26 Designated as a "Scenic Corridor"

Washington County already designates significant stretches of Highway 26, the main highway near the route's northern end, as a "scenic corridor." This designation sets demanding design standards for new development and strict limits on billboards and other signs along the "Sunset Corridor."

5.07 - SIGNAGE STRATEGY

Introduction

In developing this strategy, route proponents have done analysis, planning and coordination related to future route signage. This section is intended to lay a foundation for the detailed sign plan required after the tour route has earned final approval. That plan will describe which tour route signs go where, set the budget for manufacture and installation, summarize commitments of funding or assistance, and include the route logo. It will be created in cooperation with ODOT Region 1, Washington County and other stakeholders. Future signage for the route will consist of "entrance" and "trailblazer" signs. "Entrance" signs are generally 30" x "54" and will be placed at primary points of entry to the route. They announce the route's presence and include its name and logo. Trailblazer signs, in contrast, are typically "30" x "30." Posted along the route at all "decision points" and accompanied by an arrow to aid navigation, these signs will also contain the route logo. ODOT is likely to fund the entrance signs, while proponents will see that costs are met for the trailblazer signs.



Route proponents consulted ODOT Region 1 and Washington County on future route signage during early 2007. Staff of each agency provided valuable input on considerations including number and placement. Each road authority expressed a willingness to work with proponents to install and maintain the needed signs. Tour Route supporters appreciate the cooperation of the road authorities and anticipate an excellent partnership in developing and carrying out the sign plan.

Entrance Signs

Entrance signs are envisioned on US Highway 26, Oregon Highway 99W, and possibly on other roads. It is anticipated entrance signs will be posted on both sides of these highways. It should be reiterated that this plan calls for the route to function on a "two-way" basis, and it is envisioned that entrance signs will be installed accordingly. One specific consideration emerged regarding the route's southern end. Route proponents feel that an entrance sign should be posted so as to maximize visibility for visitors to the Tualatin River National Wildlife Refuge. The entrance to the refuge is on Oregon Highway 99W, just east of Roy Rogers Road. Entrance signs to the route will be supplied and installed by ODOT, consistent with agency policy for points of entry adjacent to state highway right-of-way.



Tour Route supporters appreciate the cooperation of the road authorities and anticipate an excellent partnership in developing and carrying out the sign plan.



Trailblazer Signs

Based on Byways Program guidelines and consultation with staff of ODOT Region 1 and Washington County, it is estimated that 30-45 trailblazer signs will be needed in each direction, for a total of 60-90 signs. Route proponents intend to collaborate with the road authorities and other interested parties in development of an overall sign plan for the route once the ODOT designation has been secured. While we have committed to meet costs for making and installing the trailblazer signs, we anticipate ultimately sharing the costs through partnerships, sponsorships and in-kind assistance.

Existing Signs for "Scenic Loop"

Before installation of the trailblazer signs, ODOT requires removal of the existing signs in Washington County for the "Scenic Loop." That loop, which shares many segments with the new Tour Route, originated in the 1980s with support of the Washington County Visitors Association. However, absent the planning required by the Byways Program to ensure the long-term success of tour routes, the loop is now defunct. Route proponents will continue public outreach to educate interested parties on the transition from the scenic loop to the Tour Route, and look forward to working with Washington County to have the scenic loop signs removed in the months ahead.











5.08 - ROUTE STEERING COMMITTEE

Introduction

Proponents of the Tour Route recognize ongoing leadership will be key to effective implementation of this plan and ultimately the route's success. A steering committee is envisioned as the vehicle for that leadership. The composition, organizational structure and mission of the committee are laid out here.



Steering Committee Origination

The Washington County Visitors Association (WCVA) is well positioned to lead on Tour Route implementation and is asked to create, organize and maintain the steering committee. WCVA, as noted earlier in this plan, is a non-profit organization charged with growing tourism in Washington County. Its operations are overseen by a board of directors drawn from leaders in various sectors, including lodging, recreation, arts, history, and travel. The Tour Route steering committee is envisioned as a subcommittee of that board of directors, and likely will have some overlapping membership. In the event WCVA is discontinued or opts to refocus its mission, its successor organization would be expected to assume responsibility for the steering committee.

It should be noted that a number of other organizations in Washington County were considered as the "parent" entity of the steering committee, including the Chambers of Commerce Partnership, the Wineries of Washington County, the Westside Economic Alliance, and the Washington County Coordinating Committee. Due to their varying areas of economic, geographic, or policy emphasis, none was seen to be as good a fit as the WCVA. That said, tour route proponents believe the partnership and involvement of those organizations is essential, as is reflected in the proposed steering committee membership categories laid our below.

Steering Committee Membership

Membership will be drawn from organizations in Washington County seen as having a stake in the purpose, operation and/or theme of the route. This composition is similar to that of the project advisory committee that developed this plan. One representative each from the following categories will be asked to serve on the steering committee:

- Oregon Department of Transportation
- Washington County Roads Division
- City or County Elected Official
- Chambers of Commerce/Business
- WCVA Board of Directors or Staff
- Wineries
- Agriculture or Nurseries
- Nature or Recreation
- History
- Utilities or Telecommunications Companies
- Public

Steering Committee Operation

After final approval of this plan, procedures will be developed to guide steering committee membership and operation. One element of the bylaws will identify the entity empowered to make appointments to the committee. At this time, the Washington County Board of Commissioners is envisioned as the appropriate entity to make appointments, given its countywide jurisdiction, its role as the road authority, its role in levying the county hotel tax that funds tourism promotion, and its existing capacity in oversight of about 25 other public advisory committees. Should the county be unwilling or unable to serve in that role, the WCVA board of directors will make appointments.

Steering committee terms will be three years in duration. The committee will meet quarterly to guide Tour Route implementation for at least the first three years after final approval by ODOT. Holding meetings once or twice yearly will be considered thereafter.

Steering committee decisions will be taken by majority vote, with half plus one of at least a quorum constituting a majority.







Numerous groups have a stake in the route's success, and for the best results, each should play a role in marketing.



Steering Committee Roles

The steering committee will be charged with the coordination, leadership, advocacy, monitoring, and evaluation necessary to ensure successful implementation of this plan. Specifically, this charge will include:

- Setting priorities and shaping a work plan based on the items laid out in the Corridor Management Plan.
- Engaging other agencies, businesses and the public to get their support and participation in projects and activities related to plan implementation.
- Shaping and approving grant applications in support of this plan, including for Tour Route enhancements and marketing.
- Gathering and assessing information on the outcomes of plan implementation efforts.
- Keeping the Corridor Management Plan current over time.

Keeping the Corridor Management Plan Current

An open and responsive process will be utilized to keep the Corridor Management Plan current over time. Primary to the process will be the leadership and input of the steering committee, which will review the plan for currency on an annual basis. Steering committee guidelines will require that the plan be updated no less often than every four years. On an ongoing basis, requests to revise a strategy or modify a project in the plan can come from the steering committee, or from any other person or organization. Such requests will be considered and voted on by the steering committee, and with approval will be reflected through addendums to the plan. Any addendums will be fully integrated into the plan at the time of the periodic updates.

5.09 - MARKETING STRATEGY

Introduction

Tour Route proponents see effective marketing as critical to enabling the route to reach its full potential. This, in turn, will help maximize the positive impacts the route can have in terms of business growth, community development, and protection of special qualities. The Marketing Strategy describes how the route will be marketed and publicized. It taps into existing activities where possible, reshapes some current partnerships to attain synergies, and in some cases identifies new efforts to be undertaken. The strategy recognizes that numerous groups have a stake in the route's success, and that for the best results, each should play a role in marketing.

Current Marketing Efforts

Visitorship to Washington County's wineries, farm stands, nurseries, natural areas, and scenic roadways is already promoted through a range of marketing efforts. These efforts provide a baseline from which to commence the Tour Route marketing activities identified below. Current efforts include:

- Ads for wine tourism placed by Travel Oregon and the Oregon Wine Board regionally and nationally.
- The Willamette Valley Wineries group, which represents many regional wineries and about a dozen Washington County wineries, hosts a Web site with information on wineries, events, lodging, and other activities around the valley.
- The Wineries of Washington County produce a brochure, advertise cooperatively, and conduct special events.
- Local efforts to generate wine visitors, such as the "Sip 47" events organized by the Forest Grove Chamber of Commerce.
- The WCVA Web site is a source of information on wineries, special events, recreation, and hospitality in Washington County.
- Each of the 12 cities and chambers of commerce in Washington County offers information on local events and activities via advertising and Web sites.
- A "Visitors Guide to Washington County" is published by the WCVA.
- The WCVA distributes print collateral specific to county wineries, and periodically runs targeted advertisements.
- Each fall, the Oregon Nursery Association promotes a "Tour de Plants," a self-guided driving tour of nurseries throughout the Portland region.
- The Tri-County Farms Cooperative offers a Web site and brochure providing information on regional farm stands and u-picks.
- Numerous farms in Washington County are promoted through a "farm and crop locator" tool available on the Web site of Washington State University's Small Farms Team.
- The Washington County Historical Society and Museum publishes a quarterly magazine, which informs of county history while promoting the museum and its programs.

Future Tour Route Marketing Efforts

The following are new marketing efforts planned for the Tour Route:

Overall Marketing Plan

The Tour Route steering committee will work with WCVA staff and other groups to develop an overall Marketing Plan for the route. The plan will address brand development and messaging; cooperative marketing and leveraging; product development; and prioritizing of efforts for best return on investment. Specific marketing activities and their timing will then be strategically guided by the plan.

County Winery Association, farmers markets, other Scenic Byways and Tour Routes, and the Oregon Bounty campaign.

Travel Oregon Partnership Opportunities

Tap into the marketing partnership opportunities provided by Travel Oregon. Several of these offerings seem to be a good match with the Tour Route, including the "trip ideas" page on **TravelOregon.com**; regional and niche cooperative marketing; the Oregon Bounty campaign and culinary travel programs; Travel Oregon Magazine; and the Travel Oregon Online Lead System.











Web page

A new Web page on the existing WCVA site will be economically developed for promoting the route and surrounding attractions. Possible features include:

- An interactive, roll-over map of the route and surrounding area providing location and contact information for wineries, museums, etc.
- Streaming video and/or pictures of the views and sights found along the route, making it a virtual 24/7 version of the route.
- Links to local features (wineries, farms, wetlands, parks, etc.); hospitality and service providers (hotels, restaurants, wine tours, bike rentals, etc.) and partner agencies (cities, chambers, other visitor associations).
- Information on side trips that can be taken.
- A "response page" for visitors to post photos and comments.

It is anticipated that costs for Web page operation can be offset by sponsorships, ads, and possibly an online store offering items consistent with the route's theme.

Cooperative Marketing

Coordinate and link with other groups and regions conducting similar or related marketing. Focus on building upon what is already being done so as to combine resources and minimize duplication of efforts. Strong partnership possibilities include the Willamette Valley Visitors Association, Yamhill

Maps

Visitor information maps of the Tour Route and surrounding areas will be produced and distributed. It is envisioned they will be the lower-cost, "tear-off" variety, and that they will be formatted with both core and flexible sections. The core will consist of the basic map, attraction and hospitality information, while the flexible section will allow for customization by sponsors like cities or businesses. The maps will be made available through existing distribution systems, which are extensive and involve numerous chambers and businesses, along with the WCVA. Costs for map production will be offset to the degree possible by ad sales.

Brochures

Brochures offering information on the Tour Route and surrounding areas will be produced and distributed. As with the maps, the brochures will be designed to readily allow sponsorship information to be added, and efforts will be made to utilize existing distribution systems. The brochures will be made available in State Welcome Centers, at sites along the route, and through online orders. For distribution of the ODOT Byways Guide, custom stickers displaying the route name and logo will be affixed to the cover to heighten awareness and identification.

Earned Media

The WCVA and other route partners will make efforts to generate news stories and thereby tap into earned media regionally, statewide, and even nationally. Opportunities will include the openings in Washington County of the Tualatin River National Wildlife Refuge Interpretive Center and Stubb Stewart State Park. Partnerships with those facilities will be explored through which to generate stories. Another approach will be making promotional copy and video footage available to Travel Oregon's Story and Media Bank.

Niche Marketing

Varying customized route itineraries will be promoted so as to best appeal to particular market niches like culinary tourists, birders, or history buffs.

Ongoing Tour Route Public Relations

The steering committee is advised to work with the WCVA to have budget resources committed by the agency to enable ongoing PR work for the Tour Route to be done by WCVA staff.

Target Existing and New Business Visitors

Advertising and promotion will be done to target a natural market for the Tour Route — those visiting the area on business or to attend conferences. The route will be positioned as a great way to fill open days or afternoons following morning meetings.

Promotional DVDs and Podcasts

Marketing of the Tour Route will be done via promotional DVDs and podcasts. The former can be ordered from the Website, while the latter can actually be downloaded. Production costs will be offset through sponsorships.

Short Range Radio Broadcasts

Delivery of Tour Route information and promotion through short-range radio broadcasts — like those used for travel or recreation information around state facilities — will be explored.

Ties to Vehicle Navigation Systems

Tour Route information and promotion could also be delivered to actual and potential visitors via in-vehicle navigation systems. Partnerships will be explored with navigation system providers, and related sponsorships will also be considered as a way to build awareness and interest.

Signs on 99W

The existing flow of visitors to wine country will be tapped into by placing tour route signage along Oregon Highway 99W, near the route's south end.

Seasonal Offerings

The Tour Route's ability to draw new interest and earn repeat visits will be maximized by constantly refreshing marketing with use of seasonal images and messages, posting a seasonal events calendar on the web page, and so forth.



Quarterly Email Newsletter

Similar to the existing model used by Travel Oregon, a quarterly promotional email newsletter will be distributed. Visitors to the Web page and others registering by phone will be able to add their email addresses to a database, and then receive the emails. Photos, stories, and information related to the route, along with notes on seasonal events and recipes, will be offered in this way.

Road Signage

The steering committee will explore the possibility of having the Tour Route's Web address (URL) displayed on route trailblazer signs.















wine-based tourism growing regionally

and nationally, the Tour Route is a

good fit for existing POVA efforts.

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Target Market

Proponents believe the route will be most successful as a tourism asset if marketing efforts are effectively targeted. Groups whose interests align

with the route's theme and qualities are more likely to find the route's offerings appealing, meaning marketing targeted at those groups is likely to have a better return on investment than broadly conducted marketing. The target market for route advertising and promotion is:

- Business travelers in Washington County and the Portland region
- Travelers headed to the coast on Highway 26 or Highway 99W
- Travelers headed to or through the Portland region on I-5
- Existing and new visitors to the region who are wine tourists
- Nature lovers, birders
- Empty nesters
- Groups of 30-somethings
- Recreation-oriented visitors to Stubb Stewart State
 Park and the Tillamook Forest Center

Coordination with Other Groups

Proponents believe that partnerships with other groups will help ensure the route is promoted as efficiently and effectively as possible. Examples include local chambers of commerce and regional visitors associations. Most of the cities in Washington County have a chamber of commerce. All 10 of these chambers are organized into an association for information sharing, capacity building, and coordinated promotion of local events and festivals. The chambers

have expressed support for the route, and many are interested in carrying out promotion that can be linked with their local businesses and other offerings. As this marketing strategy is

refined and implemented over the months ahead, the route steering committee will work closely with the chambers.

Washington County is part of a region that includes the Portland area. With Portland's role as a major destination for business and tourism visitors, the Portland Oregon Visitors Association (POVA) already partners throughout the region to expand offerings and direct visitors to attractions of interest. Designated POVA staff coordinates with local areas around the region, including Washington County. With interest in agri-tourism and wine-based tourism growing regionally and nationally, the Tour Route is a good fit for existing POVA efforts. POVA provided useful feedback on how the route can be marketed and expressed a willingness to distribute route information to prospective visitors. This could take the form of distributing printed maps and informational materials, as well as providing a link to the tour route web site. The route steering committee will work closely with POVA as this strategy is carried out to see that a strong partnership is established.

5.10 - FUNDING STRATEGY

Introduction

For the tour route to succeed as a tourism development asset, investments in enhancements, interpretation and marketing will be needed. This strategy identifies possible sources of funds for some of those investments. Included is the one required enhancement – route trailblazer signs – as well as other improvements identified as priorities. Also presented here is a summary of other possible funding sources for future enhancements and activities.



Priority Enhancements and Funding Sources

Item: 60-90 Tour Route trailblazer signs

- Estimated Cost: \$250/each to manufacture; \$150/each to install. Total cost is \$24,000 \$36,000.
- Funding Source: Washington County Visitors Association
- Funding Available By: March 2008

See Appendix 6.08 for a copy of a letter confirming local funds have been committed for route trailblazer signs.



Item: About 18 directional signs for wineries

- Estimated Cost: \$200/each to manufacture; \$100/each to install. Total cost is \$5,400.
- Possible Funding Sources: Wineries of Washington County, Travel Oregon grant program
- Funding Available By: Estimate is 2009



Item: About 20 directional signs for farm stands/u-picks

- Estimated Cost: \$200/each to manufacture; \$100/each to install. Total cost is \$6,000.
- Possible Funding Sources: Federal Byways grant program, Travel Oregon grant program
- Funding Available By: Estimate is 2010



Item: 4 information/interpretation kiosks at wineries

- Estimated Cost: \$8,000/each to design, construct, install. Total cost is \$32,000.
- Possible Funding Sources: Washington County Tourism Development grant program, Travel Oregon grant program
- Funding Available By: Estimate is 2009

Item: Turnout for Cascade Range views

- Estimated Cost: \$75,000-\$100,000 for design, engineering and construction
- Possible Funding Sources: Federal Byways grant program, ODOT grant program
- Funding Available By: Estimate is 2010

Item: Crop Labels in about 20 fields/orchards

- Estimated Cost: \$150/each to manufacture and install. Total cost is \$3,000.
- Possible Funding Sources: Washington County Tourism Development grant program, Travel Oregon grant program, Oregon Department of Agriculture grants, Washington County Farm Bureau
- Funding Available By: Estimate is 2009

Other Possible Sources of Funding

In the course of developing this plan, a number of possible funding sources for future route activities and enhancements have been identified. These sources are summarized below as a resource for the steering committee as this plan is implemented. This list is not exhaustive and serves only as a starting point in identifying needed resources.

Federal Byways Program

- **Purpose:** Construction of bike/ped facilities, rest areas, turnouts, highway shoulder improvements, overlooks, or interpretive facilities; Recreation improvement; Protection of scenic, historical, recreational, cultural, natural, and archaeological resources; Development and provision of tourist and interpretive info; Development and implementation of a marketing program.
- Funds: 300 projects funded in 2006 totaling \$25 million.
- **Process:** Competitive grants

ODOT Transportation Enhancement Program

- **Purpose:** Provides federal highway funds for projects that strengthen the cultural, aesthetic, or environmental value of transportation system. The funds are available in four areas: Pedestrian and Bicycle Projects; Historic Preservation related to surface transportation; Landscaping and Scenic Beautification; and Environmental Mitigation (highway runoff and wildlife protection only).
- Funds: About \$8 million available for 2008 2011.
- Process: Projects are selected through a competitive process. Funds provided through reimbursement, not grants. Participation requires matching funds from the project sponsor, at a minimum of 10%.
 Applications are accepted only from public agencies.

State Parks Recreational Trails Program

- **Purpose:** Build, enhance, restore recreational trails; Develop or rehab trailhead facilities; Acquire land and easements.
- Funds: About \$800,000 per biennium. Grants range from about \$18,000 \$100,000.
- Process: Competitive grants.

ODOT Bike and Ped Grant Program

- Purpose: Design and construction of pedestrian and bicycle facilities.
 Proposed facilities must be within public rights-of-way.
- Funds: \$5 million per biennium available.
- Process: Competitive grants are awarded by the Oregon Bicycle and Pedestrian Advisory Committee.

Washington County Tourism Development Program

- **Purpose:** Expand tourism by planning and research; advertising, publicizing and providing information; and marketing events and festivals.
- Funds: To be determined. Grants in the range of \$5,000 \$75,000?
- Process: To be determined. Some competitive grants for projects?

Other Possible Funding Sources

- Oregon Dept of Agriculture
- Travel Oregon / Regional Cooperative Marketing Program
- Oregon Wine Board
- Revenue to be generated by the route
- Sponsorship of kiosks







SECTION 6: APPENDICES

6.01 - APPENDIX 1 PROJECT OUTREACH AND STAKEHOLDER CONTACT LIST

Washington County Department of Land Use and Transportation

January 10, 2007

Dave Schamp, Operations and Maintenance Division Manager Tom Tushner, Principal Engineer

Owners of Various Businesses, Farms and Nurseries Along Route

January-March 2007

- Destin Larsen, Larsen Farm Nursery
- Terry Howell, Howell Tree Farms
- Bob Terry, Fisher Farms
- Hans Geerling, Holly Hill Tree Farm
- Anna Ostrander, Gales Creek Country Store
- Bill Carlson, Mountainside Lavender Farm

Washington County Citizen Participation Organization (CPO) Staff

January 2007

Linda Gray, Program Coordinator

Tualatin River Watershed Council

February 7, 2007

Chambers of Commerce Partnership of Washington County

February 20, 2007

CPO 10 - Laurel/Farmington/Scholls Area

February 15, 2007

Rural Roads Operations and Maintenance Advisory Committee of Washington County

February 15, 2007

Countywide Open House

February 26, 2007

Washington County Farm Bureau

February 27, 2007

ODOT Region 1

March 5, 2007

Allan MacDonald, Metro West Area Manager Sue Dagnese, Traffic Manager

CPO 8 – North Plains / Helvetia / Mountaindale Area

March 13, 2007

Sherwood Leaders

April 5, 2007

Holli Robinson,

Sherwood Chamber of Commerce Director Ross Schultz, Sherwood City Manager

ODOT Transportation Safety Division

April 10, 2007

Gretchen McKenzie,

Impaired Driving Program Manager

ODOT Region 1 - District 2A

April 13, 2007

Sam Hunaidi, Assistant District Manager

Portland Oregon Visitors Association

April 13, 2007

Greg Eckhart, Domestic Tourism Manager



WASHINGTON COUNTY

OREGON

May 22, 2007

Pat Moran, Chairman Oregon Scenic Byways Advisory Committee 355 Capitol St. NE, Room 222 Salem, OR 97301

RE: Support for Scenic Tour Route in Washington County

Dear Mr. Moran:

I want to state Washington County support for the proposed Vineyard and Valley Scenic Tour Route and the related Corridor Management Plan. As you're aware, the route passes through rural unincorporated portions of Washington County. As such, the county is the primary local land use planning authority and road authority in the area of the tour route corridor. Upon request of route proponents – led by the Convention and Visitors Bureau of Washington County – the county has reviewed the route and management plan in terms of their fit with current and expected land uses and roadway operations. A short section of gravel road (Eggers Road) is included in the proposed route and the County's Rural Road Operations and Maintenance Committee has recommended that this section be upgraded to a hard surface. It is our expectation that the hard surfacing would be funded by the route proponents and the work complete before full implementation of the route.

Our conclusion is that the route is consistent with land use plans and compatible with current and future roadway operations. Washington County's comprehensive plan designates virtually the entire tour route corridor as "Exclusive Farm Use," meaning that farm and forest uses, including wine production, predominate. With agriculture and winemaking as themes, the route seems likely to support and reinforce these uses. In terms of road safety and traffic flow, the route seems to have little or no negative impact and is compatible with existing road conditions and future improvements. We note favorably that route proponents intend to discourage vehicles such as motor coaches, which are too large for certain segments of the route, and to emphasize safe and courteous driving around farm equipment, which is common along the corridor.

Washington County welcomes the stated intent of proponents to establish an ongoing steering committee, coordinate closely with the county and ODOT Region 1 on traffic and safety issues, and participate in the Adopt-A-Road program. Use of existing assets like our roads, natural areas, historic sites, and scenic views seems a sensible approach to tourism development. We anticipate effective partnership and coordination on the part of proponents, including in development of a sign plan, to help ensure the tour route remains a compatible and positive addition.

Sincerely.

Tom Brian, Chairman

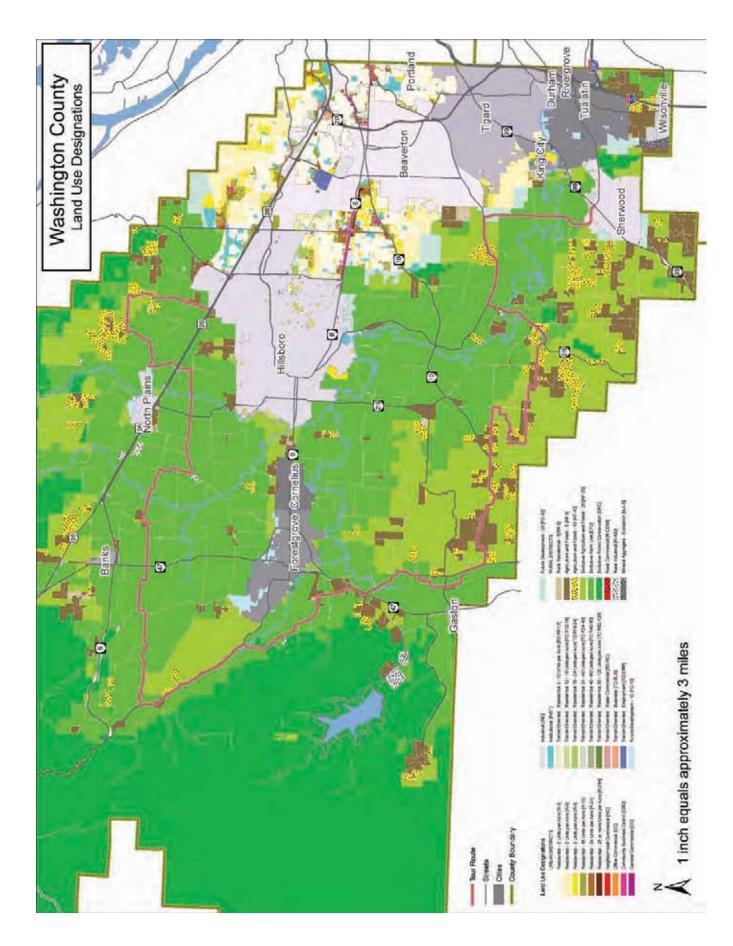
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C: Board of County Commissioners

Board of County Commissioners

155 North First Avenue, Suite 300, MS 22, Hillsboro, OR 97124-3072 phone: (503) 846-8681 • fax: (503) 846-4545

6.03 - APPENDIX 3 MAP OF LAND USE DESIGNATIONS IN TOUR ROUTE CORRIDOR





Department of Transportation Region 1 Traffic Section

123 NW Flanders Street Portland, Oregon 97209 Phone (503) 731-3427 Fax (503) 731-8259

4/12/2007

Gerald J. Kubiak 2914 NE Knott Street Portland, Oregon 97212

File Code: WCTR-001

Subject: Proposed State Scenic Tour Route (Washington County)

Dear Gerald.

Thank you for your signing proposal "State Scenic Tour Route of Wine Country". According to the proposed tour route plan, new tour route signs would be installed on conventional roads and highways owned by Washington County and the Oregon Department of Transportation (ODOT). At this time Region 1 Traffic has accepted the tour route sign plan proposal. Please note that the signage will be required to meet ODOT standards on all state owned highways according to ODOT's Sign Policy & Guidelines for the State Highway System and the Manual on Uniform Traffic Control Devices 2003 edition. Under the Scenic Byway Program, ODOT will pay for the production and installation of the signs that are located within the state owned right of way. Upon Installation, the responsibility for sign maintenance and replacement will be given to ODOT Region 1&2.

The tour route sign plan provided was also reviewed for safety. While the tour route along ODOT highways does not exhibit a notably high crash rate, ODOT is concerned with the message illustrated to the motorist promoting drinking & driving. It is recommended that the tour route promote the "Don't Drink and Drive" slogan and provide a toll free "800" number for motorists to call when unfit to drive.

Additionally, we have determined a preliminary layout for the sign installations on ODOT owned highways.

- Sunset Hwy #47 (US 26) @ Helvetia Rd. Interchange; Install 2 directional route signs with one at the EB and one at the WB off ramp intersection with Helvetia Rd. Also, install 2 route through signs on Helvetia Rd. with one for NB and SB.
- Sunset Hwy #47 (US 26) @ Jackson School Rd.; Install 2 route through signs NB and SB on Jackson School Rd.
- Tualatin Valley Hwy #29 (OR 47) MP 21.61 to MP 22.31; Install 1 SB left directional tour route sign. Install 1 NB left direction tour route sign.
- Hillsboro Silverton Hwy #140 (OR 210) MP 10.88 to MP 10.05; Install 1 SB right direction tour route sign. Install 1 NB through tour route sign 500' in advance of the intersection of OR 210 and OR 219.
- Pacific Hwy West Hwy # 1W (OR 99W) MP 15.00 @ Tualatin Sherwood Rd.; Install 1 SB right direction tour route sign 500' advance of intersection. Install 1 NB left direction tour route sign 500' advance of intersection.
- Additional Regulatory (black on white) signs stating "Don't Drink & Drive" should be installed at various locations along the tour route.

The preliminary installation details should serve as a guide for the review process. Upon approval of the proposed "State Scenic Wine Country Tour Route" Region 1 Traffic will further evaluate the signing plan and work with Washington County and other local jurisdictions to provide a comprehensive signing plan.

In the future please feel free to contact Robert Hopewell at (503) 731-8210 or give me a call if you have any further questions relating to the above.

AU 10

Sue D'Agnese
Region 1 Traffic Manager

cc: Robert Hopewell, Region 1 Traffic Pat Moran, ODOT Scenic Byways

6.05 - APPENDIX 5 WASHINGTON COUNTY OUTDOOR-ADVERTISING CONTROL REGULATION

ARTICLE IV: DEVELOPMENT STANDARDS IV-93

414 SIGNS

The following sign regulations shall apply to all uses as indicated.

414-1 Residential Districts

414-1.1 Scope:

This Section (414-1) shall apply to all Residential Districts.

414-1.2 Size:

- A. One sign not exceeding two (2) square feet in area shall be permitted per dwelling unit. For attached dwellings exceeding three (3) units, one (1) or more additional signs not exceeding a total of twelve (12) square feet in area shall be permitted per structure.
- B. For Residential Developments (including subdivision identification) the maximum size and number of signs shall be controlled according to the following:
- (1) Residential developments four (4) acres or less in area may have a sign or signs with a total area of no more than thirty-two (32) square feet.
- (2) Residential developments over four (4) acres but less than forty (40) acres in area may have a sign or signs identifying the project which have a total area of no more than forty-eight (48) square feet.
- (3) Residential developments of forty (40) acres or more in area may have a sign or signs identifying the project with a total area of no more than onehundred- two (102) square feet.

414-1.3 Location:

Permitted signs may be anywhere on the premises, except in a required side yard or within ten (10) feet of a street right-of-way.

414-1.4 Height:

The following maximum heights shall apply to signs:

- A. If ground-mounted, the top shall not be over four (4) feet above the ground;
- B. If building mounted, shall be flush mounted and shall not project above the roof line; and
- C. If freestanding, shall not exceed twenty (20) feet in height.

414-1.5 Content:

The sign shall not be for commercial purposes, except for those uses permitted in Section 430-63.

414-1.6 Illumination:

Illumination if used shall not be blinking, fluctuating or moving.

Light rays shall shine only upon the sign and upon the property within the premises.

414-2 Commercial and Institutional Districts

414-2.1 Scope:

This Section shall apply to all Commercial Districts and the Institutional District.

414-2.2 Size:

For each lot or parcel signing at the listed size may be allowed:

A. Neighborhood Commercial (NC), Office Commercial (OC) and Institutional District (INS) signs shall not exceed thirty-five (35) square feet.

B. Community Business District (CBD), General Commercial District (GC) and Rural Commercial District (R-COM) signs shall not exceed the following area requirements:

Traffic Speed Allowed (mph)	Number of Traffic Lanes	Maximum Area Per Face (sq.ft.)
30 or less	3 or less	
35 and over	3 or less	
30 or less		
35 and over		

- C. Two (2) or more lots or parcels having a combined linear frontage of eighty-five (85) feet may combine their sign areas allowed by Section 414-2.2 B. for the purpose of providing one common free-standing or ground-mounted sign. The sign shall not exceed one hundred fifty (150) square feet.
- D. Corner Lots: Where a lot fronts on more than one street, only the square footage computed for each street frontage shall face that street frontage.
- E. In addition to all other sign standards, incidental signs are governed by the following:

Maximum Sign Area	Street Front
20 sq. ft	
25 sq. ft	86 - 90 ft.
30 sq. ft	
35 sq. ft	100 ft. or more

F. Commercial Center:

Signs used for Commercial Center and individual tenant identification shall be allowed as follows:

- (1) Only one (1) sign of one-hundred-fifty (150) square feet shall be permitted for centers less than five (5) acres and greater than one (1) acre.
- (2) A maximum of two (2) signs of four-hundred (400) square feet shall be permitted for complexes for five (5) to fifty (50) acres.
- (3) A maximum of three (3) signs of four-hundred (400) square feet shall be permitted for complexes of more than fifty (50) acres.
- (4) Individual businesses are allowed a face building mounted sign for identification pursuant to Section 414-2.2 A. and B.

G.Outdoor Advertising Signs:

Outdoor advertising signs, excluding bench signs (see Section 414-5.2) shall be permitted only in the General Commercial (GC) District. Such signs shall not exceed three-hundred (300) square feet per face, nor shall the face exceed a length of twenty-five (25) feet or a height, excluding foundation and supports, of twelve (12) feet. In determining these limitations, the following shall apply:

(1) Minimum spacing shall be as follows:

Type of Highway	Minimum space from	Minimum space between signs
	Interchange (in feet)	on same side of Highway (in feet)
Interstate Hwy	500	
Limited Access (Freeway)	1,000
Other Roads	None	

- 2) For the purpose of applying the spacing requirements of Section (1) above, the following shall apply:
 - (a) Distances shall be measured parallel to the centerline of the highway;
 - (b) A back-to-back, double-faced or V-type sign shall be considered as one sign.

6.05 - APPENDIX 5 WASHINGTON COUNTY OUTDOOR-ADVERTISING CONTROL REGULATION

414-2 Commercial and Institutional Districts continued...

414-2.3 Location:

- A. Flat Wall Signs may be located on any wall of the building.
- B. Freestanding Signs must have a minimum clearance of eight (8) feet six (6) inches above a sidewalk and fifteen (15) feet above driveways or alleys.
- C. One Freestanding or Ground-Mounted sign per lot or parcel except as provided in Section 414-1.2 B. and 414-2.2 F. may be located anywhere on the premises except as follows:
- (1) A ground-mounted sign shall not be located in a required side yard, rear yard or within five (5) feet of a street right-of-way.
- (2) A freestanding sign shall not be located in a required side or rear yard. A freestanding sign may project up to the street right-of-way provided there is a minimum ground clearance of eight (8) feet six (6) inches.
- D. Marquee Signs or signs located on or attached to marquees must have a minimum clearance of not less than eight (8) feet six (6) inches (8' 6"). The maximum vertical dimension of signs shall be determined as follows:

Height above Grade	Vertical Dimension
8' 6" up to 10'	.2' 6" high
10' up to 12'	.3' high
12' up to 14'	.3' 6" high
14' up to 16'	.4' high
16' and over	.4' 6" high

- E. Wall signs shall not extend above the top of a parapet wall or a roofline at the wall, whichever is higher.
- F. Permitted outdoor advertising signs may be allowed anywhere on the premises except in a required side yard, rear yard or within twenty (20) feet of a street right-of-way.

414-2.4 Height:

- A. Ground-mounted signs shall not exceed four (4) feet in height from ground level.
- B. Freestanding signs shall not exceed twenty-eight (28) feet in height from ground level.
- C. Outdoor advertising signs shall not exceed thirty-five (35) feet in height from ground level.

414-2.5 Content:

- A. Any of the signs pursuant to this Section (414-2) may be changeable copy signs.
- B. The primary identification sign for each firm shall contain its street number.

The street number shall be clearly visible from the street right-of-way.

414-3 Industrial

414-3.1 Scope:

This Section shall apply to the Industrial District.

414-3.2 Number and Size:

- A. One (1) identification sign for each street frontage, each with a maximum area of five (5) percent of the total square footage of the face of the building facing that street frontage shall be permitted.
- B. One freestanding or ground-mounted identification sign not exceeding fifty (50) square feet per lot or parcel.
- C. Industrial Park identification signing shall be controlled according to the following:
- (1) A maximum of two (2) signs of three-hundred (300) square feet per face shall be permitted for industrial parks or complexes of less than ten (10) acres;
- (2) A maximum of three (3) signs of four-hundred (400) square feet shall be permitted for complexes of ten (10) acres or more. More than three (3) signs may be approved through a Type I procedure, provided the total sign area does not exceed twelve-hundred (1,200) square feet.

414-3.3 Location:

Shall be as provided in Section 414-2.3.

414-3.4 Content:

Shall be as provided in Section 414-2.5.

414-3.5 Illumination:

Shall be as provided in Section 414-6.

414-4 Agriculture and Forestry Signs

414-4.1 Scope:

This Section shall apply to the agricultural and forestry areas outside the Urban Growth Boundaries.

414-4.2 Size:

A maximum area of thirty-two (32) square feet per sign.

414-4.3 Location:

Signs shall be at least five (5) feet from a right-of-way, and shall be at least twentyfive (25) feet from an adjacent lot.

414-4.4 Illumination:

As provided in Section 414-6.

414-4.5 Maximum number of signs:

Acreage	No. of Signs
0 - 20	2
21 - 40	3
41 - 60	4
61 & over	5

414-5 Exemptions and Supplemental Criteria

The following signs are exempted from development permit requirement and from the standards set forth above.

414-5.1 Temporary Signs:

The following temporary signs are permitted subject to the standards of Section 414-5.1 F:

- A. Construction Signs;
- B. Real Estate Signs;
- C. Temporary Land Development Project Signs pertaining to the sale, lease, rent or development
- of a subdivision, shopping center, industrial park or similar land parcel;
- D. Political campaign signs; and
- E. Farm or Forest product signs.
- F. Temporary signs listed in A through E above shall meet the following standards:
- (1) Shall not exceed sixteen (16) square feet in area;
- (2) Shall be located on private property, not within any dedicated right-of-way; and
- (3) Shall be removed within fourteen (14) days after the election, sale, rental, lease or conclusion of event.

414-5.2 Bench Signs:

On-premises and off-premises advertising on street benches provided:

- A. The benches shall not be higher than four (4) feet above ground;
- B. The advertising is limited to fourteen (14) square feet in area;
- C. The benches are not located closer than five (5) feet to any street right-of-way line;
- D. Benches are located in a manner not to obstruct vision;
- E. The advertising shall be included as part of the total permitted sign area of the premise on which it is located.

414-5.3 Directory Signs are permitted when the maximum total area does

not exceed one hundred (100) square feet. Directory signs shall not front on any public street.

414-5.4 Farm Signs:

Names of occupants and other identification, painted or otherwise made a part of a surface or roof of a barn or other accessory building provided said identification sign is not for advertising purposes.

414-5.5 Flag:

A United States flag up to fifty (50) square feet in area.

414-5.6 Household Goods Sales:

- A. Signs may not exceed a total area of four (4) square feet;
- B. Shall be erected only during daylight hours;
- C. Shall be removed within forty-eight (48) hours after erecting; and
- D. Shall not be located in a manner which would cause a public safety hazard.

414-5.7 Integral Signs

6.05 - APPENDIX 5 WASHINGTON COUNTY OUTDOOR-ADVERTISING CONTROL REGULATION

414-5.8 Private Traffic Direction:

Signs directing traffic movement onto a premise or within a premise, not to exceed three (3) square feet in area for each sign. Illumination of these signs shall be in accordance with Section 414-6. Horizontal directional signs flush with paved areas are exempt from these standards.

414-5.9 Safety Signs:

Danger signs, trespassing signs, warning signs, traffic signs, memorial plaques, signs of historical interest, holiday signs, public and service information signs such as rest rooms, mailbox identification, newspaper container identification.

414-5.10 Street Banners for Public Events (Temporary)

414-5.4 Farm Signs:

Names of occupants and other identification, painted or otherwise made a part of a surface or roof of a barn or other accessory building provided said identification sign is not for advertising purposes.

414-5.5 Flag:

A United States flag up to fifty (50) square feet in area.

414-5.6 Household Goods Sales:

- A. Signs may not exceed a total area of four (4) square feet;
- B. Shall be erected only during daylight hours;
- C. Shall be removed within forty-eight (48) hours after erecting; and
- D. Shall not be located in a manner which would cause a public safety hazard.

414-5.7 Integral Signs

414-5.8 Private Traffic Direction:

Signs directing traffic movement onto a premise or within a premise, not to exceed three (3) square feet in area for each sign. Illumination of these signs shall be in accordance with Section 414-6. Horizontal directional signs flush with paved areas are exempt from these standards.

414-5.9 Safety Signs:

Danger signs, trespassing signs, warning signs, traffic signs, memorial plaques, signs of historical interest, holiday signs, public and service information signs such as rest rooms, mailbox identification, newspaper container identification.

414-5.10 Street Banners for Public Events (Temporary)

414-6 Illumination

No sign shall be erected or maintained which, by use of lights or illumination, creates a distracting or hazardous condition to a motorist, pedestrian or the general public. In addition:

- **414-6.1** No exposed reflective type bulb, par spot or incandescent lamp, which exceeds twenty-five (25) Watts, shall be exposed to direct view from a public street or highway, but may be used for indirect light illumination of the display surface of a sign.
- 414-6.2 When neon tubing is employed on the exterior or interior of a sign, the capacity of such tubing shall not exceed three-hundred (300) milliamperes rating for white tubing or one-hundred (100) milliamperes rating for any colored tubing.
- 414-6.3 When fluorescent tubes are used for the interior illumination of a sign, such illumination shall not exceed:

A. Within Residential districts:

Illumination equivalent to four-hundred-twenty-five (425) milliamperes rating tubing behind a Plexiglas face with tubes spaced at least seven inches, center to center.

B. Within land use districts other than Residential:

Illumination equivalent to eight-hundred (800) milliampere rating tubing behind a Plexiglas face spaced at least nine (9) inches, center to center.

414-7 Prohibited Signs

Signs or lights which:

414-7.1

Are of a size, location, movement, content, coloring, or manner of illumination which may be confused with or construed as a traffic control device or which hide from view any traffic or street sign or signal;

414-72

Contain or consist of banners, posters, pennants, ribbons, streamers, strings of light bulbs, spinners, or other similarly moving devices or signs which may move or swing as a result of wind pressure.

These devices when not part of any sign are similarly prohibited, unless they are permitted specifically by other legislation;

414-73

Have blinking, flashing or fluttering lights or other illuminating devices which exhibit movement;

414-7.4

Are roof signs except as allowed in Section 414-5.4;

414-7.5

Are freeway-oriented signs;

414-76

Are portable signs; and

414-77

Contain obscene material or language as defined by Oregon Revised Statutes.

414-8 Procedures

Applications for a sign permit shall be processed through a Type I procedure.

414-9 Nonconformity and Modification

Except as provided in Section 414-9.2 of this Chapter, signs in existence on the date of adoption of this Code, which do not conform to the provisions of this Code, but which were in compliance with the applicable regulations at the time they were constructed, erected, affixed or maintained shall be regarded as nonconforming.

414-9.1

For the purpose of amortization, these signs may be continued from the effective date of this Code for a period not to exceed ten (10) years.

414-9.2

Signs which were nonconforming to the prior Ordinance and which do not conform to this Code shall be removed on or before November 6, 1983, as was provided for purposes of amortization in Article II of the former Community Development Ordinance.

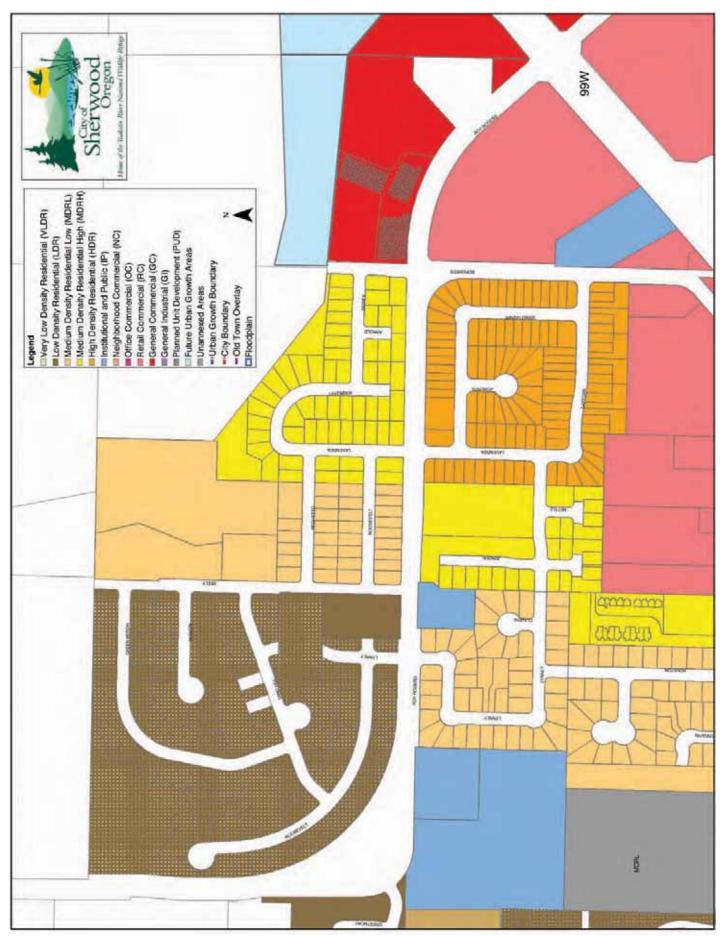
414-9.3

Nonconforming outdoor advertising signs under the provisions of Section 414-9 in conformance with ORS Chapter 377 shall not be considered to be nonconforming signs requiring removal. This provision applies to signs on all highways. Removal of such outdoor advertising signs shall be only as provided by Oregon Revised Statutes.

414-10 Compliance

Any sign which is altered, relocated, replaced or changed for the purpose of identifying a new or existing business on the site shall be brought immediately into compliance with all provisions of this Code.

6.06 - APPENDIX 6 DETAILED MAP OF SHERWOOD ZONING ALONG ROY ROGERS ROAD



5.700 Signs

5.701 Generally

5.701.01 Sign Permits

A. Except as otherwise provided in Section 5.701, 5.704, 5.705, 5.706 and 5.707, no person shall construct, install, structurally alter or relocate any sign without first obtaining an administrative sign permit from the City as required by Section 3.200 and making payment of the fee required by Section 3.301. In addition, all permitted illuminated signs shall be subject to the provisions of the State Electrical Code and any applicable permit fees. (Ord. 2005-002 § 5; 2002-1132)

5.701.02 Sign Application

Application for a sign permit shall be made upon forms provided by the City and shall include the following information:

- A. Name, address and telephone number of the applicant. Name, address, telephone number and signature of the landowner.
- B. Location of the building structure or lot to which or upon which the sign is to be attached or erected.
- C. A scaled drawing showing sign design including colors, dimensions, sign size, height above ground, method of attachment, construction and materials, type, source and intensity of illumination and the relationship to any building to which the sign will be attached.
- D. A plot plan drawn to scale indicating the location of all buildings, property lines, existing signs, street lights, easements, and overhead power lines on the same premises.
- E. Name, address and telephone number of the person or firm who will erect, construct and maintain the sign. (Ord. 2004-006 § 3; 86-851)

5.701.03 Exceptions

The following signs shall not require a sign permit but shall conform to all other applicable provisions of Section 5.700:

- A. Traffic signs installed per the Manual of Uniform Traffic Control Devices and other federal, state and local traffic sign regulations.
- B. Nameplates not exceeding one (1) square foot in area.
- C. Messages on a legally erected, painted or printed advertising sign, theater marquee or similar sign specifically designed for the use of replaceable copy.
- D. On-site painting, repainting, cleaning and normal maintenance and repair of a sign.
- E. Memorial signs or tablets, names of buildings and date of erection when cut into any masonry surface or when constructed of bronze or other noncombustible materials.
- F. A construction site sign denoting an architect, engineer, contractor, subdivision or development, not exceeding thirty-two (32) square feet in area, provided that such sign is removed within thirty (30) days from date of issuance of the final occupancy permit or within two (2) years, whichever is less.
- G. Portable/Temporary Signs allowed per Sections 5.704, 5.705, 5.706, and 5.707.
- H. Public utility signs and other signs required by law.
- 1. Signs on private property 3 square feet or less per sign face and under 3 feet tall when freestanding and installed to be readable on private property. (Ord. 2002-1132 § 3; 86-851)

5.701.04 Violations

The City shall order the removal of any sign erected or maintained in violation of the provisions of Section 5.700. The City shall give ninety (90) days written notice to the owner of the sign or, if the owner of the sign cannot be notified, to the owner of the building, structure or premises on which such sign is located, to remove the sign or to bring it into compliance. After ninety (90) days the City may remove such sign at cost to the owner of the building, structure or premises. All costs incurred by the City will be a lien against the land or premises on which the sign is located and may be collected or foreclosed in the same manner as similar liens. (Ord. 86-851 § 3)

5.701.05 Nonconforming Signs

Signs which do not conform to the provisions of Section 5.700 shall be regarded as non-conforming signs and shall be brought into compliance with this Code's standards. Any nonconforming sign in existence as of the effective date of Ordinance 2005-002, shall be brought into compliance within five (5) years of the effective date of Ordinance 2005-002. Any nonconforming sign erected after the effective date of Ordinance 2005-002, shall be brought into compliance within five years of the issuance of a building permit to construct the sign. Any nonconforming sign not brought into compliance within five years shall be removed at the expense of its owner or the owner of the property upon which it is located. Any nonconforming sign which is structurally altered, relocated or replaced shall immediately be brought into compliance. Permanent residential development, public and church signs are exempt from this section. (Ord. 2005-002 § 5; 2004-006)

5.701.06 Abandoned Signs

Any person who owns or leases a sign shall remove the sign and sign structure when the business advertised is discontinued or moves. The City shall give the owner of the building, structure or premises upon which an abandoned sign is located ninety (90) days written notice for removal of the sign. After ninety (90) days the City may remove such sign at cost to the owner of the building, structure or premises. All costs incurred by the City may be a lien against the land or premises on which such sign is located and may be collected or foreclosed in the same manner as similar liens. (Ord. 86-851 § 3)

5.701.07 Additional Setbacks

Where the supporting member of any sign is permanently erected or affixed to the ground within a setback area established pursuant to Section 2.302, no permit shall be issued for such sign until the owner(s) of the sign and premises upon which the sign will be erected, enter into a written agreement with the City providing the supporting member within ninety (90) days of written notice by the City. The agreement shall further provide that after ninety (90) days the City may remove such sign at the expense of the owner(s). All costs incurred by the City may be a lien against such land or premises and may be collected or foreclosed in the same manner as similar liens. (Ord. 86-851 § 3)

5.701.08 Construction and Maintenance

Except as otherwise provided in this Code, the construction of all signs or sign structures shall conform to applicable provisions of the Uniform Building Code. All signs, supports, braces, guys and anchors and sign sites shall be kept in good repair and maintained in a clean, safe condition. (Ord. 86-851 § 3)

5.701.09 Definitions

- **A. Off-Premise Sign:** A sign placed at a location other than on the lot or property where the business or event being advertised or otherwise promoted is located.
- **B. Sign Face Area:** The area of the sign shall be measured as follows if the sign is composed of one or more individual cabinets or sides:
 - 1. The area around and enclosing the perimeter of each cabinet, sign face or module shall be summed and then totaled to determine total area. The perimeter of measurable area shall include all written advertising copy, symbols or logos.
 - 2. If the sign is composed of more than two sign cabinets, sign facia or modules, the area enclosing the entire perimeter of all cabinets and/or modules within a single, continuous geometric figure shall be the area of the sign.
- **C. Single Business Site:** Any lot, or combination of lots legally bound together by a deed restriction, restrictive covenant or any other recorded document, having a single legally permitted business on the site.
- **D. Commercial Center:** Any lot, or combination of lots legally bound together by a deed restriction, restrictive covenant or other recorded document, having at least two (2) but no more than three (3) legally permitted businesses on the site.
- **E. Commercial Plaza:** Any lot, or combination of lots legally bound together by a deed restriction, restrictive covenant or other recorded document, having four (4) or more legally permitted businesses on the site. Any legally permitted off-premise sign on the site must comply with the provisions of section 5.700.

F. Free-Standing Signs:

- 1. Monument Sign: A sign constructed so that it is erected on grade or set into a hillside. If the monument sign is supported by poles, the sign shall extend to cover the support poles to within four (4) inches of the grade. Each free-standing monument sign shall have no more than two (2) faces.
- 2. Column Sign: A sign supported by two square columns covered by wood, brick, metal or stone with a minimum width of twentyfour (24) inches and a maximum width of thirty-six (36) inches. The columns must

extend uninterrupted from grade level to the base of the sign face.

- **G. Pole Sign:** A free-standing sign mounted on one (1) vertical support.
- **H. Wall Sign:** A sign attached to, erected against or painted on a wall of a building.
- **I. Permanent Residential Development Sign:** Any sign erected in association with a single-family attached, single-family detached, duplex or townhome subdivision or Planned Unit Development (PUD). (Ord. 2005-002 § 5; 2004-006)
- **J. Roof Signs**: Signs Erected In Or Directly Above A Roof Or Parapet Of A Building Or Structure. (Ord. 2004-006 § 3)

5.702 Prohibited Signs

5.702.01 Unsafe or Unmaintained Signs

All signs and sign structures must be constructed, erected and maintained to withstand the wind, seismic and other loads as specified in the Uniform Building Code. No sign shall be constructed, erected or maintained in violation of the maintenance provisions of Section 5.700. (Ord. 86-851 § 3)

5.702.02 Signs on Streets

No sign shall substantially obstruct free and clear vision along streets or by reason of the position, shape or color, may interfere with, obstruct the view of, or be confused with any authorized traffic signal or device. No sign shall use the words "stop", "look", "danger", or any other similar word, phrase, symbol or character that interferes with or misleads motorists, pedestrians or bicyclists. (Ord. 86-851§ 3)

5.702.03 Obstructing Signs

No sign or sign structure shall be located or constructed so that it obstructs access to any fire escape, exit doorway or other means of egress from a building. No sign or supporting structure shall cover, wholly or partially, any window or doorway in any manner that will substantially limit access to the building in case of fire. (Ord. 86-851 § 3)

5.702.04 Rotating or Revolving Signs

Rotating or revolving signs are prohibited. (Ord. 86-851 § 3)

5.702.05 Illuminated Signs

Flashing signs, exposed reflective type bulbs, strobe lights, rotary beacons, par spots, zip lights and similar devices are prohibited. No exposed incandescent lamp which exceeds twenty-five (25) watts shall be used on the exterior surface of any sign so as to expose the face of such bulb or lamp to a public street. All permitted signs shall bear an approved Underwriters Laboratory label. (Ord. 86-851 § 3)

5.702.06 Changing Image Signs

Any sign that through the use of moving structural elements, flashing or sequential lights, lighting elements, or other automated method, resulting in movement, the appearance of movement or change of sign image or message are prohibited. Changing image signs do not include otherwise static signs where illumination is turned off and back on at a maximum of once every 30 seconds and such change does not involve movement, flashing or changes in intensity of lighting. (Ord. 2003-1153 § 1)

5.702.07 Pole Signs (Ord. 2004-006 § 3)

5.702.08 Signs on Vacant Land

Any sign on unimproved property, unless allowed as a temporary sign under Sections 5.704, 5.705, 5.706, 5.707 shall be prohibited. (Ord. 2004-006 § 3)

5.702.09 Permanent Residential Development Signs

(Ord. 2005-002§5; 2004-006) 5.702.10 Roof Signs (Ord. 2004-006 § 3)

5.703 Sign Regulations By Zone

5.703.01 Residential Zones

No sign requiring a permit shall be allowed in residential zones except for the following:

A. Public/Semi-Public Uses

For churches, schools and other public uses located within a residential or institutional public zone:

- 1. One (1) wall sign not exceeding thirty-six (36) square feet shall be permitted on a maximum of two (2) building elevations. Wall signs must be attached flat against the building face.
- 2. One (1) free-standing sign per street frontage not exceeding thirtysix 36) square feet per sign face shall be permitted. A minimum setback of fifteen (15) feet from property lines adjacent to public streets is required. The maximum height of any portion of a freestanding sign shall be limited to eight (8) feet from ground level at its base.

B. Multi-Family Development Signs

One (1) non-illuminated free-standing monument sign per street frontage not exceeding thirty-six (36) square feet per sign face shall be permitted. The maximum height of any portion of a free-standing sign shall be limited to five (5) feet from ground level at its base. (Ord. 2005-002 § 5; 2004-006)

C. Non-Residential Signs

One (1) monument sign not more than sixteen (16) square feet in area identifying a permitted use in a residential zone shall be allowed. (Ord. 2005-002 § 5; 2004-006; 2002-1132)

D. Temporary/Portable Signs

The requirements of Sections 5.704, 5.705, 5.706 and 5.707 shall apply. (Ord. 2004-006 § 3)

5.703.02 Commercial Zones

No sign requiring a sign permit shall be allowed in commercial zones except for the following:

A. Free-Standing Signs

- 1. Number Permitted: One (1) multi-faced, free-standing sign designating the principal goods or services available on the premises shall be permitted. Where the total street frontage exceeds three-hundred (300) feet in length, one (1) additional freestanding sign is permitted. No more than one (1) free-standing sign per street frontage shall be permitted. Where two (2) or more signs are allowed, each sign shall be oriented to face a different direction or street frontage. Any off-premise free-standing sign legally located on a single business site shall be considered the sole free-standing sign allowed on the site and shall comply with the provisions of Section 5.700.
- 2. Height Limit: The maximum sign height shall not exceed the following:

Single Business Site 25 feet

Commercial Center 30 feet

Commercial Plaza 35 feet

The height of the sign shall be measured from the average grade of the building footprint located on site to the highest point of the sign. For sites with more than one (1) building, the average grade of the building closest to the location of the sign shall be used.

3. Clearance: Signs are prohibited over a driveway or parking area.

4. Area

- **a. Single Business Site:** The maximum sign face area for a single business site shall be no more than one-hundred fifty (150) square feet. The total for all free-standing sign faces shall not exceed three-hundred (300) square feet.
- **b. Commercial Center:** The maximum sign face area for a commercial center sign shall be no more than two-hundred (200) square feet. The total for all free-standing sign faces shall not exceed four-hundred (400) square feet.
- **c. Commercial Plaza:** The maximum sign face area for a commercial plaza sign shall be no more than three-hundred (300) square feet. The total for all free-standing sign faces shall not exceed six-hundred (600) square feet.
- **d. Maximum sign face area** on any sign for any one (1) legally permitted business shall not exceed one-hundred fifty (150) square feet.
- **5. Location:** No free-standing sign or any portion of any free-standing sign shall be located within a public right-of-way. Free-standing signs must comply with the Clear Vision Area requirements of Section 2.301.
- **6. Off-Premise Signs:** Sign area will be calculated as part of the permitting business's total square footage requirements as described in Section 5.703.02(A)(4). Any off-premise freestanding sign legally located on a single business site shall be considered the sole free-standing sign allowed on the site and shall comply with the provisions of Section 5.700.

All off-premise signs oriented to be viewed from State Highway 99W shall be subject to the standards and requirements of the Oregon Administrative Rules and Oregon Revised Statutes administered and enforced by the Oregon Department of Transportation (ODOT). Where there is a conflict between the standards or requirements of the City and the State, the more restrictive standards or requirements shall apply.

B. Wall Signs

Wall signs in combination with banner and projecting signs placed per Section 5.707 and defined in Section 5.704.01C, shall not exceed twenty percent (20%) of the gross area face of the building to which the sign is attached. Signs placed on or within one (1) foot of display windows and designed to be viewed from the exterior of the building shall be included in determining the amount of signing. A minimum of thirty (30) square feet is guaranteed and the maximum shall be two-hundred fifty (250) square feet. Wall signs may not project more than one and one-half (1-1/2) feet from the wall to which they are attached.

C. Projecting Signs

Projecting signs supported by a wall of a building or structure shall be permitted under the following conditions:

- 1. Only one (1) projecting sign will be permitted on the same business frontage with wall signs.
- 2. No projecting sign shall be permitted on the same premises where there is a free-standing sign or roof sign.
- 3. A projecting sign shall be used solely to identify a business and shall not be used to advertise services or products sold on the premises.
- 4. No projecting sign shall extend more than three (3) feet above the roof line at the wall or the top of a parapet wall, whichever is higher.
- 5. No projecting sign shall be located within twenty (20) feet of another projecting sign in the same horizontal plane
- 6. No projecting sign shall be supported by a frame, commonly known as an "A frame" or other visible frame located on the roof of a building.
- 7. No sign shall project to within two (2) feet of the curb of a public street or beyond five (5) feet from the building face, whichever is less.

D. Directional Signs

The requirements of Section 5.703.01.C shall apply. (Ord. 2004-006 § 3;2002-1132)

Commercial Zones continued...

E. Temporary/Portable Signs

The requirements of Sections 5.704, 5.705, 5.706 and 5.707 shall apply. (Ord. 2004-006 § 3; 2002-1132)

5.703.03 Industrial Zones

No sign requiring a permit shall be allowed in industrial zones except for the following:

- A. Signs permitted in commercial zones, provided that only one (1) multi-faced free-standing sign designating the principal uses of the premise shall be permitted in any setback area, if the area of any one face of such free-standing sign does not exceed sixty (60) square feet and the total area of all faces of such free-standing sign does not exceed one hundred and twenty (120) square feet.
- B. Directional Signs The requirements of Section 5.703.01C shall apply. (2004-006 § 3; 2002-1132)
- C. Temporary/Portable Signs The requirements of Sections 5.704, 5.705, 5.706 and 5.707 shall apply

5.704 Temporary/Portable Signs

5.704.01 Definitions

The following sign types are termed Temporary/Portable for the purposes of this Code.

- A. **Portable A-Frame Sign** a double-faced portable sign with an A-shaped frame, composed of two sign boards attached at the top and separated at the bottom, and not supported by a structure in the ground.
- B. **Temporary/Portable Sign** small movable sign used for a temporary period of time (A-frame signs are considered a Temporary Portable Sign when used for a limited time period as specified by this Code).
- C. **Banner Sign** a sign made of lightweight fabric or other non-rigid material characteristically supported by two or more points and hung on the side of a building.
- D. **Temporary Over-Roadway Banner Sign** banner signs placed over a public roadway for a limited period of time. (Ord. 2002-1132 § 3)

5.704.02 Placement Requirements

- A. Temporary/Portable signs must remain movable by hand and shall not be attached or anchored in any way to trees, vehicles, trailers, utility poles, pavement or any public property.
- B. Temporary/Portable signs shall not obstruct pedestrian and disabled accessible ADA routes of travel, including but not limited to, transit stop areas, disabled parking spaces, disabled access ramps, building entrances and fire escapes.
- C. Temporary/Portable signs shall not create a traffic hazard by blocking vehicular site distance or be placed within a vehicular travel lane.
- D. Temporary/Portable signs shall be kept in good condition and shall not be rusty, faded or splintered. (Ord. 2002-1132 § 3)

5.705 Portable A-Frame Signs

5.705.01 Prohibited Locations

A. Industrial Zoning Districts

To preserve industrial zoning districts as employment-based manufacturing areas and to encourage retail uses and retail signage in commercial zones, portable A-frame signs are prohibited in industrial zones, including General Industrial (GI) and Light Industrial (LI) zones.

B. Temporary/Portable signs are permitted per Section 5.706. (Ord. 2002-1132 § 3)

5.705.02 Permitted Locations

A. Commercial and Institutional Public Zoning Districts

Each business having a valid City of Sherwood business license which is physically located in the Neighborhood Commercial (NC), Office Commercial (OC), Office Retail (OR), Retail Commercial (RC), General Commercial (GC) or Institutional Public (IP) zoning district may display one (1) portable A-frame sign on private property within 25-feet of the main entrance to the business.

Each portable sign shall be a maximum of six (6) square feet per sign face.

Signs shall be sited per Section 5.704.02.

B. Multi-family zoning districts including High Density Residential (HDR) and Medium Density Residential High (MDRH).

One (1) portable A-frame sign on private property.

Each portable sign shall be a maximum of six (6) square feet per sign face.

Signs shall be sited per Section 5.704.02

C. Old Town Overlay District

Businesses who have a valid City of Sherwood business license and are physically located within the Old Town Overlay District, may display two (2) portable signs on private property or within the public right-of-way in the Old Town Overlay District.

Each portable sign shall be a maximum of six (6) square feet per sign face. If a business wishes to place a portable sign on the sidewalk in front of someone else's property that business must receive written permission from the property owner whose property is adjacent to where the sign is placed. Signs shall be sited per Section 5.704.02. (Ord. 2002-1132 § 3)

5.706 Temporary/Portable Signs/ Over Roadway Signs

5.706.01 Prohibited Locations

Temporary/Portable and Over-the-Roadway Banner Signs are prohibited in the following locations, unless otherwise approved due to road construction and/or closure per Section 5.706.03C:

A. ODOT right-of-way, including but not limited to Highway 99W.

B. Washington County right-of-way, including but not limited to Roy Rogers, Edy, and Tualatin-Sherwood Roads. (Ord. 2002-1132 § 3)

5.706.02 Temporary/Portable Sign Exemptions

A. Four (4) off-site temporary/portable signs not exceeding six (6) square feet each per sign face may be displayed without permit from Thursday at 6:00 PM until Sunday at 8:00 PM and on Tuesday.

B. Public notice signs as required by Section 3.202.02.

C. Tenants and property owners may display temporary/portable signs a maximum of eight (8) square feet per sign face without permit on private residential property where the tenant or owner resides.

D. Signs shall be sited per Section 5.704.02. (Ord. 2002-1132 § 3)

5.706.03 Permits Required

A. Temporary/Portable sign users that are not exempt per Section 5.706.02 shall obtain a permit from the City of Sherwood. Permits shall be issued by the Planning Director without public notice of public hearing per Section 3.201A, Type I review action.

B. A temporary/portable sign user may be permitted to display temporary signs a total of four (4) times in one (1) calendar year for a period of two (2) weeks prior to an event. The signs shall be removed two (2) days following the event. As an alternative to four, two-week periods, signs may be permitted for a two-month period per calendar year for seasonal, temporary events.

C. In the event that the temporary sign is requested by a business whose regular access is blocked due to road construction and/or road closures, temporary/portable signs may be permitted to remain until construction is completed. These signs may be located in ODOT, City of Sherwood or Washington County right-of-ways if approved by these agencies.

D. Signs shall be sited per Section 5.704.02. (Ord. 2002-1132 § 3)

5.706.04 Permit Forms

All temporary sign users requiring permits per this code shall make application on forms provided by the City. Such forms shall be created and maintained by the City Manager or his or her designee. A permit fee may be charged and setout in a City Council resolution. When placing signs on private property, an owner's signature granting permission to place the sign on their property is required. (Ord. 2002-1132 § 3)

5.706.05 Permit Types

Temporary sign permits are classified as follows:

A. General Temporary Sign Permit

The sign user may display no more than one (1) temporary sign at up to ten (10) approved locations throughout the City. Temporary signs are limited to six (6) square feet per sign face and shall be spaced a minimum of ten (10) feet apart. Applications must be submitted to the City four (4) weeks prior to the requested date of sign placement.

A temporary sign may be permitted to be larger than six (6) square feet, if one or more of the following criteria is met:

- 1. The location where the sign is proposed is on a high-speed roadway, 35 mph or greater, that warrants a larger sign making the sign readable and improving traffic safety.
- 2. Installing a larger sign would eliminate the need for several smaller signs reducing visual clutter.
- 3. The proposed event for which the sign is being permitted is expected to attract a larger number of people and would require closing roads.

B. Temporary Over-the-Roadway Banner Signs

An applicant may be approved for one (1) temporary over-the-roadway banner sign to be attached to power poles. Over-the-roadway banner signs shall be installed only after receiving a permit from Portland General Electric (PGE) or its successor. Once a PGE permit is obtained, the applicant is required to receive a right-of-way permit from the City Engineer.

Over-the-roadway banner signs are allowed at the following locations:

1. North Sherwood Boulevard, north of the south property line of Sherwood Middle School and south of the north property line of Hopkins Elementary School.

C. Pre-approved Temporary Portable Sign Permits

Temporary sign permits may be renewed for reoccurring annual events without submitting for a new permit to the City. However, over-theroadway banner signs require a new permit from Portland General Electric (PGE). A new permit from the City is required if changes are made to the existing permit. (Ord. 2002-1132 § 3)

5.707 Banner Signs

5.707.01 PLACEMENT REQUIREMENTS

A. Except for banner signs exempted by Section 5.707.03, banner signs shall be firmly attached to the side of a building only. No banner sign shall be attached to building roofs, fences, vehicles, trailers, or anything else that is not the side or part of the side of a building.

- B. Banner signs shall not cover building windows.
- C. Banner signs shall be maintained in good condition. They shall not droop, have frayed ends, and shall be graphically clear and readable. Sun-faded, weather-damaged banner signs are prohibited.
- D. Banner signs shall be made of all-weather material. (Ord. 2002-1132 § 3)

5.707.02 Prohibited Locations

A. Banner signs are prohibited in all residential and industrial zoning districts. (Ord. 2002-1132 § 3)

5.707.03 Exemptions

A. Banner signs not intended to be viewed from a public street. (Ord. 2002-1132 § 3)

5.707.04 Permitted Locations

A. Commercial and Institutional Public Zoning Districts.

Each business having a valid City of Sherwood business license and who's business is physically located in the Neighborhood Commercial (NC), Office Commercial (OC), Office Retail (OR), Retail Commercial (RC), General Commercial (GC) or Institutional Public (IP) zoning district may display banner signs on private property.

Banner sign size shall be regulated per Section 5.703.02B.

Signs shall be displayed per Section 5.707.01.

B. Multi-family zoning districts, including High Density Residential (HDR) and Medium Density Residential High (MDRH).

One banner sign not exceeding 32 square feet per tax lot.

Signs shall be displayed per Section 5.707.01.

(Ord. 2002-1132 § 3)

5.708 Temporary/Portable Sign Violations

A. Fines shall be set in a City Council resolution. (Ord. 2002-1132 § 3)

5.708.01 Temporary/Portable Signs, Banner Signs and Over-the-Roadway Banner Signs

Individuals in violation shall be subject to the sign being removed and a fine for the first offense and the fine doubled for each subsequent offense. (Ord. 2002-1132 § 3)

5.708.02 Portable A-frame Signs

- A. First Violation Written warning stating corrective action required to bring the portable sign into conformance.
- B. Second Violation Fine.
- C. Third Violation Portable sign removed and held for 30 calendar days. During this period the sign will be returned to the owner subject to a fine. After 30 days the City is no longer responsible for returning the sign.
- D. Fourth Violation The business loses portable sign privileges for one year. City can remove signs and fine for each offense during this one year probation period.

(Ord. 2006-021; 2005-002 § 5; 2002-1132)



CONVENTION & VISITORS BUREAU OF WASHINGTON COUNTY, OREGON

May 15, 2007

Pat Moran, Chairman Oregon Scenic Byways Advisory Committee 355 Capitol St. NE, Room 222 Salem, OR 97301

RE: Commitment of Funding for Tour Route "Trailblazer" Signs

Dear Mr. Moran:

I write to inform you that the Convention and Visitors Bureau of Washington County commits to funding the "trailblazer" signs needed for the proposed Vineyard and Valley Scenic Tour Route. This commitment pertains to costs for design, manufacture, and installation of the signs. Based on Byways Program guidelines and consultation with staff of ODOT Region 1 and Washington County, it is projected that 30-45 trailblazer signs will be needed in each direction, for a total of 60-90 signs. It is estimated that the signs will cost \$250/each to manufacture and \$150/each to install, for a possible total cost of \$24,000 – \$36,000.

The Convention and Visitors Bureau looks forward to collaborating with ODOT Region 1, Washington County, and other stakeholders to develop an overall sign plan for the route once the "Tour Route" designation has been secured. We understand that completion of the sign plan will enable a more precise cost projection to be developed, and that the funds committed herein will need to be ready at that time – likely mid-2008. While we are committing through this letter to meet all costs for the trailblazer signs, we anticipate ultimately sharing the costs through partnerships and in-kind assistance. Thank you for your efforts on behalf of Oregon's Byways Program. Please do not hesitate to contact me if additional information would be helpful.

Sincerely,

Eric Kingstad

President & CEO (Interim) Convention and Visitors Bureau of Washington County, Oregon

5075 SW GRIFFITH DR. SUITE 120, BEAVERTON, OR 97005-2921

Country Side

www.countrysideofportland.com ph 503-644-5555 fx 503-644-9784

May 17, 2007

Pat Moran, Chairman Oregon Scenic Byways Advisory Committee 355 Capitol St. NE, Room 222 Salem, OR 97301

RE: Support for Vineyard and Valley Scenic Tour Route

Dear Mr. Moran:

On behalf of the Wineries of Washington County, I'd like to state our support for the proposed Vineyard and Valley Scenic Tour Route. With winemaking among the route's agricultural themes, it will contribute to increased awareness of the quality and appeal of agriculture in Washington County. The route is consistent with our goals of drawing more visitors to the County. We believe the route is compatible with other existing activities in the area. The Wineries of Washington County request positive consideration by ODOT of this tour route application, and look forward to assisting with future coordination on the route where possible and appropriate.

Sincerely.

Kristin Marchesi

President, Wineries of Washington County

Director of Sales and Marketing, Montinore Estate



885 S.W. Baseline Hillsboro, OR 97123 (503) 640-6116

March 12, 2007

Pat Moran, Chairman Oregon Scenic Byways Advisory Committee 355 Capitol St. NE, Room 222 Salem, OR 97301

RE: Support for Scenic Tour Route in Washington County

Dear Mr. Moran:

On behalf of the Farm Bureau, I'd like to take this opportunity to state our support for the proposed Scenic Tour Route in Washington County, Oregon. We believe the route will have a positive impact and be compatible with existing agricultural activities and road usage in the area.

With area agricultural practices and products as a theme, we believe the route will contribute to increased awareness of and appreciation for the quality and diversity of agricultural output in Washington County. In addition, new visitors to area farmstands and markets will help keep farming viable in the Tualatin Valley. The type of "Agritourism" this tour route can help generate will contribute to the vitality and continued success of farming in Washington County.

Having participated on the "project advisory committee" that developed the route's Corridor Management Plan, I can assure you that much careful work has gone into choosing the route, developing the theme and shaping the Management Plan. I believe each of these products reflects the input of farmers and others interested in agriculture, and the Farm Bureau looks forward to assisting with implementation of the plan where possible and appropriate.

Sincerely

Washington County Farm Bureau



March 26, 2007

Pat Moran, Chairman Oregon Scenic Byways Advisory Committee 355 Capitol St. NE, Room 222 Salem, OR 97301

Dear Mr. Moran:

On behalf of the Tualatin River Watershed Council, I am writing to offer our support and commitment for the corridor management plan for the Scenic Tour. The plan aligns with our Council vision and action plan in several ways.

First, the management plan includes valuable opportunities to emphasize and educate the public on natural resources and watershed values found in the proposed corridor. The route encompasses many of our large rural watersheds including McKay, Dairy, Gales, Scoggins, Ayres, and McFee Creek sub-basins and the Middle and Lower Tualatin River basin. Interpretive signage on the route would inform travelers about the sub-basin in which they are entering by providing information on its size, land use, wildlife, fish, and other important details.

Second, the plan could enhance the promotion of management practices that improve watershed functions and protection. The route encompasses a Council restoration project, Rippling Waters Enhancement Project, located on Gales Creek. This is a great demonstration site where visitors could learn about this community watershed restoration project, its values and watershed stewardship practices through interpretative signage and personal observation.

Finally, the route would most certainly promote recreation experiences that foster watershed stewardship. For these reasons, we offer our support and commitment for the corridor management plan for the Scenic Tour Route.

Ross A. Van Loo Council Chair

Tualatin River Watershed Council



City of Sherwood 22560 SW Pine St. Sherwood, OR 97140

Tel 503-625-5522 Fax 503-625-5524 www.ci.sherwood.or.us

Mayor Keith Mays

Councilors Dave Grant Dave Heironimus Linda Henderson Dan King Dave Luman Lee Weislogel

City Manager Ross Schultz

Sherwood

All-America City Finalis

May 2, 2007

Pat Moran, Chairman Oregon Scenic Byways Advisory Committee 355 Capitol St. NE, Room 222 Salem, OR 97301

RE: Support for Scenic Tour Route in Washington County

Dear Mr. Moran:

I'd like to communicate that the city of Sherwood is in favor of the proposed Scenic Tour Route in Washington County. The route's emphasis on the fine agricultural and winemaking activity in the area seems to give it a foundation for success. We believe the route will be compatible with these existing rural activities while also contributing to economic development in cities like Sherwood.

Our city, with offerings like the array of shops and restaurants in historic Old Town, will be an appealing place for visitors and will help enrich their overall experience. Events like the Cruisin' Sherwood Car Show and the Great Onion Festival, both held annually here, are the types of authentic activities that give Washington County its unique character. We believe these and other events would be of interest to Tour Route visitors, and that attendance by more visitors would contribute to local community development.

Additionally, the Tour Route will offer visitors an easy and attractive way to connect with nature in the Tualatin Valley. A prime example is the Tualatin River National Wildlife Refuge, which is just outside Sherwood and received Sunset Magazine's 2007 Environmental Award for being a piece of "preserved paradise." It is home to mammals, reptiles and more than 200 species of birds. The refuge is just off Roy Rogers Road on the route's southern end, and offers a network of walking trails, a wildlife photography blind and a pier for handicapped fishermen. An interpretive center will be opening soon, and will be an ideal place for visitors to begin or end their drive along the Tour Route.

Sincerely,

Raw E. Si hutty Ross Schultz, City Manager



May 8, 2007

Pat Moran, Chairman Oregon Scenic Byways Advisory Committee 355 Capitol St. NE, Room 222 Salem, OR 97301

RE: Support for Scenic Tour Route in Washington County

Dear Mr. Moran:

I write to inform you that the City of Forest Grove strongly supports the proposed Scenic Tour Route in Washington County. We believe the route's winemaking and agricultural themes fit Washington County well, tap into growing markets and provide the route a foundation for success. Having been involved in developing the Corridor Management Plan, I am confident the route will be compatible with existing rural activities while also contributing to economic development in cities like Forest Grove. Our City offers restaurants and shopping, lodging, easy access to outdoor recreation, and the cultural vibrancy of Pacific University. We believe these and other features will be of interest to tour route visitors, and we are prepared to extend a welcome. We urge your favorable consideration of the tour route application.

Sincerely,

Richard Kidd, Mayor

CITY OF FOREST GROVE

P.O. Box 326

Forest Grove, Oregon 97116-0326

503-992-3200

FAX 503-992-3207