

Business Opportunities

The Cascade Locks community and surveyed trail users have identified the following business opportunities. The community recommends new businesses to benefit the town and trail users, including additional food, drink, and lodging options and other small start-up businesses. Existing businesses can expand to provide recreational supplies and transportation services.

We have included photos of example projects to provide visual examples of the information we are presenting. Please comment on all of the project elements that you see here. We encourage public input and would like to hear from you!

Brewpub or Restaurant

Cascade Locks currently has few dining options, especially in evenings. A new brewpub or restaurant was one of the most commonly mentioned desires among residents and trail users alike. Surveyed trail users frequently spent money on microbrews and meals.

Recommendation: Redevelop the Fire Hall and seek a brewer or restaurateur as a tenant (this is currently underway).
Alternatives: Redevelop City Hall. Seek an established brewpub like McMenamins as a tenant.

Café or Coffee shop

Hikers and bikers also enjoy cafés for drinks and dining. In addition to serving coffee, cafés often have lighter meal and snack options at lower cost than full restaurants. Currently there are no cafés or coffee shops established in Cascade Locks.

Recommendation: Develop a café as an expansion or joint venture to new or existing retail establishment.
Alternatives: Develop a café as a stand-alone business in a fixed building, or

Small Retail Infrastructure

As Cascade Locks begins to seek new business investments for the community, one potential barrier is a lack of sufficient retail space in the commercial corridor. There are some vacant buildings and lots with redevelopment potential, but small-scale, low-cost development options would allow easier entry for new businesses.

Recommendation: Develop a "brick and mortar" market building in a new or rehabilitated building to attract new startup businesses (similar to Pike's Place in Seattle).
Alternatives: Invest in a few mobile retail carts, like food carts. Establish a location for a year round retail cart pod, or develop a plan for seasonal or event-based retail pod.

Fish and Produce Market

Cascade Locks currently has temporary fish markets where Native American residents sell their catch. Also, the Columbia Gorge has numerous small produce farms. Residents and visitors desire a permanent or semi-permanent market for selling these specialty local products.

Recommendation: Establish a regular farmer's market with designated resources such as tables, tents, and marketing. Develop this under the Bridge of the Gods in the existing fish market location.
Alternatives: Provide farmer's market stalls as part of a small retail infrastructure (see above).

Trailhead Shuttle

Several community members and trail users noted that some hikers and bikers are not able to or do not wish to complete longer routes. A shuttle service could get people to or from trailheads and could also bring visitors from Portland or other larger towns.

Mobile retail carts allow for easy low cost business entry

Old buildings can be converted to attractive market places

Farmers markets match local growers with local eaters

Fresh fish displays attract more shoppers

Shuttles can take hikers and bikers to more distant trailheads or bring them back to their starting points

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Recreational Repair a

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Alternative: part-time e business.

Basic Sup

One simple e provisions is biking. Curre patch kits, s materials are

Recommendation:

Appendix F: Public Open House Summary & Notes

PUBLIC OPEN HOUSE SUMMARY

On April 25, 2012, Celilo Planning Studio held an Open House in the Marine Park Pavilion in Cascade Locks. The community and regional stakeholders were invited to drop in and review the proposed alternatives and recommendations for *Connect Cascade Locks*. Background information and research and the recommendations for trails, trailheads, businesses, and marketing strategies were presented on posters (see copies of the posters at the end of this appendix).

Celilo Planning Studio advertised the workshop with flyers posted around town and on the local TV station. Notices were also posted on the *Connect Cascade Locks* website, Facebook page and Twitter feed. The Port of Cascade Locks advertised the Open House on their calendar. Celilo also sent direct e-mail reminders to everyone on the mailing list (which included TAC members, CLAC members, and community members who had provided their contact information at workshops, on the survey, or through other means to request project updates).

The Open House was held from 5:30-8:30pm, and the community was encouraged to drop in when it was convenient for them. This was done to encourage more people to come, since many people may not have been able to attend a more structured meeting that required a greater time commitment. Overall, approximately 30 people attended the Open House.

Attendees were encouraged to review the information on the posters, ask questions or discuss ideas with members of Celilo Planning Studio, and provide feedback on comment forms or on post-it notes attached directly to the posters. This feedback format allowed people to respond in whatever method they were most comfortable with. The comments are recorded below and organized by topic.

COMMENTS FROM PUBLIC OPEN HOUSE

Comments in support

- Quotes from Joeline Caldwell: "I can tell a lot of these ideas have been heard from CL." "We need examples of successful case studies; it was heartening for me to see as a community member."
- Loved the photos we found for the Adirondack shelters
- Support good maps, Hub, hiker/biker camping
- I agree with all of your recommendations! It's good to have fresh eyes look at our town who can see the potential and translate it into a cohesive and strategic plan.
- I love all the ideas!
- Very good jobs.
- Yes. Very good, thoughtful work.
- The maps are great!
- I like the kiosks on trails and updated info
- I like the trail user survey
- I agree pedestrian traffic is scary over the Bridge of the Gods
- I am very pleased at all the work that has been done on your presentation- this is real progress.
- I agree with most to all recommendations. It's nice to see so many of the community members' ideas carried forward and presented in very attractive ways.
- (re trailhead kiosks/info) Great idea! Need a map, one in Troutdale too!

Recommendations for plan write-up

- Relate this "plan" to new city vision
- Give us a step-by-step road map so we know

what to do, and I.D. who should take the lead (i.e. downtown revitalization steering committee).

- CL is writing a work plan for the downtown revitalization steering committee. We should fold our suggestions for next steps into their workplan.
- We should state how many people attended each workshop in our final plan
- helpful to list grant or funding sources?
- City council needs to see this [trail user survey information]!
- [Regarding the Astoria case study] YES! Paved waterfront trail that leads to and through welcoming businesses.

Comments on Trail and Trail Hub Recommendations

- Partner with Trail Keepers
- Wyeth -> Herman = great for kids
- Find out how much composting toilets costs. Can CL buy them prefab?
- Suggestion from Chuck: trail hub location could also be near where the school sign is
- Good maps are important. Trail hub is a good idea. Business ideas need people to take on these challenges.
- highlighting trail looks
- better signage
- drinking fountains
- need public restrooms that people can find
 - The one just east of the Bridge of the Gods toll booth is quite hidden
- Hub location-Thunder Island is "off the beaten

path" - but might work for hiker/biker camping with additional signage

- Hub location-not much room to add this at HCRH trailhead under the Bridge of the Gods, unless area recently cleared of trees to the west is available.

- Seems like old Fire Hall area may have more room and is pretty centrally located

- Seasonal kiosks in the park for vendors

- Support need for trail hub IN town. Would like to see food carts incorporated into trailhead.

- Having a location where hikers can check in before departure. Fire/EMS notified so if emergency-they would have a good head start.

- see the need & request from hikers for public restrooms

- do focus on trail stewardship both with locals (perhaps from the school-include the kids) and the Trail Keepers who were here last weekend.

- Good focus on loop trails.

- Water fountains would be nice but are not the most necessary as most recreators bring their own water

- Mark junctions on trails with color dot and have the sign/info and mileage out of reach of souvenir hunters

- Maybe a more explicit recommendation for a loop hike (Dry Creek Trailhead through Dry Creek Road with signage that directs hikers to local businesses near trailheads)

- Existing "trail map" in Cascade Locks tourist brochure (at Multnomah Falls) needs to have HCRH State Trail added

- I'd like to see a mapped out route for a proposed

multi-use waterfront trail.

- Clean kiosk on the Island

- Ecotoilet Cost?

- [re "shapes and arrows point trail users in right direction"] LIKE!

- Grants: Make sure council and port know you are applying

- Have you talked to the Trail Keepers?

- [re campsite B, Dry Creek] Spring Issue, maybe

- [re trail hub] Hub: Check in location so Fire Dept/ Emerg Services can be aware of in case emergency.

- Are there Washington trails Cascade Locks can connect to?

- Add trails to the Map Legend

- All trail loops should be well signed at all junctions to keep less experienced hikers on track

- Dry Creek Road Loop? Dry Creek Rd wayfinding needs to make it look like a hiking loop

Comments on Business Recommendations

- What other businesses should be added?

- Bike rack theme at mall: already in duplicate?

- Recommendation on CL business hours?

- Want to maximize businesses and provide services to trail users

- Different hours are needed

- Open hostel & maupin (?) type and size campground

- 2,000 seat amphitheater

- Promenade: connect outdoor eateries with a nice, wide walkway

- encourage atmosphere of lingering

- flow: come in to CL by bike/hike, stop in town to make a day of it
- Disagree: angle parking on Wa Na Pa contradicts approved Agreement with HCRH AC + ODOT + SHPO + City (repeated on poster)
- We need more other businesses in town.
- Talk to owners of Pacific Crest Pub about historical status
- Perhaps work with PCT Tavern owners for brewpub ideas
- A pub or restaurant would be great. A place where community members can gather and share a meal or beer is needed.
- We need a good brewpub - coffeehouse - etc
- [re fish market] Talk to Kat Brigham - there is a fish/produce market building already planned; there is also a fish market planned by the "black building" on WaNaPa (comment from Samantha)
- [re small retail infrastructure] Shelters or kiosks that match character of town could have different vendors, spaced throughout town
- B&B, yes!

Comments on Marketing/Outreach Recommendations

- More I.D. of tourism marketing and target places to get people from (PDX, Bend, Seattle, etc.)
- Website: key words on the internet, so CL can be top on Google search (repeated on Poster)
 - ask web designers
 - design good webpages
 - don't put too much stuff on the main page

- Marketing: educating existing businesses
 - bridge the cultural gap
 - employers need to encourage the employees to go on a ride/hike
 - chip away at the outsider/insider dichotomy
- Try more organized events for active people-like water sports-that will use trails during their 'off' time-or when the wind is not blowing.
- Suggest using CRG NSA graphic signing system rather than creating another system of signs.
- Marketing is everything
- Get more youth involved (local youth) since they will be the future. Participate in cleanup, weed pulling, etc.
- Existing "trail map" in Cascade Locks tourist brochure (at Multnomah Falls) needs to have HCRH State Trail added
- Events:
 - Work hard on cyclo-cross - a winter season event that has much interest
 - Make Xmas Display bigger
 - Hikers start getting thicker in the Gorge in April, businesses should be open!
 - (re parking) Bike lockers in the Hotels (but not in hotel rooms)
 - Get service workers educated about how to deal with the public - this is a big selling point
 - Safety a concern: Businesses could be a contact before people go hiking

Great Ideas from Other Small Cities

Small towns across the U.S. have capitalized on trail development. Here's how they did it.

Connellsville, Pennsylvania (Pop. 7,637)

The City of Connellsville is located on the Youghiogheny River Trail. This trail is a part of the Great Allegheny Passage (GAP), a 150-mile long trail from Pittsburgh to Cumberland, Maryland. The state Department of Transportation helped route the trail through the town, and the community has developed plans to create better connections between the GAP trail and the downtown business district.

The Yough River Trail Council is the primary organization promoting trail stewardship. This volunteer group led an effort to install an information center, restrooms and prominent signage near the trailheads that direct people into town. Shelters were constructed to provide a free place to stay. The board for this group organizes events and fundraising and maintains regular contact with partner organizations.



Community volunteers apply for grant funding, which helps pay for trailhead facilities such as signs, restrooms, and information kiosks.



A non-profit trail group secured grants for the construction of these "Adirondack shelters" located just off the path. Bikers can stay overnight and park their bikes on secure racks just outside the shelters.

Astoria, Oregon (Pop. 9,477)

Along Astoria's historic riverfront, an asphalt, multi-use path was constructed with grant funding. The City ensured sensitivity to the existing industries on the riverfront and incorporated elements of Astoria's cultural heritage. Because the riverfront path played a critical role in the redevelopment of Astoria, the City is looking into expansion.

Astoria obtained a national register historic district for various downtown areas. These designations were important in securing low interest loans to improve businesses. In addition to allowing for more flexibility in adhering to the zoning code, historic designations enriched the history and fabric of the town and became a tourist draw.



Right: Along the riverfront path are benches with rain shelters. Here, visitors and locals can enjoy the views of the working riverfront.

Hayesville, N.C. (Pop. 311)

Partnerships are an important aspect of Hayesville's strategy to develop outdoor recreation. The most active partners are grassroots organizations such as the Clay County Community Revitalization Association (CCRA), the Southern Appalachian Bicycle Association (SABA), and Mountain High Hikers. These organizations have been bolstering local resources by building new trails and recruiting volunteers. Local banks, regional tourism authorities, media outlets, and other businesses work eagerly with the CCRA because they have proven they can get things done and make a real impact in the community.

Below: Members of the community volunteer to maintain the trails in the town of Hayesville, N.C. Small groups can make big impacts.



Oakridge, Oregon (Pop. 3,205)

In 2004, the Oakridge-Westfir Chamber of Commerce assembled a committee of trail users, National Forest Service employees, and community members to develop the Oakridge-Westfir Community Trails Plan.

To ensure that the prioritized projects and recommendations in the adopted plan came to fruition, a community group formed a non-profit, the Greater Oakridge Area Trail Stewards. The group won a \$400,000 appropriation from the National Parks Service to build and improve wayfinding, trails and information kiosks for three of the trails in the plan.

Trail-related businesses that have opened include a guide & shuttle service, a hostel and a brewpub. The city hosts a number of biking events, including a two-day road ride and a mountain biking festival.



A hostel opened in Oakridge that caters to hikers and bikers in the area. These clean, affordable accommodations have ample space for bike storage and bike maintenance.

Clear, useful wayfinding helps new visitors find their way to accommodations, recreation opportunities, and the business district. Photo: Sarah Bronstein

Common Themes

- Community plans define the vision and way forward
- Communities formed non-profit organizations to ensure implementation of plan and to apply for grants
- Developed excellent wayfinding
- Provided affordable accommodations
- Improved trail access
- Fostered partnerships with non-profits and government agencies
- Promoted friendly atmosphere for visitors
- Community volunteer groups help maintain the trails
- Events attract visitors during the off season

Damascus, Va. (Pop. 981)

The terminus of the 35-mile, multi-use Virginia Creeper Trail is in Damascus, Virginia. Built along a former rail line, the trail was designated for recreational use in 1978. Since its development, it has become one of the region's primary attractions.

Damascus hosts numerous businesses that cater to bikers and hikers, including rentals, shuttle service and a variety of overnight accommodations. The businesses greet trail users into the town with welcome signs and wayfinding. Promoting a town-friendly atmosphere has been important for the city's success.

Below: Shuttles carry bicyclists to the top of the trail, so most of the trail is downhill and can be completed in one day.



The Dalles, Oregon (Pop. 12,314)

The non-profit put together a website for visitors and provides a printable comprehensive map. A path map and information brochure is currently being developed and will be available for visitors at key locations along the path and at businesses in the community.

Community organizations have been helpful in developing the park. The Kwanis Club has built a pocket park along the riverfront path. This park, which is located on a beautiful natural inlet, has a parking lot, a restroom, a pathhead and picnic area and is heavily used by community members and visitors.

Below: Community groups help maintain the trail that visitors and residents regularly enjoy.



Marketing, Events and Business Amenities

The Cascade Locks community, as well as surveyed trail users, recommend the following opportunities for promoting recreational tourism in the town. Existing agencies, such as the Cascade Locks Tourism Committee, should coordinate marketing opportunities for maximum impact. New events can introduce more people to the town, and signs or services at businesses can help create a welcoming atmosphere.

We have included photos of similar projects as visual examples of the information we are presenting. Please feel free to comment on all of the project elements that you see here. We encourage public input and would like to hear from you!

Business Promotion on Signs and Trail Kiosks

Cascade Locks currently provides a map of downtown businesses on visitor brochures. For hikers, bikers, and other visitors, information may be more effective if it is encountered at the trailhead or at easily identifiable places.



A town walking map highlights business establishments.

Recommendations: Include wayfinding for shops and restaurants on trailhead kiosks, highway signs, and at key locations in town. Maintain this information on existing or new visitors' brochures. Develop a self-guided walking tour of downtown businesses and other interesting sites. Offer business sponsorships of trailheads and brochure maps.



Wayfinding points visitors to shops, restaurants and lodging.

Expanded Web Presence

More people use the internet on a regular basis to get information, and communities can benefit from keeping their information up-to-date on a variety of websites and social media. Information about trails can also be accessed via smartphones, so programming for GPS units and other devices should also be considered for improving the recreational experience.



"Ride Oregon Ride" website suggests routes to cyclists.

Recommendations: Hire a website manager to update and maintain the community's websites as well as its presence on other sites. Explore options for developing or adopting mapping applications for Cascade Locks' trails.

Alternative: Develop a program with the high school, 4-H club or other organization to recruit yearly interns to manage website content.



Hikers search on websites like Trails.com for destinations.

Additional Recreational Events

Organized events – whether they require a fee or are offered for free – can bring a lot of visitors to town. Participants often patronize local restaurants and other businesses when the event is properly planned.



Disc golf tournaments, cyclo-cross races, and organized rides attract a lot of visitors.

Recommendations: Continue to expand successful events like the Cascade to Crown ride and guided hikes. Pursue new events such as cyclo-cross races and sailing clinics. Hire or recruit a volunteer event planner to ensure the community's desired outcome from the events are realized. Include business owners and the community in planning to ensure positive event experiences.

Seasonal Events

Several community members noted the challenge of attracting visitors in the off-season. Many recreation-based towns have to find creative ways to sustain business through the winter months.

Music events are popular and do not rely on nice weather.



Many people enjoy challenging the winter such as in the "Worst Day of the Year" ride.



Everyone loves holiday lights – how can Cascade Locks be unique?

Recommendations: Develop non-recreational events such as music, holiday lights, or beer and wine festivals. Highlight unique town features at these events. Develop outdoor recreation winter "challenge" events like the Worst Day of the Year ride. Develop events that celebrate unique local culture (such as Lewis and Clark history) or that connect with popular themes (such as Pirate Festivals).

Discounts for Trail Users or Event Attendees

Some visitors may need a small incentive to try a business for the first time. Discounts, coupons or other deals can help bring local shops to the attention of more people.



Several state and national parks use "passport" programs to entice new visitors.



Long Beach shops offer discounts to cyclists; PCT businesses give hikers coupons.



Recommendations: Develop a parks or trails "passport" program that offers discounts to people who complete several hikes. Package lodging, restaurant meals, and other services for visitors, particularly event attendees.

Alternative: Offer discounts or coupons to hikers or bikers on certain days.

Short and Long Term Parking

Trailhead parking and in-town parking are important features for hikers and bikers as well as local residents. Cascade Locks community members identified several potential locations for parking areas both close to town and close to trailheads. (See the Trail Hub display for details.)



Short term angle parking can work well on main streets to narrow the road and slow traffic.

Recommendations: Develop secure long term parking for multi-day trail users for a small fee at an existing business. Create angled on-street parking on WaNaPa for day hikers and in-town visitors.



Longer term parking in busy areas needs to be more secure.

Outdoor Seating

Trail users and other outdoor enthusiasts enjoy dining or drinking outside. New or existing cafes, pubs or restaurants can provide outdoor seating at little to no cost. Restaurants benefit from greater visibility and the streetscape may be more attractive to pedestrians.



Sidewalk tables should be buffered from traffic.

Recommendations: Develop patio or sidewalk seating that is buffered from traffic and does not violate sidewalk codes. Provide cover and heat lamps where feasible for outdoor seating in spring and fall.



Covered tables extend the outdoor seating "season."

Welcoming Atmosphere for Trail Users

Bicycling visitors, and to a lesser extent hiking visitors, often look for indicators that they will be welcomed at businesses. Sometimes it is from word-of-mouth or reviews, while other times a literal sign gets them in the door.



Basic signs get the welcome message across.

Recommendations: Develop signs or stickers that businesses can display in windows indicating welcome to bicyclists and hikers. Make these consistent with wayfinding sign and kiosk designs. Offer small services such as providing "loaner" bike locks or backpack storage. Foster local pride and knowledge and trail-friendly attitudes in residents and employees (currently underway in the Tourism Committee).



"Loaner" bike locks are a friendly gesture for cyclists who forget theirs.



Bicycle or hiking themed art is creative and friendly.

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Recommendation: Redevelop the Fire Hall and seek a brewer or restaurateur as a tenant (this is currently underway).
Alternatives: Redevelop City Hall. Seek an established brewpub like McMenamins as a tenant.



McMenamins is a well-known regional chain of pubs



Brewpubs are frequently popular among cyclists

Café or Coffee shop

Hikers and bikers also enjoy cafés for drinks and dining. In addition to serving coffee, cafés often have lighter meal and snack options at lower cost than full restaurants. Currently there are no cafés or coffee shops established in Cascade Locks.

Recommendation: Develop a café as an expansion or joint venture to new or existing retail establishment.
Alternatives: Develop a café as a stand-alone business in a fixed building, or develop it as a stand-alone business in a mobile or temporary structure, such as a food cart.



Coffee shops may work well with other businesses like a bike shop



Locals and visitors enjoy the food and social atmosphere of cafés

Small Retail Infrastructure

As Cascade Locks begins to seek new business investments for the community, one potential barrier is a lack of sufficient retail space in the commercial corridor. There are some vacant buildings and lots with redevelopment potential, but small-scale, low-cost development options would allow easier entry for new businesses.

Recommendation: Develop a "brick and mortar" market building in a new or rehabilitated building to attract new startup businesses (similar to Pike's Place in Seattle).
Alternatives: Invest in a few mobile retail carts, like food carts. Establish a location for a year round retail cart pod, or develop a plan for seasonal or event-based retail pod.



Mobile retail carts allow for easy low cost business entry



Old buildings can be converted to attractive market places



Farmers markets match local growers with local eaters



Fresh fish displays attract more shoppers

Fish and Produce Market

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Alternatives: Provide farmer's market stalls as part of a small retail infrastructure (see above).

Trailhead Shuttle

Several community members and trail users noted that some hikers and bikers are not able or do not wish to complete longer routes. A shuttle service could get people to or from trailheads and could also bring visitors from Portland or other larger towns.

Recommendations: Develop a seasonal shuttle service between Portland, downtown Cascade Locks and popular trailheads.
Alternative: Develop a shuttle service for pre-scheduled rides or events.



Shuttles can take hikers and bikers to more distant trailheads or bring them back to their starting points



Range of Lodging Types

While Cascade Locks has a good supply of moderate and higher priced hotel options, trail users identified a lack of sufficient lower cost lodgings. In addition to hiker-biker campsites (see other displays for details), trail users would like economical indoor places to stay overnight.

Recommendations: Develop a hostel with a range of pricing options. Review policies at existing lodgings that discourage single-night stays. Promote special event rates at existing hotels and cabins.
Alternative: Develop bed and breakfast establishments.



Hostels can offer lower-cost lodging for budget travelers.



Bed and Breakfasts are often higher cost but can help add to community character

Recreational Equipment Repair and Rental

Another potential new business identified by both trail users and community members was a repair and rental shop for bicycles and other recreational equipment. Many trail users own their gear, but there may be a large market for renting equipment to casual visitors looking to try new activities.

Recommendations: Establish a year-round bicycle sales and repair shop with seasonal bicycle rental. Develop biking and hiking skills classes with the bicycle shop.
Alternative: Develop a bicycle shop as a part-time extension of new or existing business.



Bicycle shops may provide community character and can serve multiple markets with sales, repair and rentals.



Basic Supplies at Existing Stores

One simple expansion of existing business provisions is to offer basic supplies for hiking and biking. Currently the Columbia Market offers patch kits, snacks, and bottled water, but other materials are frequently desired.

Recommendations: Stock a basic set of biking and hiking supplies (such as bike tubes, first aid and minimal rain gear) at the grocery store and at a 24-hour gas station.
Alternative: Establish a trails supply vending machine with 24-hour access.



Basic supplies meet the minimum needs of many trail users



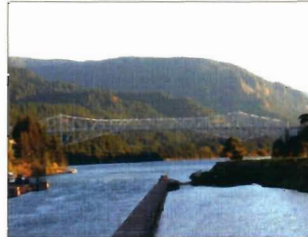
Gas stations can provide hiking and biking supplies

Connect Cascade Locks: A Recreational Trails Plan for Economic Development

Project Purpose

The purpose of Connect Cascade Locks is to increase the economic development prospects of the community of Cascade Locks through a regionally integrated recreational trails network. The project will focus on connecting regional trails, identifying goods and services trail users desire, developing opportunities for local businesses and recognizing existing local attractions. Celilo Planning Studio will work closely with the Port and community of Cascade Locks to enhance the existing natural resources and identify potential areas for economic growth.

Please visit our website at www.connectcascadelocks.com for updates and to learn more about the project.



What has Celilo Planning Studio done so far?

Trail User Survey

This survey was distributed online, emailed through list serves and featured in various media articles. It captured the needs and wants of trail users in the Columbia River Gorge area. Over **1,200** people responded to the survey!

Community Workshops

Two community workshops were held in early April in Cascade Locks. Over 25 community members and interested parties participated to provide the project with information about wayfinding opportunities and styles, preferred trail connections and help us identify business opportunities in the community.

Community Survey

A paper community survey was mailed to over 400 residents in the Cascade area with the April electric bill. This survey was designed to get direct feedback from community members about their current use of the trail system and their future vision for Cascade Locks, in regards to recreation and business opportunities

What is next?

Public Open House

Held in Cascade Locks this open house is an opportunity to share recommendations and visions with community members and get feedback.

Public Presentations

Held at the City Council and Port Commission meetings this will allow Celilo Planning Studio to share the final plan and action steps with the community.



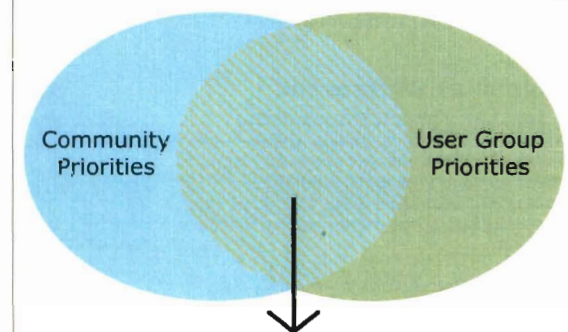
Current Trail Efforts

- (1) The Northwest Trails Alliance holds regular trail building parties.
- (2) Campers on Thunder Island during PCT Days.
- (3) The Port plans to build CLIMB, a 25 mile network of mountain bike trails in and around Cascade Locks.
- (4) An additional 1.5 miles of multi-use path will be built onto the existing 4.5 miles of path by summer 2013 and connect Portland to Cascade Locks along the Historic Highway



Developing Recommendations

Through the public outreach process Celilo Planning Studio has identified the top priorities for both community members and trail users. The recommendations that you will see this evening follow the model featured below and reflect the needs of these groups.



Trail-related

Trailheads in town
More wayfinding signs
Hiker/biker campgrounds

Business-related

Better web presence
More visitor information
Eating & drinking options
Snack food options

Thanks to:

Chuck Dougherty, General Manager, Port of Cascade Locks
Holly Howell, Special Projects Manager, Port of Cascade Locks
Images courtesy of the Port of Cascade Locks and Sara Morrissey

Celilo Planning Studio

Danielle Fuchs
Michael Ahillen
Sarah Bronstein
Ellen Dorsey
Sara Morrissey
Chloe Ritter



Trail Opportunities

The following recommendations have been identified as trail opportunities by members of the Cascade Locks community. These trail opportunities range from increasing the amount of bike parking downtown to developing a consistent map for the trail network around Cascade Locks. Photos of example projects have been included to provide guidance about the information we are presenting. Please feel free to comment on all of the project elements that you see here. We encourage public input and would like to hear from you!

Mapping

To support a consistent branding effort, a versatile, scalable map needs to be developed; this map will be printed in a brochure, viewed and printed from the web, and printed on a larger scale. The map should highlight downtown features in addition to the trail network. The large-scale map will be displayed at businesses around town and also mounted at each information kiosk. The brochures will be available for distribution at businesses and select kiosks.

Maps at specific trailheads may also include technical information about the adjacent trail system, such as trail difficulty or topographic features.

Additional trail mapping opportunities include developing a trail mapping application for smart phone apps.

Existing & New Information Kiosks at Trailheads

Information kiosks will be located at various locations around downtown and at local trailheads. Some existing kiosks will be relocated, and their content may be updated to better serve trails users. The kiosk will be located at the following trailheads:

- Historic Columbia River Highway State Trail (existing)
- Bridge of the Gods park (existing)
- Downtown trail hub (new)
- Historic Highway parking lot (intersection of Forest Lane and WaNaPa) (new)
- EasyCLIMB trailhead (existing)
- Blackberry Beach (new)
- Herman Creek campground (existing)



Trail kiosk with maps and brochures



Mountain bike system map with trail details



Existing OR State Parks kiosk at Historic Highway trailhead



Existing Forest Service kiosk at Herman Creek Trailhead

Neither of these existing kiosks include a large map, which makes it hard for trailer users to orient themselves.

Increase Bicycle Parking Downtown

Bicycle racks should be located at various visible locations in the downtown area to allow bicyclists who patron businesses to securely lock up their bicycles. A bicycle corral takes up one car parking spot and can hold up to 20 bicycles.

Staple racks are preferable due to their simple nature, low cost and basic installation. While decorative racks can bring character to a streetscape they are challenging to lock to and low in functionality; cyclists consistently prefer staple racks. Partner with a large city or agency to order racks to reduce cost.

Restrooms

Public restrooms can be a big-budget item that requires weekly maintenance. The Port will need to partner with landowners and agencies such as the Forest Service, OR State Parks and Recreation and the City to install and maintain restrooms. Shower facilities may also be recommended near campgrounds but additional public input is needed.

Wayfinding

Wayfinding means the art of using landmarks, signage, pathways and environmental cues to help first-time visitors navigate and experience a site without confusion.

Wayfinding, particularly signage, will be used to direct trail users on the trail, to connect the trails to the downtown area and to direct trail users to business amenities. Signs can also identify cultural landmarks or natural features.

These signs will vary in style based on where they are located or how they are used. A shape and number system can be used to mark wayfinding on trails, while clear directional signage with text should be used in the downtown area. Signs located in the downtown area should reflect style of the city's Cascadian aesthetic.



A single staple bicycle rack



Bicycle corral



Both of these restrooms reflect a Cascadian aesthetic: wooden walls, rock bases, and dark colors.



Historic Highway colors and materials reflect the Cascadian look.



Shapes and arrows point trail users in right directions.



Popular business with lots of bike parking

Water Fountains

Fountains can become hubs of activity and facilitate social interaction in addition to providing a needed amenity for trail users. Fountains should be located at principal trailheads in the city. New fountains should be designed to reflect a Cascadian aesthetic and consider ADA accessibility.



Cascadian-style water fountain

Hiker/Biker Campsite



Bike touring and camping are growing in popularity locally and nationally.



Signage at a camp site welcomes bikers to camp.

*See Trail Hub and Campsite Location Alternative poster for additional details

Trail Hub



Trail hub in the White Mountains



Bicycle repair stand with tools

*See Trail Hub and Campsite Location Alternative poster for additional details

Trail Stewardship

Stewardship of trails is an essential part of a successful trail system. Civic-minded citizens should form a non-profit group dedicated to maintaining trails, engaging youth in active trail use (through the school or 4-H club), reducing vandalism, coordinating trail events, and applying for trail funding.



High school students helped build a trail welcome center!

Garbage Cans

Garbage cans should be located near trailheads to deter littering. Stylish garbage cans can be used downtown to provide a nice aesthetic and add design elements to the streetscape.



Garbage cans can be stylish and functional.

Trail Hub and Campsite Location Alternatives

Trail Hub:

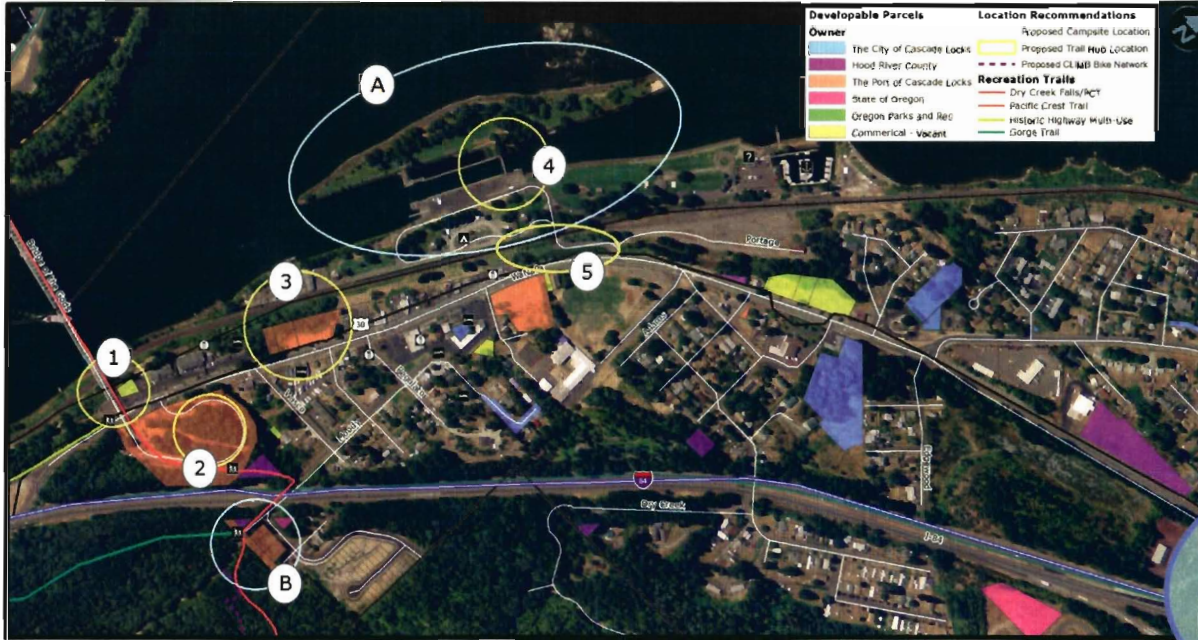
1) Historic Highway Trailhead



2) Bridge of the Gods Park



3) Fire Hall



4) Thunder Island



5) Lawn east of East Wind

This trail hub will be a gateway feature to the trail system and provide needed trail user amenities, such as:

- Trail Information (maps, signage)
- Interpretive information
- Community bulletin board
- Public water facilities
- Bicycle repair stand / wash station
- Seating / Tables
- Restrooms
- Parking for trail users

Cascade Locks is becoming very popular with outdoor recreationalists but lacks needed facilities like the trail hub. We propose several potential trail hub locations on vacant properties owned by the Port, City and ODOT. The trail hub site should be located in Cascade Lock's downtown area, near the Historic Highway, to draw in visitors.

The hub's information kiosk will expand on the basic amenities of the trail information kiosks and include a community bulletin board and interpretive information. The hub should include a bicycle repair stand with tools, modeled on similar Portland repair stands where tools are attached to the stand with cables to deter theft.

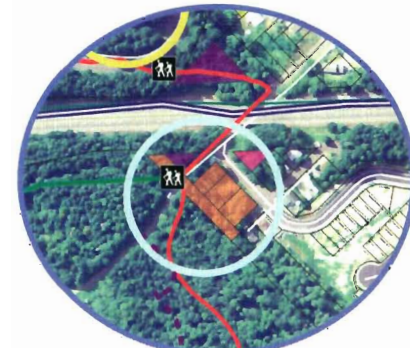
Campsites:

Hiker/biker camping is gaining in popularity as cycle touring continues to grow in popularity in the U.S. These campsites are very similar to basic walk-in campsites but include a staple rack so that cyclists can lock their bike securely for the evening. Signage should indicate to cyclists that they are welcome to stay in the campground. Dedicated hiker/biker campgrounds attract trail users who would normally not stay in Cascade Locks.

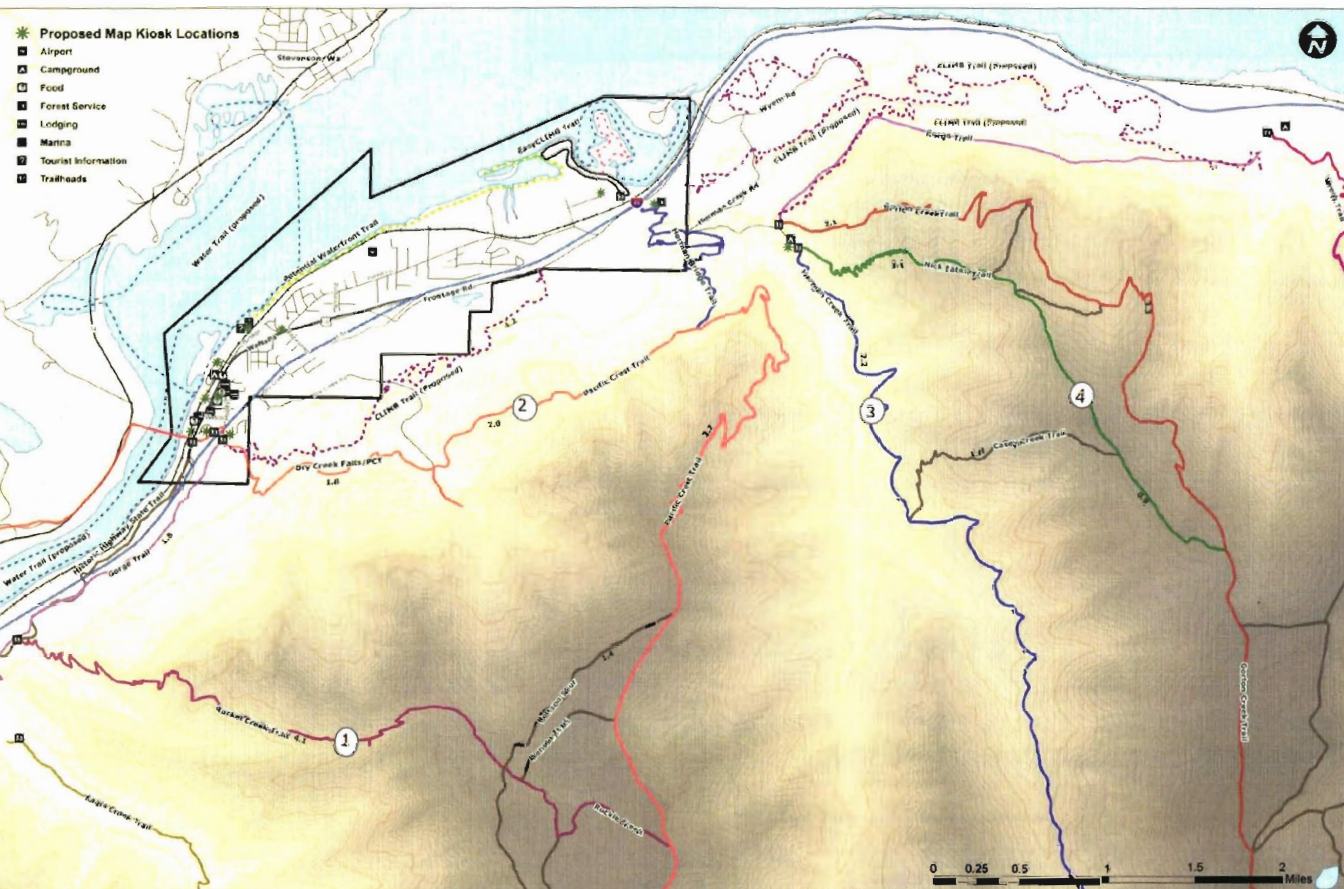
There is currently a lack of campsites close to downtown Cascade Locks. Increasing the number of campsites will encourage hikers to make Cascade Locks their home base for the weekend or to stay overnight on their way through the Pacific Crest Trail.



A) Thunder Island



B) Dry Creek Trailhead

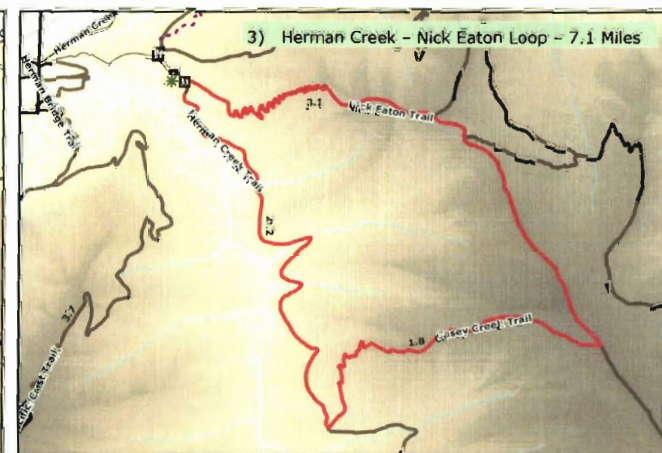
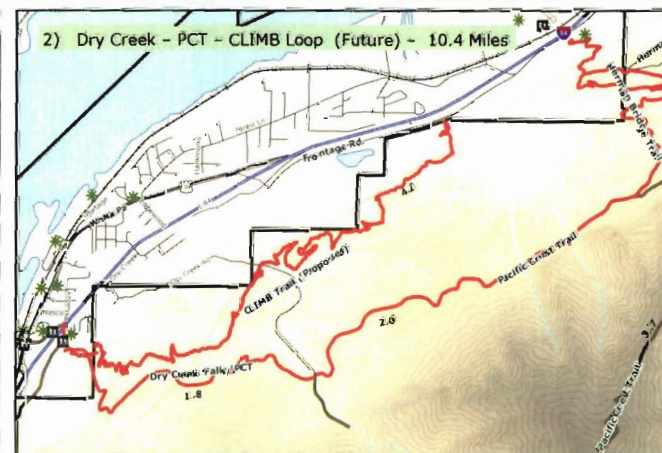
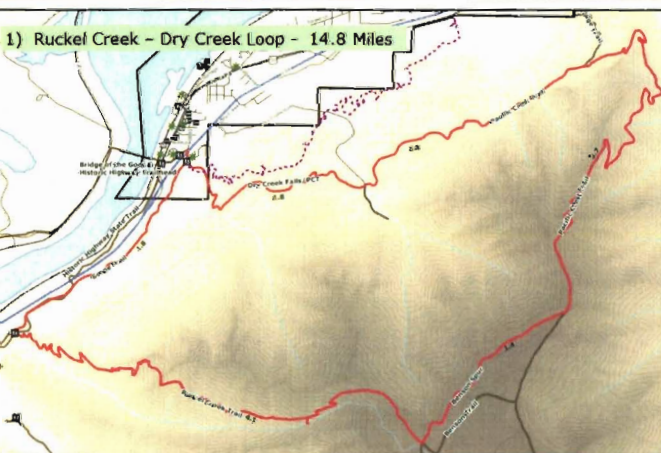
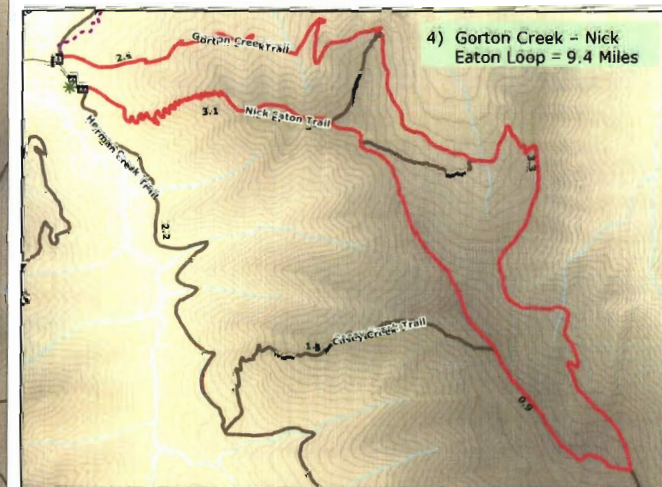


Trails Network

Trail users prefer connected, round-trip trail loops. It gives them variety of sights and physical terrain while also allowing users to start and end their hike in one place, like in downtown Cascade Locks.

Cascade Locks has various trail loop opportunities. We have identified existing and potential trail loops of various distances and difficulty levels. We recommend that these be included in trail brochures, marketing materials and identified with clear wayfinding on the trails. In addition to the trail loops shown below, there are a number of longer trail loops for overnight trips of two or three days, including:

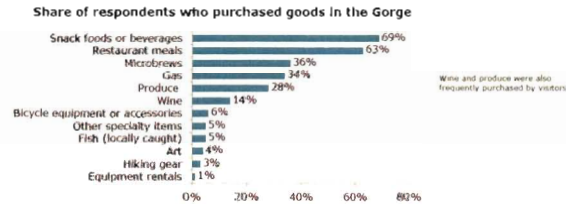
- Dry Creek – PCT – Eagle Creek – Gorge Trail/State Trail Loop
- Wyeth Trail – Herman Creek Loop



4 Lessons from the Trail User Survey

1 Trail users make great customers.

On their last trips to the Columbia River Gorge, **more than half of respondents stated they purchased snacks, beverages, or restaurant meals.** More than a third purchased microbrews.



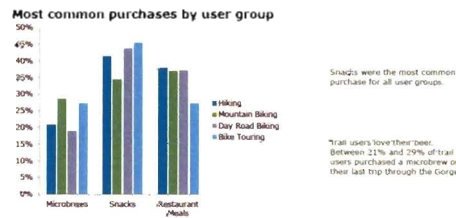
2 Trail users already stop in Cascade Locks.

Cascade Locks was the second most common stop in the Gorge after Hood River. **Almost 1 in 3 respondents stated that they stopped for a purchase in Cascade Locks.** Further analysis shows that hikers and bikers stop even more frequently than most other visitors.



3 Trail users get hungry and thirsty.

Trail users frequently purchase food and beverages. **Between 27% and 38% of trail users ate at a restaurant on their last trip to the Gorge.** Nearly as many purchased microbrews.



4 Trail users want better & more trail facilities.

Respondents stated that a number of trail improvements would bring them to the Gorge more often. More trail options and more restrooms were some of the most desired changes to the trails. **Almost 30% of respondents stated that more wayfinding signs would make them more likely to visit the Gorge.**

What respondents stated would make them more likely to visit the Gorge

