

Developed by members of the  
Cape Meares community

Cape Meares Community Association

*and facilitated by  
Tillamook Coast Visitors Association*

**August 2023**



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COMMUNITY ASSOCIATION

# Cape Meares Community Plan



## WHAT IS A COMMUNITY/ DESTINATION MANAGEMENT PLAN?

People who live in Cape Meares have a desire to make the place they call home even better. The community/destination management planning process captures their ideas about what improvements could be made that increase livability, safety and community engagement, now and for generations to come. Their work is in this document, prioritized by the community members that took part in the workshops, either in person or on Zoom.

**Please note:** The plan is considered a living document. As other issues or desires for improvements arise, it can be updated.





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## *What is the process?*

*Workshops were held at the Community Center, and facilitated by Nan Devlin and Dan Haag of Tillamook Coast Visitors Association, with help from Nicole Steen.*

*Approximately 20-25 people attended each meeting, either in-person or by Zoom.*

**Workshop #1:** *What is community planning, and how does it pertain to destination management and use of lodging tax. Workshop activities: values of the community; SWOT (strengths, weaknesses, opportunities and threats); desired assets.*

**Workshop #2:** *Information from Workshop #1 is organized by initiatives (categories), each with desired assets. Discussion centered on more detail of each asset, and added more ideas to each category*

**Workshop #3:** *Initiatives presented with What, Why, Who Leads, How, Challenges and Funding. Community provided more detailed information.*

**Draft for review:** *Based on information added in Workshop #3, initiatives are presented for review to community*

**Revised draft** *delivered to Cape Meares Community Association.*

## TLT HISTORY and USE

Prior to 2003	After July 1, 2003	January 1, 2014
City room tax goes to general budget	Any rise in room tax subject to state law of 70/30 split	Tillamook County 10% transient lodging tax; cities raise their tax to 9%
<b>Cities had up to 8% tax</b>	<b>Pre-2003 city lodging tax</b> Continues to go to city's general fund	<b>Pre-2003 city lodging tax</b> Continues to go to city's general fund
All lodging tax prior to 2003 goes to a city's general fund – most cities in Tillamook County had a room tax in place by the 1990s, including Manzanita, Wheeler, Rockaway Beach, Garibaldi and Tillamook.	<b>Any NEW/increased lodging tax</b> <b>30% goes to general budget</b> 70% tourism facilities and/or promotions	<b>Most cities raise lodging tax to 9%</b> County implements 10% tax Jan. 1, 2014 1/10 <sup>th</sup> of 10% total room tax to county  Unincorporated areas send full 10% to county
	<b>State adds 1.0% lodging tax, goes to Travel Oregon</b>	<b>1.5% state increase - Travel Oregon</b>
		<b>All county TLT collections: 70/30 split. 30% to roads and administration; 70% tourism facilities AND/OR promotions.</b>



## HOW LODGING TAX CAN BE USED

*70/30 split established in 2003*

**ORS 320.300 - 320.365**  
[https://oregon.public.law/statutes/ors\\_320.300](https://oregon.public.law/statutes/ors_320.300)

*In 2012/13, the county's roads were rated worst in the state. Tillamook County put the lodging tax to a ballot. Voters approved. Uses the 30% for road repairs and improvements on county roads.*

**30% to general budget or to specific use**  
**70% must be used for the following:**

- **Convention center**
  - **Conference center**
  - **Visitor center/Tourism information center**
  - **Tourism agency (destination agency)**
  - **Operation of the above**
  - **Tourism promotion**, including conducting strategic planning and research necessary to stimulate future tourism development
- 
- **Tourism-related facility, defined as:**
    - **"Other improved real property that has a useful life of 10 or more years** and has a substantial purpose of supporting tourism or accommodating tourist activities."  
NOTE: 'Other improved real property' can mean parking lots, public bathrooms, beach access, wayfinding, trail development, parks, etc.





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## *Workshop #1*

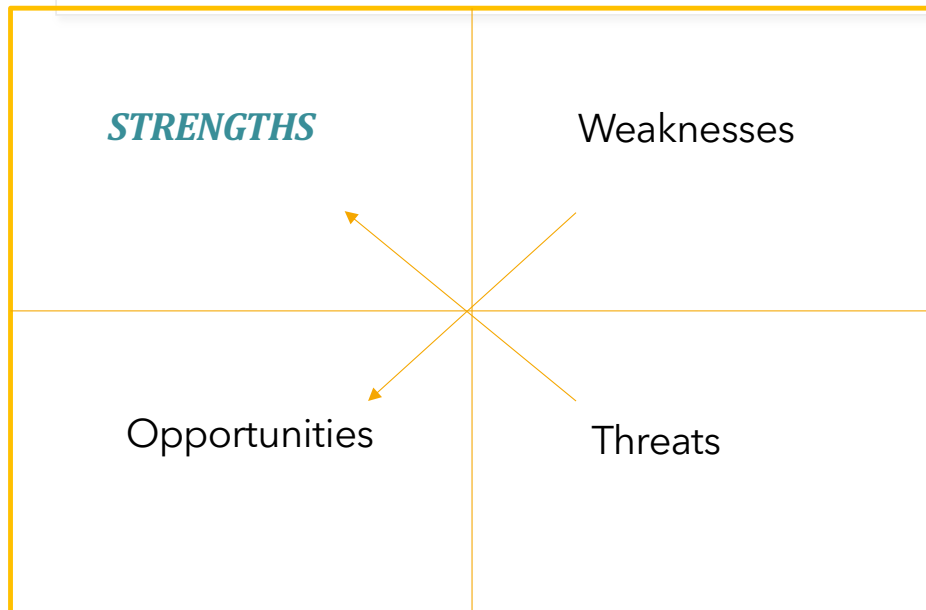
### *What do you value about Cape Meares?*

- Semi-isolation (“Nobody here”)
- Non-commercial
- Away from Hwy 101
- Travel by foot – no major traffic
- Quiet and private
- Oregon Coast as it used to be
- Safety for kids
- Great spot to be a kid
- Not a go-to place for visitors (like Pacific City)
- Natural beauty
- No driving on beach
- Close to town for amenities and services
- Beach is usually quiet
- Easy to “get away” from people
- Community activities – 4<sup>th</sup> of July parade, potlucks
- Family-like, no governing body
- Sense of community, looking out for each other
- Sunday gatherings at community center
- Small town feel, social connections
- Spit, ocean, lake, forest
- Crabbing and fishing
- Surrounded by old growth forest
- Elk, birds, other wildlife
- Hiking/walking

## Workshop #1

### SWOT

*Strengths can be Threatened;  
Weaknesses present Opportunities*



### Strengths

- Community Center has organizational strength (heart of community)
- Good disaster planning/preparation group
- Commitment to community by both full- and part-time residents
- Fire truck/EMT/Volunteers
- Diversity of skills and backgrounds
- Peaceful contrast to urban living
- Plethora of inspiration for artists
- Community of dark skies (lack of bright lighting on houses)
- Migrating birds, elk herds, wildlife presence
- Fishing/crabbing/kayaking
- Informative community communications (email newsletter, Me/we, NextDoor)
- Truly know your neighbors, help each other, share with each other, depend on each other
- Sense of history here
- Educational programs (tsunamis, ODFW, etc.)

## Workshop #1

### SWOT

*Strengths can be Threatened;  
Weaknesses present Opportunities*



### Weaknesses

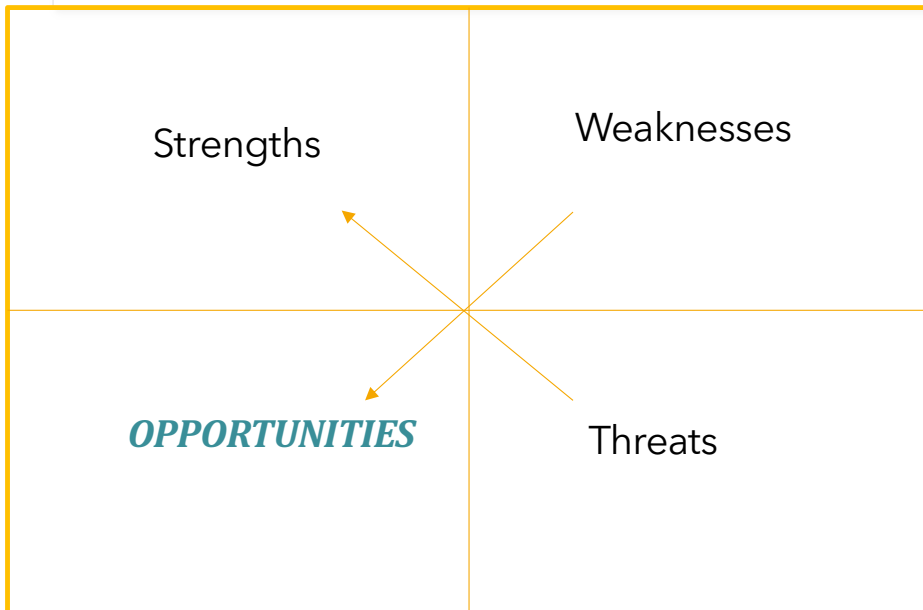
- Local access road potholes – have to be fixed by locals
- Weak cell service/internet (broadband)
- No handicap accessibility or parking
- Community center storage shed needs improvements
- Pedestrian safety along Bayocean Road
- No visitor amenities (restrooms, garbage)
- Little to no public parking, cars use resident roads
- Speeding – need solution for getting drivers to slow down
- Parking fees at Bayocean Spit brings more people to Cape Meares
- Lack of informational signage (such as “no outlet” or “dead end”)
- Lack of enforcement on fireworks, beach fires, noise
- Opening of Loop Road may bring more traffic to Cape Meares
- RVs coming through
- Lower speed limit on Bayocean Road and at boat launch
- No parking at boat launch (ODFW promotes fishing – doesn’t consider heavier traffic to area)
- Bad culverts for wildlife passage



## Workshop #1

### SWOT

*Strengths can be Threatened;  
Weaknesses present Opportunities*



- **Opportunities**
- David's Chair (storage shed needs improvement first)
- Develop management plan for lake (invasive species removal, etc.)
- Culvert assessment
- Signage messaging enforcement (no fires, blinking light messaging)
- Pad for bench and handicap parking at beach access
- Fire station
- Partner with county for pothole filling materials
- Reduce speed signage
- Upgrade Community Center shed, gravel floor
- Upgrade cell/internet service – repeaters, "GETX"
- Year-round trash pickup for visitors
- Recycling receptacles
- Additional parking (include handicap space)
- Public restroom –
- Partner with STRs to provide local info
- Part-time enforcement of STRs
- Speed reduction at boat launch
- Add 3-way stop at Loop Road, Bayocean/dike roads
- Outreach on recreation opportunities other than Cape Meares
- Improve communications outside Cape Meares, especially for disasters/storms
- Community satellite phone
- Underground power lines
- Neighborhood Watch – partner with county law enforcement

## Workshop #1

### SWOT

*Strengths can be Threatened;  
Weaknesses present Opportunities*



#### Threats

- Exposure to natural disasters – faraway from necessary services
- Landslides along Bayocean Road
- Very limited ambulance/clinic/hospital care (county wide)
- Silt and invasive species in Cape Meares Lake, wetlands
- Opening of Loop Road may bring more visitors  
(no capacity for more visitors)
- Illegal camping and fires
- Vandalism (signage cut down and tossed in lake)
- Hard to identify who is renting homes (illegal hotels? No permits?)
- Financial stability of continued use of community center  
(is it sustainable?)
- Land on spit converted to campground and/or commercialized
- Beach safety for families, kids
- Tides reaching inland more and more – inundation?
- Neighborhood hunting (not in residential area)
- Oregon Coast Trail diversion – could bring more visitors, no capacity
- Public use of community forest
- Motorized bikes in forest and on beach – what are the rules?
- Failing septic systems

## Workshop #1

### What do we want?



### Desired Assets

- More enforcement – (get specifics)
- Keep dark skies
- Improve communications ability
- Build on tsunami preparation
- Well maintained garbage and recycling systems
- Fix shed
- Fire station
- Handicap access parking
- Aquatic passage culverts
- Develop plan for maintaining roads and fixing potholes
- Speed control (speed bumps or other solutions)
- Address prioritization of parking and restrooms
- Dedicated pedestrian lane on Bayocean Road,  
to lake and beach
- Signage of all kinds

**Cape Meares  
Workshop #2:  
Project Categories**

**Goal: clarify and  
discuss in more  
detail**



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**Community Center**

Plan for financial resilience  
Upgrade shed and gravel floor (store David's Chair)

**Public Safety**

Pedestrian lane on Bayocean Road, from lake to beach  
Fire station  
Create three-way stop at Bayocean and Loop Road intersection  
"Reduce speed" signage  
Neighborhood Watch program – partner with county law enforcement  
Community satellite phone  
Improve on county communications outside Cape Meares for disasters/storms  
Speed reduction at boat launch  
Speed reduction on local roads  
Neighborhood hunting (not in residential areas)

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**Enforcement**

Illegal camping  
Beach fires  
Reduce vandalism – signs demolished and thrown in lake  
Enforcement on STRs – really rented or squatters?

**Livability**

Maintain dark skies  
Encourage Bayocean as the key destination

**Infrastructure**

Prevent or reduce chance of landslides on Bayocean Road  
Underground power lines  
Upgrade cell/internet service – repeaters. GETX  
Culvert Assessment  
Make voice known if Bayocean is converted to campground or commercialized  
Plan to deal with inundation of tides as they reach farther inland  
Failing septic systems

**Cape Meares  
Workshop #2:  
Project Categories**

**Goal: clarify and  
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**Roads**

Work with county on sourcing pothole materials  
Develop plan for maintaining roads  
Speed reduction

**Accessibility**

ADA parking area  
Bench at beach access  
Get a David's Chair

**Parking**

Add parking spaces, with ADA  
Lack of parking at Cape Meares Lake – can be dangerous.

**Outdoor Recreation**

Oregon Coast Trail diversion – capacity needs?  
Public use of community forest – enforcement/messaging  
Motorized bikes in forest and beach – what are the rules/messaging



**Cape Meares  
Workshop #2:  
Project Categories**

**Goal: clarify and  
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**Natural Resources**

Management plan for Cape Meares Lake (silt, invasive species, etc.)

Make ODFW aware of lack of parking when promoting fishing on Cape Meares Lake

Migrating wildlife and birds – messaging about this?

**Communications/Messaging/Signage**

Create messaging for STRs – safety, fire bans, etc.

Beach signage safety for families, kids

Improve communications ability – need details

Signage needs – develop specifics

Dead end, no outlet, residential area signage

No RV parking

Historical interpretive signage

**Amenities**

Public restroom

ADA parking

Enhanced garbage and recycling services

Dog poop station

## Cape Meares Workshop #3:

### Clarify categories and projects



*NOTE: During the workshops, the community made decisions about which values, SWOT issues, and assets would be included in the plan.*

*After a rough draft of plan was presented to the community during Workshop #3, attendees provided additional details on projects. **Not all projects were deemed a priority at this time.***

*Those projects **highlighted in yellow** can be funded through varying TLT funds, either from the city, state, county or Tillamook Coast Visitors Association.*

**COMMUNITY CENTER**

**AMENITIES**

**COMMUNITY EDUCATION**

**PEDESTRIAN SAFETY**

**ACCESSIBILITY**

**PUBLIC SAFETY**

**ENFORCEMENT**

**INFRASTRUCTURE**

**ROADS**

**NATURAL RESOURCES**

**OUTDOOR RECREATION**

**COMMUNICATIONS, MESSAGING AND SIGNAGE**

***Project Categories Refined  
DETERMINED AT WORKSHOP #3  
(Held July 29, 2023)***

