

City of St. Helens
RESOLUTION NO. 1785

A RESOLUTION ADOPTING THE COLUMBIA VIEW PARK EXPANSION PLAN

WHEREAS, the City acquired approximately 230 acres of predominately industrial land in 2015 which includes an approximate 25-acre parcel now identified as the Riverfront District's Mill Sub-district (Ord. No. 3215, Attachment "C"), hereinafter referred to as PROPERTY, purchased by the City in order to facilitate redevelopment; and

WHEREAS, the PROPERTY is adjacent to the south side of Columbia View Park; and

WHEREAS, the City adopted the St. Helens Waterfront Framework Plan that applies to the PROPERTY (Resolution No. 1765); and

WHEREAS, the St. Helens Waterfront Framework Plan identifies a detailed list of projects that will guide the City through short term and long term redevelopment, one of which includes the expansion of Columbia View Park onto the PROPERTY; and

WHEREAS, the City partnered with Portland State University Masters of Urban and Regional Planning students to conduct outreach and engage the public in order to develop a site plan to guide the development of the Columbia View Park expansion; and

WHEREAS, the students prepared the Columbia View Park Expansion Plan after public involvement through two open houses, review and analysis of existing plans and data, consultation with City staff, the Parks Commission, and other stakeholders throughout the planning process.

NOW, THEREFORE, THE CITY OF ST. HELENS RESOLVES that the Columbia View Park Expansion Plan attached hereto is adopted and shall be used as a guide for development of the Columbia View Park expansion.

APPROVED AND ADOPTED by the City Council on June 7, 2017 by the following vote:

Ayes: Locke, Carlson, Conn, Scholl

Nays: None


Rick Scholl, Mayor

ATTEST:


Kathy Payne, City Recorder

Columbia View Park

St. Helens, Oregon



Expansion Plan

Columbia
View Park



Resolution # : _____

Date : June 2017



Vista Planning Team

Paul Gagliardi
Jonathan Morales
Takayuki Shigematsu
Deme Shor
Nathan Williams

Special Thanks

Jennifer Dimsho, St. Helens Associate Planner

Ethan Seltzer, PhD | Portland State University
Marisa Zapata, PhD | Planning Workshop Advisors

Rick Scholl, Mayor of St. Helens

John Walsh, City Administrator

St. Helens City Councilors

St. Helens Parks Commissioners

The people of St. Helens who provided their valuable
feedback on Columbia View Park

Contents

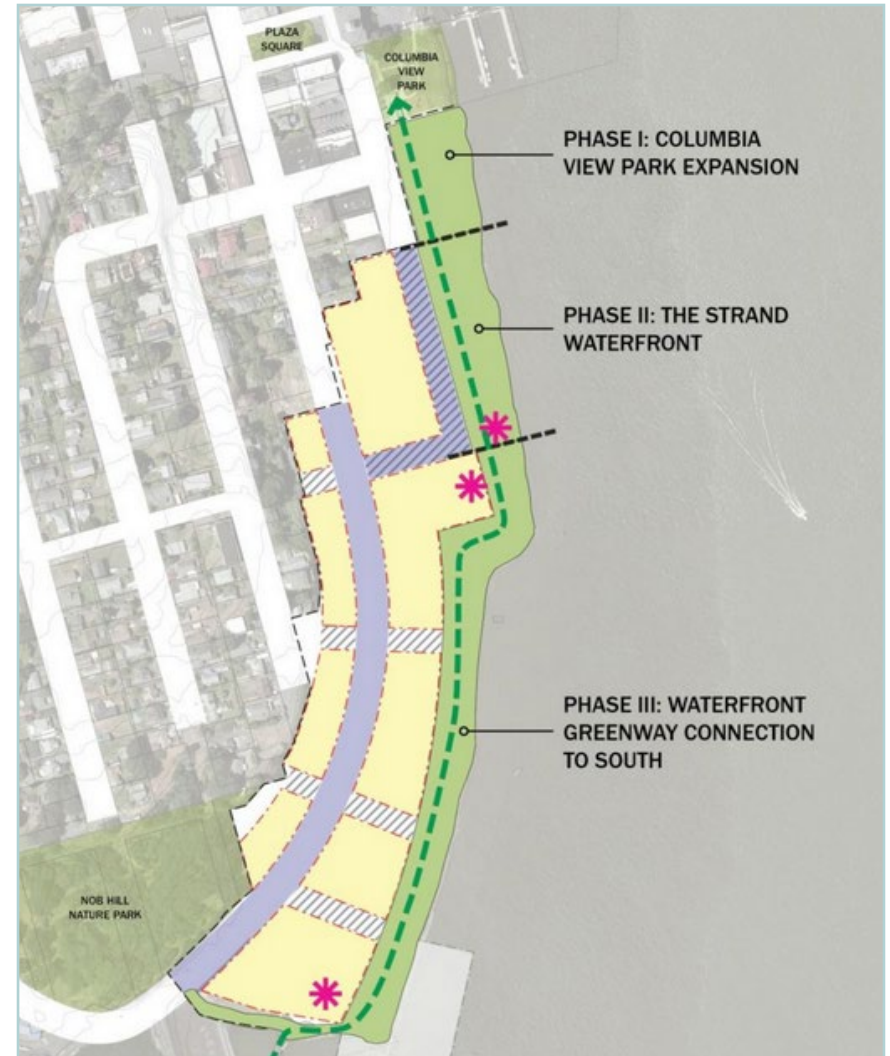
1. Introduction	Page 1
2. Existing Conditions	Page 3
3. Community Feedback	Page 5
4. Recommendations	Page 7
5. Reflection & Next Steps	Page 21
End Notes	Page 25
Appendix	Page A-1

1 Introduction

Project Overview

In 2016, the City of St. Helens developed the Waterfront Redevelopment Framework Plan to guide the redevelopment of the twenty-two acres of land vacant close to downtown activity. This framework plan was developed in response to a series of factory and other big employers for the region closing, directly removing high-paying low-educational barrier jobs from the region, likely leading to an estimated 20% drop in median income¹ for St. Helens between 2010 and 2015². The City intends to combat this trend by revitalizing and diversifying its economic base through a major rehaul of vacant, waterfront property acquired after the most recent plant closure. Kickstarting the Waterfront Redevelopment Project is a park expansion for one of the City's most beloved parks, the Columbia View Park. This expansion needs to meet the current needs of St. Helens, the anticipated needs of the revitalized city, and generally signal to investors and developers the redevelopment potential of the region.

To that end, the City of St. Helens has contracted Vista Planning, a team of graduating Masters of Urban and Regional Planning students at Portland State University. Vista Planning has been tasked with leading public engagement surrounding the park expansion project in order to gather necessary feedback for how the City should expand and renovate Columbia View Park. Between March and June 2017 Vista Planning has run this engagement in order to learn about the local community, build interest around the park expansion and broader framework plan, and ultimately develop a preliminary site plan based on community input.



Columbia View Park is in Phase I of the Waterfront Redevelopment Plan.

Goals

Together with input from the City, Vista Planning developed a list of goals and expectations for the project in March (Appendix A). These expectations reflected the needs of the City, as well as Vista Planning's academic and professional development needs as students. These goals acted as guide posts for reflective practice and course correction throughout the process:

Transparency

The logic behind every decision throughout the planning and site design process had to be clear to the City of St. Helens and local residents.

Engagement with the City

Every decision had to meet approval from the City to ensure we were on the right track regarding the City's needs.

Engagement with Park Users

We wanted high turn-out at our outreach events and forums, and we wanted the residents of St. Helens and the greater Columbia County to feel as though their voices were being heard, and that they had ownership of this project. This was particularly important as all members of Vista Planning are outsiders to St. Helens.

Equity and Diversity

Our outreach had to reach folks of diverse backgrounds. In terms of equity, we wanted to reach-out to populations that traditionally have not taken part in government planning processes due to subtle and institutional barriers. In terms of diversity, we wanted participants to reflect the diversity of St. Helens.

Viability

From the start, the City was clear that this project would have real impacts on the community. Throughout the process our participants reminded us how important implementation would be. For these reasons, it was important that our project was always more than an abstract representation of community desires, but resembled a viable first step in renovating and expanding the Columbia View Park.

2 Existing Conditions

The developed portion of Columbia View Park is currently about one acre and classified as an urban plaza park within the St. Helens park system. According to the Oregon Parks and Recreation Department, an urban park is a public gathering space that fosters community interaction and civic pride. They range from a quarter to three acres in size and are intensely developed. The park has a gazebo surrounded by amphitheater-style seating, which is used as a stage for concerts, weddings, and other community events. It includes a small playground and a splash pad that was fundraised and installed most recently by volunteers in 2012.

According to a community online survey conducted by the City of St. Helens in 2015 for the Parks and Trails Master Plan, Columbia View Park is one of the most popular parks in St. Helens. It has the highest level of maintenance, highest level of satisfaction for the number of amenities, and the second highest attendance rate at 72% of households. Attendance rates can partially be attributed to the many community-wide events held there.

Based on community feedback and other research, there are several crucial issues concerning the existing park (Appendix B). There is insufficient event space to accommodate big community events such as *13 Nights on the River*. Restrooms and parking do not have adequate capacity during these major events. Additionally, many community members want to be able to walk along the riverside comfortably to enjoy the view, but right now there is a chain link fence and no trail or walkway along the river.





1 The park seen from the top of the amphitheater. The gazebo sits near the center of the existing park.



2 The park seen from a gravel path to the south. The gravel trail roughly follows the a future planned trail within the Waterfront Redevelopment Plan. People can often be found taking a stroll there or walking their dogs along the path.



3 A chain link fence separates the existing park with its undeveloped future expansion. Visitors enter the undeveloped portion through a small gate.



4 Community members feel like the river's edge is uninviting. They dislike the chain link fence and the uncomfortable walking environment.

3 Community Feedback

Talking with the Community

In order to develop a comprehensive and community informed site design for the Columbia View Park Expansion, Vista Planning sought to engage with the community members of St. Helens to gather input and foster spaces of dialogue. To do this, Vista Planning held three community engagement activities, conducted interviews, and did general outreach by posting fliers (Appendix F), press releases in local newspapers (Appendix G), the City of St. Helens website, and Facebook page.

Introductory Forum

Vista Planning held an Introductory Forum on March 17, 2017 at the City of St. Helens Council Chambers to gather ideas from the community of St. Helens regarding specific amenities, design characteristics, and general ideas about expanding Columbia View Park. The goal of this particular event was to gather community input and facilitate a preliminary conversation on community wants and needs. Vista Planning members facilitated small and large group discussions and an open forum.

Recommendations Forum

The Recommendations Forum (Appendix F, G, H and I) was held at the Meriwether Place in St. Helens on April 26, 2017. The purpose of this forum was to present three alternative site designs for the Columbia View Park Expansion, and got feedback from community members to develop one final site design. The alternatives were derived from feedback from the Introductory Forum and a Parks Commission meeting held on April 10, 2017. Attendees were encouraged to walk around and engage with site designers to ask questions and give feedback by writing them down comments on Post-It notes and sticking them to the poster.

Site Audit

Two Site Audit activities were held on April 29 and May 4, 2017 to get more “on-the-ground” feedback from park goers. A survey was distributed where participants answered several questions on park elements and proposed amenities. They were also given the opportunity to provide open feedback on a developing site design. Our conversations with park-goers about Columbia View Park provided the most valuable insight. (Appendix J).

Stakeholder Interviews

Vista Planning interviewed stakeholders who would be directly impacted by the Columbia View Park Expansion, those identified in the Institutional Analysis, and attendees at public forums held. We conducted several interviews as a result, further informing our recommendations (Appendix M).



Vista Planning first learned about the community's concerns talking with them in group discussions during the Introductory Forum on March 17, 2017.

Community Concerns

Feedback Vista Planning received from the community provided insight into concerns and expectations for Columbia View Park, forming the basis for Vista Planning's recommendations. The following summary outlines feedback concerning the most important issues discussed with the community about the park. For particular park elements, there is disagreement among community members. More detailed feedback can be found in the appendices (Appendix K, L, M, O and P).

Event Space

Insufficient event space is a major issue for the existing park. Many people would like to see a new stage to accommodate larger events while moving the current gazebo to the undeveloped portion to continue using it for smaller events. The community wants improved sound quality for the new stage. On the other hand, some people want to maintain the existing park with the gazebo exactly as it is and just want all new amenities built within the expanded area. Only one comment called for the gazebo to be torn down.

Restrooms and Parking

Many community members raise the issue of inadequate restroom and parking capacity. There is essentially no opposition to providing additional restrooms. Many people say that they would like to see a permanent restroom building located at the opposite end of the new expanded park while others believe temporary restrooms for events is all that is needed and that a new restroom building might be too expensive. There is some disagreement regarding parking as well. Even though some people wanted additional parking, some suggested that the existing parking space along the road was enough and that the park area should reserved for park activities. People suggest that additional parking areas could be used for other purposes such as vendor space for particular kinds of events.

Playground Areas

Many community members, especially those who have children or grandchildren, want to expand the existing playground. They expect to have more seating area



Community members talked with Vista Planning and provided comments on potential amenities and other site design elements during the Recommendations Forum on April 26, 2017.

near the playground to watch their children. Many community members strongly desire more recreational opportunities for other age groups, particularly teenagers.

The Waterfront Trail

Community members strongly desire a new waterfront trail. Currently, one does not exist. Community members want to have the trail paved and connected along the riverfront. Some support the idea of having bikeable trails, but others are concerned about the safety of pedestrians, in particular children and seniors.

Dog Facilities

Many community members agree that the park should be more dog-friendly, but there was some disagreement regarding an off-leash dog area. Several community members are really excited about it while others mention that the community already has access to two other off-leash dog parks in St. Helens and that the limited space available should be utilized in a more valuable way.

4 Recommendations

Diverse feedback from the community outreach process made it possible to identify four key functions for placemaking within the park. A preliminary park site map illustrates the location and scale of major park amenities associated with those four functions. The description of each park amenity is included to explain the detailed function and consideration for its implementation. Implementation phases are included to guide the redevelopment of the park.

Placemaking

According to theorists, a “place” is much more than a location or a space. It includes the experiences, meanings, and connections that people have with a space. A place has a unique character of its own. It feels safe and comfortable. It feels like home. “Placemaking” is creating or enhancing those experiences, meanings and personal connections in a space. Project for Public Spaces has identified eleven basic principles for creating great community places using placemaking.³ Since Columbia View Park has been recognized as an important community place, this expansion project should consider “placemaking” in making the future park as beneficial and meaningful to the community as possible. We applied these principles to St. Helens and Columbia View Park.

1. *The community is the expert*

Only the community understands how Columbia View Park functions, what happens there, and what is valued. The recommendations consider community feedback first and foremost.

2. *Create a place, not a design*

Much more than just a physical design, the Columbia View Park expansion should consider how the park acts as a “place.” Do people feel relaxed, excited, entertained, playful, comfortable while using the park? Do they feel a sense of community? Do they feel connected to the park in some way?

3. *Look for partners*

We discovered that St. Helens has many community members who want to be closely involved with the park’s development. To our surprise we discovered that much of the park’s construction was performed by volunteers. The park’s viability will continue to depend on them.

4. *They always say “It can’t be done”*

Redeveloping Columbia View Park may run into challenges, but creating any good public space always will. Small scale community driven improvements build “place” and demonstrate that obstacles can be overcome.

5. *You can see a lot just by observing*

We spent some time at Columbia View Park learning how people experienced it. The inspiration for our Site Audit event was to catch people using the park and gather their impressions of the space while they were using it.

“[Places] are important sources of individual and communal identity, and are often profound centers of human existence to which people have deep emotional and psychological ties”

- Edward Relph from *Place and Placelessness*

6. *Have a vision*

Our ultimate goal was to discover the community’s vision for the park. St. Helens community members envision Columbia View Park as an active event space. Community members value the community’s connection to the river and hope to enjoy it in the park. Community members value family-friendly fun, hoping for play spaces for a variety of children. Some dog owners value the park as a space to spend time with their companions. Others hope to appreciate the interesting

history of St. Helens through the park. The number of people who participated in our outreach efforts only reinforced the value that the park has within the community and the investment that the people who live in St. Helens have in enriching community life there.

7. Form supports function

Only those who live in the community and use the park regularly for leisure or to attend events know how the space operates. Understanding how Columbia View Park functions was of the utmost importance in forming recommendations. We have outlined our recommendations around the functions that Columbia View Park serves for St. Helens.

8. Triangulate

It was important to us to understand how different elements of the park interact with each other and generate overlapping activity. Columbia View Park is one of the most active parks in the community. There are many activities that are overlapping. For example, a mother may attend a fireworks show with her children. While enjoying the show, she can also enjoy the magnificent scenic views of the Columbia River and Mount St. Helens. Play areas provide the opportunity to spend quality time with her children through play. Maybe she will discover some intriguing history along the way and learn something new. With so much going on, the experience is that much more profound.

9. Experiment: lighter, quicker, cheaper

Although we have attempted to create a comprehensive park plan, we understand that there needs to be flexibility. Experimenting with short-term easy improvements that can be easily adjusted over time will create the best outcomes for Columbia View Park.

10. Money is not the issue

Money does not have to limit the impact that Columbia View Park can have on St. Helens. The community has already invested their time and energy into the park. Many of the pieces that make Columbia View Park work were provided by volunteers or through donations. The hands of the community can be seen throughout the park, making it a unique and treasured place. Placemaking can be thought of like homemaking. Of course you can buy a house with money, but you cannot buy a home.

“Columbia View Park is the neighbor’s living room”

- St. Helens community member

11. You are never finished

The world is in a constant state of change. People’s needs will change and the park will need to change with them. Things will break down and need to be replaced. The park’s expansion itself was only made possible through a big change in the community, the closing of the Veneer plant. The Waterfront Redevelopment Plan and Columbia View Park carry a lot of promise in the minds of the people who live in St. Helens as the city heads towards an exciting future.

Park Functions

Through the community engagement process, issues concerning the existing park and expectations for the expansion project were raised from participants. We received diverse community feedback from many different perspectives, from specific design and usage of amenities to the value and character of Columbia View Park. From analyzing community feedback, we could identify four key functions that consider the value the park has for park goers and the community of St. Helens. They are color-coded by park function for convenience. The eleven key principles for placemaking were considered when developing these functions.

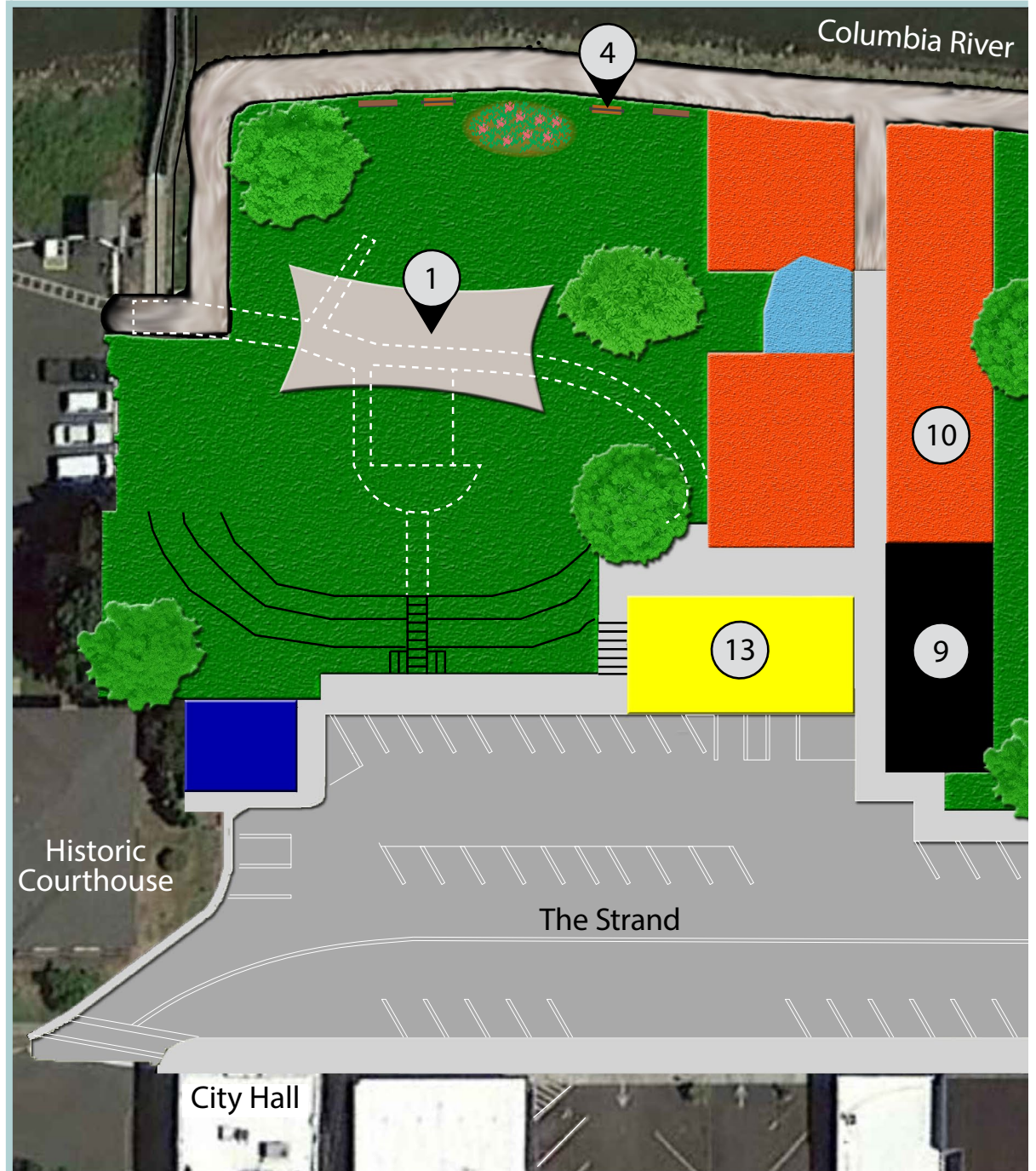
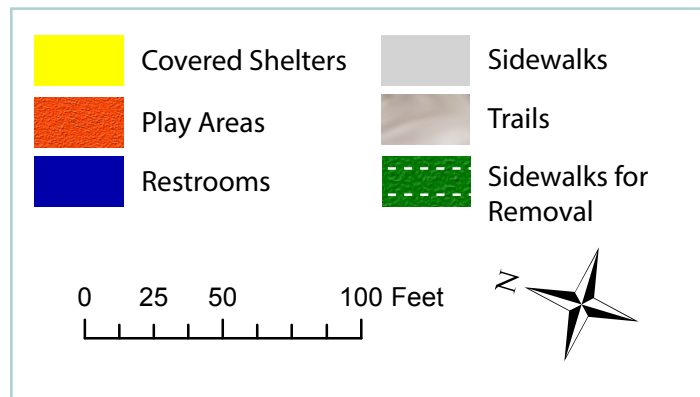
- ▶ Hosting Community Events
- ▶ Providing Access to the Scenic Columbia River
- ▶ Honoring St. Helens History and Character
- ▶ Providing Recreation for All Users

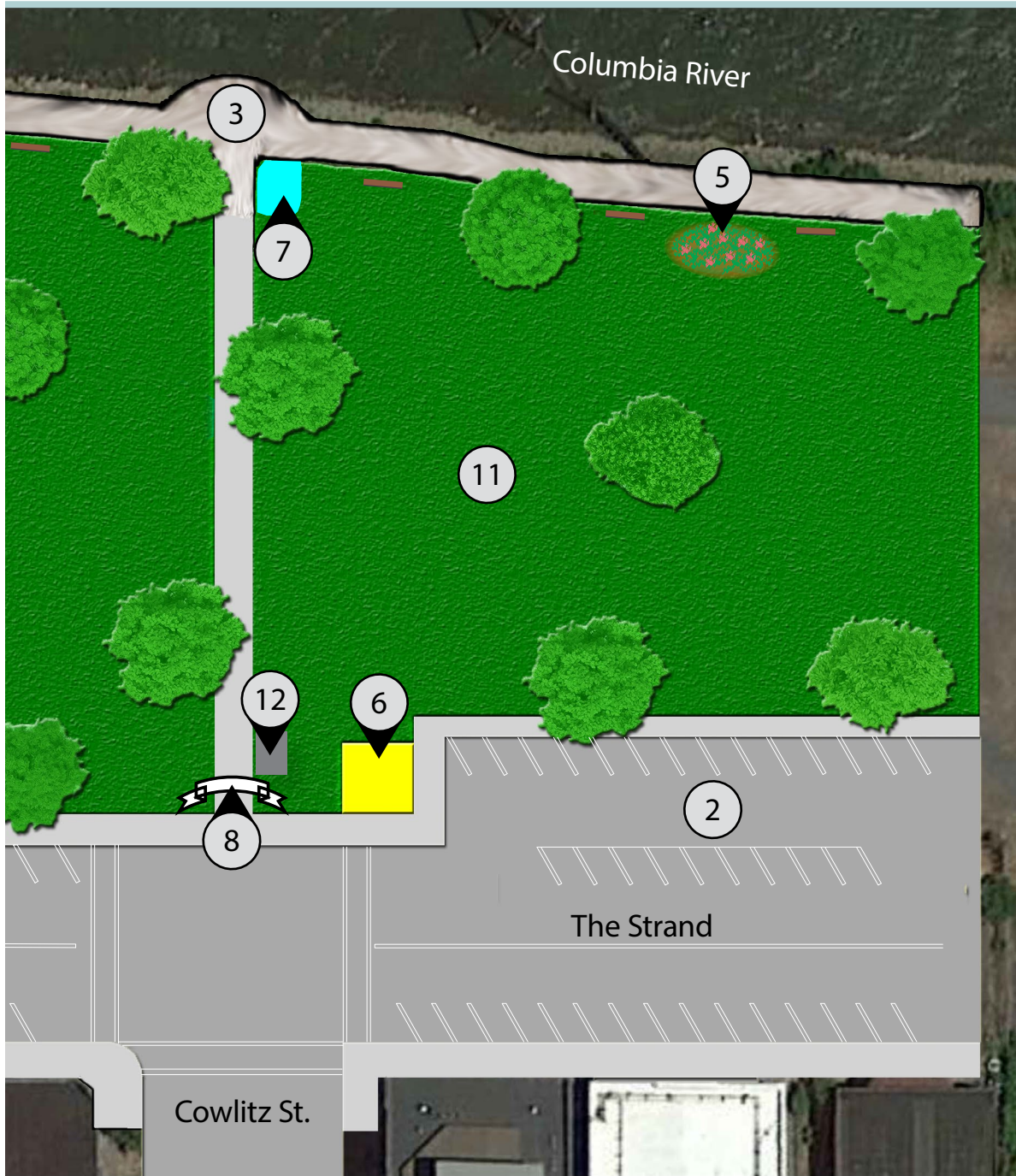
Site Map

We have created one site map that attempts to incorporate all of the diverse feedback we received from all of our outreach events (Appendix O, P and Q). During the Recommendations Forum, three different site plan alternatives were presented to the community. Each one illustrated different key park amenities the community wanted based on feedback from the Introductory Forum and the Parks Commission (Appendix K, L). “On-the-ground” feedback from the Site Audit event further informed the design.

The site map illustrates the location and the scale of major park amenities. Each park amenity is classified into one of the four key park functions. The following pages include descriptions of each of the four key functions and associated park amenities. Pages are color-coded by park function. On the site map, park areas with certain attributes are colored as shown below in “Map Features.” The dotted white lines show existing sidewalks that will need to be removed for the new stage area.

Map Features





◀ Amenities

Hosting Community Events

- ① New Stage
- ② Multi-Purpose Paved Area

Providing Access to the Scenic Columbia River

- ③ Boardwalk and Trail
- ④ Benches and Swings
- ⑤ Catch Basin

Honoring St. Helens History and Character

- ⑥ New Gazebo
- ⑦ Community Art Features
- ⑧ New Entrance / Gateway

Providing Recreation For All Users

- ⑨ Flex Court
- ⑩ New Playground
- ⑪ Open Space
- ⑫ Bike Rack
- ⑬ Covered Shelter

Hosting Community Events

Within the St. Helens park system, Columbia View Park is well known for accommodating various community events such as 13 Nights on the River and the Fourth of July celebration. The people of St. Helens value the park for the sense of community and culture it creates. An improved event space could host many different types of events such as movie nights, maritime festivals, and other seasonal community events. As discussed in the previous chapter, due to the expected population growth in St. Helens, a larger space would be required for people to have space to participate in community events. Providing sufficient restrooms, parking, and vendor space is essential to accommodate more people if the park hosts a greater number and size of events.

“I love the outdoor festivals and events. They bring the community together.”

“The community of St. Helens is so friendly and open. We have many good family-oriented events.”



Community members crowd around the gazebo during 13 Nights on the River.



Weddings are often held around the gazebo. Many people have a sentimental connection to the gazebo as a result.

Recommended Amenities

New Stage

Community members told us that they valued the existing amphitheater that overlooked the gazebo and thought it was unnecessary to have a second stage in another area of the park. We recommend placing a new stage in an area that allows the existing amphitheater-style seating to be utilized and not wasted. The new stage should be built closer to the river than the existing gazebo so that more seating and gathering space can be provided for people in front of the stage. Some sidewalks will need to be removed near the stage to accommodate for a larger gathering space in front of the stage. The stage should be equipped with improved sound and light facilities to host larger and more numerous types of events including concerts and movies. The stage should be shaded, but should have a minimalist design that does not unnecessarily block views of the river.

Centennial Park Entertainment Stage (Munster, IN)



Multi-Purpose Paved Area

Many community members complained about not having adequate parking for events. We recommend providing a new parking area suitable for multiple uses. Setting aside areas just for parking would limit the use of valuable community space. We recommend providing facilities for vendors and an area for temporary restrooms. Additional restrooms are needed, especially in the popular events, but a permanent restroom building would cost a lot for both construction and maintenance. A loading zone, short-term parking, and handicapped parking should be provided near the entrance in order to utilize the existing parking space. The surface of the area could use environmentally friendly materials that both fit the natural aesthetic of the park and help prevent stormwater runoff to mitigate flooding risks.

Farmers market at Wayzata American Legion parking lot (Wayzata, MN)



Providing Access to the Scenic Columbia River

Community feedback suggests that one of the most valued features of the park is the spectacular view of the Columbia River and Mount St. Helens. “Columbia View” is in the park’s name after all. In the park design process, careful attention should be paid to preserve this scenic view. The community wants more amenities, but at the same time, they are concerned that new structures such as new stage might block the scenic view. Also, access to the river is one of the most highly desired elements from community feedback. Currently people are only able to walk along the river in the grassy lawn area or the vacant gravel area. Constructing a paved trail could bring in more pedestrians to enjoy the river in comfort. Currently the park is closed after sunset, but community members think lighting could improve safety at night and allow nighttime activities.

“The river is a fantastic asset!”

“A Boardwalk is more inviting than just a path”

“I love the idea of porch-style swing benches.”

To maintain the scenic river view, park amenities should be coordinated with surrounding natural environment. Wild flowers and trees native to Oregon could be planted as landscaping to make the park more aesthetically pleasing. Park structures such as a stage, shelter, and playground could be made from logs, fitting into the history of St. Helens as a logging town while being both environmentally friendly and cost effective. The close proximity to river increases flooding risk especially during rainy seasons. The community members pointed out the importance of stormwater management in the park in order to keep the park area, especially the unpaved space, usable during inclement weather.



View of the Columbia River and Mount St. Helens from Columbia View Park.



A splash pad next to the playground shows the location of St. Helens among other towns and cities in Columbia County and their connection to the Columbia River.

Recommended Amenities

Boardwalk and Trail

The Waterfront Redevelopment Framework Plan calls for a new walking trail along the length of the Columbia River, planned to begin in Columbia View Park. We recommend installing a wall along the entire length within the park for safety. Community members want the water's edge to be more inviting than it is currently. In the middle of the trail, a viewing platform could be constructed over the river, allowing people to enjoy the river more closely as well as to fish from the platform. We recommend using wrought iron or another more attractive and sturdy wall or fence that will stand the test of time. The current chain link fence is not attractive and obstructs interaction with the water. The trail should be at least ten feet wide, enough to accommodate two-way traffic of bikes and pedestrians. For safety, consider painted lines on the trail to protect pedestrians from bicyclists. We recommend closing off parts of the trail to bicyclists when it is complete, particularly near the new stage, so that park-goers can feel more comfortable enjoying the river in a less active area.

Columbia River Renaissance Trail (Vancouver, WA)



Benches / Swings

Southport Waterfront Park (Southport, NC)

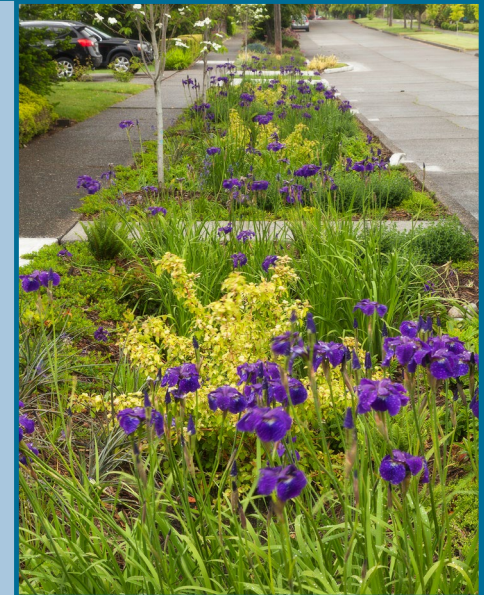
Install several benches with back support along the river. Place them off of the trail as to not obstruct bicyclists and pedestrians using it. Some community members enjoy the idea of installing porch-style swings as a more comfortable substitute for benches in some places. We recommend closing off parts of the park to bicyclists when the trail is complete for those who wish to sit and relax alongside the river comfortably.



Catch Basin

Green Stormwater Infrastructure (King County, WA)

Controlling runoff and mitigating flood risk close to the river is a current problem in the park. The community members complain about the muddiness of the park. A catch basin can reduce rainwater runoff volume where infiltration is feasible and attenuates peak flows. It also improves water quality and increases biodiversity in the park. In addition, when flowers and other plants are included there they beautify the park. A more detailed study is required to determine the appropriate location to install a catch basin.



Honoring St. Helens History and Character

The park is located inside the “Riverfront District” within the historic downtown of St. Helens, directly adjacent to the iconic historical courthouse and in close proximity to other historical sites. The park could have a theme representing St. Helens’ history of logging and shipbuilding, attracting people from outside St. Helens to promote tourism. Children would be able to learn about the history of their community while playing in the park. Many of the park elements have a direct connection with the community through donations and volunteer work. For example, the gazebo was donated by a long-time member of the community. Many events, including weddings, have been held in the gazebo that many community members have a sentimental connection to. The amphitheater and splash pad installation were completed with donated labor from volunteers. Community feedback emphasized that the expansion should reflect not only the history of St. Helens but also the park’s history and character.



Columbia View Park is directly adjacent to the iconic historical courthouse.

“Make a theme related to St. Helens history as a logging town. Good for education!”

“Put a kiosk along the walkway with information on the Columbia, St. Helens history, ecology, etc.”



Volunteers, in a partnership with the City of St. Helens, constructed the amphitheater used as seating during community events.

Recommended Amenities

New Gazebo



We recommend reconstructing a new gazebo using a similar design and materials to the current one to maintain the aesthetic of the park. Because of the current gazebo's age and the difficulty of relocation, it should be replaced. Since it is an iconic feature in the park, it should be placed in a highly visible location such as near the park entrance. The gazebo should be surrounded by open space so that people are able sit to around it. Chairs could be added if the gazebo accommodates events with many participants. It could be still used for smaller community events such as weddings and receptions or used simply as a picnic shelter.

New Entrance / Gateway



We recommend placing a park entrance at the The Strand and Cowlitz Street intersection. A crosswalk should be provided at that entrance to allow pedestrians to enter the park with ease. The design should provide for attractive and prominent wayfinding signage to help pedestrians and bicyclists orient themselves. Community members liked the idea of a old-fashioned arched gate at the entrance with the park's name.

Historical Information Signs



Continue placing signs that inform the public of St. Helen's history. Create a historical theme for the park.

Community Art Features



Continue providing space for community art features throughout the park. Provide space especially along the boardwalk and trail for passersby to enjoy.

Providing Recreation for All Users

The Columbia View Park expansion should include recreation activities for all users, including people from all the age groups, those with disabilities, and tourists. Adding amenities for older children and teenagers will encourage more people to visit to the park. Accessibility for handicapped people should be improved. The park is used mostly by the local community who already know the community well. In order to entice more tourists to visit St. Helens, maps and wayfinding signage should be placed around town to help people find Columbia View Park and to participate in all of the activities that happen there. Safety is also an important element for inviting all users to the park and make them feel comfortable. Community members want to have a dedicated space for seating and playing for elderly people and children.

“Make teenagers interested in the park!”

“Appeal to all ages, make the park friendly to dog walkers”

“Provide plenty of seating for the disabled. Make a resting place!”

Within the St. Helens park system, the community recognizes Columbia View Park as a community event space and value the scenic view of the Columbia River. In order to utilize the two-acres of small park space, amenities should be selected carefully, considering to best use of limited space. Many other parks already have large athletic facilities and off-leash dog areas within just two miles of Columbia View Park (Appendix R). Columbia View Park is one of only two parks located along the Columbia River in St. Helens.



The existing playground is the only structure for play in the park currently.



Many community members say they would like to see more amenities for teenagers.

Recommended Amenities

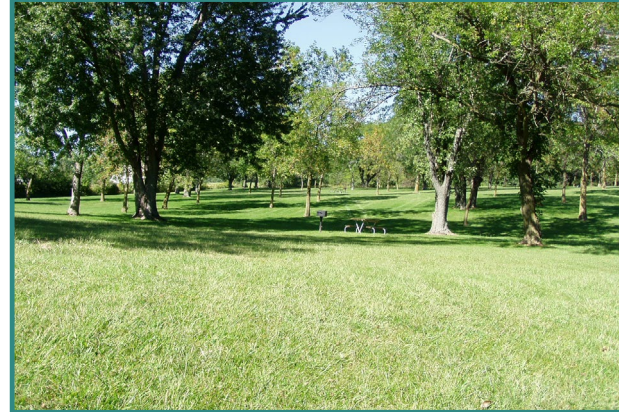
Bike Rack

We recommend constructing an artistic bike rack which could encourage people, especially kids, to bike to the park.



Fish Bike Rack (Long Beach, CA)

Open Space



An open lawn should be provided for multiple uses such as laying out and reading or sporting events. The use should consider the future development of the adjacent vacant property.

New Playground

Even though the existing park already has a play structure and a splash pad, an expanded area and new play structure would encourage different generations, such as older children, to play there. Around the playground, more seats and tables should be installed so that parents are able to oversee their kids from a closer distance. A new play structure could be made of wood, which has a connection to St. Helens' logging history.

Wooden play structure in Cedar Hill Park (Oak Ridge, TN)



Recommended Amenities (Continued)

Covered Shelter

Anglers Park Picnic Shelter (Danville, VA)

The existing viewing deck along the Strand should be covered by a structure to help people find shade from the sun and escape inclement weather all year round. Because the viewing deck is elevated, the community will still be able to enjoy scenic views of the Columbia River and watch performances in the new stage area, despite it being covered. The covered shelter will be located close to handicap parking, allowing those with disabilities to have easy access.



Flex Court

Flex court example from Flex Court of Maryland

We recommend creating a “flex” court to be used for sporting activities. There is already one basketball court in Campbell Park, but a “flex” court could be used for many different types of sporting activities, attracting more young people to the park.



Dog Station



People would be able to continue walking with their dogs on the new waterfront trail more comfortably. To keep the trail clean for users, dog facilities such as several dog waste stations should be provided along the boardwalk and other walkways.

Expansion Phases

The park expansion will be developed in phases to ensure that the park's existing features will still be available for public use. Park expansion phasing was determined to ensure what new services and existing features would be used the most as full site implementation progresses.

- 1 Grass/ Open Space**

The new grass/ open space will be the first stage of the park. This new space will be an improvement to the current land by adding grass and beginning to plant new vegetation and establish green features such as planter boxes, trees, and storm water basins.
- 2 New Gazebo**

Once the new open space is ready for occupation, the new gazebo will be placed in location that will act as a 2nd event space for use once the existing gazebo begins renovation.
- 3 New Playground**

The playground expansion will bring new activity to the area while connecting the old park to the new expansion project. A new activity center will generate greater park attendance and bolster usage.
- 4 Flex Court**

The addition of the flex court, another key activity center, will activate the southern most part of the park including the entrance way and the picnic and event shelter spaces.
- 5 Picnic and Event Space Shelters**

Renovating existing amenities means temporarily relocating services to other areas. With more of the park being engaged and available it will allow for existing services such as picnic area and event space shelters to be erected for future use.
- 6 Boardwalk**

The boardwalk will take the longest time and thus the implementation will begin early, but will be one of the last new amenities finished. The opening of the boardwalk will be one of the grand opening events to christen the park.
- 7 Demo Old Stage/ Build New Stage**

The final amenity to be added will be the construction of the new stage. The demo of the old stage will allow for the new stage to be constructed will still allowing events to take place in the new gazebo space and in other spaces around the new park. The opening of the new stage will mark the final completion of the park expansion.

5 Reflection & Next Steps

Evaluatory Framework

Entering this project, Vista Planning developed an evaluatory framework to demonstrate how well we met our initial goals with the project. We developed this framework for two primary reasons:

1. Provide a blueprint of our successes and failures for those who will pick-up our project after our contract ends.
2. Allow us to reflect on our own practice, so that we can improve upon our approach.

Providing this reflection also conforms with the value of transparency we have been trying to keep sight of throughout this project. We hope this section will be useful to those reviewing the equitability and general fairness through our process, regardless of their final judgment.

High Public Engagement

Compare attendance rates between our March 17th and April 26th public meetings. A higher rate of attendance will indicate success.

Underrepresented Communities

Compare rates of attendance of various demographic groups at each public meeting against population demographics for the City as a whole.

Community Buy - In

We will gauge how well our recommendations reflect community interest based upon feedback from public forums, surveys, and the City Council and Parks Commission meetings.

Utility to the City

City Council accepts and implements our recommendations.

High Public Engagement

Successful

As our plan rested on two major public forum events approximately a month apart, we decided to use the difference in attendance rates as an indicator of how successful our outreach we were. Although straight-forward, this indicator directly reflects how many unique people we were able to reach, and how well we sold the importance of the project.

On paper, we met our target for this goal. While our initial forum had 22 attendees according to the sign-up sheet, the second forum had 37 attendees, an impressive 68% increase in attendance. Although these were good numbers, we must also note that our outreach was not the full reason for this change. Part of the difference was a longer period of time between event announcements and hosting the events. For our first event this was less than a week, whereas our second was announced approximately a month before we held it. Additionally, our first forum was held on both a Friday and St. Patrick's Day, which undoubtedly contributed to the relatively low attendance as well. It is also relevant to note our site audits had low attendance, albeit this was weather related.

Underrepresented Communities

Mixed Successes

We had two major goals for reaching our target populations. One was to simply have attendance that reflected the demographics of the city in terms of race, ethnicity, age, and gender. The second was to have the rates of underrepresented populations increase between the two forums. We included this second point as a way of addressing institutional barriers for marginalized populations that might attend the forums - attendance is not enough to guarantee these individuals will feel safe speaking truth to power. Therefore, our hope was to over-represent some of these populations, particularly women and people of color. However, there was a second reason for including this goal, which was to qualify whether or not there was progress towards our initial goal of reflective representation in case we were

unable to meet that goal. Simply stated, Vista Planning's tenure in St. Helens was short - if there were any major demographic divides or distrust of government in specific populations, we knew our team would not be able to resolve those issues in that short time.

In terms of target population attendance we had mixed success; meeting some goals while missing others. While a detailed demographic breakdown of our participants is available in Appendix S, these were the major trends:

Successes in Outreach to Specific Groups:

Race / Ethnicity	Met both goals: <ul style="list-style-type: none">• The population was either reflective or over-represented⁴ people of color at both events• The percentage of attendees who identified as people of color increased between the events.
Gender	Mixed success: <ul style="list-style-type: none">• Percentage of female attendees went down by approximately 8%.• Both events significantly overrepresented women; despite being 51% of the St. Helens population they were 73% of the first forum's participants and 64% of the second. Additionally, we had at least one gender neutral identified attendant at the second forum, representing 2.7% of the forum's participants.
Age	Missed our target: <ul style="list-style-type: none">• Folks under 35 represent approximately 50% of St. Helen's population, but our peak number of attendees under 40 was only 30% at the initial forum.• Additionally, the age of participants skewed significantly older during our second forum.

The major take-away is that more robust outreach methods must be devised to reach St. Helen's younger generations. Presumably, this will be easier during the summer months when Columbia View Park hosts a number of events geared towards younger generations, so the major challenge becomes how to do this outreach during other seasons. Some questions to consider on this subject are: Where do St. Helen's young professionals spend their leisure time? Where do they work in the region? Do they consider themselves permanent residents of the region, or temporary?

Community Buy-In

Uncertain Success

Unfortunately, we do not have a direct mechanism for calculating community buy-in. Instead, we have a few reflections on the process that we hope index community interest and investment in the project. As implementation will not happen for a while after our contract ends, it will be up to the City to continue garnering interest in the Park and overall Framework plan in the coming months.

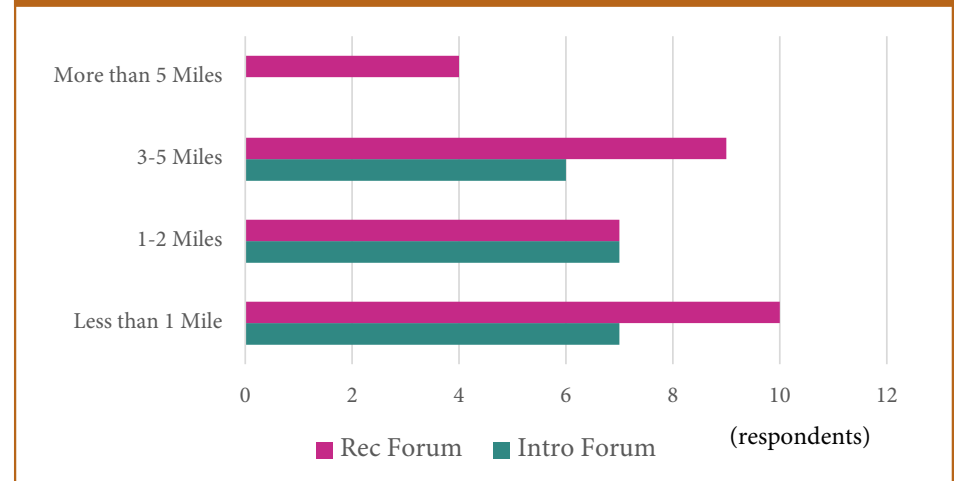
Delayed Outreach Agenda

On a related note, our team had to push back our outreach agenda due to lack of initial response and interest. Initially, we anticipated running the site audits two to three weeks earlier than we did. It reasonable to expect these delays zapped momentum from the project, though it also reflects a low initial trust with our team that it is unclear we were able to overcome.

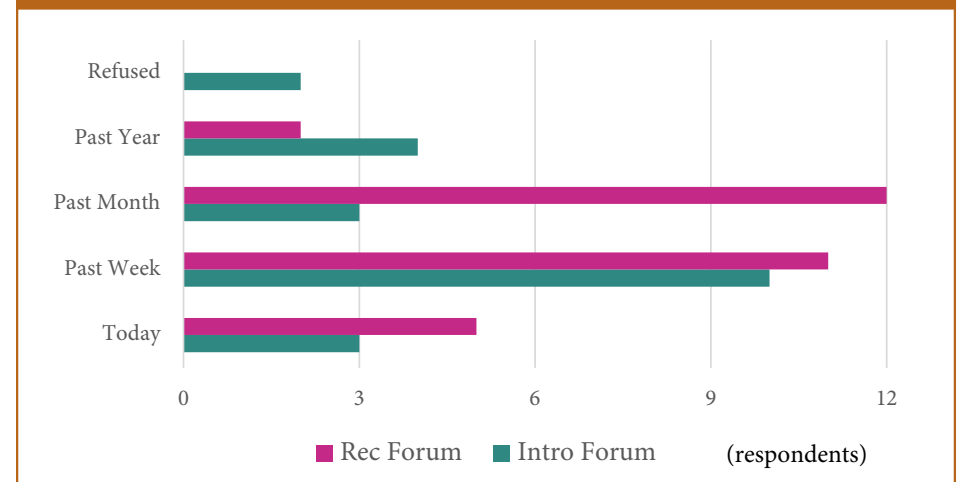
Participants Lived Further Away and Visited Less Frequently

Our second forum included more participants that lived further from the park, including individuals that actually lived out of town, and individuals that visited the park less frequently. This data implies we created enough excitement that individuals who do not typically use the park began to imagine changes that would make them want to.

Attendees Distance from the Park



Attendees Last Visit to Columbia View Park



Next Steps

Low Attendance

One major indicator of community buy-in was the willingness of individuals to engage with us outside of public forum events. Specifically, these were groups or individuals who had attended a forum or was otherwise networked to us, and were then invited to participate in more private conversations or activities. We had a low response rate on this front in terms of responses to interview requests, and attendance at our site audits⁵. This does not necessarily mean anything in terms of community investment, but it could reflect a lack of urgency surrounding the project.

Few On-site and In-town Activities

Our process called for limited events and activities actually in St. Helens, which could easily have projected low-urgency for the project and reduced overall awareness of the project for participants watching our progress. Although we had an appropriate number of events to meet our goals with the City, more imagination could have created more excitement within the community and kept our momentum strong throughout.

Utility to the City

The culmination of the Columbia View Park Expansion Project is a presentation to the City Council of St. Helens on June 7, 2017. The goal of this presentation is to get buy-in on our proposed site design and amenities that has been developed with community input in mind. City Council members have been involved with engagement efforts in the past through participation at both our Introductory Forum and Recommendations Forum, and thus are an important voice in this process, especially in regards to getting City approval to ultimately utilize our site design for future implementation.

A major goal of our site design and engagement process was to provide the City of St. Helens with a comprehensive report that is well researched, equitable, and feasible in terms of successful implementation and capacity. Our research, engagement, and site design is just the beginning of a more thorough implementation process that the City of St. Helens will be tasked with. Vista Planning has laid out some of the next steps in terms of implementation and recommendations for the City of St. Helens.

Waterfront Redevelopment Project

The first phase of the City of St. Helens' Waterfront Redevelopment Project is the expansion of Columbia View Park. Vista Planning aimed to develop a comprehensive site design and community engagement process that would guide the city through successful implementation. Vista Planning recommends for the City to hire a landscape architect who will be able to utilize our site design as a blueprint for a more formalized site plan.

Community Engagement and Outreach

Our community engagement efforts were successful at getting the community input we needed to develop an implementable site design for the Columbia View Park expansion. However, as identified in the Reflection section, there were some limitations in our engagement process. Vista Planning recommends for the City to prioritize more equitable community engagement, especially among communities of color and youth in the region.

Feasibility and Cost Analysis

Vista Planning was not able to provide the City of St. Helens with a feasibility analysis or an analysis of implementation costs. Vista Planning recommends for the City to partner with a local planning firm, engineer, or landscape architect who would be better suited to conduct a thorough analysis in terms of cost and feasibility, both financial and environmental, of the project implementation stages.

End Notes

1. Unemployment is estimated to have decreased 2% during this same five year period, pointing to decreased wages for the region that is most easily explained by the factory closure.
2. 2010 data from the U.S. Census; 2015 data is an American Community Survey estimate.
3. Project for Public Spaces is a nonprofit planning, design, and educational organization dedicated to helping people create and sustain public spaces that build stronger communities. The eleven principles come from their booklet called *Placemaking - What if we built our cities around places?*
4. For both events we had a significant number of attendees refuse our question on race. However, if all refusals were white for both events we would have had 91% white people at the first forum and 80% at the second. 90% of St. Helens residents identified as white-alone according to the 2010 US Census.
- 5 For these events we relied on informal interviews, where we spoke to people on the ground in the park. However, our initial expectation was to interview specific stakeholders.

Appendix

A. Project Work Plan	Page A-2	K. Introductory Forum Comments Summary	A-34
B. Columbia View Park Existing Conditions	A-15	L. Parks Commission Discussion Summary	A-36
C. Demographic Analysis	A-17	M. Stakeholder Interview Notes	A-38
D. Institutional Analysis	A-25	N. Site Plan Alternatives	A-46
E. Introductory Forum Demographic Survey	A-27	O. Recommendations Forum Comments Summary	A-52
F. Recommendations Forum Flier	A-28	P. Comments for the Site Plan Alternatives	A-54
G. Recommendations Forum News Article	A-29	Q. Site Audit Survey Answers Summary	A-58
H. Recommendations Forum Demographic Survey	A-30	R. Amenities in St. Helens Park Systems	A-61
I. Recommendations Forum Handout	A-31	S. Participant Demographics	A-62
J. Site Audit Work Plan	A-32		

A. Project Work Plan

COLUMBIA VIEW PARK EXPANSION

ST. HELENS, OREGON



WORK PLAN

**Paul Gagliardi
Jonathan Morales
Takayuki Shigematsu
Daniel Shor
Nathan Williams**

Columbia
View Park

Table of Contents

Scope of Work	Page 1
Project Background	Page 2
Project Goals	Page 4
Project Milestones	Page 6
Appendix: Memorandum of Understanding	Page 10



In 2016, the City of St. Helens developed the Waterfront Redevelopment Framework Plan to guide the redevelopment of the twenty-two acres of land vacant close to downtown activity. The vacant land will be transformed into a new business district as a means for attracting investors and diversifying the city's economic base.

The City of St. Helens intends to redevelop and expand the existing park. The park expansion must meet the needs of this new business district, as well as the community as a whole. The City of St. Helens has contracted Vista Planning to work with the public in order to develop recommendations that will guide the redevelopment and expansion of the park. These recommendations will be summed up in a final report, which will provide an initial site plan and account for our community outreach process.

Project Background

Columbia View Park

Columbia View Park is a one acre, city owned park located between Strand Street and the Columbia River next to the Columbia County Courthouse. It has amazing, scenic views of the three mountains. The land is mostly flat, with a stone and grass terraced hillside up to Strand Street, used as amphitheater-style terraced seating during special events such as the 13 Nights on the River summer series. The park has several amenities including, but not limited to: a gazebo with electricity available for weddings and community events, play equipment, a “Splash It Up” fountain splash pad with commemorative plaques, picnic tables, benches, and a chain link fence along the riverbank for safety.

Columbia View Park has the highest maintenance and satisfaction rating from park users among all of the parks in St. Helens, according to the Parks and Trails Master Plan survey. However, seating is not sufficient for the many popular events held there, limited by the capacity of the amphitheater-style seating and gazebo. Additionally, the park does not have enough nearby parking capacity for these more popular events. Increasing event capacity is a priority in planning for the park’s expansion.



Project Background

Waterfront Redevelopment Framework Plan

In 2015, the City of St. Helens was selected to receive a \$200,000 Brownfields Area-Wide Planning (AWP) grant from the EPA to support the revitalization of underutilized brownfields along the city's downtown waterfront, particularly the Veneer Plant and White Paper Mill sites. The City used this funding to develop an area-wide, community-driven plan and implementation strategy for the downtown riverfront. The city adopted the Framework Plan in December 2016, providing a generalized framework for the development of the property to be further studied and refined as part of future design and engineering efforts. The Columbia View Park expansion is included in the first phase of the Waterfront Redevelopment Project. The Framework Plan proposes the following for Columbia View Park:

1. An extension or enlargement of the existing Columbia View Park to the south, creating a contiguous park that allows for growth in programmed activities at the park and potential growth of play areas or active sports.
2. A continuous trail from Columbia View Park to the southern end of the Veneer Property at Frogmore Slough, with potential for further extension over an existing rail trestle to the Boise White Paper (BWP) Property.



Waterfront Redevelopment Project Area: The Columbia View Park expansion is included in Phase I.

Project Goals

Logical Framework

Our logical framework portrays our path from project goals and assumptions to outputs and outcomes. Outputs are the products the City will create, while outcomes are how those outputs will be used.

Goal: Develop a comprehensive, community led site design for the expansion of Columbia View Park in Downtown St. Helens, OR

Rationale:

Expanding the Columbia View Park will activate the Downtown St. Helens Waterfront and lead in redevelopment efforts already underway for the former Veneer Site which is currently vacant.

Assumptions:

There is a need to expand the park due to over capacity at seasonal events.

A park expansion will contribute to the goals of the waterfront redevelopment efforts.

Resources/Inputs:

City of St. Helens planning staff expertise, guidance, and funding.

Community members and businesses; Property owners/developers.

Already identified stakeholders from previous plans.

Activities:

Develop a community engagement plan to get quality feedback from community members and other stakeholders. This in turn will inform the site design of the Columbia View Park expansion into the former Veneer Site through community participation. The site design will take into account the current park as is and recommend design alternatives to expand south.

Close collaboration with City of St. Helens Planning and Park staff to guide our site design and community engagement efforts, and publicize community events, etc.

Outputs:

A one-acre plus expansion of the existing Columbia View Park that takes into account the active use of the space for year round events, dog walking, and family use.

A park that has the community in mind, with respect to current waterfront redevelopment efforts and visioning underway by planning staff via community led participatory processes.

Outcomes:

A two-acre park that accommodates thousands of visitors per year for annual events, dog walkers, and the local community.

A family friendly park that contributes to the economic vibrancy of downtown St. Helens and that is part of a comprehensive redevelopment effort that will energize the waterfront.

Metrics:

Active use of Columbia View Park that accommodates thousands of visitors and local community.

Measures of Success

Our Measures of Success form a testable rubric that let us know whether we are meeting the goals set by the City. We will look to these measures throughout the process to confirm we are on track for success, and will include them in our final report to demonstrate how well we have met our goals.

High Public Engagement

1 Compare attendance rates between our March 17th and April 26th public meetings. A higher rate of attendance will indicate success.

Underrepresented Communities

2 Compare rates of attendance of various demographic groups at each public meeting against population demographics for the City as a whole.

Community Buy - In

3 We will gauge how well our recommendations reflect community interest based upon feedback from public forums, surveys, and the City Council and Parks Commission meetings.

Utility to the City

4 City Council accepts and implements our recommendations.

Final Products

By the completion of our contract, June 7th, we will produce two products outlining our recommendations for Columbia View Park; a final report, and a presentation to City Council.

Final Report:

Our final report will focus on interpreting community feedback into viable development options for Columbia View Park. The report will include summaries of the feedback we have gathered, expressed both through graphics in the form of a map and charts, and summary text; a list of the requirements set forth by the City of St. Helens; and our recommendations for the park site, expressed graphically through a rough site plan, and summary text.

Final Presentation:

We will also present our final recommendations, once approved by the City, in front of the St. Helens City Council on June 7th. This presentation will be a complement to our written report, meant to convince City Council of the value of this park to the community. The presentation will explain our recommendations as they connect to community input and our engagement process, highlighting why we made the choices that we have.

Project Milestones

This project is comprised of eight major milestones, outlined below. Each milestone is broken down into component tasks, as well as deadline dates.

1. **Project Planning- Preliminary work is necessary for a successful project.**

- 1.1. Draft Project Schedule - We will develop a preliminary draft of our project schedule.
- 1.2. Complete Work Plan - We will develop a workable draft of our work plan, broadly outlining our major project stages and tasks necessary for completion.
- 1.3. Complete Schedule - We will revise and share a completed version of our project schedule with our clients and advising faculty, incorporating the steps outlined in our Work Plan. Paul will ensure the draft is of professional formatting and design.
- 1.4. Complete / Sign MOU - We will present a Memorandum of Understanding to our client and have them sign it. This will ensure a productive client relationship and understanding of project scope and agreed upon activities.

2. **Research and Preparation - Initial research into community engagement and site design will inform the process of developing a community-driven site plan.**

- 2.1. Background Research for Community Engagement
 - 2.1.1. Demographic Research (throughout February) - Daniel will conduct demographic research that accounts for the communities of St. Helens in terms of who they are, and where they live.
 - 2.1.2. Institutional Analysis (throughout February) - Jonathan will conduct an institutional analysis that accounts for who the major stakeholders are in the Waterfront Redevelopment Project, and what their interests are. The analysis will also detail the institutional structure that exists in St. Helens by identifying businesses, nonprofits, etc.

- 2.1.3. Case Study Research (throughout February) - Nathan will conduct case study research that considers similar projects and communities, so as to develop a set of tools, recommendations, and potential pitfalls for our own community outreach strategy.

- 2.2. Develop Community Outreach Plan (end of February) - Daniel, Jonathan, and Nathan will combine their findings to determine a plan for going forward that will engage the stakeholders and communities of St. Helens with interest in the Waterfront Redevelopment Project.

- 2.2.1. We will collectively schedule these outreach activities and events by the end of February.

- 2.2.2. We will draft any necessary materials for these events and submit them to the City by early March. Point person and support for drafting these materials will be chosen by the end of February, once the Outreach Plan has been made and the scope of materials needed has been clarified.

- 2.3. Background Research for Initial Site Plan (throughout March) - Paul and Takayuki will research case studies on best practices. This research will focus on existing conditions, land use and regulation, and other environmental constraints in order to start an initial site plan layout.

3. **Introductory Forum (March 17th at 6pm) - We will host a community event to introduce the park project and gain initial feedback.**

- 3.1. Outreach - We will reach out to local news media outlets, social media via the City of St. Helens Facebook page, and the City of St. Helens website. We will also reach out to the Community Action Team to get local grassroots participation in our planning process.

- 3.2. Activities:

- 3.2.1. Participants will engage in a drawing activity and will be asked to draw their ideal Columbia View Park

- 3.2.2. We will distribute demographic surveys to gain a sense of who is there

Project Milestones

- 3.2.3. Participants will break out into small groups where they will discuss problems and solutions
 - 3.2.4. Large group report back on small group discussions
 - 3.2.5. Open Forum discussing a vision for Columbia View Park
4. **Site Audit and Visioning (end of March) - We will have select stakeholders visit the park and collect their feedback.**
 - 4.1. Outreach - Stakeholder participants will be selected based on:
 - 4.1.1. Recommendations from the City of St. Helens
 - 4.1.2. Stakeholders identified in Institutional Analysis and stakeholder interviews. We will conduct interviews with these stakeholders throughout the end of March.
 - 4.1.3. Individuals from the Introductory Forum, representing groups unaccounted for from the above recommendations.
 - 4.2. Activities - We will conduct an on-site walk audit with selected stakeholders.
 - 4.3. Share with Client (end of March) - We intend to consolidate and analyze our findings by the end of March, and share them with our client, the City of St. Helens for feedback and further direction.
5. **Initial Site Plan (end of March) - We will develop an initial site plan which includes a set of alternatives for both the existing and proposed park, based on the feedback gathered from the community during the introductory forum and the park audit and visioning session.**
 - 5.1. We will work with City of St. Helens and review the initial site plan so that it can incorporate the Framework Plan and Parks and Trails Master Plan in St. Helens.
 - 5.2. Review Initial Site Plan with Client (beginning of April) - We will submit the initial site plan to the client and review it together.
- 5.3. We will also meet with the Parks Commission and Youth Council for feedback on April 10th, 2017.
6. **Recommendations Forum (April 26th at 6pm) - We will hold another community event to receive the community's feedback on the developing site plan and recommendations.**
 - 6.1. Outreach:
 - 6.1.1. Local news media, social media, City of St. Helens website, local radio, Community Action Team and other local community organizations, and on the ground community outreach
 - 6.1.2. We will go out into the local neighborhoods where our target groups are heavily populated and hand out/post flyers advertising our event. We will also engage with people on the street.
 - 6.1.3. Our target populations include:
 - Young people, ages 25-34
 - People of Color, particularly the Latinx community
 - Native American and Alaskan Native families and individuals
 - 6.2. Activities:
 - 6.2.1. We will present consolidated feedback received thus far and our preliminary site designs based on community informed feedback and recommendations from the Introductory Forum and Site Audit Visioning events, in addition to feedback from our client.
 - 6.2.2. Activities will resemble those of our Introductory Forum on March 17th.
7. **Final Site Plan (throughout April and May) - The team will revise the site plan based on feedback gathered during the follow-up with the community and stakeholders.**
 - 7.1. Final Review of Site Plan with Client (middle of May) - We will work with the City of St. Helens to review the site plan and ensure that it incorporates the Waterfront Redevelopment Framework Plan and the Parks and Trails Master Plan.

Project Milestones

8. Final Report and Presentations - We will prepare a final report and give presentations on our project.

8.1. Develop Draft Final Report (May 13) - We will combine and organize the final report from the community outreach plan and the site plan to develop the draft final report.

8.1.1. We will develop a community outreach report draft by the end of April.

8.1.2. We will develop a site plan and site recommendations draft by the middle of May.

8.2. Review Draft Final Report (end of May) - We will submit the draft final report for the faculty's review. We will also finalize the site recommendations based on feedback from the client, which will be a part of final draft report.

8.3. Finalize Final Report (June 12) - We will finalize the deliverables to submit to the client and faculty.

8.4. Develop Presentation (middle of May) - We will prepare a presentation for the following events:

8.4.1. Presentation to Faculty (June 5) - The team will present the final products to the faculty and colleagues at PSU.

8.4.2. City Council Presentation (June 7) - The team will present the final products to the St. Helens City Council in the Council's regular meeting on June 7th at 7pm.

Project Schedule: Each milestone is estimated to occur on the following schedule.

Milestone	Milestone Description	29-Jan WW04	5-Feb WW05	12-Feb WW06	19-Feb WW07	26-Feb WW08	5-Mar WW09	12-Mar WW10	19-Mar WW11	26-Mar WW12	2-Apr WW13	9-Apr WW14	16-Apr WW15	23-Apr WW16	30-Apr WW17	7-May WW18	14-May WW19	21-May WW20	28-May WW21	4-Jun WW22	11-Jun WW23	
1	Project Planning	[Gantt bar]																				
1.1	Complete Work Plan	[Gantt bar]																				
1.2	Complete Schedule	[Gantt bar]																				
1.3	Complete / Sign MOU	[Gantt bar]																				
2	Research and Preparation	[Gantt bar]																				
2.1.1	Demographic Research	[Gantt bar]																				
2.1.2	Institutional Analysis	[Gantt bar]																				
2.1.3	Case Study Research	[Gantt bar]																				
2.2	Develop Community Outreach Plan	[Gantt bar]																				
2.3	Background Research for Initial Site Plan	[Gantt bar]																				
3	Introductory Forum	[Gantt bar]																				
4	Site Audit and Visioning	[Gantt bar]																				
5	Initial Site Plan	[Gantt bar]																				
6	Recommendations Forum	[Gantt bar]																				
7	Final Site Plan	[Gantt bar]																				
7.1	Final Review of Site Plan with Client	[Gantt bar]																				
8	Final Report and Presentations	[Gantt bar]																				
8.1	Develop Draft Final Report	[Gantt bar]																				
8.2	Review Draft Final Report	[Gantt bar]																				
8.3	Finalize Final Report	[Gantt bar]																				
8.4	Develop Presentation	[Gantt bar]																				



Appendix: Memorandum of Understanding

Scope of Work:

The Veneer Paper Mill ceased operation along the Columbia River in downtown St. Helens, leaving twenty-two acres of land vacant close to downtown activity. In 2016, the City of St. Helens developed the Waterfront Redevelopment Framework Plan to guide the redevelopment of the vacant property into a new business district as a means for attracting investors and diversifying the city's economic base.

Columbia View Park is located near the center of downtown St. Helens at the northernmost point of the Waterfront Redevelopment Project area. The City of St. Helens intends to redevelop and expand the park to better meet the needs of the intended business district and the community as a whole by increasing event space and public access to the Columbia River. The City of St. Helens contracted Vista Planning to gather public input to develop recommendations that will guide the redevelopment and expansion of the park.

Obligations of Partners:

Services to be Rendered:

- Community outreach to determine the community's desired recommendations for the Columbia View Park expansion.
- Produce a generalized site plan that incorporates the feedback from the community outreach process and the goals set in the Waterfront Redevelopment Framework Plan.
- Produce a generalized site plan that incorporates the feedback from the community outreach process and the goals set in the Waterfront Redevelopment Framework Plan.
- Create a final report consolidating our methodology, data collected, findings, and recommendations.
- All expectations not outlined in the Work Plan or this MoU will be provided in writing.

Appendix: Memorandum of Understanding

The City of St. Helens will Provide:

- Up to \$2,000 budget for the project to reimburse expenditures related to travel, food/refreshments, public events, and other project related expenses as needed.
- Public outreach support, including a meeting space in St. Helens and access to in-house printing services.
- Guidance from Jenny Dimsho and other City of St. Helens staff as needed with project direction, local context, and area knowledge during community outreach events and weekly check-ins. Support is also requested during the process to facilitate and direct development of the goals of the project.
- Guidance from Jenny Dimsho and other City of St. Helens staff as needed with project direction, local context, and area knowledge during community outreach events and weekly check-ins. Support is also requested during the process to facilitate and direct development of the goals of the project.
- Public relation services in the form of publicizing public meetings and/or open houses and access to public social media accounts to advertise meetings.
- Participate in biweekly (or weekly as needed) check-in calls. Scheduling for calls must be coordinated between group and client beforehand. Schedule of dates for check-ins is provided.
- All expectations not outlined in the Work Plan or this MoU will be provided in writing.

Project Duration:

This project will begin upon the date of signature for this document, and will end upon final presentation to the City Council, to be scheduled on June 7th, 2017.

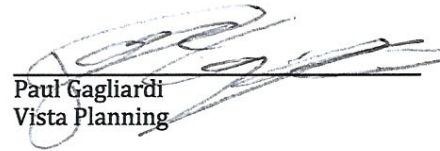
Signatures:



Jennifer Dimsho
City of St. Helens



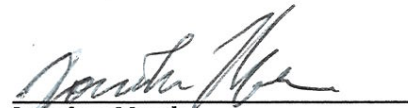
Daniel Shor
Vista Planning



Paul Gagliardi
Vista Planning



Takayuki Shigematsu
Vista Planning



Jonathan Morales
Vista Planning



Nathan Williams
Vista Planning

B. Columbia View Park Existing Conditions

Amenities	Description	History	Issue
Gazebo	With electricity	In October 1987, the Gazebo was donated to the City of St. Helens by Grace Chambers Sonneland, the original owner of Grace's Antiques, who was a well-known and long-time member of the community. Reconstructed and moved to a more central location around 2001, reserved at no charge for weddings, receptions and community events.	Poor sound quality. East/west orientation is poor. It's too low-blocking the view, too close to seating spaces, materials on the roof have weathered too poorly.
Amphitheater Style Seating		Gazebo re-location and amphitheater construction in the summer of 2004 and 2005. This project was completed with a ton of donated labor from volunteers and the City.	Seating is often overcrowded during events such as 13 Nights on the River
View Platform	Made of concrete, ADA Accessible, Used as beer garden in major events,	Used to be a wooden structure.	No outdoor kitchen/grill area for receptions
Picnic Area	A memorial bench, several picnic tables		Need a area to escape the elements (trees or structures)
Play equipment	Metal and plastic structure	The existing one was Installed in 2011 and the previous one was moved to the other park.	Crowded with children, need more space
"Splash It Up" fountain splash pad	With commemorative plaques	Made possible by volunteer fundraising and installation in 2012	It doesn't work frequently.

B. Columbia View Park Existing Conditions (Continued)

Amenities	Description	History	Issue
River Access	Chain link fence along the bank to prevent young children from getting near the river		A barbed wire prevents people from access to the vacant lot. Need to involve the edge of the waterline more
Restroom	Handicap accessible restrooms with showers just next to the Courthouse		Not sufficient for major events especially for female Not well maintained, unsanitary, sometimes used by homeless people
Parking	Paved lot off Strand St. shared with City Hall		Not sufficient parking space for major events No loading zone and short time parking
A memorial to Seaman, the Newfoundland	Accompanied Meriwether Lewis and the Corps of Discovery		
Little Free Library		Installed by the Friends of the St. Helens Public Library in 2015. People may borrow books any time they like and return them without worrying about library fines or fees.	
Free Wifi Access			
Dog friendly space			
Floral Plantings			

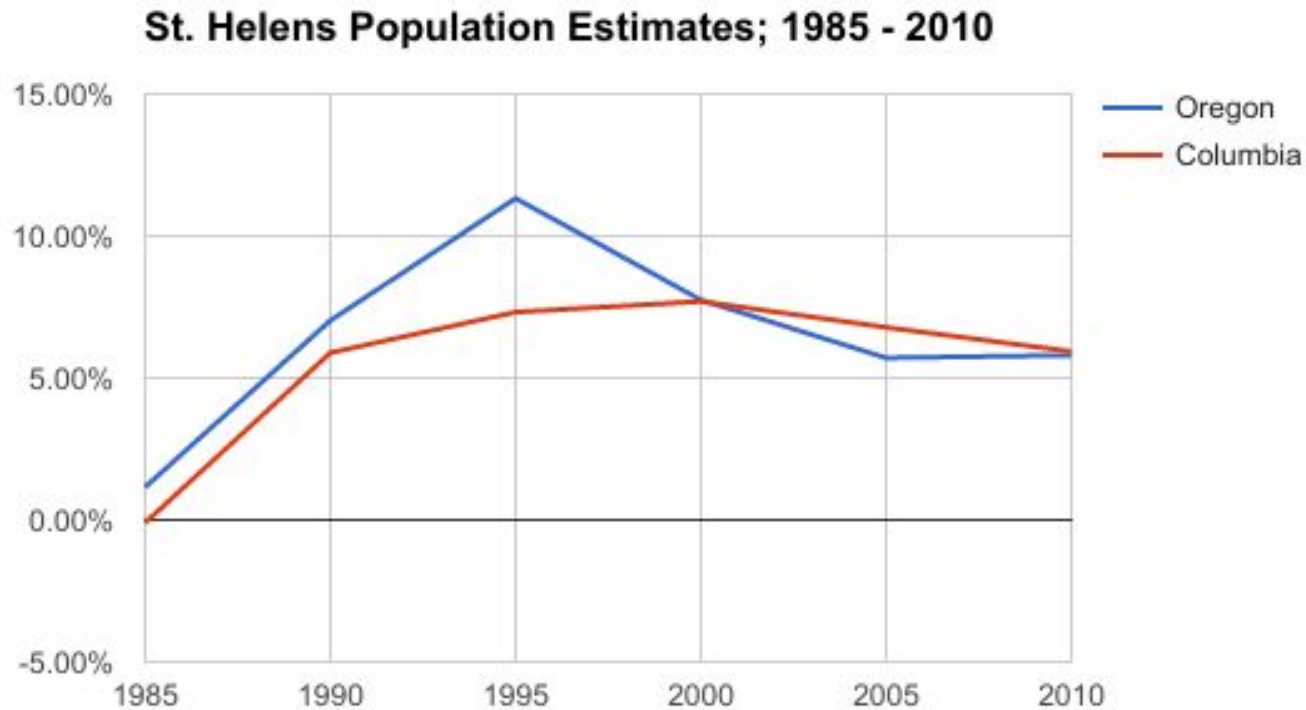
(Source: City of St.Helens, The Chronicle)

C. Demographic Analysis

Regional Population

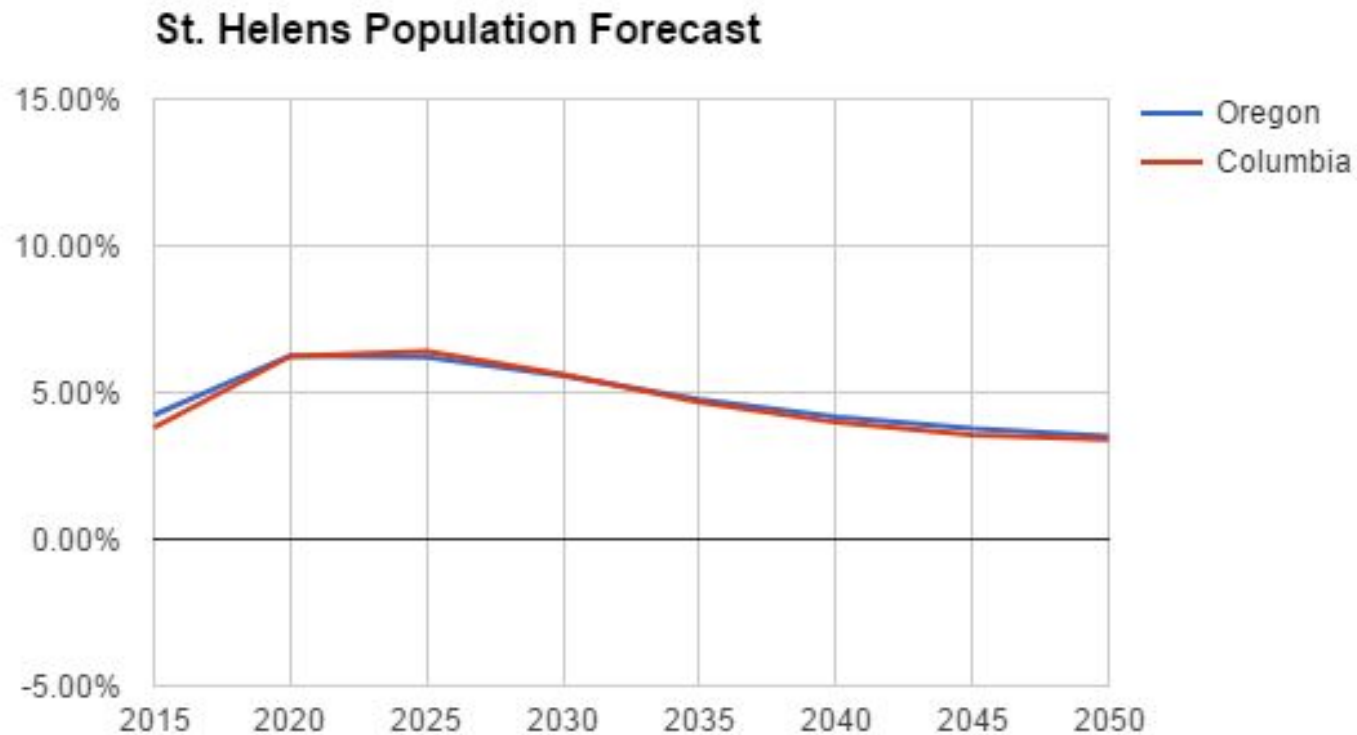
Population Change

Population change in St. Helens has largely followed statewide trends, seeing relatively consistent growth since 1985.



Source: Ibid

C. Demographic Analysis (Continued)



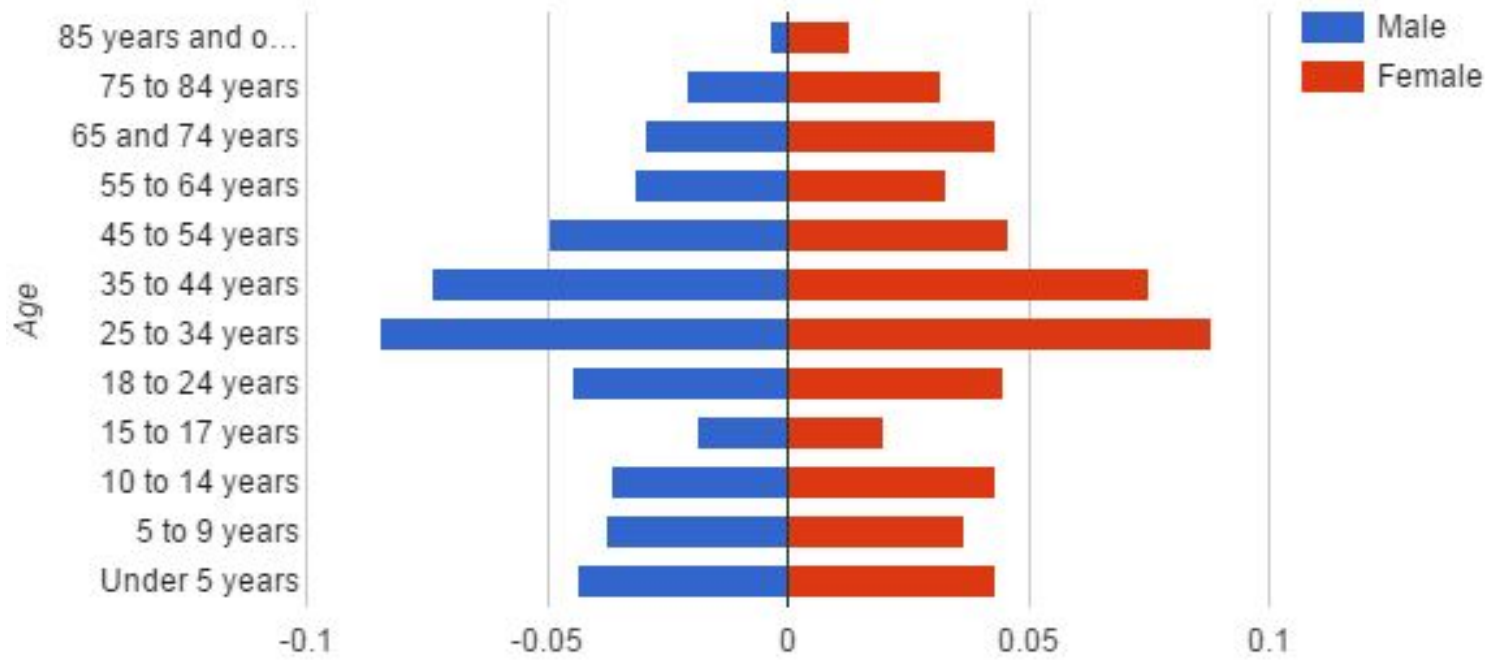
Source: Ibid

Forecasts for the region suggest these trends will continue, culminating in an approximately 45% population increase between 2010 and 2050: from about 50,000 to over 70,000. Importantly, nearly all population increase for the region comes from natural change - net migration in St. Helens was negative between 2010 and 2015.¹ Despite this overall negative trend in migration, international migration is actually a net positive and represents about a quarter of the net natural change for the region.² This means St. Helens and the greater Columbia County should anticipate a demographic shift over this period, presuming the forecasted population growth holds over time.

¹ ACS 5-Year Estimates, 2010-2015.

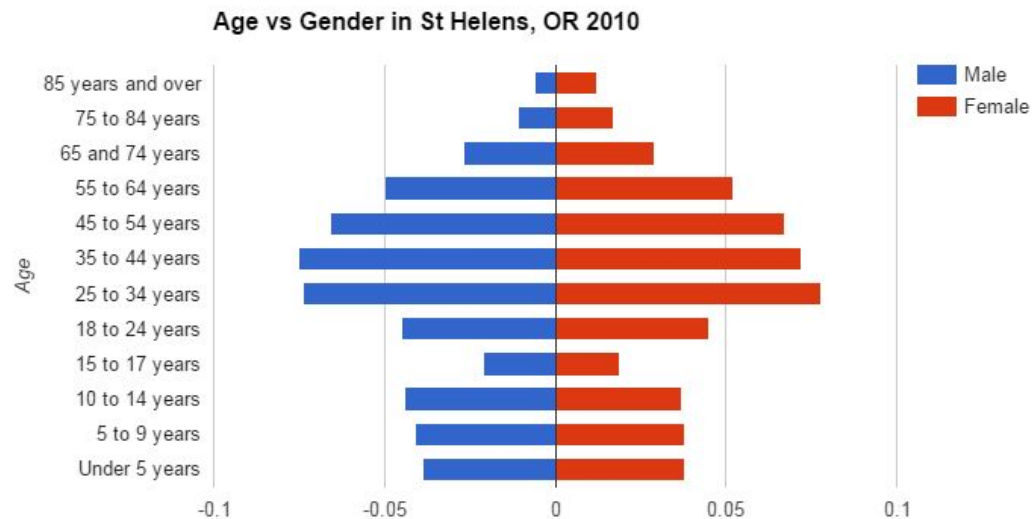
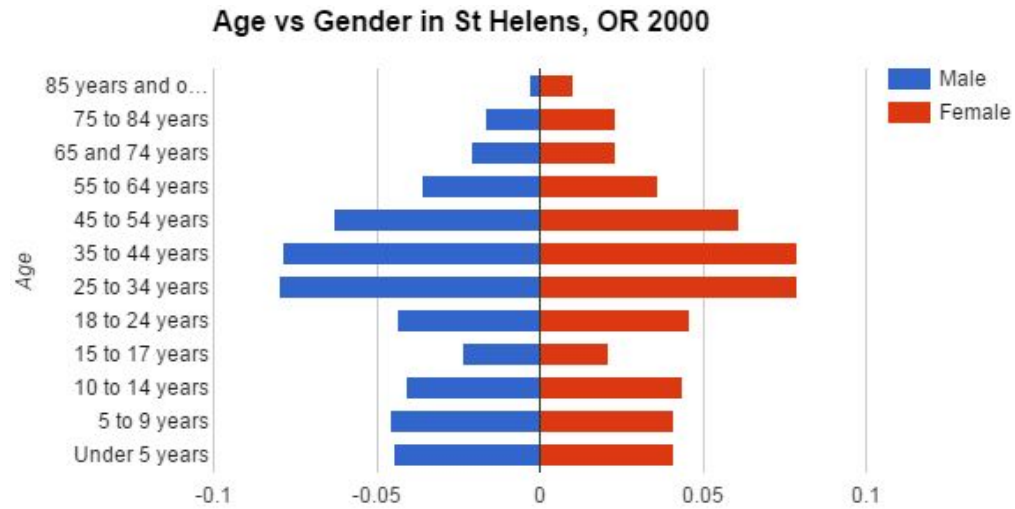
² Ibid.

Age vs Gender in St Helens, OR 1990



Source: U.S.Census Bureau via Fact Finder

C. Demographic Analysis (Continued)



Source: U.S.Census Bureau via Fact Finder

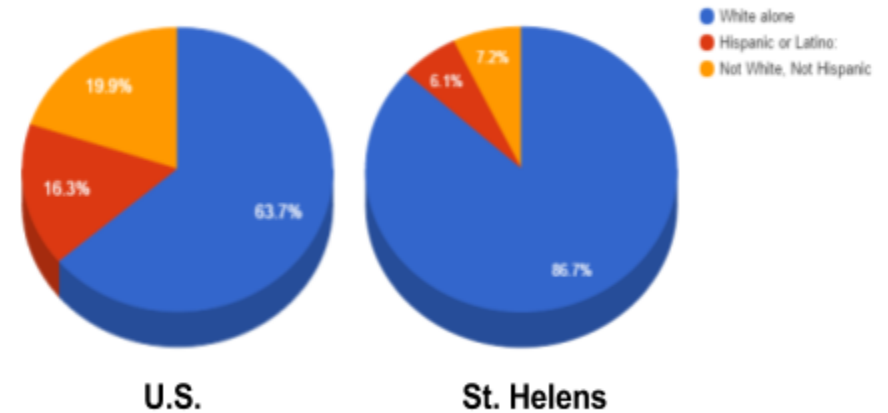
Predictably, the population has aged a bit - there has been a slight shift from residents in their 30s to residents in their 40s.

Interestingly, the age cohorts have evened out a bit over the past two-decades, and gender ratio has evened out over the past two decades, even seeing a slight imbalance towards men amongst teenagers.

Race and Ethnicity

In terms of race and ethnicity, St. Helens largely reflects Columbia County albeit slightly less white. Interestingly, after Hispanic and Latino which represents 6% of the population, a third of national Hispanic and Latino levels, the next biggest racial or ethnic minority group are multiracial individuals at 4.5%. This is actually the only racial or ethnic cohort that outweighs the national ratio to a significant degree.

Racial and Ethnic Demographics in St. Helens and the US, 2010



Population by Race in the US and Oregon, 2010³

	United States	Columbia County	St. Helens city
Total population:	308,745,538	49,351	12,883
White	72.40%	92.50%	90.30%
Black or African American	12.60%	0.40%	0.60%
American Indian	1.00%	1.30%	1.60%
Asian	4.80%	0.90%	1.30%
Native Hawaiian	0.20%	0.20%	0.30%
Other Race	6.20%	1.20%	1.30%
Two or More Races	2.90%	3.40%	4.50%

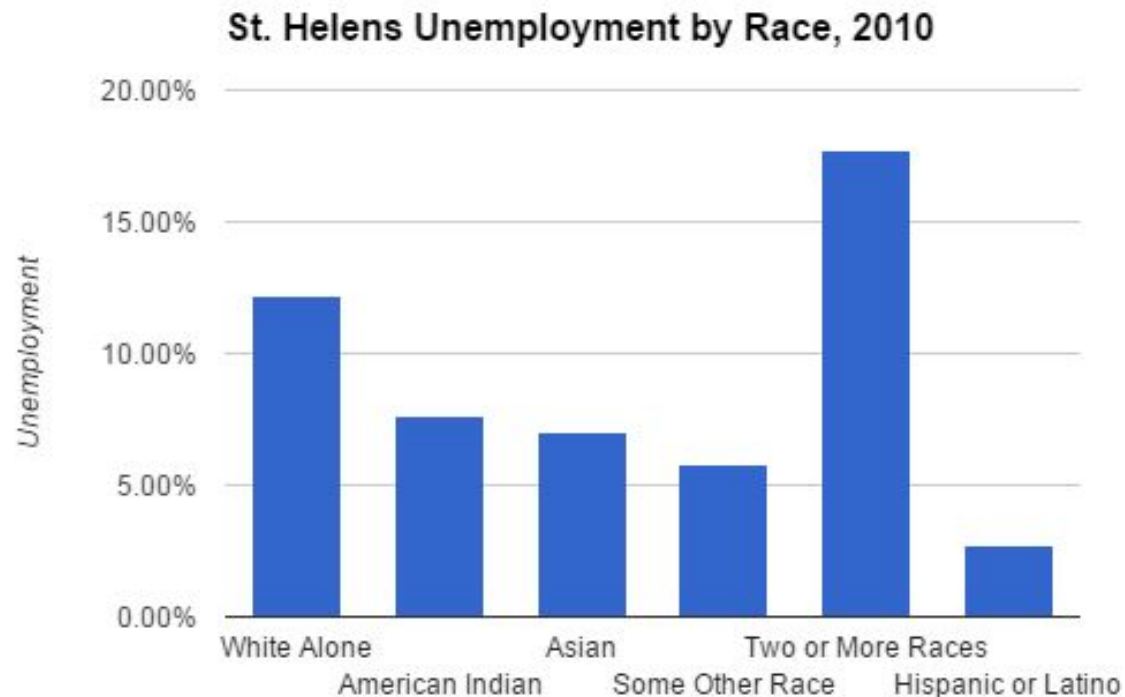
Source: US Census Bureau, via Social Explorer SE:T54. Race 2010

³ Racial cohorts which outweigh the US in terms of ratio of cohort to total population are emboldened.

C. Demographic Analysis (Continued)

Economic Indicators

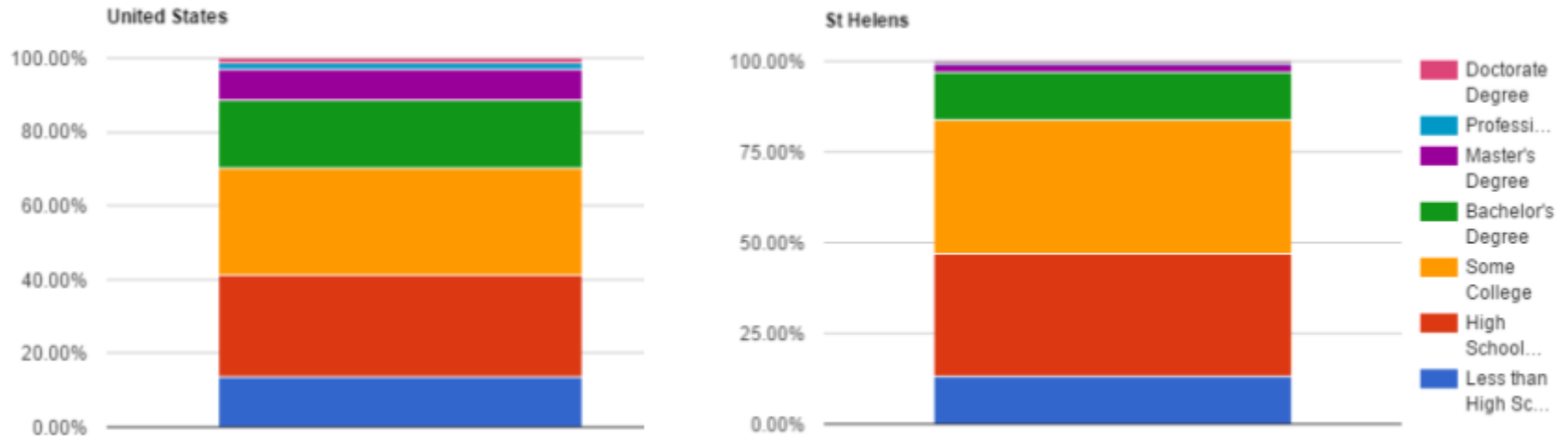
Unemployment by Race



Source: ACS 5-year Estimates, 2010-2015.

St. Helens has relatively high unemployment across the board, however by far the highest rate belongs to multiracial individuals - nearing 1 in 5 unemployed. However, the white population in St. Helens is struggling as well, with 1 in 8 unemployed. In context, these high unemployment rates are likely connected to both the Great Recession and the localized impact in terms of the closure of several large manufacturing plants and factories; high employers for the region.

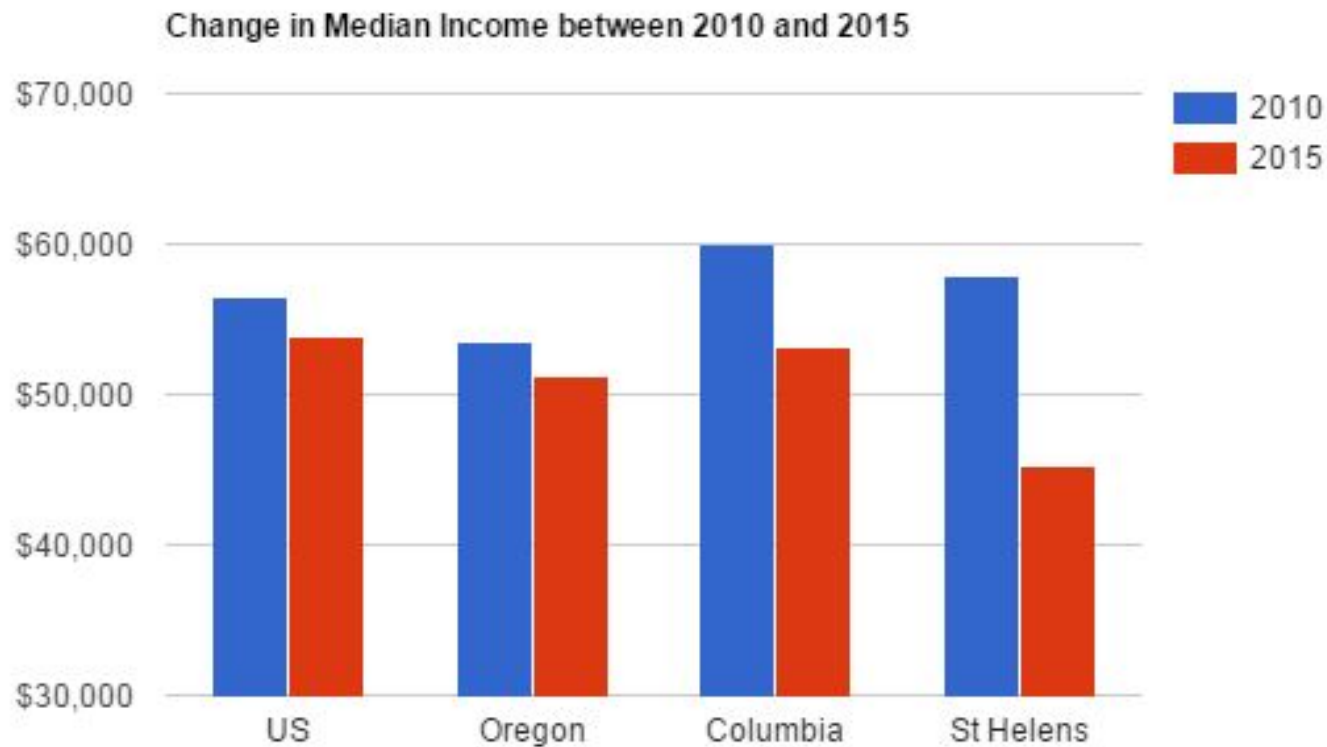
Although Oregon largely reflects the US overall in terms of educational attainment, St. Helens differs significantly. St. Helens actually outperforms the US in terms of high school graduation rates, but in terms of all higher level degrees at the Bachelor's level or above St. Helens underperforms.



C. Demographic Analysis (Continued)

Median Income

Perhaps unsurprisingly given the above indicators, St. Helens has seen a drastic crash in its median income between 2010 and 2015. Although the entire US, Oregon, and Columbia County have all suffered during this same time period, St. Helens has seen by far the most drastic decrease nearing 25%.



Source: Ibid

D. Institutional Analysis

This lists all the businesses, and other relevant stakeholders in the area that would be affected by the Columbia View Park Expansion either directly or indirectly. Businesses such as the Roythai Restaurant, Grace's Rivertown Antiques (which holds historical importance in the community), and others have been identified as those that would be impacted by improvements to Columbia View Park and the general Waterfront Redevelopment Project. By gathering a list of relevant stakeholders and businesses, it will provide the City of St. Helens with a basis from which to understand the various economic influences and players involved that attract people to St. Helens and the immediate downtown area.

Media

- St. Helen's Chronicle <http://www.thechronicleonline.com/>
- St. Helens Public Library <http://www.ci.st-helens.or.us/library>
- South County Spotlight <http://www.pamplinmedia.com/south-county-spotlight-news/>

Columbia County Economic Team <http://www.columbiacountyoregon.com/>

- Delivers economic development services for Columbia County businesses

Port of St. Helens <https://www.portsh.org/>

- The Port operates 11 different property sites and offers a variety of sites for industrial development

City Specific Commissions and Councils

- Parks Commission
- Urban Renewal Advisory Council
- Youth Council
- Planning Commission

D. Institutional Analysis (Continued)

Businesses--Restaurants

- Columbia County Brewing
- Vinnie's Chicago Sandwich Shop
- Zhen's Chinese
- Dari Delish
- Miyako
- Bella Maison
- Bertucci's Chocolate
- Sunshine Pizza
- El Tapatio Mexican
- Houlton Bakery Cake and Cafe
- Muchas Gracias
- Tea Time and Supplies
- Columbia Tavern
- Kozy Corner
- Wiggle Butz Gourmet Pet Bakery & Gifts
- Roythai
- Klondike Restaurant & Bar
- Big River Bistro
- Grace's Rivertown Antiques
- Dockside Steak and Pasta
- New Happy Garden
- Strange Birds Coffee House
- Noi's Thai Kitchen

Community Non-Profits

- St. Helens Economic Development Corporation <http://shedco.org/>
- Community Action Team <http://cat-team.org/>
- Friends of Nob Hill Nature Park <https://www.facebook.com/Friends-of-Nob-Hill-Nature-Park-1156887551001988/>
- Kiwanis St. Helens Day Breakers <http://www.kiwanisdaybreakers.com/>

E. Introductory Forum Demographic Survey

Columbia View Park Expansion Project - Survey

Please fill out this quick survey so we know who has attended our meeting. All responses to this survey will be completely confidential. If you would like to remain anonymous, please only fill out the front side of this survey.

Which of these categories best represents your age? Please check one.

21 or younger 22-29 30-39 40-49 50-59 60-69 70 or older

What is your gender?

What is your race and/or ethnicity?

How far do you live from Columbia View Park? Your best guess is fine.

_____ mile(s)

How often do you visit Columbia View Park in a year? Please check one. Your best guess is fine.

0 times 1-5 times 6-10 times 10-20 times more than 20 times in a year

When is the last time you visited Columbia View Park? Please check one. Your best guess is fine.

Today in the past week in the past month in the past year more than a year ago never

Do you own a business close to Columbia View Park? Please check one.

Yes No

Any comments or feedback?

For an anonymous survey, stop here.

If you are open to us reaching out to you, please turn over.



Please answer these questions if we have permission to contact you further. For an anonymous survey, please leave this side blank.

Do we have permission to reach out to you further? Please check one.

Yes No

Name

What is the best way to contact you? Please check one and fill out the address or number.

Email _____

Mailing _____

Phone/ Other _____

If you have a business, what is it called?

Thank you for responding and coming to our event. We are excited to work with your community!

Please feel free to reach out to us with comments and questions not addressed in this survey at:

ColumbiaViewPark.StHelens@gmail.com

F. Recommendations Forum Flier



April 26th 6:00-8:00pm

Meriwether Place | 1070 Columbia Boulevard, St. Helens, OR 97051

ColumbiaViewPark.StHelens@gmail.com

Please join us on April 26th at 6pm at Meriwether Place for this exciting open house. A group of students from Portland State University are partnering with the City of St. Helens to get input from **you** in regards to the park expansion.

This open house is a perfect opportunity for your entire family to attend and participate in the decision-making process. If you have children who enjoy the outdoors and playing in parks, bring them with you. Parents can help their children fill out surveys so that the City of St. Helens can gather feedback from all age ranges on design elements and amenities for Columbia View Park. Food and refreshments will be provided, and children of all ages are welcome.

Columbia View Park Expansion Open House
April 26th: 6:00pm - 8:00pm Meriwether Place: 1070 Columbia Boulevard, St. Helens, 97051 ColumbiaViewPark.sthelens@gmail.com
Columbia View Park Expansion Open House
April 26th: 6:00pm - 8:00pm Meriwether Place: 1070 Columbia Boulevard, St. Helens, 97051 ColumbiaViewPark.sthelens@gmail.com
Columbia View Park Expansion Open House
April 26th: 6:00pm - 8:00pm Meriwether Place: 1070 Columbia Boulevard, St. Helens, 97051 ColumbiaViewPark.sthelens@gmail.com
Columbia View Park Expansion Open House
April 26th: 6:00pm - 8:00pm Meriwether Place: 1070 Columbia Boulevard, St. Helens, 97051 ColumbiaViewPark.sthelens@gmail.com
Columbia View Park Expansion Open House
April 26th: 6:00pm - 8:00pm Meriwether Place: 1070 Columbia Boulevard, St. Helens, 97051 ColumbiaViewPark.sthelens@gmail.com
Columbia View Park Expansion Open House
April 26th: 6:00pm - 8:00pm Meriwether Place: 1070 Columbia Boulevard, St. Helens, 97051 ColumbiaViewPark.sthelens@gmail.com
Columbia View Park Expansion Open House
April 26th: 6:00pm - 8:00pm Meriwether Place: 1070 Columbia Boulevard, St. Helens, 97051 ColumbiaViewPark.sthelens@gmail.com

G. Recommendations Forum News Article

Wednesday, April 19, 2017

www.thechronicleonline.com

Out & About

Second open house for Columbia View Park expansion



Courtesy photo

The City of St. Helens is hosting its second open house for the Columbia View Park expansion project on Wednesday, April 26 from 6-8 p.m. at Columbia River Receptions & Events at Meriwether Place, 1070 Columbia Boulevard, St. Helens.

After reviewing community feedback from an open house held on March 17, 2017, three alternative site

plans have been created for Columbia View Park. The April 26 open house will start with a brief presentation of the three proposed plans. Attendees will then have the opportunity to walk between stations that display specific elements of each site plan and offer feedback through a survey.

This open house is a perfect opportunity for your entire family to attend and

participate in the decision-making process. If you have children who enjoy the outdoors and playing in parks, bring them with you. Parents can help their children fill out surveys so that the City of St. Helens can gather feedback from all age ranges on design elements and amenities for Columbia View Park. Light refreshments will be provided.

Survey feedback will be

recorded and used as an integral part of outlining a plan of action for the park expansion. The Columbia View Park expansion is one of the initial projects anticipated to begin groundbreaking as part of the Waterfront Redevelopment Project. This open house is an important opportunity to provide feedback.

If you are unable to attend the open house but would like to offer feedback on

specific amenities that you would like to see at Columbia View Park, send an email to ColumbiaViewPark.sthelens@gmail.com.

The City of St. Helens has partnered with Portland State University (PSU) Master of Urban and Regional Planning (MURP) program on the Columbia View Park expansion project. The graduate program prepares students for a final project where

small teams work to conceive, plan and implement community-based planning projects in close consultation with a committed client. The students' project started in January 2017 and will continue until June 2017, the final terms of their program. Projects give students the opportunity to gain experience working with the public and producing a professional project.

H. Recommendations Forum Demographic Survey

Columbia View Park Expansion Project - Survey

Please fill out this quick survey so we know who has attended our meeting. All responses to this survey will be completely confidential.

Which of these categories best represents your age? Please check one.

21 or younger 22-29 30-39 40-49 50-59 60-69 70 or older

What is your gender?

What is your race and/or ethnicity?

How far do you live from Columbia View Park? Your best guess is fine.

_____ mile(s)

How often do you visit Columbia View Park in a year? Please check one. Your best guess is fine.

0 times 1-5 times 6-10 times 10-20 times more than 20 times in a year

When is the last time you visited Columbia View Park? Please check one. Your best guess is fine.

Today in the past week in the past month in the past year more than a year ago never

Do you own a business close to Columbia View Park? Please check one.

Yes No

Any comments or feedback?

Thank you for responding and coming to our event. We are excited to work with your community!

Please feel free to reach out to us with comments and questions not addressed in this survey at:

ColumbiaViewPark.StHelens@gmail.com

I. Recommendations Forum Handout

Columbia View Park Expansion Project Recommendations Forum

Thank you for attending today's forum. We look forward to your continued involvement in the Columbia View Park Expansion Project, a collaborative planning concept project with Portland State University Master of Urban & Regional Planning students and the City of St. Helens.



Next Steps!

Site Audit Activity

**Saturday, April 29, 2017, 10am -12pm and Thursday, May 4, 2017, 6pm - 8pm
in Columbia View Park**

Vista Planning will conduct on-site walk audit activity on April 29th and May 4th. Please come to Columbia View Park at any time during the hours, walk through the existing park and proposed expansion site! We look forward to your grounded feedback of the park.

Community Feedback for the Revised Site Plan

Approximately in mid - May, 2017

Vista Planning will share a revised site plan via the City of St. Helens Facebook page (<https://www.facebook.com/cityofsthelens/>) and the City of St. Helens website, seeking community feedback. Please look out for it!

City Council Hearing

Wednesday, June 7, 2017, 7pm in the City Council Chambers

Vista Planning will present our final recommendations and preliminary site plan based on community feedback, and outline our process.

In addition to those events, we hope to have your continued input and involvement in this process. Please contact us to let us know your opinions on what we're doing including recommendations for new amenities or design, and concerns with the project as we move forward. Your opinions will drive our recommendations for the park!

Please feel free to contact us with your comments and questions:

columbiaviewpark.sthelens@gmail.com

Vista Planning

Deme Shor, Paul Gagliardi,
Jonathan Morales, Takayuki
Shigematsu, Nathan Williams



J. Site Audit Work Plan

Purpose:

Gather recommendations for future improvements and recommendations for the Columbia View Park expansion from the broader St. Helens community. The site audit format is being used here to gather better feedback -- if participants are on site they can better visualize what they would like to see there as well as give feedback on the existing conditions. Feedback will come primarily in the form of completed surveys, but also through conversations with Vista Planning personnel stationed in the park.

Date/Location:

Columbia View Park on Saturday, April 29th (10am-12pm) and Thursday, May 4 (6pm-8pm)

Attendees:

Attendees will be community members who have expressed interest in attending during the Recommendations Forum, and through the City of St. Helens Facebook page. It will be open to the public, both those attending through outreach efforts as well as people visiting the park at the time that we will encourage to participate. We will also focus on inviting stakeholders who have responded to our requests for stakeholder input via phone and in-person interviews during the month of April.

Preparation:

Bring pens and the rating surveys. Set up picnic table at Columbia View Park for check in. Two to three Vista Planning members will be stationed at entrances to the park to hand out surveys and direct participants to the picnic table to check in. Provide flier with more information on our progress and next steps. Food will not be needed for this event.

Rating Surveys:

We will have participants walk through the existing park and proposed expansion site with the rating survey, which will have directions on how to go about the Site Audit and what to pay attention to. We will give participants an opportunity to walk freely without Vista Planning guides. The survey will gather information on the following:

- *Existing Conditions* - We will have participants rate categories which will include accessibility, public space amenities, and safety. They will give a score between 1-5, with 1 representing poor, and 5 representing excellent.
- *Expansion*- We will also have participants rate proposed amenities derived from the alternatives using a “mark the box” to determine their thoughts of the amenity and/or park improvement. They will then be given the opportunity to recommend improvements, etc., through open feedback.

Vista Planning members will be stationed at the north and south sides of the park to hand out surveys to community members as they enter the park, and collect them as they exit. Additionally, there will be Vista Planning members in the park engaging community members in conversation about the park, offering assistance, and carrying additional surveys.

Using Feedback:

As part of this Site Audit and the preceding stakeholder interviews with business owners and other stakeholders, we hope to get a more grounded perspective on the existing conditions and input for the expansion, by actively engaging with community members and stakeholders on the site. The rating system will allow us to determine how people feel about certain aspects of the existing park, and on the proposed amenities in each of our alternatives. Other feedback will be general in nature and will give us additional feedback to work with for our final versions of our site plan alternatives.

K. Introductory Forum Comments Summary

March 17, 2017 6pm -7:30pm City of St. Helens Council Chamber

Comments from open discussion session and demographic survey

Major concepts for expansion

- 1) Features that bring community together (old people and new residents) - Columbia view path is the neighbor's' living room,
- 2) Enhancing what is already working, maintain the character and theme of the park
- 3) All users friendly including all ages and ADA accessibility (inform people about what exists)

Park Amenities

- Renovate existing gazebo (east/west orientation is poor. It's too low-blocking the view, too close to seating spaces, materials weather too poorly, poor sound quality.) and install a bigger stage elsewhere in vacant space (4)
- Additional restrooms especially for female (2)
- Increase seating areas/benches/options (2)
- Splash pad water recapture. Solar demonstration. Educational element. (2)
- Swings (i.e. Seaside beach)/expanded playground areas
- Area for elderly people, dogs
- ADA accessible
- Fire pits /bonfire – Covered for use during rain
- Shaded sitting space

Other facilities - Parking, Trail, Sidewalk

- More parking (3)
- Impervious surfaces for sidewalks
- Path changes/lighted walkway
- Walkways that are solar collectible and they light up when you walk on them.
- Area for vendors/concessions (make the existing parking more suitable for a vendor area)

Design/landscape

- Area to escape the elements (trees or structures) – covered areas (3)
- Involve the edge of the waterline more. Make it more inviting. Doesn't get maintained now. Trail? Make it ADA friendly. Keep in mind the potential for flooding. Esplanade. Bike-friendly.
- Surface improvement : When it rains, the park is totally flooded (2) – Astroturf options? Anything but grass. (2) Can be parked on (2)
- Elevated dock over the river with a timber roof. Could be used for events, bands, etc.
- General aesthetics: Artwork, sculptures (Lake Oswego loan sculptures).
- Native plant or flower/landscaping installation (like the triangle garden)

L. Parks Commission Discussion Summary

April 10, 2017 4pm -5:30pm
City of St. Helens Council Chamber

Comments from the City and the commissioners

General Idea for the Park Expansion

- Consider costs and feasibility of the amenities that were suggested by the community
- Due to the small staff in the City, maintenance should be considered for feasibility
- The park expansion will be at the end of the Strand by Grace's Antiques
- Suggest moving the current chain link dividing the developed park from the gravel area out to save money and continue to keep the children safe. They wanted to plant grass close to the existing park and leave park of the park as gravel for the stage area.

Lighting

- Parks close at sunset - maybe not the best idea to focus on lighting. But some lights along the riverfront path and other major paths would be possible.

Dog Parks

- There are three dog parks already in the city - A new one isn't needed. Having dogs at the events creates problems.
- A dog park would subtract from event space. Others are open to at least providing more facilities for dogs

Gazebo

- Keeping the current gazebo and using during smaller events is agreed upon by all the commissioners.
- Commissioners question the feasibility of moving it. All of the power connections are located around the gazebo
- Should be renovated.

Riverfront

- Commissioners think that direct access to the water isn't possible because of the steepness of the bank.
- A ground pathway with a border fence or rail may be the most feasible. Stairs or a ramp leading down to water level may be possible in the future.

Vendors

- Not prioritize a separate vendor area since events usually happen 2 or 3 days out of the year, and they've been pretty successful at just utilizing street space by closing off streets, however this affects the availability of parking space.
- Check Festival Street idea in the framework plan.
- Could close the Strand street for vendors or also occupy the Plaza park during events.

Vegetation

- A sprinkler system is needed for new trees, flowers, etc. But it is feasible to expand the current sprinkler system.

Bathrooms

- Adding a new bathroom building was more feasible than expanding the current one.
- Managing trash is an issue.

Views

- Views are important. Picnic shelters and other buildings should be limited to avoid blocking the view of the water.

Playground

- The play structure should be expanded.
- One commissioner mentioned again that water from the splash pad could be recycled. (ex.a merry-go-round water feature)
- Not feasible for moving or expanding the splash pad

M. Stakeholder Interview Notes

4/19/2017

Interview Notes

Present Vista Planning Staff: Deme

Summary of Main Points

Waterfront

- Should have something at water level
- Some kind of transit or commercial docks that could provide transit to Sand Island

Gazebo

- Represents the historic nature of St. Helens & gets at community values for the city as it changes
- Should have a separate staging space

Other

- Should have more restrooms that also have showers
- Should have someone working park at night so restrooms can stay open for houseless
- Should have open space w/out permanent structures for camping, horse shows, bake-outs, etc
- Parking/traffic issues related to Emergency Vehicles
- Need for everything to be ADA accessible

Notes

Topaz's Background

Mechanical Engineer, medical business since graduated, involved in lots of planning/gov't projects & grants (large up to \$25mil)

Worked at university & medical schools (quite a lot, all over the place)

Retired, but still do medical research -- research and development

NIH Planning - for artificial heart

Lived in St. Helens since 2000

Volunteered for Framework Plan, but was not included - volunteered multiple times, chose to leave vacant rather than choosing him.

A few experiences of feeling excluded/marginalized around projects

Involved in development of the total waterfront

Involved in a few festivals

Planning Background

What goes into the questions of planning?

Waterfront

Born in Mystic CT near water, same in MA

One thing done wrong -- people are looking at it from 25 ft above from bank, instead of doing stuff at the water level

Want it to be interactive, not just something to look at (eg fishing, sea lions & otters, put hands in water)

One wasted piece of land is flat land 25 feet above water, there is a diagonal piece of land that could have a path on it so the path is only 10ft above the water -- get people closer to the water

They are owned by the state, so we can't do anything commercial - if city built their own, then we could (eg ice-cream, tours)

Sand Island park -- issue is you can't get to it; used to have a pontoon boat that would go there and back but this stopped. If city had a commercial dock they could recreate this

- Lots of camping out there

- Spectacular park, but can't get there for here

- Have to own or rent a boat to get to the island

- As many as 40 or 50 boats tied up at the docks when Yacht Club comes up

M. Stakeholder Interview Notes (Continued)

Wants a really long pier along the waterfront

Most of the waterfront is deep waterfront

If I can get close to the water, I can get people who are handicapped onto the water

ADA accessibility

Mental happiness goes way up if they can gain access; excluded so many standard activities

Always folks that are going to speak of fear -- Columbia River can be fierce; gotta stay off the path if it's underwater

Can get to docks regardless, but path might be inaccessible

Otters love to come up and feed around the path -- wildlife changes w/seasons

It sounds like there's an absurd amount of wildlife

Gazebo

Should be renovated, too small as a venue

Quaint, does its job, cozy

A number of people rent it out for the weddings

Gazebo was poorly built (used more colorful language)

Stone amphitheater is nice for small crowds

Gets really chilly due to north wind at night

A nice place to have a little party

Need a second thing for bigger events

Thursday nights during Thirteen Nights they play rock n roll from the gazebo; teenagers show up and there's nothing for them to do -- a larger venue you could involve teenagers

Something bigger that could hold more people, without changing the gazebo

It fits the time and pace of the city; didn't have large gazebos in the 1800s

Represents the history and design of the City Hall area

Lessons from the Maritime Festival

A number of Indians rode in in their canoes

Confederated tribes had a portable kitchen

Just needed ground, not the gazebo -- to park trucks; put up tents, horse show, etc

Grass, not built structures

An area that is multi-purpose

Restrooms at the top

- Have showers in them

- Restrooms are locked down at night; folks can't use them that need them

- Need a person around, even at night -- gets rid of a lot of "strange problems" with homeless

- Needs more restrooms & showers; esp for larger events -- people don't like porta potties

- Park for homeless as well as residents, need a place to sit and detox -- becomes their living room and their house

- If the restrooms are open at night, homeless won't use during the day when other residents are using it/don't want to share space with homeless

Parking

- How you drive-in and drive-out

 - Police do a good job of getting people out

 - City charges for parking a bit high; keeps average person from coming in

 - Having a second entrance/exit would help alleviate congestion

 - Need to be able to get ambulances/emergency services in and out of the park

- Where you put your cars

 - People upset w/people parking in front of their house

Misc

Right now they are on top of the gazebo, looks like a bunch of g*****

- A bigger venue, cleared grass area, commercial docks

- Would be nice if you could drive right there if you're in a wheelchair and participate

Road b/n Portland & Astoria was Old Portland Rd, and the only way in was Columbia Blvd -- street layout is a holdover from that time

One thing that would help people's vision of a bigger park: the chain link fence blocks off the view of the park

- Area used to be wooded

- City used to be timber mills; mostly men; high wages they'd send home

- Highest per capita income of anywhere in the US during the '50s

Biggest problem that St Helens has -- has to learn how to become a community, attitude-wise

M. Stakeholder Interview Notes (Continued)

Interview with Heidi Oliver

Vista Planning Staff : Deme Shor

Main Takeaways:

- Better path/access to water
- Amenities other than playground (eg dog park)
- Limited structures; structures should match “old town” feel
 - Something that provides shade
- Bigger Venue Space
 - Keep Gazebo tho

Note: Wants to be emailed about May 4th event & sent the 3 alternatives

Heidi BG

- Lived in St. Helens whole life besides undergrad, 19 years not including those 4 (so 23yo)
- Social worker
- Uses the park a lot in the summer, 13 nights

Waterfront

- Important that if there are any structures they don't block the view
- Need more access to the waterfront itself
 - Currently you only can via boat docks
 - Would be nice if there was a dock/boardwalk for folks to just access

Gazebo

- Central attraction, but also need something bigger
 - Central gathering spot for a lot of people, even when an event isn't happening
 - When I think of St. Helens, it's what I think of
 - Combination of the image & memories there
 - When I think of St. Helens it's one of the nicer spots - if I'm going to show off my town, that's a spot that I would take people
 - Beautiful, unique to the area -- not everyone has the giant Columbia River going through
 - The Court House being right next to it, they're nice together

Other

- Need a bigger venue space
- Few buildings
 - Buildings should match the look of city hall/gazebo/court house/etc “old feel”
- Would be nice if there was a dog park
 - It’s a good location - beautiful view; great part of town
 - Would give a reason to utilize the space more
 - There’s a playground for kids; would be nice for something else to be there to get others there
 - General amenities for people of all age groups
- Having a better pathway through the park & more access to the water
- Would be nice to have some sort of covered area
 - BUT then it creates a big block, might affect the view
 - Eg things that will add to the view; like a tree that might frame the view of the island and seem like a good fit

M. Stakeholder Interview Notes (Continued)

City Councilor Ginny Carlson

Interviewer: Takayuki Shigematsu

Date: 4:30 pm- 4:50 pm, April 20, 2017

Key concepts

- Make teens more interested in the park - i.e., adding skateboarding place
- Not need to focus much on elderly generation - elderly people want to shaded seating space (picnic shelter)
- Think what is essential/unique in the CVP -natural beauty of the river, cultural connection (concerts, historical (native American, shipbuilder) and other cultural events)
- Not need to add what other parks in the city already have

Gazebo/ Event space

- Good idea to rebuild and renovate the existing gazebo - important to make more people come to the park
- Not necessary to have new bigger stage - just adding a platform for multiple use (concert, foodcart, etc) would work

Trail

- Should be paved, lights (not too many but enough for safety at night), wide enough to ADA accessible, some benches and canopies

Playground

- Would be nice to add more amenities such as swings for kids, but not need to add too many

Restroom

- Not feasible to add another new permanent restroom - cost too much and hard to maintain (cleaning, to be closed at night)
- Renovate existing one for more resistant, environmentally friendly restroom
- Add portable restroom at popular events if necessary

Will attend the Rec Forum on 26th!

This page is intentionally left blank.

N. Site Plan Alternatives

Alternative 1



Proposed Amenities

1. Stage

- Install a new larger stage with improved facilities
- Keep the gazebo in its current location and renovate the gazebo to make it more attractive
- Copy existing amphitheater style seating.
- Provide a seating area above the amphitheater. This seating will use tables not benches.
- Potentially provide additional seating with a short sittable stone wall to divide the seating area from the open space
- Provide open space between the stage and seating area for people to either stand, sit on the grass, or sit in temporarily.

2. Fire Pit

- Provide a fire pit next to the river, centered on the path leading from the park entrance to the riverfront
- The area will have a cozy “living room” feel with an awesome view of the river.

3. Seating

- Install several benches with back support along the river, but place them just off of the pathway.
- Install porch-style swings occasionally as a substitute for benches.
- Consider closing the existing park to bicyclists to make seating along the river more comfortable.

4. Waterfront Trail

- Create a dog friendly trail along the river
- Install a couple of lights for safety at night
- Install a fence along the entire length for safety. If possible use rot iron or another more attractive and permanent wall than a chain link fence.

5. Art Features

- Leave spaces for art features throughout the park
- Construct an artistic bike parking area near the entrance of the park.

6. Entrance

- Make the entrance to the park open at the Stand/ Cowlitz Street intersection
- Focus on the attractiveness of this new entrance.
- Provide attractive signage and wayfinding to help pedestrians and bicyclists orient themselves.

7. Flex Space

- Create a flexible paved space for setting up booths for events or for overflow parking.
- Create a space for a basketball court or other sport that uses a blacktop in the same space to be used when there are no events.
- The space on the map is large enough for a high school basketball court.

8. New Play Areas

- Expand the existing play area
- Provide play equipment for older children, teenagers, and adults
- Consider a swing set facing the river

N. Site Plan Alternatives (Continued)

Alternative 2



Proposed Amenities

1. Event Stage

- Install a new bigger event stage with improved lights, sound facility
- Maintain existing amphitheater style seating, but add more distance between the stage and seating area.
- Removal of walkway for more grass seating/open area

2. Large Open Space

- Relocate existing gazebo to new open space
- Large open space for all activities
- Separated from the big event space
- Renovate gazebo - replace weathered materials on the roof, could be used for smaller events including weddings, receptions and other small events

3. Play ground

- Preserve existing Playground
- Preserve existing splash park
- Expand Park to include handicap accessible features
- Expand to include drinking fountains
- Expand to include benches

4. Boardwalk

- Construct new boardwalk over the river bank as part of waterfront trail
- Place to run or walk near the water
- several benches along path
- Lighted walk path

5. Multi-purpose Space

- Temporary event bathroom space
- Expanded parking for events
- Expanded vendor area

6. Parking Area

- Maintain existing parking lots along the Strand and Cowlitz
- Permanent parking lot (10-15 spots)
- Vendor area for special events
- Staging area for events

N. Site Plan Alternatives (Continued)

Alternative 3



Proposed Amenities

1.Event Stage

- A new bigger event stage with improved lights, sound facility
- Maintain existing amphitheater style seating, but add more space between the stage and seating area

2.Gazebo

- Relocate the existing gazebo and renovate weathered materials on the roof
- Will be used for smaller events including weddings, receptions
- Add space for sculptures on both sides

3.Picnic Shelter

- Install new picnic shelter on the existing picnic area
- Maintain scenic view
- ADA accessible, just next to parking

4.Off-leash Dog Area

- Install a fenced off-leash dog area on lawn
- Possibly removed or relocated when the space get crowded

5.Waterfront Trail

- 10' wide paved trail for peds and bikes
- Dog friendly - dog waste station
- Install a couple of lights for safety at night, and tree canopies for shading, and benches with back support

6.Boardwalk

- Construct new boardwalk over the river bank as a part of waterfront trail
- Install fence for safety

- Install several benches facing the river with back support

7.Walkway

- Paved vehicle-free walkway
- Additional space with gravel - potentially used for vendor area, portable restrooms in popular events

8.New Playground

- Install an additional playground with new amenities such as swings
- Preserve existing playground and splash pad

O. Recommendations Forum Comments Summary

April 26, 2017 6pm -8pm
Meriwether Place, St. Helens

Comments from open discussion session and demographic survey

Major themes of feedback on designs

Commentary largely mirrored the comments from the introduction forum, thematically: desire to preserve the character of the park (ie the design) as well as the substance (ie the views; the walking paths).

One element that gained more prominent importance is the need for bathrooms, with 17% of attendees explicitly asking for more permanent bathrooms.

One element that lost prominence was the call for educational features, which was not explicitly in any of the three designs and none of the participants commented on.

Park Amenities

- Larger stage (4)
- Covered picnic area (4)
- Swing seats (2)
- Dog off-leash area (3)
- Benches (3)
- Expanded play area (2)
- Fire Pit (2)
- Basketball court (1)
- Splash Pad or Wave Pool (1)
- Flower Bed (1)

Other facilities - Parking, Trail, Sidewalk

- Paved parking path (6)
- Separate bike paths/No bikes on walking trails (6)
- Permanent bathrooms (5)
- Boardwalk (3)
- Ferry to Sand Island (1)

Design/landscape

- Keeping the gazebo where it is (3)
- Moving the gazebo (2)
- Preserving the view (2)
- A large field area (1)

P. Comments for the Site Plan Alternatives

Amenity	For All Alternatives	Alternative 1		
		Like	Dislike	Others
Gazebo		-Like(3) -keeping the current portion of the park "as is."		
Stage		-Like (1)-the new band shell/stage be placed in the new portion.	-Should be at existing amphitheater -Stage should be at existing gazebo and no 2nd amthitheater -Keep it small or intimate -Amphitheater style seating will not work	
Waterfront Trail, Walkway	-Paved paths, walkways, boardwalks are great. Should be a walk along all of the river front, ie. behind the band shell -Love the chair swings, but think the trails/paths need to include bike paths (little kids will be riding bikes there)	-Yes, like (5) - should be paved -Keep bicycles off for safety of kids and elderly people (4)		-People before dogs
Seating along the river	-Plenty of seating for disabled - makes a resting place -Need designated area with tables and chairs for sitting close to the river	- Like swings (5) -Swings along the river is imperative. Have ability to have dogs on leash.	-Limit bikes on walkway -Bikes on streets - not pedestrian paths -Make seating back to keep bike path	-Small cleaner covers for rain
Boardwalk	-Like (2)- more inviting than just a path -Sidewalks need to be slip proof. Wood walks gather moss -Look at Hood River waterfront Park'			
Playground	-An expanded play area is important -Need a wave pool for big kids -Look at Hood River Waterfront Park. It has great play ideas for many ages'	-Yes, but smaller -Lots of seating needed for supervising adults -Like the all age play/exercise park for all ages		

Alternative 2			Alternative 3		
Like	Dislike	Others	Like	Dislike	Others
-Like relocation and keeping (2) -Larger openspace is attractive	-Too centralized (2)	-More covered area for family	-Good replacement (3)	-Tear it down -Do not move	
-Like (3)- don't worry about blocking the view	-Find better place in Columbia County for concert venue -Don't block view (2) -No wood	-Check out oldtown Tacoma waterfront -Add lighting and electrical outlets for theater -Can we somehow mimic gazebo that is more to one continuity to both structures?	-Like (4) -Maintain use of existing natural amphitheater (2) -Love the stage, but move it far back -Don't worry about view	- Leave some space behind the stage and put tables and chairs -stage should not block view of River - Too far from the seating	-Open with sand surface
			-Yes (3)- imperative, benches are essential especially for elderly people. -Native plants		-Look at Hood River Waterfront park for walkway -Add native plants
-Like (3) -nice fence(1) -Lighting along walk		-Add tables and benches close to the river -Need water control -Powered with something attractive than rot	-Like (3) -should be cyclist /stakeboard friendly	Decorative paved surface should be changed to boards rot	
		-Limit creating openness	-Like (2)		

Amenity	For All Alternatives	Alternative 1		
		Like	Dislike	Others
Multi-purpose Space/ Flex Court		-Like an outdoor basketball court	-BB court seems costly	
New Restroom Building	-Have a restroom building at the end of the park like Alt 1(2)	-Like permanent one(5)- Additional bathrooms especially for women -Improve existing restroom first		
Parking				
Picnic Shelter				
Off-leash Dog Area				
Fire Pit		-Like (4) -Use as a community gathering space, good but not the best location, chain late at night for homeless	-Not needed (3) - maintainance, concern for public nuisance and hazard	-Wood or gas? Renaissance. No niters.
Art Features		-Like(3) -good bike art(2)		
Entrance		-Like (2)		
Other Comments	-Involve Horticultural Society, St helens Gardening Club -Add flower beds -Add coverd picnic area next to playground	-Put kiosk along walkway with information on Columbia -St helens history, ecology etc.		

Alternative 2			Alternative 3		
Like	Dislike	Others	Like	Dislike	Others
-Need more bathrooms -Add picnic tables	-Not good location for restroom				
-Like (2) -large need -Parking can be converted to vendor spaces, but in rainy months, people like to park a car facing the river and stay in it.	-No more parking -This parking layout doesn't work for heavy traffic -Water friendly surface parking lot. Not concrete or cement.	-Flex green space			
			-Like (6) - for year round use -Be close to play areas for supervising kids.		-Another picnic area by play ground
			-Like (5) - make it larger(2), could walk with dogs along the trail(1), too valuable property often not compatible with young children, families (1)	-Not needed here (4)- 2 existing in St Helens -Wrong location (3)- place it at the edge of the park, flexible	

Q. Site Audit Survey Answers Summary

April 29 and May 4, 2017 at the Columbia View Park

A. Survey Answers

Existing Conditions

1. Accessibility (Rating*: Average 2.3, Range: 1 - 3.5) *1= poor, 5=excellent

The existing park received higher rate for the accessibility. However, since the waterfront and vacant area is now fenced and not easy to access, the respondents want to have trails along the river and make expanded area more inviting and attractive for users.

(Examples of comments)

- Some parts are smooth ground, but some are rocky and uneven. From the downtown shops, this park is easily accessible with clear pathways.
- Good accessibility to current park. But not to new area.
- Current pathway- too open, more scary. Need more trees or structures to attract people
- Barbell wire is unwelcoming. Current park is well kept + attractive for kids
- Currently the park is not very inviting. The existing one is very nice. The new site needs to be more welcoming with a nice board walk (or a river walk). Possibly even dedicated bike trail.

2. Park Amenities (Rating: Average 2.5, Range: 1 - 4)

As for existing amenity, the respondents are not satisfied with the capacity of existing seating stage, space and restroom for bigger events. For the future expansion, they expect to add more amenities such as adequate seating space, more grass area, which will make the park more attractive.

(Examples of comments)

- Like the park- good space use, good amenities
- Could use the space better and add more (shops, docks etc.) if expanded
- Not big enough for community events
- The splash pad should work more frequently
- Need more grass, fountains, seating, restrooms, open space etc.

3. Safety (Rating: Average 2.4, Range: 1- 5)

All the respondents who answered that they feel safe for staying at the park normally use the park in day time or in the events, so they don't evaluate the safety for the night time. Some need lighting for enhancing safety.

(Examples of comments)

- Lighting also could promote more activity at night.
- Don't think the expanded area promotes safety
- Feels safe in daytime and during the events -won't come at night
- Need lighting - more activity at night, but not excessive light

B. Proposed Amenities

Top three amenities

- Expanded area for children(5)
- Event space setting up booths(5) -Space for a farmers' market.
- Boardwalk over the river(4)- Includes bike path. With seating along the river.
- New restroom building (2)
- New larger stage (2) -With larger seating space.Events could bring more people and make them together. Rain make events challenging, but need to encourage more events. Don't block the view.
- More open space (1)
- Community space (1)
- Basketball Court (1)
- More parking (1)
- Picnic Shelter (1)
- Off-leash Dog Area (1)

Gazebo and New Stage

5 out of 8 respondents want to renovate the existing gazebo and build a new bigger stage in the expanded area. One person prefers to renovate the gazebo so that it could be used for community members during off season/winter/ rainy months. Another person suggests to add more seating for a new stage.

Q. Site Audit Survey Answers Summary (Continued)

Restroom

5 out of 8 respondents answered that they need an additional permanent restroom building. The new restroom should be located further down the current one. Some raised the issue of current restrooms. The existing one is not enough cleaned and sanitary especially for women. One person suggests to build a new restroom building and provide space for temporary restrooms for events.

Parking

6 respondents said that they want more parking. More parking should be required if the park accommodates more events. But they also suggested that the existing parking space along the road should be utilized more properly before adding new parking. The others recommend to utilize the current street parking space and don't agree to add more parking.

C. Other comments from the site audit participants

- Nature of local community is friendliness, openness, good events, very family-oriented
- Community events are important - Have appropriate events for teenagers. A farmer's market can bring people, make money and be fun
- Make a theme to the park - Unique to St. Helens (Logging town).
- Amenities should be connected to the history of St. Helens - wood play structure: good opportunity to teach local history
- Current gazebo - Should be used as weddings and other community space
- A Curved shape for a new stage is great since it makes people more comfortable.
- Park needs a theme related to the history of St. Helens
- New playground - should be designed to different generation such as older kids
- Playground should be located close to the seating area
- Need amenities for teenagers - Basketball court is good. Could add skateboard park.

R. Amenities in St. Helens Park Systems

Name	Acreage	Athletic Field	Gazebo, Seating	Trail	Picnic Shelter	Picnic Area	Playground	Off-leash Dog Area	Others
Columbia View Park	1.0		X			X	X		
6th Street Park	2.9	2(Baseball/soccer)							
Godfrey Park	3.6					X	X		Horseshoe court
Grey Cliff Parks	1.6				X	X		X	Fishing Area
Heinie Heumann Park	2.9					X	X		
Columbia Botanical Garden	3.2			X					
Nob Hill Nature Park	6.6			X					
Civic Pride Park	1.2					X	X		
Walnut Tree Park	0.15					X			
County Courthouse Plaza	0.25								
Campbell Park	9.1	2 (Softball), 4 (Tennis), 1(Basketball)				X	X		
Sand Island Marine Park	31.7			X	X				Docks, Beaches, Campsites
McCormick Park	70.7	2(Softball), Skate park, Volleyball court		X	X	X	X	X	Camping Area

(Source: Parks and Trails Master Plan, City of St. Helens <http://www.ci.st-helens.or.us/parksites>)

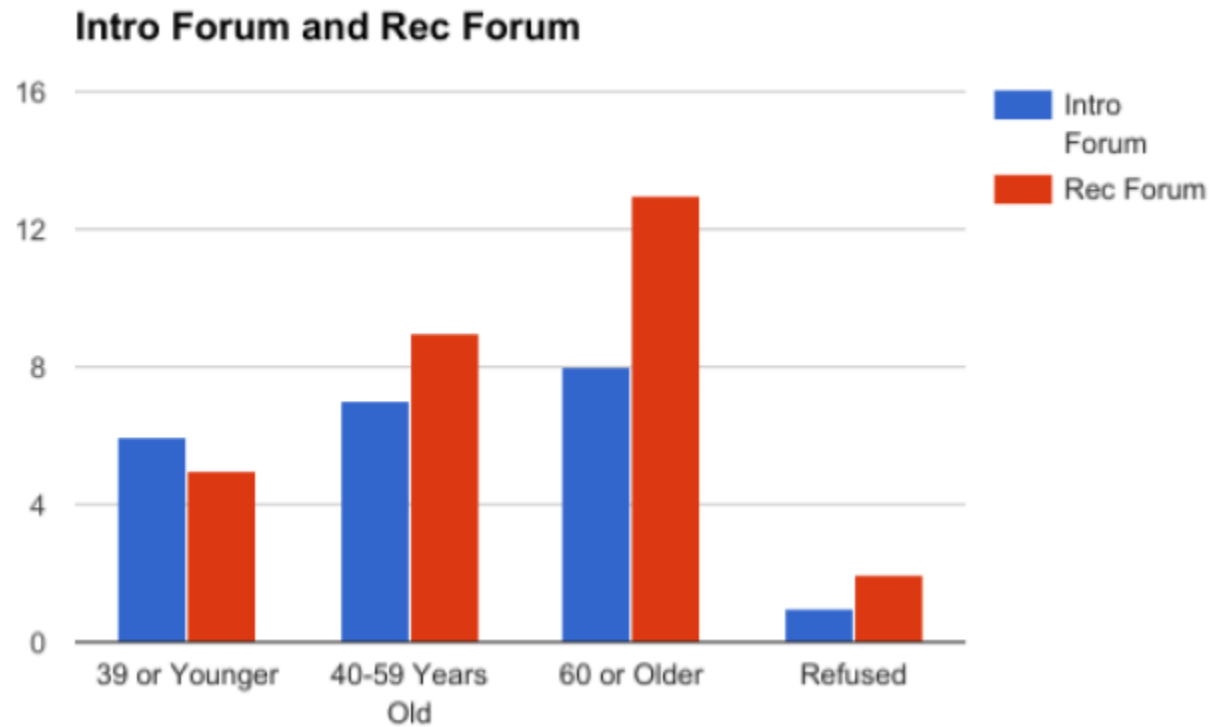
S. Participant Demographics

Attendance

- Target Hit
 - Overall attendance up by 13 people
 - 68% Change
- Target Miss
 - Lower percent completed demographic survey
 - 19% Drop from 100% at Intro Forum to 81% at Rec Forum

Demographics

Age

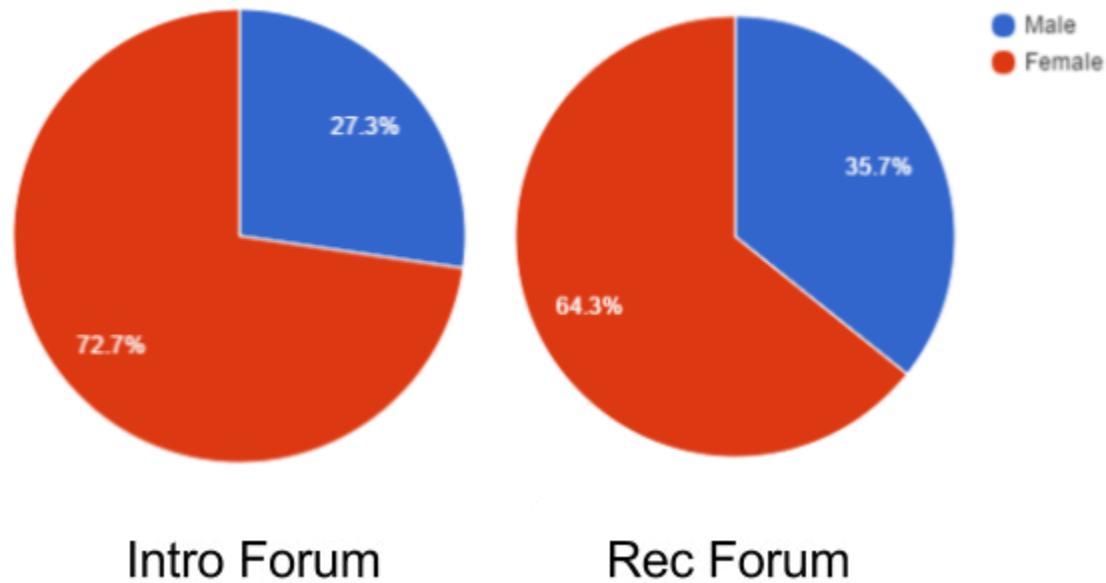


- Missed Target
 - Age of Attendees shifted towards older residents as percent
 - Had actually fewer attendees under 40 in terms of absolute numbers

S. Participant Demographics (Continued)

Gender

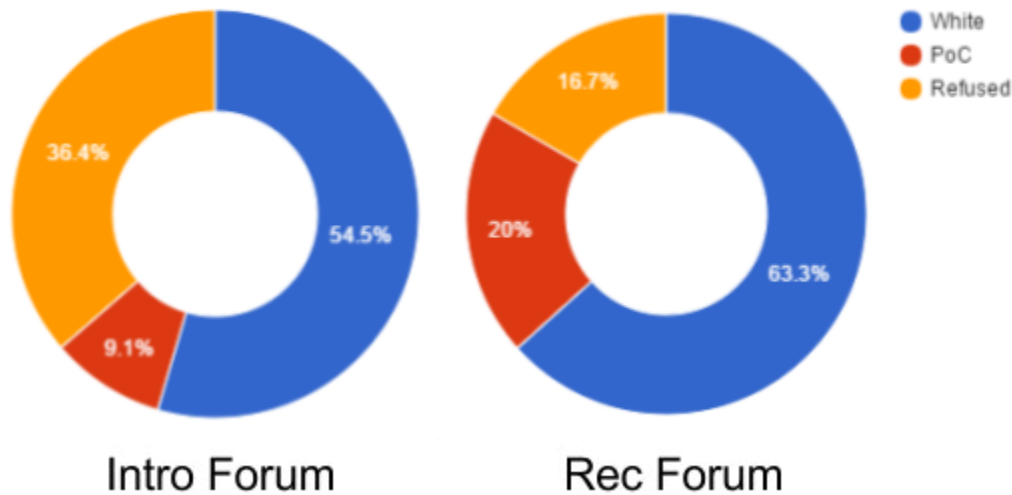
Gender Breakdown of Attendees



- Hit target
 - Higher gender diversity
 - Still overrepresented women
 - Positive, since men were more vocal
 - Had one nonbinary attendant (ID neutral)
 - Represents 2.7% of attendance, so probably on target
 - Obvi no trans data for city or for forums

Race

Race of Attendees

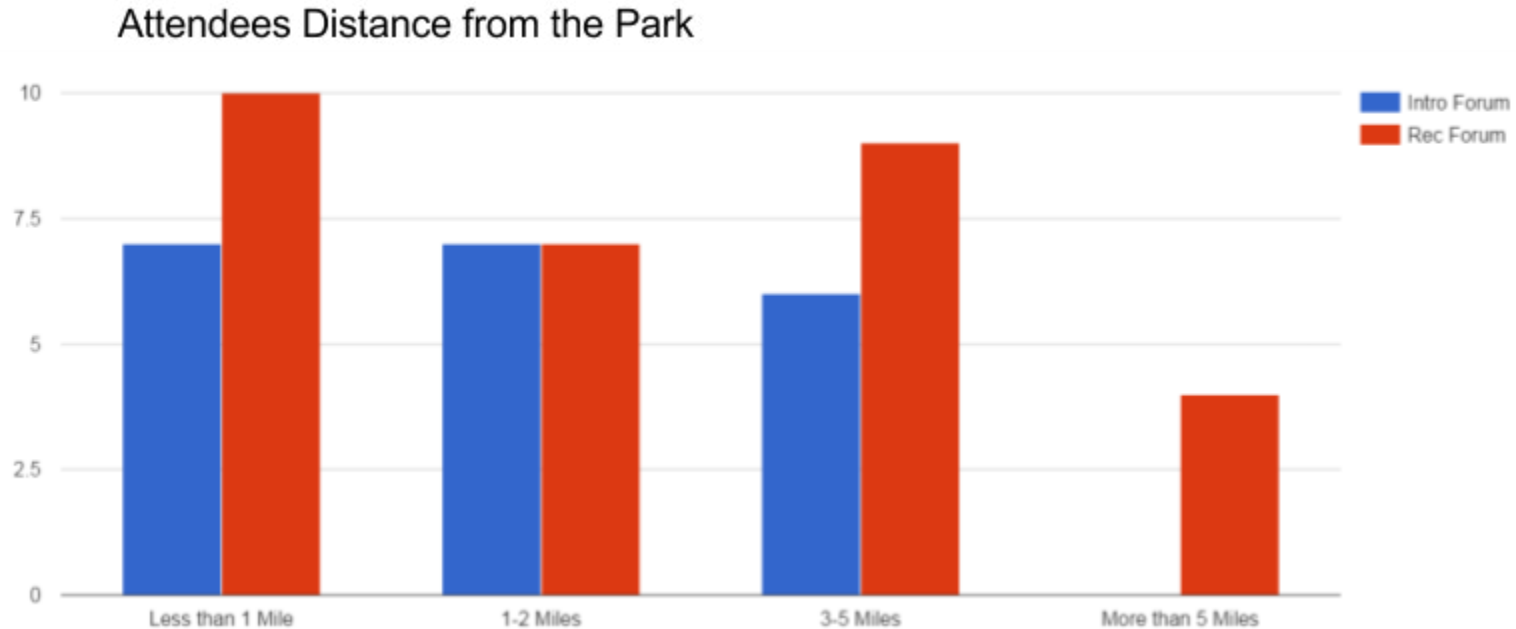


- Target Hit
 - By far our biggest success - representation of PoC more than doubled as a percentage of city's demographics
 - Actually overrepresented, which is good
 - Significantly lower refusal rate so we can be fairly confident this is a real difference
 - [List of represented races?]
- Target Miss
 - None of our attendees IDed as Latinx on the survey
 - Latinx population is 6% of St. Helen's population
 - Possibly an issue with survey: if we asked explicitly as is done in census/ACS we might have seen a different result

S. Participant Demographics (Continued)

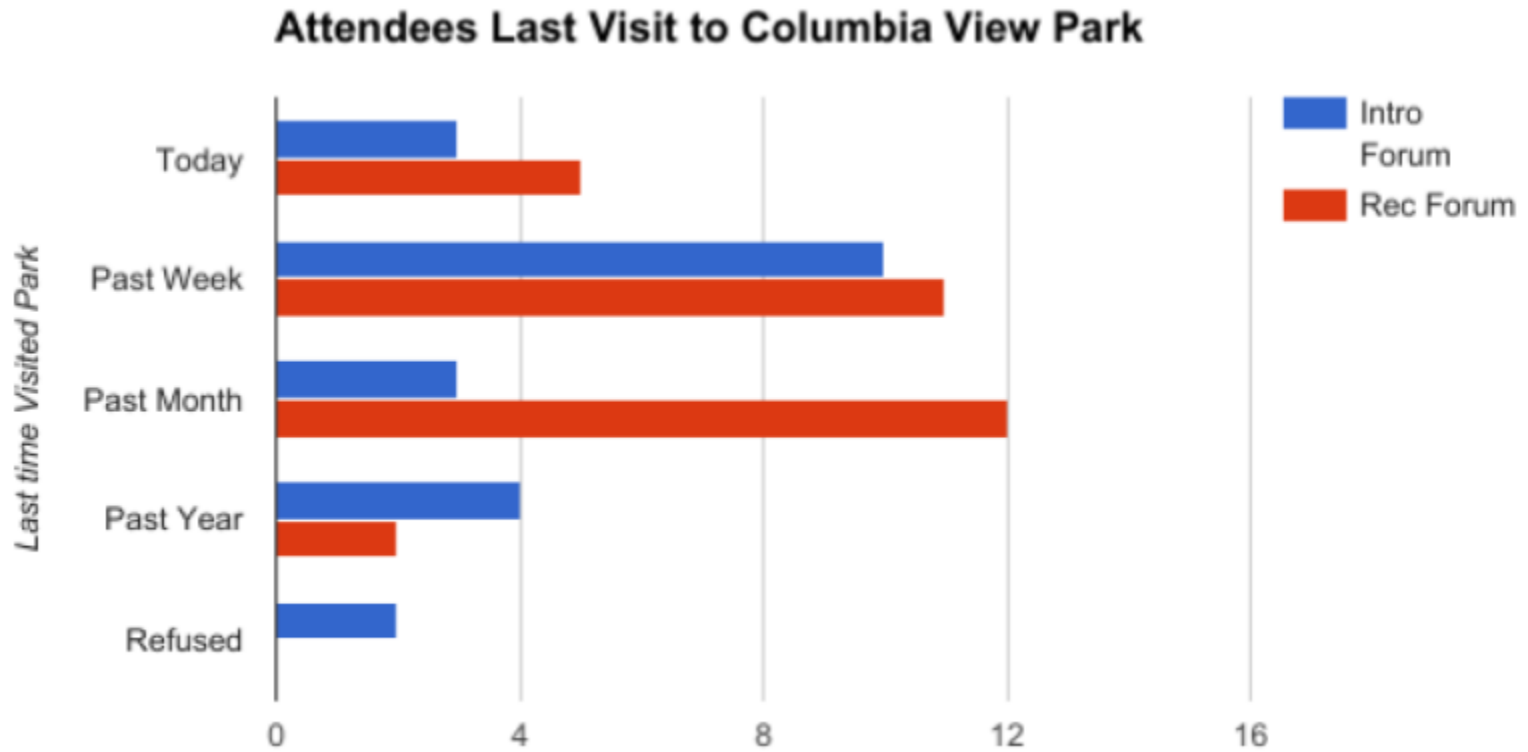
Relationship to Park

Distance from Park



- Success (not an explicit target)
 - Significant increase in attendees from outskirts of town & further
 - Intro - 30% of attendees 3-5mi from park; 0% more than 5mi away
 - Rec - 43% of attendees 3-5mi from park; 13% more than 5mi away
 - 10% 10 or more mi away

Last Visit to Park



- Success
 - Greater amount of people that visit the park infrequently vs those that already use it frequently