



# St. Helens SDAT

*Reconnecting  
with the  
Waterfront*



# St. Helens SDAT Team

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# Reconnecting with the Waterfront

*Connecting people and places for a vibrant waterfront*

- People - Recognize that as community members you share a vision for St. Helens thrive as a community
- Places – Through improved access and a renewed value for all districts waterfront changes can result in a healthy and sustainable long term community outcome





# WHAT WE HEARD



## SHARED BELIEFS:

1. “We are SO much about this river!”:
2. We put HIGH value on the natural environment
3. We have a rich history, but it isn’t apparent
4. Our economy was very dependent on the paper mills
5. We’re uncertain about the future of St. Helen’s
6. It’s hard for commercial traffic to find Olde Towne
7. Many of our own citizens don’t know where Olde Towne is
8. The veneer site has great potential



## **DIVERGENT OPINIONS about the VENEER SITE:**

1. Parkland, riverfront access, natural habitat should be reintroduced
2. A mix of commercial uses would work best
3. Uses must ALSO benefit the residents of St. Helen's
4. Program suggestions were wide-ranging
5. Agreement about public access
6. Disagreement about residential use
7. Strong opinions about the height of buildings and views from the bluffs



## THE VENEER SITE WASN'T ALL WE HEARD ABOUT:

1. The Boise parcels are another great opportunity
2. Existing St. Helen's businesses need support
3. A better employment base in St. Helen's is critical
4. Most people who live here commute to Portland
5. We have been about extraction: now we must be about stewardship
6. We embrace the recreational boater but can't depend exclusively on them





## **PRINCIPLES: (OUR DESIGN CRITERIA)**

1. **CONNECTIVITY:**
  - Between neighborhoods,
  - To the riverfront
  - To the region
2. **ACCESS**
  - To the river
  - To Olde Towne
3. **BALANCE:**
  - People, profits, AND nature
4. **PROMOTE WATER-RELATED USES**
5. **COMPLEMENT “OLDE TOWNE”**
6. **BE ECOLOGICALLY SOUND**
7. **BE RESILIENT**
  - Flooding and sea-level rise
8. **DELIVER the HIGHEST PUBLIC BENEFIT**





# Sustainability

*“...development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”*

Brundtland Report of the World Commission on Environment and Development (WCED)

## Sustainability Issues:

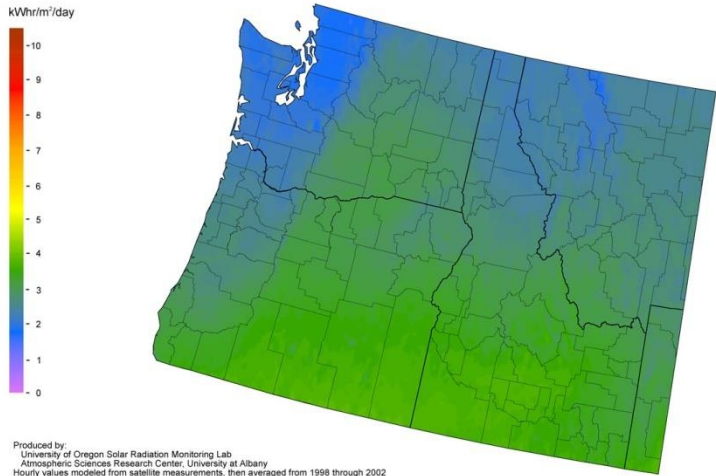
- Energy/Greenhouse Gas
- Water
- Soils/Vegetation/Habitat
- Transit Alternatives
- Materials
- Social Uses

Theme:

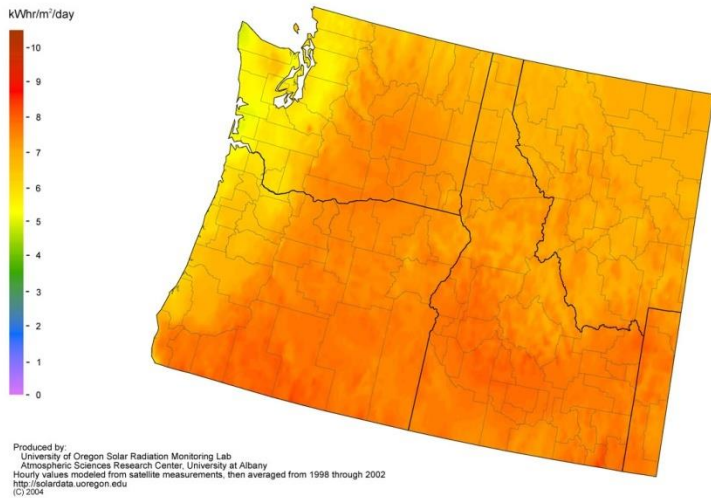
***Redevelopment: An Opportunity to Restore***



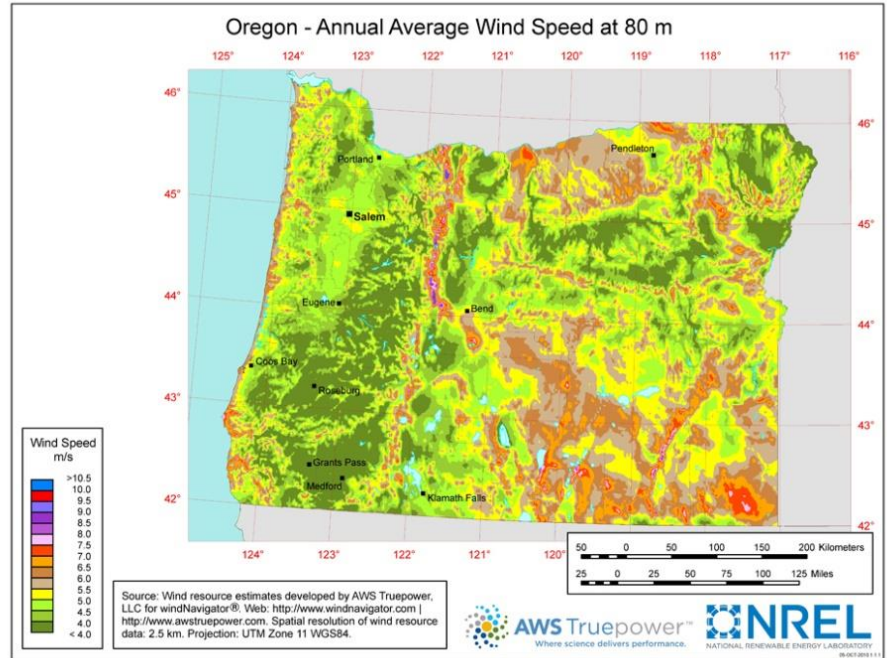
Global Horizontal Solar Radiation - October



Global Horizontal Solar Radiation - July



Oregon - Annual Average Wind Speed at 80 m



# Energy: Solar and Wind Renewables



# Redevelopment: An Opportunity to Restore



Image: [www.portlandoregon.gov](http://www.portlandoregon.gov)

**R**educe Urban Runoff



Image: [www.pacifichorticulture.org](http://www.pacifichorticulture.org)

**D**esign with Natural Systems



**P**rotect the River

Water: A Precious Resource



# Redevelopment: An Opportunity to Restore



Image: [www.planetnatural.org](http://www.planetnatural.org)

**C**reate Healthy Soil



Image: [fs.fed.us](http://fs.fed.us)

**U**se Native Vegetation



Image: [www.osprey-watch.org](http://www.osprey-watch.org)

**R**estore Lost Habitat

Soil, Vegetation & Habitat



# Redevelopment: An Opportunity to Restore



Image: [www.metrolinx.com](http://www.metrolinx.com)

**R**educe Single Occupant Vehicle Trips



Image: [www.parks.georgetown.org](http://www.parks.georgetown.org)

**P**romote walking and biking



Image: [www.rbaw.org](http://www.rbaw.org)

**R**ecognize water-based travel

Transit Alternatives



# Redevelopment: An Opportunity to Restore



Image: trangia.com/vn

**C**onsider “embodied energy”



Image: www.funnyjunk.com

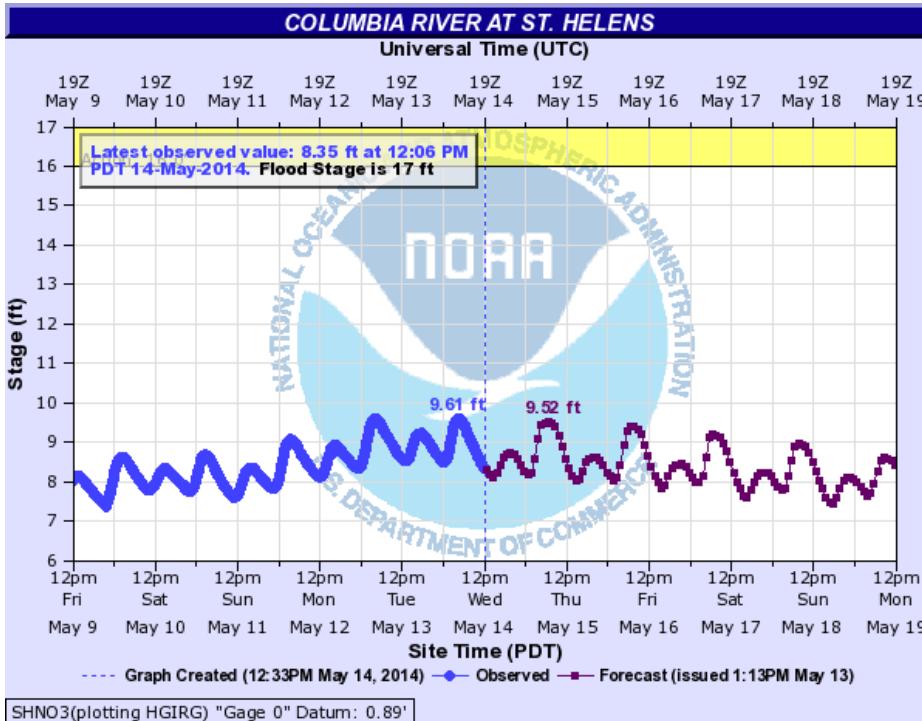
**U**se indigenous materials



**R**ecycled/Recyclable

Materials Usage





Source: NOAA

Flood Year	Flood Elevation
1948	27.1
1964	24.0
1956	23.0

Source: FEMA

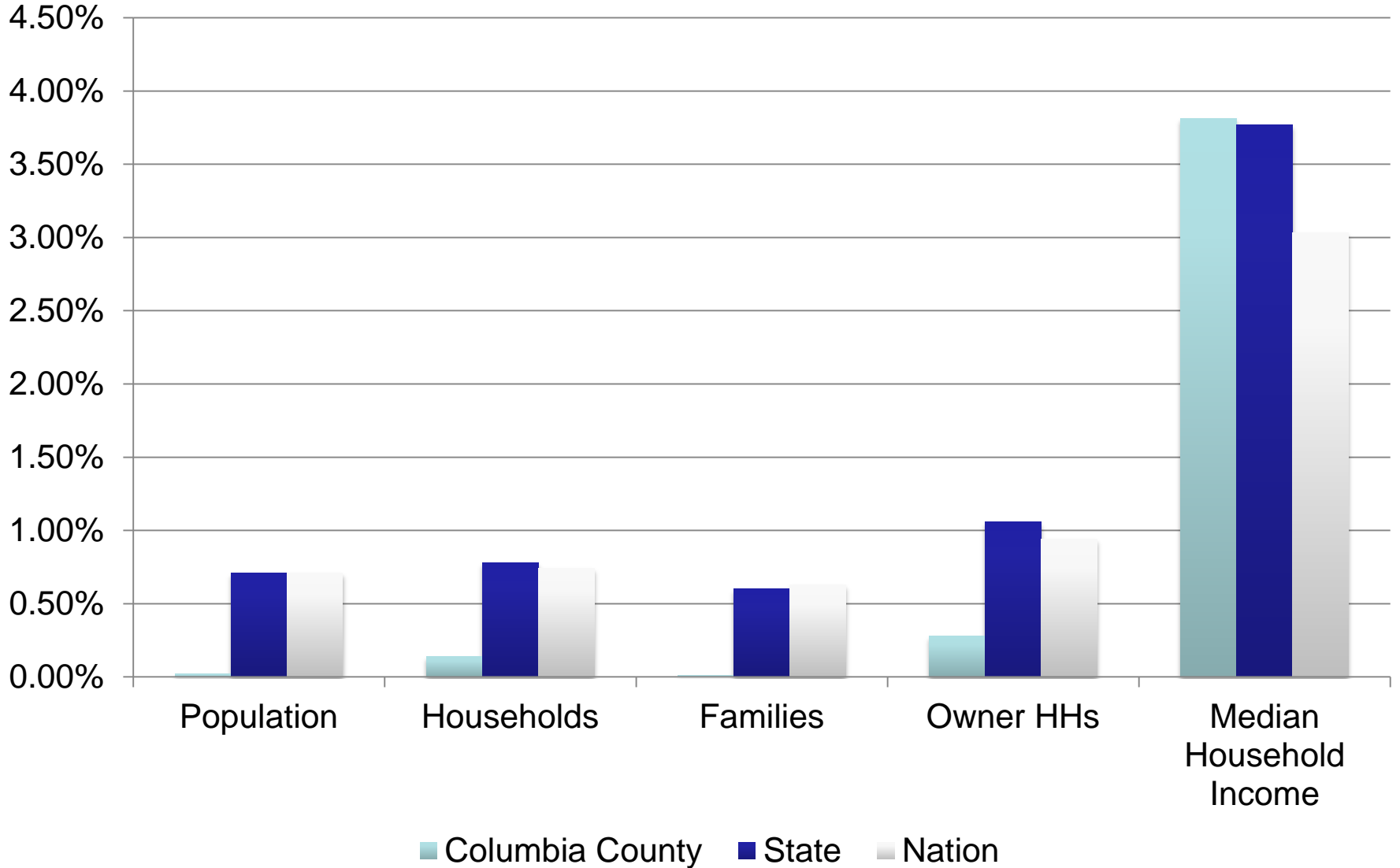
Design Flood Event	Flood Elevation
500-year	28.9
100-year	26.4
10-year	21.9

Source: NOAA

## Flooding and Resiliency

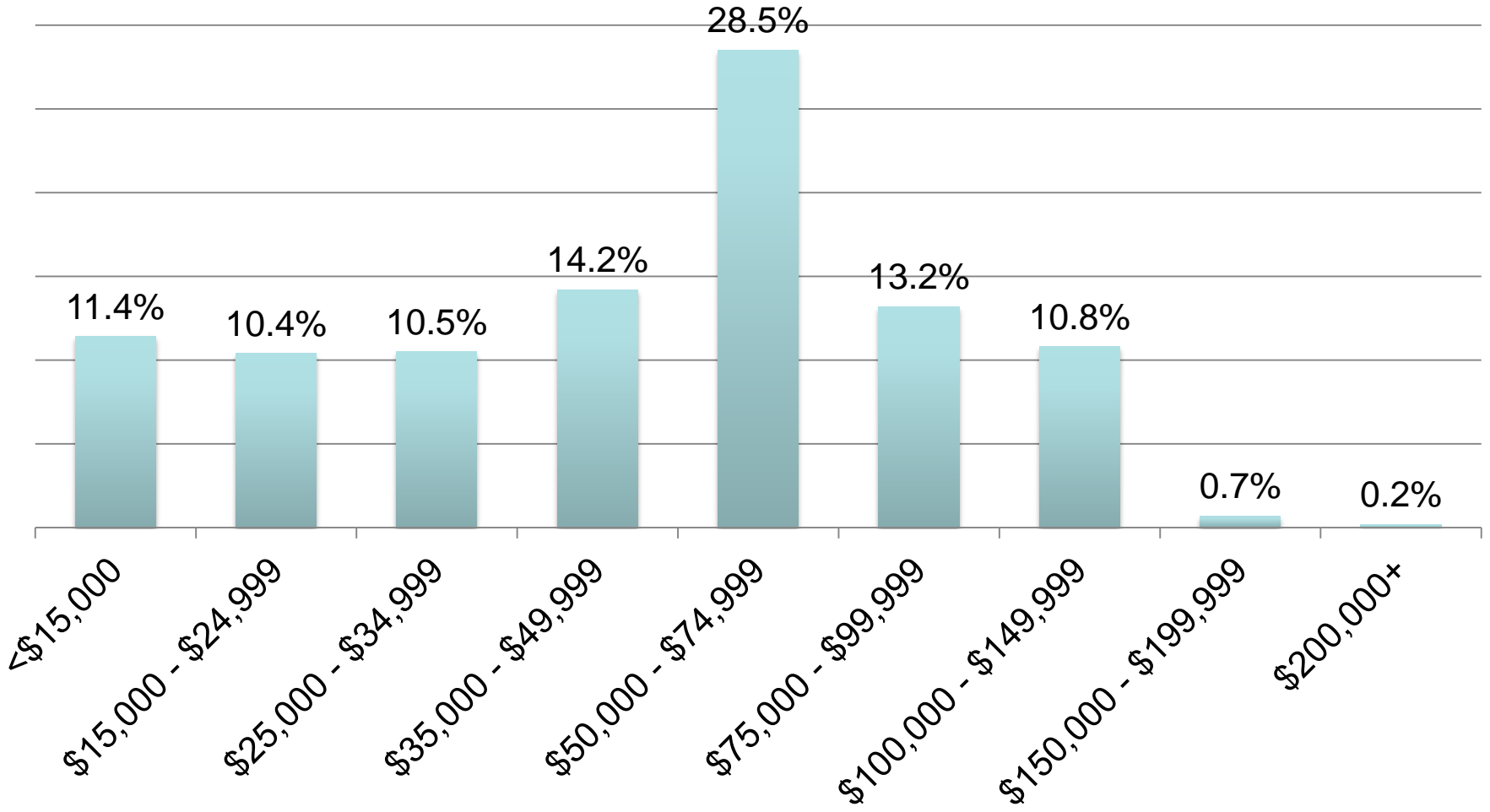


# Annual Growth Rate





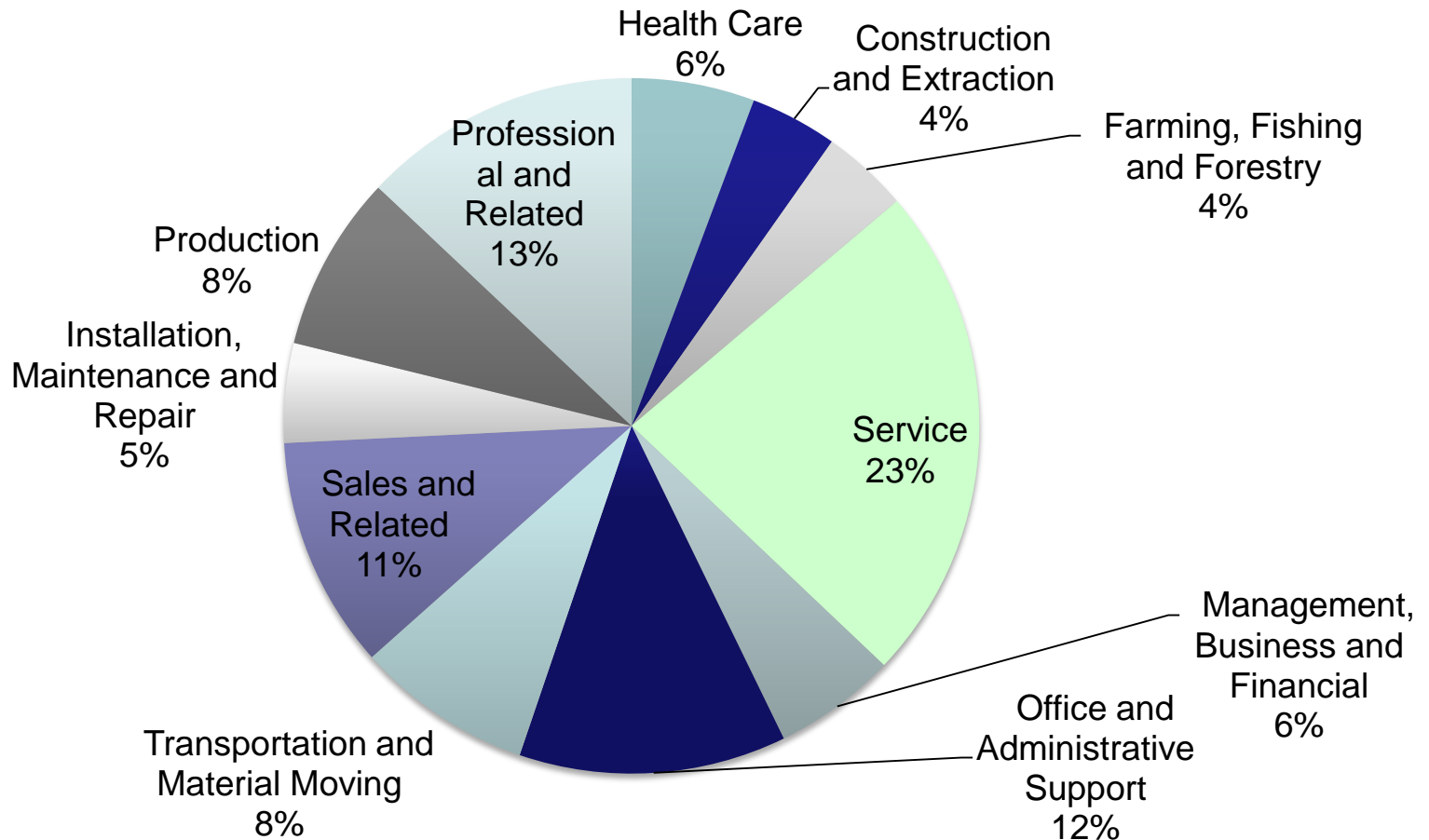
# St. Helens Income Distribution



Median Income \$52,000  
Average Income \$57,000  
Per Capita Income \$22,400



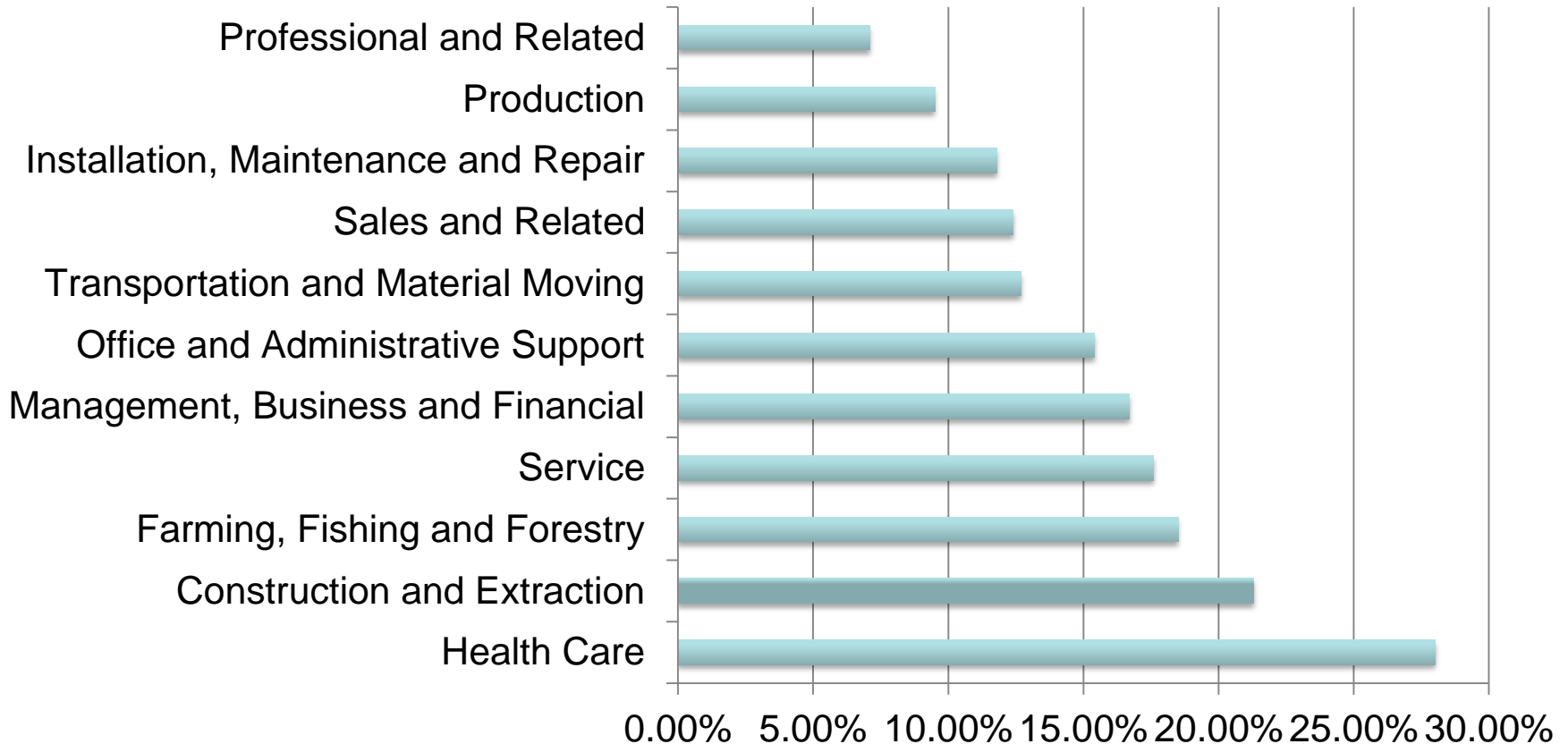
# Job Distribution By Industry Columbia, Clatsop, Tillamook County



Largest employment sectors are Service, Professional and Technology Services, Office and Administrative Support



## Projected Annual Job Growth Columbia, Clastop, Tillamook County

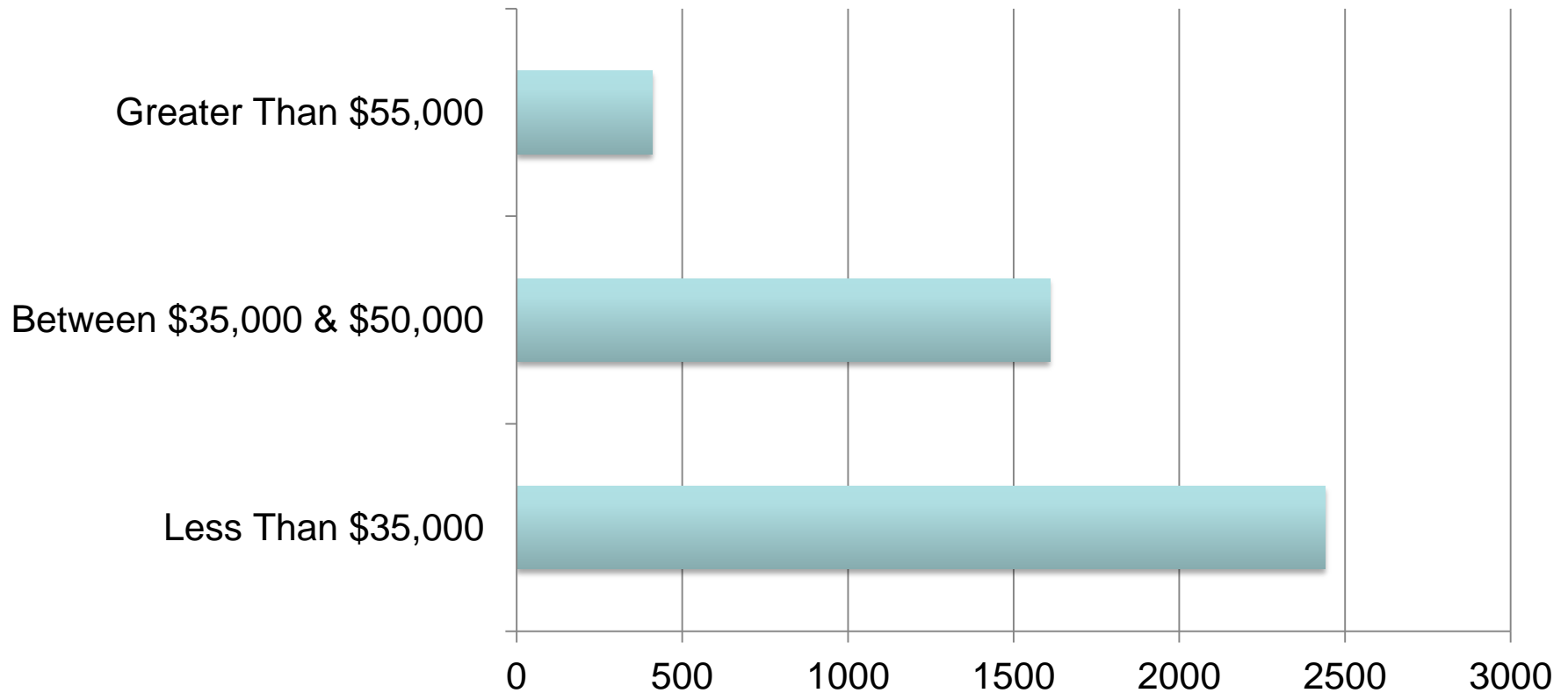


Overall Job Growth of 14% projected over next 8 years

Industries with largest growth: Health Care, Construction, Farming Fishing and Forestry, Service, Management Business and Financial



## Job Openings By Wage 2012 to 2022 Columbia, Clastop, Tillamook County

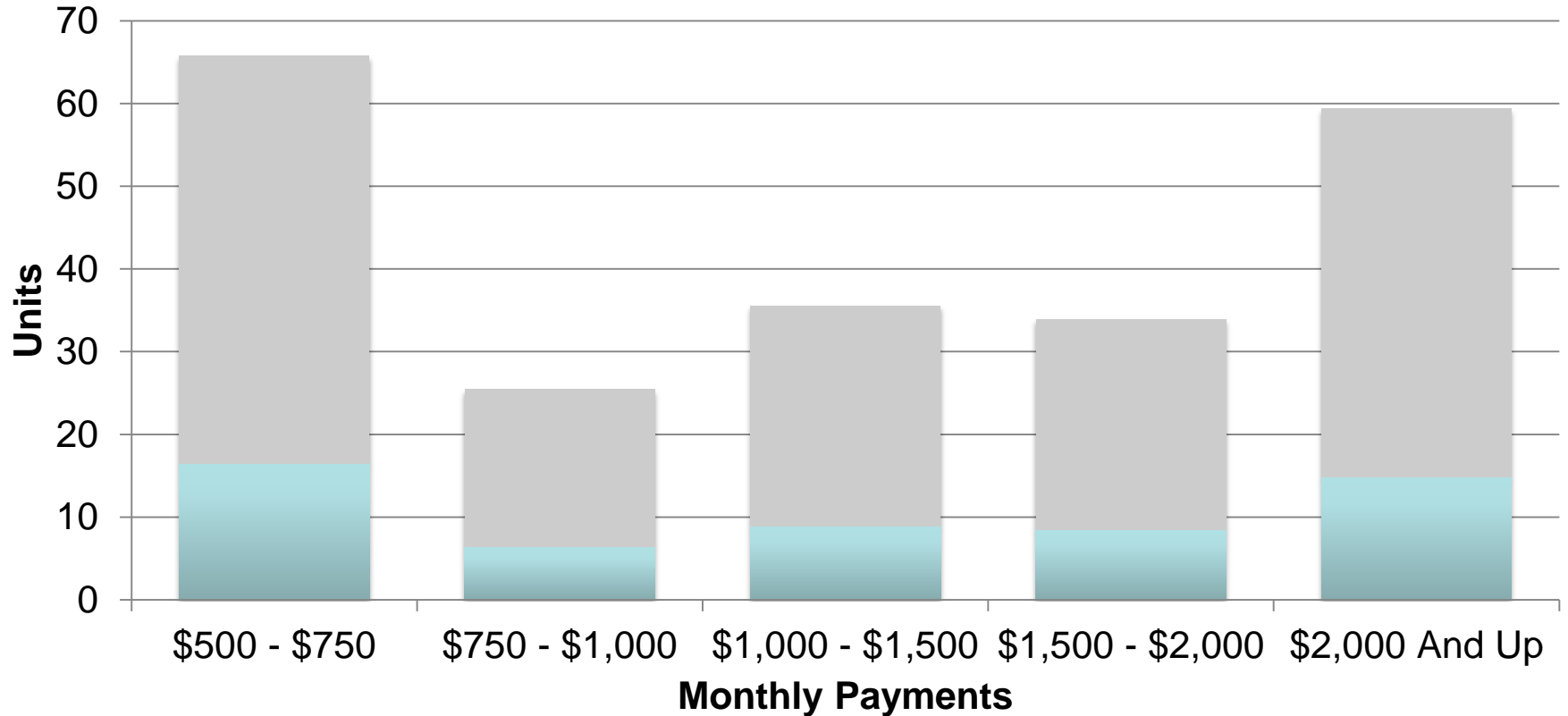


Nearly 1/3 of Job Openings Will Require Some Post-Secondary Education for Entry

Half of Job Openings Will Require Post Secondary Education For Applicants to be competitive



## St. Helens Potential Annual Demand for High Density Residential



Sufficient demand to absorb 60 to 170 units of high density residential annually



# St. Helens Current Retail Supply & Demand

<b>Industry Summary</b>	<b>Demand</b>	<b>Supply (Retail Sales)</b>	<b>Retail Gap</b>
Total Retail Trade and Food & Drink	\$112,810,125	\$153,303,434	-\$40,493,309
Total Retail Trade	\$101,699,387	\$136,805,854	-\$35,106,467
Total Food & Drink	\$11,110,738	\$16,497,580	-\$5,386,842



# Potential Residential Retail Demand

Industry Group	Potential Demand	Supportable SF
Furniture & Home Furnishings Stores	\$80,290	800
Electronics & Appliance Stores	\$101,698	739
Bldg Materials, Garden Equip. & Supply Stores	\$119,313	898
Food & Beverage Stores	\$733,450	2,745
Health & Personal Care Stores	\$208,415	695
Clothing & Clothing Accessories Stores	\$7,215,524	2,318
Sporting Goods, Hobby, Book & Music Stores	\$1,598,240	827
General Merchandise Stores	\$11,669,959	8,233
Food Services & Drinking Places	\$1,293,962	1,613

**100 New Residential Units** may create an additional **\$4M** in retail expenditures and support an additional **24,000 SF** of retail

Potential to capture **existing unmet residential** retail demand to support an additional **15,000 SF** of retail



# Potential Student Retail Demand

## College Student Discretionary Spending Patterns

Category	Potential Annual Expenditures	Demand (SF)
Grocery Stores	\$4,150,434.92	8,738
Limited-Service Eating Places	\$1,486,391.08	4,955
Full-Service Restaurants	\$2,324,731.04	5,470
Auto Parts, Accessories, & Tire Stores	\$3,554,552.88	-
Clothing Stores	\$681,547.65	2,478
Shoe Stores	\$681,547.65	4,544
Jewelry, Luggage, & Leather Goods	\$681,547.65	2,164
Electronics & Appliance Stores	\$393,406.15	1,311
Health & Personal Care Stores	\$1,737,187.50	5,791
Entertainment	\$152,344.40	508

Campus enrollment of **9,000 students** may create **\$16M in expenditures**, which will support an additional **35,000 SF** of retail and restaurants





# Tourist Related Spending

Category	Potential Annual Expenditures	Demand (SF)
Grocery Stores	\$1,961,816	4,130
Limited-Service Eating Places	\$1,961,816	6,539
Full-Service Restaurants	\$1,961,816	4,616
Clothing Stores	\$644,360	2,343
Shoe Stores	\$644,360	4,296
Jewelry, Luggage, & Leather Goods	\$644,360	2,046
Health & Personal Care Stores	\$644,360	2,148
Entertainment	\$2,621,274	
Lodging	\$4,628,872	

Tourist related activities may support **\$15M to \$30M** in **expenditures** and support **26,000 SF to 50,000 SF** of retail (excluding entertainment and lodging)



## Small Office Demand

### County New Office Demand

Projected New Office Jobs	253
Avg. Space Per Worker (SF)	200
Cumulative New Office Demand (SF)	<b>50,600</b>

### St. Helens Submarket Annual Office Demand

Percent Capture Office Job Growth	10%
New Office Jobs	25
Cumulative New Office Demand (SF)	5,060



# INVESTING IN PLACE FOR ECONOMIC GROWTH AND COMPETITIVENESS

**TECHNOLOGY** AND A CULTURE OF **INNOVATION** AND **CONNECTIVITY** ARE LIKELY TO BE IMPORTANT FACTORS IN ATTRACTING NEW RESIDENTS AND BUSINESSES

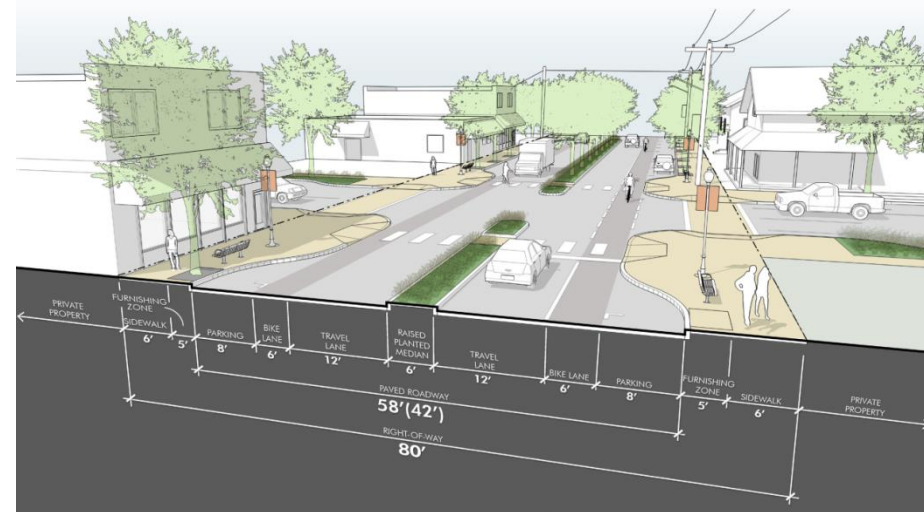
**56% OF MILLENNIALS & 46% ACTIVE BOOMERS** WOULD PREFER TO LIVE SOMEDAY IN A **WALKABLE COMMUNITY**, WHETHER AN URBAN SUBURBAN OR SMALL TOWN LOCATION

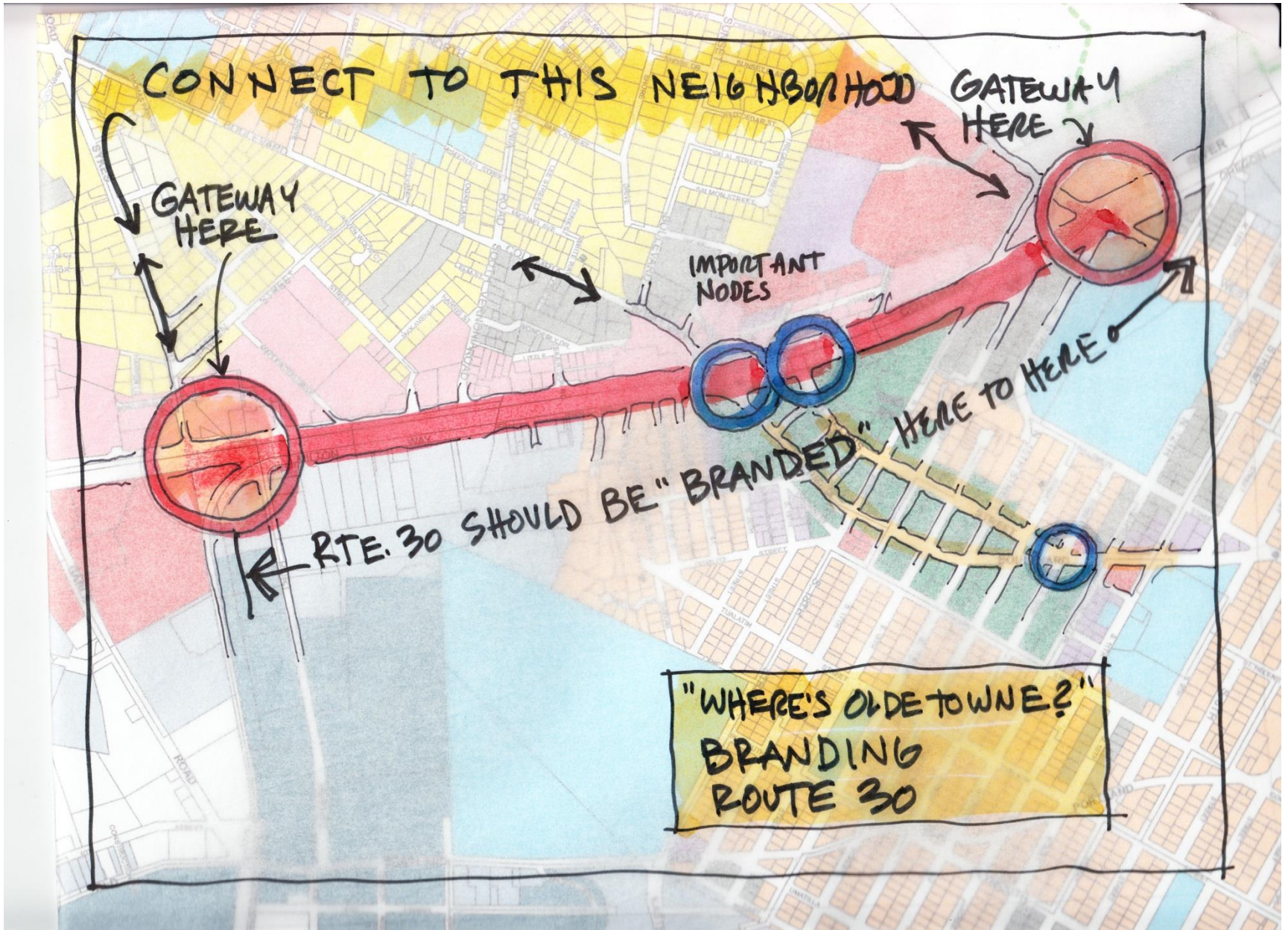
**2/3** OF ALL RESPONDENTS AND **74 PERCENT OF MILLENNIALS** BELIEVE INVESTING IN SCHOOLS, TRANSPORTATION CHOICES, AND WALKABLE AREAS IS A **BETTER WAY TO GROW THE ECONOMY** THAN TRADITIONAL APPROACHES OF RECRUITING COMPANIES



# Access

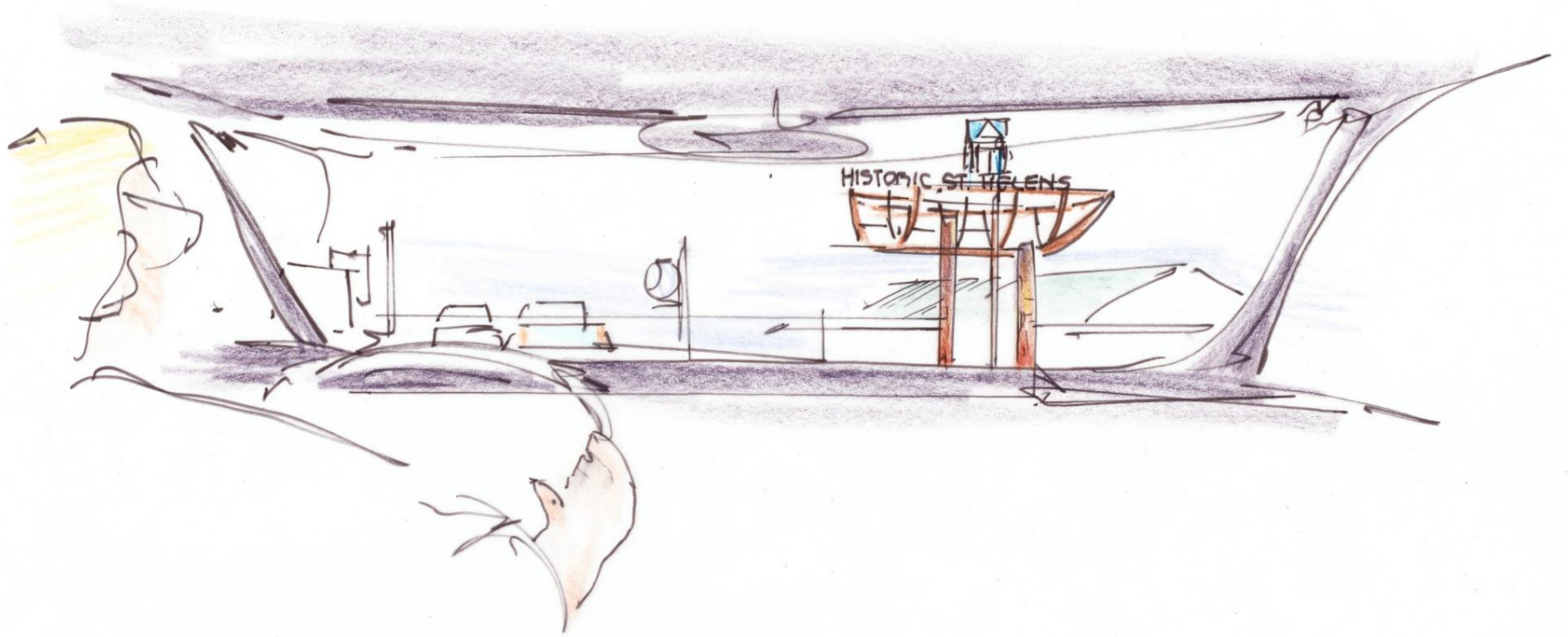
- U.S. 30 Business/Alternate Route (Old Portland to Plymouth to 1<sup>st</sup> to Columbia Blvd)
- Improve Old Portland Plymouth intersection with landscaped node
- Implement boulevard approach from St. Helens corridor plan
- Prioritize underpass/overpass for Columbia
- Pursue relocation of switchline for trains





"WHERE'S OLDE TOWNE?"  
BRANDING  
ROUTE 30







# Access

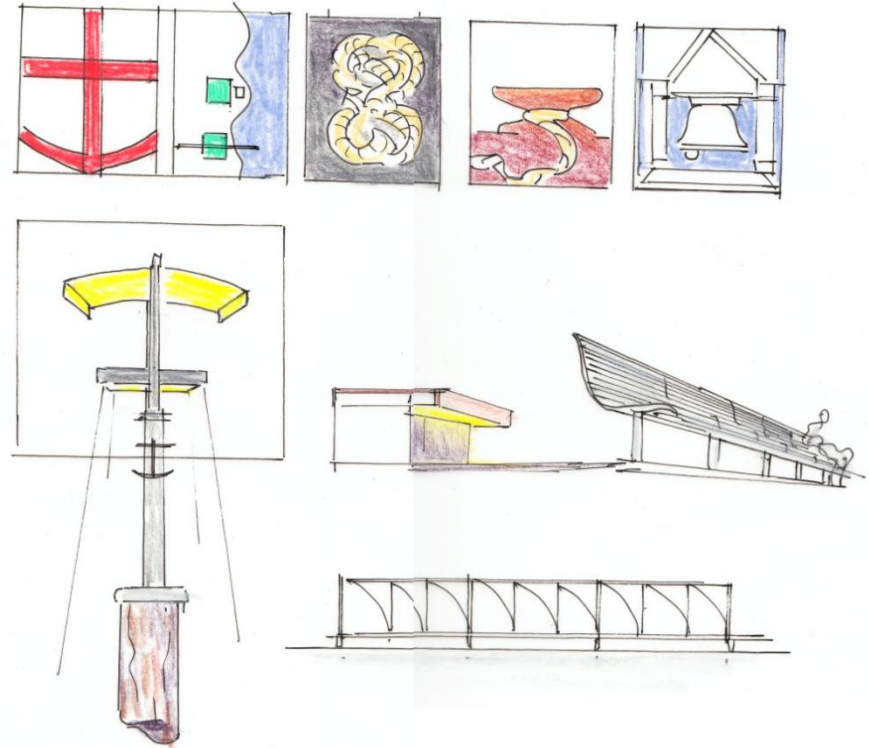
- Implement Bicycle trail from U.S. 30 to Old Town
- Prioritize southern route as separated trail
- Access Veneer Site via trestle
- Northern bike trail per St. Helens Corridor plan (Columbia Blvd)
- Improve public transit from U.S. 30 to waterfront and Old Town
- Incorporate transit loop route connecting U.S. 30, Olde Towne, Houlton, and New Town





# Signage and Wayfinding

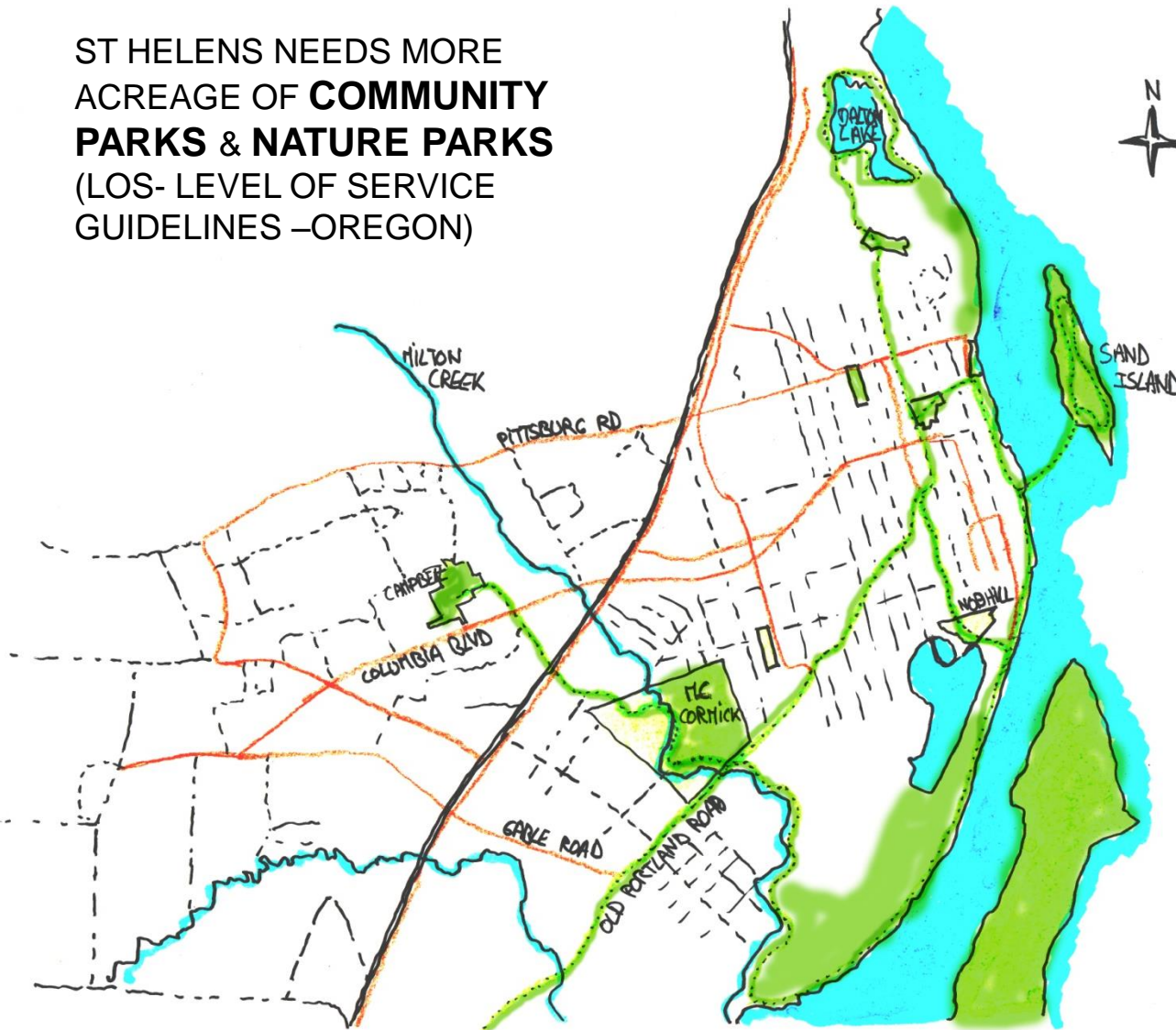
- Remove unnecessary signage
- Create policy for placement of new signage
- Develop a wayfinding manual
- Implement along primary access corridors



# PARKS

ST HELENS NEEDS MORE  
ACREAGE OF **COMMUNITY  
PARKS & NATURE PARKS**  
(LOS- LEVEL OF SERVICE  
GUIDELINES –OREGON)

# PARK & TRAILS



## TRAILS

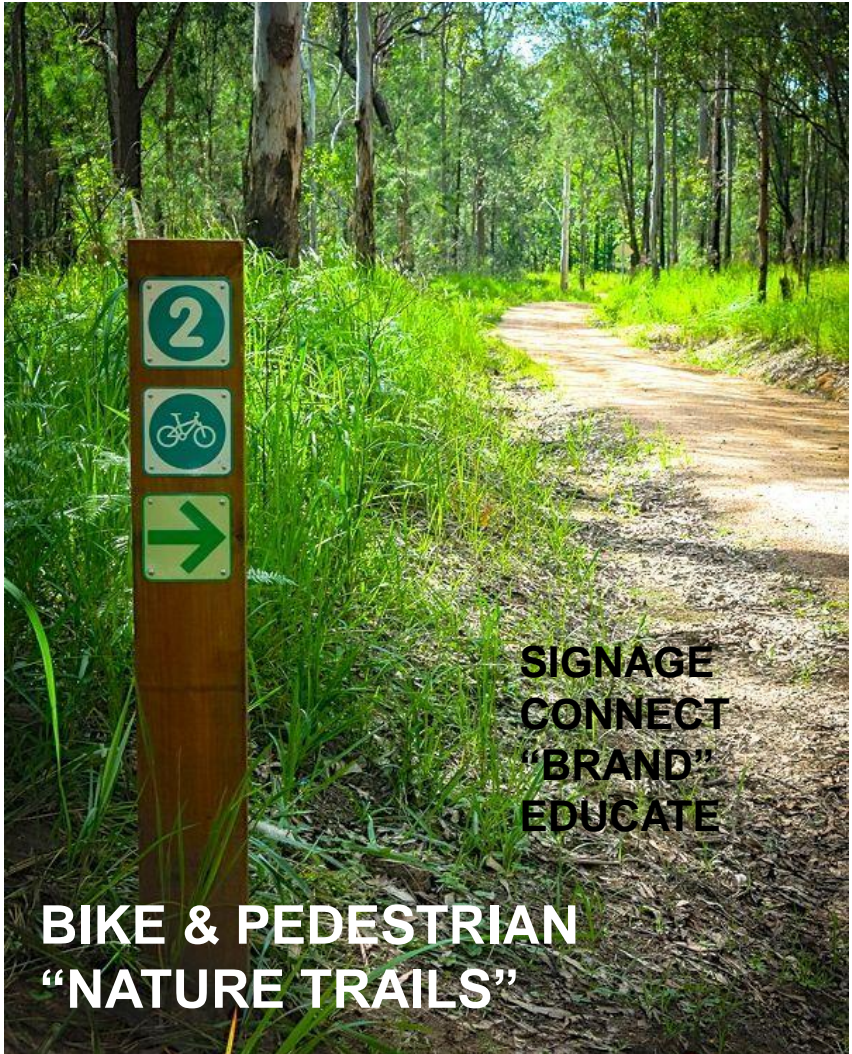
### NATURE TRAILS

CONNECTING  
PARKS AND OPEN  
SPACES

### CITY TRAILS

ROAD TO SCHOOLS  
RETAIL  
ENTERTAINMENT





**SIGNAGE  
CONNECT  
"BRAND"  
EDUCATE**

**BIKE & PEDESTRIAN  
"NATURE TRAILS"**



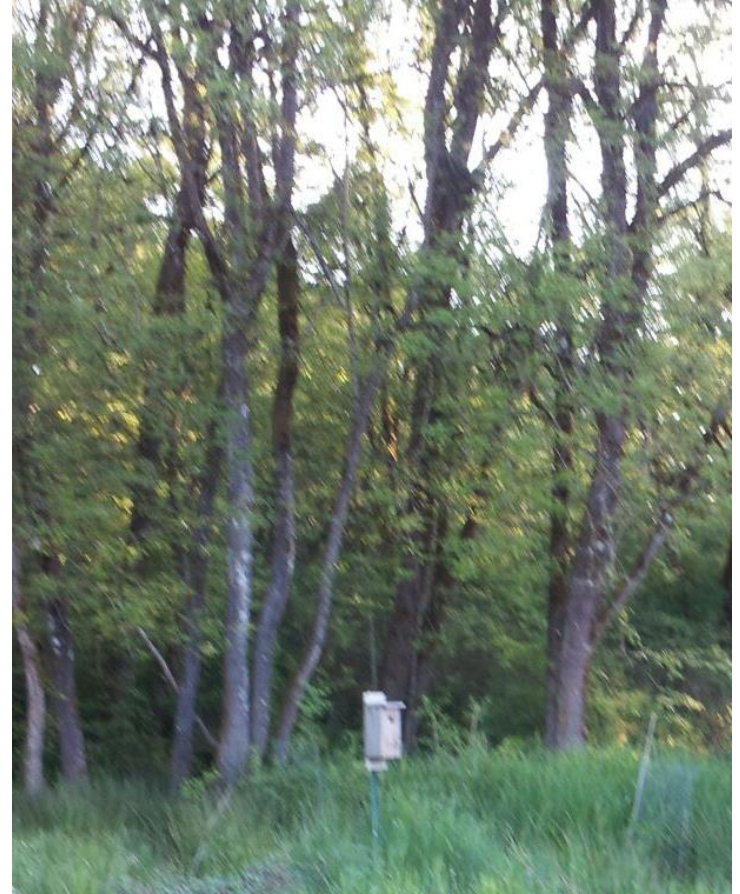
# Events

- Portland and Back Bicycle/Kayak event
- Basalt day festival
  - Tour rock formations
  - Tour historic buildings
  - Rock show



# Events

- Columbia river bird festival
- Tribal Canoe Journey
- No Commute Week
- The great raft up
- St. Helen's/Ridgefield Festival



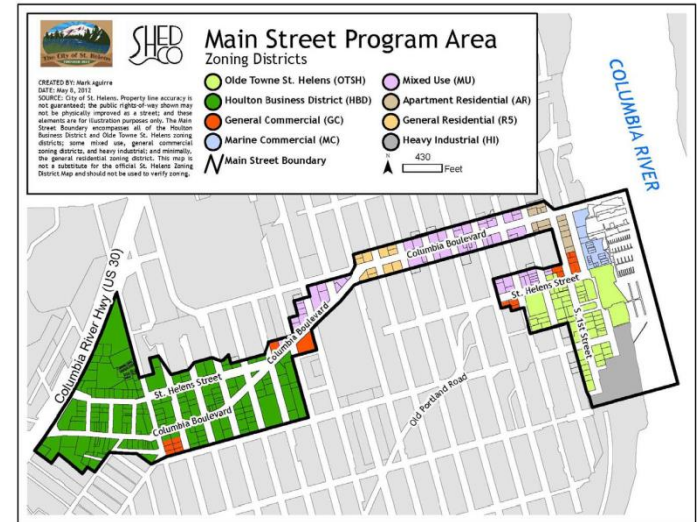
# Policy & Incentives

- Revise and refresh overlay zone
- Ensure regulations protect public access to the water
- Make available a business support services list
  - Business Development Center Network (OSBDCN)
  - Oregon SBDC
  - Columbia County Economic Team
  - SHEDCO Corp
- Create a list of Incentives to locate in Olde Towne and Houlton



# Olde Towne Placemaking

- Implement the Mainstreet Program
- Utilize Mainstreet approach to market and promote Olde Towne Businesses and Events
- Encourage façade improvement program



# Façade Improvement

- Use façade improvement program to promote desired changes
- Signage replacement program to see renewed higher quality signage





# Façade Improvement



# Olde Towne Placemaking

- Integrate artwork in the streetscape
- Engage art commission in Olde Towne renewal
- Pursue National Endowment of the Arts grants
- Build a team artist into capital projects



# Olde Towne Placemaking

- Primary community image/identity
- Plaza focused
- Build upon historic integrity
- Gathering space
  - Food, Water, Music, Things happening
- Family of street furniture
- Thematic sense tying district together

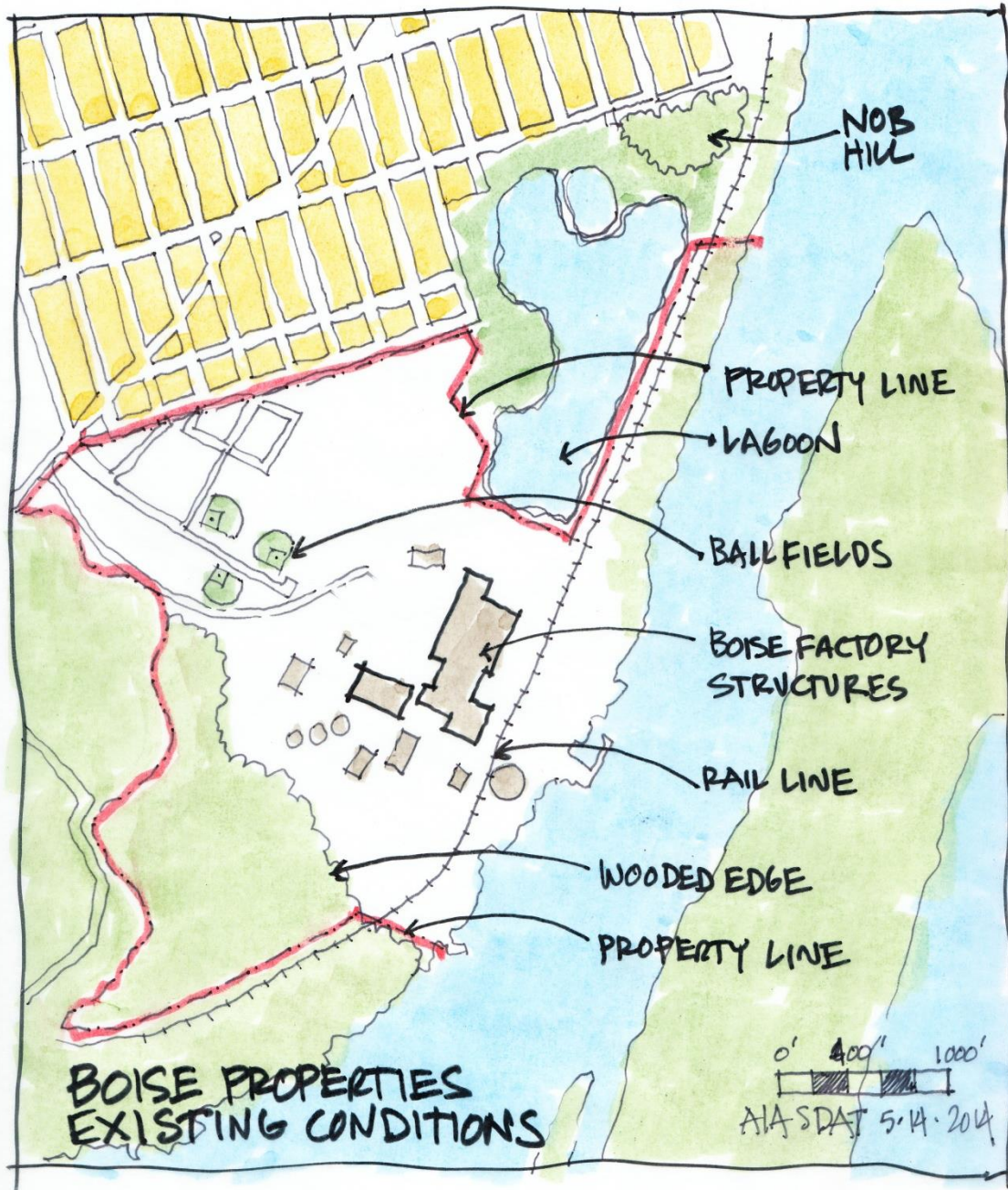


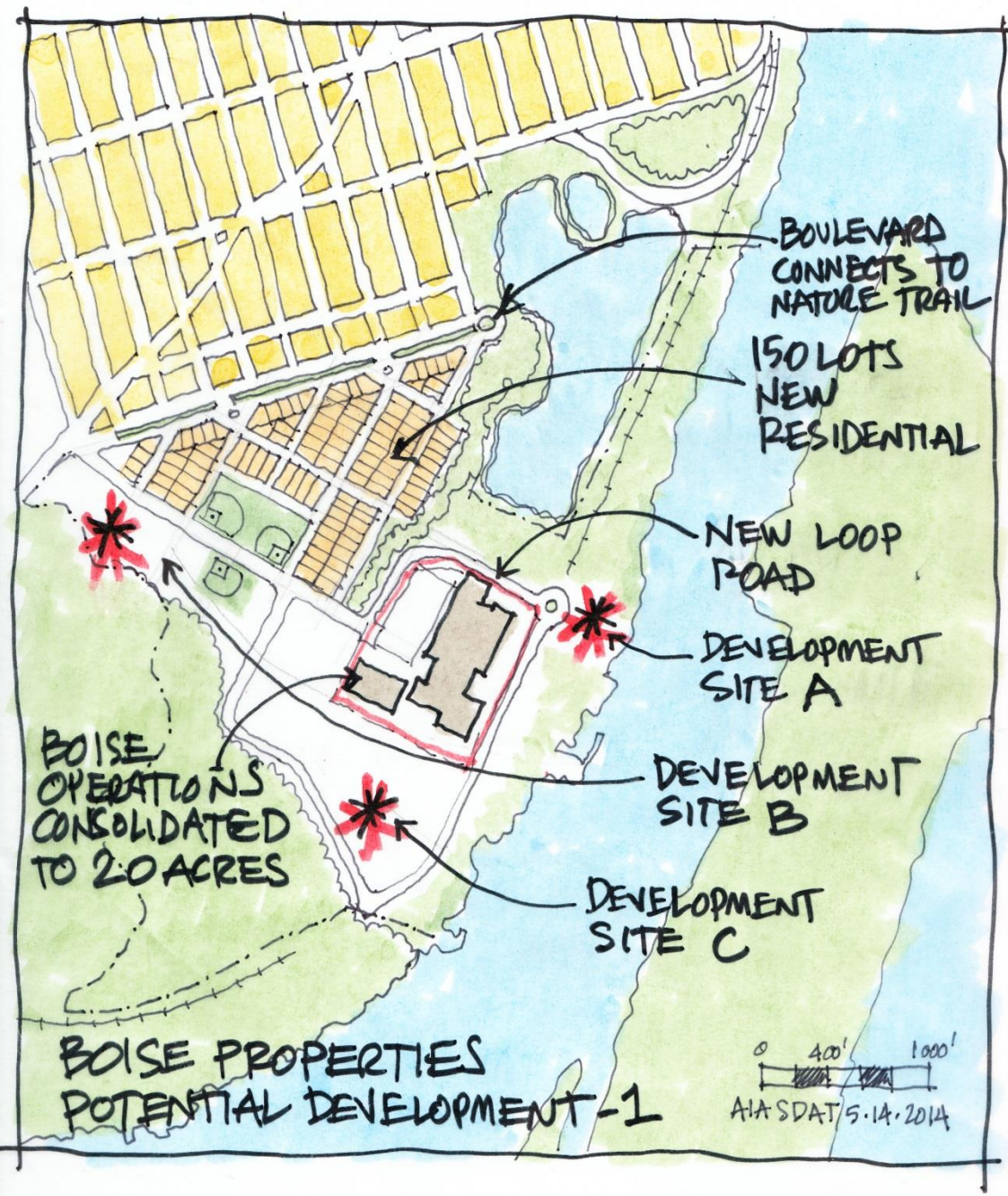


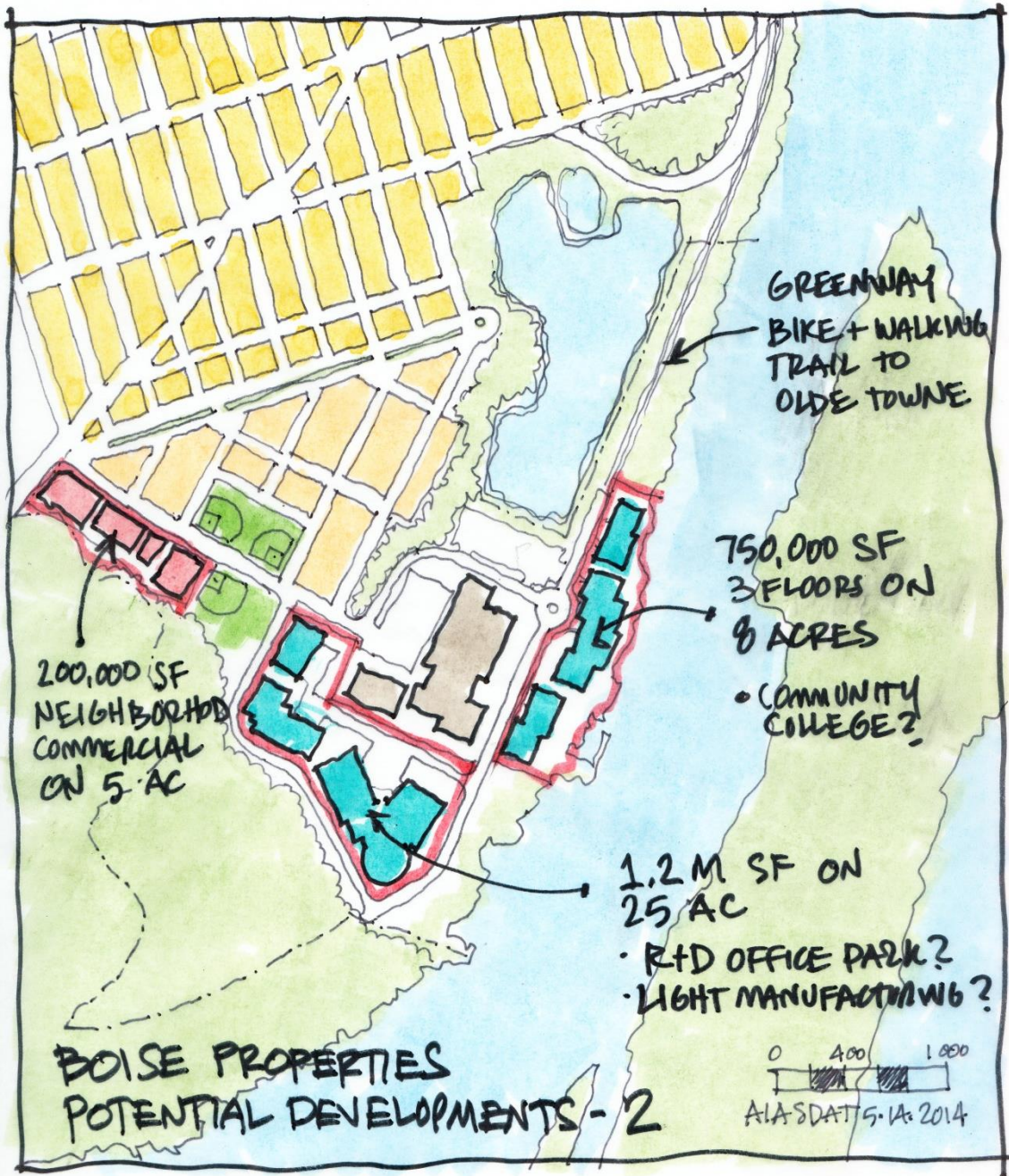


# THE BOISE SITES













# THE VENEER SITE: PROGRAM RECOMMENDATIONS



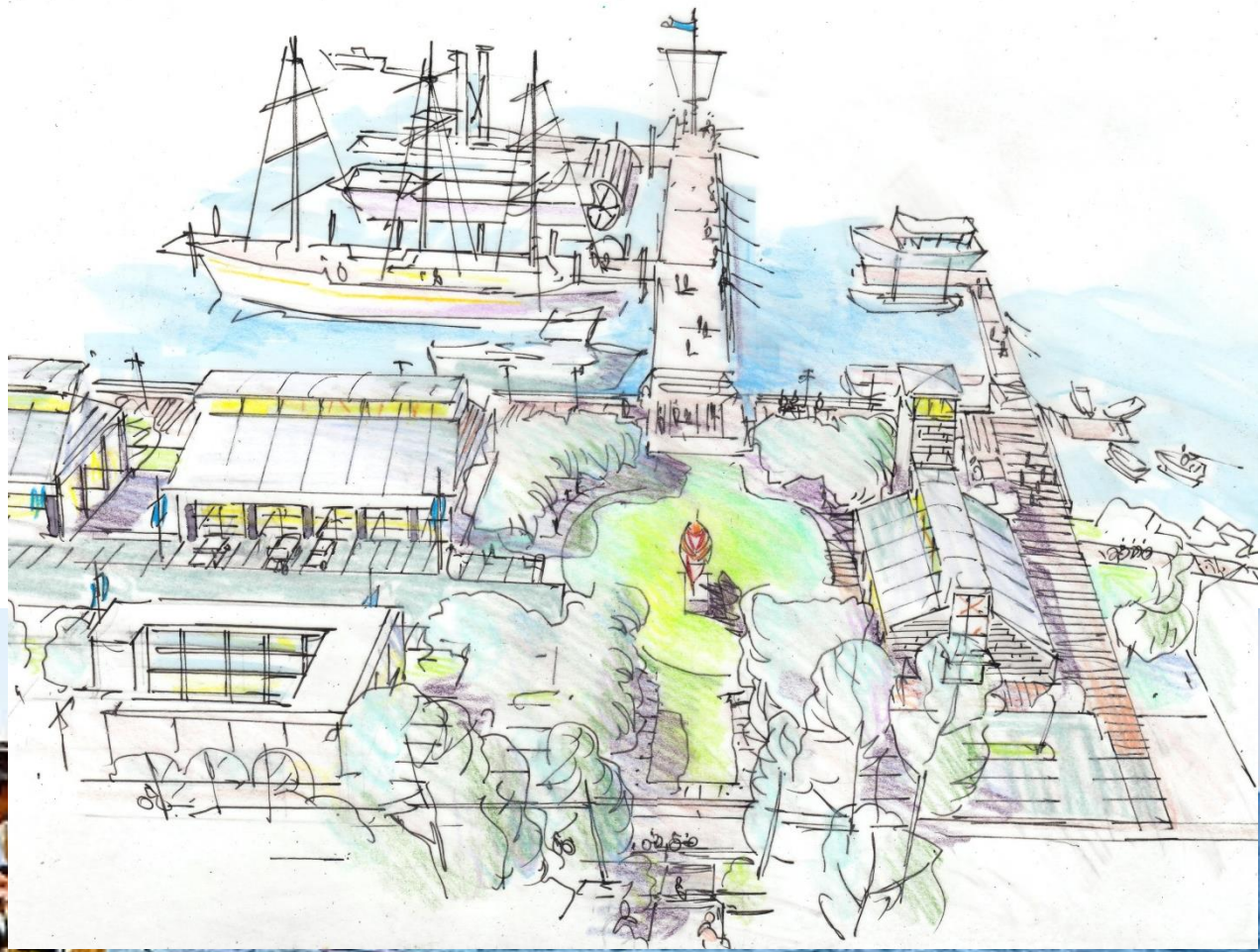




# MARITIME HERITAGE WATERFRONT





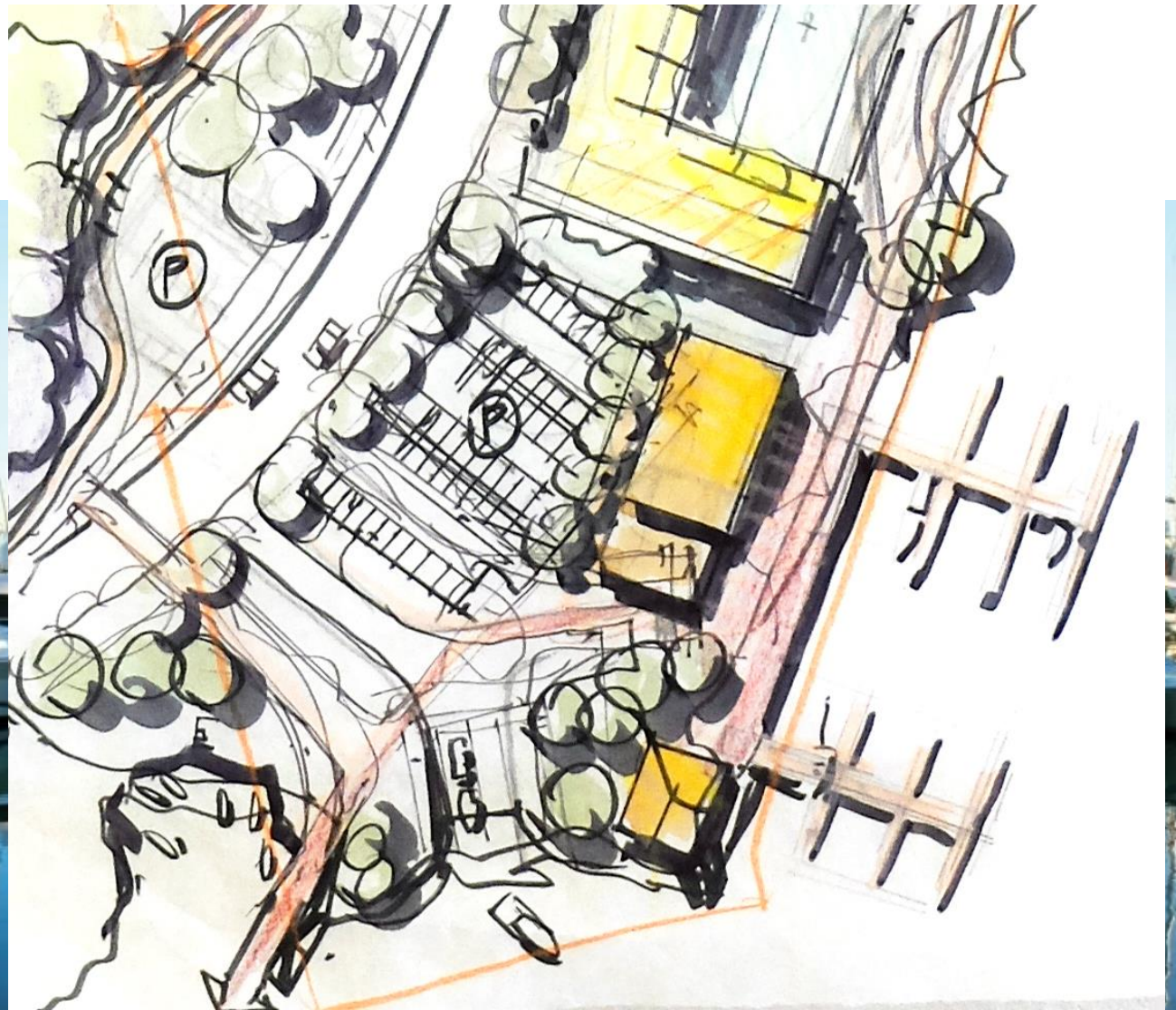


# CIVIC PLAZA AND FISH PIER





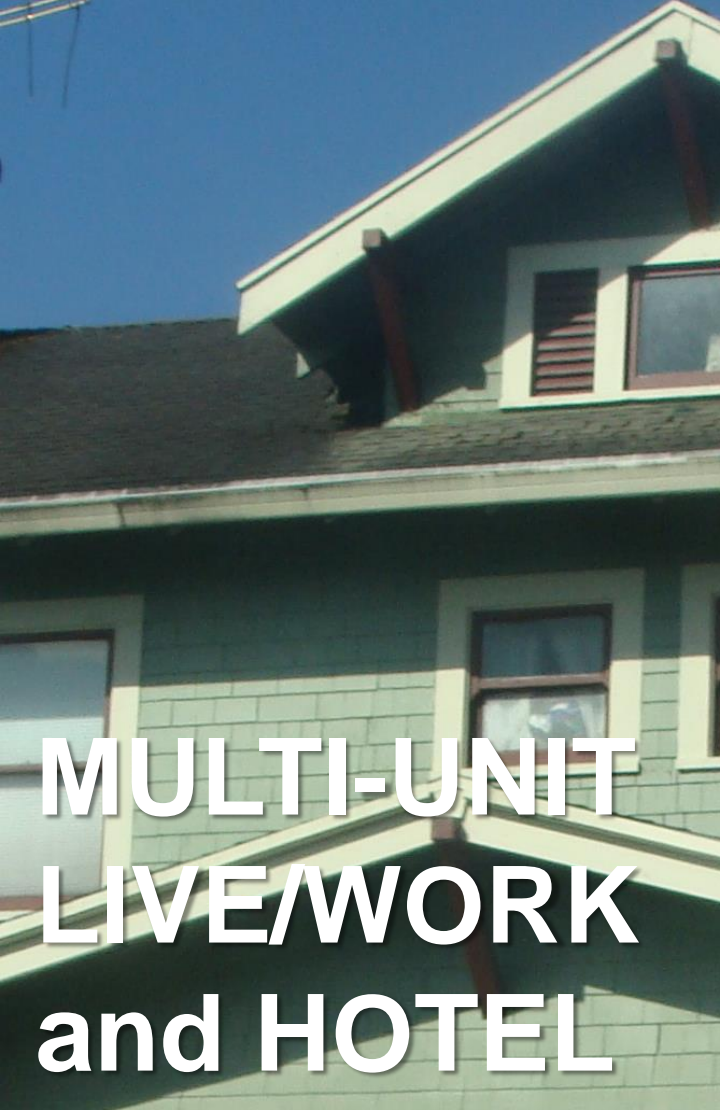




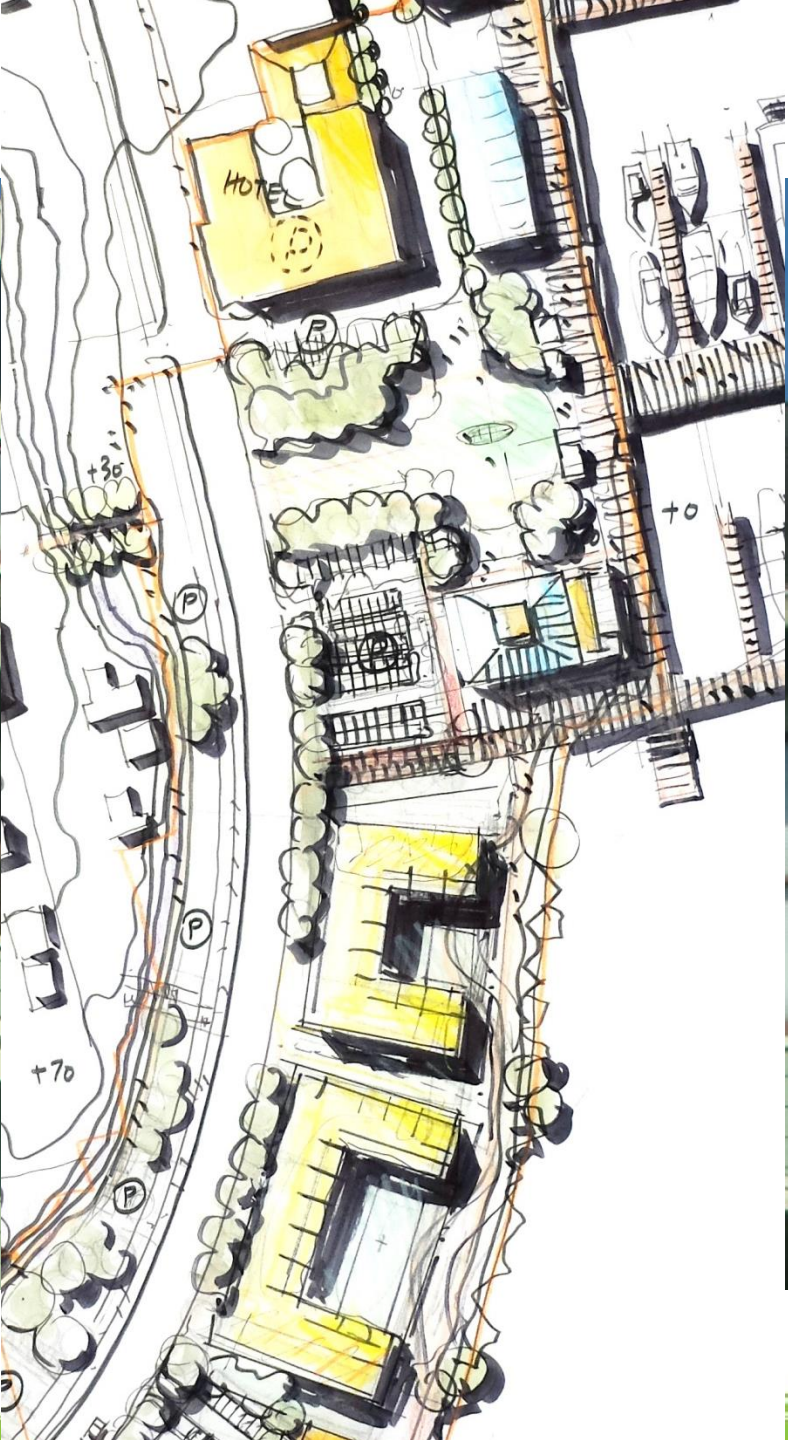
# WORKING COMMERCIAL MARINA







# MULTI-UNIT LIVE/WORK and HOTEL







# LANDSCAPE STRATEGIES

A hand-drawn landscape strategy diagram showing a waterfront area with various features. The diagram includes a boardwalk, a civic park, a water trail, a green alley, a bluff trail, a kayak launch and marina, and a bird trail. The features are highlighted with green and yellow ovals. Lines connect the labels on the right to the corresponding features in the diagram. The diagram also shows buildings, trees, and a park area labeled 'NOB HILL PARK'. Elevation markers like '+100', '+80', and '+90' are visible on the left side.

BOARDWALK

CIVIC PARK

WATER  
TRAIL

GREEN ALLEY

BLUFF TRAIL

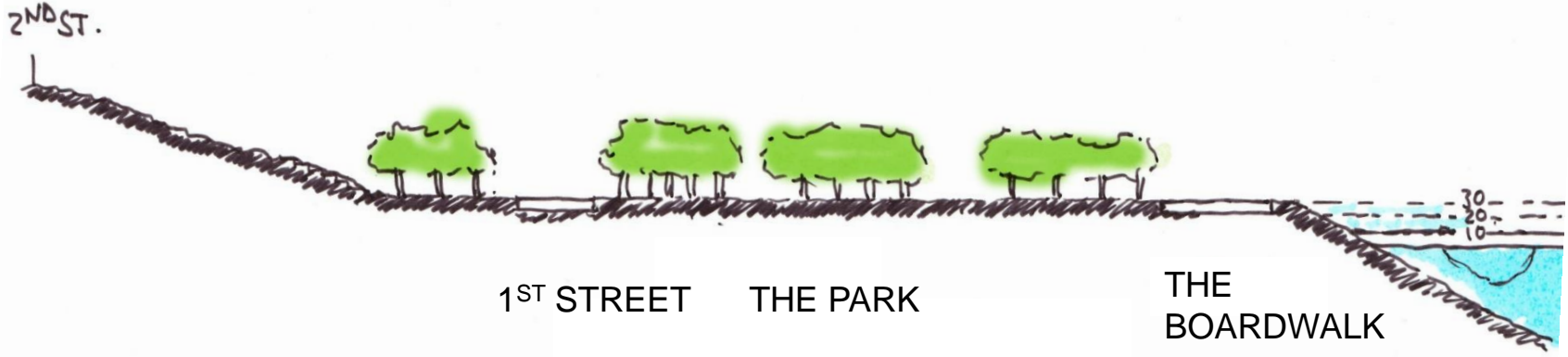
KAYAK LAUNCH  
& MARINA

BIRD TRAIL

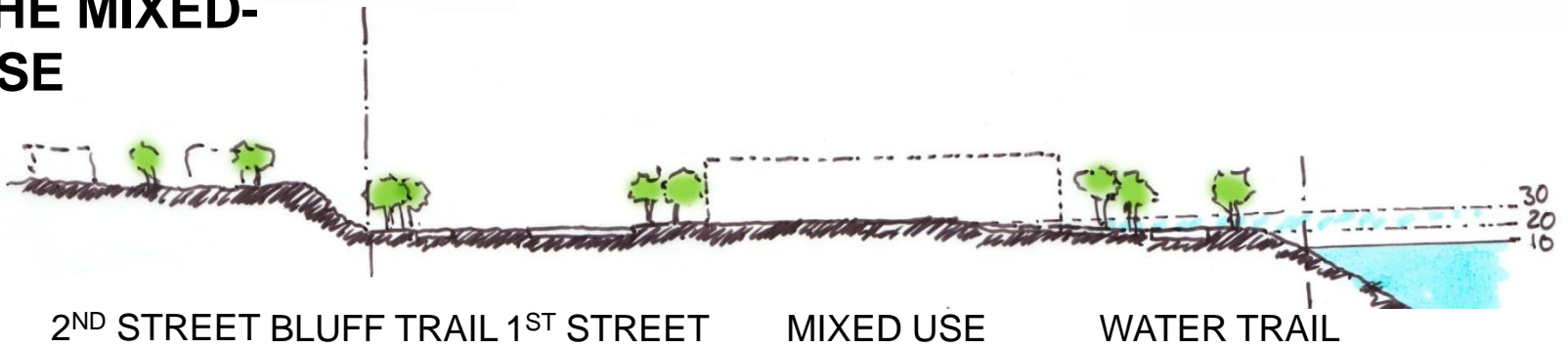
A decorative graphic at the bottom of the page consisting of a row of stylized green buildings and trees.

# THE PARK

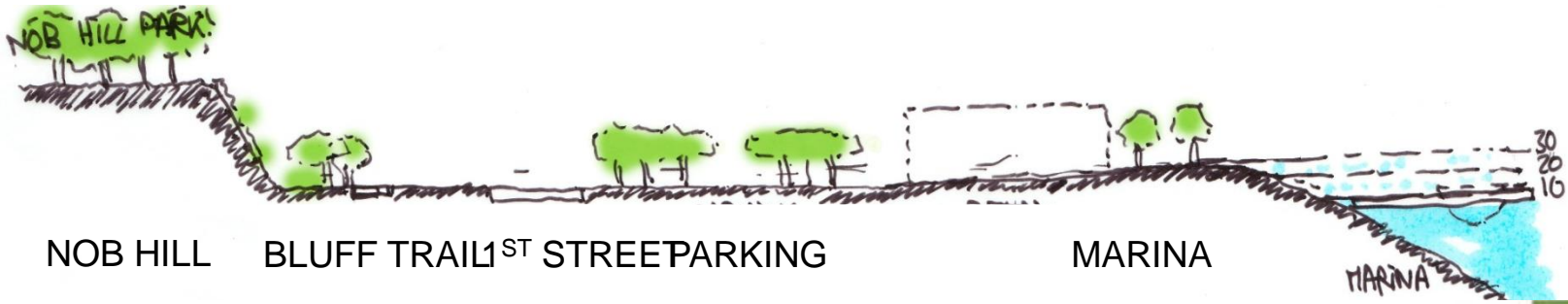
# LANDSCAPE STRATEGIES



# THE MIXED-USE



# THE MARINA





# BIRD TRAIL & PARK

## BOISE WATERFRONT STRIP

- BIKE & PEDESTRIAN TRAILS
- PROTECT & RESTORE HABITAT
- INTERPRETATIVE SIGNAGE
- BIRD WATCHING AMENITIES
- SHORE RESTORATION

**ENERGY**  
**WATER**  
**SOIL, VEGETATION & HABITAT**  
**TRANSIT ALTERNATIVE**  
**SUSTAINABLE MATERIALS**





# BLUFF TRAIL

- BIKE & PEDESTRIAN TRAIL
- INTERPRETATIVE SIGNAGE
- BLUFF HABITAT ENHANCEMENT
- STORMWATER MANAGEMENT



## SUSTAINABLE STRATEGIES:

ENERGY - Solar lighting

WATER - Stormwater management (bioswale)

SOIL, VEGETATION & HABITAT - Landscape restoration

TRANSIT ALTERNATIVE - Pedestrian, Bike, ADA transit

SUSTAINABLE MATERIALS - Local building material



BLUFF  
ECOLOGY

15' TRAIL

BIOSWALE

1<sup>ST</sup> STREET

PROTECT AND INCREASE BLUFF HABITAT FOR WILDLIFE & EDUCATION









# WATER TRAIL

- PUBLIC WATER ACCESS
- BIKE & PEDESTRIAN TRAIL
- INTERPRETATIVE SIGNAGE
- LIVING HABITAT
- SHORELINE:
  - WETLAND / BOULDER EDGES
- MIXED USE INTERFACE



## SUSTAINABLE STRATEGIES:

ENERGY - Solar lighting, passive shade

WATER - Flood control strategies

SOIL, VEGETATION & HABITAT - Shore ecology

TRANSIT ALTERNATIVE - Pedestrian, Bike, ADA transit

SUSTAINABLE MATERIALS - Local building material

restoration

## BOULDER EDGE



## WETLAND EDGE

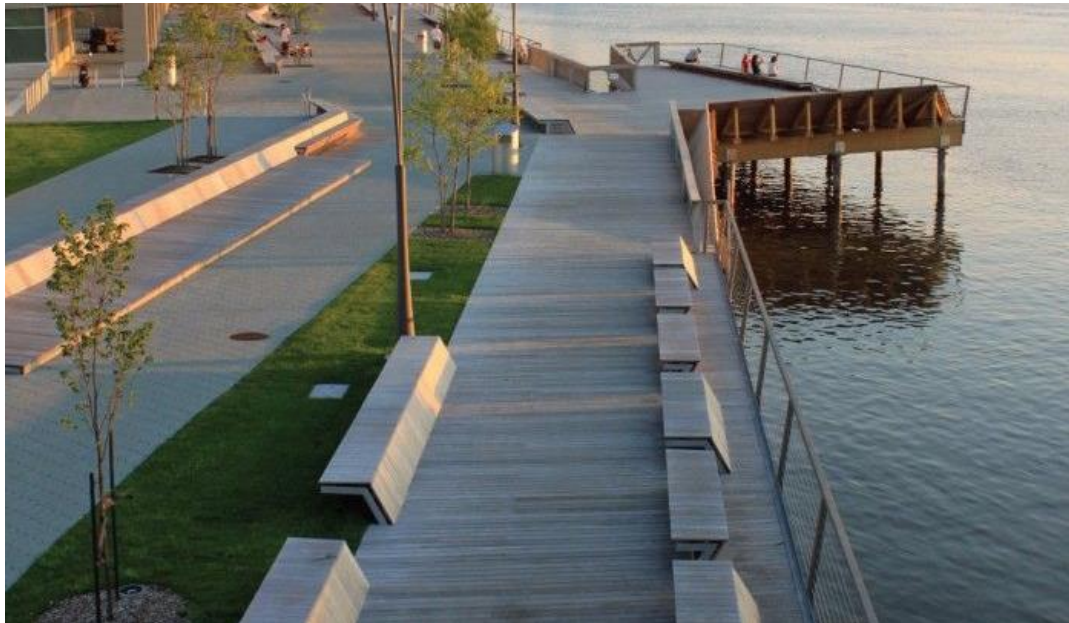


## PUBLIC WATER ACCESS AND ECOLOGICAL LANDSCAPE STRATEGIES



# BOARDWALK

- PEDESTRIAN
- TERRACE CAFÉ SPILL OUT
- MIXED-USE, FLEXIBLE SPACE INTERFACE
- SOCIAL & EDUCATIONAL





# GREEN ALLEY

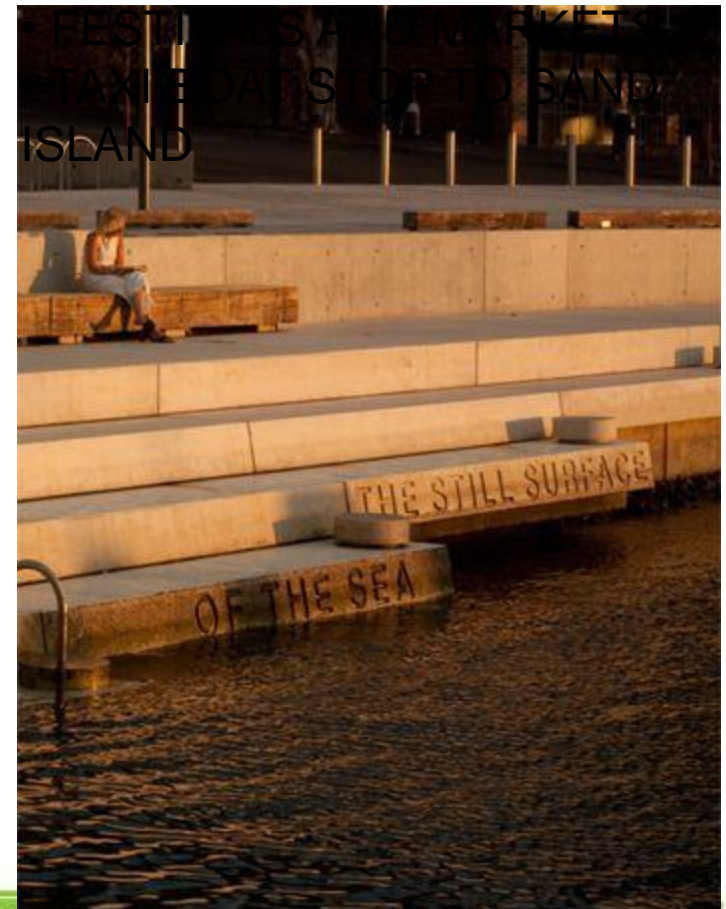
- NEW PEDESTRIAN ACCESS FROM 2ND STREET
- STORMWATER MANAGEMENT
- ECOLOGICAL CORRIDOR

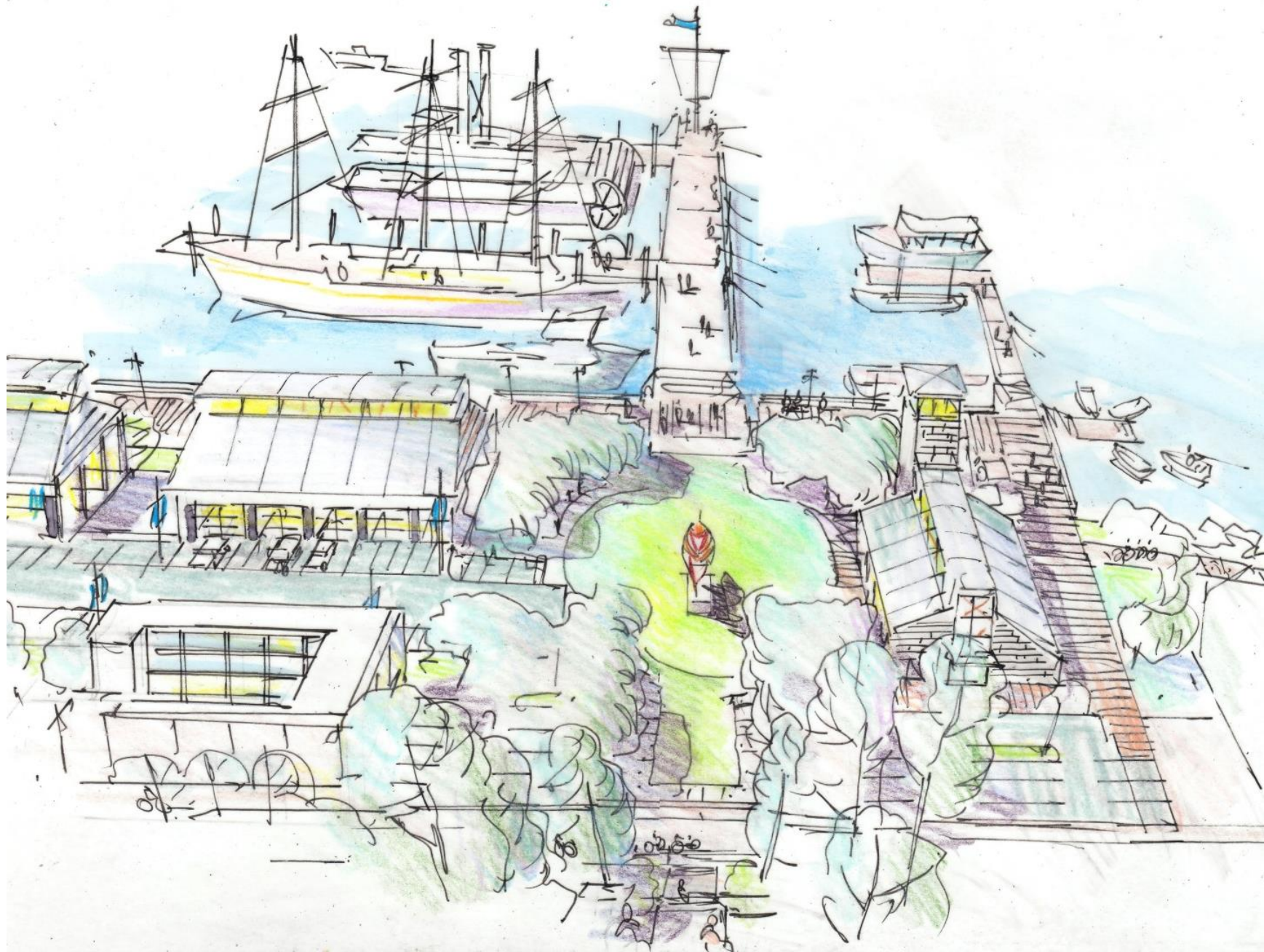




# CIVIC PARK / PLAZA

- COMMUNITY PARK
- FLEXIBLE FOR RECREATION & EVENT
- ACCESSIBLE SHORE FOR EVENT



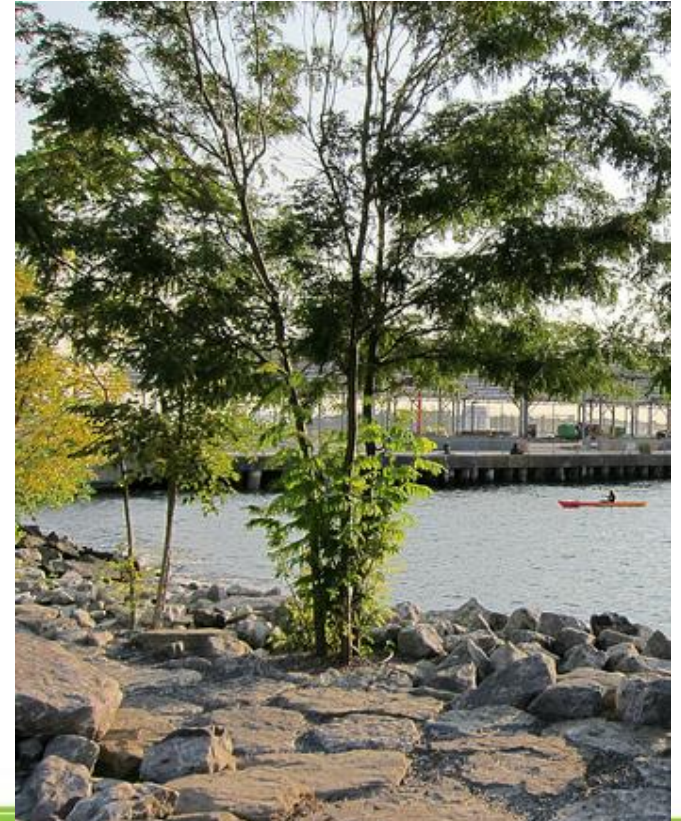






## MARINA & KAYAK LAUNCH

- WATER ACCESS
- RECREATION & EDUCATION
- BIKE AND KAYAK RENTAL





# Implementation: Veneer Site

Steps for success:

- Complete due diligence for all future uses
- Close the deal
- Identify matching funds for City boardwalk
- Seek comprehensive permitting
- Design and build
- Highlight your successes and market to developers



# Implementation: Veneer Site

## Principles for Private Sector Development:

- Be flexible on lease vs. ownership
- Prioritize water related and water dependent businesses to prevent competition with Olde Towne and Houlton
- Consider municipal purposes for public/private partnerships



# Implementation

- Existing Plans
  - Plans are good, get them implemented
  - Community is in touch with issues and needs (Awareness of vacancies is good)
- Categorize
  - Low hanging fruit
  - Middle Ground
  - Long Term
- Prioritize



# Implementation

- Implement one thing immediately
- Establish Accountability
  - One individual (Economic Development Director)
  - One Committee (no naysayers)
  - Rise above the politics
  - Be resilient



# Implementation

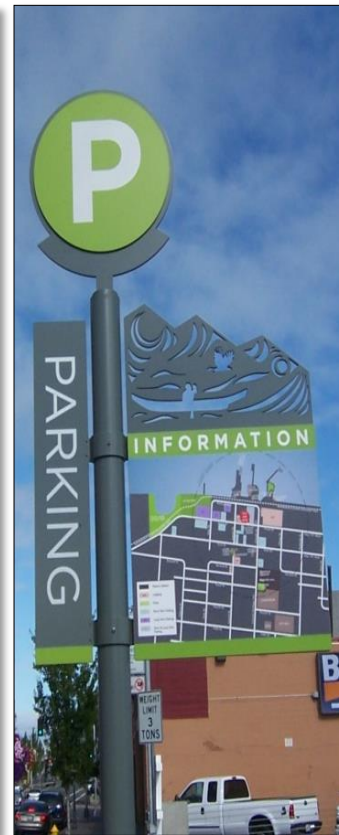
## Port Angeles – Case Study

- Identified 30 items from SDAT presentation
- Committee prioritized 10 items for immediate action
  - Implemented Comprehensive Plan Changes
  - Implemented Capital Facilities Plan Changes
- Combined 10 capital projects into one Waterfront Transportation Improvement Plan



# Implementation

## Port Angeles – Case Study

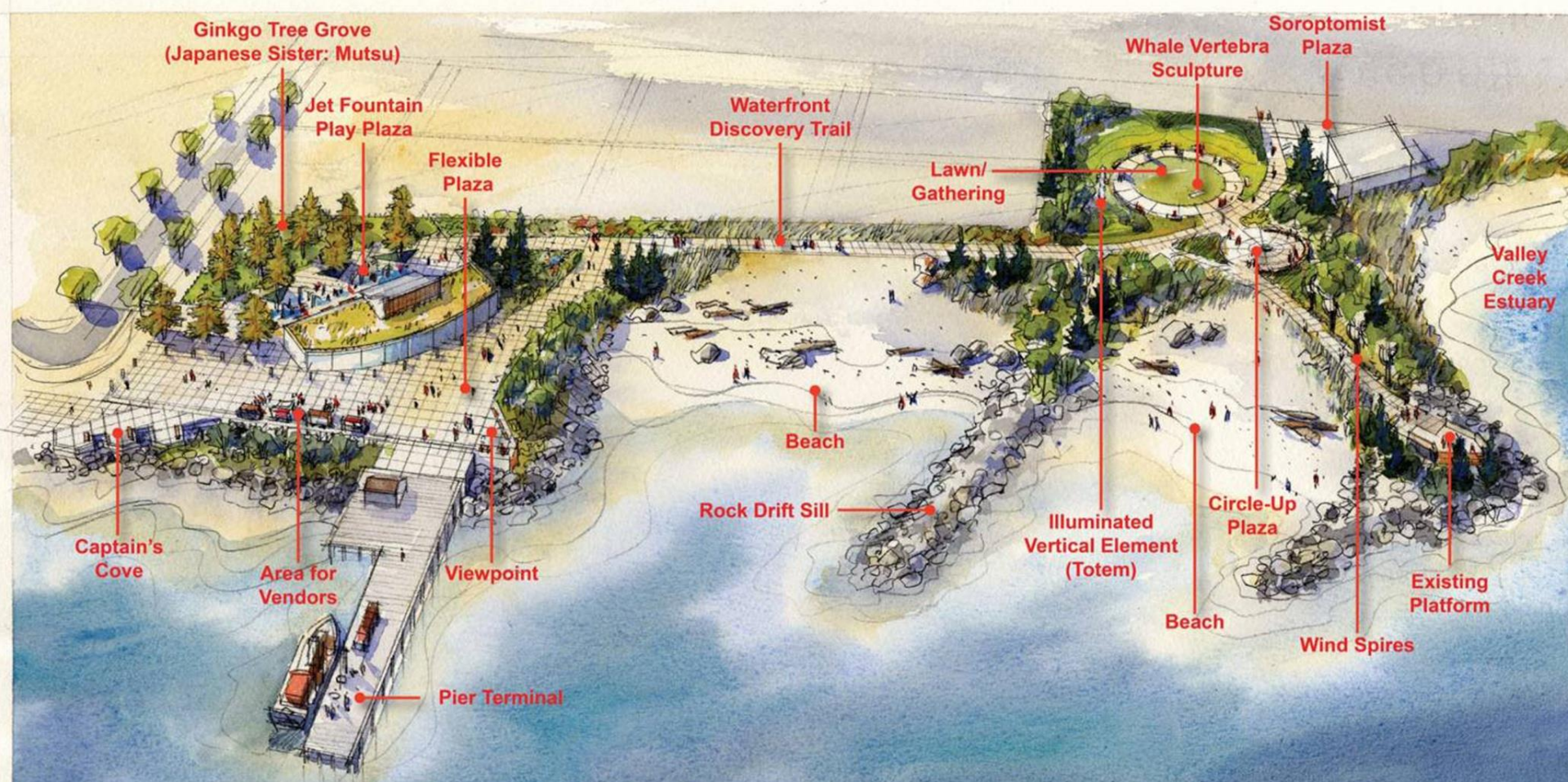












# Implementation

Today we have over \$100M in Planned and Completed Investments

Some Examples:

New Gateway Transit Center and pavillion

\$14 million



Renovated mall with waterfront dining, art galleries, and wine bar.

\$4.75 million



Waterfront Redevelopment

\$17 million



Ferry terminal and facility renovation

\$9 million



Peninsula College campus expansion

\$25 million



New downtown medical clinic

\$3.8 million



Marine Campus Facility

\$12 million

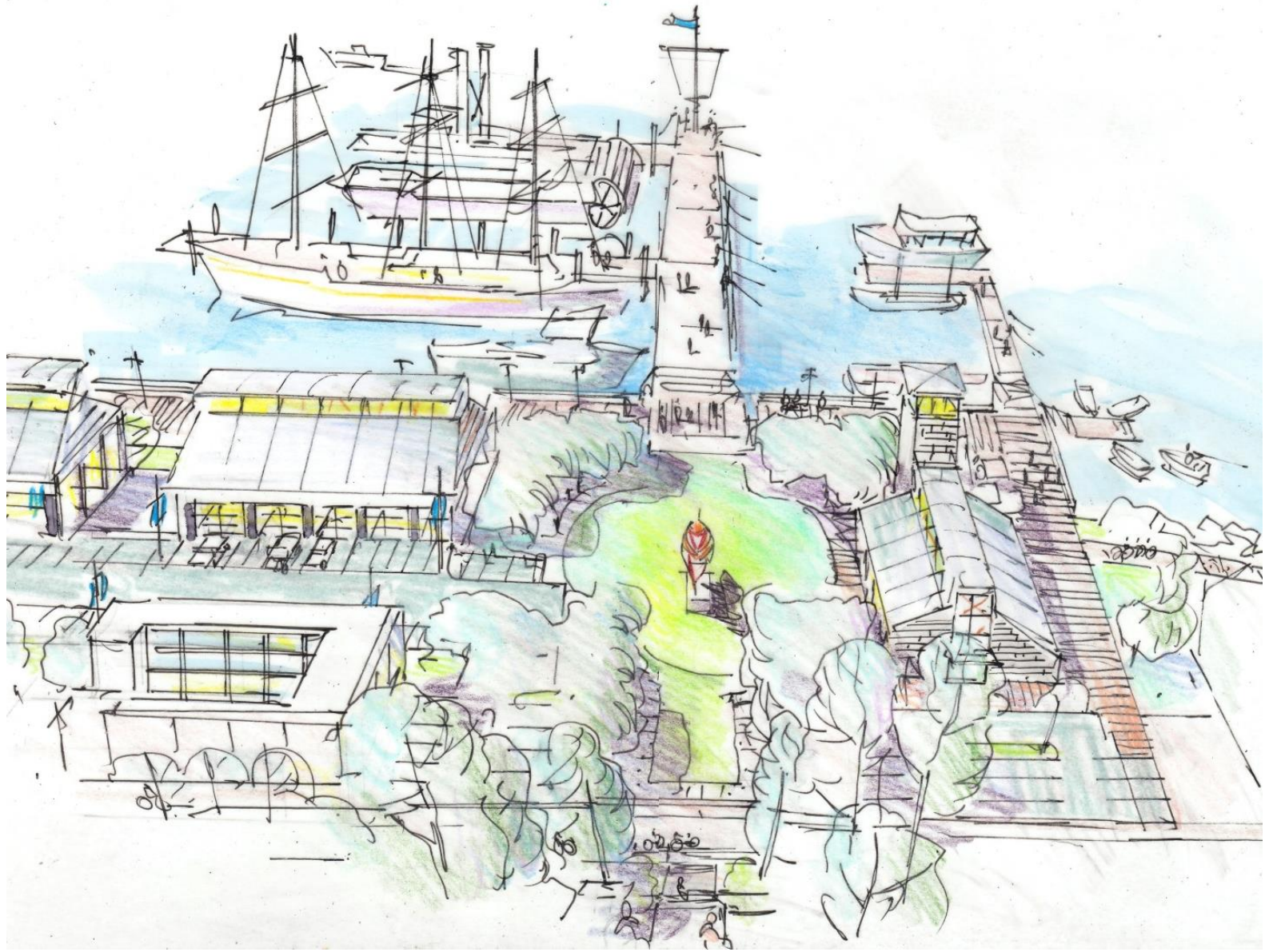


# Implementation

## *Ingredients*

- Excitement
- Pride
- **Attitude** (Together we can )
- Momentum
- Inspiration





[www.aia.org/liv\\_sdat](http://www.aia.org/liv_sdat)

