



St Helens Waterfront Master Plan

Open House
June 23, 2015

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MAUL
FOSTER
ALONG!

Presentation Overview

1. Introductions
2. Property Acquisition Status
3. Brief review of SDAT project:
 - Guiding principles
 - High priority uses and amenities
4. Moving Forward: Area-Wide Framework Plan

Planning Area



Veneer Site



SDAT Overview

- Grant program from the American Institute of Architects (AIA)
- May 12th-14th, 2014
- SDAT members included professionals in:
 - Architecture and landscape architecture
 - Urban planning and urban design
 - Environmental engineering
 - Community economic development
- Over 200 community members participated



YOU ARE INVITED

ADMIT
One

*What's Your
Waterfront?*

May 12th

1pm - 7pm

Hourly

Community Vision

Workshops

May 14th

6pm - 8pm

"What's Next?"

Presentation by

SDAT

&



The Columbia Theatre

212 South 1st Street, St. Helens, OR

Free Refreshments provided!

Come share your vision!

RSVP: www.whatsyourwaterfront.eventbrite.com



To learn more, visit:

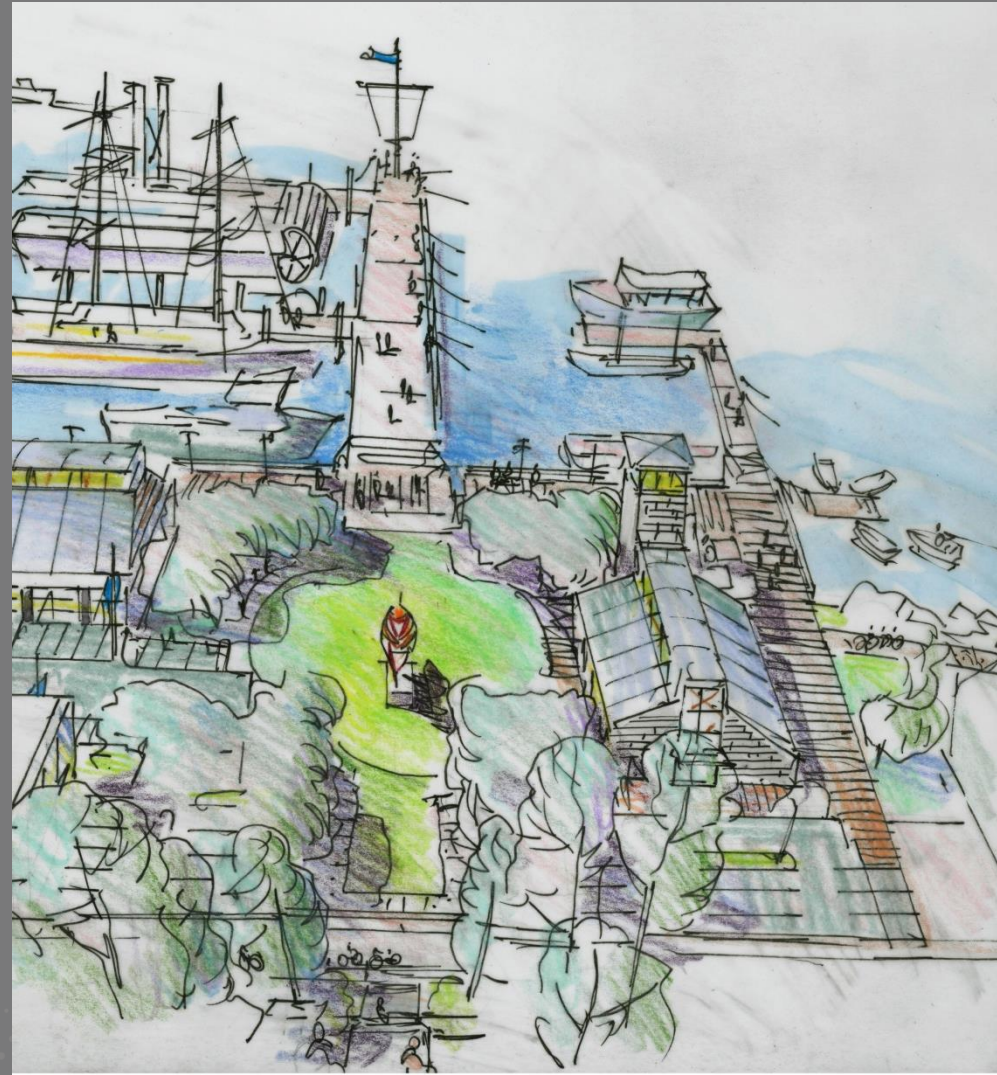
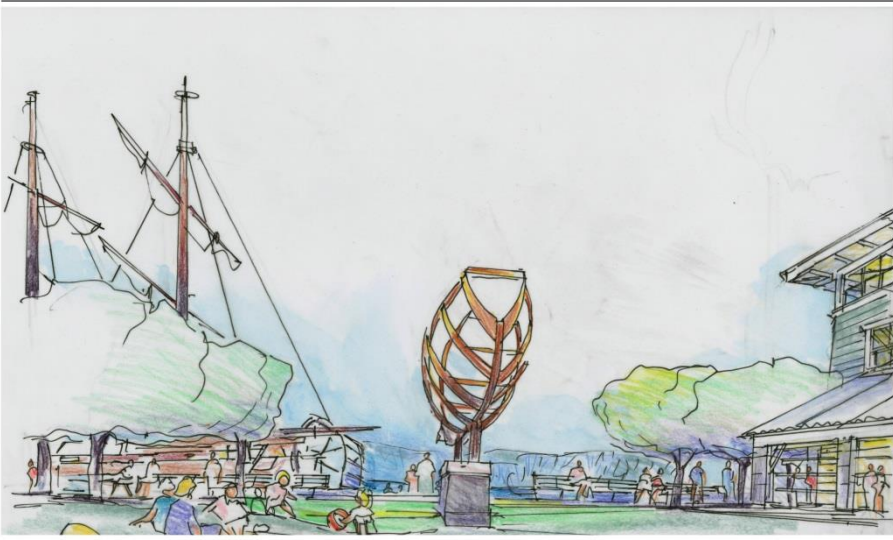
<http://www.ci.st-helens.or.us/sdat/>



SDAT Outcomes



SDAT Outcomes



SDAT Outcomes



Guiding Principles

1. **The planning of this site is a once-in-a-lifetime opportunity to return the highest public benefit to the greatest number of citizens over multiple generations.**
2. Redevelopment should focus on a mix of housing, commercial, and recreational uses to create a “working waterfront.”
3. **Redevelopment should drive jobs back to St. Helens.**
4. A mix of industry and amenities will work the best in creating a space to attract development.
5. **Redevelopment should connect the various St. Helens neighborhoods together; the people back to the waterfront; and create a connection to the greater local region.**
6. Safe and secure public access to green space and the waterfront is imperative.
7. Redevelopment should encourage water-related uses.
8. Development should preserve adequate public space, but allow for flexible private enterprise.
9. Redevelopment should not compete with the Riverfront District, but rather be planned as an extension to this town center.
10. Redevelopment should create a visual coexistence with the riverfront and Riverfront District.
11. Green and sustainable development will be encouraged.
12. The site must be planned to anticipate a dynamic and changing future climate.

Desired Primary Uses

1. Public open space and public amenities
2. Water-related recreation
3. Food and Beverage
4. Commercial Retail
5. Light manufacturing
6. Hotel/Hospitality
7. Multifamily Residential
8. Office
9. Senior Living



Desired Primary Public Amenities

1. Waterfront boardwalk
2. Public marina
3. Trails to downtown, waterfront & neighborhoods
4. Civic park plaza
5. Maritime heritage attraction
6. Non-motorized kayak/boat launch
7. Fishing pier
8. Waterfront beach



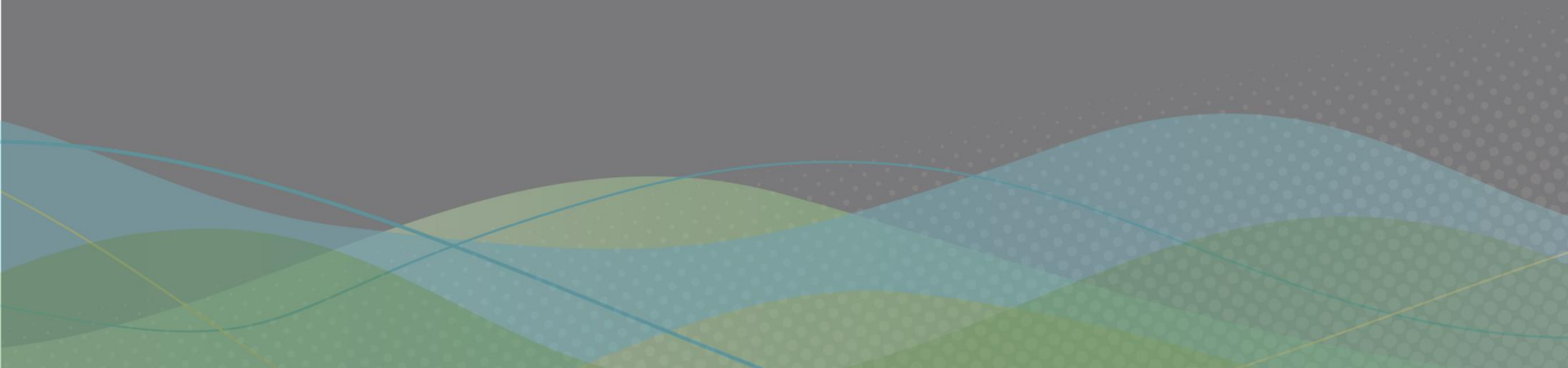
Next Steps

We hope the City of St. Helens will use this report as a starting point.

A comprehensive plan that touches on all the topics this report describes ... **must be developed in parallel with a very specific master plan for the Veneer parcel itself.** Transparency of process, effective communication and promotion, and the creation of roles and empowerment of people to drive decision-making in the City are all as important as the master plan itself.

-SDAT Report 2014

Moving Forward: Area-Wide Plan



Master Planning Process

Due Diligence

- Environmental Assessment
- Economic Analysis
- Acquisition strategy; purchase & sale negotiations

SDAT Program

- Preliminary vision and guiding principles
- Conceptual Plan Development

IPG Program

- Convene leadership group
- Confirm and refine vision and guiding principles
- Revisit market analysis

WE ARE HERE

Area-Wide Program

- Identify and implement interim uses
- Location of developable parcels; building massing
- Streets and infrastructure
- Open space, public areas, waterfront amenities
- Connectivity with surrounding districts and Highway 30
- Preliminary cost estimate for infrastructure improvements
- Implementation strategy

Port Partnership

- Cost/benefit evaluation of potential Hwy 30 alternative connection

Land Use & Site Preparation

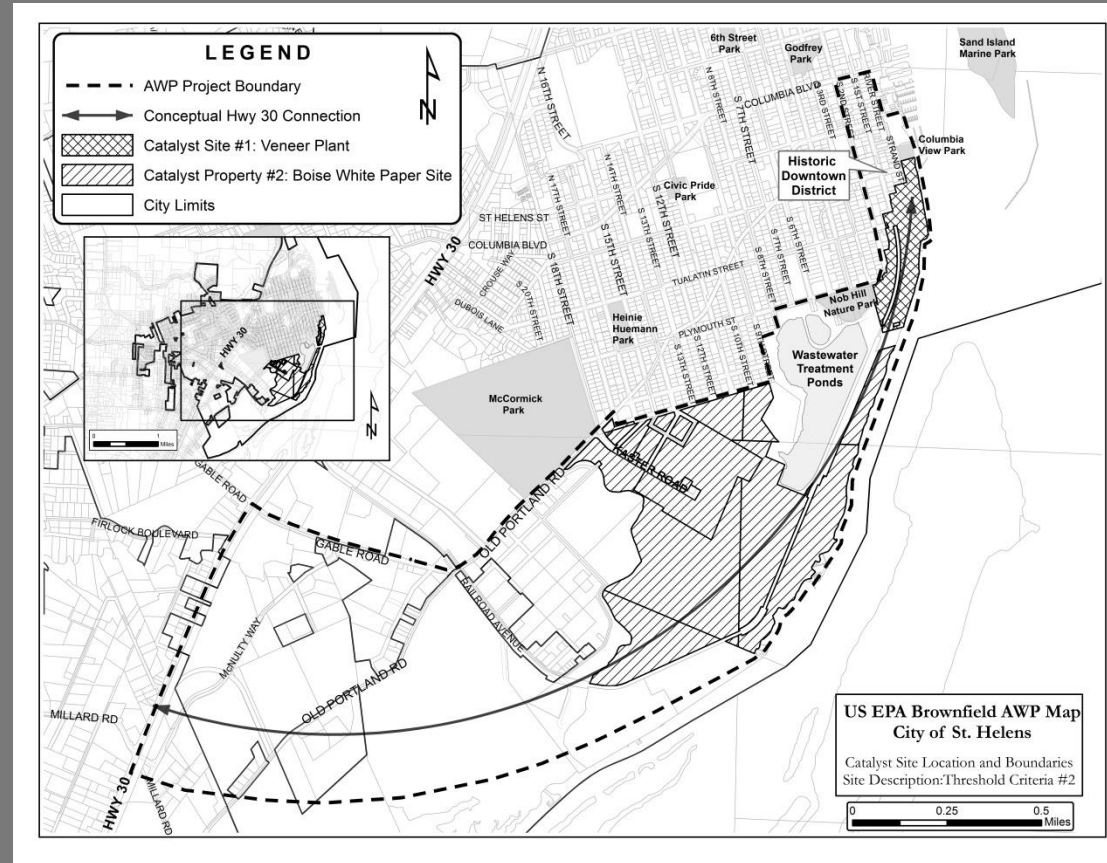
- Adopt zoning and design and development standards
- Codify plan
- Plan for and implement public improvements

Development Agreements

- Disposition strategy; identify private partners
- Clarify partnership to develop infrastructure and first projects

EPA Area-Wide Brownfield Grant

- **\$200,000** grant from Environmental Protection Agency (EPA)
- **1 of 20** communities nationwide to receive prestigious federal grant
- **Purpose:** Engage the community, developers, and the City to create complete framework plan for site reuse and implementation of these waterfront properties



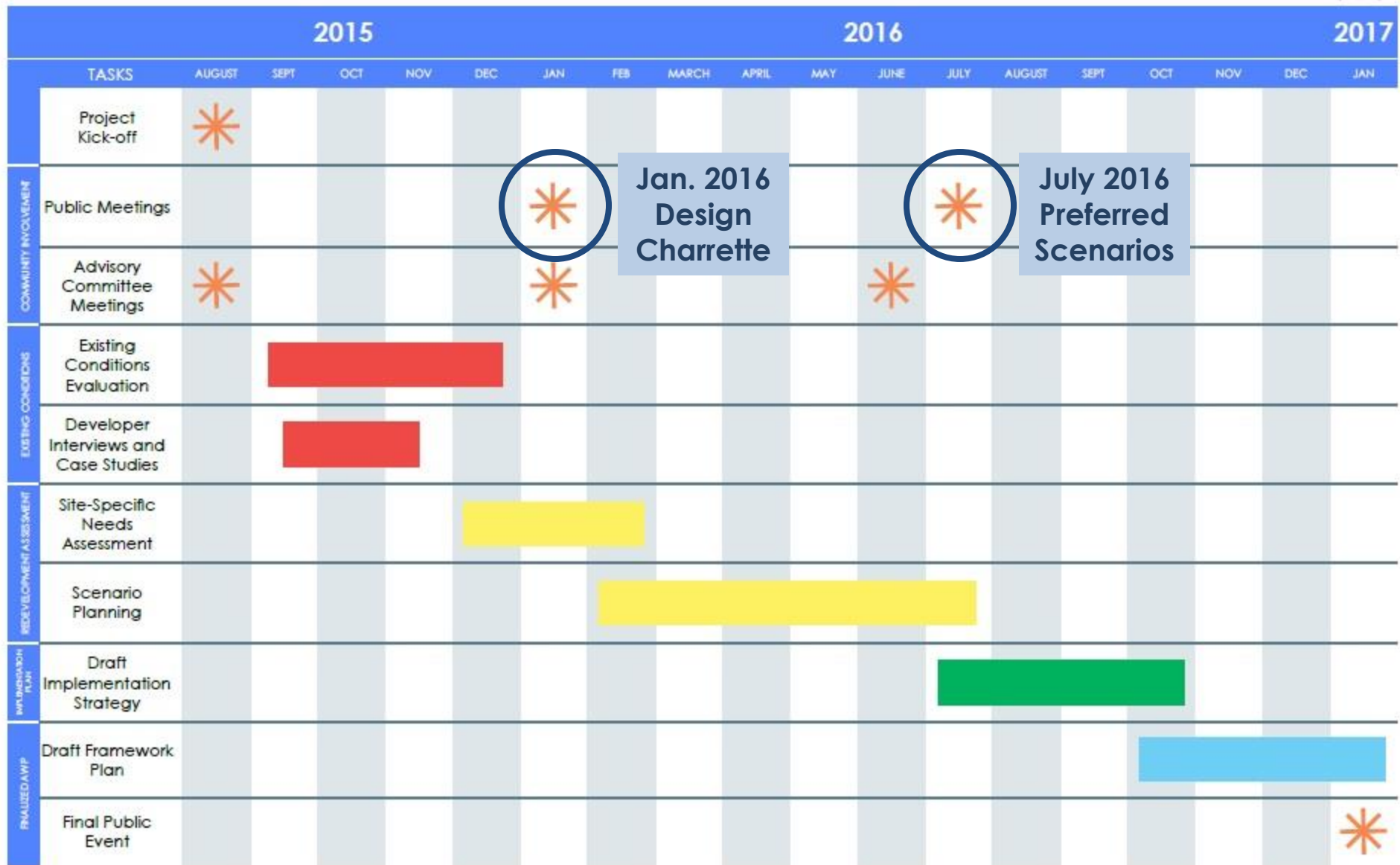
Area-Wide Plan Timeline



Area-Wide Framework Plan Objectives

- **Existing Conditions**
 - Evaluate existing conditions of site
 - Interviews with developers and look at case studies
- **Redevelopment Assessment**
 - Site-specific needs assessment
 - Scenario planning
- **Implementation**
 - Create an implementation strategy for development
- **Finalized Framework Plan**
 - Plan document with finalized scenarios with costs and funding options for the City

How Can You Help?



Up Next: Stations & Tour

- Stations:
Vote on your preferred uses and amenities
- **Tour at 6:30 PM**

