



St. Helens Waterfront Area-Wide Plan

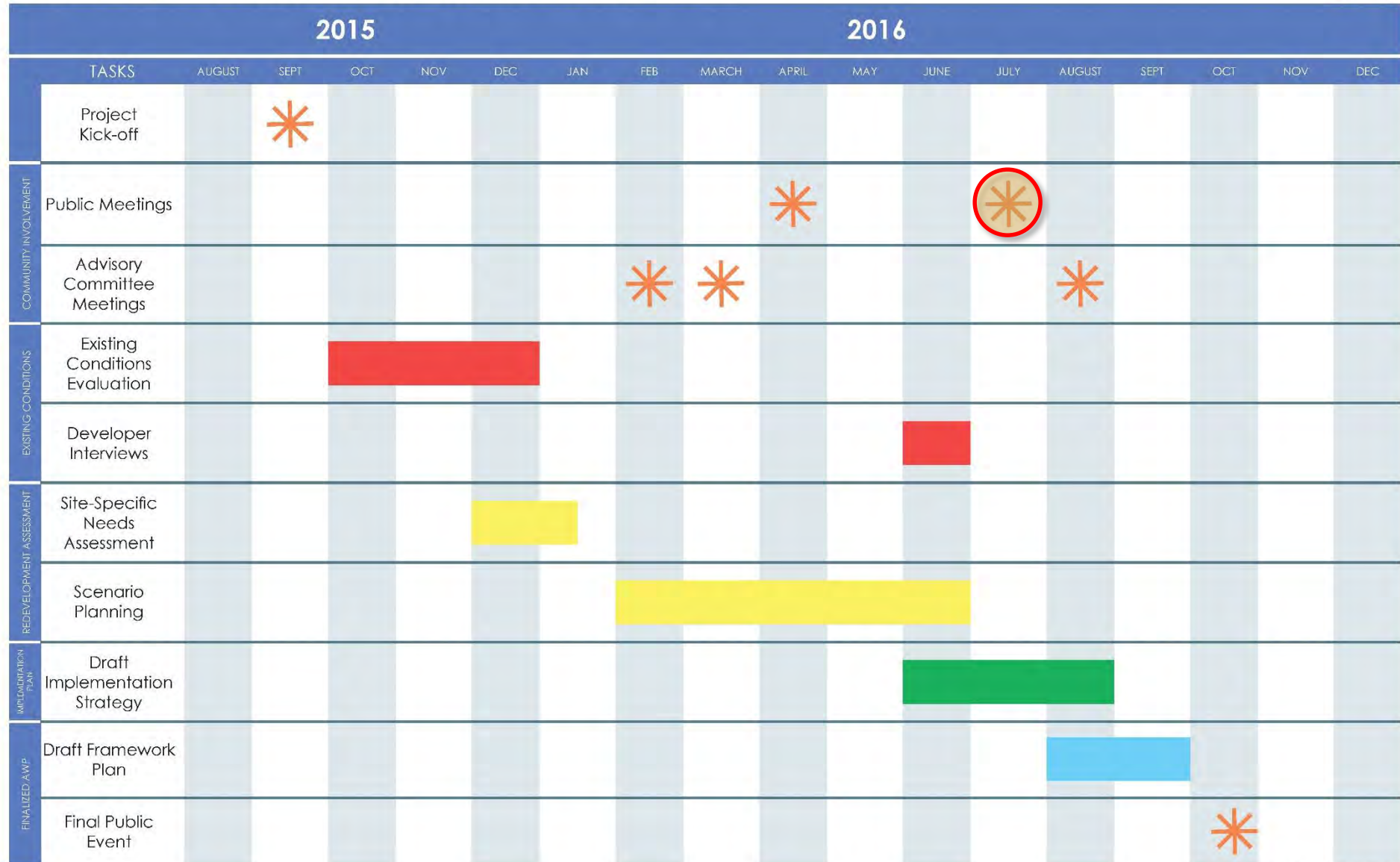
Public Open House
July 6, 2016

AGENDA

1. Welcome
2. Presentation
3. Stations Open
4. Open House Concludes – 8 PM

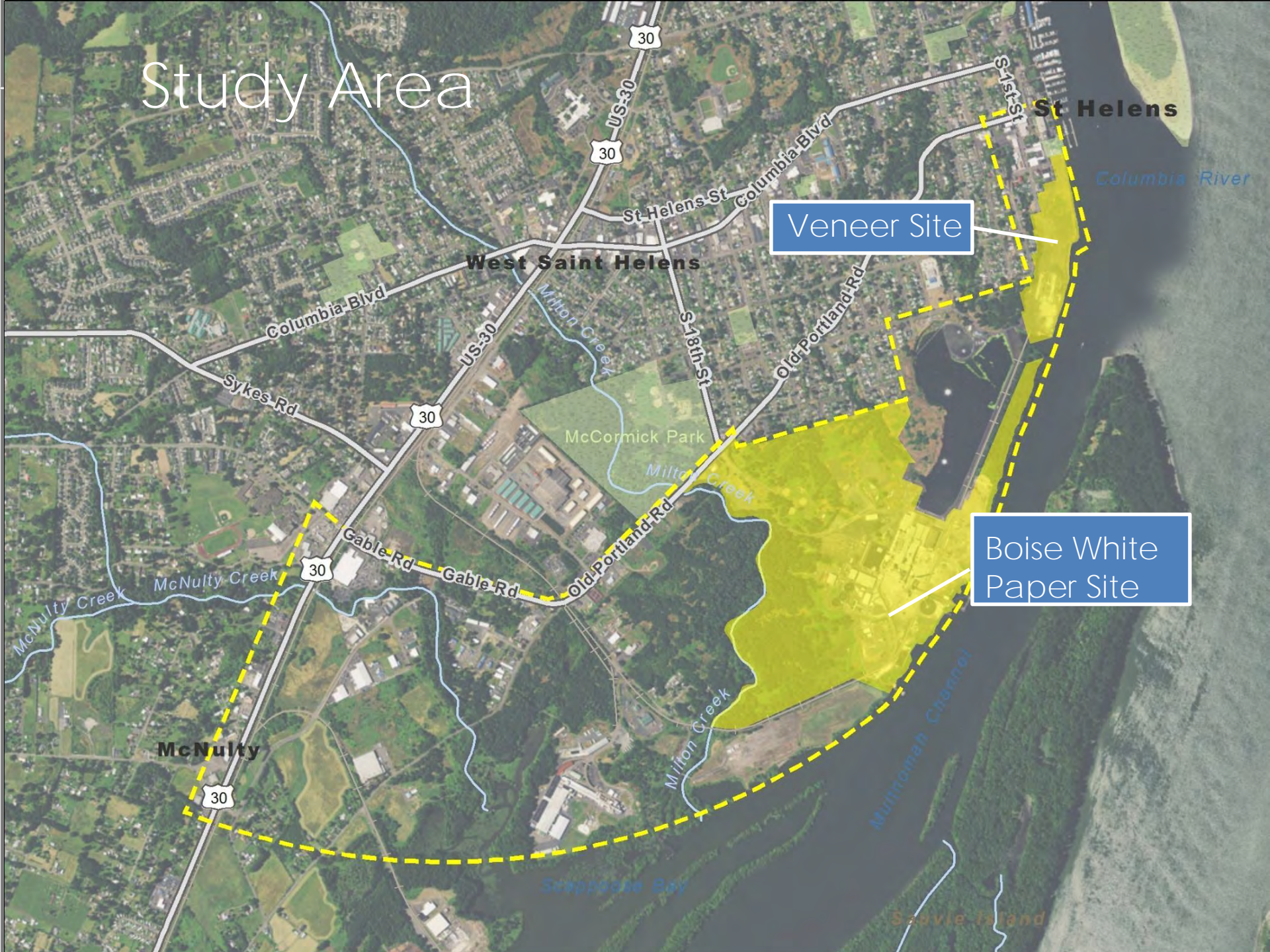
Area-Wide Planning Process

ST. HELENS AREA-WIDE PLAN TIMELINE*



*SUBJECT TO CHANGE

Study Area



Veneer Site



Waterfront Planning Timeline

2009 – Waterfront Redevelopment Overlay
Zone Adopted

2012 – Negotiations and Due Diligence Begin

2014 – SDAT Program

2015 – City Acquires Veneer & BWP Properties;
Veneer Site Opened to the Public

2016 – Area-Wide Planning

AIA SDAT

- American Institute of Architects (AIA)
- Sustainable Design Assessment Team
- 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



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.

Core Values

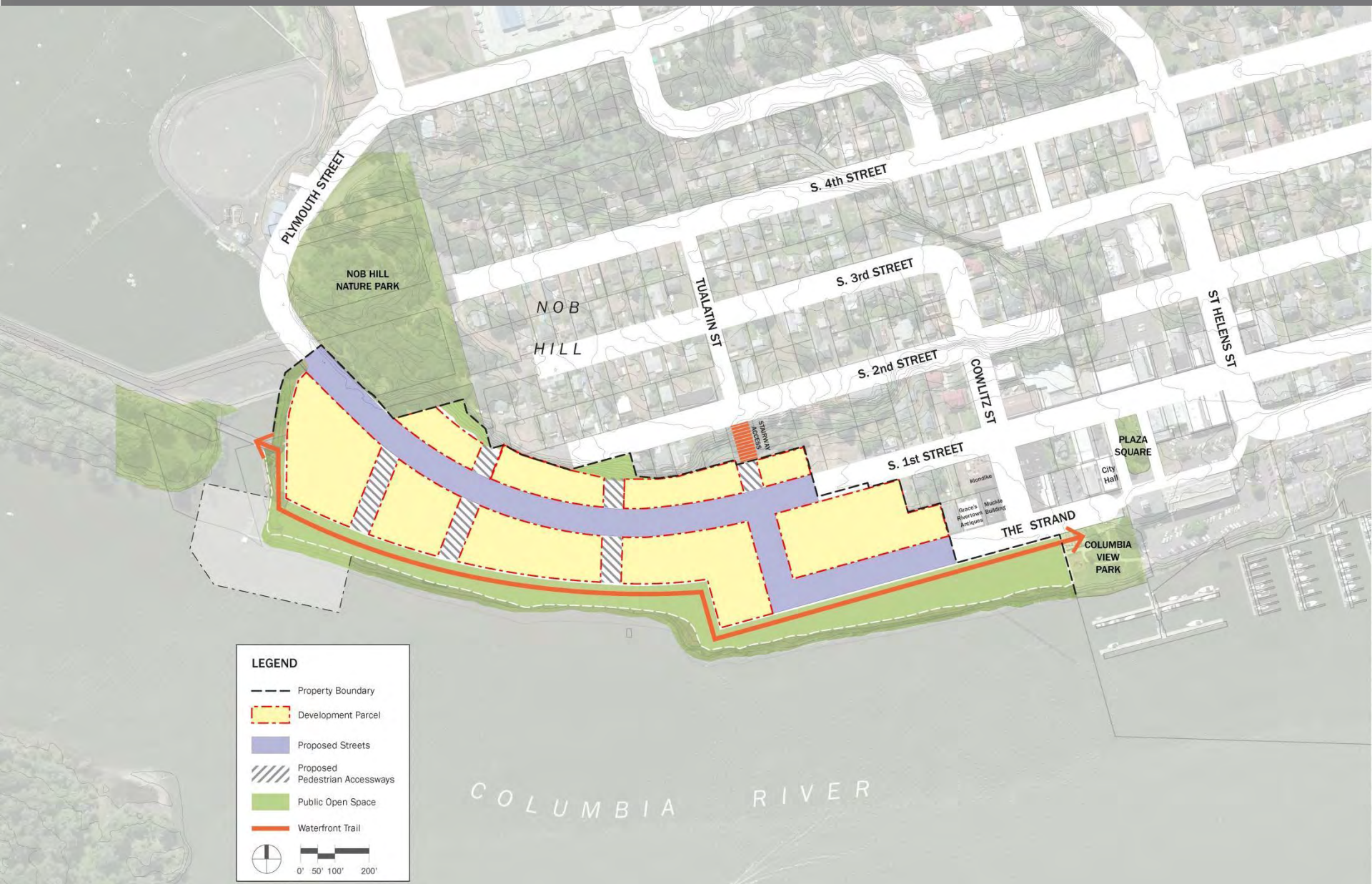
PUBLIC ACCESS

**SUSTAINABLE ECONOMIC
DEVELOPMENT**

**NATURAL & CULTURAL
HERITAGE**



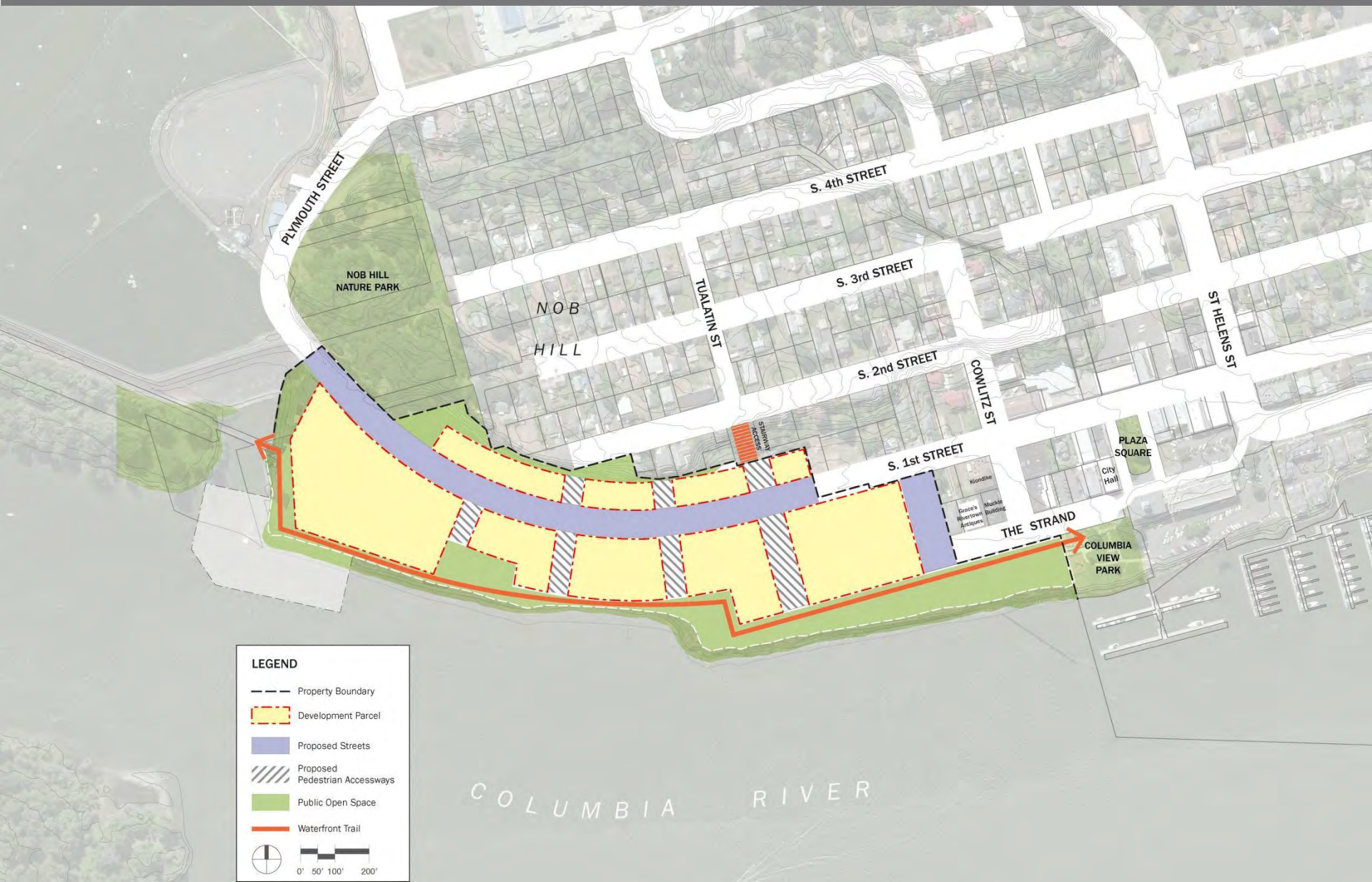
Framework Plan A



Demonstration Plan A



Framework Plan B



Demonstration Plan B



Framework Plan C



Demonstration Plan C



What We Heard – Comment Cards

Comment Card

How did you hear about this meeting? Is this the best way to connect with you?

Which core value (see opposite side) do you connect with most (circle one)?

Public Access

Natural and Cultural Heritage

Sustainable Economic Development

Which framework plan road alignment do you prefer and why? _____

How much open space should be on the Veneer property and what would be its purpose?

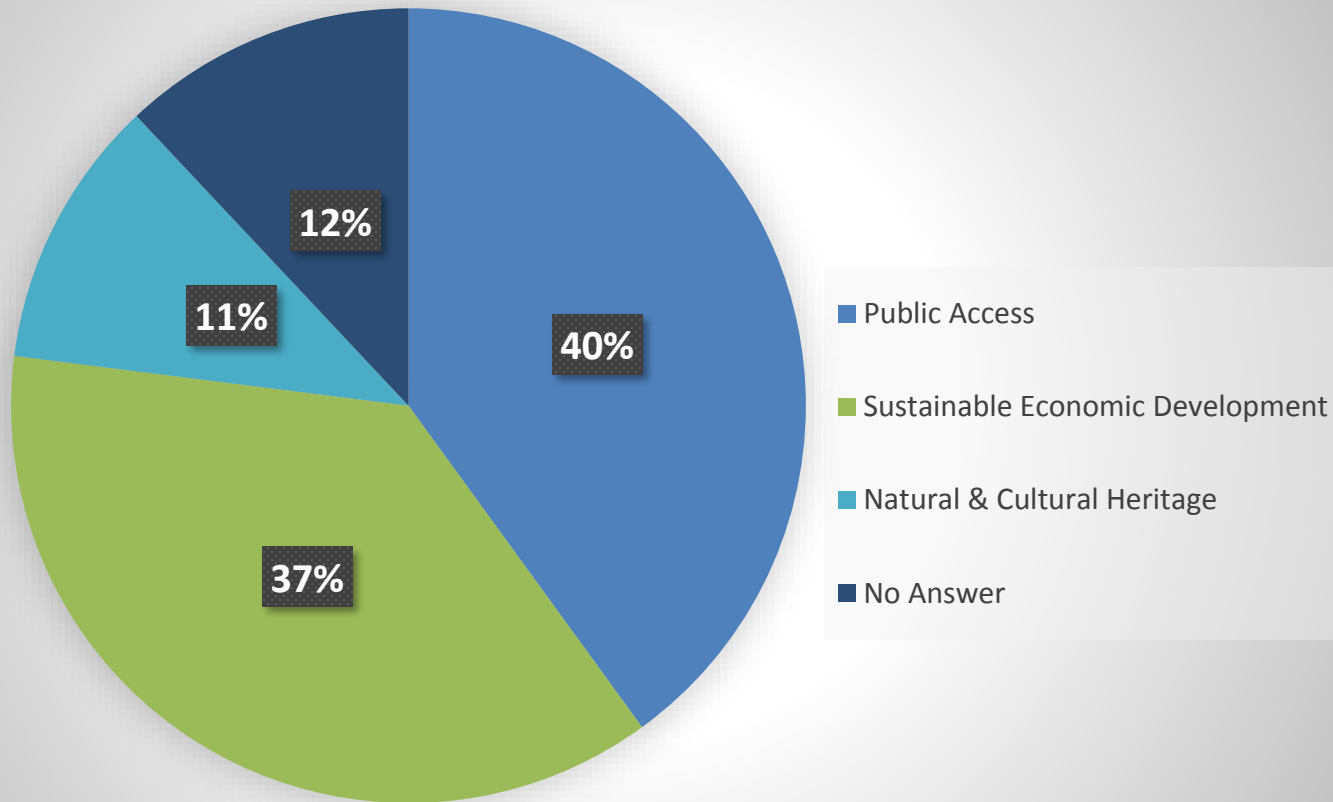
Which land uses would you like to see on the Veneer property?

Do you have any other comments? _____

Comment Card - Core Values

n = 75

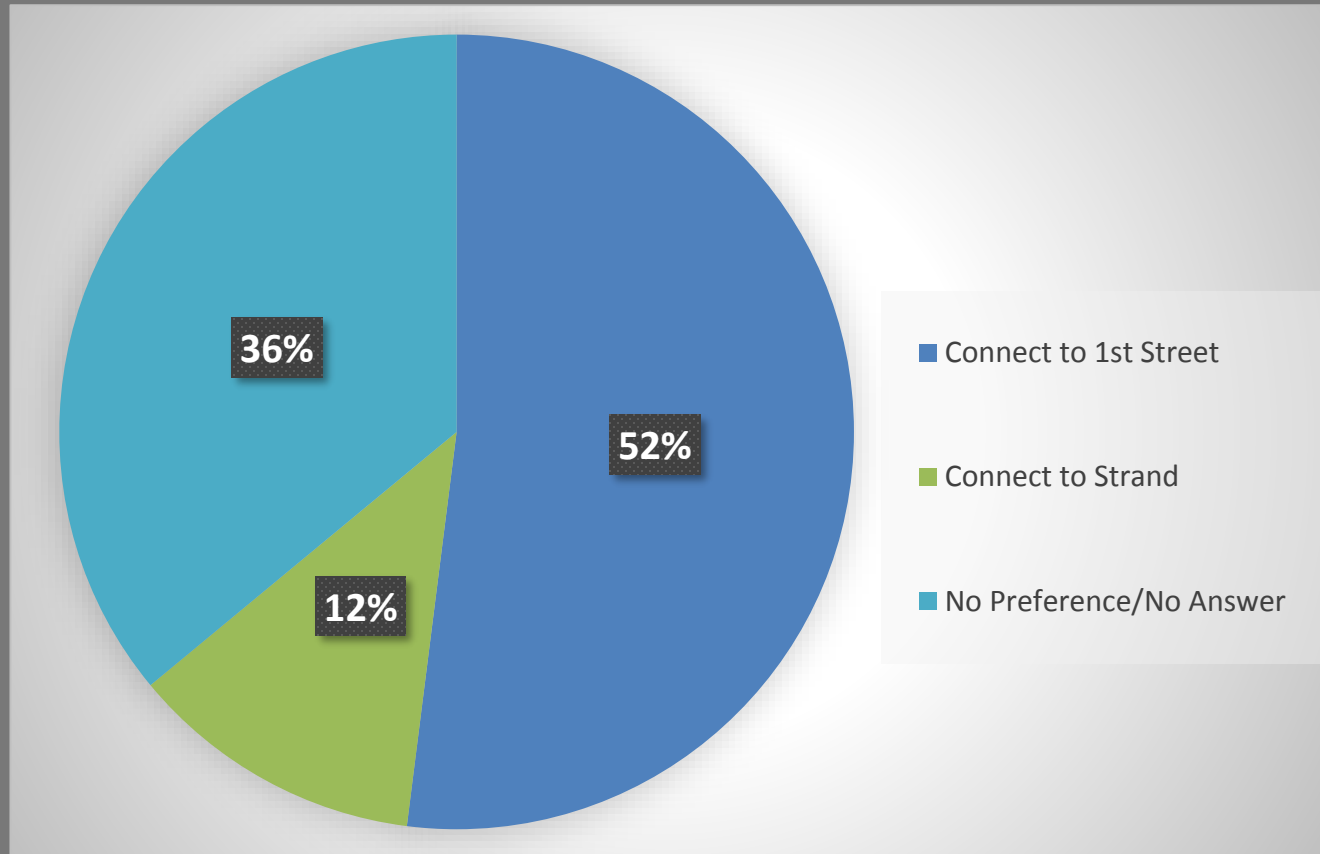
Which core value do you most identify with?



What We Heard – Road Alignment

n = 75

Which framework plan road alignment do you prefer?

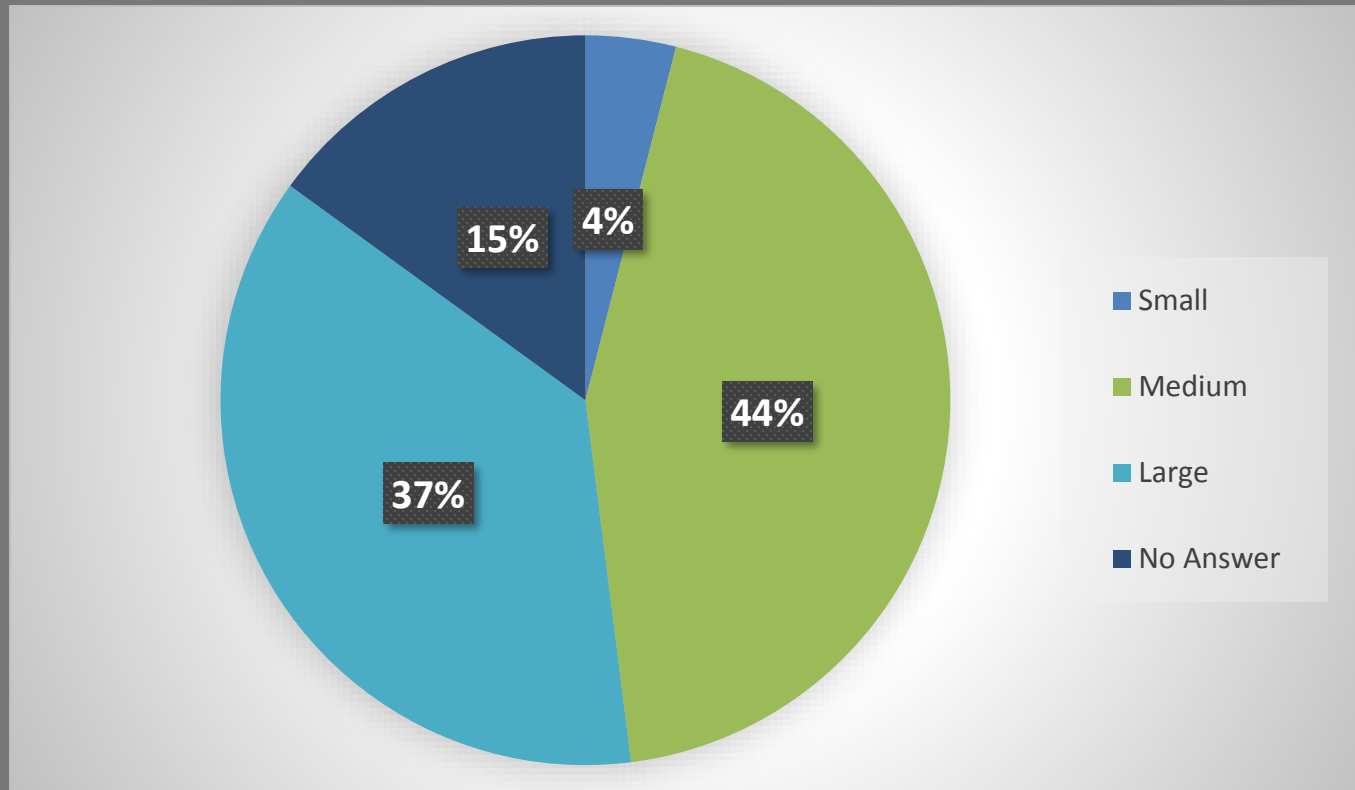


“Elements of each [framework plan] appealed. Yet, I choose Plan A – strongest connection to existing downtown, best traffic flow, most open spaces and sight lines”

What We Heard – Open Space

n = 75

How much open space should be on the Veneer Property?



“I think there needs to be a draw for families to relax, a reason for tourists to visit. The water is a great draw.”

What We Heard – Land Uses



What We Heard

Other Comments & Ideas

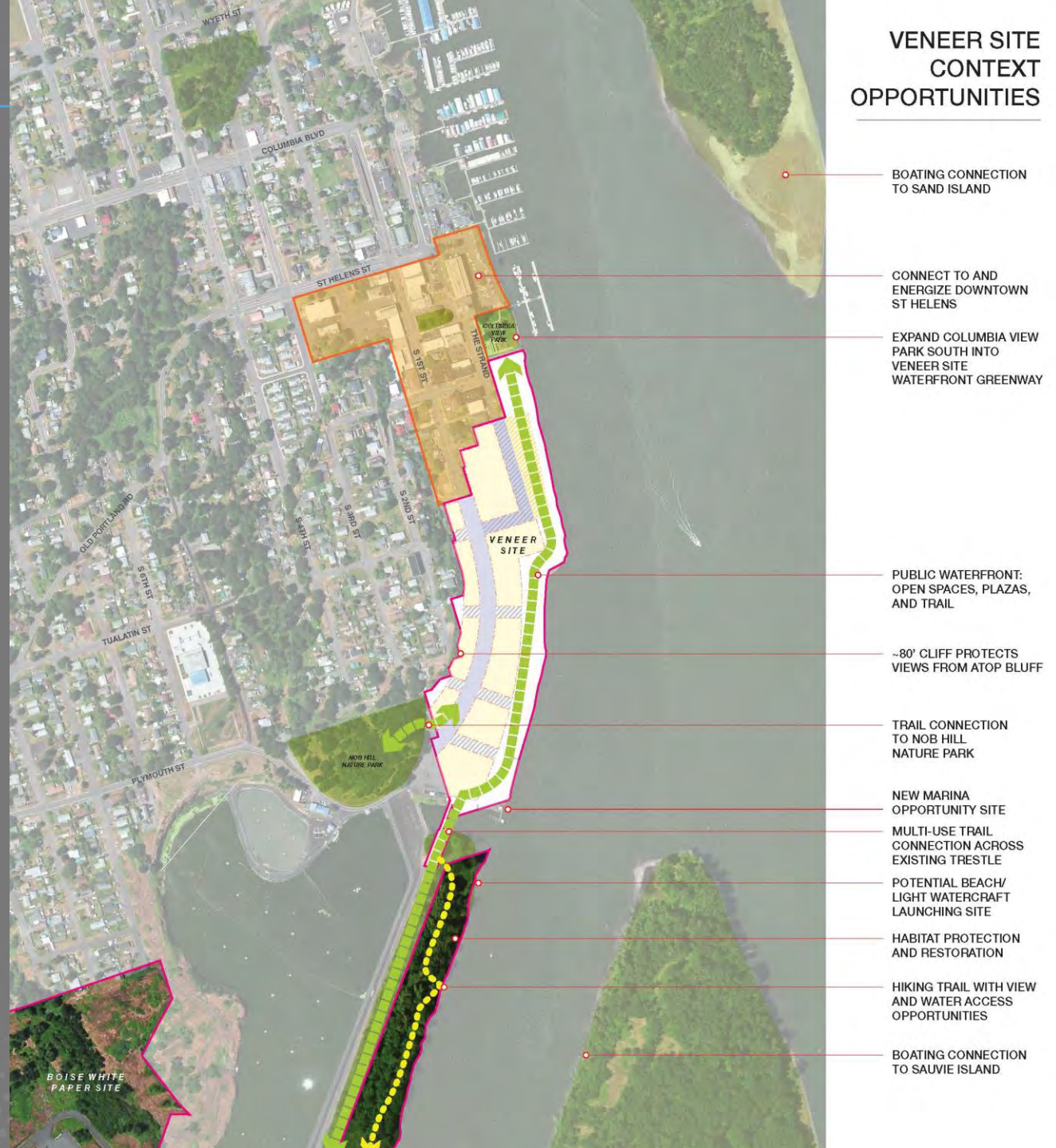
- Ferry Access
- Commercial/Cruise access
- Educational/Training Facility
- Height Restrictions to protect views
- Public Restrooms
- Grocery Store

Developer Interviews

- Site is promising; unique opportunity in the region
- High risk due to uncertainty and unfamiliarity with the market
- St. Helens brand development: why visit/relocate to St. Helens? What is unique and special?
- Planning is important, flexibility is key
- Anchor use is critical
- Development will likely be phased from north to south
- Public involvement will be critical; City needs a toolbox of incentives

Veneer Context Opportunities

VENEER SITE CONTEXT OPPORTUNITIES



DRAFT

Preferred Framework Plan



Demonstration Plan A



Demonstration Plan B



S 1ST STREET CROSS-SECTION - BUFFERED BIKE LANES

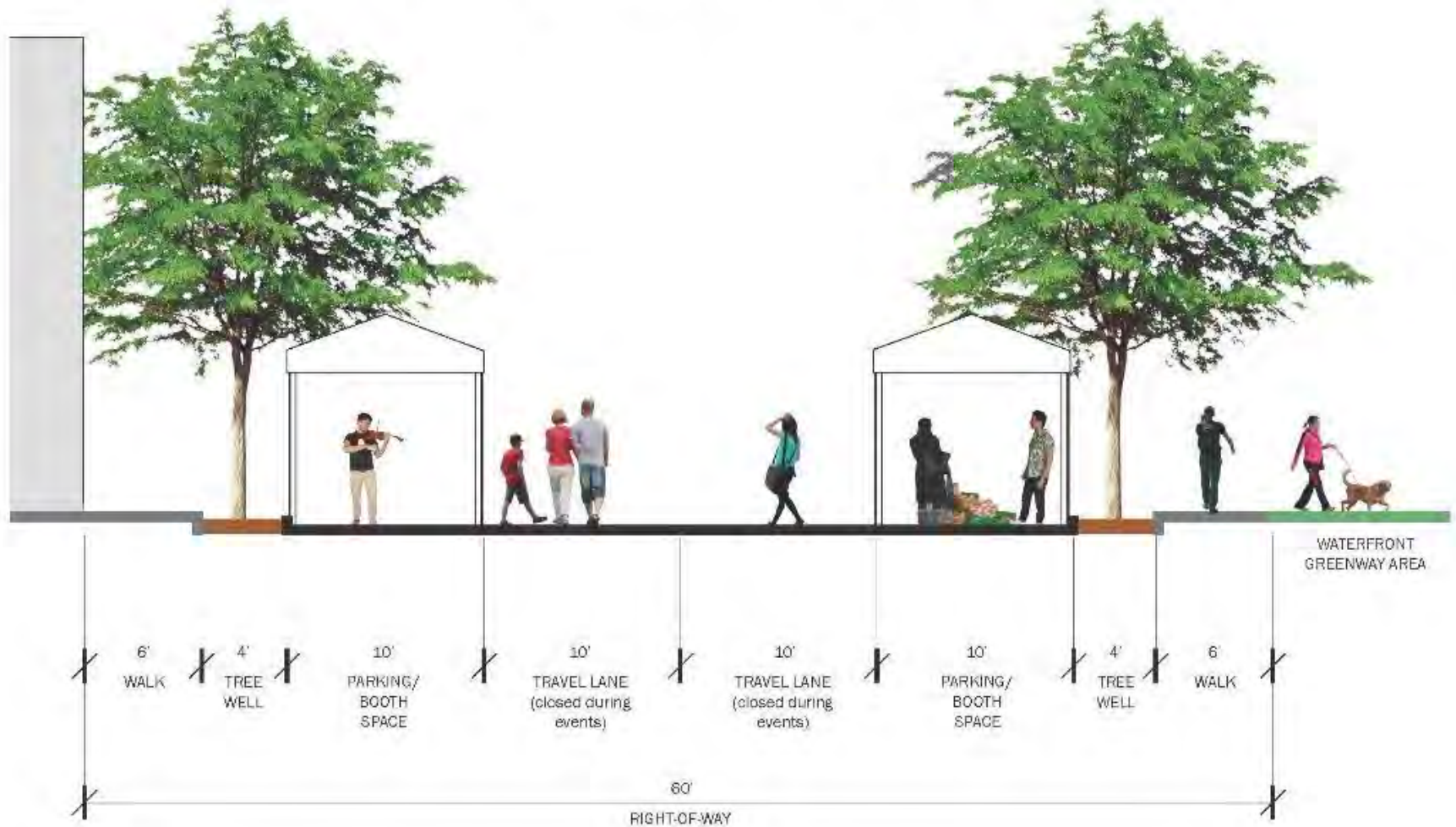






Street Cross-Sections | The Strand Festival Street

THE STRAND FESTIVAL STREET - PARALLEL PARKING OPTION



THE STRAND FESTIVAL STREET - ANGLED PARKING OPTION



Festival Street



Angled parking on the riverward side of the Strand festival street would provide a place to view the water on rainy days.



A festival street extension of The Strand could be closed to vehicles for special events.



Marina



Boardwalk



Beach



Narrow Open Space (25')



Medium Open Space (75')



Wide Open Space (+100')



Overlook



Shelter



Trails



Pier



Light Industrial/Marine Commercial



Light Manufacturing/Brewery



Restaurant



Mix of Uses



Apartments



Townhouses



Civic/Institutional



Hotel



Retail

Next Steps

- Implementation Strategy
 - Finalize Framework Plan
 - Final Public Event
-
- Transportation Study
 - Zone Update
 - Economic Development & Branding
 - Finance Strategy Implementation
 - Market Site & Pursue Private Partnerships

Implementation Strategy

Purpose: Provide specific recommendations to set the stage for site development

- Outline public investments and phasing
- List and prioritize funding tools needed
- Document near-term actions for Phase I.

Implementation Strategy

Likely actions:

- Open space and Walkway Access
- Infrastructure Investments
- Development Toolkit
- Public-private partnerships

Stations

- Station 1. Background information
- Station 2. Preferred Framework Plan
- Station 3. Implementation
- Station 4. Streets and the Public Realm
- Station 5. Branding
- Other Stations: Lagoon Reuse and SHEDCO

Please make sure you've signed in. We look forward to hearing from you!

Stations Are Open!

