

City of St. Helens Wayfinding Plan

Kick-off Meeting – February 8, 2017



Project Team



Katie Mangle
Principal-in-Charge



Mary Stewart
PLA
Senior Design Associate
Project Manager



Deven Young
ASLA
Associate Designer
Wayfinding
Practice Leader
Leader



Cat Cheng
Art Director
Alta Graphic
Design Team
Leader

Schedule Review

St. Helens Branding and Wayfinding Master Plan Schedule							
2017	February	March	April	May	June	July	
Task 1 - Project Management and Quality Control							
1: Monthly updates		•	•	•	•	•	
Task 2 - Wayfinding Guidance							
2.1: Background Review and Inventory	•						
2.2: Project Kick-Off and Field Review	█						
2.3: Wayfinding Best Practices	█	•					
2.4: Wayfinding Focal Point Map		█	•				
2.5: Route Prioritization for Wayfinding		█	█	•			
2.6: Wayfinding Operations and Maintenance				█	•		
Task 3 - Branding and Signage Manual							
3.1: Design Brief	█	•		█	•		
3.2: Design Concepts		█	█	█	•		
3.3: Preferred Design			█	█	█	•	
3.4: Design Intent					█	█	•
3.5: Sgn Placement					█	█	•
3.6: Cost Estimate						█	•
Task 4 - Branding and Wayfinding Master Plan							
4: Master Plan						█	█
Optional Tasks							
Map Graphics							█
Temporary Installation of Wayfinding Sgnage							█
Meeting	█						
Task Progress	█						
Draft Deliverable	•						
Final Deliverable							█

Scope of Work Milestones

Task 1: Project Management

Task 2: Wayfinding Guidance

Task 3: Branding & Signage Manual

Task 4: Branding and Wayfinding Master Plan

Wayfinding Principles



Wayfinding Principles



1. Connect Places
2. Maintain Motion
3. Be Predictable
4. Keep Information Simple

Elliott Erwitt/Magnum Photos

Wayfinding Principle # 1

Connect Places



Wayfinding Principle # 2



Maintain Motion



Wayfinding Principle # 3



Be Predictable



Wayfinding Principle # 4



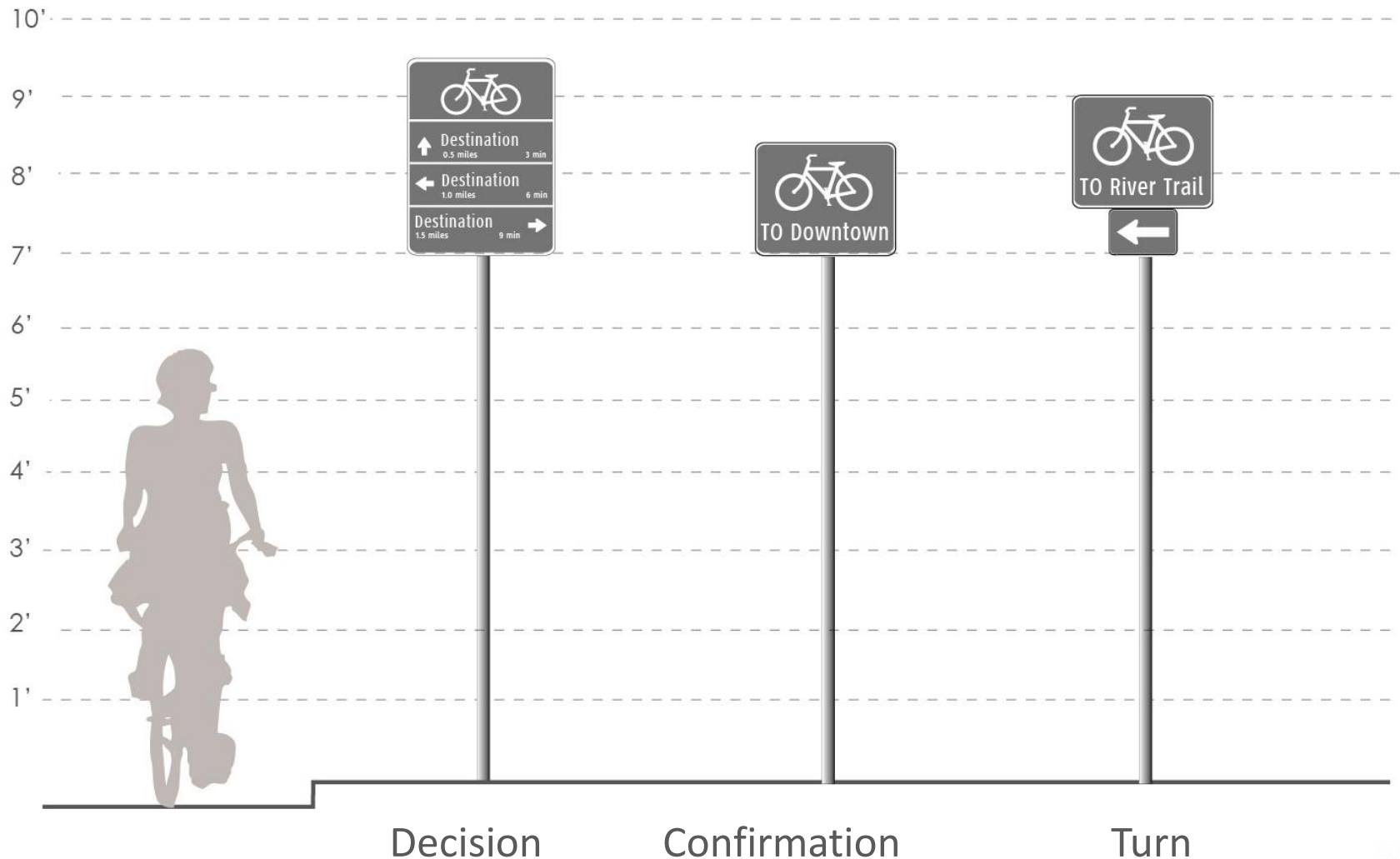
Keep Information Simple



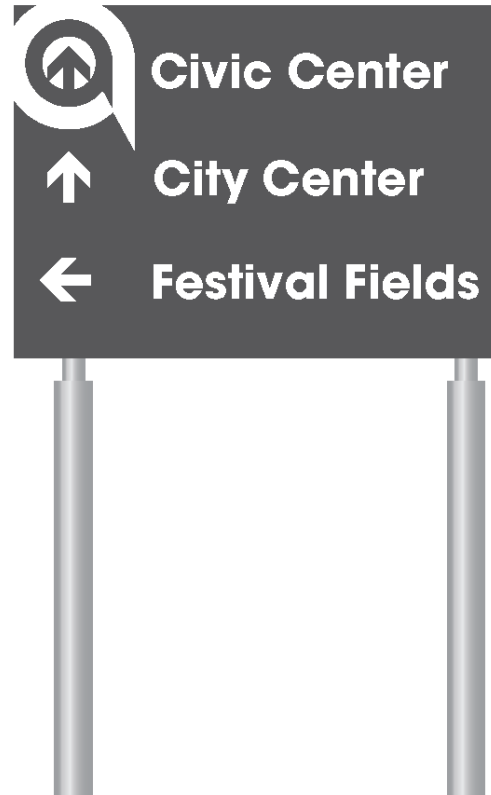
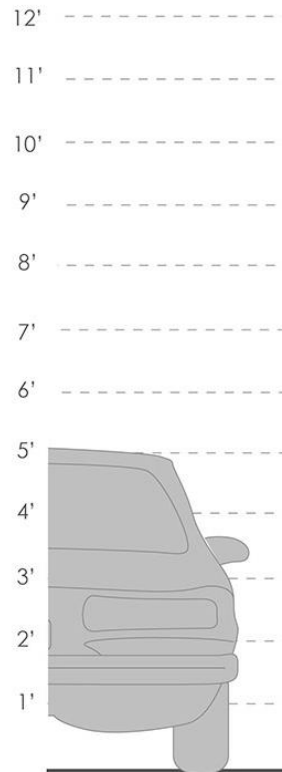
Wayfinding Elements



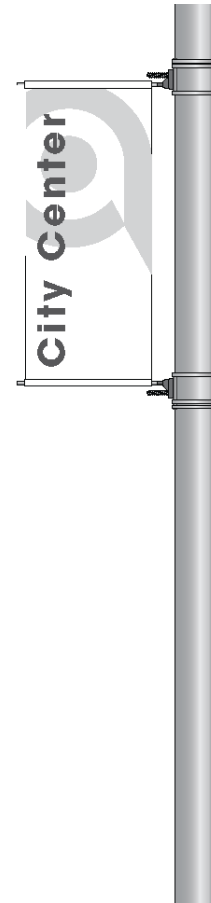
Wayfinding Elements: Fundamental



Wayfinding Elements: Fundamental

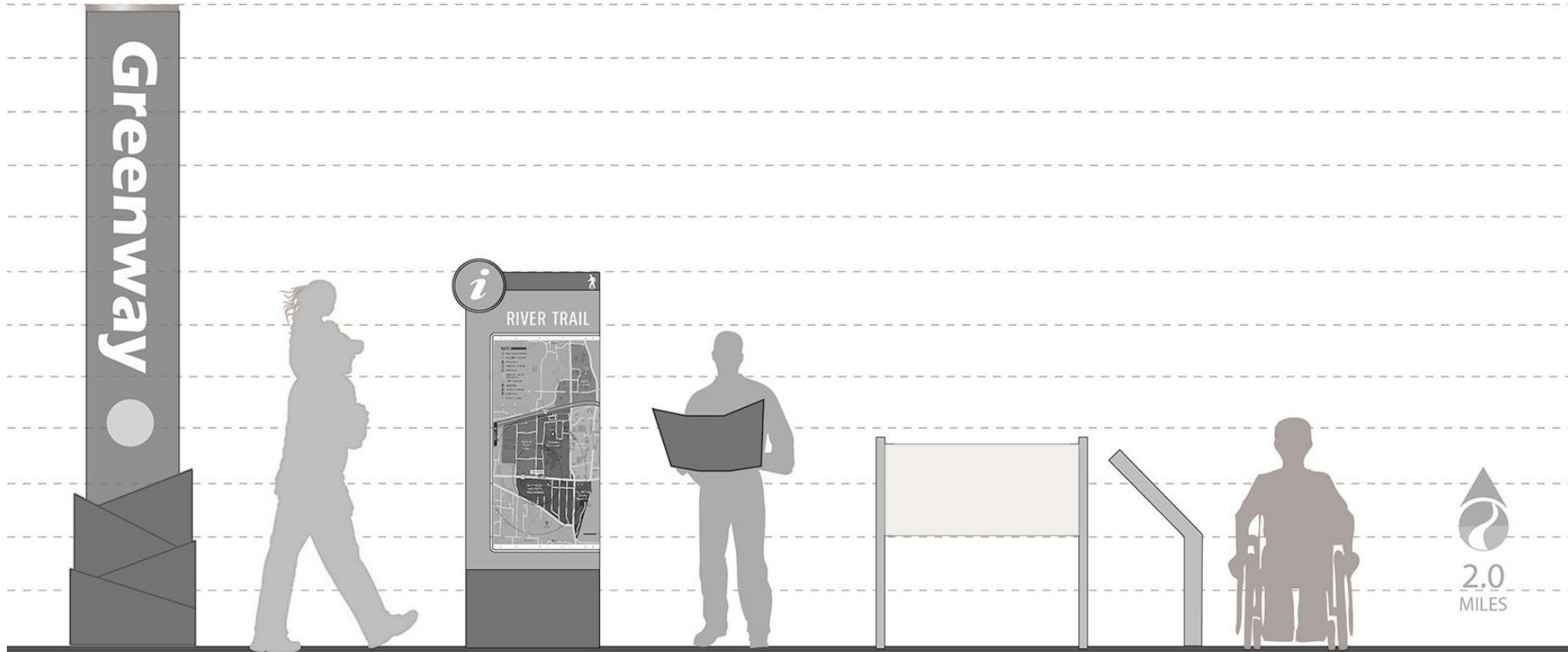


Decision



Banner

Enhanced Navigational Elements



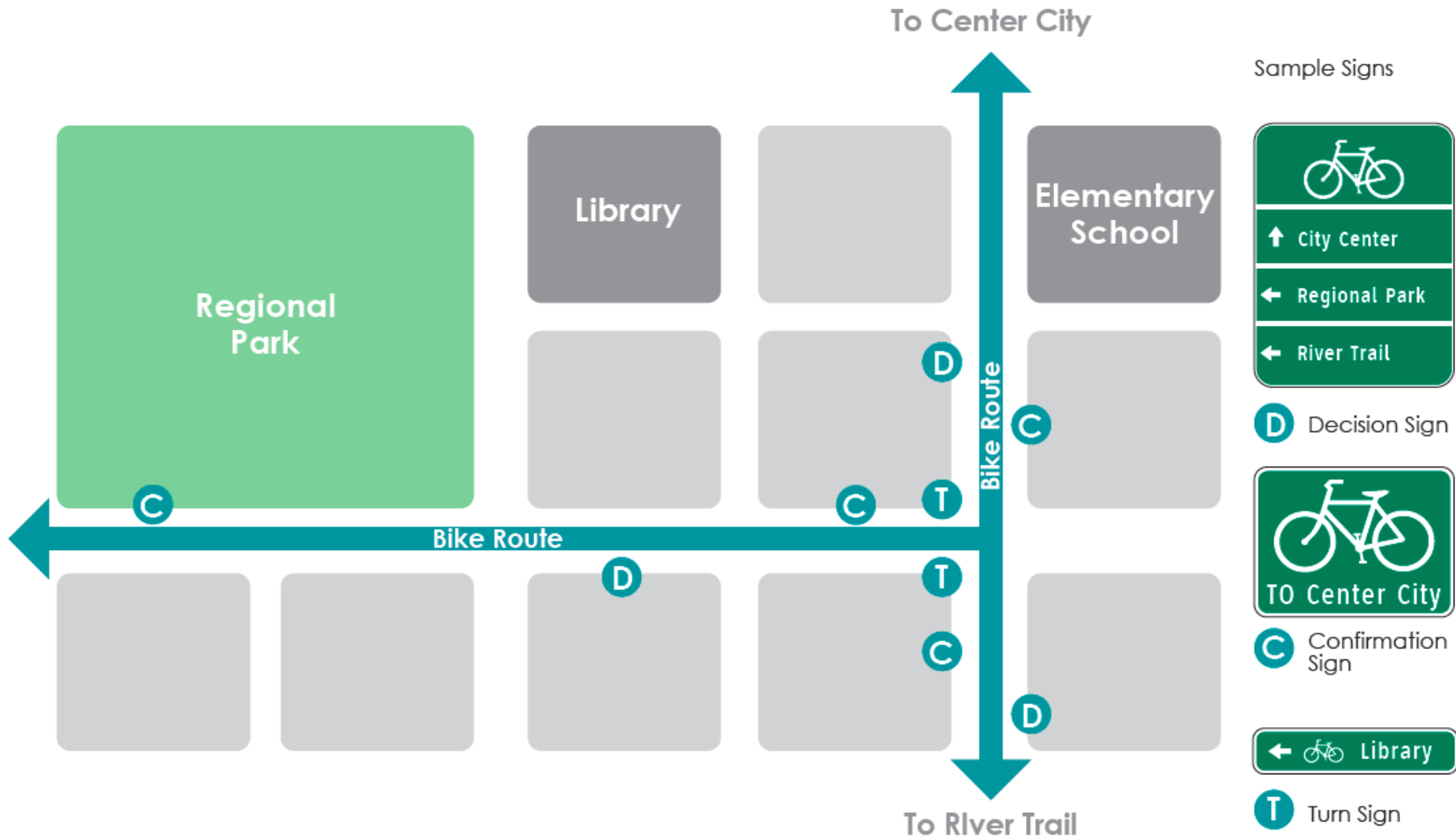
Identity

Kiosk

Interpretive

Pavement Marking

Sign Placement



Sample Signs



D Decision Sign



C Confirmation Sign



T Turn Sign

Visual Identity Exercise



Destination Selection and Programming



Wayfinding Destinations

Level 1 – Districts and Neighborhoods

Level 2 – Landmarks

Level 3 – Local Destinations

Wayfinding Destination Examples

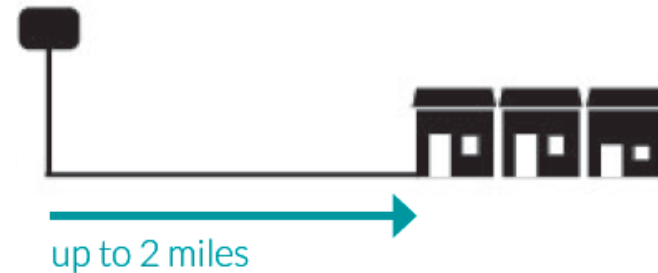
LEVEL 1

- City Centers
- Districts
- Neighborhoods



LEVEL 2

- Transit Stations
- Tourist Venues
- Regional Parks
- Open Space



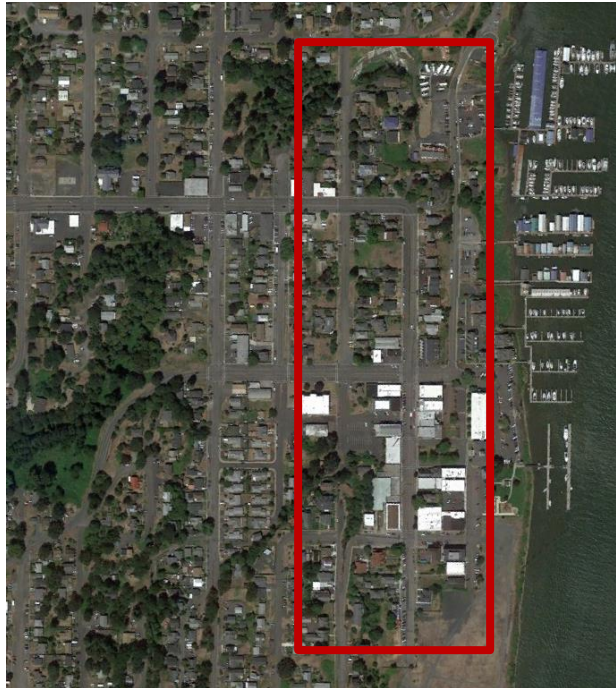
LEVEL 3

- Local Destinations
- Parks
- Schools
- Shopping Centers
- Healthcare



Wayfinding Destination Examples

Level 1



Level 2



Level 3

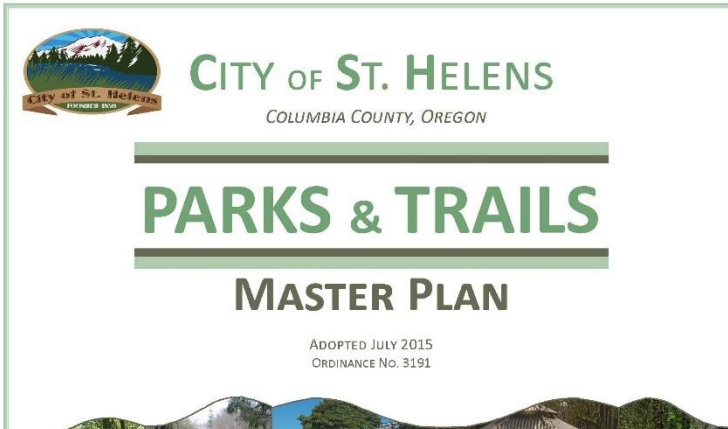


Can you name these local destinations?

Past Wayfinding/Branding Efforts



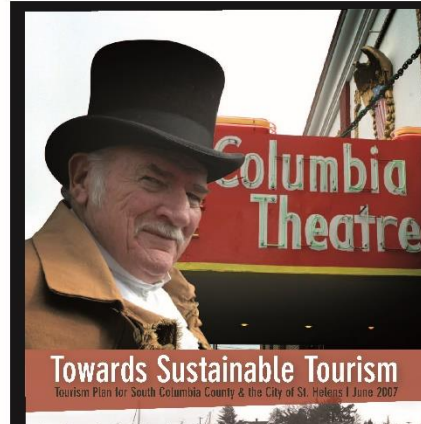
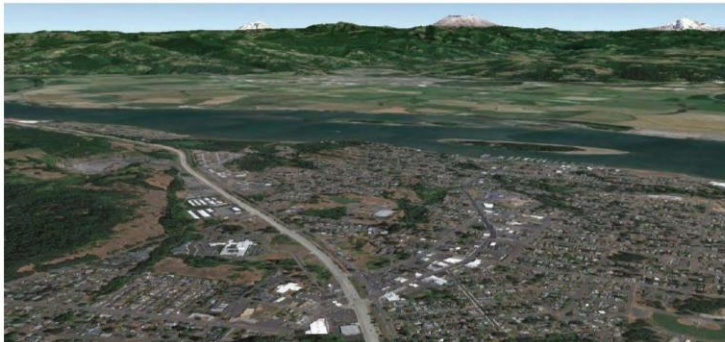
ARCHITECTURAL DESIGN GUIDELINES



CORRIDOR MASTER PLAN

ST. HELENS - US 30 & COLUMBIA BLVD./ST. HELENS ST. CORRIDOR MASTER PLAN
JANUARY 2015

ORD. NO. 3181



ST. HELEN'S ECONOMIC DEVELOPMENT CORPORATION



LOCAL PROGRAM EVALUATION

November 28, 2015
CONDUCTED BY:
SHEL S. LARK, OREGON MAIN STREET
HERITAGE PROGRAMS/CPSP
MRS. CUSHING, HUNT AND OULINCH
HERITAGE PROGRAMS/CPSP



CITY OF ST. HELENS PLANNING DEPARTMENT MEMORANDUM

TO: City Council
FROM: Jacob A. Gaidchen, AICP, City Planner
RE: Sign pollution concerns
DATE: August 9, 2011

Council has addressed concern over the use of signs in the City and their impact to the City's appearance: sign pollution.

For the discussion, signs are broken down into two categories: permanent signs and temporary signs. Permanent signs are those intended to last for a long time in a fixed location. Our sign regulations seem to be wanting for them. They are fairly easy to regulate and enforce. Temporary signs are those intended for a little time period and may be mobile. Temporary signs appear to be the key concerns of the City's current update to sign pollution.



The signs above the window line are permanent signs. The barriers mounted on the canopy are temporary.

Note that signs in windows are exempt from permitting requirements, provided they are within certain size limitations.

Temporary signs can be broken down into several categories: those allowed in residential, commercial/industrial areas, and those allowed on private property within a public right-of-way.

Temporary signs allowed in residential areas on private property: 29BAC.17.03.04(C) &



ST. HELENS WATERFRONT FRAMEWORK PLAN



USEPA AREA-WIDE PLANNING PROJECT
Resolution 1765

December 2016

Local Signage Conditions



Existing Wayfinding Opportunities

Destination Hierarchy



Non-Standard Fonts and Symbols



Clarity of Information



Existing Wayfinding Conditions

Overall Finding – Long Corridors Without Signage



Mental Mapping Exercise



Next Steps

- *Early April - Public Open House #1
(to share concept alternatives)*
- *Early May - Public Open House #2
(to share preferred alternative)*

Q&A

Mary Stewart

Senior Design Associate

Alta Planning + Design

marystewart@altaplanning.com

Deven Young

Wayfinding Practice Leader

Alta Planning + Design

devenyoung@altaplanning.com

