

# Finding St. Helens

Open House – April 4, 2017



# Project Goals

- Welcome visitors to St. Helens
- Help them discover what's here
- Guide them to the Riverfront, the Historic District, and the Houlton Business District
- Provide wayfinding for people biking, walking or diving

# Project Background

- Lack of wayfinding signage from Hwy. 30 through the Houlton Business District and to the historic Riverfront District.
  - Travel Oregon and Rural Development Initiatives-funded Sustainable Tourism Plan (2007)
  - U.S. 30 & Columbia Blvd./St. Helens St. Corridor Master Plan (2015)
- August 2016, the City was awarded a \$40,000 grant Travel Oregon

# Process

February 8<sup>th</sup>

March/April

May/June

## Kick-Off

- Information Gathering
- Field Review
- Visual Identity and Mental Mapping Exercise

## Develop Design Concepts & Route Prioritization

- **Open House #1 (tonight)**

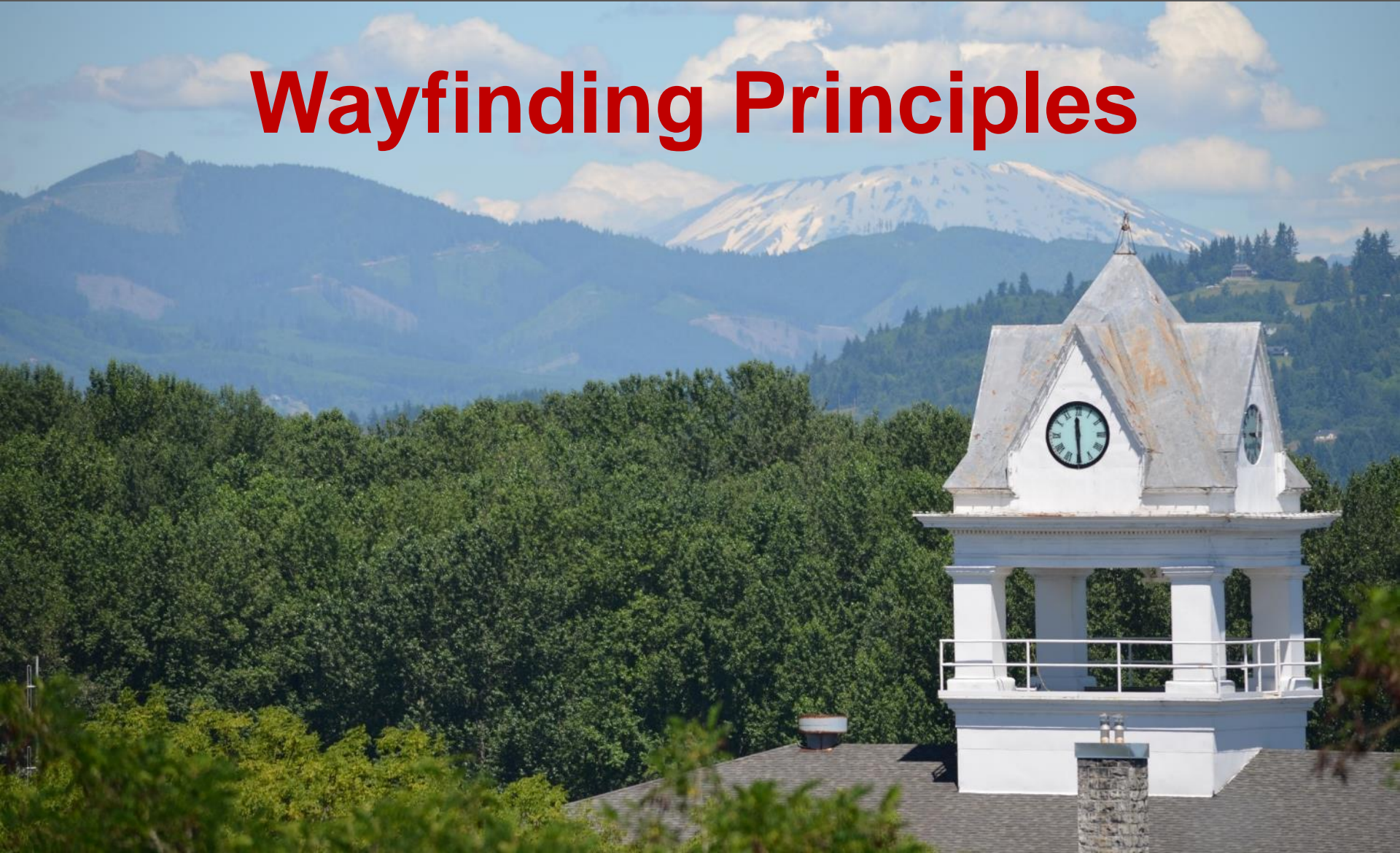
## Preferred Design & High Priority Routes

- Open House #2 (May 10th)

## Design Intent Drawings & Final Mater Plan

- Installation of temporary Wayfinding Signage and tour

# 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



# Design Options



# Design Option 1: Stone

## Enhanced Navigational Elements • Off Street Signage



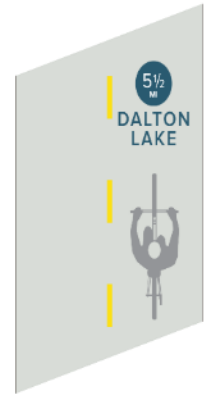
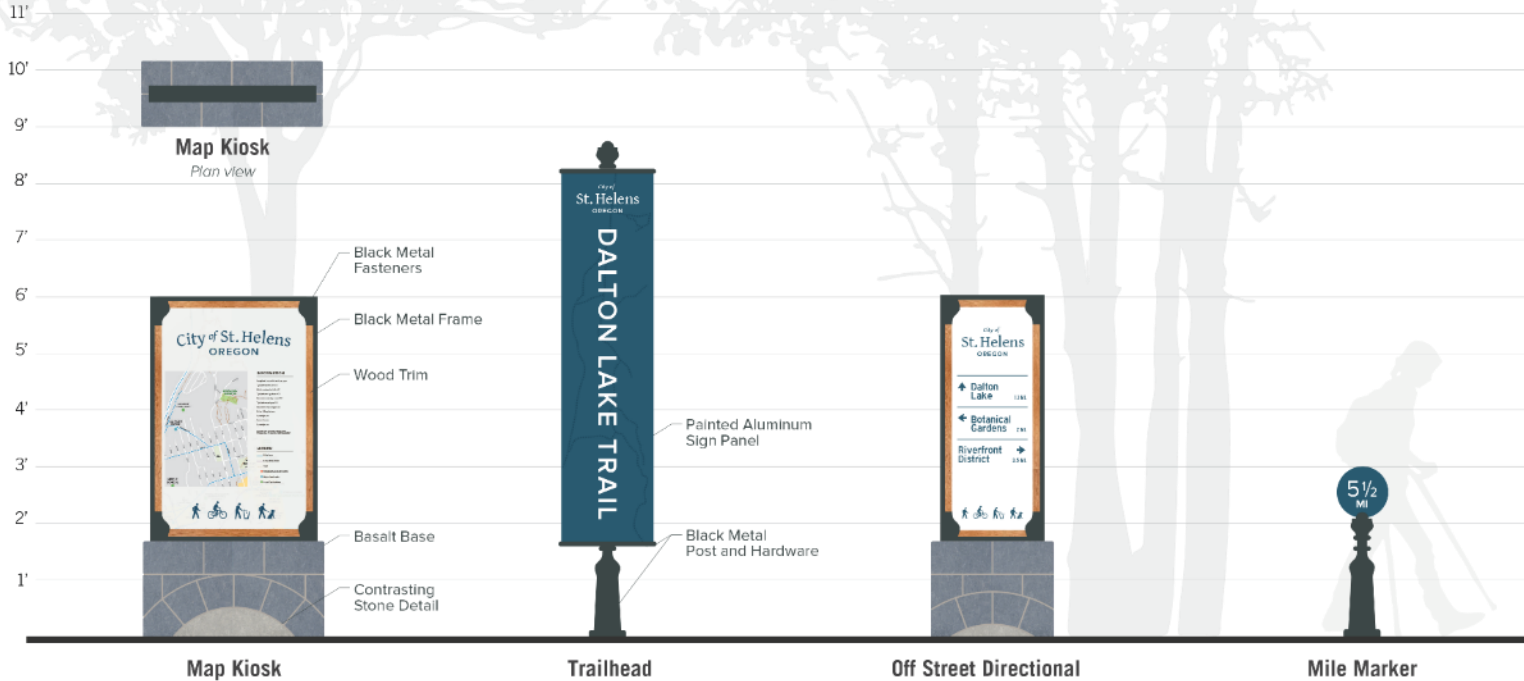
HERITAGE ARCHITECTURE



MATERIAL: BASALT



PALETTE



# Design Option 2: Timber

## Enhanced Navigational Elements • Off Street Signage



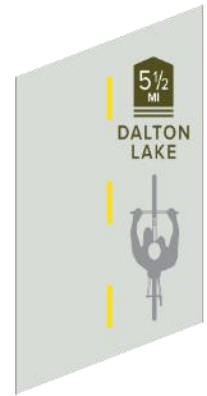
HERITAGE, LUMBER INDUSTRY



MATERIAL: MILLED WOOD



PALETTE INSPIRATION, FOREST



# Design Option 3: River

## Enhanced Navigational Elements • Off Street Signage



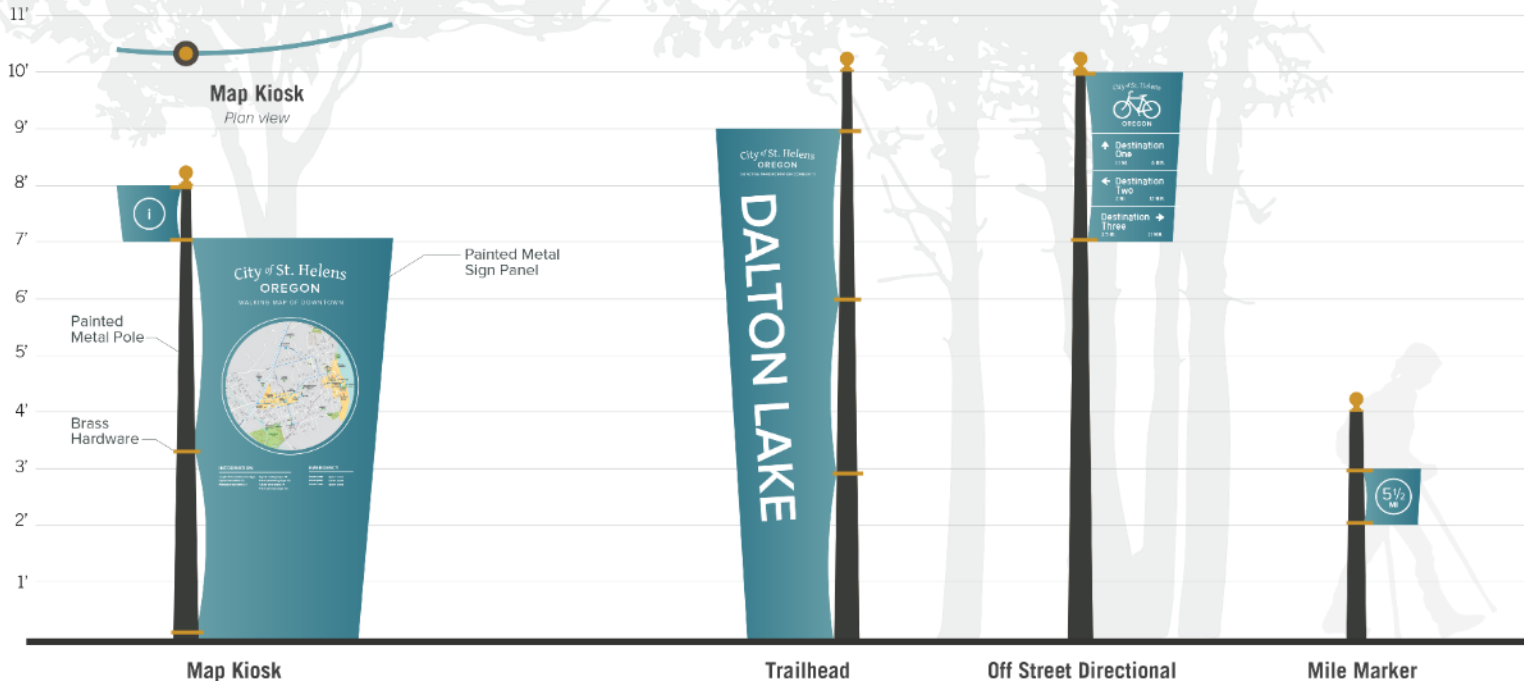
HERITAGE. SHIP BUILDING



MATERIAL. WEATHERED WOOD



PALETTE INSPIRATION. THE COLUMBIA



# Priority Destinations and Routes



# Wayfinding Destinations

Level 1 – Districts and Neighborhoods

Level 2 – Landmarks

Level 3 – Local Destinations



# Wayfinding Destination Examples

## LEVEL 1

- City Centers
- Districts
- Neighborhoods



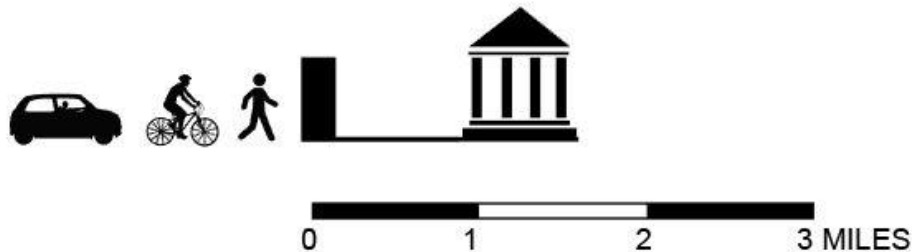
## LEVEL 2

- Transit Stations
- Tourist Venues
- Regional Parks
- Open Space
- Universities/Colleges

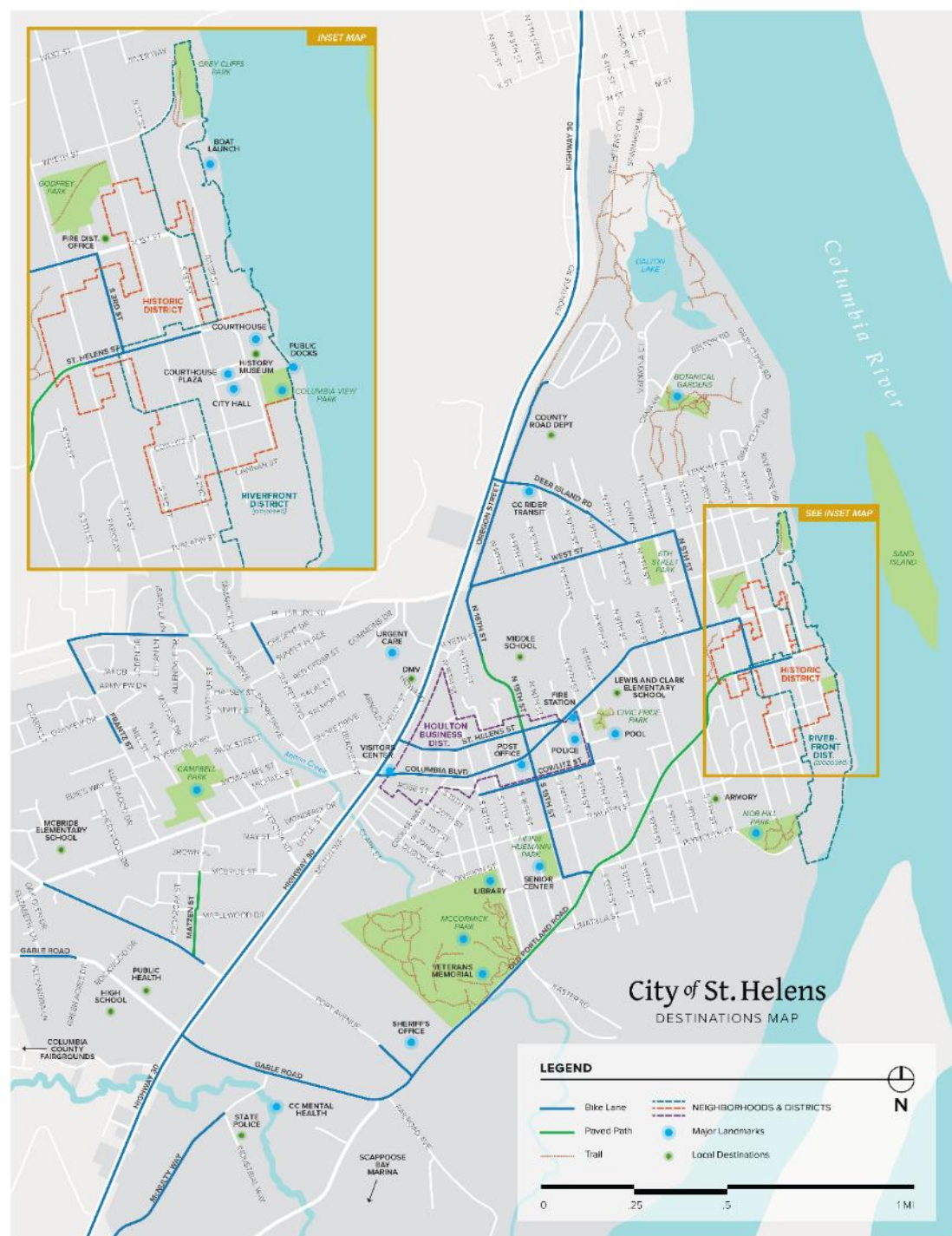


## LEVEL 3

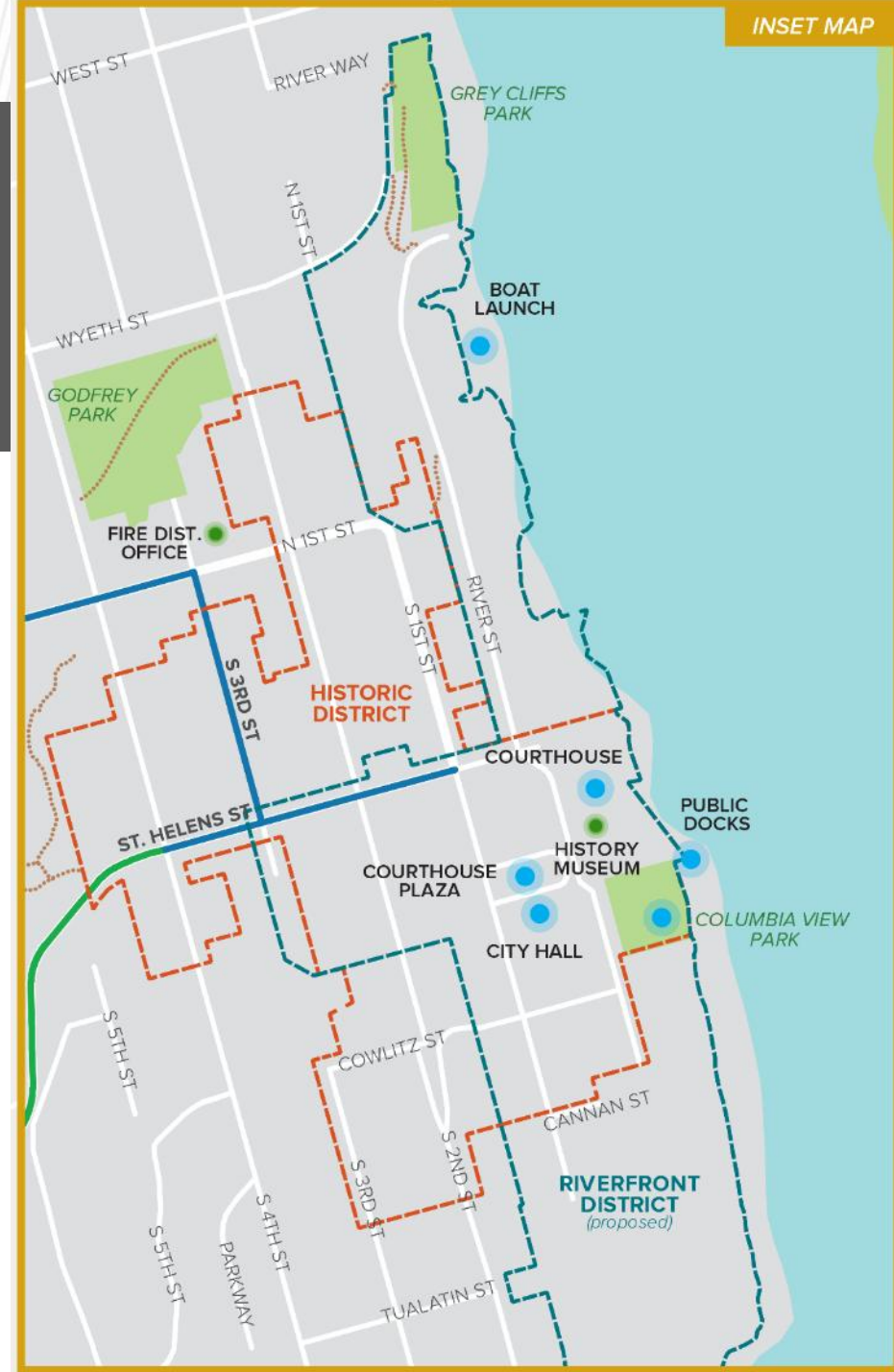
- Local Destinations
- Parks
- Schools
- Shopping Centers
- Healthcare



# Focal Map



# Focal Map



# Next Steps

- Online survey live tomorrow
  - <https://www.surveymonkey.com/r/StHelensWayfinding>
- ***Please tell your neighbors!***
- Open House #2 **May 10**
  - Present preferred sign family
  - Present priority routes

# Q&A

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Project website:

<http://www.ci.st-helens.or.us/planning/page/branding-wayfinding-master-plan>