

Finding St. Helens

Open House – May 10, 2017



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

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 driving

Process

February 8th

March/April

May/June

August

Kick-Off

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

Develop Design Concepts & Route Prioritization

- Open House #1 (April 4th)

Preferred Design & High Priority Routes

- Open House #2 (tonight)

Design Intent Drawings & Final Master Plan

- Installation of temporary Wayfinding Signage and tour

Previous Design Options



Design Option 1: Stone

Enhanced Navigational Elements • Off Street Signage



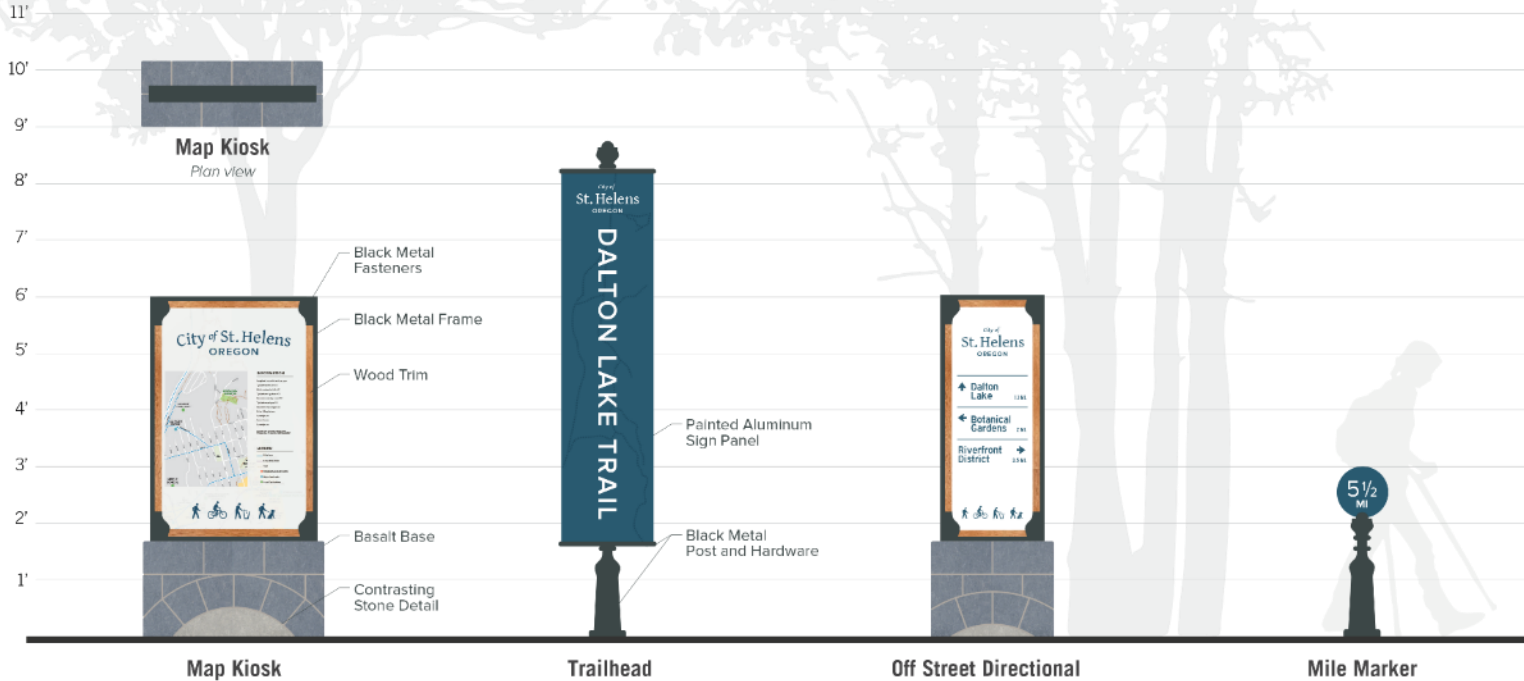
HERITAGE ARCHITECTURE



MATERIAL: BASALT



PALETTE



Design Option 2: Timber

Enhanced Navigational Elements • Off Street Signage



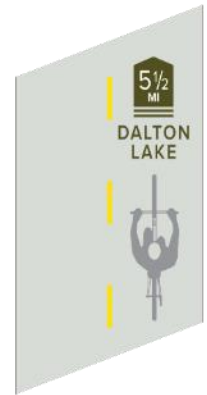
HERITAGE, LUMBER INDUSTRY



MATERIAL, MILLED WOOD



PALETTE INSPIRATION, FOREST



Design Option 3: River

Enhanced Navigational Elements • Off Street Signage



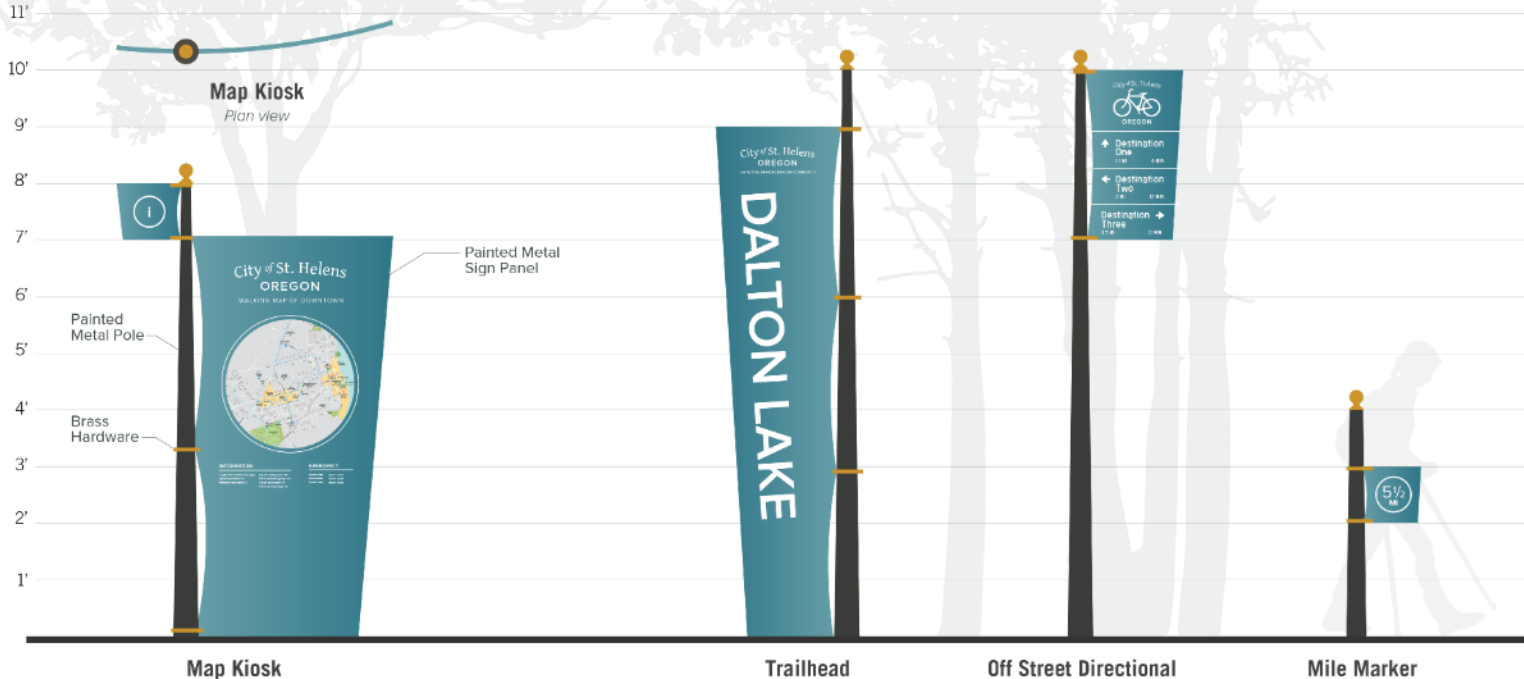
HERITAGE, SHIP BUILDING



MATERIAL, WEATHERED WOOD



PALETTE INSPIRATION, THE COLUMBIA



Community Feedback

- Most support (65%) for the “Stone” concept, “River” 37%, “Timber” 24%
- Most felt that the “Stone” concept was the most aesthetically pleasing and stylistically timeless, it captured the qualities of St. Helens that make it unique
- There was also support for incorporating “River” themes (esp colors, lighter feel) into the “Stone” concept
- There was concern that wood signs would not withstand the weather
- Other preferences:
 - Dark backgrounds with light lettering
 - No all-Caps text
 - No vertical text

Preferred Design



Preferred Design: Off-Street

Enhanced Navigational Elements • Off Street Signage



HERITAGE: ARCHITECTURE



SECONDARY INSPIRATION: RIVER



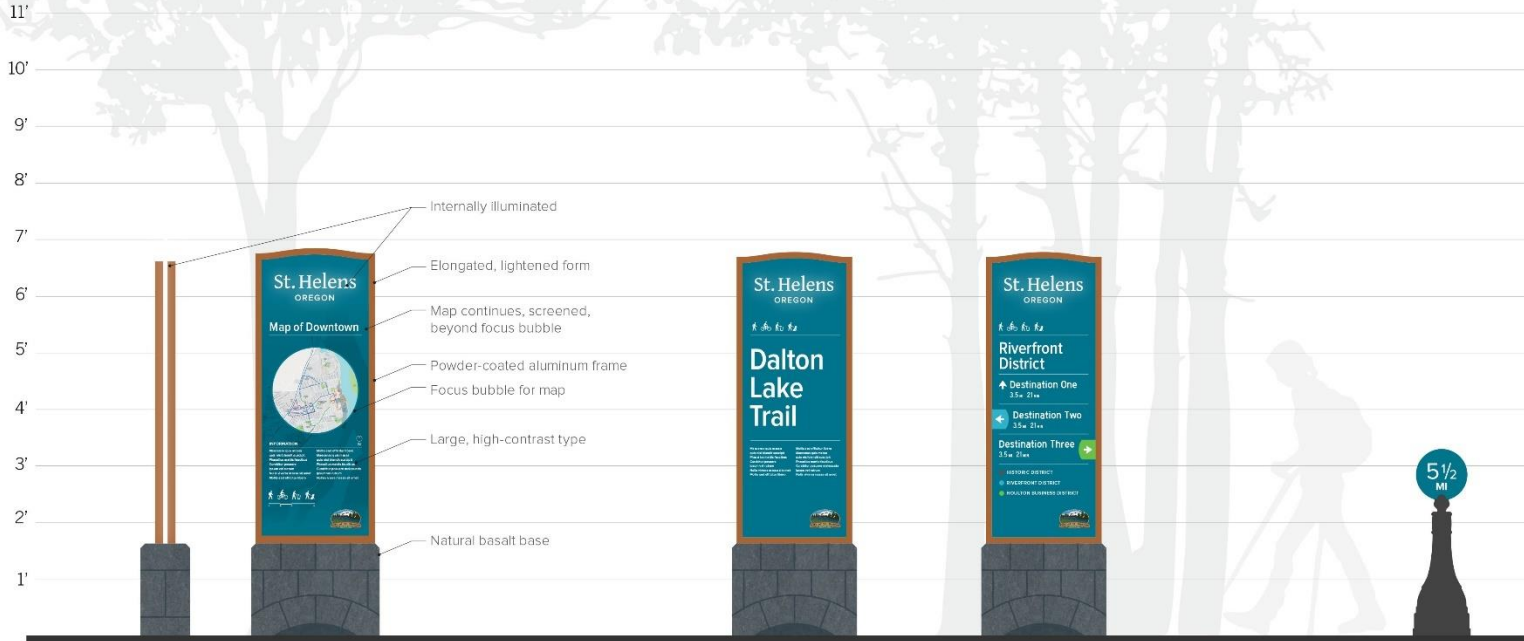
MATERIAL: BASALT



PALETTE



RIVERFRONT DISTRICT
HOULTON BUS. DISTRICT
HISTORIC DISTRICT



Map Kiosk
Side view

Map Kiosk

Trailhead

Off Street Directional

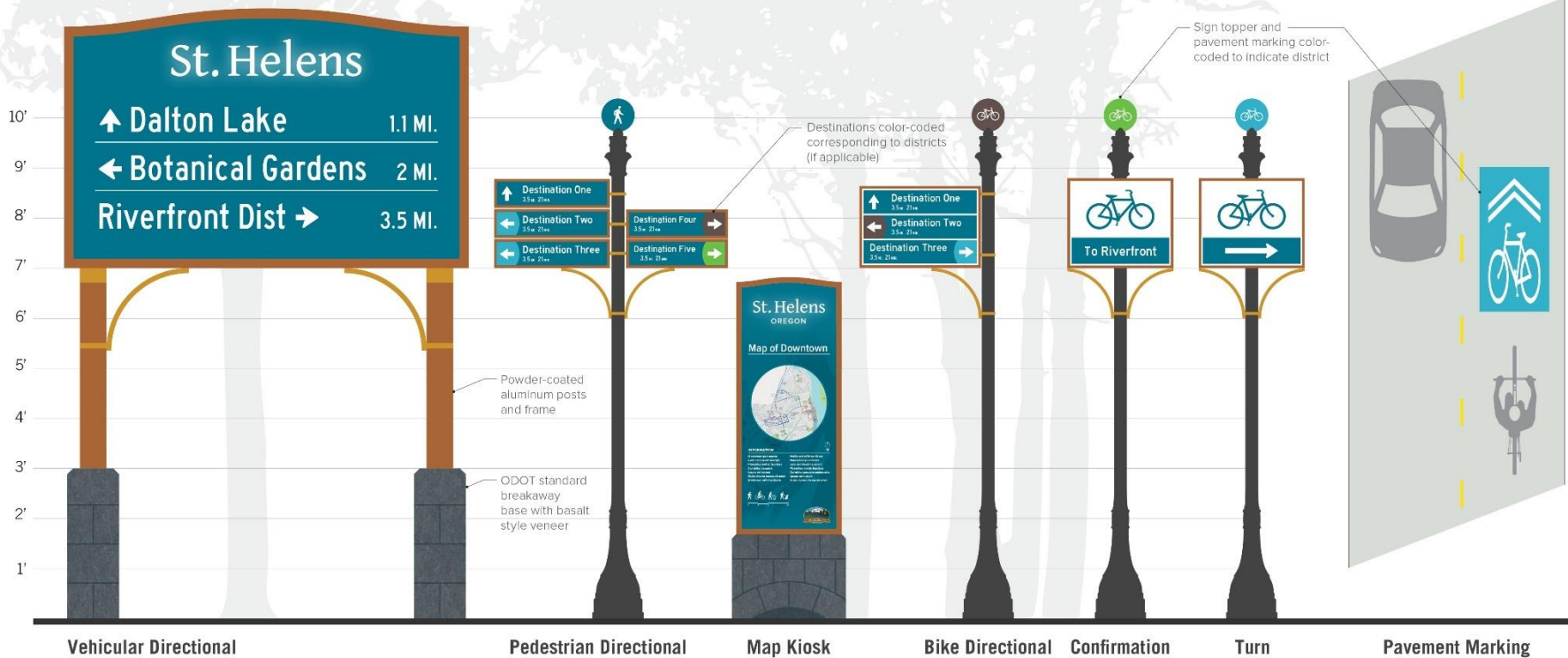
Mile Marker

- Internally illuminated
- Elongated, lightened form
- Map continues, screened, beyond focus bubble
- Powder-coated aluminum frame
- Focus bubble for map
- Large, high-contrast type
- Natural basalt base



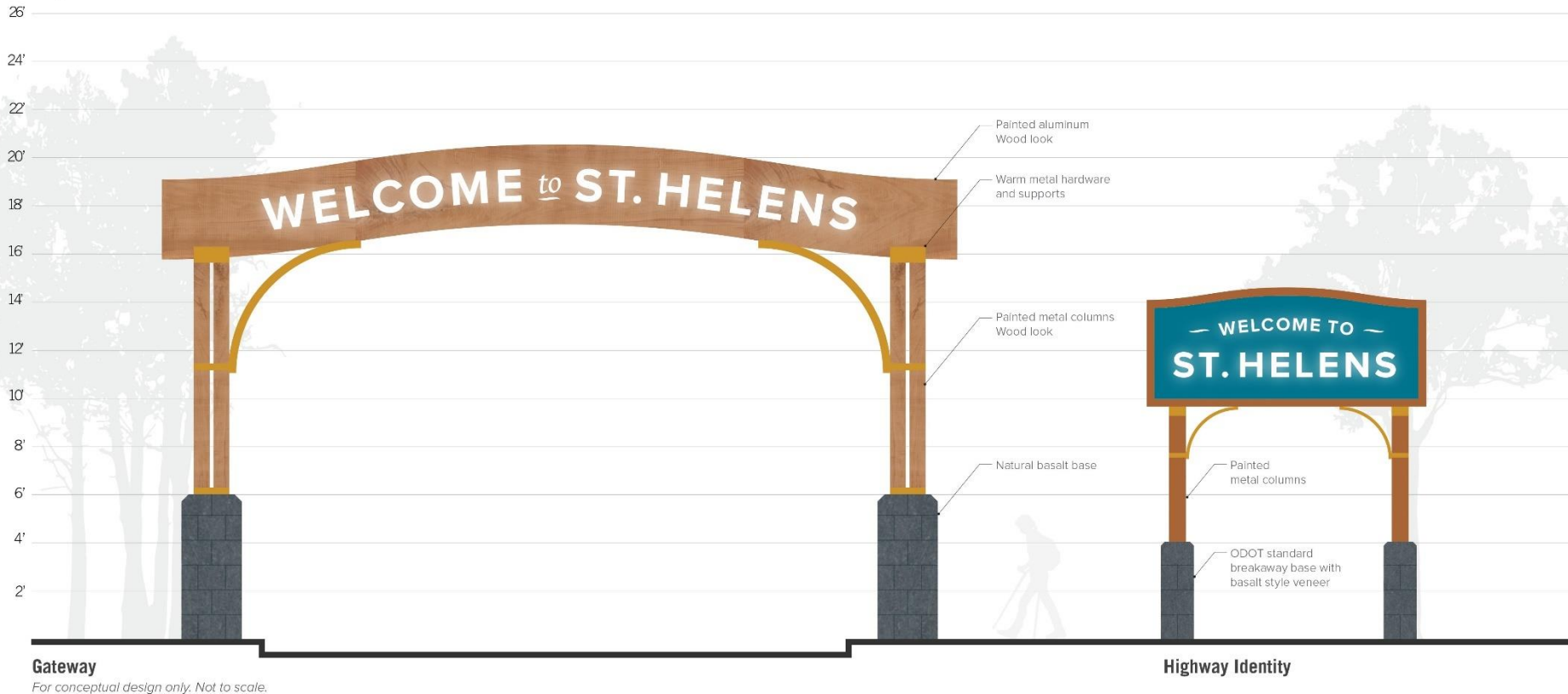
Preferred Design: On-Street

Fundamental Navigational Elements • On Street Signage



Preferred Design: Identity

Identity Signage



Next Steps

- Online survey live tomorrow
Please tell your neighbors!
- Community feedback will be incorporated into the Design Intent Drawings
- [Survey link here](#)

Jenny Dimsho

Project Manager

City of St. Helens

jdimsho@ci.st-helens.or.us

Mary Stewart

Project Manager

Alta Planning + Design

marystewart@altaplanning.com



Project website:

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

Title Slide

