

VISION, GOALS AND GUIDING PRINCIPLES

ST. HELENS RIVERFRONT CONNECTOR PLAN



One of the first steps in the Corridor Planning process is to identify a Vision for the area and a set of related goals and guiding principles for the project and the different corridor segments being addressed by it. This document includes a vision, goals and guiding principles which as been reviewed and refined based on discussion with project advisory committee members, local residents, business and property owners, the St. Helens City Council and other community members.



CORRIDOR VISION

South 1st Street Corridor Segment



South 1st Street will continue to provide safe, convenient, multi-modal access to local businesses within the Riverfront District and will serve as a primary route within the redeveloped Riverfront District area. Within the redeveloped waterfront site, it will be a walkable, tree-lined street that supports the redevelopment of a vibrant waterfront district and provides access to the area for all modes of travel.

Plymouth Street, Old Portland Road and Gable Road Segments



These roads will provide safe, convenient connections to the waterfront redevelopment site, the surrounding Riverfront District and adjacent neighborhoods by drivers, bicyclists and pedestrians. The design of these streets will provide safe, efficient access to local businesses, including industrial uses, and homes, be attractively designed, and reflect the character of surrounding neighborhoods and land uses. Street designs will incorporate opportunities for landscaping, wayfinding signage, and gateway features that direct people to the Riverfront District. Designs will recognize physical conditions and constraints, be cost-effective, and build on natural and cultural features and other opportunities in the area. The functional goals and integrity of these streets will be balanced with physical constraints, adjacent land uses, and other existing conditions.

McNulty Way and southern Old Portland Road Segments



These roads will provide an alternative route to the area from US 30. Proposed street and intersection designs for these segments will focus on key intersection improvements, wayfinding signage, and multi-modal connectivity. Designs will also support the access needs of adjacent land uses.

OVERALL PROJECT GOALS

- Create “streetscape” plans for the study area to help provide the foundation for orderly redevelopment that connects the various St. Helens neighborhoods together, brings the people back to the Riverfront District, and creates a connection to the greater local region.
- Improve the aesthetics and function of the corridors to attract business and investment, provide better access, direction and signage to the Riverfront District, ensure multi-modal access, and improve desirability of the study area.

PROJECT AND CORRIDOR GUIDING PRINCIPLES

Planning Process and Community Involvement

- Establish a community vision, goals and guiding principles for the study area.
- Engage business and property owners, neighborhood residents, stakeholders, and elected and appointed officials.
- Ensure consistency with previous community planning efforts, including the Waterfront Framework Plan, Branding and Wayfinding Master Plan, US 30 and Columbia Blvd/St. Helens Street Corridor Plan and other relevant plans.
- Ensure consistency with state plans and policies.

Economy and Business Support

- Develop planning design and implementation standards to revitalize businesses and business districts in the planning area, including industrial uses.
- Create improvements, including signage, that also support businesses in other commercial areas in St. Helens.
- Ensure that customers, employees and others have good access to local businesses, including through on-street parking.
- Ensure that proposed solutions and projects are cost-effective and make efficient use of limited resources.

Transportation Safety and Mobility

- Improve street connectivity, design, and ability to access and locate business areas.
- Improve pedestrian and bicycle safety and accessibility, thereby encouraging walking and bicycling.
- Balance the need for local access and traffic calming with the need to provide for through-traffic movement and mobility, as well as emergency vehicle accommodations.
- Develop and implement solutions that are consistent with local and regional transportation levels, needs, and analyses, and can be cost-effectively maintained.

Connectivity & Streetscape Aesthetics

- Improve the appearance of all primary streets within the corridor, including South 1st Street, Plymouth Street, Gable Road, Old Portland Road and McNulty Way.
- Improve pedestrian and bicycle connectivity between the corridor areas and adjacent open spaces & parks, trail/bicycle/transit networks, and neighborhoods, including the waterfront redevelopment site.
- Develop and apply street designs that serve the unique needs of each corridor segment (Riverfront District, and the Plymouth Street, Old Portland Road, Gable Road, and McNulty Way corridor sections), including business areas and residential neighborhoods.
- Consider opportunities for integrating sustainable design strategies into the streetscape design and implement them where appropriate.

