

# Vision, Goals and Guiding Principles

## **St. Helens US 30 & Columbia Blvd./St. Helens St. Corridor Master Plan**

One of the first steps in the Corridor Planning process was 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 were reviewed and refined based on discussion with project advisory committee members, local business and property owners, the St. Helens City Council and other community members.

### **Corridor Vision**

#### US 30 Corridor Segment

Highway 30 will provide safe, convenient access to local businesses along the highway, while balancing that with state goals for traffic mobility. The appearance of the highway will be improved over time to enhance landscaping and other elements that will make it a more attractive place for people to travel by car, bicycle, walking or transit. Key intersections such as at Gable Road, Columbia Blvd. and St. Helens Street will be improved to enhance safety for all types of travel and to create attractive, clearly recognizable gateways to other parts of St. Helens, helping meet the community's goals for economic revitalization in those areas.

#### Columbia Blvd./St. Helens Street Segment

Columbia Blvd. and St. Helens Street will provide safe, convenient travel to access the Houlton business area, Olde Towne and adjacent neighborhoods by drivers, bicyclists and pedestrians. These streets will provide good access to local businesses and be attractively designed to help draw people to the area and enhance their shopping and travel experiences. Street designs will incorporate opportunities for landscaping, public art and signage that directs people to the Houlton area and Olde Towne. Designs will recognize physical conditions and constraints, be cost-effective and build on natural and cultural features and other opportunities in the area.

### **Overall Project Goals**

- Create “streetscape” plans for the US 30 & Columbia Blvd/St. Helens Street corridors that reflect the community's vision for appearance and function.
- Improve the aesthetics and function of the corridors to attract business and investment, provide better access, direction and signage to the Houlton and Olde Towne areas, and improve desirability.

# 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, residents, stakeholders, and elected and appointed officials.
- Ensure consistency with local and state plans and policies.

## Economy and Business Support

- Develop planning design and implementation standards to revitalize businesses and business districts in the planning area.
- 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 (particularly in the US 30 corridor) as well as emergency vehicle accommodations
- Develop and implement solutions that are consistent with local and regional transportation needs.

## Connectivity & Streetscape Aesthetics

- Improve the appearance of the US 30 and Columbia Blvd./St. Helens St. corridors (Houlton area).
- Improve pedestrian and bicycle connectivity between the corridor areas and adjacent open spaces & parks, trail/bicycle/transit networks, and neighborhoods.
- Develop and apply street designs that serve the unique needs of each corridor segment (US 30, Houlton and Olde Towne).
- Consider opportunities for integrating sustainable design strategies into the streetscape design and implement them where appropriate.