



ACTION AGENDA/MINUTES WEST SALEM REDEVELOPMENT ADVISORY BOARD

Wednesday October 06, 2021, 7:30 a.m.
Virtual – [Zoom](#) - Online



<http://media.cityofsalem.net/meetings/audio/west-salem-redevelopment-advisory-board-audio-2021-10-06.mp3>

1. OPENING EXERCISES 7:37 a.m.

INTRODUCTIONS AND ROLL CALL: Jeff Miller-Chair, Mark May-Vice-Chair, Britni Davidson-Cruickshank, Michael Ryan, Jason Staats

MEMBERS ABSENT: Sean Ebom

Excused: John Hannam, Kathy Goss, Samantha Ross

STAFF: Tory Banford, Kristin Retherford, Anita Sandoval, Annie Gorski, Caleb Saina-UD.

Guest: Dana Moore-Dev Manager, Deacon Development

2. APPROVAL OF AGENDA

Motion: Move to approve the agenda for October 06, 2021, as presented.

Motion by: Board Member- Jason Staats

Seconded by: Board Member- Michael Ryan

Action: Agenda for October 06, 2021, approved as presented.

Vote: Aye: Unanimous **MOTION CARRIES**

3. APPROVAL OF MINUTES

Motion: Move to approve the minutes for September 01, 2021, as presented.

Motion by: Board Member- Britni Davison-Cruickshank

Seconded by: Board Member- Mark Ryan

Action: Approved the September 01, 2021, minutes as presented.

Vote: Aye: Abstain- Jason Staats **MOTION CARRIES**

4. ACTION ITEMS

- a. Urban Land Institute Technical Assistance Panel to better understand redevelopment Potential-
Tory Banford

Discussion: Jeff Miller, Jason Staats, Annie Gorski

Motion: Recommend the Urban Renewal Agency authorize the use of \$24,000 for the ULI Northwest Technical Assistance Panel to assess the development opportunities and strategic investments in the West Salem Urban Renewal Area.

Motion by: Michael Ryan

Seconded by: Britni Davison-Cruickshank

Action: Approved

Vote: Aye Unanimously

5. DISCUSSION/INFORMATION ITEMS

Topic: Deacon Development Downtown Project

Presented by: Dana Moore, Dev. Manager, Deacon Development

Discussion: Jeff, Jason, Mark, Britni

Updates on Projects: OR 221 ODOT, Wallace Rd NW Paving & Accessibility, Signs

Presented by: Tory Banford

Discussion: Michael Ryan

**Edgewater Partnership, West Salem Business Association, West Salem
Neighborhood Association, Salem-Keizer School District updates**

Presented by: Britni Davison-Cruickshank

Discussion: Jeff Miller, Tory Banford, Mark May, Jason Staats, Annie Gorski

Next Meeting:

Possible Topics: Gretchen Bennett, West Salem location for the unhoused

ADJOURNMENT: 8:20 a.m.

NEXT MEETING: November 03, 2021

ULI Northwest is excited for the opportunity to host a Technical Assistance Panel (TAP) for the City of Salem, Oregon focusing on the West Salem Urban Renewal Area. Included in this proposal is a draft scope of services and schedule of events for the TAP, which will include virtual and in-person components. The schedule is subject to change based on public health guidance and restrictions for in-person gatherings.

SCOPE OF SERVICES

The scope of work to be provided by the Urban Land Institute (ULI) Northwest includes undertaking research and providing recommendations to the City of Salem as follows:

The City of Salem (City) has asked members of the Urban Land Institute (ULI) Northwest Technical Assistance Panel for their unbiased, pragmatic advice regarding development opportunities in the West Salem Urban Renewal Area.

The Urban Land Institute is a 501(c)(3) nonprofit research and education organization supported by more than 44,000 members worldwide representing the entire spectrum of land use and real estate development disciplines. As the preeminent, multidisciplinary real estate forum, ULI facilitates the open exchange of ideas, information and experience among local, national and international industry leaders and policy makers dedicated to creating better places.

The City of Salem Technical Assistance Panel (TAP) will have elements like the national ULI panels, including: 1) The panel members volunteer their time to serve on the panel and are not compensated for their time, only their expenses; 2) No member of the panel has a conflict of interest, real or perceived, by serving on the panel; and 3) The panel's recommendations are unbiased and cannot be modified substantively once given to the client. The TAP will bring panel members representing real estate, planning, and development experts together to provide unbiased, pragmatic advice to address complex land use, and development issues.

The scope of services to be provided by the Urban Land Institute (ULI) Northwest in this agreement includes undertaking research and providing recommendations to the City of Salem.

ULI will provide the following services:

- A series of sessions (exact number to be determined) in which panelists will provide recommendations to the City of Salem regarding predevelopment planning in the West Salem Urban Renewal Area.
- ULI Northwest staff time to manage, organize, and convene panelist selection and preparation
- Member volunteer time for meetings and tours
- Planning, coordination, and execution of the TAP
- PowerPoint file of TAP recommendations
- Final report summarizing recommendations
- Direct costs related to production of final report (writer fee and printing costs, if applicable)
- Electronic file of report and 10 (ten) printed copies to the client, as requested

The City of Salem will provide the following to support the TAP:

- A series of questions or sub-topics related to the chosen geographic area for the panelists to explore and provide recommendations around.
- Briefing documents with pertinent background material for each panelist and ULI staff due at least one week in advance of the first session; this may include a text overview of the project site, maps, infographics, statistics, important links, planning and zoning information, etc.
- Coordination of site tour and in-person TAP components.
- Briefing presentation for TAP panelists of the overview and situation of site
- Coordination of stakeholder interviews during the briefing day including outreach to pertinent elected officials, community members, business owners, etc.

The total cost of the TAP is \$24,000. ULI Northwest will invoice the City of Salem the following:

- \$2,000 deposit upon execution of the contract
- \$10,000 on or before the presentation day
- \$12,000 following production of the final TAP report

TECHNICAL ASSISTANCE PANEL SCHEDULE

The TAP will include a combination of virtual and in-person sessions. Proposed structure and dates are provided below.

BRIEFING (DEC. 2021 or JAN. 2022) – 2 or 3 sessions

- Briefing Presentation (virtual): *60 – 90 minutes*
 - City staffers and officials outline the core issue areas and guiding questions for the TAP
 - Q&A with the panel
- Stakeholder interviews (virtual): *120 minutes+*
 - Panelists interview key community members with interest in the subject area (landowners, business owners, city/agency officials, local leaders)
 - City is responsible for coordinating and inviting stakeholders for interviews
- Walking tour, lunch/dinner with panelists and city staff (in-person): *half to full day*

DELIBERATION (DEC. 2021 or JAN. 2022) – 2 or 3 sessions

- Panel Deliberations – closed-door (virtual): *6 – 8 hours*
 - Formulate recommendations
 - Develop final presentation
- Final Presentation of Recommendations (virtual): *60 – 90 minutes*
 - Panel presents recommendations to City

REPORT PRODUCTION (8 – 10 weeks after final presentation)

- Report text is written and edited
- City receives draft for review and revision
- Report is finalized and professionally printed

Possible dates: December 6 – 10, 13 – 17; January 10 – 14, 18 - 21

West Salem Redevelopment Advisory Board ULI Technical Assistance Panel

Program Description

Proposed action item: Recommend the Urban Renewal Agency authorize the use of \$24,000 for the ULI Northwest Technical Assistance Panel to assess the development opportunities and strategic investments in the West Salem Urban Renewal Area.

Purpose

- **Plan for development and redevelopment** through a study of the industrial district of the West Salem Urban Renewal Area to better understand current and future opportunities and strategic urban renewal investments.

Approach

- **Study, site tour, and interviews** will be conducted over an estimated 4-month period by professionals trained in real estate, planning, and development who provide volunteer services to the Urban Land Institute Northwest (Attachment A). WSRAB, WSNA, property owners, and other partners will have an opportunity to be involved in the tour and/or stakeholder interviews.

Performance

- **Presentation and report** will be provided at the conclusion of the study which will include recommendations to realize near-term and long-term redevelopment opportunities.

Project Checklist

- **Is the project in the plan?** The project is in the plan as Development and Redevelopment (Section 710) and Plan Administration (Section 713).
- **Is the project consistent with other goals/ objectives in the Plan?** Yes.

Cost Estimate

- \$24,000

Draft Schedule

- December 2021-January 2022 Briefing, interviews, and tour
- December 2021-January 2022 Panel deliberations, recommendations, and presentation
- February 2022-March 2022 Final report

Project Support

- **What's the community benefit of the project?** The report will serve as a follow up to the 2015 Business District Action Plan and help guide urban renewal investment to realize development and redevelopment opportunities.
- **Will the project meet WSRAB objectives?** Yes, this project aligns with the goals of the West Salem Urban Renewal Plan.



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OR221: Michigan City Lane – Edgewater Street

Project Purpose

- Resurface Wallace Road (OR221)
- Upgrade Traffic Signals
- Upgrade curb ramps to meet current ADA standards
- Improve pedestrian safety
 - Adding audible feedback at signalized pedestrian crossings
 - Install Rectangular Rapid Flashing Beacons (RRFBs)
- Incidental Work



Existing Conditions

- Over 40,000 AADT
- Over 24,000 residents in West Salem
- Wallace Rd is part of West Salem's Business district
- Cherriot Bus Routes 16, 17, 26, 27

Resurfacing

- Removing and replacing the surface layer of pavement
- Areas with failures, thicker layers of pavement will be replaced

Signal Upgrades

- Replacing the signal detection with an improved system
- Replacing signal heads with reflective back plates for visibility

Curb Ramps

- We are upgrading over 150 existing ramps throughout the project
- The majority of these ramps are being reconstructed
- ADA compliant curb ramps benefit the community by providing:
 - Surfaces that are more easily traversable by all
 - Reliable and consistent delineation of a sidewalk and a street

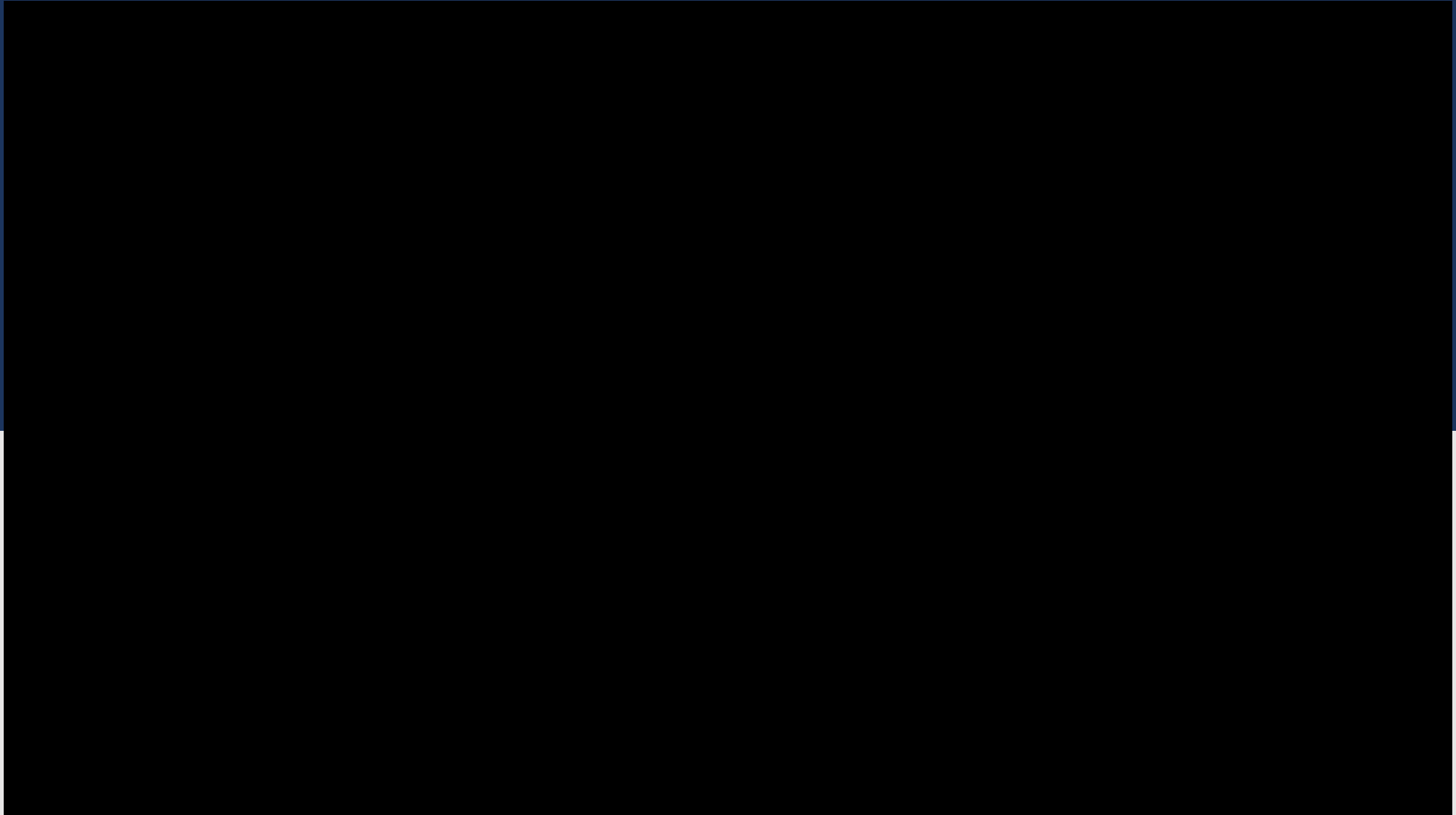


Improving Pedestrian Safety

- Audible Feedback at signalized intersections
 - Notifies pedestrians where they are
 - Notifies if and for how long it is safe for pedestrians to cross

Improving Pedestrian Safety

- Rectangular Rapid Flashing Beacon
 - Installed at 5 locations:
 - Vick Avenue
 - Park & Ride north of Brush College Road
 - Orchard View Avenue
 - Lynda Lane
 - Narcissus Court
- [OR 221 Michigan City Lane to Edgewater Street Map](#)



Rectangular Rapid Flashing Beacons (RRFBs)

- <https://youtu.be/SjltMAbVvak>

Traffic Impacts

- Motorist should expect the following:
 - During the daytime, one lane of traffic in each direction will be open to traffic.
 - Expect intermittent lane closures with flaggers on Pacific Hwy West (OR99W), MP 25.37 to MP 26.58
 - Nightly, Sunday night through Friday morning, between 9:00 p.m. and 4:00 a.m.
- Sign up for construction updates at:
 - <https://www.oregon.gov/odot/Regions/Pages/Region-2-Northwest-Oregon.aspx>

Project Update

- Guardrail upgrade complete
- Constructed 5 street corners with curb ramps
- Beginning RRFB work at Vick Ave

OR221: Michigan City Lane – Edgewater Street

- Project Website:
<https://www.oregon.gov/odot/projects/pages/project-details.aspx?project=20122>
- Trip Check:
<https://tripcheck.com/>
- Questions?

Contact Information

- Leia Kagawa, PE
Area 3 Assistant Resident Engineer
Leia.Kagawa@odot.state.or.us
971.707.2333

Project Description: The project represents a redevelopment of the former Nordstrom building, an underutilized and vacant building located at 420 Center Street. The building has been vacant since early 2018 and has consistently been subject to vandalism, graffiti, loitering and camping. Exacerbated by the Covid-19 pandemic, the retail market has significantly declined and is no longer a viable option for this property for the foreseeable future.

The current redevelopment plan is to demolish the existing building and replace it with a new 5-story urban multi-family building consisting of approximately 157 market rate apartment units, and approximately 18 on-site parking spaces. The unit mix will consist of 113 studio units averaging 418 square feet, 37 one-bedroom units averaging 570 square feet, and 7 two-bedroom units averaging 830 square feet.

Apartments: The building will be five stories of slab on grade with wood framing. The exterior building materials will consist of fiber cement panels with profiled metal paneling on a base of concrete tile, with notable emphasis on maximizing window and glazing on both street frontages. The apartment units themselves will consist of stainless-steel kitchen appliances, washers and dryers in the units, luxury vinyl plank flooring, quartz countertops and quality hardware, fixtures and finishes. Some of the units will have their own balcony.

Common Areas: The common areas will consist of a lobby with comfortable seating, rooftop deck, resident community room for gatherings, pet area, parcel storage system and bike storage with a bike repair station and a bike/dog wash.

- **Rooftop Deck:** The large rooftop deck will provide residents and guests an outdoor gathering space with spectacular views of downtown Salem and the Riverfront City Park and will include amenities such as an outdoor grill, fire pit and lounge seating.
- **Resident Community Room:** The resident community room will offer residents and their guests an indoor space for gathering and events. It will also provide the property manager with space to hold monthly events aimed at residents getting to know their neighbors and building community within the building. The room will be equipped with WiFi, a large screen television, sound system and kitchen appliances able to support large community gatherings.
- **Alternative Modes of Transportation:** To accommodate bicyclists the building will be equipped with ample bike storage, a bike repair station and a bike wash.
- In addition, to encourage and to make it easy for residents to use alternative modes of transportation the lobby will be equipped with a large screen monitor for the purpose of displaying TransitScreen (www.transitscreen.com). TransitScreen displays 24/7 real-time arrival information for nearby trains (Amtrak), buses (Cherriots), bicycle and electric scooter sharing systems (Lime, Bolt and Spin), ridesharing systems (Uber, Lyft) and carsharing companies (Zipcar). It also

displays nearby neighborhood businesses (coffee shops, post office, etc.) and gives the walking distance and walking time to each.

Target Population: This project is best positioned to target younger, price sensitive renters rather than more mature, perhaps upscale renters. The aim is to provide a range of price options that include an affordable price point but still offer some of those higher end finishes and amenities, providing a best of both worlds experience to tenants. The site offers good access to off-site parking which includes multiple surrounding public parking garages (Chemeketa Parkade, Marion Parkade, Liberty Square Parkade). The property will promote mass transit avenues as mentioned above, something usually more palatable to a younger tenant profile overall. The primary focus will be towards single, middle income young adults but the offering certainly will still appeal to older renters wanting to take advantage of the lower price point that still offers higher end finishes and amenities that typically would come with higher rents.

Parking and Circulation: The project will have 18 enclosed parking spaces for tenants that can be accessed via a private drive aisle from Center Street. Additionally, we intend to facilitate monthly parking passes for residents thru the City that will allow them to utilize the surrounding public parking garages. Price-sensitive renters are usually willing to walk a couple blocks for parking when the monthly rates are more affordable. The project will also have ample bike storage to encourage alternative modes of transportation and will utilize the aforementioned TransitScreen to make it easy for residents to use alternative modes of transportation.

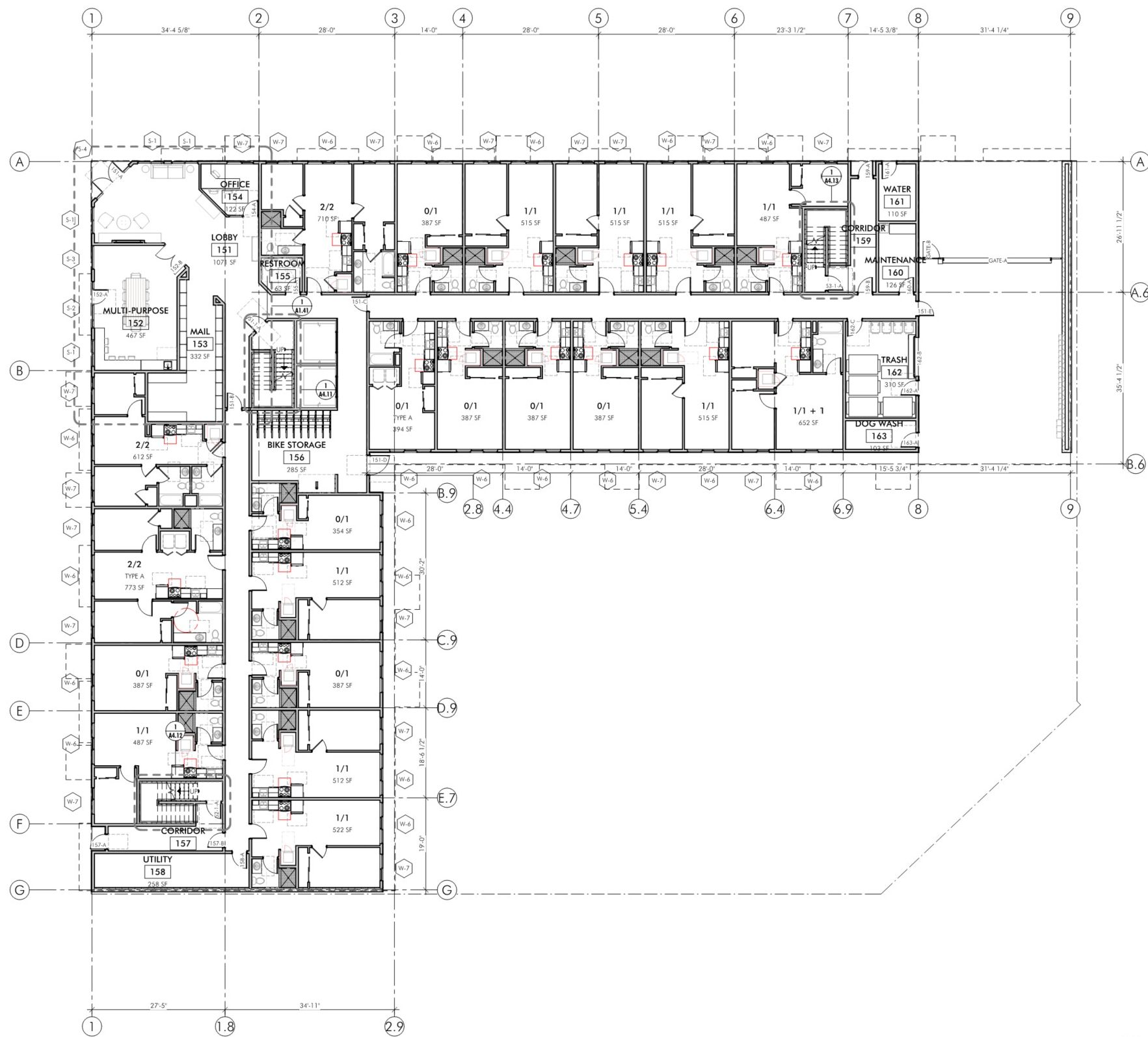
Private and Public Access: The building will have five different access points for residents from the public right away along Liberty and Center Streets, including one access point for guests to enter the community room off of Liberty Street. There will also be two access points for the residents to enter the building from the interior parking lot.

Public Benefits:

- Unit Sales Prices or Rental Rates Accessible to Broad Range of Mixed Incomes: The proposed project will provide 157 market rate apartment units in a broad range of pricing not well represented in the designated core area, and which are supported by the attached independent economic and market study. The unit mix will include studios that range from 354 to 621 square feet, 1 bedroom units that range from 487 to 766 square feet, and 2 bedroom units that range from 612 to 883 square feet. We have an excellent offering mix of units with many configurations over a broad range of both size and pricing. The monthly rental rates for all units are expected to range from \$1,000 per month up to \$1,900 per

month depending on size, number of bedrooms, and location within the building. There truly is something for everyone at this site from a unit size and pricing standpoint, and this was our overall intention during the design process.

- Open Space: The project will include a roof top garden deck and open space that will be approximately 3,000 square feet in size. The large open area will provide residents and guests an outdoor gathering space with spectacular views of downtown Salem and the Riverfront City Park and will include amenities such as an outdoor grill, fire pit and lounge seating surrounded abundantly with garden planters.
- Development or Redevelopment of Underutilized or Blighted Property: The existing building is obsolete and deteriorating. As mentioned above, the building has been vacant since early 2018 and has consistently been subject to vandalism, graffiti, loitering and camping. Exacerbated by the Covid-19 pandemic, the retail market has significantly declined and is no longer a viable option for the foreseeable future.
- Extra Costs Associated with Infill or Redevelopment: To prepare the property for redevelopment the existing Nordstrom building will need to be demolished. Due to the size and depth of the existing footings, deep excavation and significant structural fill will be required to support the proposed building. These extra costs are estimated to add an additional cost of \$1,100,000 to \$1,400,000 to the project. Additionally, the new 2021 Oregon Energy Efficiency Specialty Code (OEESC), based on ASHRAE Standard 90.1 - 2019, has been adopted and becomes mandatory after the six-month phase-in period ends on Oct. 1, 2021. These new required energy code requirements are estimated to add an additional cost of \$648,000 (\$4,000 per apartment unit) to the project.
- Provision of Parking Spaces Within the Structure: The redevelopment includes an improved enclosed parking area on-site within the footprint of the project. The new parking area consists of 18 total parking spaces for the projects which includes 1 ADA stall.
- Provision of Amenities Supportive of Mass Transit: To encourage and to make it easy for residents to use alternative modes of transportation the lobby will be equipped with a large screen monitor for the purpose of displaying TransitScreen (www.transitscreen.com). TransitScreen displays 24/7 real-time arrival information for nearby trains (Amtrak), buses (Cherriots), bicycle and electric scooter sharing systems (Lime, Bolt and Spin), ridesharing systems (Uber, Lyft) and carsharing companies (Zipcar). It also displays nearby neighborhood businesses (coffee shops, post office, etc.) and gives the walking distance and walking time to each.



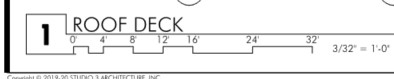
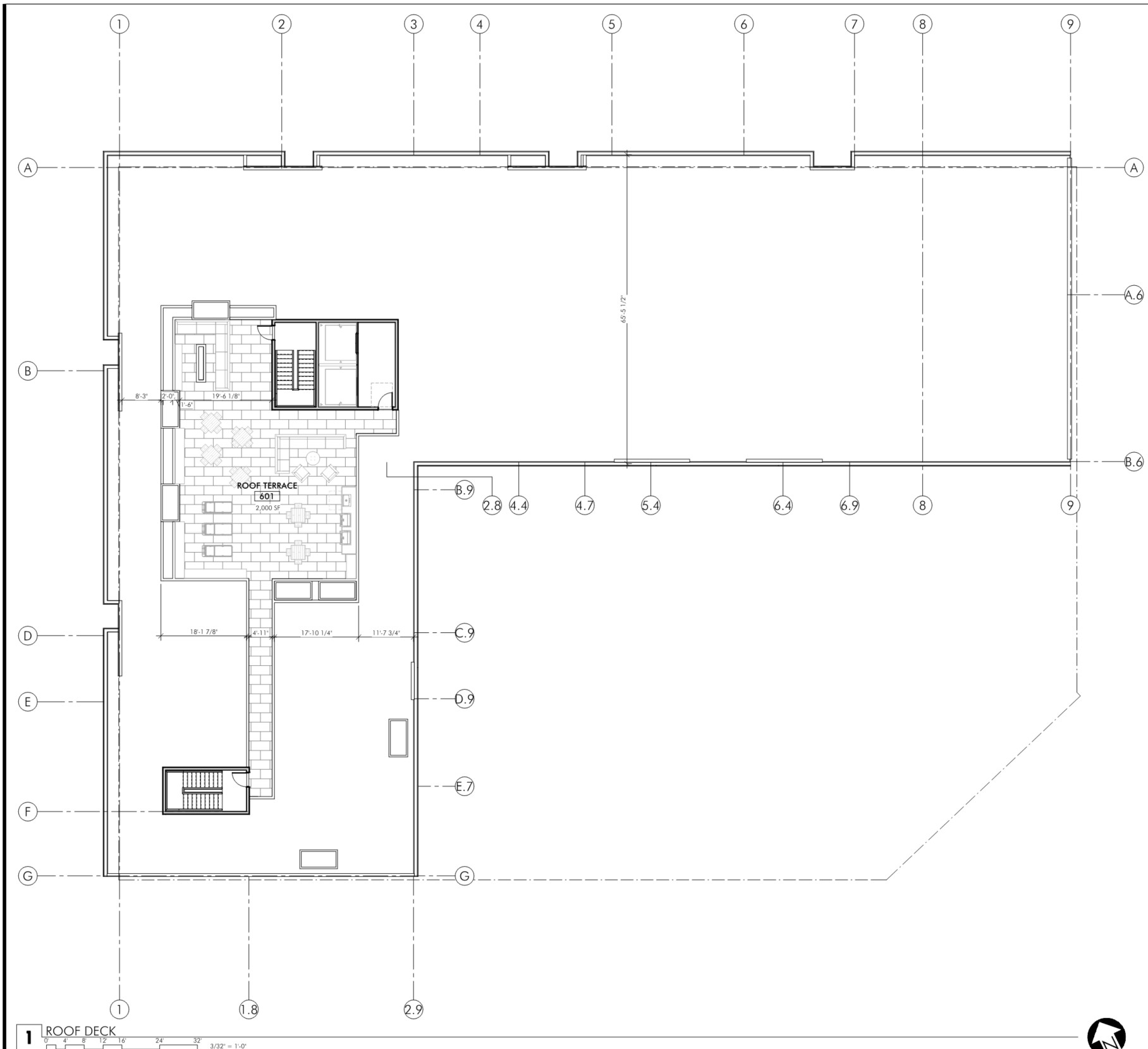
Level 1:
 Studio: 8
 1 Bed: 10
 2 Bed 1 Bath: 1
 2 Bed 2 Bath: 2
 Total: 21

Total:
 Studio: 113 - 72%
 1 Bed: 37 - 24%
 2 Bed 1 Bath: 4 - 2%
 2 Bed 2 Bath: 3 - 2%
 157 Units

NEW APARTMENT BUILDING CENTRAL CITY

424 CENTER ST. NE SALEM, OREGON 97301





NEW APARTMENT BUILDING
CENTRAL CITY
424 CENTER ST. NE SALEM, OREGON 97301

SITE PLAN GENERAL NOTES:

- THE LOCATIONS OF EXISTING UNDERGROUND UTILITIES ARE SHOWN IN AN APPROXIMATE WAY ONLY AND HAVE NOT BEEN INDEPENDENTLY VERIFIED BY THE OWNER OR ITS REPRESENTATIVES. THE CONTRACTOR SHALL DETERMINE THE EXACT LOCATION OF ALL EXISTING UTILITIES BEFORE COMMENCING WORK AND AGREES TO BE FULLY RESPONSIBLE FOR ANY AND ALL DAMAGES WHICH MIGHT BE OCCASIONED BY THE CONTRACTORS FAILURE TO EXACTLY LOCATE AND PRESERVE ANY AND ALL UNDERGROUND UTILITIES.
- PROVIDE CONSTRUCTION FENCING AS REQUIRED TO SECURE SITE AND BUILDING DURING CONSTRUCTION.
- EXTREME CARE SHOULD BE TAKEN TO PRESERVE EXISTING ROOTS OF TREES TO REMAIN.
- REFER TO CIVIL DRAWINGS FOR GRADING. SITE IS REQUIRED TO MEET THE LAWS OF PHA AND ADA. ACCESSIBLE ROUTES SHALL NOT EXCEED 5% (1 IN 20) OR CROSS SLOPES SHALL NOT EXCEED 2% (1 IN 50). ALL AT GRADE SIDEWALKS ARE ACCESSIBLE ROUTES.
- JOINTS IN CONCRETE WALKS NOTED AS E.J. ARE TO BE CONSTRUCTED AS EXPANSION JOINTS. ALL OTHER JOINTS SHOWN, TO BE TOOLED CONTROL JOINTS, SEE CIVIL.
- SEE LANDSCAPE DRAWINGS FOR LANDSCAPE AND IRRIGATION ELEMENTS.
- SEE ELECTRICAL DRAWINGS FOR SITE LIGHTING.

SITE DEVELOPMENT CODE REVIEW:

SITE AREA: 29,880 sf = 0.685ac

ZONING: CB Commercial Business

BUILDING AREAS:

- LEVEL 01: 15,581 sf
- LEVEL 02: 16,519 sf
- LEVEL 01: 18,518 sf
- LEVEL 02: 18,518 sf
- LEVEL 05: 18,518 sf
- TOTAL: 87,654 sf

PARKING:

- RESIDENTIAL: NO PARKING REQUIRED
18 PROVIDED

BIKE PARKING:

- 0.1 SPACES PER DWELLING UNIT:
0.1x157 UNITS = 16 REQ'D
22 PROVIDED

LOADING SPACES:

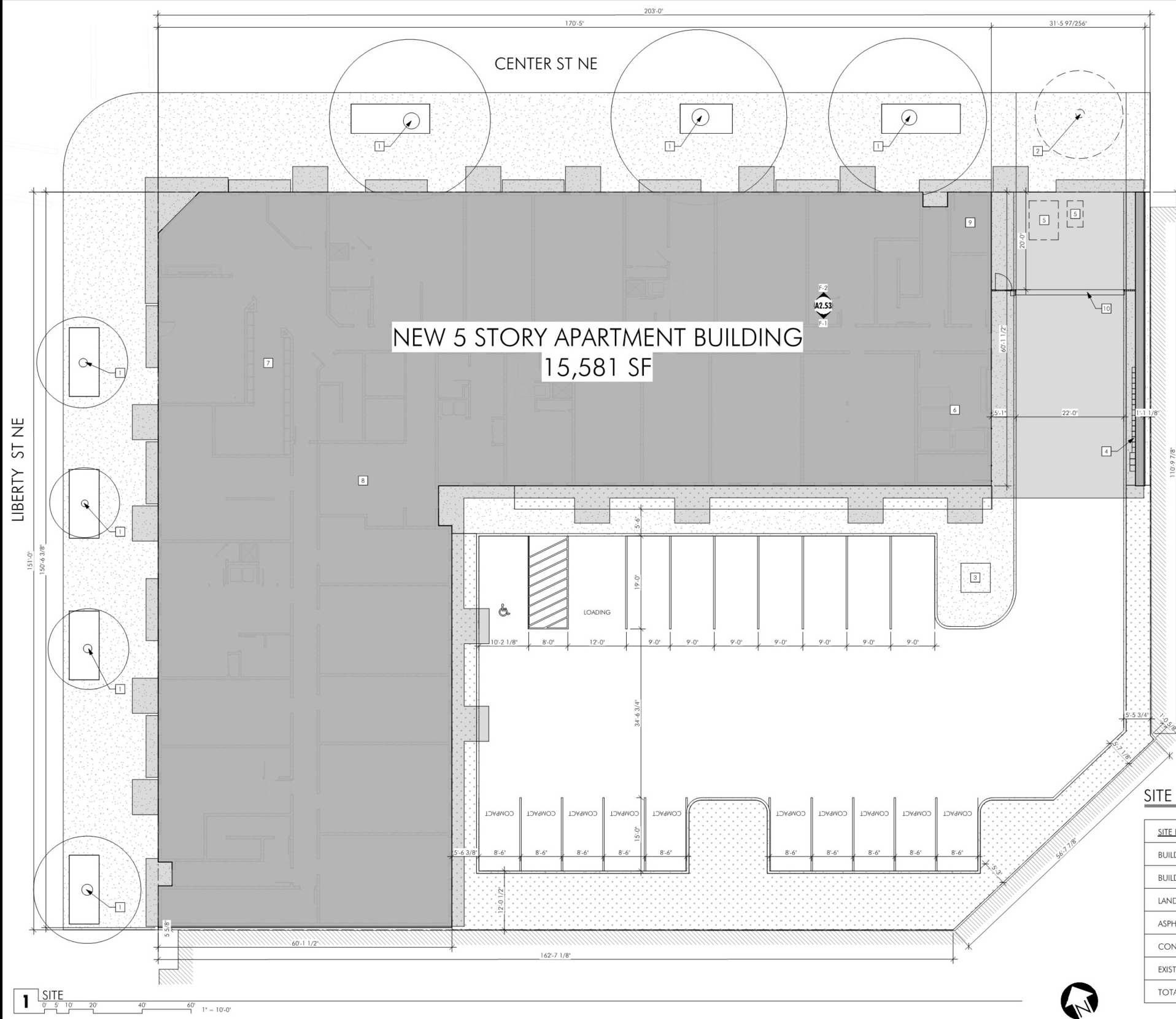
- FOR BUILDINGS BETWEEN 100-199 UNITS PROVIDE 2 SPACES.
- LOADING SPACE SIZE: 12'-0" x 19'-0" WITH ACCESS TO STREET OR ALLEY.

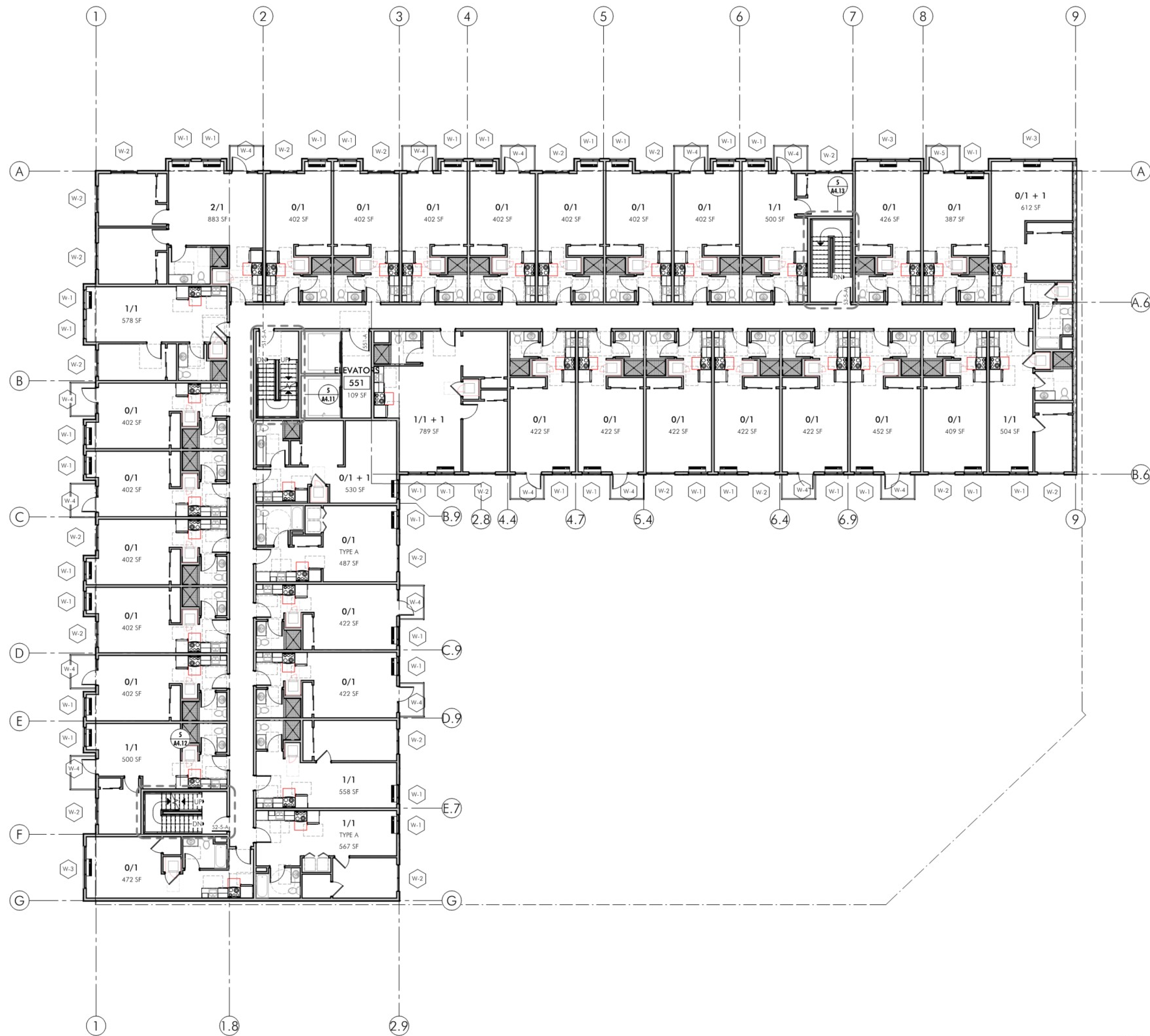
SITE PLAN NOTES:

- EXISTING TREE, TO REMAIN.
- EXISTING TREE, TO BE REMOVED.
- TRANSFORMER.
- ELECTRICAL METERS.
- VAULT PER CIVIL DRAWINGS.
- TRASH ROOM.
- MAIL ROOM.
- BIKE STORAGE AND REPAIR STATION.
- RISER ROOM.
- 14' COIL GRILL ROLLUP DOOR.

SITE CALCULATIONS AND LEGEND:

SITE ELEMENT DESCRIPTION:	LEGEND:	AREA: (sf)	PERCENTAGE:
BUILDINGS:		15,581 sf	28.4 %
BUILDINGS OVERHANG ABOVE:			
LANDSCAPING:		2,874 sf	27.3 %
ASPHALT PAVING:		9,490 sf	30.9 %
CONCRETE PAVING & CURBS:		1,045 sf	13.4 %
EXISTING BUILDING			
TOTALS:		28,990 sf	100.0 %





Level 3:
Studio: 27
1 Bed: 7
2 Bed 1 Bath: 1
Total: 35

Total:
Studio: 113 - 72%
1 Bed: 37 - 24%
2 Bed 1 Bath: 4 - 2%
2 Bed 2 Bath: 3 - 2%
157 Units

NEW APARTMENT BUILDING
CENTRAL CITY

424 CENTER ST. NE SALEM, OREGON 97301

STUDIO
3
ARCHITECTURE
INCORPORATED

275 COURT ST. NE
SALEM, OR 97301-3442
P: 503.390.6500
www.studio3architecture.com

SHEET:
A1.25







