



DOWNTOWN SALEM STREETSCAPE PLAN

Kickoff Open House Summary

November 30, 2017 6:00 – 7:30 p.m.

Introduction

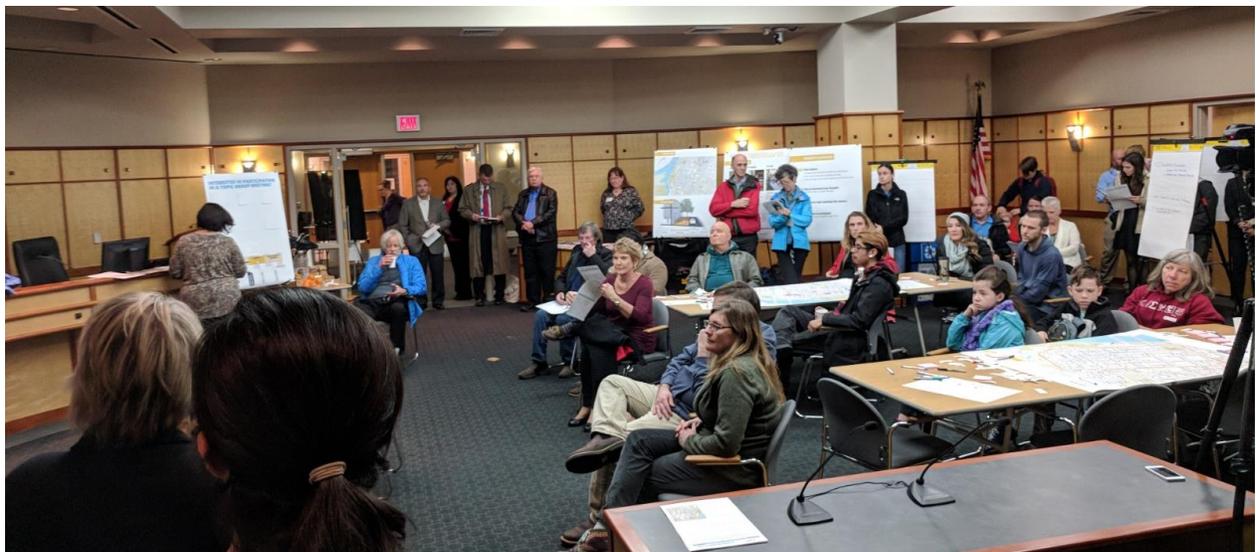
The first public open house was held Thursday, November 30, from 6:00 to 7:30 p.m. in the Senator Hearing Room-Courthouse Square Building for the Downtown Salem Streetscape Plan. The purpose of the open house was to officially kick off the project, provide project background, and gather knowledge and ideas about Downtown Salem's streetscape and types of streetscape improvements community members want to see in their downtown. Just over 70 people attended the open house, and 48 attendees submitted written comment forms.

Event Promotion

Downtown properties were mailed postcards advertising the event. The City of Salem posted the event on the City's website and Facebook and included it in Community Connection emails. City staff also sent emails to various boards, committees, and stakeholders who might be interested in the planning effort.

Meeting Format

The open house consisted of project orientation information, a brief presentation on project goals and parameters, the planning process, and what the project team hopes to learn from the community at the open house. There were also stations to capture input and highlight participant's ideas and comments about existing conditions, how they use downtown sidewalks and public spaces, and the community's vision for an improved future streetscape downtown.



Station 1: Welcome and Sign-in

Attendees were welcomed by staff and given a comment form to use as they visited stations.

Station 2: Background

Displays provided an overview of the purpose of the plan, study area map and scope of the streetscape area, the benefits of streetscape improvements, and the project process and schedule.

Station 3: Future Downtown Sidewalks and Spaces

Project goals were shared in a graphical poster. Attendees were asked to describe how they hoped to describe the downtown's public spaces and sidewalks 10 years from now. Attendees added their own vision for the future in words and graphics on the poster.

Station 4: Places and Ideas Map Exercise

The station had several maps of the study area and attendees were asked to use the coded stickers to show:

- The heart of downtown (heart)
- Destinations (star) indicating what they like about downtown and what brings them there
- Idea or opportunity areas (lightbulbs)
- Entrances (front door) to downtown

Attendees were also asked to draw sidewalk routes they currently use and encouraged to describe ideas and notes on the map.

Station 5: What do you like about today's downtown sidewalks?

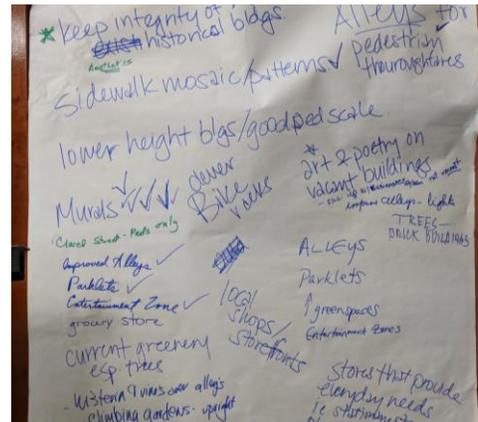
The station consisted of image boards of existing downtown Salem locations and streetscape elements, a map of the study area, and a blank flip chart for notes. The purpose of the station was to find out what existing character or elements were important to the community and should be preserved or enhanced.

Station 6: What types of streetscape amenities do you like?

The station consisted of image boards of various amenities, treatments, and improvements that may be appealing. The project team asked participants to indicate favorite elements with dots and add notes or ideas on the flipchart.

Station 7: Video Booth

Attendees were invited to share stories and describe their future downtown Salem experience on video. A video summary was created after the meeting.



Key Themes

The following is a summary of themes or recurring comments from discussions at the open house or from the review of comments on forms and flipcharts. The individual comment form responses and verbatim comments from flipcharts at the meeting are found in the Appendix of this document.

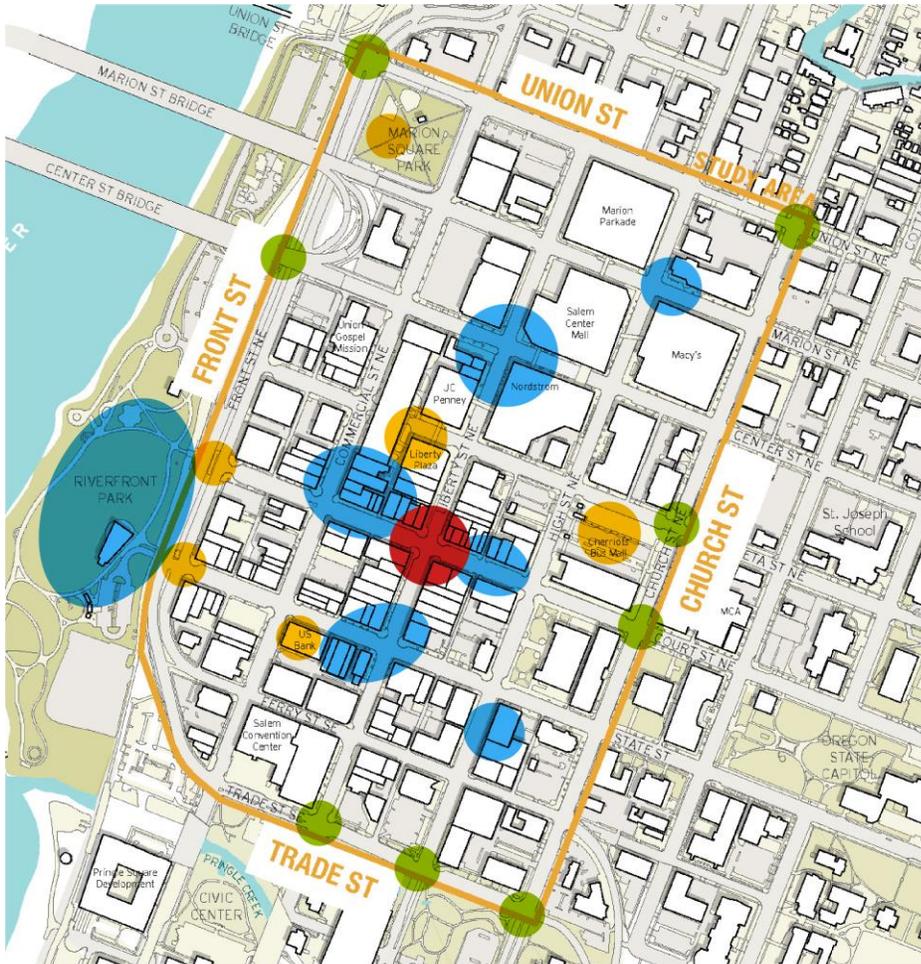
Input from all stations

- Capture and maintain the historic feel and uniqueness of downtown Salem. Many participants agreed to strengthening and supporting what's already in downtown and connecting existing energy and activity.
- Support a thriving downtown business community that is active all hours year-round.
- Create safe access for all types of pedestrians and bicyclists and including ADA accessibility.
- Welcome diversity and culture to downtown and promote active uses and entertainment for both tourists and residents.
- Create a unified identity with consistent branding and aesthetics, including using durable and quality materials.
- Access to Riverfront Park is difficult. Front Street is seen as a barrier to safe, easy, pedestrian-friendly access to the park.
- Trees, plants, green spaces, and buffers between sidewalks and traffic lanes are amenities that attendees favored in particular.
- Other favorable amenities include lighting, public restrooms, and murals or other types of art work particularly on blank walls, parking structures, or vacant buildings.
- Utilize alleyways for vibrant public spaces for art and events with landscaping improvements. [Note: a redesign of alleyways is out of the scope of this plan.]
- Prioritize pedestrian space over traffic lanes. Many advocated for reducing traffic lanes or traffic calming measures and creating wider sidewalks for multiple active uses such as outdoor dining, seating, greenery, activities, and public art. [Note: reducing travel lanes is out of the scope of this plan.]

Input from Map Exercise

- Most participants identified the intersection of Court Street and Liberty Street as the “heart” of downtown.
- Many participants identified areas adjacent to the heart of downtown along Court Street as destination areas, including the intersection of State Street and Liberty Street.
- The Mall area was also seen as a destination, but not as frequently identified compared to other destinations.
- Although outside of the study area, Riverfront Park was identified as a major destination that should be easily accessible for pedestrians to and from Downtown.
- Participants identified the Cherriots Bus Mall (and Farmers Market) as a possible family-friendly activity space.

- Several areas were identified as key entrance points into downtown such as along Trade Street, Church Street between Court Street and Chemeketa Street, the corner of Union Street and Church Street, Center Street Bridge, and the corner of Union Street and Front Street.



This map shows the combined results from multiple map exercises for the purpose of providing a general overview.

LEGEND

- Where the "heart" of downtown is
- Where you go when you are downtown
- What ideas you have for specific locations
- Where you enter the downtown project area

COMPILED RESULTS FROM MAP EXERCISE

November 30, 2017 - Kickoff Open House

All of the comments from the open house will be reviewed by the project team as they begin developing concepts for improvements to downtown streetscapes. An online open house with comment form is located on the City's website until December 22nd to collect feedback from those unable to attend the kickoff open house. In January, focus group meetings on specific interest areas identified at the open house will be held. The next open house on streetscape concepts is scheduled for February 13.

The following pages include the comments from forms, maps, flipcharts, and other displays at the open house.

Appendix A

1. *Comment form responses*
2. *Map exercise results*
3. *General notes from map exercise*
4. *Imagine the Future Poster*
5. *What do you like about today's Downtown?*
6. *What types of streetscape amenities do you like?*
7. *Flipchart notes from stations*

1. Comment form responses



DOWNTOWN SALEM STREETSCAPE PLAN

Open House Comment Form – November 30, 2017

Thanks for attending.

Please visit the information stations, talk to staff, and add your input on the graphics and maps in the room. You may add additional thoughts on this form. An online open house with comment form is also available on the website through December 22nd: www.cityofsalem.net/downtown

Name (business name, if applicable): _____

Email: (Provide if you wish to be added to the interested parties list.) _____

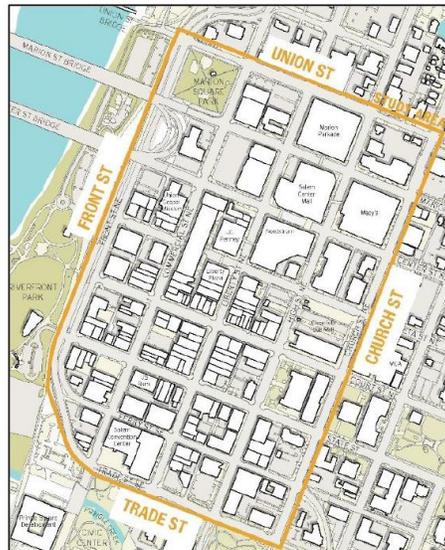
Would you be interested in attending an in-person discussion group in January? If so, which topics might be of interest to you? (Check all that apply.)

- Trees and landscaping
- Business considerations
- Lighting & safety
- Signage & interpretation
- Connecting places
- Street furniture and materials
- Art Gathering and event spaces
- Walking tour
- Other: _____

Imagine downtown in 10 years. How do you hope to describe the public spaces and sidewalks of downtown in the future? What will be successful about downtown's sidewalks in the future?

What other downtowns do you like? What features do these other downtowns have that you wish downtown Salem had?

Add your comments to the maps in the room or use this form to share location-specific ideas or opportunities you have for our downtown sidewalks.



For More Information, contact Sheri Wahrgren
503-540-2495 / swahrgren@cityofsalem.net
www.cityofsalem.net/downtown

Comment Card ID	Imagine downtown in 10 years. How do you hope to describe the public spaces and sidewalks of downtown in the future? What will be successful about downtown's sidewalks in the future?	What other downtowns do you like? What features do these other downtowns have that you wish downtown Salem had?	Add your comments to the maps in the room or use this form to share location-specific ideas or opportunities you have for our downtown sidewalks.	Other Comments
1	Representative of the state. Salem is the hub for all things Oregon. We want to be considered "the most Oregon part of Oregon." Capture history and business development in one vibe.	Salem should be unique from others in the sense that no other city should represent Oregonians like we do.		
2	*Lively - well used by visitors and an increase in downtown residents *consistent brand *Historic & Unique *Wider Sidewalks less lanes of traffic through middle of downtown *Elevated tourist destination	More dense & compact - less highway through downtown feel (i.e. road diet traffic calming). Easier more family friendly flow to riverfront bike bed friendly.		
3	More green spaces - better sign restrictions. Historical preservation - smart business development. Involve the entire downtown business community, not just a few.	Things to do. First Wednesdays done right. Business involvement by everyone not just a few. Vibrant community involving everyone.		
4	Pedestrian friendly - tree-shaded wide sidewalks - less traffic, more walking downtown. More trees.	Would love to see more "pedestrianized" streets with no traffic during key times of day.	[Marked intersections on Front St at State and Court] More pedestrian friendly crossing into Riverfront Park, cars are moving too fast on Front Street; it feels very unsafe.	
5	North side of bus mall has year-round outdoor market.	European cities have good downtowns, especially those in Netherlands.		
6	Clean, quiet and accessible	Portland, Keizer Station		

Comment Card ID	Imagine downtown in 10 years. How do you hope to describe the public spaces and sidewalks of downtown in the future? What will be successful about downtown's sidewalks in the future?	What other downtowns do you like? What features do these other downtowns have that you wish downtown Salem had?	Add your comments to the maps in the room or use this form to share location-specific ideas or opportunities you have for our downtown sidewalks.	Other Comments
7	Vibrant. Living. Bustling. Thriving independent business community. Unique to Salem.	Ann Arbor, Michigan. Denver. More trees or fewer but larger trees. Consistent planters full of seasonal flowers. Restaurants using the sidewalks for seating. Pedestrian friendly.		
8	Access, "cozy" spaces to gather with friends	Eugene - off street accessible parking is dispersed around downtown.		Notes under "other topics". More accessible parking that doesn't require wheelchair user to roll in street (traffic) to get to sidewalk. I seldom visit businesses south of Court. Too far from safe off-street parking.
9	Wide sidewalks, trees, lighting and furnishings strategically placed in a consistent manner to allow amply walking room. Would like to see a block section at an end street where people can gather in the evenings near restaurants, upscale bars. Good connection points from State, Court to Riverfront Park, also Union St.	Silverton, McMinnville, Old Bend - building fronts have consistency in look, clean, well lit.		
10	More amplified, greener and schematic to welcome people to go in.	Portland, Bend. Entertainment district, more interactive and welcoming nightlife economy.	[Marked near mall (between State and Chemeketa)] Entertainment district - like Portland, close off for walkable area, no cars! More fluidity between businesses and connection to nightlife community.	

Comment Card ID	Imagine downtown in 10 years. How do you hope to describe the public spaces and sidewalks of downtown in the future? What will be successful about downtown's sidewalks in the future?	What other downtowns do you like? What features do these other downtowns have that you wish downtown Salem had?	Add your comments to the maps in the room or use this form to share location-specific ideas or opportunities you have for our downtown sidewalks.	Other Comments
11	They link vital, exciting businesses and recreational areas.	Build on the fine parts of Salem. Pattern Salem on Salem. Salem already has authenticity.		Use materials with long, life cycle. Don't use materials that will need to be replaced in 20-30 years (i.e. concrete pavers). Upgrade infrastructure before paving and furnishing. Add some hotels and visitor amenities. Preserve and restore historical buildings, use materials that fit this context.
12	As with my description below, I would love to see a focus on Salem's history and historical buildings combined with a vibrant pedestrian-friendly environment.	Denver (pedestrian mall area); *Charleston, SC (History!!!); *Portland, ME *This and Charleston have especially combined the city's past with a vibrant pedestrian-friendly energy.		
13	Kept repaired	Like Albany, promote preservation of architecture and vintage houses/homes		
14	Lots and trees and plants		[Marked near mall] Playground - closer to the mall and movie theater	
15	Possibly share some side walks with Bikes if not make streets safer for bikes.	I wish Salem would follow the consensus of the majority instead of the back room decisions made by few!		Make all sidewalks free of homeless people. Make safe, life, sidewalks covered in rain or snow. Use sidewalks for bike's because there is NO bike friendly grid in downtown!

Comment Card ID	Imagine downtown in 10 years. How do you hope to describe the public spaces and sidewalks of downtown in the future? What will be successful about downtown's sidewalks in the future?	What other downtowns do you like? What features do these other downtowns have that you wish downtown Salem had?	Add your comments to the maps in the room or use this form to share location-specific ideas or opportunities you have for our downtown sidewalks.	Other Comments
16	Open space with a trolley serving downtown as a circulator	Santa Fe, Town center; McMinnville, OR 3rd Street core is quaint.		
17	People downtown: living, shopping, being entertained	Portland - good transportation, restaurants, public engagement. London - excelling transportations and many places of interest - of course it is much older and larger.		We have meals downtown at least 2 times a week and often shop downtown - although when I was given a parking ticket - which wasn't deserved it caused me to go to Fred Myers to buy my wife's anniversary present and a loss of \$1000+ to the downtown jewelry store.
18	Classy, navigable, lively, diverse cultures and events are represented that support businesses and residents.	Palo Alto, CA; Mountain View, CA; McMinnville, OR; Carmel, CA; Sedona AZ; San Antonio, TX		
20	Lively and busy. Retail and restaurants with indoor/outdoor transitions. Renovated historical buildings they are still "historical" in looks and feel. Plenty of parking.	Bend, OR; Austin, TX, Colorado Springs, CO; Plano TX; Boise, ID; Pittsburg, PA, Greenville, SC; Alexandria, VA		I wish Salem had a full-time market like Granville Island or Pike Place Market -- make it a MERCADO to make it unique. A wine-tasting destination to sample Willamette Valley Wines.
21	Active! Full of people a all hours. A tourist destination.	Downtown Vancouver, CA is terrific. Pasadena, CA. Barcelona!!!		
22	Wider sidewalks. Safer walking and biking for all ages.	Boise, ID - more outdoor seating. Missoula, MT - Buffered bike lanes		
23	Well-landscaped, attractive, functional for visitors, residents and businesses	Portland, Sacramento, Tucson		
24	Clean, refreshing, visually appealing "polished"			

Comment Card ID	Imagine downtown in 10 years. How do you hope to describe the public spaces and sidewalks of downtown in the future? What will be successful about downtown's sidewalks in the future?	What other downtowns do you like? What features do these other downtowns have that you wish downtown Salem had?	Add your comments to the maps in the room or use this form to share location-specific ideas or opportunities you have for our downtown sidewalks.	Other Comments
25	Walkable with plenty of trees and plants. More "head in" parking if possible.			I think Salem should consider reducing number of traffic lanes on certain streets, and explore two-way traffic downtown.
26	They will be wider and more people-friendly, because multi-lane one-way streets will have been converted to two-lane, two-way streets.	Sisters, Oregon - delightful downtown. Sisters has clean, well-maintained public restrooms in heart of downtown. The two-lane, two-way streets make it people friendly.		
27	Climbing gardens that are vertical to enhance oxygen and beauty and maintain walking space.	Geneva, Switzerland - beautiful plantings and public art. Rome, Italy and Tripoli - wide boulevards and tree plantings on boulevards for summer screening.		
28	Places to eat. Keeping side walks clean. Kinda hard to imagine in 10 years.	Centralia, WA. Bernal Heights neighborhood San Francisco. Flowers.		I like ideas of parking at Wallace. Park and walking to downtown. Walking tours are good progressive coffee walks!
29	Wide sidewalks that allow space for restaurant seating without interfering with pedestrian walkability. Welcoming to diverse people (artwork, activity, family)	Portland, Maine- brick paved streets and sidewalks Anchorage, Alaska - wide sidewalks and running routes/biking routes		*Improvements to Marion Square Park - very "sketchy" area, currently. *More easy access to Riverfront Park. *Shops that are inviting to people downtown (grocery store) *Well lit areas throughout all of Salem (such as alleyways)

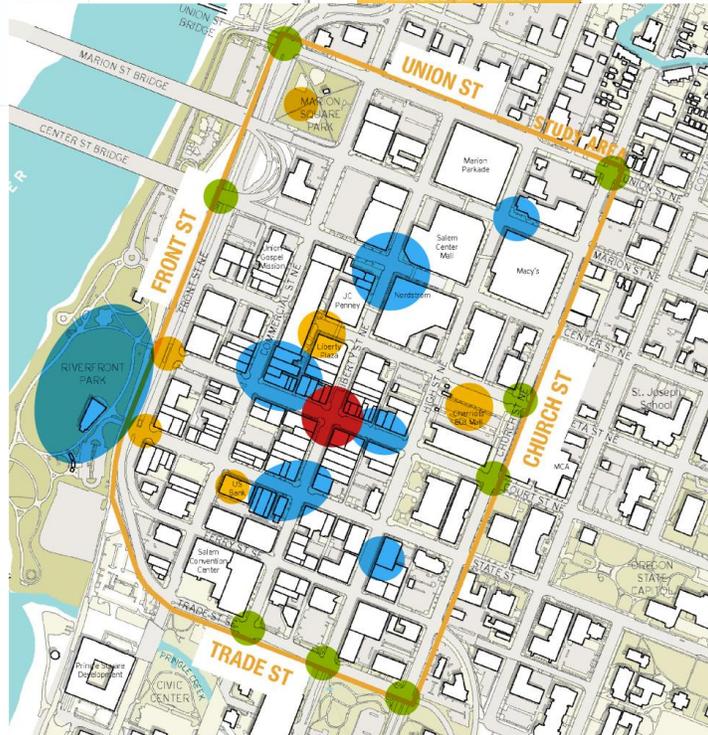
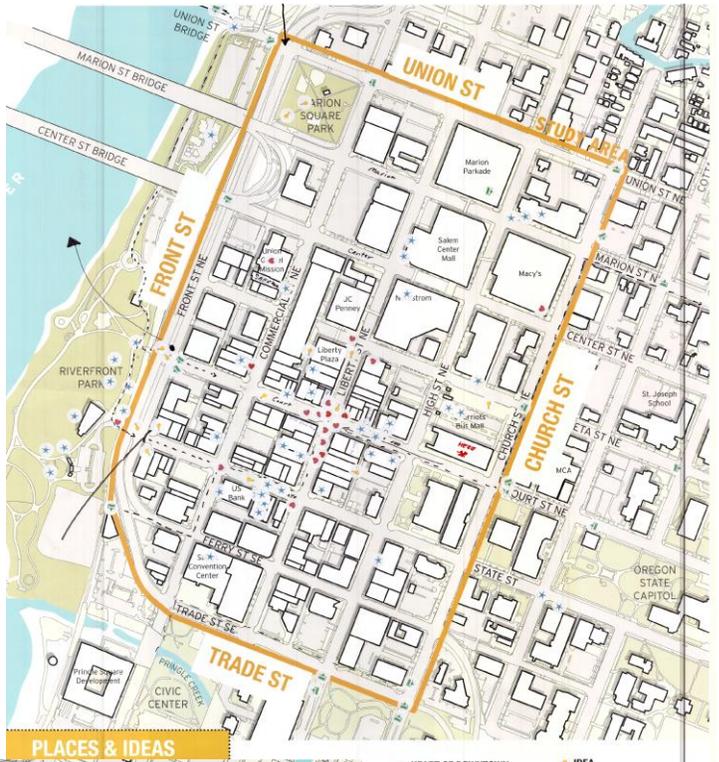
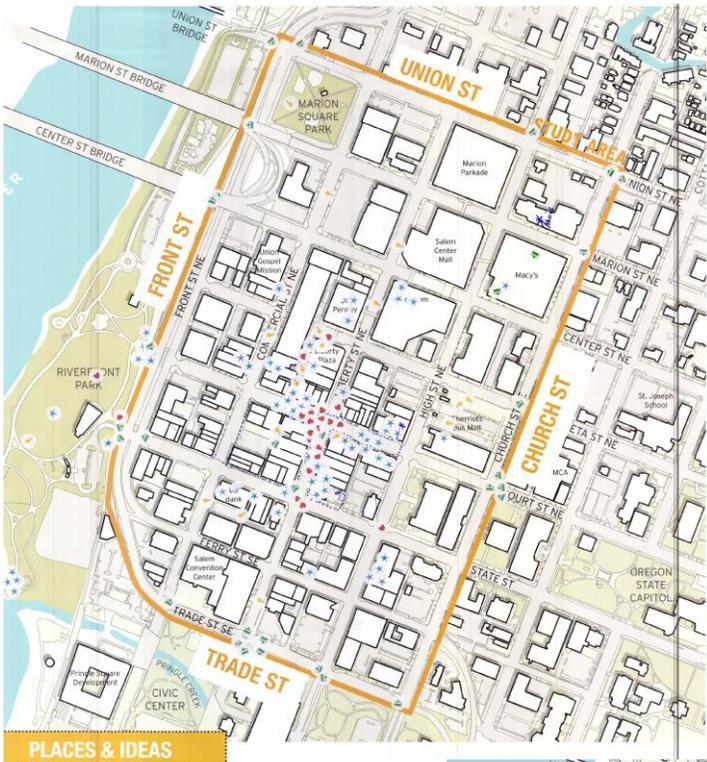
Comment Card ID	Imagine downtown in 10 years. How do you hope to describe the public spaces and sidewalks of downtown in the future? What will be successful about downtown's sidewalks in the future?	What other downtowns do you like? What features do these other downtowns have that you wish downtown Salem had?	Add your comments to the maps in the room or use this form to share location-specific ideas or opportunities you have for our downtown sidewalks.	Other Comments
30	Wide sidewalks with lots of greenery, color from art and murals, people of all ages and backgrounds walking, jogging, eating, etc.	Portland, Seattle, Bend - food cart pods, thriving businesses, clean streets, but no lack of culture.		I live downtown and am not an avid runner, but I wish I saw more people out and about in the blocks closest to the Riverfront Park. Empty buildings are such an eyesore! I would love to see thriving businesses in these gorgeous historic buildings closest to the river.
31	Walkable, vibrant, a must-see	I love store fronts in Portland with garage doors or large windows that open to the public.		
32	Inviting and comfortable -good lighting and shelter from rain. Lots of outdoor tables/ living rooms. Additional art, murals, sculptures to draw eye and create interest.	Asheville, NC - historic buildings; sculpture walk; parking on outskirts of downtown; lots of art galleries, small cozy public spaces, on-street markets. Vancouver, BC - very walkable, lots of public squares in unexpected places		
33	All have coverings/ awnings. Clean with flowers, shrubs, good lighting. Many outdoor seating/restaurant/ music or good street entertainment.			
34	Pride in our city! Greenery, places to sit and gather as a community.	Denver, CO (streets designed with a plan) St. Augustine, FL (lots of greenery)		Emergency blue lights found on college campuses in dark areas of downtown (Riverfront, Marion Sq. Park, bus station).

Comment Card ID	Imagine downtown in 10 years. How do you hope to describe the public spaces and sidewalks of downtown in the future? What will be successful about downtown's sidewalks in the future?	What other downtowns do you like? What features do these other downtowns have that you wish downtown Salem had?	Add your comments to the maps in the room or use this form to share location-specific ideas or opportunities you have for our downtown sidewalks.	Other Comments
35	Easily Accessible by all modes of transportation - can bus bike pedestrian successful-pleasing to the eye, welcoming. Deterring homelessness.	Corvallis, OR - cozy, outdoor seating, public gathering place, room for bike bus cars and pedestrians.		
36	Link river walk to the new bridge. More sidewalk restaurants, more people from State offices and Willamette U. Less, less traffic on Front St. and connection and Riverfront Park improved tradition of busking and Street Theater. More high school students. A new YMCA in its current location.	Streets that help reveal the history of downtown streets with evergreen/native plants and bioswales.		I would like to see more action in the upstairs sections above the current businesses - these spaces look derelict and often unused. Streets with softer lighting.
37	Safe, pedestrian friendly city and pet friendly. Having multiple departments work together to build, maintain water is implemented.	Greenville, SC implements natural features into downtown core. Minneapolis, MN - the connection bike trails to different burrows. Dunedin, FL - They have a nice grassy park and effective pedestrian bike path, etc. Sioux Falls, SD - They did an awesome job maintaining historical buildings, etc.	[Circled Front and Ferry St intersection] Add areas of grass for dogs to go to the bathroom throughout the downtown area. More pedestrian friendly walkways (connecting buildings maybe). Recommend adding direction of traffic on maps for citizens to better ID trouble crossing areas.	
38	Music/art in the streets - things open in the evening, not just bars.	NO site/lie down ban!!! Don't try it, it will meet with opposition.	[Marked at Court and Front intersection] Pedestrian Bridge (for bikes too)	
39	Consistent, not cluttered, safe, paving way finding show off the art, tree	Bozeman, MT; Sheridan, WY; Boise/Core de Lane, ID; Portland (Pearl Dist.); Austin, TX	[Marked a perimeter around Commercial, Marion, High Street]	
41	Pedestrian friendly - green!			

Comment Card ID	Imagine downtown in 10 years. How do you hope to describe the public spaces and sidewalks of downtown in the future? What will be successful about downtown's sidewalks in the future?	What other downtowns do you like? What features do these other downtowns have that you wish downtown Salem had?	Add your comments to the maps in the room or use this form to share location-specific ideas or opportunities you have for our downtown sidewalks.	Other Comments
42	Vibrant, safe, happy places that allow for all modes to coexist. Plantings, low lighting, benches, parklets - fostering community	Olympia, WA; Florence, OR (Nye); Shelbourne, VT; Astoria, OR; Middlebury, VT		
43	All of the topics above	Marion County of California (Fairfax, San Rafael, San Anselmo, Mill Valley, Tiburon, etc.)		Still new in town but will update.
44	Greenery sustainability - eco-minded for stormwater, green roofs, solar or energy efficient lighting. High end green store - co-op.	McMinnville and Brownsville - seem intimate, green, boutique and unique		
45	1. Trees/ green2. Clear and safe of obstacles and illegal advertising3. Consistent aesthetics - a theme not a hodgepodge.	McMinnville- treesSisters - unifying themeBoth fewer tacky signboards	1) all corners: make crosswalks FUN and more visible - paint/colors/ etc.2) Most Americans do not use public benches - if you add benches, don't make them inviting as beds (divide seats) - benches low priority3) What I like least about downtown: horrid sandwich board advertising and flags - sidewalks are like a slalom course) - esp. Liberty4. No side of Chemeketa between Church and High - small children's playground - 2 or 3 pieces of equipment.	
46	More pedestrian-friendly emphasis; good accessibility for people that use wheelchairs; a unifying sense of downtown; less vagrants	I like downtowns in small/medium-size towns like Corvallis. I wish downtown Salem had fewer cars - especially ones that back-up traffic on Commercial and Ferry - it encourages cars to run red lights. I love outdoor dining and seating.		I am delighted that the Union Gospel Mission is being relocated. The area under the bridges and the sidewalks around Marion Square Park is scary.

Comment	Imagine downtown in 10 years.	What other downtowns do you	Add your comments to the maps in	Other Comments
Card ID	How do you hope to describe the public spaces and sidewalks of downtown in the future? What will be successful about downtown's sidewalks in the future?	like? What features do these other downtowns have that you wish downtown Salem had?	the room or use this form to share location-specific ideas or opportunities you have for our downtown sidewalks.	
47	Greenery and gathering locations Green/eco building and integration.	Boulder, CO - lively and fun		
48			[Marked at Commercial and Chemeketa intersection] Keep Saffrons Handmade downtown.	Be mindful of light pollution and the quality of illumination - subdued, not Ikea LEDs.

2. Map exercise results



- HEART OF DOWNTOWN
- IDEA
- DESTINATION
- FRONT DOOR
- WALKING ROUTES

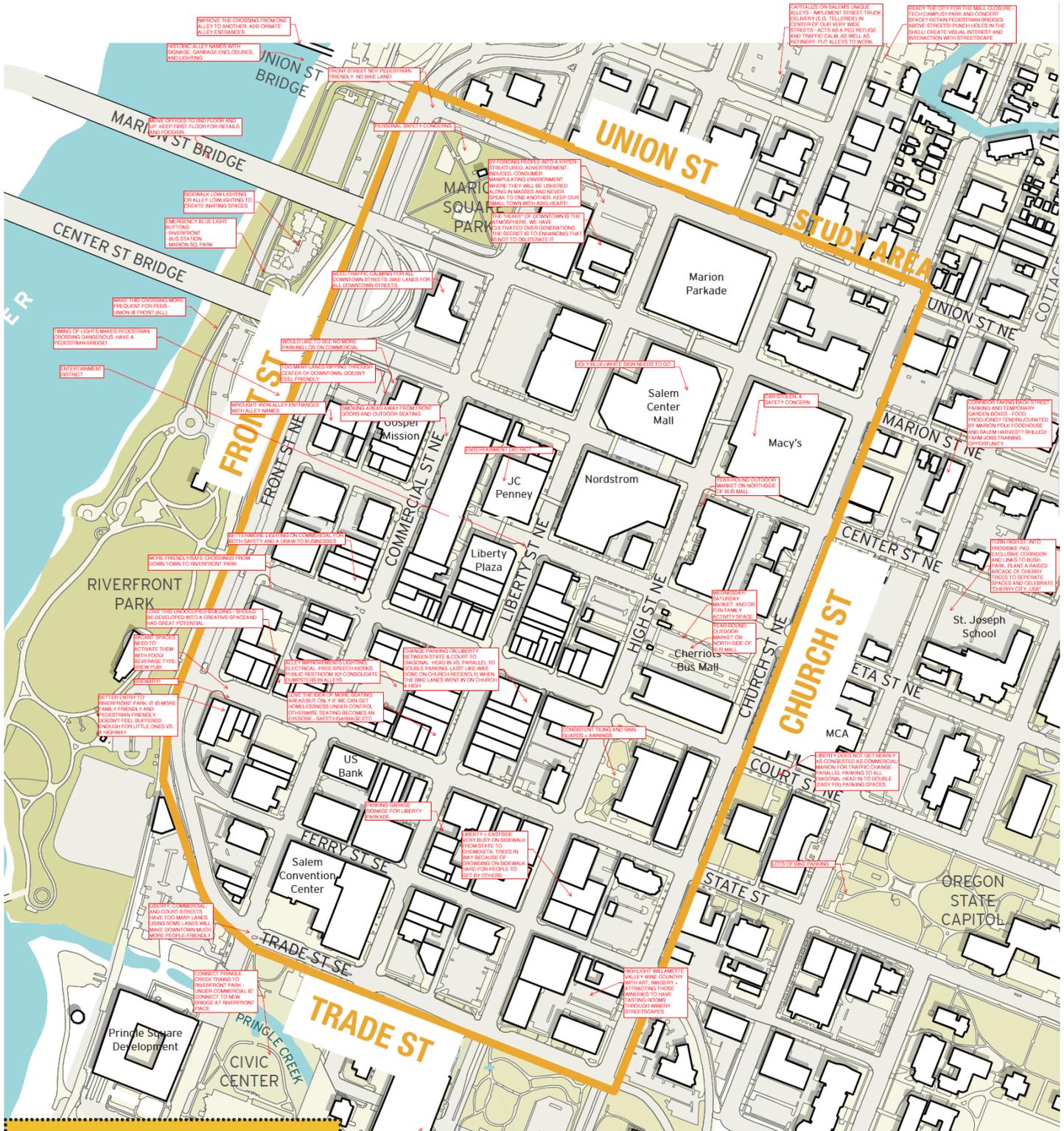
- LEGEND**
- Where the "heart" of downtown is
 - What ideas you have for specific locations
 - Where you go when you are downtown
 - Where you enter the downtown project area

COMPILED RESULTS FROM MAP EXERCISE
November 30, 2017 - Kickoff Open House

3. General notes from map exercise

- Entertainment district
- Year-round outdoor market on north side of bus mall
- Highlight willamette valley wine country with art, imagery + attracting those wineries to have tasting rooms through winery streetscapes
- Lots of bike parking
- Liberty does not get nearly as congested as commercial/marion for traffic change parallel parking to all diagonal head in to double (easy fix) parking spaces
- Consistent tiling and rain guards + awnings
- Connect pringle creek trains to riverfront park - under commercial ie' connect to new bridge at riverfront piace
- Liberty, commercial, and court streets have too many lanes. Using some lanes will make downtown much more people-friendly
- Car stolen, a safety concern
- Personal safety concerns
- Front street not pedestrian friendly. No bike lane!
- Improve the crossing from one alley to another. Add ornate alley entrances
- Historic alley names with signage, garbage enclosures, and lighting
- Move offices to 2nd floor and up. Keep first floor for retails and food/dr.
- Timing of lights makes pedestrian crossing dangerous. Have a pedestrian bridge!
- By forcing people into a hyper-structured, advertisement-induced, consumer manipulating environment where they will be ushered along in masses and never speak to one another. Keep our small town with a big heart!
- The "heart" of downtown is the atmosphere. We have cultivated over generations. The secret is to enhancing that is not to obliterate it
- Vacant spaces need to activate them with food/beverage type. Brew pub!
- Brewery!
- Add back end parking
- Liberty + eastside very busy on sidewalk from state to chemeketa. Trees in way because of crowding on sidewalk hard for people to get by others
- Parking garage signage for liberty parkade
- Wednesday/saturday market. And or fun family activity space
- Year-round outdoor market on northside of bus mall
- Turn high st. Into pros/bike pad exclusive corridor and links to bush park. Plant a raised arcade of cherry trees to separete spaces and celebrate "cherry city, usa"
- Corridor taking back street parking and temporary garden boxes - food producing? Tendril/curated by marion polk foodhouse and salem harvest? Skilled/farm jobs training opportunity
- Change parking on liberty between state & court to diagonal head in vs. Parallel to double parking. (just like was done on church recently) when the bike lanes went in on church & high
- Love the idea of more seating areas but only if we can get homelessness under control otherwise seating becomes an eyesore - safety/garbage etc
- Alley improvements lighting, electrical. Free speech kiosks. Public restroom x2! Consolidate dumpsters in alleys
- Love this unoccupied building - should be developed into a creative-spaceand has great potential
- Better entry to riverfront park. It is more family friendly and pedestrian friendly. Doesn't feel buffered enough for little ones vs. A highway
- Smoking areas away from front doors and outdoor seating
- Ugly blue+white sign needs to go
- More friendly/safe crossings from down town to riverfront park
- Better/more lighting on commercial for both safety and a draw to businesses
- Entertainment district

- Capitalize on salem's unique alleys - implement street-truck delivery (e.g. telleride) in center of our very wide streets - acts as a ped refuge and traffic calm, as well as refinery. Put alleys to work.
- Ready the city for the mall closure - tech campus? Park and concert space? Retain pedestrian bridges above streets! Punch holes in the shell! Create visual interest and interaction with streetscape
- Sidewalk low lighting or alley lowlighting to create inviting spaces
- Emergency blue light buttons
 - Riverfront
 - Bus station
 - Marion sq. Park
- Make this crossing more frequent for peds - union @ front (all)
- Need traffic calming for all downtown streets. Bike lanes for all downtown streets.
- Wrought iron alley entrances with alley names
- Too many lanes ripping through center of downtown. Doesn't feel friendly
- Would like to see no more parking lost on commercial



PLACES & IDEAS

HEART OF DOWNTOWN

IDEA

DESTINATION

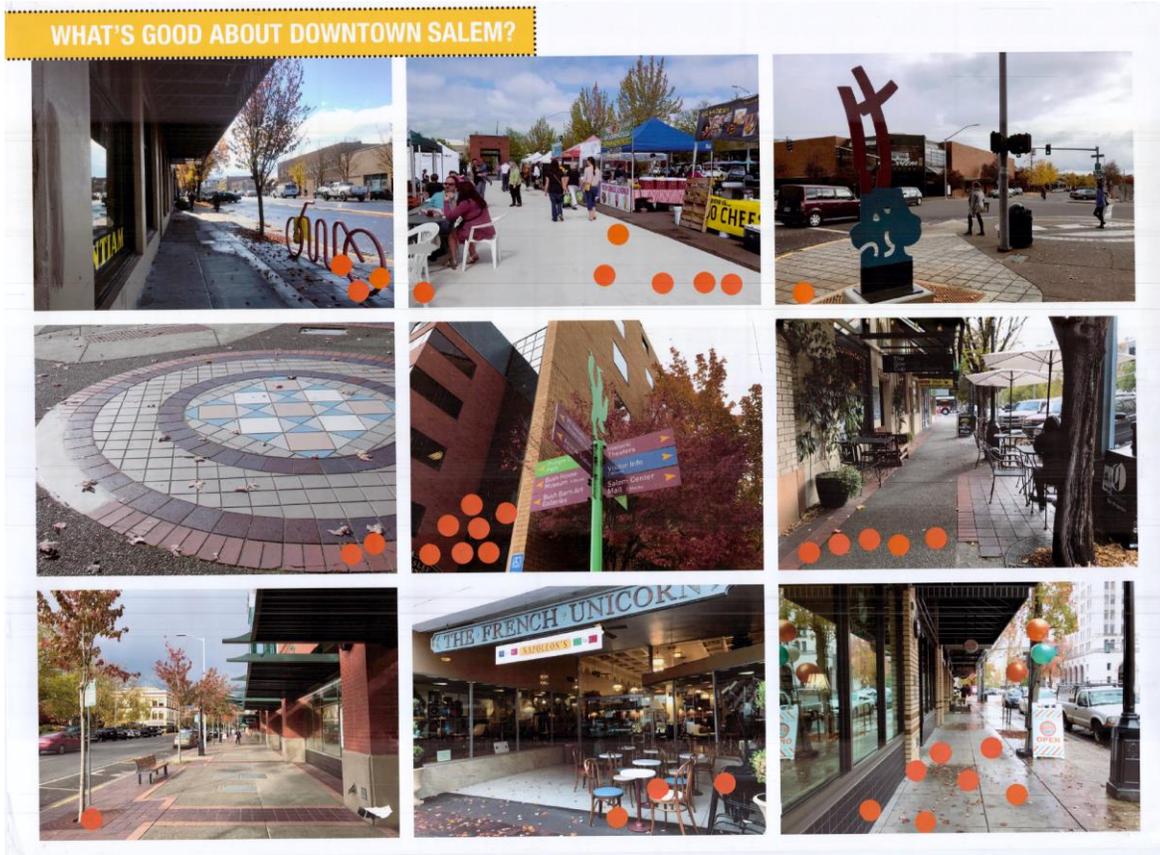
FRONT DOOR

WALKING ROUTES

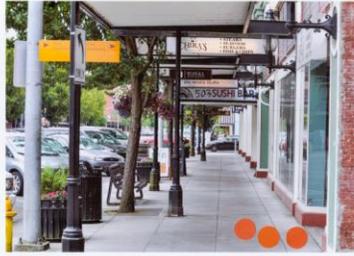
4. Imagine the Future Poster



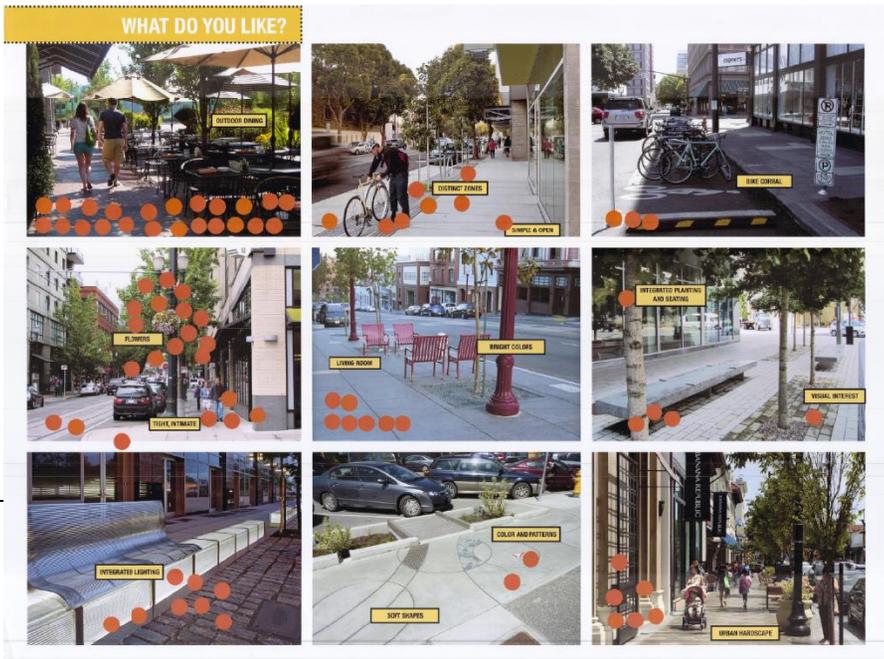
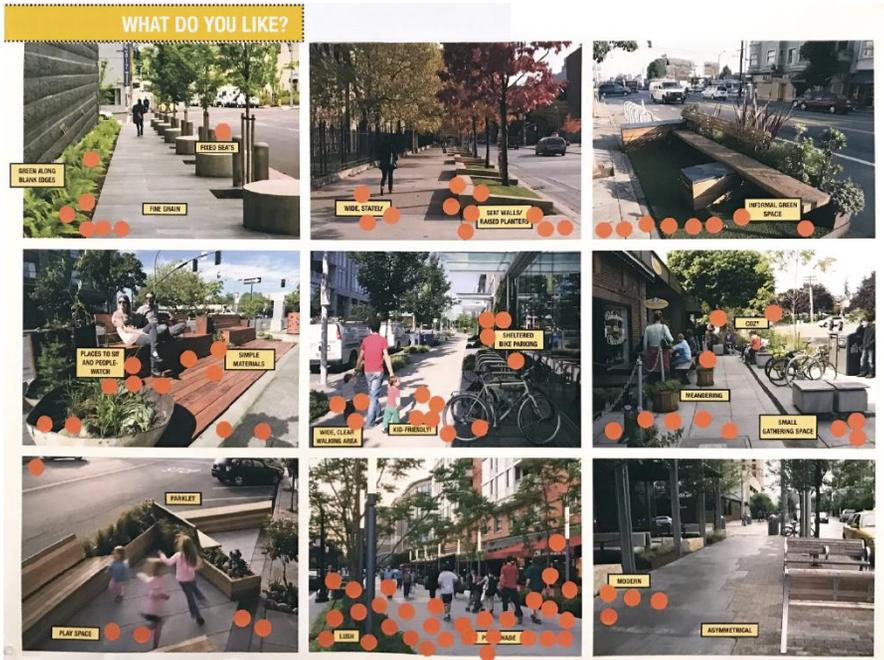
5. What do you like about today's downtown sidewalks?



WHAT'S GOOD ABOUT DOWNTOWN SALEM?



6. What types of streetscape amenities do you like?



7. Flip Chart Notes – The following comments were written at stations and refer to ideas for improvements or elements people like now about Salem. Individual participant’s comments may have been written down on multiple flipcharts as they visited different stations and talked with different team members.

Flipchart Sheet 1:

- Dynamic, flexible social seating (illustration on chart)
- Gathering space
- Street trees
- Glare in summertime
- Native plants – pollinator-friendly plants; seasonal change planting
- Other cities:
 - Boise, ID is what good looks like
 - Portland, Maine
 - Denver, Colorado
 - Charleston, SC
 - Pattern Salem on Salem
 - Sisters, OR
 - French Quarter
 - Savannah, Georgia
 - Grand Junction, Colorado
- Connect the energy spots
- Light pole banners
- Perm/ temp place for food trucks
- Remove 1 lane of traffic and widen sidewalks. Having wider sidewalks to allow outside seating at restaurants and still allow for pedestrians to walk without feeling crowded. Also allow for pedestrians to stop and talk and not be in the way.
- As a temporary “aside” to the whole “identifying role model cities” thing you’ve got going on here, I’d just like to say that there is nothing wrong with Downtown Salem!!! We have excellent culture. We have true heart. We have love for one another. We have lovely monuments, familiar faces, interesting artwork, INCREDIBLE BIODIVERSITY, exciting events, popular views, various shopping and dining opportunities and much more! WE DON’T WANT STREETScape. SPEND OUR MONEY ELSEWHERE!

Flipchart Sheet 2:

- Ornate alley entrances with unique alley names
- Improved aesthetic and green focused garbage enclosures
- Organize sidewalks
 - Space for strollers
 - Space for standing/talking
- Use alleyways – seating, heaters – great places for events – trees
- Trees!!!!
- Install deep root silva cell systems
- Green eco roofs!
- No concrete paver sidewalks – do not wear well
- Arts Walk – sculptures; trail with star or footprints
- History Trail – footprints in sidewalk leading to historic features with signage
- Murals on blank walls – even mini murals

Flipchart Sheet 3:

- Outdoor dining
- Wayfinding (aesthetically pleasing)
- Keep Integrity of historical buildings
- Alleys for pedestrian thoroughfares
- Sidewalk mosaic patterns
- Lower height buildings / good pedestrian scale
- Murals
- Clever bike racks
- Art and poetry on vacant buildings
 - Fill up with businesses then not vacant
- Improve alleys (light)
- Trees
- Brick buildings
- Closed street, peds only
- Improved alleys
- Parklets
- Entertainment zone
- Grocery store

- Current greenery, esp. trees
- Wisteria vines over alleys
- Upright climbing gardens
- Needle disposal
- Narcan distribution / raining at host and arches
- Homeless services available and funded
- Local shops / storefronts
- Stores that provide everyday needs i.e. stationary stores, plumbing, etc.

Flipchart Sheet 4:

- Consistency with sidewalks
- Business all open 7 days
- More bike parking
- Polished tiles / pavement
- Match uniqueness of historic city
- “Local District”
- Utilize Alleys
- Better connections to river
- Elevated, ADA, Ped bridge at court and front
- Pedestrian lowlighting
- Places for impromptu outdoor musicians to perform
- Tree and planters
- Parklets
- Outdoor dining
- Festivals
- Cautious and aware drivers
- Traffic calming on streets – center delivery lane?
- Small business district with consistent look and feel
- Light pole banners
- Local art / murals
- Alleyway art
- Find / reclaim green space
- Consistent dedicated transit and bike infrastructure
- Safe ped crossing
- Narrower streets
- No business signs in middle of sidewalk
- Public restroom facilities for homeless
- Infrastructure safety, the tiles are slick when wet

Flipchart Sheet 5:

- Easily cleaned, easily maintained materials (illustration on chart)
- Trees
- Outdoor dining
- Small business district with consistent look and feel
- Historic buildings
- Add murals to blank walls
- Traffic calming: add bulb-outs to reduce pedestrian crossing length
- More / better plantings around court house square
- Clear crosswalk markings
- Farmers markets
- Highlighting historical parts of town
- Beautify ugly parking structure facades
 - Provide incentives for private owners
- Love the vibe of DT – Keep historic elements
- Use / publicize the alleys
- Consistency
- Street trees with large planter boxes
 - Well maintained by city or contractor
- More pedestrian-friendly crossings to riverfront park
 - Slow down traffic on this section of Front street
- Quaint, historic, unique
- Farmers’ markets (Wednesday market in heart of downtown)
- Walkable
- Wide walkways
- Trees and planters
- Social gathering area