



URBAN RENEWAL AGENCY

Urban Development Department

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Downtown Advisory Board

Board Members

Aaron Terpening, Chair
Hillary Banks
Brad Compton
Chip Conrad
Ed Whipple
Vincenzo Meduri, Vice-Chair
Laurie Miller
Maria Palacio
Dana Vugteveen

City Staff

Sheri Wahrgren, Downtown Revitalization
Rebecca Ziegler, Project Manager
Jamie Corff, Project Coordinator
Anita Sandoval, Supervisor
www.cityofsalem.net

Next Meeting:

April 25, 2019

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Meeting Agenda

Thursday March 14, 2019
12 p.m. – 1:30 p.m.
UD Conference Room
350 Commercial St NE

1. Opening exercises
2. Approval of Agenda
3. Approval of Minutes
 - a. January 24, 2019
4. Public Comment
(Appearance of persons wishing to address the Board on any matter other than those which appear on this Agenda.)
5. Action Items –
 - a. 2019-2020 Downtown Parking Fund Budget Recommendation
 - b. 2019-2020 Riverfront Downtown Urban Renewal Budget Recommendation
6. Information Reports
 - a. Streetscape Design Update
 - b. What's Happening?
7. Adjournment

MINUTES

Downtown Advisory Board

Thursday, January 24, 2019–12:00 P.M.
Urban Development Conference Room
350 Commercial St NE

1. CALL TO ORDER

Call to Order and Roll Call: 12:00 PM

Roll Call: Hillary Banks; Brad Compton; Meduri; Laurie Miller; Maria Palacio; Aaron Terpening; Dana Vugteveen

Excused: Chip Conrad; Ronald Welter; Ed Whipple;

Staff: Anita Sandoval; Sheri Wahrgren; Jamie Corff; Clint Dameron

Guests: Linda Nishioka; Joshua Scott; Paul Gehlar; Troy Brynelson; Lamont D. Smith; Heather Cady; Sam and Maci Lapray; Russell Schutte

2. APPROVAL OF AGENDA

Motion: Move to approve the agenda for January 24; 2019; amended to remove 7c.

Motion by: Board Member Vugteveen

Seconded by: Board Member Miller

Action: Approved the agenda for January 24; 2019; as amended.

Vote: Aye: Unanimous **Motion PASSES**

3. APPROVAL OF MINUTES

Motion: Move to approve the Minutes from October 25; 2018; as presented.

Motion by: Board Member Vugteveen

Seconded by: Board Member Palacio

Action: Approved the Minutes from October 25; 2018; as presented.

Vote: Aye: Unanimous **Motion PASSES**

4. PUBLIC COMMENT on items not on the agenda –

Russell Schutte – Downtown Grant Criteria Questions

5. ACTION ITEMS –

a. Election of Officers

Motion: Nominate and appoint Aaron Terpening for Chair of the DAB

Motion by: Board Member Vugteveen

Seconded by: Board Member Palacio

Action: Approved nomination and appointment of Aaron Terpening for DAB Chair

Vote: Aye: Unanimous **Motion PASSES**

Motion: Nominate and appoint Vincenzo Meduri for Vice-Chair of the DAB

Motion by: Board Member Miller

Seconded by: Board Member Palacio

Action: Approved nomination and appointment of Vincenzo Meduri for Vice-DAB Chair

Vote: Aye: Unanimous **Motion PASSES**

b. February and March Meeting Schedule

Motion: Move to schedule additional DAB meetings for February 12 and March 14

Motion by: Board Member Vugteveen

Seconded by: Board Member Meduri

Action: Approved additional DAB Meetings for February 12 and March 14

Vote: Aye: Unanimous **Motion PASSES**

c. Strategic Action Plan Project Grant Program

Comments/Questions: Meduri; Palacio; Terpening; Vugteveen

Motion: Approve recommending to the Agency Board the approval of a Strategic Action Plan Project Grant Program

Motion by: Board Member Vugteveen

Seconded by: Board Member Meduri

Action: Approved recommending to the Agency Board the approval of a Strategic Action Plan Project Grant Program

Vote: Aye: Unanimous **Motion PASSES**

6. INFORMATION REPORTS

a. 260 State Street Proposed Development Overview – KOZ Development – Joshua Scott

See: Powerpoint attached presentation

Comments/Questions: Wahrgren; Miller; Terpening; Vugteveen

b. 195-197 Commercial Street SE Project Overview – Holman Riverfront Park Hotel – Lamont D. Smith

Comments/Questions: Wahrgren

c. Downtown Salem Streetscape Update – Sheri Wahrgren

Work Session: Feb 19 at 6 PM

Comments/Questions: Wahrgren; Meduri; Terpening

d. What's Happening Downtown

- i. Nordstrom – prospect pulled out
- ii. Wells Fargo Site – Pre-app on mixed use on that and the Diamond lot sites
- iii. Vacancy on Ground floor of Liberty Plaza
- iv. Isaac's cafe on corner of Commercial and Court now open
- v. Information requested on locating potential condos downtown
- vi. City has Saffron's and UGM under contract
- vii. Design on Riverfront Amphitheatre is underway
- viii. New Police Department foundation is proceeding

e. Homelessness update

- i. Reviewed recommendations from Task Force
- ii. Work session is scheduled for February 19 at 6 PM.

f. Downtown Grants Updates

7. ADJOURN - 1:18 p.m.

Next Meeting: February 12; 2019



MEMORANDUM

Urban Development Department

DATE: February 25, 2019
TO: Downtown Advisory Board
FROM: Sheri Wahrgren
SUBJECT: Chemeketa Parkade Sensor Project

At the February 9, 2017, Downtown Advisory Board meeting, staff presented parkade signage projects in response to the Board's request to enhance the visibility and usage of the parking garages in downtown and based on recommendations shared by Rick Williams (parking consultant) on how to increase the occupancy of the parking structures.

Two projects were proposed:

- Replace burgundy and gold parking signage with universal blue/white "P" signage as a way to identify the parking garages.

This project was completed in 2018 utilizing RDURA Streetscape Funds.

- Parkade Sensors – staff outlined an estimated cost in 2017 to implement a parkade sensor system that would display on the parkade entrance sign the number of parking spaces available for customers. The DAB supported funding of the initial project cost estimate of \$50,000 to put sensors in both Marion and Chemeketa parkades. Upon further research of sensor costs, the \$50,000 was not sufficient to cover the costs and the project was canceled.

During the implementation of the universal parkade signage project, staff continued to research options for parkade sensors. When fabricating parkade entrance signage for Chemeketa, the sign installed includes a location for a digital display for parking space availability if a sensor project was ever implemented.

After two years of research on parkade sensor systems, staff identified a system that could be implemented at Chemeketa Parkade for \$70,000. This would be the costs for installing sensors at each parking space, LED sign and sign install, prevailing wage and contingency. The system also requires a monthly operational cost of \$520 or \$6,240 annual cost that is proposed in the Parking Fund Budget.

Staff is recommending RDURA funding of parkade sensors in order to meet the goal of increasing parkade visibility and usage.

DOWNTOWN PARKING FUND
(170-64-30-10-00)
FY 2019-20

Department: Urban Development
Cost Center: Downtown Parking
Cost Center No: 64-30-10

DRAFT

		Budget FY 2018-19	Proposed FY 2019-20
<u>RESOURCES</u>			
Beginning Fund Balance		344,370	196,370
<u>Operating Revenues</u>			
Parking tax collections		428,880	410,570
Parking permits		670,930	642,730
Interest		10,000	7,500
Other revenue/bad debt recovery		5,000	3,500
<i>Total Operating Revenues</i>		<u>1,114,810</u>	<u>1,064,300</u>
TOTAL RESOURCES		<u><u>1,459,180</u></u>	<u><u>1,260,670</u></u>
<u>EXPENDITURES</u>			
<u>Regular Maintenance/Operation of Structures:</u>			
Insurance	631002	31,250	34,350
Electricity	631003	70,710	71,350
Routine maintenance - Chemeketa	631006	113,360	109,980
Routine maintenance - Liberty	631007	43,410	42,430
Routine maintenance - Marion	631008	77,790	89,210
Striping, meters, signage (Transportation)	631009	700	700
Landscape maintenance (Parks)	631010	500	500
Miscellaneous downtown repairs	631050	5,000	5,000
<i>Total Regular Maintenance and Operation</i>		<u>342,720</u>	<u>353,520</u>
<u>Maintenance of District:</u>			
Refuse disposal	631005	31,500	32,000
Refuse container maintenance/misc repairs	631005	860	610
<i>Total Maintenance of Parking District</i>		<u>32,360</u>	<u>32,610</u>
<u>Police</u>			
Police Services Provided Downtown	631077	323,860	340,020
<i>Total Police</i>		<u>323,860</u>	<u>340,020</u>
<u>Administration and Overhead</u>			
Administration and board support (Urban Development)	631000	51,940	53,890
Indirect Cost Allocation Plan	631001	165,130	199,950
Parking permit administration (Comm Development)	631051	67,600	66,060
<i>Total Administration and Overhead</i>		<u>284,670</u>	<u>319,900</u>
<u>Contracted Services</u>			
Parking management (downtown utilization surveys)	631042	-	-
Marketing and promotions	631100	25,890	-
Flower basket watering	-	11,470	-
Seasonal Banners	-	9,800	-
Parking Sensor Maintenance	-	-	5,000
Downtown Clean Team	631098	92,940	69,070
<i>Total Contracted Services</i>		<u>140,100</u>	<u>74,070</u>
<u>Bad Debt Write Off</u>			
	631086	35,000	35,000
<u>Capital Reserve Fund</u>			
	631099	100,000	-
Total Operating Expenditures		<u><u>1,258,710</u></u>	<u><u>1,155,120</u></u>
CONTINGENCIES		<u>200,470</u>	<u>105,550</u>
TOTAL EXPENDITURES		<u><u>1,459,180</u></u>	<u><u>1,260,670</u></u>
ENDING BALANCE		-	0



MEMORANDUM

Urban Development Department

DATE: February 28, 2019
TO: Downtown Advisory Board
FROM: Sheri Wahrgren
SUBJECT: Riverfront Downtown Project Updates

The following is an update on projects funded in previous fiscal years with Riverfront-Downtown Urban Renewal Funds that are not yet completed:

Union Street Bike Friendly Street Improvements

This project will design and construct bicycle friendly improvements to Union Street, from Commercial Street NE to 12th Street NE. RDURA funds will be used to fund portions of the project within the URA and leverage federal funds for portions outside of the boundaries. The project was originally identified in the Central Salem Mobility Study, completed in 2013. Project design has been initiated and survey work will begin later this spring. Right-of-way acquisition will occur in 2020 and construction is anticipated for summer of 2021. Questions can be directed to Michael Miller, Sr. Project Manager.

Police Facility Project

Construction began in November. Foundation work is underway and will continue through March. Walls and columns will begin to be constructed during this time. Concrete decks followed by exterior walls will continue through 2019. Interior construction will begin this summer. Move-in for the Police Department is still planned for September 2020.

High Speed Wi-Fi/Broadband Feasibility Study

One of the projects identified through the development of the City of Salem Strategic Plan was the consideration of establishing City-provided/initiated broadband and/or free Wi-Fi in downtown Salem in order to achieve various economic and social benefits. A consultant was selected in January to complete a market and comprehensive feasibility analysis that will assess business models for service delivery and recommendations to inform City decisions regarding the design, implementation, and operation. The Study is scheduled for completion in September 2019.

Alley Improvements

A project identified to enhance the vibrancy and safety of an alley was improved lighting. A pilot project was created to investigate options to increase lighting in the alley between Chemeketa/Court Streets and Commercial/Liberty Streets. A lighting system that strings lights from wires/poles was identified as the most feasible based on the constraints for alley projects. The scope for this lighting project is out to bid and if

financially feasible, will be implemented by the end of July 2019. If the pilot project is feasible, the goal would be to replicate the lighting concept in additional alleys in downtown.

North Block

The North Block of the Transit Mall was identified as an opportunity location for a year-round farmers market. In 2018 the Wednesday Market negotiated a lease to utilize the North Block as the location for the Wednesday Market.

To date, a preliminary design concept that included a phased approach to enhancing the current plaza area, was shared with the County. This year a consultant is developing cost estimates for a permanent farmers market building structure that will be used to determine the financial feasibility of moving a project forward for funding consideration in FY 2020-2021 and continued conversations with Marion County and Transit Board.

State Street One Way to Two Way Conversion

The Central Salem Mobility Study identified the conversion of State Street to two-way. They also identified the conversion of Court Street from one-way to two-way as a recommendation. These projects will be incorporated into the Streetscape project for these areas in order to coordinate projects and minimize business disruption.

Dual Turn Lane

The Central Salem Mobility Study identified several locations in downtown to remove one lane of traffic where there are dual lanes and to incorporate curb extensions to reduce the pedestrian distance between blocks to improve safety. With the exception of removing one of the lanes on Ferry Street by the Salem Convention Center and making striping changes on Liberty between Center/Marion Streets for safety issues, the other curb extensions and lane improvements will be completed in conjunction with Streetscape projects.

**RIVERFRONT/DOWNTOWN REVENUE AND EXPENDITURES
DRAFT REVENUE AND EXPENDITURE PROJECTIONS**

<u>CONSTRUCTION FUND</u>		Actual	Adjusted	Projected	Projected
		FY 17-18	FY 18-19	FY 18-19	FY 19-20
<u>RESOURCES</u>					
Beginning Fund Balance		10,794,409	15,250,228	15,250,228	16,541,573
Short Term Bond Proceeds		6,500,000	7,000,000	7,000,000	7,000,000
Principal and Interest on Commercial Loans		49,723	55,932	55,932	49,720
Interest Income		135,727	225,000	225,000	75,000
Receipt of TOT Funds for Marketing		289,220	294,210	294,210	300,090
Transfer of reserves no longer required		613,000	548,100	548,100	-
Other		6,961	-	-	-
Total Resources		18,389,040	23,373,470	23,373,470	23,966,383
<u>EXPENDITURES</u>					
Project Coordination/Support	682000	299,704	375,380	375,380	441,420
Indirect Cost Allocation Plan	682000	56,940	43,170	43,170	48,800
Toolbox Loan Program - Carryover	multiple	-	544,000	449,500	94,500 ¹⁾
Toolbox Loan Program - New Allocation	multiple	-	-	-	-
Toolbox Grant Program - Carryover	682018	1,791,186	4,653,610	2,000,000	5,653,610 ¹⁾
Strategic Project Grant Program (transfer from commercial grant program)	-	-	100,000 ⁴⁾	50,000	50,000 ¹⁾
Toolbox Grant Program - New Allocation	682018	-	3,000,000	-	-
Conference Center Insurance	682000	32,370	32,860	32,860	36,120
Conference Center Marketing	682023	289,220	294,210	294,210	300,090
North Downtown Investment Strategy	682070	-	56,828	-	56,828 ¹⁾
Zoning Review	682091	-	50,000	-	65,000 ¹⁾
Streetscape Improvement & Design Program	682067/76/83	247,185	2,739,233	250,000	2,489,233 ¹⁾
Murals	682088	54,349	-	-	-
Streetscape - Downtown Art Pedestals	682081	6,202	-	-	-
Streetscape - Alley Improvements	682086	21,908	577,711	150,000	427,711 ¹⁾
Dual Turn Lane Removal and Curb Extensions	682087	47,419	221,443	-	221,443 ¹⁾
Riverfront Commercial Facility	682092	-	75,000	-	-
State Street Two Way Conversion	682089	-	200,000	-	200,000 ¹⁾
North Block Public Feasibility and Design	682090	15,481	234,519	200,000	34,519 ¹⁾
Property Acquisition - UGM & Saffron	682093	234,473	3,321,777	1,746,777	1,675,000 ¹⁾
Additional Funds - PC Bridge (transfer from unspecified)	-	-	690,000	690,000	-
Union Street Bike Friendly Phase B	682094	-	1,500,000	-	1,500,000 ¹⁾
Division Street Improvements (adjacent to Police Facility)	682095	42,374	1,957,626	400,000	3,167,626 ²⁾
Police Facility Improvements	-	-	2,085,000	-	2,085,000 ¹⁾
High Speed Broadband	682096	-	100,000	50,000	75,000 ³⁾
SCC Expansion Cost Benefit Analysis	-	-	100,000 ⁴⁾	100,000	-
Homeless Task Force Project(s) Implementation	-	-	-	-	2,500,000
Total Expenditures		<u>3,138,812</u>	<u>22,952,367</u>	<u>6,831,897</u>	<u>21,121,900</u>
Ending Fund Balance/Committed to Future Projects		15,250,228	421,103	16,541,573	2,844,483

1) Re-budgeted project balance

2) Re-budgeted amount, plus additional \$1.6 M

3) Re-budgeted amount, plus additional \$25 K

4) Pending Agency approval

Potential Revenue from Permit Increases

<u>\$2.00 Increase per Permit Type</u>		<u>\$3.00 Increase per Permit Type</u>		<u>\$5.00 Increase per Permit Type</u>	
<u>Riverfront Lot</u>		<u>Riverfront Lot</u>		<u>Riverfront Lot</u>	
Current Fee per Month - Full Time	20	Current Fee per Month - Full Time	20	Current Fee per Month - Full Time	20
Proposed Fee per Month - Full Time	22	Proposed Fee per Month - Full Time	23	Proposed Fee per Month - Full Time	25
Average # of permits sold per year	732	Average # of permits sold per year	732	Average # of permits sold per year	732
Potential Revenue Increase	1,464	Potential Revenue Increase	2,196	Potential Revenue Increase	3,660
 <u>Liberty Parkade</u>		 <u>Liberty Parkade</u>		 <u>Liberty Parkade</u>	
Current Fee per Month - Full Time	72	Current Fee per Month - Full Time	72	Current Fee per Month - Full Time	72
Proposed Fee per Month - Full Time	74	Proposed Fee per Month - Full Time	75	Proposed Fee per Month - Full Time	77
Current Fee per Month - Part Time	40	Current Fee per Month - Part Time	40	Current Fee per Month - Part Time	40
Proposed Fee per Month - Part Time	42	Proposed Fee per Month - Part Time	73	Proposed Fee per Month - Part Time	45
Current Fee per Month - Motorcycle	25	Current Fee per Month - Motorcycle	25	Current Fee per Month - Motorcycle	25
Proposed Fee per Month - Motorcycle	27	Proposed Fee per Month - Motorcycle	28	Proposed Fee per Month - Motorcycle	30
Average # of permits sold per year	3,792	Average # of permits sold per year	3,792	Average # of permits sold per year	3,792
Potential Revenue Increase	7,584	Potential Revenue Increase	11,376	Potential Revenue Increase	18,960
 <u>Chemeketa Parkade</u>		 <u>Chemeketa Parkade</u>		 <u>Chemeketa Parkade</u>	
Current Fee per Month - Covered Full Time	62	Current Fee per Month - Covered Full Time	62	Current Fee per Month - Covered Full Time	62
Proposed Fee per Month - Covered Full Time	64	Proposed Fee per Month - Covered Full Time	65	Proposed Fee per Month - Covered Full Time	67
Current Fee per Month - Uncovered Full Time	54	Current Fee per Month - Uncovered Full Time	54	Current Fee per Month - Uncovered Full Time	54
Proposed Fee per Month - Uncovered Full Time	56	Proposed Fee per Month - Uncovered Full Time	57	Proposed Fee per Month - Uncovered Full Time	59
Current Fee per Month - Part Time	33	Current Fee per Month - Part Time	33	Current Fee per Month - Part Time	33
Proposed Fee per Month - Part Time	35	Proposed Fee per Month - Part Time	36	Proposed Fee per Month - Part Time	38
Current Fee per Month - Motorcycle	22	Current Fee per Month - Motorcycle	22	Current Fee per Month - Motorcycle	22
Proposed Fee per Month - Motorcycle	24	Proposed Fee per Month - Motorcycle	25	Proposed Fee per Month - Motorcycle	27
Average # of permits sold per year	3,540	Average # of permits sold per year	3,540	Average # of permits sold per year	3,540
Potential Revenue Increase	7,080	Potential Revenue Increase	10,620	Potential Revenue Increase	17,700
 <u>Marion Parkade</u>		 <u>Marion Parkade</u>		 <u>Marion Parkade</u>	
Current Fee per Month - Covered Full Time	58	Current Fee per Month - Covered Full Time	58	Current Fee per Month - Covered Full Time	58
Proposed Fee per Month - Covered Full Time	60	Proposed Fee per Month - Covered Full Time	61	Proposed Fee per Month - Covered Full Time	63
Current Fee per Month - Uncovered Full Time	38	Current Fee per Month - Uncovered Full Time	38	Current Fee per Month - Uncovered Full Time	38
Proposed Fee per Month - Uncovered Full Time	40	Proposed Fee per Month - Uncovered Full Time	41	Proposed Fee per Month - Uncovered Full Time	43
Current Fee per Month - Part Time	26	Current Fee per Month - Part Time	26	Current Fee per Month - Part Time	26
Proposed Fee per Month - Part Time	28	Proposed Fee per Month - Part Time	29	Proposed Fee per Month - Part Time	31
Current Fee per Month - Motorcycle	22	Current Fee per Month - Motorcycle	22	Current Fee per Month - Motorcycle	22
Proposed Fee per Month - Motorcycle	24	Proposed Fee per Month - Motorcycle	25	Proposed Fee per Month - Motorcycle	27
Average # of permits sold per year	3,900	Average # of permits sold per year	3,900	Average # of permits sold per year	3,900
Potential Revenue Increase	7,800	Potential Revenue Increase	11,700	Potential Revenue Increase	19,500
Total Potential Revenue Increase	23,928	Total Potential Revenue Increase	35,892	Total Potential Revenue Increase	59,820

PARK SALEM MONTHLY REPORT								
as of February 25, 2019								
Parking Resource Summary				Budget Summary	Actual	18-19 Budget	% of YTD**	
Total On-Street Parking Spaces		1,106		Liberty	\$163,225		\$257,210	63%
Free Customer Unlimited Time Parking Space		1,080		Chemeketa	\$114,613		\$197,590	58%
Free Customer 30-Minute Spaces		32		Marion	\$99,752		\$176,950	56%
<i>Remaining spaces loading zone,ADA,motorcycle</i>				Riverfront	\$9,484		\$24,430	39%
		Total Parking Spaces	Total Free Customer Spaces	Free spaces as a % of total spaces	Total Number of Permits for Sale	Permits Sold	Permits sold as a % of total permits	
Liberty Parkade*		370	117	32%	430	336	78%	
Chemeketa Parkade*		619	297	48%	352	295	84%	
Marion Parkade*		1,052	505	50%	546	337	62%	
Riverfront Park		238	161	68%	103	52	50%	
*Daily permits are not factored into total number of permits for sale.								
Daily Permits Sold Liberty				75				
Daily Permits Sold Chemeketa				17				
Daily Permits Sold Marion				433				
Daily permits are not sold at Riverfront Lot								
Total Free Customer Spaces also include ADA and EV Designated Spaces								



CITY MANAGER'S OFFICE

555 Liberty St SE / Room 220 • Salem, OR 97301-3513 • 503-588-6255 • Fax 503-588-6354

This notice is intended for retailers in Salem. Please disregard this notice if it does not apply to your business.

February 13, 2018

RE: City of Salem Plastic Bag Ordinance

In an effort to protect the environment, animal and human health, and to reduce litter, the Salem City Council recently voted to restrict the use of plastic carryout bags in Salem. Beginning April 1, 2019, retailers with stores over 10,000 square feet in size will no longer be allowed to distribute plastic carryout bags at checkout. Smaller retailers have until September 1, 2019 to comply. All retail businesses including grocery and convenience stores, apparel and department stores, and local markets will be impacted. To encourage use of reusable bags and to offset the higher cost of paper bags, retailers will charge at least five cents per paper bag given at checkout.

As the ordinance applies to plastic bags given at checkout, plastic bags without handles provided to a customer for use within a retail establishment to get products to the point of sale are not impacted. This means bags used to contain bulk items, fruit, vegetables, nuts, grains, candy, meat, fish, frozen foods, bakery goods, pharmacy prescriptions, potted plants, or flowers are still allowed.

Restaurants and prepared food providers can still distribute plastic carryout bags. For stores that sell both retail items and prepared food, plastic carryout bags can only be given at checkout for prepared food items.

Along with the efforts of retail businesses, the City's outreach will help prepare shoppers now through April for the transition away from plastic carryout bags. An insert will be sent out with March utility bills to all customers informing them of the change. Digital marketing materials are available online for assisting retailers to increase awareness. The information can be displayed by retailers and includes a logo, posters of varying sizes, and flyers about this topic.

To view the full ordinance or for further information, please visit www.cityofsalem.net/plastic-bags.

Thank you for partnering with us,

Steven D. Powers
Salem City Manager

EQUAL OPPORTUNITY / AFFIRMATIVE ACTION EMPLOYER

❖ Reasonable accommodation and accessibility services will be provided upon request ❖
Servicios razonables de alojamiento y accesibilidad se facilitarán por petición

CITY OF SALEM

DOWNTOWN STREETScape PLAN



DRAFT 2/1/2019

CITY OF *Salem*
AT YOUR SERVICE

EXISTING CONDITIONS

Downtown Sidewalk Experience

The experience of walking in downtown Salem includes wide, expansive streets, many beautiful, human-scaled buildings (some of them historic), and deep awnings that provide weather protection. But the width of the streets creates significant traffic noise and can make pedestrians feel exposed or unsafe, particularly when crossing the street. However, pedestrians can discover many delightful things around downtown like art pieces, murals, shop displays, alleys, making downtown an attractive place to stroll, meet friends, go for a jog, or sit outside a cafe on a sunny day.

Sidewalk Materials and Furnishings

The existing streetscape materials and furnishings consist primarily of simple concrete sidewalks with black metal and wood furnishings. Sometimes, objects in the sidewalk like sandwich board signs, cafe tables, or tree wells create obstructions to the walking area. Sidewalks vary in width, age, and condition. Some areas are paved with tile and brick, relics of a previous streetscape design project that have weathered poorly and need to be replaced. The City has recently completed many bulb-outs and some sidewalks with newer concrete. These areas can receive some minor improvements, but will not be torn up and redeveloped in the near term. Underneath the concrete, there are often complex utilities and vaults, which can add cost and uncertainty to streetscape improvements.

Trees and Plants

Many community members expressed interest in creating and maintaining healthy, mature tree canopy and planted areas in downtown. Street trees and plants are an intrinsic part of the personality and identity of downtown. Currently, downtown street trees vary in health. There are some mature trees in good health and others that have not proven well-adapted to urban conditions. Tree spacing is inconsistent and varies throughout downtown from as wide apart as 80' to as close together as 15'. Tree wells are often 6' x 6' wide, sometimes obstructing walking area with exposed roots and conflicting with building awnings. Apart from street trees, there is little greenery in the streetscape today.



Remnants of previous streetscape project



Vacant lot downtown and inconsistent tree planting in background



Downtown Salem



Businesses and Properties

Existing downtown businesses and properties are major contributors to the sidewalk experience. A range of businesses exist throughout downtown; from small, independent retail shops, to mid-size restaurants and cafes, to full-block malls. Community members identified a “heart” of downtown commercial activity centered around the intersection of Liberty and Court streets, extending out along those streets. This heart offers a variety of services, experiences, and places to meet, creating a pleasant bustle of pedestrian activity. Conversely, sidewalks around the malls and larger retailers often feature blank walls, and are not attractive areas for pedestrians to stroll or linger. Over time, many hope that the vibrant activity around the heart of downtown and other successful areas will grow and trickle to other areas, creating a more walkable downtown.

Gathering and Events

Downtown Salem offers a range of daytime and nighttime events and entertainment. For example, “Go Nuts Downtown” encourages people to visit local businesses to get passport stamps and win prizes; Salem First Wednesday have closed downtown alleys, bringing people out in the evening to mingle; and several thriving theaters and venues create nightlife and buzz. The sidewalk can be an integral part of the experience of events and gathering by improving connections from place to place and making space for seating and gathering.

Connecting Destinations

Downtown is centrally located between many destinations. In particular, streetscapes in downtown can enhance pedestrian routes between civic destinations like Willamette University, the Capitol Mall, and Riverfront Park. Existing streetscapes on State and Court streets do not provide a clear and continuous route between these destinations, and the crossing at Front Street is worn and unclear (image at left).



Crosswalk at Front and State Street

PUBLIC PROCESS

Throughout the public process the design team learned about community desires for the vision of downtown sidewalk areas and sought input on sample aesthetic images. The project team then worked for several months narrowing in on concepts and defining a framework for streetscape improvements. Various public input opportunities led to an iterative development of the Downtown Streetscape Plan.

Participation

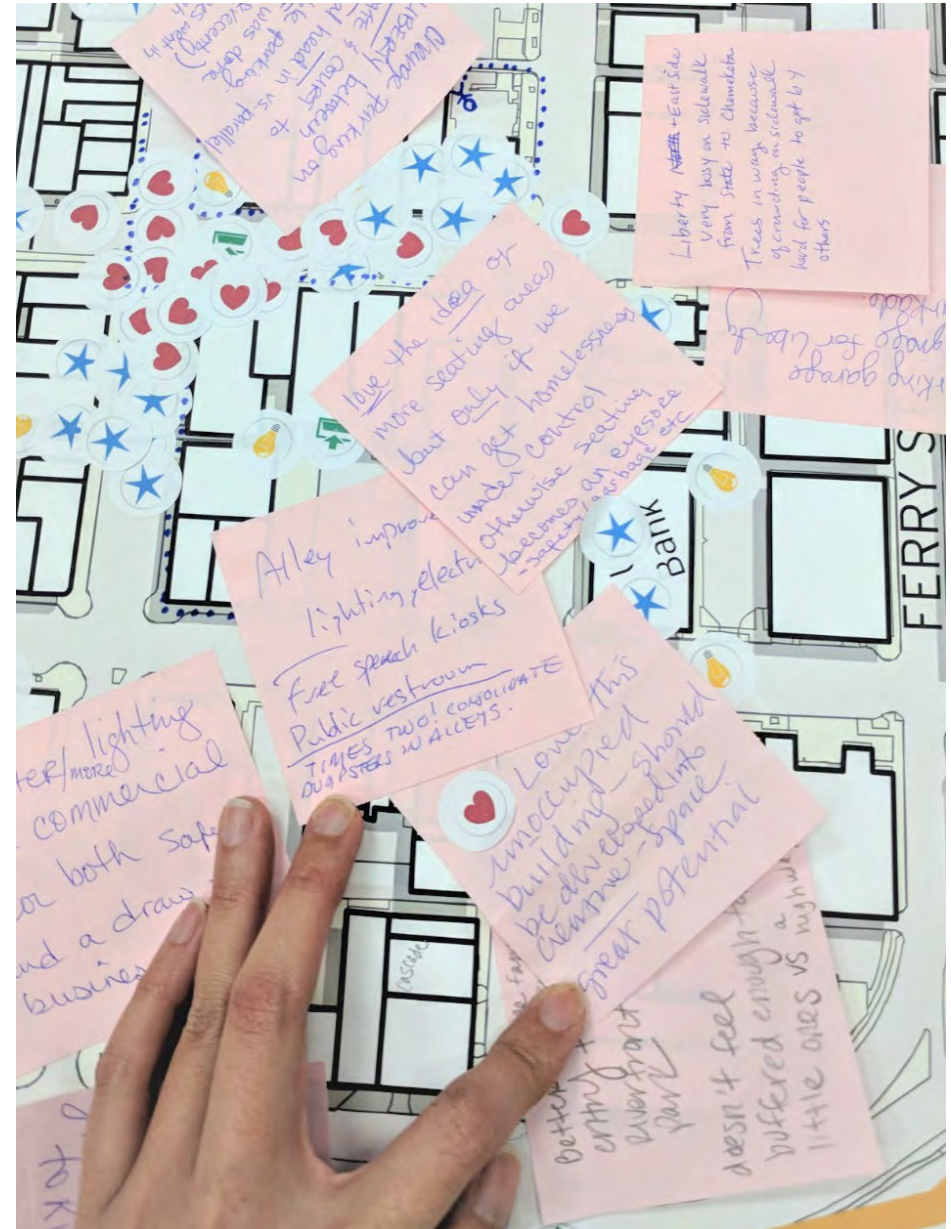
More than 1200 people learned about the effort and offered some feedback during the process. The first open house drew about 70 participants; the latter three open houses ranged from 40-60 participants. The last open house attracted many people who had not attended earlier meetings. The complementary online open houses/surveys engaged 240 to 1240 people.

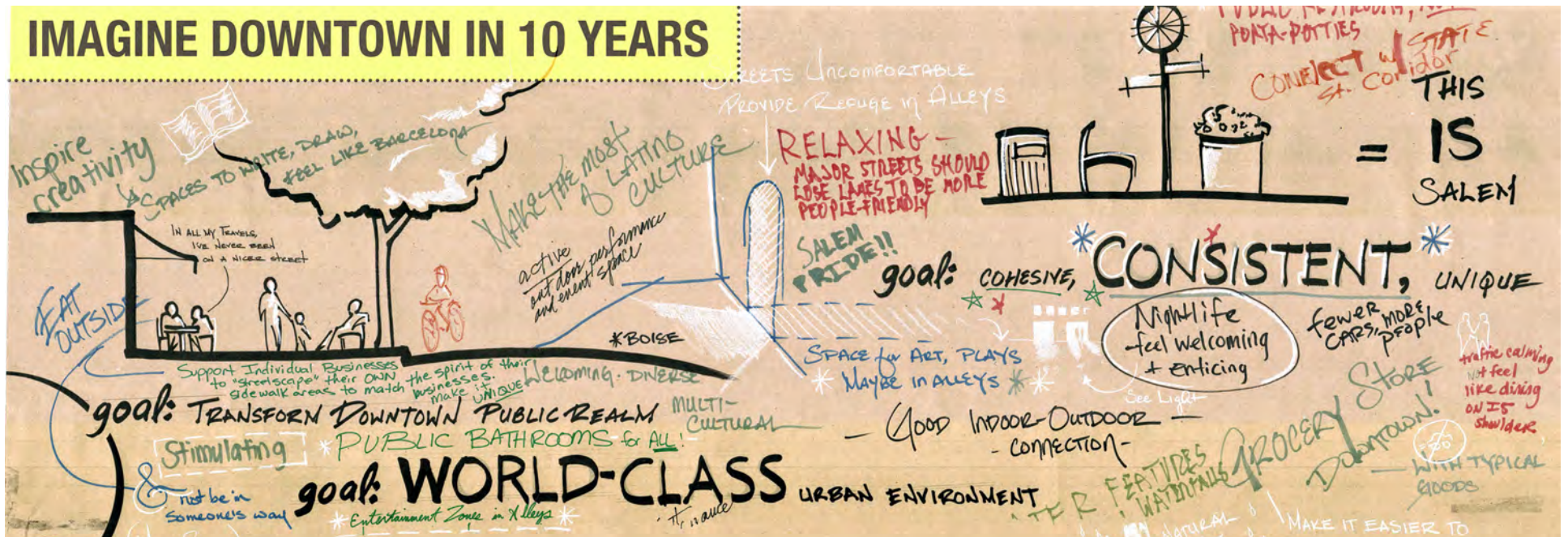
What We Heard

The Downtown Salem Streetscape Plan effort publicly kicked off at an open house on November 30, 2017. The project team shared goals and parameters, learned about existing conditions and how residents use downtown sidewalks and public spaces, and captured ideas from the public for an improved future downtown streetscape. The scope of the Streetscape Plan was the area defined as the curb to the building.

Shared Desire for Improvements to a Loved Downtown

Participation at meetings was higher from residents of Salem than those who owned or operated businesses downtown, but most indicated that they visit downtown at least a couple of times per week, often more. Many participants highlighted the existing positive features of downtown and its businesses and wanted to see downtown thrive. There was interest in improvements that created a palette for local character and consistency that highlighted Salem's businesses and architecture. There was strong interest in adding vegetation, trees, lighting, and amenities to attract visitors of all ages downtown.





At open house #1, participants expressed what kind of downtown they would like to see in ten years. This helped the design team develop concepts toward this vision.

MESSAGES FROM THE COMMUNITY

The design concepts you will see in the following pages were developed in response to the many thoughtful ideas, comments, and questions we heard from the community.

Several key messages emerged from the process; these messages directly informed the concepts for streetscape improvements. The design team consistently heard the following themes:

1. Focus on people, not cars; prioritize the safety, comfort, and experience of pedestrians of all ages and abilities.
2. Clear up obstructions to walking--tree placement, sandwich boards and other obstacles.
3. Incorporate design features for children to enjoy.
4. Integrate traffic calming to counteract wide, loud streets.
5. Add more greenery, lushness, and softness to the streetscape.
6. Provide streetscape amenities that work with the local climate.
7. Highlight local and regional attractions and commerce.
8. Connect to Riverfront Park and the Capitol.
9. Utilize and activate vacant spaces, both buildings and vacant lots or underutilized areas.
10. Celebrate the alleys.
11. Integrate art.
12. Integrate more lighting and different kinds of light.
13. Create space for activities day and night.
14. Ensure efficient utilization of public parking structures and preserve on-street parking for businesses.

"We need more greenery in Salem. We need to find a balance, so we don't lose all of our available parking."

"Thank you for hearing our input at the meetings. The things you presented tonight are beautifully done and tell the visual story well."

"This is my favorite of the various concepts. I think this provides safety and visual upgrades without impacting traffic."

GUIDING RECOMMENDATIONS

Input from a broad range of stakeholders was incorporated and condensed into four guiding recommendations for the downtown streetscape:



KNIT DOWNTOWN TOGETHER

complete a consistent and diverse tree canopy
create a clear, unobstructed walking zone
provide a consistent streetscape with room for creativity



CELEBRATE THE LANDSCAPE AND BRIGHTEN DOWNTOWN

add more planted areas downtown
integrate accent lighting in addition to pedestrian light poles



INTEGRATE WAYFINDING AND ART

use consistent landscape, tree canopy, and other elements to connect destinations
identify spaces for integrated public art, and encourage art on blank surfaces
consider refinements to existing signage



ESTABLISH AND SUPPORT SOCIAL SPACES

provide seating in conversational arrangements
improve alley entrances
encourage parklets as a future project

- **Knit Downtown Together.** Stakeholders wanted to see cohesive (but not necessarily uniform) improvements that allow people and businesses to highlight local character and share their culture. They also wanted to see a consistent and clear walking area free of obstructions, and a plan for streetscape maintenance that keeps downtown looking attractive.
- **Celebrate the Landscape and Brighten Downtown.** Many people wanted to see lush greenery in the streetscape, referencing the regional landscape with low-maintenance, native, and climate-adaptive plantings. These planted areas should be interspersed and integrated with pedestrian-scale lighting, both standard pedestrian light poles and softer accent lighting in furnishings or twinkle lights in trees. Healthy planting and pedestrian scale lighting will add visual delight and softness to the streetscape.
- **Integrate Wayfinding and Art.** Streetscape should help with wayfinding by creating continuity and interest to draw people to and through downtown. Stakeholders appreciate existing art, murals, and wayfinding signage, and want to see continued integration of these elements in the streetscape in a context-specific manner--for example, using blank walls, skybridges, or planted areas.
- **Establish and Support Social Spaces.** Social spaces can be supported in the sidewalk's furnishing zone, at corners and alley entrances, and, as a future project for consideration; in parklets that make use of parking spaces. In all of these locations, providing seating in conversational arrangements and in locations where it is separated from the clear walking zone, shaded, and buffered by greenery will create comfortable places to invite people to meet and chat.

CONSISTENT DESIGN ELEMENTS

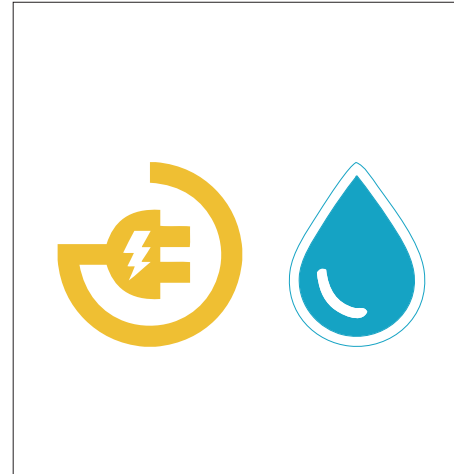
Every streetscape includes these elements. This is how we create consistency and quality across the downtown.



TREES & LOW-MAINTENANCE PLANTS



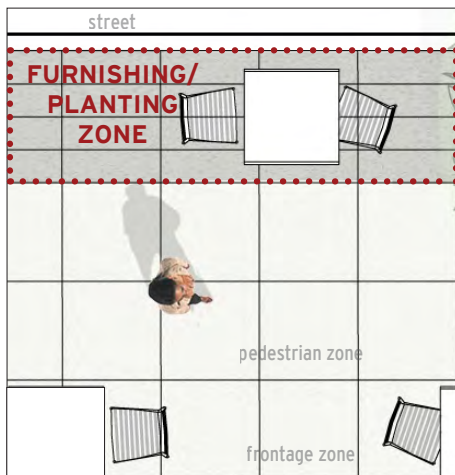
STANDARD PEDESTRIAN LIGHT POLES
(APPROXIMATELY EVERY 90 FEET)



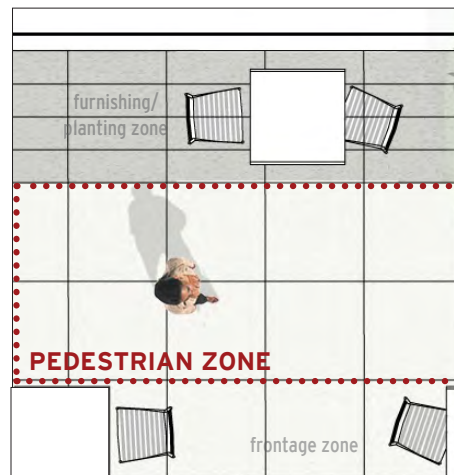
INFRASTRUCTURE TO SUPPORT
PLANTS AND ACCENT LIGHTING



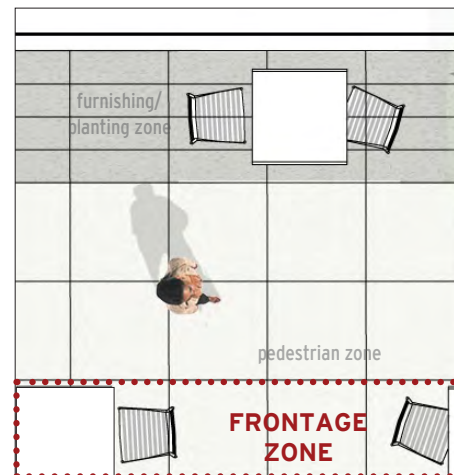
ADEQUATE SPACE AND SOIL FOR
HEALTHY TREES



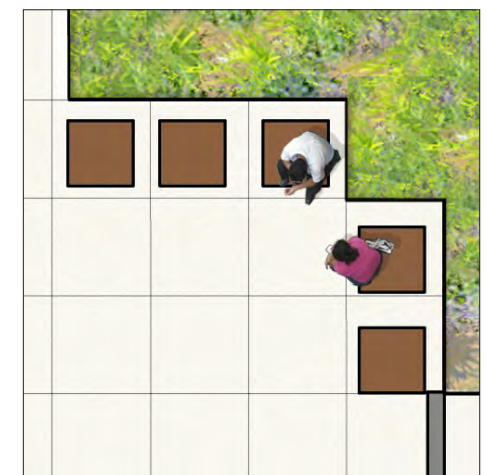
FURNISHING/PLANTING ZONE
(DARK CONCRETE, 1'X3' SCORING GRID)



CONSISTENT PEDESTRIAN ZONE
(SIMPLE CONCRETE, 3'X3' SCORING GRID)

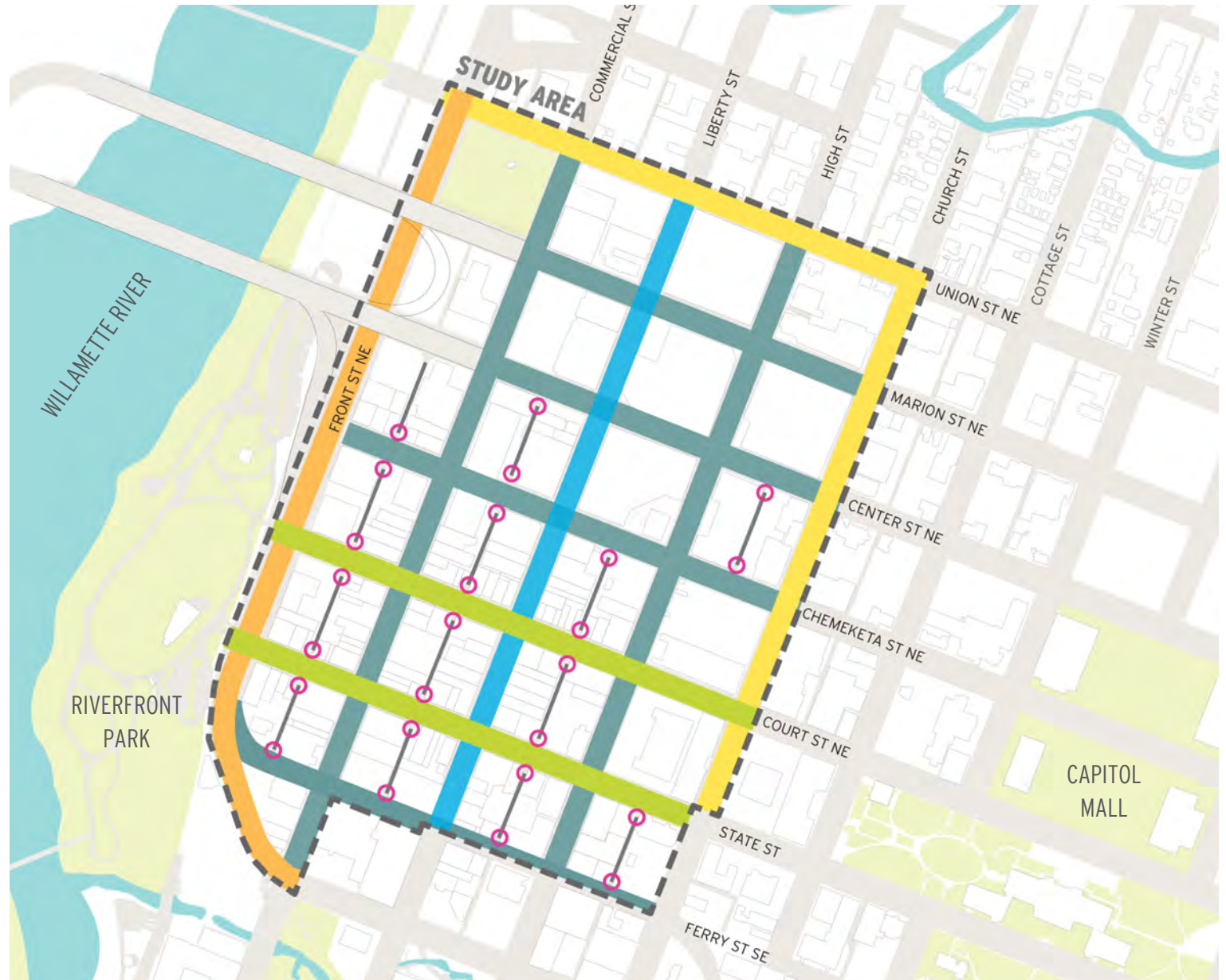
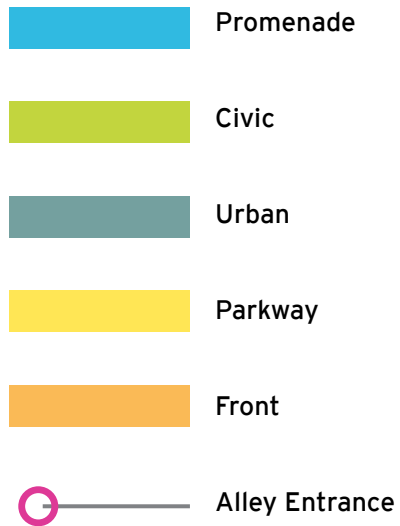


FRONTAGE ZONE
(SIMPLE CONCRETE, 3'X3' SCORING GRID)



SOCIAL SEATING ARRANGEMENTS

STREETSCAPE FRAMEWORK



URBAN STREETScape

Urban Streets: Commercial, Marion, Center, Chemeketa, High and Ferry

The goal of the Urban Streetscape is to provide a consistent, clean, and organized walking experience to knit the downtown together. It is the baseline, standard streetscape for downtown and, as such utilizes solely the consistent elements from page 20. People walking on an Urban Streetscape should know that they are in the downtown zone, have a continuous 6' walkway and transition to other streetscapes seamlessly.

The planting zone accommodates public and private furnishings when the frontage zone is not sufficient. Approx. 50% of the paved area in the planting / furnishing zone should always serve public use. Alley entrance improvements are key to this design and information about them can be found on page 35.



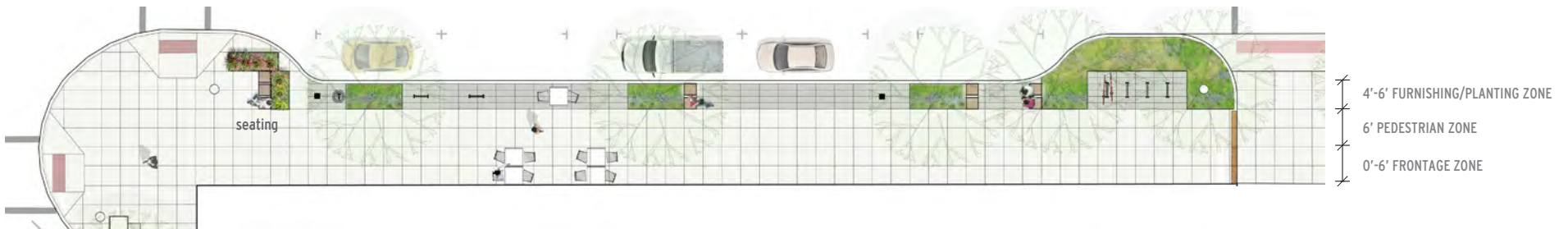
URBAN STREETScape



CURB 6"
FURNISHING/PLANTING ZONE
VARIES 4' - 6'

PEDESTRIAN ZONE
6'

FRONTAGE ZONE
VARIES 0' - 6'



This plan shows an example of one half-block, from a corner to the middle of the block.

Sidewalks vary in width across the downtown; consult the sidewalk width adjustment table on page 47 for guidance in scaling this design to a specific sidewalk width.

PROMENADE STREETSCAPE

Promenade Street: Liberty

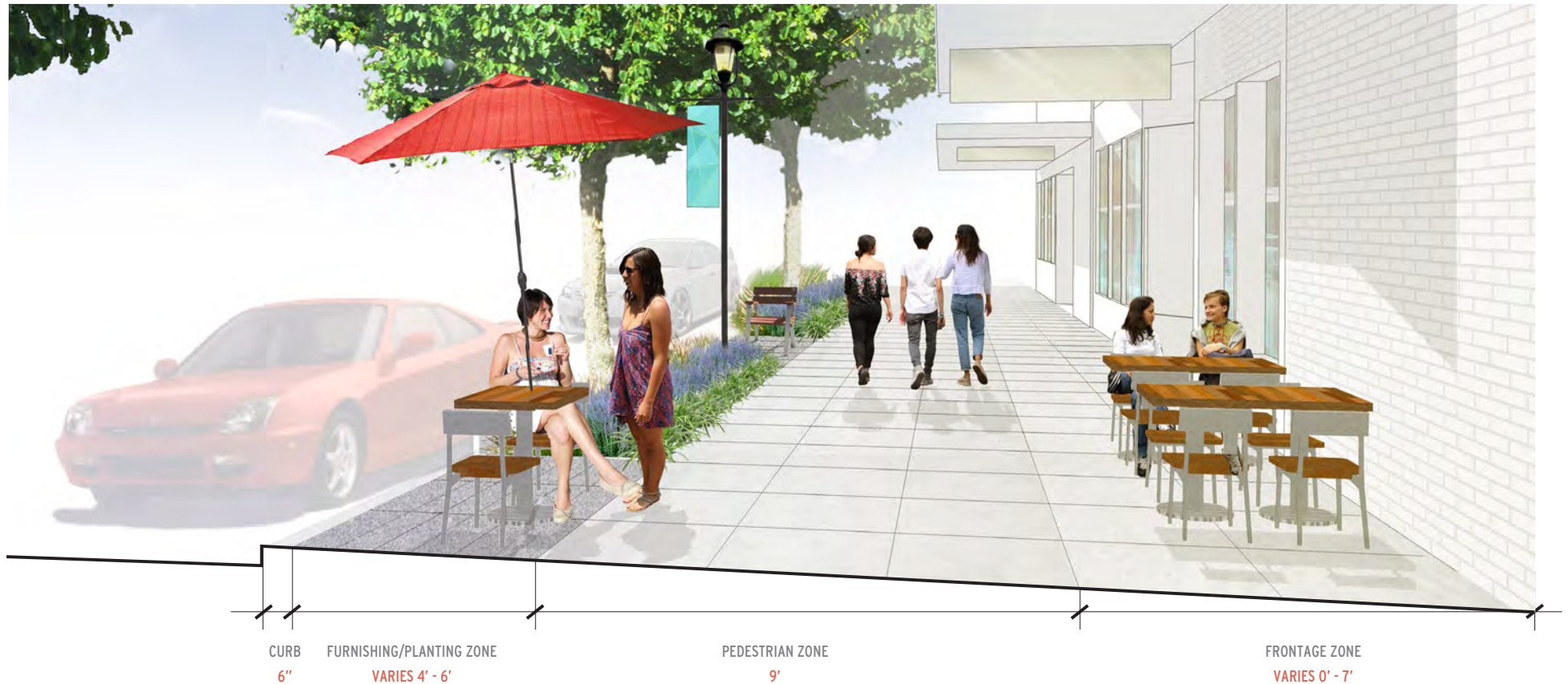
The goal of the Promenade Streetscape is to provide a wide walkway that invites people to stroll, window shop, people-watch and chat on the sidewalk. Trees, shrubs, and grasses in linear planting strips buffer pedestrians from the street. This streetscape provides an especially good opportunity for banners that support downtown milestones, events, and businesses.

The Promenade streetscape design provides space for private furnishings both in the frontage zone and in the planting / furnishing zone. Approximately half of the Furnishing / Planting Zone should be always be retained for public use and the 9' walkway should be continuous. Where public seating is incorporated into the streetscape, it should allow for conversational seating as much as possible and never turn people's backs to the sidewalk.

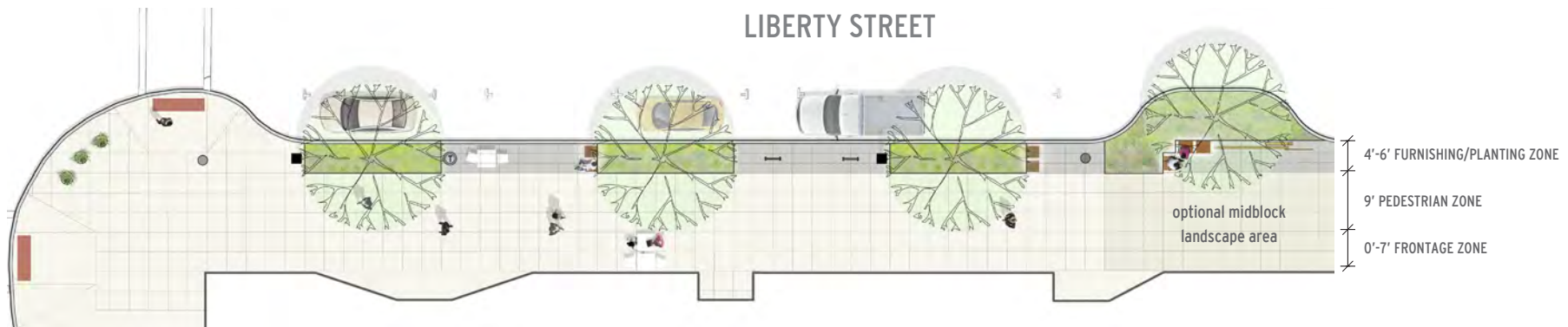
Midblock landscape areas are a project for future consideration in this plan and, as such, are optional in the streetscape designs. Midblock landscape areas could especially benefit the Promenade Streetscape and, if implemented here, should be designed to provide communal seating, a lush buffer from the street, historical information in the sidewalk and / or public art; the plan on the following page includes a conceptual arrangement of these elements.



PROMENADE STREETSCAPE



LIBERTY STREET



This plan shows an example of one half-block, from a corner to the middle of the block.

Sidewalks vary in width across the downtown; consult the sidewalk width adjustment table on page 47 for guidance in scaling this design to a specific sidewalk width.

CIVIC STREETScape

Civic Streets: State and Court

The goal of the Civic Streetscape design is to provide a lush, landscaped connection between the State Capitol / Willamette University to the East and the Riverfront Park to the West.

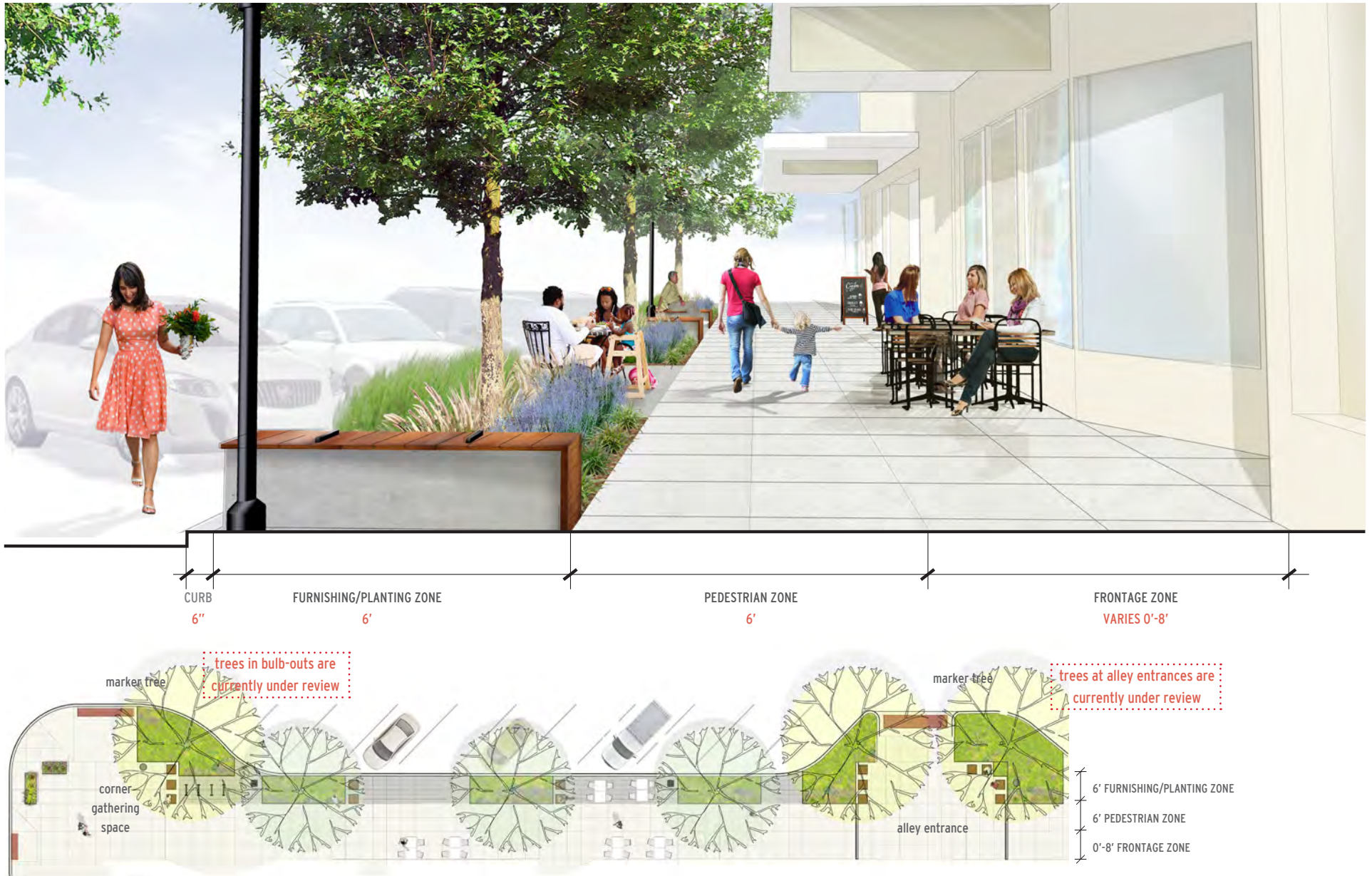
Planted bulb-outs provide space for large trees and comfortable, buffered seating areas. Seating should be communal, organized to allow people to talk in groups and should generally face the sidewalk.

Trees in the bulb-outs and alley buffers on the Civic Streetscape serve as a consistent wayfinding device between east and west destinations. They are designated “marker trees” in the planting list and are distinguished by a broad canopy and golden fall color. More information about marker trees is available in the planting list within the Design Guidelines.

The Planting / Furnishing Zone in Civic Streetscapes accommodates public furnishings as well as private furnishings when the Frontage Zone is not sufficient. Approx. 50% of the paved area in the planting /furnishing zone should be retained to serve public use. Alley entrance improvements are key to this design and information about them can be found on pages 34 and 35.



CIVIC STREETScape



This plan shows an example of one half-block, from a corner to the middle of the block.

Sidewalks vary in width across the downtown; consult the sidewalk width adjustment table on page 47 for guidance in scaling this design to a specific sidewalk width.

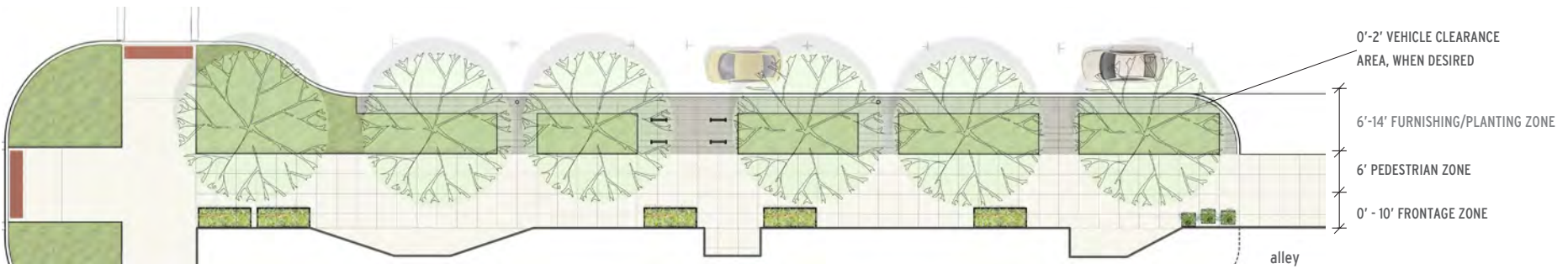
PARKWAY STREETSCAPE

Parkway Streets: Union and Church

These streets serve as transition areas between the State Capitol, residential neighborhoods, Willamette University and North Downtown. The street type features wider landscape/planting strips with space for broad canopy street trees and opportunities for more landscape.



PARKWAY STREETSCAPE



This plan shows an example of one half-block, from a corner to the middle of the block.

Sidewalks vary in width across the downtown; consult the sidewalk width adjustment table on page 47 for guidance in scaling this design to a specific sidewalk width.

FRONT ST. STREETScape

Front Street

This is an ODOT-owned state highway and presents different conditions than most downtown streets. Because of heavy traffic volumes, it is not anticipated that many people will want to gather along this street. Wide planted areas should be prioritized, along with wider sidewalks. More landscape along Front can help provide a visual buffer and transition zone between Downtown and Riverfront Park.



FRONT ST. STREETScape



This plan shows an example of one half-block, from a corner to the middle of the block.

Sidewalks vary in width across the downtown; consult the sidewalk width adjustment table on page 47 for guidance in scaling this design to a specific sidewalk width.

ALLEY ENTRANCES

KEY

- Alley
- Alley Entrance

Alleys are a signature element of downtown Salem and are increasingly well-used by adjacent businesses and for musical and cultural events. The plan seeks to make the alley entrances more pedestrian-friendly, beautiful and well-landscaped with lighting, seating, plantings, and trees.

A key component of the alley entrances design is to continue the sidewalk's concrete material and scoring across the entrance. When drivers cross this sidewalk, it cues them that they are entering a pedestrian-oriented zone and will need pay close attention.

There are opportunities to redesign on-street paved areas not utilized for parking as landscape buffers. No parking spaces are lost in this conversion.

Some of the alleys have historic and contemporary names and there is an ongoing project to display those names. The streetscape design concept includes a location within the pavement at alley entrances for approved alley names.

Alley entrances have to be adjusted to fit different conditions. Sometimes it will be possible to have planted buffers on both sides, sometimes just one side, and sometimes none at all. However alley entrances can always include increased landscape, seating, trees, lights, materials consistent with the rest of the downtown streetscape, and possibly name plaques.





CROSSWALK

This rendering shows a standard painted crosswalk; many existing alleys in the downtown are defined with pavers.



PEDESTRIAN LIGHT POLE

ALLEY

APPROVED ALLEY NAME /
INTERPRETIVE TEXT

Supporting Community

Alleys are well-used by the Salem community. The streetscape design at their entrances seeks to support this unique social aspect of Salem life.



Yoga in the alleys.



Rudy's Restaurant on a downtown alley

GUIDELINES FOR VARYING SIDEWALK WIDTH

- Salem has a wide range of sidewalk widths, from approximately 8' to approximately 30'
- All sidewalk designs can expand and contract to fit existing conditions
- Clear walking zone is first priority
- Second priority is a consistent planting / furnishing zone
- The frontage zone is most flexible for adjustment
- Below are examples of three different Civic Streetscape designs based on different sidewalk widths

Diverse Sidewalk Widths on Civic Streetscapes



GUIDELINES FOR VARYING SIDEWALK WIDTH

12' OR LESS

When sidewalks are 12' or narrower:

- Pedestrian Zone always stays fixed at 6' wide.
- Furnishing/Planting Zone can be 5' to 6' wide.
- Frontage Zone is not possible in these areas.



13' - 14'

When sidewalks are 13' to 14' wide:

- Pedestrian Zone always stays fixed at 6' wide.
- Furnishing/Planting Zone stays fixed at 6' wide.
- Frontage Zone can be 1' to 2' wide.



15' OR MORE

When sidewalks are 15' or wider:

- Pedestrian Zone always stays consistent at 6' wide.
- Furnishing/Planting Zone stays consistent at 6' wide.
- Frontage Zone can be 3' to 8' wide.



LANDSCAPE GUIDELINES



The landscape used in Salem's streetscapes can play a major role in brightening and softening the urban environment as well as celebrating the city's location in the fertile Willamette Valley. Trees, shrubs, and grasses should provide a lush, colorful experience for pedestrians. Landscape areas in the sidewalk are buffers between pedestrians and traffic and their inclusion in the design is especially important to provide safety to more vulnerable sidewalk users like children. From a safety concern, shrubs and grasses should be no larger than 30" high for traffic visibility and surveillance.

Landscape design functions as a wayfinding device, indicating to people that they are on a continuous pathway connecting to well-loved and active places. For example, the design for Civic streetscapes relies on a continuous view of colorful trees between the State Capitol and Willamette River to draw people between those destinations. Ideally, the shrubs and grasses on specific corridors like Civic and Promenade Streetscapes would also be consistent as well to support pedestrians' intuitive wayfinding.

GOALS FOR THE LANDSCAPE

- Relate to the landscape character of the Willamette Valley
- Create a lush environment
- Create a colorful environment
- Aid in wayfinding
- Create cohesion in a diverse downtown
- Easy to maintain
- Provide an attractive environment year round

PLANTING GUIDELINES

PLANT PALETTE

Plant palette is currently under review

SHRUBS

Arctostaphylos 'Sunset' (Sunset Manzanita)
Cistus x corbariensis (White Rockrose)
Cistus x skanbergii (Dwarf Pink Rockrose)
Cornus alba 'Little Rebel' (Little Rebel Red Twig Dogwood)
Cornus sericea 'Kelseyii' (Kelsey Red Twig Dogwood)
Ilex meserveae 'MonNieves' (Sallywag Holly)
Ilex x 'Mondo' (Little Rascal Holly)
Itea virginica 'Sprich' (Little Henry's Sweetspire)
Mahonia nervosa (Cascade Oregon Grape Holly)
Mahonia repens (Creeping Mahonia)
Nandina domestica 'Tuscan Flame' (Tuscan Flame Heavenly Bamboo)
Spiraea japonica ssp. (Japanese Spirea)
Spiraea nipponica 'Snowmound' (Snowmound Spirea)
Viburnum davidii (David Viburnum)

GRASSES

Calamagrostis foliosus (Mendicino Reed Grass)
Carex oshimensis 'Everest' (Sedge)
Carex oshimensis 'Evergold' (Sedge)
Deschampsia flexuosa 'Aurea' ('Tatra Gold') (Crinkled Hair Grass)
Nasella tenuissima (Mexican Feather Grass)
Panicum virgatum 'Haense Herms' (Switch Grass)
Pennisetum alopecuroides (Fountain Grass)

GROUNDCOVERS

Arctostaphylos uva-ursi 'Vancouver Jade' (Kinnikinnick)
Ceanothus 'Centennial' (Centennial Hybrid Wild Lilac)
Cotoneaster dammeri 'Coral Beauty' (Coral Beauty Cotoneaster)
Fragaria chiloensis (Beach Strawberry)
Liriope muscari 'Big Blue' (Lilyturf)
Rubus pentalobus 'Emerald Carpet' (Emerald Carpet Bramble)

TREES



SHRUBS



GRASSES



GROUNDCOVER



STREET TREE GUIDELINES: CIVIC STREETSCAPES



The Civic Streetscape includes strategies at different times of year to meet the public's goals to Tie Downtown Together, Integrate Wayfinding and Art, Celebrate the Landscape and Brighten Downtown. In the fall, the Civic Streetscape design includes "marker trees," which include bright fall color. A continuous line of consistent, colorful foliage frames views between the park to the west and civic uses to the east, aids wayfinding, ties downtown together, and brightens the urban environment.

Suggested Marker Trees for Civic Streetscapes

Red Sunset Maple - *Acer rubrum* 'Franksred'
Green Vase Zelkova - *Zelkova serrata* 'Green Vase'
Halka or Japanese Zelkova - *Zelkova serrata*
Jacquemontii Birch - *Betula utilis* var. *jacquemontii*
Queen Elizabeth Maple - *Acer campestre* 'Evelyn'
Autumn Gold Ginkgo - *Ginkgo biloba* 'Autumn Gold'

B CIVIC STREETScape

COURT ST. BETWEEN COMMERCIAL ST. AND FRONT ST.

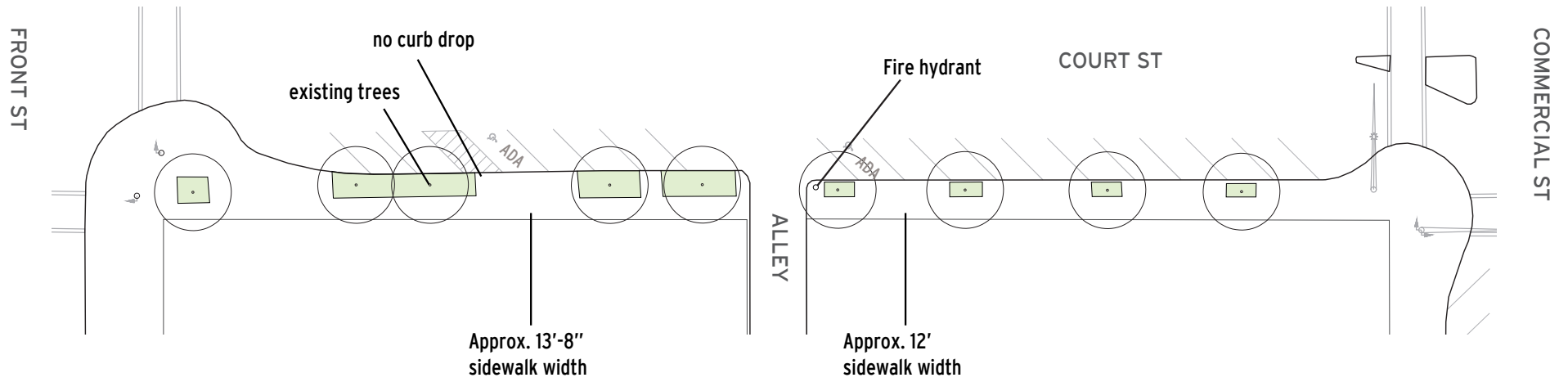


One of the guiding principles of the streetscape plan is to provide beautiful sidewalk improvements that are lush and green. One way to accomplish this is to retain existing trees.

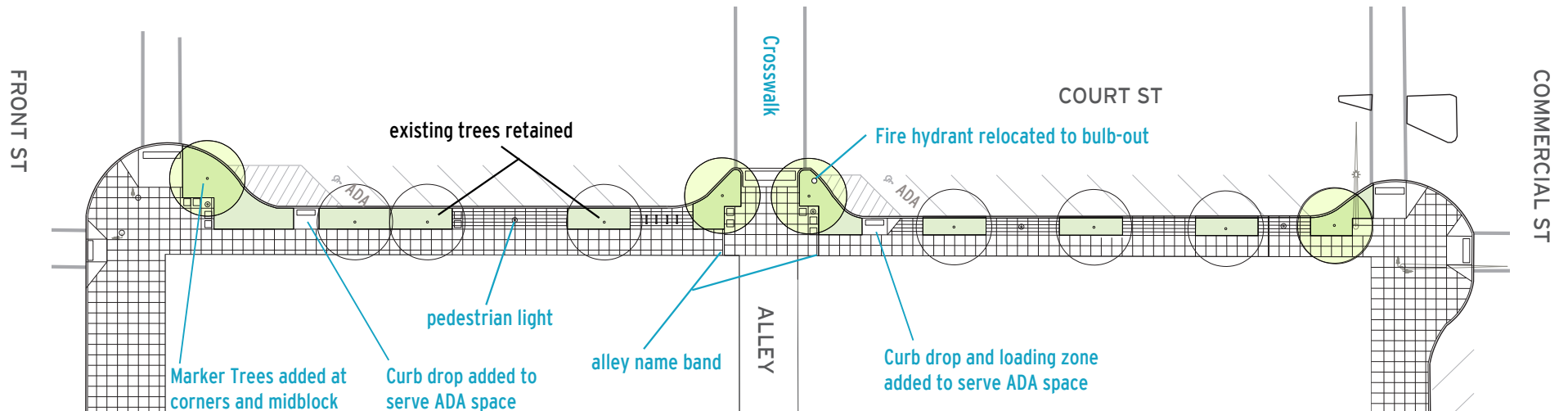
An example of potential changes to Court St can be found on the following page. This sketch explores how the design of the Civic Streetscape can be implemented flexibly

to retain some existing trees and remove others to achieve the design goals. Trees that are removed in this example are those at the corners to be replaced with communal seating areas and marker trees with golden fall color and larger canopy width. Existing trees along a block are retained in larger planter beds for increased tree health and a softer urban environment.

The width of sidewalks is different to either side of the alley at this location and this example shows how to mediate between changing sidewalk widths to provide a consistent walking zone. Here, the walking zone is always 6' wide, the planting / furnishing zone is 6' wide, and, when there is more width available to the west side of the alley, this becomes frontage zone.



EXISTING CONDITION



EXAMPLE ALLEY IMPROVEMENT



This plan is based on GIS data and a survey is needed to accurately locate curbs, parking spaces, fire hydrants, etc. This plan is for demonstration purposes only. As a demonstration plan, it should be used to show how streetscape concepts can be integrated into existing conditions. To construct this improvement, the City of Salem will need a field-verified survey to develop construction documents.

5. FUTURE PROJECTS

The following pages include projects that are not for implementation in the Downtown Streetscape Plan, but provide options to improve the vitality of downtown sidewalks in the future.

FUTURE PROJECTS FOR CONSIDERATION

MIDBLOCK LANDSCAPE AREAS

Midblock landscape areas Celebrate the Landscape and Establish Social Spaces. They can also aid in calming traffic, another desire the public expressed during outreach.

While this plan does not explore narrowing roadways, roads can feel narrower by adding large trees adjacent to the roadway. Cars will drive slower on streets with large trees and on streets where vertical elements reduce the perceptual street width. Midblock landscape areas would either remove a parking space or make use of unused asphalt as conditions allow. An example of a midblock landscape area design is included in example sketches.

The map at right shows some areas to consider for landscape on N-S streets (Commercial and Liberty), which would benefit most from midblock landscape's greenery and social space. Of the initial locations identified, many were chosen to support areas with a large number of pedestrians users, while those on Commercial north of Center Street were chosen to serve an area which has low street parking demand and high traffic calming demand.



FUTURE PROJECTS FOR CONSIDERATION

MIDBLOCK LANDSCAPE EXAMPLE: EXISTING COMMERCIAL ST. BETWEEN STATE ST. AND COURT ST.



In some instances, it may be beneficial to replace a parking space or another paved roadway surface with landscape. These landscape areas can visually narrow the roadway to calm traffic and provide green landscape buffers between sidewalk users and the traffic.

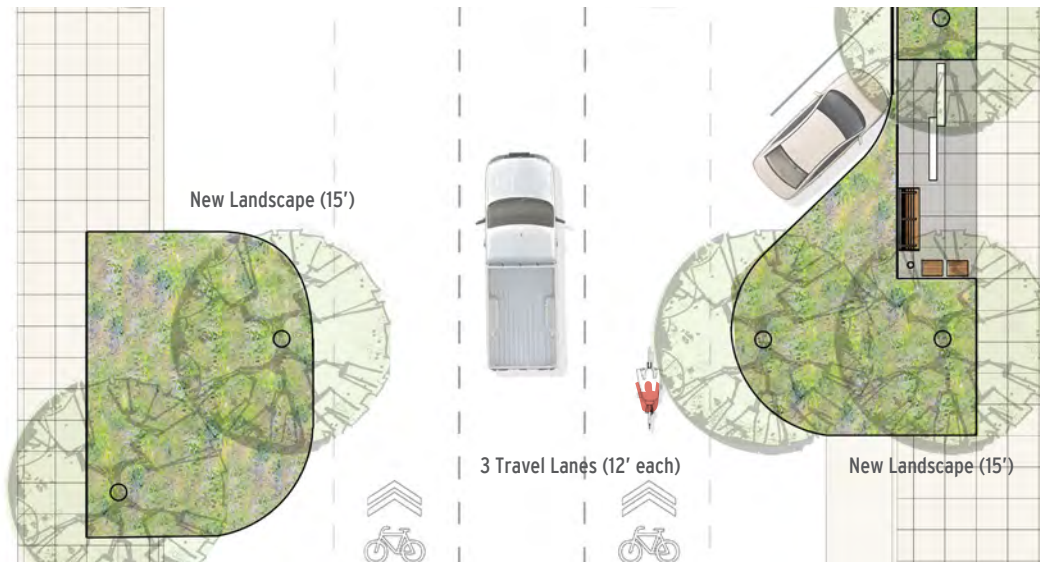
Midblock landscape areas can be designed to include accent lighting, public art and signage, historic interpretation, or can support business needs, depending on adjacent uses.

The example drawing on page 61 shows how an existing location may be redesigned to provide landscape areas approximately across the street from each other. Two parking spaces are converted to landscape areas. In this case, one space is parallel and one is angled. The parallel space to the West is converted to simple landscape and incorporates an existing tree as well as providing planting space for a new tree nearer the roadway. The angled space also incorporates some unused asphalt adjacent to it and an existing street tree. It provides planting area for a new tree nearer the roadway as well as buffered seating, a lamppost, and an opportunity for historic interpretation in the sidewalk.

The width of parking stalls on Commercial Street at this location allows landscape areas to project 15' into the roadway while leaving a 2' buffer between the planted area and the beginning of traffic lanes.

FUTURE PROJECTS FOR CONSIDERATION

MIDBLOCK LANDSCAPE EXAMPLE: PERSPECTIVE VIEW OF POTENTIAL IMPROVEMENTS



This plan is based on GIS data and a survey is needed to accurately locate curbs, parking spaces, fire hydrants, etc. This plan is for demonstration purposes only. As a demonstration plan, it should be used to show how streetscape concepts can be integrated into existing conditions. To construct this improvement, the City of Salem will need a field-verified survey to develop construction documents.

FUTURE PROJECTS FOR CONSIDERATION

FRONT STREET CROSSINGS



Part of the guiding recommendation to Knit Together the Downtown includes better connecting people to the major downtown amenity that is Riverfront Park. There are two crossings between downtown and the park across Front Street that could be improved: State Street and Court Street. Front Street is a State Highway and ODOT must review and approve any changes to crossings. These two street crossings between downtown and the park would benefit from adding civic marker trees to the median in a way that frames the street and provides traffic calming. Denser planting at the base of the shelters will provide a more continuous buffer and especially

enhance safety for children crossing the street. Restriping the crosswalks and repainting the shelter a bright color will provide a more welcoming gateway to the park and incorporating plantings that match the streetscape design will better connect this crossing to downtown. Uplighting the brightened structure and replacing bollards with integrated light bollards would serve to highlight these crossings at night, making them more visible to walkers and drivers. Finally, integrating art into the pavement or along the walls of the shelter would provide a more engaging, beautiful, and fun civic crossing between these important locations.

FUTURE PROJECTS FOR CONSIDERATION



FESTIVAL STREETS

During public engagement, participants provided ideas about locations for potential future festival streets in downtown Salem. These locations were:

1. The westernmost block of State Street to serve as a connection between a downtown festival and the Riverfront Park;
2. High Street between State and Ferry Streets to support theater events;
3. Chemeketa between Commercial/Church where Wednesday Farmers' Markets have already successfully occurred.

The designs in this streetscape plan were developed with festival streets in mind. Adding power beneath the sidewalks supports the opportunity for festival streets and the recommended conversational layout of furnishings on the sidewalk specifically supports groups. In Salem, the high utilization of alleys makes them a natural partner to a festival street and celebrating their entrances can better link them to festival street functions.

FUTURE PROJECTS FOR CONSIDERATION

PARKLETS

Parklets provide an opportunity to increase outdoor dining, public seating, bike parking, and more. A parklet generally replaces 1-2 parking spaces and can be oriented for parallel or angled parking spaces; examples of each are included in the images at right.

Participants at Open Houses favored parklets in both temporary and permanent applications. There are several styles of parklets; they can vary from single-day constructions, like the ones deployed for PARKing Day events, to seasonal constructions that provide outdoor seating only in the summertime, to permanent, durable pockets of public space. Cities with quality parklets often develop programs to permit them and work closely with local businesses and organizations on their construction and management.



Thank You

