



URBAN RENEWAL AGENCY

Urban Development Department

Si necesita ayuda para comprender esta información, por favor llame 503-588-6178.

Disability-related modification or accommodation, including auxiliary aids or services, in order to participate in this meeting or event, are available upon request. Sign language and interpreters for languages other than English are also available on request. To request accommodations or services, please contact the ADA Liaison at 503-588-6178 or Urbandev@cityofsalem.net at least two business days in advance (TTD/TTY 503-588-6439).**

Downtown Advisory Board

Board Members

Joshua Kay, Chair
Linda Nishioka, Vice-Chair
Tyson Giza
Summer Keightley
Vincenzo Meduri
Allan Pollock
Quandary Robertson
Kirk Sund
Jordan Truitt
Charles Weathers

City Staff

Sheri Wahrgren, Downtown Revitalization
Rebecca Ziegler, Project Manager
Anita Sandoval, Supervisor

www.cityofsalem.net

Next Meeting:

March 24, 2022

It is the City of Salem's policy to assure that no person shall be discriminated against on the grounds of race, religion, color, sex, marital status, familial status, national origin, age, mental or physical disability, sexual orientation, gender identity, and source of income, as provided by Salem Revised Code 97. The City of Salem also fully complies with Title VI of the Civil Rights Act of 1964, Americans with Disabilities Act of 1990, and related statutes and regulations, in all programs and activities.

Meeting Agenda

Thursday, February 24, 2022
12:00 p.m. – 1:30 p.m.

**Due to the COVID-19 Pandemic, this meeting is being conducted virtually, with remote attendance by the governing body. No in-person attendance is possible. Interested persons may view the meeting online on [YouTube](https://www.youtube.com). Please submit written comments on agenda items by 5:00 p.m., or earlier, one day prior to the day of the meeting at DAB@cityofsalem.net.

1. Opening exercises
2. Approval of Agenda
3. Approval of Minutes from February 10, 2022
4. Action Items –
 - a. Does the Downtown Advisory Board recommend to City the City Council approval of the proposed FY 2022-23 Downtown Parking Fund Budget?
 - b. Does the Downtown Advisory Board approve the DAB FY 2022-23 Budget Memorandum to City Council?
5. Information Reports-
6. What's Happening Downtown
7. Adjournment

MINUTES
Downtown Advisory Board
Thursday, February 10, 2022–12:00 P.M.
Virtual Meeting
[YouTube](#)

1. CALL TO ORDER

Call to Order and Roll Call: 12:01 PM

Roll Call: Joshua Kay-Chair; Linda Nishioka-Vice Chair; Vincenzo Meduri; Charles Weathers; Jordan Truitt; Scott Hossner; Quandary Robertson; Summer Keightley; Kirk Sund

Excused: Allan Pollock

Absent: Tyson Giza

Staff/Guests: Michael Brown, Kristin Retherford, Anita Sandoval, Sheri Wahrgren, Rebecca Ziegler

2. INTRODUCTION OF NEW BOARD MEMBER KIRK SUND

3. APPROVAL OF AGENDA

Motion: Move to approve the agenda for February 10, 2022, as presented.

Motion by: Board Member Hossner

Seconded by: Board Member Weathers

Action: Approved the agenda for February 10, 2022, as presented.

Vote: Aye: Unanimous **Motion PASSES**

4. APPROVAL OF MINUTES

Motion: Move to approve the Minutes from January 27, 2021, as presented

Motion by: Board Member

Seconded by: Board Member Nishioka

Action: Approved Meduri

Vote: Aye: Unanimous **Motion PASSES**

5. ACTION ITEMS -

a) Recommendation of FY 22-23 RDURA Budget

Comments/Questions:

Motion: Move to recommend approval of the FY 2022-2023 Riverfront-Downtown Urban Renewal Area Budget to the Urban Renewal Agency Board

Motion by: Board Member Nishioka

Seconded by: Board Member Keightley

Action: Approved

Vote: Aye: Unanimous **Motion PASSES**

6. INFORMATION REPORTS

a) Overview of draft FY 22-23 Downtown Parking Fund Budget

Comments/Questions: 1

7. What's Happening Downtown!

a)

8. ADJOURN – 1:31 p.m.

Next Meeting: February 24, 2022

Memo

To: Mayor and City Council

DRAFT

From: Downtown Advisory Board

Date: February 24, 2022

Re: Downtown Advisory Board FY 2022-23 Parking Fund Budget Discussion Highlights

After reviewing the details of the draft FY 2022-23 Parking Fund Budget, and because the Downtown Parking District model has historically not generated sufficient revenue to operate the District, the Downtown Advisory Board is asking Salem City Council to direct staff to prepare a 24-month implementation plan to convert the Downtown Parking District model to a paid on-street parking system. Financial analysis indicate that an on-street paid parking system would generate a sustainable revenue source to support downtown parking operations.

For many years the DAB received annual parking utilization reports from third party parking consultants that recommended the conversion of the current parking district model, where the businesses pay an annual parking tax to cover costs of the Parking District, to an on-street paid parking system where the user of the parking space would pay for the privilege of parking in a high-demand on-street parking space. The recommendation included maintaining long term free customer parking in the parking garages if on-street parking was changed to paid parking. Even though in 2009 and again in 2013 City Council approved implementing paid on-street parking based on the financial projections and overall benefits to the users of downtown parking resources, the free parking model that has businesses pay for the free customer parking has not changed.

This request is based on the negative impacts that are occurring in downtown as a result of the parking tax model. In addition, the Board recommends a parking model that is self-sufficient and does not rely on Riverfront-Downtown Urban Renewal Funds to cover the capital costs associated with maintaining the Chemeketa, Marion, and Liberty Parkades. The revenue shortfall is a result of many factors including the 2% parking tax cap, under utilization of the Marion and Chemeketa Parking garages, loss of parking tax fee income due to the closures of Nordstrom, Pennys, TJ Max, increased vacancy, and changes in retail shopping and increased costs for district-wide cleaning.

The Board has also explored strategies for increasing revenue, including rebranding of the parking garages to increase their visibility. When the market supports increases to the monthly permit rates, those have been recommended by the Board also.

This year the Board discussed in great detail the consequences to downtown because of the current Parking District model revenue shortfalls and identified what projects are not getting done due to a lack of revenue that need to be done for downtown to be successful, which have been put on hold due to limited resources.

- District wide sidewalk power washing (has not been done for 9 years)
- District wide alley sweeping (has not been done for 9 years)
- Trash Can powder coating, repair of broken doors (has never been done since original installation of trash cans 7+ years ago)
- Hanging Flower Baskets (4 years)
- Holiday Decoration/Lighting (6 years)
- Repairing/repainting benches (9 years)
- Economic Promotion/Events
- Landscape Maintenance
- Increased costs to parking garages due to the structural impacts as a result of excessive cleaning resulting from homelessness
- Security Services
- Marion, Chemeketa and Liberty Parkade Capital Improvement Projects

The parking garages require on-going capital improvements in order to remain structurally sound and operational. When the Parking Fund has not had sufficient revenue to cover capital costs, those projects have been paid for out of Riverfront-Downtown Urban Renewal funds (RDURA). Between 2007 and 2016 more than \$6M of RDURA funds have been used to cover capital costs to maintain the parking garages because there was not enough revenue in the Parking Fund to cover these costs. In the proposed FY 2022-23 RDURA budget, a parkade capital cost is included in order to maintain the structures in good condition.

The Board understands that one of the recommendations of the Climate Action Plan is consideration of a paid parking system in downtown, and a third-party analysis was completed as part of the Climate Action Plan that indicates a paid parking system would be feasible.

Moving forward with the development of a plan to convert the current parking tax model to an on-street paid parking system would provide significant community benefits to downtown businesses and property owners by having sufficient funds for events and activities, as well as, cleaning and maintaining downtown streetscape investments.

PARK SALEM MONTHLY REPORT												
as of February 17, 2022												
Parking Resource Summary					Budget Summary	Actual	21-22 Budget		% of YTD**			
Total On-Street Parking Spaces			1,106		Liberty	\$178,258		\$213,590	83%			
Free Customer Unlimited Time Parking Spaces			1,080		Chemeketa	\$79,070		\$124,900	63%			
Free Customer 30-Minute Spaces			32		Marion	\$34,592		\$105,350	33%			
Remaining spaces loading zone,ADA,motorcycle					Riverfront	\$6,120		\$10,990	56%			
		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	106	29%	431	382	89%				
Chemeketa Parkade*			619	281	45%	364	193	53%				
Marion Parkade*			1,052	525	50%	564	118	21%				
Riverfront Park			238	160	67%	104	42	40%				
*Daily permits are not factored into total number of permits for sale.												
Daily Permits Sold Liberty			17									
Daily Permits Sold Chemeketa			0									
Daily Permits Sold Marion			80									
Daily permits are not sold at Riverfront Lot												