



## 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](mailto: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  
Vacancy

#### City Staff

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

[www.cityofsalem.net](http://www.cityofsalem.net)

#### Next Meeting:

May 26, 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, April 28, 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](mailto:DAB@cityofsalem.net).

1. Opening exercises
2. Approval of Agenda
3. Approval of Minutes from February 24, 2022
4. Action Items –  
None
5. Information Reports-
  - a. Rivenwood Apartment Project Overview (former Nordstrom Building)– Dana Moore, Deacon Development
  - b. Quarterly Check-In – Councilor Stapleton
  - c. Downtown tree wells
6. What's Happening Downtown
7. Adjournment

**MINUTES**  
**Downtown Advisory Board**  
Thursday, February 24, 2022–12:00 P.M.  
**Virtual Meeting**  
[YouTube](#)

**1. CALL TO ORDER**

**Call to Order and Roll Call:** 12:03 PM

**Roll Call:** Joshua Kay-Chair; Linda Nishioka-Vice Chair; Allan Pollock; Charles Weathers; Jordan Truitt; Quandary Robertson; Kirk Sund

**Excused:** Summer Keightley; Vincenzo Meduri

**Absent:** Tyson Giza

**Staff/Guests:** Anita Sandoval, Sheri Wahrgren, Rebecca Ziegler

**2. APPROVAL OF AGENDA**

**Motion:** Move to approve the agenda for February 24, 2022, as presented.

**Motion by:** Board Member Pollock

**Seconded by:** Board Member Sund

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

**Vote:** Aye: Unanimous     **Motion PASSES**

**3. APPROVAL OF MINUTES**

**Motion:** Move to approve the Minutes from February 10, 2021, as presented

**Motion by:** Board Member Weathers

**Seconded by:** Board Member Pollock

**Action:** Approved

**Vote:** Aye: Unanimous     **Motion PASSES**

**4. ACTION ITEMS -**

**a) Recommendation of FY 22-23 Downtown Parking Fund Budget**

**Comments/Questions:** Wahrgren

**Motion:** Move to recommend approval of the FY 2022-2023 Downtown Parking Fund Budget as presented

**Motion by:** Board Member Kay

**Seconded by:** Board Member Nishioka

**Action:** Approved

**Vote:** Aye: Unanimous     **Motion PASSES**

**b) Approval of FY 2022-23 Budget Memorandum to City Council**

**Comments/Questions:** Wahrgren, Pollock, Kay Nishioka, Sund, Truitt

**Motion:** Move to recommend approval of the DAB FY 2022-2023 Budget Memorandum to City Council as modified

**Motion by:** Board Member Truitt

**Seconded by:** Board Member Pollock

**Action:** Approved

**Vote:** Aye: Unanimous     **Motion PASSES**

**Motion:** Move to cancel the March DAB meeting

**Motion by:** Board Member Truitt

**Seconded by:** Board Member Nishioka

**Action:** Approved

**Vote:** Aye: Unanimous     **Motion PASSES**

**5. INFORMATION REPORTS – n/a**

**6. What's Happening Downtown! – n/a**

**7. ADJOURN – 12:49 p.m.**

**Next Meeting:** April 28, 2022

# Memo

**To:** Mayor and City Council

**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 review the process for converting the Downtown Parking District model to a paid parking system with a goal of implementing paid parking in downtown within 24 months. 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 to move forward on-street paid parking is based on the negative impacts that are occurring in downtown as a result of the free 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, low utilization of the Marion and Chemeketa Parking garages, loss of parking tax fee income due to the closures of Nordstrom, JCPenny, TJ Max, increased vacancy, and changes in retail shopping practices and increased costs for district-wide cleaning.

A high priority project for DAB is the implementation of streetscape improvements. Unfortunately, ongoing maintenance of these improved areas, such as sidewalks, and landscaped areas will not be maintained due to cash flow deficiencies in the Parking Fund.

The Board has 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 Number 1 Most Cost-Effective Climate Action Strategy stated in the Executive Summary of the 2022 Salem Climate Action Plan, Page 12 is “Charge for on-street parking in downtown”. This statement along with the need for financial stability support the timing and benefits of DAB’s request to implement paid on-street parking in downtown.

# Memo

**To:** Downtown Advisory Board

**From:** Sheri Wahrgren

**Date:** April 28, 2022

**Re:** Downtown Streetscape

---

Implementation of the Downtown Streetscape Standards approved in 2018 is a high priority project for the Downtown Advisory Board. The goal is to improve 2-6 block faces per year until all of the downtown streetscape has been completed. The estimated timeline to complete the core downtown streetscape improvements is 2029, with the areas north of Center Street being completed shortly thereafter in 2031-32.

Each block face is unique with regards to sidewalk condition, underground vaults, lighting, trees, and infrastructure to support irrigation, fiber optic, and electrical capacity to meet current and future needs.

Over the years, 41 trees have been removed from downtown as a result of many things including vandalism, impacts from ice storms, or health conditions of a tree. Depending on the number of vacant tree wells on a block face it can negatively impact the visual appearance in the area. When reviewing each block for new streetscape, the health, and location of the existing trees is taken into consideration. The city arborist is brought in early to review the trees in the block area where the improvements will be made. If a tree is determined to be healthy, it will remain in place even if the location does not meet the desired spacing of trees defined in the streetscape standards. Keeping existing 30' trees for example on the same block as newly planted trees may not result in a consistent look immediately, but all efforts will be made to achieve the goals of the standards. Customizing the streetscape sidewalk standards may also be necessary when addressing ADA requirements or unique challenges of historic buildings.

In areas where streetscape is not planned for 4 years or more, a tree may temporarily be planted to help with beautification, with the understanding that it may need to be removed based on its location in order to implement the tree and pedestrian lighting spacing requirements of the streetscape standards. For blocks that are scheduled for streetscape improvements over the next three years, no trees will be temporarily planted in vacant tree wells.

The design standards, when implemented, will create a consistent look/feel for downtown that enhances the visual experience for not only property owner and businesses, but everyone visiting downtown

