



Our Salem Vision

City Council Meeting
March 8, 2021

CITY OF *Salem*
AT YOUR SERVICE



CASCADIA
PARTNERS

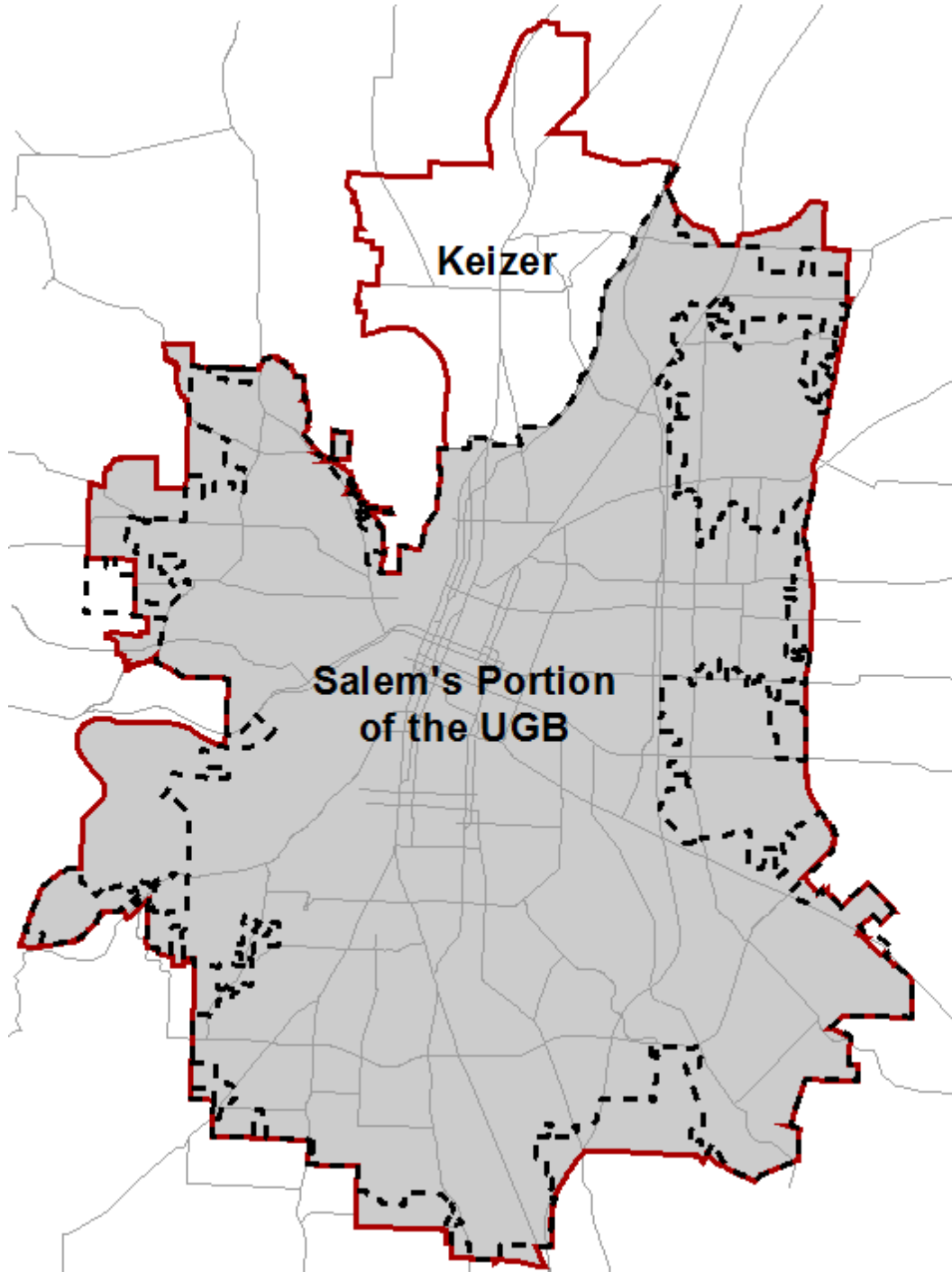





What is Our Salem?

Updating the Comprehensive Plan

- Guide future growth and development in the Salem area
- Meet community's current and future needs





-  Salem's Portion of the UGB
-  Urban Growth Boundary
-  Salem City Limits

210,000

Current
Pop.

270,000

Est.
2035
Pop.

Outreach

Community Meetings
Community Events
Dot Voting
Facebook Live
Interactive Online Mapping
Project Website
Property Owner Meetings
School Events
Social Media
Stakeholder Interviews
Surveys
Traditional Media
Utility Bill Insert
Webinar
Videos
Workshops

Attended more than **160** in-person and virtual meetings and events

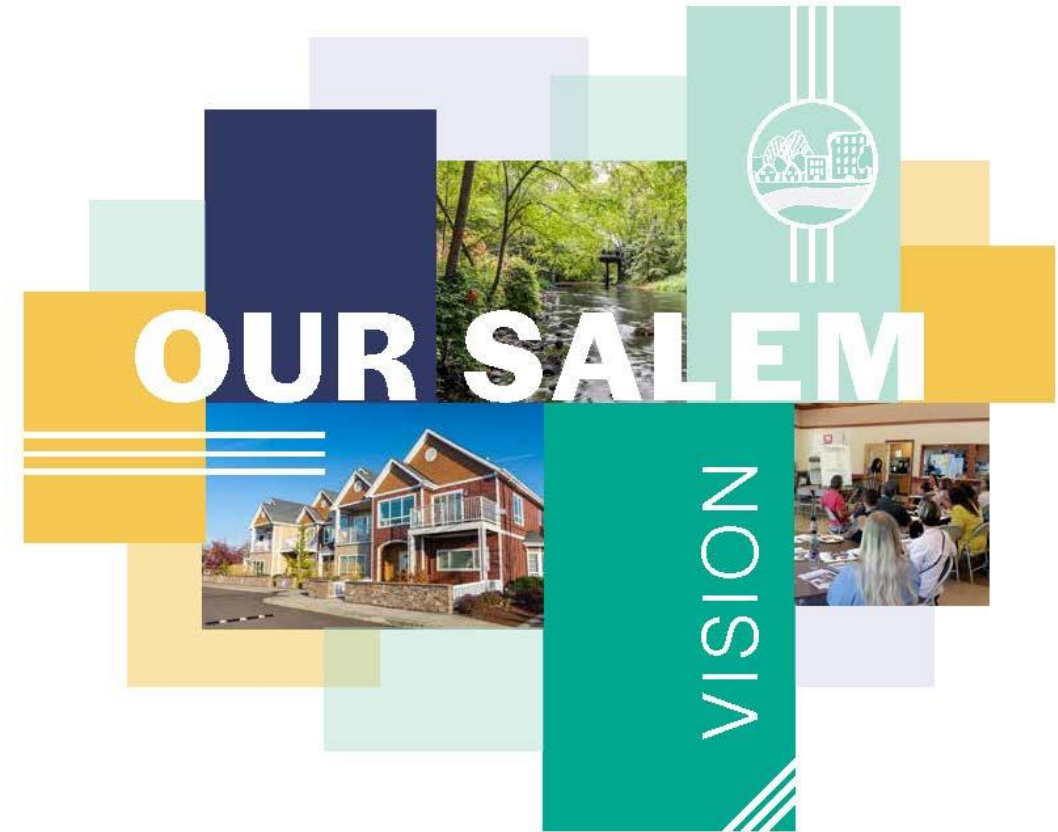
Engaged with more than **80** community groups



Vision

High-level framework first

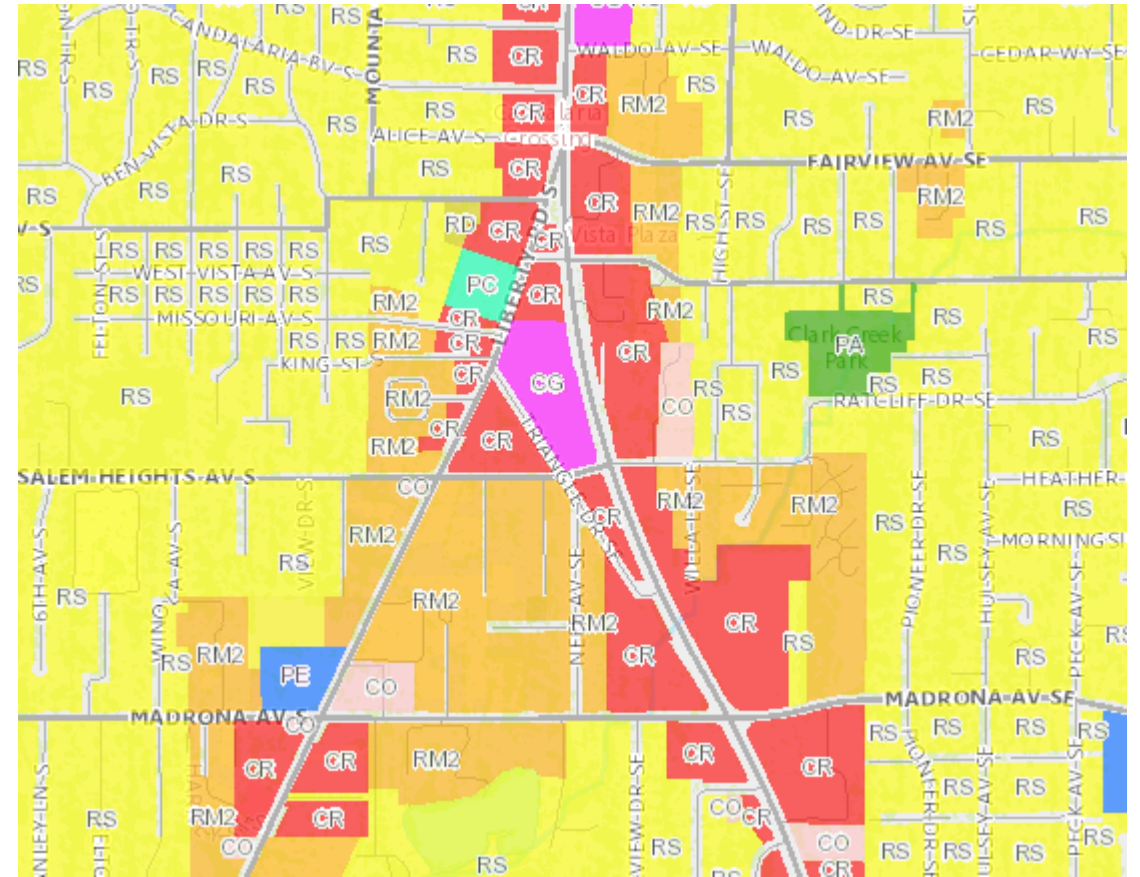
- Vision Statement
- Goals
- Proposed Comprehensive Plan Map



Asking for City Council Acceptance

Direction to move the Our Salem project forward (*not adoption*)

- Continue more detailed work on policies, zoning map, and zoning code
- Ensure details support the Vision



Vision Statement

Salem is a livable, equitable, carbon neutral city where everyone has access to affordable housing and safe mobility choices, families and local businesses are thriving, diversity and culture is celebrated, and open spaces and the environment are valued and protected.

Goals

Community Engagement

Land Use and Urbanization

Housing

Economic Development

Parks and Recreation

Natural Resources and Natural Hazards

Willamette Greenway

Transportation

Community and Public Facilities and Services



Housing Goals *(page 24)*

Housing Choice

Housing Affordability

Complete Neighborhoods

Livability and Sustainability

Land Supply

Provide a supply of residential land that accommodates the amounts and types of housing needed to meet the population forecast for the Salem Urban Area.



Natural Resources and Natural Hazards Goals

(page 27)

Environmental Protection

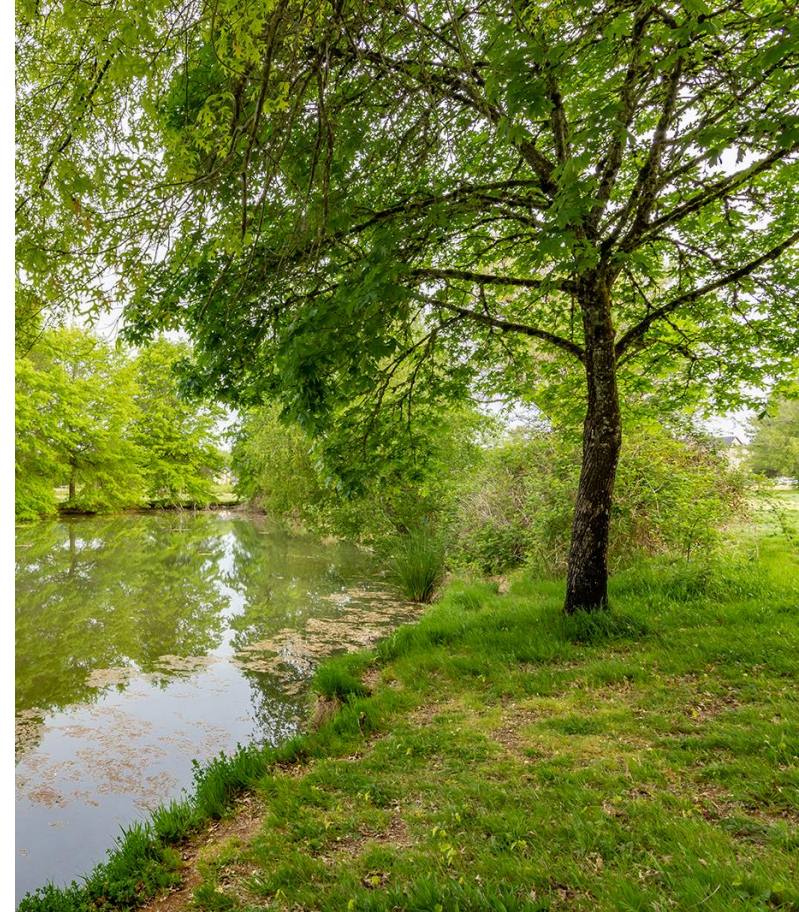
Greenhouse Gas Emissions

Urban Forest

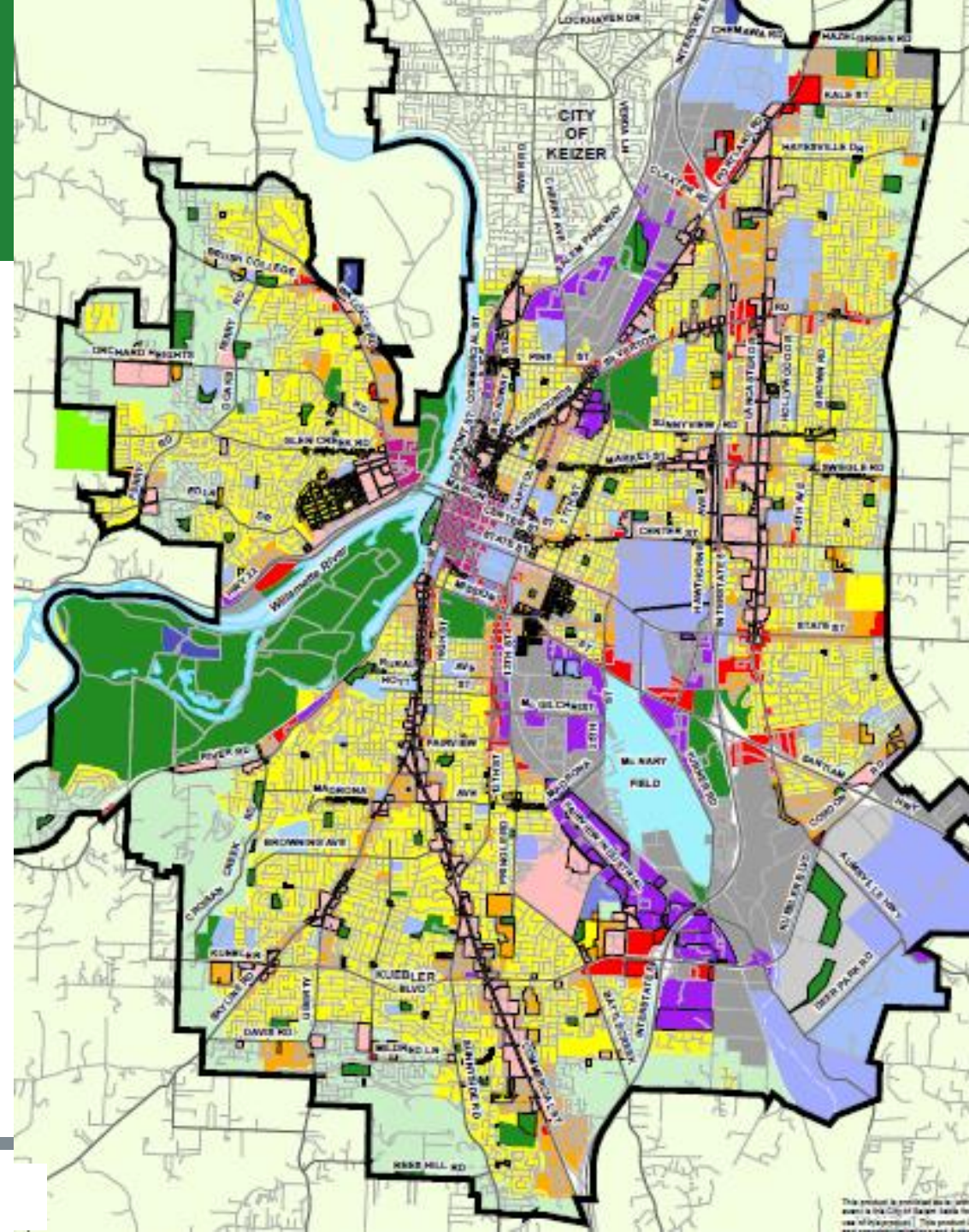
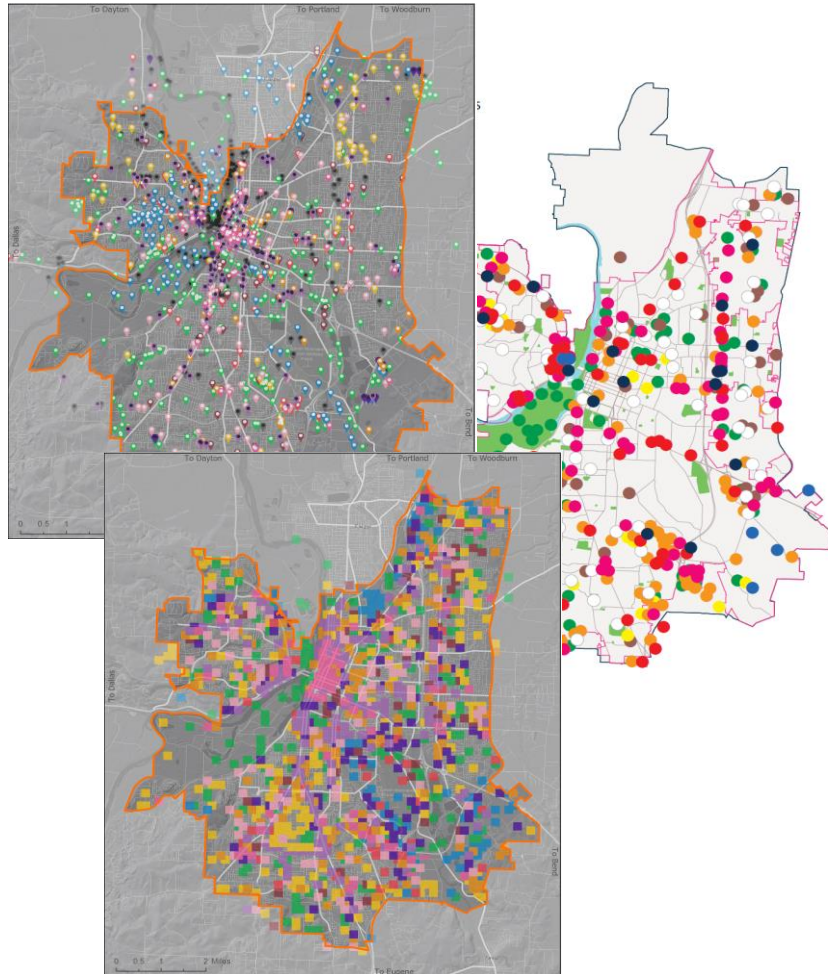
Design and Development

Natural Hazards and Resilience

Reduce Salem's greenhouse gas emissions to 50 percent of the citywide emissions for the baseline year of 2016 by 2035 and be carbon neutral by 2050.



Proposed Comprehensive Plan Map



Note: Comprehensive Plan Map is implemented through zoning map

Proposed Comprehensive Plan Map

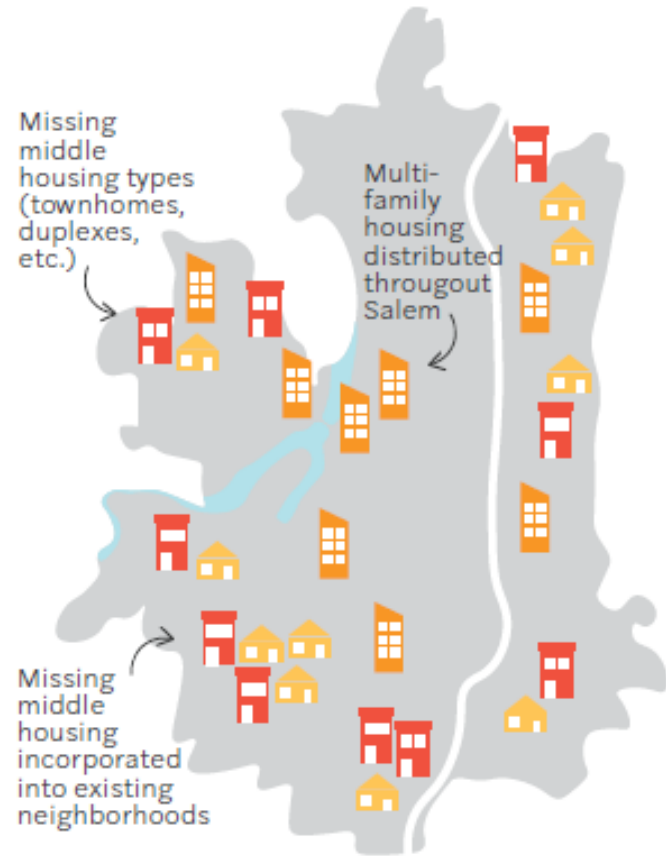
- Align with ongoing City and State climate work
 - Focus on frequent transit corridors
 - Create complete neighborhoods



Department of Land Conservation and Development



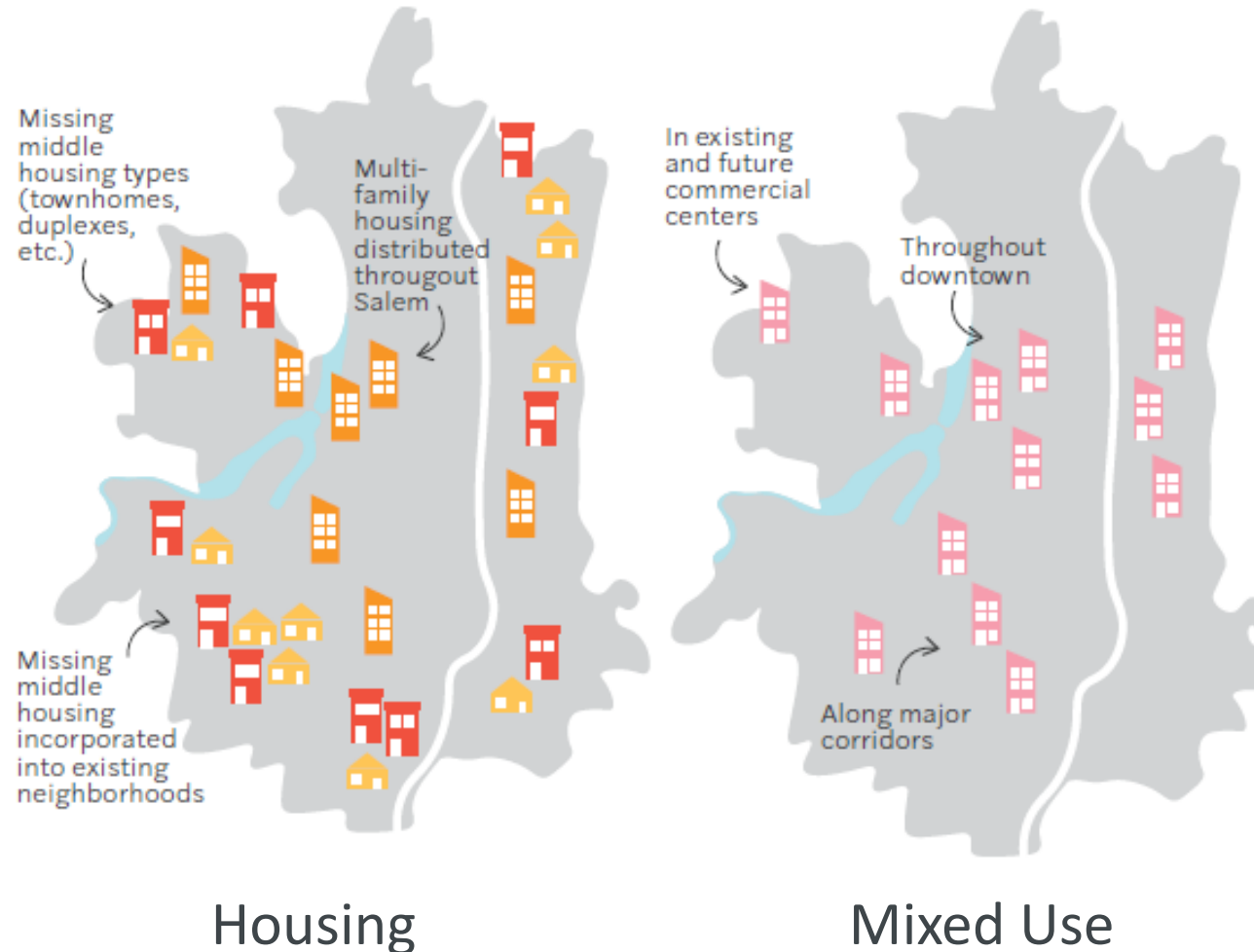
Big Ideas



- Need for multifamily housing
- *Adjustments since the fall*

Housing

Big Ideas



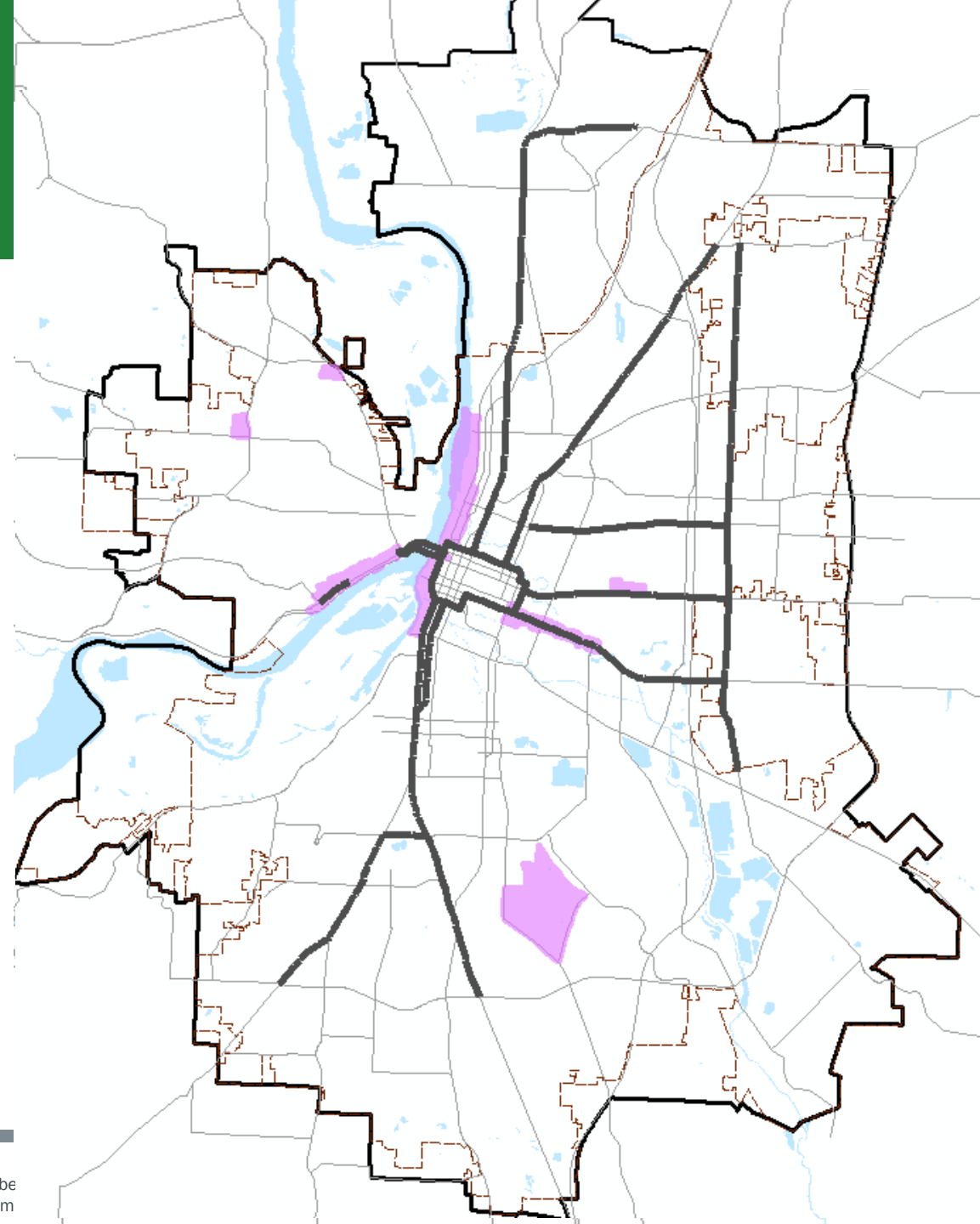
- Flexibility
- *Added areas since the fall*

Core Network and Existing Mixed Use

Cherriots Core Network



Existing Mixed Use



Core Network and *Proposed Mixed Use*

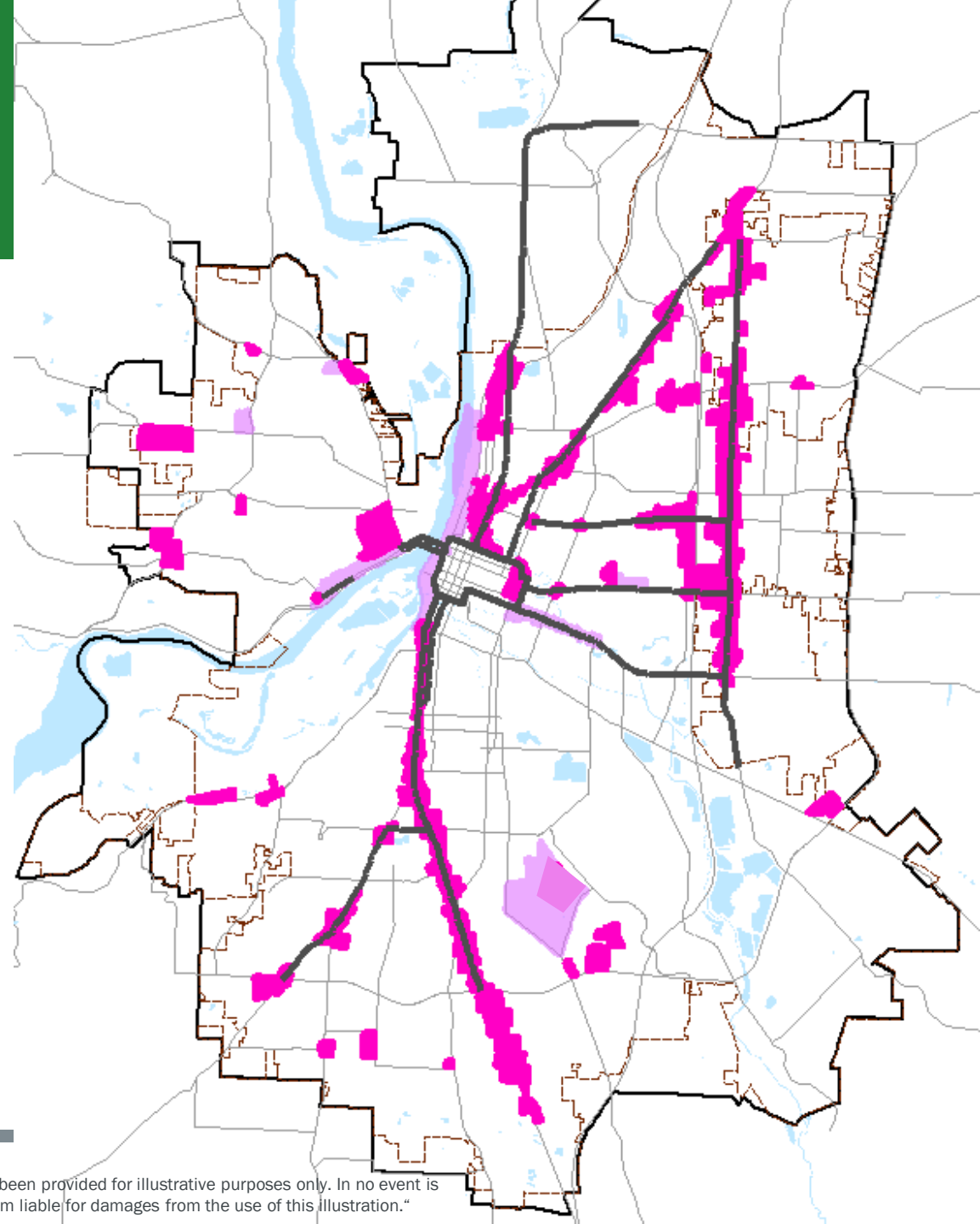
Cherriots Core Network



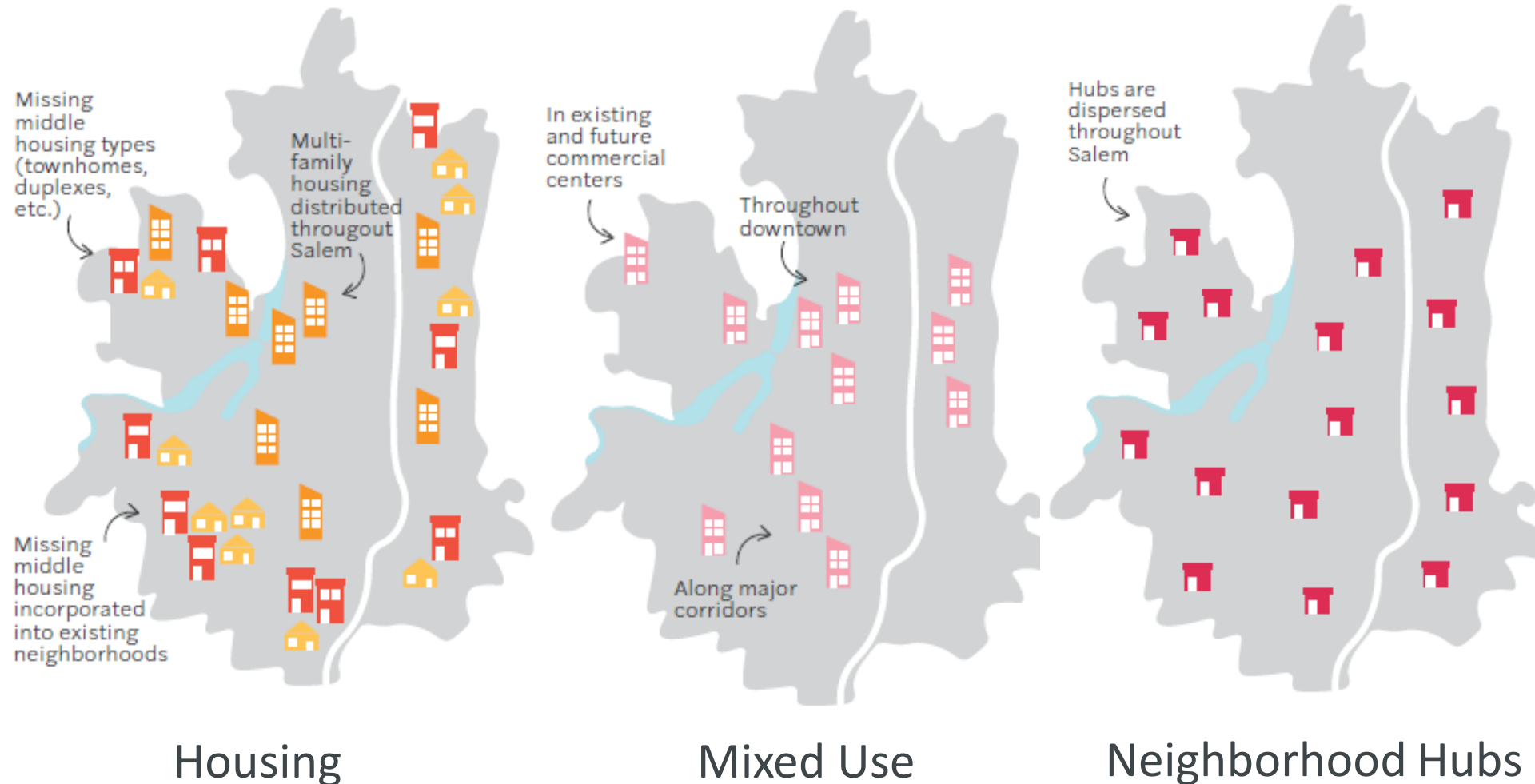
Proposed Mixed Use



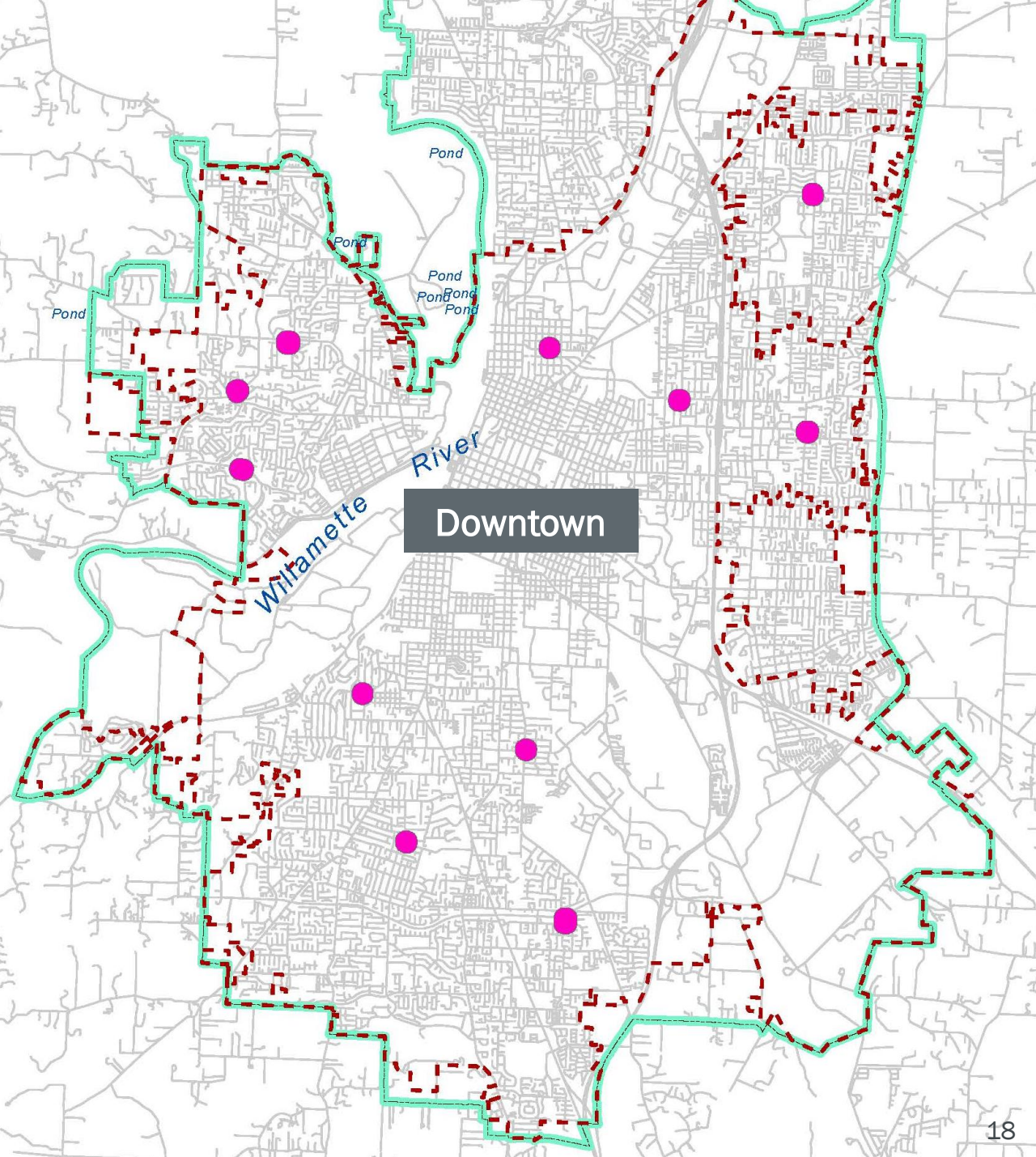
Existing Mixed Use



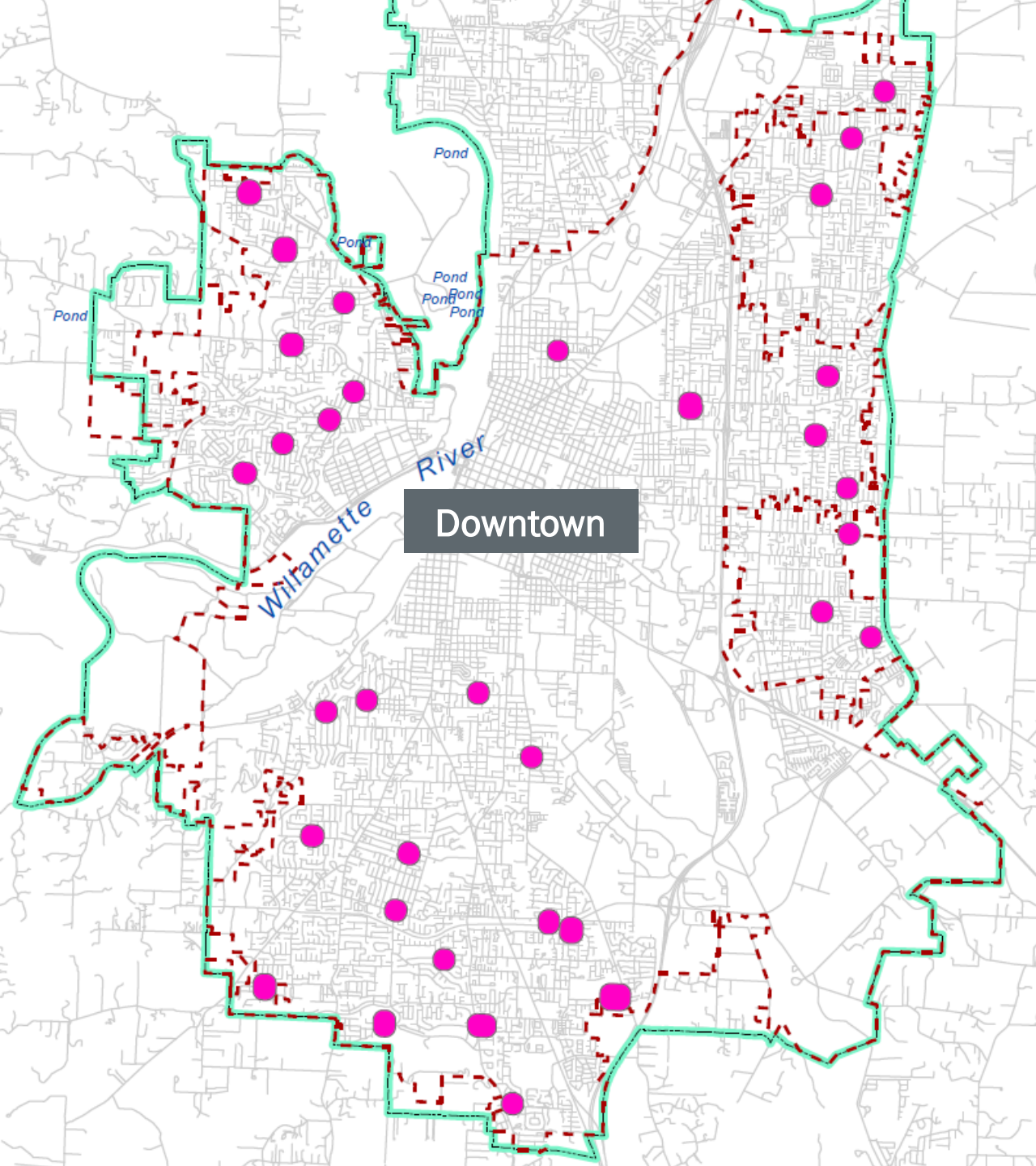
Big Ideas



- *Tripled the number of hubs since the fall*

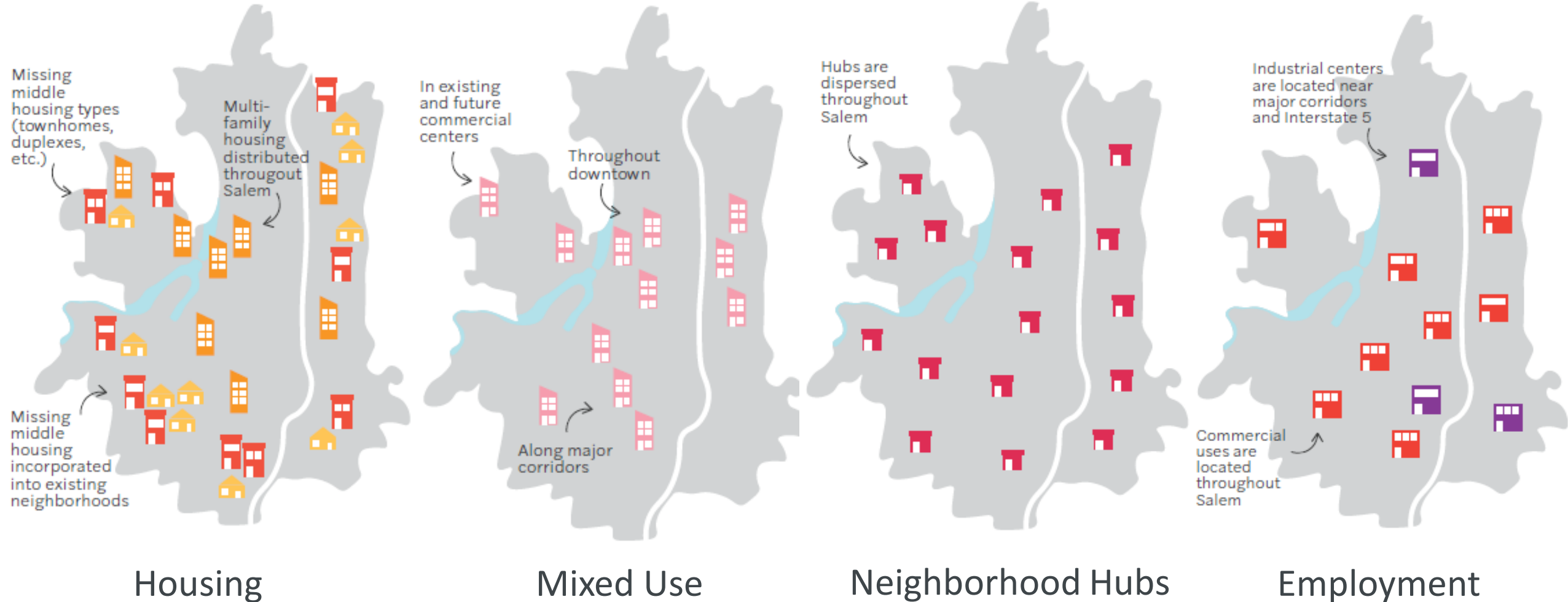


- *Tripled the number of hubs since the fall*



- *Tripled the number of hubs since the fall*

Big Ideas



Preferred Scenario

- Tool to analyze impacts
- **NOT** the same as the proposed Comprehensive Plan Map
- Best guess at *what might develop* through 2035 based on the proposed Comprehensive Plan Map



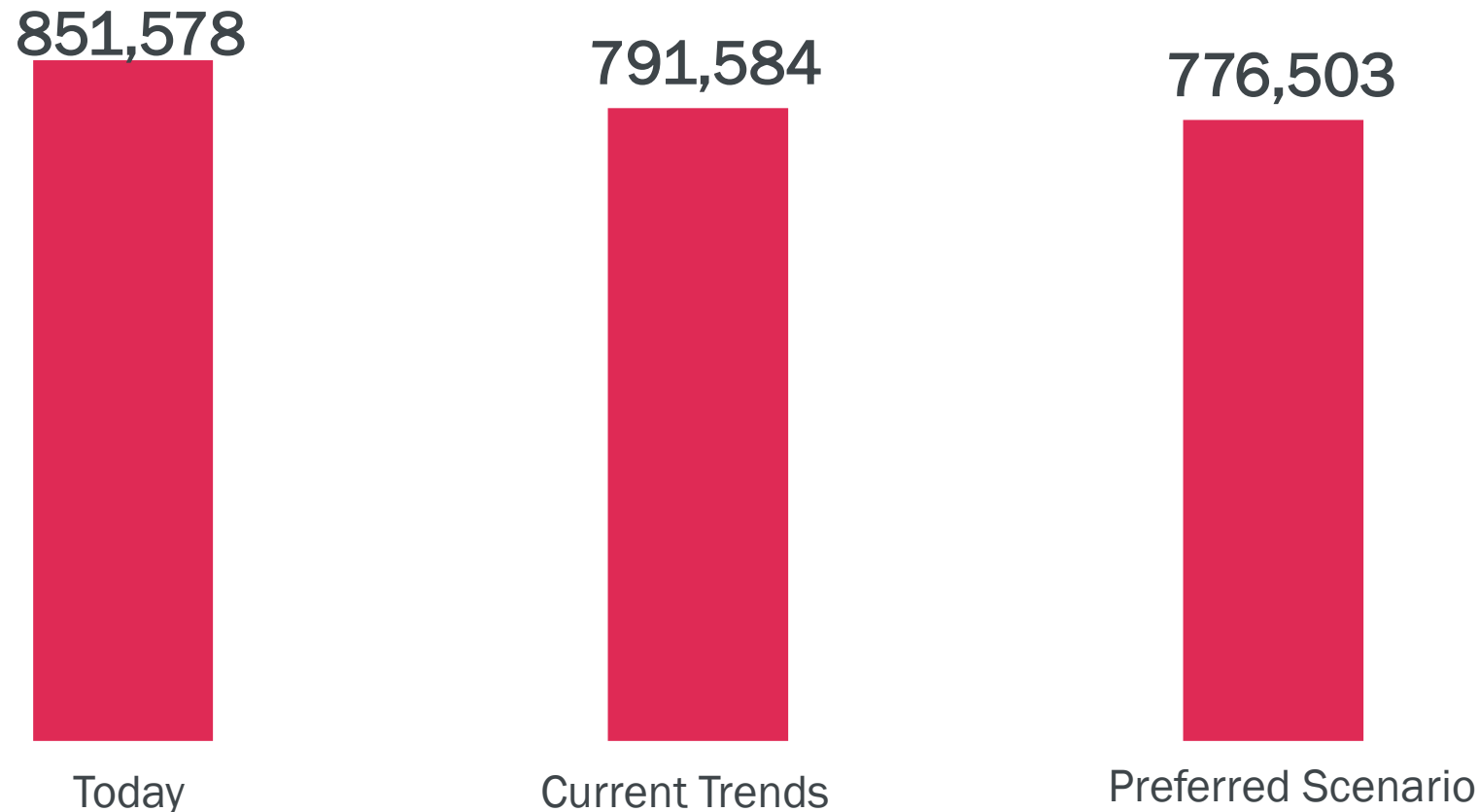
SALEM, OREGON

Community Greenhouse Gas Inventory

Prepared by
Cascadia Partners
May 24, 2019

Greenhouse Gas Emissions

Annual GHG Emissions (MT CO₂e) from Transportation



Difference between
*Today to Preferred
Scenario: 75,075*

Note: **All trips** including I-5 trips (>50% of all trips are external or pass through)

Zoning Options: Greenhouse Gas Emissions

1. **Increase maximum heights** in mixed-use zones, particularly along Cherriots' Core Network
2. **Eliminate parking requirements** for all uses near the Core Network
3. **Increase the minimum density** in the mixed-use and/or multifamily zones near the Core Network or throughout Salem
4. **Require multifamily housing** in mixed-use zones
5. **Require neighborhood hubs and/or middle housing** in large subdivisions
6. **Establish a minimum density** in the Single Family Residential (RS) zone near the Core Network

Outside of Zoning

- Infrastructure improvements and financial incentives
 - Align future work



Broadway Street NE



State Street

Climate Action Plan Collaboration

- Incorporate additional strategies from the climate action plan

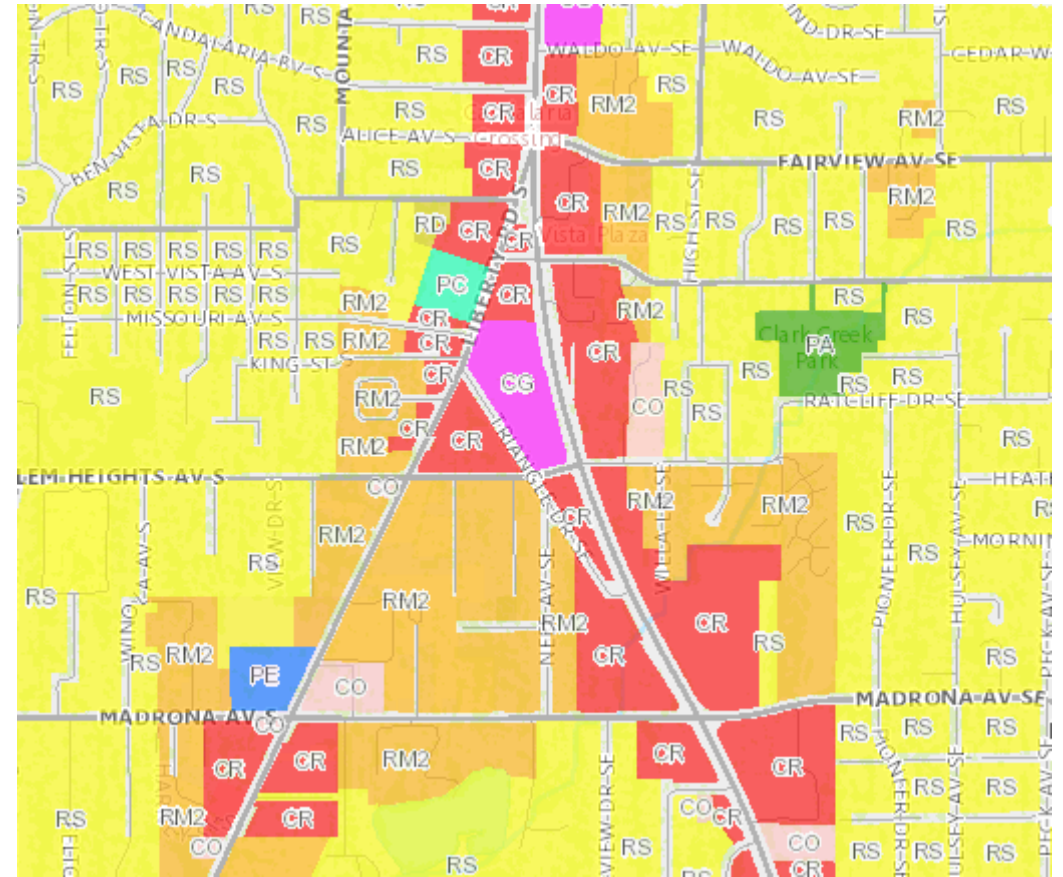
The collaboration board displays the following ideas:

- John Savage** (10 days ago):
 - Create a city-wide charging station network and locate charging stations at all major establishments near I-5**
Share 6 ❤️
 - Establish a strategic city initiative to eliminate emissions from City's fleet, buildings, and operations.**
There would be a number of actions tied to this initiative
Share 5 ❤️
- John Savage** (10 days ago):
 - Convert all public and private fleet vehicles to run on zero-emission fuels.**
Share 6 ❤️
- Blake Carlile** (a month ago):
 - Support native biodiversity in Salem's public areas**
Ecosystem restoration is crucial for our planet to become resilie...
Share 10 ❤️
- Jim Scheppeke** (18 days ago):
 - Mandate 100% Clean Energy in All New Construction**
40 cities in California have already said that in the future all ...
Share 7 ❤️
- John Savage** (10 days ago):
 - Support expanded state and federal incentives for investments in EV's and EV charging infrastructure**
Share 6 ❤️
- DrMoth** (12 days ago): [Card partially visible]

Asking for City Council Acceptance

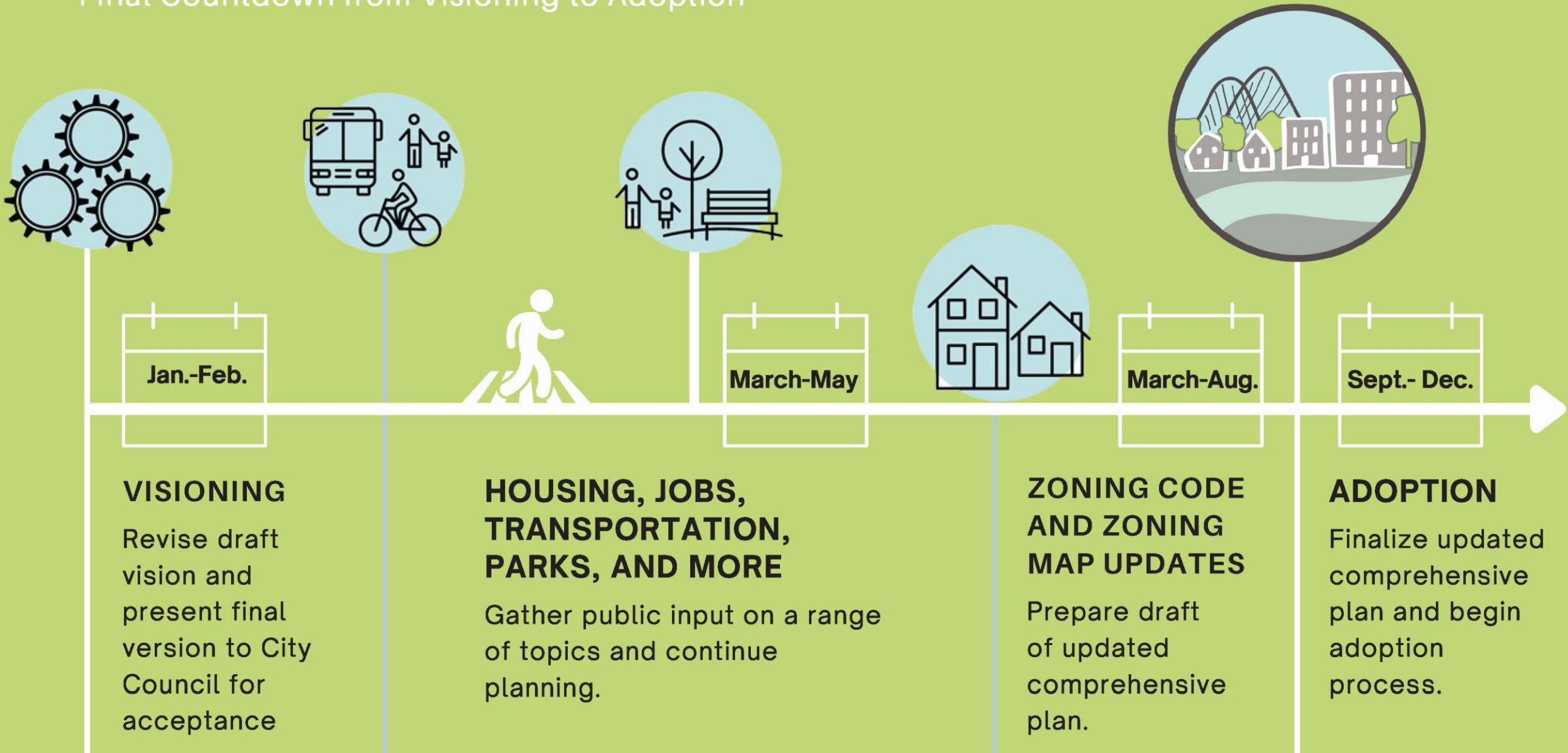
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Our Salem Timeline 2021

Final Countdown from Visioning to Adoption



After Our Sale

Update other plans to align with the Comprehensive Plan

- Salem Transportation System Plan
- Salem Comprehensive Parks System Master Plan
- Other plans



Sept.- Dec.

ADOPTION

Finalize updated comprehensive plan and begin adoption process.

Our Salem Project

www.cityofsalem.net/our-salem





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