



OUR SALEM

Vision Workshop

Visioning & Comp Plan Update

October 16 and 17, 2019 6pm-8pm

CITY OF *Salem*
AT YOUR SERVICE



CASCADIA
PARTNERS

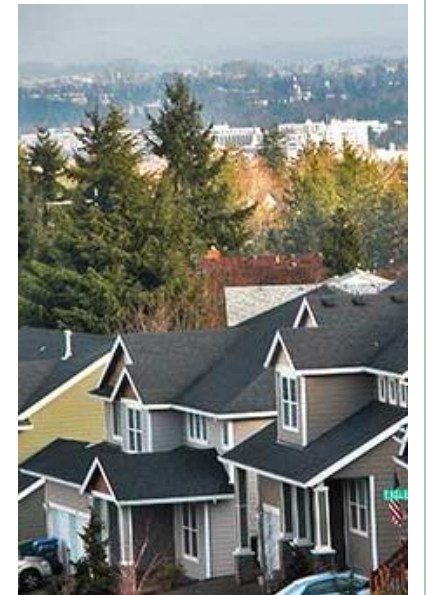


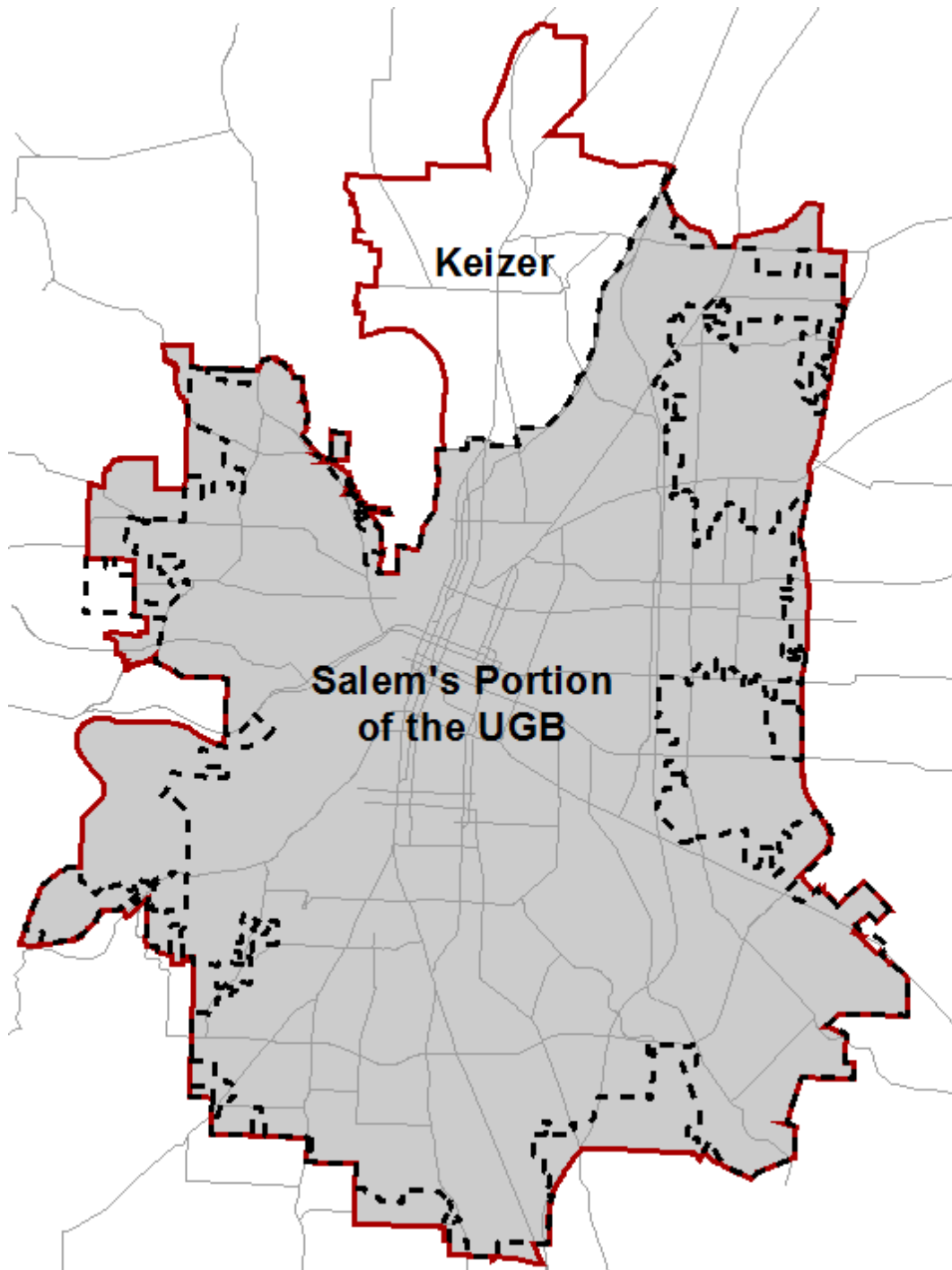
Workshop Agenda

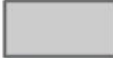


- Presentation (30 min)
 - Project Overview
 - Existing Conditions
 - Summer/ Fall Outreach
 - Map Activity Explained
- Map Activity (60 min)
- Report Back (30 min)

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.

What is the Comprehensive Plan?

Many Parts of the Comprehensive Plan

- Comprehensive Policies Plan
- Comprehensive Plan Map
- Urban growth boundary
- Public facilities plan
- Salem Transportation System Plan
- Comprehensive Parks System Master Plan
- Urban service area map
- Willamette River Greenway Plan
- Goals and policies in neighborhood plans

What is the Comprehensive Plan?

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Goals & Policies

Examples from the Current Comprehensive Plan

Urban Growth & Development

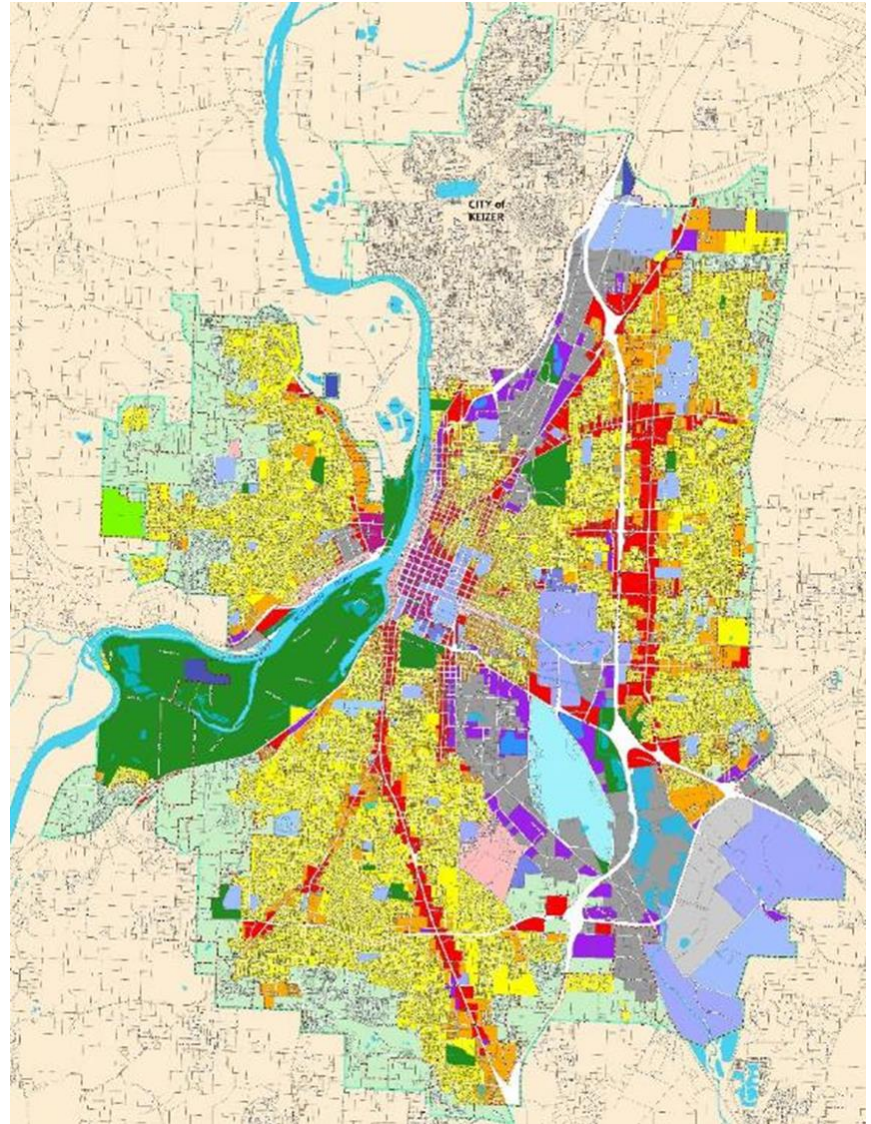
Housing

Economy & Employment

Transportation

Open Space & Natural Resources

Existing Comprehensive Plan Map



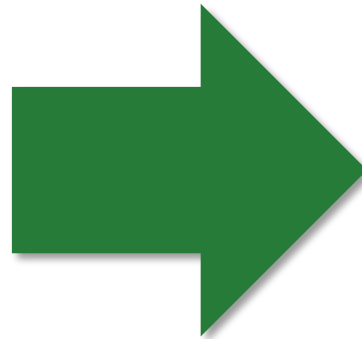
- COM - Commercial
- CB - Central Business District
- CS - Community Service
- CSA - Community Service Airport
- CSC - Community Service Cemetery
- CSE - Community Service Education
- CSG - Community Service Government
- CSH - Community Service Hospital
- CSS - Community Service Sewage - Solid Waste
- DR - Developing Residential
- EC - Employment Center
- FRM - Farm Resource Management
- IND - Industrial
- IC - Industrial Commercial
- MU - Mixed Use
- MFR - Multi-Family Residential
- POS - Parks - Open Space - Outdoor Recreation
- ROM - River Oriented Mixed Use
- SFR - Single Family Residential

- Salem City Limits
- Outside Salem Urban Growth Boundary
- UGB

Phase 1

Evaluate Existing
Conditions and How
Salem is Growing

Fall 2018 – Spring 2019



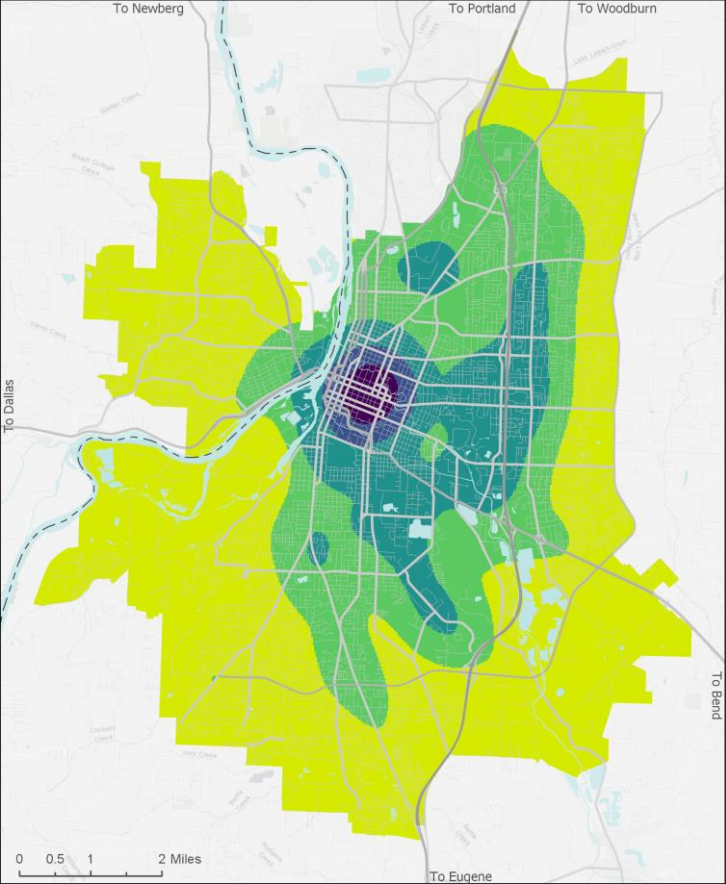
Now

Establish a Community
Vision for Future
Growth + Update the
Comprehensive Plan
to Implement the
Community Vision

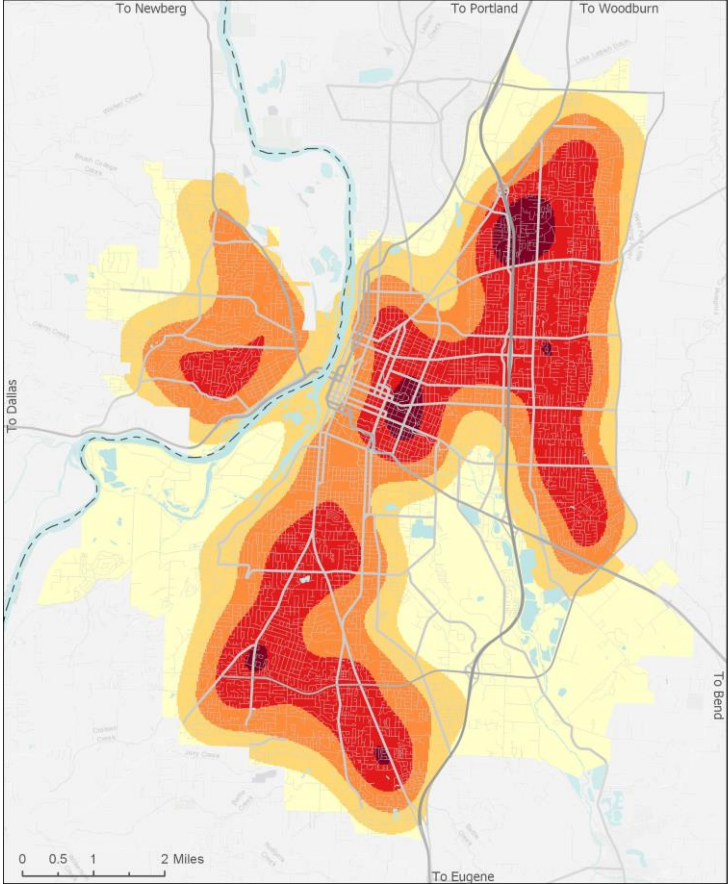
Summer 2019 – Fall 2021

Phase 1 Recap

Existing Jobs

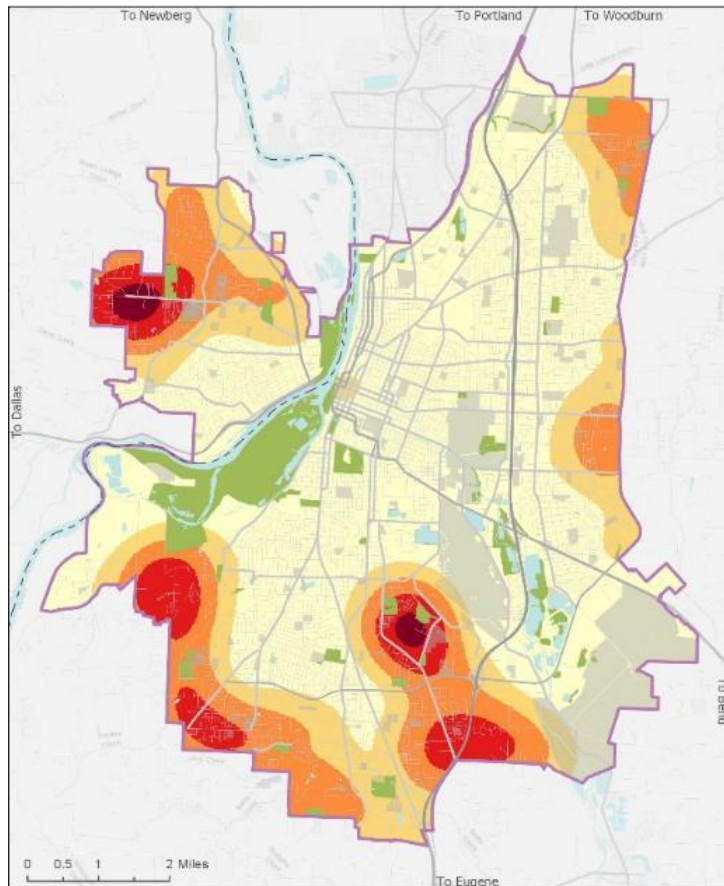


Existing Households



Phase 1 Recap

Current Trends



New
Households

Least

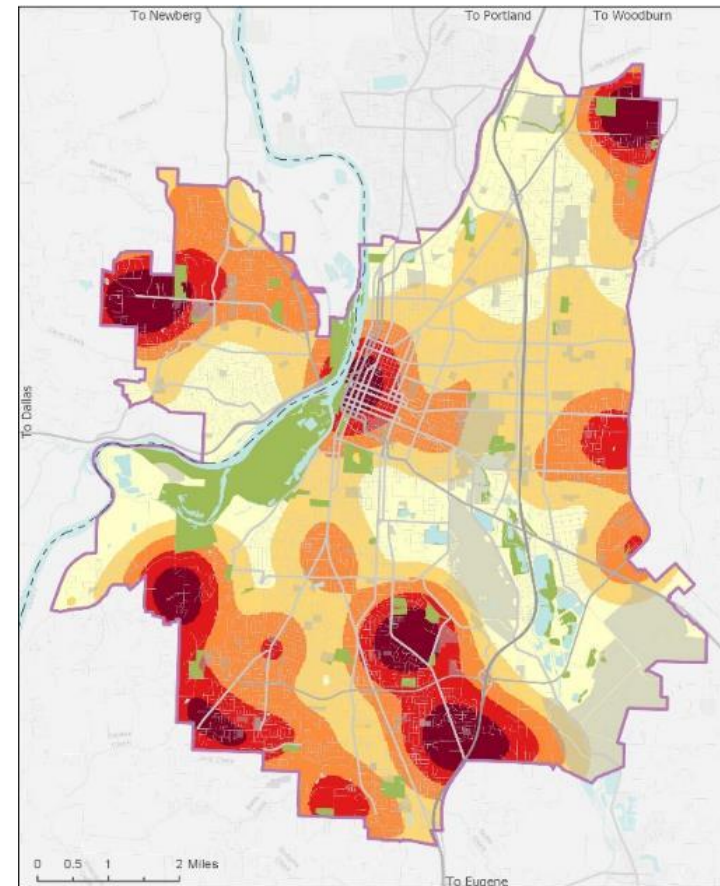


Most

Larger Parks and Wetlands

Airport and Public Lands

Zoning Buildout

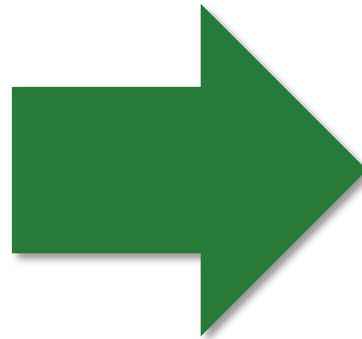


Growth
under
current
policies

Phase 1

Evaluate Existing
Conditions and How
Salem is Growing

Fall 2018 – Spring 2019



Now

Establish a Community
Vision for Future
Growth + Update the
Comprehensive Plan
to Implement the
Community Vision

Summer 2019 – Fall 2021

Visioning Milestones



Visioning
Fall 2019



Scenarios
Spring 2020



Community Vision
Fall 2020



Broad Engagement

Summer &
Fall Events

Community
Organizations

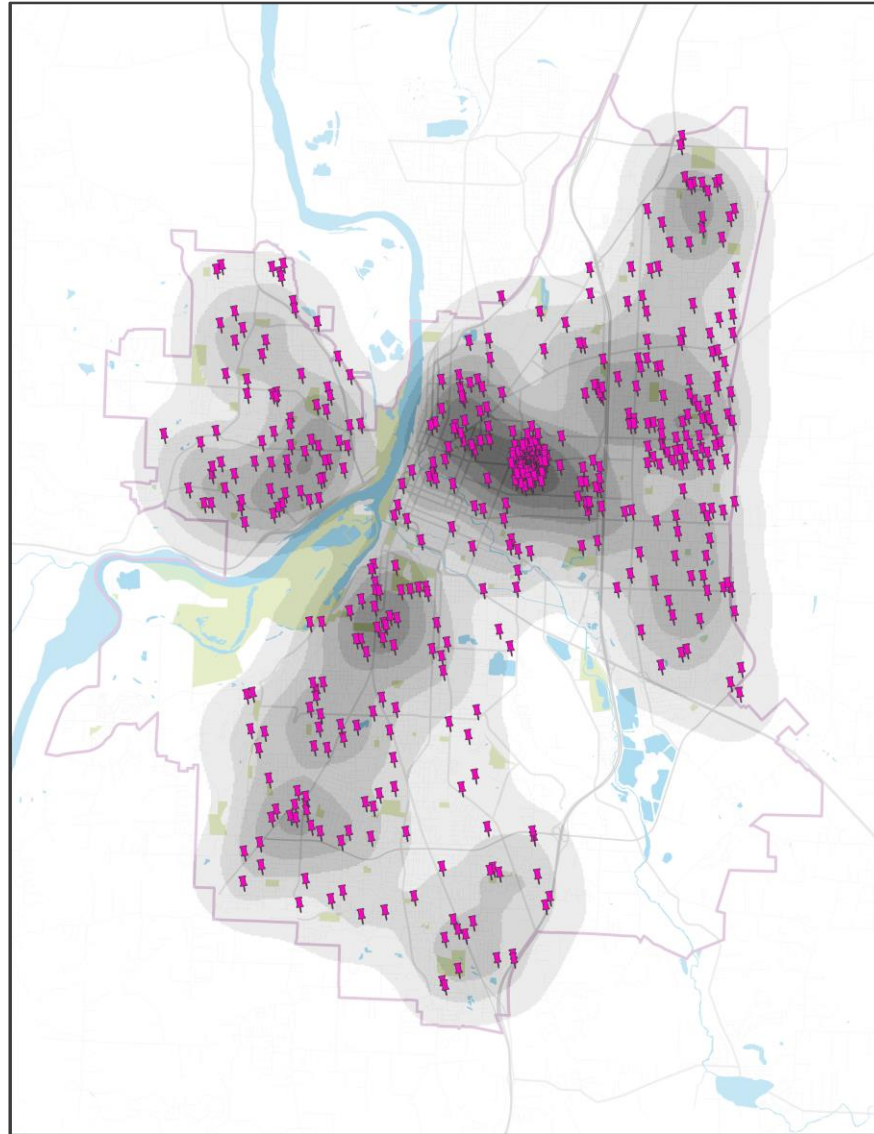
Surveys &
more...



Connect to Organizations

- Neighborhood Partnership Teams
- Mano-a-Mano Family Center
- Latino Business Alliance
- Oregon Marshallese Community
- Faith Community
- Mayor's International Council
- United Way
- Home Builders Association of Marion and Polk Counties
- Enlace
- Salem Area Chamber of Commerce
- Willamette University
- Chemeketa Community College
- Safe Routes Partnership
- Mid-Willamette Valley Community Action Agency
- 350 Salem
- Neighborhood associations
- Center 50+
- Salem Keizer NAACP
- Rotary clubs
- Mid-Valley Association of Realtors
- Many more...

Over 400 pins placed so far...



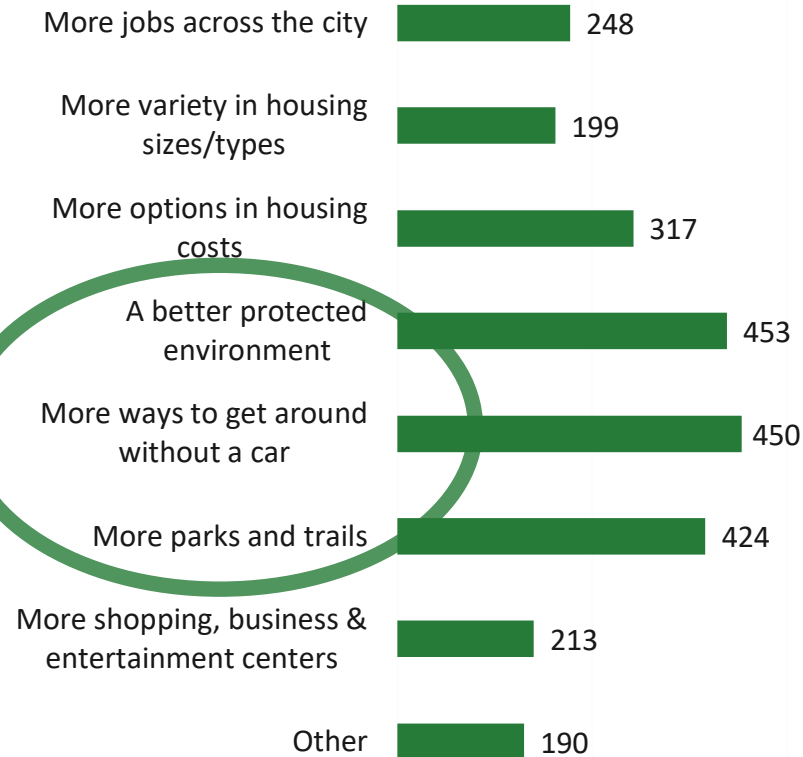
Summer Events



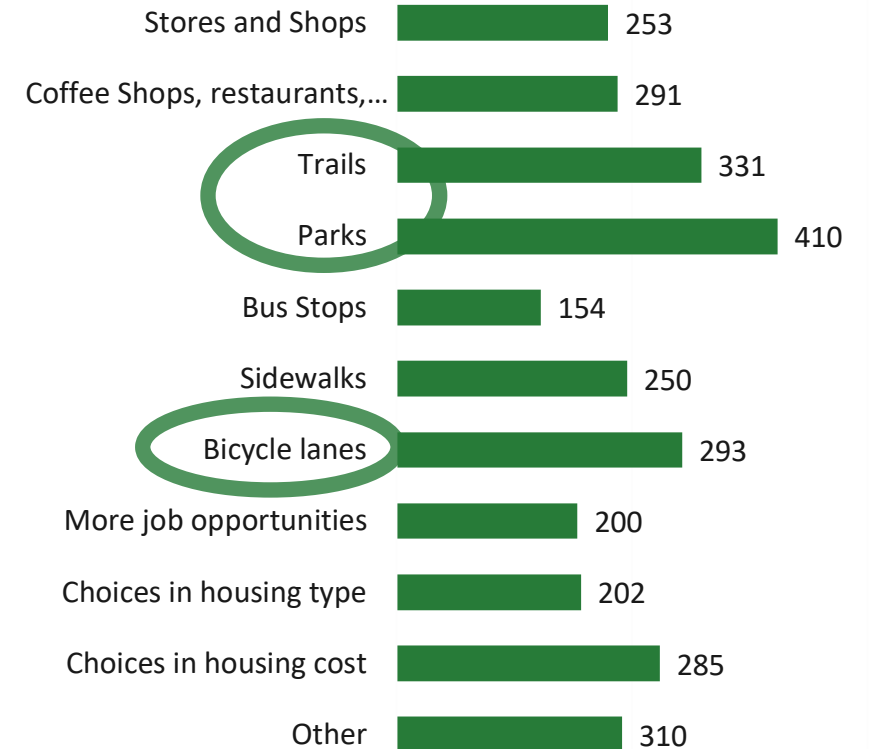
Summer Events

Almost 5,500 dots placed so far....

I Wish Salem Had...



I Wish My Neighborhood Had...



Visioning Workshops

Fall 2019

Workshop 1 (English)

October 16th, 6pm at Pringle Hall

Workshop 2 (English)

October 17th, 6pm at Crossler Middle School

Workshop 3 (Spanish)

October 25th, 6pm at Chemeketa Community College



Visioning Workshops

Fall 2019



How do we want Salem to grow and develop?



What goals do we have?



How can we improve our community?

Visioning Exercise

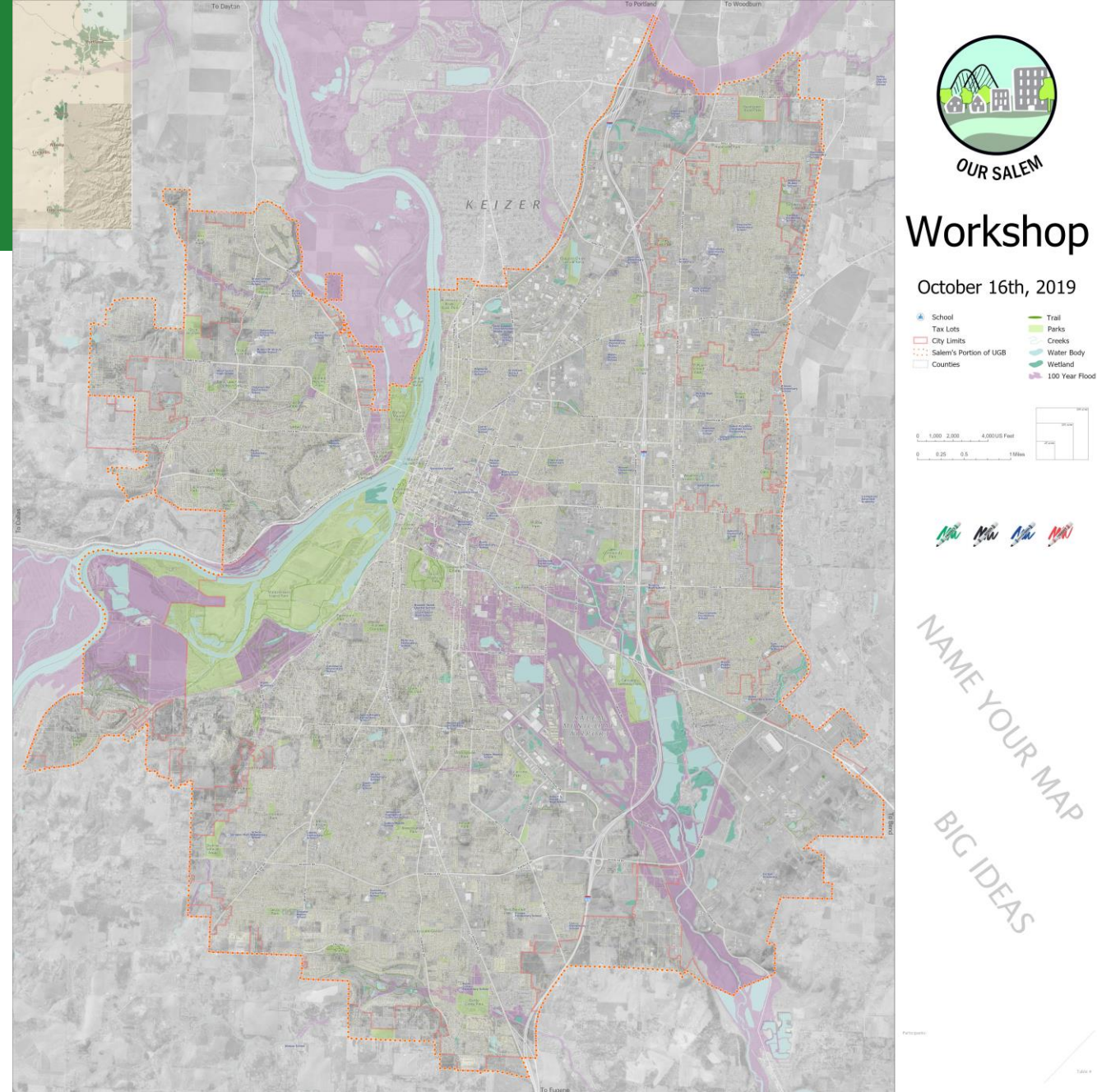
Each table collaborates around a large map to record their ideas.

Identify areas for preservation and areas for development.



This exercise asks:

1. How & where should Salem grow?
2. What connections are needed?
3. What should we preserve?



Show us your ideas of the future:

1. Decide where and where not to grow
2. Arrange stickers on your map in areas of change
3. Record comments & big ideas
4. Draw in connections (roads, trails, transit) and open space
5. Present your map to the group





Workshop Chips

25
Acres

2035 Growth Forecast

- 60,000 People
- 23,000 Households
- 22,000 Jobs

URBAN CENTER



Large-scale retail, office, and mixed-use buildings

600 Housing Units
600 Jobs



MIXED USE



Mix of residential and employment uses; Walkable and easily accessible

380 Housing Units
150 Jobs



URBAN
NEIGHBORHOOD



Mostly multifamily housing in compact & walkable areas with some neighborhood services

330 Housing Units
70 Jobs



NEIGHBORHOOD
HUB



Mostly single-family homes with neighborhood scale businesses

330 Housing Units
230 Jobs



RESIDENTIAL
NEIGHBORHOOD



Single-family homes and townhomes

200 Housing Units
25 Jobs



INDUSTRIAL



Mix of industrial and office building

0 Housing Units
360 Jobs



OFFICE



Medium to high density office in
low and mid-rise buildings

0 Housing Units
490 Jobs



COMMERCIAL

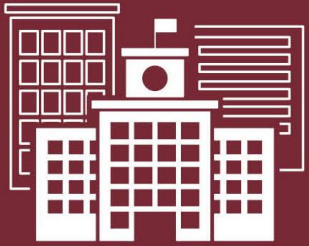


Office buildings and commercial
services

100 Housing Units
360 Jobs



COMMUNITY SERVICES



Community centers, senior centers, libraries, and other public services

0 Housing Units
20 Jobs



OPEN SPACE



Neighborhood & community parks and designed & natural open spaces

0 Housing Units
0 Jobs



Chip Trading Guide Example



=



=



Draw needed transportation infrastructure:

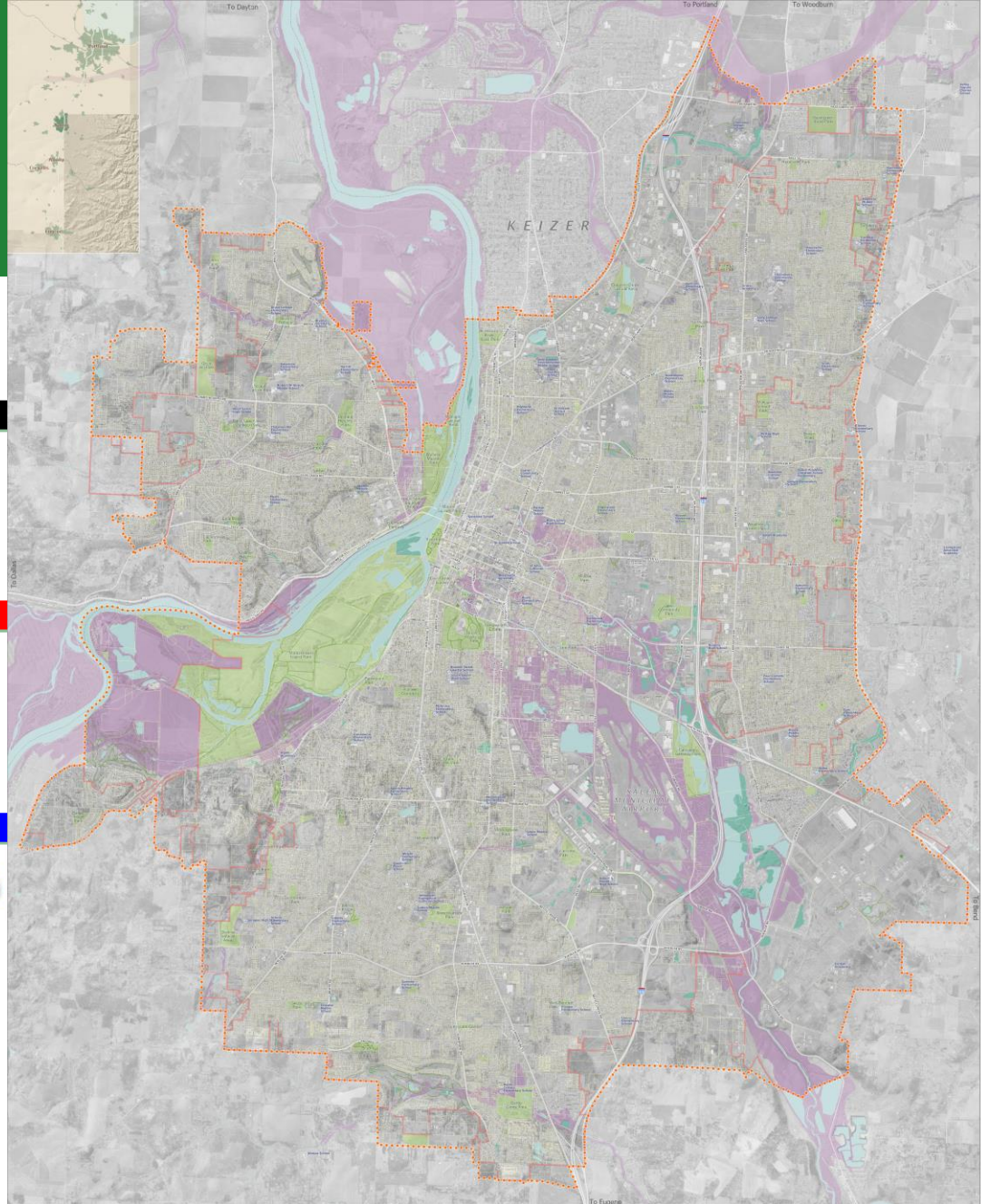
Roads



Transit



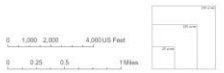
Bikes and Trails



Workshop

October 16th, 2019

- School
- Tax Lots
- City Limits
- Salem's Portion of UGB
- Counties
- Trail
- Parks
- Creeks
- Water Body
- Wetland
- 100 Year Flood



NAME YOUR MAP
BIG IDEAS

Draw areas to protect:

Roads



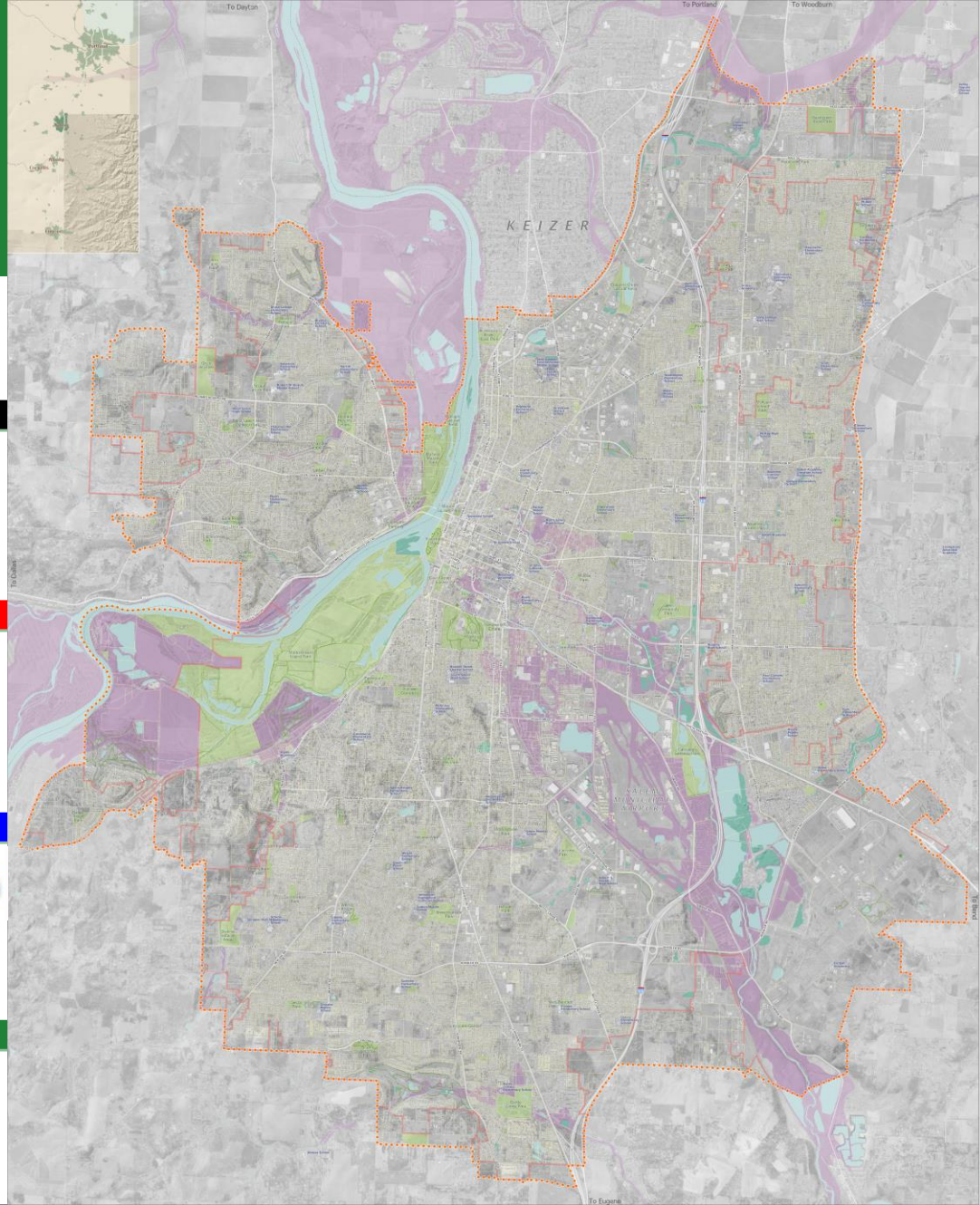
Transit



Bikes and Trails



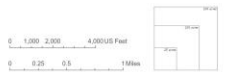
Protect



Workshop

October 16th, 2019

- School
- Tax Lots
- City Limits
- Salem's Portion of UGB
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- Trail
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NAME YOUR MAP
BIG IDEAS

Choose a presenter and share your ideas with the group!



What happens next?

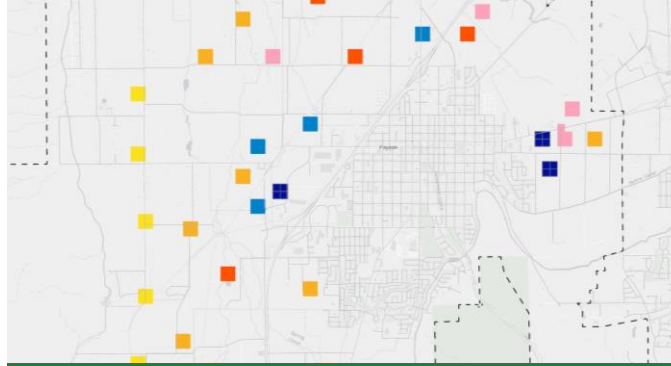
Scenarios

Spring 2020



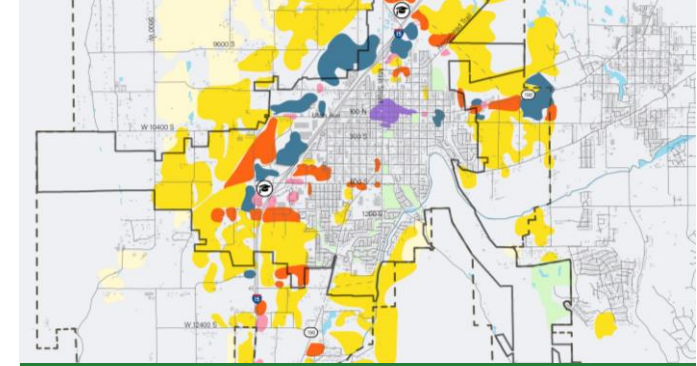
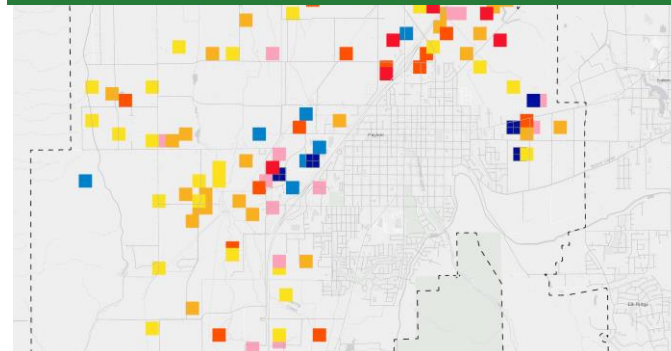
Workshop Maps are Created by the Public

- Big ideas get incorporated into scenarios



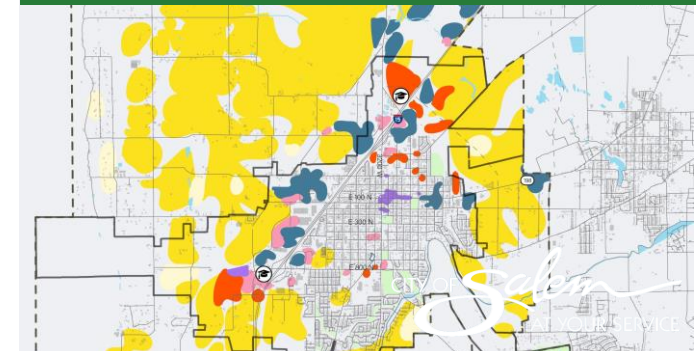
Digitized to Inform the Scenarios

- Same jobs & population forecast
- Development types are more specific than the workshop chips



Scenarios are Presented to the Public

- Report cards highlight key indicators out of 80+ metrics
- Scenarios refined into the Community vision



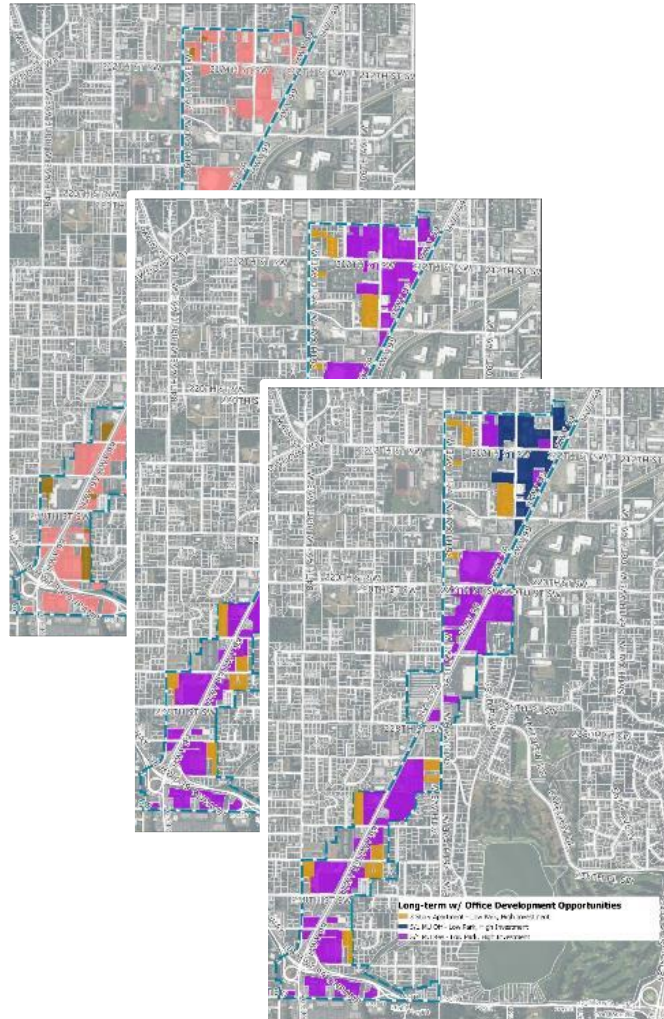
Evaluating the Scenarios

Welcoming and Livable Community	Safe, Reliable, Efficient Infrastructure	Strong and Diverse Economy	Good Governance	Natural Environment Stewardship	Safe Community
Affordability	Walk and Transit Friendliness	Employment Mix	Revenue-to-Cost Ratio	Development in Environmentally Sensitive Areas	Traffic and Pedestrian Accidents
Housing Affordability	Access to Frequent Transit	Average Wage	Annual Level of Service <i>(Cost per capita)</i>	Tree Canopy	Active Transportation
Complete Neighborhoods	Bicycle and Pedestrian Use	Jobs and Housing Balance	Property Tax Revenue	Total Greenhouse Gas Emissions	
Proximity to Parks and Trails				Air Pollutant Reduction	
Infill Development and Redevelopment					

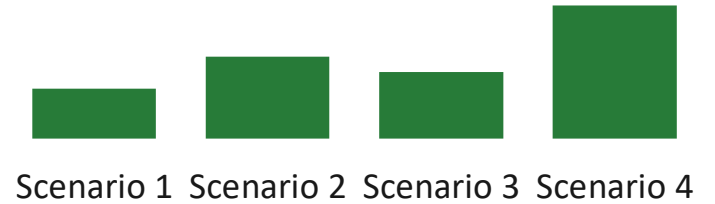
This chart shows 20 indicators out of more than 80 total

Scenario Indicators

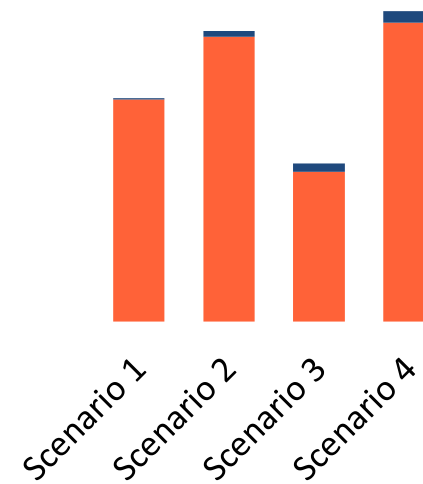
How does each scenario perform?



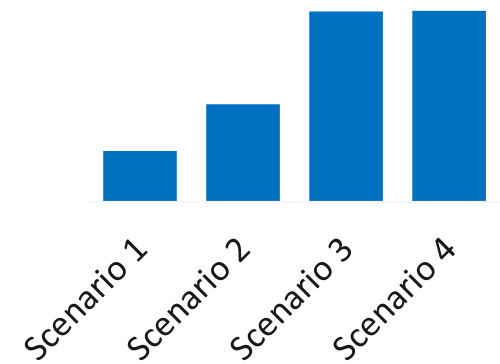
New Road Lane Miles



Developed Acres



Housing Units per Gross Acre

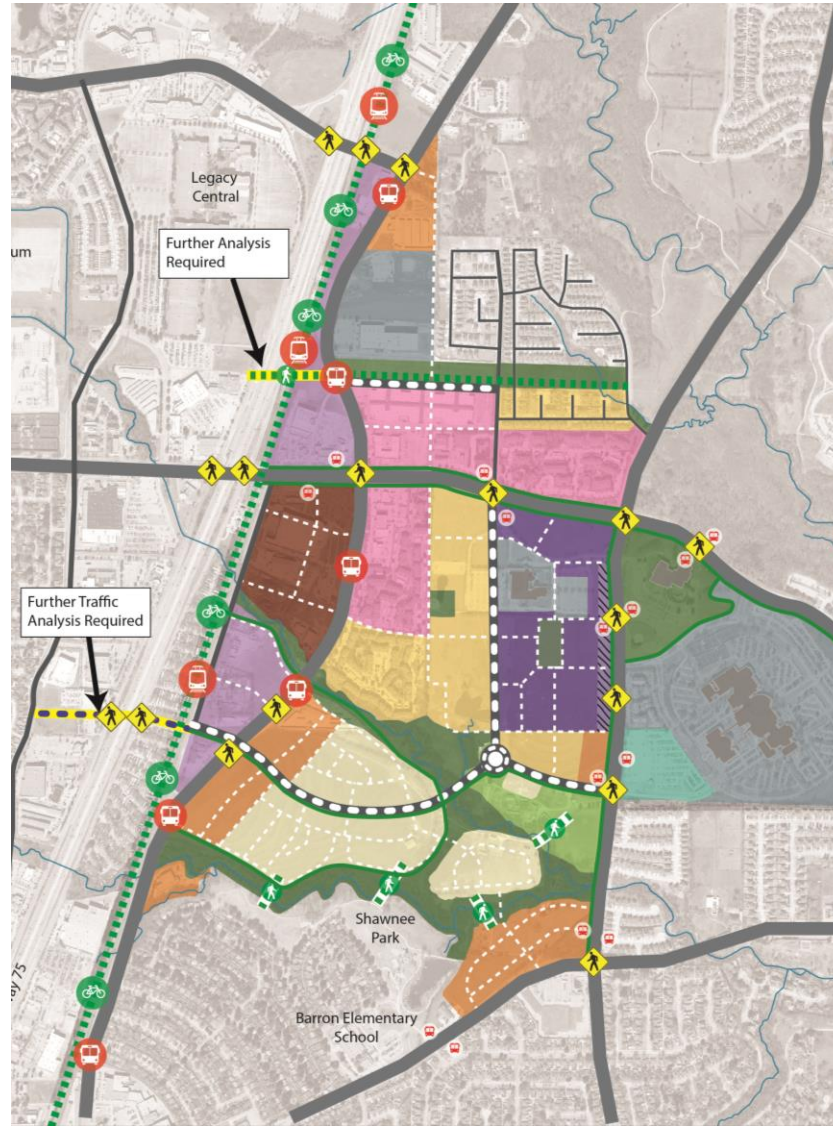


Communicating Results

PERFORMANCE	A	B	C	D
Expands transit options (bus, rail, streetcar)	☾	◐	◑	●
Minimizes the amount of time people spend in the car	☾	◐	◑	●
Emphasizes construction of new neighborhoods	●	◐	●	☾
Promotes construction of a wide range of housing types	☾	●	◐	●
Promotes reinvestment on underutilized city land	☾	●	◐	●
Locates more new homes close to parks and open space	☾	◐	●	●
Reinvigorates downtown as a cultural, job, and housing center	☾	●	◐	●
Retains and attracts young people, young families, and entrepreneurs	☾	●	◐	●

CATEGORY	MEANING	A Trends Continue	B Main Streets	C New Centers	D Centered City
PEOPLE					
Population Growth <i>out of a total 164,000 expected residents</i>	Tulsa's future vitality depends a lot on its ability to grow. Each scenario performs differently in how it attracts newcomers to the city, instead of the suburbs.	 28,000	 72,000	 101,000	 102,000
New Housing Mix <i>% of all new construction</i>	Each scenario emphasizes a different mix of new kinds of housing.				
Total Housing Mix <i>% of all housing units</i>	But overall, each scenario would result in Tulsa remaining a city with a majority of single-family homes.				
ECONOMY					
New Jobs Added <i>out of a total 53,000 expected jobs</i>	The City of Tulsa competes for jobs with the suburbs and other jurisdictions around it. Each scenario performs differently in how many new jobs Tulsa is able to attract.	 24,000	 32,000	 42,000	 42,000
Value of New Construction	Each scenario would stimulate a different amount of new construction investment in the city based on new growth.	\$5.1 billion	\$9.2 billion	\$14.5 billion	\$11.7 billion

The Vision Fall 2020



You are invited!

Explore the Future of Oak Point

OPEN HOUSE

October 11, 2017

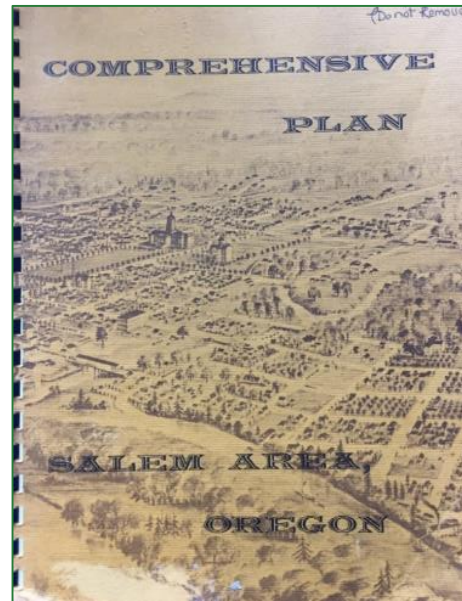
Plano Event Center
Northbrook Rm. | 2000 E Spring Creek Parkway, Plano, TX 75074

envisionoakpoint.com

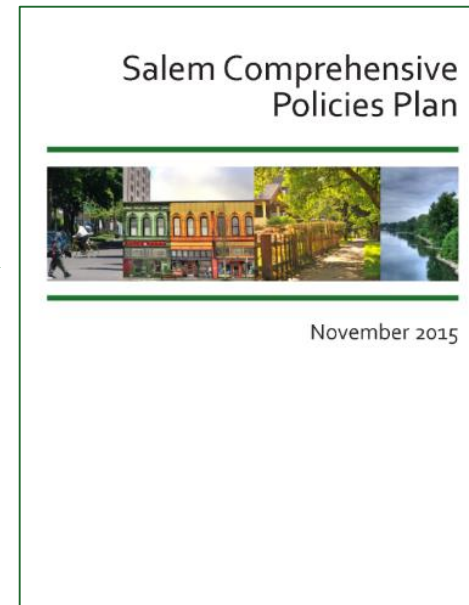


Update the Comprehensive Plan According to the Vision

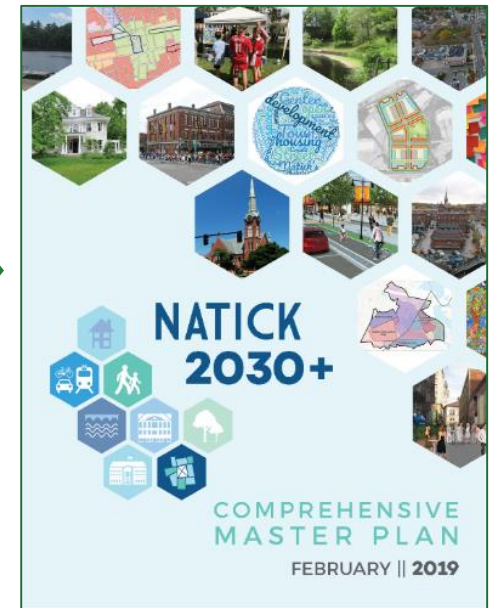
Winter 2020 through Fall 2021



1973



2019



Future

The Comprehensive Plan will include an Implementation Plan



Visit our project website for presentations, calendar updates, and more...

www.cityofsalem.net/our-salem

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CASCADIA
PARTNERS

