Our Salem

Scenario Webinar

Visioning and Comprehensive Plan Update

April 2020

CITY OF Salem AT YOUR SERVICE

CASCADIA PARTNERS

jla

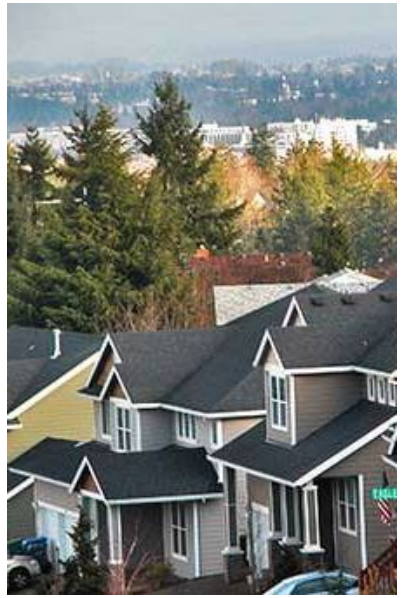
Workshop Agenda

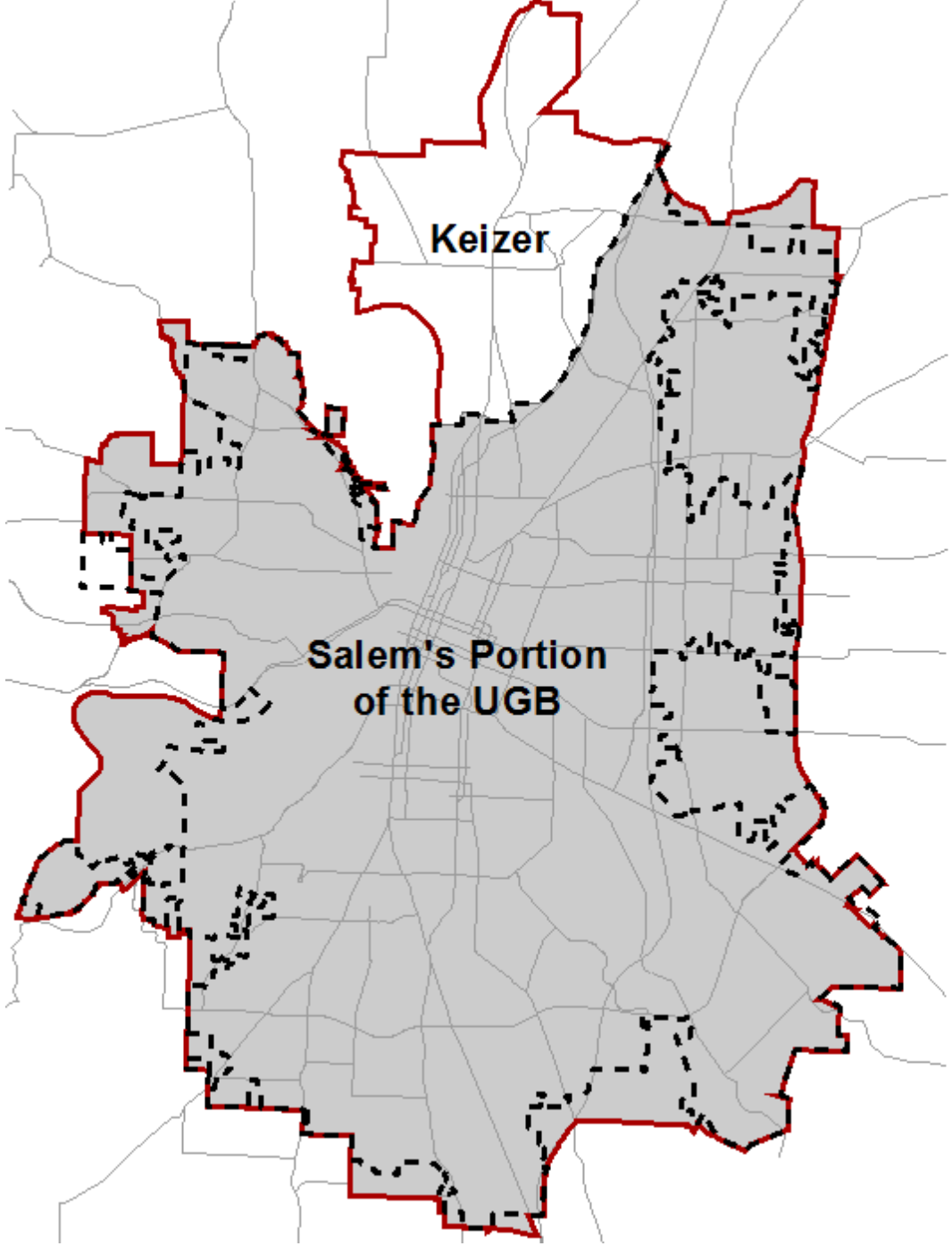
- Project overview
  - Process
  - Public input
- Scenarios
  - Maps
  - Indicators

CITY OF Salem AT YOUR SERVICE

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.

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Visioning

Visioning
Fall 2019

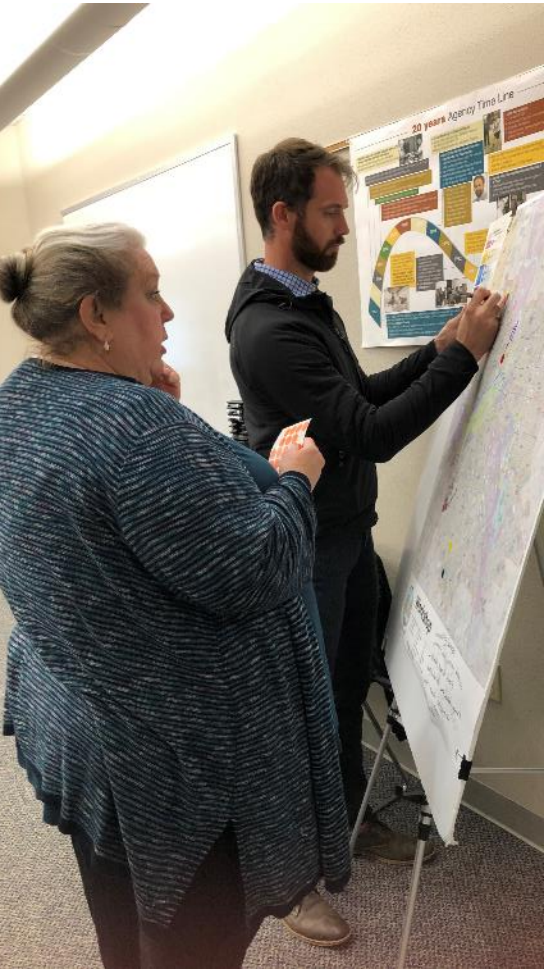
Scenarios
Spring 2020

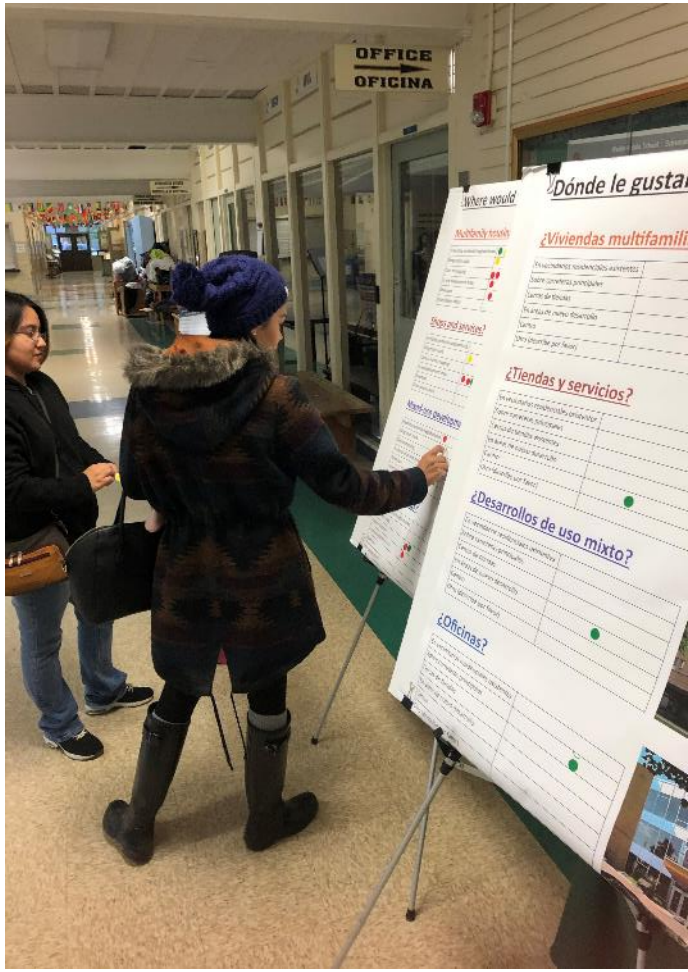
Community Vision
Fall 2020

5

Public Workshops

Broad Engagement





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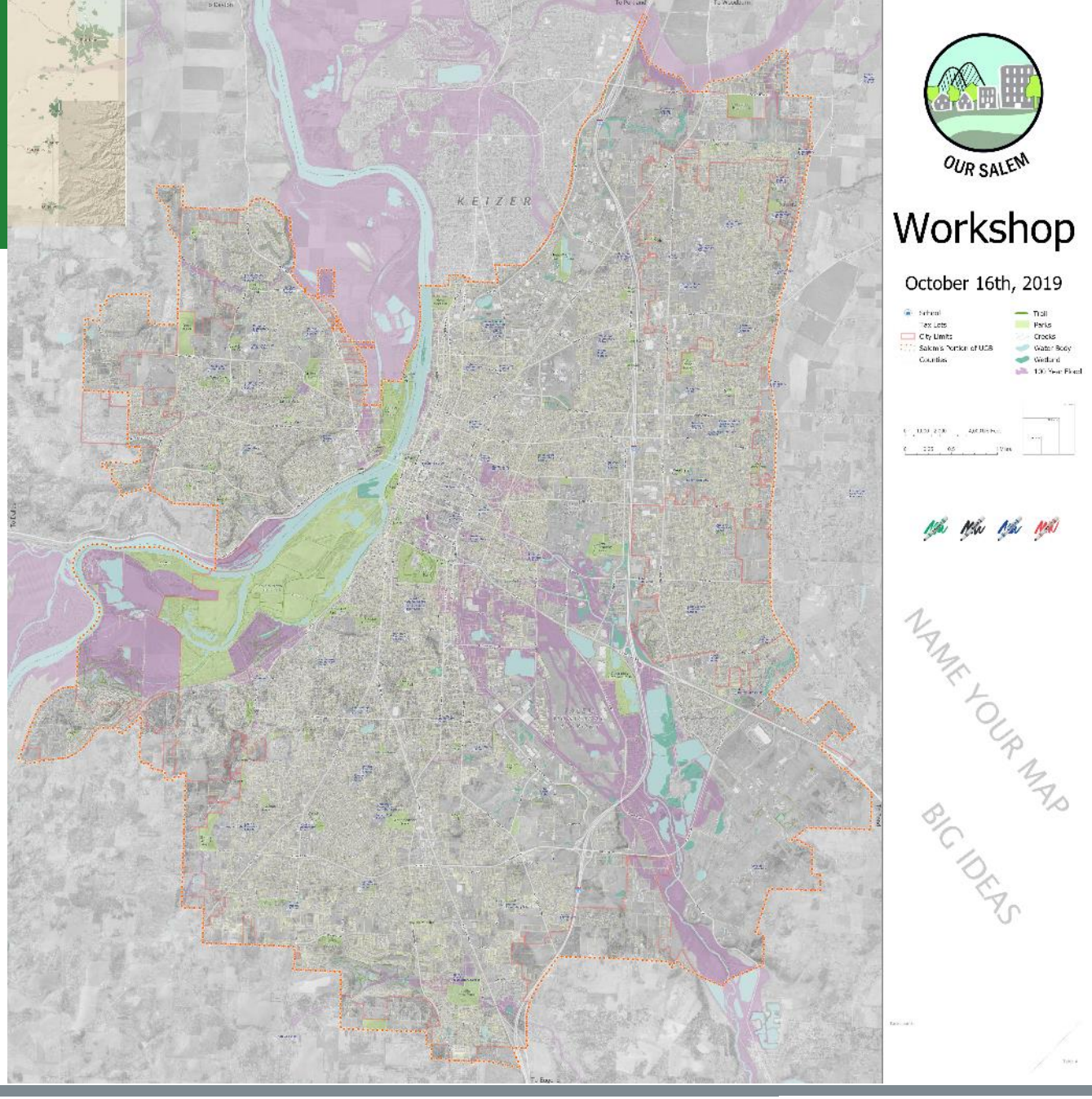
Mapping Exercise



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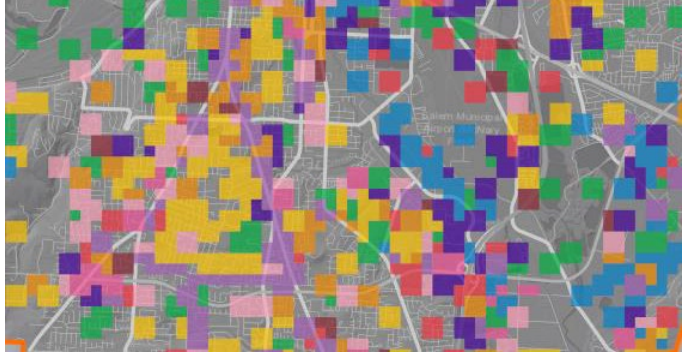
Visioning to Scenarios

Workshop Maps are Created by the Public

- Big ideas get incorporated into scenarios

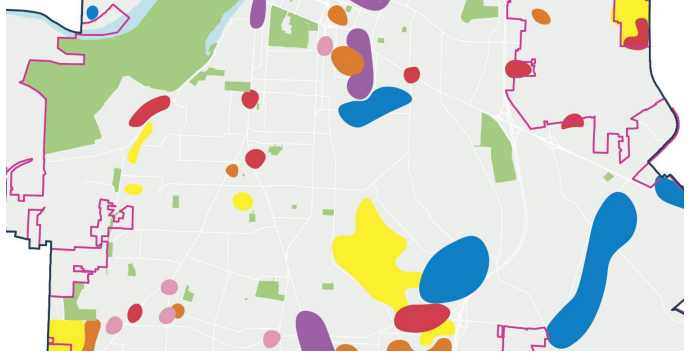
Digitized to Inform the Scenarios

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

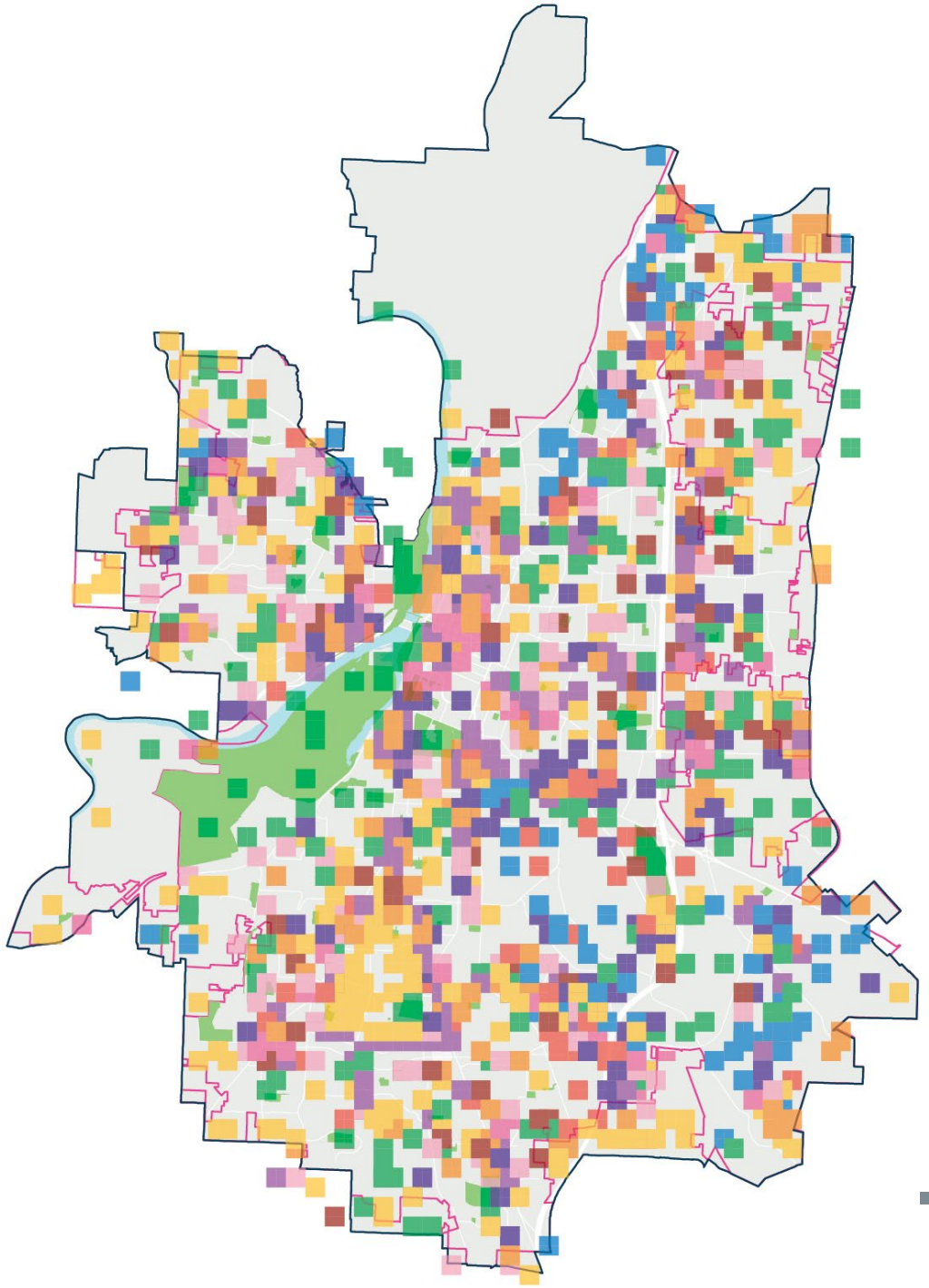


Scenarios are Presented to the Public

- Highlight key indicators out of 80+ metrics
- Scenarios refined into the Community vision



In Person Workshops

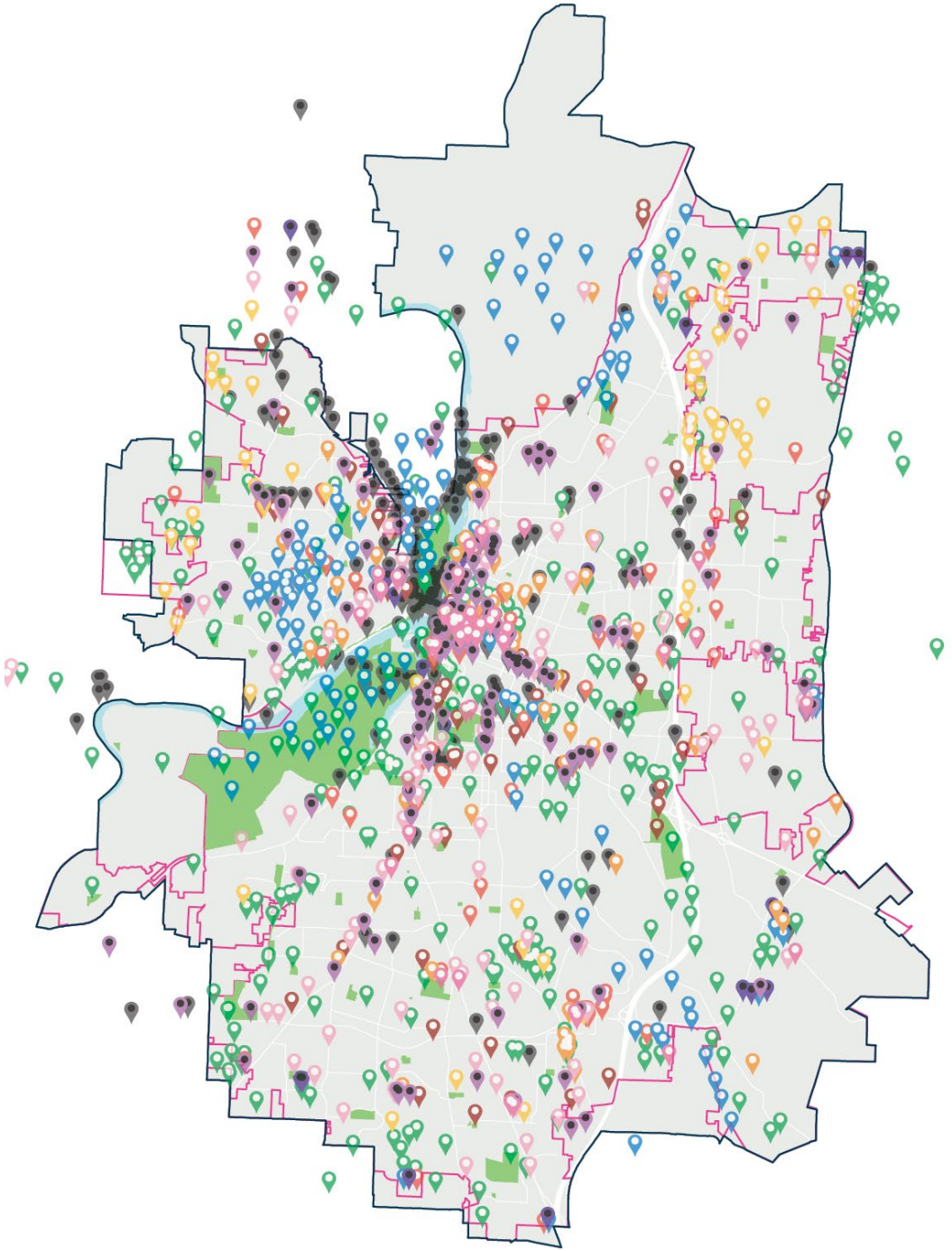


20 maps and >1,600 chips

Majority Chips

- Urban Center
- Mixed Use
- Neighborhood Hub
- Urban Neighborhood
- Office
- Commercial
- Industrial
- Residential Neighborhood
- Community Services
- Open Space

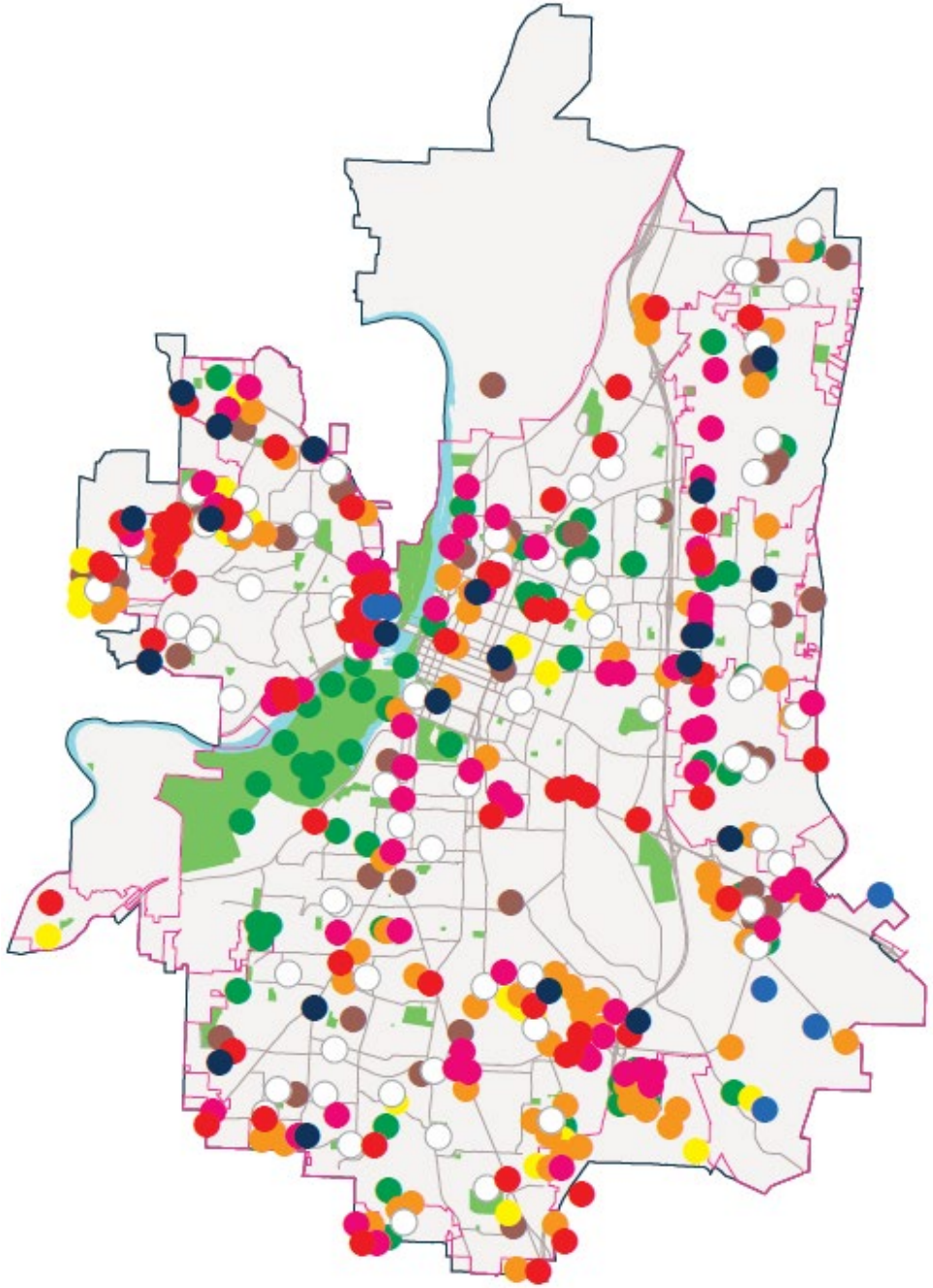
Online Workshops



>1,300 pins

- Urban Center
- Mixed Use
- Neighborhood Hub
- Urban Neighborhood
- Residential Neighborhood
- Office
- Industrial
- Commercial
- Community Services
- Open Space and Trails
- Roads and Transit

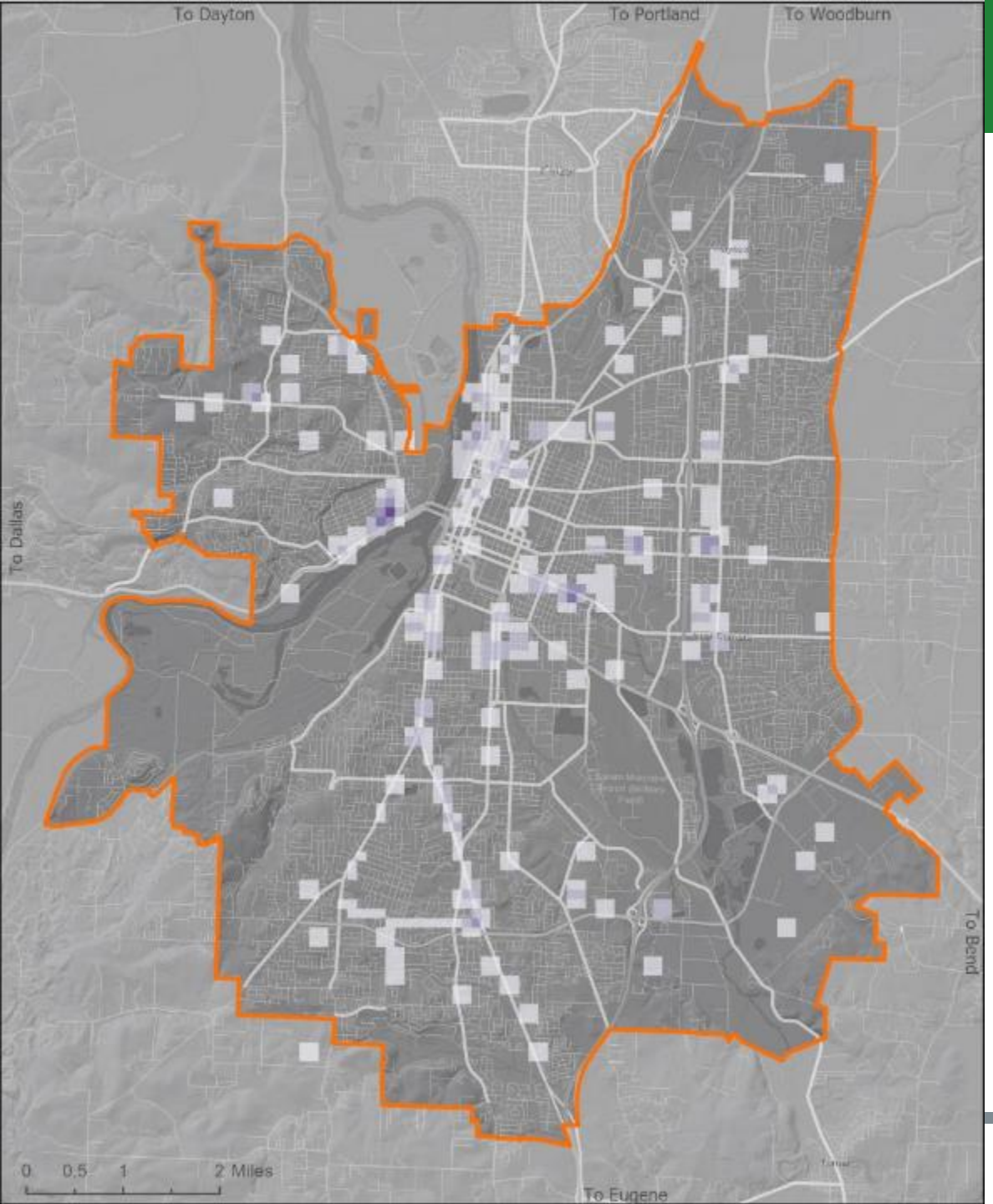
Community Meetings



Dozens of meetings

- Industrial
- Office
- Shopping
- Mixed Use
- Blank
- Multifamily
- Single Family
- Community Services
- Park and Open Space

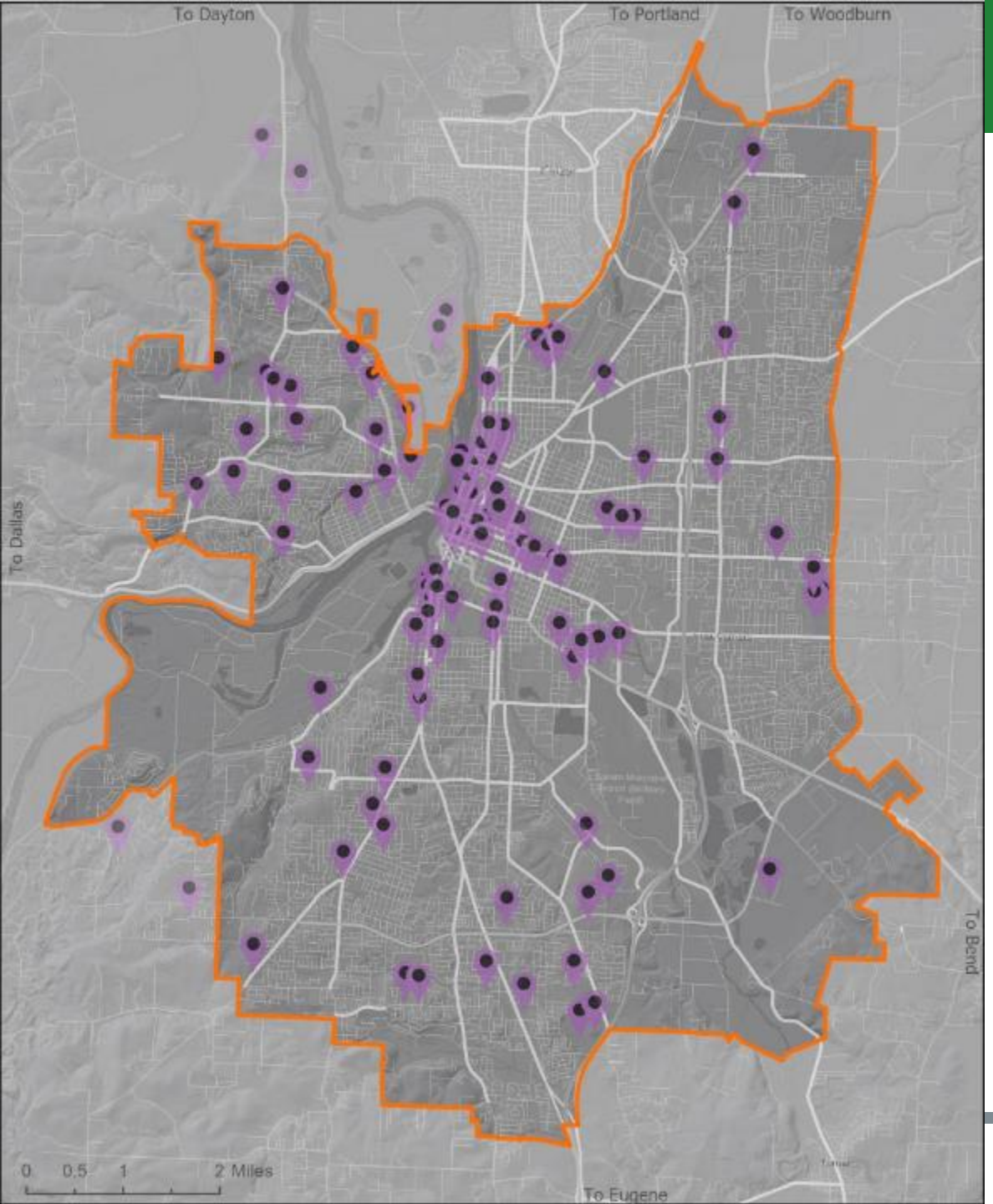
What we heard: Mixed Use



Mixed Use

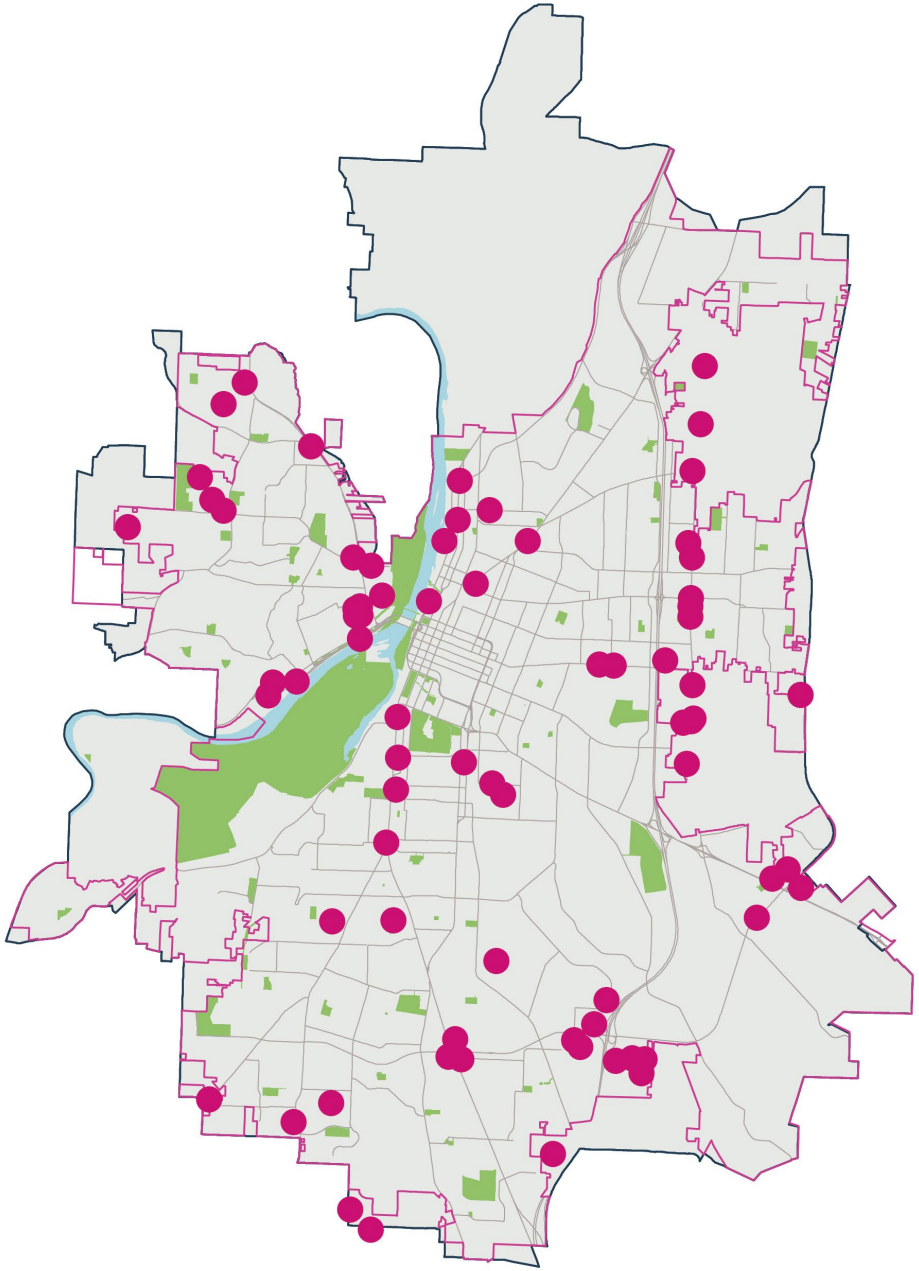
- 1
- 2
- 3
- 4
- 5

What we heard: Mixed Use



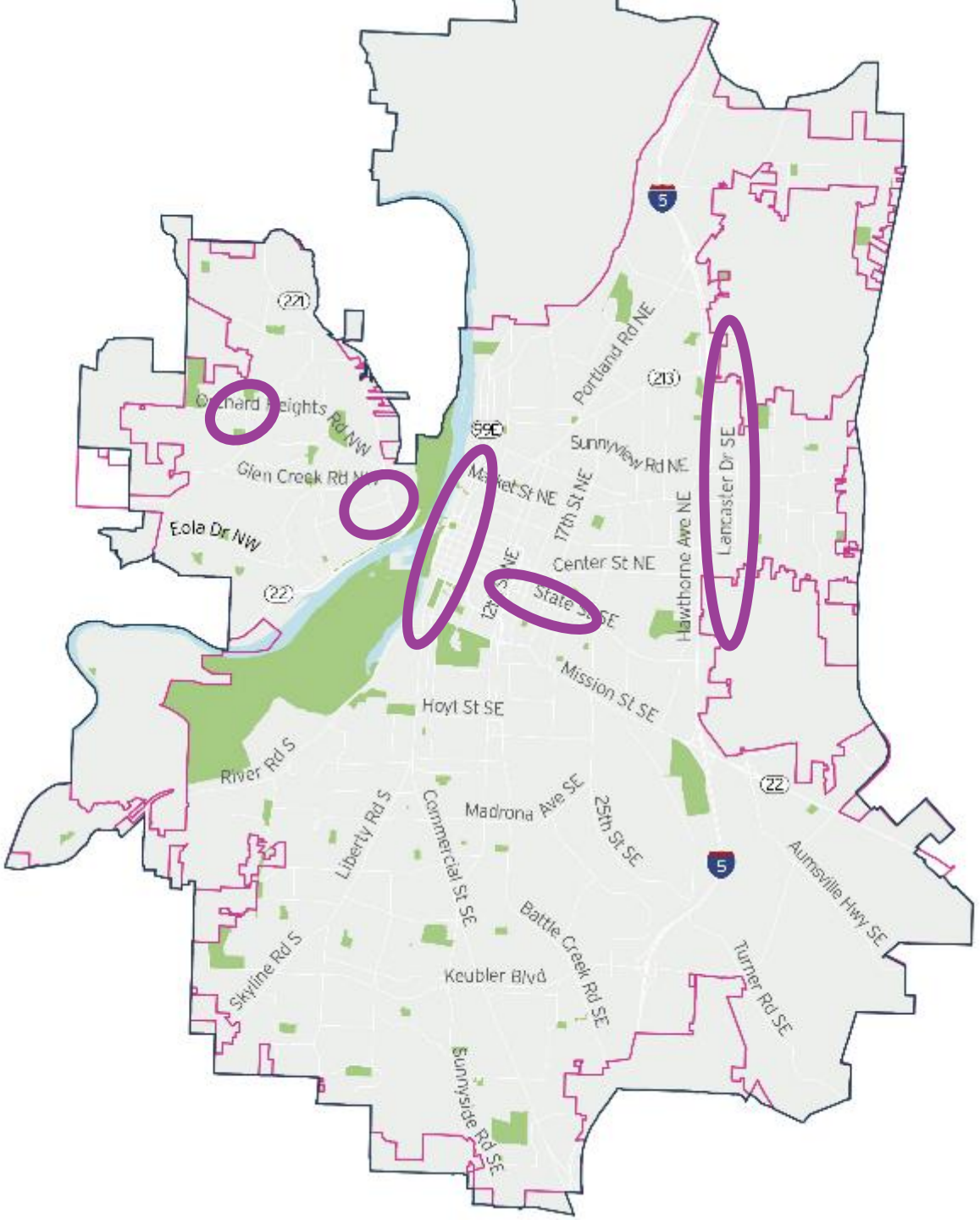
Mixed Use

What we heard: Mixed Use



Mixed Use

What we heard: Mixed Use



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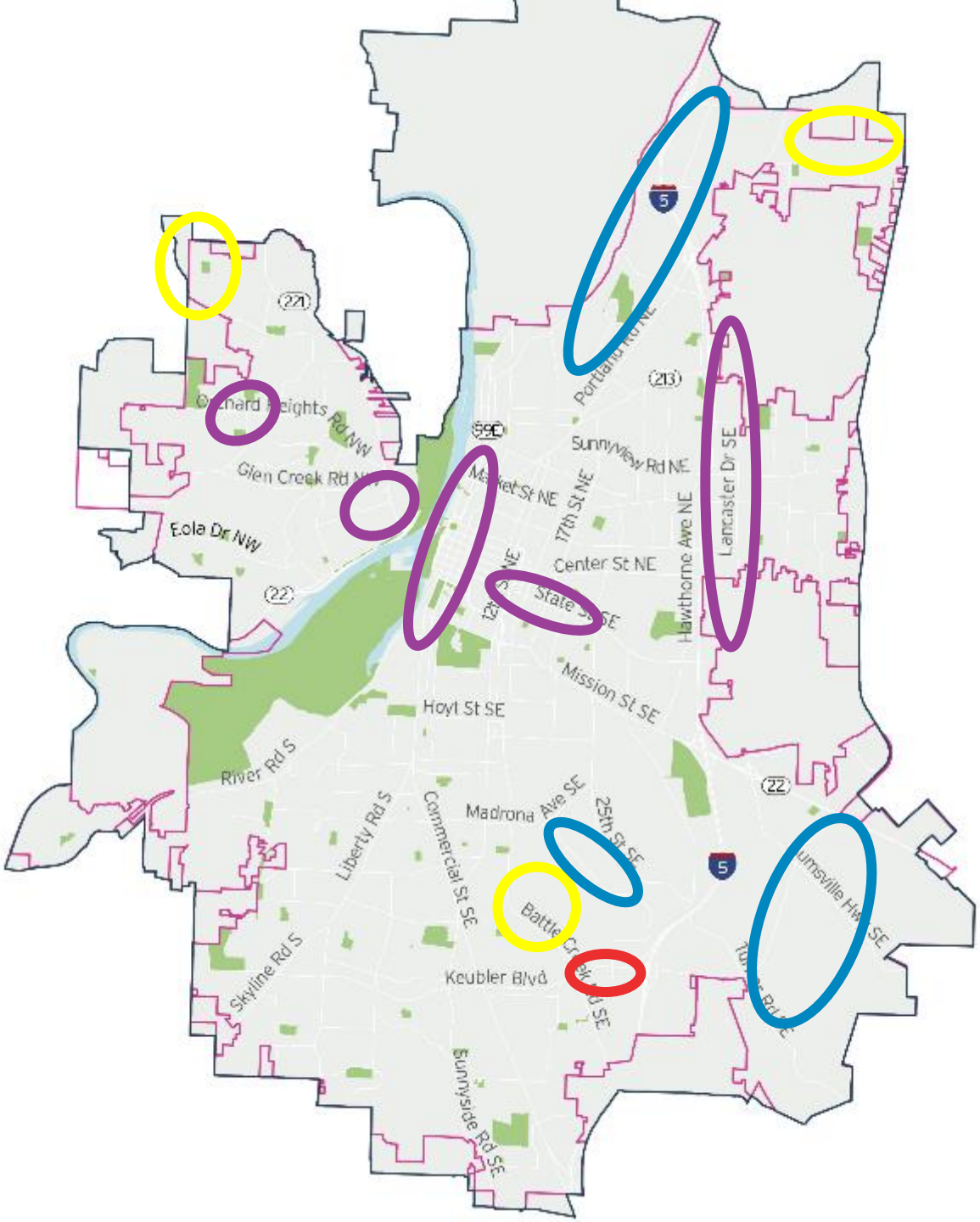
What we heard overall



- Single Family
- Commercial
- Mixed Use
- Industrial

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Scenarios

- Four scenarios: A, B, C, and D
  - Each represent different ideas
  - Each has been evaluated through indicators

- What do you like and dislike about each?
  - Not asking that one be selected as the vision

Development Types

RESIDENTIAL

MIXED RESIDENTIAL

Development Types

NEIGHBORHOOD HUB

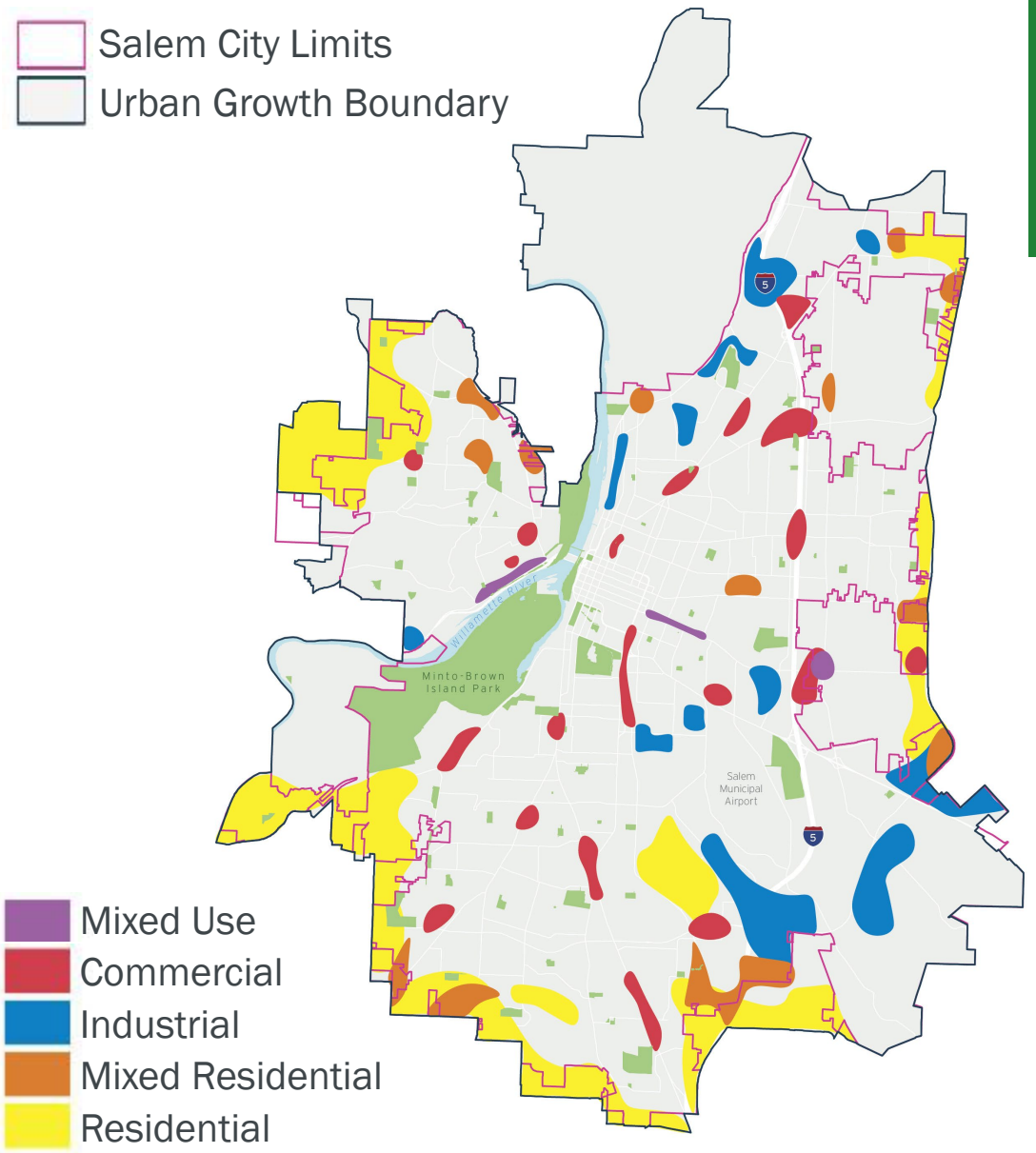
EMPLOYMENT

Development Types

COMMERCIAL

MIXED USE

Scenario A



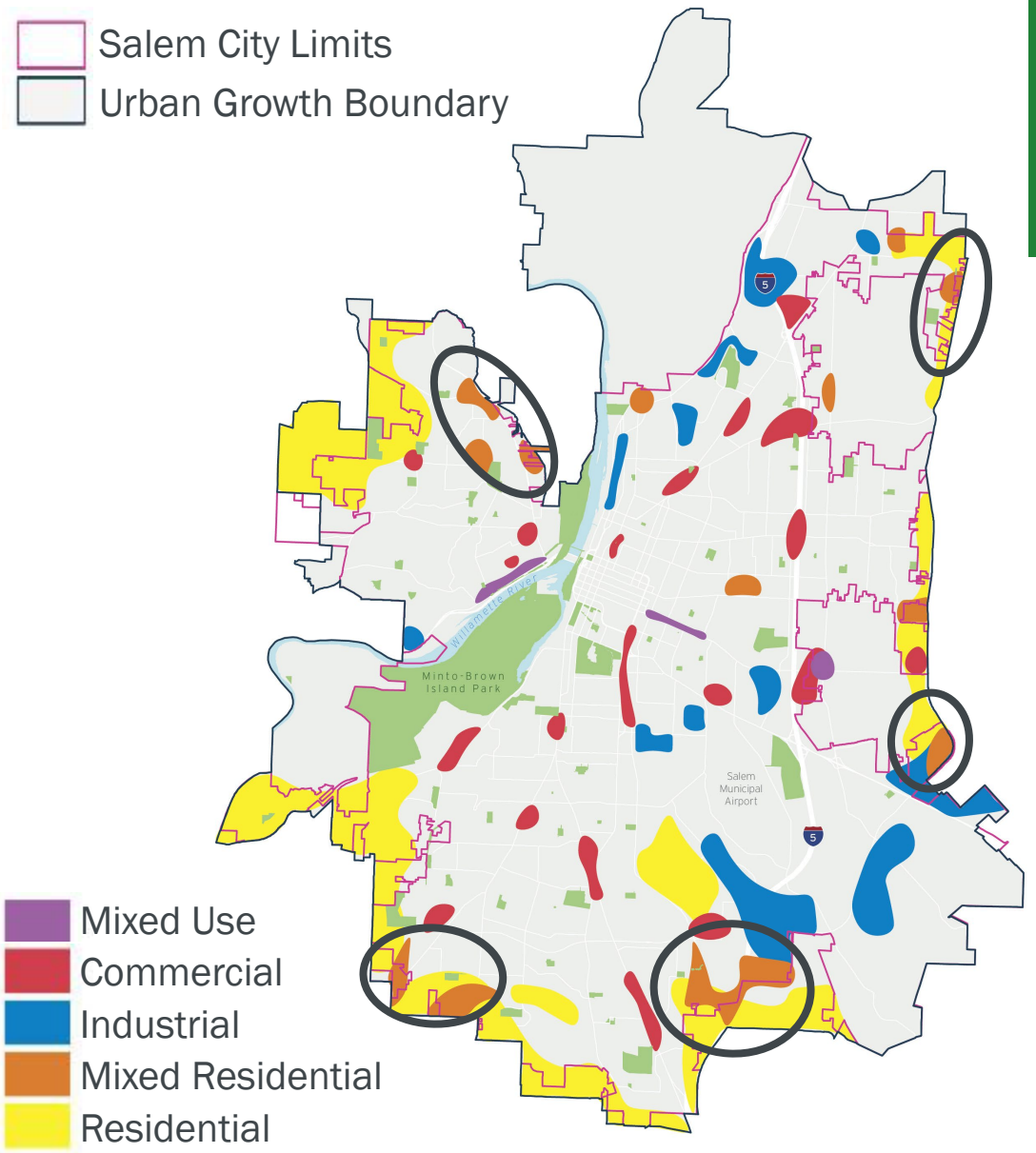
Housing: On the edges of Salem

Mixed Use: Limited on Edgewater and State

Commercial: Distributed around Salem

Industrial: Most in Mill Creek and Fairview Industrial

Scenario A



Housing: On the edges of Salem

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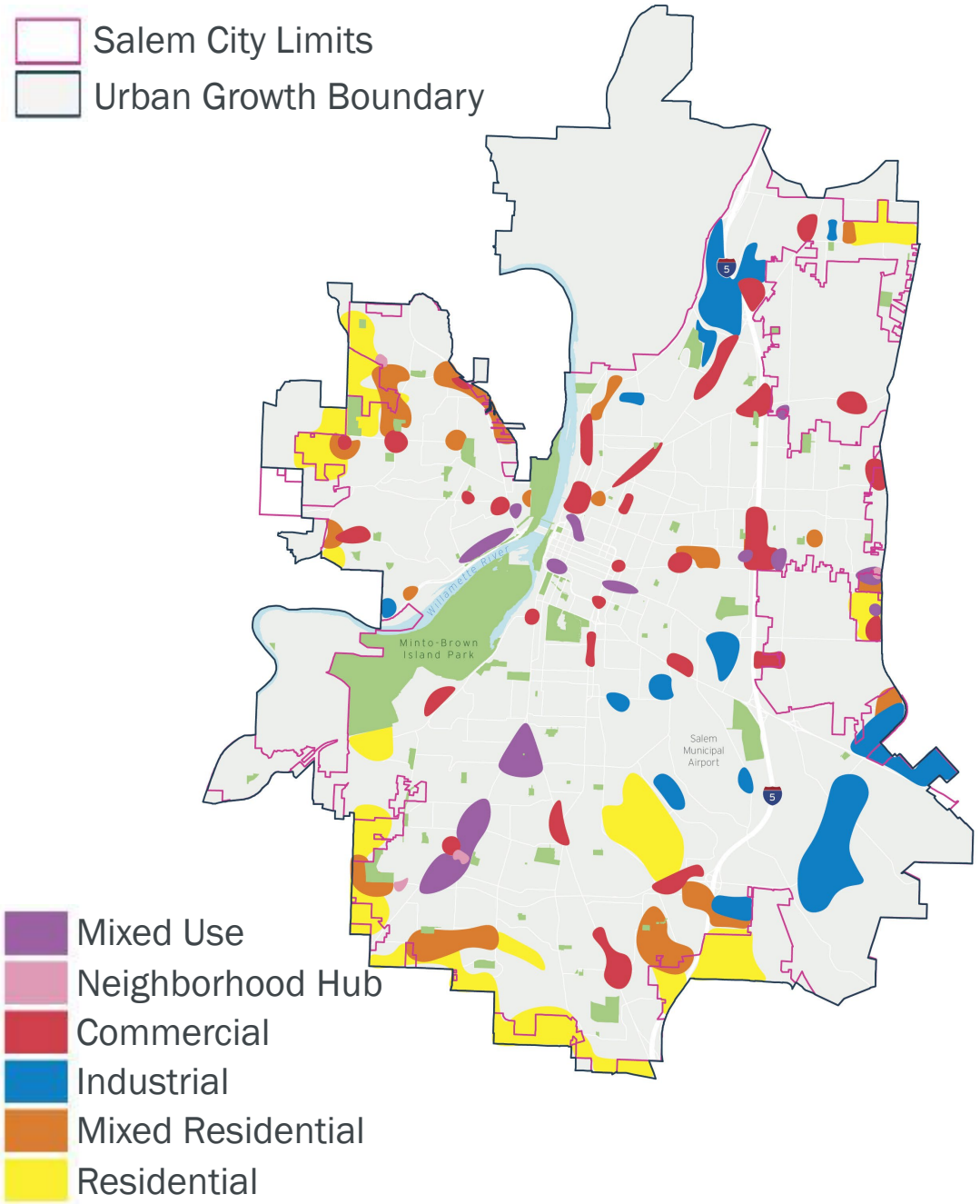
Scenario B



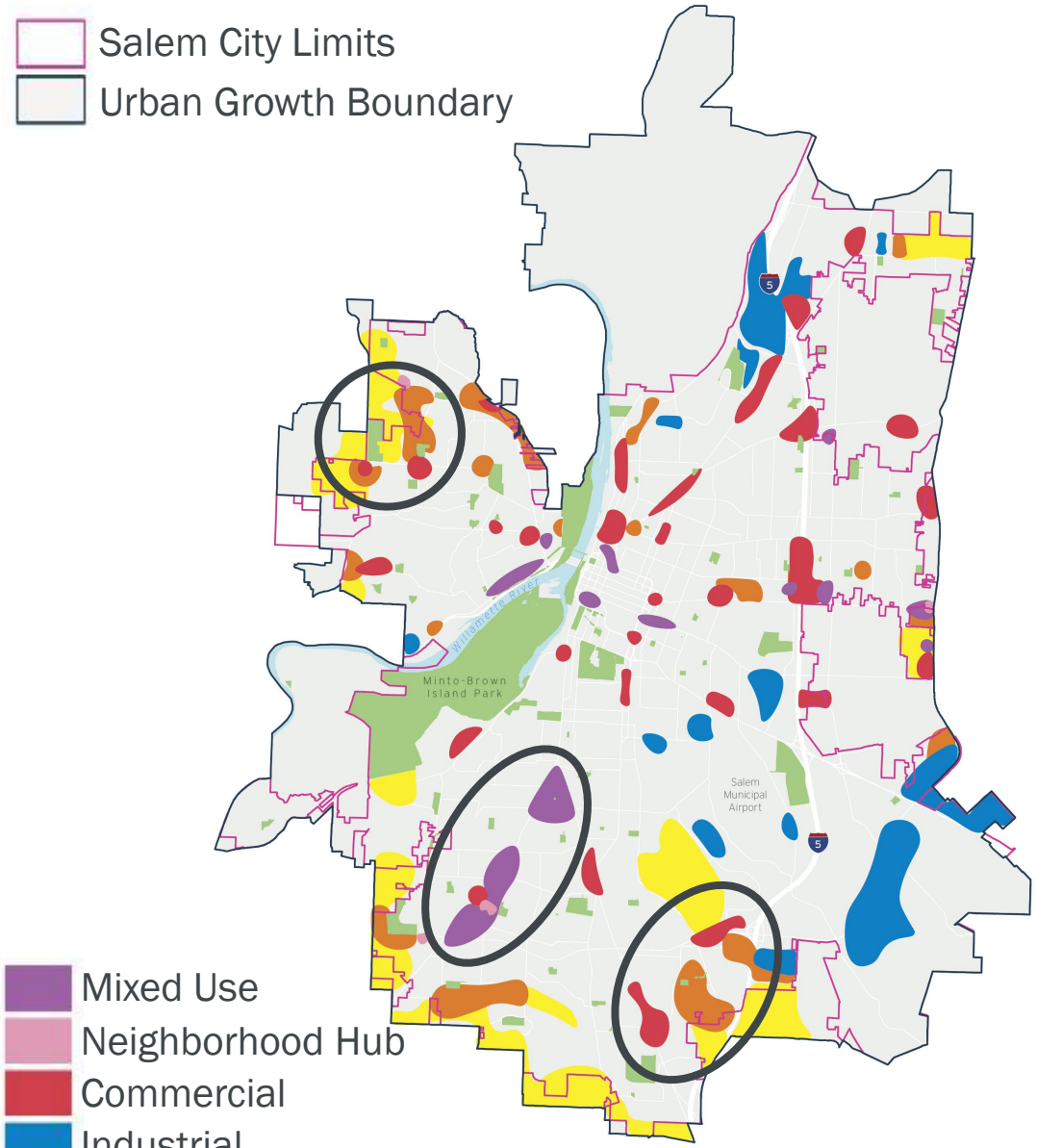
Housing: More multifamily in South and West Salem

Mixed Use: Concentrated on Liberty Rd S, and limited on Edgewater, State, and Center streets

Commercial: Along major roads

Industrial: Largely in North Salem and Mill Creek area

Scenario B



Housing: More multifamily in South and West Salem

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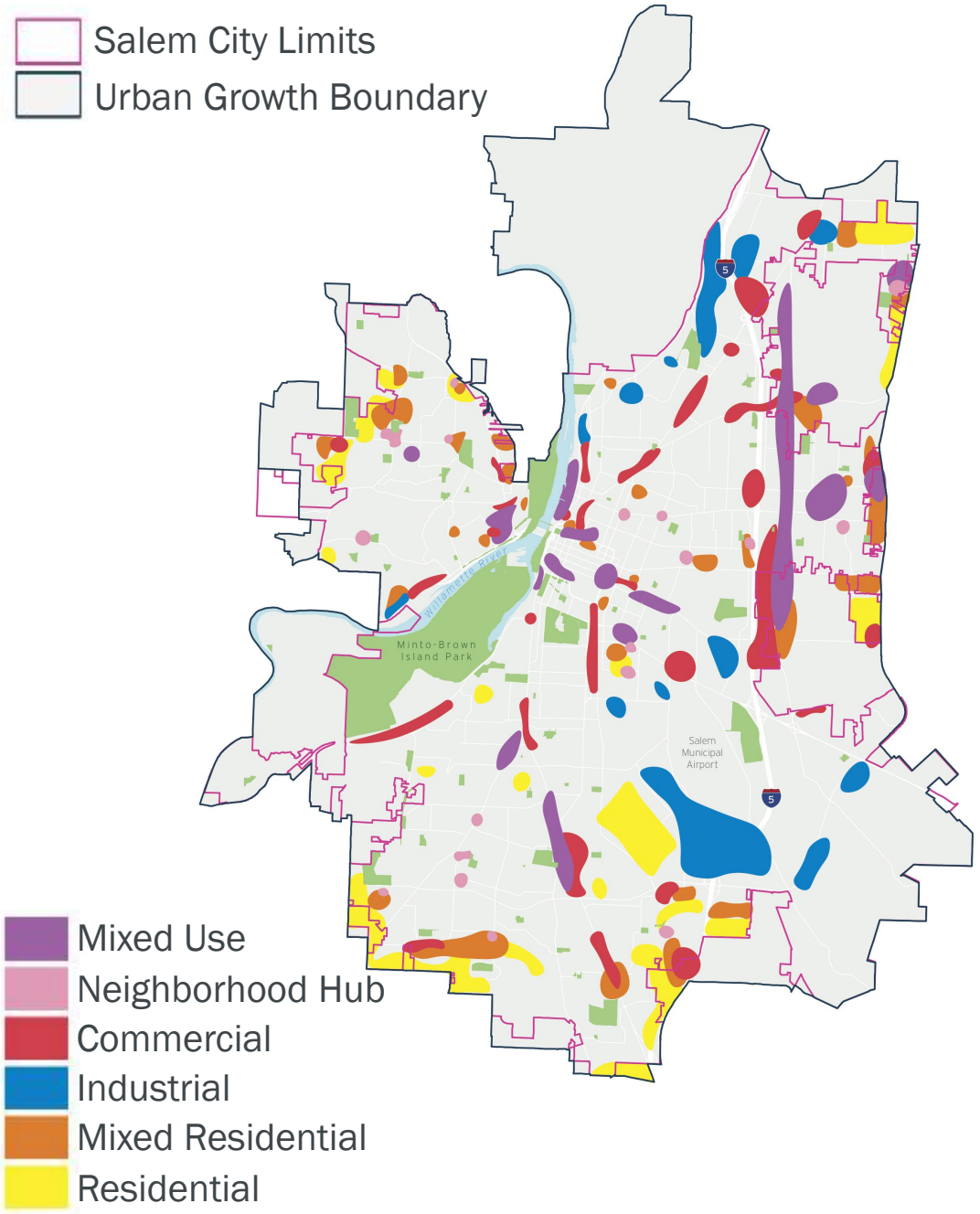
Scenario C



Housing: Less housing on the edges

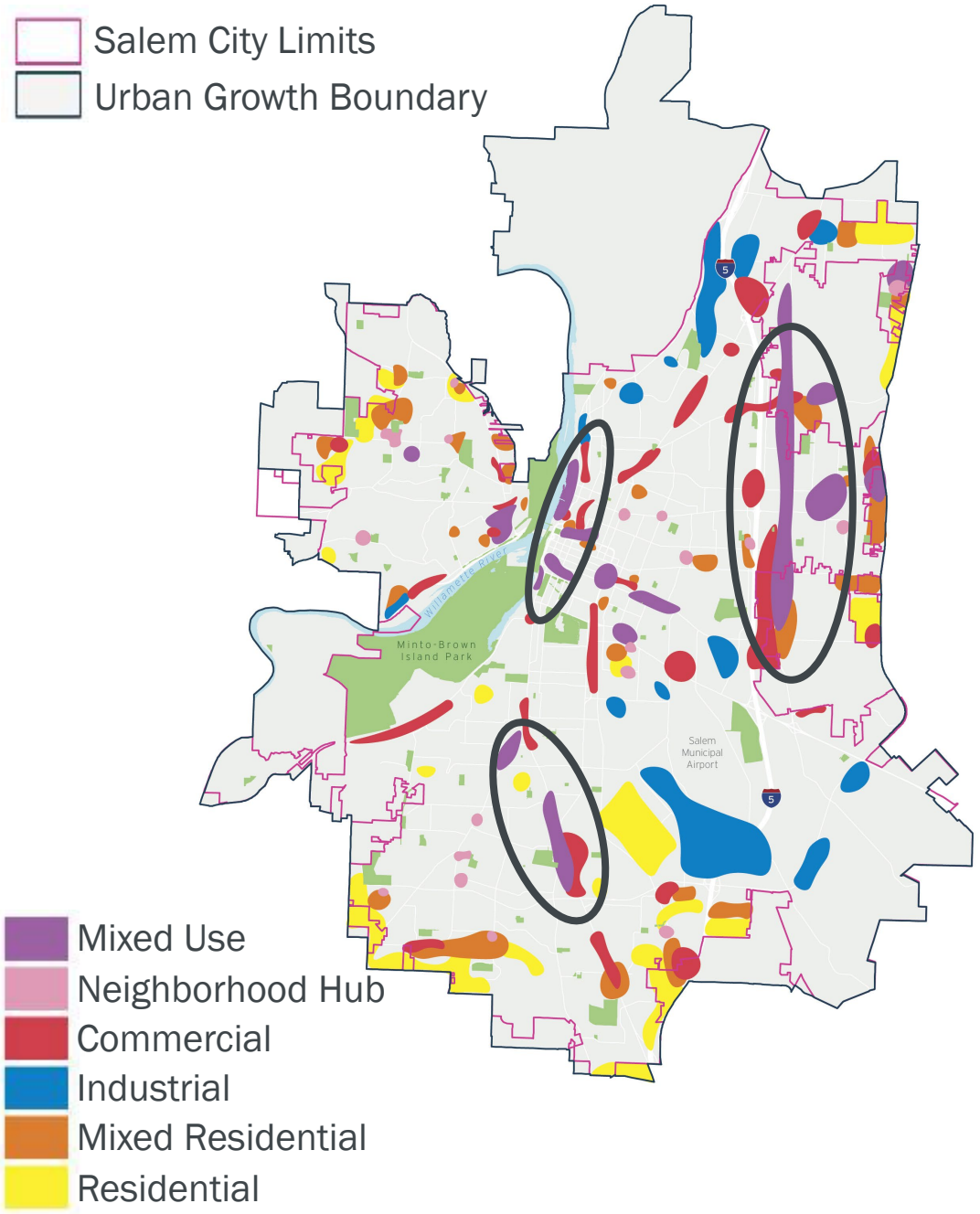
Mixed Use: Concentrated on Lancaster, and some in central Salem

Commercial: Along major roads

Industrial: Largely in North Salem and Fairview Industrial area

Community: Neighborhood hubs throughout

Scenario C



Housing: Less housing on the edges

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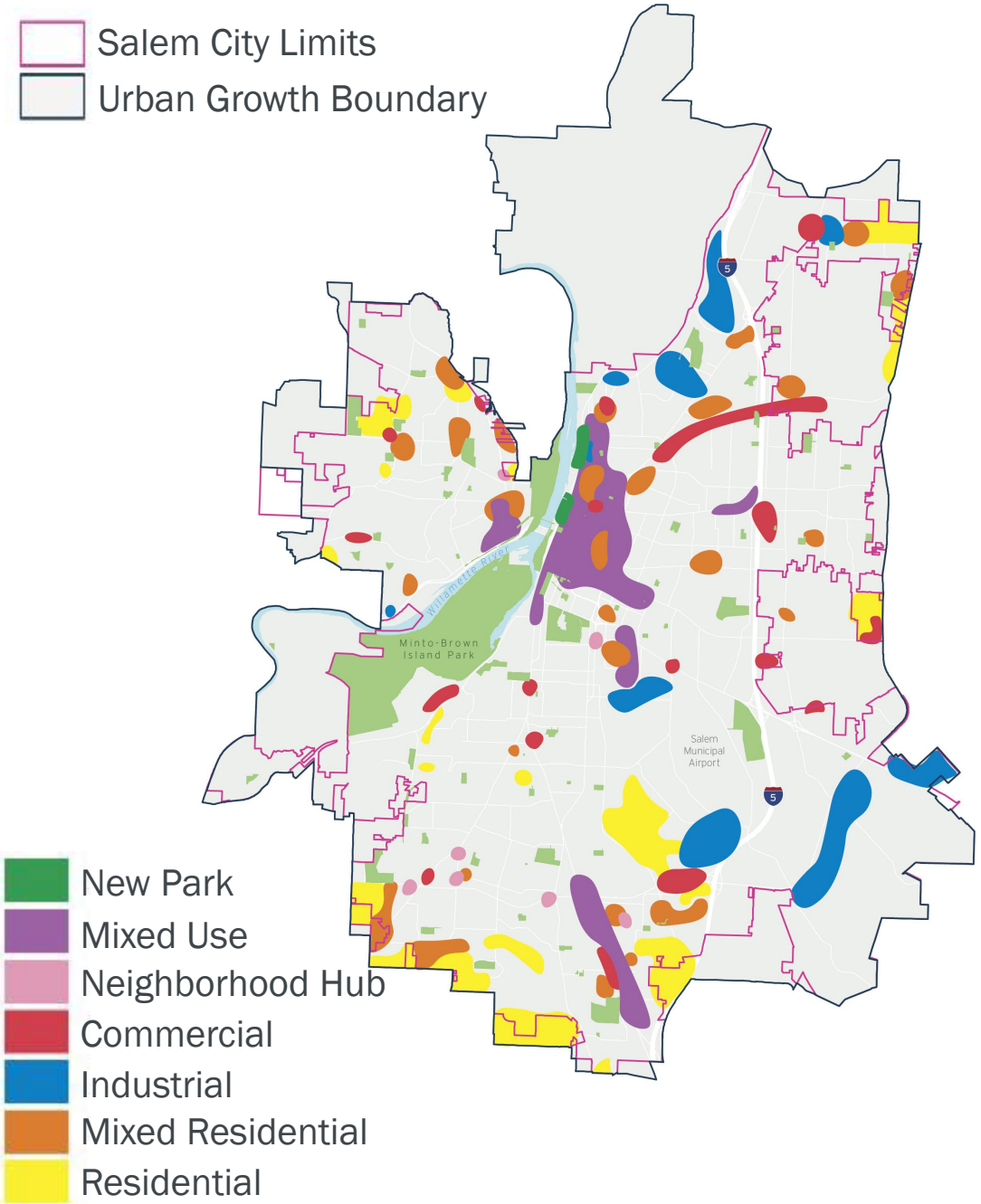
Community: Neighborhood hubs throughout

Scenario D



Housing: Multifamily throughout

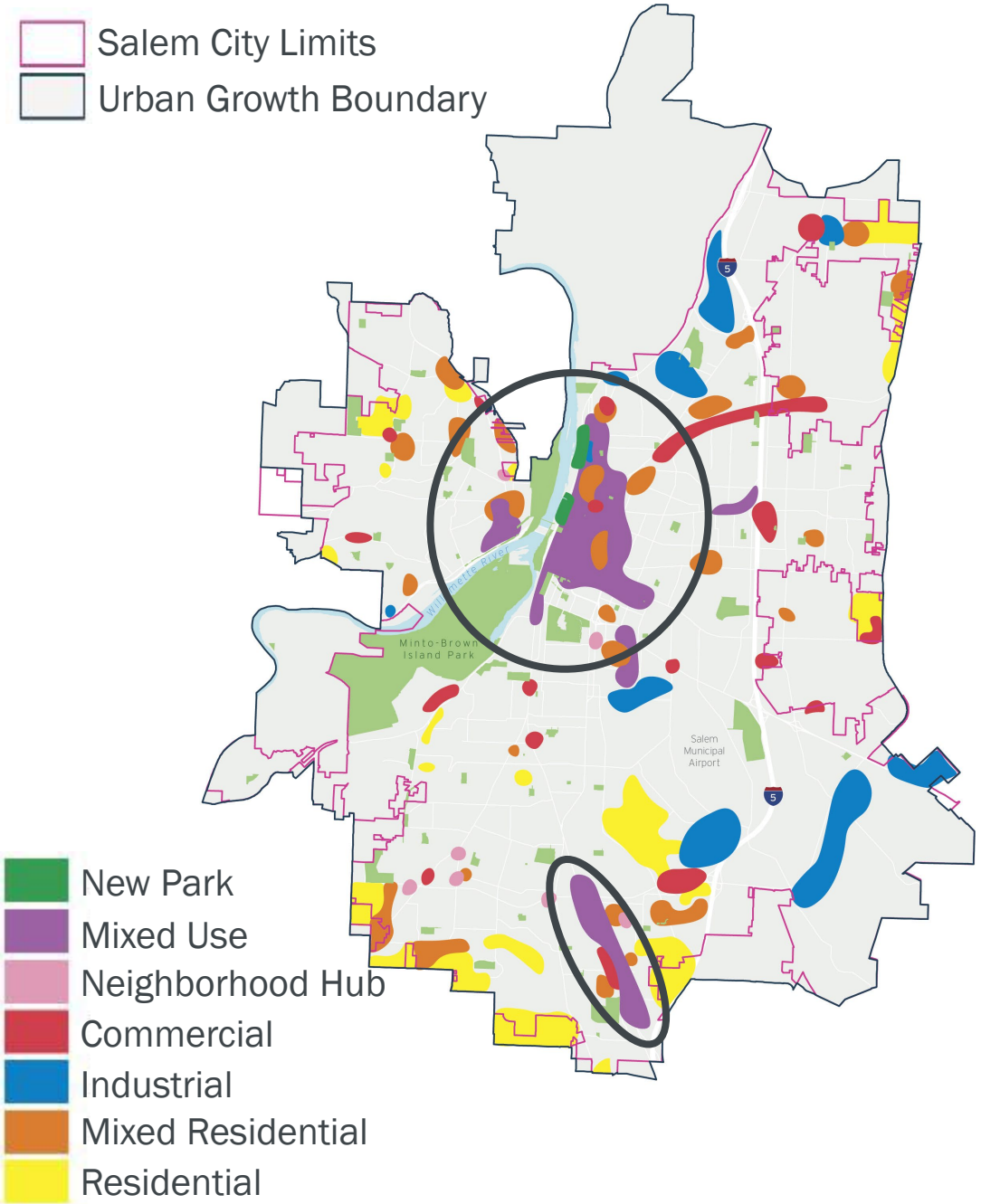
Mixed Use: Expanded in central Salem, and some on Commercial St S

Commercial: On Silverton Rd NE

Industrial: Largely in North Salem, Mill Creek, and McGilchrist areas

Community: Expanded Riverfront Park north of downtown

Scenario D



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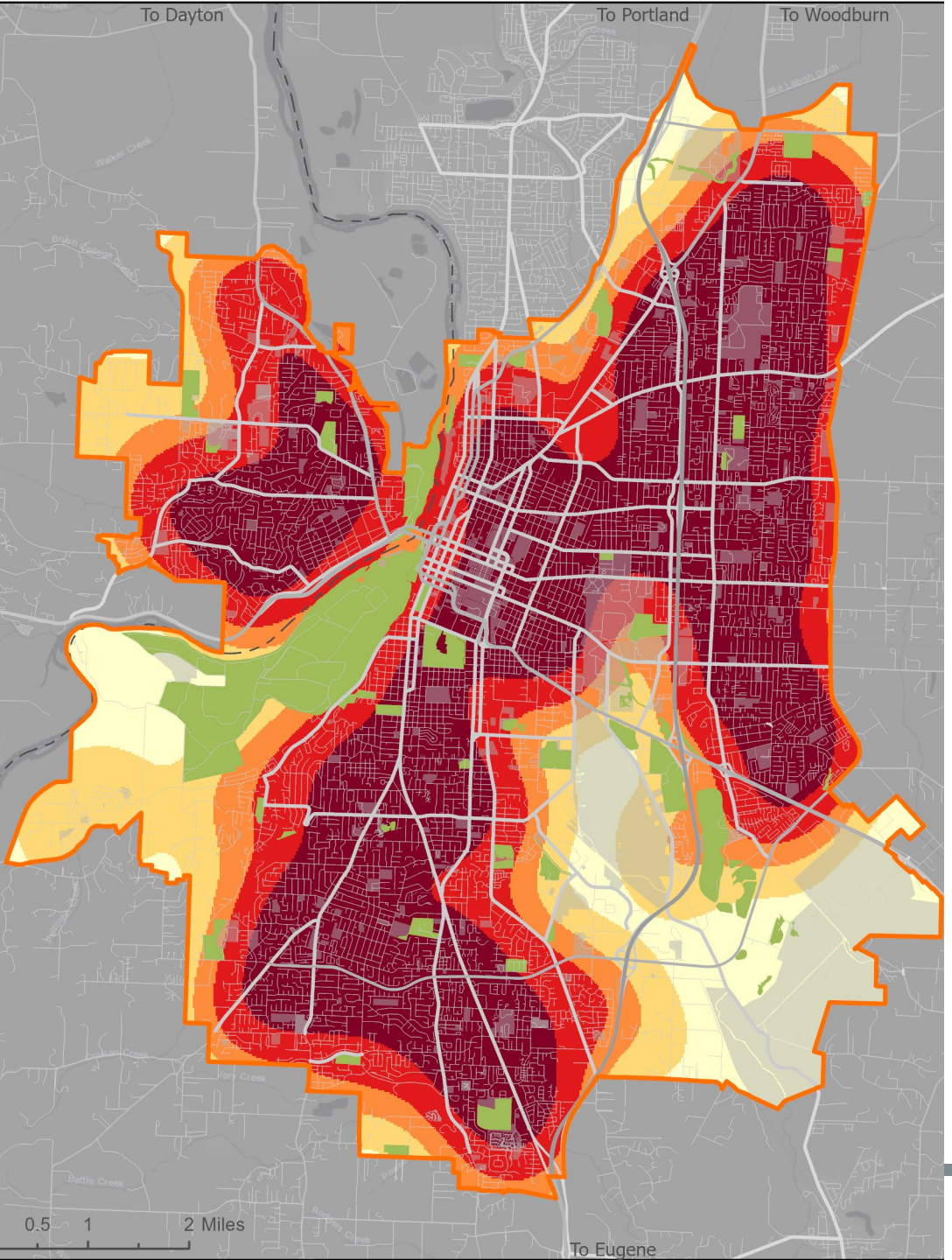
Existing Households



Less Housing

More Housing

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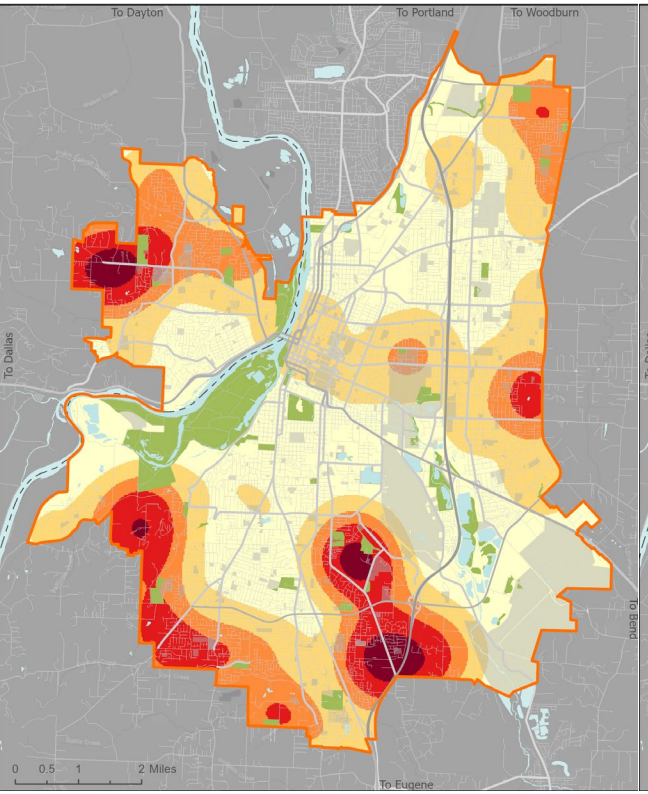
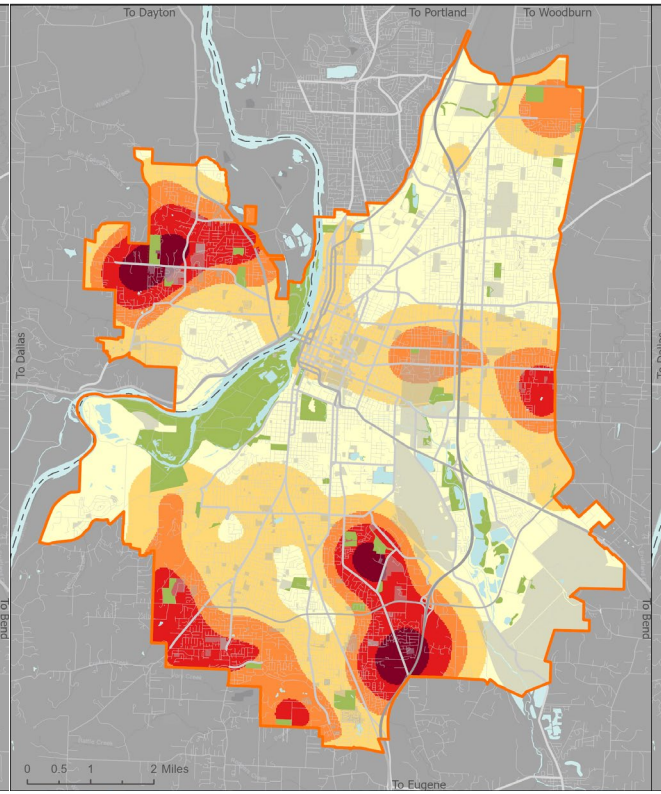
New Households



SCENARIO A



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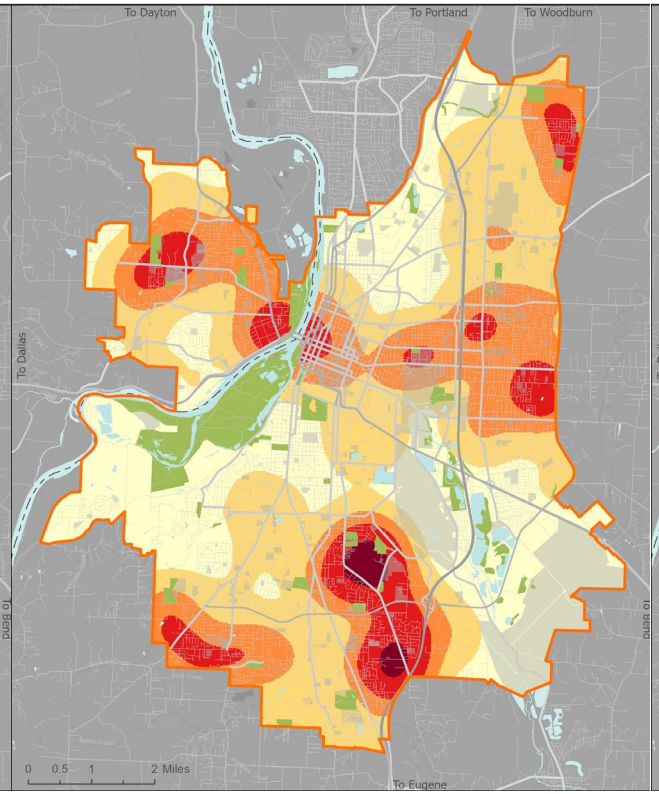
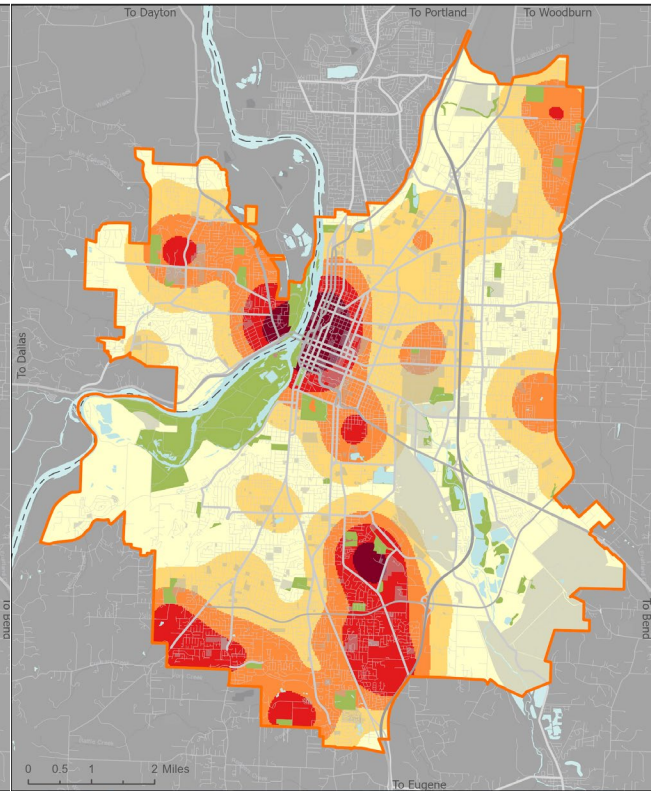


SCENARIO C

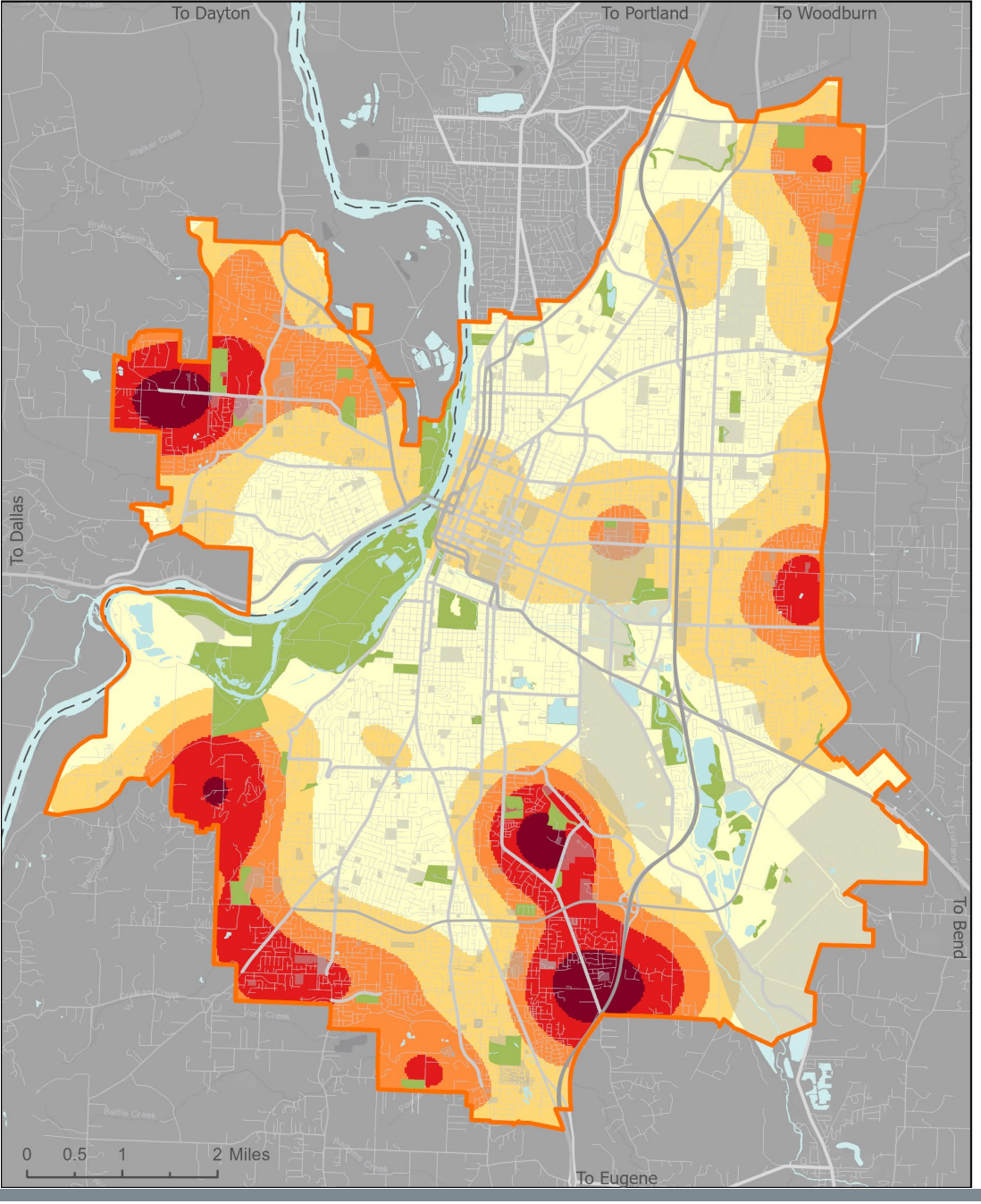


SCENARIO D

Less Housing More Housing

CITY OF Salem AT YOUR SERVICE

Scenario A
New Households

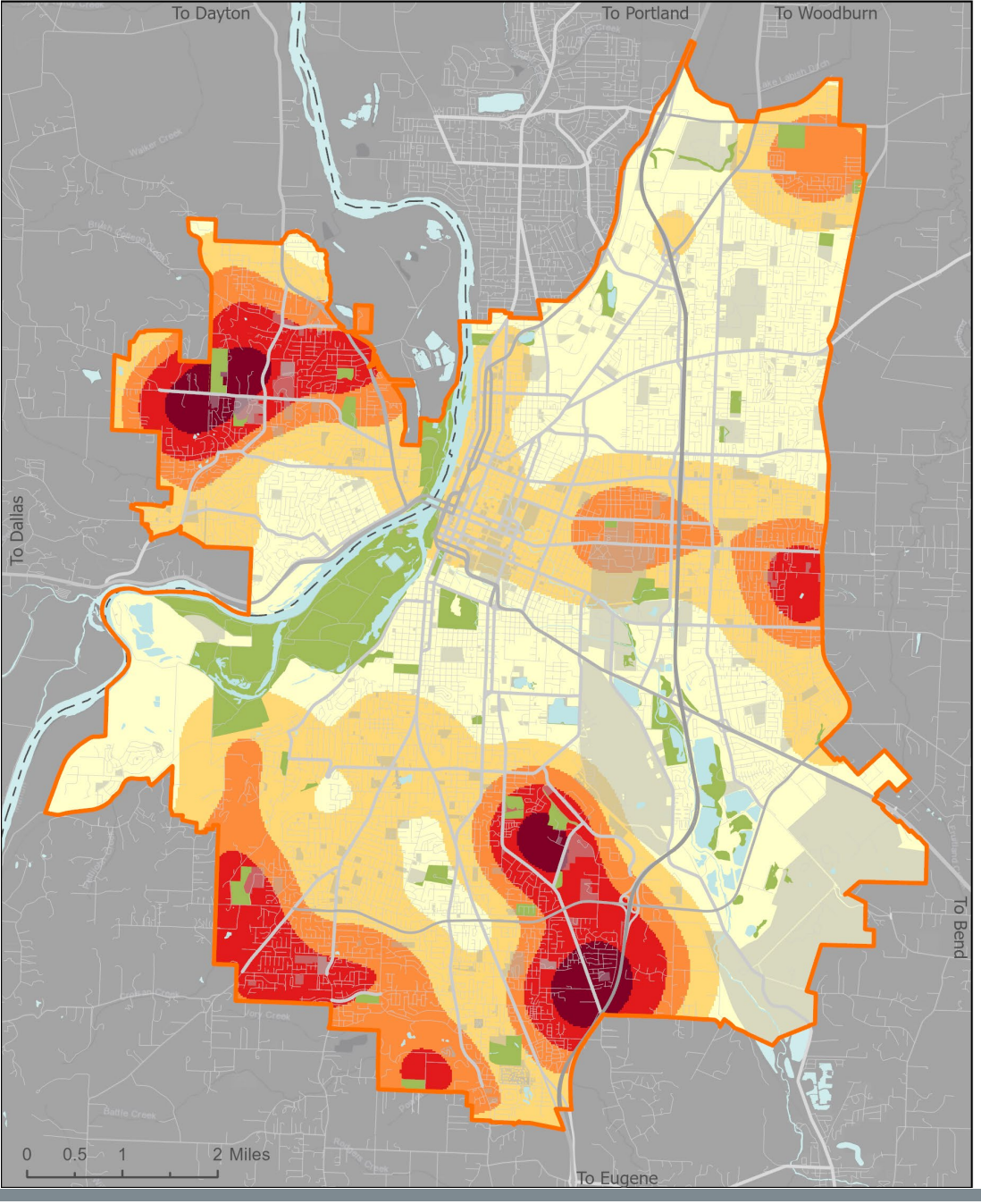


Less Housing

More Housing

CITY OF Salem AT YOUR SERVICE

Scenario B
New Households

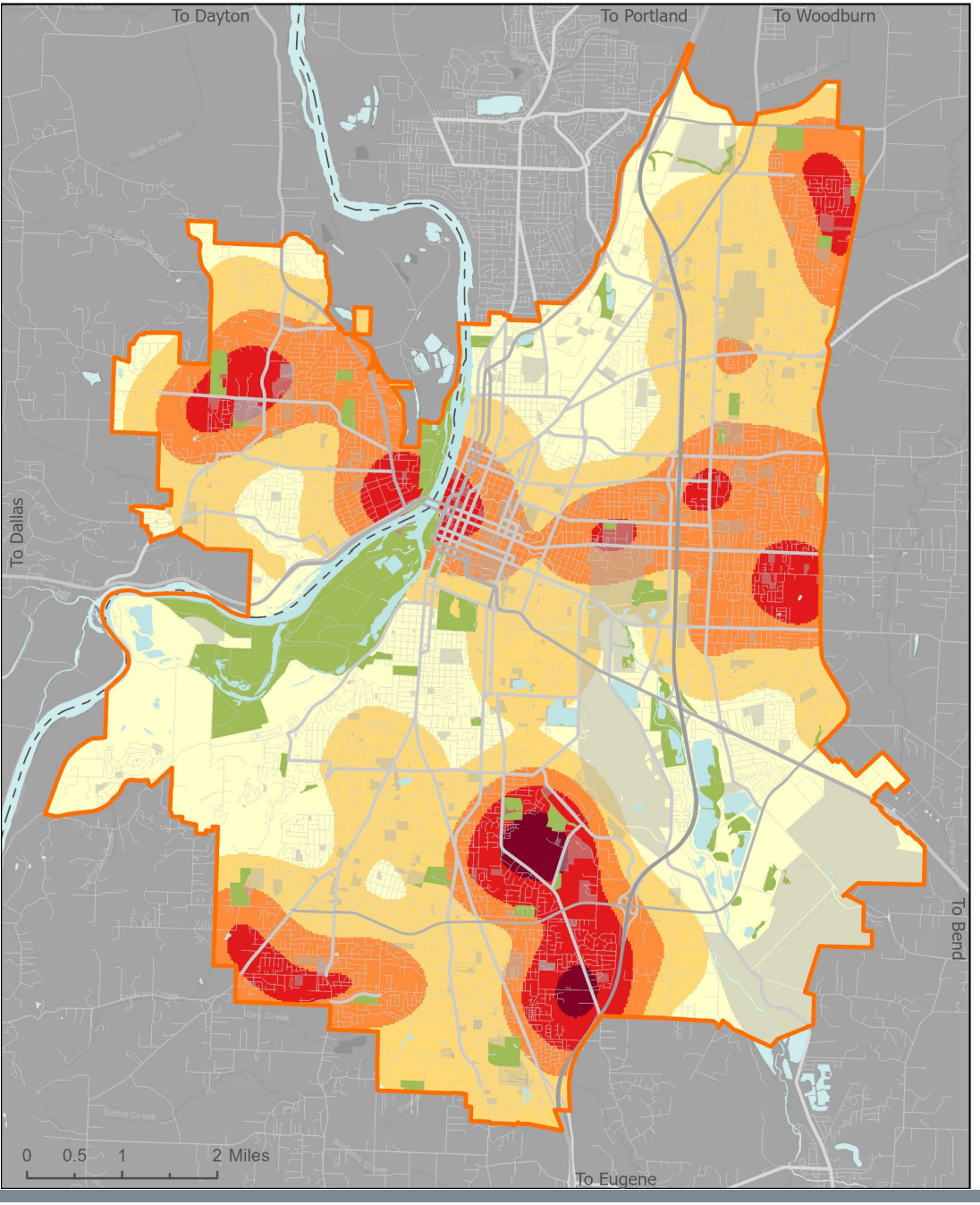


Less Housing

More Housing

CITY OF Salem AT YOUR SERVICE

Scenario C
New Households

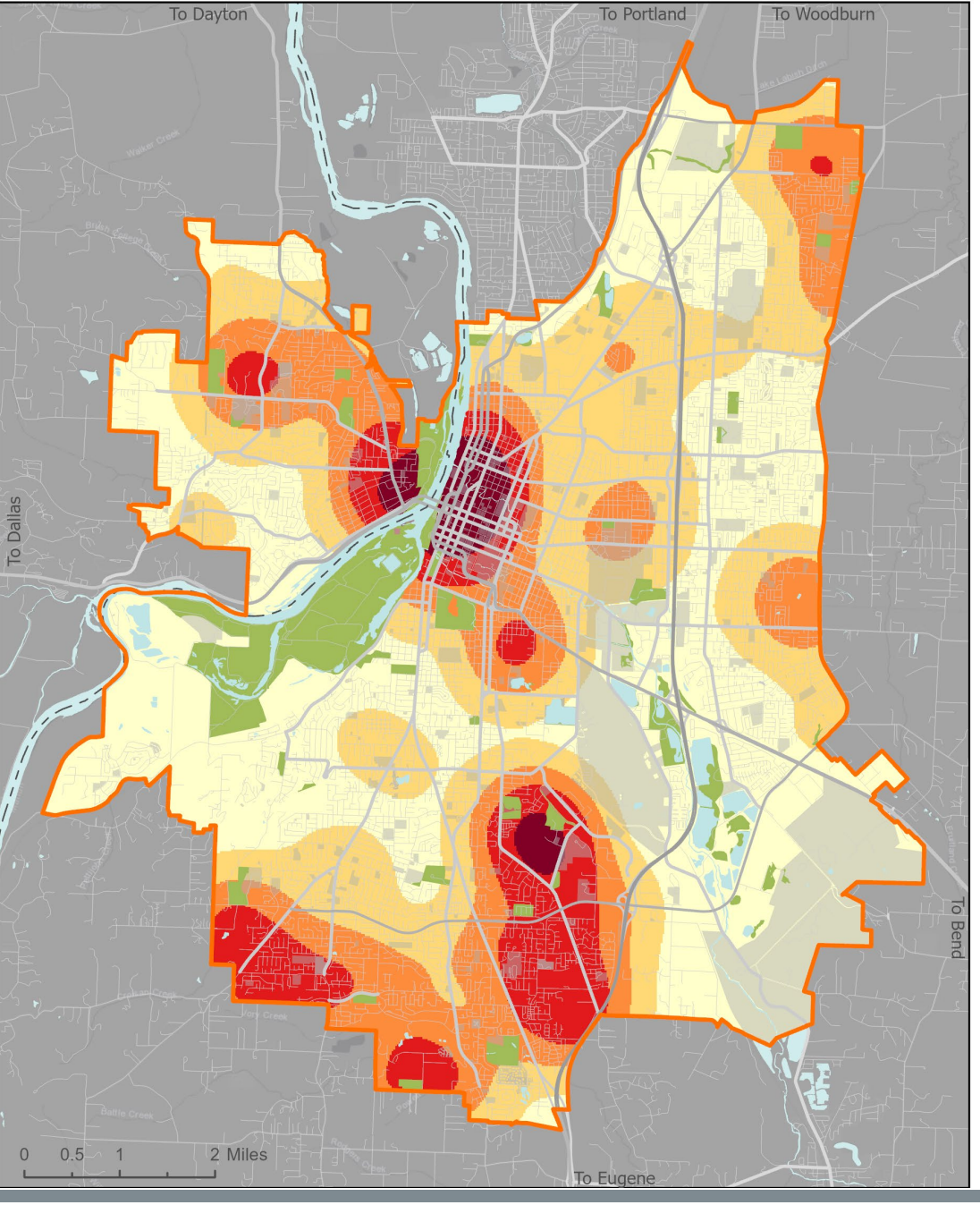


Less Housing

More Housing

CITY OF Salem AT YOUR SERVICE

Scenario D
New Households



Less Housing

More Housing

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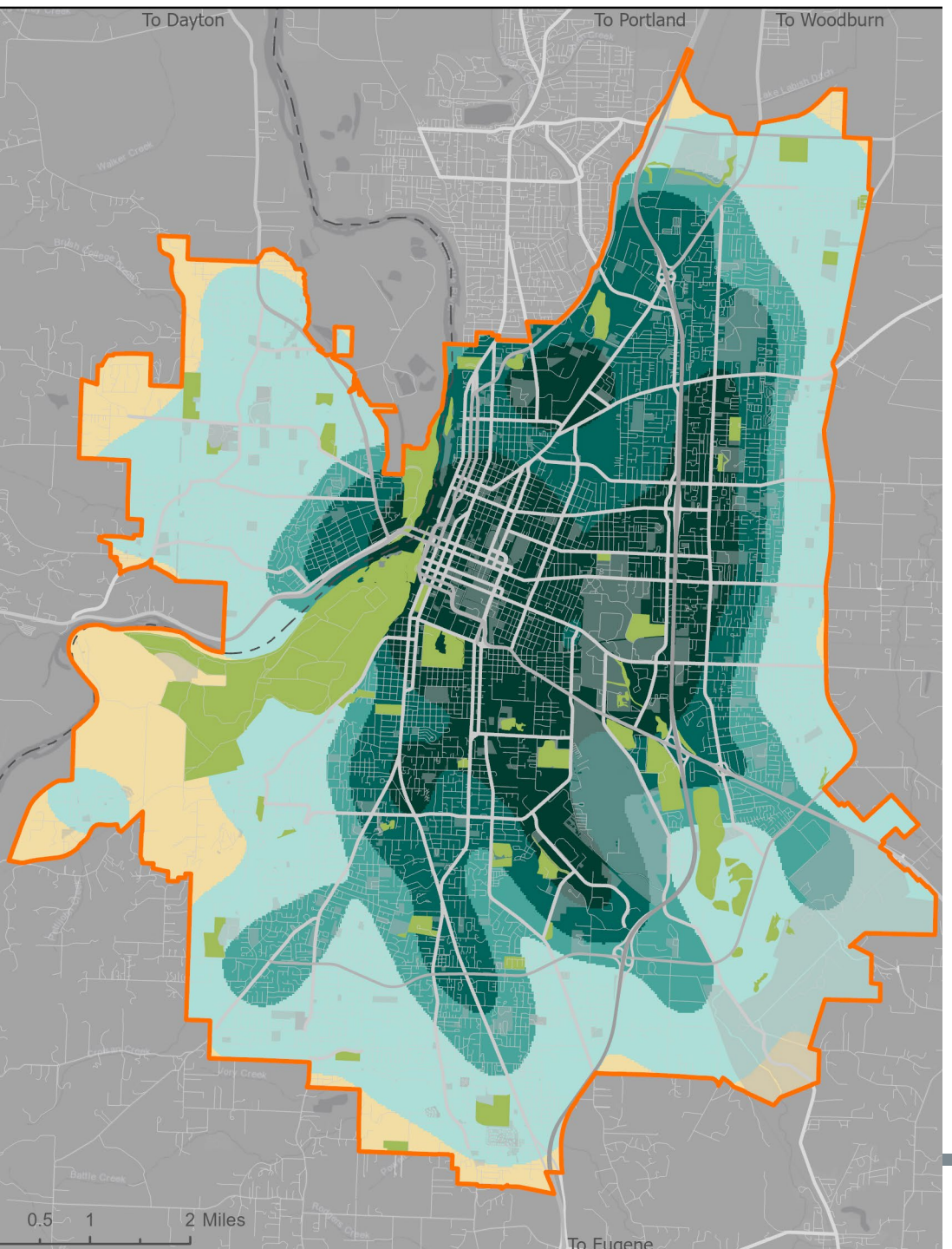
Existing Jobs

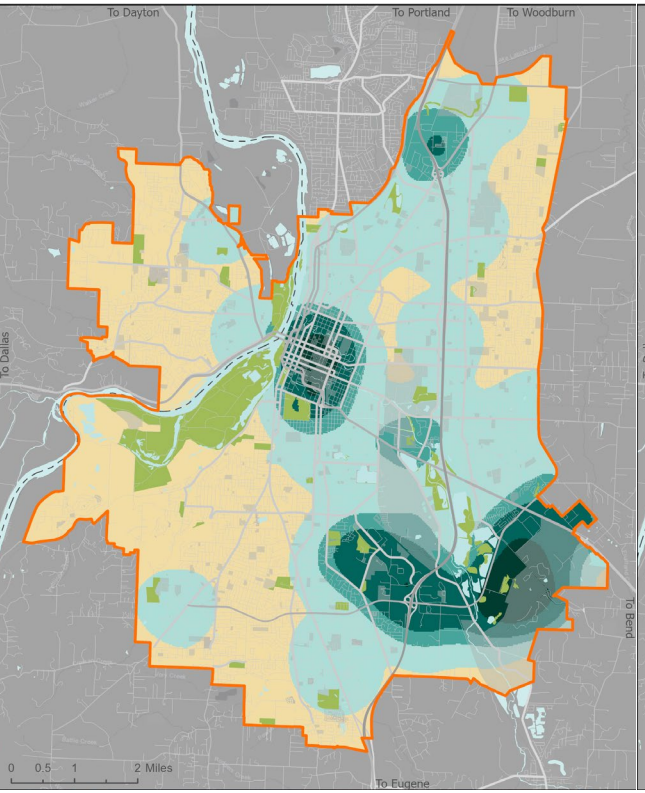


LESS JOBS

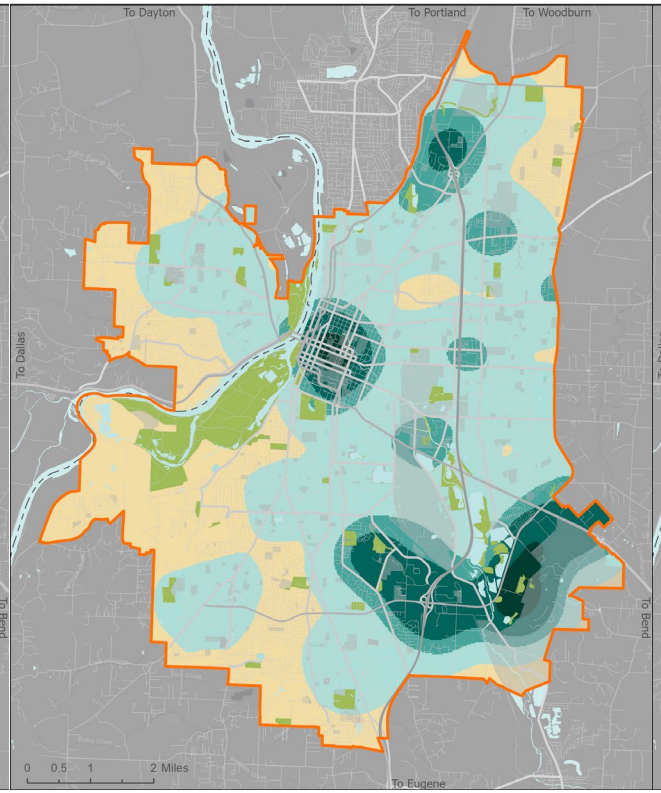
MORE JOBS

CITY OF Salem AT YOUR SERVICE

New Jobs



SCENARIO A



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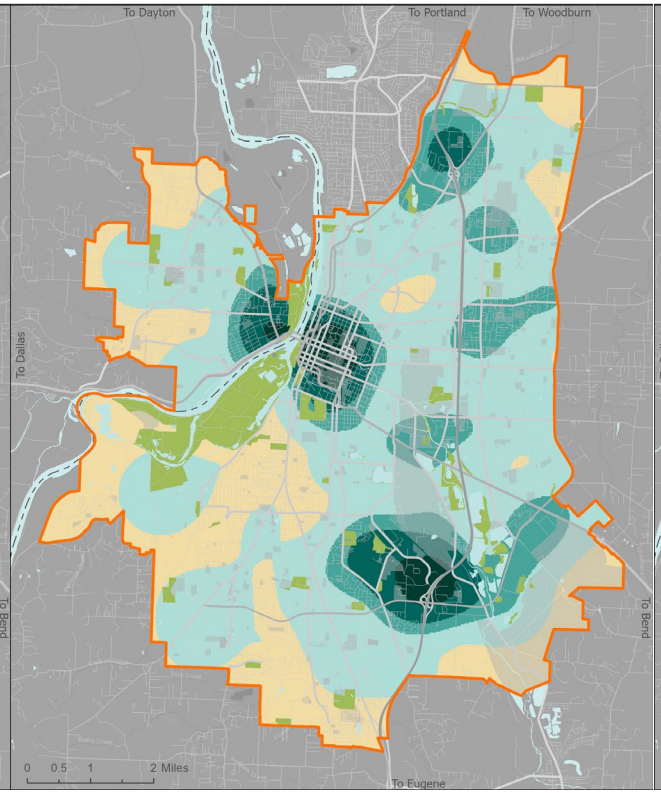
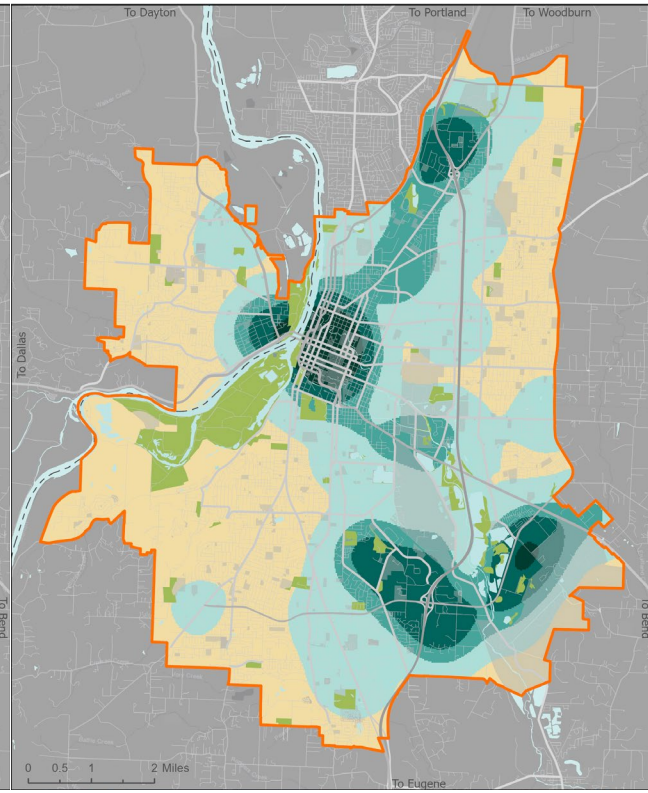


SCENARIO C



SCENARIO D

Less Jobs More Jobs

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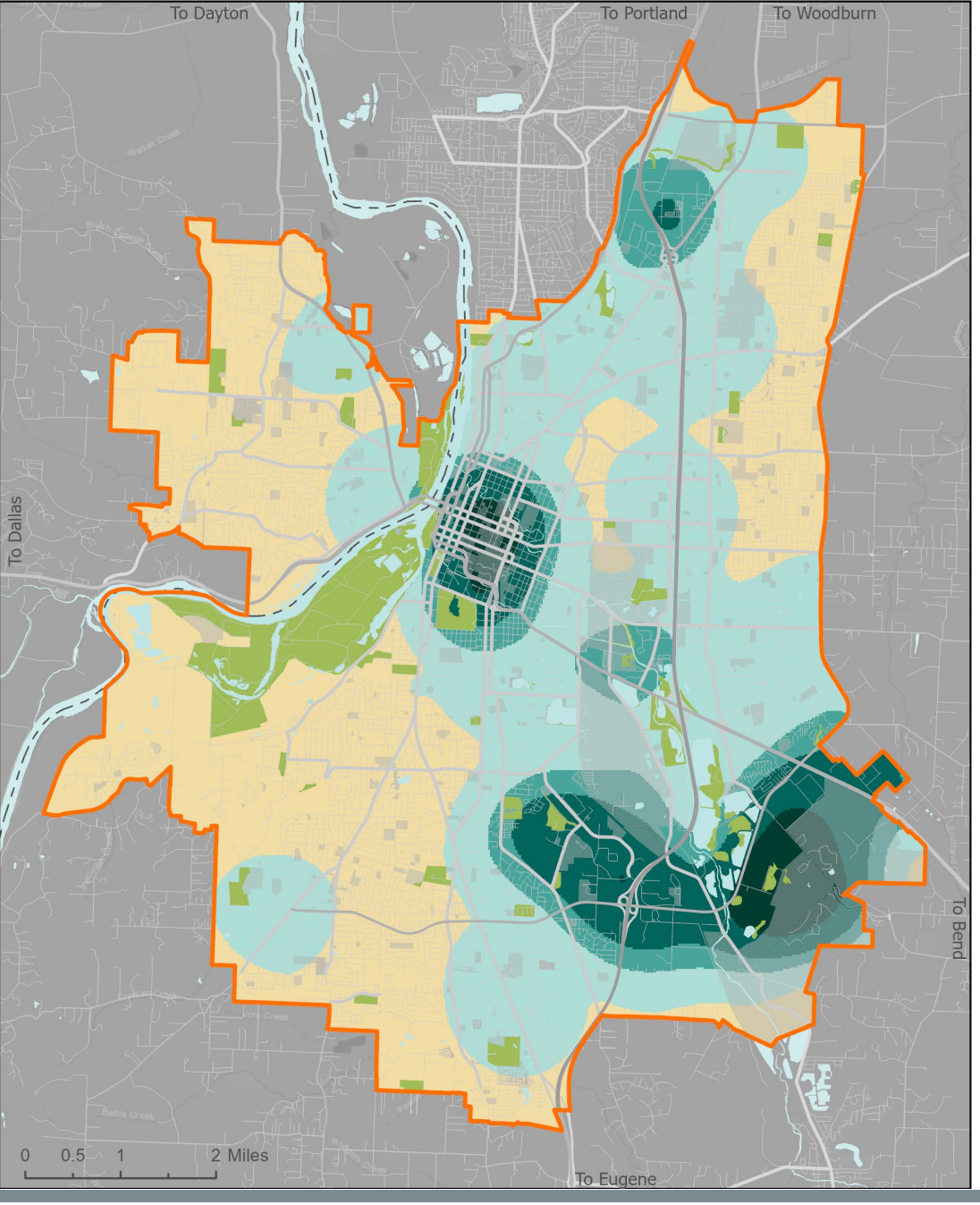
Scenario A
New Jobs

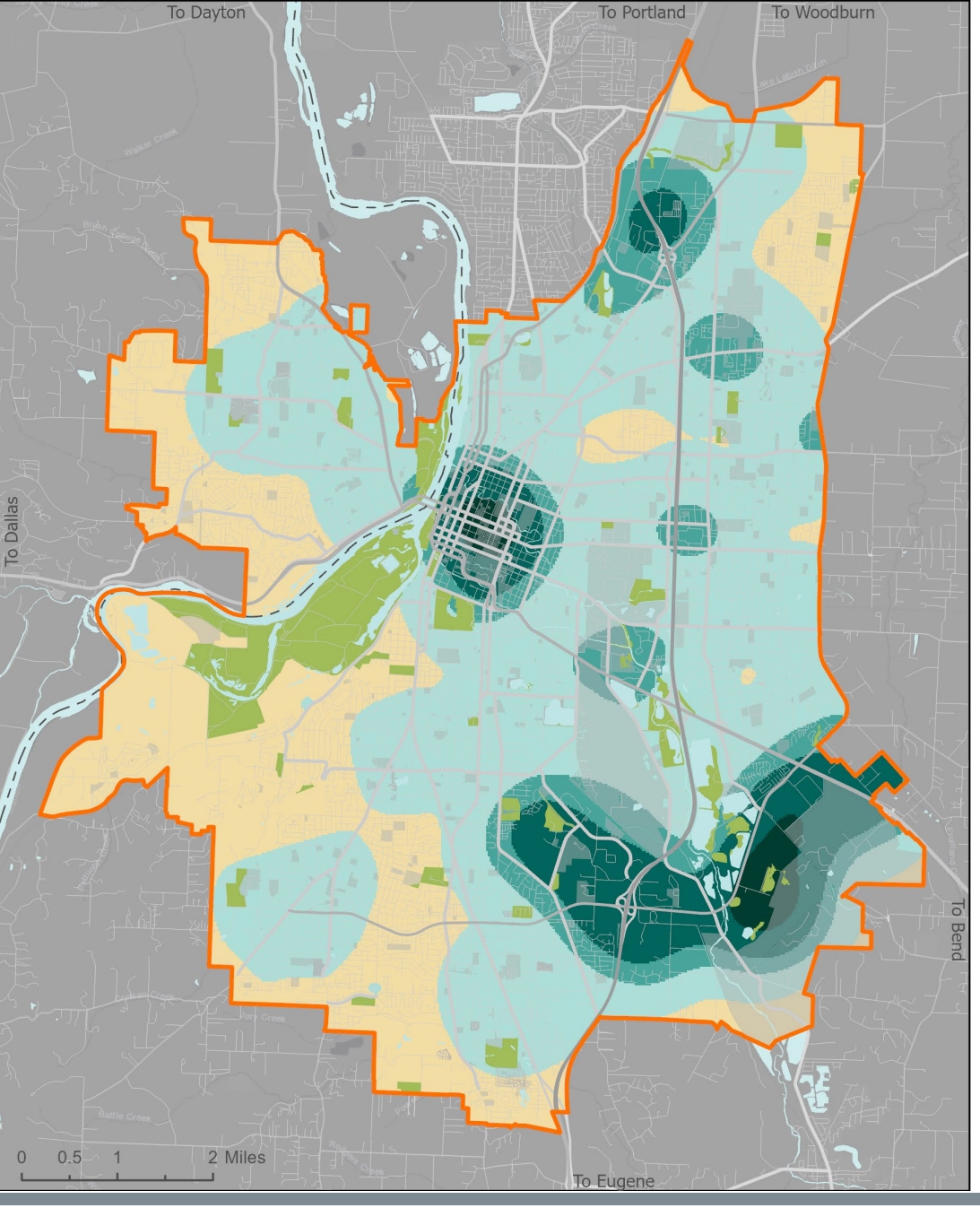


LESS JOBS

MORE JOBS

CITY OF Salem AT YOUR SERVICE

Scenario B
New Jobs

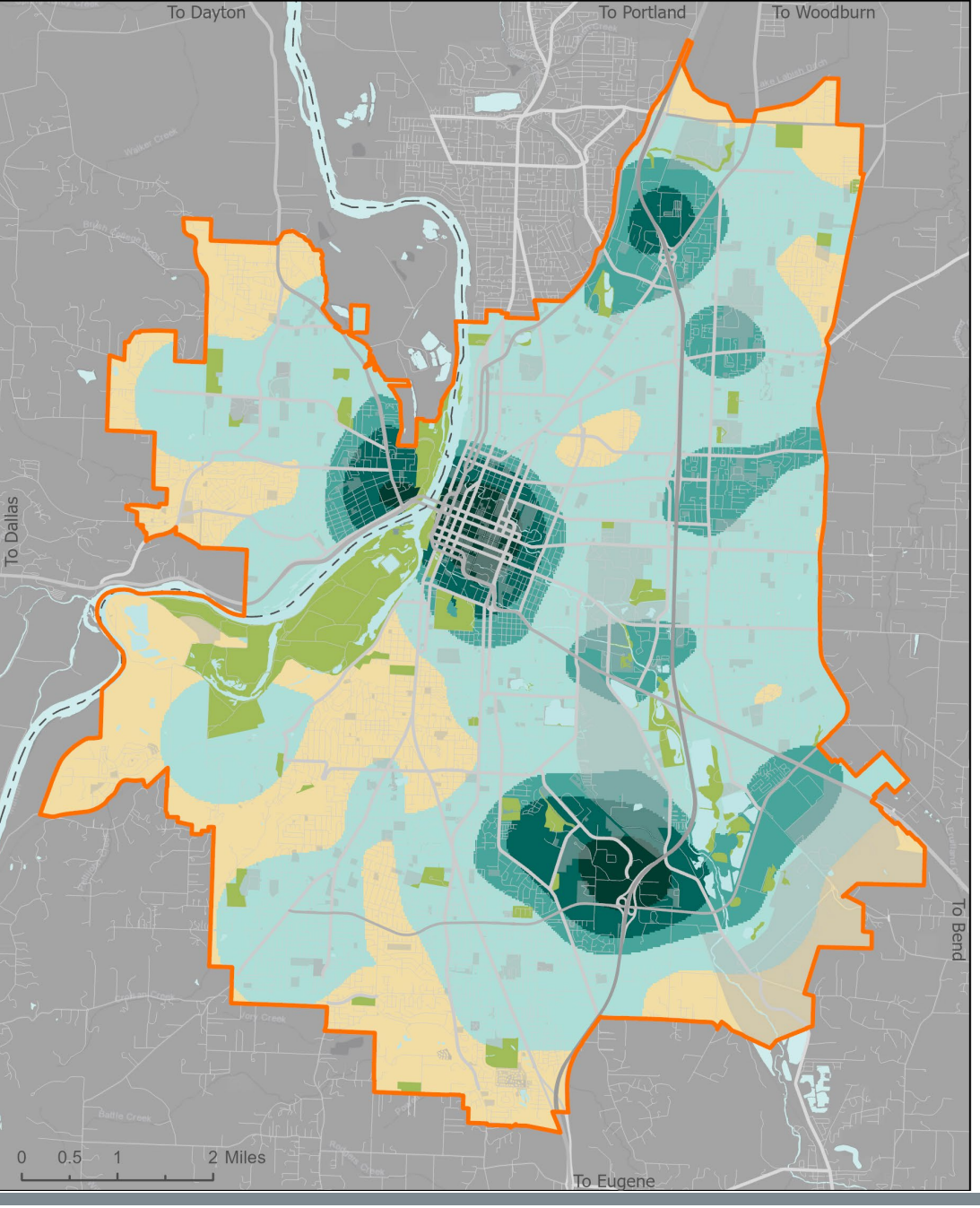


LESS JOBS

MORE JOBS

CITY OF Salem AT YOUR SERVICE

Scenario C
New Jobs



LESS JOBS

MORE JOBS

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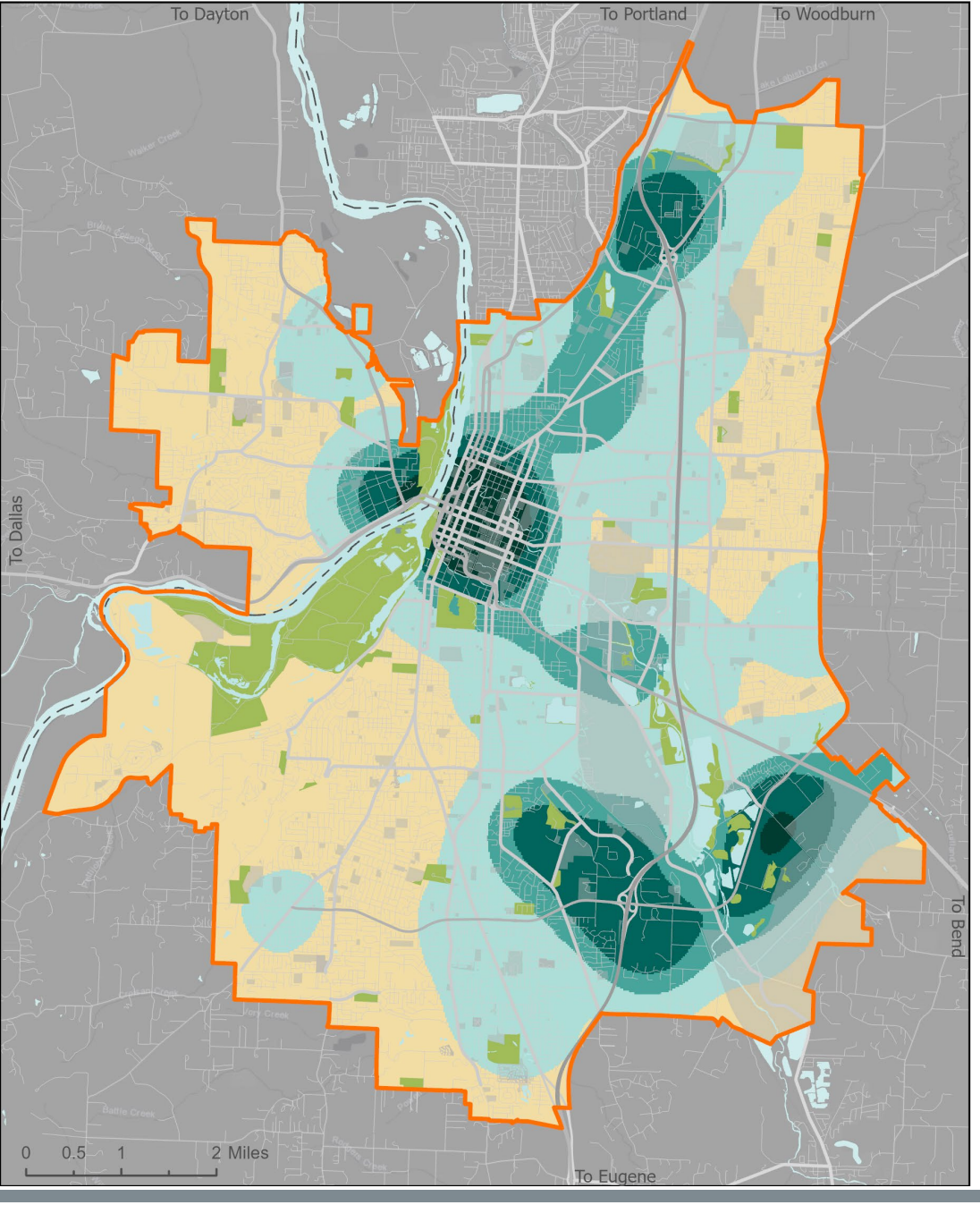
Scenario D
New Jobs



LESS JOBS

MORE JOBS

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Indicator Differences and Similarities

Similar

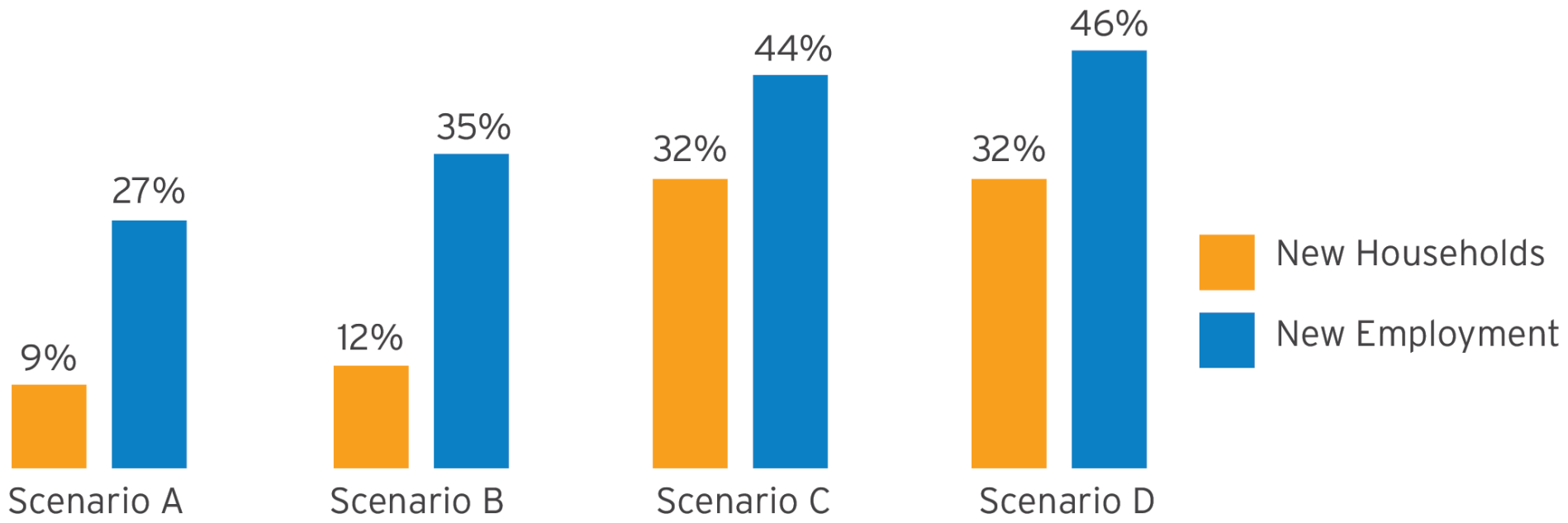
1. Employment Mix
2. Jobs Housing Balance
3. Average Wage
4. Housing Affordability
5. Affordability (Housing + Transportation + Energy)
6. Proximity to Parks
7. Walk and Transit Friendliness
8. Revenue to Cost Ratio
9. Annual Level of Service
10. Property Tax Revenue
11. Vehicle Miles Traveled
12. Volume to Capacity
13. Greenhouse Gas Emissions
14. Air Pollution from Travel

Different

15. Access to Frequent Transit
16. Complete Neighborhoods
17. Monthly Housing Cost
18. Infill Development/ Redevelopment
19. Development in Environmentally Sensitive Areas*
20. Mode Split
21. Vehicle Hours of Delay
22. Housing Mix

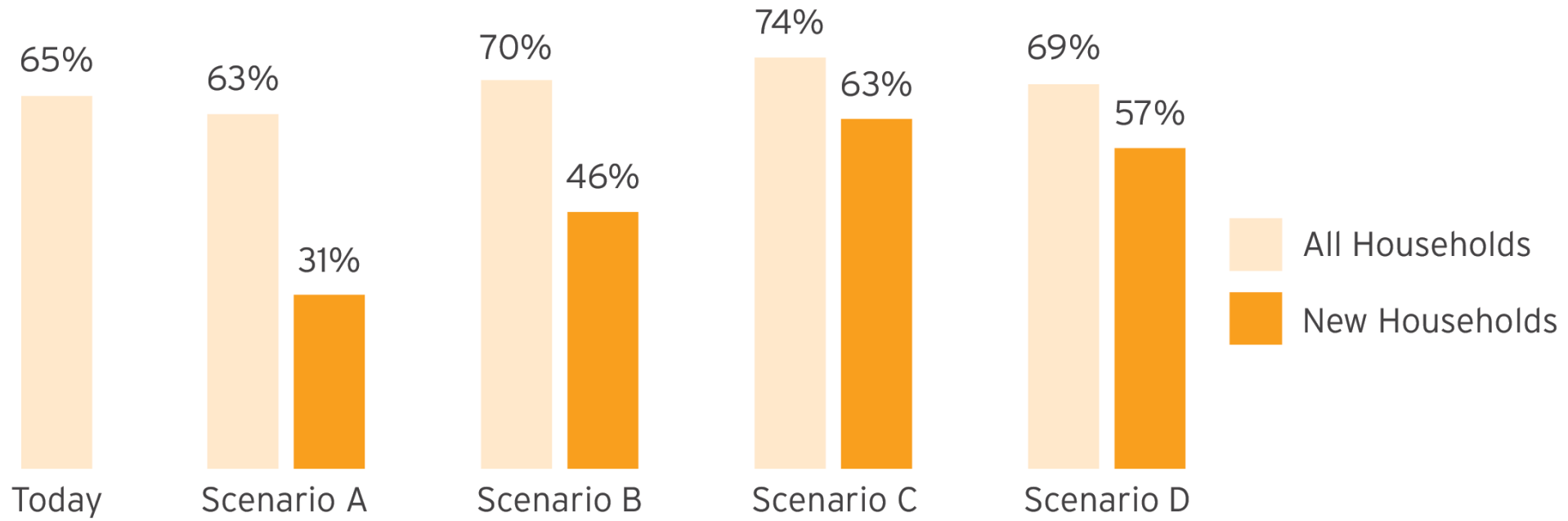
Access to Frequent Transit

Frequent Transit = 15-minute service
Salem's goal is 10.5% of new housing within ¼ mile of bus stops with 15-min service

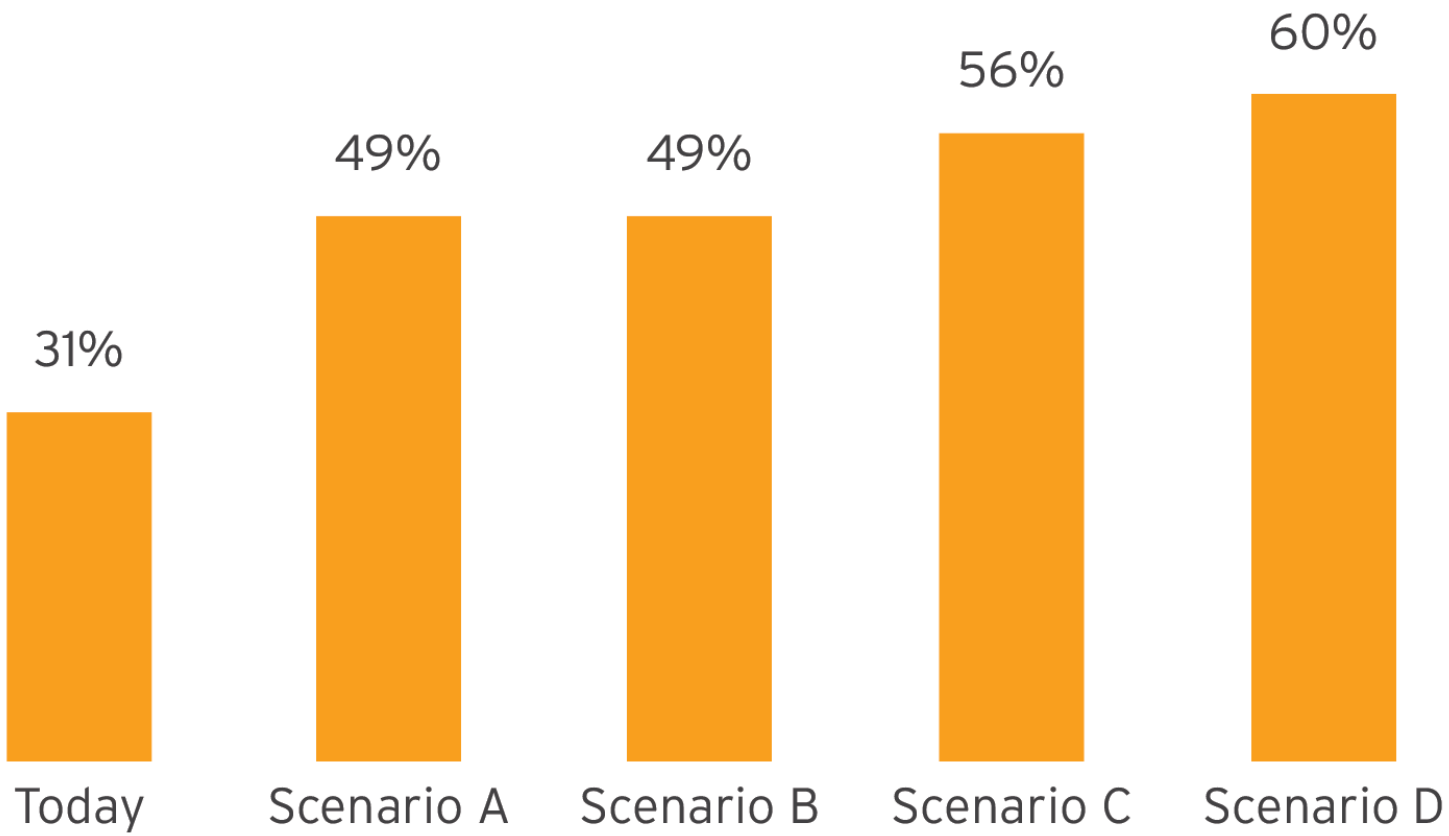


Complete Neighborhoods

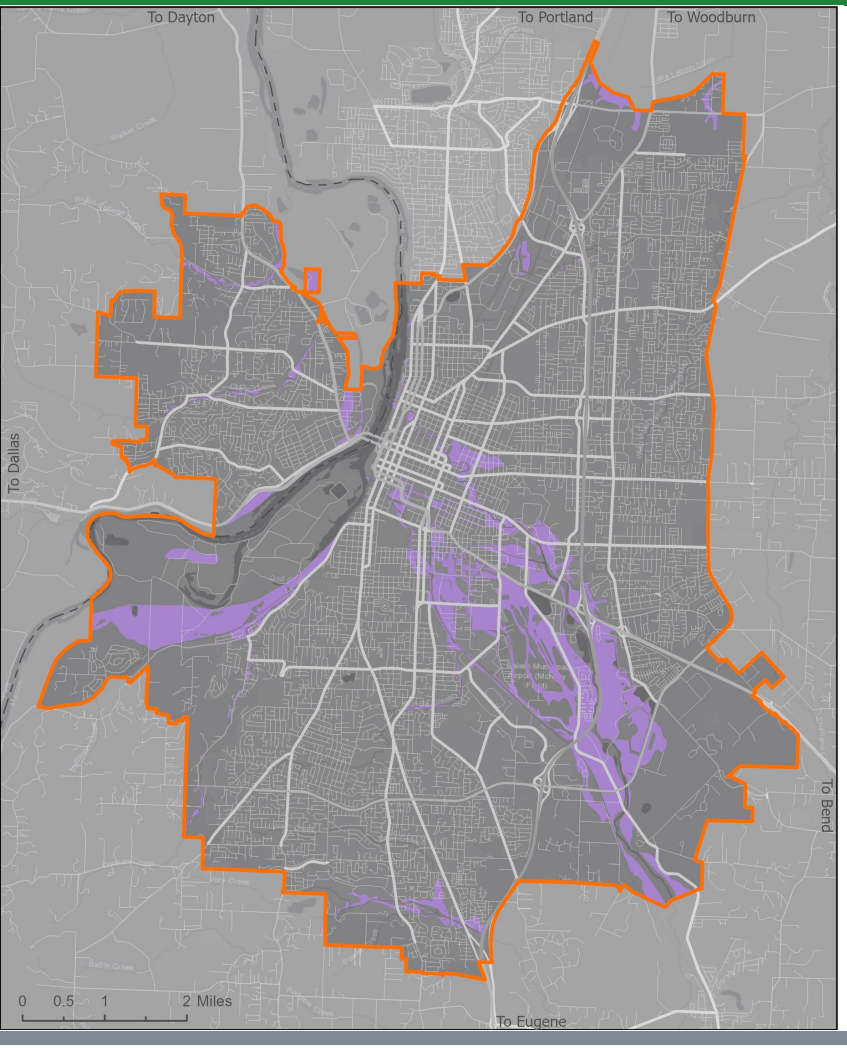
A “complete neighborhood” means people live near parks, schools, grocery stores, businesses, transit



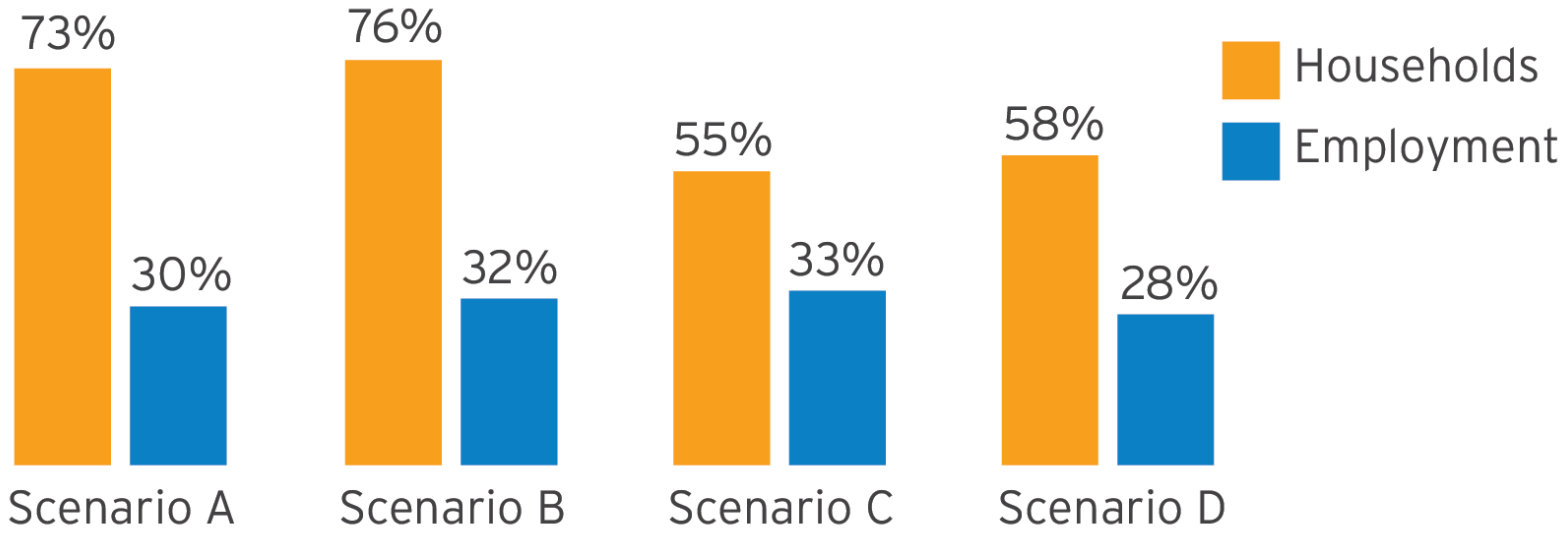
Percentage of New Housing Achieved through Infill and Redevelopment



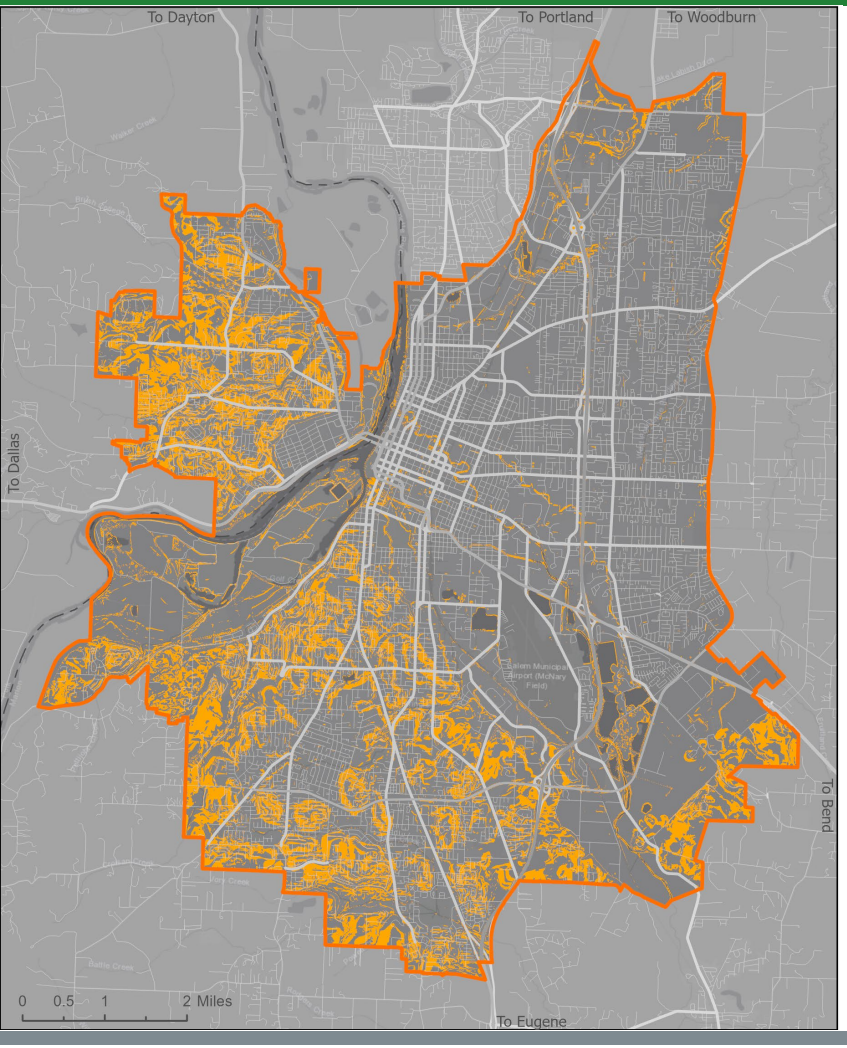
Development in Environmentally Sensitive Areas



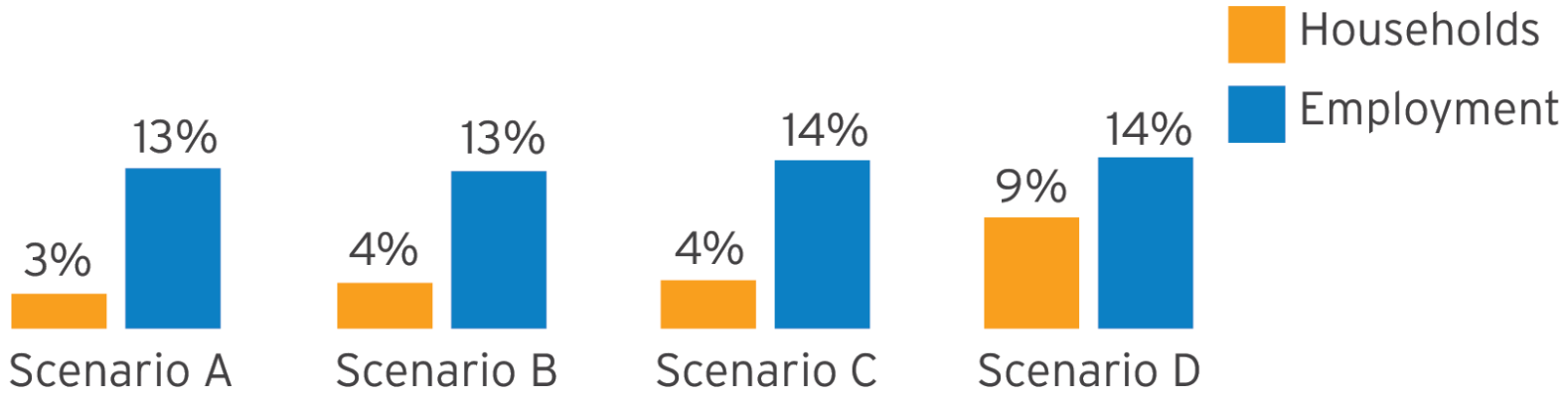
Percentage of development in floodplains



Development in Environmentally Sensitive Areas



Percentage of development in areas with > 10% slope



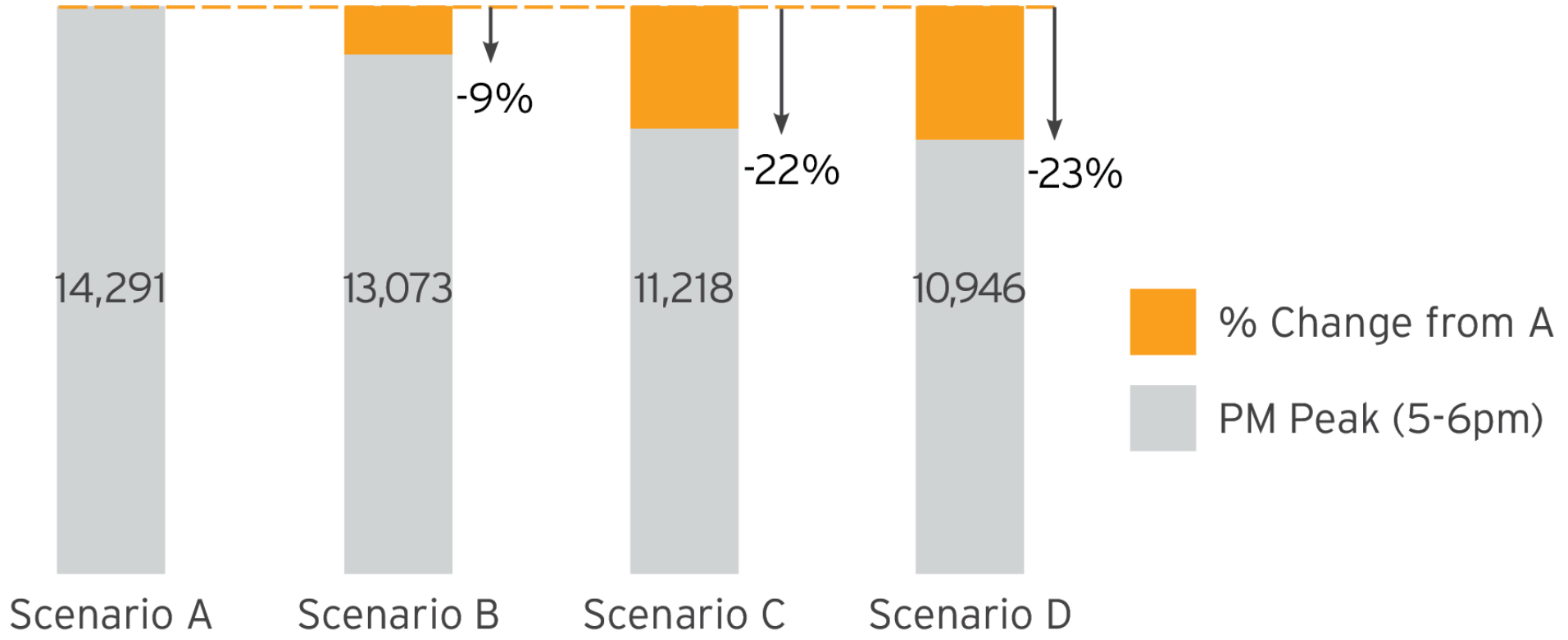
Mode Split

	State	Scenario A	Scenario B	Scenario C	Scenario D
Vehicle	82%	83.3%	83.1%	82.2%	81.7%
Bus	2%	1.9%	2.0%	2.2%	2.6%
Bike	3%	1.5%	1.5%	1.6%	1.6%
Walk	10%	13.0%	13.2%	13.9%	14.0%

Note: Data includes all trips, not just trips to work

Transportation – Vehicle Hours of Delay

Peak hour from 5 to 6 p.m.

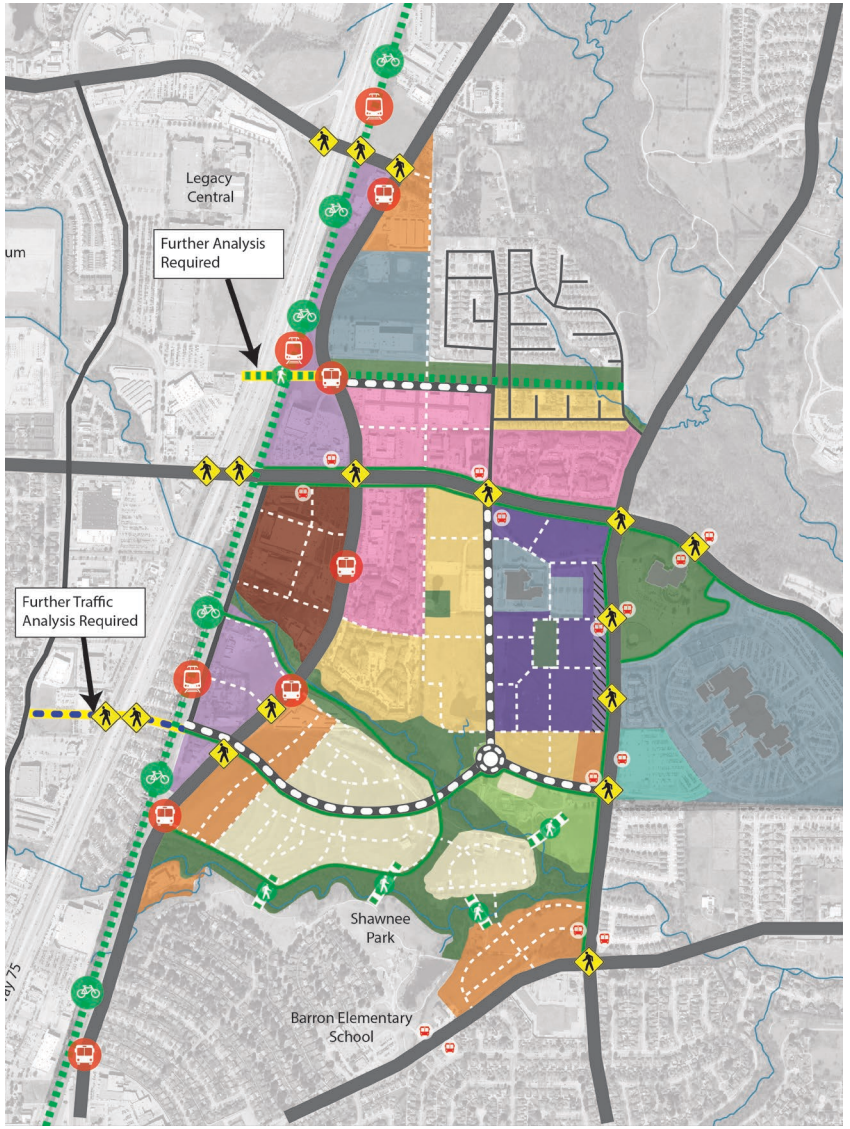


Questions?

Tell us what you think via a new survey: www.cityofsalem.net/our-salem

The Vision

Fall 2020



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Thank you!

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CASCADIA
PARTNERS

jla