



Salem Downtown Focus Groups Work Session 10/17/2016



Salem Downtown Focus Group Background

Purpose of Focus Groups

- Strategic Action Plan Follow-Up
- Project Input
- Future Planning

Goal of Focus Groups

- Input on Project Priorities



Salem Downtown Focus Group Background

- Meeting Structure
 - 12 Meetings
 - 69 attended June - September

Focus Group Categories	
Property Owners	Restaurants
Downtown Residents	Anchors
Major Stakeholders	Service Providers
Artists/Events/Tourism	University Students
Retail/Commercial	

Meeting Structure

- Identification of Impact Areas (*Via Map*)
- Ranking of Key Projects and Concerns
- Proposed New Projects
- Free Form Conversation

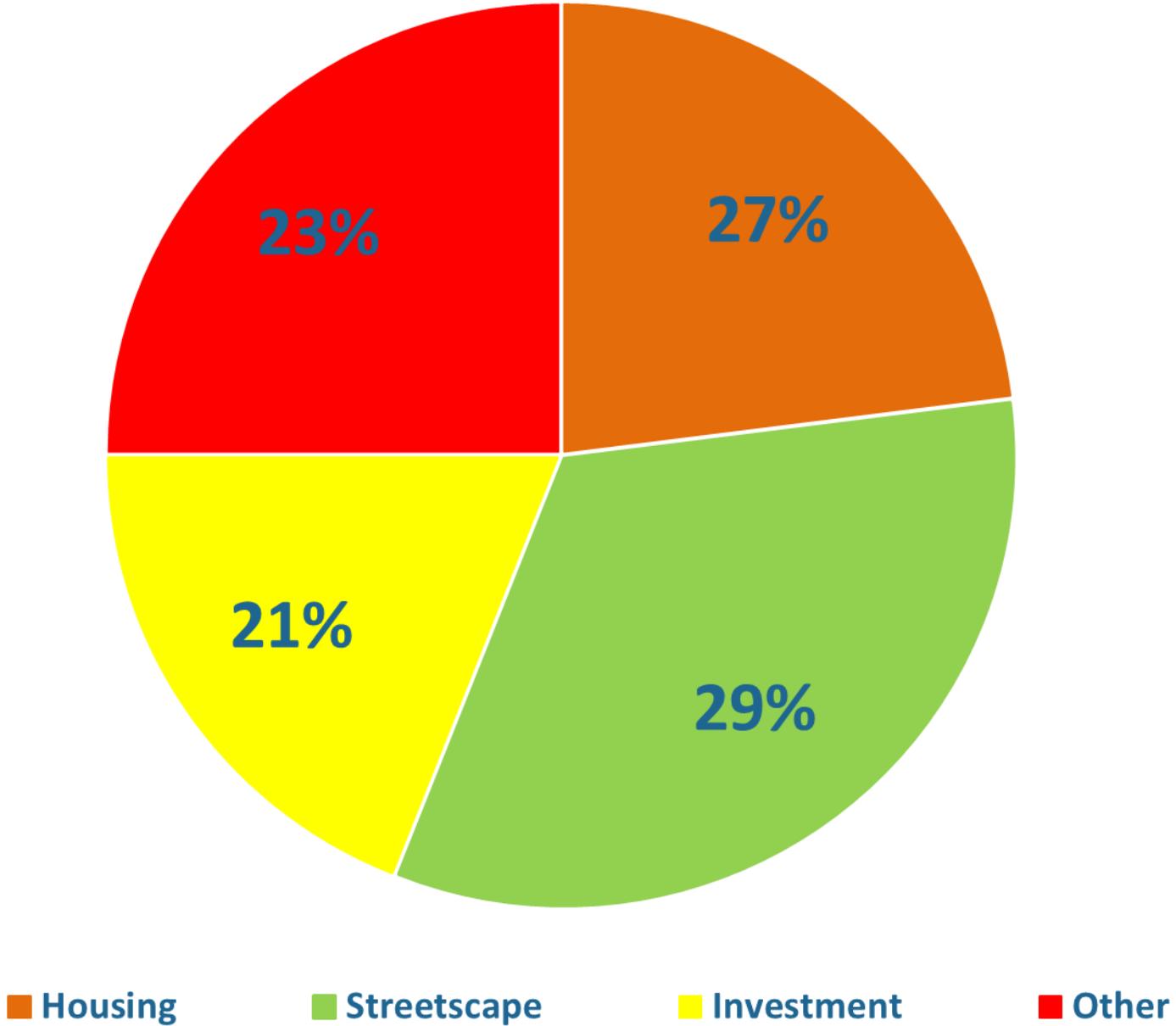


Downtown Activity:

- **Public Market: North Block**
- **Wells Fargo Site Development Incentives**
- **Opportunity Funds: Mixed-Use Housing Project**
- **Alley Murals**
- **Art Pedestals**
- **2-Way Street Conversion**



Greatest Areas of Impact Exercise



Greatest Areas of Impact Detailed Summary

Streetscape Top Ranked

- Service Focus Group
- Retail/Commercial Focus Group
- Restaurant Focus Group
- Arts/Events/Tourism Focus Group
- Property Owner Focus Group



■ = Streetscape

Greatest Areas of Impact

Detailed Summary

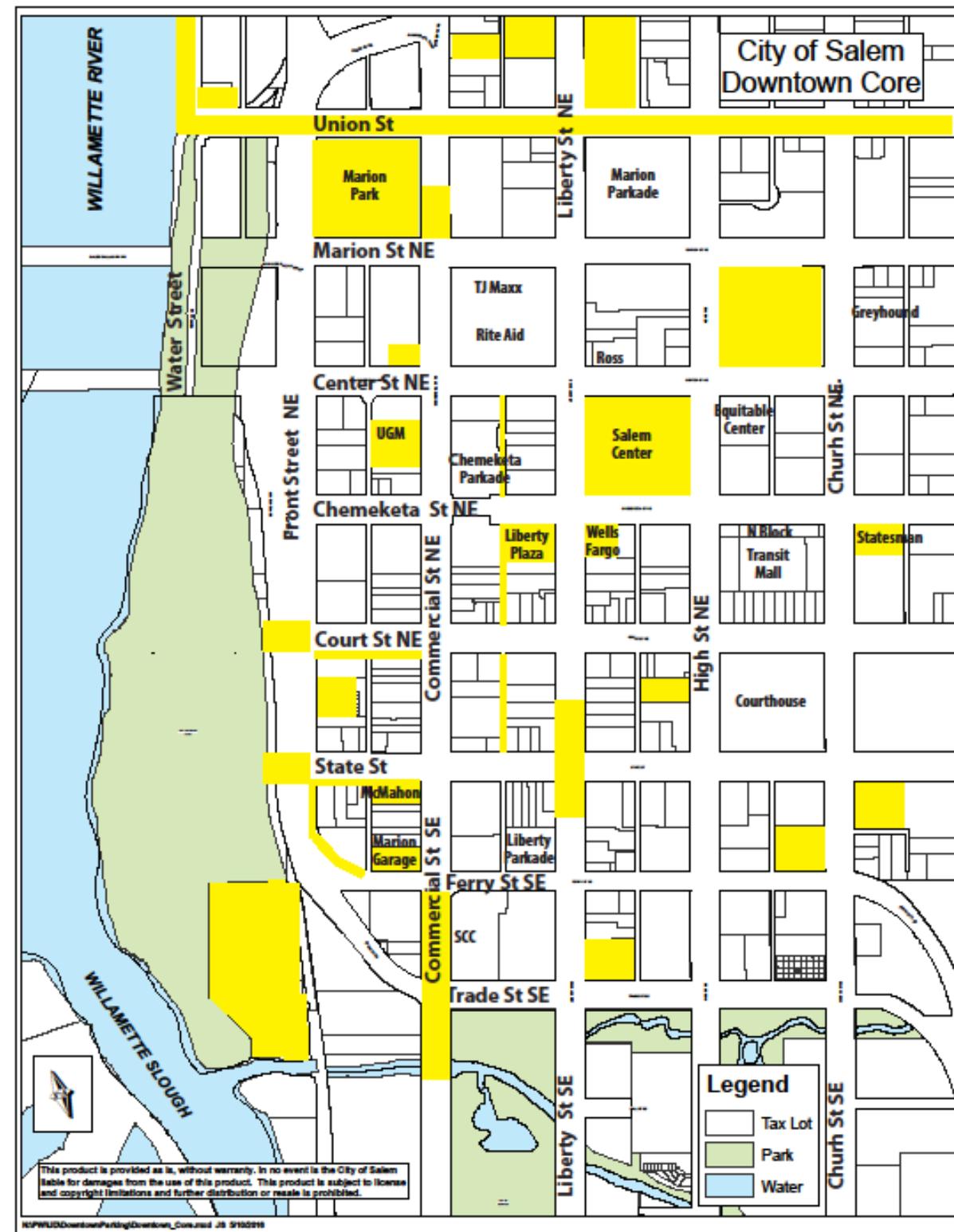
Housing Top Ranked

- Resident Focus Group
- University Student Focus Group



Greatest Areas of Impact Detailed Summary

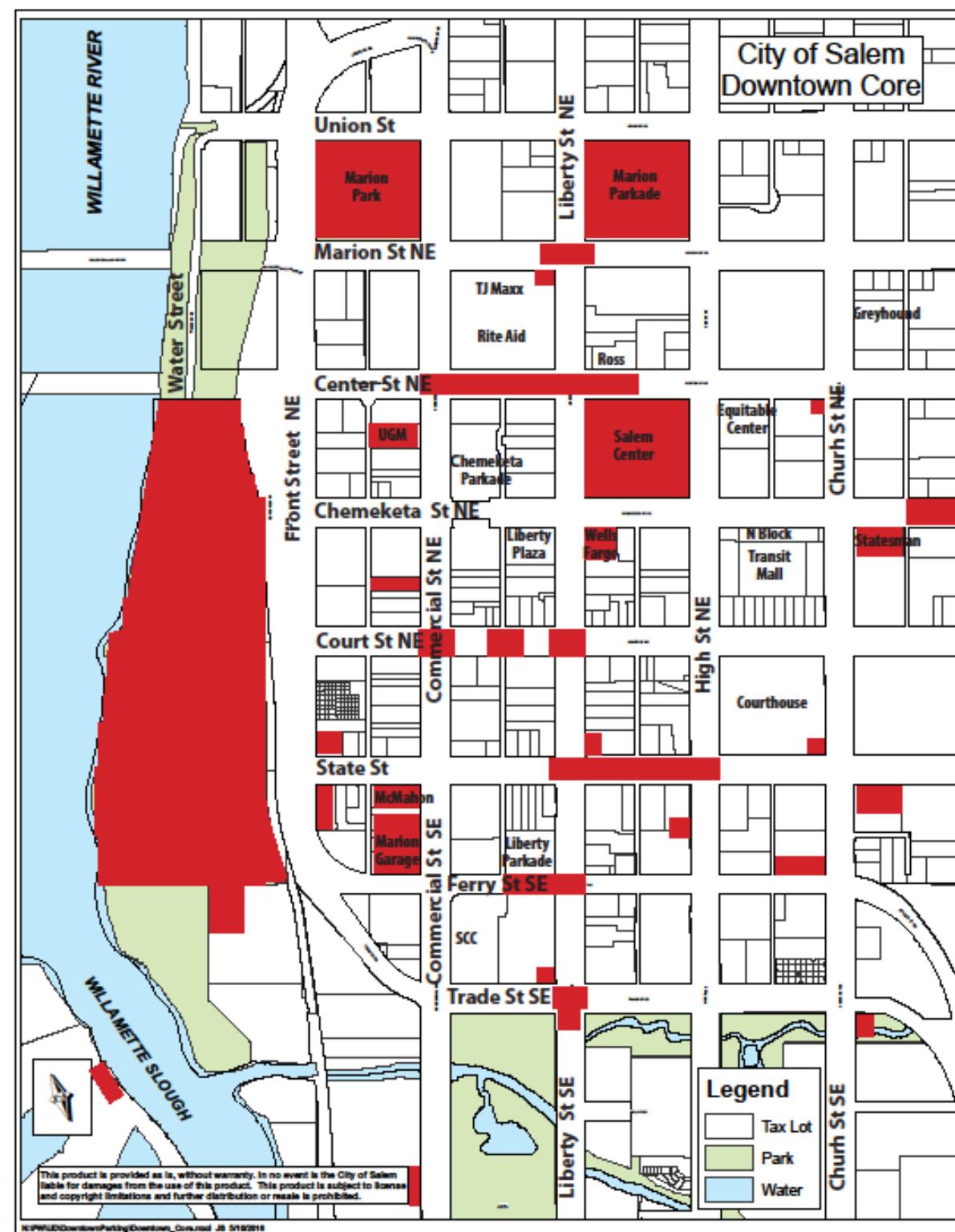
Investment



Greatest Areas of Impact Detailed Summary

Other Ideas Top Ranked

- Anchor Focus Group
- Stakeholder Focus Group



■ = Other

Other Projects

- ❖ Bike Rentals
- ❖ Bike Valet Parking
- ❖ Weekend Transit
- ❖ Traffic Calming Streetscape

- ❖ Expand URA
- ❖ Development Codes
- ❖ Streetscape Analysis
- ❖ Grocery Store

- ❖ Boat Docks/Ramps
- ❖ Water Equipment Rental
- ❖ Plaza Space
- ❖ Water Feature

- ❖ Add Art/Murals
- ❖ Alley Enhancement
- ❖ Theatre District
- ❖ Market
- ❖ Business Involvement
- ❖ Performing Arts Center

Downtown Strategic Action Plan Priority Projects (2011)

- Property Acquisition/Opportunity
- Streetscape Improvement
- Housing Opportunity Fund
- Toolbox Program
- Riverfront-Recreational/Commercial Facility
- Downtown Transportation Fund
- Downtown Shuttle
- Marion Square Park Improvements
- Marion Parkade Investment Strategy
- Demonstration Grant



Top 3 Priority Projects (Existing Plan)

1. Property Acquisition/Opportunity: 17%
1. Streetscape Improvement: 17%
1. Housing Opportunity Fund: 17%

Other Project Priorities

- Toolbox Program: 15%
- Riverfront-Recreational/Commercial Facility: 14%
- Downtown Transportation Fund: 7%
- Downtown Shuttle: 6%
- Marion Square Park Improvements: 4%
- Marion Parkade Investment Strategy: 2%
- Demonstration Grant: 1%



Identified Challenges Affecting Downtown

1. City Codes: 22%
2. Streetscape Bike/Pedestrian: 21%
3. Safety/Crime/Homelessness: 19%

Other Challenges

- Renovation Costs: 15%
- Rental Rates: 10%
- Economic Conditions: 8%
- Competition: 5%



Magic Wand Project

1. Housing
2. Waterfront Restaurant/Recreation
3. Relocate UGM
4. Improve Lighting
5. 2-Way Grid Streets
6. Downtown Plaza
7. Boutique Hotels
8. Pedestrian Undercrossing to Park
9. Wells Fargo Site Development



What's Next?

- Downtown Advisory Board Presentation
- Integrate Information into Budget Discussions
- Determine Short and Long Term Project Priorities