



# 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



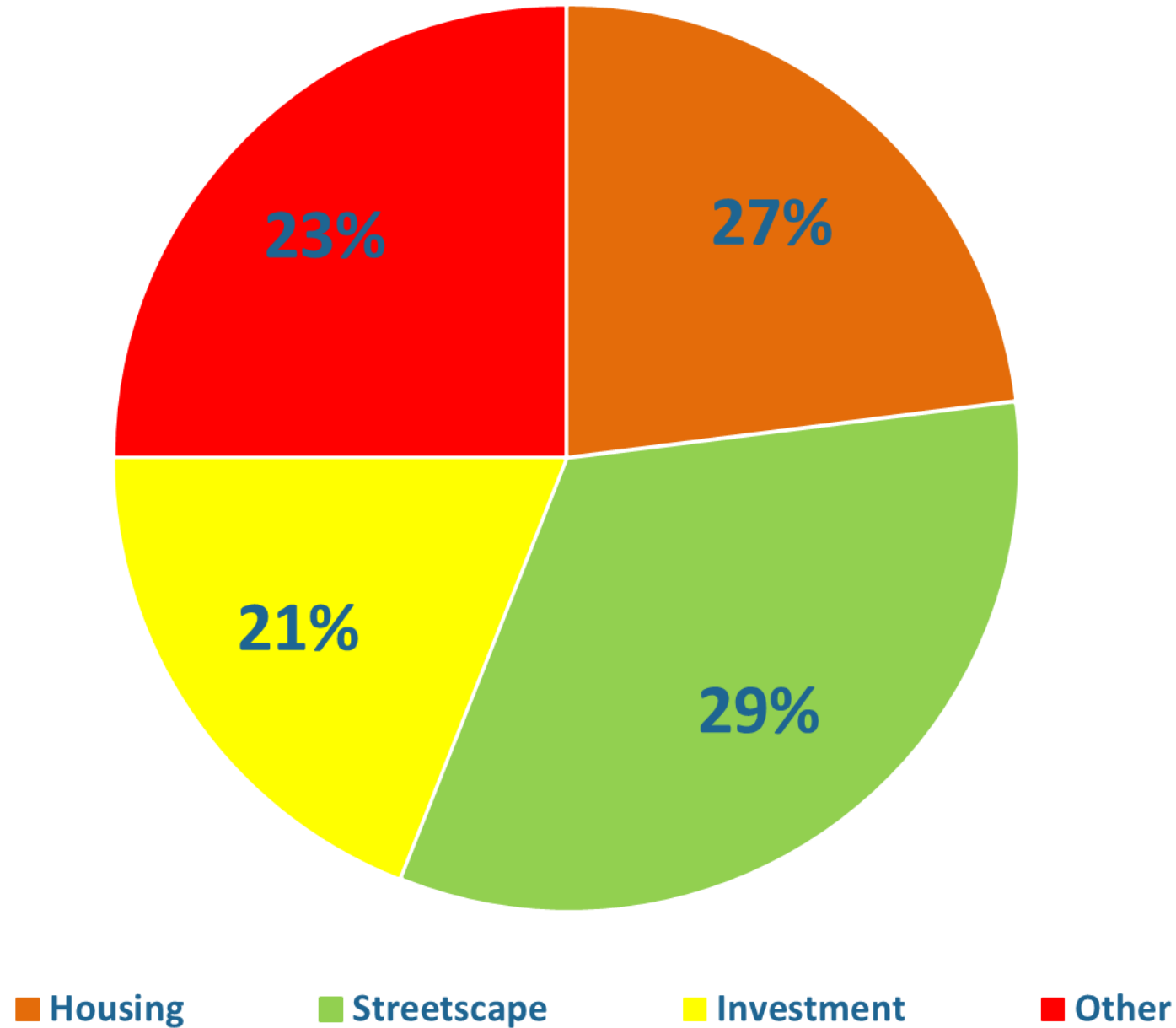


# Downtown Activity:

- 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

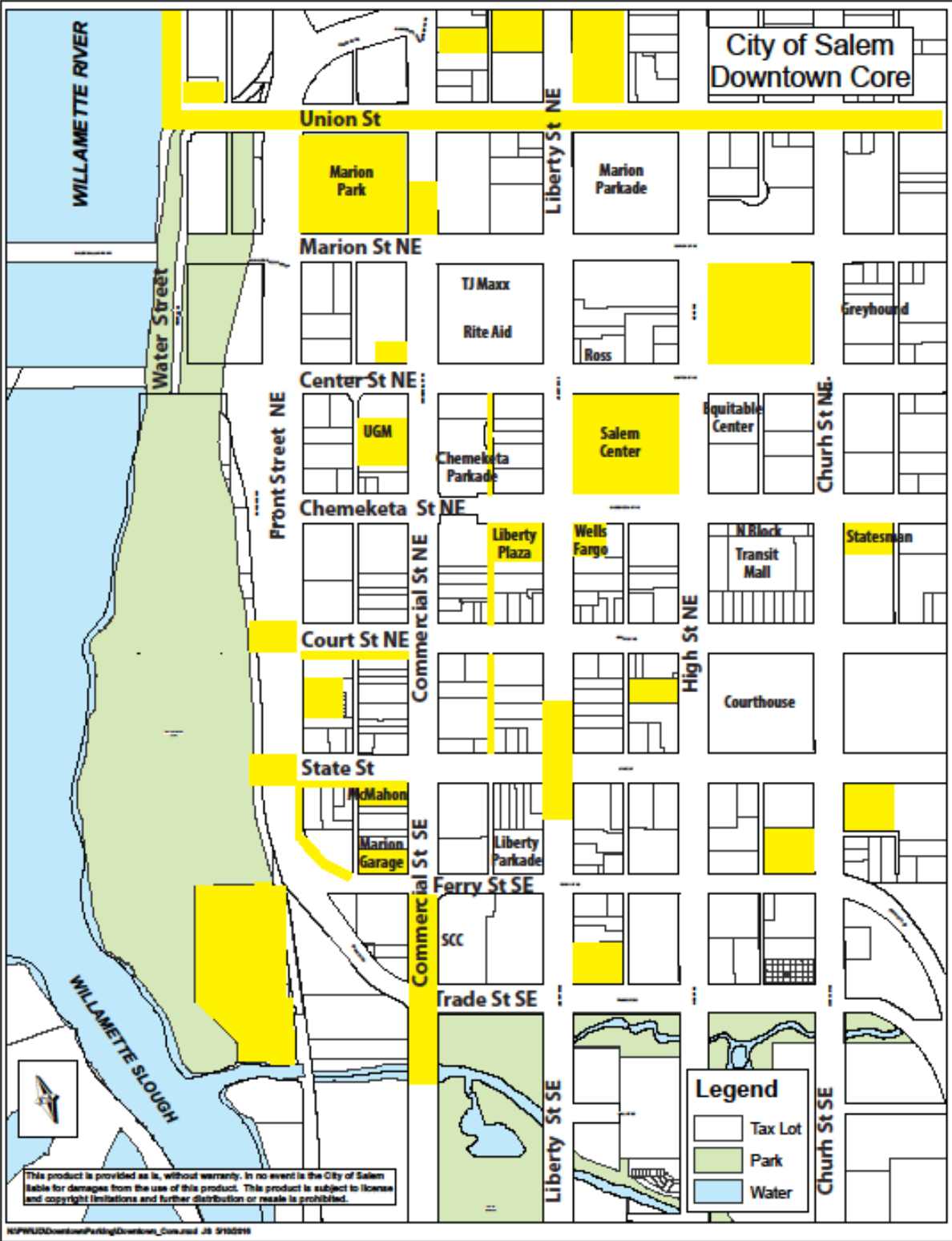
- Resident Focus Group
- University Student Focus Group





# Greatest Areas of Impact Detailed Summary

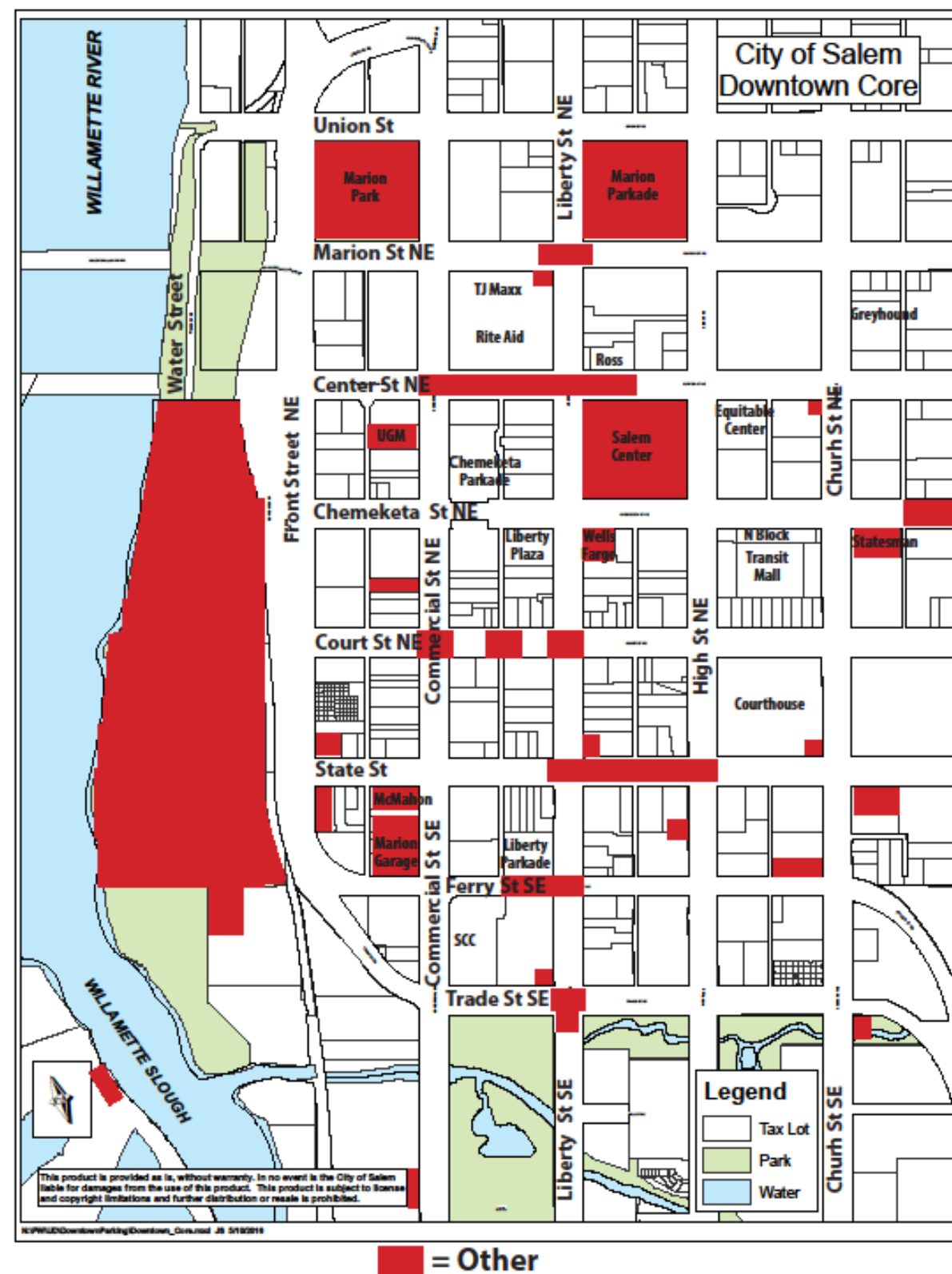
## Investment



# Greatest Areas of Impact Detailed Summary

## Other Ideas Top Ranked

- Anchor Focus Group
- Stakeholder Focus Group





# Other Projects

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

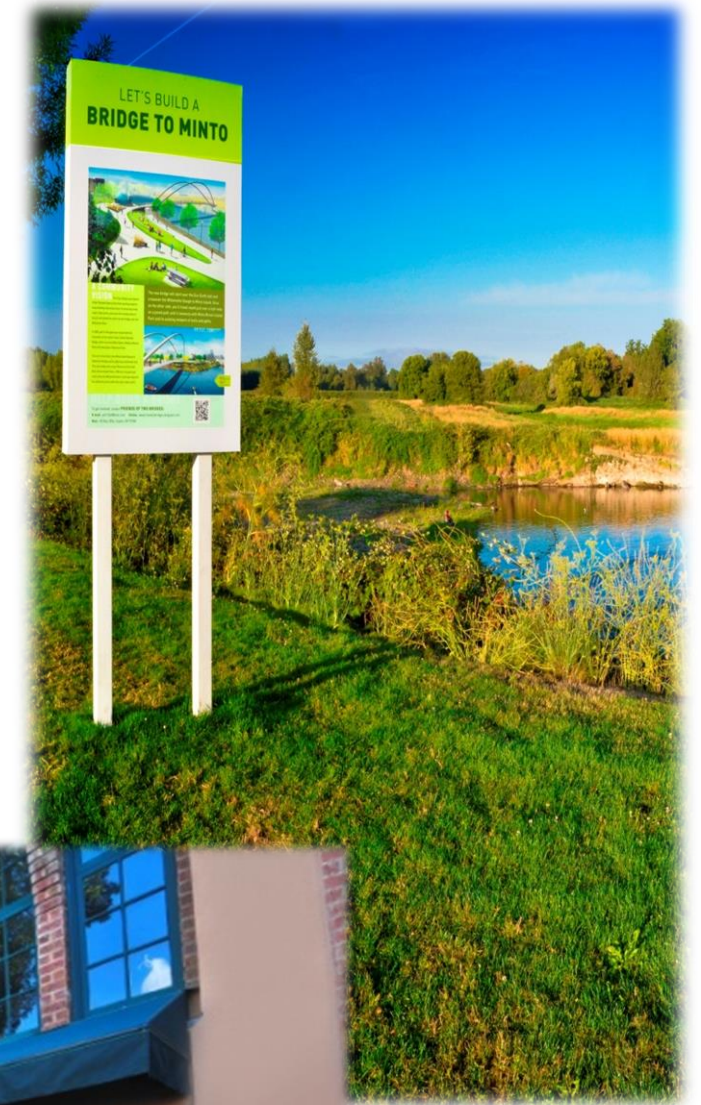
- ❖ Expand URA
- ❖ Development Codes
- ❖ Streetscape Analysis
- ❖ Grocery Store

- ❖ 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