

*DOWNTOWN ADVISORY BOARD*

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## MEMORANDUM

**DATE:** September 10, 2018  
**TO:** Salem City Council  
Urban Renewal Agency Board  
**FROM:** Downtown Advisory Board  
**SUBJECT:** **FY 2017-18 Project Highlights**  
**Riverfront-Downtown Urban Renewal Area**  
**Downtown Parking District**

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Each year during the budget process, project categories outlined in the Downtown Strategic Action Plan, Council Goals, and Riverfront Downtown Urban Renewal Plan are taken into consideration to inform recommendations to City Council and Agency Board.

In the 2017-18 Fiscal Year, the Downtown Advisory Board focused funding priorities that would support investments already made within the Riverfront Urban Renewal Area, incent redevelopment opportunities, and encourage economic vibrancy.

Even though several key projects will need to be phased over several years to minimize impacts to residents, employees, and businesses in downtown, a large allocation of funds continues to be recommended for the Capital Improvement Grant Program.

In FY 2017-18 seventeen Capital Improvement Grants were committed in the amount of \$1.33M. This funding helped leverage total project costs of \$6.5M resulting in \$4.9 in private sector capital for every \$1 of public funds. These funds helped reduce upper floor commercial vacancy in addition to ground floor business recruitment. Historic buildings also received funds for interior and exterior preservation.

The Downtown Streetscape Design Plan is underway as we continue to gather public input on design elements prior to finalizing a plan. Streetscape improvements will include infrastructure upgrades for electrical, water, and conduit in order to support elements such as holiday lighting, banner/basket infrastructure, pedestrian lighting, and landscape irrigation. This is a high priority project that will provide economic and livability benefits to the entire City.

Downtown Advisory Board's prior year recommendations to the Agency Board to allocate funds to capture opportunities such as property acquisitions has allowed the Agency to enter into a sales agreement with Union Gospel Mission and Saffron's to purchase their sites for future redevelopment in downtown.

Most recently, DAB supported funding for transportation infrastructure and public improvements for the to-be-built new Salem Police Facility and Phase II Union Street Bike Friendly project.

New parkade signage is scheduled for installation this summer, changing out the existing gold and burgundy signs with a simple clean blue and white sign with a "P" designating a parking resource. The data collected in the 2017 Downtown Parking Study reflects the average length of stay in a 3-hour space is 1 hour and 30 minutes. In addition, each on-street space is turning over 6.45 times to unique vehicles over a 10 hour time period. Peak hour occupancy at 90% continues to exceed the 85% Rule in the downtown retail core, but the overall Parking District occupancy is 73% when you take into consideration streets such as Trade, Marion, and Center. The percentage of unique vehicles parking for more than five hours on street was less than 1%, indicating the parking management system is efficient.

Even though the occupancy increased in the parking garages in 2017, Board members continue to investigate opportunities to increase utilization of the parking garages through improved signage and marketing tools.

The Downtown Advisory Board members appreciate the opportunity of advising the Agency and Council on matters related to parking.