

CITY OF SALEM

# DOWNTOWN STREETScape PLAN



# ACKNOWLEDGEMENTS

## PROJECT PARTNERS

### CITY OF SALEM

Kristin Retherford, Urban Development Director  
Sheri Wahrgren, Downtown Revitalization Manager  
Rebecca Ziegler, Downtown Revitalization Project Manager

### PEOPLE OF SALEM

Design Guidance and Review

## CONSULTANT TEAM

### WALKER MACY

Lead, Streetscape Design  
Michael Zilis, Principal-in-Charge  
Ken Pirie, Principal Planner  
Saumya Kini, Urban Designer  
Morgan Maiolie, Urban Planner  
Tiffany Swift, Urban Designer

### JLA PUBLIC INVOLVEMENT

Public Outreach and Engagement  
Kristen Kibler, Senior Project Manager  
Irene Kim, Program Manager  
Sam Beresky, Multi-Media Specialist

### LELAND CONSULTING GROUP

Financial Consultation  
Alisa Pyszka, Principal

### DKS ASSOCIATES

Transportation  
Scott Mansur, Senior Transportation Engineer

# TABLE OF CONTENTS

<b>1.</b>	<b>INTRODUCTION</b>	<b>4-15</b>		
	Project Background	5		Landscape Guidelines
	How the Plan is Organized	6		Planting Guidelines
	Streetscape Benefits	7		Street Tree Guidelines
	Salem Character and Identity	8-9		Other Streetscape Elements
	Existing Conditions	10-11		
	Public Process	12-13		
	Messages from the Community	14-15		
<b>2.</b>	<b>DESIGN CONCEPTS</b>	<b>16-35</b>	<b>4.</b>	<b>IMPLEMENTATION</b>
	Section Description	17		Implementation Considerations
	Guiding Recommendations	18		Example Plans
	Recently-Completed Streetscapes	19		Alley Entrance
	Consistent Design Elements	20-21		Civic Streetscape
	Streetscape Types	22		Promenade Corner
	Streetscape Framework	23	<b>5.</b>	<b>FUTURE PROJECTS</b>
	Promenade Streetscape	24-25		Midblock Landscape Areas
	Civic Streetscape	26-27		Front Street Crossings
	Urban Streetscape	28-29		Festival Streets
	Parkway Streetscape	30-31		Parklets
	Front St. Streetscape	32-33	<b>6.</b>	<b>APPENDIX</b>
	Alley Entrances	34-35		Sidewalk Condition Analysis
<b>3.</b>	<b>DESIGN GUIDELINES</b>	<b>36-48</b>		Downtown Character Areas
	Section Description	37		Sidewalk Lighting Analysis
	Guidelines for Varying Sidewalk Width	38-39		Civic Wayfinding - Tree Lights
	Streetscape Framework	40		Tree Canopy Analysis
	Sidewalk Widths Table	41		

# 1. INTRODUCTION



# PROJECT BACKGROUND

In 2011, the City of Salem adopted a Strategic Action Plan that identified streetscape improvements as a top priority to support a livable and economically healthy downtown. In 2016, the City conducted focus groups with major downtown stakeholders which included downtown businesses, residents, and property owners, and found that streetscape improvements were ranked as the highest-impact priority for downtown.

The Downtown Streetscape Plan provides a road map for these needed improvements. Its study area is depicted in the map at left and is bounded by Union Street to the north, Church Street to the east, Ferry / Trade Streets to the south, and Front Street to the west.

As Salem continues to grow and flourish, this plan provides a guide to transform the downtown public realm into a cohesive, attractive, and inviting environment that benefits all downtown users.

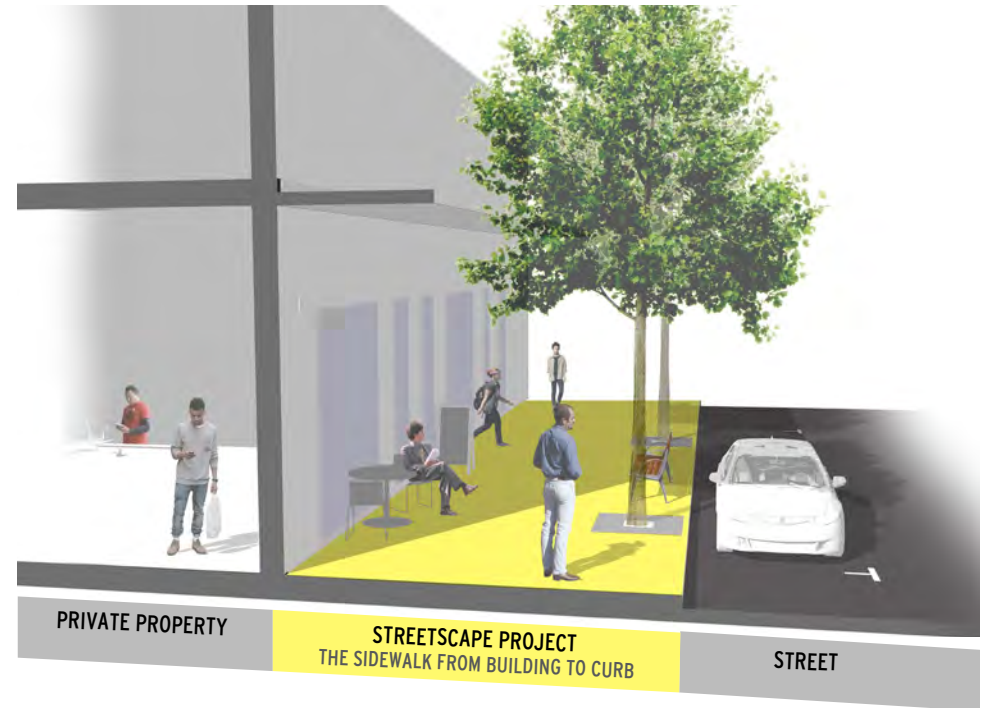


# HOW THE PLAN IS ORGANIZED

The Downtown Streetscape Project examines a specific portion of downtown Salem's public realm. Other studies, like the Central Salem Mobility Study, address changes to street configurations within curbs, including adding bicycle lanes and changing one-way alignments. Updates to private properties are evaluated through existing development codes and guidelines. This project addresses the sidewalk itself, between the curb and the face of buildings (diagram at right).

This document begins with an Introduction to the benefits of a well-designed streetscape, followed by an overview of Salem's specific character and identity and the existing condition of city sidewalks. The Introduction concludes with a review of the public engagement that guided the streetscape plan.

The second section, Design Concepts, shows the design for downtown sidewalks, including consistent elements, alley entrances, and the different streetscape types that serve different areas. Design Guidelines support these concepts with further detail and Example Plans show how the streetscape designs could be implemented and modified for real-world conditions. The Implementation chapter covers implementation aspirations as well as projects for future consideration. Finally, an Appendix contains various maps that summarize our team's understanding of the condition of downtown streetscapes as a whole and may help guide implementation.



# STREETSCAPE BENEFITS



A well-designed streetscape is one of the things that attracts shoppers to downtown retail areas. Streetscapes not only create an ambiance, they provide a context and an identity for an area. They create places to pause and linger and provide safe and pleasant environments for walking and strolling.

Good streetscape design clearly organizes areas for movement, rest, window shopping, dining and other sidewalk activities to serve the diverse users of a downtown. Such streetscapes provide a sense of arrival, and serve a “wayfinding” function - connecting destinations and centers of activity. Streetscape improvements can provide a variety of economic, social and environmental benefits, including but not limited to the following:

- Increased retail activity and retail sales receipts resulting from increased foot traffic (from visitors and a growing population of downtown residents, to nearby workers) and improved visibility/exposure of downtown businesses.
- New development, and redevelopment, over the long-term, will increase property values. People want to shop, live and work in an attractive environment. Streets with a flourishing retail and business climate will attract private real estate investment in the form of building rehabilitation/redevelopment, infill development and larger-scale new construction projects.
- Improved community livability.
- Improved public health due to increased walking and cycling. People are more likely to walk on sidewalks and bike on streets that offer a pleasant, visually appealing, accessible and safe streetscape environment.
- Plants and trees integrated with streetscape design improve safety by buffering pedestrians from vehicles; can add pollinator and bird habitat, improve stormwater quality, and contribute to the ecological health of an area.





# SALEM CHARACTER AND IDENTITY

The City of Salem is defined by its tight-knit and unique community as well as its incredible location. The city is situated in the beautiful Willamette Valley, characterized by its rich, fertile soils, forested hillsides and wet climate that have allowed diverse plant, animal, and human life to grow and thrive throughout history. The area's agriculture, cultivation, and ecological heritage are important facets of Salem's character.

As Travel Salem puts it, Salem is truly “the most Oregon part of Oregon”. As the capital city of our state, the city boasts a thriving combination of civic leadership and pride, a strong community of independent businesses, a broad network of advocates for a wide variety of causes, a rich collection of historic places and features, and above all, a diverse community of people from many cultures and walks of life.

Downtown Salem, bordered on the west by the Willamette River, is a central hub of activity surrounded by many destinations, including parks, natural areas, civic centers (like Willamette University and the Capitol Mall), and residential neighborhoods with historic landmarks. Residents of Salem take pride in their downtown and the vibrancy and authenticity of its local culture. Downtown represents the heart of Salem, and provides a venue for the wide range of social, commercial, and recreational activities that residents enjoy.



Downtown Salem within the regional landscape



Destinations and activity centers surrounding downtown Salem





Artwork in the alleys



First Wednesday at 1859 Cider

"We have excellent culture. We have true heart. We have love for one another. We have lovely monuments, familiar faces, interesting artwork, INCREDIBLE BIODIVERSITY, exciting events, popular views, various shopping and dining opportunities and much more!"

- Community Member at Open House #1



Brunch at Wild Pear



# EXISTING CONDITIONS

## Downtown Sidewalk Experience

The experience of walking in downtown Salem includes wide, expansive streets, many beautiful, human-scaled buildings (some of them historic), and deep awnings that provide weather protection. But the width of the streets creates significant traffic noise and can make pedestrians feel exposed or unsafe, particularly when crossing the street. However, pedestrians can discover many delightful things around downtown like art pieces, murals, shop displays, alleys, making downtown an attractive place to stroll, meet friends, go for a jog, or sit outside a cafe on a sunny day.

## Sidewalk Materials and Furnishings

The existing streetscape materials and furnishings consist primarily of simple concrete sidewalks with black metal and wood furnishings. Sometimes, objects in the sidewalk like sandwich board signs, cafe tables, or tree wells create obstructions to the walking area. Sidewalks vary in width, age, and condition. Some areas are paved with tile and brick, relics of a previous streetscape design project that have weathered poorly and need to be replaced. The City has recently completed many bulb-outs and some sidewalks with newer concrete. These areas can receive some minor improvements, but will not be torn up and redeveloped in the near term. Underneath the concrete, there are often complex utilities and vaults, which can add cost and uncertainty to streetscape improvements.

## Trees and Plants

Many community members expressed interest in creating and maintaining a healthy, mature tree canopy and planted areas in downtown. Street trees and plants are an intrinsic part of the personality and identity of downtown. Currently, downtown street trees vary in health. There are some mature trees in good health and others are not well-adapted to urban conditions. Tree spacing is inconsistent and varies throughout downtown from as wide apart as 80' to as close together as 15'. Tree wells are often 6' x 6' wide, sometimes obstructing walking area with exposed roots and conflicting with building awnings. Apart from street trees, there is little greenery in the streetscape today.



Remnants of previous streetscape project



Vacant lot downtown and inconsistent tree planting in background





Downtown Salem Retail



Downtown Salem Alley



Crosswalk at Front and State Street

### Businesses and Properties

Existing downtown businesses and properties are major contributors to the sidewalk experience. A range of businesses exist throughout downtown; from small, independent retail shops, to mid-size restaurants and cafes, to full-block malls. Community members identified a “heart” of downtown commercial activity centered around the intersection of Liberty and Court, extending out along those streets. This heart offers a variety of services, experiences, and places to meet, creating a pleasant bustle of pedestrian activity. Conversely, sidewalks around the malls and larger retailers often feature blank walls, and are not attractive areas for pedestrians to stroll or linger. Over time, many hope that the vibrant activity around the heart of downtown and other successful areas will grow and spread to other areas, creating a more walkable, thriving downtown.

### Gathering and Events

Downtown Salem offers a range of daytime and nighttime events and entertainment. For example, “Go Nuts Downtown” encourages people to visit local businesses to get passport stamps and win prizes; Salem First Wednesdays close downtown alleys to cars, bringing people out in the evening to mingle; and several thriving theaters and venues create nightlife and buzz. The sidewalk can be an integral part of the experience of events and gathering by improving connections from place to place and making space for seating and gathering.

### Connecting Destinations

Downtown is centrally located between many destinations. In particular, streetscapes in downtown can enhance pedestrian routes between civic destinations like Willamette University, the Capitol Mall, and Riverfront Park. Existing streetscapes on State and Court Streets do not provide a clear and continuous route between these destinations, and the crosswalk at Front Street is worn and unclear (image at left).

# PUBLIC PROCESS

Throughout the public process the design team learned about community desires for the vision of downtown sidewalk areas and sought input on example images. The project team then worked for several months designing streetscape concepts and defining a framework for streetscape improvements. Various public input opportunities led to an iterative development of the Downtown Streetscape Plan.

## What We Heard

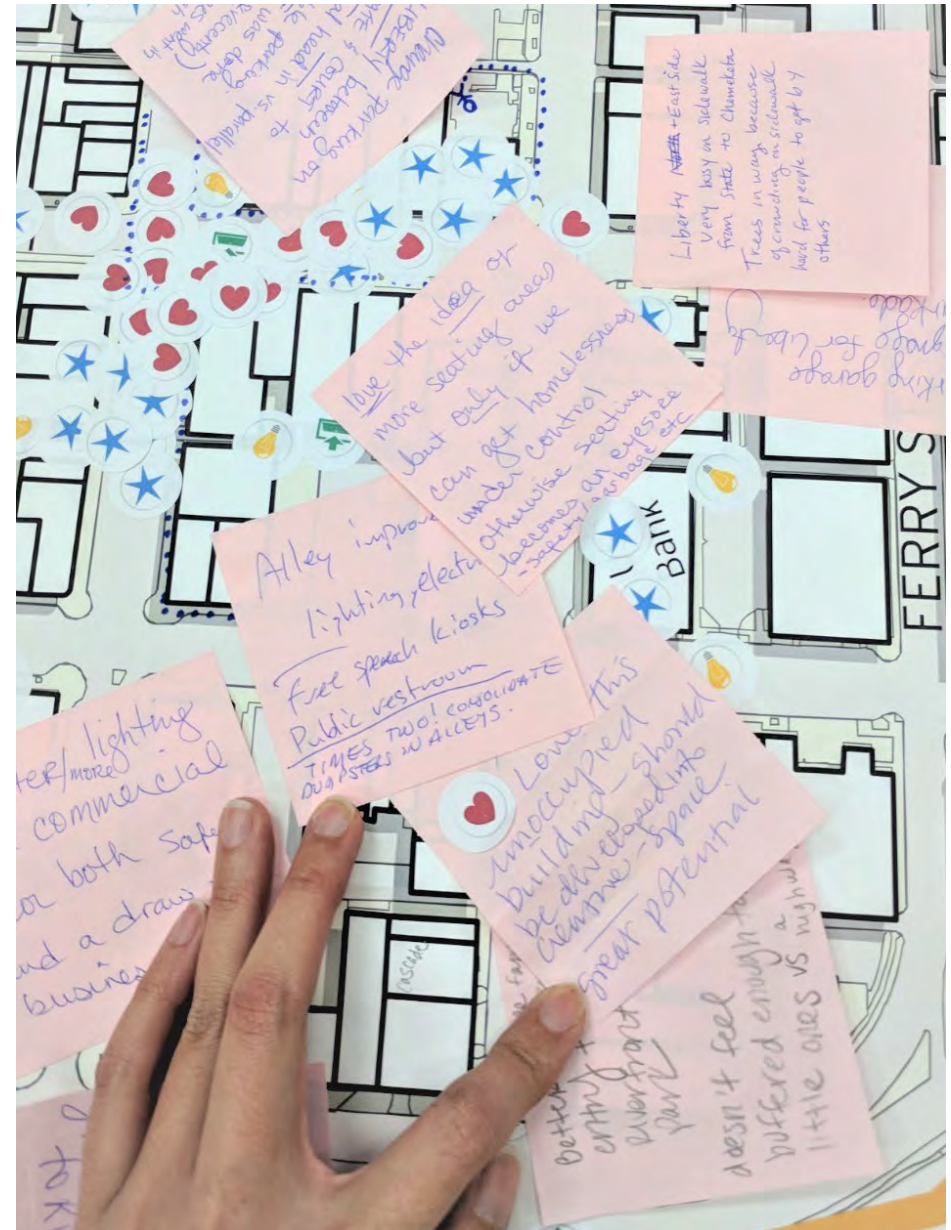
The Downtown Salem Streetscape Plan effort publicly kicked off at an open house on November 30, 2017. The project team shared goals and parameters, learned about existing conditions and how residents use downtown sidewalks and public spaces, and captured ideas from the public for an improved future downtown streetscape. The scope of the Streetscape Plan was the area defined as the curb to the building.

## Participation

More than 1200 people learned about the effort and offered some feedback during the process. The first open house drew about 70 participants; the latter three open houses ranged from 40-60 participants. The last open house also attracted many people who had not attended earlier meetings. The complementary online open houses/surveys engaged 240 to 1240 people.

## Shared Desire for Improvements to a Loved Downtown

Participation at meetings was higher from residents of Salem than those who owned or operated businesses downtown, but most indicated that they visit downtown at least a couple of times per week, often more. Many participants highlighted the existing positive features of downtown and its businesses and wanted to see downtown thrive. There was interest in improvements that created a palette for local character and consistency that highlighted Salem's businesses and architecture. There was strong interest in adding vegetation, trees, lighting, and amenities to attract visitors of all ages downtown.





### Meetings and Other Input Opportunities

The following public involvement and outreach efforts provided opportunities for downtown stakeholders to learn about the project, provide early input, review progress and offer input at key milestones.

#### Open houses with Presentations

- November 30, 2017 - share project parameters and goals, learn from community
- February 13, 2018 - seek public input on concepts for streetscape improvements
- April 18, 2018 - public review of streetscape framework and plan elements
- November 14, 2018 - public review of revised plan elements based on public feedback and City staff technical review

#### Online Open Houses or Surveys

- December 2017
- Mid-February to mid-March 2018
- May - September 2018

#### Walking tour with small group of area stakeholders - February 2018

**Focus groups** to target conversation related to interest areas - gathering spaces, business, art and signage, materials, trees and landscaping, and connecting places - January-February 2018

**Public information and invitations to attend events** or provide input through City website, City e-newsletters, postcard mailings to downtown businesses/properties, and postings on social media. City staff also sent emails to various boards, committees, and stakeholders who might be interested in the planning effort. Additionally, people who attended meetings or provided contact information online were added to the list of those receiving email notices.

**Presentations** at meetings of various community, neighborhood, and business organizations

**Direct outreach** meetings or visits to a sampling of downtown businesses and property owners - Summer 2018

### General Concerns

At every meeting, the design team heard concerns regarding maintenance, bicycle infrastructure, cost, parking and traffic. Participants also raised the desire to find positive solutions for people experiencing homelessness during meetings, as people were concerned about the use of benches and other amenities in the right-of-way and perceptions of safety. Concerned residents were encouraged to participate in separate public discussions through the Downtown Homeless Solutions Task Force.

### Support for Downtown Streetscape Plan Framework and Design

The second and third open house confirmed a high level of support for improving the streetscape and pedestrian experience downtown. There was positive reaction to the themes of the plan: knit downtown together, celebrate the landscape and brighten downtown, integrate wayfinding and art, and establish and support social spaces (see full description of themes on page 18). There was positive response to improving alley entrances, but less support for adding certain amenities such as electric outlets for public use. Maintaining existing parking and ensuring that improvements could be maintained remained top concerns.

The fourth and final open house on November 14, 2018 served to share refinements to the framework of the draft plan after additional public input and technical review by City staff.

Concern about the perception of loss of street parking was a key concern heard from the public throughout the process. The streetscape improvements in the plan **do not result in a loss of parking**. Two future projects - midblock landscape projects on Commercial and Liberty Streets and parklets - could affect parking at spot locations. These two future projects remain in the plan as future considerations after further exploration of the trade-offs with nearby businesses. These projects are not the focus of this streetscape plan.

# MESSAGES FROM THE COMMUNITY

The design concepts in the following pages were developed in response to the many thoughtful ideas, comments, and questions we heard from the community.

Several key messages emerged from the process; these messages directly informed the concepts for streetscape improvements. The design team consistently heard the following themes:

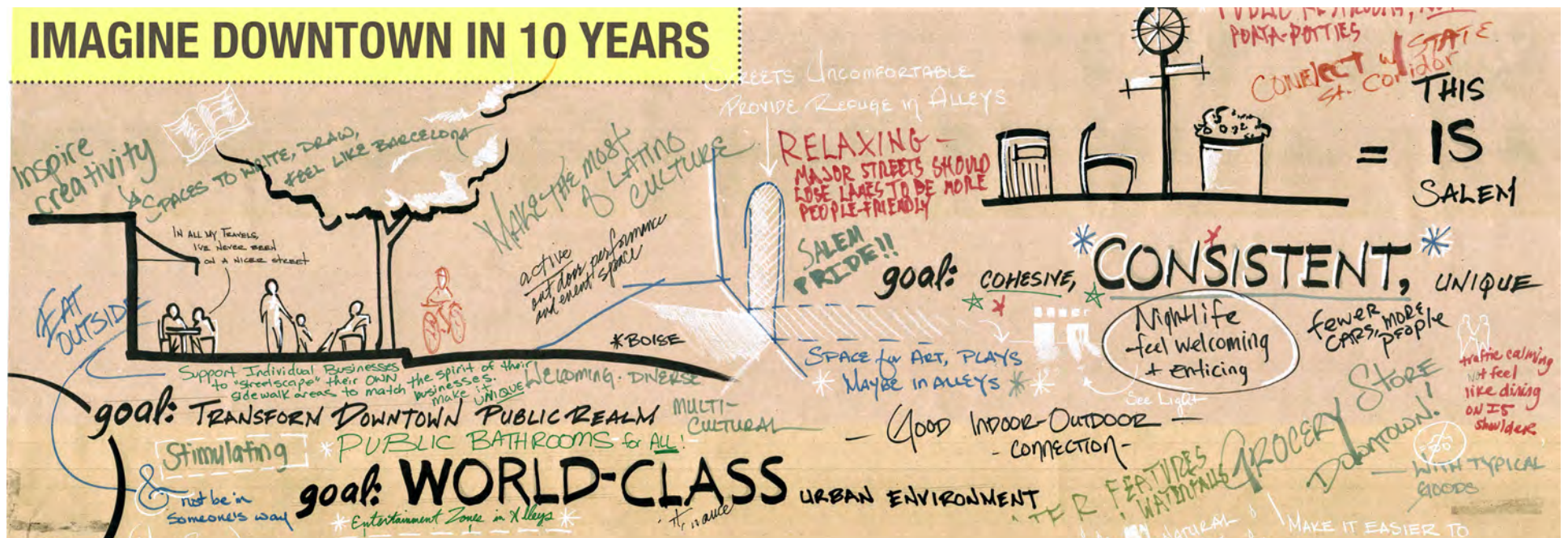
1. Focus on people, not cars; prioritize the safety, comfort, and experience of pedestrians of all ages and abilities.
2. Clear obstructions in the main thoroughfare of the sidewalk - tree placement, sandwich boards and other obstacles.
3. Incorporate design features for children to enjoy.
4. Integrate traffic calming to counteract wide, loud streets.
5. Add more greenery, lushness, and softness to the streetscape.
6. Provide streetscape amenities that work with the local climate.
7. Highlight local and regional attractions and commerce.
8. Connect to Riverfront Park and the Capitol.
9. Utilize and activate vacant spaces, both buildings and vacant lots or underutilized areas.
10. Celebrate the alleys.
11. Integrate art.
12. Integrate more lighting and different kinds of light.
13. Create space for activities day and night.
14. Ensure efficient utilization of public parking structures and preserve on-street parking for businesses.

*"We need more greenery in Salem. We need to find a balance, so we don't lose all of our available parking."*

*"Thank you for hearing our input at the meetings. The things you presented tonight are beautifully done and tell the visual story well."*

*"This is my favorite of the various concepts. I think this provides safety and visual upgrades without impacting traffic."*





At open house #1, participants expressed what kind of downtown they would like to see in ten years. This helped the design team develop concepts toward this vision.

THIS PAGE INTENTIONALLY LEFT BLANK

## 2. DESIGN CONCEPTS

This chapter introduces guiding recommendations and design concepts for downtown Salem streetscapes. These recommendations and concepts were based on a careful review of existing conditions, feedback from community meetings, discussions with stakeholders, and other community input. Over time, implementation of these concepts will create consistency and knit the downtown together with a recognizable sense of place. The design concepts are intended to provide a consistent look and feel for all of downtown while allowing specific sidewalks to fulfill different roles. For example, quieter sidewalks fronted by office and residential uses will benefit from wider planting buffers and large canopy trees, while busy sidewalks fronted by retail benefit from places to put tables and chairs. Sidewalks throughout the downtown must serve their context while contributing to a unified whole. The concepts are also flexible, allowing the same look and feel regardless of the available sidewalk width at a given location.

When designing and building a new streetscape, the Design Concepts provide overall guidance about the role of streetscape in downtown, including desired widths and proposed uses of each zone of the sidewalk.



# GUIDING RECOMMENDATIONS

Input from a broad range of stakeholders was incorporated and condensed into four guiding recommendations for the downtown streetscape:



## KNIT DOWNTOWN TOGETHER

complete a consistent and diverse tree canopy  
create a clear, unobstructed walking zone  
provide a consistent streetscape with room for creativity



## CELEBRATE THE LANDSCAPE AND BRIGHTEN DOWNTOWN

add more planted areas downtown  
integrate accent lighting in addition to pedestrian light poles



## INTEGRATE WAYFINDING AND ART

use consistent landscape, tree canopy, and other elements to connect destinations  
identify spaces for integrated public art, and encourage art on blank surfaces  
consider refinements to existing signage

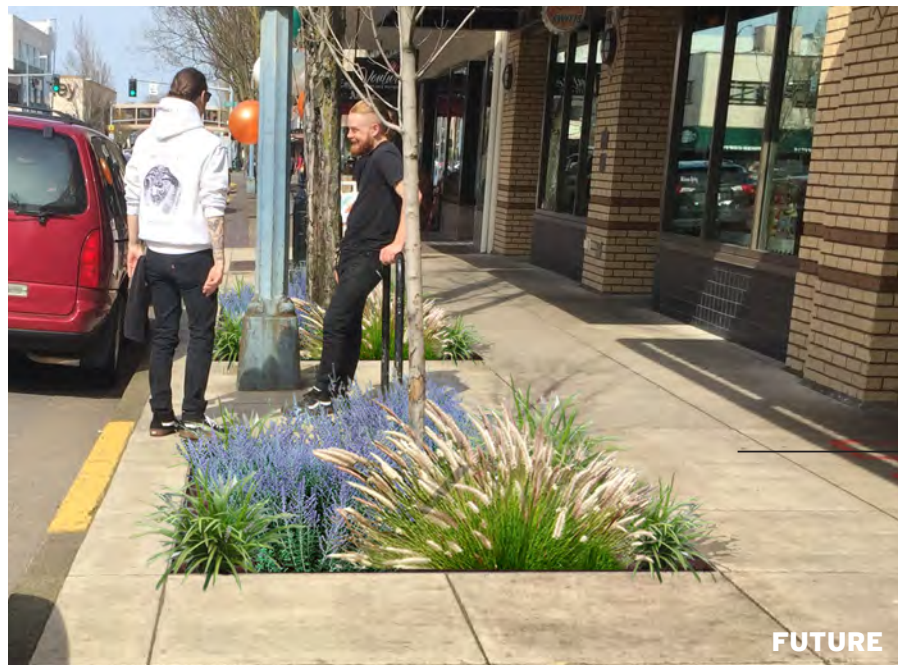


## ESTABLISH AND SUPPORT SOCIAL SPACES

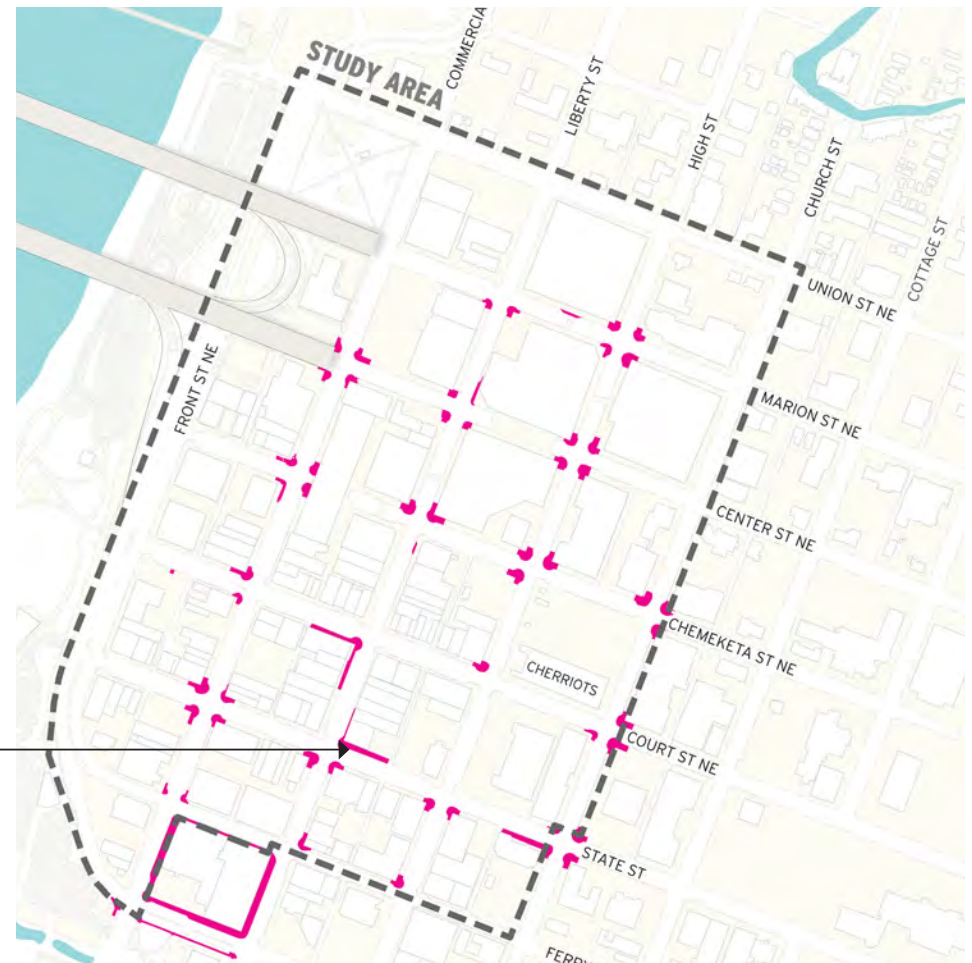
provide seating in conversational arrangements  
improve alley entrances  
encourage parklets as a future project

- **Knit Downtown Together.** Stakeholders wanted to see cohesive (but not necessarily uniform) improvements that allow people and businesses to highlight local character and share their culture. They also wanted to see a consistent and clear walking area free of obstructions, and a plan for streetscape maintenance that keeps downtown looking attractive.
- **Celebrate the Landscape and Brighten Downtown.** Many people wanted to see lush greenery in the streetscape, referencing the regional landscape with low-maintenance, native, and climate-adaptive plantings. These planted areas should be interspersed and integrated with pedestrian-scale lighting, both standard pedestrian light poles and softer accent lighting in furnishings or twinkle lights in trees. Healthy planting and pedestrian scale lighting will add visual delight and softness to the streetscape.
- **Integrate Wayfinding and Art.** Streetscape should help with wayfinding by creating continuity and interest to draw people to and through downtown. Stakeholders appreciate existing art, murals, and wayfinding signage, and want to see continued integration of these elements in the streetscape in a context-specific manner—for example, using blank walls, sky bridges, or planted areas.
- **Establish and Support Social Spaces.** Social spaces can be supported in the sidewalk's furnishing zone, at corners and alley entrances, and, as a future project for consideration; in parklets that make use of parking spaces. In all of these locations, providing seating in conversational arrangements and in locations where it is separated from the clear walking zone, shaded, and buffered by greenery will create comfortable places to invite people to meet and chat.

# RECENTLY COMPLETED STREETSCAPES



**Sidewalks recently rebuilt using existing streetscape standards will remain for their useful life.** These newer sidewalks will not be torn up and redone in the early phases of streetscape renovation. These areas are shown in pink on the map below. Recently completed streetscapes can still receive improvements to match other new streetscapes. For example, tree grates can be removed and replaced with plants to create a softer, greener environment.



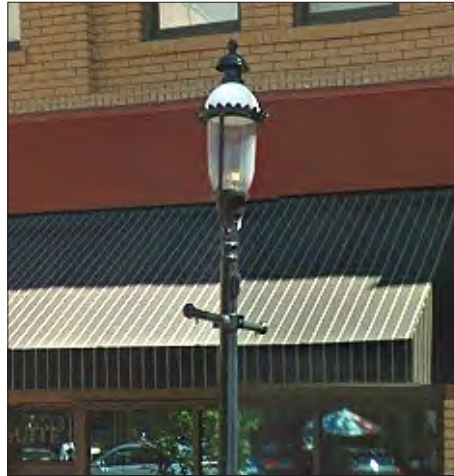


# CONSISTENT DESIGN ELEMENTS

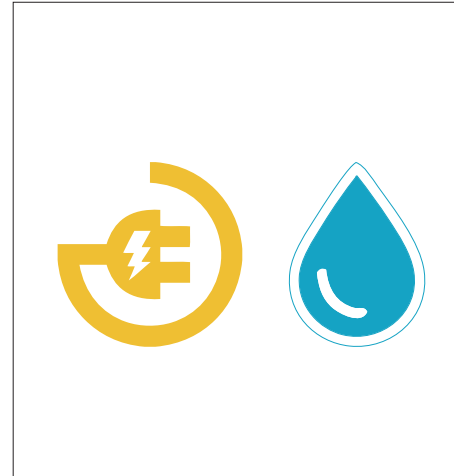
Every streetscape includes these elements. This will create consistency and quality across the downtown.



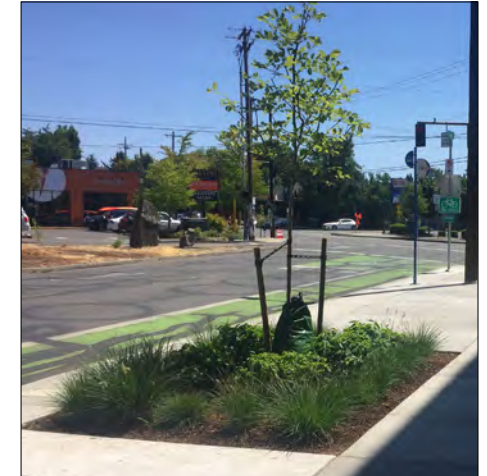
TREES & LOW-MAINTENANCE PLANTS



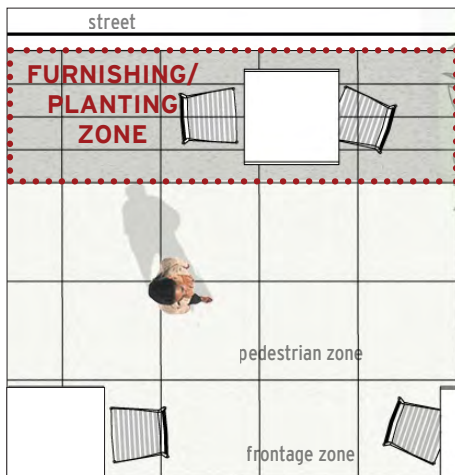
STANDARD PEDESTRIAN LIGHT POLES  
(APPROXIMATELY EVERY 90 FEET)



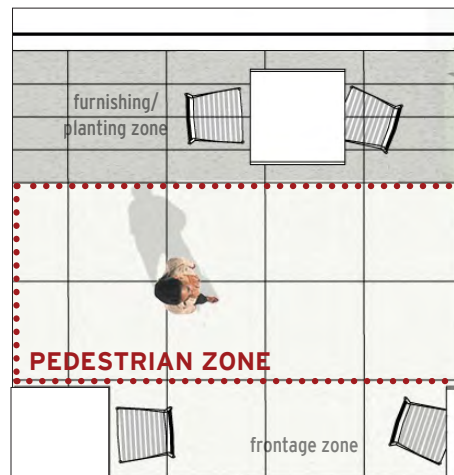
INFRASTRUCTURE TO SUPPORT  
PLANTS AND ACCENT LIGHTING



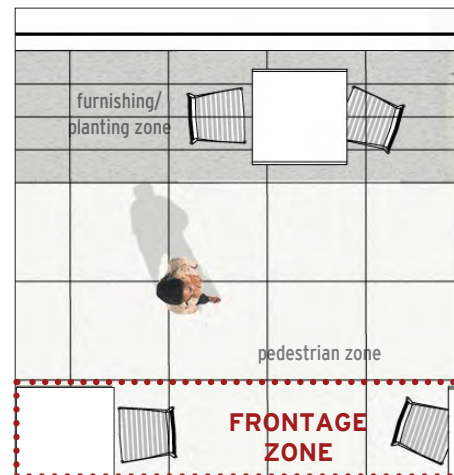
ADEQUATE SPACE AND SOIL FOR  
HEALTHY TREES



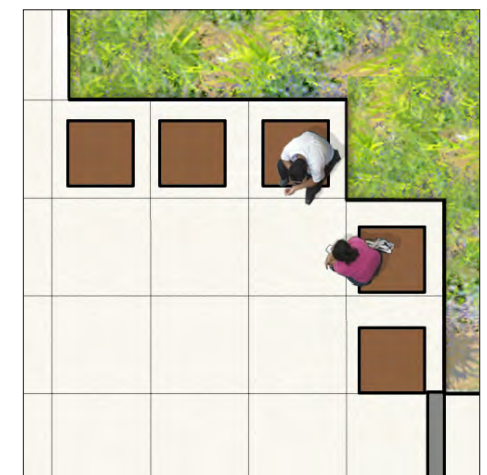
FURNISHING/PLANTING ZONE  
(DARK CONCRETE, 1'X3' SCORING GRID)



CONSISTENT PEDESTRIAN ZONE  
(SIMPLE CONCRETE, 3'X3' SCORING GRID)



FRONTAGE ZONE  
(SIMPLE CONCRETE, 3'X3' SCORING GRID)



SOCIAL SEATING ARRANGEMENTS

# CONSISTENT DESIGN ELEMENTS

A high level of quality and consistency in downtown Salem is provided by elements common to every streetscape, regardless of the streetscape type:

- **Trees & Low-Maintenance Plants:** All streetscapes in downtown should include planted areas in the furnishing zone. These should not be smaller than 4'x6' and can be wider and/or longer as needed. Existing tree grates can be removed and planted to achieve consistency. Plants and trees should be low-maintenance, climate-adaptive, and native where feasible. For more detail on trees and plants, see the Design Guidelines section.
- **Standard Pedestrian Light Poles:** Downtown Salem has a standard pedestrian light pole and recommended spacing to achieve even pedestrian light. Each streetscape design in this document incorporates pedestrian lighting spaced at the City standard. Some areas of downtown sidewalks are dark, lit only by street lights and adjacent buildings, and would benefit from streetscape improvements to provide continuous, even lighting at the pedestrian scale. See the Appendix for a map of under lit sidewalks in downtown Salem.
- **Infrastructure to Support Plants and Accent Lighting:** When a sidewalk is replaced, electrical infrastructure should be added under the sidewalk to provide for tree lighting or event use. Similarly, irrigation should be added or upgraded as needed to support new planted areas, hanging baskets and trees.
- **Adequate Space and Soil for Healthy Trees:** A goal of the streetscape design is to create a lush environment with healthy trees. Greater access to soil, nutrients, and water will better serve the downtown tree canopy and structural soil/ silva cell systems should be provided under the furnishing zone to expand the area for tree growth.
- **Consistent Pedestrian Zone:** The pedestrian zone is a 6' wide thoroughfare that provides straight, unbroken access for people. The pedestrian zone is always simple concrete, scored in 3'x3' squares. Two squares (6' width) define the zone that needs to remain clear for pedestrian movement.
- **Furnishing/Planting Zone:** This zone is defined by 1'x3' scoring with darker concrete. The width of the zone may vary depending on location, but its color and scoring remain the same to clearly define which area is available for Furnishing / Planting Zone uses. These uses include trees, plantings, pedestrian light poles, bike racks, seating, trash cans, historic interpretation and any other elements that make the downtown streetscape comfortable and inviting for users. It can also provide space for private uses when space in the Frontage Zone is insufficient.
- **Frontage Zone:** The dimensions of this zone change based on the available width of the sidewalk, but it is consistently simple concrete scored to match the pedestrian zone.
- **Social Seating Arrangements:** A key component of the streetscape plan is to provide places for people to gather and meet neighbors and friends. The orientation and placement of seating should encourage comfortable socializing on every block. Seats should generally face each other and / or the sidewalk with nearby or integrated lighting to provide comfortable places for people to sit day and night. To meet this goal inclusively, seating should have open spaces next to it to serve people in wheelchairs, with strollers, scooters, or other mobility aids.

# STREETSCAPE TYPES

There are five streetscape types for downtown Salem that respond to different conditions. Each of the five streetscape types share similar elements to create consistency regardless of the type and to provide a unified design to downtown. The most prevalent streetscape design standard is **Urban**. It is the baseline for all sidewalks.

**Promenade and Civic** streetscapes have the characteristics of an Urban streetscape, but add a few extra elements. The Civic streets were differentiated because of their importance in aiding wayfinding between major civic landmarks and because the public highlighted them as the locations of important activity and connections (State and Court Streets). Liberty Street is designated as a Promenade Street with a wider walking zone because the public noted it is a central North-South connector of major destinations, especially where it crosses State, Court and Center Streets.

**Parkway** streetscapes are located on the North and East perimeter of downtown. They have less need for paved areas for seating and more need for lush landscape and shade trees. These streetscape designs provide for more landscape while using the same materials as the rest of downtown's sidewalks. They cue a pedestrian that they are entering or leaving the urban core.

**Front** Street is unique in that it is an ODOT-owned highway and its design prioritizes wide planted areas to buffer pedestrians from vehicles as well as provide a lush entry to Riverfront Park.

**Alley Entrance** improvements are recommended when a new streetscape is designed and constructed, regardless of its type. Not every alley will be improved in the same way, but their design should generally prioritize creating social space, adding plants, and highlighting the alley entrance with lighting or plaques.

## Urban

Most streets downtown are improved with this simple, elegant and easily-maintained streetscape.

## Promenade

Liberty Street becomes a broad, communal north-south spine through the heart of downtown, connecting destinations with a wide pedestrian walkway.

## Civic

State and Court Street are enhanced as lush landscape corridors to create a distinctive pedestrian experience between the Capitol and the River.

## Parkway

Streets on the perimeter of downtown provide a wider landscape buffer from higher-speed traffic and create a transition to residential & civic areas.

## Front

Front Street, an ODOT-owned state highway, presents different conditions than most downtown streets. Wide planted areas should be prioritized between pedestrians and automobiles.

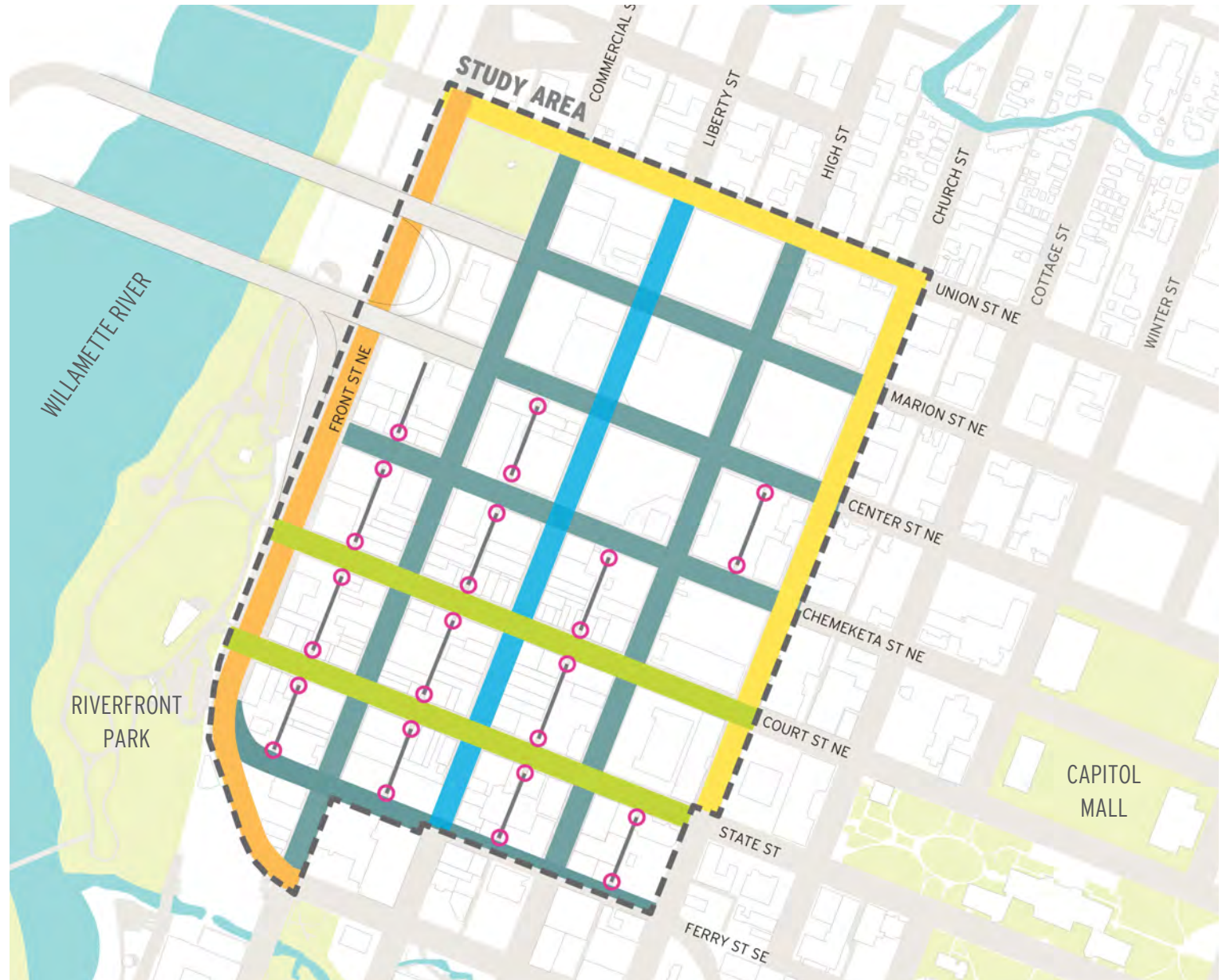


## Alley Entrance



# STREETSCAPE TYPES

- Promenade
- Civic
- Urban
- Parkway
- Front
- Alley Entrance



# PROMENADE STREETSCAPE

## Promenade Street: Liberty

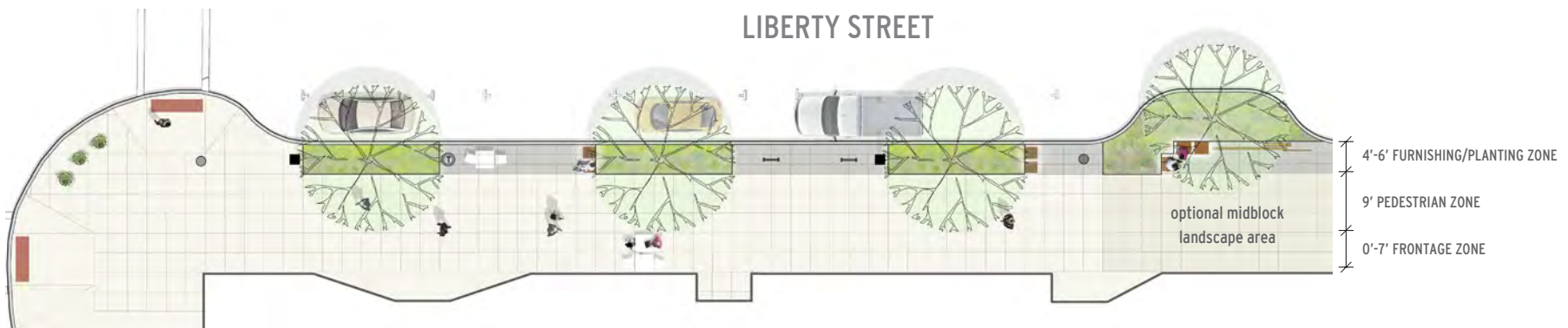
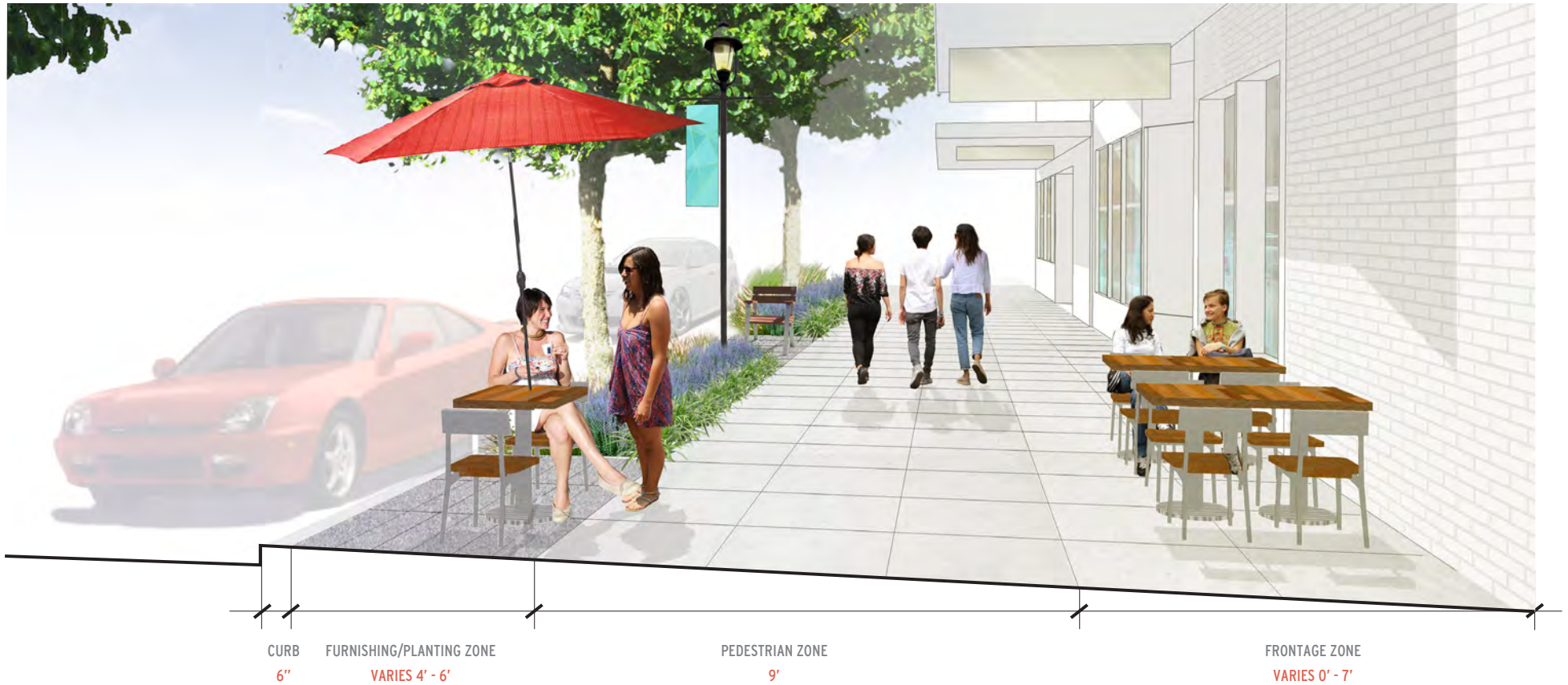
The goal of the Promenade Streetscape is to provide a wide sidewalk that invites people to stroll, window shop, people-watch and gather with friends and family. Trees, shrubs, and grasses in linear planting strips buffer pedestrians from the street. This streetscape provides an especially good opportunity for light pole banners that support downtown milestones, events, and businesses.

The Promenade streetscape design prioritizes a continuous 9' walkway and, like all streetscape designs in this document, provides space for private furnishings both in the Frontage Zone and in the Planting / Furnishing Zone. Where public seating is incorporated into the streetscape, it should allow for conversational seating as much as possible.





# PROMENADE STREETSCAPE



This plan shows an example of one half-block, from a corner to the middle of the block.

Sidewalks vary in width across the downtown; consult the sidewalk width adjustment table on page 41 for guidance in scaling this design to a specific sidewalk width.

# CIVIC STREETScape

## Civic Streets: State and Court

The goal of the Civic Streetscape design is to provide a lush, landscaped connection between the State Capitol / Willamette University and the Riverfront Park.

Trees in the bulb-outs and alley buffers on the Civic Streetscape serve as a consistent wayfinding device between east and west destinations. They are designated “marker trees” in the planting list and are distinguished by a broad canopy and golden fall color. More information about marker trees is available in the planting list within the Design Guidelines.

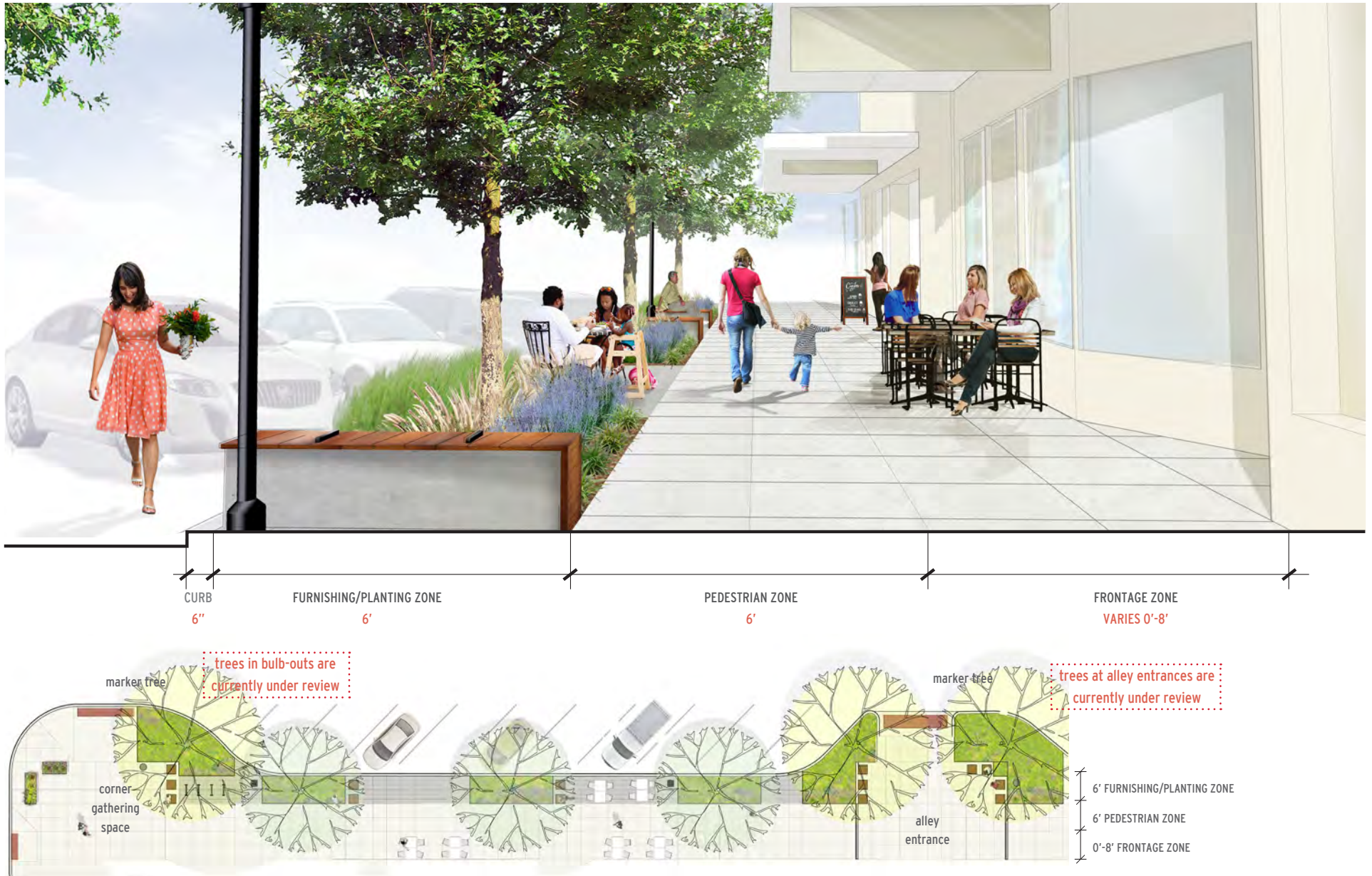
Planted bulb-outs provide space for large trees and comfortable, buffered seating areas. Seating should be communal, organized to allow people to talk in groups and should generally face the sidewalk.

The Planting / Furnishing Zone in Civic Streetscapes accommodates public furnishings as well as private furnishings when the Frontage Zone is not sufficient. Alley entrance improvements are key to this design and information about them can be found on pages 34 and 35.





# CIVIC STREETScape



This plan shows an example of one half-block, from a corner to the middle of the block.

Sidewalks vary in width across the downtown; consult the sidewalk width adjustment table on page 41 for guidance in scaling this design to a specific sidewalk width.



# URBAN STREETScape

## Urban Streets: Commercial, Marion, Center, Chemeketa, High and Ferry

The goal of the Urban Streetscape is to provide a consistent, clean, and organized walking experience to knit the downtown together. It is the baseline, standard streetscape for downtown and utilizes solely the consistent elements from page 20. People walking on an Urban Streetscape will know that they are in the downtown zone, have a continuous 6' walkway and will be able to transition to other streetscapes seamlessly.

The planting zone accommodates public and private furnishings when the frontage zone is not sufficient. Alley entrance improvements are key to this design and information about them can be found on pages 34 and 35.



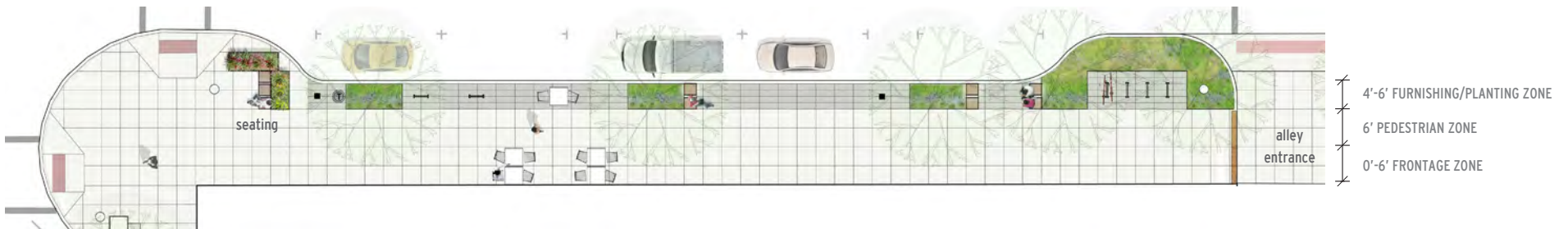
# URBAN STREETScape



CURB 6"  
FURNISHING/PLANTING ZONE  
VARIES 4' - 6'

PEDESTRIAN ZONE  
6'

FRONTAGE ZONE  
VARIES 0' - 6'



This plan shows an example of one half-block, from a corner to the middle of the block.

Sidewalks vary in width across the downtown; consult the sidewalk width adjustment table on page 41 for guidance in scaling this design to a specific sidewalk width.



# PARKWAY STREETSCAPE

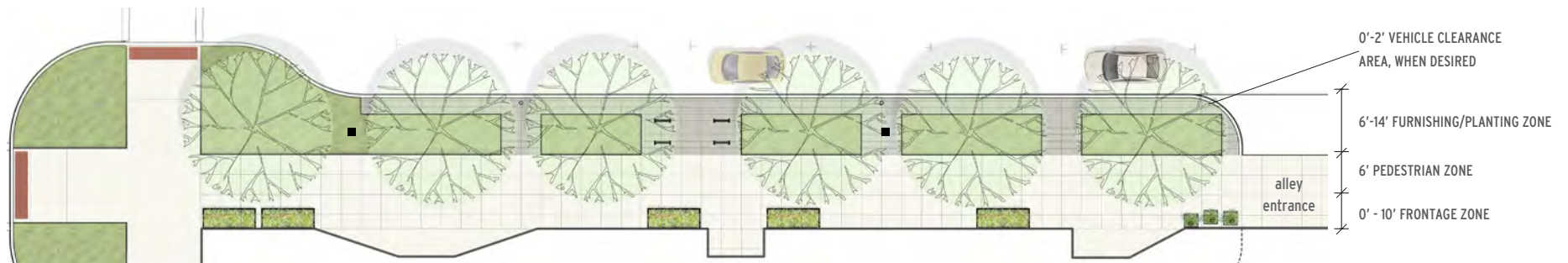
## Parkway Streets: Union and Church

These streets serve as transition areas between the State Capitol, residential neighborhoods, and north downtown. The street type features wider landscape/planting strips with space for broad canopy street trees and opportunities for more landscape.





# PARKWAY STREETSCAPE



This plan shows an example of one half-block, from a corner to the middle of the block.

Sidewalks vary in width across the downtown; consult the sidewalk width adjustment table on page 41 for guidance in scaling this design to a specific sidewalk width.

# FRONT ST. STREETScape

## Front Street

This is an ODOT-owned state highway and presents different conditions than most downtown streets. Because of heavy traffic volumes, it is not anticipated that many people will want to gather along this street. Wide planted areas should be prioritized, along with wider sidewalks. More landscape along Front can help provide a visual buffer and transition zone between downtown and Riverfront Park.





# FRONT ST. STREETScape



This plan shows an example of one half-block, from a corner to the middle of the block.

Sidewalks vary in width across the downtown; consult the sidewalk width adjustment table on page 41 for guidance in scaling this design to a specific sidewalk width.



# ALLEY ENTRANCES

## KEY

- Alley
- Alley Entrance

Alleys are a signature element of downtown Salem and are increasingly well-used by adjacent businesses and for musical and cultural events. The plan seeks to make the alley entrances more pedestrian-friendly, beautiful and well-landscaped with lighting, seating, plantings, and trees.

A key component of the alley entrances design is to continue the sidewalk's concrete material and scoring across the entrance. When drivers cross this sidewalk, it will alert them that they are entering a pedestrian-oriented zone and will need to pay close attention.

There are opportunities to redesign on-street paved areas not utilized for parking as landscape buffers. No parking spaces are lost in this conversion.

Some of the alleys have historic and contemporary names and there is an ongoing project to display those names. The streetscape design concept includes a location within the pavement at alley entrances for approved alley names.

**Alley entrances have to be adjusted to fit different conditions.** Sometimes it will be possible to have planted buffers on both sides, sometimes just one side, and sometimes none at all. However alley entrances can always include increased landscape, seating, trees, lights, materials consistent with the rest of the downtown streetscape, and possibly name plaques.







CROSSWALK

This rendering shows a standard painted crosswalk; many existing alleys in the downtown are defined with pavers.



PEDESTRIAN LIGHT POLE

ALLEY

APPROVED ALLEY NAME /  
INTERPRETIVE TEXT

## Supporting Community

Alleys are well-used by the Salem community. The streetscape design at alley entrances seeks to support this unique social aspect of Salem life.



Yoga in the alleys.



Rudy's Restaurant on a downtown alley

THIS PAGE INTENTIONALLY LEFT BLANK



# 3. DESIGN GUIDELINES

This chapter provides Design Guidelines for all Downtown streetscapes. These include more specific guidance about the placement of furnishings, plant selection, options for preserving existing mature trees, how to scale sidewalk designs to work for different sidewalk widths, and some general thoughts about the ways in which art and building facades impact the sidewalk.

# GUIDELINES FOR VARYING SIDEWALK WIDTH

- Salem has a wide range of sidewalk widths, from approximately 8' to approximately 30'
- All sidewalk designs can expand and contract to fit existing conditions
- A clear walking zone is the first priority
- Second priority is a consistent planting / furnishing zone
- The frontage zone is most flexible for adjustment
- Below are examples of three different Civic Streetscape designs based on different sidewalk widths

## Diverse Sidewalk Widths on Civic Streetscapes



# GUIDELINES FOR VARYING SIDEWALK WIDTH

## 12' OR LESS

When sidewalks are 12' or narrower:

- Pedestrian Zone always stays fixed at 6' wide.
- Furnishing/Planting Zone can be 5' to 6' wide.
- Frontage Zone is not possible in these areas.



CURB	FURNISHING / PLANTING ZONE 5' - 6'	PEDESTRIAN ZONE 6'	BUILDING
------	------------------------------------	--------------------	----------

## 13' - 14'

When sidewalks are 13' to 14' wide:

- Pedestrian Zone always stays fixed at 6' wide.
- Furnishing/Planting Zone stays fixed at 6' wide.
- Frontage Zone can be 1' to 2' wide.



CURB	FURNISHING/PLANTING ZONE 6'	PEDESTRIAN ZONE 6'	FRONTAGE ZONE 1'-2'	BUILDING
------	-----------------------------	--------------------	---------------------	----------

## 15' OR MORE

When sidewalks are 15' or wider:

- Pedestrian Zone always stays consistent at 6' wide.
- Furnishing/Planting Zone stays consistent at 6' wide.
- Frontage Zone can be 3' to 8' wide.

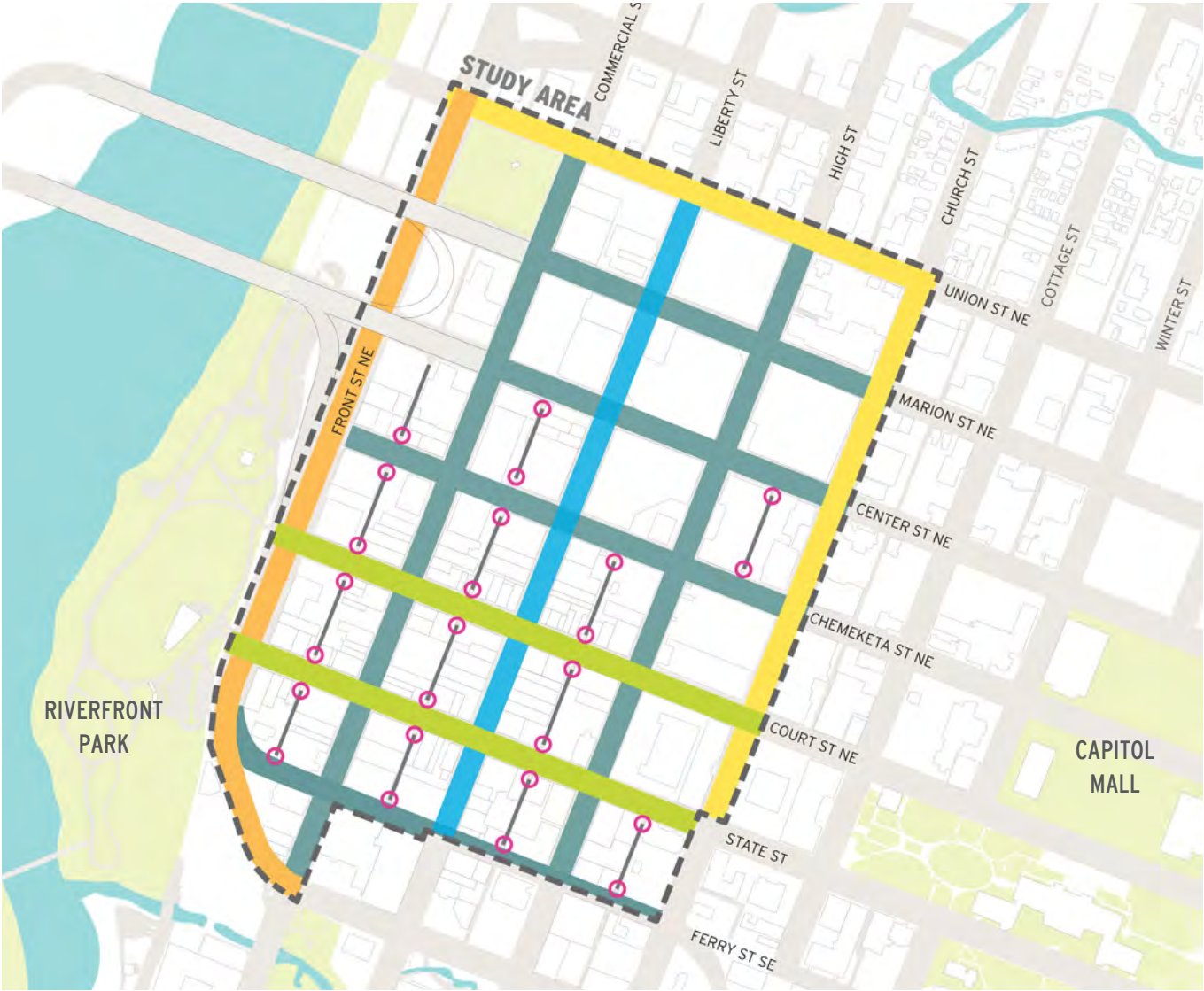


CURB	FURNISHING/PLANTING ZONE 6'	PEDESTRIAN ZONE 6'	FRONTAGE ZONE 3'-8'	BUILDING
------	-----------------------------	--------------------	---------------------	----------

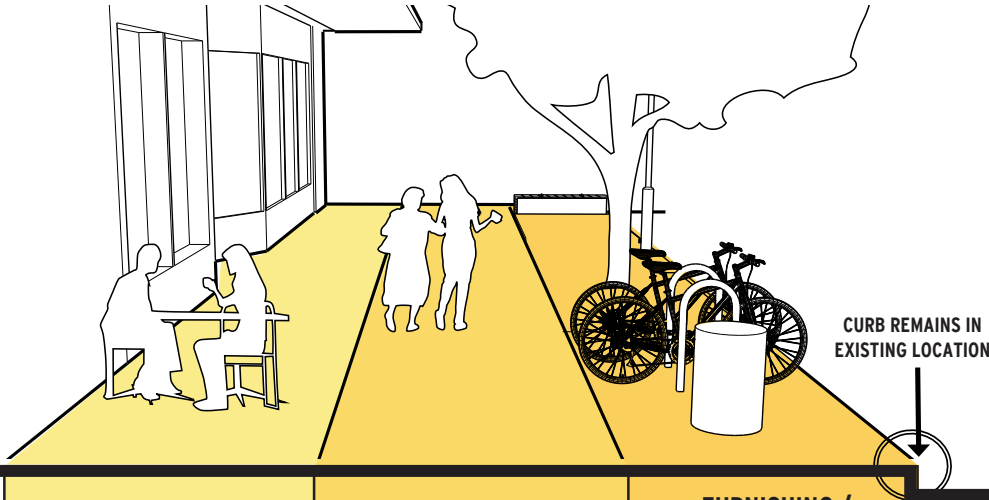


# STREETSCAPE FRAMEWORK

- Promenade
- Civic
- Urban
- Parkway
- Front
- Alley Entrance



# SIDEWALK WIDTHS TABLE



Since sidewalk widths vary throughout downtown, the suggested design for each streetscape type will be adjusted based on what is possible at each location. The Sidewalk Widths Table at left shows how each streetscape type can be adjusted.

For all streetscape types, curb location remains constant. When sidewalk width does not meet the typical width in the table, the Pedestrian Zone width will always remain fixed. The Furnishing/Planting Zone is the second priority. The Frontage Zone is the most flexible and should be reduced to fit available sidewalk widths. For very narrow sidewalks, both the Frontage Zone and the Furnishing/Planting Zone may be reduced. On wider sidewalks, the Frontage Zone and the Furnishing/Planting Zone can be wider than the width noted in the table.

STREET TYPE:	FRONTAGE ZONE	PEDESTRIAN ZONE	FURNISHING / PLANTING ZONE
	THIS WIDTH CAN BE CHANGED	THIS WIDTH IS FIXED	IF NECESSARY, THIS WIDTH CAN ALSO BE CHANGED
PROMENADE	4'	9'	5'
CIVIC - COURT	2'	6'	6'
CIVIC - STATE	6'	6'	6'
URBAN	5'	6'	4'
PARKWAY	6'	6'	8'
FRONT STREET	6'	6'	8'



# LANDSCAPE GUIDELINES



The landscape used in Salem's streetscapes can play a major role in brightening and softening the urban environment as well as celebrating the city's location in the fertile Willamette Valley. Trees, shrubs, and grasses should provide a lush, colorful experience for pedestrians. Landscape areas in the sidewalk are buffers between pedestrians and traffic and their inclusion in the design is especially important to provide safety to more vulnerable sidewalk users like children. From a safety concern, shrubs and grasses should be no higher than 30" for traffic visibility and surveillance.

Landscape design functions as a wayfinding device, indicating to people that they are on a continuous pathway connecting to well-loved and active places. For example, the design for Civic streetscapes relies on a continuous view of colorful trees between the State Capitol and Riverfront Park to draw people between those destinations. Ideally, the shrubs and grasses on specific corridors, like Civic and Promenade Streetscapes, would also be consistent to support pedestrians' intuitive wayfinding.

## GOALS FOR THE LANDSCAPE

- Relate to the landscape character of the Willamette Valley
- Create a lush environment
- Create a colorful environment
- Aid in wayfinding
- Create cohesion in a diverse downtown
- Ensure easy maintenance
- Provide an attractive environment year round

# PLANTING GUIDELINES

## PLANT PALETTE

Plant palette is currently under review

### SHRUBS

Arctostaphylos 'Sunset' (Sunset Manzanita)  
Cistus x corbariensis (White Rockrose)  
Cistus x skanbergii (Dwarf Pink Rockrose)  
Cornus alba 'Little Rebel' (Little Rebel Red Twig Dogwood)  
Cornus sericea 'Kelseyii' (Kelsey Red Twig Dogwood)  
Ilex meserveae 'MonNieves' (Sallywag Holly)  
Ilex x 'Mondo' (Little Rascal Holly)  
Itea virginica 'Sprich' (Little Henry's Sweetspire)  
Mahonia nervosa (Cascade Oregon Grape Holly)  
Mahonia repens (Creeping Mahonia)  
Nandina domestica 'Tuscan Flame' (Tuscan Flame Heavenly Bamboo)  
Spiraea japonica ssp. (Japanese Spirea)  
Spiraea nipponica 'Snowmound' (Snowmound Spirea)  
Viburnum davidii (David Viburnum)

### GRASSES

Calamagrostis foliosus (Mendicino Reed Grass)  
Carex oshimensis 'Everest' (Sedge)  
Carex oshimensis 'Evergold' (Sedge)  
Deschampsia flexuosa 'Aurea' ('Tatra Gold') (Crinkled Hair Grass)  
Nasella tenuissima (Mexican Feather Grass)  
Panicum virgatum 'Haense Herms' (Switch Grass)  
Pennisetum alopecuroides (Fountain Grass)

### GROUNDCOVERS

Arctostaphylos uva-ursi 'Vancouver Jade' (Kinnikinnick)  
Ceanothus 'Centennial' (Centennial Hybrid Wild Lilac)  
Cotoneaster dammeri 'Coral Beauty' (Coral Beauty Cotoneaster)  
Fragaria chiloensis (Beach Strawberry)  
Liriope muscari 'Big Blue' (Lilyturf)  
Rubus pentalobus 'Emerald Carpet' (Emerald Carpet Bramble)

### Trees



GREEN VASE ZELKOVA

### Shrubs



SUNSET MANZANITA

### Grasses



EVERGOLD SEDGE

### Groundcover



CENTENNIAL HYBRID WILD LILAC



# STREET TREE GUIDELINES

## SUGGESTED STREET TREES FOR URBAN CONDITIONS

**Scanlon Maple** – *Acer rubrum* ‘Scanlon’  
**Scarlet Sentinel Maple** – *Acer freemanii* ‘Scarlet Sentinel’  
**Skyrocket Oak** – *Quercus robur* ‘Skyrocket’  
**Cardinal Royal Mountain Ash** – *Sorbus aucuparia* ‘Cardinal Royal’  
**Lavalle Hawthorn** – *Crataegus x lavallei*  
**Metro Gold Maple** – *Acer campestre* ‘Panacek’  
**Golden Colonnade Ginkgo** – *Ginkgo biloba* ‘Golden Colonnade’  
**Princeton Sentry Ginkgo** – *Ginkgo biloba* ‘Princeton Sentry’  
**Persian Spire Parrotia** – *Parrotia persica* ‘JLColumnar’  
**Red Vase Parrotia** – *Parrotia persica* ‘Inge’s Ruby Vase’  
**Vanessa Parrotia** – *Parrotia persica* ‘Vanessa’

## SUGGESTED MARKER TREES FOR CIVIC STREETSAPES

**Red Sunset Maple** – *Acer rubrum* ‘Franksred’  
**Green Vase Zelkova** – *Zelkova serrata* ‘Green Vase’  
**Halka or Japanese Zelkova** – *Zelkova serrata*  
**Jacquemontii Birch** – *Betula utilis* var. *jacquemontii*  
**Queen Elizabeth Maple** – *Acer campestre* ‘Evelyn’  
**Autumn Gold Ginkgo** – *Ginkgo biloba* ‘Autumn Gold’

The character of downtown streetscapes varies and different types of trees are provided as options to serve the various downtown environments. On streets where the visibility of historic buildings or businesses is a priority, columnar trees with narrow canopies may be chosen. On streets where residential and office uses or parks front the sidewalk, trees with a wider canopy may be chosen to provide more shade, greenery, protection, and comfort to sidewalk users.

The City of Salem has a street tree list that specifies acceptable tree species to plant in the right-of-way. This plan suggests specific trees from the city tree list for specific locations. For example, the Civic streetscapes on State and Court Streets are envisioned to have broad-canopied “Marker Trees” with bright fall color planted in bulb-outs to mark the connection between the Capitol Mall and Riverfront Park. See suggested street tree list at left.

This plan provides options for street tree placement, described below. Pages 46 and 47 include drawings of these options.

### Recommended Streetscape Standard:

- This plan’s recommended street tree placement is in a 6’ wide tree well with flexible length (6’, 9’, 12’) located directly adjacent to the curb. Some existing tree wells may be shifted to meet this recommendation without impacting existing trees.

### Recommended Streetscape Standard for Narrower Sidewalks

- On narrow sidewalks, a 4’ wide tree well with flexible length will more efficiently use sidewalk space to provide for a consistent Walking Zone and Frontage Zone.

### Tree Wells Existing Condition:

- The existing tree wells downtown are 6’x6’ located 1’ from the curb. Trees in new streetscapes may be located in this way if there is a desire to match existing conditions or if preserving existing trees requires it. If placing trees in this way results in the loss of useable Frontage Zone, the Furnishing / Planting Zone may accommodate business seating uses.

# STREET TREE GUIDELINES: CIVIC STREETSCAPES



The Civic Streetscape includes strategies to meet the public's goals to Tie Downtown Together, Integrate Wayfinding and Art, Celebrate the Landscape and Brighten Downtown. In the fall, the Civic Streetscape design includes "Marker Trees," which include bright fall color. A continuous line of consistent, colorful foliage frames views between the park to the west and civic uses to the east, aids wayfinding, ties downtown together, and brightens the urban environment.

## Suggested Marker Trees for Civic Streetscapes

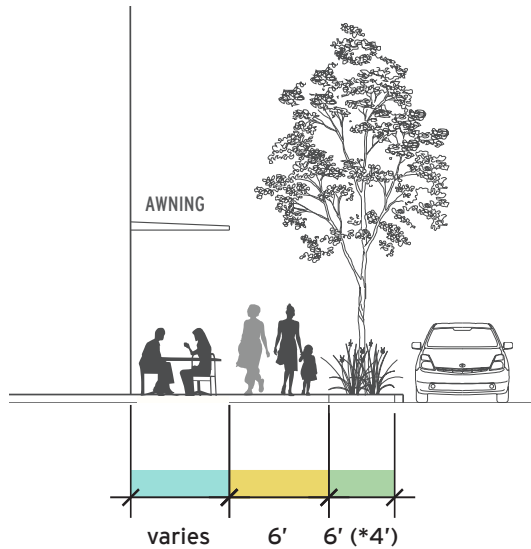
**Red Sunset Maple** - *Acer rubrum* 'Franksred'  
**Green Vase Zelkova** - *Zelkova serrata* 'Green Vase'  
**Halka or Japanese Zelkova** - *Zelkova serrata*  
**Jacquemontii Birch** - *Betula utilis* var. *jacquemontii*  
**Queen Elizabeth Maple** - *Acer campestre* 'Evelyn'  
**Autumn Gold Ginkgo** - *Ginkgo biloba* 'Autumn Gold'



# RECOMMENDED STREET TREE PLACEMENT

## WHEN THE STREETScape STANDARD CAN BE USED

The Streetscape Plan proposes that street trees be planted in wells adjacent to the curb in 6' wide tree wells (\*or 4' on narrower sidewalks). This allows for a consistent walking zone, provides more space in the frontage zone, and keeps tree canopies separated from buildings and awnings. When existing trees on a block are to be saved and they are currently in 6'x6' wells placed 1' from the curb, one option is to shift the 6'x6' tree grate closer to the curb to match the streetscape standard if this can be done without impacting the tree.



SECTION A-A'

**PLANTING  
ZONE**

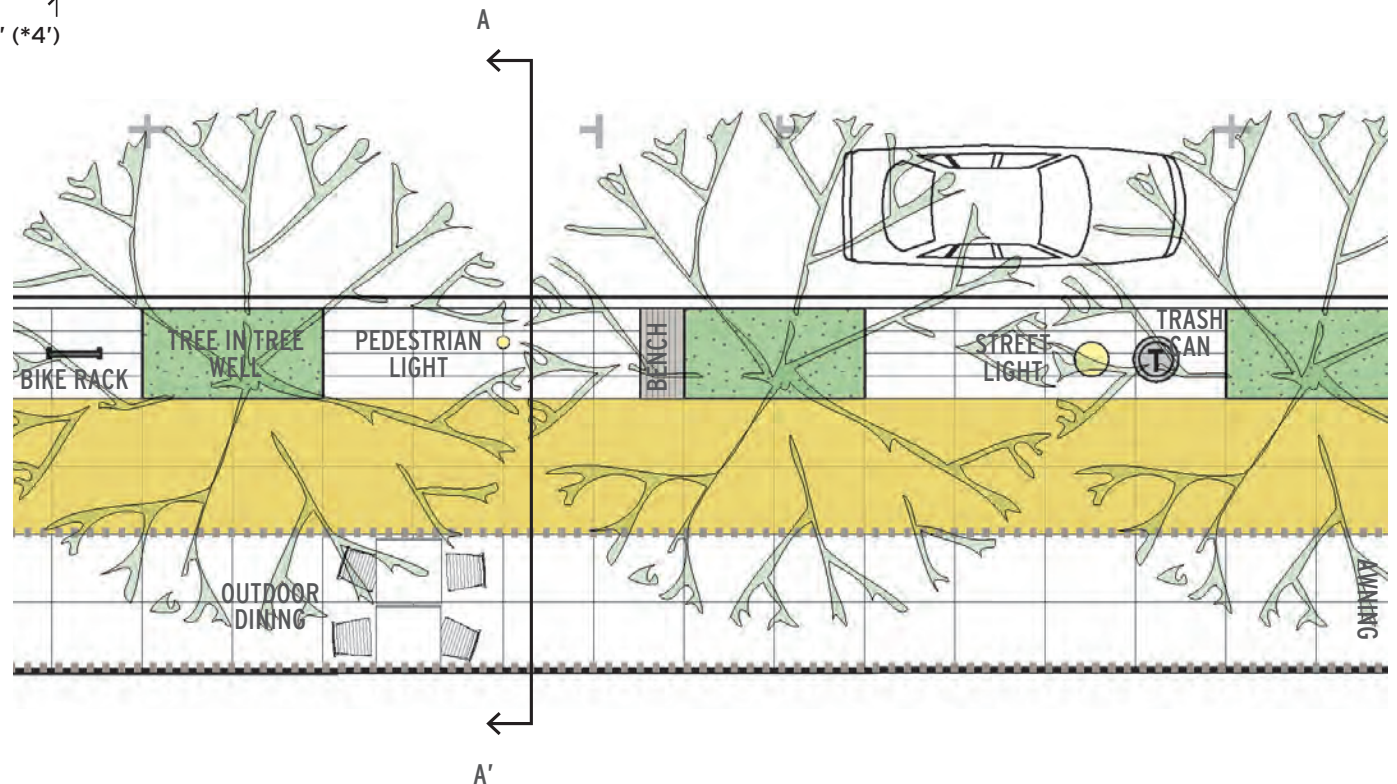
6' standard  
\*4' on narrow sidewalks

**WALKING  
ZONE**

6'

**FRONTAGE  
ZONE**

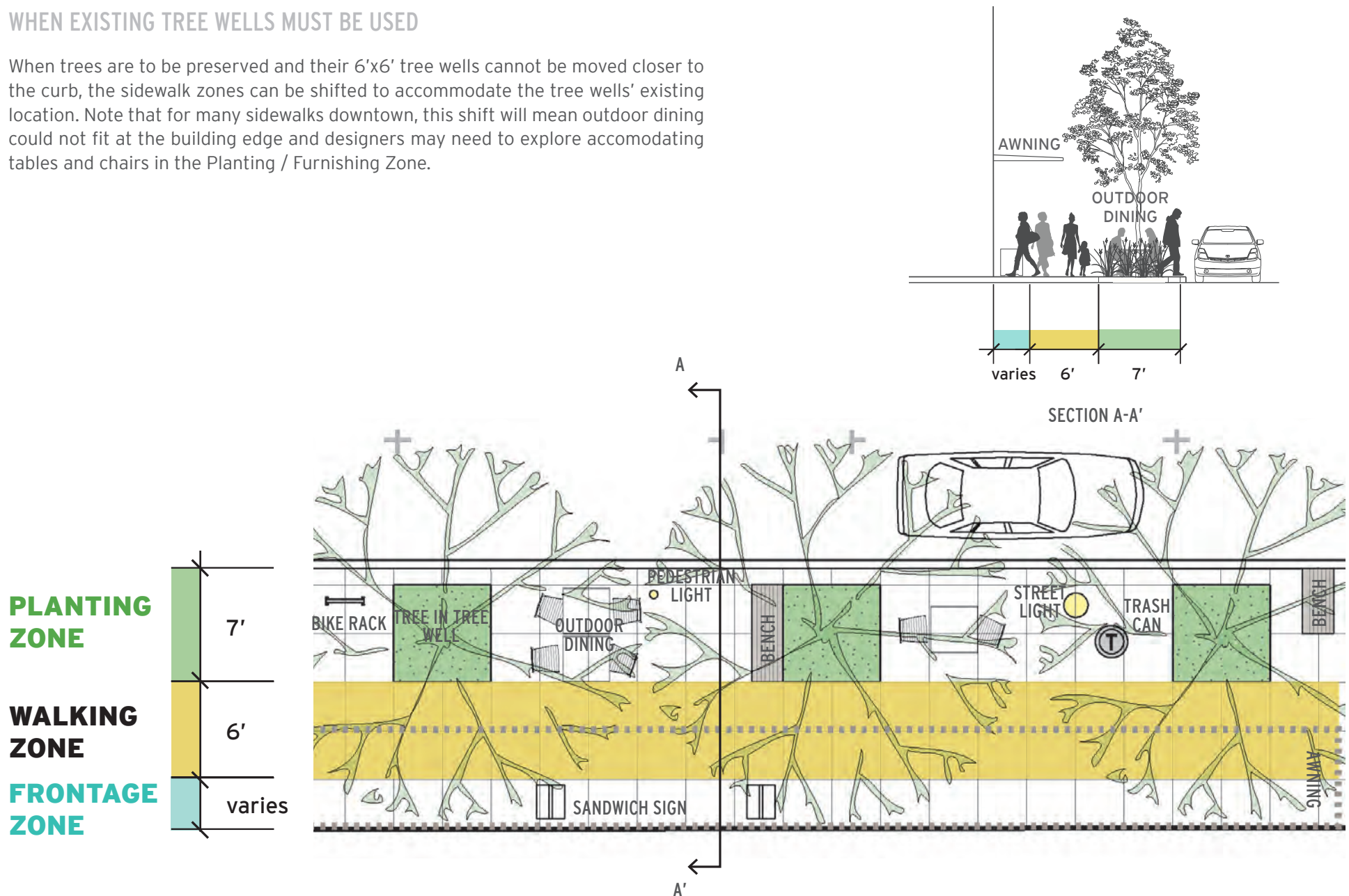
varies



# ALTERNATE STREET TREE PLACEMENT

## WHEN EXISTING TREE WELLS MUST BE USED

When trees are to be preserved and their 6'x6' tree wells cannot be moved closer to the curb, the sidewalk zones can be shifted to accommodate the tree wells' existing location. Note that for many sidewalks downtown, this shift will mean outdoor dining could not fit at the building edge and designers may need to explore accommodating tables and chairs in the Planting / Furnishing Zone.



# OTHER STREETSCAPE ELEMENTS

## STREET FURNITURE

Furnishings should be organized to allow people to talk in groups and activate the sidewalk. People are most often comfortable sitting on a sidewalk when they can monitor their environment. In wider furnishing zones, seats can face the sidewalk and planted areas can buffer people from the street. Where there isn't room for plantings behind seating, people will most likely be comfortable oriented with their back to a tree planter, the sidewalk to one side, and the street to the other. The Promenade Streetscape section shows an example of this orientation. Note that the design of street furnishings will be chosen in a process separate from this plan.

Other street furniture, like trash cans, are most often useful at corners and midblock. This preserves space along business frontages to use the planting / furnishing zone for seating if necessary. When private furnishings are located in the Planting / Furnishing Zone, they should occupy no more than 50% of the paved area to reserve space for public seating. Pedestrian light spacing is set by City of Salem code and should generally be spaced evenly with street lights to achieve a consistent light level.

## FACADES AND THE FRONTAGE ZONE

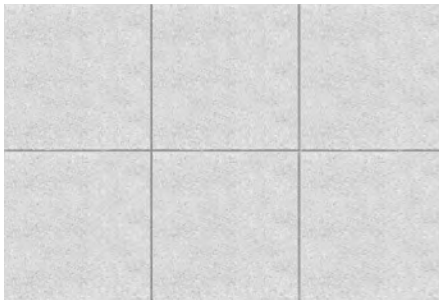
This streetscape plan's focus is the sidewalk - everything between the building and the curb - and excludes private property. However, building facades and business uses on the sidewalk contribute markedly to the vitality of the streetscape. A sign of a healthy downtown is activity: storefronts that create interest, draw people to the area, and encourage walking, shopping, eating, and gathering. Even with an exceptional streetscape, a street may remain unattractive to pedestrians without activity to entice them to continue their journey throughout downtown. In this way, building frontages are an important partner to a successful streetscape. Designs in this document provide opportunities for the sidewalk to support adjacent uses. Again, changes to building facades are not part of this plan's scope.

## CONCRETE

Plain, light-colored concrete with 3x3 score joints matches the standard currently used in downtown for continuity. 1x3 score joints and darker concrete designate the planting / furnishing zone and aid in organization of streetscape furnishings. There is no change in concrete color between the walking zone and the frontage zone, as the frontage zone dimensions and uses change often, but score lines let people know which area is designated for business use and what must remain clear for walking use. The walking zone is 6' wide (two 3' squares) on most streetscapes and 9' wide (three 3' squares) on the Promenade Streetscape. Any area between the walking zone and the property line is designated as frontage zone. Pages 25-33 show illustrations of concrete in each zone for each streetscape type.



FURNISHING/PLANTING ZONE,  
DARK CONCRETE, 1'X3' SCORING GRID



FRONTAGE ZONE AND PEDESTRIAN ZONE,  
SIMPLE CONCRETE, 3'X3' SCORING GRID



# OTHER STREETScape ELEMENTS

## ART PLACEMENT



The Salem Public Art Commission (SPAC) is an active participant in identifying and placement of art downtown. The Commission was instrumental in selecting and placing murals in downtown, which are not allowed on historic buildings. SPAC will play a key role in working with artists for art selection and art placement locations in the future.

Public art can strategically support streetscape design through two recommended strategies:

1. Locate tall, vertical art pieces to signify the Civic corridor and gateways to the downtown. The places recommended for this are along the Civic Streetscapes (State and Court) and where they cross Liberty and High Street.

High Street was identified as a place where people appreciate the artistic bike racks on the sidewalk and recommended adding more public art to support an interesting walk on this pedestrian scale street.

2. Use murals to improve the blank walls on the internally-focused mall buildings and continue the practice of incorporating quality mural art in downtown Salem.



# 4. IMPLEMENTATION

This chapter contains information about implementation of the streetscape plan and conceptual streetscape example plans utilizing the Design Concepts and Design Guidelines in the report. Conceptual streetscape example plans are for demonstration purposes only, are based on GIS data, and have not been field-verified.

# IMPLEMENTATION CONSIDERATIONS

The Streetscape improvements detailed in this report will be built incrementally over time according to available public capital improvement funding and will be coordinated with new development proposals in downtown.

The design concepts, guidelines, and example plans should be used as a resource early in any project that impacts downtown sidewalks. This includes projects outside streetscape capital improvements managed by the City of Salem such as private development, infrastructure upgrades, street tree replacement, property owner proposals for seating in the public ROW and others. Consistent application of the design concepts across all sidewalk projects will ensure that improvements are cohesive and support the overall vision for streetscape throughout downtown Salem. We recommend that improvements be phased and funded in a cohesive, block-by-block way that shows methodical completion of a larger vision for downtown; rather than piecemeal, opportunistic 'patches' that don't result in continuous improvements. At the same time, City staff should consider an equitable spread of block improvements across downtown to avoid the perception of favoring one particular section of downtown. The improvements should also be accompanied by ongoing outreach to businesses and property owners to review proposed designs and mitigate construction impacts.

The plant palette proposed for Salem's streetscapes is intentionally flexible while being designed to meet aesthetic and maintenance goals. To ensure the long-term durability of improvements, City staff should develop a detailed maintenance plan for planted areas.

The streetscape designs in this document are flexible and future streetscape designers and engineers should expect to prepare a detailed site survey and modify a sidewalk design as needed to fit existing conditions, in a collaborative effort with City staff. In each case, adherence to the guiding recommendations of the plan should be the main goal; see page 18. The conceptual streetscape example plans on the following pages show how designs can be modified to existing conditions in a variety of ways.

## EXAMPLE PLAN LOCATIONS



### ALLEY ENTRANCE

Chemeketa between High and Liberty



### CIVIC STREETScape

Court between Commercial and Front



### PROMENADE CORNER

Gray Building at Liberty and Court (NW corner)



# A ALLEY ENTRANCE

CHEMEKETA ST. BETWEEN HIGH ST. AND LIBERTY ST, SOUTH SIDE



An example of changes to the alley located at Chemeketa St between Liberty and High Street is located on these two pages. Elements such as fire hydrants, utilities and ADA parking spaces have been taken into consideration.

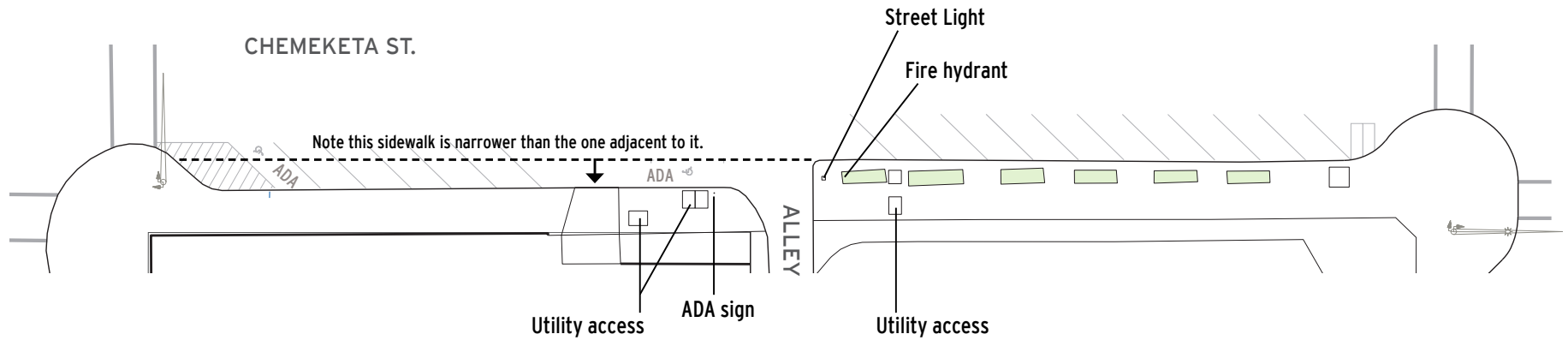
Fire hydrants are not assumed to be an impediment to alley entrance bulb outs. Fire hydrants should be relocated to the bump out near the travel lane with no obstructions so that they are accessible to fire trucks parked in the travel lane.

Alley entrances would often occur in conjunction with streetscape improvements along a block. In this example, the curb to the west of the alley entrance would be moved north to align with the curbs to the east and west. The width of traffic lanes would not change, but the currently unused portion of the roadway would be utilized to restripe parking. This adds space to a sidewalk that was unnecessarily narrow and allows it to match its neighboring half-block.

The example plan shows the ADA parking spot reoriented as angled parking for a more

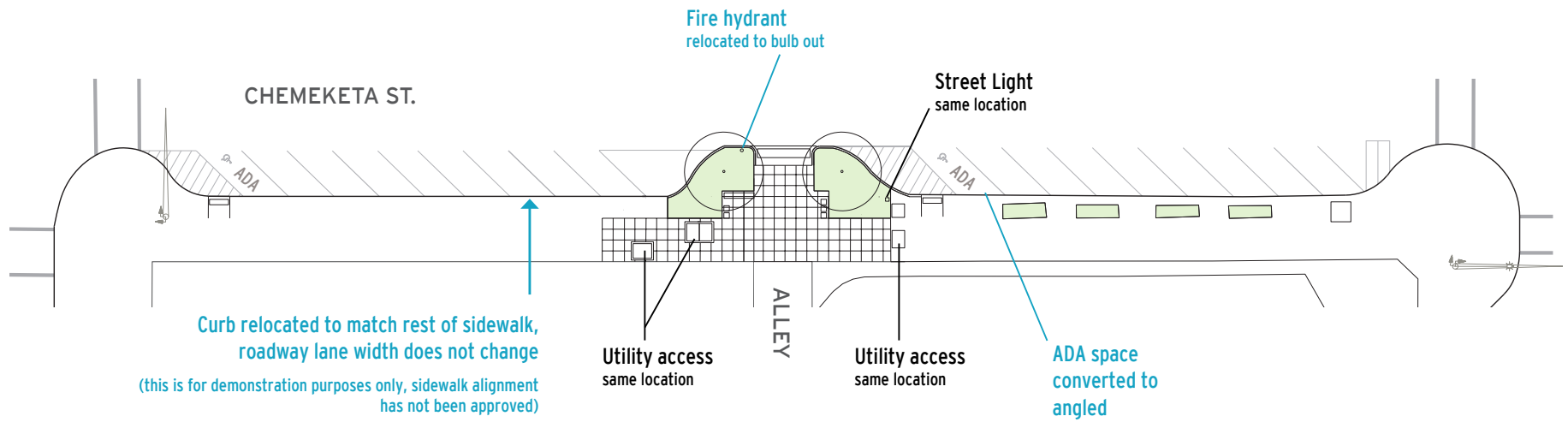
efficient use of space and improved sidewalk access.

The new alley entrance design carries the sidewalk scoring across the alley driveway to signal pedestrian priority and moves the curb drop to the north edge of the bump out. The alley entrance design adds seating in a communal arrangement around the alley entrance and large landscape areas to buffer people sitting in the entrance and provide growing space for new trees. The alley entrance could also incorporate historic information or the names of alleys.



## EXISTING CONDITION

See photo on previous page



## EXAMPLE ALLEY IMPROVEMENT



This plan is based on GIS data and a survey is needed to accurately locate curbs, parking spaces, fire hydrants, etc. This plan is for demonstration purposes only. As a demonstration plan, it should be used to show how streetscape concepts can be integrated into existing conditions. To construct this improvement, the City of Salem will need a field-verified survey to develop construction documents.

## B CIVIC STREETScape

COURT ST. BETWEEN COMMERCIAL ST. AND FRONT ST.



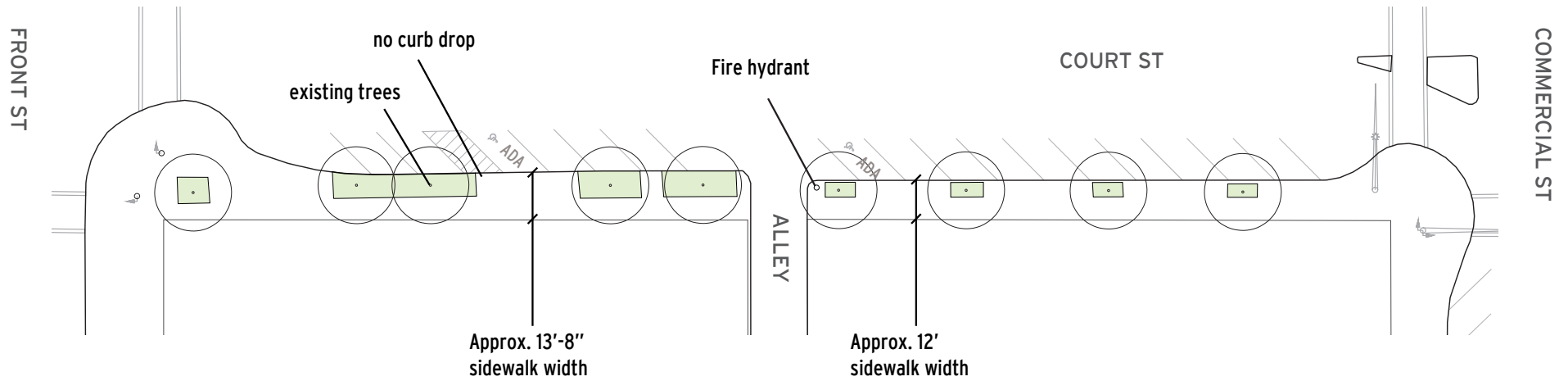
One of the guiding principles of the streetscape plan is to provide beautiful sidewalk improvements that are lush and green. One way to accomplish this is to retain existing trees.

An example of potential changes to Court St can be found on the following page. This sketch explores how the design of the Civic Streetscape can be implemented flexibly to retain some existing trees and remove others

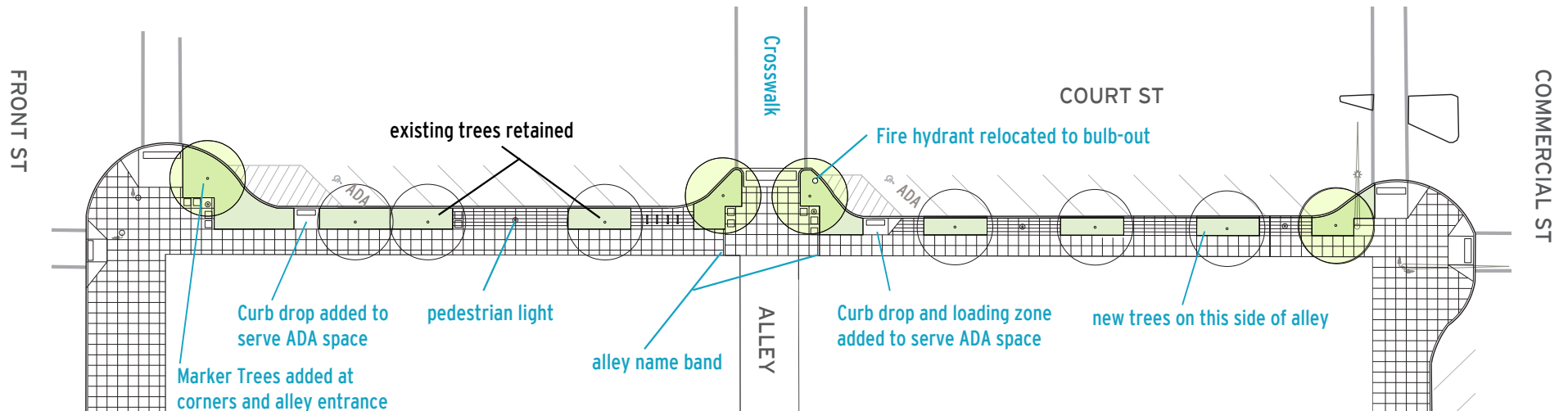
to achieve the design goals. The example shows new trees on the East side of the alley, spaced to current standards as one option for tree placement. To the West of the alley, the example shows retaining three existing trees in larger planter beds for increased tree health and a softer urban environment. It replaces two existing trees with large-canopy Marker Trees and seating at the corner and alley entrance, as another option. The resulting streetscape features a total of ten trees versus the existing nine trees.

The width of sidewalks is different to either side of the alley at this location and this example shows how to mediate between changing sidewalk widths to provide a consistent walking zone. Here, the walking zone is always 6' wide, the planting / furnishing zone is 6' wide, and, when there is more width available to the west side of the alley, this additional width becomes the frontage zone.





EXISTING CONDITION



EXAMPLE CIVIC STREETSCAPE DESIGN



This plan is based on GIS data and a survey is needed to accurately locate curbs, parking spaces, fire hydrants, etc. This plan is for demonstration purposes only. As a demonstration plan, it should be used to show how streetscape concepts can be integrated into existing conditions. To construct this improvement, the City of Salem will need a field-verified survey to develop construction documents.

## C PROMENADE CORNER

STEUSLOFF BUILDING, INTERSECTION OF LIBERTY ST. AND COURT ST.



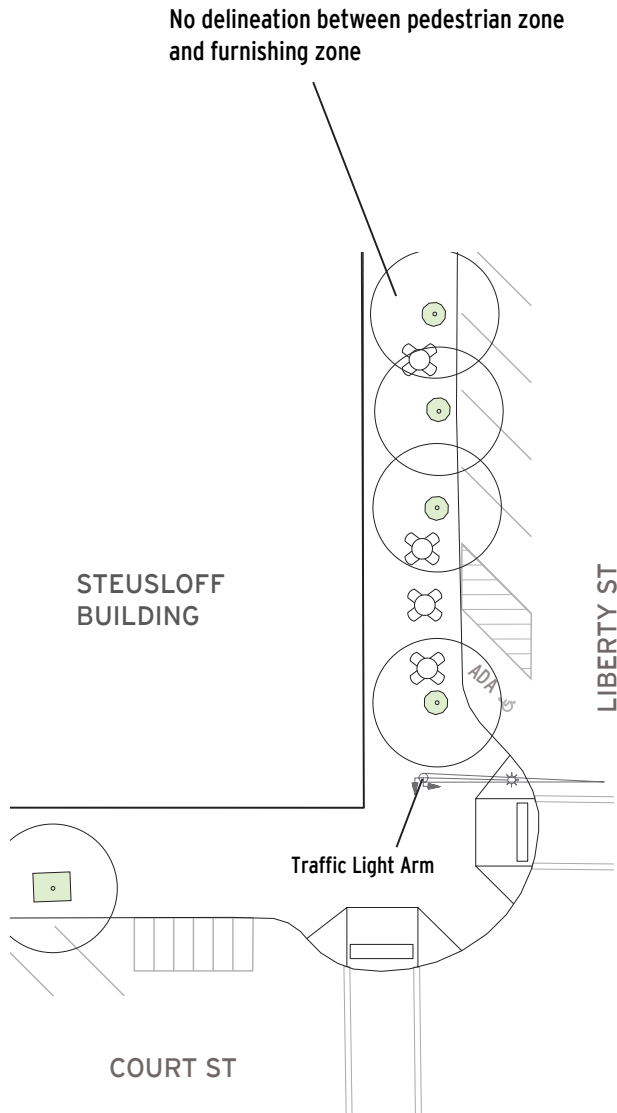
The sketch on the following page shows the Promenade Streetscape in front of the Steusloff Building at the corner of Court and Liberty Streets. This corner currently supports active sidewalk dining.

In this example, this dining space is preserved while the sidewalk is reorganized to create a clear pedestrian zone for walking and space for organized public furnishings like

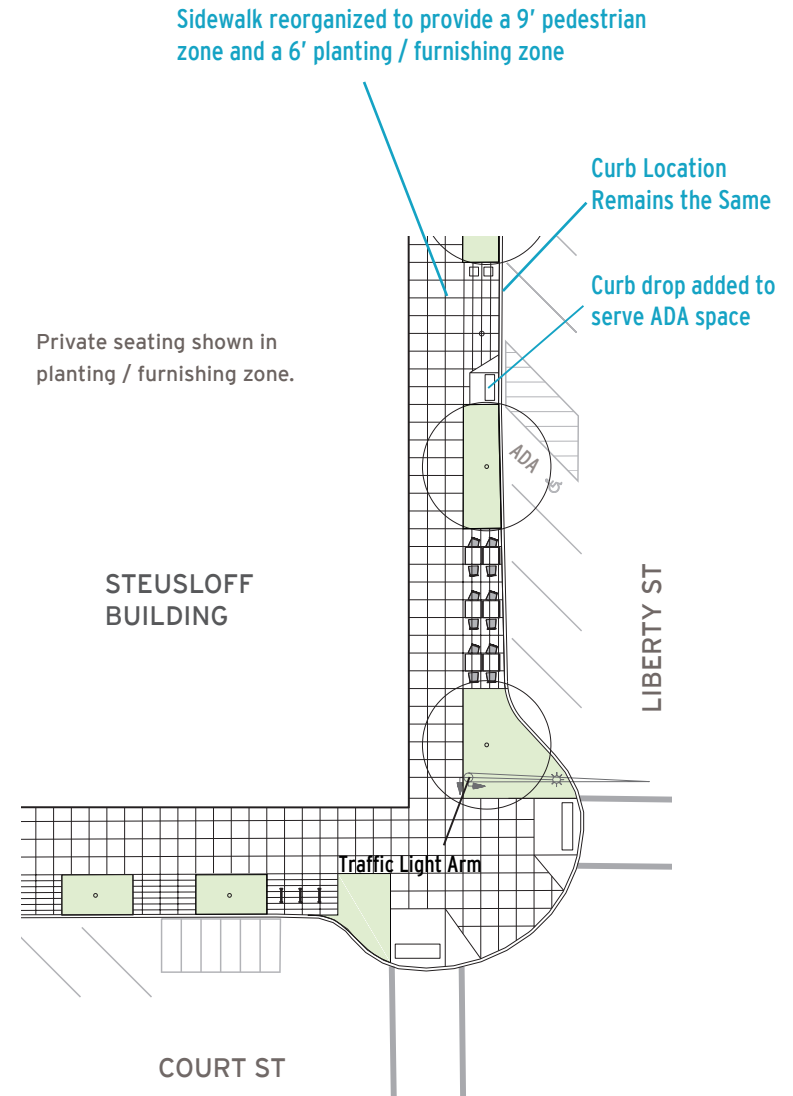
bike racks, seats, light posts, signage, etc. The darker concrete and tighter scoring in the furnishing zone makes the distinction between zones clear.

Outdoor dining should be accommodated in the frontage zone first and, if the frontage zone is not sufficient or more space for dining is desired, in the planting / furnishing zone. At least 50% of the paved surface

of the planting / furnishing zone should be reserved for public use to ensure there is space for even distribution of lighting, seating, bike racks, and other amenities that serve downtown users who do not patronize a specific business.



EXISTING CONDITION



EXAMPLE PROMENADE STREETSCAPE DESIGN



This plan is based on GIS data and a survey is needed to accurately locate curbs, parking spaces, fire hydrants, etc. This plan is for demonstration purposes only. As a demonstration plan, it should be used to show how streetscape concepts can be integrated into existing conditions. To construct this improvement, the City of Salem will need a field-verified survey to develop construction documents.



# 5. FUTURE PROJECTS

The following pages include projects that are not intended to be implemented in the Downtown Streetscape Plan, but provide options to improve the vitality of downtown sidewalks in the future.

# FUTURE PROJECTS FOR CONSIDERATION

## MIDBLOCK LANDSCAPE AREAS

Midblock landscape areas meet the guiding principles of Celebrate the Landscape and Establish Social Spaces. They can also aid in calming traffic, another desire the public expressed during outreach.

While this plan does not explore narrowing roadways, roads can *feel* narrower by adding large trees adjacent to the roadway. Large trees can reduce the perceptual street width and result in people driving at slower speeds. Midblock landscape areas would either remove a parking space or make use of unused asphalt as conditions allow. An example of a midblock landscape area design is included in example sketches.

The following pages show some areas to consider on N-S streets (Commercial and Liberty), which would benefit most from midblock landscape's greenery and social space. Of the initial locations identified, many were chosen to support areas with a large number of pedestrians users, while those on Commercial north of Center Street were chosen to serve an area which has low street parking demand and high traffic calming demand.



# FUTURE PROJECTS FOR CONSIDERATION

## MIDBLOCK LANDSCAPE EXAMPLE: EXISTING COMMERCIAL ST. BETWEEN STATE ST. AND COURT ST.



In some instances, it may be beneficial to replace a parking space or another paved roadway surface with landscape. These landscape areas can visually narrow the roadway to calm traffic and provide green landscape buffers between sidewalk users and the traffic.

Midblock landscape areas can be designed to include accent lighting, public art and signage, historic interpretation, or can support business needs, depending on adjacent uses.

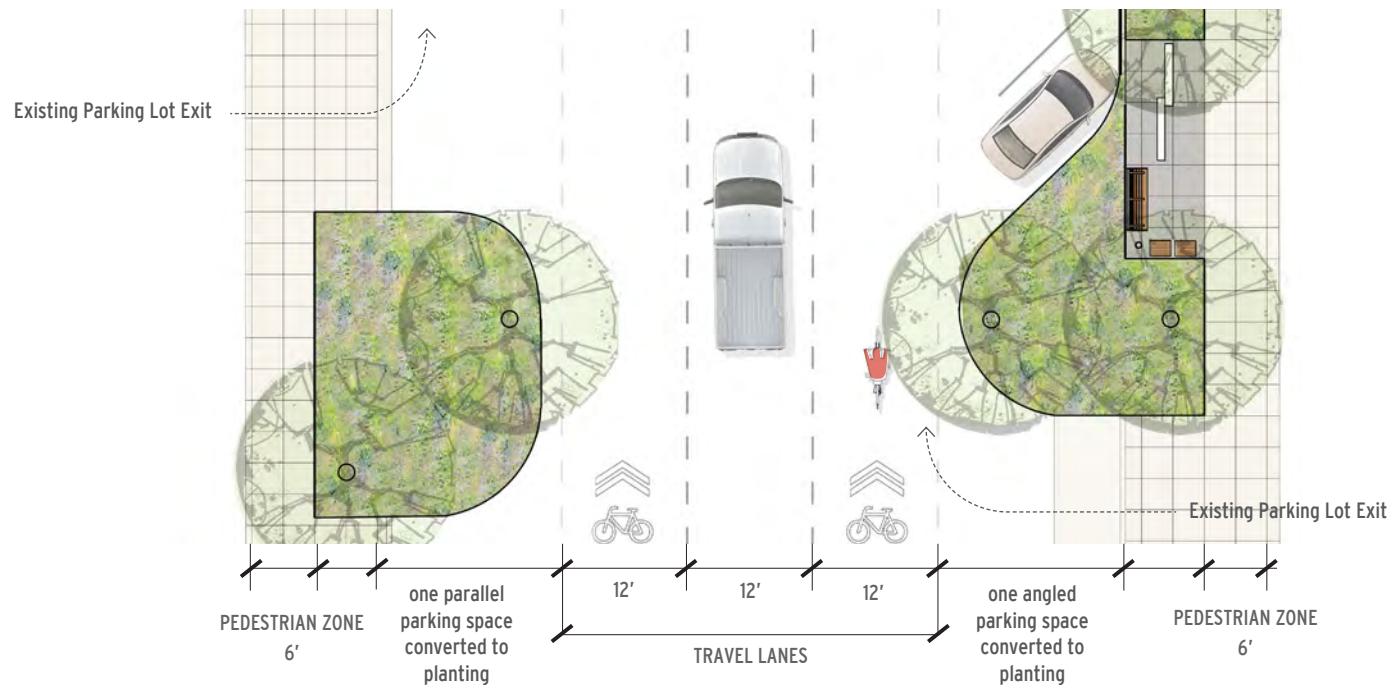
The example drawing on page 61 shows how an existing location may be redesigned to provide landscape areas approximately across the street from each other. Two parking spaces are converted to landscape areas. In this case, one space is parallel and one is angled. The parallel space is converted to simple landscape and incorporates an existing tree as well as providing planting space for a new tree nearer the roadway. The angled space also incorporates some unused asphalt adjacent to it and an existing street tree. It provides planting area for a new tree nearer the roadway as well as buffered seating, a lamp post, and an opportunity for historic interpretation in the sidewalk.

The width of parking stalls on Commercial Street at this location allows landscape areas to project 15' into the roadway while leaving a 2' buffer between the planted area and the beginning of traffic lanes.



# FUTURE PROJECTS FOR CONSIDERATION

## MIDBLOCK LANDSCAPE EXAMPLE: PERSPECTIVE VIEW OF POTENTIAL IMPROVEMENTS



This plan is based on GIS data and a survey is needed to accurately locate curbs, parking spaces, fire hydrants, etc. This plan is for demonstration purposes only. As a demonstration plan, it should be used to show how streetscape concepts can be integrated into existing conditions. To construct this improvement, the City of Salem will need a field-verified survey to develop construction documents.



# FUTURE PROJECTS FOR CONSIDERATION

## FRONT STREET CROSSINGS



Part of the guiding recommendation to Knit Together the Downtown includes better connecting people to the major downtown amenity that is Riverfront Park. There are two Front Street crossings between downtown and the park that could be improved: State Street and Court Street. Front Street is a State Highway and ODOT must review and approve any changes to crossings. These two street crossings between downtown and the park would benefit from adding civic Marker Trees to the median in a way that frames the street and provides traffic calming. Denser planting at the base of the shelters will provide a more continuous buffer and especially enhance

safety for children crossing the street. Restriping the crosswalks and repainting the shelter a bright color will provide a more welcoming gateway to the park and incorporating plantings that match the streetscape design will better connect this crossing to downtown. Uplighting the brightened structure and replacing bollards with integrated light bollards would serve to highlight these crossings at night, making them more visible to walkers and drivers. Finally, integrating art into the pavement or along the walls of the shelter would provide a more engaging, beautiful, and fun civic crossing between these important locations.



# FUTURE PROJECTS FOR CONSIDERATION



## FESTIVAL STREETS

During public engagement, participants provided ideas about locations for potential future festival streets in downtown Salem. These locations were:

1. The westernmost block of State Street to serve as a connection between a downtown festival and the Riverfront Park;
2. High Street between State and Ferry Streets to support theater events;
3. Chemeketa between Commercial/Church where Wednesday Farmers' Markets already occur.

The designs in this streetscape plan were developed with the potential for festival streets in mind. Adding power beneath the sidewalks supports the opportunity for festival street events and the recommended conversational layout of furnishings on the sidewalk specifically supports groups. In Salem, the high utilization of alleys makes them a natural partner to a festival street and celebrating their entrances can better link them to festival street functions.



# FUTURE PROJECTS FOR CONSIDERATION

## PARKLETS

Parklets provide an opportunity to increase outdoor dining, public seating, bike parking, and more. A parklet generally replaces 1-2 parking spaces and can be oriented for parallel or angled parking spaces; examples of each are included in the images at right.


Participants at Open Houses favored parklets in both temporary and permanent applications. There are several styles of parklets; they can vary from single-day constructions, like the ones deployed for PARKing Day events, to seasonal constructions that provide outdoor seating only in the summertime, to permanent, durable pockets of public space. Cities with quality parklets often develop programs to permit them and work closely with local businesses and organizations on their construction and management.



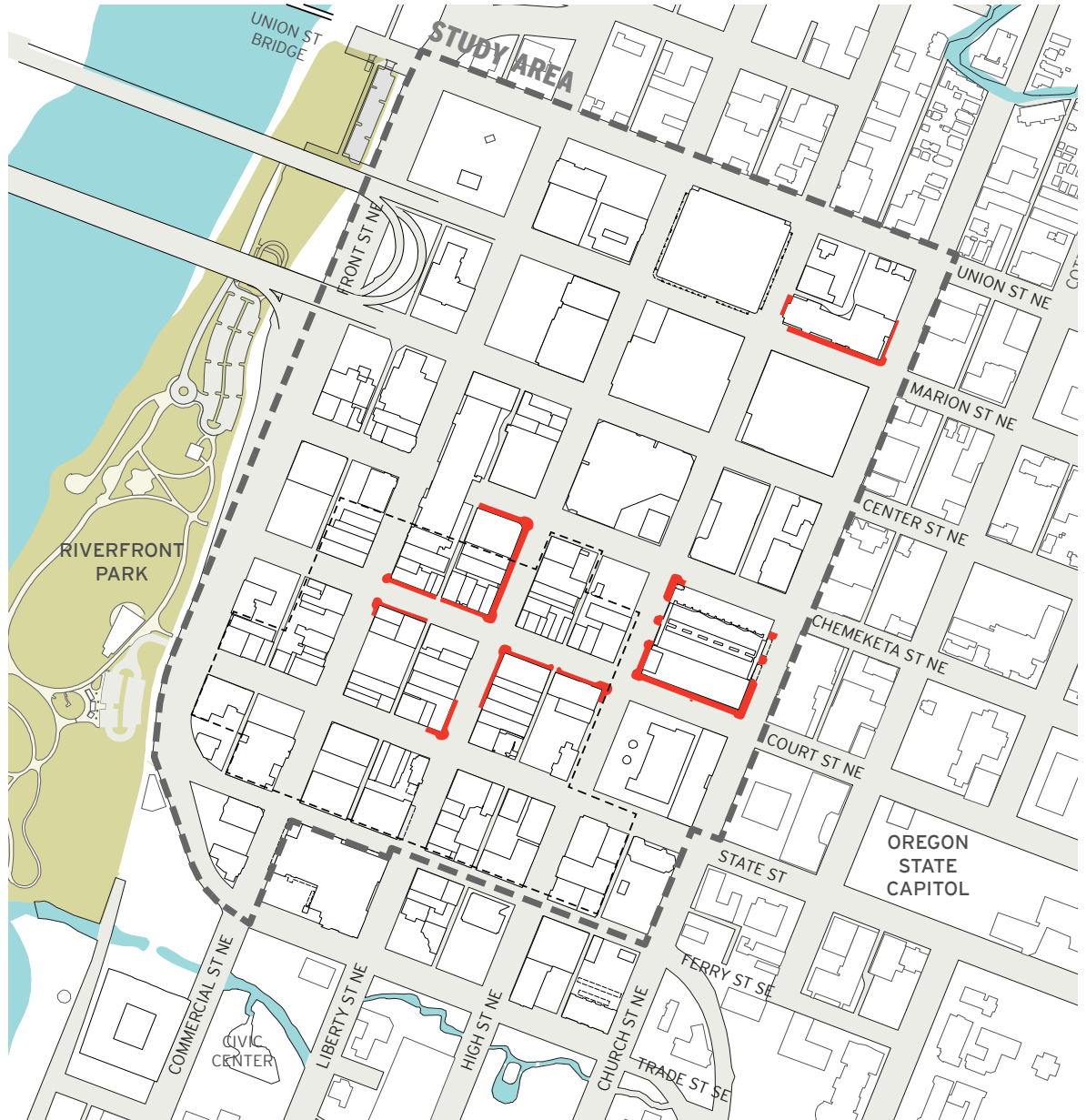
## **6. APPENDIX**

# SIDEWALK CONDITION ANALYSIS

## KEY

 Aging URA Sidewalk Improvements (tile and brick)

Previous sidewalk improvements were constructed using tiles which are difficult to repair and replace. These improvements are aging, negatively impact the downtown environment, and would especially benefit from replacement with a new sidewalk made from more easily maintainable materials.





# DOWNTOWN CHARACTER AREAS



Public engagement led to the identification of different character areas in downtown. Participants identified the heart of downtown within the Historic District around Court, State, and Liberty streets. They also identified a significant zone of larger mall development. The edge of downtown near the Riverfront Park is a distinct character zone, as was the civic edge between downtown and the State Capitol. Finally, there is a quieter, residential edge to the north of the study area.

While all streetscapes have a baseline of consistent materials, infrastructure, layout, and construction; the streetscape designs respond to the different character areas identified during public engagement. For example, the edges of downtown include wider landscape strips in areas that don't need as much hardscape for outdoor dining, but would benefit from additional softness and buffering from the roadway. The streetscapes that bisect intersections that the public identified as the heart of downtown (State, Court and Liberty) include distinct design elements to aid in wayfinding and connecting to these important destinations.

# SIDEWALK LIGHTING ANALYSIS

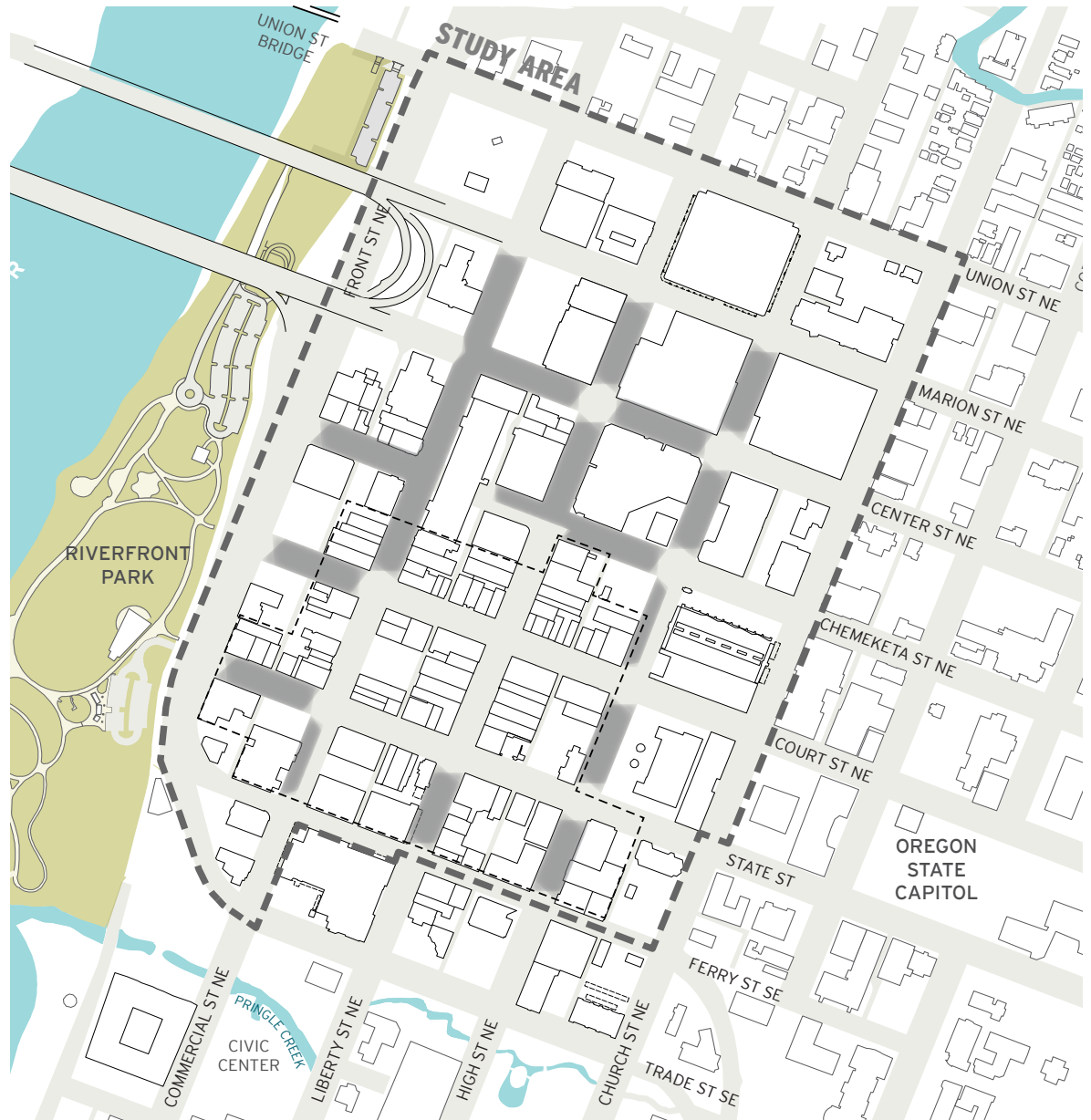
## KEY



Area with insufficient sidewalk light

The City of Salem surveyed streets with insufficient light and this analysis could aid in prioritizing streets to improve with the new streetscape design, which includes improved electrical infrastructure and pedestrian lighting. In our analysis of these under lit streets, sidewalk light is often provided by adjacent buildings and, should private businesses discontinue lighting their storefronts, the public's ability to access well-lit sidewalks would diminish.

Every streetscape project in downtown Salem should include electrical infrastructure upgrades to provide the opportunity for consistent lighting and the possibility for tree lighting during winter months and holiday seasons.





# CIVIC WAYFINDING - TREE LIGHTS



The Civic Streetscape includes strategies at different times of year to meet the public's goals to Tie Downtown Together, Integrate Wayfinding and Art, Celebrate the Landscape and Brighten Downtown. In the dark, rainy days of winter, new electrical infrastructure and a consistent tree canopy will allow State and Court to light up trees for the holidays, drawing people between the east and west of downtown, contributing to wayfinding, and brightening the urban environment.



# TREE CANOPY ANALYSIS

## KEY

- No Tree Canopy
- Tree Canopy

Trees support a healthy ecosystem, reduce building energy use, help manage stormwater, and provide a beautiful and comfortable downtown environment. The City of Salem currently has many gaps in its downtown tree canopy as well as existing trees of widely different sizes, species, types, and levels of health.

The streetscape plan provides for an even, healthy tree canopy by providing structural soil for root systems to expand throughout the planting / furnishing zone of the sidewalk and recommending species that thrive in the Pacific Northwest urban environment.



THIS PAGE INTENTIONALLY LEFT BLANK

# DOWNTOWN STREETScape PLAN

