



# CITY OF SALEM

585 Liberty St SE  
Salem, OR 97301

## Staff Report

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File #: 17-618

Version: 1

Date: 1/8/2018

Item #: 5.a.

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**TO:** Urban Renewal Agency Board  
**THROUGH:** Steve Powers, Executive Director  
**FROM:** Kristin Rutherford, Urban Development Director

**SUBJECT:**

Downtown Streetscape Design Plan

Ward(s): Ward 1

Board Member(s): Kaser

Neighborhood(s): CANDO

**ISSUE:**

Riverfront-Downtown Urban Renewal Area Downtown Salem Streetscape Design Plan Update

**RECOMMENDATION:**

Information only.

**SUMMARY AND BACKGROUND:**

On February 14, 2011, the Urban Renewal Agency Board adopted the Downtown Strategic Action Plan. The intended purpose of the Action Plan was to provide the Downtown Advisory Board (DAB) with tools to determine how best to use Riverfront-Downtown Urban Renewal Area (RDURA) funds to facilitate private investment and accomplish projects identified in the Riverfront-Downtown Urban Renewal Plan (RDURA).

One of the recommended priority projects to activate city streets in the Action Plan is the Streetscape Improvement and Design Program. During the spring and summer of 2016, streetscape improvement was ranked as a high priority during twelve focus group meetings where participants reviewed projects in the Action Plan for current relevancy and provided input on prioritization of projects to be funded with RDURA funds.

In the summer of 2017, Walker Macy, a landscape, architecture, urban design, and planning firm, was selected to develop a Downtown Salem Streetscape Design Plan. The goals of the Design Plan and the resulting improvements of downtown include:

- Transform downtown public realm
- Make improvements consistent, cohesive, unique
- Make downtown attractive, inviting, fun
- Benefit downtown businesses and properties
- Create a world-class urban environment
- Create a more livable Salem

This effort was kicked off by a public open house on November 30, 2017. More than 75 individuals attended the meeting, enthusiastically providing input on streetscape design elements, including what is working and opportunity areas. For individuals unable to attend the meeting, an on-line survey was made available until December 22, 2017. A detailed summary of the Kickoff Open House is attached (Attachment 1).

The Downtown Streetscape Plan will help imagine and then build improvements to our City's downtown sidewalks now and into the future. Businesses and properties adjacent to the sidewalk help shape the experience and can benefit from improvements to the streetscape or sidewalk area.

The City and consultant team will learn from the public input and analyze ideas to shape into concepts which will be shared with the public in the second open house scheduled for February 13, 2018, 5:30 - 7:00 at the Courthouse Square Building - 555 Court Street/Senator Room.

By late spring 2018, the adoption of a Design Plan is anticipated. The Design Plan will include some projects identified for early funding.

## **FACTS AND FINDINGS:**

For more information on the Downtown Salem Streetscape Design Plan Project go to  
[<https://www.cityofsalem.net/downtown>](https://www.cityofsalem.net/downtown).

Sheri Wahrgren  
Downtown Revitalization Manager

### Attachments:

1. Downtown Salem Streetscape Plan - Kickoff Open House Summary