Staff Report

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Date: 8/14/2017
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TO: Urban Renewal Agency Board

THROUGH: Steve Powers, Executive Director

FROM: Kristin Retherford, Director Urban Development Department

SUBJECT:

Downtown Streetscape Design Plan Update

Ward(s): Ward 1
Board Member(s): Kaser
Neighborhood(s): CANDO

ISSUE:

Riverfront-Downtown Urban Renewal Area Downtown 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 RDURA Plan.

One of the recommended Priority Projects to Activate City Streets in the Action Plan is the "Streetscape Improvement and Design Program". Streetscape improvements can provide a variety of economic, social, and environmental benefits including improved community livability, increased retail sales, new development/redevelopment, and increased property values. 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.

A Streetscape Work Group was convened in April and May of 2017 to provide input for a Request For Proposals (RFP) for streetscape design services. This work group consists of business/property

owners, Main Street and Downtown Advisory Board members, and downtown stakeholders.

On May 25, 2017, the Urban Development Department opened a solicitation for an RFP for a Downtown Salem Streetscape Plan. This solicitation closed on July 14th, and the next steps in the process will be to evaluate the proposals with the goal of selecting a consulting firm to engage the community and solicit input through public meetings and work with staff to develop a plan. The purpose of the Streetscape Plan is to be transformational for the downtown public realm and establish downtown Salem as a world-class urban environment.

FACTS AND FINDINGS:

The timeline for issuing the Notice to Proceed for the consultant is September 18, 2017, with an anticipated six to nine month period to complete the Downtown Streetscape Design Plan.

Sheri Wahrgren
Downtown Revitalization Manager

Attachments:
1. None.

07/24/17