



Staff Report

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

SUBJECT:

Downtown Salem Streetscape Design Plan

Ward(s): 1

Board Member(s): Kaser

Neighborhood(s): CANDO

Result Area(s): Result Areas - Strong and Diverse Economy; Welcoming and Livable Community.

ISSUE:

Agency Board Work Session on the Downtown Salem Streetscape Design Plan.

RECOMMENDATION:

Information only.

SUMMARY:

The Downtown Streetscape Plan (Plan) provides a roadmap for needed improvements. A well designed streetscape attracts residents and visitors to stop in at local businesses, promoting a vibrant downtown economy.

FACTS AND FINDINGS:

For the Downtown Streetscape Project the "streetscape" is the area in the public realm between private property lines or the exterior of buildings and the curb or street. The improvements will include a review and upgrade of infrastructure below the sidewalk that will support the current and future needs of downtown Salem.

Goals of this Plan and the resulting improvements for downtown:

- Transform downtown public realm

- Make improvements consistent, cohesive, unique
- Benefit downtown businesses and properties
- Attract tourism
- Create a world-class urban environment
- Create a more livable Salem

A key element of the Plan is the creation of a consistent look and feel and to knit together/connect downtown with surrounding attractions and amenities.

BACKGROUND:

Streetscape improvements were identified as one of the top project priorities within the Riverfront-Downtown Urban Renewal Area during a series of 12 focus group meetings in 2016. The consulting firm Walker Macy was selected to lead community visioning and design efforts. Through four open houses between November 2017 and November 2018, focus groups, surveys and other outreach, the ideas that helped shape the proposed Downtown Streetscape Design Plan.

During the development of the Plan, five street types were identified (Urban, Promenade, Civic, Parkway, and Front Street), along with three zones for all sidewalks (furnishing/planting, pedestrian, and frontage zones) to provide a cohesiveness and consistency to the look and feel of downtown.

Implementation of the Downtown Streetscape Design will take into consideration where private investment/redevelopment is occurring, locations that improve/enhance connections between downtown, and other amenities and sidewalk conditions.

Sheri Wahrgren
Downtown Revitalization Manager

Attachments:

1. Draft Downtown Salem Streetscape Design Plan