

## WHAT IS THE DOWNTOWN STREETSCAPE PLAN?

In late fall of 2017, the City of Salem kicked off efforts to develop a Downtown Streetscape Plan. The Downtown Streetscape Plan will help imagine and then build improvements to our City's downtown sidewalks now and into the future. Over the years, we have heard that the look and feel – the experience of downtown – is a top priority. The City would like to hear and learn from downtown businesses, property owners, and Salem community, as the plan is developed. This project is specific to downtown and may complement other improvements being planned or considered for transportation, housing, or parks.

## WHAT DOES "STREETSCAPE" MEAN?

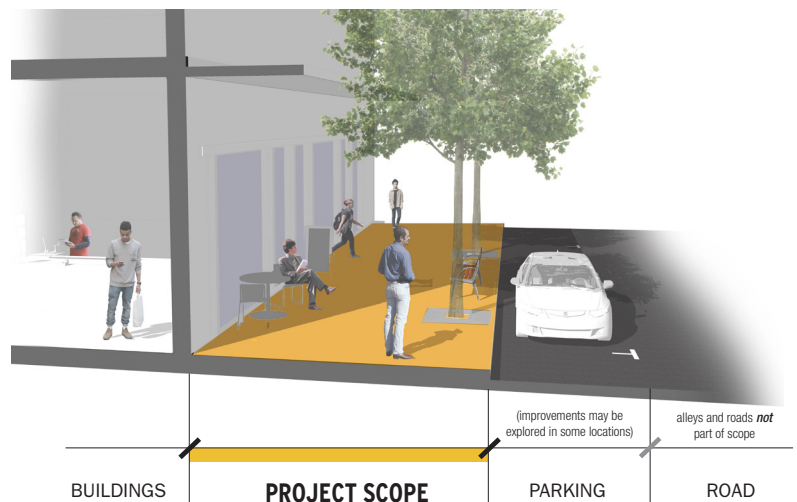
The "streetscape" is the area in the public realm between private property lines or the exteriors of buildings and the curb or street. Generally, the streetscape is the sidewalk space that people see as they drive or bike by, or that they experience up close as they walk or stop on the sidewalk. Businesses and properties adjacent to the sidewalk help shape the experience and can benefit from improvements to the streetscape or sidewalk area. This plan will identify ways to improve this public space to benefit downtown businesses, property owners, and current and future residents, employees, and visitors to downtown.

## WHY ARE WE DEVELOPING THIS PLAN?

"Streetscape Improvements" are frequently suggested by downtown stakeholders to help shape an inviting downtown. In 2016, a "Streetscape Plan" was identified as a top priority to positively impact downtown property values, tourism, business recruitment and expansion, and livability.

Goals of this plan and the resulting improvements for downtown:

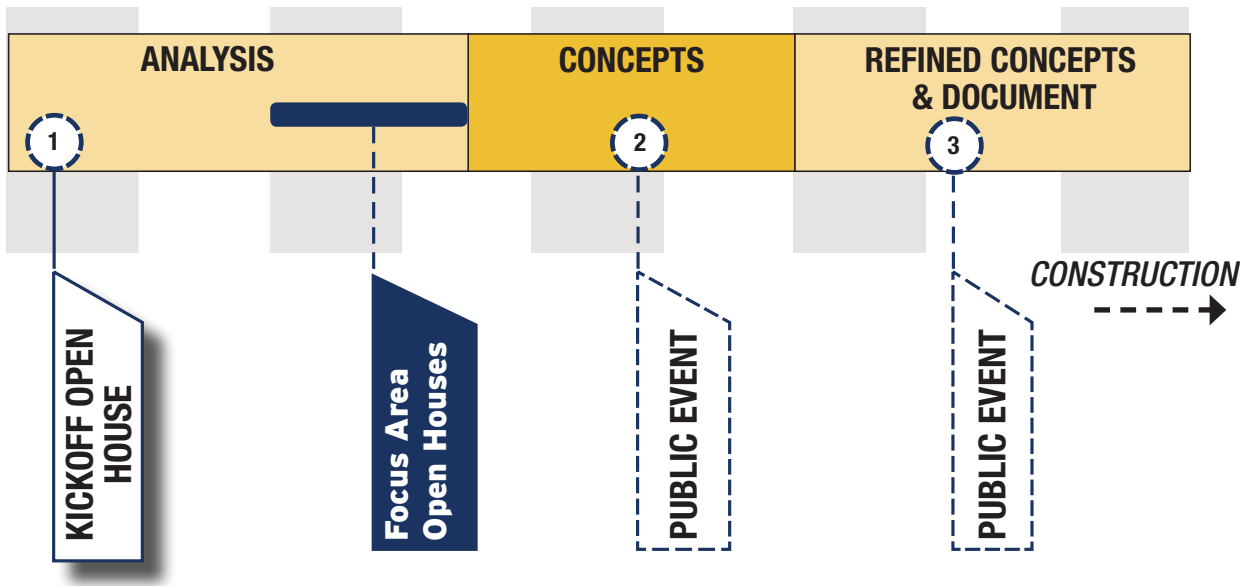
- **Transform downtown public realm**
- **Make improvements consistent, cohesive, unique**
- **Make downtown attractive, inviting, fun**
- **Benefit downtown businesses + properties**
- **Attract tourism**
- **Create a world-class urban environment**
- **Create a more livable Salem**



## WHEN WILL THE PLAN BE COMPLETE?

## WHO APPROVES THE PLAN?

The City and consultant team kicked off the streetscape planning effort in late 2017. The team will learn from the public and analyze ideas between November 2017 and January 2018. Ideas will be shaped into concepts and shared with the public in February/March 2018. By late spring 2018, the City anticipates adoption of a plan that includes some projects identified for early funding. The Urban Renewal Agency Board made up of the Mayor and Council, is ultimately responsible for adopting the plan.





## HOW CAN I BE INVOLVED?

The plan will include stakeholder input collected through open houses, online open houses, topic-based focus groups, and presentations. Please provide your email address to be notified of future input opportunities on the Downtown Streetscape Plan.

## CONTACT

For more information, contact City of Salem Project Manager Sheri Wahrgren:

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## ONLINE OPEN HOUSE

Prefer to share your ideas online? Visit our online open house November 30 - December 22, 2017 at

[www.cityofsalem.net/downtown](http://www.cityofsalem.net/downtown)

Si necesita ayuda para comprender esta información, por favor llame 503-588-6178.