



# DOWNTOWN SALEM STREETSCAPE PLAN

## Online Open House Summary

November 30, 2017 – December 27, 2017 (dates accessible online)

### Introduction

The online open house went live the same day the in-person open house was held - Thursday, November 30. The online open house was advertised to close on December 22, 2017. The purpose of the in-person and online open house was to officially kick off the Downtown Salem Streetscape Plan effort, provide project background, and gather knowledge and ideas about Downtown Salem's streetscape and types of streetscape improvements community members want to see in their downtown. The online open house was "visited" and explored over 400 times, with only 55 participants submitting online comment forms. Thirty of the 55 left over 100 comments on an interactive map, similar to the one that was available at the in-person open house.

### Event Promotion

Downtown businesses were mailed postcards advertising the in-person and online open houses. The City of Salem posted the event on the City's website and Facebook and included it in Community Connection emails. City staff also sent emails to various boards, committees, and stakeholders who might be interested in the planning effort. City of Salem also paid to boost the City's Facebook post to increase promotion of the online open house in its last week.

### Online Open House Format

The online open house consisted of project orientation information, goals and parameters, the planning process, and what the project team hopes to learn from the community at the open house. There were also online exercises to capture input and highlight participant's ideas and comments about existing conditions, how they use downtown sidewalks and public spaces, and the community's vision for an improved future streetscape downtown.

#### **Landing Page: Welcome**

The landing page for the online open house provided participants with an overview of the open house topics and let them know where input could be given on the online platform.

#### **Background**

Graphics displays showed the purpose of the plan, study area map and scope of the streetscape area, the benefits of streetscape improvements, and the project process and schedule.

Participants could answer how they imagined the future of downtown in 10 years on a comment wall, and read comments from other participants.

#### **Places and Ideas**

This section included a project area map and attendees were asked to identify:

- The heart of downtown (heart)

- Destinations (star) indicating what they like about downtown and what brings them there
- Idea or opportunity areas (lightbulbs)
- Entrances (front door) to downtown

### **Amenities and Activities**

Multiple graphics showed various amenities, treatments, and improvements that may be seen as appealing. The project team asked participants to select their top 5 images and explain why they liked those images.

### **Next Steps/ Stay Informed**

Participants were asked how they currently use downtown, their future interests in the project, and demographic information.

## [Common ideas and themes](#)

The following pages show all the individual responses collected through the online open house.

There were several common themes that rise to the top:

- Active areas, such as Court/Liberty area, are seen as the “heart” of downtown, where people go and positive business and social activity is visible to the community
- Focus improvements on the needs and safety of pedestrians
- Create and improve activity areas and spaces
- Use trees, vegetation, and plantings for streetscape appeal

Several issues and ideas were commented on often, but are outside the scope of this effort. These comment most often were related to reducing vehicle travel lanes, addressing homelessness, and activating alleyways. These issues are outside of the scope of the project. However, crossings and entrances of alleys can be examined through the plan.

All of the responses from the online open house (following pages) will be reviewed by the project team that will develop concepts for streetscape improvements. The concepts will be shared and discussed with the public at an open house on February 13, 2018.

## Background

Imagine downtown in 10 years. How do you hope to describe the public spaces and sidewalks of downtown in the future? What will be successful about downtown's sidewalks in the future?

- Space for cars will be dramatically reduced. Sidewalks will be crowded with people walking. People will be present throughout the day.
- It will look good in all seasons, it will provide easy walking and clear connections to parks, parking, and other cultural attractions.
- Prioritized safe cycling and walking options with lots of open spaces to gather, sit, and eat. Full of food trucks, murals, and other art.
- More local art displayed - wall art murals. Yearly chalk art sidewalk festivals!
- slow down vehicles. More bulb-outs so I don't feel I'm risking my life crossing the street. Keep street trees. Community suggestion boxes.
- More trees, more public artwork, spots for people to gather. Perhaps, mosaic or art tiles in the sidewalks or sculptures about social causes
- I want to be able to take my kids to shops, the movies, Riverfront Park, etc. downtown by bike and tell people they can explore Downtown by bike
- 1st, clean, neat. No vomit, feces, urine, or clutter on sidewalks that I have to navigate around/over ie, find a solution to homeless first.
- I WOULD LIKE TO SEE DOWNTOWN SALEM REFLECT OUR UNIQUE COMMUNITY. PLEASE DO NOT SELL US SHORT AND JUST "REDECORATE" DOWNTOWN. DON'T REDECORATE.
- Homeless solutions. Beautiful storefronts. Landscape/trees. Public transit. Bike rental. Traffic solutions.
- The Salem Entertainment District promotes local small businesses and artists in public spaces. Alley sidewalks are wired. Restrooms. EZ permits
- Set up so people interact with each other. Modern "town square" feel. Room for chance meetings and connection opportunities
- Safe sidewalks that are not expensive to maintain. Crossings that include sidewalks that extend into the street; some exist already downtown.
- Imperative: find homes or at least shelter for homeless people BUT they have a right to be downtown! I resent the sidewalk religious solicitors!
- Homeless people free!! No homeless people begging or their piles of stuff. That I can freely walk downtown and not be harassed, smell pee.
- People on foot will be given priority over automobiles. Building awnings will be continuous, and extend the ENTIRE width of sidewalks!
- Smoke-free, no homeless, clean, better lighting for nighttime, bike friendly, better traffic control/parking, unpaid parking, window shopping,
- Center Street has Denver Pavilions-style storefronts instead of blank Mall walls and vacant lots. Vibrant and engaging, welcoming spaces.
- deteriorating buildings revitalized, awnings cleaned and/or repaired, sidewalks repaired, sun-worn "you are here!" signs replaced
- Clean, easy and safe for all to walk during both day and night (so good lighting for night, ADA accessible sidewalks/paths), restrooms & water

- Clean, well repaired and inviting. Vibrant with people walking, eating at cafes, and free of homeless people camping because they have homes.
- In 10 years, several blocks of the downtown core should be closed to auto traffic and pedestrian only or pedestrian with bike lanes.
- Streets are public spaces, and intensively used ones at that, but pedestrian zones would be buffered significantly from motorized traffic.
- Inviting for shoppers and wanderers, places to sit and enjoy a break between stores, wider shaded sidewalks, less traffic.
- An expanded downtown core with vibrant & diverse storefronts, music, markets/fests. More ped/bike friendly streets. Cont'd utilization of alleys
- Better access to transit (especially on the weekends!), benches, fountains, and places to sit. Streets that aren't clogged with N-S traffic.
- Infrastructure growth is a must. 10 years will see huge increase in population and we can't afford to have increased traffic on current roads.
- Pedestrian friendly, with trees and public restrooms. More music venues.
- Downpour Street Art utilizing paint that only shows up when it is wet.
- I would like to see no more homeless people sleeping on sidewalks or benches. We can't enjoy walking around downtown with all the homeless.
- A welcoming place to any who visit. Recycling, trees, bicycle lanes, public transit options, and handicap accessible entries to buildings.
- bike/pedestrian friendly, increased public transit, greenways, less advertising, more art, restored old buildings, inclusive/universal design
- A unique and inviting (warm and safe) experience with touches of restored old buildings and new construction.
- Safety and aesthetics are my priorities: fewer obstacles and ugly sandwich boards, fewer bikes on walks, more greenery.
- Restored facades, live/work on 2nd floors and up, more trees, bike friendly, no smoking, public WiFi, homelessness issue handled head on, green
- If we don't grapple with all the cars, we're just rearranging the deck furniture on the sidewalk.
- Vibrant, hip spaces/businesses. Minimal clutter/signage on streetscape. Highly walkable w/greenery. No smoking/sleeping/unpermitted vendors.
- wide promenades with plenty of greenery and room to permit outdoor dining/sales and maintain good sight lines from roadway to structures
- Clean, safe, inviting, plenty of trees and green-no smoking, not constantly surrounded by car noise/fumes, no loitering/living/sleeping/urine
- I would like to describe the space as welcoming and relax. It would be if we could add more Per/Bike facilities and separate from vehicles.
- I envision a space that is friendly to walkers and public transit, and where the social and cultural life of the city can be on display outdoors
- Regularly cleaned/repaired sidewalks; restored older buildings; enforced ordinances to prohibit "camping"/loitering; no smoking on sidewalks
- Vibrant & inviting, with a town center gathering place. Active spaces for all ages to enjoy.
- More green spaces and increased pedestrian street furniture. Smoke-free downtown. Unique pavers that are easy to maintain.
- A place with wider sidewalks, more trees and landscaping, and less car noise because of effective traffic calming measures.

- Trees! -with size, and species diversity, enough rooting and canopy space, and a good management plan to keep them healthy, and sidewalks clean.
- Walkable anytime, clean, accessible by train, smoke-free. Commute traffic diverted to a beltway. Underground parking for new construction.
- Everything needs a good cleaning...sidewalks, awnings, buildings and windows. Add some brighter colors on trims. More restoration of old town
- Widen sidewalks, add plants, benches, sculpture, drinking fountains, public plaza, bike lanes & racks. Public Restrooms!
- Streetscapes include the streets, which in Salem are too wide. We need tree-planted medians to calm traffic, provide shade & narrow the streets.
- The streets will no longer be major thoroughfares. The sidewalks will be smoke free.
- 2 lane two-way street grid that moves traffic at safe and sensible speeds.
- You will not have to drive. Connected to parks, business, transit & library. Lots of public art and placemaking. Unique spaces. Bike friendly.

## Map Exercises: Places and Ideas



Where the “heart” of downtown is

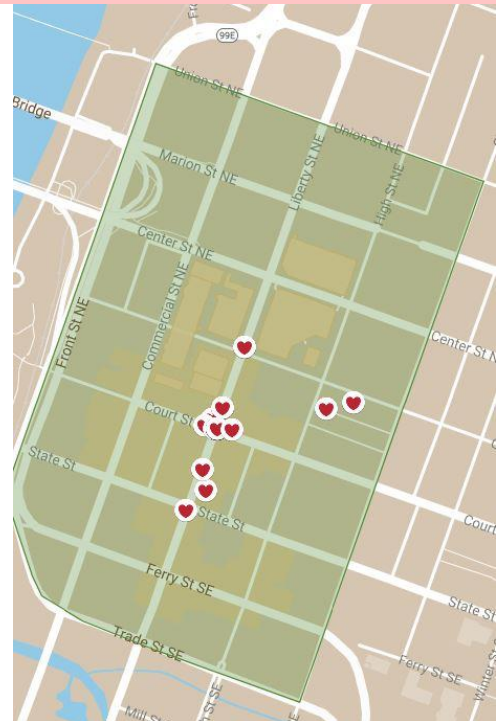
16 individuals left 19 comments on the “heart” of downtown. Below the locations are listed in **bold** with the comments about that location underneath.

- **Area around intersection of Liberty St NE and Court St NE (12)**

- A great starting point
  - **Comment Response:** This is the heart of downtown shopping and restaurant business.
- Liberty Rd around Court
- Central-ish of downtown
- I see this as the center/heart
- The Brick/Reed Opera House Area- This area encompasses the heart of downtown.
- It shouldn't be necessary to add a comment with the heart icon
- We need real holiday decorations that stay up for 6 months to light up the winter months with light and activity at night.
- Kind of the center of the downtown businesses.
- I see this as the center of downtown, so the heart
- Fave area
- I agree with previous comment; downtown has no public space to mark as its heart

- **Along Liberty St NE between State and Court St NE (2)**

- Streetside dining, parklets and outdoor entertainment would allow Liberty Street to become the heart of downtown.



- The shops on this block are always busy. The only downside is all the zoomy car traffic - noisy and makes the block less inviting.
- **Intersection of Chemeketa St NE and Liberty St NE (2)**
  - Lots of activity and shops here. Bookstore is key
  - Unable to use icons to designate places on map!
- **Intersection Liberty St NE and State St SE**
  - I am looking for the best place for the HEART but we have no plaza area in the core of downtown. A place where the view is longer, there are multiple areas to sit, green space. Imagine taking over the parking lot that skirts the alley between State and Court. Turning it into a green space with access from Commercial, both alleys and the multiple back doors of businesses on Liberty. Imagine it ringed with a few food trucks or simply murals and sculpture.
- **Intersection of Chemeketa St NE and Alleyway between High St NE and Church St NE**
  - Near Reed Opera House - Close down the street 1-2x a year for street festival
- **Intersection of Chemeketa St NE and High St NE**
  - Courty/Liberty Area – [Note: the comment marker was placed on the map at the location of the Chemeketa/High St NE, but referred to the “Court/Liberty area”]



## Where do you enter the downtown project area

18 individuals left 30 comments on the “entry” of downtown. Below the locations are listed in **bold** with the comments about that location underneath.

### Several entrances along intersections of Church St SE **(10)**

- **Intersection of Church St NE and Chemeketa St NE (3)**
  - Often enter here when walking dtown from home and thru Capitol gardens
  - Ike Box – more like a back door than a front door
  - Chemeketa Bikeway – The bikeway is undernourished – needs more emphasis on being a boulevard for walking and biking, and less emphasis, even traffic diversion, on cars
- **Intersection of Church St NE and State St (2)**
  - via pedestrian + bike
  - (State and Cottage) Entrance and exit point for state employees, Willamette U folk, tourists on their way to or from the Capitol. [Note: comments could not be added outside of the project area – this comment refers to connections outside of the area.]
- **Intersection of Church St NE and Court St SE (2)**
  - (Court and Cottage) Entrance and exit for a lot of government workers and lobbyists on their way to or from the Capitol and other nearby buildings.
  - Pedestrian + bike used
- **Intersection of Church St NE and Trade St SE**
  - I enter downtown by bike using the Church Street bike lane.
- **Intersection of Church St NE and Center St NE**
  - I pass through here regularly.
- **Intersection of Church St NE and Marion St NE**
  - I live east of Salem, out Center St, so I usually enter the downtown area via Marion St.



### Several entrances along intersections of Front St NE (6)

- **Intersection of Front St NE and Union St NE (2)**
  - The loading dock should be a pub - the substation hampers this as a gateway
  - Make this entrance to park more visible with enhanced entrance, signage, paving connected to downtown
- **Intersection of Front St NE and Court St NE (2)**
  - I often park in west Salem and walk across the bridge, through the park and downtown
  - Use paving patterns to help connect people to park, downtown, and parking garages.
- **Intersection of Front ST NE and Marion St NE**
  - Unless I'm walking or biking, this is the exit.
- **Intersection of Front ST NE and Center St NE**

- Unless I'm walking or biking, this is the entrance.

### **All other entrances (13)**

- **Transit Mall (3)**
  - Arriving by [sic] 9 or 19 – need bike lockers at the transit center
  - Transit Mall
  - Entrance for hundreds (thousands?) of people each weekday. Lack of weekend bus service effectively denies many of those people entrance to downtown for events and activities on Saturday and Sunday.
- **Intersection of Union St NE and High St NE (3)**
  - Most often enter here when walking downtown from home
  - Curbs separating bicycles from cars would be nice. More streets with dedicated bicycle lanes would be awesome. Bicycle boulevard idea sounds cool, but should be Cottage or Church, not Winter. Winter traffic \*sucks\*, as does the road surface.
  - entrance to DT
- **Court St NE (Between High St NE and Church St NE) (2)**
  - Court St from east of downtown – easiest entrance for me
  - I take State Street to downtown that leads to Court
- **Intersection of Trade St SE and Liberty ST SE (2)**
  - It's a harrowing entry to downtown even for confident people on bike. The Liberty/Commercial couplet has more auto travel lanes than I-5, and there is room to tame this
  - I get off the bus at Orupa stop and walk down to this intersection to enter downtown. Walking with traffic at my back is much more pleasant than walking with all that vehicle traffic rushing toward me. And the sidewalks are nice and wide along that stretch.
- **Intersection of Trade St SE and High St SE**
  - I get off bus at Orupa and if it's not dark I walk along the creek or through the plaza by Gamberettis to get to High Street. That's where I enter downtown about half the time on my way in.
- **Intersection of Liberty St NE and Marion St NE**
  - We usually come from Center St when entering downtown
- **Intersection of Liberty St NE and Chemeketa St NE**
  - I live downtown in the study area. I use the streetscape, parks, and local, independent businesses extensively. I readily align with the greenery and visual appeal goals. Please minimize clutter (ie unpermitted vendors and sandwich boards) which obstruct passage and confuse business messages. Improve outdoor seating spaces and eliminate smoking on streetscape.





Where do you go when you are downtown  
11 individuals left 19 comments on their “favorite spots” of downtown. Below the locations are listed in **bold** with the comments about that location underneath.

- **Along Court St NE between Commercial St NE and High St NE (12)**

- Great Harvest Bread Company – Along with the YMCA is my favorite place downtown
- Bike Peddler – Regularly come here for maintenance on my bike. Very difficult to actually get here comfortably/safely by bike though. Sad.
- Court Street - This whole block has great restaurants and bars to eat at.
- Court Street - The cluster of little local businesses along Court Street and vicinity. Other parts of downtown would benefit from the same density.
  - **Comment Response:** I agree! This is a great little area and I wish there were more streets like this in and beyond downtown.
- Businesses along Liberty and Court and other businesses – most stores down here.
- The Top Drawer – One of my favorite downtown shops.
  - **Comment Response:** I love it too. I would love to see more gifts shops that showcased local artists and vendors.
- Book Bin – A great place for getting lost in a good book.
- Book Bin – I find a good bookstore to be the heart of the downtown, followed by cafes.
- Kitchen on Court – Yummy food 24 hrs/day!
- Gov Cup – Love locally roasted coffee from the Gov Cup!



- **Downtown Mall Area (4)**

- We like to go to the mall and shop at times. It would be nice to have easier access to all parts of the mall with more sky bridges or safer areas to cross the streets without the panhandlers constantly asking for money.
- This is a place I go. JC Penney and Macy's too.
- I go to the Mall mostly because of my need for free parking and quick access to shopping. I am older and can't walk too far.
- Great shopping.

- **State St between Liberty St SE and Commercial St SE (2)**

- Dolce Mama's - Ice cream! Thankful for a bike rack right outside to lock up and enjoy.
- Wild Pear – Great lunch spot

- **Center Street Bike trail (marked near Center St NE and Front St NE)**

- The Bike Path that comes from Center Street Bridge is a great connection to To West Salem and edge trail. The bike path should be improve on the downtown area with a protected bike lane that goes north and south on Chemeketa Street. A better

connection from the center street to Chemeketa is needed. The Chemeketa bike route has many need for improvement, but first it should be on its own separated bike lane. We should turn Chemeketa into a Promenade with no cars and add bike facility.

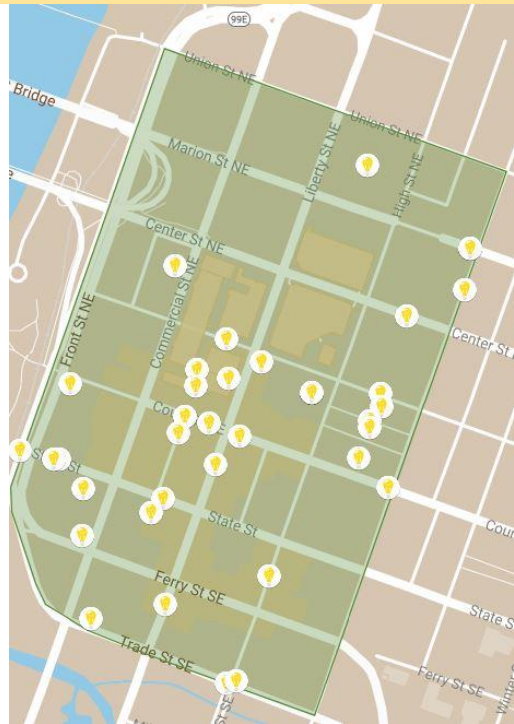


## What ideas do you have for specific locations

17 individuals left 40 comments on “ideas” for downtown. Below the locations are listed in **bold** with the comments about that location underneath.

### • **Alleyway between Commercial St and Liberty St (7)**

- Hop Alley - Public alley space provides event opportunities for local small businesses and artists. Electrical, lighting upgrades and weather protection would allow year-round use. Public restroom access necessary.
- Entertainment District - A pedestrian-only entertainment zone on Friday, Saturday nights downtown would grow the night time economy.
- Wisteria Alley - Public alley space provides event opportunities for local small businesses and artists. Electrical, lighting upgrades and weather protection would allow year-round use. Public restroom access necessary.
- Better crosswalk signage at alleys - Place better crosswalk indication at alleyways since cars hardly stop for people.



- **Comment Reply:** Cars from alleys often do not stop before crossing the sidewalks making it dangerous for pedestrians.

- Cider Alley - Public alley space provides event opportunities for local small businesses and artists. Electrical, lighting upgrades and weather protection would allow year-round use. Public restroom access necessary.
- Alley ways - Create smoke friendly spaces in the alleys behind businesses rather than allowing it on the sidewalks.

### • **Transit Mall Area (High St NE, Chemeketa St NE, Church St NE, Court St NE) (6)**

- Equitable Center parking - Dangerous drivers always dart out of the alley here and out of the parking structure. *(marked between High and Church on Chemeketa)*
  - **Comment Reply:** So true. Same is true at some other driveways downtown, Key Bank and parkades come to mind.
- North edge of transit center – there should be food trucks lined up here every single day! What a waste of real estate.
- Poor use of a downtown block - This block is dead space at night and dangerous at all hours. Transit center should be moved out of downtown core.
- Move the transit mall out of the downtown core and turn this area into hip housing and restaurants.
- Courthouse Square Building - work

### • **Liberty St NE between State St and Chemeketa St NE (6)**

- Skyway Hell - Get rid of the Skyways. They are an important element in the decay of sidewalk vitality!
- Chemeketa and Liberty – redevelop the half-block along Chemeketa St – Bank

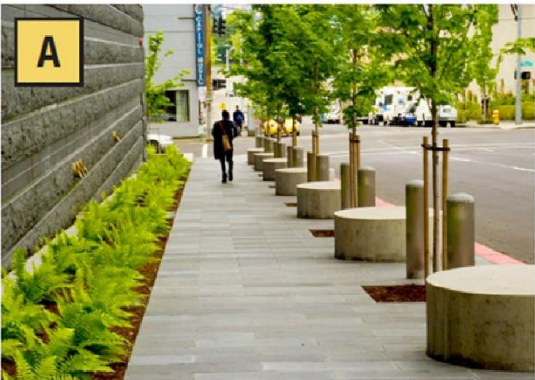
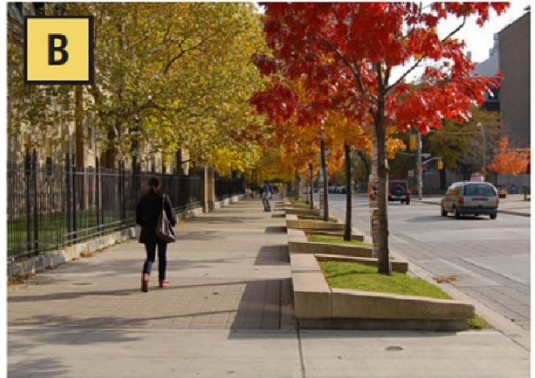
- Building and Old City Hall site
  - Kraftworks – Best nachos in town!
  - Entertainment District - A pedestrian-only entertainment zone on Friday, Saturday nights downtown would grow the night time economy. *(Written 3 times: once at W, E, and S parts of the Liberty St NE and Court St NE intersection)*
- **Intersection of Church St NE and Marion St NE (3)**
  - The pedestrian should always have priority, especially downtown. Get rid of all the "crosswalk closed" signs if you really want a pedestrian friendly downtown.
    - **Comment Reply:** In all of downtown it is maddening to have to go out of direction to cross a street because of a closed crosswalk (closed to facilitate motorized traffic flow at the expense of pedestrian traffic flow) or closed sidewalk due to construction. Crosswalks and sidewalks are as much traffic lanes as are streets, and closures should be avoided, minimized, with announcements in the media and clearly marked detours when unavoidable, and kept clear of debris.
  - Behind Macy's garage - If there is a sadder block to walk down in our downtown, I don't know what it is. Motorized traffic rushing past, ugly parking structure on one side and ugly commercial buildings on the other side, garbage and nothing but concrete infrastructure
- **State Street between Front St SE and Commercial St SE (3)**
  - This block between Front and Commercial needs some love. Could be a great street market, park entrance, outdoor event space, street art
  - Empty Lot - open square with places for live music, hanging out, maybe make this street pedestrian only with lots of outdoor seating, cafes, restaurants etc. (Boise, ID has a great example) street fairs etc.
  - Abandoned Car Shop - This building could be really cool- large windows, rooftop seating (for food vendors?) near the conference center (more food options for visitors) could house made in Salem vendors, lots of brick walls for local artists murals.
- **Intersection of High St NE and Chemeketa St NE (2)**
  - Empty and sad parking lot – Would love to see development here, especially with a grocery store.
    - **Comment Reply:** The only good thing about it is that it provides a break from building environment; I love to see the sky. I have always wished it could be a public plaza with a fountain in the middle and benches.
    - **Comment Reply:** Dismal dead space
- **Intersection of State St and Front St SE (2)**
  - The axial character of State Street deserves more juice and emphasis
  - There aren't any street lights on this segment of State Street. Makes waking on this block unwelcoming - feel like I need to keep an eye out for people in the shadows.
- **Intersection of Trade St NE and High St SE (2)**
  - NE corner of intersection – need a bulb-out or pedestrian lead signal. SB cars turn left without much attention of me crossing the street.
  - The end of the buffered bike lane needs a 2-stage turn box so I can get to Church Street to continue south home. There's a sign here for it - it needs the pavement markings though.

- **Intersection of Front St NE and Court St NE**
  - Riverfront Connection - Improve connections between downtown and Riverfront Park. Would be great if vacant and rundown edge of downtown had more food options or functional spaces. Often go on evening walks downtown and through the park, and often want food on the same trip, areas are definitely disconnected and too many empty areas.
- **Intersection of Trade St SE and Commercial St SE**
  - Plaza at Convention Center - This underused gem of a public downtown space gets unobstructed sunshine on sunny winter days and really needs to be enhanced as a casual place to sit for a few minutes between appointments downtown or conference sessions, a pleasant brown bag lunch space, or outdoor informal meeting area.
- **Liberty St SE between Trade St SE and Ferry St SE**
  - I urge the city to take a serious look at how many lanes are really needed for motor vehicles on Liberty and Commercial Streets Downtown (I heard this was not even going to be considered in this effort). Would the resulting queues during peak times for pass-through traffic be bad enough to outweigh a more pedestrian (and shopper) friendly environment for business downtown the rest of the day/evening? Is a 25 mph speed limit really necessary? This is a downtown core - 20 mph max for ped safety please!
- **Intersection of Center St NE and Commercial St NE**
  - Get the empty buildings filled with restaurants and shops to encourage more liveliness in the downtown area. Encourage them to stay open later so everything doesn't close at 6pm.
- **Intersection of Court St NE and Church St NE (marker placement)**
  - Cottage and Chemeketa - Salem would benefit from more coordination or simply awareness of activities on the Capitol State Park grounds and activities downtown. It would be fantastic to see sidewalks between those two zones used enough that people would see them as traffic lanes for walkers, runners, scooters. Some joint programming or marketing might build more traffic back and forth.
- **High Street SE between Ferry St SE and State St**
  - Entertainment District - A pedestrian-only entertainment zone on Friday, Saturday nights downtown would grow the night time economy.
- **Center St NE between Church St NE and High St NE**
  - Center from Salem Center Mall to Safeway can be a major retail corridor, but needs to be pedestrian friendly and have a plan of development.
- **Intersection of Marion St NE and High St NE**
  - Marion Parkade - Dedicate an area on the first level to dedicate to bicycle parking, mostly racks, but several lockers, too. Doesn't have to be big at first, but room to grow. Capable of handling tandem and cargo bikes would be good.

## Amenities and Activities

Look at the images from various downtowns. Which images appeal most to you? Select up to five.

The images that were selected the most were Image H (33 people selected), Image F (23 people selected), Image J (17 people selected), Image T (15 people selected) and Image D (13 people selected). The table below summarizes how often the images were selected and the explanations provided by participants on why the image appealed to them.

<u>Image</u>	<u># of "likes"</u>	<u>Explanation(s)</u>
	4	<ul style="list-style-type: none"> <li>• Safety and trees</li> <li>• Wide sidewalks</li> <li>• Works</li> <li>• Clean, places to sit on concrete rounds, green</li> </ul>
	8	<ul style="list-style-type: none"> <li>• Big street trees in defined planting areas, separation from traffic</li> <li>• Same things as described above re H</li> <li>• safety, grass and trees</li> <li>• Sidewalk is wide</li> <li>• wide sidewalks and trees</li> <li>• Colorful trees in fall - but trees don't do well in planters like these</li> <li>• all those trees lining the roadway</li> </ul>





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- greenery
- Inviting sitting space. Sometimes, when times are good or bad, you need a spot to sit and ponder.
- Greenery in downtown, flexible
- SEATING AREA AND LANDSCAPING - OURS SHOULD BE UNIQUE TO US.
- great portable relaxation point that can be moved to different parking spots but doesn't block visibility
- Great use of a parking space and activating an area.
- shows artistic greenery and seating
- Functional art



13

5<sup>th</sup>  
most  
"liked"  
image

- What I like about all 5 of these is they feel homey, warm, lush, welcoming and classic and not trendy (meaning the aesthetics will last for a long time, not just now)
- Mixed materials and textures; wood, stone, flora
- sitting area and plants
- Nice seating area, greenery
- Natural wood used for seating and planters "very" Oregon
- Attractive oasis off the sidewalk. Really like the plantings and use of wood.
- Another good sitting spot. Maybe this one is right next to some food carts and water drinking fountains.
- Place to sit and relax (although potentially too inviting for someone to sleep/live and landscaping cuts up travel lane)
- Parklets with seating, greenery improve quality of life.
- The planters and bricks used to separate sidewalk from sitting area
- Nice spot to rest with the greenery, off the sidewalk and seating area
- attractive and inviting public space



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- Covered bike parking, wide walking space separated from cars by trees.
- Good storefront windows, bike parking, clean, green
- Ample covered bike parking (but not much room to navigate a bike)
- Bike parking in a safe place
- Bike racks. Need to eliminate cars, though.
- Walkability with cycle parking.
- Bike parking.



23

2<sup>nd</sup>  
most  
"liked"  
image

- Like the look, but may not be good for wheelchairs
- PACKED WITH PEOPLE, BIKES, SHOPS, LANDSCAPING. OUR STREETScape SHOULD NOT COPY ANOTHERS CITIES IDEAS.
- Green, multi-use and pedestrian friendly
- place to sit, walk and lock bicycles
- Attractive, mixed use, places to sit, no impediments to walkways, plantings.
- Its multi use, and still easy to navigate.
- mixed use meets variety of needs
- How biking, outdoor dining, storefront space and wide walk way are prioritized over parking and road
- Activated sidewalk with lots of activity, places to sit and greenery.
- Businesses expanding outside their taxed footprint
- Minimal benches (I prefer none); bikes parking near street, to discourage biking on sidewalk; greenery
- shows outdoor restaurant seating
- Nice layout (except the step since it's a tripping hazard), green, inviting
- A neat quiet side street with little shops.
- I like to see people being able to park bikes places.
- Activity space does not jut into or otherwise occupy sidewalks. Why are Salem businesses allowed to put tables and chairs right on the sidewalk? Obstacle courses are not fun when you are trying to get somewhere, and it looks cluttered too.





5

- Shops, bikes, pedestrians. Feels safe and welcoming.
- Trees and places for people to sit. Also protection from cars.
- outdoor seating, trees, inviting, bike space
- Mix of business and public seating, greenery, lively
- I like the seating area closed off to the street so it feels safe and friendly. The wood seems warmer and more sustainable than benches.
- Kid friendly. More access to space
- Natural wood used for planters and seating areas
- Mini parks for kids
- Like the idea to extend the sidewalk past the curb into the parking area to add pedestrian space



33

*1<sup>st</sup>  
most  
"liked"  
image*

- It's people-centric, lively and protected from cars
- Busy wide sidewalks lined with trees and grass
- Wide sidewalks, trees, greenery separating street from sidewalk, open front stores
- Greenery, places for bike parking should be available though too
- Love the defined pedestrian realm, and storefronts with multiple floors above. Urban but peaceful.
- I think it looks pedestrian-friendly, safe, the buildings look maintained, the landscaping looks easy to maintain. Looks friendly and safe like Boulder's downtown.
- Wide sidewalks, vibrant and appropriate planting's, developed and useable space above street level
- Broad sidewalks, limited cars.
- Nice unobstructed and uncluttered wide sidewalk, trees but not creating closed in feeling. People who walk everywhere aren't fond of closed in spaces or clutter.
- The nice walking area and all the greenery.
- Trees, no benches, no bikes on sidewalk, no obstacles to trip over
- wide sidewalk; good balance of greenery, storefront still visible from

---

street

- It looks welcoming and relax.
- shows a pedestrian walking zone
- Lots of ped space, landscaping, trees, and lots of peds.
- Generous walking area
- lots of walking space and no cars
- Super wide sidewalk
- Greenery, wide sidewalks, colorful
- How biking, outdoor dining, storefront space and wide walk way are prioritized over parking and road
- Trees lining the walkway - but should have increased rooting area
- Shops, bikes, pedestrians. Feels safe and welcoming.
- greenery scenery
- good greenery, pedestrian friendly, ample space
- Trees, no benches, no bikes on sidewalk, no obstacles to trip over
- wide sidewalk, trees, greenery, set back from street - safe, inviting
- Ease of use. Designed for people.
- no cars, pedestrian only walkway with trees
- Wide sidewalk, greenery, windowfronts
- Vibrant looking business center.
- Wide sidewalks and trees.



7

- Shelter from rain
- Lots of room to walk, no bums
- Clean look with eye to the future
- Seating is covered from the rain and the sun. Also, away from the cars.
- changes in paving defines zones
- Places for people to stop and rest.
- How biking, outdoor dining, storefront space and wide walk way are prioritized over parking and road



**17**

*3<sup>rd</sup>  
most  
"liked"  
image*

- Outdoor dining, walkways, aesthetically pleasing, sidewalks between business/seating
- Inviting and a bit of escape from traditional cities
- Space to walk, lots of greenery, plenty of room for outdoor seating
- Outdoor seating for restaurants. See friends as you walk by.
- nice shaded outdoor seating on sidewalks
- Great for good weather days!
- Sidewalks are still wide but there is an intimacy with the tables and umbrellas. Also lots of greenery
- Plenty of street seating for people to enjoy the city at busy restaurants
- Street side dining, shade
- Shaded seating, and inviting looking.
- Place to sit and eat on street..
- Sidewalk seating
- Outside eating is good especially with greenery
- Welcoming outdoor dining. Absence of sandwich boards.
- How biking, outdoor dining, storefront space and wide walk way are prioritized over parking and road
- covered outdoor restaurant seating



**1**

- Provides bike facilities



5

- bike friendly
- DON'T LIKE: many pics show bikes, but streets look very bike-unfriendly
- transforming car space for bikes - needed in Salem
- Sidewalks is inviting to pedestrians and bicyclists
- Separated bike parking.



12

- trees in the alleys, lots of natural shade, hanging floral arrangements
- There is a good sense of enclosure, created by the good building height to street width ratio and by the trees. There's a lot going on, no blank walls or spaces. On-street parking buffers pedestrians from moving traffic.
- Trees
- It's clean with a lot of greenery
- Street trees and flowers are nice. I like the old fashioned lamp posts that match the character of the buildings
- Trees
- Nice vegetation. Looks cozy.
- Mix of building types, street lights and planters
- Looks car and pad friendly, greenery, attractive
- Plants along light posts creating cohesive area, higher buildings allow for more businesses and housing, intimacy of neighborhood
- Hanging baskets and historic architecture.





2

- Colorful benches facing each other invite people to sit and talk to one another. With more trees would be great
- Bright colors. Seating that is conducive to conversation, but not sleeping.



2

- Inviting a communal atmosphere
- Separate bike paths, sidewalks encourage fitness.



1

- Barrier, seating, mixed use/plaza



2

- Front in parking
- Designs in the concrete



7

- Super wide sidewalk
- Active storefronts. Is this in project scope?
- Clear walking path uncluttered. vertical banners
- People walking, nice trees and bushes. And a sitting rack!
- Easy to see and read store signs
- Visible overhead business signage.



5

- Greenery separating the sidewalk from the cars and street.
- Bioswales clean the air and water.
- Right sized street. Properly proportioned buildings. No parking lots. In scope?
- Vegetation and ways to collect stormwater.
- Green infrastructure approach - hard to find trees that will do well in this situation, but GI plus trees is the way to go!



**15**

*4<sup>th</sup>  
most  
"liked"  
image*

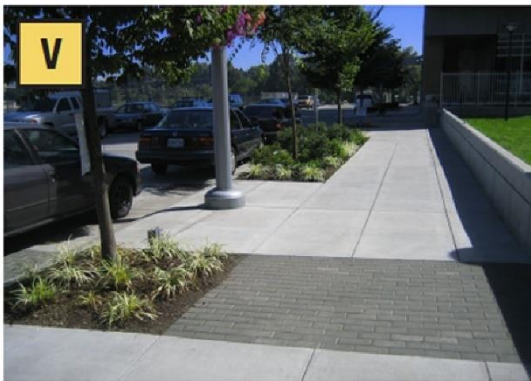
- Trees and plants with ample rooting space
- lush greenery
- Looks like a diverse and exciting place.
- Width of walkway and planter strip, benches facing away from street, vibrant colors
- Lots of attractive ped space, buffered from traffic, colorful and attractive storefronts
- Trees/landscape
- Walking/pedestrian area separated from the street/car areas. Feels "cozier" and safer
- Pedestrian friendly. Ample buffer between sidewalk and cars.
- Colorful store fronts. Lots of planting that softens the sidewalk scape
- large sidewalk separated by a thick layer of trees/plants from cars
- covered areas for inclement weather/shade, ample room for pedestrian, supports bikes
- How biking, outdoor dining, storefront space and wide walk way are prioritized over parking and road
- Like the mix, landscaping and the walk pattern



**3**

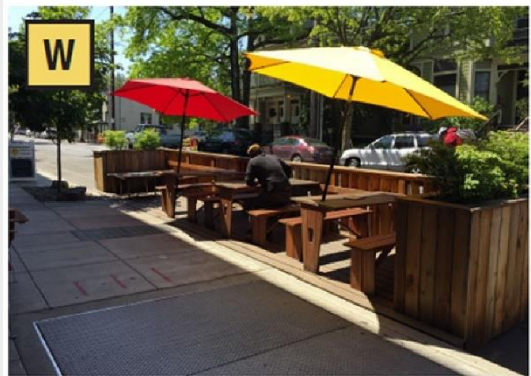
- Short ped crossing, rain garden - functional greenery, street fair on the far side.
- Outdoor market, use of space
- Protected pedestrian bulb to encourage crossings





2

- Open, peaceful green space.
- open walkway with urban green space



9

- There is space for people to stop and eat, which draws other people.
- Same as image 1
- seating areas with adjustable sun shades
- transforming car space into an attractive people space
- Place to sit with umbrellas. Trees and plants.
- covered outdoor seating but still relatively wide sidewalk.
- Integration of sidewalk and street scene



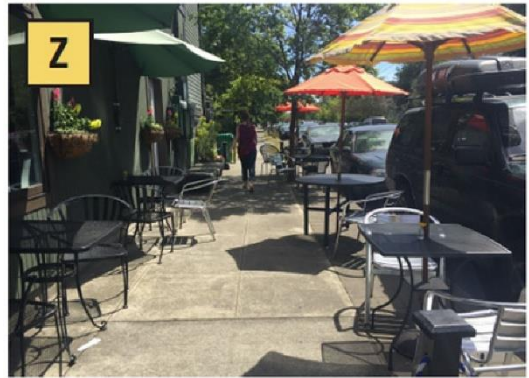
1

- Looks like a local restaurant has a special from some local farm.





0



2

- Seating that is inviting, covered from the sun/rain. Movable to address needs of the users.



2

- I like the brick on the sidewalk
- Tree shade over cars - but possibly not enough rooting space for the trees in the photo

## What other downtowns do you like? What features do these other downtowns have that you wish downtown Salem had?

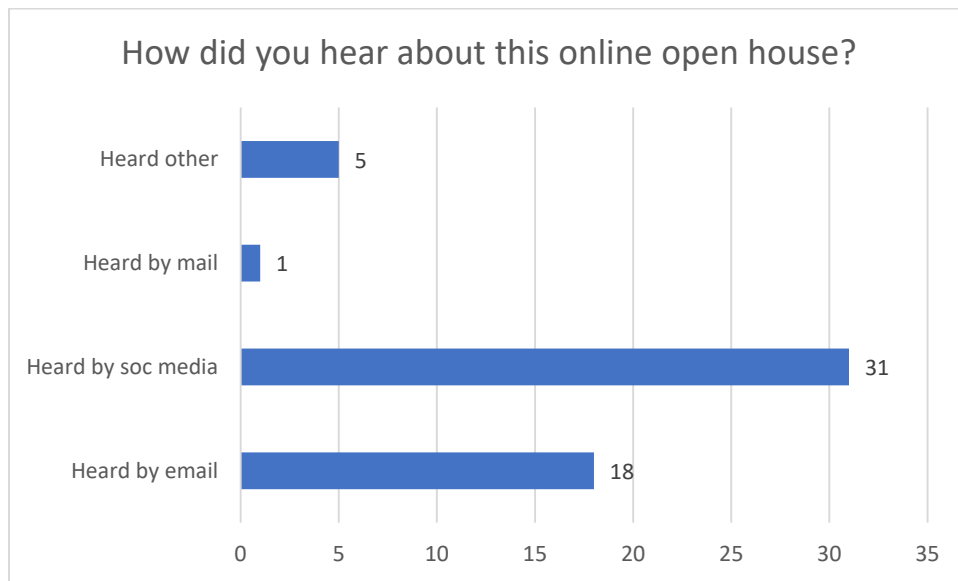
- I like McMinnville's downtown. The streets are narrow, people are prioritized, and buildings are close to the street. There needs to be more apartments above commercial spaces. Get rid of large off-street parking areas. Turn them into buildings.
- Large fully-grown trees to provide pedestrian buffer & noise buffer. Narrow roads to slow traffic. Pedestrian bulbs to slow traffic & encourage crossing at crosswalks. Wide sidewalks. Food carts & places to sit and eat outdoors.
- More greenery, wider sidewalks to accommodate bicyclists and pedestrians easily. Better separation between street and cars and sidewalks
- SUCCESSFUL HANGING FLOWER BASKETS AND LANDSCAPING. UNTIL WE HAVE A REAL DOWNTOWN ORGANIZATION, NOTHING GOOD WILL HAPPEN DOWNTOWN.
- Portland: more public transit and bike rental
- Austin, Portland, McMinnville, Corvallis. Entertainment District, public restrooms, public performance amenities, easier permitting, noise allowance, open policy process, citizen input
- State Street in Madison WI, has it only for peds/bikes/busses
- Dogs aren't allowed in downtown Eugene!! We need this. Homeless people are kicked out of downtown in some cities. We need this. San Diego has wide sidewalks. Portland has places to lock-up bikes. Denver has lots of places to eat. San Francisco has good public transit.
- Copenhagen, Groningen, Tel Aviv: people-centric, people-sized.
- Silverton (lots of window shopping, lively), McMinnville (fun place to hang out, lots of restaurants), Pearl District in Portland (lots of restaurants and shops to explore, lively, modern), Eugene (lots of restaurants and shops, lively)
- Downtown Boulder has that safe walkway. Downtown McMinnville is cozy year-round and beautiful during the holidays.
- Displays from local artists, pedestrian only blocks (traffic prohibited in streets), food carts, modern residential living spaces above storefronts, good lighting for night hours, easy public transit, public access to clean/safe restrooms and water
- Bend Downtown. Focus on small shops, outdoor seating, attractive facades for the buildings, owners take pride in their exteriors and keep them clean and maintained. Lots of plantings.
- Area closed to auto traffic.
- An inviting area similar to pioneer square in Portland.
- I wish we had a diverse food cart pod downtown, kayak/canoe rental for Riverfront Park Willamette access, and better/bigger bar venues for music (it's crazy how much good music is in Portland and Eugene, of all types, and how much less we see here). I like the way alleys are currently utilized and hope that can be expanded. I love how the Minto Brown access has improved options for days and evenings exploring the downtown area.
- Pearl Street in Boulder, CO; Downtown Denton TX (The Square). I like the availability of music, walkability, and activities on the street.
- Waterford, Ireland diverse art that envelopes the senses, all different sizes and mediums and is all over town in unique locations.
- Less homeless
- Besides public transit options? More food carts like PDX. We have some, but the city should encourage them.
- larger scale/interconnected efficient public transit, restaurants and bars open later, bike lanes/signals

- Milwaukee, WI - They have different looking street and traffic lights, art sculptures in some areas, lots of greenery, and planters that look like art (google Milwaukee bicycle planters). They also have an indoor farmers market, which I would love to see in Salem due to our weather limitations.
- McMinnville: trees and plants; limits on tacky advertising blocking sidewalks; stores with display windows that encourage "window shopping" even during hours when stores are closed
- McMinnville, Napa, Sonoma, All of the Marin county cities, these are smaller wealthier towns, but I love that there are many small local shops and restaurants-Tree lines walkable downtowns, outdoor activity is encouraged through wide side walks
- I didn't see public art features. I wish that element and believe building improvements should come with a public art requirement paid by developer.
- Boise Idaho has a pedestrian only street with loads of cafes and restaurants, near a public square that holds events
- I wish we had a promenade. Many great downtowns I visit they have a dedicated street where cars are allowed that has many amenities.
- Bike friendly zones, bikeways
- A central public space/park for gathering - a heart of downtown
- The sculpture park at the northeast corner of Commercial and Ferry Streets is too austere. It could use more visual appeal with benches, color and plantings.
- Large trees and flexible sidewalk options in downtown Eugene; large willow oaks in downtown Charlotte NC.
- Santa Cruz, Mountain View, Palo Alto. Buffers between sidewalk and cars, landscaping, visibility on sidewalk and into buildings, directional signs, kiosks with local events
- Portland, Cleveland, OH, Eugene. Public spaces like squares or plazas for gathering and hanging out.
- Downtown McMinnville, Portland, Greenwich Village. I wish Salem had taller buildings, narrower streets, and more street trees. Where there's room, the street trees should branch out to create more shade.
- Bike lanes that are between the sidewalk and parked cars. Safer for all. No smoking on the sidewalks.
- Burlington, VT. Hanover, NH. Boulder, CO. New York, Chicago, San Francisco, Seattle, Sausalito, Portland (Sellwood, SE Division, SE Hawthorne, Hollywood District, SE Waterfront, Pearl District, E. Burnside, SE Division, NE Mississippi, NW 23rd, etc....), Corvallis, Silverton, Bend, Sisters, McMinnville, Sherwood, Astoria, Hillsboro, Gresham, Ashland, Hood River. Streets that are properly proportioned to the buildings they serve. Buildings are at least as tall as the streets are wide. Active storefronts without blank walls.
- I like downtown Silverton, parks/shops. I like Portland downtown, ease of walking

## Next Steps/ Stay Informed

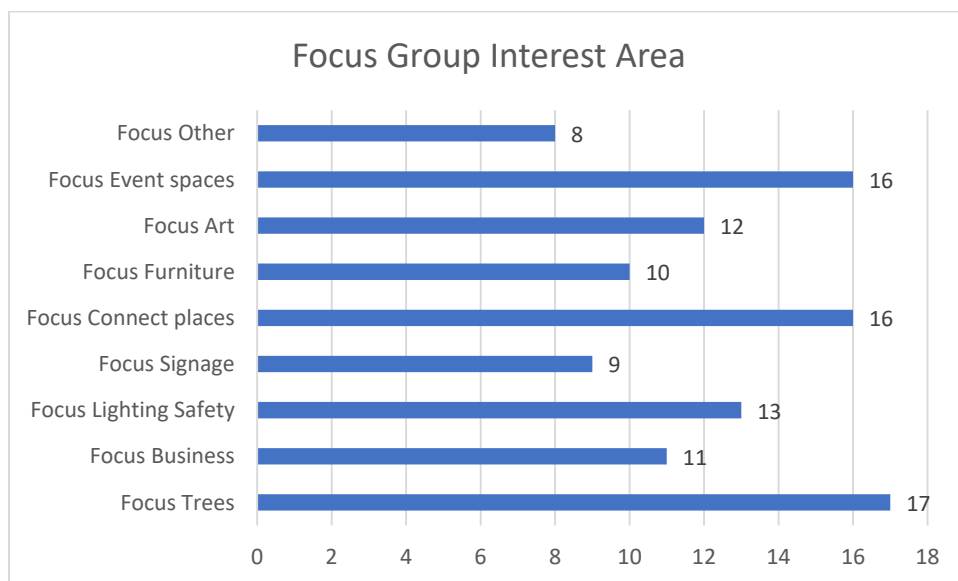
How did you hear about the online open house? (Check all that apply.)

Most participants heard about the online open house through social media or via email.



Are you interested in attending an in-person focus group in January? If so, which topics are of interest to you? (Check all that apply.)

There was interest in all focus group areas. The most popular focus group topics were Trees and Landscaping, Connecting Places, and Event Spaces.

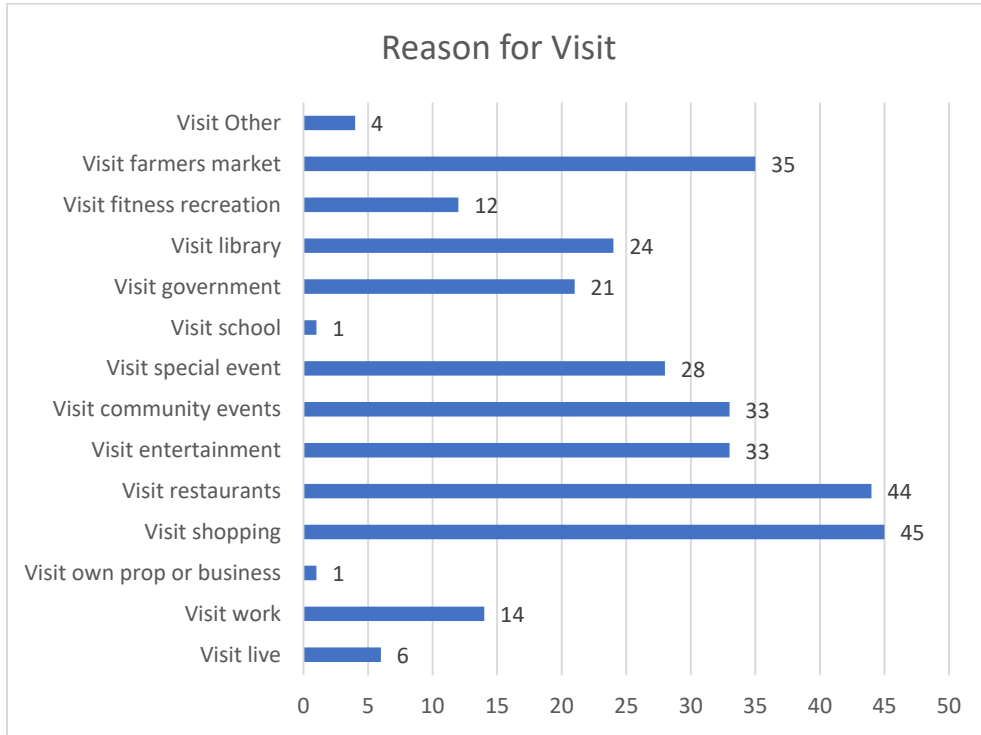


Do you ever visit downtown Salem?

All respondents who answered this question answered yes, they do visit downtown.

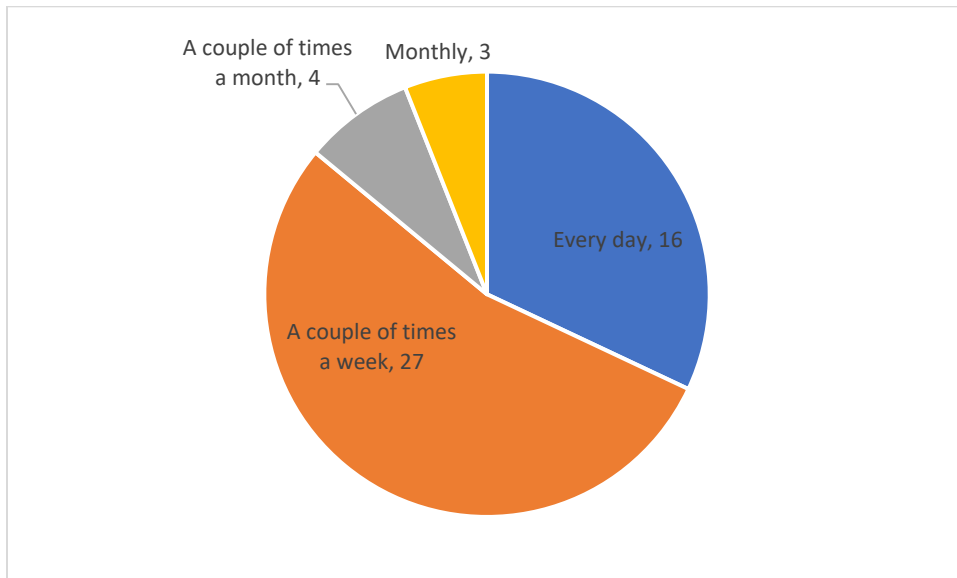
**Why do you come downtown? (Check all that apply.)**

The top three reasons participants indicated they were visiting downtown were for shopping, restaurants and the farmers' market.



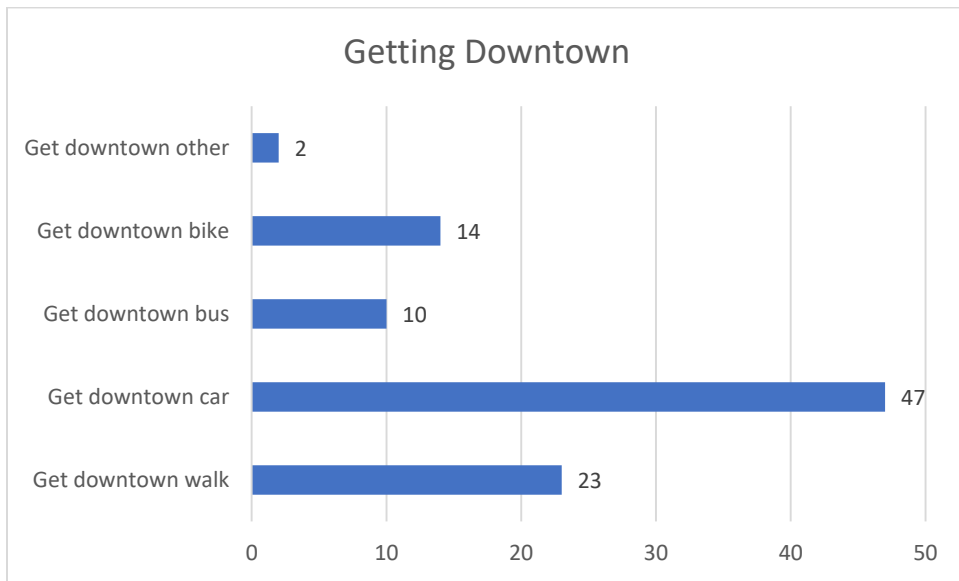
**How often do you visit downtown?**

Over half the participants indicated that they visit downtown a couple of times of a week.



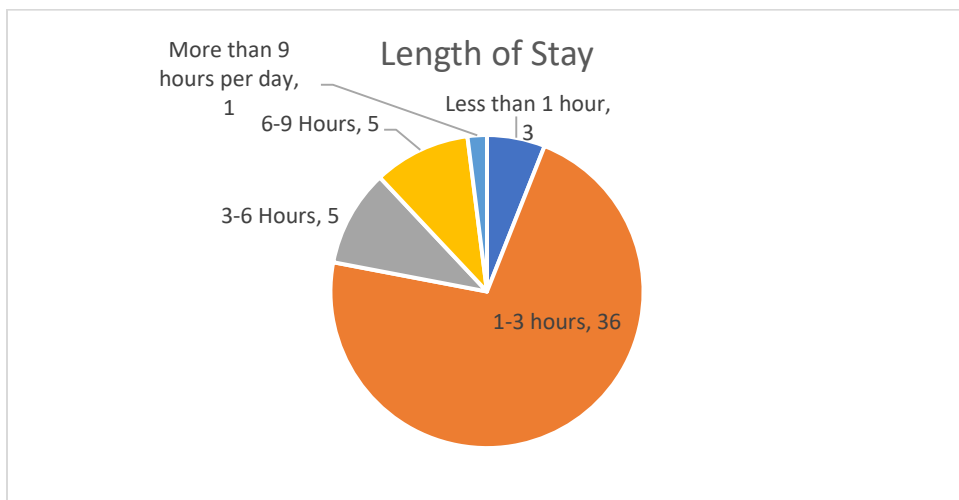
How do you get downtown? (Check all that apply.)

Most participants (47 out of 55) answered that they get downtown using a car.



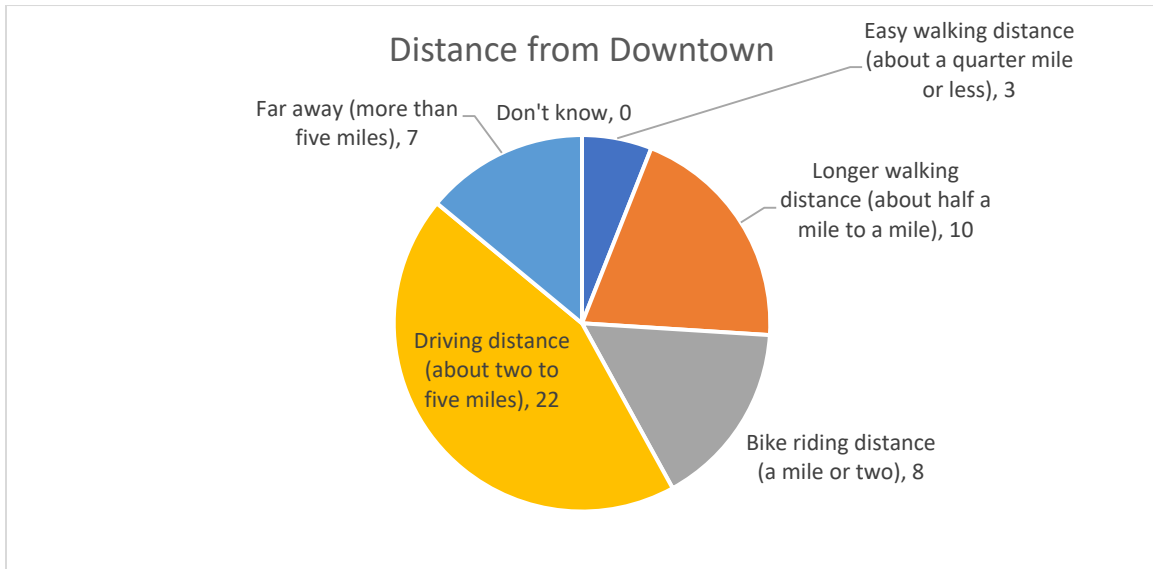
How long do you usually stay per trip downtown?

Most participants stay downtown for 1-3 hours per visit.



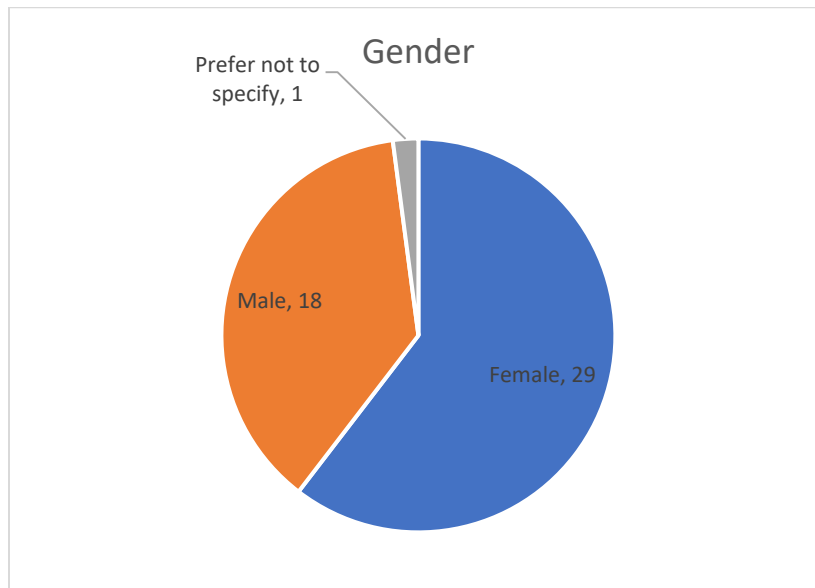
**How far away do you live from downtown Salem? (Check one.)**

Most participants responded that they live 2 miles or further from downtown Salem.



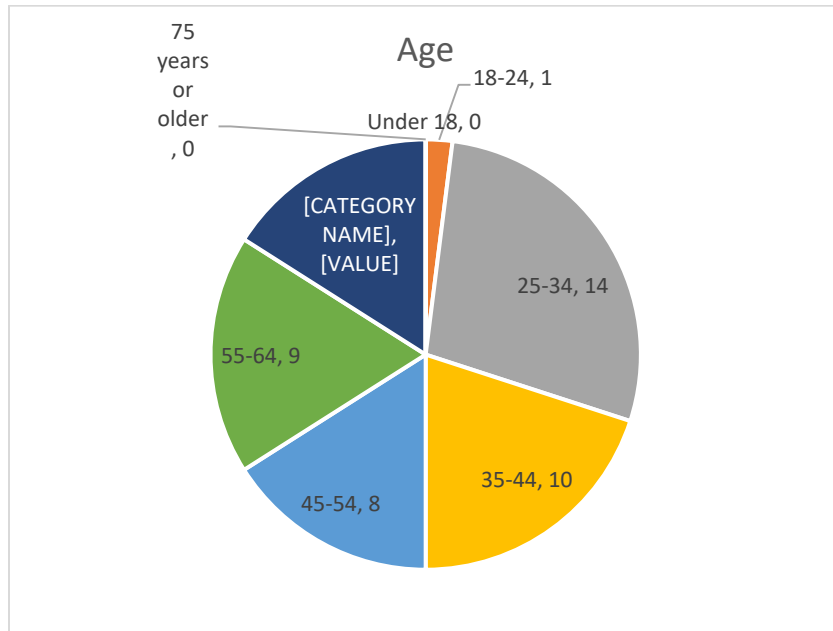
**What is your gender?**

More than half the participants identified themselves as female.



### What is your age?

Almost all age groups were represented, except for those who were under the age of 24 or over the age of 75. Participants between the ages of 25 and 34 were the largest age group represented.



### Hispanic Origin — Please answer both questions about origin and race.

Of the 47 participants who answered, only 3 identified themselves as someone of Hispanic, Latino or Spanish origin.

### Race:

Of the 47 participants who answered, 45 identified as white and 2 identified as American Indian or Alaska native.