

MINUTES
Downtown Advisory Board
Thursday, October 28, 2021–12:00 P.M.
Virtual Meeting
[YouTube](#)

1. CALL TO ORDER

Call to Order and Roll Call: 12:03 PM

Roll Call: Tyson Giza; Joshua Kay-Chair; Summer Keightley; -Vice Chair; Allan Pollock; Quandary Robertson; Aaron Terpening; Jordan Truitt; Linda Nishioka; Vincenzo Meduri

Excused: Charles Weathers; Scott McLeod

Staff: Tory Banford, Michael Miller, Anita Sandoval, Sheri Wahrgren; Rebecca Ziegler

2. APPROVAL OF AGENDA

Motion: Move to approve the agenda for October 28, 2021, as presented.

Motion by: Board Member Terpening

Seconded by: Board Member Keightley

Action: Approved the agenda for October 28, 2021, as presented.

Vote: Aye: Unanimous **Motion PASSES**

3. APPROVAL OF MINUTES

Motion: Move to approve the Minutes from September 23, 2021, as presented

Motion by: Board Member Terpening

Seconded by: Board Member Keightley

Action: Approved the Minutes from September 23, 2021, as presented.

Vote: Aye: Unanimous **Motion PASSES**

4. ACTION ITEMS -

a. November and December meeting schedule

Comments/Questions: Wahrgren

Motion: Move to combine the November and December meetings to December 14, 2021

Motion by: Board Member Nishioka

Seconded by: Board Member Terpening

Action: Approved combining the November and December meetings to December 14, 2021.

Vote: Aye: Unanimous **Motion PASSES**

5. INFORMATION REPORTS

a. Union Street Bike Friendly Project – Michael Miller

Presentation attached

Comments/Questions: Kay, Nishioka, Wahrgren

b. Salem Main Street Association Downtown Business Survey Results – Linda Nishioka

Survey Results attached

Comments/Questions: Wahrgren, Kay, Meduri

c. West Salem Urban Land Institute Project – Tory Banford

Presentation Attached

Comments/Questions: Kay, Wahrgren

6. What's Happening Downtown!

a. Truitt Bros cannery plant on Ferry Street is for sale, hoping to find a developer to do mixed use on the waterfront.

b. Charles Weathers has won the Oregon Main Street “Best Outstanding Mixed-Use Project” award.

- c. The Salem Urban Renewal Agency approved the purchase of the ABC Music Co. building on Chemeketa which will add to the lots for redevelopment on Saffron/UGM site.
- d. The Marquis project on the old Boise site is now underway.
- e. The Statesman-Journal building is under contract.
- f. The YMCA construction is expected to be complete by Summer 2022.
- g. Q Robertson is planning to build a 3-story mixed-use building with a café and barbershop on the first floor; a boxing school on the 2nd; and residential on the 3rd.
- h. A new Thai restaurant is opening adjacent to the Grand Theatre.
- i. *Annie* will be the December presentation at the Grand.
- j. A new French restaurant is going in where Table Five 08 use to be.

7. **ADJOURN** – 1:22 p.m.

Next Meeting: December 14, 2021



Union Street NE Family Friendly Bikeway Project

(Commercial Street NE to Summer Street NE)

Downtown Advisory Board

Thursday, October 28, 2021

12:00 pm

Introductions

City Project Management:

Michael Miller, P.E., Senior Project Manager



Consultant Engineering:



ENGINEERS ♦ PLANNERS
LANDSCAPE ARCHITECTS ♦ SURVEYORS

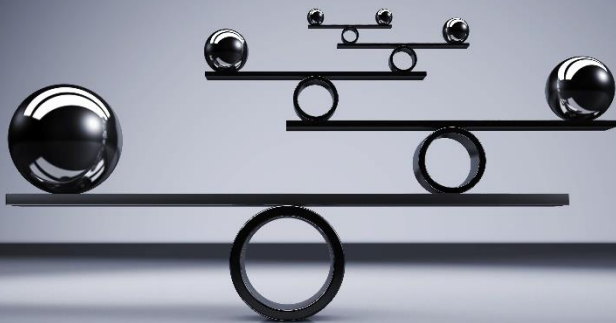
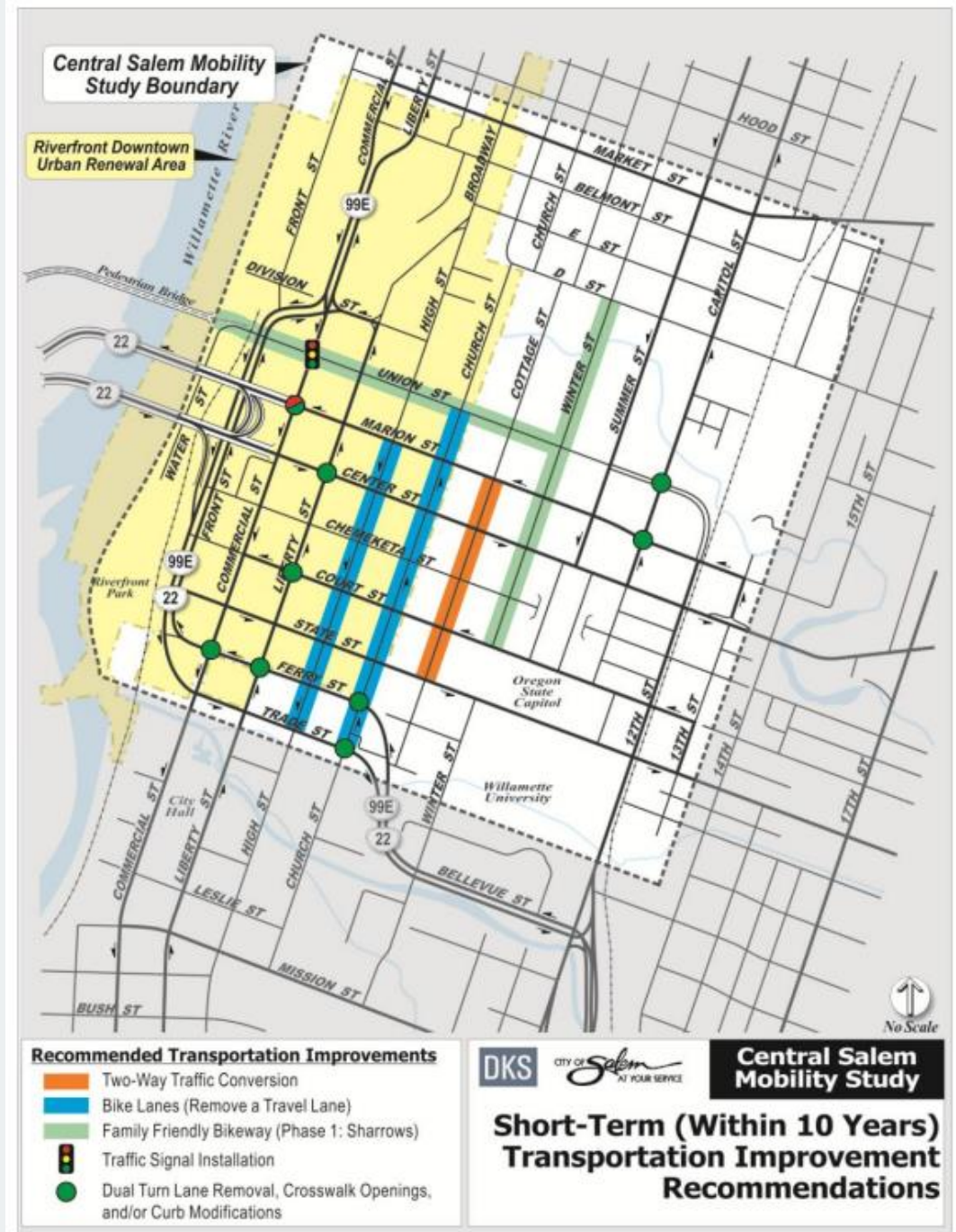


Project Background

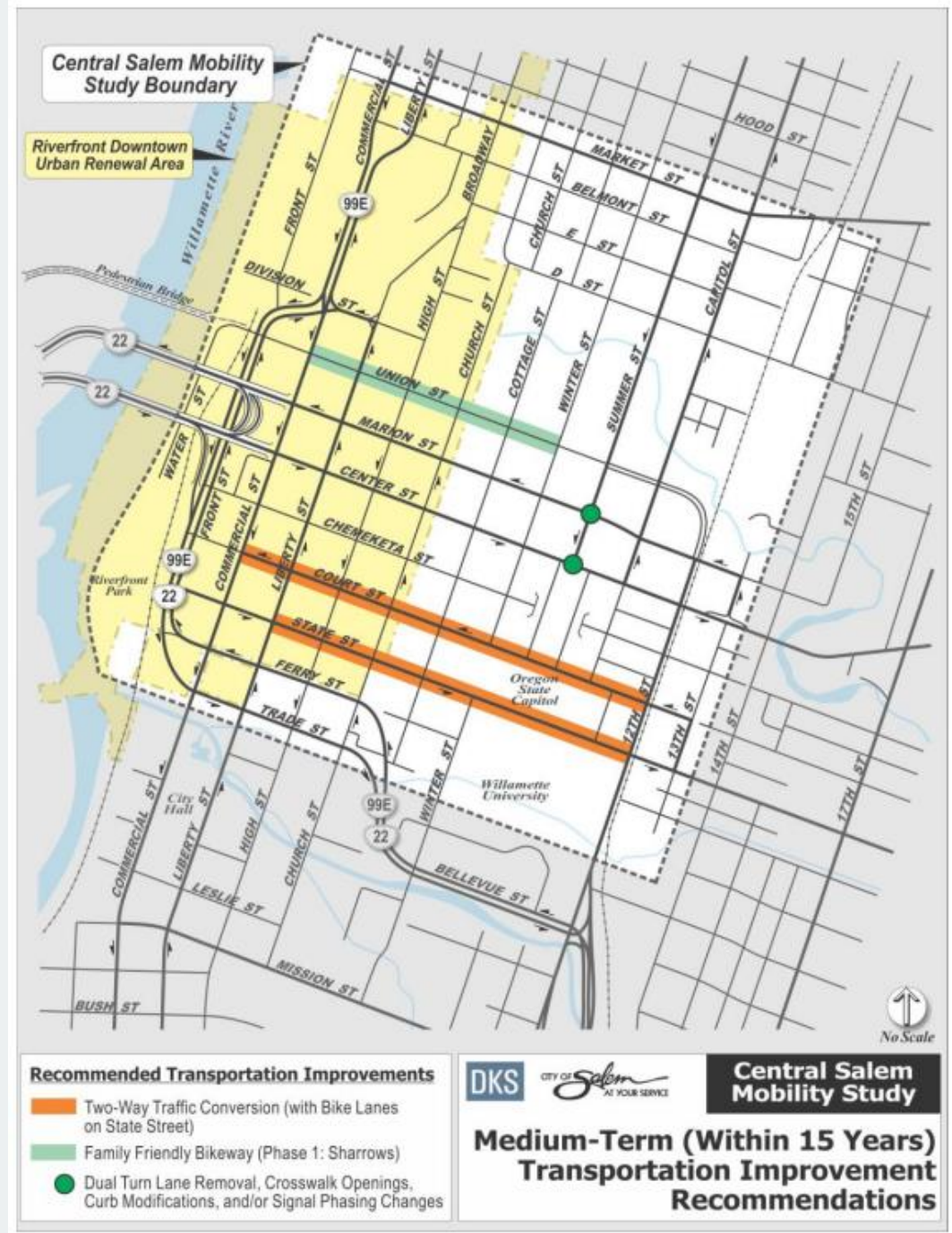
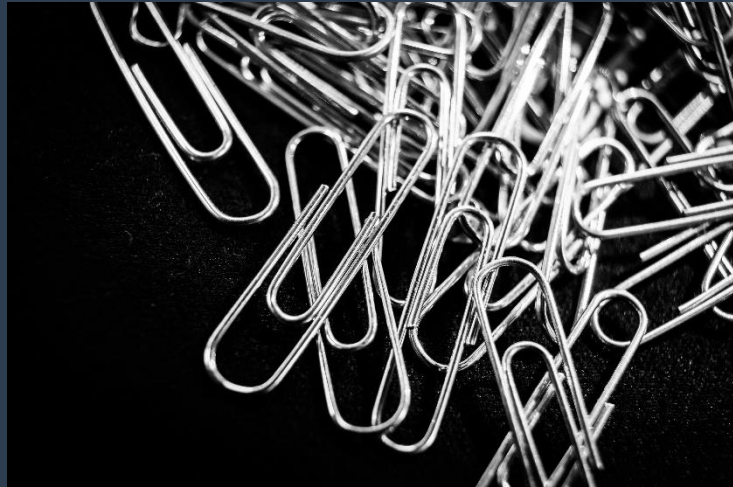
- 2011 – Central Salem Mobility Study started
- 2013 – Study completed, and recommendations adopted
- 2014 – Recommendations incorporated into the Salem Transportation System Plan



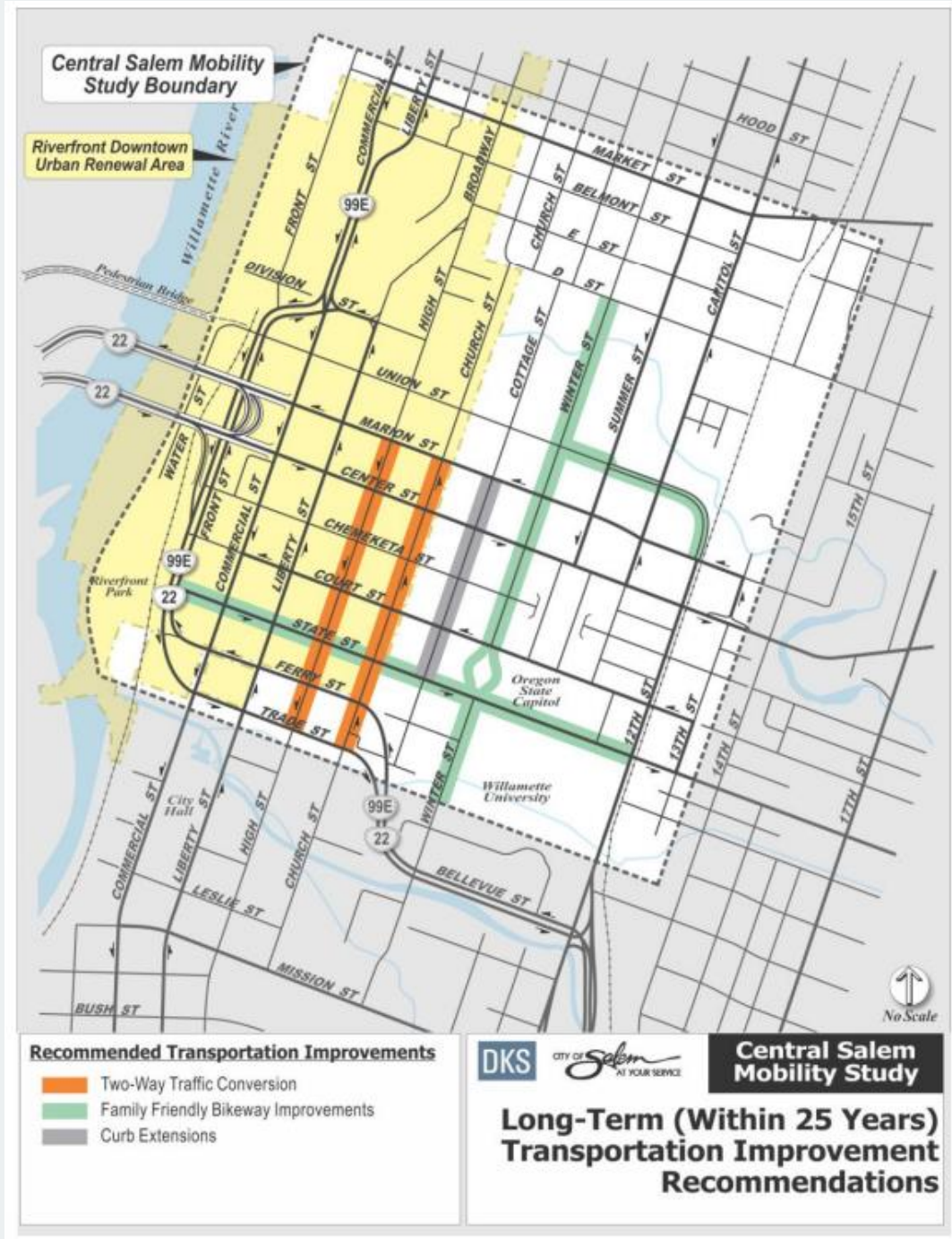
Recommendations



Recommendations



Recommendations



Project Background

- 2017 – First Family-Friendly Bikeway Improvement project completed, adding traffic signal to Union Street NE/Commercial Street NE intersection
- 2020 – Phase 2 development started



Project Area

PROJECT LOCATION MAP

UNION STREET NE FAMILY FRIENDLY BIKEWAY PN: 718509



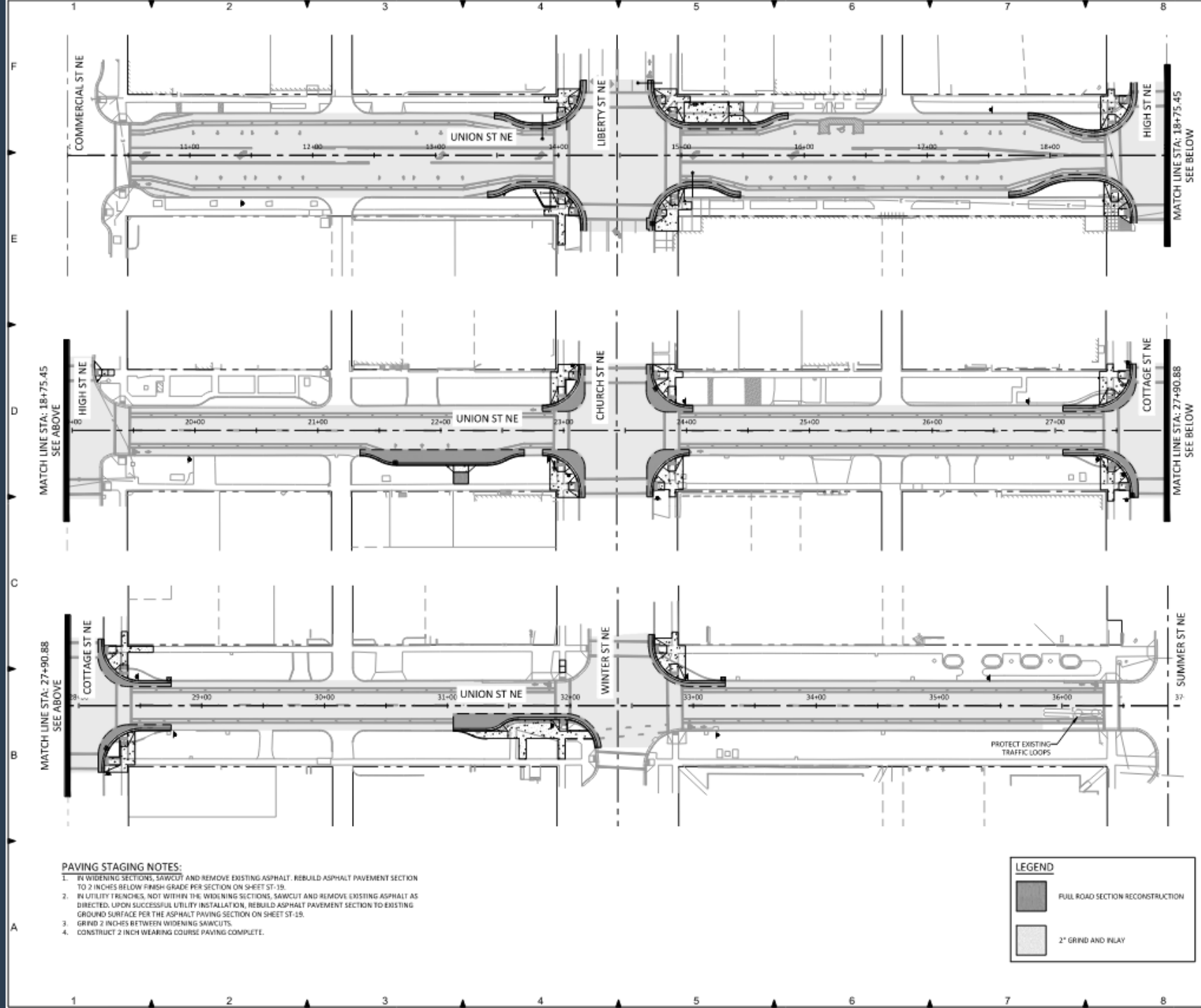
PROJECT LIMITS

CITY OF Salem
AT YOUR SERVICE
PUBLIC WORKS DEPARTMENT

ENGINEERING DIVISION
555 Liberty Street SE, Room 325
Salem, OR 97301-3513
Phone 503-588-6211
www.cityofsalem.net

October 2020

Preliminary Project Overview



Project Schedule

- Preliminary Design - Current
- Temporary Construction Easement Acquisition – Not required.
- Project Open House with questionnaire – June 8, 2021
- Final Design – Early 2022
- Construction - 2022



Main Street Association Downtown Business Survey Results

- | | Yes | No |
|---|-----------|-----------|
| 1. Are you familiar with SMSA? | 25 | 3 |
| 2. Have you participated in any events supported by SMSA? | | |
| ● On Your Feet Friday | 4 | |
| ● Dancing Stars | | |
| ● Holiday Lights | 7 | |
| ● First Wednesdays | 7 | |
| ● Go Nuts | 3 | |
| ● Naming the Alleyways | | |
| 3. If you participated, did it benefit you or your business? | 16 | 10 |
| 4. How would you like to see SMSA advocate for you on behalf of Downtown? | | |
| ● Continue to do what you are doing | | |
| ● Develop secure funding for professional management of SMSA and its activities, Like a BID or EID, coupled with elimination of parking district fees (replace with paid on-street parking) Increase in Downtown apartments will strain current parking enforcement. Affordable employee parking is needed too. | | |
| ● Improve parking | | |
| ● Preserve street parking | | |
| ● More attractive Downtown | | |
| ● Safer Downtown | 2 | |
| ● Eliminate homeless issues | 4 | |
| ● Better communication on what going on Downtown to share with customers | | |
| ● More events | 3 | |
| ● Physical mailers to residents | | |
| ● Get more people in stores and not just raise awareness | | |
| ● Promote businesses that are less seen, rather than the ones directly on Liberty | | |
| ● Collaborate to get businesses to work collectively | 2 | |
| ● Update the survey with events that are current | | |
| ● Connect more with business owners | | |
| ● Ask what we think would be valuable venues for downtown businesses more | | |
| ● More downtown community events | | |
| ● Holiday parade | | |
| ● Use social media to feature stores, photos, videos about owners stories, histories | | |
| ● Clean up the alleys and remove tents from streets | | |
| ● Act as marketing tool because Travel Salem doesn't do a good job locally | | |
| ● Bring back weekend street closures on State St. | | |
| ● Is a mess | | |
| ● More events on south end of Commercial | | |
| ● More attention to High St. | | |
| ● Go away, blah, blah, blah | | |
| ● SMSA not chosen by owners, don't ask us for input, get rid of them, blah, blah | | |

5. What events would you like SMSA to continue to support?

- Holiday Lights 8
- Dancing with Stars
- First Wednesday 11
- Go Nuts
- On Your Feet Fridays 2
- More outdoor events
- Halloweek

6. What other events would you like to occur Downtown?

- Any events that bring people Downtown
- Block parties with street closures
- Any and all
- Raffle to win prizes offered by stores to get customers into your store
- Month long passports to give people time to spend time in each store with objectives. Categorize venues, for example, feature places with “things to do”, then “places to eat”
- Events that give people incentives to buy, rather than just come into the store
- I think many of the SMSA events were good
- Xmas parade, maybe on sidewalk
- Hanging flower baskets in summer 2
- Promote shopping downtown
- Connect riverfront events with downtown
- Educate people where the downtown free parking is
- Better promotion about what is happening downtown (where do you advertise)
- Holiday parade
- Outdoor music events 3
- Events that get media attention and improve public perception of downtown
- More live performances
- Collaborate with me on Halloween event we have held the past few years
- More events like First Wednesday
- More on Commercial St.
- A real downtown organization blah, blah, blah
- Community sidewalk sale
- I don't want SMSA to continue
- Christmas decorations

7. What are your top three concerns?

- Customer safety 6
- Building security 4
- Tents on the streets
- Better communication from city, SMSA, and other businesses
- Cleanliness 5
- Cohesive, beautiful, walkable Downtown
- Parking 6
- Parking, some sidewalk eating is not being used and taking up parking spaces 3

- Equitable parking
- Funding seasonal décor
- Sustainability
- Quality events and downtown promotions
- Capitalize on opportunities having downtown residents presents
- Homelessness **7**
- Get more people coming downtown
- Change perception that “live shopping experience” is “cooler” than shopping “online”
- Boarded businesses
- Visibility, getting people to know where we are
- Getting enough people to participate to make it worth while
- Getting foot traffic in store
- Get customers to feel like there is a lot to do downtown
- Negative image people have of coming downtown
- Improve public perception of downtown
- Loss of large retailers
- Attitudes
- Unfriendly competition
- Make downtown a destination
- Downtown more family friendly
- Free parking
- Stop removing parking, especially with more downtown residents and businesses
- Lack of support for small businesses from City Council
- Lack of foot traffic, visibility, for businesses on Commercial St.
- Have a real downtown organization blah, blah, blah
- More public restrooms
- Retail is as important as restaurants, too much noise from music and events allowed downtown, get rid of tents and give back retail its parking

8. What are your suggestions to address your top concerns?

- Allow police to do their job
- Pay parking **2**
- Give back parking spaces to the city unless a quality structure is built
- BID/EID
- Partnering with other organizations (Convention Center, Travel Salem) and targeting downtown residents to bring and promote events downtown, Riverfront Park, visitors and conferences
- Help stores create events to get customers in their stores but not all on the same day to avoid stores competing with each other. Stagger them. Have events occur during “bad weather” months.
- More business collaboration for the betterment of all downtown
- Creative use of sidewalks, more than restaurant seating
- Homeless – community liaisons to help unhoused in downtown to work toward more kind solutions
- Use more social media

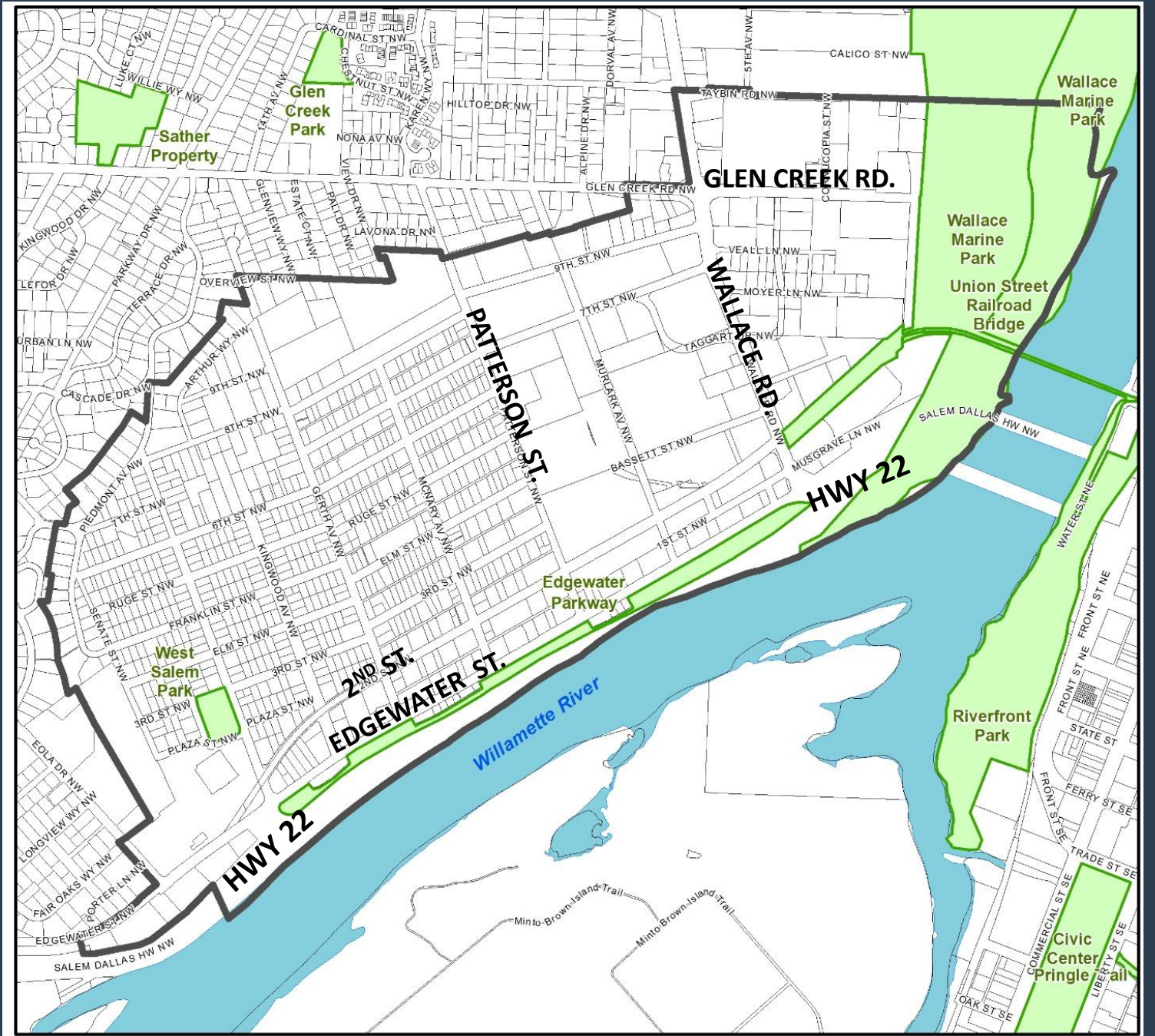
- More advertising of downtown businesses and events
- Connect with downtown businesses. Not sure what SMSA does or who is in charge
- Get businesses owners to help promote events
- Elect city council that shares concerns for downtown businesses and property owners
- Keep homeless out of downtown
- Media campaign to emphasize positive direction downtown is going, use photos videos. Emphasize local shops
- Work business owners to make events a success
- Don't allow "camps" on sidewalks
- Add another parking garage and use parking at City Hall
- Elect councilors that believe in capitalism, freedom, and democracy
- Go away, we don't want you blah, blah, blah
- Flower baskets, Christmas decorations, more police after 10 am, get rid of restaurant tent rubbish and return parking to retail

West Salem Urban Renewal Area

Tory Banford, City of Salem Urban Development Department

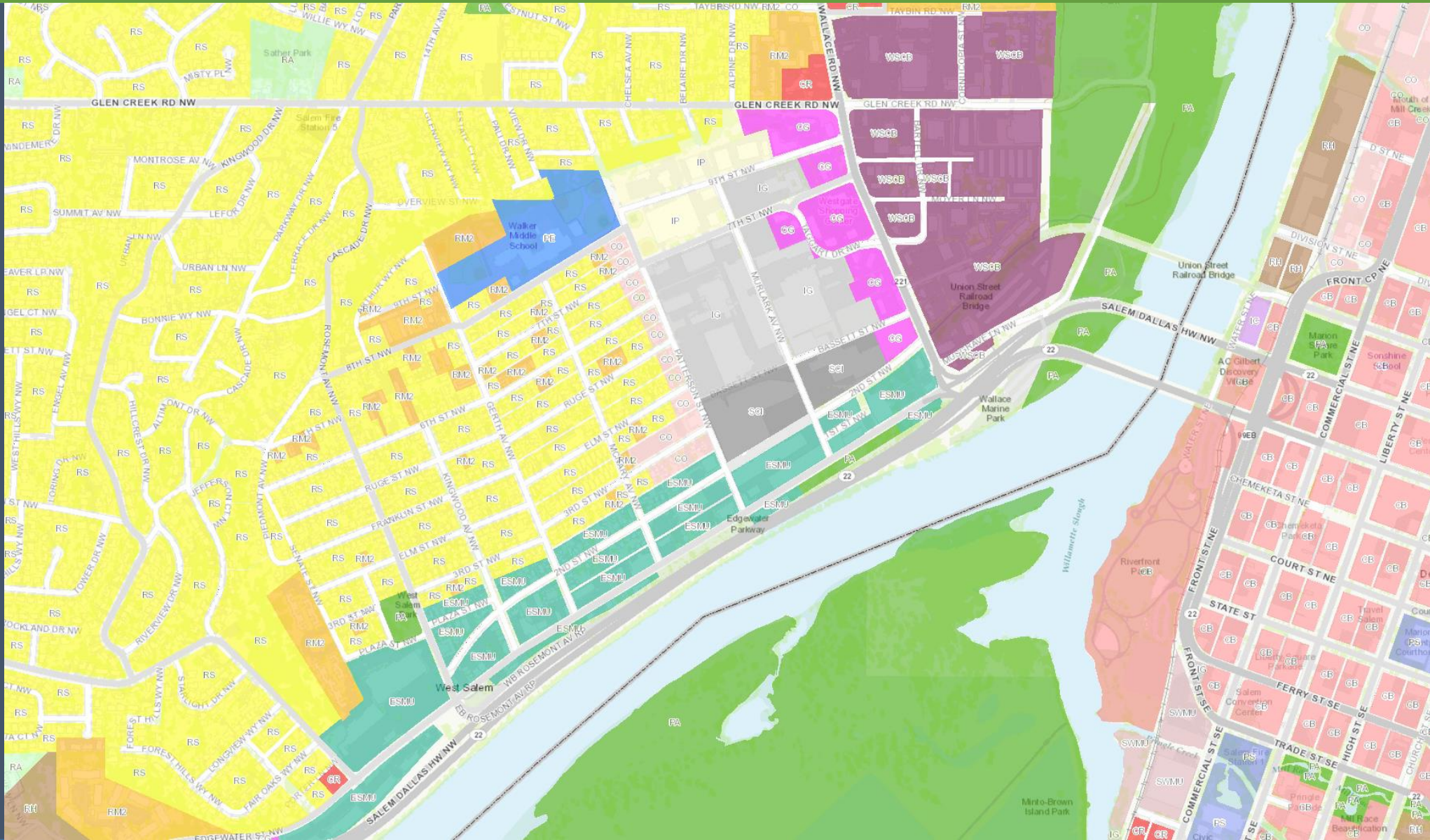


West Salem Urban Renewal Area



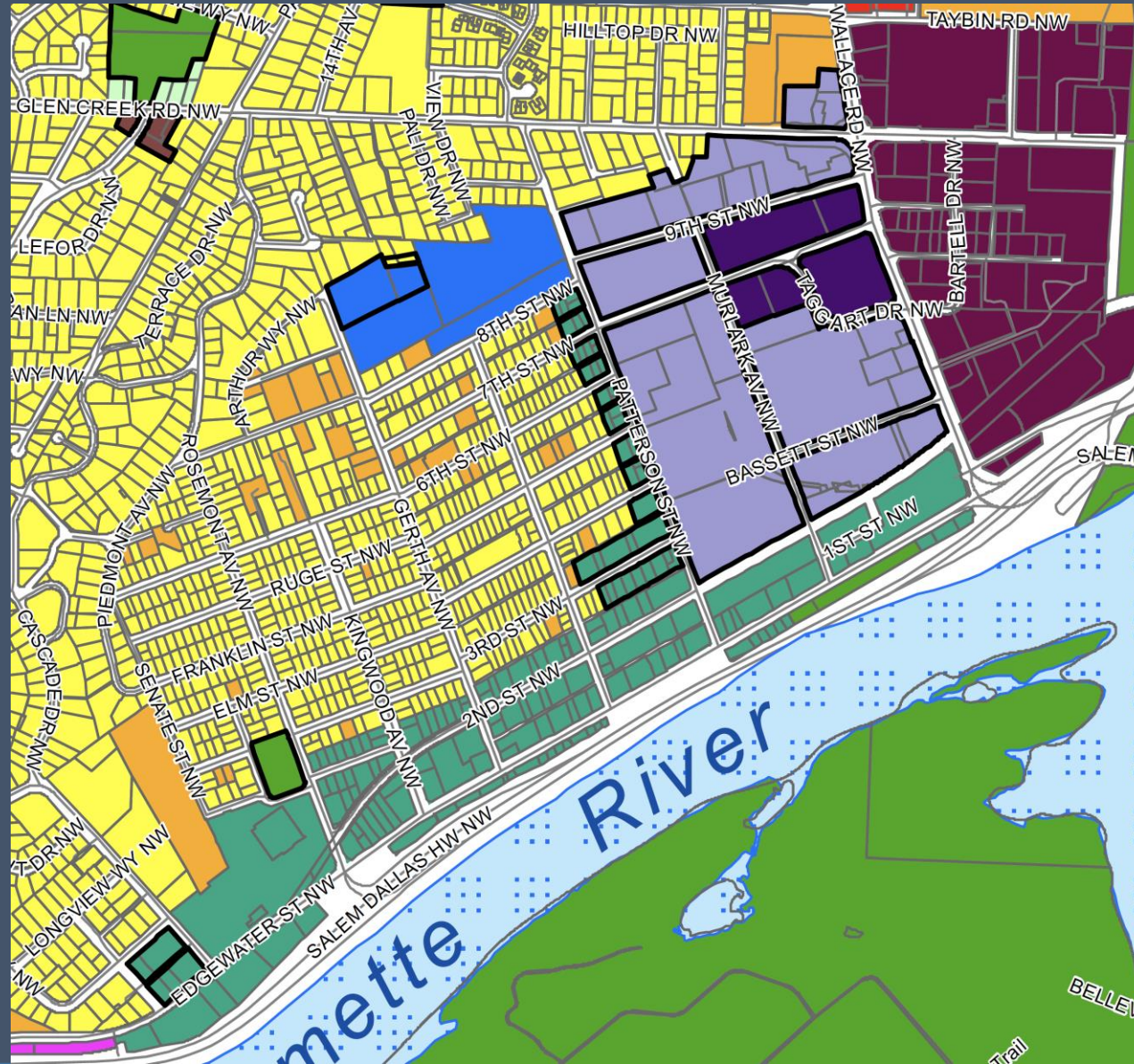
2018 Zone Change

West Salem Business District

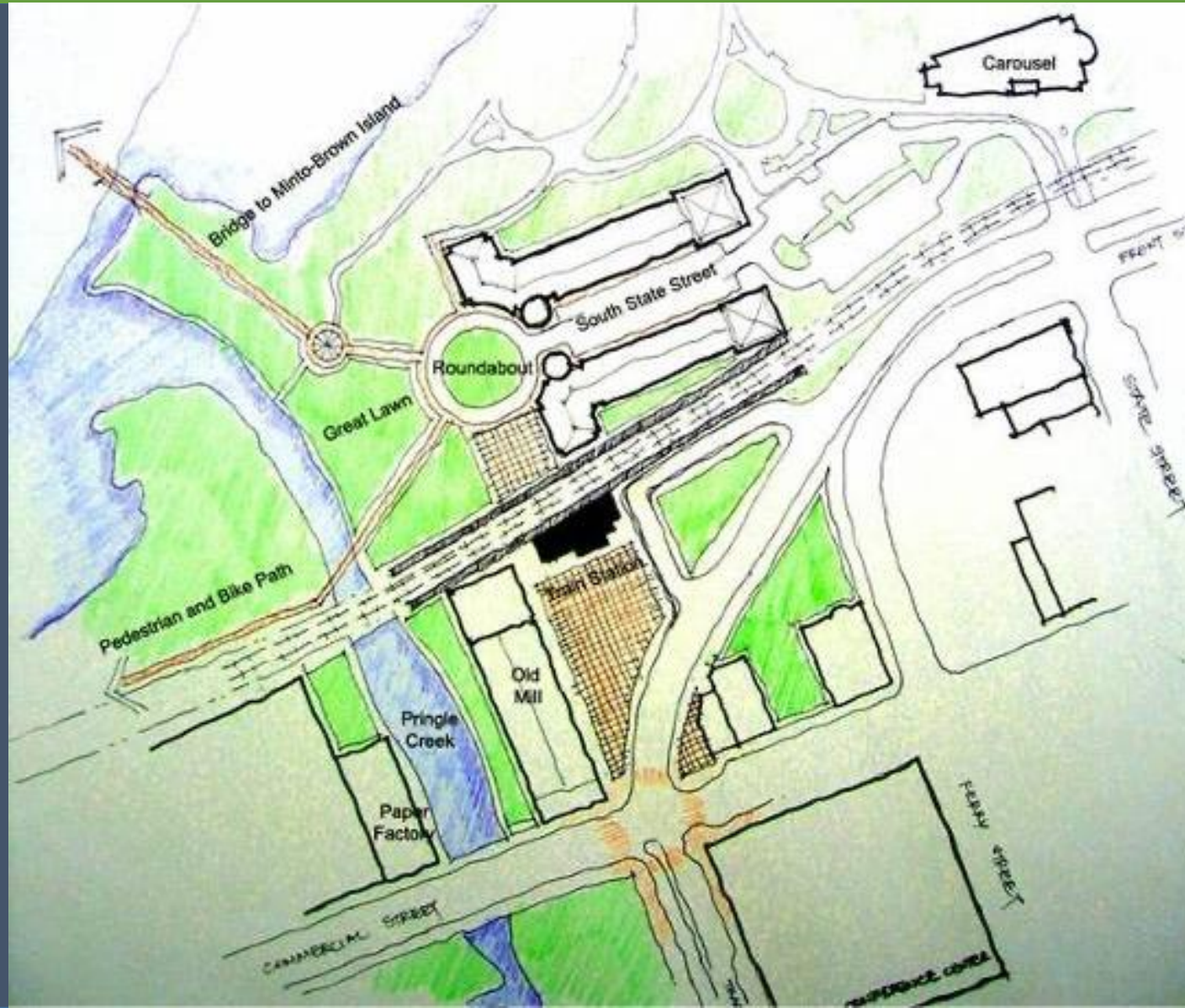


2021 Our Salem

West Salem Business District



Urban Land Institute



Additional Information

West Salem Urban Renewal Area



WSURA Redevelopment Grant

- Funding match
- Eligible projects

Enterprise Zone

- New investment
- 3 to 5 year property tax abatement
- Industrial uses and E-commerce

Opportunity Zone

- 2018 tax incentive
- Capital gains via opportunity fund
- Tax liability decrease over time

Business Retention and Expansion

Contact

Urban Development Department

Tory Banford

350 Commercial St NE

Salem, OR 97301

(503) 540-2445

tbanford@cityofsalem.net

Thank you



CITY OF *Salem*
AT YOUR SERVICE

