



OUR SALEM

Joint City Council and Planning Commission Work Session

Our Salem Project

September 23, 2020

CITY OF *Salem*
AT YOUR SERVICE



CASCADIA
PARTNERS



Agenda

Overview

Public Outreach

Draft Vision

- Draft Statement and Goals
- Proposed Comprehensive Plan Map

Next Steps

Discussion

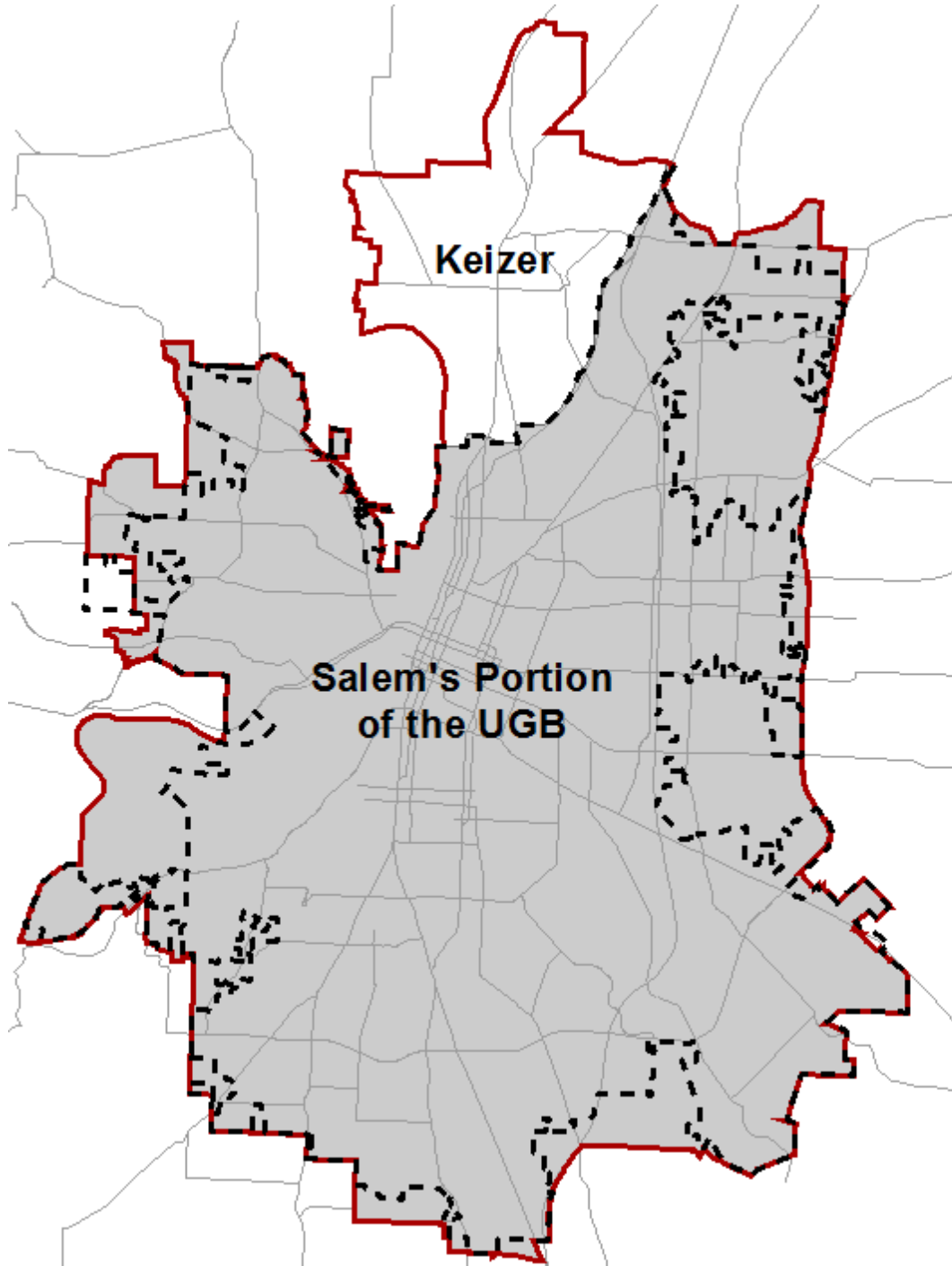





What is Our Salem?

Updating the Comprehensive Plan

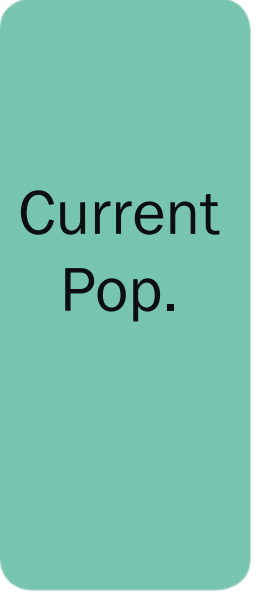
- Guide future growth and development in the Salem area
- Meet community's current and future needs





-  Salem's Portion of the UGB
-  Urban Growth Boundary
-  Salem City Limits

210,000



Current
Pop.

270,000



Est.
2035
Pop.

Public Outreach

Visioning



Visioning

Fall 2019



Scenarios

Spring 2020



Community Vision

Fall 2020



Outreach

Community Meetings
Community Events
Dot Voting
Facebook Live
Interactive Online Mapping
Project Website
Property Owner Meetings
School Events
Social Media
Stakeholder Interviews
Surveys
Traditional Media
Utility Bill Insert
Webinar
Videos
Workshops

Attended more than **120** in-person and virtual meetings and events



Engaged with more than **80** community groups

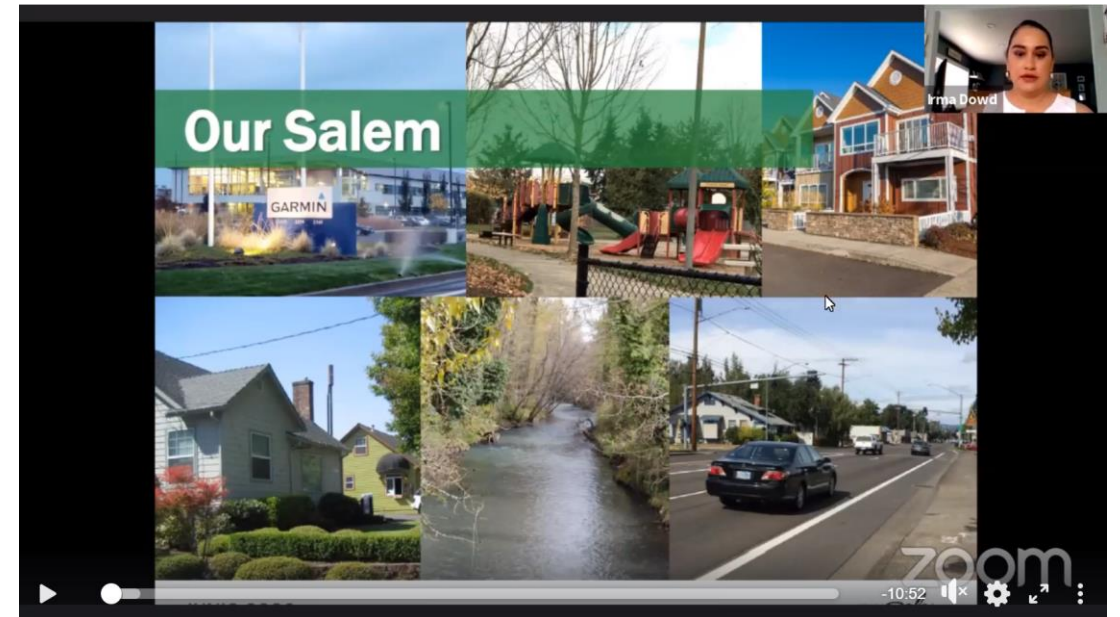


Webinar and Facebook Live



English Webinar in April

- More than 100 attendees
- 157 recording views



Spanish Video in April

- 26 views

Spanish Facebook Live Event in June

- 211 views

Spring Survey

Spanish and English

More than 460
responses

Major Takeaways

- **Guiding principles:** Overall support
- **Example of ideas with high-level of support:**
 - Encourage long-term **housing affordability**
 - Support **small businesses** and entrepreneurs
 - Promote a **mix of uses** along corridors and near downtown
 - Promote **active recreational** opportunities
 - Protect waterways and **water/air quality**
 - Encourage **transit that connects** neighborhoods to jobs, services, shops, and schools

Scenario Survey

Spanish and English

More than 400
responses

Major Takeaways

- **Mixed use:** Lancaster, Commercial S, downtown area, inner West Salem, Commercial/Kuebler area
- **Commercial:** Distribute throughout Salem/along major roads
- **Industrial:** Keep generally where it is today
- **Multifamily:** Distribute throughout Salem and near frequent transit
- **Neighborhood hubs:** Distribute throughout Salem
- **Riverfront Park:** Expand north of downtown

Neighborhood Hub Survey

Spanish and English

More than 690
responses

Major Takeaways

- **Location:** Busier streets and/or at intersections
- **Size:** Generally smaller clusters of businesses
 - 62.2% Support clusters of 3-6 businesses
 - 42.0% Support clusters of 7-10 businesses
- **Design:**
 - Limitations on height and square footage
 - Primary entrances should face the street

Salem's Draft Vision

Draft Vision Statement

Salem is a prosperous, equitable, sustainable city where everyone has access to affordable housing and safe transportation choices, local businesses are thriving, and open spaces and the environment are valued and protected.

Draft Goals

Long-term outcomes that Salem hopes to achieve

- Goals to be carried forward and included in the Comprehensive Plan
- Detailed policies that support the goals and vision to be developed (revised/updated)



Focus Areas for Goals

Community Engagement

Land Use and Urbanization

Housing

Economic Development

Parks and Recreation

Natural Resources and Natural Hazards

Willamette Greenway

Transportation

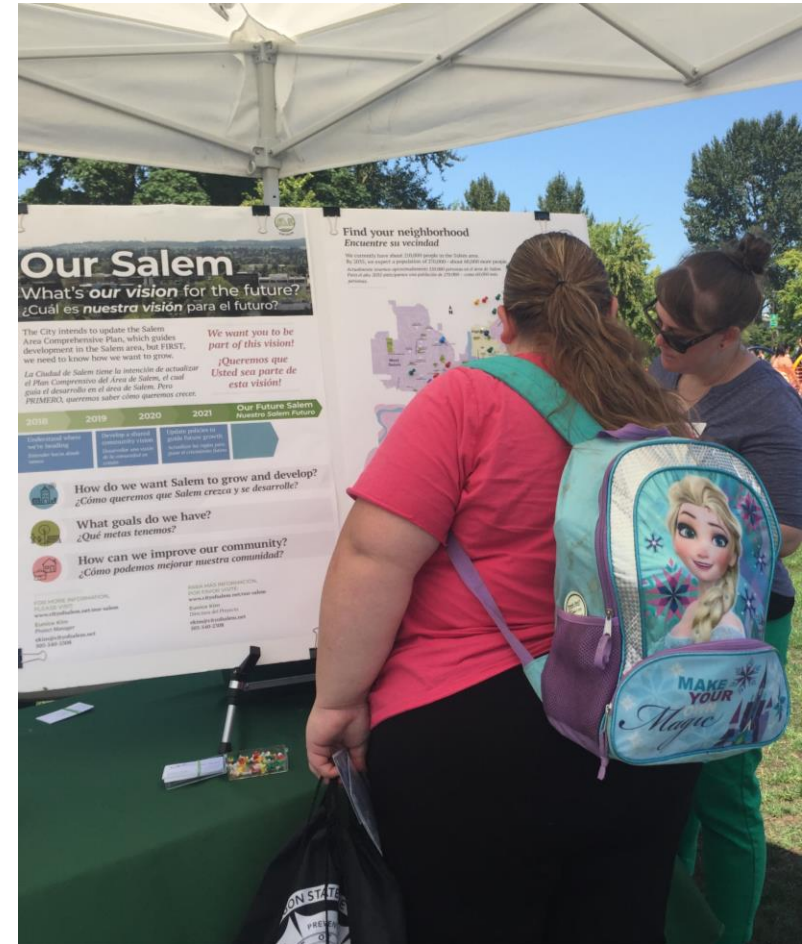
Community and Public Facilities and Services



Community Engagement Goal *(page 22)*

Community Engagement

Engage the public in planning, investment, and policy decisions and in the implementation of this Comprehensive Plan through inclusive, equitable, transparent, and collaborative processes that foster meaningful involvement from all members of the community.



Housing Goals *(page 24)*

Housing Choice

Housing Affordability

Complete Neighborhoods

Livability and Sustainability

Encourage housing that provides convenient access to jobs, services, and amenities that meets residents' daily needs.



Economic Development Goals *(page 25)*

Economic Development

Land Supply

Access and Livability

Design

Workforce and Training

Strengthen and diversify the economy to enhance Salem's economic prosperity and resilience.



Natural Resources and Natural Hazards Goals

(page 27)

Environmental Protection

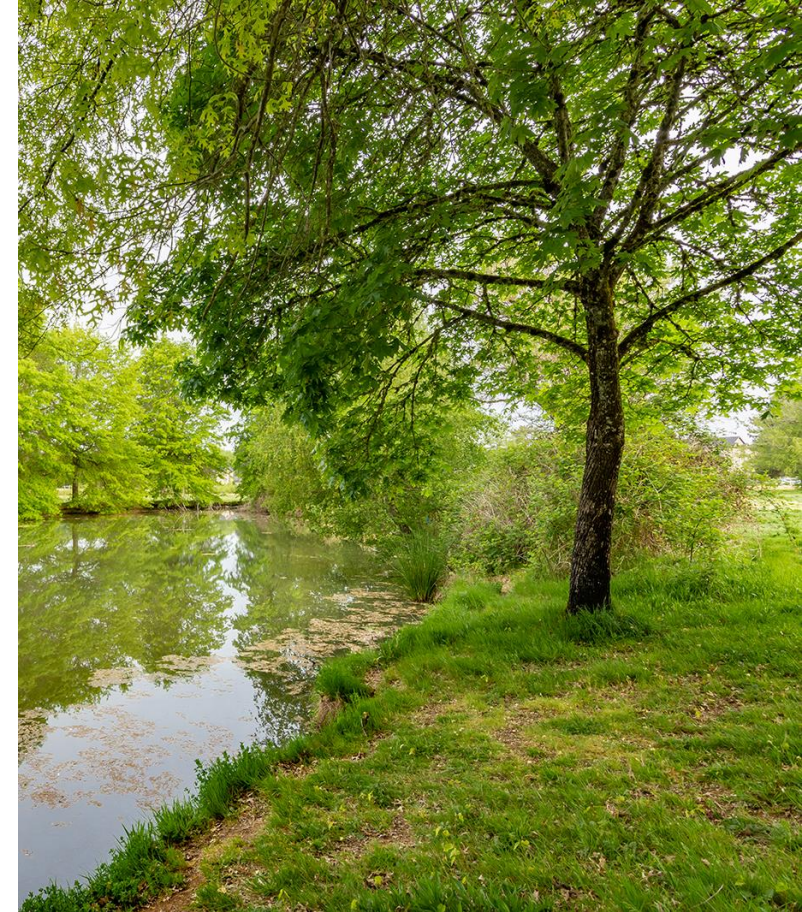
Greenhouse Gas Emissions

Urban Forest

Design and Development

Natural Hazards and Resilience

Reduce greenhouse gas emissions that contribute to climate change and negatively impact the environment, public health, and community resiliency.



Transportation Goals *(page 29-30)*

Complete Streets

Greenhouse Gas Emissions Reduction

Equity

Develop and maintain an integrated, equitable multimodal transportation network that promotes safe, convenient, efficient travel for every user and contributes directly to the health, economic vitality and quality of life of all residents, especially the most vulnerable, and the broader community.

Include non-automobile modes of transportation, including bicycling, walking and public transportation, in all transportation planning and projects. Ensure the transportation system continues to support motor vehicle travel that serves personal needs, commerce, and emergency response. Plan for new and emerging transportation modes.

Transportation Goals *(page 30-31)*

Local Connectivity

Bicycle System

Pedestrian System

Transit System

Transportation System Management

Neighborhood Traffic Management

Transportation System Maintenance

Street System

Travel Demand Management

Parking Management

Intercity Passenger Travel

Freight Movement

Transportation Finance

Community and Public Facilities and Services Goals *(page 32)*

Community Spaces and Culture

Public Facilities and Services

Service Provision and Development

Stormwater Management

Food

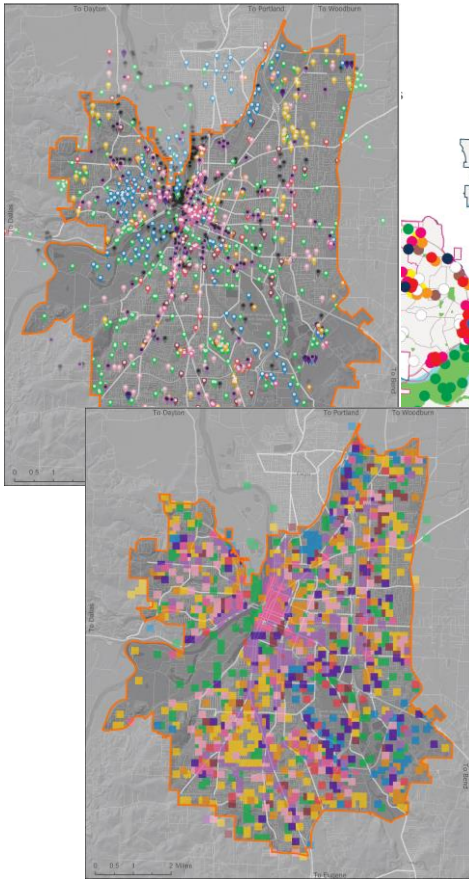
Historic

Maintain and improve the drainage system to alleviate stormwater problems, reduce flooding, and protect the safety and security of residents and properties

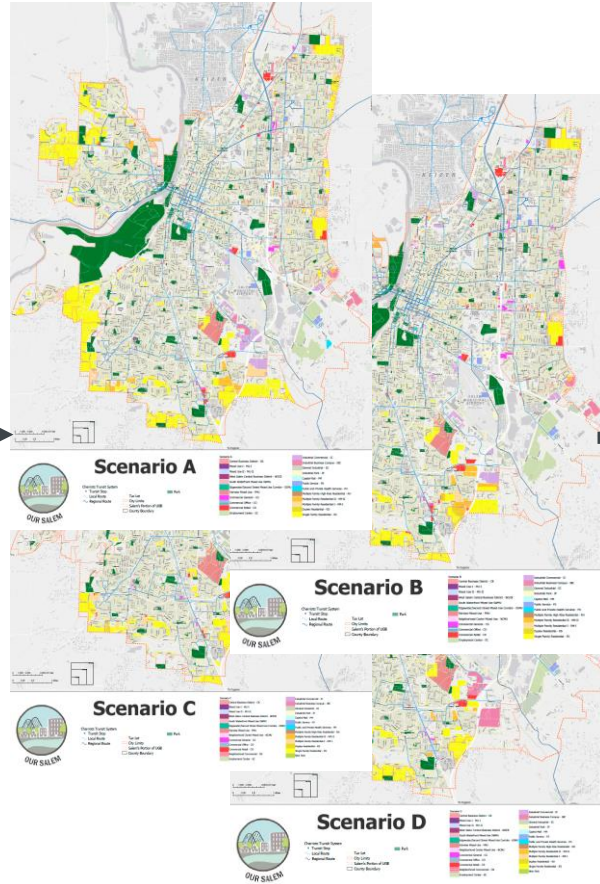


Salem's Draft Vision: Proposed Comprehensive Plan Map

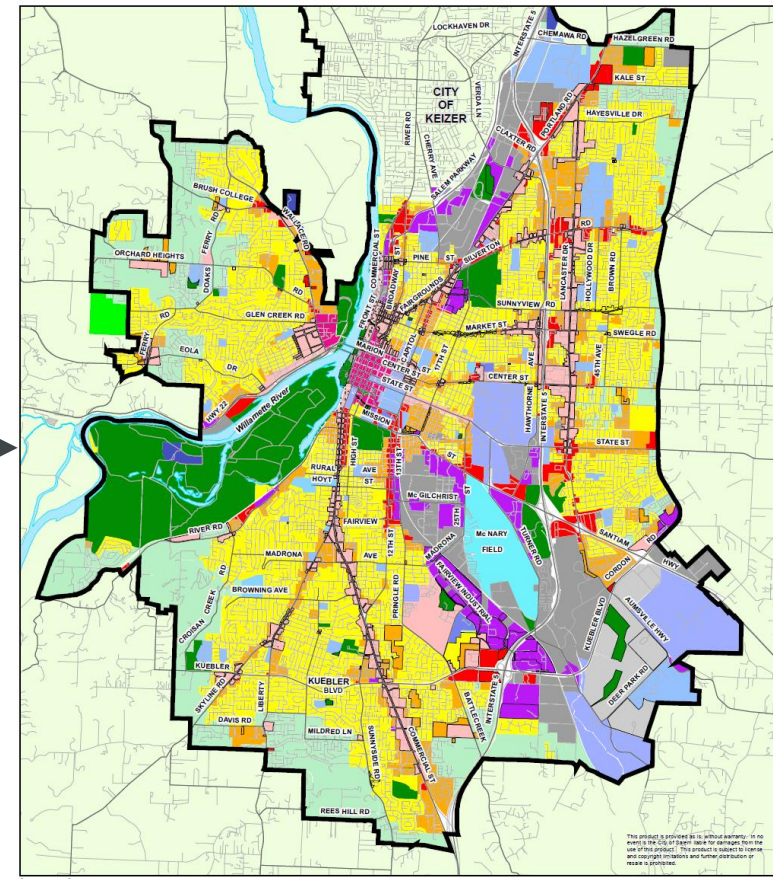
Comprehensive Plan Map Process



Community Meetings
and Workshops

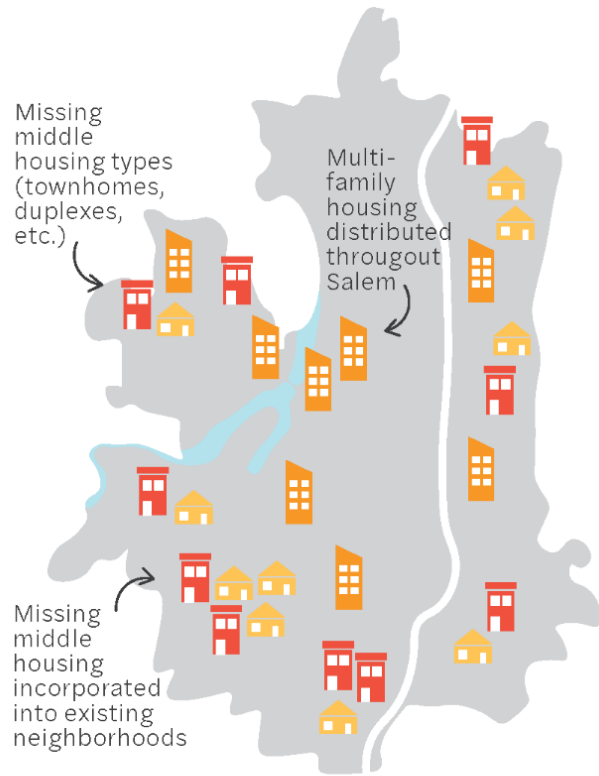


Scenarios



Proposed Comprehensive
Plan Map

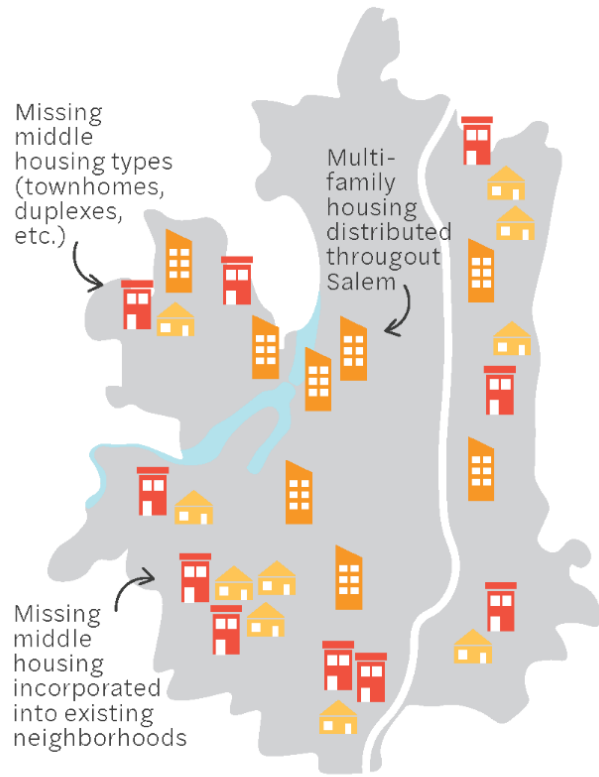
Big Ideas



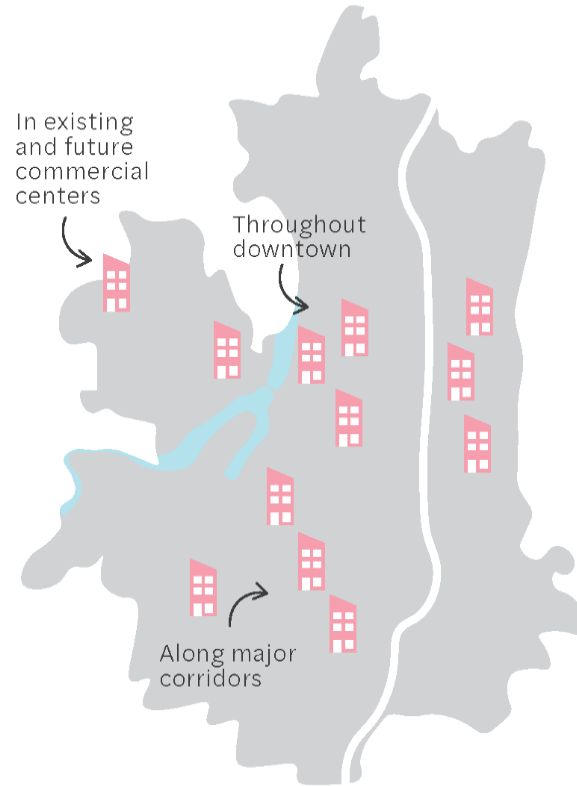
Housing

- Need for multifamily housing
- Incorporation of HB 2001

Big Ideas



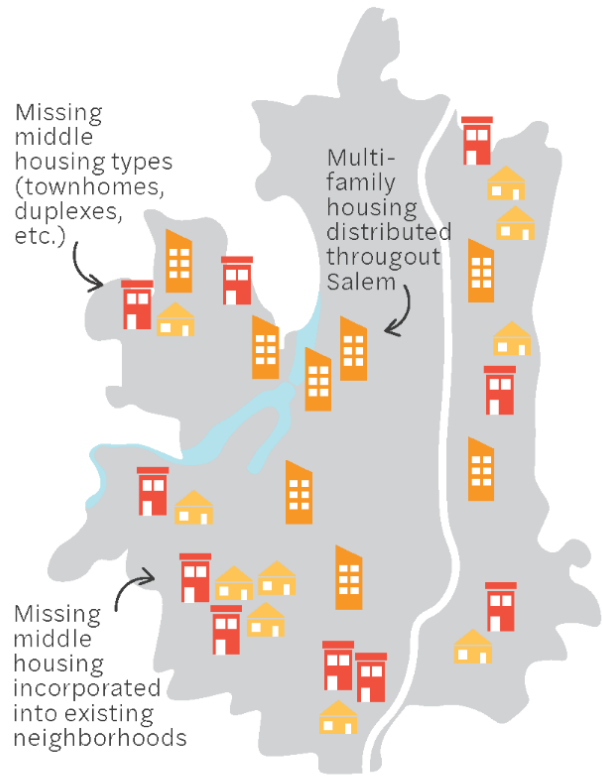
Housing



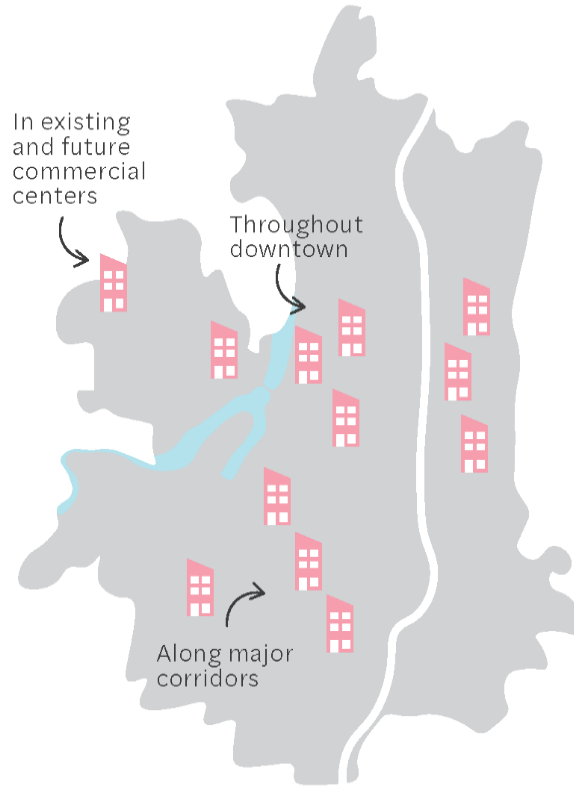
Mixed Use

- Flexibility

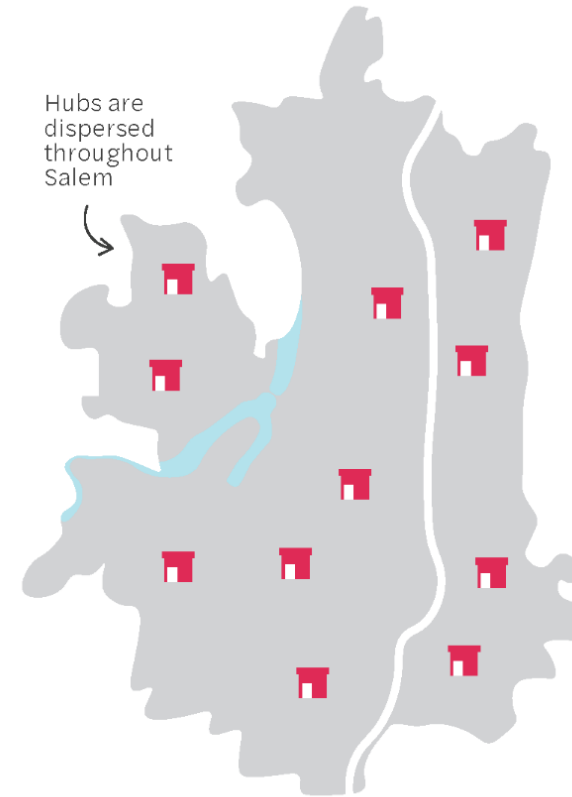
Big Ideas



Housing



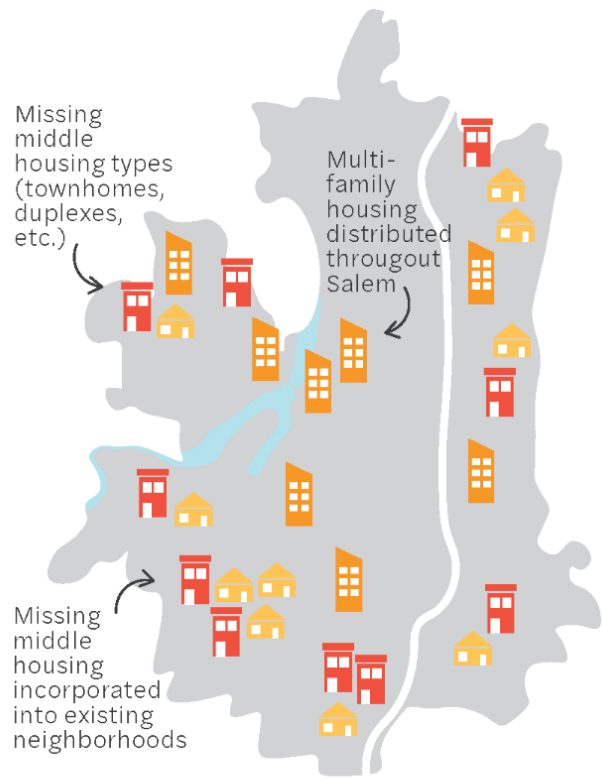
Mixed Use



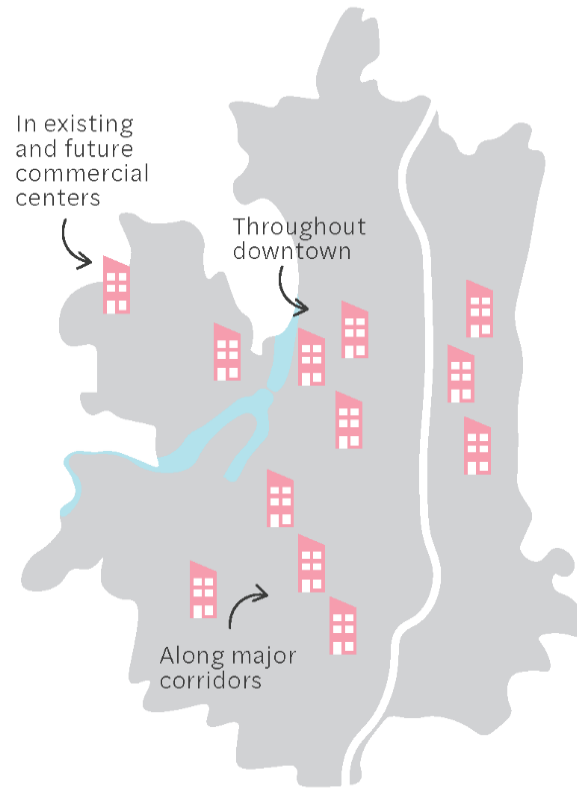
Neighborhood Hubs

- Access

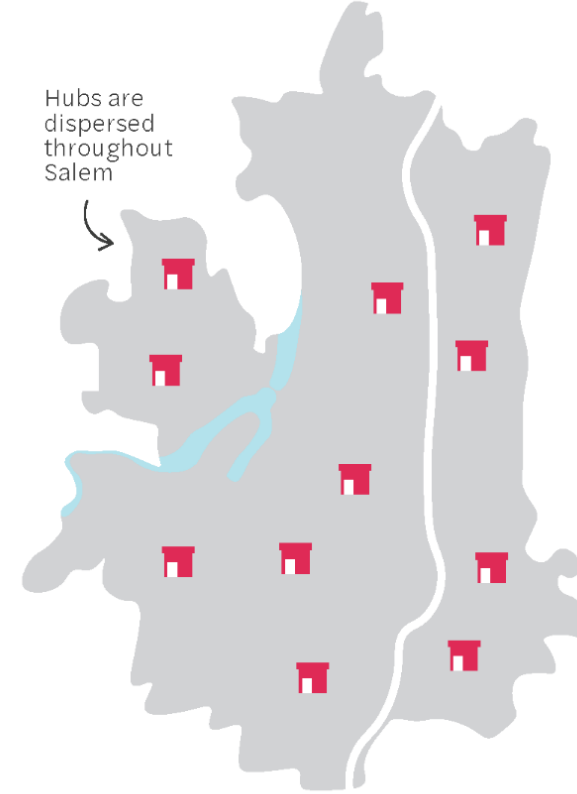
Big Ideas



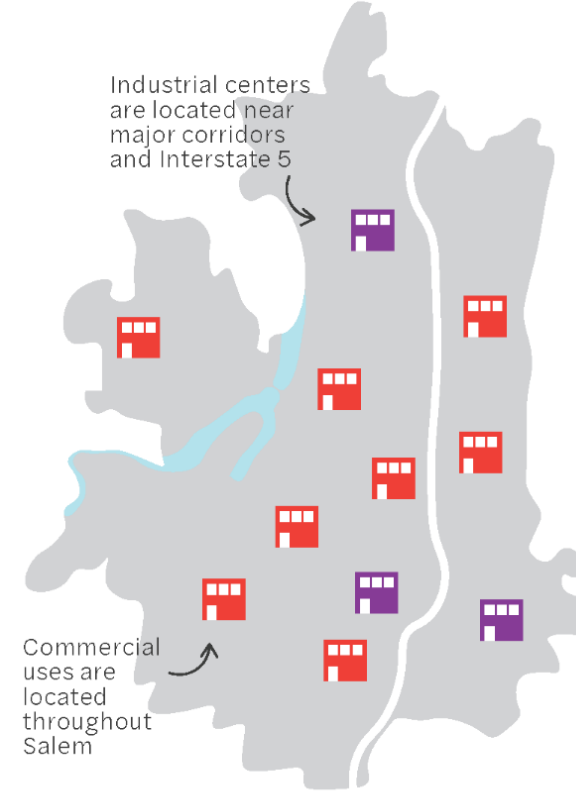
Housing



Mixed Use



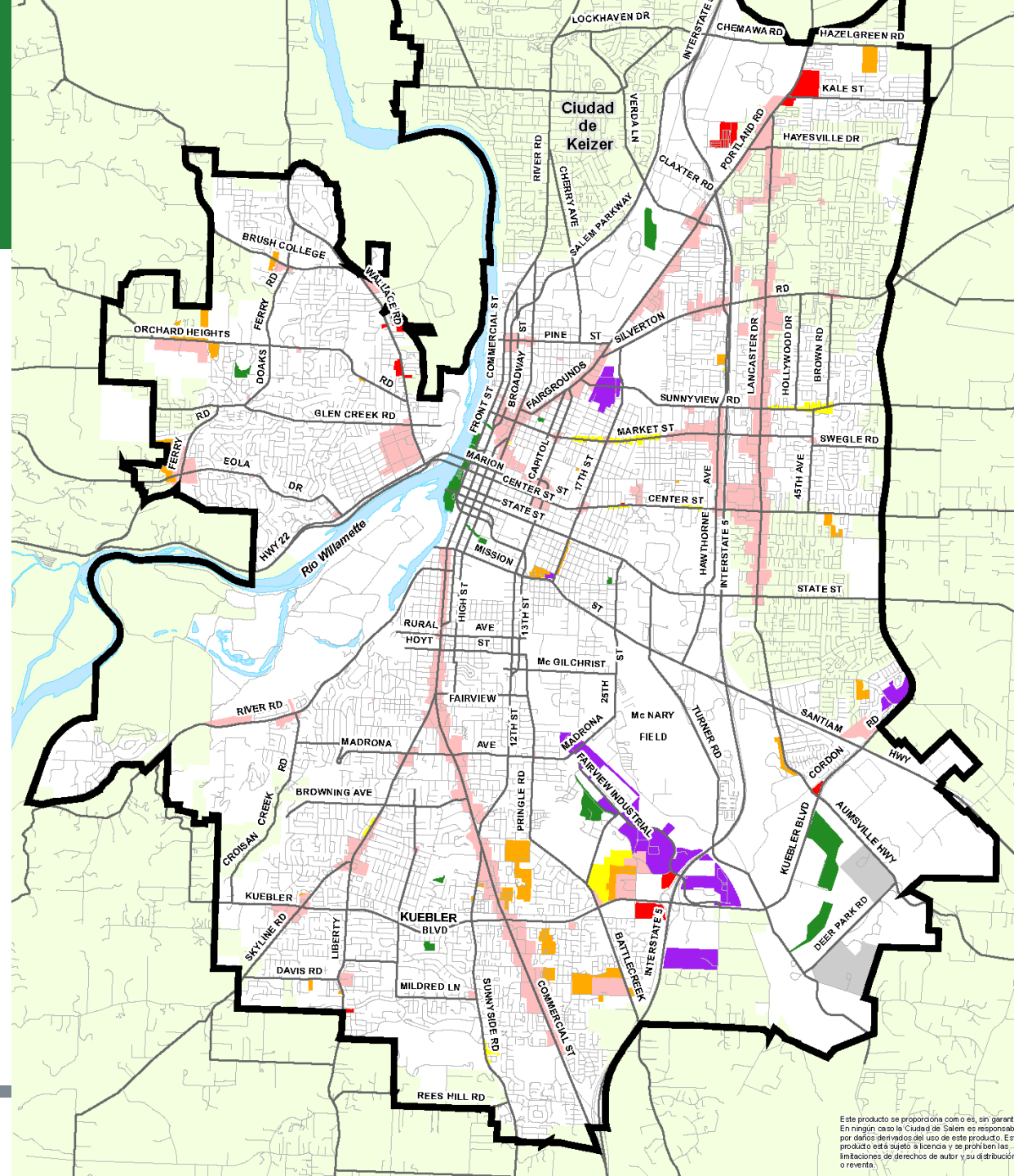
Neighborhood Hubs


























Employment

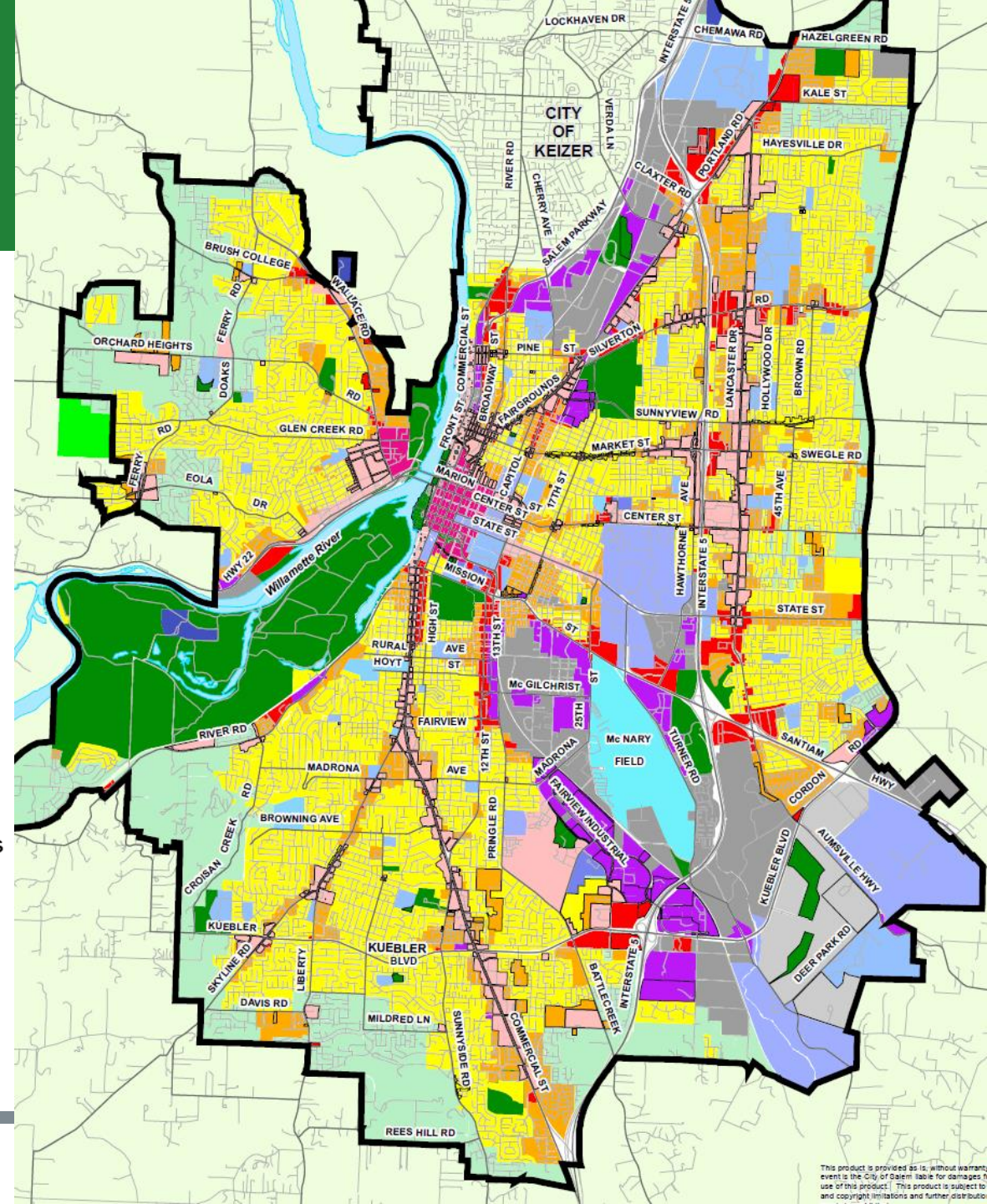
Proposed Changes

-  COM - Commercial
-  EC - Employment Center
-  IC - Industrial Commercial
-  MF - Multi-Family Residential
-  MU - Mixed Use
-  POS - Parks - Open Space - Outdoor Recreation
-  SF - Single Family Residential
-  Urban Growth Boundary
-  Outside Salem City Limits



























Proposed Comprehensive Plan Map

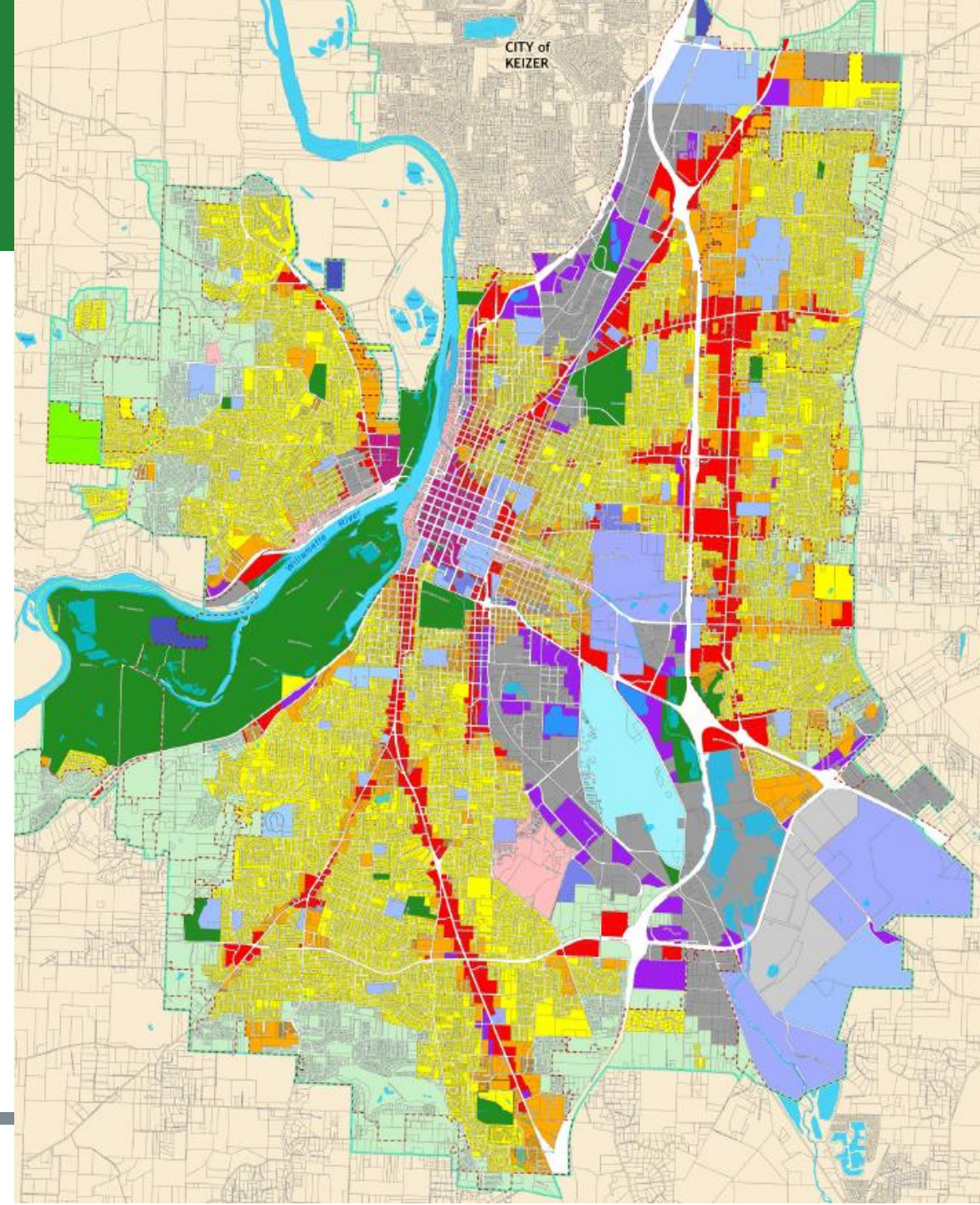
- | | | | |
|--|--------------------------------------|---|--|
|  | CB - Central Business District |  | IC - Industrial Commercial |
|  | COM - Commercial |  | IND - Industrial |
|  | CS - Community Service |  | MF - Multi-Family Residential |
|  | CSA - Community Service Airport |  | MU - Mixed Use |
|  | CSC - Community Service Cemetary |  | POS - Parks - Open Space - Outdoor Rec |
|  | CSE - Community Service Education |  | ROM - River Oriented Mixed Use |
|  | CSG - Community Service Government |  | SF - Single Family Residential |
|  | CSH - Community Service Hospital |  | Proposed Comprehensive Plan Change Areas |
|  | CSS - Community Service Sewage and : |  | Urban Growth Boundary |
|  | DR - Developing Residential |  | Outside Salem City Limits |
|  | EC - Employment Center |  | Major Streets |
|  | FRM - Farm Resource Management |  | Other Streets |



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Current Comprehensive Plan Map

- | | | | |
|--|--------------------------------------|---|--|
|  | CB - Central Business District |  | IC - Industrial Commercial |
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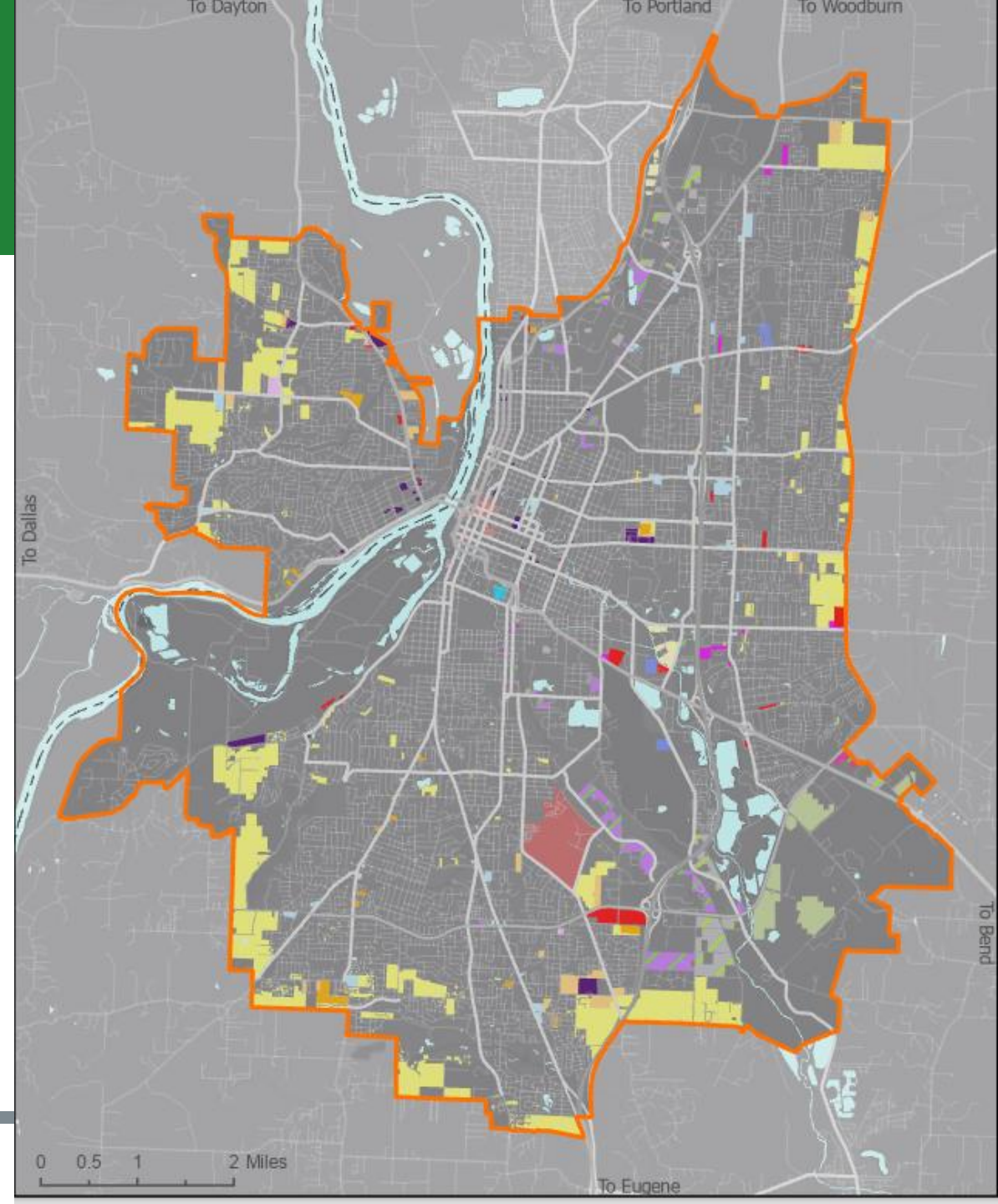
Interactive Map

Our Salem Draft Vision Map

The map displays various colored zones and landmarks in Salem, Oregon. Key roads shown include Highway 22, Independence Hwy, and several local streets like Oak Grove Rd and Hazelgreen Rd. The Willamette River is also visible. A search bar on the right is titled "Search Results" and contains the text "Find address or place". Navigation controls on the left include a home button, a refresh button, and a scale bar indicating 2 miles.

Preferred Scenario

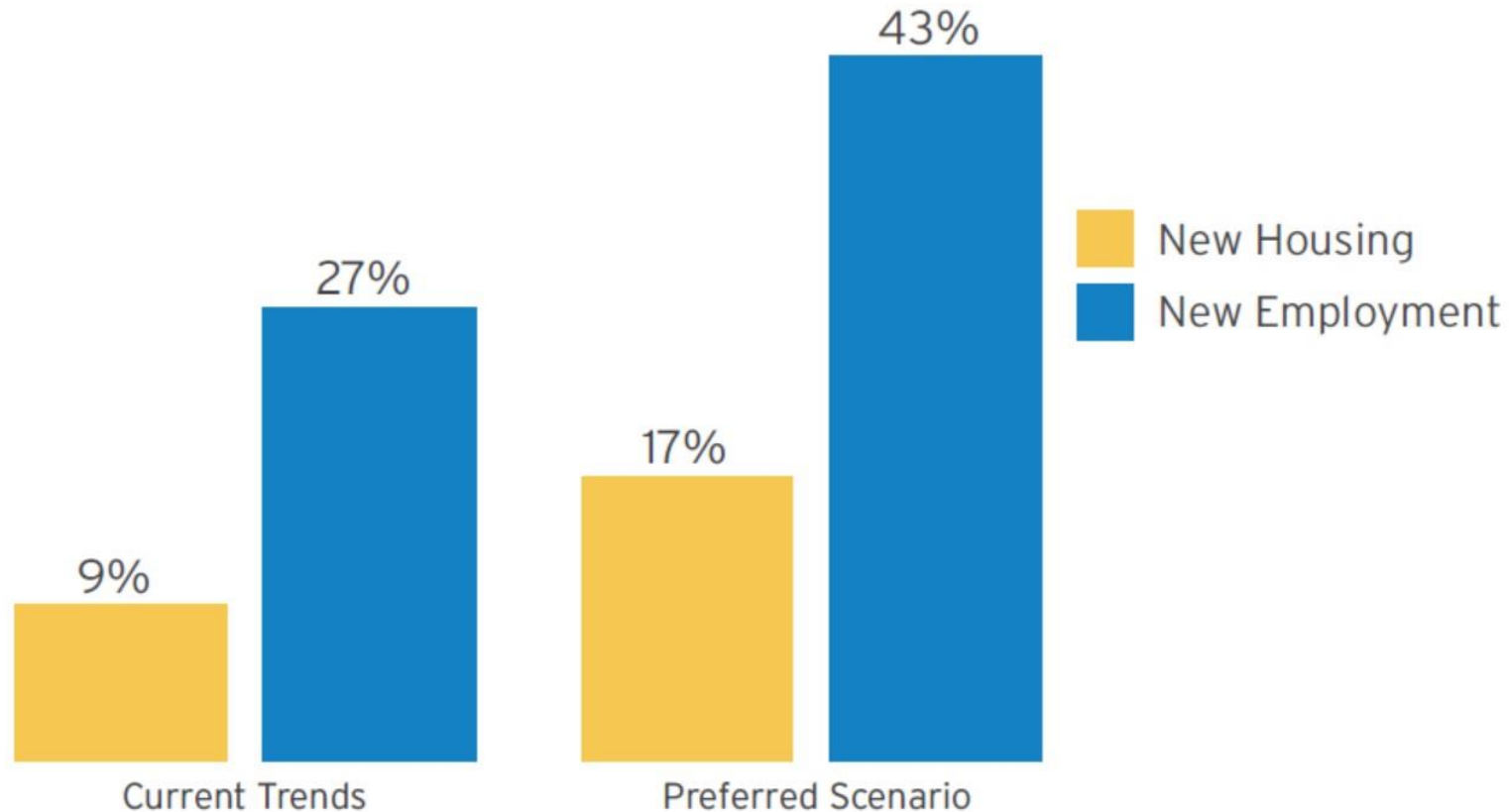
- Created to calculate indicator results
- Best guess at *what might develop* through 2035 based on the proposed Comprehensive Plan Map



Access to Frequent Transit

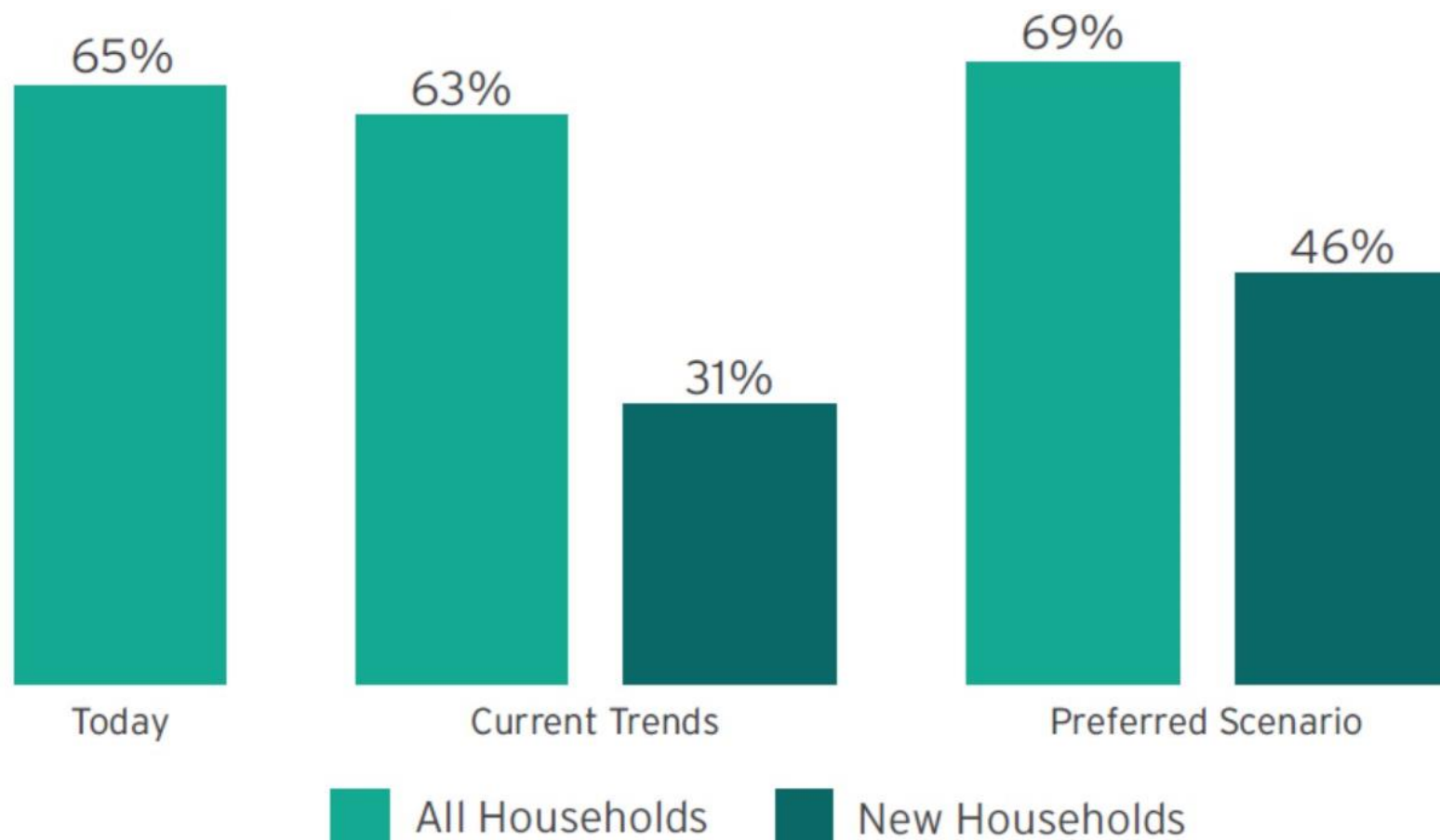
Frequent Transit = 15-minute service

Salem's goal is 10.5% of new housing within ¼ mile of bus stops with 15-min service



Complete Neighborhoods

A “complete neighborhood” means people live near parks, schools, grocery stores, businesses, transit



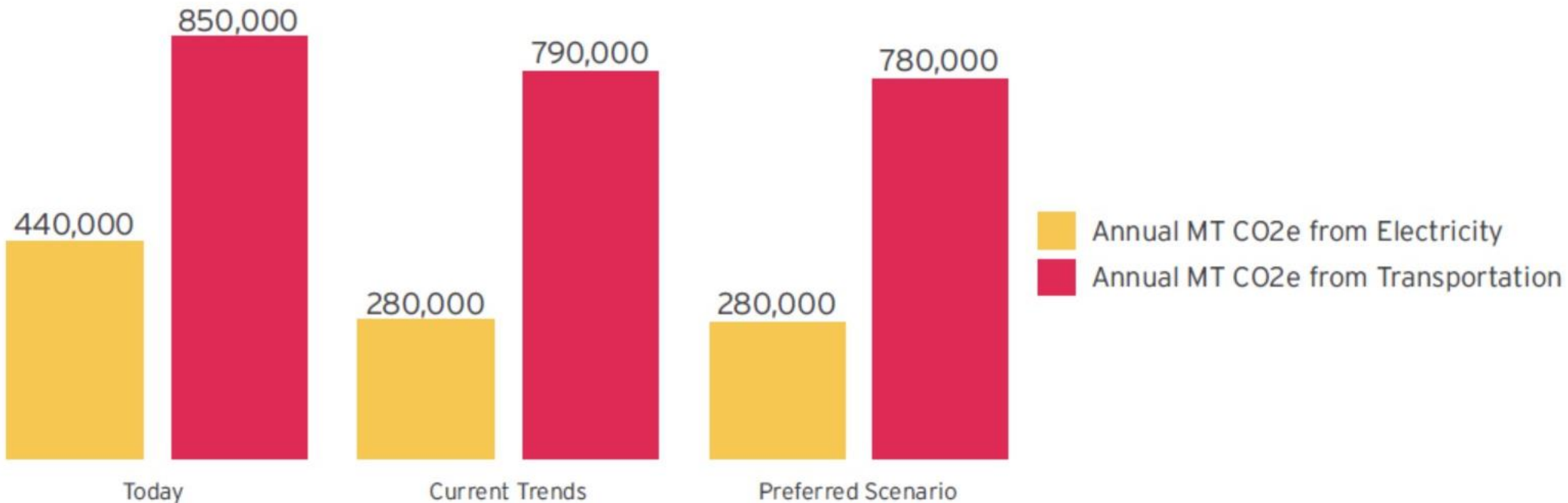
Mode Split

	State	Current Trends	Preferred Scenario
Vehicle	82%	83.3%	82.5%
Bus	2%	1.9%	1.6%
Bike	3%	1.5%	2.1%
Walk	10%	13.0%	13.7%

Note: Data includes all trips, not just trips to work

Greenhouse Gas Emissions

Annual GHG Emissions (MT CO2e)



Climate Action Plan Integration



Next Steps

Outreach

- Online survey: **Available now**
- Webinar: **Tuesday, Sept. 29, 11 a.m.**
- Virtual community group meetings: **October and November**

We want your input

Queremos sus sugerencias

Please take our new survey to weigh in on the Draft Vision for future growth and development in the Salem area.

[Draft Vision Survey \(English\)](#)

[Encuesta sobre el proyecto de visión \(Español\)](#)

Timeline

OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Conduct public outreach on draft vision

Revise draft vision and present final to CC for acceptance

Weekly public meetings on policies by topic/issue

Prepare draft of updated Comprehensive Plan

Finalize updated Comprehensive plan and go through adoption process

2020

2021



OUR SALEM

Questions or Comments?

Contact:

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