



OUR SALEM

Our Salem Project

City Council and Planning Commission Work Session
October 18, 2021

CITY OF *Salem*
AT YOUR SERVICE



CASCADIA
PARTNERS



What is Our Salem?

Updating the Comprehensive Plan

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



What is Our Salem?



Report Card

2018-2019



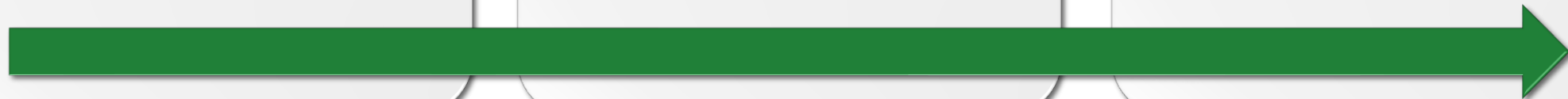
Our Salem Vision

2019-2021



Updated Comprehensive Plan

2021-2022



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 Inserts
Webinar
Videos
Workshops

Attended more than **230** in-person and virtual meetings and events

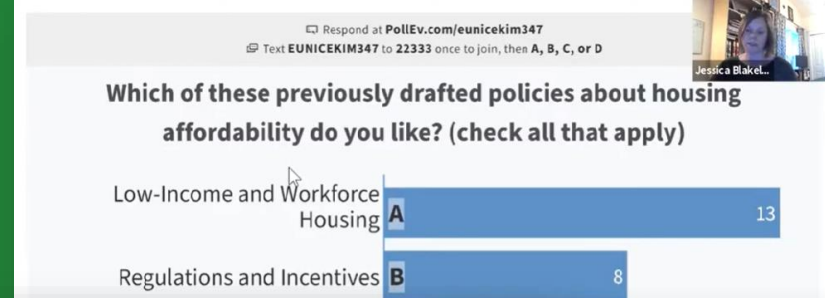


Engaged with more than **80** community groups



Since the Vision

- Weekly policy meetings
- Zoning Subcommittee meetings
- Survey and interactive maps
- Youth forums
- Community meetings and events
- Utility insert and property owner fliers
- Emails and social media
- Newspaper articles



JOIN US IN APRIL

GEN Z FORUM
 APRIL 24 (8:30-9:30)
 FOR HIGH SCHOOL & COLLEGE-AGED ONLY

YOUR VOICE YOUR CITY

JOIN US FOR A 1-HOUR FORUM FULL OF POLLS AND Q&A TIME WITH CITY OF SALEM LONG-TERM PLANNERS.

TELL US WHAT IDEAS YOU HELP SHAPE YOUR TOWN.

14-22 YRS & SALEM, OR SELECT 1 OF 3 DATES/TIMES.

IS ENTERED IN A RAFFLE!

NO EXPERIENCE REQUIRED
WALK UP, GO HERE:
[CITYOFSALEM.NET/OUR-SALEM](https://www.cityofsalem.net/our-salem)

1-HOUR VIRTUAL EVENT ON AIRMEET / APRIL 28 2021
 SAT(24)11AM • MON(26)7PM • THUR(28)3:30PM

HAVE YOUR VOICE COUNT IN SHAPING THE FUTURE OF SALEM.



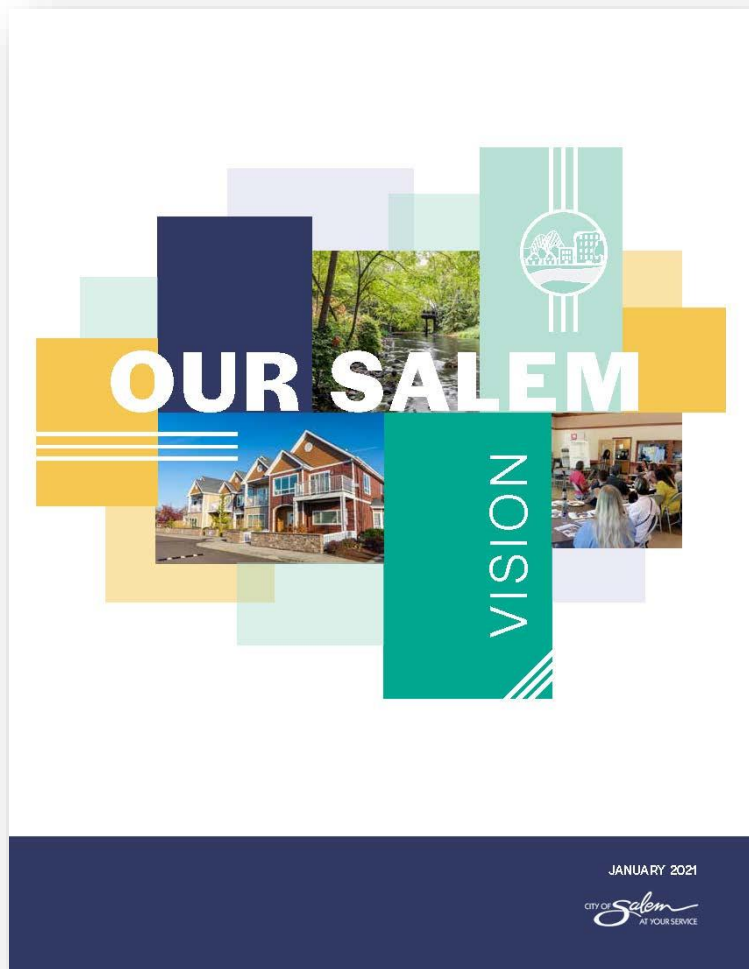
Results

- **Draft Comprehensive Plan**
 - Goals and policies
- **Proposed Comprehensive Plan Map and Proposed Zoning Map**
- **Proposed Zoning Code Amendments**
 - Zoning Subcommittee recommendations

SALEM AREA COMPREHENSIVE PLAN



Results Align and Advance the Vision

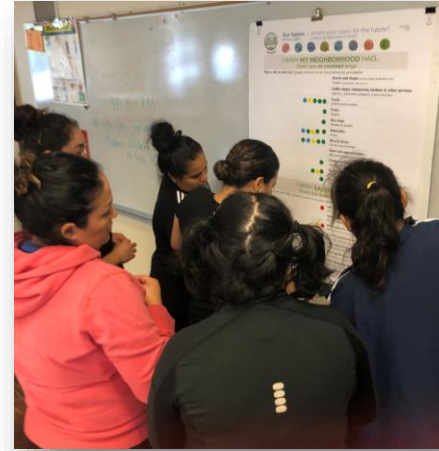


Vision Statement

Salem is a livable, equitable, carbon neutral city where everyone has access to affordable housing and safe mobility choices, families and local businesses are thriving, diversity and culture is celebrated, and open spaces and the environment are valued and protected.

Results Address Community Priorities

- Housing needs
- Greenhouse gas emissions
- Equity
- And more...



Draft Comprehensive Plan

Community Engagement and Equity

Housing

Economic Development

Land Use and Urbanization

Parks and Recreation

Natural Resources and the Environment

Climate Change and Natural Hazards

Willamette Greenway

Transportation

Public Facilities and Infrastructure

Community Services and Historic Resources

Community Engagement and Equity

Community Engagement

- Expand opportunities for underrepresented groups to participate in planning and investment decisions
- Enhance the community's ability and capacity to effectively participate

Equity

- Ensure investments and policy decisions extend benefits to and minimize/mitigate disproportionate negative impacts on underrepresented groups



Housing Goals

Housing Choice

Housing Affordability

Land Supply

Complete Neighborhoods

Livability and Sustainability

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



Housing Policy Examples

- Disperse affordable housing across Salem
- Encourage a continuum of shelter to housing opportunities
- Locate high-density housing near Cherriots' Core Network
- Encourage green building features and materials
- Encourage new developments to include a diversity of housing types



Economic Development Goals

Economic Development

Land Supply

Access and Livability

Design

Workforce Training

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



Economic Development Policy Examples

- Facilitate the growth and stability of small businesses
- Maintain a long-term supply of industrial land and seek to preserve key high value industrial land
- Encourage commercial and mixed-use developments to incorporate pedestrian-friendly elements
- Support and facilitate the creation of neighborhood hubs



Climate Change and Natural Hazards Goals

Greenhouse Gas Emissions

Climate Change and Natural Hazards

Resilience

Reduce Salem's greenhouse gas emissions to 50 percent of the citywide emissions from the baseline year of 2016 by 2035 and be carbon neutral by 2050

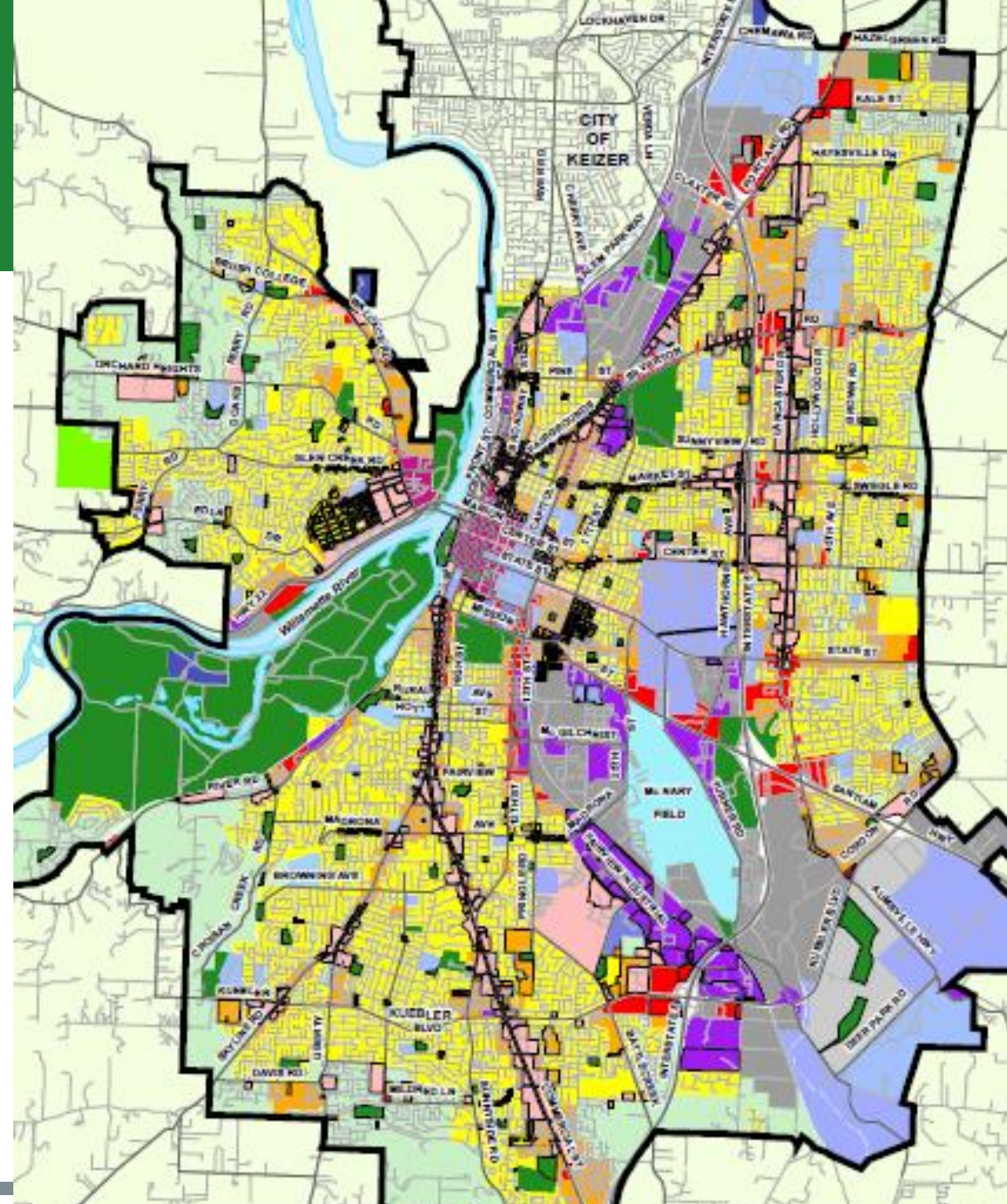
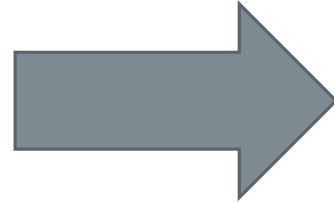
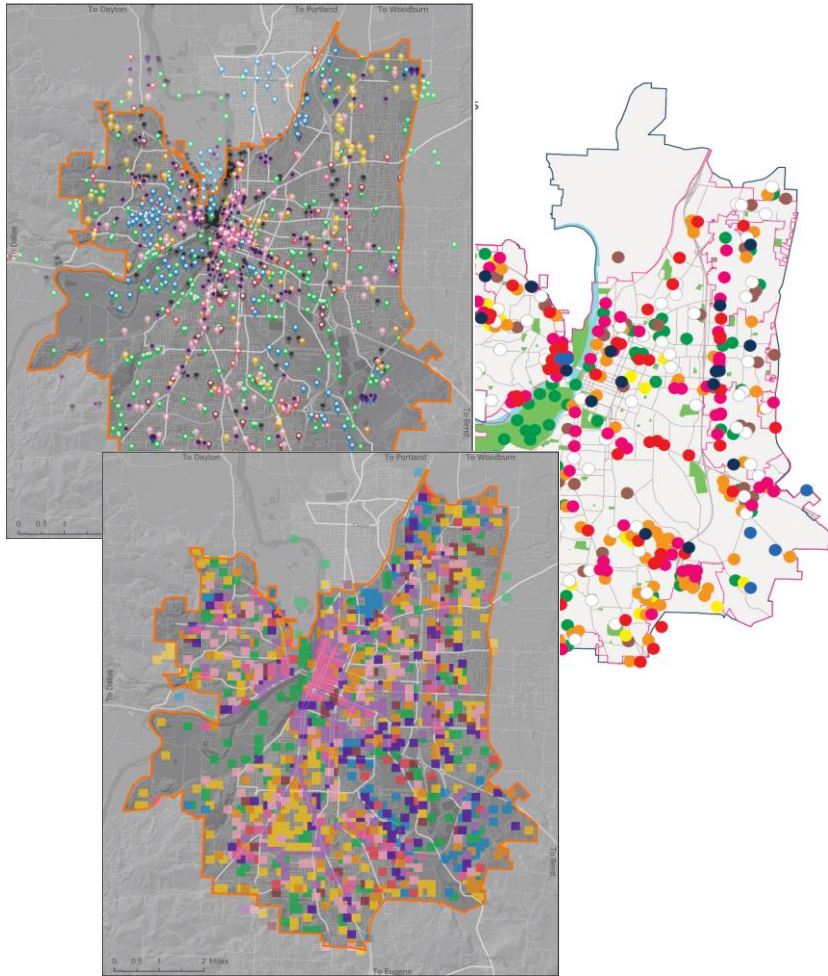


Climate Change and Natural Hazards Policy Examples

- Support infrastructure needed for wide-scale adoption of electric vehicles
- Track and report GHG emissions
- Implement and encourage practices that reduce the amount of waste
- Increase outreach for hazard awareness and natural disaster preparedness
- Pursue and support efforts to make buildings more resistant to seismic activity and other disasters

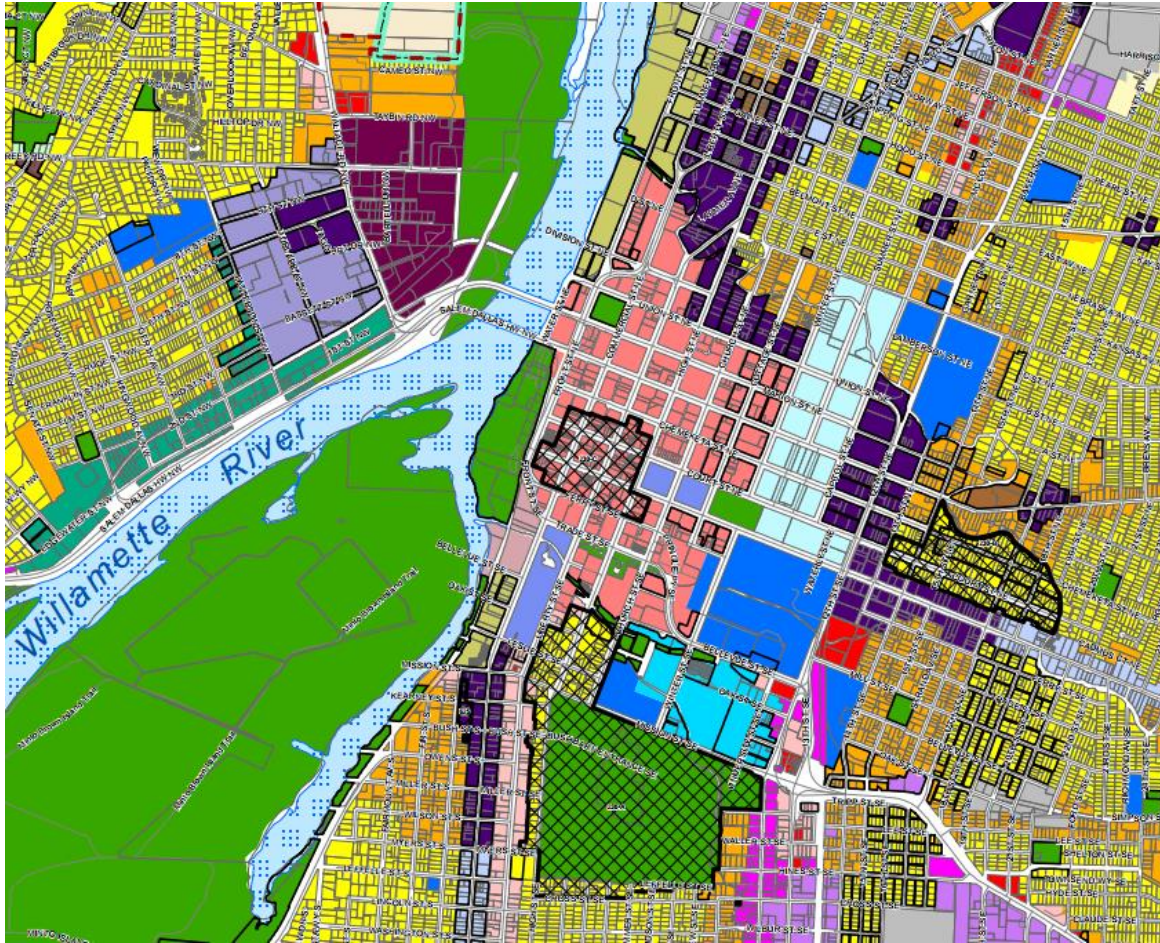


Proposed Comprehensive Plan Map



Map from Our Salem Vision

Proposed Zoning Map



- Zoning map implements the higher-level Comprehensive Plan Map
- Changes made since draft zoning map in the spring

Mapping Priorities

Housing

Mixed Use

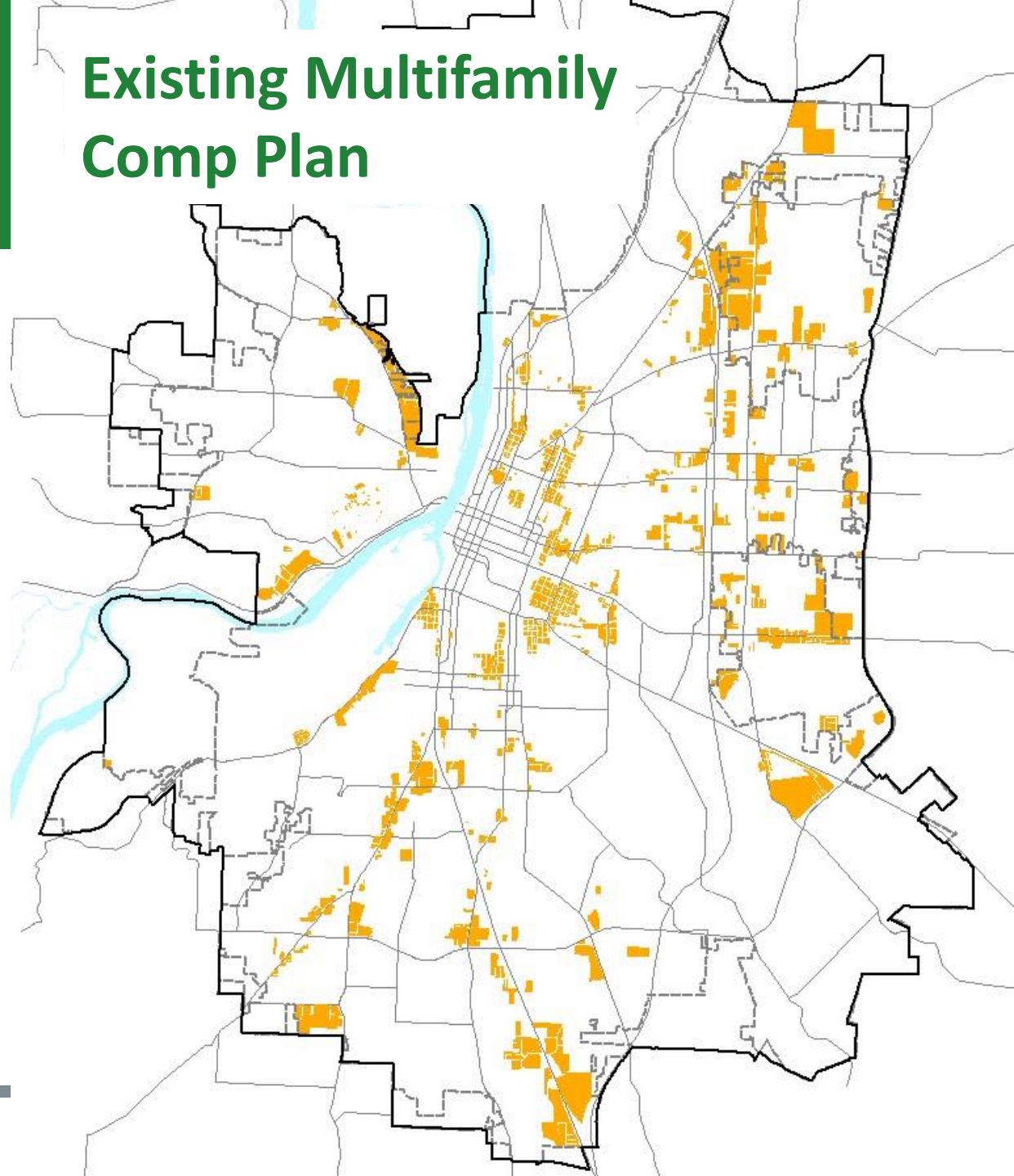
Neighborhood Hubs



Housing

- Need for more multifamily housing
- Desire to distribute *new* multifamily land across Salem

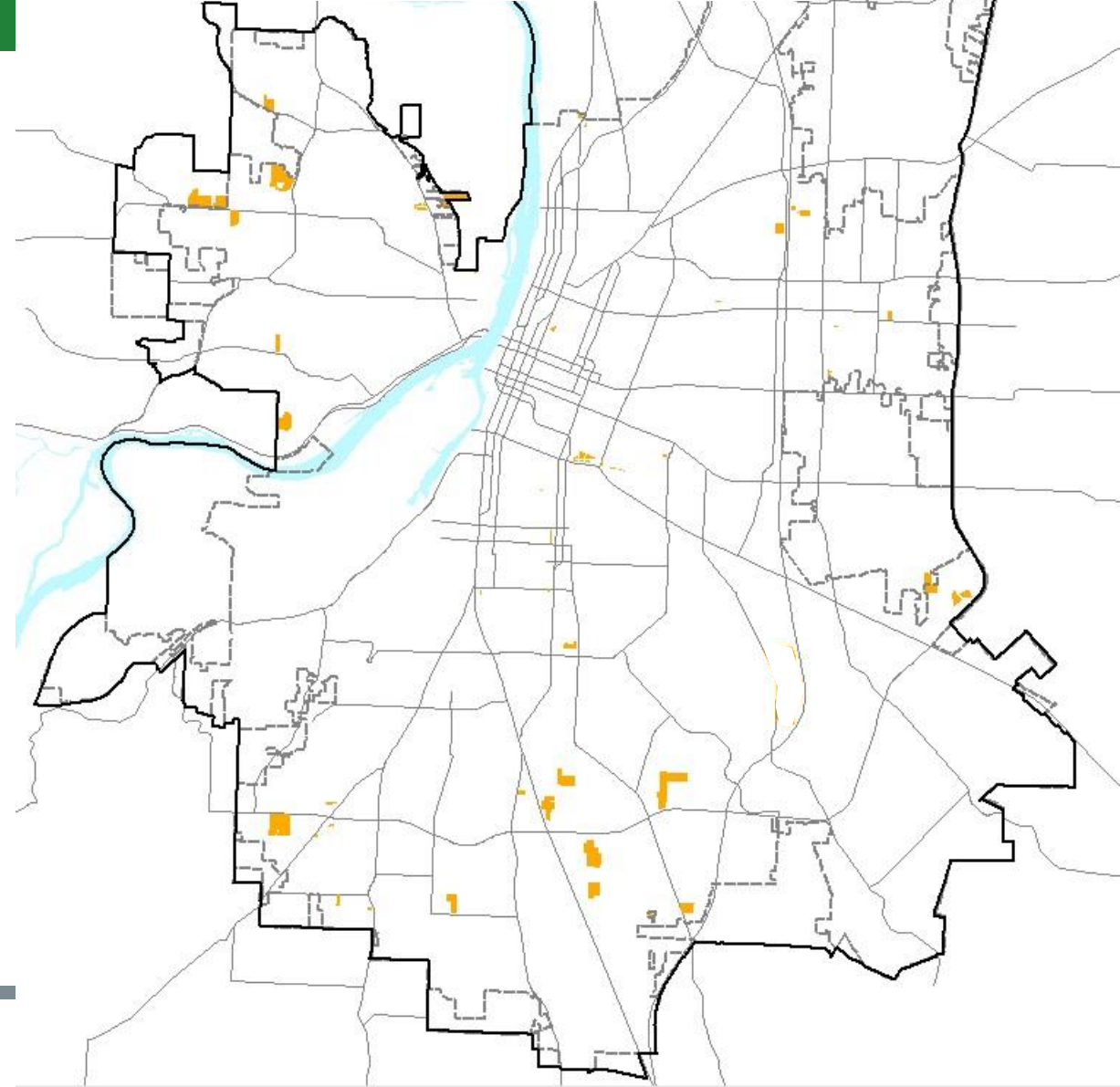
Existing Multifamily Comp Plan



Housing

- **Proposed additions to multifamily land**
- Changes to zoning since spring
 - Removed or adjusted some areas
- **Meet projected need for multifamily housing land/units**

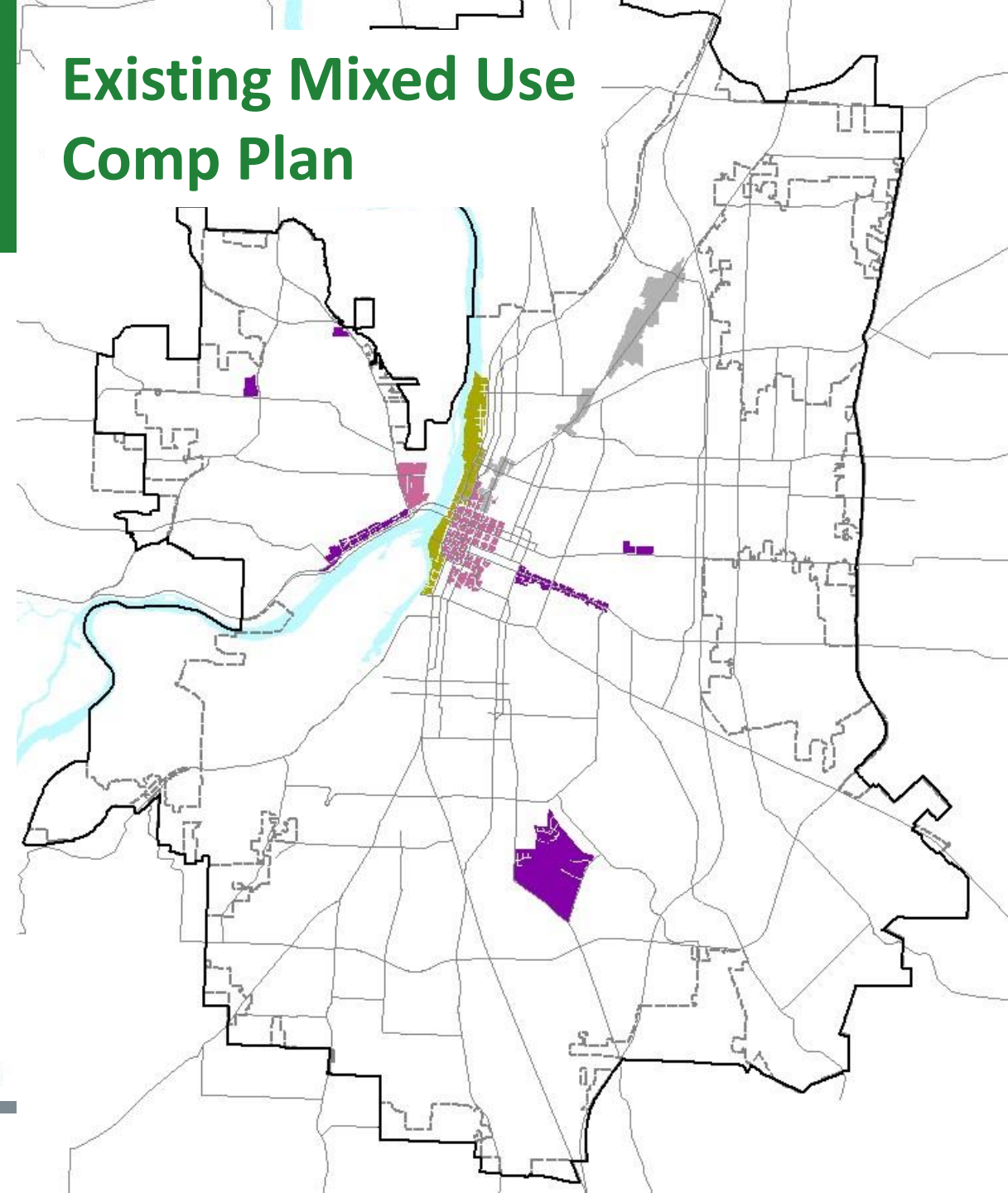
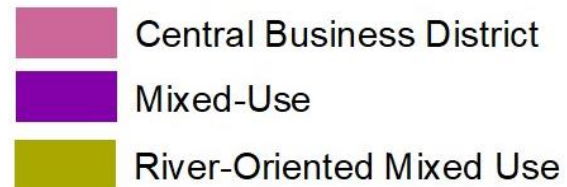
Proposed Multifamily Additions to Comp Plan



Mixed Use

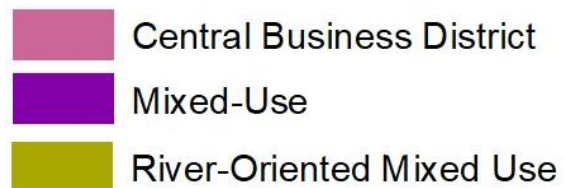
- Existing mixed use land
 - Flexibility

Existing Mixed Use Comp Plan

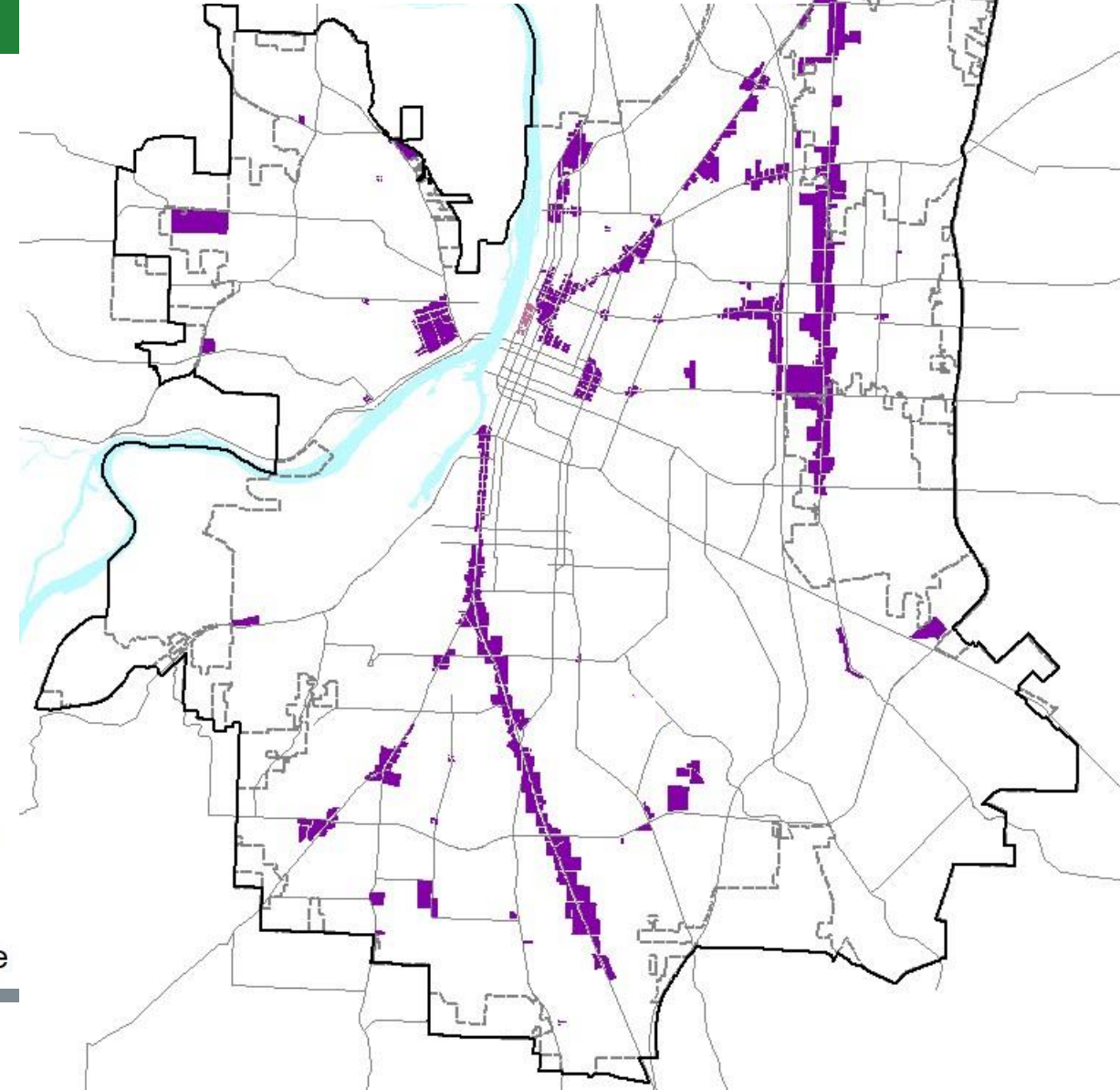


Mixed Use

- Proposed additions to mixed use land
- Changes to zoning since spring
 - Removed or revised zones

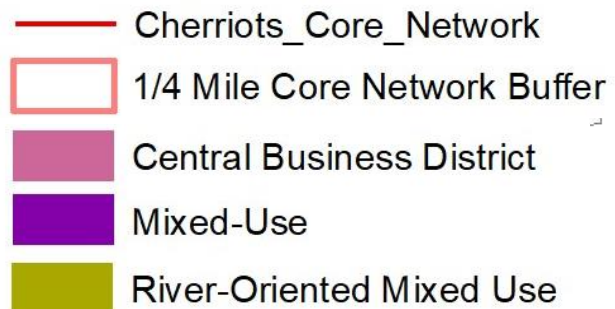


Proposed Mixed Use Additions to Comp Plan

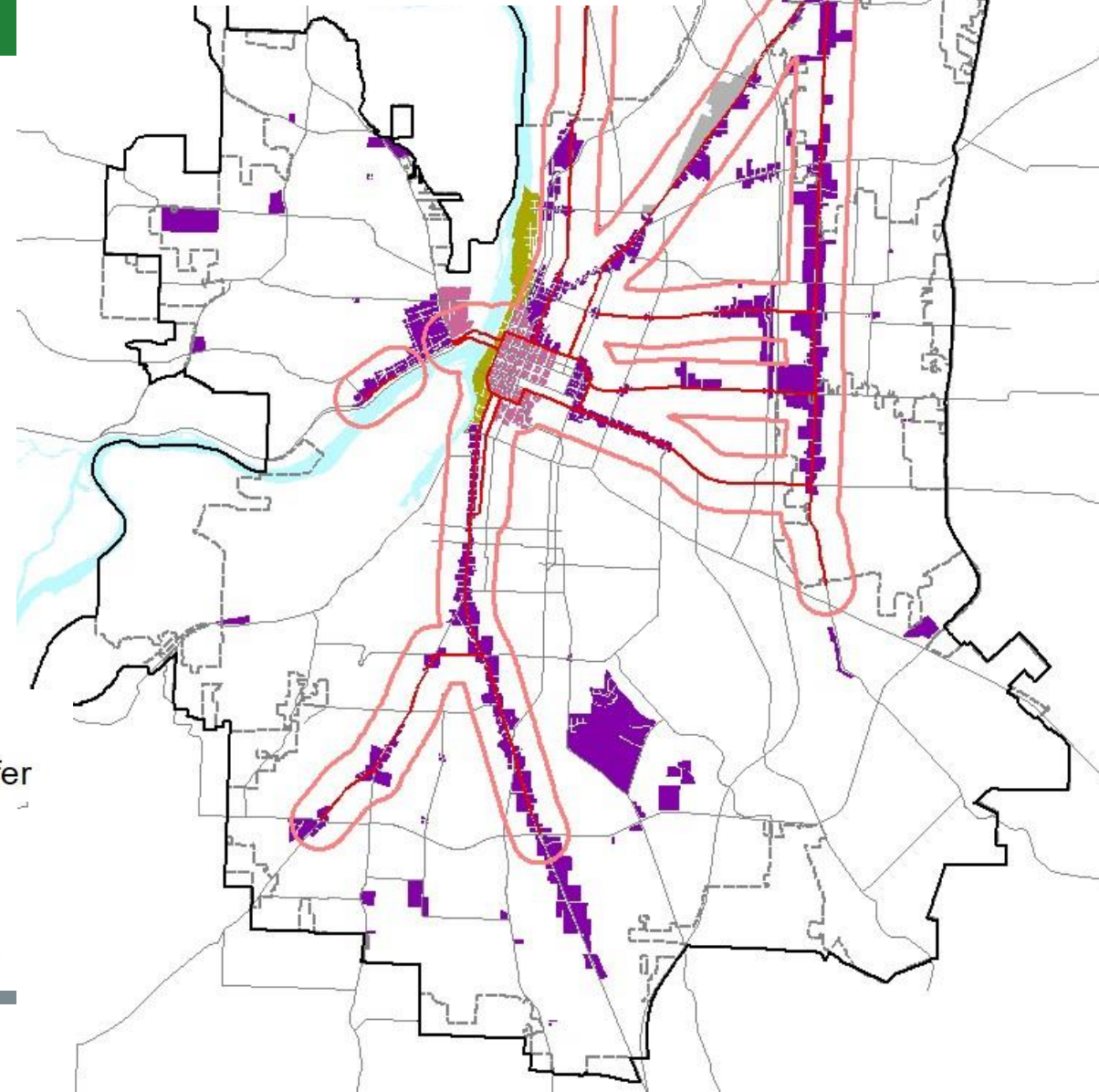


Mixed Use

- Existing and proposed mixed use land
 - Most within ¼ mile of Cherriots Core Network



Existing and Proposed Mixed Use

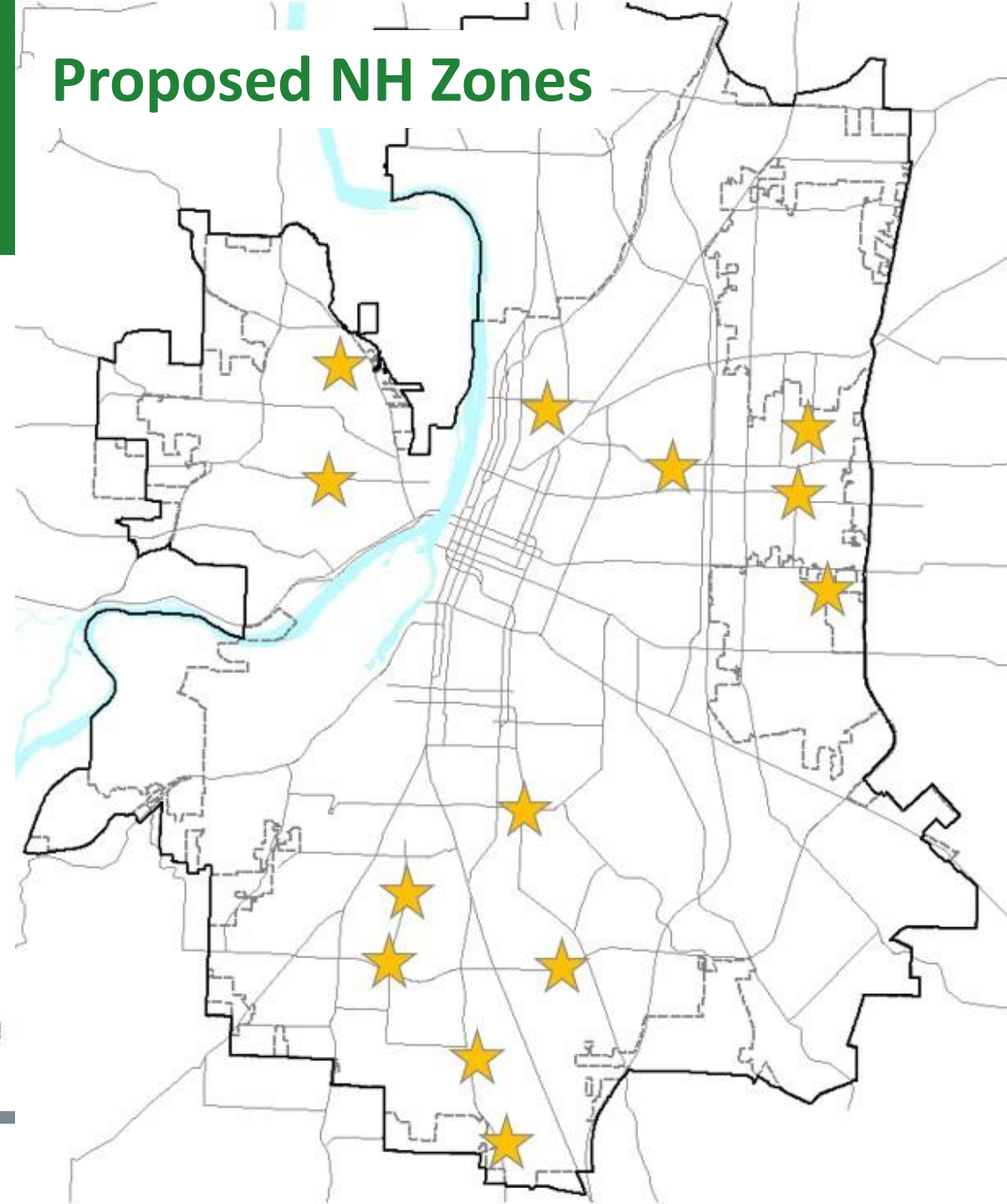


Neighborhood Hubs

- **13 proposed neighborhood hubs**
 - Allows but does not require small-scale businesses in residential areas
 - Continues to allow single-family homes

★ Neighborhood Hub Retained

Proposed NH Zones

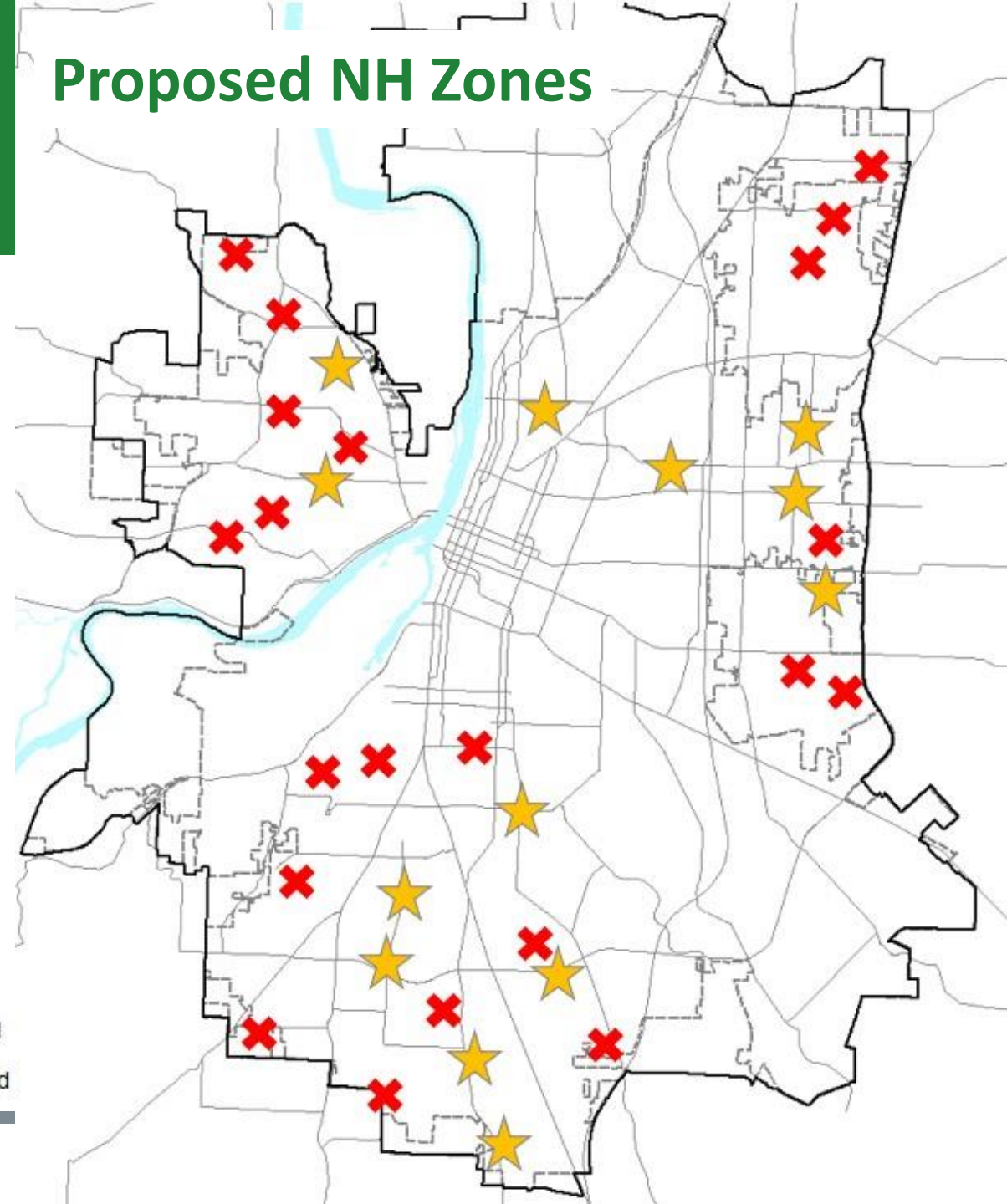


Neighborhood Hubs

- **Changes since the spring**
 - Reduced the number of neighborhood hubs from 34
 - Revised permitted uses and standards

- ★ Neighborhood Hub Retained
- ✘ Neighborhood Hub Removed

Proposed NH Zones



Zoning Code Amendments

- **Proposed new zones**
- **Zoning Subcommittee recommendations**



Proposed Neighborhood Hub Zone

- **Allowed uses**

- **Examples:** Single-family and middle housing, restaurants, retail sales, personal services, community centers, yoga/dance studios, day care, social services, doctors offices

- **Prohibited uses**

- **Examples:** Night clubs, liquor and tobacco stores, marijuana sales, tattoo parlors, laboratory research/testing, motor vehicle sales and services, banks, and offices (*offices allowed as home occupations*)



Proposed Neighborhood Hub Zone

- **Standards**

- **Maximum height:** 35 ft for new buildings *(same as Single Family Residential zone)*
- **Maximum square footage:** 4,000 sf total floor area
- **Screening:** 6-ft tall wall/fence abutting a residential zone
- **Primary building entrance:** Face a street
- **Hours of operation:** 7 a.m. to 9 p.m.
- **Storage:**
 - Outdoor storage of materials prohibited
 - On-site storage of hazardous materials prohibited
- **Parking:** Side or rear of building *(but can use existing parking spaces)*



Proposed Mixed Use-III Zone

- Located largely along Core Network
- Uses
 - Similar uses as in the Commercial Retail (CR) zone
 - Use examples: **Multifamily housing**, retail, restaurants, personal services, offices, recreational and cultural services, outpatient medical, day care, and social services



Proposed Mixed Use-III Zone

- **Pedestrian-friendly design standards**
 - New parking lots and drive-throughs to the side or rear of buildings
 - Building entrances face the street *if building is close to the street*
 - Ground-floor windows *if the building is close to the street*



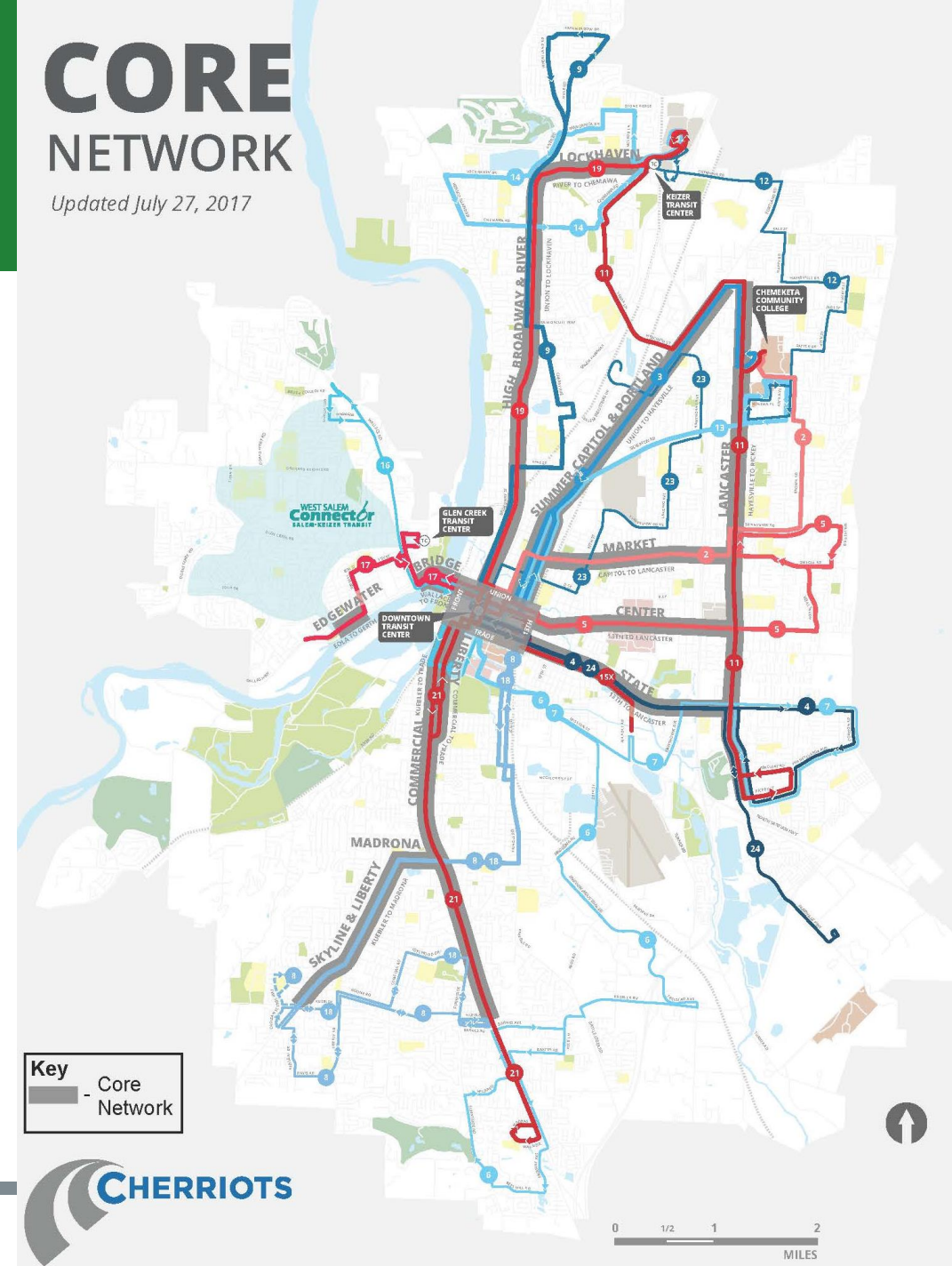
Zoning Subcommittee Recommendations

Draft Comprehensive Plan Goal: Reduce Greenhouse Gas Emissions

- Do more to promote housing and mixed use near transit and services
- Align with Climate Action Plan draft strategies
 - *Incentivize and promote dense and vertical development (residential and commercial) within a ¼ mile of the existing and future core transit network.*

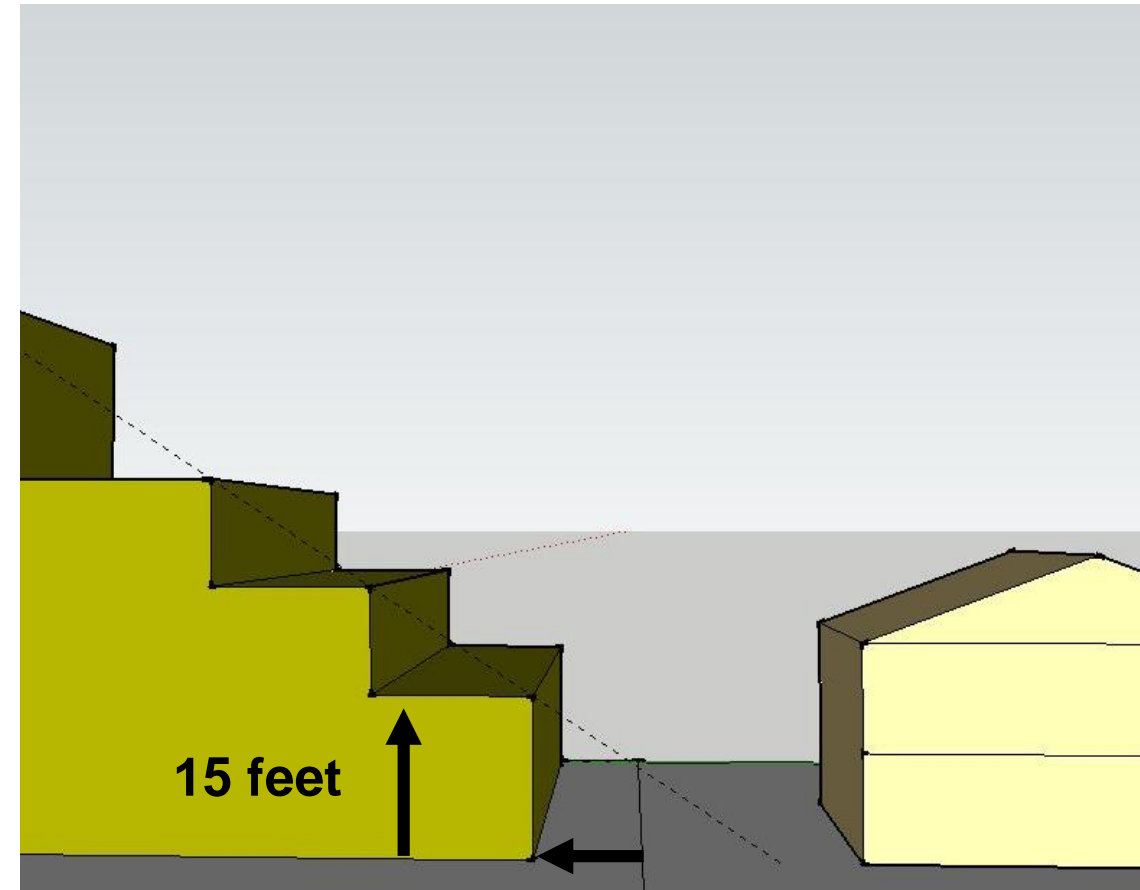
CORE NETWORK

Updated July 27, 2017



Subcommittee Recommendations

- **Maximum height in MU-III zone: 70 feet**
 - Setback to residential zones:
Setback increases as building height increases with cap of 50 ft setback
 - No building setback adjacent to commercial or mixed-use zones



Setback to residential zones

10 feet (even if abutting an alley and includes screening)

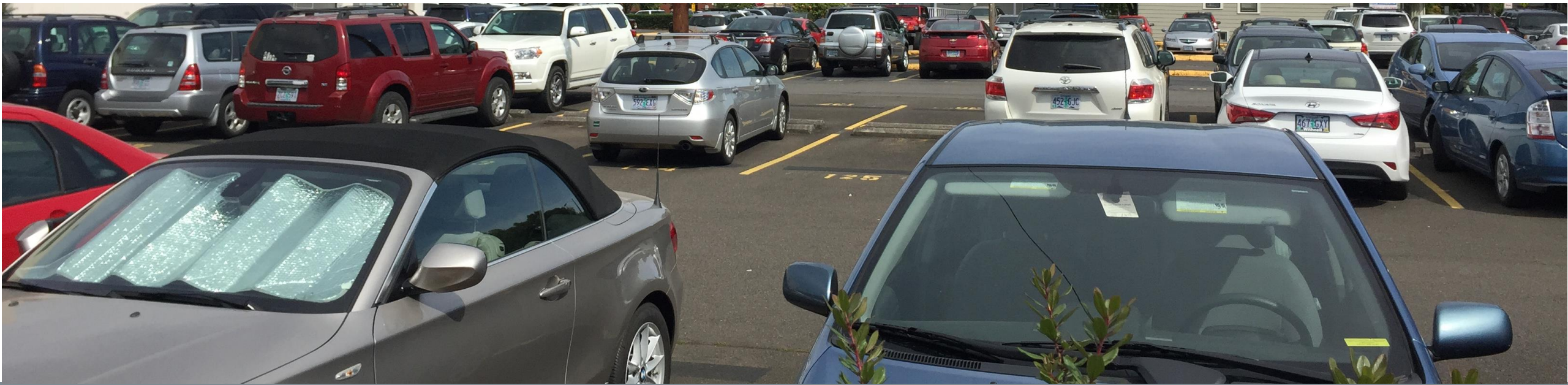
Subcommittee Recommendations

- **Increase Minimum Density to 15 units per acre**
 - MU-I, MU-II, MU-III, RM-II zones
- **Establish a minimum density of 15 units per acre in the single-family zone within $\frac{1}{4}$ mile of the Core Network**



Subcommittee Recommendations

- **Eliminate Parking Requirements** for mixed-use development in mixed-use zones within $\frac{1}{4}$ mile of the Core Network



Subcommittee Recommendations

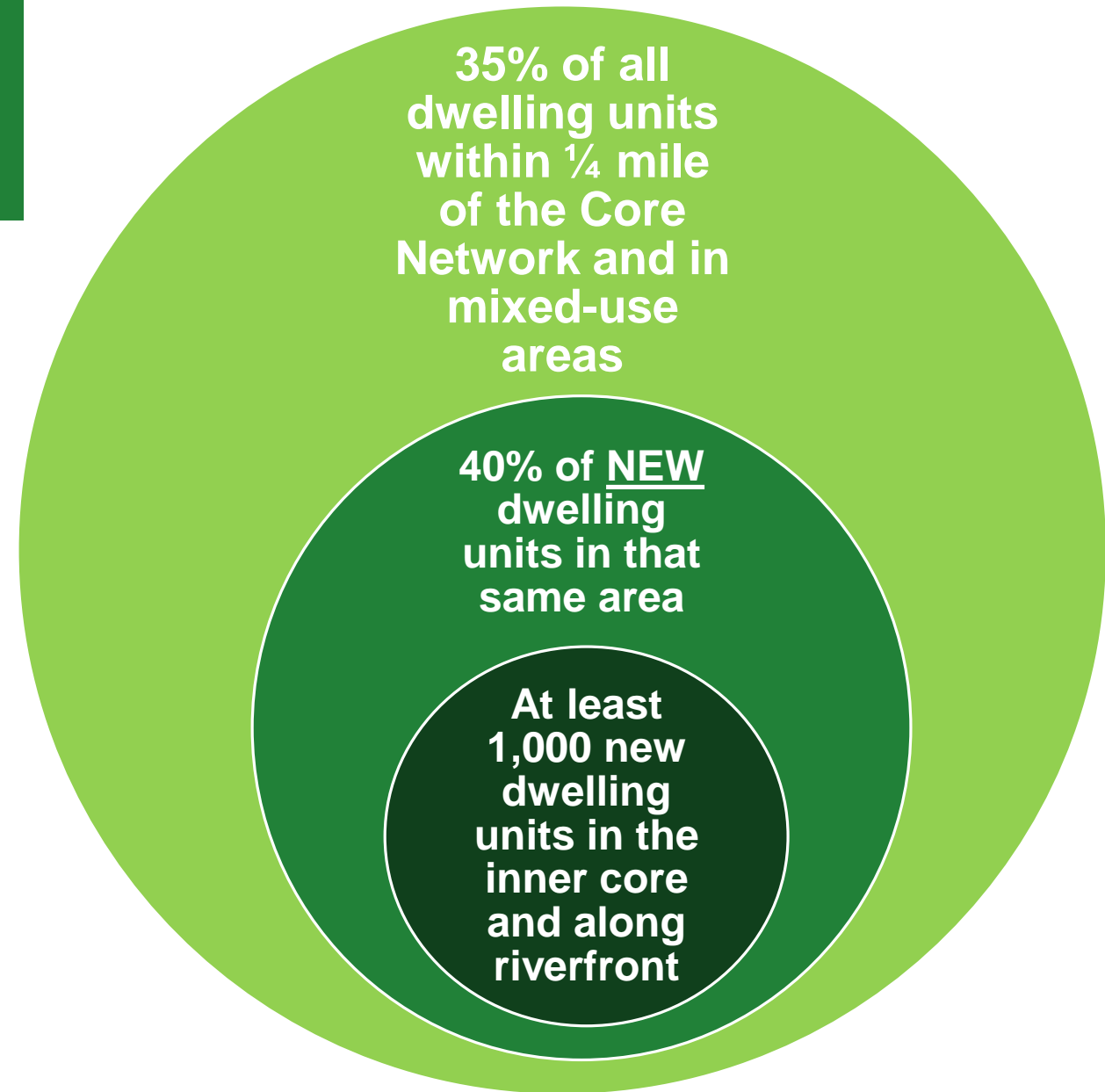
- **Allow neighborhood hub uses in subdivisions at least 10 acres in size**
- **Establish a minimum density of 5.5 units per acre in subdivisions at least 5 acres in size**
 - At least 15% of units must be middle housing

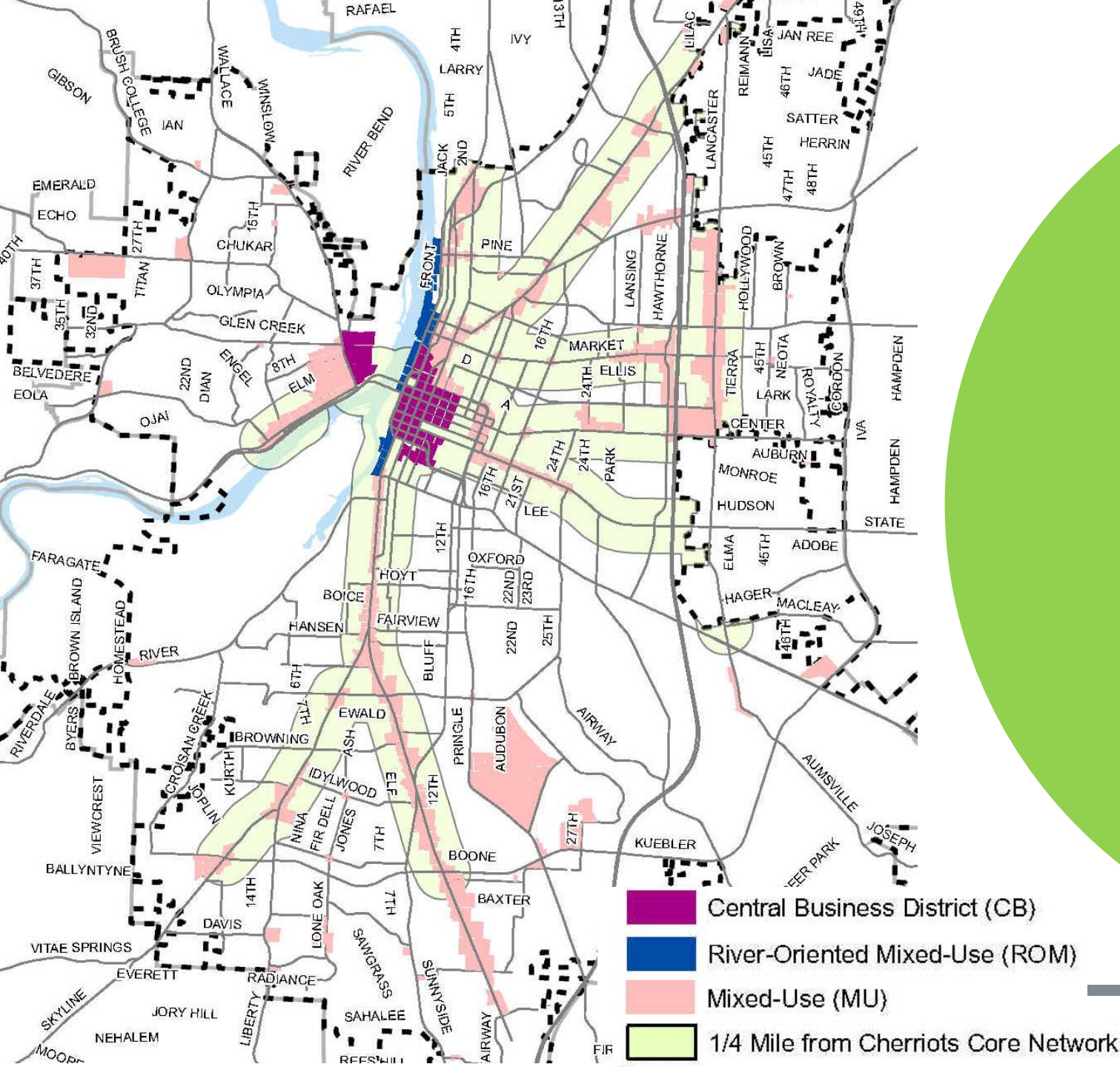


Proposed 2035 Benchmarks

- Tied to draft Comprehensive Plan policy aimed at **reducing greenhouse gas emissions** from transportation
 - Monitor and track
- Aligns with Climate Action Plan

NOTE: Benchmark uses ¼ mile straight radius from Cherriots Core Network due to data limitations





35% of all dwelling units within 1/4 mile of the Core Network and in mixed-use areas

40% of NEW dwelling units in that same area

At least 1,000 new dwelling units in the inner core and along riverfront

Package for Adoption

- Draft Comprehensive Plan
- Proposed Comprehensive Plan Map and Proposed Zoning Map
- Proposed Zoning Code Amendments
- Housing Needs Analysis



Adoption Process

- Initiate by end of 2021
- Public hearings at Planning Commission and City Council in 2022

After Our Salem: Advance and Implement

Update Components of the Comprehensive Plan

Transportation System Plan

Comprehensive Parks System
Master Plan

***NOTE:** State is expected to mandate work in 2022 related to the ongoing Climate-friendly and Equitable Communities rulemaking*

Conduct Other Implementation Work

Housing Production Strategy

Economic Opportunities Analysis

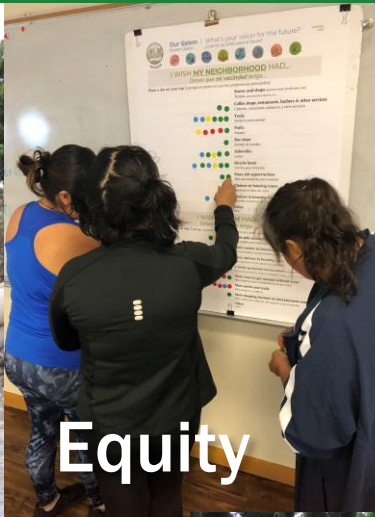
Goal 5 Inventory for Natural Resources

Climate Action Plan strategies

Our Salem



Climate Change



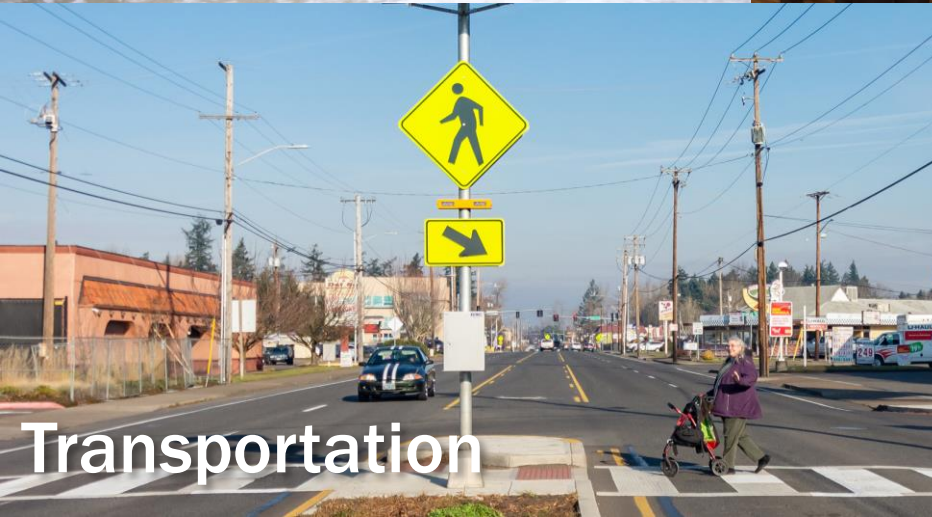
Equity



Economic Development



Environment



Transportation



Parks



Housing



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