



OUR SALEM

Our Salem Vision

Planning Commission Meeting

February 9, 2021

CITY OF *Salem*
AT YOUR SERVICE



CASCADIA
PARTNERS

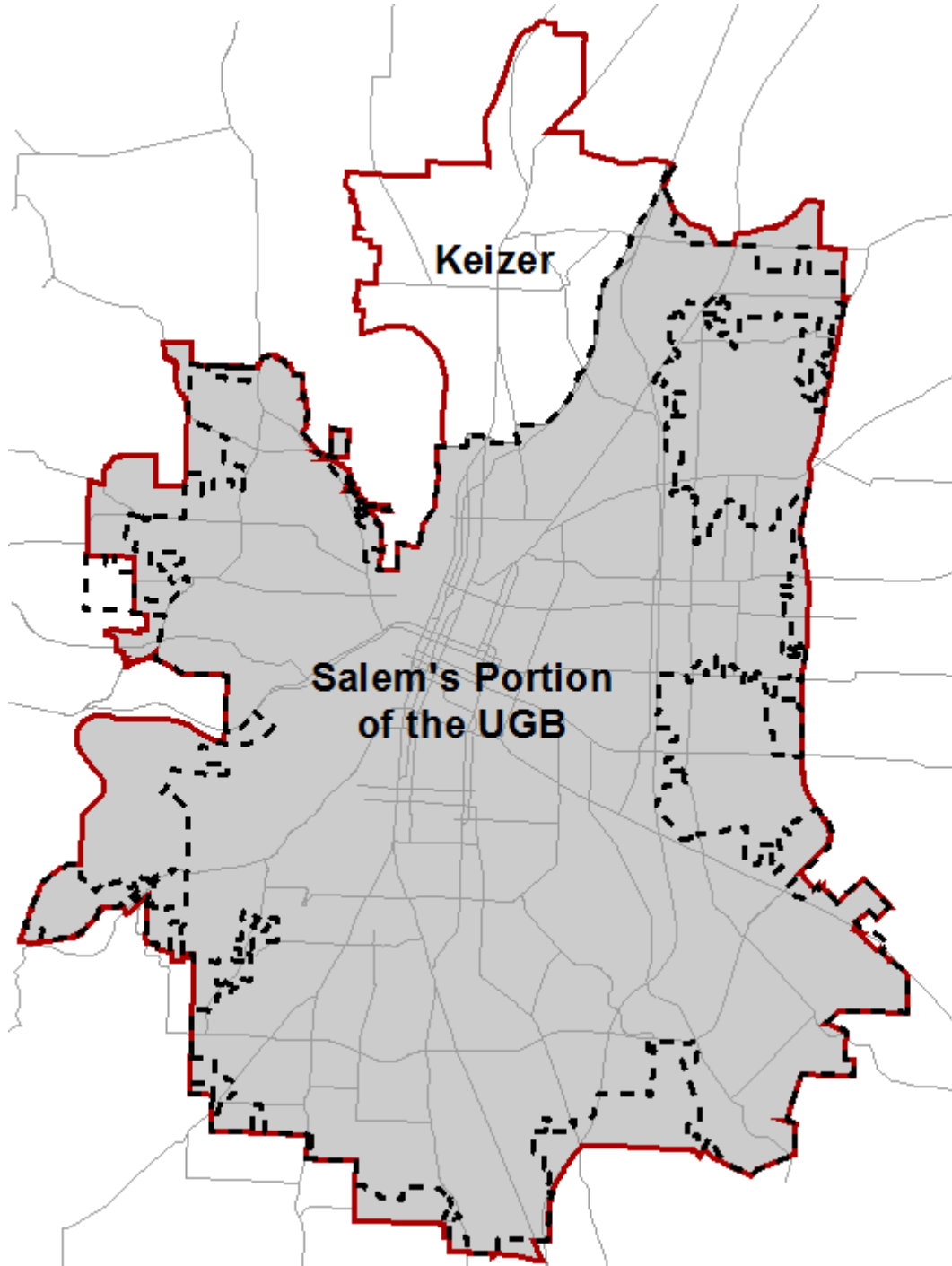





What is Our Salem?

Updating the Comprehensive Plan

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





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

210,000

Current
Pop.

270,000

Est.
2035
Pop.

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 **160** in-person and virtual meetings and events



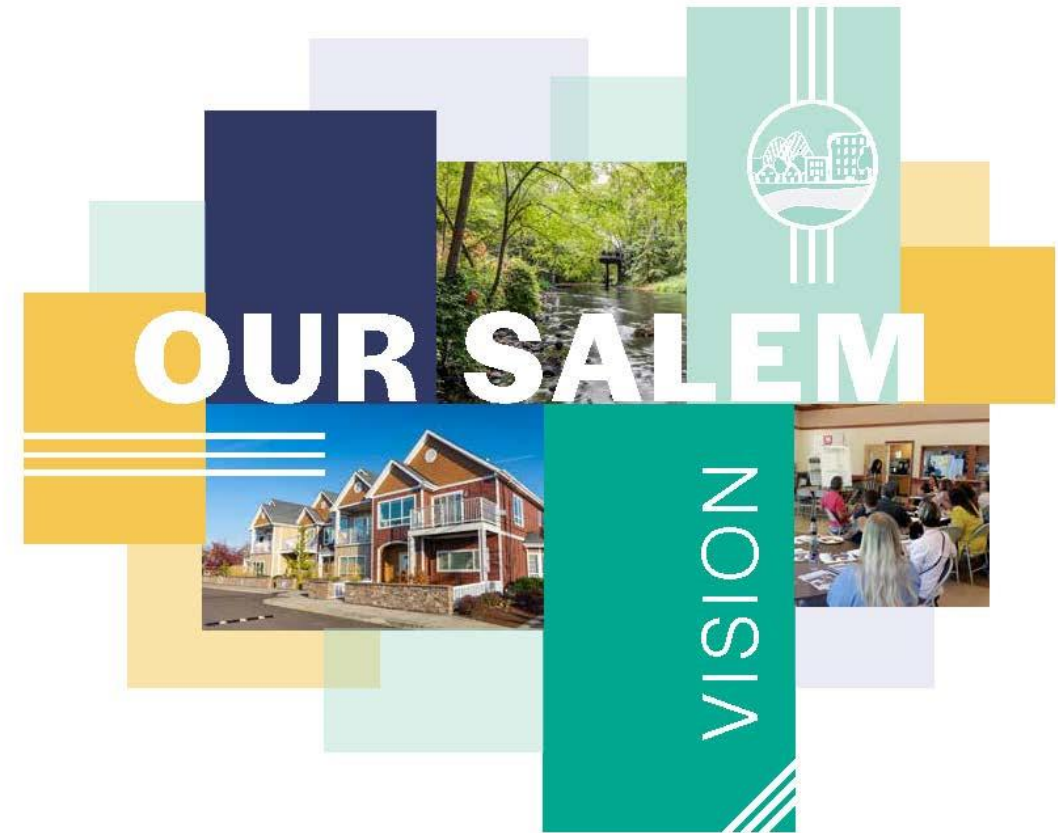
Engaged with more than **80** community groups



Vision

High-level framework

- Vision Statement
- Goals
- Proposed Comprehensive Plan Map



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.

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)



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



Housing Goals *(page 24)*

Housing Choice

Housing Affordability

Complete Neighborhoods

Livability and Sustainability

Land Supply

Provide a supply of residential land that accommodates the amounts and types of housing needed to meet the population forecast for the Salem Urban Area.



Natural Resources and Natural Hazards Goals

(page 27)

Environmental Protection

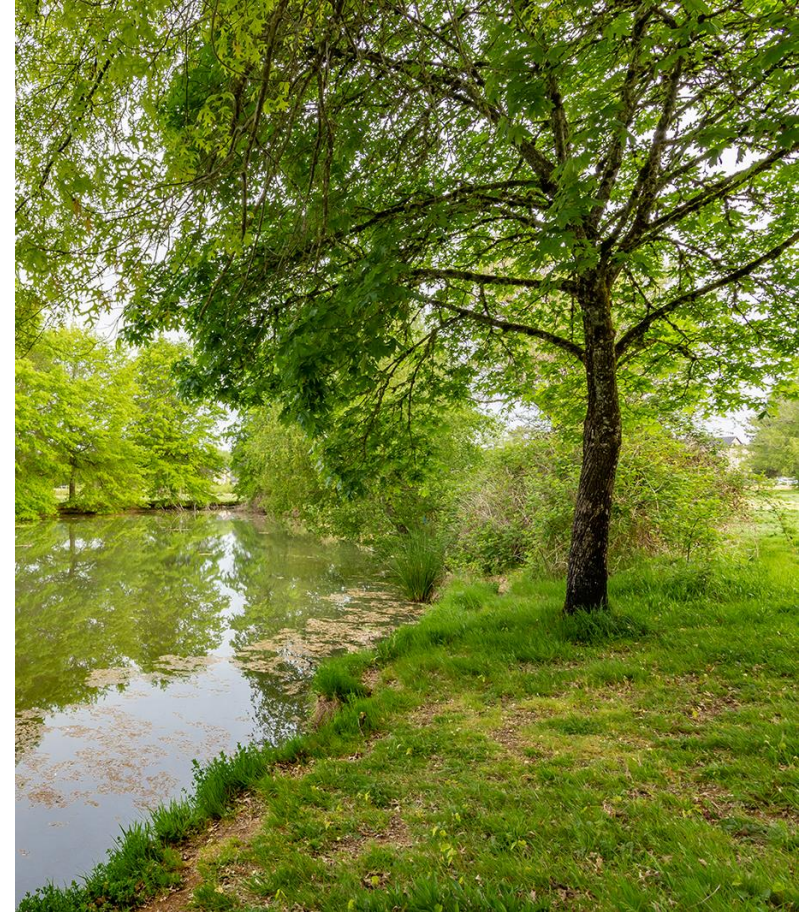
Greenhouse Gas Emissions

Urban Forest

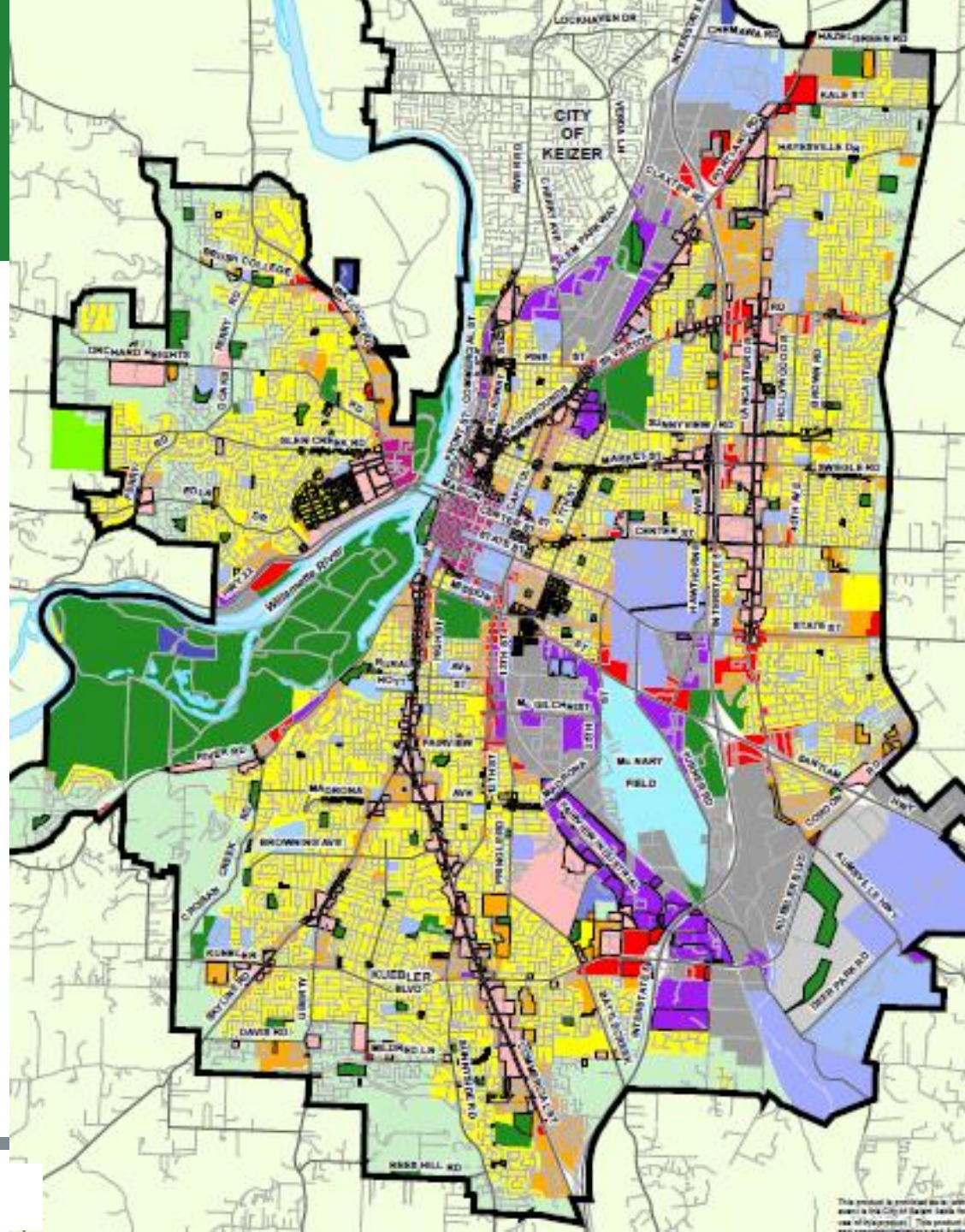
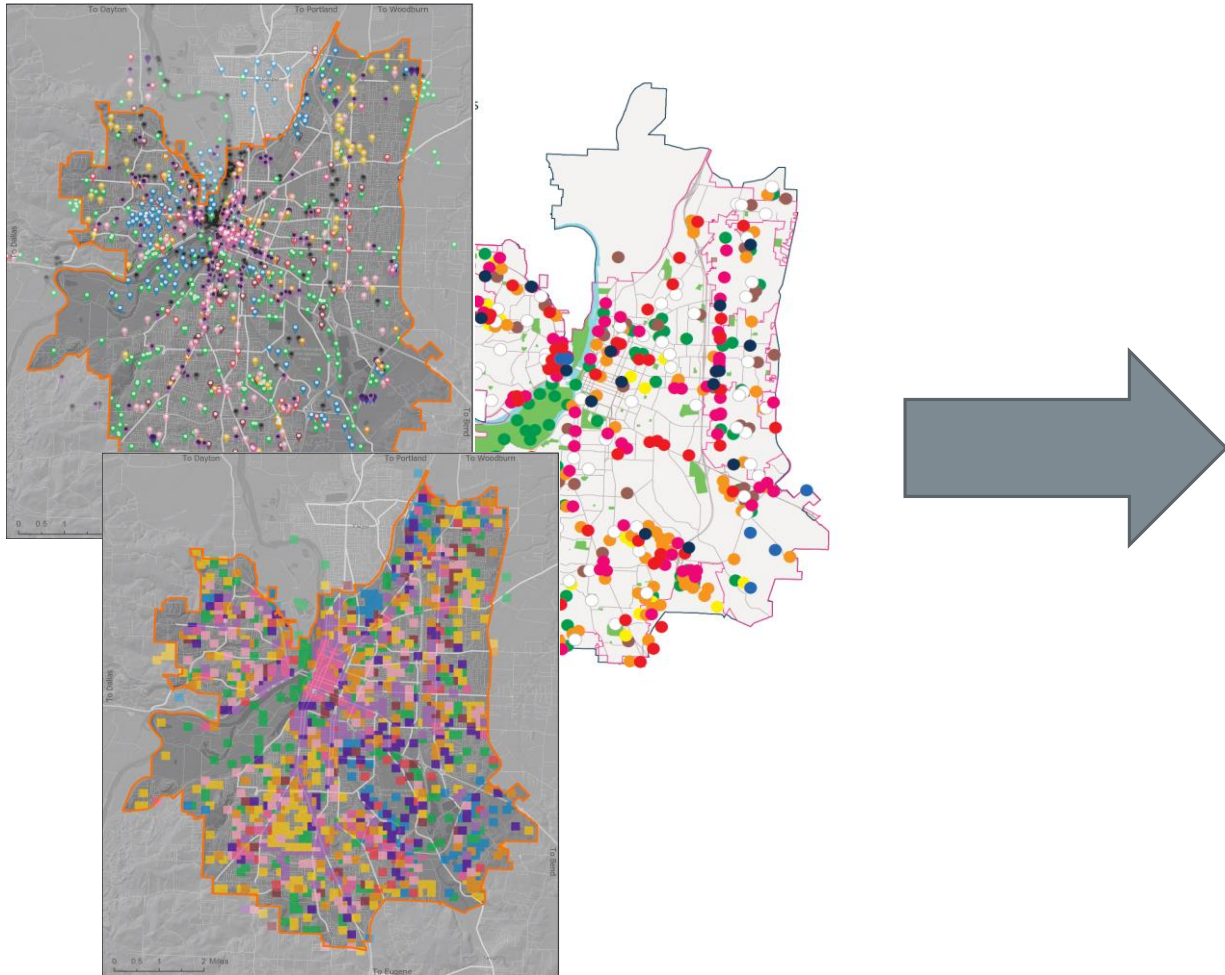
Design and Development

Natural Hazards and Resilience

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

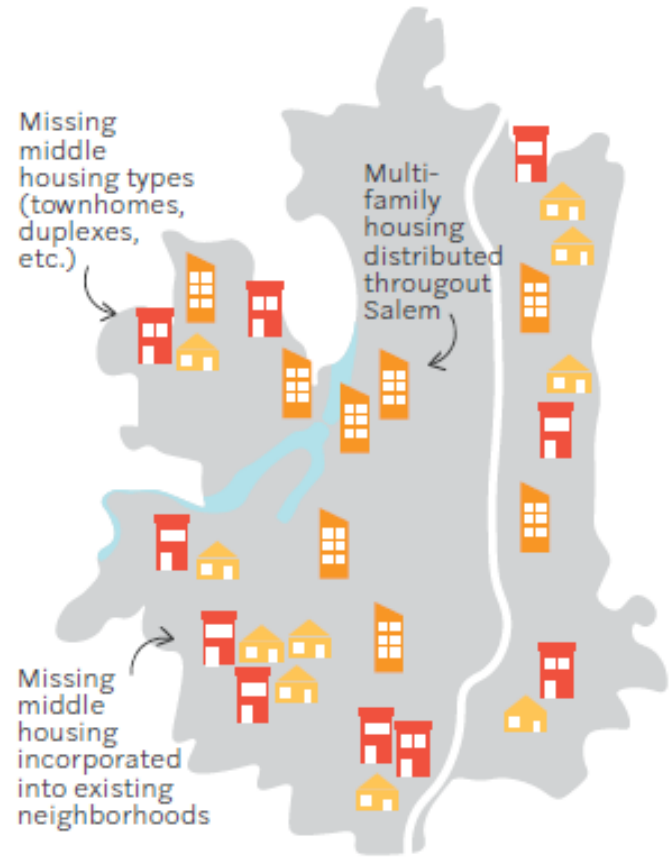


Proposed Comprehensive Plan Map



Note: Comprehensive Plan Map is implemented through zoning map

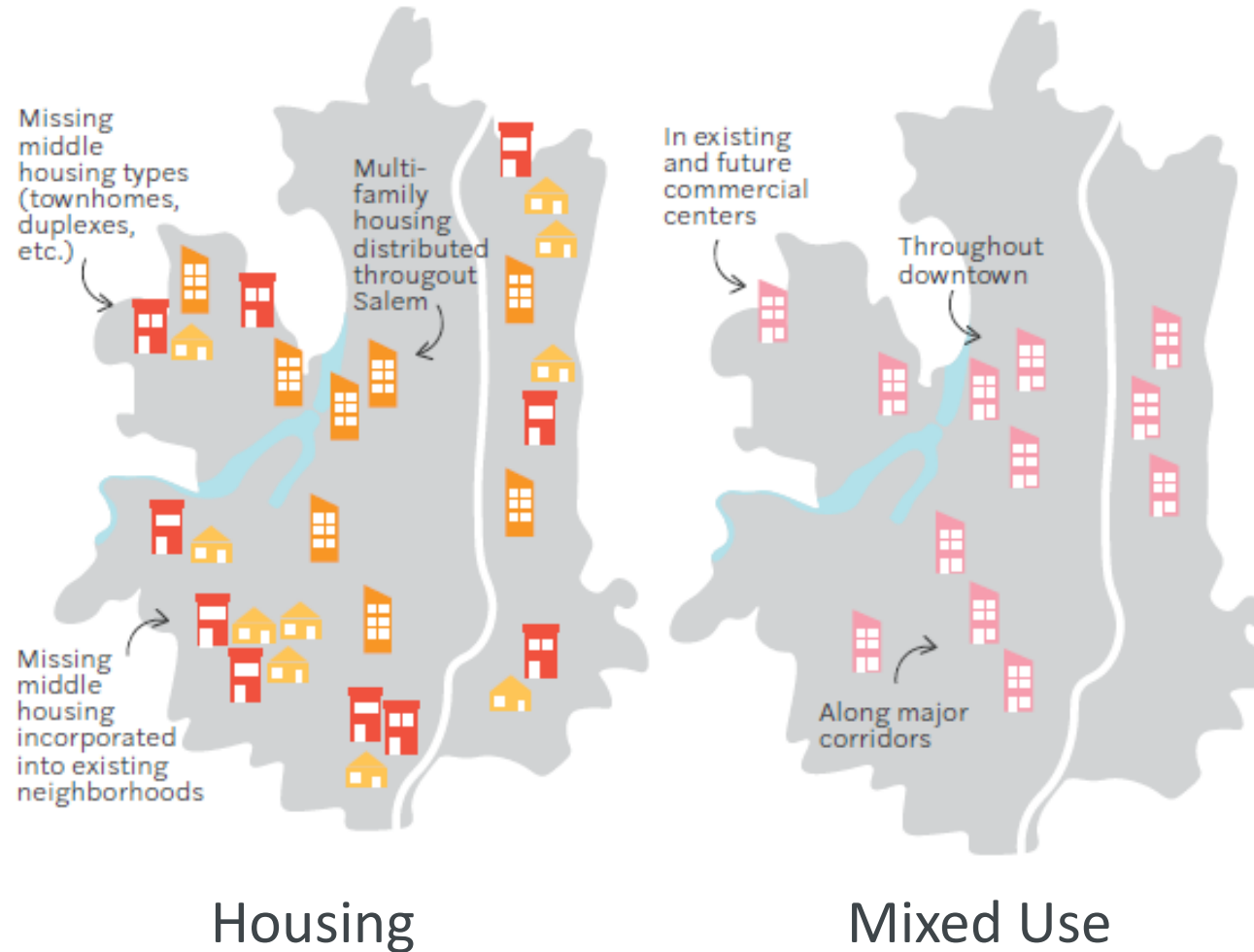
Big Ideas



Housing

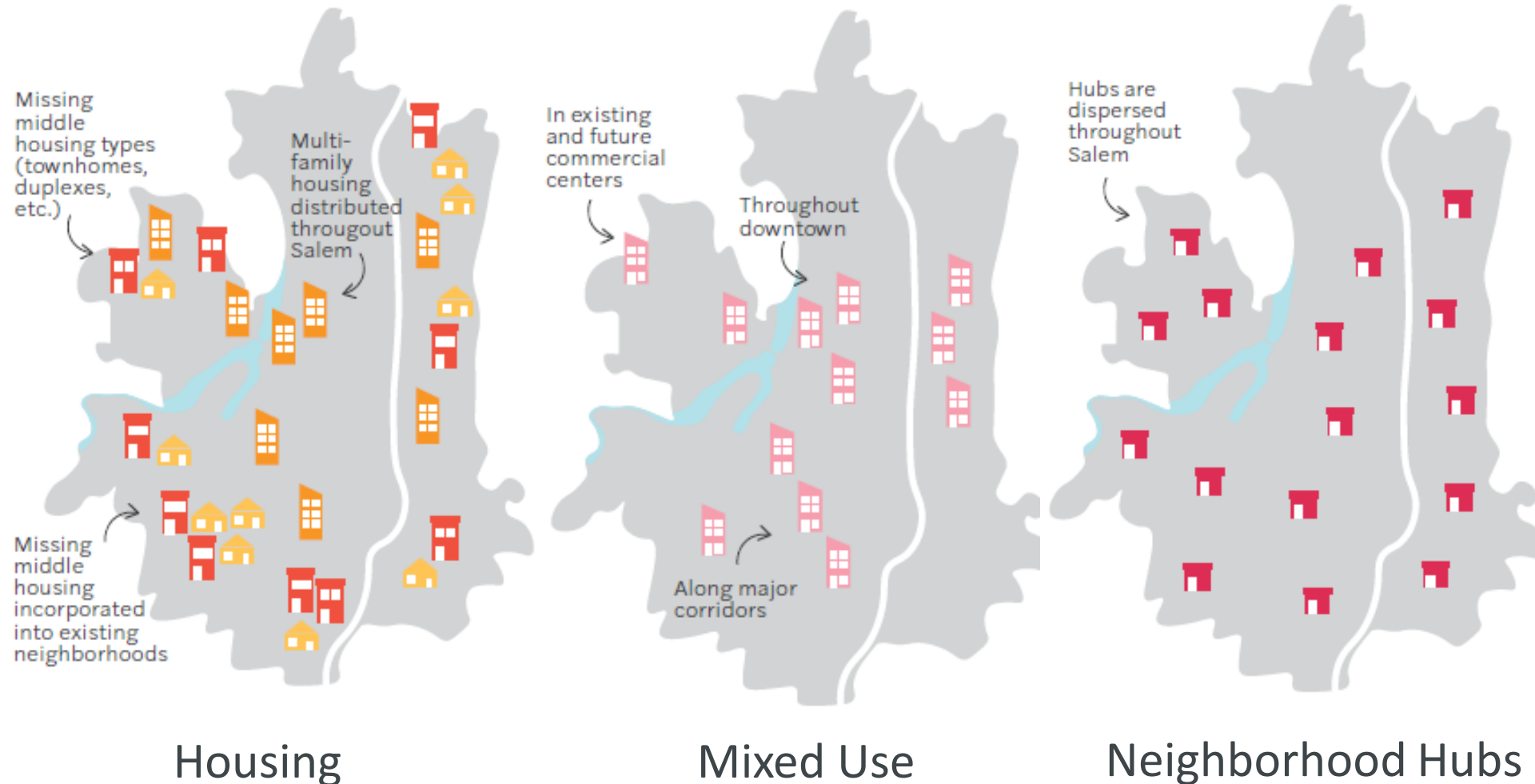
- Need for multifamily housing
- *Adjustments since the fall*

Big Ideas

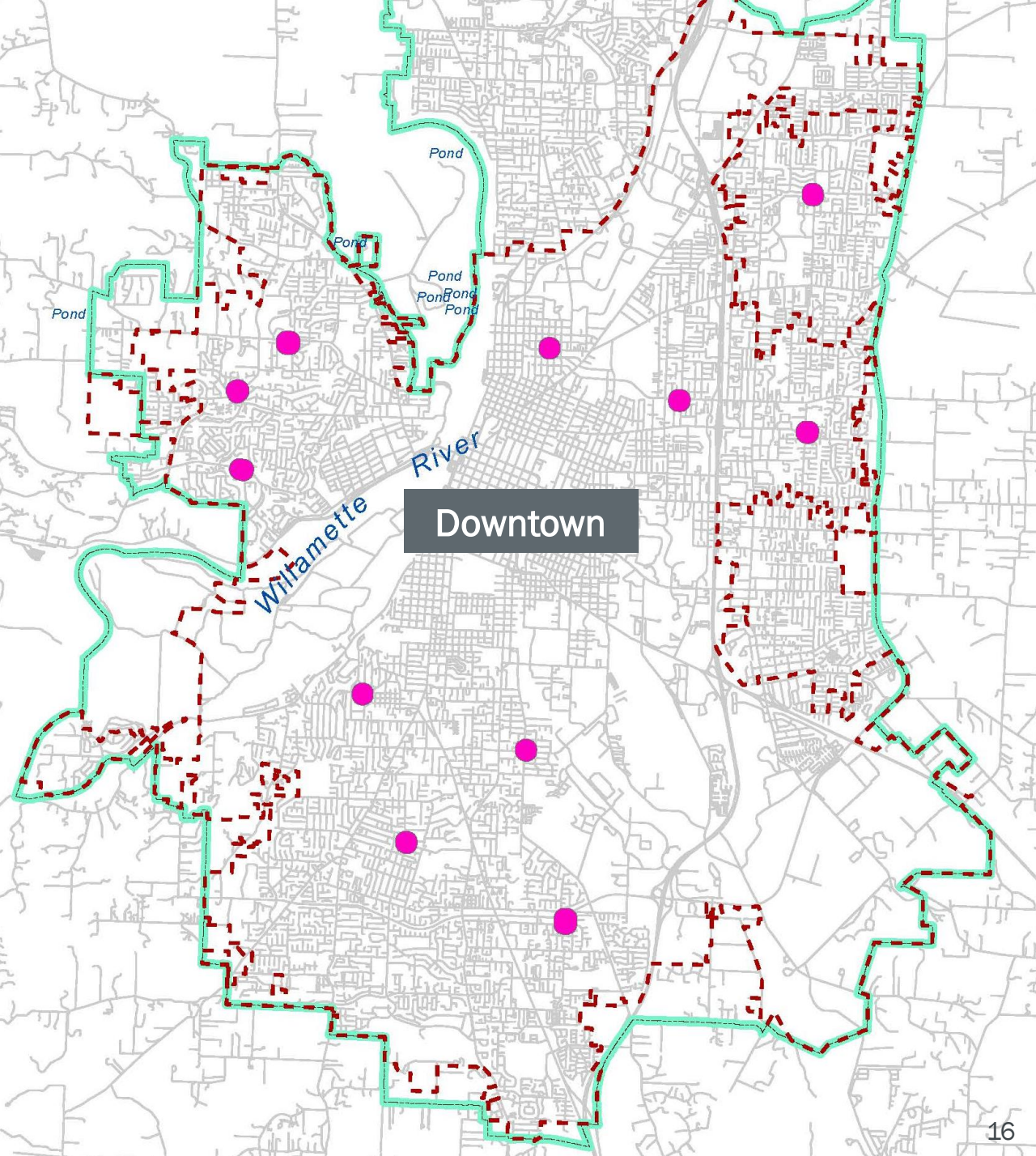


- Flexibility
- *Added areas since the fall*

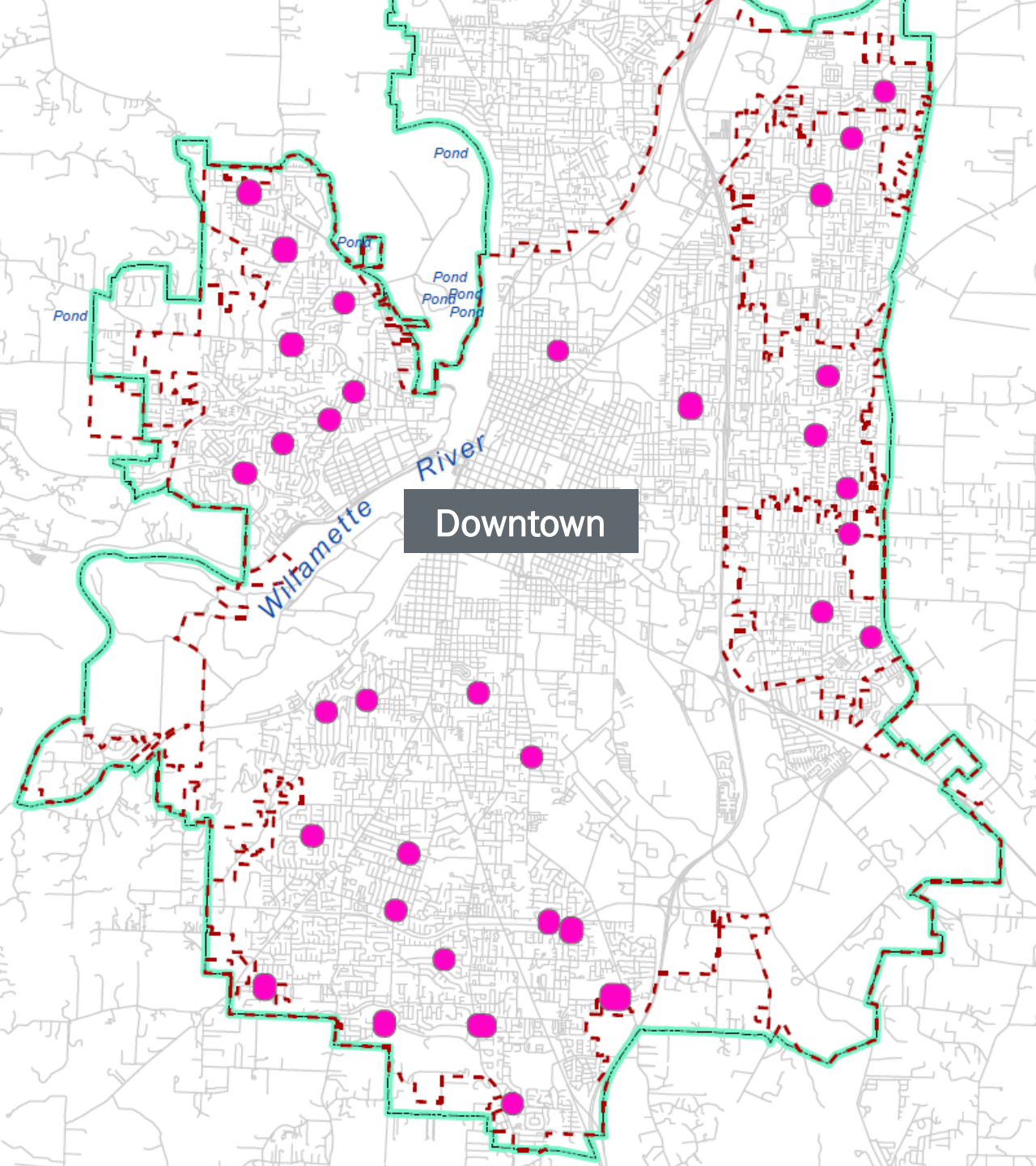
Big Ideas



- *Tripled the number of hubs since the fall*



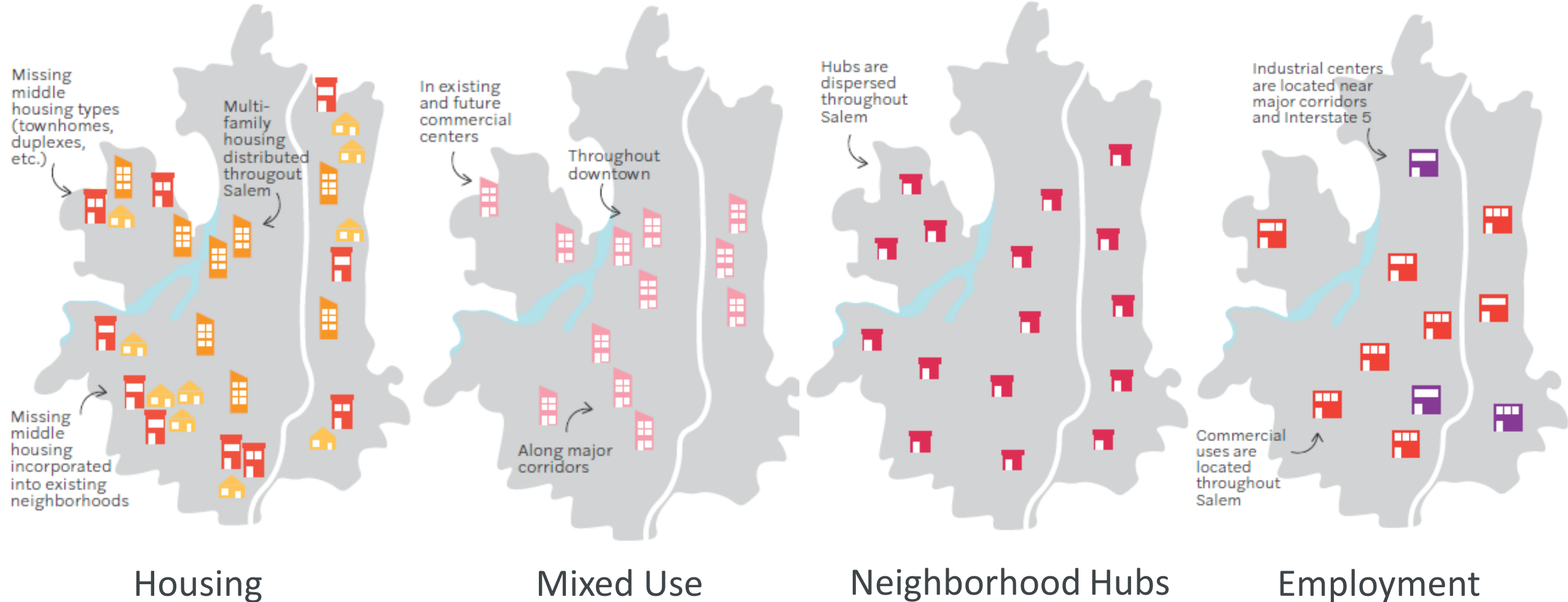
- *Tripled the number of hubs since the fall*



- *Tripled the number of hubs since the fall*

"This map has been provided for illustrative purposes only. In no event is the City of Salem liable for damages from the use of this illustration."

Big Ideas

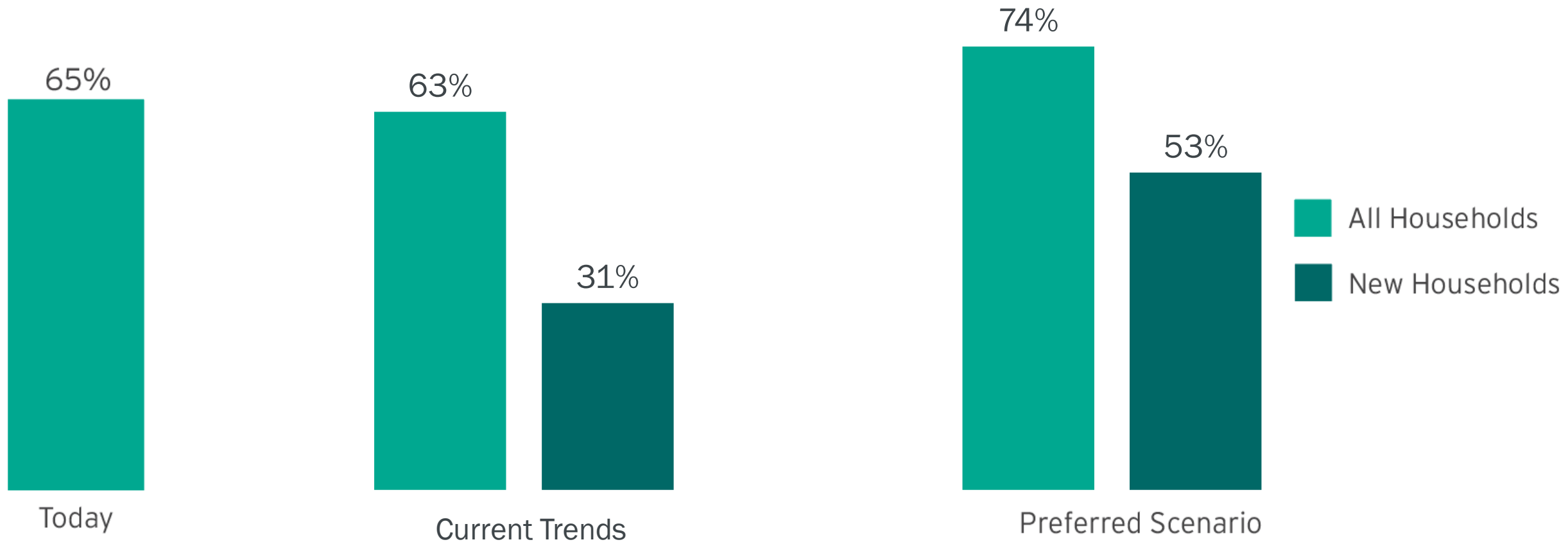


Preferred Scenario

- Tool to analyze impacts - focused on greenhouse gas emissions
- **NOT the same as the proposed Comprehensive Plan Map**
- Best guess at *what might develop* through 2035 based on the proposed Comprehensive Plan Map

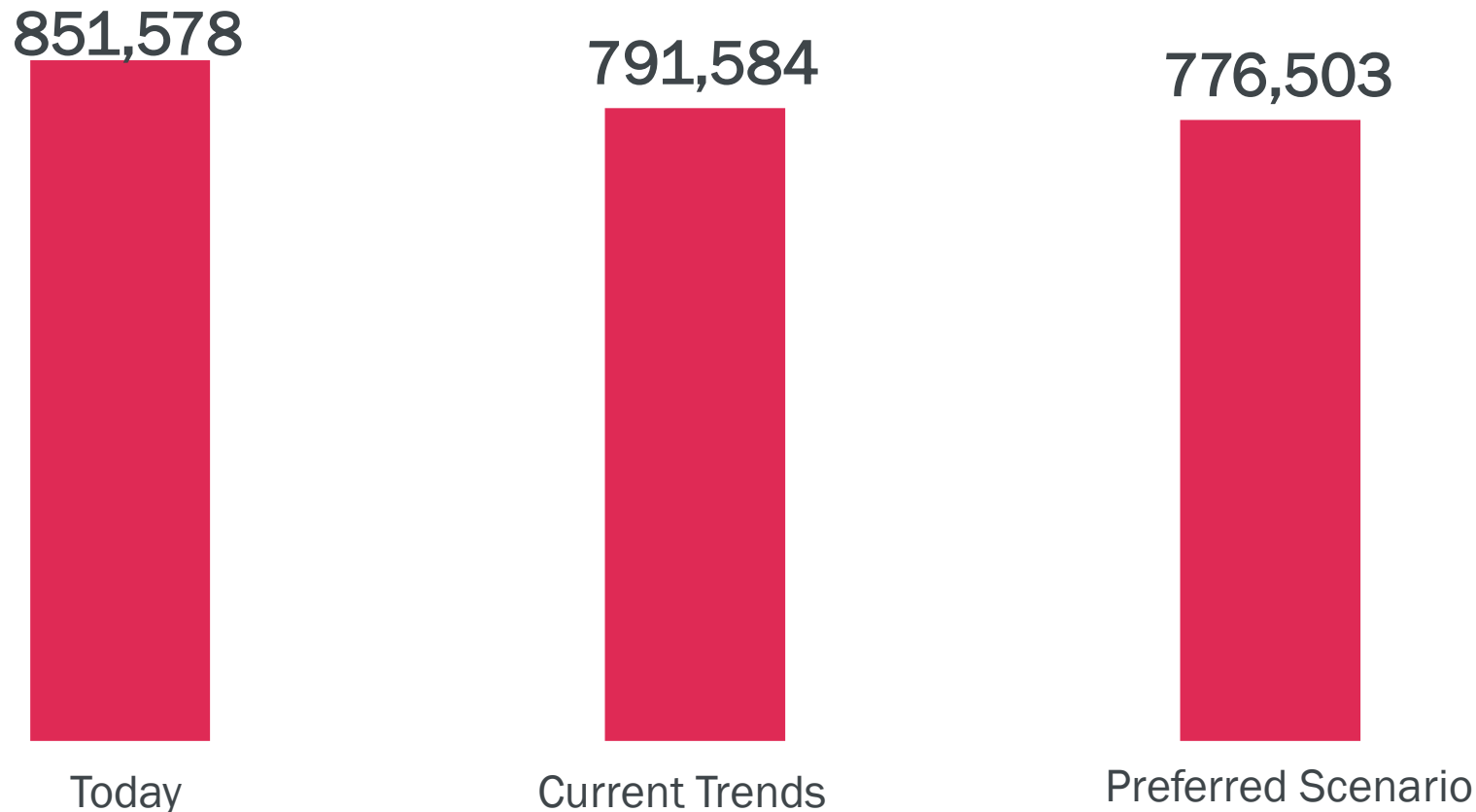
Analysis: Complete Neighborhoods

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



Analysis: Greenhouse Gas Emissions

Annual GHG Emissions (MT CO2e) from Transportation

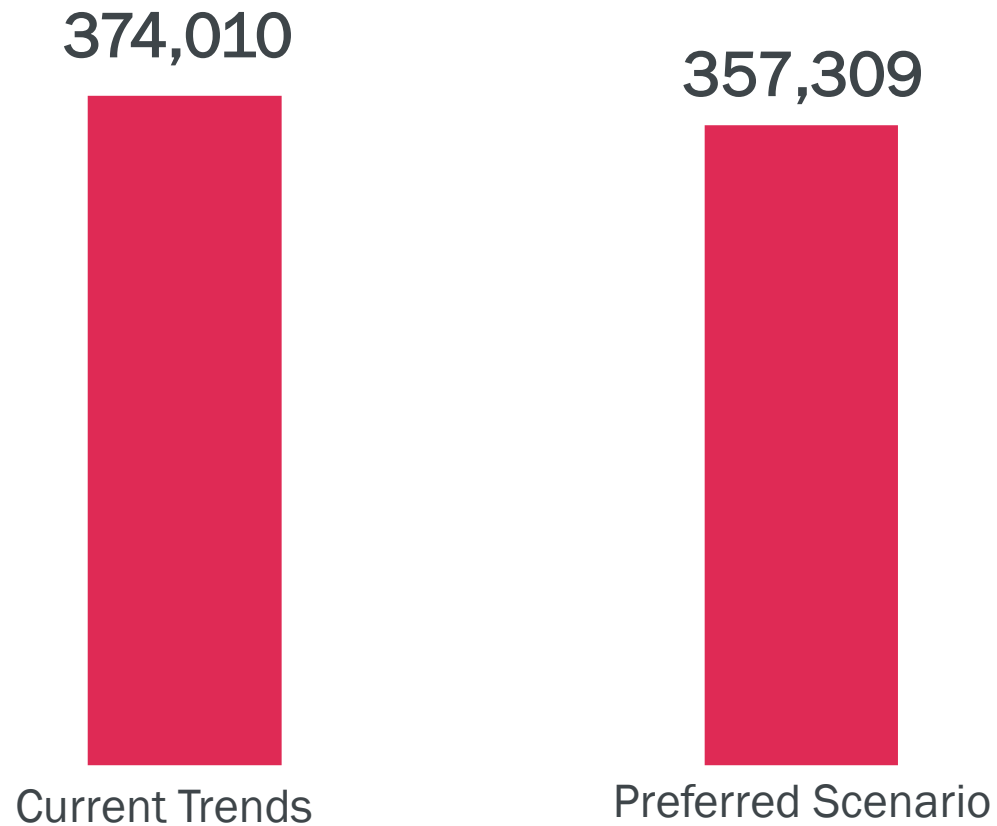


Difference between
*Today to Preferred
Scenario: 75,075*

Note: All trips including I-5 trips (>50% of all trips are external or pass through)

Analysis: Greenhouse Gas Emissions

Annual GHG Emissions (MT CO2e) from Transportation



Note: Only internal trips

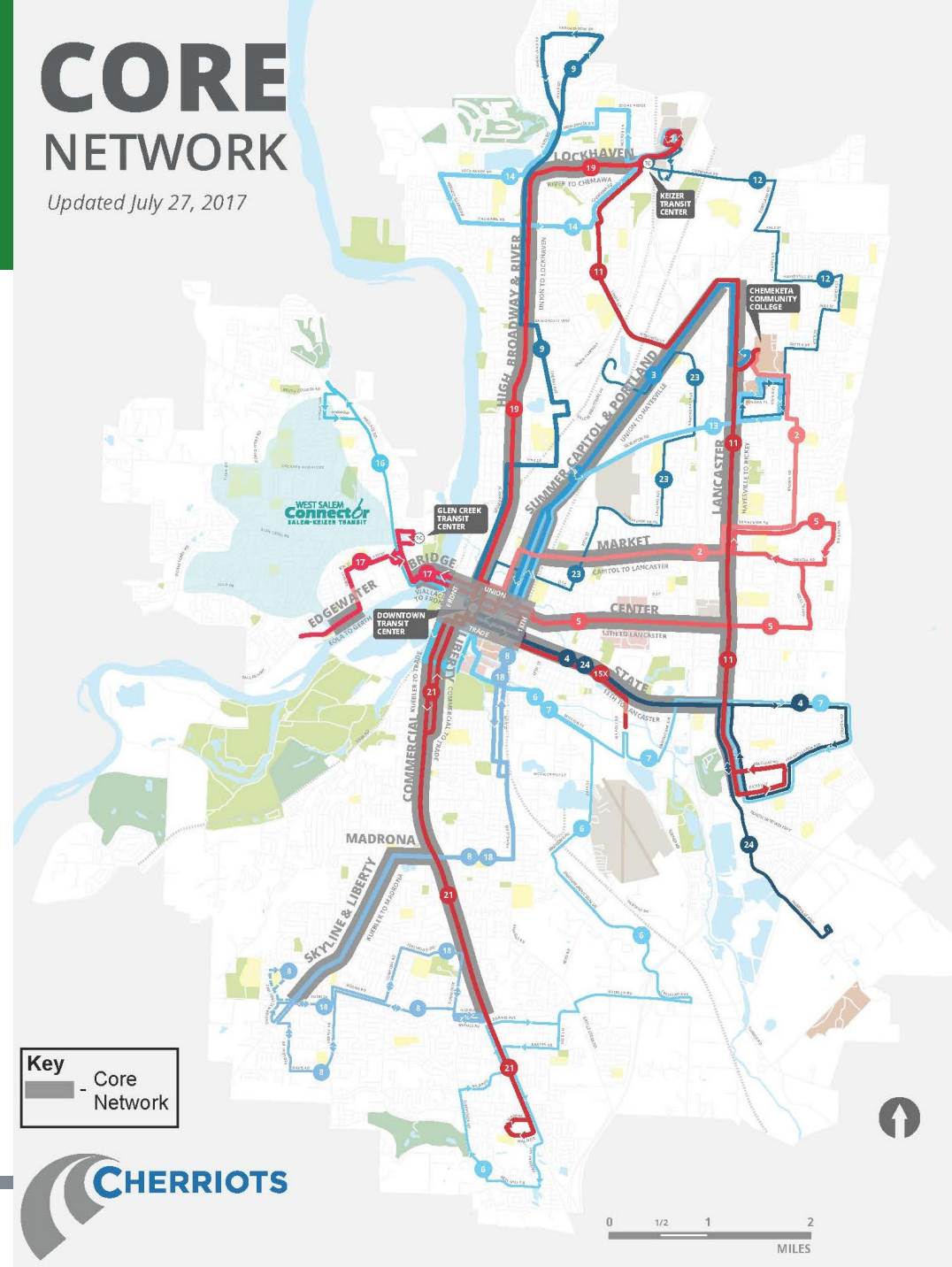
Zoning Options: Greenhouse Gas Emissions

1. **Increase maximum heights** in mixed-use zones, particularly along Cherriots' Core Network
2. **Eliminate parking requirements** for all uses near the Core Network
3. **Increase the minimum density** in the mixed-use and/or multifamily zones near the Core Network or throughout Salem
4. **Require multifamily housing** in mixed-use zones
5. **Require neighborhood hubs and/or middle housing** in large subdivisions
6. **Establish a minimum density** in the Single Family Residential (RS) zone near the Core Network

Core Network

CORE NETWORK

Updated July 27, 2017



Key
- Core Network



Climate Action Plan Collaboration

- Incorporate additional strategies from the climate action plan

The image displays a grid of eight collaborative ideas for a climate action plan, each presented in a card format. Each card includes a user profile picture (a lightbulb icon), the user's name, the time since the post was made, the title of the idea, a brief description, and a 'Share' button with a heart icon representing the number of likes.

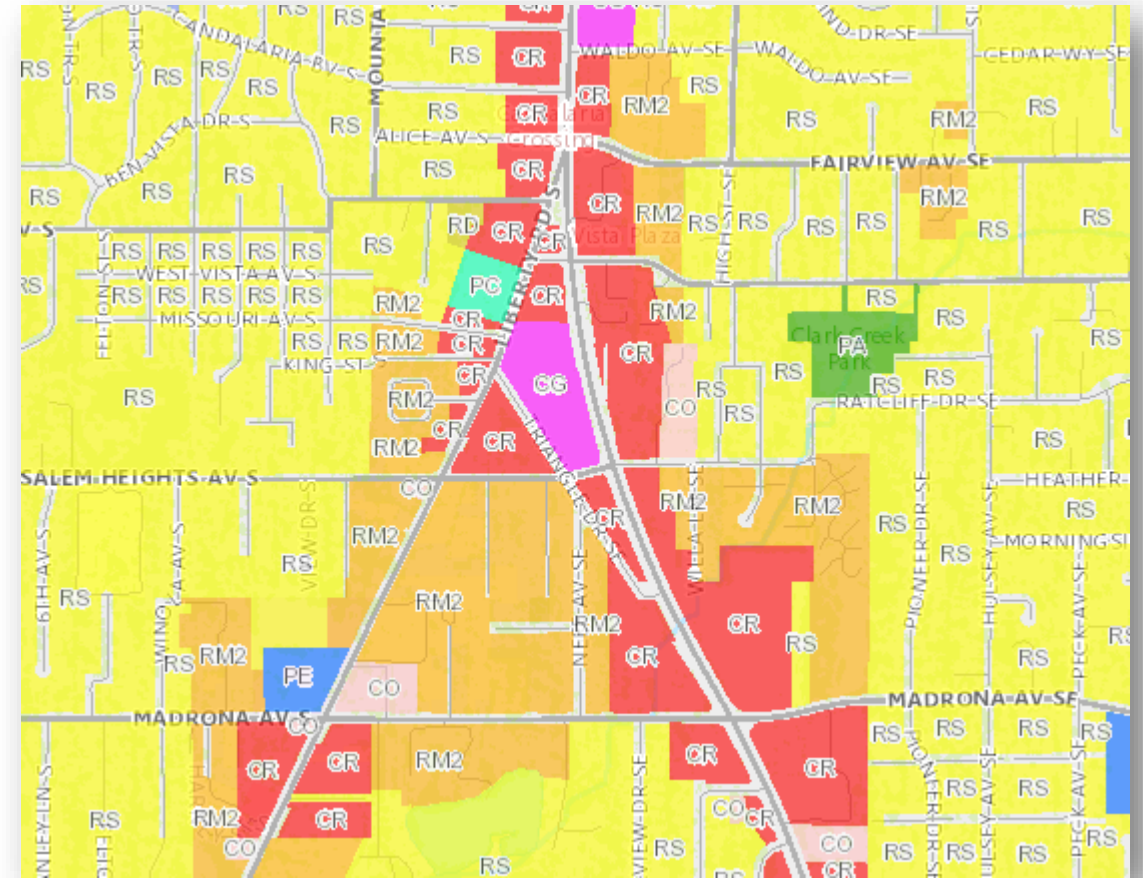
- John Savage** (10 days ago): **Create a city-wide charging station network and locate charging stations at all major establishments near I-5**. 6 likes.
- John Savage** (10 days ago): **Convert all public and private fleet vehicles to run on zero-emission fuels.** 6 likes.
- Jim Schepke** (18 days ago): **Mandate 100% Clean Energy in All New Construction**. 40 cities in California have already said that in the future all ... 7 likes.
- John Savage** (10 days ago): **Establish a strategic city initiative to eliminate emissions from City's fleet, buildings, and operations.** There would be a number of actions tied to this initiative. 5 likes.
- Blake Carlile** (a month ago): **Support native biodiversity in Salem's public areas**. Ecosystem restoration is crucial for our planet to become resilie... 10 likes.
- John Savage** (10 days ago): **Support expanded state and federal incentives for investments in EV's and EV charging infrastructure**. 6 likes.
- DrMoth** (12 days ago): (Title partially visible)
- DrMoth** (12 days ago): (Title partially visible)

Next Step: Ask for City Council Acceptance

FEBRUARY 22:

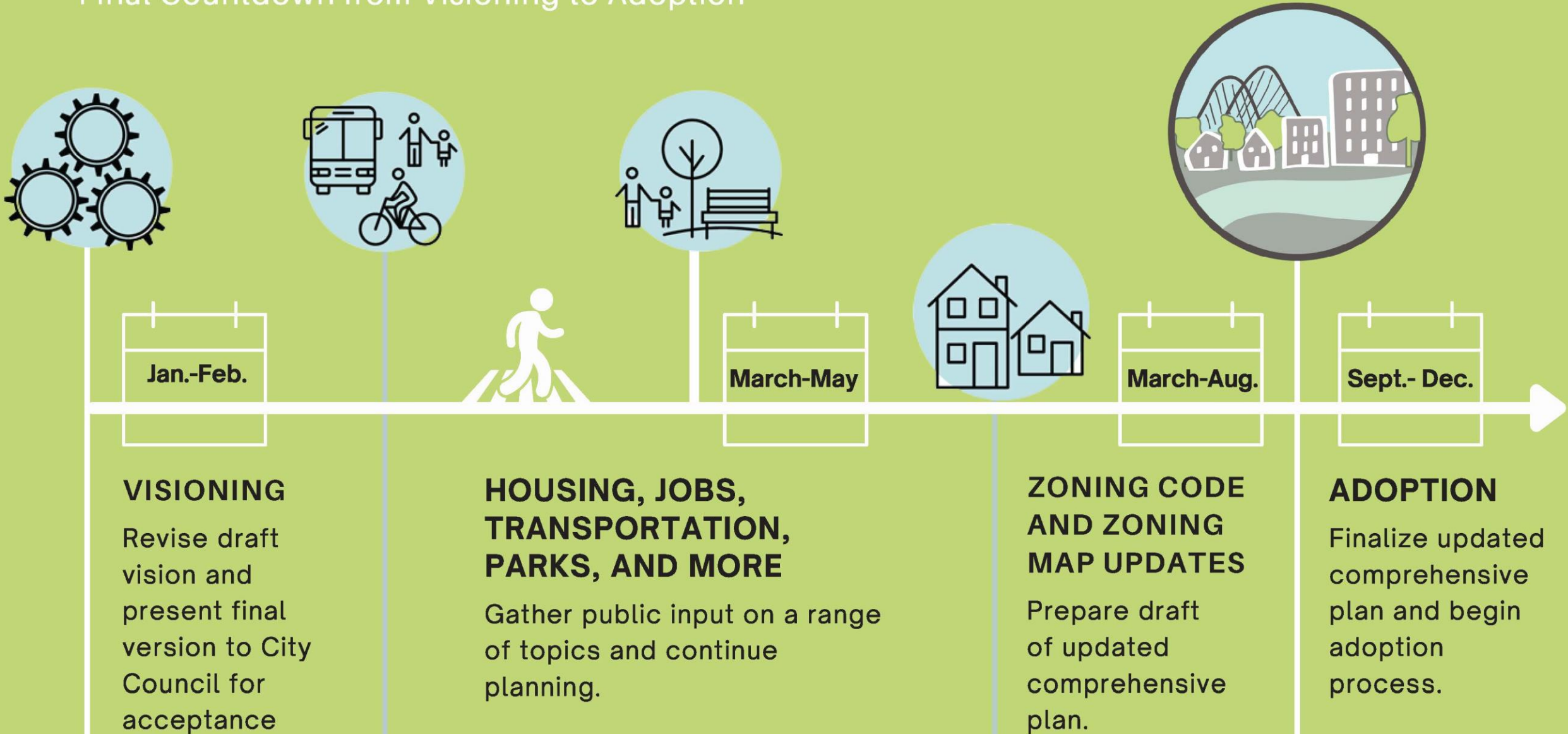
Direction to move the Our Salem project forward (*not adoption*)

- Continue more detailed work on policies, zoning map, and zoning code
- Ensure details support the goals and proposed Comprehensive Plan Map



Our Salem Timeline 2021

Final Countdown from Visioning to Adoption



Questions

<https://www.cityofsalem.net/our-salem>





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