

MINUTES
Downtown Advisory Board
 Thursday, April 22, 2010 – 2:00 P.M.
 350 Commercial St NE

Members Present	Members Absent	Staff Present	Guests
Dana Vugteveen Suzi Bicknell Jim Bauer Jeff Corner Sylvia Dorney Paul Gehlar Darr Goss Jim Lewis Brian Moore Anna Peterson Allan Pollock	Debra Edwards - E Bill Davis - E	Jeff Barnes – UD Sara Bratcher - UD Steve Downs – PW Todd Klocke - UD Courtney Knox – UD Tim Padden - UD Brady Rogers - CD Anita Sandoval – UD Sheri Wahrgren - UD	Warren Bednarz Gary Brown Kelly Brown Allen Chen Larry Delapp Doug Hoffman Ryan Mosher Amanda Mackabee Bill Puntney Jason Seibert Ross Swartzendruber

1. CALL TO ORDER

Chair Vugteveen called the meeting to order at 2:04 PM, noting a quorum of appointed members was present. New member Paul Gehlar was introduced and welcomed to the Board. New staff person, Jeff Barnes was also introduced and is the Parking Operations Supervisor.

2. APPROVAL OF AGENDA

A. April 22, 2010

Ms Bicknell made a motion to approve the modified agenda of March 25, 2010, moving Information Item C, to B. The motion was seconded and passed unanimously.

3. APPROVAL OF MINUTES

A. March 25, 2010

Ms Bicknell made a motion to approve the minutes from March 25, 2010, as presented. The seconded motion was approved unanimously.

4. REPORT ON COMMITTEES

A. None.

5. PUBLIC COMMENT:

There were no comments on topics other than those on the agenda.

6. ACTION ITEMS:

A. Downtown Strategic Plan Consultant Selection – Sheri Wahrgren

The Subcommittee (Jim Bauer, Anna Peterson, Brian Moore, and Dana Vugteveen) approved the scope of work and prepared an RFP that went out for bid in March. Three bids were received by the due date of April 2, and two were invited to present their proposal and answer questions. Upon review of the proposals and presentation, the Subcommittee recommended moving forward with Leland Consultants, who also were also awarded the contract for the West Salem Edgewater/2nd Street Redevelopment Action Plan. Mr Vugteveen reviewed the scope of work and noted the contract

will not exceed \$75,000. Ms Knox informed the Board Leland can be under contract within two weeks to begin their analysis if the Board approves the recommendation.

Ms Peterson made a motion to approve the recommendation of the Subcommittee. The motion was seconded and passed unanimously.

Ms Bicknell made a motion the Subcommittee remain intact and work with Leland during the course of the contract to refine the scope and advise staff. The motion was seconded and passed unanimously.

7. INFORMATION ITEMS:

A. West Salem Redevelopment Advisory Board Presentation – Warren Bednarz and Allen Chen

Tim Padden introduced Chair Allen Chen and member Warren Bednarz who presented the Edgewater/2nd Street Plan recently approved by the Urban Renewal. The Plan is available on the City Web Site at <http://www.cityofsalem.net/Departments/UrbanDevelopment/UrbanRenewalAreas/Documents/FinalActionPlanReport-02-19-10.pdf>

Mr Bednarz and Mr Chen focused on the key highlights of the Plan. They explained in order to facilitate the phasing and prioritization of projects in the Action Plan, projects have been organized into the following four broad categories: Festival Street; Access, Transportation, and Parking; Redevelopment Opportunities; and Business Planning.

Q. Did Leland establish specific criteria that helped you identify projects?

A. Leland and staff had an internal brainstorming meeting to create a list of project ideas. Those ideas were shared with the West Salem Board who had conversations with Leland in order to nail down projects.

Q. What were filters used to determine which projects were viable?

A. Board created a project proposal check list to see if projects were consistent with the Plan, had a source of funding, and could improved the tax base. The goal is to modernize present inventory, bringing events and people to the Festival Street to increase excitement in the area; and in turn increase investment.

Q. Are you contemplating surface or garage parking?

A. At this time surface parking is being considered. Second St is wide enough for parking down the center of the street. Other areas near Wallace Marine Park may work for a private garage.

Q. Is the West Salem Neighborhood Association (NA) involved and supportive?

A. Yes, two presentations were given to the NA, in addition to their members attending Board meetings on several occasions.

Q. Where does bike path connect to the RR Bridge?

A. The bike path T's into Wallace Road and stops there. Signage will be added to direct bikes to the Railroad Bridge path.

Q. Do you have a mass transit plan?

A. For this upcoming fiscal year, funding has not been allocated for transit. Mr Pollock responded Transit is already thinking about how to reconfigure West Salem service.

Q. Did Leland do a market analysis of numbers of people living downtown that might be looking to West Salem to support their retail needs.

A. No, that issue was not considered.

Chair Vugteveen thanked the presenters for attending and suggested this be an ongoing dialogue as DAB continue through their planning process.

B. Downtown Noise Limits – Brady Rogers, Administrator of Neighborhood Enhancement Program – Brady Rogers

Mr Rogers reported the Enforcement Division enforces all or part of 98 chapters of Code. One of those chapters is Chapter 93 which speaks to noise. Rules regarding noise are about the same everywhere in town. Staff responds to noise issues on a complaint basis. When a noise sensitive property gets involved Enforcement usually receives a complaint.

Variances are available, but are difficult to get. Staff is working with the Legal Department to revise the Ordinance and envision over the counter permits for special events. Currently there are three types of variances:

A – Single event that lasts for a day (until 10 pm) – processes a few every year ~ At the discretion of the CD or PW Director or PW Director.

B – Event for longer period of time (i.e., State Fair). Notification requirements; Goes to Council for approval; Could take 60 days.

C – Downtown Parking District is the only place specifically listed. Same procedure as Type B.

Q. How you define what is considered a sensitive property?

A. That definition would need to be considered during the re-write. Mixed use was not envisioned at the time it was written.

Q. Are you going to be able to evaluate mixed use in the rewrite?

A. It depends on the interpretations, but staff will try to be fair and speak to mixed-use more specifically.

Q. Have you looked at other community codes for comparison?

A. Yes, the City Attorney is doing that research. Information is being gathered.

Q. What's the process for involving the community in the rewrite?

A. Ordinance revisions go through a particular process. It requires a future report, a Public Hearing, and 1st and 2nd reading before it can be adopted. So the public has lots of opportunities for feedback.

Several members of the community were present and had concerns with the current ordinance and its lack of flexibility. They expressed frustration that It's not practical to mix a good vibrant downtown nightlife with residential.

Ross Swartzendruber, representing the Salem Creative Network, reported they have been doing some research on noise ordinances and shared some of their findings. Mr Swartzendruber met with the noise ordinance control office in Portland. Portland has a well thought out code similar to Salem's but has higher decibel levels than Salem.

A noise ordinance model used by Austin, Texas, is significantly more flexible and user friendly than any other community. Mr Swartzendruber distributed a handout titled "City of Austin, Live Music Task Force, Overview & Recommendations". This task force was set up in 2008 to do an Economic Impact Study of the entertainment industry in Austin. They found it was a billion dollar industry generating \$25M in tax revenue annually. The main code difference between Portland and Austin is "Spot Zoning". Austin has Spot Zoning, which is basically unlimited noise in certain areas; Portland is working on developing Spot Zoning in China Town.

This group would like to implement an impact study in Salem. He referenced the Cherry City Music Festival which came through town recently. There were 100 bands in town, and over the last eight years over 400 bands have participated. Revenue was generated; venue owners are happy, jobs were created, and musicians don't have to leave Salem and go to Portland. Their biggest concern is the music industry will need to leave Salem if the ordinance is not revised. They would like to provide support structure to local musicians, identify the entertainment industry in town, and work with Vision 2020 to get an impact study going.

Mr Swartzendruber said local musicians and fans would like to see a growth in the entertainment industry in Salem; and based on the feedback from participating musicians and fans at the Music Festival, Salem is a hospitable venue and less expensive than Portland.

Chair Vugteveen appreciated the perspective from the venue owners and others who spoke. He noted one of DABs goals is to support vibrant downtown night life past 10 PM, but it needs to be balanced between that and those residents who are impacted. Staff will continue to research the issues.

The Board requested more information regarding process and how the Board fits into the progression of the revision. Staff will work with Community Development and Legal to form a timeline for the ordinance revision.

C. Highlights of W.H. Pacific Electrical Infrastructure Survey – Todd Klocke

This topic was moved to a later agenda due to time constraints.

D. Storm Water Resource – Steve Downs

This topic was moved to a later agenda due to time constraints.

8. NEW BUSINESS

9. ADJOURN

Chair Vugteveen adjourned the meeting at 3:35 P.M. The next scheduled meeting is May 27, 2010, at 2:00 PM.