

**MINUTES**  
**Downtown Advisory Board**  
 Thursday, November 18 – 2:00 P.M.  
 350 Commercial St NE

<b>Members Present</b>	<b>Members Absent</b>	<b>Staff Present</b>	<b>Guests</b>
Dana Vugteveen - C Jim Bauer Suzi Bicknell Paul Gehlar Jim Lewis Brian Moore Allan Pollock	Debra Edwards - E Jeff Corner - E Sylvia Dorney -E Anna Peterson - E Bill Davis - E Darr Goss - U	Sara Bratcher – UD Todd Klocke - UD Courtney Knox - UD Anita Sandoval – UD Sheri Wahrgren – UD Kevin Hottmann – PW Ralph Lambert - PW	Maggie Crawford Sue Quick

**1. CALL TO ORDER**

Chair Vugteveen called the meeting to order at 2:35 PM, noting a quorum of appointed members was present.

**2. APPROVAL OF AGENDA**

**A. November 18, 2010**

Mr Bauer made a motion to approve the agenda for November 18, 2010. The motion was seconded and approved unanimously.

**3. APPROVAL OF MINUTES**

**A. October 28, 2010**

Mr Bauer made a motion to approve the minutes from October 28, 2010, as presented. The motion was seconded and approved unanimously.

**4. REPORT ON COMMITTEES**

A. None.

**5. PUBLIC COMMENT:**

Sue Quick, representing Salem-Keizer Transit, provided maps for a proposed temporary transit mall site. The site previously considered on Union Street proved to be more costly than anticipated and has been dismissed. The proposed alternative site rings the perimeter of the Courthouse Square/Transit Mall block on the north, east, and south sides, with an option for bus traffic to flow south on Church Street in the far-west lane (Church Street traffic is one-way, northbound). This would allow buses to load/unload passengers on west side of the street, rather than on the east side which would force riders to cross Church Street, and would displace 23 parking spaces in front of the Statesman Journal.

The proposal also includes two modular buildings on Church Street outside the underground parking garage; one for customer service, the other for an employee break room/restroom. There would also be a customer restroom available. This location would allow the flexibility to put on bikes at the station, and buses would have more flexibility for independent pull out.

Transit will be meeting with City staff on Friday morning to review the proposal.

**Mr Bauer made a motion to endorse the concept of moving back into the transit mall area. The motion was seconded and passed unanimously.**

Staff recommended Transit present their proposal to several community groups: Go Downtown Salem Board Meeting on December 9; Salem Partnership on December 15; Chamber of Commerce meeting; CAN-DO on December 21; and anyone other interested groups in the affected area.

**B. Public Works Design Standards - Ralph Lambert, PW**

Mr Lambert distributed and reviewed a memo regarding the Public Works Design Standards Updates which includes a new section on Streetscape Standards. Public Works has done several streetscape projects in the downtown over the past 20 years. Some projects have worked well, others have not. They've tried to compromise and develop design standards that include designs recently constructed and memorialize them into the Public Works Design Standards Update. This will allow guidance when planning urban renewal and/or city projects involving streetscape.

Mr Lambert reviewed the major components of the streetscape design standards and explained the approval process. A draft of the work is mostly complete and is being reviewed by the Public Works Director and City Engineer. At the same time, the Legal Department is reviewing to make sure there's code authority to force developers to comply. The hope is to have a completed product by the first of the year.

Q. Are you going to have a portion of the sidewalk that's going to be designated to be unobstructed?

A. Yes. Mr Lambert explained that in general in the downtown area, streets start with a 99 foot right-of-way. The outside 20 feet on both sides is roughly the sidewalk area. Within the 20 foot area between the building front and the curb you need at least five to ten feet for pedestrian traffic. Between the curb and pedestrian walkway some other things could be placed like outdoor dining, a bench, a newspaper rack, etc.

Q. Would that impact store signs and café seating?

A. Mr Lambert replied that café permits are handled by the City. Store signs fall under the sign code. The sandwich boards sometimes used by businesses need to be kept out of the pedestrian traffic area. As long as we keep a clear path available, there can be a little flexibility.

Q. The new bulbouts and striping allow for the ADA accessible parking, which is nice; however, one thing that was not anticipated is there's no way for a wheel chair user to get on the sidewalk without going around the car into the traffic lane.

A. Kevin Hottmann replied the ADA parking spaces were located next to the bulbouts to allow ADA access to the ramps. The City followed the ADA recommendations which say you can either add a second ramp, which is expensive, or use the adjacent ramp. They kept the curb extensions out as far as the striping, and the traffic lanes are extra wide. Most crosswalks have a four foot area where a wheelchair can sit in the street at the crosswalk corner, so they have to allow space for that anyway.

Q. Is there anything in the plan that would prohibit wayfinding in the bulbout areas?

A. No.

Q. If this plan was in place, how do citizens appeal this if they want to do something different?

A. Mr Lambert answered that first, the City has developed new Administrative Rules on how to adoption guideline documents. There is a prescribed process they have to use through the Salem

Revised Code. This will be the first time Public Works has used this process, and they are working with the Legal Department. Secondly, once it's adopted, there is a provision within the code that prescribes a variation process.

Q. If we want irrigation downtown to water plants, is the process to negotiate an item like that now as the plan is being adopted, or is there an annual review? How do you come back to this as new ideas come up, especially as it relates to the Strategic Action Plan and the changes it might bring? Is it included in what we should expect in new construction?

A. Ms Wahrgren explained new construction in the Core Area would have certain requirements. Those same standards are not going to be imposed on existing buildings. So the question should be is this something that should be included for new construction. The goal for staff was to have consistency to help Public Works because there are several different sidewalk and lighting styles throughout the downtown.

Mr Lambert commented some of these haven't been updated for 18 years, so this will be a major revision. In the next couple of years there may be updates to fix inconsistencies. If there is something the Board feels is lacking, the Board is welcome to make that recommendation for consideration of adding to the document. Mr Vugteveen clarified that these kind of standards are considered minimum, and not prescriptive.

Q. This could be an opportunity for the Arts Commission as it relates to the streetscape enhancements and design standards. It could make way for some more interesting street furniture; and it could help define districts downtown. How is art vs. streetscape furniture defined?

A. Ms Wahrgren responded staff knew there would be questions about this. That's not what this proposal is about. Streetscape for the City is about benches, garbage cans, etc. There will be some kind of stakeholder group formed to talk about those kinds of things. This initial update to the Design Standards was a way we could deal with some of the basic core streetscape (sidewalk design, light posts, etc.).

## **6. ACTION ITEMS:**

### **A. Establishing 2011 Parking Fees – Sara Bratcher**

Ms Wahrgren reminded the Board that Rick Williams developed recommendations for establishing permit fees in the parking structures. Staff has taken a look at that recommendation, utilizing supply and demand in establishing permit fees for next year.

Ms Bratcher reported in previous years, parking facility rate increase recommendations have typically been reviewed a couple of times a year, a few in the spring, and a few in the winter. Staff is trying to move all increases/decreases to an annual cycle so the Board can review them holistically. To determine how to structure the recommended fees, staff reviewed the Utilization Study and looked at how the fees are currently structured, the waiting lists, parking demands, occupancy, and considered the current market.

Both Chemeketa and Liberty rates have been raised within the last year. Chemeketa and Liberty's demand have remained very constant. The areas recommended for changes in the next calendar year are Marion Parkade and Riverfront Surface Lot.

Marion has the lowest priced parkade permits in the Parking District. It has seen a great deal of increase with a waiting list on the roof, and additional spaces on the ramp were opened up. There's always a waiting list for covered spaces. A question was asked about the impact of CCBI on Marion

Parkade. Ms Bratcher responded that CCBI purchases daily permits, and they accommodate their staff on site. That being said, it is also recommended to increase the daily permit at Marion by \$1 to get them to the same rate as Chemeketa.

Ms Bratcher replied to questions below, unless otherwise noted.

Q. What creates demand at Riverfront?

A. A lot of residents and part-time employees purchase permits there because the rate is lower. There's been a bit more interest there, but as the weather changes they want to move closer. With the demand not being as high the recommendation is to reduce the rate at Riverfront to help accommodate users looking for a less expensive option, and to increase use at that lot.

Q. One of the issues that keeps coming up are part-time minimum wage employees doing the two hour shuffle, and not having affordable options.

A. When you park in a structure it's more expensive because there is cost associated with maintaining the structure. But there are other options. There are on-street spaces at \$20, and then you can park on the street even during the holidays. But you are paying for a right to have a place to park. There's Riverfront if you don't mind walking, and there are meters in the parkades.

Q. When would the rate change go into effect?

A. It goes before Council on December 13. There would be a 30-day notice of changes to users, with the effective date of February 1, 2011.

Q. What is the availability of part-time spaces at Marion on the roof?

A. The only part-time spaces at Marion are on the roof. There are 33 spaces available, with 32 sold. With part-time it's a little easier because of varying schedules.

Q. Do you refer people to the Macy's garage?

A. I'm not sure if that's common practice because we have had options available, but I will check. When there are waiting lists, all options inside and outside the District are shared and people can make their own decision.

Q. Can you tell me about the SAIF parking permit at Pringle?

A. Pringle is outside the Parking District and is based on a long standing contract that SAIF has with the City.

Q. Why are we raising rates now?

A. Chair Vugteveen responded that the demand is there and that justifies the increase.

Q. What will we do with the additional revenue?

A. Chair Vugteveen answered it's a small contribution toward the operation and maintenance costs and capital improvements that need to be done. A bulk of the funds that go to the Parking District maintenance comes from permits sales and not from the business tax.

Ms Wahrgren also commented, if you look at the mythology for calculation of the parking tax, you should also be looking at the value of permits. The value of permits directly affects what you would do for the Parking District tax. This year you asked us to look at how we calculate the Parking District tax. First, you look at your other resources, then the costs, and then the Parking District tax. There is a direct relationship between what we generate in revenue and how it affects the District. It's a

balancing thing. We are attempting to work with a consultant to address the issues. We're looking at the relationship between the burden on the parking structures with the employees, versus the merchants and retailer's cost to keep free parking.

Q. What is the forecasted additional income?

A. At Marion there will be about a \$25,000 increase; at Riverfront, if the demand stays what is was, we'll lose about \$300; if demand goes up it will be about the same.

Q. At Liberty, regarding the permits that are being held for the space that was the TED Center, could those be temporarily available for increased consumer parking?

A. Ms Wahrgren responded staff will track usage. It's not reserved one-to-one, so it's not quite as easy as it might seem. But staff will take a look at that to see if that's an option during the holiday.

**Mr Gehlar made a motion to support staff recommendation. The motion was seconded and passed unanimously.**

Ms Bicknell suggested the motion be separated into two, one for each facility. She expressed concern on the impact of raising rates at Marion. Mr Bauer commented he felt the same, but agreed the motion should pass. He did, however, suggest Marion Parkade be brought back as a future action item to discuss it as an opportunity through the Action Plan. Ms Wahrgren agreed it will come back as a potential project out of the Action Plan, it makes sense at that time to tie it back to this discussion with parking.

**The Chair called the question. The motion passed with Ms Bicknell opposing.**

## **7. INFORMATION ITEMS:**

### **A. December, January, February Meeting Dates**

Ms Wahrgren distributed an updated meeting schedule and announced changes due to holidays and the budget season. An unscheduled meeting will be held in December, and two meetings will be needed in January and February to prepare for budget.

### **B. Sustainable Cities Initiative**

Ms Knox reported a lot of the Sustainable Cities Initiative projects relate to downtown. She announced a variety of upcoming opportunities available to get more information about the projects. She distributed a newsletter and asked the Board to send her their email address if they wish to receive it on a continuing basis. Events the Board may have particular interest in such as downtown traffic circulation, North Downtown waterfront, Civic Center and the new Police facility option, and south of Mission projects are listed on the revised meeting schedule.

Once the projects are complete, the City will receive a bound report that will be available on-line. Staff will also be organizing gallery exhibits starting in January.

### **C. The DT Strategic Action Plan**

Ms Knox reported the Subcommittee felt the timeline was a bit too tight to prepare something they felt would be of value for the community moving forward. There will be one more meeting with the Subcommittee, and then the Plan will be shared with the Board on December 16. The goal is to take it to the Agency Board in January.

**8. NEW BUSINESS**

n/a

**9. ADJOURN**

Chair Vugteveen adjourned the meeting at 3:45 P.M. The next scheduled meeting is December 16, 2010.