

Data Sharing Policy

Downtown Commercial Area Inventory

Questions are often asked about the downtown commercial area, including the types of businesses, number of employees, normal hours of operation, and the number of residential units. While some of these questions can be researched and answered, there is no comprehensive source of information.

In the last year, Salem Vision 2020, the formation of Go Downtown Salem and Council goals regarding decreased vacancy rates and increased housing units, have brought a renewed interest to downtown. Given this additional interest and information needed to support the parking assessment, the City initiated an inventory of the buildings, businesses, and residential units within the downtown commercial area.

The Downtown Commercial Core Inventory provides a foundation for describing and understanding the economy of downtown.

The Study

The Downtown Commercial Core Inventory is focused on the area bound by Union Street to the north, Trade Street to the south, Front Street to the west, and Church Street to the east. Within this 27 square block area of downtown, there are approximately 200 hundred properties and more than 500 businesses. When completed, the inventory will provide a foundation for describing and better understanding the economy of downtown Salem.

Use of the Data

It is not the City's intent to sell this data. However, because the data is public record, anyone who asks may obtain a copy of the available data. **Data will be made available in one Microsoft Excel spreadsheet format with five spreadsheets: 1) definitions; 2) building data; 3) business and residential unit data; 4) contact data; 5) building and contact linking data; and 6) unit and contact linking data.** The data can be geo-coded to allow for mapping.

In the future, the City may place maps or responses to general inquiries about the composition of the downtown economy on its website. This may include information such as hours of operation or location of antique shops, likely available at some web-based yellow page directories. On an annual basis, the information will be verified and updated.

- **City Use.** This project will be used by Urban Development to measure department goals and identify potential locations for redevelopment assistance; and city-wide for support to the parking district and Vision 2020.

In summary form, the data will be shared with Council, interview participants, area neighborhood associations and the public later this summer. In addition, a summary will be distributed to participants via email or through a postcard notification of data availability.

- **Stakeholder Use.** A small group of Go Downtown board members participated in database design discussions and, as part of an ongoing collaboration, it is expected that the City will provide the Microsoft Excel data file of available fields. Go Downtown will most likely use this data as a basis for marketing, retention, recruitment and tracking of the Downtown Commercial Area businesses.
- **Requests from Public and External Parties.** It is expected that the data may be requested from the public and other external parties, including: realtors, marketing professionals and the press.

Data Sources

The database has been filled with existing publicly accessible data from a variety of information sources. These sources include Marion County Assessor, Parking District, and some information gathered from field surveys and in-depth interviews.

- **Property Data.** Culled by the City's Information Technology Department from a select set of Marion County Assessor data, includes information regarding property ownership and valuation. Per the City's agreement with the Marion County Assessor, this data is public record and may be made available upon request. In subsequent updates of the database, data from this one-time snapshot will include: square footage, assessed and market valuation of the property, improved value, and sale data and amount. Much of this information is also available on-line at <http://apps.co.marion.or.us/PropertyRecords/> For the most up to date Assessor data, please contact the Marion County Assessor directly at 503-588-5144.
- **Parking District Data.** To support free customer parking in the City's downtown core, businesses pay a parking assessment based on their proportional share of the operation and maintenance of the customer parking spaces within the district. Each assessment is based on type of business, gross floor area and associated parking demand. As a result of the assessment methodology, square footage of businesses is available from this source.
- **In-Depth Interviews.** This spring, staff conducted face to face interviews with property and business owners, building representatives and residential property managers in the inventory area. During the course of the interviews, all participants were informed of the possibility of a public records request and the public nature of the data. Participation was voluntary and data was self-reported. Data from this source includes: numbers of residential and commercial units, construction type, outdoor access to electricity and water, business hours, number of employees and other amenities
- **Independent Web Research.** To reduce the impact on business and property owners, staff conducted web research of business web sites to identify contact information, business hours, and other base data.

Available Data

Data collected during this first year was limited to baseline, objective data. The database may be expanded to include additional data, if desired in future years.

- **Building**
 - Building name and address, year built
 - Building owner and contact information
 - Total square footage and number of floors, finished basement
 - Number of commercial and residential units
 - Number of off-street parking spaces
 - Type of construction, foundation, and façade
 - Outdoor access to electricity and water
 - ADA accessibility, elevator
 - Improvements in last five years, other amenities, high speed internet
- **Business**
 - Business name and address, year established in downtown
 - Business type and code (NAICS, SIC)
 - Business owner and contact information
 - Hours of operation
 - Total square footage and floors occupied
 - ADA accessibility, elevator
 - Customer and employee parking
 - Outdoor access to electricity and water, awning
- **Residences**
 - Number of bedrooms, bath and residents
 - Number of parking spaces
 - ADA accessibility
 - Amenities – dishwasher, security, hardwood floors, etc.

Data Requests

To request a copy of available Core Area Inventory in a Microsoft Excel spreadsheet, contact the City of Salem's Urban Development Department at 503-588-6178 or email urbandev@cityofsalem.net. Please note: this product will be provided as is, without warranty. In no event is the City of Salem liable for damages from the use of this product. This product is subject to license and copyright limitations. Further distribution or resale of this product is prohibited.