



November 16, 2006

President Dorn
Salem Planning Commission
City of Salem
555 Liberty Street SE
Salem, OR 97302

Re: Comprehensive Plan Change CPC/ZC 06-6

The Salem Downtown Association would like to take this opportunity to express our concerns about the proposed Comprehensive Plan and Zone Changes at Battlecreek Road and Kuebler Boulevard that would allow the development of a large shopping center in south Salem. We believe this proposal could have a dramatic impact on the viability of downtown Salem businesses.

We have no objection to neighborhood scale commercial developments that provide opportunities for local shops and services. However, the proposed Zone Change CPC/ZC 06-6 would open a wide door to a large regional shopping center. We believe that Kuebler Boulevard should be maintained as a primary transportation corridor providing linkages to commercial activity, not the site of commercial development itself.

The Urban Land Institute defines "Neighborhood Centers" as 3 – 10 acres that serve a local population of 40,000. The next tier of commercial development, "Community Centers", range from 10 – 30 acres and serve 150,000 residents. Obviously, the proposal before you is exceptional in its impacts for all of Salem, including all existing commercial businesses. The 300,000 (+/-) square feet of retail space that would be allowed under the proposed Comprehensive Plan and Zone Change has the potential to overwhelm current retail shopping patterns.

We appreciate the ongoing efforts of the Salem Planning Commission and City Council to preserve and enhance our downtown. The growing recognition that a vibrant downtown is essential to attracting new residents and businesses is very important to our community. We sincerely hope that you will not approve this major change to the Salem Comprehensive Plan.

Sincerely,

Cori Frauendiener
President, Salem Downtown Association

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