

Vision 2020
DRAFT MEETING NOTES
December 13, 2007

Meeting Participants

Jim Bauer, Willamette University
Suzi Bicknell, Go Downtown Salem!
Jason Brandt, Salem Area Chamber of Commerce
Commissioner Same Brentano, Marion County
Ray Burstedt, SEDCOR
Steve Dickey, Salem-Keizer Transit
Pat Harger, Salem Hospital
Krina Lemons, Salem-Keizer Schools
Angie Morris, Salem Convention and Visitors Association
Councilor Bruce Rogers, City of Salem
Kathy Schutt, Oregon Parks and Recreation
Mayor Janet Taylor, City of Salem
Vickie Hardin Woods, City of Salem
Roger Yost, Go Downtown Salem!
Scott Young, Department of Administrative Services (DAS)

Staff in Attendance

Linda Berman, City Manager's Office
Peter Fernandez, Public Works
Annie Gorski, Urban Development
Glenn Gross, Community Development
Thom Kaffun, Parks
Courtney Knox, Urban Development
Tony Mounts, Administrative Services
Rick Scott, Urban Development
Sheri Wahrgren, Urban Development

Guests

Libby Barg, Barney & Worth
Julie Frazier, Cascadia
Erik Jensen, City of Hillsboro
Jesse Lovrien, Cascadia
John Southgate, City of Hillsboro

1. Forum Feedback

The first Vision 2020 Community Forum was held December 5, 2007, at the Salem Conference Center and an estimated 280 participants attended. Those in attendance felt the Forum was a huge success. In particular, the Team mentioned the children's activities were well planned and appreciated; the Open House activities clearly delineated excitement for particular ideas and community disinterest in others; the discussion portion of the evening, some suggested, could have continued an hour longer and was "fun," "energizing," and "hopeful." Consistent with the 850 surveys received to date, the discussion report back illustrated consensus already exists on many of the themes individuals want to see more and better of.

2. Hillsboro Model: Vision in Action

John Southgate, Economic Development Manager and Eric Jensen, Downtown Program Manager for the City of Hillsboro, shared their experience with Hillsboro 2020, and spoke particularly about implementation of the Vision.

Hillsboro 2020 began in 1998, with a citizen satisfaction survey, in response to the City's fast growing and changing population demographics. The Council charged a citizen-led task force with development of a citywide vision for the future and developing a dialogue between the task force and the community. Following substantial community outreach, the task force brought forward a vision statement, which the Council formally adopted in May of 2000. The group divided into six broad areas (Strengthening and Sustaining the Community; Enhancing Neighborhoods and Districts; Preserving the Environment; Creating Economic Opportunity; Expanding Educational and Cultural Horizons; and Promoting Health and

Safety) to develop an action plan for implementation. The action plan is flexible enough to grow with the community and its needs. The Vision Implementation Committee (VIC) is composed of lead partners – groups or organizations with two or more actions. The VIC monitors lead partner progress and reports back at a town hall meeting and to the City Council on an annual basis.

Lead partners are responsible for facilitating the implementation of their assigned actions. For example, the Chamber is the lead partner for recruiting and matching interested volunteers to lead partner needs. Examples of actions completed include projects and programs such as:

- Public plaza for small concerts, events, and farmers market at new civic center facility
- Developing arts association to support lease of facility to serve a cooperative gallery and affordable art studio space
- Creating more housing in the downtown

Q: What about adding structured parking? A: Finding the right balance is really a challenge. Before we spend \$25,000 a space, we're looking at better ways to manage the parking we do have.

Q: Are you offering tax credits for the housing? A: We view senior housing as a market – with tax credits.

Q: Are there any lead partners that aren't making any progress? A: Over time, we found that there were and the VIC started a Lead Partner Assistance Subcommittee to help lead partners identify barrier issues to keep the momentum. Sometimes this happens when there's a change in leadership at a lead partner organization.

Q: Can you give us an example of how this has worked for you? A: One story that you hear a lot about is the construction of our City Hall facility. As with most public projects facing increased costs, the Council at the time looked at cost cutting measures – including removing the planned public plaza from the designs. Because the public plaza was a key piece of the Vision, the plaza stayed in the design and cuts were made elsewhere.

Q: Is there a commitment to LEED standards in the Vision? A: There's a commitment to green friendly construction. The Vision doesn't really get that specific. The more specific you get, the more you tie down the lead partners in their implementation. You really want to capture the intent clearly and turn it over to the lead partner to deliver – without being too prescriptive.

Q: Given what you know now, what advice do you have for us? A: Don't lose momentum. You've started something here and are generating a lot of positive public participation. Have a clear timeline so community sees where you're going, where the opportunities are for input, and where it ends. It takes a lot of people and organizations to make this a success.

3. Forum Results: Vision Elements & Project Ideas

Vision Elements

Courtney Knox presented a summary of the feedback to date, including from 35 neighborhood briefings, 850 surveys, and the December 5 Forum activities and discussion.

The most cited theme was that of a Vibrant City Center. Key ideas included: new downtown housing, more residents and a full grocery to serve them and outdoor markets, concerts, events and activities were big ideas cited to support this. Other top ideas include:

Built Environment and Natural Areas

- Highlight the historic character of downtown; rehabilitate older buildings
- Pedestrian friendly, clean, attractive, uncluttered sidewalks and streetscape

Connecting the Community

- Trolley, shuttle or other people-movers
- Improved bicycle facilities; more bike lanes and pedestrian paths

Community Gathering Places

- A town square to serve as City Center focal point and central gathering place
- Diversity of places and people; gathering places for youth

Image and Identity

- Historic buildings; restored landmarks- Elsinore Theater, Reed Opera House
- Compact and convenient; everything within walking distance

A full summary of results can be found in the December 13, 2007, meeting packet at www.cityofsalem.net/vision2020.html. Using all of this feedback, a draft vision statement was drafted for the Team's review. After a brief discussion, the group agreed in principle that the vision characterized the discussion to date:

In the year 2020, the City Center is a vibrant, regional, year-round regional destination for employees, visitors and residents. The City Center is known for its historic and artistic character, and its unique and easy to find alley ways, plazas, and gathering places. A diverse array of shopping, dining, cultural activities and entertainment attract people at all hours of the day.

The Salem City Center is welcoming, visually appealing, and accessible for all ages. Pedestrian walkways, bicycle paths and streets connect the adjoining neighborhoods and communities to and from the City Center, Willamette River, meandering waterways, parks, green spaces, trails, and play spaces.

Served by high-quality and reliable transportation, the City Center is its own distinct neighborhood and a safe home to people of all income levels.

Other ideas to consider adding included:

- Ample parking
- Neighborhoods, generations and cultures
- Live and work in balance with nature
- Citizens re proud to be capitol, capitol is proud to be in Salem.

Project Ideas

Libby Barg, of Barney and Worth, led the Team through a brainstorming exercise. Ideas generated by the Team included:

- Create a visual impact immediately upon entry into the city center – with flowers, make it more pedestrian friendly.
- Continuation of the Mayors Art Invitational
- More art in the streets and alleys; setup a non-profit to coordinate and maintain
- Establish a business/retail association and restaurant council

- Create more annual festivals that attract visitors to the City Center and highlight local, regional assets, including a Summer Music, Arts and Wine Festival
- Balance the needs of new housing with the stress on area schools and infrastructure
- Improve signage and way finding; connections to and through City Center
- Explore funding opportunities for improved area trails and parks, including Minto Island and the Capital Mall
- Continue to manage existing parking resources, evaluate ways to improve efficiency

4. Next Steps

The next round of community outreach will focus on generating feedback on the draft Vision and top community ideas. Community meetings are planned in four areas of Salem. Each meeting is planned from 5 -7:30 pm.

- Chemeketa Community College, January 24
- Salem Public Library, January 31
- Roth's West Salem, February 4
- Leslie Middle School, February 6

A flyer with more details on these meetings and the March 11 2008, Forum can be accessed at www.cityofsalem.net/vision2020.html.

A Community Open House is planned for March 11 2008, from 5 – 7:30 pm at the Salem Conference Center, to preview the projects selected by the community and reach consensus on the Vision.

The next Team meeting will be held January 10, at the State's Facilities Building, 1225 Ferry Street. Salem Hospital has volunteered to host the February 14 meeting in their conference room.

5. City Center Development Update

Jesse Lovrien, of Cascadia Development LLC, presented an overview of Cascadia's mixed use development underway in the City Center, located at 295 Church Street. The project is a joint partnership with the City of Salem's Urban Renewal Agency. The City's Information Technology (IT) Department and Salem's public access TV station Capital Community Television (CCTV) will serve as anchor tenants, providing IT with more efficient space and CCTV with space for growing programming. Cascadia will develop 27 condominiums on the top three floors and 1,800 square feet of retail on the first floor. The project's anticipated completion date is January of 2009.

For more on Cascadia Development and the condominium project please visit:

<http://www.295church.com/index.html>

For more on the partnership please visit:

http://www.cityofsalem.net/departments/urbandev/revitalization_rfdt_295_church.htm