

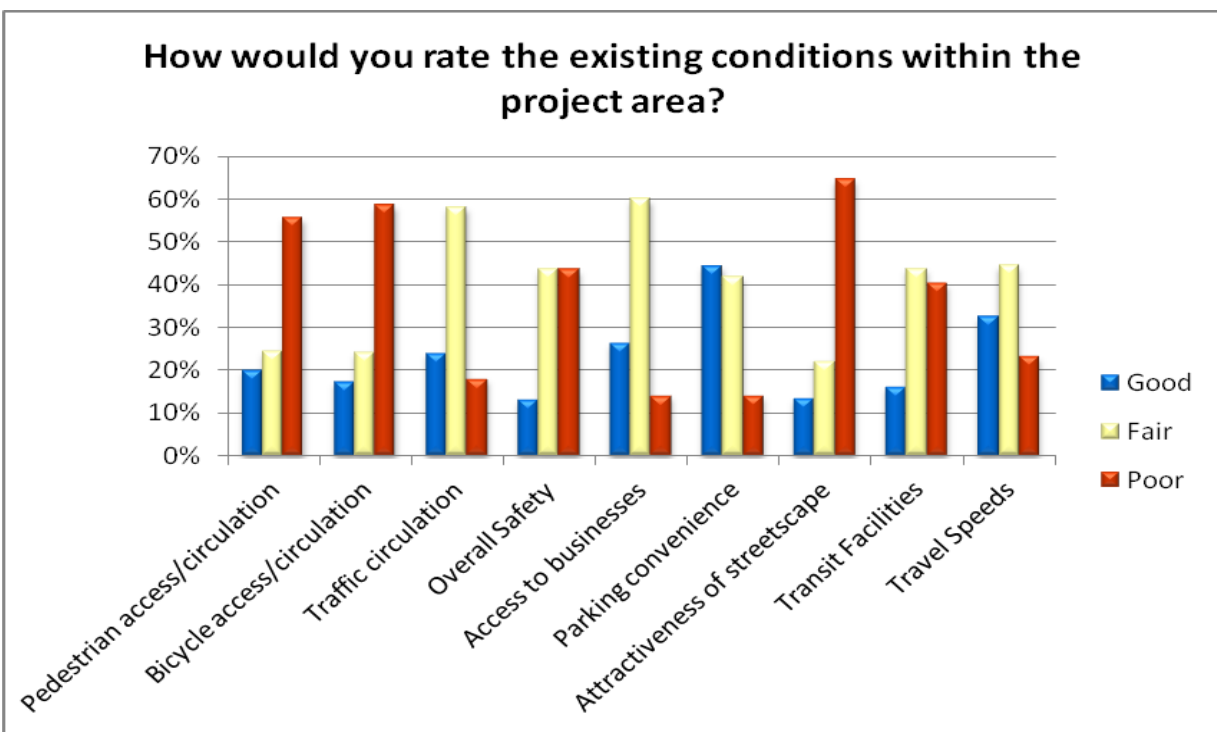
Commercial-Vista Corridor Plan

Summary of Survey Responses

An online survey was made available to the public between January 6, 2015, and January 29, 2015, to solicit feedback on the issues, opportunities, and vision for the project area. The survey was advertised at community meetings, on the City of Salem Facebook Page, via Twitter, and on the Project Webpage. The survey was also mailed to businesses and property owners within the Commercial-Vista Corridor Plan project area. One hundred and twenty one (121) responses were received. The following is a summary of the survey results.

Question 1. How would you rate the existing conditions within the project area?

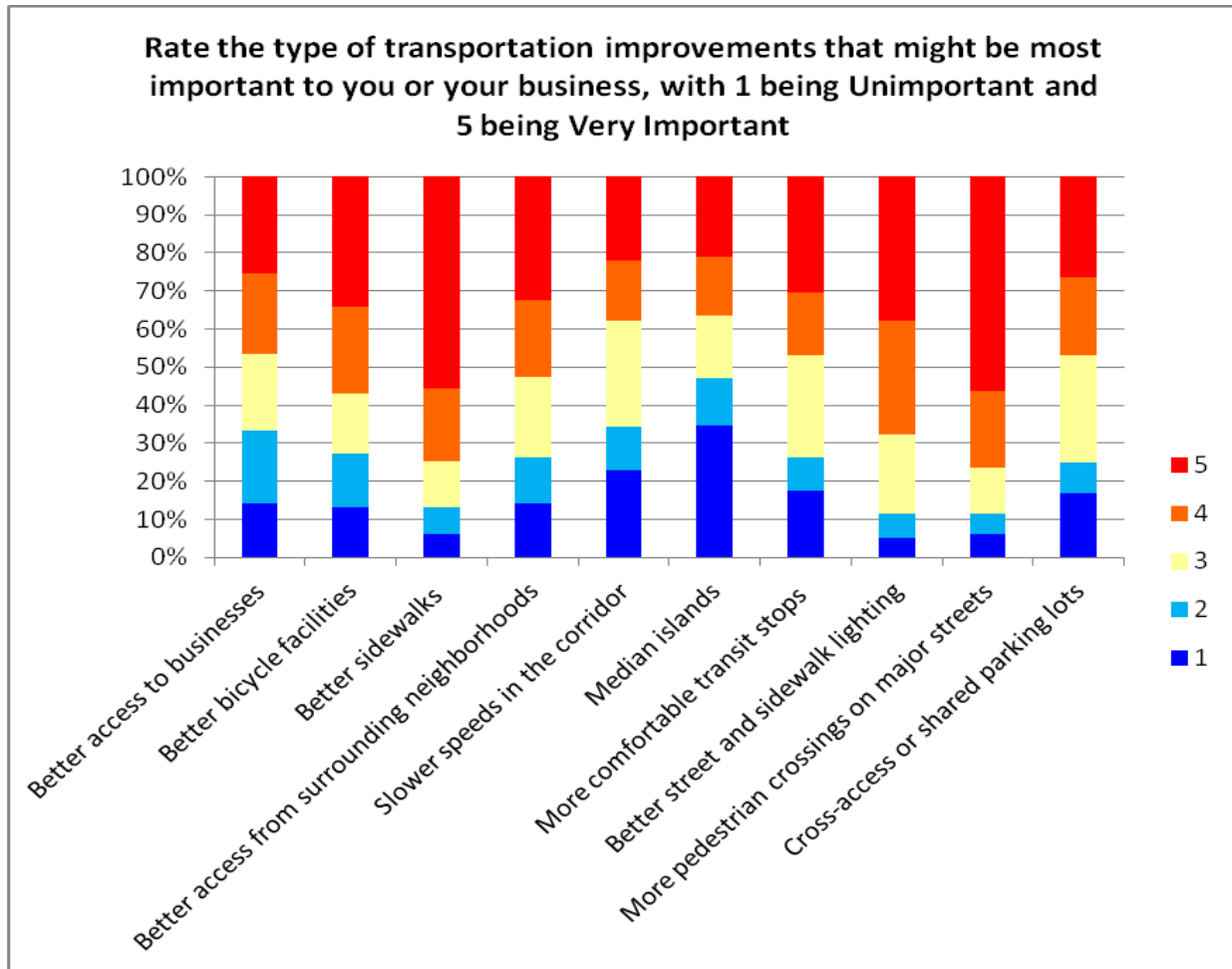
118 out of 121 respondents answered this question.



Overall, conditions for vehicles, including traffic circulation, travel speeds, and parking convenience, were generally considered fair to good by respondents. However, pedestrian access and circulation, bicycle access and circulation and the attractiveness of the streetscape (sidewalks, lighting, landscaping, signs, etc.) were ranked poor by over 50 percent of the survey respondents. Additionally, more than 43 percent of respondents ranked overall safety as poor in the corridor.

Question 2. Rate the type of transportation improvements that might be most important to you or your business, with 1 being Unimportant and 5 being Very Important.

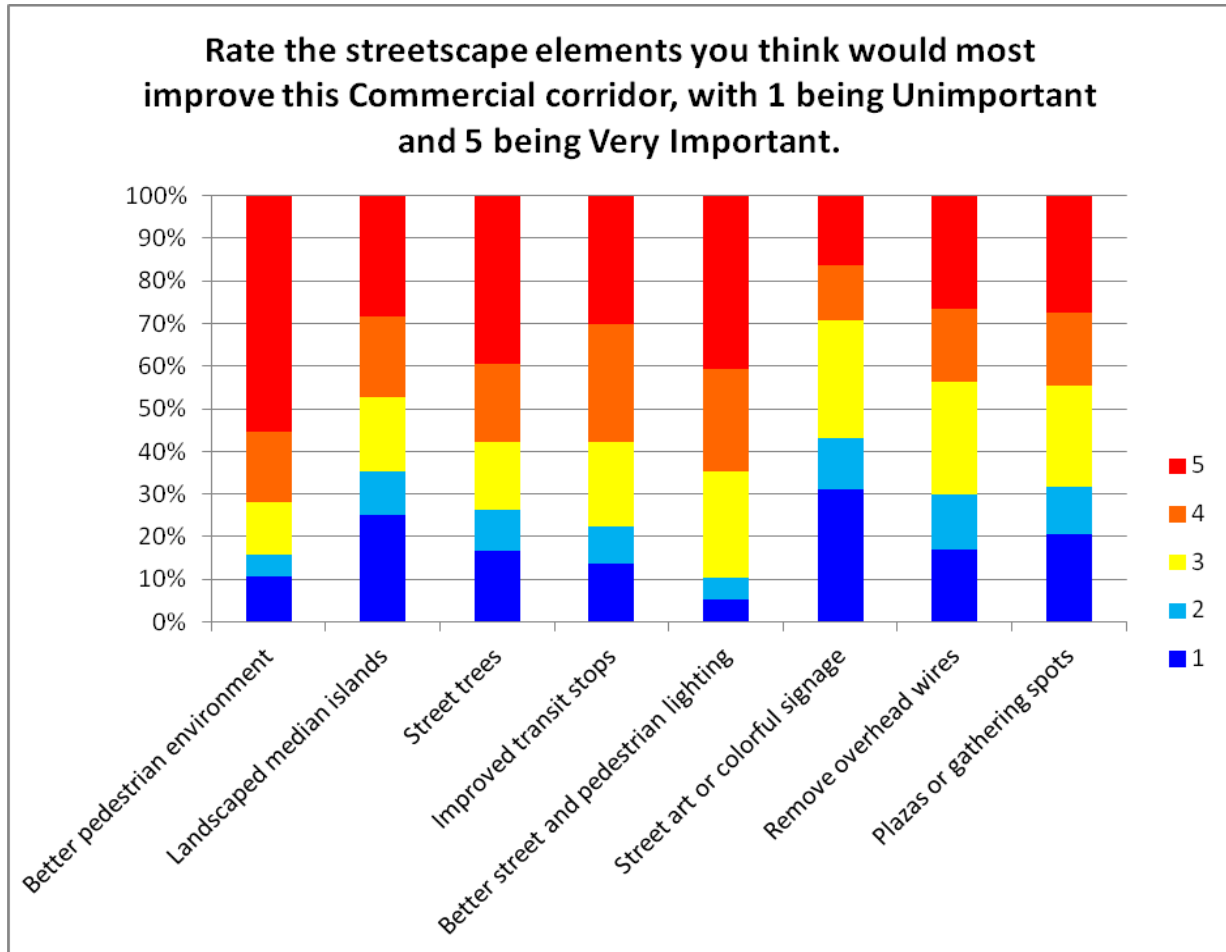
115 out of 121 respondents answered this question.



More pedestrian crossings and better sidewalks (wider sidewalks, landscape buffers, etc.) were ranked as the improvements most important to respondents with more than 70 percent of respondents indicating these facilities are important or very important for the corridor. Better street and sidewalk lighting and better bicycle facilities also ranked high among respondents. The majority of respondents also indicated improving access from surrounding neighborhoods is important. On average, median islands and slower speeds in the corridor were not considered as important for improving the corridor.

Question 3.

117 out of 121 respondents answered this question.



The survey results indicate that providing streetscape improvements that increase the comfort level of pedestrians is most important. A better pedestrian environment (wider sidewalks, landscape buffers), better street and pedestrian lighting, and street trees were highly ranked by respondents with over 60 to 70 percent of respondents ranking these streetscape improvements as either important or very important. Landscaped median islands and street art or colorful signage were not considered as important for improving the corridor.

Question 4.

What other changes or improvements would you like to see in the corridor?

The most common response to this question involved improvements that would provide better east-west pedestrian and vehicle access and connectivity in the corridor including installing a traffic signal at the Ratcliff Avenue SE/Commercial Street SE intersection , providing more pedestrian crosswalks and improving the Commercial/Fairview/Alice intersection.

Question #4 Responses	
1	Light at Ratcliff and Commercial – no median islands
2	Parking at businesses is difficult in the area. Poor condition of existing or no sidewalks exists.
3	The light @ Fairview and Commercial coupled with the fire lane are counter intuitive and hard for our customers. I'd love to discuss this with someone.
4	Improve Drainage
5	Good Survey! Thank you!
6	Get rid of the gas station on NW corner of Commercial/Vista. It causes nasty traffic conflicts.
7	4 way stop at Triangle Drive/Ratcliff/Salem Heights intersection
8	East-west traffic between Hoyt and Madrona across Commercial has been effectively blocked. The intersection at Fairview is an obstacle to sensible traffic flow.
9	Attention and sensitivity to independent businesses when decisions about projects are being made, especially regarding commercial development involving chains.
10	People drive too fast between Madrona and Vista
11	Better traffic flow, including pedestrian and cyclist flow
12	A light at Ratcliff and Commercial Street SE with crosswalk and no sidewalks on the east side of Triangle Drive SE
13	A sidewalk on the westside of Triangle Drive would be great. However if we put one on the eastside it would take my 6 diagonal parking spaces and leave only 3, hurting my business.
14	Open vehicle access both directions on Fairview Ave. Emergency fire lane does not need to restrict traffic flow here.
15	More important under the streets and sidewalks improve water drainage because my building floods when there is heavy rain and my building has been there before there was a street outside that was even paved and I am getting tired of all the damage done to my building.

16	A traffic signal light with left turn signal at the intersection of S. Commercial Street and Ratcliff Drive is a critical requirement in this area for traffic and pedestrian safety.
17	I would like to see a change in the traffic lights at the Commercial and Alice intersection. It is very dangerous for people heading south on Commercial or Liberty from different directions.
18	Character and beauty to the area and access without a car
19	Pedestrian connections from the ROW and parking areas to businesses
20	Traffic flow is good on the commercial side (not so much on Vista). Slowing the commercial corridor there would impact speeds all the way into downtown for the negative. Don't put a bottleneck where one doesn't exist currently.
21	You people are ***** *****. Area beautification upgrades are irrelevant to traffic function. Do you guys have any engineers on staff to draw you a picture? Salem only has a couple main arteries for traffic to use in order to get anywhere. They are choke points, and planting trees in this corridor is probably the most counterproductive plan to be conceived from complacency. South Salem has Commercial (the entire length of it), East Salem has Lancaster, and West Salem only has one access point. I don't know, maybe do some research on pneumatics, hydraulics, Venturi tube, and/or the Human Circulatory System. You are wasting resources painting rocks.
22	Coordinated signalization between Vista and Madrona would slow down the cars and allow better pedestrian crossing opportunities without ruining traffic flow. The corridor would also benefit from street trees and other softening features.
23	Fewer advertising signs/ so colorful signage is not an appealing idea. Art is a different matter.
24	Save the money
25	More walkable
26	Another route to South Salem. This is becoming as bad as Lancaster!
27	Better traffic flow between Commercial and Liberty Streets. Limit driveways and left turns to improve traffic flow.
28	Better and more frequent transit service to downtown, street cars or trams preferably
28	So much of these things you're focused on slows or impedes traffic on Commercial. The more you do that, the more traffic will move off Commercial and into the neighborhoods streets that you want to protect. Keep the traffic moving!!!
30	Are you kidding me? The entire length of South Commercial is a choke point for everything south of downtown. Improving this stretch, of "corridor", is the absolute most unimportant idea. You need to build up other roads to ease the pressure on commercial. I'm not a property or business owner within this minute little area of the problem, but like everyone who lives south of downtown, have to pass through the "corridor" in order to get anywhere. Maybe hire a mechanical or hydraulic engineer to draw you a functional diagram, or picture.

31	Enforce current speed limit
32	Pedestrian safety – the crosswalk on Madrona and Commercial is very dangerous and does not meet the lights. Too many near death accidents. The improvements at the lane increase at Browning and Commercial is better to get in and out of Dairy Queen but still unsafe. No crosswalks for pedestrians at all on any of the intersections all the way to Vista. I think that traffic should be able to turn right on to Vista from Commercial right now it is blocked.
33	Could you narrow the road so that it is more walkable
34	Faster transit through Kuebler during busy traffic.
35	Low profile business signs; no more 20 foot McDonald grocery store signs
36	More safe pedestrian crosswalks.
37	Easier access to street from business lots – wait times to merge into traffic sometimes very long, 2 or 3 light sequences.
38	Lighting...hard to see at night
39	To me the trick is to make it more pedestrian friendly, but not at the expense of pass-through drivers.
40	Safety continuing onto Liberty going South for bicyclists and pedestrians. That is where I live.
41	Anything. This place sucks.
42	No billboards, better. Cleaning signage. Remove visual junk.
43	Bike safety
44	Extending the lower 30mph area further south has only served to bog down and back up traffic. Not a good idea
45	Slower speed limits
46	Turning south on Commercial off of Alice is extremely difficult even (or especially) during a green light
47	Slower traffic speeds and traffic calming are a must in this area! Parking is too convenient and traffic circulation is too fast; make conditions better for bikes/peds and improve bicycle parking.
48	More stop lights on Commercial with pedestrian crossings triggered by buttons. Left turn lanes at stop lights, including Rural to FAIRMOUNT.
49	Regulating billboard sizes and a more consistent aesthetic amongst businesses

50	Make signs much smaller, lower and attractive
51	We need a turn signal at Commercial and Rural!! Traffic backs up terribly at rush hour for those driving north and wishing to turn left on Rural, leading people to turn as the light is turning red. Very unsafe.
52	Better left turn capability e.g. Rural
53	Less industrial looking, more welcoming to public
54	Reduce the amount of parking, shrink the lanes, widen sidewalks, put bump outs at intersections, have more pedestrian crossings, lower the speed limit
55	Some of the lights are too bright, like at Burger King (Madrona/Commercial). You could see us from the space shuttle! =D
56	Traffic improvement getting onto Commercial
57	Narrow lanes, reduce speed
58	Express bus lanes. Bicycle only traffic lights.
59	Reduce lane sizes. Replace center turning lane with landscaped median or create a BRT lane, Reduce entrances to businesses, especially when they're at corners. Put bump outs at corners and have sharper corners to slow traffic. Don't allow large parking lots in front of buildings, reduce parking minimums/set maximums.
60	Slow down traffic! Remove left hand turn onto Vista. Open up Fairview at commercial.
61	Slower speeds in neighborhoods. More bike/walk friendly neighborhoods by eliminating parking on certain sides of the streets within the neighborhoods.