Vision Workshop

Visioning & Comp Plan Update
October 16 and 17, 2019 6pm-8pm
Workshop Agenda

• Presentation (30 min)
  • Project Overview
  • Existing Conditions
  • Summer/ Fall Outreach
  • Map Activity Explained

• Map Activity (60 min)

• Report Back (30 min)
Updating the Comprehensive Plan

- Guide future growth and development in the Salem area
- Meet community’s current and future needs
Many Parts of the Comprehensive Plan

• Comprehensive Policies Plan
• Comprehensive Plan Map
• Urban growth boundary
• Public facilities plan
• Salem Transportation System Plan
• Comprehensive Parks System Master Plan
• Urban service area map
• Willamette River Greenway Plan
• Goals and policies in neighborhood plans
What is the Comprehensive Plan?

Many Parts of the Comprehensive Plan

- Comprehensive Policies Plan
- Comprehensive Plan Map
- Urban growth boundary
- Public facilities plan
- Salem Transportation System Plan
- Comprehensive Parks System Master Plan
- Urban service area map
- Willamette River Greenway Plan
- Goals and policies in neighborhood plans
Examples from the Current Comprehensive Plan

- Urban Growth & Development
- Housing
- Economy & Employment
- Transportation
- Open Space & Natural Resources
Existing Comprehensive Plan Map
Phase 1
Evaluate Existing Conditions and How Salem is Growing

Fall 2018 – Spring 2019

Now
Establish a Community Vision for Future Growth + Update the Comprehensive Plan to Implement the Community Vision

Summer 2019 – Fall 2021
Phase 1 Recap

Existing Jobs

Existing Households
Phase 1 Recap

Current Trends

Growth under current policies

Zoning Buildout

New Households

Least

Most

Larger Parks and Wetlands
Airport and Public Lands
Phase 1
Evaluate Existing Conditions and How Salem is Growing

Fall 2018 – Spring 2019

Now
Establish a Community Vision for Future Growth + Update the Comprehensive Plan to Implement the Community Vision

Summer 2019 – Fall 2021
Visioning Milestones

**Visioning**
Fall 2019

**Scenarios**
Spring 2020

**Community Vision**
Fall 2020
Broad Engagement

Summer & Fall Events

Community Organizations

Surveys & more...
Connect to Organizations

- Neighborhood Partnership Teams
- Mano-a-Mano Family Center
- Latino Business Alliance
- Oregon Marshallese Community
- Faith Community
- Mayor’s International Council
- United Way
- Home Builders Association of Marion and Polk Counties
- Enlace
- Salem Area Chamber of Commerce

- Willamette University
- Chemeketa Community College
- Safe Routes Partnership
- Mid-Willamette Valley Community Action Agency
- 350 Salem
- Neighborhood associations
- Center 50+
- Salem Keizer NAACP
- Rotary clubs
- Mid-Valley Association of Realtors
- Many more...
Over 400 pins placed so far...

Summer Events
Almost 5,500 dots placed so far....

I Wish Salem Had...

- More jobs across the city: 248
- More variety in housing sizes/types: 199
- More options in housing costs: 317
- A better protected environment: 453
- More ways to get around without a car: 450
- More parks and trails: 424
- More shopping, business & entertainment centers: 213
- Other: 190

I Wish My Neighborhood Had...

- Stores and Shops: 253
- Coffee Shops, restaurants,...: 291
- Trails: 331
- Parks: 410
- Bus Stops: 154
- Sidewalks: 250
- Bicycle lanes: 293
- More job opportunities: 200
- Choices in housing type: 202
- Choices in housing cost: 285
- Other: 310

Summer Events
Visioning Workshops
Fall 2019

Workshop 1 (English)
October 16th, 6pm at Pringle Hall

Workshop 2 (English)
October 17th, 6pm at Crossler Middle School

Workshop 3 (Spanish)
October 25th, 6pm at Chemeketa Community College
Visioning Workshops

Fall 2019

How do we want Salem to grow and develop?

What goals do we have?

How can we improve our community?
Each table collaborates around a large map to record their ideas.

Identify areas for preservation and areas for development.
This exercise asks:

1. How & where should Salem grow?
2. What connections are needed?
3. What should we preserve?
Show us your ideas of the future:

1. Decide where and where not to grow
2. Arrange stickers on your map in areas of change
3. Record comments & big ideas
4. Draw in connections (roads, trails, transit) and open space
5. Present your map to the group
Workshop Chips

25 Acres

2035 Growth Forecast

- 60,000 People
- 23,000 Households
- 22,000 Jobs
Mix of residential and employment uses; Walkable and easily accessible
380 Housing Units
150 Jobs

Large-scale retail, office, and mixed-use buildings
600 Housing Units
600 Jobs
Mostly single-family homes with neighborhood scale businesses

330 Housing Units
230 Jobs

Mostly multifamily housing in compact & walkable areas with some neighborhood services

330 Housing Units
70 Jobs

Single-family homes and townhomes

200 Housing Units
25 Jobs
Medium to high density office in low and mid-rise buildings

0 Housing Units
360 Jobs

Office buildings and commercial services

100 Housing Units
360 Jobs

Mix of industrial and office building

0 Housing Units
360 Jobs
**Community Services**

- Community centers, senior centers, libraries, and other public services
- 0 Housing Units
- 20 Jobs

**Open Space**

- Neighborhood & community parks and designed & natural open spaces
- 0 Housing Units
- 0 Jobs
Chip Trading Guide Example

1. Commercial = Office
2. Urban Center = Residential Neighborhood
3. Residential Neighborhood = Commercial
4. Residential Neighborhood = Commercial
5. Residential Neighborhood = Commercial
Draw needed transportation infrastructure:

- Roads
- Transit
- Bikes and Trails
Draw areas to protect:

- Roads
- Transit
- Bikes and Trails
- Protect
Choose a presenter and share your ideas with the group!
What happens next?
Workshop Maps are Created by the Public
- Big ideas get incorporated into scenarios

Digitized to Inform the Scenarios
- Same jobs & population forecast
- Development types are more specific than the workshop chips

Scenarios are Presented to the Public
- Report cards highlight key indicators out of 80+ metrics
- Scenarios refined into the Community vision

Scenarios Spring 2020
Evaluating the Scenarios

<table>
<thead>
<tr>
<th>Welcoming and Livable Community</th>
<th>Safe, Reliable, Efficient Infrastructure</th>
<th>Strong and Diverse Economy</th>
<th>Good Governance</th>
<th>Natural Environment Stewardship</th>
<th>Safe Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordability</td>
<td>Walk and Transit Friendliness</td>
<td>Employment Mix</td>
<td>Revenue-to-Cost Ratio</td>
<td>Development in Environmentally Sensitive Areas</td>
<td>Traffic and Pedestrian Accidents</td>
</tr>
<tr>
<td>Housing Affordability</td>
<td>Access to Frequent Transit</td>
<td>Average Wage</td>
<td>Annual Level of Service (Cost per capita)</td>
<td>Tree Canopy</td>
<td>Active Transportation</td>
</tr>
<tr>
<td>Complete Neighborhoods</td>
<td>Bicycle and Pedestrian Use</td>
<td>Jobs and Housing Balance</td>
<td>Property Tax Revenue</td>
<td>Total Greenhouse Gas Emissions</td>
<td></td>
</tr>
<tr>
<td>Proximity to Parks and Trails</td>
<td>Infill Development and Redevelopment</td>
<td></td>
<td></td>
<td>Air Pollutant Reduction</td>
<td></td>
</tr>
</tbody>
</table>

This chart shows 20 indicators out of more than 80 total.
How does each scenario perform?

- **New Road Lane Miles**
  - Scenario 1
  - Scenario 2
  - Scenario 3
  - Scenario 4

- **Developed Acres**
  - Scenario 1
  - Scenario 2
  - Scenario 3
  - Scenario 4

- **Housing Units per Gross Acre**
  - Scenario 1
  - Scenario 2
  - Scenario 3
  - Scenario 4
Communicating Results

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>MEANING</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PEOPLE</strong></td>
<td>People growth</td>
<td>Trends Continue</td>
<td>Main Streets</td>
<td>New Centers</td>
<td>Centred City</td>
</tr>
<tr>
<td>Population Growth</td>
<td>Tula's future vitality depends a lot on its ability to grow. Each scenario performs differently in how it attracts newcomers to the city instead of the suburbs.</td>
<td>28,000</td>
<td>72,000</td>
<td>101,000</td>
<td>102,000</td>
</tr>
<tr>
<td>Total Housing Mix</td>
<td>% of all housing units</td>
<td>But overall, each scenario would result in Tula remaining a city with a majority of single-family homes.</td>
<td>&lt;chart depicting housing mix&gt;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Housing Mix</td>
<td>% of all new construction</td>
<td>Each scenario emphasizes a different mix of new kinds of housing.</td>
<td>&lt;chart depicting housing mix&gt;</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ECONOMY</strong></td>
<td>Economy</td>
<td>The city of Tula competes for jobs with the suburbs and other jurisdictions around it. Each scenario performs differently in how many new jobs Tula is able to attract.</td>
<td>24,000</td>
<td>32,000</td>
<td>42,000</td>
</tr>
<tr>
<td>New Jobs Added</td>
<td>out of a total 53,000 expected jobs</td>
<td>Each scenario would stimulate a different amount of new construction investment in the city based on new growth.</td>
<td>&lt;chart depicting job numbers&gt;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Value of New Construction</td>
<td></td>
<td></td>
<td>$5.1 billion</td>
<td>$9.2 billion</td>
<td>$14.5 billion</td>
</tr>
</tbody>
</table>
The Vision
Fall 2020
Update the Comprehensive Plan According to the Vision

Winter 2020 through Fall 2021

The Comprehensive Plan will include an Implementation Plan
Visit our project website for presentations, calendar updates, and more...

www.cityofsalem.net/our-salem