

Online Feedback Summary

February 26, 2018 to March 19, 2018

Introduction

The displays from Open House #2 and a web comment form and explanatory video were posted online two weeks after the second in-person open house was held on February 13, 2018. The purpose of the online comment form was to allow opportunities for more community members to give input on the key ideas or themes for streetscape improvements and to gather questions and concerns before concepts are further developed for the Downtown Streetscape Plan.

Online feedback was collected from **246 community members**.

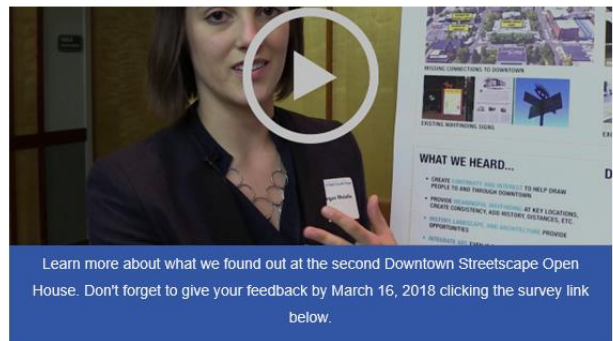
Promotion

The online displays and comment form (advertised as a survey) was promoted through the City's website, Facebook page, Community Connection newsletter, and an email was distributed by the City to various boards, committees, and interested stakeholders.

What we heard

Most community members who visited the online displays to learn more and comment liked the ideas presented for downtown sidewalks. This was consistent with what was heard at the February 13 in-person open house. Online participants had more comments and questions than in-person participants, but did not have the opportunity for conversations with staff or the team of landscape architects.

The following pages show what was shared, whether they liked the ideas, some common questions or concerns, and some general demographic information of those who responded. A separate attachment provides all the individual comments on the ideas collected online.



Help Shape the Look and Feel of Downtown Streetscape

On February 13, we held the second open house for community members to give input on initial recommendations for improving the look and feel of downtown sidewalks. About 60 people attended. If you couldn't attend, we'd still like to hear your thoughts on the ideas. Take the survey below by March 16 to learn more about what was presented and to submit your comments.

The next open house is on Wednesday, April 18, 5:30 p.m.–7 p.m. at the Senator Hearing Room, 555 Court ST NE.

[Downtown Streetscape Survey](#)

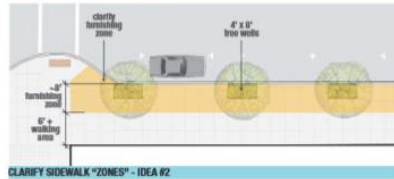
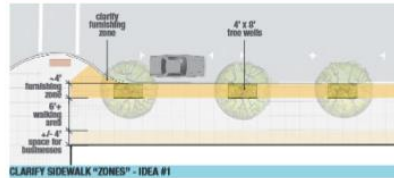
#1: Knit Downtown Together

Our Initial Ideas

COMPLETE A CONSISTENT AND DIVERSE TREE CANOPY



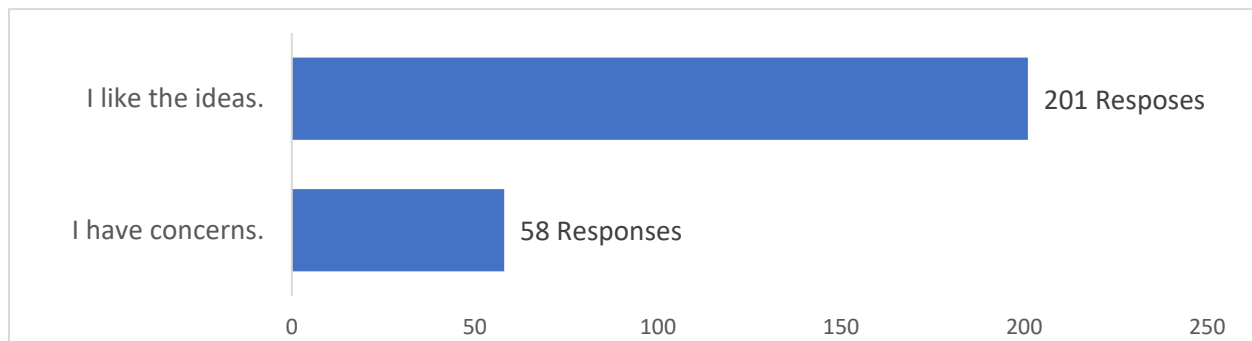
CREATE A CLEAR, UNOBSTRUCTED WALKING ZONE



PROVIDE A CONSISTENT STREETSCAPE WITH ROOM FOR CREATIVITY



What People Thought



Comment Themes (from 89 Comments)

Tree Maintenance. More trees good, but clean falling leaves and prevent root damage on buildings.

Effective Use of Funds. Not best use of public funds. Will add to annual maintenance costs.

Bike facilities. Should consider bike connectivity (bike lanes) and bike parking opportunities.

More Pedestrian Space. Turn some streets into pedestrian-only zones.

Protect vehicle space. Do not remove any parking or make it more difficult to drive downtown.

#2: Celebrate the Landscape & Brighten Downtown

Our Initial Ideas

ADD MORE PLANTED AREAS DOWNTOWN



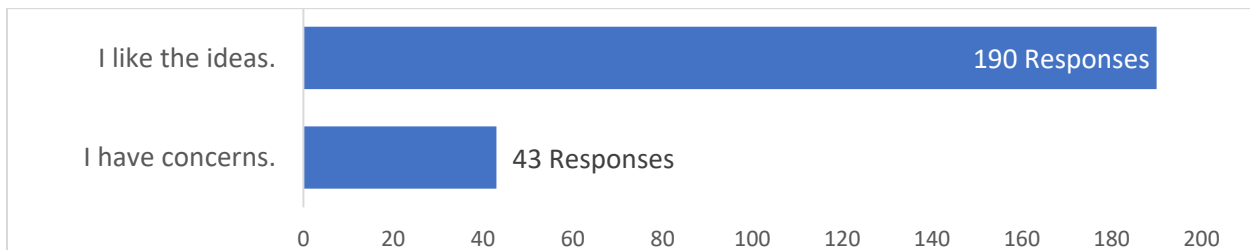
CAPTURE UNDERUTILIZED SPACES TO PROVIDE MORE PLANTED AREA, BUFFERING PEDESTRIANS FROM THE STREET.



INTEGRATE STREETSCAPE LIGHTING (IN ADDITION TO LIGHT POLES)



What People Thought



Comment Themes (from 76 Comments)

Light Pollution. Add lighting that reduces, not adds to light pollution.

Plant Maintenance. More plants good, but plan for maintenance to keep nice and weed-free.

Sustainability. Use energy efficient and green lighting.

Planter location. Don't take away space for walking and business activity with plantings.

#3: Integrate Wayfinding and Art in the Streetscape

Our Initial Ideas

➤ USE CONSISTENT LANDSCAPE, TREE CANOPY, AND OTHER ELEMENTS TO CONNECT DESTINATIONS



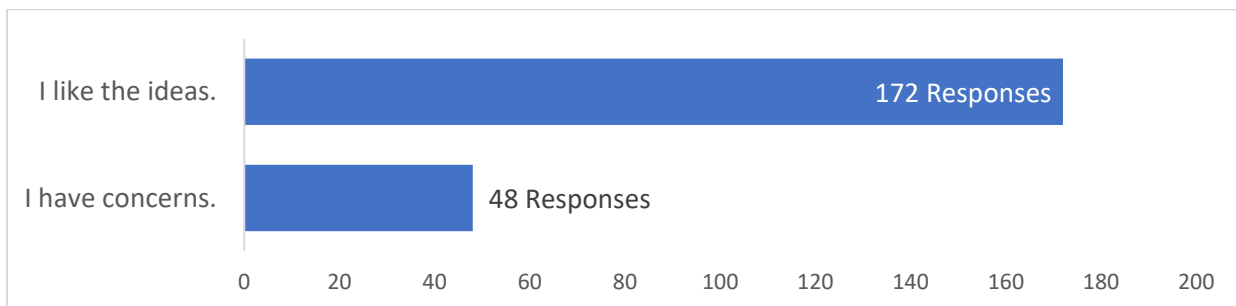
➤ CONSIDER REFINEMENTS TO EXISTING SIGNAGE



➤ SEEK OUT SPACE FOR INTEGRATED PUBLIC ART, AND ENCOURAGE ART ON BLANK SURFACES



What People Thought



Comment Themes (from 73 Comments)

Art subjectivity. Mixed feelings on existing art and reluctance of more. Wall art can be graffiti.

Unnecessary signage. Downtown Salem is small enough and access to smart phones makes signage unnecessary.

#4: Establish and Support Social Spaces

Our Initial Ideas

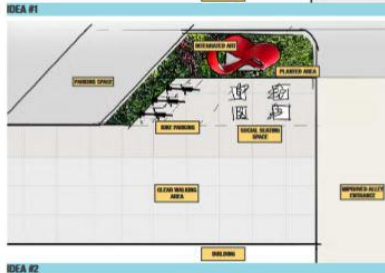
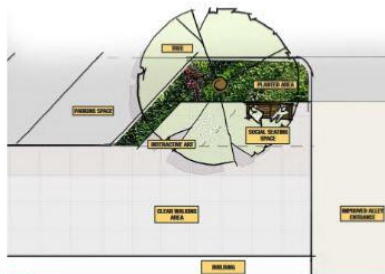
IMPROVE ALLEY ENTRANCES TO FOCUS ON THE PEDESTRIAN



IMPROVE ALLEY ENTRANCES, AND ADD MORE MID-BLOCK CROSSINGS WHERE POSSIBLE.



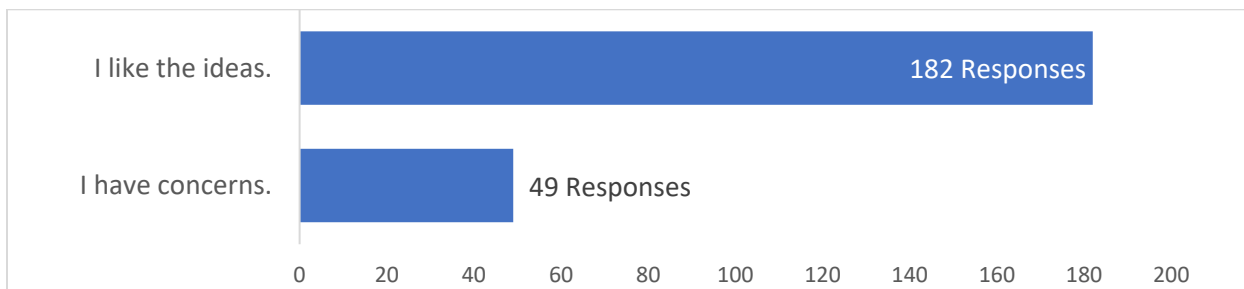
CAPTURE UNDERUTILIZED SPACES FOR LANDSCAPE AND SEATING



ENCOURAGE PARKLETS



What People Thought



Comment Themes (from 75 Comments)

Businesses Use Alleys. Alleys still need to be accessible to businesses for loading and trash.

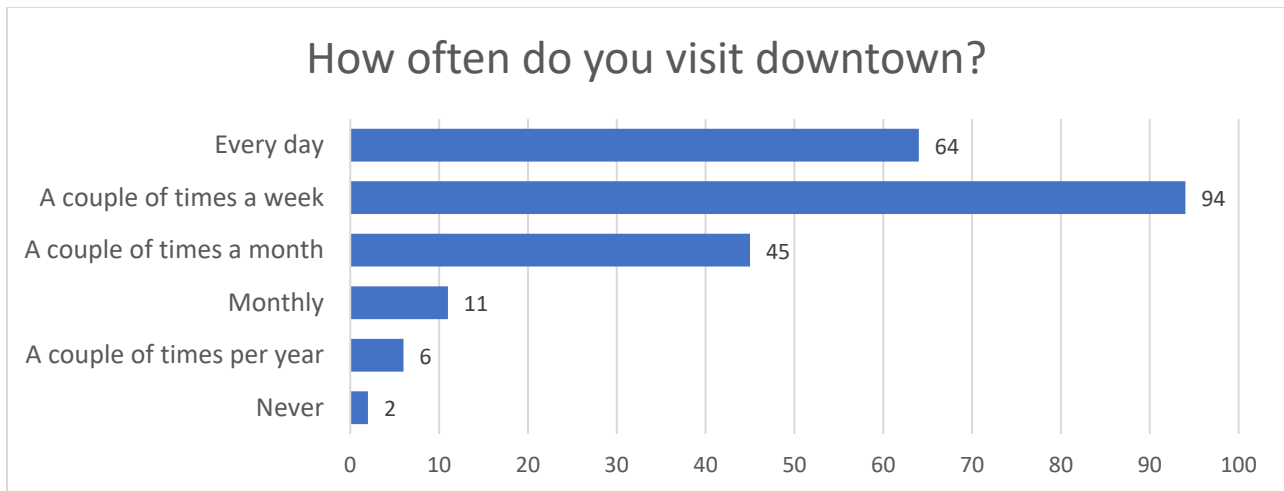
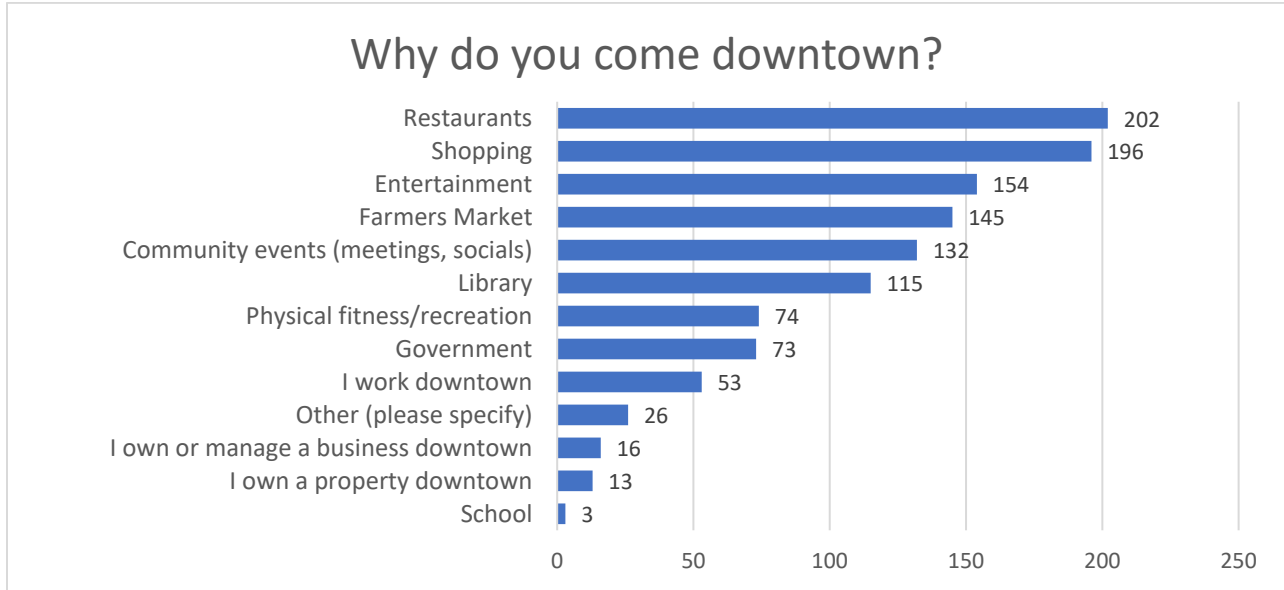
Homelessness. Worry that alleys and parklets would only be used by transient population.

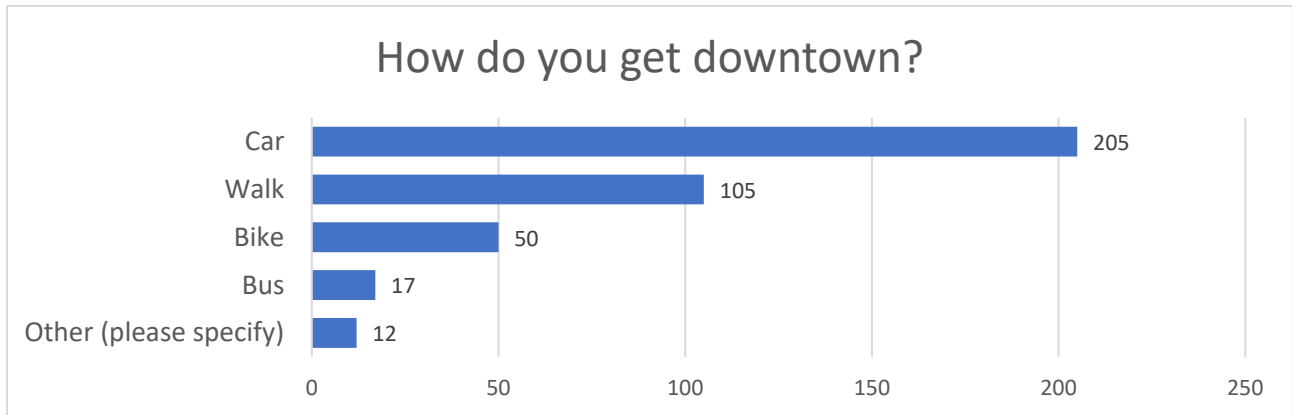
Too Many Cars. Parklet seating not as enjoyable with so much traffic and high speeds on streets.

Protect parking. Parklets should not remove parking spaces.

Weather. Make sure parklets are versatile and flexible given wet, cold for most of year.

Additional information about those who responded





Respondent Demographics

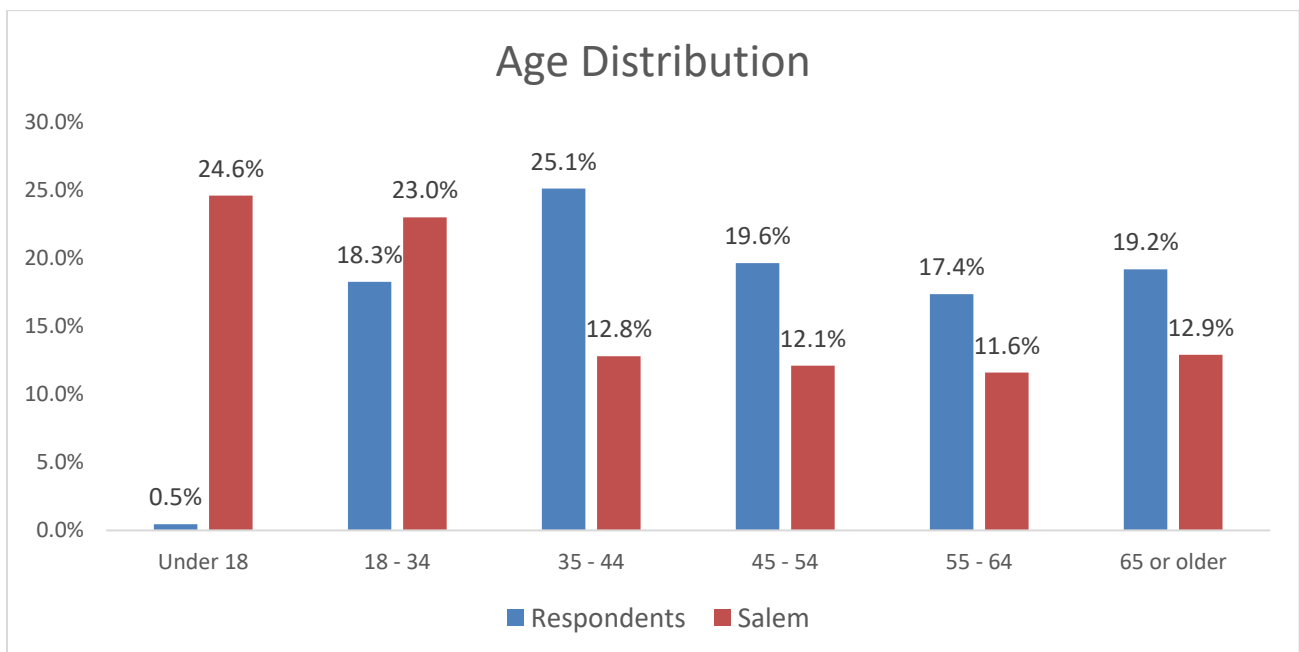
While the survey data is useful, it is important to note that, due to self-selection, the sample is not representative of the city overall. As the demographic data indicates, the survey respondents were slightly older and less diverse than the Salem population as a whole¹.

Proportion White or Caucasian

- Respondents: 88.5%
- City of Salem: 81.4%

Proportion Hispanic/Latino Origin

- Respondents: 5.5%
- City of Salem: 21.7%



¹ City of Salem demographics are from the 2016 American Community Survey