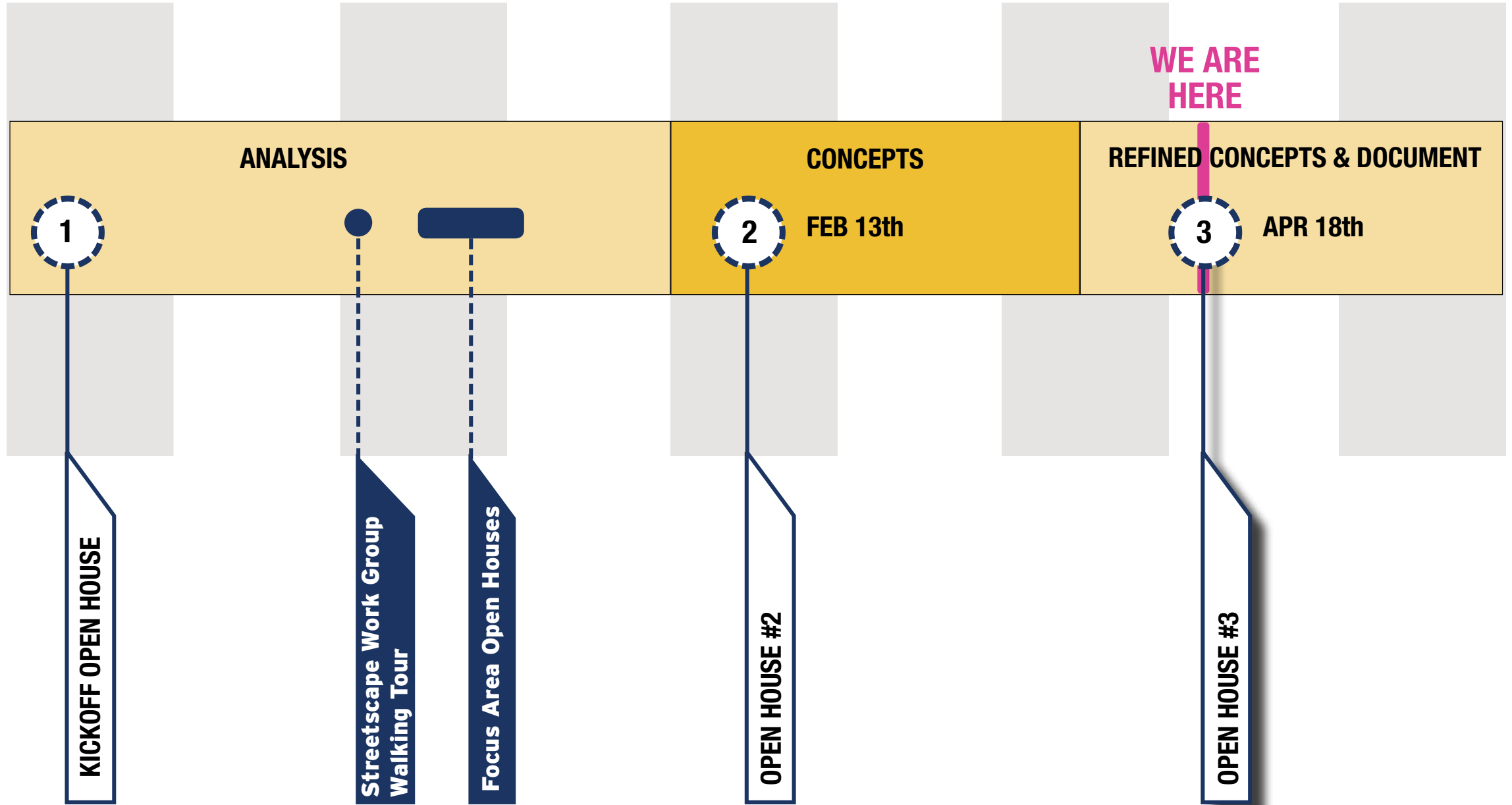


# OPEN HOUSE 3 STREETSCAPE CONCEPTS



**CITY OF SALEM**  
Downtown Streetscape Plan

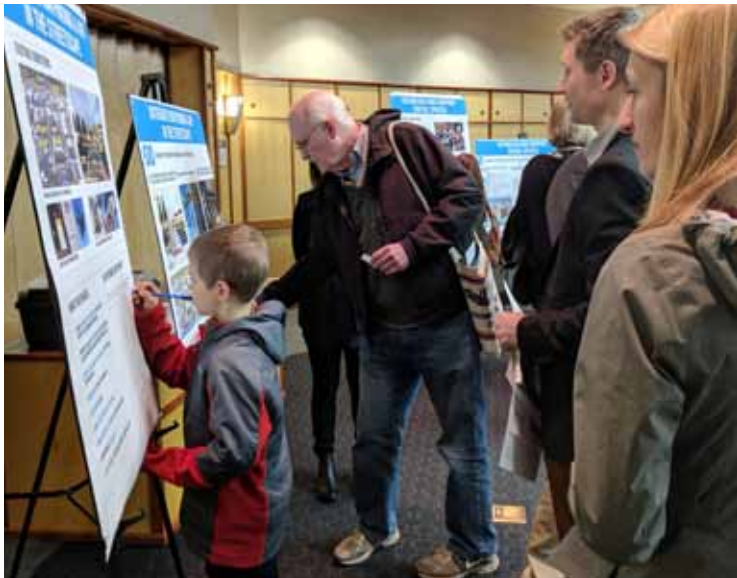


# SCHEDULE



## GOALS

- Transform downtown public realm
- Consistent, cohesive, unique design
- Create an attractive, inviting, fun downtown
- Benefit downtown businesses + properties
- Attract tourism
- Develop a world-class urban environment
- Support a more livable Salem



**OPEN HOUSE #1 (+ ONLINE)**

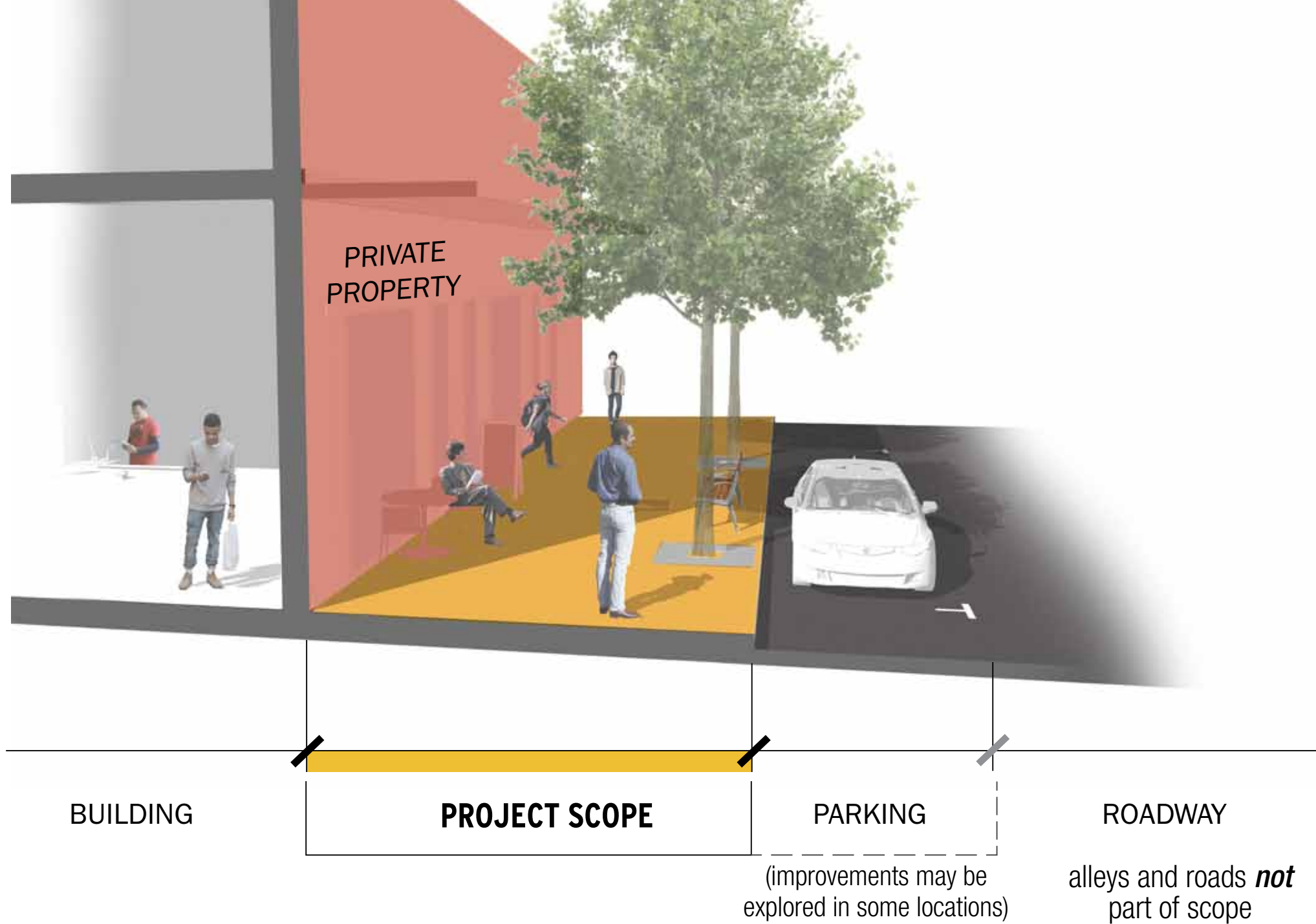
**WALKING TOUR**

**FOCUS GROUPS**

**OPEN HOUSE #2 (+ ONLINE)**



**PUBLIC OUTREACH**



# SCOPE OF STUDY



**KNIT DOWNTOWN TOGETHER**



**CELEBRATE THE LANDSCAPE and  
BRIGHTEN DOWNTOWN**



**INTEGRATE WAYFINDING and ART**



**ESTABLISH AND SUPPORT  
SOCIAL SPACES**

**RECOMMENDATIONS**

# KNIT DOWNTOWN TOGETHER



## IN ORDER TO KNIT DOWNTOWN TOGETHER...



**COMPLETE A CONSISTENT AND DIVERSE TREE CANOPY**



OVER TIME, COMPLETE A HEALTHY TREE CANOPY



CANOPY TREES PROVIDE SHADE

COLUMNAR/UPRIGHT TREES WORK IN TIGHT SPACES



TREES WITH SEASONAL COLOR CAN MARK IMPORTANT CORRIDORS OR INTERSECTIONS

I HAVE CONCERNS OR QUESTIONS.

NOT SURE, BUT INTERESTED...

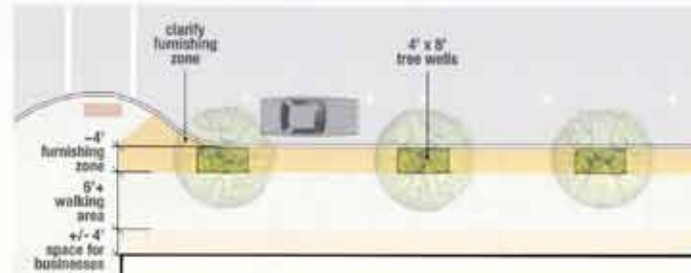
YES, I WANT TO SEE THIS!



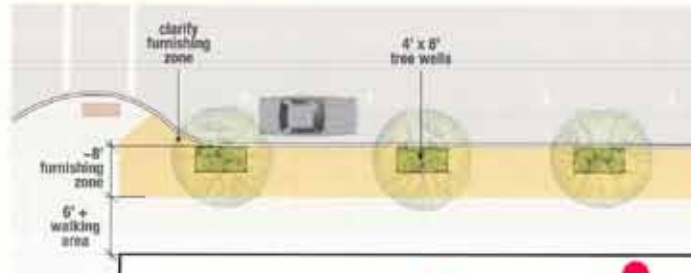
**CREATE A CLEAR, UNOBSTRUCTED WALKING ZONE**



USE PAVING TO MARK WALKING AND FURNISHING ZONES



CLARIFY SIDEWALK "ZONES" - IDEA #1



CLARIFY SIDEWALK "ZONES" - IDEA #2

I HAVE CONCERNS OR QUESTIONS.

NOT SURE, BUT INTERESTED...

YES, I WANT TO SEE THIS!



**PROVIDE A CONSISTENT STREETScape ROOM FOR CREATIVITY**



USE CONSISTENT FURNISHINGS TO CREATE A SENSE OF CONTINUITY



PROVIDE CLEAR ZONES FOR BUSINESSES TO PERSONALIZE WITH MOVABLE FURNISHINGS

I HAVE CONCERNS OR QUESTIONS.

NOT SURE, BUT INTERESTED...

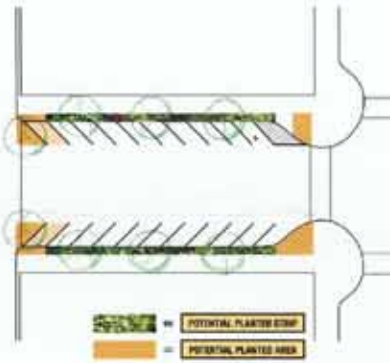
YES, I WANT TO SEE THIS!

# CELEBRATE THE LANDSCAPE & BRIGHTEN DOWNTOWN



IN ORDER TO CELEBRATE THE LANDSCAPE AND BRIGHTEN DOWNTOWN...

## ADD MORE PLANTED AREAS DOWNTOWN



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



USE LOW-MAINTENANCE, CLIMATE-ADAPTIVE PLANTS, INCLUDING NATIVE PLANTS

I HAVE CONCERNS OR QUESTIONS.

NOT SURE, BUT INTERESTED...

EXCITED TO...

## INTEGRATE STREETScape LIGHTING (IN ADDITION TO LIGHT POLES)



BUILD INFRASTRUCTURE FOR PEDESTRIAN-SCALE LIGHTS, SUCH AS TWINKLE LIGHTS IN TREES AND INTEGRATED LIGHTING IN FURNISHINGS.



USE LIGHT TO HIGHLIGHT PEDESTRIAN ROUTES, CONNECTING BLOCK TO BLOCK.

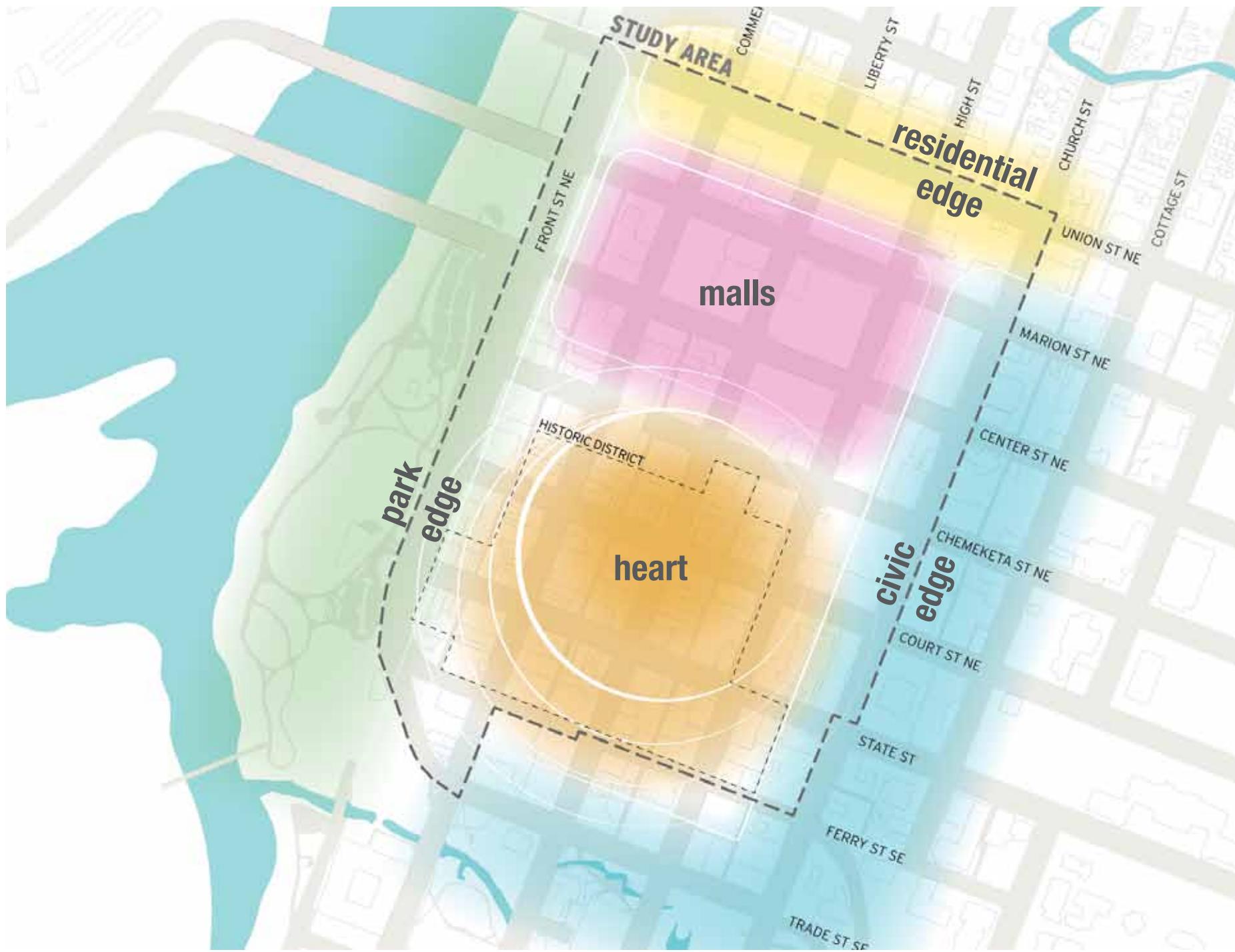
I HAVE CONCERNS OR QUESTIONS.

NOT SURE, BUT INTERESTED...

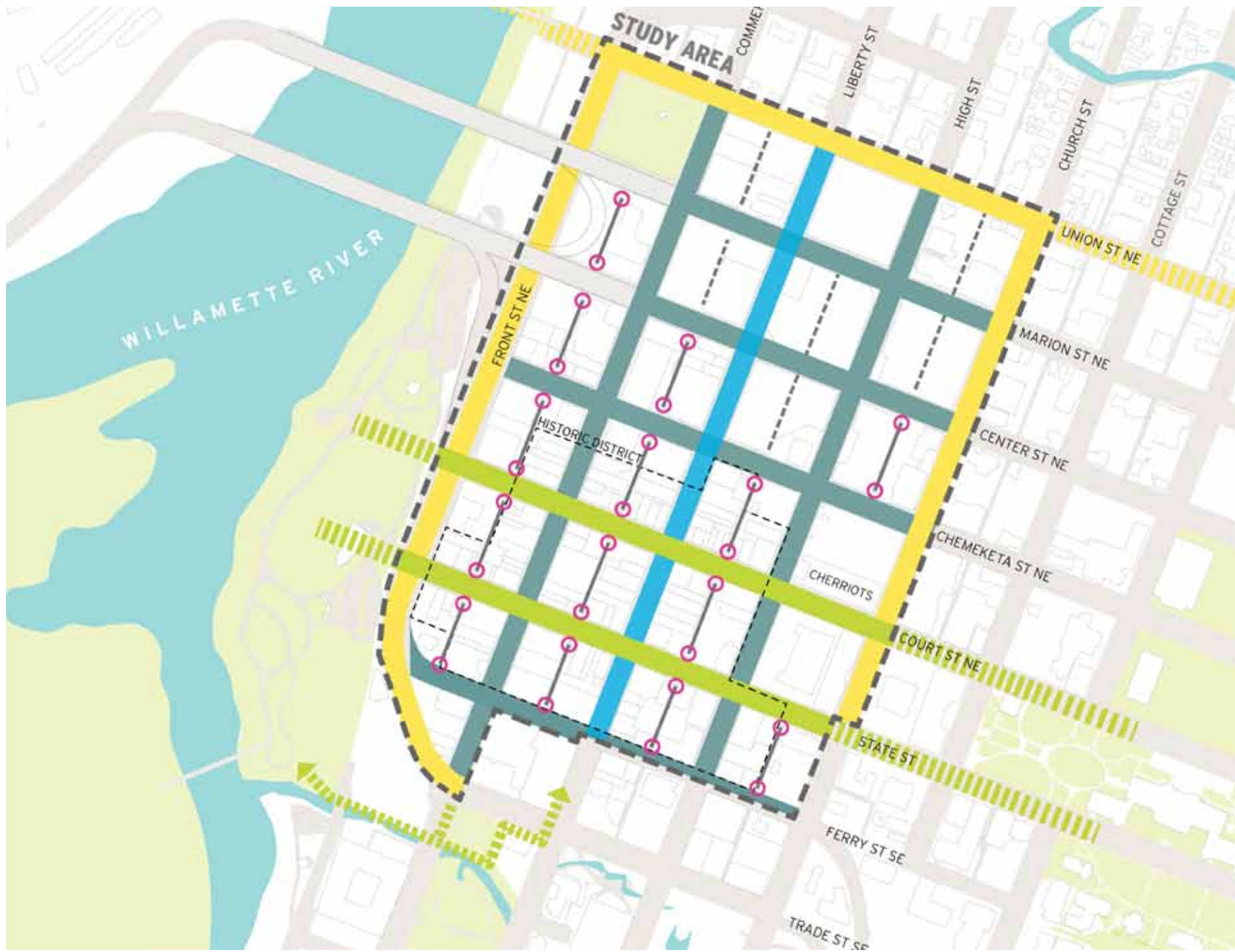
EXCITED TO...



# DESIGN CONCEPTS



## STUDY AREA CHARACTER



- Urban
- Promenade
- Civic
- Parkway
- Alley Entrance

# STREETSCAPE TYPES

## PROMENADE



*Liberty becomes a beautiful north-south spine through the heart of downtown, connecting destinations with a wide pedestrian walkway.*

## PARKWAY



*Streets on the perimeter of downtown provide a wider landscape buffer from higher-speed traffic and create a transition to residential & civic areas.*

## CIVIC



*State and Court Street are enhanced as lush landscape corridors to create a distinctive pedestrian experience between the Capitol and the River.*

## URBAN



*Most streets downtown are improved with simple, elegant and easily-maintained streetscape, as well as new seating and landscape pockets.*



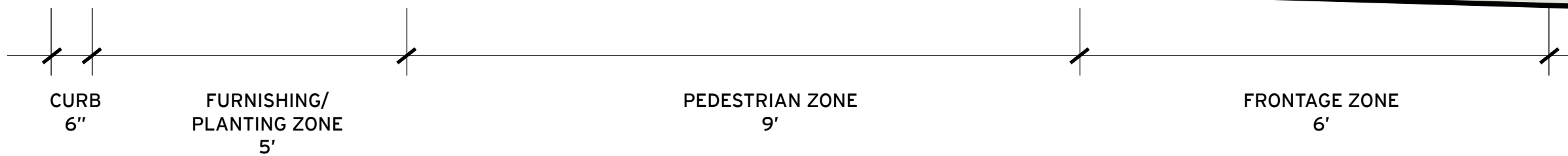
# CONSISTENT STREETScape ELEMENTS



**LIBERTY ST.**  
(Photo between between Chemeketa and Center)



## **EXISTING - PROMENADE**



# PROMENADE STREETScape

*Liberty becomes a beautiful north-south spine through the heart of downtown, connecting destinations with a wide pedestrian walkway.*

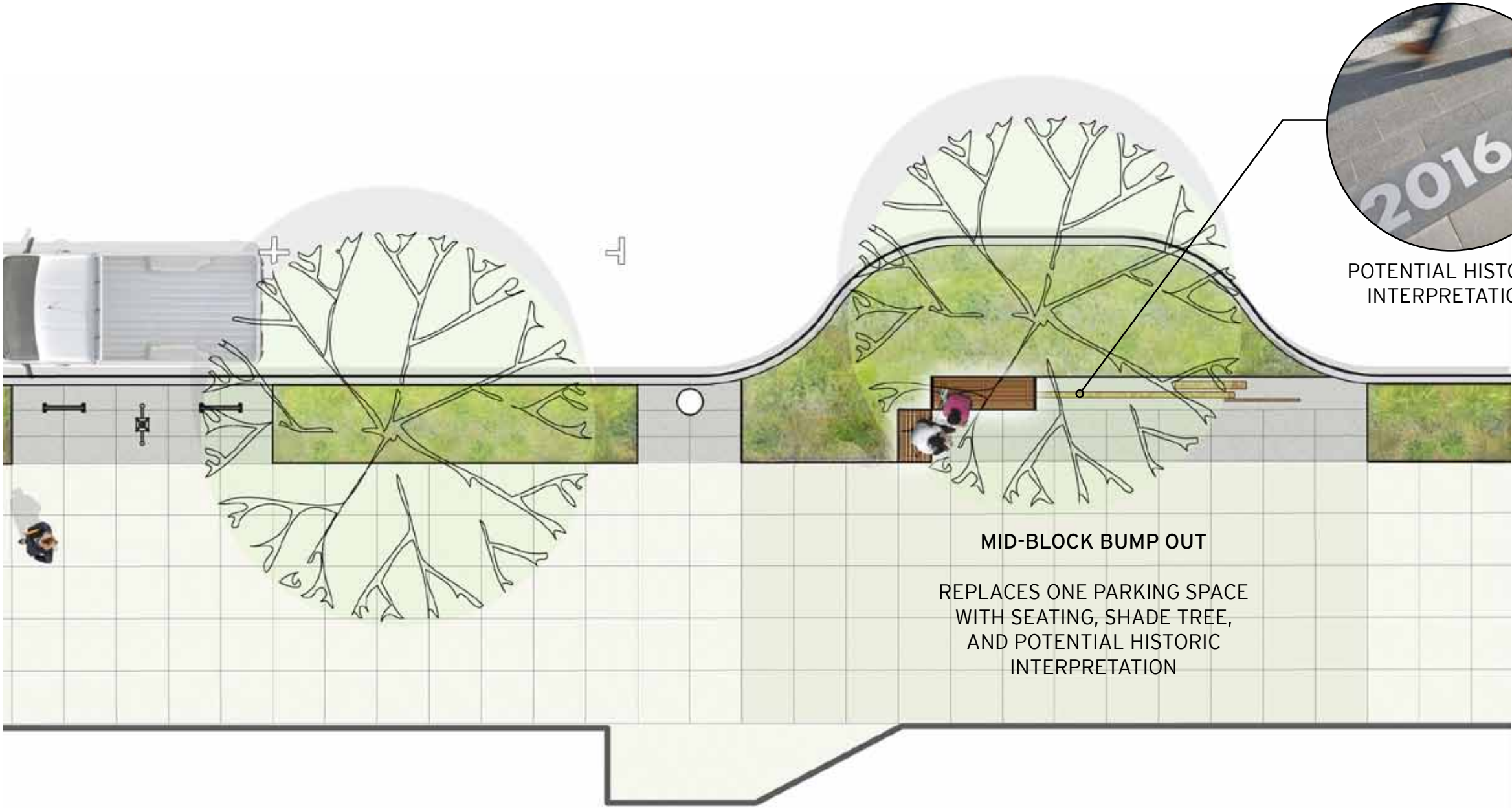


location



# PROMENADE STREETSCAPE





POTENTIAL HISTORIC INTERPRETATION

**MID-BLOCK BUMP OUT**

REPLACES ONE PARKING SPACE WITH SEATING, SHADE TREE, AND POTENTIAL HISTORIC INTERPRETATION



**COURT ST.**  
(Photo between between Commercial and Liberty, looking West)

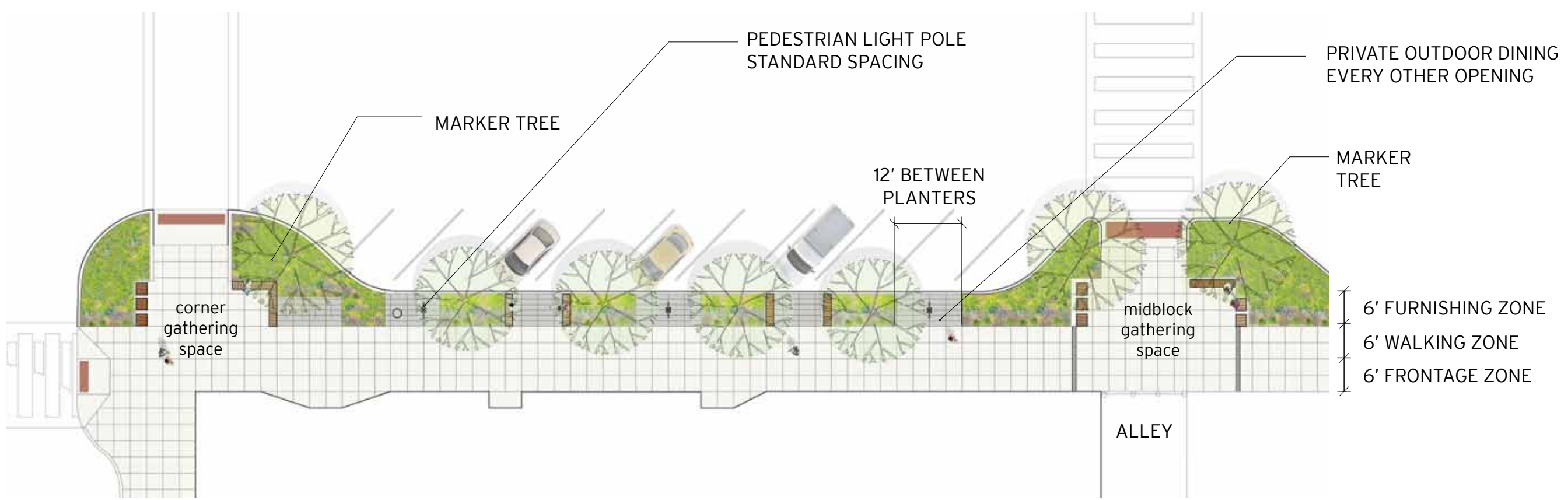


## **EXISTING - CIVIC**



# CIVIC STREETScape

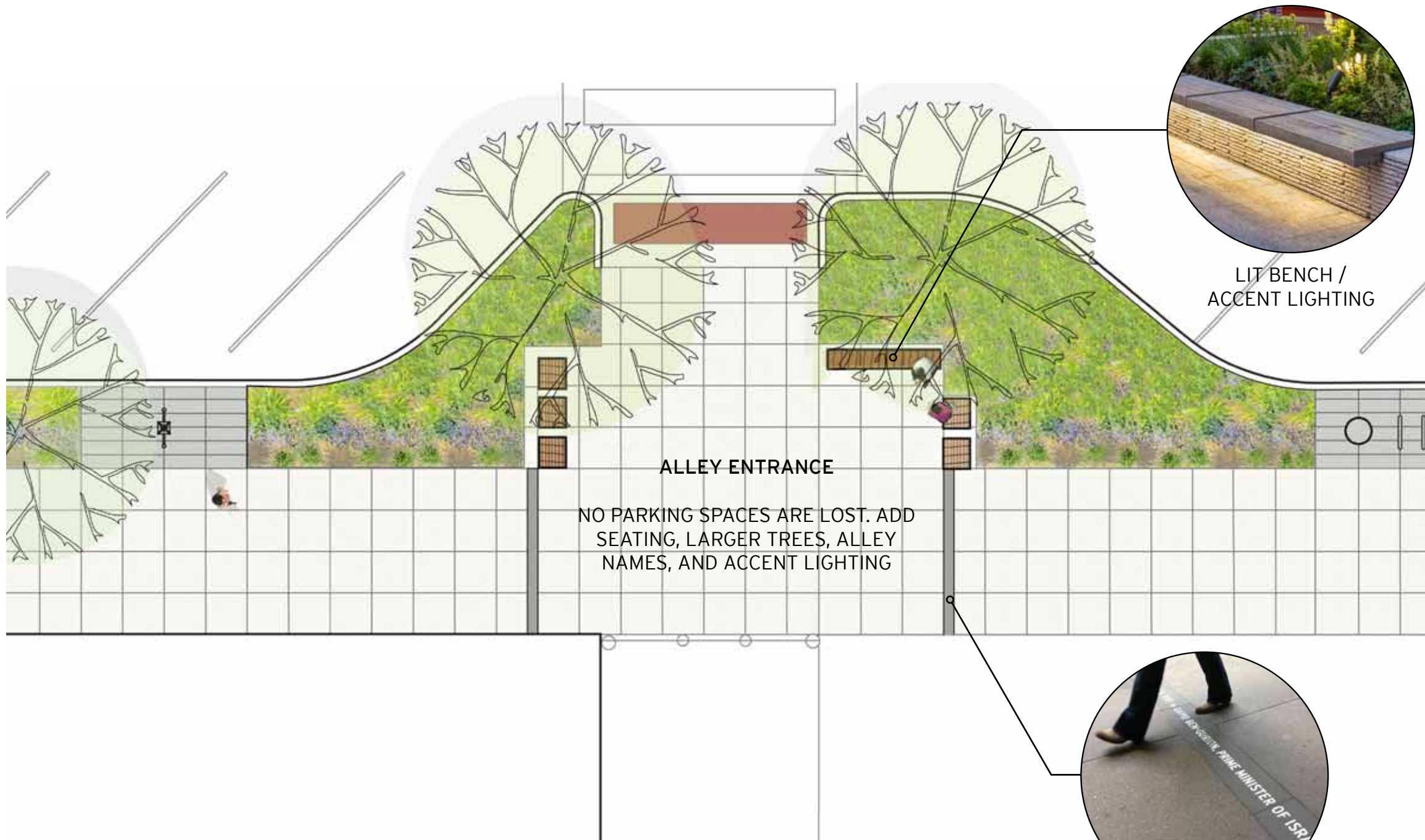
*State and Court Street are enhanced as lush landscape corridors to create a distinctive pedestrian experience between the Capitol and the River.*



**location**



**CIVIC STREETSCAPE**



LIT BENCH /  
ACCENT LIGHTING

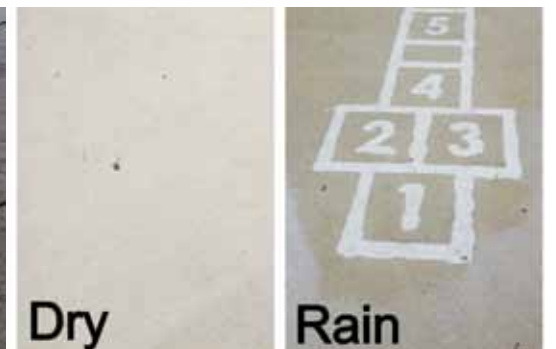
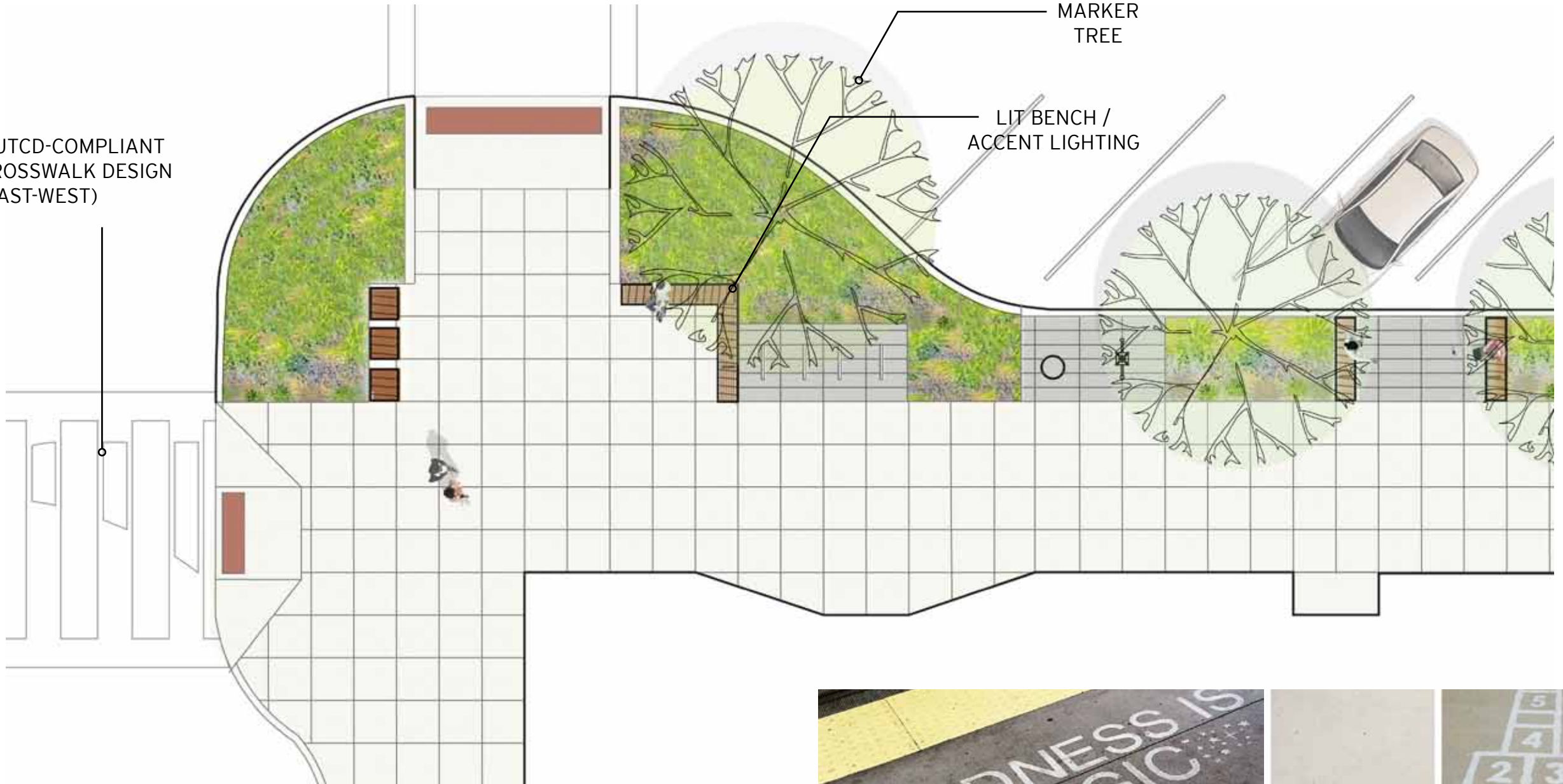
ALLEY ENTRANCE

NO PARKING SPACES ARE LOST. ADD SEATING, LARGER TREES, ALLEY NAMES, AND ACCENT LIGHTING

ALLEY NAME /  
INTERPRETIVE BAND

# CIVIC - ALLEY ENTRANCE

MUTCD-COMPLIANT  
CROSSWALK DESIGN  
(EAST-WEST)



Dry

Rain

RAIN-REVEALED ART  
OPPORTUNITIES

# CIVIC - CORNER



**CIVIC STREETScape**



**FRONT and COURT STREET CROSSING (ODOT-owned street)**

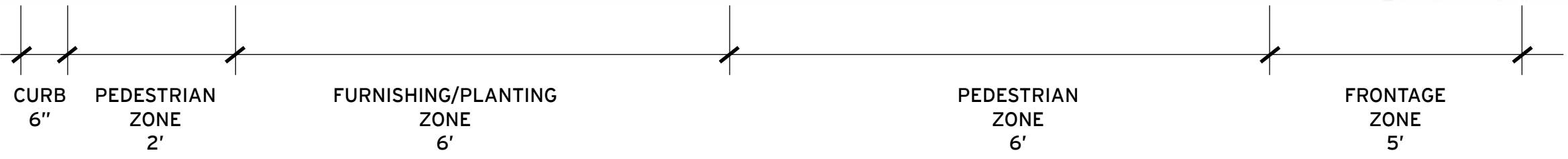




**UNION ST.**  
(Photo between between Commercial and Liberty)

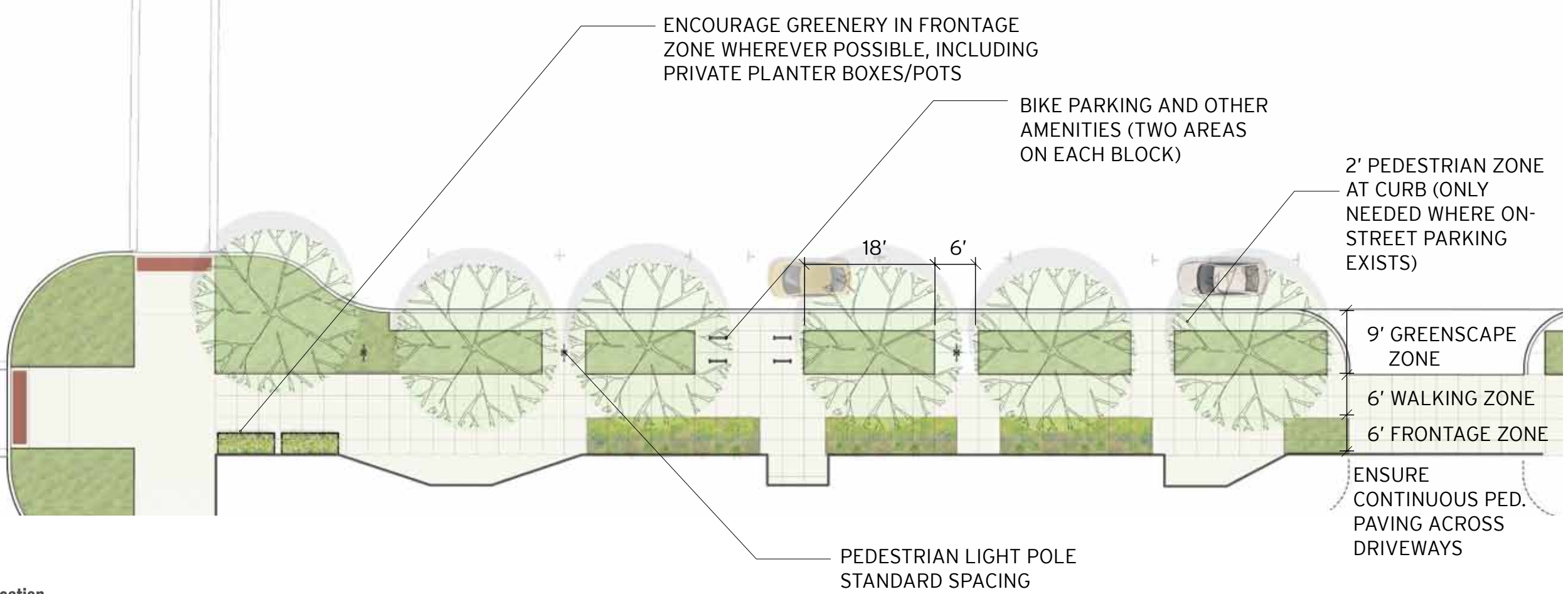


## **EXISTING - PARKWAY**



# PARKWAY STREETSCAPE

*Streets on the perimeter of downtown provide a wider landscape buffer from higher-speed traffic and create a transition to residential & civic areas.*



**location**



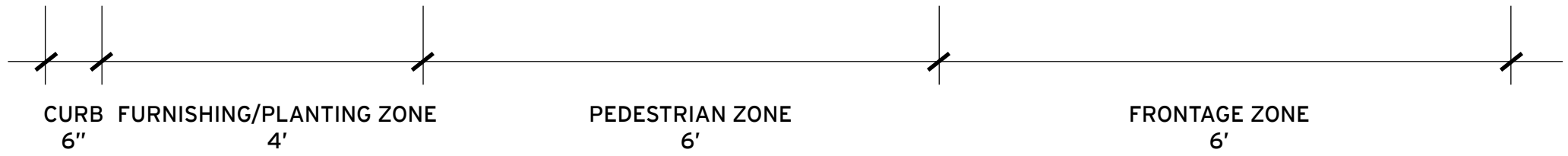
**PARKWAY STREETSCAPE**



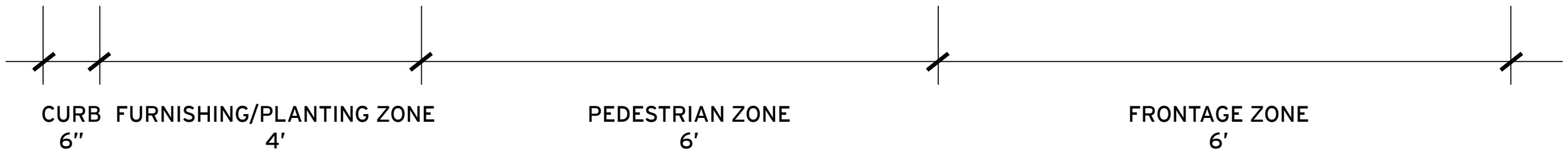
**CHEMEKETA ST.**  
(Photo between between Commercial and Liberty)



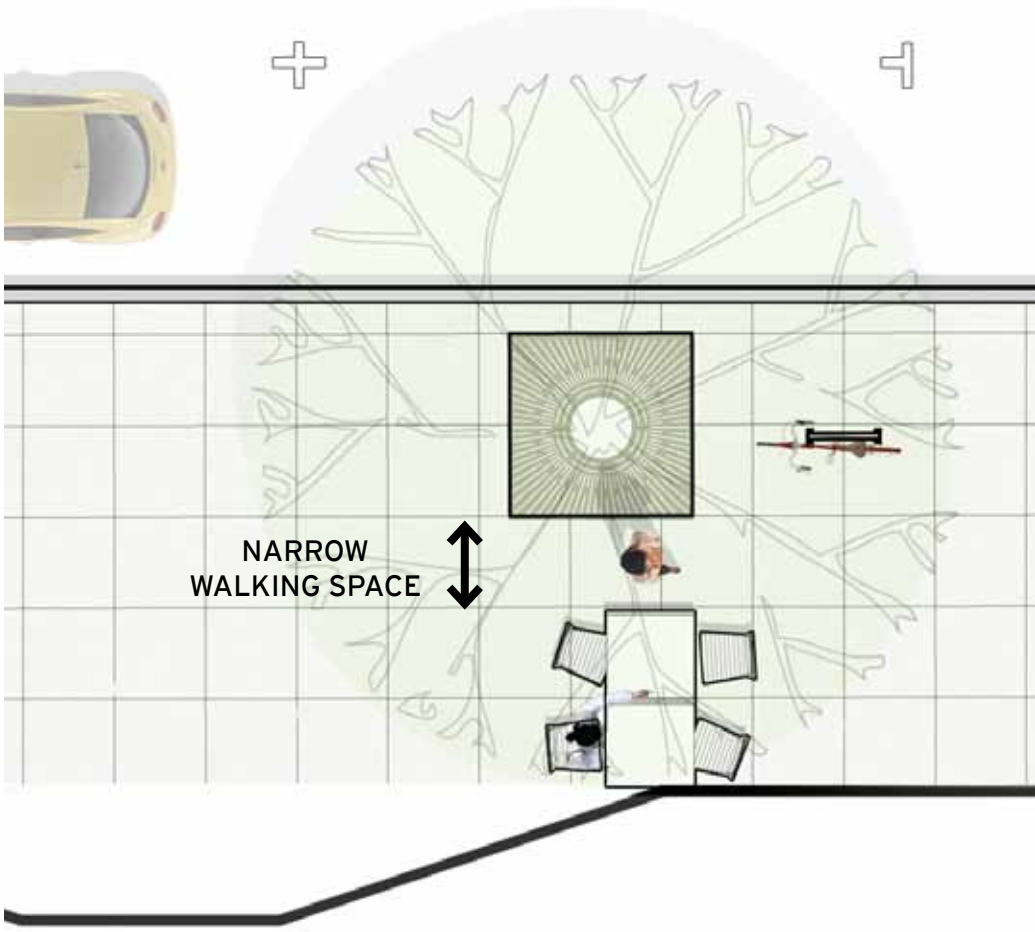
## EXISTING - URBAN



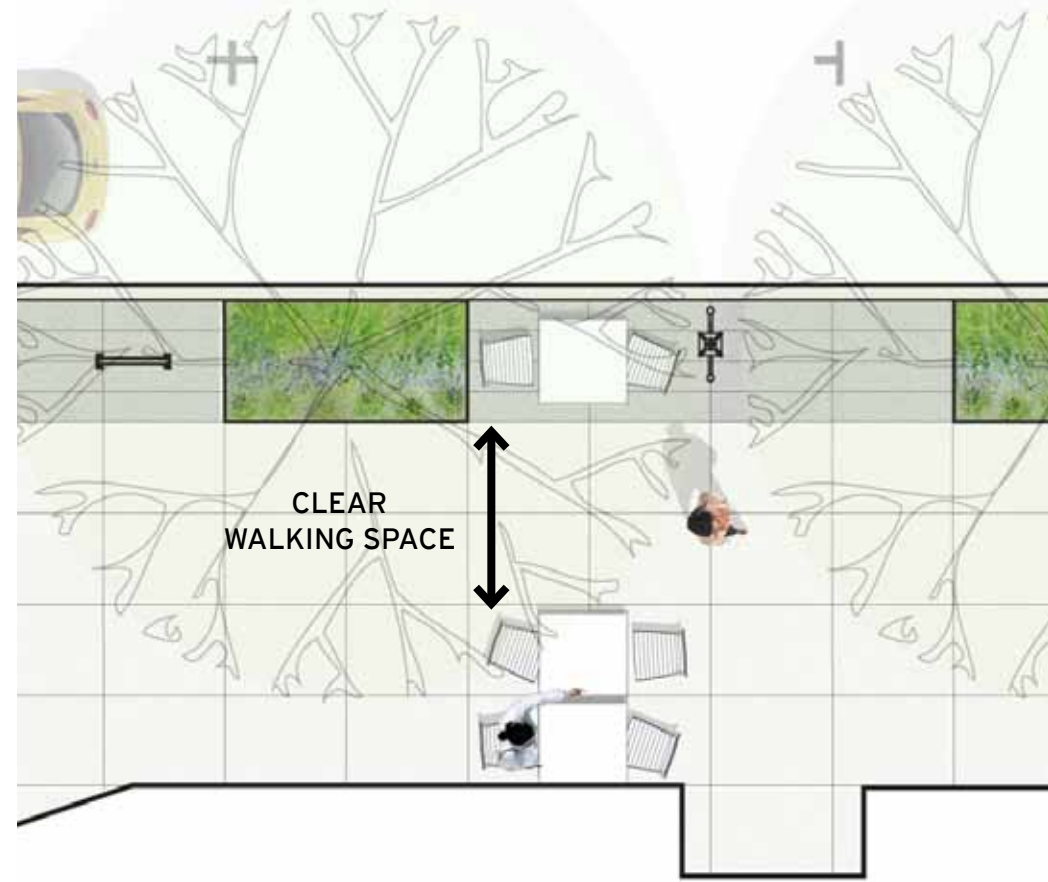
# URBAN STREETScape



# URBAN STREETScape

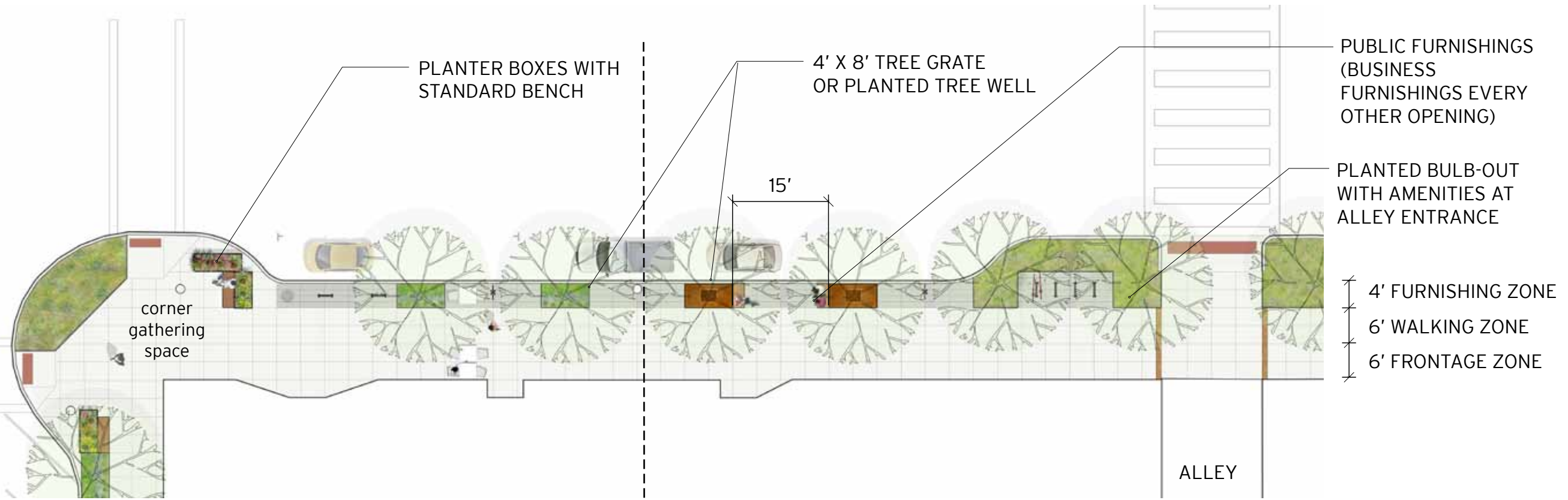


**EXISTING STANDARD**



**PROPOSED URBAN STREETSCAPE**





**location**



**URBAN STREETScape**

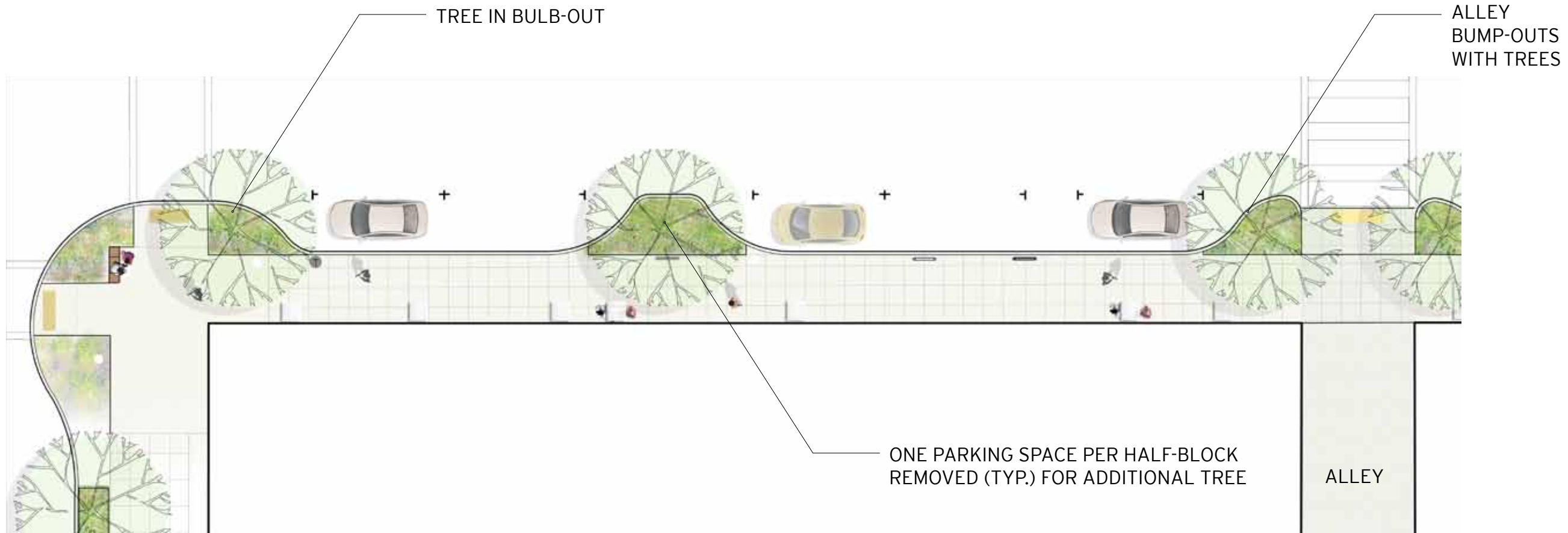
*Most streets downtown are improved with simple, elegant and easily-maintained streetscape, as well as new seating and landscape pockets.*





**FERRY ST.**  
(Photo between between High and Liberty)

**EXISTING - CONSTRAINED (FERRY ST: ODOT-owned street)**



**location**



**CONSTRAINED STREETScape**

*Ferry Street's narrow sidewalks are shaded with trees placed in new pockets within the street, which also help reduce vehicle speeds.*



\*Locations shown for temporary street closure options. Should not impact surrounding development.

## FESTIVAL SPACE OPTIONS (Chemeketa, High, Alleys, Parking Lots)



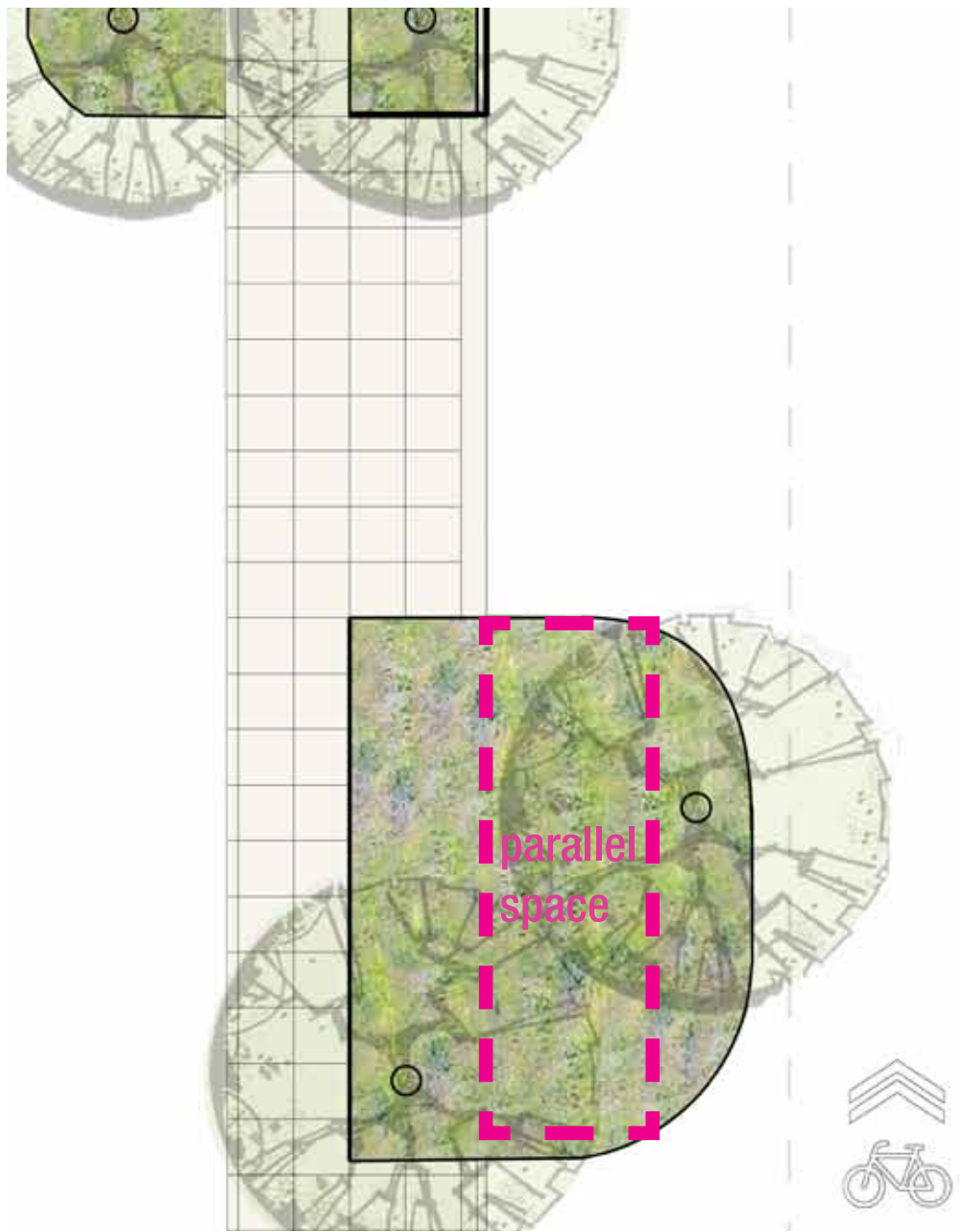
**MIDBLOCK LANDSCAPE POCKETS (Potential locations on Commercial and Liberty Streets)**



**COMMERCIAL ST. EXAMPLE - BEFORE**



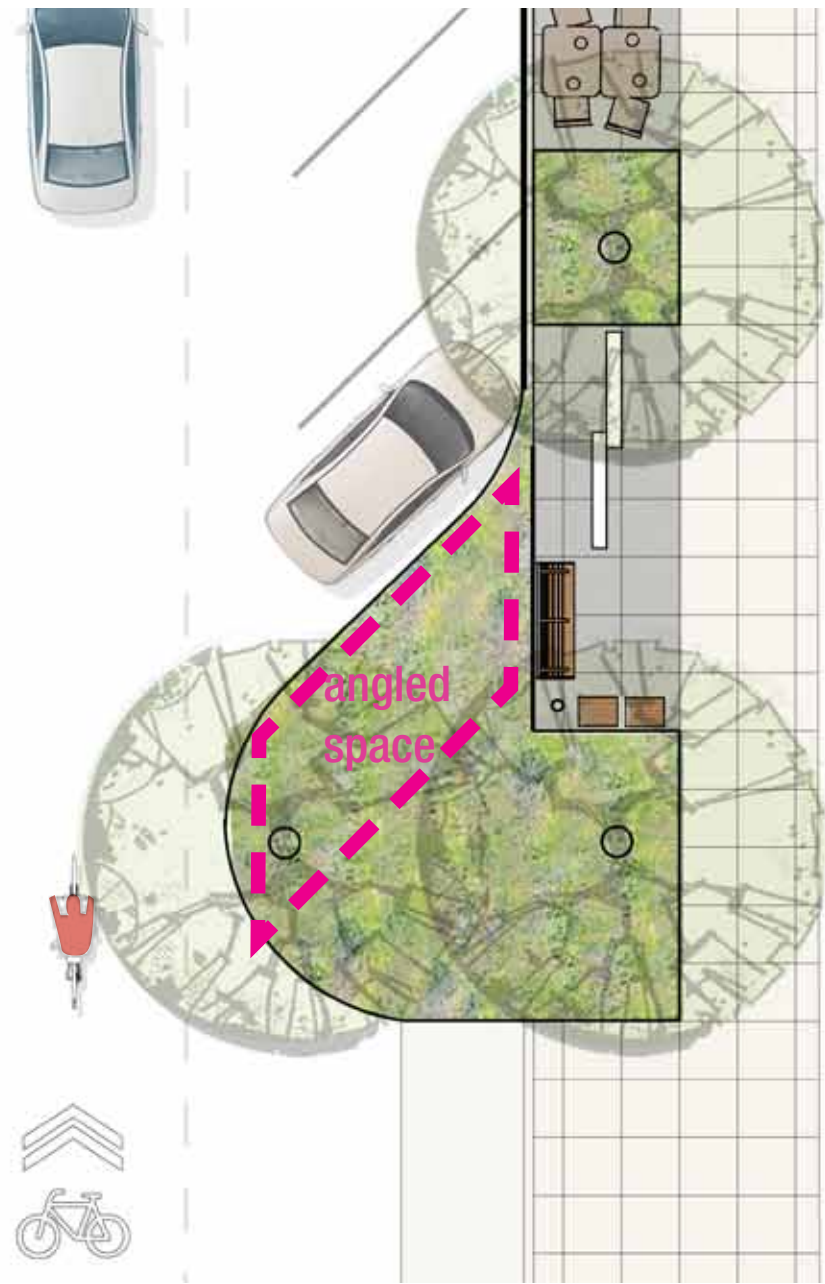
**COMMERCIAL ST. EXAMPLE - AFTER**



New Landscape  
(15')



3 Travel Lanes (12')



New Landscape  
(15')

# MIDBLOCK LANDSCAPE POCKETS



PENDANT LIGHT AT ALLEY ENTRANCE



LIT BENCH / ACCENT LIGHTING

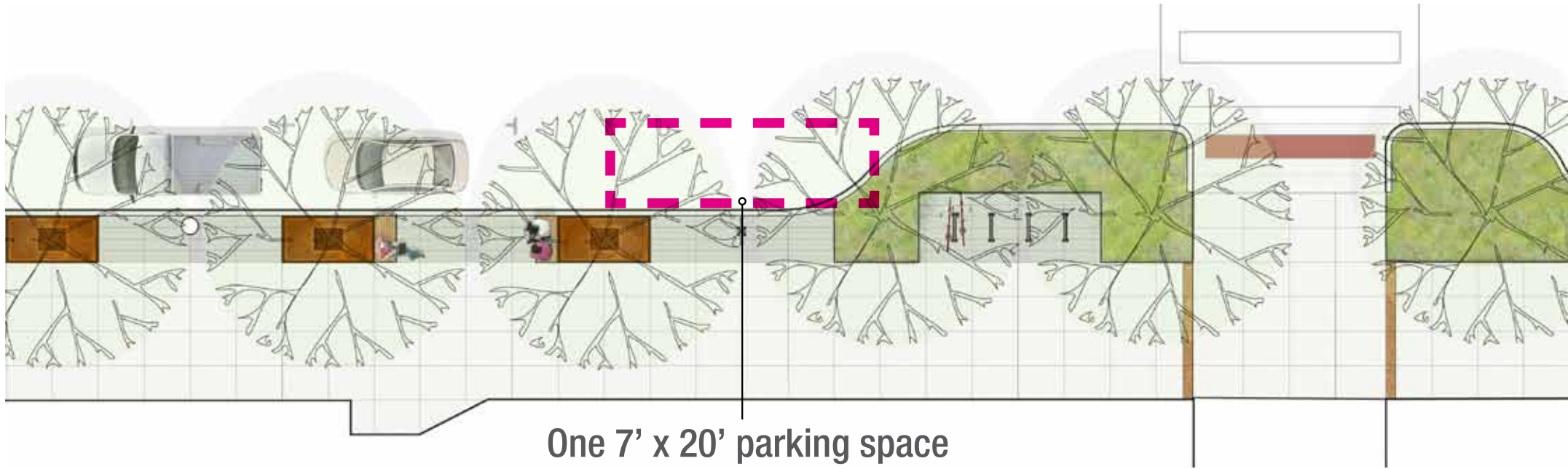


ALLEY NAME / INTERPRETIVE BAND



# ALLEY ENTRANCES





One 7' x 20' parking space could be converted to a parklet.



temporary ◀ ..... seasonal ..... ▶ longer-term

# PARKLETS PROGRAM

## WHAT HAPPENS NEXT?



CONCEPT REFINEMENT BASED ON YOUR FEEDBACK

CONTINUED OUTREACH TO BUSINESSES

OUTREACH TO COMMUNITY GROUPS

SUMMARY REPORT

URA BOARD REVIEW OF SUMMARY REPORT

URBAN RENEWAL BUILDS STREETScape PROJECTS AS  
PART OF YEARLY FUNDING



**THANK YOU!**