

**TRANSPORTATION AND GROWTH MANAGEMENT PROGRAM
GRANT APPLICATION FORM
2014
APPLICATIONS DUE 4:00 p.m. June 13, 2014**

Type of Grant:
Please indicate Category 1
or Category 2

PROJECT TITLE: _____

**PRIMARY APPLICANT
JURISDICTION:** _____

MAILING ADDRESS: _____
CITY: _____
ZIP: _____

CONTACT PERSON: _____

	MATCH	
	Yes	No
OTHER JURISDICTIONS INVOLVED IN THE PROJECT		

TELEPHONE: _____
FAX: _____
EMAIL: _____
ODOT REGION (1 - 5): _____

SUMMARY DESCRIPTION OF PROJECT: This section must be completed. Do not refer to text within the application form. In 2 or 3 sentences, explain what will be done and what the expected outcome is. (For example: The project will result in an access management plan for Black Spot Highway. The plan will be developed in partnership with ODOT based on an analysis of needs, along with input from community workshops and one-on-one contact with property owners along the highway.)

SUMMARY OF PROJECT BUDGET

PROJECT TITLE:

JURISDICTION:

	TGM Funds Requested	Local Match*	Total Project Cost
Eligible Grantee Expenses [Labor (salary plus benefits) and Direct Expenses]			
Consultant Personal Services			
TOTAL			

* This amount should be a minimum of 12 percent of the total project budget.

We will be providing a cash local match Yes No

I understand that, if used, consultant selection will follow the policies and requirements of the ODOT Procurement Office: <http://www.oregon.gov/ODOT/CS/OPO/>

Initial _____

Initial one of the following statements.

This application was prepared by staff of the primary applicant or staff of one of the involved jurisdictions listed on page 1.

Initial _____

This application was prepared by the following compensated consultant:

Consultant Name _____

Initial _____

Authorized Signature

Title

Printed Name



TRANSPORTATION AND GROWTH MANAGEMENT (TGM) 2014 GRANT APPLICATION FORM

Please read the Application Packet carefully before completing this application. You must submit your complete application both electronically and via postal mail.

Examples of successful applications are available on the TGM Grants and Incentives page on the Web: egov.oregon.gov/LCD/TGM/grants.shtml.

Please limit application to 10 pages.

The answer fields below will expand as you type.

ORGANIZATION NAME City of Salem	PHONE 503-588-2308
CONTACT PERSON NAME AND TITLE Lisa Anderson-Ogilvie, Urban Planning Administrator	CONTACT PERSON E-MAIL lmanderson@cityofsalem.net
PROJECT TITLE STATE STREET REFINEMENT PLAN	

Section One: GRANT ELIGIBILITY REQUIREMENTS

1. Clear Transportation Relationship

This project aims to revitalize State Street into a vibrant, attractive, walkable mixed-use corridor through coordinated transportation and land use improvements. The project area, referred herein as the State Street Corridor (Corridor), extends approximately a mile along State Street from 12th Street to the 25th Street as shown in the attached map (see attached project area map). Today, the Corridor serves an important role in the city's transportation system as a main east-west transportation street connecting to downtown Salem. Designated a major arterial in the City's Transportation System Plan (TSP), State Street is a four-lane road that is home to a variety of commercial businesses as well as a mix of housing and institutional uses.

Recent planning efforts, including the *Looking Forward* neighborhood planning process for the area, have identified many transportation and land use barriers that make the Corridor uninviting to pedestrians, bicyclists and motorists. The street, for example, lacks sufficient bicycle and pedestrian facilities and amenities that are called for in the TSP for major arterials. Improvements to State Street, however, have not been advanced due to the street's constrained right-of-way and the desire not to acquire property or raze any buildings. This project will develop alternative cross sections that will illustrate how physical elements such as wider sidewalks or bike lanes can be accommodated within the constrained right-of-way in the Corridor. Recognizing the space constraints, the project will assess the tradeoffs of specific infrastructure and streetscape improvements and capture the preferences of the community. Without this project, needed improvements to State Street could be delayed until the full right-of-way width called for in the TSP can be acquired.

This project will also address land use issues that have contributed to the unattractive, auto-oriented nature of the Corridor. Numerous surface parking lots and parking areas in front of buildings combined with many vacant and underutilized properties along State Street make the Corridor a hostile environment for pedestrians, bicyclists and others. This project will change the character of the commercial corridor by producing zoning regulations with simple design standards that promote walkability and enhance the relationship between buildings and the public realm. The zoning regulations will specifically encourage

mixed-use development and pedestrian-friendly environments where people can live, work and shop in one area.

The project will be developed in partnership with the public, local businesses and neighborhood associations and will respond to the needs identified by the community.

2. Adoption of Products to meet Project Objectives

This project will result in two adoption-ready products: 1) street cross sections for adoption into the TSP, and 2) zoning regulations for adoption into the City's Salem Revised Code. Alternative cross sections will be developed to illustrate how the constrained right-of-way on State Street can accommodate facilities and amenities that make pedestrians and bicyclists feel welcome and comfortable. This could include wider sidewalks, street trees, bike lanes and other improvements. Cross sections will be developed for three different sections of State Street, and the preferred cross sections will be recommended for adoption into the TSP as special street cross sections for State Street. This will enable improvements to be made to State Street without needing to acquire the full right-of-way width for major arterials. The cross sections will serve as models for how other similarly-constrained major arterials in the city could potentially be improved. Other transportation projects in the Corridor will also be recommended for adoption into the TSP. This could include amendments to existing projects on State Street or new transportation projects.

In addition, this project will result in zoning regulations for the Corridor that remove barriers to mixed-use development and provide simple design standards that promote pedestrian-oriented development. The zoning regulations will either revise an existing mixed-use zone or create a new zone for the Corridor that permits a mix of uses, including residential and commercial uses. Design standards will be incorporated in the new or revised zone and could address building design, parking, landscaping, pedestrian and bicycle access and connectivity, and other site elements. The zoning regulations will be developed for adoption into the Salem Revised Code, and they will be drafted in a manner that allows them to be applied to other areas of the city. Overall, this project will serve as a model for how other similar corridors in Salem can be transformed into vibrant, walkable mixed-use corridors.

3. Support of Local Officials

The Salem City Council adopted goals for Fiscal Years 2013-2015, and they included specific strategies for accomplishing the goals. The Council's economic development goal for this fiscal year includes the following strategy: "Develop a plan for redevelopment of State Street: from 12th Street to the State Penitentiary..." This project advances that strategy, as it seeks to develop a plan to help revitalize the State Street Corridor through integrated land use planning and transportation improvements.

This project has been endorsed by the Salem City Council, Northeast Neighbors (NEN) and Southeast Salem Neighborhood Association (SESNA). At its May 27, 2014 meeting, the City Council authorized City staff to submit this grant application. Letters of support are attached.

AWARD CRITERIA

1. Proposed Project Addresses a Need and Supports TGM Objectives

BACKGROUND:

The State Street Corridor, which extends roughly a mile on State Street from 12th Street to roughly 25th Street, is an important transportation and commercial corridor in Salem. Designated a major arterial in the TSP, State Street is a four-lane road that connects to downtown Salem and carries up to roughly 24,000 vehicles per day. It is also the border between two established residential neighborhoods, NEN and SESNA. The Corridor is home to a variety of offices, retail stores, restaurants and other businesses as well as a mix of housing and institutional uses, including the State of Oregon and Salem-Keizer School District.

PROBLEM:

State Street is an unattractive, uninviting corridor that is largely auto-oriented today. One of the oldest streets in the city, State Street was developed at a time when roads were not constructed to City standards and little thought went into alternative modes of transportation. As a major arterial, the street should have a 96-foot right-of-way, according to the TSP, and it should include four travel lanes, bike lanes, a planter strip

and sidewalks. The actual right-of-way of the four-lane street varies from approximately 100 feet near 12th Street NE to 60 feet near 19th Street SE. Due to this constrained right-of-way and the desire not to acquire property or raze any buildings, improvements to the Corridor have not advanced despite a lack of sufficient bicycle and pedestrian facilities and amenities. The Corridor, which includes Mill Creek, is also prone to flooding, which presents additional challenges.

Recent planning efforts, including the *Looking Forward* neighborhood planning process for NEN and SESNA, have identified specific transportation barriers that make the Corridor uninviting and potentially unsafe for pedestrians, bicyclists and motorists. For example, State Street lacks bike lanes west of 24th Street – a project identified in the TSP – and very few areas include planter strips to buffer pedestrians from traffic. The lack of sufficient facilities deters people from biking or walking in the Corridor. To address these and other identified issues, the draft *NEN-SESNA Neighborhood Plan* recommends that the City develop “alternative street designs for major and minor arterial streets that pass through developed neighborhoods and lack sufficient right-of-way to meet current design standards.” Bike lanes, wider sidewalks and street trees are recommended in the alternative designs, and State Street is listed as one of the streets for which alternative designs should be considered.

In addition to transportation challenges, there are many land use issues that make the Corridor unattractive, auto-oriented and unwelcoming. There are several vacant or underutilized properties on State Street as well as numerous surface parking lots and parking areas in front of buildings. These conditions detract from the overall vitality and attractiveness of the Corridor and tend to discourage walking. Much of the development on State Street is single-story, single-use buildings, which do not create a vibrant environment. Zoning also makes it difficult to develop mixed-use buildings, particularly in the Commercial Retail (CR) zone where a conditional use permit is required to develop housing. In addition, while Salem has traditionally used overlay zones with design standards to establish pedestrian-oriented, mixed-use districts, many of the existing overlays have cumbersome or confusing standards and processes. These issues have been identified by local officials as well as community members who have participated in the *Looking Forward* neighborhood planning process. In fact, the draft *NEN-SESNA Neighborhood Plan* includes the following goal: “Revitalize State Street as a vibrant, mixed-use corridor that encourages pedestrian activity, is safe and attractive, creates a distinctive sense of place, and serves as an asset to surrounding neighborhoods.”

PROJECT PURPOSE AND EXPECTED OUTCOMES:

The purpose of this project is to revitalize State Street into a vibrant, attractive, walkable mixed-use corridor through coordinated transportation and land use improvements. This project will result in alternative cross sections that illustrate how the constrained right-of-way on State Street can accommodate facilities and amenities to make pedestrians and bicyclists feel welcome and comfortable. This could include wider sidewalks, street trees, bike lanes and other improvements. Lane reconfigurations or reductions could also be considered. Detailed cross sections will be developed for three distinct sections of State Street: 1) the one-way portion between 12th and 13th streets, 2) the portion with on-street parking between 13th and 17th streets, and 3) the narrowest portion between 17th Street and roughly 25th Street. They will allow for context sensitive street design that is tailored to the existing built environment. The preferred cross sections will be recommended for adoption into the TSP as special street cross sections for State Street. They will serve as models for how other similarly-constrained streets in the city such as Center Street NE could be improved.

This project will also result in zoning regulations for the Corridor that remove barriers to mixed-use development and provide simple design standards that promote pedestrian-oriented development. The zoning regulations will either revise an existing mixed-use zone or create a new zone that permits a mix of uses, including residential and commercial uses. Design standards will be incorporated in the new or revised zone and could address building design, parking, landscaping, pedestrian and bicycle access and connectivity, and other site elements. The zoning regulations will be developed for adoption into the Salem Revised Code, and they will be drafted in a manner that allows them to be applied to other areas of the city. For example, the zoning regulations could replace other, more complicated overlay zones in Salem that are intended to create pedestrian-friendly, mixed-use districts.

The project is intended to achieve the following TGM objectives:

Provide Transportation Choices...:

- The project will provide opportunities for safe and convenient walking, biking and public transportation to support an active lifestyle by developing alternative cross sections for State Street.

These cross sections will accommodate pedestrians, bicyclists and motor vehicles despite State Street's constrained right-of-way.

- The project will provide a more balanced, interconnected and safer transportation network that provides a variety of transportation options by making sidewalk, streetscape and street enhancements. The improvements will make traveling by alternative modes of transportation safer and more comfortable, which will in turn, encourage more walking and biking. New zoning regulations with design standards will also help transform the Corridor into a pedestrian-friendly mixed-use area by creating an attractive, distinctive place and enhancing the relationship between buildings and the public realm.

Create communities...:

- The project will provide for a mix of housing types, work places, shops and parks for people of all ages and incomes by removing barriers to developing mixed-use projects. Zoning regulations – creating a new or revised zone – will specifically be prepared to promote mixed-use development in the Corridor. This type of development will provide alternative housing choices in the established close-in neighborhoods in and around the Corridor.
- The project will provide a healthful, safe and pleasing environment supportive of the social and cultural needs of residents by enhancing the streetscape and encouraging attractive, pedestrian-friendly development and redevelopment.

Support economic vitality...:

- The project will promote the economic vitality of the Corridor and accommodate existing and future residents and businesses by removing barriers to mixed-use development in zoning and facilitating transportation and streetscape improvements. These improvements are intended to revitalize the Corridor into a vibrant corridor that provides services to surrounding residential neighborhoods as well as adjacent university and downtown workers. The improvements will also help enhance the experience of shoppers, improve curb appeal and spur reinvestment in private properties.

Save public and private costs...:

- The project will accommodate growth within existing urban areas by developing zoning regulations that encourage compact, mixed-use development and redevelopment.

Promote environmental stewardship...:

- The project will promote environmental stewardship by encouraging infill development. It will also facilitate travel by alternative modes of transportation in the Corridor, thus reducing greenhouse gas emissions.

2. Proposed Project is Timely and Urgent

The timing of this project is ideal in that it addresses needs recently identified by the Salem City Council as well as the two neighborhoods in which the Corridor is located, NEN and SESNA. Specifically, this project advances the City Council's economic development strategy to "develop a plan for redevelopment of State Street: from 12th Street to the State Penitentiary and/or from 12th to 17th from State to Mission" Street. The strategy was adopted as part of the City Council goals for Fiscal Years 2013-2015 and recognizes the pressing need to revitalize the Corridor through thoughtful planning. Community input received during the ongoing *Looking Forward* neighborhood planning process has reinforced this need, as residents, business and property owners, and other stakeholders have identified land use and transportation improvements to State Street as a major priority.

This project will build on the *Looking Forward* neighborhood planning process by implementing proposed recommendations in the draft *NEN-SESNA Neighborhood Plan*, which is expected to be complete by the end of this year. The draft neighborhood plan calls for the revitalization of State Street into a "vibrant, mixed-use corridor that encourages pedestrian activity, is safe and attractive, creates a distinctive sense of place, and serves as an asset to surrounding neighborhoods." Proposed recommendations include amending City codes to remove barriers to mixed-use development, adding bike lanes west of 24th Street – a project identified in the TSP – and developing alternative street designs for streets with constrained rights-of-way such as State Street. The draft neighborhood plan also recommends that the City create design guidelines for commercial and mixed-use development that encourage buildings, for example, to be located adjacent to

the public street right-of-way. This project will accomplish all of these proposed recommendations, thus carrying forward ideas that were generated through extensive public outreach conducted during the neighborhood planning process.

In addition, this project will target an area that is ripe for redevelopment. Several properties on State Street are vacant or underutilized, and there is at least one prominent property in the Corridor that is for sale and is expected to be redeveloped. This State Street Refinement Plan, through its coordinated zoning and transportation improvements, is intended to pave the way for the redevelopment of these types of properties and act as a catalyst to encourage private reinvestment. It will also help ensure future development incorporates good urban design while providing for multi-modal connectivity within the constrained right-of-way of State Street. Without this project, needed transportation improvements to the Corridor could be delayed until the full right-of-way width called for in the TSP can be acquired.

3. Proposed Project Approach is Reasonable

City of Salem staff will partner with a consultant to undertake this project. City staff will provide project management and take the lead on public outreach activities and the collection of existing conditions data. A consultant will be retained to analyze existing conditions, develop alternative street cross sections, examine potential impacts, zoning regulations and provide overall transportation and zoning expertise.

Major project tasks are described below.

Task 1. Project Management

City staff will provide project management throughout the life of the project. This will include managing the project schedule in cooperation with the consultant, reviewing consultant work products, monitoring progress, tracking the budget and keeping local officials informed about the project. The consultant will oversee all technical analysis, production efforts and management of any subconsultants. The consultant will also develop the project schedule and provide progress reports as necessary.

Task 2. Public Involvement

City staff will take the lead on public outreach activities with assistance from the consultant. City staff will schedule meetings, maintain a list of interested parties, prepare and send public notices, and create and maintain a project website. The City will also form a stakeholder advisory committee (SAC) of policy and technical experts to provide guidance throughout the planning process. At least seven SAC meetings are anticipated. The consultant will prepare meeting agendas. The consultant will also conduct interviews with property owners, residents and business owners to identify barriers to pedestrian-friendly, mixed-use development. City staff in coordination with the consultant will hold three public open houses to get input from the community on the existing conditions and desired changes in the Corridor, alternative cross sections and zoning regulations.

Task 3. Existing Conditions Analysis

City staff will gather existing conditions related to transportation, land use and zoning in the State Street Corridor and a broader secondary study area as needed. Collected data related to transportation will include identified transportation issues, proposed projects in the TSP, transit routing and connections, and existing road and streetscape design for the length of State Street in the Corridor (e.g., right-of-way widths, configuration and width of travel lanes, sidewalk widths, location of bike facilities, location and width of on-street parking, and building setbacks). The City will also request traffic counts from the Oregon Department of Transportation.

City staff will conduct a land use inventory on State Street that documents general site characteristics, zoning and current uses, including vacant properties and properties for sale. City staff will also provide high-level real estate market conditions based on interviews with local brokers and property managers. All of this information will be provided to the consultant for analysis. City staff will also provide the consultant with relevant City documents and plans, including existing zoning regulations, relevant TSP chapters and the draft *NEN-SESNA Neighborhood Plan*.

The consultant will conduct a technical analysis of the existing conditions for vehicles, transit, pedestrians and bicycles and identify existing safety issues and transportation facility deficiencies, with particular attention paid to pedestrian and bicycle facilities and amenities. The consultant will also analyze existing

land use, zoning and market data to identify existing barriers to pedestrian-friendly, mixed-use development. An open house will be held to solicit public input on existing conditions and desired changes in the Corridor. The consultant will gather any additional data needed to conduct the technical analysis. These analysis, as well as input from stakeholders, will inform the following two tasks.

Work Product:

- City staff – Memorandum that includes existing transportation, land use and zoning information
- Consultant – Memorandum with illustrations that summarizes its findings from the existing conditions analysis

Anticipated Meetings:

- SAC meeting – Review existing conditions analysis
- Public open house – Solicit input on existing conditions and desired changes

Task 4. Development and Screening of Alternative Cross Sections

City staff, working with the consultant and SAC, will identify evaluation criteria to compare alternative cross sections that are developed as part of this task. Criteria will reflect community concerns in the Corridor and could include safety, traffic impacts, comfort, aesthetics, cost and integration with private development. The consultant will then develop alternative street cross sections for State Street that address safety issues, enhance multi-modal facilities and streetscape design, and meet other project objectives. Specifically, up to four alternative cross sections will be developed for each of the following distinct sections of State Street: 1) one-way portion between 12th and 13th streets, 2) the portion with on-street parking between 13th and 17th streets, and 3) the narrowest portion between 17th Street and 25th Street with no on-street parking. The alternative cross sections will be conceptual in nature (sketch-level drawings) and will include to the greatest extent feasible provisions for vehicle, bicycle and pedestrian facilities within the existing State Street right-of-way; the use of property outside of the right-of-way can be proposed with approval from City staff. The alternatives may also consider potential opportunities on parallel local streets.

The consultant will work with City staff to screen the alternatives to determine if any should not be further considered due to fatal flaws related to policy or feasibility. This initial screening will result in up to two to three remaining alternatives for each section of State Street. The consultant will then use the evaluation criteria to assess the alternatives. This assessment will include a preliminary evaluation of traffic impacts associated with each alternative that proposes to reduce vehicle capacity. The consultant will present the findings of this assessment to City staff and the SAC, which will provide feedback. A public open house will be held to give the community with the opportunity to provide input on the alternative cross sections. This task will result in the selection of at least one preferred cross section for each of the three sections of State Street.

Work Product:

- City staff – Evaluation criteria
- Consultant – Memorandum that illustrates the conceptual alternative cross sections and summarizes potential impacts

Anticipated Meetings:

- SAC meeting – Review evaluation criteria and alternative cross sections
- Public open house – Solicit input on alternative cross sections

Task 5. Development of Zoning Approaches

The consultant will develop at least three zoning approaches to promote pedestrian-friendly, mixed-use development and redevelopment in the Corridor. The approaches can include creating a new mixed-use zoning district, revising an existing mixed-use district, creating mixed-use nodes or any other options *except* creating a new overlay district, which is not desired by the City. Each of the zoning approaches will include preliminary concepts for removing existing barriers to mixed-use development and providing simple design standards that encourage pedestrian-friendly development. The consultant will determine the advantages and disadvantages of each approach. Drawing on input from the public, City staff will work with the consultant and SAC to select the preferred approach.

Work Product:

- Consultant – Memorandum that describes zoning approaches and their advantages and disadvantages

Anticipated Meetings:

- SAC – Review zoning approaches

Task 6. Detailed Analysis and Preferred Cross Sections

The consultant will conduct a more detailed traffic analysis of the preferred cross sections selected in Task 4. This will include traffic modeling associated with any lane configurations or lane reductions. The modeling will be based on no-build conditions as well as future growth and projected traffic volumes. Mitigation measures necessary for any of the cross sections will be identified.

Based on this analysis and input from City staff and the SAC, the consultant will refine the preferred cross sections to address any issues identified during this or earlier tasks. The preferred cross sections will show greater detail than the conceptual drawings in Task 4. Specifically, they will show configuration of travel lanes, transit stops, bike facilities (lanes, cycle tracks, etc.), sidewalks and other recommended roadway elements. The preferred cross sections will be prepared in a format that can be adopted into the TSP.

Work Product:

- Consultant – Detailed preferred cross sections, and a memorandum summarizing the results of the traffic analysis

Anticipated Meetings:

- SAC – Review preferred cross sections

Task 7. Phasing Plan

The consultant will develop a plan that clearly identifies and illustrates how recommended transportation improvements to the State Street Corridor should be phased and implemented. This phasing plan will recommend specific transportation projects such as new bike lanes that can be adopted into the TSP. It should consider potential impacts on the transportation network in the area, estimated costs, connectivity with existing transportation facilities and other factors.

Work Product:

- Consultant – Phasing Plan

Anticipated Meetings:

- SAC – Review phasing plan

Task 8. Draft Zoning Regulations

Using the approach selected in Task 5, the consultant will draft zoning regulations that encourage mixed-use development in the State Street Corridor and incorporate simple design standards that promote pedestrian-friendly development. The draft regulations will be developed in a manner that allows the new or revised zone to be applied elsewhere in the city. City staff and the SAC will review the draft regulations and provide feedback to the consultant. A public open house will be held to solicit input from the community.

Work Product:

- Consultant – Draft zoning regulations

Anticipated Meetings:

- SAC – Review draft zoning regulations
- Public open house – Solicit input on draft zoning regulations

Task 9. Final Zoning Regulations

Based on the feedback received, the consultant will refine and finalize the zoning regulations. The zoning regulations will follow the format of the Unified Development Code, which is part of the Salem Revised Code.

Work Product:

- Consultant – Final zoning regulations

Anticipated Meetings:

- SAC – Review final zoning regulations

Task 10. Plan Preparation and Adoption Process

The consultant will prepare the State Street Refinement Plan, which will include the zoning regulations, preferred cross sections and related recommendations. City staff will take the final project documents – including the proposed zoning regulations and preferred cross sections – through the public adoption process. The consultant will provide support through this process and attend the public hearings.

Work Product:

- Consultant – State Street Refinement Plan

Anticipated Meetings:

- Planning Commission – Public hearing
- City Council – Public hearing

Project Timeline

Task	Month												
	1	2	3	4	5	6	7	8	9	10	11	12	13
1. Project Management	[Red bar]												
2. Public Involvement	[Red bar]												
3. Existing Conditions Analysis	[Red bar]												
4. Development and Screening of Alternative Cross Sections				[Red bar]									
5. Development of Zoning Approaches					[Red bar]								
6. Detailed Analysis and Preferred Cross Sections							[Red bar]						
7. Phasing Plan										[Red bar]			
8. Draft Zoning Regulations							[Red bar]						
9. Final Zoning Regulations										[Red bar]			
10. Plan Preparation and Adoption Process												[Red bar]	

Budget Breakdown

TASK	LOCAL COSTS	CONSULTANT COSTS
1. Project Management	\$8,000	\$8,000
2. Public Involvement	\$10,000	\$16,000
3. Existing Conditions Analysis	\$12,000	\$15,000
4. Development and Screening of Alternative Cross Sections	\$8,000	\$20,000
5. Development of Zoning Approaches	\$3,000	\$8,000
6. Detailed Analysis and Preferred Cross Sections	\$6,000	\$20,000
7. Phasing Plan	\$2,000	\$5,000
8. Draft Zoning Regulations	\$5,000	\$20,000
9. Final Zoning Regulations	\$5,000	\$10,000
10. Plan Preparation and Adoption Process	\$8,000	\$8,000
Totals:	\$67,000	\$130,000

4. Proposed Project has Community Support

This project has been endorsed by the Salem City Council, Northeast Neighbors (NEN), Southeast Salem Neighborhood Association (SESNA), State Street business owner T.J. Sullivan, and State Street business and property owner Henry Fu. At its May 27, 2014 meeting, the City Council authorized the City staff to submit this grant application. Letters of support are attached.

SOURCE	ATTACHED	EXPECTED
1. Salem City Council	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. Northeast Neighbors	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3. Southeast Salem Neighborhood Association	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4. T.J. Sullivan, business owner on State Street	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5. Henry Fu, business and property owner on State Street	<input checked="" type="checkbox"/>	<input type="checkbox"/>

5. Proposed Project Sponsor Readiness and Capacity

City of Salem staff is ready and able to begin, manage and complete the State Street Refinement Plan within the TGM timetable. Staff has extensive experience working with consultants and the community to develop plans and projects of similar complexity of this project. For example, staff managed the North Broadway/High Street Parking Management Plan (described below) as well as the ongoing *NEN-SESNA Neighborhood Plan*. In both cases, City staff conducted broad public outreach to ensure involvement by the community, and both projects targeted specific districts or neighborhoods for improvements.

Lisa Anderson-Ogilvie, Urban Planning Administrator, will provide broad oversight on this project, and Eunice Kim, Planner II, will serve as project manager. Eunice has worked for the City for a year, and her previous experience in project management has given her the skills necessary to effectively work with consultants and stakeholders while managing public involvement activities. She is capable of maintaining a project schedule and coordinating work tasks to ensure projects are completed on time and within budget. Community Development staff and Transportation Planning and Engineering staff will support this project.

The City of Salem has received three grant awards for TGM projects in the past 10 years. The latest award was received in 2013 to develop a detailed street design plan for the area around Commercial Street and Liberty Road. The project, called the Commercial Street/Liberty Road Refinement Plan, seeks to re-energize the project area by improving the functionality and visual character of the circulation system and by strengthening the district’s identity and marketability. The City of Salem recently selected a team of consultants to undertake the project.

The two other TGM grant awards funded the following projects:

File Code 2F-09: Bicycle and Pedestrian Plan Update and Safe Routes to School Plan

The City of Salem received a TGM grant in 2009 to undertake a comprehensive update to the City’s bicycle and pedestrian master plan and to concurrently develop a Safe Routes to School Solutions Plan. This project was known as Bike and Walk Salem and managed by the Public Works Department. The outcomes of Bike and Walk Salem included adopted amendments to the Salem Transportation System Plan, Bicycle and Pedestrian Elements (adopted December 2012) and a Safe Routes to School Solutions Plan that was shared with the School District. As a result of the updated Bicycle Plan, the City has expanded our network of destination bike route signs aimed at attracting less confident bicyclists. This Plan also established the framework for identifying the need for a traffic signal at Commercial and Union Streets to support the creation of the Union Street Family-Friendly Bikeway. Funding has recently been secured for construction of this element of the future Family-Friendly Bikeway.

File Code 2I-10: Parking Management Plan

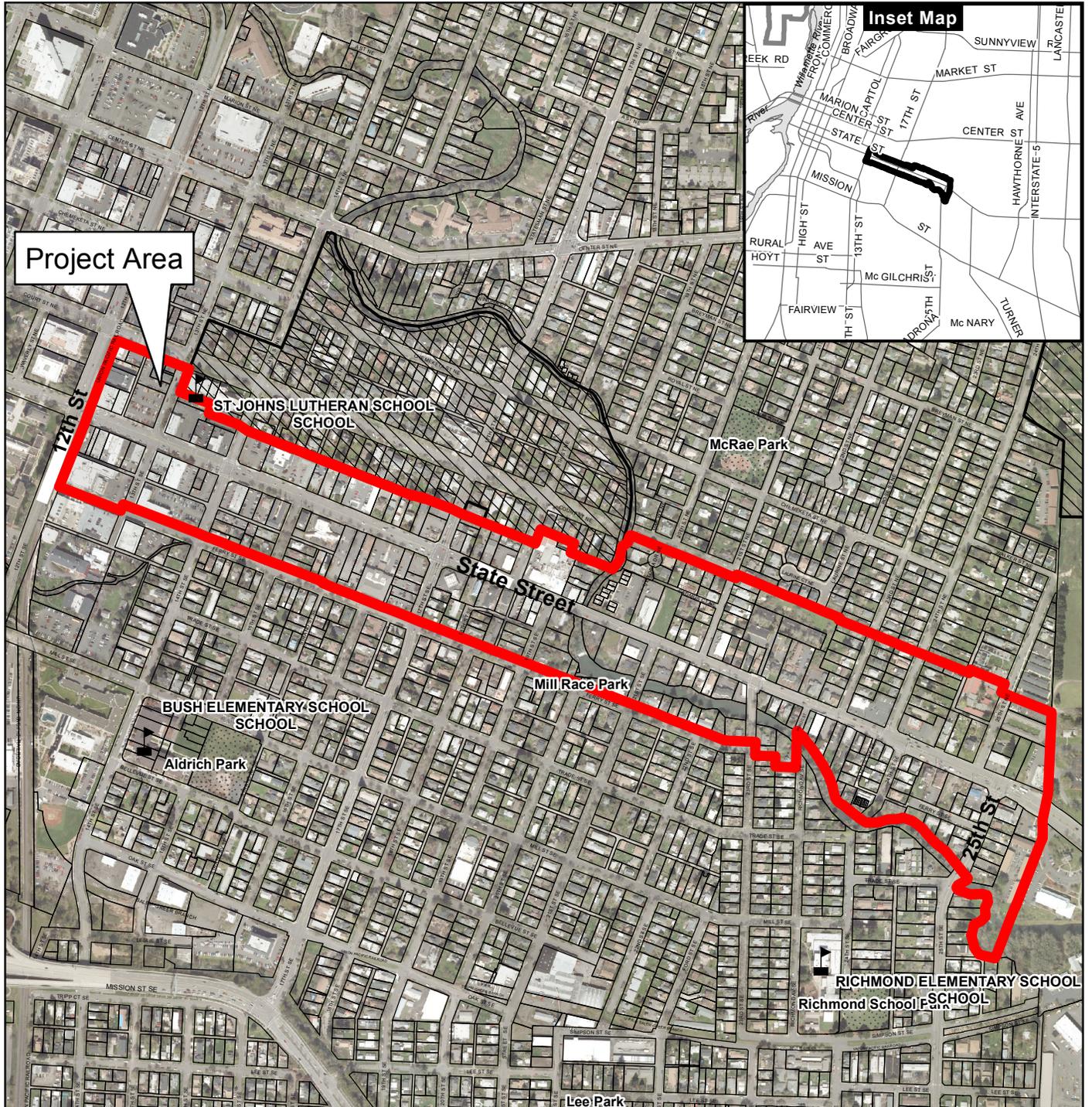
The City of Salem received a TGM grant in 2010 to develop parking management solutions within the City’s redeveloping North Downtown. The project, known as the North Broadway/High Street Parking Management

Plan, was managed by the Planning Division of the Community Development Department. The project resulted in 24 recommendations for parking management that ranged from simple near-term solutions to long-term actions. The Salem City Council accepted the North Broadway/High Street Parking Management Plan on September 9, 2013 and directed staff to begin near-term solutions, including formalizing a standard for parking evaluation in the area, creating consistent on-street parking restrictions and initiating the proposed zoning code amendments. The City code amendments recommended in the plan were on hold until the adoption of the City's new Unified Development Code but will be moving forward this spring.

6. Proposed Project is Innovative

This project proposes to target a specific area of need, the State Street Corridor, but will result in products that can serve as models for other areas of Salem. Specifically, the alternative cross sections for State Street will serve as an example of how other similarly-constrained streets such as Center Street NE or Market Street NE can be improved to provide facilities for alternative modes of transportation. The zoning regulations will be developed and adopted so that they can be applied to other areas of the city where pedestrian-friendly, mixed-use districts are desired. For example, a new or revised zone that includes simple design standards could replace other more complicated overlay zones that have proved challenging to implement. This innovative approach – as well as the expected outcomes – means this project will have a broad reach and impact in the City. It could lead to improvements to streets, neighborhoods and districts well beyond the State Street Corridor.

State Street Refinement Plan Project Area



Project Area

Inset Map

Legend

-  Taxlots
-  Urban Growth Boundary
-  City Limits
-  Outside Salem City Limits
-  Historic District
-  Schools
-  Parks

CITY OF Salem
AT YOUR SERVICE
Community Development Dept.

0 100 200 400 Feet



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MAYOR'S OFFICE

555 Liberty St SE / Room 220 • Salem, OR 97301-3513 • (503) 588-6159 • Fax (503) 588-6354

June 4, 2014

Cindy Lesmeister
Transportation and Growth Management Program
ODOT Mill Creek Building
555 13th Street NE, Suite 2
Salem, OR 97301

SUBJECT: 2014 TGM Grant Application for the State Street Refinement Plan

Dear Ms. Lesmeister:

In the absence of Anna M. Peterson, Mayor, and Chuck Bennett, City Council President, I am pleased to write this letter in support of Salem's TGM Grant Application for funds to develop a refinement plan for the State Street corridor. The heavily-traveled street is challenging for pedestrians and bicyclists to use, and numerous properties on the street are underutilized or vacant. This project will provide the necessary project-level planning to transform State Street into a vibrant, mixed-use environment that is welcoming for all modes of travel.

If granted funding, the project will allow the City to develop a new or revised zone that will encourage pedestrian-friendly, mixed-use development on State Street. It will also recommend how the street can be improved to better accommodate bicyclists and pedestrians in addition to vehicles. The future of State Street is important to the City, and this project advances the City Council's goal for economic development by preparing a redevelopment plan for State Street.

The City Council supports this project and asks that you give strong consideration to this funding request.

Sincerely,

Laura Tesler, City Councilor
Salem City Council – Ward 2

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COMMUNITY DEVELOPMENT

EQUAL OPPORTUNITY / AFFIRMATIVE ACTION EMPLOYER

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NEN

NORTHEAST NEIGHBORS
555 Liberty Street SE, Rm 305
Salem, OREGON 97301

(503) 588-6207
www.salemnen.org

June 3, 2014

Lisa Anderson-Ogilvie, Urban Planning Administrator
555 Liberty Street
Salem, Oregon 97301

The NEN Board fully supports the city's application for a Transportation Growth Management Grant for a State Street Refinement Plan. The application accurately describes the problems with the corridor. State Street is an unattractive, auto-dependent corridor that is unwelcoming to cyclists and pedestrians for much of the area between 12th and 25th Streets. Bike lanes end abruptly at 25th Street for cyclists going downtown, and much of the street lacks any buffer to separate pedestrians from traffic.

The application reflects one of the goals that NEN and SESNA have drafted in our joint neighborhood plan: to "revitalize State Street as a vibrant, mixed-use corridor that encourages pedestrian activity, is safe and attractive, creates a distinctive sense of place, and serves as an asset to surrounding neighborhoods." The residential areas immediately adjacent to State Street are some of the oldest and most densely populated in Salem. Residents are within walking distance of the capitol, Willamette University, and downtown. State Street, however, doesn't reflect any of that heritage or vitality. Its revitalization as described in the grant application would be a huge benefit to the NEN and SESNA neighborhoods.

Thank you for your work on this project.

Respectfully,

Nancy McDaniel
NEN Land Use Chair
265 21st St, NE
Salem, OR 97301



SESNA

South East Salem Neighborhood Association
555 Liberty St SE Salem, Oregon 97301 (503) 588-6207

May 16, 2014

Lisa Anderson-Ogilvie
City of Salem
Community Development Department
555 Liberty Street SE, Room. 335
Salem OR 97301

Dear Ms. Anderson-Ogilvie,

I am writing to express SESNA's enthusiastic support for the City of Salem's application for a Transportation and Growth Management Grant examining State Street. This roadway bisects the NEN and SESNA neighborhoods and is a major transportation route into the heart of Salem. It is also a street that was developed far below current transportation system standards and long stretches have not attracted much commercial investment. Aesthetically, too, substantial parts of the street are an eyesore and it does not serve as an attractive, welcoming gateway to the city.

We fully agree with the goals of the project to transform State Street into a vibrant, attractive, walkable, mixed-use corridor. We are excited about the prospect of participating in a process that will allow us to consider how the street can function to better accommodate multi-modal forms of transportation and to rethink its current zoning to improve the range of services available to NEN and SESNA.

Again, we strongly support Salem's application for this TGM grant to study State Street. We look forward to hearing about the progress of the application and to working with you on the grant's eventual implementation.

Sincerely,

Bill Smaldone
Chair, SESNA

State Street Refinement Plan

As a business/property owner on State Street we are continually reminded about how the current infrastructure provides more barriers to movement than access. As a result, there is great turnover in the number of businesses which leads to property owners not investing in their properties and attracting tenants with the lowest of standards. This downward spiral leads to vandalism, graffiti, and general disregard for the area.

Salem is the capitol city of Oregon and everyday people from around the State of Oregon come down State St to visit the Capitol Building. What could be a grand entrance is instead an embarrassment. Visual pollution is everywhere as Telephone poles, and electrical lines run in a Byzantine pattern shrinking sidewalks and forcing pedestrians, bicyclists, and drivers to share spaces that are too small to be shared. Many of the street trees are ones that should not be next to a sidewalk and wreaked havoc on many sections.

We look forward to the day when the utilities can go underground and sidewalks can be expanded to take up the space where telephone poles used to live. On these wider sidewalks, pedestrians and bicyclists could coexist. Street lights that are closer to the ground and have a more historic look could be utilized to better light the area, which does have a significant amount of pedestrian traffic. In addition, the increased lighting would help to make the area safer. Finally coordinating the street trees from 12th to 25th would help to better tie the landscape together.

The more improvements that can be constructed in the public areas, the more likely the private property owners are to invest in their properties or sell to someone who is. Given the proximity to Willamette University and Salem Hospital, this area is an excellent spot for incorporating residential and commercial. However, it is important to encourage this type of construction, not mandate it. This section of Salem has a lot of charm and could be a vibrant corridor with a coordinated approach.

Sincerely,



T.J. Sullivan

May 31, 2014

To whom it may concern:

I'm happy to lend my support to a new State Street Refinement plan. As an important gateway to Salem's central institutions--the State Capitol, Willamette University, and Salem Hospital--the State Street corridor has not lived up to its potential to be a vibrant commercial district. NEN and SESNA, the two large neighborhoods that straddle the corridor, need some place to within walking distance to safely acquire provisions, a place to gather, and entertainment. Commuters and travelers who drive, walk, and bike down State Street are struck by the stark contrast between the west and east side of the rail tracks. How did we let the east side of 12th Street become the wrong side of the tracks?

It's precisely these observations that come together to present the City of Salem with an opportunity for change. How can we improve State Street? What does that even mean? To the residents, it may mean a more livable State Street--safer, more green, more services. To the business owners, it may mean a friendlier place to do business. To landowners and developers, it may mean easing their ability to build. To commuters, it may simply mean somewhere safe and pleasant to pass by. How do you combine all these interests?

It is my hope that the State Street Refinement plan will explore the following:

1. whether to designate the State Street corridor an urban renewal district;
2. to identify key properties or locations to launch signature upgrades or improvements, backed by City support and resident participation;
3. zoning readjustments that incorporate new mixed uses to certain locations to encourage new or broader uses; and
4. to remove the barriers and simplify the process for development and remodeling along the corridor.

The State Street Refinement plan would be a great step forward in realizing these changes. The State Street corridor has vast potential and could be turned into a great asset for Salem.

Best,



Henry Fu