

Downtown Streetscape Plan – Scope of Services

Purpose:

The purpose of the Downtown Streetscape Plan is to create an environment through streetscape that is attractive, inviting, consistent, cohesive, interesting, fun, colorful, low maintenance and representative of Salem’s “unique” qualities. (*Brands our downtown and makes you want to linger*)

The streetscape plan will need to address the following:

- Lighting (roadway, pedestrian scaled or other)
- Low impact landscaping
- Public art or other unique features
- Gathering spaces (inside and outside)
- Use of color to create happy, fun environment
- Builds on/reflects the unique qualities of Salem, including regional location, wine industry, history
- Balances the multi-modal needs – vehicle, pedestrian, bicycle
- Builds on existing infrastructure and streetscape design standards
- Identifies and key opportunity locations
- Results in Salem being a destination
- Connectivity - between key landmarks, recreational, educational institutions
- Cohesiveness
- Safety
- Signage
- Performance measurements for streetscape improvements which would include at a minimum; pedestrian foot traffic, property owner building occupancy, business expansion/retention, job creation.

Scope of Services:

Create strategic blueprint that provides specific, strategic project and budget recommendations and implementation time line. The design must reflect the needs of a wide variety of users including, but not limited to pedestrians, vehicles, cyclists, shoppers, residents, visitors, and property/business owners. Project recommendations must meet the requirements of tax increment funding in that they must be a capital project and reside with the Riverfront-Downtown Urban Renewal Area boundary.

1. Facilitate () small group and general public meetings?
2. Work with the community and City staff to provide recommendations on the following design elements at a minimum: signage opportunities, accessibility, sidewalks, alley entrances, lighting, street furnishings, key streetscape locations, public art, attractions, color, walkways, gathering places, and curb appeal. Additional components should include hardscape such as planters/benches/trash receptacles, and development of performance measurements.

3. Provide recommendations to increase connectivity between major downtown amenities, Riverfront Park (Front/State) and Front/Court) Streets. Pringle Creek, Willamette River, Willamette University, Salem Hospital and State of Oregon employees .
4. Provide _____ concept designs for the focus area.
5. Provide cost estimates and funding options to implement recommended improvements;
6. Present the results of the concepts to DAB, and Streetscape Work Group?
7. Incorporate input from public meetings, work sessions, and boards and finalize Streetscape Plan for adoption by Agency Boards.

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