

SALEM ARTISTS' ROW Framework Plan

IDEAS AND CHOICES

Public Meeting and Discussion
June 16, 2015



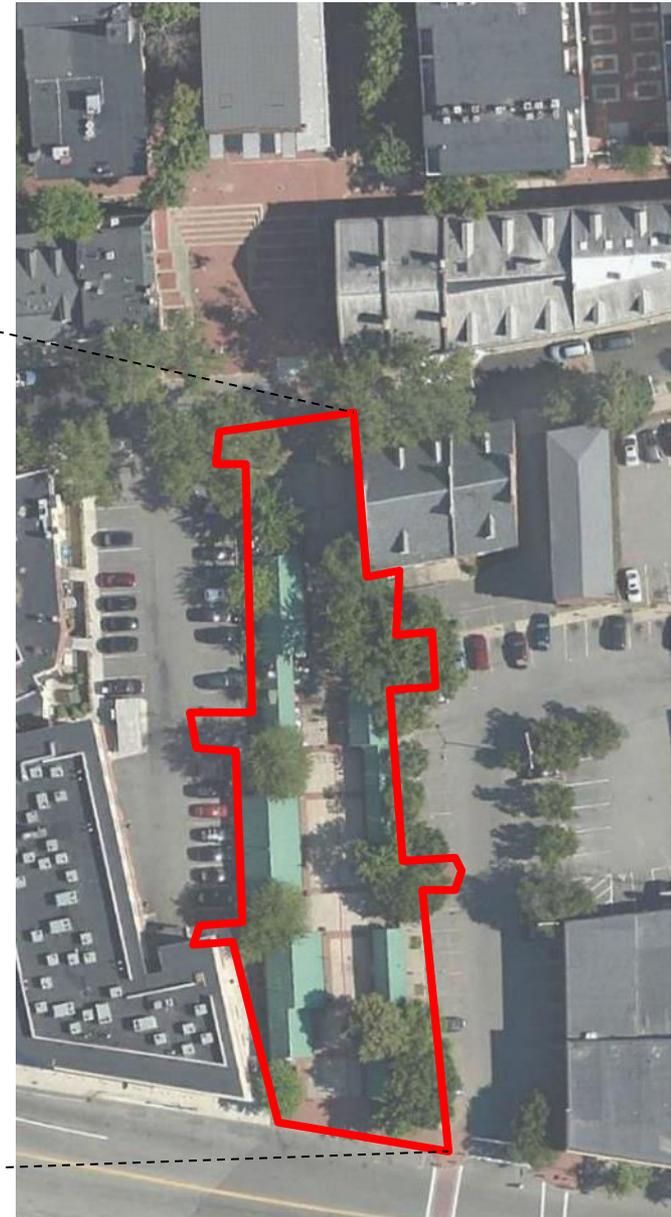
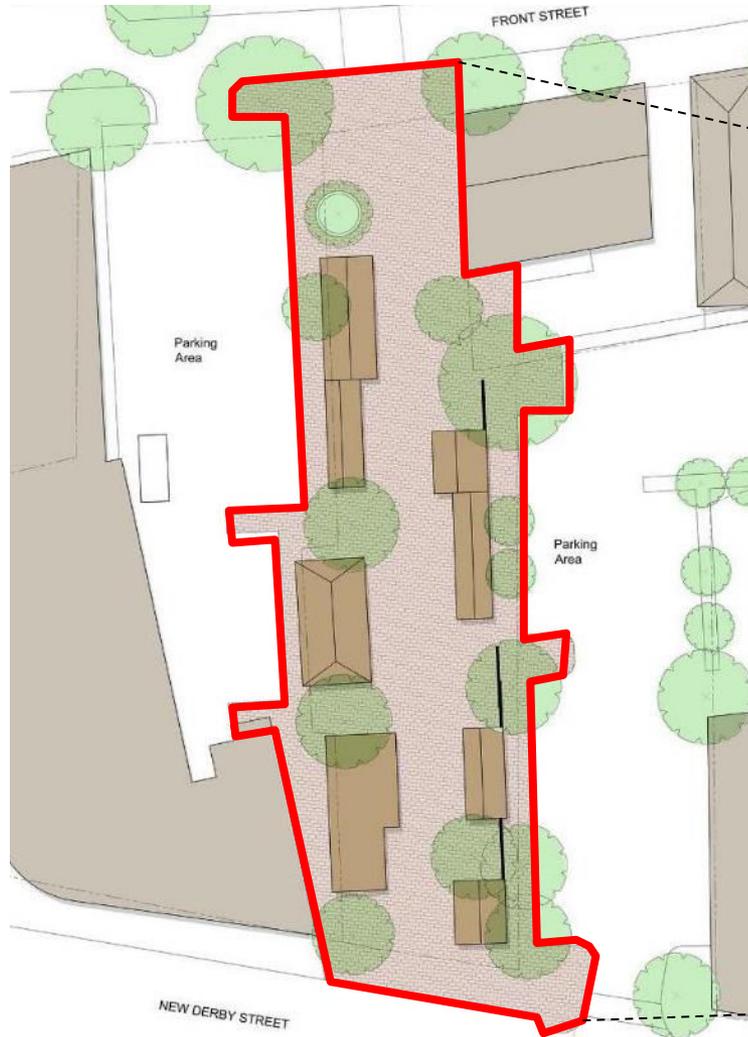
Agenda

1. Introduction
2. Artists Row this Season
3. Existing Conditions
 - Physical Conditions
 - Current Season
 - Programming
4. Choices
 - Urban Design
 - Programming
5. Expansion Potential



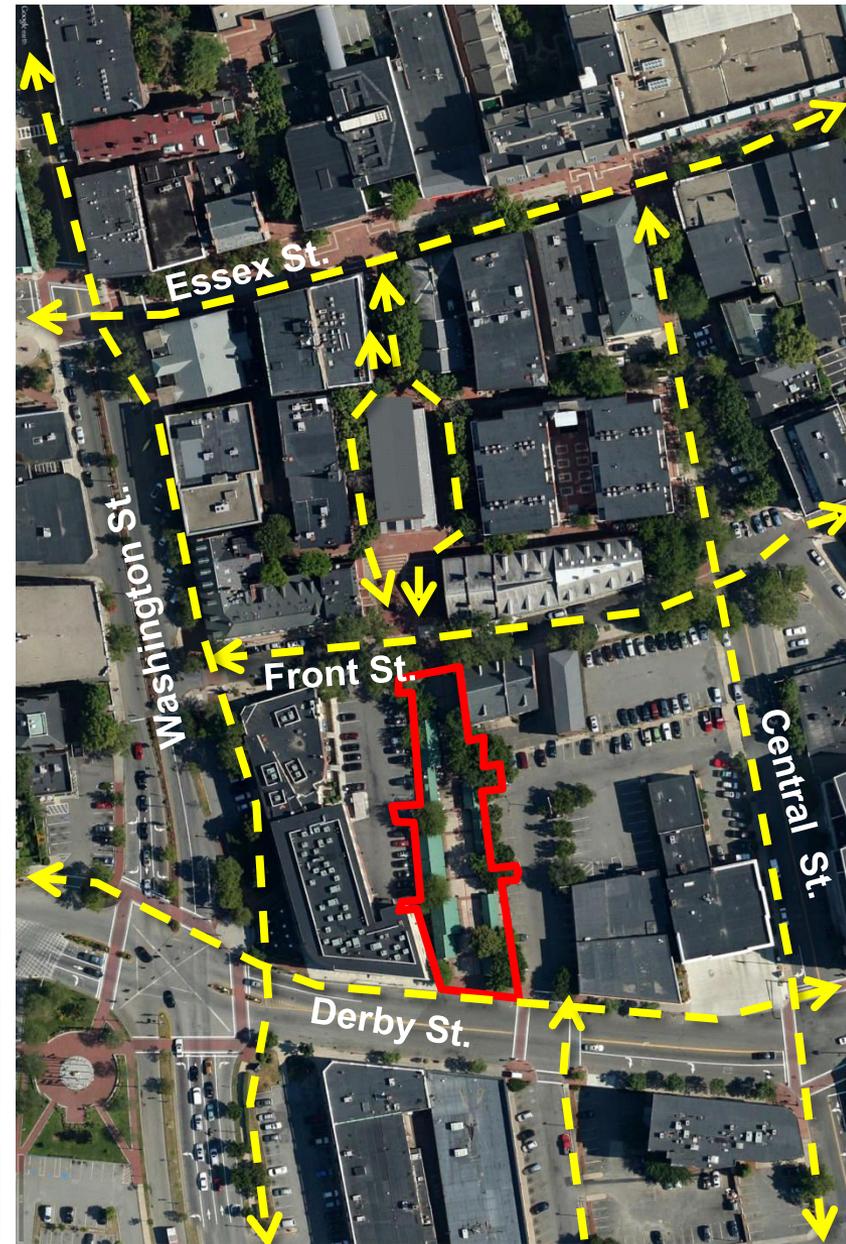
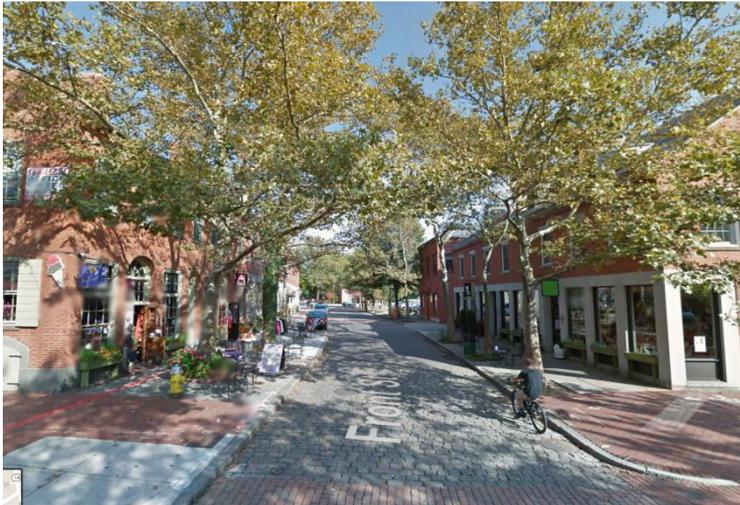
Existing Conditions

Planning Area



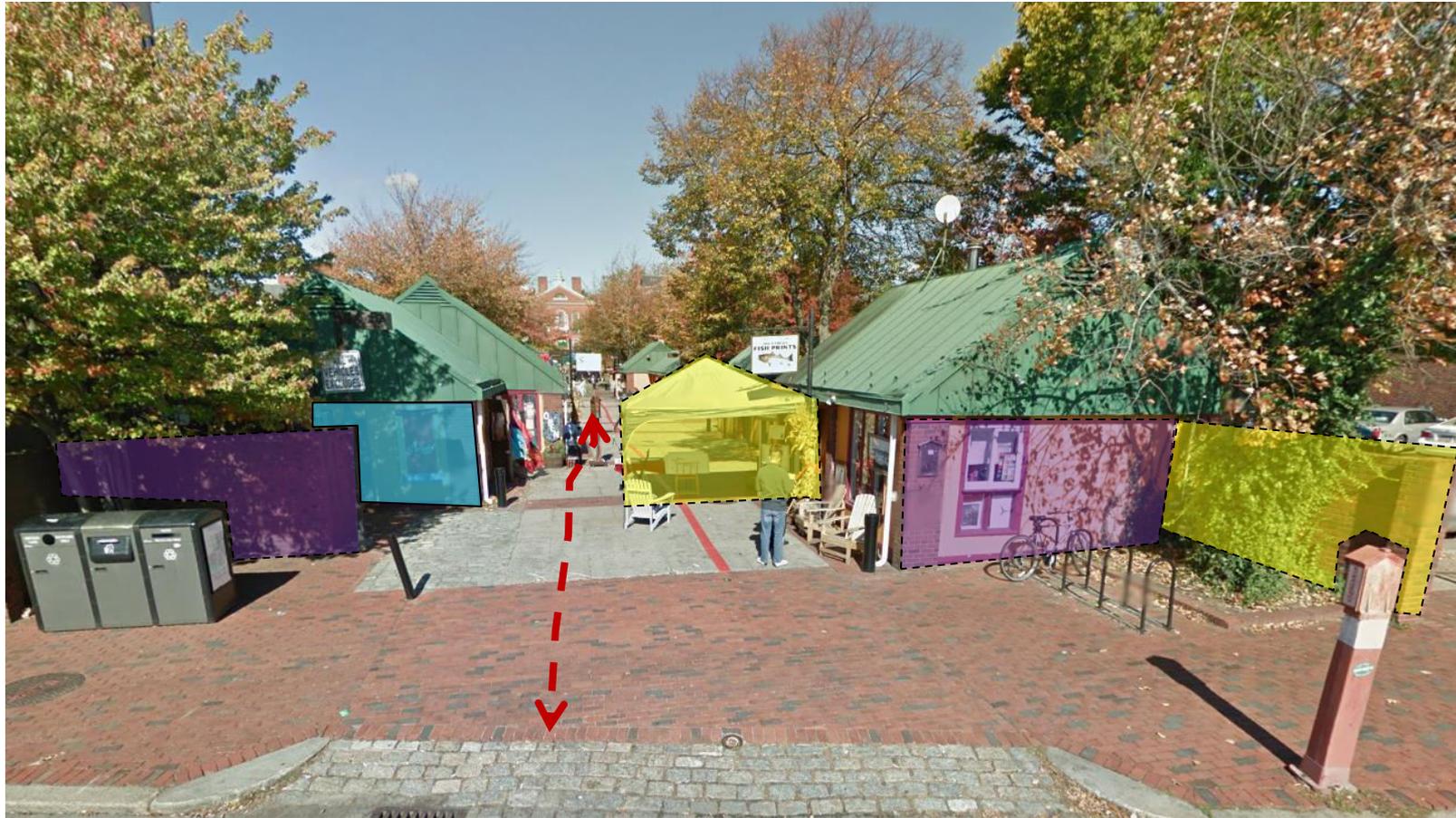
Existing Conditions

Planning Context



Existing Conditions

Opportunities and Constraints



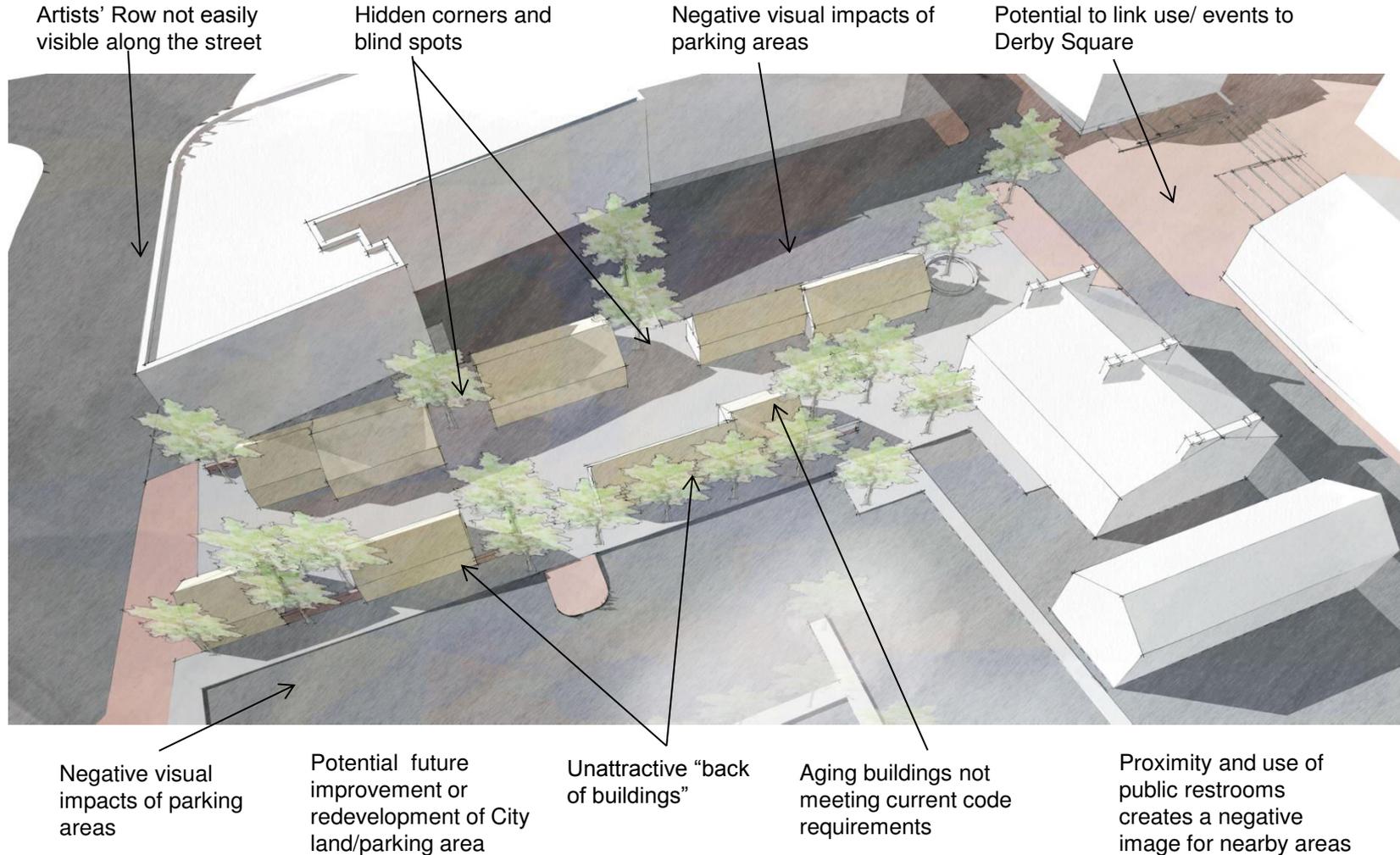
Existing Conditions

Opportunities and Constraints



Existing Conditions

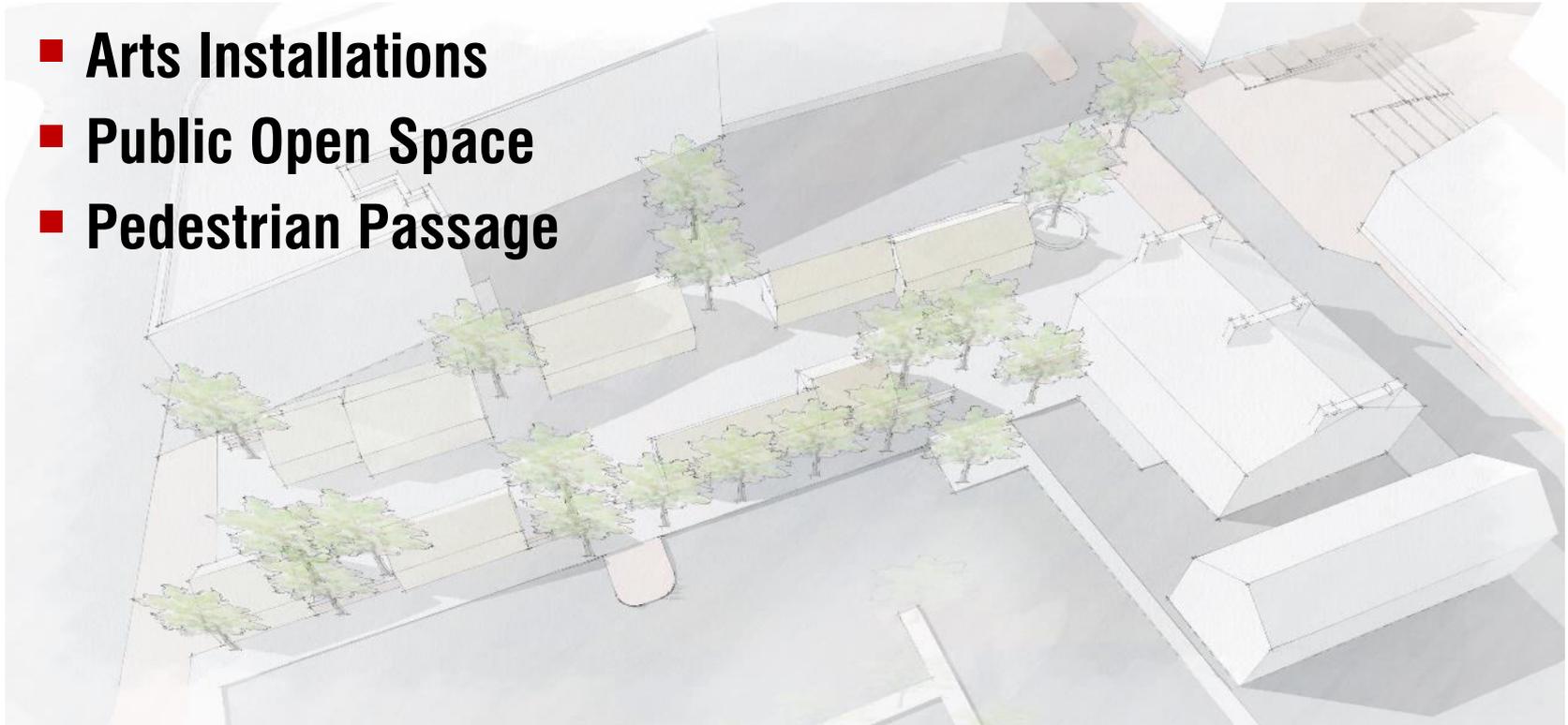
Opportunities and Constraints



Existing Conditions

Programming

- **Artists' Spaces**
- **Special Arts Events**
- **Other Civic and Cultural Events**
- **Arts Installations**
- **Public Open Space**
- **Pedestrian Passage**



URBAN DESIGN: CHOICES



Issues that Shape Artists' Row

1. Character and Identity
2. Booths and Buildings
3. Open Space and Landscape
4. Seasonality
5. Daytime / Nighttime
6. Safety and Security
7. Connections
8. Expansion Potential



1. Character and Identity

CHOICES

- **Destination**
- **Passageway**

IMPLICATIONS

- *Destination – The design must be strong, emblematic and attractive - clearly different from the surroundings. The space should have clear entrances and some landmark features.*
- *Passageway - If it is a passage in a larger network, then the connections and ease of movement through the space will be important. It should be clearly connected to and part of the surroundings.*



Character and Identity



Pike Place Market, Seattle

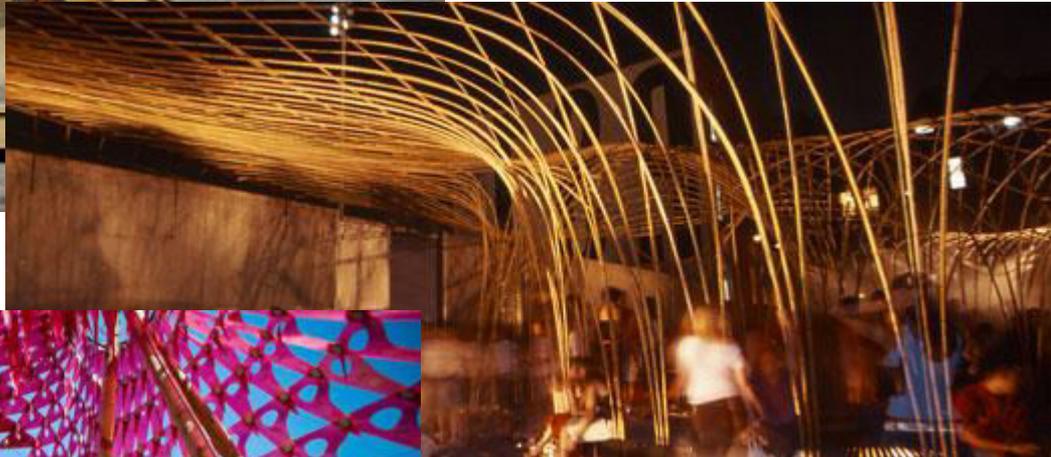


Artist Alley, Quebec

Character and Identity: Seasonal Placemaking



MoMA Queens at PS1's Young Artist Program



2. Booths and Buildings

CHOICES

- **Temporary**
- **Permanent**
- **Mix**

IMPLICATIONS

- Temporary – *This approach will give the City more flexibility in adding space over time and will require less upfront investment.*
- Permanent – *This approach would require a large upfront investment.*
- Mix – *The spaces would need to be organized to accommodate a range of structure types.*



URBAN DESIGN

Booths and Buildings



Artists' Row in Winter



Holiday Village, Bryant Park, NYC

3. Open Space and Landscape

CHOICES

- **Strong Identity**
- **Supporting Role**

IMPLICATIONS

- *Strong Identity – The space would have clearly defined edges and gateways and would require significant investment in design and implementation.*
- *Supporting Role – The space could be simple in concept and may be less expensive to implement, but changes will be needed in conjunction with existing use and future changes.*



URBAN DESIGN

Open Space and Landscape



Holiday Market, NYC

URBAN DESIGN

Open Space and Landscape



Film Exchange Building, Portland, OR



Quincy Market, Boston



Pike Place Market, Seattle

4. Seasonality

CHOICES

- **Design for Limited Seasonal**
- **Design for Year-Round Occupancy**

IMPLICATIONS

- Design for Limited Seasonal Use – Booths and temporary features need to be designed so that they can easily be moved and stored off-site.
- Design for Year-Round Occupancy – Year -round space meeting contemporary codes would be required for all booths/buildings, and landscape elements need to be chosen for year-round use. Capacity to plow and remove snow must be established in the space design.

URBAN DESIGN

Seasonality



Artists' Row



Bryant Park, NYC

5. Daytime / Nighttime

CHOICES

- **Primarily Daytime Use**
- **Nighttime Use**

IMPLICATIONS

- Primarily Daytime Use – Limits operations of the uses so that they could not extend beyond summer months or into late evenings.
- Nighttime Use – Will require design, installation and maintenance. This approach would be required for year-round or extended seasonal use.

URBAN DESIGN

Daytime / Nighttime



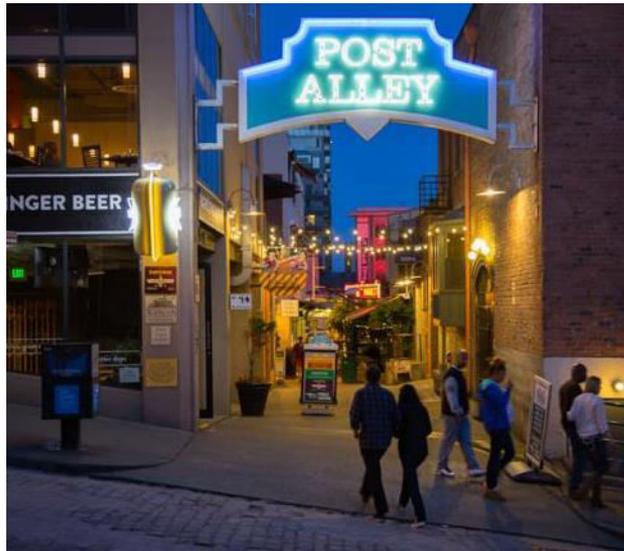
Artists' Row



Fort Collins, Colorado

URBAN DESIGN

Daytime/ Nighttime



Pike Place Market and Post Alley, Seattle



URBAN DESIGN

Daytime / Nighttime

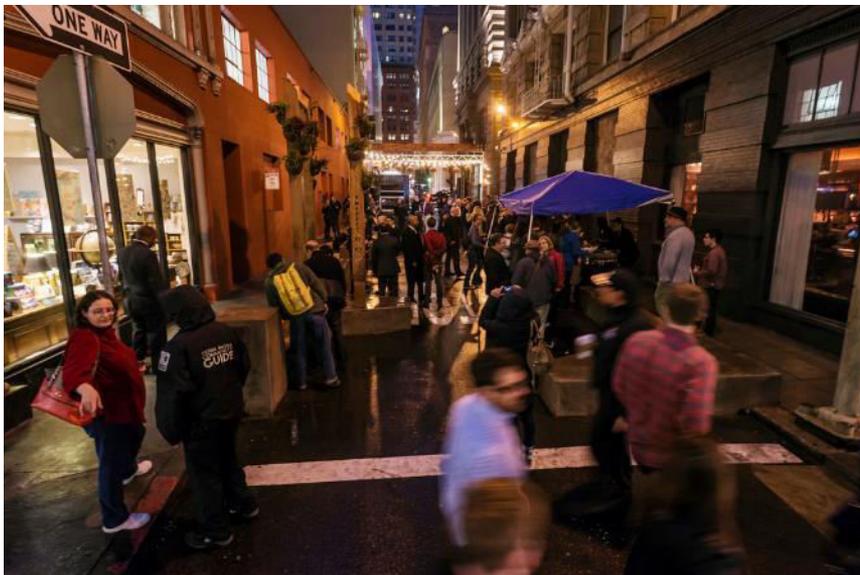


Burlington, VT
Church Street
Marketplace



URBAN DESIGN

Daytime / Nighttime



Annie Alley,
San Francisco

6. Safety and Security

CHOICES

- **Use the Activities to Provide for Safety and Security**
- **Provide for Oversight**

IMPLICATIONS

- Use the Activities to Provide for Safety and Security – Design to eliminate hidden locations and corners.
- Provide for Oversight – Design to external and electronic surveillance.

URBAN DESIGN

Safety and Security



Maiden Lane, San Francisco and
Cady's Alley, Georgetown DC



Connections

CHOICES

- **Physical Distinction, Virtual Connection**
- **Connected Spaces**

IMPLICATIONS

- Physical Distinction, Virtual Connection – Design a distinctive space with clear gateways, and provide a designed program of virtual connections.
- Connected Spaces – Provide for an extended “site” and coordinated design.

URBAN DESIGN

7. Connections



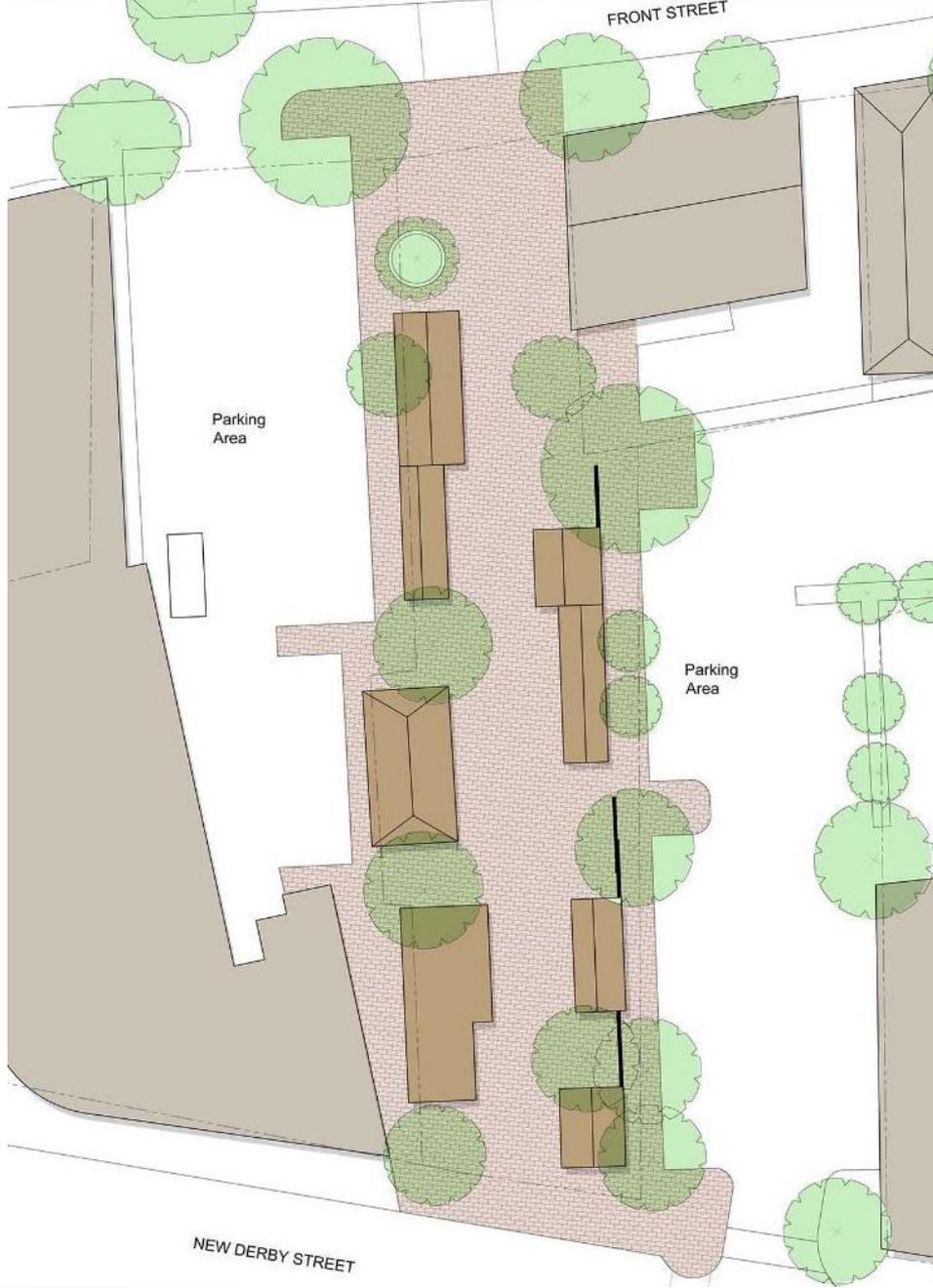
8. Expansion Potential

CHOICES

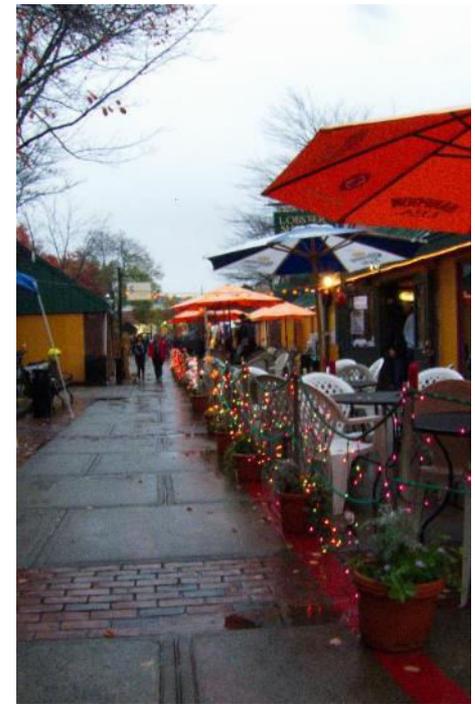
- **As-is**
- **Connecting Spaces**
- **Adjacent Expansion**
- **Multiple Venues**

IMPLICATIONS

- As-is – Limits due to the small size of the area
- Connecting Spaces – Could add more vitality and require coordination with abutters
- Adjacent Expansion – Requires significant investment from the City or others
- Multiple Venues – Market and operate an arts and culture-oriented subdistrict within Downtown Salem.



PROGRAMMING AND OPERATION



PROGRAMMING AND OPERATION

Flea Market for Local Food, Arts, Crafts and Vintage



Weekly flea, craft, and food fair



PROGRAMMING AND OPERATION

Dekalb Market, Brooklyn

**Pop up Shops
(occupy temporarily-vacant land with retrofitted shipping containers)**



PROGRAMMING AND OPERATION

Maker Spaces/ Craft Business Incubator Spaces



3rd Ward, Brooklyn
and Artisan Asylum, Somerville



PROGRAMMING AND OPERATION

Special Events



Summer Gathering Space:
MoMA Queens at PS1's
Young Artist Program



Programming and Operational Choices

- Daytime / evening operation?
- Seasonal or year-round?
- Staffed or unstaffed?
- Partnerships and collaborations?
- Revenue: City-sustained or self-sustaining?

SURVEY
on the future of **artists' row SALEM**

Thank you for participating in the June 16, 2015 public workshop for the future of Artists' Row! If possible, please turn in this card at tonight's meeting. Or you can drop it off by Friday June 19th to the Planning Department, 120 Washington Street, 3rd floor.

ABOUT YOU
I'm a (check all that apply)
 Resident
 Artist
 Craftsperson/maker
 Business owner

I live in:
 Salem
 Surrounding County

I visit Artists' Row:
 Weekly
 Monthly
 Every few months
 Once a year or less

I purchase something in Artists' Row:
 Weekly
 Monthly
 Every few months
 Once a year or less

CHARACTER AND IDENTITY
 Artists' Row should be a unique destination in Salem, distinct from its surroundings
 Artists' Row should be an extension of the downtown shopping district

OPERATING SEASON
 Keep the season as-is (May to November)
 Lengthen the season to include December
 Make Artists' Row a year-round destination

TYPE OF STRUCTURES
 Transform the existing selling space with well designed temporary structures
 Design or improve existing structures for permanent, year round use with a distinctive quality and character of design
 Design the space to accommodate a mix of permanent and temporary structures, including booths

OCCUPANTS
The spaces in Artists' Row should be primarily intended for Artists/Craftspeople to:
 Sell their wares
 Make their wares
 Make and sell their wares

RENTS
Artists' Row spaces are currently free for chosen applicants. I would support charging rent in exchange for better maintenance of the grounds and buildings.
 Agree
 Disagree
 Depends on the rent cost

ARTISTS' ROW ADDS VALUE TO SALEM
 Agree
 Disagree

Timing and Choices

- Short term opportunities?
- Long term changes?

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ARTISTS' ROW ADDS VALUE TO SALEM

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SALEM ARTISTS' ROW Framework Plan

IDEAS AND CHOICES

Discussion

