

Bridge Street Neck Neighborhood

Presented by:

The Cecil Group

GLC Development Resources

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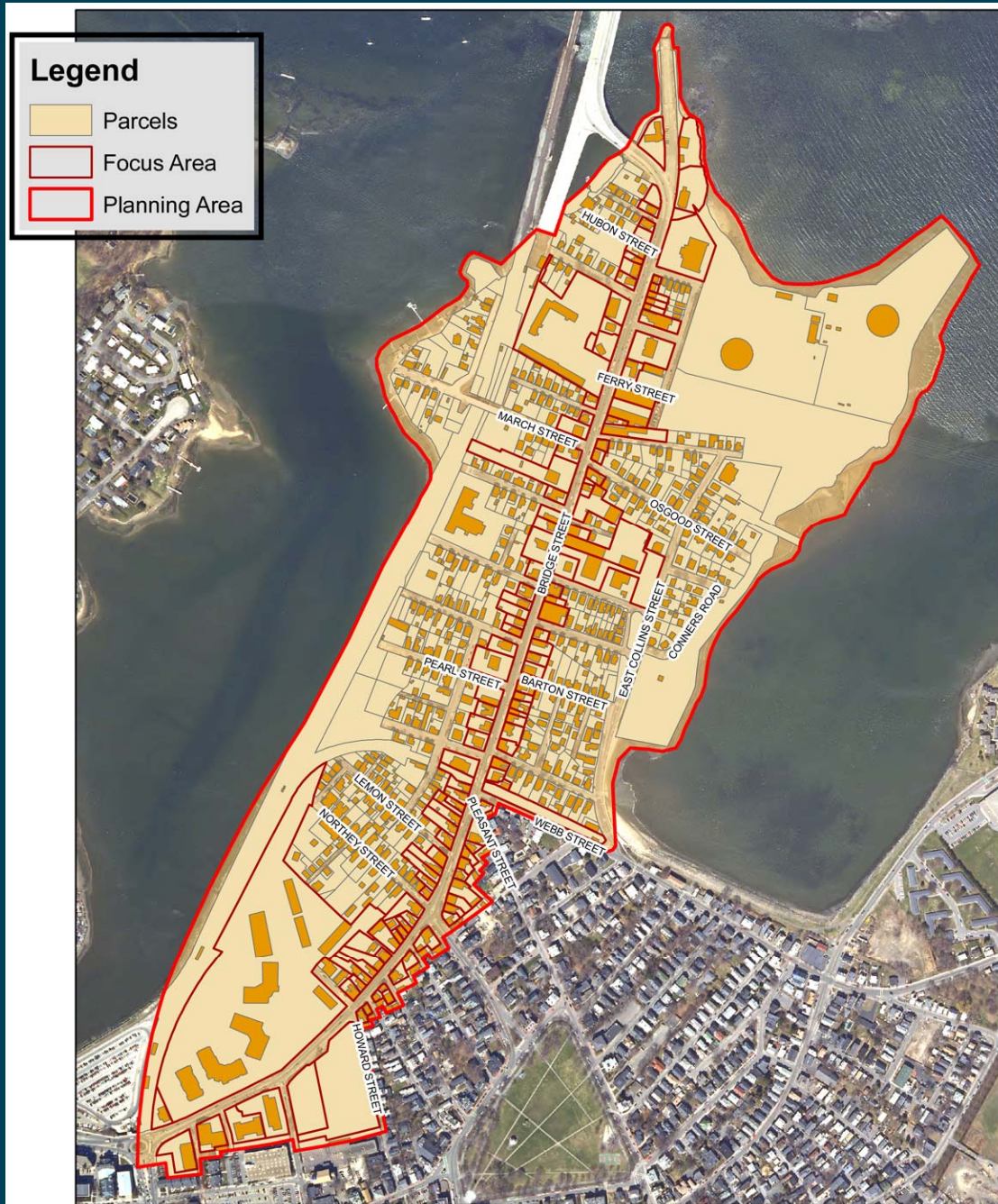
July 28, 2009



Bridge Street Neck Neighborhood Revitalization

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Planning and Focus Areas

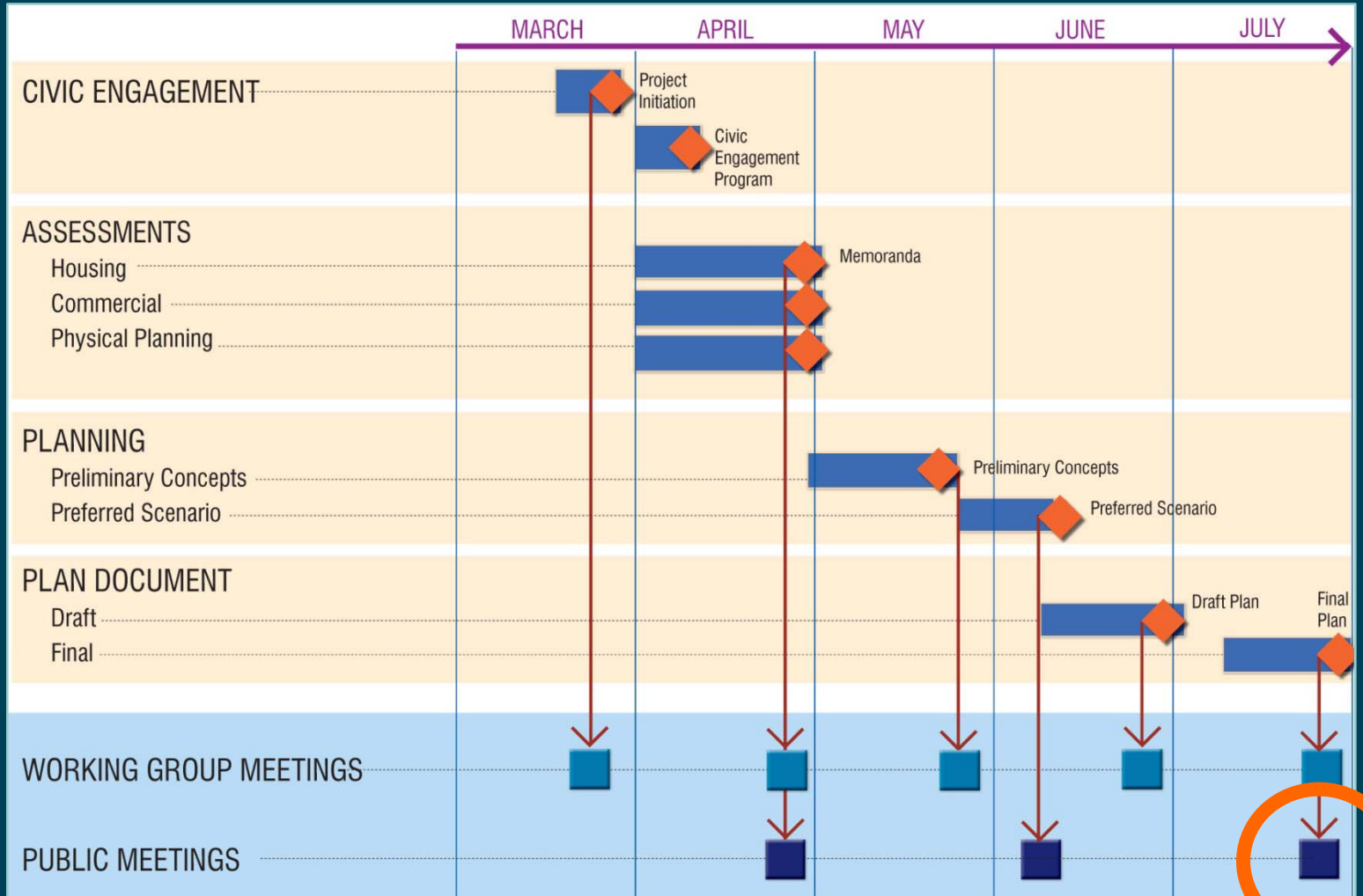


Today's Topics

- Revitalization vision
- Strategies and recommendations
 - Housing stabilization
 - Commercial revitalization
 - Neighborhood improvements
- Potential redevelopment concepts
- Implementation
 - Zoning recommendations
 - Action plan



Process Chart



Planning Goals and Objectives

- Revitalize the neighborhood
- Improve the business climate
- Stabilize the housing market and reduce foreclosures
- Recommend physical improvements
- Act to support neighborhood development
- Maintain and improve the pedestrian environment



Wishes from Group Discussions

- Reuse of empty buildings
- Good maintenance
- Beautification
- Businesses for residents and visitors
- Fishing destination at bridge abutment
- Better sidewalks
- Better signage
- Outdoor café with seating
- Affordable neighborhood
- Safe for walking and bikes



Revitalization Vision



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Planning Strategies

- Housing Revitalization
- Commercial Revitalization
- Neighborhood Improvements
- Potential Redevelopment Sites



■ ■ ■ Housing Revitalization Strategies

- Stabilize the local market through property owner assistance and marketing
 - Assist homeowners at risk (20 foreclosures in the 1st quarter of 2009)
 - Assist new owners in rehabilitating foreclosed properties
- Market the neighborhood to attract new residents
- Support the development of neighborhood-scale and infill housing



Solutions For Homeowners

- Information and Outreach
 - Counseling and foreclosure prevention workshops
- Refinance Loans
 - MassHousing Programs:
 - *MyCommunity Refinance Loans*
 - *Home Saver Loan Programs*
- Housing Rehabilitation Loan Programs
 - Owner Occupied
 - Landlord



Marketing to First-Time Buyers

- Never a better time to buy
- Market attractions:
 - *10 minutes to train, Pickering Wharf*
 - *Water views, walkable neighborhood*
 - *Historic character*
- First Time Homebuyer Down Payment Assistance Loan Programs
- Energy grants, weatherization



Commercial Revitalization Strategies



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Commercial Parcel Categories





Challenges to Revitalization

- Current economy
- Waiting for Bridge Street reconstruction
- Lack of anchor or cluster
- Reduced visibility
- Small parcel size
- Owner momentum



Commercial Revitalization Strategy

- Promote the improvement of sites with location advantages:
 - Promote enhancements and creation of a restaurant cluster along the water
 - Enhance waterfront access and amenities
- Work with business owners to improve façades, signage and parking lots



Commercial Revitalization - Signage

- Existing directional signs on Rte 1A announce the Bridge Street waterfront businesses for vehicles entering Salem
- Complement the existing signage with signs on the Bypass road announcing the waterfront businesses for vehicles leaving Salem



Commercial Revitalization - Signage

- Work with local businesses to create welcoming signs to the neighborhood at each end of Bridge Street



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Commercial Revitalization Strategy

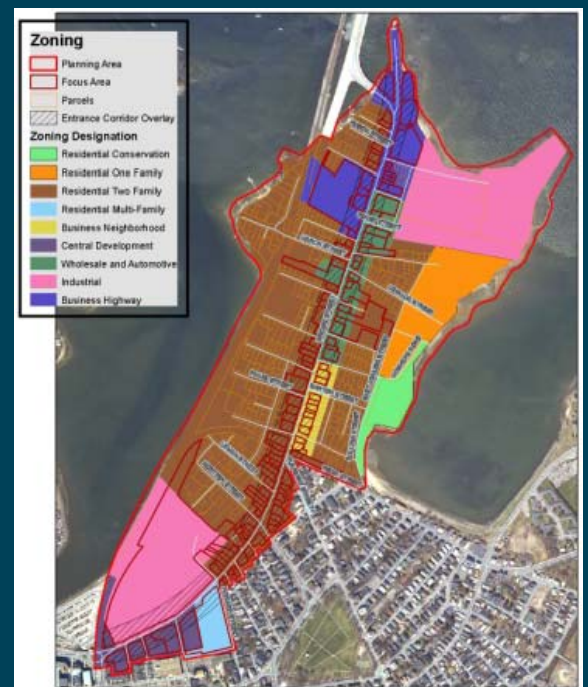
- Provide adequate and convenient parking along Bridge Street
 - Support shared parking through zoning
 - Monitor and control on street parking to ensure availability for customers
- Attract new small businesses
- Promote neighborhood business association or working committee



Commercial Revitalization Strategy

- Work with businesses that could benefit from moving to more compatible sites
- Support zoning changes or other considerations to allow for feasible redevelopment when market conditions allow

(More discussion on zoning to follow as part of implementation)



Commercial Development Testing

■ Brake and Clutch Site

- Scenario 1- Market rate for-sale housing
- ✓ ■ Scenario 2- Mixed income rental housing

■ Clipper Ship Inn Site

- ✓ ■ Scenario 1-Enhanced hotel use
- ✓ ■ Scenario 2-Retail development
- Scenario 3-Retail and office development

■ Salem Plumbing Building Site

- Scenario 1-Market rate for-sale housing
- ✓ ■ Scenario 2- Mixed income rental housing

Brake and Clutch Site



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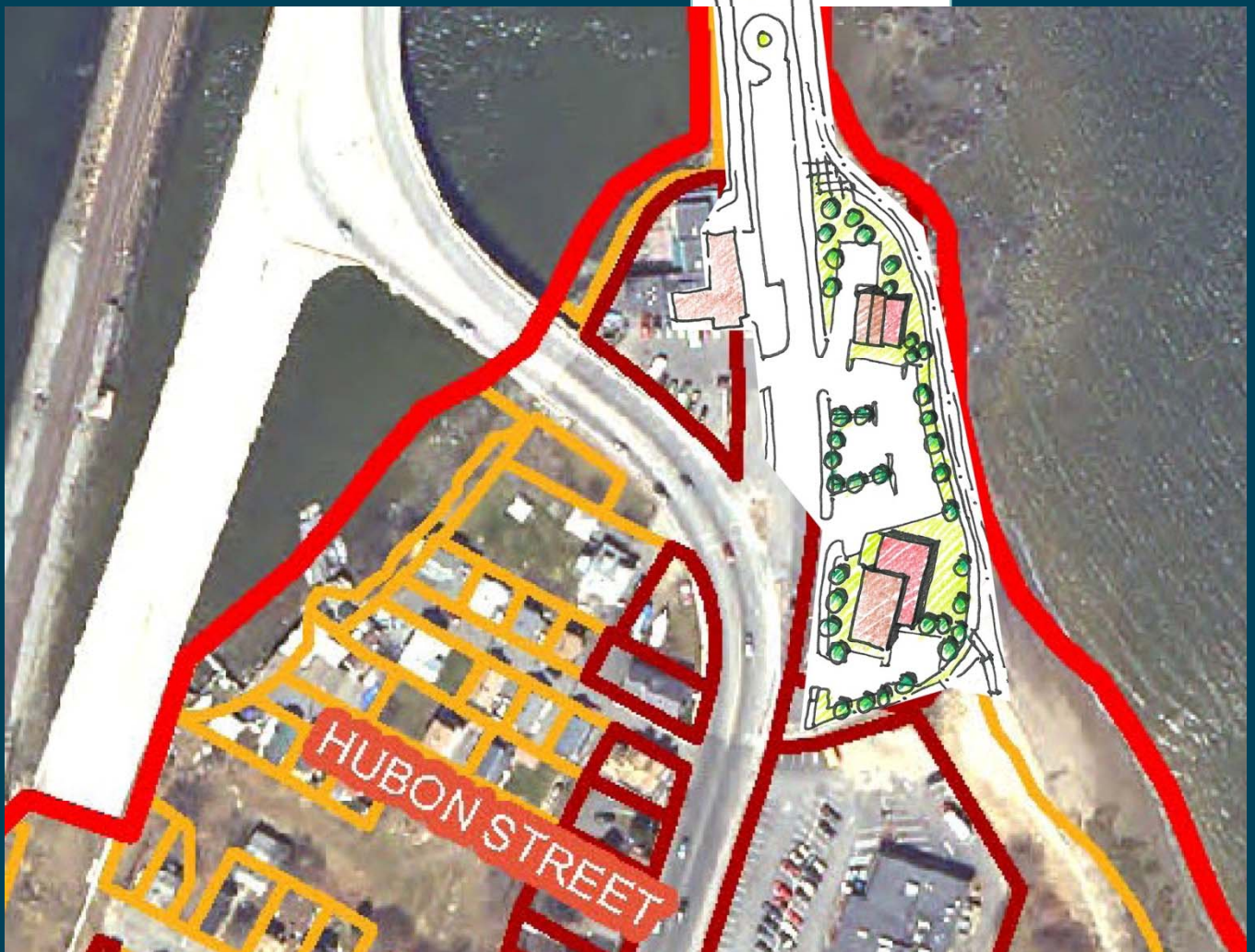
Clipper Ship Inn Site



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Restaurant Cluster Concept Layout



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■ ■ ■ Neighborhood Improvements

- Extend sidewalk and landscaping improvements beyond the limits of Bridge Street reconstruction
- Extend pedestrian and bicycle paths to waterfront, commercial areas and new park at the end of Bridge Street
- Create waterfront walk along restaurant “cluster” with public access

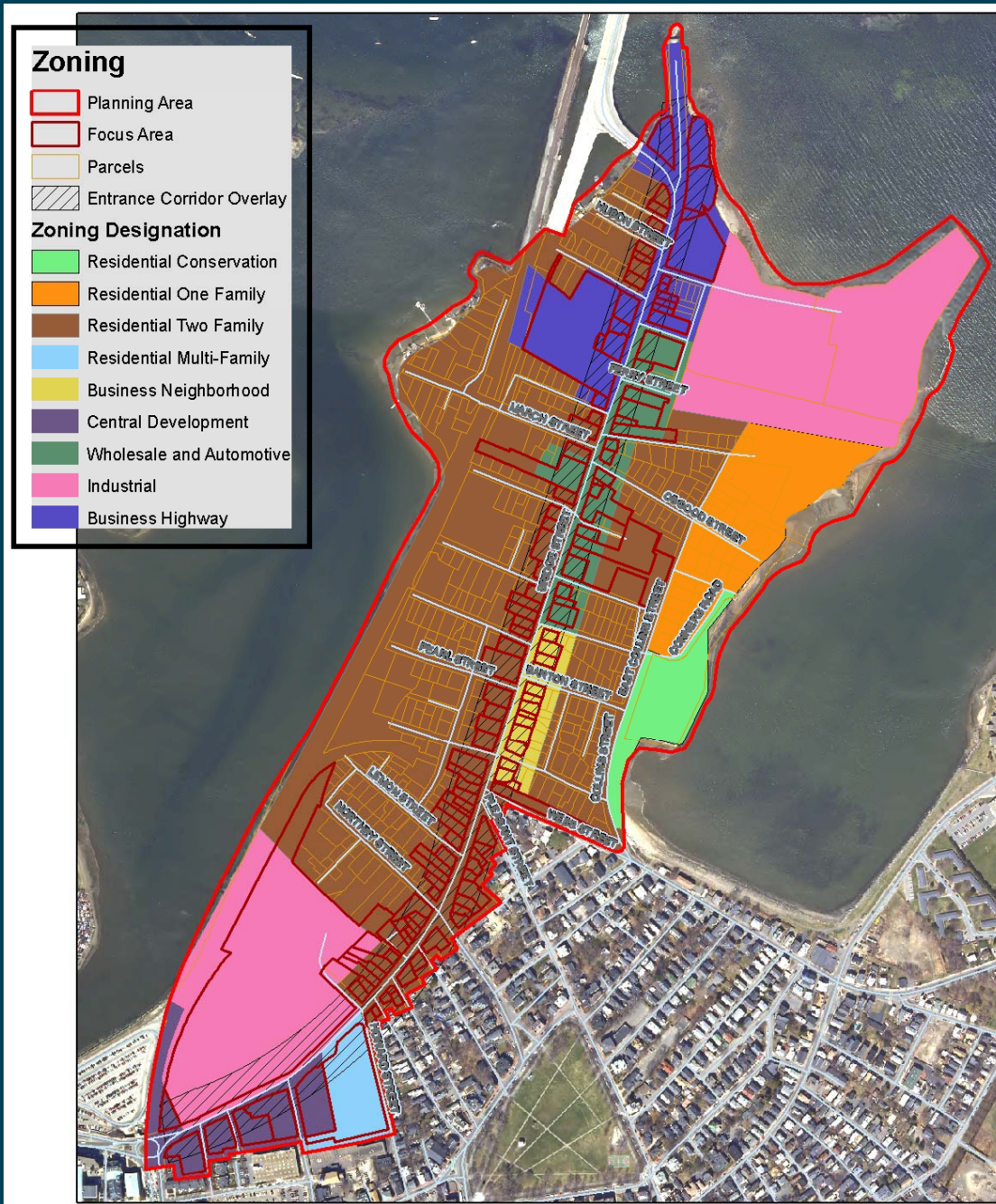




Implementation Summary

- Establish a neighborhood working committee for stewardship and business marketing
- Undertake zoning and regulatory changes to promote feasible redevelopment
- Seek additional funding for waterfront, streetscape and open space amenities
- Work with local businesses to create wayfinding signage within the Bridge Street Neck neighborhood
- Establish a Neighborhood Preservation District

Current Zoning



Zoning Characteristics

- Nine different zoning districts
- Residential Two Family is the largest zoning district
- Business districts concentrated along the east side of Bridge Street
- Wholesale and Automotive (B4) district does not allow mixed use or residential development

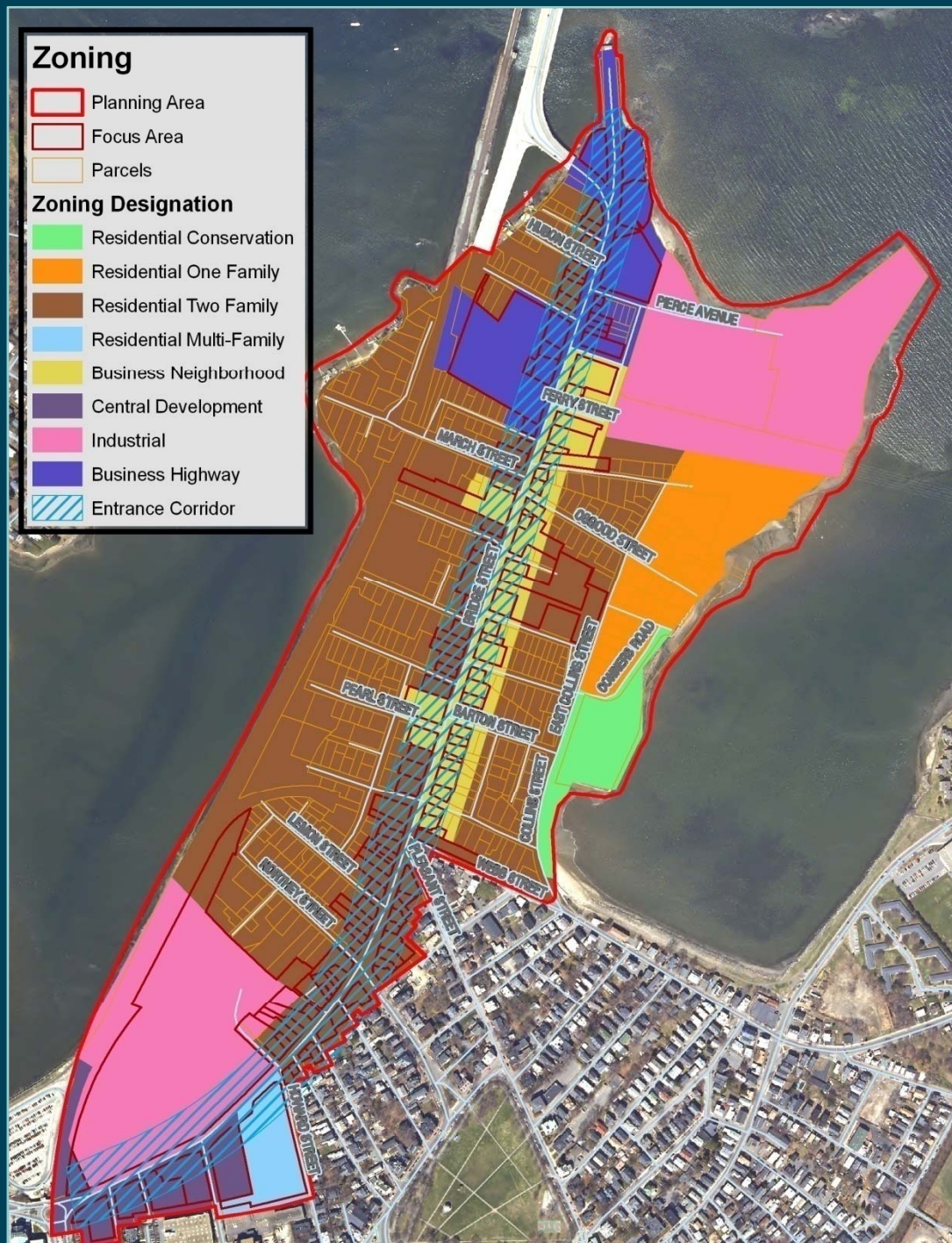


Zoning Recommendations

- Change Wholesale and Automotive (B4) to Neighborhood Business (B1), which allows residential uses
- Extend B1 district to incorporate all the businesses at the Pearl/Bridge Street intersection
- Investigate mechanisms to support site redevelopment concepts (e.g. Planned Unit Development (PUD), “contract” zoning)



Proposed Zoning Changes



Design Guidelines

- Review the current design guidelines for commercial properties and determine appropriateness, alternative provisions
- Adopt a Neighborhood Preservation District (NPD) to protect neighborhood character



Group Discussion



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