

ANNUAL REPORT OF THE SALEM REDEVELOPMENT AUTHORITY

Fiscal Year 2020
July 1, 2019 to June 30, 2020

BOARD OF DIRECTORS:

David Guarino
Grace Napolitano (Chair)
Cynthia Nina-Soto (Appointed in May 2020)
Dean Rubin
Russell Vickers

EXECUTIVE DIRECTOR:

Tom Daniel, AICP

DESIGN REVIEW BOARD

Paul Durand (Chair)
David Jaquith
Glenn Kennedy
Catherine Miller
Marc Perras
Helen Sides
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November 2020

SRA ANNUAL REPORT

Fiscal Year 2020

INTRODUCTION

Since it was created in 1962, the Salem Redevelopment Authority (SRA) and its Design Review Board (DRB) have played an active role in the redevelopment of downtown Salem. Over the past 57 years, the SRA has made significant contributions to the revitalization of the Central Business District. Critical to this success is its commitment to preserving the social fabric and architectural heritage of the city.

The SRA Annual Report for fiscal year 2020 provides an overview of the projects that the SRA reviewed during the year, those in construction, and those that were completed. It also includes the public projects and initiatives that impact the downtown. Overall, the report is a reflection of the high volume of activity and the quality of development projects being constructed in Salem's Urban Renewal Area.

SRA Goals

Goals Update, 2019-2020

Throughout FY 2020 the Board focused on the following goals:

1. Select a development team, finalize concepts, and facilitate permitting for the redevelopment and reuse of the Superior Court/County Commissioners buildings and 252 Bridge Street.
 - *Update:* Due to the COVID pandemic, the RFP submission deadline was pushed back from April 30 to June 30, 2020. On June 30, three of the four qualified development teams submitted redevelopment proposals. The SRA will review the proposals through the summer and into the fall of 2020 with a goal of selecting a preferred developer in mid- to late-fall 2020.
2. Ensure downtown stakeholders feel involved in the SRA review process. In addition to continuing staff work in reaching out to stakeholders and providing the point of contact for projects in the urban renewal area, the SRA can discuss and evaluate the merits of incorporating abutter notifications to the application process.
 - *Update:* The abutter notification process was not realized in FY 2020. The Department of Planning and Community Development continues to evaluate the most efficient and equitable ways to notify abutters to applications coming before all of the permitting boards. This work will continue into FY 2021.
3. Continue to build a relationship with the Salem City Council to facilitate an understanding of SRA goals, community vision, and project pipeline for the Urban Renewal Area. Activities to facilitate this goal may include attending City Council meetings to provide project updates, inviting Councillors to SRA meetings, participating in the Mayor's councilor orientation meeting, and similar.

- *Update:* Tom Daniel, Executive Director of the SRA held orientation briefings with the new City Councillors to explain the history of the SRA, its unique role in the community, and current priorities.

Goals for FY 2021

Goals for Fiscal Year 2021 will be established in Summer 2020.

REDEVELOPMENT AUTHORITY PROJECTS

Broad Street, 5, Redevelopment of Former Council on Aging Building

The SRA submitted its recommendation on developer selection to the Salem City Council on April 23, 2019. At a regular meeting of the City Council, held on April 25, 2019, the Council voted unanimously to convey the former Council on Aging building and property at 5 Broad Street to CCRT, doing business as 5 Broad Street LLC. Since then the development team has reached out to staff in the Department of Planning & Community Development to discuss the project's permitting path. This project will be reviewed by the DRB in FY 2021 as part of the required Religious and Municipal Reuse Special Permit from the Planning Board.

Derby Street, 289, Charlotte Forten Park

The Mayor hosted a ribbon cutting and park dedication ceremony on September 20, 2019, officially dedicating the park to Charlotte Forten, an abolitionist, women's rights activist, and Salem State University's first African American graduate.

The SRA accepted the deed to Lot 2 from the City on October 9, 2019. On November 12, 2019 the SRA voted to grant an easement to South Harbor Holdings, LLC, the owner of adjacent 285 Derby Street for and in consideration of \$218,958.00. The purpose of the easement is to provide public access, a place for public engagement, community programming, and for all purposes and uses accessory thereto, including dining concessions, storefront access, overhanging awnings, seating, and underground utilities.

Federal Street, 32-50, and 252 Bridge Street, Superior Court & County Commissioners Building with the 'Crescent Lot'

The Superior Court and the County Commissioners Building are available for reuse as a result of decades of work on the part of many individuals and organizations. There has been a long history of local and state collaboration that has brought us to a point where we are on the verge of selecting a development team to transform these vacant historic structures to vibrant, thriving spaces that are open, accessible, and allow the community to experience their history in new and creative ways. In order to assist in the overall financial feasibility of the project – restoration and reuse of these historic buildings is a significant financial investment – the City of Salem conveyed a surface parking lot (the 'Crescent Lot') located across from the courthouses, next to the MBTA Intermodal Station, to the SRA to be packaged with the courthouses. The idea being that ground-up construction on the parking lot could subsidize the historic restoration and reuse of the courthouses.

The SRA has advanced the restoration and reuse of the Courthouses through the decades-long process that provided both information and community input in anticipation of its successful redevelopment. The SRA has worked through the following major milestones in this redevelopment process:

- December 11, 2017: The SRA hosts an Urban Land Institute Strategic Assistance Panel to discuss approaches to downtown development.
- October 2, 2018: Joint Meeting of the SRA and the City Council to discuss the SRA's role in the preservation and redevelopment of the urban renewal area and the Board's workplan.
- October 16, 2018: SRA hosts a public meeting to develop a vision for underutilized properties in the northern end of the urban renewal area, including the courthouses.
- February 14, 2019: City Council votes to transfer ownership of the Crescent Lot to the SRA. Accompanying this transfer is a Cooperative Agreement between the City of Salem and the SRA detailing the expectations and obligations of same.
- April 24, 2019: The SRA releases a Request for Qualifications (RFQ) for the reuse of the courthouses along with the option to purchase the vacant 'Crescent Lot'.
- June 28, 2019: The SRA receives eight responses to the RFQ.
- July 9 and July 10, 2019: The SRA meets in Executive Session to review the eight responses and selects six of the eight development teams to interview.
- July 12, 2019: SRA enters into a Consultant Agreement with Mathieu Zahler of MPZ Development. Mr. Zahler will provide consulting services to the SRA as the Board evaluates RFQ responses, develops the subsequent Request for Proposals (RFP), and evaluates the responses thereto.
- July 23 and July 25, 2019: The SRA interviews six development teams: Barnat Development; JHR Development, LLC; Lupoli Companies; North River Partnership for Community Reinvestment, LLC; Trinity Financial; and Winn Development.
- August 14, 2019: The SRA meets in Executive Session to evaluate the six development teams they interviewed and votes to invite four teams to respond to an RFP – Barnat Development; JHR Development, LLC; North River Partnership for Community Reinvestment, LLC; and Winn Development. SRA staff focuses on drafting the RFP.
- Fall 2019: Salem City Council approves the Community Preservation Committee's recommendation to fund an award in the amount of \$40,000 to assist

with predevelopment activities associated with the restoration and reuse of the courthouses.

- October 2, 2019: SRA enters into a Consultant Agreement with Shantia Anderheggen of Preservation Strategies. Ms. Anderheggen will provide historic preservation services to the SRA and will draft the required Preservation Restriction (PR) for the courthouses.
- November 7, 2019: SRA enters into a Consultant Agreement with Aaron Usher, III of Aaron Usher III Photography. Mr. Usher will provide the interior and exterior photographs to accompany the PR.
- December 16, 2019: Stakeholder meeting to discuss the draft PR. Attendees included City staff (Preservation Planner and Principal Planner), Executive Director of the SRA, Ms. Anderheggen, Carol Meeker from DCAMM, and representatives from the Historical Commission, Historic Salem, Inc., and the Federal Street Neighborhood Association.
- December 19, 2019: Submission of draft RFP and PR to Massachusetts Historical Commission (MHC) for review.
- January 29, 2020: The SRA releases the RFP to the four teams with a submission deadline of April 30, 2020.
- March 2020: The COVID-19 pandemic forces the shutdown of the state. Recognizing that the shutdown has led to economic uncertainty as well as complicated how the development teams communicate with each other as they work on their proposals, the SRA extends the submission deadline to June 30, 2020.
- Spring 2020: MHC offers final comments on the draft PR.
- June 30, 2020: Three development teams submit proposals; the fourth, Barnat Development withdrew from consideration.

Housing Development Incentive Program (HDIP) Plan and Housing Development (HD) Zone

There were no HDIP projects in the Urban Renewal Area in FY 2020, however it remains a financing tool in redeveloping the downtown and may be utilized in the redevelopment of the ‘Crescent Lot’ at 252 Bridge Street – a component of the Superior Court and County Commissioners Building restoration and reuse project.

PRIVATE DEVELOPMENT PROJECTS

Derby Street, 285, Façade Modifications for Commercial Building

Immediately adjacent to the City’s newest park, Charlotte Forten Park, this commercial building has tremendous potential to activate the park through opening its façade and

providing a physical connection between the commercial tenants in the building and the park next door. In conjunction with the granting of the easement to the owner of 285 Derby, as mentioned above, the SRA reviewed and approved the first of likely several façade modifications to remove recessed brick areas and replace them with windows and doors. The approved modifications focus on the front of the building and the corner as it wraps around and faces the park. The SRA also indicated its support of similar modifications in the future, pending review and approval, to strengthen the relationship between the building and the park and potentially create an opportunity for access from the park to the commercial tenants and vice versa.

Essex Street, 217-221, Restoration and Redevelopment of Mixed-Use Building

Located prominently near the entrance to the Essex Street pedestrian mall, this building housed commercial/retail uses on the first floor with office space above. The SRA reviewed and approved a restoration project that focused on the historic restoration of the façade. The ground floor commercial spaces will remain with the upper levels being transformed into residential units. The developer utilized Historic Tax Credits to help finance the project, which also ensures that the restoration work on the façade of the building will comply with the *Secretary of the Interior's Standards for Historic Preservation*.

Federal Street, 30, Construction of Mixed-Use Addition

An existing structure at the corner of Federal and Washington Streets, 30 Federal Street is an existing office building. The Board reviewed a proposal to construct an addition off of the rear of the building that would run along the property's Washington Street frontage. The original proposal was for commercial and office uses to be located on the ground and second floors of the addition with the third and fourth floors to house two residential units; the existing portion of the building would remain as office space. Over the course of several months the interior layout and the design of the building was modified based on Board and public comments. In May 2020, the DRB recommended the SRA approve the project with two conditions: (1) the applicant obtain an opinion from the Zoning Enforcement Officer regarding the project's compliance with the zoning code, and (2) the applicant obtain the necessary zoning relief for parking (the proposal requires 6 onsite parking spaces, the applicant provided 4 onsite spaces). The SRA reviewed this recommendation at its June 10, 2020 meeting and did not take action on the project, instead directing the applicant to obtain the zoning opinion and the parking relief.

Federal Street, 49, Restoration of Historic Façade and Construction of Small Rear Addition

Most recently used as an office building though with plans to change the use to multi-family residential, the Board reviewed a proposal to construct a small rear addition and restore the historic façade. The exterior restoration work included restoration of the existing windows, woodwork, cornice, and masonry, removal of aluminum siding and restoration of the clapboard, replacement of the existing asphalt roof shingles, replacement of the front porch and entry way, and removal of the fire escape. The project returned the building to its original appearance and also added much-needed housing units in the downtown.

Lynde Street, 2, Façade Modifications for Settler Restaurant

After several years in business, local favorite restaurant Firenze closed its doors. In its place came Settler. The Board reviewed modifications to the restaurant's façade, including new windows, door, lighting, signage, and façade color. The project revitalized the facade, making it an attractive focal point on Lynde Street.

New Derby Street, 14, Façade Modifications to Facilitate Reuse of Mixed-Use Building

After being in business in Salem for generations, Delande Lighting at 14 New Derby Street closed. The new property owners came to the SRA for review of modifications to the building's storefronts and second story as well as a restoration plan to bring the façade back to its original look. To make way for a new tenant, owners proposed reworking the storefront entry system and improving the existing ones so that there was one cohesive design across the building's New Derby Street frontage. To facilitate a transition from offices to residential space on the second floor, owners reintroduced windows that had been filled in with bricks. The restoration and reconstruction work retain the historic character of the building through the retention of character-defining masonry elements and the removal of the brick-covered historic window openings on the rear façade.

Peabody Essex Museum Expansion

In 2011 the Peabody Essex Museum (PEM) announced its intention to build an expansion of the museum to make way for new gallery, public program, and education space. The PEM has since built a new mechanical penthouse on its roof and the installed a new emergency generator. This work comprises the "enabling phase" of the expansion and was approved by the SRA, and later completed by the PEM in 2013.

In October of 2015 the PEM presented to the SRA an initial schematic design of the proposed expansion produced by Ennead Architects of New York that proposed to add 33,565 gross square feet to the museum. It was proposed to be built atop space previously occupied by an outdoor garden and restaurant. A new garden will be constructed in the back of the new proposed building. No existing galleries will be demolished in the building process and when the project is complete, gallery space will be increased by 15% to bring total gallery space to 100,000 square feet, ranking PEM among the top 20 art museums in the country. At its October 2015 meeting the SRA voted to approve the project to go through the schematic design review process. The project received schematic design approval from the SRA in September of calendar year 2016. Construction activities have been completed and an opening celebration gala was held on September 21, 2019.

Washington and Dodge Streets, Construction of Mixed-Use Building with Hotel, Commercial, and Residential Spaces

It has been more than eight years since this project was first conceived. After years of preparation, planning, and permitting, the project is now in its final state with an anticipated completion date of summer or fall 2020. The final project is different than what was originally proposed though the concept of a mixed-use building with a hotel, residential units, retail space, and public parking has remained a constant.

Project Timeline

- July 2013: Salem City Council voted to approve the disposition of City-owned land located at the corner of Washington and Dodge Streets to Dodge Area LLC (c/o RCG LLC). The City also approved the abandonment of this portion of the Riley Plaza Roadway right-of-way as it was no longer used or needed for vehicular traffic.
- September 2013 – May 2014: Developer presented continuously updated and revised plans to the Design Review Board.
- June 11, 2014: SRA approved the schematic design calling for 70-100 residential units; 20,000± square feet of commercial space; 85-115-room limited service hotel; 265± parking spaces (including 38 relocated publicly available spaces).
- December 2014: Developer received Planning Board approval for a Planned Unit Development (PUD).
- September 2015: Developer again received Planning Board approval for a PUD due to the reduction in the size of the project by the removal of a floor of the residential/office building component.
- Fall 2016: Developer closes on the property with the City.
- January 2017: SRA approved a revised design of the project that included the reduction of a floor.
- Spring 2017: Completion of infrastructure work funded through a \$2.535 million Massworks grant from the Commonwealth's Office of Housing and Economic Development coupled with an additional \$825,000 from the State to cover a funding shortfall for a total project cost of \$3.356 million. Improvements included relocation of the utilities from underneath the city's parcel and improving the intersection at Washington and Dodge Streets.
- January 2018: SRA approved the final design, which was modified due to cost constraints as noted above.
- February 2019: SRA approved modifications to the façade colors for the brick and window trim.
- August 2019: SRA approved modifications to the façade materials and transformer location, screening, and landscaping.
- October 2019: SRA approved a sign package showing locations, size, and styles for the commercial spaces, a residential address sign, and parking signs. The applicant's proposal for the Hampton Inn projecting sign was deemed unsuitable.

for the building since it was not in compliance with the Salem Sign Code and the SRA Sign Manual.

- December 2019: SRA refers the developer to the Design Review Board to continue discussion regarding the proposed blade sign that exceeds the size and height requirements.
- January 22, 2020: The DRB offers a sign recommendation to the SRA for a blade sign that exceeds both the maximum size and maximum height of installation requirements.
- February 12, 2020: The SRA approves the blade sign as recommended by the DRB. The applicant then applies for relief from the Zoning Board of Appeals (ZBA) for the sign's size and height. The applicant goes through the ZBA process during the winter, culminating in a denial of the request for relief.
- June 24, 2020: The DRB reviews and recommends approval of a new blade sign that meets the Sign Code requirements and does not require relief from the ZBA.

Storefront Improvement Program

The Department of Planning and Community Development manages a Storefront Improvement Program in Salem as part of the Mayor's goal to continue the revitalization of the downtown commercial area. The program offers a one-to-one matching grant up to \$5,000 for exterior storefront improvements including signs, awnings, painting, and lighting. While there was much interest from businesses both existing and proposed, there were no applications to the program in FY 2020. In response to the COVID-19 pandemic, the funding allocated for this program was repurposed in April 2020 to supplement other CDBG funding for a small business support grant to local businesses that were impacted by the pandemic and subsequent shutdown.

Sign Improvements

The SRA, via its Executive Director, and DRB review and approve all sign changes that are proposed in the Urban Renewal Area. In fiscal year 2020 the SRA and DRB approved new signage to be installed at the following businesses:

- Artists' Row** (Chagall PAC)
- Central Street, 20** (Dark Star Yoga & Wellness)
- Church Street, 30** (Hive & Forge)
- East India Square, 2** (Witch City Mall)
- Essex Street, 172** (Witch Pix A-Frame Sign)
- Essex Street, 173** (Kakawa A-Frame Sign)
- Lafayette Street, 73** (North Shore Bank)
- North Street, 2** (John Casey Fine Arts)
- Washington and Dodge Streets** (Hampton Inn/Mixed Use Development)
- Washington Street, 83** (The Juicery)
- Washington Street, 193** (East Boston Savings Bank)

Washington Street, 211 (Starbucks)

Café Permits

The SRA and DRB review outdoor café permits in the Urban Renewal Area. Only two café permits were approved in FY 2020:

Essex Street, 173 (Kakawa)

Washington Street, 87, rear patio (Opus)

Outdoor Dining During COVID-19 Pandemic

The COVID-19 pandemic forced the shutdown of in-person dining for several months of FY 2020. As the economy slowly reopened under Governor Baker's phased approach outdoor dining was permitted and seen as a way to revitalize the restaurant community while slowly and safely allowing the community to support its local establishments. State regulations around alcohol service and consumption were adjusted to accommodate expanded outdoor seating areas. In Salem, City staff and partners worked together to create an outdoor dining application that would be reviewed on a rolling basis with approvals being granted that would remain in effect until November 1, 2020 or until the Governor extended the outdoor dining allowances.

Due to the immediacy of the need to review proposals and issue approvals so that restaurants could begin to get back on their feet, the decision to suspend the SRA's formal Café Permit process was made. SRA staff reviewed each proposal and offered comments and/or conditions of approval that were consistent with the Downtown Renewal Plan guidelines. Over 60 restaurants from around Salem, not just the downtown, took advantage of the expanded outdoor dining program, likely resulting in several establishments being able to remain open during the pandemic.

Façade and Other Building Projects

The SRA and DRB also review storefront and building improvements, such as repainting of façades and replacement of lighting. The following projects were reviewed and approved by the SRA and DRB during fiscal year 2020:

Church Street, 32 (Mixed-Use Building) – Construction of dormers and skylights

Derby Square, 1 (Mixed-Use Building) – Construction of barrel dormers on roof

Federal Street, 49 (Multi-Family Residence) – Construction of small rear addition and restoration of façade

Washington Street, 87 (Opus) – Window modifications

DRB Advisory Reviews of Planning Board Projects

The Design Review Board also provides advisory reviews for projects that require certain Special Permits and provides recommendations to the Planning Board. Projects subject to the Municipal or Religious Reuse Ordinance (Section 6.11), projects in the Entrance Corridor Overlay District (ECOD, Section 8.2), and those in the North River Canal Corridor District (NRCC, Section 8.4) are reviewed by the DRB with formal design recommendations shared with the Planning Board.

The DRB reviewed the following projects in Fiscal Year 2020:

ECOD Projects

Highland Avenue, Barnes and Cedar Road (Overlook Acres), Construction of multi-building residential project with commercial component and associated site improvements

Highland Avenue, 435 (Life Storage), Construction of a new, three-story self-storage facility and associated site improvements

Loring Avenue, 602, Construction of a new three-story apartment building with 20 residential units and associated site improvements

Municipal or Religious Reuse Projects

Federal Street, 160, Proposed historic restoration and conversion of the former St. James parochial school into a residential building with a preference to house those who are over 55 years of age

Hawthorne Boulevard 13, Proposed historic restoration of the former Immaculate Conception parochial school and conversion into a residential building with a preference to house those in the creative economy

NRCC Projects

Boston and Goodhue Streets (River Rock Residences), Review of condenser screening

PUBLIC PROJECTS AND INITIATIVES

Several public projects and initiatives were initiated or continued in the downtown during the past fiscal year. The following are those projects and initiatives that impact the Downtown Renewal Area, were reviewed, and received the SRA's support.

Artists' Row, Installation of Comcast Services

The Senior Planner for Arts and Culture brought forward an application to install Comcast services at Artists' Row, the City's creative entrepreneur space. The project involved the installation of infrastructure on each of the artist shanties and the restaurant on the Row. The Internet services will allow the artists and the restaurant to improve their online visibility and point of sale services.

Church Street Parking Lots, Resurfacing and Restriping

The SRA reviewed a proposal to resurface and restripe the SRA-owned parking lots known as Church Street East and Church Street West. In addition to resurfacing both lots, the project included the reconfiguration of the spaces in the West lot to improve circulation and facilitate the addition of 16 new parking spaces with two new accessible spaces. The parking space configuration in the East lot was unchanged, only refreshed with new painted striping.

Lappin Park, Artificial Turf Pilot Program

The SRA reviewed and offered support for the City's efforts to address the condition of the grass at Lappin Park through a pilot program to install artificial turf on a portion of the park. Maintaining the health of the grass in this heavily utilized urban park has proved to be difficult and costly with the City reseeding the grass at least every two years. Artificial turf was proposed as a cost- and maintenance-saving measure. The SRA offered its support for the pilot program and requested City representatives to return to the Board to review the project one-year from project installation; this review will occur in April 2021.

Old Town Hall, Tree Replacement Project

The SRA considered a project to install new trees in the existing tree pits bordering Old Town Hall. This grant-funded project included the removal of the gray concrete borders around the existing pits to increase the area for water infiltration, removal of the existing subsurface material under the brick portions of the walkway, installation of 24"-36" structural soil to allow root growth, replacement of the brick walkway, and finally, installation of an ADA compliant resin material in the tree pit itself. The increase in the size of the tree pits and the installation of structural soils will help support successful tree growth, improve stormwater conditions, beautify the area, and create more shade and water infiltration, all of which are consistent with the City's goals to increase Salem's climate resiliency.

Old Town Hall

Old Town Hall is marketed as an event venue through Destination Salem and various websites. The Senior Planner for Arts and Culture has been successful in continuing to build upon relationships with several entities that have booked events at Old Town Hall on an annual basis (or more often). With the COVID-19 pandemic effectively shutting the state down in mid-March 2020, all of the events, weddings, and performances for the latter part of Fiscal Year 2020 were cancelled. Once the pandemic is under control and larger gatherings are allowed, Old Town Hall will again be a community venue.

Between July 1, 2019 and March 2020, Old Town Hall hosted 107 individual event bookings. They included private receptions, craft markets, weddings, fundraisers, concerts, theatrical performances, and art shows. Pre-pandemic, Old Town Hall also continued to host History Alive the non-profit group that produces live performances of Cry Innocent, an interactive performance about the witch trial of Bridget Bishop, among other original performance works. History Alive conducted 40 rehearsals and 68 public performances when it was operational. Additionally, the Salem Museum was open to the public seven days a week between July and October 2019, for a total of 125 days.

Public Art

The Public Art Commission (PAC) and the Senior Planner for Art and Culture collaborate with organizations throughout the year bringing more art to public spaces. As projects in the Urban Renewal Area are vetted through the SRA and the Design Review Board, members are cognizant of the importance public art in the urban environment and

seek ways in which to incorporate art into the larger development/redevelopment projects.

Artists' Row

Artists' Row provides a seasonal program designed to give area artists and craftspeople an opportunity to work, exhibit, and sell their pieces in a space that is rented at a deeply discounted rate. In exchange for this affordable retail space, artists must provide free performances, workshops, and community engagement activities. Three "creative entrepreneurs", Grace & Diggs, District Trading Co., and Ceramics by Sibel, remained in their respective Artists' Row stalls from the previous season and a new tenant, Chagall PAC – a performance as visual arts collaborative – was brought in to take over the fourth stall in September 2019. The final space on the Row is the Lobster Shanty, a restaurant that leases the building at the intersection of Artists' Row and Front Street.

The City hosted its fourth annual Salem Arts Festival Mural Slam on Artists' Row in June 2019. It is a three-day event where selected artists conduct live painting demonstrations on plywood boards mounted on the back of stalls at Salem's Artists Row resulting in the creation of 12 unique murals. Members of the public are asked to vote on their favorite mural and the artist with the most votes receives the People's Choice Award and a small monetary stipend. The murals remained on display on Artists' Row until the next Mural Slam in June 2020.

Salem Main Streets Program

Originally established in 2000, the Salem Main Streets Program assists with the recruitment of new businesses, provides technical assistance to businesses, coordinates promotional events and serves as a leading advocate for a strong commercial-retail environment. The Salem Main Streets Program continued to work with the SRA and the City during fiscal year 2020 to promote a vibrant, retail-oriented downtown. The family-friendly New Year's Eve event and Salem's So Sweet were held prior to the COVID-19 pandemic and the Governor shutting down the state. The Arts Festival was held remotely, and the weekly Farmers' Market was moved from the downtown to the parking lot of the Bentley School to more easily facilitate physical distancing. The City provides partial funding to the Main Streets program through the Community Development Block Grant program and occupies a seat on its steering committee.

In fiscal year 2020 Salem Main Streets assisted four (4) new, 32 existing and five (5) prospective businesses, leading to the creation of four and one half (4 ½) new full-time jobs for low- to moderate-income individuals documented.

City of Salem Business Loan Program

The City of Salem continued to recruit and retain businesses in Salem by helping with financing gaps through its Business Loan Program. The program targets businesses that seek to make capital improvements to their buildings and those looking to expand their enterprise. In fiscal year 2020 the program funded the following loan:

- \$51,470 to The Artful Life Counseling Center & Studio, 142 Canal Street for the purchase of office supplies for their new space on Canal Street and for working capital. The Artful Life, an art therapy center, relocated from Beverly to Salem. Artful Life has committed to creating and/or retaining three (3) full-time or full-time equivalent jobs for low- to moderate-income individuals.

With the onset of the COVID-19 pandemic, the City suspended loan payments for all of the outstanding small business loans (four in total) for a period of six (6) months. The loans were put on hold with no interest accrual and the date of the final payment being due was extended by six (6) months. Payments are scheduled to begin again in November and December 2020.

BOARD/ADMINISTRATIVE CHANGES

SRA

Cynthia Nina-Soto joined the Board in May 2020, filling the remainder of former member, Gary Barrett's, term. Ms. Nina-Soto's term will be up for reappointment in December 2021.

DRB

There were no changes in Board membership in FY 2020.

Administration

There were no changes in administration of the Board in FY 2020.

CONCLUSION

The SRA has had great success over the past year in its efforts to promote appropriate private and public development in downtown Salem. Over the next year, the SRA will continue to support commercial and retail development while promoting the values and cultural heritage of Salem.

FY 20 Financial Report (Receipts and Expenditures)					
Date	Description	Check Number	Deposits/Interest	Withdrawals	Balance
	Balance Forward				\$9,846.43
7/31/2019	July Interest		\$3.35		\$9,849.78
8/31/2019	August Interest		\$3.34		\$9,853.12
9/30/2019	September Interest		\$3.24		\$9,856.36
10/30/2019	October Interest		\$3.35		\$9,859.71
11/30/2019	November Interest		\$2.51		\$9,862.22
12/31/2019	December Interest		\$2.52		\$9,864.74
1/31/2020	January Interest		\$2.50		\$9,867.24
2/29/2020	February Interest		\$2.35		\$9,869.59
3/31/2020	March Interest		\$1.98		\$9,871.57
4/30/2020	April Interest		\$1.21		\$9,872.78
5/31/2020	May Interest		\$1.26		\$9,874.04
6/30/2020	June Interest		\$0.81		\$9,874.85

In November 2019, the SRA granted an easement to South Harbor Holdings, LLC, the owner of 285 Derby Street for and in consideration of \$218,958.00. The SRA established a new account at Eastern Bank for these funds and voted that the initial funds and interest earned thereon shall be used to provide public access to the water, create a place for events that encourage public engagement, community-driven programming, promotion of the arts, music, and recreation, and for all purposes and uses accessory thereto on the property at 289 Derby Street and surrounding properties.

Charlotte Forten Park Account Ledger					
Date	Description	Check Number	Deposits/Interest	Withdrawals	Balance
6/19/2020	Initial Deposit		\$218,958.00		\$ 218,958.00
6/30/2020	June Interest		\$5.40		\$ 218,963.40

The SRA received a Community Preservation Act Grant in FY 2019 to help fund the pre-development costs related to the redevelopment and reuse of the historic courthouses.

FY 19 CPA Award			
Pre-Development Activity	Line Item Amount	Amount Expended	Amount Remaining
Financial Consultant	\$20,000.00	\$8,411.05	\$11,588.95
Preservation Restriction Consultant	\$4,598.00	\$4,598.00	\$0.00
Photographer	\$5,500.00	\$5,500.00	\$0.00
Survey and Subdivision Plan	\$2,800.00	\$0.00	\$2,800.00
Other pre-development costs	\$7,102.00	\$0.00	\$7,102
Total	\$40,000.00		