

ANNUAL REPORT OF THE SALEM REDEVELOPMENT AUTHORITY

Fiscal Year 2021
July 1, 2020 to June 30, 2021

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December 2021

SRA ANNUAL REPORT

Fiscal Year 2021

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 59 years, the SRA has made significant contributions to the revitalization of the Downtown Renewal Area in 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 2021 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, 2020-2021

Throughout FY 2021 the Board focused on the following goals:

1. Select a development team, finalize concepts, facilitate permitting, and take steps toward final conveyance of the Superior Court/County Commissioners buildings and 252 Bridge Street.
 - Update: In November 2020 the SRA selected WinnDevelopment ('Winn') as the preferred developer for this project. Since this selection SRA staff has met weekly with the Winn team to work through project logistics, scheduling, financing, and permitting. The first step in the local permit process is filing for Schematic Design Review, which is anticipated in fall 2021.
2. Develop an abutter notification protocol for SRA projects. Continue to ensure downtown stakeholders feel involved in the SRA review process by reaching out to stakeholders and providing the point of contact for projects in the urban renewal area.
 - Update: In March 2021, Board members voted to adopt an abutter notification requirement for Schematic Design Review, Final Design Review, and Café Permits. The applicant is required to compile the notifications upon receipt of a Certified Abutters List from staff and a template letter with the project and meeting information. Abutters within 150' of the subject property(ies) are notified by mail. The applicant is required to submit a Certificate of Mailing, generated by the Post Office, to prove that the letters were mailed to those on the abutters list.

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. One activity to facilitate this goal may be attending a City Council meeting to provide project updates.
 - Update: Fiscal year 2021 was not an election year, thus the SRA did not hold an orientation for new council members. However, in May 2021 the SRA attended a City Council meeting to provide an update on the courthouse and crescent lot project and to introduce the Council to the WinnDevelopment team.
4. Explore initiatives, practices, and policies that align with the work that the Salem Affordable Housing Trust is doing regarding affordable housing education, policy, and development. Build a relationship with the Trust so that both boards are working in alignment to incorporate the City’s affordable housing goals with the SRA’s economic development, historic preservation, and urban design work.
 - Update: The SRA met with the Trust in September 2020 to discuss how to maximize affordability at the Superior Court and County Commissioners Building. The Board also worked with WinnDevelopment on the inclusion of residential units at varying levels of affordability in the courthouse and crescent lot project.

Goals for FY 2022

Goals for Fiscal Year 2022 will be determined in the first quarter of calendar year 2022.

REDEVELOPMENT AUTHORITY PROJECTS

Improvements and Adjustments to SRA Protocols and Procedures

In March 2021 the SRA voted to implement an abutter notification protocol. Members voted to require notification for the following application types: Schematic Design Review, Final Design Review, and Café Permits. Abutters within 150-feet of the properties seeking these approvals will be notified via mail at least ten days in advance of the meeting. The letters include basic project information, a link to where application materials can be found, the meeting date, time, and location, and information on how to submit comments in advance of the meeting. Only one project in fiscal year 2021, the redevelopment of the courthouses and crescent lot, was required to notify abutters.

In June 2021 the SRA voted to include a condition on all approvals that will set an expiration date for the approval. Like the conditions found on Planning and Zoning Board decisions, this condition states the length of time the approval is valid – in the case of the SRA decisions, this is a two-year period. The boiler plate condition reads as follows:

Validity of Approval: This approval is valid for two years from the date of the meeting. The approval shall no longer be valid if a substantial use and/or construction has not commenced except for good cause within this two-year period.

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 need to be reviewed by the DRB, which will likely occur in FY 2022 as part of the required Religious and Municipal Reuse Special Permit from the Planning Board.

Derby Street, 289, Charlotte Forten Park

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. The funding received for the grant of easement was placed in its own account whose purpose is to support the public activation of the park. In May 2021, members voted to allow expenditures from the 'Charlotte Forten Account' of up to \$5,000 to be reviewed by staff for conformance to the purpose of the account (i.e. public activation of the park) and approved administratively. Expenditures of \$5,000 or more will be reviewed by the board at a public meeting.

In May 2021 staff approved an expenditure of \$4,500 to Salem Main Streets to support the purchase of supplies and materials to facilitate performances and artmaking at the park as part of Salem Arts Fest.

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 the selection of WinnDevelopment 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. To facilitate the rehabilitation of the court buildings, WinnDevelopment will construct a mixed-use building on the Crescent Lot at 252 Bridge Street with commercial use(s) on the main floor and up to 110 residential units on the floors above.

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.
- November 10, 2020: SRA selects WinnDevelopment as the preferred developer of the project.
- May 5, 2021:
 - The SRA and WinnDevelopment execute a Letter of Intent that outlines expectations for the project and the obligations of both parties.
 - The City Council and the SRA hold a joint meeting with the Winn project team to (1) introduce the developers to the City Council, and (2) to provide an update on the project.

Church Street, 30 – License Agreement Renewal with Massachusetts Bay Colony Brewers
 The owners of East Regiment Brewing Company, 30 Church Street, entered into a License Agreement with the SRA in July 2018 to use the SRA-owned land next to their business for outdoor seating. The agreement was valid for one year with an automatic renewal for an additional two years, which made the agreement valid until July 25, 2021. The Licensee is obligated to seek renewal of the agreement for each subsequent year for an annual license renewal fee of \$500. Since the initial lease payment, no other renewal payments were made. In April 2021, East Regiment sought SRA approval of the license agreement for another year with the required \$500 payment. The owners also paid for the two previous years, thus bringing them into compliance with the agreement.

The SRA voted to extend the license, which allows East Regiment to continue operating their outdoor seating until July 25, 2022.

PRIVATE DEVELOPMENT PROJECTS

Charter Street, 53, Modification to the Approved Plans for the Exterior Restoration of the Historic Home

Originally approved in fiscal year 2019, the applicant returned to the SRA and the DRB to modify the original plans. The applicant sought to remove the proposed three-story addition, add a vestibule to the front entrance that would be identical to the original, and reduce the number of windows on the house so that their number and the placement would be more in line with what is shown in the historic photographs of the home. The SRA issued its final approval for these modifications in May 2021.

Derby Street, 285, Façade Modifications to Rear Tenant Space

Located next to Charlotte Forten Park, this commercial property 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 fiscal year 2020, the SRA approved façade modifications to the front tenant space. In fiscal year 2021, the SRA began its review of façade modifications to the rear tenant space. Real Pirates, a museum/experience, will encompass approximately 8,000 square feet in the building, i.e. just over 50% of the building. To facilitate the new tenant, the proposed façade modifications include adding two new entrances that will open onto the park, new lighting fixtures along the length of the building, new signage, and new awnings. The SRA began its review in June 2021 with an initial evaluation of the proposed changes and a vote to refer it to the Design Review Board. The DRB and the SRA will complete their respective reviews of the façade work in fiscal year 2022.

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*. Since the SRA's original approval the developer has returned to the board and its DRB to review the installation of a transformer to service the new residences in the city-owned landscaped area immediately adjacent to the building.

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 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 act on the project, instead directing the applicant to obtain the zoning opinion and the parking relief. However, the applicant returned to the SRA in September 2020 stating that he would flip the uses in the building – putting the housing units into the existing portion of the building and putting the commercial and office uses into the new addition. By doing this, the applicant would not need to seek zoning relief for parking since the applicant could accommodate the four required parking spaces on site.

Norman Street, 38, Schematic Design Review of a New, Mixed-Use Structure

This project involved the demolition of the existing one-story concrete garage-style building and the construction of a new five-story building with approximately 1,652 square feet of retail space on the first floor and four floors of residential use above. The applicant began review of the project in March 2021 with board discussions carrying over into April. Upon initial review of the project, SRA members found that the building was too large for the neighborhood and requested the applicant team to remove one floor. The applicant requested continuations of the meeting so that they could evaluate the feasibility of the project with the removal of a floor. There was no further discussion of the project in fiscal year 2021.

Lafayette Street, 73 and 9 Peabody Street, Schematic Design Review of Mixed-Use Structures

This project encompasses the building at the corner of Lafayette and Derby Streets as well as the vacant lot at 9 Peabody Street. The North Shore CDC is proposing a mixed-use development with new space for North Shore Community Health along Derby Street, senior affordable housing along Lafayette Street, and compact residential units with non-profit office space, commercial space, and an art gallery at 9 Peabody Street. The project seeks to provide a strong connection between the downtown and the Point neighborhood and also connect the community to the North River via improved public realm elements. At the March 2021 meeting, SRA members expressed concerns regarding the lack of parking for the mix of uses, the overall intensity of uses on the site, and how to ensure that abutters' concerns were heard and addressed. While the members expressed concerns, they voted to refer the project to the DRB so that the applicant could continue to work through the board's concerns as they continued discussions on the project design. The DRB reviewed the project at its March meeting, offering comments and suggestions to the applicant team for subsequent review in April. The applicant requested a series of continuances and thus did not reappear in front of the DRB in fiscal year 2021.

Telecommunications Installations

Fiscal year 2021 saw applications from various telecommunications providers to either update existing infrastructure or to add new infrastructure.

- **Bridge Street, 234** – This application was for the installation of new Verizon infrastructure to be placed on a new decorative light pole (which would replace the existing decorative light pole) along Bridge Street next to the MBTA garage. The installation and location of the infrastructure requires approval by the Salem City Council, though since the address is in the Downtown Renewal Area, review by the SRA and DRB was also required. The DRB began its review of the proposal in February 2021 with members strongly suggesting the applicant explore the feasibility of installing the infrastructure on the pole supporting the traffic lights, located at the corner of Washington and Bridge Streets. Members felt that this alternate location would conceal the new infrastructure while also meeting the service area needs that Verizon sought to address. The applicant agreed to explore the suggested location and requested a continuance of the review. The applicant did not return to the DRB in fiscal year 2021 as he was continuing to explore the feasibility.
- **Charter Street, 27** – This property is owned by the Salem Housing Authority and is one of the tallest buildings in downtown Salem. The project included the installation of new antennae to supplement existing installations on and extending over the edge of the rooftop and removal of old infrastructure for T-Mobile. Review of the project began at the SRA in October 2020 with an approval of the project pending DRB review, which was completed later that same month.
- **Federal Street, 15** – This application is just one of several similar applications for new mechanical cabinets to house the infrastructure to facilitate a city-wide fiber network installation. There is only such cabinet proposed for the Downtown Renewal Area. The selected location, in the grass area next to the Church Street parking lot was chosen to minimize negative visual impacts to the view corridors to St. Peter’s Church. Review of the proposal began at the SRA in April 2021 with referral to the DRB. The SRA voted to approve the project in May 2021.

Storefront Improvement Program

The Department of Planning and Community Development has managed a Storefront Improvement Program in Salem as part of the Mayor’s goal to continue the revitalization of the downtown commercial area. The program has offered a one-to-one matching grant up to \$5,000 for exterior storefront improvements including signs, awnings, painting, and lighting. While there has been varying levels of interest in the program from businesses both existing and proposed, due to the lack of funding for the program, the City was not able to offer any grants in fiscal year 2021. The funding that would typically be allocated for this program was repurposed in response to the COVID-19 pandemic. As pandemic impacts begin to lessen, the Department hopes to reevaluate the Program and relaunch it, pending funding availability.

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 2021 the SRA and DRB approved new signage to be installed at the following businesses:

Artists' Row (Artist in Residence)
Central Street, 8 (Salem Historical Tours)
Central Street, 11 (Diehl Marcus & Co.)
Central Street, 20, Suite 103 (Maitland Financial Group)
Charter Street, 51 (Charter Street Cemetery)
Derby Square, 1 (Maison Vampyre)
Derby Street, 278 (Bit Bar)
Derby Street, 282 (All Souls)
Derby Street, 282 (Sweet Boba)
Derby Street, 282R (Pentagram)
Derby Street, 316 (Jolie Tea)
Derby Street, 318 (Sage)
East India Square, 2 (Cinema Salem)
Essex Street, 270 (Tomb)
Front Street, 10 (Orchid)
Hawthorne Boulevard, 18 (Fisher and Orfaly Dental)
Lafayette Street, 41 (City Smoke Shop)
New Derby Street, 14 (Santander)
Washington Street, 60 (Odd Meter Coffee)
Washington Street, 90 (Red Lion Smoke Shop)
Washington Street, 118 (Ginger)

Café Permits

The SRA and DRB review outdoor café permits in the Urban Renewal Area. Due to the ongoing COVID pandemic and associated state-issued emergency orders, there were no café permits sought in FY 2021.

Outdoor Dining During COVID-19 Pandemic

The COVID-19 pandemic forced the shutdown of in-person dining for several months of FY 2020 and though it gradually reopened in the beginning months of fiscal year 2021, businesses continued to feel the impacts of the pandemic. 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 further refine and improve its outdoor dining application that was used the previous summer. The new application was online through the City's permitting portal – Viewpoint Cloud. By putting the application on the portal, the City was able to create efficiencies in information collection and document review that was absent in fiscal year 2020. Applications for outdoor dining in fiscal year

2021 were reviewed on a rolling basis by a team that included city officials and outside consultants from Creative Collective and Salem Main Streets.

In fiscal year 2020, the decision to suspend the SRA's formal Café Permit process was made due to the immediacy of the need to review proposals and issue approvals so that restaurants could begin to get back on their feet. This suspension was carried through fiscal year 2021 for the same reasons. As with the previous year, 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.

With the pandemic-related allowances in permitting procedures and regulations expiring in April 2022, outdoor dining that has been allowed the past two summer seasons will no longer be permitted unless the state either extends the emergency orders and/or amends current licensing regulations. Staff will be exploring long-term solutions and permitting processes for outdoor dining that may compliment or possibly replace the existing Café Permit process.

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 2021:

Barton Square, 13 (Multi-family Residential Building) – Exterior restoration of home, construction of new porch entry and second floor deck.

Derby Street, 278 (Bit Bar) – Exterior modifications including new painting, lighting, awnings, and signage.

Derby Street, 282 (All Souls) – Façade improvements including installation of new windows, awnings, and exterior paint.

Essex Street, 302 (Moon Baby) – Installation of new doors.

Essex Street, 304 (Mixed-Use Building) – Installation of rooftop access ladder on side of building.

Lafayette Street, 41 (City Smoke Shop) – Change in color of the building's trim paint.

Lynde Street, 32 (Residential Building) – Window replacement on a portion of the building's windows.

Washington Street, 118 (Ginger Restaurant) – Restoration of exterior trim features, installation of awnings, new lighting, and painting.

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 2021:

ECOD Projects

Highland Avenue, Barnes Road, and Cedar Road (Overlook Acres), Design review of revised site plan for multi-family residential development with commercial component and associated site improvements.

Municipal or Religious Reuse Projects

There were no projects filed in fiscal year 2021.

NRCC Projects

Franklin Street, 4 (Cataldo Ambulance), Construction of a business office and ambulance facility with associated employee parking area, utilities, landscaping, and harbor walk path along the North River

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.

Winter Activations on the Pedestrian Mall

Salem Main Streets (SMS) and Creative Collective attended the December 2020 SRA meeting to seek support for and approval of a temporary installation in the East India Fountain. This display was part of a larger downtown activation project called Salem Winterlude, initiated by the City of Salem, and managed by Salem Main Streets and Creative Collective. The display complemented wreaths with ribbons and programmable lights on the Essex Street Pedestrian Mall, temporary mural backdrops on Salem Common and Lappin Park, and decorated evergreens and mural backdrops at Charlotte Forten Park.

Salem Heritage Trail Update

The Salem Heritage Trail is a self-guided walking trail that helps visitors experience Salem's historic sites and stories in the downtown district. A working group consisting of Destination Salem staff, City staff, and other community members and stakeholders are working together to discuss the future of the trail. Since the trail is in the Downtown Renewal Area, an update on the working group's progress was provided to the SRA in June 2021. The first phase of the project is to repaint the trail and change the color from red to gold. This work is anticipated to happen in early fiscal year 2022. Eventually the line will be accompanied by a series of stenciled symbols and interpretive signage at each historical point of interest along the way.

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). Prior to becoming a community COVID-19 PCR testing location, Old Town Hall temporarily opened for smaller community events that abided by COVID-19 gathering restrictions from July 1, 2020 until December 20, 2020. During this time, Old Town Hall hosted 28 individual event bookings. These included private receptions, craft markets, craft lessons, rehearsals, theatrical performances, and a camp for children in the community.

In response to the need for COVID-19 testing sites, Old Town Hall temporarily halted use as an event space and converted into a free public COVID-19 PCR testing location for Massachusetts residents. The use as a testing location began December 20, 2020 and continued through the end of June 2021. This location was open for 123 days and provided thousands of free PCR tests to Massachusetts residents. As the need for COVID-19 testing became less prevalent, Old Town Hall will resume functioning as an event location that the community will be able to engage with.

Public Art

The Public Art Commission (PAC) and the Senior Planner for Arts 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. The PAC implemented 3 Permanent Public Art Projects and 15 Temporary Public Art Projects including between July 2020-June 2021.

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.

Two new “creative entrepreneurs”, Beverly Bees and ShinDig, moved into their Artists' Row stalls in April 2020. Chagall PAC – a performance as visual arts collaborative – stayed on in the third stall to help activate the row through rotating art exhibitions and live performances. The fourth stall became the home for our new Public Artist in Residence (PAiR) program and hosted two PAiRs that held free community workshops and makers classes, installed immersive art experiences, and provided wayfinding and social distancing signage with a bit of whimsy in the darker times of early COVID. 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.

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 2021 to promote a vibrant, retail-oriented downtown. SMS operated an altered Information Station during the month of October to help visitors navigate their time in Salem safely and promote municipal and individual business guidelines. A one-time initiative of temporary lights and murals titled Salem Winterlude was introduced, along with a significantly adjusted Salem's So Sweet, to encourage safe outdoor activation of the downtown throughout the winter. The Salem Arts Festival returned as the first community event after the state lifted COVID-19 restrictions, and the weekly Farmers' Market began the season at Bentley School parking lot again to facilitate physical distancing more easily. The City provides partial funding to the Main Streets program through the Community Development Block Grant program, occupies a seat on its steering committee, and works in regular partnership to recruit new businesses to the downtown.

In fiscal year 2021 Salem Main Streets assisted four (4) new, 32 existing, and three (3) prospective businesses, leading to the creation of four (4) new full-time jobs for low- to moderate-income individuals documented.

City of Salem Business Loan Program

The City of Salem seeks 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. There were no applications for financial assistance through the loan program in fiscal year 2021.

In fiscal year 2020, with the onset of the COVID-19 pandemic, the City suspended loan payments for all 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 were scheduled to begin again in November and December 2020. However, with the pandemic still raging and impacting businesses, the City offered a second extension. Two of the four businesses took advantage of it with their payments beginning again in July 2021.

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 was reappointed and will serve a full term until December 2026.

DRB

There were no changes in Board membership in FY 2021.

Administration

There were no changes in administration of the Board in FY 2021.

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 21 Financial Report (Receipts and Expenditures)				
Date	Description	Deposits/Interest	Withdrawals	Balance
	Balance Forward			\$9,874.85
7/31/2020	July Interest	\$0.83		\$9,875.68
8/31/2020	August Interest	\$0.45		\$9,876.13
9/30/2020	September Interest	\$0.40		\$9,876.53
10/31/2020	October Interest	\$0.42		\$9,876.95
11/30/2020	November Interest	\$0.41		\$9,877.36
12/31/2020	December Interest	\$0.42		\$9,877.78
1/31/2021	January Interest	\$0.42		\$9,878.20
2/28/2021	February Interest	\$0.37		\$9,878.57
3/31/2021	March Interest	\$0.42		\$9,878.99
4/16/2021	East Regiment License Agreement Payment	\$1,500.00		\$11,378.99
4/30/2020	April Interest	\$0.44		\$11,379.43
5/24/2021	Historic Courthouse and Crescent Lot Deposit	\$10,000.00		\$21,379.43
5/24/2021	Initial Deposit-Consultant costs for historic courthouse project	\$50,000.00		\$71,379.43
5/31/2021	May Interest	\$1.06		\$71,380.49
6/30/2021	June Interest	\$2.93		\$71,383.42

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	Deposits/Interest	Withdrawals	Balance
	Balance Forward			\$218,963.40
7/31/2020	July Interest	\$18.60		\$218,982.00
8/31/2020	August Interest	\$9.90		\$218,991.90
9/30/2020	September Interest	\$8.99		\$219,000.89
10/31/2020	October Interest	\$9.31		\$219,010.20
11/30/2020	November Interest	\$9.00		\$219,019.20
12/31/2020	December Interest	\$9.30		\$219,028.50

1/31/2021	January Interest	\$9.30		\$219,037.80
2/28/2021	February Interest	\$8.40		\$219,046.20
3/17/2021	Invoice-Easement Appraisal		\$2,000.00	\$217,046.20
3/31/2021	March Interest	\$9.28		\$217,055.48
4/27/2021	Electronic payment-checks for account		\$15.00	\$217,040.48
4/30/2020	April Interest	\$8.92		\$217,049.40
5/14/2021	Salem Main Streets Allocation for Arts Fest		\$4,500.00	\$212,549.40
5/31/2021	May Interest	\$9.15		\$212,558.55
6/30/2021	June Interest	\$8.73		\$212,567.28

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	\$26,997.00	\$25,902.41	\$1,094.59
Preservation Restriction Consultant	\$4,598.00	\$4,598.00	\$0.00
Photographer	\$5,500.00	\$5,500.00	\$0.00
Survey and Subdivision Plan Creation and Recording	\$2,905.00	\$2,905.00	\$0.00
Total	\$40,000.00		