



# FYI SALEM

VOLUME 2, ISSUE 9

JULY 22, 2016

## CONTACT THE MAYOR'S OFFICE:

### Phone:

(978) 619-5600

### Fax:

(978) 744-9327

### Email:

mayor@salem.com

### Web:

salem.com/mayor

### Facebook:

Kim Driscoll

### Twitter:

@MayorDriscoll



## INSIDE THIS ISSUE

Heritage Days	2
New Planning Director	3
Reserved parking spaces	3
Riley Plaza project	4
Winter Island Drive-In	5

## From the Mayor's Desk



It may be summertime, but there is still plenty of activity around the City of Salem. This issue of FYI Salem touches on just a few of the upcoming and important announcements we have to share about special events and City news.

In recent weeks we had the honor and pleasure of welcoming the Hokule'a to the Salem Maritime National Historic Site on Derby Street. The Hokule'a is an ocean-going canoe vessel, built in the tradition of the native peoples of Polynesia. It is in the midst of a global voyage to share the Polynesian and Hawaiian cultures with the world, as well as a message about the importance of protecting our oceans.

Joining me in welcoming the vessel was Salem's new National Park Service Superintendent Paul DePrey. I sat down with Superintendent DePrey to talk about his vision for the Park Service here in Salem and you can hear that conversation by listening to the latest episode of the FYI Salem Podcast at <http://www.salem.com/mayors-office/pages/fyi-salem-podcast> or subscribe to the podcast on iTunes.

In early August we will host the 55th annual Salem Heritage Celebrations. A full schedule of the family-friendly activities and programs that comprise this special week are detailed later in this issue. This annual festival is an opportunity for us to celebrate our community's connections and history in a fun and unique way. I hope you'll check it out!

Also in this issue, read a bit more about our new Director of Planning and Community Development, Tom Daniel. Tom is coming back to Salem, where he had previously been our

economic development planner. There's also more details about the \$50 million project set to begin construction on Riley Plaza this fall.

Lastly, check out the details on the final page about our first ever pop-up drive-in at Winter Island. We'll be projecting the classic film *The Goonies* on the side of the Winter Island hangar the evening of July 28. While tickets for cars are sold out, the screening is free to anyone coming on foot, by bike, or even by boat! The show starts at 8:30pm. This is a pilot screening of what we hope may become a more regular program throughout the summer every year.

There's a lot happening in Salem and I am so excited to share just a bit of it with you in this issue of FYI Salem. Be sure to visit [www.salem.com](http://www.salem.com) to stay up on all the latest news and announcements from the City!

Kim Driscoll  
Mayor, City of Salem

# Salem Heritage Days

The 55th Annual Salem Heritage Days festival will take place from Thursday, August 4 through August 14, 2016.

Heritage Days kicks off at Derby Wharf with a concert by the SqueezeBox Stompers to mark the beginning of Salem's Maritime Festival. The National Park Service is expanding the Maritime Festival to span over three days this year, filled with entertainment, children's activities, demonstrations, harbor cruises, and tours of visiting vessels.



The 2016 Heritage Days schedule is packed with more than forty different events over ten days, as well as opportunities for Salem residents to visit many downtown museum and attractions free of charge, and discounts on the Salem Ferry and tours to the Bakers Island Lighthouse.

"I want to thank all of the organizations involved in putting together all of these events," said Mayor Driscoll. "Our community is extremely fortunate to have so many dedicated groups helping to ensure the continuance of Salem's vibrant and fun annual Heritage Days celebration."

There are six new events this year. They include free performances by traditional English Morris dancers, a performance of the musical *Godspell*, and Salsa on the South River. Also new is the first Salem City Hall Open House, the first annual Splash & Dash competition for youngsters and, for seniors, a Charlie Card and Sheriff's Photo ID program along with the GO4LIFE event and a lecture by Jim McAllister. Heritage Days also marks the return of the popular Witches Cup Bike Race around Salem Common.



The schedule also includes all the regular favorites, as well: Tour-A-Truck, Salem's Best Pizza Contest, the Salem Community Concert Band, the Ice Scream Bowl, Kids Night on the Common, the Essex Street Fair, the 14<sup>th</sup> Annual Phillips House Antique Car Meet, and more.

A complete schedule for Heritage Days is available at [www.salem.com](http://www.salem.com).

Photos courtesy of Creative Salem/[www.creativesalem.com](http://www.creativesalem.com)



# New Planning Director

Tom Daniel has been appointed to serve as the City's new Director of Planning and Community Development. Tom returns to the City of Salem having previously served as the economic development planner in the Department from 2007 to 2013, when he left to take the position of Director of the Community Development Department for the City of Gloucester.

In Gloucester Tom managed a 12-person department responsible for the planning, economic development, housing, and conservation functions of the City. Prior to his time in Salem, Tom served as economic development manager for the City of Minneapolis.

During his previous tenure in Salem, Tom was instrumental in several important planning efforts, including the downtown market study and action plan, the comprehensive parking plan, and the beginning phases of the public art master plan, among others. As the

City's economic development planner he played a key role in downtown Salem's resurgence as an active center for retail, dining, and cultural attractions.

Tom is a member of the American Institute of Certified Planners and is certified in housing development and economic development financing by the National Development Council. He holds a Master's degree in Urban and Regional Planning from the University of Minnesota.

"Tom is someone who will truly hit the ground running in this critical role," said Mayor Driscoll. "He is familiar with our City, our neighborhoods, and our values. Before he left for Gloucester, Tom led numerous planning efforts here in Salem. The growth of our commercial sector, from innovative small businesses to restaurants to larger companies, is thanks in large part to his work in the department previously. Since then his expertise and experience



has only grown and broadened even further. I am excited to welcome Tom back to Salem in this important role."

"I am thrilled to be rejoining the City of Salem as the Director of Planning and Community Development," said Tom. "Salem is a community rich in so many ways. I look forward to working with Mayor Driscoll and the community to help the city continue to move forward."

## Reserved Parking Spaces

Applications are now available for those interested in applying for a reserved parking space in either the Museum Place garage or South Harbor garage. There are 30 spaces available in the Museum Place garage and 20 available in the South Harbor garage. Spaces are \$1,500 per year in both garages.

Those who currently have a reserved parking space that expires August 31, 2016 in either garage and would like to seek another reserved space for September 1, 2016 must still apply. Current reserved space permits do not carry over automatically. There is no

guarantee or preference for current reserved space permit holders.

Applications are due back to the City by noon on August 15. There is a limit of one application per person and only one space will be available per application. If there are more applications than available spaces in either garage, the City will hold a lottery to randomly draw the successful applicants. The lottery, if necessary, will be held at noon on August 18 at City Hall in the City Council chambers. Those who receive a space must make payment and sign the reserved space agreement by August 31 in order to receive their permit.

Reserved space permits are good through August 31, 2017. Applications are available at <http://www.salem.com/collectors-office/pages/downloadable-forms> and in the Collector's Office at 93 Washington Street in Salem.



# Riley Plaza Project



The \$50 million private development of a 178,000 square foot mixed use project in the heart of downtown Salem is advancing as important milestones have recently been achieved. The land disposition agreement between the City of Salem and Dodge Area LLC for the purchase of the City Parking lot on Riley Plaza that will be incorporated into the project was signed. Dodge Area LLC has reached agreement with a hotel developer for the hospitality portion of the project. Significant progress has been made toward completion of the on the ongoing utility relocation work at the site.

The project covers approximately 1.5 acres, one acre of land owned by Dodge Area LLC and a half-acre 38 space City-owned parking lot in Riley Plaza. The Mayor and Dodge Area LLC signed the Land Disposition Agreement to sell the City parcel to Dodge Area LLC. The closing on this transaction will take place in October. Dodge Area LLC will pay \$275,000 for the city-owned parcel and will maintain at least 38 publicly available parking spaces in its new development. The funds that the City will receive for the land will be reinvested in Salem's downtown, paying for the infrastructure improvements on Essex St. from North St. to Washington St. and in Town House Square later this year.

The project comprises the city block between Dodge St., Washington St., and Dodge St. Court. The pro-

Dodge Area confirmed that it has signed an agreement this week with an affiliate of Maine Course Hospitality Group to be the owner and operator for the hotel portion of the project. The hotel, which is expected to be a 110-room Hampton Inn, is estimated to generate almost \$200,000 in new hotel occupancy tax revenues for the City. This is in addition to the estimated \$300,000 in new annual property tax receipts that are projected to be generated from the development.

Visible progress is being made on the site. A \$2.5 million MassWorks grant from the Commonwealth is funding a City-managed effort to relocate public utility infrastructure in the parking lot and realign the Dodge St./Washington St. intersection. This work will make the intersection safer and more accessible. Dodge Area LLC has been conducting remediation work in preparation of demolishing the existing structures on the property in a late July to early August timeframe.

Dodge Area LLC's development consultant, RCG LLC, indicates that it expects to file final plans with the Salem Redevelopment Authority and Design Review Board in the coming weeks. Following the completion of demolition and utility relocation work and final SRA approval, construction of the new buildings is anticipated to begin this fall. Construction is expected to last about 18-24 months.

"We've now reached a number of significant milestones in the forward progress of this major project," said Salem Mayor Kim Driscoll. "We are excited, not only to grow our commercial tax base and create hundreds of new local jobs, but for the historic opportunity this project presents to expand our downtown in new directions – both literally and figuratively. With a street-front retail and hospitality complex on Dodge Street, the footprint of our downtown is poised to grow and become even more vibrant."

"The entire project team is excited to get this project out-of-the ground in the near future," reported RCG LLC Managing Principal Matt Picarsic. "Everyone has been working on the project for years, and we believe these new buildings will bring new life to this neighborhood."



Ward 5 Salem City Councillor Josh Turiel, State Senator Joan Lovely, and former Secretary of Economic Development Greg Bialecki joined Mayor Driscoll in October 2014 when the \$2.5 million MassWorks grant award was announced.

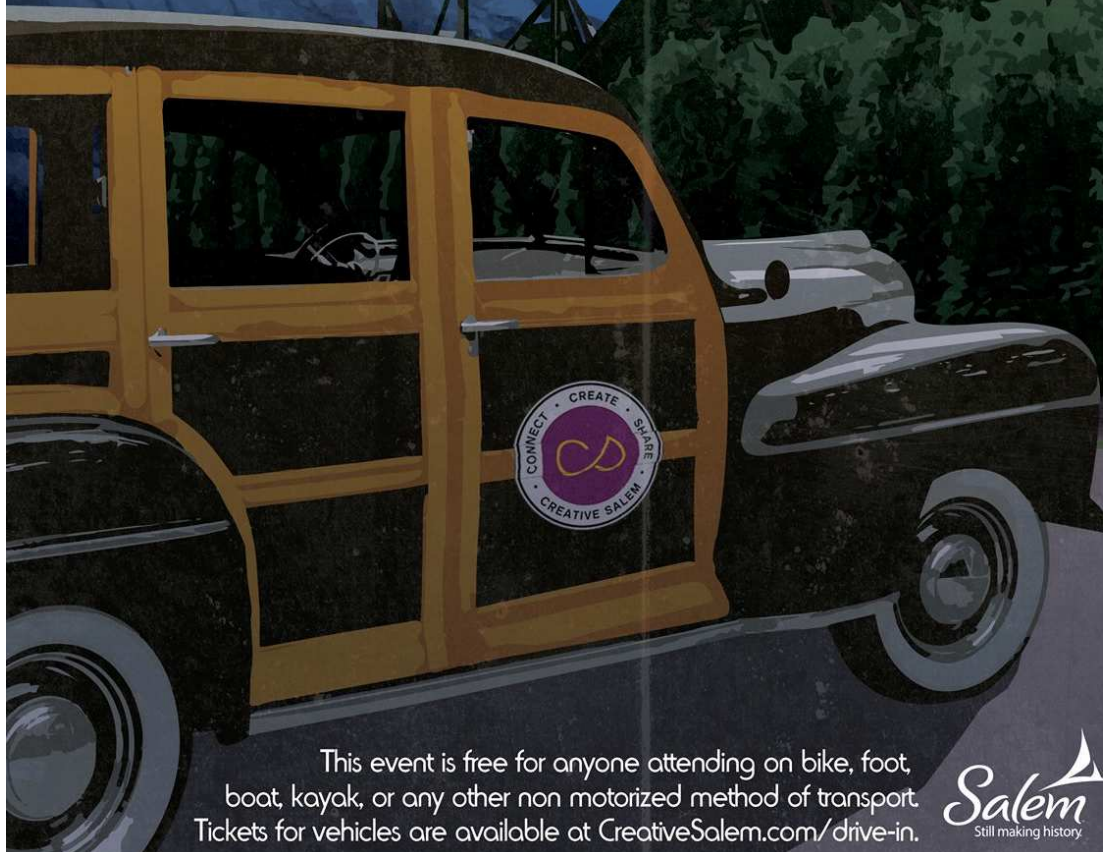


*Salem's First Ever*

# POP-UP 'DRIVE IN'

*at Winter Island*

Thursday, July 28  
Winter Island  
8:30pm



This event is free for anyone attending on bike, foot, boat, kayak, or any other non motorized method of transport. Tickets for vehicles are available at [CreativeSalem.com/drive-in](http://CreativeSalem.com/drive-in).

*Salem*  
Still making history

**FIGSBURRY**  
CREATIVE GROUP