



Point Neighborhood Public Meeting

Smart Growth Zoning in the Point Neighborhood

Tuesday, December 1, 2015
6:00 – 8:00 pm

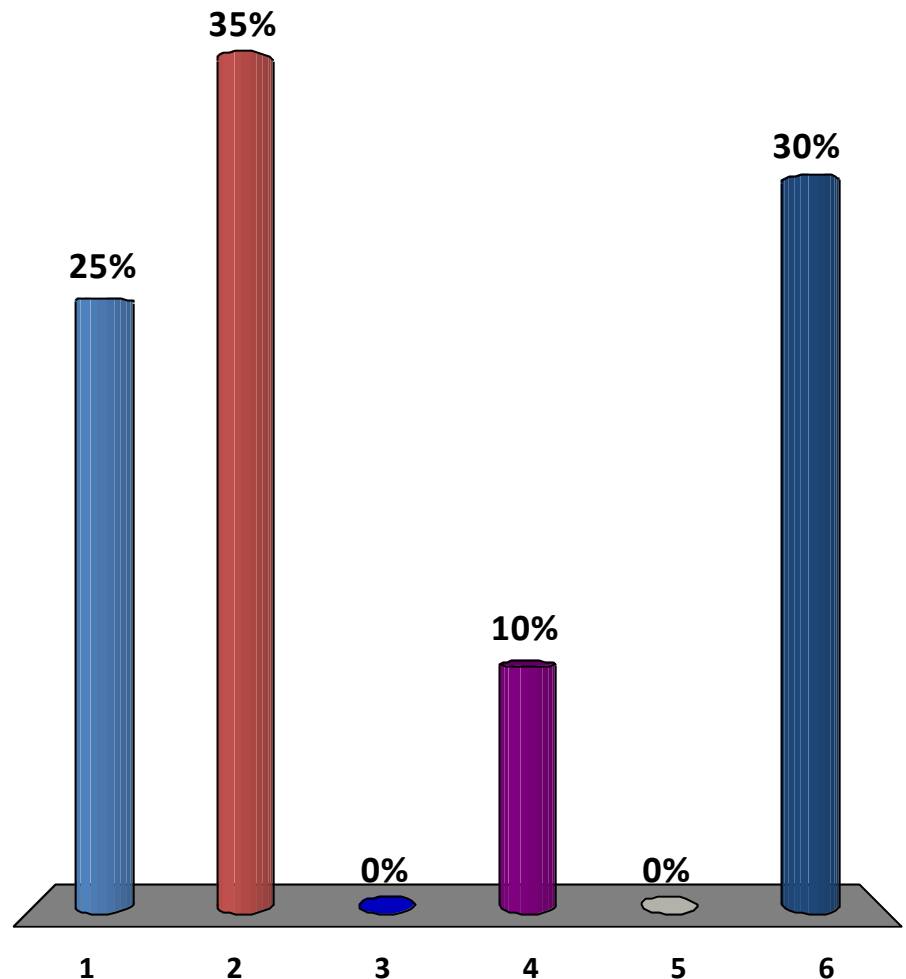


Agenda |

- 6:00 – 6:25 pm: Dinner, Open House and Networking
- 6:25 – 6:30 pm: Welcome and Overview
- 6:30 – 6:50 pm: Presentation/Q&A
- 6:50 – 7:00 pm: 40R boundary
- 7:00 – 7:50 pm: Map Exercise Stations
- 7:50 – 8:00 pm: Report-Outs

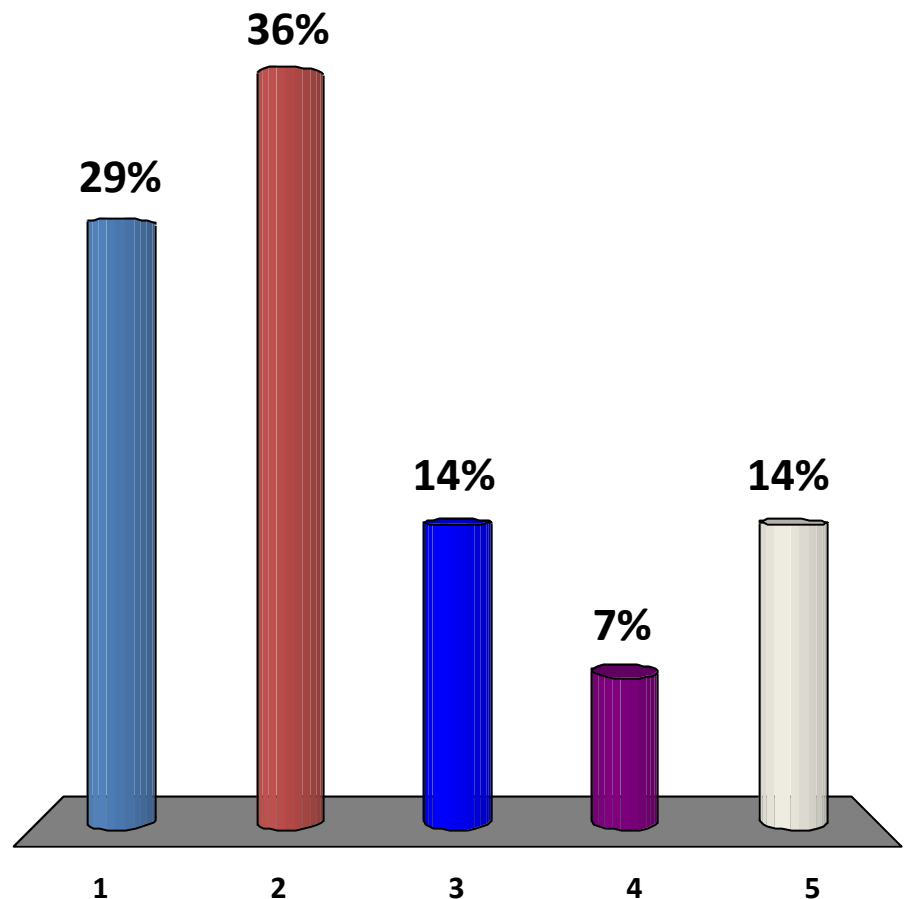
My connection to the Point Neighborhood is:

1. I live here
2. I work here
3. I own a business
4. I live and work here
5. I live and own a business here
6. Other



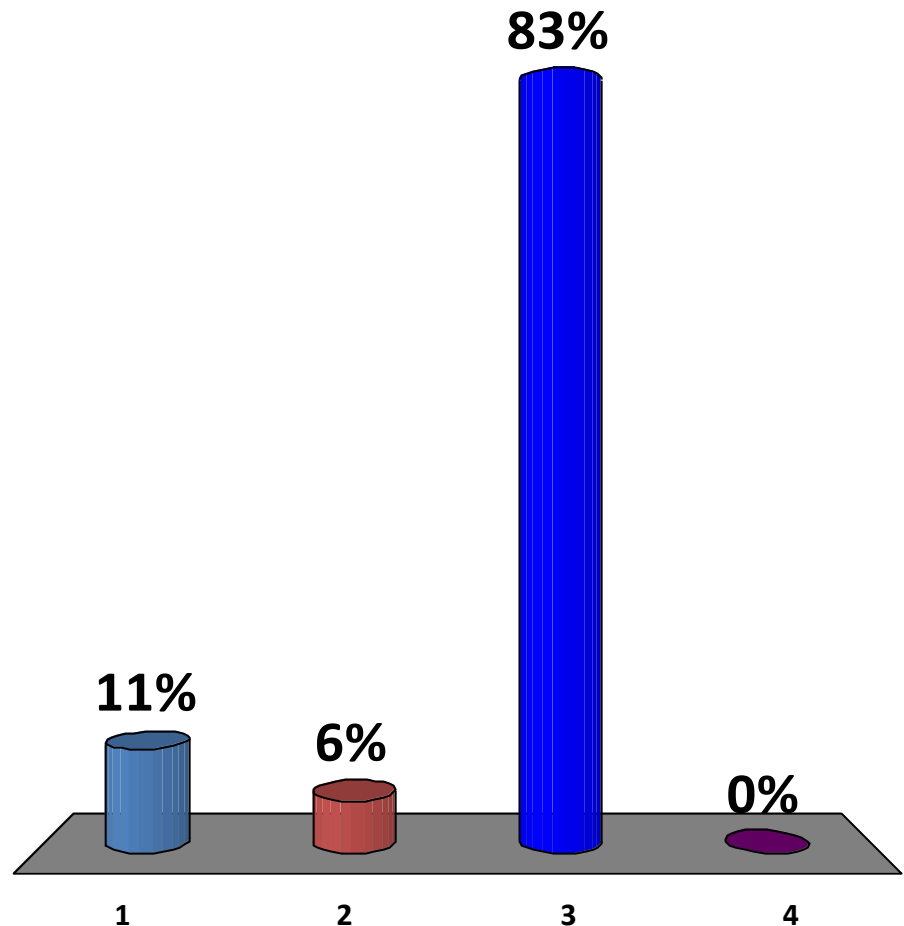
How long have you lived/worked in the Point Neighborhood?

1. Less than 1 year
2. Between 1 and 5 years
3. Between 6 and 10 years
4. Between 10 and 20 years
5. More than 20 years



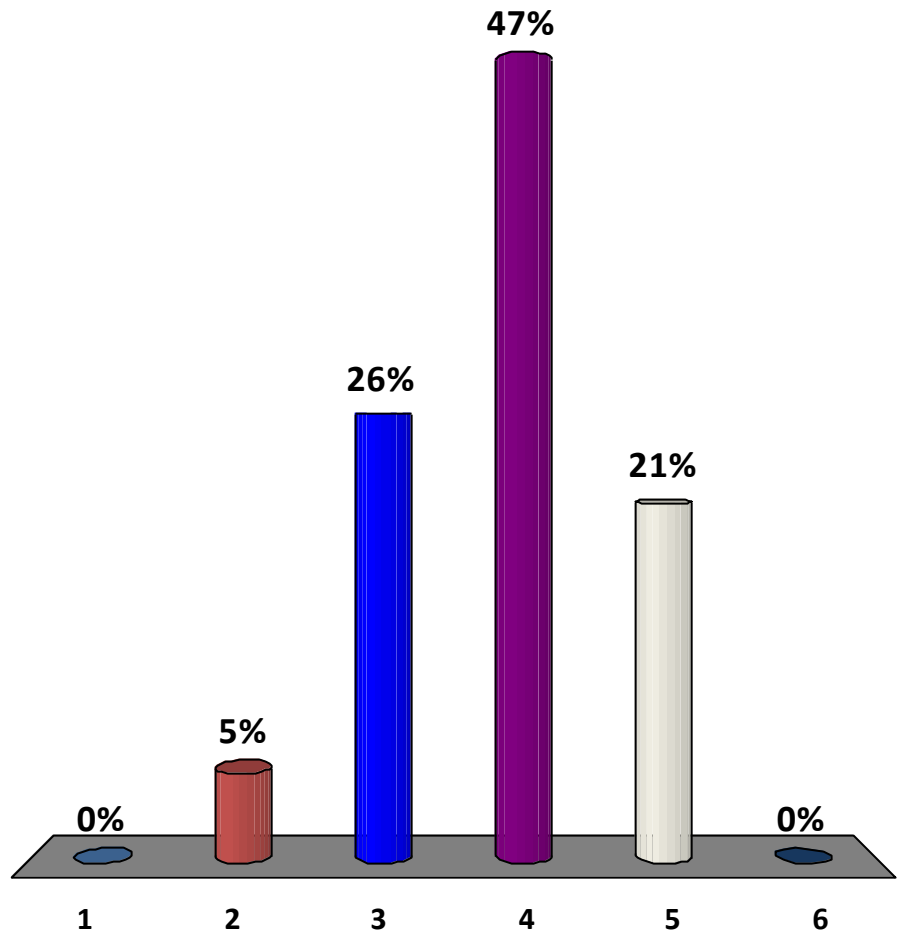
New housing development in the Point Neighborhood should be:

1. All affordable
2. All market rate
3. A mix of affordable and market rate
4. Not sure/other



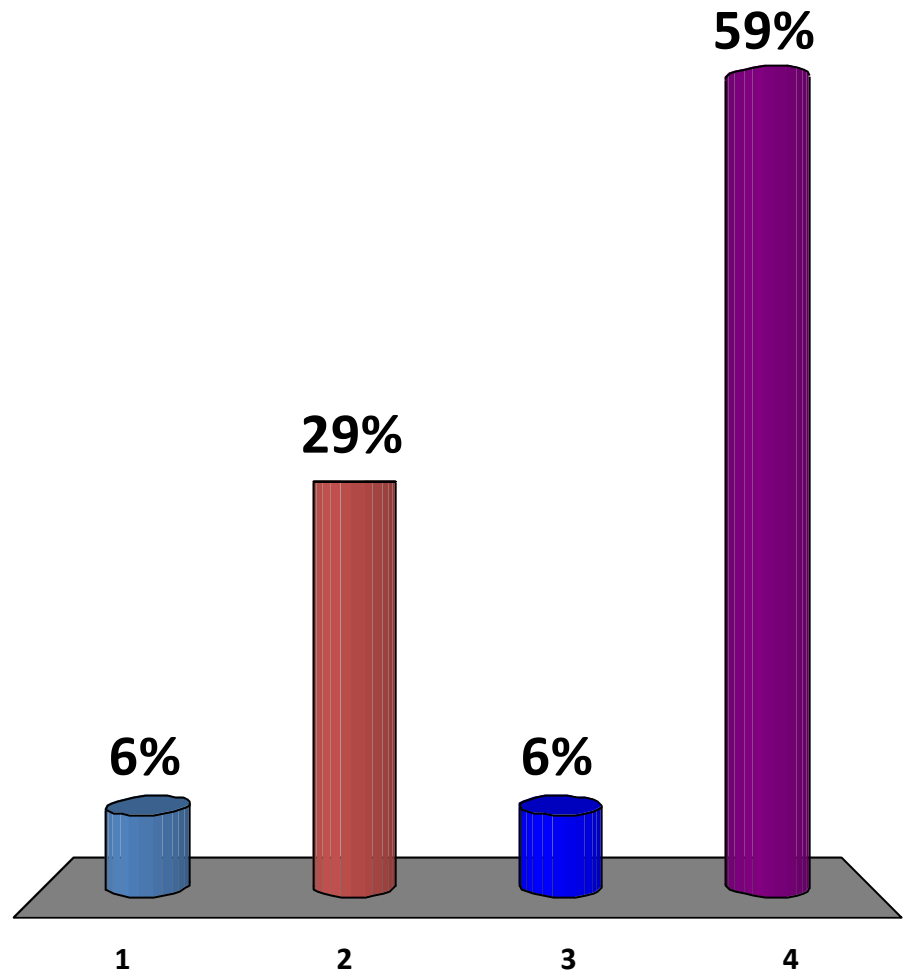
What is your opinion about the quality of housing in the Point Neighborhood?

1. Very good
2. Good
3. Average
4. Fair
5. Poor
6. Not sure



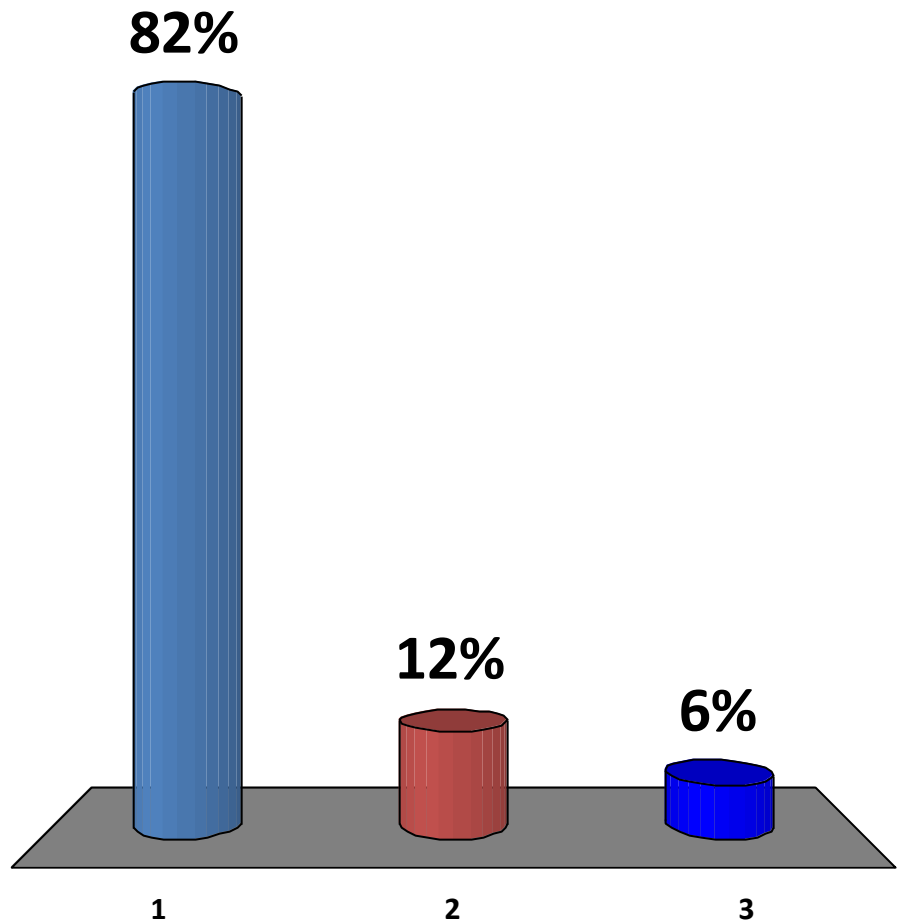
If you live in the Point Neighborhood, do you do most of your daily or weekly shopping in the neighborhood?

1. Yes
2. No
3. Not sure
4. Not applicable



Would you like to be able to live within walking distance of more shopping options?

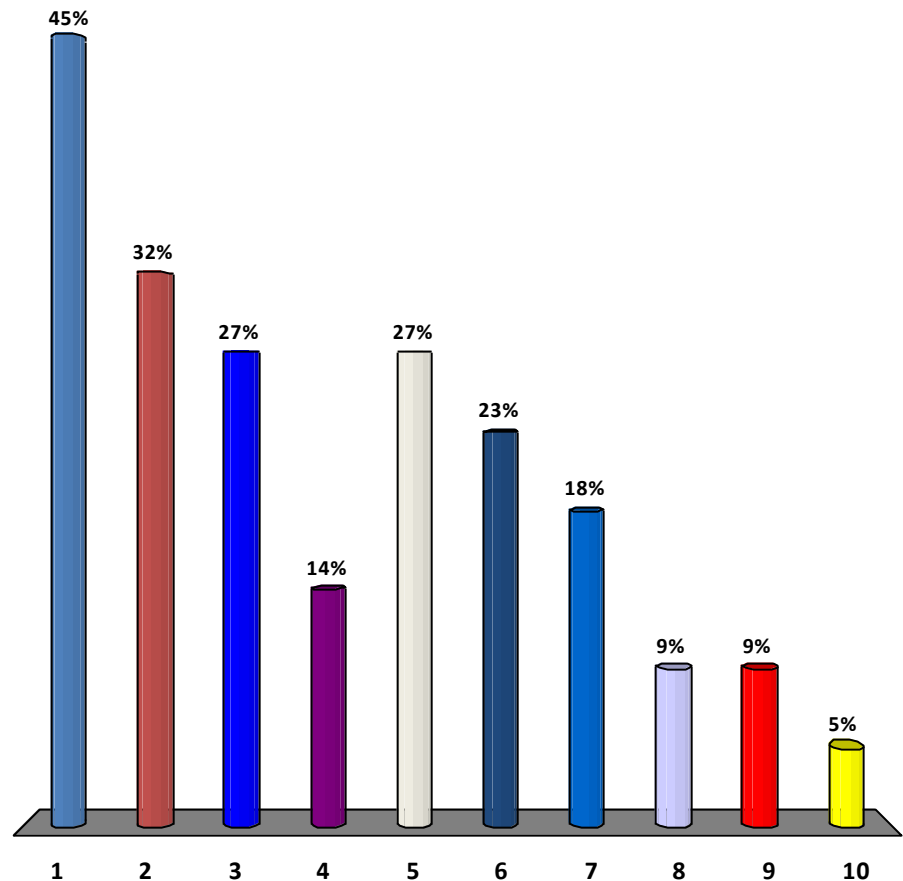
1. Yes
2. No
3. Do not care



What types of retail businesses would you like to see in the Point Neighborhood?

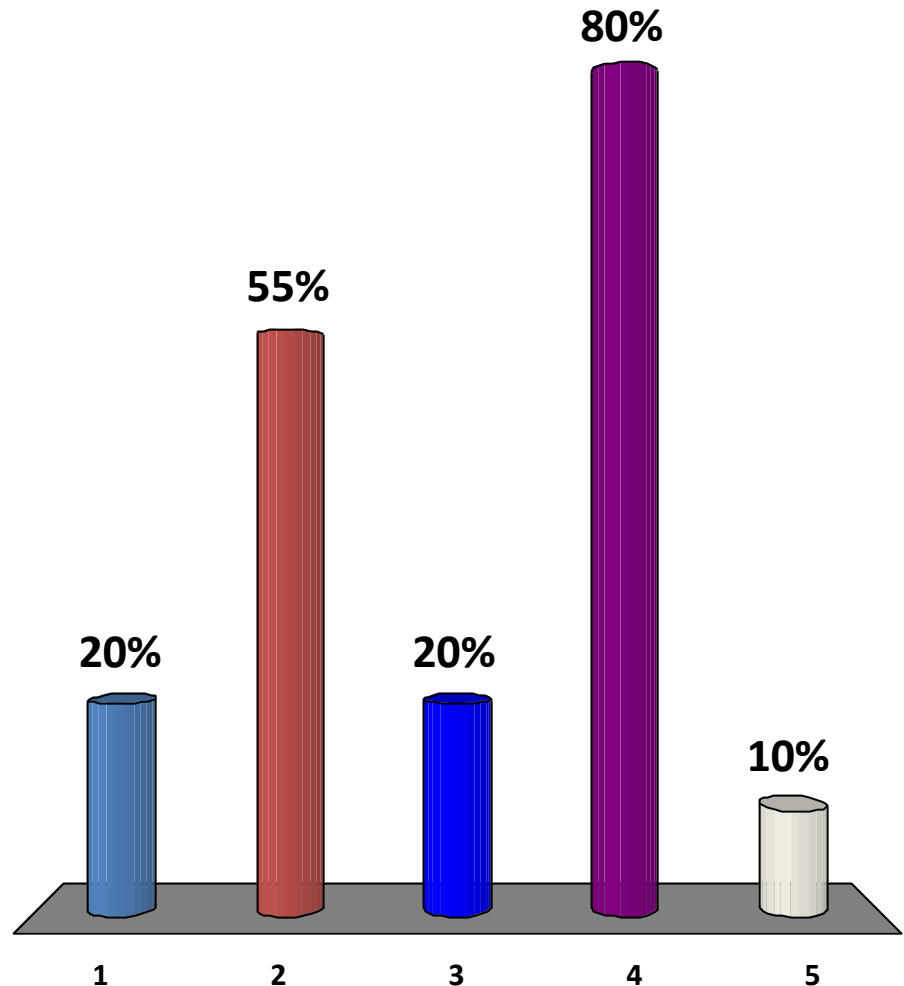
Pick up to 3 choices.

1. Grocery stores
2. Full service restaurants
3. Limited service restaurants
4. Drug stores
5. Personal services
6. Clothing/shoes
7. Home goods
8. Office supplies
9. Auto related uses
10. Not sure/other



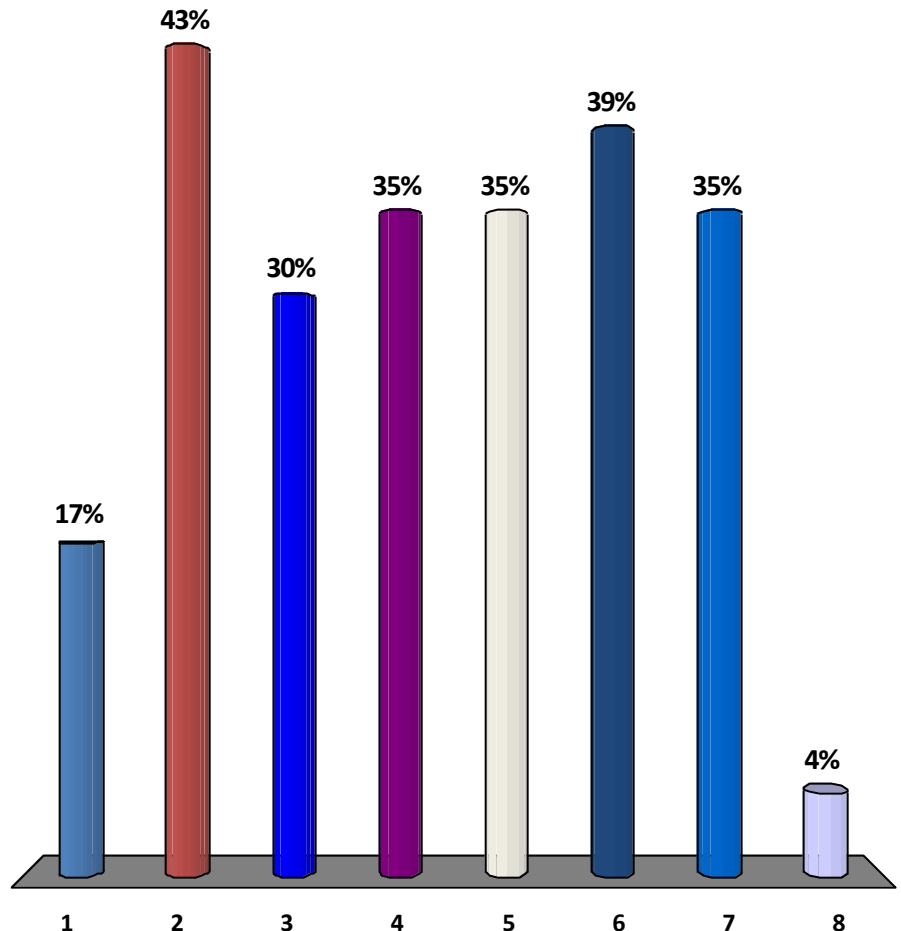
What types of office businesses would you like to see in the Point Neighborhood? Pick up to 2 choices.

1. Banking
2. Professional or business offices
3. Medical or dental clinics
4. Educational uses
5. Other



What types of social services should be available in the Point Neighborhood? Pick up to 3 choices.

1. Free tax preparation
2. English-or Spanish language courses
3. Financial literacy counseling
4. First-time homebuyer counseling
5. Business/entrepreneur training
6. High school equivalency training
7. Computer training
8. Not sure/other



Prior Planning Efforts | Summary

- 2012 - Point Vision & Action Plan formation, public process, engagement
- 2013 - Point Vision & Action Plan finalized
- 2014 - Commercial Corridor Revitalization Plan
- 2014 - Point Neighborhood National Historic District designated
- 2015 - SmartGrowth District planning
- 2016 - SmartGrowth District approved (est.)

Prior Planning Efforts | Vision and Action Plan, 2013

Focused on six action areas:

1. Safety and security
2. Neighborhood pride and civic engagement
3. Job training and placement
4. Environment, open space and recreation
5. **Housing and economic development**
6. Infrastructure

Creating a Vision, Strengthening a Community: **A Vision and Action Plan for the Point Neighborhood in Salem 2013 – 2020**

August 2013

A collaboration between the City of Salem, the people who live, work and play in the Point neighborhood, the North Shore Community Development Coalition (NSCDC), and the Metropolitan Area Planning Council (MAPC)



Prepared for the City of Salem, Massachusetts

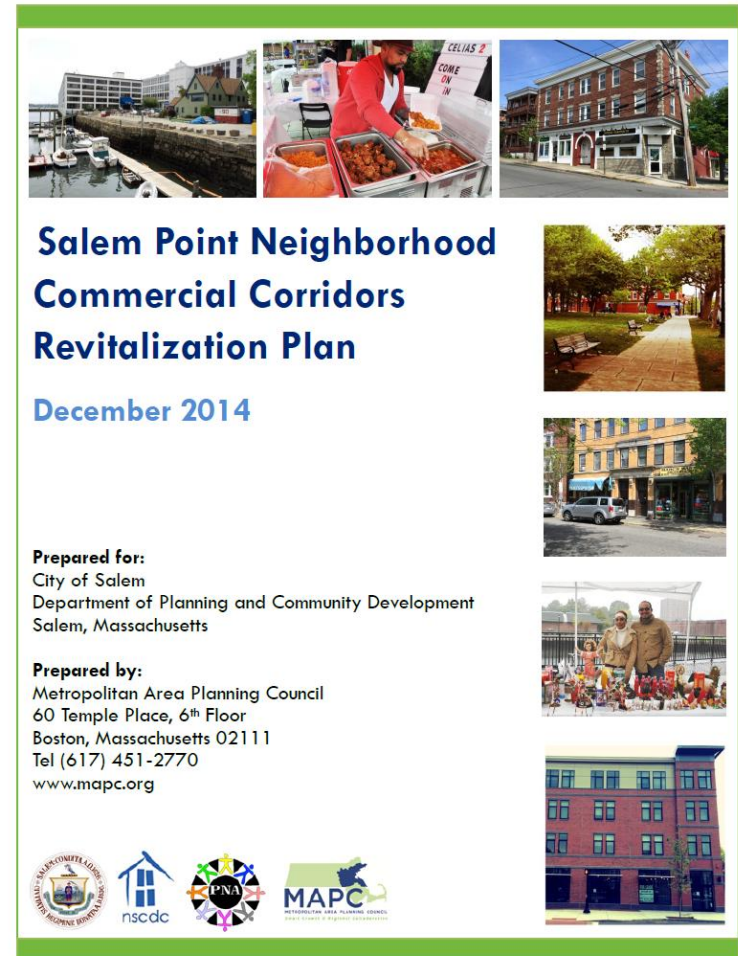
Technical assistance provided by the Metropolitan Area Planning Council (MAPC)

Funded by the Metro Boston Consortium for Sustainable Communities



Prior Planning Efforts | Commercial Corridors Revitalization Plan, 2014

- Identifies redevelopment opportunity areas
- 700-1,300 potential new dwelling units
- 107,300-463,700 sf. potential new commercial space



Prior Planning Efforts | Commercial Corridors Revitalization Plan, 2014

Goals:

1. Enhance visual character, streetscape, connectivity between primary commercial corridors and rest of downtown.
2. Support commercial and housing diversity.*
3. Market/publicize neighborhood as a destination for ethnic restaurants in the North Shore.
4. Strengthen and diversify local workforce and businesses.
5. Increase housing options through multifamily development affordable to different incomes and accessible to different household types.*

*** Implementation strategy for these goals includes adoption of a 40R Smart Growth Overlay District.**

Prior Planning Efforts | Commercial Corridors Revitalization Plan, 2014

65-67 Congress Street
(42 units/acre)



Current



Potential

Prior Planning Efforts | Commercial Corridors Revitalization Plan, 2014

84 Congress Street (41 units/acre)



Current



Potential

Preliminary Sketches | 34 Peabody Street

- 108 units/acre



Preliminary Sketches | 47 Leavitt Street

- Mixed-use
- 52 units/acre
- 13,000 sf of commercial space



Preliminary Sketches | 78 Congress Street

Current



Potential



40R Zoning | What is 40R?

- MA law encouraging denser residential or mixed-use growth in designated area
 - Projects can combine residential with commercial, civic, institutional, or other complementary uses
- At least 20% affordable housing component
- Communities eligible for incentive payments for every new home built

40R Zoning | Smart Growth

- Land development that:
 - creates a range of housing opportunities,
 - emphasizes mixing land uses,
 - concentrates development,
 - supports existing communities,
 - provides for transportation choices,
 - streamlines the permitting process,
 - involves stakeholder collaboration, and
 - supports open space and resource preservation

40R Zoning | Zoning Provisions to Include

- Zoning district boundary
- Density
 - At least 8 units/acre for single-family homes
 - At least 12 units/acre for 2 & 3 family homes
 - At least 20 units/acre for multi-family
- Design Guidelines
- Affordable housing (at least 20%)

40R Zoning | Process

- Public hearing
- Submission to DHCD
- Letter of Eligibility from DHCD
- City Council adoption
- Final DHCD approval

40R Zoning | Proposed District – Option 1



40R Zoning | Proposed District – Option 2



40R Zoning | Proposed District – Option 3



Point Neighborhood 40R Zoning Options



Breakout Groups | Map Exercise

- Maps show priority development parcels from Corridor Plan
- Groups will meet to discuss land use options for priority development sites
- Use colored dots on map
- Use comment sheets for additional notes

Map Exercise | Priority Development Sites



Next Steps |

- Prepare summary of tonight's meeting
- Review existing zoning
- Draft 40R Smart Growth Overlay zoning
- Second public meeting (March 2016)
- Adoption by Planning Board and City Council
- Approval by Dep't. of Housing and Community Development