

# Salem Artists' Row URBAN DESIGN & PLANNING FRAMEWORK

## Public Meeting #2 Draft Recommendations

August 13, 2015



# INTRODUCTION

## Agenda

- Review: What's Happening in Artists' Row Today
- Recommendations: Design and Programming
  - Character and identity
  - Uses: on-site and complementary uses
  - Booths and buildings
  - Open space and landscape
  - Seasonality and facilities
  - Daytime/nighttime
  - Safety and security
  - Special events
- Capital Improvements and Operations
  - Improvements and Investments
  - Stewardship and Responsibilities
- Next Steps







# INTRODUCTION

## Existing Conditions, Looking West



# Review of the Public Meeting

**SURVEY**  
on the future of

## artists' row SALEM

Thank you for participating in the June 16, 2015 public workshop for the future of Artists' Row! If possible, please turn in this card at tonight's meeting. Or you can drop it off by Friday June 19<sup>th</sup> to the Planning Department, 120 Washington Street, 3<sup>rd</sup> floor.

**ABOUT YOU**  
I'm a (check all that apply):

- Resident
- Artist
- Craftsperson/maker
- Business owner

I live in:

- Salem
- Surrounding Community


I visit Artists' Row:

- Weekly
- Monthly
- Every few months
- Once a year or less

I purchase something in Artists' Row:

- Weekly
- Monthly
- Every few months
- Once a year or less

**COMMENTS**  
What is your #1 priority for Artists' Row?  
What should Artists' Row be if money and land were no object?



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**CHARACTER AND IDENTITY**

- Artists' Row should be a unique destination in Salem, distinct from its surroundings
- Artists' Row should be an extension of the downtown shopping district

**OPERATING SEASON**

- Keep the season as-is (May to November)
- Lengthen the season to include December
- Make Artists' Row a year-round destination

**TYPE OF STRUCTURES**

- Transform the existing selling space with well designed temporary structures
- Design or improve existing structures for permanent, year-round use with a distinctive quality and character of design
- Design the space to accommodate a mix of permanent and temporary structures, including booths

**OCCUPANTS**  
The spaces in Artists' Row should be primarily intended for Artists/Craftspeople to:

- Sell their wares
- Make their wares
- Make and sell their wares

**RENTS**  
Artists' Row spaces are currently free for chosen applicants. I would support charging rent in exchange for better maintenance of the grounds and buildings.

- Agree
- Disagree
- Depends on the rent cost

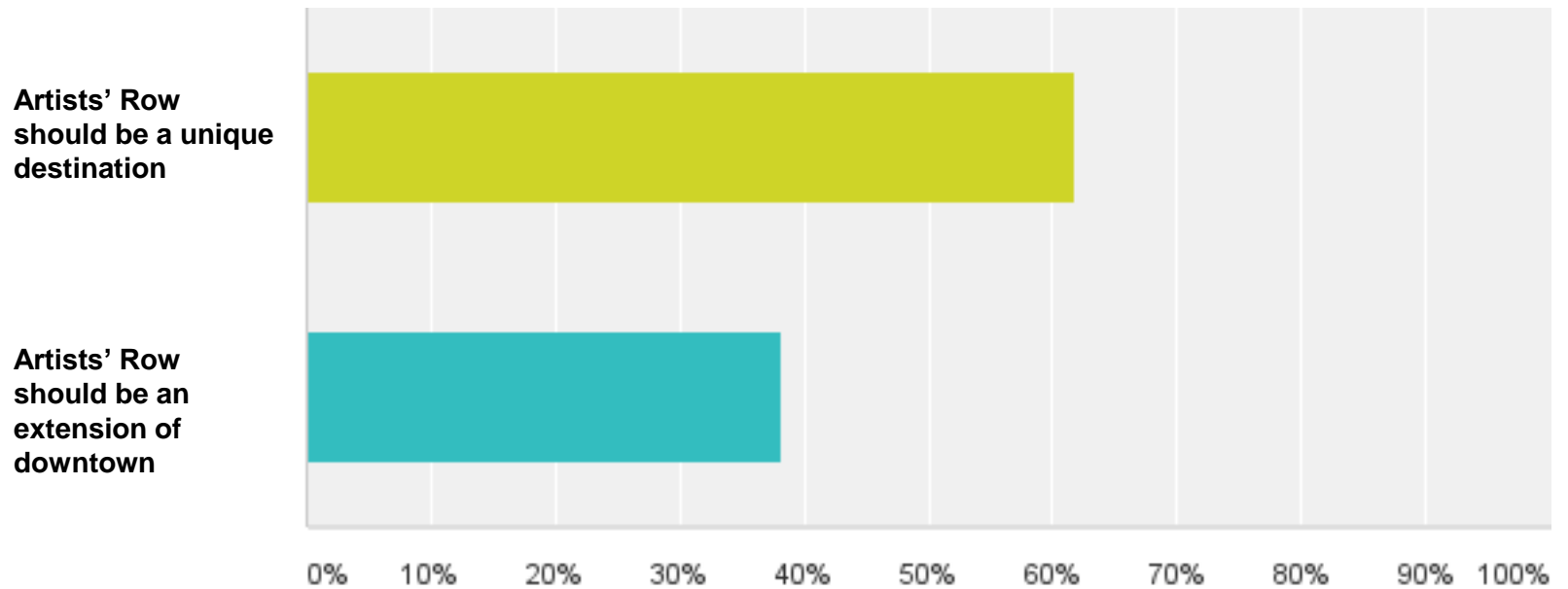
**ARTISTS' ROW ADDS VALUE TO SALEM**

- Agree
- Disagree



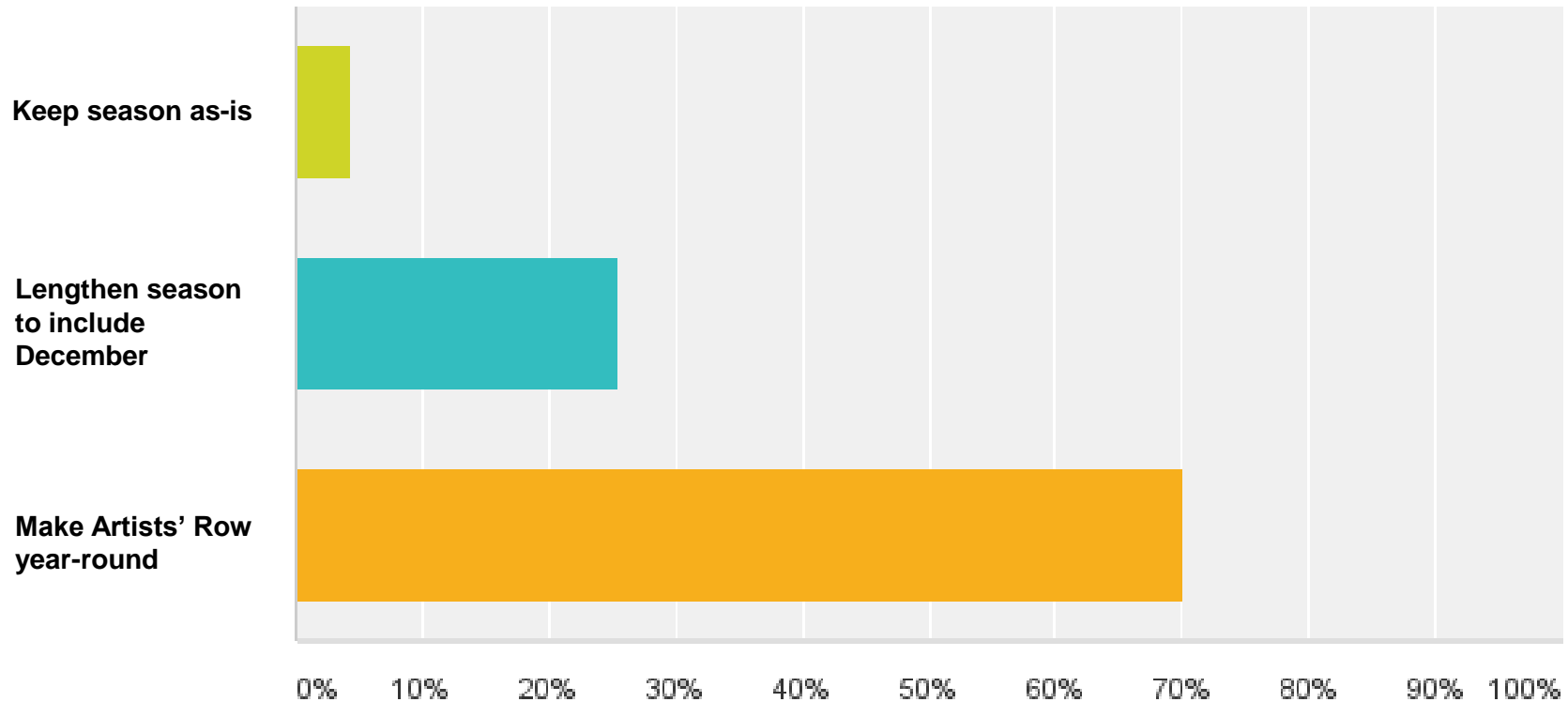
# REVIEW

## Survey Responses: Character and Identity



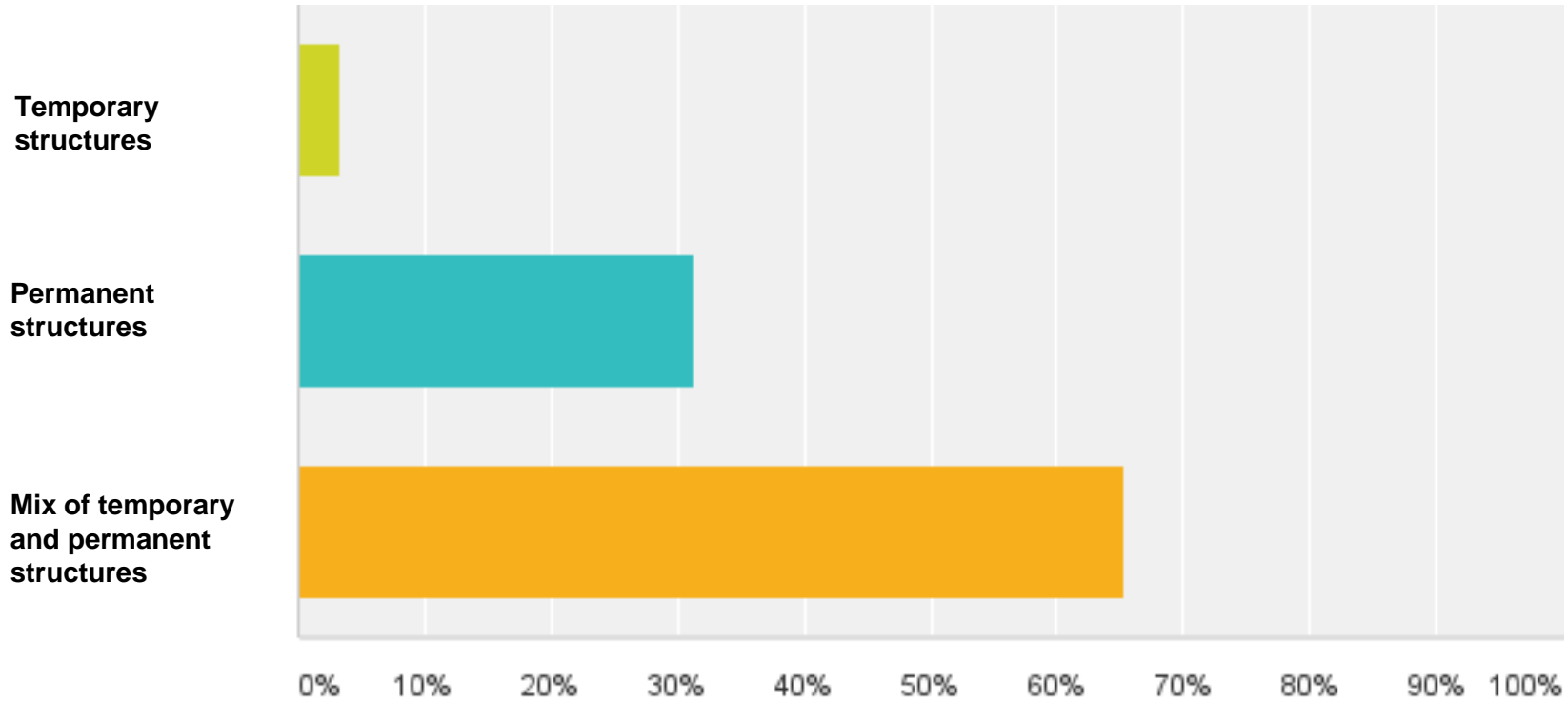
# REVIEW

## Survey Responses: Season



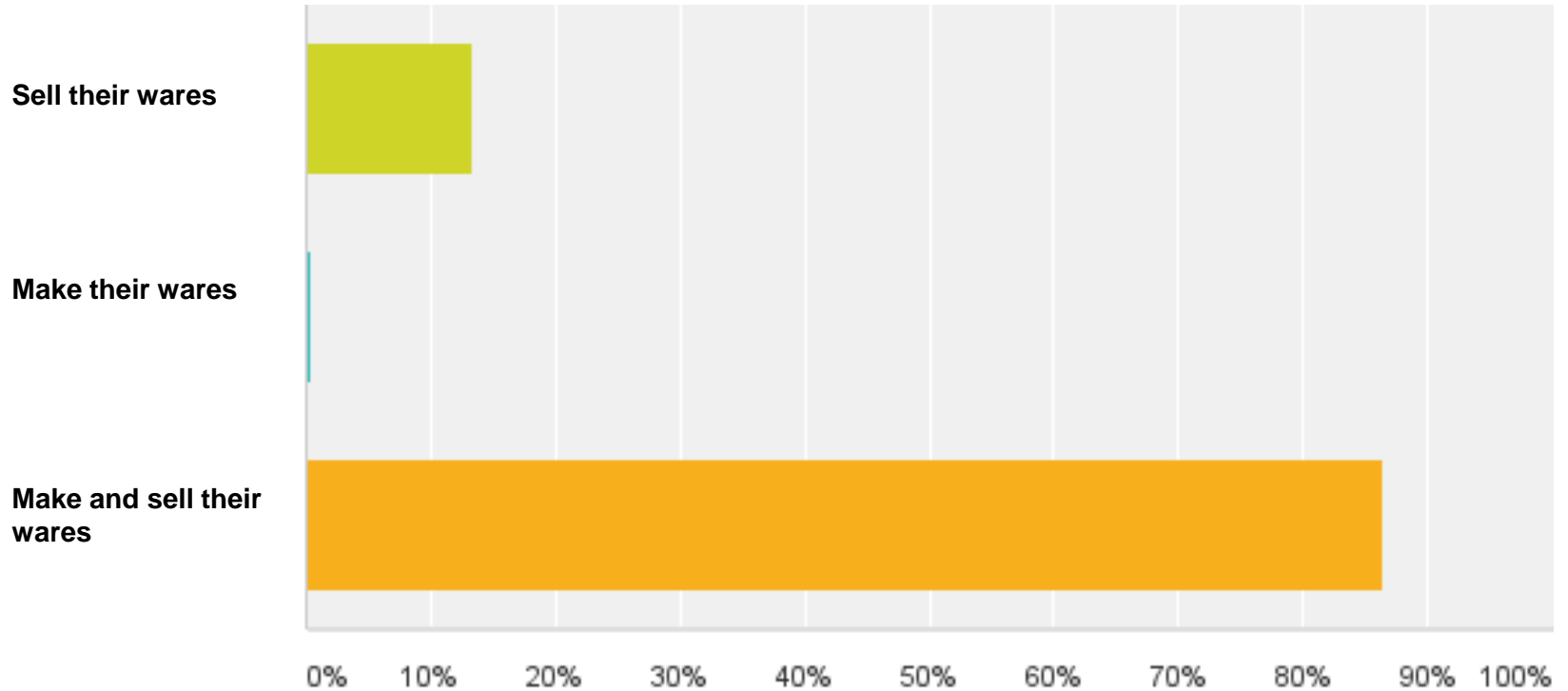


# Survey Responses: Types of Structures

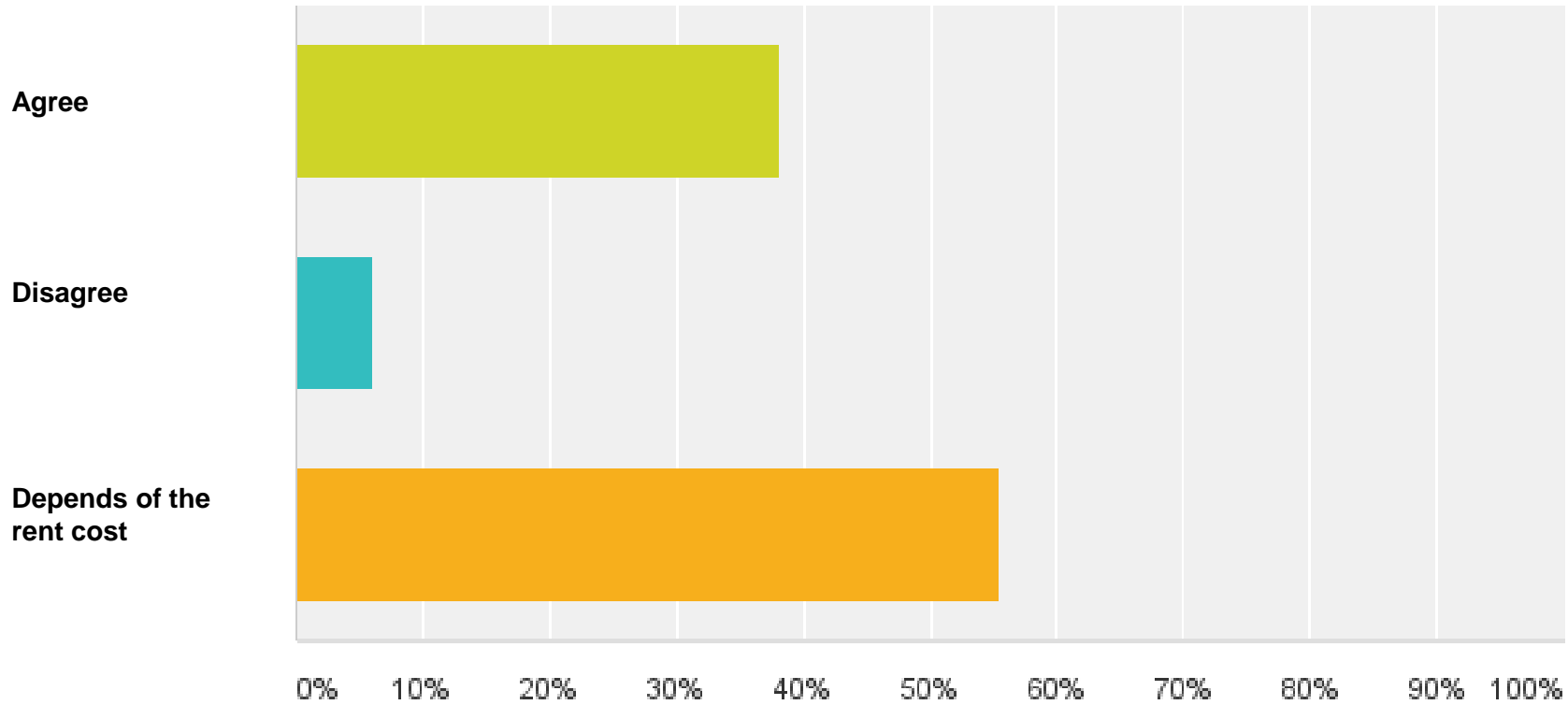


## REVIEW

# Survey Responses: Spaces should be primarily for artists/craftspeople to:



# Survey Responses: Supportive of Charging Rent





# Recommendations: Design and Programming



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## Character and Identity

Destination – Artists' Row should be designed, programmed and marketed as a distinctive destination within Downtown Salem.

*The tenants, artists, crafts, events should be from Salem and the surrounding region and should be excellent and exceptional - providing a front porch for outstanding and unusual goods, activities, food and experiences.*

- *Provide uses and activities that will directly appeal to local and regional residents and draw tourists because of its genuine identity*
- *Base the selection of tenants and events, in part, on their contribution to Artists' Row as a destination that is out of the ordinary.*
- *Use the thematic idea of the Arts to consistently inform the public relations, marketing, branding and design*
- *Measure success by surveying visitors*



## Character and Identity

Destination – Artists’ Row should be designed, programmed and marketed as a distinctive destination within Downtown Salem.

*The design composition must be strong, emblematic and attractive - clearly different from the surroundings. The spaces should have clear entrances and some landmark features.*

- *Improve and redevelop the architecture to be a unifying, thematic aspect of Artists’ Row*
- *Add unifying lighting*
- *Provide consistent wayfinding signage integrated with other signage and wayfinding for the entire Downtown*
- *Add lit entrance markers with the name/logo with a directory and event notices in the form of compact “kiosks” in appropriate locations.*





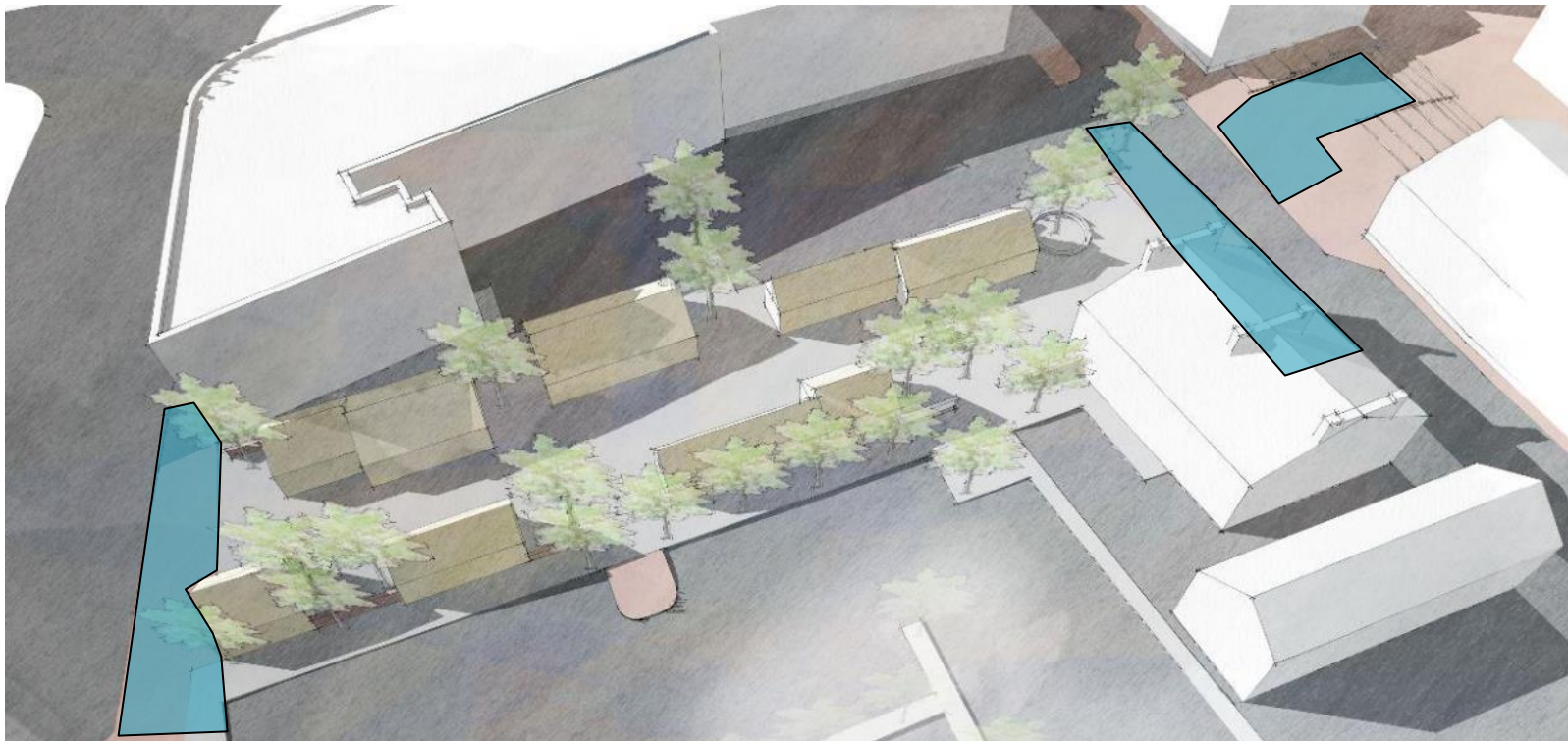
## Character and Identity

- *Add lit entrance markers with the name/logo with a directory and event notices in the form of compact “kiosks” in appropriate locations.*



## Character and Identity

- *Extend the limits of Artists' Row so that it wraps around the sidewalk corners and encompasses the Square across Front Street*





# RECOMMENDATIONS: DESIGN AND PROGRAMMING

## Connections





## Uses: On-Site Uses

Provide a specific range of uses within booths and for special events that reasonably fit within the space available and, except for limited restaurant and food service, are composed entirely of arts and craft components.

- *Combine the concept of goods for sale, demonstrations and active fabrication to the greatest extent practical*
- *Expand the number and range of both booths and designated spaces for temporary installations, demonstration, and vendors*
- *Remove the restrooms and replace them with additional booths and vendors*

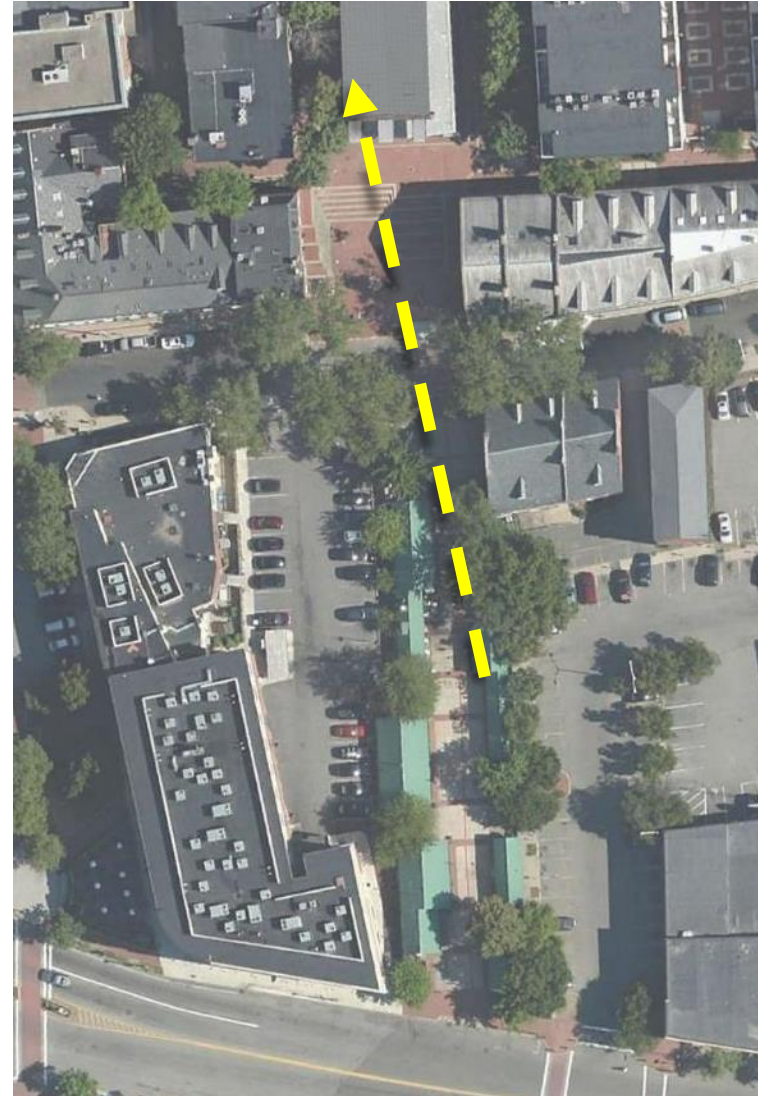
## Uses: On-Site Uses

Provide a specific range of uses within booths and for special events that reasonably fit within the space available and, except for limited restaurant and food service, are composed entirely of arts and craft components.

- *Combine the concept of goods for sale, demonstrations and active fabrication to the greatest extent practical*
- *Expand the number and range of both booths and designated spaces for temporary installations, demonstration, and vendors*
- *Remove the restrooms and replace them with additional booths and vendors*

## Uses: On-Site Uses

- *Improve the restrooms in Old Town Hall and create a high quality, well-maintained facility*
- *Provide for capital, maintenance and operational funding from a coalition of participating landowners, merchants and stakeholders*
- *Employ mechanisms like a business improvement district or other methods to assemble the funding*





### **Uses: Off-Site Uses**

Artists' Row cannot practically serve as the center or contain all of the dimensions of the local and regional art and artist community and their needs. Artists' Row should be part of a growing and connected network of complementary uses. Future plans and initiatives should expand an arts-oriented district in portions of the City including:

- Maker spaces and arts incubators
- Live/work housing for artists and craftspeople
- Arts education and collaborative workshop businesses and spaces
- Gallery and exposition space
- Offices and venues for arts organizations

## Booths and Buildings

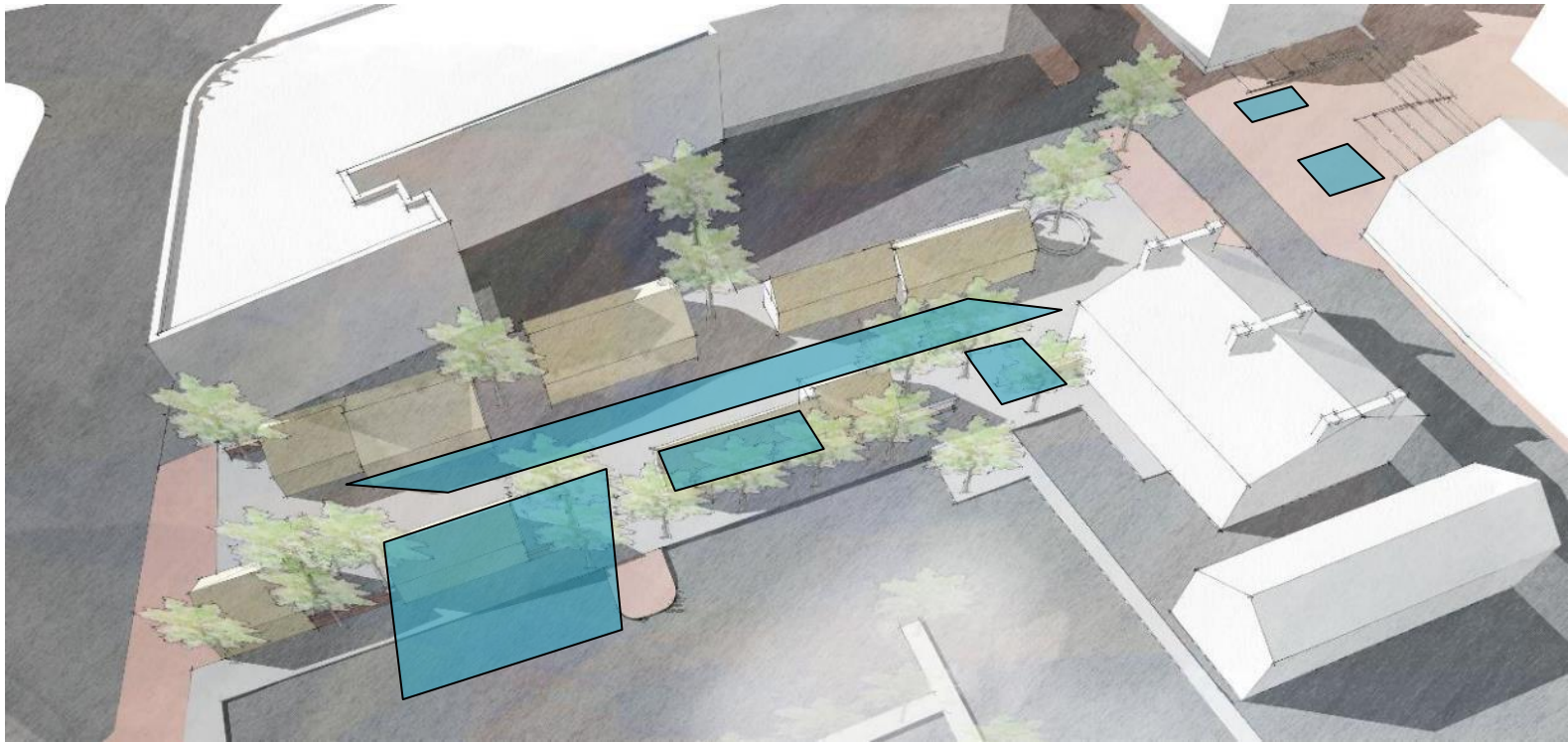
Upgrade the temporary booths in terms of design quality and extended seasonal use

- Develop a program to incrementally replace existing structures
- Emphasize innovative design, and consider a design competition for the building prototypes
- Increase building transparency
- Provide year-round use
- Provide accessibility
- Meeting building codes



## Booths and Buildings

- Infill appropriate locations with new booths and temporary kiosks or installations to increase the variety and amount of uses
- Remove bathrooms and adjacent wall, extend special programming into City owned parking lot





## Open Space and Landscape

Upgrade the open space and landscape to be more attractive, add amenities, and keep adequate areas open for circulation

- Reduce the visible impact of the parking lot
- Create informal seating areas
- Take advantage of the nooks for landscaping and appropriate seating
- Maintain a sense of open space
- Use surfaces for displays





## Open Space and Landscape

- Re-organize the restaurant outdoor seating area
- Use landscaping to reduce the visibility of cars
- Remove walls or take other steps to remove loitering pockets



## Seasonality and Facilities

Incrementally extend the season of operation through the holidays, with the goal of year-round operation

- Coordinate leases, tenancy and special events to extend the season
- Use Old Town Hall to extend the season as existing structures cannot be heated efficiently
- Replace booths and buildings to support year-round activity





# RECOMMENDATIONS: DESIGN AND PROGRAMMING

## Daytime/Nighttime

Add festive and interesting lighting

- Install overhead light canopy



## Safety and Security

Deliberately reduce opportunities for loitering, enhance activity and visibility, and coordinate policing of the spaces

- Provide better lighting
- Remove restrooms
- Increase the hours and seasons of operation





## Special Events

Emphasize and expand the range and number of special events within Artists' Row



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# CAPITAL IMPROVEMENTS AND OPERATIONS



## Improvements and Investments

Establish rents and fees to recognize the market value of the tenancies and events, and assemble a capital improvement fund with the proceeds while seeking additional sources of grants and revenues. Key improvement components will consist of these priorities

- Remove/Relocate Restrooms
- Replace Booths
- Public Space
- Infrastructure





## Stewardship and Responsibilities

Establish a regular and systematic agenda item for inter-departmental coordination and conduct meetings to monitor progress and advance specific actions.

- Stewardship for Selection
  - Public Arts Commission
- Stewardship of Operations
  - City Administration/Mayor's Office
  - Departmental Staff (Planning and Development, DPW, Police, Building Inspector, others)





## Sequencing

- Short-term (1-2 years)
  - Demolish bathrooms
  - Increase activation with temporary spaces (tents, performance stage, etc.)
  - Formalize a Stewardship program for artist selection and operations
  - Develop funding mechanisms
  - Begin building a reserve for funding the replacement of booths
- Long-term (5-10 years)
  - Design competition for booth prototypes
  - Replace booths

# NEXT STEPS

