SALEM ARTISTS’ ROW Framework Plan

IDEAS AND CHOICES

Public Meeting and Discussion
June 16, 2015
Agenda

1. Introduction
2. Artists Row this Season
3. Existing Conditions
   • Physical Conditions
   • Current Season
   • Programming
4. Choices
   • Urban Design
   • Programming
5. Expansion Potential
Existing Conditions

Planning Area
Existing Conditions

Planning Context
Existing Conditions

Opportunities and Constraints
Existing Conditions

Opportunities and Constraints
Existing Conditions

Opportunities and Constraints

- Artists’ Row not easily visible along the street
- Hidden corners and blind spots
- Negative visual impacts of parking areas
- Potential to link use/events to Derby Square
- Negative visual impacts of parking areas
- Potential future improvement or redevelopment of City land/parking area
- Unattractive “back of buildings”
- Aging buildings not meeting current code requirements
- Proximity and use of public restrooms creates a negative image for nearby areas
Existing Conditions

Programming

- Artists’ Spaces
- Special Arts Events
- Other Civic and Cultural Events
- Arts Installations
- Public Open Space
- Pedestrian Passage
URBAN DESIGN: CHOICES
URBAN DESIGN

Issues that Shape Artists’ Row

1. Character and Identity
2. Booths and Buildings
3. Open Space and Landscape
4. Seasonality
5. Daytime / Nighttime
6. Safety and Security
7. Connections
8. Expansion Potential
1. Character and Identity

**CHOICES**
- Destination
- Passageway

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

- **Passageway** - If it is a passage in a larger network, then the connections and ease of movement through the space will be important. It should be clearly connected to and part of the surroundings.
Character and Identity

Pike Place Market, Seattle

Artist Alley, Quebec
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Character and Identity: Seasonal Placemaking

MoMA Queens at PS1’s Young Artist Program
2. Booths and Buildings

CHOICES

▪ Temporary
▪ Permanent
▪ Mix

IMPLICATIONS

▪ **Temporary** – This approach will give the City more flexibility in adding space over time and will require less upfront investment.

▪ **Permanent** – This approach would require a large upfront investment.

▪ **Mix** – The spaces would need to be organized to accommodate a range of structure types.
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Booths and Buildings

Artists’ Row in Winter

Holiday Village, Bryant Park, NYC
3. Open Space and Landscape

CHOICES

- Strong Identity
- Supporting Role

IMPLICATIONS

- Strong Identity – The space would have clearly defined edges and gateways and would require significant investment in design and implementation.

- Supporting Role – The space could be simple in concept and may be less expensive to implement, but changes will be needed in conjunction with existing use and future changes.
Open Space and Landscape

Holiday Market, NYC
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Open Space and Landscape

Film Exchange Building, Portland, OR

Quincy Market, Boston

Pike Place Market, Seattle
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4. Seasonality

CHOICES

- Design for Limited Seasonal
- Design for Year-Round Occupancy

IMPLICATIONS

- Design for Limited Seasonal Use – Booths and temporary features need to be designed so that they can easily be moved and stored off-site.

- Design for Year-Round Occupancy – Year-round space meeting contemporary codes would be required for all booths/buildings, and landscape elements need to be chosen for year-round use. Capacity to plow and remove snow must be established in the space design.
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Seasonality

Artists’ Row

Bryant Park, NYC
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5. Daytime / Nighttime

CHOICES

- Primarily Daytime Use
- Nighttime Use

IMPLICATIONS

- **Primarily Daytime Use** – Limits operations of the uses so that they could not extend beyond summer months or into late evenings.

- **Nighttime Use** – Will require design, installation and maintenance. This approach would be required for year-round or extended seasonal use.
Daytime / Nighttime

Artists’ Row

Fort Collins, Colorado
Daytime/ Nighttime

Pike Place Market and Post Alley, Seattle
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Daytime / Nighttime

Burlington, VT
Church Street
Marketplace
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Daytime / Nighttime

Annie Alley, San Francisco
6. Safety and Security

**CHOICES**

- Use the Activities to Provide for Safety and Security
- Provide for Oversight

**IMPLICATIONS**

- Use the Activities to Provide for Safety and Security – Design to eliminate hidden locations and corners.
- Provide for Oversight – Design to external and electronic surveillance.
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Safety and Security

Maiden Lane, San Francisco and Cady’s Alley, Georgetown DC
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Connections

CHOICES

- Physical Distinction, Virtual Connection
- Connected Spaces

IMPLICATIONS

- Physical Distinction, Virtual Connection – Design a distinctive space with clear gateways, and provide a designed program of virtual connections.

- Connected Spaces – Provide for an extended “site” and coordinated design.
7. Connections
8. Expansion Potential

**CHOICES**

- As-is
- Connecting Spaces
- Adjacent Expansion
- Multiple Venues

**IMPLICATIONS**

- **As-is** – Limits due to the small size of the area
- **Connecting Spaces** – Could add more vitality and require coordination with abutters
- **Adjacent Expansion** – Requires significant investment from the City or others
- **Multiple Venues** – Market and operate an arts and culture-oriented subdistrict within Downtown Salem.
PROGRAMMING AND OPERATION
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Flea Market for Local Food, Arts, Crafts and Vintage

Weekly flea, craft, and food fair
PROGRAMMING AND OPERATION

Pop up Shops
(occupy temporarily-vacant land with retrofitted shipping containers)

Dekalb Market, Brooklyn
PROGRAMMING AND OPERATION

Maker Spaces/
Craft Business
Incubator
Spaces

3rd Ward, Brooklyn
and Artisan Asylum, Somerville
PROGRAMMING AND OPERATION

Special Events

Summer Gathering Space: MoMA Queens at PS1’s Young Artist Program
Input and Discussion

Programming and Operational Choices

- Daytime / evening operation?
- Seasonal or year-round?
- Staffed or unstaffed?
- Partnerships and collaborations?
- Revenue: City-sustained or self-sustaining?
Input and Discussion

Timing and Choices

- Short term opportunities?
- Long term changes?
IDEAS AND CHOICES

Discussion