St Joseph’s Redevelopment Goals

- Vibrant anchor to Lafayette commercial district
- Leverage public & private investment, incl. PWED grant
- Animate Lafayette St and revitalize Point Neighborhood with jobs, retail goods and services, and new housing
- Sensitive reuse of adaptable historic structures
- Provide high quality workforce housing serving diverse population of Salem residents
What is Workforce Housing?

- 40% +/- new apartments supported by federal tax credits
- Projected Rents (St Joseph’s) range from $750-$1,350
- Who’s eligible?: $30-55,000 household income
- Current Salem Employment Opportunities (April 2010)
  - Head Cook, Salem High ($28,515)
  - Purchasing Agent ($42,644-65,000)
  - Firefighter 1 ($34,571)
  - EMT ($36,221)
Strategic Context for Redevelopment
Overview: Two Redevelopment Proposals

Proposal 1
54 Apartments
3,800 sf Retail
1,000 sf community
Adaptive reuse: rectory & school as 22 MF units
121 parking spaces

Proposal 2
45 apartments
15,000 sf pharmacy
2,300 sf community/retail
Adaptive reuse: rectory & school as 22 MF units
121 parking spaces
Mixed-Use with Neighborhood Commercial Summary

A. New 4-Story Building
   54 Units (13 – 1BR, 38 – 2BR, & 3 – 3BR)
   3,800 SF Grnd. Floor Commercial

B. Existing 3-Story School Adaptive Reuse
   14 Units

C. Existing 3-Story Rectory Adaptive Reuse
   8 Units

TOTAL
   76 Units
   3,800 SF Commercial
   121 Parking Spaces

Proposed Site Plan | Mixed Use Building with Neighborhood Commercial
Neighborhood Context  |  Lafayette Street
Lafayette Street Elevation | Mixed Use Building with Neighborhood Commercial
Perspective 1 | Mixed Use Building with Neighborhood Commercial
Perspective 2 | Mixed Use Building with Neighborhood Commercial
Perspective 3 | Mixed Use Building with Neighborhood Commercial
Site Plan | Mixed Use Building with Neighborhood Commercial
Transportation Overview:

- Convenient location to downtown and public transit
- Mode share: 80% auto, 11% transit, 9% bike/walk (source: U.S. Census)
- Density of development is significantly smaller than prior proposal
## Transportation

### Proposed Vehicle Trip Generation

<table>
<thead>
<tr>
<th>Period/Direction</th>
<th>Residential (76 units)</th>
<th>Retail (3.8 ksf)</th>
<th>Civic Space (1 ksf)</th>
<th>Total&lt;sup&gt;1&lt;/sup&gt;</th>
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<tbody>
<tr>
<td><strong>a.m. Peak Hour</strong></td>
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<tr>
<td>In</td>
<td>8</td>
<td>2</td>
<td>1</td>
<td>11</td>
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<tr>
<td>Out</td>
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<tr>
<td>In</td>
<td>38</td>
<td>7</td>
<td>1</td>
<td>46</td>
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<tr>
<td>Out</td>
<td>20</td>
<td>7</td>
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<td>28</td>
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<tr>
<td>Total</td>
<td>58</td>
<td>14</td>
<td>2</td>
<td>74</td>
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</table>


1. No credit taken for transit or bike/walk trips.
## Transportation

### Vehicle Trip Generation Comparison

<table>
<thead>
<tr>
<th>Period/Direction</th>
<th>Current Proposal</th>
<th>Previous Proposal</th>
<th>Net (vehicle trips)</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>(76 residential units, 3.8 ksf retail, 1 ksf civic space)</td>
<td>(97 residential units, 18k sf civic space)</td>
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<tr>
<td>a.m. Peak Hour</td>
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<td></td>
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<tr>
<td>In</td>
<td>11</td>
<td>28</td>
<td>(17)</td>
</tr>
<tr>
<td>Out</td>
<td>35</td>
<td>57</td>
<td>(22)</td>
</tr>
<tr>
<td>Total</td>
<td>46</td>
<td>85</td>
<td>(39)</td>
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<tr>
<td>p.m. Peak Hour</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In</td>
<td>46</td>
<td>60</td>
<td>(14)</td>
</tr>
<tr>
<td>Out</td>
<td>28</td>
<td>47</td>
<td>(19)</td>
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<tr>
<td>Total</td>
<td>74</td>
<td>107</td>
<td>(33)</td>
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</tbody>
</table>

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Transportation

Parking (121 Total Spaces)

Residential (B-5):
- 1.5 spaces/du for new 54-unit building
- 1.0 spaces/du for renovated buildings (22 units)
- Mostly 1- and 2-bedrooms

Retail/Civic space (B-5):
- No requirement per underlying zoning
Transportation

Transportation Demand Management (TDM) Strategy

• Transportation Coordinator
• Orientation Packets
• Bicycle Storage
• Explore feasibility of shared car service (e.g., Zipcar)
Transportation Summary

• Close proximity to downtown and transit
• Low traffic impacts – 1 to 2 new vehicle trips per minute on area roadways
• Ample parking supply
• Proponent is committed to implementing TDM measures
• Consistent with emerging Smart Growth principles
• Leverage Lafayette Street improvements
Q&A and Intro - Mixed Use Pharmacy

**Mixed Use - Neighborhood Commercial**
- 54 Apartments
- 3,800 sf Retail
- 1,000 sf community
- Adaptive reuse: rectory & school as 22 MF units
- 121 parking spaces

**Mixed Use Pharmacy**
- 45 apartments
- 15,000 sf pharmacy
- 2,300 sf community/retail
- Adaptive reuse: rectory & school as 22 MF units
- 121 parking spaces
Proposed Site Plan | Mixed Use Building with Pharmacy & Drive Through
Perspective 1 | Mixed Use Building with Pharmacy & Drive Through
Perspective 2  |  Mixed Use Building with Pharmacy & Drive Through
Site Plan | Mixed Use Building with Pharmacy & Drive Through
Site Plan - Utilities | Mixed Use Building with Pharmacy & Drive Through