Salem Downtown Renewal Plan

Submitted to:
Salem Redevelopment Authority

Submitted by:
The Cecil Group, Inc.

October 27, 2011, as amended November 17, 2011
December 9, 2011

John Fitzgerald
Urban Development Coordinator
Department of Housing & Community Development
100 Cambridge Street, Suite 300
Boston, MA 02114

Re: Major Plan Change to Heritage Plaza East Urban Renewal Plan, City of Salem Amendment #4

Dear Mr. Fitzgerald:

The City of Salem hereby requests approval of the enclosed Salem Downtown Renewal Plan dated October 27, 2011 as amended November 17, 2011. This Plan is a major plan change (Amendment #4) to the Heritage Plaza East Urban Renewal Plan. The Salem Downtown Renewal Plan incorporates the Heritage Plaza West Urban Renewal Plan into the renamed Heritage Plaza East Urban Renewal Plan and terminates the Heritage Plaza West Plan prior to its expiration date. It includes all previous revisions to these two Plans.

Changes to the previous Plans include:
- Consolidation of the Heritage Plaza East Urban Renewal Plan boundaries with the Heritage Plaza West Urban Renewal Plan into a single plan
- Renaming the plan so that it refers more clearly to the district in which it is applied
- Extension of the effective period, defined by new effective dates
- Provision of new maps and information that update the project boundaries and present an overview of existing conditions
- Retention of objectives that are not yet accomplished
- Modification of old objectives and addition of new objectives that reflect existing and future needs
- Updating of design criteria and guidelines for the project area

The new Salem Downtown Renewal Plan also includes:
• Finding of continued eligibility
• Evidence of municipal approvals required for a major plan change
• Discussion of process and requirements associated with potential future plan changes
• Summary of citizen participation

The Salem Downtown Renewal Plan will take effect on March 1, 2012 or upon such date as approved by the Department of Housing and Community Development (DHCD). The Salem Downtown Renewal Plan will remain in effect for thirty years from the date of approval by DHCD.

Please let me know if you need any further information. We look forward to approval of the Salem Downtown Renewal Plan to order to continue our downtown revitalization efforts.

Sincerely,

Kimberley Driscoll, Mayor

Cc: Lynn Duncan, City Planner
    SRA
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EXECUTIVE SUMMARY

Introduction

In order to advance the revitalization of key portions of its historic downtown, the City of Salem created the Salem Redevelopment Authority (SRA) in 1962. The activities of the SRA are governed by urban renewal plans that were established by the City, in accordance with the state’s legal standards and regulations. The plans included the *Heritage Plaza East Urban Renewal Plan* and the *Heritage Plaza West Urban Renewal Plan*. They addressed two adjacent areas within the downtown. These two plans were similar in many regards, including similar objectives and activities for the SRA to undertake. Principal differences between the plans included specific development and open space projects that were subsequently undertaken by the SRA and which are either completed or are no longer active initiatives.

This *Salem Downtown Renewal Plan* provides for a consolidated and updated urban renewal plan for portions of the downtown. It is a major plan change to the *Heritage Plaza East Urban Renewal Plan* that includes:

- Consolidation of its boundaries with the *Heritage Plaza West Urban Renewal Plan* into a single plan
- Renaming the plan so that it refers more clearly to the district in which it is applied
- Extension of the effective period, defined by new effective dates
- Provision of new maps and information that update the project boundaries and present an overview of existing conditions
- Retention of objectives that are not yet accomplished
- Modification of old objectives and addition of new objectives that reflect existing and future needs
- Updating of design criteria and guidelines for the project area
- Finding of continued eligibility
- Evidence of municipal approvals required for a major plan change
- Discussion of process and requirements associated with potential future plan changes
- Summary of citizen participation

New Effective Dates

The *Salem Downtown Renewal Plan* will take effect on March 1, 2012 or upon such date as approved by the Department of Housing and Community Development (DHCD), at which time it will supersede the preceding urban renewal plans. The *Salem Downtown Renewal Plan* will remain in effect for thirty years from the date of approval by the Department of Housing and Community Development (see Appendix VI).
Consolidation of Previous Plans and Prior Plan Changes

The Salem Downtown Renewal Plan is an update of two preceding urban renewal plans, which have been consolidated as part of this major plan change.

The Salem Downtown Renewal Plan combines both the relevant components and project areas of the Heritage Plaza East Urban Renewal Plan and the Heritage Plaza West Urban Renewal Plan into a single urban renewal plan. The consolidation was approved by the City of Salem as documented in Section 4: Required Municipal Approvals.

The preceding Heritage Plaza East Urban Renewal Plan was approved by the City of Salem in March, 1972 and has served as the operative plan for the SRA within a defined project area that is indicated in Figure E-1 Salem Downtown Renewal Plan: Original Boundaries with 1985 and 1988 Changes. The term of the Heritage Plaza East Urban Renewal Plan will expire in March, 2012 unless updated through this major plan change.

The preceding Heritage Plaza West Urban Renewal Plan was approved by the City of Salem in 1979 and will expire in 2019 unless it is consolidated into the Salem Downtown Renewal Plan through this major plan change.

The preceding urban renewal plans had been previously amended through minor plan changes, as follows:

- **December 5, 1985** – This expansion of the Heritage Plaza East Urban Renewal Plan included the Salem Armory, the Salem Jail, the Eaton’s Block and the South River area. It also included the addition of the MBTA property and certain parcels along the south side of Franklin Street and the north side of the North River. Some of these parcels had already been included in the Heritage Plaza West Urban Renewal Plan and were moved to the Heritage Plaza East Urban Renewal Plan by the vote of the City Council. The specific parcel numbers are 400, 401, 402, 403, 404, 405, 406, 407, 408 and 643 as described on Assessors Plate 26 and Parcels 24, 25 and 26 from Assessors Plate 35. Parcels 24, 26 and 408 were originally in the Heritage Plaza West Urban Renewal Plan.

- **February 16, 1988** – This expansion of the Heritage Plaza East Urban Renewal Plan included the properties of the Essex Institute and the Hawthorne Hotel. The specific parcel numbers are 214, 412 and 301 from Assessors Plate 35.
Figure E-1: Salem Downtown Renewal Plan: Original Boundaries with 1985 and 1988 Changes
Summary of Plan Changes

Project Area

In addition to combining the project areas from the preceding urban renewal plans into a single consolidated area, the boundaries of the project area include three additions. These areas have been added because they are in public ownership; including them provides for enhanced control of design and use through the SRA. The additions are as follows:

- **Riley Plaza** – The project area includes City-owned land that comprises the Riley Plaza West lot and land to the north (bounded by Norman, Washington, Mill and Margin Streets) and the Riley Plaza East Lot (on the other side of Washington Street). The Riley Plaza West lot is located at 212 Washington Street, Parcel 479 from Assessors Plate 34. The Riley Plaza East lot is built within the right-of-way of Washington Street and is not a separate parcel.

- **Former North Street/Bridge Street Ramp** – The Salem Trial Court, on Parcel 412, Assessors Plate 26, is on land formerly occupied by a roadway ramp connecting Bridge and North Streets. This ramp no longer exists, and the parcel will be added to the Project Area.

- **U.S. Post Office site on Margin Street** – The property at 2-4 Margin Street (Parcel 576, Assessors Plate 25) is currently owned by the U.S. Post Office, and would not normally be subject to local jurisdiction. Similar facilities have been relocated in other communities, resulting in disposition and redevelopment of the sites. Because the site is located adjacent to Riley Plaza at one of the key gateways into the downtown district, the City would benefit from enhanced development control should the site change hands in the future.

Several parcels along the south side of Franklin Street and the north side of North River had been approved for inclusion in the *Heritage Plaza East Urban Renewal Plan* by the City Council in 1985. However, these parcels have not been retained within the Project Area Boundaries as part of this major plan change. These parcels are identified as Parcels 400, 401, 402, 403, 404, 405, 406, 407 and 643 as described on Assessors Plate 26. The City undertook a planning initiative for the North River Canal Corridor subsequent to the 1985 vote. As a consequence, these parcels are now within a zoning designation (NRCC) that is more associated with the objectives for that area of the City rather than for the Downtown. The parcels are separated from the Downtown Project Area by the North River, and inclusion was not suggested during the meetings and participation process associated with the preparation of this updated Plan. The new Project Area Boundaries are shown in Figure E-2: *Salem Downtown Renewal Plan: 2011 Changes*. 
Figure E-2: Salem Downtown Renewal Plan: 2011 Changes

Source: City of Salem and The Cecil Group

- Plan Area Previously Approved
- New Planning Area
- Original Plan Boundary
- New Plan Boundary
- Removed Areas
Plan Objectives

The plan objectives of the Salem Downtown Renewal Plan continue a primary objective shared by both plans that are being consolidated. It also includes both amendments and new objectives reflecting updated goals for downtown revitalization. The objectives have been retained, modified or added as follows:

- To eliminate and prevent the reoccurrence of blighting factors in order to restore conditions of health, safety, amenity and economic viability.

  This is the primary and shared objective of each of the preceding plans that are consolidated within the Salem Downtown Renewal Plan. This fundamental goal recognizes that the persistence of blighting factors can threaten and reverse the progress that has been made since the institution of the urban renewal plans for the area. These blighting factors include inappropriate demolition of the historic buildings that are central to the identity and value of the area. Inappropriate demolition cannot be prevented by other municipal agencies. Other blighting factors include the neglect and disinvestment in existing properties which exist at the date of adoption of this update, or which may occur in the future due to owner neglect or negative economic cycles.

- To preserve and enhance historic architecture and resources which are valued contributors to the civic, cultural and economic environment of the Project Area.

- To accomplish a coordinated development of the Project Area which will promote the health, safety, general welfare and amenity of the City and its people, by preserving and enhancing the following:

  - a range of compatible uses, each well suited to its location;
  
  - a diverse and consistently high quality architectural character expressing a range of periods and respecting the integrity of both historic and contemporary styles while avoiding derivative design;
  
  - urban forms that respect the patterns of blocks, sidewalks, streets and open spaces that distinguish the compact, historic character of the area including the orientation of building frontages toward streets and public open spaces, varied scales among closely-spaced buildings, and the integration of off-street parking, if required, and vehicle access to substantially limit their visual impact from public vantage points.
  
  - a complete network of active and vital sidewalks and pedestrian-oriented spaces activated by the entrances and uses along the ground floors of the buildings and through the interaction among the compatible designs of sites, buildings, landscapes and streetscapes.
These statements combine closely related objectives of the preceding urban renewal plans. The language which describes the components of coordinated development has been restated so that they are clearer and understandably related to the qualities of the project area. These urban design qualities distinguish the district and include a diversity of architecture and orientation toward a network of vital, active sidewalks and open spaces that are integral to the downtown.

- To develop and apply urban design criteria, standards and guidelines to the Project Area that will create a central city urban environment. The design criteria are sympathetic to and conducive of the preservation and enhancement of historic and architectural values and to the construction of new buildings and facilities compatible with the preservation and enhancement of such values. The design criteria shall be consistent with the needs of the City and its people for new and expanded residential and non-residential opportunities, services, facilities and amenities.

This objective combines and clarifies similar objectives of the preceding plans, so that the SRA is directed to provide and apply the range of design review tools described within this Salem Downtown Renewal Plan to achieve the urban design quality that is intended for the entire district.

- To undertake activities and initiatives to accomplish public or private redevelopment of vacant or underutilized land and buildings, public open space and the infrastructure of streets, sidewalks and utilities consistent with the other purposes within this Salem Downtown Renewal Plan.

This objective is provided to ensure that activities and projects that the SRA may undertake in the future are consistent with the purposes of this Plan, including any specific activities or initiatives that are provided through either minor or major plan changes in the future.

- To sponsor or participate in planning for areas adjacent to the Downtown Renewal Project Area and for the principal transportation and land use corridors that lead to and from the Downtown. The purpose of these activities is to encourage public actions that will reinforce the edges, approaches and gateways to the Downtown and promote the other purposes of this Plan.

This objective recognizes the important role that the SRA can play to support planning activities in adjacent and related portions of the downtown and City that are not within the project area. These are areas where change could either positively or negatively influence the downtown.

Activities of the Salem Redevelopment Authority

The Salem Downtown Renewal Plan describes the range of potential activities of the SRA. The description of the potential activities has not been changed other than to
provide clearer descriptions of the potential activities that may be undertaken to implement this updated plan, or as it may be further amended in the future through approved minor or major changes. The clarifications are as follows:

- **Clearance and Redevelopment Activities**
  The description of these activities has been clarified to express those actions that may be taken by the SRA and how they may relate to other entities.

- **Rehabilitation Activities**
  The description of these activities has also been clarified to express those actions that may be taken by the SRA and how they may relate to other entities.

- **Historic and Architectural Preservation Activities of the SRA**
  The description makes clear that they are activities that may be undertaken by the SRA directly.

- **Public Improvement Activities**
  There are no changes in the language describing public improvement activities.

- **Design Review Activities**
  The description of design review activities is adapted from the *Heritage Plaza West Urban Renewal Plan* so that the range of project types is clear and understood as applying to the entire Project Area. The categories of projects are clarified in regards to the types of changes to existing buildings. The list includes signage, landscape and site improvements, including outdoor cafés and displays, among the types of projects subject to review. Review of such improvements was provided for in the preceding plans, but they were not separately listed.

**Design Criteria and Standards**

The *Salem Downtown Renewal Plan* includes updated design criteria and standards that are clearer and more appropriate to the existing conditions and the revised objectives for the project area. *Section 3.3 Design Review*, which incorporates the Design Criteria and Design Standards, provides the following guidance:

- **Applicability** – This document clarifies that a Design Review process and SRA approvals are mandatory for non-public projects that could either contribute to or detract from the objectives of the *Salem Downtown Renewal Plan*. The same process and approvals are mandatory for any projects that the SRA undertakes. Design Review is recommended for all other City projects or other governmental projects to assist the designers and proponents in conforming...
projects to the objectives. The Design Review process also encompasses demolition proposals.

- **Process** – The *Salem Downtown Renewal Plan* clarifies the name of the committee that serves to advise the SRA regarding its design approval as the Design Review Board (DRB) – the preceding plan used two different names. This approach is appropriate, in view of the multiple roles that this board now serves in other project reviews as directed or requested by the City outside of the Project Area. Specific procedures have been removed that are associated with determining applicability, submittal requirements and schedules. This change allows the SRA to establish and revise these procedures as needed to ensure that they are practical and appropriate, without requiring subsequent plan changes.

- **Design review of older buildings** – The *Salem Downtown Urban Renewal Plan* directs the SRA and the DRB to use particular guidelines when the buildings subject to review were constructed more than 50 years before a project application is submitted. The *Secretary of the Interior’s Standards for the Treatment of Historic Properties, 1995* and Salem Historical Commission Guidelines within the *Salem Historical Commission Guidelines Notebook*, updated to 2010, will be used as guidelines, not standards, for such projects.

- **Design of newer buildings and other projects** – The design review method for buildings constructed within 50 years of the date of a project application and all other projects are subject to specific Design Standards that are contained in this document. Recognizing that the Design Standards cannot anticipate all circumstances or innovative approaches, this method provides the ability to create appropriate variations. Approvals can be accomplished through Compliance Alternatives, if a different design approach meets applicable Design Criteria that express the underlying design objectives of the *Salem Downtown Renewal Plan*.

- **Other design guidelines** – The *City of Salem Commercial Design Guidelines (2005)* are adopted by reference as an additional basis for design review for commercial building projects. The *Salem Downtown Renewal Plan* also provides the ability of the SRA to adopt additional guidelines or amendments to existing guidelines as the basis for future design review and approvals.

- **Demolition review** – This update provides additional clarity about the review process for demolition proposals and the associated basis for SRA approvals.

- **Maintenance or operational requirements and design approvals** – As a condition of design approvals, the SRA can provide reasonable requirements for the maintenance and operation of projects.

**Other State Filings**

Notice of the *Salem Downtown Renewal Plan* will be filed with the Massachusetts Environmental Policy Act office to fulfill the requirements of 301 CMR 11.00 et seq.
Format

The *Salem Downtown Renewal Plan* has been organized to be generally consistent with the format of the Commonwealth of Massachusetts urban renewal regulations set forth at 760 CMR 12.00 et seq. Relevant sections and headings include reference numbers that correspond to particular portions of the regulations, beginning with 12.02 (1).

Several categories of information that are required for some urban renewal plans are neither needed nor provided in this document. The regulatory requirements associated with new urban renewal plans do not apply to the *Salem Downtown Renewal Plan* because it is an update of previously approved urban renewal plans. This *Salem Downtown Renewal Plan* does not include any specific project for the SRA that would require acquisition, redevelopment or disposition of property. As a result, this document does not include associated topics that would otherwise need to be addressed.

Some sections of this *Salem Downtown Renewal Plan* provide information not specifically required within the Massachusetts urban renewal regulations, but which serve to explain the intentions and context of the plan update. These sections do not include reference numbers, as a result.

Severability

Should any section, paragraph, or provision of the Plan be rendered unconstitutional, or invalid, such decision shall not affect the whole or any part thereof other than the part so decided to be unconstitutional or invalid.
1. CHARACTERISTICS OF THE SITE

In accordance with 760 CMR 12.01 (1) this section describes current characteristics of the site, including the location and legal description of the boundary, current land use, current zoning and the roles of the Historical Commission and Design Review Board.

1.1 Description of the Site

The Salem Redevelopment Authority (SRA) has jurisdiction over the Project Area described in this section. Within this area it has the authority to perform certain actions, described in Section 3.2 Plan Activities according to certain goals and objectives, as described in Section 3.1 Plan Goals and Objectives.

The SRA and its advisory committee, the Design Review Board (DRB), have the ability to apply certain design standards, guidelines and criteria within the boundary of the Project Area. These design standards, guidelines and criteria are described in Section 3.3 Design Review.

This section describes and defines the location of the Project Area.

General Location

The subject area, the Project Area, covered by the Salem Downtown Renewal Plan is located at the heart of Salem’s historic downtown area, just south of the North River and west of Salem Harbor. The area is bordered by dense, mostly residential areas on all sides.

Three Massachusetts state numbered roads are located in or near the Project Area. Route 114 bisects the Project Area and both Route 107 and Route 1A are nearby. Route 114 North connects to Route 128. Route 107 West connects to both Route 128 and U.S. Route 95. All of these routes interconnect to allow vehicular access to Boston, about 20 miles south, within about 35 minutes. The MBTA’s Salem commuter rail station is within the boundary of the area and provides public transportation to Boston within about 30 minutes.
Project Area Description

That certain tract of land shown on Figure 1.1 situated in the City of Salem, Essex County, Commonwealth of Massachusetts, which contains the following parcels as designated on the City of Salem Assessor’s Map updated as of 2007 as well as the public and private rights-of-way adjacent thereto.

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Figure 1.1: Salem Downtown Renewal Plan: New Plan Boundary
Figure 1.2: Salem Downtown Renewal Plan: New Plan Boundary

Aerial image source: Bing Images (www.bing.com) © 2011 Microsoft
Labels and boundary by The Cecil Group, Inc.
1.2 Existing Uses

Because the Project Area allows for a mix of uses, the land use in the area is complex. Figure 1.3 shows the land uses, combined for ease of reading. Information for existing uses is from a combination of GIS data provided by the City of Salem and on-site observations.

Residential uses are found throughout the area, but parcels with this use tend to be clustered on the western side of the Project Area. The uses include single family homes, two and three-family homes, and apartment buildings. Multi-use buildings may have a combination of residential and commercial uses. The Housing Authority owns some parcels within the Project Area.

Commercial uses are broken out by commercial and office buildings, multi-family with commercial below and hotel. Commercial uses (consisting of offices, shops and restaurants) are present throughout the Project Area. Many buildings have office uses on upper floors but contain retail or restaurants on the ground floor. The Hotel use includes the Hawthorne Hotel on Washington Square and the Salem Inn.

Several large properties in the area are religious or cultural institutions and include one of the Project Area’s largest single employers, the Peabody Essex Museum.

Civic and public service uses, such as the City of Salem, the J. Michael Ruane Judicial Center and YMCA, are also prominent, both as employers and as users of land.

The industrial category includes manufacturing and auto uses – the only sites in this category are found on Derby Street and Dodge Street.

Open space is also scattered throughout the Project Area, but more open space is found on the eastern side of the area. There are two vacant parcels within the Project Area.

A mixture of public and private parking is scattered throughout the area. The two Riley Plaza parking lots are additions to this plan update. Both are owned by the City.

Waterfront areas include parcels along the North and South Rivers.
Figure 1.3: Land Use
1.3 Current Zoning

The current zoning at the time of adoption is described in this section. The entire Project Area is zoned B5, Central Development District. The Planning Board may also permit Planned Unit Development. There is one overlay district that is within the boundaries – the Entrance Corridor Overlay District (ECOD). Extracts of the relevant zoning appear below. All section numbers below refer to the City of Salem Zoning Ordinance, September 10, 2009 (Zoning Ordinance) as found on the City of Salem’s website. These descriptions should not replace a close reading of the Zoning Ordinance.

B5 Central Development District

This district permits commercial and mixed-use development. Much of the development is by right, but some types of projects require the approval of either the Board of Appeals or the Planning Board through the Special Permit Process.

Section 3.0 Uses Allowed in the B5 Central Development District by Right

- **Residential** – Single-family, two-family and multi-family dwellings; dwelling unit above first floor retail, personal service or office use
- **Exempt and Institutional Uses** – Child care facilities; municipal facilities; facilities for the sale of produce, and wine and dairy products, with restrictions
- **Exempt and Institutional Uses** – Use of land for the primary purpose of agriculture, horticulture, floriculture, or viticulture on a parcel of more than five acres in area; use of land or structures for educational purposes on land owned or leased by the Commonwealth or any of its agencies; subdivisions or bodies politic or by a religious sect or denomination, or by a nonprofit educational corporation; and use of land or structures for religious purposes
- **Commercial Uses** – Arts and crafts studios and workshops; banks or financial agencies; business or professional offices, including medical; private clubs or lodges; indoor commercial recreation; non-exempt educational use; retail stores, except department stores, not elsewhere set forth; golf courses; historic buildings open to the public; hotels, motels, or inns; museums; personal service establishments; restaurants, with service of alcoholic beverages, or drive-in or fast-food, or with no service of alcoholic beverages; retail-wholesale supply establishments, provided that the wholesale operation does not exceed 50% of the gross floor area

Section 3.0 Uses Allowed in the B5 Central Development District by Special Permit through the Board of Appeals

- **Exempt and Institutional Uses** – Essential services
- **Commercial Uses** – Adult day care; marina, waterfront boat yard or yacht club
• Industrial Uses – Computer hardware development; wholesale, warehouse, or distribution facility

Section 3.0 Uses Allowed in the B5 Central Development District by Special Permit through the Planning Board

• Residential – Planned Unit Development
• Commercial Uses – Drive-through facilities, both fast food and other
Section 4.1.1 Dimensional Requirements

The B5 Central Development District has its own table of dimensional requirements in the *Zoning Ordinance*, which has been reproduced below. No more restrictive requirements are anticipated, unless the SRA, as part of a design review for a specific project, determines that a more restrictive dimensional requirement is needed to comply with the objectives and standards in *Section: 3 Objectives*.

**TABLE OF B5 DISTRICT DIMENSIONAL REQUIREMENTS**

<table>
<thead>
<tr>
<th>Minimum lot area (square feet)</th>
<th>Nonresidential Uses – Existing Building</th>
<th>Nonresidential Uses – New Construction</th>
<th>Residential Uses or Mixed Use – Existing Buildings; See note 1</th>
<th>Residential Uses or Mixed Use – New Construction; See note 1</th>
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<td>6 to 1</td>
<td>3 to 1</td>
<td>36 to 1</td>
<td>3 to 1</td>
</tr>
</tbody>
</table>

**NOTES**

1. Where residential use compromises twenty-five (25) percent or less of the total building area, the regulations for nonresidential uses shall apply.
2. Distance shall be equal to the height of the taller building. This distance may be reduced to a distance which is sufficient to provide adequate light, air and access, subject to the approval of the Planning Board. There shall be no requirement for individual row houses sharing a party wall.
3. May be increased up to 6 to 1 for the buildings predominantly characterized as fifty (50%) percent open automobile parking structures.

*Source: City of Salem Zoning Ordinance, September 10, 2009*
Section 5.1.9 Specific Parking Requirements

- **Non-residential uses** – These uses shall not be required to provide off-street parking
- **New residential dwellings** – This use must provide off-street parking, as follows:
  - One parking space per unit for existing dwellings; for rehabilitation parking, may be a combination of on-site parking and off-site at municipal or other parking facilities within the vicinity (less than 1,000 feet) and the owner must purchase an annual parking pass
  - One and a half spaces per unit for new construction; must be provided on-site
  - Elderly housing built under the jurisdiction of the Salem Housing Authority must provide one-third parking space per unit

Section 7.3.2 Planned Unit Development (PUD)

- **Applicability** – The application must be made for a lot that is the lesser of sixty thousand square feet or five times minimum lot size
- **Uses** – All B5 uses are allowed with the following relevant limitations:
  - The form or type of residential use on the PUD boundary must be compatible with existing or potential development of the surrounding neighborhoods
  - The PUD may contain a specific commercial or industrial use next to a commercial or residential use provided that the applicant must provide a total plan of the property with engineering and architectural specifications and drawings, and details as to the protection of the abutting property
- **Dimensional Requirements** – Dimensional requirements for bulk, yards, parking and loading are determined by the Planning Board for each PUD; the height limitations are the same as those for the B5 District
- **Minimum Lot Frontage** – For lots adjacent to or across the street from existing residential developments, the applicant must provide frontage that is not less than current neighboring properties and not more than those required by the B5 District
- **Minimum Lot Size** – Residential lot sizes may be reduced below the standards of the B5 District if developer can show that there is enough private open space for the development
- **Open Space** – Open Space should be owned by either of the following:
  - the City of Salem for park, open space or conservation use
  - a corporation or trust owned by the owners of the lot with an easement for public recreational use by residents of the City
Section 8.2 Entrance Corridor Overlay District (ECOD)

The purpose of this overlay district is to protect and enhance major entrance ways into the City and to ensure that these areas are improved in the best interest of the City. Properties are controlled by the underlying zoning, except for the provisions below.

- **Curb cuts** – All properties are limited to either one curb cut for residential uses or two curb cuts for commercial uses
- **Mechanical equipment and refuse storage areas** – Mechanical equipment and refuse storage areas are subject to restrictions on location (not allowed in a front yard or within twenty-five feet of the front lot line of the side-yard) and must be screened from public ways, parking areas, residential land uses and open space areas
- **Fences** – Chain link and wire fences are prohibited along the front and side lot lines; the height can be no more than 4 feet above either curb level or average grade; and a fence permit is required
- **Parking** – Parking areas with more than 12 spaces require one tree for every three parking spaces, in planting beds not less than 15 square feet with no single dimension less than 3 feet; face-to-face parking requires a planning strip of no less than 3 feet wide with a tree every 27 feet
- **Signage** – The Sign Review Committee must review any signage and may limit signage to half that allowed by the underlying zoning
- **Site Plan Review** – Required for nonresidential construction over 2,000 square feet; under Planning Board jurisdiction; and is not subject to the requirements above
- **Planned Unit Developments** – PUDs are not subject to the requirements above
Figure 1.4: Current Zoning
Figure 1.5: Local Historic District and National Register Districts
1.4 Historical Commission

There are a few parcels within the Project Area under the jurisdiction of the Salem Historical Commission. Nine National Register Historic Districts appear within the boundary as do twenty-one National Register Historic Landmarks. Information about the Salem Historical Commission and the National Register Historic Districts and Landmarks is abstracted below.

Role of the Salem Historical Commission

The part of the Project Area designated as the Washington Square Local Historic District is under the jurisdiction of the Salem Historical Commission. This area is bounded by Brown Street to the north, Washington Square to the east and Essex Street to the south. The western boundary stops short of New Liberty Street such that the parcels with their western boundary on New Liberty Street are not included.

The Salem Historical Commission produced a document entitled Salem Historical Commission Guidelines Notebook (Guidelines Notebook), which is updated annually. This document gives guidance as to the requirements of design review, which is mandated by both Massachusetts General Laws Chapter 40 and the Salem Historical Commission Ordinances. The Salem Historical Commission has jurisdiction over all exterior changes within the historic district.

The Guidelines Notebook provides a description of how to use the guide, the application procedures and how violations are addressed. Property owners within a local historic district are required to receive approval from the Salem Historical Commission prior to making any changes.

The Salem Historical Commission can grant three certificates, as follows:

- **Certificate of Appropriateness** – this is required for any changes visible from a public way
- **Certificate of Hardship** – this is granted when a denial of Certificate of Appropriateness would cause undue hardship
- **Certificate of Non-Applicability** – this states that a Certificate of Appropriateness is not required

The Guidelines Notebook provides specific information with regard to the following:

- Architectural trim and siding
- Barrier free access
- Doors, doorways, porticos
- Fences
- Gutters and downspouts
- House numbers
The Guidelines Notebook also identifies items not under the jurisdiction of the Salem Historical Commission, such as the following:

- Structures at grade level, e.g. terraces, walks, driveway materials, sidewalks and similar structures
- Storm doors, storm windows, screens, window air conditioners, antennae, and lighting fixtures
- Interior work as long as it does not affect the exterior of the building
- Landscaping, except for retaining walls

The Guidelines Notebook can be requested from the Salem Historical Commission or found on their website.

**National Register Historic Districts and Landmarks and Individual Properties**

The Project Area has ten National Register Historic Districts and twenty-one National Register Historic Landmarks and Individual Properties within the boundary. Being listed on the National Register does not place restrictions on property owners, but may allow a property owner to receive federal grants for rehabilitation.

The National Register of Historic Places is authorized under Federal Regulation 36 CFR 60. Further information can be found at the National Park’s website at www.nps.gov.

The City of Salem produced a draft map titled *City of Salem, MA National Register Historic Districts & Landmarks*, dated July 1, 2003 and available on the City’s website. This map indicates the location of National Register Historic Districts and Landmarks throughout the city. The list from this map has been further updated with subsequent changes to be consistent with the *2010 State Register of Historic Places*, issued January 2011. Those within the boundary of the Project Area appear below:

**National Register Historic Districts**
• Charter Street
• Crombie Street
• Downtown Salem
• Essex Institute
• Essex County Building Complex
• Essex County Jailkeeper’s House and Jail
• Federal Street
• Old Town Hall
• Peabody Museum
• Salem Common

National Register Historic Landmarks and Individual Properties

• Andrew-Stafford House
• Bessie Monroe House
• Bowker Place
• Elevator Works, 76-80 Lafayette Street (Determination of Eligibility)
• Essex County Bank
• Essex Institute Museum
• First Universalist Church
• Gardner-Pingree House
• John P. Peabody House
• John Ward House
• Joseph Fenno House
• Joshua Ward House
• Peabody Museum of Salem – East India Marine Hall
• Rufus Choate House
• Salem City Hall
• Salem Laundry, 51-55 Lafayette Street
• Salem Old Town Hall
• Salem Railroad Signal Tower (Determination of Eligibility)
• Shepard Block
• U.S. Post Office – Salem Main Branch
• Wesley Methodist Church
• West-Cogswell House
• Y.M.C.A. Building
1.5 Design Review Board

The Design Review Board (DRB) is a seven-member board appointed by the SRA. Members of the DRB should be qualified by training, experience, background, and/or demonstrated performance to advise on such matters. The DRB has an advisory capacity to both the SRA and to the Planning Board in the North River Canal Corridor Neighborhood Mixed Use District (NRCC). Applications for the following review processes are filed with the Salem Department of Planning and Community Development.

Development Projects Review

The DRB follows a two-part process for projects under the authority of the SRA:

- **Schematic Design Review** – This step is intended to allow review of a development prior to extensive work by the applicant. The SRA requires certain plans, sections, elevations, models, schedule and narrative. These are then reviewed by the DRB. The DRB provides its comments and recommendations to the SRA. If the development receives a Preliminary Approval from the SRA, it will be accompanied by a list of items to be resolved prior to Final Design Review.

- **Final Design Review** – The second part of the cycle requires more extensive submissions, including a statement of differences from the Schematic Design Review. The SRA reviews first, followed by review and comments by the DRB and then a final review by the SRA. If approved, the SRA will issue a written decision of Final Approval with accompanying requirements.

Small Projects Review

The application for Small Project Review does not require the initial Schematic Design Review. Otherwise, the process is similar to Development Projects Review. Some projects may require only one meeting.

Sign Review

The application for Sign Review is sent first to the DRB for its review. Comments are sent to the SRA who makes the final decision. Once the SRA has completed their decision, the applicant may apply for a City of Salem Sign Permit.

Outdoor Café Permits

Applications for outdoor café permits are submitted first to the SRA and then, if approved, sent to the DRB for review. The Licensing Board and the Board of Health are also required to approve the application before the SRA makes its final decision.
2. ELIGIBILITY
760 CMR 12.03 (2)

2.1 Major Plan Change

The urban renewal plans that precede this updated and consolidated plan are eligible for major plan changes as provided for in the applicable state regulations (760 CMR 12.03 (2)). These plans are specifically eligible because key aspects of the previously-approved objectives have not been accomplished. The accomplishment of these objectives requires the continued ability of the Salem Redevelopment Authority (SRA) to implement this updated plan as needed to meet the objectives because of the special activities and roles of the SRA that are enabled through state legislation and approved by Salem City Council.

The updated urban renewal plan and extended term will allow the City to continue to implement its objective to eliminate and prevent the reoccurrence of blighting factors in order to restore conditions of health, safety, amenity and economic viability.

This fundamental purpose of the Salem Downtown Renewal Plan recognizes that persistent blighting factors can threaten and reverse the progress that has been made since the institution of the urban renewal plans for the area. These blighting factors include inappropriate demolition of the historic buildings that are central to the identity and value of the area that cannot be prevented by other municipal agencies. Other blighting factors include the neglect and disinvestment in existing properties which exist at the date of adoption of this update, or which may occur in the future due to owner neglect or negative economic cycles.

2.2 Local Survey and Conformance with the Comprehensive Plan for Salem

Urban renewal regulations (760 CMR 12.03 (2)) provide specific requirements for major plan changes. This consists, in part, of a determination by Planning Board that the proposed change is in conformance with the general plan for the entire community. The Salem Planning Board has made this determination, which is documented within Section 4: Requisite Municipal Approvals of this Salem Downtown Renewal Plan.

The City has notified the redeveloper of the Old Salem Jail of the proposed major change; this is the only affected redeveloper that is engaged in a project conducted under the auspices and agreements with the SRA. In addition, the City has notified all property owners within the proposed project area of the proposed major change. All notified parties have been given an opportunity to comment, and those comments have been considered. Evidence of notification and comments is provided in Appendix IV.
3. OBJECTIVES
760 CMR 12.02 (3)

3.1 Plan Objectives

All activities undertaken by the Salem Redevelopment Authority (SRA) to implement the Salem Downtown Renewal Plan must reflect City of Salem goals through consistency with adopted City plans and policies. The specific objectives are:

1. To eliminate and prevent the reoccurrence of blighting factors in order to restore conditions of health, safety, amenity and economic viability.

2. To preserve and enhance historic architecture and resources which are valued contributors to the civic, cultural and economic environment of the Project Area.

3. To accomplish a coordinated development of the Project Area which will promote the health, safety, general welfare and amenity of the City and its people, by preserving and enhancing the following:
   • a range of compatible uses, each well suited to its location;
   • a diverse and consistently high quality architectural character expressing a range of periods and respecting the integrity of both historic and contemporary styles while avoiding derivative design;
   • urban forms that respect the patterns of blocks, sidewalks, streets and open spaces that distinguish the compact, historic character of the area including the orientation of building frontages toward streets and public open spaces, varied scales among closely-spaced buildings, and the integration of off-street parking, if required, and vehicle access to substantially limit their visual impact from public vantage points;
   • a complete network of active and vital sidewalks and pedestrian-oriented spaces activated by the entrances and uses along the ground floors of the buildings and through the interaction among the compatible designs of sites, buildings, landscapes and streetscapes.

4. To develop and apply urban design criteria, standards and guidelines to the Project Area that will create a central city urban environment. The design criteria are sympathetic to and conducive of the preservation and enhancement of historic and architectural values and to the construction of new buildings and facilities compatible with the preservation and enhancement of such values. The design criteria shall be consistent with the needs of the City and its people for new and expanded residential and non-residential opportunities, services, facilities and amenities.

5. To undertake activities and initiatives to accomplish public or private redevelopment of vacant or underutilized land and buildings, public open space and the infrastructure of streets, sidewalks and utilities consistent with the other purposes within this Salem Downtown Renewal Plan.
6. To sponsor or participate in planning for areas adjacent to the Downtown Renewal Project Area and for the principal transportation and land use corridors that lead to and from the Downtown. The purpose of these activities is to encourage public actions that will reinforce the edges, approaches and gateways to the Downtown and promote the other purposes of this Plan.

3.2 Plan Activities

The activities that the SRA undertakes to implement the Salem Downtown Renewal Plan may include the following. These activities will be in accordance with the Plan Objectives and with projects that may be defined and incorporated into approved Major or Minor Changes.

1. Clearance and Redevelopment Activities:
   a. Acquisition of property by the SRA through purchase, donation or eminent domain
   b. Demolition and removal of buildings by the SRA
   c. Demolition of site improvements by the SRA
   d. Prevention of the demolition of buildings by other owners
   e. Prevention of the demolition of site improvements by other owners
   f. Reassembly of acquired property by the SRA
   g. Disposition of acquired property from the SRA to private developers, the City or other public agencies

2. Rehabilitation Activities:
   a. Repair and improvement of basically sound structures for continued non-residential use by the SRA but without acquisition by the SRA

3. Historic and Architectural Preservation Activities of the SRA:
   a. Acquisition by purchase, donation or eminent domain of real property for resale for rehabilitation of structures of historic and/or architectural merit
   b. Acquisition by purchase, donation or eminent domain of real property for rehabilitation and subsequent resale for the completion of rehabilitation requirements for land and structures of historic and/or architectural merit
   c. Acquisition by purchase, donation or eminent domain of interests in real property for preservation and rehabilitation of historic and/or architectural values
   d. Imposition of rehabilitation standards for properties not to be acquired to assure preservation and rehabilitation of historic and/or architectural values
   e. Provision of project improvements supporting the preservation and rehabilitation of structures and areas of historic and/or architectural merit
4. Public Improvement Activities:

This will include the addition, abandonment, alteration, extension, reconstruction, construction or installation of the following elements to carry out the provisions of the Plan by the SRA:

a. Streets, curbs, and sidewalks
b. Traffic control signals and signs
c. Street name signs
d. Landscaping and furnishings in public areas
e. Police and fire alarm systems
h. Water distribution systems
i. Sanitary sewers and storm drains
j. Rough grading
k. Public (municipal) facilities, including, but not limited to, parking facilities
l. Public open spaces
m. Works of art or decorative features in public open spaces

5. Design Review Activities:

This will include the review of plans for all public and private improvements for buildings and sites and those aspects of proposed projects related to the objectives of the Salem Downtown Renewal Plan by the SRA, including, but not limited to the following:

a. Construction
b. Restoration
c. Renovation
d. Conservation
e. Demolition
f. Repair
g. Replacement
h. Adjustment in capacity
i. Operating efficiency
j. Degree of safety
k. Amenity of private development or public service
l. Facilities
m. Utilities
n. Signage
o. Landscape or site improvements, including outdoor cafés or displays
3.3 Design Review

Section 1: Process and Applicability of the Standards

Design Review Process

The Design Review process will be employed for applicable projects and will be administered by the Salem Redevelopment Authority (SRA) with a designated Design Review Board (DRB) and City staff. The DRB is a seven-member board appointed by the SRA. Members of the DRB should be qualified by training, experience, background, and/or demonstrated performance to advise on such matters. The DRB will make recommendations to the SRA regarding applicable projects including demolition proposals as described under the activities of the SRA within Section 3.2 Plan Activities, above. The SRA will make final decisions for projects where approvals are required and final findings for projects when the SRA’s role is advisory, as noted below.

Applicability

The Design Review process and SRA project approvals are mandatory for all non-public projects within the boundaries of the Salem Downtown Renewal Plan including the review of plans for all private improvements for buildings and sites and those aspects of proposed projects related to the objectives of the Salem Downtown Renewal Plan.

The Design Review Process and SRA approvals are also mandatory for any projects the SRA itself undertakes.

Although the Design Review process is not mandatory for other public bodies, the use of the Design Review process can provide useful input to be considered for municipal, state and federal projects within the boundaries of the Salem Downtown Renewal Plan. When employed for such projects, the Design Review process, including recommendations of the DRB and final findings of the SRA, will be advisory.

For buildings that were constructed at least 50 years prior to the date of application for Design Review, the basis of DRB review and SRA approval or findings shall be the Secretary of the Interior’s Standards for the Treatment of Historic Properties, 1995 and Salem Historical Commission Guidelines within the Salem Historical Commission Guidelines Notebook, updated to 2010 (Appendix V). Both of these documents will serve as guidelines (not standards).
For all other projects and for buildings that were constructed less than 50 years prior to the date of application for design review, the basis of DRB review and SRA approval or findings shall be the Design Standards, beginning on page 3-9, or Compliance Alternatives using the Design Criteria, beginning on page 3-8, as further described below.

The basis for reviewing and approving demolition proposals shall be as further described, below.

Other Applicable Requirements, Guidelines and Regulations

The SRA retains the ability to develop specific requirements associated with specific development projects to provide additional detail or clarification relevant to a particular circumstance. The SRA may revise the Design Criteria and Standards through the Minor Plan Update process and may revise project-specific standards and adopt and amend any guidelines it establishes at any time.

Other applicable regulations include, but are not limited to, the City of Salem Zoning Ordinance, the City of Salem Sign Ordinance, the Salem Redevelopment Authority Sign Manual and the Building Code.

Section II of the City of Salem Commercial Design Guidelines (2005) (Commercial Design Guidelines) are found in Appendix III. These guidelines are adopted by reference. They shall be used as guidelines during any Design Review process unless otherwise specified or subsequently amended and authorized by the SRA.

Use of Design Standards

The Design Standards provide design requirements for all applicable projects. They shall not be applied to buildings that are older than 50 years at the date of application for design review, for which other guidelines will provide the basis of review, as noted above. Projects shall be approved if they meet the Design Standards and all other applicable guidelines and requirements.

Compliance Alternatives

Projects for which the Design Standards are the basis of Design Review may also be approved if they provide design solutions that vary from the Design Standards, but meet the broader objectives of the Salem Downtown Renewal Plan. This approval method does not apply to buildings constructed at least 50 years prior to the date of
application, which are reviewed under different guidelines as described in Section 3.3 Design Review: Applicability. This approval method recognizes that the Design Standards cannot anticipate all circumstances or innovative approaches. The SRA, with input from the DRB, must determine that the proposed Compliance Alternative meets the applicable Design Criteria. The SRA and the project proponent must both agree to the alternative approach.

As part of any approval of a Compliance Alternative, the SRA must provide a written determination and finding that the alternative approach meets the requirements of the Design Criteria. Such determination should state the applicable standard(s), the reason for granting an alternative, the applicable Design Criteria, and how the alternative meets the Design Criteria.

Use of Design Criteria

The Design Criteria establish design principles in key categories that correspond with the Plan’s objectives. The criteria articulate the link between various aspects of the built environment and the objectives of the Salem Downtown Renewal Plan. They will be the basis for review and decisions regarding proposed Compliance Alternatives. They will also be the basis for resolving conflicting interpretations that may arise if a provision of the Design Standards differs from other design guidelines that may be applicable to a proposal.

Demolition Review

Demolition proposals are subject to the Design Review process by the SRA. The SRA has the right to prohibit demolition if the proposed demolition is determined to have a negative impact on the Project Area. Proponents may apply for permission to demolish a building or portions of a building in a state of disrepair which represents a health, safety and welfare issue in the Project Area as an appropriate means to revitalization. Partial demolition of a building to preserve a sound portion of that building may be acceptable. However, building elements that contribute to the character of the district, such as chimneys, should be restored or rehabilitated. A new structure or open space shall be developed in the location of demolition immediately after demolition occurs. No vacant lots created through new demolition shall be left untended in the Project Area.

As part of its review process, the SRA may require the preparation of independent professional evaluations of pertinent conditions.
Maintenance or Operational Requirements and Design Approvals

As a condition of design approvals, the SRA may include reasonable requirements to ensure that proponents operate, service, repair and maintain buildings and sites to maintain the health, safety and welfare of the Project Area.
Section 2: Design Criteria

1. Revitalization approaches shall be used selectively as is most beneficial to achieve the Plan’s objectives. Development and redevelopment proposals shall consider the full range of revitalization approaches available and justify the approach undertaken.

2. Buildings and sites shall be designed to define and activate adjacent street edges, open spaces and public spaces through the placement of the building on the site, location and configuration of entrances and active ground floor uses.

3. Building façades shall be designed to provide a consistent and legible organization of uses that address street frontage(s), identify entrance(s), and create an active and visually interesting ground floor.

4. Building massing and form shall ensure the preservation and enhancement of historic and architectural assets through context-sensitive design.

5. Building façade elements shall contribute to human-scaled streets and public spaces by articulating ground floor levels with architectural components that relate to the scale of a human.

6. Parking and landscape shall provide unobtrusive parking and loading areas, appropriately screened to blend with the historic character of the area.

7. Public and private open spaces shall provide for the proper allocation and dimensioning of open space in relation to new buildings and existing buildings which remain.

8. Streetscape and sidewalks shall be designed to enhance circulation and provide a pleasant environment for multiple modes of travel that will anchor the historical and walkable core of an urban downtown environment.

9. Lighting shall be designed to create a functional and comfortable night environment that reinforces the active use of sites and buildings.

10. No Design Standard shall be interpreted in a manner that would adversely impact the historic character, historic design integrity or historic quality of existing buildings.
Section 3: Design Standards

A. Sites and Blocks

1. **Building Placement** – Buildings shall be placed on the site to define the edges of streets and public spaces. Building placement shall respect existing patterns of building placement for the street on which they are located. The individuality of the building shall be subordinated to the overall continuity of the streets and public spaces. Buildings shall be placed to conceal parking at the interior or rear of building lots (refer to F. Parking on page 3-16 for additional parking requirements). Refer to Figure 3.1.

2. **Building Setbacks** – Building setbacks shall be in accordance with the City of Salem Zoning Ordinance. Infill buildings shall continue patterns of setbacks and street edge treatments of adjacent existing properties and maintain the continuity of existing patterns of use. Where discrepancies between zoning and existing setback patterns may occur, the DRB shall review design proposals with the proponent to balance the two requirements. A variance from the City would also be required. Refer to Figure 3.2.

3. **Building Orientation** – Buildings shall be oriented with the primary building façade(s) facing the primary street frontage(s) of the site. Building massing and façades shall be designed to frame streets and public spaces to provide a sense of spatial enclosure and to define street edges. Building entrances, storefronts and windows shall be oriented to the primary streets with transparency to streets and public spaces. Refer to Figure 3.3.

4. **Streetwall Continuity** – The blocks of structures that line the street and define the visual limits of the street are known as a streetwall. On those streets in the Project Area with a continuous streetwall, every revitalization project undertaken shall maintain and reinforce that streetwall continuity, resulting in infill buildings and rehabilitation that respects and continues existing street setbacks and concealed parking areas at the rear of the site. Redevelopment of empty blocks shall introduce a streetwall, create an open green space, or accomplish both. Refer to Figure 3.4.

5. **Street Corners** – Corner sites within the Project Area are of particular importance with the ability to define two street edges
and an intersection. Revitalization efforts located at a corner site shall be oriented and configured to define both the street edges and the corner of the site. The corner may be defined positively by placing the building with built edges at the corner or negatively by framing an open space at the corner with built edges setback from the corner and the provision of a landscaped plaza or other appropriate surface treatment. Refer to Figure 3.5.

6. **Design Treatment of Edges** – Buildings that are not physically adjoined to abutters shall treat side yards and the spaces between buildings in a manner consistent with existing patterns of use, in terms of setbacks and use. Landscaping shall be used to define street edges and to buffer and screen edges that may have a negative visual impact, such as parking or loading areas. Access driveways and curb cuts using side yards may be combined between adjoining properties to access parking for multiple buildings at the interior of the block. Refer to Figure 3.6.

### B. Building Massing and Form

1. **Relationship to Existing Context** – Building massing, form and scale shall be complementary to and respectful of the patterns of existing buildings in the immediate vicinity.

2. **Building Form** – The shape and massing of new and renovated buildings shall provide a balance among building height, story-height, building width and block width. The shape and massing of the building shall complement the abutting structures and define the edges of streets and open spaces. The building form and massing shall use the techniques described herein to reduce the impact of large uninterrupted building masses and façades and to create building forms that are human-scaled.

3. **Scale** – The scale of proposed revitalizations shall be compatible with the surrounding architecture and landscape context. Large scale developments or buildings shall be reduced in overall impact by providing variation in building massing. The configuration of architectural components shall be composed to reduce the overall scale of buildings to relate to a human-scale. Elements that may help to relate building massing proportionally to the size of the human body shall include: articulated building bases through a change in material...
or color; placement of windows in a regular pattern; use of materials that are made of smaller human-scaled modules; articulation of building entries with canopies, porches or awnings, façade and roof projections (such as bay windows or dormers); and building height stepbacks.

4. **Proportion** – The proportions of building elements shall be generally compatible with existing structures and the features and components of the façade.

5. **Height** – Building heights shall be in accordance with the *City of Salem Zoning Ordinance*. Infill buildings shall continue the patterns of height of adjacent existing properties. Where the discrepancy between the proposed height and existing height patterns is greater than ten feet, the DRB shall review design proposals with the proponent for context sensitivity based upon the following: building height stepbacks; articulation of façade; building mass, scale, bulk and proportion; or other building massing considerations.

6. **Building Height Stepbacks** – A height stepback shall be used to match the height of adjacent buildings of a lower height than the proposed structure with a break in the building massing and building stepback at that height. The stepback shall be a minimum of ten feet. The remaining allowable building height shall be allowed above this cornice/parapet line. The stepback reduces the visual effect of the additional height as viewed from the street and maintains continuity of the existing street wall. *Refer to Figure 3.7.*

7. **Façade Length and Articulation** – Buildings or portions of a building with wide façades shall be divided into smaller parts through the pronounced variation in the primary wall plane. Façade length shall be articulated at least every fifty feet, or at a shorter length compatible with buildings in the immediate vicinity. This may be accomplished through the division of the building façade into smaller parts, variation in the cornice or roofline, or projections or recessions in the building façade. *Refer to Figure 3.8.*

8. **Modulation of Building Mass, Scale and Bulk** – Large building masses and volumes shall be reduced in scale and bulk by varying architectural form. By creating variations in roof form, cornice and roofline, treatment of corners and interruption of
façade lengths, large building masses can be reduced to be more compatible with the Project Area. Refer to Figure 3.9.

9. **Building Massing at Street Corners** – Building massing at street corners shall acknowledge and address the street corner. The building shall be oriented and configured to define both street edges and massing. Architectural definition of the street corner shall be a recognizable component of the building design. Further discussion of architectural and landscape treatments at street corners can be found under A.5. *Street Corners* on page 3-9.

10. **Building Roofs** – Building roofs that are visible from the street shall be composed of materials compatible with the Project Area (for example slate or composite shingle roofing materials). Roofing materials shall not call undue attention to the roof itself with bright or contrasting colors, unless historically documented. Large, unbroken expanses of roof shall be articulated at least every one hundred feet, or at a shorter length compatible with adjacent or facing buildings, by interrupting the cornice or roofline, providing variation in roof form, or architectural components (for example a series of dormers or skylights). Building mechanical equipment located on building roofs, sites, or other locations shall be screened from view from the street.

C. **Building Façades**

1. **Façade Design and Relationship to Existing Context** – The façade, or primary building elevation, of new construction shall be compatible with the façade design of neighboring buildings so as to create continuity across projects and the street edge. Primary building façades with frontage along the street shall be sensitive to the existing context of building façades along that street. Building façades facing the street shall have at least 25% of the overall façade in transparent windows and at least 40% of the ground floor façade in transparent windows.

2. **Architectural Treatments** – Architectural details include, but are not limited to, items such as the trim around entrances, corners, eaves, doors and windows; exterior cladding materials; and roof type. These components shall be coordinated to be compatible with the character of the existing buildings in the immediate vicinity of the Project Area and to reinforce the human-scaled aspects of the building design.
3. **Proportion and Pattern of Windows** – Original window patterns and openings shall be preserved or restored, including conservation and repair to preserve historical details, in the redevelopment of existing structures. New construction shall acknowledge and respond to existing adjacent window patterns in proportion, scale, rhythm and number of openings. Refer to the *Commercial Design Guidelines* in Appendix III for additional guidance.

4. **Placement and Treatment of Entries** – Entrances shall be oriented to the primary street frontage and address the street with an active and welcoming entry composition that is integrated into the overall massing and configuration of the building form. The building façade shall integrate separate entrances for multiple tenants and uses into a coordinated ground-floor façade. Building and shop entrances shall be recessed to a minimum depth equal to the width of the door to prevent doors from swinging into the sidewalk. Building entries shall be used to introduce human-scaled components to the building façade such as storefronts, canopies, porches and stoops and provide a high level of visibility and transparency into ground floor uses to activate and add interest to the adjacent street. Refer to the *Commercial Design Guidelines* in Appendix III for additional guidance. Refer to Figure 3.10.

5. **Ground Level Articulation** – The building façade shall clearly define commercial ground floor space and differentiate the articulation of the ground floor from the residential or mixed-use space on the building stories above. Ground level façades in non-commercial buildings shall be articulated in such a way that they are visually compatible with adjacent commercial storefronts and maintain an active and inviting street level façade. Articulation of the ground level of a building shall be used to visually anchor the base of the building on the site and to define a human-scaled base at the primary street frontage. Glass shall be used in storefronts to maintain transparency and an active and interesting ground level at the street. Refer to the *Commercial Design Guidelines* in Appendix III for additional guidance for commercial ground floors. Refer to Figure 3.11.

6. **Façade Projections** – Façade projections, depressions or changes in direction of the primary building plane shall be limited to ten feet and restricted to the setbacks required by the *City of Salem Zoning Ordinance*. Refer to Figure 3.12.
7. **Roof Parapet and Cornice Lines** – Building cornice lines shall be maintained, preserved or recreated to define building façades and create façade components consistent with historic parapet or cornice lines as originally designed and built in the Project Area. Refer to B.6. **Building Height Stepbacks** and B.7. **Facade Length and Articulation** on page 3-11 for additional treatment of roof parapet and cornice lines. Refer to Figure 3.13.

8. **Building Materials** – Building materials shall be selected to be compatible with or complementary to the surrounding context. Materials on the façade that are subject to deterioration (plywood or plastic) shall be avoided or removed and replaced.

9. **Signage** – The size and location of any sign shall abide by the City of Salem Sign Ordinance. Sign type, location and installation shall be consistent with other uses adjacent to and along the same street or within a consistent district. Freestanding signs, permanently affixed signs independent of a building or structure, are prohibited within the Project Area. Refer to the **Commercial Design Guidelines** in Appendix III and the Salem Redevelopment Authority Sign Manual for additional guidance for commercial signage. Refer to Figure 3.14.

10. **Multi-Tenant Signage** – Signs for buildings with multiple tenants shall be coordinated upon a building façade to offer clear, orderly and legible information about the building, address, and tenants. A consistent height and line for a sign band in multiple tenant buildings shall be created in conjunction with the ground floor storefront and articulation; signage shall not be placed on the upper façade of multi-story buildings. Refer to the **Commercial Design Guidelines** in Appendix III for additional guidance for commercial signage. Refer to Figure 3.15.

11. **Awnings** – Awnings may be used to provide a human-scaled element to the ground floor of building façades and protect building entries. Awnings shall not be placed on a building such that they would obscure important architectural details by crossing over pilasters or covering windows. Multiple awnings on a single building shall be consistent in size, profile, location, material, color and design. On multi-tenant buildings the awnings shall be allowed to vary in color and details, but shall be located at the same height on the building façade. Refer to the **Commercial Design Guidelines** in Appendix III for...
additional guidance for commercial awnings. Refer to Figure 3.16.

D. Public and Private Open Spaces

1. **Relation to Surrounding Public Spaces** – Proposed and existing buildings and properties adjacent to public open spaces shall be oriented to define the edges of those open spaces and provide a transparent ground floor to activate the public space. Building façades facing the open space shall have at least 25% of the overall façade in transparent windows and at least 40% of the ground floor façade in transparent windows. Refer to Figure 3.17.

2. **Private Use of Public Spaces** – Private use and design of public spaces under municipal, state or federal ownership shall be approved by the SRA, conform to other applicable standards and ordinances and be subject to any other municipal approvals as applicable. Generally, public spaces shall be reserved for public uses. Sidewalk use for temporary displays, kiosks, etc. shall be coordinated with and approved by the SRA, conform to other applicable standards and ordinances and be subject to any other municipal approvals as applicable. Clearance and access required for public circulation shall be maintained at all times.

3. **Site Details** – Public and private open spaces shall be designed, landscaped, and furnished to be compatible with or complementary to the character of the district in which they are located. Public art shall be used to define and punctuate public spaces. All art installations shall maintain clearances in public spaces, and be constructed of materials that are durable, easily maintained and that do not present safety hazards.

4. **Open Space** – Underutilized or vacant space within the Project Area shall be considered for landscape installations or to be used as a public pocket park. Such improvements to vacant parcels can have a dramatic impact on the impression of the Project Area.

E. Landscape

1. **Landscape Use and Orientation** – Site, block and building orientation and configuration shall use landscape features to shield negative views, define edges and frame streets and public...
spaces. No plantings shall obscure site entrances and exit drives, access ways, or road intersections or impair visibility of commercial storefronts. Tree species shall be selected to maintain relatively clear views of the ground floor and adequate height clearances for sidewalk circulation. Site and landscape features shall be integrated with the design of new construction and reflect a coordinated site and building design. Landscaping shall be used to reinforce human-scaled elements of the building and site and to create outdoor spaces that are scaled comfortably for people.

2. **Site and Street Edges** – Landscape strips with street trees, street trees in sidewalk tree wells or landscaped medians shall be used as is consistent with the existing landscape patterns of the location of proposed improvements. Landscaping shall be used to define the street edge if the existing pattern of building placement includes a front setback. Refer to Figure 3.18.

3. **Buffers and Screens** – Landscape buffers shall be used to screen parking, loading and service areas that may be visible from public streets or open spaces. All views that could be associated with a negative impact should be screened with strategically selected and located landscape features. Screening may include architectural walls, fences or other visual barriers. Refer to Figure 3.19.

4. **Trees and Plantings** – Trees, shrubs, and groundcover shall be selected to be appropriate to the conditions of a particular site and the climate of Salem. Street tree species selection shall ensure compatibility with neighboring conditions so as to ensure continuity of the street edge and public realm identity.

**F. Parking**

1. **Parking Placement** – Parking shall be located at the interior of blocks, behind buildings or at the rear of sites, away from prominent site edges, public spaces and streets. Refer to Figure 3.20.

2. **Parking Orientation** – Parking lots shall be designed to recede in the visual environment by creating separations between parking areas and the edges of streets and sidewalks, buffering parking areas with landscaping, and screening parking areas behind buildings or other site components (fences, gates, walls or hedges). Parking placement requires that parking be placed
out of prominent view; certain edges of parking lots may be more visible than others and would require treatment of the edge of the parking lot as described to mitigate the negative view.

3. **Structured Parking** – Structured parking, where provided, shall be configured on the site in such a way to allow it to be lined by active building uses at the edges of primary streets and public spaces. Placement of the structured parking should be at the interior of a block, surrounded on visible edges by active retail and residential uses to avoid inactive street edges created by the parking structure. Alternatively, the structured parking could be arranged such that the ground floor uses are available for commercial space and the upper parking levels are articulated to create a more attractive structure above. Refer to Figure 3.21.

4. **Parking Landscape** – Generous landscape areas shall be designed to ensure plant health, including adequate area for snow removal, and shall create planting strips of not less than 10 feet wide for trees. No landscape island shall be less than 6 feet wide. Landscape areas shall be placed at all exterior edges of the parking area that abut adjacent properties, streets or public spaces. Additional landscape medians shall be provided between parking spaces to break up the impervious surfaces and mitigate the visual impact of parking. Refer to Figure 3.22.

5. **Landscaping of Pre-existing Parking Lots** – Upon the expansion of an existing parking lot containing twenty or more parking spaces and/or an alteration of a structure or change in uses that increases the parking requirements by five or more spaces, the entire existing parking lot shall be brought into compliance with these standards to the degree feasible.

6. **Curb Cuts** – Curb cuts shall comply with the *City of Salem Zoning Ordinance* maximum width of twenty-four feet and shall be minimized and combined whenever possible. Every curb cut shall provide a continuous and uninterrupted pedestrian walkway. Refer to Figure 3.23.

7. **Parking Details** – Granite curbs shall be used to protect planting areas, define sidewalks, walkways and parking area edges.
G. Streetscape and Sidewalks

1. **Street Configuration** – All new or renovated streets shall comply with current City and Department of Public Services standards. All new streets shall be publicly accessible; vehicular access may be restricted as determined with the SRA.

2. **Sidewalk Configuration** – Sidewalks shall have a minimum clear width of 4'-0"; when space is available within the right-of-way, sidewalks shall be widened to 8'-0" clear. Sidewalks shall be widened to accommodate street trees, landscaping and outdoor furnishing and amenities. Sidewalks shall be continuous and uninterrupted at driveways and curb cuts to reinforce priority for pedestrians. New sidewalks and repairs to existing sidewalks shall maintain the concrete scoring and brick pattern used throughout the Project Area. Brick shall be maintained or replaced and shall be introduced if adjacent sidewalks are brick. Refer to G.3. Sidewalk Width and Outdoor Cafés below and G.8. Sidewalk Seating on page 3-19 for additional requirements for outdoor cafés.

3. **Sidewalk Width and Outdoor Cafés** – Where sidewalk width is constrained at locations of sidewalk use for outdoor cafes, the SRA may accept that the minimum clear width of sidewalk be reduced to 3'-0". This minimum clear width of 3'-0" shall have a maximum length of 10'-0". After a 5'-0" interval of relief of the 3'-0" clear, another 10' length of minimum clearance may occur and repeat in this pattern. The goal of the SRA is to maintain the balance between clear width for pedestrian activity and the extension of outdoor cafés into the public space. Refer to G.8. Sidewalk Seating on page 3-19 for additional requirements for outdoor cafés and to the SRA Outdoor Café Permit Instructions.

4. **Public Transit** – Street and streetscape designs shall integrate existing or anticipated public transit improvements and facilities, such as bus stops, bicycle-sharing hubs, bus drop-off lanes, or intermodal connections to the commuter rail station. Permanent infrastructure, such as bus stops, shall be designed to contribute to the organization of these features while maintaining adequate sidewalk clearances.

5. **Pedestrian Use** – Sidewalks shall be provided on both sides of the street. Corner and curb radii shall be reduced to decrease pedestrian crossing distances and to slow traffic speeds at
downtown intersections including such techniques as curb extensions and neck downs to increase safety for pedestrians. Pedestrian crosswalks with accessible curb ramps shall be provided at every intersection.

6. **Bicycle Use** – Bicycle travel lanes, road markings, signage and sidewalk amenities shall be provided in coordination with the SRA. Bicycle lanes shall be a minimum of four feet wide when not adjacent to parking and a minimum of five feet wide when adjacent to parking. Refer to Figure 3.25.

7. **Landscape** – Rows of street trees shall be provided on both sides of all primary streets. To allow healthy tree growth, structural soil shall be used under adjacent sidewalks or pavers when street trees are planted in tree wells or planting strips narrower than ten feet. Street trees at sidewalks and parking shall be used to define the street and site edges. Street tree species selection shall be compatible with or complementary to adjacent street trees so as to ensure continuity of the street edge and public realm identity. Refer to Figure 3.26.

8. **Sidewalk Seating** – All temporary outdoor seating shall be coordinated with the SRA. For temporary seating associated with outdoor cafés, refer to G.3. Sidewalk Width and Outdoor Cafés on page 3-18 for additional sidewalk width requirements and to the SRA Outdoor Café Permit Instructions.

For temporary outdoor seating that is not associated with an outdoor café, the seating must be located such that the minimum 4'-0” sidewalk clearances are maintained.

For all temporary outdoor seating, seating layouts shall maintain clearances appropriate to an interior use of space as per Building Code and shall not exceed maximum occupancy limitations for the building use for which it is proposed. All furnishings shall be secured at night.

9. **Street Furniture** – Permanent street furniture including light fixtures, benches, bike racks, trash and recycling receptacles, and newspaper stands shall be consistent with City standards (available from the SRA) and coordinated with the SRA. All street furniture shall be integrated with street and sidewalk circulation to ensure adequate clearances, access and convenience of the location of these amenities. Street furniture shall be clustered at convenient locations that are plainly visible and accessible.
H. Lighting

1. **Light Placement** – Placement of lighting fixtures shall be designed to provide adequate ambient light levels for safety and usefulness and shall be configured to highlight pedestrian paths and building entrances. *Refer to Figure 3.27.*

2. **Site Lighting** – Site lighting shall use shielded and full cut-off fixtures that avoid spilling light onto neighboring streets, properties, structures and above into the night sky. Site lighting shall use low height fixtures, between fourteen and seventeen feet, which shall reinforce the human scale.

3. **Building Lighting** – Building lighting shall use shielded fixtures that avoid spilling light onto neighboring streets, properties, structures and above into the night sky. Building lighting shall focus on illuminating building entries, display windows and building signs. Uncoordinated architectural lighting of façades, building accents, awnings or other features shall be avoided to avoid contributing to a disrupted or disjointed lighting effect in the Project Area. Refer to the *Commercial Design Guidelines* in Appendix III for additional guidance for commercial building lighting.

4. **Signage Lighting** – Building signage may be lit by a fixture(s) that shall light the sign and shield other views from glare. Light fixtures shall be consistent with the character of the building or shall be hidden from view. Refer to the *Commercial Design Guidelines* in Appendix III for additional guidance for commercial building lighting.
4. REQUISITE MUNICIPAL APPROVALS
760 CMR 12.02 (5)

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<thead>
<tr>
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<tr>
<td>4.1 Salem Redevelopment Authority Approval</td>
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<td>4.2 Planning Board Approval</td>
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<td>4.3 City Council Approval</td>
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<td>4.4 Opinion of Counsel</td>
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At its meeting on November 17, 2011, the Salem Redevelopment Authority voted:

To approve the Salem Downtown Renewal Plan dated October 27, 2011 with amendments referred to in the November 15, 2011 letter from the Mayor to the City Council and to include National Register, Historic Districts and Landmarks as presented at tonight’s SRA meeting, as a major plan change, which consolidates and updates both the Heritage Plaza East Urban Renewal Plan and the Heritage Plaza West Urban Renewal Plan and all associated and previously approved amendments of those plans.

Lynn Goonin Duncan
Executive Director
Decision

November 21, 2011

At its meeting on November 3, 2011, the Salem Planning Board met to review the Salem Downtown Renewal Plan and to discuss its consistency with the City of Salem’s Master Plan.

The Planning Board voted seven (7) in favor (John Moustakis, Randy Clarke, Mark George, Tim Kavanagh, Tim Ready, Helen Sides and Lewis Beilman) and none (0) opposed to certify that the major plan change to the Heritage Plaza East Urban Renewal Plan, as documented in the plan entitled, “Salem Downtown Renewal Plan,” dated October 27, 2011, is in conformance with the general plan for the community as a whole, specifically the “City of Salem Master Plan Update and Action Plan, 1996.”

Sincerely,

John Moustakis
Vice Chair

Cc: Mayor Kimberley Driscoll
Ordered:

That the City of Salem hereby adopts the Salem Downtown Renewal Plan dated October 27, 2011, a copy of which is attached hereto and shall be on file in the office of the City Clerk, that changes and updates the City's existing and previously approved urban renewal plans as follows:

1. In accordance with Urban Renewal Regulations 760 CMR 12.03 (2) Major Plan Change, the Salem Downtown Renewal Plan consolidates and updates both the Heritage Plaza East Urban Renewal Plan and the Heritage Plaza West Urban Renewal Plan and all associated and previously approved amendments of those plans.

2. The Salem Redevelopment Authority is hereby authorized to undertake activities to accomplish the goals contained within the Salem Downtown Renewal Plan.

3. The Salem Downtown Renewal Plan will take effect on March 1, 2012 or upon such date as approved by the Department of Housing and Community Development (DHCD), at which time it will supersede the preceding urban renewal plans and all associated amendments will be terminated. The Salem Downtown Renewal Plan will remain in effect until March 1, 2042.

In City Council October 13, 2011
Motion to hold a public hearing the week of November 14, 2011 was adopted.
Public Hearing held November 17, 2011 Advertised Salem News Nov. 3 & 10th, 2011
In City Council November 17, 2011
Adopted as amended by roll call vote of 11 yeas, 0 nays, 0 absent
A motion for immediate reconsideration in the hopes it would not prevail was denied.
Approved by the Mayor on November 21, 2011

CHERYL A. LAPOINTE
CITY CLERK

ATTEST:
City of Salem

Yea and Nay Vote of City Council

Upon the Question of

Adoption of
Salem Downtown Renewal
Plan

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Totals: 11 Yea, 0 Nay, 0 Absent

Cheryl A. Laponte
CITY CLERK

A TRUE COPY ATTEST
Cheryl A. Laponte
CITY CLERK
SALEM, MASS.
November 30, 2011

John Fitzgerald  
Urban Development Coordinator 
Department of Housing & Community Development 
100 Cambridge Street, Suite 300 
Boston, MA 02114 

Re: Certification 

Dear Mr. Fitzgerald:

This letter is to certify that the Historic Salem Downtown Renewal Plan dated October 27, 2011 as amended November 17, 2011 is in compliance with applicable laws.

Sincerely,

[Signature]

Elizabeth Rennard, Esq. 
City Solicitor
5. CITIZEN PARTICIPATION
760 CMR 12.02 (11)

5.1 Participation in Plan Development

There were several levels of public involvement in the development of this plan update, including a Working Group, two public meetings sponsored by the Salem Redevelopment Authority (SRA), a public hearing held by the City Council, and meetings with the City Council, the Planning Board, and the SRA.

Plan Development Process

Members of the Working Group included sixteen representatives from the following municipal and civic organizations: City Council, Salem Redevelopment Authority, Planning Board, Design Review Board, Historical Commission, Salem Partnership, Historic Salem Inc., Salem Chamber of Commerce, Salem Main Streets, residents of the downtown, National Park Service, and Peabody Essex Museum. All were expected to act as liaisons to their respective organizations. Working Group meetings were posted under the Open Meeting Law. Members first met on June 30, 2011 to discuss the major plan update process, possible boundary changes, and plan goals and objectives. The Working Group met again on August 16, 2011 to discuss final boundary changes and revised plan goals and objectives and on September 20, 2011 to discuss design standards and guidelines. The meetings lasted approximately one and a half hours.

The Working Group and their respective organizations were given the opportunity to review the final plan document and provide comments prior to the document’s review by the City Council and Planning Board.

The general public was introduced to the major plan update process at a July 12, 2011 meeting of the SRA. The public had a chance to comment on the final boundary changes, revised plan goals and objectives and on design standards and guidelines at a public meeting sponsored by the SRA on September 14, 2011.

The Planning Board met on November 3, 2011 to certify that the Salem Downtown Renewal Plan is in conformance with other City plans.

Statement Regarding Public Hearing

The City Council is required to hold a public hearing and to vote to approve the draft plan prior to sending it to the Department of Housing and Community Development for its approval. Both the public hearing and the vote took place on November 17, 2011. Please see Appendix I: Minutes of Public Meetings for the minutes of the public hearing and Section 4: Requisite Municipal Approvals for the vote.
5.2 Participation in Project Execution

The SRA is responsible for the execution of the provisions of the Salem Downtown Renewal Plan. Their advisory body, the Design Review Board (DRB), is responsible for providing review and comment to the SRA, incorporating the requirements and guidance in Section 3: Objectives of this document.

Salem Redevelopment Authority Policies and Practices

The SRA makes all documents regarding its review process available on the City’s website. The Board uses a two-part process for projects within the Downtown Renewal area. This process and the responsibilities of both the SRA and the DRB were described in Section 1.5 Design Review Board.

Public Involvement

Meetings of both the SRA and the DRB are public meetings and are subject to the Open Meeting Law of the Commonwealth of Massachusetts.

The SRA meets monthly on the second Wednesday of the month and the DRB meets monthly on the fourth Wednesday of the month.

Members of the public are notified in advance of meetings by agendas posted on the City Clerk’s Public Meeting Calendar online and in City Hall.

Public comment is accepted at the meetings of both bodies.
The provisions of 760 CMR 12.00 allow for specific circumstances under which an urban renewal plan may be updated or changed. This Salem Downtown Renewal Plan does not include any specific project for the Salem Redevelopment Authority that would require acquisition, redevelopment or disposition of property and no such specific circumstances were anticipated at the time this Salem Downtown Renewal Plan was adopted.

6.1 Future Plan Changes

This plan has a time horizon of thirty years and may require updates in the future. The provisions of 760 CMR 12.03 specify two mechanisms whereby this plan may be changed: a minor plan change and a major plan change.

Minor Plan Change

This update requires a resolution from the Salem Redevelopment Authority (SRA). Minor plan changes do not substantially alter the provisions of the plan.

Major Plan Change

A major plan change involves a more substantial alteration of the underlying plan and, as such, requires a more complex approval process. The process for a major plan change is the same as was followed to produce this Salem Downtown Renewal Plan – evidence of a public hearing, Planning Board certification of conformity with existing plans, and City Council approval. All affected redevelopers must be notified and given an opportunity to comment.

DHCD Approval

All proposed minor and major plan changes shall be submitted to the Department of Housing and Community Development for approval.
Appendix
MEETING NOTES

Meeting Date: June 30, 2011

Meeting Topic: Discussion of Heritage Plaza East Urban Renewal Plan and Heritage Plaza West Urban Renewal Plan Updates

Project: Salem Urban Renewal Plan Update

Attendees: City of Salem Department of Planning and Community Development

Lynn Goonin Duncan, AICP, Director
Tom Daniel, AICP, Economic Development Manager

Advisory Group

David M. Hart
Patricia Zaido
Dean Rubin
Russ Vickers
Mark George
Ben Bouchard
Helen Sides
Jennifer Bell
Bob Mitnik
Emily Udy

Consultant

Steven Cecil, AIA ASLA, The Cecil Group
Emily Keys Innes, The Cecil Group

Prepared by: Emily Keys Innes, The Cecil Group

Copies: Lynn Goonin Duncan, AICP

The purpose of this meeting was to begin discussions on the urban renewal plan update process, timeline and plan elements. This planning process is being conducted with professional planning assistance provided by The Cecil Group. The meeting agenda included:

- Purpose and Overview of Project
- Scope of Work
- Timeframe
- Goals
- Community Engagement Programs
- Confirmation of Meeting Dates
- Next Steps

During the course of the meeting, the following items were discussed:
1. The updates to the Heritage Plaza East Urban Renewal Plan and Heritage Plaza West Urban Renewal Plan are a major plan update – not a new plan. The basis for the update is that not all of the original goals were achieved. The “mission is not complete.” The governing legislation includes M.G.L. Chapter121B and 760 CMR 12.0.

2. The timeline for the process is tight. The Heritage Plaza East Urban Renewal Plan expires in March 2012. (The Heritage Plaza West Urban Renewal Plan expires in 2019.)

3. The process includes public participation and meetings with stakeholder groups in the planning stages. A draft document will be prepared in September and requires approval by the Redevelopment Authority; a review and vote by the Planning Board that the update is consistent with the Master Plan; and approval by the City Council in early December. The final document will be submitted with the application for update to Department of Housing and Community Development (DHCD) for their approval in early January.

4. The group discussed the function of the Advisory Group. The members’ input is critical to the process and will involve three meetings. Members are to act as liaisons to their respective organizations.

5. The group discussed the possibility of combining both plans into one document without triggering the new plan requirements.

6. Possible plan components that could be revised in the update include geographic boundaries. The group discussed the zoning of the two districts (B5) and whether it was advisable to extend the plans to cover all of B5. Members felt the possible ensuing controversy could delay the update process. It is possible to use the minor change process (requiring full public participation) to update the boundaries at a later date.

7. Possible areas of expansion discussed included Canal Street, Riley Plaza, Heritage Plaza East: Washington to Lafayette, Peabody Street (unlikely; zoned R3; plan splits the street), Bridge Street and the entrance corridors (Boston, Highland).

8. The group discussed the capabilities of the Redevelopment Authority, including the unique ability to prevent demolition and the power of eminent domain. A member of the group confirmed that Salem Redevelopment Authority (SRA) has used eminent domain in the past, although Lynn Duncan, Director of the City of Salem Department of Planning and Community Development, confirmed there are no current plans to exercise that authority.

9. Plan update considerations included the following items:
   - Narrow to forward-moving elements and keep any enhancements simple due to tight timeline.
• Think of plan as a living document.
• Are there political concerns regarding SRA capabilities (e.g. power of eminent domain)?
• Should the expiration date be in 20-30 years? Is it possible to have a plan that does not expire?
• Ensure purposes are set in updated plans.
• Update the types of professionals to be appointed to SRA.
• Outline which goals haven’t been met and indicate why the SRA’s capabilities are needed to achieve these objectives.

10. The group discussed specific concerns regarding design guidelines, including the following:

• What degrees of control are needed and where?
• Guidelines should be considered in the context of a 20-year timeline.
• Requirements should be codified and not be dependent on the abilities of current office-holders.
• Suggested that Entrance Corridor Overlay District have design review. Can the City get technical support to add design criteria?
• Consider adopting guidelines for other areas through measures other than SRA authority – this could also avoid pushback delay.
• Amendment can be problematic so it is important to build in flexibility.
• The group discussed the legal status and language: “guideline” vs. “mandate” vs. “standard.”
• Think broadly about guidelines that could be expanded to other areas.
• Look at the how to tier/layer standards and guidelines.
• Empower SRA to establish guidelines from time to time.
• Consider adding setbacks and other refinements within the updated plans within the design guidelines.
• Establishing and enforcing design guidelines can increase property value (e.g. Beacon Hill).

11. The City currently has a storefront improvement program in which Applicants must meet design guidelines and the City pays 50% of the cost up to a capped amount. The City uses the services of an on-call architect for this program.

12. Publicity considerations discussed include emphasizing the beneficial work of the SRA (e.g. Old Salem Jail) and publicizing the positive effect on downtown with the plans in place.

13. The proposed MBTA garage is within the district, but as a quasi-public body, it is not under SRA jurisdiction. There is a public process in place.

14. Members of the committee requested a one-page version of the briefing document that would include the advantages of the update and discuss the
benefits of the work of the Redevelopment Authority and asked that all papers handed out at meetings be dated.

15. Other next steps included sending a link to our online 40R manual.

16. Next steps with DHCD included ensuring that DHCD and the City are working from the same set of plans; setting up a conference call among Lynn Duncan, Steve Cecil and John Fitzgerald of DHCD to initiate the process; and scheduling a meeting to discuss geographic scope and design standards with DHCD before August Advisory Committee meeting.

17. The next meetings of the Working Group were scheduled for August 16 and September 20 8:30-10am (and the third Tuesday of month after that if needed).

18. The first public input meeting was scheduled as part of the SRA Meeting for July 12 at 6:30pm.

19. A public meeting was scheduled as part of the SRA Meeting for September 14 at 6:30 or 7pm.

20. All meetings will be held at 120 Washington Street in the third floor conference room.
The purpose of this meeting was to review the process of consolidating the plans into one update and to review the draft goals and purposes of the consolidated plan update. This planning process is being conducted with professional planning assistance provided by The Cecil Group. Documents sent to Working Group members prior to the meeting and made available at the meeting include the following:

- Comparative Tables, dated August 8, 2011.
The meeting agenda included:

- Proposed consolidation process and discussion of a name for the revised plan.
- Review of draft goals and purposes.
- Updated design standards.
- Proposed boundary revisions.
- Confirmation of meeting dates and next steps.

During the course of the meeting, the following items were discussed:

1. There was general agreement to combine the plans by updating *Heritage Plaza East Plan*, modifying the boundaries to include the boundaries of the *Heritage Plaza West Plan*, and abandoning the *Heritage Plaza West Plan*.

   - There was a question as to whether the Department of Housing and Community Development (DHCD) was comfortable with this process. Lynn Duncan and Steve Cecil confirmed that, provided the public update process was followed, John Fitzgerald of the DHCD was comfortable with this approach.

2. There was general agreement that the name of the joint updated plans would be the *Salem Downtown Urban Renewal Plan* (to be known as the “*Downtown Urban Renewal Plan*”).

3. There was general agreement to add three areas to the *Downtown Urban Renewal Plan*, as follows:

   - Riley Plaza West Lot and the land just north of that lot (bounded by Norman, Washington, Mill and Margin Streets) and Riley Plaza East Lot (on the other side of Washington Street).
   - The land north of Old Salem Jail.
   - The U.S. Post Office site on Margin Street.

4. Concerns were raised as to the type of notification the U.S. Post Office should receive regarding the addition of this lot to the *Downtown Urban Renewal Plan*.

5. The Working Group discussed other areas that could be added later as part of a minor plan change, but that should be identified as possible additions in the *Downtown Urban Renewal Plan*. These areas included:

   - Partial block near Hawthorne Boulevard.
   - Partial block between Howard, Brown and St. Peter Street.
   - Blocks south of Peabody Street.
   - Urban blocks to the east of Congress Street.
   - Areas along Canal Street and the rail alignment.
   - The Commercial Street Corridor.
• The Verizon property next to the US Post Office.

6. There was general agreement to include only publicly owned properties during this major plan update process and that private properties could be added as part of a minor plan change after due public process.

• Lynn Duncan confirmed that there had been minor plan updates over the past 40 years.
• Steve Cecil confirmed that additional properties should be added in one step rather than in a piecemeal fashion.

7. The Working Group discussed goals and objectives related to the Downtown Urban Renewal Plan. These goals and objectives are found in the Memorandum re: Municipal Goals and Strategy, dated August 12, 2011. Members noted that although Salem is a success, not all of the original objectives of the two plans had been fulfilled. In addition, the meaning of unclear goals from the Heritage Plaza East Plan and the Heritage Plaza West Plan needed to be clarified and, in some cases, modified to take into account changes in planning terminology and practice in the last forty years.

8. There was general consensus on retaining the original, unfulfilled goal of both plans which was “to eliminate and prevent the reoccurrence of blighting factors in order to restore conditions of health, safety, amenity and economic activity.”

9. The Working Group discussed the original goals to be modified or clarified, as follows:

• The Group reaffirmed the need for architectural integrity and the equal need to avoid being derivative.
• Under the discussion of urban form, concerns were raised as to the meaning of “traditional” and whether that could be used to prevent such changes as a height increase or closing off a street. Members cautioned against creating unintended consequences. One member suggested contacting a real estate development attorney to check the language. Steve noted that these were general guidelines and that specifics would be incorporated into the design standards. Both Lynn Duncan and Steve Cecil agreed to look at other wording options.
• There was general consensus on the need for active ground floor/street level uses.
• In a discussion regarding the incorporation of other City plans, it was noted that the Downtown Urban Renewal Plan should reflect the values of the City and incorporate and/or be consistent with plans developed by other City departments. This provision allows the work of the Salem Redevelopment Authority (SRA) to be consistent with the work of other city officials and departments.
10. The Group discussed new goals to be added to the *Downtown Urban Renewal Plan* that would allow for future changes and activities of the SRA. This major plan update is not based on specific projects, so the language needs to allow the SRA the authority and the flexibility to work within the downtown renewal plan area. There was general consensus to add the two new goals 1) to allow the SRA to undertake certain redevelopment related activities, and 2) to allow the SRA to sponsor or participate in planning for areas adjacent to the boundaries specified in the *Downtown Urban Renewal Plan*.

- The SRA was seen as an advocate for both the downtown urban renewal area and for adjacent areas.
- These goals allow the SRA to lend its planning expertise to those other areas and were seen as a maturing of the planning process.
- The Working Group noted that the entrance corridors are gateways to the downtown area and believed that the SRA would be an effective voice in the process of studying these areas.

11. The Working Group discussed the powers and capacities of the SRA. Steve Cecil noted that the activities in the previous plan were tied to specific projects but that the plan update would be more general. He recommended the retention of the powers and capacities currently in effect under the *Heritage Plaza East Plan* and the *Heritage Plaza West Plan*.

- Steve Cecil noted that some of the SRA’s powers could not be used except for a specific project that would require a public process.
- Steve Cecil and Lynn Duncan confirmed that the City council did authorize the SRA with the powers and capacities in the two original plans and that the Commonwealth of Massachusetts confirmed that authorization.
- Questions were raised as to the need to continue the ability to use eminent domain. Lynn Duncan and Steve Cecil explained that eminent domain was not now used for wholesale property acquisition and clearance, as had been done in some cities in the past. Eminent domain is considered to be a more precise tool that can be used to the benefit of both the City and the property owner. The use of eminent domain requires a public process and there are restrictions on its use.
- The other unique capability of the SRA is the ability to prevent demolition of a property. There was general consensus that this capability needed to be explicitly stated in the *Downtown Urban Renewal Plan*. It was noted that the SRA may approve demolition as well as prohibit it, and that there should be specific criteria regarding demolition.
- The Group added public facilities to 4i under Powers and Capacity of the Salem Redevelopment Authority in the Memorandum re: Municipal Goals and Strategy. Working Group members noted the lack of and need for public toilets in the downtown area.
- Under 5. Design Review Activities, the members of the Working Group changed the opening paragraph to read as follows:
This will include the review of plans for all public and private improvements for buildings and sites and those aspects of proposed projects related to the objectives of the Downtown Urban Renewal Plan, including, but not limited to, the following: (list follows in the document itself).

- Members also added the following categories:
  - Conservation
  - Demolition
  - Signage
  - Landscape or Site

- There was discussion of where the responsibilities of the Planning Board and the SRA overlap.
- Other questions raised concerned how to define the specific design criteria the SRA is concerned with as well as what the SRA does not need to review. Members raised the question of determining the level at which projects need to be reviewed.
- Members also discussed what should be part of the SRA’s rules and regulations versus what should be part of the plan.

12. There was general consensus to extend the timeline to 30 years.

- The rationale was that although the state general prefers a 20-year timeline, a longer timeline would be more helpful for those who were likely to make the financial investment in the area.

13. Lynn Duncan passed out the Urban Design Guidelines Outline for review for the next meeting. The next step is to produce the draft of the design guidelines for public presentation and review by the Working Group. These would include standards that projects would be compelled to meet.

14. A public meeting was scheduled as part of the SRA Meeting for September 14 at 6:30pm.

15. The next Working Group meeting will be held at 8:30am on September 20, 2011 (and the third Tuesday of month after that, if necessary).

16. All meetings will be held at 120 Washington Street in the third floor conference room.
MEETING NOTES

Meeting Date: September 20, 2011

Meeting Topic: Discussion of Heritage Plaza East Urban Renewal Plan and Heritage Plaza West Urban Renewal Plan Updates

Project: Salem Urban Renewal Plan Update

Attendees: City of Salem Department of Planning and Community Development

Lynn Goonin Duncan, AICP, Director
Tom Daniel, AICP, Economic Development Manager
Danielle McKnight, Staff Planner

Advisory Group

Paul Durand
Mark George
Robert Mitnik
Rinus Oosthoek
Dean Rubin
Helen Sides
Christine Sullivan
Emily Udy
Patricia Zaido

Consultant

Steven Cecil, AIA ASLA, The Cecil Group
Emily Keys Innes, The Cecil Group

Prepared by: Emily Keys Innes, The Cecil Group

Copies: Lynn Goonin Duncan, AICP

The purpose of this meeting was to review the design guidelines. This planning process is being conducted with professional planning assistance provided by The Cecil Group. Documents sent to Working Group members prior to the meeting and made available at the meeting include the following:

- Plan Goals and Activities: 3.1 Plan Objectives, dated September 14, 2011
- Urban Design Standards: Revised and Annotated Outline, dated September 19, 2011

The meeting agenda included:

- Discussion of design standards
• Discussion of any outstanding plan update issues
• Next steps

During the course of the meeting, the following items were discussed:

1. Lynn Duncan and Steve Cecil introduce the Plan Goals and Activities. Steve Cecil noted that these have been revised, taking into account previous discussions and public input.
   • Clarifying what is meant by “coordinated development.”
   • Diverse architectural character.
   • Pedestrian-oriented, not vehicle-oriented.
   • 30-year term of renewal.
   • Name is now Salem Downtown Renewal Plan.
   • Keep goals and activities clear but broad; allow flexibility.
   • Details can be added for future projects or to operational procedures.

2. Working Group members highlighted several areas of concern.
   • Demolition and the Salem Redevelopment Authority (SRA).
     o SRA can demolish its own buildings.
     o SRA can approve of or prevent demolition by others.
   • Confusion on wording of SRA’s actions under design review; the language needs to be made more explicit as to who does what.
   • Role of the Historic Commission needs to be clarified.
   • How will procedures work?
     o The whole document will be available to the public.
     o The Cecil Group will create a separate document with operational diagrams and procedures to explain the flow of the process.
   • Organization of the lists of activities – alphabetical; hierarchical; or in groups.

3. Steve Cecil led the discussion of Design Standards using a PowerPoint with examples in text and visual form.

4. Working Group members identified a few items for discussion.
   • Sustainability – the Working Group felt that sustainability should not be a separate section but should be included throughout. An example would be encouraging lighting to be solar-powered under streetlighting rather than under a separate sustainability section. The document should refer to Salem as a green community.
   • Integrating new standards vs. changing them – the current commercial guidelines would be adopted by reference with additional mandatory
standards that would apply to both commercial and residential buildings.

- **Compliance alternative** – allows for unanticipated circumstances. If the design criteria are met and the SRA and proponent agree, approval may be granted without the project meeting all of the mandatory design standards.
- **Clarity** – of language, process and expectations for business owners is important. Concerns were raised about subjective judgment vs. the ability to understand and meet clear expectations.
- **Design Review Board (DRB)** – Several issues were raised, including:
  - Membership based on skill set;
  - Process;
  - Procedural triggers for review.
- **Judgment** – a certain amount of judgment would always be needed as it is impossible to fully legislate all decisions, although more can be codified into standards than currently are. There is a need to retain flexibility and not to limit variety or the public’s experience of the area.
- **Procedural triggers** – seem to work well currently; could categorize the system rather than change it.
- **Chimneys** – add under building massing and form and possibly under demolition. They have been considered to be key to the visual experience of the area. Consider how to handle the partial demolition of components.
- **Updates: timing and process** – either a minor plan change or a major plan change (such as this one) can be done at any time. Lynn Duncan suggested that when exceptions become the rule then the Plan should be updated.

5. Discussion of why boundary was extended to include green parcel in front of Old Salem Jail and that it was to protect the parcel and bring it into the SRA public review process. There was some confusion at the public hearing as to whether or not it would be developed. There are no plans to develop this parcel.

6. **Next Steps**

   - The Cecil Group will provide a briefing paper for the Planning Board and the City Council.
   - Planning Board vote that update is consistent with other City plans.
   - Salem Redevelopment Authority vote.
   - Public Hearing by City Council – Working Group members should attend.
   - Approval from City Council.

7. **Draft for Working Group to review with a two-week window.**
• Working Group would like a cover memo – what is different, what has not changed. Steve Cecil responded that the updated plan would not be the same as the Commercial Guidelines – that there is a higher level of responsibility inherent in the Standards but that they would not contradict the current Commercial Guidelines.

8. No new meetings are planned for the Working Group.
SALEM PLANNING BOARD MEETING MINUTES 11/3/11

A regular meeting of the Salem Planning Board was held on Thursday, November 3, 2011 at 7:00 p.m. in Room 313, Third Floor, at 120 Washington Street, Salem, Massachusetts.

Those present were: John Moustakis, Vice Chair (chairing the meeting), Mark George, Lewis Beilman, Helen Sides, Randy Clarke, Tim Ready, and Tim Kavanaugh. Also present: Lynn Duncan, Director of Planning and Community Development, Danielle McKnight, Staff Planner, and Beth Gerard, Planning Board Recording Clerk. Absent: Chuck Puleo, Chair, and Nadine Hanscom.

John Moustakis opened the meeting at 7:00 pm.

Approval of Minutes
September 15, 2011 draft minutes

No comments or corrections were made by the Planning Board members. Tim Kavanaugh motioned to accept the minutes, seconded by Mark George. Approved 7-0.

September 29, 2011 special meeting draft minutes

No comments or corrections were made by the Planning Board members. Tim Kavanaugh motioned to accept the minutes, seconded by Tim Ready. Approved 6-0. Mark George abstained.

Old/New Business
Request of Patrick DeIulis for extension of subdivision approval and Wetlands and Flood Hazard Special Permit for Circle Hill Road

Patrick DeIulis, DeIulis Construction, explained that in 2009 his company came before the board for a previous approval. Danielle McKnight stated that Mr. DeIulis didn’t have to come in for a formal extension, since the Permit Extension act would automatically give him another two years to begin work, but he preferred to get an extension from the Board nonetheless.

Tim Kavanaugh made a motion to extend the date to December 2013, based on the requirements, Randy Clarke seconded. All approved 7-0. The decision is hereby made a part of these minutes.

Discussion and vote: Consistency of the Salem Downtown Renewal Plan with Salem’s Master Plan

Lynn Duncan, Director of Planning and Community Development, acknowledged Helen Sides, Mark George and former Board member Christine Sullivan as representatives on the working group. Ms. Duncan explained the plan and that the plan for Heritage Plaza East expires in March 2012. The purpose is to keep the effort and the objectives active. They are looking at making a major plan change to the Urban Renewal Plan, aka the Salem Downtown Renewal Plan. The major parts of the plan are the design standards, in addition to new goals and objectives that have been established. Ms. Duncan explained the role of the Planning Board in relation to this Plan. She noted that the city has focused on neighborhood plans rather than update its city-wide Master Plan. Ms. Duncan briefly reviewed the plan and objectives with the Board Members. Ms. Duncan stated that she feels that this plan is in compliance and offered to answer any questions raised by the Board. She further explained the boundaries in relation to the Old Salem Jail, US Post Office, and Riley Plaza. She also noted that there are no specific project proposals being brought forth by the SRA at this time.
John Moustakis, Vice Chair, noted that there has been a lot of work put into these action plans presented to the Board. He stated that it is a compliment to the City that all of these Boards are working together.

Tim Ready noted that these are very detailed plans and Ms. Duncan and her department should be complimented for being part of leading the charge.

Ms. Duncan acknowledged the current Mayor and previous Mayor for their efforts in revitalizing the downtown.

Randy Clarke stated that while it will not prevent him from supporting the new plan, he does not like the fact that Pickering Wharf, which is clearly in downtown, is not included in the urban renewal area. He is not a big fan of redevelopment authorities, which are steeped in the past. He feels they should be more focused on the future and be called “development authorities.” He loves what is going on downtown.

Mr. Ready noted that 40 years ago, Salem was a much different city; people are moving in and no longer moving away. He stated that this document is a living document.

Mr. Moustakis stated that is because of the mayors and the city planners. He observed that back 15-20 years ago, Salem was stagnant and now everyone knows Salem.

Tim Kavanaugh noted that for a small city it has a lot going on and a history worth preserving.

Mr. Moustakis stated that a lot of this change had to do with previous mayors allowing previous planners to plan. Mr. Moustakis and Ms. Duncan also acknowledged that additionally a lot of this is due to having a great planning board for the past 15 years.

Helen Sides made a motion that the Salem Planning Board hereby determines the major plan change to the Heritage Plaza East Urban Renewal Plan, as documented in the plan titled, “Salem Downtown Renewal Plan”, dated October 27 2011 is in conformance with the general plan for the community as a whole, specifically the “City of Salem Master Plan Update and Action Plan, 1996”, Mark George seconded. All approved 7-0.

Adjournment
Prior to adjournment, the Board formally welcomed new Board member Lewis Beilman.

Tim Ready made a motion to adjourn the meeting, seconded by Tim Kavanaugh. All approved 7-0. John Moustakis adjourned the meeting at 7:35 pm.

Respectfully submitted,
Beth Gerard, Recording Clerk

For actions where the decisions have not been fully written into these minutes, copies of the decisions have been posted separately by address or project at http://salem.com/Pages/SalemMA_PlanMin/.

Approved by the Planning Board 11/17/11
City of Salem Massachusetts
Public Meeting Minutes

Board or Committee: Redevelopment Authority, Regular Meeting
Date and Time: Thursday November 17, 2011 at 5:30pm
Meeting Location: Third Floor Conference Room, 120 Washington Street
Members Present: Chairperson Robert Mitnik, Robert Curran, Matthew Veno, Russell Vickers
Members Absent: Conrad Baldini
Others Present: Executive Director and City Planner Lynn Duncan, Tom Daniel
Recorder: Sarah Brophy

Chairperson Robert Mitnik calls the meeting to order. Roll call was taken.

Annual Meeting


Duncan clarified that the annual and fiscal reports being presented are for fiscal year 2011. She highlighted key projects from the past year.

- Salem Downtown Renewal Plan Update: The work on updating the urban renewal plan has been ongoing for 8-9 months and the Draft Plan is now complete. The City Council public hearing follows the SRA meeting. If approved, the plan will be valid for 30 years.
- Old Town Hall: For the past several years, Old Town Hall has been under the management of Gordon College. This summer, Gordon College opened the museum of Salem history.
- Parking Management: Most of the recommendations in the Parking Management Study were adopted. Tom Daniel continues to work on the details of the plan implementation. The plan will be implemented in fiscal year 2012.
- Design Review: The SRA continues to review designs for store fronts, outdoor cafes and signage.
- Public forums (4) on the Essex Street Pedestrian Mall: Public forums have looked at design improvements to the mall that do not preclude sharing the mall with vehicles to a greater degree. The City continues to apply for funding for those design improvements.

During fiscal year 2011 there was a consistent financial balance. However, this balance does not include the SRA’s contribution to the urban renewal plan. The SRA committed $15,000. The balance going forward will be $5,000.
Veno: Motion to approve the Annual Report and Financial Report, seconded by Vickers. Passes 4-0.

2. Election of Officers
   - Chairman
     Vickers nominated Mitnik for Chairman.
     Vickers: Motion to approve, seconded by Curran. Passes 3-0.
   - Vice Chairman
     Mitnik nominated Vickers for Vice Chairman.
     Mitnik: Motion to approve, seconded by Veno. Passes 3-0.
   - Treasurer
     Vickers nominated Veno for Treasurer.
     Vickers: Motion to approve, seconded by Curran. Passes 3-0.

3. Approval of 2011 Meeting Schedule
   Vickers: Motion to approve, seconded by Curran. Passes 4-0.

4. Adjournment
   Curran: Motion to approve, seconded by Vickers. Passes 4-0.

Regular Meeting

Executive Director’s Report

Duncan indicated that there is no Executive Director’s Report in addition to what was reviewed during the annual meeting.

Old/New Business

Small Project Review

1. Urban Renewal Plan: Discussion and vote to approve Salem Downtown Renewal Plan
Duncan provided a brief summary to the group regarding proposed amendments to the October 27, 2011 Plan. Amendments included the following:
• Modifications to the boundaries of the plan. The green space in front of the Old Salem Jail has been eliminated, and the boundaries will be extended to include the adjacent rights of way.

• Correction of the effective date in the Executive Summary. The new effective date is contingent on the DHCD approval date.

• Changes regarding design criteria and standards. Modifications clarify what guidelines are to be used. This was a great opportunity to pull all design guidelines together.

• The land use plan has been updated and the narrative has been revised to correspond.

• Document has been structured so that it is clear that the SRA cannot over rule zoning.

• Some corrections were simply grammatical and rewording to make the document read better.

Mitnik: Motion to approve the Salem Downtown Renewal Plan dated October 27, 2011 with amendments referred to in the November 15, 2011 letter from the Mayor to the City Council and with amendments to the section National Register Historic Districts and Landmarks as presented at tonight’s SRA meeting, as a major plan change, which consolidates and updates both the Heritage Plaza East Urban Renewal Plan and the Heritage Plaza West Urban Renewal Plan and includes all associated and previously approved amendments of those plans. Seconded by Vickers. Passes 4-0.

Sign, Awning, and Lighting Review

1. 128 Washington Street (Café Kushco): Discussion and vote on proposed exterior improvements and signage

   The board reviews a submission which includes images of proposed signage—two wall signs and one blade sign. Daniel summarized the changes being proposed by Café Kushco and the recommendations proposed by the DRB.

   Veno noted that the word sandwich is not spelled correctly.

   Curran: Motion to approve as recommended by the DRB, seconded by Vickers. Passes 4-0.

2. 72 Washington Street (Salem Cycle): Discussion and vote on proposed portable sign

   The board reviews a submission, which includes images of proposed sign. Daniel reviewed the proposal before the SRA. Salem Cycle is looking to update the A-Frame and has incorporated the DRB comments into the revised design.
Vickers: Motion to approve as recommended by the DRB, seconded by Veno. Passes 4-0.

3. **322 Derby Street (Rouge):** Discussion and vote on proposed portable sign

The board reviews a submission, which includes images of proposed sign. Daniel noted that the applicant was looking to have the existing A-Frame sign approved. While meeting with the DRB, suggestions were made to incorporate Rouge’s logo as a permanent element on the A-Frame.

Curran commented that this is the first application before the group that has hand written text on the sign. Veno questioned if there are guidelines regarding the handwritten elements. Daniel stated that there are guidelines for permanent elements, but there are no regulations regarding what is hand written. Duncan stated that temporary signage is much more flexible than permanent signage.

Veno: Motion to approve as recommended by the DRB, seconded by Vickers. Passes 4-0.

**Minutes**

Veno: Motion to approve, seconded by Curran. Passes 4-0.

**Adjournment**

Veno: Motion to adjourn, seconded by Curran. Passes 4-0.

Meeting is adjourned at 6:14 pm.
A Regular Meeting of the City Council held in the Council Chamber on Thursday, November 17, 2011 at 7:00 P.M., for the purpose of transacting any and all business. Notice of this meeting was posted on November 10, 2011 at 11:35 A.M. This meeting is being taped and is live on S.A.T.V.

All Councillors were present.

Council President Ryan presided.

Councillor Sargent moved to dispense with the reading of the record of the previous meeting.
It was so Voted.

President Ryan requested that everyone please rise to recite the Pledge of Allegiance.

PUBLIC TESTIMONY

1. Teasie Riley Goggin – 9 Wisteria Street – Appropriation to the Stabilization Fund.

(#619) PUBLIC HEARING ON THE SALEM DOWNTOWN RENEWAL PLAN

A Public Hearing for the adoption of the Salem Downtown Renewal Plan Dated October 27, 2011 was held.

Appearing in:

Lynn Duncan the City Planner – made a presentation. She stated that the purpose of the hearing is to take comment. Currently there a two plans which will be expiring March 1, 2012, The Heritage Plaza East and the Heritage Plaza
West. These plans are 40 years old and need to be updated. This gives the SRA a chance to update the plans and update the design. Council received two documents the first dated October 27, 2011 and the second dated October 27, 2011 with amendments. The reason for the second document with amendments is that they received more input which pointed out one more amendment for tonight which is the signal at the train station was not designated. So we have made an additional correction. The Cecil group was hired to work along with the working group. The SRA members are here tonight and we are the members of the working group.

Steve Cecil of The Cecil Group – stated the Salem renewal plan is an updated version and consolidates the two previous plans. The following are updates

- Benefits of design standards and guidelines
- Demolition Management
- Unfinished Business, supporting reinvesting not disinvestment
- Consolidates
- Extends the time 30 years
- Updates the language
- Maintains processes

The plan objectives remain the same, that’s why this is an update. This consolidates East and West side and design review process for private and SRA projects or other municipal projects. It lists the guidelines and standards. The steps are as follows:

- Council approval
- Submission to Dept. of Housing and Community Development
- Dept. of Housing and Community Development decision

Lynn Duncan City Planner – stated that she would walk through the proposed amendments

- effective date of plan
- Green space near old Salem Jail
- Description of site
- Description of field site parking vs open space

Darrow Lebovici - resident of 122 Federal Street and President of Historic Salem Inc. – gave a brief history of the SRA. He stated that the SRA went from demolition to preservation since the 1960’s. He is in favor of having a plan vs not having a plan. He supports this plan.

Christine Sullivan – 111 Chestnut Street – agreed with the previous speaker.
Teasie Riley Goggin – 9 Wisteria Street – stated that she attended the public meetings of the SRA and learned a lot from them.

Emily Reedy – 8 Buffum Street – agrees that downtown is what it is due to the SRA.

Barbara Cleary – a former member of the SRA stated that this is a much improved plan.

Russell Vickers – current member of the SRA was gratified to learn the degree of support that the SRA has from the public.

Patricia Zaido – 13 Chestnut Street – stated she is pleased to be on the working committee.

Deen Wolurn – business owner in Salem – stated he has only lived here 11 months but this extends the momentum for the city.

Paul Durran – business owner – that he sat on the planning board and working group member and agrees this is a very good plan

Matt Veno – 20 Forest Avenue – stated that he is a new member to the SRA but feels this is a good plan

There was no one opposed.

Shirley Walker – Derby Lofts resident – asked about Derby Lofts being on the Historical register but not under Historical Commission.

Lynn Duncan City Planner – stated these are identified as landmarks and will add the address.

Councillor O’Keefe stated this is a wonderful program and supports the efforts of the Cecil Group but feels the plan should be called the Historic Salem Downtown Renewal Plan.

Councillor Pelletier – asked if the MBTA station does goes before the SRA?

Lynn Duncan responded yes.

Councillor Pelletier asked what the cost was for this plan.
Lynn Duncan stated that the cost was shared by a grand and the SRA funds $50,000.00 but that it did not come from tax dollars.

Councillor Sosnowski endorses the plan and thanked the Cecil Group, Planner and the Working Group.

Councillor Sosnowski moved that the Hearing be Closed.
It was so voted.

Councillor Sosnowski moved adoption of the plan as amended by roll call vote.

It was adopted as amended by unanimous roll call vote of 11 yeas, 0 nays, 0 absent. Councillors Sosnowski, Sargent, Ronan, Prevey, Pinto, Pelletier, O'Keefe, McCarthy, Lovely, Furey and Ryan.

Councillor McCarthy moved for immediate reconsideration in the hopes it would not prevail. Reconsideration was denied.

Councillor Pelletier moved for a 2 minute recess. There was no objection.

#686 - REAPPOINTMENTS TO THE BIKE PATH COMMITTEE

The Mayor’s re-appointment of the following to serve on the Bike Path Committee with the terms to expire, were confirmed by unanimous roll call vote of 11 yeas, 0 nays, 0 absent. Councillors Sosnowski, Sargent, Ronan, Prevey, Pinto, Pelletier, O'Keefe, McCarthy, Lovely, Furey and Ryan.

- Dan Shuman, 36 English St., Salem Term to Expire: September 1, 2014
- David Pelletier, 12 Crombie St., Salem Term to Expire: October 1, 2014
- Jeff Bellin, 396 Essex St., Salem Term to Expire: July 1, 2014
- William Peck, 27 Broad St., Salem Term to Expire: September 1, 2014
- Ernest V. DeMaio, III, 289 Essex St., Salem Term to Expire: July 1, 2014
- David Hallowes, 15 River St., Salem Term to Expire: July 1, 2014
- Jamie Metsch, 18 Oliver St., Salem Term to Expire: October 1, 2014
#687 – CORRECTION OF CLERICAL ERROR FOR CONSTABLE TERM

The Mayor’s correction on reappointment of Cynthia Bourgeault’s term of expiration as Constable from last meeting due to clerical error: Term to expire shall be October 14, 2013 not October 14, 2012, was received and placed on file.

#688 – APPROPRIATION FROM “FUND BALANCE – FREE CASH”

The following Order recommended by the Mayor, was referred to the Committee on Administration and Finance under the rules. Councillors Furey and Pelletier were recorded as voting opposed.

ORDERED: That the sum of One Million, Six Hundred and Twenty – Four Thousand, Six Hundred and Seventy-Four Dollars ($1,624,674.00) is hereby appropriated from “General Fund Balance Reserved for Free Cash” account to the following special revenue funds. The amount of free cash to be transferred is per the City’s Financial Policies and in accordance with the recommendation of Her Honor the Mayor.

- Stabilization Fund $649,875.00
- Capital Improvement Fund $649,875.00
- OPEB Trust Fund $324,924.00

$1,624,674.00

#689 – APPROPRIATION FROM “PUBLIC SERVICES – RENOVATIONS & REPAIRS”

The following Order recommended by the Mayor, was referred to the Committee on Administration and Finance under the rules. Councillor Furey was recorded as opposed.

ORDERED: That the sum of Four Hundred and Twenty-One Thousand, Eight Hundred and Seventy-Seven Dollars ($421,877.00) is hereby appropriated to the “Public Services – Renovations & Repairs for Streets & Sidewalks” account to be funded by property taxes, state aid, non-property tax revenue and reserves when Fiscal Year 2012 tax rate is set in accordance with the recommendation of Her Honor the Mayor.

#690 – PARKING FINE LATE FEES WAIVED
The following Order recommended by the Mayor, was adopted.

ORDERED: Upon payment of an unpaid parking fine and the donation of two non-perishable items or canned goods to be donated to local food pantries, the City Collector shall waive, from December 1, 2011 to December 22, 2011, up to thirty dollars in late fees added to an unpaid parking fine, as provided in Section 17A of the City of Salem Traffic Code. The Collector has notified the Registry of Motor Vehicles of an unpaid fine and a non-renewal of license and/or registration has been recorded by the Registry of Motor Vehicles.

#691 – MONTHLY FINANCIAL REPORT

Councillor McCarthy introduced the following Order, which was adopted.


#692 – ORDINANCE, TRAFFIC OBEDIENCE TO ISOLATED STOP SIGNS, PRATT STREET

Councillor Pelletier introduced the following Ordinance, which was adopted for first passage.

In the year Two Thousand and Eleven

An Ordinance to amend an Ordinance relative to traffic, Chapter 42, Section 49 “Obedience to Isolated Stop Signs”

Be it ordained by the City Council of the City of Salem, as follows

Section 1. Pratt Street, at the intersection with Endicott Street, “Stop Sign”

Section 2. This Ordinance shall take effect as provided by City Charter.
#693 – ORDINANCE, TRAFFIC HANDICAPPED ZONE, LIMITED TIME, FLINT STREET

Councillor Prevey introduced the following Ordinance, which was adopted for first passage.

In the year Two Thousand and Eleven

An Ordinance to amend an Ordinance relative to traffic, Chapter 42, Section 50B, “Handicapped Zone, Limited Time”

Be it ordained by the City Council of the City of Salem, as follows

Section 1. Flint Street in front of #81, for a distance of twenty (20) feet, “Handicap Parking, Tow Zone”

Section 2. This Ordinance shall take effect as provided by City Charter

#694 – MEET WITH SCHOOL COMMITTEE REGARDING DOWNGRADE OF BENTLEY SCHOOL

Councillor Prevey introduced the following Order, which was adopted.

ORDERED: That the City Council Committee of the Whole meet with the members of the School Committee to discuss the recent downgrade in the Bentley School and the impending downgrade of other schools in Salem. Invited: School Committee members, School Superintendent, the Mayor and the School Business Manager.

#695 – DENYING STREET OPENING PERMITS TO SALEM STATE UNIVERSITY

Councillor Pelletier introduced the following Order, which was adopted.

ORDERED: That the City Council order the City Engineer and all City Employees to deny any and all street opening permits including bike pathways to Salem State University for the property located between Canal Street and Loring Avenue formerly known as the Weir Valve property for the purpose of installing new drainage connection to the Rosie’s pond outflow pipe.
Be it further Ordered, that Salem State University meet with the Mayor and City Engineer regarding the flooding on Canal Street and the O’Keefe Center, to reach a legal and written agreement which states the following, Salem State University agrees to pay what needs to be done on their property for the Canal Street Flooding Project to which both parties engineers agree in principle that this will reduce flooding of residential and businesses in this location. When this agreement is reached in writing and only then the permit for drainage connection to the Rosie’s pond overflow pipe for the Salem State University on Canal Street and Loring Avenue be issued. And that this matter be referred to the Committee on Government Services co-posted with the Committee of the Whole.

#696 – (#604) GRANTING LICENSES

Councillor Lovely offered the following report for the Committee on Ordinances, Licenses and Legal Affairs to whom was referred the matter of granting certain licenses, has considered said matter and would recommend approval.

PUBLIC GUIDE Anita Dynarski, 31 Western Ave., #17, Gloucester

#697 – (#679) TAG DAY

Councillor Lovely offered the following report for the Committee on Ordinances, Licenses and Legal Affairs to whom was referred the matter of granting certain licenses, has considered said matter and would recommend denial.

TAG DAY Teen Challenge, 11 Newcomb St. Boston, Nov. 25 & 26, 2011

#698 – #698A (#276 of 2010 & 698A of 2011) INCREASING TAXI FARES

Councillor Lovely offered the following report for the Committee on Ordinances, Licenses and Legal Affairs co-posted with the Committee of the Whole to whom was referred the matter of increasing taxi fares has considered said matter and would recommend that the attached draft taxi ordinance amendment be referred back to the Committee on Ordinances, Licenses and Legal Affairs for further review and deliberation and that the Committee meet on Tuesday, November 22nd, at 6:30 P.M.
#699 – (#646 - #647) TAXI / LIMO ISSUES AT TRAIN STATION AND CONDUCTING BUSINESS ON PUBLIC WAYS

Councillor Lovely offered the following report for the Committee on Ordinances, Licenses and Legal Affairs to whom was referred the matter of taxi and limo issues at the train station and conducting of business on public ways, has considered said matter and would recommend that the matter remain in Committee.

#700 – (#653 - #654) TAXI OPERATOR HEARING FOR MACK RAYE

Councillor Lovely offered the following report for the Committee on Ordinances, Licenses and Legal Affairs to whom was referred the matter of a hearing for the denial of a taxi operator license for Mack Raye, has considered said matter and would recommend that the hearing be continued until Tuesday, November 22, 2011.

#701 – (#681 - #682) TAXI OPERATOR HEARING FOR KENNETH MASON

Councillor Lovely offered the following report for the Committee on Ordinances, Licenses and Legal Affairs to whom was referred the matter of a hearing for the denial of a taxi operator license for Mack Raye, has considered said matter and would recommend that the hearing be continued until Tuesday, November 22, 2011 at 6:30 PM.

#702 – REQUEST FOR EXTENDED HOURS FOR PLANET FITNESS

A request from Planet Fitness, 29 Trader’s Way, for extended hours of operation to be open twenty-four hours, seven days a week. Public Hearing to be held on December 8, 2011.

#703 – PETITION TO ADDRESS COUNCIL REGARDING TRAFFIC SAFETY ISSUES

Petition from Walter Cook to address traffic and pedestrian safety issues at Summer, Norman and Chestnut Streets, was referred to the Committee on Public Health, Safety and Environment co-posted with Committee of the Whole.
The following license applications were referred to the Committee on Ordinances, Licenses and Legal Affairs.

**PUBLIC GUIDES**
- Abigail Perrine, 117 Alexander Ave., Medford
- Jared Perrine, 117 Alexander Ave., Medford
- Michael Metzger, 25 Shepard St., Marblehead
- Richard Metzger, 25 Shepard St., Marblehead
- Susan Metzger, 25 Shepard St., Marblehead
- Herb Van Dam, 361 Lafayette St., Salem
- Robert Woodward, 56 Hatherly Rd., Rockland
- Frances Marrow, 12 Strawberry Hill Lane, Danvers
- Nancy Sweeter, 60 Burley St., Danvers
- Douglas Sabin, 34 Northey St., Salem
- Hannah Diozzi, 20 Pleasant St., Salem
- Ruth G. Wall, 13 Crombie St., Salem
- Michael Newberg, 21 Brook Rd., Marblehead
- Spencer Riley, 18 Pawtucket Blvd, Tyngsboro
- Serra Langone, 283 Derby St., Salem
- Jeffrey Langone, 283 Derby St., Salem
- Brad Biscornet, 24 Pawtucket Blvd., Tyngsboro

**SEAWORMS**
- Joe Mendonca, 22 Spring St., Peabody
- Alexandrino DaSilva, 37 Harris St., Peabody
- Eutimio Cunha, 89 Tremont St., Peabody
- Armando Borges, 7 Union St., Peabody
- Alaide Picanco, 85 Tremont St., Salem

**SEAWORMS**
- Manuel Carroca, 12 Union St., Peabody
- Jose Machado, 3 Emmett St., Peabody
- Luis Dos Santos, 57 Central St., Peabody

**SECOND HAND CLOTHING**
- Boston St. Resale, 134 ½ Boston St., Salem
- Modern Millie, 3 Central St., Salem
- Re-Find, 72 Washington St., Salem

**SECOND HAND VALUABLES**
- Bernard’s Jewelers, 179 Essex St., Salem
- Europa LTD, 3 Hawthorne Blvd., Salem
- Filigree & Fancy, Pickering Wharf, Salem
- Game Stop, 440 Highland Ave., Salem
- Game Zone, 270 Essex St., Salem
#708 – TAXI OPERATOR

The following license application was granted:

TAXI OPERATORS    Juan Stepan, 249 Loring Ave., Salem

#709 – DRAINLAYER / CONTRACT OPERATOR

The following Drainlayer / Contract Operator license applications was granted:

DRAINLAYER    P.A. Fiore Construction, 183 Hart St., Beverly

#710 - #717 CLAIMS

The following Claims were referred to the Committee on Ordinances, Licenses and Legal Affairs:

Donna Gauthier, 45 Forrester St., Salem
Brian Romer, 45 Forrester St. #2, Salem
Michael Bridgman, 85 Marlborough Rd., Salem
Janice Charlton, 11 Orleans Ave., Salem
David Joly, 63 Hale St., Beverly
Benjamin Gregory, 1B Greenway Rd., Salem
Melissa Saraiva, 28 Moffatt Rd., Salem

SUBROGATED    MetLife (for Alex & Mary Gerard) PO Box 1503, Latham, NY
The following Bond was referred to the Committee on Ordinances, Licenses and Legal Affairs and returned approved.

DRAINLAYER P.A. Fiore Construction, 183 Hart St., Beverly

(#667) – SECOND PASSAGE ORDINANCE AMENDING TRAFFIC RESIDENT STICKER PARKING HAZEL STREET

The matter of second and final passage of an ordinance amending Traffic, Resident Sticker Parking, Hazel Street, was then taken up. The Ordinance was adopted for second and final passage.

(#668) – SECOND PASSAGE ORDINANCE AMENDING TRAFFIC PARKING TIME LIMITED BRIDGE STREET

The matter of second and final passage of an ordinance amending Traffic, Parking Time Limited, Unmetered zone, Bridge Street, was then taken up. The Ordinance was adopted for second and final passage.

On the motion of Councillor Pinto the meeting adjourned at 8:33 P.M.

ATTEST: CHERYL A. LAPOINTE
CITY CLERK
Clarification on City Council Minutes

In the recorded notes of the Regular Meeting of the City Council held in the Council Chamber on Thursday, November 17, 2011 at 7:00 P.M., an error occurred in the transcription.

(#619) PUBLIC HEARING ON THE SALEM DOWNTOWN RENEWAL PLAN

“Councillor Pelletier – asked if the MBTA station does goes before the SRA?
Lynn Duncan responded yes.”

Clarification
Ms. Duncan’s response was “no.” The MBTA station will not go before the SRA.
Salem —

The Salem City Council unanimously voted for the adoption of a new Downtown Renewal Plan, a 9-month consolidation effort that replaces the prior Downtown Heritage East and West Urban Renewal Plans.

The vote came on Nov. 17. For the next 30 years, the new plan will guide the Salem Redevelopment Authority and its Design Review Board, two instrumental entities in the economic growth and redevelopment of Salem.

“The plan is one that will take the city from the twentieth century into the twenty-first,” said ward 2 councilor Michael Sowsnoski, who represents the largest portion of the downtown area.

“We only needed a majority vote, but it’s great to have all the councilors on board and support us,” said Lynn Duncan, director of the department of planning and community development, whose face lit up in the hearing floor room seconds after getting a positive vote from all the councilors.

The east and west urban renewal plans which the downtown plan replaces were 40 years old, Duncan said.

“It’s always been really confusing, [having] two different plans, depending on where you are located,” said Duncan.

The Salem Redevelopment Authority was founded in 1962. It ensures the development of commercial and residential buildings adhere to design and guideline standards set forth by the city.

Changes in the Downtown Renewal Plan include new design and guideline standards, as well as some land additions; because of the possible restructuring of the U.S. Postal Service, the post office on Margin Street was added, should it become available.

“Within the plan are guidelines concerning construction, storefronts, signage, parking, etc., all critical elements businesses concern themselves with when setting up initially or as part of their ongoing operations,” said Dean Rubin, owner of the Rose Displays, Ltd. in Shetland Park, who served on an inclusive working group that was charged with consolidating and updating the plan.

“I am always amazed when a diverse group of individuals work together on a project or solve a problem,” Rubin said. “The wide experiences and expertise of the members almost always lead to a better outcome or solution.”

Since he brought his business to Salem 11 years ago, Rubin has seen a positive energy and growth in Salem that makes it special. This positive energy and growth has a lot to do with why he and his wife, Tracy, moved from Beverly 11 months ago.

Patricia Ziado, a native of the city, served on the working group to represent large business owners, and she lives in a 200-year-old, historic home on Chestnut Street.

“We only stay in the home for a certain period of time, but we have a responsibility, just like the people who came before us who took really care of these homes. So we have a responsibility to make sure they are as wonderful and preserved 200 years from now,” Ziado said. “This urban renewal plan will provide the document that we need to make sure that the area within the Salem plan will be well preserved for the future.”

In order to satisfy legal requirements, the city hired The Cecil Group to codify the two plans and to take advantage of new design standards that have changed over the past 40 years. Utilizing the services of the firm came at a $50,000 price tag.

“The firm is well versed in the laws both local and state that can be used to set the guidelines the members of the Salem Redevelopment authority use to help maintain the historic character of Salem, while at the same time encouraging growth and investment in the downtown,” Sosnowski said. “While no plan is perfect we used the experiences of the past to show the flaws and good decisions that have been made over the years.”
The following press release is courtesy of the City of Salem. The PDF of the Urban Renewal Plan Community Meeting Presentation of July 13, 2011 is attached to this

By Stewart Lytle

GOVERNMENT

Council Supports Effort to Preserve Historic Downtown

By Stewart Lytle  Nov 18, 2011

urban renewal plan for “Historic” Salem, which consolidates and clarifies the two old urban renewal plans that regulates change in the downtown area. The current urban...

EVENT

Urban Renewal Plan Update Working Group

Wednesday, September 21, 08:30 am
120 Washington St, Salem, MA, FREE

EVENT

SRA Community Meeting: Urban Renewal Plan Update

Wednesday, September 14, 06:30 pm
120 Washington St, Salem, MA, FREE

EVENT

Public Hearing for updated Urban Renewal Plan meeting

Thursday, November 17, 07:00 pm
Salem City Hall, 93 Washington St, Salem, MA, FREE

EVENT

Special SRA Meeting: Update to Urban Renewal Plans

Tuesday, July 12, 06:30 pm
120 Washington St, Salem, MA, FREE

PSST! WANT TO CONTRIBUTE?
Got a hot tip on news you think everyone should know? Tell us.
Organizing that big block party or poetry reading? Put it on the calendar!
Buying or selling? Looking for a job or hiring? Post a classified
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Overview

Commercial districts display a variety of components found in an urban environment: rows of buildings on both sides of the street, sidewalks, front yards, street trees and an assortment of street furnishings. Of these elements, the block of commercial structures that line the street define the ambiance of the street most significantly. They form a wall that reinforces the visual limits of the street.

Commercial buildings define the street in a variety of ways including:

- Buildings placement
- Front yard setbacks
- Shape and proportion of building façades
- Roof forms
- Window spacing, proportion and alignment
- Porch or entrance projections
- Signs and awnings
- Lighting
- Color and materials
- Architectural details

The commercial districts in Salem represent the variety of the City’s long historical development. Yet, with few exceptions, most areas evoke a strong eighteenth and nineteenth century character of either residential or commercial structures. For historic background on each of Salem’s Entrance Corridors, Renewal Areas, and Historic Districts (see Section III, pps. 28–48). Regularly spaced buildings located uniformly along streets with similar massing, height and setbacks are the general rule along the Entrance Corridors, historic districts, and within the downtown. The guidelines illustrate and describe the various traditions of design and construction that make up this unique environment.

The following guidelines begin with fundamental approaches to building improvements that building owners and tenants can undertake. Often simple and inexpensive maintenance can make a big difference in neglected buildings. Rehabilitation of a deteriorated storefront need not be a precise historic restoration if it is done in a manner that respects the scale and proportions of existing historic elements of the building. Many downtown historic buildings have been renovated over the years with new ground level façades that, while not original, still fit well and complement the street. These additions and modifications have evolved over the years to better suit the needs of new businesses.

In addition to simple maintenance, merchants can make affordable improvements in signage, lighting, and window displays that do not require extensive structural remodeling. Alterations, whether large or small, should be respectful of the basic structural elements that define the character of the building. Revealing original sheathing, columns and building details is a simple way to rediscover the richness underlying past alterations. Often removal of modern...
Paneling or siding is the best, and most cost effective, strategy to enhance an historic building.

Parking and site design practices should reflect the necessity for parking in commercial areas but ensure that they do not dominate the visual experience of the environment. Landscape treatments are discussed with an eye toward ensuring that planted materials survive the rigors of errant cars, hot summers and snowplows.

The guidelines address new construction and additions to ensure that they respect the existing scales and patterns of development that have evolved in Salem. The introduction of larger and taller buildings into older commercial districts presents a challenge that can be addressed with design strategies that reduce their visual impact.

Of particular concern in the entrance corridors are modern stand-alone retail buildings. These buildings reinforce an automobile-oriented environment with large setbacks, numerous curb cuts, and visible parking areas placed between the street and the store. Communities are increasingly able to modify these practices with solutions that locate parking behind or to the side. The new buildings, built to the street edge, contribute to a future pedestrian environment while still providing ample parking for today’s customers needs.

Overall, these guidelines provide merchants and property owners with assistance in making improvements that will both protect and conserve the architectural character of their buildings and enhance the city’s commercial districts.
Revitalization Approaches

Merchants and building owners have many choices when considering options to improve their buildings and shops. From cleaning to historically accurate restoration, the options depend upon a variety of factors.

Repair and Maintenance

Repair and maintenance are two procedures that have an immediate effect on the visual quality of the street and should be part of a proprietor’s yearly routine. By regularly servicing and maintaining a façade, storefront or sign, store owners can avoid major expenses later. Repainting and refinishing woodwork, signs and trim, cleaning signs and replacing bulbs, patching concrete and brickwork, and simply cleaning the façade and windows, are a few of the simple and inexpensive, tasks that can make a big difference on the street.

Masonry surfaces should not be cleaned using abrasive methods such as sandblasting or chemical cleansers that can damage the surface of the brick. Mild water spraying using low pressure, soft non-metallic brushes, and mild detergent is the safest method to remove dirt and grime. In extreme cases, chemical cleaners can be used but should be applied by professionals and tested before use on the façade.

Removal of Inappropriate materials

In many cases building storefronts can be improved immediately and easily by the simple removal of inappropriate materials. Removing deteriorated modern signs, fascias and paneling from past renovations will frequently reveal original materials and building elements beneath. Historic elements should not be removed but rather restored wherever possible. Simple cleaning and repair of damaged details can often restore the building close to its original appearance.

Salem Zoning Ordinance: Requires that any unused or abandoned signs must be removed.

Restoration

When substantial portions of a storefront have been lost, restoration may be desirable to return the building, or portions of the building, to a form consistent with its neighborhood context. In restoration, research into the historic appearance of buildings is important. Restoration may not be appropriate for all buildings but should be considered for architecturally significant buildings and by owners who are prepared to undertake the work using good historical documentation. Accurate restoration can, however, be costly if period details are no longer available and must be specially reproduced.

Historic structures within the entrance corridors and urban renewal areas make valuable contributions to the city’s historic character and merit as much consideration in their maintenance, rehabilitation, and restoration as buildings within historic districts.

The Secretary of the Interior’s Standards for the Treatment of Historic Structures represent a well established and widely applied framework for the preservation and rehabilitation of historically and architecturally significant buildings and districts. The Entrance Corridors and Urban Renewal Areas contain many significant structures that would benefit from the Standards rehabilitation and restoration approaches. The Secretary’s Standards are reprinted as a reference for those considering their options in restoring or rehabilitating eligible historic structures (see Appendix B, pps. 54–57). Commercial property owners who wish to explore Federal Tax Incentives that may be available...
for substantial rehabilitations to qualified properties that follow the Standards should contact the Massachusetts Historic Commission prior to initiating any work.

Rehabilitation

Replacement of a storefront that is inappropriate to a building and its neighborhood can be effectively done by simply rebuilding with a compatible new storefront. The elements of the original storefront can often be reproduced with modern materials in proportions that are compatible with the building architecture and the researched historic information. In many cases, newer materials may be more practical and require less maintenance for tenants and building owners. Energy codes require more thermal protection than the original systems and will save tenants in heating and cooling costs.

Details such as mullion and muntin widths should be considered when new storefronts are installed in buildings with historic windows. A simple modern storefront could be more appropriate and compatible than a poor reproduction of period architecture.

Working with Previous Additions

Much of Salem’s residential architecture has been modified over the years with commercial additions. These can be found throughout the six entry corridors. Frequently the later additions reflect the time of their construction which is decades later than the original structure. There is no requirement to remove these additions or restore the original structure to its former state. Often their appearance and compatibility with the original structure can be improved by sensitive rehabilitation.

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**Checklist for Building Owners and Merchants**

- Wash or clean surfaces that don’t require refinishing such as brickwork and windows.
- Restore historic details rather than remove them.
- Repair and refinish woodwork that is susceptible to damage by weather and sunlight.
- Remove signs, brackets, paneling, awnings or other deteriorated elements from previous alterations.
- Restore portions of the storefront that are missing if substantial areas remain that can be replicated.
- If very little of the original storefront is remaining, consider researching archives to reconstruct the façade as it was for restoration.
- If historic restoration is not possible, too expensive, or unsuitable to a new use, rehabilitate the façade with a new storefront that is sympathetic to the scale and proportions of the remaining façade, or the neighborhood.

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The historic sign band and transom windows seen at the right can be used to attempt an historic restoration of the missing façade at left.

The details, colors and proportions of this storefront is well integrated with the upper façade. (Marblehead)

Because the retail addition here is set forward of the historic residence it can be treated as a separate building in color and architectural treatments.
Building Façades

Regardless of the era, most downtown commercial buildings are composed of the same basic elements. The importance of these elements is in their repetition within commercial districts. The regularity and consistency of the elements allows for creative variation in materials, colors and architectural styles that share a similar vocabulary of elements. Successful commercial districts strive to retain and replace missing buildings with compatible replacements that maintain the continuity of elements. Buildings that fail to have these essential elements erode the cohesive quality of the street.

Elements of a Building Façade

Roof

Roofs are not frequently seen from the street in retail districts. However, Salem’s entry corridors have older residential buildings with visible roofs that help to define their character. In districts with these structures, slate, and composite shingle roofing materials are appropriate. Avoid bright or contrasting colors that would call undue attention the roof itself.

Building Cornice

The entire façade is capped with a decorative cornice frequently of elaborate designs in masonry or wood. All too often cornices have been removed from older buildings as they decayed or presented structural problems.

Upper Façade

Unless the building is a single story, a regular system of windows and wall panels makes up the upper floors of any façade. Steel and cast iron façades are more uniform and tend to have larger window areas compared to older weight-bearing masonry façades. Frequently historic window frames have been “blocked-in” with smaller windows or filled entirely with materials that don’t match the wall such as concrete block or plywood paneling.

Building Entrances

In multi-story buildings, a vestibule or entrance hall is frequently located at the base of a stair that gains access to the upper floors. Upstairs tenants share signs and mail delivery location within these entrances.

Architectural Lighting

Well lighted and designed display windows and signs are all the lighting that is necessary for a successful retail storefront. Architectural lighting of the building façade is not necessary on commercial storefronts or buildings. Uncoordinated architectural lighting of façades can lead to a disjointed and disruptive effect within commercial districts with buildings competing with one another for prominence.

Down lighting under canopies and sign lighting provides sufficient ambient light without special architectural lighting. On sidewalls and rear walls such as around parking areas, security lighting can be
Recommended

A consistent height and line for a sign band in multiple tenant buildings.

Conservation and repair of existing upper façade windows when possible to preserve historical details.

Removal of old signs that no longer apply to the establishment.

Not Recommended

Blocked-in or ill fitting windows or solid panels set within window frames that do not fully fill the original framed opening.

Removal of cornices from buildings: cornices should be repaired.

Brightly colored roofs unless historically documented.

Shutters on buildings unless they can be historically documented.

Materials on the façade that are subject to deterioration such as plywood or plastic.

Signs in upper floor windows that detract from the continuity of the upper façade.

Alterations to regular spaced windows or additions of extra windows.

Architectural lighting of building façades other than for signs or window displays.

Recommended: Tenant signs set within the sign band can be distinctive yet not overwhelm the building design. (Brookline)

Recommended: Tenant signs set within the sign band can be distinctive yet not overwhelm the building design. (Brookline)

Recommended: The rehabilitated storefront built into the ground floor of this home uses similar proportions to the restored historic upper façade.

Recommended: The use of black paint on the sign band here unifies a variety of sign and awning styles on this multi-tenant storefront. (Melrose)

Not Recommended: The architectural lighting on this building does not improve the architecture and creates glare in the street.

done in such a way as to accent the architecture and provide illumination. See Parking and Landscape for recommendations on site lighting.
**Storefront Systems**

Doors and display windows are often referred to as the “storefront system.” Together they establish the visual relationship between the interior of the shop and the sidewalk. Well-maintained windows and display areas are important to good business practices and their size should be maximized in order to present an inviting appearance.

**Storefront Components**

**Storefront Cornice**

Storefront sign bands are frequently topped with smaller cornices to visually separate the storefront from the upper stories. On one story commercial structures the storefront cornice is also the building cornice.

**Sign Band**

The sign band, or frieze, is the horizontal segment of the storefront located above the display window or transom windows and below the second floor windows. In many buildings this area is distinguished by a special siding or masonry that is intended to receive a sign. On single tenant buildings, sign placement can be more creative, but on multi-tenant buildings lining up multiple signs is an important way to preserve order while allowing each sign to be distinctive.

**Transom Windows**

Many older buildings were built with intricate glazed transom windows over the main display windows. These were used to get daylight into the store interior and reduce the need for artificial lighting. In the early twentieth century transom windows were manufactured with sophisticated prismatic glass panels that would “throw” light into the interior of the store more effectively than ordinary glass.

**Display Windows**

Display windows are the heart and soul of a retail district. They are used to display goods and provide visual interest for the pedestrian. Retail areas without windows fail to attract pedestrians and can disrupt the continuity of a retail district.

Research into the original storefront system should be undertaken before renovation or restoration to determine previous window placement, mullion and muntin sizes and proportions. The Peabody Essex Museum and the Salem Public Library are good sources of historic photos of storefronts and buildings in downtown Salem. For more information on historic storefront systems found in Salem (see Appendix A, pp. 50–53).

**Recessed Store Entrance**

In most retail areas, shop doors are located within recessed entrances set back from the sidewalk. This provides sheltered areas that protect customers from weather and prevent doors from swinging into sidewalks. Recessed entries protect doors from weather and increase the display window areas for visibility.

**Piers and Pilasters**

Storefront systems must provide vertical supports for the upper building façade. Masonry, steel or wood piers create a break in the display windows at regular intervals. These elements are frequently embellished with decorative columns, capitals and other details. All too frequently these details have been removed—or covered—in later attempts to modernize or “clean up” older storefronts.

**Window Bases**

Traditional commercial display windows sit above a solid base called a bulkhead or kick plate. The materials of the base can be wood, stone, masonry and occasionally glazing, depending upon the age.
and style of the structure. Window bases create an important element along the street and should not be removed or eliminated. The use of appropriate materials and detailing of window bases is important in maintaining the appearance of historic storefronts.

**Security Devices**

Security grates, bars, and roll down shutters reflect a fear of crime. These perceptions, whether real or not, adversely affect the attractiveness of a retail area. Large windows and well lighted shops allow pedestrians and police to monitor the store interior.

**Recommended**

Preservation of original storefront components where they survive.

Recess buildings and shop entrances to protect door hardware and prevent doors from swinging into the sidewalk.

Window bases should be made of durable, cleanable surfaces that resist damage by salt and moisture.

**Not Recommended**

Blocking-in or otherwise reducing the size of the original framed opening or display window.

Materials other than glass, such as Plexiglas or non-transparent materials or the use of reflective glazing in storefronts.

Removal or covering of transom windows. Awning may be placed over transom windows if desired.

Bars, solid rolling grates and scissor type horizontal grates are not recommended.

**Recommended**

Preservation of wood bases and details in storefront systems that are in good condition. (Marblehead)

**Not Recommended:** The storefront at left was blocked in: A new storefront would greatly improve the look of this building.

**Recommended:** Preservation and restoration of original transom glazing used in many storefronts. (Melrose)

**Recommended:** Preservation of original brass (or other material) storefront systems that are in good condition. (Andover)
Awnings

Awnings are architectural elements and should compliment the architecture of the façade. Awnings should not obscure important architectural details by crossing over pilasters or covering second story windows. Folding or retractable awnings were historically common on shop fronts and should be preserved and restored if possible. Retractable awnings are advantageous as they can be protected from weather and vandalism. Awnings are most useful on south facing façades where they provide sun protection for windows and merchandise.

Multiple awnings on a single building should be consistent in size, profile, and location. On multi-tenant buildings the awnings can vary in color and details but should be located at the same height and have a similar profile to preserve the architectural lines of the building.

Materials

Many materials are appropriate for awnings. Traditional canvas is best, but glass or metal may be appropriate as part of modern storefronts, particularly on modern buildings. Vinyl or plastic materials that are shiny or translucent are discouraged as are odd shaped awnings that do not relate to the building architecture.

Lighting of Awnings

Awnings can have down lights set behind or inside to light the building façade below, but should not be internally illuminated as if they were a sign. Down lighting of awnings should also be avoided as it takes away from the window display area where most lighting should be concentrated.

Signs on Awnings

Signs, lettering and logos on awnings should be secondary to primary signs. Excessive signs on the sloped portion of the awning should be avoided. Secondary messages, such as the products supplied can be located along the valence (vertical) portion of the awning. A simple logo or pattern on the sloped area is a simple treatment that will not compete with the primary sign.

Service Station Canopies

Canopies are frequently used in service stations for weather protection of pumps and customers. Large canopies should be avoided in neighborhood commercial districts when they introduce elements out of scale with the surroundings. Smaller canopies can be designed that provide some weather protection without blocking views and overwhelming the neighborhood scale. (Andover)
Recommended

Awnings placed between vertical architectural building elements allow the entire façade to read together as one composition.

Multiple awnings on a single building that are generally consistent in size, profile, and placement.

Canvas materials on historic buildings.

Metal and glass materials on newer buildings.

Not Recommended

Continuous awnings that cover vertical building elements and isolate the street level from the building above.

Vinyl or plastic materials that are shiny, or translucent materials that are backlit to create a glowing sign.

Oddly shaped awnings that do not relate to the building architecture.

Corporate colors used on the canopies or as stripes on building fascias or roofs except for those areas defined as signs.

Lighting from canopies that is not shielded from spilling onto the streets and neighboring properties.

Phone numbers and web addresses on awnings.

Box lighting on the underside of the awning.

Recommended:  This glass and steel awning is well integrated into the traditional façade by color and proportion.

Not Recommended:  This awning that has oversized lettering, obscures the architectural details of the façade, and separates the upper façade from the storefront area. (Newburyport)

Recommended:  Canvas awnings that fit within the structural frame. (Andover)

Not Recommended:  This internally illuminated awning becomes an unattractive and oversized sign at night.

Recommended:  The lettering on these awnings is small and confined to the vertical valence portion. The awnings are placed below the restored transom windows. (Andover)
Signs

A diversity of well designed signs is desirable within any retail area. Signs are prominent features and should all compliment the architecture rather than fight one another for attention. Limits on the size and type of signs are important to ensure that each shop can identify itself without being overwhelmed by larger or brighter signs.

Signs can say a lot about your business. Interesting and unique shapes, forms and logos are effective ways to communicate the nature of merchandise or services being offered. A restrained combination of select words and images is more effective than cluttering the street with extraneous information.

Effective signs can be created with the use of light colored lettering against a dark or neutral background. White, gold or other bright colors call attention to the words while the background blends with the surrounding architecture.

The size and location of any sign is tightly regulated in the Salem Sign Ordinance and the Salem Redevelopment Authority (SRA) Sign Manual. All signs must be approved by the Building Inspector. Businesses located within the Urban Renewal Areas must also have new signs reviewed by the SRA and its Design Review Board (DRB). Business owners should check with the Department of Planning and Community Development before installing a sign to ensure they follow the proper procedures.

Sign Types

Wall Signs

Wall signs are affixed parallel to the street wall and should be installed in the sign band area above the store entrance. Wall signs should not obscure architectural details or sit in front of windows on upper floors. Painted, raised letters, or a box sign are all possible methods for wall signs. Simplicity and compatibility with the building architecture are important considerations.

Projecting Signs

A projecting, or blade sign is attached perpendicular to the face of the building and is the best type of sign for pedestrians as it directs itself to the view from the sidewalk below. Projecting blade signs should be sized for pedestrian legibility. Flags and banners, even temporary ones, are considered projecting signs and should be approved in the same manner as a projecting sign.

Free Standing Signs

Monument or free standing signs are placed independent of the building and are limited in height and size by the Salem Sign Ordinance and are only allowed where buildings are set back from the street. Free standing signs are prohibited with the Urban Renewal Areas.

Trade Marks and Corporate Signs and Standards

Unlike unique or original signs, corporate trademarks homogenize and reduce the distinction of places such as Salem. In the not so recent past corporations offered shop keepers free signs in order to display corporate logos and colors. Such signs are associated with businesses that routinely ignored other sign ordinances and did not contribute to the image of a neighborhood.

National retailers present a special challenge in historic or architecturally distinctive districts. Corporate building and sign standards are formulated to achieve maximum visibility for the brand in suburban strip retail environments with competing businesses. In Salem’s Entrance Corridors and the downtown, the unique architectural character of the district must come before corporate branding.

Many chain stores are willing to modify their corporate standards for buildings and signs when presented with clear guidelines and the understanding that all businesses will conform equally to those standards. The use of corporate colors in architectural accents is not recommended.
Multi-Tenant Signs

Multi-tenant signs reduce the need for excessive individual signs that would otherwise clutter a façade or entrance or the landscape. Multi-tenant signs should clearly indicate the building address and list the tenants in an orderly, legible, manner. The sign itself should be compatible with the buildings architecture and not obscure architectural details or windows.

Sign Lighting

The most cost effective signs are simply lit by fixtures aimed at them from the building. This allows a limitless choice of color and materials to choose from and simple installation and maintenance. Light sources should be shielded to prevent glare from shining into neighboring windows or into the eyes of pedestrians and drivers. Only finished and shielded fixtures should be used on building façades. The finish should complement to sign and other façade elements.

Internally lighted signs are not recommended in the Urban Renewal Areas and Entrance Corridors. Business owners should check the Department of Planning and Community Development.

Recommended

Externally lighted blade signs oriented to pedestrians.
Carved wooden signs with neutral or dark backgrounds and bright lettering.
Architectural lighting sources to light signs.

Not Recommended

Internally lighted box signs, particularly with light colored backgrounds.
Trademarks for products sold within the store.
Flashing signs as per Salem Sign Ordinance.

Recommended

This free-standing multi-tenant sign emphasizes the building address and compliments the landscape.

(Manchester, NH)
Window Displays

There is virtually no limit to the impact that a well designed storefront window display can have on the street. A good window display, like a sign, is more a matter of taste and creativity than sheer brightness or size. Display of the object being sold is perhaps the most effective method of advertisement as it does not rely on the use of words at all.

Displays can be organized by using large items of merchandise or through a system of shelves and displays for similar items. Store design is the best display design, providing a bright interior that can be seen from the street. Open display windows improve security by allowing passersby a view into the store.

Window treatments are preferable to blocking-in ground level windows when storefronts are converted to other than retail uses. Internal shutters and blinds can be used where window coverings are necessary such as in ground level offices or residential uses.

Residential type window treatments, such as curtains and drapes are rarely appropriate, or necessary, for commercial storefronts and should be avoided except for restaurants or taverns or if part of a thematic window display.

In-Window Signs

It is advisable to keep major signs out of windows. A limited amount of lettering in small sizes is appropriate and effective within windows to describe products, address, or hours of operation. These should be carefully organized around the store entrance. A proliferation of signs, temporary or permanent, within the windows reduces the visibility of the store. Displays should likewise still allow for views into the store above or between objects. Doors should never be obscured by signs which could create a hazard for those entering or exiting the store.

Salem Sign Ordinance: Signs located in windows may not exceed 30% of the window area, or more than 20% of window area in Urban Renewal Areas. Signs may not be illuminated in either location.

Temporary Signs

Temporary signs are important methods to call attention to a store event. When temporary signage becomes permanent it fails to provide the impact and becomes forgettable. Temporary signs are subject to sign controls with limits on the amount of window that can be obscured.

Salem Sign Ordinance: Temporary signs are limited to fifteen days per year and require no permits. Temporary signs should not occupy more than 30% of the window area.

Recommended: Interior design within the store that becomes a display as seen from the street. (Cambridge)
**Recommended**

Uncluttered window displays that are organized and well lighted.

Product displays that do not obscure the store interior.

Interior design that replaces the need for window signs.

Lettering in windows near the entrance to describe products, hours of operation.

**Not Recommended**

Curtains or blinds in windows.

Temporary or permanent signs that obscure more than 30% of the window area.

Blocking-in display windows for taverns, offices, or residential uses.

Interior electronic reader boards with flashing or moving messages.

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**Recommended:** The use of small-light colored-lettering on this cafe window is unobtrusive. The decorative typeface adds to the design quality. (Andover)

---

**Recommended:** Window displays that cleverly describe the products offered within. (Newburyport)

---

**Not Recommended:** Translucent window signs that completely cover the store window.

---

**Recommended:** The use of small-light colored-lettering on this cafe window is unobtrusive. The decorative typeface adds to the design quality. (Andover)

---

**Recommended:** Window displays that cleverly describe the products offered within. (Newburyport)

---

**Recommended:** Backlighted displays that allow the pedestrian to see into the store through the displays. (Cambridge)
Parking and Landscape

Parking lots and driveways are necessary elements in a commercial area, yet they should not visually dominate the environment. A landscaped buffer strip separating the sidewalk from adjacent parking areas maintains the sidewalks edge and provides safety and comfort for the pedestrian. Screening of parked cars and paved areas builds a positive image for the district, provides color and shade, and screens nearby residents from commercial uses. In cases where historic fencing must be altered to locate new driveways, consider replacing with gates rather than removal of the fencing entirely.

Location of Parking Areas

All too frequently parking areas have been located in front of automobile oriented retail stores. Existing parking lots can be improved by increasing the width and planting between the back of sidewalk and the parking lots itself. Fences, walls, and hedges should respect the prevailing setbacks of those elements within the district. Introducing hedges and walls in areas with front yard setbacks is just as detrimental as building structures within that zone.

In historic residential districts, parking areas that are placed within front yards or prevailing setbacks can significantly alter the pattern of development. Residents should consider petitioning the city for on-street parking as an alternative to off street requirements in these cases.

Paving Materials

If driveways or parking must be installed within the building setback area, the appropriate paving materials and planting design can reduce the visual impact on the street. Within residential or historic areas brick, washed or crushed stone, granite cobbles, or modular pavers should be used where the surface is visible from the street. Treatments such as rolling crushed rock into hot asphalt (top seeding) can be employed to lighten and add texture to asphalt paving areas.

In commercial areas, asphalt can be used as a paving material, but granite curbs should be used rather than asphalt or concrete curbs. Granite curbs are more durable and help to protect planting areas from overrunning vehicles.

Curb-cuts

Salem Zoning Ordinance: The Maximum width of a driveways within Entrance Corridors is 24 feet. One curb cut is allowed within residential districts while two are permitted within commercial zones.

Recommended: The use of crushed stone, brick, or stone pavers and cobbles for parking areas is more appropriate than asphalt in residential areas.

Wide driveways are unsightly, reduce opportunities for perimeter planting areas and create hazards for pedestrians who need to cross them. Narrow entrances and driveways encourage slower driving speeds as they do on streets. Wide driveways and oversized parking areas increase the “heat island effect,” raising surface temperatures to uncomfortable levels for pedestrians and planted materials.

Protecting the Landscape

Many planting areas are not designed for the planted materials to thrive. In far too many cases, minimal planting areas result in poor plant performance. Salt, and oil runoff, piles of plowed snow, and cars that drive over plants are just some of the many perils that threaten a healthy landscape.

Use of larger planters provides better protection for planted materials. Sprinklers or a drip irrigation system may be necessary for narrow planters located in large expanses of asphalt where summertime temperatures can be extreme. Planting trees can provide shade for lower shrubs and reduce the need for frequent watering and maintenance.

In areas where insufficient width remains for planting, trees or living screens, the use of architectural elements is essential to screen parking from adjacent sidewalks and other uses. Fencing or low walls should be used between parking areas and public sidewalks so as to preserve views and maintain security.

Lighting of Parking Areas

Lighting of parking areas is essential for safety and usability. However, sufficient lighting levels can be achieved without bright glaring lights shining onto adjacent properties or into the eyes of motorists and pedestrians. The use of cut-off fixtures can direct light to the ground plane where it is most useful and
avoids spilling light in other directions where it is not desirable. Low fixtures, between 14 and 17 feet should be used rather than high-mast fixtures in residential areas. Many attractive cut-off fixtures are available. Historic fixtures or fixtures without shielding can be used with low wattage light sources to reduce glare. The use of bollard lighting can be an effective way to light pedestrian pathways.

**Recommended**

- Parking areas located behind or to the side of buildings.
- Parking areas screened with hedges, fences, and evergreen planting.
- Driveways of crushed stone, brick, or exposed aggregate paving in residential areas.
- Designated snow pile areas that save planted areas from use as snow storage.
- Sprinkler or drip irrigation systems to ensure plant health.
- Granite curbs or wheel stops in parking lots to prevent cars from overrunning planting areas.
- Planting strips at least 5 feet wide for trees.
- Low mast and cut-off light fixtures to reduce glare and spill-over into adjoining areas.
- Bollard lighting for pedestrian areas.

**Not Recommended**

- New parking areas located in front of stores.
- Multiple curb cuts for drive-through businesses if loop circulation could be accommodated internally to the site.
- Asphalt driveways and parking areas for smaller parking lots in residential areas.
- Asphalt curbs except for temporary situations.
- High-mast lighting in residential areas.

**Recommended:**

- The use of architectural elements here extend the building edge along the street frontage and visually screen parking areas. (Cambridge)

**Not Recommended:**

- These planting areas are too small to support healthy plant growth and asphalt curbs don’t protect planting areas from errant drivers.

**Recommended:**

- A functional lighting fixture, as shown above, directs light downward onto the site. Historic fixtures, as shown on the left, should be used only with low wattage lamps to reduce glare.

**Recommended:**

- Areas with narrow planting areas, the use of low fences screens the parking and protects the landscape materials. (Andover)
New Construction

Salem's Entrance Corridors, Renewal Areas, and Historic Districts reflect a wide variety of architectural styles, often in close proximity to one another. New construction within historic contexts (or alterations on historic buildings) requires a careful balance of respect for the integrity of older structures yet reflecting the best design of the day.

New buildings need not, nor should they, imitate the styles or details of the past. It is inevitably more interesting to match materials, proportions and scale while using modern simple materials. Newer buildings, for instance, use more glass than historic structures, yet the use of similar compatible materials and matching cornice lines and setbacks can ensure that new structures contribute to the character of the district.

Streetwall Continuity

Salem's streets display a strong street edge with buildings set uniformly along the streets. In residential areas, such as Lafayette Street, larger homes are spaced along the street with uniform setbacks of landscaped yards. In retail areas, shops are set along the back of sidewalks with common walls and no gaps. Introducing large gaps between structures can discourage shoppers by depriving pedestrians of storefront displays.

Maintaining the same scale and proportion of structures helps to unify the appearance of the street. In Salem's residential entry corridors, landscape plays a larger role in establishing the character of street environments. Front yards and landscape treatments become as important as architectural features as buildings are set further back from the street. Fences and driveways can impact the primarily green environment if not sufficiently controlled.

Urban Renewal Plan: No setbacks shall be allowed for properties abutting on a publicly provided open space.

Stand-Alone Retail Buildings

Placement of stand along buildings often results in parking areas dominating the street experience. Many communities have successfully negotiated with retailers to modify typical plans that vary the placement of buildings and parking areas. Placing the primary building closer to the street preserves the prevailing street wall environment without significantly compromising the visibility or accessibility of parking areas.

Building entrances should be located so that pedestrians can reach the front door from both the street and the parking areas. Insisting upon an entrance on the sidewalk encourages pedestrians and provides an active use along the sidewalk. Stores can also have multiple entrances with one serving the parking areas and another facing the street.

Display windows should be provided along the street wall to enliven the pedestrian experience and provide security. Windows should preferably be open to the store interior rather than just function as display space.

In locations where a stand-alone building will be placed adjacent to taller buildings in the area, adding office space or residential uses above the retail level should be considered as a way of making the new building fit into the neighborhood scale.

Not Recommended: The modern building shown on the right encroaches upon the predominant historic setback of the homes Lafayette Street. (Cambridge)

Recommended: The new multifamily housing at right matches the scale, height and proportions, and setbacks of the triple deckers along the street. (Cambridge)
**Recommended**

In areas that feature separated residential structures, new development should match the spacing and proportions of building massing and open spaces. Landscaped setbacks of streets should be recognized and respected.

Buildings should neither project beyond the adjacent buildings or be set far behind them. In cases of transition between buildings on either side, a new structure should provide the transition within the building façade.

New construction should respect the existing predominant relationship of buildings to the street, including setbacks and open spaces between buildings.

New free standing commercial buildings should reestablish the street edge and locate parking behind and to the sides.

**Not Recommended**

Outbuildings or additions that fill-in historic landscaped areas, such as side-yards, should be avoided when visible from the street.

New buildings that intrude into established setbacks or disrupt the predominant character, scale and rhythm of a street.

New buildings that sit far behind the established building line.

Stores that do not have entrances facing onto the street.

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**Recommended Placement of Stand Alone Retail Buildings**

**Typical Condition:**
- Building is placed away from the corner.
- Single story structure in multi-story district.
- Curb cuts are too close to the corner.
- Signage is freestanding on the corner for visibility.

**Best Practice:**
- Building is placed on the corner up to the street conforming to typical setbacks found on each street.
- Two story structure has offices or residential uses above.
- Curb cuts are further from corner.
- Free standing sign is replaced with building mounted sign.
**Additions**

Additions to existing buildings should respect the existing predominant relationship of buildings to the street, including setbacks and open spaces between buildings. Additions that fill in side yards between buildings should be avoided in areas where separations between buildings defines the rhythm of the street.

Additions should use materials, sizes, details, and proportions that are compatible with the existing structure. If possible, the original building’s primary street façade should remain clearly delineated while the addition is set behind or to the side.

**Universal Access**

In 1990 the US Congress enacted the Americans With Disabilities Act (ADA), which mandates that buildings open to the public be accessible to persons with disabilities. As most retail and offices are considered public facilities, most storefronts will be affected by the new requirements when permits are requested for substantial work or a change in use. Local building officials are charged with enforcing compliance.

Historic buildings, or those eligible for historic designation can be can be exempted from the provisions if alterations require extensive restructuring or burdensome expense. If strict compliance requires removing or destruction of historic elements, such as granite steps or historic doorways found in many storefronts, the city should allow alternative methods that achieve comparable accessibility. In most cases, a professional can be hired to find alternatives that satisfy the intent of the regulations to provide equal access and conserve the historic integrity of the building.

**Materials**

The appearance of a development and its compatibility with neighboring buildings depends greatly on the choice of materials. Using materials not commonly found in the immediate surroundings will make the development stand out and appear jarring. Salem has a long history of wood and masonry buildings. At the same time, new materials can be incorporated into projects as secondary elements that bring architectural excitement to the project and speak of our own time.

As with additions or renovations, historical detailing of traditional materials is not always the best approach for new construction. Modern installation of quality materials is often preferred, particularly if the materials are commonly found in the neighborhood already. Honest and good quality installation and detailing should be used to distinguish new construction from old.

Some materials should be avoided when they are either incompatible with the area or attempt to imitate natural materials. The use of artificial stone and brick veneers should be avoided as should materials that will deteriorate quickly such as plywood. Yet the use of composite siding and lightweight composite panels on newer buildings is possible with proper detailing and finishing.

**Building Heights**

Differences in building heights from one lot to the next can be disturbing and reduce the coherence of a district. The best way to fit in to a district is to match the height of existing adjacent structures and line up cornices and floor heights. If a few additional stories are now permitted, setbacks of the upper floors can effectively shield the added height from most street level pedestrians. A change of material at the upper floors can also reduce the visual impact of the upper floors by breaking up the mass of the building.

In cases where extreme differences in heights and density are considered relative to neighboring development, masking taller buildings with lower scaled buildings along the edges of the site can effectively screen the taller development. The transition from one height to another will then fall within the confines of the new development where similarities of material and architecture can artfully create a composition of elements. Many modern-era buildings, built with little deference to historical patterns, can benefit from new additions that restore the traditional street edge and match the scale and architectural elements of the neighborhood.
Recommended

New additions should use materials, sizes, details and proportions that are compatible with the existing structures.

The original building's primary façade should remain clearly delineated while the addition is set behind or to the side.

Setting new additions away from the street can reduce their visibility and ensure the pattern of buildings is maintained.

Filling parking areas or plazas with lower buildings along the street to reestablish the street line and scale.

Taller buildings, or rooftop additions that are set back from the street.

New quality materials are acceptable when mixed with other materials found in the area.

Not Recommended

Outbuildings or additions that fill-in historic landscaped areas, such as side-yards, should be avoided when visible from the street.

Additions that cover or obscure the shape and proportions of an original building’s façade.

Materials that attempt to replicate historic, or aged stone, brick or wood.

Recommended: The new addition, center, is properly set behind the primary historic façade, to the right. (Portland, ME)

Recommended: The use of lower residential scaled buildings along the street, added recently, reduces the visual effect of the taller, modern-era, building on the street. The four story apartments on the right were added to match the scale and materials typical of the historic district on the left. (Boston)

Recommended: New buildings that match the height, setbacks, and cornice lines of adjacent buildings. (Portland, ME)

Recommended: New materials such as this steel awning can be appropriate when carefully proportioned and placed with respect to the older structure.
Appendix
October 28, 2011

Dear Property Owner:

You are being notified of this public hearing because your property is currently within the City’s urban renewal area and remains within the area of the proposed updated Urban Renewal Plan. If you have any questions, please contact Lynn Duncan, Director of Planning and Community Development, at 978-619-5685 or lduncan@salem.com.

The City Council will conduct a Public Hearing on Thursday, November 17, 2011 at 7:00 p.m. in the Council Chambers, 2nd Floor, Salem City Hall, 93 Washington St., to consider approval of an updated, consolidated and revised Urban Renewal Plan for the City of Salem, titled Salem Downtown Renewal Plan, in accordance with 760 CMR 12.00 Urban Renewal Regulations, Section 12.03 (2) Major Plan Changes. The Salem Downtown Renewal Plan seeks to preserve and enhance key areas of Salem’s downtown, promoting revitalization opportunities and economic development while protecting historic resources. The Salem Downtown Renewal Plan is available for viewing in the Department of Planning & Community Development (120 Washington St., third floor) during normal business hours, and on the city’s website, www.salem.com.

ALL INVITED
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Appendix IV
October 28, 2011

Dear Property Owner:

You are being notified of this public hearing because your property is currently within the City’s urban renewal area; however, it is not included within the area of the proposed updated Urban Renewal Plan. If you have any questions, please contact Lynn Duncan, Director of Planning and Community Development, at 978-619-5685 or lduncan@salem.com.

The City Council will conduct a Public Hearing on Thursday, November 17, 2011 at 7:00 p.m. in the Council Chambers, 2nd Floor, Salem City Hall, 93 Washington St., to consider approval of an updated, consolidated and revised Urban Renewal Plan for the City of Salem, titled Salem Downtown Renewal Plan, in accordance with 760 CMR 12.00 Urban Renewal Regulations, Section 12.03 (2) Major Plan Changes. The Salem Downtown Renewal Plan seeks to preserve and enhance key areas of Salem’s downtown, promoting revitalization opportunities and economic development while protecting historic resources. The Salem Downtown Renewal Plan is available for viewing in the Department of Planning & Community Development (120 Washington St., third floor) during normal business hours, and on the city’s website, www.salem.com.

ALL INVITED
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CONTENTS

These guidelines were formulated and approved by the Salem Historical Commission. They are reproduced here so that the property owner can get an idea of the criteria the Commission uses in evaluating proposed changes to properties in historic districts. All changes must still be approved by the Commission and the appropriate Certificate issued.

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HOW TO USE THIS GUIDE
Rev. 1/4/95

This notebook serves a dual purpose. First, it is a compilation of the design review guidelines used in the administration of Salem's historic districts and second, it provides property owners throughout Salem with information on the preservation, repair, and restoration of historic properties. The Salem Historical Commission supports a property owner efforts to improve their property and can guide them on historical appropriateness.

The guidelines listed on the following pages have been voted upon and approved by members of the Salem Historical Commission. While they establish the context in which changes to buildings in Salem's historic districts will be reviewed, they are meant to be applied on a case by case basis. Since circumstances vary from property to property, the Commission allows for a certain amount of flexibility. The important thing to remember is that property owners should consult the Commission early in their planning and certainly before making any changes to their properties. In the long run, this will make the process smoother both for the applicant and the Commission.

The Salem Historical Commission is a volunteer board of Salem residents appointed by the Mayor and approved by the City Council. Design review by the Salem Historical Commission is mandated under Chapter 40C of the Massachusetts General Laws and the Salem Historical Commission Ordinances which established Salem's historic districts. The Commission is responsible for the review and approval of all proposed exterior alterations to properties located in a local historic district. A local historic district is an area with specific boundaries that has been recognized for its historically and architecturally significant quality. A person commencing or completing work to the exterior of a building in an historic district without the necessary approval of the Commission is subject to fines of up to $500 per day from the date of violation. The Commission is not responsible for an owner's neglect to inquire about necessary City permits and approvals. All records are public and we will confidentially assist you if you are concerned that someone in your neighborhood is in violation.

The property owner must receive Commission approval before undertaking work. There are three types of Certificates that constitute approval:

- A Certificate of Appropriateness is required for changes visible from a public way. A representative from the commission will determine that which is visible or not visible. Examples of changes include but are not limited to the following:
  1. Additions, new construction, and alterations. Alterations may include changes in design, material, color or outward appearance of the structure including, but not limited to, doors, walls, fences, entrances, gutters, railings, roofs, chimneys, porches/decks, skylights, windows and exterior staircases.
  2. Removal of any features (i.e. shutters, porches, siding, windows, fences, railings, doors, chimneys, etc).
  3. Demolition including structural, walls, fences, exterior staircases, garages, sheds, etc.
  4. Paint colors (including windows, doors, porches & storms, etc.), satellite dishes, solar panels.
  5. Roof color and materials.
  6. Free standing light posts/fixtures. Signs and sign posts. Note: Signs must also conform to the City of Salem sign ordinance.

- A Certificate of Hardship is used for the same type of changes as a Certificate of Appropriateness. It can only be issued when a Certificate of Appropriateness would be denied as inappropriate and such denial will involve a substantial hardship, financial or otherwise, to the applicant. Approval of a Certificate of Hardship must not affect the historic district in general, must be without substantial detriment to the public welfare and must not cause departure from the intent and purposes of the Historic Districts Act. The Commission will not approve a Certificate of Hardship in instances where the hardship was self-created (i.e. financial burden to undo work performed that had not been approved by the Commission).

- A Certificate of Non-Applicability is a way of ratifying that a Certificate of Appropriateness is not required for the work being performed. This certificate, along with the pictures to be taken, protects the property owner from questions about changes have been made without authorization. A Certificate of Non-Applicability is required for the following:
  1. Additions, alterations or new construction not visible from a public way, public street or public park. A representative from the Commission will determine that which is visible or not visible.
  2. Temporary structures or signs, subject, however, only to such conditions as to duration or use, location, lighting, removal and similar matters as the Commission may reasonably specify.
  3. The reconstruction, substantially similar in exterior design, of a building, structure, or exterior architectural features damaged or destroyed by fire, storm or other disaster, provided such reconstruction is begun within one year thereafter and carried forward with due diligence.
4. Ordinary maintenance, repair or replacement of any exterior architectural feature which is damaged or worn provided the work does not involve a change in design, material, color, or outward appearance of the structure.

The Commission has no jurisdiction over the following:

1. Terraces, walks, driveway materials, sidewalks and similar structures provided that any structure is substantially at grade level.
2. Storms doors, storm windows, screens, window air conditioners, lighting fixtures attached to the building, antenae and similar appurtenances. (Note that the Commission does have jurisdiction over the paint colors of storm doors and windows. Note that the Commission does have jurisdiction over satellite dishes and solar collectors.)
3. Interior work that does not affect the exterior in material, design or outward appearance.
4. Landscaping. (Note that the Commission does have jurisdiction over retaining walls - e.g. railroad ties.)

Through these guidelines, the Commission works to preserve and protect the distinctive characteristics of buildings and sites within the historic districts, to maintain and improve the settings of these buildings, and to encourage new design compatible with existing structures. The guidelines are based on the Secretary of Interior's Standards of Rehabilitation which encourage the retention of existing historic materials and architectural features whenever possible. When replacement is necessary, new materials should be historically appropriate. New building elements should be designed with architectural compatibility in mind so that the harmonious exterior relationships of a given building or buildings are preserved.

In addition to the Secretary of Interior's Standards, the Commission's guidelines reflect Salem's architectural traditions so as to encourage preservation of those elements that make Salem unique.

The Commission makes a clear distinction between changes which would be appropriate for the principal elevations of a building and those acceptable at rear, private, "family-living" sections. Intrusive contemporary features should be avoided on the front facade and where visibility from public ways is high. Since, historically, rear elevations were altered over time to meet changing family needs, modern day alterations - skylights, greenhouse windows, French doors, decks - should be restricted to the less important facades of the house. In this way, the contemporary needs of Salem's property owners can be served without compromising the architectural integrity of Salem's buildings and streetscapes.

The notebook’s technical information on home repair and restoration is organized by topic. The purpose of this data is not to provide construction specifications or a do-it-yourself guide, but to inform owners of what is historically appropriate (or inappropriate) and what kind of work is involved for a variety of repairs. The property owner can use this information as the basis for further research or when consulting contractors. While contractors may be knowledgeable of their crafts, they may not know exactly what the property owner wants unless they are told. Also, they may not be experienced in working on historic buildings. It is the property owner who should decide what type of work is most appropriate for his house. The Commission urges property owners to use this notebook as a means of becoming more informed and more involved in the repair and restoration process. The Commission supports your efforts to improve your property and can guide you on historical appropriateness. Further information, in the form of articles and pamphlets, City-wide architectural inventories, and photographs, as well as this notebook’s bibliography are available at the Historical Commission's office at One Salem Green.

This project was made possible by a grant from Yankee Magazine administered through the National Trust for Historic Preservation. Historic Salem, Inc. provided the matching funds necessary to receive the grant. - May 1984

Sections have been periodically amended after first receiving a majority vote from the Salem Historical Commission.
PROCEDURES FOR FILING APPLICATIONS
Rev. 10/12/04

A. Be prepared to apply for approvals well in advance of commencing any exterior work. Before making any changes to the exterior of a property in an historic district, the owner should call or visit the Commission representative at the Department of Planning & Community Development to discuss proposed alterations and to determine the category of the application (Appropriateness, Non-Applicability or Hardship).

B. The Commission normally meets on the first and third Wednesdays of each month and notices are posted at City Hall. The meetings are held at 120 Washington Street, 3rd floor, and begin at 7:30 p.m. All meetings are open to the public and any person is entitled to appear and be heard on any matter before the Commission before it reaches a decision.

C. Applications for Certificates of Appropriateness or Hardship must be received by 3:00 p.m. on the Monday 16 days before the meeting in order to make the agenda. An application for a Certificate of Non-Applicability may normally be added to the agenda up to the day of the meeting. In some cases, a Certificate of Non-Applicability may be issued by the Clerk, without review by the full Commission, after notifying Commission members and allowing 24 hours for any objection. There is no fee for any applications.

D. All applications for Certificates of Appropriateness or Hardship require a public hearing. Notice of the hearing must be posted with the City Clerk 14 days before the hearing and abutters must be notified in writing. Commission staff will handle these procedures. A public hearing is not required for a Certificate of Non-Applicability.

E. Applications must be submitted by the owner of the property. A contractor for the owner, at the owner's request, may submit an application on the owner's behalf. In case of a tenant, a waiver of the owner's appearance may be granted at the discretion of the Commission if it is requested by the owner.

F. All applications must include three to four 35mm photographs of existing conditions. No certificates can be issued prior to receipt of photographs.

G. An application will not be considered complete unless all work items are thoroughly described on scaled drawings and include specifications regarding dimensions, materials, and any other information needed for the Commission to visualize the changes in order to make a determination. Applications for paint colors should include a paint chip or chart. The following items should be included in your drawings as applicable:
   1. Site plan showing location of improvements;
   2. Elevation drawings of the specific improvements;
   3. Details/profiles (i.e. moldings, fence caps, cornices, vents, etc.);
   4. Materials (i.e. wood, brick, etc.);
   5. Dimensions (i.e. size of trim); and
   6. Transformers, heat pump and condenser locations, electrical entries and meters, lamp posts, stove pipes.

H. At the hearing, the Commission will discuss the application with the applicant or his representative, hear the abutters and take a vote. Owners having professional consultants such as architects or contractors are urged to have them be present at the hearing. If the application is approved, a Certificate will be mailed to the mailing address provided on the application and copies will be sent to the City Clerk and Building Inspector. Please note that the application can be continued until the next meeting if the Commission deems necessary (i.e. for reasons of incomplete drawings, to perform a site visit, etc.). In any case, the Commission must make a determination within 60 days from the date the application is received, unless the applicant waives that requirement in writing.

I. A property owner or a contractor cannot receive a building permit unless a Certificate has been issued. Please be sure to obtain appropriate permits from the Inspector of Buildings (or other necessary permits and approvals) prior to commencing work.

J. The homeowner may opt not to commence the work approved (unless it relates to resolving an outstanding violation). Work commenced must be completed within one year from the Certificate date unless otherwise indicated.

K. The Commission reserves the right to inspect the project to determine compliance with the conditions set forth in the Certificate issued.

Violations
A person commencing or completing work to the exterior of a building in an historic district without the necessary approval of the Commission is subject to fines of up to $500 per day from the date of violation. The Commission is not responsible for an owner's neglect to inquire about necessary City permits and approvals. All records are public and we will confidentially assist you if you are concerned that someone in your neighborhood is in violation.
The Secretary of the Interior is responsible for establishing standards for all national preservation programs under Departmental authority and for advising Federal agencies on the preservation of historic properties listed or eligible for listing in the National Register of Historic Places. The Standards for Rehabilitation, a section of the Secretary's Standards for Historic Preservation Projects, address the most prevalent preservation treatment today: rehabilitation.

Rehabilitation is defined as the process of returning a property to a state of utility, through repair or alteration, which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural and cultural uses.

The Standards that follow were originally published in 1977 and revised in 1990. They pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and the interior of historic buildings. The Standards also encompass related landscape features and the building's site and environment as well as attached, adjacent or related new construction.

The Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property should be avoided.
3. Each property shall be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with massing, size, scale and architectural features and to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Note: To be eligible for Federal tax incentives, a rehabilitation project must meet all ten Standards.
ADDRESSING VIOLATIONS: UNAPPROVED WORK COMPLETED
Rev. 2/1/95

INSIGNIFICANT - Work that would be approved as is and requiring no building permit (e.g. painting, in-kind maintenance or repairs of existing conditions).

MINOR - Work that consists of changes to existing conditions but would be approved or work that is an in-kind replacement. Work that requires homeowner to submit application, but will likely result in approval as is.

MAJOR - (i) Work that has resulted in an inappropriate change to the existing conditions and will require additional work to resolve.

(ii) Work approved by the Commission but after (a) time period agreed upon or (b) one year from date of Certificate has lapsed, is in partial state of completion and therefore not as approved.

(iii) Work approved by the Commission but not completed as approved and requiring changes to make it as approved.

EGREGIOUS - (i) A Major violation that has been outstanding for three (3) months after the Commission notified the owner of the violation and the owner has not commenced to address the violation;

(ii) A Major violation that has been outstanding for six (6) months after the Commission notified the owner of the violation and the owner has not completed the actions required by the Commission;

(iii) Inappropriate changes of important features, demolition, building additions or other new construction, replacement of windows, installation of skylights, installation of exterior stairs, removal of any historic features, siding replacement or any other action which the Commission deems to have a significantly detrimental effect on the architectural features of a building.

<table>
<thead>
<tr>
<th>STEP</th>
<th>INSIGNIFICANT VIOLATION</th>
<th>MINOR VIOLATION</th>
<th>MAJOR VIOLATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>SEND LETTER REQUIRING ALL FUTURE WORK BE APPLIED FOR.</td>
<td>SEND LETTER TO APPLY. ATTEMPT TO TELEPHONE IF WORK STILL UNDERWAY.</td>
<td>SEND LETTER TO APPLY (OR COMPLETE OUTSTANDING WORK IF APPLICABLE). HAVE B.I. ISSUE CEASE &amp; DESIST ORDER.</td>
</tr>
<tr>
<td>2.</td>
<td>OPTION: COMMISSION MEMBER CONTACTS HOMEOWNER.</td>
<td></td>
<td>AFTER 30 DAYS, SEND 2ND LETTER REQUIRING APPLICATION IN 15 DAYS, CC: CITY SOLICITOR. HAVE B.I. ISSUE 2ND C &amp; D.</td>
</tr>
<tr>
<td>3.</td>
<td>AFTER 30 DAYS, SEND 2ND LETTER TO APPLY WITHIN 15 DAYS, CC: CITY SOLICITOR. BUILDING INSPECTOR NOTIFIED IF APPLICABLE.</td>
<td></td>
<td>AFTER 15 DAYS, SEND LETTER TO SOLICITOR REQUESTING ENFORCEMENT, CC: HOMEOWNER.</td>
</tr>
<tr>
<td>4.</td>
<td>AFTER 15 DAYS, SEND LETTER TO SOLICITOR REQUESTING ENFORCEMENT, CC: HOMEOWNER.</td>
<td></td>
<td>AFTER 3 MONTHS FROM STEP 1, IF HOMEOWNER HAS NOT COMMENCED TO ADDRESS THE VIOLATION, COMMENCE PROCEDURES FOR EGREGIOUS VIOLATION.</td>
</tr>
</tbody>
</table>
EGREGIOUS VIOLATIONS & PROCEDURES FOR USE OF RECORDED CLERK'S CERTIFICATES

**Clerk's Certificate as to Violation:** This Clerk's Certificate is to be used when the Commission decides that its order to perform or refrain from activities affecting property in an historic district remains unheeded. This form of Clerk's Certificate is used only for egregious violations. See discussion below on previous page of what constitutes an egregious violation.

<table>
<thead>
<tr>
<th>STEP</th>
<th>DESCRIPTION OF ACTION</th>
<th>TIMING</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Commission determines that an egregious violation exists under the definition of these procedures. Commission votes to (i) notify owner of intent to proceed with the requirements of these procedures for the issuance and recordation of a Clerk's Certificate as to Violation and (ii) place discussion on upcoming public meeting agenda*.</td>
<td>At scheduled public meeting</td>
</tr>
<tr>
<td>2.</td>
<td>Commission (I) allows for public comment and (ii) may vote to proceed with the requirements of these procedures for the issuance and recordation of a Clerk's Certificate as to Violation.</td>
<td>At scheduled public meeting</td>
</tr>
<tr>
<td>3.</td>
<td>Commission notifies owner of continuing violation and intention to record Clerk's Certificate as to Violation by a date thirty days late.</td>
<td>Within 10 days of Step 2 meeting.</td>
</tr>
<tr>
<td>4.</td>
<td>Clerk of Commission (I) completes and records Clerk's Certificate as to Violation and (ii) mails a copy of same to owner.</td>
<td>After 30 days of Step 3.</td>
</tr>
<tr>
<td>5.</td>
<td>Commission votes that violation has ceased.</td>
<td>When outstanding work or work in violation is addressed to the satisfaction of the Commission.</td>
</tr>
<tr>
<td>6.</td>
<td>Clerk of the Commission (I) collects recording fees for Clerk's Certificate as to Violation and Completion of Work ($20.00) from owner and (ii) records Clerk's Certificate as to Completion of Work.</td>
<td>After Step 5.</td>
</tr>
</tbody>
</table>

**Clerk's Certificate as to Outstanding Work:** This Clerk's Certificate is to be used when (I) the Commission enters into an arrangement with an owner of property in an Historic District under which the Commission agrees to allow a continuing violation for a specified period or (ii) when the Commission has been requested to allow work to be performed under an application for a Certificate of Appropriateness or Certificate of Hardship and, as a condition of allowing such work to proceed, the Commission has required that the work be done within a specified period. The use of this form of Clerk's Certificate is not to be restricted to egregious violations, but may be used as the Commission deems appropriate.

<table>
<thead>
<tr>
<th>STEP</th>
<th>DESCRIPTION OF ACTION</th>
<th>TIMING</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Owner has come before the Commission on a violation, egregious or not egregious, or in connection with an application for a Certificate of Hardship or Certificate of Appropriateness. Commission votes to (I) agree to (a) allow continuing violation for a specified period of time (b) or, as a condition of granting the requested Certificate of Hardship or Certificate of Appropriateness, to grant the application provided the work be completed within a specified period of time, and (ii) proceed with the requirements of these procedures for the issuance and recordation of a Clerk's Certificate as to Outstanding Work.</td>
<td>After Step 1 meeting.</td>
</tr>
<tr>
<td>2.</td>
<td>Clerk of Commission (I) completes and records Clerk's Certificate as to Outstanding Work, (ii) and gives a copy of same to owner.</td>
<td>When outstanding work or work in violation is addressed to the satisfaction of the Commission.</td>
</tr>
<tr>
<td>3.</td>
<td>Commission votes that required work is complete.</td>
<td>When outstanding work or work in violation is addressed to the satisfaction of the Commission.</td>
</tr>
<tr>
<td>4.</td>
<td>Clerk of Commission (I) collects recording fees for Clerk's Certificate as to Outstanding Work and Completion of Work ($20.00) from owner and (ii) records Clerk's Certificate as to Completion of Work.</td>
<td>After Step 3.</td>
</tr>
</tbody>
</table>

**Clerk's Certificate as to Completion of Work:** This Clerk's Certificate is to be recorded with the land records to reflect that a violation under a Clerk's Certificate as to Violation has ceased or that outstanding work so described in a Clerk's Certificate as to Outstanding Work has been completed. This form of Clerk's Certificate clears the title of the property.
SALEM HISTORICAL COMMISSION GUIDELINES NOTEBOOK

ARCHITECTURAL TRIM AND SIDING
Rev. 1/7/98

Salem Historical Commission Guidelines

1. Trim work is an essential part of a building's architectural character. Features such as cornices, brackets, window moldings, doorway pediments, corner quoins, and all other decorative elements should be retained.

2. Original siding material should be retained whenever possible.

3. Deteriorated material should be repaired or replaced, where necessary, with new material that duplicates the original as closely as possible.

4. Appropriate siding materials in Salem's historic districts are brick, clapboards, and flush or rusticated boarding. Pressed board siding is not recommended.

5. Wood shingles are only appropriate for exterior cladding if they were used as an original siding material such as on some Queen Anne buildings. Shaped shingles and shingle patterns of that period should be duplicated where repair and replacement are necessary.

6. Aluminum or synthetic sidings (such as vinyl and asphalt) or materials that were unavailable when a building was constructed are not appropriate for properties in Salem's historic districts and their installation will not be approved. Removal of such sidings is encouraged.

7. If a house is to be reclapboarded, the clapboards should line up to match the window heads and sills. Clapboards should be applied smooth side exposed.

8. The Commission recommends clear cedar or redwood. White pine is generally not recommended unless quarter-sawn.

9. See also the guidelines section entitled AMechanical Equipmentz.

Salem Architectural Traditions

Clapboards have been used on Salem's buildings since its earliest settlement by Englishmen and have always been the most popular siding material. As early as the mid-18th century, rusticated boarding could also be found on the front of local houses. Brick was first used as a siding material on some of Salem's finest houses but was not really popular until the Federal period (see section on Masonry).

Clapboards on 17th century houses generally varied from 3 1/4” to 4” to the weather. Cedar was commonly used but oak clapboards can also be found. Length was controlled largely by the spacing of the studs. Toward the end of the first period (1625-1725) and into the 18th century, it was not uncommon to find that the clapboards revealed a greater exposure to the weather at the top of the house than at the bottom. This was probably done because the lower portions of the house were more vulnerable to the elements. Another weather tightening measure was the use of skirt boards over a foot tall covering the building's sill. An example of this was found during the restoration of the Hooper-Hathaway house (54 Turner St., c. 1682, etc., see photo). Sometimes the frame of the house was covered with wide horizontal pine boards. The earliest known example of such underboarding can be found at the Gedney house (21 High Street, c. 1665) over which clapboards are laid.

First period houses, sparsely ornamented, were not without some decorative ornamentation. For instance, doorways were sometimes chamfered, that is, the posts forming the door frame were cut away at about a 45 degree angle. In the second half of the century it was common to find an overhang created by the projection of the second story over the first. These overhangs were often decorated with pendant drops carved from second story posts.

As the Georgian period (c. 1720 - c. 1789) progressed, ornament became richer and was dominated by bold classical details. In the early Georgian houses, corner boards and coved or boxed cornices begin to appear. Often the doorway was the most ornamental feature whether pedimented and pilastered or crowned by a full entablature. Beaded clapboards (clapboards with rounded edges) may also be found during this period.

Later in the century, modillioned cornices, corner quoins, and molded window caps and sills were added as decorative features. In addition to these elements, flush boarding scored to imitate stone was employed on some of the finer houses such as that of
Benjamin Pickman once located at the present site of the Peabody Museum's Japanese garden or Bowman's Bakery building at 266 Essex Street (1761). One of the most elaborate late Georgian houses in Salem is the Peirce-Nichols house (c. 1782, 1801) with its monumental fluted Doric corner pilasters, capped window openings, pedimented portico and turned balusters.

While Federal houses preserve the symmetry of Georgian buildings with central hall plans, five-bay facade arrangements, and the central doorway as the main visual focal point, detail became lighter under the influence of English architect and designer Robert Adam. Ornament was more delicate and attenuated, "often geometric in nature, with free use of curved moldings, surfaces, and arches." Gone are the bold corner quoins. Sometimes the detail is very spare, with most of the attention paid to doorway details such as elliptical fanlights or semi-circular porticos. Other Federal houses are more elaborate, such as the Cook-Oliver house (142 Federal Street, 1802-03, 1808) with its modillioned cornice, molded window frames, columned and dentilled portico, and carved wooden swags, bellflowers, and rosettes applied to the surfaces around the doorway, the beltcourse, and the panels above the second story windows (see photo).

The Greek Revival period (1825-1850) brought a change in orientation from the three-storied, four-square hipped roof houses of the Federal era to 2 2 story houses set gable end to the street in imitation of Greek temples. Trim was designed to contribute to the temple effect with massive pilasters used to support triangular pediments formed by the eaves of the gable roofs. These pediments usually surmounted full cornices. While clapboards continued in use, flush boarding scored to imitate stone became increasingly popular.

Flush boarding was also used on Italian Revival houses. With the introduction of the jigsaw, architectural trim could be produced in mass quantities and houses built during the Victorian period were the beneficiaries. Architects and builders employed heavy wood brackets under the eaves and above doors and windows to support flat hoods. Segmentally arched window hoods were another popular decorative feature. Mansard roofed houses, generally built in Salem between 1860 and 1880, also displayed brackets (often paired) and sometimes flush or rusticated boarding.

Although the Queen Anne style was not common in Salem, the City does have a few examples. These houses display irregular plans, varied gables, and bays, diverse window shapes and sizes, and prominent paneled chimneys. Corner towers are also a popular element. A notable part of the Queen Anne scheme of ornament is the highly textured wall surface featuring a combination of clapboards and various decorative wood shingles. This was the only style in Salem for which wooden shingles were used as an exterior cladding material.

With the Colonial Revival, Salem's architects and builders renewed their interest in details such as medallions, narrow corner boards, balustrades, pilastered or columned doorways, and Palladian windows. Clapboards or brick were the common siding materials for these homes.

Clapboards are usually made of cedar. A survey of some local lumber yards showed cedar is available in 6", 8", and 10' widths. Clear red cedar means no knots and the grain running vertically.

While clapboards are easy to replace if necessary, finding matching trim is another matter. The local lumber yard should be your first source. They may have stock moldings that are close to your original trim or they may be able to do custom millwork to your specifications. If not, the next option is local firms which specialize in millwork.

**Siding: Wood v. Aluminum or Vinyl**

While clapboards and trim establish the historic character of a house, aluminum and vinyl siding destroy its architectural integrity by encasing it in an artificial skin. Often important ornamental details are removed because it is easier to install siding on flat surfaces, than to work around brackets, quoins, window casings, and door trim. Thus siding reduces a house's three dimensional appearance as it obscures original textures, materials and colors. The number of nail holes required for installation will damage the clapboards; little care is given to existing surfaces since they will be covered up anyway.

An insensitive choice of materials can exaggerate the problem. For instance, siding with an 8' exposure is inappropriate for a house that formerly had 4' clapboards. Also, the attempt to imitate wood by choosing siding with artificial graining makes the contrast between genuine and substitute materials even more obvious. Synthetic sidings cannot hope to capture the richness and variety of real wood.

Siding is usually installed for one of two reasons: to mask existing problems or to reduce the maintenance cost of painting. While siding may cover a problem, it will not rectify it and may even accelerate existing causes of damage. For instance, paint failure and clapboard damage are often caused by faulty gutters and downspouts. If this drainage system is not repaired before installation, runoff water may get trapped behind the siding, causing even more damage.

Siding may create its own moisture problems. Wood clapboards breath by allowing moisture created by differences in temperature
between the inside and outside of the house to migrate to the exterior before condensation occurs in the walls. Unless an interior vapor barrier is installed, the impenetrable layer created by aluminum or vinyl siding will trap excess water vapor which condenses and damages wood. Exterior vents have not proved effective in reducing the moisture content in walls and they can easily be blocked by dust or debris and insects.

It is a myth that the installation of synthetic sidings will result in energy savings. A study called 'Insulating the Old House,' by the Greater Portland Landmarks, Inc., lists heat loss figures for a two-story house of 900 s.f. per floor with a full basement and 380 s.f. of old, loose windows. If the house has no insulation or storm windows, only 19% of its heat is lost through the walls, the large majority being lost through the roof, windows, and basement. Storm windows and attic insulation are much more cost effective from an energy savings perspective than siding which is too thin to have much insulation value. Although the backing on some sidings is marketed as insulation, its original purpose was as a reinforcement to prevent denting. In fact, the Federal Trade Commission filed suit against one manufacturer of aluminum siding for false advertising of energy conservation claims. Another study in Providence, RI determined that for a two story house, 25 s.f., the payback period of 23 storm windows, 2 storm doors and 6" of attic insulation was 4.4 years while the payback for aluminum siding with an R-factor of 2.5 was 29.96 years.

As one preservation publication explains:

...the application of aluminum and vinyl siding is frequently considered as an alternative to the maintenance of the original historical material. The implication is that the new material is an economic and long-lasting alternative and that somehow the historic material is fragile, short-lived or problematic. In reality, historic building materials such as wood, brick, and stone usually are not delicate or short-lived. Their existence, frequently in sound condition, after many decades during which they probably suffered periods of neglect, is proof that they are the original economic and long-lasting alternatives. All materials, including the new sidings..., can fall into disrepair if abused or neglected; however the maintenance, repair and retention of "original materials" are always the most architecturally appropriate and usually the most economically sound measures for preserving the unique qualities of historic buildings.

The Salem Historical Commission prohibits use of vinyl or aluminum siding.
There is no one solution for incorporating barrier free access in historic buildings. The Salem Historical Commission will work with the property owner to find a solution to achieve both the goals of access and preservation.

The property owner should first conduct a needs assessment of the building, usually performed by an architect or other professional consultant, in order to distinguish historic fabric that cannot be altered from that which can be compromised for accessibility purposes. The consultant, using this study along with scaled drawings, can suggest an appropriate solution(s) that ensures the protection of sensitive building fabric. Every possible option to provide barrier free access should be examined. Solutions may include regrading, lifts and ramps.

**Salem Historical Commission Guidelines**

1. **Under which certificate should a ramp or lift be applied for and under which circumstances?**

   **Appropriateness:** Since ramps and lifts are not considered historically appropriate, they should **not** be applied for under a Certificate of Appropriateness.

   **Non-Applicability:** A property owner may apply under a Certificate of Non-Applicability if a proposal to fully screen the lift or ramp is included. Screening (e.g. Fences, landscaping) must be year round to be eligible under Non-Applicability. In the case of screening by a fence, that has yet to be installed, its design will require review and approval via a Certificate of Appropriateness. In the case of screening by landscaping, the Non-applicability application should include a landscaping plan.

   A property owner may apply under a Certificate of Non-Applicability if the application states that the ramp or lift is a temporary structure and includes a specific date by which the ramp or lift will be removed.

   **Hardship:** A property owner may apply under a Certificate of Hardship under any circumstances because hardship can be justified by there being a need to provide access to a building. Complete design drawings must be included with the hardship application. Because each building has its own specific historic features, the location, materials and design of a lift or ramp will be reviewed on a case by case basis.

2. **For residential properties, excluding group homes, most approvals will be made conditional that the ramp or lift be removed if there is no longer a need for barrier free access.**

   If a building is open to the public and if barrier free access is not proposed for the primary entrance, the Massachusetts Historical Commission (MHC) has review authority. Please contact the MHC for more information.

**PROGRAMMATIC ACCESSIBILITY WITHIN NON-RESIDENTIAL BUILDINGS**

Programmatic accessibility means that, when viewed in its entirety, a program is readily accessible to and usable by handicapped persons. Videos, slide presentations and/or exhibits and photographs from inaccessible areas can provide programmatic accessibility. Programmatic accessibility can also include the delivery of services at alternate accessible sites. All of these options must be explored in addition to modification or alteration of a building.

**AMERICAN DISABILITIES ACT**

The American Disabilities Act (ADA) does not apply to single family homes, churches or private clubs (unless they rent out to the public). The ADA does not require the destruction or alteration of character defining features of an historic building.
DOORS, DOORWAYS, PORTICOS
Rev. 3/15/95

Salem Historical Commission Guidelines

1. Historically appropriate door openings including doors, glass, pediments, hoods, moldings, steps, and all hardware should be retained.

2. The enlargement or reduction of historical or original door openings to fit new stock door sizes is not permitted.

3. The stylistic period or periods a building represents should be respected. Original doors and door hardware should not be discarded when they can be repaired and reused in place. If replacement doors are necessary, the replacements should duplicate the material, design, and hardware of the older or original doors.

4. Residential doors should be made of wood. Pine and fir are most commonly used for exterior doors. Metal doors on houses are not acceptable.

5. The arrangement of door panels is a significant architectural feature and varied from period to period. Replacement doors should have the appropriate panel arrangement for the date of the house's construction.

6. Generally, it is not appropriate to introduce a new door opening into the principal or front elevation. The appropriateness of new side or rear doors depends on their design. (See #7).

7. The elaborateness of the entrance is related to the design of the house. Simple houses tend to have relatively plain doorways while more ornate houses have more highly decorated doorways. Therefore, when a replacement doorway is necessary on the principal facade or new doorway is being added on a side or rear facade, it should harmonize with the style of the house as far as the type and extent of detail. Large sheets of glass are not generally in keeping with the character of a historic house.

8. Doorways above ground floor level which provide secondary egress must be individually evaluated. In general, approval will result only when visibility from the street is minimal. The application of exterior staircases to buildings is generally not acceptable.

9. Porticos, porches, steps, railings that are appropriate to the building and its development should be retained. Porticos or additions reflecting later architectural styles are often important to the building's historical integrity.

10. Deteriorated porticos, porches, steps, and railings should be repaired, where necessary, with materials that duplicate the original as closely as possible.

11. Front steps should be made of granite or wood. Brick, flagstone, or concrete steps were not used historically in Salem and are not appropriate.

Salem's Architectural Traditions

Very few original 17th century doors have survived from the Massachusetts Bay area but those remaining show that early doors were constructed of outer vertical boards an inch or more in thickness which were battened on the reverse with shorter lengths laid horizontally. As architectural historian Abbott Lowell Cummings describes, these layers were fastened together with nails, whose heads formed an exterior diamond pattern. This pattern could be subtly reinforced by lines scored in the surface of the wood, connecting the individual nailheads. The doors, hung with long strap hinges, opened inward. A rabbet was carved into the posts or other frame members to receive the door.

As Salem entered the Georgian period (c. 1720-1780), framed and paneled doors replaced the 17th century battened doors. Early Georgian door trim consisted of flat casings which evolved into simple architraves. Later developments included the use of flat caps, followed by projecting heads, complete entablatures, and finally pediments.

Entry halls were often lit by a series of top lights forming a transom over the door. After the Revolution, side lights were added to provide greater illumination to the larger halls and more elaborate stairways that were built.

The number of panels on Georgian doors vary. Early doors often had between seven and ten panels arranged in various combinations (see photos), but toward the end of the 18th century the six-panel door, with two nearly square upper panels and four
identical rectangular panels below, became the most common. Sometimes the two upper panels were replaced with panes of bull's-eye glass.

More elaborate features were introduced after the Revolution, for instance, the portico, either open or closed. Semi-circular fanlights were another post-Revolutionary innovation. In his book *The Country Builder's Assistant* (1798), Asher Benjamin shows doorways in the Doric, Ionic and Corinthian orders with broken pediments, semi-circular fanlights, and six-panel doors similar to those built in Salem. As the Federal Period (c. 1790-c.1830) progressed, the elliptical fanlight superseded the semi-circular in popularity and can be found on many of Salem's early 19th century houses. The elaborateness of the doorway varied with the lavishness of the house. Some of the Federal mansions also feature semi-circular porticos.

The elliptical fanlight disappeared with the advent of the Greek Revival house in the 1830's and 1840's. While Georgian and Federal doorways stood in the middle of the house, Greek Revival dwellings were often built gable-end to the street with side-hall entries, either recessed or flush with the front facade. Sidelights and transoms were popular and doorways were often decorated with full entablatures and Doric pilasters. With respect to the doors, the six-panel door persisted side by side with new arrangements: the four panel door (two long rectangular panels over two short rectangular panels), the two-panel door (two long rectangular panels running the length of the door), or multi-paneled doors.

During the Victorian period, paired doors (that is two doors sharing the same entryway) became popular. Common panel arrangements were either a top rectangular panel, a middle thin panel, and a bottom square panel or else a top rectangular panel and a bottom square one. Often the panels on Victorian doors were elaborately carved. Many were varnished to enhance the grain of the wood rather than painted.

Colonial Revival doorways mixed pre- and post-Revolutionary elements with contemporary motifs. Elaborate porticos reappear along with sidelights and elliptical fanlights but the scale of the elements and their relationships to each other are often different than those of the periods from which they were derived. The doors themselves vary from copies of earlier six-panel styles to modern innovations where the door is divided by a large rectangular or square pane of glass at the top, a small rectangular panel at the middle, and two rectangular or square panels at the bottom.

For most of Salem's older homes, doorways above grade level were usually reached by granite steps. Occasionally wooden steps were constructed.

**Storm Doors**

Although the Historical Commission does not have jurisdiction over storm doors, we make the following suggestions. Consider purchasing storm doors of wood. Wood is a more sympathetic material to historic houses.

Select a storm door that is appropriate for your entrance. Storm doors are available that consist almost completely of glass which would block very little of the historic door. Doors marketed as "Colonial" with a crossbuck on the bottom half and a scalloped frame around the upper window are not appropriate to historic houses.
FENCES
Rev. 4/5/95

Salem Historical Commission Guidelines

1. Fences are significant architectural features. They were sometimes architect designed, as those of Samuel McIntire. Therefore, architecturally important fences should be repaired or replaced, where necessary, with new materials that duplicate the old as closely as possible. Other fences may be architecturally unimportant, the result of fence replacement in more recent years. In these cases, property owners would be encouraged to make the design more appropriate rather than duplicate the existing fence.

2. Fences along the street facades of historic houses were meant to serve a decorative purpose. Such fences should not block a house’s view, but complement it; they should be in scale to the property. Narrow pickets (approximately 2 2” in width) are preferred to wide pickets. Back and side yard fences which serve a screening purpose may be higher.

3. The design of a fence should be sensitive to that of the house. Since Federal architecture stressed delicate proportions, the fence in front of such a house should also be delicate in scale, whereas the fence in front of a more massive Victorian house could be heavier. Also, elaborate fences are suitable for elaborate houses; simple houses should have simple fences.

4. If wood is to be used, picket, capped picket, or spindle fences are recommended for anywhere around the yard. Capped flat board fences are most appropriate for side and back yards. The flat board fence with a lattice top is an excellent privacy option.

5. The Commission encourages the retention of suitable cast and wrought iron fences. Such fences should be repaired and painted as necessary. If sections are missing and it is financially feasible, replacement sections should be obtained. Otherwise it is preferable to consolidate the existing sections of the fence than to remove the fence altogether.

6. Historically, fences were located along the sidewalk and the continuity of such fences is an important asset to the street. The Commission generally discourages fence relocation to accommodate off-street parking. Gates may be required as an alternative to relocation.

7. Chain link, stockade, and wire-type fences are not appropriate in historic districts. Low brick walls and brick planters are also not acceptable.

Salem's Architectural Traditions

The most common types of wooden fences found in Salem along the street are spindle, capped picket, and capped flat board fences. Nineteenth century photographs and prints also show a preponderance of these types. Flat board fences were also used at the rear of lots along with lattice-work fences and simple post and rail fences.

Salem’s spindle fences are composed of vertical spindles which pierce horizontal rails that are supported by stout square posts. Capped picket fences are constructed of equally spaced flat-topped pickets which are crowned by a molded fence cap, while flat-board fences are made of capped 1” thick boards placed directly against each other. Both capped picket and capped flat-board fences are supported from behind by rails that are secured to posts rooted in the ground.

It is difficult to be specific about which fences were used in each period since very often the construction of existing fences is not documented or surviving drawings and bills refer to fences which no longer stand. We know that fences were used from the earliest settlement of the colonies, for instance histories of Cambridge refer to the ‘Pallysadoe,’ a stockade composed of stakes, willows, and a trench erected to fortify the town.

Through the Colonial Period fences evolved from a means of protection and a way of penning livestock into a decorative architectural feature. Pattern book and carpenter’s handbooks document popular styles. Asher Benjamin shows two fences in his Country Builder’s Assistant (1798) both with slender angular pickets. One is a capped picket which slopes upward at the ends of each section to meet a square post topped by a ball. The other fence has pickets of alternating height and posts featuring banded balls. Fences of similar designs can be found in Salem.

Salem's most well-known fences are associated with the work of Samuel McIntire. One of McIntire’s early fences, possibly built for Elias Hasket Derby, is similar to a Benjamin design although the posts are much heavier. Since Benjamin’s design is slightly later, it may reflect the trend toward more delicate proportions during the Federal period.

According to Fiske Kimball, McIntire was influenced by the fence Charles Bulfinch designed for the Derby mansion in 1795 (never
built) which shows urns on the posts and a segmental curve to the gate. The fence at the Cook-Oliver House, 142 Federal Street (now altered), is of a similar design although the existing gate is different from the one shown in McIntire’s drawing (see illustrations).

Although blacksmiths were creating wrought iron fences during the late 18th century, such metal fences apparently were not popular in Salem since even the designs of McIntire and Bulfinch for the finest late Georgian and Federal houses specified wooden fences. By the Victorian period, cast iron fences had been introduced and were popular enough that in 1850 a cast iron fence was chosen to enclose the Salem Common.

Many of the Colonial Revival fences are copies of Salem's earlier gems. For instance, the fence at the Ropes Mansion is a conjectured copy of a McIntire Federal type erected in 1894 from plans by Stone, Carpenter, & Wilson of Providence, Rhode Island. In general, wooden fences were more in keeping with the renewed interest in the colonial than cast iron.

Fence Purposes and Designs

The purpose of a fence should be considered before making choices as to materials and designs. Fences along the street often serve decorative functions while those at the back of the property are generally installed to maintain privacy. Privacy fences can be merely functional (the flat board fence) or decorative (the flat board fence with a lattice top). Since fences have an architectural impact on a property, they should be thought of as more than just screens.

Wooden Fences

Although wooden fences can be bought commercially, most of the products available locally are too heavy and rustic looking to suit the character of Salem's historic districts. Fences are a good do-it-yourself project or they can be easily managed by a carpenter. A lumber yard could cut the pickets or boards to order and mill a fence cap to your specifications.

Aluminum Pickets

With a spindle fence, some property owners have substituted aluminum piping for wooden spindles. This was done at the Ropes Mansion. Once painted, the round aluminum spindles look no different from wooden ones. For more information, contact the Curator of Historic Properties at the Peabody and Essex Museum.

Cast and Wrought Iron Fences

Cast and wrought iron are often confused with each other. Not only are these two materials handled differently, but they also differ metallurgically. The most basic distinction between the two metals is that cast iron forms are made by pouring molten iron into a mold while wrought iron is heated and hammered into shape. Cast iron contains silicon and 2-4% carbon; it is a more brittle material than wrought iron which only has a 0.1-0.3% carbon content and is relatively elastic. Contemporary wrought iron is actually made from steel.

Nineteenth century fences were sometimes made from combinations of wrought and cast iron. For instance, a wrought iron fence might have cast decorative elements. Since the metals had different properties, they sometimes suited different forms. The wrought iron process tended to eliminate impurities so that wrought iron could be thinner than cast iron. Cast iron, on the other hand, could be molded into very large objects while wrought iron was limited by the strength of the person working it.

In the 19th century when many foundries were operating, it was cheaper to obtain cast iron because it was manufactured using a mass production process whereas wrought iron was an individual craft. Because it was cheaper, cast iron was more readily available to the average homeowner; such fencing reached its height of popularity in the Victorian period. Today, wrought iron is frequently machine produced while casting has become a custom product due to extremely short production runs.

Iron fences were often composed of vertical pickets that were topped by cast iron ornaments. Crosses and spearheads were particularly popular cresting designs. In addition to pickets, rustic motifs with vines and flowers or scroll motifs were also common. For those homeowners with iron fences, the Commission has some articles on file which describe the repair process and literature form companies that will cast missing pieces or supply historically appropriate metal fences. Some companies stock pieces that may be suitable for replacements.
GUTTERS & DOWNSPOUTS
Rev. 4/19/95

Salem Historical Commission Guidelines

1. Wooden or copper gutters and downspouts can be an important architectural feature. Therefore, gutters should be properly maintained and only replaced in cases of irreparable deterioration.

2. In older houses and buildings, they were often designed as part of the eave moldings. In these cases, the gutters become a particularly important architectural feature and should be treated as such. This treatment should follow the guidelines set for other important features, that is; repair if at all possible; if repair is impossible, replacement should be with like materials and design.

3. In the case of hung/afterthought gutters, more discretion may be shown in what is acceptable. The architectural value of the gutters must still play a major role in the decision making process, but the cost differential between and the environment's effect on different materials may also be taken into account.

4. New gutters and downspouts should be placed in an architecturally sensitive manner and painted the color of the surface on which they are installed; i.e. if a downspout runs down a white corner board, it should be painted white. Painting of copper gutters and downspouts will be evaluated on a case by case basis.

5. Removing trim pieces from the roof line in order to more easily attach gutters is generally not permissible.

General Information

Importance of Gutter Maintenance

Gutters today are generally made of either copper, wood, vinyl or aluminum. Wooden gutters may have liners. Liner materials include: copper, tin, rubber, galvanized or terne metal.

Since water is one of the major causes of building deterioration, gutters and downspouts are a key element in keeping water off your house. Therefore, gutters should be inspected regularly and kept free of debris. Clogged gutters can cause water to overflow or ice to build up. Also any acidic elements in the debris can eat away at the metal of the gutter itself or its liner. Gutter joints should be inspected and either soldered or patched if leaks are found. This work may have to be done by a metalsmith. Wooden gutters must be painted every four or five years and any gutter liners made of tin or galvanized or terne metal must also be kept painted.

Placement of Gutters and Downspouts

Gutters and downspouts should be placed with great sensitivity to the architectural appearance of the house. In some cases, where due to the original style of the building or the richness of cornice or corner detail, gutters or downspouts would not be appropriate. Some wooden gutters are built into the roof and are, therefore, invisible from the street, while others are part of the cornice decoration. Hung gutters should be as unobtrusive as possible. Downspouts should not obstruct the view of quoins. Sensitive painting can do much to hide gutters and downspouts. For instance, gutters lying over trim should be painted trim color while downspouts running down the body of the house should be painted body color. Care should be taken that the new hung gutters detract as little as possible from the house's appearance.

Choosing Among Gutter Materials

Choosing a gutter material is like making a lot of other purchases - you get what you pay for. Cheaper gutters may cost less but they will also deteriorate faster. Since installation is the largest percentage of the cost, it may be more worthwhile to invest in copper rather than settle for aluminum.

Copper v. Aluminum

Whether copper or aluminum, good installation is the key to getting the most out of the material. Since copper requires more attention to detail, it takes more time and care to install.

There are advantages to copper that may make it worth the money. Copper handles better than aluminum and can be repaired more easily. The life of an aluminum gutter depends on its coating. Once that coating is broken, the gutter will start to corrode.
Copper is less sensitive to salt air than aluminum. Also, copper is a better conductor of heat from the sun. Aluminum gutters are often made of a light material and do not absorb heat as well. Copper gutters are encouraged by the Salem Historical Commission because they are more durable and retain their shape. Regular grade aluminum gutters do not hold up well in Winter. Ice and snow tend to cause warpage and sagging. Aluminum gutters may be allowed in some circumstances, conditional that they are of a heavy grade and do not destroy the integrity of the eaves.

Wooden gutters

Wooden gutters are generally an aesthetic choice. These gutters are either hung or built into the structure of the roof or cornice (see drawings). Because of their close proximity to the cornice, any leaks in wooden gutters will cause water to drip into the cornice itself and possibly into the main structure of the house. Thus gutters built into box cornices require careful maintenance to make sure that all seams are watertight and that metal liners are painted as necessary. Properly maintained wooden gutters (linseed oil applied twice a year) can last as long as 50 years. Because built-in wooden gutter can be an integral part of a house’s architectural design, they should be maintained if possible.

Sources of Wooden Gutters

The first source for obtaining wooden gutters should be your local lumber yard. The Old House Journal Catalog, available at the Commission office, also has listings of suppliers. Most wooden gutters are made of Douglas fir; western red cedar is a preferable material if it can be obtained.

Prices

The price for installing gutters depends on the job. Since seamless aluminum gutters are cut to size, houses with more angles (for instance those with bay windows), require more cuts and, therefore, the cost will be greater.
HOUSE NUMBERS
Rev. 5/3/95

It is important that your house be clearly numbered should police or fire personnel need to find it. If your house is not clearly numbered, it could also result in fines. Here are the guidelines for house numbers in historic districts:

Salem Historical Commission Guidelines

1. The minimum height of the numbers shall be 32” high and no more than 6” high and they must be of wood or metal (no plastic).

2. While meeting the visibility requirements from the street, house numbers shall be appropriate in size, style and location to the house.

3. The numbers shall be of a contrasting color from the surface it is affixed to but shall be limited to black or a color already used on the house (e.g., shutter color). The homeowner may also use unpainted metal numbers.

4. Stick on house numbers are not permissible.
Salem Historical Commission Guidelines

1. Original masonry and mortar should be retained, whenever possible, without the application of any surface treatment. Do not apply waterproof or water repellent coatings unless required to solve a specific technical problem that has been studied and identified.

2. Old mortar should be duplicated in composition, color, and texture. Do not repoint with mortar of a high Portland cement content. Mortar that is harder than the material it is binding will cause masonry to deteriorate.

3. Old mortar should be duplicated in joint size, method of application, and joint profile.

4. Masonry should be cleaned only when it is necessary to halt deterioration and always with the gentlest method possible, such as low pressure water and soft natural bristle brushes. DO NOT SANDBLAST MASONRY UNDER ANY CIRCUMSTANCES. Chemical cleaning products which could have an abrasive reaction with masonry should be avoided.

5. Deteriorated original materials should be repaired or replaced, where necessary, with new materials that duplicate the old as closely as possible. Replacement bricks should be carefully matched in size and color to the originals.

6. New construction should follow traditional brick coursing and appearance.

7. Foundations should be repaired or extended with the material of the existing foundation.

8. The original or early color and texture of masonry surfaces should be retained whenever possible. Brick or stone surfaces may have been painted or whitewashed for practical and aesthetic reasons. Indiscriminate removal of paint from masonry surfaces may be historically incorrect and may also subject the building to harmful damage.

9. Chimneys are an important architectural feature. They should not be shortened or removed but repaired as necessary.

10. Existing stucco should be repaired with a stucco mixture that duplicates the original in appearance and texture.

Salem's Architectural Traditions

Brick was not a widely used building material in Salem until after 1800. Although there are some examples of 18th century brick houses, for the most part, Salem's Georgian houses were of wood. It could even be said that there was a prejudice against brick in the 18th century as some masonry houses were torn down and replaced by wood. This was the case of the Pickman house, formerly at 70 Washington Street, which was constructed in 1764 of brick and then remodeled by Samuel McIntire for Elias Haskett Derby in 1786. The remodeling on the exterior consisted of covering the brick facade with a wood front in imitation of the Peirce-Nichols house also designed by McIntire and built in 1782. Apparently the Derbys felt that they were not to be outdone.

Even at the beginning of the Federal era, wood was the most popular building material. Around 1800, William Gray built the first brick Federal house on Essex Street. That structure was followed by the Gardner-Pingree house (1804-05) and from then on brick took its place alongside wood. On some streets, for instance Chestnut or around Salem Common, it is even the predominant material.

It became popular to paint masonry structures beginning in the 1820's because it was thought that unpainted brick carried in moisture and was, therefore, unhealthy. Sometimes the reasons for painting brick were aesthetic, either to imitate another material such as stone or to hide alteration. The Massachusetts State House, a 1798 building, was first painted in 1825 while the Gardner-Pingree house was painted sometime in the 1840's.

After the Federal era, very few houses were constructed of brick although the material remained popular for commercial buildings. Most houses built from the Greek Revival period until the end of the 19th century were of wood. With the resurgence of interest in things colonial, brick was again used for many of Salem's Colonial Revival homes.

About Masonry

Masonry construction refers to building materials made of substances which come from the earth's crust - from rock to soil. One
class of these materials is found rigid in nature and cut into blocks of useful size for construction (granite, limestone, sandstone) while another class is found as uncohesive powdered substances which, when mixed with water, will 'set' to become solids (mortar, bricks, adobe). Although brick is only one of many types of masonry, it is by far the most used on in Salem’s residential areas and, therefore, the following discussion will be limited to this material.

Types of Brick

Bricks are man-made masonry units, made by wetting a fine mixture of clay and sand, molding it into the desired shape, allowing it to dry, and then firing it in a kiln at high temperatures. At kiln temperatures, the sand particles turn to glass, a process called vitrification, and exterior face brick is purposely dusted with fine sand when molded so that it will form a highly glazed exterior crust of skin with better weathering capabilities. Until the 1880’s, most brick was handmade in wooden forms. When these were hand-packed, air holes were left in the mixture, and much water was needed to make the so-called 'soft mud' as plastic as possible. High water content, in turn caused the brick to slump when unmolded, and to shrink and warp while drying, so that variations in size and shape were common. Such bricks, termed "water-struck," needed wide mortar joints to take up their dimensional variations and uneven firing in a kiln made of the piled bricks themselves left surface color very random and textured indeed, with many dark and light highlights. After 1880, a new kind of brick became more popular, made from a stiff mud of drier clay and sand. This stiffer mix was pressed to eliminate air holes and produce a much denser brick. Cast iron molds produced crisper edges, and the higher firing temperatures in gas kilns produced a uniform, dark wine-red brick. Of great dimensional precision, the pressed brick allowed the use of very narrow mortar joints, and mortar tinting was introduced to make such joints even less conspicuous."

Cleaning

The decision to clean a brick building should be made carefully. Historic buildings are not new and should not be made to look new by taking off the top layer of brick through abrasive cleaning methods. The so-called 'dirt' on a masonry building might be weathered brick. Actually a thin layer of dirt is more often protective of the building fabric than it is harmful.

Sometimes masonry buildings are cleaned to remove paint. However, it should be remembered that it was a fashionable 19th century practice to paint brick either to imitate another material, such as stone, or to protect poor quality brick. Paint might also hide alterations or have been added to solve moisture problems. According to one preservation publication, 'Unless there are stains, graffiti or dirt and pollution deposits which are destroying the building fabric, it is generally preferable to do as little cleaning as possible, or to repaint where necessary'. Some paint removal may be required if old paint layers have built up so much that repainting is not possible.

Types of Cleaning

There are basically three ways to clean masonry:

Water Cleaning - Generally the safest method. A low or moderate pressure wash is supplemented by bristle brushes. This method softens the dirt and rinses deposits from the surface.

Chemical Cleaning - A more risky method. First the building is thoroughly wetted to minimize absorption of chemicals and then the chemicals are applied. After a proper reaction time, the wall surface is bristle-brushed and then rinsed.

Abrasive Cleaning - Causes damage to masonry surfaces. Abrasive methods include grit blasting (usually sandblasting which involves spraying sand at high pressure through a nozzle at a building), grinders, and sanding discs, which remove the dirt by abrasion and are usually followed by a water rinse. The problem with abrasive cleaning is that not only does it erode the dirt or paint, but also the surface of the brick. Since brick is hardest on the outside where it was exposed to higher firing temperatures, sandblasting will remove this outer skin, exposing the soft inner portion of the brick to more rapid deterioration. Also, the increased roughness of the new surface will collect dirt more quickly than smooth brick. THEREFORE, A BRICK STRUCTURE SHOULD NEVER BE SANDBLASTED.

Chemical cleaning can also damage brick if the wrong chemicals are used. Some chemical cleaners leave a hazy residue. Before undertaking a cleaning project, one should consult a qualified preservation architect, conservator, or cleaning contractor.

Some Common Masonry Problems

Rising Damp

Rising damp, the suction of groundwater into the base of brick and stone walls through capillary action, is a common masonry problem. Moisture is drawn up into the walls and released at the interior and exterior surfaces, where a horizontal stain or
tidemark is left. Although this is a difficult problem to solve, there are some things to do that will diminish possible damage. The book *Respectful Rehabilitation* recommends three options. One is to make sure that rainwater does not collect at the base of the walls by sloping the grade of the surrounding soil away from the wall. Another is to install drain tiles (also called French drains) around the building. Although drain tiles will not completely eliminate rising damp, they can minimize the problem and enable the walls to dry out. The third approach is to construct a damp-proof course by inserting a rigid damp-proof material (bituminized fabric, polyethylene sheeting or lead sheets) into a narrow slot cut into the mortar joints just above ground level.

**Efflorescence**

Efflorescence is a white haze which forms on masonry buildings when the salts within the mortar or masonry units come to the surface and recrystallize as moisture evaporates. According to *Respectful Rehabilitation*, "The presence of such salts is usually an indication of excess moisture in the wall, which is often caused by rain penetrating open mortar joints or cracked masonry units, by water leaking through roofs or downspouts, or by some other building defect. Efflorescence also can be caused by rising damp or excess moisture introduced during cleaning or repointing." Well-operating gutters and downspouts are crucial to the well-being of a masonry wall and should be repaired before any repointing is undertaken.

**Repointing**

Before repointing (repairing a building's mortar joints), it is important to understand the relationship of bricks and mortar. Mortar cushions the brick making the wall somewhat shock resistant. In order for mortar to serve this purpose, it must be softer than the brick. If the mortar is harder, shocks will be borne by the masonry and the bricks themselves will deteriorate. Because mortar is a shock absorber, it is inevitable that it will deteriorate to some extent as the building ages, so repointing is a fundamental element in the maintenance of a masonry structure.

Historically, mortar was made from sand, lime, water, and additives such as oyster shells, animal hair, or clay which gave it color and texture. Modern masons tend to use Portland cement mortar or a bagged pre-mix containing Portland cement, sand, a coloring agent and ground limestone. These mortars, while easier to work with, are too hard for historic masonry. Real lime mortar is less convenient to handle but better for the brick.

New mortar should match the old in color. The mortar should be matched to the unweathered color of the existing mortar. Therefore, a chunk from an original mortar joint will have to be removed and broken open. Masonry supply stores sell pigments used in matching. A small sample of the new mortar should be mixed and allowed to dry before comparing it to the existing mortar.

**Foundation Repair**

Foundations are often made from masonry materials. *The Old House Journal* lists three principles of foundation repair:

1. Not all foundations in need of repair require total rebuilding. Often sectional or spot repairs may be the most cost effective and sensitive approach.

2. When rebuilding a foundation, try to salvage and reuse the original materials or else stick to close duplicates. Non-original foundation materials can be clad with original materials. For instance, cement can be covered with brick or a stone facing.

3. As with any masonry repair, the mortar should be carefully mixed to match the original in color, texture, and hardness and should be applied using the same joint profile.
**MECHANICAL EQUIPMENT**

Rev. 1/7/98

**Salem Historical Commission Guidelines**

The Salem Historical Commission has jurisdiction over vents, HVAC equipment and mechanical equipment that are installed on or protrude through roof surfaces or alter soffits, eaves or exterior walls. See also separate section on Skylights. The location, dimensions and outward appearance of these items must be provided with the application. The Commission also has jurisdiction over the screening of mechanical equipment whether or not it is attached to the building. The Commission is not obligated to approve roof units that the property owner may feel necessary to accommodate a use other than that which the building was originally built for.

If the venting of warm air from the attic is a necessity, the applicant should consider the various types of vents. These include ridge vents, soffit vents (round, rectangular and continuous), gable vents and turbine vents. Try to select a venting method, or combination or methods, that will be the least obtrusive to the architecture but will meet the minimum air circulation or venting requirements for the square footage of the attic space. Vents should be painted to match the color of the surface on which they are installed.

Air conditioners, roof vents and other mechanical equipment should be placed in the most inconspicuous location possible (E.g., behind chimney).
Salem Historical Commission Guidelines

1. Paint colors should be chosen with consideration for the colors of surrounding buildings and with sensitivity to the architectural period of the house. The Commission has materials explaining the types of colors used during various architectural periods.

2. The Commission does not require the property owner to select paint colors from a specific set of colors. There is leeway for personal choice.

3. If a two-color scheme is appropriate, clapboards should be painted the body color and all else should be painted the trim color. For certain 19th century buildings, it may be appropriate to pick out some of the trim elements with the body color or to use a three-color scheme. For a more comprehensive discussion of paint color application, refer to the technical information below.

4. With proper preparation, opaque stains are acceptable alternatives to paint.

REMEMBER: A permit must be issued by the Health Department prior to any paint removal process. Electric sanding on any exterior surfaces is prohibited. Abrasive blasting is prohibited unless a variance is granted by the Board of Health to allow wet or mist abrasive blasting on certain masonry and metal surfaces. For more information, contact the Salem Board of Health and request a copy of Health Regulation #23.

Salem's Architectural Traditions

Although a great deal is known about what paint colors were used in New England during each period and how the colors were applied, information specifically about Salem paint colors is limited. Paintings, while they provide some information, cannot be completely relied upon because the painter may not have matched his colors exactly to the colors of the scene that he was painting. Also, the colors used in the painting could have faded or darkened over time. Sometimes details such as window muntins or shutters are difficult to make out. While citing these limitations, an examination of paintings in the Essex Institute reveals some information.

A painting entitled "Salem-School Street from the Old Town House" (1765) by Joseph Orne shows a palette of reds and browns. Trim work is not picked out in a different color. In later paintings, the palette lightens with the introduction of yellows and grays. One of the most complete scenes is a painting entitled 'Court and Town House Square, Salem' (c.1820). It shows that the Lewis Hunt house (1698) which stood at the corner of Washington and Lynde Streets was painted barn red. Its neighbor, the Pickman-Derby house formerly on the site of the Masonic Temple, is yellow with white trim. Other houses are various shades of beige, yellow, ochre, and even lime green with darker green trim. Of the public buildings, there is a gray church and the red courthouse at the center of the composition. The stereotypical white house with green shutters appears as part of an 1827 watercolor of Federal Street and in a later lithograph of a Greek Revival house made after 1840. These paintings, while not providing conclusive data, reflect a trend from the reds and browns or the mid-18th century to the yellows and grays of the federal period and fit in with a generalization that can be made about New England, i.e., until 1850, later colors tend to be lighter.

Deciding on a Paint Color Scheme: Factors to Consider

Original Colors: One way to make a paint color decision is to determine your house's original color scheme. If a house has not been scraped down to the bare wood at some point in its history, it retains evidence of earlier paint colors which can be discovered by some careful scraping.

The process involved, called cratering, is to expose all the paint layers by sanding down a circular area about 1 2\textdegree across. It is best to make several craters for comparison on areas away from direct sunlight and excessive heat since heat and light can accelerate changes in paint colors. Once the craters are made, rubbing them with mineral oil will bring out the colors exposed along the sides of the craters. These should then be examined using a 10X magnifier.

Inspecting the colors revealed by cratering is more difficult than it might seem at first, since paint colors can change with age. For instance, many historic paints used linseed oil as a vehicle (the material which binds the pigment together as a film and allows it to adhere to a surface). Linseed oil yellows with time or with increasing darkness, such as when a new coat of paint is applied. Therefore, it is important to realize that what is revealed by the crater is not an accurate representation of the original color.

If a homeowner wishes to determine quite specifically the original house colors, it is best to hire a preservation consultant with some expertise in paint analysis. The Society for the Preservation of New England Antiquities in Boston, among others, does such
consulting work. Generally speaking, a consultant will come out to Salem with a microscope, special lights, and a scalpel to take paint samples from the house in question. The amount of time this takes depends on the building. If a house has already been stripped, this will affect the paint samples remaining on the wood or brick surface and the procedure will take longer. After making a scraping, the consultant will take the paint samples back to a lab and put them under ultraviolet light to bleach out the oils that have darkened over time. He/she will then mix a paint sample and paint out a chip a few inches square which the homeowner's painter can then match. Interested homeowners should send a photo of the house with its date of construction written on the back to the prospective consultant.

**Appropriate Paint Colors by Period:** For those who do not want to go to the trouble or expense of paint color analysis, a reasonable way to decide on paint colors is to pick a scheme that might have been used when the house was first built.

Our knowledge of exterior painting in the seventeenth century is limited. Abbott Lowell Cummings reports, 'When the French-Andres house in Topsfield was restored during the summer of 1919, and Indian red paint or stain was found behind a later cornice on the board covering the plate. The same kind of evidence was found concealed at the cornice level of the General Sylvanus Thayer birthplace in Braintree, ca. 1720, and a few other examples of an exterior red color are known, among all of which it is clear that the stain had been applied to the trim only and not to the clapboards.'

Apparently, it became common to paint house exteriors in the Georgian period. Early paint colors were made from pigments readily available from nature, for instance earth pigments could be used to make ochre or burnt to make colors such as burnt sienna. Lampblack, a pigment formed by the incomplete combustion of oil or pitch, was used to produce gray. White lead was never used alone as a pigment but was blended with other colors. The barn red that we so commonly see was made from ferric oxide (rust).

For most of the Georgian period it was common that both the body and trim were painted the same color but it was not unheard of to paint the trim in a different color especially if the trim was ornate. Trim was generally painted a different and lighter color than the body although some exceptions in Salem have been found. More research needs to be done to know if this was just an exception to the general rule or a regional variation in Salem. Doors were usually painted a different and darker color than the body, either a deep red, blue, green, or black depending on the colors of the house.

Georgian colors tended to be fairly deep in hue and fairly toned down with gray. Rose became salmon, green was combined with ochre as darker pigments were preferred to lighter ones. Using chips from the Pittsburgh Paints line of Historic Colors (see illustrations section), body colors such as the mud ochres (Ft. Leavenworth or Golden Maple), charcoal gray (Old Silver), greenish grays (Gunstock), or yellowish ochre (Gold dust) might have been used. Ivory was a popular late Georgian trim color. Note: The Salem Historical Commission does not endorse any particular paint brand.

During the Federal period, pigments were whiter and brighter. Trade with Europe and China improved the sources of color pigments. What might have been a deep blue gray in the Georgian period, became a light pearl in the Federal period. Georgian ochre was a mustard shade, Federal ochre was much more yellow. While Georgian trim might be closer to ivory, Federal trim was lighter, closer to white. It is a misconception that Federal shutters were painted dark green; they were bright green, the color of billiard table felt.

Greek Revival colors were still light but slightly duller than in the Federal period. White was first used as a body color during this period to imitate the look of marble, and shutters were commonly green. Gray or yellow with white trim were other possibilities.

In the 1840's, the color palette began to shift again with the influence of critic and landscape architect Andrew Jackson Downing. In his 1842 book *Cottage Residences*, he criticized white as an unsuitable color because of the glaring contrast it provided to the surrounding foliage, an effect made worse by bright green shutters. Instead, Downing published a plate of six alternative colors consisting of three shades of gray and three shades of fawn or drab. Downing felt that a building should be 'integrated with nature and not forced upon it.' He advocated avoiding colors not found in nature, preferring the colors of rocks, wood, and soil (the materials from which houses were made) but not green since houses were not constructed from foliage. Also he recommended trimming a house with a color some shades darker than the body color but of the same hue.

As the 19th century progressed, the trend was toward darker, stronger colors with more varied color combinations. On Mansard houses, popular between the mid-1850's to the mid-1880's, body colors such as olive green and brown appeared along with the Downing shades.

Changes in paint technology after the Civil War had an effect on color as ready-mixed products became available and containers were produced in which the new paints could be shipped safely. These changes in manufacture and transportation meant that houses in widely varying parts of the country could be painted with the same paints. Through advertisements, the paint companies promoted the use of richer colors to sell their products. A palette greens, olives, browns, terra cottas, roses and pumpkins became popular. Also it was not uncommon to use two different body colors on the first and second floors and a third trim color.
White continued to be unpopular until the Colonial Revival period when taste in paint colors returned full circle to the whites and light pastels used during the early 19th century. Grays, yellows, and light greens were used as body colors, with ivory or white trim.

*Trim, Door, and Window Sash Colors:* Selecting colors is only part of the painting process. Decisions also must be made as to how the colors will be applied to the building. For most houses built from the late Georgian period until the Victorian period, a two color scheme is appropriate in which the clapboards are painted the body color and all else is painted the trim color. Painting schemes for Victorian houses with milled decorative trim might become more complicated by applying the body color to major areas painted in the trim color. For instance, the recessed panels below a bay window of an Italianate house might be painted the body color against the trim. Brackets might be painted the trim color or, if they are more elaborate, their recessed scrolls and faces might be picked out in the body color. As a general rule, the simpler the house, the fewer colors that should be applied; with the exception of Queen Anne or late Victorian houses, it is preferable to introduce the body color within major areas of the trim than to add a third color. Queen Anne houses were often painted with three colors, for instance one color on the first floor, another body color on the second floor, and a third trim color.

As mentioned above, Georgian doors were often painted a dark color and this trend continued with Federal and Greek Revival houses. Shutters were sometimes painted to match the front door or painted a third contrasting shade to the body and trim colors. Window sash have been treated in a variety of ways. During the 18th century, they might have been painted the color of the body and trim if the house was done in a monochrome, or in a light color to show off the number of panes or in a dark color to create the effect of a large sheet of glass. Federal and Greek Revival sash tended to be light color to match the trim. Victorian sash tended to be darker than the trim, usually deep reddish or chocolate brown, dark green, olive, or black.

**Painting v. Staining**

Some Salem homeowners are choosing to stain their houses rather than paint them. Stain is essentially thin paint with more oil to soak into the wood and less pigment to cover the surface. There are manufactures of solid color stains which bear a close resemblance to paint because it penetrates deeply and covers the surface well. Semi-solid and semi-transparent stains are not recommended because they don't give the appearance of a painted finish. The advantage of staining is that stain doesn't peel like paint does so that subsequent stain jobs require less preparation (less labor for sanding and scraping).

The main reason a property owner might choose stain instead of paint is if too many layers have built up on the building resulting in paint failure. If the house has to be completely stripped anyway, it may make more sense to apply stain than to go back to paint. There are heavy bodied stains which can be used over paint to avoid further build-up if this is a concern.

When evaluating the costs of painting v. staining, the life expectancy of the work is an important consideration. Since staining a previously painted surface is initially more expensive, such work should last longer than a paint job to be worth the extra money. Life expectancy depends on the quality of the preparation and materials used, the particular exposures of your house, and how the paint or stain will weather. For more advice, consult your painter.
SALEM HISTORICAL COMMISSION GUIDELINES NOTEBOOK

PARKING SOLUTIONS
Rev. 9/18/96

Salem Historical Commission Guidelines

Providing off-street parking may be a significant alteration to a property and the Commission encourages careful consideration of parking alternatives and design options. Sensitivity to the surrounding landscape and the type of paving material used is important. Landscaping can greatly enhance the appearance of a yard and should be considered an integral part of the design and installation of a driveway. While the Commission does not have jurisdiction over driveway installation per se, it does review fence construction and removal. Therefore, if alteration or construction of a fence is involved in a driveway installation, the Commission must be consulted. The Commission recommends the use of crushed or washed stones, brick, cobblestones, or Belgian block as surface paving materials. Asphalt or hot top driveways are not recommended.

City Regulations

Check with the Building Department for the minimum set backs in the City of Salem=s zoning regulations. To obtain a curb cut, contact the City Engineer.

Design Considerations

Since the car is a relatively modern convenience, most older houses were not designed with parking in mind. Added driveways are an intrusion to one degree or another. Therefore, careful thought should go into the decision to build one because such an alteration can have a negative impact on a historic property. Alternatives to installing a new driveway include petitioning the City Council for on-street parking or seeking out available neighborhood lots and garages.

When a new driveway is the most sensible parking solution, consider the following:

1. How will the driveway affect existing historical features? How will the presence of cars in a driveway affect the view of the house from the street?

2. What paving materials are most suited to the historic character of the house or to the type of yard involved?

3. How will existing landscape features be affected? How can new landscaping enhance the appearance of the driveway?

4. Will a fence have to be altered or moved? How will fence removal or relocation effect the context of the neighborhood?

Often a change to a fence will be required to accommodate a driveway or pull-in. Salem’s fences are a key element in establishing the character of each street. Historically, these fences were located along the sidewalk and created a unique rhythm. Converting a fence section into a gate is preferable to destroying or relocating the fence.

Proper drainage must also be taken into account, especially if brick or granite pavers are to be used, otherwise the water will just pool on top of the driveway and sit there. In addition, if water collects below the surface of the driveway, it can freeze, causing the ground to heave and dislodge the surface material.
1. Complete elevation drawings must be submitted for porch additions clearly detailing all design elements (i.e. railings, balusters, materials, paint color, under porch treatment, the relation of the proposed porch to the building).

2. Such additions must be contextual (i.e. reflect the historic character, architectural detail, and materials of the house). Location, materials, and design are critical components of porch additions. Tacked on porches will be looked on unfavorably.

3. Period porches in Salem should not be left unpainted.
ROOFING
Rev. 1/20/10

Salem Historical Commission Guidelines

1. The roof of a house is an important architectural feature and should be treated as such. Therefore, all efforts should be made to preserve the original roof shape and eave detail and to properly maintain or replace roofing materials as necessary.

2. Slating should be retained whenever possible. Slate should not be removed without a careful evaluation of the cost of its repair.

3. Roof replacement materials should be sensitive to the original. Slate and wood shingles are preferable, but may not be feasible due to cost, longevity, or fire safety considerations. Acceptable alternatives are to install one of the limited group of products which successfully imitate slate or wood or to 'render out' the roof by using a dark asphalt or fiberglass shingle which does not draw attention to this feature and the absence of original materials. Solid color asphalt or fiberglass roofs that are not meant to draw attention to themselves should be black or charcoal. Where historically appropriate, the Commission may approve a polychromatic color scheme. White was not a shingle color used on historic roofs; therefore white roofs are not acceptable.

4. If you currently have a 3-tab asphalt roof that needs replacement, "architectural" asphalt shingles are NOT an “in-kind” replacement. To receive approval under Non-Applicability, the 3-tab roof must be replaced with a 3-tab roof. The Commission also has a process to approve a change from any color 3-tab asphalt roof to a black or charcoal gray 3-tab asphalt roof - without the need to attend a Commission meeting.

5. All architectural features that give the roof its essential character, such as dormers, cupolas, cornices, brackets, chimneys, cresting, and weather vanes should be preserved or, if necessary, replaced.

6. Wooden or copper gutters can be an important architectural feature. In older houses they were often designed as part of the eave moldings. Therefore gutters should be properly maintained and only replaced in cases of extreme deterioration.

7. New gutters and downspouts should be placed in an architecturally sensitive manner. This includes color selection.

8. See also the guidelines sections entitled "Mechanical Equipment” and “Gutters & Downspouts”.

9. Proper ventilation can add as much as 10 years to the life of your roofing. Venting options are approved on a case by case basis and may include ridge vents, louvered vents or soffit vents.

Roofing Materials used in Salem

Wood coverings for roofs were used early on in Salem's history. An account in the Salem town records of 1638 reports that the Salem meetinghouse was to be "covered with inch and half planck and inch board upon that to meete close." In 1688 repairs to the meeting house roof specified that the workmen "shall Shingle the whole Roofe...with good Short Scader Shingle of half and Inch Thick on the butt End and Joyned or Edged." While Shakes (extra long shingles) were not used here, conventional wood shingles appeared for house roofing up to the early 20th century when asphalt became popular.

Metal roofs, usually of tin sheets, tin-plated iron or steel, or tern plate (a lead/tin coating over iron or steel) were first used in Salem around 1840 and have been used ever since, although not to a great degree.

Slate had been known as a roofing material favored by the well-to-do in more densely settled regions of Massachusetts Bay during the 17th century. By 1650, Boston had some slate roofed houses and as early as 1633 Cambridge ordered that all houses built there "shall be Co\vered with\ slate or board and not thatch." But slate was not widely used in Salem or other parts of New England until the 19th century when the material could be shipped more cheaply from Vermont by railway. The architect Gridley J. F. Bryant specified a slate roof for an Italianate house he designed in 1846 at 9 Pleasant Street. Houses with mansard roofs were most commonly slate covered. Late Victorian buildings sometimes had colorful or elaborately patterned slate work.

Asbestos shingles were used from about 1885 to about 1925. Due to the hazards of handling asbestos, these shingles are no longer in general production.

Roofing repairs

The question of roof repair often centers around slate roofs which are expensive to duplicate or replace. Many slate roofs are
repairable with a contractor who knows how to do the job. Since roofing contractors today are most experienced with asphalt shingles, they tend to recommend replacing slate, metal, or wood shingled roofs with asphalt. As The Old House Journal warns, beware when a roofer says, "It can't be fixed." He may simply be saying that he can't fix it. Therefore, it is advisable to get bids from at least 3 roofing contractors before signing a contract.

**Materials**

Elements that may have an effect on appropriate roofing material may include roof shape, pitch, color, visibility and sun exposure, building style and height and roof features (dormers, etc.). Therefore, the Commission will review roof changes on a case by case basis through an application for a Certificate of Appropriateness.

**Wood**

*Durability* - Since wood shingles are subject to normal organic decay, their life span can be shorter than other roofing materials (either natural or man-made). The flat surfaces of the shingles will erode from exposure to rain and ultraviolet rays. But some species are more hardy than others. While some suppliers claim that both white and red cedar roof shingles can last up to 100 years, experience has shown that one can expect life to be in the 30 year range. The heartwood from the central part of the tree trunk is more durable than the sapwood found just under the bark.

Although fire-retardant shingles are available, these have a reputation for brittleness and shortened life, especially in areas with very cold winters. Copper flashing or nails should not be used with red cedar because red cedar corrodes copper and the life of the roof will thus be greatly reduced.

**Slate**

*Durability* - Slate is one of the most durable roofing materials, its life depending on its source. Pennsylvania slate lasts at least 50 years, Vermont, Maine and New York slate has been known to last at least 100 years, and Buckingham, Virginia slate can last as long as 175 years. While slate is expensive, it requires very little maintenance, neither cleaning, painting, waterproofing or fireproofing, preservatives or coatings.

Failure of slate roof is usually due to poor installation, for instance using the wrong nails. Leaks often have to do with flashing problems, missing slates, or gutters that need repairs. Because slates can be brittle, they should be walked on with great care. Also, soft slates are subject to corrosion or attack by airborne particles or chemicals carried in rainwater which can cause the slates to wear at the nail holes, to delaminate or to break.

*Colors* - Most slate used on Salem buildings probably comes from Vermont. Vermont slate is available in the following colors: Light Gray, Gray-Black, Unfading and Weathering Green, unfading Purple (rare), and Variegated Mottled Green and Purple.

**Slate Substitutes**

The Commission will consider slate substitutes on a case by case basis.

**Asphalt**

Asphalt is a very common contemporary roofing material and is often an acceptable alternative to original roofing when installed in a neutral, unobtrusive color. Black and charcoal gray are typically preferred.

**3 Tab** - This is the most common and least expensive form of composition shingle. As the name implies, they come in strips of three, universally with straight ends, near smooth profiles and uniform pattern. They are available in 20, 25 and 30 year, as well as lifetime (typically 50 years) warranties.

**Architectural** - These shingles have a random, variegated pattern which makes for easier lay out. They are generally thicker and heavier than a 3-tab shingle. However, they are also priced 20 to 40 percent higher than standard 3-tab shingles. They have a more dimensional, textured effect which, for certain roofs, may draw the eye to the roof and away from the house’s historic features. Architectural shingles are generally not appropriate for historic districts. However, there may be some exceptions, such as certain Victorian roofs that were designed to stand out. Once again, elements that may have an effect on appropriate roofing material may include roof shape, pitch, color, visibility and sun exposure, building style and height and roof features (dormers, etc.). Therefore, the Commission will review roof changes on a case by case basis through an application for

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1 According to Ohio Exterior & Interiors, LLC website
a Certificate of Appropriateness. Please note that architectural shingles that are cut on an angle are not appropriate and are unlikely to be approved.

In 2008, on a trial basis, the Commission approved a GAF/Elk Grand Slate roof in Bristol Gray, which has a 130 mph limited wind warranty and a lifetime limited transferable warranty.

Metal

The life of a metal roof depends on the material used and the maintenance it is given. Copper, lead and other factory-finished metals don’t need any maintenance beyond regular inspections but iron-based roofing materials need to be kept well-painted to prevent corrosion. Also, galvanic action will cause corrosion when dissimilar metals such as copper and iron are used in direct contact (for instance iron cresting on a copper roof).

Metal roofing comes in the form of sheet roofing or shingle designs including barrel tile. Materials include copper or lead-coated copper, tin- and terne-coated steel, lead, zinc, stainless steel, galvanized, steel, and aluminum-coated alloys.
SATELLITE DISHES AND SOLAR ENERGY SYSTEMS

Rev. 11/17/10

Salem Historical Commission Guidelines

Satellite Dishes

The Historical Commission has jurisdiction over satellite dishes and finds that they are obtrusive as well as historically and architecturally inappropriate elements in historic districts. Therefore, satellite dishes shall not be visible from any public way. If a homeowner is able to locate the dish so as not to be visible from any public way, it will still require a Certificate of Non-Applicability.

Solar Energy Systems

The Historical Commission also has jurisdiction over solar energy systems. A solar energy system is a device or structural design feature, a substantial purpose of which is to provide daylight for interior lighting or provide for the collection, storage and distribution of solar energy for space heating or cooling, electricity generating, or water heating (as defined in G.L. c. 40A, §1A). In general, a solar energy system shall be placed in a location that minimizes visibility from any public way. If a solar energy system will not be visible from any public way, either the contractor or the homeowner must apply for and receive a Certificate of Non-Applicability before such installation. The application shall state the location of the installation, the dimensions and design of equipment to be placed on the exterior of the building, details of operation and the route of exterior wiring, if any.

For circumstances in which a solar energy system cannot be installed so as not to be visible from the public way, the contractor or the homeowner must apply for a Certificate of Appropriateness or Hardship. If the system is being proposed for the primary structure, the applicant shall be prepared to discuss why placements with less visibility or less impact are not proposed. When ruling on an application for a Certificate of Appropriateness for a solar energy system, the Commission shall consider the policy of the Commonwealth encouraging the use of such systems and shall protect solar access (G.L. c. 40C, § 7). Nevertheless, the Commission shall consider and review each proposed installation on a case-by-case basis. Among the factors that the Commission shall consider are the following:

- Solar energy systems shall be installed so as to meet the Secretary of the Interior Standards for Rehabilitation and be installed so as to be sensitive to the historic environment.

- Location: Installation shall consider the proportions, balance and scale of a property to determine the least intrusive location. Installation shall have negligible visual impact upon the site as a whole. Preferably, solar energy systems shall be installed on a rear ell, subordinate wing, secondary massings, within an existing skylight, on accessory outbuildings or on the ground. If a solar energy system is placed on the ground, it shall be positioned in a limited or no-visibility location in a secondary area of the property. On buildings, they shall be set back on a flat surface or placed behind an existing architectural feature (parapet, dormer, chimney, etc.), whenever possible. Solar energy systems shall not be installed on the roof of primary elevation of a building unless other options have been explored and eliminated.

- Vegetation or a compatible screen may also be explored to further reduce the impact of these features on a historic property. Such screen should be situated at a sufficient distance from the system to create a visual barrier without casting shadows of a prolonged duration or at times of day that would inhibit energy production.

- In all cases, the installation shall be as flat as possible against the surface where it is installed. The placement of panels, either with horizontal or vertical tilt, shall be done to keep a low profile extension. Pitch and elevation shall be adjusted to reduce visibility from the public right-of-way.

- The historic character of a property shall be retained and preserved. Therefore, installation shall not involve the removal, covering or altering of significant, character-defining features of a building. Roof slopes, dormers, chimneys, windows, shutters and other architectural features shall not be altered to accommodate solar energy systems. Solar shingles laminates, glazing or similar materials shall not replace historic materials, such as slate.

- Roof integrated solar shingles must be low or non-reflective.
- Solar energy systems and mounting systems, whenever possible, shall be comparable in color to established roofing materials. Mechanical equipment associated with the solar panel system shall be non-visible or minimally visible and unobtrusive as possible. Solar energy systems, mounting systems and mechanical equipment, whenever possible, shall have non-reflective finishes.

- Installations shall be reversible and not cause permanent damage to the historic integrity of the property.
SECONDARY EGRESS
Rev. 5/21/97

Salem Historical Commission Guidelines

There are instances where health and building codes require the installation of a secondary egress. Such egress must not only satisfy health and building codes, but must also satisfy the Salem Historical Commission Guidelines.

The Commission will not approve exterior staircases that are visible from any public ways. Therefore, secondary egress should be installed within the building.

If the homeowner is able to demonstrate to the satisfaction of the Commission that space constraints preclude interior installation, the Commission may consider the creation of an interior staircase by the expansion of the building. Such expansion must be sympathetic in scale, material and details and meet zoning requirements. Note: A letter from the Building Inspector or Fire Inspector is required to support the assertion that such expansion is the only possibility in addition to scale drawings describing interior and exterior alterations. The Commission reserves the option of a site visit to confirm independently the assertions of the applicant.
SKYLIGHTS
Rev. 6/3/87

Traditionally, skylights were installed predominantly for ventilation. Generally, only one skylight would be installed and it would be located at the ridge pole, as close to the center of the roof as possible and located on the rear slope or least visible slope of the roof. The size of a skylight was approximately 18’ x 24’ or smaller.

Salem Historical Commission Guidelines

The Commission does not look favorably on the addition of skylights. If it is possible to document (through photographs or site inspection by a representative of the Commission) the prior existence of a skylight, the Commission may consider its restoration. Such restoration would require that the new skylight be the same or as close as possible to the same size and location as the original skylight.

The creation of living spaces in areas not originally intended as such is not considered justification for the destruction of architectural integrity by the installation of a skylight and therefore it will not be approved. The Commission will not approve skylights that read as roof windows. In particular, bubble skylights are prohibited.

If the homeowner can establish that a particular skylight is appropriate to the architectural style of the building, the Commission may consider such an application.
This section covers the installation of cable television equipment, gas and electric meters, electrical transformers, conduits and entry units, stove pipes, vents, roof air conditioning units, cables, wiring and other service or installation equipment for any utilities.

**Salem Historical Commission Guidelines**

1. All installation equipment and wiring must be installed so as not to be visible from any public way. Either the utility company (cable, telephone, electric, gas etc.), contractor or the homeowner must apply for a Certificate of Non-Applicability before such installations. (This will save the unnecessary time and money spent should the Commission require the removal of such equipment from an inappropriate location.) The application should state the location of the installation, the dimensions and design of equipment to be placed on the exterior of the building and route of exterior wiring, if any. Representatives of the Commission will make every effort to review such applications within 3 business days. If the Commission agrees that the application will be non-visible, a Certificate will be issued.

2. For circumstances in which equipment or wiring cannot be installed so as not to be visible from the public way, the utility company or the homeowner must apply for a Certificate of Appropriateness or Hardship. Once again, the application should state the location of the installation, the dimensions and design of equipment to be placed on the exterior of the building and route of exterior wiring. It is recommended that a representative of the utility company be present at the public hearing.

3. Installation technicians or their supervisors must not accept verbal 'Okays' from tenants, homeowners or other persons to proceed with an installation. Only the approved Certificate should be relied upon and any installation should be as per such approval. If it is necessary to deviate from the Certificate, the utility company or the homeowner must request an amendment in writing from the Commission.

4. As new installations occur, or whenever possible, utility companies must remove excess wiring and avoid leaving low hanging wires.

5. Under no circumstances should equipment or wiring be placed on the main facade of the building. Installation should be made into the basement whenever possible. If not possible, installation should occur on the least visible facade, in the least visible location. Installation wires should be consolidated with other lines whenever possible (E.g., strung to the same point on the building as existing telephone, electric & cable wires). Wire coming to two different locations on the same house from the pole should be avoided whenever possible.

6. It is always better to bring the wire into the house and fish it, rather than stringing it along the side. When wires are unable to be run inside, they will be run along unobtrusive edges (E.g., corner of the building). If a wire must be run along the building, run the wires up along the corner board, or down it, and then along the eaves or the foundation. Under no circumstances should wires be run diagonally across a wall. The homeowner will be responsible to have the wires painted the same color as the surface they run along. Pipes and vents should also be painted to match the surface they are installed in.

**Gas & Electric Meters**

1. The Commission will not approve the installation of meters, etc. on the front facade of a building under any circumstances.

2. In most cases, Massachusetts Electric will allow installation or continuation of meters in the basement.

**Transformers**

Transformers in historic districts are considered structures and must receive Commission approval. A site plan, dimensions and photographs must be included to review such applications.
"Deteriorated historic windows should be repaired rather than replaced wherever possible. In the event replacement is necessary, the new windows should match the historic ones in design, color, size, configuration, reflective qualities, shadow lines, detail, and material. Only when it is not feasible to match the historic fabric should substitute window material be considered...and only when it is shown through such means as field mock-ups that it possible to match closely both the detail and the overall appearance of the historic windows." - from The Window Handbook, Edited by Charles E. Fisher

Salem Historical Commission Guidelines

1. Historically appropriate window openings including window sash, glass, lintels, sills, trim, hoods, and shutters should be retained.

2. Windows are an important feature on any building. When an application for substantial window replacement is received, an inspection by a Historical Commission representative or a site visit may be performed to determine the condition of all windows. The feasibility of the following will be assessed:
   A. Restoration of entire existing windows through repairs to sash, sills, etc.
   B. Individual sash replacement;
   C. Full replacement of windows matching existing window layout.

3. The stylistic period or periods a building represents should be respected in the material and design of the windows.

4. New window openings in the principal elevations are rarely appropriate or permitted. Window openings should not be enlarged or reduced to fit stock window sash sizes. Deletion of windows, particularly on principal facades, are rarely, if ever, allowed. Window replacement on a single facade should replicate the remaining windows on that facade. The Commission may consider phasing when the property owner is substantially upgrading.

5. All parts of the replacement windows should match the original or existing historic windows. The mullion thickness and profile of replacement windows should closely match those of the original. Windows with removable mullion bars are unacceptable.

6. Low E or reflective glass is not appropriate in historic districts.

7. Double-glazed or simulated divided light windows must be reviewed on a case by case basis and the Commission must examine a real size sash sample of any double glazed window proposed. Vinyl or aluminum clad window exteriors are not appropriate and will not be approved. Windows that will be considered must have 7/8" muntins and wood exterior (where there is a wood choice, it should be cedar - pine is not a good choice for coastal communities). When available, the spacers between the glass should be bronze. The profile of exterior muntins must replicate the putty line on traditional single-glazed windows or the existing windows of the house (custom profile may be required). The double-glazed wood windows that the Commission has approved to date are:
   • Pella Architect Series (Wood Exterior) Double Hung Window with ILT's, 7/8" muntin
   • LePage 7/8" SDL (Wood Exterior)
   • J. B. Sash Proper Bostonian (Wood Exterior)
   • Marvin Ultimate Double Hung (Wood Exterior) windows with 7/8" muntins and bronze spacers.

8. Replacement windows must be made of wood. Aluminum or vinyl clad windows are not acceptable on period buildings.

9. The frame and decorative window trim should be retained and repaired with materials that duplicate the originals. Salvage old glass lites when repairing sash.

10. Stained glass, beveled glass or other art glass and certain important glass items (diamond pane, leaded, bullseyes, etc.) can be important architectural elements and should be retained and repaired.

11. Exterior Blinds (Commonly Referred to as Shutters)

Vinyl or aluminum shutters are not permitted. Wooden replacement shutters should reflect their original operable use: their size should be such that they would cover the entire window if closed (i.e. arched windows have arched shutters); they should be
12. Window Repair

Before you consider replacement windows, check to see whether your existing windows are repairable. Often problems that at first glance seem "hopeless" can be taken care of with proper attention. There is a great deal of literature available on window repair to help the homeowner with do-it-yourself jobs.

In his publication "The Proper Care of Sash and Exterior Woodwork," Maximilian Ferro lists two basic principals of wood care:

1. exterior wood should be kept well-painted; and
2. wood left exposed by paint failure should be treated with fungicide applications before repainting.

If a glazing point job is failing prematurely, the cause should be determined. Problems due to water damage from faulty gutters or excessive moisture migrating from kitchens or bathrooms should be repaired immediately.

A rotted sash does not necessarily have to be entirely replaced. Wood elements which are partially rotted or incomplete may be replaced by wood parts pieced in with certain waterproof exterior glues. Epoxy wood fillers can repair wood elements with dents, gouges, or pockets of rot. Even totally rotted wood can be consolidated or reconstituted by proper application of epoxies.

The Technical Preservation Services Division of the Department of the Interior outlines the following steps required to upgrade a window to 'like New' condition:

1. some degree of interior and exterior paint removal;
2. removal and repair of sash (including reglazing where necessary);
3. repairs to the frame;
4. weatherstripping and reinstallation of the sash; and
5. repainting.

For more details on methods and techniques, consult the Commission's reference files.

13. Storm Windows

Although storm windows are not under the jurisdiction of the Commission, wood storms are more in keeping with the architectural character of a historic house.

The most common type of storm window is the aluminum triple track. These windows are permanently installed and have a track for the lower storm sash, another for the upper sash and a third for a screen. Aluminum storms should match the color of the house's trim or be painted to match. Aluminum mid-rails should match the meeting rails of the historic sash.

14. Window Energy Efficiency Priorities

The following energy saving options are listed in order of the greatest effect for the least cost. Also the items at the top of the list have the least damaging effects to the material or appearance of historic window sash.

A. Caulk and weatherstrip to cut infiltration;
B. Upgrade existing windows by repairing loose, rotten or broken sash. Reglaze windows;
C. Install storm windows; and
D. If replacement windows are unavoidable, install wood sash and frames that copy the original and incorporate modern energy-saving features like hidden weatherstripping and jamb liners.

Salem's Architectural Traditions

In the 17th century, the arrangement of window openings was determined by the framing scheme and functional requirements rather than classical cannons. For instance, if a post had been installed to support a transverse summer beam (the summer being the major frame unit running through the ceilings of the principal rooms), then a window could not be centered in the front wall. In most cases, the window studs in the first and second floors were aligned resulting in windows of the same size.
According to Abbott Lowell Cummings, the majority of the first framed houses at Massachusetts Bay had glazing from the outset. "In terms of construction, we can easily differentiate between two basic varieties of window, those which were an inherent part of the house frame and those which were constructed separately and applied to it. In the first case the studs, or occasionally a stud and an adjoining post became the window jambs. Into these were tenoned a header and a sill, which received in turn the tenons of the stout mullions that divided the window into two or more "lights."...The second variety of window was constructed separately and applied to the studs, or in some cases the planking of the house or even the underboarding." Although the second method was less common, it was used in Salem, for instance at the Gedney house (21 High St., c. 1665).

As the 18th century progressed, double-hung sash replaced leaded casements although the Reverend William Bentley writes of seeing diamond-shaped glass still in place in older Salem homes in 1794 and 1796. Also symmetrical window placement became a hallmark of Georgian colonial architecture, the five bay facade being the most common.

Due to limitations of glass technology, early double-hung sash has many relatively smaller panes compared to windows later in the century. "The number of panes tended, of course, to vary with their size, eighteen (9/9) or twenty-four (12/12) panes being generally characteristic of earlier or less pretentious houses, twelve panes (6/6) the common number in the finer and later dwellings." The Clark-Morgan house (358-358 1/2 Essex St., c. 1729, etc.) has an original 18th century window at the rear of the house with 12/12 sash, panes measuring 6 2/ by 8 1/4", and 1 1/4" wide mullion bars. Asher Benjamin in his book The Country Building's Assistant (1798) shows two windows, one with 12 lights (6/6) and the other with 24 lights (12/12).

The Serliana window, commonly called the Palladian window, (a tripartite form composed of a central arched window flanked by two shorter rectangular windows) was employed on some of the finest late Georgian houses around the colonies, it was not much used in Salem until the Federal period when it appears on several of Salem's high style buildings along Chestnut Street and Washington Square. The arched window sometimes assumed a semi-circular form and at other times an elliptical form.

As glass technology improved during the Victorian period, larger panes were possible and 2/2 or 1/1 windows became common. Late in the 19th century 6/1 windows also appeared.

Exterior blinds, commonly called shutters, were probably not used at all in Salem until the late 18th century. A painting by Joseph Orne dated 1765 and entitled Salem - School Street from the Old Town House does not show shutters on any windows. Later in the century, a receipt from the Derby Mansion (built between 1795 and 1799 at Derby Square) lists an order for 14 pairs of shutters. It is not certain where the shutters were used or why. Shutters are not evident on prints made of the house; it could be that they were affixed to some of the out buildings. By the 1830's, shutters were increasingly popular. An 1826 print of the William Gray house on Essex Street shows that the building is shutterless; by the time a second print was made in 1835-36, shutters had been added. Up to as late as the 1860's drawings at the Essex Institute indicate that shutters were not necessarily used on every window of the house. Shutters could be added gradually over time. A c. 1830 lithograph of the Pickman-Derby house (formerly at 70 Washington Street) shows that this Georgian house only had shutters on the first floor but by 1865 the entire front facade had been shuttered. 19th century photographs and drawings of Salem's houses also made clear that the shutters were functional and that they were open and shut as required and were not merely decorative features.
January 11, 2012

The Honorable Kimberly Driscoll
Office of the Mayor
City of Salem
City Hall, 93 Washington Street
Salem, MA 01970

Re: Heritage Plaza East Urban Renewal Plan
Amendment #4 - Approved

Dear Mayor Driscoll:

The Department of Housing & Community Development (the Department) has reviewed the City of Salem’s December 21, 2011 request for approval of Amendment #4 to the Heritage Plaza East Urban Renewal Plan. The proposed amendment:

- Consolidates the Heritage Plaza East Urban Renewal Plan and the Heritage Plaza West Urban Renewal Plan and all associated and previously approved amendments of those plans into the Salem Downtown Urban Renewal Plan (SDURP);
- Extends the termination date thirty years from March 1, 2012 or the date of the Department’s approval, if earlier;
- Consolidates the boundaries of the Heritage Plaza East Urban Renewal Plan and the Heritage Plaza West Urban Renewal Plan into the SDURP;
- Adds three parcels of land in public ownership to the SDURP and excludes from the Plan seven parcels formerly part of the Heritage Plaza East Urban Renewal Plan;
- Provides new maps and information that update the new boundaries and present an overview of existing conditions;
- Retains objectives of both plans that are not yet accomplished;
- Modifies old objectives and adds new objectives that reflect existing and future needs;
- Updates design criteria and guidelines;
- Discusses process and requirements associated with potential future plan changes; and
- Summarizes the citizen participation process associated with preparation and local approval of the proposed amendment.

The changes to the Heritage Plaza East Urban Renewal Plan and the Heritage Plaza West Urban Renewal Plan under Amendment #4 will advance the revitalization of key portions of Salem’s historic downtown. Specifically, these changes will: facilitate a coordinated development of the area, which will promote the health, safety, general welfare, and amenities of the city and its people; preserve and enhance historic
architecture and resources; and apply urban design criteria, standards and guidelines that will create a central city urban environment.

The Department has determined that the proposed Amendment #4 is a Major Plan Change. The documentation submitted in support of the amendment satisfies the requirements under 760 CMR 12.03, “Plan Changes.”

The Department approves the requested Major Plan Change as submitted. Please contact John Fitzgerald, Urban Development Coordinator, at (617) 573-1446 or John.Fitzgerald@state.ma.us if you have any questions.

Sincerely,

Steven Carvalho
Acting Undersecretary

cc: Robert Mitnik, Chairperson, Salem Redevelopment Authority
    Lynn Duncan, Executive Director, Salem Redevelopment Authority
Appendix
Rule

The Secretary of the Interior's Standards for the Treatment of Historic Properties

A Rule by the Interior Department on 07/12/1995

Full text

SUMMARY: The National Park Service (NPS) published proposed revisions to 36 CFR part 68, The Secretary of the Interior's Standards for Historic Preservation Projects, on January 18, 1995 (60 FR 3599). The standards apply to all proposed grant-in-aid projects assisted through the National Historic Preservation Fund, focusing primarily on development projects involving buildings. The public was invited to comment for 60 days, with a closing date of March 20, 1995. No comments were received. A more thorough discussion of the revisions can be found in the proposed rule (60 FR 3599).

EFFECTIVE DATE: August 11, 1995.

FOR FURTHER INFORMATION CONTACT: Kay Weeks, 202-343-9593.

SUPPLEMENTARY INFORMATION:

Background

The Secretary of the Interior's Standards for Historic Preservation
Projects were codified December 7, 1978, at 36 CFR part 1207 (43 FR 57250), and redesignated at 36 CFR part 68 on July 1, 1981 (46 FR 34329). These Standards are applied to all proposed grant-in-aid projects assisted through the National Historic Preservation Fund (HPF). They focus primarily on acquisition and development projects for buildings listed in the National Register of Historic Places.

The NPS is revising 36 CFR part 68, The Secretary of the Interior's Standards for Historic Preservation Projects, and replacing it with a broader set of standards to include all cultural property types. The revisions will change the title of 36 CFR part 68 to "The Secretary of the Interior's Standards for the Treatment of Historic Properties".

Revisions to the existing Standards began in 1990 in conjunction with the National Conference of State Historic Preservation Officers and meetings with the National Trust for Historic Preservation and a number of other outside organizations. Standards have been evolving over time, with the majority of the concepts proposed here having been practiced successfully in field application. These practices are now being proposed as revisions to codified standards and are, in several ways, broader in approach and, most important, easier to use.

First, the revised standards may be applied to all historic resource types, including buildings, sites, landscapes, structures, objects and districts.

Second, they will eliminate the general and specific standards format, which tended to create a lengthy rule that was also confusing. In the existing rule, eight general standards apply to every project, even though the goals of work differ dramatically. In addition, specific standards apply to specific types of projects, thus acknowledging the differences in work approaches, but resulting in a total of 77 standards. The revised standards remedy organizational problems that had existed in the earlier standards and create a clearer document for the user. For example, the definitions of the different treatments are expanded to assist selection of the most appropriate one; Sec. 68.4(a), relating to acquisition, has been deleted because it is not a treatment; and protection and stabilization are consolidated under a single preservation treatment rather than being cited separately. As a result, the total number of treatments will be reduced from seven to four.

Third, the total number of standards will be reduced from 77 to 34, and the distinctions between the four treatments have been clarified in the standards themselves. Preservation focuses on the maintenance and repair of existing historic materials and retention of a property's form as it has evolved over time. Rehabilitation acknowledges the need to alter or add to a historic property to meet continuing or changing uses, while retaining the property's historic character. Restoration is
undertaken to depict a property at a particular period of time in its history, while removing evidence of other periods. Reconstruction recreates vanished or non-surviving portions of a property, generally for interpretive purposes.

In summary, the simplification and sharpened focus of these revised sets of treatment standards will assist users in making sound historic preservation decisions. It should be noted that a slightly modified version of these standards codified in 36 CFR part 67, and focuses on "certified historic structures" as defined by the IRS Code of 1986. Those regulations are used in the Preservation Tax Incentives Program. 36 CFR part 67 should continue to be used when property owners are seeking certification for Federal tax benefits.

Drafting Information

The primary authors of the final rule are Kay D. Weeks, Technical Writer-Editor, Preservation Assistance Division, and H. Ward Jandl, Deputy Chief, Preservation Assistance Division.

Paperwork Reduction Act

This rulemaking does not contain information collection requirements that require approval by the Office of Management and Budget under 44 U.S.C. 3501 et seq.

Compliance With Other Laws

This rule was not subject to review under Executive Order 12866. The Department of the Interior has determined that this document will not have a significant economic effect on a substantial number of small entities under the Regulatory Flexibility Act (5 U.S.C. 601 et seq.).

The NPS has determined that this rule will not have a significant effect on the quality of the human environment, health and safety because it is not expected to:

(a) Increase public use to the extent of compromising the nature and character of the area or causing physical damage to it;
(b) Introduce incompatible uses that may compromise the nature and characteristics of the area, or cause physical damage to it;
(c) Conflict with adjacent ownerships or land uses; or
(d) Cause a nuisance to adjacent owners or occupants.

Based on this determination, this final rule is categorically excluded from the procedural requirements of the National Environmental Policy Act (NEPA) by Departmental guidelines in 516 DM 6 (49 FR 21438). As such, neither an Environmental Assessment nor an Environmental Impact Statement has been prepared.

List of Subjects in 36 CFR Part 68

Historic Preservation

In consideration of the foregoing, 36 CFR part 68 is revised to
PART 68--THE SECRETARY OF THE INTERIOR'S STANDARDS FOR THE TREATMENT OF HISTORIC PROPERTIES

Sec. 68.1 Intent.

The intent of this part is to set forth standards for the treatment of historic properties containing standards for preservation, rehabilitation, restoration and reconstruction. These standards apply to all proposed grant-in-aid development projects assisted through the National Historic Preservation Fund. 36 CFR part 67 focuses on "certified historic structures" as defined by the IRS Code of 1986. Those regulations are used in the Preservation Tax Incentives Program. 36 CFR part 67 should continue to be used when property owners are seeking certification for Federal tax benefits.

Sec. 68.2 Definitions.

The standards for the treatment of historic properties will be used by the National Park Service and State historic preservation officers and their staff members in planning, undertaking and supervising grant-assisted projects for preservation, rehabilitation, restoration and reconstruction. For the purposes of this part:

(a) Preservation means the act or process of applying measures necessary to sustain the existing form, integrity and materials of an historic property. Work, including preliminary measures to protect and stabilize the property, generally focuses upon the ongoing maintenance and repair of historic materials and features rather than extensive replacement and new construction. New exterior additions are not within the scope of this treatment; however, the limited and sensitive upgrading of mechanical, electrical and plumbing systems and other
code-required work to make properties functional is appropriate within a preservation project.

(b) Rehabilitation means the act or process of making possible an efficient compatible use for a property through repair, alterations and additions while preserving those portions or features that convey its historical, cultural or architectural values.

(c) Restoration means the act or process of accurately depicting the form, features and character of a property as it appeared at a particular period of time by means of the removal of features from other periods in its history and reconstruction of missing features from the restoration period. The limited and sensitive upgrading of mechanical, electrical and plumbing systems and other code-required work to make properties functional is appropriate within a restoration project.

(d) Reconstruction means the act or process of depicting, by means of new construction, the form, features and detailing of a non-surviving site, landscape, building, structure or object for the purpose of replicating its appearance at a specific period of time and in its historic location.

Sec. 68.3 Standards.

One set of standards--preservation, rehabilitation, restoration or reconstruction--will apply to a property undergoing treatment, depending upon the property's significance, existing physical condition, the extent of documentation available and interpretive goals, when applicable. The standards will be applied taking into consideration the economic and technical feasibility of each project.

(a) Preservation. (1) A property will be used as it was historically, or be given a new use that maximizes the retention of distinctive materials, features, spaces and spatial relationships. Where a treatment and use have not been identified, a property will be protected and, if necessary, stabilized until additional work may be undertaken.

(2) The historic character of a property will be retained and preserved. The replacement of intact or repairable historic materials or alteration of features, spaces and spatial relationships that characterize a property will be avoided.

(3) Each property will be recognized as a physical record of its time, place and use. Work needed to stabilize, consolidate and conserve existing historic materials and features will be physically and visually compatible, identifiable upon close inspection and properly documented for future research.
(4) Changes to a property that have acquired historic significance in their own right will be retained and preserved.

(5) Distinctive materials, features, finishes and construction techniques or examples of craftsmanship that characterize a property will be preserved. (6) The existing condition of historic features will be evaluated to determine the appropriate level of intervention needed. Where the severity of deterioration requires repair or limited replacement of a distinctive feature, the new material will match the old in composition, design, color and texture.

(7) Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.

(8) Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.

(b) Rehabilitation. (1) A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces and spatial relationships.

(2) The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces and spatial relationships that characterize a property will be avoided.

(3) Each property will be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.

(4) Changes to a property that have acquired historic significance in their own right will be retained and preserved.

(5) Distinctive materials, features, finishes and construction techniques or examples of craftsmanship that characterize a property will be preserved.

(6) Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.

(7) Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.

(8) Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.

(9) New additions, exterior alterations or related new construction will not destroy historic materials, features and spatial relationships.
that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

(10) New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

c) Restoration. (1) A property will be used as it was historically or be given a new use that interprets the property and its restoration period.

(2) Materials and features from the restoration period will be retained and preserved. The removal of materials or alteration of features, spaces and spatial relationships that characterize the period will not be undertaken.

(3) Each property will be recognized as a physical record of its time, place and use. Work needed to stabilize, consolidate and conserve materials and features from the restoration period will be physically and visually compatible, identifiable upon close inspection and properly documented for future research.

(4) Materials, features, spaces and finishes that characterize other historical periods will be documented prior to their alteration or removal.

(5) Distinctive materials, features, finishes and construction techniques or examples of craftsmanship that characterize the restoration period will be preserved.

(6) Deteriorated features from the restoration period will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture and, where possible, materials.

(7) Replacement of missing features from the restoration period will be substantiated by documentary and physical evidence. A false sense of history will not be created by adding conjectural features, features from other properties, or by combining features that never existed together historically.

(8) Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.

(9) Archeological resources affected by a project will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.

(10) Designs that were never executed historically will not be constructed.

d) Reconstruction. (1) Reconstruction will be used to depict
vanished or non-surviving portions of a property when documentary and physical evidence is available to permit accurate reconstruction with minimal conjecture and such reconstruction is essential to the public understanding of the property.

(2) Reconstruction of a landscape, building, structure or object in its historic location will be preceded by a thorough archeological investigation to identify and evaluate those features and artifacts that are essential to an accurate reconstruction. If such resources must be disturbed, mitigation measures will be undertaken.

(3) Reconstruction will include measures to preserve any remaining historic materials, features, and spatial relationships.

(4) Reconstruction will be based on the accurate duplication of historic features and elements substantiated by documentary or physical evidence rather than on conjectural designs or the availability of different features from other historic properties. A reconstructed property will re-create the appearance of the non-surviving historic property in materials, design, color and texture.

(5) A reconstruction will be clearly identified as a contemporary re-creation.

(6) Designs that were never executed historically will not be constructed.

George T. Frampton, Jr.,
Assistant Secretary for Fish and Wildlife and Parks.
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