



Town of Salem Master Plan

Public Workshop #1
May 30, 2024

Agenda

1. Welcome & Orientation Presentation (20 min)

- a. Introductions
- b. Plan Focus
- c. Plan Timeline & Public Engagement
- d. Today's Event: Format & Activities
- e. Next Steps & How to Get Involved

2. Open House (60 min)

3. Closing Comments & Next Steps (10 min)

Consultant Team Organization

Town of Salem, NH

Owner/Client



Consultant Team Introductions



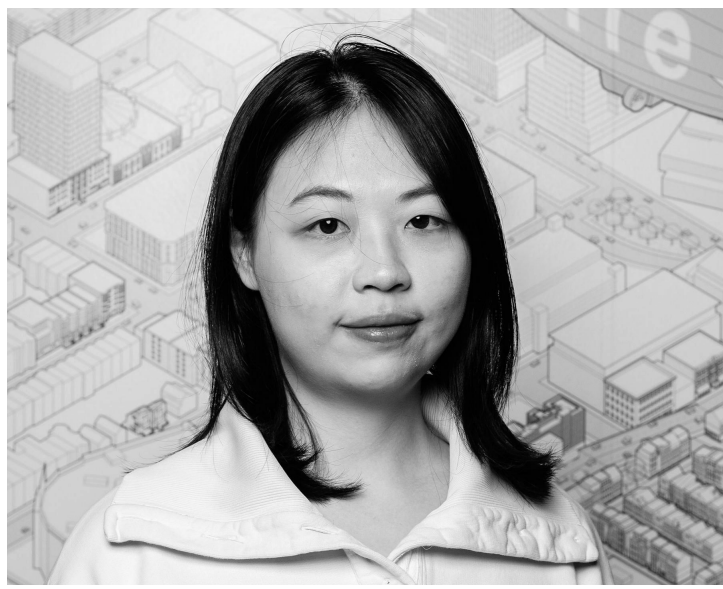
Tim Love, FAIA
Utile
Principal-in-Charge



Zoe Mueller, AICP
Utile, Associate Principal, Project
Manager & Senior Urban Planner



JT Keller
Utile, Deputy Project Manager &
Urban Planner



Xiaoran Zhang, LEED AP ND
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Jon Trementozzi
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Amy Fater
Landwise
Senior Planner



Bill Schwartz, AICP
Nelson\Nygaard
Principal-in-Charge



Alyson Fletcher
Nelson\Nygaard
Principal



Brynn Leopold
Nelson\Nygaard
Senior Associate

What a comprehensive “master plan” is and isn’t

The planning process will help us shape and create:



A statement of shared values



A strategic vision and roadmap for the future of the town



A framework for implementation

The final plan will establish:

Growth Framework

Foundation for zoning reform

Capital investment priorities

Policy and program priorities

Framework for more detailed district and topic-specific plans

The plan will NOT:



Provide a zoning rewrite



Generate detailed topic-area or place-specific plans



Decide exactly how local resources will be spent

Plan Focus

Based on our research and engagement so far....

Core Topics

A unified strategy for land use, zoning and community design, integrating:

Economy

Housing

Transportation

Potential Topics

Topics that play a supporting role for the overall vision articulated for the core topics.

Recreation & Amenities

Public Utilities, Services & Facilities

Natural Resources & Conservation

Sustainability & Resilience

Historic Preservation

Likely Focal Places

Places that play an important role in Salem’s shared identity, opportunities, and quality of life.

Depot

Main St

Tuscan Village

Rail Trail

Route 28

Lakes & Wetlands

Key Questions

What is Salem’s “Town Center” and what is its role for the community?

How can Route 28 better serve residents?

What is Salem’s economic identity?
What can help make the most of it?

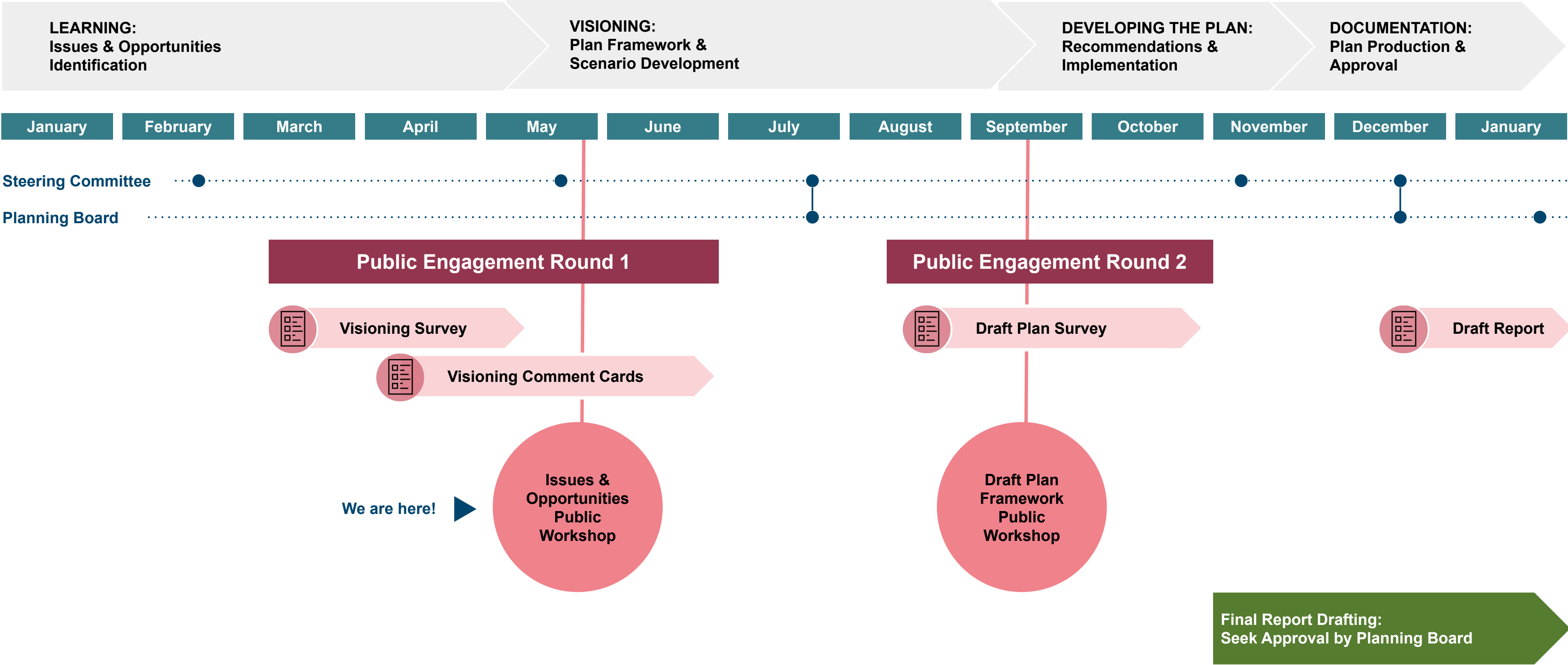
What is the role of denser and mixed-use development?

How does Salem address rising cost of housing, especially for older residents?

How can the Town’s natural resources & rail trail serve youth needs for recreation / education?



Planning Process Overview

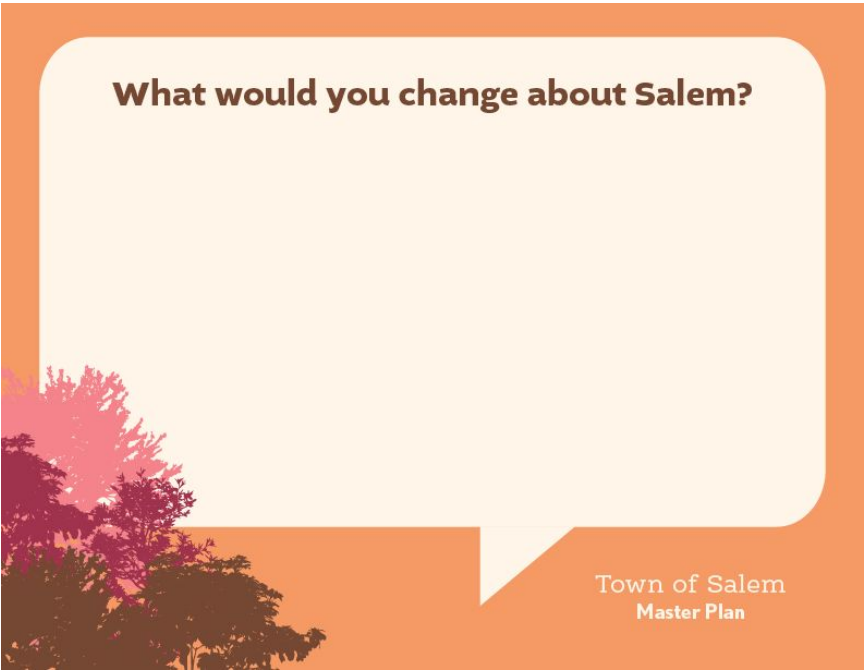
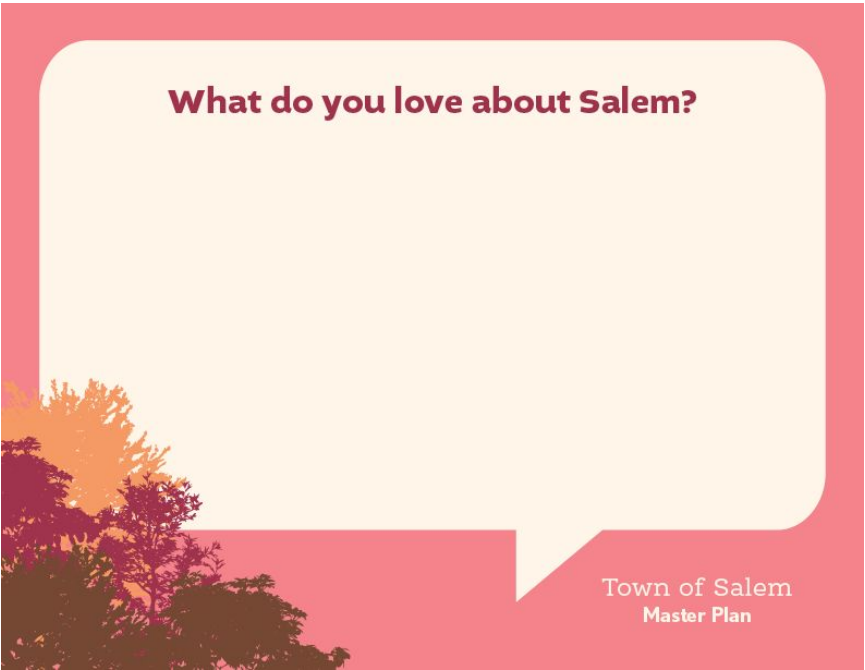


Today’s Event: Format & How-To

Tell us about your vision for Salem!

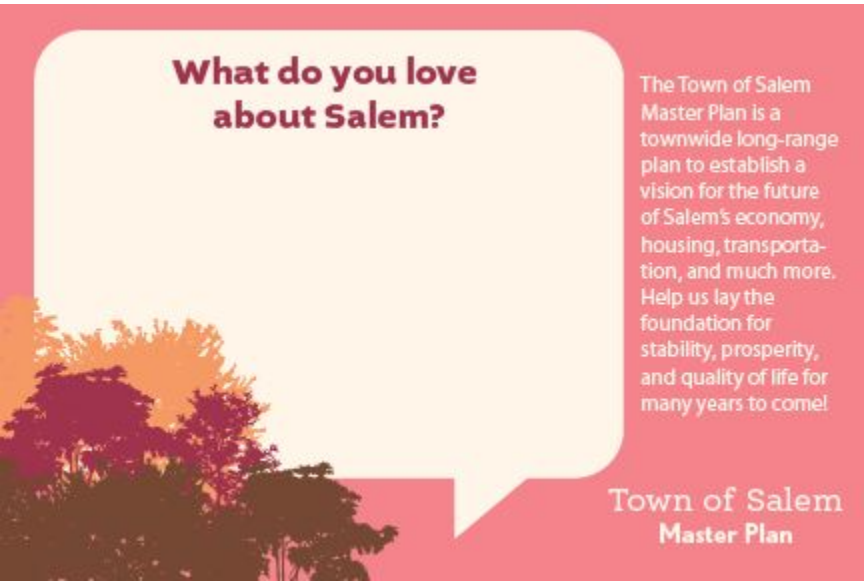
Help us build a vision statement for the plan:

- 1. What do you love about Salem?
- 2. What would you change about Salem?



Letter-Sized Photo-Opp Signs

Write up your comment on a sign you can hold up, and then take a photo with it!



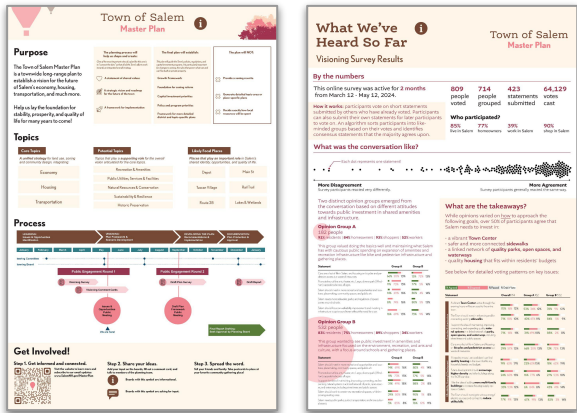
Postcard-format Comment Cards

Fill out a comment card and leave it in the collection box!

Board Map

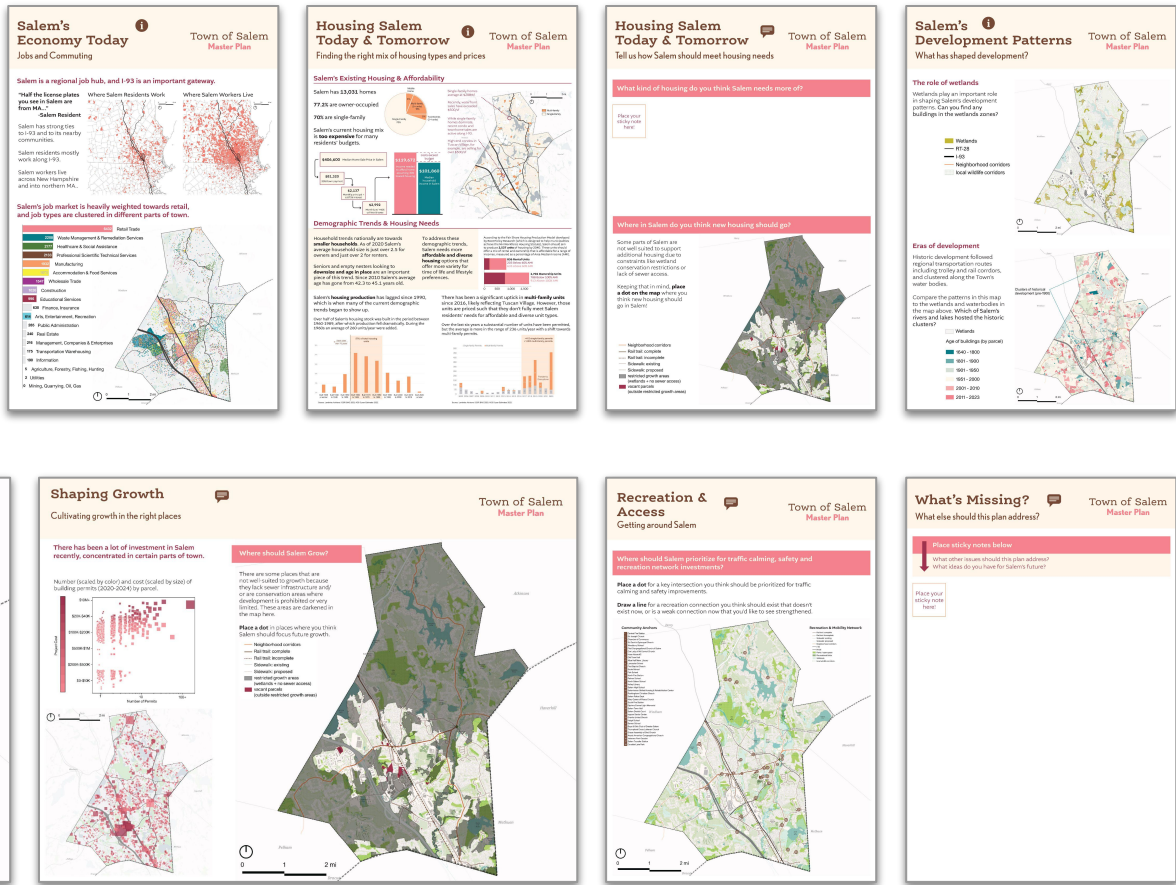
Your guide to the content on our information and engagement boards throughout the room

Purpose & Visioning Survey Results



1. Plan Overview
2. What We've Heard So Far

Topic-Specific Analysis & Engagement



3. Salem's Economy Today
4. Housing Salem Today + Tomorrow
5. Understanding Salem Development Patterns
6. Defining Salem's "Town Center(s)"
7. Shaping Growth in Salem
8. Recreation & Mobility
9. What Have We Missed?

Today's Event: Format & How-To

Where you can provide input

The boards here today are intended to share observations about **issues and opportunities**. We want your help understanding if we missed anything and if you have ideas about how the plan should address these issues and opportunities.

Some boards are informational and some are designed to get your input.



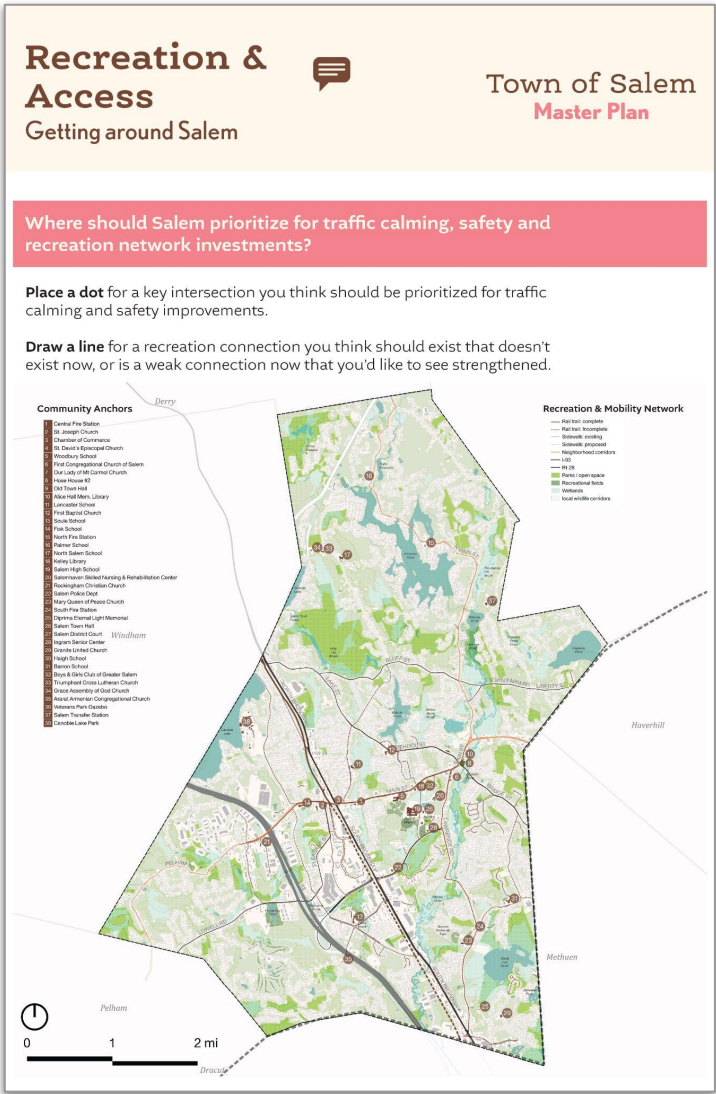
Boards with this symbol are **informational**.



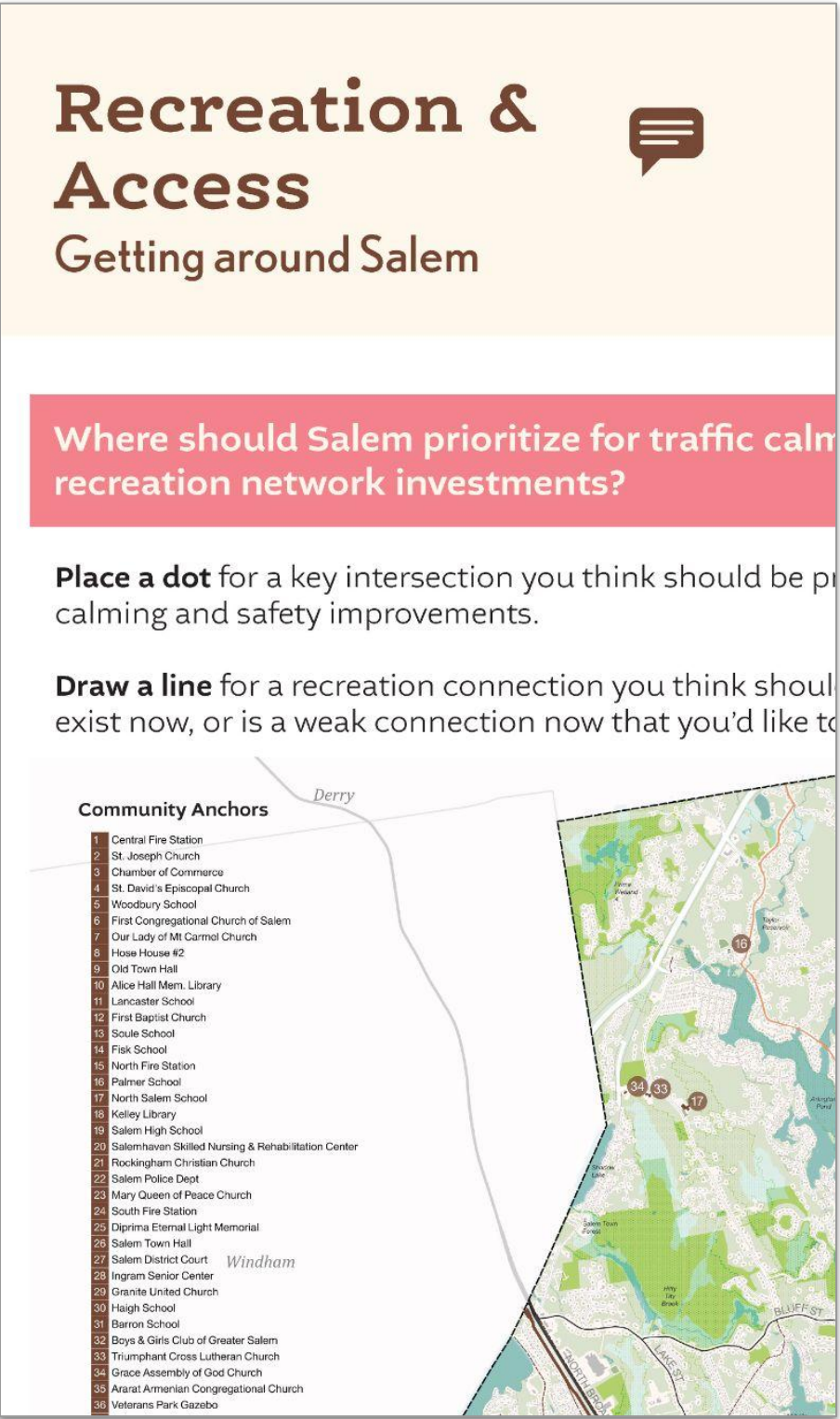
Boards with this symbol are **asking for input**.

Today’s Event: Format & How-To

How to navigate the event and add your ideas!



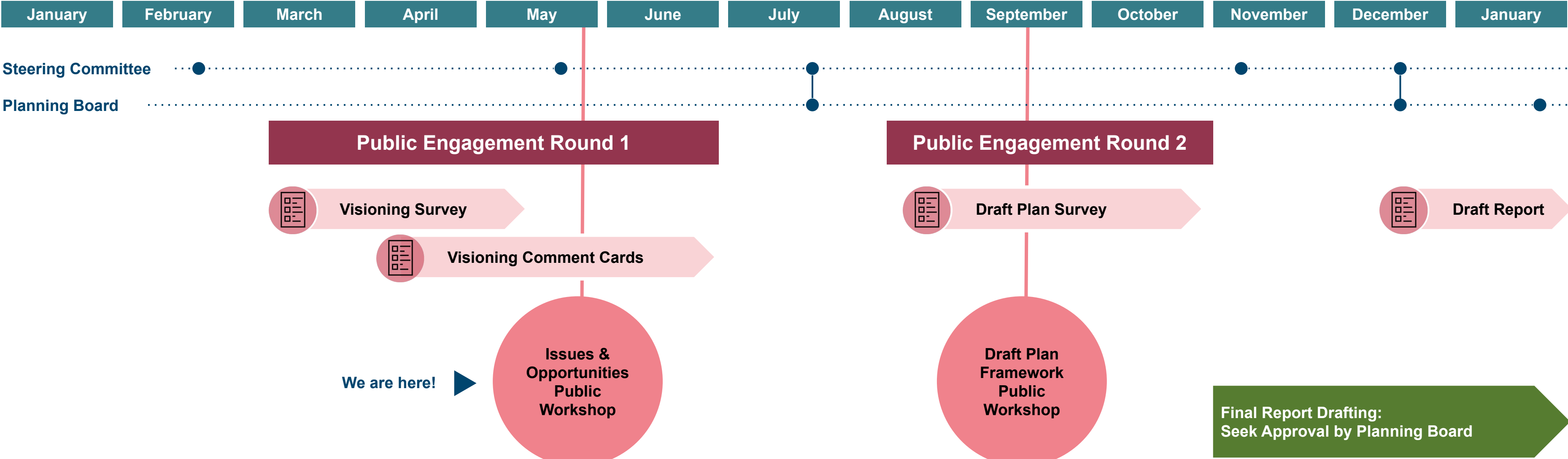
Learn and engage.
Add your ideas!



1. Look at the **TITLE** to find the issues you are interested in.
2. Look at the **ANALYSIS** graphics and text first to understand more about the issues you are interested in. And start a conversation with others nearby!
3. In response to the prompts, post sticky notes with your **IDEAS** and place dots to show where you think something should be on a map of Salem.

Next Steps

- 1. Visit the **project website** and sign up for email updates!
And tell your friends and family to do the same.
- 2. Fill out a **visioning comment card**... and have friends and family fill them out!
- 3. Look for us at **summer events**
- 4. Attend **Steering Committee meetings** to stay updated and share limited public comments
- 5. Stay tuned for the **Draft Plan Survey** in the fall!



Thank You!

