

OVERARCHING GOALS

1. Establish the Weir Property as a gateway to initiate change
2. Identify college-related uses that can further catalyze redevelopment
3. Examine existing zoning to identify potential changes and provide incentives
4. Create a network of pedestrian-friendly streets
5. Enhance the shared identity of the College and its adjacent neighborhoods
6. Create a flexible plan that can adapt to changes in the market without changing the overall vision

SITE-SPECIFIC PLANNING PRINCIPLES FOR FUTURE DEVELOPMENT OF THE WEIR PROPERTY

VISION

- Create a new gateway to Salem State College and the City of Salem
- Accommodate College needs while generating tax revenue for the City of Salem

MIX OF USES

- Promote a mix of uses, including commercial office, retail, residential and College administrative uses
- Create new “pocket parks” to enhance the environment

SCALE

- Respect – and reflect – the scale of the surrounding neighborhood
- Limit building heights to three or four stories
- Scale new development so that it acts as a transition between commercial uses on Canal Street and the adjacent residential neighborhoods

STREETSCAPE

- Use buildings to define the street edges by minimizing front yards and setbacks
- Plant trees between street curbs and sidewalks to beautify and shade the pedestrian environment

SUSTAINABILITY

- Create buildings that are flexible and sustainable
- Use landscape and building strategies to minimize stormwater issues

VEHICULAR CIRCULATION & PARKING

- Design site access points to minimize traffic impacts on Broadway and Loring Avenue
- Minimize vehicular access points on Loring Avenue to protect pedestrians
- Balance parking with development, and, at a minimum, provide parking on-site for retail and office demand
- Develop a strategy for on-street parking

PEDESTRIAN & BICYCLE CIRCULATION

- Promote and make pedestrian and bicycle use safer by widening sidewalks
- Plant street trees to improve the pedestrian environment
- Manage pedestrian and bike crossings of Loring Avenue between the Weir property and Central Campus
- Create bike lanes on Canal Street to provide connections to the bike path