



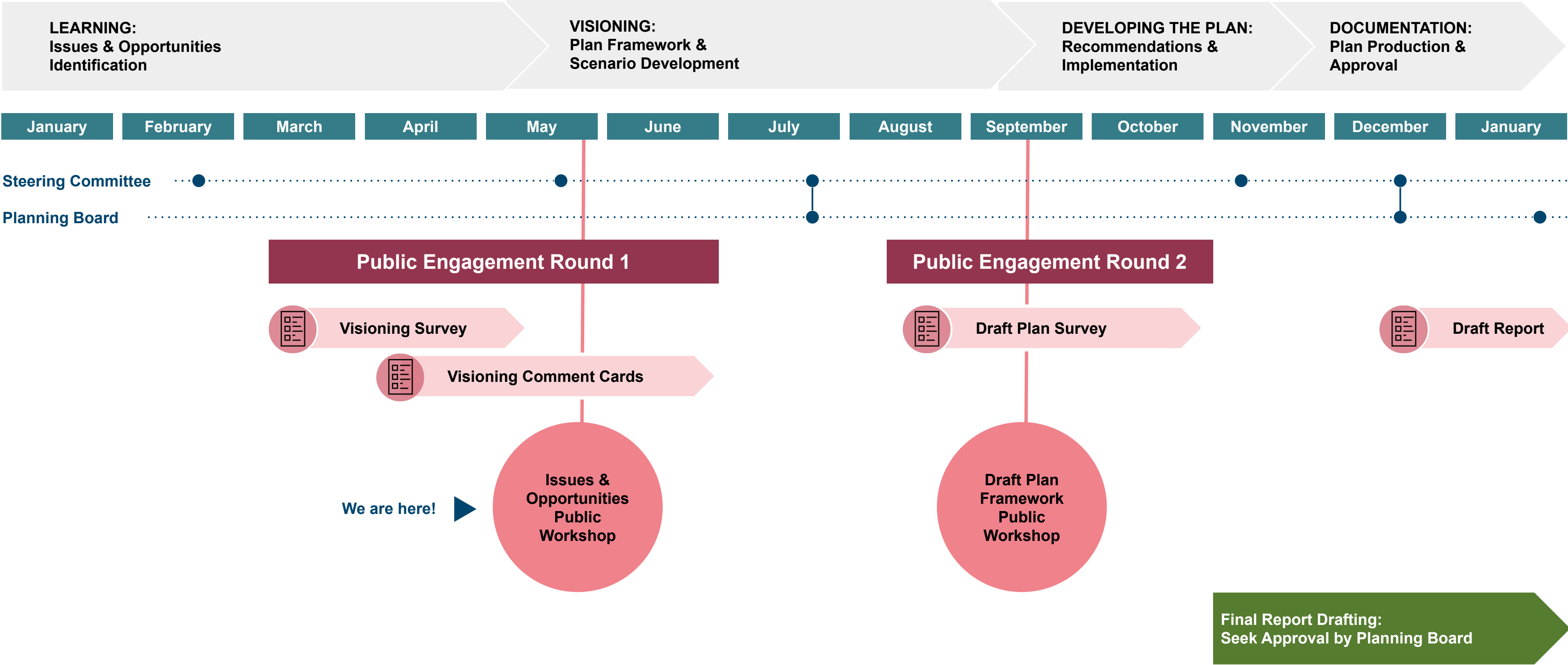
Town of Salem Master Plan

Steering Committee Meeting #2
May 22, 2024

Agenda

- 1. **Process & Timeline Update**
- 2. **Visioning Survey Results Summary**
- 3. **Public Workshop Preparation**
 - a. Content Preview & Role
 - b. Steering Committee Role at Workshop
- 4. **Engagement & Outreach Coordination**
 - a. Goals
 - b. Outreach Materials & Activities
 - c. Summer Event Participation Brainstorm
- 5. **Next Steps**

Planning Process Overview



Visioning Survey Results Summary

By the Numbers

The survey was active for **2 months** from March 12 - May 12, 2024.

809

people voted

64,129

votes cast

90%

shop in Salem

39%

work in Salem

714

people
grouped

423

statements
submitted

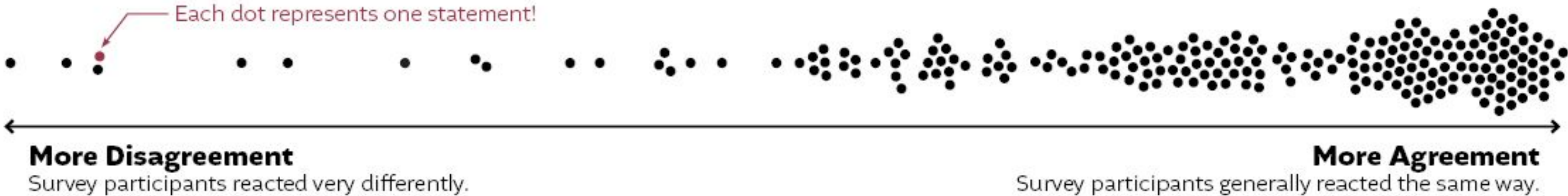
85%

live in Salem

77%

homeowners

What was the conversation like?



Two distinct opinion groups emerged from the conversation based on different attitudes towards public investment in shared amenities and infrastructure.

This plan will seek to find common ground that both opinion groups can get behind.



Opinion Group A
182 people

- 91% residents
- 84% homeowners
- 93% shoppers
- 52% workers

This group valued doing the basics well and maintaining what Salem has with cautious public spending on expansion of amenities and recreation infrastructure like bike and pedestrian infrastructure and gathering places.



Opinion Group B
532 people

- 83% residents
- 75% homeowners
- 89% shoppers
- 34% workers

This group wanted to see public investment in amenities and infrastructure focused on the environment, recreation, and arts and culture, with a focus around schools and gathering places.

What is the takeaway?

Most people want Salem to strategically:

- Invest in a vibrant **Town Center**
- Maintain and enhance Salem's **sidewalk network**
- Help create a linked network of **quality parks, open spaces, and waterways**

Most people also had concerns about finding **housing** that fit their needs and budget, but people had different ideas about how to address Salem's diverse housing needs and keep cost of living down.

Public Workshop Content Preview

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)

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?

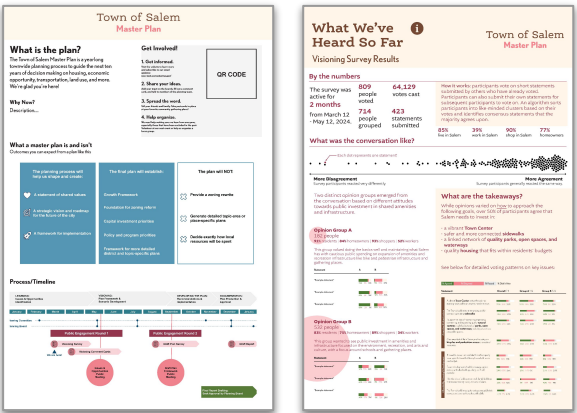
How does Salem address rising cost of housing, especially for older residents?

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

Board Map

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

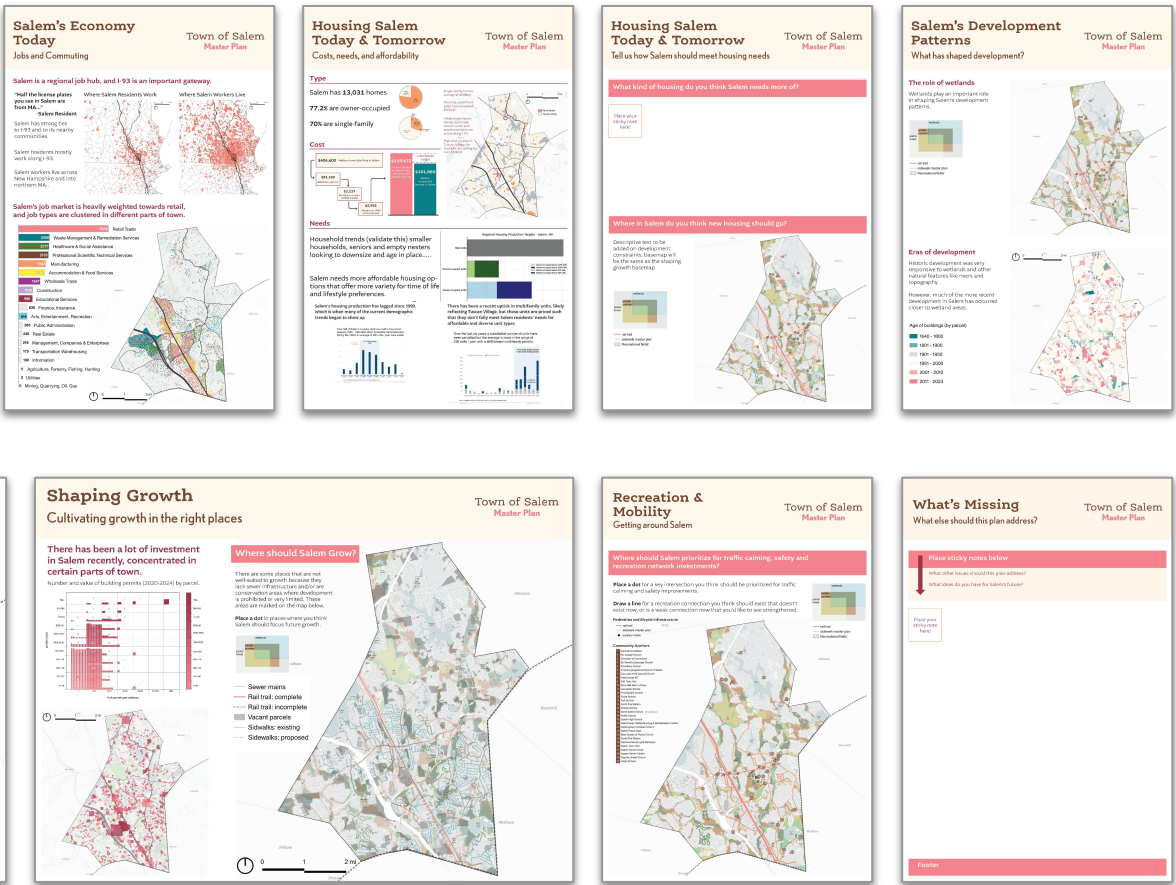
Purpose & Visioning Survey Results



Plan Overview

What We've Heard So Far

Topic-Specific Analysis & Engagement



Salem's Economy Today

Housing Salem Today + Tomorrow

Understanding Salem Development Patterns

Defining Salem's "Town Center(s)"

Shaping Growth in Salem

Recreation & Mobility

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.



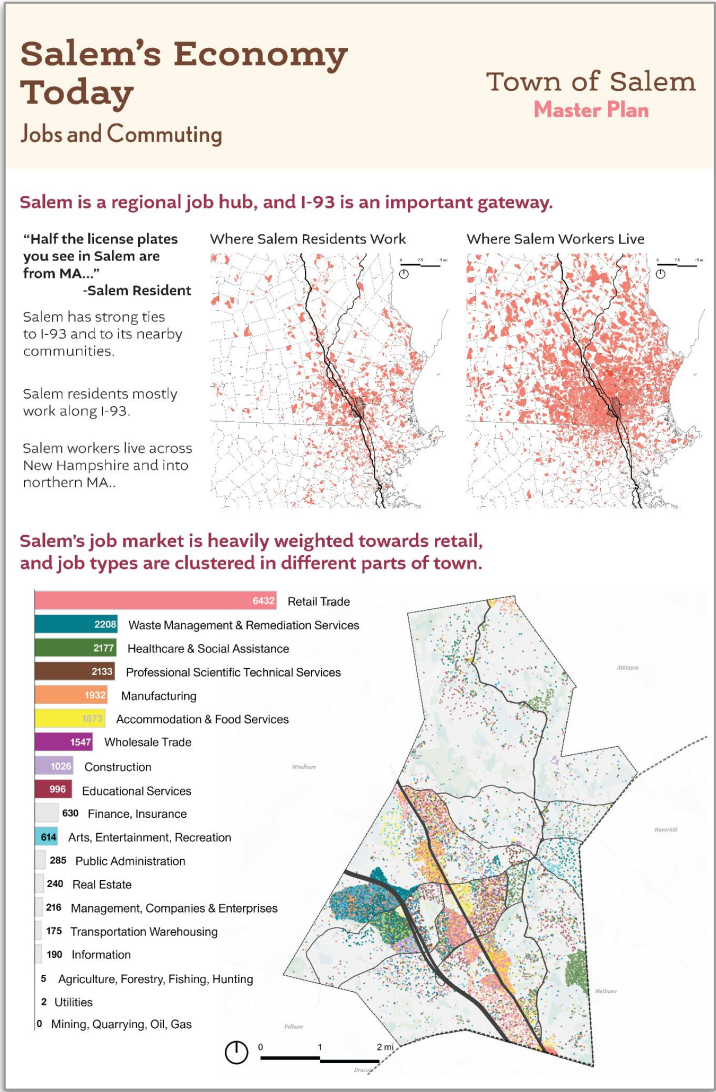
Boards with this symbol are **informational**.



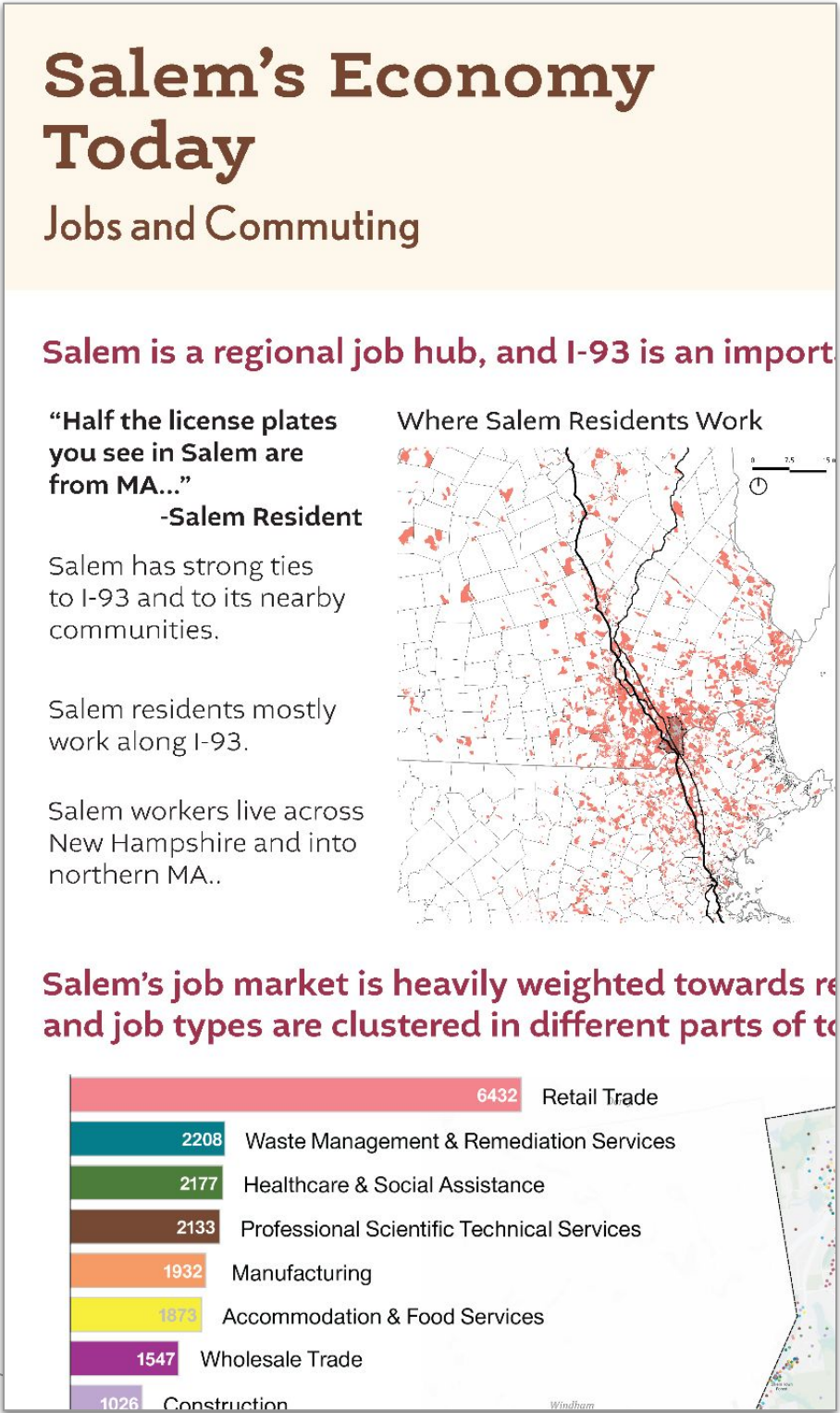
Boards with this symbol are **asking for input**.

Today’s Event: Format & How-To

How to navigate the event and add your ideas!



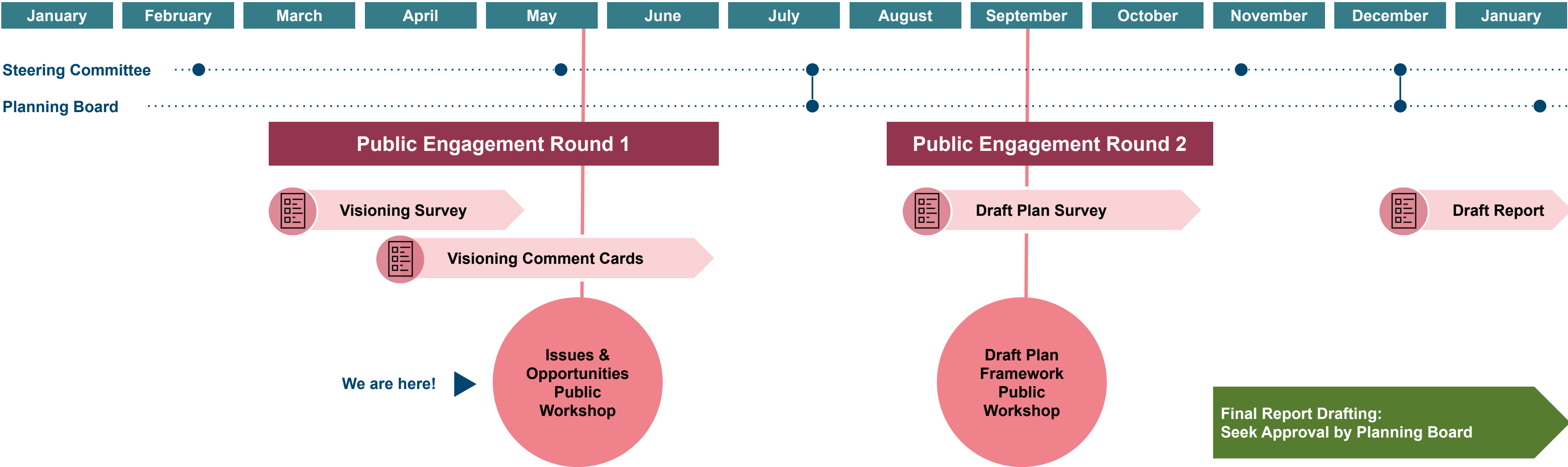
Learn and engage.
Add your ideas!



- 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!



What to Expect & Your Role

What a public workshop and open house looks like, and the role that City staff and Steering Committee Members play



Worcester Now | Next
Draft Plan Framework Public Workshop

Engagement & Outreach Coordination

Educational Plan Orientation Materials

Plan Overview Flyers, Posters and Yard Signs

Town of Salem Master Plan

Do you care about Salem’s economy, housing, and transportation?

Share your vision for the Town’s future!

Get involved now!

Visit our website to take a quick survey and sign up for email updates:
saalemnh.gov/masterplan

Attend the first public workshop:
Thursday, May 30th at 6:00pm at the Ingram Senior Center at 1 Sally Sweets Way



What is the Town of Salem Master Plan?
It is a 12-month townwide long-range planning process to establish a vision for the future of Salem’s economy, housing, transportation, and much more. Help us lay the foundation for stability, prosperity, and quality of life for many years to come!

Town of Salem Master Plan

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Visit our website to learn more:
saalemnh.gov/masterplan

What is the purpose of a Master Plan?
One of the most important roles of a Master Plan like this one is to “connect the dots” so that all of the Town’s efforts work towards an integrated overall strategy. The Master Plan guides the Town’s policies, regulations, and capital investment programs. It is particularly important for changes to zoning, the rules that govern what can and can’t be built on private property.

What topics will the Master Plan address?
Core topics:

- Economy and Jobs
- Housing
- Transportation and Mobility
- Land Use, Zoning, and Community Design

Additional potential topics:

- Recreation and Amenities
- Public Utilities, Services, and Facilities
- Natural Resources and Conservation
- Sustainability and Resilience
- Historic Preservation

How can I get involved?
The plan will have many ways to share your input, including online and paper surveys, comment cards, in-person workshops and open houses, and interactive exhibits at town gathering places.

For now, you can get connected by:

1. Visit our website to see the latest and sign up for email updates: saalemnh.gov/masterplan
2. Take the visioning survey, open through May 12th on the website
3. Save the date for our first public workshop on Thursday, May 30th at 6:00pm at the Ingram Senior Center at 1 Sally Sweets Way

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Yard Signs
18” x 24”

Flyer
8.5” x 11”

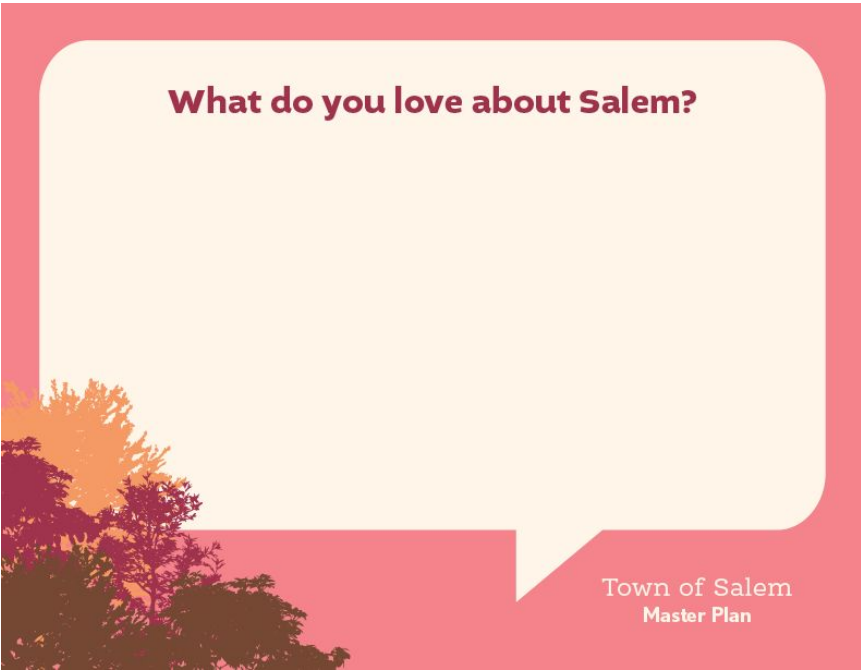
Poster
11” x 17”

Outreach Materials & Activities

Visioning Activity

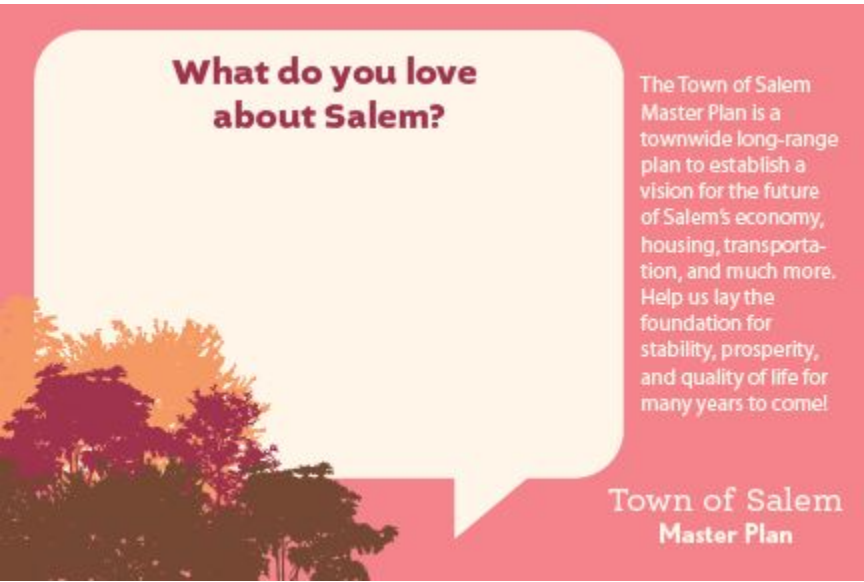
Help us build a vision statement for the plan:

- 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!

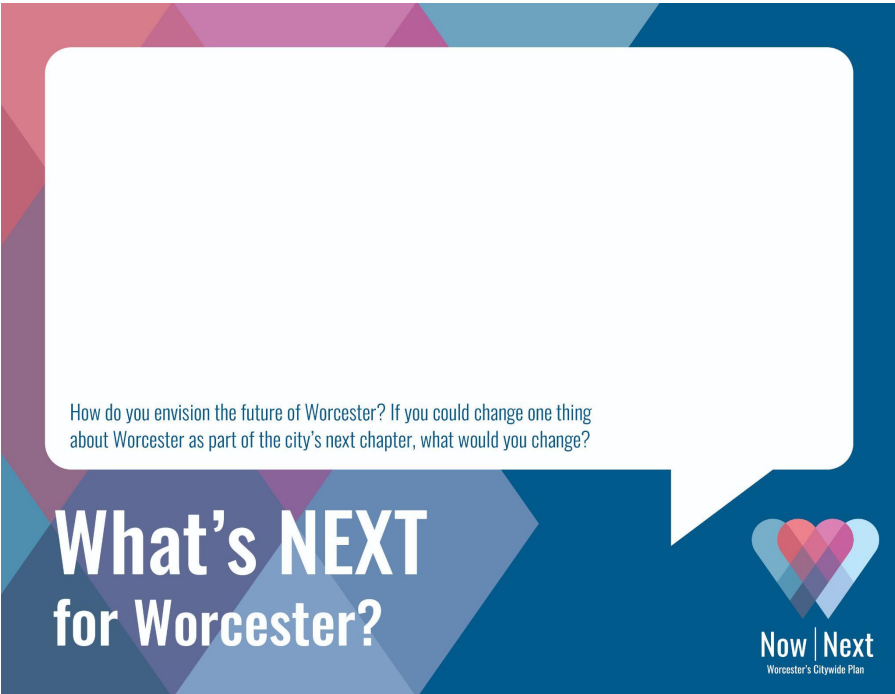


Postcard-format Comment Cards

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

How do Visioning Comment Cards work?

The comment card is intended to work well for light-touch pop-up tabling at events and intercept survey settings. It is intended to broaden participation beyond the “usual suspects” and offer somewhat open-ended opportunities for community members to weigh in on key issues and their vision for the future.



Worcester Now | Next Example:

Photo-Opp Sign Format
(Standard Letter Size)
+
5" x 7" Postcard or Half-Letter Sheet



Summer Public Outreach Opportunities

Help us brainstorm how to reach more Salem residents, workers, and visitors through summer event participation

Help us brainstorm how to reach more Salem residents, workers, and visitors through summer event participation:

1. What summer events do you know of that might help us hear from people that don't typically show up to evening public meetings?

For example:

- a. school-age youth
- b. parents and caretakers
- c. working young adults
- d. renters
- e. Newcomers

2. What local organizations and businesses might be good outreach partners to reach community members?

Some initial ideas:

6/2-8/15

[Concert Series/Movie Nights](#)

Location: Field of Dreams

7/4

July 4th Celebration

Location: Tuscan Village

8/6

National Night Out

Location: Police Station

8/24

[Family Fun Day](#)

Location: Field of Dreams

Public Workshop Follow-Up Exhibit

Having public workshop display boards available beyond the workshop for the public to provide input outside the meeting can help increase awareness and participation:

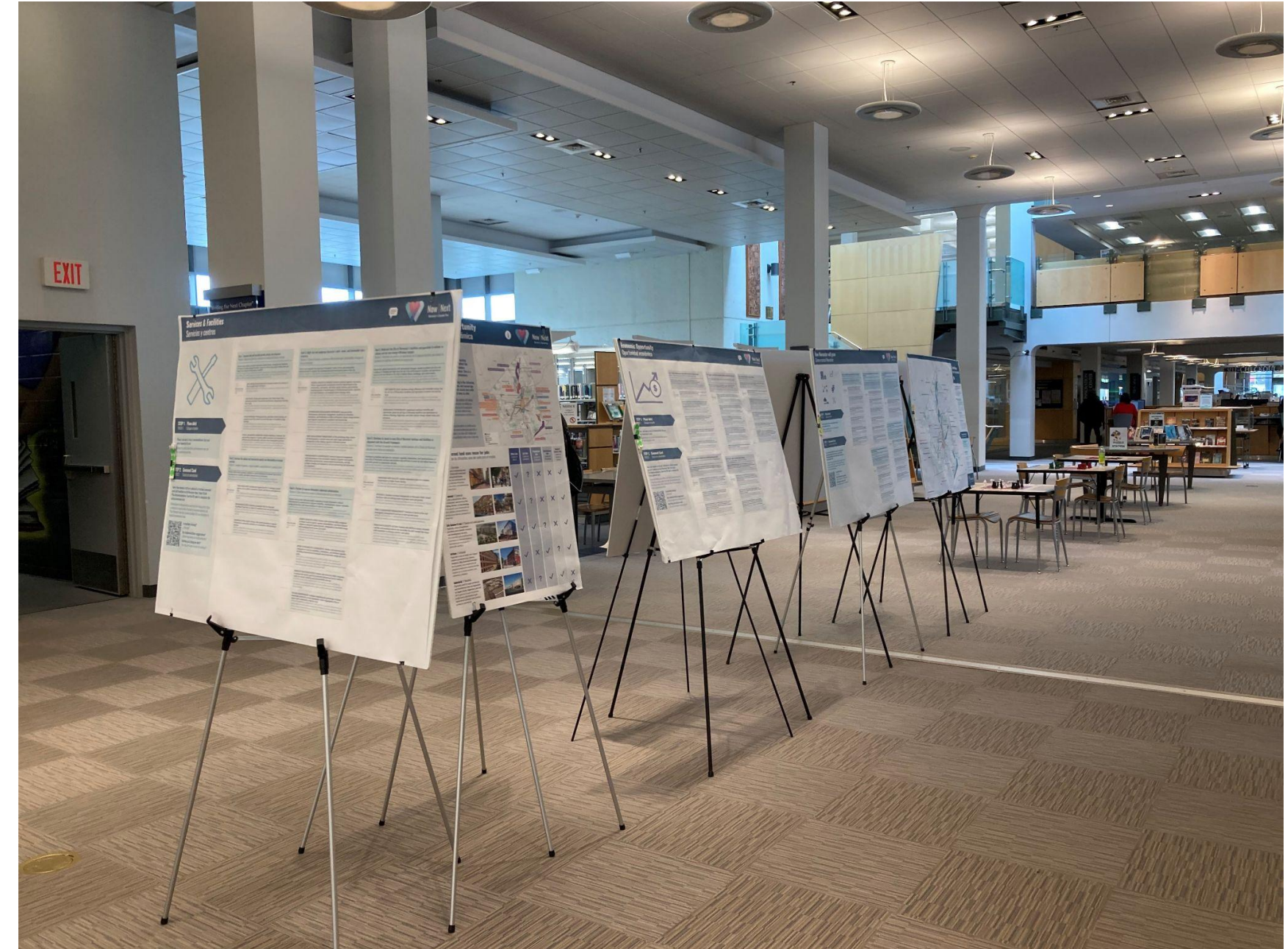
What exhibit locations might help us hear from people that don't typically show up to evening public meetings?

For example:

- school-age youth
- parents and caretakers
- working young adults
- renters
- Newcomers

Some ideas:

- Town Hall - Knightly Room
- Library, School, or Rec Center (YMCA or Boys and Girls Club)



Worcester Now | Next Draft Plan Exhibit Boards Installed at the central branch of the Worcester Public Library

Next Steps

1. Issues & Opportunities Public Workshop

- a. When: Thursday, May 30th, 6-8pm
- b. Where: Ingram Senior Center

2. Summer Public Outreach

- a. Community Event Participation
- b. Other Outreach & Awareness Building

3. Next Steering Committee Meeting

- a. When: Wednesday, July 17th, 6-8pm
- b. Focus: Public Workshop Takeaways & Development Vision Alternatives

4. Fall Draft Plan Survey

Upcoming Steering Committee Meeting Dates & Times:

Generally the 3rd Wednesday of each month, 6pm-8pm, with a few exceptions. We are reserving every month for flexibility but will cancel meetings that are not needed as the project schedule solidifies. We anticipate no more than 6 meetings.

- ~~● June 19th~~
- July 17th
- ~~● August 28th (4th Wednesday of month)~~
- ~~● September 18th~~
- ~~● October 23rd (4th Wednesday of month)~~
- November 20th
- December 11th

Please reserve these dates from 6-8pm.

Thank You!

