

Master Plan Meeting, 03-17-2008, Hilton Senior Center 6pm-8pm

Attendees: Robert Straubel, Elisse Campbell, Robert Campbell, Isa Cann, Joyce Hartt, Fred Knowles, Lisa Pearson, Chris Reilly, Leah Hill, Sue Brown, Juliett Walker

Sue Brown discussed the remainder of the Master Plan process. The first draft of the Master Plan will be presented to the Planning Board on April 23 and then to Spring Town Meeting. After that, the consultants will have the summer to revise/review with all boards. The schedule for the next month is as follows:

March 31-Transportation, Public Services & Facilities [and more discussion on Housing]

April 7-Reviewing all of the sections

April 23-Planning Board Meeting

I. VISION STATEMENT

The consultants submitted different formats for the group to look at and decide on. “Imagine” statements good for people to realize it’s a vision, for the future, allows you to think outside the box. We can still use our current captions for header for each chapter. Suggested that “green” be incorporated in to the vision. Sue mentioned that smart growth is being referenced. Questioned whether Salisbury has an energy commission as there are plenty of resources-wind, sun. Showing Salisbury as a unique community-lots to offer in Salisbury, amenities.

Vision-welcome change, continually evolving, but still stabled, locations still exist for development, diversity with small town feel, neighborhoods. What do people think of when they think of Salisbury?: The place to be; Everyone welcome; Room to grow; Cultural diversity; New England; Sea, River, Land; Natural Resources; Views; Open Space; Economically sound; Affordable; Forging towards sustainable development. Balance between “evolving” and “stable”.

What is valued in town? Beach, square, neighborhoods. There currently isn’t neighborhood definition, need to create larger areas to bring in many neighborhoods, i.e. Lions Park, building up more amenities in the Square, CVS will be an anchor, but need more ‘hangout’ areas in Square-cafes, outdoor seating. The beach center currently doesn’t have an identity; need parks, gathering places, sponsors. Gathering-not many people at the master plan meetings-is there a correlation, building social capital. Parks-need density for parks to get high usage. Desire for more athletic facilities, dog walking parks, soccer fields, the beach isn’t used by locals. Salisbury lacks adult places at the beach that aren’t bars. Ideas-community gardens, farmers market.

II. ECONOMIC DEVELOPMENT

Goals developed from existing conditions report. Which goals will have the greatest impact?

#1 Create a balanced local economy serving the shopping, services, financial and employment needs of the community

#2 Strengthen and improve existing commercial and industrial areas throughout the town with particular emphasis on identified Economic Opportunity Areas

#3 Redefine the commercial mix of Salisbury Square to support its new role as village center

#4 Transform the town's major transportation corridors by enhancing their appearance and by encouraging different identities and uses as appropriate

#5 Encourage industries and businesses that promote and use Salisbury's natural resources (eco-tourism)

Goals 3 & 4 received the most votes. Need a greater commercial mix at the beach.
Gateways-end of Rabbit Rd near Lena's.

Will we include a goal of having an infrastructure plan? Could fit with goal #2 or as a strategy to many goals, including utilities and intermodal transportation networks. Infrastructure tied with smart growth policies-make the investment money go further. How to prioritize? Infrastructure or development, which comes first?

Salisbury Square- Consider strategic planning-used to greatly change an area, if feasible. Also, signage regulations and design guidelines should be more widely applied to the Square.

A. NICHES

Energy niche, infrastructure, could be a sector of the economy. Conduct a feasibility study of the methane power in old landfill. Create an energy commission, make public buildings more energy efficient, incorporate LEED building standards as well as neighborhood development standards.

Include LEED standards in subdivision regulations; performance zoning to incentivize; Research Transfer of Development Rights (TDRs); look at surplus town-owned property and selling the development rights to the proper/needed uses.

Economic Development Goal #5-Natural resources-birding, kayaking, bird tours, eagle festival, camping. Bridge Road-marine based businesses.

What are developers interested in building in town? Range-big box, redevelopment.

B. BEACH

Satellite parking

Keep town parking lots and selling air rights

The beach is a more appropriate place for a master planned community

III. HOUSING

What kind of housing is in town and where? Where does more housing and different types need to be located?

Need to prioritize housing goals.

#1 Increase the supply of low and moderate income rental housing for individuals of all ages and families

#2 Encourage development of homes that are affordable for individuals and families of moderate income to own

#3 Increase year round affordable housing opportunities, making use of existing built assets whenever possible to reduce the incidence of homelessness

#4 Reduce the incidence of substandard housing and overcrowded dwelling units

#5 Increase the supply of multifamily housing in a manner that respects the urban design context of the community.

Goals 2, 3 & 5 were prioritized as most important.

As we ran out of time at the meeting, Housing will be discussed at the next meeting on March 31, along with Public Services/Facilities and Transportation.

Minutes Approved By:_____ **Date:**_____