

Salisbury Master Plan



Introduction and Overview
April 30, 2007

Master Plan Team

Master Plan Committee

Robert Straubel, Chair*	Ed Hunt*
Beverly Gulazian*	Tim Mulcahy*
Sally Laffely*	Bernice McLaughlin *
Louis Masiello*	Jerry Klima
Elizabeth Thompson	Bobbi Klima
Alan Thompson	Brenda Chouinard
John Davidson	John Haggerty
Lisa Davidson	Jacqueline Haggerty
Barbara Souther	Ruth True
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*Master Plan Executive Steering Committee

Planning Board

Larry Cuddire	Robert Straubel
Don Egan	David Holscher
Lisa Lane	Isa Cann

Planning Staff

Lisa Pearson	Leah Hill
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Consultants

Taintor & Associates

Rick Taintor
Sue Brown
Juliet Walker

Vine Associates, Inc.

Susan St. Pierre

Existing Plans & Initiatives

- Harbor Plan (2006)
- Affordable Housing Needs Assessment (2006)
- Affordable Housing Plan (2006)
- Open Space and Recreation Plan (in progress)
- EO 418 Community Development Plan (2004)
- Salisbury Beach Boardwalk Feasibility Study (2006)
- Route 110/Route 1A Corridor Study
- Town Pier Study
- Salisbury Coastal Rails Initiative
- Great Marsh Study
- Salisbury Reconnaissance Report – Essex County Landscape Inventory (2005)
- Historic Resources Inventory (2006)

E.O. 418 Community Development Plan

- **Completed 2004**
- **Topic Areas:**
 - **Open Space, Natural and Cultural Resources**
 - **Housing and Quality of Life**
 - **Economic Development**
 - **Transportation and Municipal Services**
- **Master Plan will update and expand**

Community Development Plan

Major Actions Completed or Under Way

- **Open Space and Cultural Resources**
 - Open Space and Recreation Plan – Draft Plan Complete
 - Historic Property Inventory – Complete
 - Obtained funds for the Salisbury Square Playgrounds and Beach Baseball Fields
 - North South Rail Trail, Phase 1 – 25% Design
- **Housing and Quality of Life**
 - Renovations and expansion of Senior Center – Complete
- **Economic Development**
 - Boardwalk – Feasibility Study completed; funding secured for design
- **Transportation and Municipal Services**
 - Town Hall renovation – Phase 1 completed, Phase 2 under way
 - Neighborhood drainage and safety improvements – engineered for Folly Mill Road, Mudnock Road, Maple St, Gardner St
 - Expansion of wastewater capacity – Land acquired
 - Updated Capital Improvement Plan – Draft Plan complete

What Is A Master Plan?

- A **process** of identifying important trends, shared values and effective solutions
- A **guide** for municipal decision-making
 - Long-range perspective
 - Strategic focus
 - Emphasis on land use and infrastructure
- A **living** document
 - Revise and update as the Town changes

Why Prepare a Master Plan?

- **Anticipate** and be prepared to ...
 - meet future challenges
 - take advantage of opportunities
- **Shape** areas with potential for change
- Identify ways to **improve** the community
- Be **proactive** rather than reactive

Master Plans in Massachusetts: Legal Context (MGL c. 41 s. 81D)

- **Responsibility:**

“A *planning board* established in any city or town ... *shall make a master plan* of such city or town or such part or parts thereof as such board may deem advisable and from time to time may extend or perfect such plan.”

- **Form and Content:**

“A statement, through text, maps, illustrations or other forms of communication, that is designed to *provide a basis for decision making regarding the long-term physical development* of the municipality.”

- **Adoption:**

Majority vote of the Planning Board

What Will the Master Plan Include?

- **Goals and Policies**

- What do we want our Town to be like?
- What principles should guide our decisions?

- **Inventory and Analysis**

- What do we have? (land, housing, jobs, resources, facilities, infrastructure)
- Information for making decisions about the issues

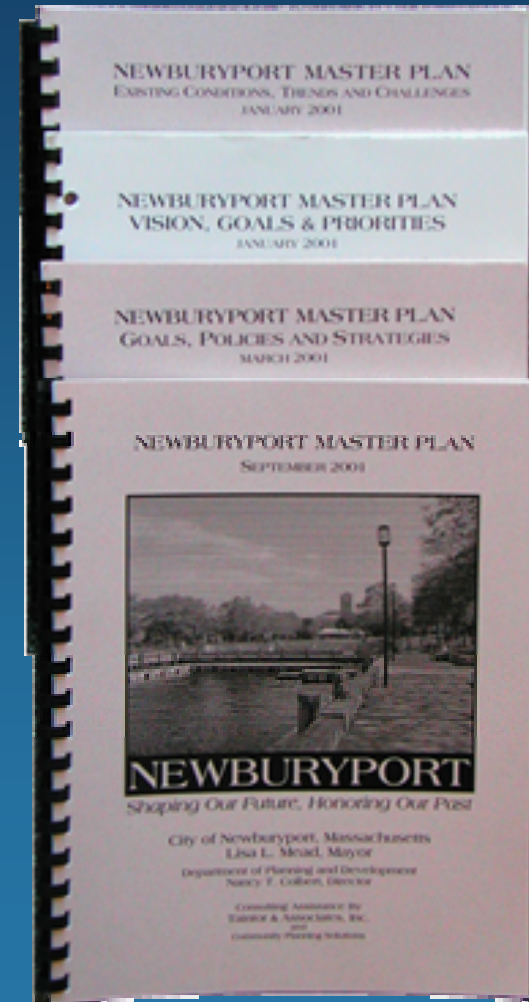
- **Implementation**

- Strategies and actions to reach our goals

Master Plan Formats



- Single Document
- Volumes 1 & 2
- Executive Summary
- Annotated Map
- Web?



Goals and Policies

“Each community shall conduct an **interactive public process** to determine community values [and] goals and to identify patterns of development that will be consistent with these goals.”

Choices

- **Where should future growth or redevelopment be directed?**
- **Which land uses mix well, and which don't?**
- **Where can new housing opportunities be provided?**
- **Where can/should economic growth happen?**
- **Where should open space be preserved for public benefit?**

Opportunities and Challenges

- **Look at major areas or districts in the Town and ask the following questions:**
 - What could or should this area be like in the future?
 - What are its current assets and liabilities?
 - What is worthy of preserving?
 - What should be changed?
 - Do current policies and regulations (including zoning) promote the desired future?

Turning Goals Into Actions

Strong land use goals and objectives can lead to specific land use regulations that relate to:

- Scale of future development**
- Density and dimensional features**
- Mix and array of uses**
- Development guidance systems
(e.g., design review, overlay districts, smart growth policies)**

Master Plan Topics

- Land Use
- Housing
- Economic Development
- Community Services and Facilities
- Transportation & Circulation
- Natural and Cultural Resources
- Open Space and Recreation
- **Smart Growth**
- **Town Department Coordination**
- **Zoning**

Land Use

- **What is the best use of Salisbury's remaining land?**
 - Residential
 - Commercial
 - Industrial
 - Municipal
 - Open Space
- **What standards should be applied?**
 - Intensity
 - Height
 - Buffers
 - Access
 - Smart Growth

Plans and Initiatives

Community Development Plan

Open Space Plan

Housing Plan

Housing

- Identify and analyze existing and forecasted **needs**
- Identify **objectives** including programs for the preservation, improvement, and development of housing
- Issues:
 - Housing types (single-family, two-family, townhouse, multifamily)
 - Housing tenure (owner/renter)
 - Household types (families, elderly, singles)
 - Housing costs and affordability

Plans and Initiatives

Affordable Housing Needs Assessment

Housing Plan

Economic Development

- **Why Economic Development?**

- Employment
- Taxes
- Services

- **Economic Centers**

- Town Center
- Lafayette Road
- Bridge Road
- Rabbit Road Industrial Area
- Beach Commercial District

Plans and Initiatives

Community Development Plan

Pier Study

Elm Street/Route 110

Rabbit Road

Community Services and Facilities

- **Schools**
- **Library**
- **Public Safety**
- **Water & Sewer**
- **Municipal Offices**

Plans and Initiatives

Town Hall Renovation

Sewer Extension

Pier Study

Boardwalk

Transportation & Circulation

Issues

- Mobility
- Safety
- Accessibility
- Congestion
- Regional transportation
- Economic and environmental impacts

Facilities

- Streets & intersections
- Sidewalks
- Bicycle routes
- Parking
- Bus
- Ferry
- Rail

Plans and Initiatives

Route 110/Route 1A Corridor Study

Salisbury Coastal Trails

Boardwalk

Natural & Cultural Resources

Natural Resources

- Soils & geology
- Surface water
- Groundwater
- Wetlands

Cultural Resources

- Historic buildings
- Historic districts
- Scenic landscapes
- Streetscapes

Plans and Initiatives

Great Marsh

Landscape Inventory

Open Space and Recreation

- Beach
- Parks
- Camping Areas
- Playgrounds
- Trails

Plans and Initiatives

Open Space & Recreation Plan

Harbor Management Plan

Coastal Trails

Boardwalk

Implementation Focus

- **Smart Growth**
- **Land Use Regulations**
- **Town Department Coordination**

The Planning Process

(tentative)

- | | |
|-------------------------|---|
| Spring 2007 | <ul style="list-style-type: none">• Kick-Off & Committee Coordination |
| Summer 2007 | <ul style="list-style-type: none">• Inventory and Analysis• Draft Existing Conditions & Trends |
| Fall 2007 | <ul style="list-style-type: none">• Public Participation• Draft Vision Statement |
| Fall-Winter 2007 | <ul style="list-style-type: none">• Goals and Policies• Implementation Strategies• Draft Implementation Plan |
| Winter 2007-08 | <ul style="list-style-type: none">• Final Master Plan with Targeted Implementation Strategies |
| Spring 2008 | <ul style="list-style-type: none">• Presentation and Review of Final Master Plan |

Getting People Involved and Providing Information

Public Meetings
Cable Television

Newspaper Articles
Newsletters

Website
Email Lists

Talk to your neighbors!



