

APPENDIX C: SALISBURY VILLAGE CHARRETTE

Salisbury Village Charrette

A Vision for Physical and Land Use Regulatory Change

June 1, 2013



Sponsored By:
The Salisbury Planning Board
Salisbury, New Hampshire

Conducted By:
Mettee Planning Consultants
Dover, New Hampshire

Contents:

1. Acknowledgements

2. Creating a Pedestrian Friendly Village Area

- Existing Village Area Conditions
- Public Engagement

3. The Charrette Process

- Pre Charrette
- Charrette Workshop

3. Charrette Recommendations

4. Next Steps

1. Acknowledgments

The Mettee Planning Team

Jack Mettee, AICP
Mettee Planning Consultants

Shannon Alther, AIA
TMS Architects

Roberta Woodburn, ASLA
Woodburn & Company
Landscape Architecture, LLC

Salisbury Planning Board

Douglas Greiner, Chair
Ray Deary
Stacia Eastman
Ann Ross-Raymond
Karen Sheldon
Joe Schmidl

Salisbury Board of Selectmen

Peter Ballou
Joe Schmidl

Salisbury Town Staff

Margaret Warren, Town Administrator
Katy Downs, Administrative Assistant

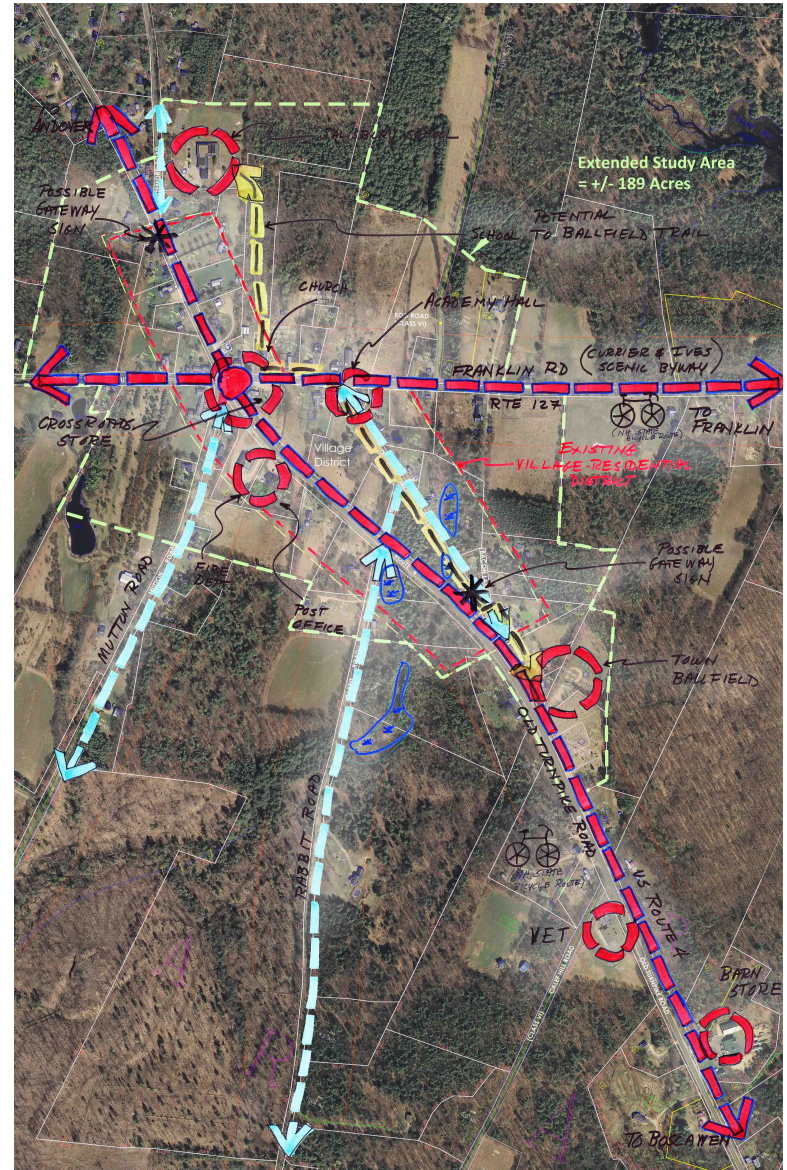
2. Creating A Pedestrian Friendly Village Area

Existing Village Area Conditions — Opportunities for the Future

The Crossroad village area in Salisbury has always been one of the town's primary economic and social centers. In the middle of the 19th century, there were numerous residences and businesses located in this compact area.

Even today this area represents a significant community center comprised of the Crossroads store, Methodist Church, Academy Hall, the fire station and the US Post Office. Not too far from the center are the Salisbury Elementary School to the north and the town ballfield to the south. This thriving village area results in part from the intersections of US Route 4 and NH Route 127 (Franklin Road). Adding to this feature is the fact that Route 4 is a designated NH DOT bikeway and the Salisbury section of Route 127 (and in four other communities) has been designated as the Currier & Ives Scenic & Cultural Byway.

Each of these features can provide opportunities for the future such as a trail connection from the school to the ball field, more economic stimulation from tourists and bicyclists and a vibrant community center.



Citizen Engagement—keep the village character, but make more pedestrian friendly.

At one of the initial community listening sessions as part of Salisbury’s Community Planning Grant, a number of the landowners within the village area turned out to the meeting. In particular, many participants were interested in having a village that would:

- be more pedestrian friendly with a mix of appropriate uses;
- possibly be expanded further along Routes 4 and 127;
- incorporate ways to slow traffic on Route 4;
- provide the possibility of a town green;
- offer opportunities for varied development within the Village District; and
- maintain the historic character of The Crossroads and village area.

A number of participants didn't realize that current zoning would not allow the village area to further develop with this historic character. For example, the current zoning requires a minimum lot size of two (2) acres and front setbacks of 75 to 100 feet from the centerline of the roadway. Currently, a number of lots are less than an acre, and the typical setbacks are 25 to 40 feet. Subsequent to the meeting, Planning Board members came to the conclusion that a successful zoning change in the village area would be aided by some discussion of what makes up “village character”—e.g., retaining the style and character of the buildings, encouraging a more pedestrian friendly environment, etc.



As a result, the Planning Board applied for and received an additional grant to undertake a design workshop or charrette to develop a graphic vision for the village area. This vision could form the basis for amending the town’s land use regulations to encourage greater opportunity for a mix of uses—residential, retail trade, professional offices, and small businesses that would mirror a traditional New England village.

3. The Charrette Process

A major step in preparing this study and coming up with the right set of land use regulations was putting together a daylong “Charrette” or design workshop. This charrette would bring together a variety of design professionals—architect, landscape architect and planner—to craft a graphic vision for what downtown Salisbury could look like in 20-30 years. This graphic vision would complement the written vision for a more pedestrian friendly environment with buildings and public amenities that are consistent with traditional New Hampshire village character.

Pre-Charrette Activities included meetings and interviews

Even before the day of the charrette, the Planning Board and consultant team engaged Salisbury citizens and stakeholders in order to come up with the initial vision and to determine what these citizens “would like to see” in the village area in the future and what they would “not like to see”.

This effort involved meetings and interviews with various groups and individuals including:

- The Board of Selectmen
- The Planning Board
- Town department heads
- Salisbury students
- Senior citizens
- Business owners

Based on these meetings and interviews a picture of what downtown Salisbury could be began to emerge. From all of the comments there were several common themes that included:

More pedestrian friendly

- ❖ Create an atmosphere for walking, talking, eating
- ❖ Sidewalks/paths
- ❖ Park & ride area
- ❖ Connection to Elementary School & town ballfields



Consistent building design/aesthetics

- ❖ Emphasize/conservate historic character
- ❖ Unified building pattern
- ❖ Discourage parking between street and historic buildings, e.g. in front yard

Mix of uses

- ❖ Retail; small shops
- ❖ Restaurants
- ❖ Bed & Breakfast

- ❖ Antique shops
- ❖ Residential
- ❖ Café
- ❖ Tavern

Improve safety on Routes 4 and 127 (Franklin Road)

- ❖ Better speed controls on Route 4
- ❖ Add traffic calming techniques, rotary
- ❖ Safe crosswalks on Routes 4 and 127

Parks; green spaces

- ❖ Town green with gazebo & looped pathways
- ❖ Farmer's market

More, better signage

- ❖ Welcome signs at village gateways for warm welcome to village
- ❖ Consistent with historic village character
- ❖ Better directional signage, e.g. location of important sites, facilities

Cultural activities

- ❖ Arts, music, craft events

The Charrette—converting citizen ideas into a graphic vision for downtown Salisbury

“Charrette” is a term from the French Beaux Arts tradition that involves an intensive, compressed design effort to solve a particular problem. In this charrette, there were design professionals from the fields of architecture, landscape architecture, civil engineering and community planning. As used in this and similar projects in New Hampshire, the design effort is complemented by a rigorous effort to include community ideas and opinions about the problem to be solved. Numerous ideas and opinions that were generated by the citizens of Salisbury came from meetings, workshops and stakeholder interviews prior to the Charrette.



On Saturday June 1, 2013 numerous citizens and the design team met at Academy Hall

for a listening session to kickoff the Charrette. This session last for about an hour and a half. The design team then gathered to discuss how to best capture the themes and ideas from the listening

session in a graphic format. Each team member took on a specific design element representing one of the key themes: connecting the village with other town activity centers such as the elementary school; creating a gateway into the village from Route 4 for vehicles, bikers and pedestrians; making the village center more pedestrian friendly; or visualizing a concept plan for the village with new building/development sites.

Conceptual plans, renderings and project recommendations were then prepared by each of the designers. These were presented to the citizens of Salisbury late in the afternoon.

Section 4 that follows summarizes the vision and recommendations and graphic images resulting from the design Charrette.

4. Charrette Recommendations

Circulation Strategies— aim at creating more pedestrian friendly, safer environment and connecting community activity centers

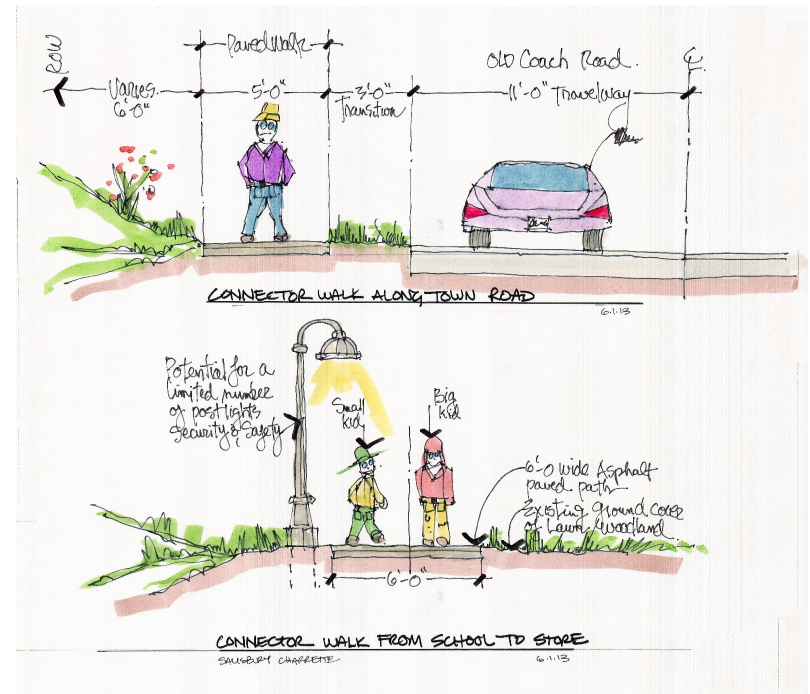
Issues

- Fast moving traffic on US Route 4 especially during summer months
- Safety for pedestrians at/near the Route 4 Route 127 (Franklin Road) intersection.
- Unsafe conditions for pedestrians
- Pedestrian crossings limited
- No safe pedestrian path/trail connecting town activity centers, e.g., school, Town Hall, Crossroads/village area, town ball field

Strategies

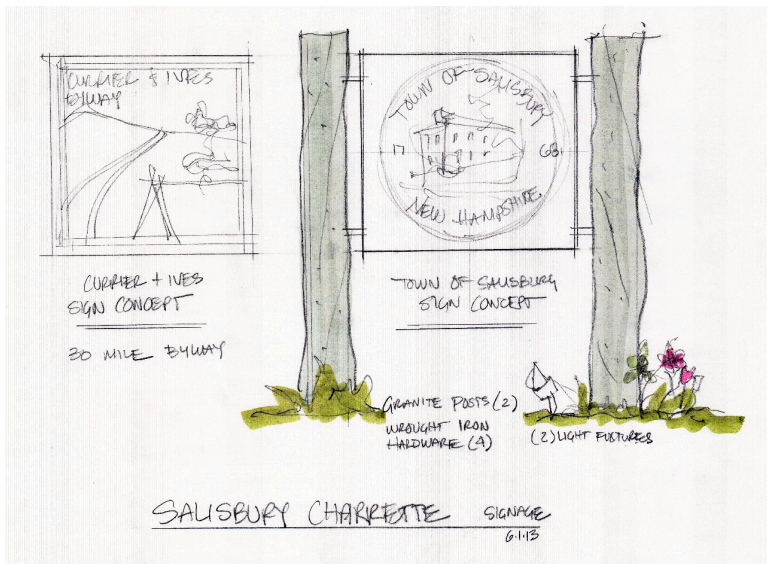
- Create a contiguous trail/path from the elementary school to Crossroads to town ballfield.
- Provide a safe crossing from Crossroads area on Route 4 to Post Office/Fire Station.

- Create pedestrian loop within the village area that could incorporate a new town green and protected paths along Old Coach Road and Route 4.



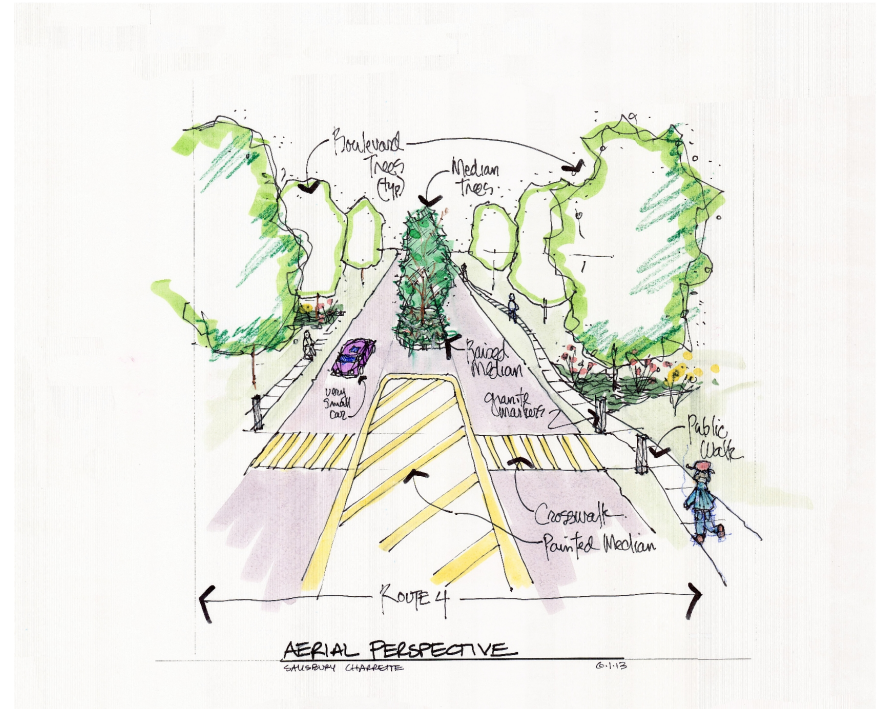
- Provide informal bus stop near the Crossroads for school children pick up.

- Develop a village-type zoning district with design guidelines that encourage a pedestrian atmosphere and opportunities for a village-centered development.
- Create welcoming gateway signs.



- Encourage traffic calming measures on Route 4:
 - ❖ Install striped/painted or raised vegetated islands.
 - ❖ Plant trees along the shoulders.

- ❖ Provide a number of safe & practical crosswalks.



Traffic calming with aesthetic gateway into the village areas from Route 4 going west.

Land Use/Building Strategies—aim to encourage New England village environment

Issues

- Current zoning for village area might lead to high-density multi-family.
- No design standards for buildings.
- No separate design standards for village area.
- Current 2 acre zoning and large setbacks would not allow for a more compact, historic village type environment.

Strategies

- Incorporate town green into village area.



- Enlarge zoning boundary for village district to include some the residential uses on the north side of Franklin Road.
- Modify land development regulations within village district. These might include:
 - ❖ Dimensional standards—building setbacks, heights
 - ❖ Parking standards—require on-site parking to be at side or rear of building.
 - ❖ Sign standards—more compatible with historic village character of Salisbury



Potential Infill Adjacent to Crossroads Store on Franklin Street. Could look over future town green to rear.



Future Village Concept with “Salisbury Green” and potential new “infill” buildings in dark green.

- Adopt design guidelines that affect both the public and private realms and:
 - ❖ promote connections to activity nodes or centers, i.e., trails/paths, etc.
 - ❖ provide visual interest
 - ❖ include a mix of uses—variety of housing, retail, institutional, restaurants, etc.
 - ❖ incorporate architectural elements that reflect the traditional character of Salisbury.

- Adopt landscape guidelines that address:
 - ❖ Pedestrian access and ways
 - ❖ Site furniture
 - ❖ Buffers
 - ❖ Parking areas



- Adopt building design guidelines to encourage consistency of building character through:

- ❖ Roof style; pitch



- ❖ Window proportions



- ❖ Building massing
- ❖ Materials
- ❖ Storefronts

5. Next Steps

- ❖ Put results of June 1, 2013 onto the Website as a Power Point presentation
- ❖ Present Charrette findings to local boards and organizations
- ❖ Work with local businesses and community organizations to:
 - implement simple physical changes in village area, e.g. gateway signs, light pole banners, flower beds
 - work with-village center landowners to create pedestrian friendly village walkways and informal school bus stop location
- ❖ Work with Planning Board to amend current Zoning Ordinance regarding Village Retail District and Site Plan Review Regulations. These should encourage:
 - Pedestrian friendly environment,
 - Multiple uses with building massing that is consistent with current building size and form,
 - Dimensional standards consistent with current traditional village layout,
 - Limit height of buildings to 3 stories,
 - Allow for flexible parking arrangements,
 - Encourage architectural consistency – windows, roof pitch, facades, etc., and
 - Context sensitive signage.