

SA LISBURY

Business Park: Designated a Local PDA

Land Use: The Salisbury Business Park comprises 151.2 acres in the Town's northwest quadrant. It is also known locally as the Fanaras Industrial Park. Zoning is Industrial (I) which allows by-right the following: light industry, food processing, chemical warehouse, automobile repair, sales, and service, professional and business offices, research and development laboratories, and wholesale trade and distribution. Uses not allowed include: housing, department stores, motels, gas stations, restaurants, and retail stores. Key dimensional and density maximums include a 40% lot coverage and a 40' building height. The PDA is well buffered from existing low-density residential properties by undeveloped, wooded land on the east and southeast, and by the Interstates 95-495 interchange on the west. Current PDA uses are well established and include warehousing/distribution; construction, wholesalers, and light manufacturing.

Infrastructure: The Town reconstructed Rabbit Road in 2009, installing new water and sewer service to this area which is vital for future growth of this economic development area. DSL Internet service is available in the Town; broadband availability varies. National Grid provides natural gas service to the community.

Access: The Business Park PDA has excellent local, state and interstate roadway access. It is located on Rabbit Road and Faranas Drive, abutting the interchange of Interstates 95 and 495. U.S. Route 1 is within one mile to the northeast, and State Route 286 is .50 miles north via Rabbit Road to Main Street. The Merrimack Valley Regional Transit Authority Route #51 (Haverhill-NECC-Merrimac-Amesbury-Newburyport) provides weekday and weekend bus service to stops at Port Plaza and at the Stop & Shop on Elm Street (Route 110), approximately .75 mile south of the PDA.

Reconstruction of Route 110 in Amesbury, completed in 2011,, improved access to the site from the south via Rabbit Road. Improvements to Route 1 between Salisbury Square and the New Hampshire State Line are in the preliminary design phase. The Town, regional and state officials have also considered potential intersection improvements for Route 286 at the PDA's northern end. As roadway access is generally very good, no new or expanded roadways are proposed.

Environmental: Wetlands comprise 23 acres (15%) of the PDA. None of the PDA lies within a 100-year floodplain.

Recommended Strategies: The Town of Salisbury's 2008 Master Plan targets the Business Park PDA as a locus of commercial business growth. MVPC supports the Town's plans for further economic growth in this PDA.

Gateway Site: Designated a Local PDA

Land Use: At 3.92 acres, this site is zoned r Commercial (C) and is presently developed as a retail site. Zoning allows for single-family and mobile home residences, automobile repair, sales, and service, carwashes, department stores, product assembly, professional offices, restaurants, and retail stores - all by-right. Accessory apartments are allowed by special permit, as is raising of livestock, food processing, lumberyards, and self service gas stations. Multifamily residences and light industry are not permitted.

Infrastructure: Town water and sewer services are available. Some properties in the area are served by private sewer. The Town's water supply is interconnected with the Towns of Amesbury, MA and Seabrook, NH for emergency purposes. DSL Internet service is available in the Town; broadband availability varies. National Grid provides natural gas service to the community.

Access: The site forms the southwest corner of the Route 286 (Pike Street) and Route 1 (Lafayette Road) intersection. This site is well connected to Routes 1, 1A, Interstates 95 and 495. Local streets adjacent to the site are in good condition. No public transportation or freight rail service operates in the vicinity of the site. Bicyclists and pedestrians share existing area roadways.

Environmental: No wetlands, 100-year floodplain or Rare Species Habitat exists to limit development.

Recommended Strategies: This site's regional visibility requires a strong and positive statement that reflects the community's history and future vision, while meeting current economic needs. Consideration of the use of "form based code" should be considered.

Salisbury Beach Center: Designated a Regional PDA

Land Use: This 119-acre PDA is a unique community asset. It is the entrance to Salisbury Beach State Park and the commercial/entertainment hub at Salisbury Beach. Its historic recreation and amusement park attractions feature fewer amusements than in the past but the Center still retains a lively atmosphere in the summer months.. Beachgoers and residents patronize several eating/drinking establishments, small-scale retailers, recreation amenities and an adult entertainment venue. Seasonal and year-round beach residences are located on the north and south of this PDA, while grassy marshlands surround the PDA on the west.

Salisbury Beach Center is zoned Beach Commercial (BC) which permits a wide variety of residential and commercial activity. It is also subject to a special overlay district comprised of three distinct sub-districts. The overlay district is intended to promote mixed-use development, and allows for building heights of 65'. Development is subject to design review. Special permits are required for: accessory apartments, adult entertainment, motorcycle sales/service, laundromats, marinas and nursery schools. Densely developed lots characterize this PDA; buildings frequently cover up to 100% of their sites, and a 35' building height maximum (underlying BC zone) applies. Few of the structures in the PDA are multi-story.

Infrastructure: Salisbury Beach Center has Town water and sewer services. The Town's water supply is interconnected with the Towns of Amesbury, MA and Seabrook, NH for emergency purposes. DSL Internet service is available in the Town; broadband availability varies. National Grid provides natural gas service to the community.

Access: Beach Road (Route 1A) is the principal roadway connecting the PDA with the Town. Route 1A connects to New Hampshire on the north and Newburyport to the south. North End Boulevard, Old Town Way and Central Avenue provide roadway access to the northern section of the Beach, to other Town points, and to Seabrook and Hampton Beach in New Hampshire. MVRTA Route #83 (Salisbury Beach/Hampton Beach) operates weekdays and Saturdays on Route 1A with one stop at the Center. Bicyclists share existing area roadways; a pedestrian sidewalk runs on one side of Beach Road to/from the PDA, and there are sidewalks within the PDA. Truck freight deliveries to local businesses are permitted; no other freight operations are permitted.

Environmental: The PDA abuts land classified as salt marsh, wetlands and barrier beach. Approximately 66 acres (55%) are classified as wetlands, and 99 acres (approximately 84%) of the PDA are within a 100-year floodplain.

Recommended Strategies: MVPC supports the Town’s 2008 Master Plan goals for Salisbury Beach; the Town’s Beach Betterment and its Beach Partnership, and the Salisbury Chamber of Commerce’s efforts to retain important assets while providing for new growth and tourism. The surrounding natural environment is the PDA’s greatest economic development asset. Federal and state agencies will do their part; and the Town is moving in a complimentary direction. However, MVPC finds that this PDA’s zoning may be somewhat fragmented and weak. The zoning should be upgraded to insure all development that takes place in this area conforms to the community’s vision. The community has raised concerns about “unwanted” businesses in this area, but the question of whether current zoning is consistent with community goals remains. MVPC supports the Town’s Zoning Review Committee’s ongoing work on this issue.

Redevelopment Zone: Designated a Regional PDA

Land Use: This 190-acre PDA on the western edge of the Town straddles Interstate 95 south of Baker Road and the Business Park PDA. It abuts Interstate 495 and the town of Amesbury’s “Golden Triangle” on the west. An inactive Boston and Maine Railroad right-of-way forms the southern boundary. Undeveloped wooded areas buffer the PDA from single-family residential properties to the north and east.

The PDA is zoned Commercial IV (C-4) east of I-95 and is zoned Office Park (C-3) west of I-95. The C-4 district allows single family homes, mobile homes, professional office buildings, and distribution facilities by-right. Not permitted are retail stores, restaurants, hotels, light industry, and multi-family dwellings. The C-3 district allows professional office buildings, research and development, restaurants, retail stores, and product assembly by right. No housing is permitted. Hotels and light industry are allowed by special permit.

Infrastructure: Public water and sewers now serve this PDA site.. The Town’s water supply is interconnected with the Towns of Amesbury, MA and Seabrook, NH for emergency purposes. National Grid provides natural gas service to the community. DSL Internet service is available in the Town; broadband service varies. The Town constructed a new municipal water and sewer service on Rabbit Road within this PDA. As with the Business Park PDA to the north, this \$4.9 million investment will enable the Redevelopment Zone to reach its development potential.

Access: The Redevelopment Zone PDA has direct access to State Route 110 via Rabbit Road. Route 110 connects to Interstates 95 and 495 within one mile of the PDA. The Merrimack Valley Regional Transit Authority Route #51 (Haverhill-NECC-Merrimac-Amesbury-Newburyport) provides weekday and weekend bus service to stops at Port Plaza and at the Stop & Shop on Elm Street (Route 110), approximately .25 mile south of the PDA. Bicyclists and pedestrians share existing area roadways. Freight rail service is not available.

Environmental: Wetlands comprise twenty-six acres, or 22%. No 100-year floodplain, rare species habitat or other site environmental factors are documented.

Recommended Strategies: This PDA’s development potential is directly related to its location adjacent to I-495 and I-95. MVPC applauds the Town’s efforts and the Town achieved an important goal by creating the new C-4 zoning district on Rabbit Road, and extending sewer service to serve this new district and the existing industrial district. The Town should continue to encourage business development in the most suitable areas.

Salisbury Village: Designated a Regional PDA

Land Use: Salisbury Village comprises approximately 24 acres at the community’s geographic center. It is the Town’s traditional civic focal area and hosts several municipal office functions, institutional uses (churches), and historic structures. The area is zoned Village Center District (VC) and encourages redevelopment and infill development in the Salisbury Square area in a manner that promotes compact building form, protects and enhances the value of land and buildings and provides for a variety of businesses and residential uses. The VC district establishes distinctive dimensional and design standards that reinforce and enhance the traditional architectural styles and historic development patterns evident in the district.

Infrastructure: Public or private water, and Town or private sewers serve the Village. The Town’s water supply is interconnected with the Towns of Amesbury, MA and Seabrook, NH for emergency purposes. The Town is seeking funds to upgrade the water distribution system in the Village Center. They wish to remove and replace existing water mains on Elm Street, Bridge Road, and Park Street, and to install a new water main on School Street. National Grid provides natural gas service to the Town. DSL Internet service is available in the Town; broadband service varies.

Access: The Village is situated at the junction of U.S. Route 1, Route 110, Beach Road (Route 1A) and several local roads. MVRTA Route # 83 travels through the Village but runs express from points west to Salisbury Beach; no stops at present. Rail infrastructure is inactive; existing rights-of-way are proposed for trail use. Bicyclists presently share use of local roads; pedestrian sidewalks surround the Village, and are being extended in connection with various improvement projects.

Environmental: Less than 1% of the Village is classified as wetlands. No other environmental resources are inventoried.

Recommended Strategies: MVPC supports the Town’s efforts to improve traffic circulation and add bicyclist/pedestrian amenities at this location. MVPC also supports the Town’s efforts to upgrade the water distribution system in Salisbury Square and to redevelop into housing the Brownfield sites at 29 Elm Street and the abandoned Spaulding School. The Town has also invested in its Town Hall, and in other civic structures.