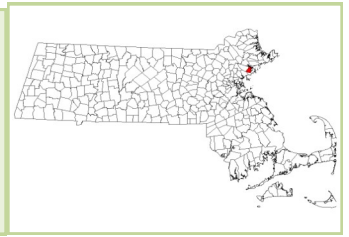


# Salem— Jefferson at Salem Station



**Site Details:** 14.2 acres, 285 apartment units  
**Zoning:** commercial and residential, Planned unit development (PUD)  
**Funding:** Private developer  
**Date(s):** 2000-2002

**Goals:** site revitalization, provide housing to downtown district



The Jefferson at Salem Station development, 2011.

## Background

In 1991, when Hasbro, a successful board game manufacturer, moved its location from Salem to East Longmeadow, MA, a large portion of the Salem downtown district became vacant for redevelopment. Opened in 1833, the former Salem Parker Brothers factory was well-known for famous creations such as Monopoly and the Nerf ball, however in 1991 after being sold to Hasbro the factory closed its doors and left the city. The site contained over 14 acres of industrial buildings on the Salem waterfront and the City of Salem took this opportunity to invest in boosting the quality of life and the economy in downtown district.

## Site Development

The City of Salem and Hasbro worked together to create request for proposals but it generated only a handful of bids from developers. Many of the plans submitted by developers were for large scale multi-family housing complexes; however the City wanted to construct a commercial development on site. The City, at that time, was saturated with housing and needed commercial development to bolster its commercial tax base. In the end however, real estate developers JPI Inc. won the bid with plans for a three-story 285 luxury market rate apartment complex. This was among many site revitalization and reuse projects that the City of Salem was embarking on at the time.

## Development Process

Before construction of the project could begin the developer went forward with the regulatory process for a Planned Unit Development (PUD). Because the factory was located on land that was zoned industrial and commercial, the PUD application was necessary to provide an overlay district that would allow for more flexible mixed use developments. This would allow developers to skirt the existing zoning requirement, and to explore a variety of building types, including residential. In accordance with State Chapter 91 Law, which preserves and promotes public usage



Aerial view of the site, before and after, 2011.



Large scale parking lot on site, and upgraded urban design for waterfront access, 2011.



View of the Jefferson development and the downtown district, 2011.

### **Healthy Environment**

As part of Chapter 91 State law, facilities for public access to the waterfront were provided as part of this development. Walkways and access points were added to the site near the waterfront as well as parking spaces for public use.

### **Contact Information**

For more information about Jefferson at Salem Station contact Town Planner Tom Daniel at [tdaniel@Salem.com](mailto:tdaniel@Salem.com).

along waterways, the development was required to provide public access and facilities to the adjacent river waterfront. In addition to renovating and constructing walkways and access points to the river waterfront, additional parking spaces were added to the development for public parking. Ironically these parking spaces were created right next to the Salem Commuter Rail Station; only steps away from the development. Although the development could have boasted other aspects to make it well rounded as a smart growth site, such as affordable housing and mixed use, its location is within close proximity to the commuter rail station and downtown center; allowing people to walk, to run errands, and making it easier to hop on public transit.

## **Jefferson at Salem Station and MetroFuture Goals**

### **Community Vitality**

This development is among many projects that the City of Salem is embarking on in their downtown revitalization district. It helps to bring more housing to the district and supports downtown businesses and local economy.



The Salem Commuter Rail Station is located steps away from the development, 2011.

*“Since the 80s, Salem had policies in place to support residential downtown. Jefferson’s 285 housing units has been transformative in bringing more people downtown and helping to make the downtown a more vibrant and active place throughout the day and night.” -Tom Daniel, Economic Development Manager, Salem*