

SHETLAND PARK

SALEM, MA

COMMUNITY BENEFITS MEETING
SEPTEMBER 30, 2025



AGENDA /

- 1 INTRODUCTION** - PATRICK SCHMIDT/AVISON YOUNG (5 MIN)
- 2 SHETLAND PARK OVERVIEW** - ANDREA BRUE/ARROWSTREET (5 MIN)
- 3 COMMUNITY BENEFITS** - PATRICK SCHMIDT/AVISON YOUNG (10 MIN)
- 4 COMMUNITY ENGAGEMENT & CANVASSING** - GREG LANE/NEXTGEN (15 MIN)
- 5 QUESTIONS / COMMENTS & BREAKOUT SESSIONS**- PATRICK SCHMIDT/AVISON YOUNG (15 MIN)

SHETLAND PARK OVERVIEW

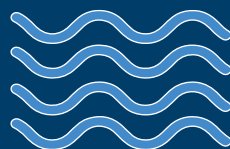


PROJECT OBJECTIVES

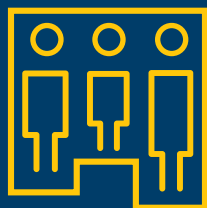
SHETLAND PARK MASTER PLANNING



A RECONNECTED NEIGHBORHOOD



A VIBRANT WATERFRONT ASSET



A VISION FOR GROWTH AND RESILIENCY

SHETLAND PARK PROPOSED PROGRAM

- Environmental and Infrastructure Improvements
- Community Structures
- Affordable & Market-rate Residential Apartments
- 1 million square feet Commercial Space
- Hotel
- Salem Academy Charter School
- Parking Facilities



COMMUNITY BENEFITS

HOUSING CREATION

- Advancing City's housing goals with production of mixed-income housing
- Creating hundreds of new affordable homes to help meet the needs of community residents
- Providing new high-quality, energy efficient units
- Giving local preference to Salem residents



JOB CREATION & ECONOMIC DEVELOPMENT

- Generating thousands of permanent jobs
- Generating thousands of construction jobs
- Shetland Park job recruitment channels for Salem residents
- Providing opportunities for locally-owned businesses



ECONOMIC DEVELOPMENT FOR SALEM

- Contributing millions in annual new tax revenue to the City once fully built
- Unlocking millions of state funding through 40R payments to the City
- Introducing new, innovative job sectors to Salem



NEW PARKS & PUBLIC SPACES

- Transforming parking lots into over 10 acres of stunning open green space
- Connecting the neighborhood to a publicly accessible waterfront for first time in hundreds of years
- Creating opportunities for recreation, relaxation, and community gatherings



TRANSPORTATION & PARKING

- Improving pedestrian safety for the neighborhood
- Implementing multi-modal transportation
- Continuing site access parking for Point Neighborhood residents



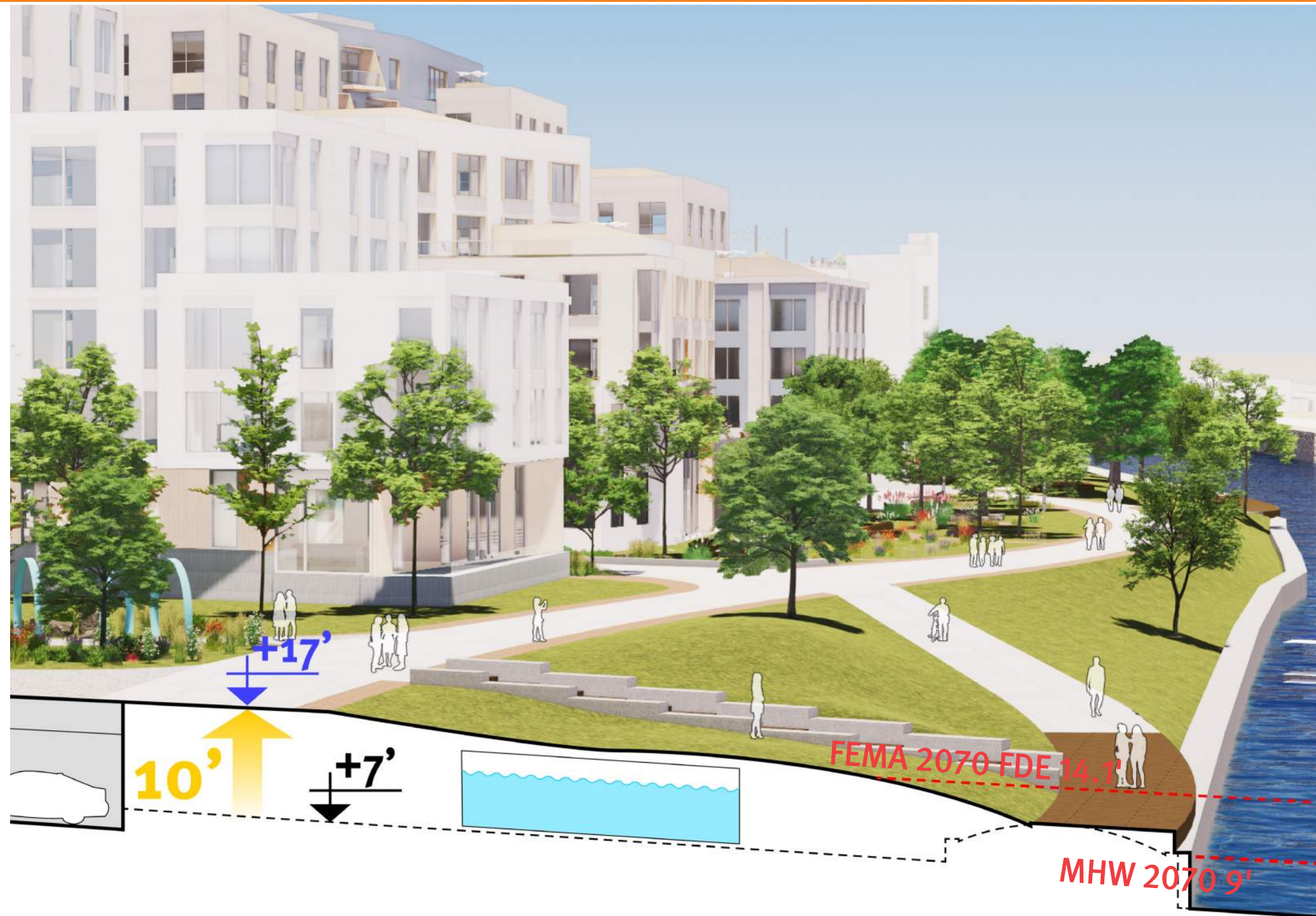
CIVIC ENGAGEMENT & COMMUNITY SPACES

- Incorporating public art site-wide through partnerships with local groups
- Providing indoor and outdoor community spaces for events, neighborhood markets, and cultural programming



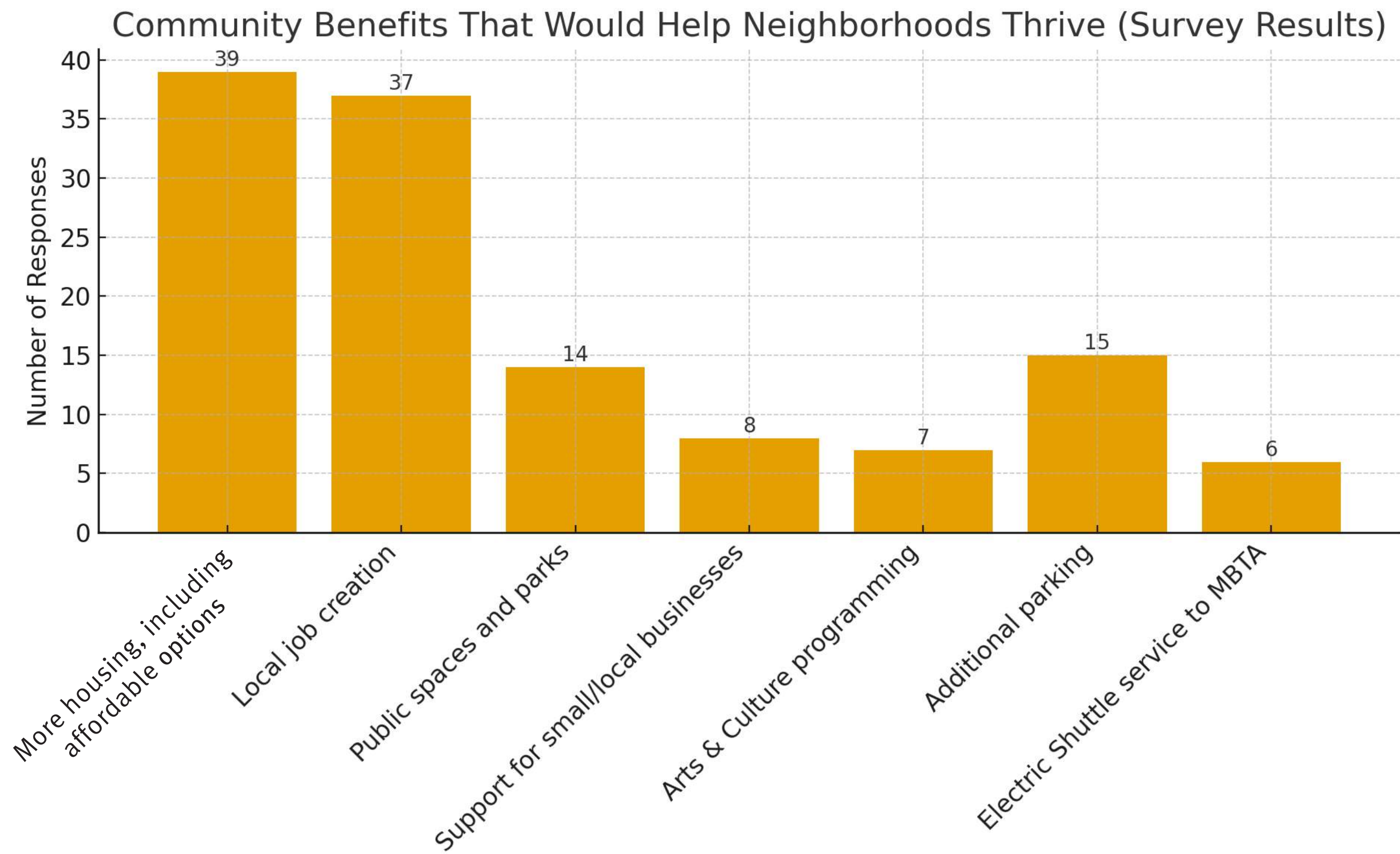
SUSTAINABILITY & RESILIENCY

- Raising the finish grade above the 2070 FEMA flood design elev.
- Reducing impacts from storm surge and flooding
- Improving the natural environment
- Reaching beyond code requirements



COMMUNITY ENGAGEMENT & CANVASSING

CIVIC ENGAGEMENT & COMMUNITY



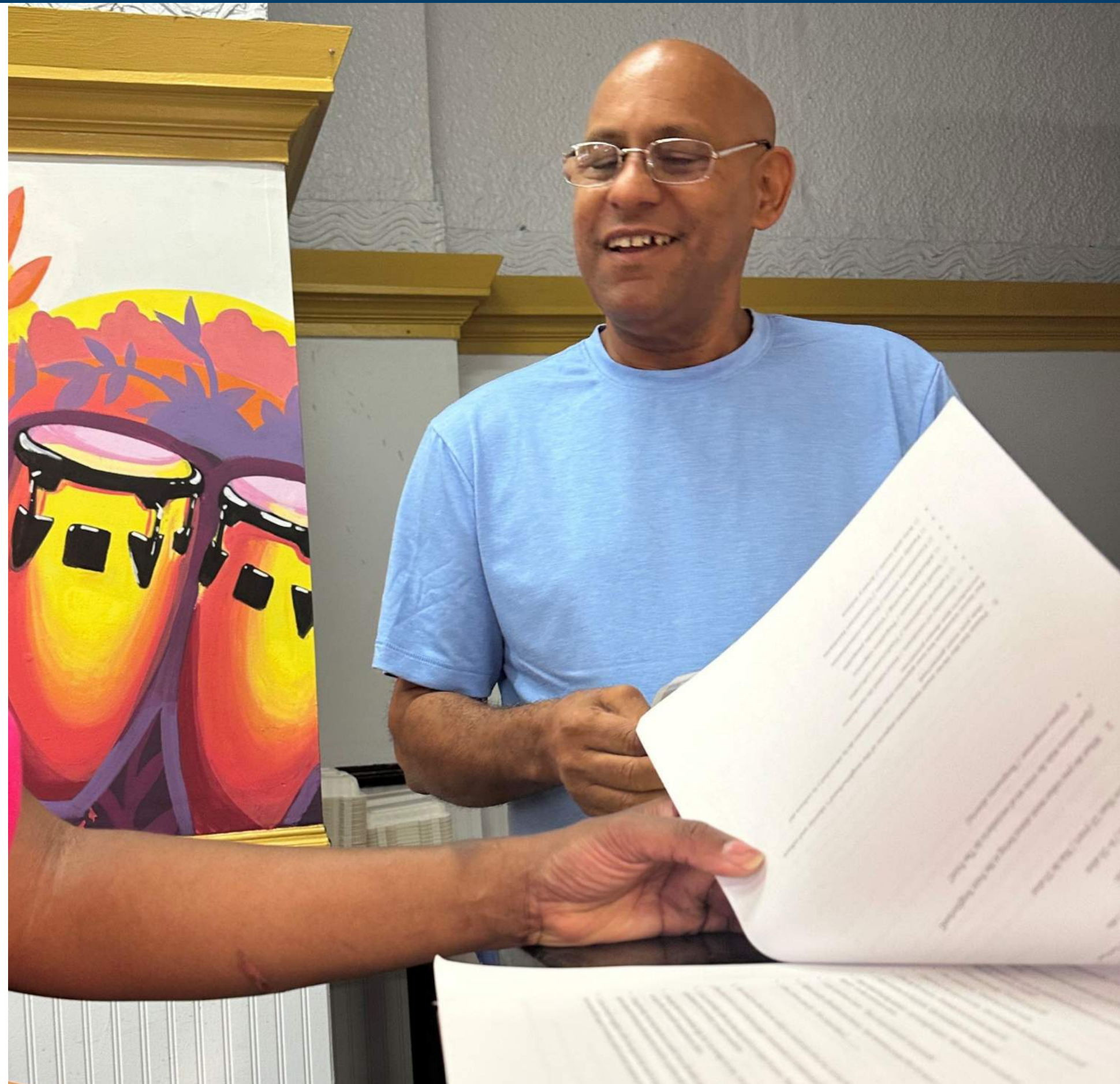
CIVIC ENGAGEMENT & COMMUNITY

- Part of an ongoing, bilingual community engagement process for residents to shape the future of their neighborhood
- Committed to strengthening the Point neighborhood and ensuring that Shetland Park's redevelopment delivers lasting benefits
- Goal is to create a development that is connected, inclusive, and community-centered
- To date, spoken with more than 40 residents and business owners, with feedback that is directly informing project planning and priorities
- Long-term residents emphasized neighborhood's character and people are its greatest assets



CIVIC ENGAGEMENT & COMMUNITY

- Heard from a diverse cross-section of the community—highlighting shared priorities around stability, affordability, and preserving neighborhood identity
- Local businesses view positive opportunities and shared concerns on the Shetland Park
- Recurring themes include affordable housing, jobs, and maintaining a neighborhood where residents can thrive without being displaced
- A shared sense of optimism that Shetland Park's redevelopment can help strengthen The Point while respecting the neighborhood's history and culture
- Canvass ensures that community voices are front and center in the redevelopment process



QUESTIONS & COMMENTS
BREAKOUT SESSIONS

