

# Salisbury Village Planning Study

Wayfinding and Sense of Place in the  
Village Center



Engineering  
& Design

**February 2024**

Prepared for:

Planning & Zoning Commission  
Town of Salisbury  
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## 1.0 Introduction

### A. Purpose

The Town's Planning and Zoning Commission recognizes the need for long term planning and a new vision for enhancing Salisbury Village Center, which this study provides. The Salisbury Village Planning Study (hereinafter referred to as the SVPS) is a complimentary extension of the Lakeville Village Planning Study (June 2023) conducted by Colliers Engineering & Design (CED).

Salisbury Village has evolved over time. The numbers and types of users warrant thoughtful planning efforts to review the existing zoning codes, enhance accessibility, and improve parking and circulation. The planning of several affordable housing developments within the Village makes this study of immediate importance.

Much like Lakeville Village, Salisbury Village is bisected by Routes 41 and 44, which serve as the Main Street of these villages as well as part of a regional highway. The present Salisbury Village offers a mixture of commercial, professional, and residential uses. It is home to anchors including the Town Hall, Scoville Memorial Library, LaBonne's Market, the White Hart Inn, two churches, one bank, and a U.S. Post Office.



*Main Street Looking North*

## B. Study Area

For the purpose of this study, the Library Street/Factory Street intersection with Main Street (Routes 41/44) was treated as the southern boundary of the Salisbury Village Center (SVC). The northern boundary was the divergence of Routes 41 and 44 at the White Hart Inn. The SVC includes properties fronting both sides of Main Street and extends on the eastern side to Railroad Street. The SVC does not extend beyond the frontage properties on the western side of Main Street. The orientation of this portion of Route 44/41 runs mainly in the north/south direction. For ease of explanation, this plan will reference this orientation.

The planning of several affordable housing developments resulted in this study's expansion to include consideration of the Pope Property and Trotta Field to the south, the Highway Department, and access to potential development properties to the east and northeast of the Village Center.





Exhibit 1. Original Study Area (left) and Expanded Study Area (right)



### C. Earlier Planning Efforts

A number of planning efforts have been conducted for the Village over the years. These include but are not limited to:

1. A Concept Study - Village Principles sketch from the 2012 Plan of Conservation and Development (created by Judy Swanson, Landscape Architect while serving as a member of the Planning & Zoning Commission)
2. The Market Place of Salisbury, Phase I Improvements, by Okerstrom – Lang Landscape Architects (2013)
3. Salisbury Design Concepts, May 23, 2018, (developed by environmental, planning, and engineering consulting firm AKRF under direction of the Board of Selectmen) consisting of analysis and recommendations on study parameters including:
  - Vehicular and Pedestrian Gateways
  - Improving Visibility and Pedestrian Safety at Main and Academy Streets
  - Bike Trail Connections
  - Creating a Pedestrian Gateway from Main Street
  - Boulevard Concept
  - Town Plaza Concept
  - Improved Parking and Circulation
  - Townhouses
  - LaBonne’s Expansion
4. Pope Property and Trotta Field Concepts (developed by FHI Associates under direction of the Pope Land Design Committee)
5. Railroad Street extension conceptual development plans in support of the proposed affordable housing project at the northern terminus of Railroad Street

In preparing the SVPS, Colliers reviewed several prior studies. Where appropriate, relevant information and recommendations from those studies were incorporated into the SVPS. While a number of prior studies considered the Main Street commercial corridor and the immediate area around LaBonne’s Market, none have comprehensively explored connections to the geographical area encompassed by the SVPS.

### D. Community Engagement

While a substantial amount of data was collected from the community during the Lakeville Village Planning Study that is pertinent to this study of the Salisbury Village Center, additional context was gained by meeting with a number of property and business owners of this study area. A Focus Group meeting was convened as well as one individual stakeholder

interview and several follow up communications. In respect of the time commitment being provided by participants, all meetings were held virtually.

A Stakeholder List was provided by the Town. In addition to property and business representatives in and around the center, invitations to provide input went to the library, two houses of worship, the Salisbury Association, the Salisbury Affordable Housing Committee and the Salisbury Economic Development Committee. Of the 18 representatives invited, 10 attended the Focus Group meeting. A separate meeting was held with the owner of LaBonne's Market. An explanation of the five main study parameters along with discussion questions was provided in advance of the meetings to foster dialogue about how the center operates and what improvements might be warranted.

Comments received during engagement of the stakeholders include the need for:

- Additional bicycle racks
- Wayfinding signage to inform visitors of businesses and services, and location of the courtyard, internal to The Market Place from Main Street and the Rail Trail
- Wayfinding signage to inform hikers on the Appalachian Trail of provisions and services available in Salisbury
- Courtyard enhancement to provide better gathering spaces including additional seating
- Unification of street furnishings including benches, seating, planters, signage, etc.
- Public restrooms
- Vehicular circulation improvements, possibly a one-way loop and/or mini roundabout
- Additional parking

Participants also provided information about the timing and manner of deliveries, peak usage based on seasonality, how shared parking currently takes place and how parking occurs during major events.

The Market Place of Salisbury, Inc., established in the 1970s, is a property owner and developer of a large part of the SVC. This includes 22 Academy Street, home of the anchor grocery store LaBonne's Market. When LaBonne's moved to its present-day location from the west side of Route 41/Route 44, greater pedestrian connectivity to Main Street was deemed essential. In response, a walkway and courtyard were designed in the early 2010s (as noted on the plan entitled "Phase I Improvements to link to LaBonne's" by Okerstrom – Lang Landscape Architects). The intent of this design was to allow Main Street pedestrians to easily access businesses located within the interior of The Market Place development while creating a sense of place.



A subsequent study entitled “Salisbury Design Concepts” (developed by AKRF) and dated May 23, 2018, shows reconfigured parking and circulation within The Market Place with options for expanding the footprint of LaBonne’s Market. While none of the recommendations from the concepts appear to have been implemented, these were good ideas to improve visibility, and add artwork and bicycle-friendly features. A copy of this plan is included in the addendum.

The old CNE Railroad bed runs north south through the village center but is not well defined within the SVC. The SVPS, recommends formalizing connections with the existing Rail Trail. The railroad right of way is open space with potential to accommodate combined pedestrian and vehicular access in specific areas. Improvements to Railroad Street and the Rail Trail within the SVC would contribute to village vibrancy.

## 2.0 Study Parameters & Recommendations

The SVPS seeks to stimulate the local economy by encouraging uses and public spaces that serve the everyday needs of the entire community. Simultaneously, the SVPS makes recommendations for the provision of multimodal circulation, enhanced accessibility, and improved aesthetics. Ultimately the goal of the SVPS is to create a vibrant village core by developing a Concept Plan (Exhibit 2) focused on three (3) main factors:

1. Vehicular circulation on the existing streets and rights-of-way
2. Pedestrian infrastructure and ADA accessibility
3. Creation of enhanced and new public open spaces

Recommendations to bring greater synergy between the existing and future uses of the Salisbury Village Center as well as to define a unified design aesthetic are arranged in four categories. These recommendations aim to create a sense of place, attract a larger clientele for businesses, and improved safety for all forms of mobility.

- A. Zoning
- B. Traffic, Vehicular Circulation and Parking
- C. Pedestrian and Bicycle Circulation, Connectivity and Accessibility
- D. Design Aesthetics

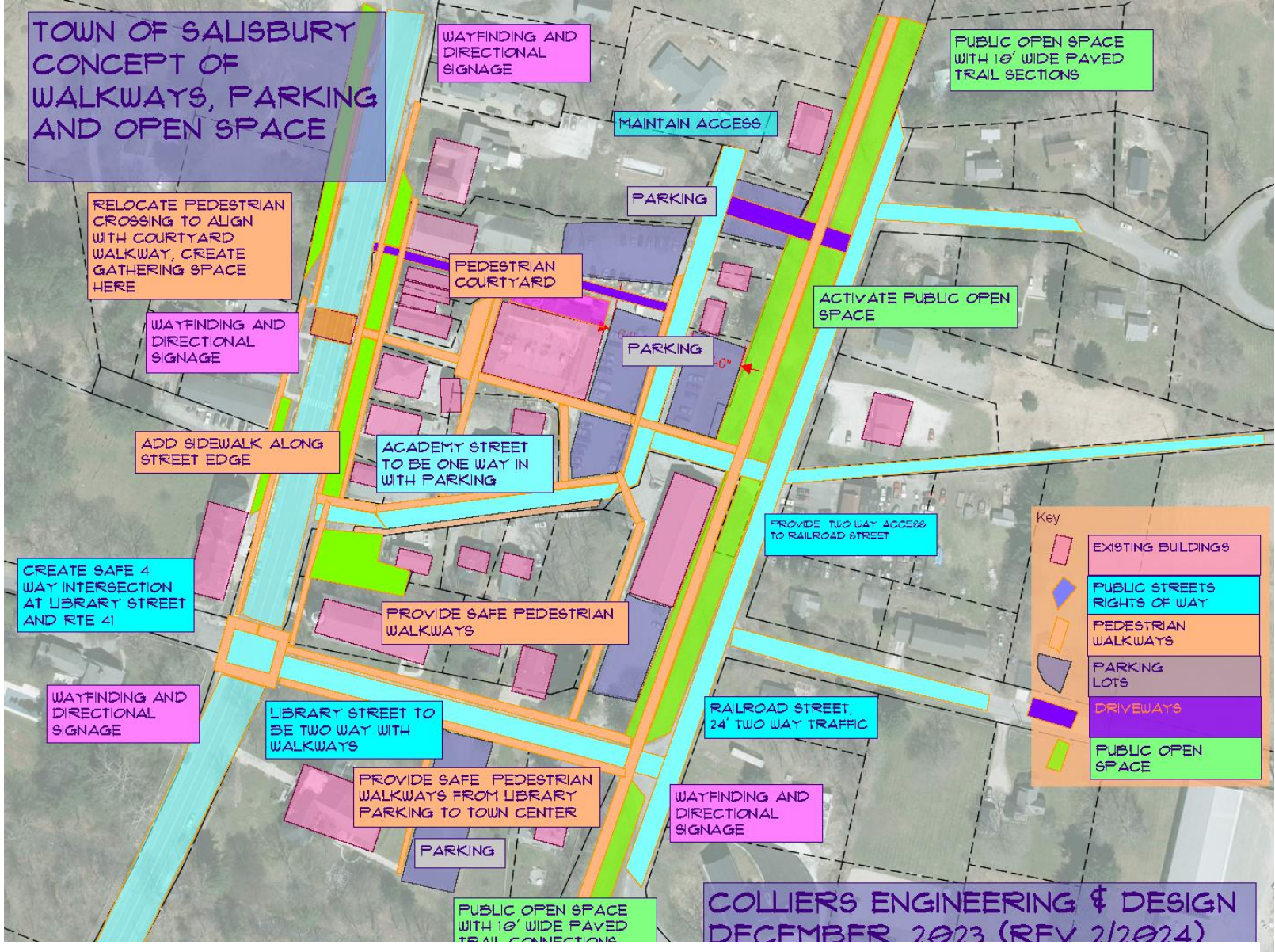


Exhibit 2. Concept Plan



## A. Zoning

Section 222 of the Salisbury Zoning Regulations (dated 07/25/2022) delineates the purpose and uses allowed in the Commercial (C-20) and General Commercial (CG-20) Zones within the Salisbury Village Center area. The C-20 designation encompasses the area on both sides of Main Street to the western side of Railroad Street, and from Library Street in the south to the intersection of Route 44 and Route 41 including the White Hart Inn to the north.

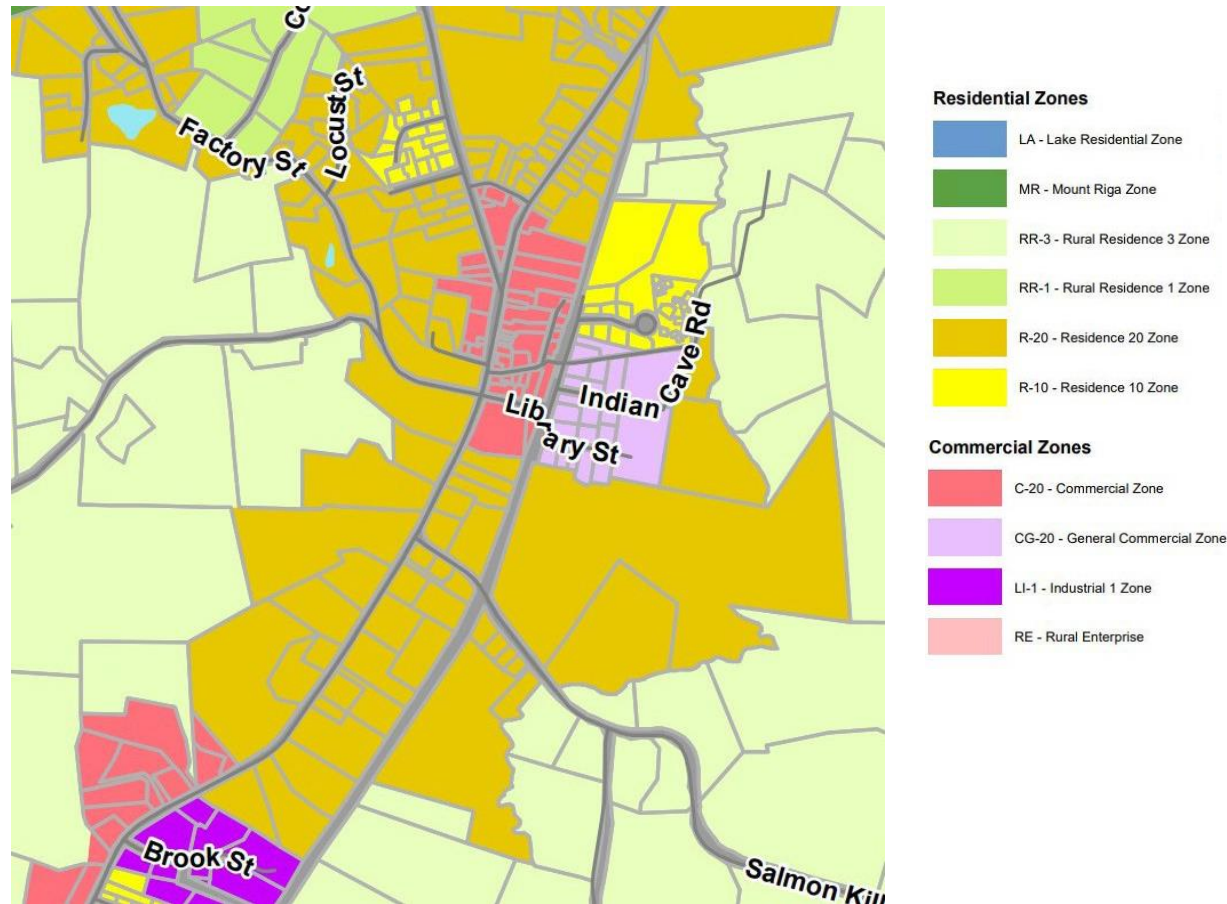


Exhibit 3: Zoning Map Detail of the Study Area



The CG-20 Zone includes the area east of Railroad Street and south of the extension of Academy Street. The Town's Highway Department, accessed from Library Street, is located within this Zoning District. Portions to the north and east of Railroad Street are zoned R-10 Residential, and the remaining perimeter areas are zoned R-20 Residential.

As noted in the Zoning Regulations, the primary purpose of these zones is to provide centralized, compact areas for local retail, office, business and specialized uses and services, accessory residential, and associated parking, pedestrian circulation and landscaping.

Existing uses in the SVC are single family residential, businesses including retail shops and eateries, hairdressing, auto repair, and professional offices such as lawyers and architects. These diverse uses are subject to variable standards for parking, loading, lot coverage, and setbacks. Additionally, some of the existing uses predate current zoning standards and would no longer be permitted today. For example, many buildings along Main Street were constructed before the automobile age and therefore lack on-site parking.

While the Parking and Loading Requirements (Section 703) of the Zoning Regulations allow for Shared (703.6) and Satellite (703.7) Parking by special permit, reliance on these methods inadequately addresses parking needs. Shared use arrangements (based upon an agreement between owners) can be nullified by a change of use or ownership contributing to the deficit of parking in the SVC.

It is recommended that consideration be given to updating the Zoning Regulations in support of the following:

- The Zoning Regulations should be amended to more holistically evaluate parking by considering the overall capacity in the SVC. In addition to what is provided on individual private properties, Zoning Regulations should allow counts that include shared parking, street parking and public parking lots. Provisions to anticipate parking needs as uses change over time should be included.
  - As a complimentary action, the Town should plan to enhance public and shared parking opportunities throughout the SVC. Future planning should examine the utility of satellite parking areas and identify potential locations that should be included in any reassessment of the larger zone.
- The Zoning Regulations need to ensure adequate parking for shoppers, employees, and visitors. The Town should consider developing fees for applicants to be used to develop (via a parking mitigation bank) municipal parking lots (within a quarter of a mile) to serve as low-turnover employee parking. This would be especially important for those properties with insufficient lot area to accommodate parking.

- The C-20 and CG-20 zones should be evaluated to determine if it is possible to combine them, and/or improve the requirements to enhance the overall SVC. One example may be to provide satellite parking in the CG-20 or even the contiguous R-10 and R-20 Zones to accommodate the parking needs of the C-20 zone.
- The Zoning Regulations should consider expanded design guidelines for the entire Salisbury Village Center to encourage a consistent design palette and appearance.
- All uses within the SVC should have requirements for pedestrian walkways, ADA accessibility, landscaping, buffering, fencing, screening, and lighting to provide a consistent and harmonious appearance.
- Where feasible, dwelling units should be located on upper stories in the SVC. The Zoning Regulations should be revised to encourage commercial and retail uses while discouraging office and single family residential.
- The majority of properties are preexisting nonconforming as regards to setbacks and lot coverage. The Zoning Dimensional Requirements should be reevaluated as to their effectiveness in the SVC.
- The Zoning Regulations should include requirements to expand Electric Vehicle Charging Infrastructure in the SVC.

## B. Traffic Circulation and Parking

### 1. Main Street at Library Street/Factory Street

This location is the most logical location for enhanced intersection measures including those listed below:

- Install curb extensions with new pedestrian sidewalk accommodations on all four corners of the intersection.
- Curb extensions should provide at minimum 5 to 6-foot-wide shoulder area along Main Street for bicycle usage along the roadway.
- Provide striped crosswalks on all four intersection approaches. Note, textured materials or brick crosswalks could also be utilized to further differentiate the crosswalk and enhance its visibility.
- Install Double Yellow Centerline and Solid White Stop Bar striping on Library Street and Factory Street approaches.

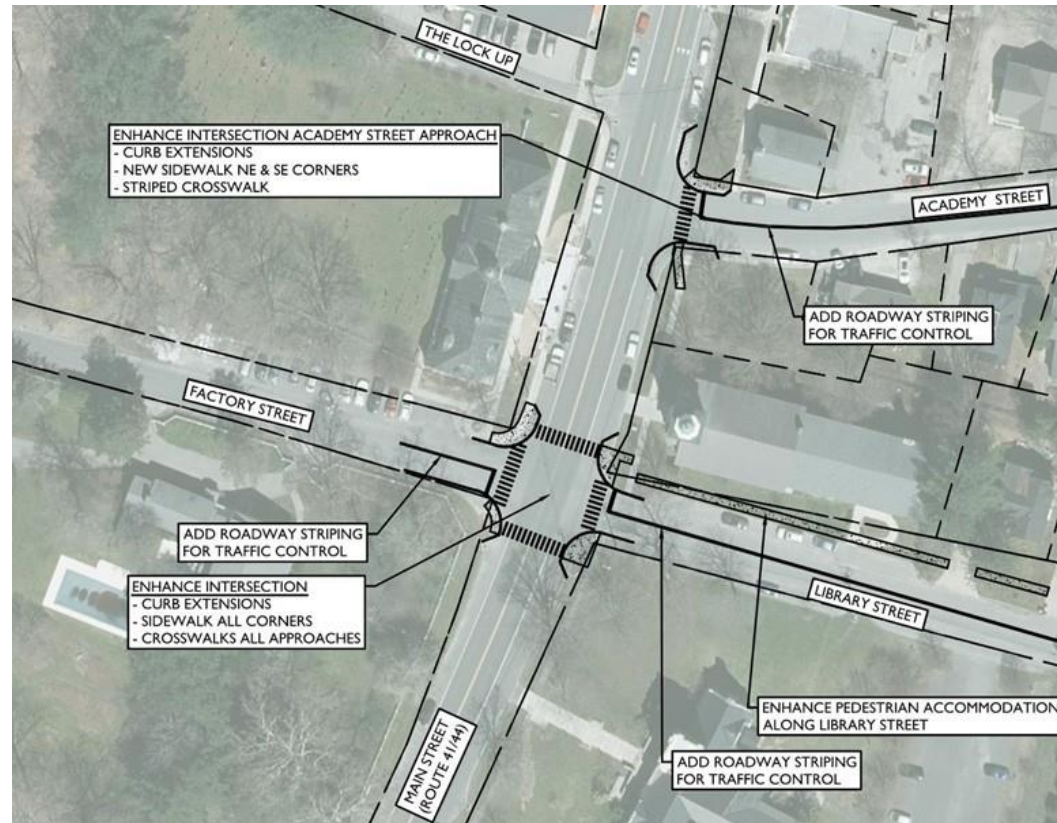


Exhibit 4: Intersection Recommendations

These modifications will designate this intersection as the southerly gateway to the commercial area and slow traffic along this section of the roadway. Sidewalks on the northeast and southeast corners of the intersection do not align well at the Library Street crossing. The proposed modifications would correct this while providing a designated crossing location to potentially improve pedestrian safety.

The intersection should be monitored and evaluated for potential installation of a traffic signal. Currently, traffic volumes at this intersection do not satisfy the traffic volume warrant criteria of the CT DOT. Future development of the Pope property and the Salisbury Housing Committee affordable housing site at 37 Railroad Street, and other potential roadway modifications could change this.

Construction of a roundabout at this intersection was assessed to slow down traffic and create greater ease of movement onto Main Street from the side streets. Based on the information available to CED, it appears significant land acquisitions would be required to achieve a roundabout at this location and therefore, a roundabout was dismissed as an alternative.

## **2. Library Street**

The following recommendations have been identified for Library Street:

- Main Street and the Rail Trail with access to the Scoville Memorial Library parking lot from Library Street.
- Add striping along the roadway to improve traffic control.
- Explore the possibility of a direct pedestrian connection between Library Street and Academy Street. This connection could be made via an upgraded Rail Trail or via a separate sidewalk in another location.

The availability of parking within the Scoville Memorial Library parking lot was noted. However, the connectivity of this parking to other areas of the Village Center is currently poor. Enhanced pedestrian connections to the library parking lot would make this a more viable parking location for Village Center visitors.

## **3. Academy Street**

The following recommendations have been identified for Academy Street:

- Install curb extensions with new pedestrian sidewalk accommodation on Academy Street at Main Street.
- Curb extensions should provide a minimum shoulder width of 5 to 6-foot-wide along Main Street to accommodate bicyclists.
- Install road striping including a double yellow “centerline” and solid white “stop bar” on Academy Street for traffic control.



- Define the pedestrian crossing at Academy Street by providing striping or textured material to resemble brick or stone.
- Improve and formalize the roadway connection between Academy Street and Railroad Street.
- Explore consolidating parking amongst the properties along the north side of Academy Street and reducing the number of curb cuts to the roadway.

The pedestrian crossing of Main Street in the vicinity of Academy Street is considered by many to be an unsafe crossing due to the speed of vehicles along Main Street in this area. The enhancements to Academy Street at Main Street would serve a similar purpose to those noted at the Library Street/Factory Street intersection. Like that location, it was observed that the sidewalks on the northeast and southeast corners are misaligned, offset by 15-20 feet. The recommended modifications would correct this while providing a designated crossing location increasing the visibility and safety of this pedestrian crossing.

Currently, Academy Street connects to Railroad Street via a narrow, poorly defined roadway located immediately north of 15 Academy Street. It is our recommendation that this roadway be formalized to define vehicular circulation in this area and accommodate traffic between Railroad Street and Academy Street. This roadway connection would also support other recommendations further discussed below.

There may be an opportunity to consolidate parking amongst the properties along the north side of Academy Street immediately east of Main Street.

#### **4. Library Street/Academy Street One-Way System Alternative**

As an alternative to the existing circulation pattern, Academy Street and Library Street could be converted to a one-way system, by utilizing Railroad Street as the connecting roadway. Under a one-way configuration, Academy Street would become a one-way eastbound roadway (away from Main Street) with Library Street a two-way roadway (towards Main Street).

This alternative would direct all traffic exiting LaBonne's Market and surrounding businesses onto Library Street. A collateral benefit is the possibility that this additional traffic will warrant installing a traffic signal at the Main Street/Library Street/Factory Street intersection. In addition, the implementation of one-way travel patterns would allow for multimodal travel along Academy Street, including dedicated pedestrian and bicycle paths, as well as additional on-street parking. The width of Academy Street could accommodate angled parking, significantly increasing the parking supply in this area.

## 5. Pope Property

The Pope Property located south of Library Street, north of Salmon Kill Road, and east of the Rail Trail has been identified for the development of up to 64 residential dwelling units and expanded recreational infrastructure.

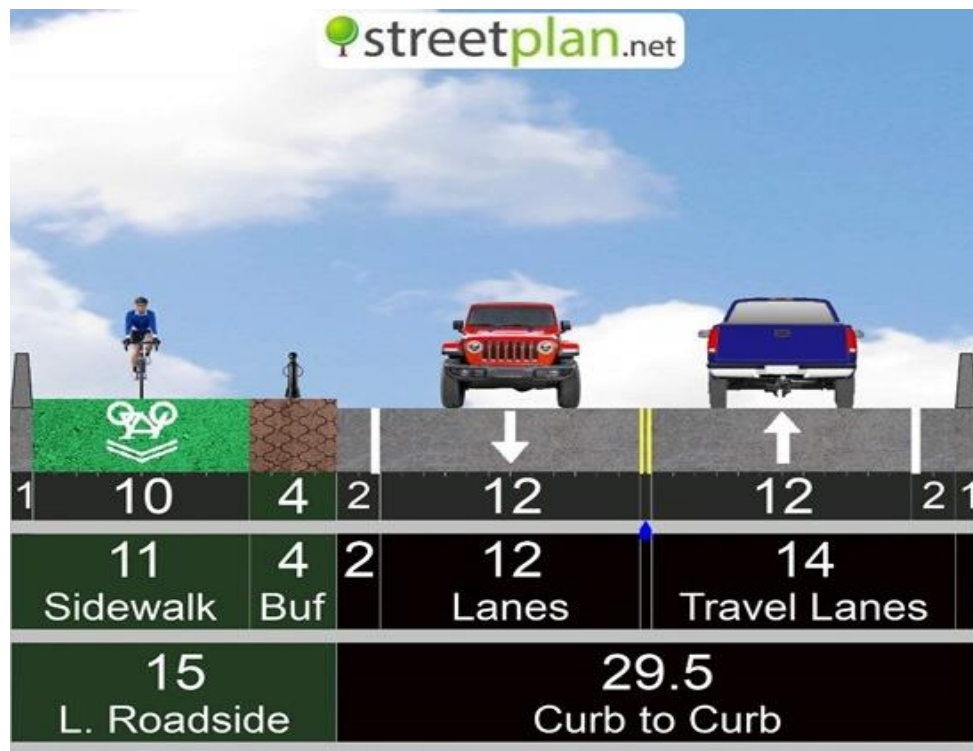
A review of the conceptual designs for future development of the Pope Property indicates access to the property is intended to be from Salmon Kill Road. There is merit to explore the feasibility of access to the Pope Property from Library Street. Trail upgrades including stream crossing improvements between the Pope Property and Library Street are necessary for safety and to accommodate pedestrian and bicycle access between the Pope Property and the SVC.

- **Scenario #1: Upgrade Existing Stream Crossing**

The old railroad bridge at Wachocastinook Brook could be upgraded to serve both vehicular and pedestrian traffic but would need structural testing and design. A conceptual bridge cross section is provided in Exhibit 5 on the following page. This would allow for a singular vehicular travel lane in each direction separated by a buffer area from a 10-foot-wide sidewalk/Rail Trail. Alternatively, oversized, pre-cast box culverts could economically serve as stream crossings.

- **Scenario #2: Create New Stream Crossing**

Alternative access to Library Street via the Highway Department Garage property would require the construction of a new stream crossing. In this scenario, the existing Rail Trail would remain for pedestrian and bicycle use. However, creating a new stream crossing requires permitting and consideration of long-term maintenance.



*Exhibit 5. Conceptual Multimodal Stream Crossing to the Pope Property*

## 6. Salisbury Housing Committee Affordable Housing Property

The Salisbury Housing Committee Affordable Housing property at 37 Railroad Street (Map 56, Lot 56) is currently proposed for development with up to 20 units. Access to the property is through easement over the Rail Trail. Prior to development, access to the site should be carefully considered as it relates to the SVC and the possible expansion and realignment of Railroad Street.

North of the Pope Property, the Rail Trail right-of-way appears wide enough to accommodate both two-way traffic and a pedestrian and bicycle pathway to the Rail Trail’s northern terminus at Route 44 (See Exhibit 6). There may be a need to reduce the buffer space between the roadway and pathway in certain sections, especially approaching the northern most intersection of the Rail Trail right-of-way with Main Street.

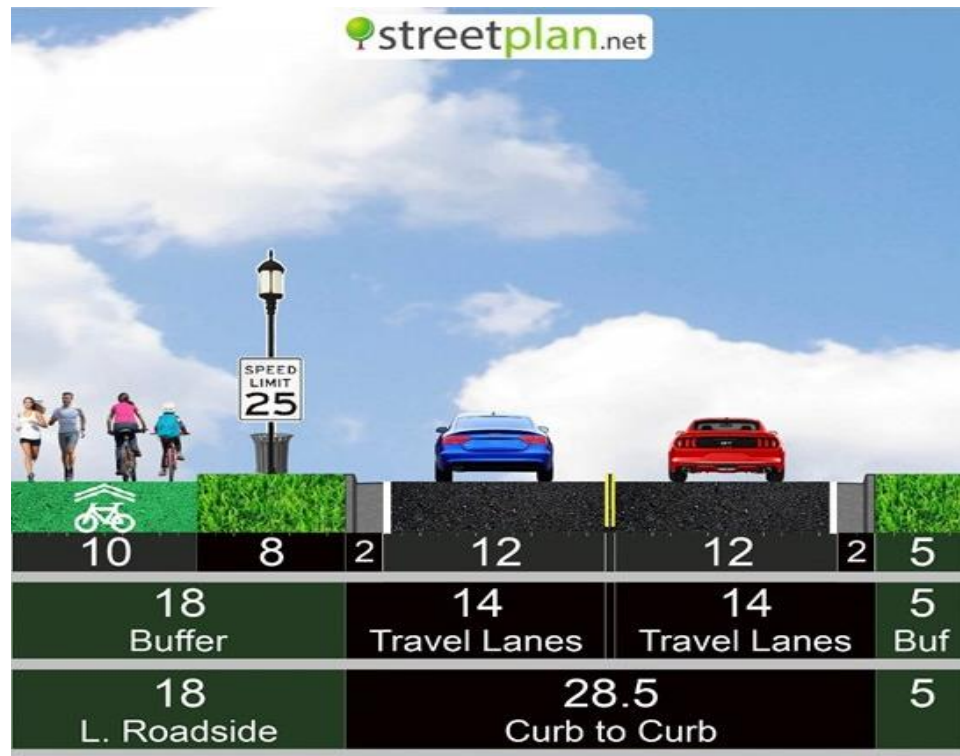


Exhibit 6. Conceptual Multimodal Improvements (Railroad Street and Rail Trail) from the SVC North to Route 44)

Extending Railroad Street in the Rail Trail right of way to create a vehicular intersection with Main Street would require review and approval by the Connecticut Department of Transportation. The alignment of Railroad Street should be made perpendicular to the Main Street alignment. It appears that this would require acquisition of land from the property located south of the Rail Trail right-of-way (Map 15, Lot 23) to accommodate the intersection alignment.



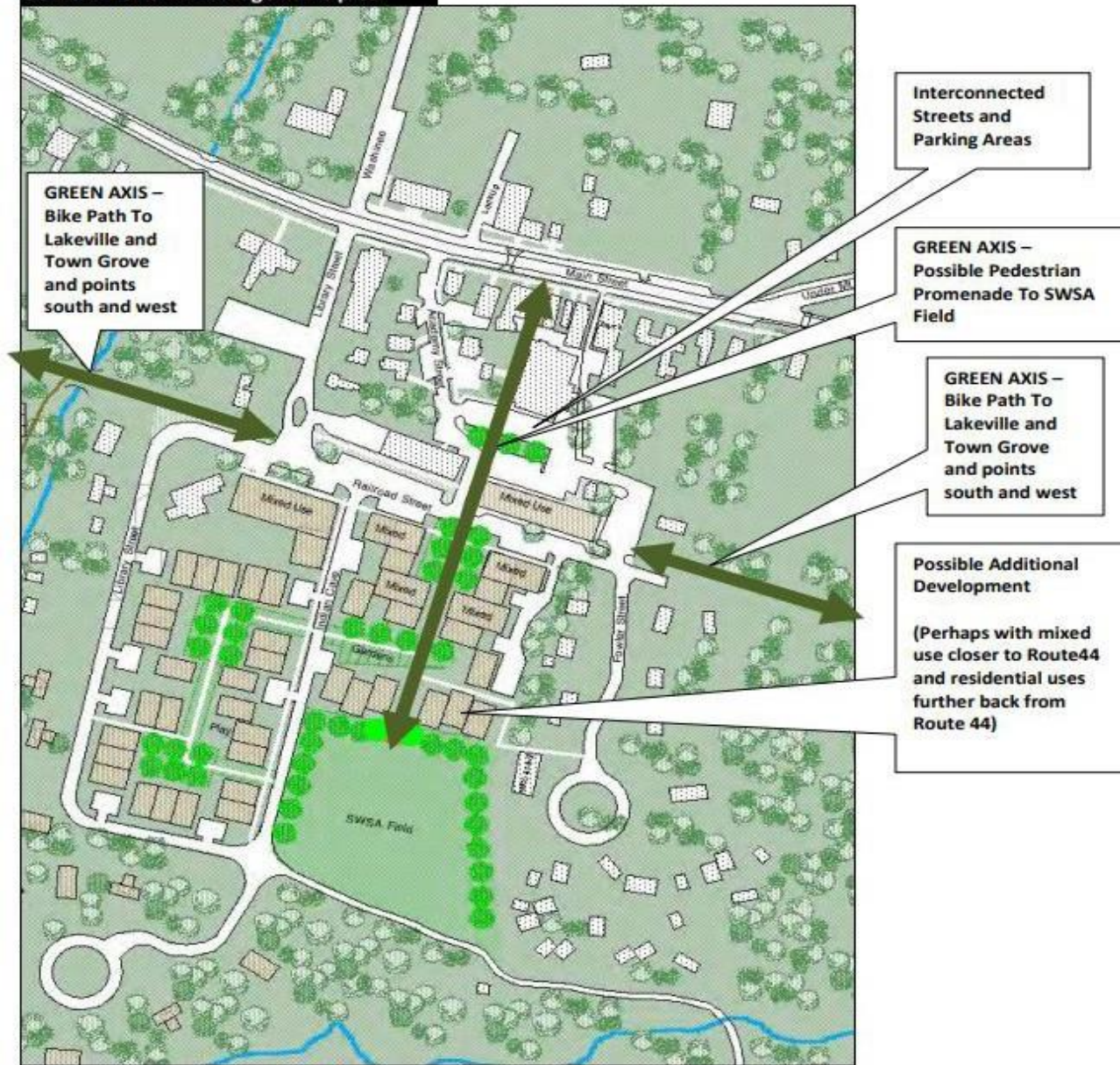
### C. Pedestrian Circulation, Connectivity, and Accessibility

The current configuration of pedestrian infrastructure in the SVC lacks logical and continuous circulation. Improvements to SVC should be people-focused, thus making the area as accommodating and safe for pedestrians as possible. Parking should be envisioned and designed to fit within the pedestrian circulation, not dominate it.

A plan entitled “Concept Study – Village Principles” was developed by a local Landscape Architect Judy Swanson (a member of the Planning and Zoning Commission at the time) and appeared in the 2012 POCD to demonstrate a vision of how pedestrian walkways could be developed in the SVC. Swanson’s plan showed an east/west trending “Green Axis” creating a continuous pedestrian pathway from Main Street through LaBonne’s courtyard to Railroad Street and beyond. This pathway is referred to as a “Green Axis Possible Pedestrian Promenade.”

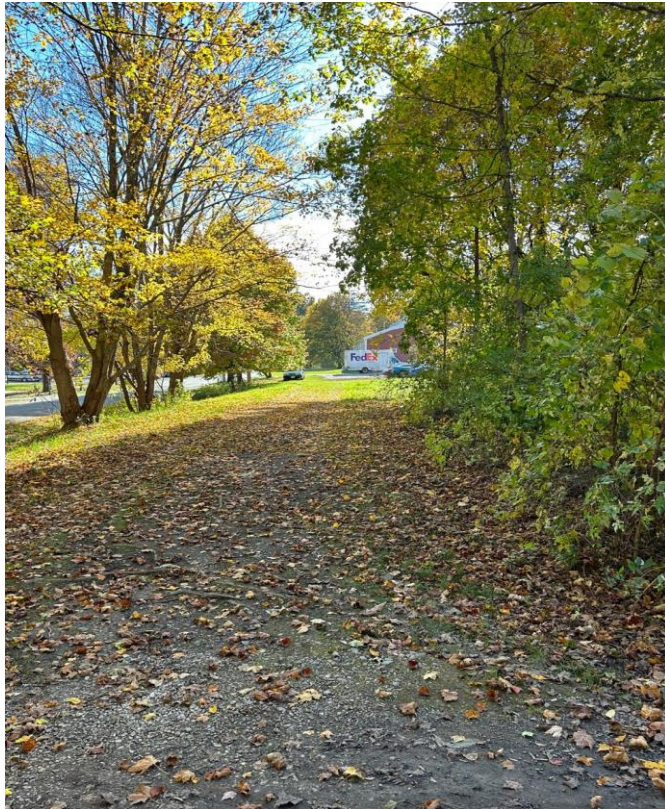
Swanson’s plan envisions an extension of the “Green Axis” eastward across Railroad Street into the Salisbury Winter Sports Association (SWSA) field on Indian Cave Road. These improvements could result in the expansion of the SVC. The plan also shows opportunities on the eastern side of Railroad Street that could potentially add open space and satellite parking (See “Concept Study” on the following page).

**CONCEPT STUDY –Village Principles**





Expansion of the SVC north and south is limited. However, there is an opportunity for growth between Railroad Street and SWSA Field. Whether this expansion would change the potential and/or possible uses would be one consideration to be reviewed by the Planning and Zoning Commission. Accommodation could be made for additional parking, green spaces, and commercially oriented uses that could contribute to a more vibrant village. Any existing or proposed encroachments in this area should be eliminated.



*Exhibit 7: Vacant Space Adjacent to Railroad Street Looking South  
Towards 15 Academy Street*



*Exhibit 8: Informal Parking Area Between Academy Street and Railroad  
Street Adjacent to Rail Trail Looking North*

The plan shows a second “Green Axis” trending north/south following the existing right of way along Railroad Street. This second “Green Axis” incorporates the Rail Trail right of way. The connection of this north/south pedestrian and bicycle trail through the SVC is important and should be improved to meet ADA accessibility standards.



The Rail Trail is an incredible open-space resource providing off-street connection between the villages of Salisbury and Lakeville.

As can be seen on the diagram to the right, this 40 to 60-foot-wide right-of-way provides a continuous safe pedestrian and bicycle connection from many parts of Town.

With the addition of amenities such as pergolas, seating, restroom facilities, and additional landscaping this space could also serve as a Town gathering area. This area could fulfill many uses, including seasonal farmers markets, arts and crafts fairs and community wide events such as the fall festival.

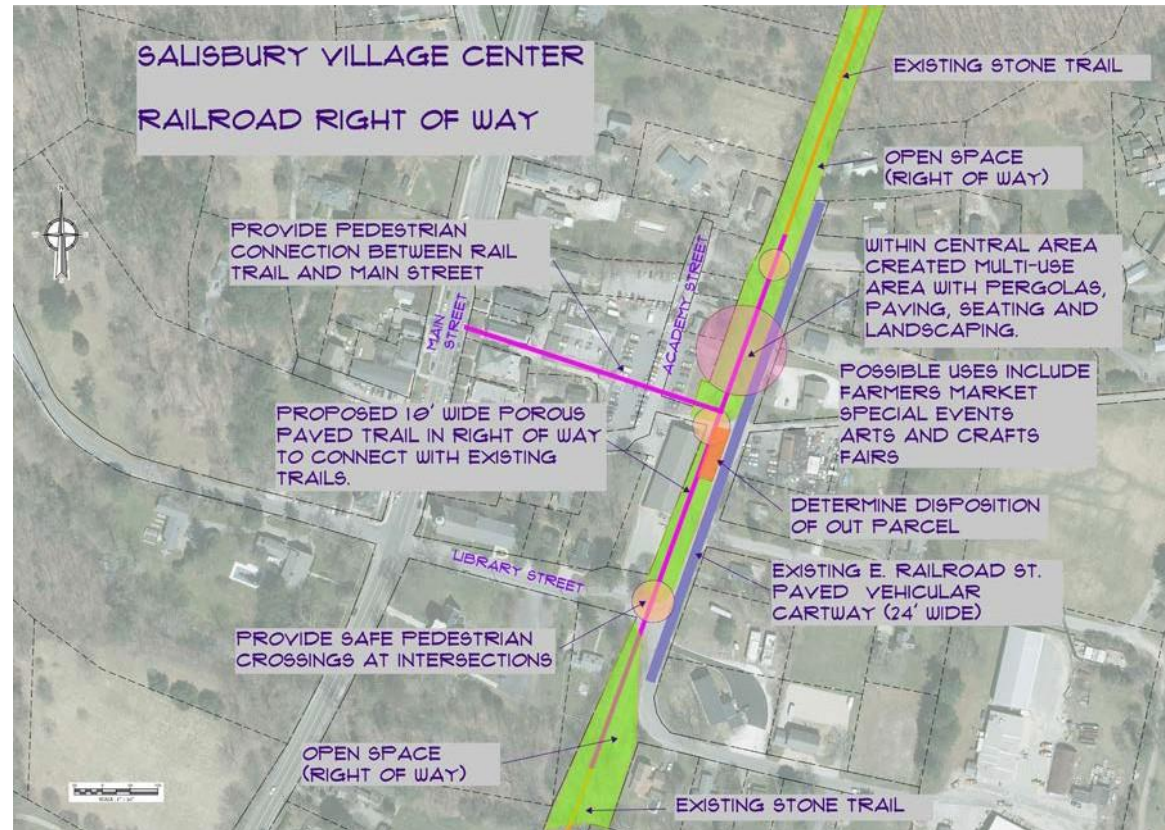


Exhibit 9: Rail Trail Recommendations

The intention of the Swanson plan and the Rail Trail Recommendations in Exhibit 9 above is that the Rail Trail connect with the east/west pedestrian access from Main Street to create a more fully integrated, pedestrian-friendly downtown area.

Formalizing the Rail Trail in the Railroad Street area should be a priority for pedestrian access and safety. While there are opportunities to utilize portions of the Rail Trail for vehicular connections to neighboring properties, pedestrian and bicycle access should not only continue but be improved. The Rail Trail provides pedestrians with the ability to walk to the SVC with minimal road crossings.

## 1. Along Main Street

Sidewalks along Main Street vary in width and proximity to the curb edges. In some areas the sidewalks are located along the street frontage, such as the area in front of St. John's Episcopal Church and north of the center. In other sections the sidewalk is located closer to the store fronts, which are set back from the curb edge anywhere from 10 to 30 feet.



*Exhibit 10. Discontinuous Sidewalks on Main Street*

In many areas this results in discontinuous sidewalks and misaligned crossings, such as the offset of the sidewalk at the Academy Street and Main Street intersection. These types of issues warrant redesign. One solution is to provide a sidewalk adjacent to the curb on the eastern side of Main Street enabling people to exit their vehicles. This eliminates having to transverse an area of lawn which is inaccessible and not ADA compliant.



## 2. Walkway from Main Street to LaBonne's

The existing east/west walkway from Main Street to LaBonne's should be redesigned and extended to provide safe pedestrian access from the western side of Main Street in the area of Sweet William's Coffee Shop and Bakery (House Number 17) and to the Rail Trail. Our field investigation and discussion with business owners noted that pedestrians often cross at this mid-block location rather than walking to the signalized crossing at the Post Office, creating a dangerous situation.

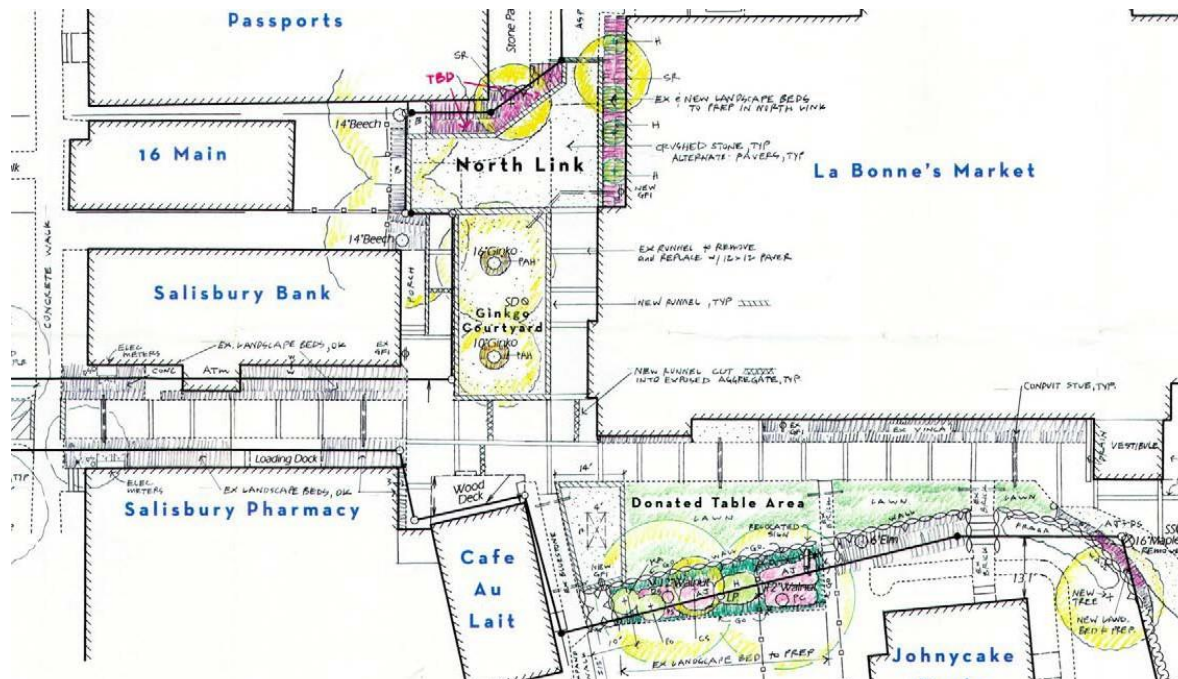
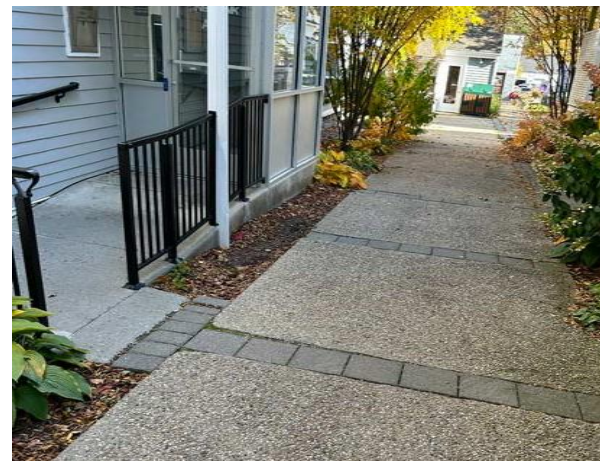


Exhibit 11. Proposed Improvements of the Walkway to LaBonne's by Okerstrom – Lang Landscape Architects (2013)

A public park space/courtyard is nestled between LaBonne's Market and the buildings fronting on the eastern side of Main Street. The courtyard was designed using concrete aggregate paving panels intersected by paver edges providing a consistent appearance throughout. The design establishes a base template for future expansion of the pedestrian walkway. This pavement pattern could be extended to Railroad Street at the very least and potentially further throughout the SVC.

The photos below illustrate the courtyard/walkway design palette.



*Exhibit 12: Existing Courtyard Between LaBonne's Market and Adjacent Buildings*



### 3. Extending the Walkway to Main Street

The original design from for the courtyard walkway as shown on “The Market Place of Salisbury, Phase I Improvements” by Okerstrom – Lang Landscape Architects (2013) extends to the edge of Main Street. As can be seen in the images on the previous page and Exhibit 16, the walkway has no apparent connection to Main Street and appears more like a hidden driveway than a major pedestrian feature of the center area.



Exhibit 13: Recommendation for Walkway to Main Street

This pedestrian intersection with Main Street should be redesigned to create a focal point and a safe pedestrian walkway through the heart of the SVC. The potential to create a bump out/pedestrian crossing on Main Street directly across to Sweet William's Coffee Shop and Bakery (House Number 17) should be considered.



Exhibit 14. Google Image of Main Street



Exhibit 15. Concept Drawing of Walkway Connections

The intersection of this walkway and Main Street should be considered the center of town and become the most prominent location for wayfinding and directional signage within the SVC. Creating a focal point encourages visitors to slow down and get oriented for further exploration of the SVC.





*Exhibit 16. Existing Overgrown Walkway from LaBonne's to Main Street*

In village areas street trees should be maintained/pruned to enhance visibility of storefronts and facilitate walkability. All trees along Main Street should be pruned up to a minimum bottom branch height of 10 feet. Native tree species should be used whenever possible.



#### 4. Walkway Connections

There are gaps between sidewalks, pathways and street crossings in many areas. A notable example is in the area of Scoville Library and the Congregational Church. There is a heavily used parking lot located behind Scoville Library and there are no sidewalks providing pedestrian connection from this lot to Main Street, Railroad Street, Academy Street, or beyond. The areas along both sides of Library Street presently have recessed parallel parking spaces that are in the right of way where sidewalks should be located and thus effectively prevent pedestrian access.



Exhibit 17. Walkway Connections Concept

Pedestrian connections to the Scoville Library parking area should be made. A walkway should direct pedestrians out to Library Street. From there, an east-west sidewalk should be developed on at least the southern side of the street providing connection to both the Rail Trail and Main Street.

## 5. Main Street and Library Street

Sidewalks should be constructed along both sides of Library Street to guide pedestrians to reconfigured crosswalks at the Main Street/Factory Street/Library Street intersection.

As noted in Traffic Circulation and Parking and indicated in the diagram below the intersection of Library Street and Main Street should be improved with crosswalks and striping to improve safety. This is essentially the southern gateway to the SVC and should be treated accordingly.

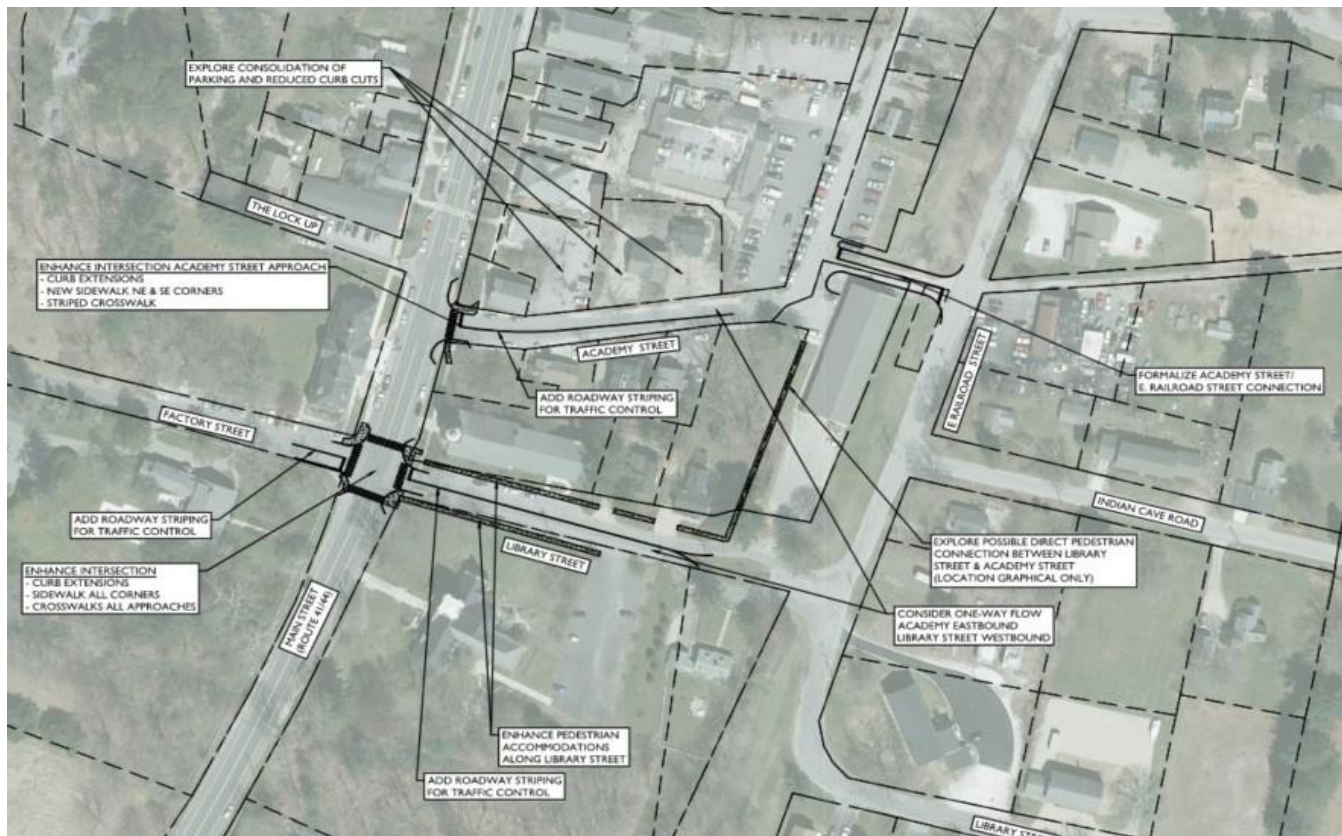


Exhibit 18. Concept of Main Street and Library Street

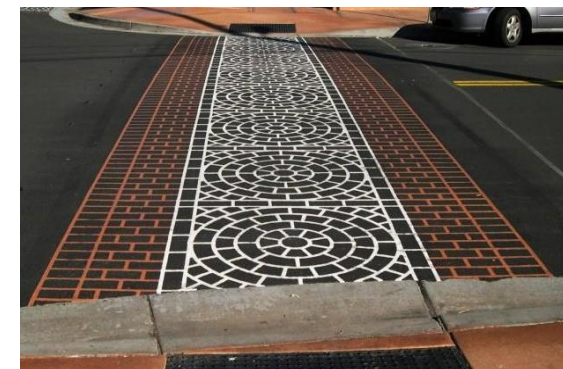
Similarly, the pedestrian walkways located at the intersection of Academy Street and Main Street leave pedestrians in a quandary. There is no crosswalk or markings shown and the present walkways along Main Street do not align. This creates an inconvenient and potentially dangerous situation where the walkways are offset, and the stop sign and stop bar for existing Academy Street on to Main Street is past the sidewalk.



A new sidewalk should be installed along the eastern edge of Main Street enabling people utilizing on-street parking to exit their vehicles onto a sidewalk and directing pedestrians to a corner crossing. This would necessitate a continuation of the existing Academy Street sidewalk to Main Street creating a continuous and safe walkway in this area.



The proposed crosswalks within the Village Center could be themed to create visual interest and slow traffic.





## 6. Vest Pocket Parks and Gathering Spaces

Gathering spaces improve the vibrancy of downtown areas by providing accessible and inviting community amenities for those on foot. Vest pocket parks include privately and publicly maintained outdoor areas. All these spaces make living in and visiting the village more enjoyable.

As illustrated below, more areas should be considered as part of the village vibrancy initiative, creating additional space for meeting and eating outdoors. Another benefit is providing quiet spaces for rest and reflection.

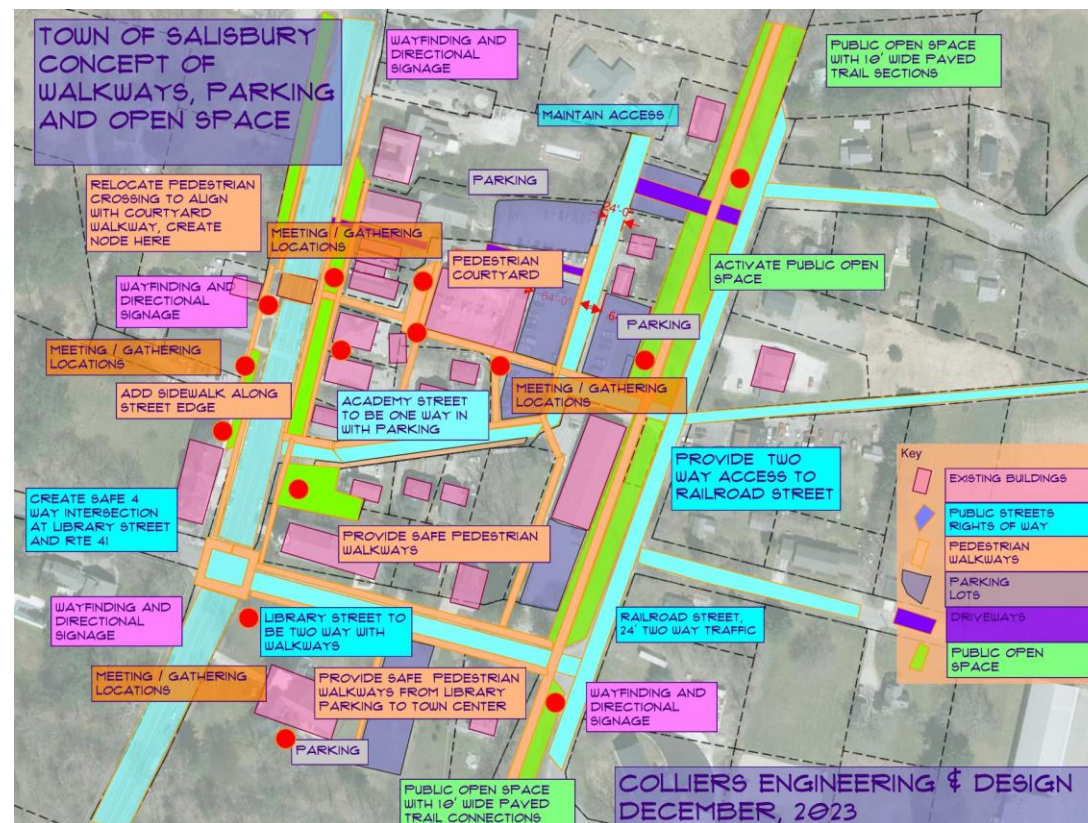


Exhibit 19. Proposed and Existing Vest Pocket Parks and Gathering Spaces (Indicated by Red Dots)

## D. Design and Aesthetics



### 1. Signage and the Streetscape

In discussions with stakeholders, it was expressed that there does not seem to be a “you are here” moment within the SVC. It was noted that direction or identification signage for businesses off Main Street is lacking.

As illustrated by the group of photos above, the existing signage and street furnishings within the SVC lack a consistent design and aesthetic. While some diversity is good and to be expected, the redesign of the SVC should include standards for size and appearance that can help Salisbury create a unified identity. Section 704 of the Zoning Regulations, “Signs” could incorporate a design palette appropriate for certain village areas within the Town.

### 2. Branding the SVC as a Destination

Consistent branding should be considered throughout the Village Center. Establishing a uniform development pattern and design elements adds cohesion, creates a sense of place inviting pedestrians, and establishes it as a destination. Consider tying these elements together with common wording and a local iconic symbol representative of the Salisbury community and its rich heritage. Unifying Elements to consider include:

- Consistent wayfinding signage that notes public parking, public buildings, parks, entrances to the Rail Trail, and hubs of activity
- Interpretive signage that highlights historic points of interest and natural features, especially along the Rail Trail



Exhibit 20 provides examples of identification and directional signage that promote consistency of appearance.



Exhibit 20. Examples of Signage Promoting a Consistent Appearance

While traffic-related directional signage on State Highways (like the one illustrated to the right) are beyond the authority of the Town, updating the signposts, and/or straightening of the signs will improve aesthetics.



Exhibit 21: Existing Directional Signage

Directional signs such as the one illustrated to the right are recommended for various points in the SVC. Potential locations include the village gateways from the north and south on Main Street, turning on to Academy Street from Main Street, at the proposed Main Street crossing along the east/west pedestrian axis from LaBonne’s Market, and at the Railroad Street and Library Street intersections with Main Street.



Exhibit 22: Example of Recommended Directional Signage

### 3. Street Amenities

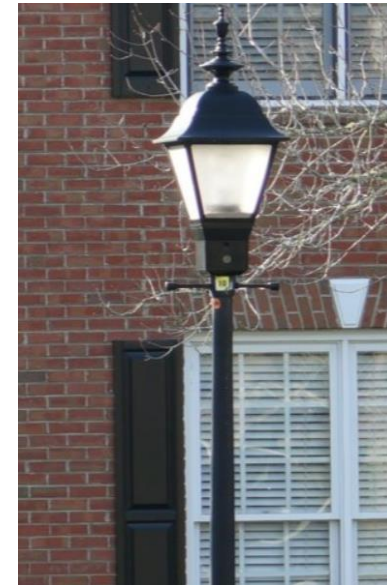
The SVC should ideally be defined by a design vocabulary that would include benches, trash receptacles, planter boxes, and pedestrian level lighting in all public spaces. Street furnishings that promote a color palette and consistent aesthetic help to define the sense of place.

There are wooden benches combined with movable metal table and chairs at various locations. Like signage, the Town should determine the desired appearance of street amenities and establish design standards for the future.



*Exhibit 23: Existing Street Amenities Showing Lack of Uniformity*





*Exhibit 24: Recommended Style and Height for Lighting Fixtures*

Pedestrian-level lighting fixtures are an element that can improve the appearance of the SVC. Presently, there are a few fixtures on Academy Street that are approximately 8 feet tall. The preferred height for pedestrian level lighting fixtures is 12-14 feet. The images above illustrate lights at the correct mounting height that could be installed along major pedestrian paths in the SVC.



C-10

compare



CR-10

compare



CS-10

compare



C-138

compare



C-7

compare



C-96

compare

There are specialized suppliers offering a range of durable and stylistically appropriate products for the SVC. If used consistently these products contribute to a unified aesthetic. It is recommended that additional seating areas be provided throughout the SVC encouraging people to spend time in the downtown commercial area, thereby contributing to vitality and vibrancy.



#### 4. Visual Impressions

Unsightly visual elements such as dumpsters and untended properties detract from the overall experience of the SVC. Below are small but unsightly areas that have a big impact. Redesigning and/or screening these areas with fencing, trees, or shrubs would soften their appearance and contribute to an improved aesthetic of the SVC. The Planning & Zoning Commission should continue its practice of addressing these visual elements as a part of the permitting process.



*Exhibit 25. Images of Unscreened Dumpsters*

### 3.0 Conclusion

Salisbury has an unrealized opportunity to enhance and strengthen the vitality of its historic downtown village. Over the years there have been several studies to identify opportunities for improvement, but there has been little comprehensive implementation of those ideas. While some steps have been taken to improve various properties, the overall downtown has never had a comprehensive “review of the untapped potential to create a vibrant and sustainable village that welcomes pedestrians and bicyclists, while providing improved parking and circulation for motor vehicles. The Salisbury Village Center (SVC) would greatly benefit from increased pedestrian connectivity, multimodal accommodation, and a coordinated design palette that unifies and brands the entire SVC as a destination.

This plan details and provides targeted recommendations to create safer pedestrian pathways and road crossings. It promotes pedestrian circulation and safety by aligning sidewalks. Pedestrian crossings throughout the SVC should be joined by sidewalks to create a seamless network. The addition of new crosswalks in key areas along Main Street will enhance pedestrian safety and connectivity, while calming traffic and creating a more formal entrance to the SVC.

Building upon Swanson’s (2012 POCD) “Green Axis” concepts, this plan explores and recommends novel ways to use the Rail Trail/Railroad Street to create gathering spaces and connect them both within the SVC and beyond. It explores new ways to bring the community together by considering multimodal use of portions of the Rail Trail right of way. Recognizing the planned affordable housing developments north and south of SVC, this plan explores how these entities could be integrated into the SVC rather than becoming outlying developments.

One of the challenges in any type of planning is to encourage people to think beyond what they are used to, to expand their horizons of what may be possible. This plan remains mindful of the rich history and sense of place that exists within the SVC, but realizes that as the community grows, the Town must ensure that planning, sustaining, and improving the vitality and vibrancy of the SVC is a high priority.



Engineering  
& Design

# 4.0 Addendum

## Salisbury Design Concepts

Developed by AKRF under direction of the Board of Selectmen  
May 23, 2018



# SALISBURY DESIGN CONCEPTS

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May 23, 2018

# Study Area

5/14/2018

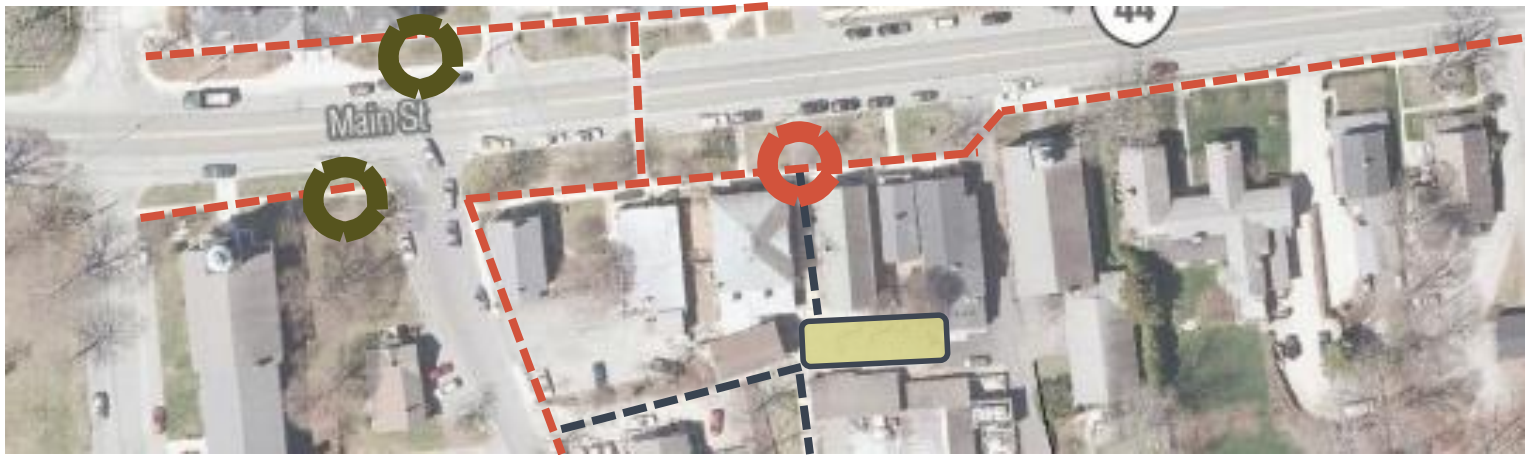


— Tax Block Boundary  
— Wetland

0 400 FEET



# Vehicular and Pedestrian Gateways



**Vehicular “Gateway”** – Opportunities for art and signage signaling you’ve arrived at the center of Town



**Pedestrian Gateway** – Opportunities for gateway art installation, landscape features, and lighting to signal this is a pedestrian connection



**Primary Pedestrian Routes** – Existing sidewalks in good condition. Very wide ROW, opportunities for street cafés, bike lanes, conversion of Main Street to a boulevard.



**Secondary Pedestrian Routes** – Opportunities for improved routes



**Outdoor Café Seating** – Opportunity for seasonal café, new seating, lighting, and landscaping



# Improve Visibility and Pedestrian Safety at Main and Academy Streets

- Stripe Academy Street
- Add high visibility crosswalk at Academy Street
- Add entry artwork on corner of Academy Street and Main Street



# Bike Trail Connections

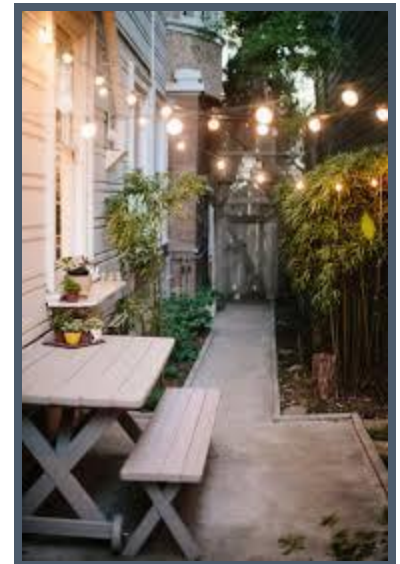
- Add sharrows to Academy Street
- Add bike infrastructure downtown





# Create Pedestrian “Gateway” from Main Street

- String lights through alley
- Public art at Main Street
- Add seating and additional landscaping in patio area behind LaBonne’s







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