



Salisbury Beach Betterment Association

PO Box 5508, Salisbury MA 01952

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September 7, 2016

An open letter to our members, Senator Ives, Representative Kelcourse, DCR, Town of Salisbury Selectmen, Town Manager Neil Harrington and The Salisbury Chamber of Commerce

Salisbury Beach is a very special place for all of us. The memories that we share from living here over the years, and from our childhood at the beach, are priceless. These memories include taking a stroll with our family and children to the Beach Center for a Saturday night concert on a warm summer's evening, enjoying the classic cars that have assembled on Broadway and maybe even a round of Skee-ball and a visit to the candy counter! The Broadway mall is our town common, it is a place where we go to share time with our neighbors, friends and family. Just as it has done for generations, the Mall continues to create memories, watching a concert, marveling at the fireworks and experiencing the joys of living in a small town beach community. The Broadway mall is precious to us. This public gathering spot that we share with the visiting public helps facilitate inclusiveness and the building of common bonds in our community.

At a recent Salisbury Beach Betterment Association (SBBA) Board of Director's meeting, we extensively discussed and considered the impact of the proposed restroom facility on our over 500 members. The Board voted unanimously to oppose placing the building on the Broadway mall. The Board met with Town Manager Neil Harrington on Friday July 15th to explain our opposition. Mr. Harrington stated that the decision on where to locate the restrooms rests with Town of Salisbury. We expressed our desire to work with the Town during the decision making process and we are looking forward to a productive, cooperative and open process.

Taking away one third of the open space on the Mall to build the restrooms and welcome center will greatly diminish the ability of residents to enjoy our town common. Additionally, constructing a building of the proposed size will block everyone's view of the beach, the ocean and the horizon beyond. Some people complain that they can't see the beach now; this will insure that the views are blocked forever. Some of the beach's longest running enterprises, icons of the beach and our history may be adversely affected by this facility. The impact on revenues must be considered.

We recognize that the primary users of the restrooms will be visitors who come to Salisbury Beach for the day. Their enjoyment of the beach, and patronage of the businesses in the center, is very important to our local economy. Their presence and good memories helps to create jobs and facilitate the viability of the local businesses that we love. It is our belief that locating the restrooms at the center of Broadway will not generate any more revenue for the businesses at the center. The current restroom location works fine. Absent proof to the contrary, we believe that the restrooms should be built on the site of the old police station. Statements have been made that imply the Town's ownership and use of the Police Station is cloudy. It is important for everyone to understand that the Town has not made a legal determination on the future use of

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the police station site. We believe that decisions on the future of the police station, including the possibility of locating the restrooms there, should not be made without a definitive answer to the ownership question.

We urge everyone involved in this decision to think creatively, think outside of the box and come up with a location that doesn't block our view of the beach and take away our gathering spot at the center. We urge our Town officials and state representatives to work harder to find an alternative location that won't adversely impact our open space.

This is a decision that will impact our enjoyment of the beach center for the rest of our lives and the generations that follow us. Let's not rush into it. Let's do this right and carefully evaluate all options.

Very Truly Yours,

Ray Champagne
President

Learn more at:

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