



FREQUENTLY ASKED QUESTIONS

What Property is Old Salem Selling?

The Old Salem Museums & Gardens Board of Trustees voted to sell an L-shaped area of land comprised of three contiguous pieces of property west of Marshall Street (located on the corner of West Walnut Street and South Poplar Street) at the May 1, 2020 Board Meeting.

What is on the Property that is Being Sold?

The land is comprised of three contiguous pieces of properties. The properties to be sold are non-interpreted and do not contain any public facing venues. They are comprised of a grassy field, a parking lot, a temporary greenhouse, and a mobile home that is currently being rented.

Who Will Actually Sell the Property?

Old Salem will be sending out a Request for Proposal (RFP) to a wide variety of Real Estate Brokers in the area soon.

What Will be Developed on the Property?

Old Salem is committed to being good stewards of the property and, as it has with all property it has sold, will include deed covenants with the sale of this property, which, among other things, will restrict the use to residential.

What Will the Money from the Sale of the Property be Used For?

Proceeds from the sale of the property will be used for a Preservation Fund to continue Old Salem's 70-year stewardship of Old Salem's physical environment as well as to improve the visitor experience.

Why Does Old Salem Own this Property?

Since its founding in 1950, Old Salem Museums & Gardens has been protecting the core of the town of Salem's Historic District by buying properties, restoring buildings and landscapes, and then selling them back into private ownership. This type of revolving preservation effort is at the core of Old Salem's mission and stewardship of the over 100-acre landmarked district. In the 70 years since its founding, Old Salem Museums & Gardens has been involved in 240 land and home purchases and sales.

Beginning in the early 1980s, Old Salem began a strategic initiative to acquire a series of properties located along Walnut Street, Marshall Street, Poplar Street, and Broad Street. The primary purpose of the purchase of these properties was to control the development around the Historic District and foster residential connections to the West Salem neighborhood, which abuts Old Salem. By purchasing these properties and placing deed covenants on any properties sold, Old Salem has created a residential connector to the Historic District and helped control commercial development in the neighborhood. Also, in the early 1980s, Old Salem sold property to the developers of Tanner's Run, a development located on South Marshall south of Brookstown Avenue that was built in 1985. Additional lots were sold in the mid-2000s and were developed into the town houses along South Marshall Street and Poplar Street between West and Walnut Streets.

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The sale of these properties, and the potential future sale of other non-historic lots owned by Old Salem located outside the Historic District, have been under consideration for many years. Over a year ago, a Board of Trustees-led extensive assessment of Old Salem landscapes and property (interpreted and non-interpreted) was initiated to analyze current costs and needs for the future footprint of the organization with the goal to divest of unneeded property. This is in line with what Old Salem has been doing since its founding in 1950.

The property to be sold does not further the Activate Main Street initiative, which was designed to reinvigorate both the historic district environment as well as the visitor experience. Significant steps have been made in consolidating the Old Salem experience to Main Street in order to enhance the accessibility and viability of the visitor experience as well as make it more cohesive, engaging, and exciting.

Is Old Salem Selling These Properties Because of COVID-19?

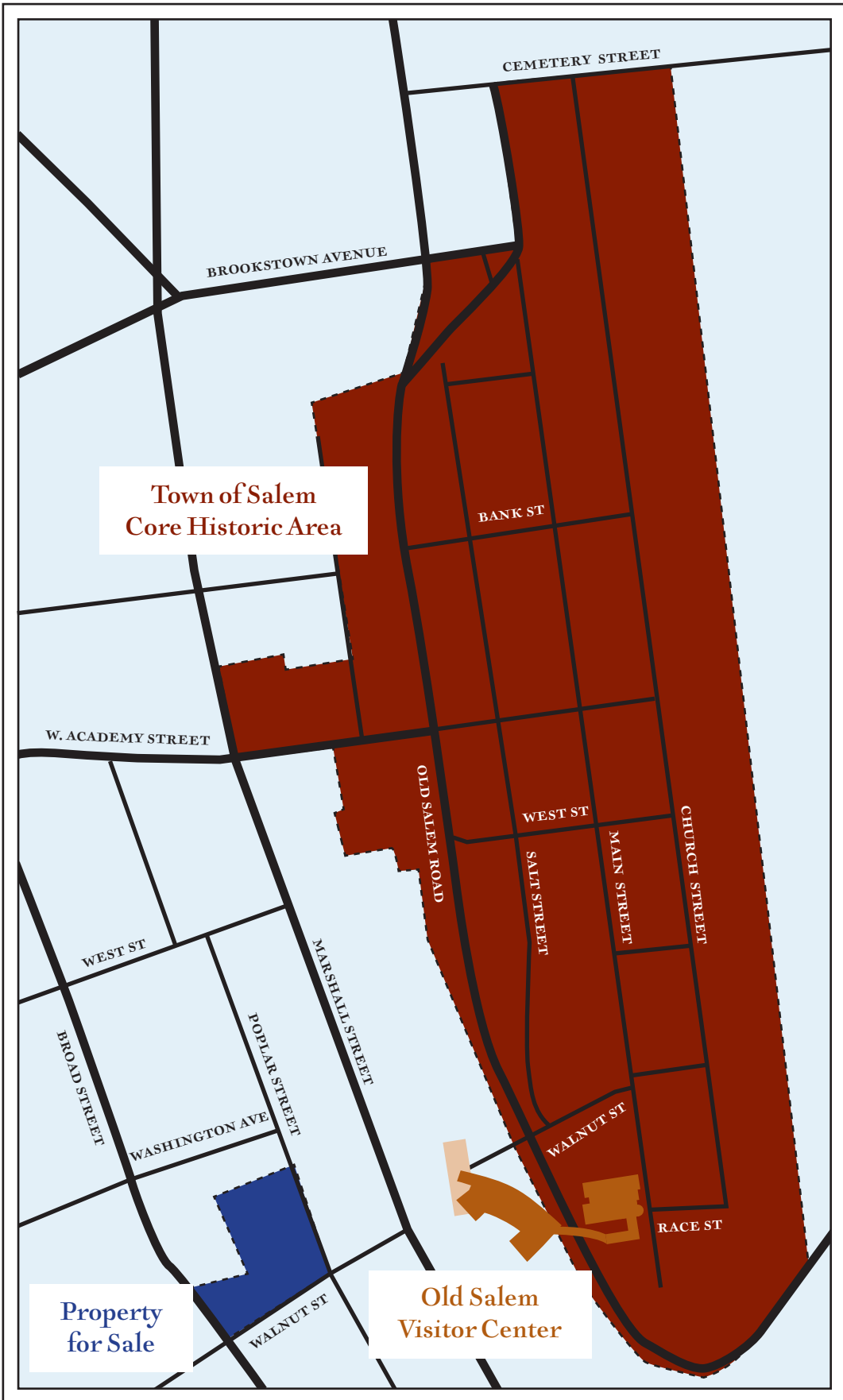
No, the sale of these properties, and the potential future sale of other non-historic lots owned by Old Salem located outside the Historic District, have been under consideration since 2012 and are part of a strategy that has been in place since the founding of Old Salem.

Is Old Salem Selling This Property Because it is Going Out of Business?

No, quite the opposite, in fact the sale of this property is in line with Old Salem's continued efforts over the last 10 plus years to stabilize and focus Old Salem to ensure its long-term viability. Old Salem has streamlined its operations, focused and enhanced its visitor experience, and stabilized the endowment, all of which have been essential to its sustainability.

Will Additional Property be Sold?

There are additional properties under assessment. The Board of Trustees is considering selling additional lots outside the Historic District, located along Walnut Street, Marshall Street, Poplar Street, and Broad Street. The Board will carefully analyze and evaluate these properties prior to sale. None of these properties are interpreted sites and none are public facing.



**Town of Salem
Core Historic Area**

**Property
for Sale**

**Old Salem
Visitor Center**