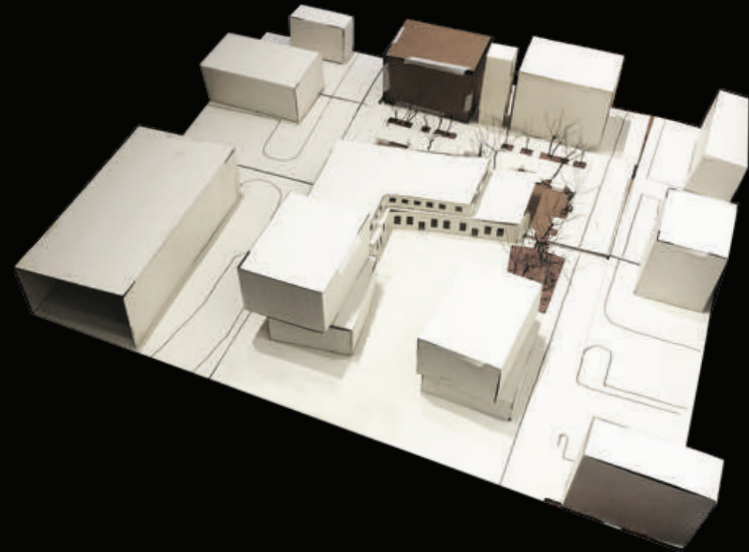


# 1 WELCOME HOME

Constructed Landscape | Landscape Architecture Department | Fall Semester, 2018  
 Salem, Massachusetts | Individual work  
 Instructors: Michael Blier, Jacob Mitchell, Leslie Lee



October is one of the best times to visit Salem, Massachusetts. Thousands of visitors flock to Salem during the month of October to enjoy the sights, sounds, events and festivities. The "witch town" is known for its sinister past and mysterious aura. For the entire month of October, Haunted Happenings take over Salem to celebrate Halloween and fall in the area. Haunted Happenings features a calendar full of events, special programs, and live shows that complement the attractions, museums, and tours that Salem offers year round. For people living in Salem, they have to tolerate the traffic jam and other occasions which are brought by tons of tourists, so this design is meant to provide a solution for people living here to be away from the people flow.

## History | Haunted Happenings in Salem

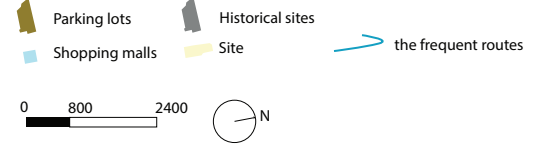
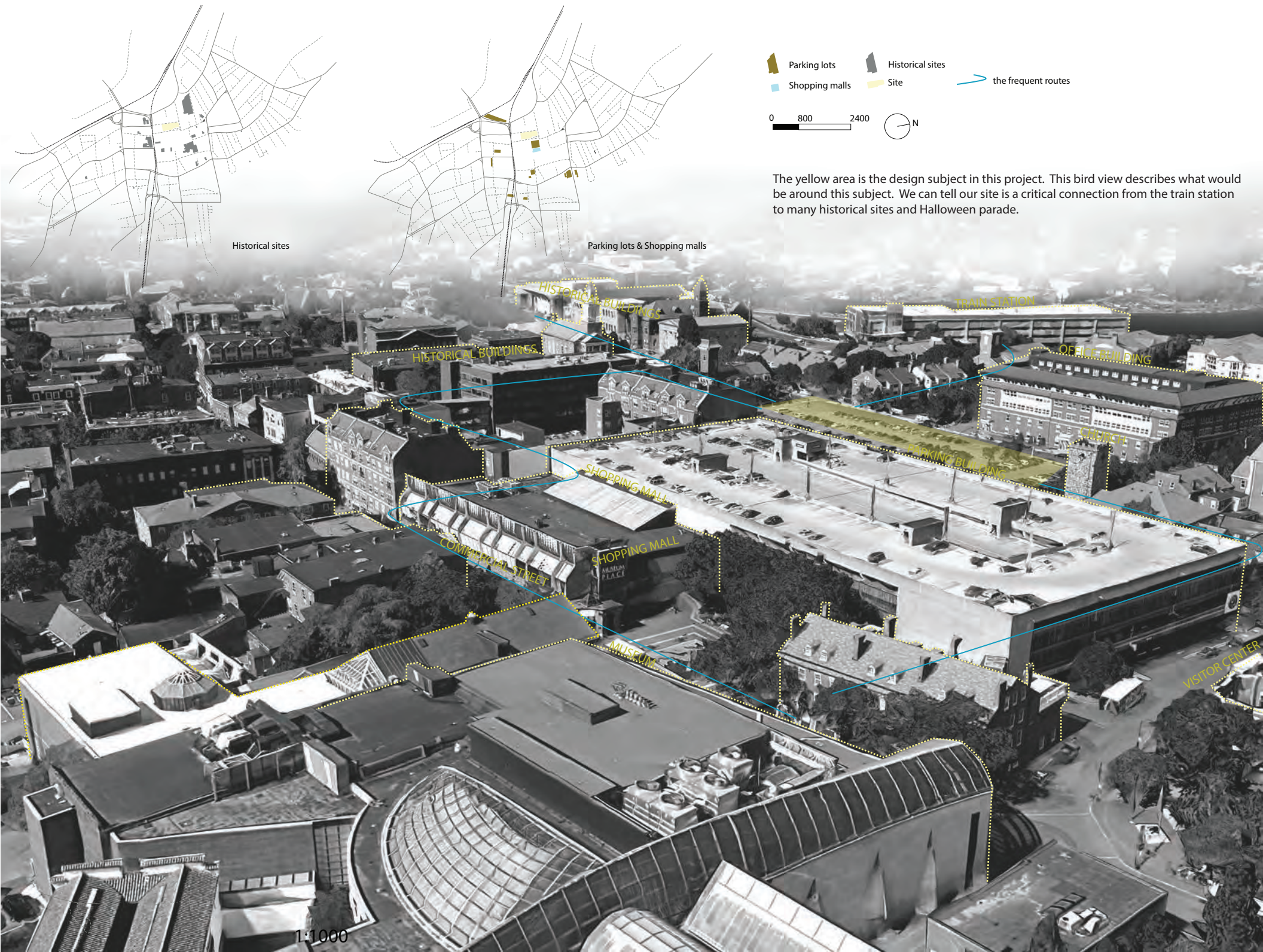
Witch Trials in 1692      Halloween celebrations before 1980s      Haunted Happenings in 1982      Expand to 10 days in 1990s      300th anniversary of Witch Trail in 1992      Expand to one month in 2007



Salem was the backdrop for the 1692 witch trials with over 250 people imprisoned and 20 of them eventually executed. The Salem Chamber of Commerce introduced Haunted Happenings in 1982 as a weekend-long Halloween celebration with events throughout the city. The weekend included a Horribles Parade, with costumes judged by Laurie Cabot, and a witches brew contest at Victoria Station.

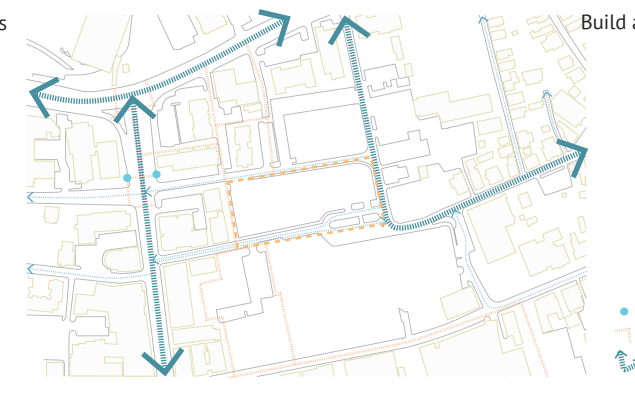
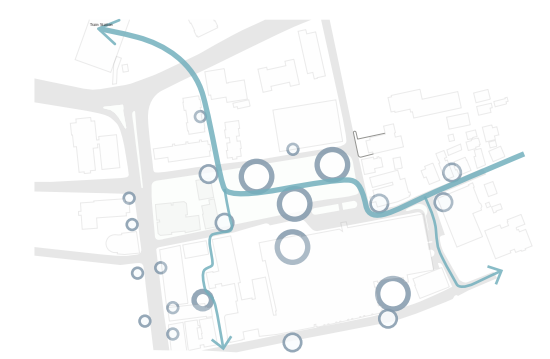
In the 1990s, Haunted Happenings marketing was increased with the hope that Salem's tourism could expand into fall, a usually quiet time in the waterfront community. By the end of the decade, Haunted Happenings had grown from a weekend celebration to one spanning ten days. In 1992, the tercentenary of the Witch Trials brought an international spotlight to the City with the dedication of the Salem Witch Trials Memorial. News coverage created a renewed interest in Salem's history and attractions. The first Halloween parade was held in 1995, beginning modestly with costumed school children. The parade signified the city's transition to family-friendly Halloween events and activities. The parade now acts as the official kick-off of October's festivities. Haunted Happenings now draws approximately 400,000 people annually to Salem. In 2007, the grand fireworks finale was added to mark the end of the month-long celebration. From the upper mapping, we found out there are pretty dense transportation nets around Salem, and people in Rhode Island, New Hampshire, Connecticut or even further areas can get to Salem very soon to join in on the Halloween parade.



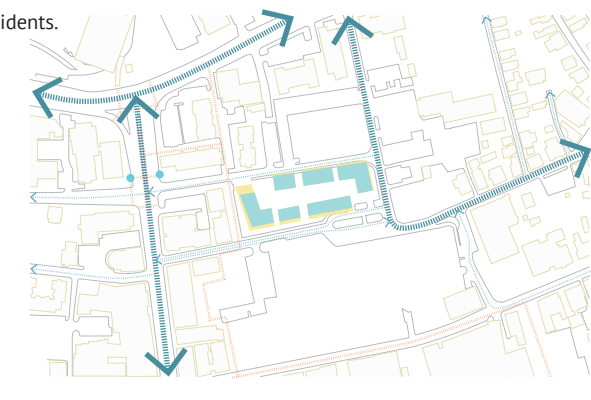


The yellow area is the design subject in this project. This bird view describes what would be around this subject. We can tell our site is a critical connection from the train station to many historical sites and Halloween parade.

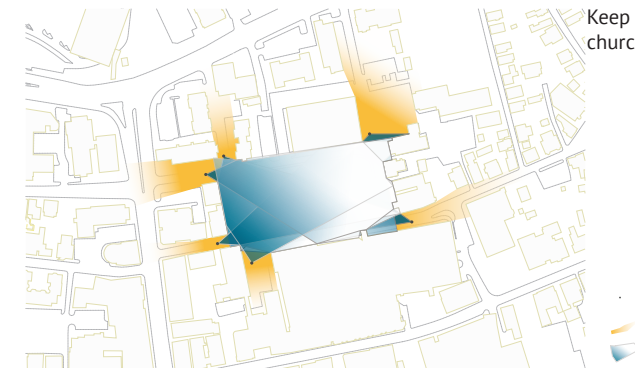
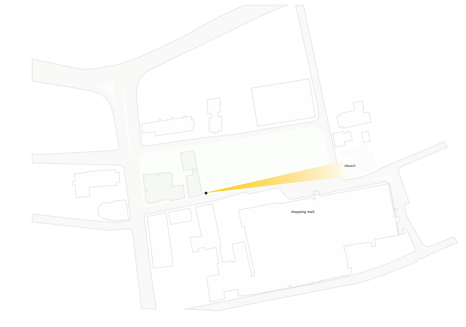
Establish **CONNECTION** to transportation for residents and workers



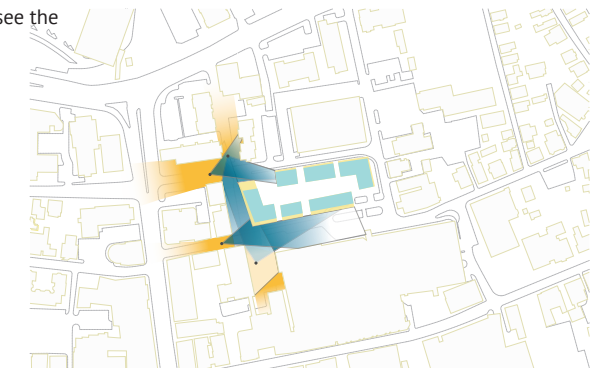
Build a separate space to the residents.



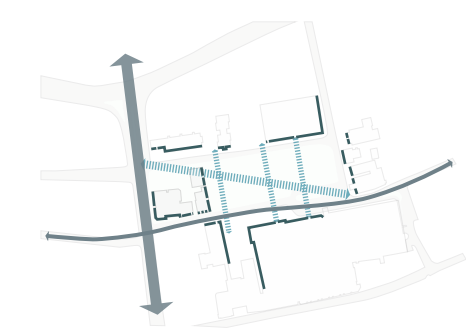
Maintain important **SIGHT LINES** and circulation legibility.



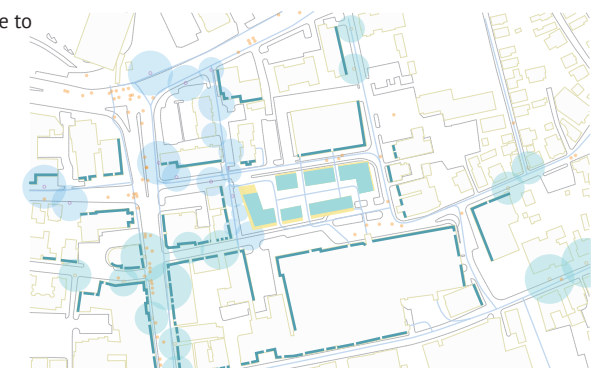
Keep the view corridor clear to see the church.



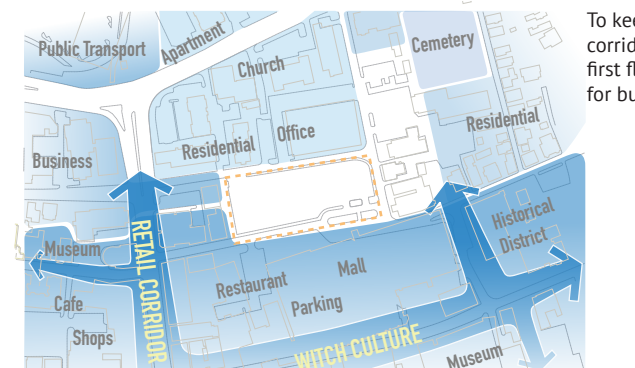
Provide pedestrian routes as an alternative and ensure **PERMEABILITY**.



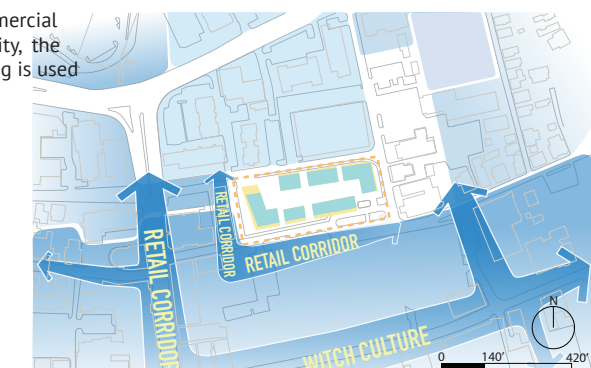
Keep this community permeable to make residents walk out of it easily

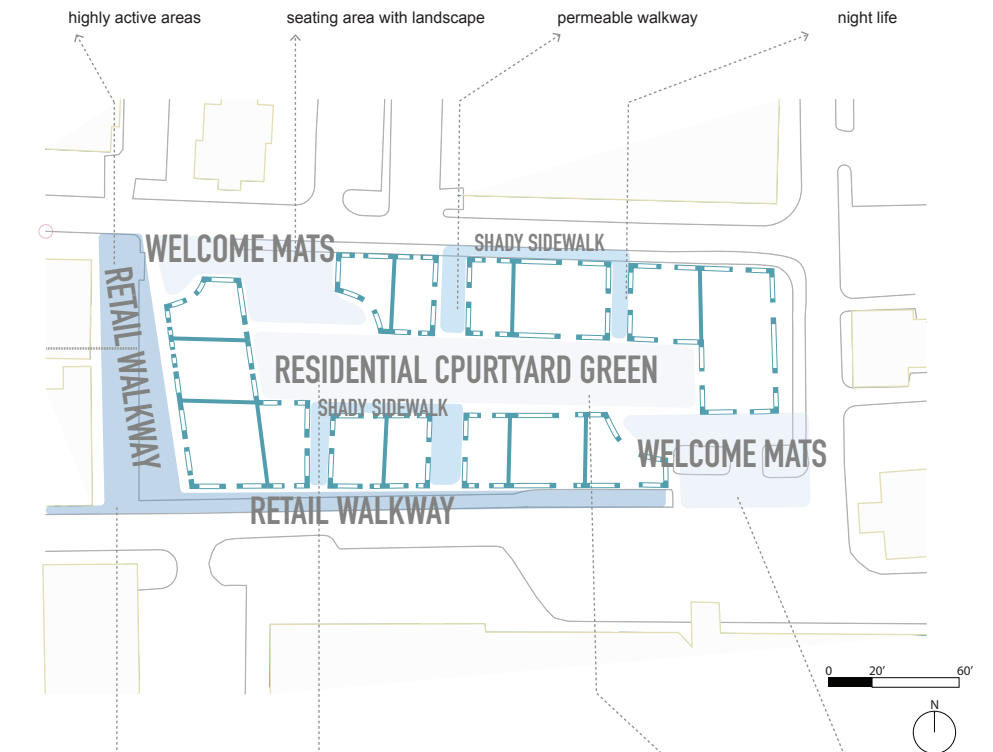


Maintain **RETAIL CORRIDOR** from Washington Street

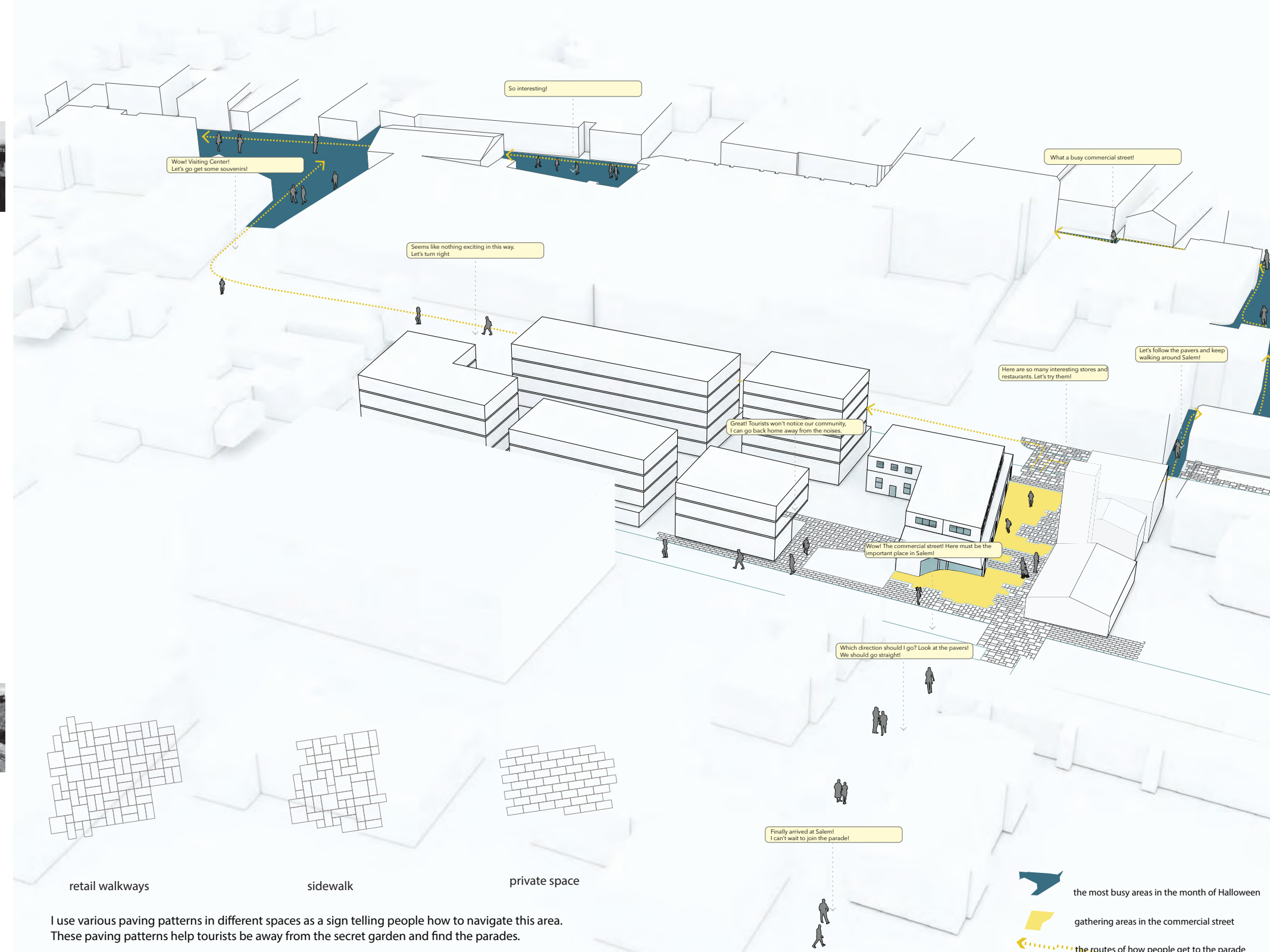
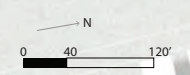


To keep the consistency of commercial corridor outside of the community, the first floor of every single building is used for business

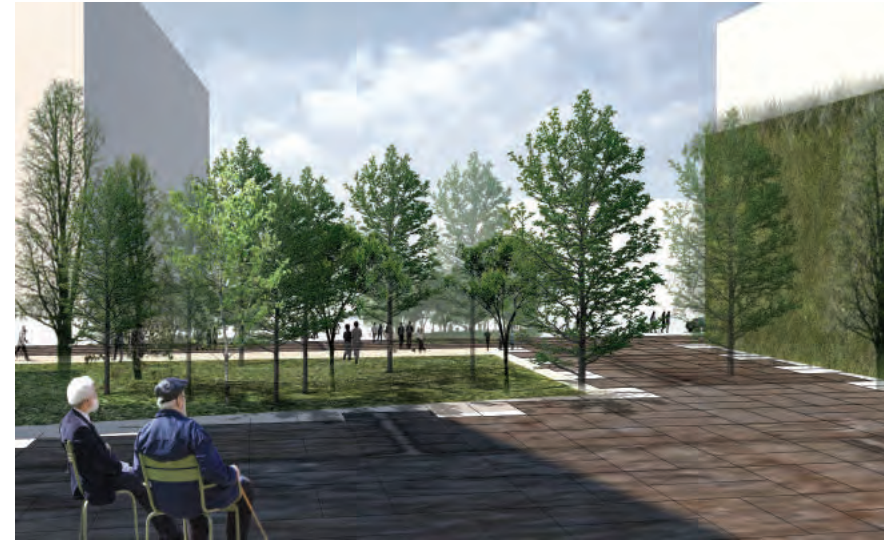




tunnel shopping center    community focused areas    playground    entrance



I use various paving patterns in different spaces as a sign telling people how to navigate this area. These paving patterns help tourists be away from the secret garden and find the parades.

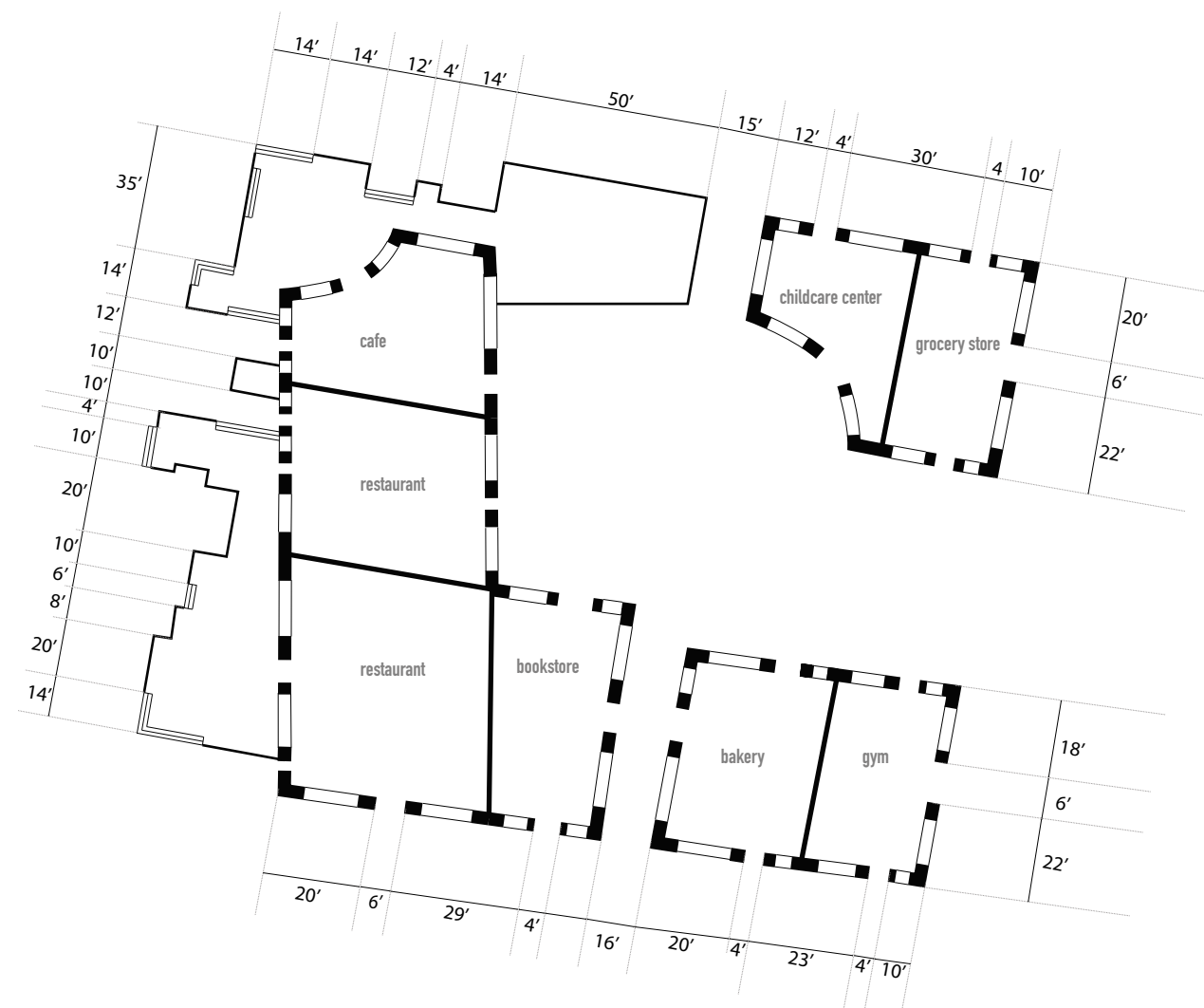


1 The thick plants block tourists' views to the space in between this community, and keep the noises away from the residents.



2 Every restaurant is equipped with french windows so that people can enjoy the streetscapes along the commercial corridor through the windows.





This design includes two parts. This secret garden is used for the residents, and a commercial street is for the tourists. The market street absorbs newcomers attention as much as possible. The secret garden could be a place to get away from the noises in the month of Halloween.

