



Salisbury Beach Betterment Association

PO Box 5508, Salisbury MA 01952

April 22, 2025

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Director Tori Kim
100 Cambridge Street
Suite 900
Boston, MA 02114

Attn: Eva Vaughan, MEPA Office
Reference EEA #16472

Dear Director Kim,

The Salisbury Beach Betterment Association (SBBA) supports the proposed One Oceanfront South (f/k/a “Big Block”) development at Salisbury Beach. The SBBA is a 501(c)3 non-profit charitable membership organization. Our board of directors and over 1,000 members have worked collaboratively with the Town of Salisbury and the State for over 65 years. Our core mission is to enhance and protect the quality of life at Salisbury Beach. We believe that the redevelopment of the beach center is critical to improving the quality of life in our community and protecting its future.

The SBBA Board of Directors, along with our membership, are looking forward to the enhanced economic activity and the social benefits that the “Big Block” development will bring to the beach neighborhood. This development is a vital addition to the continuing rebirth of Salisbury Beach. When completed, it will join the fully renovated Blue Ocean Music Hall, Seaglass Restaurant, the recent multimillion dollar construction of the Beach Pavilion housing the beautifully restored 1909 Loeff-Mangels carousel, the brand-new Salisbury Beach Visitor Center and Comfort Station funded by DCR, the historic Joe’s Playland, the iconic Salisbury Discount House, and many other cherished beach businesses. The addition of new residences and commercial enterprises represents a cornerstone of our community’s redevelopment and will bring a new vibrancy to the beach center.

The details and scope of this project have been shared with our membership through numerous meetings with the developer, at Town Meeting, and throughout the entire public hearing approval process. Given the years of debate and deliberation surrounding this project, we do not believe that there is any additional information that can be garnered from further MEPA review.

Thank you for your consideration of our input. We urge your approval of One Oceanfront’s MEPA application.

Sincerely,
The SBBA Board of Directors

Donald C. Egan
Interim President
Salisbury Beach Betterment Association

Learn more at:
www.sbba.us