

**PUBLIC  
MEETING**

# HMD PLACE MAKING

architecture  
urban design

**GAMBLE**  
**ASSOCIATES**

February 27, 2019

Strategic Placemaking Plan  
Andover, MA

In what ways can **Public Art and Placemaking** enhance the character, celebrate the history, and envision the future of Andover and **where** would that occur?

# ESTABLISH COMPLETE STREETS



# ESTABLISH COMPLETE STREETS



# CELEBRATE HISTORIC FABRIC



# CELEBRATE HISTORIC FABRIC



# LEVERAGE ARTS + CULTURE



# LEVERAGE ARTS + CULTURE



# FOSTER CONNECTIONS



# FOSTER CONNECTIONS



**PROMOTE RECREATION**



# PROMOTE RECREATION



# COMMUNITY INPUT

## Historic Mill District - Strategic Placemaking Opportunities Andover, MA

In what ways can Public Art enhance the character, celebrate the history, and envision the future of Andover and where would that occur?

- independent movie theater
- black box performance theater
- larger performance venue (500-600 seating cap.)
- sculpture park along the Shawshen River
- gathering places for art & music, festivals
- bike trail with art showcased along the way
- Public art can support the town's history
- music venue for family sing-a-longs
- art showcased in all town buildings with changing exhibits
- artistically improve all town signage
- add banners down Main Street touting the <sup>POSITIVE</sup> qualities of Ando "Over..."
- Riverfront park housing <sup>outdoor</sup> art adventures
- Old Town Hall: music, art studios, performance venue, art classes, cultural lectures, art movies
- Improve town lighting to brighten evening encounters with the town

## Historic Mill District - Strategic Placemaking Opportunities Andover, MA

In what ways can Public Art enhance the character, celebrate the history, and envision the future of Andover and where would that occur?

- BRING JOY, DELIGHT, INSPIRATION, TRANQUILITY TO THE VIEWER
- USE ART TO TELL STORY OF ANDOVER & ITS HISTORY
- USE ART TO SUPPORT DIVERSITY IN ANDOVER
- USE ART TO SERVE AS A WELCOMING VEHICLE FOR PEOPLE ENTERING TOWN
- USE ART TO INFORM WHAT'S GOING ON IN DIFFERENT PARTS OF TOWN

LOCATE WHERE BEST IT TIES IN WITH ITEMS ABOVE. USE THEMSELVES TO CREATE ANTICIPATION OF WHAT'S COMING. ARROWS, ABSTRACT DESIGNS, HUMOR

Joe Ponti JPONTI@VERIZON.NET



# COMMUNITY INPUT



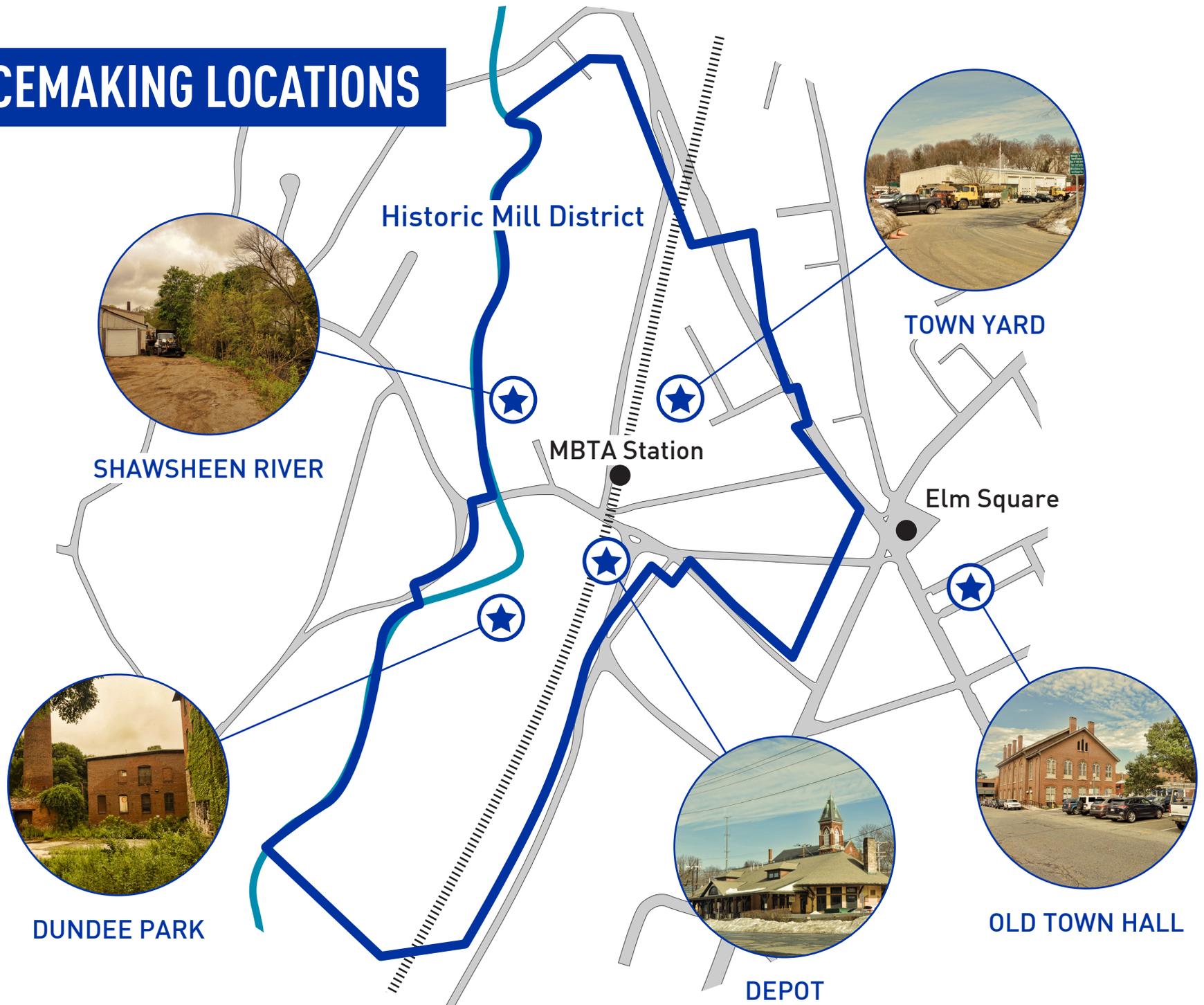
October 16, 2018

# COMMUNITY INPUT





# PLACEMAKING LOCATIONS



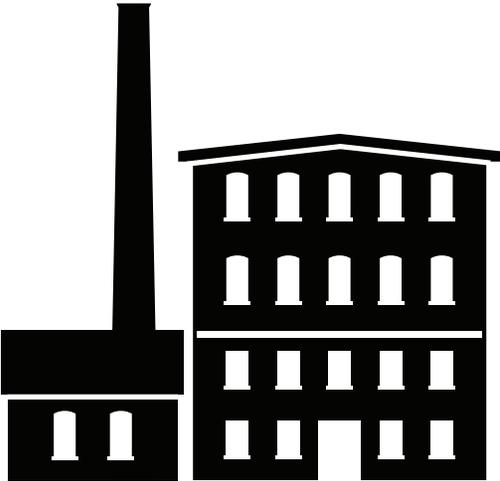
# BRANDING STRATEGY



# BRANDING STRATEGY



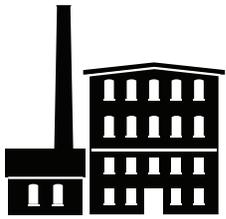
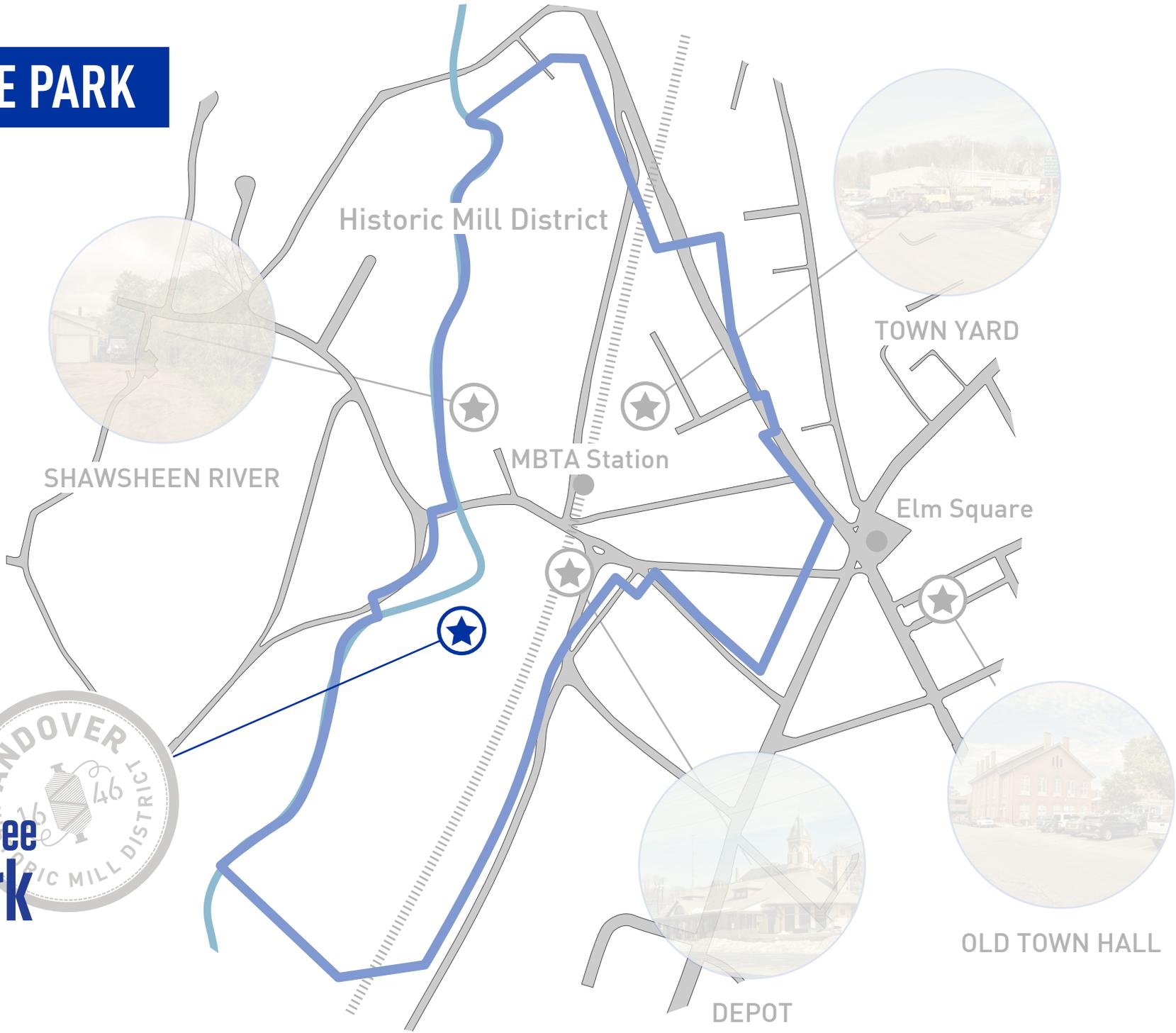
# DUNDEE PARK



# Dundee Park



# DUNDEE PARK



**Dundee Park**

# DUNDEE PARK



# COMMUNITY INPUT

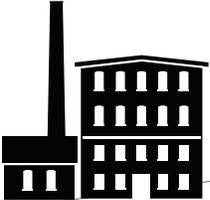
What activities / elements / programs would you like to see in Dundee Park?



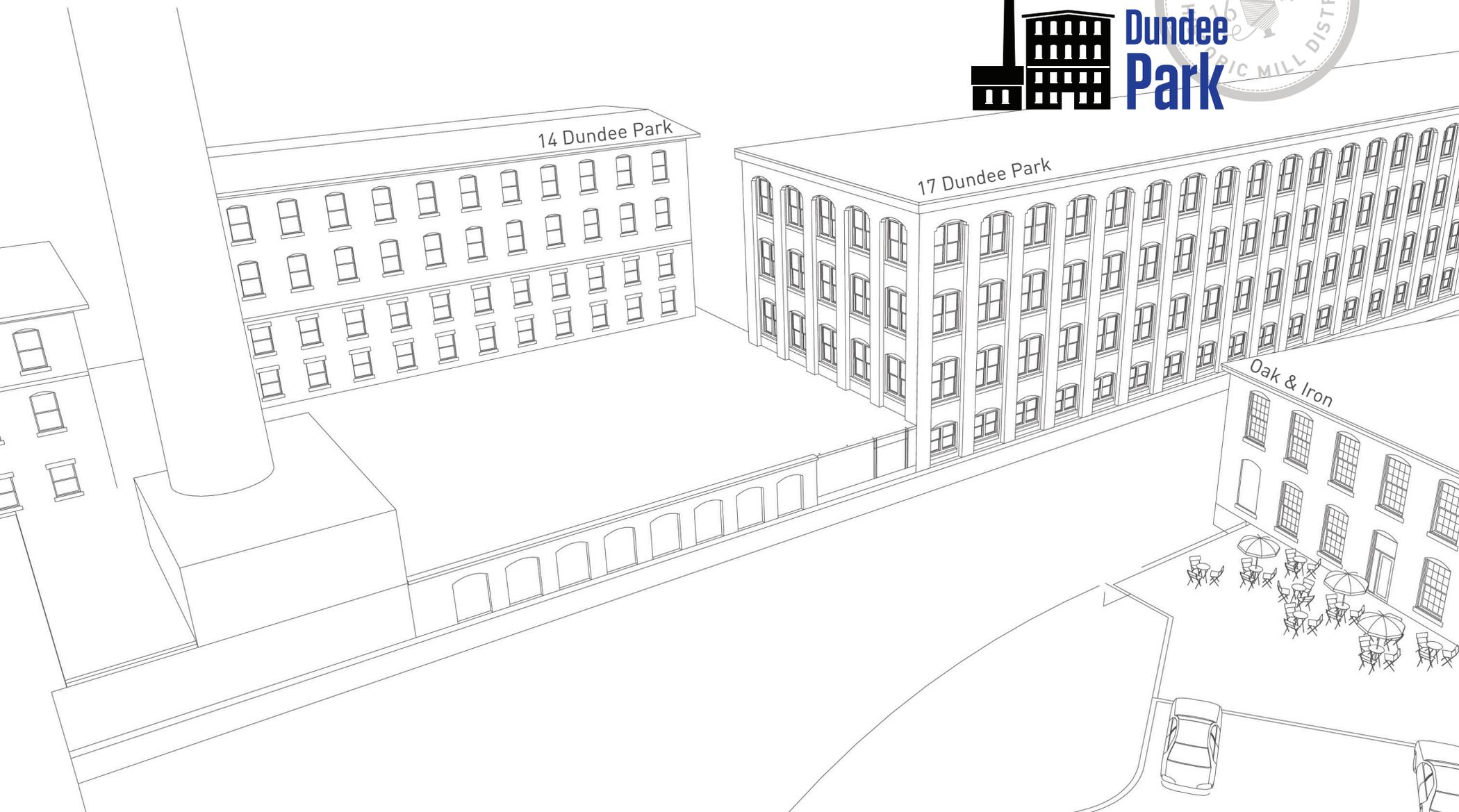
- ★ Murals
- ★ Outdoor concerts, movies, performances, Pop up events
- ★ Walking bridge
- ★ Smoke stack
- ★ River access
- ★ Exercise trail
- ★ Large performance space
- ★ Places for artists and studios
- ★ History trail
- ★ Mixed-use neighborhood
- ★ Housing - mixed income
- ★ Co-working space

Others: Black box theater, Outpost of Town Market, Drycleaners, Café, Office space (large corporation), Restaurants, Green roofs, Senior housing, Restaurants, Several pocket parks, Safe place to store bikes + bike lockers, Food trucks

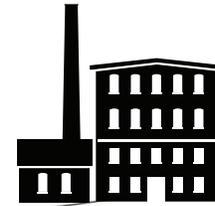
# EXISTING CONDITIONS



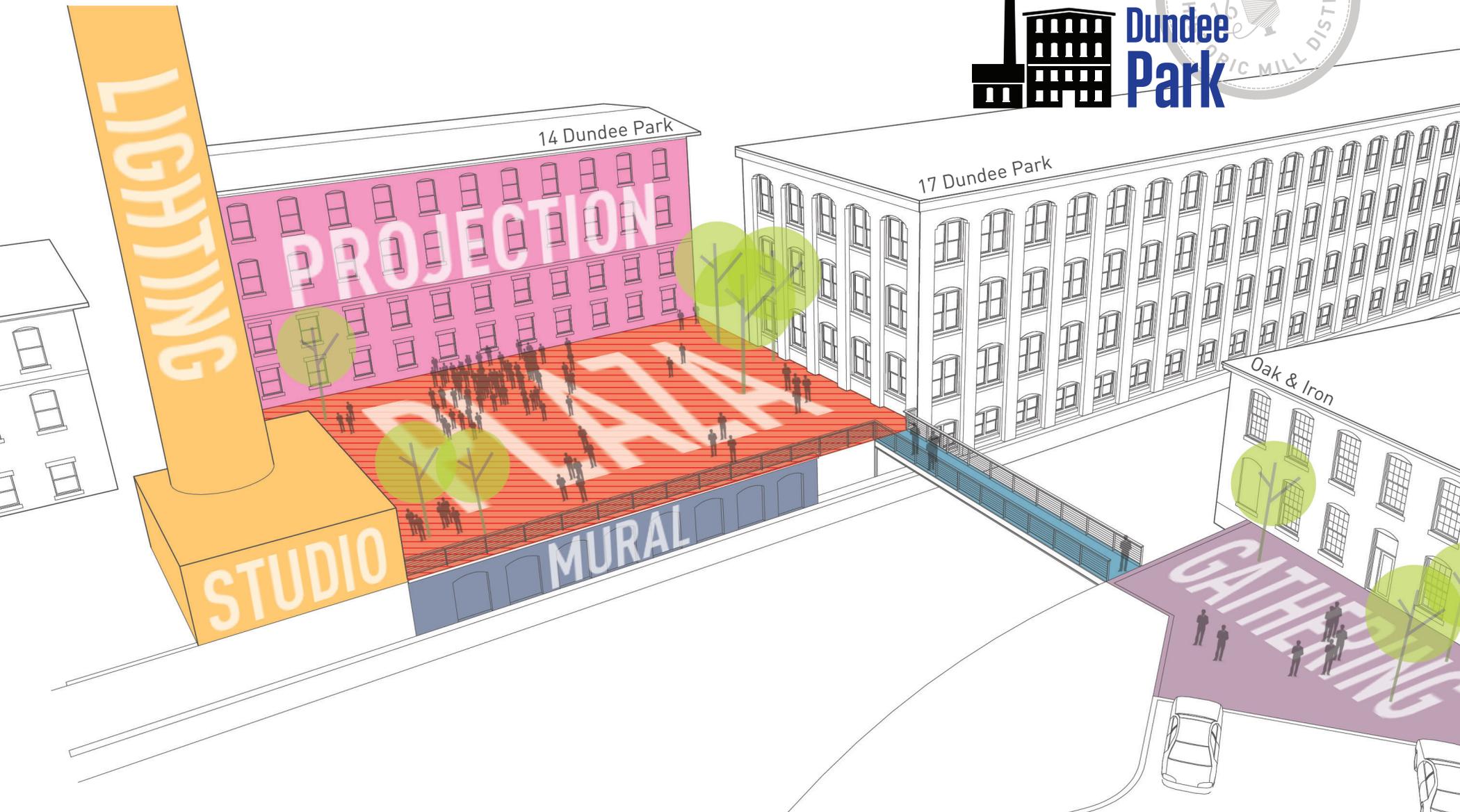
**Dundee  
Park**



# PROPOSED PLACEMAKING



Dundee  
Park





Dundee  
Park

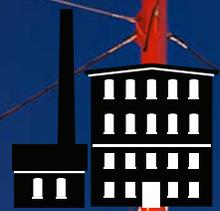




A.D. 1911



Dunster  
Park



Dunster  
Park



Dundee  
Park

Parking  
2 Hour  
Limit



Dundee  
Park



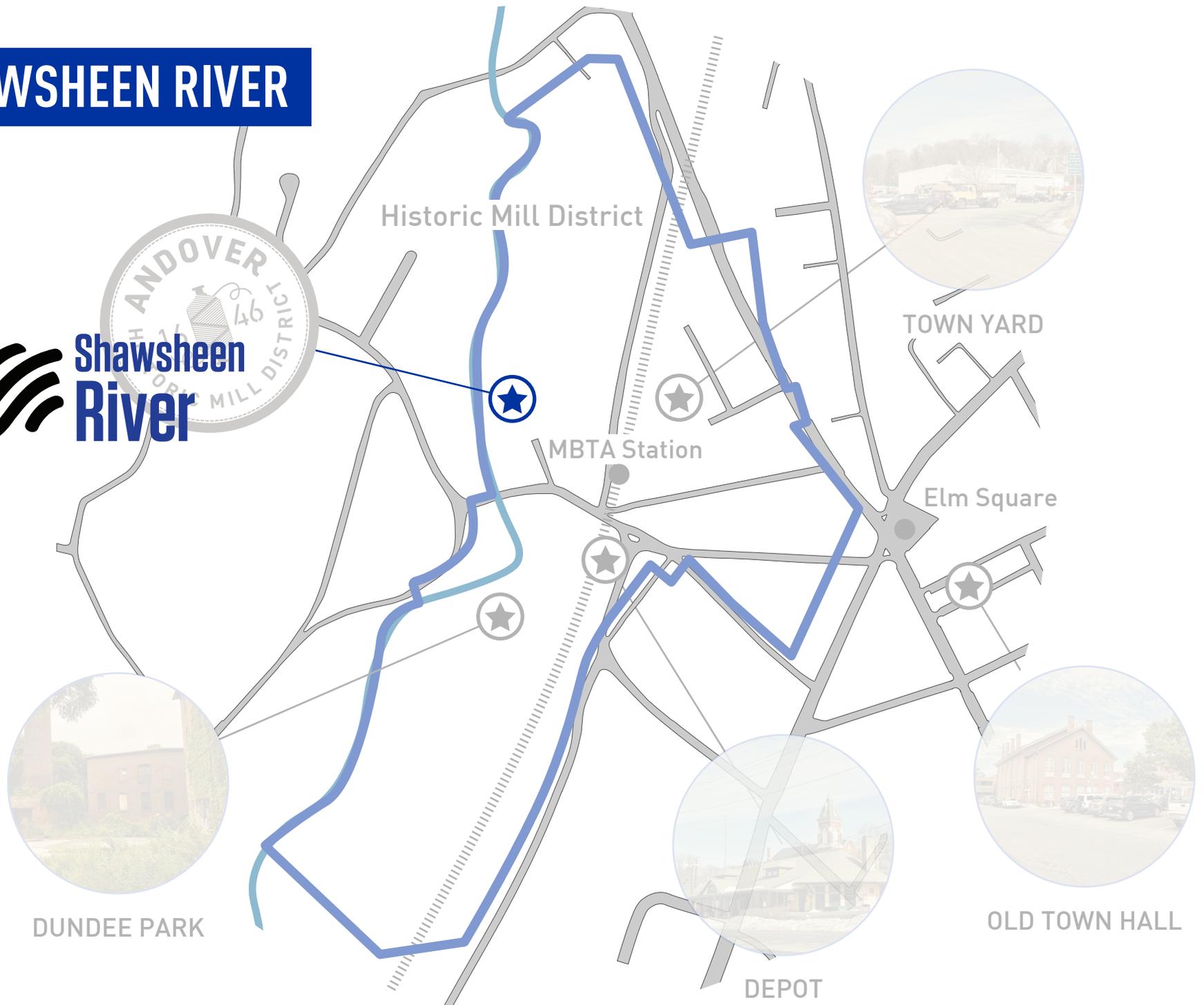
# SHAWSHEEN RIVER



# SHAWSHEEN RIVER



**Shawsheen  
River**



# SHAWSHEEN RIVER



# COMMUNITY INPUT

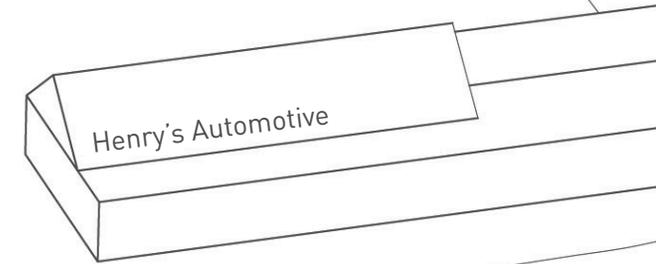
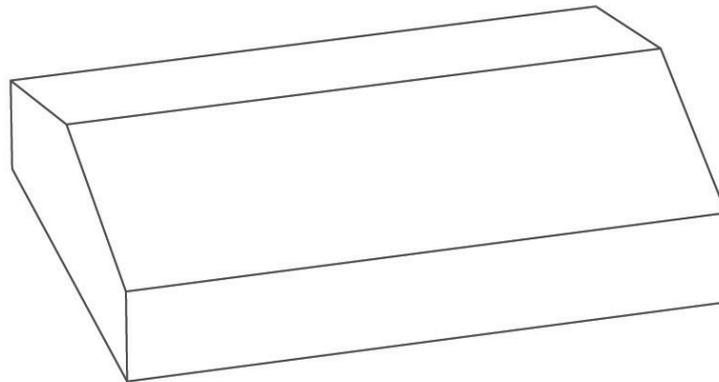


What activities / elements / programs would you like to see along the Shawsheen River?

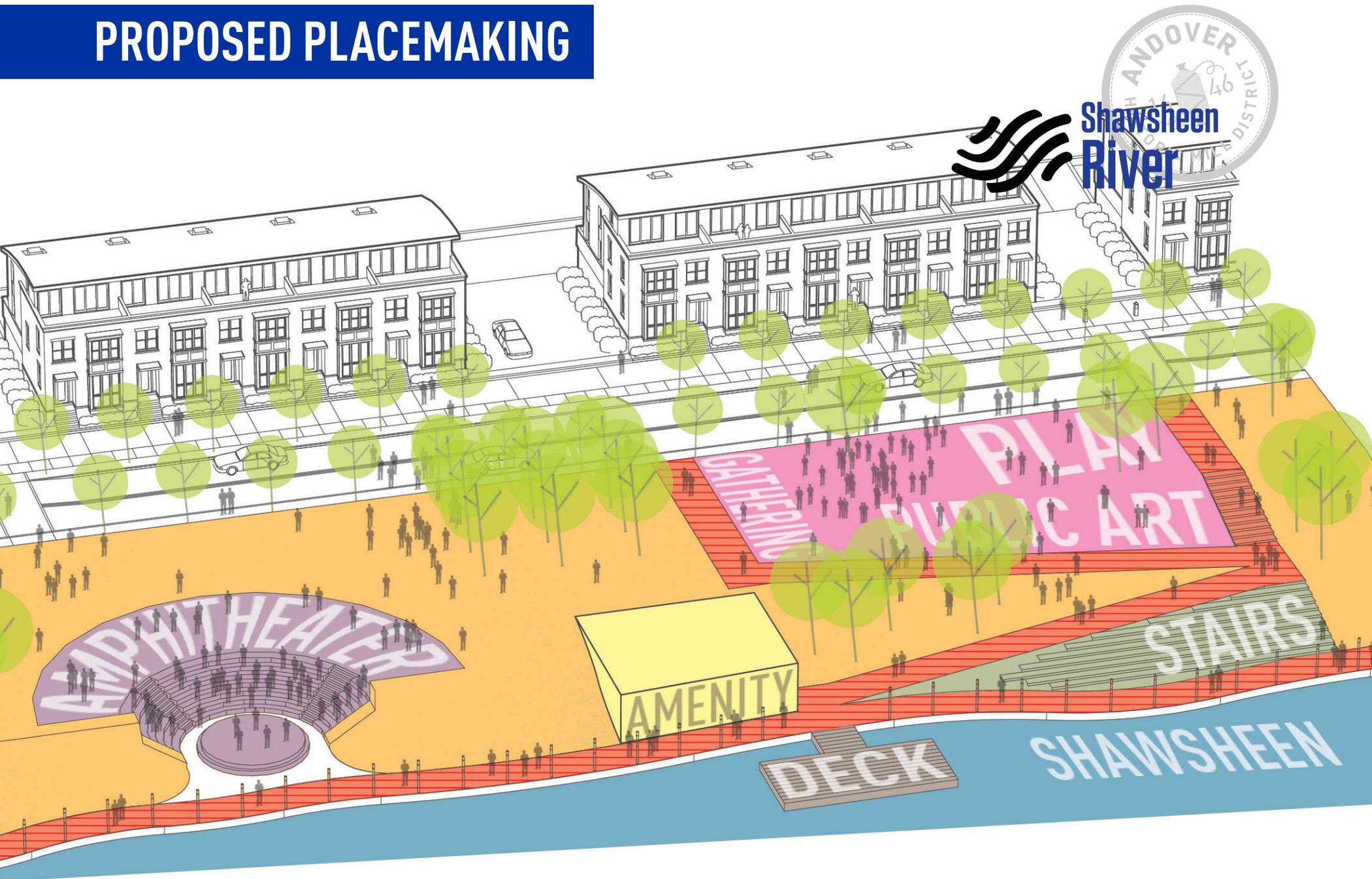
- ★ Park
- ★ Multi-use trails
- ★ Public Art
- ★ Playground
- ★ Canoe / Boating / Kayaking / Fishing facility
- ★ Amphitheater / Music + Performance spaces
- ★ Restaurant / Café
- ★ Benches
- ★ Community gardens
- ★ Picnic areas

Others: Movable furniture, Hammocks, Festivals, Farmers market, Walking bridge, Quiet meditative space, Connections, Food truck events

# EXISTING CONDITIONS



# PROPOSED PLACEMAKING









Shawsheen  
River





Shawsheen  
River



BALMORAL  
BOATSHED

Handwritten menu on a chalkboard sign:

Truffles	\$4.11
Chocolate	\$4.77
Almond	\$4.65
Vanilla Bean	\$4.25
Ribbons	\$4.25

Handwritten menu on a chalkboard sign:

Salmon, Pig	\$14.99
Chicken	\$12.99
Beef	\$14.99
Steak	\$14.99
Wings	\$12.99

Handwritten menu on a chalkboard sign:

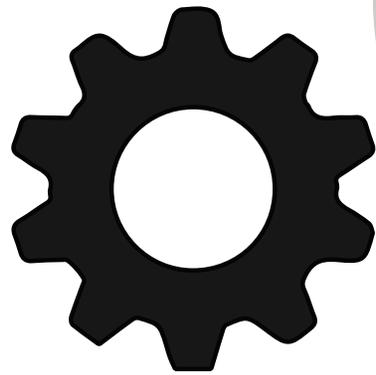
Flourless	\$14.99
and Coffee	\$14.99
with Almond	\$14.99

Handwritten menu on a chalkboard sign:

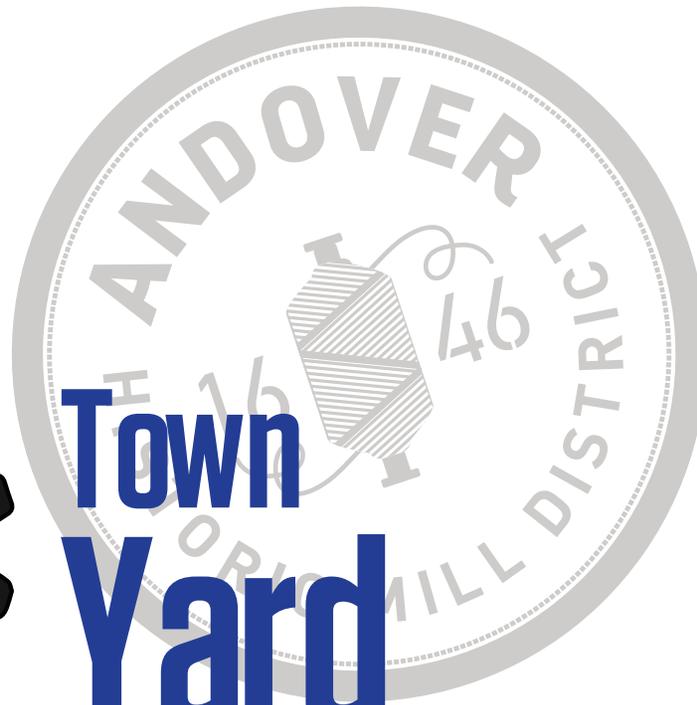
SOCS	\$14.99
SOCS	\$14.99
SOCS	\$14.99



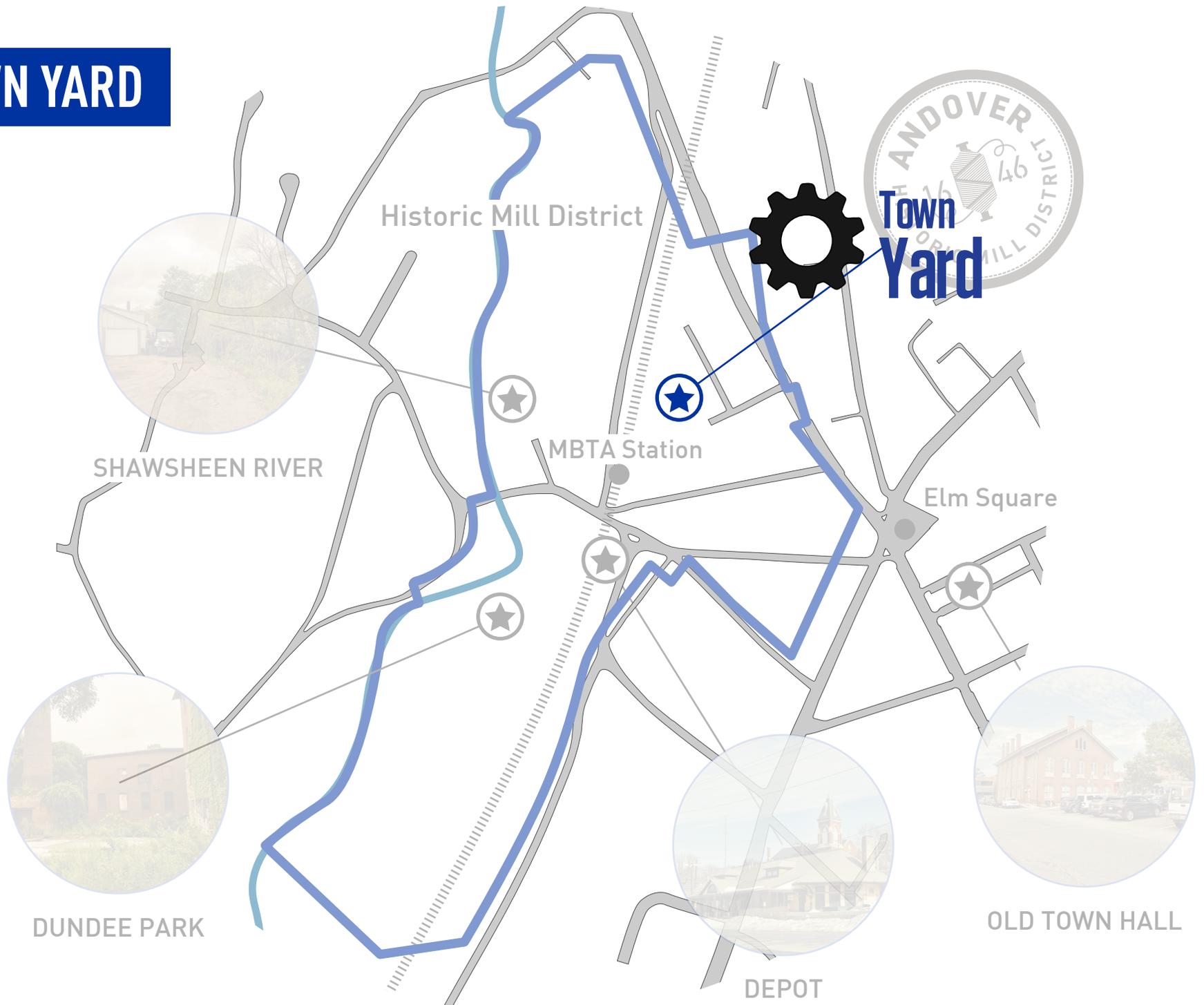
# TOWN YARD



## Town Yard



# TOWN YARD



# TOWN YARD



# COMMUNITY INPUT

What activities / elements / programs would you like to see at the Town Yard Site?



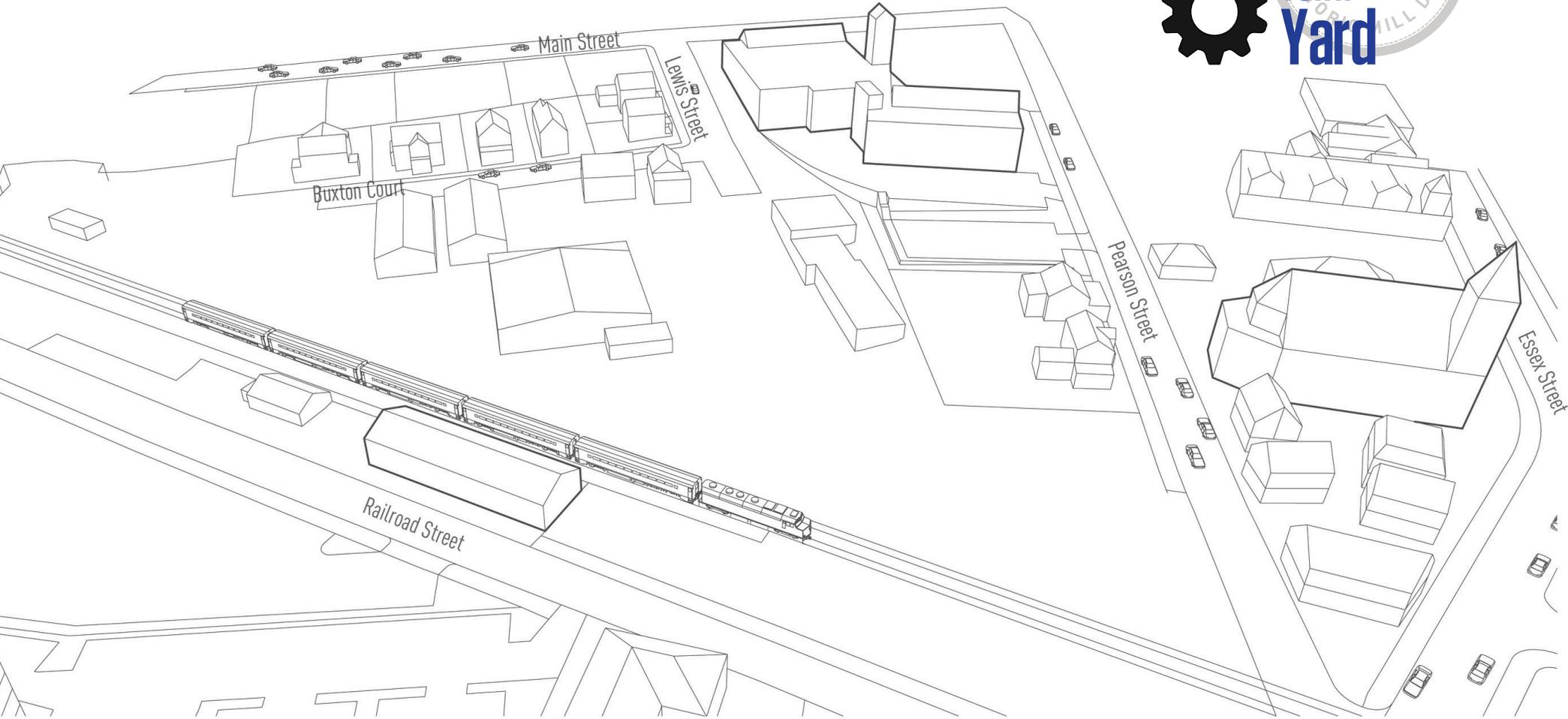
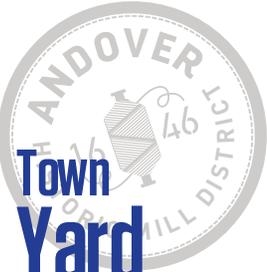
- ★ New MBTA stop on Main Street side with coffee shop
- ★ Mixed uses (retail, office, residences, affordable housing)
- ★ Cultural + Art + Music spaces
- ★ Bridge over tracks Underground parking
- ★ Public Art
- ★ Co-working space
- ★ Hotel
- ★ Green space
- ★ Smart phone connectivity
- ★ Pedestrian-friendly spaces
- ★ Wide sidewalks
- ★ Green roofs

Others: Community space like a literacy salon, Nightlife, hub for shuttle, Ice cream, Playground, Street fair, Ice rink

# EXISTING CONDITIONS



**Town  
Yard**



# PROPOSED PLACEMAKING



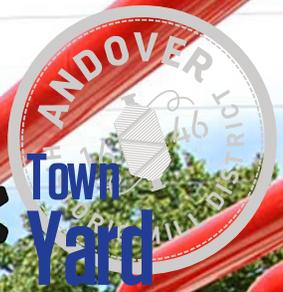


DANCE

SKATE

WE  
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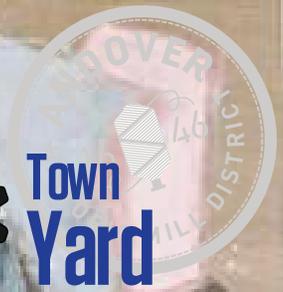
Game



ANDOVER  
TOWN  
YARD  
VICTORIA DISTRICT



**Town  
Yard**





**SOUTH ACTON**  
DISAPPEARING  
RAILROADS!  
**SOUTH ACTON**

**SOUTH ACTON**  
HISTORIC

**SOUTH ACTON**  
HISTORIC

**SOUTH ACTON**  
HISTORIC

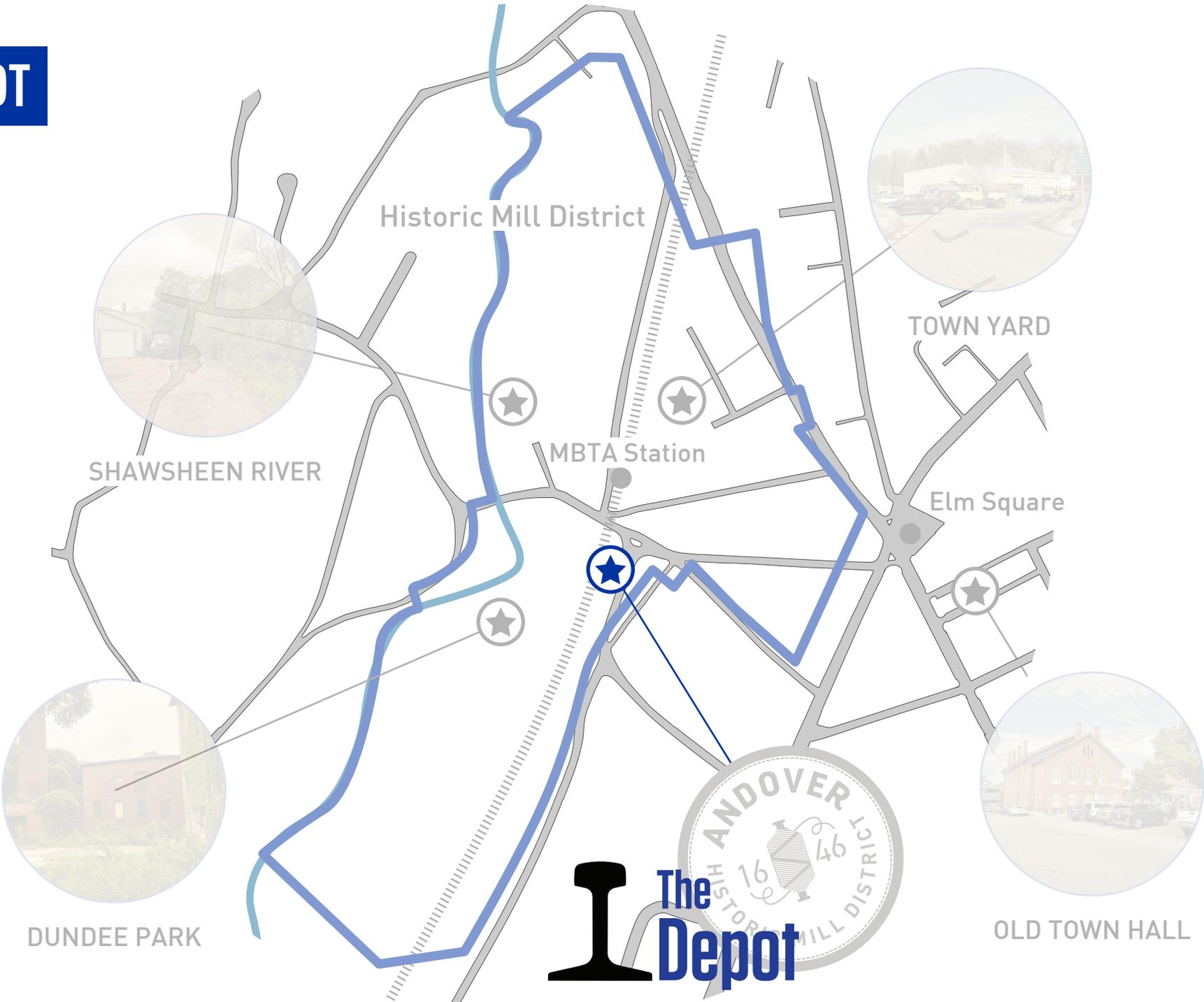
**SOUTH ACTON**  
HISTORIC



Town  
Yard



# DEPOT



DEPOT



# COMMUNITY INPUT

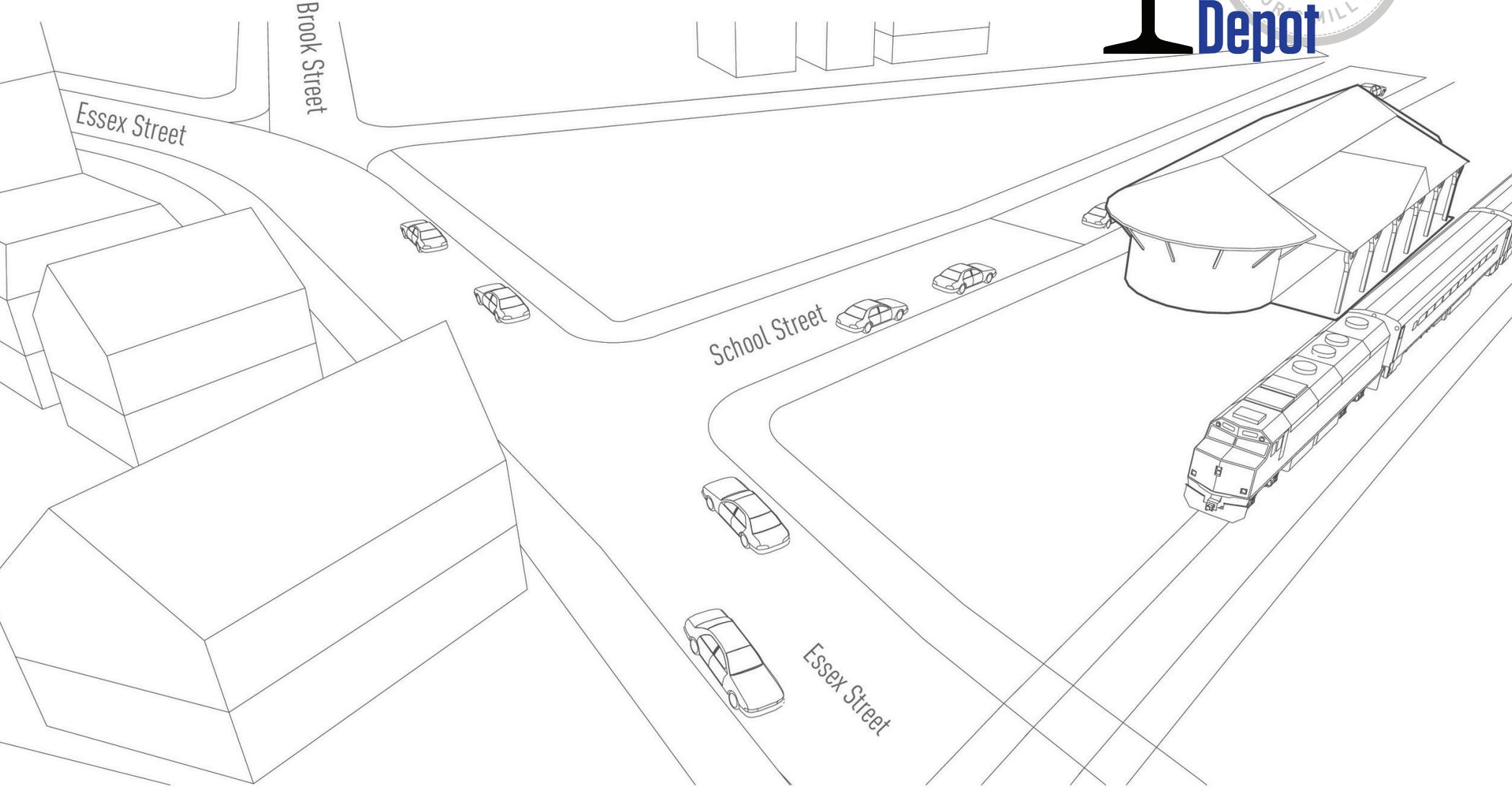
What activities / elements / programs would you like to see at the Depot?

- ★ Destination dining or coffee with outdoor seating
- ★ Train viewing area
- ★ Adjacent train themed public art that kids can climb on
- ★ Outdoor/indoor space for music
- ★ Revive wedge of land across the street with Pocket Park
- ★ Move / expand depot + return to original use
- ★ Public Art

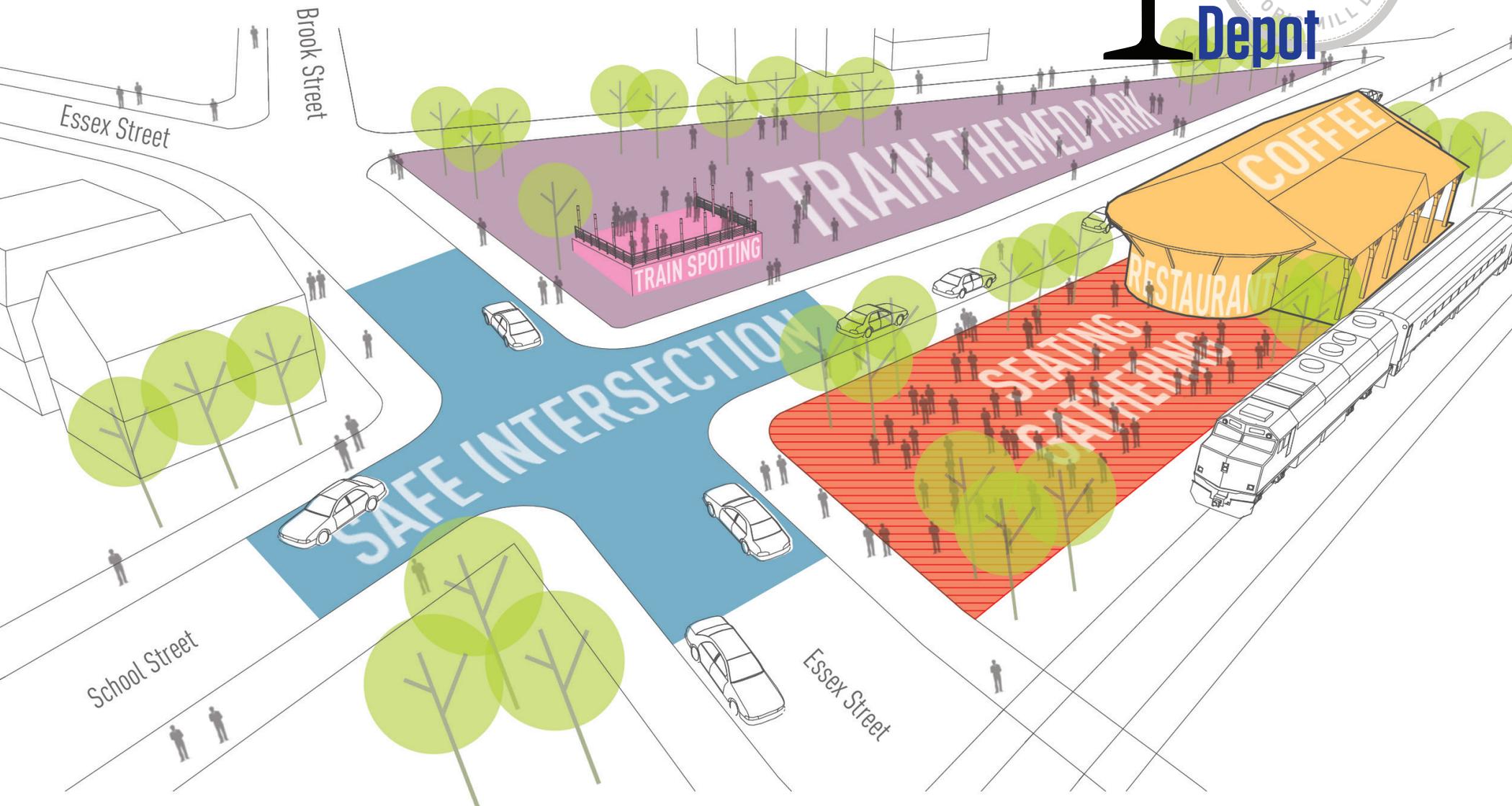
Others: History, Train museum with apps, Public transport linking the areas, Pedestrian bridge over the tracks, Outdoors outfitter, Bike shop, canoe rental, guided hikes



# EXISTING CONDITIONS



# PROPOSED PLACEMAKING





 **The  
Depot**





ANDOVER  
HISTORIC DISTRICT  
1646

**The Depot**





**GRAY WOLF**  
Canis lupus  
The gray wolf is a member of the dog family. It is the only wild canine that lives in North America. It is a large, powerful animal that can weigh up to 150 pounds. It is a social animal that lives in packs. It is a highly intelligent animal that can learn from experience. It is a highly adaptable animal that can live in a variety of environments. It is a highly resilient animal that can survive in harsh conditions. It is a highly intelligent animal that can learn from experience. It is a highly adaptable animal that can live in a variety of environments. It is a highly resilient animal that can survive in harsh conditions.

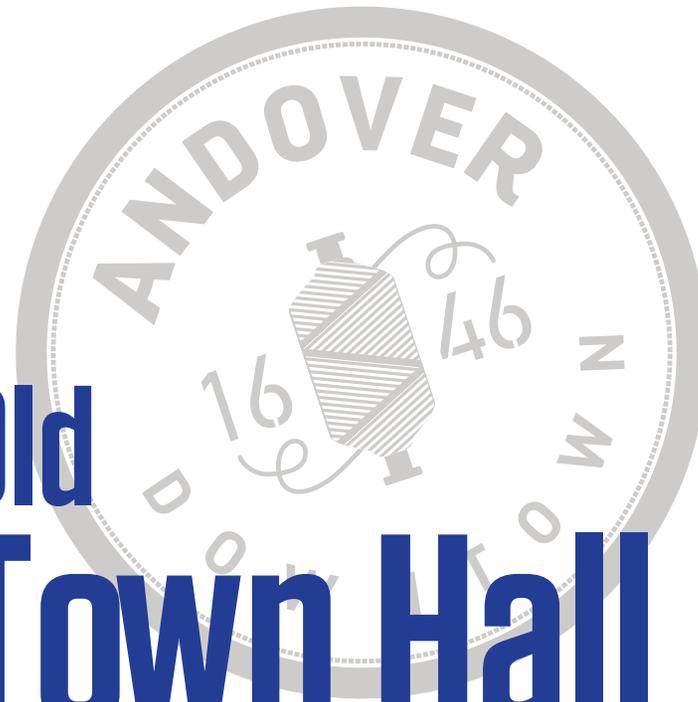




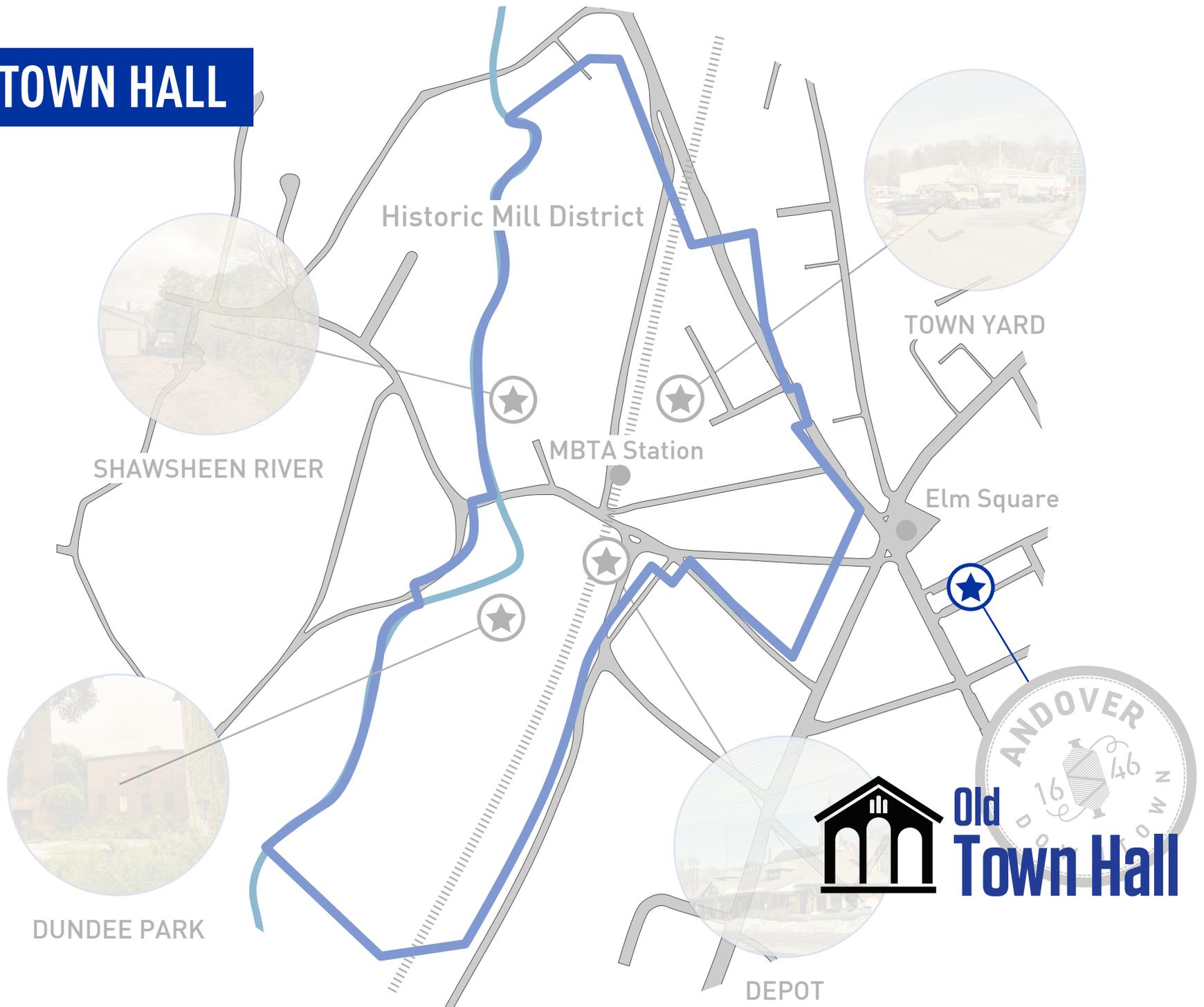
# OLD TOWN HALL



# Old Town Hall



# OLD TOWN HALL



DUNDEE PARK

SHAWSHEEN RIVER

Historic Mill District

MBTA Station

TOWN YARD

Elm Square

DEPOT



Old  
Town Hall

# OLD TOWN HALL



# COMMUNITY INPUT



What activities / elements / programs would you like to see in and around Old Town Hall?

- ★ Draw/build outline of old firehouse behind Town Hall
- ★ Restaurant / coffee shop with outdoor seating
- ★ Food trucks, beer + wine tasting and movies inside
- ★ ADA accessible
- ★ Complementary arts + Culture center (small venue)
- ★ Closing streets for pedestrian use – green space – for limited time
- ★ Solar canopy parking / electric car charging stations
- ★ Covered pavilion Multi-purpose event/cultural space
- ★ Public skating rink in winter
- ★ Farmers Market
- ★ Play areas for children
- ★ Painting on pavement

Others: Movie night upstairs, Wide boulevard to downtown park, Expand usage of park in front of town hall, Keep the post office Coworking space on 1st floor

# EXISTING CONDITIONS



# PROPOSED PLACEMAKING





ANDOVER  
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BRASS  
LYON

orange leaf  
AMERICA'S FROZEN YOGURT.

NO  
SKATEBOARDING  
OR  
ROLLER BLADING  
ALLOWED

eat cake!

CUPCAKES & COFFEE

Simply Street

OPEN  
CHOCOLATE

OPEN  
CHOCOLATE

SALISBURY  
NEWBURYPORT  
WELCOME TO MIMI'S  
WELCOME TO YAYA'S  
WELCOME TO NONNAS  
WELCOME TO NANAS



Andover  
Town Hall

WOMEN'S  
PIZZA  
BY  
ICE  
BY  
ICE

Lake Champlain  
PROCATER

Bertha Chu  
WEDDING & PARTY

MAC

M



MILLER MAYER  
Attorneys at Law

BENJAMIN  
PETERS

you're cooking



Old  
Town Hall



**CAFFÈ NERO**  
THE ITALIAN COFFEE COMPANY AND MASTER ROASTERS

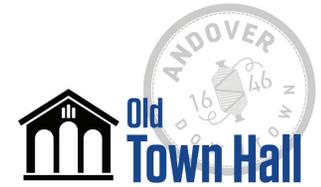
**ANDOVER**  
Old Town Hall



Old  
Town Hall



Old  
Town Hall



# NEXT STEPS



# NEXT STEPS

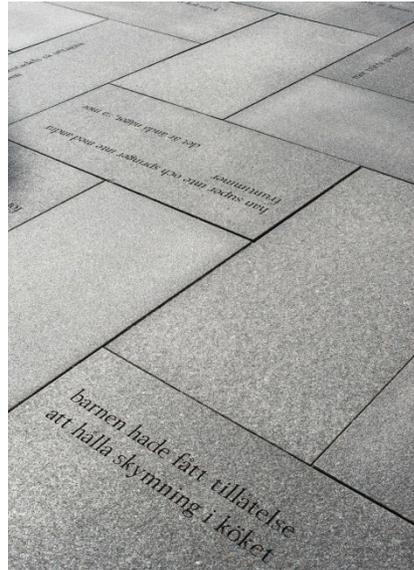


© omloop

# NEXT STEPS



# NEXT STEPS



# NEXT STEPS



# NEXT PUBLIC MEETING

Old Town Hall Placemaking Project

**CREATE A DESTINATION**

**CHILDREN ARE WELCOME**

**KEEP THE PARKING**

**DAYTIME CONVERSATION**

**February 28 10 am - 11 am**  
Andover Center for History and Culture, 97 Main Street



# HMD PLACE MAKING

architecture  
urban design

**GAMBLE**  
ASSOCIATES

February 27, 2019

Thank you!