

# STRATEGIC

# PLACEMAKING

# PLAN

## STRATEGIC PLACEMAKING PLAN

for the Historic Mill District (HMD)

ANDOVER, MA

JULY 2019

<https://andoverma.gov/HMD>

architecture  
urban design  
**GAMBLE ASSOCIATES**

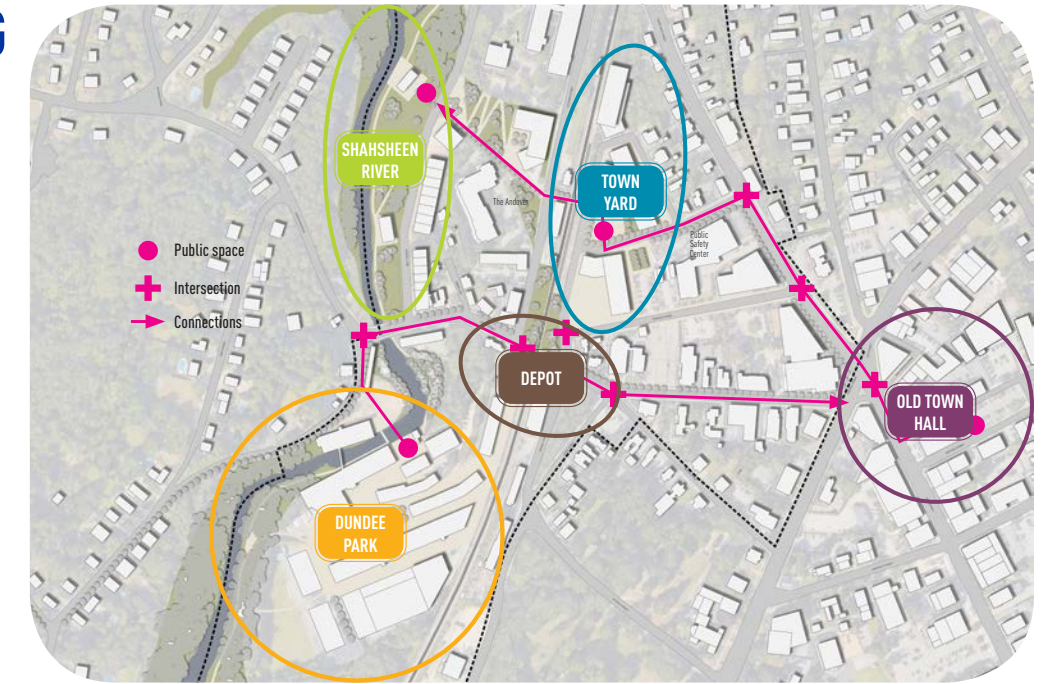


This Placemaking effort addresses the following question:

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
- CELEBRATE HISTORIC FABRIC
- LEVERAGE ARTS + CULTURE
- FOSTER CONNECTIONS
- PROMOTE RECREATION

### PLACEMAKING LOCATIONS



This Placemaking effort focuses on five strategic locations throughout the HMD: Dundee Park, Shawsheen River, Depot, Town Yard, and Old Town Hall (slightly outside of the HMD). It is vital to improve intersections and provide attractive connections between these places to promote walkability and an enhanced pedestrian experience.

## DUNDEE PARK

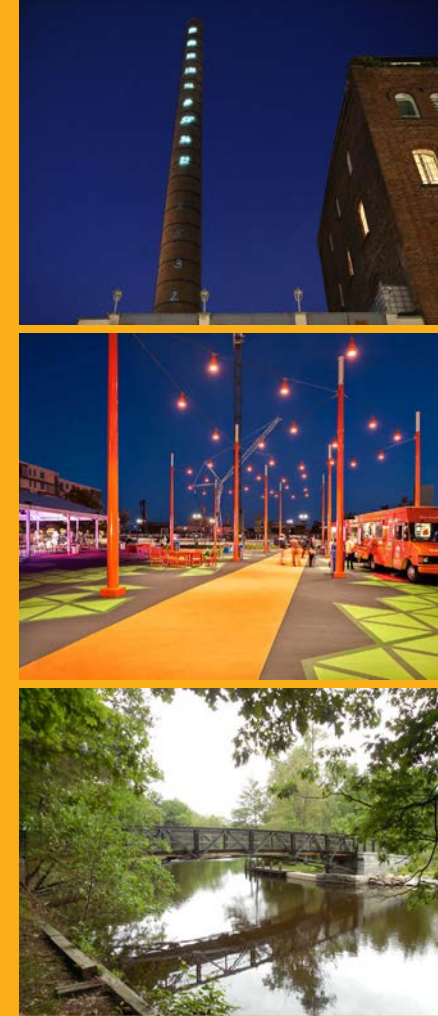


### COMMUNITY INPUT

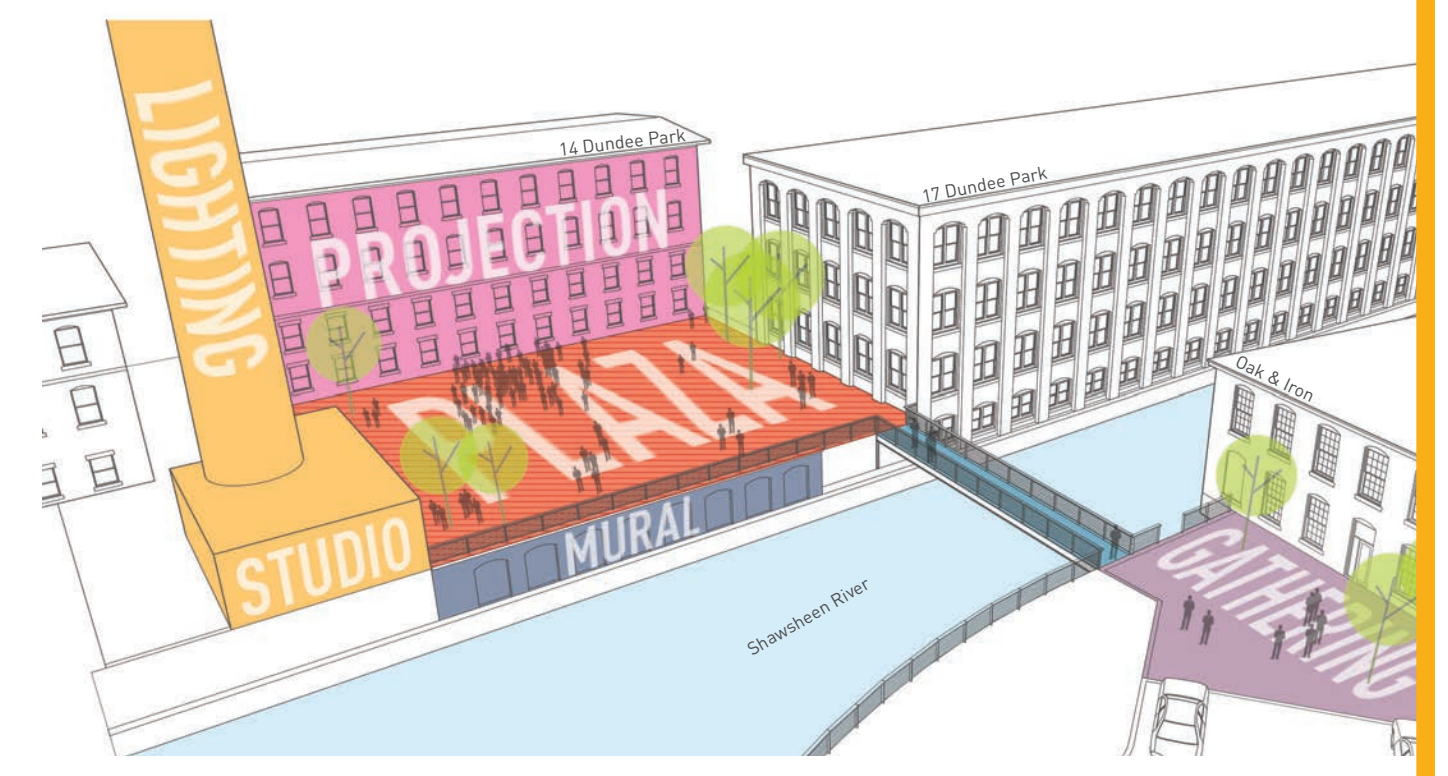
The following ideas were expressed by the Andover community:

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

Additional comments: 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



### PROPOSED PLACEMAKING



The successful incorporation of the Oak & Iron brewery into an older industrial building demonstrates the great potential of Dundee Park as a mixed-use destination. The iconic smoke stack can be used for light installations that transform the relic into an artistic landmark. The plaza directly adjacent can be used for parking and events while a new pedestrian bridge over the river enhances connectivity.

## SHAWSHEEN RIVER



### COMMUNITY INPUT

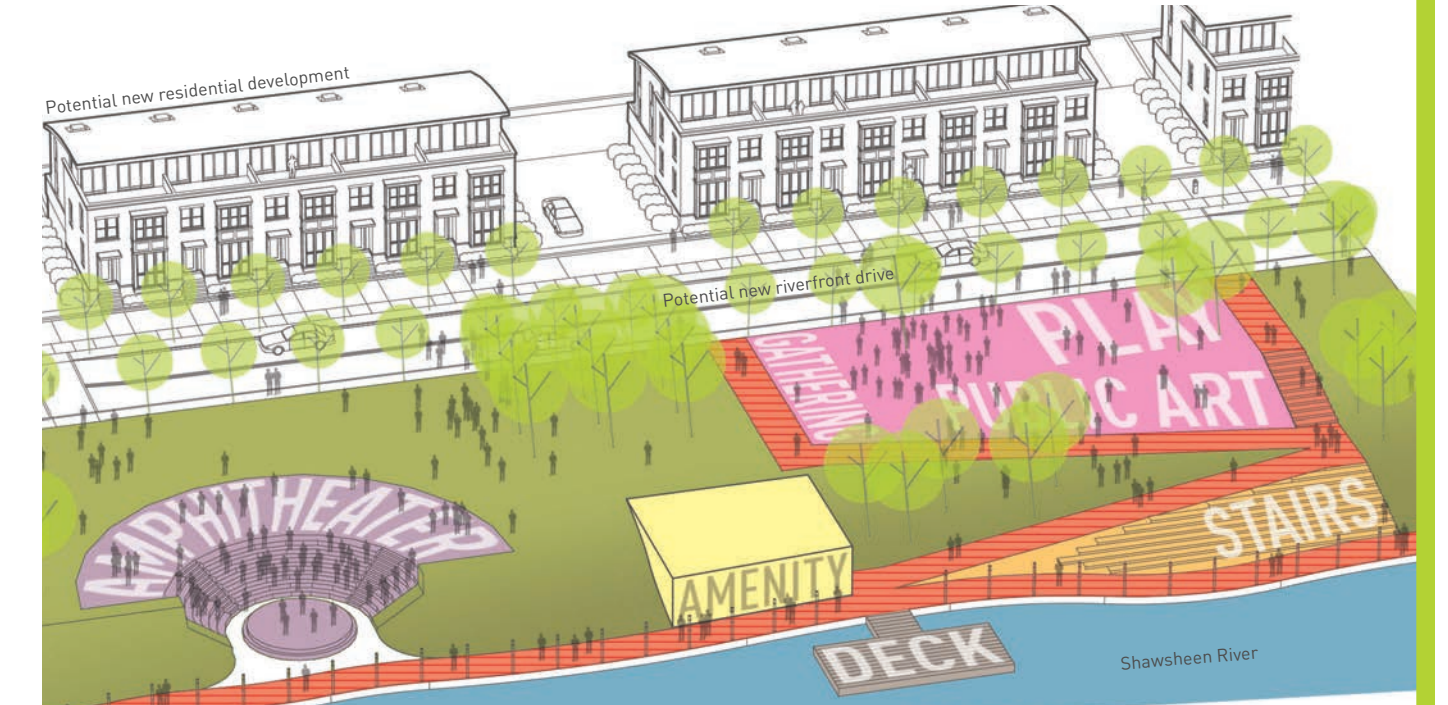
The following ideas were expressed by the Andover community:

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

Additional comments: Movable furniture, hammocks, festivals, farmers market, walking bridge, quiet meditative space, connections, food truck events



### PROPOSED PLACEMAKING



The large expanse of land alongside the Shawsheen River should do more for the Town. A new Riverfront Park offers a superlative public space for people of all ages and abilities to enjoy river views, exercise, attend performances and relax by the water. The park can be accessed via a new roadway that provides addresses for new townhome development.

## TOWN YARD



### COMMUNITY INPUT

The following ideas were expressed by the Andover community:

- 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
- Pedestrian-friendly spaces
- Green roofs

Additional comments: Wide sidewalks, community space like a literacy salon, nightlife, hub for shuttle, ice cream, playground, street fair, ice rink

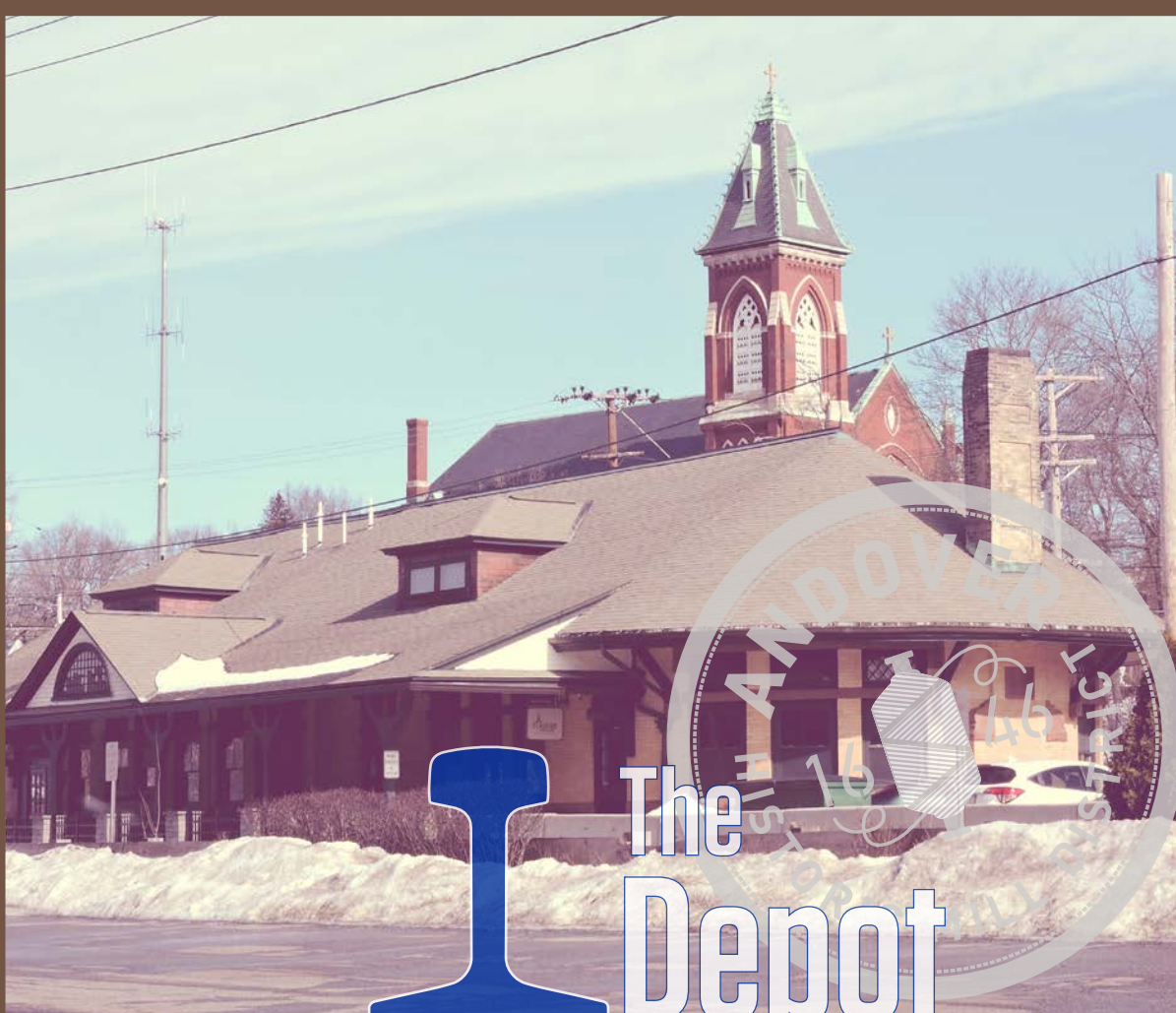


### PROPOSED PLACEMAKING



The redevelopment of Andover's former Town Yard represents a once-in-a-generation opportunity to transform a large, centrally located property from a service facility into a bustling, transit-oriented node. Combining cultural uses, retail and a range of residential units adjacent to an attractive commuter rail stop will significantly alter one's experience entering the downtown via rail.

## DEPOT



### COMMUNITY INPUT

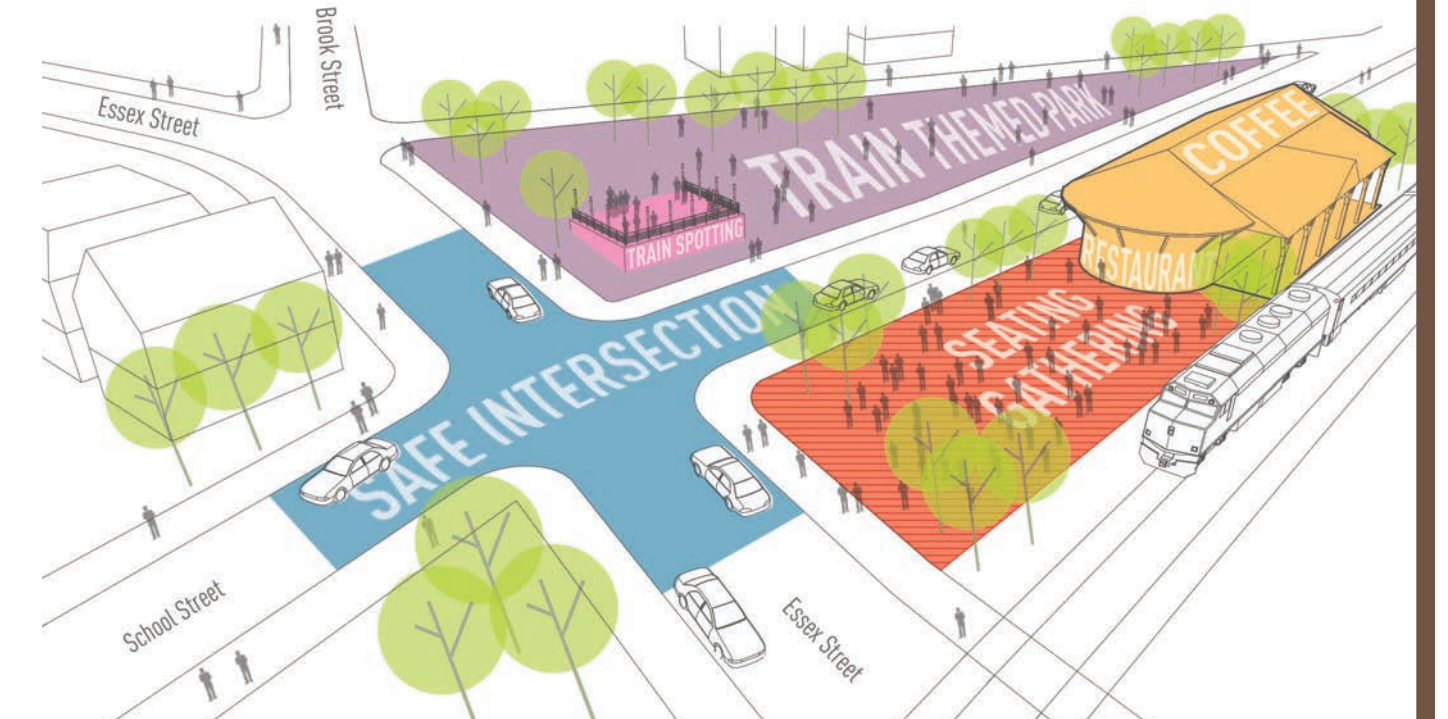
The following ideas were expressed by the Andover community:

- 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

Additional comments: History, train museum with apps, public transport linking the areas, pedestrian bridge over the tracks, outdoors outfitter, bike shop, canoe rental, guided hikes



### PROPOSED PLACEMAKING



Infrastructure improvements to the intersection of Essex and School Streets are long overdue. Reducing the excess pavement, simplifying the intersection and extending School Street will increase pedestrian safety and free up real estate next to the historic Rail Depot for outdoor gathering, art and events. Train-themed activities can activate the Depot into an appealing destination.

## OLD TOWN HALL

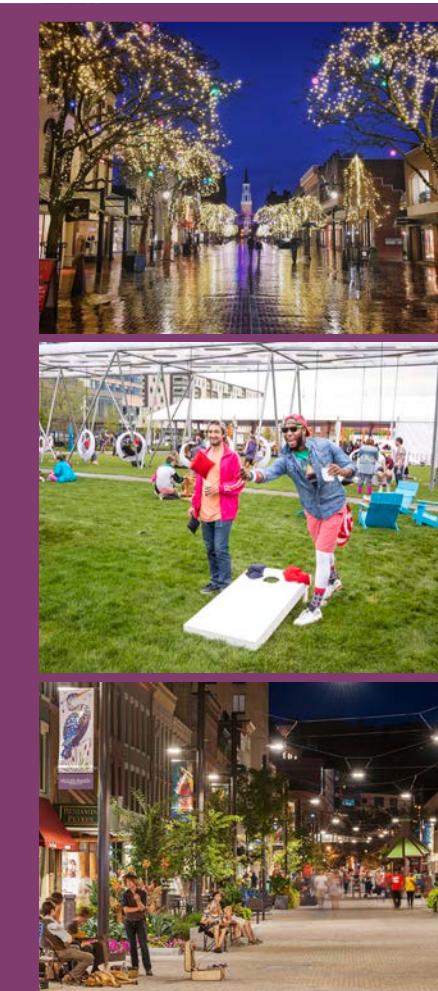


### COMMUNITY INPUT

The following ideas were expressed by the Andover community:

- 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 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

Additional comments: Painting on pavement, 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



### PROPOSED PLACEMAKING



One of the most historic and civic buildings in downtown Andover, the Old Town Hall, has been overwhelmed by cars and surface parking lots. A more efficient utilization of parking will allow for attractive gathering spaces to emerge on the sides and behind Old Town Hall for farmers markets, festivals and art-inspired events. For more information on this project, please visit [www.downtown-andover.com](http://www.downtown-andover.com)