

HAWTHORNE IDEA EXCHANGE

January 28, 2023

ICONIC PLACEMAKING

ICONIC PLACEMAKING: WRITTEN FEEDBACK SUMMARY (Ranked in order from most to least requested)

- I. Outdoor
 - a. Most popular: multiuse park / open space / green space
 - b. Second most popular: outdoor performance space, amphitheater, or stage
 - c. Third most popular: promenade, pier, and/or cliff walk
 - d. **Sculptures** and other interpretive elements that explain the **history of the site** / Swampscott's **fishing heritage** were about as frequently requested as lodging and retail opportunities.
 - e. A few suggestions for **native plantings** to be incorporated in gardenesque green spaces, and **multicultural space** that would recognize indigenous peoples.
 - f. A couple of requests for a **skating rink**.
- II. Indoor
 - a. Most popular: boutique **hotel** or **inn**, though this idea was less frequently requested than park, performance space, and cliff walk.
 - b. Second most popular: **retail** options such as pop-ups, farmers market, flea market, and other local vendors
 - c. Third most popular (tied): **performing arts center, community or senior center, lighthouse, event space**
 - d. General: structures should be low-profile, should not take over the site.
- III. Food & Amenities
 - a. A few requests for **restaurants**, though these were less requested than lodging and retail
- IV. Performance Criteria
 - a. Views: no high-rise buildings blocking views of the harbor; don't overdevelop waterfront
 - b. Accessible
 - c. Day/night, multi-season (e.g. skating rink)
 - d. Highlight natural beauty of the site, native plants
- V. Outstanding Issues
 - a. Parking: desire for additional parking
- VI. Precedents Referenced
 - a. Newburyport boardwalk
 - b. Chandler Hovey Park
 - c. Rockport Music

ICONIC

2. TRIBUTE TO HAWTHORNE

13. JOAN MARCUS ROUSE - COMMUNITY CENTER / SENIOR CENTER

14. PUBLIC ~~SPACE~~ ACTIVE SPACE

15. NATIVE PLANT SPECIES / HABITAT

Community center + rental hall + walking along street

Indigenous uses of c. black wood

ICE SKATING IN THE WINTER

soft walk + good walk

Play area similar to old rock + steel beams

Hadley as Boutique hotel across tree street from main

Boutique Hotel, Postcard, Cafe, Arts, Custom Road, Park on Water, Pleasant / Nice

Performance area

refining existing heritage - Simpson's Dam

Amphitheater w/ Herb Hall

In Commercial Area, A Popover Shop, In Heritage, designed by the architect, etc

Newport style cliff walk connected to community center

MARGINAL WAY walk + trees + benches

Order park seating + ACCESSIBLE + ground area for wheelchair

OPEN SPACE OR COMMUNITY SENDACTIVE IN WHAT RELATED AT HADLEY

Mixed green space with grass + bike walking paths, benches + picnic tables + some art + play + some seating + some art + play + some seating + some art + play + some seating, etc

* pay tribute to Olmsted in the landscape design

3. Iconic Placemaking

OVERLOOK ✓

2. NATURAL SPACE ✓

3. PERFORMANCE SPOT ✓

4. FISHING HERITAGE ✓

HIGH GDP DEVELOPEMENT • HOTEL ✓

6. PUBLIC PLAZA/PARK/NATIVE/GARDEN
PLAY/SEATING-VIEW/REST PUBLIC ✓

7. LIGHT HOUSE ✓

8. CLIFF WALK ✓

9. FRAME VISTA + DEVELOPMENT ✓

10. MAJOR ART ✓

11. INDIGENOUS CULTURE HERITAGE SITE ✓

12. FRAMING-LIGHT-VIEW ✓

Improving arts center w/ view of La Rockport music

CLIFF WALK ✓
Water
- Gazebo
- Open Space for Concerts

Iconic Site:
beautiful ocean views + water in open space ✓

Character History Parks ✓
Historical Influence

Performing Arts Center ✓
Center of town view

highlight natural beauty ✓
low profile architecture that highlights doesn't overtake

green space with local + local fauna like greenway ✓

Lighted outdoor performance space ✓

Open to ocean view esp from street ✓

closed in streets lots of open space ✓

Minimal Building on site ✓

Iconic sculpture ✓

Iconic sculpture ✓

Boutique Arts Hotel ✓

Park ✓

Allow it to be open ✓
Specialized types of iconic

Hotel Inn, Recreation of terraced landscape Longford Cliff House ✓

ACCESSIBLE GREEN/BLUE SPACE FOR ALL! ✓

HISTORIC BASED landscape ✓

Historical site ✓
Open space for play ✓
Public space ✓

Some to consider ✓