

HAWTHORNE IDEA EXCHANGE

January 28, 2023

LONG-TERM PROGRAM

LONG-TERM PROGRAM: WRITTEN FEEDBACK SUMMARY (Ranked in order from most to least requested)

- I. Outdoor
 - a. Most popular: **multiuse park / open space** to support lawn games, firepits, and community events.
 - b. Second most popular: **outdoor performance space**
 - c. Third most popular: much interest in **promenades, piers, paths, and boardwalks** (more requested than any other *indoor* programming)
 - d. High interest in a **shaded rest area**.
 - e. Requests for **native plantings** to be incorporated in gardenesque green spaces.
 - f. Requests for **play opportunities** such as zip lines to Fisherman's Beach, play structures, splash pads/fountains
 - g. A few mentions of unusual outdoor recreation opportunities such as a **geothermal pool**, a **skating rink**, a **beer garden**, etc.
 - h. Small number of requests for space that honors **indigenous populations**.
- II. Indoor
 - a. Most popular: indoor program with a flexible-use **community center**. Some people specified this could be a multi-cultural space (or interpretive center), a senior center, or a youth space.
 - b. Many requests for **retail** options such as pop-ups, farmers markets, flea markets, and other local vendors (these could also be outdoors for part of the year).
 - c. **Lodging**: 11 requests for lodging / hotel
- III. Food & Amenities
 - a. Most frequently requested amenity was **public restrooms**.
 - b. Suggestions for food options ranged from a **year-round café** to **food trucks, kiosks, and carts**. Some people expressed hesitation regarding permanent restaurants on account of pests or oversupply.
 - c. Many requests for **public art, community mosaic/mural**.
- IV. Performance Criteria
 - a. All-season programming
 - b. Climate friendly (low impermeable surfaces, native plantings, renewable energy, low carbon footprint)
 - c. Views: no high-rise buildings blocking views of the harbor; don't overdevelop waterfront
- V. Outstanding Issues

- a. **Parking:** Desire for additional parking, charging stations, either above or below ground, but no desire to block/compromise views
- b. **Hadley School:** suggestion to add sports courts, pickleball, bowling, fitness station here

VI. **Precedents Referenced**

- a. Beauport Hotel in Gloucester
- b. Newburyport boardwalk
- c. Pickering Wharf Marina
- d. Lynnfield Market Street

#3 ~~10/10/10~~

Long-John PROGRAM

Yacht club

Repurpose the Antiquis

PARK OPEN SPACE

Restaurants Need

We already have a park monument/City Hall area why do we need another?

walkway path built out in area

Solar canopy X2

Hotel-Revenue

No large enclosed structures

Businesses to bring more people downtown + raise revenue

STATUE SYMBOLIC OF HISTORY AND HISTORY VIZUW

ADDITIONAL ACTIVITIES
ACCESSIBLE GREENHOUSE STAGE FOR ALL SUMMERS

Look at the mess and undeveloped area @ Eisenman's beach

Public Restrooms

acquire church parking lot

Rotating art wall like POAM in Salem

Mixed use

- park along water / green spa corridor + tax revenue
- business along street
- green/ climate friendly

BATH-ROOMS!

FOUNTAIN TO WALK THRU + KIDS TO PLAY IN WATER

THEATER

promenade green space

INTERIOR TEEN SPACE
SO THEY DON'T DRINK ON TEDESCO A BTD GET HIT BY CARS

MIMIC MARGINAL WAY

MIXED PURPOSE OPEN SPACE - beer garden, park space, (Salem + new Park)

ALL SEASON USE!

Multi-Use not only a park. Make a cohesive main street.

pergola - cafes

We need Mid-level Housing

How does Salem live how does it

#2 LONG TERM IDEAS

- - outdoor amphitheater, parking, small restaurant, bathroom
Concert venue ●
- - perimeter of property should be public walkway (similar to Cliff Walk (Newport))
to Fishermans ●
- - the two properties - Hadley + Hawthorne - should be considered together
- - widen walkway on Humphrey St all the way to Fishers Beach ●
- - need public meeting space ●
- - public restroom ✓
 - shady places to sit - add shelters for walkers ✓
- mini-Pickering Wharf with buildings (small cafe) along road way + open space near water ●
 - similar to Sugar bowl in Suite Boston - near Castle Island - preserve shoreline ✓
 - public art ● ✓
 - walkway that extends over the water ● ✓
 - short term parking (NO all day parking) ● ● ● ● ✓
- - HOTEL/REST AKA BEAUPART - GEORGETOWN ● ● ● ✓
 - include all kinds of art (performance, paintings, etc) in cooperation with Beach Arts
On town non-profit