

HAWTHORNE IDEA EXCHANGE

January 28, 2023

SWAMPSCOTT TRENDS

TOP 5 TRANSITION TRENDS

CONCEPT	DETAILS	LEVEL OF SUPPORT
<i>Community Space</i>	Town committees, restrooms	18
<i>Collaborative Space</i>	Study, tutoring, music, cooking	18
<i>Youth Space</i>	Kids, teenagers (seasonal)	16
<i>Community Market</i>	Farmer, flea, pop-up retail	15
<i>Rental Hall</i>	Proms, weddings, parties	11

TOP 5 LONG-TERM PROGRAM

CONCEPT	DETAILS	LEVEL OF SUPPORT
<i>Park / Open Space / Green Space (preserving native plants)</i>	Lawn games, community fireplaces	48
<i>Multi-Use Space</i>		36
<i>Performance Space</i>	Outdoor amphitheater, stage	30
<i>Public Parking (with electric vehicle chargers)</i>	At grade or underground	17
<i>Community Center</i>	Flexible, events, conventions	16

TOP 5 ICONIC

CONCEPT	DETAILS	LEVEL OF SUPPORT
<i>Park / Open Space / Green Space</i>		29
<i>Performance Space</i>	Outdoor amphitheater, stage	9
<i>Promenade / Walking Paths / Piers / Cliff Walk (similar to Newburyport)</i>		9
<i>Lodging</i>	Hotel	8
<i>Retail</i>	Pop-up shops, farmers market, flea markets, vendor	6
<i>Tell the History of the Site</i>	Fishing heritage, sculptures	6

