

ROWLEY RECONNAISSANCE REPORT

ESSEX COUNTY LANDSCAPE INVENTORY

MASSACHUSETTS HERITAGE LANDSCAPE INVENTORY PROGRAM



Massachusetts Department of Conservation and Recreation

Essex National Heritage Commission

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INTRODUCTION

Essex County is known for its unusually rich and varied landscapes, which are represented in each of its 34 municipalities. Heritage landscapes are places that are created by human interaction with the natural environment. They are dynamic and evolving; they reflect the history of the community and provide a sense of place; they show the natural ecology that influenced land use patterns; and they often have scenic qualities. This wealth of landscapes is central to each community's character; yet heritage landscapes are vulnerable and ever changing. For this reason it is important to take the first steps towards their preservation by identifying those landscapes that are particularly valued by the community – a favorite local farm, a distinctive neighborhood or mill village, a unique natural feature, an inland river corridor or the rocky coast. To this end, the Massachusetts Department of Conservation and Recreation (DCR) and the Essex National Heritage Commission (ENHC) have collaborated to bring the Heritage Landscape Inventory program (HLI) to communities in Essex County. The primary goal of the program is to help communities identify a wide range of landscape resources, particularly those that are significant and unprotected. The focus is on landscapes that have not been identified in previous survey efforts in a given community. Another important goal of the program is to provide communities with strategies for preserving heritage landscapes.

The methodology for the Heritage Landscape Inventory program was developed in a Pilot Project conducted in southeast Massachusetts. It is outlined in the DCR publication *Reading the Land* which has provided guidance for the program in Essex County. In short, each participating community appoints a Local Project Coordinator (LPC) to assist the DCR-ENHC consulting team. The LPC organizes a heritage landscape identification meeting at which interested residents and town officials offer community input by identifying potential heritage landscapes. This meeting is followed by a fieldwork session including the consulting team and the LPC, usually accompanied by other community members. This group visits the priority landscapes identified in the meeting and gathers information about the community. The final product is the Reconnaissance Report, prepared for each participating community. It outlines the history of the community; identifies the resources and documentation that provide background information; provides a short description of the priority heritage landscapes visited; discusses planning issues identified by the community; and concludes with a brief discussion of survey and planning recommendations. A list of all of the heritage landscapes identified by the community is included in the Appendix.

ROWLEY HISTORY

Rowley's distinctive inland and coastal landscape features were instrumental in shaping the history of the community from the earliest Native American use of the land to 19th century farming followed by several successful mills and shoe factories.

As in many Essex County communities, Rowley contains confirmed Native American sites from the Woodland period, which dates back as far as 3,000 years ago. More recent sites dating back to the 1500s or early 1600s are likely to be found near the mouths of the Mill and Rowley Rivers where they empty into Plum Island Sound. The known sites are of Agawams, who were part of the Pawtucket group. European settlement began in 1639 and the town was incorporated with a system of house lots at the center and communal outlying open fields. This pattern persisted into the 18th century. By the late 17th century there were four parishes, with the First Parish as the center of Rowley. The three other parishes became parts of surrounding towns at later dates.

Agriculture and animal husbandry were the focus of the 17th century economy along with manufacturing of shoes and boots in the 18th century and some textiles and shipbuilding. Late 18th and 19th century farmers harvested large amounts of salt-marsh hay and fresh meadow hay for feed. Slaughterhouses and cider mills also were present. In the Early Industrial period (1830-1870) the shoe industry expanded substantially and after the Civil War there were eight large shoe manufacturing businesses in Rowley. Other businesses in the late 19th century were Glen Mills Cereal Company at the site of the 1643 fulling mill and a carriage factory at Danielsville. During this same period, the number of farms declined from 132 in 1865 to 43 in 1905, and fishing increased, particularly clamming. The shoe industries began their decline in the early 20th century and the Glen Mills site was unoccupied until the 1940s when the Jewel Mill was established to polish stone.

Early transportation routes were established over presumed Native American trails in the 17th century with Wethersfield Street and Haverhill Street (then known as ‘the way to Haverhill’) as the primary east-west routes. The 1640 north-south Bay Road was used throughout the 18th century with a stage route between Boston and Portsmouth. It was the first road laid out in the Bay Colony by order of the General Court. Around 1804 the Newburyport Turnpike (Rt. 1) was built, providing a direct route from Boston to Newburyport through the middle of Rowley. In 1849 the Eastern Railroad, which later became the Boston & Maine Railroad, linked Rowley with Newburyport and Portsmouth. A 20th century commuter rail service, which is no longer active, connected Rowley to Boston and later bus routes also made commuting from Rowley attractive.

Rowley’s population at the end of the 17th century was 680; it had more than doubled by the late 1700s to 1,678. In the 1870s there were 1,157 residents. Since the boundaries of Rowley changed several times between 1659 and 1931, it is difficult to interpret population statistics during this period. By the mid-20th century there were just over 2,000 persons in Rowley, but in the next 50 years the population soared to over 5,500 in 2000. This continued growth after World War II was related to the beauty of the rural community and the ease of commuting especially after the 1950s construction of Route 95 located to the west of Rowley.

RESOURCES AND DOCUMENTATION

This section of the Reconnaissance Report identifies planning documents and tools that provide information relevant to the Heritage Landscape Inventory program.

Inventory of Historic Assets

The Massachusetts Historical Commission's (MHC) Inventory of Historic and Archaeological Assets is a statewide list that identifies significant historic resources throughout the Commonwealth. In order to be included in the inventory, a property must be documented on an MHC inventory form, which is then entered into the MHC database. This searchable database, known as MACRIS, is now available online at <http://www.sec.state.ma.us/mhc>.

According to the MHC, Rowley's inventory documents 222 resources dating from 1635 to 1988. There are a number of area forms which record a range of resources from individual properties such as the Dodge Farms Agricultural-Industrial Area to whole neighborhoods such as the School Street area. These area forms account for documentation at some level of nearly 200 resources. There are individual survey forms for most buildings constructed in the 17th, 18th and first half of the 19th centuries. Early inventory was done in 1976 in time for the bicentennial. A significant survey project was undertaken in 1997 at which time the inventory was updated and expanded by a professional preservation consultant.

State and National Registers of Historic Places

The National Register of Historic Places is the official federal list of districts, sites, buildings, structures and objects that have been determined significant in American history, architecture, archaeology, engineering and culture. All National Register properties are automatically listed in the State Register of Historic Places. Rowley has four properties listed in the National Register (NR) of which two are part of thematic nominations; one is listed under the Diners of Massachusetts and one is part of the First Period Buildings of Eastern Massachusetts. The other two individual listings are the Chaplin-Clarke House and the Platts-Bradstreet House. The Chaplin-Clarke House is protected by a preservation restriction, drawn up in accordance with MGL Chapter 183, Sections 31-33. A preservation restriction runs with the deed and is one of the strongest preservation strategies available. All properties that have preservation restrictions filed under the state statute are automatically listed in the State Register.

Local Historic District

Local historic districts, which are administered at the municipal level, are special areas within a community where the distinctive characteristics of buildings and places are preserved and protected by a local historic district commission. Rowley adopted a local historic district bylaw in 1988 and designated two local

historic districts. The Glen Mills Historic District has 10 properties and the Rowley Center Historic District has 55 properties. Properties within local historic districts are automatically listed in the State Register of Historic Places.

Planning Documents

The *Rowley Master Plan* was published in June 2003. The section on historic preservation lists threats to historic resources as insufficient volunteers to serve on the commissions; inappropriate development outside the two historic districts; vacant and underutilized buildings at the town center; and demolition by neglect. Recommendations included use of Community Preservation Act (CPA – see below) funds to preserve deteriorated structures; adoption of a demolition delay bylaw and a scenic roads bylaw; modification of the sign bylaw to encourage historic signs; and use of the state’s Local Option Property Tax Assessment for rehabilitation of private property.

The most recent update of the *Rowley Open Space and Recreation Plan (OSRP)* was completed in 2004. One principal goal relating to heritage landscapes is to “preserve and protect the scenic character and rural quality of the town.” This newly adopted OSRP recommends that objectives towards that goal include:

- Encourage new and continued agricultural uses in town.
- Establish a program for the protection of the scenic and historic character of the town (e.g., stone walls, bridges, river corridors, views and vistas).
- Create new incentives and utilize existing programs for the protection of resources.
- Identify and acquire key parcels for open space and recreation uses.

Planning Bylaws and Other Tools

Rowley passed the Community Preservation Act in 2001, with a 3% surcharge, which provides funding for various community activities including historic preservation, open space acquisition and affordable housing. Projects using the CPA funding have included refurbishing the auditorium in Town Hall, restoration of the historic mill wheel at Glen Mills, an engineering study of the early stone-arch bridge at Glen Mills and purchase of the open space known as Hunsley Hills.

In 2004, Rowley was one of the first Massachusetts communities to take measures to preserve the farming community. The town meeting adopted an agricultural commission and passed a right-to-farm bylaw, which preserves the rights of farmers to continue the agricultural functions, which may be considered a nuisance to some neighbors. One farm is preserved through an agricultural preservation restriction (APR).

In 2000, Rowley participated in mapping workshops to designate Route 1A and Route 133 as a Massachusetts Scenic Byway, which was affirmed by the State Legislature and signed by the Governor in November 2003. Six communities, Newburyport, Newbury, Rowley, Ipswich, Essex and Gloucester, participated in

the program. In February 2005 with the assistance of the Essex National Heritage Commission they have applied to the National Scenic Byways Program for funding to develop a scenic byways management plan.

Rowley is a Certified Local Government (CLG), a designation, which makes the town eligible for survey and planning assistance from the Massachusetts Historical Commission. Through the CLG agreement, the local Historical Commission and the Historic District Commission are responsible for engaging in an active preservation program.

PRIORITY HERITAGE LANDSCAPES

The Rowley Heritage Landscape Identification meeting, attended by about ten residents, some representing town boards and local non-profit organizations, was held on November 15, 2004. During the meeting residents identified a lengthy list of Rowley's heritage landscapes, which appears in the Appendix. Once the comprehensive list was created, attendees were asked to articulate the value of each landscape and the issues relating to its preservation. Based on the information gathered, community members identified a group of high priority heritage landscapes to be visited by the consulting team during the fieldwork. Each of the priority landscapes is highly valued, contributes to community character and is not permanently protected or preserved.

The following text describes the priority heritage landscapes that are the focus of the reconnaissance work in Rowley. In most instances intensive survey work will be needed to fully document the physical characteristics and the historical development of the landscape. These heritage landscapes, which are listed in alphabetical order, represent a range of scale from a single farm to the coastal marsh land.

Bradstreet Farm

The Bradstreet Farm is one of two Rowley king grant properties that were originally in Ipswich and annexed to Rowley in 1785. The Bradstreet Farm has remained in the same family to whom the grant was made in the 17th century. The other king grant farm adjoining the Bradstreet property was granted to John Cross and is known as the Cross-Hammond-Harris-Savage Farm. Humphrey Bradstreet settled on 80 acres in 1635; the late 19th century owners were Moses and Thomas Bradstreet. A lane that crossed through the property originally was called 'way to Newbury'. The property is characterized by its flat land, an 1837 house that may have remnants of an older house within, a long gabled roof barn with two sets of sliding doors in its long side, a wood shed, remnant orchards and tall pines screening the house. There have been some conversations with the owners about protection of land that would remain after a few house lots were set aside. Protection would be through a conservation restriction.

Danielsville and the Wagon Wheel Factory

Daniel's Wagon Wheel Factory of 1896 is a wood frame structure with side additions dating to 1900 and 1910. It is the feature property at Danielsville, so named for the family that settled this small industrial area on Daniels Road. The large mill building, situated close to the road, is in dilapidated condition. It rests on a fieldstone foundation has wood clapboard siding and features rudimentary decorative eave brackets. When active, the Wagon Wheel Factory produced wagons, sleds, carts and carriages. Henry Ford is reported to have taken many items from the factory for his museum. The Daniels settled in the area in the 1830s, farmed the land and built at least two 19th century dwellings, each a five-bay, side gabled house; the ca. 1856 George E. Daniels house with barn from the mid 19th century at 78 Daniels Road and the Greek Revival style farmhouse at 62 Daniels Road. The Daniels and their factory workers lived in these houses into the late 19th century. The area is rural with fields and forest on each side of Daniels Road.



Fenno Estate

The Fenno Estate, located on Mansion Drive off Kittery Avenue and Fenno Drive, was the early 20th century development of Ox Pasture Hill Farm. The dairy farm had been purchased by Boston wool merchant and financier, Lawrence Fenno and his wife Pauline who had their Colonial Revival style summer mansion built on the site of a 19th century farmhouse in 1909. Mr. Fenno died soon thereafter and Mrs. Fenno continued to use the summer retreat, becoming a permanent resident of Rowley from 1941 to the 1950s.

The main part of the estate has been converted to the Sea View Retreat, a nursing home so named for the view of Plum Island Sound, which can be seen from the top of Ox Pasture Hill. The estate consists of the Colonial Revival style brick mansion with mid-20th century brick wings, foundations of outbuildings, ruins of a greenhouse (half facing east and the other half facing west), terraced gardens and the Bowlerly, which was a bowling alley and now is a school. Evidence of a designed landscape includes the rhododendrons that line the driveway to the Bowlerly, as well as the edges of formal gardens, larch trees, other plant material, and stone walls with flat granite copings along Central Street. On Fenno Drive,

just off of Kittery Avenue, there are a number of historic resources including a First Period house, a ca. 1920 Fenno Estate ice house, creamery and a large barn. The ice house, which has been converted to a residence, is a cobblestone and wood building. The original estate extended westerly to Central Street where parts of the stone wall and entrance piers remain as well as a chauffeur's house and a gardener's house. Pasture Brook, which feeds into the Mill River to the north, runs through the property. Presently Fenno Drive is not passable through to Central Street.

Girl Scout Camp

Known as Camp Pennacook, the Girl Scout Camp occupies about 190 acres on the edge of the Mill River and along Smith Lane which is an old unpaved way. The entrance to the camp is located on Wethersfield Street. The mostly wooded property is adjacent to town-owned conservation land. There are three modern buildings on the site. The property may be for sale and it has been reported that the camp owners have been talking to a school that could purchase part of the property, leaving the remainder for the town to purchase, particularly acreage that is contiguous with town-owned conservation land.

Herrick Farm

The Herrick Farm, so called for its present owners, is a 200-acre dairy farm on Dodge and Mill Roads. First owned by the Dodge family (ancestors of the Herricks), it now includes a ca. 1830s Greek Revival/Italianate style farmhouse, large New England barn, smaller barns and wagon sheds, paddocks, corn fields and pumpkin fields. A woodlot known as the Harris woodlot is on this farm and the Dodge Saw Mill is at the end of Mill Road which meets Dodge Road opposite the farmhouse. This active sawmill was operated by water power until 1975. Nineteenth century mill buildings and the dam can be viewed from the narrow bridge at the end of Mill Road. The ca. 1772 Dodge farmhouse also is at the end of Mill Road. The Herricks used to own the green triangle at Dodge Road and Haverhill Street, where they operated a farmstand. Stone walls line much of the property. The power company's transmission lines form the northern edge of the Herrick Farm. The family sold a strip of land for the lines and wisely retained the right to farm the land underneath.



Mill River

The Mill River's source is in the Georgetown-Rowley State Forest. The river flows northeast to the Parker River which it joins north of Rowley in Newbury. There are two impoundments along the way; Upper Mill Pond which is visible from Route 133, and Lower Mill Pond to the north visible from Dodge Street where there are three sluiceways, gears, a dam and mill foundations. The river also runs under the stone arched bridge at Glen Mills where there has been a crossing since 1642. The Mill River flows through a part of Rowley that is rich with agricultural land. As in each community in Essex County that has river frontage, there are issues related to the quality of the river water, protection of the nearby wetlands and public access.

Pingree Farm Road

Pingree Farm Road leads from Haverhill Street into the Georgetown State Forest. It is an old way that is unpaved and was the first road leading to Georgetown. The road, which is not heavily traveled, has 28 acres of important scenic wooded and wetland areas on its western edge in particular. There is a proposed Open Space Residential Design subdivision approved for both sides of the road.

Rowley Center

About 55 properties at Rowley Center arranged around the Town Common and along Main Street, Central, Wethersfield, Bradford and Haverhill Streets comprise the Rowley Center Local Historic District. Key properties include: the Rowley Common (formerly called the training field) with a bandstand and Civil War monument; the 1904 Rowley Town Hall; the new Library; Reindeer Tavern (166 Main Street); Rowley Burial Ground; the Center School (Town Hall Annex); the fourth building of the First Parish (1842); the First Baptist Church of Rowley (1830); and Platts-Bradstreet House and the 1699 Lambert House, both of which are listed in the National Register. Properties are arranged around the Common in a typical New England village fashion. Others are found along the roads that converge at the Common. For instance, on Central Street is the Rowley Grange Community Hall (1847), which was the town's fourth school house, used until 1904 when the Center School was constructed.

Rowley Salt Marsh

The Rowley Salt Marsh is part of the 17,000-acre Great Marsh along the North Shore coast. These salt hay fields and marshes along the eastern edge of Rowley are among the most vital and fragile land in town. Much of the salt marsh east of Route 1A has been protected by the Essex County Greenbelt Association (ECGA), Mass Audubon and the Parker River National Wildlife Refuge. The vistas across the marshland, the clam flats, occasional wharfs and the variety of wildlife are part of the richness of this heritage landscape. Mass Audubon has set as a priority the identification of pockets of unprotected land in the Great Marsh and will develop a plan to purchase or protect those parcels. Situated in the marsh are a number of privately owned hunting camps, some of which have been enlarged.

PLANNING

Preservation Strategies

Rowley has many fine heritage landscapes worthy of recognition and preservation, including its farmland and marshland, its quintessential village/civic center at Rowley Common and a small 18th to 20th century industrial village at Glen Mills. Through the Heritage Landscape Inventory program, Rowley now is looking beyond traditional historic resources to the landscapes, neighborhoods and other natural and cultural assets that define the overall fabric of the community. Like most Essex County communities, Rowley is under intense pressure for development. Special places within the community such as the Great Marsh, the tiny industrial village at Glen Mills, villages, farms and the town center, which once were taken for granted, now are more vulnerable than ever to change.

Planning Issues

In addition to the priority landscapes listed in the previous section, residents identified general issues related to heritage landscapes and community character. Each of the critical planning issues affects at least one of the priority landscapes. These issues are arranged in alphabetical order. Community members also expressed interest in learning about preservation tools and strategies that have been effective in other Massachusetts communities and in identifying sources for preservation funding.

Loss of Agricultural Land

Due to the high value of land, many old farms have been sold to developers who subdivide for housing. Only two farms, the Herrick Farm and the Pikul Farm, remain active. There are a few small farms that have equestrian centers. The loss of the open agricultural landscape to housing significantly alters the face of the community and creates new pressures on all of the town's infrastructure and services such as roads, water and schools.

Hilltops

One of the more distinctive topographical features of Rowley is its five hills - Hunsley, Long, Ox Pasture, Prospect and Smith Hills. The Open Space and Recreation Plan states that protection of the hilltops is a priority. They are well known for the views of the surrounding farmland, the marshland and Plum Island Sound. Prospect and Hunsley Hills already are protected. Ox Pasture Hill, looking out over Plum Island Sound and Smith Hill, viewed from the Common when looking west, are privately owned and unprotected. The future of these hilltops is important to preserving the historical associations and the scenic qualities of Rowley.

Scenic Roads

Many of Rowley's roads are scenic, drawing residents and visitors alike to wind their way along the narrow routes that pass farmland, forest, salt marsh and a 19th century village center. Examples are Dodge Road, Meetinghouse Lane, Mill Road, Pingree Farm Road and Stackyard Road. The character of these roads and others is vulnerable to change with residential development pressures throughout the town.



PLANNING RECOMMENDATIONS

Preservation planning is a three step process involving identification, evaluation and protection. Four useful documents to consult before beginning to implement preservation strategies are the Massachusetts Historical Commission's *Survey Manual* and *Preservation through Bylaws and Ordinances*; the Department of Conservation and Recreation's *Reading the Land*; and the Essex National Heritage Commission's *Essex National Heritage Area Plan*. Each publication provides necessary information for the identification, evaluation and preservation of the rich cultural heritage of a community. General recommendations are listed first, followed by more specific recommendations.

Each community will have to determine the best way to implement the recommendations discussed below. One approach that might help Rowley begin the process is to form a Heritage Landscape Committee, as described in *Reading the Land*.

General Recommendations

Recommendations that apply to a broad range of resources are discussed below. These general recommendations are listed in an order in which they are most logically addressed when applying the three step preservation planning process as described above. Thus the goal will be to (1) identify, (2) evaluate and (3) protect.

Inventory of Heritage Landscapes and Other Historic Assets

The vital first step in developing preservation strategies for heritage landscapes is to record information about the resources. One cannot advocate for something unless one knows precisely what it is – the physical characteristics and the historical development. Although Rowley’s historic resource inventory was substantially augmented in 1997, the comprehensive approach of the heritage landscapes inventory methodology that links buildings and landscapes may help to shed light on the overall landscape. Thus, using the Massachusetts Historical Commission survey methodology, record Rowley’s heritage landscapes beginning with the priority landscapes listed in this report:

- Compile a list of resources that are under-represented or not sufficiently documented beginning with heritage landscapes.
- Document unprotected resources first, beginning with threatened areas.
- Make sure to document secondary features on residential properties, such as outbuildings, garages, stone walls as well as the primary buildings.
- Update and complete new documentation for farms, coastal areas and neighborhoods using the heritage landscape approach.
- Record histories for the First Period dwellings – the 1985 documentation focuses on structural analysis only.

National Register Program

Recent survey work pointed out National Register eligibility. New survey work will require National Register evaluation. Thus using the information generated in the survey work and National Register evaluation, establish Rowley’s National Register program:

- Develop a National Register listing plan, taking into consideration a property’s integrity and vulnerability. Properties that are in need of recognition in order to advance preservation strategies should be given priority.
- Consider district National Register nominations for Glen Mills, Danielsville (wagon wheel factory) and other important resources identified during inventory.

Agricultural Landscapes

Preservation of agricultural landscapes means preservation of farming activities; otherwise, it simply is the preservation of land as open space. It is important to know what the features of an agricultural setting are and which features the community treasures in order to make a case for preservation of these settings.

Some preservation tools are available that can assist communities in preserving the actual farming activities. Rowley is a leader in the preservation of agricultural landscapes as one of the first Massachusetts communities to form an agricultural commission to address farm preservation. It has adopted a right-to-farm bylaw which provides protection for farmers to carry on farming activities that may be considered a nuisance to neighbors. Consider other options.

- Review the town's cluster bylaw for refinement of buffers, particularly between development and farmland.
- Raise funds to purchase development rights on farms or to assist farmers in the restoration of historic farm buildings for which farmers then would be required to donate preservation restrictions (PRs).
- Continue public-private partnerships to preserve farmland through purchase of farms or purchase of conservation restrictions (CRs) or agricultural preservation restrictions (APRs) on farms.

Burial Grounds and Cemeteries

Rowley has several burial grounds of which the Rowley Burial Ground at the town center is most well known. Others have not been recorded on MHC forms. The DCR publication *Preservation Guidelines for Municipally Owned Historic Burial Grounds and Cemeteries* provides guidance on developing preservation plans for burial grounds including identification and evaluation of the resources as well as preservation strategies. Using this guide Rowley should:

- Update existing and prepare new survey forms for all burial grounds and cemeteries that have been in use for more than 50 years.
- Develop a preservation and management plan for each burial ground or cemetery taking into consideration repair of stone markers, stone walls and stone fencing related to cemeteries, repair of iron work, removal of invasive growth and on-going maintenance of plant material.

Neighborhood Character

Nearly all preservation strategies address neighborhood character in some manner. As described above, thorough documentation on MHC inventory forms is an important first step in the preservation planning process, followed by National Register listing where appropriate. Two preservation tools that are particularly applicable to Rowley's historic properties are demolition delay and local historic district designation (MGL Chapter 40C). A demolition delay bylaw provides a time period in which the town can consider alternatives to demolition. Local historic district designation recognizes special areas within a community where the distinctive characteristics of buildings and places are preserved and protected. As the town knows from experience in its two local historic districts,

the strongest form of protection for the preservation of historic resources is local historic district designation.

- Adopt a demolition delay bylaw to apply to all properties that are 50 years old or more and to give the Historical Commission authority to invoke a delay of demolition of up to one year. Publication of demolition requests reminds residents of historic resources and reinforces the value of local historic resources; therefore include a publication requirement in the bylaw.
- Determine whether other historic areas such as neighborhoods contiguous to the Rowley Center Historic District would be appropriate to preserve through expanding the existing district and designate if they need such protection.

Scenic Roads

Scenic roads are an integral part of the historic fabric of the community. They are highly valued by Rowley residents and visitors alike. Yet roads must also accommodate modern transportation needs and decisions regarding roadways are often made with travel requirements as the only consideration. Under the Scenic Roads Act (MGL Chapter 40-15C) Rowley could adopt a scenic roads bylaw that would address the removal of trees and stone walls that are within the right-of-way. Yet, in addition to roadway issues, much of what we value about scenic roads — the stone walls, views across open fields — is not within the public right-of-way. The preservation and protection of scenic roads therefore requires more than one approach.

- Complete an inventory with descriptions and photo documentation of each of the rural roads in Rowley including the character defining features that should be retained.
- Adopt a scenic roads bylaw consistent with MGL Chapter 40-15C and designate certain roads as scenic roads. Examples include Pingree Farm Road, Meeting House Lane, Dodge Road and Stackyard Road, among others. Numbered routes cannot be scenic roads under Chapter 40-15C. Include in a bylaw design criteria to be considered when approving removal of trees and stone walls. Add other design criteria such as a provision allowing only one driveway cut per property on scenic roads. Coordinate procedures between the Highway Department and the Planning Board.
- Develop policies and implementation standards for road maintenance and reconstruction, including bridge reconstructions, which address the scenic and historic characteristics while also addressing safety. Such policies may be particularly important for parts of Rowley near Glen Mills, along Daniels and Dodge Roads, and in the marshland east of Route 1A. This is an important public process in which the town may have to accept responsibility for some costs to implement certain standards that are not acceptable to projects funded by the

Massachusetts Highway Department. Such standards should have a section addressing the way in which the local Highway Department maintains roads, for example requiring a public hearing if any additional pavement is to be added to a town road during reconstruction or repair. Policies can be adopted by local boards having jurisdiction over roads, or can be adopted at Town Meeting through a bylaw. In developing policies consider factors such as road width, clearing of shoulders, walking paths and posted speeds. A delicate balance is required.

Funding of Preservation Projects

Funding for preservation projects is an important aspect of implementing preservation strategies. In recent years, the ENHC has maintained a small grants program for Essex County communities. In addition, both the MHC and the DCR have had funding programs to assist communities in preservation related issues including:

- Survey and Planning Grants administered by the MHC support survey, National Register and preservation planning work.
- The Massachusetts Preservation Projects Fund (MPPF) administered by the MHC funds restoration and rehabilitation projects.
- The Historic Landscape Preservation Grant Program (HLPGP) administered by DCR funds planning, rehabilitation, education and stewardship projects focused on historic landscapes, including cemeteries.

Funding for these programs varies from year to year. When planning Rowley's heritage landscape inventory program, contact relevant agencies to determine whether funding is available.

Rowley adopted the Community Preservation Act in 2001 with a 3% surcharge on each real estate bill, which is an excellent source of funding for many heritage landscape projects. Many of the recommendations in this report could be funded with CPA money, including survey and National Register projects, preservation and conservation restrictions and agricultural preservation restrictions (APRs), which may be applicable to some of the more vulnerable landscapes.

Rowley is a Certified Local Government (CLG) which means that the National Park Service through the MHC has recognized that the town has a local historic district bylaw and keeps accurate records of its jurisdictions. The town must file a comprehensive report each year stating the number and types of cases that come before the commission. In return the town is eligible for federal funding that is distributed by the MHC. The matching funds are competitive; however the MHC must pass along a proportion of its federally allocated annual funding to CLGs through its Survey and Planning Grant program.

Specific Recommendations

The following recommendations are offered for specific resources or areas that were either identified as priority heritage landscapes or discussed as critical issues.

Fenno Estate

- Document estate on MHC Area Form.
- Consider National Register listing for former estate area.
- Work with property owners of Sea View Retreat to develop master plan to preserve important historic features, with possible consideration of restoration of part of designed landscape.

Rowley Center

Since Rowley Center is a local historic district there is some protection of historic resources and the overall context. However, there are a number of properties that are vulnerable and that will not necessarily be preserved by this designation. Representatives of the district commission should be involved in any planning for the center.

- Develop a master plan for the center with consideration of village overlay zoning district that allows density and setbacks similar to those established by historic fabric.
- Work with local highway department and Mass Highway to manage traffic while respecting resources such as the Common, reduce signs, and select historically appropriate street lighting and signalization.

CONCLUSION

The Rowley Reconnaissance Report is a critical tool in starting to identify the community's rich and diverse heritage landscapes and in beginning to think about preservation strategies. However, it is only the first step in the planning process. Landscapes identified in this report, especially the priority landscapes, will typically need further documentation on MHC inventory forms. The documentation in turn can be used in publicity efforts to build consensus and gather public support for their preservation. Implementation of recommendations will require the concerted efforts of and partnerships among municipal boards and agencies, local non-profits, and state agencies and commissions.

Distribution of this Reconnaissance Report to town land use boards and commissions will assist in making this one of the planning documents that guides Rowley in preserving important features of the community's character. The tasks that are recommended will require cooperation and coordination among boards and commissions, particularly Rowley's Historical Commission, the Planning

Board and Conservation Commission. It also is advisable to present this information to the Board of Selectmen, the applicant to the Heritage Landscape Inventory Program on behalf of the town. Finally distribution of the report to the Rowley Historical Society and any other preservation minded organizations will enhance Rowley's heritage landscape program.

APPENDIX: HERITAGE LANDSCAPES IDENTIFIED BY COMMUNITY

This list is a summary of all landscapes discussed at the Heritage Landscape Identification Meeting held in Rowley on November 16 and the follow-up fieldwork also on November 16, 2004. This is a working list and can be updated by the community. **There may be other heritage landscapes that were not identified at the HLI meeting noted above.** Landscapes are grouped by type. The chart has two columns – the name of the resource and the location are in the first and notes about the resource are in the second.

APR = Agricultural Preservation Restriction CR = Conservation Restriction
 ECGA = Essex County Greenbelt Association LHD = Local Historic District
 NR = National Register PR = Preservation Restriction
 TTOR = The Trustees of Reservations * = Priority Landscape

Agriculture	
<i>Bradstreet Property *</i> 239 Main St.	One of two king grant properties remaining in Rowley. Humphrey Bradstreet settled here on 80 acres in 1635 and land has remained in same family since. Majority of land of this property was originally in Ipswich until line moved in 1785. A lane crossed through the property called “way to Newbury.” Late 19 th century owners were Moses and Thomas Bradstreet. Flat land, 1837 house that may have remnants of older house within, large New England barn with two sliding doors in long side, wood shed, remnant orchards, tall pines at house. Attempts at protecting with CR in past with a few house lots carved out. Still unprotected.
<i>Equestrian Trails System</i>	Riding and Driving Club. In the past, there was more equestrian use. Threatened by development.
<i>Herrick Farm *</i> Dodge Rd.	Dairy farm. First was Dodge farm, then Carlton, followed by Herrick. 200 acres, 19 th century Greek Revival/Italianate farmhouse, large New England barn, smaller barns and wagon sheds, paddocks, corn fields, pumpkin fields. Harris woodlot on this farm. Own triangle at Dodge Rd and Haverhill St. where they operate a farmstand. Stone walls along property. Remnants of old mill and dam viewed from Mill Rd. Power company’s transmission lines are northern edge of Herrick Farm who sold strip for lines and retained right to farm under them.
<i>Hartnett Farm</i>	Horse farm. Was site of a saw mill which now is in ruins.
<i>Morgan Farm</i> Boxford Road	On east side of Mill River. Contiguous to Pingree Farm on Pingree Farm Road. Fields are hayed and there are some building foundations remaining.
<i>Old Landing Field</i> Central St.	Now a corn field with fine views. Was a peat bog before a landing field during WW II. Flew piper cubs in and out of here.
<i>Pikul Farm</i> Main St.	APR. Active dairy farm. 140 acres restricted.
<i>Pingree Farm</i> Pingree Farm Rd.	Town owned fields that are farmed by Herrick – road is old way that led to Georgetown. No farm buildings remaining. On west side of Mill River, contiguous to Morgan Farm.

<i>Ricker Farm</i> Rt. 133	Harvest hay here. Deteriorated horse barn which burned recently.
<i>Savage Property</i> Hammond St.	2 King's Grant properties remaining in Rowley. Granted to John Cross. Land was part of Ipswich until annexed to Rowley in 1785. Nearly 100 acres of unspoiled countryside with pond, rolling upland and marsh. Borders the Rowley River which first was called the North River, then the Egypt River. Early Harris Tide Mill which ground corn was on the property.
<i>Tenney Farm</i> Newbury Rd.	Portions have been developed. Remaining agricultural fields have been hayed by local farmers. Old farmhouse remains. Property is vulnerable.
<i>Todd Farm</i> Main St.	Todd Farm Flea Market, large barn and house and surrounding land. Was the Thomas Gage grant of about 40 acres which were in Ipswich until this area was annexed to Rowley in 1785. Became known as the Todd Farm when a Todd married into the Gage family. Thomas Gage, Esq. here in 1790, Town Clerk (1822-1834) and trustee of Governor Dummer Academy. George A. Todd inherited property (also a trustee at GDA).
Burial Grounds and Cemeteries	
<i>Chaplin- Clarke House</i> 109 Haverhill St.	NR. LHD. PR. 2 burial lots of smallpox victims on property of First Period house which was preserved by Mrs. Pauline Fenno who lived on estate at old Ox Pasture Hill Farm. Gave house to SPNEA, which sold into private ownership with PR.
<i>Line Brook Cemetery</i> Off Leslie Road	Ca. 1747 – 100+ graves. Also known as Leslie Road Burial Ground.
<i>Rowley Burial Ground</i> Main Street	1639, 50 Revolutionary soldiers. Iron picket fence with decorative pickets and tall fluted column-like posts lining road side of burial ground – early markers in front of slate.
<i>Smallpox Cemetery</i> Trowbridge Circle	Also known as Metcalf Rock Pasture Burial Ground. 12 smallpox victims who died 1775-1781.
Industrial	
<i>Daniels Wagonwheel Factory *</i> Daniels Rd.	Daniel's Wagon Wheel Factory of 1896 is wood frame with 1900 and 1910 side additions. Large mill building close to road in dilapidated condition. Produced wagons, sleds, carts, carriages. Henry Ford is reported to have taken many items from factory for his museums. The Daniels were 1830s farmers who settled Danielsville. Several 19 th houses which belonged to Daniels and were used to house workers in factory.
<i>Dodge's Saw Mill</i>	Foundations only remain. Run by water power until Rt. 95 cut source of power in 1955. The old mill building was over the stream.
<i>Herrick Mill *</i> Mill Rd.	Established as Dodge's Mill on Upper Mill Pond of Mill River fed mill at end of Mill Rd. Modern saw mill in operation today.

Holmes Mill & Dam	Remnants.
Jewel Mill Glen St.	Site of earliest known fulling mill in Massachusetts here in 1643 and used as such until 1820 when the building was connected to a wool carding factory by Nathaniel Dummer who also manufactured snuff. Connected to grist mill in 1856 and burned in 1914. In 1940 this smaller mill with water wheel and turbine built on the site as jewelry mill – a one-story mill building with a 12' Fitzwater wheel that dates to ca. 1920. There is HAER documentation for the grist mill.
Stickney Mill Site Dodge Rd.	Early water powered saw mill – cloth mill also. Later during the American Revolution, Stickney built a scythe mill and ground spears and cutlasses for the Army.
Institutional	
Girl Scout Camp * Wethersfield Rd.	Camp Pennacook. 190 acres. Along Smith Lane which is an old unpaved way. Entrance on Wethersfield Road. Adjacent to town-owned conservation land. Edge of Mill River, 3 modern buildings. Potentially for sale and it is reported that they have been talking to a school which cannot afford whole parcel. Town may be able to purchase part of property.
Millwood School Haverhill St.	Located near the corner of Boxford Rd. School converted to a dwelling.
Old Library 17 Wethersfield St.	Ezekiel Rogers School. Built in 1930. Only example of Classical Revival architecture in Rowley.
Rowley Country Club Dodge Road	Plan to use newly amended OSRD to develop a few house lots and keep 70% of property as open space.
Miscellaneous	
Agawam Diner Rt. 1	NR. At Kent's Corner.
Houghton Taxidermy Collection	200 birds given to the town in 1924. CPA funds used in 2004 to provide a display cabinet in the library to housing part of the collection of Birds of the Great Marsh.
Natural Features	
Great Marsh *	Salt hay fields and marshes, clam flats, hunting camps. Much of land east of Rt. 1A is ECGA or Mass Audubon protected. Mass Audubon has made it a priority to identify pockets of unprotected land in Great Marsh and to attempt to purchase or protect. Many of the hunting camps are being enlarged. Nelson Island at the end of Stackyard Road via a .8 mile long trail not open to vehicles.
Mill River	Source is in State Forest. Upper Mill Pond viewed from Rt. 133. Lower Mill Pond at Dodge Street with three sluiceways, gears and dam, mill foundations.

<i>Plum Island Beach</i>	Barrier beach. 1.4 miles facing the Atlantic Ocean. Part of the Parker River Wildlife Refuge. Accessible only via a refuge road.
<i>Pulpit Rock</i> Leslie Road	Corner of Meeting House Rd. Location where the Rev. Whitefield preached to multitudes. Protected.
<i>Wicoms Spring</i>	Route 1A cut off the spring. Location is off Main Street just before the railroad bridge, on the north side in a state owned pine forest.
<i>White Cedar Swamp</i>	Tenney property abutting Georgetown-Rowley State Forest.
Open Space /Parks	
<i>Georgetown-Rowley State Forest</i>	1,112-acre forest with entrance on Rt. 97 in Georgetown. Rowley entrance is a hiking trail via Pingree Farm Road. Variety of activities including equestrian trails, hiking trails, mountain biking trails.
<i>Hilltops (Ox Pasture and Smith as examples)</i>	Five hills in Rowley: Hunsley, Long, Ox Pasture, Prospect, Smith (Bradford St.). Protection of hilltops is a priority in the Open Space Plan. Prospect and Hunsley Hills already are protected. From Prospect Hill one can see to New Hampshire and Maine on a clear day, and also get a panoramic view of the salt marshes against the Atlantic Ocean. Hunsley Hill was purchased by town for \$995,000 with self help grant – 104 acres. Ox Pasture is location of Sea View Retreat (nursing home). Smith Hill viewed looking west from Common. Stone piers on Bradford Street mark private entrance to Smith Hill.
<i>Mill Creek Wildlife Management Area</i>	Part in Newbury. State Fish and Wildlife controlled. Protected.
<i>Minister's Woodlot</i> Stackyard Rd.	CR. 22-acre wood lot at the corner of Main Street (Rt. 1A) and Stackyard Rd. (unpaved). Also known as Planting Hill. Trails within wood lot. Driftway (a right-of-way used by farmers to get out to their salt marsh lots to harvest hay) can be seen on land south of Stackyard. So named for the Rev. Ezekiel Rogers, town's 1 st minister who was given 21 acres as his planting ground. First settlers were given planting ground, marsh land and 1 ½ acre-house lot.
<i>Myopia trails</i>	From Wethersfield to Central Street just east of Rt. 1 – used by Myopia Hunt.
<i>Nelsons Island</i>	Part of Parker River National Wildlife Refuge. At end of Stackyard Road in salt marsh. Long .8 mile path out to Island from parking at end of Stackyard Rd. Plum Island Sound on other side of Nelsons Island.
<i>Picnic Point</i>	Off Fenno Drive or can be accessed from Sea View Retreat property. Town owned location near or in Mill Creek Wildlife Management Area - with fire pit for picnics.
<i>Pingree Farm Conservation Area</i> Pingree Farm Rd.	Town owned fields down road off Haverhill Street. Land cultivated by farmers at Herrick Farm.
<i>Prospect Hill Ski Area</i>	Called Seaview Ski Tow. Operated by Allen Perley in the 1970s.

Rowley Common Main, Summer, & Independent St.	LHD. Called Training Field or Training Place. Center piece of Rowley Center. No specific conservation restriction or other means of protection to keep as open space except tradition and town ownership.
Satchell's Meadow Off Cross St.	Shatswell's Meadow. Sanders Pasture. Behind greenhouses on Central Street where town brook runs through between Kittery & Central St. Some of meadow is town-owned. Surrounded by Northeast Field or Great Field.
Stackyard Rd. Area	Great Marsh including Nelson's Island.
Residential (Neighborhoods, Village)	
East End	Railroad Village – small village around the East End used to house railroad workers – engineers, telegraphers and ticketers. Most houses on stone, couple of barns, small capes along Railroad Avenue. Large photographic posters on station platform showing historic scenes of Rowley – small grant program to install these. 1840s to 1930s.
Ewell Estate Red Pine Way	On one of Rowley's hilltops called Long Hill.
Fenno Estate * 50 Mansion Drive	Ox Pasture Hill Farm. Was a dairy farm – 1909 Colonial Revival house built on site of demoed farmhouse by Pauline & Lawrence Fenno who turned the dairy farm into an estate. He was a Boston wool merchant and financier. Mrs. Fenno responsible for Fairview Nurse's Rest Home at 27 Wethersfield St. She also bought the Chaplin-Clark House (109 Haverhill St.) and gave to Society for the Preservation of New England Antiquities. She was a permanent resident here from 1941 into the 1950s. This former Fenno Estate is off Fenno Drive and Kittery Rd. The estate consisted of several caretakers houses, the brick mansion that now has several brick wings, view of Plum Island Sound, foundations of buildings, remnant greenhouse (part faces east and part west), terraced gardens. The Bowlerly = old bowling alley now a school. Rhododendrons line driveway to Bowlerly, and edges of formal gardens – also larch trees and other plant material that was part of a landscape design. Stone walls with flat granite coping of Fenno Estate stretch along Central Street. Fenno Drive is not passable now.
Glen Mills	LHD. Fulling mills, woolen mills, Glen Mills Cereal Company, followed by the Jewel Mill, as it is known today (See entry under Industrial). Old Stone Arch bridge at mill site. Dam and mill pond on the south side of Mill Street. (Farms on east side of Glen Road have been developed at the loss of 1200 feet of river frontage).
Millwood	Rooty Plank district of town was where hogs were driven daily. Now called Millwood.
Plain Hill	Housing on Railroad Avenue at depot.
Rowley Center	LHD. About 55 properties. Rowley Common with bandstand and monument, Town Hall, new Library, Platts- Bradstreet House, Reindeer Tavern (166 Main St.), Burial Ground, Center School (Town Hall Annex) in need of a plan and funds to retrofit.
Up Guinea	Area of farms where guinea hens were raised.

Transportation (Bridges, Landing, Roads)	
<i>Bean's Crossing</i> Sandy Bridge Rd.	Railroad bridge on Main Street.
<i>Dark Swamp Rd.</i>	Old way. Back side of Hunsley Hill. Used to be camps here. Scenic.
<i>Fenno Drive</i>	Old working farm. First Period house = Daniel Todd House at Kittery and Fenno, barn, milk house, estate caretakers houses, large horse farm.
<i>Meeting House Lane</i>	Old way. Scenic.
<i>Old Stone Arch Bridge</i>	Old stone-arch bridge. Existing granite bridge built ca. 1850. Spans Mill River at Glen Mills and next to Jewel Mill. There has been a crossing here since 1642.
<i>Patmos Road</i>	Off Stackyard. Leads to Sawyer's Island. Extends out into the marsh. At one spot a camp owner, Roger Darling, convinced town to reroute road away from his camp. One resident is a salt marsh restoration specialist. Camps out here are of concern to Mass Audubon – one area that organization is examining. Salem Fraternity Boys camp used to be at end of road. Purchased by Chandlers who turned over to ECGA and built large house on other part.
<i>Pingree Farm Rd.</i>	Old way, dirt road. First road to Georgetown. Goes into the State Forest. There is a proposed Open Space Residential Design subdivisions approved for both sides of the road. Scenic.
<i>Railroad Depot</i> Railroad Ave.	Active railroad stop marked by large interpretive posters with historic photographs of life in Rowley in the 19 th and early 20 th century. Railroad Avenue was laid out in 1834 by Eastern Railroad.
<i>Railroad Rights-of-Way</i>	Bay Circuit. Eastern division of Boston & Maine Railroad.
<i>Red Pine Way</i>	Old way, unpaved, stone walls. Leads to the Ewell Estate.
<i>Route 1</i>	Cedar trees along edge are probably within the right-of-way. Stone walls also important. Need to enforce buffer between industries and Rt. 1.
<i>Route 1A</i>	Potential National Scenic Byway – views of great marsh, minister's woodlot, dairy farm, king grant properties, 17 th -19 th century houses.
<i>Smith Lane</i>	Old way. Not paved. Scenic. One entrance off Rt. 133 at Eiras Park where there are town recreation fields. Smith Lane goes through to girl scout camp but is not passable by car.
<i>Stone Walls</i>	On all roads – note, Bradford Rd.
<i>Town Landing</i> Warehouse Lane	Town Landing is on Rowley River. Part of Great Marsh = Rowley Salt Marsh. Some conservation land on south side of Warehouse heading down to Landing. A warehouse was located at the town landing as early as 1650s to store salt marsh hay.

ROWLEY OPENSOURCE & HISTORIC RESOURCES

