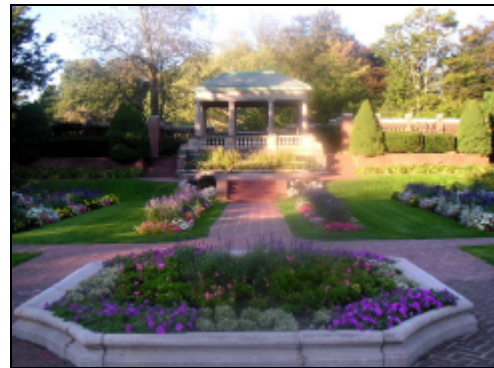
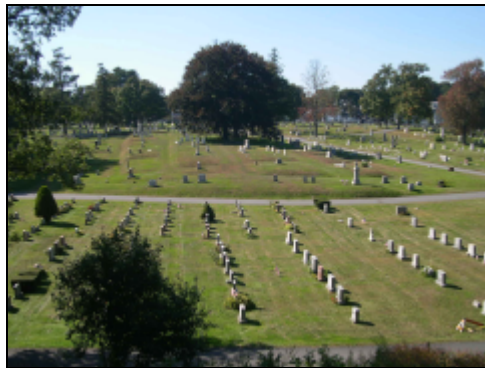


BEVERLY RECONNAISSANCE REPORT

ESSEX COUNTY LANDSCAPE INVENTORY

MASSACHUSETTS HERITAGE LANDSCAPE INVENTORY PROGRAM



Massachusetts Department of Conservation and Recreation

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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.

BEVERLY HISTORY

Beverly's coastal location and its distinctive landscape features — its rocky coastline, deep harbor, and varied rivers and lakes — were instrumental in shaping the history of the community from the earliest Native American use of the land to the present day.

Archaeological evidence found in Beverly and the writings of Captain John Smith indicate the presence of a sizeable, probably seasonal Native population of the Pawtucket or Penacook group during the Contact period (1500-1620). English colonists settled in the Beverly area in the 1620s. Harvesting of salt marsh hay began soon after, with grants of land distributed by 1635. Beverly was initially an outlying village of Salem and was incorporated as a town in 1668 with a population of 600.

Beverly grew steadily in the 18th century with a diversified economy. The harbor was the center of the town's fishing industry and related maritime activities, including trade, shipbuilding and rope manufacturing. Shoemaking was a popular winter activity. During the Revolutionary War, Beverly played an important role in fitting out the first ships of Washington's Navy and considers itself the birthplace of the United States Navy.

Between 1830 and 1870 the town evolved from its traditional maritime and agricultural economy to one that was predominantly industrial. With the arrival of the Eastern Railroad in 1839 an industrial district developed along the tracks adjacent to the Bass River. This brought many immigrants to the community, initially Irish, English and French Canadians, later followed by Germans, Scandinavians and eastern European Jews. By 1870 boot and shoemaking was Beverly's most important industry, with 35 factories constructed by the end of the century, mostly along Rantoul and Park Streets. Cabot Street became the institutional and commercial center of the community. Agriculture also prospered, as local markets developed for dairy and market garden products.

Beverly grew quickly after 1870 and was incorporated as a city in 1894. A street railway linked North Beverly to the downtown area in the late 1890s, making it possible for workers to commute to industrial jobs. The population reached 22,000 by 1920, prompting a demand for new housing, including shoe factory workers' houses.

A railroad spur to Gloucester, completed in 1847, brought artists and writers to the scenic coastline during the summer months. Initially they stayed in boarding houses but soon summer visitors were buying up land along the coast and building summer homes. As the popularity of the area grew, Beverly Farms and Pride's Crossing became the center of the fashionable North Shore, where wealthy families built lavish estates designed by renowned architects and landscape architects. Today Beverly is a predominantly residential community with development concentrated in the southwestern part of the city and several smaller villages in the eastern part. The current population is about 39,000.

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 on line at <http://www.sec.state.ma.us/mhc>.

According to the MHC, Beverly's inventory includes 955 survey forms documenting properties that date from 1636 to 1995. Beverly began its inventory in the 1970s with work by a number of different researchers, many of them volunteers. The inventory was expanded in the early 1990s when 455 properties were documented by a professional consultant. The majority of the properties inventoried are individual buildings.

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 of the National Register properties in Beverly are also listed in the State Register. Beverly has one National Historic Landmark, the Oliver Wendell Holmes House. The city also has two National Register districts, the Beverly Center Historic District established in 1984 with 109 resources, and the Fish Flake Hill Historic District established in 1971 and enlarged in 1986 with 125 resources currently in the district. There are 12 properties individually listed in the National Register. There are also properties associated with two thematic National Register nominations, First Period Buildings of Eastern Massachusetts and Lighthouses of Massachusetts. All National Register properties are automatically listed in the State Register of Historic Places.

Five Beverly properties, including Moraine Farm, are protected by a preservation restriction in accordance with MGL Chapter 183, Sections 31-33. The preservation restrictions run with the deeds and are 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

Beverly's only local historic district is Fish Flake Hill, established in 1972 with 35 resources. It is roughly bounded by Front, Cabot and Bartlett Streets and is smaller than the National Register district of the same name which extends to Water Street. All local historic district properties are automatically listed in the State Register.

Planning Documents

Beverly completed its Master Plan in 2002. A key recommendation was comprehensive rezoning of the city, which is currently underway. The city adopted a Harbor Management Plan in 2003 to identify existing problems and establish consensus about the future of the harbor. Beverly's 2001 Open Space and Recreation Plan listed Beverly's coastal environment, scenic roads, historic districts, islands and scenic trails as its most important scenic resources and unique environments. The 2003 Open Space and Recreation Action Plan lists projects such as trail and street linkage; site acquisition; parks and playgrounds; management of public lands; and funding as citywide priorities. It also addresses neighborhood projects and provides criteria for open space acquisition.

Planning Ordinances and Other Tools

Beverly has recently passed a 12-month Demolition Delay Ordinance; established design guidelines for the downtown area; and is working on a storm water management plan and comprehensive rezoning. Zoning priorities include the downtown and the waterfront, as well as ordinances for inclusionary zoning and open space residential design.

PRIORITY HERITAGE LANDSCAPES

Beverly's Heritage Landscape Identification meeting, attended by approximately 17 residents, some representing city boards and local non-profit organizations, was held on July 15, 2004. During the meeting residents compiled a lengthy list of the town's heritage landscapes, which is included in the Appendix. Once the comprehensive list was created, attendees were asked to articulate the value of each landscape and to identify issues relating to its preservation. Based on the information gathered, community members selected a group of 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.

This section describes the priority landscapes that are the focus of the reconnaissance work in Beverly. 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 alphabetically, represent a range of scales and types of resources from individual burial grounds to the entire length of Route 127.

Burial Grounds and Cemeteries (Ancient Burial Ground, Central Cemetery, Conant Street Cemetery and Dodge Cemetery)

Four city-owned burial grounds were identified as priority landscapes. Ancient Burial Ground (also known as Abbott Street Burial Ground), established in 1671, was the burial place of early settlers and residents accused of witchcraft. It is a small burial ground with early slate headstones located in the heart of downtown

at the corner of Abbott and Cabot Streets. The Conant Street Cemetery in the northwestern part of the city near the North Beverly Cemetery is a deep narrow lot roughly one acre in size. It was established in 1715 to serve Beverly's second parish. Most of the burials date to the 18th and 19th century. The site is heavily wooded and includes a number of slate headstones, as well as a few later ones. Central Cemetery on Hale Street, which is much larger, was established in the late 18th century. Most of it is laid out in the 19th century rural cemetery style with varied topography, winding roads and a range of headstones and burial monuments. The highest elevation in the cemetery is the Walnut Hill section where many veterans are buried, including Civil War veterans. Other features of the cemetery include trees, stone walls and a brick receiving tomb, which is proposed for removal. Dodge Cemetery in North Beverly is a one-acre former family cemetery that is now city-owned. It is located off Dodge Street near the Wenham line but has no street frontage and the unmarked access is via a private driveway. There are a number of early slate headstones, many of which are in extremely poor condition. Each of these burial grounds has issues related to maintenance and condition of burial monuments. While the Board of Cemetery Managers, which functions as the city's cemetery commission, is aware of the problems, it lacks the funds to deal with anything more than routine maintenance.



Downtown Waterfront (Foster's Point to Hospital Point)

The downtown waterfront is a dense urban seaport at the heart of the community. It includes a working waterfront with diverse water-related commercial and recreational uses, adjacent residential and commercial neighborhoods, as well as parks and public beaches.

The tidal Danvers River forms the southern boundary of Beverly at its western end adjacent to the Ryal Side neighborhood. It joins with the Bass River and Salem's North River just west of the Essex Bridge to form Beverly Harbor, a deepwater port that remains the most active portion of the waterfront. Adjacent neighborhoods include Goat Hill, which was also identified as a priority heritage landscape (see below), and Fish Flake Hill, which is listed in the National Register and is also a local historic district. Both neighborhoods are valued for their compact 19th century street patterns, their small-scale vernacular buildings and their cohesiveness. East of Tuck's Point there are several large public

parcels. Independence Park has extensive frontage on the harbor and has a history that dates back to the Revolutionary War. A few blocks east is Dane Street Beach, with the adjacent Lyons Park. East of Lyons Park is Mackerel Cove where the pattern of development becomes less urban, with larger lots and houses, many dating to the late 19th or early 20th century. Woodbury Point and the adjacent Rice's Beach comprise another large public holding. Hospital Point is the site of an old smallpox hospital that is now a vacant city-owned landlocked parcel. There is also a Coast Guard station with an adjacent lighthouse on Hospital Point. Community residents expressed concern that the waterfront was becoming more densely built up, with less public access and fewer views of the water.

Goat Hill Neighborhood

The Goat Hill neighborhood is located in downtown Beverly at the mouth of the Bass River. It is roughly bounded by River Street and School Street on the north, the Bass River on the west, Beverly Harbor on the south and Rantoul Street on the east. The railroad runs through the area with the main depot just to the north. Goat Hill was initially settled in the late 1830s to provide housing for industrial workers, including many immigrants, and continued to develop through the 1890s. Today it is valued for its proximity to downtown and the waterfront, and its compact 19th century houses on small lots. Former civic buildings in the area are the Edwards School, built in 1912 and currently being converted to condominiums, and a former fire station, which was developed as mixed commercial/residential building in the 1980s. Goat Hill is primarily a blue-collar neighborhood that retains some of its ethnic character. However, because of its desirable location, it is under pressure to change.

Route 127 Corridor

Route 127 begins just north of the Essex Bridge and travels a short distance along Lothrop Street before joining with Hale Street at Central Cemetery. From there it extends east from downtown to the Manchester border, running roughly along the coast through the neighborhoods of Chapman's Corner, Pride's Crossing and Beverly Farms. An integral part of the road corridor is the landscape through which it passes: urban waterfront; small village centers; large estates, many of which are now institutions; and the occasional dramatic views of the harbor, islands and ocean beyond. Route 127 is a remnant of late 19th century life, but must also serve modern needs. It is highly valued by local residents and is under pressure to change as traffic increases and development occurs on adjacent parcels.

In its western section, Route 127 is a city street that passes through Beverly Cove, an urban middle class neighborhood with large late 19th and early 20th century residences. As the road proceeds east it moves inland from the coastline and becomes more suburban in character with side roads leading south to estates clustered along the waterfront and largely invisible from the main road. This settlement pattern with private enclaves along the waterfront was established in the late 19th century when large estates were designed by well-known architects.

East of Chapman's Corner/Cove Village, Route 127/Hale Street moves closer to the waterfront near Mingo Beach with estates in this section located directly along the street. Many are now in institutional use such as Endicott College and the Landmark School. The new uses bring changes to the estates themselves and put pressure on the road to accommodate greatly increased traffic. The roadway is narrow in this section (typically two lanes) and winding in response to the varied topography of the rocky coastline.

East of Mingo Beach, Route 127 moves away from the shoreline to Pride's Crossing, a tiny village with railroad station and a few commercial buildings. Further east is the larger village of Beverly Farms with railroad station and commercial district including the Beverly Farms Branch Library and St. Margaret's Parish. Also characteristic of this part of Beverly are a few large undeveloped or underdeveloped land parcels, many of which are not permanently protected. The area became known as the Gold Coast.

Legislation has been filed to designate Route 127 as a "state scenic byway." The proposed route begins with Route 1A in Salem, proceeding north over the Beverly-Salem Bridge linking with Route 127 in Beverly, then proceeding through Beverly, Manchester and Gloucester and around all of Cape Ann (on Route 127A). The designation provides no oversight or controls but allows byway communities to apply for federal funds through the National Scenic Byway Program.

Witches Woods/Common Lane Area

Like most Essex County communities, Beverly places high value on its open spaces, which include public land, property owned by non-profit organizations such as Essex County Greenbelt Association and large private land holdings that have traditionally allowed public access. One such area is the Witches Woods/Common Lane area north of Prides Crossing and west of Beverly Farms. Witches Woods is a rocky area that was reportedly used as a hiding place by those accused of witchcraft in the 17th century. It has long been valued as open space. Its historic value is known anecdotally but has not been formally documented. Like many large natural areas remaining in Essex County, Witches Woods is considered vulnerable to development. Common Lane is a narrow, scenic road adjacent to Witches Woods that retains a more rural character than most other Beverly roads.

PLANNING

Preservation Strategies

Beverly's dramatic coastal landscape played a critical role in the settlement and historical development of the community and remains among the city's most important assets. Beverly is also fortunate to have a large and diverse collection of historic resources, including many outstanding estates. The city has already taken steps to preserve its most significant buildings and natural areas. It is now

looking beyond these resources to the landscapes, streetscapes, rural roads, neighborhoods and other natural and cultural assets that define the overall fabric of the community. Like most Essex County municipalities, Beverly is under intense pressure for development, especially in waterfront areas. Special places within the community that were once taken for granted are now 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 listed 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.

Burial Grounds and Cemeteries

Beverly residents identified four burial grounds as priority landscapes but also expressed concern about other city-owned burial grounds and cemeteries as a more general issue. Only four burial grounds have been documented on MHC inventory forms and all exhibit some preservation needs, particularly the older ones that are no longer actively used for burial. Issues include safety hazards, vandalism, inadequate maintenance, deteriorated monuments, overgrown or invasive vegetation, hazardous trees, impacts from abutters and lack of signage.



Estates

Beverly has an outstanding collection of late 19th and early 20th century estates, primarily located along Route 127. The area is referred to as the Gold Coast and was developed primarily as summer retreats by wealthy city dwellers. Many are arranged as compounds with several large houses on a single property with pillared entrances leading from Hale Street/Route 127. Most are no longer viable as single family residences and many have been converted to institutional uses.

Current zoning permits only single family dwellings on each lot, which tends to accelerate subdivision of these properties. In addition, many of the large historic buildings are threatened by demolition due to their lack of modern amenities. Thus not only is the context threatened but also the existing historic structures. Many of the estates also had landscapes by well known designers such as the Olmsted firm which are generally not documented and often in poor condition.

Neighborhoods and Villages

Preserving neighborhood character was a major theme of the heritage landscape meeting. Beverly's diverse residential neighborhoods are rich in historic resources and essential to community vitality. They include downtown neighborhoods such as Fish Flake Hill and Goat Hill, and villages such as Chapman's Corner, Pride's Crossing and Beverly Farms. Churches, schools and other institutions were mentioned as important anchors in their neighborhoods. Closing of such institutions is often a blow to the neighborhood, especially when they are replaced with new uses that are no longer integral to the community. While almost all neighborhoods are facing changes that threaten community character, villages and waterfront neighborhoods were perceived as the most threatened.

Scenic Roads

Beverly's rural roads were mentioned as scenic and historic assets that contribute much to the character of the community. While Beverly does have a Scenic Roads Ordinance, it does not provide jurisdiction on state numbered routes like Route 127. Furthermore the jurisdiction of the Scenic Roads Ordinance only extends to trees and stone walls within the public right-of-way. Much of the heritage landscape that the community values – the open fields, estate landscapes and glimpses of the ocean – extends well beyond the right-of-way.

Waterfront

Waterfront access is an important public right that is highly valued by Beverly residents. There are nine public landings and three public walkways to the waterfront. Over the years the city has also acquired waterfront land for public parks and beaches, particularly in the downtown area. There are currently nine public saltwater beaches in the city and one private beach open to Beverly Farms residents and subscribers. Several of these beaches also have parks associated with them. There is also an ancient highway along the water that is not well documented and which is gradually disappearing as development occurs along the coastline.

One of the things that Beverly residents value about the waterfront is its diversity of uses, many with a maritime focus. Increasingly as waterfront land becomes more valuable, older, sometimes marginal, uses are forced out. Some of the new uses, such as luxury housing, are much larger in scale, higher in density and less welcoming to the public. Beverly residents also value views of the rugged rocky coastline from the water. Outside the downtown area, buildings have historically

been set in landscaped grounds that create a generally rural appearance from the water. New buildings along the waterfront are typically larger and less well-screened than older buildings.

PLANNING RECOMMENDATIONS

Preservation planning is a three-step process: identification, evaluation and protection. Four useful documents to consult before beginning to implement preservation strategies are the Massachusetts Historical Commission's *Survey Manual* (1995) and *Preservation through Bylaws and Ordinances* (2003); the Department of Conservation and Recreation's *Reading the Land* (2003); and the Essex National Heritage Commission's *Essex National Heritage Area Plan* (1999). Each publication provides necessary information for the identification, evaluation and protection of the rich cultural heritage of Massachusetts communities. The recommendations that follow are in two parts. 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 Beverly 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. The general recommendations are listed in the 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, (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 on MHC inventory forms. One cannot advocate for something unless one knows precisely what it is – the physical characteristics and the historical development. Plan to document all resources including those that have been recorded in the past, particularly those documented in the early 1970s because survey methodology has changed substantially since that time. New procedures are more comprehensive and link properties in a more coherent way than in the past. Furthermore, many of the areas for which documentation is appropriate may be considered as heritage landscapes, particularly farms, estates and residential neighborhoods. Thus, using the Massachusetts Historical Commission survey methodology, record Beverly's heritage beginning with the priority landscapes listed in this report:

- Document heritage landscapes and other resources identified by the community that are not already represented in the MHC inventory, with emphasis on priority landscapes and areas vulnerable to change

such as Goat Hill, Witches Woods and the Route 127 corridor. Document unprotected resources first, beginning with threatened areas.

- Make sure to document secondary features on residential properties, such as carriage houses, stone walls and landscape elements.
- Use survey data to determine whether other historic neighborhoods would be appropriate to preserve through creation of additional historic districts.

National Register Program

As additional survey work is completed, evaluate properties for listing on the National Register of Historic Places. Develop a National Register listing plan taking into consideration a property's significance, integrity and vulnerability. Neighborhoods and properties that are in need of recognition in order to advance preservation strategies should be given priority.



Burial Grounds and Cemeteries

Beverly has seven city-owned cemeteries, one Catholic cemetery and one Jewish cemetery. The documentation and preservation needs vary for each site. 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 Beverly should:

- Prepare MHC inventory forms for all burial grounds and cemeteries that have been in use for more than 50 years. Update existing MHC inventory forms as needed.
- List eligible burial grounds and cemeteries in the National Register of Historic Places.

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- Develop a preservation and management plan for each city-owned burial ground taking into consideration repair of stone markers, stone walls and stone fencing related to cemeteries, repair of iron work, removal of invasive vegetation and ongoing maintenance of plant material.
 - Work with municipal cemetery managers and other burial ground owners to inform them of preservation and management planning and to assure that basic preservation needs are met.

Estates

The estates along the coastline and elsewhere in Beverly are one of the city's most distinctive and valued historic resources. Other Essex County communities have passed Great Estate zoning and adaptive reuse ordinances allowing flexible zoning options that encourage preservation of open space, historic landscapes and historic buildings.

- Work with private/institutional owners of estates to encourage them to document their historic resources, including landscapes, and inform owners of preservation programs.
- Pass Great Estate and/or adaptive reuse ordinance based on that used by other Essex County communities, but tailored to the specific needs of Beverly. Consult *Preservation Through Bylaws and Ordinances* for a list of communities that use applicable planning tools.

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 Beverly's historic neighborhoods are local historic districts (MGL Chapter 40C) and neighborhood conservation districts. Both types of districts recognize special areas within a community where the distinctive characteristics of buildings and places are preserved and protected. Each type of district is a local initiative, adopted by a 2/3 vote of the City Council, and administered by a district commission appointed by the Mayor. As the city knows from experience on Fish Flake Hill, local historic districts offer the strongest form of protection for the preservation of historic resources, while neighborhood conservation districts are less restrictive but still embrace neighborhood character.

- Be sure to widely publicize (including abutter notification) all demolition requests so that residents are aware of potential demolitions.

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- Determine where local historic districts would be appropriate and where neighborhood conservation districts would be appropriate. Areas with a high level of historic significance and integrity should be considered as potential local historic districts, while neighborhood conservation districts would be more appropriate for residential neighborhoods that have less integrity and where more flexibility is needed.
 - Designate historically significant neighborhoods as local historic districts to preserve individual properties as well as neighborhood character. In a local historic district, any proposed changes to exterior architectural features visible from a public right-of-way are reviewed by a locally appointed historic district commission.
 - Alternatively, pass a Neighborhood Conservation District (NCD) ordinance. Neighborhood conservation districts are special areas that are preserved by regulating scale, massing and materials of additions and new construction. Such districts may be the most appropriate way to preserve the land use pattern of an area where changes in historic materials may have been made but the overall size, scale and orientation of structures within the heritage landscape are retained. Consider designating some or all of the following areas as neighborhood conservation districts: Beverly Farms, Chapman's Corner, Goat Hill, Pride's Crossing.

Scenic Roads

Scenic roads are an integral part of the historic fabric of the community. They are highly valued by Beverly 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. The Scenic Roads Act (MGL Chapter 40-15C) under which Beverly's Scenic Roads Ordinance was adopted only addresses removal of trees and stone walls that are within the public 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. This is an important distinction and requires more than one approach.

- Develop a list with descriptions and photo documentation of each rural road in Beverly. Use this as the basis for designation of additional scenic roads, particularly those in rural/agricultural areas and adjacent to water bodies.
- Amend the Scenic Roads Ordinance by adding 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 Public Services and Engineering Departments and Planning Board.

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- Establish an overlay district to reinforce preservation of important views by establishing a no-disturb buffer on private property bordering on scenic roads or adopting flexible zoning standards to protect certain views. Such ordinances could be written to apply to the numbered routes also, which are not protected under the Scenic Roads Ordinance.
 - Support designation of Rt. 127 as a "state scenic byway" in conjunction with Essex County Greenbelt Association and other local organizations. This designation provides no oversight or controls but allows byway communities to apply for federal funds through the National Scenic Byways Program.
 - Develop policies and implementation standards for road maintenance and reconstruction, including bridge reconstruction, which address the scenic and historic characteristics while also addressing safety. This is an important public process in which the community may have to accept responsibility for some costs to implement certain standards that are not acceptable to projects funded by Mass. 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 city road during reconstruction or repair. Policies can be adopted by local boards having jurisdiction over roads, or can be adopted through an ordinance. In developing policies consider factors such as road width, clearing of shoulders, walking paths and posted speeds. A delicate balance is required.

Waterfront

Access to and potential new construction on the waterfront are critical issues that should be addressed aggressively in order for the residents of Beverly to enjoy one of the city's greatest assets - the waterfront. These are two separate issues – one of public use and one of private development inhibiting public use including views. Once again, the first step is a well defined understanding of what is there – the heritage landscape inventory. Only after there is knowledge of the assets, can the community plan to preserve.

- Define ownership of each segment of the waterfront – wharfs, beaches, rocky shores.
- Define public ways and parking areas for public spaces along the waterfront.
- Identify issues – working vs. recreational harbor, environmental issues, and access issues.

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- Develop plan to manage growth of recreational use of harbor, balancing the public access with the environmental impacts.
 - Consider zoning changes – height and density restrictions - that will preserve views of the harbor.
 - Develop a brochure on use of public beaches, parks, wharves and access points.
 - Form public-private partnerships with Harbor Master, neighborhood groups and Boy Scouts (or similar community groups) to develop stewardship programs.

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 state programs varies from year to year. When planning Beverly's heritage landscape inventory program, contact relevant agencies to determine whether funding is available.

Towns that have adopted the Community Preservation Act (CPA) find it to be an excellent funding source for many heritage landscape projects; however Beverly would first have to adopt the Act. While tricky to pass in lean economic times, the number and types of projects that are benefiting across the Commonwealth is worthy of consideration. The CPA establishes a mechanism by which towns can develop a fund dedicated to historic preservation, open space and affordable housing. Funds are collected through a .5% to 3% surcharge on each annual real estate tax bill. The Commonwealth has established a dedicated fund which is used to match the municipality's collections under the CPA.

Adoption of the Community Preservation Act, by a majority vote on a ballot question, fosters partnerships among historic preservationists, conservationists and affordable housing advocates. At least 10% of the funds must be used to

preserve historic resources; at least 10% must be used to protect open space; and at least 10% must be used to advance affordable housing. The remaining 70% must be used for one of these three uses as well as recreational needs and can be distributed in varying proportions depending upon the projects that the town believes are appropriate and beneficial to the municipality. Information about the CPA can be found at www.communitypreservation.org.

Cities like Beverly that have a local historic district ordinance may apply for Certified Local Government (CLG) status which is granted by the National Park Service through the MHC. After the city completes an application and is accepted as a CLG, it files a report yearly on the status of applications, meetings, and decisions. In return the town is eligible for federal funding that is distributed by the MHC. The matching funds are competitive; however a proportion of the federal allocation must be distributed to CLGs for Survey and Planning projects. CPA funds can be used for matching funds.

Specific Recommendations

Fish Flake Hill

The Fish Flake Hill Local Historic District was established in 1972 and includes only a portion of the larger Fish Flake Hill National Register district.

- Review local historic district boundaries to determine whether they should be expanded to encompass more of Fish Flake Hill. If necessary, update MHC inventory forms and National Register nomination to provide more comprehensive documentation that better supports the work of the local historic district commission. Adopt rules, regulations and design review guidelines after inventory that will update the descriptions of properties.

Goat Hill

The Goat Hill neighborhood should be a priority for documentation and preservation because of its historical significance and vulnerability to change.

- Expand and/or update inventory of historic resources in the Goat Hill area using heritage landscape methodology combined with traditional MHC survey methodology.
- Complete a National Register nomination for Goat Hill if it is determined eligible.
- Adopt a neighborhood conservation district ordinance and designate Goat Hill as a neighborhood conservation district.

Witches Woods

Witches Woods is a large parcel of land that is important to the character of East Beverly and highly valued as open space. It is in multiple ownership so preservation efforts will require cooperation among governmental and non-profit organizations as well as broad public support. Natural resources associated with the Witches Woods area have been identified by the Open Space and Recreation Committee but the cultural resources have not been thoroughly documented.

- Complete an MHC area form for Witches Woods with descriptions and photo documentation.
- Organize a friends group to advocate for Witches Woods. Possible actions might include advocacy and public awareness; identifying the most critical and threatened portions of the woods; purchasing of land outright or of development rights; raising money through an on-going land trust such as Essex County Greenbelt Association.
- Work with private property owners to secure permanent public access to the site.

CONCLUSION

The Beverly Reconnaissance Report is a critical tool in starting to identify the rich and diverse heritage landscapes in Beverly 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 to build consensus and gather public support for their preservation. Implementation of recommendations will require a concerted effort of and partnerships with municipal boards and agencies, local non-profits, and state agencies and commissions.

Distribution of this Reconnaissance Report to the municipal land use boards and commissions will assist in making this one of the planning documents that guides Beverly in preserving important features of the community's character. The tasks that are recommended will require cooperation and coordination among boards and commissions, particularly Beverly's Historic District Commission, Planning and Development Department, and Open Space and Recreation Committee. It also is advisable to present this information to the City Council and to the Mayor, who applied to the Heritage Landscape Inventory program on behalf of the city. Finally distribution of the report to neighborhood associations and other preservation minded organizations will broaden the audience and assist in gathering interest and support for Beverly's heritage landscapes and other historic preservation efforts and initiatives.

APPENDIX: HERITAGE LANDSCAPES IDENTIFIED BY COMMUNITY

This list was prepared as a summary of the Heritage Landscape Identification meeting held in Beverly on July 15 and follow-up fieldwork on September 22, 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. The chart has two columns, the name and location of the resource are in the first, notes about the resource are in the second. Landscapes are grouped by land use category. Abbreviations used are listed below.

CR = Conservation Restriction
LHD = Local Historic District
NHL = National Historic Landmark

NR = National Register
PR = Preservation Restriction
* = Priority Landscape

Burial Grounds and Cemeteries	
<i>Ancient Burial Ground *</i> 15 Abbott Street	Established 1671. Also called Abbott Street Burial Ground. Small downtown burial ground with slate headstones. Burial place of early settlers and residents accused of witchcraft.
<i>Beverly Farms Cemetery</i> Hart St.	Established 1840. City-owned.
<i>Central Cemetery *</i> Hale Street	Large city-owned cemetery in downtown. Has 19 th century rural cemetery character.
<i>Conant Street Cemetery *</i> Conant St.	Established 1715. Early city-owned burial ground in North Beverly associated with historic second parish, .8 acres.
<i>Dodge Cemetery</i> Dodge St.	Established 1705. City-owned cemetery, 1 acre. No street frontage, unmarked access through private property. Poor condition with many damaged headstones.
<i>Green Cemetery</i> Rowell Lane	Family burial ground.
<i>North Beverly Cemetery</i> Cabot St.	Large cemetery with primarily 19 th century character, 16.3 acres. City-owned.
Civic / Commercial	
<i>Downtown</i> Cabot Street area	Portion is NR District, several properties individually listed in NR. Downtown includes City Hall, Common, Depot, Library, Montserrat College of Art, Oddfellows Hall, Post Office, Prospect Hill, and Rantoul Street. Also Beverly Historical Society properties, Cabot House and Hale House.
Industrial	
<i>United Shoe Machinery Corp.</i> Elliott Street	Established 1903, important industry in town for many years. Now Cummings Center, has been rehabbed with new buildings added. Shoe Pond (former mill pond) is adjacent.

Maritime	
<i>Ancient Highway</i> Downtown coast line	Historic right-of-way along the coast, with wall in some areas. Theoretically provides continuous route along the shoreline but has been broken in many areas and exists today only in fragments.
<i>Downtown Waterfront *</i>	Whole coastline with special attention to Hospital Point and Independence Park. Coastline and seascape as perceived from land and shore. Working landscape, federal channel, public landings, active fishing and yacht clubs.
<i>Hospital Point</i> Bay View Avenue	Includes: Hospital Point Light (c. 1871, NR), Coast Guard reservation, some city-owned property, breastworks, site of smallpox cemetery.
<i>Public Landings and Walkways</i>	Nine public landings and three walkways are identified in the Beverly Open Space Plan.
Military	
<i>Powder House</i> Appleton Avenue	Historic powder magazine.
Natural Feature	
<i>Bass River</i>	Tidal river, city is interested in increasing public access and building waterfront trail.
<i>Norwood Pond</i> Dodge Street	Flows north into Longham Reservoir.
<i>Shoe Pond</i> McKay Street	Adjacent to former United Shoe Machinery Corp, now Cummings Center. Planters Pathway, old mill.
Open Space	
<i>Beverly Golf and Tennis Club</i> McKay Street	City-owned.
<i>Dane Street Beach</i> <i>Lyons Park</i> Dane Street	Named for Nathan Dane, member of Continental Congress. Frontage on Beverly Harbor near downtown.
<i>Gillis Park</i> Webber Avenue	Neighborhood park in Goat Hill area with frontage on Bass River.
<i>Independence Park</i> Route 127	Waterfront park with Revolutionary War history. Frontage on Beverly Harbor.

<i>Lynch Park</i> Ober Street	15-acre city park that is site of Revolutionary War fort, later summer home of William Howard Taft, includes carriage house and rose garden by Maria Evans.
<i>Phillips Nature Conserve</i>	CR. Conservation land north of Moraine Farm along west edge of Wenham Lake administered by Beverly Conservation Commission. Partly in Wenham.
<i>Pole Swamp Lane area</i>	Large undeveloped area of potential conservation interest in eastern part of Beverly. Six acres is city-owned. Mostly forested with trails.
<i>Sally Milligan Park</i> Cross Lane	City-owned park with wooded areas and trails.
<i>Witches Woods *</i> Greenwood Avenue	In the 1690s, people accused of witchcraft sought refuge in these woods east of Chapman's Corner. Characterized by rock outcrops and hemlock, red maple and oak forest, used for hiking and cross-country skiing. Maintained by Conservation Commission and Essex County Greenbelt. Common Lane is part of this area. Ownership is a combination of public and private entities.
Residential / Building	
<i>Balch House</i> 448 Cabot Street	NR. Circa 1636, home of John Balch. One of oldest wood frame houses in America. Scene of early witchcraft hysteria in 1692. Beverly Historical Society property.
<i>Livermore House</i> 271 Essex Street	NR TRA, First Period Buildings. Home of William Livermore. Beverly Historical Society property.
Residential / Estate	
<i>Endicott College</i> 400 Hale Street	Former estate along the waterfront, includes Brimmer/Sears House.
<i>Frick Estate</i> 459 Hale Street	"Eagle Rock" circa 1905, owned by Henry Clay Frick. House designed by Arthur Little, Olmsted Brothers landscape.
<i>Landmark School</i> 429 Hale Street	Former estate now used as private school.
<i>Loeb Estate</i> 620 Hale Street	"Pine Ridge" c. 1924, home of William Loeb. Was later the Mullin Estate. Now owned by AMG Corporation.
<i>Long Hill</i> 572 Essex Street	114-acre estate formerly owned by Ellery Sedgwick, now a TTOR property. Partly in Wenham. Estate house and extensive gardens.
<i>Moraine Farm</i> 715 Cabot Street	CR. Former J.C. Phillips estate includes house and farm buildings, Olmsted-designed landscape. It is now owned by Project Adventure and used for environmental education.
<i>Oberland</i> 345 Hill Street	1845, first of Gold Coast estates, 16 acres.

<i>Parramatta</i> 70 Corning Street	c. 1888, one of two Beverly homes occupied by President Taft and his family.
<i>Winslow Estate</i> 545 Cabot Street	Now North Shore Country Day School.
Residential / Neighborhood	
<i>Beverly Farms</i> Hale Street	Village in eastern part of Beverly initially built to serve rural estates.
<i>Centerville</i> Grover Street	Neighborhood north of Route 128, includes small pond, Hastings house (former school, now a community center).
<i>Chapman's Corner</i> Hale Street	Trolley terminus, 18 th century inn, used to be a 19 th century mansion as well, also first period houses.
<i>Fish Flake Hill</i> Stone Street	NR District, LHD. Downtown waterfront neighborhood named for the raised beds or flakes on which fish were left out to dry before being packed for storage or shipment.
<i>Goat Hill *</i> Rantoul Street	Downtown waterfront neighborhood east of Bass River. Includes railroad depot, former Edwards School (1912) now being renovated as condominiums, Odell Park, and a converted fire station. Extensive change is a concern in this area.
<i>North Beverly</i> Dodge Street	Conant Street/Dodge Street area north of downtown. Includes railroad station, commercial area and outlying residential district, including estates.
<i>Pride's Crossing</i> Hale Street	Small scenic village along Route 127 in eastern part of Beverly with a few stores and railroad station.
<i>Ryal Side</i> Kernwood Street	Neighborhood of small older houses initially built as summer homes, now used year round. Located in southwest corner of Beverly west of Bass River and downtown.
Transportation	
<i>Beverly Airport</i> NW corner of city	Municipally-owned, 430 acres in Beverly and Danvers, includes open space.
<i>Common Lane</i>	Rural road extending northwest from Prides Crossing. Adjacent to Witches Woods.
<i>Route 127 Corridor *</i>	Historic gold coast, extends from Beverly to Gloucester, includes roadway, adjacent estates, villages and coastal views.
<i>Route 128</i>	Gateway to Cape Ann with adjacent wooded open space that is critical to regional character. This was mentioned by Gloucester as well.
<i>Train Depots</i>	Three depots, all privately owned: Beverly (NR), Beverly Farms, Pride's Crossing.

BEVERLY OPENSOURCE & HISTORIC RESOURCES

