

Strategic Placemaking Plan

Andover, MA

February 27, 2019

architecture
urban design
GAMBLE
ASSOCIATES

In what ways can **Public Art and Placemaking** enhance the character, celebrate the history, and envision the future of Andover and **where** would that occur?

ESTABLISH COMPLETE STREETS



ESTABLISH COMPLETE STREETS



CELEBRATE HISTORIC FABRIC



CELEBRATE HISTORIC FABRIC



LEVERAGE ARTS + CULTURE



LEVERAGE ARTS + CULTURE



FOSTER CONNECTIONS



FOSTER CONNECTIONS



PROMOTE RECREATION



PROMOTE RECREATION



COMMUNITY INPUT

Historic Mill District - Strategic Placemaking Opportunities

Andover, MA

In what ways can Public Art enhance the character, celebrate the history, and envision the future of Andover and where would that occur?

- independent movie theater
- black box performance theater
- larger performance venue (500-600 seating cap.)
- sculpture park along the Shawsheen River
- gathering places for art & music festivals
- Bike trail with art showcased along the way
- Public art can support the town's history
- music venue for family sing-a-longs
- art showcased in all town buildings with changing exhibits
- artistically improve all town signage
- add banners down Main Street touting the positive qualities of Andover...
- Riverfront park housing outdoor art adventures
- Old Town Hall: music, art studios, performance venue, art classes, cultural lectures, art movies
- Improve town lighting to brighten evening encounters with the town

Gamble Associates | Public meeting | October 16, 2018

Historic Mill District - Strategic Placemaking Opportunities

Andover, MA

In what ways can Public Art enhance the character, celebrate the history, and envision the future of Andover and where would that occur?

- BRING JOY, DELIGHT, INSPIRATION, TRANQUILITY TO THE VIEWER
- USE ART TO TELL STORY OF ANDOVER & ITS HISTORY
- USE ART TO SUPPORT DIVERSITY IN ANDOVER
- USE ART TO SERVE AS A WELCOMING VEHICLE FOR PEOPLE ENTERING TOWN
- USE ART TO INFORM WHAT'S GOING ON IN DIFFERENT PARTS OF TOWN

LOCATE WHERE BEST IT TIES IN WITH ITEMS ABOVE, USE SIDEWALKS THEMSELVES TO CREATE ANTICIPATION OF WHAT'S COMING. ARROWS, ABSTRACT DESIGNS, HUMOR

Joe Ponte JTPONTE@VERIZON.NET

Gamble Associates | Public meeting | October 16, 2018

COMMUNITY INPUT

Additional comments

* OUTDOOR DINING
* MURALS
  - NEW LARGE BLANK WALL ACROSS FROM WHOLE FOODS
- FRENCH BAKERY
- ICE CREAM SHOP
* ANDOVER UNIQUE BUSINESSES
* DEFINING THE CENTER OF TOWN AS SEPARATE ~~FROM~~ FROM SHAWSHEEN RIVER AREA AS ~~A OR~~ TWO DIFFERENT PLACES WITH DIFFERENT TYPES OF ACTIVITIES

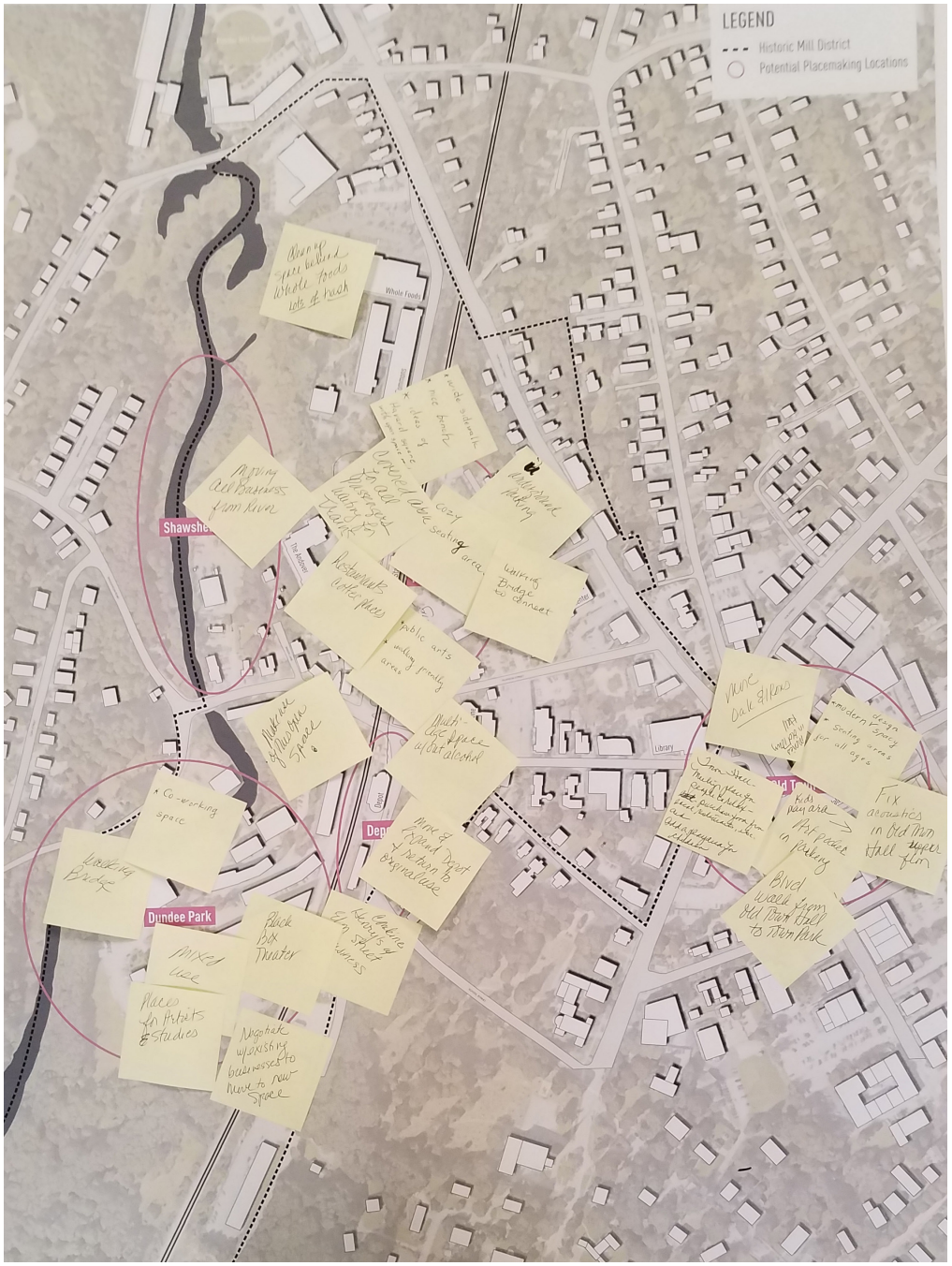
* ~~VENDORS~~ OPEN AIR VENDORS NEAR TRAIN STATION
- WIDEN RAILROAD STREET
* THEATERS & PERFORMANCE VENUES 150-200 SEATS
* COMMUNITY GARDEN - LINK TO FARMERS MARKET

Comments on this project may be made to:

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Community Development & Planning

phone (978)623-8650
email: pmaterazzo@andoverma.gov

HMD PLACE MAKING



COMMUNITY INPUT

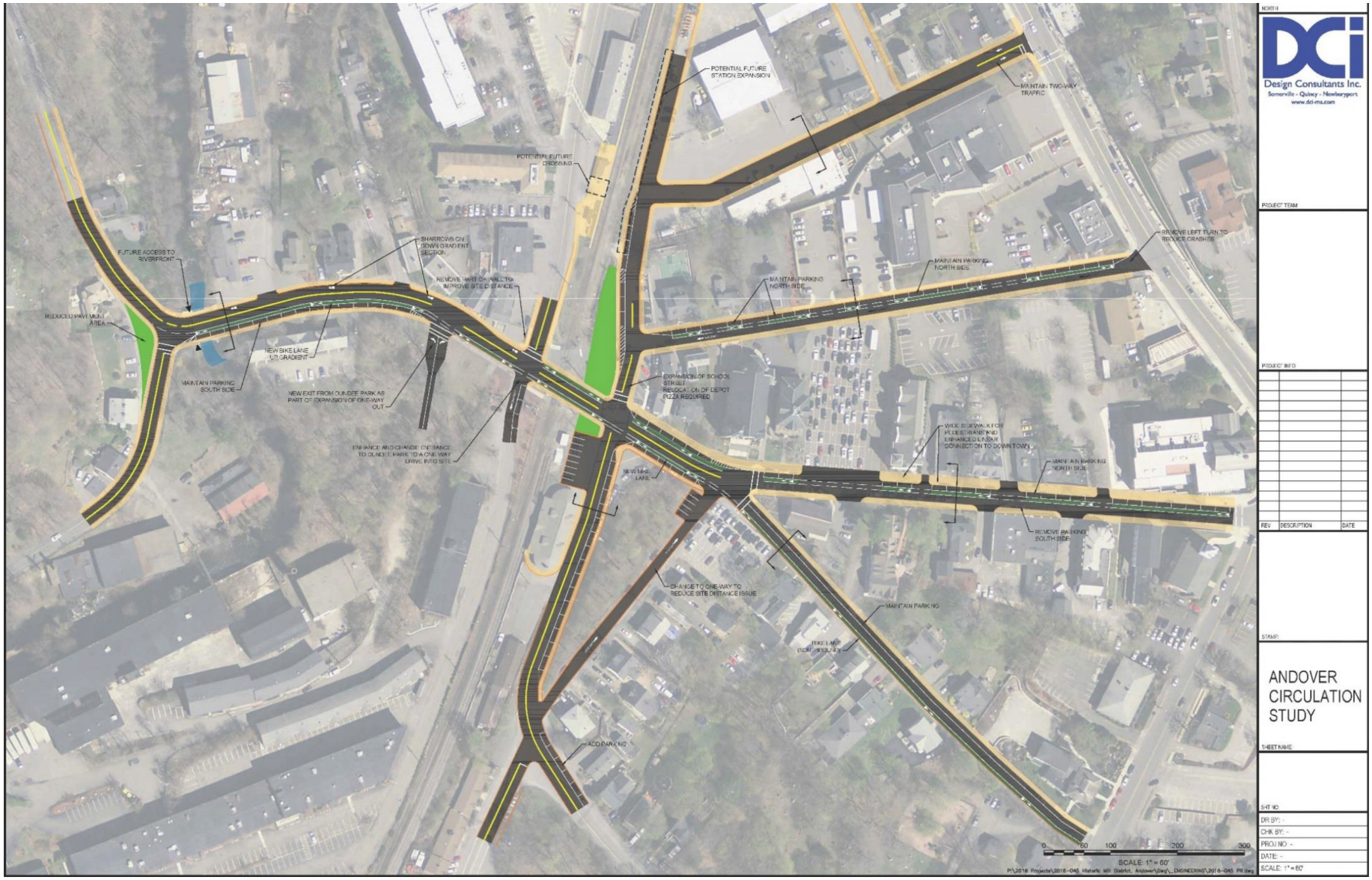


October 16, 2018

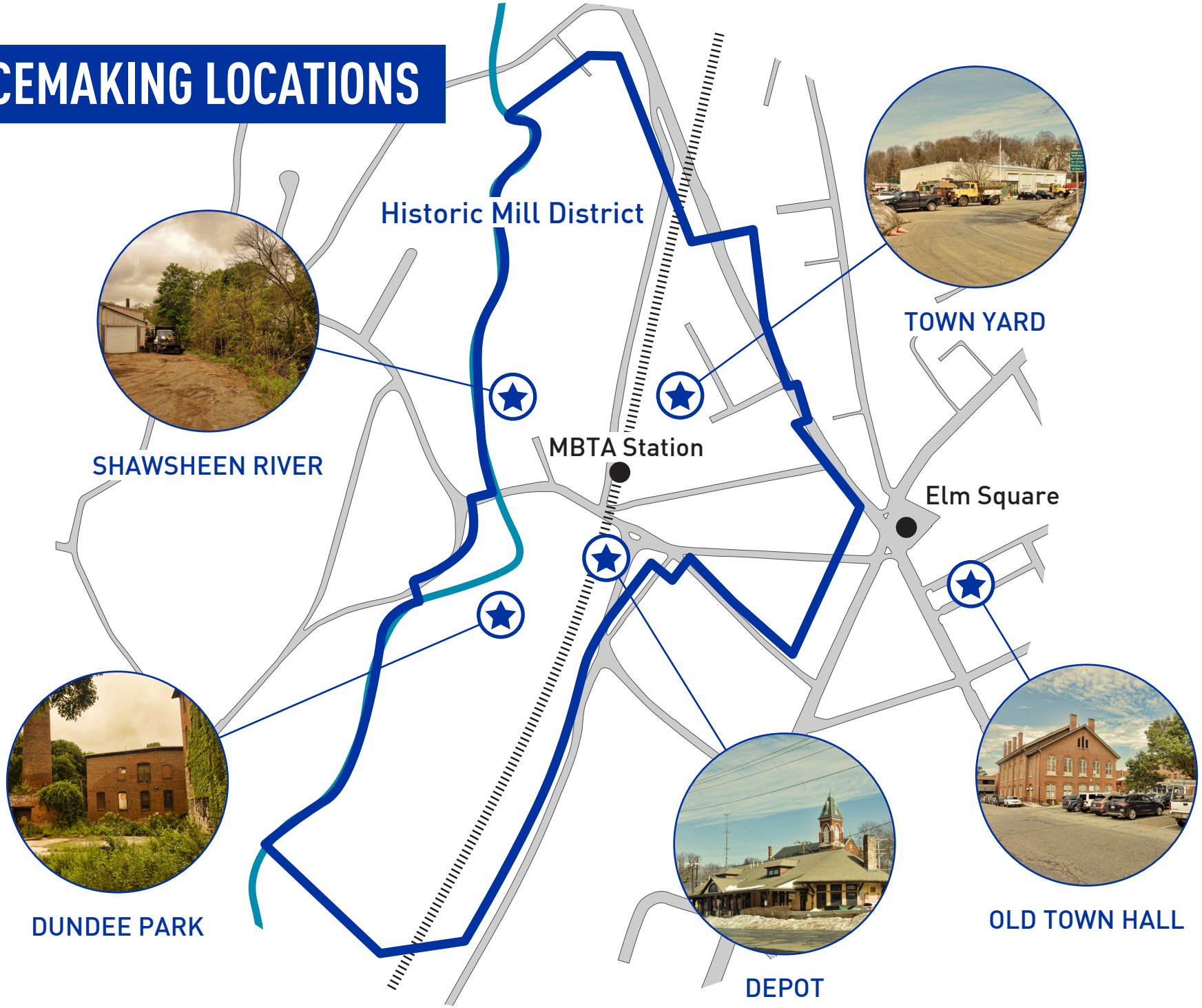
COMMUNITY INPUT



ANDOVER CIRCULATION STUDY (DCI)



PLACEMAKING LOCATIONS



BRANDING STRATEGY



BRANDING STRATEGY



Dundee Park

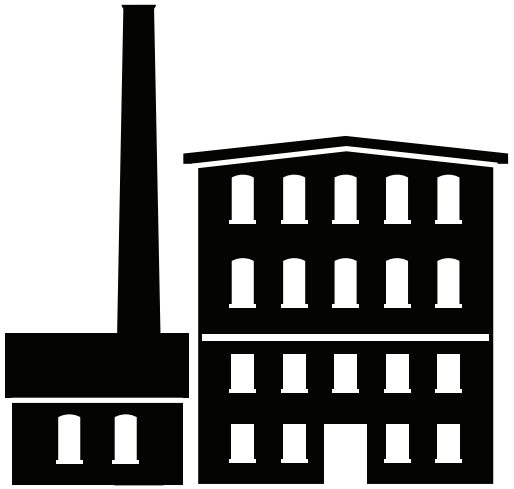
Shawsheen River

Town Yard

The Depot

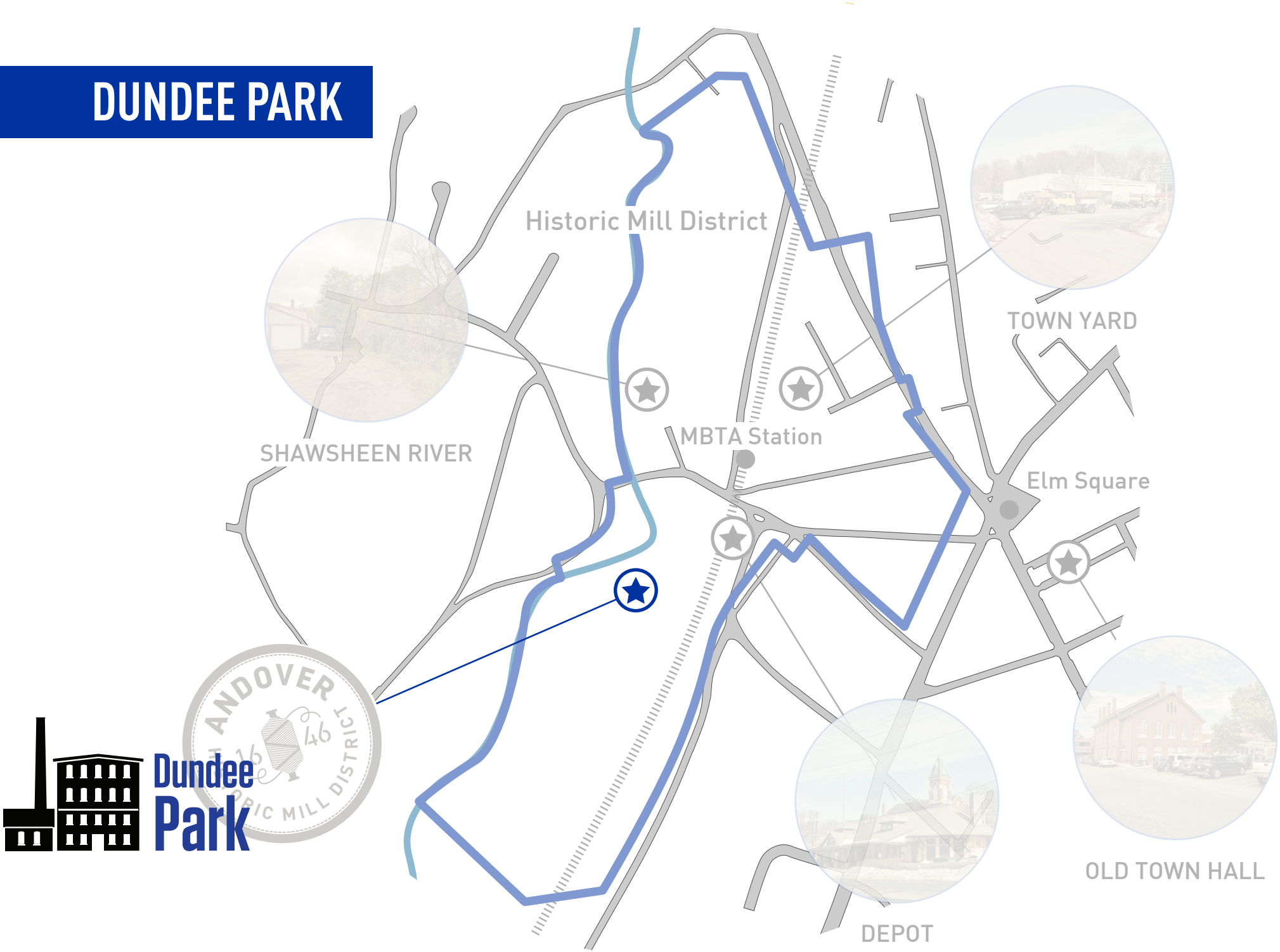
Old Town Hall

DUNDEE PARK



Dundee Park

DUNDEE PARK



Dundee Park

DUNDEE PARK



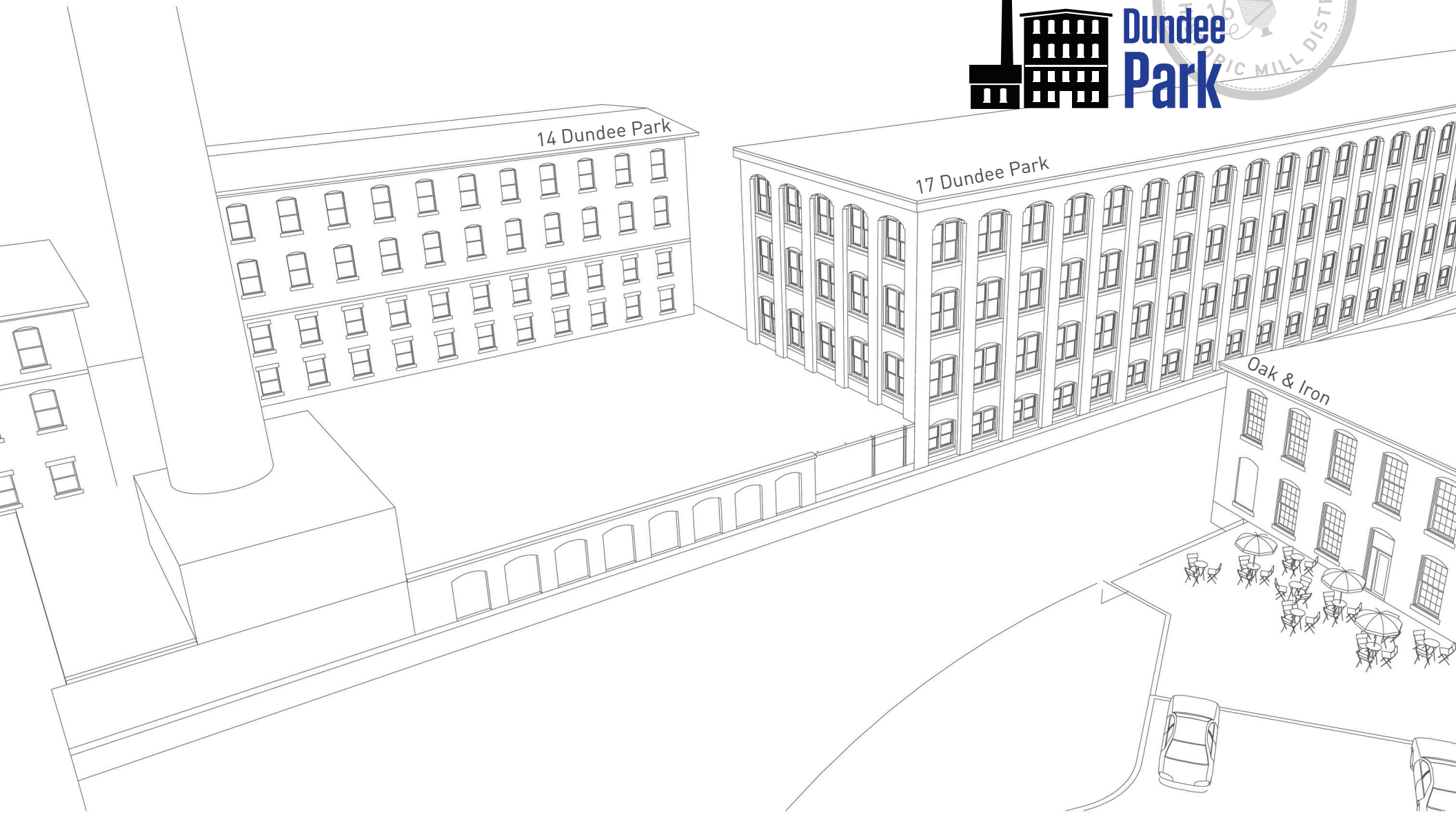
COMMUNITY INPUT

What activities / elements / programs would you like to see in Dundee Park?

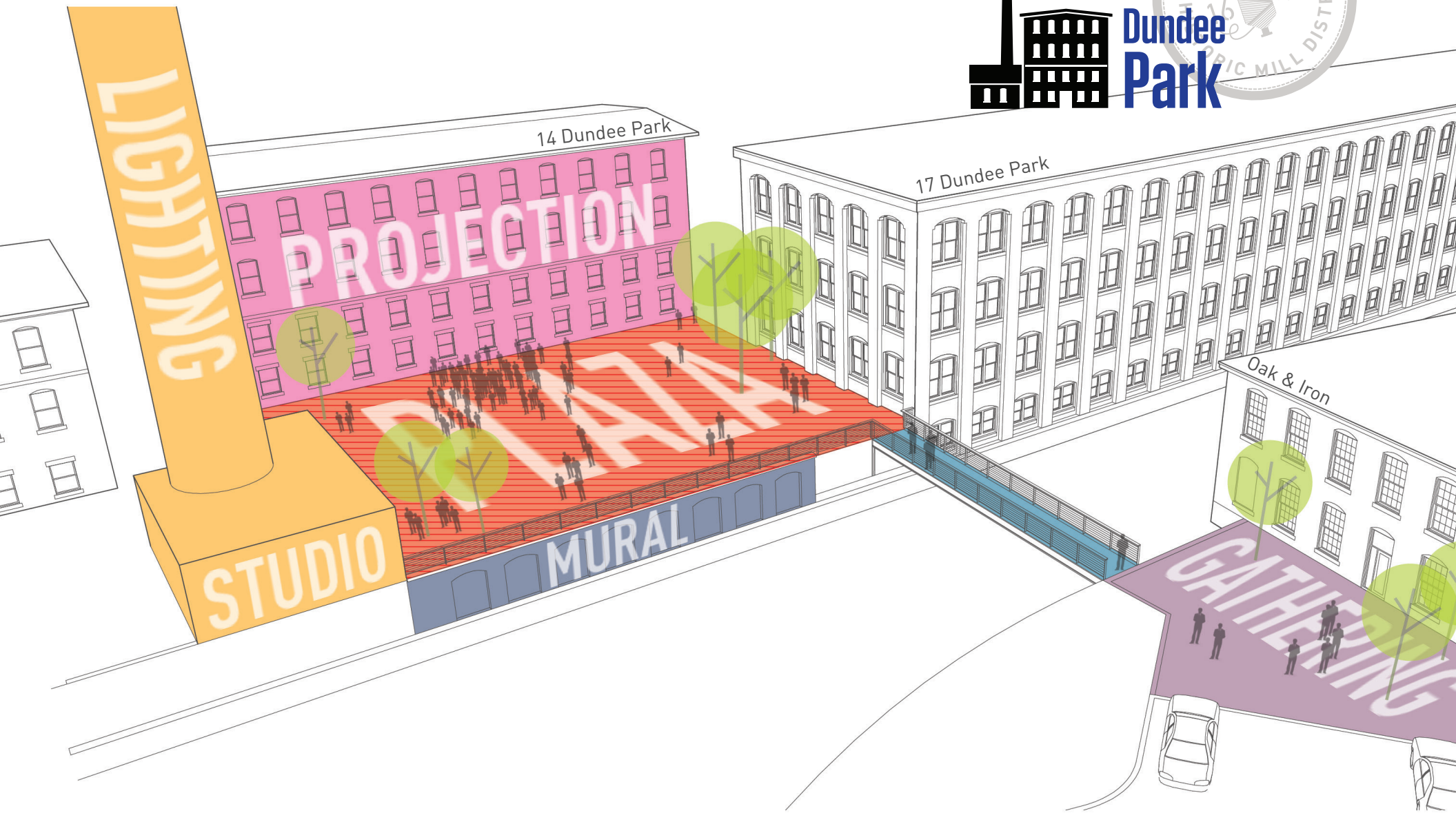
- Murals
- Outdoor concerts, movies, performances, Pop up events
- Walking bridge
- Smoke stack
- River access
- Exercise trail
- Large performance space
- Places for artists and studios
- History trail
- Mixed-use neighborhood
- Housing - mixed income
- Co-working space

Others: Black box theater, Outpost of Town Market, Drycleaners, Café, Office space (large corporation), Restaurants, Green roofs, Senior housing, Restaurants, Several pocket parks, Safe place to store bikes + bike lockers, Food trucks

EXISTING CONDITIONS



PROPOSED PLACEMAKING




ANDOVER
1746
HISTORIC MILL DISTRICT
Dundee
Park

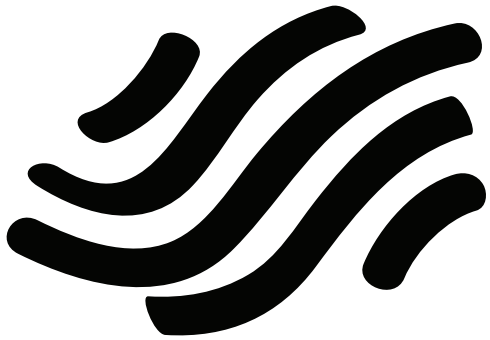

·A·D·1911·
Dundee
Park
ANDOVER
1646
MILL DISTRICT


ANDOVER
1646
HISTORIC MILL DISTRICT
Park
Tacos Straight From The
thetacotruc


ANDOVER
1646
PRIC MILL DISTRICT
Dundee
Park

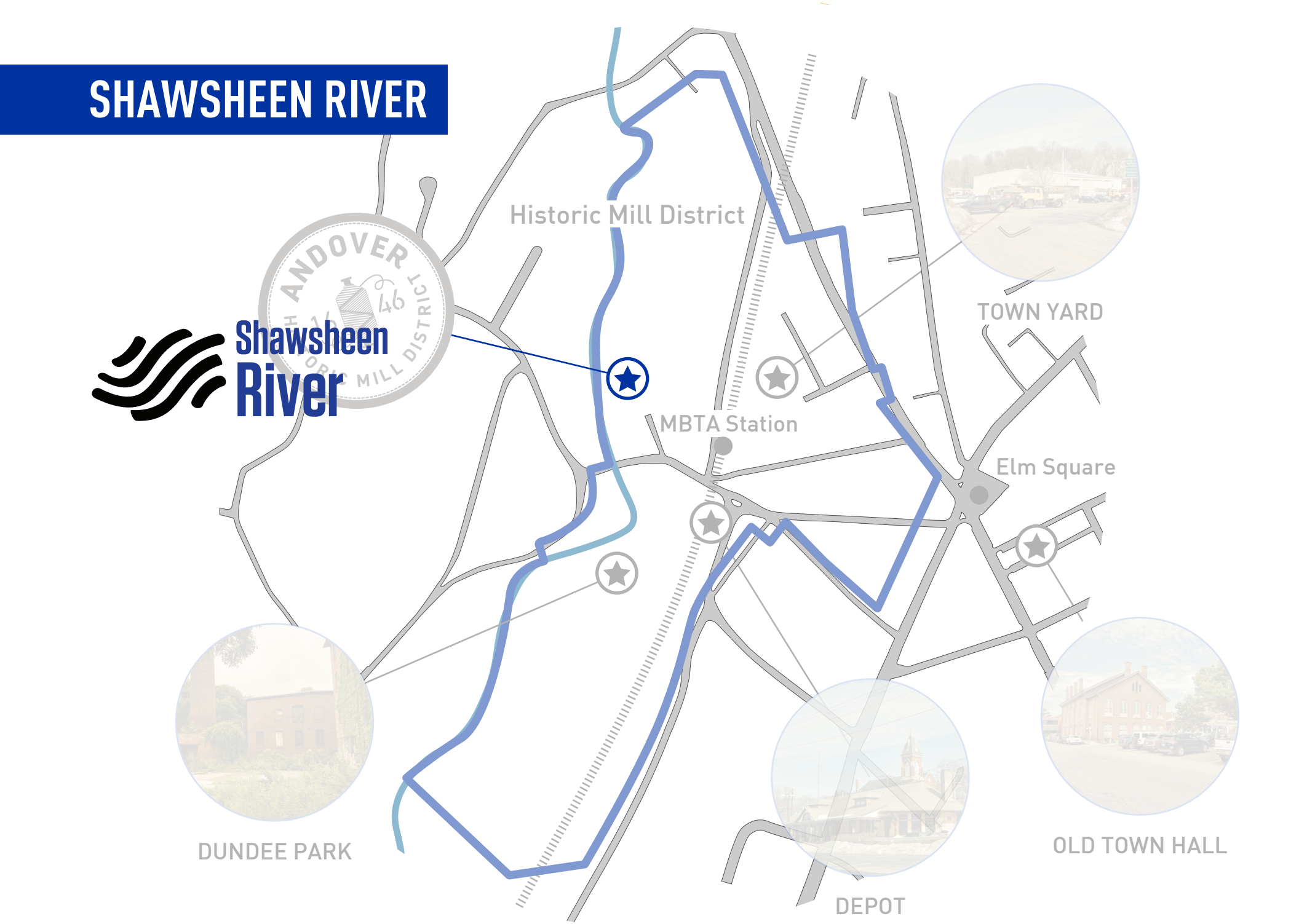

Dundee
Park
ANDOVER

SHAWSHEEN RIVER



Shawsheen River

SHAWSHEEN RIVER




SHAWSHEEN RIVER

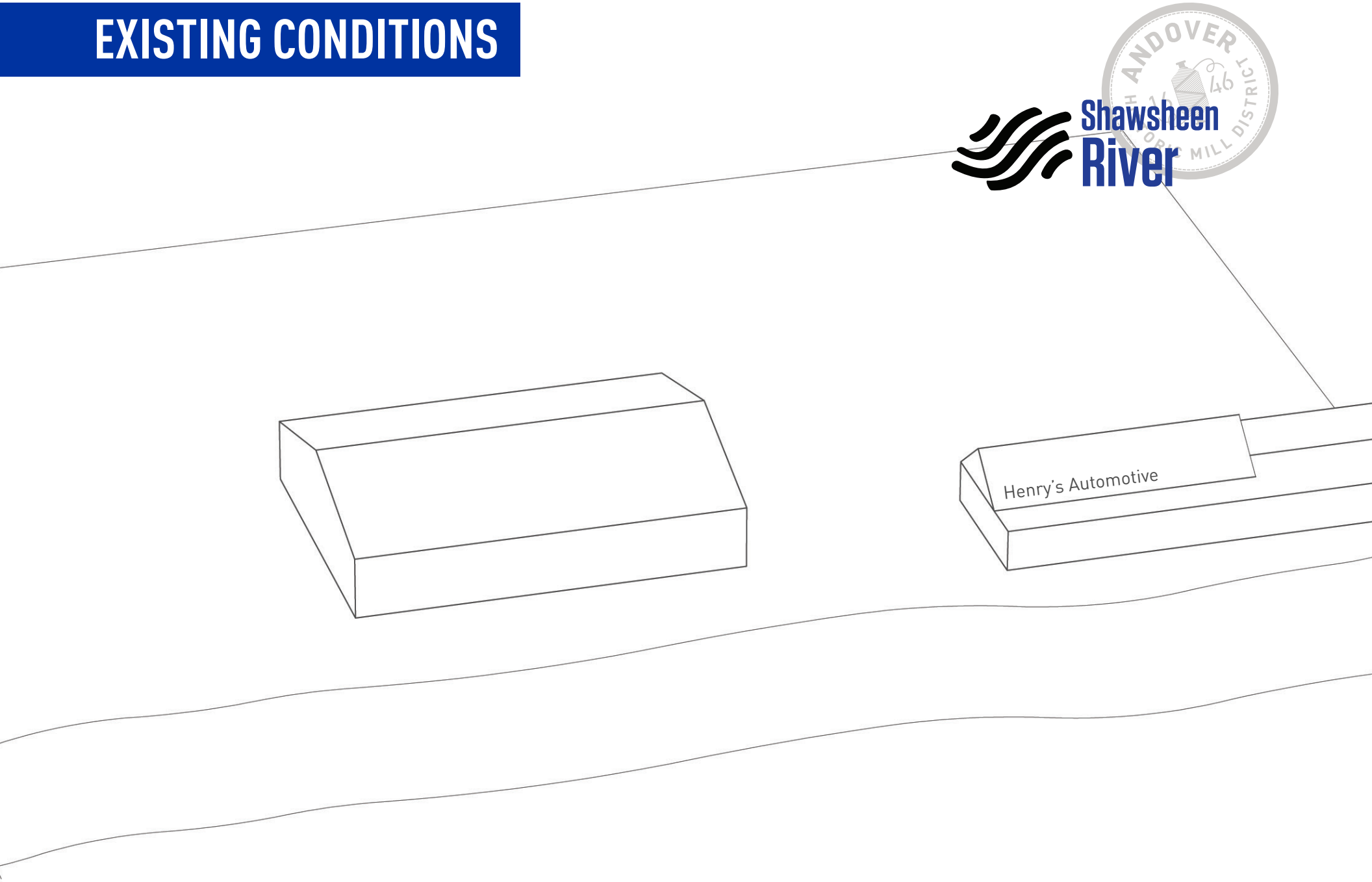
COMMUNITY INPUT

What activities / elements / programs would you like to see along the Shawsheen River?

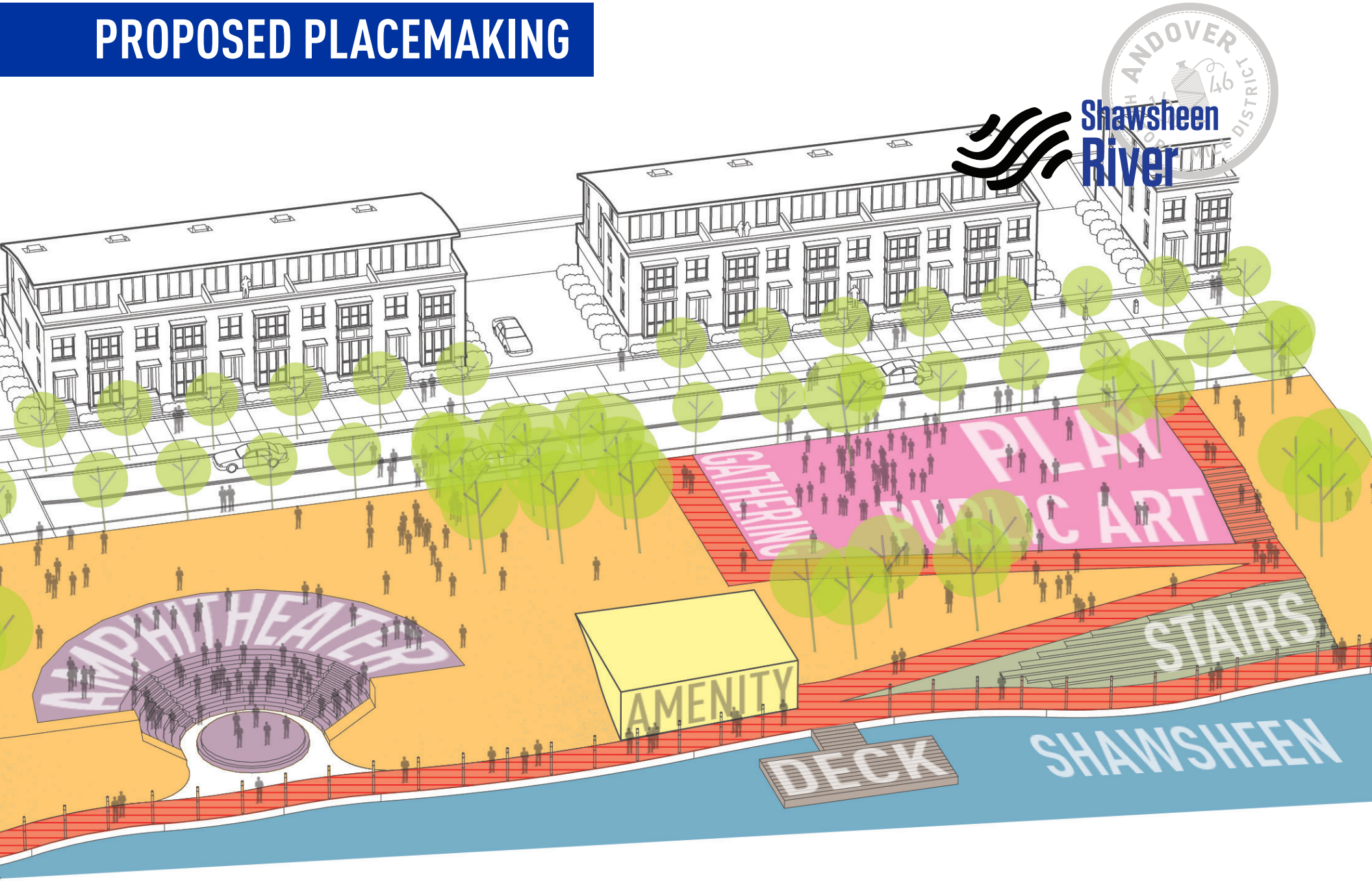
- Park
- Multi-use trails
- Public Art
- Playground
- Canoe / Boating / Kayaking / Fishing facility
- Amphitheater / Music + Performance spaces
- Restaurant / Café
- Benches
- Community gardens
- Picnic areas

Others: Movable furniture, Hammocks, Festivals, Farmers market, Walking bridge, Quiet meditative space, Connections, Food truck events

EXISTING CONDITIONS



PROPOSED PLACEMAKING




ANDOVER
Shawsheen
River
MILL RIVER


Shawsheen
River


ANDOVER
1971
MILL DISTRICT
Shawsheen
River

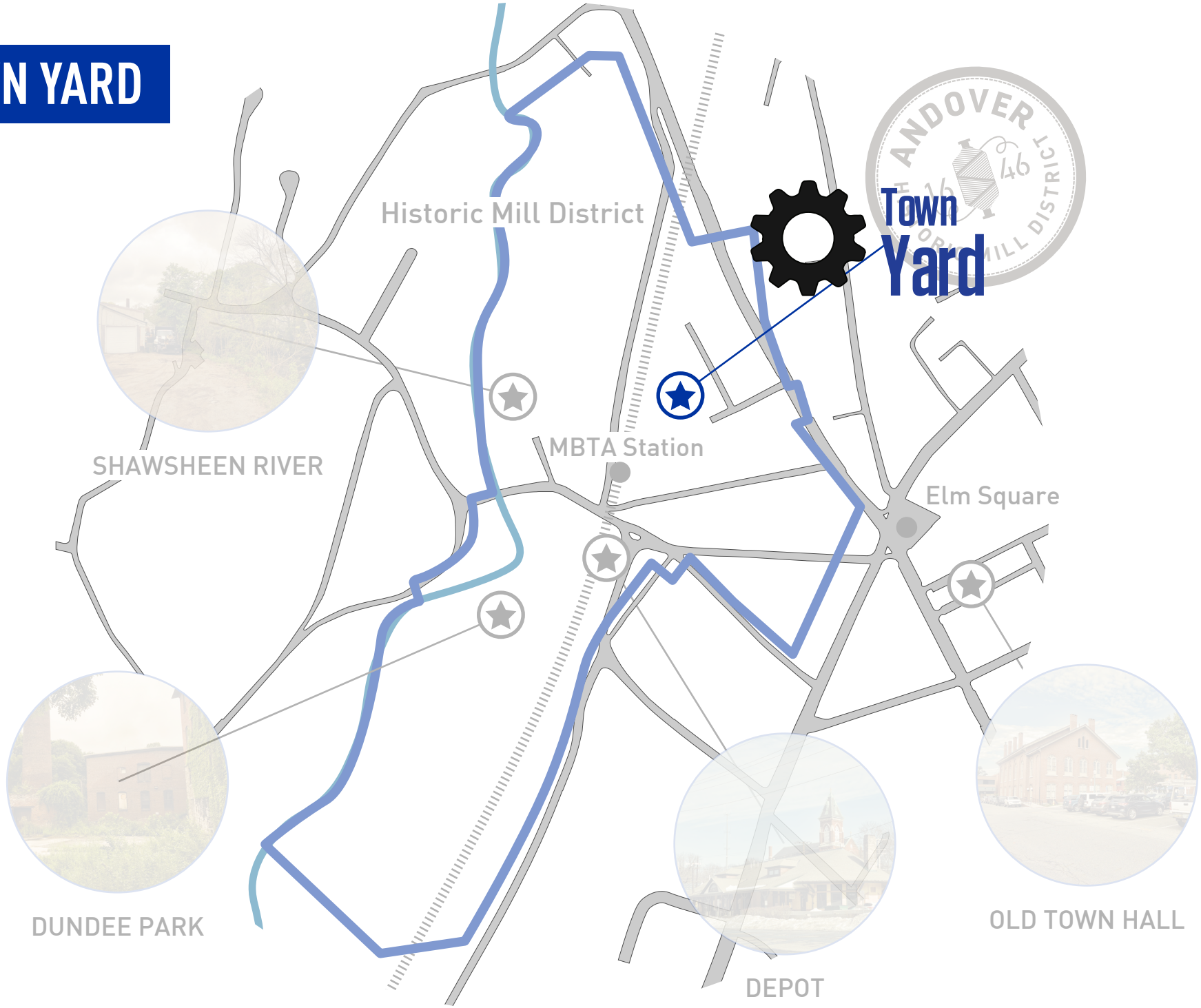

ANDOVER
Shawsheen
River
BALMORAL
BOATSHED


ANDOVER
Shawsheen
River

TOWN YARD



TOWN YARD


Historic Mill District
Town Yard
SHAWSHEEN RIVER
MBTA Station
Elm Square
DUNDEE PARK
DEPOT
OLD TOWN HALL

TOWN YARD


Welcome To The
Town Of Andover
Dept. Of Public Works
Town Yard Facility
Official Business Only
Not A Through Way

COMMUNITY INPUT

What activities / elements / programs would you like to see at the Town Yard Site?

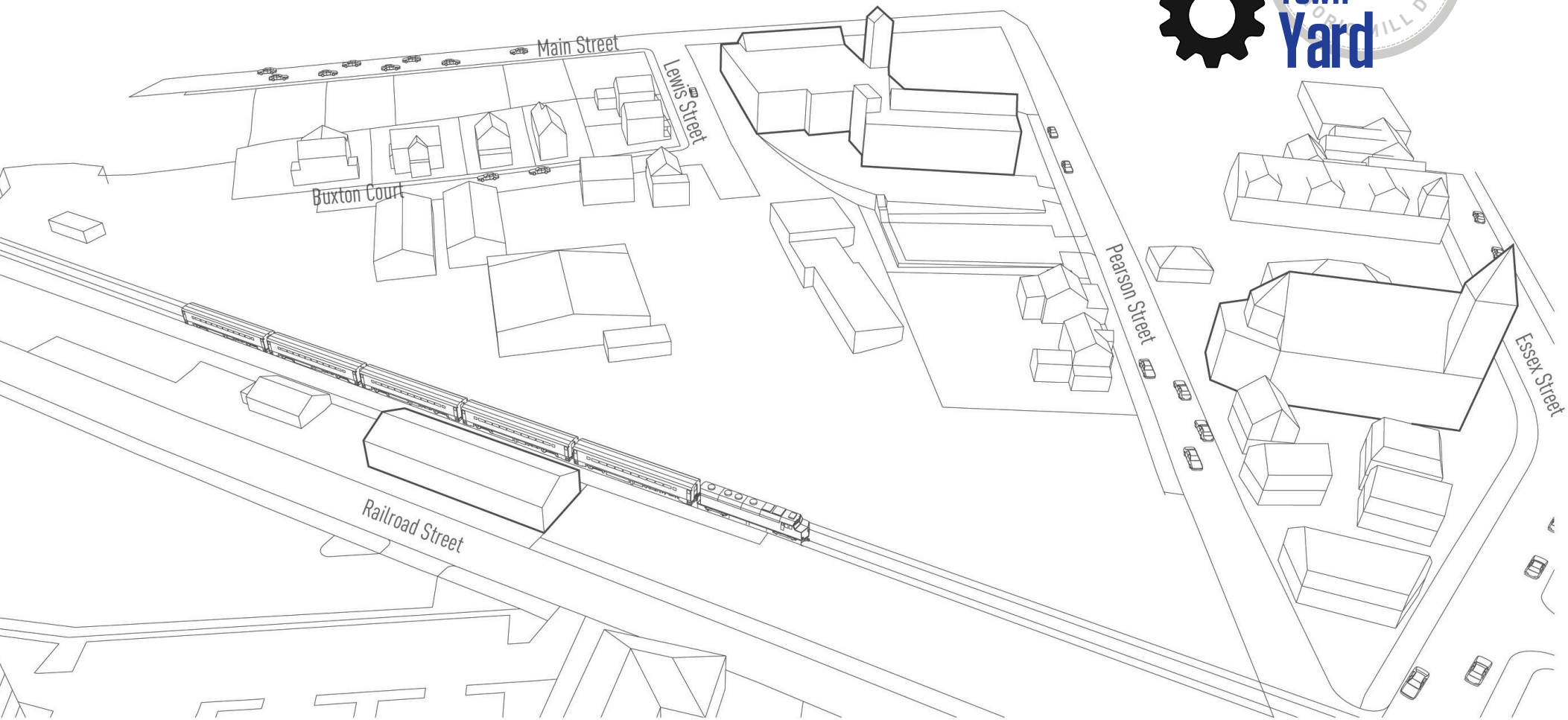


- New MBTA stop on Main Street side with coffee shop
- Mixed uses (retail, office, residences, affordable housing)
- Cultural + Art + Music spaces
- Bridge over tracks Underground parking
- Public Art
- Co-working space
- Hotel
- Green space
- Smart phone connectivity
- Pedestrian-friendly spaces
- Wide sidewalks
- Green roofs

Others: Community space like a literacy salon, Nightlife, hub for shuttle, Ice cream, Playground, Street fair, Ice rink

EXISTING CONDITIONS

Town Yard



PROPOSED PLACEMAKING




DANCE
SKATE
Game
Town
Yard


Canada Trust


Town
Yard

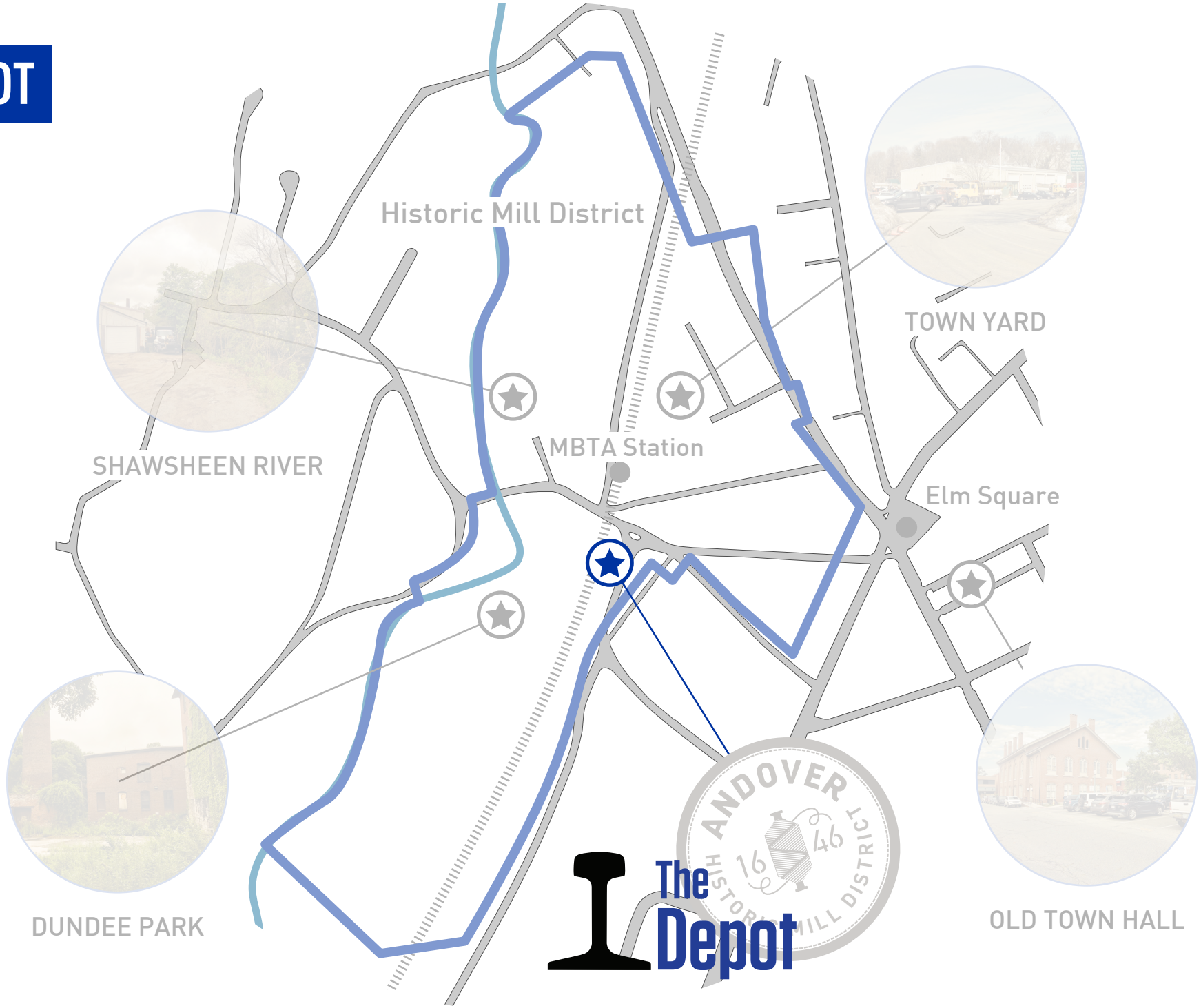

SOUTH ACTON
RAILROADS
SOUTH ACTON
SOUTH ACTON
SOUTH ACTON
SOUTH ACTON
OUTBOUND
SOUTH ACTON


ANDOVER
MILL DISTRICT
Town Yard

DEPOT



DEPOT


Historic Mill District
TOWN YARD
SHAWSHEEN RIVER
MBTA Station
Elm Square
DUNDEE PARK
OLD TOWN HALL
ANDOVER
HISTORIC MILL DISTRICT
16
46
The Depot

DEPOT



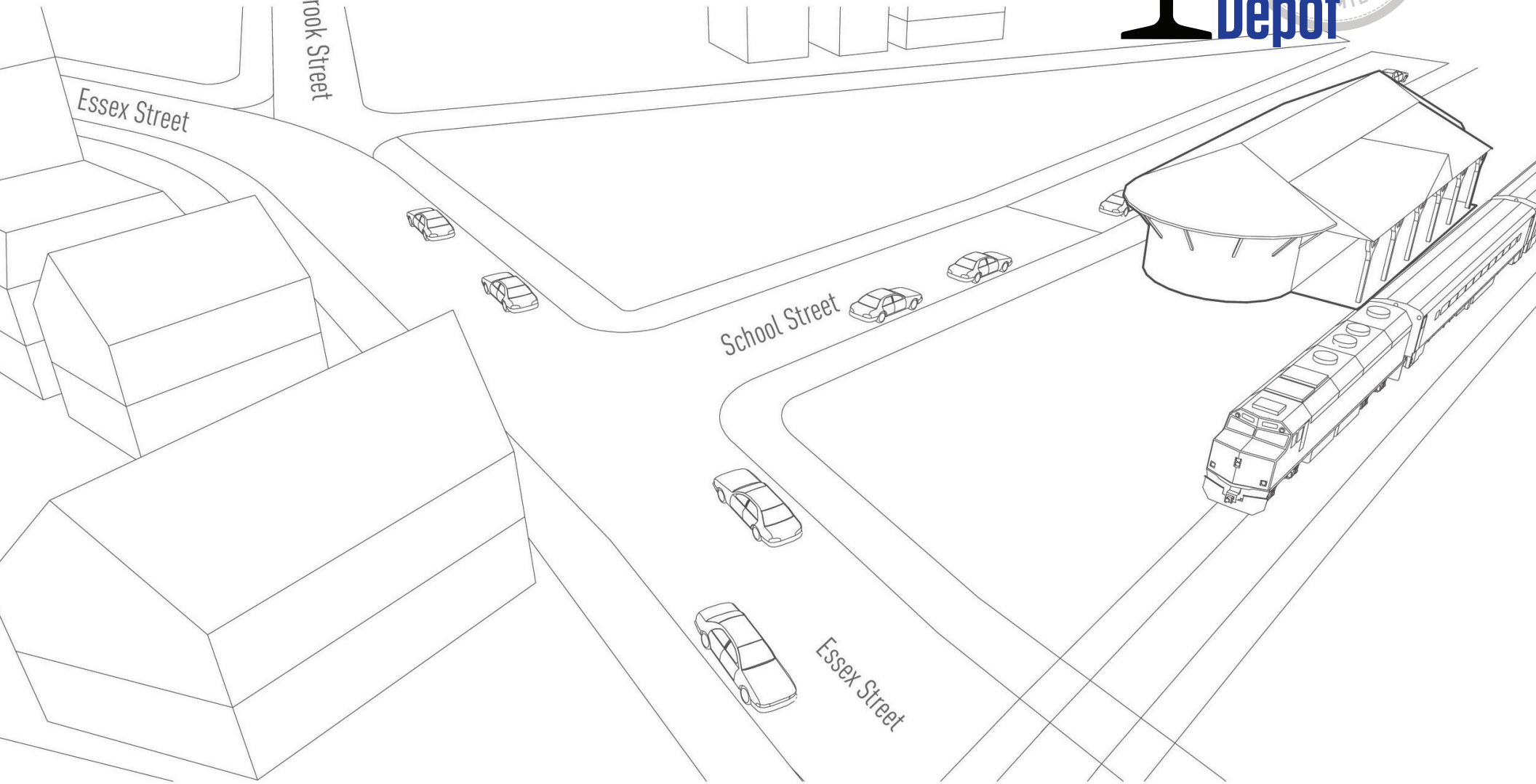
COMMUNITY INPUT

What activities / elements / programs would you like to see at the Depot?

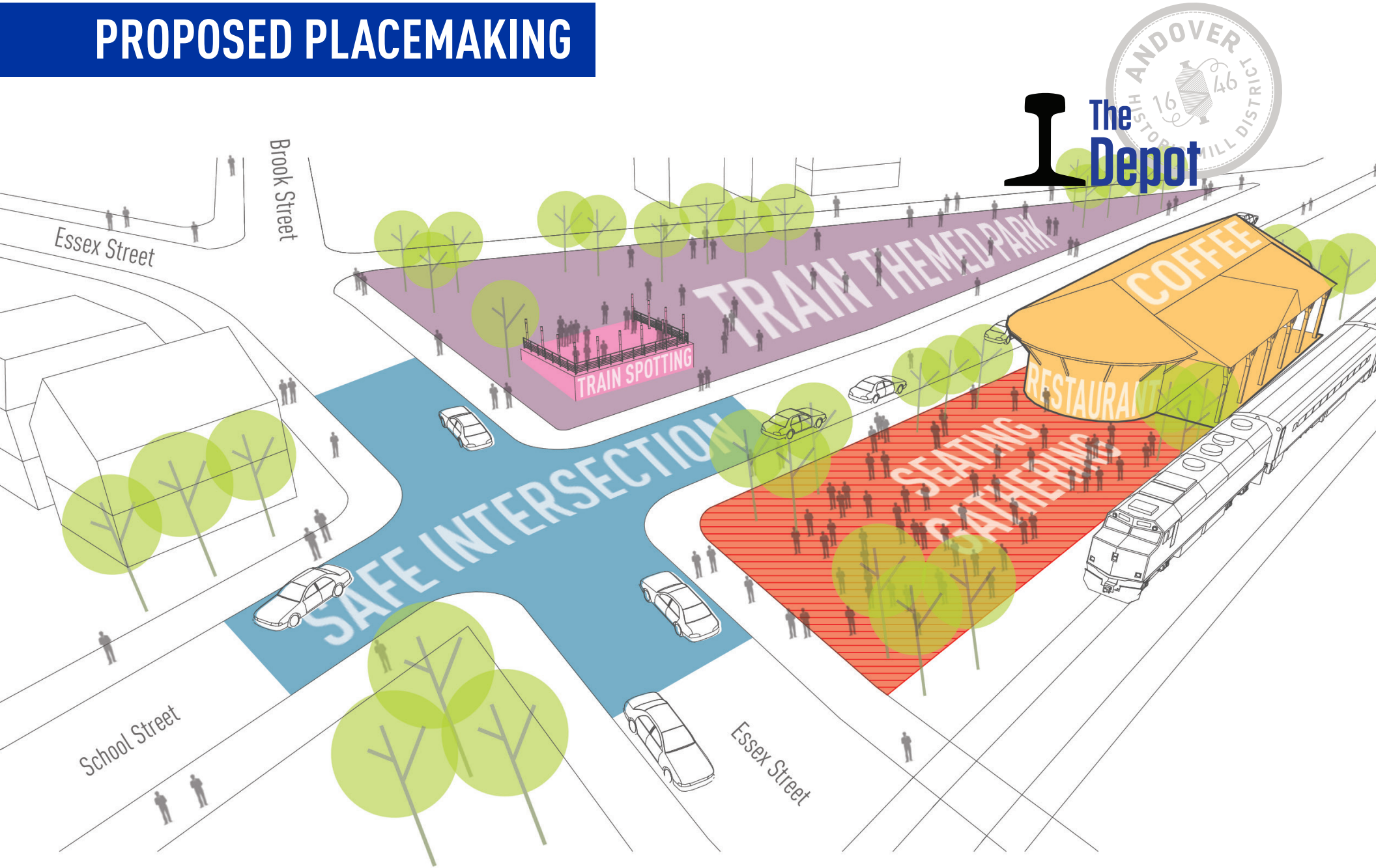
- ★ Destination dining or coffee with outdoor seating
- ★ Train viewing area
- ★ Adjacent train themed public art that kids can climb on
- ★ Outdoor/indoor space for music
- ★ Revive wedge of land across the street with Pocket Park
- ★ Move / expand depot + return to original use
- ★ Public Art

Others: History, Train museum with apps, Public transport linking the areas,
Pedestrian bridge over the tracks, Outdoors outfitter, Bike shop, canoe rental, guided hikes

EXISTING CONDITIONS



PROPOSED PLACEMAKING




The Depot
NORTH ANDOVER
HISTORIC MILL DISTRICT


The Depot
ANDOVER
1646
HISTORIC DISTRICT


The Depot
ANDOVER
HISTORICAL SOCIETY
1646


ANDOVER
1646
HISTORIC DISTRICT
The Depot
GRAY WOLF

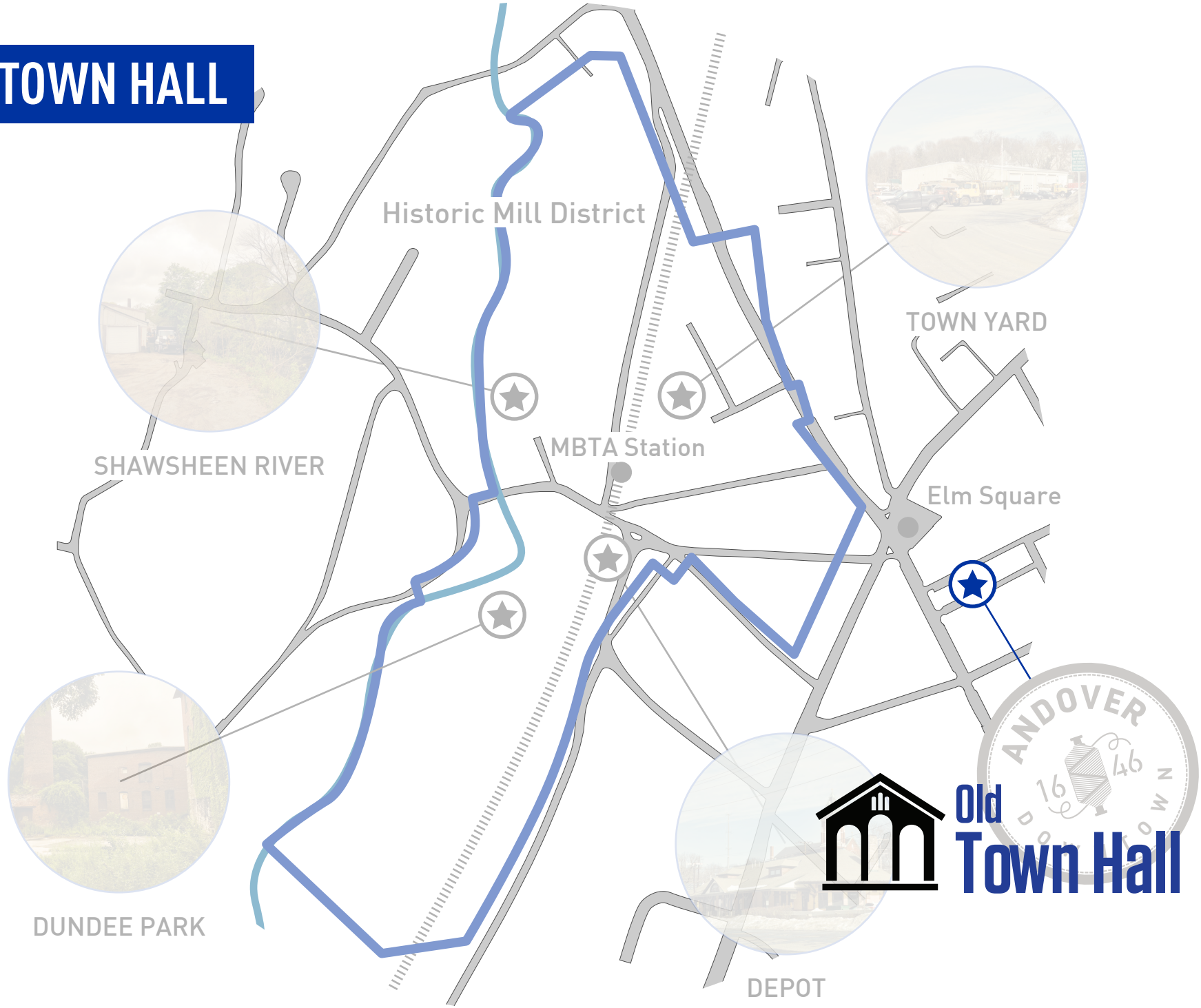

PETCO
BROADWAY
UNION SQUARE
ONE WAY
DO NOT ENTER
The Depot
ANDOVER
1646
MILL DISTRICT

OLD TOWN HALL



Old Town Hall

OLD TOWN HALL



OLD TOWN HALL



COMMUNITY INPUT

What activities / elements / programs would you like to see in and around Old Town Hall?



- Draw/build outline of old firehouse behind Town Hall
- Restaurant / coffee shop with outdoor seating
- Food trucks, beer + wine tasting and movies inside
- ADA accessible
- Complementary arts + Culture center (small venue)
- Closing streets for pedestrian use – green space – for limited time
- Solar canopy parking / electric car charging stations
- Covered pavilion Multi-purpose event/cultural space
- Public skating rink in winter
- Farmers Market
- Play areas for children
- Painting on pavement

Others: Movie night upstairs, Wide boulevard to downtown park, Expand usage of park in front of town hall, Keep the post office Coworking space on 1st floor

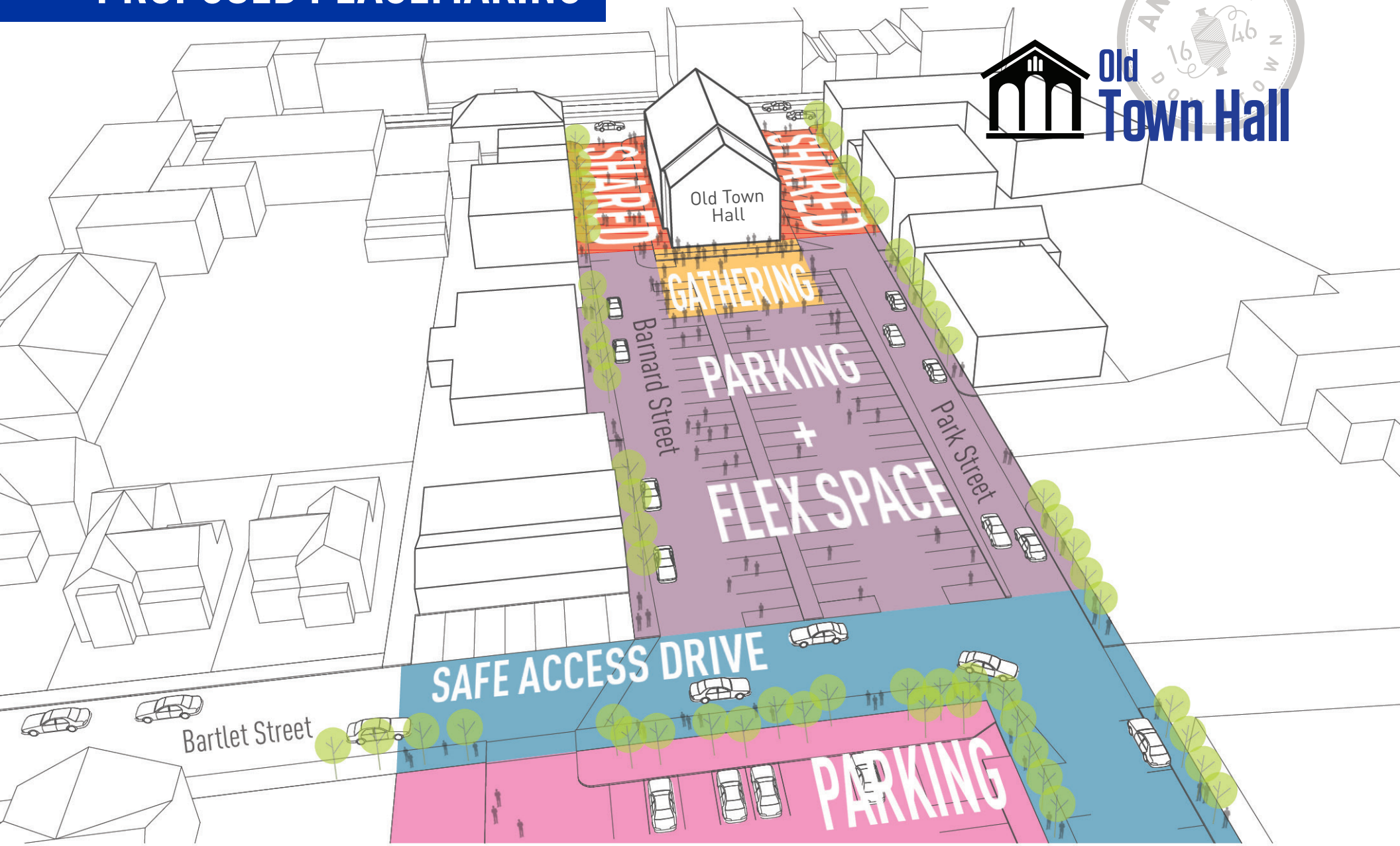
EXISTING CONDITIONS

Old Town Hall



PROPOSED PLACEMAKING

Old Town Hall




ANDOVER
1646
Old
Town Hall
orange leaf
AMERICA'S FROZEN YOGURT
NO SKATEBOARDING OR ROLLER BLADING ALLOWED
eat cake!
cupcakes | cakes
OPEN
CHOCOLATE
LYON
GALVSBURY
NEWBURYPORT
WELCOME TO MIMI'S
WELCOME TO YAYA'S
WELCOME TO NONNA'S
WELCOME TO NANA'S


ANDOVER
Old Town Hall
Lake Champlain
MAC


MILLER MAYER
Attorneys at Law
BENJAMIN PETERS
ANDOVER
NEW
16
46
Old
Town Hall


CAFFÈ NERO
THE ITALIAN COFFEE COMPANY AND MASTER ROASTERS
CAFFÈ NERO
ANDOVER
Old Town Hall


ANDOVER
16 46
Old
Town Hall


ANDOVER
1646
Old
Town Hall



Dundee Park

Shawsheen River

Town Yard

The Depot

Old Town Hall

NEXT STEPS



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NEXT STEPS



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NEXT STEPS

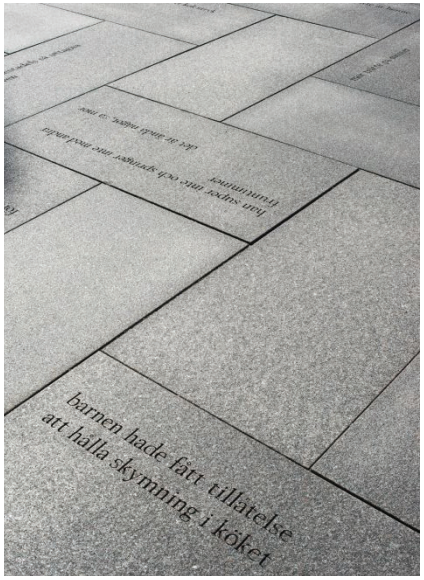




© omloop

NEXT STEPS


BANTING


barnen hade fått tillåtelse
att hålla skymning i köket









NEXT STEPS



NEXT PUBLIC MEETING

Old Town Hall Placemaking Project





architecture
urban design

GAMBLE
ASSOCIATES

February 27, 2019

Thank you!