



City of Beverly
Community Preservation Committee
 Planning Department
 191 Cabot Street, City Hall
 Beverly, MA 01915
 (978) 921-6000 ext. 2343 (978) 921-6187 (Fax)

2014 CPA PROJECT FUNDING APPLICATION

Project Description Form

Application and supporting materials must be submitted by May 1, 2014

Project Title: ELLIS SQUARE REDESIGN
Project Location/Address: ELLIS SQUARE, NEXT TO 225 CABOT STREET
Date: 4/25/14

Name of Applicant: GIN WALLACE
Organization: BEVERLY MAIN STREETS
Contact Person: GIN WALLACE
Mailing Address: 248 CABOT STREET
Telephone #: 978-922-8558
Fax#: _____
Email Address: GWALLACE@BEVERLYMAINSTREETS.ORG

If Different From the Applicant:
Name of Owner: CITY OF BEVERLY
Mailing Address: 191 CABOT STREET
Telephone #: 978-921-6000
Fax#: _____
Email Address: MAYORCAHILL@BEVERLYMA.GOV

• CPA Funding Requested: \$ 177,663 Total Project Cost: \$ 277,663

• Please circle all CPA Categories to which this project applies (more than one may apply):

- Open Space
- Historic Preservation
- Community Housing
- Recreation

PLEASE ATTACH THE FOLLOWING SUPPORTING INFORMATION AND DOCUMENTATION:
 Please type all responses and indicate item number

1. **Applicant/Organization Background:** Please provide a brief description of your or the organization's profile and project history. Explain your ability and capacity to undertake and successfully execute the project.
2. **Project Narrative:** Please provide a thorough description of the project and goals it will achieve. In addition, please address the following items in your narrative, which should not exceed 5 typed pages:
 - a. **Community Need:** Describe what community preservation need this project serves and how the project meets the General and Category Specific Evaluation Criteria as established by the CPC. Please address specific CPC criteria and the definitions listed on the Allowable Uses Chart when answering this question.



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2014 CPA PROJECT FUNDING APPLICATION
Project Budget Form

- Project Title: ELLIS SQUARE REDESIGN
- Applicant Contact Information: 978-875-1415 OR GWALLACE@BEVERLYMAINSTREETS.ORG
 Contact Person: GIN WALLACE
 Organization: BEVERLY MAIN STREETS

| SOURCES OF FUNDING | | |
|---------------------------------|--------|----------------------------|
| Source | Amount | Percentage of Total Budget |
| Community Preservation Act Fund | \$ | |
| | | |
| SEE ATTACHED BUDGET FORM | | |
| | | |
| | | |
| | | |
| Total Project Funding | | |

| ITEMIZED PROJECT EXPENSES | | |
|-------------------------------|--------|---|
| Expense | Amount | To Be Funded by CPA? Y/N *Please refer to DOR's Allowable Uses Chart |
| | | |
| SEE ATTACHED BUDGET FORM | | |
| | | |
| | | |
| | | |
| Total Project Expenses | \$ | |

*If the project is a community housing project, please submit a development budget and a sources and uses budget. Also, home ownership projects shall include an affordability analysis, and housing rental projects shall include a five-year operating budget.

Please feel free to photocopy or recreate this form if more room is needed.



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2014 CPA PROJECT FUNDING APPLICATION
Project Schedule Form

- Project Title: ELLIS SQUARE REDESIGN
- Applicant Contact Information:
 Contact Person: GIN WALLACE
 Organization: BEVERLY MAIN STREETS

Please provide a project timeline below and describe the various activities, noting all project milestones.

| | Estimated Date | Activity |
|--------------------|----------------|---|
| Project Start | Nov 2014 | Finalize design, get City Council approval, |
| | | create construction RFP and put out to bid |
| Project Milestone | March 2015 | Demolition and site work |
| | | |
| 50% Completion | April 2015 | Masonry flatwork |
| | | |
| Project Milestone | May 2015 | Site furnishings and electrical work |
| | | |
| Project Completion | June 2015 | Plantings & construction complete |

Please Note: If the project is approved, the applicant must agree to and sign a Memorandum of Understanding (MOU). Funds will be disbursed based on the conditions of the MOU executed as part of the project award.

Please feel free to photocopy or recreate this form if more room is needed.

2014 CPA PROJECT FUNDING APPLICATION
PROJECT BUDGET FORM

Project Title: ELLIS SQUARE REDESIGN

| SOURCES OF FUNDING | | |
|--|-------------------|----------------------------|
| Source | Amount | Percentage of Total Budget |
| CPA Fund | \$ 177,663 | 64% |
| Beverly Main Streets Donors | \$ 100,000 | 36% |
| Total Project Funding | \$ 277,663 | |
| ITEMIZED PROJECT EXPENSES | | |
| Expense | Amount | Funded by CPA? Y/N |
| DEMOLITION | \$ 29,415 | Y |
| Police detail | | |
| Saw cut pavement | | |
| Finish & install construction fencing | | |
| Remove & dispose of asphalt and concrete pavements | | |
| Remove and stack granite curb | | |
| Remove & dispose of concrete wall at flagpole | | |
| Remove & dispose of trees and stumps | | |
| SITE WORK | \$ 55,989 | Y |
| Supply & install catch basin | | |
| Reset 6" granite street curb; supply & install new | | |
| Supply & install 6" granite curbing for park planting beds | | |
| Supply & install reclaimed antique granite slab seatwalls | | |
| Supply & install pavement base materials | | |
| Trenching for electrical conduit | | |
| MASONRY FLATWORK | \$ 71,817 | Y |
| Supply & install brick pavers | | |
| Supply & install granite paver banding around brick pavers | | |
| Supply & install concrete walkway pavement | | |
| PLANTING | \$ 48,728 | Y |
| Supply & install plantings as shown | | |
| Supply & install pine bark mulch | | |
| Supply & install planting soil | | |
| Provide watering of plant material until acceptance | | |
| SITE FURNISHINGS | \$ 9,649 | Y |
| Supply & install 3 benches | | |
| Supply & install 1 25-ft aluminum flagpole | | |
| ELECTRICAL | \$ 23,065 | |
| Supply & install 6 park light poles and fixtures | | |
| Supply & install wire and conduit | | |
| SPECIAL COMPONENTS | | |
| Widen corner sidewalk by Golden Hanger | \$ 25,000 | Y |
| Survey #2 if needed | \$ 1,000 | |
| Design (UB-LA) | \$ 3,000 | |
| Handicapped ramps | \$ 10,000 | |
| TOTAL ESTMATE (BASED ON PREVAILING WAGES) | \$ 277,663 | |



2014 CPA Project Funding Application

1. Application / Organization Background

Beverly Main Streets is a 501(c)(3) non-profit organization focused on revitalizing the downtown district of Beverly. We are members of and follow the model of the national Main Streets program, which is a subsidiary of the National Trust for Historic Preservation. We were founded in 2002 by a small group of business owners and residents who were interested in maintaining a small-town feel in the downtown and filling commercial spaces with independent, locally-owned businesses.

In 2010, we led a significant planning and design effort resulting in our Downtown 2020 vision. This vision reflects the voices of more than 1,000 residents who shared with us their ideas about what downtown Beverly could and should become. We have created a strong partnership with the city's leadership team and elected officials. We have a strong board of directors made up of residents, business leaders and community leaders, and in 2011 we launched "30 & Main" to engage residents under the age of 40 to help us shape downtown Beverly's future. We have forged alliances with Montserrat College of Art and Endicott College to leverage their thought leadership and entrepreneurial spirit and to tap into the creative thinking of their students. More than 125 volunteers actively work on committees and task forces to help us achieve our goals. With help from all of these resources, we are changing the face of downtown and making it more attractive to people who want to live here, work here, visit on a Saturday afternoon, invest in development and start a business.

We focus our energies in 3 areas: economic development, design ("look and feel") and promotion of the downtown. In recent years, we have successfully:

- Lobbied CVS Corporation to change their store design (at the corner of Rantoul and Elliott Streets) and lobbied the MBTA to change the parking garage design to ones which better fit in the downtown neighborhood
- Created the interactive "Starting Your Business in Beverly" guide which has helped new business owners open their doors quickly and seamlessly
- Launched the "Banking on Beverly" low interest loan program for small business owners to make significant improvements in their commercial spaces
- Lobbied the city to upgrade the downtown parking lots and researched / recommended payment machines
- Launched the "blank canvas" light pole banner contest and sponsorship package to bring color to the downtown while spotlighting local artists
- Sponsored passage of the Rantoul Street TIF, aimed at developing quality market rate and workforce housing around the Depot train station
- Designed new wayfinding signage systems for the downtown which the city installed in 2013
- Managed the city's Façade and Sign Improvement Program, in which \$150,000 in small grants has motivated property owners to invest another \$500,000 in commercial property improvements
- Launched an outdoor dining pilot program which will be presented to the City Council as an ordinance in late 2014

- Partnered with Montserrat College of Art and the city of Beverly to win a grant from the National Endowment for the Arts to plan the Beverly Arts District, which we will launch in the summer of 2014

Finally, we marshal volunteers and vendors to offer several of the city's signature community events, including Arts Fest, Downtown Trick or Treat, Beverly's New Year, Merry Main Streets and now, the downtown BLOCK parties. In 2013, we pulled together the first BLOCK party on 2 months' notice, attracted 2,000 people and instantly created a new Beverly tradition!

Through these events and programs, we have demonstrated the capacity to plan, manage and execute both small and large scale projects. We can effectively recruit and manage volunteers. We have developed partnerships with city departments to get things done when the downtown might not otherwise be a priority. We love a good challenge and we consistently rise to the occasion to make a difference downtown!



2. Project Narrative

It is said by revitalization experts that a city's downtown is like a home's front porch. It's the face that the residents want to portray to those passing by. It's what visitors see and decide whether they want to enter. It's how you say "welcome" to a prospective tenant. It's what affects the housing values of the neighborhood around it. It's what determines who moves in next to you. It's the area that says "we care" or "we don't care."

This is Ellis Square.

It's the only public space on the downtown stretch of Cabot Street.

Is this what we want to present as our city's front porch?

Does this say "we care" or does it say "we don't care?"



What's missing from each of these photos, taken at different times on different days?
People. Color. Activity. Respect. Commitment. Ownership. Priority. Pride.

What you do see is overgrown weeds, broken bricks, empty tree wells, an abandoned veterans' memorial, patches made with mismatched materials. In the last year as we've started to talk about Ellis Square in the community, we've heard these comments:

- What is it? Where is it? What's there? Who's Ellis?
- Isn't that where the White Whale folks hang out?

- Oh yeah, I walk through it on my way to...
- It's creepy
- Oh, I'd never take my kids there
- It's so hot in the summer – the trees don't help at all
- It's so bland and grey – I don't like it there
- It's dangerous – those bricks are falling apart and the trees are breaking up the asphalt
- What a wasted space
- Why can't it be taken care of like the Common down the street?
- You know, there's this place in Newburyport / Gloucester / name the city – in the middle of the downtown where things happen – why can't that be what Ellis Square is?
- It's kind of like a wasteland to me

The simple fact of the matter is that Ellis Square is no one's priority. It is a barren, concrete pad that no one spends any time in – except the few folks who walk through it on their way to somewhere else - or the few folks who have nowhere else to go but Ellis Square. It hasn't been any ward councilor's priority. It's not considered a neighborhood park by any of the neighbors. The Department of Public Services folks drive by it on their way to beautifully maintain the Beverly Common. No one stops there. No one brings their kids there for a picnic. No one says "let's have lunch outside at Ellis Square." No one comes.

Now imagine this... people, color, entertainment, activity, smiles... in the new Ellis Square. This is a place we'd all be proud of if it were our front porch.



We propose to transform Ellis Square with a new face and an abundance of programming. We'll rebuild it from the ground up with a new gateway, new shade trees, new landscaping, new lighting and permanent seating. In the center, we will have an open area made with a brick design which would be used for entertainment (music, storytelling, puppet shows, movie watching, ping pong, etc) and could also hold temporary seating like picnic benches in the warm weather. We will add handicapped access from multiple entry points to help residents in wheelchairs and walkers get into the Square more easily. We propose enlarging the park slightly by taking the 5 parking spaces on Church Street that are closest to Cabot Street and which currently block the view into the Square from the street. This extra space allows us to add streetscape elements such as bike racks to encourage healthy living.

We also plan to widen and upgrade the sidewalk area across from Ellis Square in front of the Golden Hanger. This would make room for new trees to be planted there, it pulls the whole corner together aesthetically and it would shorten the distance between the 2 corners of Church Street, slowing the traffic and making a safer walk for pedestrians as they enter or pass by the Square.

While not part of our CPA application, we have also worked with the Vietnam Veterans organization to design and install a new memorial which would more appropriately honor and recognize the sacrifices made by local servicemen and women. The new memorial would likely be selected through a design competition.

As for the programming, it's all about giving people a reason to come and to come back. Beverly Main Streets is leading the effort, with partners Montserrat College of Art and the city of Beverly, to launch the Beverly Arts District this summer. The District stretches along Cabot Street from the 301 Gallery to the Cabot House Museum, so Ellis Square is just about in the middle of it. We are prepared to coordinate a wide variety of year-round programming and activities at Ellis Square, each focused on arts and creativity and community. We intend to involve youth, seniors, students, non-profits, schools, businesses and residents in planning and hosting programs and small events at the Square. This summer, we'll be testing out some ideas on a small scale to see what the community responds to, and we'll use what we learn when we launch the full programming schedule at the new Ellis Square.

Our goals in doing this project include:

1. Creating a new urban park that will offer multi-generational residents and visitors a place to come together as a community, to experience creativity, and to be part of the downtown vitality that's building each day
2. Providing targeted groups, such as youth and seniors, with opportunities to plan and manage small public events
3. Fostering new partnerships through programming, which in turn helps raise arts awareness and bring programming to audiences that might not otherwise get engaged
4. Increasing the economic development opportunities for the downtown, by attracting new businesses, new customers and new spending, which in turn provide new and/or increased tax revenue streams for the city

A. Community Need

This project serves the CPC need to rehabilitate and restore recreational land.

The project meets the general CPC criteria in that it:

1. is consistent with the City's plans for recreational space
2. leverages both public (64%) and private (36%) funds which Beverly Main Streets will procure
3. demonstrates practicality and feasibility; the City's Director of Public Services was engaged in all design discussions and he commissioned the survey which was done by Meridian Partners, he reviewed the 3rd party budget estimates for reasonableness, and he provided us with the general work schedule
4. Upgrades and enhances the city experience for as broad a group as possible; unlike a playground park which is geared toward children and families, an urban park such as Ellis Square can and will attract residents of all ages, and it will attract folks who may not live in Beverly but contribute to its quality of life (students, visitors, downtown employees, etc)
5. Demonstrates a clear benefit in that what is now perceived as a "wasteland" can become an economic driver for the downtown and for the whole city (as a result of new and/or increased commercial tax revenue, meals tax revenue, permit fees, etc)
6. Meets the eligibility requirements for funding per the Phase 1 approval and invitation to complete the full application
7. Has received endorsement from municipal departments (ie, mayor's Office, Planning Department, Department of Public Services) and abutters
8. Implementation of this project in the recreational category does not adversely impact other categories

As for specific evaluation criteria, the project addresses these criteria in the recreational category:

- a. Restores and/or rehabilitates land or assets for a variety of recreational uses for a wide range of users, ages or populations
- b. Expands universal access to recreational opportunities
- c. Serves a significant number of residents
- d. Promotes use of corridors to create safe and healthful pedestrian and bicycle transportation opportunities
- e. Considers the health and safety benefits to the residents and promotes active, healthy lifestyles for residents
- f. Meets a recreational need not met, or not adequately met, elsewhere in the City

From the Allowable Uses chart, the project will use funding to make capital improvements or extraordinary repairs to make the Square functional for its intended use as an urban park and community space.

B. Feasibility:

The Ellis Square project has been called “low hanging fruit” by those most closely involved in its redesign. The Director of Public Services has recommended this project be put out to bid rather than having his teams do the work. From the time the bid is awarded, work can be completed within 4 months.

It is our understanding from the City Planner that the City would need to put Ellis Square under permanent protection, which the City is willing to do.

To expand programming at the Square, we have already started working with the City Planner to define the process by which events could happen and whether permits and/or fees would be needed.

The City commissioned a land survey in 2012. It is possible that an additional survey may need to be done prior to construction. The project may also require permits (trenching, utilities, etc) but the City has not yet informed us of those requirements.

C. Maintenance and Long-Term Preservation

The City of Beverly Department of Public Services will maintain this property.

D. Maps and Visual Materials

Attached to this application are:

- Sketches of the new design from multiple angles
- Plan of Land Survey
- Landscaping Plan
- City of Beverly GIS Map
- Map of the new Beverly Arts District
- Letters of Support



Ellis Square Plaza- Beverly Main Streets

Beverly, Massachusetts

Conceptual View

Ulrich Bachand Landscape Architecture, LLC
www.ub-la.com * 77 Main St. Wenham, MA 01984 * 617-337-3252 **ubla**



Ellis Square Plaza- Beverly Main Streets

Beverly, Massachusetts

Conceptual View

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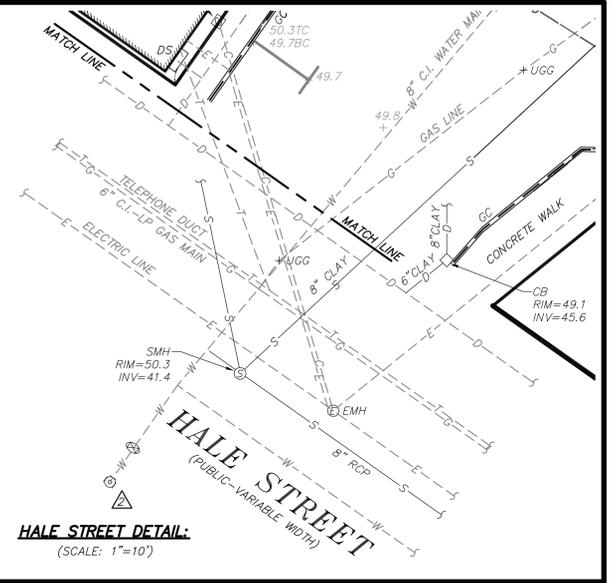
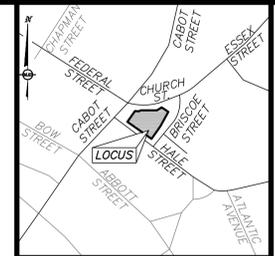
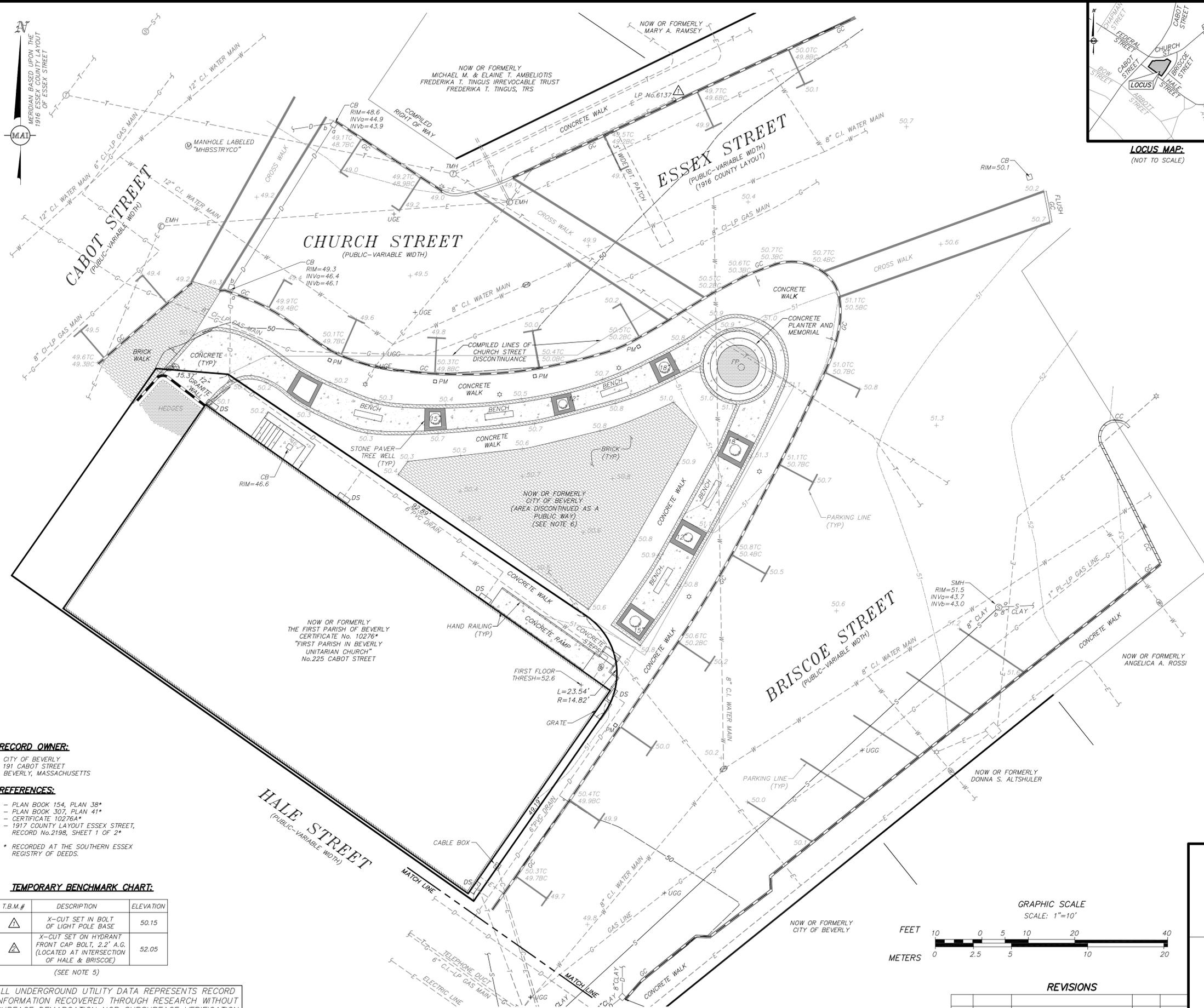


Ellis Square Plaza- Beverly Main Streets

Beverly, Massachusetts

Conceptual View

Ulrich Bachand Landscape Architecture, LLC
www.ub-la.com * 77 Main St. Wenham, MA 01984 * 617-337-3252 **ubla**



LEGEND:

- 51 - ONE FOOT CONTOUR
- 50 - FIVE FOOT CONTOUR
- + 50.8 - SPOT GRADE
- - DECIDUOUS TREE
- ▭ - CONCRETE
- ▨ - BRICK
- ▩ - GRANITE CURB
- ▧ - CONCRETE CURB
- - SIGN
- - PARKING METER
- - FLAG POLE
- - CABLE BOX
- - SEWER MAIN
- - - - DRAIN LINE
- - - - INV. COMPILED SEWER MAIN
- - - - W - COMPILED WATER LINE
- - - - E - COMPILED ELECTRIC LINE
- - - - G - COMPILED GAS LINE
- - - - T - COMPILED TELEPHONE DUCT
- - - - TERMINUS UNKNOWN
- - SEWER MANHOLE
- - TELEPHONE MANHOLE
- - MANHOLE
- - ELECTRIC MANHOLE
- - CATCH BASIN
- - WATER GATE VALVE
- - WATER SERVICE
- - HYDRANT
- - DOWNSPOUT
- - LIGHT POLE
- + UGG - UNDERGROUND GAS MARKER
- + UGE - UNDERGROUND ELECTRIC MARKER
- CC - CONCRETE CURB
- GC - GRANITE CURB
- ELEV. - ELEVATION
- INV. - INVERT
- C.I. - CAST IRON
- PVC - POLYVINYL CHLORIDE
- ROP - REINFORCED CONCRETE PIPE
- LS - LOW SERVICE
- L - LENGTH
- R - RADIUS
- A.G. - ABOVE GRADE
- TC - TOP OF CURB
- BC - BOTTOM OF CURB
- TYP. - TYPICAL

NOTES:

1. THE TOPOGRAPHY, SITE DETAIL & SURFACE IMPROVEMENTS DEPICTED HEREON WERE OBTAINED FROM AN INSTRUMENT SURVEY CONDUCTED ON THE GROUND BY MERIDIAN ASSOCIATES, INC. ON AUGUST 16 & 17, 2012.
2. THE SUBJECT PROPERTY DEPICTED IS LOCATED IN ZONING DISTRICT CC (CENTRAL BUSINESS DISTRICT).
3. THE LOCATION OF ALL UNDERGROUND UTILITIES SHOWN ARE APPROXIMATE AND ARE BASED UPON A PARTIAL FIELD SURVEY AND COMPILATION OF PLANS OF RECORD. MERIDIAN ASSOCIATES, INC. DOES NOT WARRANT NOR GUARANTEE THE LOCATION OF ALL UTILITIES DEPICTED OR NOT DEPICTED. THE CONTRACTOR, PRIOR TO COMMENCEMENT OF CONSTRUCTION, SHALL VERIFY THE LOCATION OF ALL UTILITIES AND CONTACT DIG SAFE AT 1-888-344-7233.
4. THIS PLAN DOES NOT SHOW ANY UNRECORDED OR UNWRITTEN EASEMENTS WHICH MAY EXIST. A REASONABLE AND DILIGENT ATTEMPT HAS BEEN MADE TO OBSERVE ANY APPARENT, VISIBLE USES OF THE LAND; HOWEVER, THIS DOES NOT CONSTITUTE A GUARANTEE THAT NO SUCH EASEMENTS EXIST.
5. THE ELEVATIONS DEPICTED HEREON WERE BASED ON THE NATIONAL GEODETIC VERTICAL DATUM (N.G.V.D.) OF 1929 AS REPORTED BY OTHERS. SEE PLAN TITLED "SITE PLAN OF LAND PROPERTY OF MONTSERRAT COLLEGE OF ART, INC.", DATED NOVEMBER 3, 2007, PREPARED BY NORTH SHORE SURVEY CORPORATION, STARTING BENCHMARK: RMB DEPICTED ON FEMA MAP, MGS DISK STAMPED 7AD, ELEVATION 39.85.
6. PROPERTY LINES DEPICTED HEREON ARE BASED ON COMPILED DEEDS AND PLANS OF RECORD. REFERENCE IS MADE TO LAND COURT CASE No. 10276A*, THE 1916 COUNTY LAYOUT OF ESSEX STREET* AND PLAN BOOK 154, PLAN 38*. THE AREA TO BE DISCONTINUED AS A PUBLIC STREET, FORMERLY CHURCH STREET, HAS BEEN COMPILED FROM PLAN BOOK 154, PLAN 38* AND FURTHER DESCRIBED IN DEED BOOK 6617, PAGE 478*. MAI DID NOT PERFORM A BOUNDARY RETRACEMENT SURVEY.

RECORD OWNER:

CITY OF BEVERLY
191 CABOT STREET
BEVERLY, MASSACHUSETTS

REFERENCES:

- PLAN BOOK 154, PLAN 38*
- PLAN BOOK 307, PLAN 41*
- CERTIFICATE 10276A*
- 1917 COUNTY LAYOUT OF ESSEX STREET, RECORD No.2198, SHEET 1 OF 2*

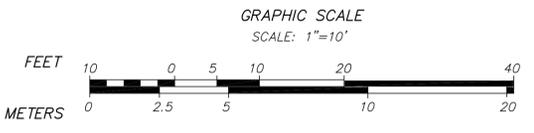
* RECORDED AT THE SOUTHERN ESSEX REGISTRY OF DEEDS.

TEMPORARY BENCHMARK CHART:

| T.B.M.# | DESCRIPTION | ELEVATION |
|---------|--|-----------|
| △ | X-CUT SET IN BOLT OF LIGHT POLE BASE | 50.15 |
| △ | X-CUT SET ON HYDRANT FRONT CAP BOLT, 2.2' A.G. (LOCATED AT INTERSECTION OF HALE & BRISCOE) | 52.05 |

(SEE NOTE 5)

ALL UNDERGROUND UTILITY DATA REPRESENTS RECORD INFORMATION RECOVERED THROUGH RESEARCH WITHOUT SURFACE DEMARICATION NOR SUBSURFACE VERIFICATION.



REVISIONS

| NO. | DATE | DESCRIPTION | BY | CHK'D |
|-----|------|-------------|----|-------|
| | | | | |

DWG. No. 5473-REC
BK. #597, PG. #08

H. GORDON ELLIS SQUARE
RECORD CONDITIONS PLAN OF LAND
LOCATED IN
BEVERLY, MASSACHUSETTS
(ESSEX COUNTY)

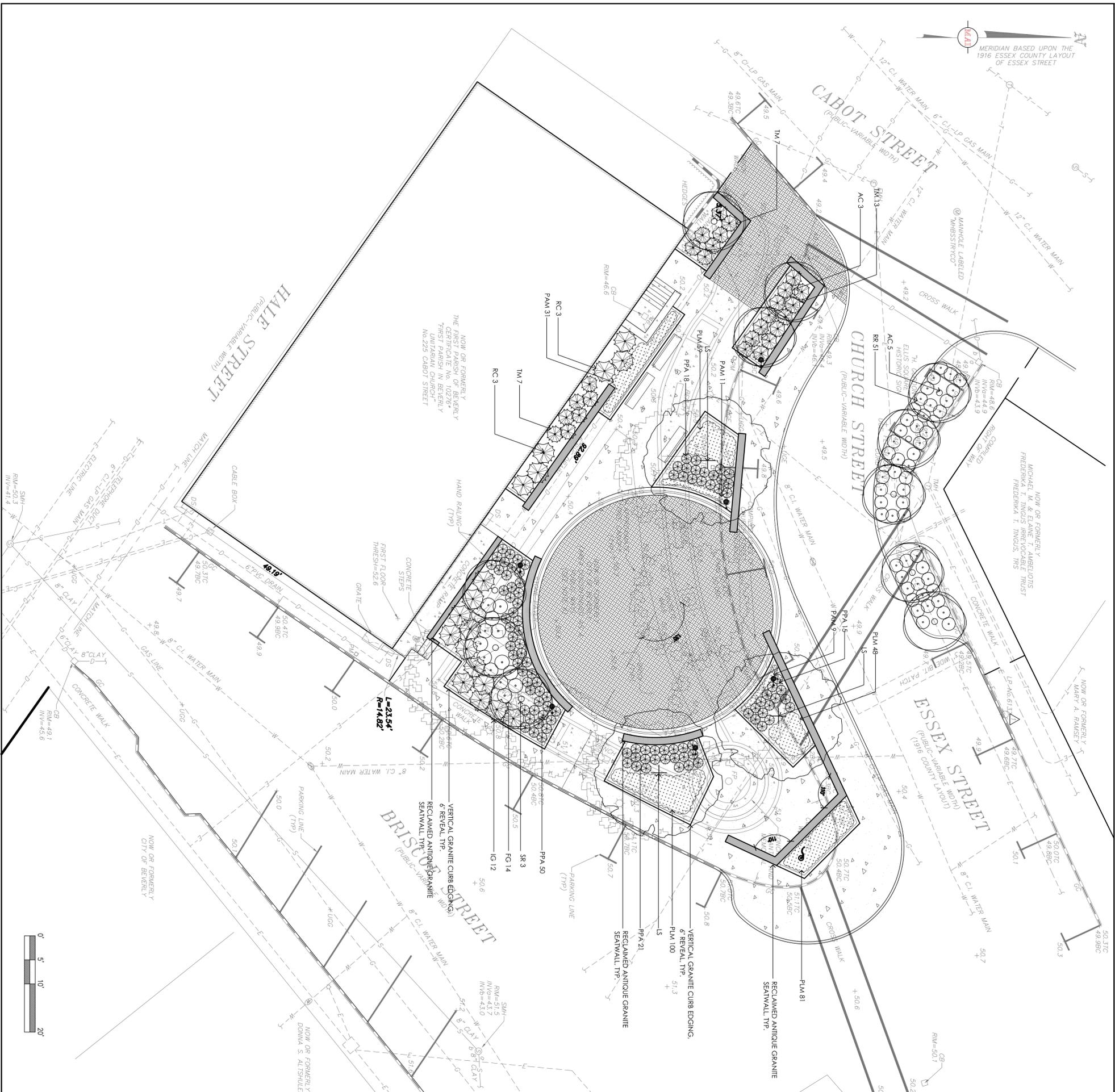
PREPARED FOR
CITY OF BEVERLY
SCALE: 1"= 10' DATE: AUGUST 23, 2012



500 CUMMINGS CENTER, SUITE 5950 69 MILK STREET, SUITE 302
BEVERLY, MASSACHUSETTS 01915 WESTBOROUGH, MASSACHUSETTS 01581
TELEPHONE: (978) 299-0441 TELEPHONE: (508) 871-7030
WWW.MERIDIANASSOC.COM

SHEET No. 1 OF 1 PROJECT No. 5473

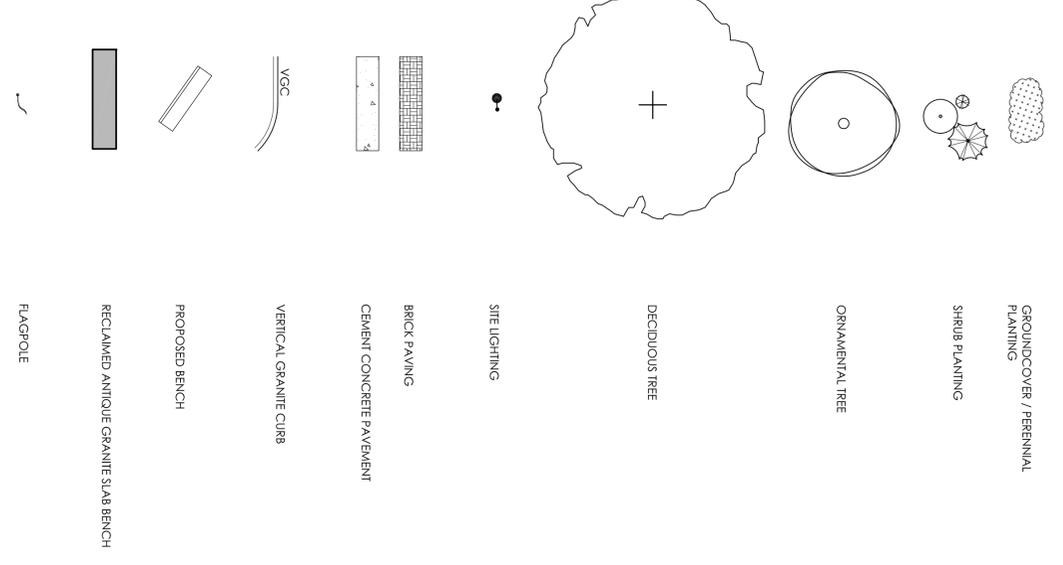
MERIDIAN BASED UPON THE 1916 ESSEX COUNTY LAYOUT OF ESSEX STREET



PLANT SCHEDULE

| SYMBOL | BOTANICAL NAME | COMMON NAME | QTY | SIZE | COMMENT |
|------------------------------------|---------------------------|-----------------------|-----|---------------|---------|
| DECIDUOUS TREES | | | | | |
| LS | LICUJAMPARA STRYACIFLUA | SWEETGUM | 3 | 8-9 1/2" CAL. | |
| AC | ACER CAMPESTRIS | RED BIRCH | 8 | 3-3 1/2" CAL. | |
| ORNAMENTAL TREES | | | | | |
| SR | SYRINGA RETICULATA | JAPANESE TREE LILAC | 3 | 2-2 1/2" CAL. | |
| SHRUBS | | | | | |
| FG | FOTHERGILLA GARDENII | DWARF FOTHERGILLA | 14 | 3 GALLON | |
| IG | ILEX GLABRA | SHAMROCK HEBERRY | 12 | 2-2 1/2" | |
| RC | RHOODENDRON CHINOIDES | WHITE RHOODENDRON | 6 | 18-24" HT. | |
| TM | TAXUS MEDIA | EVERLOW YEW | 27 | 1.5-1.8" | |
| GRASSES | | | | | |
| PPA | FENISTELIUM ALOPECUROIDES | HAWKIN FOUNTAIN GRASS | 104 | 11 GALLON | |
| GROUNDCOVERS AND PERENNIALS | | | | | |
| PAM | ALCEMILLA MOLIS | LADY'S MANTLE | 51 | 1 GALLON | |
| PLM | LIROPE MUSCARI | BIG BLUE LILYTURF | 266 | 4" POT | |

LEGEND



ELLIS SQUARE PARK

Beverly, Massachusetts
Beverly Main Streets
Beverly, MA



Ulrich Bachand Landscape Architecture, LLC
77 Main Street
Wenham, MA 01984
Ph: 617-337-3252
www.ubla.com

Schematic Design - 11/8/2012

LANDSCAPE PLAN

| | |
|------------|---------------|
| SCALE: | 1"=10'-0" |
| JOB NO.: | 1211 |
| FILE: | landscape.dwg |
| DRAWN: | MDJ |
| CHECKED: | KCU/PAB |
| SHEET NO.: | |

L1.1





April 28, 2014

City of Beverly
Community Preservation Committee
Beverly City Hall / Planning Department
191 Cabot Street
Beverly, MA 01915

Dear Committee Members:

In 2012, I was (and still am) the co-chair of the Beverly Main Streets Design Committee. The purpose of the committee is to pay attention to and continuously enhance the “look and feel” of the downtown. We do this in a variety of ways, through programs such as the Façade and Sign Improvement Program which helps business owners spruce up their storefronts, the downtown Clean Sweeps event, the STAR Beautification Program through which we purchase window boxes for business owners and provide incentives for them to maintain their properties, and the downtown light pole banners which bring color throughout the downtown.

Landmark at Oceanview Senior Living is directly across the street from Ellis Square. Our residents love to walk or wheel themselves over to the Square on a summer day or evening to watch all that’s happening on Cabot Street and feel like they’re part of the downtown. The Square could really use a lot of TLC as the condition of the bricks and benches has deteriorated over the years, and the trees don’t provide much shade from the afternoon sun. It’s not a pretty space – there’s no color, no flowers and a lot of concrete. When our residents visit, they’re often the only people there; it’s highly underutilized in large measure because of how it looks and feels.

That’s when the Design Committee came up with the idea of transforming the look and feel of the space into an inviting public park. We envision small events and outdoor programs happening there, we see downtown employees enjoying lunch outside, and Oceanview residents interacting with multi-generational visitors. This is the only public space on the downtown stretch of Cabot Street and it’s a shame that no one uses it, especially when the potential is there for so many benefits to residents, visitors, students and employees.

I respectfully request that you support the Beverly Main Streets application for CPA funding for the Ellis Square Redesign.

Sincerely,

A handwritten signature in black ink that reads "Stephen M. Galante".

Stephen M. Galante
Executive Director
Landmark at Oceanview Senior Living
3 Essex Street
Beverly, MA 01915



BEVERLY, MASSACHUSETTS

First Parish

UNITARIAN UNIVERSALIST CHURCH

April 28, 2014

City of Beverly
Community Preservation Committee
Beverly City Hall / Planning Department
191 Cabot Street
Beverly, MA 01915

Dear CPA Committee Members:

Since 1667, First Parish Church has been an integral part of the history of downtown Beverly. Located at 255 Cabot Street, adjacent to Ellis Square, we invite the community into our freshly-painted historic building to find a congregation rejoicing in a diversity of personal spiritual journeys, an outstanding music program, and a nurturing environment for all lifestyles. We seek to lift each others' spirits through a strong sense of community, caring fellowship, rich educational opportunities for all ages and service outreach.

When Beverly Main Streets approached the Church in 2012 to talk about Ellis Square and the possibility of redesigning it, we jumped on board to help think of what it could look like and how it might be used. We were especially interested because we had recently invested significant resources in renovating our building, and our work highlighted the need for Ellis Square to receive similar attention. I became the Church's representative at the many meetings we had with other abutters, city staff and representatives from the veterans' community to design a new Ellis Square.

I believe the design we came up with will transform the Square in a variety of ways which will enhance the livability, appeal and quality of life for anyone who visits the downtown, not just our members. When the Square comes alive with programming, we'll see families there. When there are lights in the trees, it will feel and be safer at night. When new shade trees, landscaping and seating offer a pleasant place to congregate, we'll see community building. This stretch of downtown Beverly desperately needs an attractive, public space and the redesigned Ellis Square is it!

On behalf of our First Parish Church congregation, friends and residents of Beverly, I hope you'll approve the funding request for the Ellis Square Redesign.

Sincerely,

James Mitchell
Master Planning Committee Chair
First Parish Church, Beverly