

FORM B BUILDING

MASSACHUSETTS HISTORICAL COMMISSION
MASSACHUSETTS ARCHIVES BUILDING
220 MORRISSEY BOULEVARD
BOSTON, MASSACHUSETTS 02125

Photograph



Photo 1. Front elevation, looking northeast

Locus Map (north is up)



Recorded by: Pamela Hartford and Wendy Frontiero
Organization: Beverly Historic District Commission
Date: September 2016

Assessor's Number USGS Quad Area(s) Form Number

11-482, 11-482A,
11-483, 1-484,

Marblehead
& Salem

BEV.972,
1119

Town/City: Beverly

Place: Downtown

Address: 30 Hale Street
Wall: 30 – 42 Hale Street

Historic Name: Rogers Estate Chauffeur's House/
Garage and Rogers Estate Wall

Uses: Present: Residential
Original: Residential and garage

Date of Construction: ca. 1908-12

Source: Deeds, historic maps, Beverly City Directory

Style/Form: Craftsman/Classical Revival

Architect/Builder: Melvin Frank Coombs
(1940 renovation)

Exterior Material:
Foundation: concrete

Wall/Trim: brick, wood shingles

Roof: asphalt shingles

Outbuildings/Secondary Structures:
two-car garage, 1941

Major Alterations (with dates):
Adaptation of garage to residence, ca 1941
New openings in wall, 1950s

Condition: Excellent

Moved: no yes

Acres: 0.64 acres

Setting: On Hale Street, on the south side of Watch Hill in a residential neighborhood largely developed in the late nineteenth to mid-twentieth century.

INVENTORY FORM B CONTINUATION SHEET

BEVERLY

30 HALE STREET

MASSACHUSETTS HISTORICAL COMMISSION

Area(s) Form No.

220 MORRISSEY BOULEVARD, BOSTON, MASSACHUSETTS 02125

	BEV.1119, 972
--	---------------

Use as much space as necessary to complete the following entries, allowing text to flow onto additional continuation sheets.

ARCHITECTURAL DESCRIPTION:

Describe architectural features. Evaluate the characteristics of this building in terms of other buildings within the community.

The Rogers Estate Chauffeur's House/Garage, 30 Hale Street (ca. 1908-12, Photos 1, 2, and 3) and Rogers Estate Wall, 30-42 Hale Street (ca. 1912; Photos 4 – 9) are situated in the historic center of Beverly. The Chauffeur's House/Garage is located on the north side of Hale Street on a deep narrow lot that runs from Hale Street north to the top of Watch Hill. The Rogers Estate Wall runs 395 feet along the sidewalk edges of 30 to 42 Hale Street. The Chauffeur's House/Garage and Wall are extant elements of a large estate that Andrew Rogers built in 1898 opposite the Hale House at 39 Hale Street, (1694, BEV.108). The wall represents the extent of the Rogers estate along Hale Street at its largest. The Chauffeur's House/Garage, now renovated as a residence at 30 Hale Street, was at the western end of the two-acre estate.

Chauffeur's House/Garage lot, a trapezoid which rises steeply toward the north end of the parcel, totals 0.64 acres, and has approximately 66 feet of frontage on Hale Street, and 130 feet on the north boundary of the property, which abuts two early twentieth century houses owned by Montserrat College. The western boundary is 297 feet long, and the eastern boundary is 302 feet long, with about 20% of the northwest boundary abutting an assisted living facility, formerly the Briscoe Building, 3 Essex Street (1873, BEV. 113). On either side of 30 Hale Street are residences. To the west at 28 Hale Street is a large ca 1870 house set very close to the street. On the east side of the property at 32 Hale Street is a 1976 raised ranch split entry house set opposite the Garage and close to the property line of 30 Hale Street. The properties to the east from 34 to 42 Hale Street are occupied by small mid to late 20th century, single story residences (not included in this survey documentation).

The Chauffeur's House/Garage is set twenty feet back from Hale Street, with the main entrance facing east. The 1 ½ story, T-shaped building comprises a front-gabled main block and a gabled ell on the east side. The main block measures 42' by 32' and has a fully pedimented gable end facing Hale Street. The smaller ell is centered on the east elevation of the main block and contains a center entrance in its similarly pedimented gable end. The foundation is concrete, and the roof is clad with asphalt shingles, as are the horizontal cornices of the gable pediments. Walls are clad with brick, framed by shallow pilasters at the corners and between the window bays, and surmounted by a narrow wood frieze board and bed molding at the eave. Shed dormers are located on the west side of the main block roof and the north side of the east ell. A small chimney rises from the east slope of the main block at the north (back) end of the main block, and an exterior chimney is centered on the south wall of the side ell.

The south façade contains an offset doorway (formerly a window) and three windows, all equally spaced, on the first story, two small windows symmetrically placed near the center of the half-story, and a very small opening in the gable peak. (Photo 2) A stringcourse across the pediment signals the ceiling height of the second story. The windows on the first story are double hung, 1/1 sash with a transom space on top of each, which has been closed with a solid panel and decorated with a carved angel head with wings. The rear (north) elevation is similarly detailed, although, the window on the west end of the house has been removed and the wall surface bricked in. (Photo 3) The west elevation of the main block contains three equally spaced windows similar to those on the Hale Street façade.

The side ell has a wide entrance porch with slender Tuscan columns supporting a deep flat roof. A central door is flanked by half-height sidelights with a 3 by 4 grid of glass panes. A tri-partite grouping of windows occupies the half-story. The Hale Street elevation of the east ell has a shallow exterior chimney that pierces the roof eave and is flanked by two small six-light windows. The rear (north) elevation of the ell has a pair of contiguous 1/1 double-hung sash with a solid panel transom. Set just to the northeast of the house is a flat-roofed, wood-frame garage with two vehicle bays and a brick-veneer facade with a high wood fascia on the Hale Street elevation.

INVENTORY FORM B CONTINUATION SHEET

BEVERLY

30 HALE STREET

MASSACHUSETTS HISTORICAL COMMISSION

Area(s) Form No.

220 MORRISSEY BOULEVARD, BOSTON, MASSACHUSETTS 02125

	BEV.1119, 972
--	---------------

The Rogers Estate Wall is constructed of rectangular, cut granite blocks. The face of the blocks has a smooth chiseled border that frames a rock-faced surface. Each block is four feet long, one foot high and one foot wide, runs along the property line at the sidewalk of 40, 36, 34, 32 and 30 Hale Street. Low granite posts of the same design, with pyramidal tops, are set vertically at the wall openings. From 30 Hale Street to the west end of 36 Hale Street, the wall is three blocks high, retaining the sloping hillside at the sidewalk. Along the south side of 40 Hale Street, the Estate Wall is reduced to two blocks high. East of the house at 40 Hale Street, and spanning a lot which has a driveway but no building, the Wall consists of a one-course base of granite blocks surmounted by a wrought iron picket fence in eight foot sections that span between four foot high granite posts. The fence panels are shaped to form an arch between the granite posts, and each spindle is finished with a small fleur de lis ornament. (Photo 5)

HISTORICAL NARRATIVE

Discuss the history of the building. Explain its associations with local (or state) history. Include uses of the building, and the role(s) the owners/occupants played within the community.

In 1852, Robert Hale Bancroft (1843-1918) inherited just under 3 acres of land on the north side of Hale Street, opposite Hale House, 39 Hale Street (1694, BEV.108) and near the town Common. On this acreage, Beverly's first meeting house and first parsonage had been built. Bancroft's ancestor Rev. John Hale (1636-1700) lived in the parsonage (not extant) and built Hale House across the street in 1694. In 1852, Robert's father, Thomas B. Bancroft (1798-1852) built a 1-½ story cottage on the location of the first parsonage (44 Hale Street, not inventoried) for his tenant farmers, Bridget and Peter Trainor. In 1891, Robert Bancroft divided the original parcel, creating three lots to the west totaling nearly two acres, and reserving a little more than one acre around the tenants' residence at 44 Hale Street.

In 1891, Andrew W. Rogers (1851-1928) bought from Robert Hale Bancroft the first of several contiguous parcels on the north side of Hale Street, on which he created an estate with a house, garage, gardens and a granite wall along the estate's frontage on Hale Street (Essex County Registry of Deeds: B1317, P64).

Rogers purchased Parcels 1 and 2, the easternmost of Bancroft's subdivided lots, between 1898 and 1907 (B1866, P180). He built a large wood-frame Colonial Revival style house with a driveway on the east that terminated in a parking area to the north of the house. Rogers' house (not extant), which was numbered 36 Hale Street, was set back twenty feet from the sidewalk in accordance with restrictions in the property deeds. In 1907, Rogers bought Parcel 3, the westernmost of Bancroft's lots, on which he built a combination Chauffeur's House/Garage between 1908 and 1912. (B12097, P331) (Figure 1) At the same time, Rogers added a loop to the existing drive on the east side of the house and made a new driveway crossing the property to the Garage, west of the house. (See Figure 1) In 1911, Robert Hale Bancroft made a further subdivision of his property at 44 Hale Street, selling Rogers a new 0.71 acre parcel to the west of the tenant farmers' house. (B2097, P333) Rogers then built the Estate Wall that extended along the full frontage of his property on Hale Street.

Andrew W. Rogers was a well-to-do and prominent businessman in Beverly. In 1886, he founded the Naumkeag Buffing Machine Association with Sydney Winslow and was living on Cabot Street. In 1898, Rogers built the Rogers Building at 216 Cabot St. (1898, BEV.408), Beverly's first four-story, modern commercial block on Cabot Street. He also served as Treasurer, General Manager and President of the Beverly Gas & Electric Company, and later as President of Beverly National Bank. Rogers and his wife Mary Ada moved to the new house at 36 Hale Street with their youngest daughter, Bertha (1889-1989).

Mary Rogers died in 1918. Andrew Rogers continued to live at 36 Hale Street with Bertha until his death in 1928. In 1920, the Garage was given its own address, 34 Hale Street, and was listed as a 'private garage' through 1940. Bertha Rogers occupied the house until 1933. In 1935 the house was demolished, and in the following year a subdivision plan for the estate was prepared by City Engineer Albert H. Richardson. (Plan Book 71, Plan 87). The subdivision created six parcels, each with approximately 66 feet of frontage on Hale Street.

In 1940, Bertha Rogers sold parcel 1, with the Garage and 0.64 acres of land, to Kathleen E. Brannen, age 51, who was then living on Atlantic Avenue in Beverly. In September of 1940, Brannen remodeled the Garage into two apartments. In 1941, she built the present two-car garage. Brannen married Paul S. Hubbard, an engraver working in Lynn, the following year. She

INVENTORY FORM B CONTINUATION SHEET

BEVERLY

30 HALE STREET

MASSACHUSETTS HISTORICAL COMMISSION

Area(s) Form No.

220 MORRISSEY BOULEVARD, BOSTON, MASSACHUSETTS 02125

<input type="text"/>	BEV.1119, 972
----------------------	---------------

continued to own the house, using her maiden name, until her death in 1997, when it was inherited by her daughter, Denise Hubbard Flanders. Flanders sold the house in 2004 to the present owners.

The architect for the 1940 adaptive reuse of the Chauffeur's House/Garage was Melvin Frank Coombs; the contractor was Lawrence M. Cann. Coombs (1907-1992) was the architect for three Tudor style houses built in Lynn: the Dr. Cohen House, 1936 (280 Ocean St, LYN.320), the Blistein House, 1936 (282 Ocean St, LYN.321), and the Weinberger House 1936 (284 Ocean St, LYN.322). He designed the Larry J. Bettger House, 1948 (350 Parkland Ave, LYN.202) in the International style. Coombs had an office in Lynn. In 1937 he was listed as an architectural draftsman, and by 1951 he was listed as a registered architect.

At the time of the renovation of the Chauffeur's House/Garage into a two-family residence, access was provided to it by cutting a new driveway for Brannen's parcel, now 30 Hale Street, through the Rogers Estate Wall. (Photo 4) In the 1950s, two more openings in the wall were made, to access the new ranch houses built at 34 and 40 Hale Street at that time. In 1976, the opening for the driveway to 34 Hale Street was widened, and a second drive to a new house at 32 Hale Street was built. (Photo 7) The house at 40 Hale Street used the existing opening that had served 44 Hale Street. The house that was built on the site of Rogers' 1898 mansion at 36 Hale Street used a segment of the original estate driveway. The latter entrance is distinguished by the curved walls framing the drive, and by the wrought iron railings still in place on top of each side wall along the beginning of the driveway. (Photos 8 and 9)

BIBLIOGRAPHY and/or REFERENCES

Municipal Records & Reports

Assessors Records <https://search.yahoo.com/yhs/search?p=mapgeo+beverly+ma&ei=UTF->
Building Department, Building permits
City of Beverly. *Municipal Documents*.

Maps & Atlases

G. M. Hopkins. *Map of Beverly Town*. Philadelphia: 1880.
George H. Walker & Company. *Atlas of the City of Beverly*. Boston: 1897.
George H. Walker & Company. *Atlas of the City of Beverly*. Boston: 1907
Yeager & Klinge Co. *Atlas of the North Shore, Beverly to Magnolia*. Boston: 1919.

Archives & Repositories

Ancestry.com <http://home.ancestry.com/>
Beverly Evening Times. "Beverly's First 4-Story Block." (undated clipping)
Beverly Historical Society photograph collection
Beverly Public Library clippings file
Essex County Registry of Deeds <http://www.salemdeeds.com/>

Secondary Sources

Bancroft, Robert and Ellen. "The Hale Family House From Parsonage to Hale Fam." 1903. ms. Beverly Historical Society
Beverly City Directories

INVENTORY FORM B CONTINUATION SHEET

BEVERLY

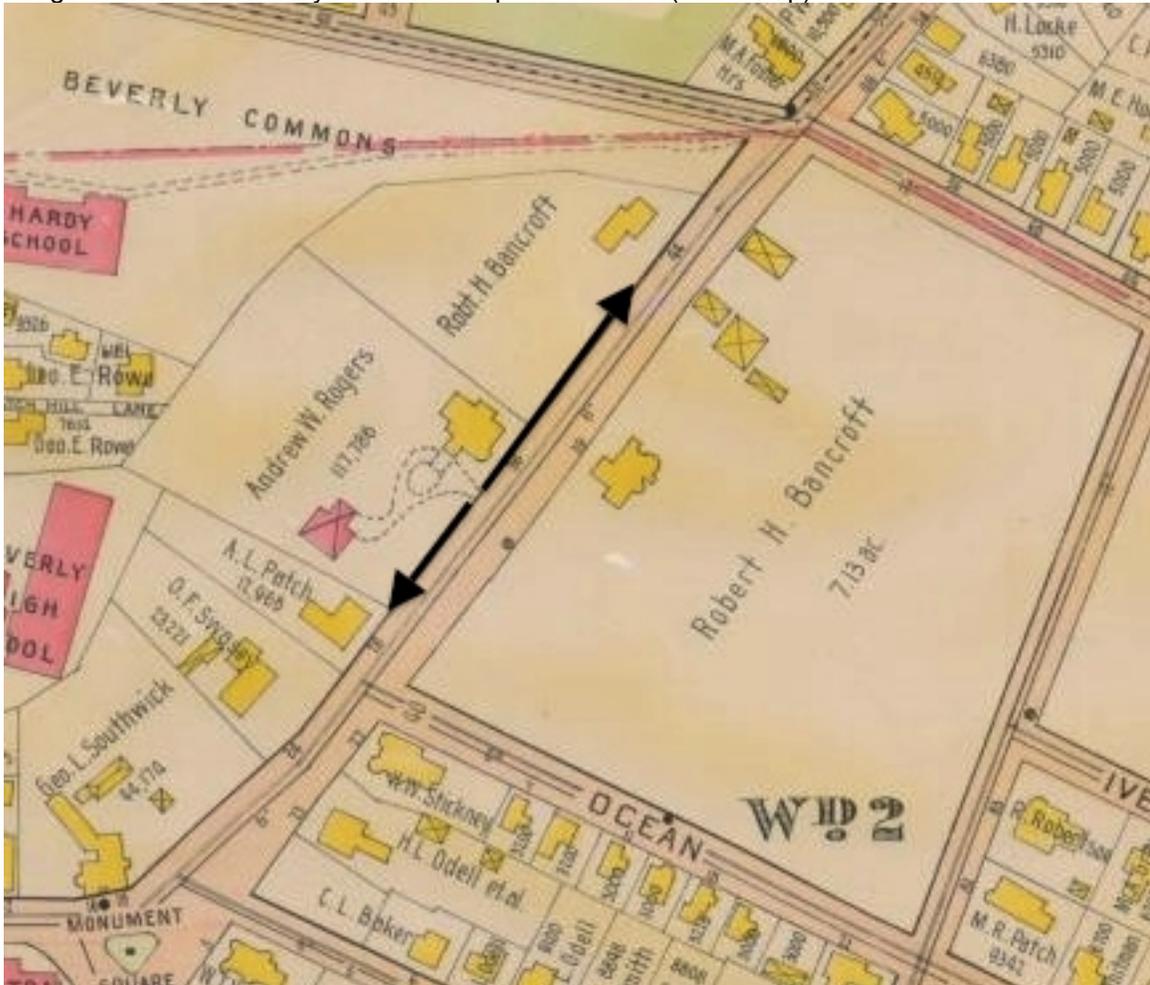
30 HALE STREET

MASSACHUSETTS HISTORICAL COMMISSION
220 MORRISSEY BOULEVARD, BOSTON, MASSACHUSETTS 02125

Area(s) Form No.

	BEV.1119, 972
--	---------------

Figure 1. 1919 map showing location of former estate house (in yellow), Chauffeur's House/Garage (in red), driveway, and extent of Rogers Estate Wall (black arrows). Property line abutting Bancroft was moved north to align with end of wall in 1913. Rogers/Bancroft boundary line in this map is incorrect. (north is up)



(Source: Yaeger-Klinge Co., Atlas of the City of Beverly, 1919)

INVENTORY FORM B CONTINUATION SHEET

BEVERLY

30 HALE STREET

MASSACHUSETTS HISTORICAL COMMISSION
220 MORRISSEY BOULEVARD, BOSTON, MASSACHUSETTS 02125

Area(s) Form No.

BEV.1119, 972

SUPPLEMENTARY IMAGES



Photo 2. Chauffeur's House and Garage: South (façade) elevation.



Photo 3. Chauffeur's House and Garage: North (rear) elevation.



Photo 4. Looking north at driveway for 30 Hale Street, with new opening cut in Roger's wall.



Photo 5. Looking west on Hale Street. Entrance to 40 Hale St at far right.



Photo 6. Looking north at wall in front of 36 Hale Street (L) and 40 Hale Street (R)



Photo 7. Looking north at double entrance to 32 Hale Street (L) and 34 Hale Street (R).

INVENTORY FORM B CONTINUATION SHEET

BEVERLY

30 HALE STREET

MASSACHUSETTS HISTORICAL COMMISSION
220 MORRISSEY BOULEVARD, BOSTON, MASSACHUSETTS 02125

Area(s) Form No.

BEV.1119, 972



Photo 8. East side of entrance to 36 Hale Street, original entrance through Rogers Estate Wall.



Photo 9. West side of entrance to 36 Hale Street.



Figure 1. Chauffeur's House and Garage, c. 1910. Courtesy Beverly Historical Society