

FORM H – PARKS AND LANDSCAPES

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

Assessor's Number Area(s) Form No. Forms within
 29-46 Salem BEV.984 see data sheet
Clubhouse only: NRIND 11/26/1982

Town/City: Beverly
 Place North Beverly

Photograph



Photo 1. Looking north, Clubhouse on left, fairway of 12th hole in center, sandtrap at 12th hole green in foreground; McKay School at far right.

Address or Location: 134 McKay Street

Name: Beverly Golf and Tennis Club
 (United Shoe Machinery Athletic Association)

Ownership: Public Private

Type of Landscape (check one):

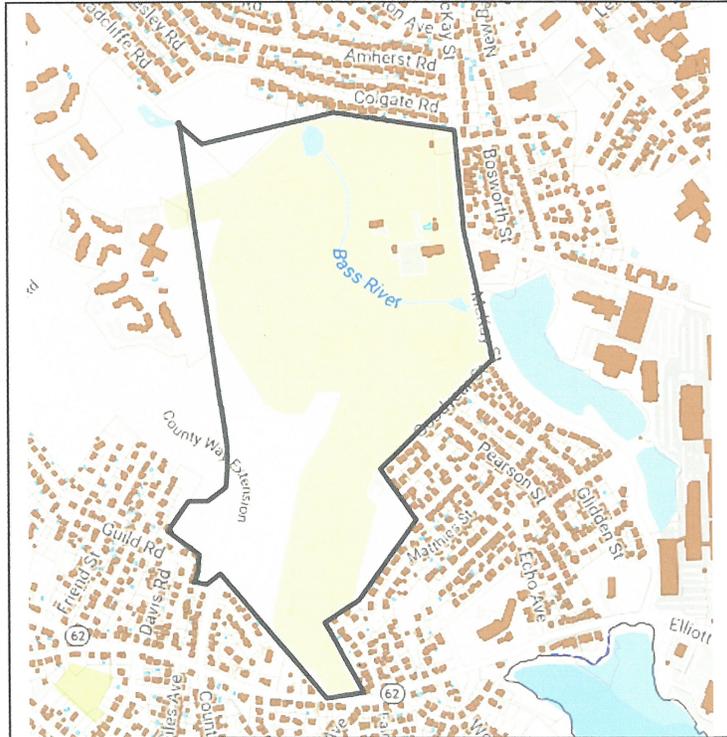
- park
- green/common
- garden
- boulevard/parkway
- other (specify): golf course
- farm land
- mine/quarry
- training field

Date or Period: 1910 - 2012

Source: NR nomination for Clubhouse, City Documents

Landscape Architect: n/a

Locus Map (north at top)



Location of Plans: United Shoe Machinery Corporation Records, Archives Center, National Museum of American History

Alterations/Intrusions (with dates):
 1922 redesign of golf course; 1953 relocation of tennis courts; 2012 concrete slab storage facility

Condition: Good

Acreage: 159 acres

Setting: In North Beverly surrounded by mid-twentieth century subdivisions; northwest of Shoe Pond and east of Folly Hill.

Recorded by: Pamela Hartford and Wendy Frontiero

Organization: Beverly Historic District Commission

Date: September 2016

INVENTORY FORM H CONTINUATION SHEET

BEVERLY

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Recommended for listing in the National Register of Historic Places.

If checked, you must attach a completed National Register Criteria Statement form.

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

VISUAL/DESIGN ASSESSMENT

Describe topography and layout. Note structures such as bandstands, gazebos, sheds, stone walls, monuments, and fountains. Note landscaping features such as formal plantings, agricultural plantings, and bodies of water. If possible, compare current appearance with original.

The Beverly Golf and Tennis Club, 1910-2012 (134 McKay Street) was developed by the United Shoe Manufacturing Company (USMC) as an amenity for its workers. The USMC manufacturing facility was located on the east side of McKay Street, and a suburban subdivision (Shingleville) was laid out by USMC by 1919 on the west side McKay Street, south of the Golf and Tennis Club property.

The Golf and Tennis Club occupies 159 acres of gently hilly land in North Beverly. The parcel is relatively flat in its northeast corner and along the floodplain of the Bass River Creek. The Creek flows diagonally across the parcel, from the northeast corner to midway on the eastern boundary, where it crosses underneath McKay Street and flows into Shoe Pond, a holding basin that empties into the Bass River. Folly Hill rises over 60 feet above the level the golf course on the western side of the parcel, and protected forested land to the north and south of Folly Hill abuts the western boundary of the property.

The parcel is irregularly shaped, framed by 1600 feet of frontage on McKay Street on the east and 370 feet of frontage on Elliot Street on the south. A four-foot high fieldstone wall borders the McKay Street frontage to the south of the entrance of the Club. (Photo 2)

The main entrance to the Club is located on McKay Street opposite Balch Street. (Photo 2) The entrance is framed by a pair of poured concrete columns with flat caps attached to curved, 3-foot-high concrete walls with flat concrete caps. The posts and curving walls are inset with small fieldstones. The entrance drive consists of a two-lane road, paved in asphalt, that passes along the north facade of the Clubhouse (United Shoe Machinery Corporation Clubhouse, 1910 (134 McKay St, BEV.264, NRIND)) and a large asphalt parking lot; it terminates in a parking area which is used for staging golf carts when the Club is open. (For description of building, see National Register nomination).

At the northwest corner of the main parking lot is a small Professionals Cottage (1938), a 1 ½ story building measuring 20 feet by 40 feet that stylistically complements the Clubhouse. Built of concrete block with stucco veneer and dark brown painted trim, the Professionals Cottage has a gabled roof clad with asphalt shingles, a half-timbered gable end on the north, and a single story extension on the south with a hipped roof and vertical board panels. A large fieldstone chimney sits between the main block and the extension. On the south facade, an entry portico has half-timbering on its pedimented gable and is supported by 8-inch square posts. The eaves on the south facade have shaped, exposed rafter ends, and a single window is positioned to the north of the entry. Two windows are symmetrically positioned on the north elevation. The east elevation has a single door and no windows. The extension has a single door on the west facade. All doors and windows are wood framed with metal grills affixed to the exterior frames. (Photo 5)

On the north side of the drive, immediately after passing through the stone gates, is a ten-foot high cyclone fence, hung with dark green shade cloth, which encloses the Tennis Courts (1953)*. Ten clay courts are set side by side in pairs along McKay Street. To the west of the courts is a small parking lot adjacent to the main drive. The parking lot is framed on the north by arbor vitae trees, which screen a driving range from the parking area (Photo 7), and on the east, by a row of mature pine trees and a split rail fence, which serves as a boundary between the driving range and the 9th hole, on the east of the range. (Photo 8) Between the tennis courts and the driving range are two small modern storage sheds.

Along the north side of the entry drive are mature lindens. At the end of the row of lindens on the east is an asphalt-paved parking area that has three small modern utility buildings on its northeast corner.

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The Golf Course (1922), comprised of 18 holes, their fairways and putting greens, is tightly interwoven in the remaining acreage not occupied by the other facilities noted above. A wide band of trees covers the one steep slope that creates the largest grade change within the course, separating Hole #3 from the majority of holes to the east and south of Bass Creek. (See Figure 2) A four-foot wide asphalt drive serves as the circulation path for golf carts. At several points, the course crosses the Bass River Creek: a rustic stone header frames the asphalt drive crossing the creek between the 10th and 18th holes (Photo 14), and a wood plank bridge provides crossing over the creek between Holes 11 and 12. (Photo 17)

The first hole of the golf course begins to the south of the golf cart parking area. (Photo 12) From the end of the 1st hole, the course moves to the east toward the western boundary. Hole #3 is at the base of Folly Hill, and at a higher elevation than the other holes, affording a panoramic view across the valley immediately north of Folly Hill. Holes #4 through #8 line up parallel to one another moving west. The putting green of the 8th hole is adjacent to #9, the only green on the north side of the entry drive. The 10th hole begins at the southeast corner of the main parking area. (Photo 13). From there, the sequence of play moves east to the eastern boundary of the parcel, then loops south, doubling back on itself before finishing at the final putting green adjacent to the southwest corner of the parking lot, between Holes 1 and 10. (Photos 14 through 17)

The course is generally well maintained. Aside from the obvious intrusion of the parking areas and cars directly surrounding the Clubhouse, every effort has been made to position utility buildings out of public sightlines.

*1953 : "Sketches for tennis court construction" reference from United Shoe Machinery Corporation Records, Archives Center, National Museum of American History. Finding Aid: Series 10: Athletic Association 1929-1962

HISTORICAL NARRATIVE

Discuss history of use. Evaluate the historical associations of the landscape/park with the community.

In 1910, the United Shoe Machinery Athletic Association built a Clubhouse (United Shoe Machinery Corporation Clubhouse, 1910 (134 McKay St, BEV.264, NRIND)) on a 300-acre expanse of undeveloped company owned land to the north and west of its manufacturing site. Designed by Henry Bailey Alden, the Clubhouse is an outstanding example of English Revival architecture, providing the visual centerpiece of the recreation facilities.

About 25 acres situated due north of the clubhouse were developed for various athletic activities, including a baseball diamond, a cricket crease, and a soccer/football field. Directly west of the Clubhouse, three clay tennis courts were laid out, and a Gun Club was established in a narrow band of land farthest west of the Clubhouse. (Figure 1)

On October 10, 1913, 113 men subscribed to form a golf division and use the bulk of the remaining land for a golf course. Alex Ellis, Sr., a golf professional at Vesper Country Club in Tyngsboro, Mass., was hired to design the first nine holes. By December 1914, Alexander Gillis of Merrimack Valley Country Club was put in charge of supervising the layout of the new golf course at USMCAA. The new golf course opened in May 1914. The first round was played by the Beverly Golf and Tennis Club's new pro, Thomas Deane, Merrimack Valley pro Alex Gillis, and Alex Campbell, the pro at Brookline's elite Country Club.

In 1922, the course was redesigned to create an 18-hole golf course. In the 1930s, Eugene (Skip) Wogan, who had designed golf courses for Cape Ann, Rockport, and Marblehead (Tedesco) and was head professional and greens keeper at Essex County Club in Manchester, was hired to re-shape the 16th hole and 17th holes. In 1924, the Clubhouse was given a large addition designed by the original architect. Matching the style of the Clubhouse, a Professionals Cottage (1938) designed by M. P. Horan & Co, was built at the northwest corner of the original three tennis courts. A watering system for the golf course was established in 1938, and in 1940 further renovations were made to the Clubhouse.

From 1929 to 1962, Wilson Palmer, the Superintendent for Manufacturing at USMC, was the President of the USMC Athletic Association and the manager of the club. All correspondence and records pertaining to the development of the grounds are housed with his papers in the United Shoe Machinery Corporation Records at the Archives Center in the National Museum of American History.

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The USMC Athletic Association golf club developed into the hub of North Shore professional golf beginning in the 1930s, attracting a large concentration of first-rate players in Greater Boston through the 1960s. The surge in professional activity at the Club coincided with the years Tom Mahan was head professional. Mr. Mahan earned many championships, including the Rhode Island Open in 1942. He was a major driving force establishing the New England PGA, serving as its president for a twenty-five year period from the 1940s until his death in 1964. Mahan also served as a national vice president of the PGA during the 1950s. His son Tom Mahan, Jr., was head professional at the Beverly Golf and Tennis Clubhouse from 1964 to 1974.

In the 1950s the Tennis Courts (1953) were relocated to the northeast boundary of the property, abutting McKay Street, and expanded to include 12 clay courts. The entire perimeter of the court area was screened with evergreens. The original tennis court area was made into an asphalt-paved parking lot, and a circular turnaround, framed by evergreens, was made at the west end of the driveway, on axis with the McKay Street entrance to the property. By this time, the adjacent Shingleville residential area had been completely built out.

In 1971, the country club was sold to Hunneman Development Co., which changed the name to Folly Hill Country Club. In 1978, after Hunneman failed in its attempt to build housing adjoining the course, 168 acres of the parcel were sold to the City of Beverly for \$1.4 million, leading to the creation of a public facility known as Beverly Golf and Tennis Club. The developers sold 23 acres of the remaining property for the development of the Folly Hill condominium complex, and the rest was taken by eminent domain as a watershed and cellular transmission site.

Since the City's ownership, few changes have been made to the property. The records of the Beverly Improvement Society report that on September 9, 1985, the city started a tree farm on the property, hiring a Mr. Taubert and spending \$4000 to establish the farm adjacent to the 9th hole. The northernmost pair of tennis courts was deactivated in 2001, and a large pre-fabricated utility building placed on the site in 2009. The turnaround at the west end of the driveway was converted to parking for golf carts in 2008.

The Bass River Tennis Club, an indoor facility on Tozer Avenue, presently operates the tennis courts at the Beverly Golf and Tennis Club, and Golf Facilities Management, Inc. manages the Clubhouse and golf course facilities.

BIBLIOGRAPHY and/or REFERENCES

Municipal Records & Reports

City of Beverly Building Department, Building Permits

Archives & Repositories

Essex County Registry of Deeds <http://salemdeeds.com/salemdeeds:Default2.aspx>

Beverly Public Library Clippings Collection

Beverly Historical Society: Beverly Improvement Society Collection

Historic Aerials <http://www.historicaerials.com/?javascript=&>

United Shoe Machinery Corporation Records, Archives Center, National Museum of American History. Finding Aid:
Series 4: Wilson Palmer Files: 1925-1952; Series 10: Athletic Association 1929-1962

Secondary Sources

Beverly Evening Times. "The United Shoe Golf Club will open on July 1." June 25, 1914.

Larrabee, Gary. *The green & gold coast: the history of golf on Boston's North Shore, 1893-2001*. Beverly, MA: Commonwealth Editions, 2001

Massachusetts Historical Commission

Adams, Virginia. National Register Nomination, United Shoe Machinery Corporation Clubhouse. July, 1982.

Levy, Lester. United Shoe Machinery Corporation Clubhouse BEV.264, October 1979.

United Shoe Manufacturing Athletic Association Booklet, 1914.

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DATA SHEET

MHC#	Parcel ID	Street Address	Historic Name (Current Name)	Date	Style
BEV.264	29-46	134 McKay St	United Shoe Machinery Corporation Clubhouse (Beverly Golf and Tennis Clubhouse)	1910	English Revival
BEV.1129	29-46	134 McKay St	Professionals Cottage (Pro Shop)	1938	English Revival
BEV.985	29-46	134 McKay St	Golf Course	1922	NA
BEV.986	29-46	134 McKay St	Tennis Courts	1953	NA

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SKETCH MAP (north at top)



Source: Google maps.

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1914 layout

- 1. Clubhouse
- 2. Cricket crease
- 3. Soccer/Football
- 4. Baseball diamond
- 5. Tennis courts
- 6. Gun Club
- 7. Nine-hole Golf Course

Figure 1. Illustration from United Shoe Manufacturing Athletic Association Booklet, 1914 (north at right)



Figure 2. Golf course layout schematic, 2016. Courtesy Beverly Golf and Tennis Club (north at right)

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SUPPLEMENTAL IMAGES



Photo 2. Looking north along McKay Street, fieldstone wall that borders property south of the main entrance.



Photo 3. Entrance post and wall at the south side of the entrance, looking west along the Club's main drive.



Photo 5. Professionals Cottage façade.



Photo 6. Looking north across drive to tennis courts.

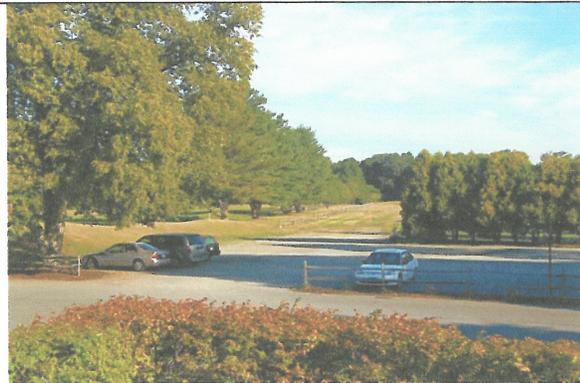


Photo 7. Looking north from north verandah of Clubhouse at parking area for tennis players; Arbor vitae hedge in center screens driving range, border of mature pines on east side of Hole # 9.

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Photo 8. Looking north at putting green of Hole #9, mature pines and split rail fence bordering driving range at right



Photo 9. Looking south at the practice putting green east of the Clubhouse, adjacent to the entry drive.

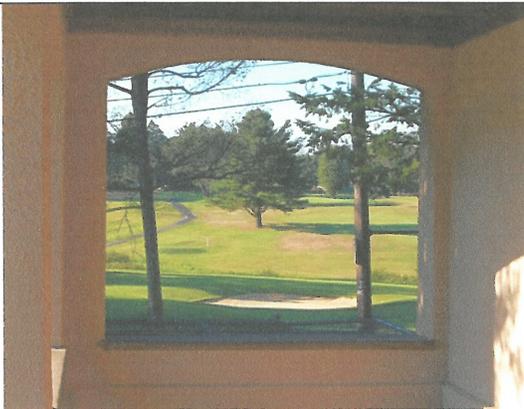


Photo 10. Looking south, view down fairway of 11th hole from southeast corner of Clubhouse



Photo 11. Looking northeast across parking lot at southwest corner of Clubhouse.



Photo 12. Looking west, across the putting green at 18th hole to the start at the 1st hole (indicated by flag.)



Photo 13. Looking north across fairway of 10th hole, Clubhouse at right.

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Photo 14. Stone bridge over Bass River between Holes 18 and 10. View south.



Photo 15. View southwest down Goodyear road; 13th hole fairway running parallel at right.



Photo 16. Fairway along 13th hole. View east through limbed up trees at Shoe Pond.



Photo 17. Wood bridge crossing Bass River. View north between 11th and 12th hole fairways to Clubhouse