

**HISTORIC RESOURCES SURVEY UPDATE, 2018-2019**  
**Survey Final Report**

Submitted to the City of Beverly,  
Department of Planning and Development and  
Beverly Historic District Commission

20 February 2019

Wendy Frontiero and Martha Lyon, Preservation Consultants

## **ABSTRACT**

The City of Beverly's Department of Planning and Development, together with the Beverly Historic District Commission, have used Community Preservation funds to continue work on the city-wide inventory of historic properties. This survey project recorded historically, architecturally, and visually significant resources representing the cultural history of Beverly from the late 19<sup>th</sup> through early 20<sup>th</sup> centuries, focusing on residential buildings and landscapes. The consultants prepared three new MHC Form B- Building forms, two Form H – Landscape forms, and two Form A – Area forms; the City developed a base map locating and identifying surveyed properties.

This Survey Final Report includes a methodology statement; index of inventoried properties; National Register of Historic Places context statement with recommendations for National Register listings; further study recommendations; and a bibliography.

In addition to promoting the understanding and appreciation of Beverly's historic resources, the survey project may be useful in supporting additional preservation planning efforts, including demolition delay and Great Estate zoning.

Historic resources recorded in the survey will be incorporated into the Inventory of Historic and Archaeological Assets of the Commonwealth, maintained by the Massachusetts Historical Commission. Copies of all inventory forms, the final report, and the survey base map are available for public inspection at the offices of the Department of Planning and Development. Electronic copies of the survey forms are available on the City of Beverly's website, at <http://www.beverlyma.gov/boards-commissions/historics-district-commission/> .

## **METHODOLOGY STATEMENT**

### **Survey Objectives**

The Department of Planning and Development is using Community Preservation Act (CPA) funds to continue work on the citywide survey of historic, architectural, and landscape architectural resources. The survey identifies resources potentially eligible for the National Register of Historic Places and supports additional preservation planning efforts, including demolition delay, potential designation of local historic districts, and Great Estate zoning overlays.

As directed by the Scope of Work and subsequent contract change orders, two buildings, two areas, and two landscapes were documented and assessed on Massachusetts Historical Commission (MHC) forms, in accordance with the survey methodology of the MHC. Historic contexts for National Register evaluation were identified, and National Register of Historic Places criteria were applied to all resources recorded on inventory forms. National Register criteria statement forms were prepared for three properties (one building, one landscape, and one area) and attached to the relevant inventory forms. A list of properties recommended for nomination to the National Register was prepared, along with a survey base map locating and the resources documented during this project.

The current project continues the work of a survey undertaken in 2016-2017, utilizing recommendations for further study contained in that project's Survey Final Report. The City of Beverly contracted with Wendy Frontiero and Martha Lyon, preservation consultants, to conduct the present survey, which was completed in February 2019.

### **Assessment of Previous Research**

Prior to the commencement of this project, more than 1100 resources within the City of Beverly were identified on MHC's MACRIS database. The most recent intensive survey effort occurred in 2015-2016, when approximately 125 resources, representing municipally owned buildings, churches, landscapes, parks, and several small residential areas were documented according to current MHC standards by preservation consultants Wendy Frontiero and Pamela Hartford. Previous to that project, in 1993 preservation consultant Margaret Hepler developed 100 individual survey forms and included an additional 355 buildings and structures on area and streetscape forms. Hepler's work greatly expanded the architectural/historical range and geographic diversity of the local inventory, and her forms are consistently strong in all aspects. Although MHC survey standards have become more exacting since 1993, the forms produced in that project are generally comprehensive and well-written.

Most of the earlier forms in Beverly's inventory were prepared in the 1970s and 80s by members of the local historical commission. These tend to be weak on architectural description and minimal in historical narrative and also tend to lack photographs and sketch maps. Other, sporadic professional survey efforts of limited scope were made in the 1980s and 1990s by a variety of organizations and agencies; most of these were professionally prepared. In general, the pre-existing survey contained a reasonable balance of resource types, architectural types, styles, periods, and geographic locations in the city. Given the size of the city and the richness of its cultural heritage, many gaps inevitably occur, however. The Beverly Historic District Commission proposed new survey work based on the recommendations of the 2015-2016 survey project and on a particular interest in under-represented historic landscapes.

### **Criteria for Selecting Properties to be Surveyed**

The City of Beverly's RFQ included a preliminary target list of six resources comprising two buildings, two landscapes, and two areas. The list focused on residential properties; most were related to the summer resorts history of Beverly, which has tended to be under-represented in previous inventory documentation. Due to loss of landscape architectural integrity, one of the targeted landscapes was deleted from the scope and replaced with a more intact example.

### **Survey Procedures, Products, and Accomplishments**

The survey update documented and evaluated resources according to standard MHC procedures: field survey, research, evaluation, and production of inventory forms. The forms consist of a cover sheet, architectural/visual description, historical narrative, photograph(s), locus map, and bibliography/references. Area forms also include data sheets recording MHC inventory number, historic name (if applicable), street address, architectural style, and approximate date of

construction for each resource within the boundaries of the survey area. A total of six inventory forms were produced, including two building forms, two landscape forms, and two area forms, matching the expectations of the initial scope of work.

Six survey forms were identified in the project's original scope of work. After the project started, lack of historic integrity in one of the target properties, an historic landscape, led to its being eliminated and replaced with another comparable landscape, for which access was quickly gained. Building inventory forms (Form B) were prepared for 595 Essex Street and 12 Park View Avenue; area forms (Form A) were prepared for Prospect Hill and 110 Common Lane (a.k.a. "Off Lots" and the Augustus P. Loring Estate); and landscape forms (Form H) were prepared for 44 Prince Street (Norman Garden) and 73 Paine Avenue (a.k.a. "Swiftmoor" and the E. C. Swift Estate). Approximately 46 separate properties were documented in these six forms, including 28 in the area form for Prospect Hill and 14 in the area for 110 Common Lane.

Field work encompassed site observations and new photographic recording. Existing inventory forms were reviewed and additional notes were taken on existing conditions. Architectural descriptions were prepared from a thorough on-site observation of all properties. Research was then undertaken to confirm original construction and development dates, occupants, and architects. Major research sources are noted in the bibliography in this report; sources specific to particular properties are noted in the bibliographies of each survey form.

National Register criteria were applied to each surveyed resource, and a National Register of Historic Places criteria statement was prepared for resources that the consultants recommend as eligible for listing in the National Register. A list of the three properties recommended as National Register-eligible is provided in a following section of this report, along with text from the National Register criteria statements.

Also included as part of this report are recommendations for further study and an index to all inventoried resources. In this index, areas are listed separately, arranged alphabetically by area name. Individually inventoried properties are arranged alphabetically by street name. The index contains the property name and inventory number for each inventory form. Data sheets for survey areas should be consulted for a complete list of all individual resources documented within those areas.

Other final products submitted for this survey project as part of this report include one CD with digital copies of the inventory forms and a separate CD containing only the photographic images on those forms. It was agreed between the consultants and the City of Beverly that the City would provide the large-scale base maps, with the benefits of both a high-quality, easily reproducible map and integration of the survey information with the city's GIS database.

### **Assessment of Survey Results**

The project accomplishments met the goals for approximate number of resources surveyed, diversity of resource types, and geographic distribution. Inventory of the great estates was experimental, requiring a greater than normal level of field assessment and research in primary archival sources. Obtaining access to these private properties, where resources were not visible

from the street, was an issue that required dedicated pursuit from the city, historic district commission, and consultants. The enthusiastic cooperation of the three private owners (at 110 Common Lane, 73 Paine Avenue, and 44 Prince Street) was greatly appreciated, and privately-held records were invaluable in the documentation of Off Lots, 110 Common Lane. The survey documentation of these resources will provide a framework for future documentation of this extraordinary and complex component of Beverly's heritage. In addition, contacts were made that may facilitate documentation of other great estates in the future.

Overall, the breadth, quality, and integrity found in the survey properties was unexpectedly rich. Research sources at the Beverly Historical Society and Beverly Public Library and in municipal records were notably valuable in their extent and depth.

### **STREET INDEX OF PROPERTIES SURVEYED**

*Areas (see area forms and data sheets for all resources documented within each area)*

<i>Area Name</i>	<i>MHC Area Designation</i>
Off Lots (Augustus P. Loring Estate), 110 Common Lane	BEV.AW
Prospect Hill Area (portions of Baker Ave., Columbus Ave., Larcom Ave., Peabody Ave., and Sargent Ave.)	BEV.AX

### **Individual Resources**

<i>Historic Name</i>	<i>St. No.</i>	<i>Street Name</i>	<i>MHC Area</i>	<i>MHC No.</i>
North Shore Indoor Tennis Club/The Indoor Court Inc.	595	Essex Street	---	BEV.1223
Swiftmoor (E. C. Swift Estate)	73	Paine Avenue	BEV.T	BEV.9010
Ephraim Bates Summer Cottage	12	Park View Avenue	---	BEV.1224
Guy Norman Garden	44	Prince Street	BEV.AB	BEV.9011

## **NATIONAL REGISTER OF HISTORIC PLACES CONTEXTS AND RECOMMENDATIONS FOR NOMINATIONS**

Contexts for Beverly's historic development were well-established by Margaret Hepler in her documentation for a cultural resources survey in 1993; see *Beverly Historic Cultural Resources Survey, 1992-93; Final Report*, chapter on "Context: A History of Beverly's Development" (pp. 1-39). This material covers the periods from the Contact Period through the Early Modern Period. The themes of great estates, summer resorts, and suburban development that are the focus of the current survey project have been evaluated in relation to the detailed developmental history provided by Hepler.

The following three resources surveyed in this project are recommended for listing in the National Register:

### **Prospect Hill Area – BEV.AX**

Criteria A and C

The Prospect Hill Area is significant as a well-preserved residential subdivision in downtown Beverly, reflecting the prosperity and growth of Beverly in the late 19th and early 20th centuries. The area was developed by a local real estate syndicate, headed by a prominent businessman and developer, Henry W. Peabody, who maintained a summer estate nearby. The development intended to attract upscale residents with its hilltop setting, proximity to downtown and railroad service to Boston, and two nearby streetcar lines. Architecturally, the Prospect Hill Area is an extraordinary enclave of high-quality, well-preserved, upper-middle class housing. Its cohesive streetscapes are distinguished by sophisticated massing and detailing in historically-informed Revival styles.

Retaining integrity of location, design, setting, materials, workmanship, feeling, and association, the Prospect Hill Area is recommended for National Register listing with significance at the local level.

### **North Shore Indoor Tennis Club, 595 Essex Street – BEV.1223**

Criteria A and C

The North Shore Indoor Tennis Club is historically significant for its associations with the summer resort culture of Beverly's Gold Coast and the proliferation of grand summer estates throughout the North Shore. Well preserved, the property represents a unique building type in Beverly, a rare and early example of recreational architecture on the North Shore and in the Boston area, and a remarkable example of early 20th century structural steel construction. Notable features include the one-story brick base with spare classical detailing; the muscular, exposed ends of its steel arches on the side elevations; cast concrete block window infill; fan-lighted entrances; and the whimsical tennis-ball ornament over the main entrance.

Retaining integrity of location, design, setting, materials, workmanship, feeling, and association, the North Shore Indoor Tennis Club is recommended for National Register listing with significance at the local level.

### **Guy Norman Garden, 44 Prince Street – BEV.9011**

Criteria A, B, and C

The Guy Norman Garden, also known as the Garden at Bee Rock, is associated with the summer estate of Guy Norman and his wife, Louisa. A native of Newport, Rhode Island, Guy Norman was a banker and politician and major figure in Newport society. Throughout the latter half of the 19<sup>th</sup> century, Beverly Cove attracted businessmen and entrepreneurs, including the Normans, who established lavish seaside estates with large homes and manicured grounds. Unlike many of the estates that were demolished in the mid-20<sup>th</sup> century, the Normans' garden survives, has been well-maintained, and is largely preserved.

The Italianate style garden exemplifies the work its designer, Herbert Wheildon Cotton Browne, a Boston-based architect who worked in partnership with Arthur Little beginning in 1890. The architecture firm of Little and Browne, known for the Colonial Revival (Federal) style, designed many estates in Beverly and other North Shore communities, as well as the Boston suburbs. Trained as an architect, Browne studied in Italy and drew inspiration for his designs from this experience, in the landscape creating of a series of outdoor terraced rooms, connected along an axis, descending a steep slope. Browne replicated this design at the Normans' property, and it is one of the few of his gardens that survives.

Perched on a promontory overlooking the Atlantic Ocean, containing five intimate terraces arranged along a central spine, supported by rustic stone walls, and stepping down towards the sea, the Guy Norman Garden exemplifies the designed landscapes associated with many estates built along the North Shore of Massachusetts at the end of the 1900s and beginning of the 20<sup>th</sup> century. It is one of the only surviving works of architect Herbert W. C. Browne. Retaining integrity of location, design, setting, materials, workmanship, feeling and association, the Guy Norman Garden is recommended for National Register listing with significance at the local and state levels.

### **FURTHER STUDY RECOMMENDATIONS**

This survey project concentrated by design on summer resort properties and a prominent planned residential development in downtown Beverly. Other cultural resources recommended for future study by Hepler in 1993 and Frontiero and Hartford in 2016 remain relevant for further study, as funding becomes available. As a direct result of the present survey, further study is highly recommended on additional resources associated with the great estates. Despite the difficulty of gaining access to these private and often highly secluded properties, and the loss of integrity through subdivision and demolition, continuing efforts to document these extraordinary properties are merited.

Further study is highly recommended on the follow topics and areas that were addressed in the current survey project:

Additional 19th and early 20th century summer houses in Ryal Side, which represent working class and middle-class summer resort development in Beverly. These resources provide a significant counterpoint to the high-style estates of the upper class along the coastline and in North Beverly. They are threatened by climate change (e.g., rising tides along the Danvers River), large-scale additions and alterations, and tear-downs.

Numerous great estates in Beverly Farms, Pride's Crossing, and the Cove areas, and possibly along Beaver Pond Road in North Beverly, where the integrity of designed landscapes can be identified as high. Several Boston-area archives have records of the high-style designers involved with the creation of these extraordinary properties, which are increasingly threatened by demolition, subdivision, and development that is incongruous with their historic character.

## **BIBLIOGRAPHY**

The following bibliography includes major sources and collections to be consulted during the survey project. Sources specific to a particular property or individual generally are not included here, but will be referenced on the appropriate inventory form.

### **Directories, Voting Lists, Census, and Vital Records**

City of Beverly directories (Beverly Hist. Society; main Beverly Public Library: 1886, 1905-1979; at Mass. State Library Special Collections: 1873, 1875, 1877, 1882, 1882-1883, 1884, 1885, 1886, 1887-1891, 1893-1918 [house guides: 1916-1917\*, 1918-1919\*], 1905-1918\* [each volume has a house guide], 1919-1922\* [each volume has a house guide], 1920-1922\*, 1923\*, 1924\*, 1925\*, 1926\*, 1927\*, 1929-1933\* [each volume has a house guide], 1934-1947\* [each volume up to and including 1946 has a house guide], 1966\*, 1967\*, 1969\*, 1976-1977

City of Beverly voting lists: 1892, 1924, 1939-1948, 1950-1954, 1956, 1958, 1959, 1977, 1978, 1980 (at Mass. State Library Special Collections)

U.S. Federal Census, 1860 –1940

### **Historic maps and atlases**

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Collection of estate and subdivision maps and plans, Beverly. (BHS, EI)

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*Beverly Historic Resources Survey Update, 2018-2019*  
*Survey Final Report*



<https://beverlyma.mapgeo.io> (City of Beverly GIS-based mapping)

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The Cultural Landscape Foundation [www.tclf.org](http://www.tclf.org)

Essex County Registry of Deeds, Recorded Deeds and Plans

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Drake, Stuart A. "Settings for Plutocrats." *Historic New England*, Spring 2014.

Dow, Mary Larcom. *Old Days at Beverly Farms*. The History Press, 2007. (Originally published 1921.)

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"Entrance Gates to Estate of E. C. Swift Esq.," Little and Browne, ND

"Elevation of Party Wall between Estates of E. C. Smith & W. H. Moore," Little and Browne, ND

Library of American Landscape History

Mogon Cultural Center, Lowell Center for Lowell History, University of Massachusetts, Lowell

Phillips Library of Peabody Essex Museum

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Addendum by Emily Hutchings, Associate Planner, City of Beverly  
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## ABSTRACT

Following the completion of the Final Report submitted February 20, 2019, the City of Beverly determined the opportunity and available funding to include one additional survey in the Historic Resources Survey Update (2018-2019). The consultants prepared one new MHC Form A – Area form; the City revised the base map locating and identifying the surveyed properties accordingly.

## METHODOLOGY STATEMENT

Because the methodology has not changed, no additional information will be added to the Methodology Statement as seen in the Final Report.

## STREET INDEX OF PROPERTIES SURVEYED

The following area has been added to the project (*see area forms and data sheets for all resources documented within each area*)

<i>Area Name</i>	<i>MHC Area Designation</i>
Burnside (Caleb W. Loring Estate), 573 and 579 Hale Street	BEV.AW, BEV.X

## NATIONAL REGISTER OF HISTORIC PLACES CONTEXTS AND RECOMMENDATIONS FOR NOMINATIONS

Contexts have been established in the Final Report.

The additional resource surveyed in this project is recommended for listing in the National Register:

### **Burnside (Caleb W. Loring Estate) – BEV.AW, BEV.X**

Criteria A and C

Burnside (Caleb W. Loring Estate) is significant as a well-preserved summer estate from the era of intense development of Beverly's coastline as a summer resort for the wealthy in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries. The property has been continuously owned and occupied by members of a single family, headed by Caleb W. Loring, that was prominent in local and regional business, industry, and philanthropy. Architecturally, Burnside is significant for the quality and intactness of its main house, constructed in several phases in the Classical Revival, Queen Anne, and Colonial Revival styles, and its early barn, which is unusually ornamental. The estate also demonstrates visual significance in the remarkable landscape elements of the approach to the house, with its long winding driveway, fieldstone-edged stream, and circulation pattern, and the

dramatic siting of the house above the ocean. Many comparable residences from this period in Beverly are being demolished and replaced, and their large acreages are subdivided for new construction.

Retaining integrity of location, design, setting, materials, workmanship, feeling, and association, Burnside is recommended for National Register listing with significance at the local level.

### **FURTHER STUDY RECOMMENDATIONS**

Additional study of Loring estates in the Beverly Farms, Pride's Crossing, and the Cove areas has been recommended by the consultants.

### **BIBLIOGRAPHY**

The bibliography provided in the Final Report summarizes major sources and collections consulted during the survey project. Sources specific to the Burnside area are referenced in the respective inventory form.