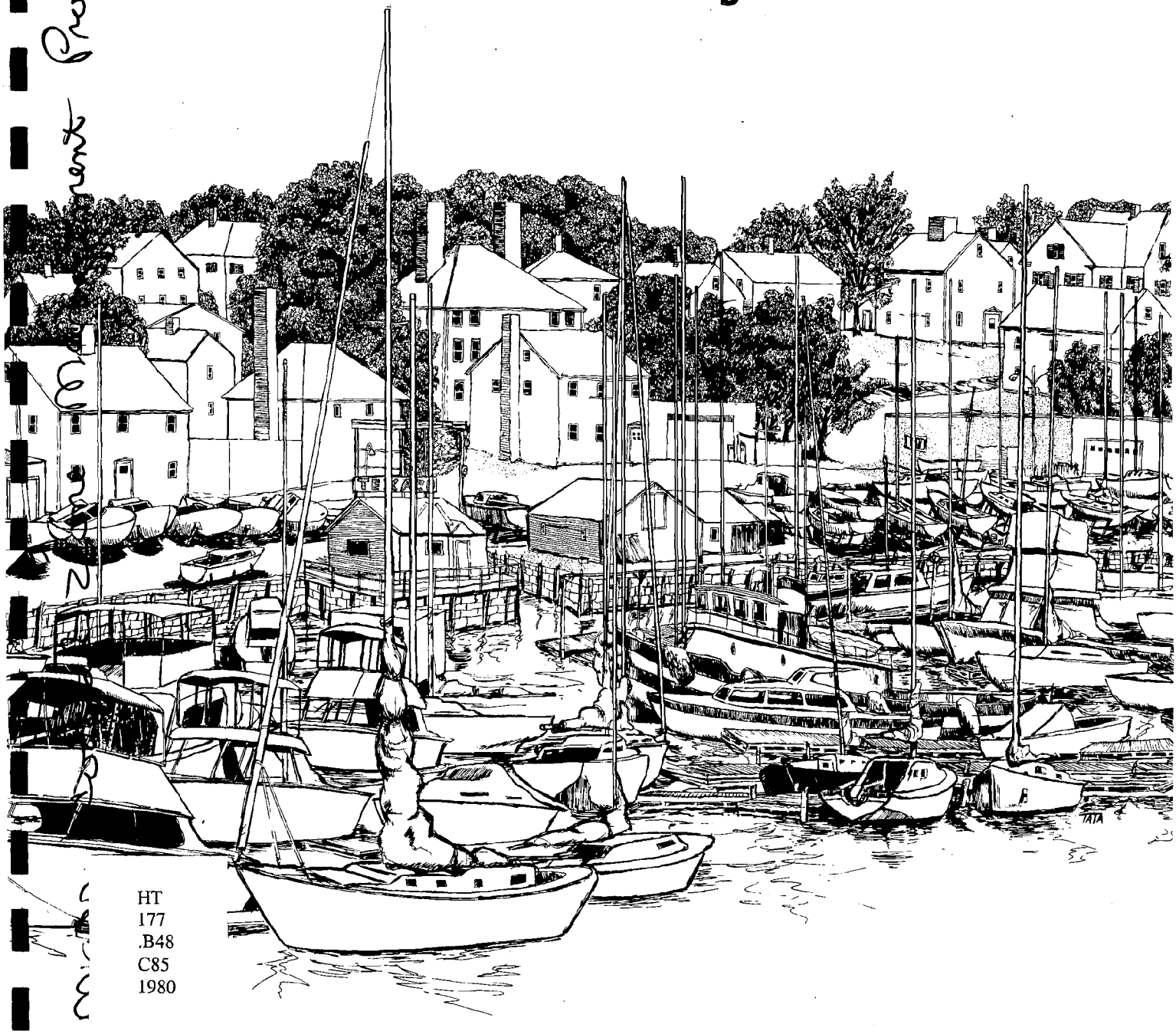
# Cultural Development Plan
## for the Historic Beverly Waterfront



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## Beverly, Massachusetts

Cover Illustration by Vision, Inc.,
Staff Illustrator

City of Beverly
OFFICE OF THE MAYOR

MASSACHUSETTS

PETER F. FORTUNATO — *Mayor*
ALICE M. HAYES — *Secretary*

Telephone (617) 922-3311

January 24, 1980

Michael Pittas, Director
Design Arts Program
National Endowment for the Arts
2401 E Street, N.W.
Washington, D.C. 20506

Dear Mr. Pittas:

Attached is the City of Beverly's application for the Design Arts Program. Beverly is at a critical point in turning the City's image from that of a deteriorating downtown waterfront to an image of an exciting, attractive, viable place for people to live, work, shop, and enjoy.

Beverly has a unique urban history in the harbor area called Fish Flake Hill. This area was settled around 1626. It became a busy fishing and shipping center. In fact George Washington ordered the schooner "Hannah" outfitted here as the first warship of the Continental Navy. After the Revolutionary War, industry began to develop along the harbor. In the nineteenth century, coal storage, and in the early twentieth century, oil storage changed the character of the waterfront. With the decline in coal usage and later the sale of the oil storage facility, the area became neglected and depressed. As a result of the waterfront's neglect and deterioration, the city proposed two urban renewal projects along the waterfront. The first was in 1964 and proposed the demolition of the entire waterfront with new commercial and high rise residential buildings. The plan was locally turned down. This plan did not respect the history of the area. As a result of this plan, local citizens and residents did a great deal of research into the area. This culminated in the creation of the Fish Flake Hill Historic District which was created in 1970. This district is on the National Register. In 1974 a second urban renewal plan was proposed. This plan respected the historic areas but again proposed vast changes which frightened many people. This plan was shelved.

Now Beverly is embarking on a new approach. This is to build upon our history and our cultural resources as an important aid for redevelopment of our harborfront. (See attached plan.) The City is home for a number of cultural institutions including The Acting Place, Monserrat School of Visual Arts, North Shore Music Theater, the Beverly Historical Society Museums, and North Shore Community College. The main entrance to Beverly is at our waterfront. The City has a small park here which may soon be enlarged due to the construction of a new bridge between

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Salem and Beverly. This proposal is a request for funds to develop a Cultural Development Plan for Beverly's Historic Waterfront. This plan will link our historic resources, and new development in a way which will enhance each other. Specifically, the plan will address the preservation of traditional waterfront cultural patterns, the incorporation of new and growing cultural activities into development, and the establishment of guidelines for new infill development which will be sensitive to the historic district and which will improve the quality of this historic urban waterfront. This project can be a model for many communities with similar opportunities.

The results of this project should provide numerous benefits. The City will have guidelines for infill development which will improve the City's professional capabilities in evaluating new or infill development. The project will provide an educational tool to inform potential developers, landowners, and residents of the benefits of good design while, at the same time, meeting community needs.

The situation in Beverly, with the underutilized waterfront, historic district, and cultural resources, should provide the National Endowment for the Arts with an excellent design demonstration.

Very truly yours,

Peter F. Fortunato
Mayor

/bms

OMB-128-R0001

# Design Arts

# Organization Grant Application Form NEA-3 (Rev.)

A-113712-80

FEB 0 6 1980

Applications must be submitted in triplicate and mailed to: Grants Office/DAP
National Endowment for the Arts, 2401 E Street, N.W., Washington, D.C. 20506

**I. Applicant Organization (name, address, zip)**

City of Beverly
c/o Planning Department
Beverly City Hall
191 Cabot Street
Beverly, Massachusetts 01915

**II. Category under which support is requested:**

- ☐ Design Communication
- ☒ Design Demonstration
- ☐ Design Exploration/Research
- ☐ Design Student Fellowships

**III. Period of support requested:**

| | month | day | year |
|---|---|---|---|
| Starting | 7 | 1 | 80 |
| Ending | 3 | 31 | 81 |

**IV. Summary of project description (Complete in space provided. DO NOT continue on additional pages.)**

**CULTURAL DEVELOPMENT PLAN FOR BEVERLY'S HISTORIC WATERFRONT**

The Mayor of the City of Beverly, Massachusetts, through the City Planning Department, is seeking $20,000 in matching funds to produce a **Cultural Development Plan** for the historic waterfront. The plan will: 1) promote and encourage cultural activities, events, and performances, in the waterfront area and surrounding neighborhood; 2) develop an interpretative trail linking the adjacent historic district, Fish Flake Hill, to new development in the waterfront; 3) create an innovative package of zoning mechanisms, design guidelines, and administrative procedures for the development of new construction.

**NEED:** Today, Beverly's historic waterfront, which lies between an historic housing district and the harbor, stands vacant and underutilized. The challenge facing this historic site is to find appropriate growth management techniques to: 1) preserve the cultural and historic value of the site; 2) conserve the traditional patterns of life, such as commercial fishing, boat building, and recreational boating, associated with the historic waterfront; and 3) ensure that the scenic, aesthetic, and recreational value of the waterfront is not diminished as new development occurs.

**DEMONSTRATION:** The proposed Cultural Development Plan can become a national model which will demonstrate: 1) How cultural and historic interpretation activities, events, and objects can be integrated in new development to broaden public awareness and understanding of the significance of the historic site; 2) How local cultural organizations and artists can be attracted to locate in new development through the provision of housing and workspace; and 3) How innovative growth management techniques can be used to produce quality in the built environment where none presently exists.

**PROJECT ELEMENTS:** The plan will contain: 1) **the design of prototypical development packages** for each parcel in the Historic Waterfront Development District; 2) **detailed design guidelines and environmental control mechanisms** for use by the Beverly Planning Board; 3) **the design of an historic interpretation and cultural discovery trail** through the Fish Flake Hill and Waterfront Historic District; 4) **the design of a waterfront cultural park** with an interpretative center on City property; 5) **the design of a pavillion for the performing and creative arts** through the adaptive-reuse of an existing bridge which is being replaced.

**IMPLEMENTATION POTENTIAL:** The concepts for this project were developed under a small design grant made by the Massachusetts Coastal Zone Management Program. The plan (enclosed) has attracted considerable attention from state and federal sources for implementation funds: HCRS Urban Parks and Recreation Recovery funds administered through Essex County; designation as a project area by HUD's Urban Development Action Grant Program; and a proposal for construction funds by the Coastal Energy Impact Program. The Cultural Development Plan can become a blueprint for the utilization of bricks and mortar funding. Without the requested design funding from NEA, the implementation of inappropriate development projects and public improvements could be more destructive than continued disinvestment and underutilization.

**V. Estimated number of persons expected to benefit from this project** several million

**VI. Summary of estimated costs (recapitulation of budget items in Section IX)**

| | Total costs of project (rounded to nearest ten dollars) |
|---|---|
| A. Direct costs | |
| Salaries and wages | $ 11,660 |
| Fringe benefits | |
| Supplies and materials | 130 |
| Travel | |
| Permanent equipment | |
| Other | 65,000 |
| Total direct costs | $ 76,790 |
| B. Indirect costs | $ |
| Total project costs | $ 76,790 |

**VII. Total amount requested from the National Endowment for the Arts** $ 20,000

**VIII. Organization total fiscal activity**

| | Actual most recent fiscal period | Estimated for next fiscal period |
|---|---|---|
| A. Expenses | 1. $ 31,355.16 | 2. $ 33,483 |
| B. Revenues, grants, & contributions | 1. $ 31,355.16 | 2. $ 33,483 |

Do not write in this space

Evaluation of prior year(s)' projects [1] [2] [3] [4] Pys $ _____ Cps $ _____ Audit report [1] [2]

IX. Budget breakdown of summary of estimated costs

2

A. Direct costs

1. Salaries and wages

| Title and/or type of personnel | Number of personnel | Annual or average salary range | % of time devoted to this project | Amount $ |
|---|---|---|---|---|
| Planning Director | 1 | 23,000 | 38% | 5,830 |
| Historic Preser-vation Plng. Asst. | 1 | 10,000 | 50% | 3,330 |
| Harbormaster | 1 | 15,000 | 5% | 510 |
| Commisioner of Public Works | 1 | 30,000 | 5% | 1000 |
| County Planner | 1 | 15,000 | 10% | 1000 |

Total salaries and wages $ 11,660.00

Add fringe benefits $ -

Total salaries and wages including fringe benefits $ 11,660.00

2. Supplies and materials (list each major type separately)

| | Amount $ |
|---|---|
| Reproduction | 80 |
| Photography | 50 |

Total supplies and materials $ 130

3. Travel

Transportation of personnel

| No. of travelers | from | to | Amount $ |
|---|---|---|---|

Total transportation of personnel $

Subsistence

| No. of travelers | No. of days | Daily rate | $ |
|---|---|---|---|

Total subsistence $

Total travel $

IX. Budget breakdown of summary of estimated costs (continued)

4. Permanent equipment (list each item separately)

| | Amount $ |
|---|---|
| | |
| | |
| | |
| | |
| | |
| Total permanent equipment | $ |

5. Other (list each item separately)

| | Amount $ |
|---|---|
| Urban Design Consultant to prepare Cultural Development Plan - Vision, Inc., The Center for Environmental Design and Education, 678 Massachusetts Avenue, Cambridge, MA 02139 (consultant's fee includes items of travel, supplies & materials for the production of required graphics of the plan) | 20,000 |
| Coastal Energy Impact Program - construction of City Park at the Public Landing | 45,000 |
| | |
| | |
| | |
| Total other | $ 65,000 |

B. Indirect costs

Rate established by attached rate negotiation agreement with National Endowment for the Arts or another Federal agency

Rate _____ % Base $ _____ Amount $ _____

X. Contributions, grants, and revenues (for this project)

A. Contributions

1. Cash (do not include direct donations to the Arts Endowment)

| | Amount $ |
|---|---|
| | |
| | - |

2. In-kind contributions (list each major item)

| | |
|---|---|
| Volunteer time & effort for research and consulting from: Beverly Historical Society, Beverly Planning Board, the Historic District Commission, Waterfront Comm., and other community groups. | no dollar value |
| Total contributions | $ |

B. Grants (do not list anticipated grant from the Arts Endowment)

| | Amount $ |
|---|---|
| Coastal Energy Impact Program | 45,000 |
| | |
| Total grants | $ 45,000 |

C. Revenues

| | Amount $ |
|---|---|
| | |
| | |
| | |
| Total revenues | $ |
| Total contributions, grants, and revenues for this project | $ 45,000.00 |

XI. State Arts Agency notification

The National Endowment for the Arts urges you to inform your State Arts Agency of the fact that you are submitting this application.

Have you done so? X Yes ____ No

XII. Certification

We certify that the information contained in this application, including all attachments and supporting materials, is true and correct to the best of our knowledge.

Authorizing official(s)

Signature x Peter F. Fortunato Date signed January 24, 1980
Name (print or type) Peter F. Fortunato
Title (print or type) Mayor
Telephone (area code) (617) 922-3311

Signature x _____ Date signed _____
Name (print or type) _____
Title (print or type) _____
Telephone (area code) _____

Project director

Signature x Frank M. Garretson Date signed January 24, 1980
Name (print or type) Frank M. Garretson
Title (print or type) Planning Director
Telephone (area code) (617) 927-0026

* Payee (to whom grant payments will be sent if other than authorizing official)

Signature x _____ Date signed _____
Name (print or type) _____
Title (print or type) _____
Telephone (area code) _____

* If payment is to be made to anyone other than the grantee, it is understood that the *grantee* is financially, administratively and programmatically responsible for all aspects of the grant and all reports must be submitted through the grantee.

Check List

1. Have you attached two copies of your organization's federal tax exemption letter or a document identifying the organization as a part of state or local government?
2. Have you summarized the project description in the space provided?
3. Have you completed the summary of estimated cost on page 1, also provided all detail required on pages 2 and 3, and attached all documentation required to substantiate proposed travel cost, purchase of equipment, and indirect cost?
4. Have you provided required detail under Other section?
5. Has the application been signed and dated in appropriate places?
6. Have you attached an Assurance of Compliance form?

Privacy Act

The Privacy Act of 1974 requires us to furnish you with the following information:
The Endowment is authorized to solicit the requested information by Section 5 of the National Foundation on the Arts and the Humanities Act of 1965, as amended. The information is used for grant processing, statistical research, analysis of trends, and for congressional oversight hearings. Failure to provide the requested information could result in rejection of your application.

City of Beverly
OFFICE OF THE MAYOR

MASSACHUSETTS

PETER F. FORTUNATO — *Mayor*
ALICE M. HAYES — *Secretary*

Telephone (617) 922-3311

January 23, 1980

National Endowment for the Arts
Design Arts Program
2401 E Street, N.W.
Washington, D.C. 20506

RE: Application of the City of Beverly to the Design Arts Program, Certification of Tax-Exempt Status.

TO WHOM IT MAY CONCERN:

The City of Beverly is a unit of local government and as such is tax-exempt. The City's tax-exempt number is E- 04-6001379.

Very truly yours,

Peter F. Fortunato
Mayor,

/bms

FRANK M. GARRETSON
PLANNING DIRECTOR
191 CABOT STREET, CITY HALL
BEVERLY, MA. 01915
(617) 927-0026

# CITY OF BEVERLY

MASSACHUSETTS

## PLANNING BOARD

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January 23, 1980

National Endowment for the Arts
2401 E Street, N.W.
Washington, D.C. 20506

RE: Application of the City of Beverly to the Design Arts Program

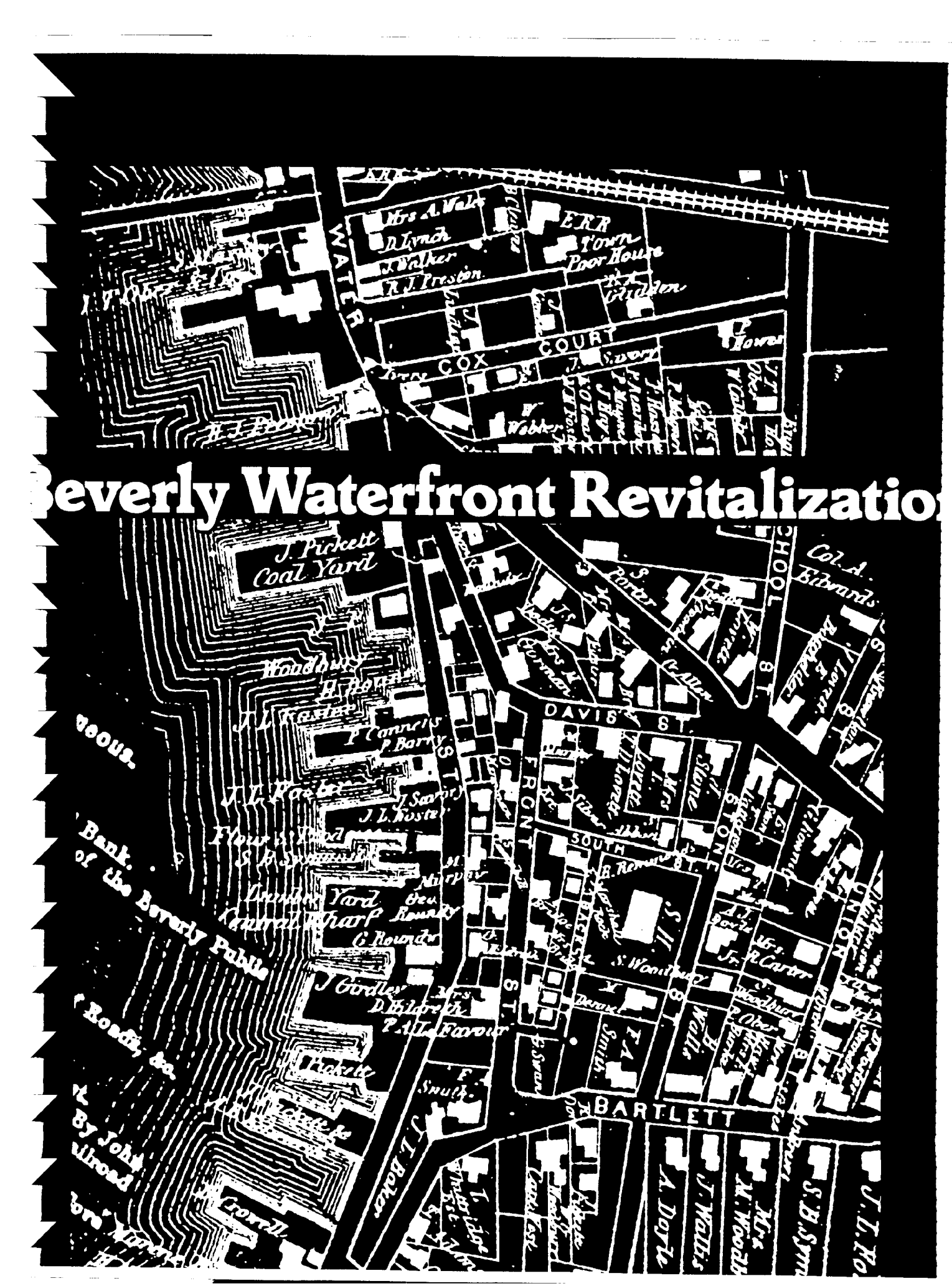
TO WHOM IT MAY CONCERN:

In support of the above application, the Planning Department of the City of Beverly will allocate in-kind services to this proposal as is shown in the grant application.

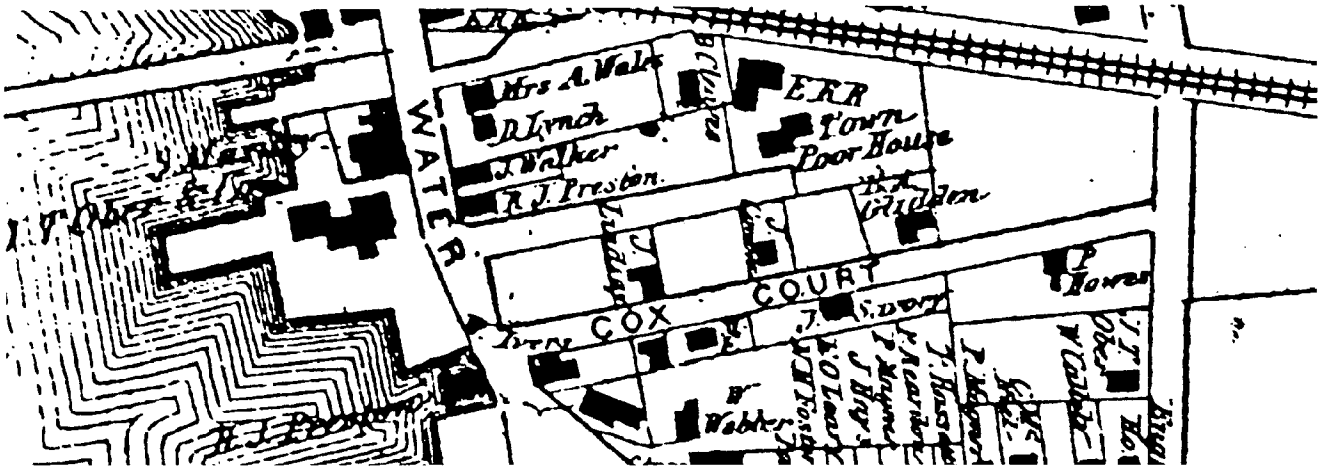
Sincerely,

Frank M. Garretson
Planning Director

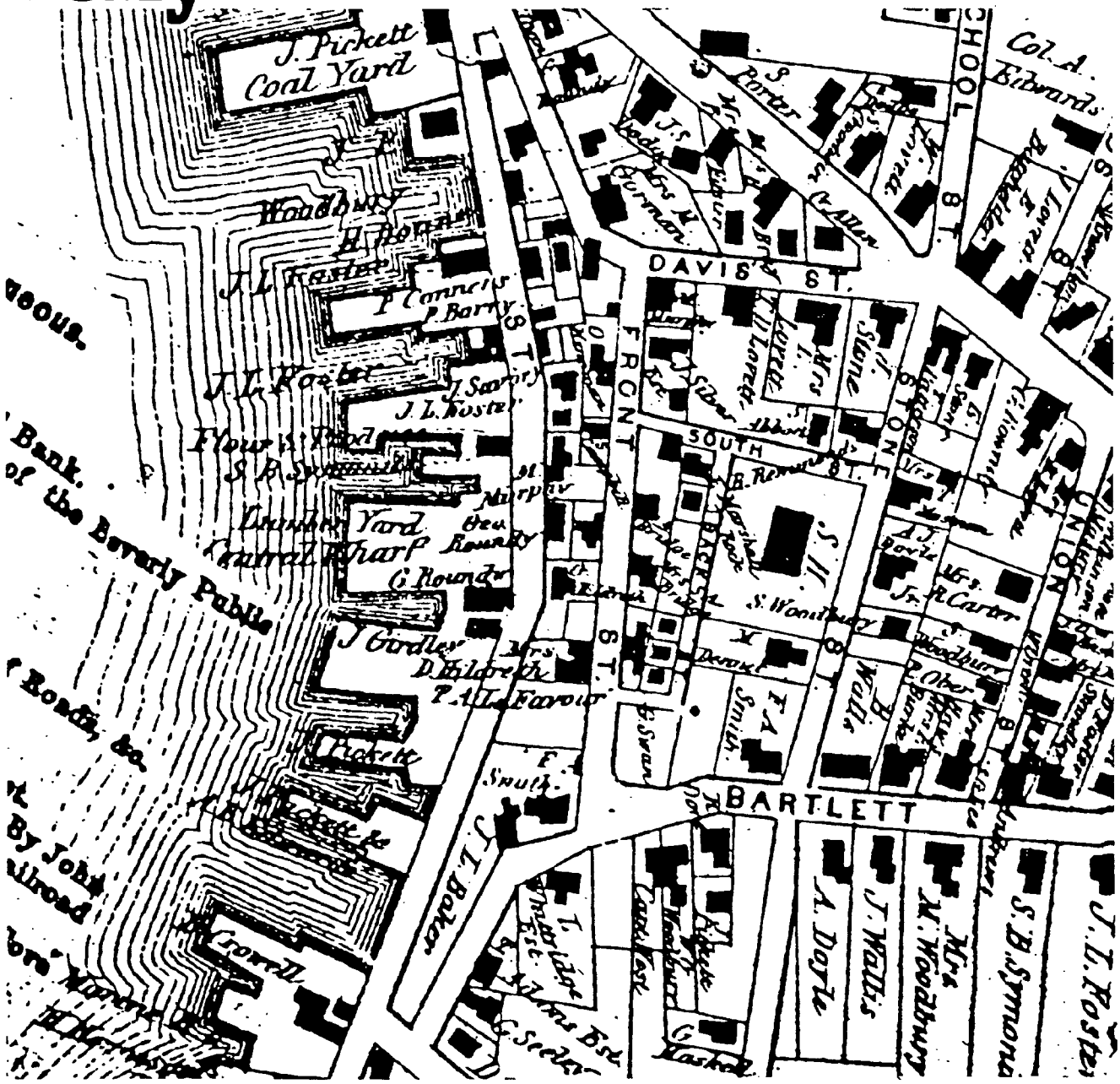
/bms




# Beverly Waterfront Revitalizatio

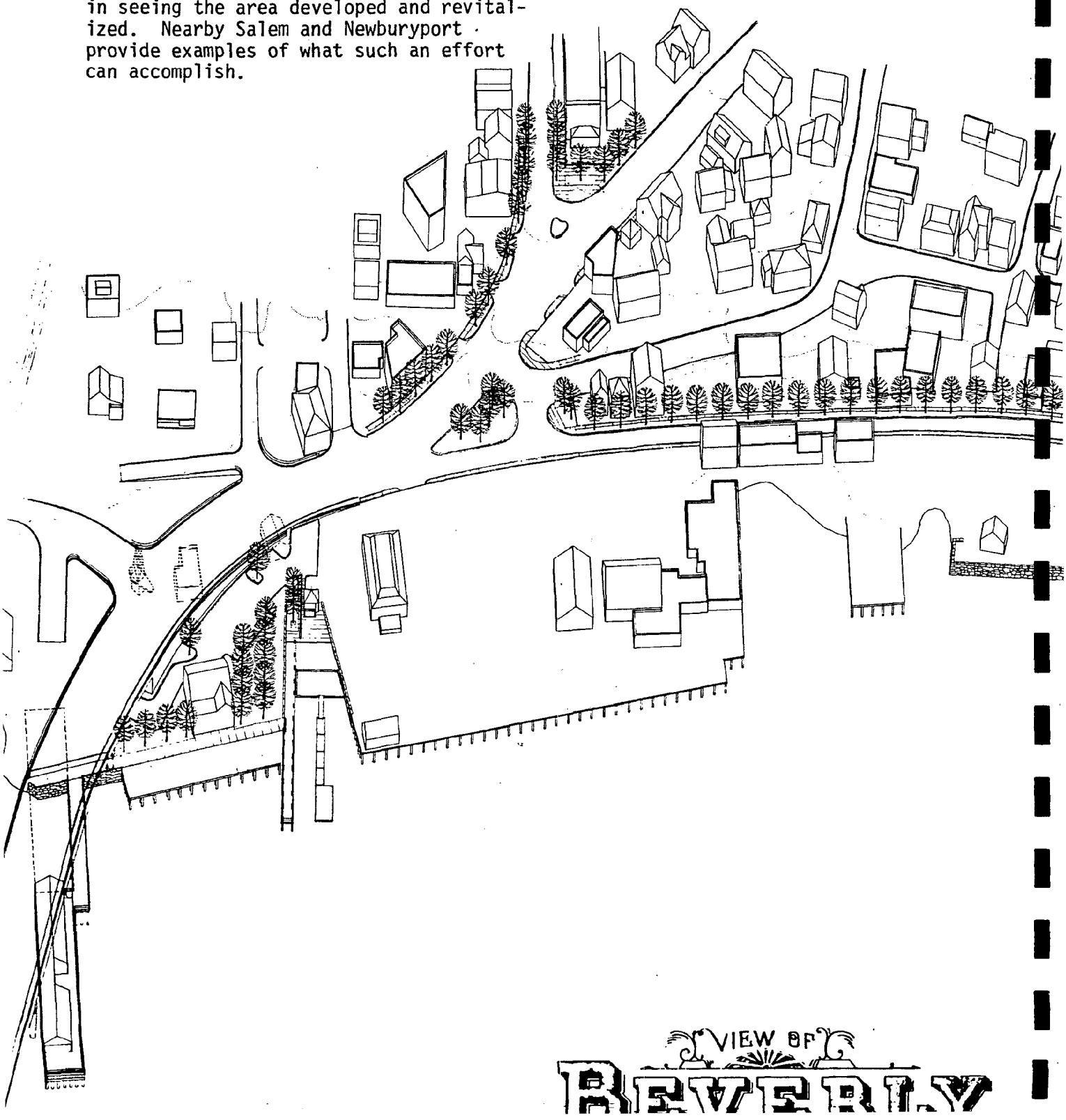



# Beverly Waterfront Revitalizatior



# Beverly Waterfro

Beverly's Waterfront is poised for action. Its natural setting, topography, and historic fabric make it a desirable location. There is a strong interest on the part of property owners, area residents, and elected and appointed officials in seeing the area developed and revitalized. Nearby Salem and Newburyport provide examples of what such an effort can accomplish.



# ht Revitalization

This study is based on the following premises:

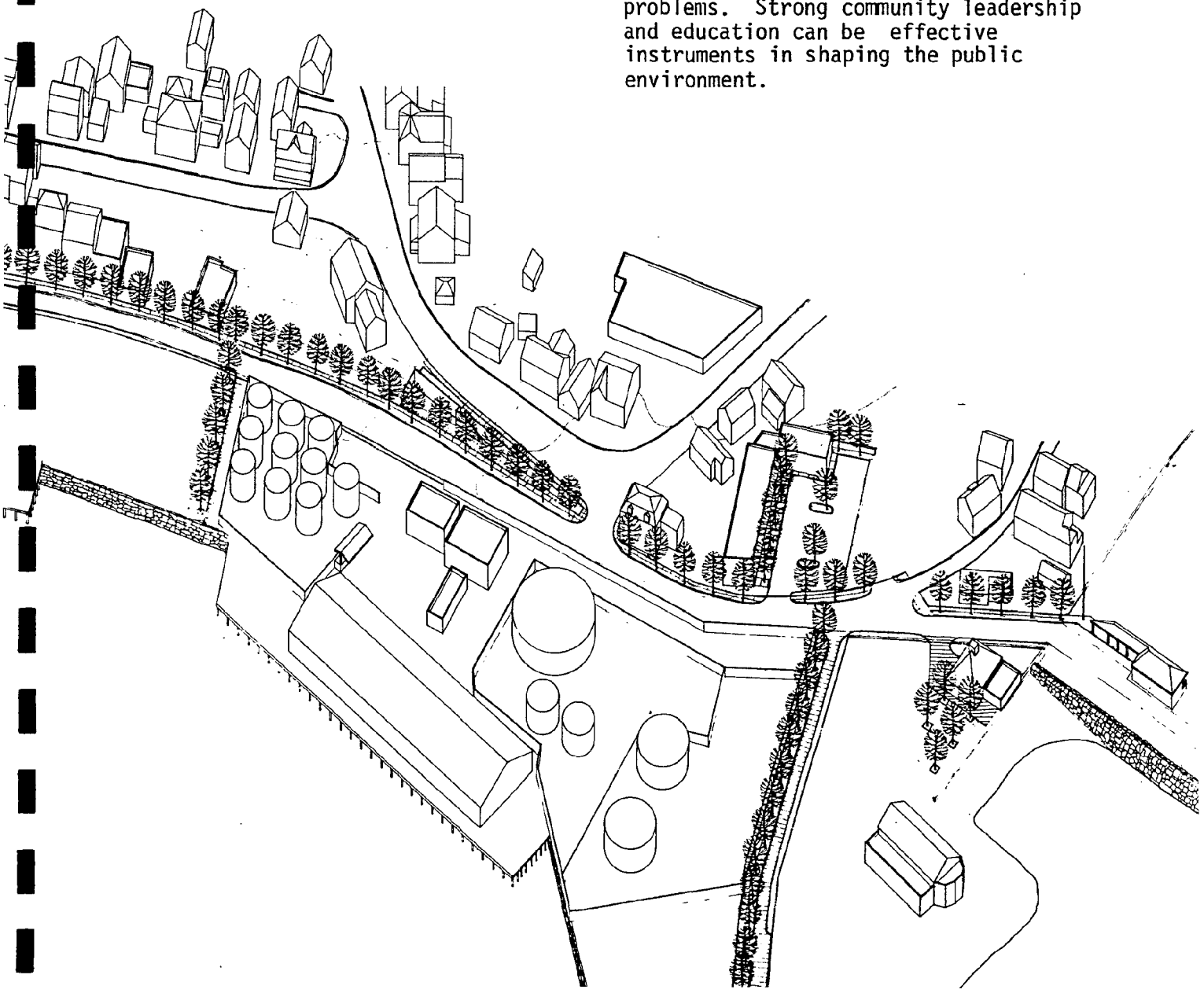
1) Development in urban areas is a joint activity between the public and private sectors.

2) Given the scope and scale of urban problems, local government is mandated to participate in the growth and development of the community.

3) Through reorganization, management, and constructive change, the existing urban fabric can be revitalized. Conservation and preservation of urban resources are two aspects of this management.

4) Design guidelines and discretionary review can be as effective as legislative regulations in guiding the development of the community.

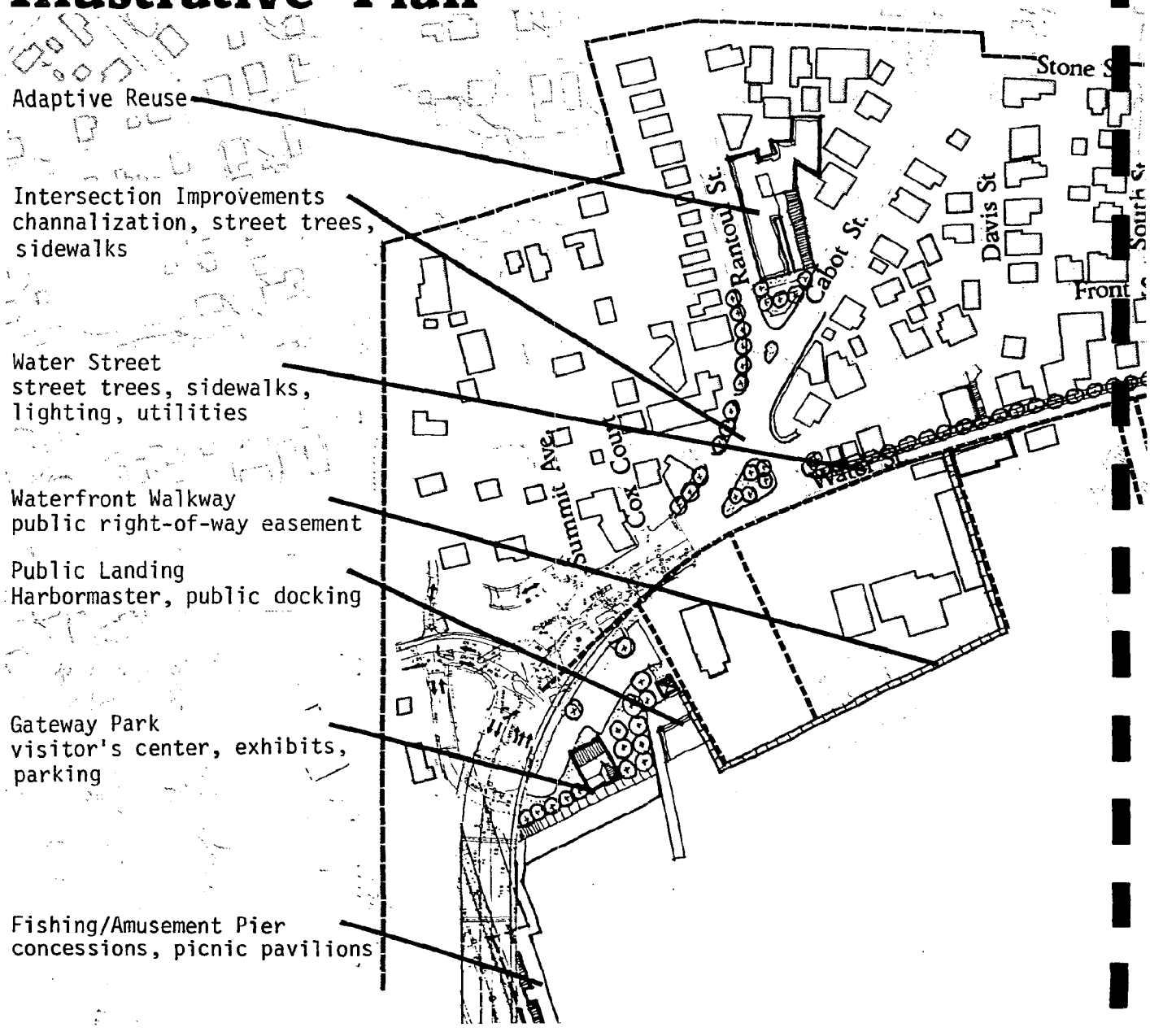
5) Influence, brought through the political process, is as important as the control of the police powers in solving urban problems. Strong community leadership and education can be effective instruments in shaping the public environment.

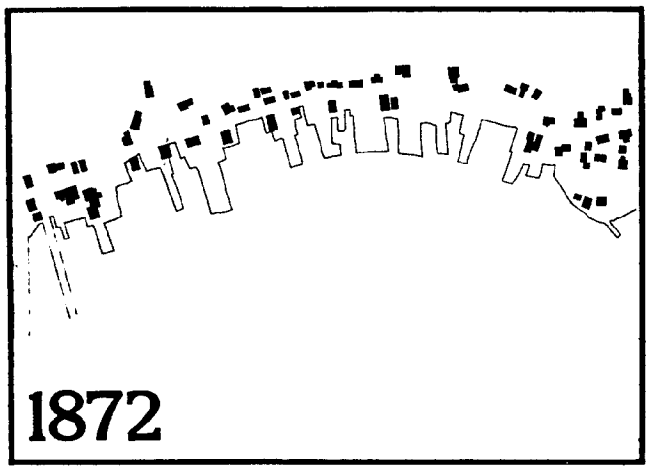


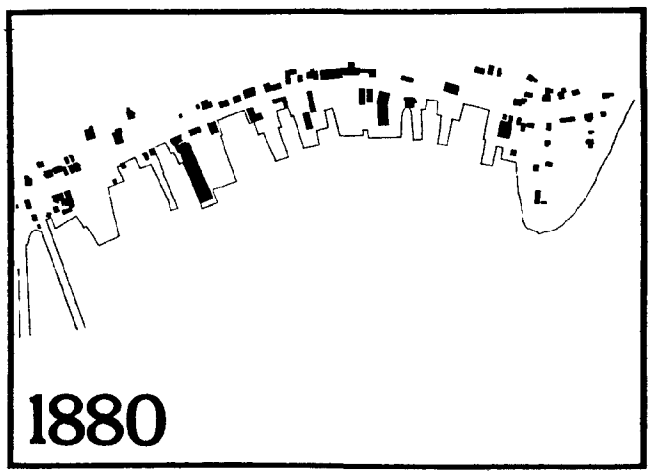
# Historic Development

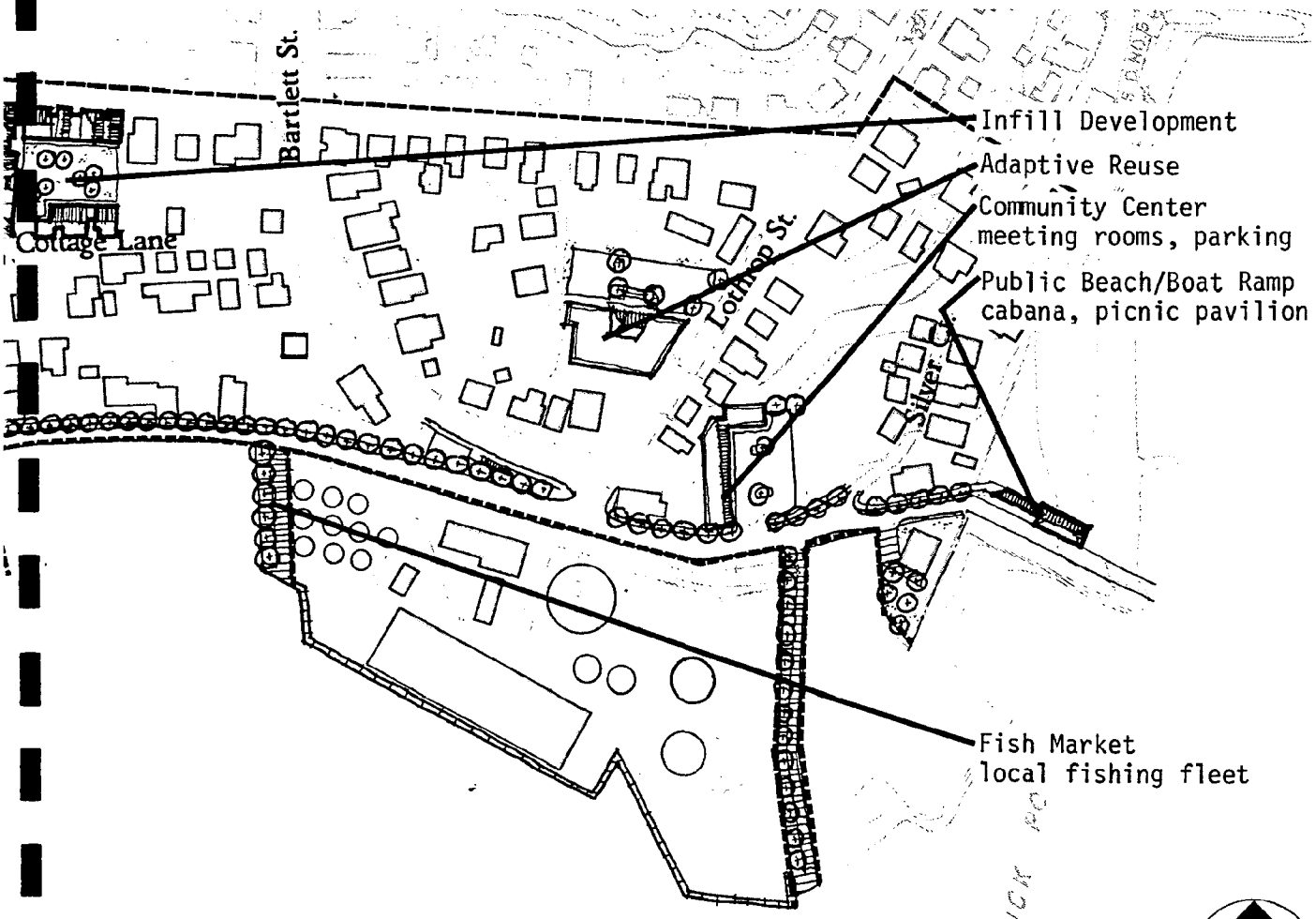
These drawings illustrate how the built form of the Beverly waterfront has evolved during the last century. Residential and maritime uses have been closely intertwined - the Fish Flake Hill Historic District contains the homes of several captains who sailed from the harbor. This comfortable relationship was broken at the turn of the century with the intrusion of industrial and other non-compatible uses. The historic unity of the area could be re-established through sensitive redevelopment.

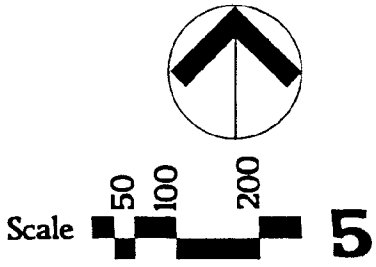
# Illustrative Plan




1872


1880


Bartlett St.
Cottage Lane
Lothrop St.
Silver
Infill Development
Adaptive Reuse
Community Center
meeting rooms, parking
Public Beach/Boat Ramp
cabana, picnic pavilion
Fish Market
local fishing fleet


Scale
50
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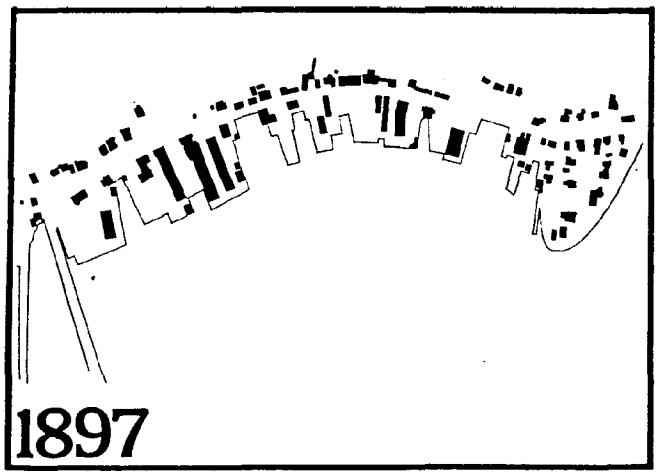
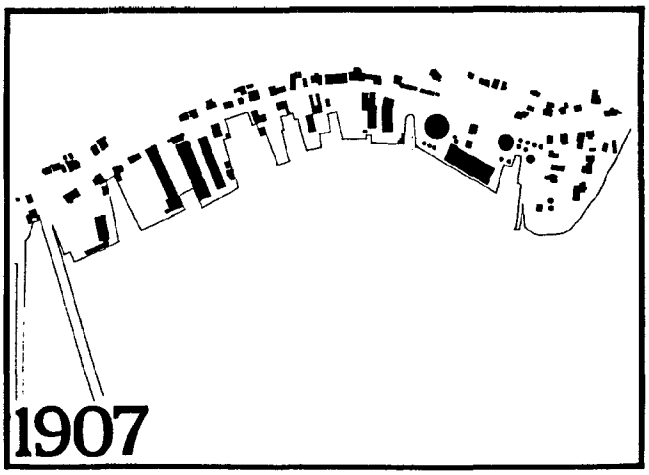
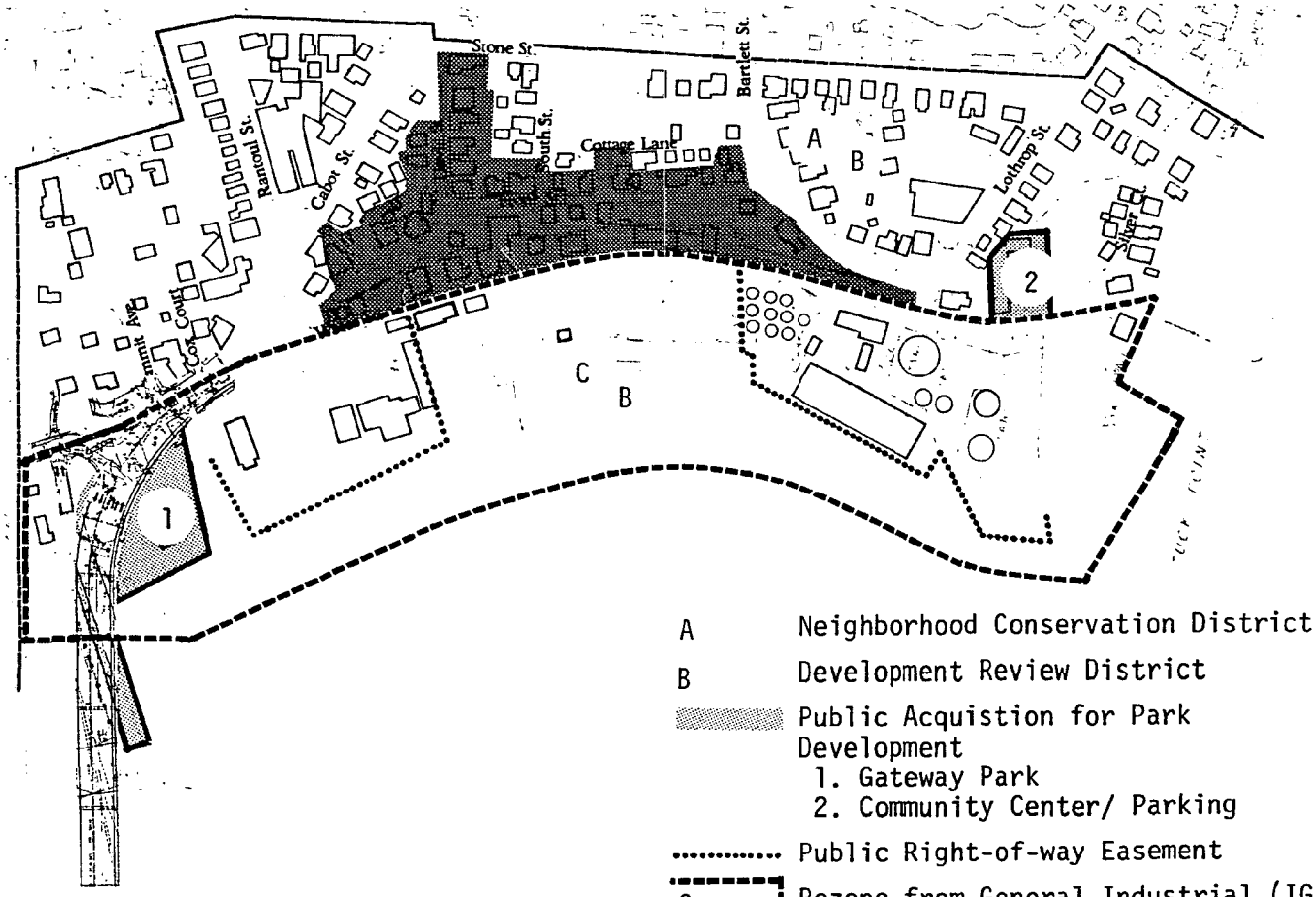



# Public Policies




A Neighborhood Conservation District

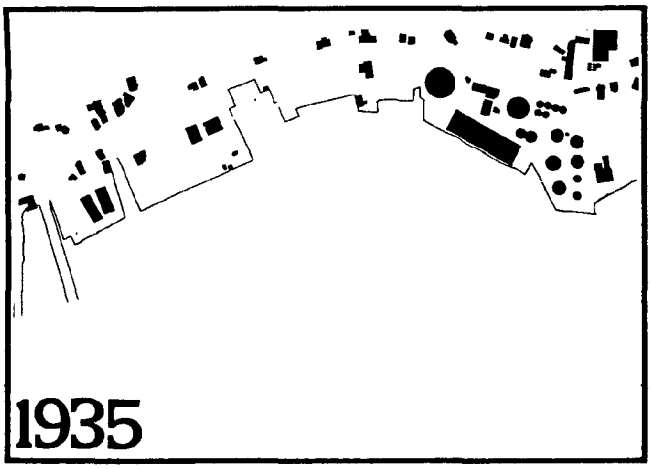
B Development Review District

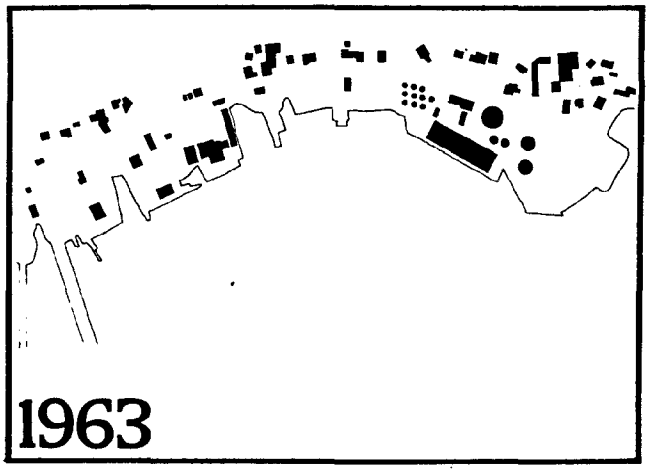
Public Acquistion for Park Development
1. Gateway Park
2. Community Center/ Parking

Public Right-of-way Easement

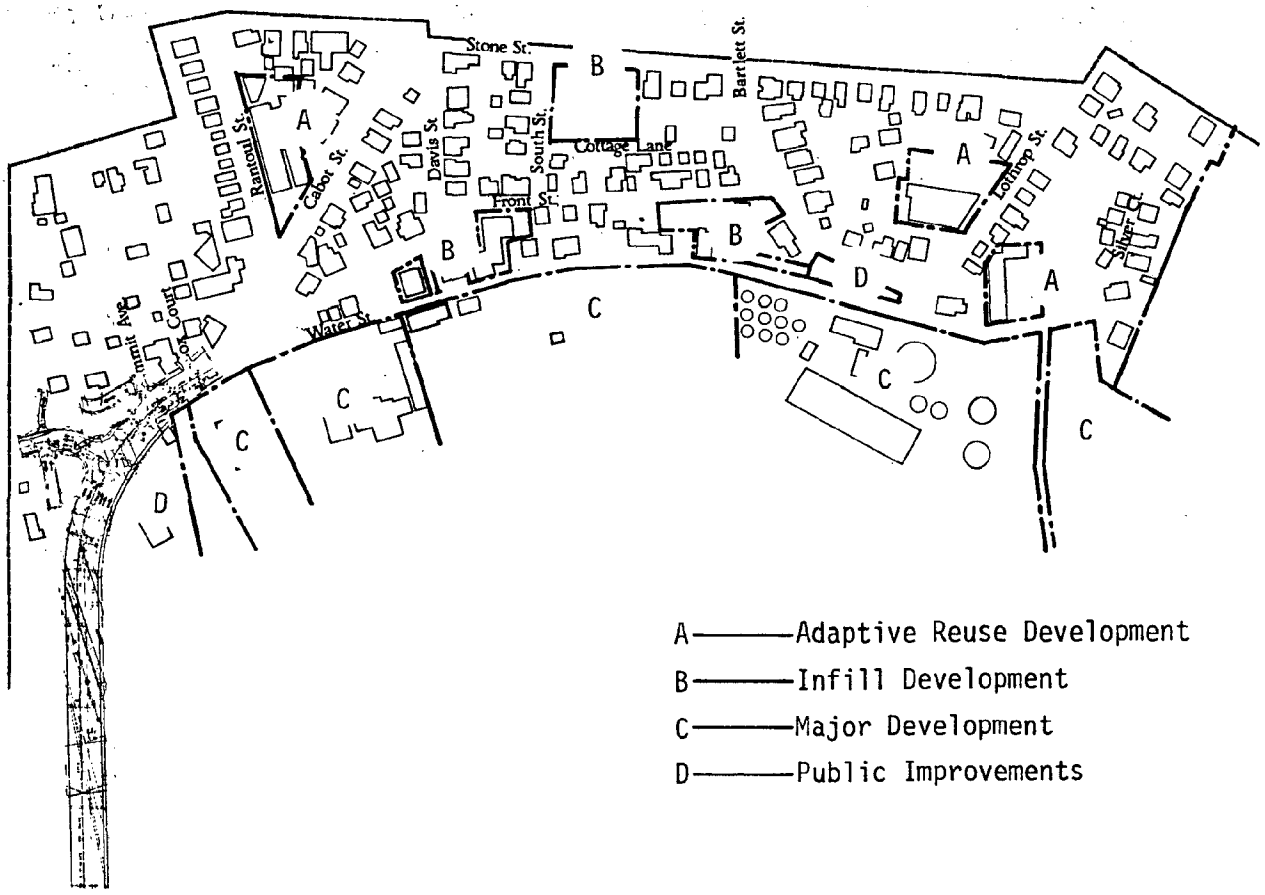
C Rezone from General Industrial (IG) to Central Business District (CC)

Existing Historic District




# Parcels Most Likely to Develop



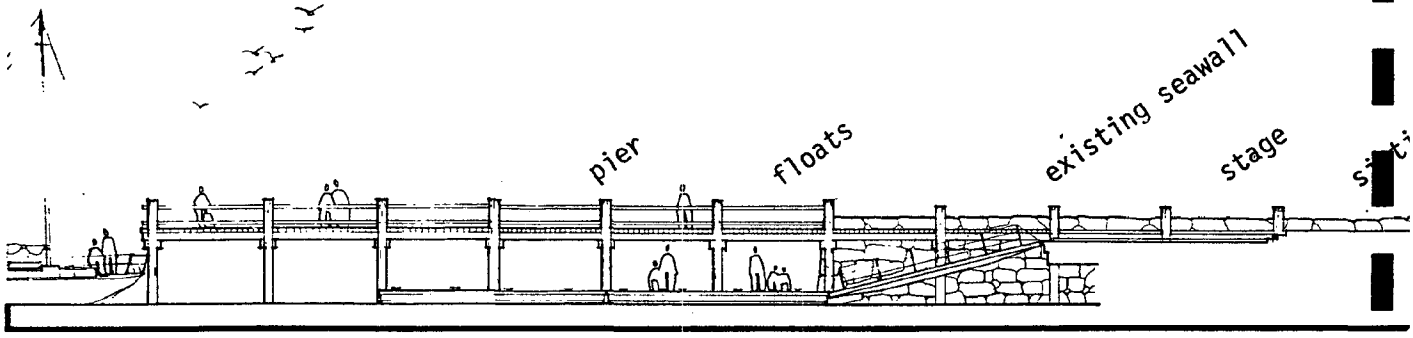

A———Adaptive Reuse Development

B———Infill Development

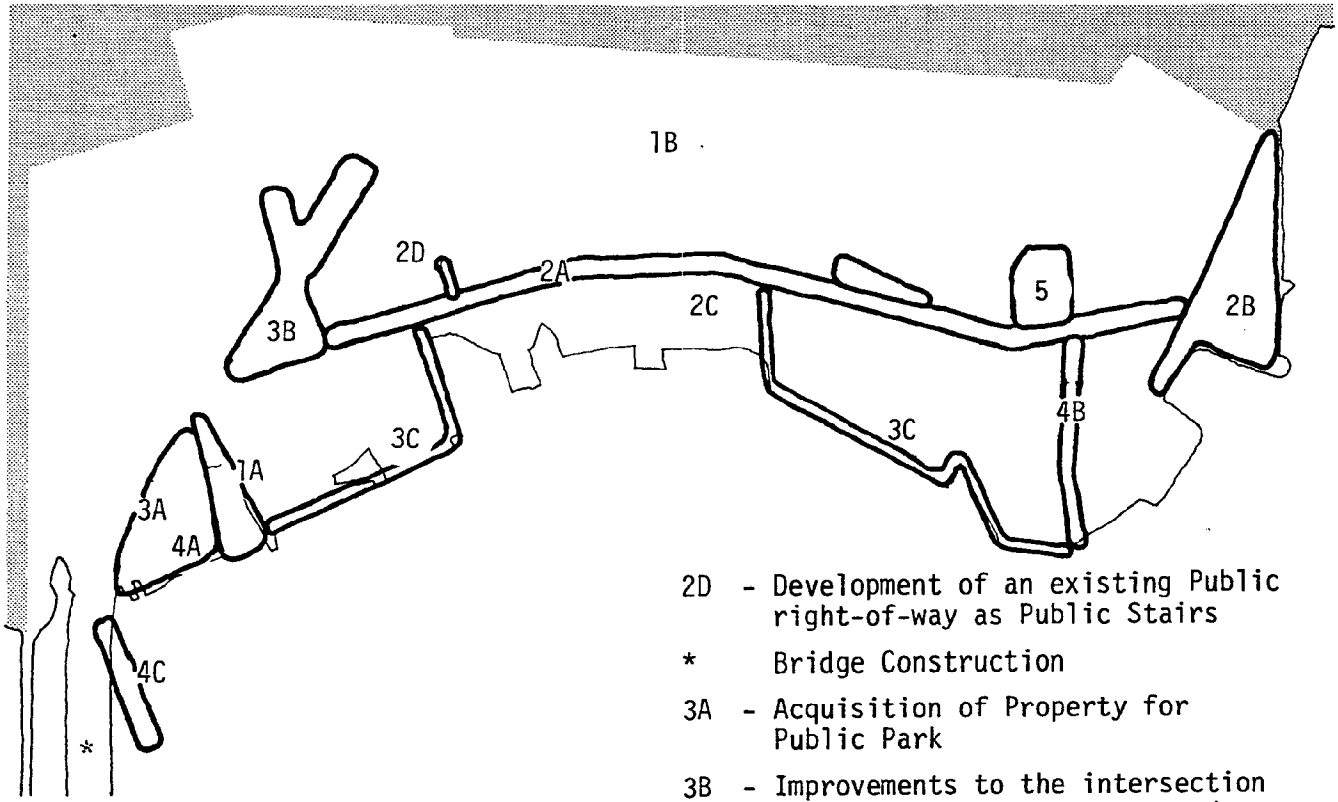
C———Major Development

D———Public Improvements

# Public Improvements
## city landing




# Phasing Diagram




1A - Improvements to the Public Landing

1B - Institution of a Neighborhood Improvement Program

2A - Improvements to the Water Street right-of-way

2B - Improvements to the Public Beach and Boat Launching Ramp

2C - Institution of a Development Review District for the Waterfront and surrounding Neighborhood

2D - Development of an existing Public right-of-way as Public Stairs

* Bridge Construction

3A - Acquisition of Property for Public Park

3B - Improvements to the intersection of Rantoul, Cabot, Front, and Water Streets

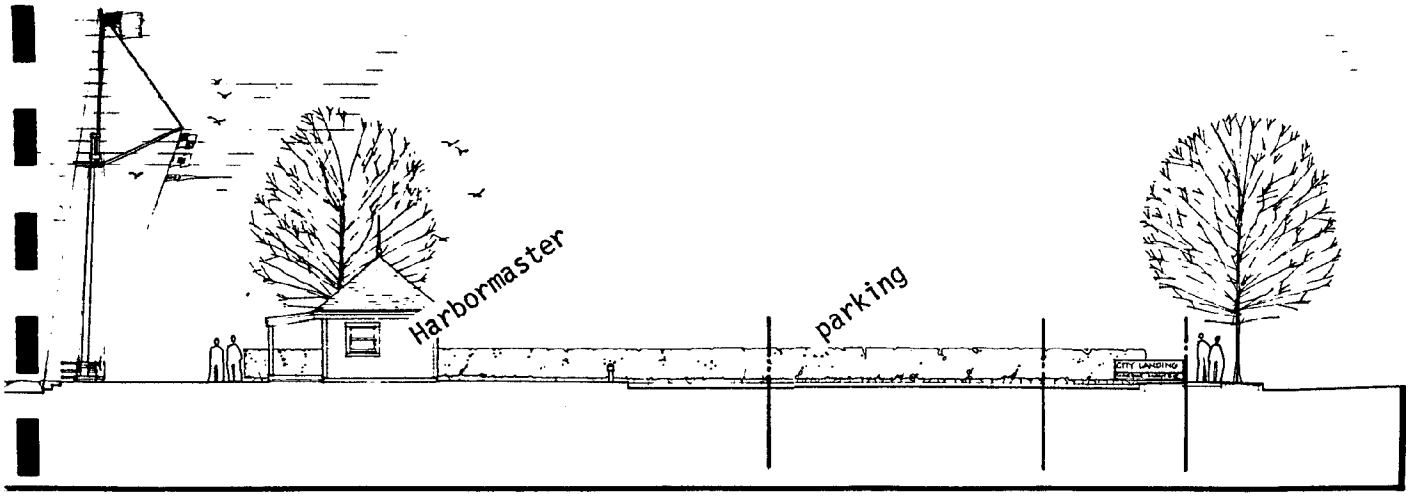
3C - Acquisition of a Right-of-way Easement along the water

4A - Development of the "Gateway Park"

4B - Improvements to the Maple Street right-of-way

4C - Development of a Fishing Pier

5 - Development of a Community Center and Public Parking



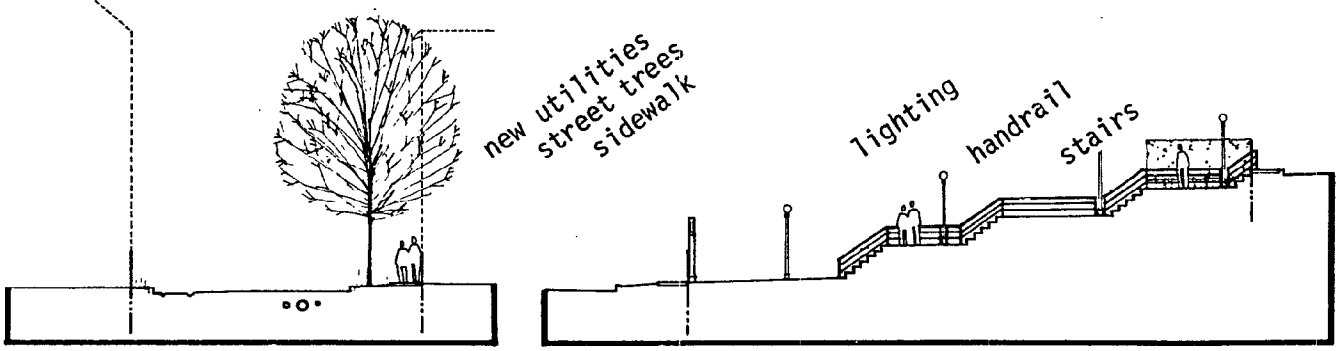

# Implementation

| PROJECT AREA | COST* | POSSIBLE IMPLEMENTATION PROGRAMS |
|---|---|---|
| | $1000's | see Technical Appendix II for description |
| **Park Development** | | |
| Public Landing | 45 | Mass. Urban Self Help Program |
| Public Beach/Boat Ramp | 25 | NEPA Coastal Energy Impact Program |
| Gateway Park | 557 | HCRS Maritime Preservation Grants |
| Fishing Pier | 310 | HCRS Land and Water Conservation Fund |
| Community Center/Parking | 325 | HCRS Urban Parks and Recreation Recovery Program |
| **Programs** | | |
| Neighborhood Conservation program | — | National Trust for Historic Preservation |
| Design Review District | — | HUD Neighborhood Strategy Area Program |
| | | HUD Community Development Block Grants |
| | | HUD Section 312: Rehabilitation Loans |
| | | HCRS Historic Preservation Grants-in-aid |
| | | Federal Tax Reform Act of 1976 |
| | | Mass. Housing Programs |
| **Public Improvements** | | |
| Public Stairs | 5 | DOT Urban Systems |
| Water Street | 488 | DOC Public Works Capital Development |
| Intersection | 510 | |
| **General Redevelopment** | | |
| | — | HUD Commercial Development Block Grants |
| | | HUD Urban Development Action Grants |
| | | HUD Section 701 Planning Grants |

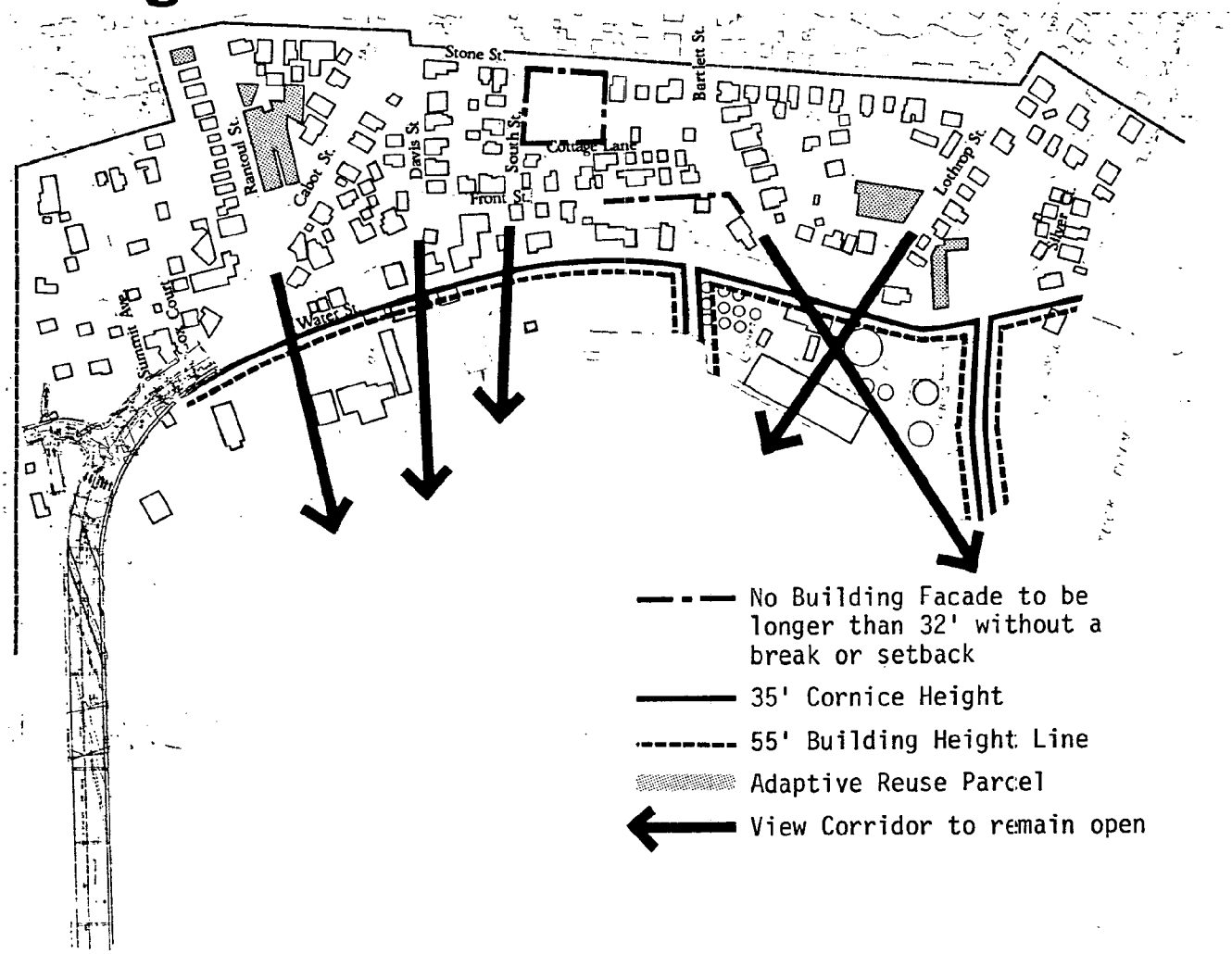
* does not include land cost:
generalized construction cost estimate

water street

public stairs




# Design Guidelines



# Summary

This study differs from earlier plans in that it does not propose wholesale change or demolition of the existing area. The basic concept of this plan is to reinforce the existing character of the waterfront; additions and new projects can be implemented which will supplement and enhance the adjoining neighborhood and the strong maritime orientation of the study area.

All existing uses can continue. When, and if, a property owner wishes to redevelop, the potential for return has been enhanced by allowing a greater mix of uses within the city's zoning mechanism. At the same time, design guidelines will help insure that new development does not adversely impact the neighborhood and residents.

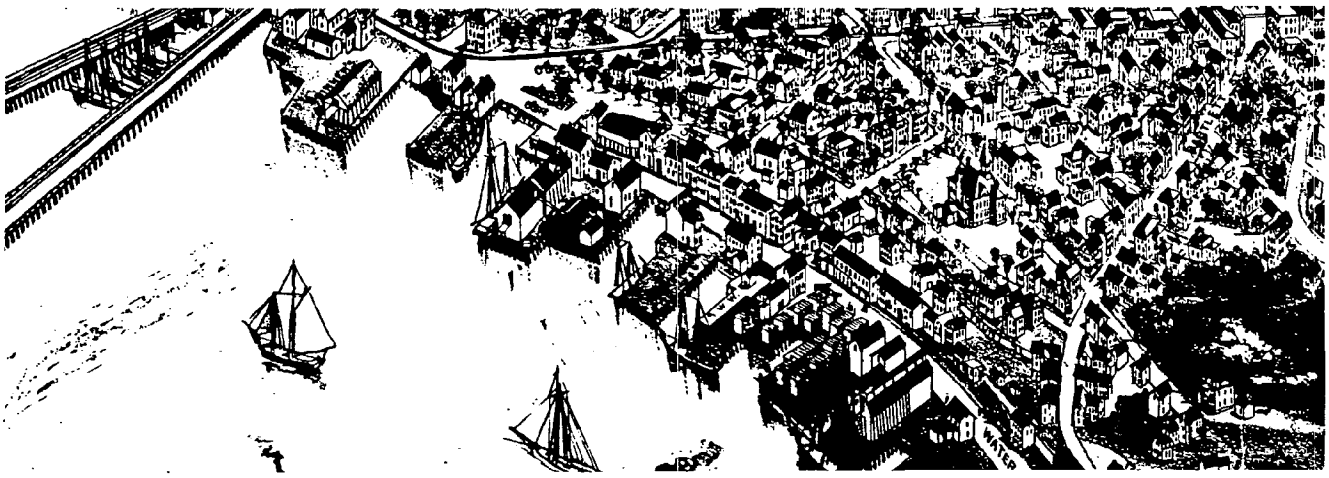
There is no urban renewal or eminent domain involved. This plan embodies the public concern for controlled growth and allows for the uncertanties of real estate investment. It is also an incremental plan, phased in conjunction with the construction of the new Beverly - Salem bridge. However, it is not inextricably tied to that project. It can be implemented without the new bridge (with the exception of the Fishing Pier) by a modification of details.

This report outlines a strategy for the revitalization of Beverly's waterfront. It is only a first step; detailed procedures, guidelines, and designs are required - beyond the scope of this initial plan.

The Neighborhood Conservation Program should be developed to include the City's existing Housing rehabilitation program, guidelines for renovations within and without the Historic District, and guidelines for new construction.

To stimulate new development as well as to review actual proposals, the Development Review District should establish more detailed design guidelines. These could be combined with existing real estate information to assemble "developer's kits" to interest outside developers in the potential of the waterfront area,

The most important "next step" is for the City of Beverly to actively and strongly show an interest in the waterfront. Public commitment in the area through the development of public parks and physical improvements to the Water Street right-of-way could proceed before any major development occurs. This public commitment would set the stage for subsequent private investment.



# Credits

This study was funded in part by the City of Beverly, and in part by a grant from the Commonwealth of Massachusetts, Executive Office of Environmental Affairs, Coastal Zone Management Division.

City of Beverly
Peter F.Fortunato, Mayor
Frank Garretson, Planning Director

Topographic base map was compiled from a map furnished by the Massachusetts Department of Public Works

1886 View of Beverly courtesy of the Beverly Historical Society

Additional information and assistance were received from Lockner Engineering, Inc., and Anderson-Nichols, Inc.

Consultant:

John Born Associates
Consulting Engineers
Cambridge, MA

This report was prepared by:

Vision, Inc.
678 Massachusetts Avenue
Cambridge, MA 02139

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678 Massachusetts Avenue
Cambridge, MA 02139

# STAFF RESUMES

FRANK GARRETSON, AIA, AICP, 6 Columbus Avenue, Beverly, MA 01915
Phone: (Home) 617-922-0567; (Work) 617-927-0026

PRESENT POSITION: Planning Director, City of Beverly, Massachusetts

REGISTRATION: Registered Architect in the State of Massachusetts, Certified Planner.

EDUCATION:

UNIVERSITY OF PENNSYLVANIA - Master of City Planning degree and a Master of Architecture degree. 1972-1974

UNIVERSITY OF VIRGINIA - Five year Bachelor of Architecture degree. 1963-1968

EXPERIENCE: Experience includes five years of municipal planning work; two years of planning, design and construction experience with the Army Corps of Engineers; and two years of architectural work.

MUNICIPAL PLANNING

Planning Director for the City of Beverly, Massachusetts. Administrate Beverly's Community Development Block Grant applications and programs. Proposed zoning revisions. Helped Downtown Revitalization Committee develop plan for downtown revitalization. Prepare grant applications. Review subdivision plans. Provide assistance to the Planning Board and other City Boards and Commissions. Member of the Traffic and Parking Commission. 1977 to present.

Senior Planner for the City of Fitchburg, Massachusetts. Developed Housing and Community Development plans and applications. In charge of the City's Neighborhood Improvement Program, a program emphasizing rehabilitation. Participated in developing a Downtown Revitalization Plan. Researched and developed a proposal for a historic district. Experience in urban design, citizen participation, zoning, code enforcement, and comprehensive planning. 1974 to 1977.

MILITARY SERVICE

Attended Officer Candidate School and commissioned Lieutenant in the Corps of Engineers. Planned, coordinated, and supervised construction projects in the U.S. and Vietnam. In charge of planning and design of several military advisory compounds, bridges, and sections of the National Highway System in Vietnam. Involved in community service projects including the design of an amphitheater at Milford State Park, Kansas; the organization of a group to send Montagnard children to school; and providing water to several villages and a Project Concern Hospital. Assignments included Battalion Operations Officer, Platoon Leader, and Company Commander. Awarded the Bronze Star Medal. 1968 to 1971.

ARCHITECTURE

In charge of developing the program and design for Western Connecticut State College Library. Worked on designs, drawings, and documents for projects including educational, industrial, recreational and residential buildings. Represented the office at meetings with clients and local and state officials. Employed in the Office of Jesse James Hamblin, Bridgeport, Ct. and Abraham Levy, Philadelphia, Pa. Employed in summers during undergraduate school to produce working drawings for apartments and residences. 1971 to 1973 and several summers.

PROFESSIONAL ORGANIZATIONS: American Institute of Architects and American Institute of Certified Planners.

INTERESTS: Conservation - member of the Appalchian Trail Conference and the Appalchian Mountain Club, and Historic Preservation - member of the National Trust for Historic Preservation, the Society of Architectural Historians, the Society for the Preservation of New England Antiquities, the Beverly Historical Society, the Fitchburg Historical Society, and the Society for Industrial Archeology. Lecturer on Historic Preservation, Fitchburg State College. Traveled in Europe, Asia, and Australia.

JOYCE I. MESCHAN
One Highland Street
Cambridge, MA 02138
(617) 547-1054

# CURRICULUM VITAE

PROFESSION: Environmental/Arts Education, Communications.
POSITION: Executive Director, Vision,Inc.,The Center for Environmental Design and Education

EDUCATION:

Harvard University — Ed.M. - Master of Education, June 1974.
Harvard Graduate School of Education.
Course concentration: Laboratory of Human Development, Center for Research in Children's Television; Ego Development; Learning Environments.

Emerson College — M.A. - Master of Arts, Communications, June 1972.
Course concentration: Communications Theory; Broadcast Journalism; Educational Television.

Stephens College — B.A. - Bachelor of Arts, December 1970.
Course concentration: Journalism, Literature, Psychology.

Harvard University — Studies in Advanced Writing of Journalism - 1971.
Studies in Advanced Writing of Fiction - 1970.

PROFESSIONAL EXPERIENCE:

Vision, Inc. — Executive Director, September 1978 to present.
Vision, Inc. is a non-profit, tax-exempt, advocacy planning and design organization concerned with the quality of the visual environment. Project areas include: urban design, townscape conservation, landscape design, historic interpretation, graphic communication and environmental education for citizen groups, schools, government officials and private organizations. (617) 491-3763

Vice President, September 1974 to September 1978.
Grants management and development; community education; publications management and development; director of fiscal operations.

Director of Environmental Education, September 1974 to September 1978.
Developer of "Street Smart", a comprehensive package of audio-visual tools for middle school students.

"Street Smart" materials will be catalysts for exploration and interpretation of the built enviroment. A team of educators, illustrators, architectural historians and producers in Boston & New York is working on the program.

"Street Smart" began with a year of research/experimentation in four New England schools in 1976 and 1977. Scheduled to be field tested in late 1979 and distributed nationwide in 1980, the package will include filmstrips, posters, teachers' manual and an activity guide with interdisciplinary activities for social studies, art and language arts teachers.

Grants received by Vision, Inc. for the program: H.E.W. Office of Environmental Education, National Endowment for the Arts, Rockefeller Family Fund, Mary Reynolds Babcock Foundation, National Trust for Historic Preservation, Polaroid Foundation, Arthur D. Little Foundation, Gebhard-Gourgaud Foundation.

Video-Ventures, Inc.

Executive Director, September 1972 to June 1974.
VideoVentures was an after-school workshop program for children ages four to ten in Lexington, Massachusetts and Newton, Massachusetts. The workshops combined creative dramatics and videotaping/playback to promote verbal and physical expression and self-concept development. Two creative drama teachers and work-study students were employed by the workshops, which had an average of thirty students in ten-week sessions at each of the two locations. The workshops were utilized as laboratories for research of the effectiveness of using arts education for ego development.

Harvard School of Public Health

Office for Instructional Development, 1972.
Assistant to Dr. Neal Balanoff, Director.

Reynold Woods Summer School

Director, 1968 - 1969.

CONSULTATION:

American Institute of Architects, Washington, D.C.

Consultant to AIA, Environmental Education Committee, member of Task Force on AIA environmental curriculum guidelines, beginning February 1979.

Office of Environmental Education H.E.W. Office of Education Washington, D.C.

Environmental Education Consultant, Urban oriented environmental education policy meeting, Boulder, Colorado, 1977.

Newton Public Schools, Newton, Massachusetts.

Arts Education Consultant, developed and administered a ten-week arts education program at the Hamilton Elementary School, 1974.

RESEARCH AND DEVELOPMENT:

Program Designer/Coordinator of I.M.A.G.E. - A.C.T., proposed arts education teacher training program for four Boston area school systems, 1973.

PUBLICATIONS:

See Vision, Inc. Publications.

LECTURES:

National Short Course on Urban Environmental Education, Washington D.C., sponsored by the H.E.W. U.S. Office of Environmental Education, July 1979, Blacksburg, Virginia.

Massachusetts Council for Social Studies Tenth Northeast Regional Conference, March 1979.

Harvard Graduate School of Design, "City Sources" conference, 1977 and 1978.

North Carolina State University School of Design, Raleigh, North Carolina, 1978.

Preservation Institute, Nantucket Massachusetts, sponsored by the University of Florida Department of Historic Preservation, 1976, 1977.

WORKING PAPERS:

"Interdisciplinary Approaches to Exploring the Manmade Environment."

"And Now a Word From" - A review of effects of TV on children and guide for parents in the use of TV.

"A Review of Research in Roleplaying"

"An Experiment in Teaching Moral Reasoning to Children"

MICHAEL ROBINSON, AIA
DIRECTOR OF URBAN DESIGN
VISION, INC.

## EDUCATION

| | |
|---|---|
| Harvard University | Master of Landscape Architecture in Urban Design, June 1977. Course concentration: Regional Resource Analysis, Aerial Photographic Interpretation, Plant Materials, Landscape History, Planning Law, Housing Development. |
| University of Kentucky | Bachelor of Architecture with Distinction, May 1972. Course concentration: Studio Design, History of Art and Architecture, Creative Photography. |

## PROFESSIONAL STATUS

| | |
|---|---|
| Registered Architect | State of Massachusetts, Registration Number 4546.<br>State of North Carolina, Registration Number 2678. |
| NCARB | Certificate number: 17,441. |

## PROFESSIONAL EXPERIENCE

| | |
|---|---|
| Director of Urban Design | Vision, Inc., 678 Massachusetts Avenue, Cambridge, MA 02139. |
| Head of Urban Design 5/77-2/79 | City of Cambridge Community Development Department. Directed a small staff or urban designers, landscape architects, and graphic designers. Worked directly with land use and zoning, transportation planning, and economic development of sections of the City on all physical design matters. |
| Project Architect 8/74-8/75 | Dellinger/Lee Architects and Planners, Charlotte, North Carolina. Jop Captain and Construction Administrator. |
| Project Designer 6/73-8/74 | Clark, Tribble, Harris, and Li, Architects and Landscape Architects, Charlotte, North Carolina. Responsible for design, site planning, and team production of three housing developments and a State Office Building. |
| Project Designer 6/72-6/73 | Odell Associates, Inc. Architects and Landscape Architects, Charlotte, North Carolina. Responsible for design and development phases of Fieldcrest Technical Center, Moore Memorial Hospital Additions and Renovations, Ciba Giegy Corporate Headquarters, and others. |

## TEACHING EXPERIENCE

| | |
|---|---|
| Instructor | Design Communication Workshop, Landscape Architecture Department and Urban Design Program, Harvard Graduate School of Design, Fall 1978 to present. |
| Teaching Assistant | Advanced Communication Graphics with William McGilvray, Urban Design Program, Harvard Graduate School of Design, Spring, 1977. |
| Teaching Fellow | History of the Man-Made Landscape with Professor John B. Jackson. Department of Landscape Architecture, Harvard Graduate School of Design. Fall, 1976. |
| Teaching Asssistant | Site Planning, with Professor Peter Hornbeck, Department of City and Regional Planning, Harvard Graduate School of Design. Spring, 1976. |

## PUBLICATIONS, WORKING PAPERS AND EXHIBITIONS

| | |
|---|---|
| 1979 January | Alewife Revitalization: An Urban Design Plan, Alewife Urban Design Team, Cambridge Community Development Department. |
| 1978 August | Alewife Development Potential, a technical report by the Alewife Urban Design Team; Cambridge Community Development Department. |
| 1978 July | A Preliminary Discussion of Alewife Roadway Improvements, a technical report by the Alewife Urban Design Team; Cambridge Community Development Department. |
| 1978 April-June | Nineteenth Century Planned Communities, Historic Preservation, the quarterly publication of the National Trust for Historic Preservation. |
| 1977 September | The American Suburb, Preservation News, The National Trust for Historic Preservation monthly newspaper. |
| 1977 September | The Greens ... Architects of the Middle Landscape, exhibited at the College of Architecture, University of Virginia. Mr. Robinson's "Garden and Other Rituals of the Middle Landscape" was one of eight works exhibited. |
| 1977 May | Harvard Square Commercial District, Department of Landscape Architecture & the Urban Design Program, Harvard University. |

MICHAEL JUSTIN DOWLING
VISION, INC.
PROJECT DIRECTOR

## EDUCATION

**Harvard University**

Master of Architecture in Urban Design, February, 1977.
Course concentration: Urban Design Studio, Real Estate and Building Development, Environmental Psychology, Landscape History, Planning Law, Graphics.

**University of Maryland**

Bachelor of Architecture, May, 1973.
Course concentration: Studio Design, Architectural History, Historic Preservation.

## PROFESSIONAL STATUS

**Registered Architect**

State of Maryland, Registration Number 3625-A

## PROFESSIONAL EXPERIENCE

**Project Director**

Vision, Inc., 678 Massachusetts Avenue, Cambridge, Massachusetts

**Architect 7/78-2/79**

RTKL Associates, Baltimore, Maryland
Member of the design team for Canal Place, a mixed-use development in New Orleans, Louisiana; primarily responsible for the schematic design and design development of a 500 room, luxury class hotel.

**Urban Designer 8/77-7/78**

Maryland - National Capital Park & Planning Commission, Urban Design Division, Silver Spring, Maryland. Responsible for regulatory planning, site and project plan review, Board of Appeals, and Special Exception review, as well as Urban Design Schemes involving Transit Station Zones, Central Business Districts, and rural commercial districts.

**Architect 4/77-8/77**

Cambridge Seven Associates, Cambridge, Massachusetts. Responsible as part of a team, for preliminary working drawings and design for the Porter Square Redline Station in Cambridge, Massachusetts.

**Designer 9/74-9/77**

Andrew V. Donnally & Associates, Bethesda, Maryland. Responsible for design and working drawings for commercial and institutional projects in suburban Maryland.

| | |
|---|---|
| Designer<br>6/73-9/74 | Peter D. Paul, Architect, Baltimore, Maryland.<br>Responsible for preliminary and final design, working drawings, and construction coordination of an urban housing development in Baltimore, Maryland, and site planning and schematic design of a housing development in Annapolis, Maryland. |

## TEACHING EXPERIENCE

| | |
|---|---|
| Teaching Assistant | Introduction to the Built Environment, with Roger Lewis, School of Architecture, University of Maryland, Fall and Spring, 1972-1973. |

## OTHER PROFESSIONAL EXPERIENCE

| | |
|---|---|
| 1977-1979 | Residential Addition, Cobb Island, Maryland with Stephen Muse and Bruce Hutchinson;<br>Addition and Renovation to a 18th century house, Annapolis, Maryland;<br>Development Potential Analysis, Annapolis, Maryland.<br>Residential Renovation of a 19th Century rowhouse, Fells Point, Baltimore, Maryland. |

## REPORTS, WORKING PAPERS, PUBLICATIONS

| | |
|---|---|
| 1978 | Urban Design Manual: Potomac Village Crossroads Urban Design; Public Benefit Assessment for the Maryland National Capital Park & Planning Commission |
| 1977 | East Cambridge Urban Design Study, Urban Design Program, Harvard University, Graduate School of Design. |
| 1977 | "Residential History" used as an illustration for an article by Dr. Florence C. Ladd in "Landscape Magazine," Winter, 1977. |
| 1976 | Graphic design of a mailer/poster for the Urban Design Program, Harvard Graduate School of Design. |

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