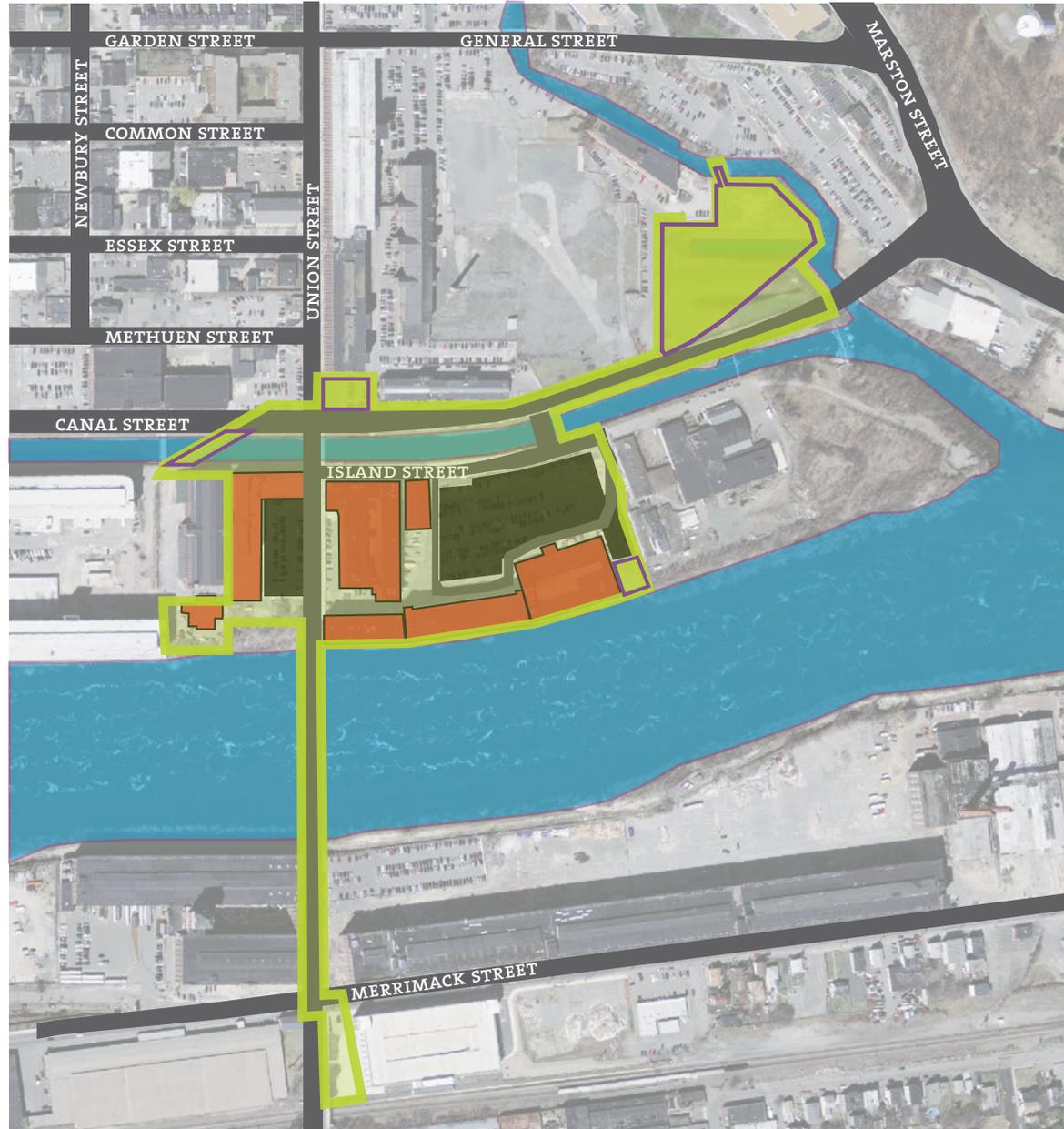


# Union Crossing Public Art Master Plan

Lawrence, MA

Prepared by UrbanArts Inc., D. S. Koff, Flynn Costello and Oscar Bogran



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Lawrence, MA

## **A Project of:**

Lawrence CommunityWorks  
in partnership with:  
The City of Lawrence  
Essex Art Center  
Groundwork Lawrence  
The Lawrence History Center

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# Introduction

In January 2011, a multi-disciplinary team was hired by Lawrence CommunityWorks (LCW) to create a Public Art Master Plan for the Union Crossing neighborhood in the City of Lawrence, Massachusetts. This team, headed by Christina Lanzl of the Urban Arts Institute at Massachusetts College of Art and Design, in partnership with Lead Artist, D.S. Koff, and Project Artists Oscar Bogran and Flynn Costello, worked with local partners, including the City of Lawrence, Essex Art Center, Lawrence History Center, and Groundwork Lawrence as well as members of the community and staff from Lawrence Community Works (LCW) to develop the plan.

The Goals of the public art master plan are to establish a framework for themes and sites that will increase the community's engagement in the planning and decision making process and create opportunities for local and other artists to participate. The team prepared a framework for both temporary and permanent public art to enable a simple, feasible implementation.

At a community charrette on February 26th, close to fifty participants contributed their ideas and lent their hands in the creation of this master plan and pilot art project for Union Crossing, a project that will transform a complex of historic textile mills into a new mixed-use neighborhood with family housing, offices, shops, and community spaces. Weekly planning meetings of the public art team with LCW generated ideas and a process for the implementation of the new public art program. Project area research has been compiled by D. S. Koff and LCW in the course of the past four years.

Meetings were held with existing partners and appropriate city agencies, including the City's Community Development Department (Art McCabe, Manager). Groundwork Lawrence (Brad Buschur, Project Manager), and the Essex Art Center (Leslie Costello, Executive Director, Artist Diane Grieco and Faculty/Special Projects Director Cathy McLaurin). The North Canal Coalition, a group of local businesses, property owners and community organizations (Loryn Sheffner and Marianne Paley, Co-chairs), was consulted.

In talking about the plan, various ideas for cultural activities and facilities took shape that would further improve creativity and quality of life at Union Crossing and in the entire City of Lawrence (see Appendix 1 on page 45). The upcoming, citywide celebration of the 100th Bread and Roses Strike anniversary in 2012 offers a prime opportunity for everyone to synchronize implementation of projects and programs proposed for the Public Art Master Plan. Further, this public art master plan could serve as a springboard to develop a cultural master plan.

The 1,000 Prayer Flags for Lawrence public art pilot project by local artists Leslie Costello and Oscar Bogran invited community participants of all ages to draw and write on brightly colored pieces of fabric, sewn into celebratory flags and strung adjacent to the North Canal from bridge to bridge along Island Street. Contributors included the charrette participants, the Essex Art Center, LCW's Movement City, the Groundwork Green Team, and the YCWA Lawrence. The team also created photo and video documentations of the sites and public art planning events for Union Crossing.

The Union Crossing public art master plan is spearheaded by Lawrence CommunityWorks in partnership with the City of Lawrence, Essex Art Center, Lawrence History Center and Groundwork Lawrence. Funding for the public art master plan is provided in part through a planning grant by the Fund for the Arts, a public art program of the New England Foundation for the Arts.

# Executive Summary

**Vision:** Themes for public art derive from many sources that establish a connection to a given place. Through the public charrette and other visioning sessions held with project partners, three overall themes emerged to help guide future works of art in the project area.

**The Three Themes of Nature, Sustainability and History:** The outcome of the charrette in combination with extensive interviews and research determined three themes for public art. They are History, Nature, and Sustainability/Healthy Living.

**History – Linking the Past and Present with the Future:** Change is a constant in this immigrant city, giving Lawrence its special energy. To celebrate Lawrence’s history as an immigrant, industrial and working class community with relevance for the present and future is of particular interest. The historic Mill District was the location of important labor movements. This history provides an opportunity for public art that celebrates this heritage.

**Nature:** Nature as source and inspiration for public art at Union Crossing will stimulate both passive and active recreation. Offering opportunities to connect with the outdoors is central to the plan. Ways to accomplish this goal are to highlight the unique geography of the Merrimack and Spicket Rivers, and North Canal waterfronts, and to create walking paths through public art initiatives.

**Sustainability and Healthy Living:** Union Crossing embraces sustainable design and has made it a priority to design a healthy neighborhood. Sustainable features for the public art program can range from the use of recycled and

salvaged materials to solar-powered lighting of buildings and trees. The redevelopment of buildings and parks already incorporate these principles.

**Public Art Typologies at Union Crossing:** Union Crossing can be characterized as an island of airy brick buildings with appealing river views wedged between the Merrimack River and North Canal. All locations within the site are walking distance. The area is close to public transportation with bus service and commuter rail service. The vehicular connection to I-495 and street network tying Union Crossing to surrounding neighborhoods constitute the circulatory system to which public art needs to respond.

Five distinctive typologies to site public art have been identified, along with a matrix of prioritized sites, preferred themes, and phasing. The Public Art Master Plan identifies appropriate public art enhancements for each.

**The Buildings:** Rooted in the City’s industrial origins is the distinctive scale of the predominantly brick buildings with sizable floor plans typically over 20,000 square feet per floor facing wide streets. Opportunities for both interior and exterior artwork tied to the themes of Nature, Sustainability and History are manifold.

**Open Space and Public Parks:** In the near term, a playground and adjacent lookout to the Merrimack River will be constructed, as well as the new Oxford site park along the Spicket River. Two central open spaces shape the appearance of Union Crossing: the expansive parking lots at Building 9 and at the Duck Mill. Parks and open space are priority sites for public art, for instance in the form of plantings, seating amenities, sculpture, tree lighting, and/or pavement art.

**The Streetscapes:** Streetscapes throughout Union Crossing and connective street corridors are potential sites for wayfinding, historic markers, streetscape amenities and other art features. Union Crossing is the geographic gateway to Lawrence, hence would benefit from landmarks to distinguish this district for both foot and vehicular traffic. Elegant tall structures offering visibility, lighting design or repeated elements serve this goal.

**The Bridges:** Union Crossing’s bridges link the City even as the waterways separate it. Thus they are key elements of the urban landscape and a means to celebrate ‘connectedness.’ Initial concepts for the bridges are mounted flower boxes or creative lighting design.

**Waterscapes:** The bridges and adjoining streets and walkways of the Merrimack River and North Canal offer open, unobstructed views of a great Union Crossing asset: the water, a significant canvas for public art both along its edges as well as on the water itself. Its linear nature lends itself to exhibitions of large-scale installations or a series of works.

**Conclusion:** The Union Crossing Public Art Master Plan is the result of an increasing interest in public art by a number of local organizations and the City of Lawrence. spearheaded by Lawrence CommunityWorks in partnership with the City of Lawrence. These partners recognize the transformative power of public art in revitalizing communities and seek to build alliances with others. A rich array of ideas has been compiled. Though not all will be realized, they serve as a roadmap and tool to help guide the conversation and planning process.

# Resumen Ejecutivo

**Visión:** Los temas para arte público derivan de varios recursos que establecen un nexo con sitios determinados. A través del taller (charrette) público que se llevó a cabo en Lawrence y otros ejercicios visionarios con los socios del proyecto, surgieron tres temas que servirán de guía para la integración de instalaciones de arte público en el área de Union Crossing.

**Los Tres Temas: Naturaleza, Sostenibilidad e Historia:** El resultado del taller (charrette) público aunado a una serie de entrevistas e investigaciones, establecieron tres temas para arte público: Historia, Naturaleza y Vida Saludable.

**Historia:** El Pasado unido con el Presente y el Futuro: El cambio es un elemento constante en esta ciudad de inmigrantes, dando a Lawrence su energía característica. Para celebrar esta historia de una comunidad inmigrante, industrial de trabajadores y su relevancia y significado para el presente y el futuro, es de interés particular. El Distrito Histórico de Molinos fue donde acontecieron movimientos laborales importantes. Esta historia proporciona una oportunidad para celebrar esta herencia a través del arte público.

**Naturaleza:** La naturaleza como fuente de inspiración para arte público en Union Crossing estimulará actividades recreativas tanto activas como pasivas. Formar vínculos con áreas externas del lugar es un elemento clave del plan. La forma de hacerlo es acentuar el aspecto geográfico único de los ríos Merrimack y Spicket, y el Canal Norte, y crear caminos peatonales a través de iniciativas de arte público.

**Sostenibilidad y Vida Saludable:** Union Crossing apoya el diseño sostenible y ecológico y tiene como prioridad la integración de un vecindario

saludable. Elementos incorporados al arte público incluyen el uso de materiales reciclados y la iluminación de edificios y árboles generada a través de energía solar. La renovación de edificios y parques ya incorpora estos principios.

**Tipologías de Arte Público en Union Crossing:** Union Crossing puede ser caracterizada como una isla de edificios de ladrillo con agradables vistas hacia los ríos encajada entre el Río Merrimack y el Canal del Norte. Todas las localidades del área están al alcance del peatón. El área es también un centro para el transporte de autobuses y ferrocarril públicos. El nexo vehicular con la carretera I-495 y red de calles que ligan a Union Crossing con las vecindades próximas, constituyen el sistema circulatorio al que deberá responder cualquier arte público.

Cinco áreas tipológicas para proyectos de arte fueron identificadas e incorporadas en una matriz donde se indican prioridades. A continuación se encuentra una lista de sitios, temas y géneros que deberá seguir el Plan Maestro. El plan identifica el tipo de arte más adecuado para cada instancia.

**Los Edificios:** Arraigada en los orígenes industriales de la ciudad, la escala de los edificios es notable, construidos principalmente de ladrillo con pisos que abarcan típicamente 20,000 pies cuadrados con vista a las amplias calles. Existen amplias oportunidades interiores y exteriores para arte público ligado a los temas identificados.

**Espacios Abiertos y Parques Públicos:** Dos espacios abiertos localizados centricamente determinan el aspecto físico de Union Crossing: los extensos estacionamientos adjuntos al Edificio 9 y el Duck Mill, así como otros lotes

vacíos. Estos se identifican en el Plan Maestro con recomendaciones para arte público como son la incorporación de plantas, bancas, esculturas, iluminación de árboles, y/o arte integrado al pavimento.

**Las Calles y el Paisaje Urbano:** El corredor creado por el Canal y Union Street en Union Crossing con el centro urbano de Lawrence, proporciona acceso a la carretera I-495, y a los medios de transporte público. La excelente red de transporte de Union Crossing indica el papel importante de este sitio como portal de la ciudad. El paisaje urbano ofrece una multitud de oportunidades para arte público.

**Los Puentes:** Los puentes unen a la ciudad al mismo tiempo que las vías acuáticas la separan. Por lo tanto, son elementos clave del paisaje urbano y una forma en que el arte público pudiera celebrar las nexos existentes.

**El Paisaje Acuático:** Los puentes, calles anexas y vías acuáticas del Río Merrimack y el Canal Norte ofrecen vistas abiertas al agua. En sí, el agua puede considerarse un lienzo significativo para arte público a los costados del río y canal, así como sobre la superficie propia del agua.

**Conclusion:** El Plan refleja un aumento de interés de parte de múltiples organizaciones en la ciudad de Lawrence en el arte público. Principal entre ellas se encuentran Lawrence CommunityWorks en sociedad con la Ciudad de Lawrence, el Essex Art Center, Lawrence History Center, y Groundwork Lawrence. Esta coalición reconoce el poder transformativo del arte en la revitalización de la comunidad. El plan ofrece un mecanismo para guiar la conversación y el proceso de planificación.

# Description and History of the Project Area

The City of Lawrence was created by the Essex Company out of farmland on the banks of the Merrimack River. Essex Company engineers built the largest stone dam in the world (at the time in 1845) and canal system to provide waterpower to the mills. They laid out the streets and sold restricted-use land deeds for mills, homes, stores, churches, schools and local government. The Essex Company was also contracted to build mills and machinery. Through their ingenuity, Lawrence soon became a leading woolen textile-manufacturing center.

The growth of Lawrence sparked numerous cases of technical innovation and social change. Notable technical innovation highlights include the world's first water filtration system using sand beds, leading to marked reductions of typhoid fever and overall death rate in the City. At the current Oxford Paper site, soon to be developed into a park along the Spicket River Greenway, the Russell family pioneered a new manufacturing technique to create paper out of wood pulp. The Greico Brothers, Italian immigrants to Lawrence, were the first to manufacture fine men's suits in an assembly line at 181 Canal Street. Their company, Southwick, later moved to Building 9, which is now Phase One of Union Crossing. These buildings are currently being redeveloped for a mix of housing and commercial space to set a new standard for energy-efficiency and healthy development.

Similarly, Lawrence's legacy of social change continues today. At the project area's borders stands the Pemberton Mill, the site of the largest industrial disaster the world had ever seen in 1860. Hundreds of factory workers were injured or died during the mill's collapse and ensuing fire, calling international attention to the substandard conditions. In 1912, thousands of immigrant mill workers representing over a dozen countries, joined in the Bread and Roses Strike, temporarily shuttering factories in the area. The strike led to U.S. Congressional Hearings examining employment practices, particularly for children, and contributed to Federal child labor laws. Over time new immigrant populations have moved into the City, and in 2008 Lawrence residents elected the first Hispanic mayor in the Commonwealth of Massachusetts.

Lawrence's 1845 founding as a planned community provides a direct link to the planning of the newly redeveloped Union Crossing district as an affordable mixed-use neighborhood.

# Union Crossing Development Context

Today, the City of Lawrence is harnessing its history as an industrial powerhouse to once again become a vibrant place to live and work. At the forefront of this change is Union Crossing – a bold and innovative redevelopment project that will transform a complex of 19th century textile mills into a dynamic new mixed-use neighborhood on the banks of the Merrimack River. Its 360,000 square feet of renovated space will encompass approximately 125 units of family and workforce housing, commercial office, retail, and community facilities, as well as new green space and pedestrian amenities in the heart of the city.

Union Crossing builds on the neighborhood development already completed by Lawrence CommunityWorks. LCW has constructed or renovated over 200 units of high-quality affordable housing and a new community center (Our House for Design and Technology), representing more than \$25 million of investment in Lawrence neighborhoods. Recent projects have focused on the reclamation and redevelopment of vacant and foreclosed properties in the North Common neighborhood.

Union Crossing is the next building block in the revitalization of the Reviviendo Gateway District (a smart growth zoning district created in 2003 with support from LCW, Groundwork Lawrence, and partner organizations) and the City of Lawrence. Phase One of Union Crossing is already under construction with expected completion and occupancy in fall 2011-spring 2012. Phase One represents \$30 million of private investment and includes new family housing, commercial office and industrial space, a new

canal bridge, riverfront park, and upgraded streetscape and parking. Phase Two, the Duck Mill, located across Union Street to the west of Phase One, is currently in the pre-development and design stage.

Community planning and support has been crucial to the development of Union Crossing. An all-volunteer Committee has helped to shape the project's design and development from the very beginning (2008-present). LCW members have been involved in architect selection, site visits, project design, advocacy, and outreach to local residents and businesses. More than twenty charrettes and committee meetings were held from January 2008 to January 2011 and included hundreds of local people. Community needs and priorities created a mandate for the Union Crossing Master Plan, Vision, and Objectives. The vision and goals for Union Crossing are to:

- Redevelop Lawrence's historic mills
- Provide family and workforce housing
- Support local economic development
- Set a standard for energy-efficient and healthy development
- Build resident assets and wealth
- Promote education and wellness

The prominent location of Union Crossing, situated a quarter mile from the train station and the entrance to I-495, makes it a visual, vehicular, and pedestrian gateway to the City. Therefore, the creation of a Public Art Master Plan will enable this area to set a standard for place making in the downtown area and City as a whole.

# Overall Vision: Nature, Sustainability, and History

3.1

## 3 Themes

Themes for public art derive from many sources that establish a connection to the place. Through the charrette and other visioning sessions held with project partners, three overall themes emerged that can help guide future works of art in the project area:

### Nature

One of the important opportunities for public art at Union Crossing is to help establish a connection with nature and to stimulate both passive and active recreational activities. The area is surrounded by water, including the Merrimack and Spicket Rivers and the North Canal, and offers multiple opportunities to connect with the outdoors.

Bringing people closer to nature through their daily experiences can create a stronger connection to the environment, educate residents and visitors about the interplay between the natural and built environment, and create incentives to spend time out-of-doors. Public art projects and programs will be designed with these goals in mind. One-mile walking paths connecting the future parks, residential and commercial areas are an important and low-cost means to accomplish this. These walking trails can feature points of interest along the way, which may include nature themes, but can also present history, public health and other topics. Flower plantings on the bridges over the canal are high on the wish list to enhance and bring attention to these areas and encourage walking. One or several partners are needed to take a leadership role in this initiative and provide stewardship for the walking paths and flower plantings.

### Sustainability and Healthy Living

Union Crossing embraces sustainable design and has made it a priority to design a healthy neighborhood. Sustainable features for the public art program can range from the use of recycled and salvaged materials to solar-powered lighting of buildings and trees.

Many environmental features are incorporated into the Building 9 redevelopment, such as super-insulation to reduce heating loads, high-efficiency lighting, low-VOC finishes to support indoor air quality, and a rooftop photovoltaic system that will generate renewable energy. The high-performing insulation and ventilation system will ensure that air in the building is fresh and clean, which is important in a city with a high rate of childhood asthma.

The parking lot is constructed with several sustainable features, including tree box filters for storm water runoff, native plantings, and a new riverfront park. Connecting Union Crossing to the Spicket River Greenway, ensures residents will have a safe and vibrant place to walk and exercise.

Union Crossing has an important legacy of concern for the health of Lawrence residents and healthy living: on Island Street, Essex Mills chief hydraulics engineer and Lawrence native Hiram F. Mills developed his slow-sand water filtration systems to prevent disease in the mid-1800s, which became the national standard for maintaining clean drinking water.

### History: Linking the Past, Present and Future

Change is a constant in this immigrant city, giving Lawrence its special energy. To celebrate Lawrence's history as an immigrant, industrial and working class community with relevance for the present and future is of particular interest. The historic Mill District was the location of important Labor Movements, such as the 40-hour workweek and fair labor conditions that resulted in part from the Bread and Roses strike of 1912 at the Pemberton Mill, immediately abutting Union Crossing. A major, citywide celebration will mark the 100th anniversary of the strike in 2012. This presents a prime opportunity for public art celebrating this heritage, linking it to the present and future.

Several famous cultural icons have historic roots in Lawrence, including entertainers, writers and fashion moguls. Revered poet Robert Frost, actress Thelma Todd, and Grammy, Tony and Emmy award winning vocalist Robert Goulet grew up in Lawrence; world-renowned composer and conductor Leonard Bernstein was born here. Fashion world tycoon Ralph Lauren and the stylish suits of the Grieco Brothers are part of city's history. Famous people from Lawrence can be found on Wikipedia.

The ethnic diversity, and particularly the current shaping of Lawrence by the Latino community, offers rich material for storytelling. Today's Lawrencians are keen on honoring the past and its historic immigrant streams, while celebrating the present. Looking toward the future of the Union Crossing District, public art is intended to play a key role in expressing local cultural identity.

# Public Art Typologies at Union Crossing

Union Crossing's physical presence is an island wedged between the Merrimack River and North Canal. Airy brick buildings with appealing river views characterize the entire Union Crossing district. All locations within the neighborhood are within walking distance, where the pedestrian experience should be enhanced and promoted. Also within a ten-minute walking distance are bus service and the commuter rail station via Union Street, Duck Bridge and Merrimack Street. To the north and bounding the east, Union and Canal Streets also establish the important connection to downtown Lawrence and the Essex Street corridor.

The convenient vehicular connection to I-495 and street network tying Union Crossing to surrounding neighborhoods merit distinctive public art features demarking the island at its entry and exit points with 'gateway' markers. The vision is that a festive, welcoming atmosphere serves to cement the new neighborhood image of the former industrial complex. Public art at select locations enhances the street corridors, existing buildings and undeveloped, empty lots to create a sense of place.

Consistent public art elements improving the pedestrian, bicycle and vehicular experience, particularly along Union and Canal Streets, are important to establish human scale, comfort and connectivity.

Our vision is for temporary and permanent art to be present throughout the district, either as art in architecture or integrated in streetscapes and open spaces. Open space is defined as the public parks, as well as empty lots and surface parking, where way finding elements and street furniture, including seating, bike racks, trash receptacles, water fountains, light fixtures, or bus shelters, etc. serve immediate public needs. These are complemented by 'gateway' public art features at major sites to lend a unique identity to Union Crossing. Four distinctive project areas have been identified and a list of prioritized sites, preferred themes and genres has been established as part of this master plan and are featured in Section 4.

# Streetscapes

## 3.2.1

The Canal and Union Street corridors link Union Crossing with downtown Lawrence, I-495 highway access and public transportation. Union Crossing's excellent transportation connectivity also points to this area's role as gateway to the City, setting the tone for the experience of entering or passing through. Parallel to Canal Street, Island Street is the only public street in the east island project area. Currently, the majority of street frontage is comprised of open space and parking. With residents moving to Building 9, added pedestrian activity is anticipated and these new users of the space will benefit from street furniture and amenities. Public art could also be created in the form of a bus shelter at Union and Canal streets. Landmarks are needed to distinguish the presently undistinguished area and this gateway to Lawrence for both foot and vehicular traffic. Elegant tall structures offering visibility, lighting design or repeated elements are envisioned.



# Waterscapes

The bridges and adjoining streets and walkways of the Merrimack River and North Canal offer open, unobstructed views of a great Union Crossing asset: the water. The 19th century developers were attracted by the powerful, wide Merrimack River as a source of energy. Hence, North Canal was constructed from 1845-47 to deliver hydropower to the mills. Today, the waterfront location has great appeal. Public access to the waterfront can be celebrated through floating public art or installed along the edges. Its linear nature lends itself to exhibitions of large-scale installations or a series of works.

The North Canal Coalition was formed to develop and improve these assets for greater public benefit, offering good potential for public art projects. In the early 2000's the non-profit group Environmental Arts organized temporary public art exhibitions along North Canal, offering a vision for ongoing programming and upgrade of this unique Lawrence treasure.



# Bridges

## 3.2.3

The bridges connect, while the waterways separate, Union Crossing from the rest of the city. These bridges are the crucial access points and are key gateways to celebrate ‘connectedness’. Initial concepts for the bridges are lighting installations and/or mounted flower boxes. In considering an overall vision for public art and culture at Union Crossing, we are taking into account that this is a district of historic textile and paper mills, a manmade island bounded by the Merrimack River to the south and North Canal to the north.



# Buildings

## 3.2.4

Rooted in its industrial origins is the distinctive scale of the predominantly brick buildings with sizable floor plans typically over 20,000 square feet per floor facing wide streets. The brick buildings are characterized by large windows and light-filled interiors.

Possible public art typologies for both the interior and exteriors of the buildings are manifold and range from enhancements at public entrances, lobbies, hallways and staircases to façades and windows. Art installations have been proposed on the expansive rooftop of the one-storey Dye Works complex, as well as mural installations on the ground floor windows as a temporary installation prior to full redevelopment of the building.

As several of these buildings are being redeveloped using state and federal historic tax credits, large-scale permanent public art projects on private property may be required to comply with the federal Department of Interior standards for the rehabilitation of historic structures. Care must be taken with any art installations that they do not undermine but rather augment the historic integrity and craftsmanship of these intact buildings.

The Essex Art Center moved to the Mill District in 1995, establishing an artist presence in the neighborhood and producing murals and other public art projects in Lawrence neighborhoods. Artist Flynn Costello of the Art Center has created both temporary and permanent murals, mosaics and installations on building facades throughout downtown Lawrence and at Our House. Past project partners are the Frost Foundation and the Youth Volunteer Corps. The Art Center's vision thus established a precedent for art in the community and public art. Future partnerships and projects with the Essex Art Center and new collaborators within and beyond the Union Crossing neighborhood will be key to success.



# Open Space and Public Parks

## 3.2.5

Two central open spaces shape the appearance of Union Crossing: the expansive asphalt parking lots at Building 9 and at Duck Mill, with the former representing the district's largest open space at 3.5 acres. These lots are priority sites for public art, perhaps in the form of a green, living wall along the perimeter, tree lighting, and/or pavement art.

Adjacent to Building 9 and Dye Works, the new playground at Union Crossing will serve families in the new residences, the new childcare center, and the public with an inviting and accessible lookout over the Merrimack. The new playground slated for construction in summer 2011 features public art along the fence overlooking the river. The river access could be an engaging site for didactic works or a telescope, perhaps in the context of a walking path.

Complementing the Union Crossing endeavor, the City of Lawrence and Groundwork Lawrence are redeveloping the former Oxford Paper site as a City park on Canal Street at the confluence of the Spicket River. The Merrimack Valley Transit Authority is an important partner in this project. Further down at Canal and Union Streets, an existing vacant lot is being redesigned as a community pocket park.



# Types of Public Art Projects

In recent years, Lawrence has seen an increasing interest in public art. The Union Crossing Public Art Master Plan partners recognize its transformative power in revitalizing communities. Specific projects have been identified at prioritized Union Crossing sites and compiled below in Section 4: Project Area Ideas. For brainstorming purposes, we present the two standard lists of types and genres of public art projects developed by UrbanArts. We invite additions, interpretation and inventiveness to ensure diversity within the public art collection of Union Crossing and Lawrence.

## Types of public art projects

- Architectural
- Banners
- Billboards
- Bridges
- Bus Shelters
- Community Art
- Digital/Cyber Art
- Earthworks
- Fences
- Figurative
- Furniture Gateways
- Glass, Architectural
- Historic Markers
- Inflatables
- Installation
- Kinetic
- Landscapes
- Lighting
- Murals
- Pavilions
- Paving/Flooring
- Playspaces
- Portraits
- Projections
- Seating
- Signage/Symbols
- Site Specific
- Streetscape Amenities
- Tiles/Mosaics
- Tree Grates
- Walls
- Water
- Words/Text

Calls to artists can define the genre of public art intended for a project. Public spaces can accommodate any artistic genres. It is the fabrication process that determines how an application is translated for a public space. We are offering the following list of genres as a point of departure.

## Art Genres

- Architecture
- Conceptual Art
- Crafts: ceramics
- Crafts: fiber
- Crafts: glass
- Crafts: metal
- Crafts: stone
- Crafts: wood
- Crafts: other
- Environmental and Earth Art
- Landscape Architecture
- Light
- Mixed Media
- Painting
- Performance
- Photography
- Printmaking
- Sculpture
- Sound/Music
- Temporary Installation
- Video/Film

# Public Art Idea Matrix

## Building 9

The following projects correspond to the red numbers in the project area pages of Section 4.

#	BUILDING 9 IDEAS	LOCATION	THEME	PHASE
1	Indoor plants/ gardens in common areas	lobby; common areas; light shaft	nature	mid/longterm
2	Murals	floors 3-5 ; stairwells	nature	mid/longterm
3	Photographs of local ecology	floors 3-5	nature	mid/longterm
4	Photographs by David Shannon-Lier	common areas	history	short/mid/longterm
5	Natural play areas with river rocks	common areas - esp. floors 3-5 west end	nature	mid/longterm
6	Water feature that displays river height	2nd floor lobby	nature	mid/longterm
7	Mirror mosaic that reflects river	1st & 2nd fl. elevator shafts, light shaft fls. 3-5	nature	mid/longterm
8	Southwick retail store lights	1st/2nd floor lobby	history	mid/longterm
9	Lights reminiscent of planets and solar system	1st/2nd floor lobby	nature	mid/longterm
10	Tie/dye paper/origami flowers	trash/recycling room	sustainability	mid/longterm
11	Indoor benches	lobbies and common areas	nature	mid/longterm
12	"Etching" (durable decals) on glass panel	1st floor elevator lobby	history	mid/longterm
13				
14	Display of power generation of PV system v. building	2nd floor lobby	sustainability	mid/longterm
15	Artwork showing how the building saves energy	2nd floor lobby	sustainability	mid/longterm
16	Create artwork using recycled materials	trash/recycling room	sustainability	mid/longterm
17	Photo collage of people involved in development	1st/2nd floor lobby	history	short/mid/longterm
18	Color palette based on Dye Works color book	unit entryways	history	shortterm
19	Bulletin board to display children's art, projects, good	2nd floor lobby	history - present	mid/longterm
20	Poetry staircase	East & west stairwells	history - past and present	mid/longterm
21	Unit number tiles created by residents that are placed	2nd floor lobby/individual unit entryways	history - past and present	mid/longterm
22	Front desk	2nd floor lobby	history - present	short/midterm
23	Lobby furniture	2nd floor lobby	history - present	short/midterm

### Legend

Orange = high priority items that need to be implemented as part of construction work

Yellow = high priority items that can be implemented independent of construction

Gray = mid/long-term projects

# Public Art Idea Matrix

## Island Street Buildings and Open Space

#	ISLAND STREET BUILDINGS AND OPEN SPACE IDEAS	LOCATION	THEME	PHASE
2	Murals: ceramics, tile, 3D, abstract, mirrors, triptych paintings	EAC east wall & alleyway; parking lot retaining walls; Dye Works windows	nature; history - past and present	short/mid/longterm
16	Create artwork using recycled materials	trash/recycling room	sustainability	mid/longterm
24	Rotating sculpture garden	new plaza after infrastructure improvements	history - past and present	mid/longterm
25	Flower boxes (eg. cast from die cauldrons)	East Island Bridge/WPA bridge	nature	short/mid/longterm
26	Highlight canal - use artwork to bring attention to this historic features of the district	Canal; Island Street, plaza, pedestrian routes	nature; history - past and present	short/mid/longterm
27	Crow sculptures	Island Street; parking lot	nature	short/mid/longterm
28	Outline flood plain	parking lot	nature	midterm
29	Outline historic buildings	parking lot	history - past	short/midterm
30	Sustainable streetscape & urban forestry	parking lot	sustainability	short/midterm
31	Sidewalk art (e.g. paint, sidewalk chalk)	Island Street, plaza, pedestrian routes	nature; history - past and present	short/mid/longterm
32	Native plantings	parking lot	sustainability	short/midterm
33	Benches (natural-looking - possibly granite)	Island Street, plaza, pedestrian routes	nature; history - past and present	Short/midterm
34	Pilot project - Prayer flags over the canal	North Canal	nature	short/mid/longterm
35	EAC directional signage	EAC east wall; end of bridge on Island St; parking lot; sidewalk	history - present	short/midterm
36	Tables for daytime lunch/picnics	playground; plaza; 6o Island St. courtyard	history - present	mid/longterm
37	Graffiti wall/shipping container/bus	TBD- possibly floating in canal?	history - present	mid/longterm
38	Side alley for theater	EAC alleyway	history - past and present	short/mid/longterm
39	Kids art project wall	Back of EAC alleyway hiding transformers	history - past and present	short/mid/longterm
40	Tree lights	Island St and parking lot	history - past and present	short/mid/longterm
41	Sculpture - permanent	Island St. plaza	TBD	mid/longterm
42	Shading for vehicles and people	parking lot	sustainability	mid/longterm
43	Projection of light	EAC East wall	TBD	mid/longterm
44	Virtual storytelling about history and community	Island Street, plaza, pedestrian routes	history - past and present	mid/longterm
45	Fence as a canvas for art	Island Street & plaza	nature; history - past and present	short/mid/longterm
46	Outdoor movies	Dye Works east wall; EAC alleyway	TBD	mid/longterm
47	Playground art	Riverfront playground	nature; history - past and present	short term
48	Picnic area	Riverfront playground; plaza; EAC alleyway; 6o Island St. courtyard	nature; history - past and present	short/mid/longterm
49	Planter boxes (cast from dye vats)	Island Street, plaza, pedestrian routes	nature	mid/longterm
50	Interpretive signage (explain visible & unseen features)	Island Street, plaza, pedestrian routes	nature; history - past and present	mid/longterm
51	Graffiti wall/shipping container/bus	TBD- possibly floating in canal?	history - present	mid/longterm
52	Canal improvement to become a destination/asset	North Canal	nature; history - past and present	mid/longterm
53	Farmers market	parking lot	sustainability	mid/longterm
54	Path to river	East Island Bridge; sidewalk; playground	nature	short/mid/longterm
55	Youth summer art crew	EAC	history - present	midterm
56	Banners	Island Street; parking lot	history - past and present	short/mid/longterm

# Public Art Idea Matrix

## Union Street Corridor

#	UNION STREET CORRIDOR IDEAS	LOCATION	THEME	PHASE
2	Murals (theme seasons)	Duck Mill south wall, north side windows	nature	short/mid/longterm
16	Create artwork using recycled materials	trash/recycling room	sustainability	mid/longterm
25	Planter boxes	Union Street; Warehouse site park; WPA bridge	nature	short/mid/longterm
31	Sidewalk art	Union St. between Union Crossing phase one and two	history - past; present	short/mid/longterm
33	Seating - benches	Warehouse site park; bus stop on Union St.	nature; history - past and present	mid/longterm
43	Projections - light, etc.	Everett Mill south wall; River; Canal; Duck Mill walls	history - present	mid/longterm
44	Virtual storytelling about history and community	Warehouse site park; Union Street	history - past and present	mid/longterm
50	Interpretive signage about buildings and people	Union Street; Warehouse site park; WPA bridge	history - past and present	mid/longterm
51	Graffiti wall/shipping container/bus	Duck Mill south wall	history - present	mid/longterm
56	Banners	Union Street	history - past; present	mid/longterm
58	Timeline of Lawrence history	Union St. from train station to Warehouse site park	history - past and present	mid/longterm
59	Connection to Canal Street corridor - e.g. banners	Union Street	history - past and present	mid/longterm
60	Structural beacon - see from a distance	Warehouse site park	sustainability	mid/longterm
61	Monumental piece	Warehouse site park	history - past and present	mid/longterm
62	Fence - innovative design	Duck Mill parking lot	history - past and present	mid/longterm
63	Repeating art symbolizing continuum/unity	Union Street	history - past and present	mid/longterm
64	Park with flower plantings, seating, WiFi, aesthetic	Warehouse site park	nature; history - past and present	longterm
65	Scenic outlooks/observatory	Duck Bridge/ Duck Mill	nature; history - past and present	mid/longterm
66	Illuminate Duck Bridge	Duck Bridge	nature; history - past and present	mid/longterm
67	Fountain/water features	Warehouse site park; North Canal	nature	mid/longterm
68	Walking oriented art/lighting/animation	Union Street	TBD	mid/longterm
69	Tables - outdoor eating area	Warehouse site park	nature; history - past and present	mid/longterm
70	Bus stop shelter	Union Street	history - present	mid/longterm
71	Repetitious art symbolizing continuum/unity	Union Street	history - past and present	mid/longterm
72	Inventive/fun/humorous sculptural piece	Warehouse site park	nature; history - past and present	mid/longterm
73	Kinetic sculpture	Warehouse site park	all 3 themes	
74	Relief mural	Warehouse site park	history - past and present	mid/longterm
75	Pemberton/labor memorial	Warehouse site park	history - past	mid/longterm
76	Linear gallery	Remnant wall by Duck Mill; south side of North Canal	history - past and present	mid/longterm
77	Art festival	Union St, Island St, Canal St	history - present	mid/longterm
78	Brick wall	Union Street east side	history - past and present	short/mid/longterm
79	Art with a sense of humor	Union Street	history - past and present	mid/longterm
80	Wind feature/flags/pinwheels	Union Street, North Canal	nature	short/mid/longterm
81	Merrimack River waterfront park	National Grid site along river	nature	longterm
82	Sports-themed art/walking path	New Balance factory; Duck Bridge	history - present	mid/longterm

# Public Art Idea Matrix

## Canal Street Corridor

#	CANAL STREET CORRIDOR IDEAS	LOCATION	THEME	PHASE
25	Flower boxes	East Island Bridge; Guilford Bridge; Canal St; Warehouse site park	nature	mid/longterm
27	Bike racks	Oxford site park; Warehouse site park	history - present	mid/longterm
32	Native plantings	Oxford Park; Everett Mill south wall	nature	mid/longterm
33	Seating - chairs and benches (sculptural)	throughout the project area	all 3 themes	mid/longterm
41	Permanent sculpture	throughout the project area		mid/longterm
43	Projections of light	Everett Mill smokestack & south wall	history - past and present	mid/longterm
44	Virtual storytelling about history and community	Warehouse site park; Canal Street; Oxford site park; Guilford Bridge	history - past and present	mid/longterm
50	Interpretive signage about buildings and people	Union Street; Warehouse site park; WPA bridge	history - past and present	mid/longterm
57	Banners	Canal Street	history - past and present	mid/longterm
59	Connection to Union Street Corridor - e.g. banners	Canal St.; Marston St.; Oxford site park	history - past and present	mid/longterm
69	Picnic tables	Warehouse site park; Oxford site park; old Spicket River bridge	history - present	mid/longterm
83	Granite markers	Oxford site park	history - past and present	mid/longterm
84	Monumental gateway to city/permanent art piece	Warehouse park; Marston & Canal Streets	history - past and present	mid/longterm
85	Historic interpretation of raceway	Oxford site park	history - past	mid/longterm
86	Weekend festivals	Oxford site park; Canal Street; Warehouse site park	history - past and present	mid/longterm
87	Youth programs to create temporary art	Oxford site park; Spicket River bridge; Warehouse site park	history - past and present	
88	Art that attracts youth (eg. bright colors, eye catching)	Canal Street; Warehouse site park	history - past and present	
89	Walking loops with milage markers and trailheads	Oxford site park; Spicket River bridge; Canal Street		short/mid/longterm
90	Painted lines indicating railroad	Guilford Bridge	History - past	short/mid/longterm
91	Memorial to Pemberton Mill disaster	Warehouse site park	history - past	mid/longterm
92	Tribute to Lawrence artist & entertainers	Oxford site park	history - past and present	mid/longterm
93	Poetry steps	Oxford site park	history - past and present	mid/longterm
94	Performance Area	Oxford site park; Warehouse site park	history - past and present	mid/longterm
95	Interactive sculpture	Oxford site park; old Spicket River bridge; Warehouse site park	history - past and present	mid/longterm
96	Permanent art with a temporal quality/changes with the seasons	Oxford site park; old Spicket River bridge; Canal Street	nature	mid/longterm
97	Lighting - solar powered	Oxford site park; old Spicket River bridge; Warehouse site park	sustainability	mid/longterm
98	Game tables	Warehouse park	history - present	mid/longterm
99	Reclaimed canopy from old train station	Oxford site park	sustainability	mid/longterm
100	Fountain	Warehouse park/ North Canal	nature	mid/longterm
101	Kinetic/renewable energy sculpture	Warehouse park	sustainability	mid/longterm
102	Dog-friendly area	Oxford site park; Warehouse site park	history - present	mid/longterm
103	Food vendors	Warehouse park	history - present	mid/longterm

# Union Crossing Neighborhood Project Area

For the purposes of this Master Plan, we have divided the project area into four location-based categories:

**Building 9**

**Island Street Buildings and Open Space**

**Union Street Corridor**

**Canal Street Gateway Corridor.**

During the master planning charrette, participants were divided into discussion groups based on these four project areas to generate ideas. The following matrix records the suggestions and prioritizes them according to the follow-up discussions with the project partners.



# Building 9 - 50 Island St.

4.1

## Location

The focus of this project area is the interior of Building 9. The structure has 360,000 square feet divided over five stories and a basement. Because the basement and first floor are designated within the 100-year flood plain, the main lobby, childcare center and commercial space are located on the second floor, with residential units on floors 3-5.

## Priority Ideas

Lawrence CommunityWorks and Coldham & Hartman Architects are considering dividing the floors according to theme, so each of the three themes would be represented in the building on various floors.

## Phasing

Building 9 is under construction as of the writing of this Master Plan. The expected completion and occupancy date is spring/fall 2012. When finished, Building 9 will house 60 affordable units for families, a childcare center, and commercial space.



VIEW FROM THE SOUTH



# Stairwells

## 4.1.1

### Priority Idea

A topic of lively discussion throughout the planning process was to envision ways to use art to encourage people to take the stairs rather than using elevators. Not only does this save energy consumption for the building, but it improves the lives of people through daily exercise.

The Frost Foundation proposed to inscribe poems by Robert Frost and other multi-lingual poets on risers in staircases. This is a promising project that can be implemented at low cost through collaboration between LCW and the Frost Foundation.



WEST SIDE STAIR TOWER

2, 20



EAST SIDE STAIR TOWER

2, 20



STAIRS



STAIRS



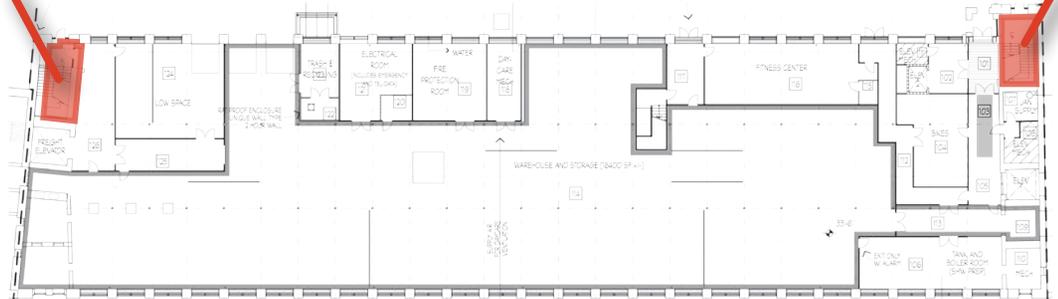
INTERIOR WALL



BANISTER DETAIL



SECOND FLOOR LANDING



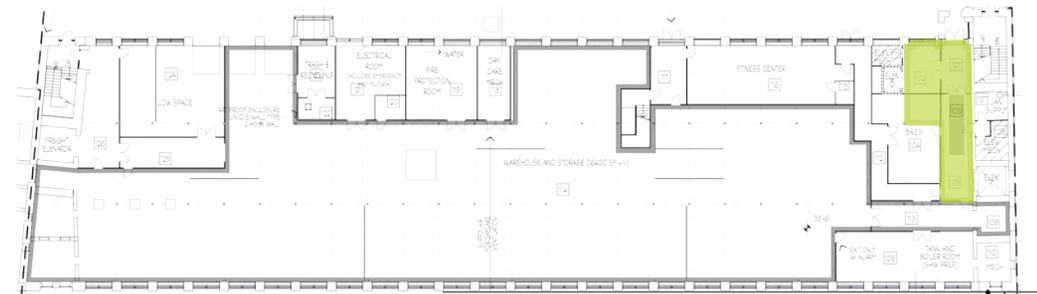
# Floor 1 Lobby

## 4.1.2

### Priority Idea

A history concept has been proposed for the first floor with the following three concepts:

1. An acrylic stencil of a mill worker on the glass wall opposite the building's entrance.
2. A mosaic made from construction debris around the elevator shaft to the Floor 2.
3. Triptych portraits by David Shannon-Lier of people in Building 9 during it's past three stages as a factory, construction site, and mixed-use development. These portraits can be hung in the lobbies of the first and second floors, showing visitors the evolution of the building to it's future state as a model for energy efficiency and sustainability.



ENTRY VESTIBULE

5, 8, 9, 10, 18



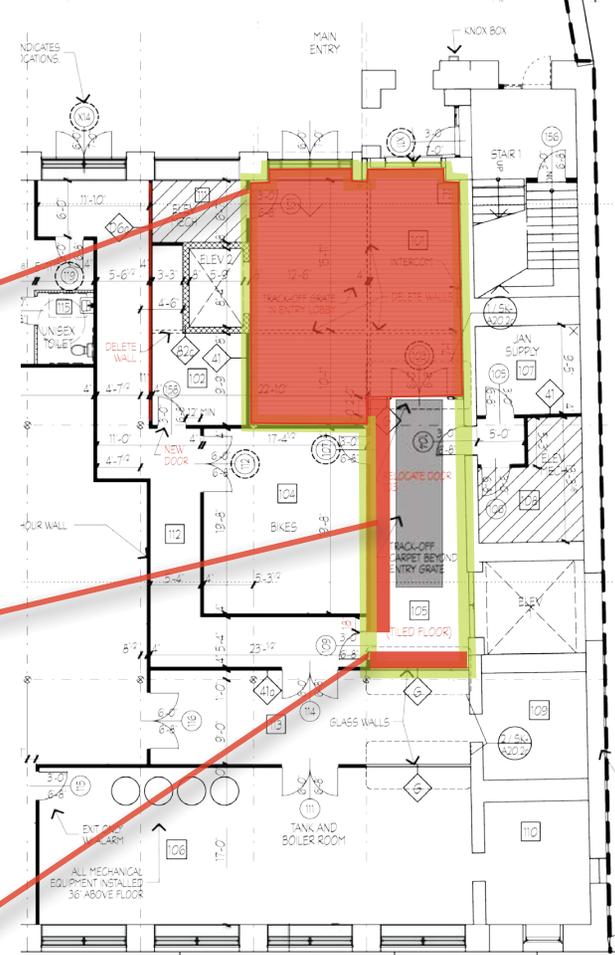
BIKE STORAGE WALL

5, 8, 13, 18



GLASS WALL AND BENCH

8, 13

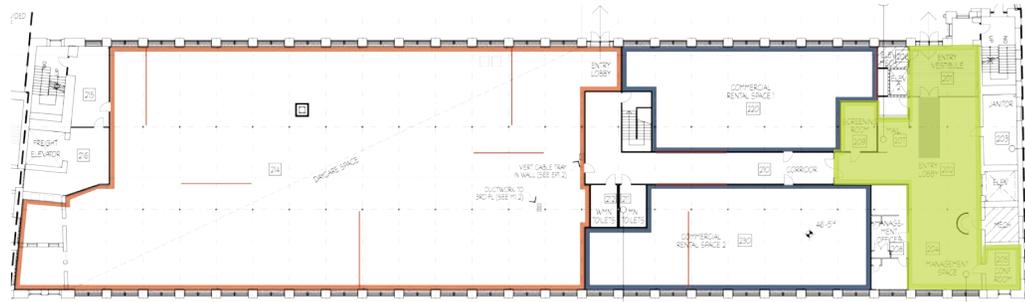


# Floor 2 Lobby

4.1.3

## Priority Idea

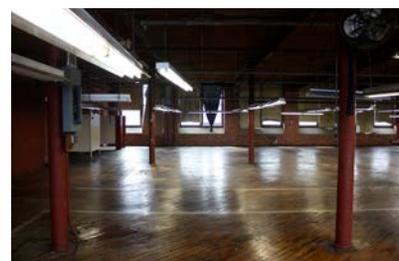
The second floor can be themed according to the building's most recent history and future as a sustainable and healthy place to live, work, and go to school. Popular ideas included a water feature that would display the height of the river, showing its fluctuation throughout the seasons. An illuminated panel can display the power generation from the roof compared with the load of the building. Another artistic opportunity exists in the need to install a front desk and furniture for the main lobby.



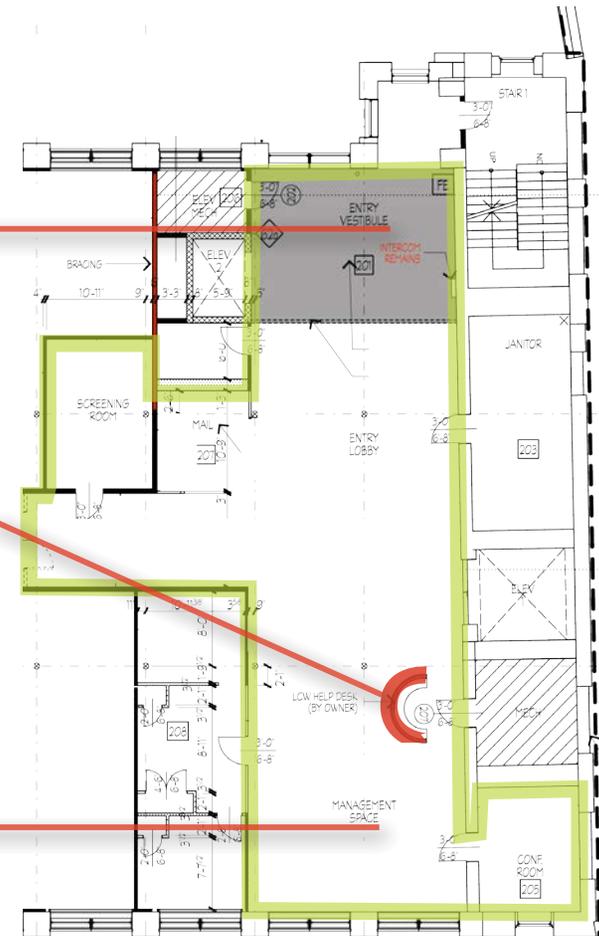
**ENTRY VESTIBULE**  
9, 10, 15, 16, 18, 20, 23



**FRONT DESK**  
22



**LOBBY**  
7, 8, 9, 10, 15, 16, 18, 20, 22, 23



# Floors 3-5

## Priority Ideas

Floors 3-5, or at least the lobby off the elevator, can be themed according to the natural setting in which Building 9 stands. The floors can have photographs of various elements of the local ecology. The local flora and fauna on the land can be a display for one floor respectively, while a third floor can showcase photographs of the fish in the Merrimack.

A noteworthy outcome of the planning process is the adoption of the color hues from the original Kundhart Mill's historic 1889 Recipe Book for Dyes in the interior design of Building 9. Each of the 60 apartments in the building has an entryway with a bench and storage area. The entryways will be painted to match the Dye Works color palette.



WEST END COMMON AREA

1, 2, 3, 5, 11, 23



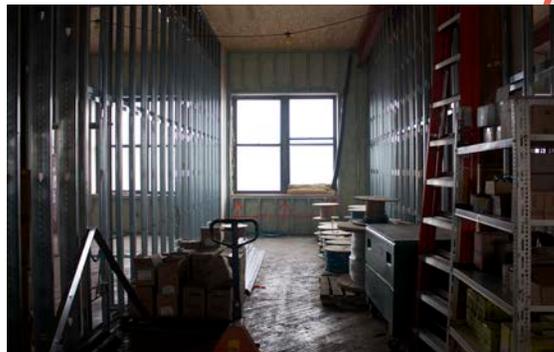
RECYCLING & TRASH ROOM

2, 3, 10, 17



INTERIOR PORCHES

18, 21



DAYLIGHT SHAFT

1, 2, 6, 7, 11



COMMON SPACE NEAR THE ELEVATOR

1, 2, 3, 4, 11, 23

# Salvaged Materials

4.1.5

## Priority Ideas

Sustainability, the third theme of the Public Art Master Plan, promotes recycling. Salvaged items from Building 9 and the entire project area also link the past with the present. Available objects alluding to both history and creative reuse are shown here.



FABRIC BOOK AND MANNEQUIN

16, 18



CUTTING MATT

16



SINGER SEWING MACHINE

16, 23



METAL FABRIC CUTTERS

16, 21



MACHINE PRESS

16, 23



PIECES OF YELLOW PINE SUB-FLOOR

16, 21

# Island Street Buildings and Open Space

## Location

The short stretch of Island Street abuts the south side of North Canal. It is accessed via Union Street and the new East Island Bridge. Included in the Island Street area is the parking lot, open space, and Dye Works building adjacent to 50, 56, and 60 Island Street. Ownership of this area is complex, so depending on location, various ideas need to be vetted with the appropriate parties.

## Priority Ideas

A recurring inspiration for artwork along Island Street is the site's connection to water and nature. Highlighting the canal and showing a path to the Merrimack River will be important features of future works of art. Crows flock to the area and could be referenced by public art.

## Phasing

Island Street, the parking lot and playground will undergo construction shortly. There are temporary public art opportunities at the various stages of its development. Many of the ideas can be considered in the short term with opportunities for permanent works, such as street amenities.

The pilot project, 1,000 Prayer Flags for Lawrence, is currently installed, bringing attention and raising awareness about the construction project and future opportunities. See page 40 for more details.



# Island Street

## 4.2.1

### Island Street

Island Street provides a vital link to the river for people on foot, on a bike, or in a car. During construction of Union Crossing, the retaining wall to the parking lot, sidewalk, and road will be rebuilt, providing an opportunity to enliven the streetscape. Art and other interpretive elements can be used to showcase this area as an arts district, with the Essex Art Center as an anchor.

### Priority Ideas

The planned benches for Island Street are one opportunity that may realize its unique potential due to this master planning process. The Essex Art Center is working with the City of Lawrence to select unique benches for the Island Street project that will take inspiration from the Canal's stone retaining wall.

The reconstruction of Island Street paves the way for new possibilities to create sidewalk art, a new plaza, and directional and interpretive signage. Installing artwork along Island Street will deliver a strong artistic identity to this area.



POTENTIAL PLAZA  
24, 26, 41, 44, 45, 48, 49, 50, 52



EAST ISLAND BRIDGE  
25, 26, 31, 35, 44, 49, 50, 52, 54



SIDEWALK ON ISLAND ST.  
26, 31, 33, 35, 44, 45, 49, 50, 54



ACCESS TO THE RIVER  
32, 44, 50, 54

# 50 Island Street Site

4.2.2

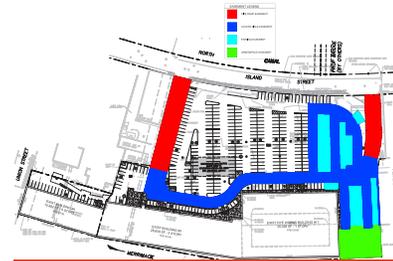
## Priority Idea

The parking lot, a large open expanse of asphalt, can be softened through multiple ideas generated through this process. The parking area can be embellished with paint by the tracing of the 100-year flood plain as well as the outlines of historic buildings on the site. The tree box filters and adjacent open space and playground will provide the opportunity for native plantings, sustainable streetscape, and urban forestry.



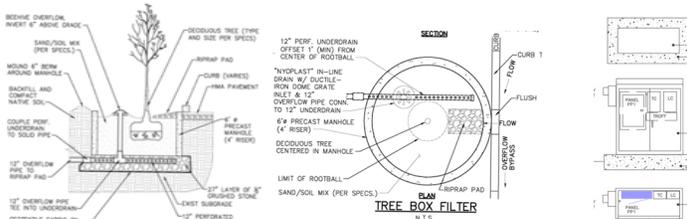
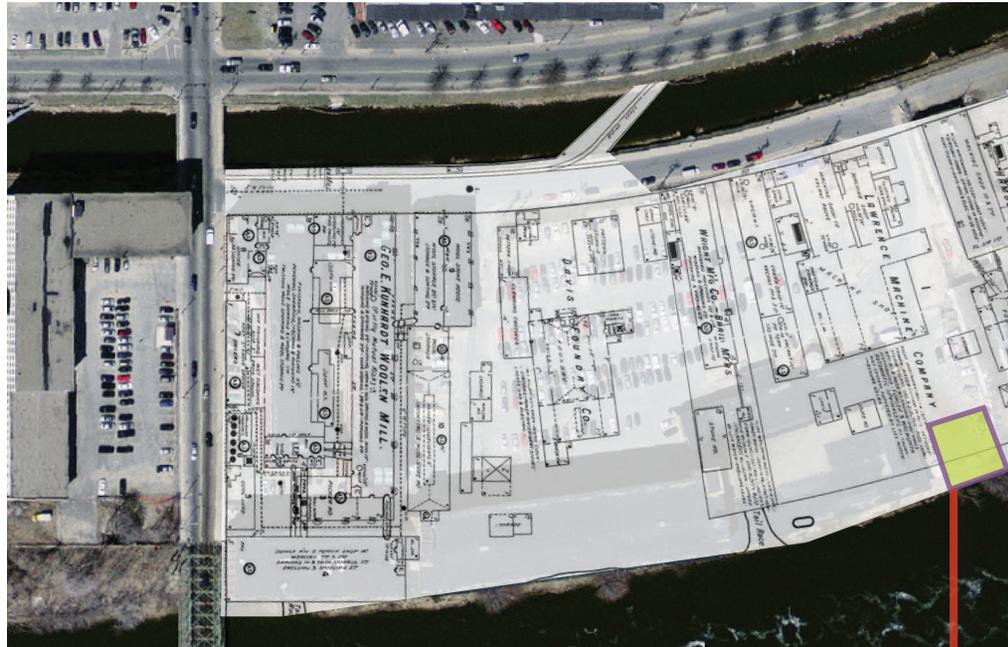
**SOILS CLEANUP OF FUEL OIL SPILL**

29, 44, 50



**SHARED PARKING**

27, 28, 29, 30, 35, 40, 41, 42, 53, 56



**TREE BOX FILTRATION AND ENERGY SYSTEMS**

2, 30, 32, 40, 41, 42, 44, 50



**NEW PLAYGROUND**

36, 46, 47, 48, 54, 55

# Dye Works

## Location

The Dye Works building is being stabilized for future use as a commercial and/or community space.

## Priority Idea

Art installations have also been proposed on the expansive rooftop of the one-story Dye Works complex, as well as mural installations on the ground floor windows as a temporary installation prior to full redevelopment of the building.

## Phasing

In the near term, there may be opportunities for temporary artwork along the north face of the building, particularly where existing window openings are boarded up.

The Dye Works building will most likely be renovated in five years when the neighborhood is fully occupied.



# 56 and 60 Island Street

## Location

The historic 56 and 60 Island Street properties have been completely restored by Chet and Gary Sidell and today are highly attractive and vibrant mill buildings filled with several types of companies and organizations. Chet purchased these mill buildings in the early 1990's, at a time when there was little investment happening in the City. Under their leadership, both buildings are now fully occupied. For the restoration of 60 Island Street, Chet received the Charles W. Elliot II Award, a preservation award honoring exceptional vision & excellence in planning.

60 Island Street, the former Lawrence Woolen Co. mill, now owned by Luis and Juan Yepez, continues to offer high-end office and commercial space, as well as a popular function hall serving greater Lawrence.

56 Island Street, a former grist mill, today houses the Essex Art Center, artist studio space and the Acting Out Theatre Company, a fast-growing theatre group for adults and children.



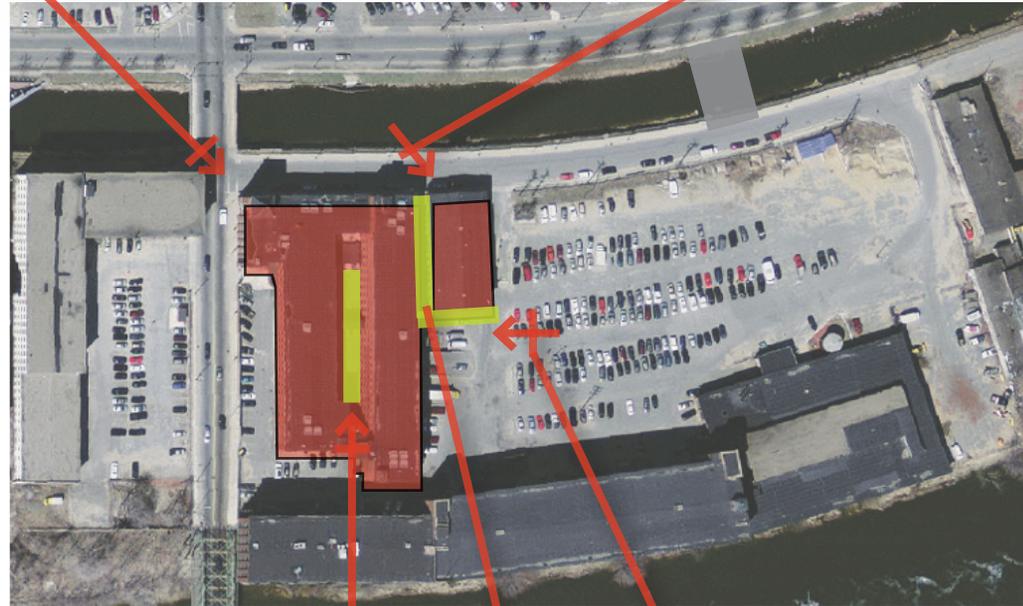
60 ISLAND STREET

36, 44, 48



ESSEX ART CENTER

2, 35, 43, 44, 55



COURTYARD AT 60 ISLAND ST.

36, 48



EAC ALLEYWAY

2, 38, 46, 48, 55



BACK OF ESSEX ART CENTER

39

# Salvaged Materials

4.2.5

Thanks to the efforts of LCW the items pictured to the right have been salvaged from the site for use in public art:

- Bricks of the demolished outbuilding formerly used as a smoking lounge.
- Metal hoops of the demolished Southwick Factory tower.



BRICK FROM SMOKING LOUNGE



METAL HOOPS

# Union Street Corridor

## Location

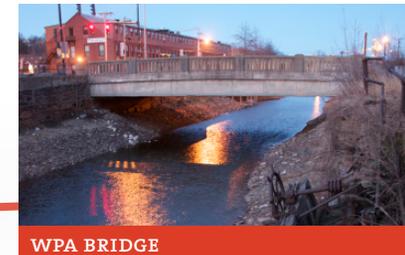
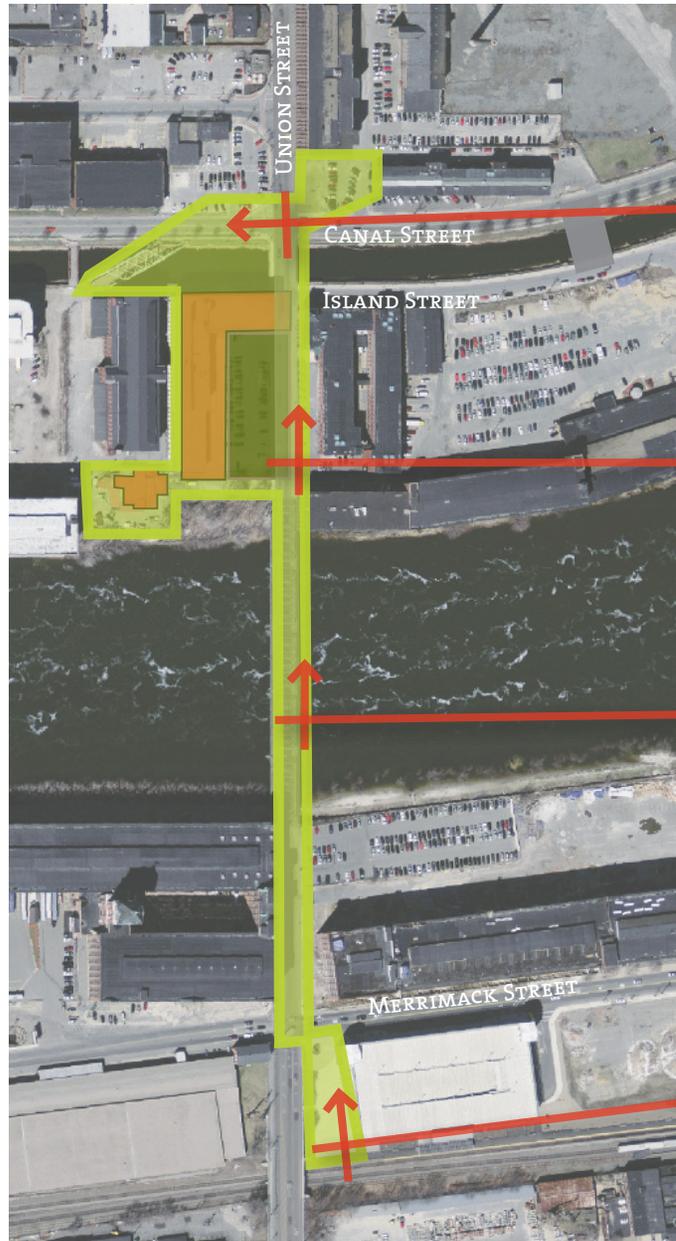
The Union Street Corridor is the pedestrian gateway to Lawrence for people arriving at the train station. The station, located at the south end of the Union Street corridor, features the “Space the Future” sculpture by Samuel Facella, Sr. From the McGovern Transportation Center on Merrimack Street, the Union Street Corridor extends over the Duck Bridge, past the Duck Mill, by the Guilford Bridge and to the warehouse site adjacent to the Everett Mill.

## Priority Ideas

Goal for the Union Street Corridor is pedestrian appeal through the placement of art and/or interpretive elements that present Lawrence’s past, present and future. The sidewalk from the train station to the Canal Street intersection and to downtown Lawrence offers an opportunity to install a timeline or historic markers to designate a walking path.

## Phasing

Union Street’s island segment between the Duck and WPA bridges will be rebuilt within the next few years with the City as the lead. For a successful outcome, fundraising and partnering with the City to incorporate a public art concept within the construction project would need to begin during the planning phase.



WPA BRIDGE

25, 50



ISLAND SECTION OF UNION STREET

25, 31, 33, 44, 56, 58, 59, 62, 63, 68, 70, 71, 77, 78, 79, 80



DUCK BRIDGE

65, 66, 82



TRAIN STATION

82

# Duck Mill

4.3.1

## Priority Ideas

Opportunities for temporary artworks such as murals exist now with an opportunity for permanent installations along the fence of the parking lot. The Duck Mill lends itself to art in architecture projects, which can be planned now.

## Phasing

The Duck Mill is currently in the design and development phase.



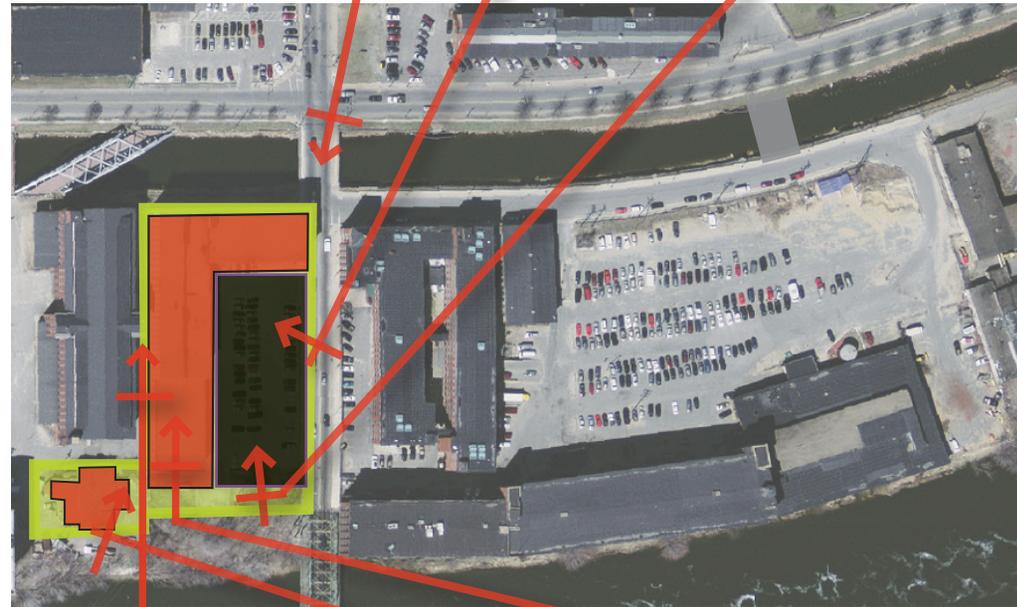
2, 43, 80



58, 62



2, 43



2, 43



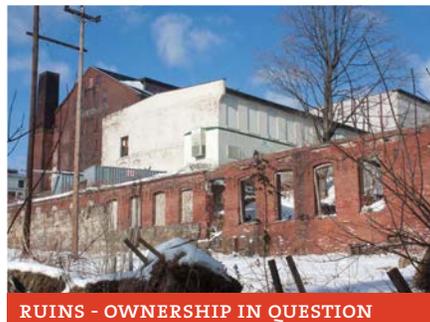
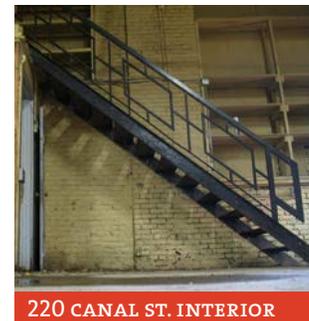
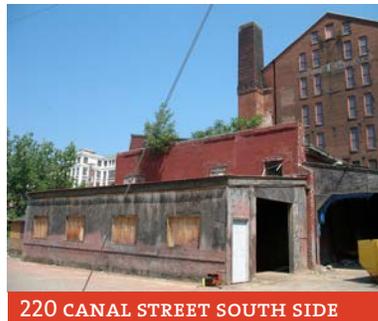
2, 43, 51, 65

# Salvaged Materials

4.3.2

Prior to using salvaged or recycled objects for public art initiatives, current best practices and standards regarding potential contamination or hazardous materials need to be considered.

16



# Canal Street Corridor

## Location

The Canal Street Corridor is the vehicular gateway to Lawrence for people arriving from I-495. From the entrance to I-495 on Marston Street, the Canal Street Corridor extends over a new bridge to be built over the Spicket River leading downtown. Following bridge construction, the banks of the Spicket River and the Oxford Paper site will be converted from a Brownfield into a park, whose elevated location offers views of Stone Mill and the Smokestack.

The first traffic signal on Canal Street after exiting Route 495 will be a new motion-based light installed at the new East Island Bridge and entrance to a new 850 space public parking lot. Another light will be located at the Canal and Union Streets intersection, where an empty lot is situated beneath the behemoth Everett Mill. To the east, within sight of this future pocket park, the historic Guilford Bridge crosses North Canal. Abutting Union Crossing in close proximity is Lawrence Heritage State Park, a major cultural institution that can serve as a partner to celebrate local history.

## Priority Ideas

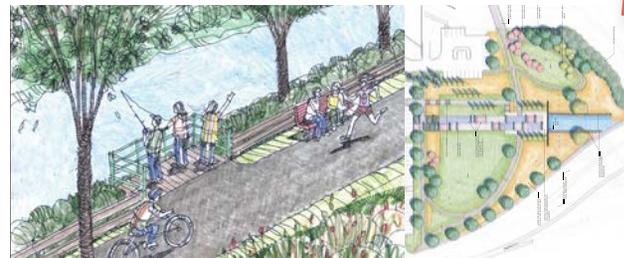
A visual connection between Canal Street and the Union Street Corridor could be established through the installation of banners. While vehicles are primary users of Canal Street, the Corridor will also be traversed by pedestrians passing through the future Oxford site park.



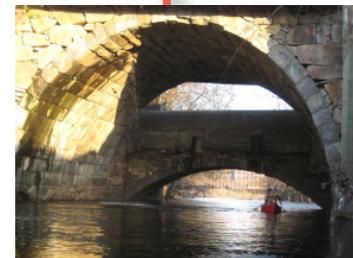
GUILFORD BRIDGE WITH PATH SIGN



WAREHOUSE SITE



SPICKET RIVER GREENWAY THROUGH THE OXFORD SITE



SPICKET RIVER BRIDGE

# Warehouse Site

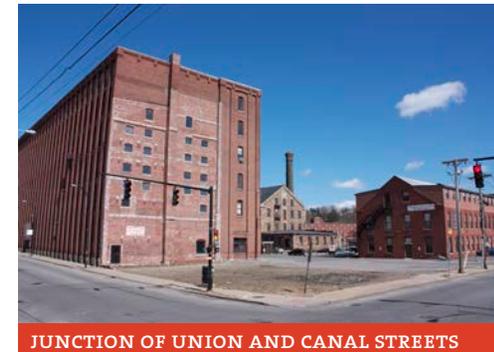
## Future Pocket Park

### Location

At Union and Canal Streets, the planned pocket park at the Warehouse site faces an 'empty canvas': the six-story brick façade of the Everett Mill. Both the wall and the park have been identified as primary sites for public art. Located at the junction of two major transportation corridors into the downtown area, this is the most visually prominent site for public art in the district.



EVERETT MILL SOUTHERN WALL



JUNCTION OF UNION AND CANAL STREETS

### Priority Ideas

There is a strong community desire for a large, iconic piece of public art in this location that complements the scale of the massive Everett Mill, possibly kinetic, interactive, and/or involving illumination to serve as a beacon for the area. A major work celebrating the history of Lawrence has been suggested, e.g. a tribute to the Pemberton Mill disaster and/or labor.

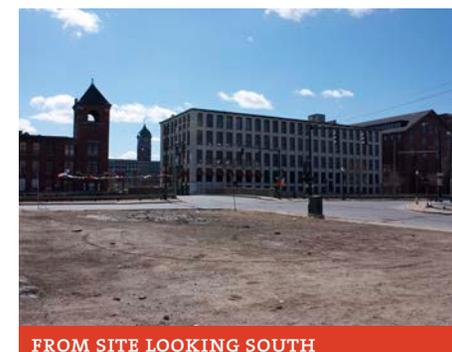


The site also offers opportunities for seating areas, landscaping, and playful streetscape elements that attract attention and interest. These elements will be attractive to the daytime lunch crowd, a main user group for this area.

- 2, 27, 31, 69, 84, 86, 87, 88, 91, 94, 95, 97, 98, 100, 101, 102, 103, 104



OLD PLANS



FROM SITE LOOKING SOUTH

# Guilford Bridge

## Location

The recently renovated Guilford Bridge provides an exciting landmark and visual anchor to one end of Canal Street. It is one of the few bridges remaining in the world where a train used to make a double turn. The Guilford Bridge is also the site of a honeycomb interpretive sign as well as videos for The Path: Fall of the Pemberton Mill.

## Priority Idea

It is imperative that the City continue to utilize the LED color-changing lights that beautify the bridge in the evenings.

Painted lines on the bridge can indicate the historic tracks that used to guide trains along the double turn from the south to the north side of the canal and vice versa. Indicating this landmark with paint is a low cost and high impact idea that could be used by guided tours from the Heritage State Park.



44, 50



25, 31, 44, 50, 90



# Oxford Site

## Future Park

### Priority Ideas

Walking loops with mileage markers and trailheads are a low cost and high impact project that can be implemented here, marking a one-mile trail through the Greenway and around the Everett Mill.

Cultural programming was suggested as a way to bring people to the park through weekend festivals. The section of Canal Street could be shut down between Union and Marston Streets. This would allow people to go to activities in the Oxford Paper site park and walk over to Island Street and Union Crossing where more events could be held.

### Phasing

The Gateway area, as the Oxford Paper site and adjacent parking lot have been called, have been under development for over 20 years. Construction is slated to begin in fall 2012 with appropriation of final funding underway. As of the writing of this master plan, the budget for the park can only include infrastructural improvements for flood mitigation and grade changes. Plantings and an interpretation of the raceway are add-ons to the budget that Groundwork Lawrence and the City of Lawrence are seeking to fill through additional applications, which are currently being evaluated by the National Endowment for the Arts.

27, 32, 59, 69, 83, 85, 86, 87, 89, 92, 93, 94, 95, 96, 97, 99, 102, 104



# Partnerships to Foster Growth

## Current Partners

LCW is successfully developing the Union Crossing mixed-use neighborhood with support of existing partners. LCW's current Union Crossing project partners for the public art master plan include:

City of Lawrence  
Essex Art Center (EAC)  
Groundwork Lawrence (GWL)  
Lawrence History Center (LHC)

The City's partnership with LCW on public art is an important step towards developing a comprehensive cultural master plan to successfully build on the foundation laid by the public art master plan initiative. Each of the partner organizations has contributed their expertise and enthusiastic support to the project and has indicated the desire to implement and further the vision.

LCW's strong leadership, vision, community organizing and fundraising capabilities have been instrumental in obtaining funding from the New England Foundation for the Arts for this Public Art Master Plan initiative, as well. This structure is recognized by the partners and will likely continue in the foreseeable future. Should LCW wish to change their approach, sensible planning in consultation with the partners is imperative to assure continuity of vision and work to advance the vision for public art in this emerging neighborhood.

## Future Partners for Implementation

The current partners invite potential partners to team up to implement specific aspects of the Union Crossing Public Art Master Plan. Potential future arts and educational partners for public art projects are invited to approach the current partners to identify programs and funding for implementation.

The social life of Lawrence's public places is activated in many different ways. Cultural programming, such as performances and festivals, are a major recreational resource. Sports are another important activity communities engage in to enliven public spaces. Parochial programs offered by local churches may offer these and other programs contributing to the vivacity of Lawrence. Often, cities offer coordination and resources on these services via arts, cultural and recreational department(s).

The Union Crossing Public Art Master Plan encourages adoption of parts of the plan by many partners from both the private and public sector. Traditionally, private non-profits and educational institutions have played a major role in advancing Lawrence's cultural life.

# Phasing of the Plan

Through the planning process the project partners have identified top priority ideas and are seeking project partners to collaborate on implementation and funding.

Please review Section 4 for proposed temporary and permanent public art projects, programs and concepts.

## **Shortterm: 1 Year**

The Union Crossing Public Art Master Plan is implementation driven. Therefore, the first pilot public art project has been realized within the planning phase: the 1000 Prayer 1,000 Prayer Flags for Lawrence project (featured on page 44). Other accomplishments are the discovery and use of the color hues from the historic dyes recipe book for apartment doors in Building 9. Another initiative ready for implementation are poems by Robert Frost in the Building 9 staircases.

## **Midterm: 1-3 Years**

We would like to particularly point to one outstanding, mid-term opportunity for public art: the 2012 centennial celebration of the Bread and Roses strike. Because of its proximity and project partners' work in the Mill District, a close collaboration between the City of Lawrence, Lawrence History Center, Lawrence Heritage State Park, current project partners and additional future partners is anticipated. Close collaboration of the Union Crossing Public Art Master Plan team with the Bread and Roses Centennial is recommended.

## **Longterm: 3+ Years**

The long-term goal of the plan is to create a vibrant, healthy neighborhood with a sense of place. Not all proposed projects will be realized, though a minimum should enter the strategic plans of the project partners. We recommend an annual review of the Union Crossing Public Art Master Plan assessing progress, continuing implementation and planning strategies for the future.

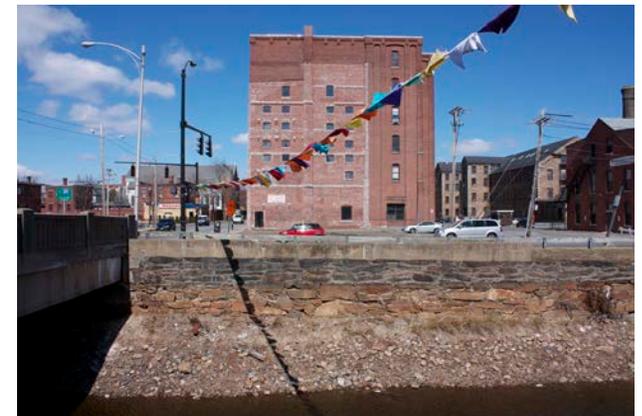
# 1000 Prayer Flags for Lawrence

5.3

1,000 Prayer Flags for Lawrence was created by Flyn Costello and Oscar Bogran as the pilot project for the Union Crossing Public Art Master Plan.

Dozens of participants of all ages and several local youth programs at the Essex Art Center, Lawrence Community Works, Groundwork Lawrence and the YMCA, drew on 12"x 16" cloth flags with markers which were strung along Island Street adjacent to the North Canal between bridges. These brightly colored prayer flags, each one annotated with a personal idea, vision or hope, simultaneously recall flags strung over Lawrence's streets during traditional festivals and parades, traditional Tibetan prayer flags, and construction flags.

The 1,000 Prayer Flags are being hung along the North Canal from Union Street's WPA Bridge to the new East Island Bridge that connects to Island Street. If there is sufficient interest, perhaps there will be enough flags to string further along the North Canal, providing inspiration. With the support of individuals and businesses in Lawrence, this pilot project can be the first phase of art to unite the community.



## Cultural and Recreational Programming and Facilities Needs Assessment

- Indoor / outdoor skate park and/or skating rink
- Dance area / floor
- Public & flexible workout space (at/near Building 9)
- Yoga studio (at Building 9)
- Ball playing field / basketball court (at Building 11)
- Art Fest (at Duck Mill) – could be fundraiser to pay for spot on wall
- Conservatory (with butterfly garden?) / indoor garden / community gardens / garden center
- Farmers market
- Youth summer art crew
- Connect real-time with online activities
- Extracurricular activities
- Housing for the homeless / transitional housing
- Latino / Multicultural Community Center
- Youth Center with internet access

## Selected Funding Resources

- Associated Grant Makers of Massachusetts  
[www.agmconnect.org](http://www.agmconnect.org)
- Hiram Mills Trust, Lawrence MA
- Massachusetts Cultural Council  
[www.massculturalcouncil.org](http://www.massculturalcouncil.org)
- New England Foundation for the Arts  
[www.nefa.org](http://www.nefa.org)
- Farm to School – promotes urban gardening & offers funding opportunities  
[www.farmtoschool.org](http://www.farmtoschool.org)
- National Endowment for the Arts (e.g. Our Town grant program)  
[www.nea.gov](http://www.nea.gov)
- Polo Ralph Lauren Foundation – Ralph Lipchitz started his career at Everett Mill before he became Ralph Lauren. <http://about.ralphlauren.com/philanthropy/default.asp>
- Josephine G. Russell Trust, Methuen MA
- Tree Link – provides connections to Massachusetts urban forestry programs  
[www.treelink.org/linx/?navLocationRef=22](http://www.treelink.org/linx/?navLocationRef=22)

# Appendix

## Documents

### Lawrence CommunityWorks

- Master Plan
- Table of Contents
- A-L Solution Concepts
- Measurable Objectives
- RGI North Common Map
- Drawings:
  - North Canal bridge
  - Panorama from roof of bldg 9
  - Roof of dye works
  - View from Duck Bridge
  - Walkway and green deck
  - Presentation for Fireman

### MIT@Lawrence

- StoryMill presentation

### LHC Exhibit - Made in America

- Interviews
- Interview portraits by Kathryn Prybylski
- master text UC-Swick exhibit.doc
- overviews master text list, final draft uc-swick exhibit.doc
- Questions asked to development team
- Questions asked to Southwick

### Publicity Material

- 08-04-Handout-090722-English and Spanish
- DrivhustCohousing
- East Island Square Planning flyer
- LCW\_creates\_housing\_for\_working\_families

### Reports

- Massachusetts Northeast Regional Health Dialogue 2007

# Appendix

## Drawings & Illustrations

### Architectural Drawings & Specifications

- Common Spaces memo
- Schematic Plans for Building #9
- Construction Drawings for Building #9
- Duck Mill boards prepared by Durkee Brown for planning session
- Duck mill presentation for planning session

### Illustrations

- Historic view of UC
- Building #9 Interior walkway
- New Canal Bridge
- Walkway and Green Deck
- Panorama from roof of bldg 9
- Roof deck bldg 11
- UC looking south (birds eye isometric including new buildings on Island st.
- Spicket River section
- North Canal fountain
- Think of the possibilities (small play area for children)

### Logos

- Union Crossing
- LCW
- NEFA
- RGI

### Maps & Aerial Images

- Union Crossing Site
- Spicket neighborhood
- SRG overview
- Aerial original
- RGI map
- Ortho of city of Lawrence (showing 1/4mile radius from train station)
- Historic Maps
- Historic panoramas

### Video Archive

- Footage of Southwick shot by Lorre Fritchey
- Community Meeting Planning Session
- MIT@Lawrence final presentation
- RGI promotional video

### Artifacts

- Large mannequin
- Shoulder press
- Another machine
- Sewing machine
- 2 cutting boards
- Soles of shoes
- RGI mugs
- Book of Southwick Samples
- Southwick posters
- Southwick banner
- Southwick metal letters from building 9 facade

# Appendix

## Photographs

### Daniel Solomon Koff

- 1/18/08 Planning Session
- 56 and 60 Island Street
- Interior of Building 9 & 4
  - Building 4
    - 1st Floor
      - Southwick clearance sale
    - 2nd Floor
    - 3rd Floor
    - 4th Floor
    - 5th Floor
    - Miscellaneous
  - Building 9
    - Basement
    - 1st Floor
    - 2nd Floor
    - 3rd Floor
    - 4th Floor
    - 5th Floor
    - Cafe Verde Salvaged Materials
    - Freight Elevator
    - Stairwells
  - Firewall
  - Southwick Interviews
- Building 11
- Charrette
- Duck Mill
- MIT@Lawrence
- Site
  - East Island
  - Waterscapes: North Canal, Merrimack River
  - Parking Lot
  - Southwick: Moving Out, Ribbon Cutting
  - Flood of 2007
  - Island Street
  - Union Street
- Exhibit Opening: Made in America

### David Shannon-Lier

- Southwick employees
- Southwick factory
- Construction workers
- Construction site

### Kathryn Prybylski

- Interviews of Southwick and development team by Movement City and Green Team