

THE CHART

THE QUARTERLY NEWSLETTER OF THE MARBLEHEAD 20|20 FOUNDATION

WINTER-SPRING 2005

Welcome to the First Newsletter from Marblehead 20|20!

Our goal is to make a more attractive, walkable, and enjoyable town, and success depends on you, your friends, and your neighbors. So we invite you to share your ideas and questions, to volunteer your time, and to make tax-deductible contributions to preserving and enhancing your community, and keeping Marblehead special. Read on to see what we're working on to protect Marblehead's special character for future generations.

With our best wishes for Marblehead's future,

Steering Committee
Marblehead 20|20

Our Approach

What began as a small group of residents concerned about the aesthetics of our beautiful town has now grown to include many volunteers, financial contributors, and sub-committees working on several issues important to keeping our community special.

The areas in which Marblehead 20|20 focuses are: **Streetscape Development, Economic Development, and Community Development.**

We believe that to succeed in one area depends on being successful in the others, that all three must be nurtured simultaneously to preserve and enhance the many things that make Marblehead unique.

Streetscape, Economic, and Community Development help ensure that:

- Marblehead has a pleasant and attractive commercial area that inspires walking and is accessible to everyone
- Our town can attract and keep thriving shops and restaurants, which encourages residents to shop and dine locally
- There are recreational activities and events that make staying in—or coming to—Marblehead preferable to other options. **M20|20**

The Latest On . . .



Uptown redevelopment and beautification – page 2

Top Projects Underway

1. *Five Corners/Atlantic Ave/Pleasant St*
2. *Market Analysis*
3. *Warwick Theater*
4. *Devereux Beach*

Marblehead 20|20 Focus Areas



Success in any one area depends on success in all

Streetscape Development Update
Five Corners: Uptown Upgrade

Michael McCloskey, Chair, Architecture & Urban Design

The Architecture and Urban Design Sub-Committee is making great strides in achieving our goal of beautifying the Uptown Business District. While the Five Corners area will constitute Phase One of the project, there are three categories this team is focused on across the entire district:

Public Improvements (public walkways, parks, lighting): Digital renderings are being made by **Tony Velleco**, depicting street improvements around Five Corners and the Warwick Theater area similar to those prepared for Atlantic Ave (see back cover). Included in the rendering will be:

- Street trees
- Street furniture
- Brick sidewalks
- Decorative lighting
- Building improvements
- Landscaping

The island in front of **Ladycake’s**, **Tony’s Pizza**, and **Chet’s Video** is slated for major landscape improvements including a fountain. **Claudette Taylor** (President of the Marblehead Garden Club) has stated that the Club is very interested in overseeing the design and construction and will be making presentations to her club soon.

Private Improvements (building facades, business signage): An article has been placed on the Town warrant to create a Design Review Board and design guidelines for the district. The Design review Board will be appointed by the Marblehead Planning Board and will look at non-residential properties in the Uptown Business District. Design Guidelines are being drafted and we hope to have the first public draft out by the end of March. We’re also working on a façade and signage improvement program to provide assistance and

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Community Development Update
The Warwick & Devereux Beach

Gene Cornfield, Steering Committee Co-Chair

The Community Development sub-committee is focused on promoting recreational events and activities that are unique to Marblehead and enrich the lives of residents and visitors.

Reopening The Warwick

When asked what they would most like to see in town, Marbleheaders overwhelmingly name getting the **Warwick Theater** back at the top of their list. While many doubt whether a full-time theater is again viable in Marblehead, a community theater provides more than just a local venue for movies: it enriches the economic health of a downtown area by adding to the draw of complementary businesses, such as restaurants and shops, enabling all to do better.

So if enough Marbleheaders attend screenings at different sites around town (arranged by volun-



teer group Marblehead Movies), we validate the viability of a permanent theater, which we believe could be operational as soon as 2006.

Devereux Beach Rejuvenation

Under **Chip Osborne’s** leadership, the Marblehead Park and Recreation Department is undertaking an extensive cleanup and renovation of the Devereux and Riverhead area.

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Economic Development Update Helping Shops, Restaurants Thrive

Emmy Hahn, Chair, Economic Development

The fundamental success of any economy – global or local – is based on alignment between its supply (what is available) and demand (what people want).

What Will Marbleheaders Support?

This spring we will begin a market analysis that will look at Marblehead's business mix (supply) and local population (demand) in order to quantify the relative potential for different types of business in town. The analysis will tell us which types of business can likely succeed, and the total square footage of each business type that the community can support, revealing areas of both saturation and opportunity.

Everyone Benefits

The findings of the market analysis, which will be published in a publicly available report, will help:

- **Business owners** to make better decisions about what they offer and whether to expand
- **Landlords** to potentially reduce broken leases by providing prospective tenants information that may guide their decisions
- **Residents** to enjoy an ever improving mix of shops and restaurants

The market analysis will also:

- Suggest businesses that should be recruited into the community, and
- Help us understand what we need to do to encourage residents to shop locally

Opportunities to Impact Today's Development

The information from the market analysis could be used today. It could help us understand how re-opening the Warwick as a theater could potentially

impact the success of local restaurants. It would help ensure the next tenant in the very prominent and vacant space on Washington Street (that housed **Photographics**) is not only one that can succeed, but also is one that fits with and

Market analysis will help
**Get more
of what we want
in town**

contributes to what is already there. Too many storefronts are being lost to professional service uses, which undermines the retail base; that is, the fewer stores in an area, the less of a draw there is for consumers, forcing the retailers left behind to work even harder.

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Welcome and Thank You Volunteers

Marblehead 20|20 is a group of volunteer Marblehead residents working to create a better place for all of us to live, work, and play.

We would like to thank the following volunteers for their hard work, talent, and dedication: **James Emmanuel, Carrie Thomas, Sandi Goldfarb, Jeannine Camarda, Doug Hill, Don Kaplan, Steve Cushinsky, Blake Jackson** at Perceptive Sites, and **Brett Campayno** and **Christine Sirois** at Mycoff Advertising & Design.

If you have constructive ideas, want to join this exciting group, or otherwise want to help us realize a shared vision, please contact the Marblehead 20|20 Steering Committee at info@marblehead2020.org, or 781-631-2025.

Streetscape Development Update

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incentives to building and business owners, and hope to have it complete with details by April.

Logistical Improvements (wayfinding/destination signage, parking): Discussions in this area have begun in order to scope the issues. We expect to



An architect's rendering of Atlantic Avenue after proposed improvements

put more attention here after the design guidelines and plans for Five Corners are complete in the next few months. **M20|20**

Community Development Update

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This project will be done in a series of phases. It includes replacing the old chain link fence and guardrail with more attractive alternatives, installing new restrooms, improving handicapped accessibility, repairing the pavilion, and maintaining landscaping. Marblehead 20|20 is currently working with Park & Rec to determine what funding, volunteer and other assistance would be most helpful to its completion. **M20|20**

Economic Development Update

Continued from page 3

A future use of the market analysis will be to work with the YMCA site when it becomes available for redevelopment. This is a pivotal piece of real estate in our town, one that should reflect the unique character of the community.

The analysis will also provide information about the local customer base, which will help us develop special events and promotions that encourage Marblehead residents to shop locally, adding to the great experience of living in a truly unique community. **M20|20**

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