

United States Department of the Interior  
National Park Service

# National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

### 1. Name of Property

Historic name: Beverly Depot – Odell Park Historic District

Other names/site number: \_\_\_\_\_

Name of related multiple property listing:

N/A

(Enter "N/A" if property is not part of a multiple property listing)



### 2. Location

Street & number: Roughly bounded by River Street, Broadway, Rantoul Street and Pleasant Street

City or town: Beverly State: Massachusetts County: Essex

Not For Publication:

Vicinity:

### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this  nomination  request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property  meets  does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

national  statewide  local

Applicable National Register Criteria:

A  B  C  D

<u>Brona Simon</u>	<u>November 1, 2013</u>
<b>Signature of certifying official/Title: Brona Simon, SHPO</b>	
<b>Date</b>	
<b>State or Federal agency/bureau or Tribal Government</b>	
In my opinion, the property <input type="checkbox"/> meets <input type="checkbox"/> does not meet the National Register criteria.	
<b>Signature of commenting official:</b>	<b>Date</b>
<b>Title :</b>	<b>State or Federal agency/bureau or Tribal Government</b>

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**4. National Park Service Certification**

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:)

*Patricia Andrews*

Signature of the Keeper

*1/8/2014*

Date of Action

**5. Classification**

**Ownership of Property**

(Check as many boxes as apply.)

Private:

Public – Local

Public – State

Public – Federal

**Category of Property**

(Check only **one** box.)

Building(s)

District

Site

Structure

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Object

**Number of Resources within Property**

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>9</u>	<u>          </u>	buildings
<u>1</u>	<u>          </u>	sites
<u>3</u>	<u>          </u>	structures
<u>          </u>	<u>5</u>	objects
<u>13</u>	<u>5</u>	Total

Number of contributing resources previously listed in the National Register 2 (Beverly Depot, (NRIND 10.11.1979) and U.S. Post Office – Beverly Main Branch, (NRIND 6.4.1986))

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions.)

COMMERCE/business

DOMESTIC/multiple dwelling/hotel

GOVERNMENT/post office/park

INDUSTRY/carriage/automobile/box factories

TRANSPORTATION/train station/railroad bridge

UTILITY

**Current Functions**

(Enter categories from instructions.)

COMMERCE/business

DOMESTIC/multiple dwelling/apartment building

GOVERNMENT/post office/park

TRANSPORTATION/train station/railroad bridge

UTILITY

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## 7. Description

### Architectural Classification

(Enter categories from instructions.)

LATE VICTORIAN/Second Empire/Italianate/Victorian Eclectic/Panel Brick

LATE 19<sup>TH</sup> CENTURY REVIVAL/Colonial Revival/Classical Revival

EARLY 20<sup>TH</sup> CENTURY/Moderne

**Materials:** (enter categories from instructions.)

Principal exterior materials of the property: BRICK; STONE/Granite/Sandstone; METAL/Steel,  
Iron; WOOD; SYNTHETICS

### Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

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### Summary Paragraph

The Beverly Depot-Odell Park Historic District contains a diverse collection of historic resources whose development was a direct result of the introduction of the railroad to Beverly in 1839. The district contains 19<sup>th</sup>- and early 20<sup>th</sup>-century commercial, industrial, governmental, civic, transportation, and residential buildings, a public park, and a railroad bridge. Despite demolition activities during the late 20<sup>th</sup> century north of the district, and more recently west of the district, the surviving buildings and structures reflect a high concentration of resources associated with the introduction of the railroad to Beverly in the early 19<sup>th</sup> century. As a result, the district retains integrity of location, design, setting, materials, workmanship, feeling, and association, and fulfills National Register criteria A and C with significance at the local level.

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### Narrative Description

The Beverly Depot-Odell Park Historic District is situated on the western edge of Beverly's commercial business district, bordered on the west by the Bass River and on the east by Rantoul Street. The district, which includes eleven buildings (two of which, the Beverly Depot and the U.S. Post Office, were each previously listed individually in the National Register), one park, and three structures dating between ca. 1852 and 1929, is roughly bounded by Broadway on the north, Rantoul Street (Route 1A) on the east, Pleasant Street on the south, and River Street on the west. This intact collection of historic resources is bordered by properties with heavily altered buildings, modern construction, or parking lots.

With the exception of several late 20<sup>th</sup>-century war memorials located within the park, all resources within the historic district contribute to its historic and architectural integrity. The district includes a diverse collection of commercial, residential, and governmental buildings, ranging in height between one and five stories, and constructed of wood-frame, brick, granite, sandstone, and concrete. A public park that

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encompasses one city block, a steel railroad bridge on a granite base, a granite retaining wall, and an iron fence also contribute to the district's historic and architectural integrity.

The following descriptions of the historic resources located within the district are arranged by street, proceeding from south to north, beginning with River Street and moving east towards Rantoul Street.

### West side of River Street

The Beverly Gas and Electric Company Building #1, 44 River Street, 1892 (BEV.291, Photograph 1), is the last remaining Panel Brick-style building constructed by the Beverly Gas and Electric Company over a 25-year period at the turn of the 20<sup>th</sup> century. Building #1 is a one-story, gable-roofed building constructed of red brick in a seven-course American bond pattern. The rectangular building includes a large, two-story, rear addition on the west side. The building's principal elevation faces east towards River Street, with a distinctive eight-bay design of alternating arches with ornamental brickwork and a decorative parapet along the roofline. Each bay is recessed, and is divided by pilasters that extend to arched panels in bays 2, 4, 5, and 7, and squared panels in bays 1, 3, 6, and 8 (bay descriptions proceed south to north). Centered in each recessed wall area are segmental-arched window openings, capped by decorative brickwork and finished with rock-faced granite sills. Each window opening has been reduced in size and partially infilled with brick. Bays 2, 3, 6, and 8 contain pairs of windows, while bays 1, 4, 5, and 7 contain single windows. All windows consist of contemporary, aluminum replacement sash. The building's parapet is stepped beginning at the corners of the building, and culminates in a false gable over bays 2 and 7. The central portion of the parapet is highlighted by a trio of stepped corbels between the pilasters of bays 4 and 5, with a wider central corbel and two narrow corbels.

The building's south elevation is four bays long with segmental-arched bays capped by decorative brickwork and a corbelled cornice. An early 20<sup>th</sup>-century, two-story, rear addition, located on the south and west elevations, also contains sections of corbelled cornice. Despite the recent demolition of four late 19<sup>th</sup>- and early 20<sup>th</sup>-century buildings within the Beverly Gas and Electric Company complex, Building #1 retains integrity of location, design, setting, materials, workmanship, feeling, and association as the last remaining building from the company's period of expansion during the late 19<sup>th</sup> and early 20<sup>th</sup> centuries.

North of the Beverly Gas and Electric Building #1 is the Upton Machine Company/Cameron Car Company Building at 60 River Street, ca. 1900 (Photograph 2). This three-story, three-bay, flat-roof Panel Brick factory building measures approximately 90 feet by 175 feet, and is constructed in red brick with six-course Flemish bond pattern. The building's moderately simple façade (east elevation) is distinguished by brick pilasters that vertically define the building's three bays, which are capped by stepped brick corbelling. Each bay contains pairs of symmetrically spaced, segmental-arched window openings with rock-faced granite sills on the second and third floors. Original arched windows have been replaced with rectangular 1/1 aluminum sash. The façade terminates in a full-width corbelled cornice that supports a brick parapet with decorative inserts of crossed brick. On the first story, a recessed entrance in the central bay is defined by a segmental arch with a brick soldier course. The original entrance, which likely was capped by an elliptical window over double doors, now contains aluminum-frame, full-glazed doors with a plywood panel above. The first-story bay to the north of the entrance originally contained a segmental-arched window that replicated the height of the entrance arch; this opening is now covered with a plywood insert. The first-story bay to the south contains a rectangular window opening with a triple 1/1 window unit; this bay also contains two basement-level arched window openings that have been closed with brick infill. The north and south (side) elevations of the building are thirteen bays long and are defined by brick pilasters and a corbelled cornice. Each bay, which is capped with stepped brick corbelling, contains single segmental-arched window openings on the first, second, and third stories.

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Some windows have been infilled with plywood insets. A full-height exterior brick chimney is located between the first and second bays of the south elevation, at the southeast corner of the building.

The Upton Machine Company/Cameron Car Company Building includes a late 20<sup>th</sup>-century, one-story, utilitarian concrete addition (1952) on the building's north elevation.<sup>1</sup> This flat-roofed addition fronts onto River Street with three metal garage doors. Despite this later addition, window and entrance modifications, and some deterioration of the decorative brickwork in the building's parapet, the Upton Machine Company/Cameron Car Company Building retains its overall architectural integrity and design intent.

### **East side of River Street**

In 1896, when the new Beverly Depot was constructed, a series of roadway improvements were completed to improve circulation and beautify the area around the train station. These infrastructure improvements included the regrading of Pleasant and River streets adjacent to the station. These changes required the construction of a retaining wall on River Street along the western edge of the depot property, which originally sloped westward to the Bass River.

The granite-block retaining wall, River Street, 1896 (Photograph 3), is located along the eastern edge of River Street, beginning at Pleasant Street and extending approximately 150 feet. The wall is constructed of square-cut, rough-faced granite blocks laid in irregular courses and capped with rectangular granite blocks. The wall, which begins with one course at Pleasant Street, increases in height as it extends along River Street.

### **South side of Pleasant Street**

The J.P. Friend & Company Box Factory, 60 Pleasant Street (Photographs 4 & 15), was constructed in 1896 (architect unknown) in the Victorian vernacular style. The factory is a four-story rectangular building constructed in red brick in a running bond pattern, with a granite-block foundation at basement level, and stone sills at the doorways. The building is six bays wide and thirteen bays long with a slightly pitched gable roof. The primary (east) elevation on Court Street has an entrance at grade level at both the north and south ends of the façade, two raised doorways in the center of the façade, and two large loading bays at the south end of this elevation beneath a continuous steel lintel. The west elevation, which is parallel to the adjacent rail line, has two doorways on the second floor that once allowed loading/unloading from the building to the adjacent rail spur via a wood-frame loading platform (no longer extant). Doors on the west and north elevations feature wood rails and stiles with matchboard paneling. All existing doors are late 20<sup>th</sup>-century replacements. The regular array of window openings on all elevations feature rough-cut granite sills and segmental-arched headers with brick lintels. In the mid-to-late 20<sup>th</sup> century, the building's original double-hung, wood sash were removed and the openings infilled with concrete block. Recently, new historically accurate 6/6 replacement aluminum sash were installed as part of an ongoing certified rehabilitation project. To the rear of the building is a mid 20<sup>th</sup>-century concrete loading dock. Located to the south of the factory, outside of the district, is a surface parking lot that previously held wood-frame factory buildings in the early 20<sup>th</sup> century.<sup>2</sup>

The Pleasant Street Railroad Bridge, 1896 (BEV.922, Photograph 5), located immediately northwest of the J.P. Friend & Company Box Factory, was built in 1896 by the Boston & Maine Railroad as part of the station improvement program. When the new Beverly Depot was built, embankments of large, rock-

<sup>1</sup> City of Beverly, Building Permit Records #13668, issued August 18, 1952.

<sup>2</sup> Yeager Klinge Co., Atlas of the North Shore, Beverly, Plate 01, 1919.

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faced, square-cut granite blocks laid in regular courses were created on the north and south sides of Pleasant Street. These granite walls also serve as abutments to support the bridge above, which allowed the rail line to span over Pleasant Street, thereby allowing for improved vehicular and locomotive traffic flow. The bridge is a three-span, deck-plate girder with floor beams and lateral braces. The curb columns composed of riveted Z-bars are set on an elevated, continuous granite base and are stabilized by lateral braces. Today, the bridge is owned and maintained by the Massachusetts Bay Transportation Authority (MBTA), a division of the Massachusetts Department of Transportation, and services commuter rail and freight locomotives.

### South side of Railroad Avenue

The Hotel Trafton, 80 Railroad Avenue, 1886 (BEV.71, Photograph 6), is a four-story Second Empire-style building with a mansard roof. A two-story, Mansard-roofed ell attached to the building's east elevation is believed to be original to the building, as indicated by historic photographs. In keeping with its late 19<sup>th</sup>-century construction date, the building originally featured numerous Queen Anne influences, with an irregular fenestration pattern and projecting bays. The Park Street elevation (west), which was the original façade of the building, facing the Beverly Depot, featured a three-bay design with an alternating pattern of bay windows and single, double-hung sash windows on the second story, and a large, projecting, central gambrel-roofed dormer that breaks the roofline. Historic photographs of the building show decorative details, including a bracketed first-story porch, corner pilasters and cornice board, and paired cornice brackets.<sup>3</sup> The building still retains paired cornice brackets on the Park Street façade. While the building has deteriorated, and numerous modifications have been made to the building throughout the 20<sup>th</sup> century, including the application of aluminum siding, extensive window and door modifications, removal of original architectural features, and the addition of a first-floor storefront on the building's north elevation, the Hotel Trafton is included in the proposed district because of its location, design (building form), setting, and association as one of only two surviving hotels in this transportation-related district.

### West side of Park Street

The Beverly Depot, Park Street, 1896 (BEV.119, NRIND, Photograph 7), located on the west side of the railroad tracks, replaced an earlier train station (1852) that was situated directly opposite on the east side of the track. The 1852 station was a simple, rectangular wood building with clapboard siding. Originally, this building included a covered train shed connected to the north and south sides of the building, but this structure was demolished and replaced with an open, covered platform supported by bracketed wood posts.<sup>4</sup> Upon completion of the new railroad station in 1896, the earlier building was demolished.

The impressive appearance of the “new” Beverly Depot was in sharp contrast to the modest form of the earlier station. Designed in the Victorian Eclectic style, the new single-story station was constructed of buff brick with brownstone accents and capped with a low-ridge, hipped roof covered in red tiles. Designed by noted railroad architect Bradford Lee Gilbert, the Beverly Depot is highlighted by a four-foot-high brown freestone foundation and decorative trim, reminiscent of the Richardsonian Romanesque style. The long, narrow rectangular structure measures approximately 32 feet by 120 feet, with an asymmetrical façade (east) that is oriented toward Park Street. Windows on this elevation are placed in groups of three and alternate with the building's three entrance doors. All windows are 6/6, rectangular,

<sup>3</sup> Beverly Historical Society, *Images of America: Beverly Revisited*, 50; *Beverly Citizen*, October 9, 1886.

<sup>4</sup> Historic Photograph and Postcard Collections of the Walker Transportation Group at the Beverly Historical Museum.

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double-hung wood sash, capped with six-paned transom windows above. The primary entrance is defined in a slightly projecting bay and is flanked by single windows.

The north and south elevations of the building are one bay wide and feature circular ends. The station's massive, low-ridge, hipped roof is supported by wooden brackets, and two hipped-roof dormers punctuate the roof on the east elevation. The southern dormer contains two eight-paned fixed windows, while the dormer to the north is inset with two louvered panels. The building's prime chimney threads its way through the overhanging roof structure at the southern end of the building. On the station's façade, the roof continues to a covered canopy structure that extends to the north and south of the main building. The canopy, which is supported by bracketed posts similar in detailing to posts found on the original 1852 train station platform, includes a large gabled dormer, with a half-round, multipaned window over the main building entrance. When the original 1852 depot was demolished, a second freestanding canopy structure was added on the east side of the tracks. However, this canopy burned and was removed by 1979, concurrent with the building's listing in the National Register. Currently, there is a smaller, late 20<sup>th</sup>-century metal shelter at the northeast corner of the depot, on the east side of the tracks. The building continues to serve as an active train station and currently houses a restaurant, which has occupied the building since 1971.

#### **West side of Rantoul Street**

The Cushing's Carriage Manufactory Building at 142 Rantoul Street, ca. 1870 (Photograph 14), a modest, 2½-story, gable end to the street wood-frame building on the west side of Rantoul Street, is one of the oldest buildings in the district. Originally clad in wood clapboards, the building now features a stucco exterior surface, added sometime before 1965. The building's three-bay façade (east elevation), which originally contained an off-center loading bay opening flanked by 6/6 double-hung windows, has been altered with a late 20<sup>th</sup>-century aluminum commercial storefront with a fabric awning. Despite these contemporary modifications, the building retains its overall historic scale and appearance, with gable returns and original fenestration pattern on the second and third floors. The building's second story contains three double-hung windows, with two windows slightly off center to vertically align with the building's original first-floor configuration. The third story contains two symmetrically spaced, double-hung windows in the gable. One-over-one sash replace the original 6/6 sash configuration. According to building permits, the building was used for residential purposes in 1923 but converted to commercial use by 1965. The present storefront was added in the early 1980s.

The Joseph F. Appleton Building/Hotel Walter, 146-148 Rantoul Street, 1894 (BEV.548, Photograph 8), is located on the southwest corner of Rantoul Street and Railroad Avenue. The three-story clapboard building, designed in the Italianate style by architect William H. Hunt, retains its broad cornice with dentils and modillions, splayed window lintels, and a broad beltcourse between the first and second stories. Paneling below the first-floor windows is a more recent addition, and may correspond with the renovation of the building in 1983 for use as a restaurant and apartment building; more elaborate window crowns may also have been modified at that time. The building's most distinctive feature is an angled facet at the northeast corner. This angled building wall now contains a metal-framed door for an entrance that was added in 1935, when the building still served as a hotel. The building's façade (east elevation) is three bays with 1/1 windows vertically aligned, but not evenly spaced, on the second and third floors. The north elevation, which fronts onto Railroad Avenue, is six bays long with a symmetrical fenestration pattern of 1/1 double-hung windows that vertically align on all three stories. Original elevation drawings (1894) by Salem architect William H. Hunt and display ads for the Hotel Walter, which occupied the building in 1901, indicate that the building originally included a roof balustrade with decorative turned



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balusters, which is no longer present. Photographs during the 1920s, when the building was occupied by the Hotel Bailey, also depict the roof balustrade.<sup>5</sup>

According to building permit records, a new entrance was added on the Railroad Avenue elevation (north) in 1935, and new windows and doors were added in 1939 when the building still served as a hotel. The building was renovated for use as a restaurant with residential units on upper floors in 1983.

Odell Park, ca. 1852 (Photographs 9 & 10), occupies a full city block of approximately .64 acres bordered by Broadway to the north, Rantoul Street to the east, Railroad Avenue to the south, and Park Street to the west. Originally called Railroad Square when constructed by the Eastern Railroad ca. 1852, and also referred to as Depot Square, the park was renamed ca. 1896 for Beverly's second mayor, Charles H. Odell. This renaming coincided with park and streetscape improvements undertaken during the construction of the new Beverly Depot in 1896. During these improvements, the park was reconfigured from its original cross-path design to feature a central planting area with three radiating paths, one to the corner of Rantoul and Railroad, one to the corner of Rantoul and Broadway, and one to Park Street on axis with the Beverly Depot's primary entrance, which is located on the opposite side of Park Street. Today, these paths are paved in concrete with brick borders, and the central planting area is octagonal in shape and bordered by brick. The planting area includes a large evergreen tree surrounded by a variety of low deciduous and evergreen shrubs. Five reproduction lampposts alternate with five wood and metal park benches around the center. The remainder of Odell Park is planted with grass and eleven trees of various varieties symmetrically located along the park's border, including cherry trees at the northwest and southwest corners of the park.

Other modern additions to the park include a collection of veterans' memorials installed in the early 1990s. Four tall, narrow, rectangular monuments of natural granite with bronze plaques are centered along each of the park's bordering streets. Each monument's front plaque honors a specific war, while rear plaques list local servicemen killed in action. These include the Vietnam War Memorial (1992) on the north side of the park, the Korean War Memorial (1990) on the east side, the World War I Memorial (1992) on the south, and the World War II Memorial (1992) on the west.<sup>6</sup> One additional memorial is located between the two radiating paths on the east side of the park near Rantoul Street. Erected in 2005, this memorial includes a bronze bell housed in a simple hipped-roof brick and wood structure built by the North Shore Technical High School. A bronze plaque on the monument's base identifies the Memorial Bell "to be used at Beverly's Memorial Day and Veteran's Day observances." Despite these later modifications and additions, Odell Park retains integrity of location, setting, materials, feeling, and association.

### **East side of Rantoul Street**

The U.S. Post Office Building at 161 Rantoul Street, 1910-1912 (BEV.272, NRIND, Photograph 11), is an impressive Classical Revival-style building with Georgian Revival influences designed by architect James Knox Taylor (1857-1929), who served as Supervising Architect for the United States Treasury from 1897 to 1912. During his tenure, Taylor oversaw the design of hundreds of federal buildings constructed throughout the United States, including post offices in Buffalo, New York; San Francisco, California; Philadelphia, Pennsylvania; and Tampa, Florida.

<sup>5</sup> City of Beverly Directories, 1901; Beverly Historical Society archives; Building Elevations, Massachusetts Archives Plan Record # 898.

<sup>6</sup> Guillebbe, Jerry, Beverly Veteran's Agent, email dated November, 20, 2012.

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The Beverly Post Office, constructed of Ohio sandstone with a granite foundation, consists of a gable-roofed main section flanked by recessed, one-story, flat-roofed wings. The main section's façade (west), which faces Odell Park, is dominated by a central projecting portico supported by six Tuscan columns resting on a full-width, stepped granite base. A recessed lobby wall behind the columns contains a central entrance and large two-story windows between sandstone pilasters. Flanking the portico are single bays, each defined by elongated blind panels with festooned panels above. The main facade is capped by a solid sandstone parapet with rectangular panels that correspond to the window pattern below. The building's metal-covered, side-gable roof contains three wood-trimmed Georgian Revival dormers below a central cupola. The cupola is detailed with an urn-capped, balustraded base below small Tuscan columns supporting a gilded round dome. The façade is completed by the recessed one-story, flat-roofed wings that contain double-hung windows framed by flat projecting lintels, stone sills, and consoles. Each wing also contains subsidiary entrances on the south and north elevations. The building is well preserved and continues to serve as Beverly's main U.S. Post Office.

Located immediately north of the post office is an early 20<sup>th</sup>-century commercial storefront building. The Commercial Block at 175-181 Rantoul, 1929, is a single-story brick commercial building that originally contained a series of four storefronts.<sup>7</sup> The building is designed with minimal detailing except for simple brick corbeling along the cornice. Constructed contemporaneously with the Beverly Manor Apartment Building located southeast on Broadway, these buildings demonstrate similar design aesthetics, with visually flat wall surfaces and minimal architectural ornamentation, typical of the period. As early as 1936, individual storefronts in the building were combined for use by a single business, and by 1965, directories consistently list the building with only two businesses. The building is now occupied by one commercial establishment, with several original storefronts that have been replaced with brick infill. The remaining storefront has contemporary glazing and a late 20<sup>th</sup>-century awning, which spans the entire width of the building's façade. Despite these changes, the building retains its overall building form and decorative cornice.

### South side of Broadway

The Beverly Manor Apartment Building at 50 Broadway, 1929 (Photograph 12), is a five-story Moderne-style apartment building designed by the Boston architectural firm of Miller & Levi.<sup>8</sup> Constructed of red brick in a seven-course American bond pattern, the building features a five-bay main façade (north) with a slight projection of the central three bays. Fenestration on the façade includes single window openings in the center three bays, and triple window openings in the outside bays. All window openings are framed by lintels of vertical brick stretchers flush with the building surface and shallow sills of brick headers.

The overall appearance of the Beverly Manor exhibits an austere design, with ornamentation vertically focused on the building's center bay, emphasizing the building's five-story height. On the first floor, an ogee-arched door opening is set within a stone surround capped by a label molding. Second-, third-, and fifth-story windows on the center bay are shorter than flanking windows. The third-story window is highlighted by a staggered stone surround that is capped by a Classical relief panel with decorative swag. The fourth-story window features a shallow stone balcony with paneled posts flanking four stone balusters. This window and the fifth-story window feature stone keys inset into the brick lintels. The façade is completed by a corbelled brick cornice with square stone insets, and a central stone panel with shield and floral swags. The corbelled cornice wraps around the building's corners and extends to the third bay of the north and south elevations. These elevations are twelve bays long, with the central six bays recessed. Fenestration on these elevations includes single rectangular window openings in the three-

<sup>7</sup> Beverly City Directories, 1929-1970.

<sup>8</sup> Massachusetts Archives, Building Plan Records.

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bay north and south sections, and alternating single and triple window openings in the recessed central bays. All windows in the building consist of 6/1, double-hung sash that appear original to the building's 1929 construction. Metal fire escapes are located within the recessed portions of these elevations. The building retains a high level of integrity of location, design, setting, workmanship, feeling, and association, with the district's transformation to a more urbanized commercial area during the early 20<sup>th</sup> century.

### **North side of Broadway**

Located directly to the rear of the Commercial Block at 175-181 Rantoul Street is the William Endicott House, 45 Broadway, 1859-1860 (BEV.117, Photograph 13), which is the earliest building in the district. This elaborately detailed, 2½-story, Second Empire-style house, which originally faced onto Rantoul Street, features a dressed granite foundation, flushboard siding, a stringcourse between the first and second stories, a decorative cornice with paired brackets, and a mansard roof with gabled dormers. The house was reoriented when the land along Rantoul Street was subdivided in 1929 and the single-story commercial block was constructed, partially obscuring the façade (west) of the Endicott House.

The Endicott House consists of a rectangular main block with an original rear 2½-story ell. The obscured three-bay facade (west) features a slightly projecting central bay capped by a gambrel roof that echoes the concave silhouette of the building's main mansard roof. The central bay originally contained a bracketed entrance portico with roof balustrade on the first story, an arched window with scalloped bracket window hood on the second story, decorative scalloped cornice trim, and paired arched windows in the gable capped by drip molding and flanked by scrolled brackets at the base.<sup>9</sup> (Note: the portico is no longer extant, likely removed in 1929, and the original entrance is no longer visible. The second story has also been altered with a modern rectangular door that accesses a wood egress staircase.) Despite these alterations, the original second-story window hood and scalloped cornice trim are still extant, and the third-story gable remains intact. The façade is completed by elongated first-story windows capped by bracketed hoods and second-story windows with drip moldings. This fenestration pattern is continued on the south elevation, which is two bays long, and features a two-story bay window on the east bay. The rear ell features a mansard roof and a first-floor porch with chamfered wood posts, brackets, and railing with square balusters.

The Endicott House property is bordered by a highly ornamented iron fence with decorative posts along the Broadway sidewalk. The fence is anchored on a granite-block base, and terminates at granite posts at openings to a rear walkway and rear parking area. While the fence is deteriorated, with some missing sections and settling of the granite base, the majority of the fence remains intact. Despite this deterioration and alterations to the main house, the Endicott House retains integrity of location, design, materials, workmanship, feeling, and association with the development of the area surrounding the Beverly Depot and Odell Park.

### **Archaeological Description**

While no ancient Native American sites are known in the district, sites may be present. Thirteen ancient sites are recorded in the general area (within one mile). Most known sites are located on terraces bordering the Danvers River and Beverly Harbor shorelines, in similar environmental contexts as those found in the district. Middle Archaic through Late Woodland components represent the most common occupations present, with Late Archaic components the most common. Environmental characteristics of the district represent locational criteria (slope, soil drainage, proximity to wetlands) that are favorable for

<sup>9</sup> Beverly Historical Society, Historic Photograph Collection.

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the presence of Native sites. The district includes level to moderately sloping topography located in close proximity to wetlands. The Bass River estuary flows north to south within 500 feet of the district's western boundary. While soil types in the area are currently classified as urban land, with natural soil characteristics difficult if not impossible to ascertain, known soil types in the immediate area outside the district indicate the natural soils may have been well drained but stony. Given the above information, the size of the district (approximately 5.5 acres), the extent of historic land use, and the general lack of open, undeveloped land (at present and historically), a low potential exists for the recovery of significant ancient Native American resources in the district. Any potential resources that were present were destroyed by historic period construction and grading of the urban landscape in the district.

A high potential exists for locating significant historic archaeological resources in the district. Additional historical research, combined with archaeological survey and testing, may help locate structural evidence of many of the district's 18<sup>th</sup>- and 19<sup>th</sup>-century commercial, governmental, civic, transportation, and residential buildings that no longer survive above ground and have yet to be identified. Potential sites in the district that have been identified include the earlier train station (1852) that was located directly opposite the present station (1896) on the east side of the tracks. The 1852 station was demolished after the new station was completed in 1896. Structural evidence may survive from the Lund Shoe Company originally located on the south side of Depot Square on Railroad Avenue, and the Perry & Preston and Marsters and Walker Shoe Companies on the north side of the square on Milton Street (Broadway). Similar evidence may survive from four late 19<sup>th</sup>- and early 20<sup>th</sup>-century structures recently demolished within the Beverly Gas and Electric Company complex. Additional documentary research, combined with archaeological testing, may determine whether the existing Appleton Building/Hotel Walter was totally rebuilt in 1894 or extensively remodeled from an earlier building. Structural evidence may survive from two buildings associated with the Upton Machine Company, manufacturers of automobiles: a four-story, Panel Brick factory building at 60 River Street; and a two-story, wood-frame building south of the brick structure. Archaeological evidence of a water tower may also survive on the northwest corner of the site.

While several specific sites located in the district have been noted above, many more potential sites and/or site areas are known that remain to be identified. The area west of Cabot Street to the Bass River remained undeveloped through the 1840s and was covered by open fields and fish-flake yards. Archaeological survivals from these activities would be minimal, possibly limited to post molds from the stands used to dry fish. With the relocation of the railroad station to the Depot Square area near Rantoul Street in 1852, business began to centralize between Cabot Street and the Bass River. By ca. 1870, wood-frame, multistory factory buildings dominated the area surrounding Depot Square. Shoe factories lined the northern and southern sides of Depot Square. Additional historic research, combined with archaeological survey and testing, can help to identify these factories, their locations, and integrity. Structural evidence of residential sites should also survive in the district, although none have been identified to date. By the mid 19<sup>th</sup> century, several single-family residences were erected on the eastern side of the newly platted Rantoul Street near Railroad Square, yet only the extant William Endicott House at the corner of Rantoul and Milton Streets (Broadway) is known. Archaeological evidence of these residences should survive in the district, along with potential evidence of related outbuildings and occupational-related features (trash pits, privies, wells).

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### 8. Statement of Significance

#### Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

#### Criteria Considerations

(Mark "x" in all the boxes that apply.)

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

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**Areas of Significance**

(Enter categories from instructions.)

COMMUNITY PLANNING and DEVELOPMENT

TRANSPORTATION

INDUSTRY

COMMERCE

ARCHITECTURE

**Period of Significance**

1852—1963

**Significant Dates**

1852 – Construction of railroad depot and park on Park Street

1896 – Construction of new railroad depot and roadway and park improvements to Railroad Square (Odell Park)

**Significant Person**

(Complete only if Criterion B is marked above.)

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

William H. Hunt – Appleton Building/Hotel Walter (1894)

Bradford Lee Gilbert – Beverly Depot (1896)

James Knox Taylor – U. S. Post Office (1911)

**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Beverly Depot-Odell Park Historic District contains a diverse collection of historic resources whose development was a direct result of the introduction of the railroad to Beverly (1839) and the subsequent development of a railroad depot at Park Street in 1852. The district contains 19<sup>th</sup>- and early 20<sup>th</sup>-century resources significant for their association with community planning and development, transportation, industry, commerce, and architecture. The period of significance of the district is 1852 to 1963, reflecting the earliest surviving resource (Railroad Square/Odell Park) and the continued development of the district over the late 19<sup>th</sup> and early to mid 20<sup>th</sup> centuries. The district retains integrity of location, design, setting, materials, workmanship, feeling, and association, and fulfills National Register criteria A and C with significance at the local level.

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## **Narrative Description**

### **Narrative Statement of Significance** (Provide at least one paragraph for each area of significance)

The Beverly Depot-Odell Park Historic District is significant for its associations with community planning and development, transportation, industry, commerce, and architecture.

#### Community Planning and Development

The district is significant for its association with community planning and development, beginning with the introduction of the railroad to Beverly (1839) and the subsequent development of a railroad depot and park at Park Street in 1852 in a previously undeveloped area. This part of Beverly soon became a burgeoning industrial district of shoe and carriage factories surrounding Railroad Square, and lumberyards, tanneries, and a gasworks on the river. Between 1884 and 1894, the first generation of buildings on the south side of the park, including a shoe factory, a shop, and residence, were replaced with more ambitious first-class hotel structures designed to serve railroad travelers. The United States Post Office's decision in 1910 to construct a new postal facility on a direct axis across the park from the Beverly Depot signified contemporary projections that this section of Beverly would become an important urban center for the city in the 20<sup>th</sup> century. Development continued in the district through the early and mid 20<sup>th</sup> century with new commercial and apartment buildings, and reuse of existing structures for commercial and service-oriented uses.

#### Transportation

The district's development is directly associated with transportation improvements in Beverly during the 19<sup>th</sup> century. The arrival of the railroad in 1839 and the subsequent relocation of the railroad depot further north on the Bass River facilitated the development of industrial and manufacturing uses along the river. The area was further enhanced in 1896 when the Boston & Maine Railroad replaced its 1852 depot with a new Beverly Depot designed by Bradford Gilbert, who was said to be the best-known railroad station architect in the country at that time. In addition to the new depot, surrounding streets were improved and regarded, and a new railroad bridge was installed over Pleasant Street to eliminate a grade crossing and improve traffic circulation.

#### Industry

Beginning in 1852, with the construction of the first train depot on Park Street, this part of Beverly soon became a burgeoning industrial district of shoe and carriage factories surrounding Railroad Square and lumberyards, tanneries, and a gasworks on the river. While the area on the south side of the park transitioned to hotels between 1884 and 1894, the remaining resources in the district continued in industrial use through the early 20<sup>th</sup> century, reflecting the gradual decline of Beverly's manufacturing economy by the mid 20<sup>th</sup> century.

#### Commerce

Following the construction of the post office in 1911, new commercial uses and buildings began to emerge in the district. By 1930, a single-story, commercial storefront building was constructed in the district, on a portion of the Endicott House property facing Rantoul Street. The addition of a substantial apartment block near the railroad station also signaled a change in the area's development. Existing buildings such as the box factory, the carriage manufactory, and the Cameron Car Company Building also transitioned to service-oriented businesses during this period. Outside the district's boundaries, many of the area's earlier industrial buildings nearby were demolished for modern commercial structures and associated parking areas by the 1960s.

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### Architecture

In addition to the previously listed Beverly Depot and the U.S. Post Office, both designed by renowned architects of the period, the district also contains a collection of architecturally significant wood-frame and masonry structures executed in representative styles of the mid to late 19<sup>th</sup> century, including Italianate and Second Empire styles, and late 19<sup>th</sup>- and early 20<sup>th</sup>-century masonry buildings in the Victorian Eclectic, Panel Brick, Classical Revival, and Moderne styles.

### **Historical Significance**

#### **Plantation Period (1620-1675)**

During the early part of this period, the area that was to become Beverly was inhabited by members of the Native American Pawtucket (Penacook) group, who resided along the eastern coast from the north side of Massachusetts Bay in the Saugus/Salem area to York Village, Maine. Local members of the tribe were commonly referred to as the Naumkeags and Agawams by European settlers, who began to arrive in the area around ca. 1630. These early colonists settled on the peninsula of Beverly, east of the Bass River, and erected their first meetinghouse at the junction of Cabot and Hale Streets. Early residents during this period were primarily employed in fishing, agriculture, commerce, and husbandry. Transportation was mainly water-oriented, with a ferry operating from the Beverly peninsula south to Salem Neck beginning in 1639. In 1668, residents successfully petitioned for incorporation.

#### **Colonial Period (1675-1775)**

During the Colonial period, Beverly residents continued the land patterns established on the peninsula during the prior period, with settlement concentrating east of the Bass River around the First Parish Meetinghouse and along the waterfront at Beverly Harbor. Travel from the peninsula of Beverly to Salem to the south and Cape Ann to the north continued to be primarily water-oriented, although land transportation became increasingly important. Route 1A (Enon Street/Cabot Street) remained the major north/south corridor, while Conant and Elliot Streets provided major westward routes. As settlement increased, local unmarked ways continued to be laid out linking house lots, farms, and common lands. Beverly's economy continued to rely on fishing and other maritime trades, growing together with agriculture and husbandry. Beverly's shoemaking industry got its start in small shops during this period.

#### **Federal Period (1775-1830)**

Beverly's population and economy continued to grow during the Federal period, as distinct areas of the town evolved and expanded. The area known as Fish Flake Hill, on the southeastern tip of the peninsula at Beverly Harbor, grew with the town's flourishing local fishing and shipbuilding industry. Cabot and Hale Streets, where the first meetinghouse was constructed, became the town's primary civic corridor with the construction of a town hall on the common. Along the Bass River, recently established industries, still small in scale, began to cluster.

During this period, shipbuilding and related industries continued to dominate the local economy, while agricultural pursuits diminished. Other small-scale manufacturing also figured prominently in the town's economy, including the production of boots and shoes, cabinet ware and chairs, and soap and candles. Many Beverly fishermen made shoes in the winter months on consignment from Lynn and Danvers. Other products, including bricks, curled hair, mustard, and tinware, grew in production during this time. In 1788, the Essex Bridge opened, replacing the ferry service between Salem Neck and Beverly.



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### Early Industrial Period (1830-1870)

Early in this period, settlement in Beverly continued to be concentrated on Fish Flake Hill and around the meetinghouse on Cabot Street, as maritime and agricultural pursuits dominated the local economy. The area west of Cabot Street to the Bass River remained relatively undeveloped through the 1840s, and was covered by open fields and fish-flake yards.<sup>10</sup> The opening of the Eastern Railroad in 1839, however, signaled the advent of physical and economic changes to the Beverly peninsula, as an industrial district began to spread beside the railroad tracks along the Bass River.

The Eastern Railroad was chartered in 1836 to operate a passenger and freight rail from Boston to New Hampshire. Tracks were subsequently laid from a terminal in East Boston through Salem and Salisbury to the New Hampshire border. In Beverly, a small depot was constructed along the southern waterfront where the railroad tracks entered the Beverly peninsula. The railroad line initially extended through Beverly to Ipswich, and in 1845, an additional Beverly to Gloucester branch was added. By mid century, the railroad was running six trains to Boston daily, and four to and from Cape Ann.

In 1852, the railroad relocated its station northward on the Bass River, near the newly platted Rantoul Street (1851).<sup>11</sup> The railroad purchased the five-acre parcel of land from Robert Rantoul, who had been instrumental in the development of Rantoul Street. The relocation of the station was viewed as an important step in centralizing business in the area between the Bass River and Cabot Street.<sup>12</sup>

The 1852 Beverly Depot was a simple, barrel-roofed, wood-clapboard station with a covered train shed, constructed to the west of the railroad tracks. In addition to its rail lines and depot, the railroad company also made significant streetscape improvements to the area surrounding the depot, to present a more aesthetically pleasing appearance for its passengers. By 1854, the company had laid out Park Street and constructed Railroad Square (also referred to as Depot Square), a small public park in front of the train station, which it later deeded to the town. To further enhance the area, the town laid out Railroad Avenue and Milton Street (now Broadway) in 1855 to connect the railroad station with Cabot Street to the east.

In conjunction with its physical improvements, Beverly's social and economic structure was also undergoing rapid changes, with an expanding population and a significant increase in its industrial base. Beverly's maritime activities began to decline in the 1850s. Without a water source that could provide the power for large-scale manufacturing, Beverly turned to shoemaking, an activity already familiar to local fishermen, farmers, and families who had been making shoes in the off-season for generations. During this period, shoemaking evolved from the shop to the factory stage. Within several decades, production of shoes increased dramatically, from 88,000 pairs of boots and shoes in 1837 to almost 400,000 pairs in 1865, an increase of 335%. By 1870, boot and shoemaking were the most important industry in town.<sup>13</sup> Beverly shoemakers concentrated on the production of medium grade, high-cut ladies' button shoes for a market that extended from Mexico to Canada.<sup>14</sup>

By the end of this period, wood-frame, multistory factory buildings dominated the area surrounding Depot Square.<sup>15</sup> The gable-roofed, Italianate-style Cushing's Carriage Manufactory Building at 142 Rantoul Street is an example of this industrial development. Originally constructed with a large bay door to provide access for carriages, the 2½-story building still retains its original fenestration pattern on the

<sup>10</sup> H.F. Walling, *Map of Town and Harbor of Beverly* 1852.

<sup>11</sup> Ibid.

<sup>12</sup> Beverly Historical Society, Transcription of Rantoul Memoirs.

<sup>13</sup> *Beverly Souvenir*, 1904.

<sup>14</sup> Massachusetts Historical Commission, *Reconnaissance Survey Town Report: Beverly* (1986).

<sup>15</sup> D. G. Beers & Co. *Map of Beverly*, 1872; Greenough, *View of Beverly, Massachusetts*, 1886.

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second and third stories, gable returns, and corner pilaster caps. Shoe factories lined the northern and southern sides of Depot Square, including the Lunt Shoe Company on the south side of the square on Railroad Avenue, and the Perry & Preston and Marsters & Walker shoe companies on the north side on Milton Street (Broadway).<sup>16</sup>

The only masonry construction during this period occurred at the Beverly Gas Works, where the brick building and round gasometer were constructed on River Street.<sup>17</sup> The Beverly Gas Company was organized on June 4, 1859, to provide gas to the residents of Beverly. The company selected a prominent location at 44 River Street between the Bass River and the railroad depot to construct its facility.<sup>18</sup> The complex initially contained a brick building and gasometer, with a small wood-frame structure fronting onto River Street. As the complex grew in size, these early buildings were subsequently replaced with larger brick buildings in the later 19<sup>th</sup> and early 20<sup>th</sup> centuries.

In contrast to the industrial development surrounding Railroad Square and along the waterfront of the Bass River, several grand, single-family residences were erected on the eastern side of the newly platted Rantoul Street near Railroad Square, including the William Endicott House, (BEV.117). In 1859, William and Joanna Endicott constructed a large Second Empire-style home on the corner of Rantoul and Milton streets (Broadway) on land inherited from Joanna's father, Robert Rantoul, who had died the previous year.<sup>19</sup> Endicott, who was a direct descendent of John Endicott, the first Governor of Massachusetts, served as president of the Beverly Savings Bank for more than 20 years.

### Industrial Period (1870-1915)

The period between 1870 and 1915 witnessed Beverly's final evolution from a maritime and agricultural community to a burgeoning city with a strong manufacturing base. This era was one of unprecedented industrial expansion, as manufacturing businesses continued to develop near the railroad. During this period, factories clustered along the railroad lines to form a dense industrial fringe between Park Street and the waterfront. In response to this industrial expansion, Beverly's population grew dramatically, increasing more than 250% between 1870 and 1915.<sup>20</sup> This period was also one of dramatic political changes as well, as Beverly became a city in 1896, electing its first mayor and city council.

Early in the period, Beverly's industrial economy continued to be dominated by the shoe industry. By the 1880s, 29 shoe factories were operating in Beverly, accounting for more than 90% of the town's total \$1.65 million manufacturing product.<sup>21</sup> Ten years later, the town's shoe product value had more than doubled to greater than \$3.5 million, and more than one-third of the town's working men and employed women worked in the shoe industry.<sup>22</sup> While shoemaking was the dominant industry, Beverly contained a diverse collection of factories that produced products such as furniture, boxes, earthenware, bricks, carriages, wagons, steam engines, rubber goods, and candles, as well as shipbuilding-related goods.

Multistory wood-frame shoe factories continued to be the predominant building form surrounding Depot Square. In 1880, two wood-frame factories owned by A. Perry & Co. and Marsters & Walker Company

<sup>16</sup> D. G. Beers & Co., *Atlas of Essex County, Massachusetts*: Beverly, 1872.

<sup>17</sup> Whitlocks, *Essex County Map*, Plat D.23.

<sup>18</sup> Beverly Gas and Electric Company, Anniversary Pamphlet.

<sup>19</sup> Form B – Building, 45 Broadway; Beverly Historical Society Historic Photograph Collection; D.G. Beers & Co. *Atlas of Essex County, Massachusetts*, Beverly, 1872.

<sup>20</sup> Massachusetts Historical Commission, *Reconnaissance Survey Town Report: Beverly (1986)*.

<sup>21</sup> *Ibid.*

<sup>22</sup> Daniel J. Hosington, *Made in Beverly: A History of Beverly Industry*, 19.

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occupied the northwest corner of Railroad Square on Broadway.<sup>23</sup> By the end of the period, these three-story Italianate-style factory buildings were joined by one-story wood-frame commercial buildings along Broadway, and a two-story wood building on the corner of Rantoul Street.<sup>24</sup> The south side of Railroad Square, however, began to transition to new uses by the end of the century as discussed below. Elsewhere in the district, River Street contained a more varied industrial base with the Beverly Gas Works plant, a lumberyard, a woodworking shop, a Morocco leather factory, and tanneries.<sup>25</sup>

While manufacturing businesses continued to expand near the depot, other entrepreneurs were seeking to service the influx of railway passengers arriving in Beverly by replacing the earlier shoe factories and shops on the south side of the park with first-class hotels. The first hotel to open was the Cleveland House in 1886. Located on the corner of Railroad Avenue and Park Street, facing the train station, the hotel was developed by Darling F. Trafton, who added a large 3½-story addition onto the existing 2½-story, wood-frame house and store previously owned by Jabey Davenport. The *Beverly Citizen* reported that “the addition to the Cleveland House is practically an entire new building, the old portion looking more like an L than the main building.”<sup>26</sup> By 1895, the hostelry was renamed the Hotel Trafton, with “American Plan” accommodations available at \$2.00 per day. In 1908, the Trafton became a “temperance hotel.”<sup>27</sup>

Less than ten years after the opening of the Cleveland House, a second hotel opened on the southeast corner of Depot Square in 1896. Located at 146-148 Rantoul Street on the corner of Railroad Avenue, the new hotel replaced a shoe factory owned by Daniel Foster, whose family had played an important role in Beverly’s shoemaking history. Foster was the son of William A. Foster, who first introduced steam machinery to Beverly shoe manufacturing, and the great-grandson of another Daniel Foster, who had a shop on Cabot Street during the Federal period that supplied shoes for trade to the West Indies and American South. In addition to the shoe factory, Foster’s building also included a billiards parlor, barber, cobbler, and restaurant.

In 1894, Foster sold the building to Joseph H. Appleton, who developed a hotel on the property, either entirely rebuilding or extensively remodeling the earlier building. The three-story wood-frame hotel building was designed by architect W. H. Hunt with details that originally included a roof balustrade (now gone), broad cornice with dentils and modillions, splayed window lintels, and a broad beltcourse between the first and second stories. The building’s most distinctive feature is an angled facet at the Rantoul and Railroad Street (northeast) corner. By 1901, the building had become the Hotel Walter, and in 1907 it became the Park Hotel. A photograph taken during the 1920s shows the building, then renamed the Hotel Bailey, with several display windows along Rantoul Street and with one on the Railroad Avenue side, an opening no longer visible. The building remained a hotel through 1940.

During this same period, changes were occurring at the train depot. In 1884 the former Eastern Railroad Company had been subsumed by its territorial rival, the Boston & Maine Railroad Company, due to financial difficulties.<sup>28</sup> The new company commenced plans in 1896 to replace the deteriorated 1852 depot with a modern facility. These plans heralded an era of new construction and public investment in the area, including new streets and improvements to the public park at Railroad Square, which had been

<sup>23</sup> G. M. Hopkins, *Map of Beverly Town*, 1880

<sup>24</sup> George H. Walker & Co. *Atlas of the City of Beverly*, 1907; Yeager-Klinge Co., *Map of Beverly*, 1919; and Beverly Historical Society Historic Photograph Collection

<sup>25</sup> Greenough, *View of Beverly, Massachusetts*, 1886; D.G. Beers & Co., *Map of Beverly*, 1872.

<sup>26</sup> *Beverly Citizen*, October 10, 1886.

<sup>27</sup> *Beverly Citizen*, January 4, 1908.

<sup>28</sup> McGinley Hart & Associates, “MBTA Historical Property Survey, Phase II: Historic Structure Inventory Form for Pleasant Street Bridge,” 1988.

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transferred to the City of Beverly. An article in the *Beverly Evening Times* in 1896 stated that “the (improvement) of this section of our city will then be such that the city can well afford to spend liberal amounts on the park there and the whole will give strangers a much better impression of Beverly than they obtain now when leaving the cars.”

The new Beverly Depot (BEV.119) was constructed on the west side of the tracks facing the earlier station, which was demolished. Designed by the pre-eminent railroad architect of the period, Bradford Lee Gilbert, Beverly Depot was considered one of the most impressive stations on the Boston & Maine railroad. Newspaper articles at the time described the new station as “one of the most beautiful buildings of its kind along the line of the Boston and Maine Railroad.”<sup>29</sup> Gilbert had been appointed official architect of the New York, Erie & Western Railroad at age 23, and went on to become “the best known railroad station architect in the country.”<sup>30</sup> Other railway designs by Gilbert include stations in Concord and Laconia, New Hampshire, and Lowell, Fall River, and East Boston, Massachusetts.<sup>31</sup> Gilbert was also responsible for remodeling Grand Central Station and for such non-railroad projects as the Tower Building and New York City Riding Club. He maintained professional offices in New York, Boston, Chicago, and Atlanta.

As part of the depot construction, infrastructure improvements were made to the area surrounding the station. Streets and sidewalks were installed around Railroad Square, Pleasant Street and River Street were regraded, and the Pleasant Street Railroad Bridge was constructed to span over the street, eliminate the grade crossing, and improve safety. As part of the regrading project, a granite-block retaining wall was also constructed on the east side of River Street, to the rear of the depot. The public park was also improved, with a new design featuring a central planting area with three radiating paths, and renamed Odell Park for Beverly’s second mayor, Captain Charles H. Odell.

River Street was also undergoing a transformation, as existing businesses expanded and new manufacturing businesses opened. The Beverly Gas Company, which had begun furnishing electricity in 1888, had changed its name to the Beverly Gas and Electric Company in 1892, and constructed Building #1 at 44 River Street, the first in a series of Panel Brick-style buildings fronting onto River Street. In 1911, the company expanded once again when it took over the Danvers Gas Light Company. By 1916, the company was supplying gas to Beverly and Danvers and electricity to Beverly, Wenham, Hamilton, Topsfield, and Manchester.<sup>32</sup> These changes began an era of construction at the Gas and Light complex on River Street, as a succession of new buildings were erected at its River Street plant, including an additional gasometer and several multi-bay, Panel Brick-style buildings fronting onto River Street (no longer extant).

Further north on River Street, the Upton Machine Company, manufacturers of automobiles and parts and general machine manufacturers, constructed a “finely-equipped” plant opposite the depot in 1900.<sup>33</sup> The property included a four-story Panel Brick factory building at 60 River Street as well as a two-story wood-frame building to the south of the brick structure (no longer extant). Named after its vice president and general manager, Colcord Upton, the Upton Company produced several popular gas-engine automobiles, including the Upton Touring car (1903). In 1904, the company reorganized as the Beverly Manufacturing Company and renamed its automobile “The Beverly.” In addition to its automotive

<sup>29</sup> “Beverly’s New Depot,” *Beverly Citizen*, July 10, 1897.

<sup>30</sup> Bradford Lee Gilbert, *Railroad Gazette’s Sketch Portfolio of Railroad Stations and Kindred Spirits*, New York, NY, 1895.

<sup>31</sup> Collections of the Walker Transportation Group at the Beverly Historical Museum.

<sup>32</sup> Form B-Building Form - 44 River Street.

<sup>33</sup> *Beverly Souvenir* 1904, p. 14; Beverly Historical Society, *Images of America: Beverly Revisited*, p 48.

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production services, the company also produced the famous Scott seasoning machine, for seasoning leather, and the Fenwick folding machine, used in the manufacture of collars and cuffs.

In 1907, the company disbanded and sold its property to the Cameron Car Company for \$80,000.<sup>34</sup> The Cameron Company refitted the wood-frame structure as a garage and began producing its Cameron Roadster in the brick factory building in 1908. Early images of the property show a watertower (no longer extant) on the northwest corner of the site.<sup>35</sup> The Cameron Car Company originally began operations in Brockton, Massachusetts, in 1905.<sup>36</sup> When the company outgrew its factory space in 1907, it relocated operations to Beverly. The Cameron Roadster was known for its reliable air-cooled engines and racing exploits around the world. By 1913, the company had outgrown its Beverly facilities and moved its operations to West Haven, Connecticut. The building remained vacant for several years and was owned by the Beverly National Bank. By 1921, the building was again occupied, this time by several businesses: the Bailey Rubber Heel Company, the American Toy Manufacturing Company, and the Naumkeag Buffing Machine Company on the second floor.<sup>37</sup> According to building permit records, the wood-frame portion of the complex was demolished in the 1930s.

Elsewhere in the district, other new manufacturing businesses had opened, including the J.P. Friend & Company Box Factory, which opened in 1896 in a three-story brick building at 60 Pleasant Street, on the southern edge of the district. The building was constructed near earlier wood-frame buildings and stables along Court and Pleasant Streets. Atlases from the early 20<sup>th</sup> century depict the box factory building with a long, thin, wood-frame ell on the west side adjacent to the railroad tracks, likely a loading platform for the adjacent railroad spur. This ell was later replaced in the mid 20<sup>th</sup> century with the existing concrete-block loading dock. Originally founded by the Friend Family in 1884 as the Friend Box Company, this business produced wood and paper boxes for area businesses such as the Parker Brothers factory in Salem and Ideal Baby Shoe. The Friend Box Factory continues today in the neighboring town of Danvers. Later occupants of the building at 60 Pleasant Street included the A.W. Copp & Co. box manufacturers in 1903, which manufactured game boxes for the Parker Brothers Company in Salem, and the S.H. Dow & Company shoe-stitching factory in 1913.<sup>38</sup>

Despite the changes occurring on the western section of the district, the east side of Rantoul Street opposite Odell Park remained sparsely developed throughout the period. The Endicott House remained in the Endicott family, now owned by Endicott's daughter, Mary Elizabeth, who lived in the house until her own death in 1908. The house remained vacant from 1908 to 1911, when it was purchased and remodeled for use as a lodging house. The former Foster Shoe Factory on the southwest corner of Rantoul and Railroad Avenue was replaced with a bicycle manufacturer, but the remaining part of the property was undeveloped. It was not until 1908 that the property was identified for redevelopment as the city's first permanent postal facility. In 1910, the new U.S. Post Office, 161 Rantoul Street, opened directly across Odell Park from the depot. Designed in the Classical Revival style by the Supervising Architect of the United States Treasury, James Knox Taylor, the new sandstone and granite building presented an imposing appearance on the square. Much civic pride was generated at the dedication when the building's contractor presented a trowel to Taylor in an elaborate Masonic ceremony.

Architecturally, the district experienced a transition of styles and building forms during the period. Between 1870 and 1890, early Victorian Italianate and Second Empire styles predominated, and were rendered on commercial, residential, and industrial wood-frame structures in the district. Early examples

<sup>34</sup> Walker Transportation Group Archives, Beverly Historical Society Museum.

<sup>35</sup> Beverly Historical Society, *Images of America: Beverly Revisited*, p. 48.

<sup>36</sup> [www.earlyamericanautomobiles.com/massautos.htm](http://www.earlyamericanautomobiles.com/massautos.htm).

<sup>37</sup> Beverly City Directories

<sup>38</sup> *Beverly Souvenir*, 1904, p. 13.

Beverly Depot – Odell Park Historic District  
Name of Property

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of the Italianate style include the Cushing's Carriage Manufactory (ca. 1870), while the Second Empire style was evident in the Endicott House and the Hotel Trafton (1886). During the 1890s, architecture in the district transitioned to late Victorian styles, and the majority of buildings constructed in the district during this period were masonry structures. Victorian Eclectic and Panel Brick styles were rendered on industrial and transportation structures. The J.P. Friend & Co. Box Factory (1896) was designed in the Victorian vernacular style, while the Beverly Depot (1896) was rendered in a Victorian Eclectic design. The Panel Brick style was the predominant style utilized for brick buildings constructed along River Street. The Beverly Gas and Electric Company Building #1 (1892) and the Upton Machine Company/Cameron Car Company Building (1900) were both designed in the Panel Brick style.

At the turn of the 20<sup>th</sup> century, new buildings constructed in the district exhibited the classical design aesthetic gaining popularity during the period. The U.S. Post Office (1911), for instance, was rendered in the Classical Revival style.

### Early Modern Period (1915-1960)

The 20<sup>th</sup> century witnessed significant changes in Beverly as its manufacturing base, notably its shoe industry, began a gradual decline. In 1915, 70% of Beverly's workforce was employed in manufacturing, with the majority of workers employed in shoe firms and the shoe-machine company. In 1922, fifteen shoe manufacturers continued to operate in the city, including the Woodbury Shoe Company and the Woodbury and Company factory near Depot Square. By this time, the product value of the shoe industry had fallen to \$2.6 million, with shoes accounting for only 63% of Beverly's total manufacturing product.

During this period, the area surrounding Depot Square began a transition from industry and manufacturing to service-based establishments catering to increasing automobile traffic along Rantoul Street. In 1929, a strip of land was subdivided from the former Endicott property and a single-story commercial block with multiple storefronts was constructed at 175-181 Rantoul Street. The Endicott House, which was reoriented to Broadway, continued in use as a boardinghouse during the period. At the same time, a new 45-unit, five-story, brick apartment building, the Beverly Manor (1929) was constructed directly opposite on Broadway. Designed in the Moderne style by the Boston architectural firm of Miller & Levi, this large apartment building contrasted significantly with the scale and character of surrounding residential structures, and heralded Rantoul Street's transition to an urban transportation corridor.

The district's landmarks, the Beverly Depot and the Post Office, continued in use serving their original purposes. The district's hotels also continued to operate through much of this period as did the Beverly Gas and Light Company, which furnished gas and electricity to customers on the North Shore, although building construction within the complex had slowed. Other existing buildings in the district changed ownership and uses, representing the shift from manufacturing to service-oriented businesses. Several were modified with rear additions and new window and door configurations. By 1919, the building at 60 Pleasant Street was occupied by the Gavaza Bottle Cap Company. In 1929, the Beverly Mattress Company owned the building, and in 1949, the building was used by the National House Furnishing Company as a warehouse. By 1959, the building was vacant.

While manufacturing continued to provide a significant portion of Beverly's employment base through the 1950s, manufacturing establishments around Depot Square were closed by mid-century. While some factory buildings within and surrounding the district were renovated for new uses, most of the wood-frame factory buildings and commercial buildings that once occupied the north side of the square were demolished and replaced by modern commercial development by the 1950s, according to building permit records and aerial photographs of the area. Several additional factory buildings on the periphery of the

Beverly Depot – Odell Park Historic District  
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district, including a masonry shoe factory that once occupied the property at the northeast corner of Park and Pleasant streets, were demolished for surface parking by the late 20<sup>th</sup> century.<sup>39</sup>

During the late 20<sup>th</sup> and early 21<sup>st</sup> centuries, the Beverly Depot-Odell Park Historic District witnessed renewed interest in property improvements and building restorations. The Beverly Depot and the Appleton Building/Hotel Walter were restored for use as restaurants in the 1970s and 1980s. In the early 1990s, the City of Beverly began a series of improvements to Odell Park, including landscape improvements and the installation of Veterans' memorials. As part of a municipal project in the late 1990s/early 2000s, the City facilitated the relocation of an early Italianate-style fire station, the Beverly Hose House #1, ca. 1872 (BEV.544), from 401 Rantoul Street approximately one-quarter mile south to 56 River Street, where it was later renovated for use as a homeless shelter. Despite the hose house's history as one of the city's earliest remaining fire stations, its relocation and alterations, including a large addition, have compromised the building's integrity. For these reasons, the building has been excluded from the district.

More recently, the J.P. Friend & Co. Box Factory building is currently undergoing a certified rehabilitation to provide permanent housing for veterans. To encourage continued revitalization efforts in the area, the city has identified it as a special incentive zone for redevelopment projects. Despite this renewed interest, the area recently experienced several instances of building loss, with the demolition of four brick buildings within the Beverly Gas and Electric Company complex on River Street.

Despite the changes that have occurred within and immediately surrounding the district, the Beverly Depot-Odell Park Historic District retains a cohesive and intact collection of late 19<sup>th</sup>- and early 20<sup>th</sup>-century residential, commercial, industrial/manufacturing, civic, governmental, and transportation-related resources, whose development was associated with the introduction of a new railroad depot on Park Street in 1852, and continued through the area's transition from manufacturing to service-oriented businesses through the early to mid 20<sup>th</sup> century.

### **Archaeological Significance**

While several ancient Native American sites have been identified in Beverly, most sites lack documentation beyond their location. Given that limitation, only general interpretations can be made for subsistence and settlement activities within each site and the patterns of ancient Native American occupation for the town. Any surviving sites in Beverly with the potential for systematic study could be significant. Ancient sites in this area may contribute important information related to the analysis of coastal settlement and subsistence during the Archaic through later Woodland Periods, as well as a comparison of inland versus coastal sites as a result of sea level rise. Sea level was considerably lower during the Paleo Indian and most of the Archaic Periods, resulting in any sites in the Beverly locale occupying inland locations during those periods. As a result, ancient sites may contribute important information related to the analysis of changing subsistence and settlement through time in Beverly, and at a larger scale along the present-day coastal zone, including the Salem Harbor area.

Historic archaeological resources described above may contribute important information that can add to and complement the district's associations with community planning and development, transportation, industry, commerce, and architecture. Additional historic research, combined with archaeological survey and testing, may help to identify the full range of potential sites within each area of significance and their

<sup>39</sup> Yeager-Klinge Co., *Atlas of the North Shore – Beverly*, Plates 01, 02, 1919; City of Beverly, Aerial Photograph 1947; Property Record Cards.

Beverly Depot – Odell Park Historic District

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locations within the district. The identification of these sites may help trace aspects of community planning and development in the district from the mid 19<sup>th</sup> through mid 20<sup>th</sup> centuries. Structural evidence from the 1852 Beverly Depot may contribute important information related to the district's significance by providing the precise location for the structure responsible for the district's growth and importance in industry, commerce, and transportation. Important information may also survive related to the architectural characteristics of the former station building.



Beverly Depot – Odell Park Historic District  
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## 9. Major Bibliographical References

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*Beverly Souvenir*. 1904.

City of Beverly. Building Permit Records and Property Record Cards.

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Gilbert, Bradford Lee. *Railroad Gazette's Sketch Portfolio of Railroad Stations and Kindred Spirits*. New York, NY: 1895.

### Maps and Atlases (chronological order)

H.F. Walling. *Map of Town and Harbor of Beverly*. 1852.

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G. M. Hopkins. *Map of Beverly Town*. Philadelphia: 1880.  
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George H. Walker & Co. *Atlas of the City of Beverly*. Boston: 1907.  
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<http://www.wardmaps.com>

### Directories

Beverly City Directories, 1888-1970.

### Newspapers

*Beverly Citizen*, October 10, 1886.

“Beverly's New Depot.” *Beverly Citizen*, July 10, 1897.

*Beverly Citizen*. January 4, 1908.

Beverly Depot – Odell Park Historic District  
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**Archives**

Beverly Historical Society Archives and Historic Photograph Collection.

Beverly Public Library Postcard Collection.

Collections of the Walker Transportation Group at the Beverly Historical Society Museum.

Massachusetts State Archives, Building Plan Records.

**Secondary Histories**

Beverly Historical Society. *Images of America: Beverly Revisited*. 2010.

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McGinley Hart & Associates. "MBTA Historical Property Survey, Phase II: Historic Structure Inventory Form for Pleasant Street Bridge." 1988.

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Beverly Depot – Odell Park Historic District  
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---

### 10. Geographical Data

**Acreage of Property** approximately 5.5 acres

Use either the UTM system or latitude/longitude coordinates

#### Latitude/Longitude Coordinates

Datum if other than WGS84: \_\_\_\_\_

(enter coordinates to 6 decimal places)

- |                        |                       |
|------------------------|-----------------------|
| 1. Latitude: 42.546560 | Longitude: -70.888327 |
| 2. Latitude: 42.550931 | Longitude: -70.886750 |
| 3. Latitude: 42.547706 | Longitude: -70.880892 |
| 4. Latitude: 42.544196 | Longitude: -70.884862 |

**Or**

#### UTM References

Datum (indicated on USGS map):

NAD 1927 or  NAD 1983

- |              |                       |                         |
|--------------|-----------------------|-------------------------|
| A. Zone: 19N | Easting: 345000.73103 | Northing: 4712193.87492 |
| B. Zone: 19N | Easting: 345084.07495 | Northing: 4712648.95916 |
| C. Zone: 19N | Easting: 345525.93000 | Northing: 4712328.81269 |
| D. Zone: 19N | Easting: 345297.06496 | Northing: 4711918.70770 |

#### Verbal Boundary Description (Describe the boundaries of the property.)

Please see attached Assessor's map.

#### Boundary Justification (Explain why the boundaries were selected.)

The boundaries were drawn to encompass the greatest degree of surviving 19<sup>th</sup> and 20<sup>th</sup> century industrial, residential, commercial, civic, governmental, and transportation-related resources that surround the Beverly Depot and Odell Park. The district includes portions of select parcels on the west side of River Street between Pleasant Street to the south and 60 River Street to the north; parcels on the west side of Park Street between Pleasant Street to the south and Broadway to the north; the property at 60 Pleasant Street and the Pleasant Street Railroad Bridge to the east of the railroad tracks; the property at 80 Railroad Avenue, on the south side of Railroad Avenue at the corner of Park Street; the properties at 142 and 146-

Beverly Depot – Odell Park Historic District  
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148 Rantoul Street on the west side of Rantoul Street; the properties at 161 and 175-181 Rantoul Street on the east side; Odell Park, bordered by Broadway to the north; and the properties at 45 and 50 Broadway.

Properties located outside of the district boundaries contain buildings and structures that have been significantly altered, resulting in the loss of historic and architectural integrity; altered with new modern construction; or replaced with surface parking areas. Due to later alterations at their respective sites, including the addition of late 20<sup>th</sup>-century buildings and structures, lines of convenience ranging from approximately 10 to 25 feet have been drawn around the two buildings at 44 and 60 River Street.

---

### 11. Form Prepared By

name/title: Patricia Kelleher, Community Opportunities Group and Doug  
Kelleher, Epsilon Associates, Inc. with Betsy Friedberg, NR Director, MHC  
organization: MA Historical Commission  
street & number: 220 Morrissey Boulevard  
city or town: Boston state: MA zip code: 02125  
e-mail: betsy.friedberg@sec.state.ma.us  
telephone: (617) 727-8470  
date: October 2013

---

### Additional Documentation

Submit the following items with the completed form:

- **Maps:** A USGS map or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Beverly Depot – Odell Park Historic District  
Name of Property

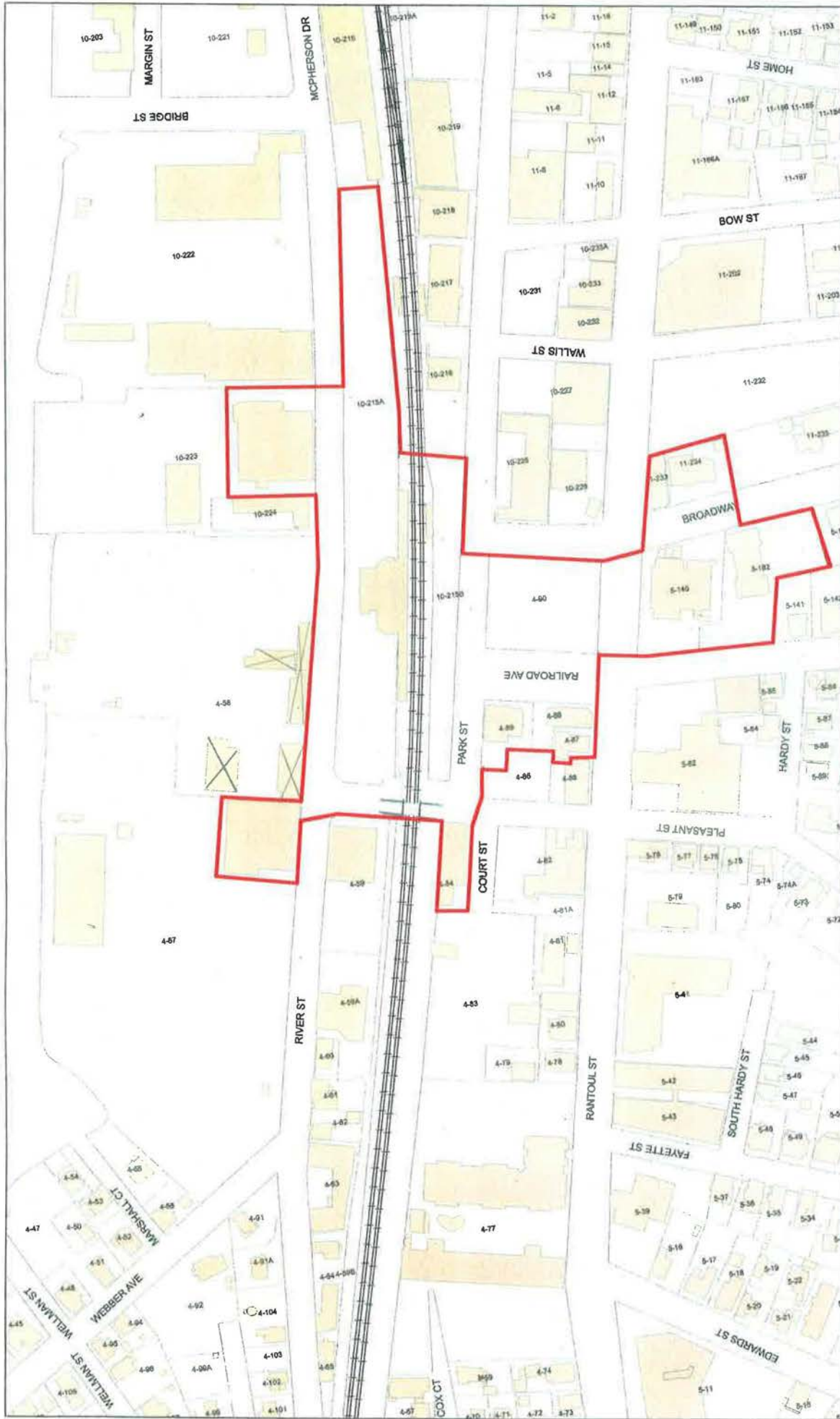
Essex County, MA  
County and State

### Photographs

Name of Property: Beverly Depot – Odell Park Historic District  
City of Vicinity: Beverly  
County: Essex  
State: Massachusetts  
Photographer: Doug Kelleher & Brian Graves, Epsilon Associates, Inc.  
Date Photographed: Fall 2012 & Spring 2013

Description of Photograph(s), number and view indicating direction of camera:

- 1 of 15 Beverly Gas and Electric Company Building #1, 44 River St., view northwest
- 2 of 15: Upton Machine Company/Cameron Car Company, 60 River St., view northwest
- 3 of 15 Granite-Block Retaining Wall, River St., view east
- 4 of 15 J.P. Friend & Company Box Factory, 60 Pleasant St., view southwest
- 5 of 15 Pleasant Street Railroad Bridge, view east
- 6 of 15 Hotel Trafton, 80 Railroad Ave., view southwest
- 7 of 15 Beverly Depot, Park St., view northwest
- 8 of 15 Appleton Building/Hotel Walter, 146-148 Rantoul St. (left) and Hotel Trafton, 80 Railroad Ave. (right), view southwest
- 9 of 15 Odell Park, view east
- 10 of 15 Odell Park, view southwest
- 11 of 15 U.S. Post Office, 161 Rantoul St., view east
- 12 of 15 Beverly Manor, 50 Broadway, view southeast
- 13 of 15 William Endicott House, 45 Broadway, view north
- 14 of 15 Cushing Carriage Building, 142 Rantoul St., view west
- 15 of 15 J.P. Friend & Company Box Factory, 60 Pleasant St., view southeast



PARCELS UPDATED: JULY 2012

The City of Beverly makes no warranty or representation as to the accuracy, timeliness or completeness of any of the data. The City of Beverly shall have no liability for any errors, omissions or lack thereof, or any decision made or action taken or not taken in reliance upon any of the data, or derivatives of.



1 inch = 150 feet

**Beverly Depot - Odell Park National Register Historic District**  
 May 13, 2013

Beverly Depot – Odell Park Historic District  
Name of Property

Essex County, MA  
County and State

**District Data Sheet**

Photo #	City Map-Lot #	MHC #	Historic Name	Address	Date	Style/Form	Status/Resource
13	11-234	BEV. 117	William Endicott House iron fence	45 Broadway	1859	Second Empire	Contributing Building Contributing Structure
12	05-182	BEV. 1110	Beverly Manor	50 Broadway	1929	Moderne	Contributing Building
	10-251A	BEV. 119	Beverly Depot	Park Street	1896	Victorian Eclectic	*Previously Listed Building
6	04-089	BEV. 71	Hotel Trafton	9 Park St./80 Railroad Ave.	1884	Second Empire	Contributing Building
5	A	BEV. 922	Pleasant Street Railroad Bridge and Abutments	Pleasant Street	1896		Contributing Structure
4, 15	04-084	BEV. 1109	J.P. Friend & Co. Box Factory	60 Pleasant Street	1896	Panel Brick	Contributing Building
9, 10	04-090	BEV.958 BEV.959 BEV.960 BEV.961 BEV.962 BEV.963	Odell Park Korean War Memorial World War I Memorial World War II Memorial Vietnam War Memorial Memorial Bell	Rantoul Street	ca. 1852 1990 1992 1992 1992 2005		Contributing Site 5 Non-contributing objects
14	04-087	BEV. 1111	Cushing's Carriage Manufactory	142 Rantoul Street	ca. 1870	Italianate	Contributing Building
8	04-088	BEV. 548	Joseph F. Appleton Building/ Hotel Walter	146-148 Rantoul Street	1894	Italianate	Contributing Building
11	05-140	BEV. 272	U. S. Post Office	161 Rantoul Street	1910	Classical Revival	*Previously Listed Building

Beverly Depot – Odell Park Historic District

Essex County, MA

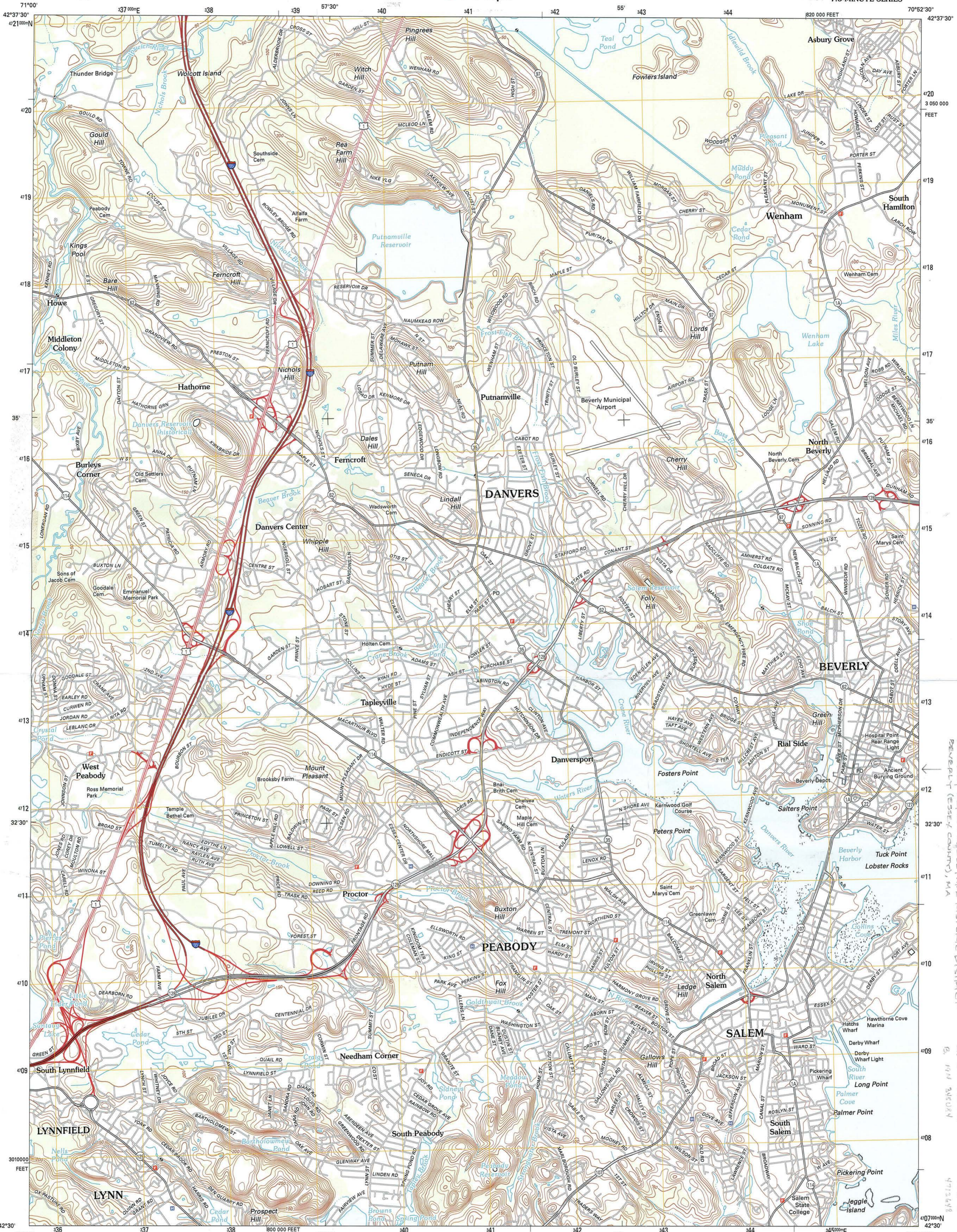
Name of Property

County and State

13	11-233	BEV. 1112	Commercial Block	175-181 Rantoul Street	ca. 1950		Contributing Building
3	B	BEV. 964	Granite Block Retaining Wall	River Street	1896		Contributing Structure
1	04-057	BEV. 291	Beverly Gas and Electric Company Building #1	44 River Street	1892	Panel Brick	Contributing Building
2	10-223	BEV. 1113	Upton Machine Shop/ Cameron Car Company	60 River Street	ca. 1907, 1952	Panel Brick	Contributing Building

Total: 9 Contributing Buildings  
 3 Contributing Structures  
 1 Contributing Site  
 5 Noncontributing Objects  
 \* *National Register previously listed individually*

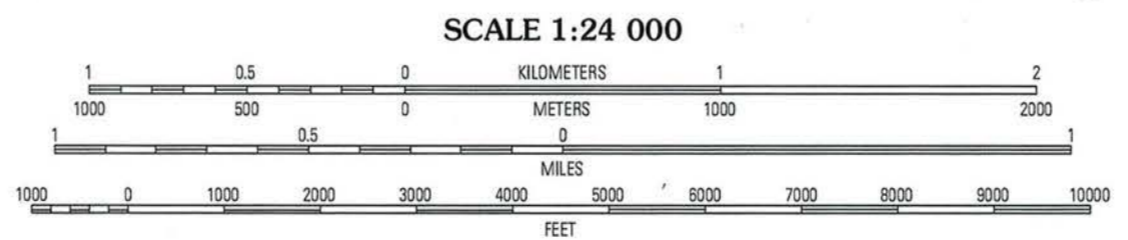




Produced by the United States Geological Survey  
North American Datum of 1983 (NAD83)  
World Geodetic System of 1984 (WGS84). Projection and  
1 000-meter grid: Universal Transverse Mercator, Zone 19T  
10 000-foot ticks: Massachusetts Coordinate System of 1983  
(mainland zone)

Imagery.....N.A.P., August 2010  
Roads.....©2006-2011 TomTom  
Names.....GNIS, 2011  
Hydrography.....National Hydrography Dataset, 2010  
Contours.....National Elevation Dataset, 2008  
Boundaries.....Census, IBWC, IBC, USGS, 1972 - 2010

UTM GRID AND 2012 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET  
U.S. National Grid  
100,000-m Square ID  
CH  
Grid Zone Designation  
19T



SCALE 1:24 000  
CONTOUR INTERVAL 10 FEET  
NORTH AMERICAN VERTICAL DATUM OF 1988

This map was produced to conform with the  
National Geospatial Program US Topo Product Standard, 2011.  
A metadata file associated with this product is draft version 0.6.2



QUADRANGLE LOCATION

South Groveland	Georgetown	Ipswich
Reading	Salem	Marblehead North
Boston North	Lynn	Marblehead South

ADJOINING 7.5' QUADRANGLES

ROAD CLASSIFICATION  
Interstate Route  
US Route  
Ramp  
State Route  
Local Road  
4WD  
US Route  
State Route

SALEM, MA  
2012

BEVERLY DEPOT - ODELL PARK HISTORIC DISTRICT  
BEVERLY (ESSEX COUNTY), MA  
A. 19 N 395000  
D. 19 N 345000  
4712193  
4712192  
4712191  
4712190





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National Register of Historic Places  
Memo to File

# Correspondence

The Correspondence consists of communications from (and possibly to) the nominating authority, notes from the staff of the National Register of Historic Places, and/or other material the National Register of Historic Places received associated with the property.

Correspondence may also include information from other sources, drafts of the nomination, letters of support or objection, memorandums, and ephemera which document the efforts to recognize the property.

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Beverly Depot--Odell Park Historic District

MULTIPLE NAME:

STATE & COUNTY: MASSACHUSETTS, Essex

DATE RECEIVED: 11/22/13      DATE OF PENDING LIST: 12/24/13  
DATE OF 16TH DAY: 1/08/14      DATE OF 45TH DAY: 1/08/14  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 13001056

REASONS FOR REVIEW:

APPEAL: N    DATA PROBLEM: N    LANDSCAPE: N    LESS THAN 50 YEARS: N  
OTHER: N    PDIL: N    PERIOD: N    PROGRAM UNAPPROVED: N  
REQUEST: Y    SAMPLE: N    SLR DRAFT: N    NATIONAL: N

COMMENT WAIVER: N

ACCEPT     RETURN     REJECT    1/8/2014 DATE

ABSTRACT/SUMMARY COMMENTS:

*Small historic district whose development was associated with the introduction of the railroad to Beverly, MA.*

RECOM./CRITERIA Accept A&C  
REVIEWER Patrick Andrus      DISCIPLINE Historian  
TELEPHONE \_\_\_\_\_      DATE 1/8/2014

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



January 6, 2014

Brona Simon  
Executive Director  
Massachusetts Historical Commission  
220 Morrissey Boulevard  
Boston, MA 02125

**RE: Massachusetts Historic Rehabilitation Tax Credit Application  
J.P. Friend & Company Box Factory, 60 Pleasant Street, Beverly, MA  
MHC# HRC.126**

Dear Ms. Simon:

Thank you for your December 31, 2013 letter regarding the pending Historic Rehabilitation Tax Credit Application for the property at 60 Pleasant Street. As you know, the tax credits are critical to the redevelopment of 60 Pleasant Street into 32 units of affordable housing with supportive services for Veterans. This worthy project is dependent on the approval of these tax credits. This building has been fully rehabilitated in accordance with the Secretary of the Interior's Standards, as evident by the National Park Service's approval of the Part 3 Historic Preservation Certification Application.

I understand that the Commission will not certify the pending application because Windover Development LLC is exploring the possibility of demolishing the buildings at 9 Park Street and 142 Rantoul Street, two buildings in the proposed Beverly Depot-Odell Park National Register Historic District, as part of a larger redevelopment project. Although it is true that the preferred development plan would include the demolition of these heavily altered and structurally deteriorated buildings, in light of the Commission's position and its implications for the pending tax credit application, I have concluded that the buildings must remain and, with the approval of this district, realize that utilizing state and federal historic rehabilitation tax credits may make rehabilitation possible.

I am hopeful that the Commission will now approve the pending application without delay. If you have any questions, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Lee R. Dellicker".

Lee R. Dellicker  
President

cc:

Patrick Andrus, National Park Service  
William Finch, Beverly Historic District Commission



**The Commonwealth of Massachusetts**  
William Francis Galvin, Secretary of the Commonwealth  
Massachusetts Historical Commission

November 1, 2013

Mr. J. Paul Loether, Chief  
National Register of Historic Places  
Department of the Interior  
National Park Service  
1201 Eye Street, NW 8<sup>th</sup> floor  
Washington, DC 20005



Dear Mr. Loether:

Enclosed please find the following nomination form:

Beverly Depot – Odell Park HD, Beverly (Essex), MA

The nomination has been voted eligible by the State Review Board and has been signed by the State Historic Preservation Officer. The owners of the property were notified of pending State Review Board consideration 30 to 45 days before the meeting and were afforded the opportunity to comment.

Five letters of support were received.

Sincerely,

A handwritten signature in blue ink that reads "Betsy Friedberg".

Betsy Friedberg  
National Register Director  
Massachusetts Historical Commission

Enclosure

cc: William Finch, Beverly Historical Commission  
✓ Mayor William F. Scanlon, City of Beverly  
Douglas Kelleher, Epsilon Associates, consultant  
Richard Dinkin, Chair, Beverly Planning Board



Andrus, Patrick &lt;patrick\_andrus@nps.gov&gt;

## Pending Odell Park NRHP Nomination

4 messages

**Hoisington Preservation Consultants** <djh@hoisingtonpreservation.com>

Tue, Dec 31, 2013 at 2:26 PM

To: paul\_loether@nps.gov

Cc: patrick\_andrus@nps.gov

I would like to offer comments on the pending Odell Park (Beverly, Essex County, Mass.) NRHP district nomination. To whom should I direct these comments so that they are on the record?

Daniel J. Hoisington  
 Hoisington Preservation Consultants  
 P. O. Box 13585  
 Roseville, MN 55113  
 djh@hoisingtonpreservation.com  
 651-415-1034

**Andrus, Patrick** <patrick\_andrus@nps.gov>

Thu, Jan 2, 2014 at 6:00 AM

To: Hoisington Preservation Consultants &lt;djh@hoisingtonpreservation.com&gt;

Cc: Paul Loether &lt;paul\_loether@nps.gov&gt;

Mr. Hosington: Your comments on the Beverly Depot–Odell Park Historic District should be addressed to Paul Loether, Chief, National Register of Historic Places, 1201 I (Eye) Street, NW, Washington, DC, 20005. Please send the comments to my attention. Final action on the Beverly Depot–Odell Park Historic District will be taken on 1/08/2014. You can send your comments to me electronically to my email address at: patrick\_andrus@nps.gov.

Sincerely,

Patrick Andrus, Historian  
 National Register of Historic Places  
 [Quoted text hidden]

Patrick Andrus, Historian  
 National Register of Historic Places  
 National Park Service  
 (202) 354-2218  
 patrick\_andrus@nps.gov

**Hoisington Preservation Consultants** <djh@hoisingtonpreservation.com>

Thu, Jan 2, 2014 at 11:10 AM

To: "Andrus, Patrick" &lt;patrick\_andrus@nps.gov&gt;

Mr. Andrus:

I attach a letter with comments on the Beverly Depot–Odell Park Historic District nomination.

Daniel J. Hoisington

Hoisington Preservation Consultants  
P. O. Box 13585  
Roseville, MN 55113  
djh@hoisingtonpreservation.com  
651-415-1034

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 **NRHP Beverly Depot Odell Park.pdf**  
140K

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**Andrus, Patrick** <patrick\_andrus@nps.gov>  
To: Hoisington Preservation Consultants <djh@hoisingtonpreservation.com>

Thu, Jan 2, 2014 at 1:01 PM

Mr. Hoisington: I have printed your letter and added it to the National Register file for the historic district. Your comments will be taken into account before final action is taken on the nomination.

Patrick Andrus, Historian  
National Register of Historic Places  
[Quoted text hidden]

—  
Patrick Andrus, Historian  
National Register of Historic Places  
National Park Service  
(202) 354-2218  
patrick\_andrus@nps.gov

January 2, 2014

Paul Loether  
Chief, National Register of Historic Places  
1201 I (Eye) Street, NW,  
Washington, DC 20005



**HOISINGTON  
PRESERVATION  
CONSULTANTS**

POST OFFICE BOX 13585

ROSEVILLE, MN 55113

PHONE: 651-415-1034

djh@hoisingtonpreservation.com

Daniel J. Hoisington

RE: Beverly Depot-Odell Park Historic District

Dear Mr. Loether,

For five years in the 1980s I served as director of the Beverly, Massachusetts, Historical Society. During that time I worked with the other citizens to organize its Main Street program, and wrote a short publication, *Made in Beverly*, which is cited in the Beverly Depot-Odell Park nomination. I also was president of the Bay State Historical League, the commonwealth's association of historical societies, for two years. Since my time in Beverly, I have worked as a preservation consultant and assisted with numerous NRHP nominations and preservation tax credit projects.

Odell Park and its surrounding properties would be an excellent addition to the National Register. The setting and feeling are especially important to its integrity. The central square, the depot, the post office, and the commercial structures on the square evoke a time and place when the city was an important transportation hub for the North Shore and a significant commercial and industrial center. Standing on the post office steps, one can easily imagine the arrival of President William Howard Taft and his staff at the depot during the years when Beverly was the home of the summer White House.

My concern is that a developer has requested demolition permits for two contributing resources: the Hotel Trafton, 9 Park Street, and Cushing's Carriage, 45 Broadway. The Beverly Historic District Commission delayed the permit; however, the one-year hold will soon expire. The question that we always ask when evaluating a potential district is whether it is a cohesive unit or simply a collection of individual properties. Indeed, two contributing properties in this relatively small district are already listed in the National Register — the post office and the depot. If demolition proceeds, especially with the Hotel Trafton, the proposed district would lose its wonderful sense of place with diminished integrity of setting and feeling.

We have a situation in which a developer potentially initiates a NRHP district nomination, gains preservation tax credits on some properties, then tears down other contributing resources within that district. Something seems amiss here and contrary to the spirit of historic preservation.

I understand the complexity of the situation, but wonder if it might be best to defer action on the Beverly Depot-Odell Park Historic District nomination since the very character of the *district* might be substantially altered in the near future, leading to its potential removal from the NRHP. As noted, two properties are already listed individually and other resources might be eligible as stand alone nominations.

My hope, of course, is that there will be a NRHP district, with preserved and rehabilitated historic properties, as well as a local district with design review, all contributing to the economic growth of the surrounding neighborhood. Beverly is a great city with wonderful history and deserves no less.

Sincerely,

A handwritten signature in dark ink, appearing to read "Daniel J. Hoisington". The signature is fluid and cursive, with the first name being the most prominent.

Daniel J. Hoisington



Andrus, Patrick &lt;patrick\_andrus@nps.gov&gt;

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## Beverly Depot-Odell Park Historic District NRHP nomination

1 message

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**Kelleher, Douglas** <dkelleher@epsilonassociates.com>

Mon, Jan 6, 2014 at 8:46 AM

To: "Patrick Andrus (patrick\_andrus@nps.gov)" <patrick\_andrus@nps.gov>

Hi Patrick:

As a follow up to our conversation last week, attached is a letter from the project proponent of the J.P. Friend & Co. Box Factory historic tax credit project stating their commitment to retaining the Hotel Trafton, 9 Park St./80 Railroad Ave., and the Cushing Carriage Manufactory Building, 142 Rantoul St.; two buildings located within the proposed Beverly Depot-Odell Park Historic District.

I understand you anticipate taking formal action on the National Register nomination for the historic district on Wed., Jan. 8th. Please let me know after you've finalized your review.

Thanks.

Doug Kelleher  
Principal

Epsilon Associates, Inc.  
3 Clock Tower Place, Suite 250  
Maynard, Massachusetts 01754  
Direct: 978.461.6259  
Epsilon: 978.897.7100  
[dkelleher@epsilonassociates.com](mailto:dkelleher@epsilonassociates.com)  
<https://twitter.com/EpsilonAssoc>  
[www.epsilonassociates.com](http://www.epsilonassociates.com)

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**Windover MHC response letter\_1.6.2014.pdf**  
52K



January 6, 2014

Brona Simon  
Executive Director  
Massachusetts Historical Commission  
220 Morrissey Boulevard  
Boston, MA 02125

**RE: Massachusetts Historic Rehabilitation Tax Credit Application  
J.P. Friend & Company Box Factory, 60 Pleasant Street, Beverly, MA  
MHC# HRC.126**

Dear Ms. Simon:

Thank you for your December 31, 2013 letter regarding the pending Historic Rehabilitation Tax Credit Application for the property at 60 Pleasant Street. As you know, the tax credits are critical to the redevelopment of 60 Pleasant Street into 32 units of affordable housing with supportive services for Veterans. This worthy project is dependent on the approval of these tax credits. This building has been fully rehabilitated in accordance with the Secretary of the Interior's Standards, as evident by the National Park Service's approval of the Part 3 Historic Preservation Certification Application.

I understand that the Commission will not certify the pending application because Windover Development LLC is exploring the possibility of demolishing the buildings at 9 Park Street and 142 Rantoul Street, two buildings in the proposed Beverly Depot-Odell Park National Register Historic District, as part of a larger redevelopment project. Although it is true that the preferred development plan would include the demolition of these heavily altered and structurally deteriorated buildings, in light of the Commission's position and its implications for the pending tax credit application, I have concluded that the buildings must remain and, with the approval of this district, realize that utilizing state and federal historic rehabilitation tax credits may make rehabilitation possible.

I am hopeful that the Commission will now approve the pending application without delay. If you have any questions, please do not hesitate to contact me.

Sincerely,



Lee R. Dellicker  
President

cc:

Patrick Andrus, National Park Service  
William Finch, Beverly Historic District Commission



Andrus, Patrick &lt;patrick\_andrus@nps.gov&gt;

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## Pending Odell Park NRHP Nomination

2 messages

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**Hoisington Preservation Consultants** <djh@hoisingtonpreservation.com>

Tue, Dec 31, 2013 at 2:26 PM

To: paul\_loether@nps.gov

Cc: patrick\_andrus@nps.gov

I would like to offer comments on the pending Odell Park (Beverly, Essex County, Mass.) NRHP district nomination. To whom should I direct these comments so that they are on the record?

Daniel J. Hoisington  
Hoisington Preservation Consultants  
P. O. Box 13585  
Roseville, MN 55113  
djh@hoisingtonpreservation.com  
651-415-1034

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**Andrus, Patrick** <patrick\_andrus@nps.gov>

Thu, Jan 2, 2014 at 6:00 AM

To: Hoisington Preservation Consultants <djh@hoisingtonpreservation.com>

Cc: Paul Loether <paul\_loether@nps.gov>

Mr. Hosington: Your comments on the Beverly Depot–Odell Park Historic District should be addressed to Paul Loether, Chief, National Register of Historic Places, 1201 I (Eye) Street, NW, Washington, DC, 20005. Please send the comments to my attention. Final action on the Beverly Depot–Odell Park Historic District will be taken on 1/08/2014. You can send your comments to me electronically to my email address at: patrick\_andrus@nps.gov.

Sincerely,

Patrick Andrus, Historian  
National Register of Historic Places

[Quoted text hidden]

—

Patrick Andrus, Historian  
National Register of Historic Places  
National Park Service  
(202) 354-2218  
patrick\_andrus@nps.gov



Andrus, Patrick &lt;patrick\_andrus@nps.gov&gt;

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## Fwd: Public Comments / Beverly Depot Area

1 message

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cvwtc@aol.com <cvwtc@aol.com>  
To: patrick\_andrus@nps.gov.

Tue, Jan 7, 2014 at 10:56 AM

—Original Message—

From: cvwtc <cvwtc@aol.com>  
To: paul\_loether <paul\_loether@nps.gov>  
Sent: Tue, Jan 7, 2014 10:51 am  
Subject: Public Comments / Beverly Depot Area

**Here are my public comments regarding the National Register nomination for the Odell Park - Beverly Depot Historic District.**

Dear Paul Loether,

A lot has certainly been said about the Beverly Depot area over the past several years and since 2007, I have worked to encourage the preservation of this rare historic landscape. Now it looks like a National Register district is being created only to have key assets that make up said district destroyed later on. I could probably write a book on the frustrating efforts to preserve this special place but instead I will share my random thoughts on the matter.

Forgotten history is still history. Before this controversy, few people in Beverly had probably ever heard of the term "railway hotel" but they were once commonplace. What we have in Beverly is probably the last example of its kind...a fancy Victorian in the middle of a large suburb, right next to an historic depot. Those who would point out the present condition of the former Hotel Trafton need only look at the current state of the countless railway hotels that are no longer with us.

While most preserved Victorians today were built for the well-to-do, the Trafton is a rare example of a Victorian built for the common man.

In New England, we are starting to see some of rail history's "last examples" fall by the wayside. That was the case with a wooden Eastern Railroad engine house in Essex, MA which was thoughtlessly torn down in 2003 for increased parking. Will yet another historic landscape become extinct with the loss of the Trafton in Beverly?

Transportation history is often overlooked by those who tend to focus on Colonial and Maritime history. Many years ago, the Essex National Heritage Commission, working in conjunction with city officials and volunteers completed a reconnaissance survey for Beverly but when the Beverly Depot area was examined, the obvious choice of the depot was listed as a transportation-related building but the two former railway hotels across the street were missed along with the nearby Cushing Carriage Factory and Upton Car Company. No one on the survey team had extensive knowledge of our city's transportation history nor did they think to ask anyone who did. That's unfortunate because our city's extensive Walker Transportation Collection could have been and important resource.

For a National Resister District, the Beverly Depot area is small and has few resources. As Windover's nomination was being prepared, most of the Gas and Electric Co. buildings were demolished. This incredibly

shrinking district will continue to shrink with the proposed demolition of the former Hotel Trafton, Cushing Carriage Factory and quite possibly the Casa de Lucca restaurant...all owned by Windover. Other structures were later added to a revised nomination but Bill Finch of the Beverly Historic District Commission felt some of these properties belonged in a separate district for Broadway rather than the depot area. He argued the large apartments behind the post office and 45 Broadway were examples of residential dwellings and went beyond the depot area's central theme of civic, transportation and industrial history. Structures like the retaining wall near the depot and a fence at 45 Broadway were added to the nomination as well but they seem to pale in comparison to the buildings in the depot area that are currently threatened with demolition.

When Windover hired Epsilon Associates to craft a nomination, everything wrong with the former Hotel Trafton was pointed out while much of its history was overlooked. Darling Trafton was a well-known hotel man in Massachusetts who owned similar establishments in other cities. (None of these survive.) The Trafton is the historical anchor for the depot area since the smaller portion of the structure was actually a house from 1859. Only 45 Broadway is the same age so this portion of the building represents the earlier historical period for the Beverly Depot area in addition to the period of new growth that would come later. No other building here does this so removal of the Trafton means a tangible connection to these two different eras of Beverly's past would be lost. That seems to be too much history to give up for this district in the making. Also in the first draft of Windover's nomination, the Trafton was said to lack historic integrity but this question was already answered in 2008 when the MHC said despite changes over time, the Trafton largely retained historic integrity. Epsilon crafted a second draft of the nomination which to my disappointment added little to the history of the Trafton. Everything wrong with the structure was mentioned as before with an "oh, by the way" the building does contribute to the district caveat. I guess some people's view of what's historic can sometimes be tainted by other factors.

The local preservationists I've talked to have told me that this National Register nomination is odd to say the least because the designation should encourage preservation. I agree. During a meeting with Windover's Lee Dellicker, he said he feels the former Trafton would not qualify for significant historic tax credits (if any) because so little of the original fabric of the building remains. Michael Steinitz of the MHC told me that is not necessarily the case and credits can be awarded for things like stabilizing the structure. What's the real story? Is this an example of a developer only seeing what he wants to see or does he have a point? I asked if the MHC has a structural engineer who could evaluate the building from a preservationist's point of view but apparently they don't do that sort of thing. If these commissions are going to tell a developer that something is historic and should be preserved then shouldn't they also be willing to offer practical assistance as well?

It certainly wasn't economically feasible to preserve the box factory building at 60 Pleasant St. but historic tax credits and other sources of funding were used to restore the structure because Windover WANTED it to happen. How badly do they WANT to preserve the Cushing Carriage Factory and Hotel Trafton? It seems like the new development that is being proposed for the block is driving many factors here and that makes me wonder if the Beverly Depot area's historic resources are simply in the way of underground parking for a new apartment complex. When Windover proposed veterans housing for 60 Pleasant St. it was one of the rare times pro-development city councilor Wes Slate joined forces with the anti-development crowd to say the project was not a good fit for the neighborhood. Yet it still happened. Now that other buildings the developer owns are becoming a challenge, we are told certain options like affordable housing or partnering with non-profits are off the table. Not too long ago, the people selling us the Community Preservation Act said adoption of the CPA would preserve historic landscapes, open up funds to save historic buildings and potentially turn small grants into large ones through matching public and private funds. I'm not convinced all options have been explored to the fullest in this situation.

The privilege of a National Register designation should be an honor for any city or town but over the past couple of decades, Beverly has been very much against the historic preservation of the depot area. Examples:

\* Recommendations in our master plan include the creation of additional historic districts that explore new themes and the nomination of more properties to the National Register of Historic Places. Apparently, nothing was done in these areas because politicians here desire new growth, so much so that our city's website includes a "development scorecard" in which the progress of many projects can be encouraged and ultimately checked off when completed.

\* In 2007, city officials tabled a sensible commuter rail parking garage plan for one that would have razed every

historic resource on the block next to the depot. Windover Development was to partner with the Massachusetts Bay Transportation Authority to build a combination garage / condominium complex there but in 2008, the MHC ruled the buildings on that site were in fact historic and made up a potential district so the MBTA returned to their original garage plan. At the time, The Salem News printed a front page story with the headline "Buildings in Way of Garage Ruled Historic". I have to believe that the historic nature of the former Hotel Trafton had to be on Lee Dellicker's radar by then. As a party of interest, I and other transportation historians had made considerable efforts to warn people (including Lee Dellicker, himself) of the block's historic importance through e-mails, letters and letters to the editor in the local papers.

\* When the city worked on crafting legislation for a TIF (Tax Increment Financing) Zone in the Beverly Depot area to encourage new development, I advocated for the thoughtful preservation of the historic buildings there. Using the examples of the only other communities in Massachusetts to adopt a residential TIF, Quincy and Easton, the historic district commission also called for a measure of respect for our city's historic assets and they even drew up a list of significant properties. Unfortunately, our calls for preservation fell on deaf ears and an outside consultant was hired to carve up the Beverly Depot area into TIF zones with no consideration for the area's history. At the time, Lee Dellicker had actually worked with others on crafting these TIF zone guidelines and he recently told me that he felt development restrictions for historic properties would hinder new growth in the Beverly Depot area.

\* When our city and Beverly Main Streets hired renowned preservationist Kennedy Smith to craft a new vision for Beverly called Downtown 2020, historic preservation was a significant theme in addition to the creation of new development but our city's so-called "stakeholders" have been very selective about which parts of this new master plan are implemented. (One recommendation actually calls for partnering with local colleges to find suitable reuses for historic properties.)

\* When 45 Broadway was placed on demolition delay in 2012, our stakeholders took no interest in finding a reuse for it and some of them even downplayed how historic it was. The building was later purchased by Windover not out of charity but to swap properties with the veterans living in the former Hotel Trafton. History became a means to an end to gain control of an entire block.

\* During a state hearing on the redesign of Rantoul Street, a representative from Beverly Main Streets claimed there weren't very many historic buildings there and that the area was fertile ground for creative new construction. Not a word was said about the impending National Register district.

\* The city in partnership with Beverly Main Streets and Montserrat College of Art are now working on creating a cultural district in our downtown and recently, they issued an executive summary which stated one of the benefits of such a district would be the rehabilitation of empty or underutilized buildings. Lee Dellicker is a trustee of Montserrat College of Art yet since March, the former Hotel Trafton has sat vacant bordered by overgrown weeds. Many windows have been boarded up causing this historic structure to look like an eyesore. It makes me wonder why no one thought to have artists from the school paint some attractive murals on the boards or at the very least, give them a coat of white paint so they blend in. In this summary, the two railway hotels and Cushing Carriage Factory were left off the list of historic buildings.

Are these the actions of a community deserving of National Register recognition? A big problem in Beverly is that words really don't mean anything. History is fine until the instant it gets in the way. In Feb. of this year, the MHC stated that if the former Hotel Trafton and Cushing Carriage Factory are razed, what remains in the Beverly Depot area can no longer be called a district. I and other local historians believe this is correct but do these words mean anything? Are preservationists and historians now being asked to look the other way as real history is lost forever? If the demolitions of these key properties do occur, should the district be delisted? It seems odd that one National Register nomination would raise all these questions and create such a controversy. At the MHC's Sept. 11, 2013 hearing, there wasn't much enthusiasm for this district and public comments were overwhelmingly skeptical. I would think a National Register nomination would bring a community together in a celebration of its history but in this case, it's merely a means to an end.

I have met with Lee Dellicker and even interviewed him on our local cable access channel to get his perspective. I found him to be personable and engaging and he stated on camera that they had not been aware of the history of these buildings until my documentary on them aired in early 2013. He also said that Windover was working hard

to make sure the Trafton isn't forgotten by constructing something of a replica of the structure. That's certainly more than many developers would do but does a new building of similar design have the same history? To me, the National Register nomination isn't about tax credits, zoning regulations or parking spaces per unit. It's about history...a history that would lose its continuity with the demolition of these historic properties.

Mr. Dellicker was kind enough to let us tour the inside of the building so we could see exactly what he had to deal with and I am very grateful for the opportunity. I expected a crumbling disaster but frankly, the interior was not as bad as I had envisioned. The rooming house floor plan is a problem but as I walked throughout the place, I imagined college students using it as a dormitory. It wasn't the building itself that was terrible, but rather the people who had run and patronized the bar and rooming house in its later years. As I looked across Odell Park from a set of large windows, the history of the structure and the Beverly Depot area itself seemed to be quite tangible. I wondered what it would have been like to look through these same windows and watch President Taft disembark from the train in 1912. It's true that very little of the building's historic interior exists and while the exterior does have some serious problems, I think about what could have been only a few years earlier.

In 2009, the city was determined to rid itself of this building so they began to put pressure on the owner by conducting intensive inspections. (Where had they been all those years?) Faulty wiring was found but these problems were corrected. I asked other preservationists if there were any parties interested in buying the property to fix it up. One such group did surface, Caritas Communities. This experienced non-profit had been working with a local veterans group called Northshore Veterans Counseling to find suitable housing near a rail link. They looked the property over and found it was ideal for their needs. Soon they announced plans to purchase the former Hotel Trafton and restore it. In news articles, the group stated that while the building wouldn't look exactly like it did 100 years ago, it would be something people would walk by and say was very attractive. There was never any talk of insurmountable structural issues. Unfortunately, the rather inexperienced local veterans group had a disagreement with Caritas so the deal never came to pass but the real possibility of preserving the integrity of this district was there.

Lost in all this is the history of the Cushing Carriage Factory. While Windover is committed to giving a nod to the Trafton, nothing will be left of the other endangered historic property on the block. Its removal will mean a district centered on transportation history will lose one entire mode of transportation. Isn't that too much of a missing piece? We keep hearing the term economically unfeasible from Windover and I wonder if part of that includes the cost of keeping a smaller building like this around when compared to how much money could be made with new apartments in its place. History doesn't really stand up too well when you look at it that way.

During my interview with Lee Dellicker, I had suggested asking for help, working with preservationists, exploring different sources of funding and most of all, being transparent no matter what happens. It seemed like our talk was productive so I was dismayed when without warning, a headline in The Salem News confirmed the Cushing Carriage Factory and Hotel Trafton would be demolished. On my recent tour of the Trafton's interior, I was disappointed to see Windover continue to refer to the building as The Press Box on our release forms. I asked the employee who accompanied us if some historic elements could be salvaged and incorporated into the new development but she didn't know. I also wanted to find out if the demolition was going to be thoughtful or was a crew just going to tear these structures apart. (We don't even know the original color of the building and there may be artifacts tucked away in the rafters.) Again, she didn't know. Others have wondered if the building can't be completely gutted or at the very least, the facade preserved. Doesn't it seem a little peculiar that so much is still up in the air? I had once asked Lee Dellicker to please treat this special place with great care because it's probably the only time he'd encounter such historic buildings on Rantoul St. I had hoped he would look beyond the business model of tearing things down and building new just this once because the history we have here cannot be replaced.

A National Register nomination should not be viewed as a right but a privilege...a privilege that should be earned and if need be, taken away. For a long time I have fought to preserve the integrity of the Beverly Depot area and this struggle is driven by a sense of stewardship for those who came before us. How sad it is that such things don't seem to amount to much on a spreadsheet. Does that make our history less worthy defending?

Sincerely,

Matt Pujo

Beverly, MA



Andrus, Patrick &lt;patrick\_andrus@nps.gov&gt;

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**FW: Beverly Depot**

1 message

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**Friedberg, Betsy (SEC)** <betsy.friedberg@state.ma.us>  
To: Patrick Andrus <patrick\_andrus@nps.gov>

Mon, Nov 25, 2013 at 1:45 PM

Hi Patrick,

This is the article that I mentioned in my phone message this afternoon. If you have time to give me a call on Tuesday, I'd appreciate it. Thank you.

Betsy

Betsy Friedberg

National Register Director

Massachusetts Historical Commission

220 Morrissey Blvd.

Boston, MA 02125

Ph: 617-727-8470

Fax: 617-727-5128

[www.sec.state.ma.us/mhc](http://www.sec.state.ma.us/mhc)

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**From:** Simon, Brona @ SEC  
**Sent:** Monday, November 25, 2013 11:09 AM  
**To:** Friedberg, Betsy @ SEC  
**Subject:** FW: Beverly Depot

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**From:** Michael Steinitz [mailto:msteinitz@yahoo.com]  
**Sent:** Saturday, November 23, 2013 1:05 PM  
**To:** Simon, Brona @ SEC  
**Subject:** Beverly Depot



November 23, 2013

# Windover plans apartment building near Beverly depot

BY PAUL LEIGHTON

## STAFF WRITER

BEVERLY — The fate of a key block of real estate directly across from the train depot is about to take shape.

A developer said he is planning to tear down two historic buildings on the block to build a four-story building with 60 apartments, retail space on the first floor, and parking underneath the new building.

The plan would continue the redevelopment of lower Rantoul Street by Windover, the Manchester-by-the-Sea company that has built several residential buildings along the street.

Windover President Lee Dellicker said he has met with neighbors to show them a preliminary design of the proposed building and intends to submit plans to the city early next year, when a one-year demolition delay imposed by the city on the two historic buildings expires.

"I'm close to presenting a plan that does demolish the existing buildings," Dellicker said.

Windover has also purchased another building on the block, the Casa de Lucca restaurant. Dellicker said the company is not planning to demolish that building, "but I reserve the right to change my mind."

The buildings that would be knocked down are the former Hotel Trafton at 9 Park St., perhaps better known as the former Press Box barroom, and the former Cushing Carriage building at 142 Rantoul St., which currently houses Sullivan Chiropractic.

Windover filed a permit to demolish the buildings last year. On Jan. 31, the Beverly Historic District Commission ruled that the buildings are "historically significant" and "preferably preserved" and imposed a one-year demolition delay.

Windover is free to knock down the buildings once the delay expires.

In September, the Massachusetts Historical Commission voted to include the area around the train depot on the National Register of Historic Places and declared both buildings "significant contributing elements" to the district.

Ironically, it was Windover that nominated the district to be listed on the National Register so that the company would be eligible for more than \$1 million in historic rehabilitation tax credits for its renovation of a former box factory on Pleasant Street into veterans housing. But inclusion on the National Register does not prohibit buildings from being demolished.

Dellicker has said it would be too expensive to renovate the former Hotel Trafton, which was built in 1884. After listening to preservationists' concerns over losing the building, Dellicker said Windover has changed the design of

the new apartment building to "give a nod" to the architectural significance of the Hotel Trafton.

The Trafton and the adjacent Casa de Lucca building are both former railway hotels that preservationists say are the last of their kind in the area.

Dellicker said he had given up on trying to buy Casa de Lucca because of the controversy over the other two historic buildings. But he said the restaurant owners contacted him two months ago about buying it.

Windover bought the Casa de Lucca last month for \$640,000, according to deed records. The restaurant, which has been owned and operated by Mark and Luz Clinton since 1993, has closed. The Clintons could not be reached for comment.

Dellicker said the current plans call for the Casa de Lucca building to remain standing, with the new apartment building wrapping around it. He said Windover also purchased the restaurant's liquor license, so it might remain as a restaurant under a new operator.

"I'm not sure what I'll do with it yet," Dellicker said. "But to have it as part of the overall plan is better than not having it at all."

Staff writer Paul Leighton can be reached at 978-338-2675 or [pleighton@salemnews.com](mailto:pleighton@salemnews.com).



Andrus, Patrick &lt;patrick\_andrus@nps.gov&gt;

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## Historic Demolitions

1 message

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**cvwtc@aol.com** <cvwtc@aol.com>

Mon, Nov 25, 2013 at 2:41 PM

To: patrick\_andrus@nps.gov

Dear Patrick,

My fears have been confirmed as the developer who is nominating the Beverly Depot area plans to demolish two historically significant buildings that the Massachusetts Historical Commission said were key to the creation of the district.

<http://www.salemnews.com/local/x207076712/Windover-plans-apartment-building-near-Beverly-depot>

In an opinion in February, the MHC stated the removal of these contributing properties would mean it could no longer be called a district and Windover's tax credits would be in jeopardy. So what happens now? If demolition this is a done deal, many of us feel no district should be created and the tax credits should not be given out.

Matt