

# ESSEX RIVER PROJECT



Prepared for:  
Town of Essex, MA  
April 2013  
by the Center For Economic Development and Sustainability (CEDS)  
Salem State University



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## Executive Summary

There has been significant interest within the Town of Essex in creating an area of increased public accessibility on the Essex River. As such, an initial contact with Mr. Louis Elisa of the Seaport Advisory Council in 2009 resulted in a successful submission of a Seaport Project Review Form awarding a grant to determine the feasibility of addressing the aforementioned accessibility issue. As per the Council's recommendation to work with a local university, the Town of Essex teamed with the Center for Economic Development and Sustainability at Salem State University and the engineering firm of Vine and Associates to complete an increased access feasibility study and develop a plan of action.

To that end, a river walk with associated limited pocket dredging of the Essex River is recommended, feasible, and prudent. As the report details, not only will it allow expanded use of one of the State's most scenic and historic rivers it will have a major positive cultural and economic impact for the Town of Essex and the surrounding communities. Further, and not to be underestimated, this proposed accessibility project integrates with and complements the recently completed Route 133 road improvement over the Essex river; and a recently designated scenic byway and cultural district.

## Scope of Work

The feasibility analysis investigated numerous aspects of increased public accessibility to the Essex River including:

- How the proposed project ties in to existing projects.
- Ensuring there is a synergistic relationship with the proposed project to other current development projects.
- Examining how buildings, facilities, water flow, boat access, river banks, etc. may be affected by the proposed project.
- Relationship of the proposed project with businesses located in the vicinity; positive growth, issues, possible impacts.
- Investigate possible boardwalk-type construction, piers, docks, and other access structures relative to the proposed project.
- Economic development analysis and projection on the downtown area with implementation of the proposed project.

# Introduction

Through the tasks detailed above it has been determined that a River Walk located along the newly-improved Route 133 in the Town of Essex would allow for positive economic impact through greater accessibility; thereby encouraging tourism by merging increased viewing of scenic vistas with cultural and historic byways and with the already-established eateries and antique retailers. In short, the River Walk completes the total visitor package combining easy access to the river, with shopping, and cultural and historic tourism. Completion of this project would also complement a scenic byway from Ipswich, through Essex, to Gloucester and the newly-established Essex River Cultural District. Again, building on the newly-improved Route 133 in Essex, the byway and district, are other positive impacts for this region.

Vine and Associates was hired to develop preliminary designs and cost estimates of this project. Essential to the project is some limited pocket dredging of the Essex River to develop seasonal docking floats enabling visitor access from the river to the River Walk and the local establishments. The plans and costs estimates are included in the River Plan Review section of this document.

**Please see Exhibit 1-1 below for project site location**

**Exhibit 1.1**



## Summation

The economic, cultural, historic capabilities and potential for the Town of Essex were analyzed through this study. With the recent completion of the Route 133 road improvement, coupled with geographic positioning between Ipswich and Gloucester and the recent scenic byway and cultural district designation; the Town of Essex is in the process of an image and economic revitalization. The dominant factor which will allow and accelerate this process is increased accessibility to the historic Essex River through a public access river walk and associated limited pocket dredging of the river. While not the size and scope of those developed in Newburyport, MA and Salem MA such accessibility projects have proven to be exceptionally successful with respect to engineering and economic impact. Indeed, given the location of the Town of Essex between two end point destinations (Ipswich, and Gloucester) the proposed project may very well have a regional economic impact and will certainly enhance an historic, cultural, and scenic byway that can be marketed and enjoyed by the public. In fact, it is not often that such positive impact potential can be generated by synergistically taking advantage of the recent road improvements coupled with a proposed frugal accessibility project.

In short, it is our professional opinion, that the proposed River Walk is feasible and would offer positive potential economic, cultural, and historic impacts for the Town of Essex and the region. We offer below an account of how the River Walk project will be synergistic with a variety of existing, planned and recommended initiatives, events, and features in the Town along with demographic, economic, and technical data supporting our findings.

## Costs

The total cost for this project as estimated by Vine and Associates is: \$1,020,045.00 (subject to modification)

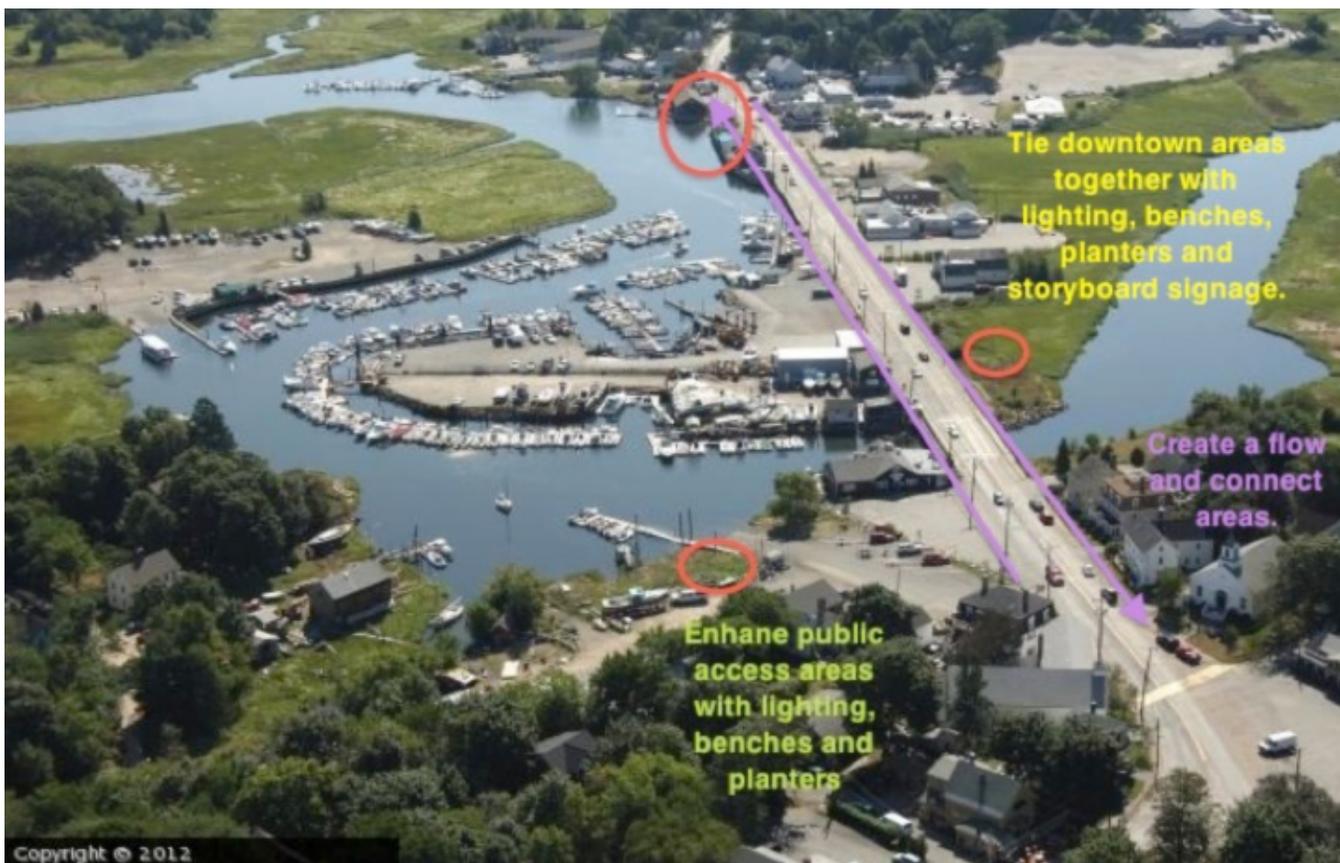
# ESSEX: Project Site Assessment

Under this task, the team performed site visits, investigations and interviews with abutters to understand and document the existing conditions and feasibility of undertaking the proposed project.

## Baseline and feasibility findings are based on the following main areas of concern/interest as identified via public meetings and interviews:

- Of the total length of the Essex River channel, dredging is suggested for at least 2,200 ft. Currently, boat traffic access is limited during low tide, where the channel is dredged to 4'ft at MLW.
- There is approximately 150 linear feet of public access now to the waterways.
- Residents and business owners would like to see a link from the River Walkway to Paglia Park, Heritage Path and Town bike path. Potential through streetscaping to link retail and tourism businesses into a cohesive “destination”.
- Potential uses of river shaped by public accessibility, water depths and other physical constraints.
- Uses of water are inherently linked to water quality and ecosystem productivity.
- Potential redevelopment of motel area needs to be explored.
- Opportunities exist for partnerships with local business for interim use of facilities for parking and restroom facilities.
- Shoreline encroachment into channel is a major concern.

## Exhibit 1-2



## CURRENT WATERWAY USES

### 1) Transient/Public Access

### 2) Excursion/Cruise

### 3) Resident/Recreational

- docks
- moorings

### 4) Marinas

- docks/slips used for:
- socializing
- sightseeing
- sailing
- pleasure boating/cruising
- non-water activities

Revenue is generated to local marinas via:

- Storage fees
- Boat repairs and maintenance
- Slip rental fees

Informal interviews with recreational boaters visiting Essex for the day concluded that the vast majority came for lunch at local restaurants. Fewer visitors arriving from the river engaged in shopping (mostly groceries). Fewer still spent any time walking to local retail businesses.

All marinas are at 100 percent occupancy, however on average 70 percent of the slips are impacted by silt in the river. The largest loss of water access impacts Essex Marina, followed by Pike and then Perkins. The River is navigable at all but the lowest tidal stage and boaters currently time excursions to coincide with the tide.

At least 90 percent of the boats are between 20 and 30 feet, and the remainder are smaller. There may be one - two percent that measure slightly more than 30 ft, but 34 feet is the maximum length of boats.

There is a 50-50 split between open and cabin types of vessels.

### Total figures from all marinas

Category	Total Use
Occupancy rate	100%
Number of slips	220
Number of boats	220

### 5) Clamming licenses

2003	43
2004	64
2005	85
2006	99
2007	77
2008	91
2009	106
2010	95
2011	59
2012	51

## CURRENT LANDSIDE SITE DEMANDS

Sidewalks  
Restaurants  
Retail

### Site traffic, circulation and access issues

Additional visitor traffic will require easily accessible parking facilities  
Additional foot traffic along Route 133 may require crosswalks

### Site security, management of area and emergency program

Concern regarding signage, access and liability were raised with a few of the stakeholders.  
The following regulations outline the town's responsibilities in these areas:

### Signage, Liability and Access

Regulations and considerations according to the Massachusetts Department of Environmental Protection:

“(5) Management of Areas Accessible to the Public. Any project that includes tidelands or Great Ponds accessible to the public, in accordance with any of 310 CMR 9.35(1) through (4), shall provide for long-term management of such areas which achieves effective public use and enjoyment while minimizing conflict with other legitimate interests, including the protection of private property and natural resources. In applying this standard, the Department shall act in accordance with the following provisions.

- a No limitation on hours of availability or scope of allowed activity, or other substantial restriction, may be placed on said public access except as expressly authorized in the license; reasonable rules and regulations governing public use of such areas may be adopted by the licensee, and may be subject to review and approval by the Department, or its designee, if so provided in the license.
- b Any project required to provide public access facilities in accordance with 310 CMR 9.35(3)(b)2. or (4)(b), or any other project as deemed appropriate by the Department, shall encourage public patronage of such facilities by placing and maintaining adequate signage at all entryways and at other appropriate locations on the project site; said signage shall:
  1. conform to all local laws and regulations and any design guidelines that may be specified by the Department or its designee; and
  2. include at least one sign, in a prominent location, which advises the public of its access rights; discloses whatever access-related rules and regulations are in effect, including restrictions on hours of operation, if any; and discloses the license number of the project and a location on the site where a copy of the license may be inspected by the public.
- c No gates, fences, or other structures may be placed on any areas open to public access in a manner that would impede or discourage the free flow of pedestrian movement thereon; and all pedestrian exterior open spaces shall be open to the public 24 hours a day, unless otherwise authorized in writing by the Department.
- d The Department may include conditions in a license which restrict public pedestrian access in order to protect public health, safety, or the environment, and shall specify such additional access-related requirements as are deemed appropriate to offset any significant loss of benefits to the public which may be associated with such restrictions.
- 6 Limitation on Liability. If a project includes measures to accommodate public pedestrian access in accordance with any provision of 310 CMR 9.35, the licensee shall be considered to be a private landowner who opens land to public recreational use without a fee and who is therefore not liable, pursuant to M.G.L. c. 21, § 17c, for injuries to persons or property due to public use, unless the owner's conduct is willful or reckless.”

## Security

U.S. Coast Guard identifies certain facilities which are exempted from being required to have an individual facility security plan. These include the following:

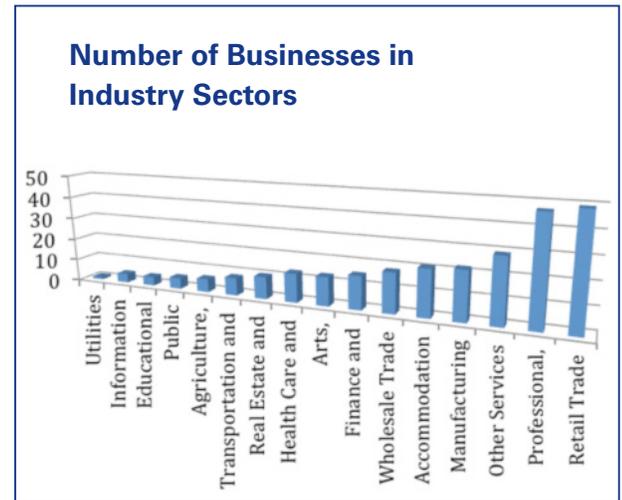
“Public Access Facilities that are used by the public primarily for purposes such as recreation, entertainment, retail, or tourism, and not for receiving certain passenger vessels subject to the regulations. Owners and operators of public access facilities will be responsible for implementing appropriate security measures in accordance with the Area Security Plan”. It is believed that the Essex River Walk Way Project would fall under the definition of a Public Access Facility and would be subject to minimal requirements under these regulations.

## ECONOMIC DEVELOPMENT SNAPSHOT

The Town of Essex currently has a population of 3,504 with a potential workforce of 1,946. There are 1,885 people working in businesses located within Essex whose total revenue exceeds \$126.7 million. Using traditional NAICS codes to categorize industry sectors the following have been determined:

### Exhibit 2 summarizes the number of businesses in each industry sector.

Of the 375 businesses located in Essex, there are five main industry clusters that can be highlighted and categorized as important to the local economy: construction; retail trade; professional and technical services; business services; and accommodation and food services.



### Exhibit 3 summarizes each of these sectors.

Sector	Percent of total industry (%)	# of businesses	# of employees	Total Revenue (\$millions)	Less than 1 employee	2-5 employees	# established in last 2 years
Construction	14	52	154	\$24.91	26	20	15
Retail trade	13	49	119	\$8.93	20	24	16
Professional, Scientific, Technical services	13	47	167	12.739	20	23	11
Business services, Landscaping, Cleaning, Servicing equip.	15	58	173	11.122	15	38	17
Accommodation and Food Services	6	21	599	21.81	0	4	1

We can also look at little closer at the specific sectors that help to define Essex, such as marine-based<sup>1</sup> and antique stores.

When grouped into these sectors, the 31 marine-based businesses employ 632 people and bring in a total revenue of \$27.5 million. Clearly, this sector is an important one in Essex and should be recognized as a potential growth area.

The large concentration of antique stores also provides Essex with a unique offering to residents and tourists alike. Almost one-fifth of all antique stores in Essex County are located in the Town of Essex (18.8%).

## ECONOMIC SUMMATION

Recreational waterfront access has significant benefits to the immediate and surrounding communities. From the Massachusetts Marine Trades Association it was found that there are approximately 25,000 permitted, publicly administrated slips and moorings used for recreational boating along the coastline of Massachusetts, and an additional 10,000 privately maintained slips, moorings, and docks. It is estimated that the recreational boaters utilizing these facilities generate \$297,500,000 in spending surrounding their recreational boating experience on a variety of services such as repairs, insurance, supplies, and groceries.

The total approximated combined spending attributable to the recreational boating experience in Massachusetts is \$1,700,000,000.

In addition to providing more access points to the waterfront and additional recreational opportunities for the public, facilities designed around boating and docking in particular have been found to increase residential real estate values between 25 and 75 percent with consequent increases in tax revenues from higher real estate assessments.

A recent Sea Grant funded project found that day-trip related spending at the site averaged \$1,380 per boater.

From a preliminary pilot study on the North Shore, it is estimated that the average recreational boating day-trip expenditures were \$150, not including gasoline purchases.

From these studies, we can conclude that providing more access and docking/slip facilities, there will be a positive direct economic impact to the immediate restaurants and stores, as well as marinas providing gasoline and maintenance services. Of note, is the economic impacts gained from this proposed project would be greatly magnified if a maintenance dredge of the Essex River occurs at a later date.

## CULTURAL AND HISTORIC GOALS

### Cultural/Historic Resources and Opportunities

The Town of Essex, Massachusetts is currently in the middle of a period of visioning and transformation as it explores ways to enhance the quality of life for residents and encourage non-residents to explore and partake of the town's varied business, cultural and natural resources with a current focus on the downtown and river access. These efforts can be mutually reinforcing, particularly when the cultural and natural resources of a locality are featured centrally. Research shows that efforts aimed at quality of life, community development and cultural/heritage sectors, when pursued in synergistic and sustainable ways, can yield high returns for local economic development. [Greenwood and Holt, 2010] As such we believe that the rich cultural and natural resources (historic and contemporary) of Essex offer many options for enhancing economic development activities and ensuring quality of life if planning and visioning can consistently keep these various elements and their attendant sectors and stakeholders in conversation. This section of our report aims to identify approaches and strategies that can help move multiple initiatives forward in tandem while sequencing efforts so as to sustain effort and resources for long term development and impact.

<sup>1</sup> Classified as any business that utilizes or incorporates some aspect of the local river/ocean resources including: sports and recreation clubs (i.e. sailing), water supply, boatbuilding, fish and seafood wholesale/retailers, boat dealers, marinas, water transportation, and eating establishments

Natural resources, cultural resources, tourism and economic development go hand-in-hand in Essex as they have for over 400 years since fueling the settlement of the area by Native Americans and then by Europeans, each seeing value in the land, water and life in this place. Any plan to revision and redevelop either the downtown/village area or the wider Town of Essex must consider how best to leverage and make central the historical and cultural resources the town offers to its residents and its visitors alike. It is precisely this cultural heritage—and the attendant natural resources and economic climate that go along with it—that lies at the heart of what residents (per 2010 Long term Planning Committee survey) like about Essex and want to retain as part of their “quality of life”.

At the present time there are a wide range of activities and projects currently underway or in planning stages that aim to reinvigorate/rehabilitate that portion of Essex near the river and the historic downtown. While not an exhaustive list, the activities include the following:

- The Essex Village Initiative—which includes numerous sub-initiatives that relate to cultural, recreation and downtown/waterfront improvement and which implicate and involve the Essex Shipbuilding Museum as well as the Essex Historical Society
- Essex River Cultural District
- Essex Coastal Scenic Byway
- Historic way finding and interpretation of cultural/historic district.  
This is primarily being undertaken at this time as the **Essex Historical Walking Tour**, which will be completed during 2013. This is a set of approximately 20 sites identified with markers and with brochures so that it can be self-guided. This is a partnership between the Essex Merchant’s Group and the Essex Historical Society and Shipbuilding Museum. The former is taking the lead. Funding has come from \$20,000 of CPA funds.
- Improved accessibility to water from downtown and to downtown from water
- The Downtown Boardwalk project
- Dredging
- Various initiatives of the Essex Merchants’ Group and Chamber of Commerce
- Open Space grant to potentially purchase the motel property
- Potential public parking and restrooms at Woodman’s (if motel property does not materialize)
- Walkway through some area of the marsh
- Future period lighting along street and low-level LED lighting along boardwalk
- Signage program promoting those who are sponsoring the upkeep of a facet of the downtown area
- Extension of bikeways

This list reflects a mixture of cultural and heritage plans, open space plans, improved resources for residents and efforts at promoting visitation and economic stimulus. What is critical to remember is that the historic and cultural resources of Essex are, and have always been, intimately connected to and reliant upon the natural resources of the town. In turn, the economic well-being of the town has always been tied to the presence of natural resources and, over time, the cultural riches that emerged from this confluence of factors. Thus there are no inherent barriers to—

and, in fact, an authentic affinity—a unified long term plan for the town that leverages and links—intentionally—natural, cultural and economic initiatives.

From these lists and the town’s 2010 resident survey, it is our understanding the following general and overlapping goals (in no particular order) are currently and should continue to shape the town’s planning and strategies:

**Goal 1:** Leverage cultural and natural resources to enhance quality of life for residents vis a vis access to water/recreation areas while encouraging sustainable economic development for town

**Goal 2:** Develop and/or strengthen existing strategic partnerships and collaborations between and among the cultural, recreational, town, and business sectors for specific projects

**Goal 3:** Manage tourism so as to preserve small town feel of Essex while creating opportunities for cultural/recreation tourism revenue

Yet, while the connections between cultural, recreational and economic initiatives are linked in the eyes of residents and town planners and reflected in the visioning documents created to date, the funding sources for each sector do not often overlap.

Thus, there are also many conversations occurring about how to fund all or some of these initiatives (or portions thereof). As these relate to cultural or historic initiatives these include, but are not limited to:

- Pursuing Essex Cultural District designation
- Use of Community Preservation Act (CPA) funds for some/all of a number of projects related to historic preservation, building rehabilitation/affordable housing and recreation/open space
- Seeking private funding; individual institutional budgets

At this time it is unclear exactly how and in what ways funding from recreation or development initiatives might be used to cover cultural initiatives. Nor is it clear whether, and in what timeframe grant funding or CPA money may be available for any specific project. Please note that given the specific goals/vision of Essex, CPA funds are particularly well-suited for any number of linked or comprehensive projects identified here and in other sections of this report.

Keeping these funding concerns and goals in mind and considering the range of emerging initiatives presently occurring, here we propose some strategies for ensuring synergy and leveraging the various types of capital (human, natural, cultural, financial) needed to develop sustainable projects to enhance economic development through and in relation to cultural activities, cultural heritage and tourism. As with any comprehensive town plan, recognizing, engaging and building social capital (networks, relationships) among diverse constituencies in Essex will be key to a robust future.

Each of the proposals here address ways to include and leverage the cultural sector (broadly defined) in town planning conversations whether specifically focused on the water access/downtown initiatives under current review or more broadly in long term activities. Some of these options are more permanent than others and some require more or less significant up-front cost and effort. Some bear sizable logistical challenges while others are more easily implemented. Each will require the Town of Essex to weigh and balance the needs and desires of its residents for maintaining a certain “feel” for Essex and increasing revenue and business activities in town. Each item takes as its premise that quality of life and economic development in Essex are mutually reinforcing and will be sustainable only through a combined approach linking cultural, historic and natural resources.

## ACTION ITEMS

### 1. Promote the Recent Establishment of the Essex River Cultural District designation

**Note:** The MCC designated an area, which includes the project area as the Essex River Cultural District in 2013. A combined effort of the Museum and the Essex Merchant's Group was the impetus for this designation. Indeed, signage is scheduled for installation at multiple locations within the project area.

**Why/Benefits:** This designation both signals the interwoven threads of culture, history, natural resources, and community development/diversity that feature prominently in the visioning of town officials and in the minds of residents. The cultural district designation offers name recognition and marketing opportunities for the town even as it recognizes and makes a commitment to sustaining a vibrant downtown/river area at the heart of the town's identity and public culture. Because cultural district designation involves a mix of partner organizations and allows for partners from the not-for-profit, for-profit, educational, faith-based, regional, state, and federal sectors, the district could be used as a catalyst to engage a wide and diverse set of voices in the town planning process and open up new possibilities. Cultural district status requires sustainable and sustained activities and efforts to engage and serve all stakeholder groups represented in the partnership.

### 2. Pursue initiatives connected with and tethered to the Essex Coastal Scenic Byways initiative of the Essex National Heritage Commission

**Why/Benefits:** The Coastal Scenic Byways Initiative frames the Town of Essex in the way that echo and reinforce of the concepts that are driving town planning at this time. Through the Byway lens, Essex is highlighted as a wonderful place for experiencing culture, history and recreation as well as fine dining and small, unique shops/businesses. The link that the byway makes implicitly between Essex and the resources of surrounding towns may be beneficial in educating the public about Essex's place in the region and its position as a less-touristy but equally rich destination. Using the reach and name recognition of ENHC and its website traffic this initiative has the possibility of both attracting new visitors to Essex—increasing cultural and recreational tourism and helping to reinforce the elements of the town that residents rate favorably.

In its most basic form the reason to consider embracing the Scenic Byways designation is that it would allow (and require) that the town make links for visitors and residents between the historic, natural and commercial “stories” in this area. This intentional focus could serve as the conceptual frame for organizing and linking a number of initiatives that are too often considered as separate issues and serving diverse constituencies (e.g.: recreational use of river and historical understanding/cultural heritage).

### 3. Develop Series of Linked Historic Interpretive Panels for the boardwalk area of the waterfront and non waterfront area of downtown:

**Why/Benefits:** There exists a current effort/project to create interpretive panels for the town's historic district [Historic Essex Walking Tour mentioned above]. The initiative here is intended to extend the reach of this work and, if possible, develop a unified vision for interpreting the water and the non-water areas of downtown. As the town encourages more and more sustained interaction with the river (among residents and visitors alike) interpreting this historic landscape/waterscape is critical. Interpretive signage will allow the river to become a destination for those who enjoy the history of Essex as well as its natural resources. Likewise, those who are more inclined towards recreation will be exposed to the intersection of the human and natural worlds over time. Historically-inclined visitors may better understand the town's historic relation to the water/natural resources. If the panels are unified in message and design the panels may also serve to encourage visitation at other sites in Essex. Finally, these panels offer possibility for creating community and other events tied to them.

**What:** The focus for this initiative will be on the interactions between the natural world and humans as well as change over time in town's relationship with/reliance on the water. Themes will be sustenance, settlement patterns, industry, use for recreation. Panels will focus on the following eras: 1) Diversity of Ecosystems in Essex; 2) Native American Landscape and use of the Water; 3) Early European Settlement; 4) Colonial Era shipbuilding; 5) Small Scale Industrial/Town Growth 18<sup>th</sup> and 19<sup>th</sup> centuries; transformation in 20<sup>th</sup> century; 6) Today. The project will begin small (focused on the boardwalk project and/or the Waterfront Improvement plan) but expand over time as pocket parks, walkways in the marsh and/or bikeways are developed. It could (and we would suggest, should) link with any way finding or interpretive panels in the downtown area that may be away from the water.

**Funding:** As many town documents and reports to date highlight funding sources for interpretive panels are not as clear or numerous as other projects. However, the Town has chosen to use CPA funding and the project is underway. In addition, there may well be funding available through competitive public programming grants offered by Mass Humanities. Finally, interpretive panels of this sort may be possible under initiatives connected with the Essex Coastal Scenic Byways. The town should be applauded for initiating this project through the assembly of an ad hoc committee under the auspices of the Essex Merchants' Group and the Essex Historical Commission.

#### **4. Use the downtown/river area as staging ground for collaborative signature events highlighting the waterways/historic landscapes (natural and human-created) while meeting the needs and resources of the cultural and business communities.**

**Timeframe for Implementation: short-term; dependent only upon organizational issues.**

##### **Why/Benefits:**

This is a valuable strategy for meeting residents' quality of life needs and offering managed opportunities for visitor engagement with multiple sectors and facets of the town's character. Signature events and activities would be organized thematically to frame and unite multiple facets. The type of event represented in the example below is the type of event that would be ideal as part of the programming/offering under a cultural district designation. Developing and carrying out such signature events could be used to gauge town's interest/readiness for a more permanent cultural district. The Town already has the Clam Fest in October and the Essex River Day in June which are two highly successful undertakings. Other possibilities are noted below:

##### **Two Examples:**

The River in "winter."

To encourage visitors to Essex year round and to encourage use of/engagement with natural resources and downtown by residents year round this might be a quarterly event that runs for a week with many different events. Ideas for "Winter."

##### **Consider combining with Holiday Festival event in early December**

This event already aims to bring people together; consider expanding to encourage visitor participation and highlight river/natural resources as well to reach new segment. If not combined with holiday event then consider a late January date.

- Walks along river day/moonlight—learn about ecosystem in winter
- Encourage family participation by arranging winter games or activities near town landing
- Coupons/promotions for downtown businesses selling seasonal goods (perhaps good for a two week period)
- A featured menu at a restaurant

- Special event at Essex Shipbuilding Museum on the work of Essex fishermen/shipbuilding families in the winter months
- Town-wide reading of a book related to theme—connection to/with elementary school and parents/families
- Perhaps historic photos in window displays—the downtown in winters past

For other seasons, consider expanding existing signature events or day/weekend-long events to combine the water, the history and the contemporary culture of the town through dynamic and varied events. These might include a food festival featuring food caught/grown in area (now or in past); a film series in town (outdoor screen) showcasing films about rivers, ships, coastal communities; a “Paint Essex” day featuring lessons by local artists and residents/visitors painting all over town; the creation of public art; kayak and bike races.

### **Sustainable Essex Then and Now**

Given the emphasis in Essex on outdoor recreation, and its close relationship to local food, the town might create a signature event/week focusing on and attracting the large percentage of area residents (Essex County and beyond) who are interested in living well and sustainably.

#### **Ideas include:**

- Various races, sporting events on bikes, boats, feet
- Talks/exhibits about how past generations were “sustainable” as they reduced, reused, recycled, as a matter of life.  
(This idea could go as far back as 17<sup>th</sup> century and forward to today)
- Art made from found objects
- Restaurants with menus featuring sustainable foods/menus
- Discounts on related goods at stores
- Town activities such as a recycling challenge or biking challenge
- Walks along the river or in boats focusing on changes to the river over time tied to human habitation and use

**Funding:** Projects such as these can often be funded through a mix of sponsorships and in-kind donations from businesses, grant funding from cultural grant makers and private funding. Usually, events of this sort, can be organized so as to leverage initiatives and funding already existing at the various partner organizations. Mass Humanities has both Public Programming grants and program Development grants that could support portions of an event that might be tied to the efforts of the Essex Shipbuilding Museum or Historic New England. In addition, there may be local Cultural Council money available for small-scale efforts.

## **5. Pursue Collaborations with Cultural and Economic Development Entities in Surrounding Towns to Encourage Visitation” from neighboring residents.**

**Why/Benefits:** Because Essex county is culturally and geographically a fairly cohesive region with a richness of similar cultural sites and resources (water access, 17<sup>th</sup> – 19<sup>th</sup> century historic sites) towns often feel that they are in competition for either resident or visitor dollars. The advantage of cultural and business cohesiveness is that residents of and visitors to any given town tend to have an affinity for what other, related towns offer. Visitation often begets purchasing goods or services and can lead to repeat visitation.

### **Essex might wish to pursue such strategies as:**

- Developing formal MOUs with other towns to encourage residents to visit cultural sites at reduced/no cost at designated times
- Offering discounts at local businesses to residents of neighboring towns
- Develop a “passport” with incentives for residents of towns also in the Scenic Byway
- Develop linked events happening in more than one town over a weekend or day, for example

### **Culture, History and Quality of Life**

Quality of life for residents is not separate from economic development when this effort is pursued in a way so as to leverage those resources and pursue those initiatives that reflect the authentic will and flavor of a people and a place. The waterways and water access in Essex represented the historic and current lifeblood of the town. As the town begins to make it easier for residents and non-residents alike to access the river and spend time in Essex village, so too will there be increased opportunities to connect the 21st century experience of Essex with and to the unique history and cultural that this area of town represents. Essex is a town whose cultural resources, identity and economy have for centuries been enmeshed with the water and through it, the inland woods and farms as well as the wider world beyond the North Atlantic. As such, Essex has a richness of opportunities to leverage the various cultural and historic resources at its disposal (both those in town and those in other towns with interrelated histories/culture) for economic growth and sustained/improved quality of life. The goal in the proposals offered here is suggest ways to balance economic growth—bringing new capital and people into Essex—and ensuring a quality of life that residents seek to either maintain or create. There should be little, if any, inherent problem with this approach given the historic record of the town whose economy, culture and future have always been tied to harnessing and celebrating the water and geography that make it unique.

- marine elements
- site plan development options
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## ESSEX RIVERWALK PROJECT

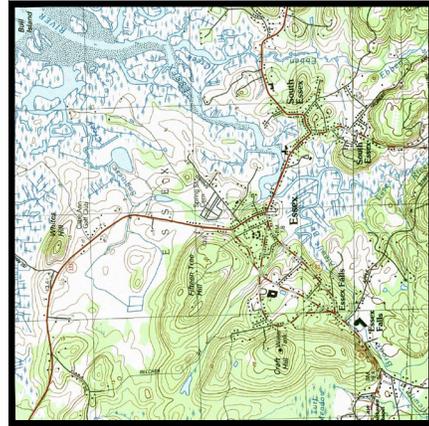
AT MAIN STREET (ROUTE 133)

TOWN OF ESSEX, MASSACHUSETTS

PREPARED BY  
**VINE ASSOCIATES, A DIVISION OF GZA GEOENVIRONMENTAL, INC.**  
 372 MERRIMAC STREET  
 NEWBURYPORT, MA

### DRAWING INDEX:

- SHEET 1 COVER
- SHEET 2 EXISTING SITE PLAN
- SHEET 3 EXISTING SECTIONS AND WALL PROFILE
- SHEET 4 PROPOSED SITE PLAN
- SHEET 5 PROPOSED SITE PLAN
- SHEET 6 PROPOSED SECTIONS
- SHEET 7 ENTRANCE DETAILS



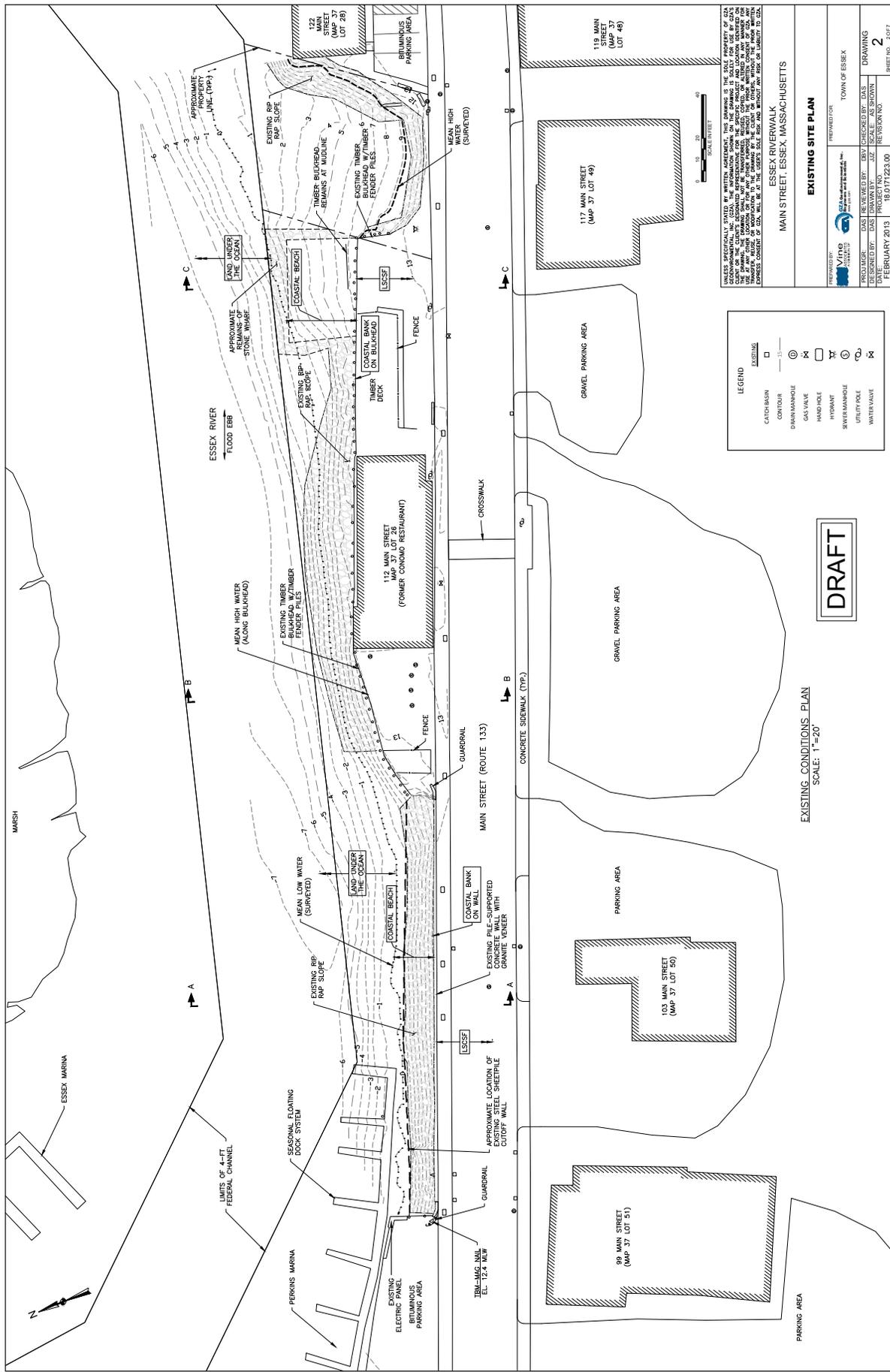
LOCUS MAP

- NOTES:**
1. ELEVATION REFERS TO MEAN LOW WATER (MLW) IN FEET. MLW=0.0, MHW=0.2, FTM 100'-0" BLOOD=+4.3.
  2. CONCRETE APRON FRONTING THE CONCRETE SERVICE BUILDING ON THE ESSEX MARINA.
  3. TEMPORARY BENCH MARK IS A MAG NAIL SET IN THE ASPHALT IN THE CORNER OF THE PARKING AREA ADJACENT TO PERKINS MARINA.
  4. GZA GEOENVIRONMENTAL, INC. ON MARCH 29 AND APRIL 11, 2012 AND REPRESENTS FEDERAL CHANNEL COORDINATES FROM U.S. ARMY CORPS OF ENGINEERS.
  5. TITLE PLAN OF LAND IN ESSEX, MASSACHUSETTS, PREPARED BY HERMAN W. SHOOKER, SURVEYOR AND DATED DECEMBER 1, 1930.

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PROJECT INFORMATION	
PROJECT NAME	ESSEX RIVERWALK
LOCATION	MAIN STREET, ESSEX, MASSACHUSETTS
DATE	FEBRUARY 2013
DESIGNED BY	DAK
DRAWN BY	DAK
CHECKED BY	DAK
SCALE	AS SHOWN
PROJECT NO.	18.017223.00
DATE	FEBRUARY 2013
DRAWINGS	1
SHEET NO.	1 OF 7

**DRAFT**



**LEGEND**

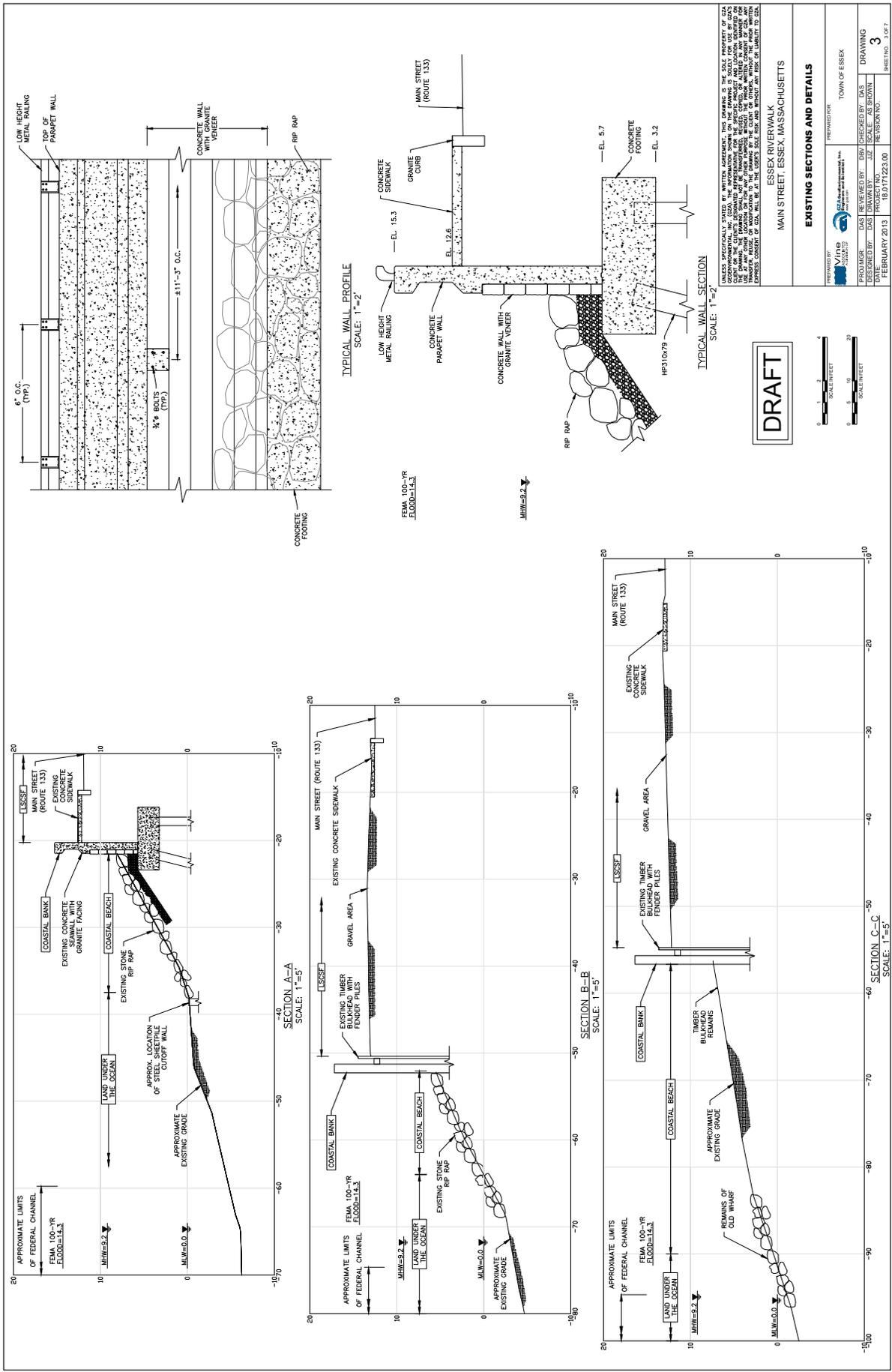
CATCH BASIN	□
CONTOUR	- - -
DRAIN MANHOLE	⊙
GAS VALVE	⊗
HAND HOLE	⊕
HYDRANT	⊙
SEWER MANHOLE	⊙
UTILITY POLE	⊙
WATER VALVE	⊙

**DRAFT**

EXISTING CONDITIONS PLAN  
SCALE: 1"=20'

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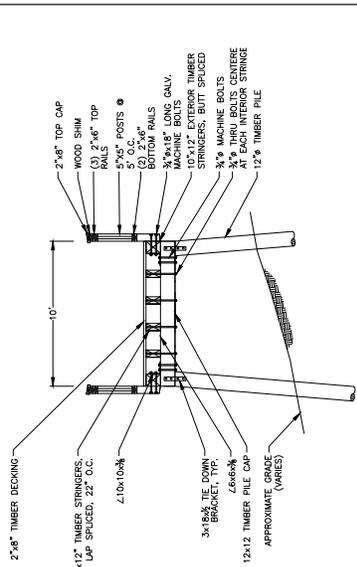
PREPARED BY:	CDA ENVIRONMENTAL, INC.
DESIGNED BY:	DAVID J. SHAW
DRAWN BY:	DAVID J. SHAW
CHECKED BY:	DAVID J. SHAW
DATE:	FEBRUARY 2013
PROJECT NO.:	18-0171223-00
REVISION NO.:	2
SHEET NO.:	2 OF 7



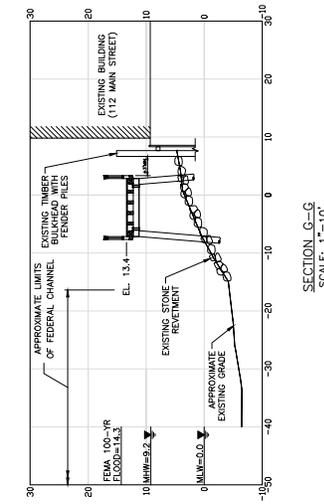
© 2012 - GZA GeoEnvironmental, Inc. GZA-A172007-18.0117223.00 Essex Riverwalk\Drawings-CAD\CURRENT - Site Plan with Revised Apportioning [Sheet 3 - Existing Sections and Details] February 01, 2013 - 12:06pm johnan.zell



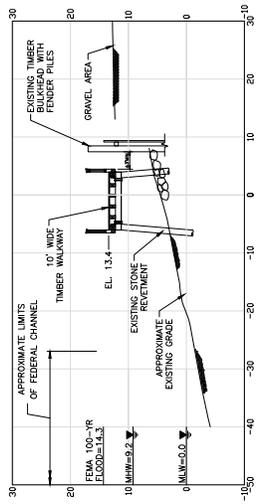




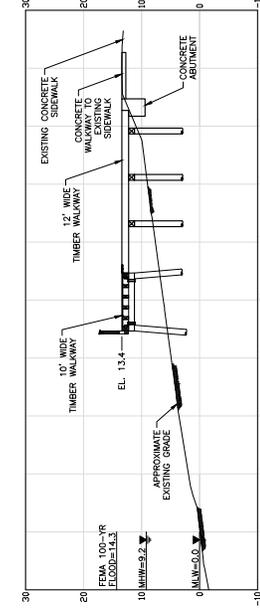
TYPICAL WALKWAY SECTION  
SCALE: 1"=4'



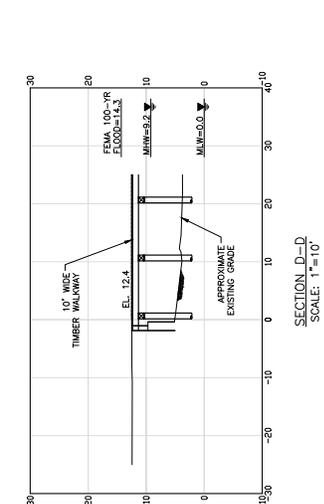
SECTION G-G  
SCALE: 1"=10'



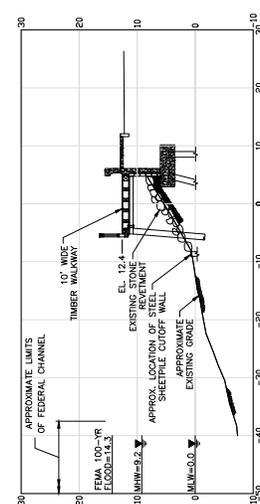
SECTION H-H  
SCALE: 1"=10'



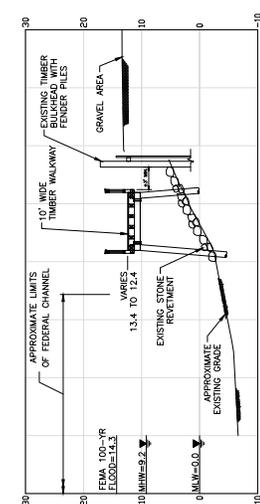
SECTION J-J  
SCALE: 1"=10'



SECTION D-D  
SCALE: 1"=10'



SECTION E-E  
SCALE: 1"=10'



SECTION F-F  
SCALE: 1"=10'

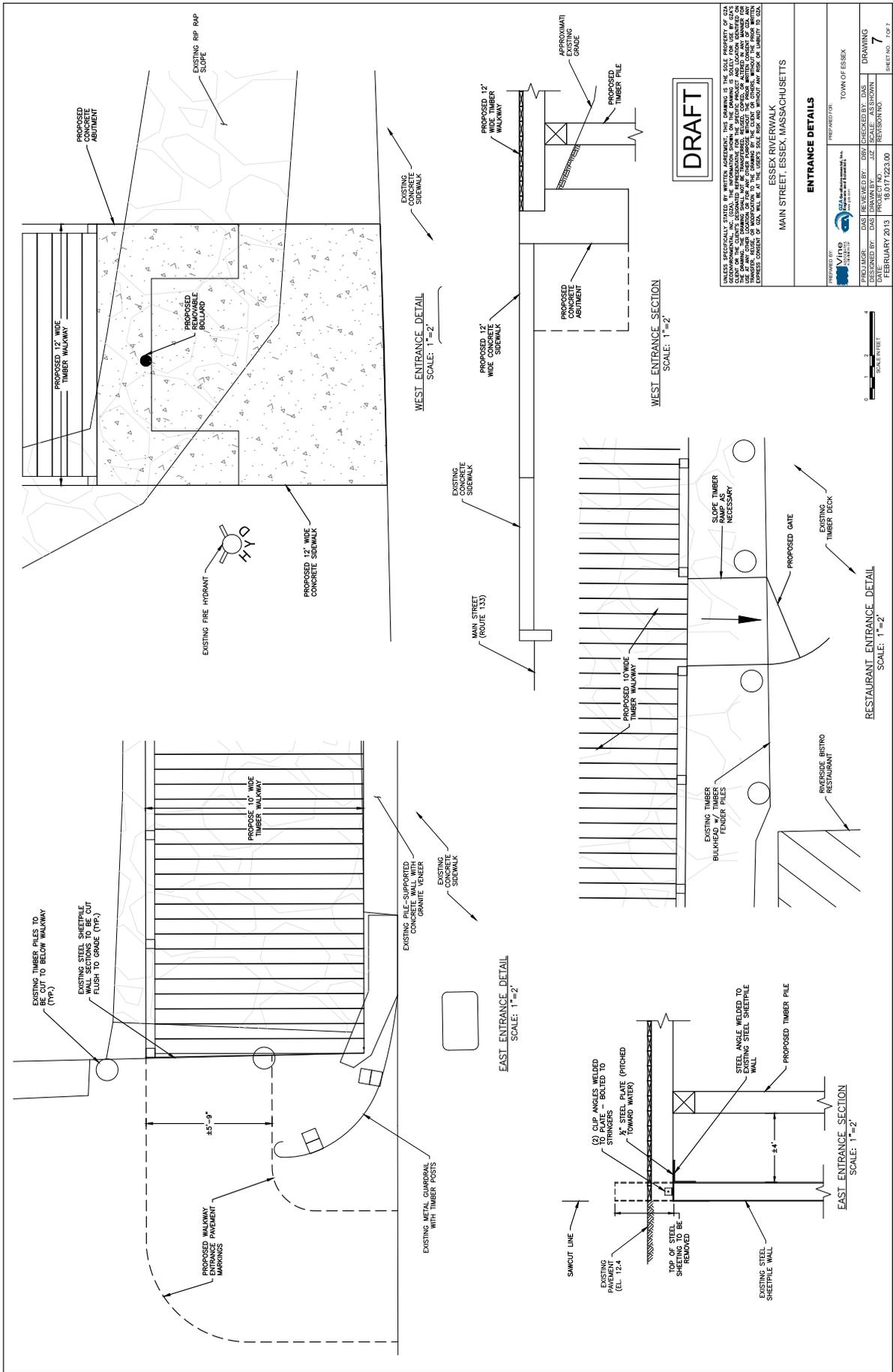
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PREPARED BY: **Vine Associates**  
 TOWN OF ESSEX  
 PROJECT NO.: 18.0171223.00  
 DRAWING NO.: 6  
 DATE: FEBRUARY 2013

PROPOSED SECTIONS AND DETAILS  
 ESSEX RIVERWALK  
 MAIN STREET, ESSEX, MASSACHUSETTS

DRAFT

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**ESSEX HARBORWALK PROJECT  
PRELIMINARY CONSTRUCTION COST ESTIMATES  
Jan-13**

**1. Walkway - Base Project**

No.	Item	Quantity	Unit	Unit Price	Total Cost
1	Mobilization/Demobilization	1	LS	\$50,000	\$50,000
2	Site Preparation	1	LS	\$5,000	\$5,000
3	Timber Piles	105	EA	\$1,800	\$189,000
4	Conc. Abutment/Connection Transition	8	CY	\$600	\$4,800
5	Timber Walkway - Framing CCA				<b>\$248,976</b>
	12x12 Pile Cap	7200	BF	\$7.00	\$50,400
	10x12 Stringer	12000	BF	\$7.00	\$84,000
	6x12 Stringer	12528	BF	\$7.00	\$87,696
	3x8 Cross Bracing	3840	BF	\$7.00	\$26,880
6	Timber Walkway - Decking and Rails Hardwood				<b>\$210,400</b>
	2x8 Decking	11400	BF	\$10.00	\$114,000
	2x8 Top Cap	1365	BF	\$10.00	\$13,650
	(2) 2x6 Top/Btm Rails	1050	BF	\$10.00	\$10,500
	(2) 2x3 Top/Btm Rails	525	BF	\$10.00	\$5,250
	6x6 Post	3500	BF	\$10.00	\$35,000
	2x3 Baluster	3200	BF	\$10.00	\$32,000
7	Bollards	2	EA	\$2,000	\$4,000
8	Electrical Design	1	LS	\$5,720	\$5,720
9	Low Level Lighting	36	EA	\$300	\$10,800
10	Electrical Service	1	LS	\$25,000	\$25,000
11	Benches	3	EA	\$4,000	\$12,000
12	Signage	3	EA	\$2,500	\$7,500
13	Monument/Flagpole Relocation	1	LS	\$5,000	\$5,000

Subtotal Walkway	<b>\$778,196</b>
15% Contingency	\$116,729
<b>TOTAL WALKWAY</b>	<b>\$894,925</b>

**2. Dredging and Seasonal Floats and Gangway**

No.	Item	Quantity	Unit	Unit Price	Total Cost
1	Dredging - Engineering and Permitting	1	EA	\$34,000	\$34,000
2	Dredging - (est 150 CY plus mob/demob)	1	LS	\$40,000	\$40,000
3	Aluminum Gangway	1	EA	\$12,000	\$12,000
4	Timber Floats (6 ft x 65 ft)	390	SF	\$40	\$15,600
5	Timber Guide Piles	4	EA	\$1,800	\$7,200

Subtotal Dredging, Gangway and Floats	<b>\$108,800</b>
15% Contingency	\$16,320
<b>TOTAL DREDGING/FLOATS</b>	<b>\$125,120</b>

<b>(1) TOTAL WALKWAY (BASE PROJECT)</b>	<b>\$894,925</b>
<b>(1 + 2) TOTAL WALKWAY, DREDGING, GANGWAY AND FLOATS</b>	<b>\$1,020,045</b>





Center for Economic Development and Sustainability (CEDS)  
352 Lafayette Street  
Salem, Massachusetts 01970-5353