

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Not For Publication: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>
Signature of certifying official/Title: Brona Simon, SHPO	
Date	
State or Federal agency/bureau or Tribal Government	
In my opinion, the property ___ meets ___ does not meet the National Register criteria.	
Signature of commenting official:	Date
Title :	State or Federal agency/bureau or Tribal Government

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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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7. Description

Architectural Classification

(Enter categories from instructions.)

LATE VICTORIAN/Second Empire/Italianate/Victorian Eclectic/Panel Brick
LATE 19TH CENTURY REVIVAL/Colonial Revival/Classical Revival
EARLY 20TH 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.)

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 19th- and early 20th-century commercial, industrial, governmental, civic, transportation, and residential buildings, a public park, and a railroad bridge. Despite demolition activities during the late 20th 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 19th 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.

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 20th-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 20th 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 20th-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 19th- and early 20th-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 19th and early 20th 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 20th-century, one-story, utilitarian concrete addition (1952) on the building's north elevation.¹ 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 20th-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 20th 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 20th-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 20th century.²

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-

¹ City of Beverly, Building Permit Records #13668, issued August 18, 1952.

² 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 19th-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.³ 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 20th 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.⁴ 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,

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

⁴ 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 20th-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 20th-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.⁵

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.⁶ 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.

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

⁶ Guilebbe, 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 20th-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.⁷ 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 20th-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.⁸ 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-

⁷ Beverly City Directories, 1929-1970.

⁸ 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 20th 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.⁹ (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

⁹ 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 18th- and 19th-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 19th- and early 20th-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 19th 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 19th- and early 20th-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 19th and early to mid 20th 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 20th century. Development continued in the district through the early and mid 20th 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 19th 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 20th century, reflecting the gradual decline of Beverly's manufacturing economy by the mid 20th 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 19th century, including Italianate and Second Empire styles, and late 19th- and early 20th-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.¹⁰ 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).¹¹ 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.¹²

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.¹³ Beverly shoemakers concentrated on the production of medium grade, high-cut ladies' button shoes for a market that extended from Mexico to Canada.¹⁴

By the end of this period, wood-frame, multistory factory buildings dominated the area surrounding Depot Square.¹⁵ 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

¹⁰ H.F. Walling, *Map of Town and Harbor of Beverly* 1852.

¹¹ *Ibid.*

¹² Beverly Historical Society, Transcription of Rantoul Memoirs.

¹³ *Beverly Souvenir*, 1904.

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

¹⁵ 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).¹⁶

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.¹⁷ 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.¹⁸ 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 19th and early 20th 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.¹⁹ 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 1915.²⁰ 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.²¹ 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.²² 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

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

¹⁷ Whitlocks, *Essex County Map*, Plat D.23.

¹⁸ Beverly Gas and Electric Company, Anniversary Pamphlet.

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

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

²¹ *Ibid.*

²² 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.²³ 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.²⁴ 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.²⁵

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.”²⁶ 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.”²⁷

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.²⁸ 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

²³ G. M. Hopkins, *Map of Beverly Town*, 1880

²⁴ 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

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

²⁶ *Beverly Citizen*, October 10, 1886.

²⁷ *Beverly Citizen*, January 4, 1908.

²⁸ 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.”²⁹ 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.”³⁰ Other railway designs by Gilbert include stations in Concord and Laconia, New Hampshire, and Lowell, Fall River, and East Boston, Massachusetts.³¹ 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.³² 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 1900.³³ 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

²⁹ “Beverly’s New Depot,” *Beverly Citizen*, July 10, 1897.

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

³¹ Collections of the Walker Transportation Group at the Beverly Historical Museum.

³² Form B-Building Form - 44 River Street.

³³ *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 \$80,000.³⁴ 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.³⁵ The Cameron Car Company originally began operations in Brockton, Massachusetts, in 1905.³⁶ 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.³⁷ 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 20th 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 20th 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 1913.³⁸

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

³⁴ Walker Transportation Group Archives, Beverly Historical Society Museum.

³⁵ Beverly Historical Society, *Images of America: Beverly Revisited*, p. 48.

³⁶ www.earlyamericanautomobiles.com/massautos.htm.

³⁷ Beverly City Directories

³⁸ *Beverly Souvenir*, 1904, p. 13.

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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 20th 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 20th 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 20th century.³⁹

During the late 20th and early 21st 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 19th- and early 20th-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 20th 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

³⁹ 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 19th through mid 20th 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
Name of Property

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Beverly Citizen. January 4, 1908.

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Archives

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Beverly Public Library Postcard Collection.

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

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Beverly Depot – Odell Park Historic District
Name of Property

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10. Geographical Data

Acreeage 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 19th and 20th 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 20th-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

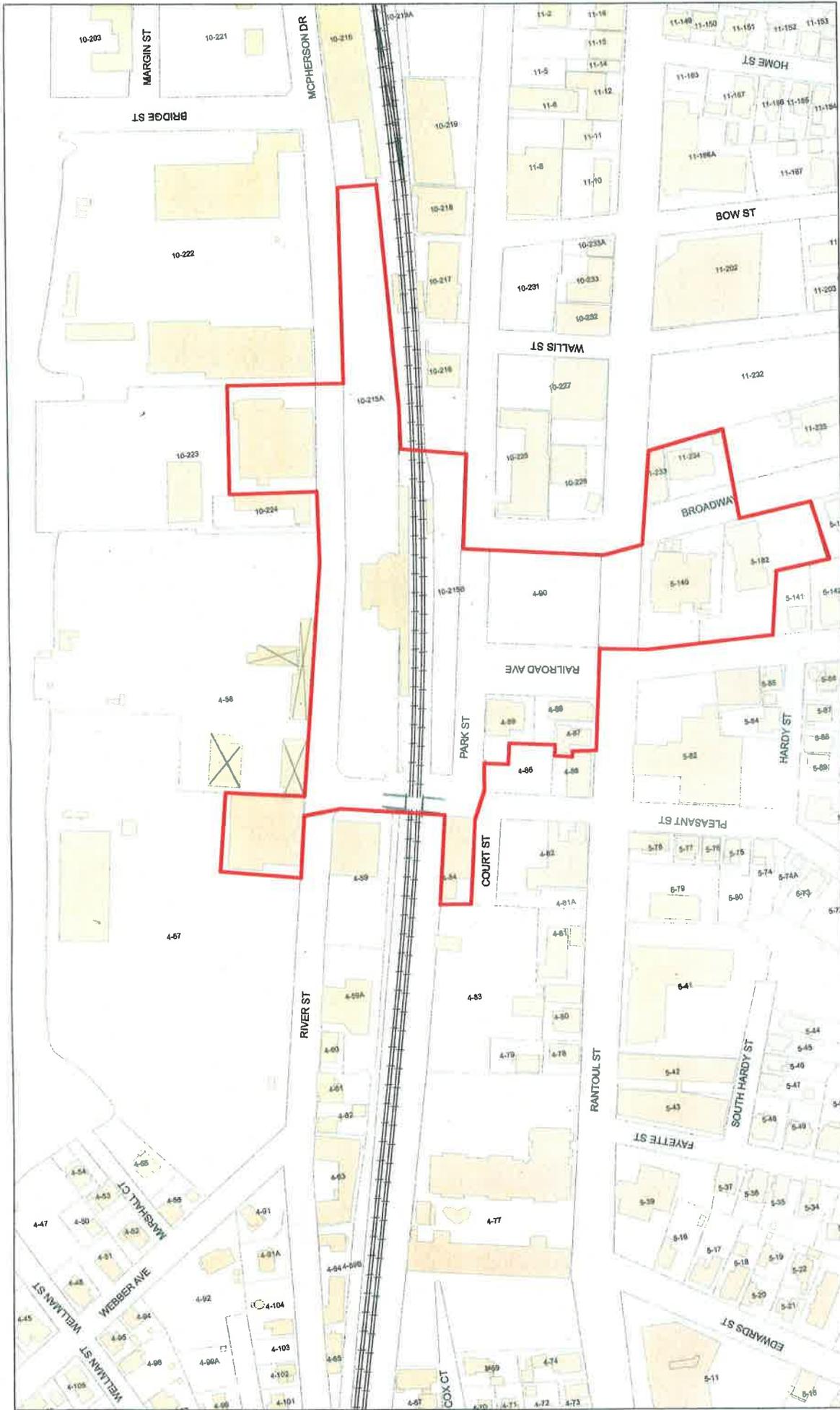
Essex County, MA
County and State

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 as to the accuracy or completeness of any of the data. The City of Beverly shall have no liability for the accuracy of the data 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

Essex County, MA

Name of Property

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

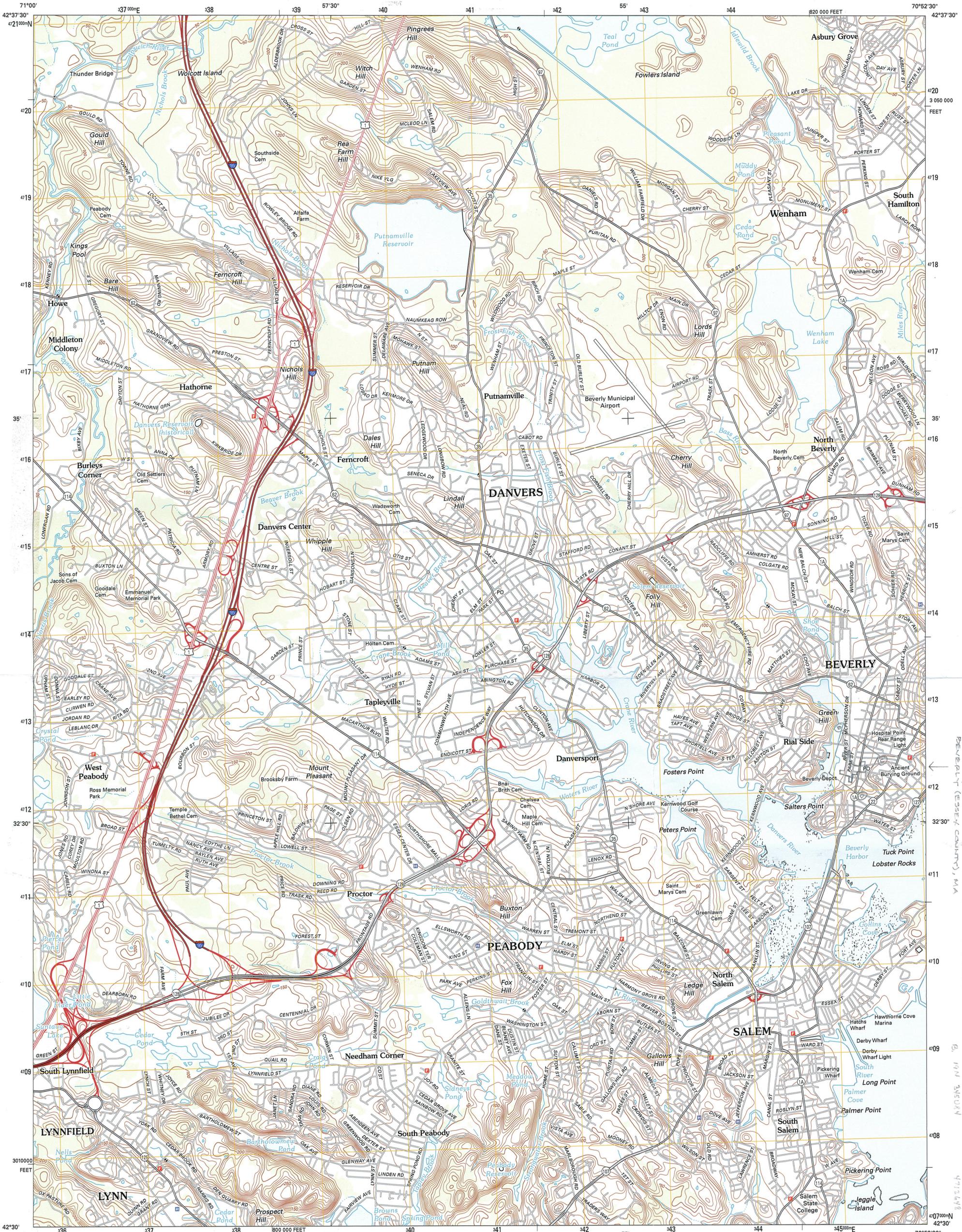
Essex County, MA

Name of Property

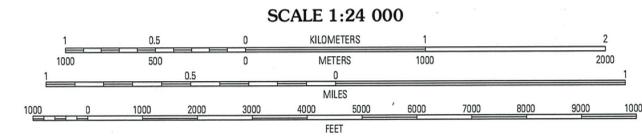
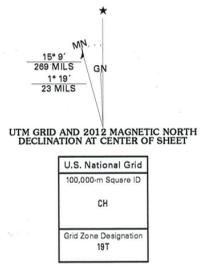
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13	11-233	BEV. 1112	Commercial Block	175-181 Rantoul Street	ca. 1950		Contributing Building
3	B	BEV. 964	Granite Block Retaining Wall	River Street	1896		Contributing Structure
1	04-057	BEV. 291	Beverly Gas and Electric Company Building #1	44 River 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

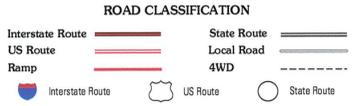
Total: 9 Contributing Buildings
 3 Contributing Structures
 1 Contributing Site
 5 Noncontributing Objects
 * *National Register previously listed individually*



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)



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



QUADRANGLE LOCATION

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

ADJOINING 7.5 QUADRANGLES

SALEM, MA
2012

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

Imagery.....NAIP, 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

BEVERLY DEPOT - ODELL PARK HISTORIC DISTRICT
BEVERLY (ESSEX COUNTY), MA
A. 19 N 345000.
B. 19 N 345250.
C. 19 N 345500.
D. 19 N 345750.
E. 19 N 348000.
4712493
4712498
4712503
4712508





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