

Market Landing Park Expansion

Ad Hoc Committee Meeting 3
16 September, 2021

City of Newburyport, Massachusetts
Mayor Donna D. Holaday
Newburyport City Council
Department of Planning and Development

SASAKI

Agenda

PRESENTATION (30 min)

- Introductions + Project Process
- What We Heard re: Conceptual Options
- Refined Concept Plan
- Schematic Cost Estimate + Phasing

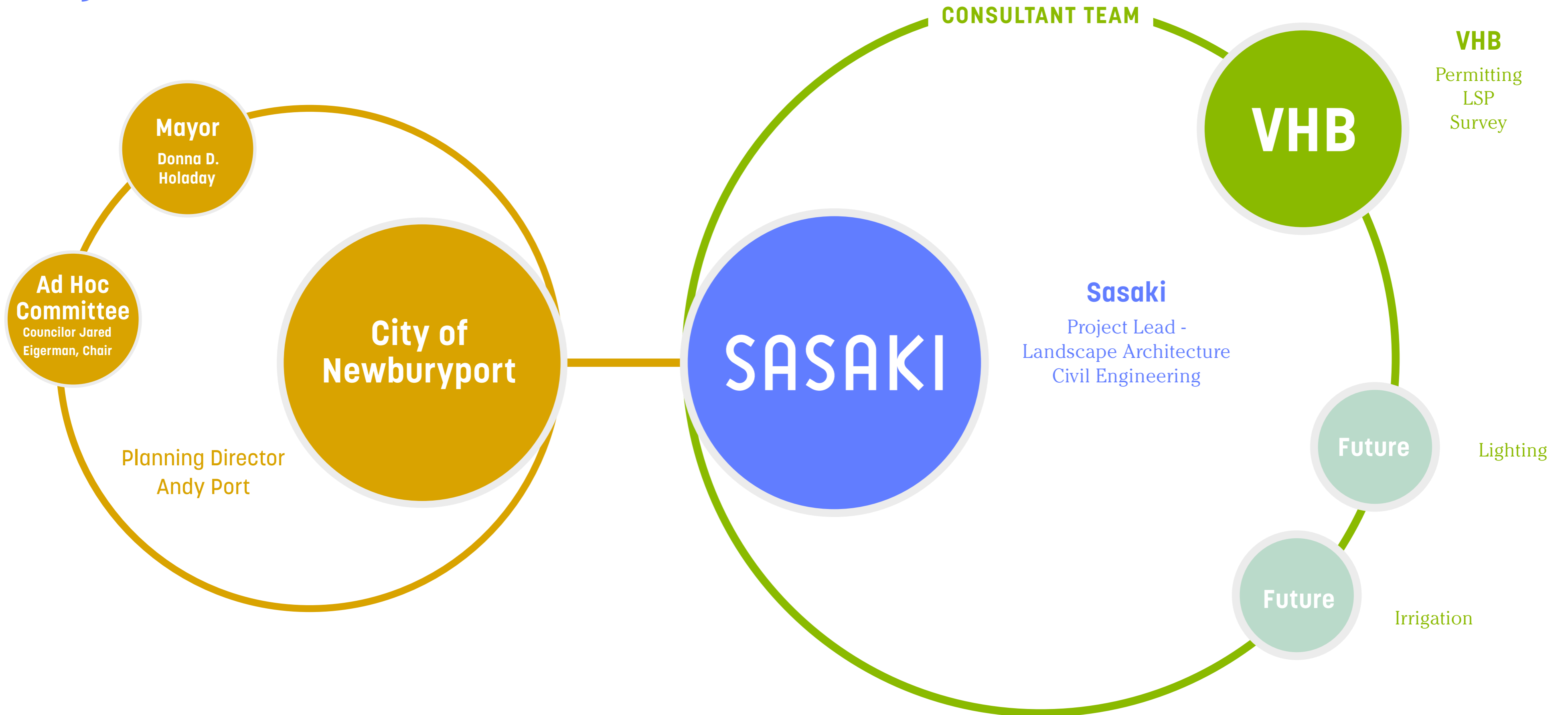
MODERATED DISCUSSION (45 min)

NEXT STEPS (10 min)

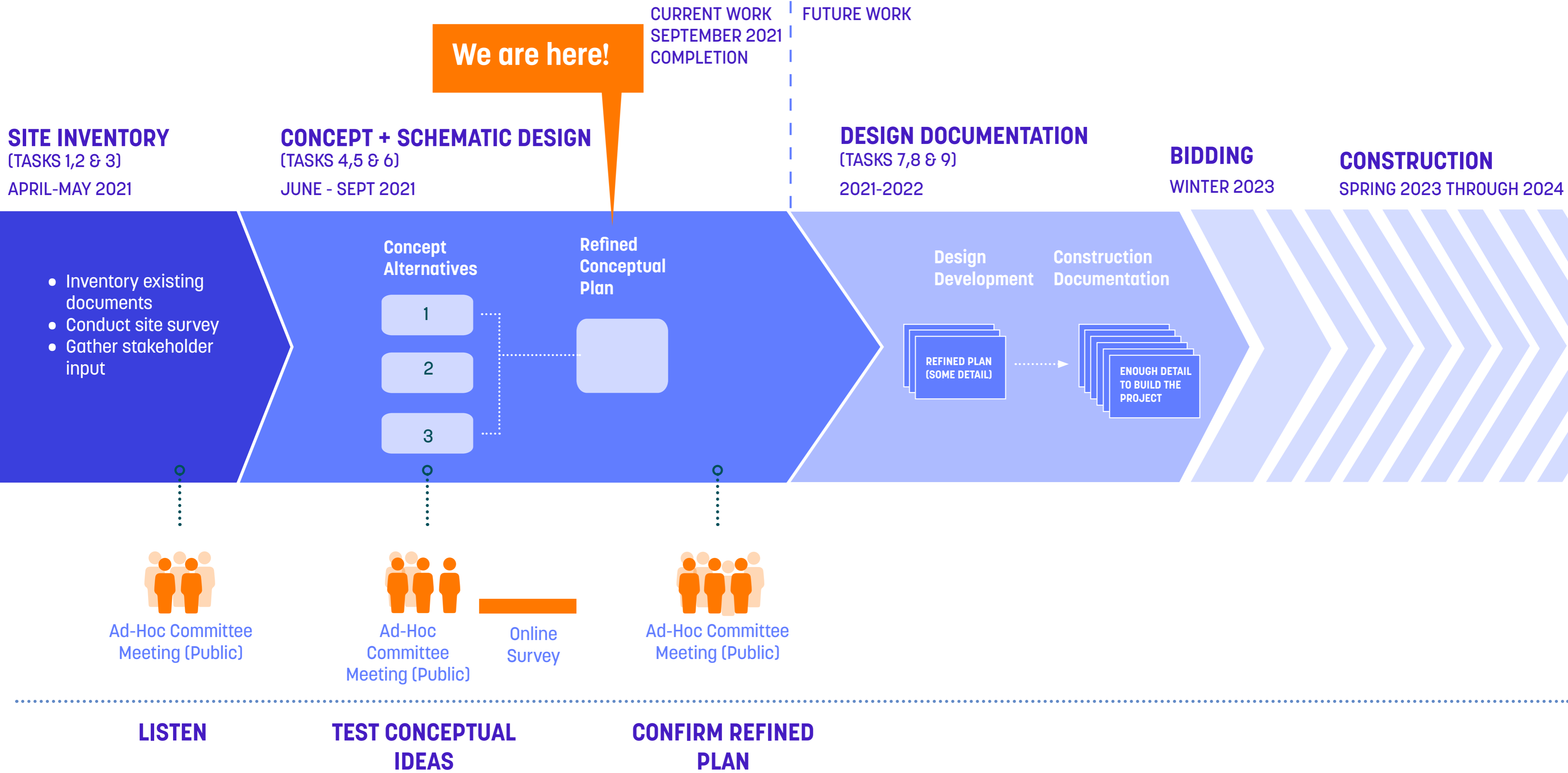
Goals

- Understand the feedback received about the conceptual options for Market Landing park shared earlier this summer
- Review how that feedback has been combined into a refined schematic plan for the park
- Discuss project costs and options for phasing the work

Project Team



Market Landing Park Design Process



Existing Conditions



AREAS OF INTEGRATION

Waterfront Trust

Waterfront Trust

AREAS OF INTEGRATION

NRA Parcel - West

Waterfront Trust

AREAS OF INTEGRATION

NRA Parcel - East

Waterfront Trust

Preliminary Design Principles



PROGRAM

An Active
and Inclusive
Year-Round
Destination



CHARACTER

A Uniquely
Newburyport
Window on the
Merrimack



CONNECTIVITY

A Functional
Waterfront
Stitched into
Downtown



ENVIRONMENT

A Resilient and
Sustainable
Edge to
Downtown



WHAT WE HEARD

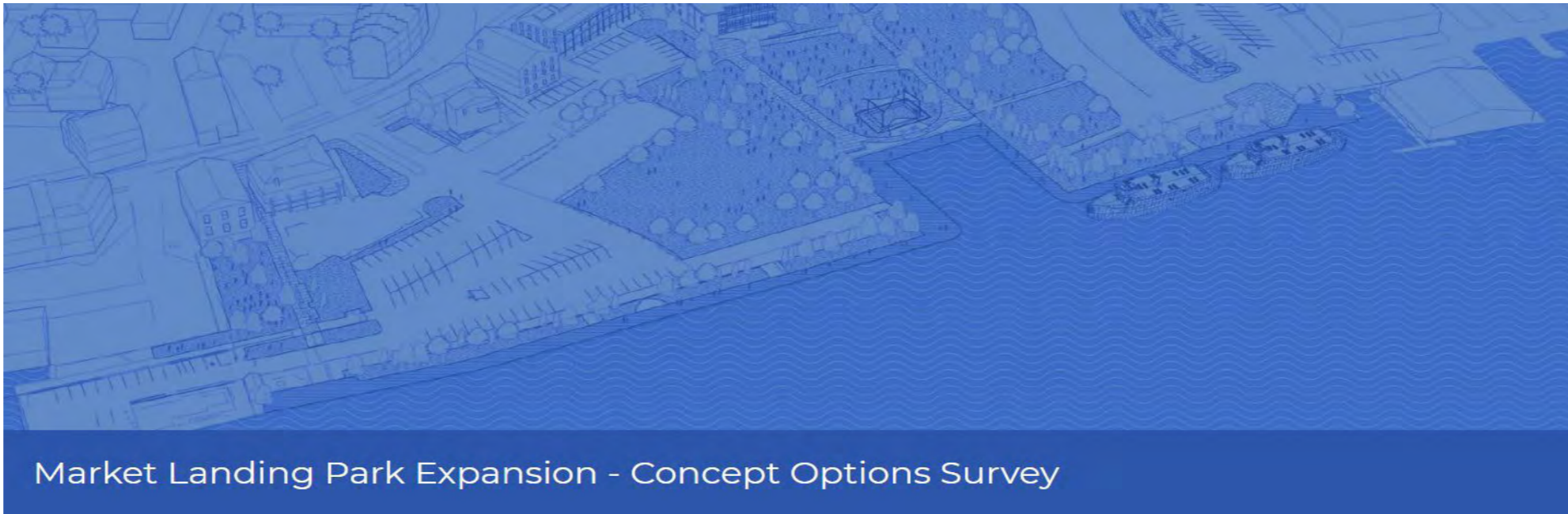
Responses to the conceptual options shared with the ad hoc committee and public this summer

Pop-Up Events July 6th and 13th



Online Survey

June 30th-July 30th



CENTRAL SPINE



BRAIDED OASIS



SHORELINE BANDS

Over a thousand touchpoints with the community...



371

Completed Surveys

950

Surveys Initiated



~100

Approx number of attendees at 2 pop-ups

2

Public Ad-Hoc Committee Meetings



85% White

69% Without Kids at Home

45% Over 60 years old

Broad Agreement on two big moves for the Park



Balance **parking** east and west, and integrate green space



Bring **shared use path** efficiently through the park with minimal disruption to the park

Additional Points of Consensus

DOCK STORAGE:

Move dock ramp east to minimize crane and dock storage impact on the park.

SCULPTURE + PLAYFUL ELEMENTS:

Distribute throughout the park to create delightful moments of discovery, but don't overcrowd.

TOPOGRAPHY:

Raise grade behind the berms to provide more space for views to the water.

MATERIALS + CHARACTER:

Ensure a materials palette that feels like Newburyport, but is durable.



REFINED CONCEPT

Landing points of consensus in a
cohesive and implementable plan

Refined Conceptual Plan



Somersby
Sculpture
Plaza

(4) Spaces /
Drop Off Area

WFT Lot
(57)

Somersby Way

West Lot
(31)

Restrooms +
Visitor Kiosk

West
Embayment
Plaza

Stage

Fire
House

Embayment

Ferry Wharf Plaza

Ferry Wharf Way

East Lot
(69)

Shared Use Path

Harbormaster
Plaza

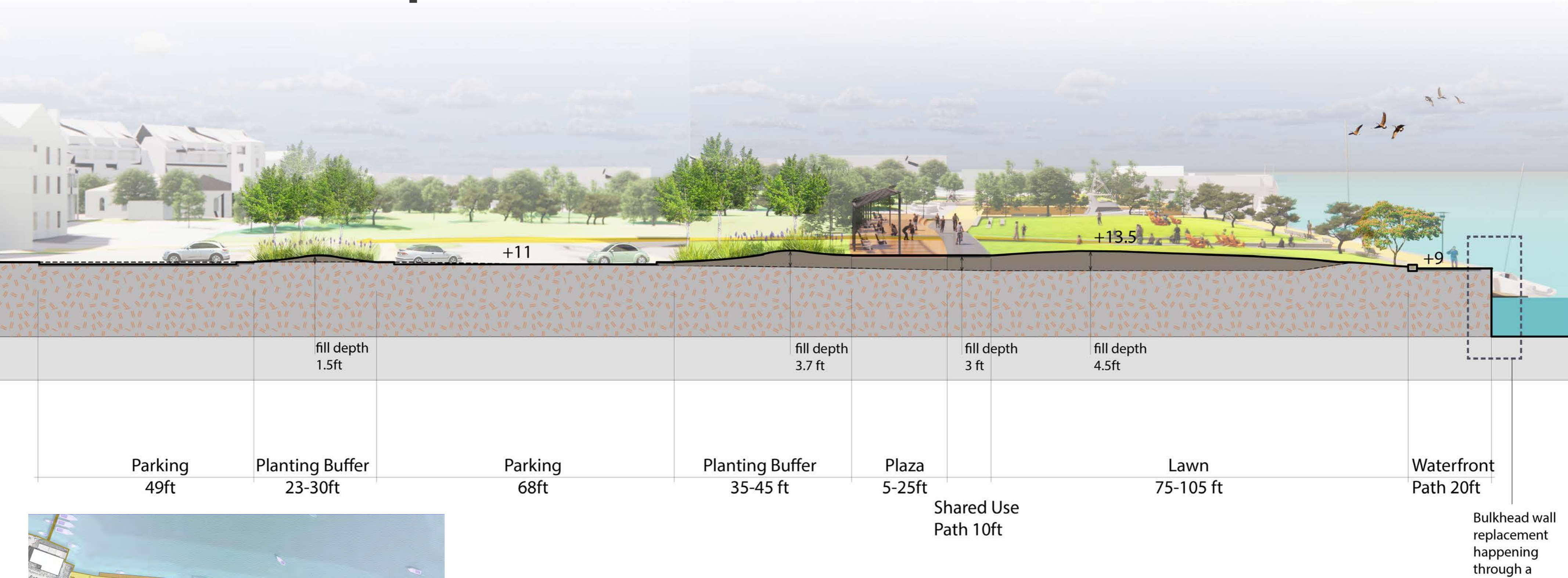
Custom
House

Custom House Way

0 25 50 100 ft



Refined Conceptual Plan - East Park Section



Focus Areas



**SOMERSBY
SCULPTURE PLAZA**



**WEST EMBAYMENT
JUNCTION**



**FERRY WHARF WAY
JUNCTION**



**HARBORMASTER
PLAZA**



**RESTROOMS +
VISITOR'S CENTER**



Ferry Wharf Way Junction





FERRY WHARF PLAZA - WAY VIEW



FERRY WHARF PLAZA - VIEW FROM EMBAYMENT

Swing Trellis Character



SMALE RIVERFRONT PARK - CINCINNATI OHIO



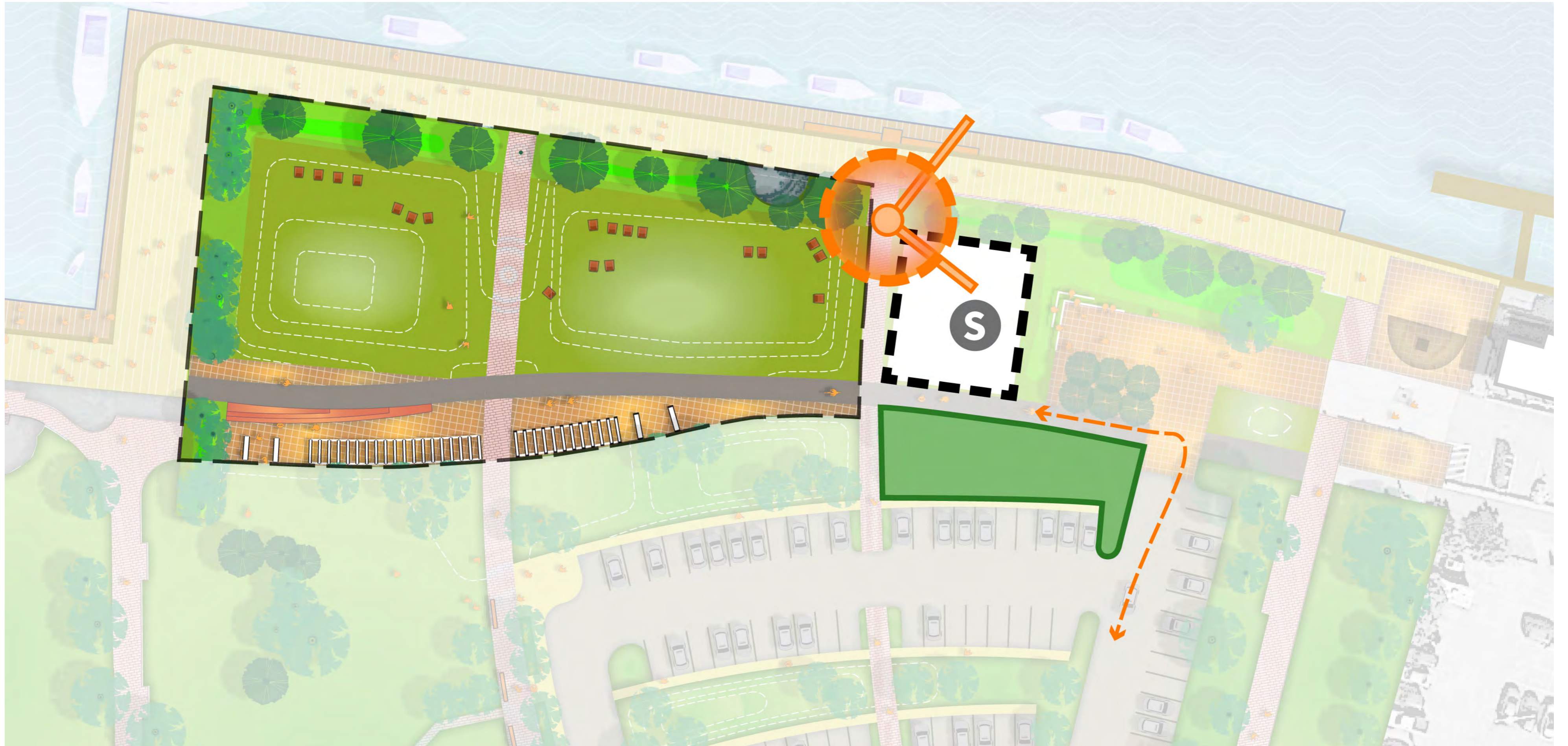
Harbormaster Plaza



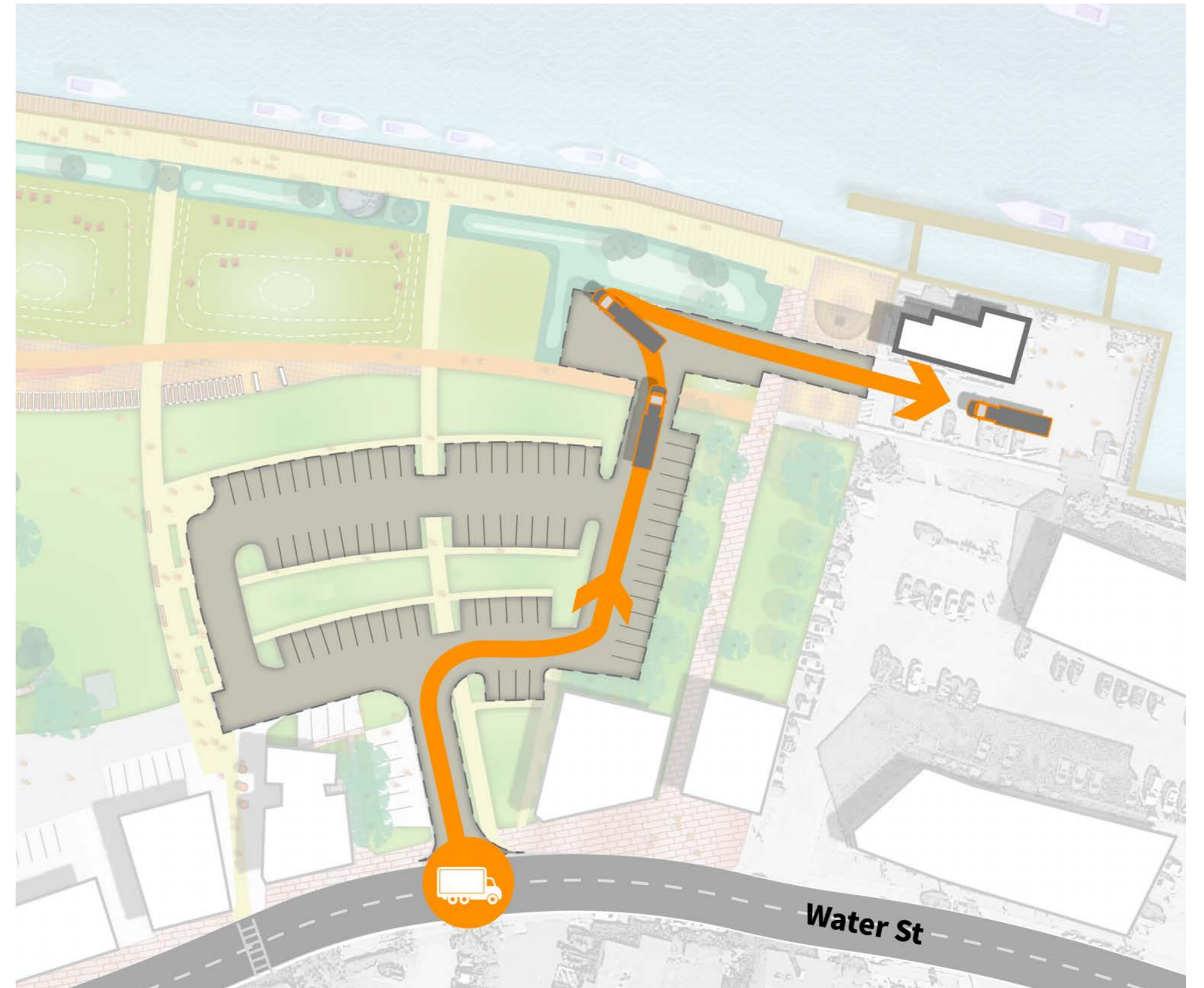
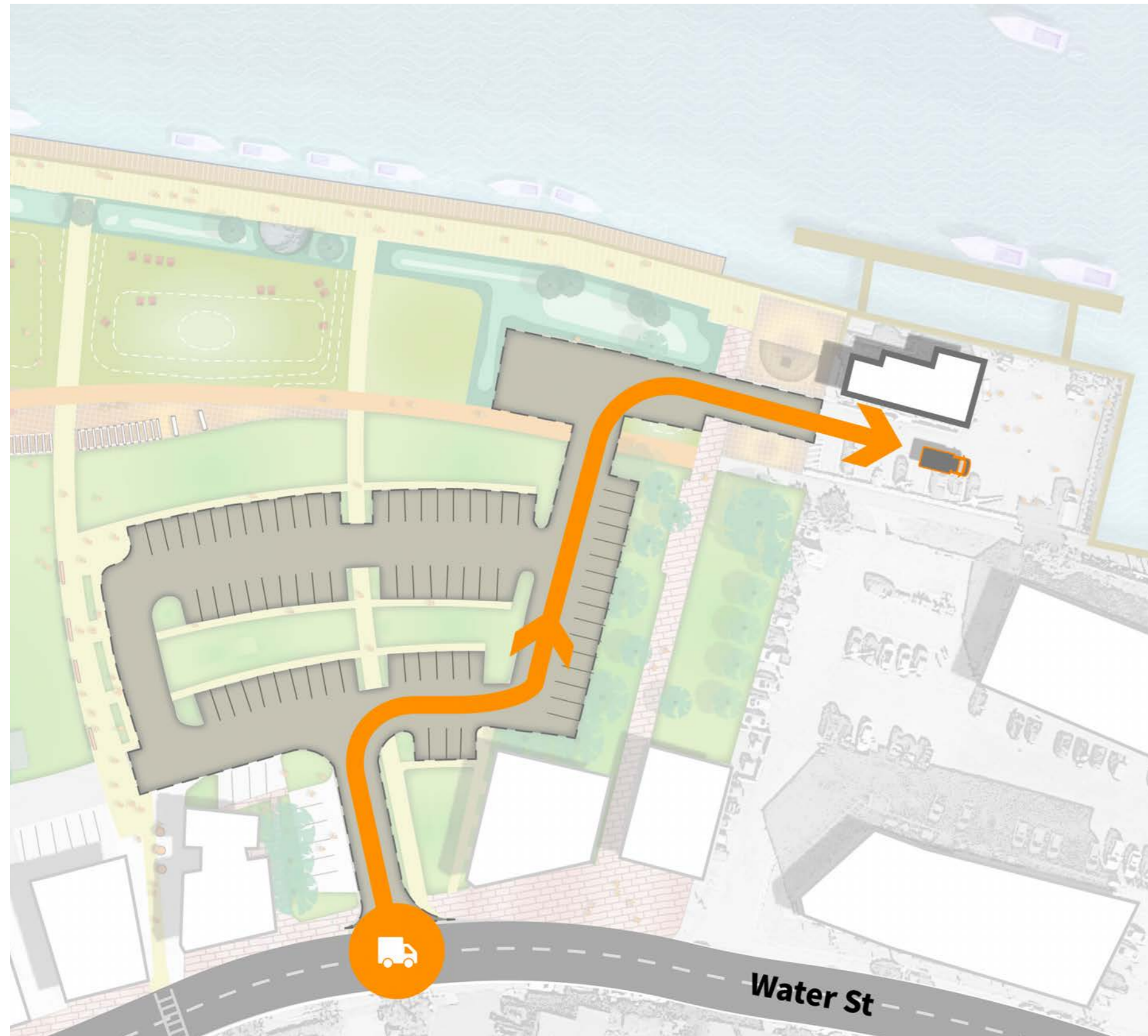


HARBORMASTER PLAZA - VIEW

Harbormaster Plaza - Proposed Dock Deployment



Harbormaster Plaza- Vehicular/Delivery Access



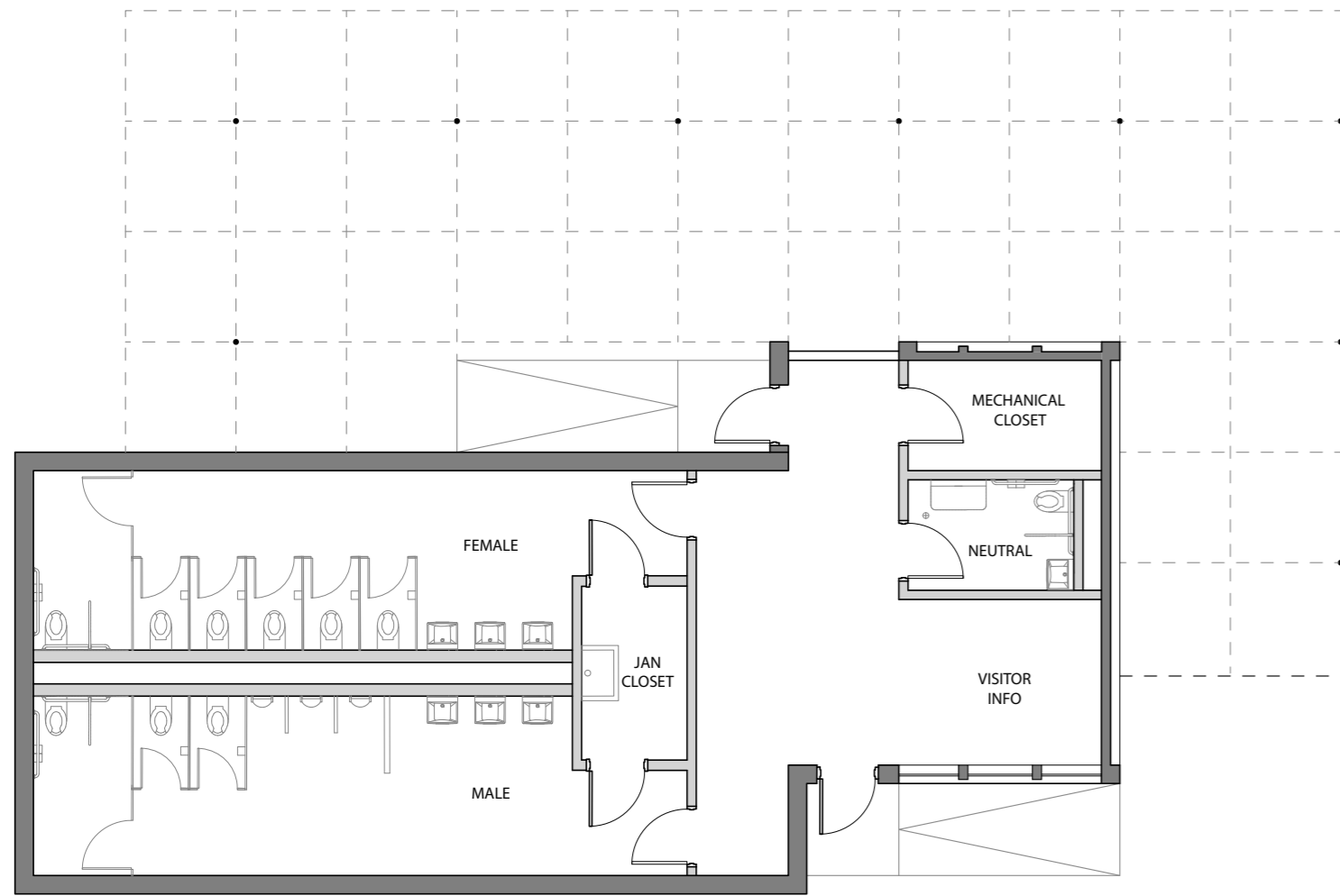
Visitors Center and Restrooms





VISITORS CENTER + RESTROOMS VIEW

Visitors Center and Restrooms Plan + Character



West Embayment Junction





WEST EMBAYMENT JUNCTION VIEW

Playful Sculpture Character Images





MERRIMACK LIVING ROOM VIEW

Somersby Sculpture Plaza



An expanded destination for all at Newburyport's Waterfront



COST ESTIMATE AND PHASING

An aerial architectural rendering of a city block, showing various buildings, streets, and a central park area with trees and a fountain. The entire image is overlaid with a blue wavy pattern. The text is in white, bold, sans-serif font.

Understanding Project Costs and Implementation

Current Allocated Cost per Square Foot = \$25/sf

 TOTAL 204,594 SF
OR 4.69 ACRES

ALLOCATED BUDGET:
\$5M

$\$5,000,000 /$
 $204,594 \text{ SF} =$
 $\$25/\text{SF}$



Cost per Square Foot Comparison

\$ LOWEST

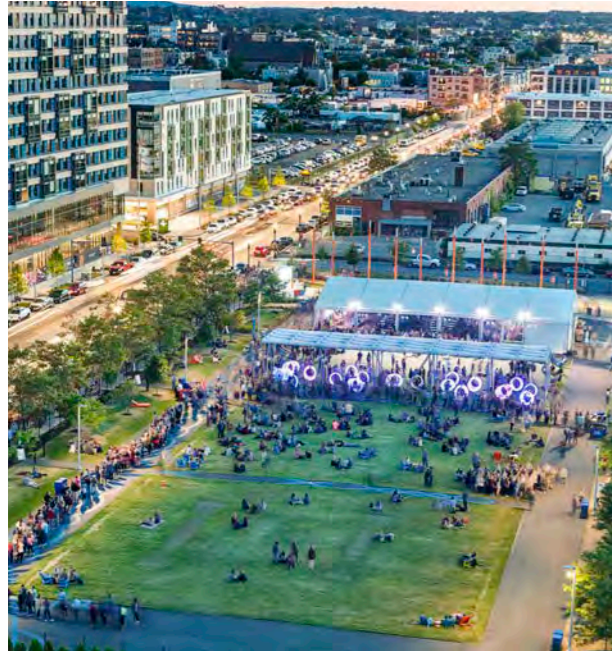
LOW

MEDIUM

\$\$\$ HIGH

Lawn on D
Boston, MA

\$16/sf, 2.7 Acres



Temporary landscape
(3-5 year lifespan)
painted asphalt and
lawn

CMA Doan Brook
Cleveland, OH

\$22/sf, 2.5



Most area is lawn and
asphalt pathways

Menino Park
Charlestown, MA

\$38/sf, 2.5 Acres



Broader palette of materials
+ playground

Market Landing Park

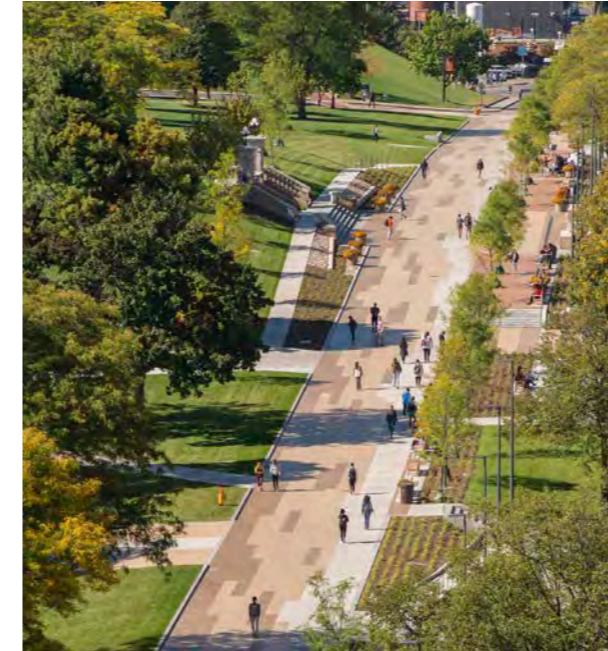
Newburyport, MA

\$25/sf

4.6 Acres

**Syracuse University
Einhorn Family Walk**
Syracuse, NY

\$38/sf, 5.2 Acres



Campus pedestrian
connector with brick +
custom seating

Moore Square
Raleigh, NC

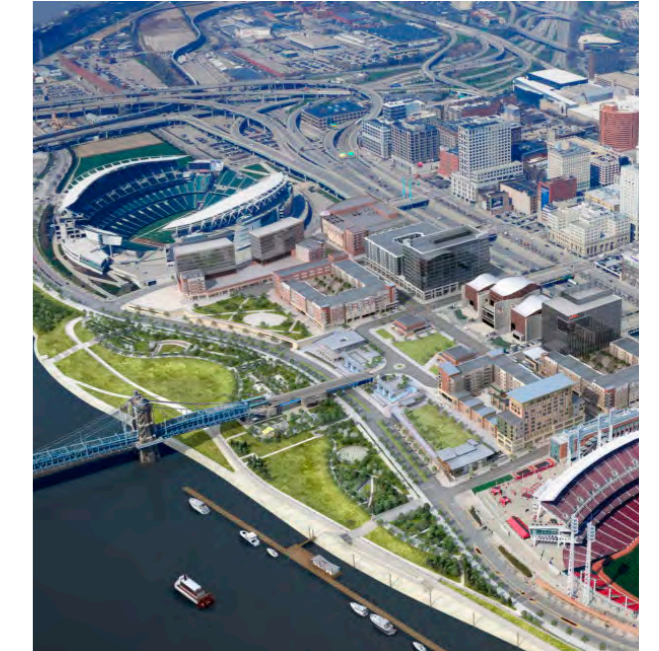
\$52/sf, 4.5 Acres



Historic trees, cafe pavilion +
fountain, concrete pathways

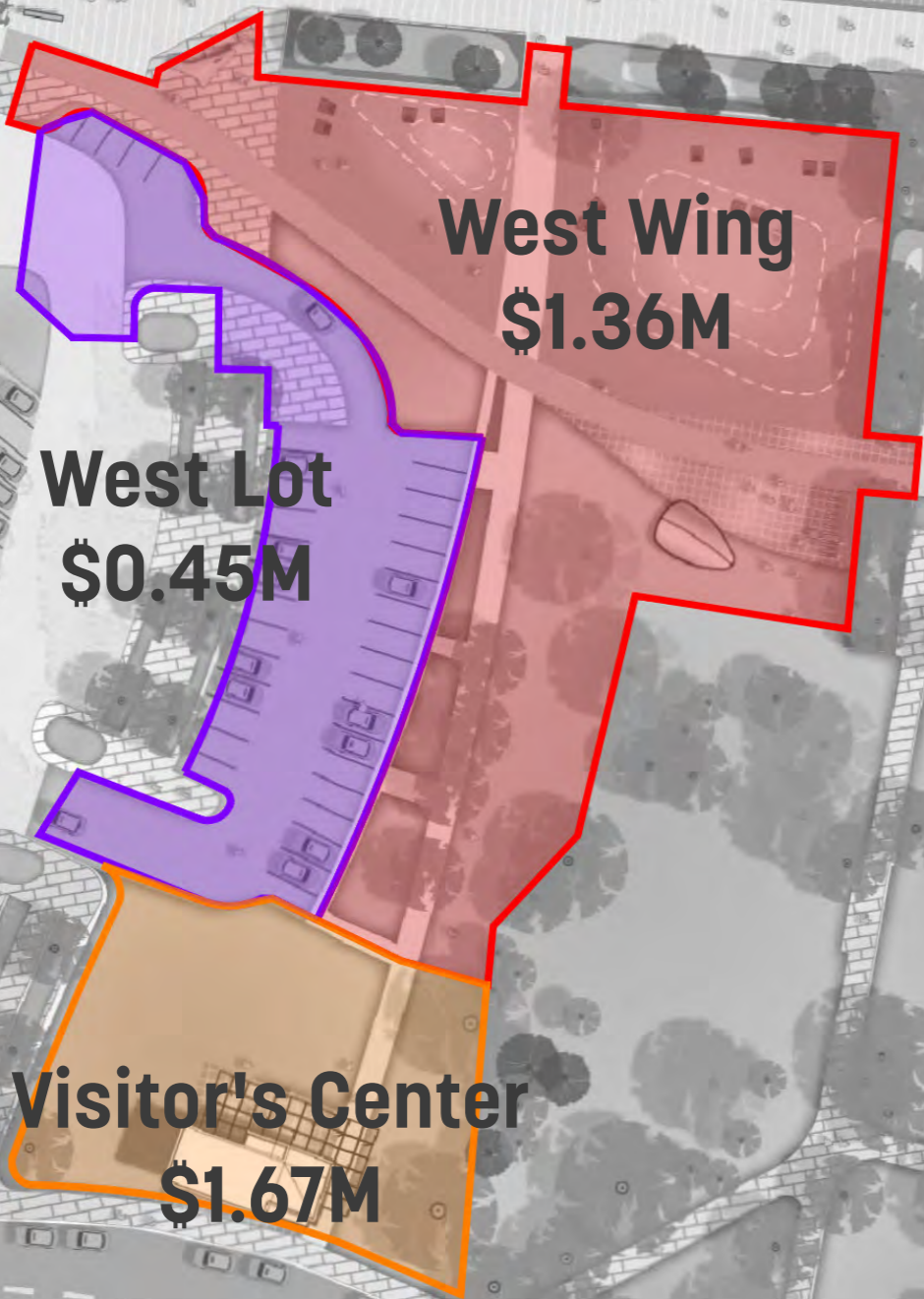
Smale Riverfront Park
Cincinnati, OH

\$161/sf, 32 Acres



Grass + concrete with high
end features

Schematic Cost By Park Area



West Wing
\$1.36M

West Lot
\$0.45M

Visitor's Center
\$1.67M

East Wing
\$1.15M






Ferry Wharf Way
\$1.01M

East Lot
\$1.41M


Schematic Cost By Construction Type

CONSTRUCTION COSTS	PARK	ARCHITECTURE
Site Preparation & Demo	\$322,948	
Earthwork	\$364,924	
Utilities & Infrastructure	\$528,186	\$18,000
Hardscape	\$2,292,936	\$35,678
Site Furnishings	\$604,538	
Lighting	\$150,000	
Landscaping	\$410,294	
Special Elements	\$150,000	
Visitor Center		\$1,200,000
Sub-Total	\$4,824,289	\$1,253,678
General Conditions/Gen Req's (8%)	\$385,943	\$100,294
Insurance + Bond (2%)	\$96,486	\$25,074
Design + Pricing Contingency (10%)	\$482,429	\$125,368
Construction Contingency (7.5%)	\$361,822	\$94,025
Escalation Contingency (4%)	\$192,972	\$50,147
Construction Administration (2%)	\$96,486	\$25,074
Markup Total	\$1,616,137	\$419,982
CONSTRUCTION TOTAL	\$6,440,426	\$1,673,660

.....➔ **PARK HARDSCAPE**

	ASPHALT PAVING	\$866,925
	GRANITE WALLS	\$473,550
	BRICK PAVING	\$468,952
	UNIT PAVERS	\$428,461
	CONCRETE PAVING	\$55,048

VISITOR CENTER HARDSCAPE

	CONCRETE PAVERS	\$35,678
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Next Steps

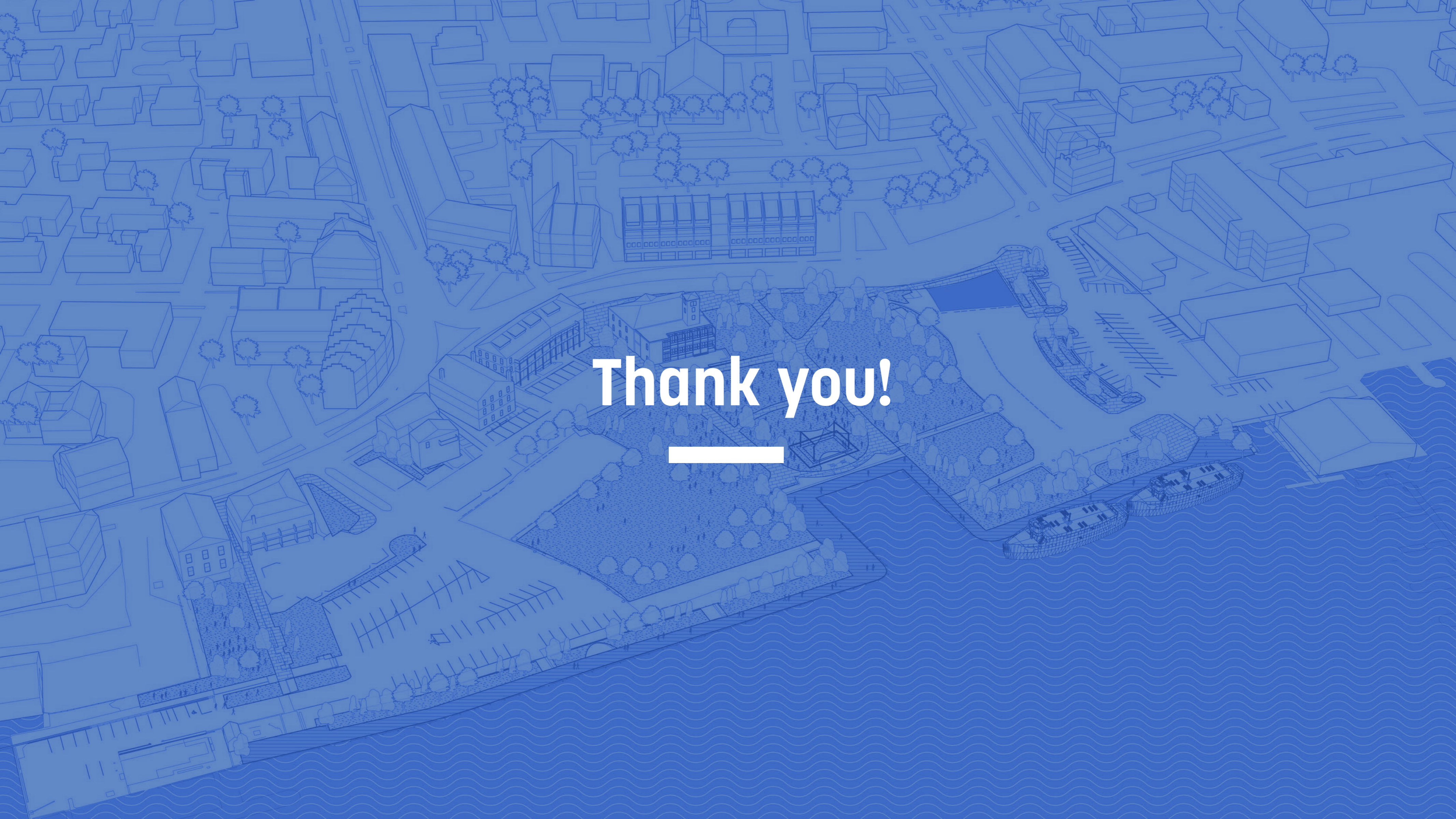
Please submit comments by September 22nd via the City website:

<https://www.cityofnewburyport.com/planning-development/market-landing-park-expansion/webforms/market-landing-park-expansion-public>

Design Team to incorporate feedback + finalize schematic design for approval at Ad Hoc Committee Meeting | October 6th

Final Detail Design (Shovel Ready) | Winter 2021/Spring 2022

Construction Implementation | Beginning Spring 2023



Thank you!
