

# Market Landing Park Expansion

Ad Hoc Committee Meeting 2  
June 30, 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
- Conceptual Framework
- Conceptual Options
- Rough Order of Magnitude Costs

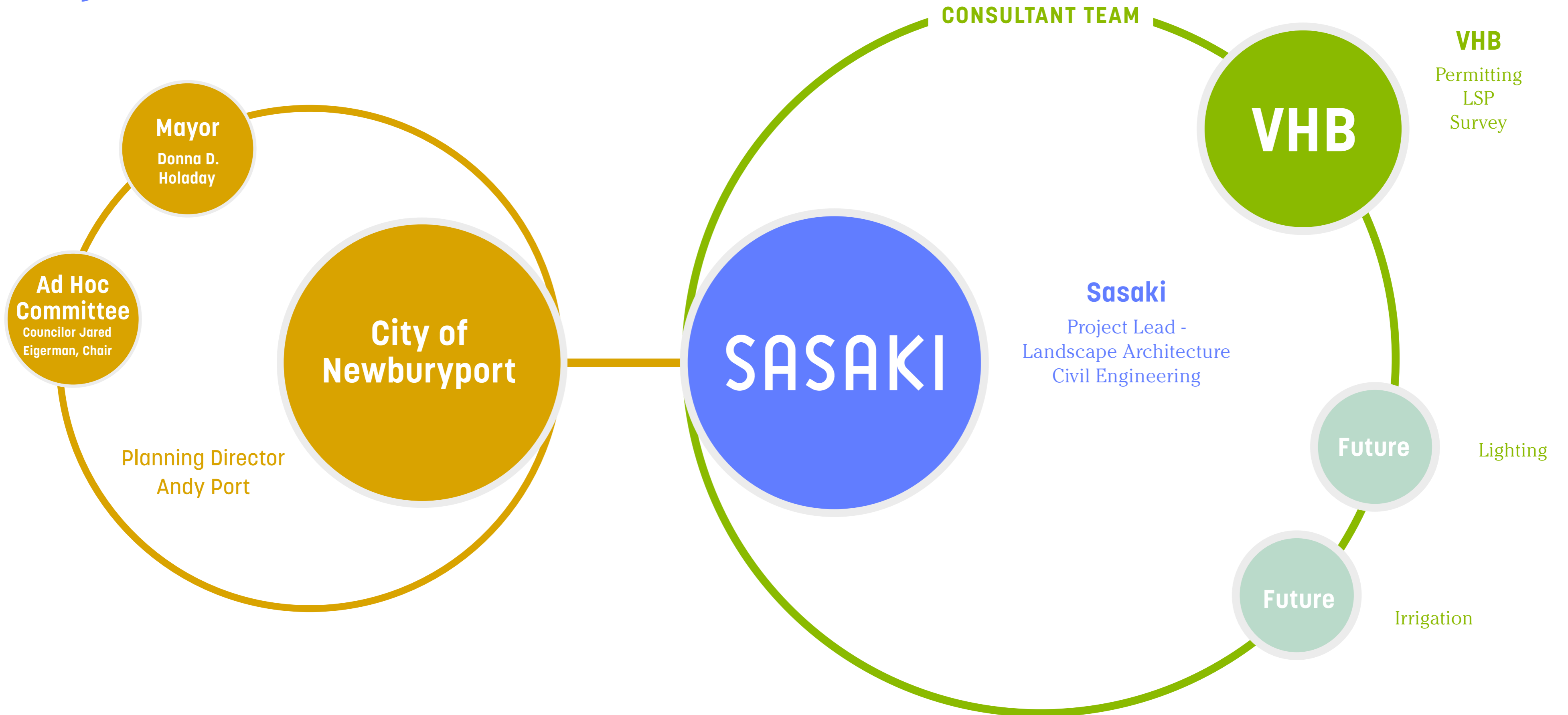
## **MODERATED DISCUSSION (45 min)**

## **NEXT STEPS (10 min)**

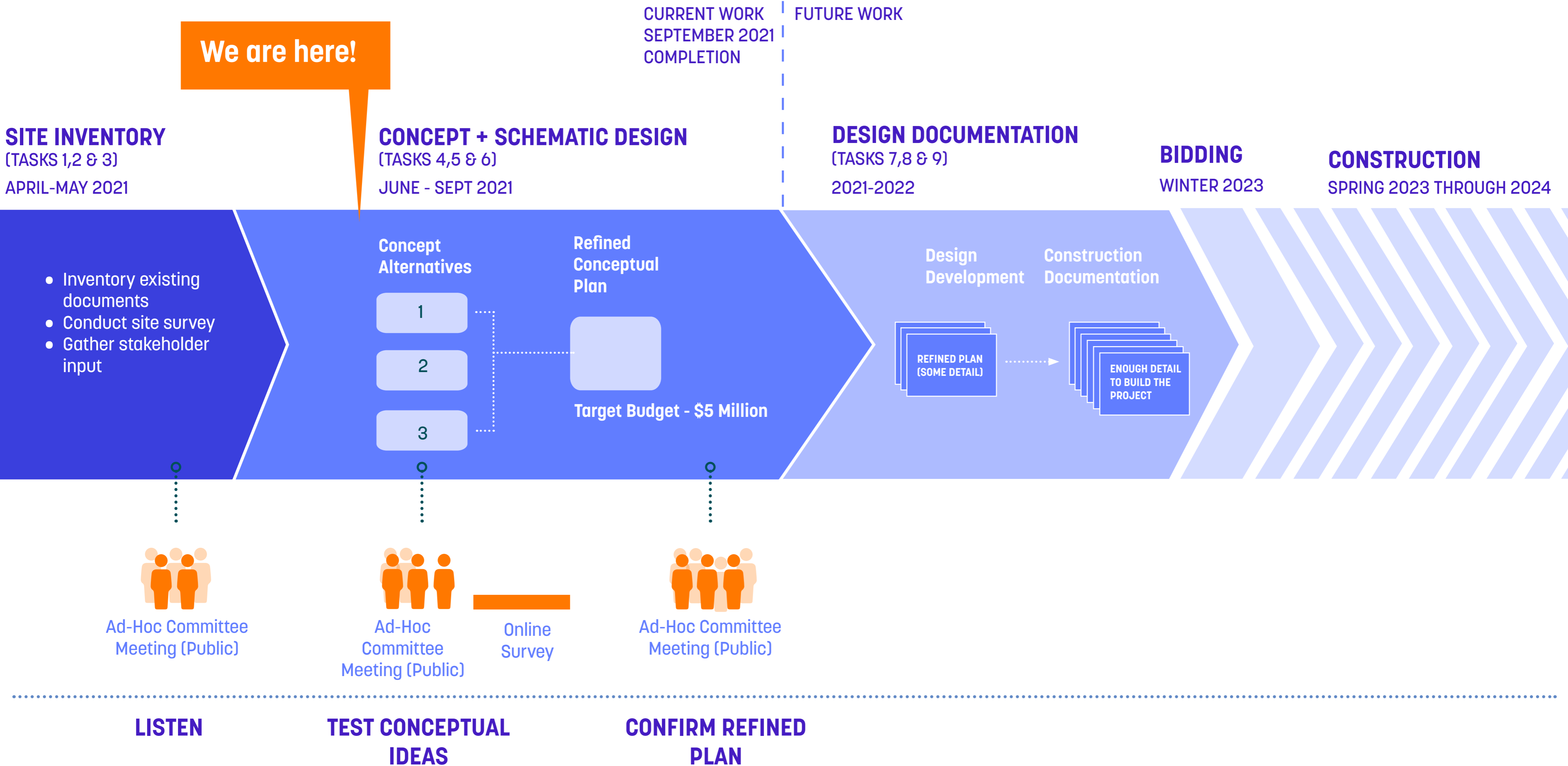
# Goals

- Explore conceptual options for the expansion of Market Landing Park that meet the principles of the framework plan
- Discuss aspects of each option that are most successful
- Share with other community members how to have their voice be heard in the future of Market Landing Park

# Project Team

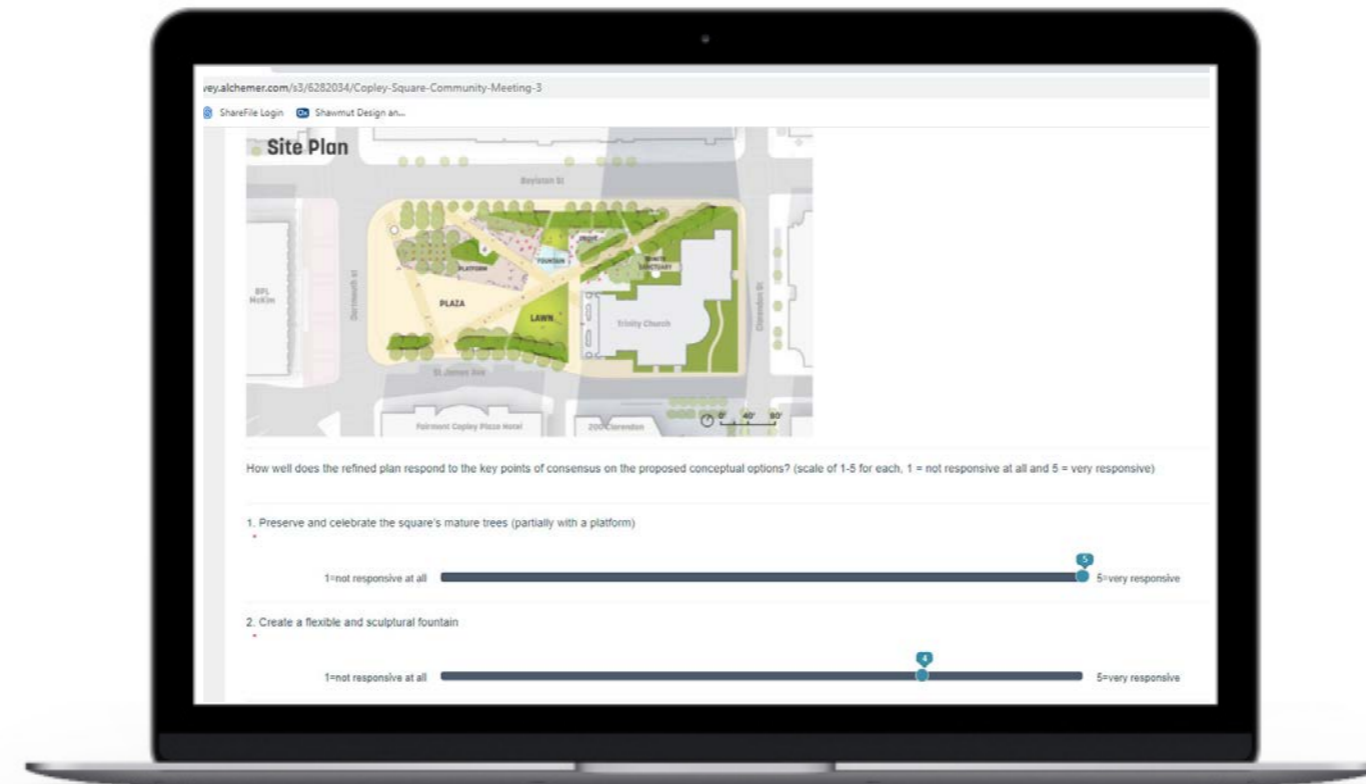


# Market Landing Park Design Process



# Community Engagement

Three-strategy approach to make it accessible, meaningful and fun



## Ad Hoc Committee Meeting (Open to Public)\*

*\* Virtual due to the pandemic*

Presentation of conceptual options.  
Moderated discussion.

Meeting recorded for others to view asynchronously.

## Online Survey

Questions like: "what aspects of each scheme work best?" rather than "which scheme is your favorite?"

Open June 30 through July 14, can be completed at anytime. Link on the project website.

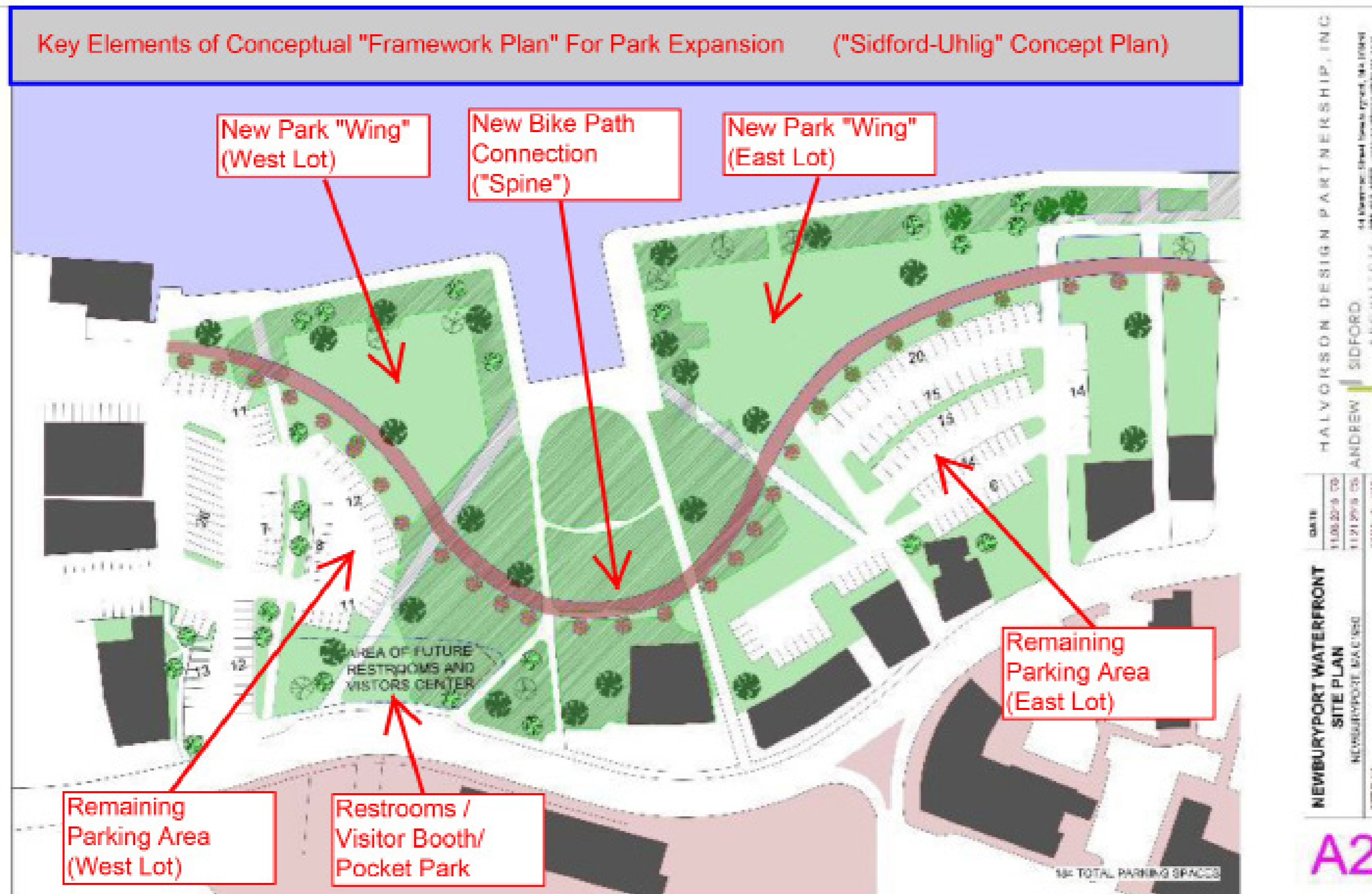
## Pop-Up Events

When: July 6th and July 13th: 4-6pm

What: Activity table on the Boardwalk. Short, fun feedback and awareness activity -- information about the concepts, selfie station, post-cards and discussion.

# Project Foundations

Completion of decades-old debate; Public access & open waterfront



## Framework Plan

- Plan is a basic representation of primary park elements **not a final design.**
- Future Ferry Wharf Way will be perpendicular to the Harborwalk
- Bike Path with traffic calming

# 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

# CONCEPTUAL OPTIONS

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Three different ideas for achieving the city's goals at Market Landing Park

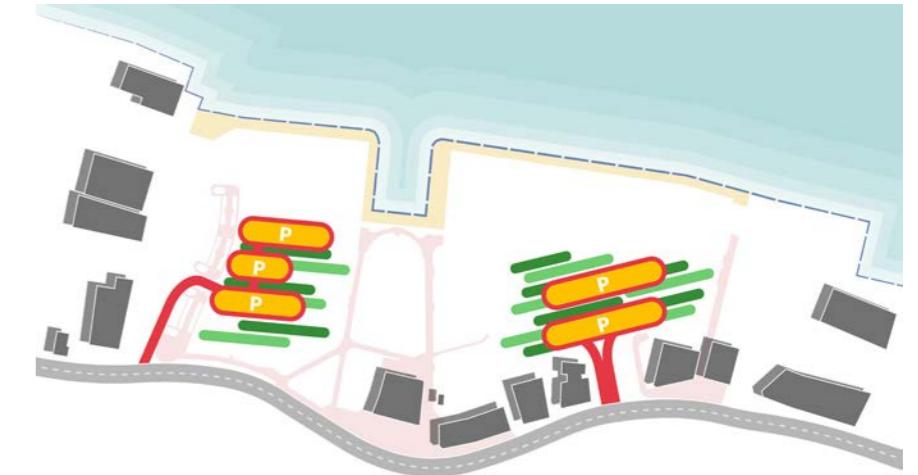
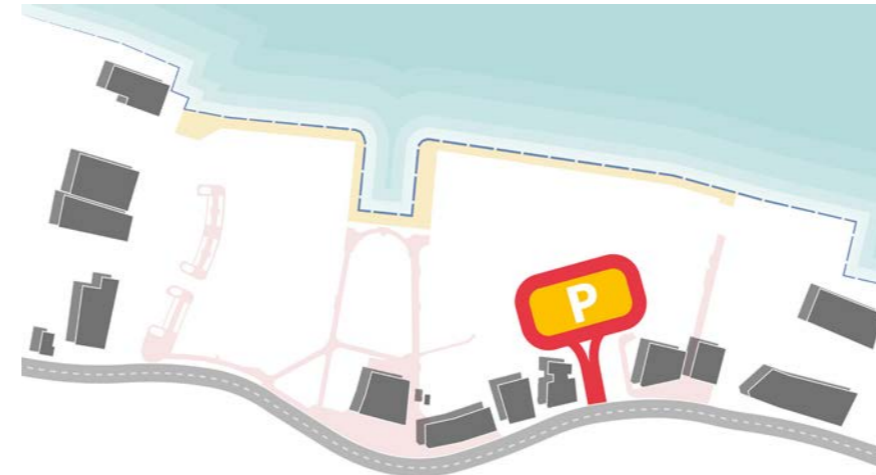
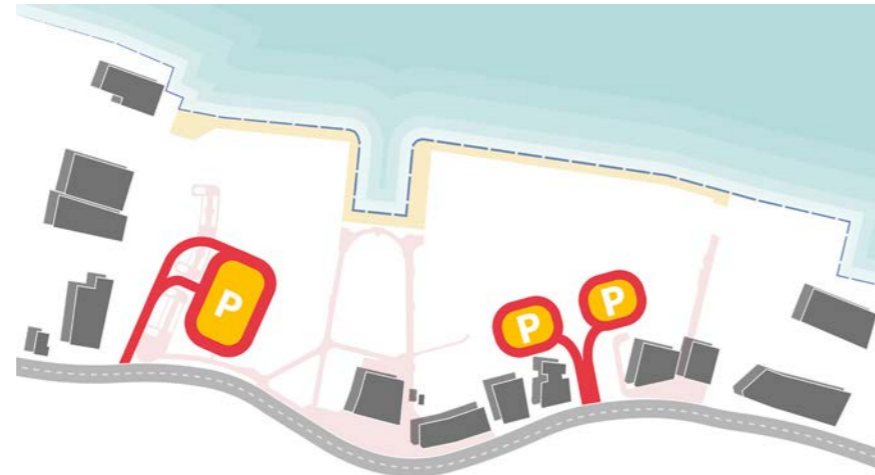




# Design Framework

Major variations in design moves matched to three conceptual options

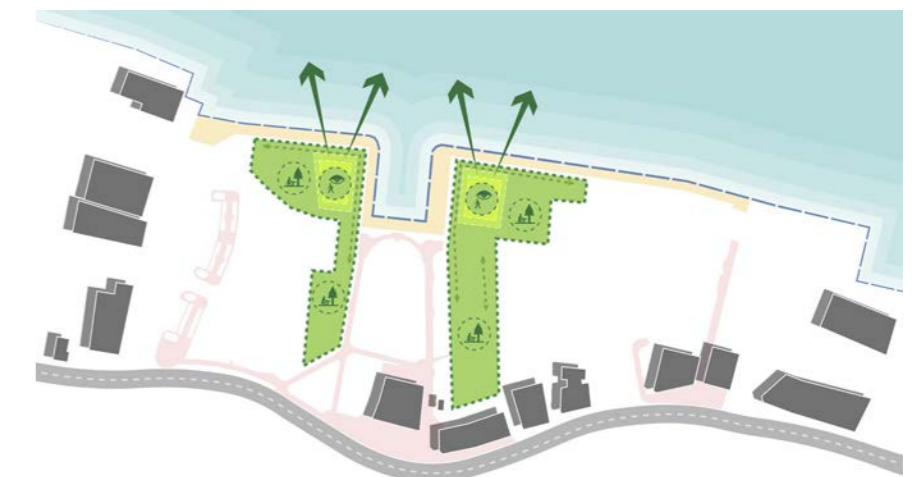
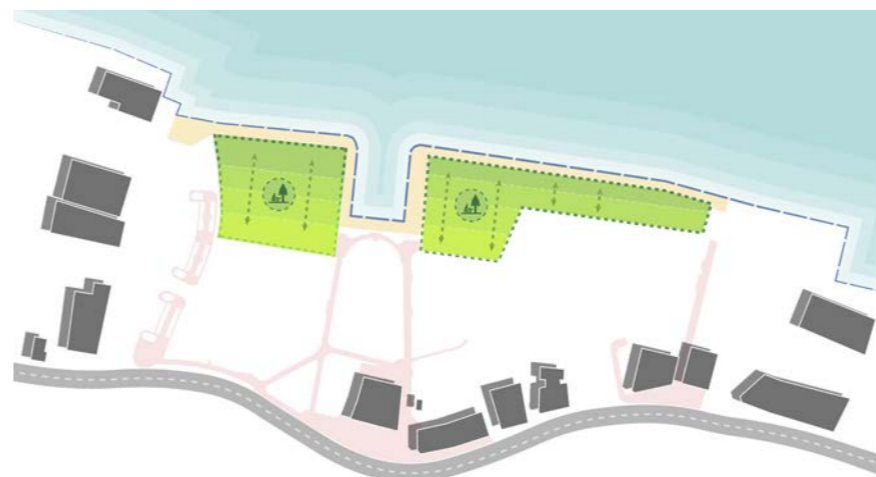
**PARKING  
CONFIGURATION  
+ CHARACTER**



**SHARED-USE  
PATH**



**TOPOGRAPHY  
+ RESILIENCE**



# Secondary Elements

Additional variations to consider, interchangeable with concepts

*For consideration now:*

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## **PLAYFUL FEATURES**

Consider themes, location and configuration of potential attractions for children + families

## **DOCK DEPLOYMENT + STORAGE**

Consider three options to deploy and store seasonal floating docks

## **SERVICE**

Accommodating the service vehicles and commercial access to the harbormaster

*For consideration in future:*

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## **STAGE + EVENTS**

Configurations + infrastructure for events of different types and scales

## **ARCHITECTURE CHARACTER**

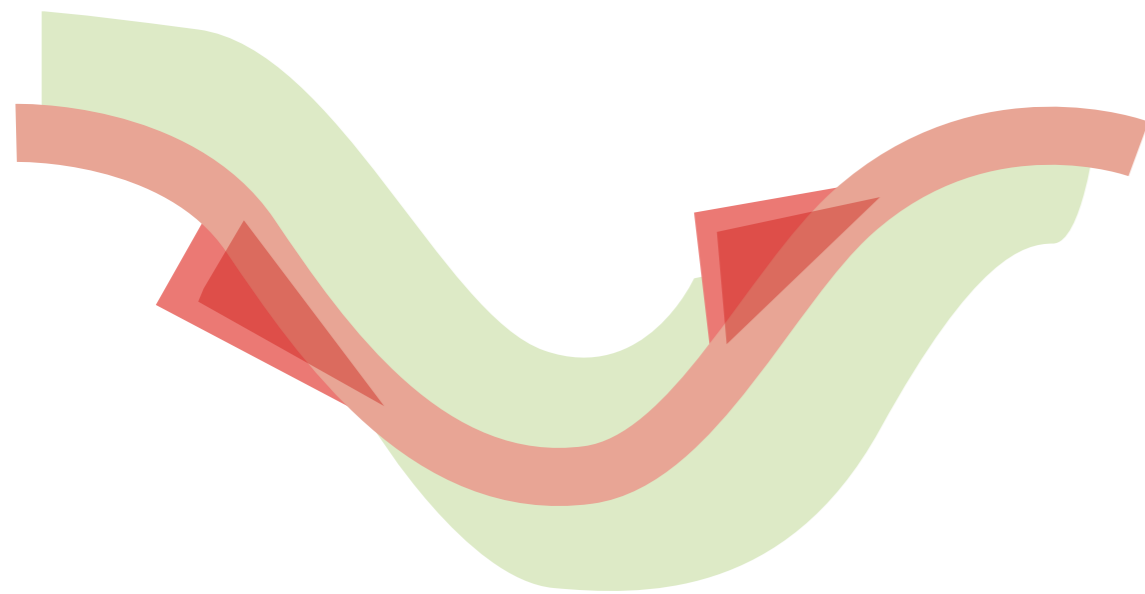
Style or character options for the restroom and visitor kiosk

## **PUBLIC ART**

Locations and themes for public art, mounments and memorials

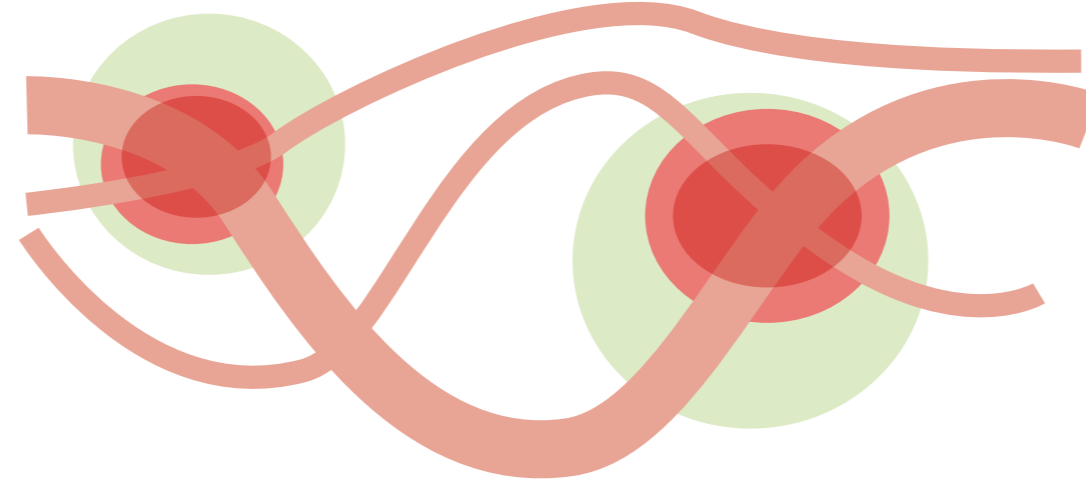
# Conceptual Options

*NOTE: Goal is not to choose a favorite scheme!  
Instead, consider what works well about each option, and what is challenging.*



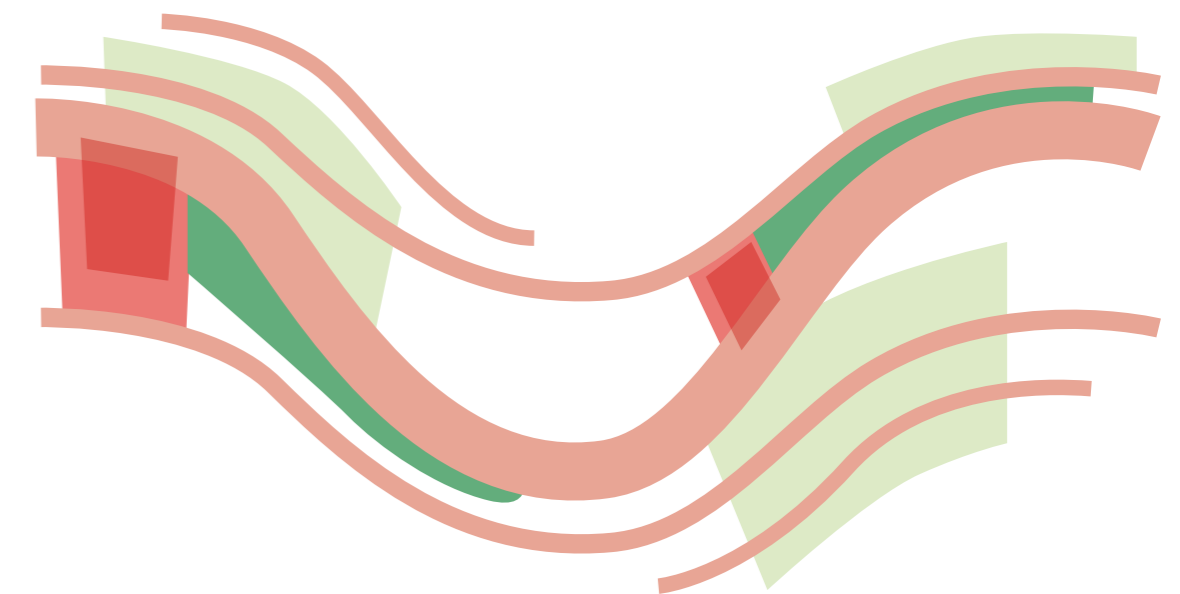
## CENTRAL SPINE

organizes gathering spaces to hang off of the shared use pathway



## BRAIDED OASIS

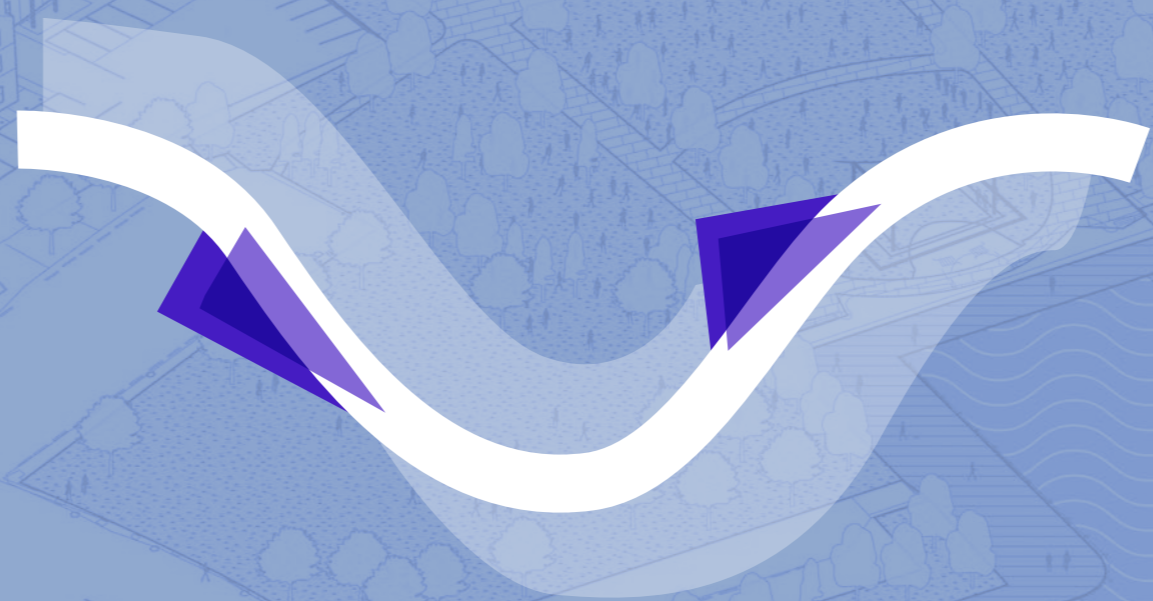
organically-woven pathways capitalize on key intersections for gathering spaces



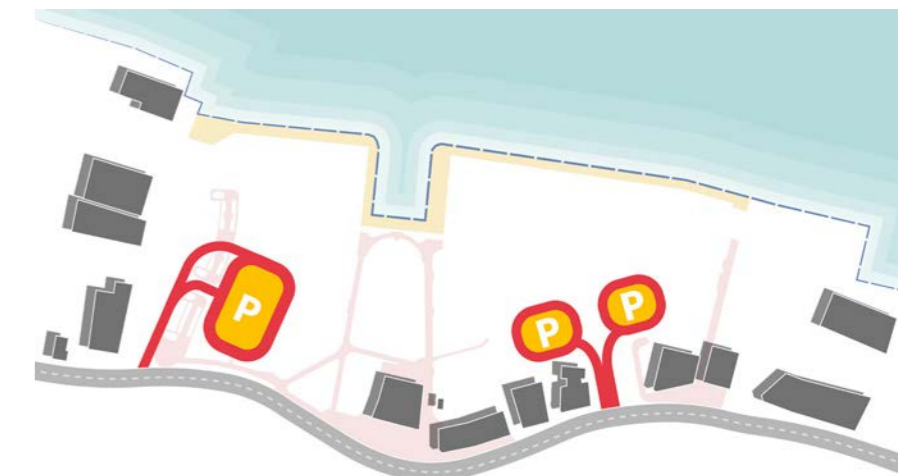
## SHORELINE BANDS

layers of paving, planting and plaza spaces take inspiration from the river

# Central Spine



# Central Spine



**PARKING LOCATION + CONFIGURATION**  
Two balanced lots, east and west



**SHARED USE PATH**  
Curves through center of Park



**TOPOGRAPHY + RESILIENCY**  
Fill and sculpt raised mounds

# Central Spine



Restroom/  
Visitor  
Kiosk

Shared  
Use Path

West  
Parking

Plaza

Ferry  
Wharf Way

Shared  
Use Path

East  
Parking

Plaza



**+ FRAME VIEWS**



**+ CURVED PATH**



**+ SUSTAINABLE PLANTINGS**



**+ SWING BENCHES AND SHADE WITH A VIEW**



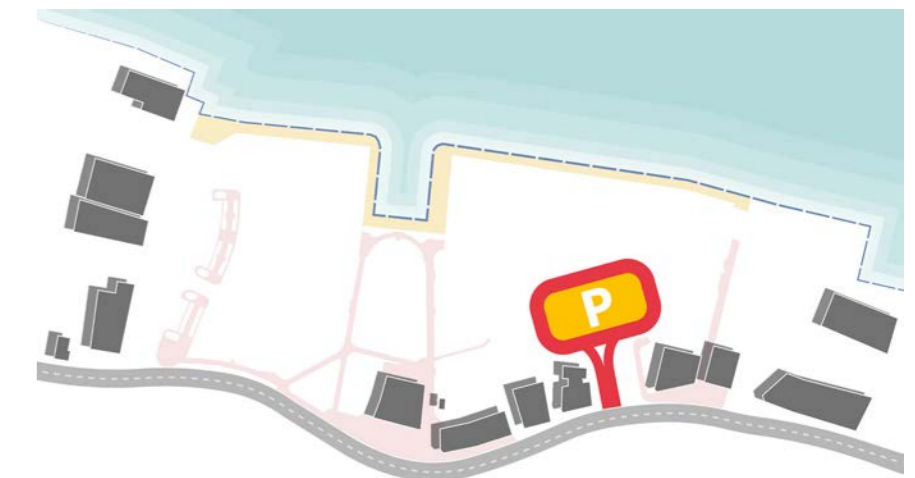
**+ SCULPTED TOPOGRAPHY**

# Braided Oasis





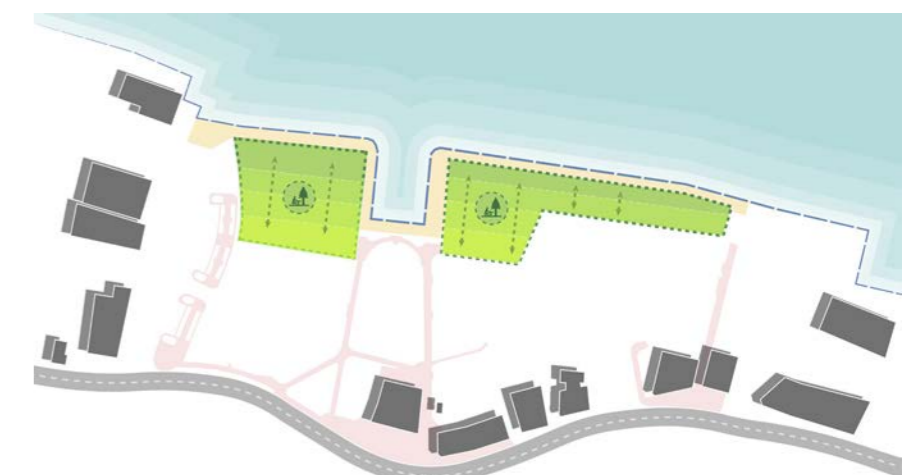
# Braided Oasis



**PARKING LOCATION + CONFIGURATION**  
A single, larger lot at east side



**SHARED USE PATH**  
Curves through south of Park



**TOPOGRAPHY + RESILIENCY**  
Fill against existing berms

# Braided Oasis



Restroom/  
Visitor  
Kiosk

Shared  
Use Path

Shared  
Use Path

Plaza

Ferry  
Wharf Way

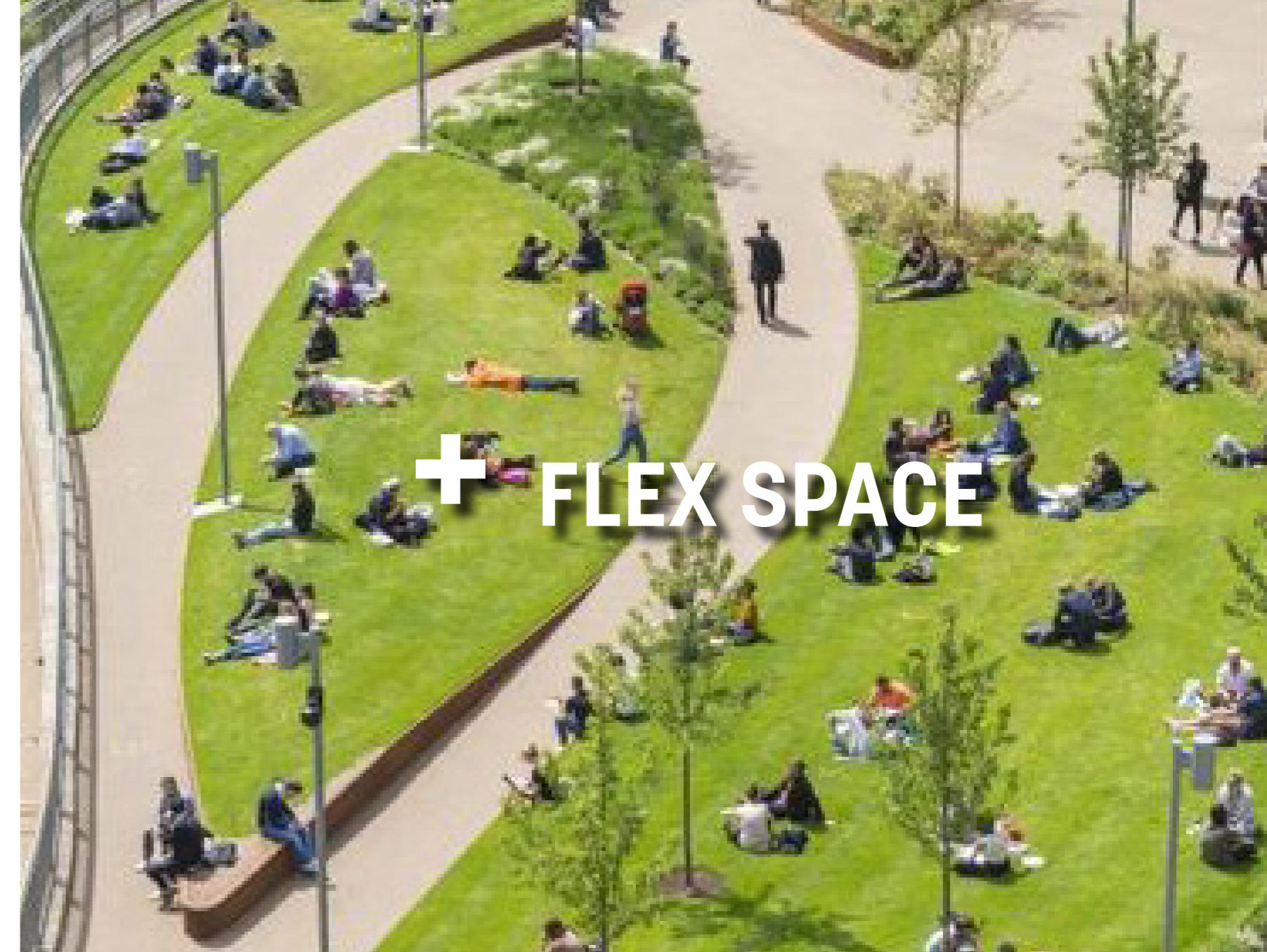
Shared  
Use Path

East  
Parking

Plaza



+ MEANDER



+ FLEX SPACE



+ BENT PATH

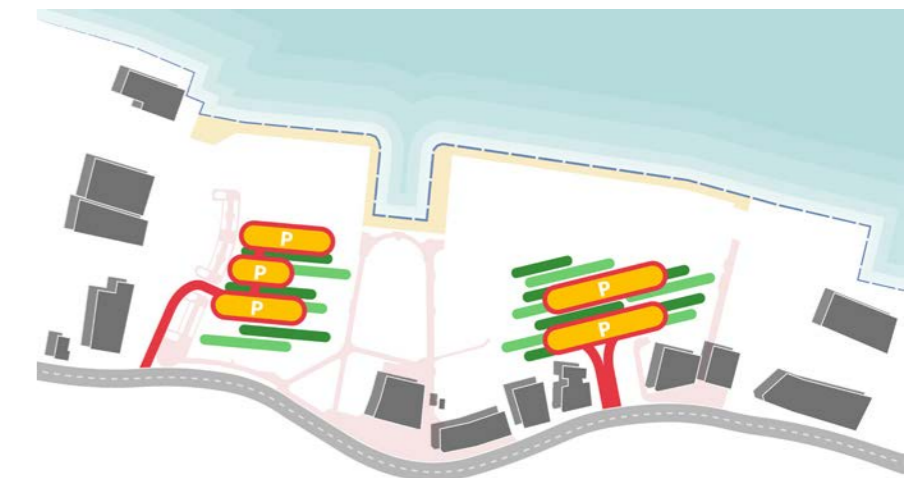


+ COMFORTABLE GATHERING

# Shoreline Bands



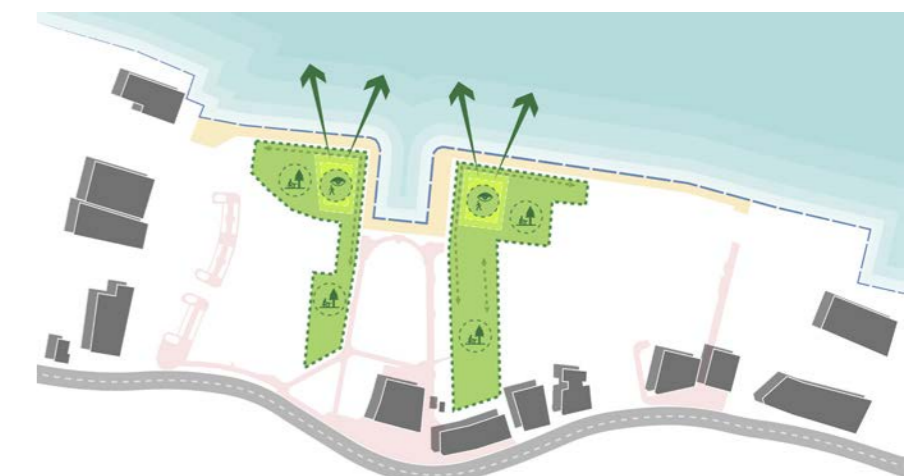
# Shoreline Bands



**PARKING LOCATION + CONFIGURATION**  
Two lots, interspersed with planting



**SHARED USE PATH**  
Linear path, crosses at embayment



**TOPOGRAPHY + RESILIENCY**  
Fill against existing park, raise views

# Shoreline Bands



Restroom/  
Visitor  
Kiosk

West  
Parking

Shared  
Use Path

Ferry  
Wharf Way

Plaza

East  
Parking

Shared  
Use Path

Plaza



**+ PLAZA WITH  
SHADE + EDGES**



**+ BANDED PAVING  
+ PLANTING**



**+ BANDS OF PLANTING**



**+ PARKING  
GARDEN**

# Conceptual Options Summary

*NOTE: Goal is not to choose a favorite scheme!  
Instead, consider what works well about each option, and what is challenging.*



## CENTRAL SPINE

organizes gathering spaces to hang off of the shared use pathway



## BRAIDED OASIS

organically-woven pathways capitalize on key intersections for gathering spaces



## SHORELINE BANDS

layers of paving, planting and plaza spaces take inspiration from the river



An aerial architectural rendering of a city block, rendered in a light blue line-art style. The central focus is a large, rectangular park area with a grid of trees and a central square. Surrounding the park are various buildings, including a large multi-story building with a central tower, several smaller houses, and a parking lot. The background shows a dense urban grid with more buildings and streets. The entire image has a light blue background with a subtle wavy pattern at the bottom.

# Secondary Elements

# Dock Deployment and Storage

Three options for dock logistics, with varied impact on park experience + waterfront operations

Strategy 1 - Maintain Existing Logistics



Strategy 2 - Move Crane and storage East



Strategy 3 - Move Crane and Storage to Cashman Park

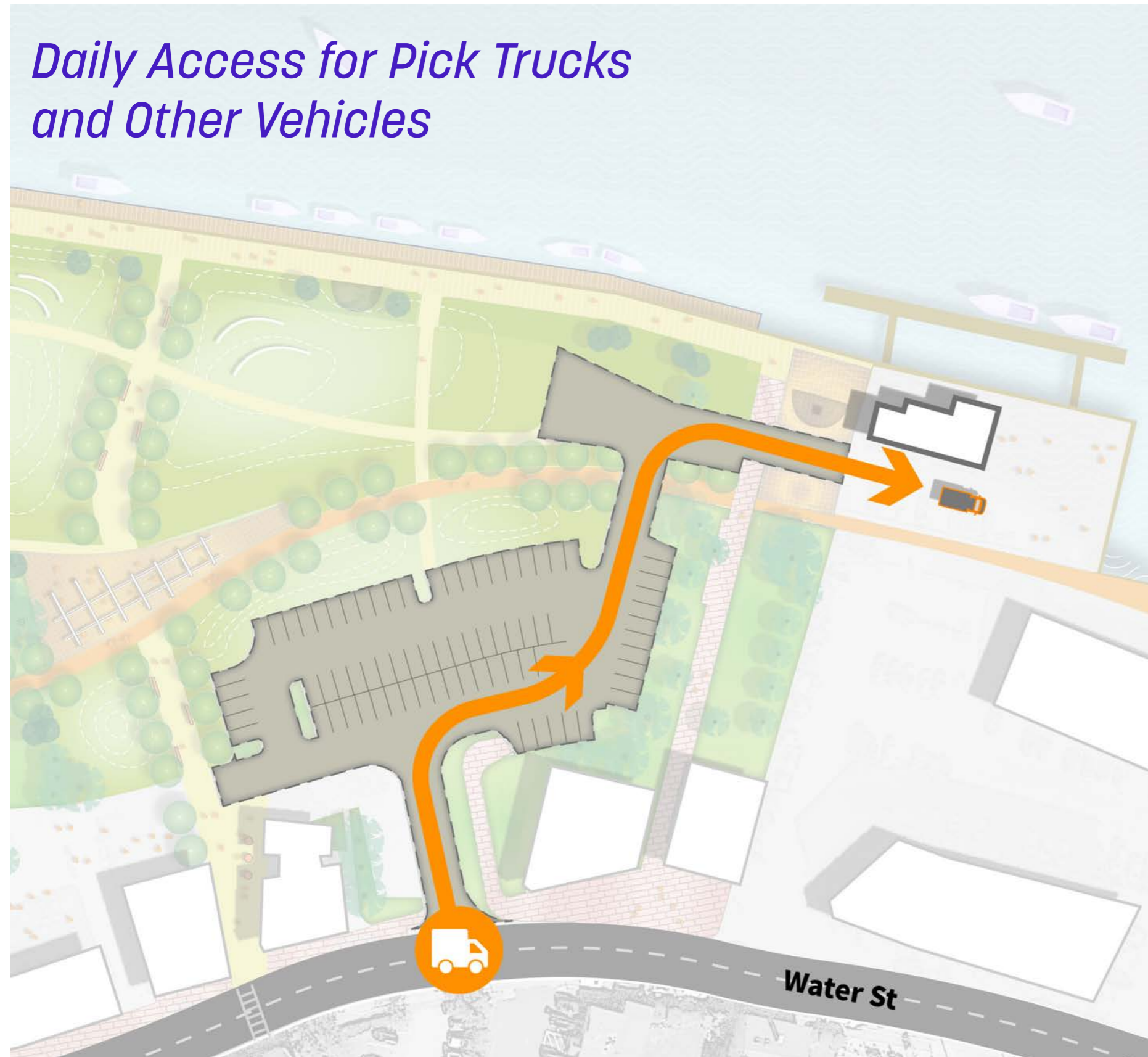


-  Dock Storage Area - Flat Reinforced Turf
-  Crane Deployment Area
-  Flat Reinforced Turf Areas for Crane Access
-  Fire Connection

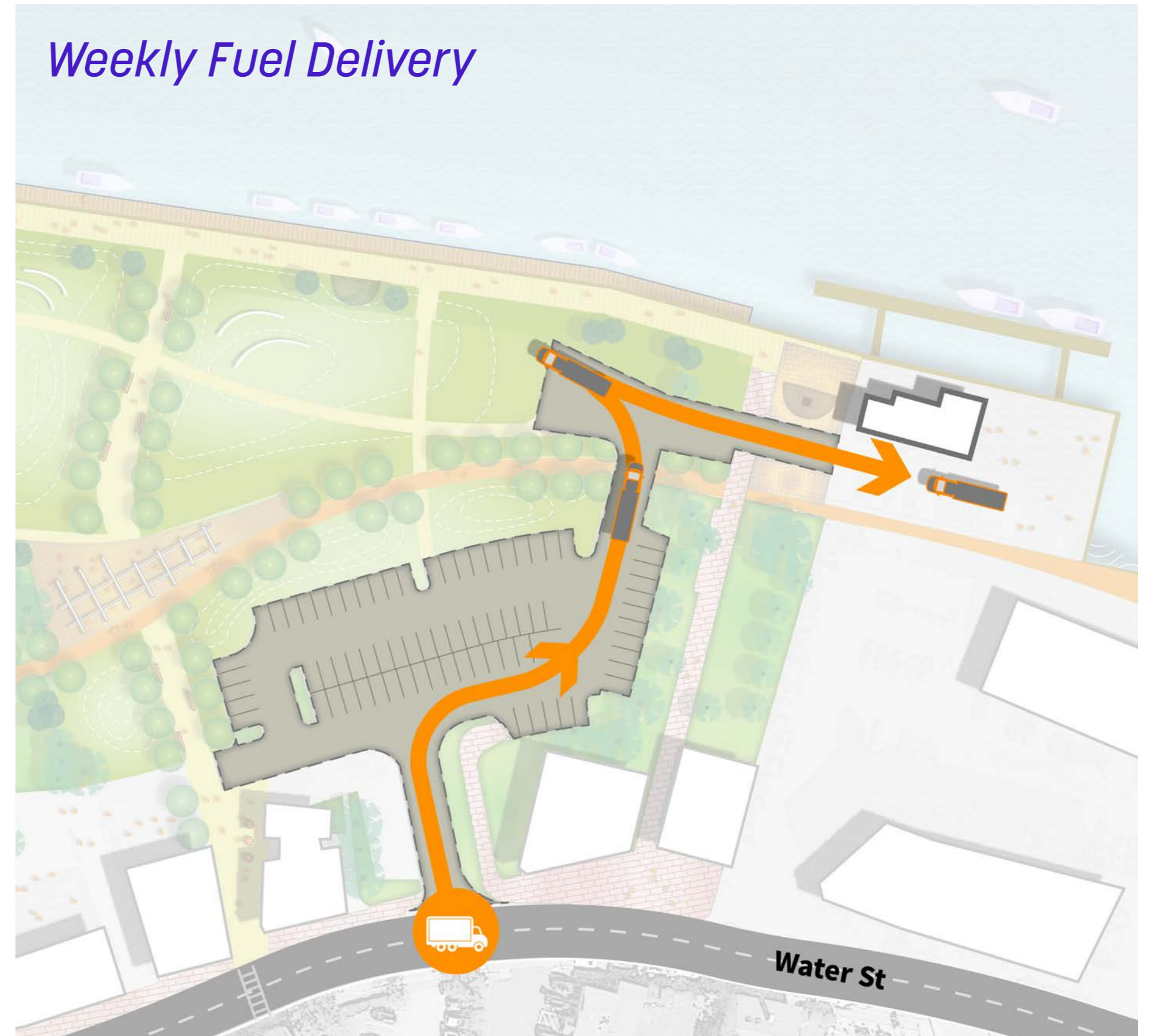
# Commercial Boating + Harbormaster Access

*All concepts accommodate access and turnaround for service vehicles*

*Daily Access for Pick Trucks  
and Other Vehicles*



*Weekly Fuel Delivery*



# Playful Features

*We have heard: no "traditional playground", but a desire for "playful features" that attract families*



NATURE PLAY MOMENTS



INTERACTIVE SEATING



PLAYABLE THEMED SCULPTURES



*Should playful features be gathered together in one part of the park, or separated, as independent moments to discover throughout the park?*

# Public Art / Monuments

*Existing public art / monuments remain.*



EDUCATIONAL



TEMPORARY



INTERACTIVE



MARITIME



SEASONAL



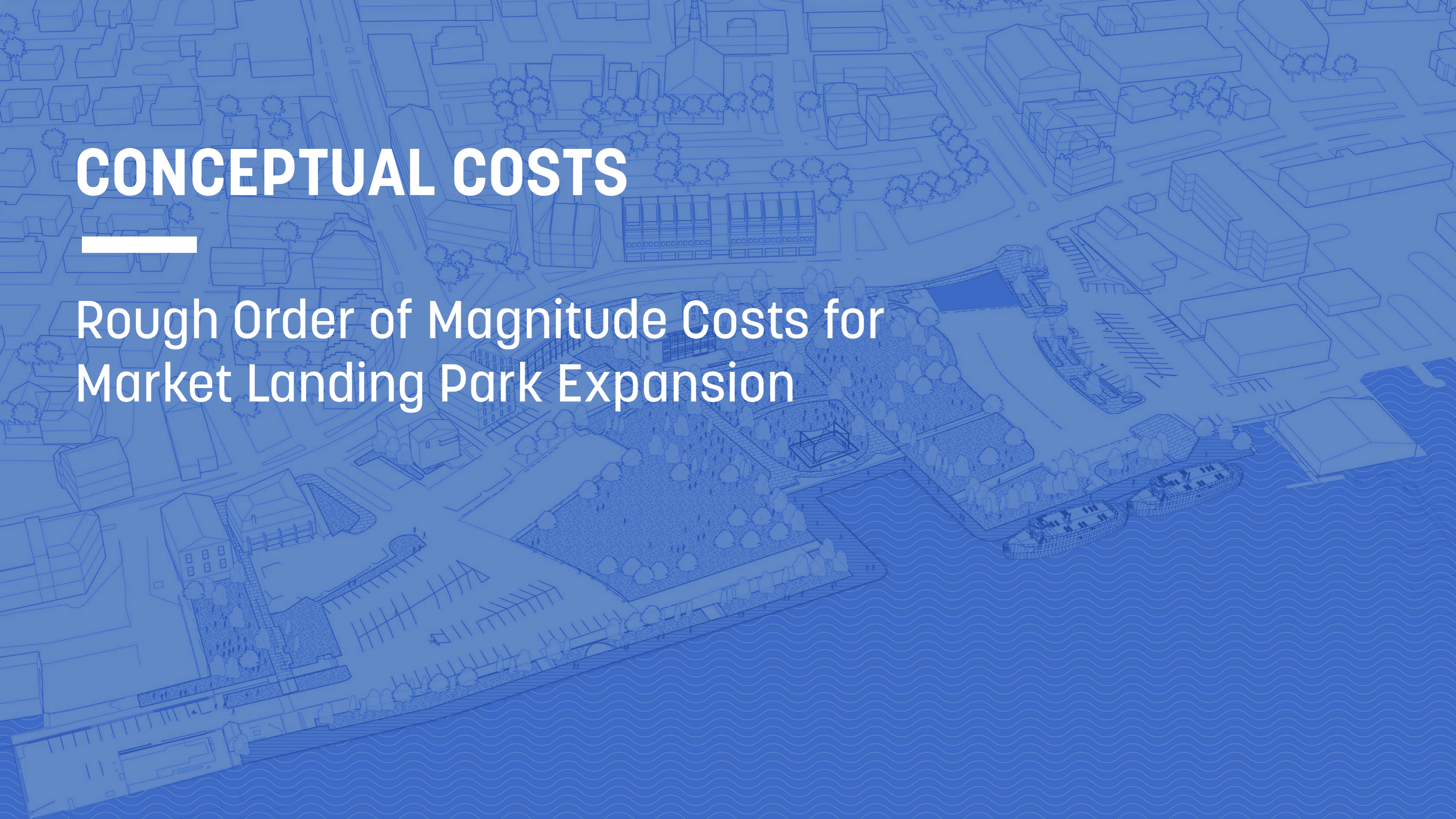
PERMANENT

*Should public art be expanded in the park? What would be appropriate expressions of public art for this site? How should public art be curated?*

# CONCEPTUAL COSTS

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Rough Order of Magnitude Costs for  
Market Landing Park Expansion



# 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

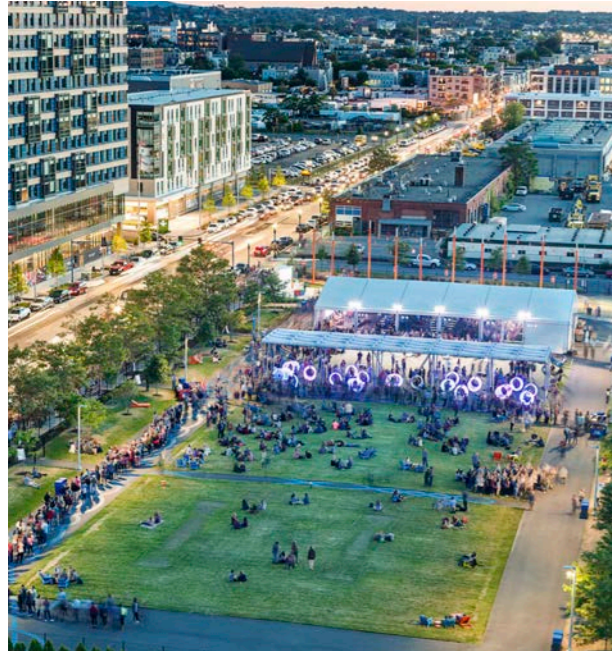
LOW

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**

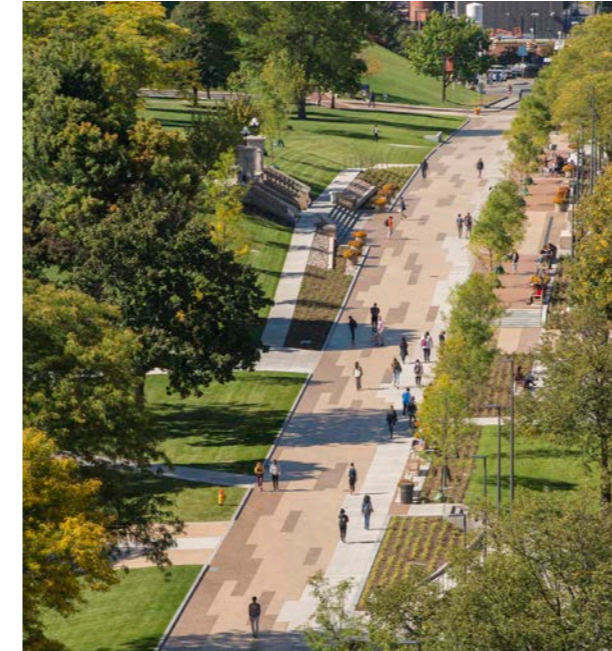


Broader palette of materials  
+ playground

**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



# Conceptual Cost Range

*Rough Order of Magnitude (ROM) Cost Estimate for the schemes as drawn.*



# Discussion

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Which plan has the best approach to

- parking location, configuration and scale?
- the shared use path and circulation?
- topography and resilience?
- restroom and visitor center?
- ferry wharf way?
- other?

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**CENTRAL SPINE**



**BRAIDED OASIS**



**SHORELINE BANDS**

# Share Your Voice

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Encourage friends and neighbors to review the plans and share their feedback via the **ONLINE SURVEY**

[bit.ly/market-landing-park-survey](https://www.cityofnewburyport.com/planning-development/market-landing-park-expansion)

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

Join us at one of two Pop Ups at the Park

- July 6th, 4-6pm
- July 13th, 4-6pm

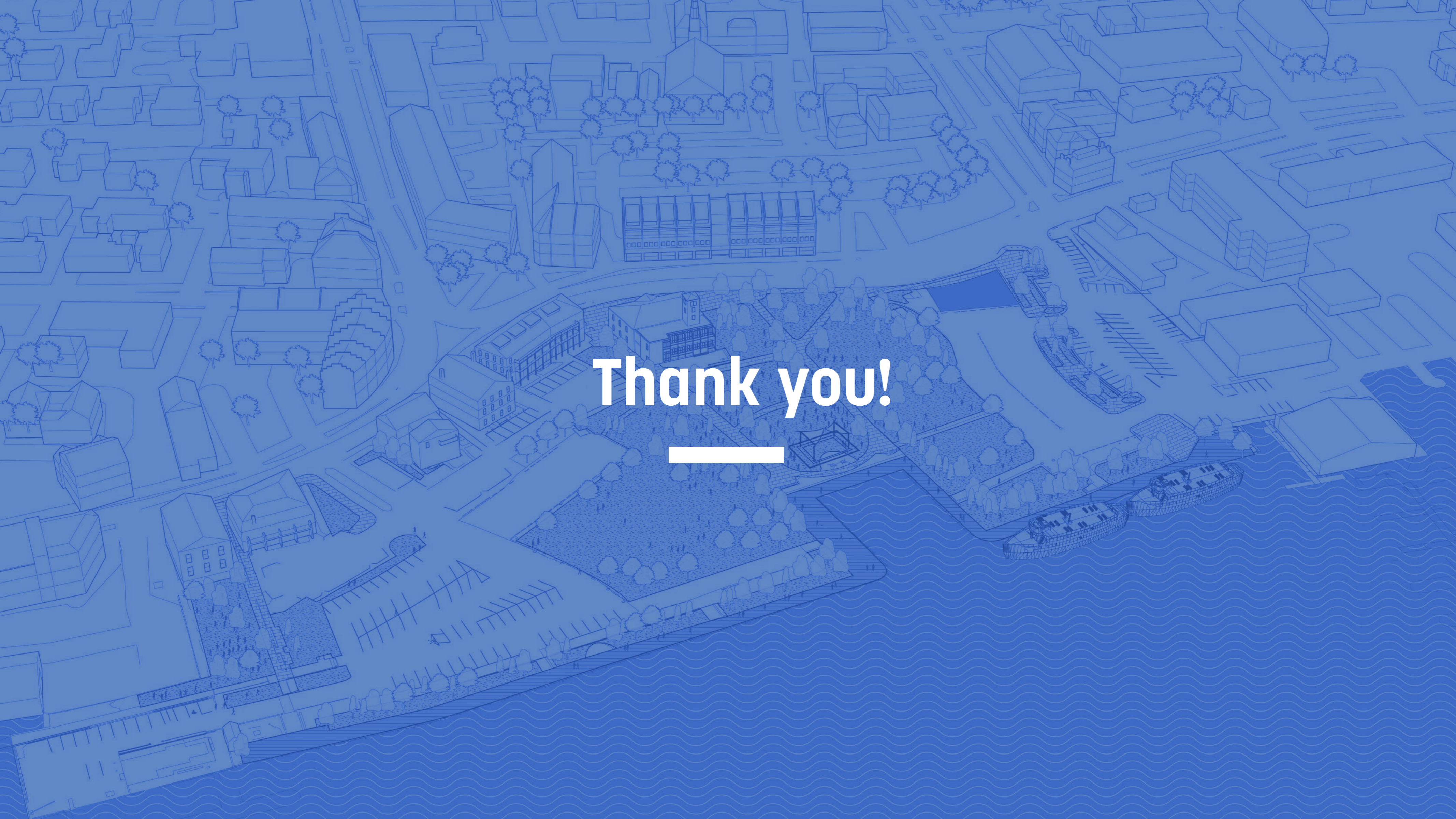
# Next Steps

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**Summarize feedback**

**Refine one design scheme responding to feedback**

**Next Meeting with Ad-Hoc Committee potentially in August**



**Thank you!**

