

Appendix M

Promotional and Publicity Materials for the Two Public Preservation Forums

The Wakefield Historical Commission & the Wakefield Town Planner present

Preserving Wakefield

A Public Forum on Our Historic Past

Saturday, February 3, 2001, 10:00 AM to 12:00 Noon
(Snow Date: February 10th)

First Baptist Church, Fellowship Hall, Lafayette Street on the Common

Coffee and refreshments will be available at 9:30.



- Come learn about Wakefield's history.
- Participate in providing recommendations into the Town's Preservation Plan.
- Plan Wakefield's future with fellow citizens.



Join your fellow residents, elected officials and planning experts
for an important and enjoyable public forum on historic preservation.

The information obtained from citizens during the forum
will be incorporated into the town's
Preservation Plan and Master Plan.

For more information on the forum, call 246-3070.

News Release
For Immediate Release

Contacts: Nancy Bertrand, Chair, Wakefield Historical Commission (781) 246-3070
Paul Reavis, Wakefield Town Planner (781) 246-6397

Residents Invited to Preserve Wakefield's Past

Wakefield: January 14: Wakefield residents are invited to a Preservation Forum to participate in planning for the preservation of the town's historic resources. The forum, sponsored by the Wakefield Historical Commission, will be held on Saturday, February 3rd from 10:00 AM to 12:00 at the Fellowship Hall, First Baptist Church, Lafayette Street on the Common.

"This event will be of interest to anyone concerned about how Wakefield can grow without sacrificing its past," said Nancy Bertrand, Chair of the Wakefield Historical Commission. "This forum will be an excellent opportunity for residents to learn about the town's past and participate in shaping its future," she added.

The forum will begin with an illustrated presentation by Alfred Lima, preservation planning consultant for the town, that will provide an overview of the history of the town and explore some of the issues that Wakefield now faces in preserving its historic resources. A brainstorming session in small groups will follow, ending with a presentation to the full assembly of the recommendations of the small groups. The ideas and recommendations that emerge from the forum will be incorporated into the Wakefield Preservation Plan being prepared for the Town by Mr. Lima.

Funding for preparing the plan was obtained from the Massachusetts Historical Commission as a result of an application prepared by Paul Reiser, Wakefield Town Planner. "I see the Preservation Plan as an important component of the Wakefield Master Plan that is now in preparation," noted Mr. Reiser. "It will provide an excellent beginning for the larger Master Planning effort."

Coffee and refreshments will be available at 9:30 AM in the church hall. Parking is available in the Town Hall parking lot across the street from the First Baptist Church. for more information on the event, call _____.

EDITORIAL

Taking stock of Wakefield's past

"Don't it always seem to go that you don't know what you got 'til it's gone? They paved paradise and put up a parking lot." – words to a Joni Mitchell song.

As pop poems often are, this song proved prophetic, especially for Wakefield, although the town paved its original town hall to put up a parking lot.

Anyone who cares about Wakefield must look at photos of the ornate town hall, Victorian towers, arched, Palladian-like windows stretching two stories high and at its portal windows and cry in frustration. To top it off, the building had a 1,000-seat auditorium. One guesses the room would be a prime candidate for alteration to accommodate the performing arts center Wakefield now hopes to build – if the building had survived.

A man named Cyrus Wakefield donated the building for use as a town hall; up until the donation Wakefield was called South Reading.

Unfortunately, one can't undo the past, but learning from it is a different story.

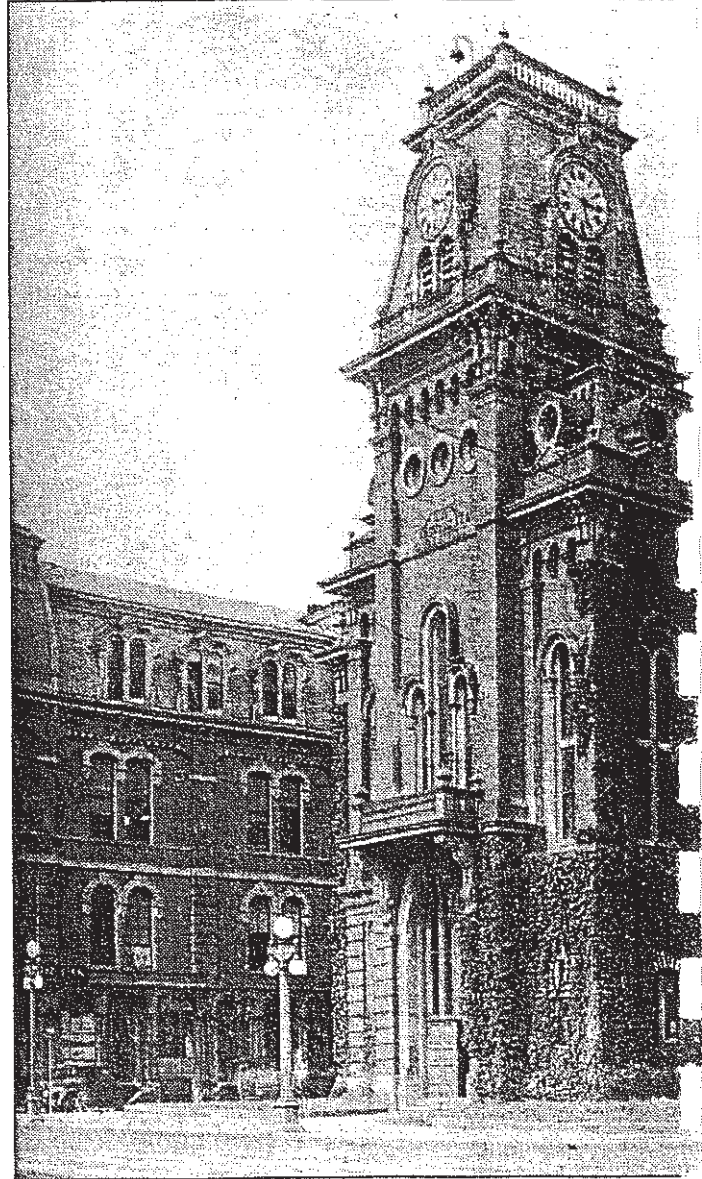
That's precisely what Wakefield seems to have done in beginning its work for a new master plan with a two-hour, historic preservation forum Feb. 3, 10 a.m., at the First Baptist Church.

The forum represents the first step in updating the town's master plan first completed in 1985. Fifteen years later, town volunteers and officials believe its time for an update. That update will begin with a complete inventory of all the town's historic buildings.

Despite the lack of historic planning previously, Wakefield is lucky in that almost 300 historically significant buildings survive.

The forum's purpose will be to listen to what other Wakefieldians have to say about their town's history and its historic buildings; how they plan to preserve the most deserving of these buildings; and how they would like to make room for the future.

The town has hired Al Lima, a preservation consultant, to help



The original town hall was torn down to make room for a parking lot. If preserved, there might be no need for a performing arts center now in

This is a test. T

Armed with a pen instead of a No. 2 pencil, a diet Dr Pepper instead of a juice box, I read silently as the instructor read aloud, "This is the MCAS challenge. The test you are about to take..."

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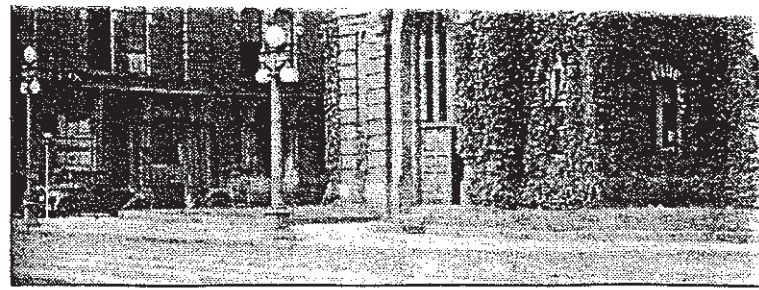
The forum's purpose will be to listen to what other Wakefieldians have to say about their town's history and its historic buildings; how they plan to preserve the most deserving of these buildings; and how they would like to make room for the future.

The town has hired Al Lima, a preservation consultant, to help draw up the historical inventory and then create a plan to preserve the town's historic buildings. The town will take inventory of all its historic buildings before going ahead with the master plan. At the Saturday forum, Lima will present a slide show of significant buildings and give a glimpse into Wakefield's past. He will then present his ideas on what should be preserved and why.

Anyone who cares about Wakefield, its immediate and its distant future, should attend this forum. It may not seem like a big deal. What's a building more or less? But, as our economy moves toward cookie-cutter malls, McMansions and pre-built homes designed through a National Association of Home Builders marketing seminar, preserving a community's historic, built environment will be the key to preserving each community's identity and setting it apart from the rest of the world as a unique and interesting place to live.

Anyone who doubts the importance of such distinctions should drive through the suburbs of Washington, D.C., and see what a rolling plan of strip malls, malls, apartment buildings, town houses, condos, and small, medium, large and largest single-family houses looks and feels like.

The town may not be able to save every building from being replaced with what are perceived to be better uses for modern needs. But, if buildings are torn down, at least developers, town officials and Wakefield residents will know what they're losing before it's lost.



The original town hall was torn down to make room for a parking lot. It had an a preserved, there might be no need for a performing arts center now in the plan.

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Armed with a pen instead of a No. 2 pencil, a diet Dr Pepper instead of a juice box, I read silently as the instructor read aloud, "This is the MCAS challenge. The test you are about to take..."

I joined 40 other parents and educators at Andover High School over the weekend to respond to the challenge issued by Sen. Sue Tucker (D-Andover) to "experience life as a 10th-grader once again." Her reason to hold this forum was we as parents and educators in the community read about the Massachusetts Comprehensive Assessment System but don't see or take the test. We have to live it to, well, live it.

She also wanted to pick our brains on the value of the test to the commonwealth.

Well, the lunch tables were turned on Saturday as parents filed into the high school cafeteria. We were going to take the test — voluntarily, unlike the teens. A current of nervousness underlined snippets of conversation as the adults signed in at reception.

"My son asked me what I would do if I failed," said one in line to another. "I'm going to lie, of course."

"The problem is, on what side of the forget line are we?" said another.

Instead of hair-netted cafeteria workers tending steam trays, giant carafes of Dunkin Donuts coffee

and boxes of Munchkins took seats in real chairs. Had this been the fourth elementary cafeteria instead of folding ourselves into huddles under our chins at 2-foot

Face down in front of a choice questions and the if we had time. We were a cross-section of the full-t

At exactly 9:30 a.m. we through the whole test and (I thought) I knew, skipping thought. I returned to the best shot.

Within 20 minutes I knew was finished and no or answer sheets of those at barely half-finished with tions. That could mean o up.

So I reviewed my answers. The English test was one from Robert Frost and to read and analyze. As edge on this portion of the it. I was also pleased to see we were expected to know ominous and simile. Is the es told through flashback or description?

Math, now, was a disaster. I was in school and MCAS. Out of the 12 incorrectly. Precisely the ly. Guessing got this stu



ROBIN ELLINGTON

GUEST COLUMNIST

Does Britney's moth

The time has come. Someone has got to save Britney Spears from herself. OK, I'll do it.

I'll admit that to this point I've followed Britney's career only tangentially, and often used to get her confused with that other teen diva superstar, Christina Aguilera. However, a quick poll of my office confirms that the best way to tell them apart is to remember that Britney is the "meatloaf" one. You

me so much I could barely

Of course, Britney's many disturbing complex which also featured the watching these boys close do not actually dance; rather, unison, like a group of tra

I'm wondering when it — when I was younger Devo, the rock group you

WAKEFIELD OBSERVER

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COMMUNITY
NEWSPAPER

preserving the past FOR THE FUTURE

Wakefield includes preservation in master plan

By Jill Anderson
OBSERVER STAFF

Many historic buildings still survive in Wakefield. The West Ward School, the band stand and Hartsorne House are just some of the nearly 300 buildings that serve as living links to Wakefield's past. Unfortunately, they survive more by chance than by preservation planning.

Without preservation, many of the town's most historic buildings have been torn down including the original town hall on the corner of Main and Water streets and the Miller Piano Factory, behind the original town hall. They only exist in fading memories or in photographs.

Wakefield hopes to give more historic buildings a chance to survive by making historic preservation part of a town master plan, thus saving Wakefield's past for the future.

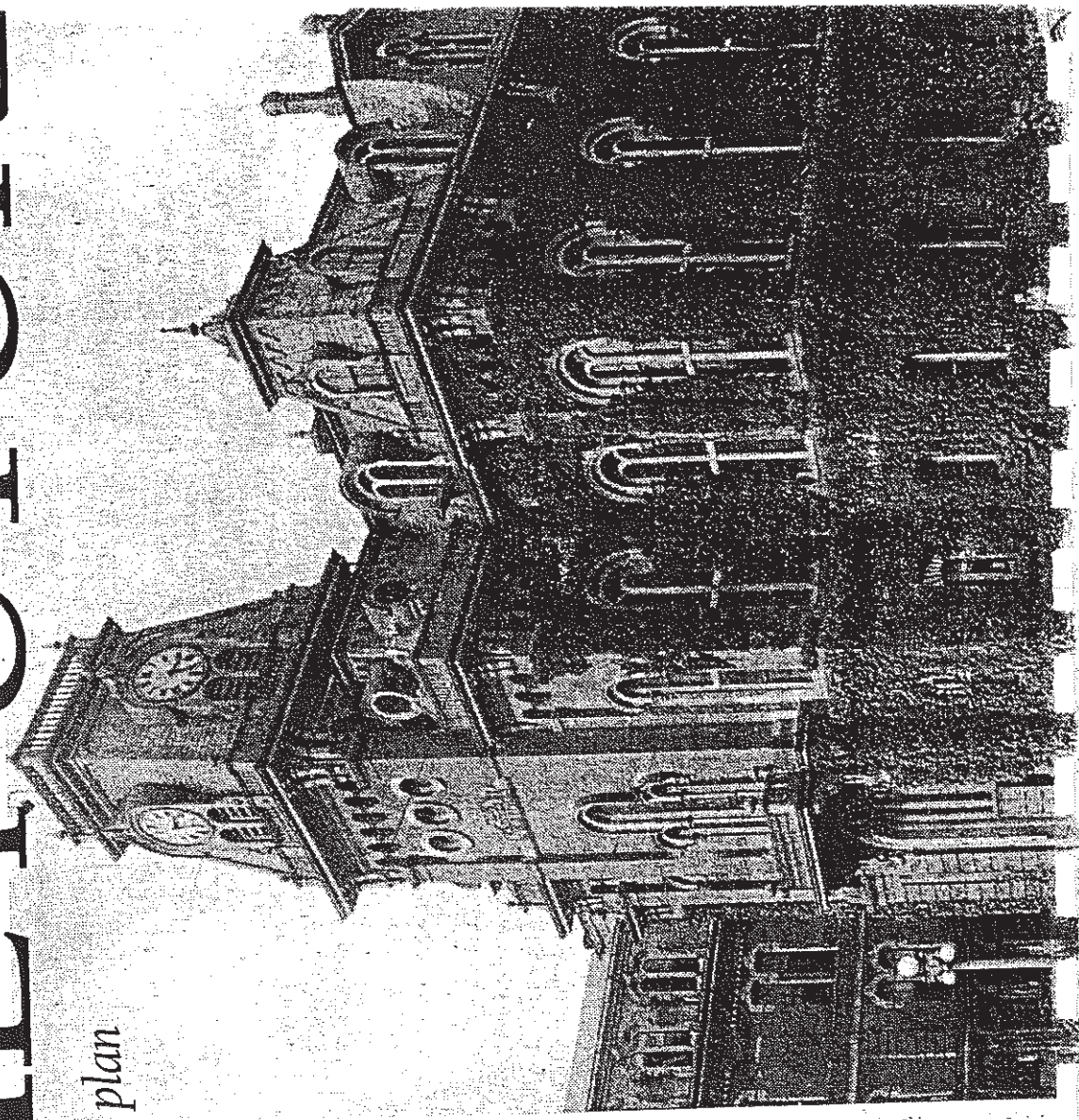
"You drive around every day and don't necessarily see the old buildings," said Nancy Bertrand, of the Wakefield Historical Commission.

On Saturday, February 3, a preservation forum will be held at the First Baptist Church on Lafayette Street. The two-hour forum, which begins at 10 a.m., will discuss the Wakefield's history, followed by ways to preserve that history in the future.

"This is the first part of the new preservation plan for the town," Bertrand said.

In 1985, the town developed its first Master Plan. Now, 15 years later, the town is preparing for the second plan. The first, most integral part, will be developing the preservation plan.

If you go
Town Planner Paul Reavis applied for a state grant to cover costs of developing a plan and hiring a consultant, Al Lima. The state gave Wakefield \$10,000. The town added \$10,000 to



Reavis said, "Lima has done a number of these plans. We found he was the best consultant." Preservation consultant Al Lima has already worked on plans for Amesbury and Bolton. According to Lima, it was easy to take on a community like Wakefield.

"The first thing I noticed is there is quite an amount of historic properties in the town," Lima said. "Wakefield has industrial and suburban development — it is interesting." The gem of the town is the common area and downtown," Lima said. "They seem to flow into one another and that is unique."

Reavis has already identified significant buildings downtown that are in need of preservation including the Richardson Building and Wakefield Building.

"There are a lot of significant buildings in downtown Wakefield," Reavis said. "We have high numbers of inventory like 250 - 260 noteworthy buildings in town altogether."

With such high numbers, the town has to look and evaluate every one of the buildings for the plan.

"It's like taking stock before you do most things, before you re-do a store, you take stock," Reavis said. He said that the preservation part of the plan would find out the condition of each building. "It is initial inventory before starting the master plan."

According to Reavis the town has many tremendous architectural aspects. He said that they need to discover where these buildings are, what makes them nice and how to protect them.

The forum will allow the residents to give input into what they feel is important in the community.

Cyrus Wakefield offered to donate the original town hall in 1868. Upon completion in 1874, he sold the building to the town for \$1. In gratitude, the town changed its name from South Reading to Wakefield. The original town hall was torn down to make room for a parking lot. It had an auditorium that could hold 1,000 people. Too bad. If the building had been preserved, there might be no need for a performing arts center now in the planning stages for Wakefield. Right, The auditorium of the original town hall. It had a capacity of 1,000.



In addition, if they feel like there is something missing the forum will give them the opportunity to discuss it.

Lima will conduct the forum, by introducing the town to Wakefield's history through a slideshow.

"On Saturday, I'll present ideas and what to preserve," Lima said.

After looking at the slides, Lima said everyone will split into small groups to brainstorm what new things need to be done in order to preserve the town.

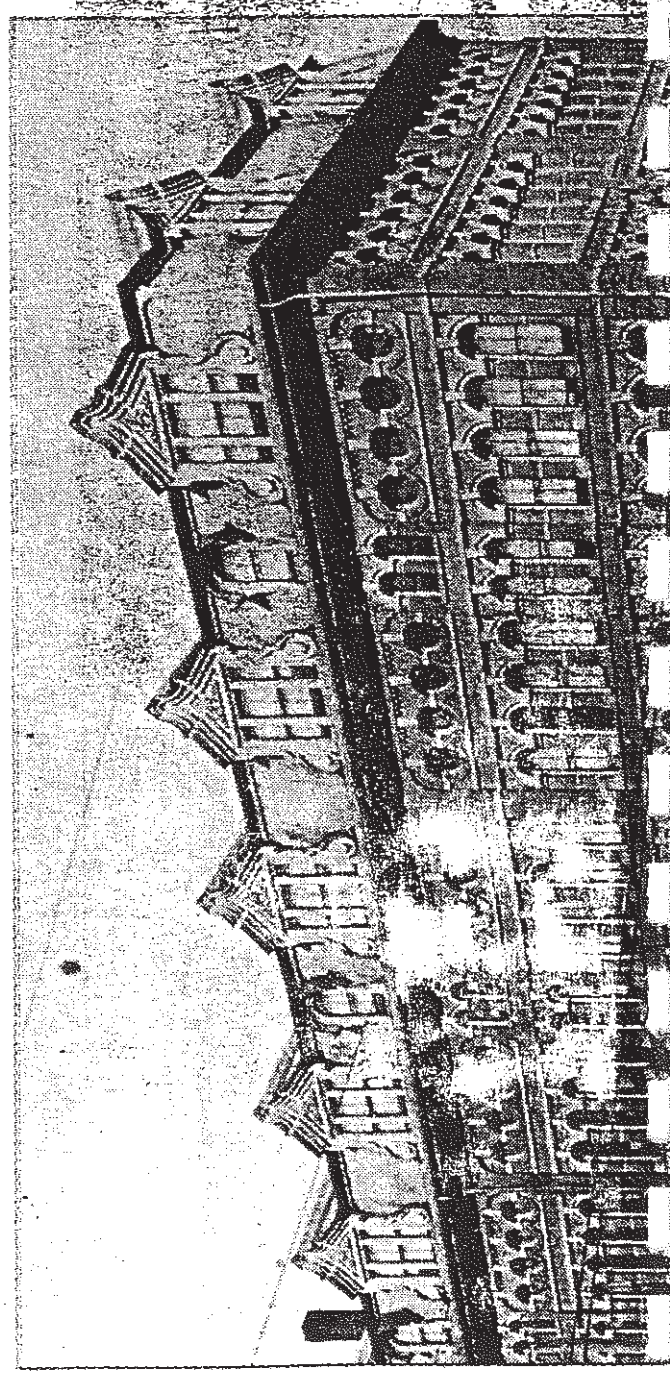
The preservation plan will look at how the town has evolved and how it can grow. According to Lima, he develops the plan by analyzing what the town needs, creating goals and objectives and an action plan to meet the objectives.

Bertrand recommends people who are interested in the master plan process or just casually interested in preservation attend the meeting. "Whether they come or not — we are going to see if we can have it taped for WCAT," she said. "The whole preservation plan won't be done through this, but it will get the ball rolling."

Lima said in previous forums he has conducted there is usually about 60 - 90 people who attend, but he stresses the importance of this first step in preservation.

"It is just a two-hour forum, but a lot will come out of it," Lima said. "It is very fun and informative."

"I'm hoping it will be an enjoyable session," Bertrand said. "It should be enjoyable finding out more about Wakefield's history."



The estate of Mr. and Mrs. Cyrus Wakefield, in 1863, was designed in Italianate style by an architect named Copeland. The mansion was torn to make way for the high school.

The Wakefield Historical Commission & the Wakefield Town Planner present

Preserving Wakefield

A Public Forum on the Goals & Preservation Action Plan

Saturday, June 16, 2001, 10:00 AM to Noon
Lecture Hall, Lucius Beebe Memorial Library, 345 Main Street

Coffee and refreshments will be available at 9:30 AM

- ☞ Help set Wakefield's preservation goals
- ☞ Review the final recommendations of the Preservation Plan Consultant
- ☞ Participate in the drafting of the Town's Action Plan to accomplish preservation goals
- ☞ Plan Wakefield's future with fellow citizens

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