

## **BLOOMBERG PHILANTHROPIES ONLINE SUBMISSION**

### **Proposed Project Title and Description**

#### **REALIZING THE DREAM OF LYNN'S WATERFRONT: ART AND ACCESS FOR ALL**

The City of Lynn, MA, nonprofit Neighborhood Development Associates, Inc., creative placemaking agency Beyond Walls, Payette Architects, Perkins + Will Global, and additional partners propose to build a dynamic, multi-use public waterfront park overlooking the Atlantic Ocean on three undeveloped acres adjacent to Lynn's ferry terminal, which offers round-trip travel to Boston, MA.

Notably, these three acres represent less than one percent of Lynn's total undeveloped waterfront land. The entire site comprises 305 severely underutilized acres—contiguous post-industrial parcels that roughly equal the distance between Brooklyn and Manhattan. Unused land of this magnitude in a strategic waterfront location is rare, particularly when located within 10 miles of downtown Boston.

The innovative space we propose will be constructed using salvaged, modified shipping containers and will feature:

- Parklets
- Three retail spaces
- Two art galleries
- Ferry terminal shelter
- Communal seating
- Café
- Beer garden
- Wine bar
- Food truck area
- Live performance venue

The park's exterior walls will be constructed using shipping containers, stacked three high in some areas. They will define the retail area perimeter and act as canvases for large-scale murals. The ferry terminal shelter will be constructed using a 40-foot shipping container.

From Brooklyn to London, major cities have been using temporary engagements like this to build community and attract private investment for nearly a decade.

The project will be completed in three phases:

**Phase I** (Summer-Fall 2018): Assemble shipping container walls, surface treatment, installation of murals, some seating, and signage.

**Phase II** (Fall 2018-Spring 2019): Install electricity and water hook up, retail shops, eating and drinking components, and seating areas.

**Phase III** (Summer 2019): Full lineup of entertainment and provisions (theater, concerts, breweries, food).

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### **Civic issue being addressed**

Historical evidence from other post-industrial cities shows that waterfront redevelopment can deepen socioeconomic divides, benefitting the wealthy few. Everyone should have access to the area's natural resources far into the future. Our project will help the city's leaders, residents, and the private sector to reimagine possibilities at the water's edge.

### **Evaluating Outcomes**

The City's dedication and the community's passion for this extraordinary waterfront site will have a remarkable effect on transforming the image of Lynn and its waterfront into a vibrant and diverse new urban community.

Activating this site will ultimately help the city understand which amenities are more desired by the community and build public and private support for future development on the water. Evaluation includes the project's ability to:

- Provide a unique waterfront experience to be enjoyed by the residents of Lynn and visitors from the North Shore.
- Provide a draw that will eventually connect downtown Lynn to the waterfront.
- Promote local and regional awareness of the water transportation option at the Lynn Ferry Terminal.
- Foster meaningful community engagement on issues related to waterfront redevelopment, building community support for future development efforts and meaningful public access.
- Provide local and regional entrepreneurs with an opportunity to test the market for their creative wares, crafts, or services.
- Pilot public amenities that the city and developers can incorporate in future public amenities and real estate developments on the waterfront.