

## FY20 FUNDING CYCLE PRE-APPLICATION FORM

Submit an electronic copy no later than **11:59 PM on June 15, 2019** via email to

MaldenCPC@cityofmalden.org

PROJECT NAME: Malden Historical Marker Program Planning and Pilot: Markers for Malden’s Early Industry

PROJECT LOCATION: Exact locations to be investigated and decided

APPLICANT(S) NAME / ORGANIZATION: CONTACT PERSON: Linda J. Thorsen

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	Open Space	Recreational Land	Historic Resources	Community Housing (blended projects only)
Acquisition				
Creation				
Preservation			X	
Support				
Rehabilitation/ Restoration				

*In the chart above please check all categories that apply to this project (at least one). For more detailed information on these categories, refer to the “Community Preservation Act Funding Allowable Uses” chart on the next page.*

Have you reviewed the Malden CPC Plan?  Yes  No

Have you attended a CPA informational session in Malden or surrounding cities?  Yes  No

Have you spoken with any boards, commissions, community organization, or elected officials about your project?  Yes  No

If yes, please list here:

As the Second Vice President of the Malden Historical Society, I am in close contact with the Society Board and with members of the Malden Historical Commission. I have discussed this project in a general way with both, with Ward 4 Councillor Ryan O’Malley, and with members of the CPC. All have been enthusiastic about renewing Malden’s Historical Marker program and confirmed that historical markers fit within the mission of the CPC. Others have expressed interest in specific markers in other parts of the city. This project could be an important catalyst, creating a model through which future markers can be funded and created.

## PROPERTY OWNERSHIP

Legal Property Owner of Record (if applicable):

Several sites will be explored and owners consulted before a final site for each marker is chosen. The goal of this pre-application is to create a framework for beginning the detailed investigation.

Is the owner the applicant?  Yes  No

*(City of Malden must be co-applicant on all projects on City property)*

If we determine, in consultation with the City and the Historical Commission, that City property is the best location for a given marker, we hope that the City will then become a co-applicant for the final application.

If the applicant is not the owner, does the applicant have site control or written consent of the property Owner to submit an application?  Yes  No N/A at this time

As the final sites have not yet been determined, we do not have site control at this time. For placement of a historical marker on their property, the owner would of course need to provide written permission. We do not propose to acquire any property.

*If Yes, please attach documentation.*

*If No, project will be deemed ineligible for this applicant.*

## PROJECT FUNDING

**Please list your funding request:**

\$20,000

to be used for expenses related to planning and to the design and fabrication of markers. Further research is needed to determine actual cost estimates based on the location and type of materials used.

Have you identified other potential funding sources?  Yes  No If yes, please list the funding sources here:

These are possibilities, either for the coming year or for the future:

Massachusetts Historical Commission Survey and Planning Grant Program (FY 2020 cycle)

<https://www.sec.state.ma.us/mhc/mhchpp/Surveyandplanning.htm>

Malden Cultural Council: Would be an ideal source of funds for public programs related to the markers. One constraint for MCC funds is that the programs/projects must be carried out within the funding year, so we would have to figure out whether any of our planned activities would be appropriate for this year or we should wait until next year to apply for MCC funding.

Other potential sources of funding exist as well. I plan to attend the Mass History Alliance conference on June 24, and that conference has information about various sources of funding for historical projects. I will explore whether these include historical markers in the types of projects they fund.

I would be happy to receive suggestions for other funding we might apply for.

**PROJECT DESCRIPTION:** *(Please include what community need this project is trying to address and how this project aligns with CPC goals)*

Everyone agrees that Malden has a great deal of history to commemorate—yet one can walk or drive through Malden without seeing much evidence of its history.

A town or city can communicate and commemorate history in numerous ways, including:

- Flat markers containing historical information—affixed to the side of historic structures
- Permanent monuments, such as the Bell Rock memorial, the WWI memorial, and the Spanish American War memorial near the Beebe School
- Named streets, squares, bridges, and other locations that typically commemorate a particular person or group.
- Freestanding interpretive signs that explain a site's significance. These preserve the memory of historical events or sites when the related structures no longer exist
- Temporary or permanent museum exhibits—physical or virtual—as well as text publications (print or virtual) or videos that capture and disseminate that history

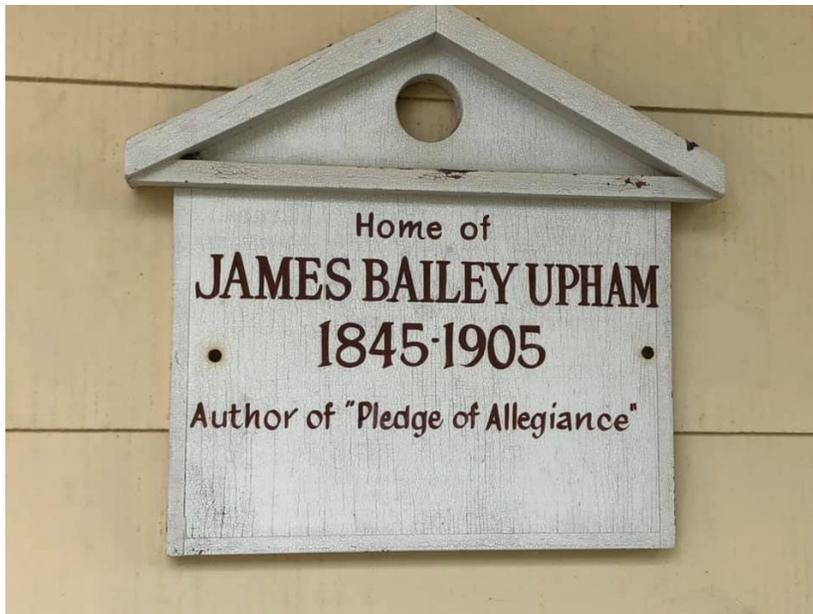
As we all know, Malden has some historic structures and monuments worthy of preservation, such as the Converse Memorial Building and the World War I memorial. These aspects of our history are visible. But due to centuries of change and decades of urban renewal, much of our history is no longer visible through buildings or monuments. Rather than ignore that history, we need to commemorate it through historical markers.

### **Historical Markers in Malden Today**

While some historical markers exist in Malden, most are modest in size—and not terribly well preserved. According to Malden Historical Society President and Malden Historical Commission member John Tramondozzi, a number of small wooden markers were created and placed around the City in conjunction with

the celebration of the U.S. Bicentennial in 1976; only a few of those markers still exist. Examples are shown below. These wooden markers survive largely because porch overhangs protect them and there has been no reason for the owner to remove them.

Other markers are occasionally seen around Malden. I recall seeing a bronze (I think) marker that commemorated the first schoolhouse on Main Street, marking its location, but when I went to look for that marker the other day I could not find it. My assumption is that the building received new siding that did not allow for the marker to be affixed. This is how marker attrition occurs.





The three markers above were placed in the 1970s. Some others of this type remain and should be inventoried.



New Marker at Waitt's Mount (above), with information about geology and history.

## **Needed: New Historical Markers**

Moving forward from 2019, CPA funds can help Malden put its historical best foot forward. One way to do this is to create more historical markers that together will significantly enhance awareness of Malden's STRONG PAST and together form a significant asset for the city.

Multiple upcoming events should encourage us to make Malden's history more visible and attract more visitors to the City.

- The current Converse 2020 commemoration of the bicentennial of Elisha Slade Converse's birth
- The upcoming 375<sup>th</sup> anniversary of the founding of Malden as a town (2024).
- The upcoming Revolution 250 effort to commemorate the events of the Revolution in Greater Boston
- The upcoming Plymouth 400 and Boston 400 (2020-2030) extended celebration of the founding of the Plymouth Colony and the Massachusetts Bay Colony

The planning and creation of a robust set of markers is a multi-year, multi-project endeavor. We can approach this in one of two ways:

1. Create markers in a piecemeal, one-at-a-time way, which will likely result in a hodgepodge of diverse designs unrelated to one another
2. Plan a set of markers for the city with a unified design approach, and execute the creation of markers over several years, ending up with not only a robust set of markers, but also with a process through which future markers can be created.

I believe that the second approach is better for the City of Malden and will use resources to best effect.

This application first lays out the general approach through which we expect to plan and execute the creation of markers. It also identifies a small number of specific markers to be created for the 2019-2020 fiscal year CPA cycle.

## **Proposal**

- Research best practices for creating and executing city/town historical markers.
- Devise a design approach for 2-3 different types of markers (i.e. freestanding interpretive signage, markers affixed to homes or buildings, etc.)

- Create three markers as a pilot project that can then be followed by more in future years.

### **Principles of Marker Creation**

These markers will explain briefly the historical significance of various sites around the city. Images and maps will be included to enhance understanding and attractiveness. Key principles include:

- **Historical Accuracy.** This SHOULD go without saying, but the information presented on markers will be accurate and well documented.
- **Inclusiveness.** History can be told in many different ways. Now, and as we widen the project beyond the initial pilot, we should endeavor to create markers that tell the story of diverse groups of Maldonians and diverse periods of history—for example, the Jewish community of Suffolk Square, the Italian community in Edgeworth, etc., the stories of working people as well as elites, women as well as men, daily life as well as important events, and so on.
- **Diverse locations.** We should endeavor to include markers that commemorate history in different parts of the City and that are visible to people traveling in different ways. It may be appropriate, for example, to include one or more markers along the Northern Strand Community Trail.
- **Durability.** The markers should be attractive, well designed, informative, and constructed from durable materials that require little or no maintenance. (I assume, for example, that the materials would be graffiti-resistant.) We should make every effort to utilize best practices in creating our markers.
- **Accessibility.** We should investigate best practices to ensure that the markers are usable by as many people as possible, including those with mobility limitations, visual impairment, and so on. Where possible, we should take advantage of digital technology to enhance experience of the markers and provide additional information for anyone interested (for example, 2D barcodes and an app with text or audio explanations).

The two phases below would likely overlap in time, but they involve distinct activities.

### **Phase I: Research and Design**

1. Inventory existing historical markers and monuments of all varieties, including their type, condition, and maintenance requirements if applicable, and potential need for replacement.
2. Inventory Malden's historical sites that merit commemoration—including those with and without extant historic structures. (A useful starting point is the list of historic sites provided in the Malden Historical Society Register

Number 8, published in 1977. We will add to that list, ultimately creating a database of historic sites. Leverage work products from the Malden Historical Commission, Malden Historical Society, City Councilors, and other city groups where possible.

3. Identify best practices from Malden or other cities/towns that can be leveraged. For example, investigate the process, plans, and materials used to create the interpretive signs at Waitt's Mount and assess these as a model for additional interpretive signs around the city. (I would expect that the markers proposed here might be bigger, but similar in type.) Explore historical marker programs of nearby towns and cities.
4. Formulate design templates that can be used for different types of markers—for example, a flat marker affixed to a house or building, a free-standing interpretive sign, etc.
5. Identify historic homes or buildings that could have a marker affixed to their side, and devise a process for prioritizing and executing the placement of these markers.
6. Investigate the possibility of incorporating historical information as part of the upcoming renovation of the Malden Center MBTA station. (They do this at Downtown Crossing, so why not in Malden?)

## **Phase II: Pilot Freestanding Markers: Malden's Early Industry**

We propose to create the following markers as a pilot project, with more markers to be proposed and executed around Malden in the future.

### **Marker 1: Barrett Dye House and Odiorne Nail Factory**

#### *Historical Significance*

In 1804, two businesses began operation in Malden that would set it on a course to becoming an industrial center (see attachments). The Barrett Dye House continued operating in Malden until sometime in the 1880s, when it moved to Somerville/Charlestown. At that time, the Cochrane business, formerly in Medford, took over the site and continued operations. The buildings were demolished in the 20<sup>th</sup> century.

The history of the Barrett family's dye house is documented in my 2015 Master's Thesis, *The Merchants' Manufacturer: The Barrett Family's Dyeing Businesses in Massachusetts and New York, 1790-1850*, which is available in the Malden Public Library. In addition, a shorter article is available online at the following link:

<https://digitalcommons.unl.edu/tsaconf/995/>

Maureen K. Phillips has published multiple articles describing the significance of the Odiorne Nail Factory. The Odiorne's also had forges and factories in Chester County, Pennsylvania. Odiorne's factory was the first to manufacture nails by cutting and heading them in a single operation.

### *Approach*

The Barrett Dye House and Odiorne Nail Factory could likely be commemorated using a single freestanding interpretive sign covering both businesses.

The location of this marker is to be determined, but possibilities include:

- In Coytemore Lea Park
- On unused exterior space on the YMCA property
- Along the fence around the Dartmouth Street parking lot currently used by the City and the YMCA
- Along Florence Street on the bridge above the site

Other possibilities may exist, but these would be the most visible.

### **Marker 2: Coytemore Grist Mill**

#### *Historical Significance*

The earliest center of commerce in Malden was the 1640 Grist Mill, initially owned by Thomas Coytemore, where residents could bring their grain to the miller for grinding. People came not only from Malden, but also from areas as distant as Rumney Marsh. The original location of the Coytemore Grist Mill is not very distant from the location of the Barrett Dye House and Odiorne Nail Factory.

#### *Approach*

A freestanding marker would show the location of the mill and describe Malden in the seventeenth and eighteenth centuries. Possible locations for the marker would overlap with the above list, though others might be added.

### **Marker 3: Boston Rubber Shoe Company Factory**

#### *Historical Significance*

The best known of Malden's early industries, this business is discussed in Malden constantly, as the largest Malden business in the mid-late nineteenth century. But we don't currently have any commemoration of its location. Closely associated with this business, of course, was Malden's first mayor, Elisha Slade Converse. The building no longer exists. The current 2-year Converse 2020 commemoration is an ideal time to plan and execute this marker.

### *Approach*

Again, this would be a freestanding marker exploring the growth of the Boston Rubber Shoe Company and showing where it was located in the mid-late nineteenth century

### **Marker Project Tasks**

- Gather definitive information: documents, photos, maps, post cards, and other information that documents the location and historical significance of each site. Much of this is readily available in the Historical Society archives.
- Develop a brief report on each site, with a proposal for what text or images should be included on the marker.
- Choose the marker location. Many factors would go into the choice of a specific site for each marker, including a) cooperation of the property owner, b) ability to create a durable marker at that location, c) the ability to maximize visibility, usability, and safety for all, and d) the ability to view the site of the (former) historic structures from the location.
- Work with various parties to determine how the marker will be executed, when, and by whom. Involve City officials and staff where appropriate.

### **Public Programs**

We will undoubtedly have some sort of unveiling ceremony / celebration once this set of markers is complete.

### **Project Alignment with CPA Goals and Priorities**

Our project aligns with Community Preservation Plan general priorities in these ways:

- **Aligns with community values.** Malden's motto is "Strong Past, Proud Future." Malden's history dates back to the 1630s, and Malden has had an active historical society since the 1880s. Finding permanent ways to highlight Malden's history, then, is very much in line with community values.
- **Has neutral environmental impact.** The creation of a freestanding or affixed historical marker has little or no impact on the land surface, water resources, or other natural resources. Markers are generally meant to be useful during the day. The markers envisioned here would not require energy.
- **Adds to Malden's Cultural Capital.** Whether one discusses the arts, great food, history, or Malden's ethnic diversity, all of the plans and discussions in

recent decades have emphasized Malden's rich culture as a key asset that can help our City thrive. For cities and towns in New England, history is an important part of that cultural mix. Making our history more visible will enhance Malden's cultural richness and help to create a more vibrant and attractive city, above and beyond the Markers' specific educational value for citizens.

- **Will have broad community support.** The diverse people and groups with whom I have spoken have always been in favor of a renewed historical marker program for Malden.

Our project aligns with Community Preservation Plan priorities within CPA focus areas in these ways:

- **Showcasing Malden's history.** The CPA Historic Preservation focus area lists, among other priorities:

“The development of historical resources that showcase Malden's history to the largest possible audience, including residents of Malden and beyond. This may include historical resources such as homes where famous Maldonians lived.”

Historical markers are great examples of this type of historical resource, a way to highlight Malden's history for residents and visitors to the City, preserve our history as an asset to the City, and educate everyone on aspects of our history that are less well known. A small sign on a house where an important Maldonian has lived is one way to do that. But these small markers are seldom seen by anyone who does not live nearby or walk right up to the house. We need more historical markers that are visible to a larger number of people.

- **Addressing a long-standing need.** To my knowledge, with a small number of exceptions, including work on the major monuments and Waitt's Mount, no effort has been put into Historical Markers per se since the 1970s. Many of the markers created then no longer exist. Markers have gradually disappeared. It is long past time to address this need—and showcase Malden's unique history as part of its attraction for residents and visitors.

**PROJECT STATUS:** *(Please include what level of planning has already been undertaken to inform the proposal)*

This project is in its early stages, as will be evident from the project description. Development of this application is one step in nailing down the details.

**FOR HISTORIC RESOURCES PROJECTS:**

Is the resource listed on the State Register of Historic Places?  Yes  No

*(You can check designation at mhc-macris.net)*

If no, has the Malden Historical Commission determined that the resource is significant?  Yes  No (N/A?)

The Historical Commission certainly deems these particular sites to be of historical significance, though I suspect that a site on which there is no historic structure still standing is not eligible for a formal "significance" designation. I will investigate this further.

**FOR CPC USE:**

Date Received \_\_\_\_\_  
Date Reviewed \_\_\_\_\_  
Date Applicant Notified \_\_\_\_\_

Eligible \_\_\_\_\_  
Potentially Eligible \_\_\_\_\_ Not Eligible \_\_\_\_\_

More information Needed \_\_\_\_\_

**COMMENTS:**