



What's the Story?



Gloucester HarborWalk

Sarah Garcia, presenter, City of Gloucester
Working Waterways and Waterfronts Symposium
Tacoma, WA March 26, 2013

Designer: C7A
Cambridge Seven Associates



Principles for the Working Waterfront

Heritage.

Gloucester's past is priceless and can seed future innovation

Authenticity.

keep the waterfront working

Stories.

provide a place where Gloucester's tales can be told and interpreted

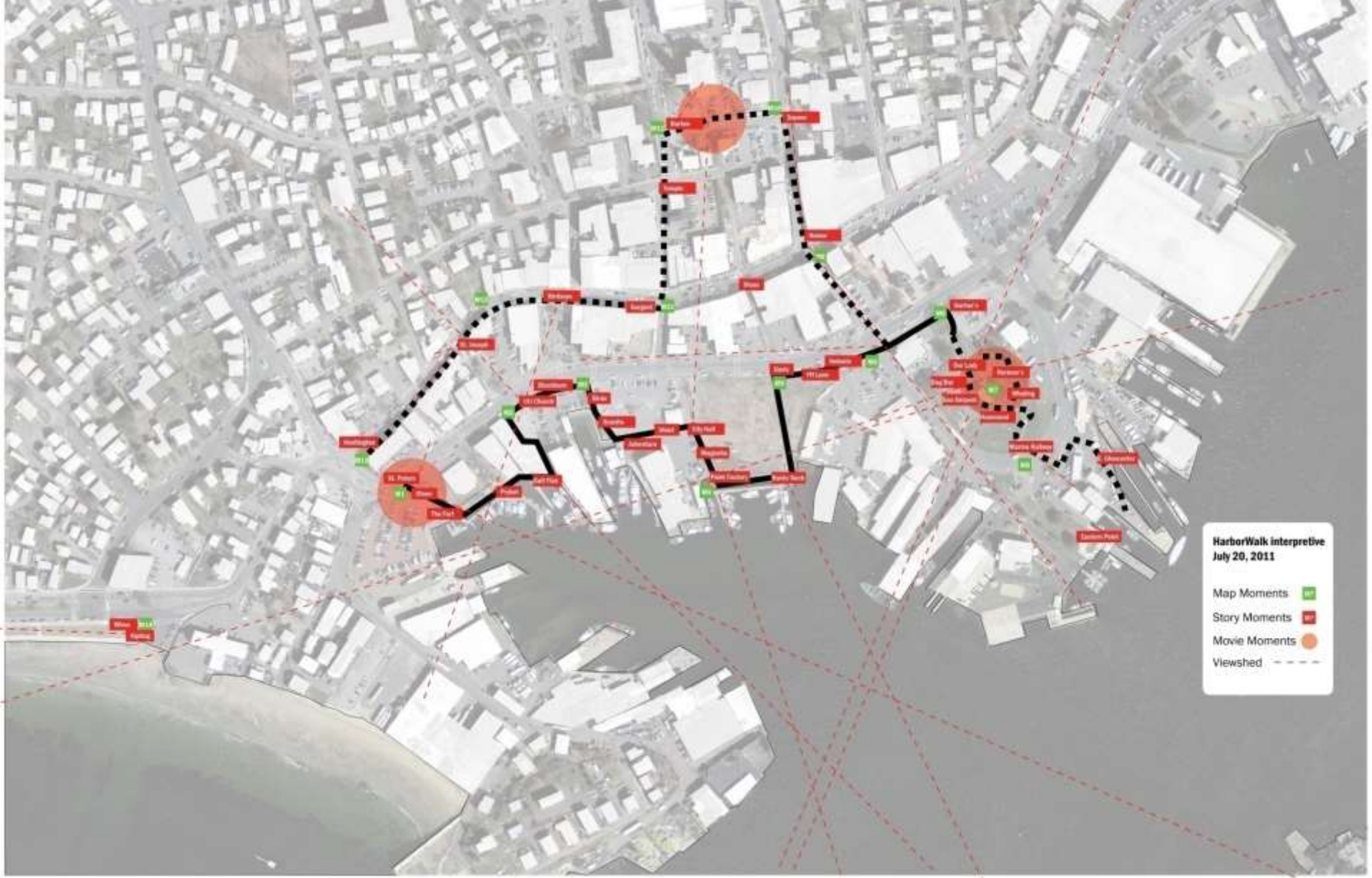
Respect.

"don't screw it up"

Connections.

unify the walk, give safe and clear passage to the water





What's the story?





What's the story?



Gloucester HarborWalk





Cape Ann lies on an outcropping composed of 450 million-year-old granite polished by glaciers. This particularly dense stone was prized for building monuments, forts, and piers. Blocks of Cape Ann granite were used to build Gloucester's Dale Avenue post office. In the 1800s, it was shipped as far as Cuba and Europe. The quarry business soon rivaled fishing and its work was considered just as dangerous.

The glaciers also deposited miles of boulders (icebergs) from the north. Clamber over boulders on a hike through Rattlesnake, Shippen, or the 1.5 km cut skirts of the Big Bar headwaters.



Story Moments, Map Markers



15

NAUTICAL SIGNS

The waters of the United States are marked for safe navigation by the lateral system of buoyage. The system employs a simple arrangement of colors, shapes, numbers, and light characteristics to show the side on which a buoy should be passed when proceeding in a given direction. The characteristics are determined by the position of the buoy with respect to the navigable channels as the channels are entered from seaward.

The expression "red right returning" has long been used by the seafarer as a reminder that red buoys are kept to the starboard (right) side when proceeding from the open sea into port (upstream). Likewise green buoys are kept to the port (left) side. Red buoys are always even numbered and green are odd numbered. Red and white vertically striped buoys mark the center of a channel.

small craft advisory

gale warning

storm warning

hurricane warning

Local Knowledge:
Latitude 42°38.6N, Longitude 71°39.6W
Gloucester has 62 miles of shoreline and eight beaches.
The tides go through a complete cycle every 12 hours and 25 minutes.



How is the story told?



Gloucester HarborWalk



Number.

Ties to collateral, maps..easy wayfinding

Title:

like the spine of a book

Title:

pictogram, raised /depressed for impressions

The story;
just the facts to let you know about Gloucester

QR Code/URL
Easy connection to website for even more info

More Info

Interesting facts, other resources, physical, web or otherwise

What's the story?



Number.
Each Story
Moment has a
number.

Explore Gloucester's Past, Present & Future

gh **gloucester**
sw **HarborWalk**

MAP KEY

- 1 story moment
- 2 off-map
- 3 walking circuit
- 4 map/postcard
- 5 HarborWalk

STORY MOMENTS

1 St. Peter's	35 Nautical Facts	42 Window Washer	49 Whales
2 T.S. Eliot	36 Rocky Hook	43 Virginia Bortis	50 Jaws of Arc
3 Boat	37 Captains Heberle	44 Samuel Sawyer	51 Homewood
4 Labeled	38 Pitts Henry Lane	45 Marine Railway	52 Bookmaker
5 Fishing Today	39 St. Charles	46 Nannan's Wood	53 Sledge
6 Salted Fish	40 Our Lady	47 Gattie's	54 Sledge
7 Rockbars	41 Advertiser	48 Edward Hopper	55 St. Joseph's
8 Grape	42 Beapport	49 Window Washer	56 Whales
9 Pocking Fish	43 Dogbow	50 Virginia Bortis	57 Jaws of Arc
10 Magellan	44 The Dairy	51 Samuel Sawyer	58 Homewood
11 City Hall	45 Marine Railway	52 Sledge	59 Bookmaker
12 St. Peter's	46 Nannan's Wood	53 Sledge	60 Kipling
13 City Hall	47 Gattie's	54 Sledge	61 Wives
14 St. Peter's	48 Edward Hopper	55 St. Joseph's	62 Stage Fort Park
15 St. Peter's	56 Whales	57 Jaws of Arc	63 Flint
16 St. Peter's	58 Homewood	59 Bookmaker	64 St. Peter's
17 St. Peter's	60 Kipling	61 Wives	65 Boat Racing
18 St. Peter's	62 Stage Fort Park	63 Flint	66 St. Peter's
19 St. Peter's	64 St. Peter's	65 Boat Racing	67 CAM
20 St. Peter's	66 St. Peter's	67 CAM	68 City Hall
21 St. Peter's	68 City Hall	69 City Hall	70 Male Shoot
22 St. Peter's	69 City Hall	70 Male Shoot	71 Local Field
23 St. Peter's	70 Male Shoot	71 Local Field	72 Meenial
24 St. Peter's	71 Local Field	72 Meenial	73 Meenial
25 St. Peter's	72 Meenial	73 Meenial	74 Meenial
26 St. Peter's	73 Meenial	74 Meenial	75 Meenial
27 St. Peter's	74 Meenial	75 Meenial	76 Meenial
28 St. Peter's	75 Meenial	76 Meenial	77 Meenial
29 St. Peter's	76 Meenial	77 Meenial	78 Meenial
30 St. Peter's	77 Meenial	78 Meenial	79 Meenial
31 St. Peter's	78 Meenial	79 Meenial	80 Meenial
32 St. Peter's	79 Meenial	80 Meenial	81 Meenial
33 St. Peter's	80 Meenial	81 Meenial	82 Meenial
34 St. Peter's	81 Meenial	82 Meenial	83 Meenial

MAPS, CINEMA & POSTCARDS

- 63 Flint
- 64 St. Peter's
- 65 Boat Racing
- 66 St. Peter's
- 67 CAM
- 68 City Hall
- 69 City Hall
- 70 Male Shoot
- 71 Local Field
- 72 Meenial

gh **gloucester**
sw **HarborWalk**

Stories as wayfinding



Gloucester HarborWalk



2

ST. PETER'S CLUB & FIESTA

The St. Peter's Fiesta has long attracted visitors from all over the country. It is an annual celebration in Gloucester, MA taking place on the weekend closest to the Feast Day of St. Peter, June 29.



The event is sponsored by the Italian-American fishing community of Gloucester.



QR Code/URL
Easy connection
to website for
even more info

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Scanning a QR code



ghw gloucester HarborWalk

STORY MOMENTS WALKING CINEMA POSTCARDS MAP

Available on the iPhone **App Store** **Google play**

Download The App For A Full Interactive Experience
[Public Call for Art](#)

STORY MOMENTS Introductions to Gloucester's History and Culture

17▶ Charles Hebert 18▶ Fitz Henry Lane 19▶ The Sea Serpent 20▶ Our Lady of Good Voyage

WALKING CINEMA Posts from Gloucester play intro

Fiesta! Blackburn

POSTCARDS FROM GLOUCESTER Click and Send. Find them along the Walk

HOME DESIGN FAQ DIRECTIONS CONTACT BROCHURE WALKING MAP

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20 Our Lady of Good Voyage

20 OUR LADY OF GOOD VOYAGE

"And they prayed. They walked up Prospect Street... and stood beneath the twin bell towers of Our Lady of Good Voyage church. The bell towers are one of the highest points in Gloucester and can be seen for miles by incoming ships. Between the towers is a sculpture of the Virgin Mary, who gazes down with love and concern at a bundle in her arms. This is the Virgin who has been charged with the safety of the local fishermen. The bundle in her arms is not the infant Jesus, it's a Gloucester schooner."

Sebastian Jungler The Perfect Storm

Our Lady of Good Voyage Church, with its brilliant blue domes, was modeled after one in the Azores. Inside, there are more than twenty-five tiny models and stained glass and stationary depictions of Our Lady. The church includes one of the oldest sets of full carillon bells in the United States.

Carillon Bells 1921
audio courtesy Carol Ann TV

2012 The Crowning Procession
photographs © Lisa Ryan

Maria and Joe Alves return to Azores
1911-17

Rebuilt after 1914 parish fire
images before 1914 and after

Gloucester Blesses its Portuguese Fleet 1953
1953

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QR Code/URL
 Easy connection
 to website or
 mobile app for
 even more info:
www.ghwalk.org

ghwalk.org & the mobile app



Gloucester HarborWalk





ST. PETER'S FIESTA
THIS STONE IS DEDICATED TO
ST. PETER'S FIESTA, A TRADITION
OF ALL GLOUCESTER FIESTA
1983

The St. Peter's Fiesta has long
attracted visitors from all over
the country. It is an annual
celebration taking place on the
weekend closest to the Feast Day
of St. Peter, June 29.

Story Moment QR code links



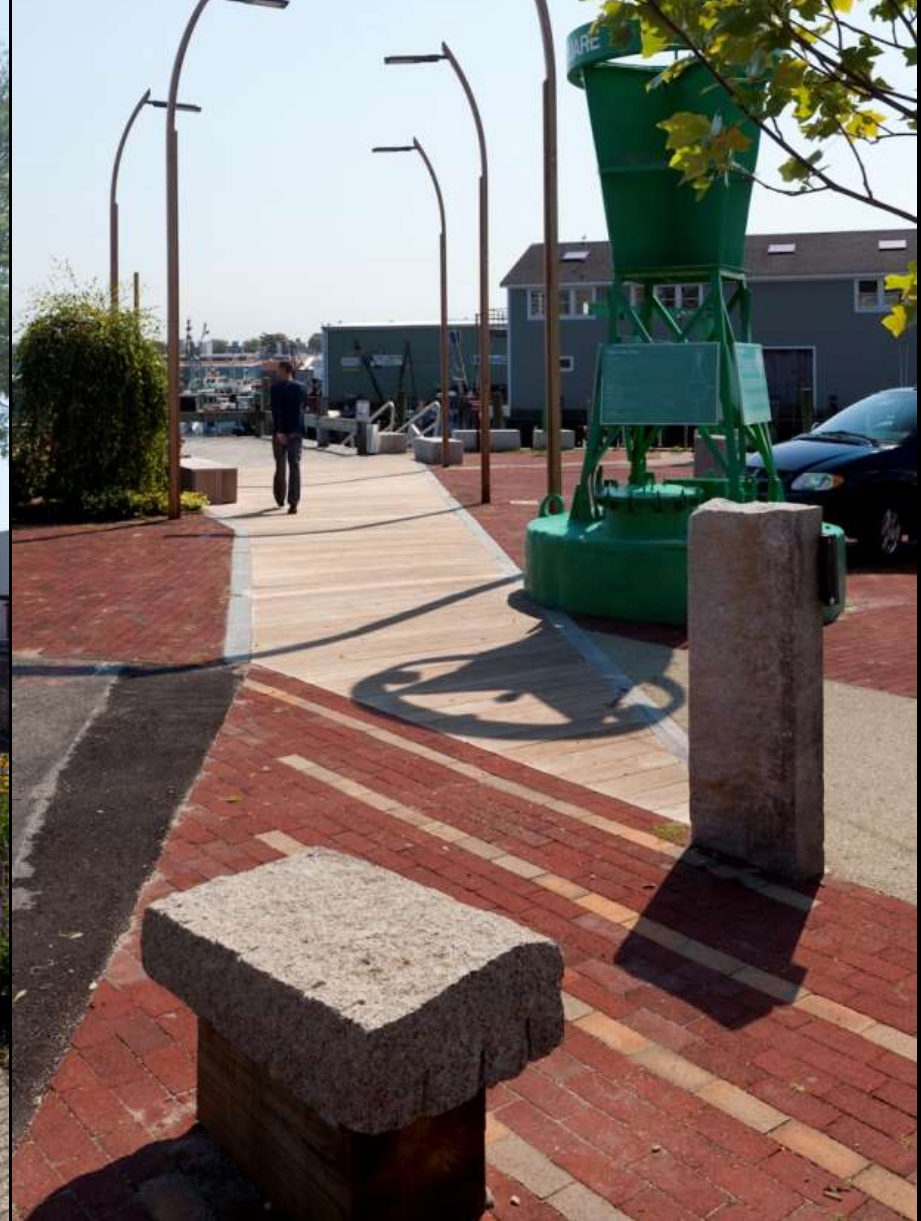
Gloucester HarborWalk





Walking Cinema





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Gloucester HarborWalk





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Gloucester HarborWalk



Thank you.



HarborWalk: between land and water

Gloucester has always balanced between sea and rock. The HarborWalk is the border.

