

THE BALLARDVALE GAZETTE

NEWSLETTER OF THE BALLARDVALE HISTORIC DISTRICT COMMISSION

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BallardVale, Massachusetts

Fall 2016

Celebrating 20 Years of Historic Preservation in the Vale

A Double Celebration — On the road to mark a special birthday and DeMoulas' return

When a rival faction of the Demoulas board of directors ousted beloved CEO Arthur T. Demoulas back in June 2014, the new management collided head on with the law of unintended consequences. The nonunion workers went on strike, customers boycotted the chain, and a social media campaign garnered international attention.

The two-month saga ended in August with Arthur T. buying a controlling interest and regaining his leadership position. So far the story has inspired countless business school case studies, a book, and two films (one, *We the People: The Market Basket Effect*, stars Andover native Michael Chiklis).

The happy ending also inspired a different kind of spinoff when Ballardvale residents Amy

Glendinning and Elaine Schofield decided to visit every one of the 75 Demoulas stores. "We were so lost when the strike was on," said Elaine. "Demoulas was the only store that I liked."

When the stores reopened, she noticed that the celebratory flyer listed every store in the chain. "I was going to turn 75 the following June and decided to celebrate the return of Demoulas by taking little trips to the 75 locations, finishing in time for my birthday."

"It was easy to visit the nearby stores," said Elaine. "But when we did the ones on the Cape or in Maine and New Hampshire, we had to map it out." Their travels took them far afield "We went places we've never been," said Amy, "cute little villages and picturesque old mill towns like Claremont, N.H., and Biddeford, Maine."

They made it a point to meet the manager at every store, where they heard similar stories. "The manager in Hudson told us he started as a teenage stock boy," said Amy. "We heard that from many employees who are now approaching retirement."

They also heard Arthur T. receive a lot of credit for that loyalty. "I can't tell you how many people along the way told us that if someone in a family died, Arthur T. was there," said Elaine. "He knows the names of everyone's children and asks after them. It's remarkable. Many men told us the day he walked out they had tears in their eyes."

The pair did not make their visits empty-handed. Elaine crafted earrings from store brand teabag tags and freely gave a pair to the many shoppers and employees who admired them.

And everywhere they found people who wanted to tell their

stories. "It was fun to see what a big family it all is," said Elaine. "People who work in one store have relatives who work in other stores."

Their epic road trip ended in June 2016 in Lowell at the site of the original Demoulas, which



Elaine Schofield (left) and Amy Glendinning with a souvenir poster of their road trip to every DeMoulas

has since been replaced with a new store. “The manager there introduced us to all the employees,” said Elaine. “It was very sweet.”

But their adventure wasn’t over. After the manager of the Greenfield, Mass., store shared their story with a local newspaper, they were invited to the grand opening of store No. 76 in Plymouth, Mass. After his speech Arthur T. invited Amy and Elaine up to cut the ribbon, which is now displayed in their Center Street home. Next on the list is a visit to the newest store — No. 77 — in Rochester, N.H.

BallardVale Historic District Commission (BVHDC) meeting dates and agendas are posted at andover.ma.gov. All are welcome.

Meet Your Neighbors: Spinners celebrates 22 years in Ballardvale

When Nick Dicesare and his mother, Darlene, were trying to come up with a name for their new pizza parlor 22 years ago, they considered a lot of different ones. But in the end, the identity of their new eatery on Andover Street came down to the best visual of what they were actually going to be doing. “When you make a pizza out of handmade dough, you’re spinning the dough,” explains Nick. “The name Spinners just made the most sense.”

Spinners Pizza Parlor has been a mainstay in Ballardvale for over two decades. And in that time, Nick says he’s made so many pizzas he’s lost count. This he does know: his restaurant makes anywhere from 500 to 700 pizzas a week now, with almost half that total sold on any given Friday.

The busiest months of the year? September through December. The busiest day of the year? That’s easy, says Nick. It’s Halloween, hands down, with over 700 pies going out the door.

“It’s a labor of love for me making the pizzas. If you don’t love what you do, it shows,” said the 40-year-old owner and head pizza chef, who proudly claims that Spinners Pizza Parlor has been voted best pizza in Andover for over six straight years.

Some of Spinners’ most loyal customers are employed by the Town of Andover. It’s not unusual to see members of the police force taking their lunch and dinner breaks at the popular pizza joint.

Spinners returns the favor by delivering free pizzas, along with Darlene’s homemade meatballs, lasagna, and chicken cutlets, to the local police and fire departments every holiday season. (Check out the full menu at spinnerspizzaparlor.com.)

Being such a popular pizza spot certainly has its perks. “[Former Celtics player and coach] Tommy Heinsohn dropped in here one time for a slice,” Nick says. “And just last September [state representative] Jim Lyons brought in Gov. Charlie Baker.”

“I couldn’t be in a better spot than Ballardvale,” Nick says. “The people are so nice here. We’ve made a lot of good friends over the years.”



**Nick Dicesare, owner of Spinners Pizza Parlor,
with Governor Baker at the restaurant**

If These Walls Could Talk

Every house in BallardVale has a history. Whether you know the whole saga of your home’s past and the details of who once lived there, or just some tidbits about the most recent chapter, consider writing its story to share with your neighbors in the BallardVale Gazette. Just email the editors: Karen English / kfeenglish@gmail.com; Joe Halpern / joehalp@gmail.com.

BVHD Online Resources

Whether you're interested in the history of Andover — or just the history of your home — you can click to a great resource at the Andover Historic Preservation website: preservation.mhl.org. While you're there, check out the overview of architectural styles, the listing of National Register properties in Andover, links to preservation resources, and information on the history of individual homes in the BVHD.

FAQs

Ask the BVHDC (BallardVale Historic District Commission) . . .

Are there any restrictions on what paint colors I can use on my home?

The BallardVale Historic District Commission is responsible for signing off on exterior changes to structures in the district, like new construction, additions, windows, doors, and fencing, among others. But that does not include regulating choices of exterior paint colors, so feel free to exercise your own good taste in choosing a harmonious palette.

Questions? Suggestions? Feedback?

If you have a question for the BallardVale Historic District Commission or a suggestion for a topic you'd like to see covered in a future issue of the BallardVale Gazette, please contact the editors:

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Go Paperless

To receive the next issue of the BallardVale Gazette via email, send your name, address, and email to Karen English: kfeenglish@gmail.com.

BallardVale Stories Old and New

Generations of Marlands Leave Their Mark.

Like many milltowns of the day, 19th-century Ballardvale was no stranger to humming factories and wealthy industrialists. The Marlands were one Andover family that did much to develop industry in Ballardvale and transform its streets.

Entrepreneurial patriarch Abraham Marland, orphaned in England as a small boy, left for America in 1801 at age 29. His son John, who became president of the Ballardvale Machine Shop Corporation, built the Italianate mansion house at 228 Andover Street. John also acquired much of the property along Center and Marland Streets in 1847 and began selling off house lots the same year. Several of the plots were acquired in 1882 by Abraham's grandson Charles Marland, who lived at 3 Chester Street. Two years later Charles built the two-family at 17–19 Marland Street and the multifamily at 60 Center Street. These properties remained in the Marland family until the 1930s.

BallardVale by the Numbers

9: Number of applications submitted to the BallardVale Historic District Commission for review so far in 2016.

21: Number of years since Andover voted to make the BVHDC the town's first and only historic district.

100: Number (approximate) of BallardVale homes built in the 1800s.

193: Number of parcels of land in the historic district.

1757: Year the oldest house in BallardVale was built at 250R Andover Street.

BallardVale Historic District Commission

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BVHDC Members

Joanna Reck, Chair (jlrarcht@gmail.com); Diane Derby, Vice Chair (derby01@comcast.net)
Ron Abraham; Leo Greene; Gary Rowe; Robert Branca; Remi Machet

CALENDAR

- December 4** **BallardVale Tree Lighting** BallardVale Green — 5:00 p.m.
- December 7** **BallardVale Historic District Commission Monthly Meeting**
Town offices, second floor conference room — 7:00 p.m.
- January 4** **BallardVale Historic District Commission Monthly Meeting**
Town offices, second floor conference room — 7:00 p.m.
- February 1** **BallardVale Historic District Commission Monthly Meeting**
Location TBD — 7:00 p.m.
- March 1** **BallardVale Historic District Commission Monthly Meeting**
Town offices, second floor conference room — 7:00 p.m.