MUSEUM
MASTER PLAN
PROPOSAL

Paul Revere Museum of Discovery & Innovation
Canton, MA

Proposed by: Laura Smead, Town Planner
The Paul Revere Museum of Discovery & Innovation (PRM) will be a unique forum for history, technology, and learning. The PRM is currently under development on the grounds of the Paul Revere Heritage Site - a 9-acre park along the Neponset River. The site features waterfalls, a mill pond, walkways with interpretive signage and two 19th century buildings - the Copper Rolling Mill and the Historic Horse Barn, built by Paul Revere’s son. The property is currently owned by the Town of Canton. The barn is 174 years old, and 6639 square feet in size. The entire square footage of the barn is to be dedicated to cultural purposes. Learn more about this exciting site and its transformation from industrial wasteland to a public park at www.paulreveremuseum.org.

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**THE PROJECT**

A PRM Master Plan to create a clear and concise "road map" for this new institution, including:
- Vision and visitor experience
- Schematic exhibit design
- Fundraising presentations and goals
- Organizational and business plan
- General implementation timeline

**THE GRANT**

Managed in collaboration with MassDevelopment, the Mass Cultural Council Facilities Fund provides major improvement grants to cultural organizations, including funds to do feasibility, planning, and design. This grant provides up to $35,000 and requires a 50% match, for an overall budget of $70,000.

**DISCOVER**

Review existing documents on vision and strategy, visitor experience, market feasibility and business plan.

**DEVELOP**

Develop schematic design, with elevations, and presentation sketches (for fundraising), exhibit narrative and probable costs.

**DESIGN**

Through interviews, interpretative and exhibit research, and visioning workshop, develop conceptual designs.

**DEFINE**

Write a Master Plan report incorporating all elements, plus a general implementation timeline.
CONCEPT

The Paul Revere Museum of Discovery & Innovation (PRM) will connect the past to the living present. The PRM opens a new chapter in the life of iconic patriot Paul Revere “after the ride” with his entrepreneurial efforts culminating in pioneering the US copper industry in Canton, MA.

The PRM will become the nation’s most exciting way to explore the work of innovators of the past and of today, engaging emerging technologies to interpret and study the museum’s artifacts and story.

This museum, cultural, and event venue will be the backdrop for a year-round program of events inspiring the next generation to create the future.

Create a welcoming space where history can be explored, memories can be made, and the future can be envisioned.

- Guiding Statement

LAUNCH

The museum will launch in two stages. **Phase 1** is the design and opening of the Museum Preview Loft on the second floor of the copper rolling mill. The first floor of the Mill will host a fine dining restaurant, Northern Spy, serving New England fare. The Loft is planned for a launch in mid 2020.

**Phase 2** is the museum opening in the Historic Barn. It will celebrate all those who followed Revere’s ways in seeing things differently and challenging the status quo. The museum is planned for 2025.
MISSION

The museum’s mandate is to make Canton a historic destination and a test-bed for emerging learning technologies.

The PRM will explore approaches that help shape learning and innovation, from 19th century hands-on experiments to analytical software and immersive experiences of today, such as virtual reality.

The proposed year-round high-tech program of events and exhibits will be facilitated by an edTech center in partnership with schools, businesses, and other organizations to educate and inspire a diverse audience and a new generation of innovators.

It is our hope that visitors to the PRM will personally engage with our environment as active learners and participants.

GOALS

- to explore Canton’s and the region’s role in the Nation’s evolution from an agrarian economy to a technological colossus
- to immerse in the post-Revolutionary world of Paul Revere
- to emphasize problem solving and collaboration while demonstrating the interdisciplinary skills of science, technology, engineering, arts and mathematics (STEAM)
- to confront the consequences, both good and bad, of technological change
- to celebrate the diversity of Americans who contribute to our country’s economic development
- to engage in civil dialogue with others of diverse views on matters of the commonwealth
- to demonstrate how economic progress and our well-being depend on education and innovative thinking
- to ponder present day political and economic tensions by grappling with the past, where historical lessons remain vitally relevant
A DIGITAL MUSEUM

A traditional museum at a historic site has some important artifacts, images, maybe paragraph-sized stories or blurbs to read. But usually lacks a variety of perspectives revealing the depth and nuance that is really there. Real history is complex, dynamic and hard to appreciate by spending a few minutes looking at artifacts in displays that read "do not touch". Contemporary digital display technology - from projection technology to extended reality (XR) to touchscreens, online gamification, and smartphone apps - allows us to fundamentally re-imagine this experience and create a museum that immerses its guests in history.

Most people learn by interacting or doing, something that is difficult with historical artifacts and stories or accounts from people long ago.

IMAGINE

- Operating and studying the copper rolling mill in VR.
- Discovering key parts of the site using a smartphone app.
- Seeing how the location has changed over time on large touchscreen interactive maps.
- Viewing in three-dimensions what the site would have looked like in the 18th century using VR.
- Stepping inside a photograph to talk with (or even become) historical people in an interactive story.

Using new technologies, the traditional static single-perspective museum would be transformed into a dynamic multi-perspective and interactive experience. The software and technologies would be updated regularly so that no two trips to the museum would be the same.
WHY PLAN

In 2017, ConsultEcon, Inc. completed the Paul Revere Heritage Site Feasibility Study and Business Plan. The report found that the site was favorable for the proposed historic interpretation and programming. It recommended that the town advance integrated planning and design for the public site components.

A Museum Master Plan will create a clear and concise "road map" for this new institution. It would refine existing work on vision, market analysis, operations and business planning, and add schematic design and a general implementation timeline. Presentation sketches would be developed for fundraising campaigns.

A Museum Master Plan will create a clear and concise "road map" for this new institution.

It will help the Town be proactive and strategic about museum design and development over the next 5 years, and guide public and private investments. Architectural and interpretive concepts as a part of this plan will provide the Town with a platform from which they can garner support and further fundraising for the project. From schematic designs, architects and exhibit designers can be hired to implement the design for this unique destination.

TASKS

Discover: review existing documents on big picture vision and strategy, desired visitor experience, market feasibility and business plan. Refine these as necessary.

Design: Through interviews, interpretative and exhibit research, and visioning workshop, develop conceptual designs.

Develop: Develop the schematic design, with elevations, and presentation sketches (for fundraising), an exhibit narrative, and probable costs.

Define: Write a Master Plan report incorporating mission, vision, and strategy, with the market feasibility and business planning, and schematic designs. Include general implementation timeline.
### Budget

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<tr>
<th>Task</th>
<th>Estimated $</th>
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<tr>
<td><strong>Exhibit Fabrication Budget:</strong> $600-700/sf using 50% of space for exhibits (2,400 sf); Remaining space is for circulation/operations</td>
<td>$1.5 to $1.7 million</td>
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<td><strong>Full-service exhibit design</strong> (Schematic Design, Design Development, Construction design), 25% of fabrication costs</td>
<td>$375,000 to $425,000</td>
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<td><strong>Schematic Design:</strong> 15% of the overall exhibit design fee</td>
<td>$56,000 to $64,000</td>
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<td><strong>PRM Master Plan:</strong> Includes schematic design plus research, preliminary concepts, refinement of operations and implementation</td>
<td>$70,000</td>
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Budget estimates come from CambridgeSeven, Main Street Design, and Verner Johnson. It is assumed that much of the work the Paul Revere Heritage Commission has already completed towards mission/vision, and the feasibility study by ConsultEcon Inc. can be rolled into a larger Master Plan document with some minor refinement. The Master Plan work would mostly center around a schematic design, with some preliminary conceptual design work, and add a general implementation timeline.

### Timeline

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<th>Task</th>
<th>Time</th>
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<tr>
<td><strong>Discover &amp; Design:</strong> Kick-off, research and analysis, review existing documents, interviews, visioning workshop, preliminary concepts</td>
<td>2 months</td>
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<tr>
<td><strong>Develop:</strong> Schematic design, elevations, fundraising presentations, cost estimates, exhibit narrative</td>
<td>4 months</td>
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<td><strong>Define:</strong> Write Master Plan report, include implementation timeline, presentation to stakeholders</td>
<td>1 month</td>
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<td><strong>TOTAL TIME</strong></td>
<td>Approx 7 months</td>
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