

TOWN OF GREENFIELD COURT SQUARE STREETSCAPE DESIGN REPORT



Prepared for the Town of Greenfield
Prepared by Harriman



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SUMMARY

PROJECT OVERVIEW

This *Design Report* provides a design vision for significant enhancements in Court Square, which is a core civic asset in downtown Greenfield. The *Design Report* describes the various purposes that Court Square can serve, provides concept plans and illustrations, and includes information designed to assist the City in implementing positive changes.

The vision illustrates how well-designed changes can result in a more attractive civic space for active use and passive enjoyment. The recommended improvements include paving, furnishings, lighting, plantings and placemaking features such as public art. The vision is designed to preserve and complement the historic park and monuments at Court Square. By extending the existing civic spaces and expanding its functions, the vision seeks to enhance the current and future uses within Court Square. An improved civic space will also complement the important historic structures that surround it.

The Town of Greenfield undertook this planning and design initiative to significantly improve and expand the public space and streetscape around Court Square. This initiative builds upon planning concepts for Court Square that originated in the Greenfield Downtown Master Plan that has guided many aspects of the downtown revitalization. The City organized a design process to envision specific ideas for Court Square through a participatory process that engaged many residents and stakeholders. The process was guided by an Advisory Committee composed of staff and citizens representing various perspectives about Court Square.

Professional assistance in landscape architecture and urban design was provided by the multi-disciplinary team of Harriman. Their services were funded through a grant from the Downtown Initiative of the Department of Housing and Community Development of the Commonwealth of Massachusetts.

Principal recommendations are illustrated in this Court Square Streetscape Design Report and include:

- Expanded sidewalks and green, landscaped areas – The design significantly expands the area devoted to sidewalks and landscaping in areas now occupied by excess areas of asphalt street paving.
- Creation of a space that can be converted to an open plaza for special or seasonal purposes – The space has been designed so that it can be a predominately pedestrian plaza during chosen events or seasonal time periods. It is intended to be an excellent place for the farmers' market, holiday events, festivals, displays or other purposes. This space will provide an additional opportunity that will complement – rather than compete with – other parks and civic facilities in the downtown.
- Celebration of Greenfield's heritage and culture – The improvements provide opportunities for permanent and temporary artwork, installations and cultural events specifically attuned to the heritage of this place, which includes its unique link to bees, honey, and beekeeping.

- Revisions in vehicular circulation – The design provides for important refinements in vehicular circulation to better manage traffic, while preserving important access points. The design would preserve one-way traffic movements on the Court Square street segment within a more well-defined lane that connects Main Street, Bank Row, and Newton Place. Parking near the corner of Main Street and Bank Row would be re-organized to provide a right-hand turn lane to help ease congestion at that location. The intersection of Newton Place and Bank Row would be re-organized to promote safer operations, including re-location of parking spaces. Two-way access to and from Newton Place would be preserved.
- Improved and safer pedestrian connections – Through paving and realignment of the streets and crosswalks, better pedestrian connections will be created. This includes enhancements to the connections to the parking areas behind City Hall, and a crosswalk leading to the new parking structure across Bank Row.
- Preservation of parking opportunities – The plan re-organizes parking and provides opportunities for handicapped parking spaces and loading for Town Hall and the businesses that front on Court Square.
- Creation of an adaptable space and improvements – The design envisions a space with moveable planters, temporary installations like the farmers' market, and the ability to re-organize the plaza to accommodate different types of uses and events in the future.
- Improvements to enhance the sustainability of Court Square – The improvements will contribute to Greenfield's sustainability, featuring stormwater quality management integrated into the landscaping and energy-efficient fixtures, and recycled materials.

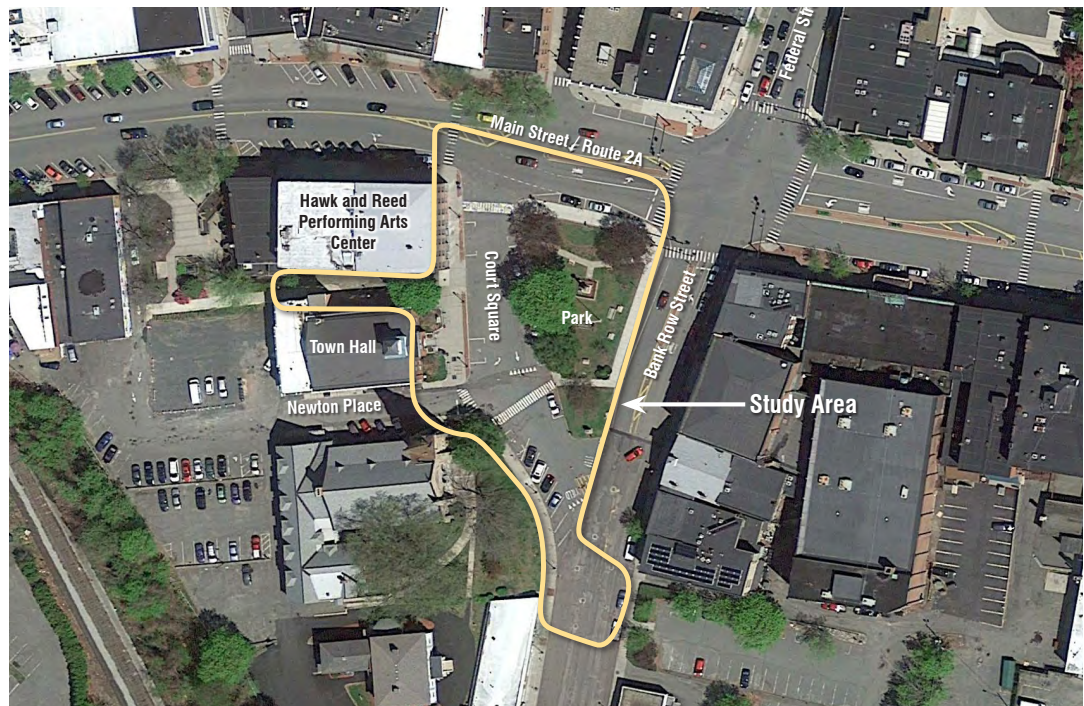


Streetscape Plan for Court Square

STUDY AREA

The study area consists of the streets, sidewalks and open spaces around Court Square Park and along the Court Square street segment. It includes sidewalks and street segments of both Main Street and Newton Place near Court Square. The study area included the alley and walkway between Town Hall and the Hawks and Reed Performing Arts Center.

The project took into account the context of the Court Square, including the buildings, open spaces, parking and circulation patterns. This context included the parking structure and its landscaped forecourt that will be constructed near Court Square, across Bank Row Street.



Study Area



Context Area

PURPOSE AND GOALS OF THE STUDY



Town Hall at Court Square

This project explored innovative and practical design improvements for the streets, sidewalks, paths, and spaces within and near Court Square. The project sought an alternative to the existing configuration of the Square, recognizing that it has problems and could better contribute to the Downtown. The existing Square includes an excessive amount of asphalt paving and poorly organized parking and circulation resulting in conditions that are not safe for pedestrians, motorists, or bicyclists.

The preceding *Downtown Master Plan* identified the opportunity to reorganize the Square by improving circulation for all modes and significantly expanding civic space for pedestrians, including possible closing of the Court Square street segment and replacing it with a plaza. The study considered this concept,

but its purpose was to consider various options and arrive at a single concept that took into account the perspectives of the community, stakeholders, and City departments.

Overall goals for the Court Square improvements were articulated at the outset of the process, and included the following:

- Create a clear **vision for streetscape enhancement** of Court Square that includes a design approach sensitive to the City's civic character and contemporary needs of the community.
- Provide an attractive environment that is **pedestrian friendly** and offers **functional space** for events of various types and sizes, while accommodating **limited vehicular** use.
- Seek an effective method of **limiting vehicular** access across the study area.
- Improve Court Square as an **attractive destination** that includes modern elements such as art installations and green infrastructure.
- Enhance the **area's vitality** as a place to shop, visit, and work.

DESIGN PROCESS

The six-month process was managed by City staff and included the contributions of a Court Square Advisory Committee that was assembled to provide periodic reviews and guidance. Membership of the Committee included:

- Linda McInerney, *Chair, Local Cultural Council*
- John Lunt, *Office of the Mayor*
- Maureen Pollock, *Assistant Planner and Conservation Agent*
- Eric Twarog, *Director of Planning and Development*
- MJ Adams, *Community Development Administrator*
- Steve Goldstein, *Business owner*
- Nicolas Reitzel, *Engineering Superintendent*

As part of the design process, Harriman met with City staff and the Court Square Advisory Committee to review and discuss existing conditions and understand their aspirations for the project. Harriman also met informally with stakeholders to learn of their concerns and to gain their perspectives regarding how an improved Court Square could impact their organization's ability to operate.

Specific steps in the design process included the following:

- Visits to the study area to **understand basic conditions** of the streetscape
- Use of **community input** to understand key topics and opportunities
- Provision of a **streetscape concept plan** that represents a vision of improvements and conveys the design character of the study area
- Documentation of the **vision and plan** to support subsequent grants and funding requests

The design process included a two-step public meeting program conducted to collect the community's insights. The workshops attendance averaged about 25 participants.

The first workshop was conducted as a planning and design "charrette". This type of event engages the participants in interactive working groups to discuss issues, provide design improvement ideas, and find potential areas for consensus regarding the study area and potential improvements that could occur. The first engaged participants to provide insights about the opportunities and challenges of the study area and consider the types of uses that Court Square should support. Harriman presented three streetscape concepts for discussion and input. At this workshop, participants evaluated the benefits and drawbacks of each concept.

The second workshop presented the draft concept design and information about implementation. Input from this meeting was used in finalizing this *Design Report*.

OVERALL VISION

This vision statement expresses the key community aspirations that emerged from the participatory process:

Court Square will become a more active and vital place that provides a range of contributions to the life and image of Downtown Greenfield. The existing park in Court Square will continue to be preserved and maintained in a manner that is consistent with its contribution to the historic character of the community, with limited changes to enhance accessibility and amenities as may be consistent with the existing character. The areas between the Park, Town Hall and Hawks and Reed Performance Art Center will become an attractive, complementary open space. This space will be a comfortable place to sit and walk and visually attractive throughout the year. It will serve as a forecourt to the Town Hall and the Hawks and Reed building, supporting the civic and cultural activities within them. The space will be easily adapted to regular events like the farmers' market, special events and seasonal displays. Pedestrian-friendly connections will extend from Court Square to the surrounding areas and amenities, including the new parking facility and the open spaces, sidewalks and passageways that create the public realm in this part of Greenfield.

BACKGROUND: EXISTING CONDITIONS

EXISTING STREETScape

The existing streetscape has disparate elements that do not create a coherent visual environment or a complete civic space. Court Square Park is the major feature of the streetscape and consists of a landscaped island with important historic features, mature trees, and a strong civic identity. But it is surrounded by vehicle-oriented street segments, sidewalks and planted areas that vary in quality and character.

The street segment between Court Square Park and the Town Hall is a very wide, asphalt paved area that exceeds the needs for normal circulation and parking. However, this area is easily adapted to other uses, such as the seasonal farmers' market that uses this space.

Concrete sidewalks bounded by curbs define the edges of the Court Square roadways. These curbs appear to be in average condition with a normal amount of settlement. The sidewalk along the western edge of Court Square includes a brick accent band running along the curb that is approximately two feet in width.

Lighting is comprised of traditional styled light fixtures of fluted posts and semi-transparent globe tops. These light fixtures are evenly spaced along the eastern side of Court Square. There are no light fixtures on the western edge of Court Square. Some of the lighting fixtures are outfitted with brackets for hanging flower baskets or hanging banners.

Planted areas include the lawn, seasonal planting beds and a combination of large, mature trees and ornamental trees within Court Square Park. Landscape areas and plant materials along the western edge of the streetscape are provided by seasonal flower baskets hanging from the light fixtures, movable planters in front of Town Hall and the raised planters with ornamental trees that flank the steps leading to the entry of Town Hall. A mature maple tree is located within a raised island between the driveway and sidewalk in the alley between Town Hall and the Hawks and Reed building. The front yard of the Second Congregational Church includes a sloped, landscape lawn and large mature trees.

Street furniture include benches and trash receptacles. A digital sign board is located at the edge of the sidewalk in front of Town Hall.

The pedestrian crosswalk leading from the park to the northeast corner of Court Square is a unique feature. It has been painted with bee themed graphics that reflect the annual Bee Week events that occur at Court Square.



Court Square Park at Main Street



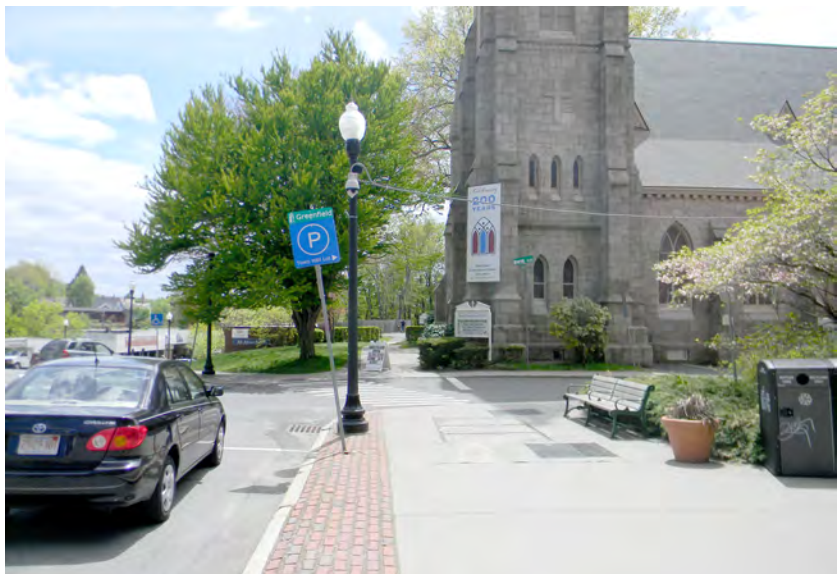
Sidewalk along Court Square Park



Alley between Town Hall and the Hawks and Reed Building



Seating and Information Board at Town Hall Entrance



Existing Streetscape at Town Hall



View of Existing Court Square Park



Streetscape along Court Square



Court Square Street width

SURROUNDING URBAN CHARACTER AND CONTEXT

Court Square is situated within Greenfield's designated Main Street Historic District. This district includes blocks defining Court Square and the historic park on three sides. These blocks contain a collection of buildings dating to the late 19th and early 20th centuries and include outstanding architectural facades. The landmark buildings include the Town Hall, Hawks and Reed Building, the Second Congregational Church, and the adjacent funeral home which was once a prominent residence. The buildings along Bank Row represent a variety of historic architectural styles, including the Art Deco façade of the former First National Bank & Trust Company. Another former bank occupies the prominent corner across Main Street, facing towards Court Square.

Court Square is situated near the top of a slope that descends towards the west and affords picturesque views to the valley and hills and peaks of western Massachusetts.

The front entrance of Town Hall faces Court Square. A secondary entrance, which includes a handicapped-accessible ramp, is on the north side of the Town Hall and is reached by the alley sidewalk. The Hawks and Reed building has a doorway on the alley that is used for services and access to a basement-level event space. This door also serves as a service entrance. The building has a main entrance on Court Square leading to interior uses and event space. This doorway is also used for loading and unloading.



Western edge of Court Square



Court Square looking North



Second Congregational Church



Buildings along Bank Row Street

PEDESTRIAN CIRCULATION

The sidewalks provide for pedestrian circulation, except during special events such as the farmers' market, when the street becomes a pedestrian plaza among the booths. The crosswalks connect sidewalks in generally appropriate locations, except for the crosswalk along the edge of Main Street, which does not reach to the intersection corner and results in an indirect path. Accessibility ramps for persons with handicaps have been provided at crosswalk locations. Some of these ramps do not appear to meet current universal design standards.



Walkway to parking and secondary entrance to Town Hall from Court Square



Alley to Court Square from Public Parking

VEHICULAR CIRCULATION

The circulation network in the area is primarily a network of two-way streets with on-street parking. Main Street and Bank Row are arterials serving important east/west and north/south traffic routes in Greenfield.

Court Square provides a one-way southbound street segment connecting Main Street to Newton Place and Bank Row Street. This segment is used as a short-cut to avoid the signaled intersection of Main Street and Bank Row Street for eastbound vehicles that are turning right. Court Square also provides access to the alley between the Town Hall and the Hawks and Reed building, and for on-street parking.

Newton Place is a two-way street providing access to the parking areas behind Town Hall, the Second Congregational Church, and the adjacent funeral home.



Main Street and Court Square Intersection



Main Street at Court Square



Court Square looking south



Court Square delivery activity

PARKING

There are approximately twelve marked on-street public parking spaces within the Court Square right-of-way. Other public parking is largely composed of nearby on-street parking on Main Street and Bank Row Street and a public parking facility behind Town Hall at Veteran's Park. A public parking garage will be constructed on the eastern side of Bank Row Street opposite the Court Square and Bank Row Street intersection.

DESIGN OPPORTUNITIES AND CONSTRAINTS

The existing conditions provide a range of design opportunities and constraints that need to be considered. Opportunities include:

- Views towards and away from Court Square
- The historic setting and historic Park
- The active uses along its edges
- The mature trees and landscaping at its edges
- The thematic opportunities associated with Greenfield's history
- Potential to strengthen pedestrian connections to the existing and new parking lots

Constraints include:

- Need to provide for convenient parking and handicapped accessibility to Town Hall
- Underground utilities
- Steep slope at the western end of Court Square
- Need to provide service access to the Hawks and Reed building
- Need to ensure two-way access to Newton Place



Study Area Analysis

DESIGN PROGRAM

This program summary describes the intent and requirements associated with prospective design improvements for Court Square in Greenfield's downtown. This includes the type of activities, features, and characteristics of the space. It was prepared with the assistance of the project's Advisory Committee and with the input from participants in the first public workshop.

The components of the program include:

- Activities
- Facilities
- Aesthetics and Materials
- Parking and Circulation
- Environment and Sustainability
- Heritage
- Site Organization and Relationships
- Adaptability
- Maintenance
- Security
- Lighting
- Signage
- Utilities and Drainage

1. ACTIVITIES

The Square should host a wide range of activities and be designed so that it remains adaptable over time, recognizing that patterns of use may change over the years. All areas should be should be fully accessible for enjoyment by everyone.

The following are permanent, year-round activities which should be planned in order for this to be an active, multi-use space:

- Walking
- Seating (individually and in small groups)
- Access to the Town Hall, Hawks and Reed Performing Arts Center, and the alley between them

The following are seasonal activities which should be accommodated in the space:

- Farmers Market
- Outdoor café-type seating associated with tenants of the Hawks and Reed building and events
- Winter holiday displays and events

The park should be specifically designed to accommodate periodic or occasional events such as:

- Small performances (music, performance art) that do not require a formal stage or significant equipment
- Public gatherings for special events
- Short-term displays and related activities
- Special small fairs or celebrations



Spaces and facilities for special events should be designed so that they are integrated into the overall aesthetics, rather than as isolated, large, or stand-alone components which appear empty when not in use.

2. FACILITIES

The public space furniture should consist of the following elements:

- Benches and/or seating walls in multiple locations.
- Seasonal chairs and tables for café-type or informal arrangements
- Trash receptacles matching downtown standards should be provided.
- Bicycle parking/racks
- Information kiosk with postings about public events and Hawks and Reed Performing Arts Center programs
- Seasonal planters
- Bollards to distinguish between areas for pedestrians and areas for cars
- Stanchions or post locations to mount banners or special seasonal lighting



Locations for permanent or temporary installations of public art should be provided within the space.

3. AESTHETICS AND MATERIALS

The new portions of the square should have a fresh, innovative appearance that uses contemporary materials that are compatible with the traditional landscape and architecture along its edges. The design character should include the following.

- Attractiveness – The Square design should be attractive, in the sense that it attracts people to enjoy its appearance from the outside and inside, and so that they are encouraged to visit and use it.
- Identity – The Square should be understood as a distinctive place.
- Edges – The edges of Court Square should be well defined and not be confused with streets.
- Civic Quality – The design should celebrate the opportunities associated with civic use and identity that evoke a sense of community. It should be a clear forecourt to the Town Hall.
- Orientation – The Square should help orient visitors and those who pass by as a landmark space at a key transition point in the streets, urban patterns, and geography.
- Natural and hardscape balance – The new components should be predominantly “hardscape” in appearance and materials, in contrast to the “natural” and green appearance of the historic Court Square Park.
- Seasonality – The Square should be designed to celebrate the seasonal differences through its colors, plantings, and other features.
- Artistic influences – As the forecourt to the Hawks and Reed building and in celebration of Greenfield’s arts community, the space should convey artistic expressions.
- Adaptability – In addition to being functionally adaptable, the space should appear to be adaptable rather than an unchangeable, immutable place.
- Appearance when sparsely occupied – Court Square should be designed so that it is visually attractive and does not convey a sense of being empty when it is not occupied.

4. PARKING AND CIRCULATION

The entire space within the expanded Court Square should be able to accommodate at least special events and the Farmers Market without internal parking or active circulation.

- Parking - Parking should be provided along the park perimeter where it can easily be provided.
- Emergency circulation - Emergency vehicle access should be provided across the space except during special events or the Farmer's Market
- Adaptability to one-way traffic - The space should be adaptable to limited, one-way circulation if the Town decides to provide for it in the future.
- Handicapped spaces - The space should be adaptable to limited handicapped parking spaces in front of Town Hall if the Town decides to provide for it in the future.
- Service - Service access to the alley between the Town Hall and the Hawks and Reed Performing Arts Center should be preserved, even if the paving and curb treatments are conducive to dual use for pedestrian spaces.
- Connections - Pedestrian connections should visibly connect Court Square to nearby open spaces and parking facilities with materials and signage to reinforce the connections.

5. ENVIRONMENT AND SUSTAINABILITY

The design should exemplify Greenfield's environmental policies, including:

- Sustainable Design – The design of the Square's components should be composed to limit demands on non-renewable resources and energy use.
- Materials – The choice of materials should include a predominance of locally attainable ("native") materials and recycled materials.
- Best Environmental Management Practices – The Square should be able to be operated and maintained using best practices for environmental sustainability.

6. HERITAGE

The design should enhance the existing historic features of Court Square Park and may provide additional opportunities for historic interpretation.

7. SITE ORGANIZATION AND RELATIONSHIPS

The layout should provide appropriate transitions and forecourt spaces to the Town Hall and the Hawks and Reed Performing Arts Center, including tenant entrances and alleyway access.

Except for minor transitions in landscaping, paving materials, paths and accessibility improvements, the new components should not alter the design or features of the historic Court Square Park.

8. ADAPTABILITY

The Square should be designed to be adaptable to changes in the future in terms of program and events, as well as prospective locations for public art along the walkways, and throughout the Square.

The utilities serving the Square should be adaptable so that they can be modified in the future.

9. MAINTENANCE

The design should take into account a level of maintenance that can reasonably be achieved by the Town with the assistance of non-profit groups and abutters. Paved areas must be designed to permit clearing of reasonable paths for pedestrians and vehicles where permitted.

10. SECURITY

Anyone walking through Court Square at any location and at any time should be visible from locations along the exterior. Adequate lighting levels should be provided so that activities in the interior of the square can be reasonably visible from some location along its perimeter.

11. LIGHTING

Overhead fixtures should be consistent with the predominant pedestrian-scale fixtures in the downtown. Special feature lighting should be incorporated to highlight the interior of the Square, such as bollard lighting or other fixture types. Uplighting of featured tree canopies may be included. Special string lighting or other seasonal fixtures should be anticipated with connection and support points.

12. SIGNAGE

Signage should clearly identify Court Square. Wayfinding signage should be provided for Town Hall, parking, and other key destinations. Accommodations should be provided for Farmers Market and special event signage.

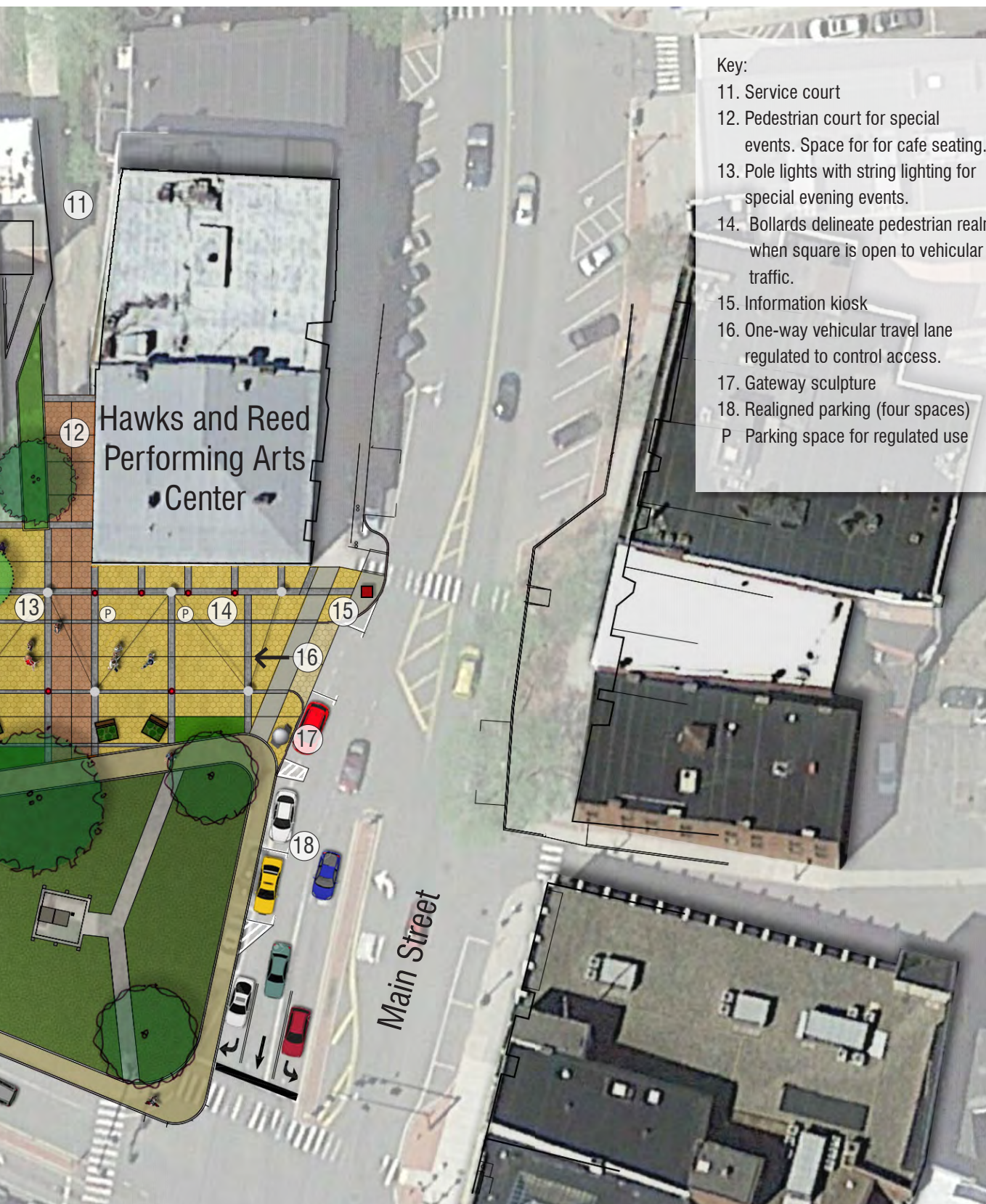
13. UTILITIES AND DRAINAGE

The entire Square should be designed for positive drainage into existing systems. Site utilities should include electrical outlets to support special events and the Farmers Market. Hose bibs should be provided to allow washing down of the Square after special events, and for watering plant containers.

Key:

1. Crosswalk
2. Bench
3. Realigned parking (six spaces)
4. Traffic island with granite sett pavers
5. Proposed tree
6. Raised planter
7. Bicycle parking
9. Landscape area for green infrastructure demonstration area
10. Future park (parking garage forecourt)





Key:

- 11. Service court
- 12. Pedestrian court for special events. Space for for cafe seating.
- 13. Pole lights with string lighting for special evening events.
- 14. Bollards delineate pedestrian realm when square is open to vehicular traffic.
- 15. Information kiosk
- 16. One-way vehicular travel lane regulated to control access.
- 17. Gateway sculpture
- 18. Realigned parking (four spaces)
- P Parking space for regulated use

STREETSCAPE DESIGN CONCEPT PLAN

The streetscape design provided in this Design Report illustrates how community goals could be achieved for Court Square.

The design concept conceives of Court Square as a paved plaza that retains a vehicle driveway and parking spaces through it. The circulation for vehicles and parking spaces would be rearranged to provide safer operations. The Square would have enhanced lighting, seating, and expanded landscaped areas. It would be designed to be adjustable and adaptable; some of the seating and plantings would be provided as special planters that could be rearranged, for example.

The design plan transforms the sidewalks and street into a distinctive zone with special paving. This treatment signals the importance of pedestrians, slows traffic and can be used as a connected, continuous plaza for special events, regular programs or other purposes. The design raises the surface level of the street to match with the sidewalk along the sides of Court Square. Bollards and changes in color and texture would distinguish pedestrian and vehicular areas. The paving pattern provides a consistent accent band in granite or other materials within the special pavement to identify and delineate areas for parking and deliveries.

Parking would be rearranged. The concept design locates several parking spaces in front of City Hall and the Hawks and Reed building. Some of these could be designated for handicapped parking, or for loading and unloading at specified times. The design realigns parking south of Court Square near the church, to optimize existing parking while creating additional green space. It relocates parking along the Main Street edge of Court Square to provide an opportunity to add a right turning lane for vehicles from Main Street onto Bank Row Street.

The landscape concept includes adding beds of native plant material in locations that are accessible to pedestrians, complement the adjacent park, and enhance the landscape character of the area. The design envisions movable landscape planters that can be designed to create informal seating. They could be re-arranged over time to best accommodate the evolving uses and needs. The design adds trees in a few locations to create shade for pedestrians and to add to the green character of Court Square.

The design concept enhances the alley between City Hall and the Hawks and Reed Building to improve pedestrian access between Court Square and the parking behind City Hall. Patterned paving would be extended into the alley. The alley should be used as an extension of the Court Square plaza and made available for special events.

Crosswalks would be re-organized to better match safe pedestrian paths, including a new crosswalk leading across Bank Row Street to the new parking garage.

Several locations in the redesigned Square would provide opportunities for civic installations, such as an informational kiosk and art installations.

The design provides pedestrian-oriented light fixtures in locations for safe circulation and support evening events in the space. Electrical outlets would be provided for event lighting, seasonal displays, or for temporary equipment.

STREETSCAPE DESIGN ELEMENTS

The following observations describe various design elements envisioned by the Concept Plan.

Events, Arts and Culture



Concept for Bee Sculpture

The concept suggests locations for elements that reflect unique aspects of the Greenfield.

The plaza and street spaces are organized to support the seasonal farmers' market and provide opportunities for some expansion in the number of vendors that it could host. A concept diagram illustrates a prospective layout for the market, which would consist of a double row of booths, with a pedestrian path in the middle. The illustration indicates a few locations where additional booths might be provided. The layout provides for the loading and unloading of trucks. The plaza could accommodate temporary parking of trucks in Court Square associated with direct sales, such as a food truck.

Court Square provides a special opportunity for public art and interpretive elements that convey Greenfield's legacy as a source of modern beekeeping. This legacy is due to the ingenious work of Reverend L. L. Langstroth in the middle of the 19th century. Reverend Langstroth was a minister of the Second Congregational Church, adjacent to Court Square. He revolutionized beekeeping and the commercial production of honey. He was responsible for major innovations through his research and publications. His inventions rapidly became the international standard for beekeepers and they remain the dominant technology worldwide today.

Other artistic and interpretive opportunities can be assembled and placed in the public space in conjunction with civic events, educational institutions, and informal performing arts activities.

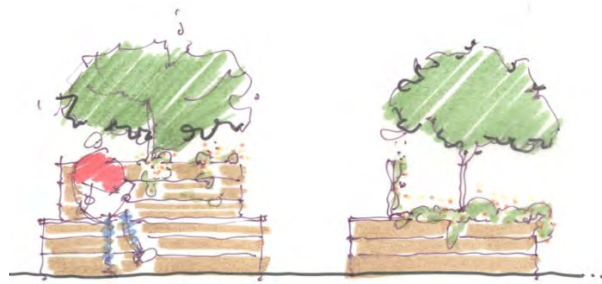
Landscape Elements

The realignment of Court Square between Newton Place and Bank Row Street creates an opportunity to create additional green space. These green spaces will include additional street trees, planting beds, and large planters that could be used for seasonal planting.

The streetscape design incorporates strategically located street trees and planting areas. Open space along the eastern edge shared with the park will create additional green space for stormwater management. These areas will complement the existing Court Square Park providing an area of transition between the paved areas of the plaza and the landscape character of the historic park. Location of the plant material is held to the periphery so the plaza may best operate as a flexible space for a variety of gatherings and events of various sizes. Street tree locations near City Hall align to the architectural style of the building. Other street trees are situated in locations to provide shade at the pocket park and southern corner of the plaza.

The large planters would be placed and rearranged to suit the evolving activities in the Square. The Town could solicit sponsorship for planning and maintaining these planters.

Other plantings should be of native species and of a variety that is commonly found in the Greenfield area and Pioneer Valley region. These species are best suited for the local climate and will require less maintenance as non-native species. Additionally, selection of native species and local variety will help to create the ‘local’ character desired by the community.



Large Planters with Seating Edge

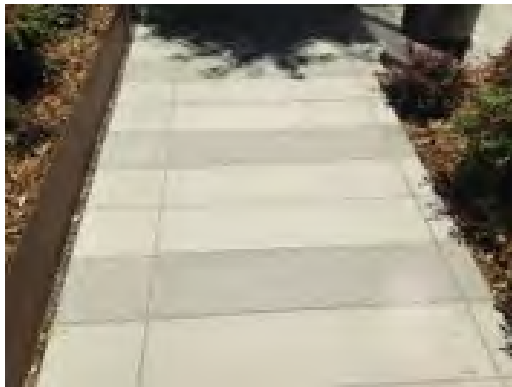


Plaza Planters

Paving

The Court Square surface and sidewalk areas are shown as a pattern composed of unit pavers. They would need to be chosen for their durability and capacity to serve as both pedestrian paving and for vehicular use. There are many viable choices available from contemporary manufacturers, including special concrete pavers, stone, and asphalt. The materials will need to be slip-resistant. All paving material selection should anticipate the need to have even surfaces and be resistant to settlement by providing a consistent underlayment of asphalt or concrete.

The patterns are intended to reinforce the geometry of the buildings and spaces. A hierarchy of these paving bands can be established with variations in width to reflect the conditions of the various segments.



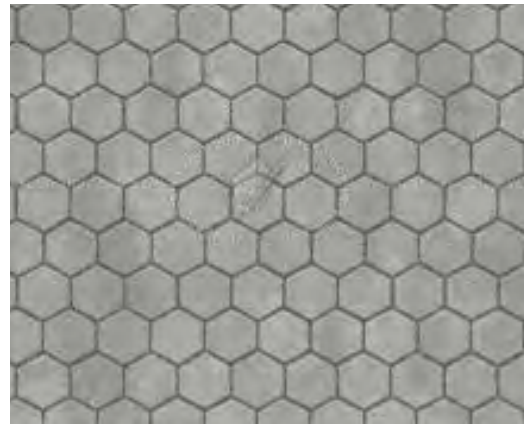
Textured Concrete Patterns



Typical Crosswalk Markings



Stone Unit Pavers



Hexagonal Asphalt Pavers

Lighting

Lighting within the plaza should consist of two forms: pedestrian-scale street lighting and bollard lighting.

The streetlighting fixtures should be the same or similar to other downtown lighting fixtures. Current streetlighting technology allows for illumination levels to be tailored to the conditions of the installation. In general, the plaza and its junctures with adjoining roadways and uses should have relatively high lighting levels for pedestrian safety and evening activities. Selection of the light source should consider the color rendering properties so that the green landscape materials and colors in the paving are prominent.

Bollard lighting fixtures should be used in locations that accent pedestrian routes, such as near building entrances and crosswalk locations, and to provide delineation between pedestrian and vehicular realms.



Example of Contemporary Street Lighting Fixture



Example of a Bollard Light

Site Furnishings

Street furniture includes items such as benches, bollards, trash receptacles, and bicycle racks. The selection of site furnishings should consider City standards and historic context, but can also provide more contemporary styles in keeping with this new plaza that is being added to the downtown.



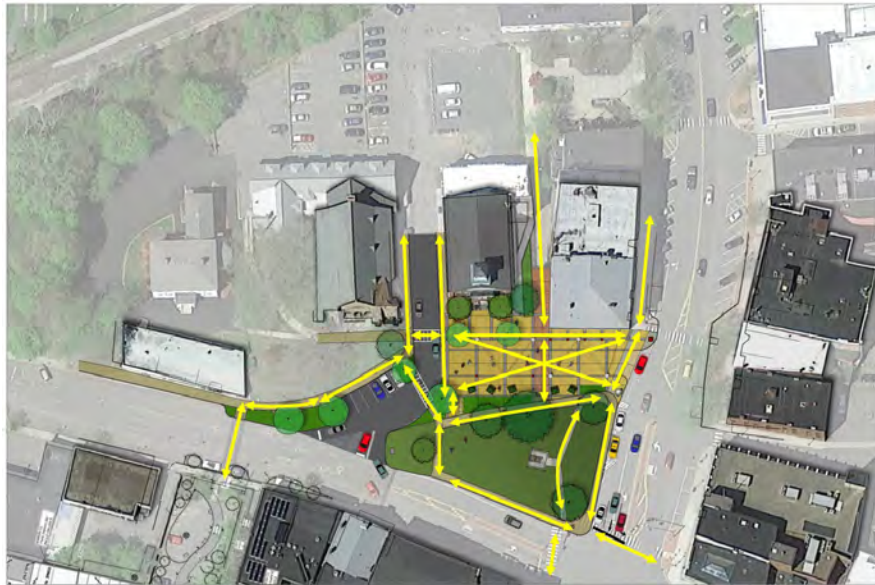
Clockwise: Contemporary Bicycle Rack; Contemporary Information Board; Example of Interpretive Signage; Example of Contemporary Benches

Curb Transitions

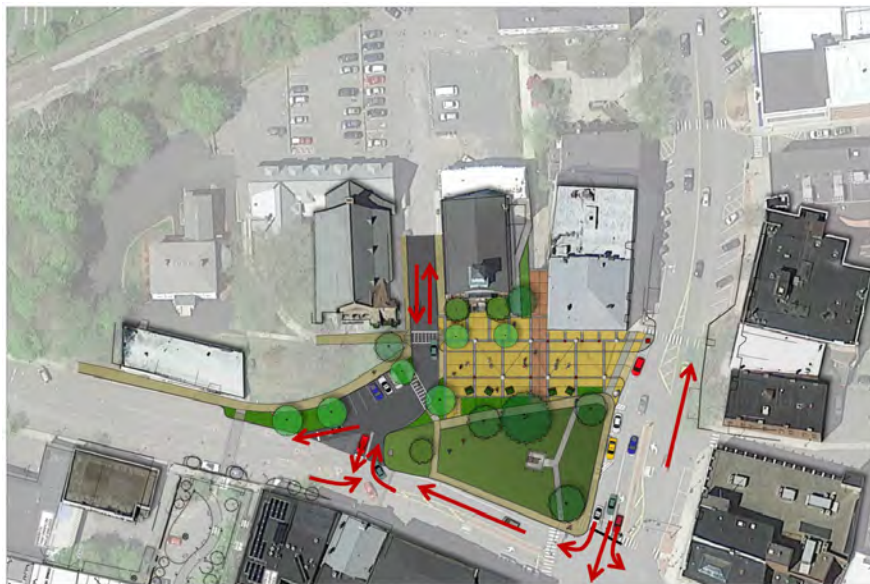
Curb transitions should be created to provide access onto the continuous plaza level of the redesigned Court Square for vehicles. This sloped segment would need to be clearly marked and be sloped so that it provides a smooth transition for vehicles.

Use and Circulation Patterns as a Street and as a Plaza

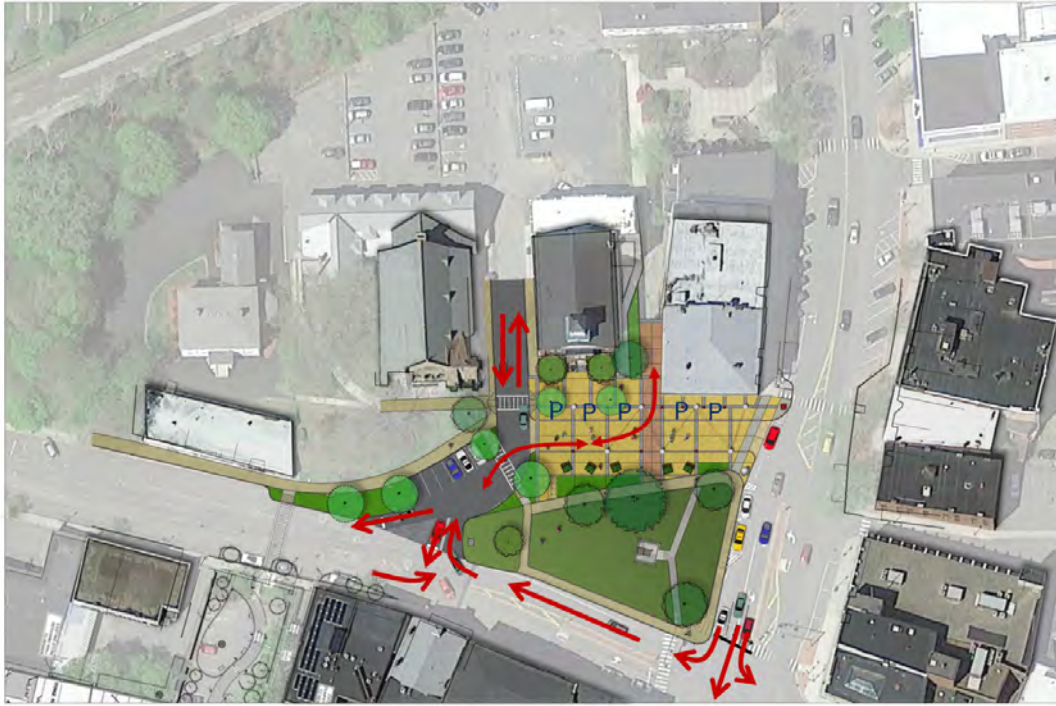
The following diagrams indicate how Court Square would function in two different modes – as a street connection, and when it is closed off for special events. In either case, it would be fully accessible for emergency vehicles and loading/unloading activities.



Pedestrian Circulation Plaza Mode



Vehicle Circulation Plaza Mode



Vehicle Circulation Service and Loading

IMPLEMENTATION STRATEGY

This streetscape plan provides a basis for advancing the project towards funding, final design, approvals and eventual construction. The implementation will be dependent upon participatory processes that engage the community and key stakeholders each step of the way.

ACTIONS

The following actions will be needed to advance the redesign of Court Square and accomplish the community goals described in this Report.

- Traffic and parking coordination - The design concepts should be coordinated with the evaluation and potential reconfiguration of nearby streets and intersections. In particular, the operations and configuration of the intersection of Main Street, Federal Street, and Bank Row Street should be taken into account.
- Site survey – A current site survey should be prepared, including all underground utilities.
- Funding – The City should seek funding for the project, including local sources, grants and state or federal sources.

- Stewardship – The City should seek stewardship agreements with area property owners and associations, including provisions for the future farmers’ market activities, support for maintenance, programming of events within Court Square, and sponsorship of public art or interpretive elements.
- Final design – The final design phase should include confirmation of the project scope, refinement of the design program, additional design studies, and the detailed landscape architecture and engineering needed for public bidding.
- Construction – The construction of the improvements need to be coordinated by City staff to support ongoing operations and access during the construction period.
- Management – The City should establish responsibilities for managing the future space, including such topics as establishing user fees for maintenance, seeking programs for the space, and deciding among potential users and events, and funding for repairs and upkeep.

TOOLS

There are a number of methods and programs that will assist Greenfield in taking action to advance the streetscape design. These tools may be policy and program based or utilize financial support. Some of these tools require adoption by local entities, while others are funds and programs that are managed by state authorities.

Possible policy, program or funding tools that could be used by Greenfield include:

- Community Development Block Grant Funds (CDBG) – This federal source of funds can be used for projects of this type. Greenfield would apply for funds through the Massachusetts Community Development Block Grant Program.
- MassWorks Infrastructure Program – This program was created to invest in infrastructure that stimulates economic development. The past level of grants has typically been about one million dollars for projects of this sort. The application should indicate a relationship between the plaza improvements and the redevelopment that is underway or planned around Court Square.
- Massachusetts Chapter 90 Funding – These funds are allocated yearly to municipalities to fund road and bridge construction and maintenance projects.
- Massachusetts PARC Program – The Commonwealth has a program to assist municipalities in the development of new parks and renovation of existing parks. It is administered through the Executive Office of Energy and Environmental Affairs (EEA). Greenfield would be eligible for a Small Town Grant, and because it has an approved Open Space and Recreation Plan. The maximum grant amount is \$50,000.
- Community Preservation Act (CPA) – If Greenfield adopts this funding method in the future, The City could choose to use funds for open space improvements such as those envisioned in this Plan.

- Other State and Federal Sources – Other state and federal grant programs emerge periodically to support public interests in streetscape projects, including funding related to bicycle transportation and economic redevelopment.
- Municipal Resources – Municipal resources can be used to provide some or all of the funding for projects of this type.
- Private Donors – Private donors might be solicited for individual components. This could include a broad community-wide appeal with participants names appearing on engraved paving blocks in the plaza space.

COSTS

A preliminary cost estimate has been prepared, corresponding to the improvements described in this Report.

The following cost summary is based on projects of similar scale and complexity, using a base year of 2017. The construction costs refer to the work that would be the responsibility of the construction contractor. A contingency has been provided, consistent with the preliminary status of the existing conditions documents and level of design. The other costs include such items as survey, landscape architecture and engineering fees, administration and coordination, fees and permits and other costs.

It should be noted that the costs for streetscape improvements can vary considerably. The cost is dependent upon the extent of the project, the quality of the materials, the type and quantity of amenities incorporated into the design, and technical complexities that may exist with the design and on the site of the project. It will also depend upon the escalation in construction costs that may be associated with the year in which it is bid and the economic conditions that prevail at that time.

This estimate does not include costs for police safety details which vary considerably among communities. The cost estimate also does not reflect any work to underground utilities, including new or relocated stormwater drainage which may be part of this project.

Town of Greenfield, Massachusetts
DHCD Massachusetts Downtown Initiative
Court Square Streetscape Design

Streetscape Design Concept Plan Cost Estimate

Line No.	Item Description	Unit Price	Unit	Qty	Total
	SITE				
1	Earth excavation	\$30.00	CY	300	\$9,000
2	Pavement milling	\$6.00	SY	560	\$3,360
3	Fine grading and compacting	\$4.00	SY	880	\$3,520
4	Dense graded crushed stone for sub-base	\$67.00	CY	220	\$14,740
5	Hot mix asphalt pavement top coat	\$40.00	TON	625	\$25,000
6	New vertical granite curbing - Type VA4 (Straight/curved)	\$45.00	LF	390	\$17,550
7	Removed and reset curb	\$22.00	LF	25	\$550
8	Concrete sidewalk pavement	\$55.00	SY	45	\$2,475
9	Concrete wheelchair ramp	\$80.00	SY	14	\$1,120
10	Colored texturized crosswalk	\$250.00	SY	104	\$26,000
11	Granite setts (Traffic island)	\$50.00	SY	20	\$1,000
12	Loam and seed	\$35.00	CY	110	\$3,850
13	Traffic signs	\$10,000.00	LS	1	\$10,000
14	Pavement marking - 4 in width	\$1.00	FT	200	\$200
15	Pavement markings - 12 in width	\$2.00	FT	25	\$50
	Site material costs subtotal				\$118,415
	LANDSCAPE				
16	Street trees	\$1,500.00	EA	6	\$9,000
17	Shrubs and groundcovers	\$20.00	SF	2,950	\$59,000
18	Seasonal plantings	\$20.00	SF	30	\$600
	HARDSCAPE				
19	Specialty concrete pavers	\$20.00	SF	7,925	\$158,500
20	Granite accent band	\$40.00	SF	1,785	\$71,400
21	Tree grate	\$2,500.00	EA	2	\$5,000
	SITE AMENITIES				
22	Bench	\$3,750.00	EA	8	\$30,000
23	Informational kiosk	\$15,000.00	EA	1	\$15,000
24	Trash / recycling receptacle (Pair)	\$4,000.00	EA	1	\$4,000
25	Planters	\$1,200.00	EA	10	\$12,000
26	Bollards	\$1,500.00	EA	6	\$9,000
27	Bicycle rack	\$1,500.00	EA	4	\$6,000
28	Art element	\$15,000.00	EA	1	\$15,000
29	Moveable bench planter	\$7,500.00	EA	5	\$37,500
	LIGHTING				
30	Light fixtures	\$12,500.00	EA	7	\$87,500
31	Lighting bollards	\$2,500.00	EA	4	\$10,000
	Landscape materials costs subtotal				\$529,500
	Material costs subtotal				\$647,915
	Mobilization and General Conditions (10%)				\$64,792
	Subtotal				\$712,707
	Total Contingency (25%)				\$178,177
	Construction Subtotal				\$890,883
	Other Project Costs (Design, Engineering, Survey, Administration, Other Costs) (20%)				\$129,583
	Total Project Costs				\$1,020,466

Assumptions:

Based on 2017 year construction costs
Pavement mill and overlay from Bank Row Street, along Court Square to Newton Place at Town Hall
Milling 2" of existing pavement with overlaying 2" hot mix asphalt pavement
Remove and reset 50% of existing granite curb and replace 50% of existing granite curb with new granite curb
Costs associated with subsurface drainage modifications not included in this estimate.

APPENDIX: DESIGN CONCEPT ALTERNATIVES

Harriman prepared several design concept alternatives to explore different ideas for the future of Court Square. This summary describes the alternatives and comments received from participating members of the community, stakeholders, and Advisory Committee members.

ALTERNATIVE A – OPEN PLAZA

This alternative explored the concept of a less organized assembly of streetscape elements. Street trees were strategically located but not in any groupings or pattern. Seating for pedestrians to perch was created with seat walls under some of the street trees and café seating was considered in front of the performing arts center. The plaza pavement was laid out in a curvilinear fashion with infill areas of a fixed color range. Only emergency access was proposed for the plaza with existing parking removed. The current capacity of the Farmers Market was evaluated and a more random placement of the vendor tents was considered in the design.

This alternative proposed realignment of the parking spaces near the Court Square and Bank Row Street intersection to bring the parking stalls to safe design standards. Realignment of this parking allowed for a small ‘pocket park’ to be created and bring more green space into the streetscape design.

Comments received during the reviews of this alternative included:

- This approach does not leave enough space for the Farmers Market and other similarly sized cultural events.
- This would remove direct vehicular access to the performing arts center, alley and Town Hall.
- The organic layout is attractive.
- There would be too many trees and other physical obstacles in the plaza area.
- The introduction of a pocket park at the intersection of Court Square and Bank Row Street was well received.



Concept Alternative A

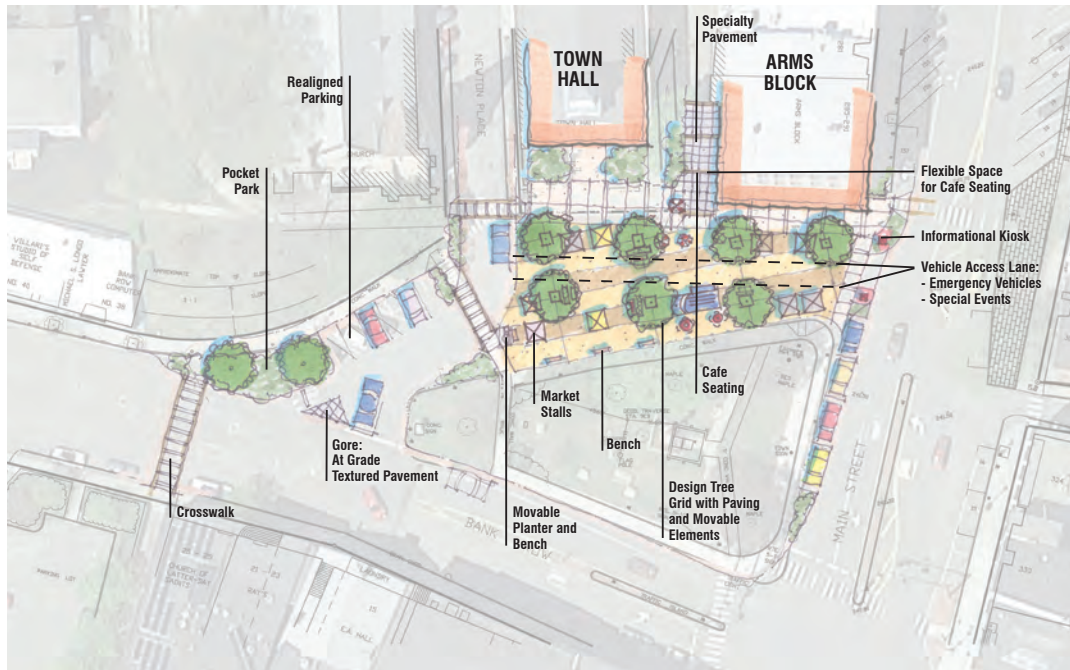
ALTERNATIVE B – FLEX SPACE

The concept explored in this alternative was flexible space with a more organized assembly of streetscape components. Street trees were organized in two rows. Seating was provided with benches under each tree and along the western edge of Court Square shared with the park. The plaza pavement was laid out the Court Square area in wide bands of alternating color fields. Pavement in front of Town Hall, the arts center and the alley was shown as a smaller scale grid with accent bands. A one-way lane was delineated for use by emergency vehicles and vendor vehicles during special events. A gateway element and information kiosk are strategically placed along the pedestrian sidewalk bordering Main Street.

The same parking reconfiguration and pocket park in the southern portion of Court Square shown in Alternative A was shown in Alternative B.

Comments received during the reviews of this alternative included:

- There would not be enough contiguous open space for the Farmers Market and other similarly sized cultural events.
- The reconfigured parking and reallocated parking on Main Street are good ideas.
- There is support for improving the alley to enhance the connection between Veteran's Park and Court Square.
- The alley should be where the café seating is located, while also used as a flexible space.



Concept Alternative B

ALTERNATIVE C – EXTEND THE PARK

This alternative explored a concept that extend the green space of the adjacent park into Court Square while providing a highly organized assembly of streetscape elements. Street trees are placed in two rows, one row along each edge of the plaza. Seating is shown as bench seating on the periphery of the plaza space and with moveable planters located more within the plaza area. Café seating was noted in front of the performing arts center and in the alley. The plaza pavement was laid out in a larger sized grid pattern with the tighter grid pattern in the alley extend to the western edge of Court Square.

A one-way travel lane is noted for the length of the plaza to provide vehicular access to delineated parking and delivery spaces. Parking on Main Street along the park is shown shifted east to accommodate the possible reconfiguration of travel lanes at the Main Street and Bank Row Street intersection.

The parking in the southern portion of Court Square was removed and two spaces reallocated to Bank Row Street. A realigned Court Square creates a t-intersection with Bank Row Street. This realignment and removal of parking spaces creates a large-sized pocket park of landscape material and bench seating.

Comments received during the reviews of this alternative included:

- Providing off-street parking in the plaza area is a good idea as long as it is regulated and not used during events.
- The pocket park and its size are attractive improvements but at the expense of losing all of the parking spaces.
- The street trees in front of the performing arts center interfere with the visual and physical access of the building.

- The concept appears to have too much hardscape area even though it is less than what exists today.
- The extension of the park into Court Square using lawn and planting areas is a great idea.
- The concept provides the largest space for Farmers Market operations.



Concept Alternative C

GENERAL COMMENTS

The analysis of concept alternatives resulted in a general idea that the openness of the current Court Square area should be maintained. While there was agreement that more streetscape should be introduced and the area redesigned for the pedestrian instead of the automobile, it was also agreed that a plaza area should be relatively open and flexible in terms of its use.

General comments regarding elements of the streetscape design included:

- Lighting should be adequate for public safety and evening events in the space but not be nuisance to those occupying nearby buildings.
- Light posts and bollards should be more contemporary in style in a manner that brings an “arts district” character to the space.
- Streetscape furnishings should pair with the lighting and reinforce an art district look and feel.
- The curb cuts and one-way travel lane should consider emergency vehicle turning radii from Main Street.
- The idea of creating additional planting area and seating with a movable planter / bench is attractive.
- The current informational kiosk at town hall should be replaced and located closer to Main Street so it can be seen by both drivers and pedestrians.
- Entertainment uses within the Hawks and Reed Performing Arts Center require an important delivery access to the front and alley side doors that will need to be preserved and provided for in the plaza and alley improvements.
- Participants discouraged the reduction of on-street parking spaces in and around Court Square, and encouraged the retention of the existing parking spaces as possible or find reasonable alternative locations to relocate parking.
- Café seating in front of the commercial building is less desirable than locating the seating in the alley.
- There is a clear perception that the streetscape elements will create a vibrant civic place that will increase surrounding business value and bring in more business opportunity.

**TOWN OF GREENFIELD COURT SQUARE STREETSCAPE
DESIGN REPORT**

Prepared for the Town of Greenfield

Prepared by Harriman

February, 2018

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