



A Deliberate Downtown: growing by design

Thursday, February 27, 5:30-7pm

@ Hawks and Reed, 289 Main St.

Agenda

- 5:30 – 5:35 PM Welcome from Nancy Hazard, Committee Chair
 - Introduction of Mayor Wedegarten
- 5:35 – 5:40 PM Historical Context from Mayor Wedegarten
- 5:40 – 6:30 PM Panelist Introductions & Questions
 - Moderated by Hannah Rechtschaffen
- 6:30 – 7:00 PM Community Q & A
 - Moderated by MJ Adams
- 7:00 PM Closing & 'Thank You'
 - Hannah Rechtschaffen

Questions to prepare for:

1. What is the role of downtown businesses/business owners in the shifting retail landscape?
2. How can Greenfield residents play an active role in the positive evolution of Greenfield?
3. Which policies impact how the downtown is developed over the next five years?

Progress in Downtown Greenfield, Since 2014

Land Use	Transportation	Economic Development	Housing	Natural, Historic, Cultural	Public Facilities, Services, and Energy
Zoning revision to encourage development → Zoning Use Table updated → Downtown mixed-use approved → Density downtown Updated housing & parking guidelines in process Downtown experience enhanced → More outdoor/sidewalk dining → New ice cream store	Overall → Garage completed! → Complete Streets adopted → ADA accessibility improved Walkability → Old bricks replaced with smoother concrete → Upgraded snow removal ordinance → New walk and YIELD signs Bike-ability → Federal Street bike lanes, others in process Public transportation improved → Transit Station brings more people to downtown - → Bus: New visible FRTA bus stops → FRTA service expansion pilot project → Train: North South service expansion pilot project Increase connectivity to neighborhoods → Bus: new FRTA bus stops around town Electric vehicles supported → 8 new charging stations in garage	Downtown Arts, Festivals, Branding & Promotion → More downtown events: Hawks & Reed, theater, spoken word, festivals → Cultural District & Crossroads designations → Progress partnership – 1st Fridays Eateries robust- spilling out onto sidewalks → Bee Fest expanding → Winter Carnival Ice sculptures → Criterion Bike Race → Pre-Fest to Green River Festival → Halloween Rag Tag continues Attracting Jobs & Industry & Use underutilized buildings → GCET – Affordable Universal Broadband → Greenspace CoWork created & expanding! → Another Castle – Plug-n-play Co-work space → DA redeveloped building on Bank Row → CDC Food Processing Center-freezer built → New Town Website Downtown Beautification → Recycled Benches → Light Pole Banners → Painted meters and utility boxes → Sidewalks upgraded – grass in bumpouts → 188 Main Street building demolished Downtown Core strengthened → Court House → Parking garage → DA office → Library OK'd → Retained Post Office and RMV Densify Downtown → Accessory Dwelling Unit (ADU) code adopted → Housing Ordinance in process	More housing near downtown → Deerfield St: Green River Commons—affordable homeownership → Accessory Dwelling Unit (ADU) adopted → Tiny Homes – James St awarded “Just Big Enough” → Ordinance to increase housing density in process Repurpose historic homes & buildings → City IDing vacant homes working to achieve occupancy → Multi-unit housing City working with private developers → Exploring use of Armory etc. Supporting vulnerable populations → Discussing need for more housing for elderly and those in recovery or returning from jail City working with landlords → to ease concerns about renting to vulnerable populations Rental subsidies → Sober housing for women Homeless issues → Warming Center for winter months at Salvation Army with Service Net support → City Council Housing Committee discussion and recommendations	Enhancing Cultural Vibrancy Downtown → Cultural Activities and Spaces → Hawks & Reed & Greenfield Gallery thriving! → Silverthorne Theater moved downtown → Garden Cinema – new owners! → Winter Fest Ice sculptures downtown → Spoken Word events → LAVA Center opened → HIVE maker space acquires store front Downtown Public Art → painted utility boxes & parking meters → Murals: Veterans Mall & Wilson's side wall → Bee Hive sculpture on Bank Row → Brookie, bicycle & Shadie sculptures here and there → BEE sculptures coming soon History Preserved & Celebrated → Preserving historic facades → Greenfield Gallery → Dinosaur and Bee history celebrated in new pocket park → Bas reliefs incorporated into new Parking Garage Downtown Pocket Parks & footpaths → Bee/Dinosaur Pocket Park → 188 Main St demolished. Park under construction → Pollinator corridors expanding... Energy Park to John Zon Community Center, Fiske Ave, YMCA	Moving toward a Fossil-Fuel-Free Future → Downtown lighting – all LED → Town Hall – new heating/cooling system & insulation → Energy Efficiency program for Commercial buildings: → C-PACE funds – Bank Row DA building using them → John Zon Community Center built – Net-Zero-Energy ready → NEW Library – commitment to Net-Zero-Energy → Historical Society building efficiency upgrade – in process Downtown Safety improved → Crosswalks marked better → Downtown police presence Services → Seniors & Community meeting space: John Zon Community Center built → Youth: Commission reinstated → Vulnerable populations: CHD Greenfield Center for Wellness, partnership CHD and Community Health Center of Franklin County, opened on Main Street → Other services kept in downtown Increase Tree Canopy → Grant for 800 trees over three years!



GREENFIELD

'Deliberate Downtown' panel shares successes

By MELINA BOURDEAU
Staff Writer

GREENFIELD — When the Planning Board finalized its master plan in 2014, it was with the idea that “the downtown was the engine,” Mayor Roxann Wedegartner said.

The city's downtown, she said, is “the thing that makes Greenfield wonderful, and it has a role to play in housing, transportation, every aspect of Greenfield.”

On Thursday, the Sustainable Greenfield Implementation Committee — which was tasked with implementing the master plan after the Planning Board's work was complete — was joined by local business owners, elected officials and artists in sharing progress on the master plan over the last five years and ideas for the future during “Deliberate Downtown: Growing by Design.”

Wedegartner, who spoke about her previous role on the Planning Board, said much like the title of the event, held at the Hawks & Reed Performing Arts Center, the master plan was “very deliberate.”

“This celebration of the five-year mark is a testimony to that plan, not just the mas-

ter plan, but the plan to make sure it was a living document,” she explained. “We still have a lot to do. The implementation section is in the back so we've got several more years, five, that we can spend looking at the other things.”

Following Wedegartner's speech, the panelists introduced themselves and spoke about their respective positions in Greenfield, and audience members were able to ask questions.

Greenfield Business Association President and Baker Office Supply owner Bill Baker spoke about both of his “hats.” He read the association's mission statement and spoke to the group's intentions before sharing his views on downtown as a business owner.

“As an organization, we're trying to foster and build our whole community because if we want to move forward, we have to move forward the business community, the residential community, the arts and entertainment community, and city government,” Baker explained. “We all need to focus and come together to energize downtown.”

Jeff Sauser, co-founder of Greenspace CoWork, said he

is impressed that a master plan could inspire so many people to come to an event. Sauser said he also works as an urban planner, and through each of his “lenses” — professional, personal and business — he finds a few factors important to downtown.

“It's fundamentally to attract and retain talent, workforce development, families and creatives,” Sauser said. “As Roxann said, downtown is the engine that drives these things. It's not the only thing that contributes, but it's a huge factor. We have a great downtown. Also in combination with the quality downtown, we need to foster entrepreneurship and creativity, and leverage some of the built-in advantages we have here.”

Owner of Greenfield Gallery and co-organizer of the Progress Partnership, Rachael Katz, spoke about The Hive makerspace, set to open at 156 Main St. in spring of 2021, and its potential.

“As a makerspace it's completely open. You can make whatever you dream of. We're going to have the high-tech stuff, we're going to serve as a pipeline for local businesses, we'll be interfacing with the



STAFF PHOTO/DAN LITTLE

Jeff Sauser, co-founder of Greenspace CoWork, speaks during the “Deliberate Downtown: Growing by Design” panel discussion at Hawks & Reed Performing Arts Center on Thursday night in Greenfield.

high schools to get training for people, we'll work with theater people,” Katz said. “Really across the board when you add that into this emerging ecosystem we have here ... now you've got all the pieces.”

Chair of the Business and

Information Technology Department at Greenfield Community College, Michelle Barthelemy, emphasized that the college's success spells success for Greenfield.

“When we came up with the ideation center, the intent was

not to work in a silo but to bring everyone in the community together to support young entrepreneurs who are coming out of GCC,” Barthelemy explained. “The ideation cen-

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ter, the entrepreneurship center, the cafe lab — this is not just the student space, this is all your space, and we hope to see you there.”

Co-creator of Greenfield's Downtown Neighborhood Association and City Council Vice President Otis Wheeler

said he's worked to create change aligning with the master plan, including voting for a new library and proposing changes to zoning.

“(The Downtown Neighborhood Association) has tried to act as a booster for the downtown to organize cleanups,” Wheeler said. “My feeling about downtown is that one of the things that needs to happen in order to make this place thrive is we need to grow

the population a little bit. We need to provide not only the affordable housing that is needed, but also housing of all types. People are being priced out of Amherst and Northampton, and if we can capture some of that demand, we can make a downtown that really thrives.”

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