GREENFIELD COMMUNITY PRESERVATION ACT APPLICATION FORM

Greenfield Community Preservation Committee % Christian LaPlante 14 Court Square Greenfield, MA 01301 Or by email: cpc@greenfield-ma.gov Date submitted: by U.S. mail______, email_____x____, or in person______ **Project Title:** Green Fields Market Expansion into former Wilson's Building Applicant: Franklin Community Cooperative Corporation Are you an incorporated organization? x Y N If not, who is your fiscal sponsor? Is this project on city-owned land? ___Y __x_N If yes, name the department or commission who is co-sponsoring this project. Project Location/Address: 258 Main Street, Greenfield, MA 01301 Contact Name: **David Russell** Mailing Address: 144 Main St Greenfield MA 01301 Daytime Phone #: 413-320-7787 **Email Address:** david.russell@fcc.coop Date of Submission: 11/14/2023 **Total Project Cost CPA Funds Requested**

\$ 200,000

\$ 22,000,000

Submit this application by November 15, 2023 to:

PROJECT DESCRIPTION:

- All of the following must be answered in the space provided
- Include supporting materials as requested or as you believe necessary as attachments

1. Describe the Project

Franklin Community Cooperative is planning to expand its flagship store, Green Fields Market, into the first floor of the former Wilson's Building, more than doubling the store's current retail space and reactivating this historic downtown anchor. We are currently planning to close on the property in May 2024 with rehabilitation and construction to begin immediately thereafter. This project is in partnership with Mass Development, the current owners of the building, and The Community Builders, Inc who are planning to develop the building's upper stories as mixed income housing. Restoration of the historical façade and maintaining and restoring the interior tin ceiling, terrazzo tile and cast iron columns are aspects of our planning.

2. What are the goals of the proposed project?

Franklin Community Co-op has been a downtown anchor business, located on Main Street in Greenfield for over 30 years. The renovation and expansion of Green Fields Market into the historic Wilson's Building continues this well-established commitment while filling a long-standing prominent vacant storefront on Main Street in Greenfield, the only city and county seat in Franklin County.

The expansion will increase the number of employment opportunities in Greenfield. Currently, over 92% of co-op employees reside in Franklin County and this project expects to add an additional 20 new positions to the co-op, a unionized workforce committed to providing excellent employee benefits and wages.

The expansion will strengthen our role as a longstanding community business focused on enriching the community through building partnerships and supporting the work of nonprofit organizations and buying from local farmers and producers.

3. Who will benefit from this project and why/how?

Green Fields Market is an existing anchor business in downtown Greenfield. The expansion project will bring a full service, centrally located grocery store to the downtown, helping to generate traffic and encouraging economic activity in the city. The new store will be a block from Greenfield's new state of the art public library and across from the city commons, a vibrant music venue, local arts, and City Hall. With a 45 year history, FCC has an established reputation as a local business committed to serving our whole community, not only by supporting local businesses and farms but through community partnerships with over 30 organizations that provide healthy food access and community services to Franklin County residents. The new location will include a larger, onsite community room that can be reserved for community gatherings, workshops and events. The community room will have a teaching kitchen for workshops on preparing healthy meals, learning kitchen-based skills, and classes for kids about nutrition and learning how to cook. The project will serve as a retail anchor for upper story housing development by The Community Builders who intend to develop approximately 65 units of one, two, and three bedroom mixed income apartments.

We are a mission-driven organization with a specific commitment to developing and supporting the local food system. We currently spend more than \$2 million dollars annually purchasing from local vendors, with an emphasis on small farmers. We expect the volume of our purchasing to increase roughly proportionally to sales volume.

We expect to add approximately 20 new FTE positions within three years of opening in the new location.

4. How will you measure your success?

We measure our success in meeting organizational goals through a variety of methods, including internal reporting on financial and other values-related metrics, as well as external feedback through periodic surveys of staff, member-owners and the general public, listening sessions, and the like.

5. How does this project fit with the requirements of the Community Preservation Act? (See attached chart)

The former Wilson's building is located within the Main Street Historic District as designated by the State Register of Historic Places. The restoration of the former Wilson's original façade has been specifically noted as desirable in the Massachusetts Historical Commission record GRE.113 ("American House") (attached), it states, "The stately facade of the Wilson Block, with corbelled brick cornice, double- hung windows with granite sills and segmental arches, and a handsome storefront, has been completely obscured by a vented metal facade, installed in 1965. Removal of the modern exterior would probably reveal a well-preserved commercial facade with strong links to Greenfield's past."

We also intend to preserve and restore the original tin ceilings, Terrazzo tile and cast iron columns in the front portion of the ground floor of the building which we believe the Historical Commission would deem historically significant on review.

6. If appropriate, how does this project fit with existing City plans? (See GCPC Plan https://greenfieldma.gov/government/boards and commissions/community preservation committee.p

We believe our project is well-aligned with the stated CPC objectives to "Preserve and protect Greenfield's historic buildings, facades, and landscapes" and to "support historic preservation projects that serve multiple public purposes."

In a broader perspective, we believe our project is core to advancing Greenfield's Comprehensive Sustainable Master Plan through its impacts on downtown revitalization, its support of local agriculture and food production, the maintenance and creation of well-paid jobs, and workforce skill development.

7. Have the appropriate city boards and commissions expressed support and/or approved the project? What is the nature and level of community support for this project? Please attach any letters of support to your application.

We have received approvals from the planning board, the historical commission, and the zoning board. As of October, we have raised \$1.62 million in member loans supporting the project, and received a state Underutilized Properties Program grant of \$750k. The Mayor's Office has publicly expressed strong support for the project on many occasions. A letter of support from Nancy Hazard of Greening Greenfield is attached.

8. In the case of partial CPA funding, what would be your next steps?

We are in the process of securing both New Market Tax Credits as well as conventional financing, and additionally pursuing other grant funding and philanthropic support for the balance of the project costs.

9. Budget:

Some definitions:

Personnel: Any paid staffing

Equipment: items with a useful life expectancy of more than one year.

Supplies: items with a useful life of less than one year.

Contractual: any work that is done for a limited period of time by a person/organization with specialized

skills, e.g. lawyer, surveyor, etc.

Construction: all work done on a particular property or building including erecting, altering or remodeling.

Please leave any category blank that does not apply to your project.

Category	CPA Funds	Other Funding Source	In-Kind Value	Total
Personnel		\$100,000		
Equipment		\$3,000,000		
Supplies		\$600,000		
Contractual		\$1,700,00		
Construction	\$200,000	\$12,800,000		
Other		\$1,600,000		
TOTAL	\$200,000	\$21,800,000		\$22,000,000

Describe the basis for your budget and the sources of information you used.

This budget is based on preliminary estimates of cost from a variety of sources including: our project architect Thomas Douglas, our general contractor Wright Builders, United Natural Foods Inc, who are providing our equipment estimates, and National Cooperative Grocers Development Cooperative, who are consulting on design and financial aspects of the project.

Other Funds:

- Please identify the other sources of funding including federal, state, or local government or any other sources.
- Cash means that the source is providing funds.
- In kind means that the source is going to give labor or goods, but no cash. In kind support still has value. How much would it cost if you were to pay for the labor or goods?
- Confirmed means that the organization or business has made a commitment to supply the items, labor or funds

Organization	Item	Amount or value	Cash (Please check)	In kind (Please check	Confirmed (Y or N)
State of Massachusetts	UPP Grant	\$750k	X		Υ

Coop member/owners	Member loans	\$1.62 million	X	Υ

10. Timeline:

Please provide a schedule for project implementation. Please include major tasks, e.g. survey, acquisition of historic documents, etc.

Task	Estimated Start	Estimated completion
Finalize store design	In progress	January 2024
Secure full project financing	In progress	March 2024
Close on property	May 2024	May 2024
Phase I Construction makeready	June 2024	October 2024
Phase II Construction store buildout	November 2024	March 2025
Store Open	April 2025	

11. Implementation:

Please provide the project manager's contact information if different from applicant.

Project Manager (Paid or volunteer)	Phone	Email
John Williams, General Manager	413-325-8808	John.williams@fcc.coop

12. Maintenance (Leave blank if not applicable to your project)

If your project requires ongoing maintenance, who will be responsible for that for the 5 years after completion? How will that maintenance be funded?

Façade maintenance will be the joint responsibility of Franklin Community Cooperative and our project partner, The Community Builders, Inc as owners of our respective portions of the building. Maintenance of the tin ceiling, terrazzo tile and cast iron columns will be the sole responsibility of Franklin Community Cooperative.

To the best of my knowledge and belief, all data in this application are true and correct. This document has been duly authorized by the individual or governing body of the applicant.

Name of authorized representative:

David Russell

Title, if appropriate

Finance Manager

Email

david.russell@fcc.coop

Phone number

413-320-7787

Signature of Authorized Representative

Date Signed

11/14/2023

Massachusetts Cultural Resource Information System Scanned Record Cover Page

Inventory No: GRE.113

Historic Name: American House

Common Name: Wilson Block - Hotel Greenfield -

Devens Hotel

Address: 242-258 Main St

City/Town: Greenfield

Village/Neighborhood:

Local No: 134; Year Constructed: 1876

Architectural Style(s): Altered beyond recognition; No style;

Architect(s): Seabury, Benjamin Hammett Company;

Use(s): Department store; Hotel or Inn; Market or Grocery Store; Speciality store;

Significance: Architecture; Commerce;

Area(s): GRE.A, GRE.C

Designation(s): Nat'l Register District (10/13/1988);

Building Materials: Wall: Brick; Granite; Metal, Undetermined;

Demolished No



The Massachusetts Historical Commission (MHC) has converted this paper record to digital format as part of ongoing projects to scan records of the Inventory of Historic Assets of the Commonwealth and National Register of Historic Places nominations for Massachusetts. Efforts are ongoing and not all inventory or National Register records related to this resource may be available in digital format at this time.

The MACRIS database and scanned files are highly dynamic; new information is added daily and both database records and related scanned files may be updated as new information is incorporated into MHC files. Users should note that there may be a considerable lag time between the receipt of new or updated records by MHC and the appearance of related information in MACRIS. Users should also note that not all source materials for the MACRIS database are made available as scanned images. Users may consult the records, files and maps available in MHC's public research area at its offices at the State Archives Building, 220 Morrissey Boulevard, Boston, open M-F, 9-5.

Users of this digital material acknowledge that they have read and understood the MACRIS Information and Disclaimer (http://mhc-macris.net/macrisdisclaimer.htm)

Data available via the MACRIS web interface, and associated scanned files are for information purposes only. THE ACT OF CHECKING THIS DATABASE AND ASSOCIATED SCANNED FILES DOES NOT SUBSTITUTE FOR COMPLIANCE WITH APPLICABLE LOCAL, STATE OR FEDERAL LAWS AND REGULATIONS. IF YOU ARE REPRESENTING A DEVELOPER AND/OR A PROPOSED PROJECT THAT WILL REQUIRE A PERMIT, LICENSE OR FUNDING FROM ANY STATE OR FEDERAL AGENCY YOU MUST SUBMIT A PROJECT NOTIFICATION FORM TO MHC FOR MHC'S REVIEW AND COMMENT. You can obtain a copy of a PNF through the MHC web site (www.sec.state.ma.us/mhc) under the subject heading "MHC Forms."

Commonwealth of Massachusetts
Massachusetts Historical Commission
220 Morrissey Boulevard, Boston, Massachusetts 02125
www.sec.state.ma.us/mhc

This file was accessed on: Tuesday, October 24, 2023 at 5:18 PM

FORM B - BUILDING

MASSACHUSETTS HISTORICAL COMMISSION 294 WASHINGTON STREET, BOSTON, MA 02108 NR DES 188

AREA C FORM NO.

CMA 134.13

ASSESSORS MAP No. _____Plot #

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	130 13	
MARETTÉ MACES		
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n	Greenfield
_	

lress 242-258 Main Street

storic Name American House/Wilson Block

: Present department store

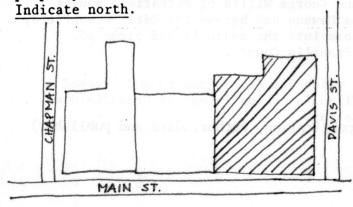
Original hotel and retail space

ESCRIPTION:

e 1876

SKETCH MAP

Show property's location in relation to nearest cross streets and/or geographical features. Indicate all buildings between inventoried property and nearest intersection.



Recorded by G.P. Fisk/P.S. Miller

Organization for the town

Date March 12, 1984

Original Owner Sarah Simons

Source	Gazet	te	&	Courier
		-	1000	And the second s

Style

Architect B H Dalaug

Exterior wall fabric brick

Outbuildings none

Major alterations (with dates)_____

Moved no Date____

Approx. acreage less than one acre

Setting downtown city street

Present Owner Robert S. Reid Jr.

Date of Purchase

Deed Book #_____ Page #____

(Staple additional sheets here

ARCHITECTURAL SIGNIFICANCE (Describe important architectural features and evaluate in terms of other buildings within the community.)

The stately facade of the Wilson Block, with corbelled brick cornice, double-hung windows with granite sills and segmental arches, and a handsome store-front, has been completely obscured by a vented metal facade, installed in 1965. Removal of the modern exterior would probably reveal a well-preserved commercial facade with strong links to Greenfield's past.

HISTORICAL SIGNIFICANCE (Explain the role owners played in local or state history and how the building relates to the development of the community.)

The building that now houses Wilson's Department Store was originally one of Greenfield's largest hotels, the American House. Sarah Simons had her husband build it in 1876 after an earlier wooden structure was demolished. One hundred guest rooms filled the upper floors, and the street level was leased to merchants. Tom and Alex White opened The Boston Store, a men's clthing shop, in 1882, the first in a line of clothiers to occupy the space. They remained until 1896, when John Wilson, a Scottish immigrant, bought them out. Wilson expanded into the second floor, adding a grand double staircase and a grocery department, and offering customers free delivery by a team of horses kept in a livery behind the store. Wilson doubled the store's size in his 33 years there.

In 1902, fire ravaged the wooden sections of the hotel. In their place, a new brick section was erected consisting of 73 rooms. It was reopened shortly thereafter as the Devens Hotel.

In 1929, R. Stanley Reid of North Adams and George Willis of Pittsfield bought Wilson out. In 1944, four years after the Devens had become the Hotel Greenfield, Reid bought the hotel and expanded his store into the space it had occupied. Reid boasted having the largest store in Franklin County.

Reid's son Robert Jr. now owns the store, which has been added to and dressed up since the family bought it in 1929. Wilson's is easily one of Greenfield's largest and most popular merchants to this day.

BIBLIOGRAPHY and/or REFERENCES (name of publication, author, date and publisher)

The Greenfield Recorder, April 28, 1979 The History of Greenfield, Volumes III & IV

INVENTORY FORM CONTINUATION SHEET

Massachusetts Historical Commission Massachusetts Archives Building 220 Morrissey Boulevard Boston, Massachusetts 02125

Town	Property Address			
Groenfield	242-5	18 Main St.		
	Area(s)	Form No.		
	CDE	110		



INVENTORY FORM CONTINUATION SHEET

Town GREENFIELD

Property Address 242-258 MAIN ST.

MASSACHUSETTS HISTORICAL COMMISSION
MASSACHUSETTS ARCHIVES BUILDING
220 MORRISSEY BOULEVARD
BOSTON, MASSACHUSETTS 02125

AREA(S) FORM NUMBER
Central Main St. 134

NR District

MHC #113

American House/Wilson Block 1876



RECEIVED

AUG UI 2008 MASS. HIST. COMM

Green Fields Market Expansion & Relocation

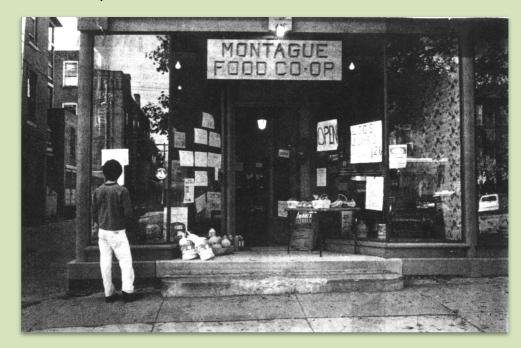


Franklin Community Co-op

Starting as a buying club in 1977, the Montague Food Co-op was the first incarnation of Franklin Community Co-op providing natural foods to the region.

Today, FCC operates two vibrant and thriving markets: Green Fields Market in downtown Greenfield and McCusker's Market in Shelburne Falls.

5,700 member-owners!



Locally-owned, community grown for more than 45 years.



A Committed Community Partner

We are a mission-driven organization with a commitment to supplying healthy, reasonably-priced foods and other goods and services that benefit the lives of our members and the community, and to developing and supporting the local food system.

We currently spend more than \$2M dollars annually purchasing from local vendors,

with an emphasis on small farmers.





Our Impact

For over 45 years, FCC has been committed to serving our communities with local food. Today, we partner with more than 30 community organizations, local farms, and small businesses on food access and helping our community thrive now and into the future.



\$3.7M in local sales, FY23



2,800
hours volunteered
by our members
in FY2023



10%
of our members
receive 'Food For
All' shopping
discount



FFA provides 10% discount for members receiving SNAP, WIC, SSI.

Enriching Our Community

Our co-op - from our members to our staff to our vendors - is focused on enriching our entire community, supporting local farmers and producers, and making locally grown and made products more accessible to everyone who lives here.



44
local farms
we buy from
annually



169
local producers
sell their products
in our stores



92%
of our employees
live in Franklin
County



Our Community



- Franklin County is the most rural county in MA with 71k residents.
- Greenfield (pop. ~18k) is the county seat & economic center of region.
- The median household income in Greenfield is \$52,211¹.
- \$1 buys \$.85 worth of food in FC compared to the nation.
- Franklin County has consistently had the lowest wages of all 14 MA counties since 2000².
- Cost of living in Franklin County is 32% higher than in the nation³.
- Over 14% of residents in FC use SNAP benefits, 2% higher than the state⁴.



A Unique Opportunity

- As the economic hub of Franklin County, Greenfield is on the verge of transformational growth.
- <u>Downtown revitalization</u> of Greenfield is underway with new public library, new skate park, fire department, and parking updates.
- This project will bring life to the historic Wilson's Building, the downtown anchor which has been vacant since late 2019. Total project scope will include both retail and residential components.





A Historic Renovation

Built in 1876, the Wilson's building, then known as the American House, initially housed a hotel and a pub/tavern on the ground level. Different commercial operations occupied some or all the space on the first floor and basement levels over the years.

In 1896, John Wilson opened the Wilson & Company store on the first floor, while the upper floors continued to operate as a hotel. The hotel went through a few name changes through the years, one of which was Hotel Devens. Over time, the Wilson store became a department store and it expanded into the second floor.



Wilson's gradually kept expanding into the hotel portion and, eventually, the hotel closed.

In the 1960's and 70's, the building underwent major transformations when the department store added a midcentury modern façade and a new addition to the rear of the store, bringing the building to its current appearance.



A New Use for Wilson's

MassDevelopment purchased Wilson's in November 2022 and entered into separate P&S agreements with FCC and The Community Builders for renovation of the entire building.

<u>Franklin Community Co-op:</u> Expected to close on the first floor and basement of Wilson's in April 2024. Construction of new retail space beginning May 2024.

The Community Builders, Inc.: An experienced developer of affordable and mixed-income housing has entered into a discrete P&S for the upper floors of Wilson's and is expected to close in 2025/2026.



Our Project Summary



- Repurpose historic downtown landmark building
- Anchor downtown economic vitality and food access
- Increase retail space 2x to grow sales 3x
- Create local Union Jobs



Our Expansion & Relocation

We are planning to expand our flagship grocery store, Green Fields Market, from its current location at 144 Main St, Greenfield to the historic Wilson's Building, located at 258 Main St in Greenfield.

Our new store will offer approximately 15,500 square feet of retail space on the first floor, double our current size.

Based on a third party market study, sales will grow from roughly nine million dollars per year in the current location to over twenty million within three years of operation.





Project Goals



Offer a greater selection of food products at broader price points making our store more accessible to all in our community



Provide access to a full service grocery store in walking distance of downtown and close to public transportation



Increase community outreach with on site cooking classes, community meals, and workshops



Support the revitalization of downtown Greenfield and fill a vacant Main Street anchor storefront



Grow the local co-op economy and democratic food system where people have more power to decide what products are available



An Investment in Community

Our expansion will provide:

- More access to healthy local foods
- More purchases from local farms and producers
- More sustainable food, practices and infrastructure
- More knowledge about consumer issues and co-ops





An Investment in Community

- High impact, economically targeted investment
- FTE union & professional positions with great benefits in Greenfield
- More space to shop and work in our store
- Organizational sustainability & financial stability
- The ability to further enrich our community





Project Details

Preliminary Project budget \$22,002,800M

Our partners





Our timeline



P&S Signed

Partnership with MassDevelopment & TCB for Wilson's Renovation Begins



Capital Campaign Raised over \$1.6M from 220 member-owners

Zoning & City approvals finalized



April Closing, Construction Begins

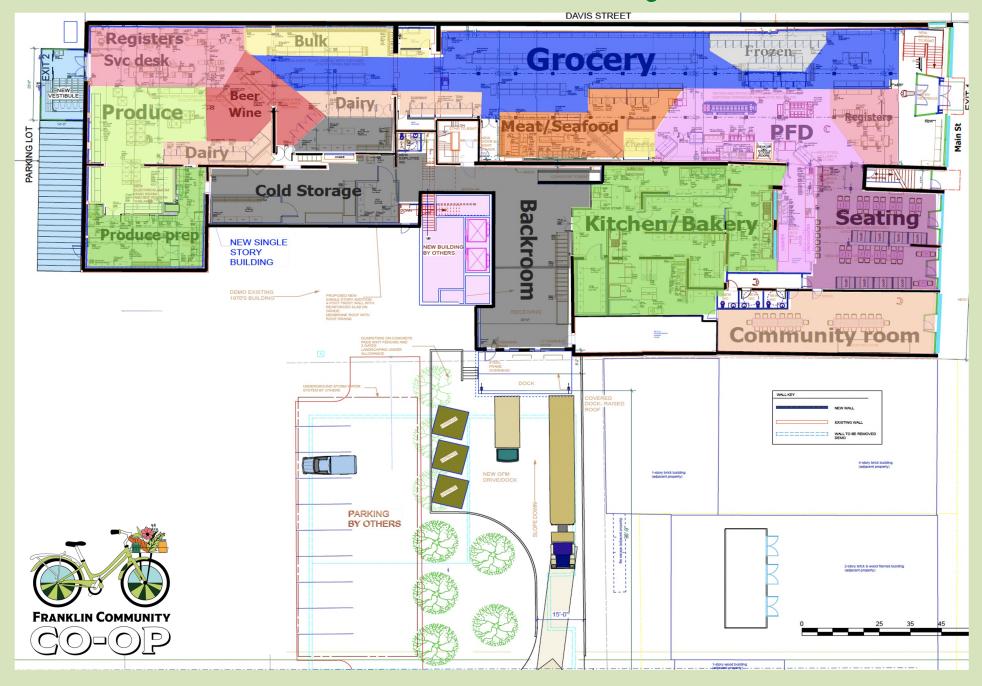
Planned FCC closing on first and part of second floor & basement of Wilson's Building.
Construction begins spring 2024.

Construction Complete

Construction finished and grand opening of new store in Spring '25



Schematic Layout



Executive Summary: Sources and Uses

Summary Sources & Uses		
Cash	300,000	1%
Preferred Shares	0	0%
Member Loans	1,500,000	5%
Other	100,000	0%
Total Owner Contribution	1,450,000	7%
Landlord Contribution	0	0%
Gap	9,202,800	44%
Senior Debt	6,000,000	27%
Junior Debt	4,800,000	22%
Total Sources	22,002,800	100%

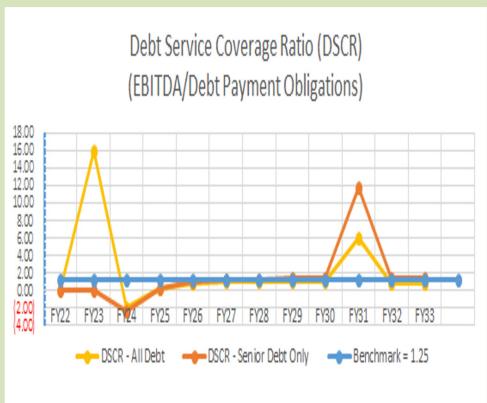
- Total project \$22.0M
- \$1.5M in member loans
- Projections support
 \$6M in senior debt
- We have received soft commitments on \$18M in New Market Tax credits yielding \$4.8M in project equity

Projected GAP: \$9.2M



Executive Summary: Revenue Projections





Our current pro forma projects robust sales growth on the basis of a third party market study. Growth in project costs, since the pandemic, have made debt service and cash flow quite challenging. In addition, we face code requirements and structural complexities in renovating an aging historical building.

Help Us Close Our GAP

Grant Funding

- MASS DEVELOPMENT
- Underutilized Property ProgramGrant
- FCCDC
- USDA
- Mass Food Trust
- Food Venture
- Healthy Food Financing Initiative
- Local Initiatives Support Fund

New Market Tax Credit Partners:

- Evernorth
- MASS Housing Investment Corporation (MHIC)

Get Involved

- Support the project
- Identify additional sources of funding
- Facilitate introductions to additional support networks
- Invest in your local coop by becoming a member





Links for More Information

"New Life for Wilson's" Press Announcement, Greenfield Recorder, Nov 2022

City of Greenfield Community & Economic Development Webpage

Community & Economic Development Strategy, Fall 2022

"Green Fields Market Offers Opportunity for Local Investment", Business West, June 2023

"Member-Owners Invest \$1M Toward Expanded Green Fields Market", Greenfield Recorder, July 2023

"Greenfield Co-op Raises \$1.6M for expansion at former Wilson's department store", MassLive, October 2023

FCC Contacts:

John Williams, General Manager

John.williams@franklincommunity.coop

413-325-6578

David Russell, Finance Manager

David.Russell@franklincommunity.coop

413-325-8804





Nov 6, 2023

To: David Russell

Greenfield Community Cooperative

From: Nancy Hazard

30 Spring Terrace, Greenfield NancyHazard30@gmail.com

RE: Green Fields Market Expansion into former Wilsons building

I strongly urge CPC to support Greenfield Community Cooperative's proposal to work with its partners to restore and preserve the historic facade of the Wilson's building, as well as maintain the interior tin ceiling on the first floor, as they prepare to move the Green Fields Market into that building in the next few years.

I am a Green Fields Market (GFM) member, consistent shopper, and advocate to restore and enhance our historic downtown.

The Greenfield Community Cooperative's commitment to keeping their GFM store on Main Street is incredibly important for the health and re-vitalization of our downtown. In recognition that historic preservation has added costs to their project, this would be an excellent use of CPC funds to meet our community goals.

Respectfully submitted