The Vision of Greylock Market:
A Focus on Aesthetics, Functionality,
and Environmental Sustainability

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Team Members (from left): Freight Yard Pub owner Colleen Taylor, Professor Sarah Gardener, Client Blair Benjamin, Anna Epstein, Luke Pierce, Haley Ladd, and Erica Bucki. (Photo Courtesy of Sarah Gardener)
Project Overview

Greylock Market Project Description

The purpose of the Greylock Market project is to revitalize and repurpose Heritage State Park in North Adams, Massachusetts. Heritage State Park is a space located in downtown North Adams that has gone essentially unused in recent years. Greylock Market, LLC is a social impact investment group that is focused on community improvement. The group has raised 5.5 million dollars to create a small community of mixed-use live and work space for makers of artisanal and handmade goods. There will be residential twelve units, and the hope is to house a variety of different makers, from cheese and beer, to fiber arts and pottery. Ideally, Greylock Market will also host small maker markets where residents can sell their goods. These will attract more people to the site and contribute to making Greylock Market a destination.

Broad Goals for the Project

Bringing artisans to Greylock Market and making it a destination will draw people to the downtown section of North Adams, and encourage them to spend more time in town, instead of simply passing through. This small space has potential to be both quaint and aesthetically pleasing, and the purpose of this project is to make that happen. Greylock Market has the potential to become an asset to North Adams in terms of both economics and community value. Attracting people to this section of North Adams will make the city appear more lively, which will make it more attractive to visitors from outside the city, and to city residents themselves. Greylock Market’s proximity to Mass MoCA, downtown North Adams, the Hoosic River, and Mount Greylock set up the area to be a successful blend of public and private space. Greylock Market will be one of the first of many major projects designed to revitalize and bring economic
renewal to North Adams. The Hoosic River Revival Project and phase three of Mass MoCA are both large projects that will also contribute to this important long-term goal.

Our Task and Scope

Our group focused on four specific areas of the Greylock Market design that have not yet been fully addressed by contractors and architects. These spaces include the Sons of Italy parking lot, the area behind building five, the alcove between buildings one and two, and the space beyond the footbridge adjacent to West Main Street.

A representation of our four design spaces within Greylock Market: Sons of Italy parking lot (A), area behind building five (B), corridor between buildings one and two (C), and the end of the footbridge (D).

We worked to make conceptual designs for these areas that focused on increasing aesthetic value, making environmental improvements, and ensuring functionality. We also conducted research on space planning and design to determine how to best use the space for programming and community events, which is one of the main focuses of our client. The area of
Greylock Market will need to be activated with attractions that draw people and positively contribute to quality of life in the area. To best make recommendations, Mr. Benjamin suggested that we examine case studies of similar projects to explore ideas that have been successful in the past. We can apply these examples to our plans for how to positively activate our space.

The scope of this project contains both planning and research. For the planning aspect of the project, we were concerned with the design of four distinct spaces within the market. These spaces, although small, will serve as assets to the market in both aesthetics and function. The spaces will add to its overall charm and attractiveness. The research components included reading about examples of projects that were similar to Greylock Market or any of the planned components. A few that we identified as successful market models include: the Williamstown and North Adams farmer’s markets, the Palo Alto Clay and Glass Festival, the Cambridge Pottery Festival, various Beer and Cider Festivals, various Maker fairs, and the Brooklyn Flea Market. Familiarizing ourselves with these established projects allowed us to decide what works well for them, what could be improved, and how we can relate and implement these ideas into Greylock Market.
History of the Site

The Heritage State Park area was once central to the livelihood of North Adams. The following aerial photographs detailing the site setup were taken in 1938.

Aerial photos of Heritage State Park 1929. Photos courtesy of Blair Benjamin.

The area was developed in 1860 as a depot for freight trains travelling between Troy and Greenfield. The store fronts in Heritage Square served both the freight delivery companies and
the surrounding community. Building 1 in the images above was originally a freight yard depot office, built between 1876 and 1894. By 1929 the building was occupied by Welsh and Gray Lumber, where they used the space for 31 years as offices and storage space. Building 2 in the aerial photographs served as a center for food storage and dispersal. Originally horse drawn teams delivered produce to the building; later the horses were replaced by motor vehicles. Other buildings in Heritage State Park were used as grain and meat shops. Interestingly, one building was previously used as an early ‘gas station’ where townsfolk could bring their horses to eat at grain troughs outside the building. Each tenant of the square changed and adapted the area to fit their needs.¹

Heritage State Park Today

Physical Description

The situated of the future Greylock Market is situated to the west of downtown North Adams, near the Hoosic River, Mass MoCA, and nestled between Route 2 and Route 8. The area itself if within walking distances of both Mass MoCA and downtown North Adams, two major destinations for visitors to the city. Railroad tracks run directly besides the Greylock Market site. This will be the future starting place for a scenic railway that will take visitors from Greylock Market in North Adams to Adams to enjoy views of foliage and the mountains.

Current Uses

Unfortunately, in contrast to the bustling hub of activity the Depot once had, the area has fallen into a period of underuse. When Heritage State Park was first re-imagined, it was designed through a private developer on a state grant. The project lost money, and eventually the
city took the space and managed it through the Redevelopment Authority. Colleen Taylor, the owner of the Freight Yard Pub, the sole consistent tenant in the area for the last 24 years, remembers the changes the park has seen over the years. Taylor has seen many tenants come and go as the space has struggled to survive. Despite quite a few businesses closing in the area, in an interview with these authors, Taylor recalled the success that Tala’s Quilt Shop saw in its time in the park.\(^2\) Before the shop’s closing in 2012, Tala supplied a large quilting community with quilting supplies\(^3\) Taylor remembers customers being drawn to the quilt shop, and continuing on to stop at the Freight Yard Pub for lunch after finishing their quilt shopping. Tala’s Quilt Shop was forced to close after a mold was able to infect the shop building. However, Tala’s success, in addition to the long standing Freight Yard Pub, is a testament that the space is able to support businesses.

These negative changes that Heritage State Park has seen are important to keep in mind as new changes are implemented. We have identified several key aspects that played a role in the less than vibrant current state of Heritage State Park: overall lack of signage and community awareness, reliance on a single use (history) to attract visitors, no partnership with Mass MoCA, and no reinvestment into the park as a public amenity. As plans move forward, special care should be taken to improve these aspects that hindered the success of the market in the past.

At present, the Heritage State Park is home to many vacant storefronts. The buildings are used as storage spaces charging no rent. The only existing renters are the Freight Yard Pub, which has been open since 1986, the Tunnel City bean roasting facility, the Historic Museum, and a local television station.\(^4\) In a recent City Council meeting, North Adams Mayor Richard

\(^2\) Personal interview with Colleen Taylor, November 12, 2014. Reproduced with her permission.
\(^4\) Interview with Richard Alcombright, December 4, 2014.
Alcombright defended the area, claiming that circumstances have changed drastically since the collapse of Heritage State Park, and city conditions are better primed for a project of this sort. Alcombright claims the close walking distance to Mass MoCA, a proposed bike path through the area, and the Department of Conservation and Recreation nested into the park, the space has a high potential for success. Additionally, as the project is funded by for-profit investors, and not the city itself, there is less to lose on a project of this magnitude in the unlikely event that it should fail\(^5\). With this rich past in mind, we believe the history of the area will be an asset to the project as we attempt to recreate the space.

Community Profile

North Adams has been in a period of decline since the closing of Sprague Electric in 1985. According to the 2010 US census, 17% of the North Adams population currently lives below the poverty line; the Massachusetts poverty rate is 11%. Unemployment rates are 7.7%, a full 1.7% above the Massachusetts average. In the time since the last census, the population of North Adams has declined 1.3%\(^6\). These statistics highlight some potential obstacles to the success of the project. Because many North Adams residents live at or below the poverty line, the target population of this project will be geared more toward the clientele that visit Mass MoCA than existing residents. Although North Adams residents are not the intended target population for the Greylock Market, the community will benefit from the project, much in the same way it did with the opening of Mass MoCA.


Mass MoCA has served as an asset to the community since its opening in 1986. It sees 120,000 people through its doors annually, and the new Greylock Market will be intended as an extension of this existing market for arts and handmade crafts. In 2006, an economics report by Williams College showed that the number of high school seniors reporting that they are interested in pursuing higher education increased after the museum’s opening. Additionally, the rate of residents with a high school degree has increased at a faster rate than the Massachusetts or US average rates. This community wide success has been attributed to the opening of Mass MoCA.\(^7\)

The Greylock Market project is intended to have similar effects on the surrounding community. A renovation of this scale, with this much historical significance, will have the potential to influence healthy eating, living, and passion for art that has already been sown in North Adams. Potential businesses such as a microbrewery, pottery, fibers, glass blowing and others have the capacity to increase passions for handmade crafts in the younger population with educational classes and workshops led in the stores of Greylock Market. We are confident that this will increase community pride in both the heritage and future of North Adams.

*Plan for Greylock Market (Vision 2030)*

The concept for Greylock Market stems in large part from the ongoing movement to revitalize North Adams’ economy, energy, and community. While the town has experienced a great deal of hardship since the closing of Sprague Electric Company in 1985, its potential for growth and prosperity is enormous. With the introduction of Mass MoCA to the town in 1999, a definite shift towards an artisan and craft community has emerged. Drawing on this momentum,

the town has fostered artistic expression and accommodation by renewing the city’s old industrial sites and turning old warehouses and factories into galleries and lofts. For example, the Eclipse Mill lofts, located in a former mill, are a compilation of live/work spaces where artists can produce and show their works in open concept designs where they also have residence.8 This recycling of old, neglected industrial space into new, exciting potential is a primary goal of North Adams. This vision for economic growth and revitalization became a concrete strategy with the announcement of the North Adams Vision 2030 Plan.

The Vision 2030 plan is a comprehensive plan that combines public and private input to generate goals from which policies and actions are formed.9 The plan was adopted by the North Adams Planning Board in May 2014 and envisions a number of overarching goals for the town. These goals concern economic growth, employment potential, rebranding of the town as a whole, and more. While the work towards North Adams renewal is on a large-scale, town-wide basis, there are a number of goals that relate directly to the Greylock Market project and site.

“Economic Renewal” is one of the primary goals of the Vision 2030 plan. Within this study of the town as a whole, the plan identified a number of priority development sites, one of which was the Western Gateway Heritage State Park, soon to be known as Greylock Market. In their plan, they suggest that the site ought to lie primarily under the jurisdiction of the private sector to best utilize its location and context as the gateway to Mount Greylock State Park.10 The plan suggests the site as one to which the downtown core would benefit from better connectability. By joining the main downtown area to Greylock Market, business owners on both sites would benefit from increased traffic flow.

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Aerial view of the North Adams locations the Vision 2030 Plan identifies as critical in accomplishing the “Economic Renewal” goal. Western Gateway Heritage State Park is denoted by the A, with its structures colored yellow. It is located in the Red region, marked by a 1, signaling it as an area of connectivity to the downtown core.  

The plan also places a strong emphasis on “Historic Preservation,” largely due to the numerous historic structures the town prides itself on. The site for Greylock Market, originally a freight yard for passing trains, qualifies as one of the historic districts the plan hopes to preserve and revitalize. Through the work of the Greylock Market planners to renovate existing buildings into new, usable spaces and to highlight the rich history of the site, they preserve the feel of the former use of the space. This feel is enhanced by the train tracks that remain as they were when the freight yard was in use, with trains passing by regularly.

The Vision 2030 Plan assessment of Historic Sites. The old freight yard on which the future Greylock Market will sit is marked by the 6.\textsuperscript{12}

The Vision 2030 Plan addresses North Adams revitalization as a whole and makes a few general remarks for the Western Gateway Heritage State Park. But the planning of the specifics of the site fall under the purview of Greylock Market LLC, a private investment group that is in part funding the project.\textsuperscript{13} The mix of private and public input is critical to the project’s success. The private sector has the ability to provide close attention to commercial and retail potential that the public sector does not have the capacity to give, while necessary additional funding through a MassWorks grant and the Department of Conservation and Recreation will leverage a large portion of the funding.\textsuperscript{14} Once funding was secured, planning of the site itself began.

Branded by planners as a “mixed-use artisan center,” the site is expected to introduce a number of new, Berkshire County-based artisan shops to the ground floors of the historic buildings. These interests may include a microbrewery, a woodworking shop, a cheesemonger, and more.\textsuperscript{15} A new branch of Tunnel City Coffee will open there as well in the location of the company’s current roasting facility. In addition to the store fronts, outdoor markets are expected to take place on a regular basis in the open spaces between buildings, allowing for handmade goods to be demonstrated and sold to visitors. These markets would allow local artisans to demonstrate their skill while encouraging tourism to the area. Because the site can be reached via a footbridge from Mass MoCA, planners hope to reinforce that connection to better serve both the museum and the Market. Above the shops will be residential spaces available for rent. Planners propose to alter the layout of the buildings slightly so as to allow for better flow, and to accommodate a number of art installations that will be placed in open spaces around the site. They hope to create a welcoming, artistic feel in the historic site.

Current Activity

There has been a lot of recent activity around the site of Greylock Market that is worth mentioning; in particular, regarding two investments with Mass MoCA and the Hoosic River Revival. First off, in March of 2014, Mass MoCA received a $25.4 million grant from the state to undergo expansion plans-- dubbed “Phase 3.” Furthermore, the museum plans to match that grant with an additional $30 million, culminating to over $55 million in total investments.\textsuperscript{16} This will amount to incredible growth within Mass MoCA: estimates of regional economic impact are


Around $20 million a year on the new expansions alone.\(^\text{17}\) It should also bring a substantial economic impact towards surrounding businesses, including those in the Greylock Market. The Greylock Market seeks to pull a large portion of its customer base from the Mass MoCA tourist crowd. This recent investment will only enhance those prospects.

\[
\begin{array}{c}
\text{MASS MoCA CAMPUS DEVELOPMENT} \\
\end{array}
\]

This is a map indicating the “Phase 3” expansion of Mass MoCA in yellow.\(^\text{18}\)

Secondly, the recent investments granted to the Hoosic River Revival will hold significant impacts on the Greylock Market. On November 10, 2014, the association was granted a $500,000 grant from the state to plan the revitalization of the southern section of the Hoosic


River in North Adams.\textsuperscript{19} The goal of the plans, as Judy Grinnel, states, “is to reconnect the river to the city of North Adams, to make it an attribute for recreation, economic development and community building while simultaneously maintaining adequate flood control.”\textsuperscript{20} In relation to Greylock Market, this is all very important because the southern branch of the Hoosic River flows right through it. Recreational connection to the Hoosic from areas of the Greylock Market would enhance the overall atmosphere, connecting its gateway to Mount Greylock with another gateway to the Hoosic. Overall, these two recent investments are nothing but good news moving forward for Greylock Market.


Recommendations for Individual Sites

Space 1 Site Recommendation: The Sons of Italy Parking Lot

The Sons of Italy Parking Lot will play an essential role in the success of Greylock Market. Located at the southeastern corner of the site, the 51-space lot provides very important parking space for incoming businesses and customers. Therefore, it was unsurprising when North Adams Redevelopment Authority purchased the space for $150,000 in July of 2011 for future purposes of the market. At the moment, however, the space is underused, and consequently, in poor conditions. We have thoroughly investigated the area and sought counsel from several key members of North Adams—both stakeholders and project leaders. We seek to revitalize the parking lot through our overarching vision of aesthetic value, environmental sustainability, and functionality.

From an aesthetic perspective, the space needs serious improvement. The aged asphalt is developing cracks and potholes. The perimeter of the site is littered with organic material and trash residue. The single wooden bench near the bridge overpass to the Market is broken and vandalized. The bridge connecting to Route 8 appears vandalized with graffiti. The parking stripes are either fading or have completely disappeared. The dividers—with its trees and cobblestone floor—attempt to beautify the space, but are engulfed by the sea of empty asphalt. The sheer amount of asphalt is itself unattractive. From poor upkeep and lack of design, this site could use aesthetic improvements. You may be saying: “isn’t this just a parking lot?” However, for a successful commercial market it is important to maintain clean and inviting parking lots.

Secondly, the parking lot would benefit from many environmental improvements. Located directly beside the Hoosic River, the parking lot currently acts as a non-point source pollutant. This is the leading cause of pollution in the Hoosic River and we believe improving the lot’s environmental standard will help push back on this leading cause.\(^{22}\) Traditional asphalt parking lots, like this one at Sons of Italy, consists of an impervious aggregate material that is unable to absorb storm water. When storm water hits the parking lot, it settles into pools, collecting various contaminants found in areas with heavy automobile use. These contaminants include, but are not limited to: petroleum residues, fertilizers, pesticides, sealants, automobile antifreeze, oil, and metals. Rather than filtrating through the soil, these pools of contaminants eventually flow off the parking lot and into nearby sources of water—in our case, the Hoosic River. This threatens water quality, marine life, vegetation, and human health.\(^{23}\) Clearly, this is an environmental issue that needs to be addressed moving forward in the parking lot. Finally, one other environmental consideration that must be addressed in the proximity of the parking lot to the George Apkin & Sons, Inc. scrap metal yard located directly to the south of the parking

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lot. While business solutions are unfit for the purposes of this report, nonetheless it needs being addressed for the health of the space. The heavy traffic flow of large scrap metal trucks across the bridge towards Route 8 and the close proximity of large scrap metal piles (less 30 yards from the site) could pose environmental concerns.

Thirdly, there are several functional deficiencies to the parking lot that desire remedy. In particular, the most crucial flaws are with signage. While the bridge towards the market is a one-way, there is no indicating its direction, posing a very significant safety hazard. There could also be improved signage on the eastern side of the parking lot bordering the railroad tracks. While observing the site, we saw numerous cases of citizens walking through the Sons of Italy parking lot and over the train tracks to get towards downtown North Adams. As it is, walking over train tracks is a very hazardous action. At the very least, proper signage or gates should be placed along the edge of the parking lot. Finally, the bridge that leads towards Route 8 is dangerous. Colleen Taylor, owner of the Freight Yard Pub, stressed this importance: “often times, the large scrap metal trucks drive fast across the bridge. There is a blind spot for incoming traffic and pedestrians—I’m concerned about the safety of that turn.”
The entrances to both bridges pose safety hazards. On the left, the blind turn leading towards Route 8. On the right, the one-way bridge without cautionary signage (℅ Luke Pierce)

Therefore, considering these issues we discovered—aesthetically, environmentally, and functionally—we have come up with several recommendations to improve the space. We made these recommendations based on a variety of different material—from general research, basic matrix analysis, and most importantly, interviews with Judy Grinnell (President of the Hoosic River Revival Association) and Matthew Noyes (Head groundskeeper at The Clark Art Institute.)

Our recommendations are split up into three components. The first two, of improved signage and safety and greater connectivity to the Hoosic River, are important, but deserve less attention than our third recommendation: of alternative pavement types.

First off, improving signage and safety would be rather cost-effective endeavor. This would involve adding a “DO NOT ENTER” sign along the bridge towards the Market and a “CAUTION” sign by the bridge leading towards Route 8. Near the railroad tracks, additional signage should be included—with similar cautionary signs of even “DO NOT TRESPASS.” These signs would be easy to implement and improve the safety and functionality of the space.

Improving the connectivity of the Hoosic River is a more long-term, far-sighted goal, but deserves attention nonetheless. As previously discussed, the Hoosic River Revival Association was recently granted $500,000 from the state to begin revitalization of the southern branch of the Hoosic River. In the longer term, where they could receive upwards of 8.8 million

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24 Personal interviews with Judy Grinnell and Matthew Noyes. Reproduced with their permission.
dollars, Judy Grinnell holds plans on creating access to the river from the Sons of Italy parking space. She envisions a series of receding steps that would lead towards the water, allowing for people to walk down towards the water. Based on case studies such as the Brush Creek Plaza in Kansas City, MO, the design would serve an aesthetic, environmental, and functional purpose—all in line with our vision of the Greylock Market. While this is out of our project’s scope, it is certainly something that we moving forward later on in the future of the Market and Sons of Italy space.

Case study images of Brush Creek Plaza. Note the receding stairs down into the river. (© Judy Grinnell)

The larger endeavor we took on for our recommendations of the site was of alternative pavement types. In our research we approached several options: 1) maintain the impervious asphalt 2) porous concrete 3) porous asphalt 4) grass permeable pavers 5) interlocking permeable pavers. The following paragraphs will evaluate each option.

Our first recommendation involves the installation of porous concrete to replace the existing pavement. Introduced in Florida in the 1970s, pervious concrete was used to meet state
standards for storm water retention rates. More recently, however, it is being recognized as an important alternative to traditional pavement for pollution standards. Pervious concrete consists of aggregate particles held together by a paste of measured water and cementitious materials. Unlike traditional concrete, this precise combination of water and material, coupled with a lack of sand, creates a substance of “highly permeable, interconnected voids that drains quickly.”

However, according to Matthew Noyes, groundskeeper of The Clark Art Institute, he opted not to use porous concrete in their construction of additional parking lots. He mentioned that it was more expensive than porous asphalt and that it does not hold up too well in New England climate.

Secondly, the installation of porous asphalt would be another prudent alternative for the Sons of Italy parking lot. Like the porous concrete, this asphalt is designed with particular concentrations of fine material in its mixture to create voided spaces that allow drainage. The difference between the asphalt and cement is the chemistry of the cementitious materials, which leads to certain pros and cons between the two. The major advantage this porous asphalt has over the porous concrete is in costs. Due to fast installation, and therefore less paid labor, asphalt typically costs 30% to 40% less than concrete. In certain environments, however, asphalt typically requires more maintenance than concrete. Its material often requires repaving every 7 to 15 years, while conversely, a well designed concrete parking lot may go without maintenance.

between 40 to 50 years. While this may be true in warmer climates, Noyes explains that asphalt is more durable in harsher climates like New England. This led The Clark Art Institute to build four bays of porous asphalt in their new renovations. This would incredibly helpful for our purposes.

The porous asphalt parking lots at The Clark Art Institute. Note the clear distinction between the traditional asphalt on the left and the porous asphalt on the right. The porous asphalt has a much looser aggregate, giving it a more conglomerate texture. (© Luke Pierce)

The third installation recommendation is grass permeable pavers. Designed with a porous, gridded frame that rests underneath the grass, these parking alternatives are incredibly porous and include the benefits of a natural, aesthetic appearance. The frames give stability and strength to withstand the weight of traffic, and range in material and shape, from a square grid to honeycomb grid. Once again, consulting Matthew Noyes was incredibly helpful for the inquiry of this alternative parking type. In their recent renovations, The Clark has four total grass permeable paver lots—two located in the main campus and two farther up by the Stone Hill Center. While they have shown some success, Noyes does not recommend them for anything more than overflow lots, parking spaces that are used temporarily throughout the year for large events. To prevent soil compaction, the gridded frame should be in place for a total of 18 months.

before being used. Otherwise, the durability of the space can give in to the weight of automobiles and the pressures of New England’s climate.

Finally, interlocking permeable pavers is our fourth option. Similar to the porous asphalt and concrete, it is a highly permeable pavement type. The differences are mainly in cost and aesthetic. It’s gridded patterns make for a very appealing site that could flow well into the market space. The catch, however, is that it comes at a much higher cost. Similar to the porous concrete, Matthew Noyes opted against this option for the high cost.

To evaluate our separate recommendation inquiries, we created an evaluation matrix shown below:
### Evaluation Matrix: Alternative Pavement Types

<table>
<thead>
<tr>
<th>Pavement Type</th>
<th>Construction Costs</th>
<th>Upkeep Costs</th>
<th>Environmental Sustainability (Low-1, high-4)</th>
<th>Aesthetic Appearance (Low-1, high-4)</th>
<th>Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional Asphalt</td>
<td>$</td>
<td>$$</td>
<td>1</td>
<td>1</td>
<td>✓</td>
</tr>
<tr>
<td>Porous Concrete</td>
<td>$$$$$</td>
<td>$$$</td>
<td>3</td>
<td>2</td>
<td>✓ ✓ ✓</td>
</tr>
<tr>
<td>Porous Asphalt</td>
<td>$$$</td>
<td>$</td>
<td>3</td>
<td>2</td>
<td>✓ ✓ ✓ ✓ ✓</td>
</tr>
<tr>
<td>Grass Pavers</td>
<td>$</td>
<td>$$$$$</td>
<td>4</td>
<td>4</td>
<td>✓ ✓ ✓ ✓</td>
</tr>
<tr>
<td>Interlocking Pavers</td>
<td>$$$$$$</td>
<td>$$$</td>
<td>3</td>
<td>4</td>
<td>✓ ✓</td>
</tr>
</tbody>
</table>

We concluded that the porous asphalt would be the best alternative design for the Sons of Italy parking lot. From a cost perspective, it is the most efficient alternative. Cheaper than porous concrete and interlocking pavers with construction costs, its true value lies in its durability and consistency. The porous concrete, grass pavers, and interlocking pavers all require more maintenance and are more susceptible to damage in the New England climate. Besides Matthew Noyes, others have shown confidence in its consistency. For example, Cahill Associates has planned and constructed over 200 porous asphalt pavement sites beginning in the 1980s, and
have never reported a failed result. From an environmental perspective, every alternative is very effective, with the edge going towards the grass pavers because it simultaneously acts as a carbon sink. The prospects of a grass parking lot are exciting, but it is hard to overlook its impractical necessities: the 18 month waiting period and low durability. If the Sons of Italy parking lot were to expand, however, we would recommend the grass pavers as a potential overflow lot. The Market and city of North Adams could use more green space, indicative of a previous 2013 ENVI 302 report, *Paved-In in North Adams.* Ultimately, however, the environmental benefit and cost-effectiveness of the porous asphalt makes it our primary pavement alternative.

Lastly, in addition to the pavement, we recommend the implementation of a rain garden. If the other recommendations were to fail, this would be the most cheapest way to prevent pollution runoff from the impermeable pavement. Rain gardens act as a natural defense system against runoff, using biological, chemical, and physical components of soils and vegetation to naturally absorb the pollutants. When the pollutants flow into the rain garden, it becomes absorbed through settling, chemical reactions, plant uptake, and biological degradation in root zones. In a 2005 government report on rain gardens in Minneapolis, the results revealed that these gardens “enhance infiltration and can reduce concentrations of dissolved ions to background conditions.” Furthermore, The Clark Art Institute included rain gardens with their

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porous asphalt lots. Matthew highly recommended their use. Overall, it seems wise to include such gardens around the Sons of Italy parking spot, particularly bordering the Hoosic River.

The sunken rain gardens between the porous asphalt bays at The Clark Art Institute. (© Luke Pierce)
Space 2 Site Recommendations: Behind Building Five

Current Uses

Currently, the small, narrow space between the backside of building five, which currently houses the North Adams Historical Society and the Tunnel City roasting facility, and the tall cement retaining wall is completely vacant. There are two small trees just to the left of the building, and a small boulder that rests against the wall. The rest of the space is mostly flat grass. The most defining characteristic of the space is how narrow it is. The distance between the back of the building and the wall is about fifteen feet. This poses obvious challenges to turning it into a workable space, but none that cannot be overcome. Ideally, once Greylock Market is complete, this space will provide a backyard area for the tenants who will live above their stores in building five. Theft, particularly of copper, has been identified as a serious problem in this space. Creating a private space that is frequently used and obviously inhabited will deter thieves and establish a more secure environment.

Because it will be a backyard space that will be separate from the public areas at Greylock Market, we suggest building a small fence on each side of the building to make the space more private for the residents. Ideally, each portion of fence would have a gate that could be opened only by residents, both for their safety and privacy in what will be a very public place. If possible, this fence should be constructed with sustainably forested lumber in order to continue the theme of environmental sustainability and improvement. While the space is narrow, there is opportunity to add features that would make it a pleasant area to relax when the weather is nice. We propose two options for the space, one with a more limited budget, and one that requires

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35 Paul Lovegreen, interview by authors, Williamstown, MA, December 10, 2014.
more capital input to become reality. Of course, the final product could be a combination of features from both proposals, which is likely the most realistic scenario.

Plan One: Basic Improvements

The first plan involves mostly inexpensive landscaping with a focus on environmental improvement. It would be pleasant to add a few flower beds along the bottom of the cement wall. This is an inexpensive addition that would not take up too much ground in this narrow space. To deal with the water runoff from the wall, an inexpensive and effective solution is running drain tile beneath the flower bed. This is a low-cost and effective option, since it can even be done as a do-it-yourself project. Drain tile consists essentially of rubber piping with evenly distributed, tiny perforations. It is dug into the flower bed. The piping collects and then slowly releases water into the soil, which prevents erosion, drains excessive water, and promotes...
root growth. This is an aesthetic and environmental improvement for this limited space. Perforated drainage pipe costs only $5.78 for 8 feet, or $17.23 for 25 feet, and it is not difficult to install.\(^{36}\)

In order to make the wall more visually appealing, a vertical garden could be grown along some or all of the backside of the space. Vertical gardens can consist of pouches made of breathable, recycled material, in which one can plant annuals, perennials, and even small edibles and herbs. The pouches can hold up to twenty pounds of soil. They can be attached to walls via


metal grommets. Prices range, but $23 per square foot is a middle-ground estimate.\textsuperscript{38} This is a relatively inexpensive project that would improve the appearance of the large wall immensely, and does not take up any valuable ground space in this small area.

![An example of a vertical garden installed on a wall.\textsuperscript{39}](image)

Wooden or metal yard furniture would also add to the functionality and appeal of the space; turning it into a relaxation or outdoor dining space. This plan makes mostly landscaping additions that increase the visual appeal of the space for the residents that will occupy the apartments on the top floors of building five. They do not degrade the environment, and instead make environmental improvements by dealing with water runoff and planting new greenery.

\textsuperscript{39} http://about-googles.blogspot.com/2014/09/vertical-garden-wall-designs.html
Plan Two: Creating a Backyard Social Space

A more expensive plan includes more features that would be built into the space and add to its attractiveness, especially for potential tenants. A small fire pit and patio would work nicely on the north (right) side of the space, where the angle of the building shifts inwards. This small addition could be an enticing amenity for someone looking to make Greylock Market their home. Fire pits can be used from mid-spring until mid-fall or later, and provide opportunities for social gatherings. A small patio could have more furniture that could serve as a space for residents of Greylock Market to spend time together. Ideally the stone for a patio and fire pit could come be acquired locally. There are higher labor and material costs associated with this option. One estimate suggests that a 70 square foot patio would cost between $850 and $1050, including materials, labor, and equipment costs. An additional feature that would add to the sociability of the space is a built-in grill. This could be attached to the cement wall and have some counter space on each side. Building the grill in prevents theft and uses the limited space efficiently. These grills range in price from $250 to $5,000, depending on the quality of model. Vertical gardens and new flower beds, of course, could be incorporated to this design as well.

Making this space attractive and functional is important to the entire Greylock Market project. This “backyard” space could be made into an amenity that draws artists and makers to the market. Making their living space appealing and inviting is crucial to maintaining their quality of life as tenants in North Adams.

Additional Recommendation: Space Next to Building Five

The open space that abuts the narrow space behind building five is another space that could be improved with amenities for both residents at Greylock Market and visitors. Right

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now this area just to the south (left) of building five is mostly vacant. There are a few broken benches that no longer have backs, and a large tree in the middle of the space. There is another large pine tree right against the cement wall, which adds to the visual appeal of this area. Currently the biggest asset and appeal to the space is the cobblestone entrance. It is very inviting, and guides a passerby into the area. Improving this space, which is right at one of the entrances to Greylock Market, would be valuable to the entire project as a whole. Making a space that is visible from outside Greylock Market inviting and appealing could draw people in.

Plan One: Basic Improvements

An important goal for this space is creating a place that is appealing to families; a place where parents with children would want to come and spend some time. We again propose two options, pieces of which can be taken or left based on budgetary stipulations. Refurbishing the benches and providing comfortable spaces to sit is crucial. Currently, each bench has at least one wooden slat missing, which makes them uninviting. Fixing, or replacing these benches
completely, is a must. Interviewees indicated a desire for more seating\textsuperscript{41}, and places that make good picnic locations. Adding a picnic table near the large pine tree would be inexpensive and serve this purpose. Improving the landscaping by adding more attractive bushes, such as sweet pepperbush and mountain laurel which are native to this area, around the perimeter would serve to make the space more visually appealing, which would draw people to the space. It is important that the cobblestone entranceway lead to something. Adding seating in what could become a very pleasant area could make the space a place where people will want to come to have a picnic or just relax. Additional lighting must also be added to make sure that the area stays safe at night.

Plan Two: Creating a Play Space

Another option would be to create a small playscape in this area. There is enough space for a small swing set and a few new playground toys for families with children. A small wooden

\textsuperscript{41} Melinda, employee at the Freight Yard Pub, interview by the authors, North Adams, MA, November, 2014.

\textsuperscript{42} Mountain Laurel Flowers. http://www.statesymbolsusa.org/Lists/state_flowers.html
swing set is relatively inexpensive, and has a much smaller environmental impact than many large plastic-based jungle gyms that are common today. This swingset could be installed right on the existing grass, and would not require any environmental disruption. Another fun, yet minimally impactful suggestion is the installation of a few animal spring toys. These are safe because they are low to the ground and do not move at fast speeds. They are also relatively inexpensive and easy to install. Ideally these features would be in the middle of the space so their existence is the primary feature, drawing people to the space for extended periods of time. The benches would be oriented towards the playground features so that parents can watch their children while have a place to socialize. Adding play features to Greylock Market not only makes it more kid friendly, but it also draws families to the space, giving them a chance to be active. There is not an abundance of open space where children can play in North Adams, so creating this small space could be a huge draw for parents with small children.

Another alternative, should neither of these suggestions come to fruition, is the use of this space as parking for disabled persons. This would make Greylock Market completely inclusive.
Space 3 Site Recommendation: Corridor Between Buildings One and Two

Photo of Space Three - (℅ Luke Pierce)

Current Uses

Within Greylock Market’s entirety, one area that currently lies severely underused is the space between Buildings 1 and 2. The space is approximately 15 feet wide and 80 feet long, rectangular in shape, and stretches from the main throughway of the market to 26 parking spots located underneath the overpass. Currently the space is divided into two by a connector between the two buildings. The front space - the half facing the main market - currently houses a bench, lamp post, and a few plantings. While we did observe one employee using the bench while on a break, the space does not otherwise encourage passerby interaction. The rear space - the half facing the parking area beneath the overpass - is overgrown and not currently in use. An employee of the Freight Yard Pub informed us that the space was previously a memorial garden
but was not tended regularly and has since fallen into disrepair and overgrowth. The spaces have immense character and with a few modifications could have enormous potential as a productive public space.

In the Greylock Market master plan, this space does not have much in store except for the removal of the connector between the buildings. This removal will connect the two distinct spaces into one long unified area and immediately enhance its potential as a connection corridor from parking to the market area. Greylock Market’s parking is divided into three somewhat distinct areas: the main lot in front that holds approximately 24 cars, the Sons of Italy lot that holds an additional 51, and a lot under the overpass and directly behind the buildings that holds 26 cars. These 26 spaces do not currently have direct access into the park, but force visitors to walk around existing buildings in order to enter the space. With the opening of the corridor between the two historic buildings, an easier, more direct means of entering Greylock Market is established. Thus it seems the most effective use of this space would be to install a pathway leading from the parking area to the market space.

Plan 1: The Basics

In designing this corridor, we crafted two plans for how to best create a functional, aesthetic, and environmentally conscious space. The first of the two plans aims to fulfill the need for a pathway, artistically landscape and light the area, and include a number of environmentally beneficial features. While a pathway through the space could be as simple as digging a small trench, laying concrete, and rolling it flat, we believe there are more beautiful and environmentally conscious means of accomplishing the same task. Based on a study conducted by Groundwork Lawrence and funded by the Massachusetts Environmental Trust, we discovered...

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43 Personal interview with Melinda - Freight Yard Pub Employee, November 12, 2014. Reproduced with her permission.
what we believe to be the best means of paving the walkway. After designating the path, additional fill is introduced to the projected pathway, creating a small dome shape along the path. This gentle arch would be almost imperceptible to walkers, but would allow water to run to either side of the path, where trenches are dug into the soil and filled with coarse stone or other substance with high porosity and permeability. This gravel then gives way to soil, allowing runoff water from the path to return to the ground. Above the introduced fill the pavement for the path is laid. Currently the Greylock Market space is paved in part with cobblestones, which are not to be included in the new plan, but will instead be discarded. Instead of throwing out all of these stones, our group would use them to pave the new pathway. After smoothing them down for easier walkability, they would be placed on the new path creating an aesthetically pleasing walkway with significant environmental improvements.

Within our first plan for the space we would also introduce a number of new landscaping and lighting features. The plants to be introduced comprise of shrubs and vines and would be placed along the path, providing natural beauty and habitat for organisms. The plants we would introduce all are native species such as swamp azalea (Rhododendron viscosum), highbush blueberry (Vaccinium corymbosum), trumpet honeysuckle (Lonicera sempervirens) and more.46

By only selecting native species the space would help to maintain local populations of insects and animals. The space currently contains a single lamp post, which is inadequate for the approximately 1,200 square feet of space. To ensure that the pathway is well-lit and safe, we would install string lights across the overhead space.
Potential design for string lights above the space

Because the buildings on either side of the space provide such convenient anchors, installation would require very little effort while bathing the pathway beneath in a soft glow. LED versions of the lights are available and would thus reduce their carbon footprint and contribute to the goal of environmental conscious planning.

The final component of our first plan for the space is the installation of rain barrels. Along the buildings there are currently a number of existing drain pipes that rain barrels could easily be attached to. These containers capture rainwater runoff from roofs and buildings and allow rainwater to be used in productive ways instead of simply washing down pavement into storm drains. These barrels come in various shapes and sizes and can enhance the aesthetics of the space in addition to their functional use. Because of the artisan theme of Greylock Market, it may be possible to enlist the work of a local artist to paint, mosaic, or sculpt the exterior of the barrel to capture the artistic motif found throughout the market.

Two of many rain barrel design options

47 http://www.partylights.com/Commercial-String-Lights
48 http://www.rainbarrelsandmore.com/whiteoak.htm
49 http://www.amazon.com/Planter-Urn-Rain-Barrel-Terra-Cotta/dp/B004ZMTSS4
Plan 2: Artistic Alleyway

Our second recommendation for the corridor space maintains many components of the first plan but includes additional features that may not be absolutely necessary for the functionality of the area, but do much to enhance its success as a public space. The first modification from plan one that is incorporated into plan two is the creation of a meandering pathway through the corridor.

Groundwork Lawrence’s design for a meandering path, maintaining the environmentally conscious features depicted in their other, straight walkway.50

While the meandering design could be included in plan one as well, it does involve more materials and thus costs a bit more than a straight path. But by creating bends in the walkway, spaces on either side of the path are widened and thus allow greater open area to utilize. The meandering path would also be built with the environmental design described in plan one to maintain the environmental consciousness of the space. In addition to the same path design, our

second plan would also incorporate the same native species of shrubs, perennials, and vines as plan one.

Our second plan for the space also involves lighting overhead the pathway. In this plan, string lights could still be used. However, to increase the environmental benefit of the design, we would recommend enabling the lights to be solar powered. Because the roofs provide a convenient platform from which a small solar panel could be installed, creating a sustainable energy source for the lights would not require much additional work. However, there exists an alternative option to string lights for lighting the space. Based on the lighting design of a narrow street in Athens, Greece, our group discovered an innovative concept that would both illuminate the space and create an artistic installment overhead. The installation includes light fixtures of various sizes, shapes, and styles, hung four or five across, along the entire length of the street.51

Pittaki Street, Athens, Greece. Lamp shades were donated by residents and weatherproofed to endure the elements.52

The sight is unexpected yet enthralling. Because North Adams is a hotbed of contemporary art as well as home to many large installation art pieces, a light scheme such as the Athens example may fit in well with the city’s style. These lights could also be solar powered and thus would not compromise the environmental benefits of other options. They would create a statement and an incredible artistic feature for passersby to admire as they walk through the space and into the market.

Because of the meandering path feature of our second plan for the space, additional open area is created on either side of the walkway. We recommend this space be filled with tables and benches. Currently this space hosts a single bench and the market as a whole provides a few more, but not nearly enough to entice visitors to sit and enjoy their surroundings for a period of time. Tables and chairs would allow families to sit and rest a moment or enjoy a snack in a beautiful setting. These tables and benches would be constructed out of recycled material and could be of all different styles, depending on what would fit best with the space’s design.
Potential picnic table designs to be included in the space. All are constructed from recycled wood or plastic.  

They would allow for gathering spaces and people watching, both of which are included as features that make for successful public spaces. One idea our group had for an additional entertainment feature of Greylock Market was the availability of board games such as chess, checkers, and backgammon, like those found in Washington Square in New York City. This idea was met with much enthusiasm from the owners of the Freight Yard Pub as an activity that would benefit visitors of all ages. The installation of tables to the space would create a setting for these games to be played.

The final feature our second plan would incorporate is a large sculpture or other artistic installment. As remarked before, North Adams is home to a bustling artistic community and attracts many art enthusiasts. The concept for Greylock Market is based on artisanal shops and

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53 http://www.creativepipe.com/cosmos_picnic_table.htm  
54 http://media-cache-ak0.pinimg.com/236x/70/20/b4/7020b42342175ca12abc1e9e8fee7e00.jpg  
55 http://media-cache-ec0.pinimg.com/originals/af/d5/c5/afd5c524182de7ba79ba23353053b28d.jpg
markets that would benefit this artistic community and serve visitors looking for such attractions. Our group believes an art installation in this space would be a success. While the piece could take any shape or form, our group recommends incorporating not only visual appeal, but audial appeal as well with the installation of an aeolian harp. Aeolian harps consist of a large frame with wires or cords strung across at differing levels of tautness. When the wind blows through them, they vibrate and create harmonies. These harps are beautiful not only in sound but in design as well; they are a form of both visual as well as musical art. Throughout Greylock Market there are plans for various sculptural and visual pieces, but thus far no instrumental ones. The aeolian harp could bring a multifaceted artistic component to the space that it currently lacks.
Examples of Aeolian Harps that could serve as models for one located in Greylock Market. Upper left is located at the University of South Carolina-Aiken.\textsuperscript{56} Upper right is located in Shannon, Ireland.\textsuperscript{57} The lower aeolian harp is found on Brighton Jetty in Adelaide, Australia.\textsuperscript{58}

Because these harps require wind to play, they are typically found along coasts or on hillsides, but because of the unique layout of this specific space, our group believes one may work here as well. The market’s main thoroughfare itself is a long straight chute, off of which is this space, which is also a corridor between two multi-story buildings. This channeling creates a wind tunnel effect that our group believes may generate enough wind to play the aeolian harp. Even if

\textsuperscript{56} \url{http://www.usca.edu/math/~mathdept/hsg/aeolian.html}
\textsuperscript{57} \url{http://soundscapesinternational.com/installations/}
\textsuperscript{58} \url{http://margaretworth.com.au/works/the-elements-at-play----brighton-jetty-sa/20}
the wind is insufficient at certain times, the harps are themselves beautiful pieces of art that would serve a purpose when silent.

The space between Buildings 1 and 2 has immense potential. Should a few steps be taken to make the space more inviting and exciting, it could become a beautiful, environmentally friendly, and successful public space.
Space 4 Site Recommendation: Footbridge Connection to Mass MoCA

Recommendation 1: The Water Feature

The space at the end of the footbridge needs to serve as a mechanism to draw crowds from Mass MoCA across Main Street and into the new Greylock Market.

Photo taken from Google Earth
The demolition of this house has been proposed to the city of North Adams. In the case that this proposal is actualized, we have created plans for the space that will be left in its place. Photo taken from Google Earth.

As a result, any feature must be very enticing, pleasing to the senses, and it must serve as an extension of Greylock Market, rather than a separate entity. For these reasons, we believe an integrated water feature will be the best design for this space. In preliminary interviews, individuals have agreed that a water structure will serve this purpose well. We would also like to make environmental sustainability a priority in the engineering of the space, therefore our design will serve a dual purpose of filtering stormwater before it reenters the stormwater drainage system. Our project will also fit well with the announcement of the new Hoosic River Revival pilot project that will take place along the length of Heritage State Park. \(^{59}\) With its close proximity to the Hoosic River, our water feature will highlight the efforts of the Hoosic River

\(^{59}\) http://www.hoosicriverrevival.org/exciting-news-hrr-pilot-chooses-pilot-project/
Revival group and put a focus on the need for sustainable water usages, as well as serve as a second gateway to Greylock Market.

We have modelled our design for the water feature off two massive design projects that happened in Uptown Normal, IL and at the University of British Columbia. We believe an innovative combination of these designs will best serve the area we are working with.

Case Study: Uptown Normal, IL

The town of Normal, Illinois was featured as the number one public space in Planetizen’s Top 100 Public Spaces for a very creative space in Uptown Normal. Initially a dangerous five way intersection, the town has reengineered the traffic circle into a bustling town attraction. The public space doubles as a stormwater treatment fountain and reflecting pool. Despite being located in the middle of a road, the space has become a destination for community members and tourists alike - all while improving the water quality in Normal. The space serves the community as seating, open space, and an aesthetically pleasing water feature.

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In 2007, construction began to use existing infrastructure (including a storm sewer to use as an underground cistern. Designed by Hoerr Schaudt Landscape Architects, the space protects the local ecosystem and stream by preventing unfiltered runoff from entering the watershed. Stormwater enters a UV filtration system where it then flows through a series of bogs. Within the bogs plants filter the water, removing harmful chemicals. The water is then circulated into an above-ground gravity fountain. Trees planted around the fountain are planted with a new uncompacted soil technology that allows the trees to live up to three times longer. Additionally, the traffic circle increases the pedestrian safety and walkability of the area by decreasing the speed of traffic around the roundabout. Children and adults alike visit the fountain during good

weather as both a beautiful destination and a pleasant throughway on a journey to town center.\textsuperscript{63} The space has been named by the EPA as winner of the 2011 Smart Growth Achievement Award, and since 2004, three years before the traffic circle was built, property values in the district have increased 30%. A children’s museum, and two hotels thrive off of the circle. For these reasons we believe this case study may be a model of a creative use of space for Greylock Market. We would like to propose an installation of this type for our engineered space by the end of the footbridge.

\textit{Case Study: University of British Columbia}

This project was based on the idea that stormwater should no longer be viewed as a community burden that must be disposed of as quickly as possible. Rather, stormwater should be thought of as a beautiful resource to be managed. The university installed a series of wetland terraces that filter stormwater by using aquatic plants. The terraces incorporate aquatic flora, rocks, and lights to create a beautiful and functional fountain for students enjoy.

In this design, water flows through terraces filled with filtering aquatic plants until it reaches a large cistern and is reintegrated into the water system.
Greylock Market Stormwater Terraces

We believe that a similar structure to the University of British Columbia’s terraced water fixture that also incorporates a filtration system like the one found in Uptown Normal, IL will be a perfect addition to the North end of Greylock Market. This type of feature will serve as a storm water sink and filtration system. Additionally, a storm water system will draw attention to the ongoing Hoosic River Revival project, another project that will prove extremely important to the revitalization of the city of North Adams.

Although this photo does not exactly describe our vision for a water feature in Greylock Market, it can serve as inspiration for a water feature unique to the market. Source: https://www.flickr.com/photos/gaialore/5188080861/

Our design incorporates several small pools of stormwater that flow downward through a series of filtering aquatic plants into a larger collecting pool, where it will eventually reintegrate into the stormwater system and the Hoosic River. We want this area to be a sensory experience, so we plan to incorporate lights and sound to the fountain structure as well. In general, as water
flows from one pool to another it will become cleaner, ending in a clear pool that the public and children can safely play in and otherwise enjoy. Colored lights around the rock edges will light up the feature at night, creating an altogether different experience at night than can be found during the day. To enhance the desired visuals and sound effects, we will incorporate the idea of ‘reverse shingles’ from the Uptown Normal traffic circle. The reverse shingles create a ripple effect as the water flows across, thus adding more texture and sound to the feature.
We have also researched the types of aquatic plants we would recommend including in this type of filtration system. In an ideal world, we would use only native plants, but this would not achieve the desired filtration effect. Therefore, we would recommend a mixture of native and tropical plants that would survive in this climate. The similar climates in Illinois and British Columbia served as a launching point for plant choices. We also believe that a mixture of flowering and grass plants would be the most aesthetically pleasing additions to the terraces.

Our list of desired plants includes:

- Golden canna (showy flowers, grows to 4 ft tall at edges of ponds)
  http://www.enviraquatic.com/beneficial-plants.html

- Soft rush (perennial grass 1-5 ft tall)
  http://davesgarden.com/guides/pf/showimage/185675/

- Arrowhead (shallow water plant with showy white flowers year round)
Sagittaria graminea (small flowering plant, produces white flowers year round)

https://gobotany.newenglandwild.org/species/sagittaria/graminea/

These plants were selected based on their relatively low maintenance level and their success as filtering plants in the case studies highlighted above. It is important to keep in mind that any water from this terraced fountain will be discharged into the stormwater system. To do this, the developer must secure the proper permits from the Massachusetts department of Energy and Environmental Affairs. The National Pool Discharge Elimination Systems has a permitting process that combines both permits and a handbook of best practices. Forms can be found at: http://www.mass.gov/eea/agencies/massdep/water/wastewater/surface-water-discharge-

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permitting-npdes.html. Additionally, water from the fountain must be tested regularly to ensure it is not a source of point pollution into the Hoosic River.

Alternatives: Rain Garden

Our group recognizes that an extensive water feature may not be feasible for the project at this time. Therefore, we have identified a less expensive intervention for the space at the end of the footbridge. A rain garden is a less expensive alternative, yet it fulfills all three of our visions for the market overall. Rain gardens are able to serve as a sink and minor filtration system for storm water, which is important especially considering the proximity of this space to the Hoosic River. A beautiful garden will also draw audiences from Mass MoCA, proving to be both aesthetically pleasing, yet also functional.

Source: https://encrypted-tbn1.gstatic.com/images?q=tbn:ANd9GcRyyxb2Nbt-G9WUKbHTohWNQwbPPRS_bqFVRpu1H-mlkVWT60yLPS86L7A
In order to evaluate these two options, we have creating a comparison between no intervention, the rain garden, and a water feature. We compared options based on aesthetics, cost, benefit to the market, benefit to the community, and environmental benefit.
<table>
<thead>
<tr>
<th>Options</th>
<th>Aesthetics</th>
<th>Cost</th>
<th>Market Benefit</th>
<th>Community Benefit</th>
<th>Environmental Benefit</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Change</td>
<td>2 -the removal of the building will look better than the current state</td>
<td>5 -low cost for no intervention</td>
<td>1 -no harm or benefit to the market</td>
<td>1 -no harm or benefit to the community</td>
<td>1 -no significant environmental benefit</td>
<td>10</td>
</tr>
<tr>
<td>Rain Garden</td>
<td>3 -gardens are pleasing to look at</td>
<td>3 -costs include landscaping, plant purchase, and maintenance</td>
<td>4 -a beautiful green space for market goers</td>
<td>4 -can serve as a public gathering space for community members</td>
<td>4 -will collect runoff and do some filtering</td>
<td>18</td>
</tr>
<tr>
<td>Water Feature</td>
<td>5 -combined visual and sound effects of a water feature is the best option</td>
<td>1 -high costs for a developer, design plans, structural alterations, and building materials</td>
<td>5 -will draw crowds from Mass MoCA and tie in with the efforts of the Hoosic River Revival</td>
<td>4 -can serve as a destination for tourists and connect</td>
<td>5 -will clean and filter storm water before reentry to storm water drains</td>
<td>21</td>
</tr>
</tbody>
</table>

As can be seen from our evaluation, all options considered, the water feature will be the best option for Greylock Market overall. The main purpose of the water feature is to bring Mass MoCA visitors across West Main Street and eventually into Greylock Market. This purpose, combined with our emphasis on community, market, and environmental benefits, will best be served by a water attraction in this space.
Recommendations for Market and Maker Faire Concepts

The North Adams Farmers Market

In order to make recommendations for our client for how best to organize the outdoor market and fair aspect of the Greylock Market project, we read about established farmer’s markets, maker fairs, and crafts markets to learn what makes them successful. A goal for the project is to potentially move the North Adams Farmer’s Market from the Saint Anthony Municipal Parking lot near the Big Y, into the outdoor open space at Greylock Market. While Greylock Market will ideally be a more aesthetically pleasing location for the North Adams Farmer’s Market, it is not as centrally located as the current spot, and there will not be as much parking. Because of this, Greylock Market needs to put in place a plan to draw people to the less visible Heritage State Park site and make it just as accessible as it is currently in the Saint Anthony Municipal lot. We plan to interview vendors and patrons of the North Adams Farmer’s Market to hear some opinions on the impacts of the possible move. We are interested to see whether vendors would worry about losing customers due to the less visible location or whether this would be outweighed by the opportunity to be a part of an exciting new retail space that draws a target audience of consumers. In order to maintain and improve upon the success of the North Adams Farmer’s Market, Greylock Market must provide: adequate parking for customers and visitors, proper signage and advertisement for the new location, easy access and suitable space for vendors, and a safe, walkable route to the market from the main downtown area.

The North Adams Farmer’s Market is currently a successful market that runs from 8:00am until 12:00pm on Saturdays, an accessible day and time for those who work throughout the week. It features local produce from farms in surrounding towns such as Cricket Creek Farm in Williamstown, Square Roots Farm in Lanesborough, Many Forks Farm in Clarksburg, and
Berkshire Farms Apiary in North Adams. It was started in 2011 and has been growing every year. As of this past summer of 2014, there were an average of 14 vendors, who were selling out almost every week. One of the most important aspects of this market is that in addition to cash, vendors also accept the Supplemental Nutrition Assistance Program (SNAP) through Electronic Benefit Transfer, WIC coupons, and Seniors’ coupons. This year those enrolled in the SNAP program had their benefits doubled for the farmer’s market. As about one fifth of the North Adams population lives at or below the poverty line, without the acceptance of these payment methods at the farmers market, this fresh produce would be unaffordable to a significant proportion of the community. Fortunately, there is no reason why this would change should the market change locations. As the market continues to grow, however, and more vendors are interested in selling their products in such a successful environment, it is necessary to ensure that there is enough space to accommodate the demand. Veronica Bosley, the former North Adams director of tourism and community events, mentioned that “people seem to be getting in touch with local food. It’s great that we live in an area where we have all those resources to take advantage of.” The trend seems to be an upward one for the North Adams Farmer’s Market. Each year it grows and becomes more accessible to the residents of the city, which is an important step towards improving the overall health and well-being of the community. Should it be moved to Greylock Market, it will be extremely important to ensure that necessary steps are taken so that it can continue to grow and maintain its substantial base of customers and vendors.

68 Damon, Expanded Market Opens Saturday, 2014.
Creating a Market for Local Food

There is definitely potential for the makers of crafts and local food and drink in Greylock Market to sell their goods in small maker fairs held at the market itself. Ideally, the markets would follow a traditional farmer’s market model, where each maker would have a small stall either in front of their store or clustered together in the central area of Greylock Market. The success of the North Adams Farmer’s Market indicates that this kind of market could be successful, and that there is a consumer base for locally grown or made food. Fiber artists or potters would likely be more successful with tourists than the year round residents of North Adams, but could be successful and should still be included in the outdoor market space to promote their goods. The North Adams Farmer’s Market has grown every year, and the future tenants of Greylock Market would fit well as vendors in that market as well, especially if it were to move to the Greylock Market property. The (hugely important) key to sustained success would be the continued acceptance of the Food Assistance program, in order to make the food products accessible to everyone.

The tenants of Greylock Market could be an important first step in transforming the food culture of North Adams, and creating a viable market for locally produced food. Frederick Steinmann, an assistant professor at the University of Nevada Cooperative Extension, outlines two key methods for the creation of this market.\(^\text{69}\) The first is the involvement of small hospitality enterprises, or SHEs. These include locally owned restaurants and other food producers. In order for a community at large to become a local market, the private sector must create a value-chain between consumers and multiple producers. Greylock Market tenants could

\(^{69}\) Frederick Steinmann, “Creating a Market for Locally Produced and Locally Consumed Food in Nevada,” *University of Nevada Cooperative Extension*, 2013.
be important leading producers. The more complicated step is cultivating an attitude shift that
drives local food. This includes a willingness to pay more, increasing concern for food quality,
and overcoming perceived disadvantages such as lack of convenience and expense. Information
about Greylock Market that teaches the benefits of local food could start this shift.

The second method that Steinmann suggests involves public policy, starting with the
school system. Implementing local food quotas and teaching students about food choices is a
great way to involve families in the community. Greylock Market could inspire suggestions of
this kind of policy in North Adams to start the movement towards becoming a large market for
local food.

This is a long-term goal that is not the direct responsibility of Greylock Market, but it is
exciting that this project could be a catalyst in a movement that would be enormously beneficial
to the community. The main recommendation is that maker markets could be viable in Greylock
Market, but it is crucial that government benefits continue to be accepted. This sends the
message that the health of everyone in the community is valued, while also maximizing the
number of customers.

**Local Market Options**

In conceptualizing the Greylock Market project, planners hope to include a significant
outdoor market feature. Because of its elongated central walkway, the space is ideal for an open
air market containing goods that would attract visitors from both the local area as well as the
surrounding regions. These markets could take a multitude of forms, with some events
showcasing specific types of goods and others providing a wide array of products.

Milwaukee provides a perfect example of such an event. The city’s Maker Market series
occurs monthly from May to September and features artists and craftsmen from all over the
city. They average approximately forty vendors each month, although the mix of offerings is new each time. The event allows for a wide array of vendors to showcase their products and explain to visitors how they are made while in the beauty of an outdoor venue on a warm summer day. This type of event, while maybe not of the same size, could become a phenomenal feature of Greylock Market.

Another outdoor market option for Greylock Market could be a series of fairs highlighting specific types of goods. Examples include fiber arts, beer brewing, glass making, pottery, and more. A number of fairs such as these already occur throughout New England in outdoor spaces similar to Greylock Market. Waltham and Sturbridge Massachusetts both host fiber festivals annually in which demonstrations of sheep shearing, spinning, weaving, occur accompanied by live music and a fiber artisan fair offering good for sale. While the sheep shearing may not pertain to an event at Greylock Market, a fair featuring fiber crafts might provide an exciting option for both vendors and visitors alike. Similarly, a beer brewing festival may also attract visitors to the space and allow them to both observe the brewing process as well as sample the many local Berkshire beers. Smugglers’ Notch in Vermont hosts an annual BrewFest featuring local beers; this will mark the twentieth anniversary of the event. One feature unique to a beer sampling would be the potential draw of the college-age demographic. With MCLA in North Adams and Williams just to the west, a beer festival could entice an audience that may not attend craft markets. Not only would this benefit the vendors, but it would

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also increase awareness of Greylock Market as a space to which the local college populations could go and enjoy.

Maker Faire Markets

While most of the outdoor market events that will occur in Greylock Market will be moderate in size and relatively frequent, there is also potential for larger, less frequent events. One possibility is the Maker Faire. This type of market is similar to the smaller maker markets, but would feature a broader array of goods and many more vendors. The first Maker Faire occurred in San Mateo, California in 2005 and has grown as an annual event to now host more than 800 different makers with 110,000 visitors attending the event annually.73 The fairs have since spread not only across the United States, but internationally as well, with over 100 fairs occurring in 2012 alone. Because of the many artisans and locally owned and produced goods found in North Adams and Berkshire County as a whole, a Maker Faire in Greylock Market could become an exciting interaction between artists, food providers, inventors, visitors, and locals.

Greylock Market holds enormous potential as a successful location and organizer of a Maker Faire. The space itself provides a long throughway in which tents could be lined, allowing visitors to meander from one to the next, observing and interacting with the makers and their craft. Because the scale of such an event would be quite large, Greylock Market could work in tandem with Mass MoCA and even Main Street to host the variety of vendors. This would encourage visitors to explore multiple areas of North Adams and thus promote economic activity around the entire city, not solely in Greylock Market.

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A number of Maker Faires have occurred near to North Adams in the past, including Troy, New York, Champlain, Vermont, and Providence, Rhode Island. These examples have proved to be extremely successful events for both communities and business owners; North Adams - Greylock Market specifically - could provide a niche market in which one of these fairs would have the potential to flourish.

Recommendations for Greylock Market as a Whole

After conducting our research of case studies, interviewing and talking with multiple stakeholders, and learning more about the Greylock Market project, we have a set of general recommendations that were not previously specified in the report. These recommendations are not as specific as others that were noted earlier, but they pertain to the project as a whole and are still important for its broad scope and success.

An important improvement for the entire site is increased lighting. Current tenants and employees noted feeling unsafe at night due to the lack of light fixtures. Better lighting is necessary to make Greylock Market a safe place for future tenants to live. Theft has been a problem in Heritage State Park, so there needs to be methods of deterring that behavior in order to make Greylock Market a place where people feel safe living.

Another common piece of feedback that we received was a need for some sort of play space for children. It was the general opinion, and we agree, that having an area dedicated to children is not only a way to attract parents, but is also a way to keep them in the market for an

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extended period of time. We think that the space next to building five, near the current parking lot, might be the most suitable area for a more “kid-friendly” section of the market.

A key feature of Greylock Market is its proximity to an entrance point to Mount Greylock. The Furnace Road route is not currently the most well-known entrance point to Mount Greylock, but emphasizing it more could draw more people to the market, especially those who are more interested in participating in the outdoor activities that Mount Greylock has to offer. Our interviews indicated that stakeholders think an outdoors store would be a draw for such clientel, especially if Greylock Market could become a post-activity destination, either for shopping or for a meal. Tapping into this market could be very productive for Greylock Market.

Finally, a general, but important recommendation is recognizing the necessity of increased signage and advertising. People need to know what is at Greylock Market before they will be likely to go there. There need to be attractive and eye-catching signs that show people how to get to the market, and what they will find once they arrive. This cannot be underestimated, as lack of awareness of the site was one of the reasons why Heritage State Park was not successful as a destination.

**Conclusion**

In conclusion, had a great experience with this project. We believe our research and recommendations will be helpful for the continued planning of Greylock Market. More so, we believe in this project wholeheartedly -- for what it will do as its own entity, and what it will do for the City of North Adams. Over the course of this project we met with many great people, whom all expressed their faith in the Market. We would like to pay special thanks to our ENVI 302 professor, Sarah Gardner, our client, Blair Benjamin, our ENVI 302 class, our interviewees, and Colleen Taylor for hosting the public presentation of this report.