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

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ENVI 302 Final Project
12/10/14
Our Class

Interdisciplinary course that introduces the theories, approaches, methodologies, and legal framework of environmental planning
Our Project

- Greylock Market!
- Site is currently home to Heritage State Park, right off of Route 8
- Client: Blair Benjamin
  - President of Greylock Market, LLC
Greylock Market Plan

- Showcase creation of local food and artisanal/handmade products for visitors to observe
- Implement mixed-use artist housing
- Increase visibility with improved signage and landscaping of the space
- Reinforce connectability with MASS MoCA
- Present a clear entrance to Mount Greylock
North Adams Vision 2030 Plan

- Comprehensive plan and goals for the city
- Adopted by the North Adams Planning Board May 2014
- Includes:
  - Economic Growth
  - Employment Potential
  - Rebranding of North Adams
Vision 2030: Economic Renewal

**Downtown Investment Strategy**

A represents Western Gateway Heritage State Park

Red region, designated by 1 is the area of connectivity to downtown core
Vision 2030: Historic Preservation

National Historic Districts and Federal Scenic Byways

Freight Yard is marked by the 6
Our Task

- Design four distinct spaces in Greylock Market
- Provide general recommendations and case studies
Master Plan
Corridor Between Buildings 1 & 2
Our Vision

We want to design spaces based on three criteria:
- Environmental Improvements
- Aesthetic Value
- Functionality
Our Process

- Research relevant case studies of small markets and public spaces
- Attend Redevelopment Authority meeting
- Interview with community stakeholders
Interviews

- Judy Grinnell: President of Hoosic River Revival
- Richard Alcombright: Mayor of North Adams
- Colleen Taylor: Owner of the Freight Yard Pub
- Employees of Freight Yard Pub
- Joe Thompson: Director of Mass MoCA
- Matthew Noyes: Groundskeeper of The Clark Art Institute
- Paul Lovegreen: Owner of Tunnel City Coffee
History of Heritage State Park

- Developed in 1860 as a depot for freight trains
- Freight delivery companies
- Gathering place for the community
History of Heritage State Park

The Buildings

- 1: Lumber Company
- 2: Food storage and dispersal
- Grain and meat shops
- “Gas Station”
Current Uses

- The Freight Yard Pub
- Tunnel City Roasting facility
- Department of Conservation and Recreation
- North Adams Historical Society
- Local TV Station
- Mill City Theater
What Went Wrong?

• Lack of signage and marketing
• Mass MoCA was not yet an attraction
• Little community awareness of the project
• Assumption that the history of the area alone would draw in audiences
Despite past failures, the new administration believes this project will be successful

- Bike path
- Entrance to Mount Greylock
- Walking distance from Mass MoCA
- Proximity to the Hoosic River Revival pilot site
- Future connection to downtown via the proposed tunnel
Activity around the site

Mass MoCA

Hoosic River Revival
Four Locations
Greylock Market
1. Sons of Italy Parking Lot

How do we incorporate our vision?

- Aesthetic Value
- Environmental Sustainability
- Functionality
Aesthetic Value
Environmental Sustainability
Functionality
Recommendations

● Improved signage and safety
● Greater connectivity to Hoosic River
● Alternative pavement type
Alternative Pavement Types

1. Porous Asphalt
2. Grass Permeable Pavers
3. Interlocking Pavers
The Clark Art Institute
The Clark Art Institute
# Evaluating Alternatives

<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>
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<tbody>
<tr>
<td>Asphalt (no change/repavement)</td>
<td>$</td>
<td>$$</td>
<td>1 -no runoff reduction</td>
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<td>3 -reduces runoff</td>
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<td>Grass Pavers</td>
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<td>$$$</td>
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<tr>
<td>Interlocking Pavers</td>
<td>$$$$$</td>
<td>$$$$$</td>
<td>3 -reduces runoff</td>
<td>3</td>
<td>✓ ✓</td>
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</table>
2. Behind Building #5
The Site

- **Space Characteristics:**
  - Extremely narrow
  - Will be the backyard for tenants living above shops in Building 5
  - Contained by retaining wall
  - Currently just grass
Incorporating Our Vision

Goals for the space:

● Create a private, aesthetically pleasing space for tenants
● Make environmental improvements
● Provide an amenity that would attract tenants
Plan 1: Landscape Improvements

- Add flower beds with drain tile
  - improves aesthetic and reduces environmental impact
  - not labor intensive, inexpensive
Flower Beds

Native plants
Drain Tile
Water management and erosion reduction
Plan 1: Landscape Improvements

● Add flower beds with drain tile
  ○ improves aesthetic and reduces environmental impact
  ○ not labor intensive, inexpensive

● Vertical Garden
  ○ relatively inexpensive
  ○ covers the retaining wall
  ○ could serve as small herb garden
Vertical Garden
Plan 1: Landscape Improvements

● Add flower beds with drain tile
  ○ Improves aesthetic and reduces environmental impact
  ○ Not labor intensive, inexpensive

● Vertical Garden
  ○ Relatively inexpensive
  ○ Covers the retaining wall
  ○ Could serve as small herb garden

● Build Fencing - Sustainably Harvested Lumber
  ○ Creates a private space
Plan 2: Backyard Social Space

- Include aspects from landscaping improvement plan
- Add as many features as financially feasible
Plan 2: Backyard Social Space

- Include aspects from landscaping improvement plan
- Add as many features as financially feasible
- Add a small patio and fire pit
  - Increases aesthetic value
  - Creates a more desirable, social living space
  - Involves labor, more expensive
Local Stone Patio and Fire Pit
Plan 2: Backyard Social Space

- Include aspects from simpler plan
- Add as many features as financially feasible
- Add a small patio and fire pit
  - Increases aesthetic value
  - Creates a more desirable, social living space
  - Involves labor, more expensive
- Add a small built-in grill along retaining wall
  - Adds to “backyard” feel
  - Amenity that will attract tenants
Built-in Grill
3. Corridor Between Buildings 1 & 2
Plan 1: The Basics

- Pathway through the space
  - Made of recycled cobblestones
  - Permeable to allow for water recapture
Walkway Connecting Parking to Main Market Space
Plan 1: The Basics

- Pathway through the space
  - Made of recycled cobblestones
  - Permeable to allow for water recapture
- Increased landscaping
  - Native shrubs and vines
Native Shrub Options for Landscaping
Native Vine Options for Landscaping
Plan 1: The Basics

● Pathway through the space
  ○ Made of recycled cobblestones
  ○ Permeable to allow for water recapture

● Increased landscaping
  ○ Native shrubs and vines

● Lighting
  ○ String lights above the space
String Lights
Plan 1: The Basics

- Pathway through the space
  - Made of recycled cobblestones
  - Permeable to allow for water recapture
- Increased landscaping
  - Native shrubs and vines
- Lighting
  - String lights above the space
- Rainwater Capture
  - Rain barrels collect water from drainage pipes
Rain Barrels for Water Capture
Plan 2: Artistic Alleyway

- Meandering walkway through the space
  - Retaining the environmentally conscious design from Plan 1
Meandering Pathway Connector
Plan 2: Artistic Alleyway

- Meandering walkway through the space
  - Retaining the environmentally conscious design from Plan 1
- Artistic Lighting Installment Overhead
  - Preferably solar powered
Artistic Light Installment
Plan 2: Artistic Alleyway

● Meandering walkway through the space
  o Retaining the environmentally conscious design from Plan 1

● Artistic Lighting Installment Overhead
  o Preferably solar powered

● Tables, Chairs, and Benches
  o Made of recycled material
Seating
Plan 2: Artistic Alleyway

- Meandering walkway through the space
  - Retaining the environmentally conscious design from Plan 1
- Artistic Lighting Installment Overhead
  - Preferably solar powered
- Tables, Chairs, and Benches
  - Made of recycled material
- Sculpture or Artistic Installment
Sculptural Installation: Aeolian Harp
4. End of the footbridge
We are hoping to draw people over from Mass MoCA, across the footbridge and into Greylock Market. This will be their first view of the site and the location of the water feature.
The city has proposed demolition of this house
Our Vision

● Aesthetics:
  o A beautiful attraction as an asset to the market

● Function:
  o Will draw a key audience from the West Gate of Mass MoCA

● Environmental Sustainability:
  o Serves as a sink for stormwater runoff
  o Creates awareness for the overall Hoosic River Revival project
In 2007 Hoerr Schaudt Landscape Architects began construction for a new public space in Normal, IL. Used to be a dangerous five way intersection → now is a open public space where people can come together.
We want to incorporate ideas from the Uptown Normal, IL traffic circle
- A mixture of green space, water, and people
- Reverse shingles for visual and sound effects
- Similar aquatic flora that can thrive in our environment

We also want to design our water feature off of this terraced wetland structure found at the University of British Columbia
- Pools that flow into a cistern
- Lights that illuminate water
- Native plants and recycled building materials
Recommendations

- Four pools that filter stormwater
- A space for observing with all five senses
- A place for children to play
- An attraction to draw tourists from Mass MoCA
Another Alternative: Rain Garden

• Accomplishes many of the goals of the water feature
  – Stormwater runoff sink
• Beautiful much of the year
• Less costly than an installation
• Still draws attention from visitors
### Evaluating Alternatives

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<tr>
<th>Options</th>
<th>Aesthetics</th>
<th>Cost</th>
<th>Market Benefit</th>
<th>Community Benefit</th>
<th>Environmental Benefit</th>
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<td>1</td>
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<td></td>
<td>-the removal of the building will look better than the current state</td>
<td>-low cost for no intervention</td>
<td>-no harm or benefit to the market</td>
<td>-no harm or benefit to the community</td>
<td>-no significant environmental benefit</td>
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<tr>
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<td>4</td>
<td>4</td>
<td>4</td>
<td>18</td>
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<tr>
<td></td>
<td>-gardens are pleasing to look at</td>
<td>-costs include landscaping, plant purchase, and maintenance</td>
<td>-a beautiful green space for market goers</td>
<td>-can serve as a public gathering space for community members</td>
<td>- will collect runoff and do some filtering</td>
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<tr>
<td>Water Feature</td>
<td>5</td>
<td>1</td>
<td>5</td>
<td>4</td>
<td>5</td>
<td>21</td>
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<td></td>
<td>-combined visual and sound effects of a water feature is the best option</td>
<td></td>
<td>-high costs for a developer, design plans, structural alterations, and building materials</td>
<td>-will draw crowds from Mass MoCA and tie in with the efforts of the Hoosic River Revival</td>
<td>-can serve as a destination for tourists and connect</td>
<td>-will clean and filter storm water before re entry to storm water drains</td>
</tr>
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Market Research and Case Studies
The North Adams Farmer's Market
North Adams Farmer’s Market

- Opened in 2011
- Runs early June to late October
- Features local produce:
  - Cricket Creek Farm
  - Square Roots Farm
  - Many Forks Farm
Successes

- Adds new vendors every year
- As of summer 2014, there are 14 vendors who sold out almost every week
- Crucial: accepts SNAP, WIC, and Seniors Coupons
- Increases accessibility and awareness of healthful food
Making a Move Work

- Adequate parking
- Signage and advertisement
- Walkable, safe route from downtown
- Space suitable for vendors to park, unload, and set up their stands
- Space to accommodate expected expansion and new vendors
Maker Markets - A Frequent Event Option

- Open air markets that feature a wide array of handmade, local goods
- Some options include:
  - Beer Festivals
  - Fiber Arts Fairs
  - Clay and Glass Festivals
- Open space of Greylock Market provides an ideal location
Maker Faires - An Annual Event Option

● Outdoor markets that allow craftsmen to demonstrate how they create their products
● Broad range of products that are featured
● First fair occurred in San Mateo, CA in 2005
  ○ Now the annual fair hosts 800 makers and over 110,000 visitors
● Events spread across the US and abroad
General Recommendations

- Playscape
  - Children of the area lack play spaces
  - Increase family-friendly potential of the space

- Heightened emphasis on the entrance to Mount Greylock
  - Outdoor goods store included in the market or nearby to encourage outdoor activities

- Signage and Advertisement

- Improved lighting throughout
  - Currently very dark once the sun sets - space would be safer with more effective lighting
Conclusions

Greylock Market has the potential to be an asset to the North Adams community, and we believe the framework is in place to see this project succeed!
A Special Thanks To:

- Our Professor - Sarah Gardner
- Our Client - Blair Benjamin
- Our Environmental Planning 302 Class
- Our Interviewees
- Colleen Taylor for generously hosting this presentation
Photo Credits

- http://mo.water.usgs.gov/indep/wilkison/cso/
- http://www.pavestone.com/blog/interlocking-concrete-pavers-project-of-the-month
- http://peraleseng.com/?page_id=851