



Greenfield Reconnaissance Report

Connecticut River Valley Reconnaissance Survey

Massachusetts Heritage Landscape Inventory
Program



JUNE 2009

Massachusetts Department of Conservation and Recreation
Franklin Regional Council of Governments
Pioneer Valley Planning Commission

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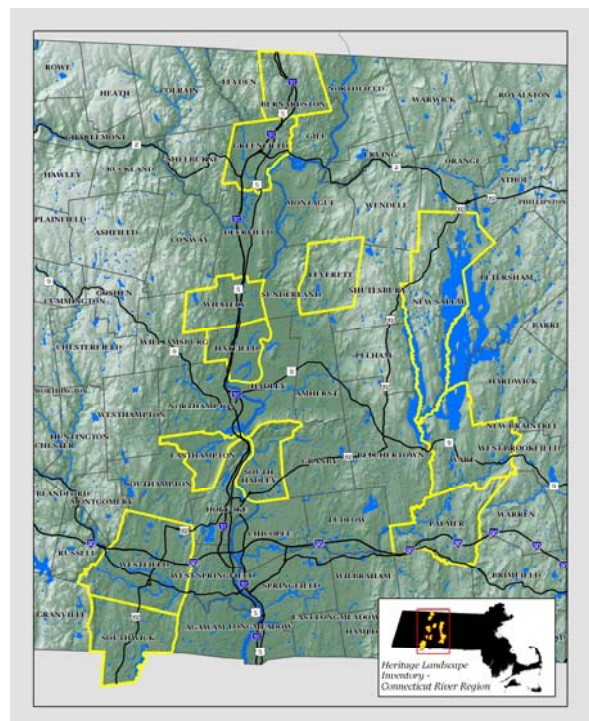
Richard K. Sullivan, Jr., Commissioner
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INTRODUCTION

Heritage landscapes are special places created by human interaction with the natural environment that help define the character of a community and reflect its past. They are dynamic and evolving, reflect the history of a community and provide a sense of place. They show the natural ecology that influenced land use patterns and often have scenic qualities. This wealth of landscapes is central to each community's character, yet heritage landscapes are vulnerable and ever changing. For this reason it is important to take the first step toward their preservation by identifying those landscapes that are particularly valued by the community – a favorite local farm, a distinctive neighborhood or mill village, a unique natural feature or an important river corridor.

To this end, the Massachusetts Department of Conservation and Recreation (DCR) and its regional partners, the Franklin Regional Council of Governments (FRCOG) and the Pioneer Valley Planning Commission (PVPC), have collaborated to bring the Heritage Landscape Inventory Program to twelve communities in the Connecticut River Valley region of Massachusetts. The goals of the program are to help communities identify a wide range of landscape resources, particularly those that are significant and unprotected, and to provide communities with strategies for preserving heritage landscapes.

The communities within the Connecticut River Valley region of Massachusetts are diverse in their settlement patterns and economic histories. What they hold in common is a foundation built on agriculture that was carried out in communities traversed by a series of major waterways and tributaries, from the Connecticut River to the Deerfield, Sawmill, Green, Millers, Quaboag, Swift, Mill and Ware Rivers. This region contains significant cultural and historic resources and uncommon natural beauty. For some of the communities, industry developed alongside agriculture, so that today the heritage landscapes reflect both agrarian and industrial pasts while providing recreational and educational opportunities. From scenic town commons and natural areas, to civic buildings and burial grounds, the heritage landscapes within the region collectively tell the story of their varied and often complex history.



Connecticut River Valley Heritage Landscape Inventory project area

Methodology

The methodology for the Heritage Landscape Inventory Program was developed in a pilot project conducted in southeast Massachusetts. It is outlined in the DCR publication *Reading the Land*, which has provided guidance for the program since its inception. In summary, each community organized a heritage landscape identification meeting during which residents and town officials identified and prioritized the natural and cultural landscapes within town that embody the community's unique character. This meeting was followed by a fieldwork session led by the project team, including the local project coordinator and staff of FRCOG or PVPC, accompanied by interested community members. During the fieldwork session the Priority Heritage Landscapes were assessed and opportunities for preservation were explored and discussed. The final product for each community is an individualized Heritage Landscape Reconnaissance Report. This report outlines the community's landscape history, describes the Priority Heritage Landscapes along with associated opportunities, issues, and recommendations, and concludes with implementation strategies.

PART I: HERITAGE LANDSCAPE INVENTORY

LOCAL HISTORY

The Town of Greenfield is located in the center of Franklin County. It is bordered by Shelburne to the west, Colrain to the northwest, Leydon and Bernardston to the north, Gill and Montague to the east, and Deerfield to the south. The Town of Greenfield was incorporated in 1773 from an original Deerfield 8,000 acre grant, with the eastern boundary along the Connecticut River. The Cheapside District was annexed to Greenfield in 1896.

The central portion of town is characterized by lowlands with rich soils and abundant water resource legacy of Glacial Lake Hitchcock. A long bedrock ridge along the west side of the Connecticut River forms its east boundary. To the south the Deerfield and Green Rivers join the Connecticut at Cheapside. The Green River, town namesake and major natural feature, drains the Fall River on the east and many small streams originating on Greenfield Mountain to the west. The highest elevations include Greenfield Mountain (874 feet) to the west, and Sachem Head (452 feet) and Poet's Seat (494 feet) on the eastern ridge. These provide a sense of enclosure for the town.

The Town of Greenfield was developed as an important commercial center after the Revolution with a Connecticut River port at Cheapside and civic activity in the center of Town around Court Square. Greenfield was a hub of railroad activity during the Early Industrial period, with a

station and depot located in the downtown area. The Town was very prosperous through the 1850s to World War II due to its central location and easy access for commerce with railroad infrastructure. In 1811, when Franklin County was established, Greenfield, as the largest community, became the official County Seat, the central location for county government operations. As a result, retail and service sectors grew and Greenfield became the economic and cultural center of the County as well.¹

Industrial activity took place along the Green River with a concentration of factory buildings and surrounding worker-owned and rented houses. Beginning in 1699, water power provided sources for various types of industrial activity. Textile manufacture in Greenfield was succeeded by technologically innovative cutlery products as well as precision machine tools and advanced patent taps and dies. Local forests provided resources for the manufacture of wood products including bench tools, baby carriages, rakes and shovels, and wooden planes and levels.

The valley along the Green River in the western portion of town has been the main agricultural district in town, traditionally focused on dairy and tobacco. This area, referred to as “the Meadows” continues to have a significant amount of farmland in active production, today mostly in forage and crops. Eighteenth century homes along Colrain Road have been well maintained. During the late Industrial period, affluent residential neighborhoods were developed surrounding the downtown area from East Main Street to the Highland Park area as well as 19th century neighborhoods related to nearby industry.

Today, Greenfield is the most populated town in Franklin County with an estimated population of 17,706². The Town serves as an employment center for surrounding towns, with a concentrated commercial district on Main, High, and Federal streets. Residential neighborhoods reflecting a rich architectural legacy were built around shops and mills of the 19th and 20th centuries. Today, some of the largest employers in Greenfield include the Franklin Medical Center, Greenfield Public Schools, the Town of Greenfield, Gentiva Health Services, Big Y Supermarket, and Greenfield Community College³.

The Town of Greenfield has approximately 13% of its land area protected⁴ and the population density in Greenfield is roughly 1.26 people per square mile.⁵ While the population in Greenfield has not been growing in recent years⁶, open space and farmland have been diminishing as frontage lots are sold for residential development. This has impacted the rural

¹ Town of Greenfield 2006 Open Space and Recreation Plan

² Annual Estimates of Population, Population Division, U.S. Census Bureau as of July, 2008

³ Franklin County Chamber of Commerce, 2005 in Town of Greenfield 2006 Open Space and Recreation Plan

⁴ Mass GIS land use data open space data layer, 3/3/09, Greenfield Planning Department

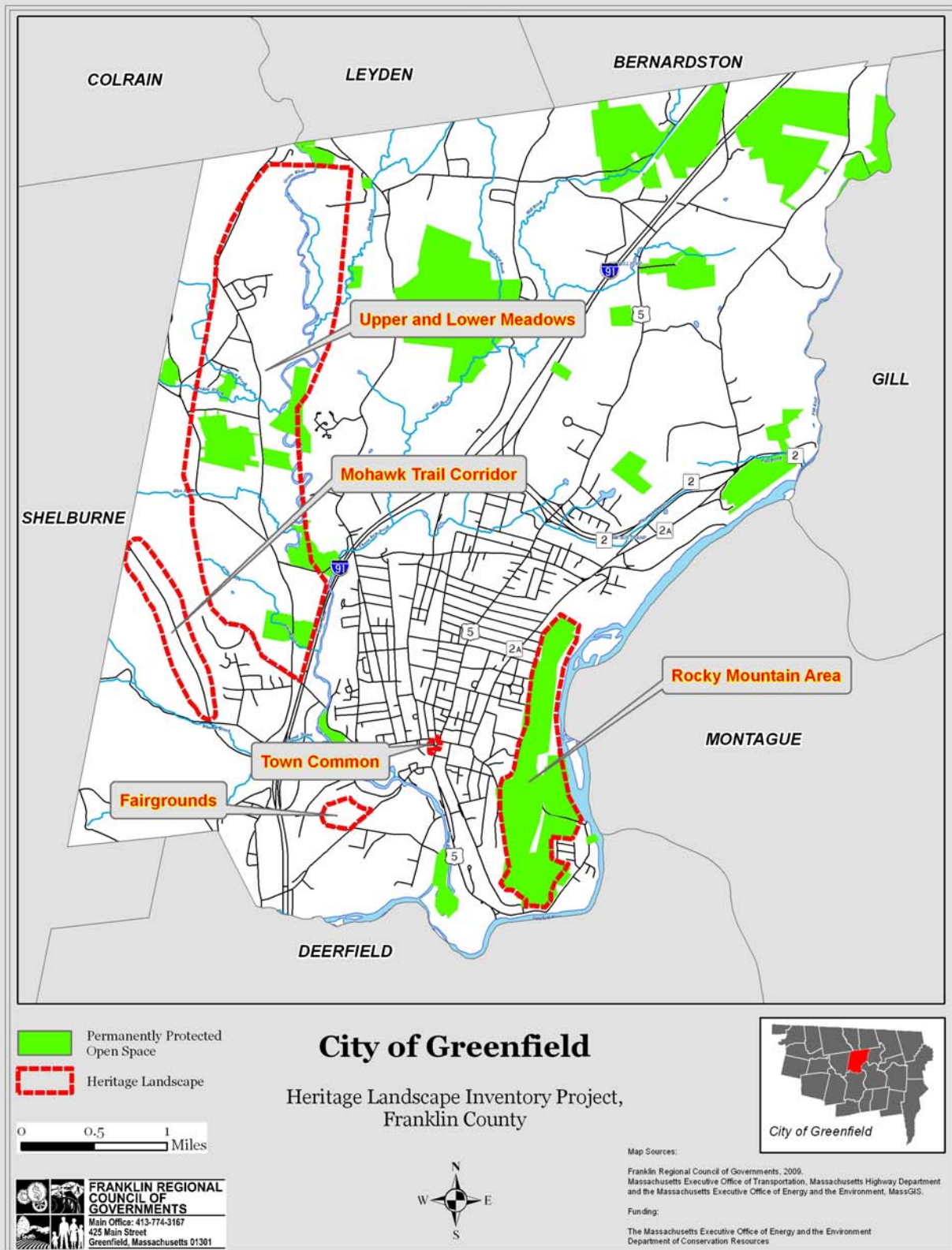
⁵ MassGIS land use data reports 14,036 total acres in town. Annual Estimates of Population from the Population Division, U.S. Census Bureau report a 2007 population for Greenfield of 17,706. $(17,706/14,036 = 1.26)$

⁶ According to Annual Estimates of Population from the Population Division, U.S. Census Bureau, Greenfield population has decreased 2.5% from 2000 to 2007.

character of the community over time, changing it from a rural to a more suburban landscape. Greenfield has protected many of its natural features, still contains many 18th century structures, and has an active agricultural district with well-preserved colonial homes. The adoption of strategies and tools for heritage landscape preservation while focusing commercial growth downtown and in other appropriate areas will help to maintain the character of Greenfield.

PRIORITY HERITAGE LANDSCAPES

In the public identification meeting, participants identified 33 landscapes within Town that define the heritage of the community. These heritage landscapes provide a cross section of the types of landscapes that contributed to the historical development of the town and together tell the story of Greenfield's past. Meeting attendees then voted to identify 5 Priority Heritage Landscapes for the focus of this project. The following text describes the unique value that each of these landscapes provides to the community and a set of recommendations for its preservation and protection. The recommendations are meant as a starting point for discussion among community members. It is up to town staff, boards and residents to decide which tools and techniques will fit with community goals and then work towards their implementation. The Priority Heritage Landscapes for Greenfield are the **Town Common area; Franklin County Fairgrounds; Mohawk Trail; Rocky Mountain area; and the Meadows.**



Town Common Area

The area of downtown that includes the **town common**, **Court Square** and **Bank Row** has been identified as a Priority Heritage Landscape by community members because of its historical significance as the center of civic activities in Greenfield. This heritage landscape includes buildings adjacent to and visible from the common, including the Pushkin Gallery, the stretch of buildings on the east side of the common where Federal street meets Routes 5 and 10, a stretch of road referred to as “Bank Row”, and the unique and important buildings on the west side of the common which include the McCarthy Funeral Home (William Coleman House), the Second Congregational Church and the Town Hall. This area is considered the core of downtown, centering on the common. While the downtown landscape is larger, this central core is the component expressed by the community to have the most significance as a Priority Heritage Landscape. This Priority Heritage Landscape is included within a historic district on the National Register of Historic Places. This larger area, called the Main Street Historic District, was listed in 1988 and includes Main Street between Chapman and Hope Streets and along Bank Row (See page 28 for listing of other historic districts listed on the National Register of Historic Places in the downtown area and elsewhere in town).



Greenfield Town Common and Bank Row

Greenfield Town Common

The town common on Main Street in downtown Greenfield has historically been the focal point for civic activities in Greenfield. Prior to the establishment of this center, the township’s common was at Trap Plain, now called Four Corners. Throughout its history, the common has played a central role in the daily life of Greenfield’s residents. Firemen drew water

from a well on the common to fight fires, and horses drank from a public trough. County fairs were once held here, and in 1870, a monument was erected to honor Civil War veterans from Greenfield. In the 1920s, the tradition was started of creating ice sculptures on the common for the annual winter carnival and it has hosted a nativity scene at Christmas over the years as well.⁷ The common continues to be the hub of civic and commercial activity, with important town and commercial buildings and busy streets surrounding it on all sides.

In 2007, the town common was considered for intersection improvements by the town Department of Public Works to utilize available Massachusetts Highway Department Funds.

⁷ Massachusetts Historical Commission form 99, 1984

The process that follows shows the importance of the town common as an historic heritage landscape in the community. These improvements were to include the reduction of one of the corners of the common area to provide new traffic signals and a greater turning radius for trucks. The Greenfield Historical Commission met with the town engineer to verify the extent of the changes that these improvements would have had on the appearance of the town common, which the Historical Commission considers a valuable resource to the community. It was found that this plan would substantially reduce the green space of the common, alter its classic shape, and remove one of the few mature trees on the common. Formal comments from the Greenfield Historical Commission were submitted to the Mayor, Town Engineer, and Massachusetts Historical Commission which supported the plan, with the exception of the corner modification, due to its insufficient utility and unacceptable community impacts. The coordination between various interests has made this a model project, with the intention of achieving a proper balance between good traffic management, historic preservation, and community values.

Town Hall



Greenfield Town Hall

The Greenfield Town Hall was built in 1848 as the second county courthouse by Isaac Damon, an important architect and bridge builder from Northampton. This Greek Revival building has been twice renovated over the years. In 1873 the building was sheathed in brick to meet fire and safety codes, and the roof was raised and gothic details added, transforming the original building. In 1954, the building was again renovated and elevators were added.⁸ Town Hall has served various civic and community functions over the years. It was the first courthouse for Greenfield, has provided space for Town Meetings and other civic meetings and events and currently holds most municipal offices. Needs for the building include roof replacement, electrical work, and plumbing. There is also a need for more municipal office space and meeting space.

Second Congregational Church

The Second Congregational Church was formed in 1817 by members from the First Church at Trap Plain and is located between the Coleman-Hollister House/McCarthy Funeral Home and Town Hall. This Gothic Revival building, designed by Richards & Park of Boston, was built of Greenfield stone along with the addition of a Parish Hall in 1868, replacing Isaac Damon's 1819 building. In 1912 there was an addition to the Parish Hall and the Russell Memorial Chapel was

⁸ Massachusetts Historical Commission form 100, 1984

added in 1951. A 1948 memorial in front of the church and facing the common consists of a bronze plaque on granite marker to Lorenzo Langstroth (1810 – 1865), Church Pastor from 1834 to 1848. Langstroth is known as the inventor of the removable frame bee hive, an improvement which made modern beekeeping possible. The building has no apparent maintenance needs.

The William Coleman- J.H. Hollister House

The William Coleman - J. H. Hollister House, at 36 Bank Row, is a contributing building to the Central Main Street National Register District and may be the most individually significant historic building in Greenfield, according to the Greenfield Historical Commission. The building is set back from the road east of the Second Congregational Church, and overlooks the town common and Bank Row. It was designed and built to be a residence for William Coleman by the notable architect Asher Benjamin in 1797 in the Neoclassic style, with an elegant porch facing a beautiful view to the south. Coleman was a major contributor to Greenfield's growth into a commercial center and vibrant community. As the town's first lawyer, founder of the first newspaper and entrepreneurial civic leader, he helped transform Greenfield's center. However, Coleman never lived in the house. After leaving Greenfield for New York, Coleman became the nationally known editor of the *New York Evening Post* through his friendship with Alexander Hamilton.

Asher Benjamin, the young architect and builder of the Coleman House, was to become a major figure in American architecture for the next half century. His work is impressively displayed in this landmark, which is known as the best preserved of his early buildings. Coleman asked Benjamin for "a house worthy of its view". William N. Hostley states, in "The Great River" (Wadsworth Atheneum 1985), *"The Coleman house reveals the young architect at the peak of his confidence working for a patron of equal ambition who sought to build the most ostentatious and extravagantly decorated mansion in western Massachusetts. They succeeded in this effort."* In the same year in Greenfield, Benjamin published the first American architectural pattern book, The Country Builder's Assistant, thereby promoting change in the appearance of towns across the nation.



William Coleman House, 1934 Historic American Buildings Survey photo: Library of Congress



William Coleman House, now McCarthy Funeral Home, 2009

In 1829 two wings (now gone) were added, and that same year the High School for Young Ladies was opened there. Lorenzo Langstorth served as Headmaster there for a time. J.H. Hollister bought the house and property in 1864 and made alterations including the rear addition and moving half of the barn to Fort Square. In 1918, Hollister sold it to Eugene McCarthy and it became the first funeral home in Franklin County. The design and central location has made it optimal for a variety of uses over the years, having served as a store and a tavern as well. Today the building is known as the McCarthy Funeral Home, a private business.

Bank Row

Five historically significant buildings face the common from Bank Row. The 1827 Allen Block, Greenfield's oldest commercial building, first served as stores for Connecticut River trade goods. The 1929 Moderne First National Bank & Trust building, representing the town's industrial strength of the 20th century, and the 1813 First County Courthouse are architecturally significant and contributed to Greenfield's civic and commercial development. They are all part of the district addressed in the 2007 "Bank Row Urban Renewal Plan", which was created by the Greenfield Redevelopment Authority (GRA) and the Town of Greenfield to encourage the redevelopment of the Bank Row block in downtown Greenfield. As part of this effort, the GRA acquired and in 2009 resold three Bank Row buildings in the District: the Allen Block (corner of Main Street & Bank Row), 21-23 Bank Row (the Pond Block), and the Siano Block at 25-27 Bank Row (the yellow brick building on the corner). In February 2009, a private developer purchased these three buildings from the GRA with the intention of redeveloping them. The creation of additional parking to serve the Bank Row area was identified as a critical need and central focus by the GRA which is exploring the possibility of constructing a parking structure in the District.⁹

⁹ Draft Overview of Economic Development Projects in Downtown Greenfield, FRCOG.



Bank Row, facing common in downtown Greenfield

The E.A. Hall Building/First County Courthouse

The First Franklin County

Courthouse/The E.A. Hall Building, at 15 Bank Row, was built in 1813 in the Classic Revival style. It served as the first county courthouse until 1848 when the Second Courthouse/Greenfield Town Hall was built. A rear addition was added in 1836, and in 1849 the doors, windows and 2nd floor entrance were renovated. In 1879, outside stairs were

removed and the building was braced. The building was later used for a variety of purposes including church meetings and commercial businesses, and operation of the county's first newspaper. In 1999 the building was purchased and renovated by the Connecticut River Watershed Council (CRWC), one of America's earliest watershed associations. This brought the CRWC back to the same area in which it was founded in 1952 at the historic Weldon Hotel (54 High Street). The building is now fully renovated and handicapped accessible, and in good condition, serving as the headquarters for the Connecticut River Watershed Council.

First National Bank and Trust of Greenfield

The First National Bank and Trust Company building is located at 9 Bank Row, between the Allen building on the corner of Bank Row and Main Street and the Connecticut River Watershed building (the First Franklin County Courthouse). The building was built in 1929 on the eve of the Great Depression according to designs of the architecture firm Dennison and Hirons of New York City. Its façade is constructed of granite and brick in the Moderne style and contains the bank name recessed at the top of the building beneath a central clock. This historic building was used as a bank until 1972, and was vacant for most of the past thirty-five years. The Franklin County Community Development Corporation (FCCDC) took ownership of the building in 2002 and has stabilized, weatherproofed, and remediated hazardous substances in a huge restoration effort. Most recently, funds were awarded to secure the façade, conserve the window frames and repair the interior walls.

Franklin Savings Bank Building (Pushkin Gallery)

The Franklin Savings Bank building, now the Pushkin Gallery, is located at the corner of Main Street and Federal Street, overlooking the north side of the town common. This elegant vault-style granite bank building has more purely classical detailing than any other structure in the business district. It was built in 1911 for the Franklin Savings Institution when rapidly expanding businesses caused it to outgrow its original office. Founded in 1834 by Elijah Alvord,

the bank has always been run by members of Greenfield's well-known families.¹⁰ It was more recently owned by the Bank of Boston until the year 2000, when it was sold to a private owner, and has been used as an art gallery and function space since that time.



Arms Block

George A. Arms Block

The George A. Arms Block, at 285-291 Main Street, is a 4-story brick building located on the corner of Main Street and Court Square.

George Arms, a coal/coke wholesaler, had this building built in 1876 to house his expanding business. After 10 years, E.A. Newcomb purchased the property to operate a hardware store, which he managed for 30 years before passing the business to Floyd A. Clark in 1916 who operated it until his death. Clark's widow

Gertrude handled operations until her sons purchased the building in 1949. The building's downtown location, on the corner of two of Greenfield's busiest streets, has helped it play a major role in the city's growth. Many of the goods sold here were brought to town via the nearby railroad and used to construct homes, businesses and recreational facilities. It most recently contained Clark Sport Shop on the ground level facing Main Street. The George A. Arms building is being rehabilitated for a restaurant and other commercial uses as part of the Bank Row Urban Renewal Plan, which includes an effort to encourage the redevelopment of underutilized upper floor space in the District. The need to redevelop and use upper floor space was also expressed in the Greenfield 2002 Downtown Master Plan. The City of Greenfield, the Greenfield Redevelopment Authority, and local banks are supporting this project.¹¹

Bank Row, along with Main Street between Chapman and Hope Streets, is part of the Main Street Historic District on the National Register of Historic Places, and abuts the East Main Street District. This designation is honorary in nature and does not provide protection except for demolition delay review for buildings. However, the location of these buildings within a National Register District does reflect the historic significance of the Bank Row area of downtown Greenfield as a Priority Heritage Landscape.

Opportunities:

- The Town Common has served as the core of civic, cultural, social and commercial activity for Greenfield and Franklin County. The common provides a public community gathering place as well as a landscaped green that is an example of a New England town

¹⁰ Massachusetts Historic Commission form 104

¹¹ Overview of Economic Development Projects in Downtown Greenfield Draft, FRCOG, 2009

common that contributes to the visual harmony of downtown, offsetting the urban concentration of buildings and surrounding traffic in the downtown area.

- Bank Row is within the Main Street Historic District on the National Register of Historic Places, and contains buildings of architectural and historic significance to the City of Greenfield.
- Three of the buildings on Bank Row have recently been purchased by an experienced and reputable developer, providing the opportunity for reuse of these historic buildings to revitalize Bank Row and the downtown area with new commercial enterprises. Due to the buildings' location within a National Register District, they are eligible for federal and state tax credits for rehabilitation.
- The Bank Row Urban Renewal Plan will encourage the redevelopment of other buildings in the Bank Row area including the First National Bank building.
- If the William Coleman - J. H. Hollister House comes on the market in the future, there may be an opportunity for the town to work with Historic Deerfield and/or Historic New England to purchase the property and pursue a public education program for the property.

Issues:

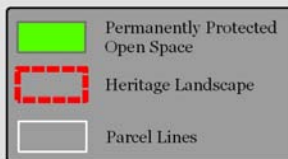
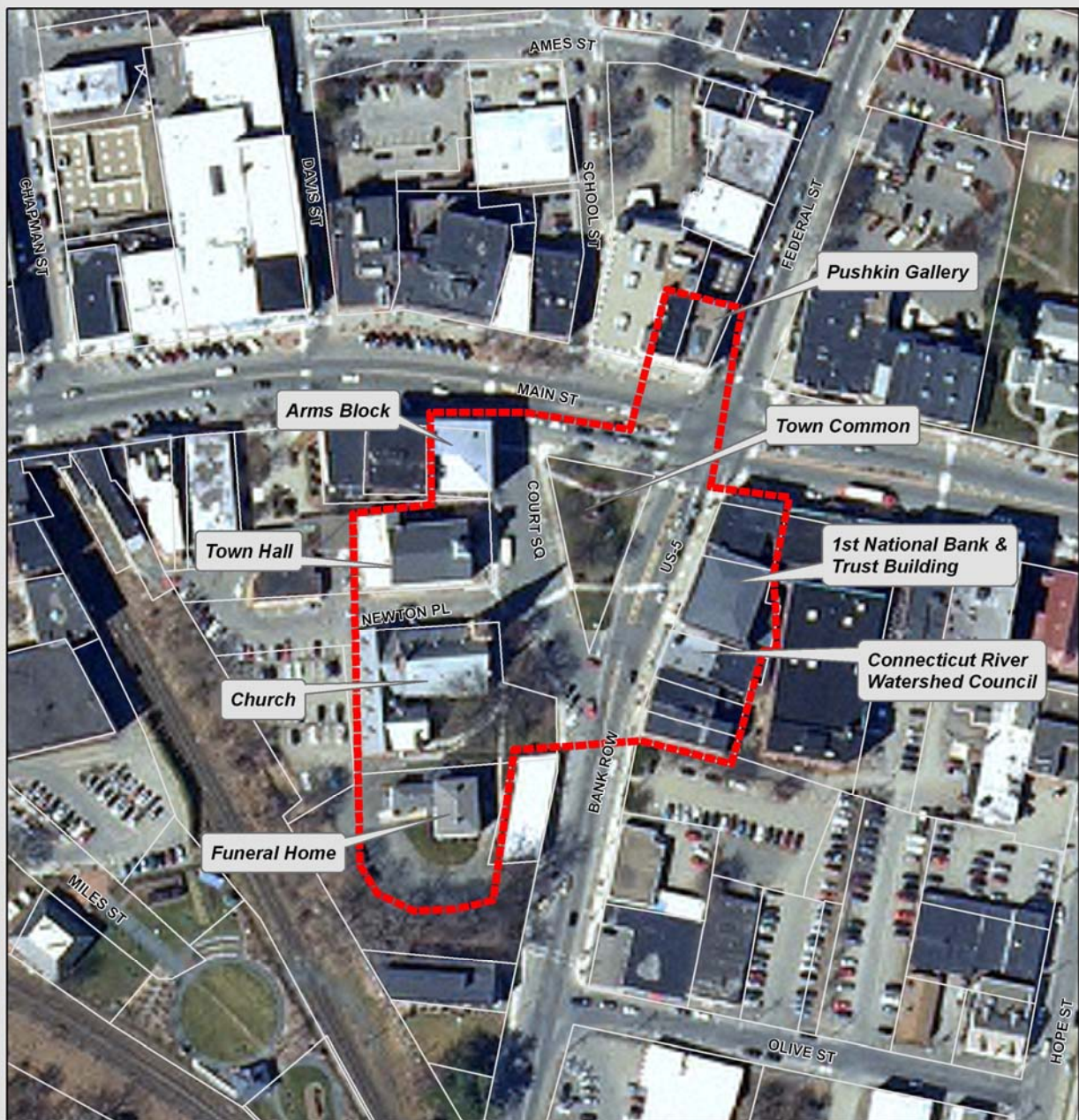
- There is a need for meeting space in the downtown area for meetings of municipal staff, area businesses and organizations, as well as for public events.
- Revitalization of historic buildings can be costly, which can be a barrier to revitalization efforts.
- Historic buildings in the Bank Row/Court Square area are not protected.

Recommendations:

1. Developers should be provided with information about the federal and state investment tax credit programs available for qualified restoration and rehabilitation of income producing properties in National Register listed districts.
2. Conduct an assessment of and develop a master plan for municipally owned buildings to maximize the use of current space and plan for any additional needs for offices and meeting space.
3. The City of Greenfield should continue to support and work with the Greenfield Redevelopment Authority, the Franklin County Community Development Corporation, and the Franklin County Chamber of Commerce to provide resources to promote the reuse of historic buildings to revitalize the downtown area.
4. Greenfield should consider a Local Historic District (LHD) for the historic Bank Row/Court Square area under M.G.L. Chapter 40C, through a 2/3 majority vote of the Town Council for this area. This would provide a higher level of protection for all properties in the District. Recommended in the Downtown Plan and under discussion by

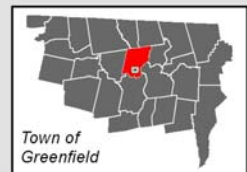
the Historic Commission, Local Historic Districts are administered by a Local Historic District Commission (appointed by the Mayor and may be distinct from the community's Historical Commission) that reviews and approves proposed changes according to the terms of the local bylaw. As a second option, the City could establish an Architectural Preservation District. This is a local designation that recognizes the distinctive characteristics of special areas within a community. They are less strict than LHDs in that they focus on a few key architectural elements and massing, scale, and setback, in an effort to preserve the overall character-defining features of the area. As in LHDs, changes are reviewed by a district commission.

5. The property owner of the McCarthy Funeral Home could consider placing a preservation restriction on the The William Coleman - J. H. Hollister House to help preserve its architectural integrity due to its historic significance in Greenfield.



Town Common, Bank Row, Court Square Area

Town of Greenfield, Massachusetts,
Heritage Landscape Inventory Project,
Franklin County



0 120 240 Feet



Map Sources:

Franklin Regional Council of Governments, 2009.
Massachusetts Executive Office of Transportation, Massachusetts Highway Department
and the Massachusetts Executive Office of Energy and the Environment, MassGIS.

Funding:

The Massachusetts Executive Office of Energy and the Environment
Department of Conservation Resources

Franklin County Fairgrounds

The Fairgrounds are an important Heritage Landscape to the City of Greenfield as well as the region that represents the agricultural history of the fair and region, helps promote farm products and agricultural education, and is the venue for the largest recreational event in Franklin County. The Franklin County Fairgrounds are located at the intersection of Wisdom Way and Fairview Street in the south central part of Greenfield. They are owned and operated by the Franklin County Agricultural Society (FCAS), which has been an active supporter of the Greenfield agricultural community since the society was founded in 1848.

The Franklin County Agricultural Society was once part of the Hampshire, Franklin, and Hampden Agricultural Society which initiated the Three County Fair in Northampton in 1818. It was not convenient for Franklin County farmers to travel to Northampton, so once Franklin County established its own fair, Franklin County left the three county society (although the fair in Northampton is still called the Three County Fair today).¹²

The Franklin County Fair originated as an agricultural fair in November 1848 with a “cattle show” on the town common in the center of Greenfield. The Fair is said to have provided inspiration for Langstorth to write his famous book on the movable frame beehive. Founders of the fair also appear to have been abolitionists involved with the Underground Railroad, which was thriving in Greenfield in the mid 19th century. The fair was not only a venue for agricultural producers to sell goods, from livestock to cheese, but also an educational venue, displaying agricultural innovations such as the newest breed of sheep or skills such as creating the best apple pie or handmade quilt. This was invaluable to new immigrants that were arriving in Greenfield in large numbers who were typically not aware of the agricultural practices needed to survive on a farm in the New England climate.¹³

The fair moved to Power Square in downtown Greenfield, just below Bank Row, and was held there until that site was bought by the railroad in 1876. That same year, the Agricultural Society bought the land at Petty Plain, where the Fair has been held every Fall since then, as a celebration of the culmination of harvest season. Agricultural exhibits typically include livestock, crafts, and farm equipment and a Fair Museum that provides information about the history of the Fair. There are also Fair competitions including draft horse pulls, oxen draws, and demolition derbies and entertainment including music, parades, and concessions.¹⁴ The Franklin County Fair bills itself as the oldest continuously operating county fair in the country. The history and longevity of the fair is tied to the strong agricultural heritage of Franklin County that continues today as well as the commitment and hard work of FCAS staff and volunteers who coordinate it each year.

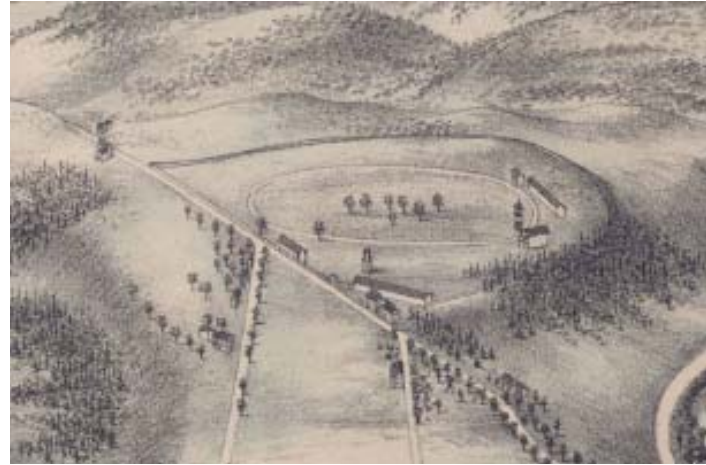
¹² <http://www.3countyfair.com/history.html>

¹³ The Franklin County Fair “As American as Apple Pie”, James M. Gidea, 2008

¹⁴ http://www.mass.gov/agr/fairs/fairs_directory.htm



Fairgrounds - Entrance Gate and Round House



Fairgrounds Trotting Track from 1877
Panoramic View of Greenfield

The Franklin County Fairgrounds contains approximately 15 buildings on 28 acres of land. The grounds also have a ½ mile track that was originally used for horse trotting and is now used for demolition derbies and other events. The historic Round House has a stately presence through the entrance gates. It was built in 1899 by Frank O. Wells, who was the founder of Greenfield Tap & Die and a civic leader in Greenfield, and is the largest building on the grounds. It is a unique, shaker style building with a wood-frame that is 72 feet in diameter and 42 feet high at the apex and a conical, wood shingle roof that rises to a round cupola with 10 double-hung windows and a flagpole on top. The Round House was designed as a reception hall for fair patrons, has displayed county grange arts & crafts exhibits, and has been used for summer stock theater. It is currently the main display hall. Frank O. Wells also built the main entrance gates to the fairgrounds in 1920. Built of stucco over a wooden frame, the structure is roofed in red masonry tile. The entrance gate was dedicated in 1920 at the opening of the fair that year, by J.T. Seller, Wells' son-in law. The ground floors of both towers were originally used as booths from which to sell admission tickets and the upper floor in one tower contained a small office for fair administration.¹⁵ Other buildings on the fairgrounds include the 4-H building, the Youth building, the Dole building and the Fish and Game building.

The non-profit Franklin Agricultural Society is in the process of developing a 5-year plan for the management of the fairgrounds. They have plans to reuse a modular building donated by the Mohawk Regional School District near the front of the fairgrounds to house a larger museum, offices for fair staff, and a large conference room to be available for community events. This building will replace the horse barn that currently houses the museum. The intention of FCAS is

¹⁵ Franklin County Fair The First 150 Years A History by Robert Kaldenbach, from Massachusetts Historic Commission application, 1984.

to use the same roof style and colors as are on the gate towers, so that this building will fit in with surrounding historic structures as much as possible.

Opportunities:

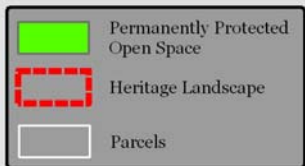
- The Franklin County Fairgrounds, including the Entrance Gates and Round House, are included on the Massachusetts Historic Commission Inventory of Historic and Archaeological Assets, a statewide list that identifies significant historic resources throughout the Commonwealth.
- The Franklin County Agricultural Society (FCAS) is pursuing funding to renovate the Round House building using green building practices, which should increase energy efficiency of the building, reducing operational costs and providing an example of green building for the region.
- The FCAS, through the Franklin County Fair, provides important public exposure and educational opportunities to support and promote agriculture in Greenfield and the region.
- The Franklin County Fair provides excellent recreational opportunities for area residents.
- The Fairgrounds have outdoor space and a variety of buildings available for rental for community events and have plans to add a large conference room, to be located to allow public access without the need to open the fairgrounds. There is a need for more meeting space in Greenfield and this would be a revenue generator for the FCAS.
- The FCAS is interested in listing the Fairgrounds on the National Register for Historic Places, which would bring recognition to the important history of the site.

Issues:

- While the Franklin County Agricultural Society has a long history of strong stewardship and maintenance of the property, it is important to note that the land is not permanently protected from development.
- The Fairgrounds contains a large number of outbuildings which require funding for ongoing maintenance.
- The site and its buildings must be locked to prevent vandalism, so FCAS staff must be on site to allow access for community events.
- Funding is needed to list the Franklin County Fairgrounds on the National Register of Historic Places.
- A tremendous amount of volunteer time is needed to run the fair each year. The Franklin County Agricultural Society needs new, younger membership to ensure the continuation of the fair in the future.

Recommendations:

1. The Franklin County Agricultural Society (FCAS) should continue to work with area business organizations, such as the Franklin County Chamber of Commerce and the Franklin County Community Development Corporation, and area Agricultural Commissions to promote the Franklin County Fair and other agricultural programs as well as use of the fairgrounds throughout the year by other groups.
2. FCAS should reach out to local Agricultural Commissions in the county to draw in new potential volunteers.
3. The Greenfield Agricultural Commission should consider collaborative opportunities with the FCAS to promote and support agriculture in Greenfield. For example, they could pursue a Greenfield Farms Day at the fairgrounds, targeted to Greenfield residents, at which local farmers could give tastings, sell products, and provide hayrides or other farm related activities to increase exposure to their farms.
4. Greenfield should consider adopting the Community Preservation Act (CPA), which would provide a potential source of funding for projects at the fairgrounds.
5. The Franklin County Fairgrounds should be evaluated for eligibility for listing on the National Register. If determined eligible, the Greenfield Historic Commission and/or the FCAS can apply to MHC for a Survey & Planning grant to fund a National Register nomination.



0 500 1,000 Feet



Franklin County Fairgrounds

Town of Greenfield, Massachusetts,
Heritage Landscape Inventory Project,
Franklin County



Map Sources:

Franklin Regional Council of Governments, 2009.
Massachusetts Executive Office of Transportation, Massachusetts Highway Department
and the Massachusetts Executive Office of Energy and the Environment, MassGIS.

Funding:

The Massachusetts Executive Office of Energy and the Environment
Department of Conservation Resources

Mohawk Trail

The Mohawk Trail, or Route 2, is a state highway that travels in an east-west direction across the state of Massachusetts and passes through Greenfield. The section of the Mohawk Trail from the western boundary of Greenfield and Shelburne to where Shelburne Road travels underneath it has been recognized by the community as an important transportation corridor. This route serves as the entrance to Greenfield from the west, and offers a spectacular view of Greenfield to the northeast, which includes agricultural landscapes of the Meadows agricultural area and Greenfield Community College in the foreground. Longview Tower Specialty Shops, opened in 1923 by two sisters, is located within this section of the Mohawk Trail and includes an observation tower, gifts shop and petting zoo targeted to travelers. The five-story observation tower was rebuilt with steel in 1952 and offers a three-state view of hills in Vermont, New Hampshire and Massachusetts as well as a panoramic view of the Connecticut River, surrounding farmland, and downtown Greenfield.



View of Greenfield from Mohawk Trail

The Mohawk Trail is one of four State designated scenic byways in Franklin County, referred to as the Mohawk Trail Scenic Byway. The western part of the Mohawk Trail was one of the first state roads to be constructed as a scenic route, when it opened in 1914. It was one of the earliest designated Scenic Byways in New England in 1953. The Mohawk Trail Scenic Byway travels on Route 2 through the towns of Charlemont, Buckland, Shelburne, to the rotary in Greenfield, then continues east on Route 2A through Greenfield into Gill, Erving, and Orange. A

Corridor Management Plan is currently under development for the section of the trail located between Greenfield and Athol.

Opportunities:

- This section of the Mohawk Trail is considered as a gateway to the Greenfield from the west.
- There is an opportunity to increase tourism dollars spent in Greenfield by directing visitors to downtown Greenfield for shopping and restaurants and to recreational areas within Greenfield such as Poet Seat Tower.
- The Mohawk Trail Scenic Byway Corridor Management Plan offers recognition of the scenic and cultural value of the Mohawk Trail and should identify specific projects

related to the byway and the potential funding sources that might be utilized to finance them.

Issues:

- The view of Greenfield as seen while traveling on Route 2 and at pull-off areas such as the Longview Tower have become less visible due to overgrown trees and shrubs near the edge of the road.
- There is a lack of signage and information for visitors on this stretch of roadway to direct them downtown or to other local businesses and recreational resources.
- Lack of signage indicating that the Mohawk Trail is a “Scenic Byway”.

Recommendations:

1. The town should consider working with Mass Highway to pursue a regular program of managed tree and shrub trimming along this section of the Mohawk Trail to regain scenic views from the road and from key pull-off areas, including the Longview Tower.
2. The town should work with the Mohawk Trail Scenic Byway Advisory Committee to pursue actions recommended in the Mohawk Trail Scenic Byway Corridor Management Plan that relate to Greenfield, including signage and the potential funding sources that might be utilized to finance them.
3. The town should work with the Franklin County Chamber of Commerce to assess the need for a signage system or other informational program to direct visitors to local businesses and recreational sites, including downtown Greenfield stores and restaurants, the Franklin County Fair, area Bed & Breakfasts and hotels, and farm stands and Agritourism activities in Greenfield.

Rocky Mountain Area

The Rocky Mountain Area located on the southeastern portion of Greenfield, bordering the Deerfield River, includes Poet Seat Tower, Rocky Mountain Park, Rocky Mountain Conservation Area, Highland Park and Highland Pond. Rocky Mountain, on Greenfield’s eastern boundary, separates the developed portion of the town from the Connecticut River. The highest elevation on this ridge is 490 feet.

The Rocky Mountain area is adjacent to Beacon Field, a 12 acre parcel with sports fields, playground and tennis courts that is the site for the city’s 4th of July celebration and winter carnival. The town erects a skating rink at Beacon Field when weather permits. For many years a toboggan run on the edge of the field, at the foot of Rocky Mountain, was a well-known and

popular winter activity. The run has been removed but the path is still used for sledding. The old Municipal Golf Course is located to the south of Highland Park and is the southern terminus of Rocky Mountain Ridge. It was originally a private course built and owned by Robert Ambercrombie in the late 1800s which was then purchased by the town. It is still town-owned, no longer used for golf and is currently overgrown. The Greenfield Open Space and Recreation Plan notes that an old ski jump on the steep, forested, eastern boundary of the property is badly eroded, but that the site might be good for establishing a picnic area with scenic views.¹⁶

Poet's Seat Tower is located on the ridge of Rocky Mountain, an observation point offering a panoramic view of Greenfield including the town center to the west as well as views of the Connecticut River and Turners Falls to the east. The tower was named Poet's Seat due to geologic formations on site and has a long tradition of poets being drawn to the spot, inspired by the beautiful views throughout the Pioneer Valley from this vantage point. The tower is located within Rocky Mountain Park, which consists of four contiguous parcels of land totaling 67 acres east of Parkway and Mountain Road, and contains unique natural areas with ecological sensitivity and well used recreational trails.



View of Poet's Seat Tower on Rocky Mountain from Beacon Field

A wooden tower was built on this site in 1870. The tower was declared unsafe in 1900, and reconstructed as a 46-foot stone tower in 1912, using funds raised by the town, the Rural Club, the Board of Trade and the Harriet Coleman Urie estate. In 1976, the tower underwent restoration, which was paid for by the town as well as through funds raised by the Greenfield Bicentennial

Commission and the Greater Greenfield Jaycees. Steel beams and cement were replaced in the interior, the spiral staircase was restored, the exterior was repointed, the stairs were replaced, and the railings along the edge of the lookout were repaired.¹⁷

Rocky Mountain Conservation Area consists of 30 acres of forested land located between High Street and the Connecticut River, adjacent to and north of the area considered Rocky Mountain Park by local residents. The land was donated to Greenfield by the Connecticut River Watershed

¹⁶ 2006 Greenfield Open Space and Recreation Plan, p.87 (picnic site recommendation originally from the Franklin Conservation District)

¹⁷ Massachusetts Historic Commission form 57

Council for conservation purposes and is under the direct control of the Conservation Commission. No management activities have been undertaken.

It was noted in the local identification meeting when identifying heritage landscapes in Greenfield that Rocky Mountain Ridge is considered an “Important Bird Area” under the Mass Audubon Important Bird Areas (IBA) Program. This program is an inventory of sites in the Commonwealth that provide essential habitat to one or more species of breeding or nonbreeding birds.

Highland Park (29 acres) is located south of Rocky Mountain Park and includes Temple Woods, the spring-fed Highland Pond, and the Bear's Den/Sachem Head area where the Rocky Mountain Ridge line terminates, offering a view of the western hills and the Deerfield meadows. Recreational activities at the park include tennis courts and a hiking trail network which is heavily used due to its close proximity to downtown and residential areas. The pond was formerly a popular site for ice skating for over 75 years, with a warming hut staffed by volunteers on winter weekends. Included within this landscape are eighty-five acres of permanently protected forest and farm land owned by the Department of Conservation and Recreation located on the southeastern side of Rocky Mountain ridge, which includes forested land and farm fields leased to a local farmer for the production of hay and vegetables, and Smead Island.¹⁸

Opportunities:

- The Department of Public Works (DPW) has plans for dredging Highland Pond to address the eutrophication of the pond and also to improve the recreational capacities for ice skating.
- Multiple recreational and natural areas are located adjacent to one another, offering the town recreational and wildlife habitat benefits, as well as the opportunity to manage and promote appropriate use of these areas in a holistic manner.

Issues:

- The banks of Highland Pond are overgrown and there is currently no ice skating permitted, which was a popular recreational use of the area for approximately 75 years.
- The protection status of some of the parcels in the Rocky Mountain area is unclear and needs researching to determine if there is a need for protection for any parcels within this area.
- Stewardship and maintenance are needed at Poet Seat's Tower and surrounding area to prevent overuse and inappropriate activities.
- The old municipal golf course is overgrown and not being utilized.

¹⁸ Greenfield Open Space and Recreation Plan, 2006

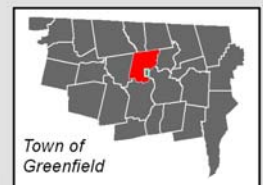
Recommendations:

1. Greenfield should work on connecting trails between Highland Park and Rocky Mountain area, as recommended in the 2006 Open Space and Recreation Plan, to accommodate the high demand for use of recreational trails in this area.
2. Greenfield should consider hiring an employee to oversee the Rocky Mountain and Highland Park areas in order to maintain trails, and help prevent litter and inappropriate uses of the area.
3. Greenfield could pursue funding to complete a management plan for Highland Pond which could include an analysis of the possibility of reinstating public access and facilities for use of the pond for ice skating.
4. The City of Greenfield should work with the Recreation Department to assess the municipal golf course as a potential site for recreational needs within town, including a cost estimate of upfront clearing or other land management and ongoing maintenance.
5. The City of Greenfield may want to consider developing a recreation plan focused on this whole area, for a comprehensive approach to assessing management, maintenance, protection status, potential trail linkage opportunities, and financing needs of the multiple properties in this area for their recreation and natural values. State PARC grants through the Division of Conservation Services may be a potential source of funding for outdoor recreational projects that allow public access, such as the renovation of the golf course or the ice skating pond.
6. The Greenfield Historical Commission Pursue listing the Poet Seat Tower on the National Register of Historic Places in order to recognize its historic significance and make it eligible for grant funds in the future.
7. Greenfield could work together with the Department of Conservation and Recreation (DCR) to promote appropriate public recreational use of Highland Park and DCR owned land that balances ecological and wildlife habitat needs.



Rocky Mountain Area

Town of Greenfield, Massachusetts,
Heritage Landscape Inventory Project,
Franklin County



Map Sources:

Franklin Regional Council of Governments, 2009.
Massachusetts Executive Office of Transportation, Massachusetts Highway Department
and the Massachusetts Executive Office of Energy and the Environment, MassGIS.

Funding:

The Massachusetts Executive Office of Energy and the Environment
Department of Conservation Resources

The Meadows

The Meadows is located in the western part of Greenfield, and offers some of the most spectacular scenic landscapes within the city. Well preserved historic homes surrounded by rolling fields of active farmland offer a stunning display of the historic and agricultural significance of this area. The Meadows area includes farmland along Green River Road, Colrain Road, Plain Road, Meadow Lane, and Nashs Mill Road and contains Punch Brook, Hinsdale Brook, and Allen Brook, which all flow into the Green River. The Green River is roughly the eastern boundary of the Meadows.



Ebenezer Wells House ca. 1747

The Meadows region was the first area settled in Greenfield, predominantly by Deerfield residents granted homesteading rights in the early 18th century. Samuel Hinsdale, thought to be the first white settler in Greenfield, came to the meadows in the early 1700s, established a home and farm, and later, a tavern. Original settlers of the Meadows formed troops to protect themselves against Native American raids in the mid 1700s and were extremely active in town government and civic and cultural affairs, contributing to the

educational, cultural and commercial development of the Town. Historic farmhouses and outbuildings within the north and south area of the Meadows have been well preserved, including the Allen Brook House (1766), Arms House (1775), Ebenezer Wells House (1747), Old Tavern Farm, and the Thadeus Coleman House (1813), as well as two cemeteries.

The Green River contributes to the prime, fertile soils that have provided the natural resources to support sustained, viable agriculture in this corridor over the years that is still very active today. There are a variety of types of farm operations currently in the Meadows, including dairy, nursery, vegetable, hay and forage corn operations, most of which utilize large acreages. Farms are in various status of protection. Some land, such as the Myers Farm, is permanently protected with an Agricultural Preservation Restriction (APR) with the state Department of Agricultural Resources. Other land is temporarily protected under the Chapter 61A program, which requires the City to reduce assessments on farm property in return for the landowners keeping their land in active agricultural production.



Clover Nook Farm in the Meadows



Farmland in the Meadows

Without permanent protection of this land under the Agricultural Preservation Restriction (APR) program, development pressure is a threat to keeping this land open and in agricultural use, especially given current economic conditions. It is important for the town to advocate that this area remain as an agricultural district given its importance to the community. Among its important values are its historic significance in the development of Greenfield, preserved historic homes, the scenic views it provides from the road as well as for long-range views

from the Mohawk Trail and Poet Seat Tower, its impact on the local and regional economy, supply of farm products for area residents and businesses, and the provision of wildlife habitat on its open fields.

Opportunities:

- The Meadows is a significant resource to the town, containing multiple important values to the community including active agricultural land, wildlife habitat, and scenic views.
- This area is the most rural area in Greenfield, providing a scenic landscape to balance downtown and densely populated residential neighborhoods.
- Fresh, local produce is available from local farmers that if purchased by local and regional consumers will increase access to healthy food, limit transportation costs, and reduce emissions associated with transporting produce from other areas of the country.

Issues:

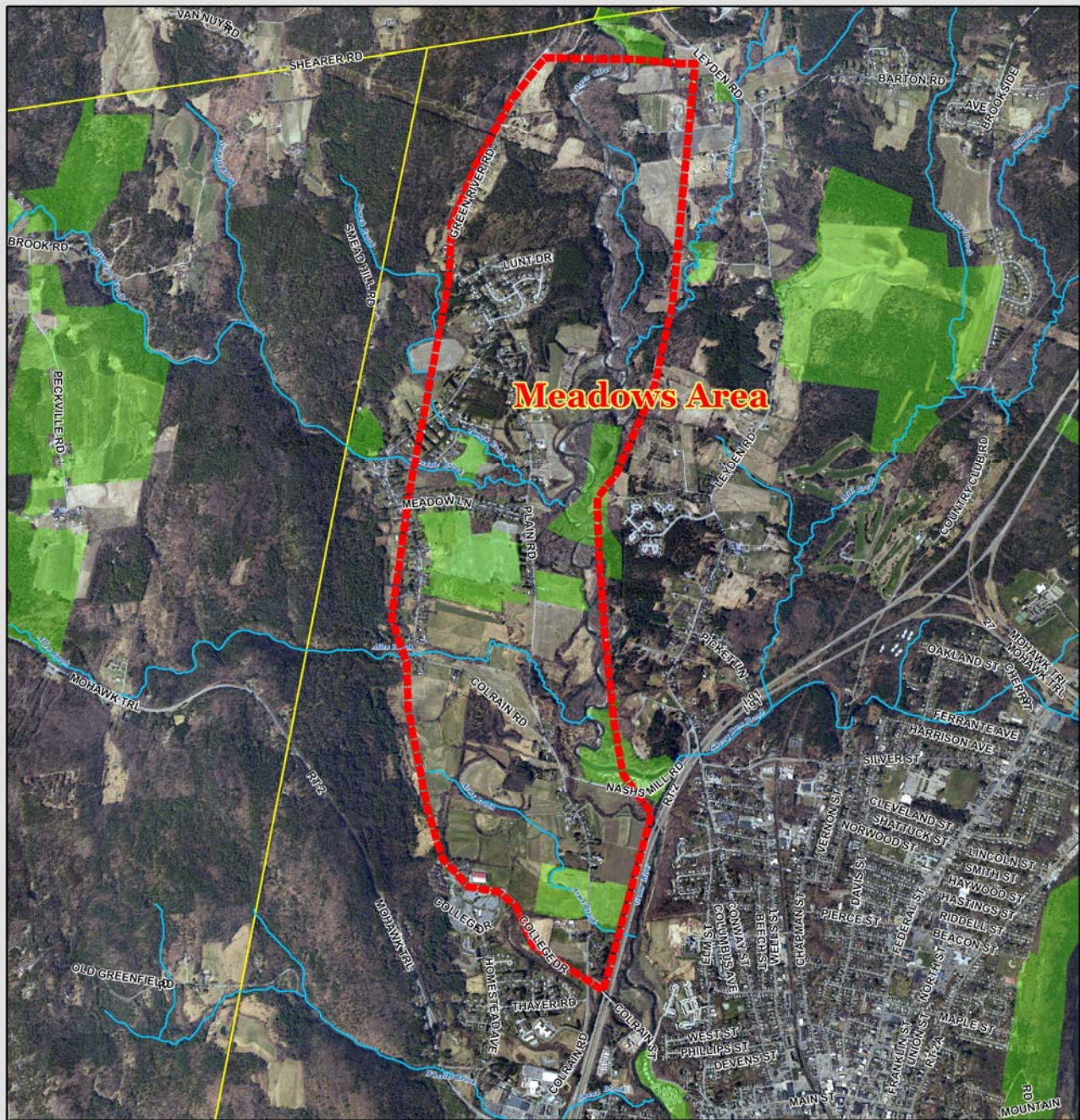
- Residential development pressure is a threat to this area for land that is not protected.
- Land in the Chapter 61 program is not permanently protected, so if it comes on the market to be converted to another use and the City of Greenfield does not exercise its right of first refusal, this land could be developed.
- Long-term sustainability of many small, family farms is a challenge with high production costs and ongoing maintenance needs for farm infrastructure and equipment.
- Historic houses in this area have been well preserved, but as turnover occurs with a new generation of owners, knowledge may be lost about the significance of these homes and the maintenance needed to preserve original architectural features.

Recommendations:

1. It is recommended that the town adopt the Right to Farm ordinance that is currently under consideration, in order to help support agriculture in Greenfield.
2. The Greenfield Agricultural Commission could provide resources to landowners to work with the Massachusetts Department of Agricultural Resources or Franklin Land Trust to consider placing an Agricultural Preservation Restriction (APR) on their property to permanently protect the land, and help keep the land in agricultural use in the future. An APR is a voluntary program which offers a non-development alternative to farmers and other owners of "prime" and "state important" agricultural land who are faced with a decision regarding future use of their farms. Towards this end, the program offers to pay farmland owners the difference between the "fair market value" and the "agricultural value" of their farmland in exchange for a permanent deed restriction which precludes any use of the property that will have a negative impact on its agricultural viability.
3. It is recommended that the Greenfield Agricultural Commission provide information to farmers about the Farm Viability Enhancement Program under the Massachusetts Department of Agricultural Resources, and encourage them to apply. This program seeks to improve the economic viability and environmental integrity of participating farms through the development and implementation of farm viability plans. The program offers farmers environmental, technical, and business planning assistance to expand, upgrade and modernize their existing operations. Capital for the implementation of the improvements recommended in the viability plan is available as grants in exchange for an agricultural covenant on the farm property for a fixed term of five or ten years.
4. The Greenfield Agricultural Commission should help promote local farms and the goods that they produce. They could help coordinate displays and activities for local farms at the Franklin County Fairs or other community events, expand local farmers markets, and/or organize a bike tour through the Meadows region with coupons given to riders to purchase farm products along the way.
5. If properties in the Chapter 61 program are to be sold or converted to another use, the City has the right of first refusal option on the land. This provision provides Greenfield with the opportunity to match a fair market value offer for the property or to transfer the right to a public agency or conservation organization to protect this property. If this occurs, it is recommended that the City consider exercising its right or transferring the right to a local land trust or the Massachusetts Department of Agricultural Resources in order to place an APR or conservation easement on the property. Drafting a protocol to follow in this situation, in order to act within the 120 days given, would help facilitate this process.

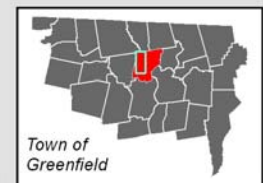
6. The Town might consider adopting an Agricultural Preservation Bylaw that would support local farms by allowing accessory uses that would supplement farm income, such as educational centers, Bed and Breakfasts or rental of barn space for art studios or galleries.
7. Historic houses and barns on land that is enrolled in the Agricultural Preservation Restriction program are not protected. The Greenfield Historic Commission might consider pursuing National Register of Historic Places listing for this area, to provide landowners with the opportunity to consider preservation restrictions on the buildings for potential tax deductions.
8. The Greenfield Historical Commission should reevaluate its list of historic structures that are subject to Greenfield's Demolition Delay Bylaw to ensure that historic homes within the Meadows area are included. The Commission may want to consider changing from a list based approach to an age based approach for the bylaw, as is recommended by the Massachusetts Historical Commission, to ensure that all historic structures in town of a certain age would be subject to the required delay in demolition.
9. Greenfield should consider adopting an Agricultural Protection Overlay District that would encompass farmland within the Upper and Lower Meadows area. Provisions to consider include mandatory clustering; reduced density in the district by increasing minimum lot size and frontage requirements combined with a mandatory clustering provision and a Transfer of Development Rights (TDR) or bonus lot provision; and Back Lot Bylaw with Farmland Set-Aside for Approval Not Required (ANR) development.
10. Greenfield should consider a Transfer or Development Rights (TDR) provision to locate new development elsewhere in the town to help protect farmland in the Meadows. TDR is an innovative way to direct growth away from lands that should be preserved to locations well suited to higher density development. With TDR, landowners have the option of transferring their development rights from one parcel in the "sending zone" to another parcel elsewhere in town designated as a "receiving zone". The receiving zone would have a greater density than would otherwise be permitted. This system would help preserve farmland and focus residential and commercial development in locations that the town identifies as appropriate for this. Communities using TDR are generally shifting development densities within the community to achieve both open space and economic goals without changing their overall development potential.¹⁹ (For more information on TDR, see http://www.mass.gov/envir/smart_growth_toolkit/bylaws/TDR-Bylaw.pdf)

¹⁹ Smart Growth / Smart Energy Toolkit, Executive Office of Energy and Environmental Affairs, http://www.mass.gov/envir/smart_growth_toolkit/bylaws/TDR-Bylaw.pdf

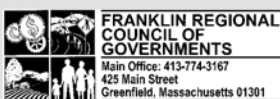


Upper and Lower Meadows

Town of Greenfield, Massachusetts,
Heritage Landscape Inventory Project,
Franklin County



0 2,550 5,100 Feet



Map Sources:

Franklin Regional Council of Governments, 2009.
Massachusetts Executive Office of Transportation, Massachusetts Highway Department
and the Massachusetts Executive Office of Energy and the Environment, MassGIS.

Funding:

The Massachusetts Executive Office of Energy and the Environment
Department of Conservation Resources

PART II: PLANNING FOR HERITAGE LANDSCAPES

As our communities undergo rapid land use changes, heritage landscapes are particularly threatened because they are often taken for granted. There is a broad variety of resources that communities can call upon to protect these irreplaceable landscapes. See the Community Planning Checklist in this section for a review of the tools that Greenfield already has in place, any tools that are currently in process, as well as recommended actions for the future. The measures already in place for Greenfield provide a strong foundation for heritage landscape preservation, but additional measures that have been identified in Part I for Greenfield's Priority Heritage Landscapes in combination with the following text will aid in the development of a holistic preservation planning strategy. Terra Firma #7 - Taking Action: A Toolkit for Protecting Community Character (2009) should also be referred to for a more complete description of available planning tools and preservation measures as Greenfield moves forward in implementing recommended actions.

INVENTORY AND DOCUMENTATION

1. Massachusetts Historical Commission Records

We cannot advocate for something until we clearly identify it, which in this case are the physical characteristics and historical development of the community's historic and archeological resources. The necessary first step is to record information about the resources at the Massachusetts Historical Commission. The Massachusetts Historical Commission's (MHC) Inventory of Historic and Archaeological Assets is a statewide list that identifies significant historic resources throughout the Commonwealth. In order to be included in the inventory, a property must be documented on an MHC inventory form, which is then entered into the MHC database. This searchable database, known as the Massachusetts Cultural Resource Information System (MACRIS), is now available online at <http://www.sec.state.ma.us/mhc>.

Current Listings: According to the MHC, Greenfield's inventory documents 461 cultural resources from the mid 18th century to the 20th century ranging from individual homes to civic buildings, churches and cemeteries and factories. Many Heritage Landscapes identified by the community as priority resources are on this list.

The Franklin County Fairgrounds, Franklin County Fairground Gates and Franklin County Fairgrounds Round House are included on this MHC listing. In the downtown Court Square/Bank Row area, all buildings surrounding the town common are included: The Second County Courthouse (Town Hall), Second Congregational Church, William Coleman - J. H. Hollister House, commercial buildings on Bank Row as well as the Civil War Monument on the Town Common. Poets Seat Tower on Rocky Mountain (1912) is also listed. North Meadows is

listed as well as many historic farmhouses, barns and taverns within the Meadows, including the Upper Meadows Cemetery (1821). Historic farmhouses along Colrain Road in the inventory include Allen Brook Farmhouse (1766), Captain Ebenezer Wells House (1747), Captain Thadeus Coleman House (1813), Asaph Smead House (1810), along with Old Tavern Farm (1740), Wells Tavern (1780), and the Thomas Nims Homestead (1826) and Thomas Nims Barn (1826), among others. The Nathaniel Bass House (1820) is the only house listed on Plain Road. On Green River Road three Smead family homes are listed as well as the Henry A. Ewers Blacksmith Shop (1840).



Old Poor Farm

The Greenfield Town Farm (1847) and Greenfield Town Farm Barn (1909), both at 34 Glenbrook Drive are also listed. These have important historical significance as remaining structures from the old Poor Farm, which was a municipally owned farmhouse that housed town residents who were not able to take care of themselves, and worked on the farm in exchange for housing. The barn and 60 acres of land are still owned by the City of Greenfield. The land is leased to a local farmer and the building houses apartments. The barn has maintenance

needs, and the land has potential for a community garden, to connect local residents to the agricultural history of the site.

Recommendations: The Greenfield Historical Commission should assess MHC listings to determine if there are cultural and historic resources that are not included that are significant. It is recommended that the inventory be updated to include properties built up to 1960. Converting listings to digital form is also recommended.

2. National and State Register Listing

The National Register of Historic Places is the official federal list of districts, sites, buildings, structures and objects that have been determined significant in American history, architecture, archaeology, engineering and culture. Listing brings a number of benefits including recognition, consideration when federally-or state-funded projects may impact the resource, eligibility for tax credits, and qualification for certain grant programs. Resources on the National Register are automatically added to the State Register of Historic Places.

Current Listings: The East Main – High Street Historic District is listed with the National Register of Historic Places (NRHP). It was listed in 1989 and is roughly bounded by Church,

High, E. Main and Franklin Streets. The Garden Theater Block at 353-367 Main Street and the Leavitt-Hovey House at 402 Main Street were both also listed in 1983. The Main Street Historic District, on Main Street between Chapman and Hope Streets and along Bank Row (a Priority Heritage Landscape), was also listed as a historic district in 1988. Old Tavern Farm, at 817 Colrain Road in the Meadows (a Priority Heritage Landscape) was listed in 2005, as well as the Newton Street School (listed in 1988), the Riverside Archaeological District (listed in 1975), the Weldon Hotel at 54 High Street (listed in 1980) and the U.S. Post Office at 442 Main Street (listed in 1985).

Recommended Listings:

The Franklin County Agricultural Society should continue to pursue listing the Fairgrounds on the National Register of Historic Places. The Greenfield Historic Commission should conduct an assessment of historical houses within the Meadows to pursue individual listings or a district listing to provide greater recognition to the architectural and historic value of the houses and barns in this area.

3. Heritage Landscape Inventory List from Local Identification Meeting

Each town involved in the Connecticut River Valley Heritage Landscape Inventory held a local identification meeting to solicit input from a range of community members to identify potential heritage landscapes throughout the town. The lists were prioritized by the community, with help from the consultants, to create a list of six Priority areas, which were described in Part I of this report. The complete list of the 33 Heritage Landscapes which were identified at the meeting is included as Appendix A of this report and provides a sound resource list for future documentation activities and potential funding opportunities.

Greenfield's meeting was held on January 15, 2008 with 15 community members present. The historic, vernacular, ethnographic and/or designed landscapes of the town were grouped into the following categories:

- | | | |
|-----------------------------|------------------|------------------|
| • Agricultural | • Archaeological | • Burial |
| • Civic | • Commercial | • Historical |
| • Institutional | • Industrial | • Natural |
| • Open Space and Recreation | • Residential | • Transportation |

TOWNWIDE PLANNING AND ZONING TOOLS AND TECHNIQUES

Detailed descriptions of planning tools and techniques can be found in the Department of Conservation and Recreation publication Terra Firma #7 - Taking Action: A Toolkit for Protecting Community Character (2009). This document includes the following sections: Municipal Roles in Landscape Preservation, Thinking in Context: Comprehensive and Open Space Planning; Engaging the Public; and Defending the Resources: Laws, Bylaws and Regulations. This document should be used in conjunction with this report, as a guide to acting on specific recommendations for the Priority Heritage Landscapes included in Part I.

This section of the report includes an overview of local planning and zoning that currently exist as well as general recommendations for the City that are not aimed specifically at particular Heritage Landscapes, but are options to consider aimed at strengthening the community's resources for planning and preservation of open space and natural, historic and cultural resources. They can help increase public awareness about the importance of all heritage landscapes in Greenfield.

This following Community Planning Checklist provides an overview of planning and zoning that currently exists within the City of Greenfield, zoning changes that are currently underway, and recommendations for further changes that were included in this report and other planning documents.

COMMUNITY PLANNING CHECKLIST

CITY OF GREENFIELD

IMPLEMENTATION STATUS	BUILDING BLOCK	NOTES
	Traditional Neighborhood Development (TND)	
<input type="checkbox"/>	Transit Oriented Development (TOD)	Regional Intermodal Transit Center under development; corner of Bank Row and Olive Street
✓	Mixed Use Village Districts	By right in the Central Commercial District; with SP from ZBA in the General Commercial, Limited Commercial, Semi-Residential, & Health Districts
✓	Planned Unit Development (PUD)	PUD Overlay District
<input type="checkbox"/>	Adaptive Reuse and Infill Development	Upper Story Feasibility and Pre-Development Study
	Tax Incentive Programs and Business Improvement Districts	
✓	Open Space Residential Development	Open Space/ Cluster Development*
	Accessory Apartments	
	Inclusionary Zoning	
✓	Home Based Business Ordinance	
✓	Brownfields Inventory	Sites assessed under FRCOG's Regional Brownfields Program: GMTA Garage, Mix-n-Match, Toyota of Greenfield, Wells St., and the First National Bank Building
✓	Brownfields Redevelopment Projects	First National Bank Building received funds from the FRCOG Revolving Loan Fund for clean-up; former Food & Fuel Site has received cleanup funds from US EPA
*	Agricultural Protection Overlay District	For Meadows: Provisions to consider include mandatory clustering; reduced density in the district by increasing minimum lot size and frontage requirements combined with a mandatory clustering provision and a Transfer of Development Rights (TDR) or bonus lot provision; and Back Lot Ordinance with Farmland Set-Aside for Approval Not Required (ANR) development.
✓	Agricultural Commissions	2007
<input type="checkbox"/>	Right to Farm Ordinance	
*	River Protection Overlay District	
*	Community Preservation Act	For protection of open space and historic sites
	Scenic Upland Overlay District	
✓	Bike and Pedestrian Features	Franklin County Bikeway—Riverside Greenway; bike racks; see also below under Traffic Calming
✓	Traffic Calming Measures	Streetscape improvements since 1997 include sidewalk improvements, lighting and pedestrian safety bump-outs
✓	Water Supply Protection District	
	Low Impact Development	
✓	Stormwater and Erosion Control Bylaw	Chapter 695 of Greenfield Municipal Code
	Stormwater Utilities	
✓	Commercial Site Plan Review	Site Plan Review*** and Major Development Review****
✓	Residential Site Plan Review	Open Space/Cluster Developments and see above under Commercial SPR
✓	Commercial Performance Standards	Environmental controls
	Urban Growth Boundaries / Limits of Sewer and Water Extensions	

IMPLEMENTATION STATUS	BUILDING BLOCK	NOTES
✱	Green Building Standards	
	Municipally Owned Renewable Energy	
✓	Other Energy Efficiency Measures	Pioneer Valley Clean Energy Plan; full audits of several municipal buildings in 2008
	Smart Growth Zoning Districts (Ch. 40R)	
✓	Intergovernmental Compact	Pioneer Valley Clean Energy Plan
✓	Historic District (Local or National)	East Main-High St. National Historic District; Main St. National Historic District
✓	Demolition Delay Ordinance	2004; Age based approach recommended
	Scenic Road Ordinance	
✓	Downtown Revitalization District	Bank Row Urban Renewal Plan
	Phased Growth Ordinance	
✱	Back Lot Development with Open Space/Farmland Set-Aside	
✓	Flag Lots	
✓	Flood Plain Overlay District	
✓	Other Overlay Districts	French King Highway/High Street Corridor Overlay District; Adult Entertainment Overlay District
✱	Transfer of Development Rights (TDR)	for Meadows, either as a stand alone provision or as part of an Agricultural Protection Overlay District

✓ **Successfully Implemented**

□ **Under Consideration**

✱ **Should Consider Adopting**

*Open Space/cluster developments are allowed in the Urban Residential (RA), Suburban Residential (RB), and Rural Residential (RC) zoning districts subject to Site Plan Review by the Planning Board. The area of the tract to be developed shall be not less than five (5) contiguous acres. Common space shall be equivalent to the total reduction in lot sizes but shall be at least twenty-five percent (25%) of the total land area of the tract and at least one-half (1/2) of the open space shall be shaped for land uses such as recreation and agriculture.

** Agricultural Overlay Protection District is recommended for Meadows area. Provisions to consider include: mandatory clustering; reduced density in the district by increasing minimum lot size and frontage requirements combined with mandatory clustering; Back Lot Bylaw with Farmland Set-Aside for Approval Not Required (ANR) development.; and Transfer of Development Rights to protect farmland within this agricultural district.

***Site Plan Review applies to: (1) All uses requiring a special permit; (2) Any business, commercial, industrial, or institutional use (except home occupations not requiring a special permit); (3) Any residential use of two (2) or more units including subdivisions; (4) Any site containing more than one (1) principal use.

****Major Development Review applies to: (1) All new uses as defined by the Greenfield Zoning Ordinance that generate one thousand (1000) vehicle trips per day or more in the General Commercial District, and/or five hundred (500) vehicle trips per day in any other district; (2) All uses that create fifty (50) or more dwelling units; (3) All subdivisions of land into fifty (50) or more building lots; (4) All new nonresidential uses of one hundred thousand (100,000) square feet of gross floor area or more in the Planned Industry District, fifteen thousand (15,000) square feet of gross floor area in the Central Commercial and Limited Commercial Districts, and forty thousand (40,000) square feet or more of gross floor area in all other districts; (5) Any expansion of an existing use in which the expansion combined with the existing use meets or exceeds the above thresholds, and the expansion exceeds twenty percent (20%) of the existing vehicle trips per day, dwelling units, building lots, or gross floor area..

Town Planning Documents:

Town of Greenfield Master Plan (2001)
Greenfield Downtown Master Plan (2002)
Greenfield Community Development Plan (2004)
Greenfield Natural Hazard Mitigation Plan (2005)
Greenfield Open Space and Recreation Plan (2006)

IMPLEMENTATION STRATEGIES

Outreach, Education and Interpretation

In order to create a community of advocates, we need to raise public awareness and broaden the base of support. This includes developing opportunities to learn about and celebrate the places and history of the community, as well as to care for them.

Collaboration

Protecting community character, respecting history, and promoting smart growth are interrelated concerns that impact heritage landscapes and require collaboration across a broad spectrum of the community. This includes communication among municipal boards and departments, as well as public-private partnerships.

Technical Assistance

Regulations and creative solutions for heritage landscapes are constantly changing and emerging. Public and private agencies offer technical assistance with the many issues to be addressed, including Department of Conservation and Recreation, Massachusetts Historical Commission, and the Franklin Regional Council of Governments.

Funding Opportunities

Funding rarely comes from a single source, more often depending on collaborative underwriting by private, municipal, and regional sources. Each town also has a variety of funding sources that are locally-based and sometimes site-specific. The Community Preservation Act (CPA) is a potential source of funding for a variety of local projects.

CONCLUSION

The Heritage Landscape Reconnaissance Report for Greenfield provides an initial preservation-planning document that identifies Priority Heritage Landscapes and discusses strategies for their long-term protection. Greenfield contains a rich diversity of heritage landscape types ranging from the civic and commercial structures downtown to industrial mill sites, natural areas around Rocky Mountain and the Green River and the beautiful landscape provided by working family farms in the Meadows. These landscapes reflect the strong history and character of the community and are tangible pieces of Greenfield's story.

The top three recommendations from this report that Greenfield may want to focus on in the short-term are: 1) Conduct an assessment of municipally owned buildings to maximize the use of current space and plan for any additional needs for offices and meeting space; 2) Consider developing a recreation plan focused on the whole Rocky Mountain area, for a comprehensive approach to assessing management, maintenance, protection status, trail linkage opportunities,

and financing needs of the multiple properties in this area for their recreation and natural values; and 3) Consider adopting an Agricultural Protection Overlay District that would encompass farmland within the Upper and Lower Meadows area.

This report provides a starting point for preservation strategies but the Heritage Landscapes identified, especially the Priority Heritage Landscapes, may need additional research and documentation including the preparation of additional MHC inventory forms and survey work. The information provided and further research will allow for better consensus building and the support of the broader community in order to successfully implement the recommendations for these landscapes. Ultimately, implementation of the recommendations will likely require a collaboration of local boards and commissions, regional and state agencies and non-profit entities.

There are organizations, municipal staff and volunteer residents that are already moving forward with a variety of initiatives and projects that advance the celebration and preservation of its Heritage Landscapes. Greenfield completed a Master Plan in 2001, a Downtown Master Plan in 2002, a Community Development Plan in 2004, and an Open Space and Recreation Plan in 2006 to guide local planning efforts. Greenfield has a strong advocate for preservation in its Historical Commission which has accomplished important projects in the recent past.

Distribution of this Reconnaissance Report to various municipal boards and commissions involved in making land use decisions will assist Greenfield with an overall strategy for the preservation of its community's character. The breadth of action steps outlined in this document will require a cooperative effort and a variety of local groups to take the lead on implementation. Some recommendations for heritage landscape preservation within this report are customized for particular Priority Heritage Landscapes and others address communitywide planning and preservation techniques that will strengthen the efforts that the Town has already taken. This report should be used in conjunction with Terra Firma #7 - Taking Action: A Toolkit for Protecting Community Character (2009), which provides more detail about specific tools available.

Dissemination of the community's Heritage Landscape resources to the general public is also an important tool for increasing awareness and support for protection of these landscapes. This report provides an important step for Greenfield's preservation planning program and can provide the foundation for future historic preservation, conservation and recreation planning activities. The commitment of the citizens of Greenfield to their heritage is apparent in efforts towards downtown revitalization and preservation, the many well-preserved historic homes in town, and the agricultural landscape of the Meadows that combine to form the diverse community character of Greenfield.

RESOURCES:

Draft Overview of Economic Development Projects in Downtown Greenfield. Franklin Regional Council of Governments, March 2009.

Gildea, James M. *The Franklin County Fair “As American as Apple Pie,”* 2008.

Greenfield Historical Commission – information about William Coleman House.

Franklin County Agricultural Society. <http://www.fcas.com/>

Franklin County Fair Guide, August 29, 2008.

Heritage Landscape Inventory Program. Department of Conservation and Recreation.
<http://www.mass.gov/dcr/stewardship/histland/Inventoryprog.htm>

Reading the Land: Massachusetts Heritage Landscapes: A Guide to Identification and Protection. Department of Conservation and Recreation, 2004.

Translations: The First Chapter of the Heritage Landscape Inventory Program. Department of Conservation and Recreation, 2008.

Terra Firma: Putting Historic Preservation on Solid Ground, Taking Action: A Toolkit for Protection Community Character. Department of Conservation and Recreation, 2008.

Terra Firma #1: An Introduction to Historic Landscape Preservation. Department of Conservation and Recreation, 2005.

Terra Firma #5 Putting Heritage Landscape Preservation on Solid Ground: Stones that Speak: Forgotten Features of the Landscape. Department of Conservation and Recreation, 2007.

Terra Firma #6 Common Wealth: The Past and Future of Town Commons. Department of Conservation and Recreation, 2008.

Terra Firma #7 - Taking Action: A Toolkit for Protecting Community Character. Department of Conservation and Recreation, 2009.

The Historic Roundhouse at the Franklin County Fairgrounds. Greenfield, Massachusetts 100th Anniversary flyer.

Kaldenbach, Robert. *Franklin County Fair The First 150 Years A History*, 1998.
<http://www.3countyfair.com/history.html>

Massachusetts Audubon Important Bird Areas Program. www.massaudubon.org/iba

Massachusetts Cultural Resource Information System (MACRIS).
<http://www.sec.state.ma.us/mhc>

Massachusetts Department of Agricultural Resources.
<http://www.mass.gov/agr/programs/index.htm>

Massachusetts Historical Commission Reconnaissance Survey Town Report Greenfield, 1982.

National Register of Historic Places (National Park Service).
<http://www.nps.gov/history/nr/research/nris.htm>

Town of Greenfield Open Space and Recreation Plan, 2006.

Town of Greenfield Community Development Plan, 2004.

APPENDIX A: GREENFIELD HERITAGE LANDSCAPES

Note: Landscapes marked with an asterisk (*) have been designated “Priority Heritage Landscapes” by the town.

LANDSCAPE NAME	NOTES
Agricultural	
<i>*Upper and Lower Meadows</i>	Early Agriculture, Historic Homes and Farms, Inns; Native American
<i>Town Poor Farm</i>	Includes Wright Farm (may have APR); Formerly Town Poor Farm on Leydon Rd; structure still exists and is currently used as apartments; also Institutional
<i>*Franklin County Fairgrounds</i>	Annual fair, off-season events, racetrack, Round House & Towers at entrance built by Frank Wells
Archaeological	
<i>North End of Rocky Mountain/Canada Hill</i>	Native American settlements; some protection in place; may be limits to further protection
Cemetery	
<i>Federal Street Cemetery</i>	
<i>High Street Cemetery</i>	
<i>Bernardston Road/Log Plain Cemetery</i>	
<i>Larrabee Cemetery</i>	Off Glenn Brook Drive (Town Farm Dr)
<i>Green River Cemetery</i>	
Civic	
<i>*Town Common Area; Bank Row; Court Square</i>	Includes Bank Row buildings facing common; Town Hall; McCarthy Funeral Home (William Coleman – J.H. Hollister House); Second Congregational Church and Franklin Savings Bank building
<i>Town Center on Trap Plain Road</i>	Historic markers, garden
Commercial	
<i>Downtown area</i>	Commercial and Residential (east)
<i>Garden Theater</i>	National Register Historic District
<i>Wilson’s Department Store</i>	Downtown Greenfield; historic building
Industrial	
<i>Factory Hollow Industrial area</i>	Concern about threat of widening of Route 2
<i>Green River mill sites and neighborhoods</i>	
<i>Dams on Green River</i>	

Institutional	
<i>Federal Street North and South</i>	First High School; where G.C.C. started; newer and noted as not endangered in ID meeting
<i>One Room Schoolhouses</i>	Severance Street; Colrain St (2); Bernardston St.; Leydon St.; Adams Street
Natural Resources	
<i>Green River Corridor</i>	Deerfield River to Leydon line; also Industrial (mill sites) and Residential
Open Space/Recreational	
<i>*Rocky Mountain Area</i>	Poet's Seat Tower; Highland Park; old golf course, old ski jump; birding area; also Natural
<i>Green River swimming area</i>	Fence is an issue
<i>Town Forest</i>	Lamp Black Road
Residential	
<i>Lower Hope Street</i>	Inns and Houses
<i>Highland Avenue/Crescent Street area</i>	Historic Houses
<i>River Street to Meridian St and Deerfield St.</i>	Workers cottages for Mills
<i>Jonathan Levitt House</i>	Listed on National Register of Historic Places
<i>Greenfield Library</i>	Listed on National Register of Historic Places
Transportation	
<i>*Mohawk Trail</i>	First Scenic Byway
<i>Greenfield Covered Bridge</i>	Closed; structural problems
<i>Energy Park to south</i>	Site of railroad nexus (RR tracks, NESEA building, tunnel under Bank St; RR Arch Bridge; Louis Abercrombie warehouse; FW Webb building -Hope St.
<i>Cheapside</i>	Bridges (double barrel, railroad, trolley); bike path; river port/canoe put-in; also Recreational