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## Section 4. Objectives of the Plan – 760 CMR 12.02(3)

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The Bank Row URP seeks to undertake certain activities that will strengthen and revitalize the town's core Central Business District, eliminate substandard and deteriorated building conditions and further the priorities established and adopted in the Downtown Greenfield Master Plan. The objectives of the Bank Row URP are:

1. To strengthen and revitalize the Central Business District through public actions that support and encourage private development and investment.
2. To preserve and restore important downtown structures.
3. To remove impediments to land disposition and development.
4. To rehabilitate and reuse vacant, deteriorated and underutilized properties.
5. To create a livelier town center by upgrading the visual and physical conditions through building rehabilitation and facade improvements.
6. To encourage transit-oriented development and a vibrant village-like neighborhood where people can live, work and play; and to improve substandard structures and discourage incompatible uses, obsolete structures and blighting influences.
7. To control land uses and development in conformity with planning, zoning and other applicable regulations of the Town of Greenfield.
8. To increase local employment through development of vacant and underutilized parcels and increased utilization of existing buildings.
9. To encourage, through urban-design guidelines, actions that will improve significantly the quality and quantity of pedestrian activity throughout the area.
10. To support and expand the development of essential public facilities and services, including transportation and parking.

**Types of Proposed Renewal Actions.** The Bank Row URP proposes to undertake public redevelopment actions within a 7.5-acre urban renewal area in the heart of downtown Greenfield. Those actions will be aimed directly at preserving key historic properties in a timely manner before further deterioration occurs - and creating a viable development parcel for the construction of a regional transportation center. The project area generally is bounded by Main Street on the north; the rear of properties fronting on Bank Row on the south; Hope Street on the east and Bank Row on the west.

The specific urban renewal activities to be conducted within the Bank Row URP include property acquisition, commercial relocation, property disposition, building preservation/rehabilitation and public improvements. These actions are necessary to acquire five deteriorating structures and make them available for redevelopment.

The proposed urban renewal actions are summarized in Table 2: "Bank Row URP - Summary of Plan Elements" and a parcel listing for properties within the area is provided in Table 3. "Bank Row URP - Urban Renewal Area Property Listing."

**General Urban-Design Objectives.** Redevelopment within the Bank Row URP will focus on the renovation and reuse of five historically significant properties located in the heart of the Downtown and the creation of a development site for a regional transportation center. This redevelopment will be guided by the following:

- **Downtown Master Plan.** The Town of Greenfield undertook a comprehensive master planning process for its Downtown in 2002. This process culminated in a comprehensive Downtown Master Plan, which was completed in February 2003 and accepted by the Greenfield Board of Selectmen in March 2003.

The downtown master planning process involved an examination of the physical, market, transportation and organization issues affecting a 130-acre study area, including the entire Bank Row URP project area. The Master Plan contains a framework for downtown development, including specific redevelopment strategies for properties within the Bank Row URP.

The Downtown Master Plan recommended the preparation of an urban renewal plan for the Bank Row area as well as the adoption of design guidelines and the creation of a "Main Street Overlay District." These recommendations have formed the basis for the Bank Row URP. An executive summary of the Downtown Master Plan is provided in Appendix A.

- **Zoning.** The existing Central Commercial zoning shall apply to all disposition parcels within the Bank Row URP, subject to the additional regulations and controls for specific disposition parcels as stated below.
- **Energy-Efficient Design.** The GRA fully supports environmental responsibility and green design. The GRA will require all developers to evaluate their designs utilizing the LEED (Leadership in Energy and Environmental Design) Green-Building Rating System, a voluntary, consensus-based national standard for developing high-performance, sustainable buildings. The LEED program, developed by the U.S. Green Building Council, provides a complete framework for assessing building performance and meeting sustainability goals. Based on well-founded scientific standards, LEED emphasizes state-of-the-art strategies for sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality. LEED recognizes achievements and promotes expertise in green building through a comprehensive system offering project certification, professional accreditation, training and practical resources.

LEED certification distinguishes building projects that have demonstrated a commitment to sustainability by meeting the highest performance standards. The GRA strongly encourages developers to meet at least the minimum level for project certification.

- **Additional Regulations and Controls for Specific Disposition Parcels.** Six disposition parcels will be created as a result of the implementation of the Bank Row URP. (See Figure H – Disposition Parcels.) Table 6 identifies and describes these disposition parcels.

**Table 7. Bank Row Urban Renewal Plan –  
Designated Disposition Parcels and Proposed Building Program  
Greenfield, Massachusetts  
September 2005**

<i>Disposition Parcel Designation</i>	<i>Parcel Description</i>	<i>Parcel Size</i>	<i>Approximate Building Area To Be Rehabilitated</i>	<i>Approximate Building Area To Be Constructed</i>	<i>Proposed Zoning (No change)</i>	<i>Proposed Land Use</i>
1-A	353-367 Main Street Partially vacant theater with retail	27,442 SF	38,000 SF	NA	Central Commercial	Mixed use See below
1-B	349-351 Main/1-5 Bank Row Vacant building	3,485 SF	5,000 SF	NA	Central Commercial	Mixed use See below
1-C	9-11 Bank Row Vacant building	6,970 SF	6,500 SF	NA	Central Commercial	Mixed use See below
1-D	21-23 Bank Row Vacant building	2,615 SF	6,500SF	NA	Central Commercial	Mixed use See below
1-E	25-27 Bank Row Vacant building	2,180 SF	7,500 SF	NA	Central Commercial	Mixed use See below
2-A	12 Olive Street	1.8 Acres	NA	10,000 SF Transit and 15,000 – 20,000 SF Mixed Use	Central Commercial	Transportation center See below
2-B	30 Olive Street	1.94 Acres	15,000 SF (30 Olive Street Building Only)	NA	Central Commercial	Mixed use See below

**Permitted Uses:** The following uses shall be permitted within the designated disposition parcels:

1. **Parcel 1-A:** The building located on Disposition Parcel 1-A shall be made available for the renovation of the property known as the “Garden Theater.” The intent of this acquisition is to preserve and upgrade the existing entertainment and retail uses and to expand commercial uses into the vacant second floor of the building. The permitted uses for this property include the following:
  - a. Retail establishments, including restaurants and bars
  - b. Professional and business offices
  - c. Personal and consumer services
  - d. Philanthropic or charitable institutions
  - e. Theater, including multipurpose cultural, performing arts entertainment centers

- f. Accessory open spaces including pedestrian plazas and outdoor seating areas.

A primary objective of the Bank Row URP is to restore important structures and to create a livelier town center through a pedestrian-oriented streetscape with visually interesting storefronts, a critical mass of shopping and pedestrian activities and an attractive and inviting streetscape. Therefore, *non-retail uses will be permitted on the street level of the building only if the Greenfield Redevelopment Authority is reasonably satisfied that all of the following conditions are met:*

- a. The non-retail use cannot be reasonably accommodated on the upper floors of the building
  - b. The non-retail use provides services to the public that promote pedestrian activity
  - c. The street-level facade is designed to support the pedestrian character of the Downtown.
2. **Parcel 1-B:** The former Allen Block building, located on Disposition Parcel 1-B, shall be made available for mixed-use redevelopment. The permitted uses for this property include the following:
- a. Retail establishments, including restaurants and bars
  - b. Professional and business offices
  - c. Personal and consumer services
  - d. Philanthropic or charitable institutions
  - e. Residential – above ground floor only.

A primary objective of the Bank Row URP is to restore important structures and to create a livelier town center through a pedestrian-oriented streetscape with visually interesting storefronts, a critical mass of shopping and pedestrian activities and an attractive and inviting streetscape. Therefore, *non-retail uses will be permitted on the street level of the building only if the Greenfield Redevelopment Authority is reasonably satisfied that all of the following conditions are met:*

- a. The non-retail use cannot be reasonably accommodated on the upper floors of the building
- b. The non-retail use provides services to the public that promote pedestrian activity
- c. The street-level facade is designed to support the pedestrian character of the Downtown.

3. **Parcel 1-C:** The former First National Bank & Trust of Greenfield building located on Disposition Parcel 1-C shall be made available for mixed-use redevelopment. The permitted uses for this property include the following:
  - a. Retail establishments, including restaurants and bars
  - b. Theater, including multipurpose cultural, performing arts entertainment centers
  - c. Conference center
  - d. Professional and business offices
  - e. Personal and consumer services
  - f. Philanthropic or charitable institutions
  - g. Accessory open spaces including pedestrian plazas and outdoor seating areas.

A primary objective of the Bank Row URP is to restore important structures and to create a livelier town center through a pedestrian-oriented streetscape with visually interesting storefronts, a critical mass of shopping and pedestrian activities and an attractive and inviting streetscape. Therefore, *non-retail uses will be permitted on the street level floor of the building only if the Greenfield Redevelopment Authority is reasonably satisfied that all of the following conditions are met:*

- a. The non-retail use provides services to the public that promote pedestrian activity
  - b. The non-retail uses allowed under d., e., and f. above do not comprise more than 50 percent of the total ground-floor area of the building.
4. **Parcel 1-D:** The former Pond Block located on Disposition Parcel 1-D shall be made available for mixed-use redevelopment. The permitted uses for this property shall include the following:
    - a. Retail establishments, including restaurants and bars
    - b. Professional and business offices
    - c. Personal and consumer services
    - d. Philanthropic or charitable institutions
    - e. Residential – above ground floor only.

A primary objective of the Bank Row URP is to restore important structures and to create a livelier town center through a pedestrian-oriented streetscape with visually interesting storefronts, a critical mass of shopping and pedestrian activities and an attractive and inviting streetscape. Therefore, *non-retail uses will be permitted on the street level of the building only if the Greenfield Redevelopment Authority is reasonably satisfied that all of the following conditions are met:*

- a. The non-retail use cannot be reasonably accommodated on the upper floors of the building
  - b. The non-retail use provides services to the public that promote pedestrian activity
  - c. The street-level facade is designed to support the pedestrian character of the Downtown.
5. **Parcel 1-E:** The former Siano Block located on Disposition Parcel 1-E shall be made available for redevelopment. The permitted uses for this property shall include the following:
- a. Retail establishments, including restaurants and bars
  - b. Professional and business offices
  - c. Personal and consumer services
  - d. Philanthropic or charitable institutions
  - e. Residential – above ground floor only.
6. **Parcel 2-A:** The permitted uses for this disposition parcel shall include the following:
- a. Bus or railroad passenger terminal or taxi dispatch
  - b. Municipal or commercial parking lot or garage
  - c. Retail establishments, including restaurants and bars
  - d. Professional and business offices
  - e. Personal and consumer services
  - f. Philanthropic or charitable institutions
  - g. Mixed residential /business
  - h. Congregate housing for the elderly or handicapped
  - i. Multifamily dwelling
  - j. Accessory open spaces including pedestrian plazas and outdoor seating areas.
7. **Parcel 2-B:** The permitted uses for this disposition parcel shall include the following:
- a. Retail establishments, including restaurants and bars
  - b. Professional and business offices
  - c. Personal and consumer services
  - d. Philanthropic or charitable institutions
  - e. Residential – above ground floor only.

**Development Controls for Specific Disposition Parcels.** All redevelopment activities undertaken on the following disposition parcels created by the Bank Row URP must comply with the requirements stated:

1. **Parcel 1-A:**

- a. **Zoning.** Provisions of the applicable general requirements of the Town of Greenfield zoning bylaws and the requirements for the Central Commercial District, as may be amended from time to time.
- b. **Secretary of the Interior’s Standards for Rehabilitation.** These standards (36 CFR 68) shall apply to the **exterior** of the existing building. A summary of these standards is provided as Appendix D.
- c. **Minimum and Preferred Rehabilitation Standards.** The Rehabilitation Standards contained in Appendix E shall apply to the redevelopment of the building. The minimum standards are the minimum level of work that must be undertaken by a redeveloper. The preferred standards are encouraged, but not required, to be undertaken in addition to the minimum required standards.
- d. **Design Guidelines.** The following design guidelines are intended to preserve and enhance cultural, economic and historical resources by encouraging the preservation of buildings that have aesthetic and/or historical significance; promoting an attractive and livable community center; and/or preventing alterations that are incompatible with the existing environment or that are of inferior quality or appearance. These guidelines augment the requirements set forth in the zoning bylaws:
  - i. **Ground- Level Building Treatment** Retail activities within the building should be oriented toward the street. The ground level must provide pedestrian interest along the Main Street sidewalk. Storefront windows should be transparent. This transparency will serve to animate the sidewalk and create an environment that is inviting to passers-by as well as increasing the visibility of merchandise or services. Architectural details that are sensitive to the historical character are encouraged, including entrance and window treatments. Canopies and awnings are encouraged, unless they conflict with historic rehabilitation standards.
  - ii. **Signage** – All signage must be designed in such a way as to reflect and enhance the historical character of the area. Prior to the placement of any

signage, the building owner must submit a comprehensive signage plan, including temporary and construction signage, to the Greenfield Redevelopment Authority for review and approval. (A master signage plan for the building must be submitted as part of the design review requirements.) Signs may be placed on the building but only in such a way as to enhance its architecture. Signs should be oriented to pedestrians and slow-moving vehicles. Materials should be durable, of high quality, and suited to the architectural materials of the building. Generally wood, metal and glass are the best base materials for painted signs. Sign colors should complement the colors of the building. No sign may visually obstruct any architectural features of the building including windows, doorways, significant masonry detail or other details. Signs may be located on a canvas awning, on the window glass or glass door (but should not obscure the display area); may be mounted flush to the building facade in a panel above an awning or transom window area; or may be small projecting signs oriented to pedestrians. No lighted or neon signs are permitted on the upper floors. Signs may only be lighted in such a way as to enhance the building's architecture. For upper-story tenants, one painted window sign will be permitted but shall not exceed 20 percent of the area of the window glass. No freestanding signs or internally illuminated signs are permitted, except for the theater marquee.

- iii. Lighting - Lighting of building facades and storefront displays shall be done in a manner that presents an attractive image and is appropriate to the building's architectural style. Exterior lighting should highlight building elements, signs or other distinctive features and shall not attract attention to the light fixture itself. Original light fixtures shall be preserved or replicated when possible. Light fixtures shall be as simple as possible and shall be mounted where they will be partially or completely hidden. Concealed up-lighted fixtures of simple design or fixtures appropriate to the period of the building are required. Lights that glare onto streets, public ways or adjacent properties are not permitted.

2. **Parcel 1-B:**

- a. **Zoning.** Provisions of the applicable general requirements of the Town of Greenfield zoning bylaw or bylaws and the requirements for the Central Commercial District, as may be amended from time to time.
- b. **Secretary of the Interior's Standards for Rehabilitation.** These standards (36 CFR 68) shall apply to the **exterior** of the existing building. A summary of these standards is provided as Appendix D.

- c. **Minimum and Preferred Rehabilitation Standards.** The Rehabilitation Standards contained in Appendix E shall apply to the redevelopment of the building. The minimum standards are the minimum level of work that must be undertaken by a redeveloper. The preferred standards are encouraged, but not required, to be undertaken in addition to the minimum required standards.
  
- d. **Design Guidelines.** The following design guidelines are intended to preserve and enhance cultural, economic and historical resources by encouraging the preservation of buildings that have aesthetic and/or historical significance; promoting an attractive and livable community center; and/or preventing alterations that are incompatible with the existing environment or that are of inferior quality or appearance. These guidelines augment the requirements set forth in the zoning bylaws:
  - i. **Ground-Level Building Treatment** - Retail activities within the building should be oriented toward the street. The ground level must provide pedestrian interest along the Main Street and Bank Row sidewalks. Storefront windows should be transparent. This transparency will serve to animate the sidewalk and create an environment that is inviting to passers-by as well as increasing the visibility of merchandise or services. Architectural details that are sensitive to the historical character are encouraged, including entrance and window treatments. Canopies and awnings are encouraged, unless they conflict with historic rehabilitation standards.
  
  - ii. **Signage** – All signage must be designed in such a way as to reflect and enhance the historical character of the area. Prior to the placement of any signage, the building owner must submit a comprehensive signage plan, including temporary and construction signage, to the GRA for review and approval. (A master signage plan for the building must be submitted as part of the design review requirements.) Signs may be placed on the building in such a way as to enhance its architecture. Signs should be oriented to pedestrians and slow-moving vehicles. Materials should be durable, of high quality, and suited to the architectural materials of the building. Generally, wood, metal and glass are the best base materials for painted signs. Sign colors should complement the colors of the building. No sign may visually obstruct any architectural features of the building including windows, doorways, significant masonry detail or other details. Signs may be located on a canvas awning, on the window glass or glass door (but should not obscure the display area); may be mounted

flush to the building facade in a panel above an awning or transom window area, or may be small projecting signs oriented to pedestrians. No lighted or neon signs are permitted on the upper floors. Signs may only be lighted in such a way as to enhance the building's architecture. For upper-story tenants, one painted window sign will be permitted but shall not exceed 20 percent of the area of the window glass. No freestanding or internally illuminated signs are permitted.

- iii. **Lighting** - Lighting of building facades and storefront displays shall be done in a manner that presents an attractive image and is appropriate to the building's architectural style. Exterior lighting should highlight building elements, signs or other distinctive features and shall not attract attention to the light fixture itself. Original light fixtures shall be preserved or replicated when possible. Light fixtures shall be as simple as possible and shall be mounted where they will be partially or completely hidden. Concealed up lighted fixtures of simple design or fixtures appropriate to the period of the building are required. Lights that glare onto streets, public ways or adjacent properties are not permitted.

3. **Parcel 1-C:**

- a. **Zoning.** Provisions of the applicable general requirements of the Town of Greenfield zoning bylaws and the requirements for the Central Commercial District, as may be amended from time to time.
- b. **Secretary of the Interior's Standards for Rehabilitation.** These standards (36 CFR 68) shall apply to the **exterior** of the existing building. A summary of these standards is provided as Appendix D.
- c. **Minimum and Preferred Rehabilitation Standards.** The Rehabilitation Standards contained in Appendix E shall apply to the redevelopment of the building. The minimum standards are the minimum level of work that must be undertaken by a redeveloper. The preferred standards are encouraged, but not required, to be undertaken in addition to the minimum required standards.
- d. **Design Guidelines.** The following design guidelines are intended to preserve and enhance cultural, economic and historical resources by encouraging the preservation of buildings that have aesthetic and/or historical significance; promoting an attractive and livable community center; and/or preventing alterations that are incompatible with the existing

environment or that are of inferior quality or appearance. These guidelines augment the requirements set forth in the zoning bylaws:

- i. Ground-Level Building Treatment - Retail activities within the building should be oriented toward the street. The ground level must provide pedestrian interest along the Bank Row sidewalk. Storefront windows should be transparent. This transparency will serve to animate the sidewalk and create an environment that is inviting to passers-by as well as increasing the visibility of merchandise or services. Architectural details that are sensitive to the historical character are encouraged, including entrance and window treatments. Canopies and awnings are encouraged, unless they conflict with historic rehabilitation standards.
- ii. Signage – All signage must be designed in such a way as to reflect and enhance the historical character of the area. Prior to the placement of any signage, the building owner must submit a comprehensive signage plan, including temporary and construction signage, to the GRA for review and approval. (A master signage plan for the building must be submitted as part of the design review requirements.) Signs may be placed on the building but only in such a way as to enhance its architecture. Signs should be oriented to pedestrians and slow-moving vehicles. Materials should be durable, of high quality, and suited to the architectural materials of the building. Generally wood, metal and glass are the best base materials for painted signs. Sign colors should complement the colors of the building. No sign may visually obstruct any architectural features of the building including windows, doorways, significant masonry detail or other details. Signs may be located on a canvas awning, on the window glass or glass door (but should not obscure the display area); may be mounted flush to the building facade in a panel above an awning or transom window area, or may be small projecting signs oriented to pedestrians. No lighted or neon signs are permitted on the upper floors. Signs may only be lighted in such a way as to enhance the building’s architecture. For upper-story tenants, one painted window sign will be permitted but shall not exceed 20 percent of the area of the window glass. No freestanding or internally illuminated signs are permitted.
- iii. Lighting - Lighting of building facades and storefront displays shall be done in a manner that presents an attractive image and is appropriate to the building’s architectural style. Exterior lighting should highlight building elements, signs or other distinctive features and shall not attract attention to the light fixture itself. Original light fixtures shall be

preserved or replicated when possible. Light fixtures shall be as simple as possible and shall be mounted where they will be partially or completely hidden. Concealed up-lighted fixtures of simple design or fixtures appropriate to the period of the building are required. Lights that glare onto streets, public ways or adjacent properties are not permitted.

4. **Parcel 1-D:**

- a. **Zoning.** Provisions of the applicable general requirements of the Town of Greenfield zoning bylaws and the requirements for the Central Commercial District, as may be amended from time to time.
- b. **Secretary of the Interior's Standards for Rehabilitation.** These standards (36 CFR 68) shall apply to the **exterior** of the existing building. A summary of these standards is provided as Appendix D.
- c. **Minimum and Preferred Rehabilitation Standards.** The Rehabilitation Standards contained in Appendix E shall apply to the redevelopment of the building. The minimum standards are the minimum level of work that must be undertaken by a redeveloper. The preferred standards are encouraged, but not required, to be undertaken in addition to the minimum required standards.
- d. **Design Guidelines.** The following design guidelines are intended to preserve and enhance cultural, economic and historical resources by encouraging the preservation of buildings that have aesthetic and/or historical significance; promoting an attractive and livable community center; and/or preventing alterations that are incompatible with the existing environment or that are of inferior quality or appearance. These guidelines augment the requirements set forth in the zoning bylaws:
  - i. **Ground-Level Building Treatment** - Retail activities within the building should be oriented toward the street. The ground level must provide pedestrian interest along the Bank Row sidewalk. Storefront windows should be transparent. This transparency will serve to animate the sidewalk and create an environment that is inviting to passers-by as well as increasing the visibility of merchandise or services. Architectural details that are sensitive to the historical character are encouraged, including entrance and window treatments. Canopies and awnings are encouraged, unless they conflict with historic rehabilitation standards.

- ii. Signage – All signage must be designed in such a way as to reflect and enhance the historical character of the area. Prior to the placement of any signage, the building owner must submit a comprehensive signage plan, including temporary and construction signage, to the GRA for review and approval. (A master signage plan for the building must be submitted as part of the design review requirements.) Signs may be placed on the building but only in such a way as to enhance its architecture. Signs should be oriented to pedestrians and slow-moving vehicles. Materials should be durable, of high quality, and suited to the architectural materials of the building. Generally, wood, metal and glass are the best base materials for painted signs. Sign colors should complement the colors of the building. No sign may visually obstruct any architectural features of the building including windows, doorways, significant masonry detail or other details. Signs may be located on a canvas awning, on the window glass or glass door (but should not obscure the display area); may be mounted flush to the building façade in a panel above an awning or transom window area, or may be small projecting signs oriented to pedestrians. No lighted or neon signs are permitted on the upper floors. Signs may only be lighted in such a way as to enhance the building’s architecture. For upper-story tenants, one painted window sign will be permitted but shall not exceed 20 percent of the area of the window glass. No freestanding or internally illuminated signs are permitted.
  
- iii. Lighting - Lighting of building facades and storefront displays shall be done in a manner that presents an attractive image and is appropriate to the building’s architectural style. Exterior lighting should highlight building elements, signs or other distinctive features and shall not attract attention to the light fixture itself. Original light fixtures shall be preserved or replicated when possible. Light fixtures shall be as simple as possible and shall be mounted where they will be partially or completely hidden. Concealed up-lighted fixtures of simple design or fixtures appropriate to the period of the building are required. Lights that glare onto streets, public ways or adjacent properties are not permitted.

5. **Parcel 1-E:**

- a. **Zoning.** Provisions of the applicable general requirements of the Town of Greenfield zoning bylaws and the requirements for the Central Commercial District, as may be amended from time to time.

- b. **Secretary of the Interior’s Standards for Rehabilitation.** These standards (36 CFR 68) shall apply to the **exterior** of the existing building. A summary of these standards is provided as Appendix D.
- c. **Minimum and Preferred Rehabilitation Standards.** The Rehabilitation Standards contained in Appendix E shall apply to the redevelopment of the building. The minimum standards are the minimum level of work that must be undertaken by a redeveloper. The preferred standards are encouraged, but not required, to be undertaken in addition to the minimum required standards.
- d. **Design Guidelines.** The following design guidelines are intended to preserve and enhance cultural, economic and historical resources by encouraging the preservation of buildings that have aesthetic and/or historical significance; promoting an attractive and livable community center; and/or preventing alterations that are incompatible with the existing environment or that are of inferior quality or appearance. These guidelines augment the requirements set forth in the zoning bylaws:
  - i. Ground-Level Building Treatment - Retail activities within the building should be oriented toward the street. The ground level must provide pedestrian interest along the Main Street sidewalk. Storefront windows should be transparent. This transparency will serve to animate the sidewalk and create an environment that is inviting to passers-by as well as increasing the visibility of merchandise or services. Architectural details that are sensitive to the historical character are encouraged, including entrance and window treatments. Canopies and awnings are encouraged, unless they conflict with historic rehabilitation standards.
  - ii. Signage – All signage must be designed in such a way as to reflect and enhance the historical character of the area. Prior to the placement of any signage, the building owner must submit a comprehensive signage plan, including temporary and construction signage, to the GRA for review and approval. (A master signage plan for the building must be submitted as part of the design review requirements.) Signs may be placed on the building but only in such a way as to enhance its architecture. Signs should be oriented to pedestrians and slow-moving vehicles. Materials should be durable, of high quality, and suited to the architectural materials of the building. Generally, wood, metal and glass are the best base materials for painted signs. Sign colors should complement the colors of the building. No sign may visually obstruct any architectural features of the building including windows, doorways, significant

masonry detail or other details. Signs may be located on a canvas awning, on the window glass or glass door (but should not obscure the display area); may be mounted flush to the building facade in a panel above an awning or transom window area, or may be small projecting signs oriented to pedestrians. No lighted or neon signs are permitted on the upper floors. Signs may only be lighted in such a way as to enhance the buildings' architecture. For upper-story tenants, one painted window sign will be permitted but shall not exceed 20 percent of the area of the window glass. No freestanding or internally illuminated signs are permitted.

- iii. Lighting - Lighting of building facades and storefront displays shall be done in a manner that presents an attractive image and is appropriate to the building's architectural style. Exterior lighting should highlight building elements, signs or other distinctive features and shall not attract attention to the light fixture itself. Original light fixtures shall be preserved or replicated when possible. Light fixtures shall be as simple as possible and shall be mounted where they will be partially or completely hidden. Concealed up-lighted fixtures of simple design or fixtures appropriate to the period of the building are required. Lights that glare onto streets, public ways or adjacent properties are not permitted.

6. **Parcel 2-A:**

- a. **Zoning.** Provisions of the applicable general requirements of the Town of Greenfield zoning bylaws and the requirements for the Central Commercial District, as may be amended from time to time.
- b. **RTC Master Plan and Building Design Requirements.** A master plan is being developed for the Franklin RTC by the FRTA. This master planning process will involve a detailed design and feasibility study for the redevelopment of this site into a mixed-use development that enhances economic development and incorporates private investment and transportation services. The master plan will include specified land uses, including transit uses and associated joint development uses, a conceptual design, design features, a site layout plan, cost estimates and project implementation schedule. The plan will incorporate recommended design guidelines to address architectural massing, image and character of the proposed transit facility and related structures. New building(s) should exhibit noteworthy, distinctive architecture that conveys sensitivity to local tradition, the character of the area and the history and significance of the Downtown as well as meeting the goal of establishing a vibrant urban center.

Individual building designs can suggest their own identity, but must use common materials and similar or compatible architectural forms to ensure that the complete redevelopment of the disposition parcels will result in a cohesive and complementary theme and not a collection of individual projects. Buildings should contribute to a lively, pedestrian-friendly streetscape. Visible sections of the transit center and other structures (Bank Row and Olive Street facades) should be a combination of traditional and contemporary architectural elements and materials to create a signature presence for the building. Signage, lighting, access and egress, loading and unloading, permitted building materials and all design elements must be incorporated into the master plan, which shall be reviewed and approved by the GRA.

- c. **Secretary of the Interior's Standards for Rehabilitation.** These standards (36 CFR 68) shall apply to the **exterior** of the existing building located at 30 Olive Street. A summary of these standards is provided as Appendix D.
- d. **Minimum and Preferred Rehabilitation Standards.** The GRA shall utilize the Rehabilitation Standards contained in Appendix E as a guide in preparing standards for the redevelopment of the building located at 30 Olive Street.

7. **Parcel 2-B:**

- a. **Zoning.** Provisions of the applicable general requirements of the Town of Greenfield zoning bylaws and the requirements for the Central Commercial District, as may be amended from time to time.
- b. **Secretary of the Interior's Standards for Rehabilitation.** These standards (36 CFR 68) shall apply to the **exterior** of the existing building. A summary of these standards is provided as Appendix D.
- c. **Minimum and Preferred Rehabilitation Standards.** The Rehabilitation Standards contained in Appendix E shall apply to the redevelopment of the building at 30 Olive Street. The minimum standards are the minimum level of work that must be undertaken by a redeveloper. The preferred standards are encouraged, but not required, to be undertaken in addition to the minimum required standards.
- d. **New Buildings.** New building(s) should exhibit noteworthy, distinctive architecture that conveys sensitivity to local tradition, the character of the area and the history and significance of the downtown as well as meeting the goal of establishing a vibrant urban center. Individual building designs can

suggest their own identity, but must use common materials and similar or compatible architectural forms to ensure that the complete redevelopment of the disposition parcels will result in a cohesive and complementary theme and not a collection of individual projects. Buildings should contribute to a lively, pedestrian-friendly streetscape. Visible sections of the transit center and other structures (Bank Row and Olive Street facades) should be a combination of traditional and contemporary architectural elements and materials to create a signature presence for the building. Signage, lighting, access, and egress, loading and unloading, permitted building materials and all design elements shall be reviewed and approved by the GRA.

- e. **Design Guidelines.** The following design guidelines are intended to preserve and enhance cultural, economic and historical resources by encouraging the preservation of buildings that have aesthetic and/or historical significance; promoting an attractive and livable community center; and/or preventing alterations that are incompatible with the existing environment or that are of inferior quality or appearance. These guidelines augment the requirements set forth in the zoning bylaws:
  - i. Ground-Level Building Treatment - Retail activities within the building should be oriented toward the street. The ground level must provide pedestrian interest along the Main Street sidewalk. Storefront windows should be transparent. This transparency will serve to animate the sidewalk and create an environment that is inviting to passers-by as well as increasing the visibility of merchandise or services. Architectural details that are sensitive to the historical character are encouraged, including entrance and window treatments. Canopies and awnings are encouraged, unless they conflict with historic rehabilitation standards.
  - ii. Signage – All signage must be designed in such a way as to reflect and enhance the historical character of the area. Prior to the placement of any signage, the building owner must submit a comprehensive signage plan, including temporary and construction signage, to the GRA for review and approval. (A master signage plan for the building must be submitted as part of the design review requirements.) Signs may be placed on the building but only in such a way as to enhance its architecture. Signs should be oriented to pedestrians and slow-moving vehicles. Materials should be durable, of high quality, and suited to the architectural materials of the building. Generally, wood, metal and glass are the best base materials for painted signs. Sign colors should complement the colors of the building. No sign may visually obstruct any architectural features of the building including windows, doorways, significant

masonry detail or other details. Signs may be located on a canvas awning, on the window glass or glass door (but should not obscure the display area); may be mounted flush to the building facade in a panel above an awning or transom window area, or may be small projecting signs oriented to pedestrians. No lighted or neon signs are permitted on the upper floors. Signs may only be lighted in such a way as to enhance the buildings' architecture. For upper-story tenants, one painted window sign will be permitted but shall not exceed 20 percent of the area of the window glass. No freestanding or internally illuminated signs are permitted.

- iii. Lighting - Lighting of building facades and storefront displays shall be done in a manner that presents an attractive image and is appropriate to the building's architectural style. Exterior lighting should highlight building elements, signs or other distinctive features and shall not attract attention to the light fixture itself. Original light fixtures shall be preserved or replicated when possible. Light fixtures shall be as simple as possible and shall be mounted where they will be partially or completely hidden. Concealed up-lighted fixtures of simple design or fixtures appropriate to the period of the building are required. Lights that glare onto streets, public ways or adjacent properties are not permitted.

**Anticipated Public and Private Investment.** Implementation of the Bank Row URP is anticipated to generate significant private investment. The private-sector investment in the renovation of the five historic buildings is estimated at between \$8 million and \$9 million, depending on the specific end use and the level of rehabilitation undertaken for each property.

In addition, the proposed Franklin RTC will involve the construction of an approximately 10,000-square-foot building and will centralize all transit operations in the region. The projected cost of the facility, including site improvements, is \$2.7 million. The transit center will sell tickets and will provide waiting areas sheltered from the weather, concession space such as a coffee shop to serve those waiting, rest rooms and office space for transit administrators and operators. It also will offer joint development possibilities to enhance the business and service environment of the downtown Greenfield area. Six bus berths and two paratransit berths will allow direct boarding of passengers. Parking to support the center will be provided on site, and will consist of approximately 60 spaces, including the required handicapped spaces.

Additional area will be available for up to 20,000 square feet of joint/transit development use. A master plan, including conceptual building design and site layout, is being

developed by the FRTA. This additional joint development activity will result in additional investment of \$2 million.

Finally, future redevelopment of the 30 Olive Street building is projected at \$2.25 million, resulting in total private investment exceeding \$12 million. Table 8 summarizes the development program and the resulting tax revenues.

This translates into an annual increase in property tax revenues of approximately \$248,000 based on a FY '06 tax rate of \$19.09 per \$1,000. Commercial and/or residential redevelopment of other privately owned land, spurred by the revitalization activities outlined in this plan, is likely to result in additional private investment.

In addition to the public investment totaling \$5 million to \$6 million to fund the implementation of the urban renewal project, additional public funding in the amount of \$2.7 million will be expended on the construction of the Franklin RTC and related public improvements, including parking, streetscape and sidewalk enhancements.

<b>Table 8. Bank Row Urban Renewal Plan - Commercial Development Program/Tax Revenue Projections Greenfield, Massachusetts September 2005</b>				
Development Type	Square Feet	\$/SF Cost	Projected Construction Value	Projected Annual Tax Revenues Attributable to New Construction
Transit Center (FRTA Estimate)	25,000	NA	\$2,700,000	NA
Entertainment - Rehabilitation	25,900	\$120	\$3,108,000	\$59,332
Mixed-Use - Rehabilitation	52,600	\$150	\$7,890,000	\$150,620
Mixed-Use - New Construction	20,000	\$100	\$2,000,000	\$38,180
Total	108,500		\$15,698,000	\$248,132

**Jobs Creation Resulting From Renewal and Redevelopment Activities.** In addition to private investment in construction, it is estimated that new development of these underused properties will create up to 126 new jobs, based on the amount of new space to be developed. The job creation estimates are provided in Table 8. The actual number of jobs created will depend on the ultimate reuse of the redeveloped properties. Office use will generate more direct employment, while residential use will result in increased demand for downtown goods and services, stimulating more indirect employment.

Relocation interviews undertaken as part of the preparation of a relocation plan (See Section 8) determined that there are 30 commercial occupants in the eight buildings scheduled for acquisition. It is estimated that the acquisition of these properties will

result in the displacement of jobs from the site. Many businesses interviewed during the preparation of the Relocation Plan expressed a desire to remain downtown and it is believed there will be adequate inventory to accomplish this, possibility including relocation into buildings that are renovated as a result of this plan. Therefore, the GRA is confident that the 30 jobs will be retained once businesses are relocated to other downtown sites.

To summarize, the Bank Row URP is designed to facilitate job creation and retention in Greenfield, with the goal of accommodating 100 percent of the relocated businesses within the Town. If, in fact, this goal is accomplished, the plan would result in the retention of the 30 relocated (full-time) jobs plus the creation of approximately 126 full-time jobs.

<b>Development Type</b>	<b>Jobs/SF</b>	<b>SF Rehab</b>	<b>SF New Construction</b>	<b>Total SF</b>	<b>Projected Jobs</b>	<b>Jobs to be Displaced/Retained</b>	<b>Net new Jobs</b>
Mixed Use - Commercial/ Retail	1 Job/750 SF	52,600 SF	20,000 SF	72,600 SF	97 Jobs	12 Jobs	85 Jobs
Light Industrial - Transportation/ Entertainment	1 Job/1,250 SF	25,900 SF	10,000 SF	35,900 SF	29 Jobs	18 Jobs	11 Jobs
Total		78,500 SF	30,000 SF	108,500 SF	126 Jobs	30 Jobs	96 Jobs

**Development Controls on Parcels Not To Be Acquired.** In order to achieve the objectives of Bank Row URP, all properties within the project area will be subject to the development controls specified in this section. The following controls shall apply to all properties located within the Bank Row URP that are not scheduled to be acquired, but that subsequently may undergo renovation, expansion, reconstruction, demolition or replacement involving modifications to the exterior of the building or buildings. Note: Minor exterior modifications, such as new signage, may trigger certain requirements set forth below, as determined after consultation with the GRA:

- **Site-Plan Review.** No structure shall be renovated, expanded, constructed or replaced without prior review and approval of plans by the GRA, in accordance

with the “Development Plan Review and Approval” requirements set forth in this section.

- **Urban-Design Guidelines.** To the maximum extent feasible, all development shall be consistent with the urban design objectives and guidelines contained in this plan relative to transparency, signage and lighting.
- **Secretary of the Interior’s Standards for Rehabilitation.** To the maximum extent feasible, these standards (36 CFR 68) shall apply to the **exterior** of existing buildings. A summary of these standards is provided as Appendix D.

**Other Regulations and Controls Applying to All Parcels.** All development within the Bank Row URP, including properties not to be acquired, must comply with requirements that include Development Plan Review and Approval Requirements for all parcels, as set forth below:

- **Development Plan Review and Approval.** The Greenfield Redevelopment Authority (GRA) shall review and approve all redevelopment projects proposed to be undertaken within the URP to ensure compatibility with the objectives of the plan and the applicable urban-design requirements.

The following is an outline of the plan review and approval process. (It is understood that this process may be modified to be consistent with a Town design review/signage process, if and when the Town should adopt such a process as part of its zoning bylaws – in which case the Town process and submission requirements may be substituted by the GRA.)

- **Required Submission Materials.** Project plans submitted must be drawn by a Massachusetts registered land surveyor, a registered professional engineer or a registered architect to a scale of 40 feet to the inch or larger and shall include the following:
  1. **Site Plan.** A Site Plan incorporating the following information:
    - a. A locus map
    - b. A table summarizing compliance with zoning bylaws and development controls that supplement the zoning bylaws
    - c. The location and boundaries of the property and building footprints, adjacent streets or ways, and the locations and names of owners of all adjacent properties

- d. Size and location of existing and proposed structures, including adjacent structures
  - e. Location of parking and loading areas, driveways, walkways, access and egress, and distance to nearest driveway and intersection (labeled to show number and sizes of parking spaces)
  - f. The location and description of any proposed utilities including proposed services
  - g. Location, dimensions and arrangement of any open spaces and yards, including type and size of planting materials, color and type of surface materials, methods to be employed for screening, and irrigation systems for all planted materials
  - h. Exterior lighting (including numbers, lumens, height, type, size, etc.)
  - i. Location of refuse containers and types of screening materials to be used for trash removal and any other such elements to be located on the site
  - j. Any other plans, specifications, or information considered necessary by the GRA for adequate review of the proposed improvements.
2. **Landscape Plan.** A Landscape Plan, prepared by a landscape architect registered in the Commonwealth of Massachusetts, showing:
- a. Existing and proposed grades; existing vegetative cover, including trees to be retained, and other landscape elements; proposed layout of plant material including the location, size, and type of such vegetation.
  - b. The proposed site-development plan showing existing and proposed building footprints, walls, fences, parking spaces, loading bays, driveways, storage areas, public rights of way, easements and the location of structures, refuse containers and other site elements on the property. Uses of abutting properties/or parts of properties also shall be included.
  - c. A plant schedule giving botanical and common names of plants to be used, size at time of planting, mature size, rate of growth, quantity of each, location and method of any excavation and soil preparation necessary, and the spacing and location of all proposed trees, shrubs, and groundcovers. This schedule shall include a note confirming the commitment to maintain planting; to replace planting where necessary in a timely manner and to include an irrigation system for all planted material.
3. **Elevations.** Drawings and plans showing, in color, elevations for the street side of all buildings and structures existing or proposed, and identifying the materials to be used in construction/renovation; also showing the location of all necessary roof-mounted units and any other equipment and appropriate screening.

4. **Materials.** Specifications for construction and materials, and samples (including proposed colors) of all proposed exterior materials and finishes (including those for windows, roof, etc.)
  5. **Signs.** Plans showing size, design, materials, color, and location of all exterior signs (including temporary and permanent signs). If applicable, plans should indicate how the signs will be lighted. In multi-tenant buildings, a comprehensive signage plan depicting the size, design, material and location of all signs must be submitted prior to the placement of the first tenant sign.
  6. **Construction Schedule.** A construction schedule from initiation of site activities to completion and occupancy.
- **Review and Approval Process.** The GRA shall review all development plans to ensure that they are in compliance with the urban renewal plan. The GRA or its designated design reviewer shall provide a written determination of the review and any recommendations within 30 days from the date it receives a complete set of project development plans. In the event that said plans are not complete or are determined by the GRA to be in non-compliance with the urban renewal plan, the GRA shall be entitled to an additional period of 30 days to review any revised submission.

Once development plans have been determined to be in compliance with the urban renewal plan, a vote will be scheduled at the next regular meeting of the GRA.

No construction, including demolition, or request for the issuance of a building permit on any project in the Bank Row URP may be undertaken until the plans for the project are approved by the GRA in conformance with the process described herein.

**Duration and Effective Date of Regulations and Controls.** The regulations and controls contained in this plan shall be binding and effective by deed or lease upon all purchasers or lessees of land and their heirs and assignees for 20 years from the date of the approval of the Bank Row URP by the Department of Housing and Community Development. At no time shall the acquisition, use, disposal, or conveyance of land or improvements within the Bank Row URP to or by any person be denied, restricted or abridged, nor occupancy or possession preferred, segregated or refused, because of race, color, creed, sex, sexual orientation, or nationality or ancestry.

**Changes in Approved Plan.** This plan may be modified at any time by the Greenfield Redevelopment Authority, following the procedures outlined in 760 CMR 12.03 - Plan Changes.