GREENFIELD

Court Square Streetscape Improvements

Prepared for the Town of Greenfield

Project funded by a grant for the Downtown Initiative of the Department of Housing and Community Development

November, 2017
Agenda

- Insights from Public Workshop
  - Confirmation of program elements
  - Preferences for streetscape components
  - Feedback on initial alternatives
- Streetscape Design Concept Plan
- Thoughts on Next Steps
This project advances design concepts to provide an enhanced public space and civic destination within Court Square. Building on a recommendation in the Greenfield Downtown Plan, it provides a vision and a path towards implementing significant improvements.

This study has been conducted through the guidance of Town staff, and Advisory Committee, citizens and stakeholders engaged in the process.
The concept design has been funded through a grant from the Commonwealth of Massachusetts Department of Housing and Community Development and its Downtown Initiative.

The design and planning firm of Harriman has provided professional assistance.
Existing Conditions
Insights from Public Workshop

An improved Court Square should have:

- Flexible open space that supports a variety of community event types
- Movable seating to create more social gathering opportunities
- Accessible elements for users of all types, ages, and abilities
- Temporary and permanent art installation and more art based events
- More space for the Farmers Market
- Dedicated facilities for bicycle parking
Insights from Public Workshop

An improved Court Square should not have:

- A substantial amount of parking within Court Square
- Visual and physical barriers that restrict access to existing park
- More or the same amount of pavement
- Too many benches or other types of permanent seating
Insights from Public Workshop

An improved Court Square could have:

- More green space
- Green infrastructure demonstration areas
- Bicycle parking
- Multiple locations for installation of art
- Bee themed elements
- Lighting for safety and character of place
- Flexible spaces that support both established events and non-traditional uses
Insights from Public Workshop

Program recommendations included:

▪ Spaces to support multi-cultural activities
▪ Facilities for all ages and abilities
▪ Limited vehicular circulation and parking
▪ Organized site that relates to surroundings
▪ Adaptable spaces
▪ Low – maintenance plant and hardscape materials
▪ Appropriate signage and wayfinding
▪ Visual and physical connections to surrounding uses
Insights from Public Workshop

Ideas for streetscape components included:

- A few trees within Court Square
- Parking near church and along Main Street
- Gateway element and informational kiosk near Main Street
- Views of Town Hall and the Hawks and Read Building
- Lighting for security and evening events
- Limited number of bench seating
Insights from Public Workshop

Insights Regarding Concept Alternative A: Open Plaza

- Not enough room for Farmers Market and other cultural events
- Takes away direct vehicular access to arts center, alley, and Town Hall
- Like the geometry
- Too many trees
- Like the pocket park
Insights from Public Workshop

Insights Regarding Concept Alternative B: Flex Space

- Not enough contiguous space for Farmers Market and other cultural events
- Like parking near church and along Main street
- Support improving alley connection to Veteran’s Park
- Like idea of the alley as a flexible use space
Insights from Public Workshop

Insights Regarding Concept Alternative C: Extend the Park:

- Like opportunities for off-street parking and loading zones
- Fond of the pocket park but not the loss of parking spaces
- Connection to existing park is good
- Too much hardscape area
Existing Conditions
Streetscape Design Concept Plan
Streetscape Design Concept Plan

Vehicle Circulation: Plaza Mode
Streetscape Design Concept Plan
Vehicle Circulation: Service and Loading
Streetscape Design Concept Plan

Pedestrian Circulation: Street Mode
Streetscape Design Concept Plan
Pedestrian Circulation: Plaza Mode
Streetscape Design Concept Plan
Features: Pavements

Concrete brick pavers
Hexagonal asphalt pavers
Streetscape Design Concept Plan
Features: Landscape
Streetscape Design Concept Plan
Features: Lighting

- Bollard lighting
- Pole lighting
- String lighting
Streetscape Design Concept Plan
Features: Site Amenities

Information kiosk
Gateway sculpture
Bicycle racks
Streetscape Design Concept Plan
Vendor Tent Layout for Farmer’s Market
Streetscape Design Concept Plan

Components

- Pavement materials
  - Concrete sidewalk
  - Granite paver
  - Crosswalk painting
  - Asphalt hexagonal block paver
Streetscape Design Concept Plan

Components

- Representative plant species

Street Tree:
Liquidambar styraciflua
Sweetgum

Palette of plant material to attract pollinators

Shrub:
Amorpha fruticosa
Indigo bush

Shrub:
Clethera alnifolia
Summersweet
Streetscape Design Concept Plan

Components

- Movable bench planter
- Planters for seasonal plantings
Concept Streetscape Design Plan

Components

- Seating

- Bicycle storage

- Pole light

- Bollard light

- Receptacles
Concept Streetscape Design Plan

Program components

- Signage and wayfinding
- Informational kiosk
- Art Element
Thoughts on Next Steps

- **Phased Implementation**
  - Special event “pop up” use
  - Seasonal version using planters and temporary bollards
  - Full construction

- **Funding**
  - MassWorks grants in association with intersection and street realignment
  - CDBG funds
  - Federal infrastructure grants
  - Local resources
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