

WMAIA news

Newsletter of the Western Massachusetts Chapter of the American Institute of Architects

As Greenfield Grows

by Erika Zekos Assoc. AIA

In this issue we focus on Greenfield, a northern MA town with a vibrant past and huge potential. Settled in 1686 and incorporated in 1753, Greenfield grew on the success of its agricultural and industrial foundation. It's position as a railway hub enhanced this growth from the 1800's through WWII and, according to the town's August 2008 Bank Row Renewal Plan document, "In the 1930s and '40s... the Downtown boasted 50 passenger trains a day, four hotels, three anchor stores, streets flanked by elm trees, and people making their homes on the upper floors of buildings throughout it."



Town of Greenfield sign
photo by Erika Zekos Assoc. AIA

The post WWII era saw economic and industrial decline, however, and Greenfield, the county seat, began to see disinvestment in its 19th-century downtown.

Today though, this trend is turning around. Greenfield is witnessing a revival of its downtown brought about by a confluence of savvy and talented individuals, dedicated organizations and public and private investment. Revitalized and repurposed historic buildings have played a big part in the turnaround. Developers like Jordi Herold and Ed Wierzbowski have been able, with the help of tax credits and local financing, to purchase neglected or underused buildings and renovate them within historic standards.

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Grassroots 2011

by Lorin Starr, WMAIA Executive Director

This year's trip to DC for the Annual Grassroots Leadership and Legislative Conference was not without high drama. Scheduled to leave amid the double-whammy snowstorm of early February, your intrepid executive director headed down to Bradley Airport just as the snow was letting up (and after having already rescheduled her flight once) in hopes of rescheduling yet again and getting to Washington DC in time for the conference's main events. Re-ticketing went smoothly at the USAir check in desk... the trip was another story. Turbulence at take-off and

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OUR NEWS

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landing made for a white knuckle flight akin to the tilt-a-whirl at the county fair. Once on the ground, however, things calmed down and this turned out to be a memorable and productive couple of days in our nation's capital.

The first order of business was a reception at the National Building Museum honoring AIA leaders – past, present and future – and announcing component awards that would be presented later in the conference. (Architectural History Sidebar: One can't help but wonder why the building has such a majestic courtyard space. The answer: the building was built between 1882 and 1887 both to house the Pension Bureau and to provide a suitably grand space for Washington social and political functions. Montgomery C. Meigs was architect.) Designated as the National Building Museum in 1980, the grand central Great Hall was a festive location for the reception; it was a treat to be able to attend.

The heart of Grassroots is always the Capitol Hill visits. On Wednesday morning hundreds of conference attendees headed off to the Hill to visit with their senators and congressmen to share the AIA's core legislative issues for 2011. I met up with the AIA Mass contingent to receive our assignments from AIA Mass Executive Director John Nunnari. Then off we went to meet with

our elected officials. This year's issues were:

- Make Credit Available for Commercial Building Projects
- Eliminate Costly Paperwork Burdens in Small Businesses (this was specifically about new 1099 regulations)
- Pass a Transportation Bill to Get Our Communities Moving Again (the focus here was on public transportation)
- Jumpstart the Market for Building Retrofits as an Engine of Economic Growth

My first appointments were with Congressmen McGovern and Olver. The House of Representatives was not in session but I was well received by congressional aides who seemed receptive to our issues. Then I headed over to the Senate side where I met up with Chris Walsh AIA (Central MA) for a visit with Senator Scott Brown. The Senate was in session and our visit with Senator Brown's aide was highlighted when we were joined by the senator himself. In all cases we left behind a Peter Kuttner FAIA original – an actual 24" x 36" blueprint (sans ammonia smell) outlining the AIA's legislative agenda.

There is always a choice of continuing education workshops and this year I focused on strategic planning. This is something our board does regularly but the AIA has developed a new tool called "the Weave" that I think is something we can implement in our chapter. One advantage is that it creates a very manageable format for a strategic plan, one that can be easily shared with the entire membership.

Much of the benefit of Grassroots is the networking with other people doing similar work. Some of this happens at social events (like the Institute Open House and the dinner we have with the

folks from around New England) but for me, one of the most useful sessions is the meeting with chapters of similar size. It is an occasion to tout our successes and to hear about the great things happening in chapters around the country. Once again I found this to be an invaluable opportunity to share (and steal) ideas from other chapters. I came home invigorated and excited about what we do and what we can do in the future.

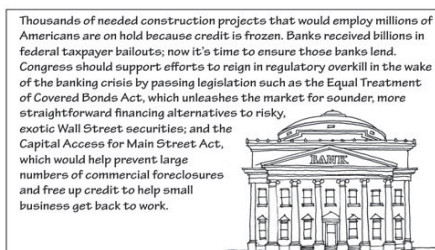
AIA Mass News

by Martha Montgomery AIA

AIA Mass made headway last year with the passing of the Lien Law for Architects. We still watch vigilantly for bills affecting our practice and we are currently working to make the Model School Bill more effective for students, teachers and ourselves.

2011 will be very much about making connections with a large Freshman Class of Legislators. An important annual event, Architects' Day on the Hill is coming in May, and will help us to make those contacts.

This year the delegation will be breaking into interest groups to raise topics such as public transportation, PACE loan funding, and home retrofits. We hope to have a big turnout to emphasize the strength of our combined voices. Please contact me (martha@montgomeryark.com) if you are interested in attending or if you have ideas about issues that should be brought to the attention of our legislators (WMAIA and AIA Mass may be able to provide a van). Please consider joining your colleagues in this powerful gesture of citizenship. This is not only a great opportunity to get familiar with our capital and our elected officials; we also network with architects from other parts of the state while getting out of our valley hideaways.

**1 UNFREEZE CREDIT, CREATE JOBS**

A detail from Peter Kuttner FAIA's "Rebuild and Renew" drawing for Grassroots.

Greenfield, continued from Page 1



Greenfield Town Hall viewed from the Common photo by Erika Zekos Assoc. AIA

Margo Jones AIA's office has been involved, not only with guiding the design, but with helping to file for state and federal tax credits, an arduous and detailed task that is evident by the rows of 3-ring binders in her office.

A concentration of arts-related uses is slated for many of the buildings. With the Arts Block and Pushkin Buildings on Main Street, Wierzbowski has created multiple venues for recording and playing music (in addition to a cafe, bakery, art studios and office space).

The Garden Theater Performing Arts Complex, a partnership which involves Greenfield Community College, the Franklin County Community Development Corporation, Jordi Herold, and architects Juster Pope Frazier and Thomas Douglas Architect, is slated to join the movie theater and First National Bank buildings to offer multiple performing arts stages and expanded film offerings. Design of the PAC, as it's referred to around town, is currently on hold, but just received notice that it qualifies for \$1.2 million in state historic tax credits.

Local architects like Margo Jones AIA, Kevin Chrobak AIA and Tom Douglas have played a role in the transformation of Greenfield. While much of the work has been restoration and accessibility related, the quiet hand of the designer is present in the careful treatment of facades, windows and repair of woodwork and

ceilings. No doubt the architects have also played a role in the selection of the energy efficient features and systems seen in many of the buildings. Margo Jones pointed out that the restoration of these historic buildings is, itself, a green act, maintaining the embodied energy and keeping tons of material out of the landfill.

Town officials too, have been supportive of efforts to revitalize and renew. Chris Farley AIA of Austin Design Inc. said of their firm's project to design a new drive-up teller building for Greenfield Savings Bank, "GSB has been an integral part of the community for many years and so they have a good working relationship with all the Town officials and boards. It was refreshing to meet with many of the Town officials on site, on short notice and work together to address the day's challenges on the project."

Community activist Nancy Hazard of Greening Greenfield noted that the town has been very eager to participate in sustainability measures. In May 2010 Greenfield was awarded "Green Community" status by the state. This involved making a commitment to reduce energy used by municipal buildings, etc. by 20% by 2012. In 2007 Greenfield joined Local Governments for Sustainability's (ICLEI) Cities for Climate Protection Program to assess municipal energy use through the use of their software. Nancy also notes that the amount of money available right now to, "do the right thing" is a huge motivator. The Town has taken advantage of DOER energy audits and has looked for efficiencies in everything from public buildings, to town vehicles, to the sewage treatment plant.

Greenfield has long been known in the region as a creative community. Now, with the confluence of good design, economic opportunity and regional and local development, the Town is beginning a new chapter. We hope it's a prosperous one. And we hope you enjoy reading about some of the projects and people that have played a role.

WMAIA NEWS

The Western Mass. Chapter of the American Institute of Architects publishes WMAIA News four times a year. It is circulated to all members, advertisers and subscribers.

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Articles, photos, notices of events and other information are welcome.

Opinions expressed in the newsletter are not necessarily those of the WMAIA. The Editor reserves the right to reject or revise material as space and subjective opinion permit.

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GREENFIELD-

ARCHITECT

Historic Preservation in Greenfield, MA

by Margo Jones AIA

After architecture school and my first job, I moved to Greenfield. I was drawn to this small “city” because it had urban density in the midst of rural beauty, with wonderful late 19th-century commercial buildings downtown, as yet unimproved. It was a town that time forgot. The worst renovation had been the installation of a white metal enamel skin over one of the 19th-century blocks.

Ada Louise Huxtable had put the town on the map with deleterious remarks in the Sunday New York Times about the Mediterranean revival bank architecture that had ruined a beautiful granite, Gothic revival structure. Other than that, not much had happened at all since the 1920s, when Greenfield was a world leader in small tool manufacturing. The downtown was sleepy, but its bones were good, and most of the first floor stores were full. As luck would have it, I got a job, and there I settled.

That was in 1978. During the first few years I lived in Greenfield, there was one active developer in town: an enterprising fellow who bought up bargain buildings, and improved them. His motivation was making money; he did so investing in commercial structures and providing needed space to downtown businesses. He was clever - using federal and state programs to assist in his work - and productive. Although his approach to historic preservation was mixed, he was contributing to the life of our city. Then programs dried up, and the market went back to sleep.

Years went by, and the “potential” of Greenfield remained just that: core buildings in the downtown center were vacant and neglected. I sadly watched as these handsome, well built brick and stone structures were left unoccupied, unimproved, and ignored. Municipal efforts at façade improvement programs, loans, and other incentives to get the building owners moving made little difference. Rugged individualism ruled: it was OK to let buildings deteriorate, not pay property taxes, and just be completely absent if your name was on the deed. One by one, some good buildings had to be torn down because of “fires” or other public endangerment (a corpse was found in one). There was a general sense of powerlessness. No one dared take the other vacant and derelict properties by eminent domain or other means. They would cost too much to do anything with. Northampton stood as a beacon of good historic preservation and economic vitality. When would it be Greenfield’s turn to shine?

In the mid 90s, one of the small, historic downtown buildings was for sale, and

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Main Street's Arts Block (1876)
renovation design by Margo Jones Architect

COMMUNITY
ACTIVIST

Nancy Hazard, Greening Greenfield

Nancy moved to the area in 1970 and to Greenfield in 1980. She was a builder and then worked with NESEA for many years dealing with sustainability issues across the northeast. Now retired, she is able to focus on her home town, running Greening Greenfield, a group of like-minded citizens working to make Greenfield a more sustainable and vibrant place to live. They partner with town government, homeowners and businesses to take the fear out of “being green”.

When asked how sustainability has become a rallying point for community engagement, Nancy related how a town-wide energy audit showed that in 2008 Greenfield residents spent 86 million dollars as a community on energy related to lighting, heating and transportation. While a portion was spent locally on services, etc., an alarming 67 million went out of the community. This was a galvanizing fact for townspeople.

Greening Greenfield has since had huge success engaging the community with their 10% challenge. Their goal was to get 10% of Greenfield residents to sign up to reduce their energy consumption by 10%. For a town of approx. 18,000, that would require 800 households to sign on. They surpassed their goal with 900. Over the past year, largely due to the 10% Challenge (and the lawn signs that were given to adoptees), people are not only aware of the organization, but are talking about sustainability with their neighbors.

- P E R S P E C T I V E S

TRANSPORTATION PLANNER

**Dana Roscoe, Pioneer Valley
Planning Commission**

Rail economy has changed over the decades in Greenfield and while freight rail continues to have a presence in the town, it's passenger rail that will bring big changes beginning in the next two years.

Dana Roscoe, Principal Planner at PVPC has been working on rail transportation issues and described the large scale project to return the existing Amtrak Vermonter that runs from Springfield through Amherst to Brattleboro, VT to its original track through Northampton and Greenfield. The new Amtrak stop will be at the Regional Transportation Center with pedestrian access from downtown Greenfield directly to the Amtrak platform. A Federal Rail Stimulus Grant of \$72 million has made this possible. Efforts continue to connect the rail line to New Haven, CT, making it even more viable north-south link.

REAL ESTATE DEVELOPER

Ed Wierzbowski

Ed Wierzbowski is a media executive who works in Russia, but lives in Greenfield. A long-time resident of the area, Ed had been waiting 20 years for the opportunity to rehabilitate downtown historic buildings. Only recently did the financing opportunities align with convincing old owners to sell. Ed and another developer, Jordi Herold each purchased a handful of key buildings, local banks were convinced to finance the purchase, and State Historic Tax Credits were available to help offset costs. Ed has invested \$5 million into the rehab of the Arts Block and Pushkin Buildings and approximately 40% of costs he incurred are covered by state and federal tax credits. Mekus Tanager of Chicago (where Ed's

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EDUCATOR

Bob Barba, Dean of Community Education, Greenfield Community College

Bob Barba oversees GCC's 270 Main Street Community Education Center and is quick to answer when asked about the significance of GCC's downtown presence in Greenfield. He says that workforce development is a key part of the business community and that making continuing education available and accessible to a broad population is critical. While the main campus is only a mile from town, it feels far away to some - the Main Street space feels familiar and offers programs that fit every member of the community, including the Senior Symposia - liberal arts classes offered to the retired community that is regularly serving up to 80 retirees.

Bob also notes another significant GCC presence downtown - the Studio Arts program has moved to the Arts Block across the street bringing young artists to Main Street. GCC has great hopes for the future of the Garden Theater Performing Arts Complex as well.

RESIDENT

Deena Ferguson

When Deena moved with her family to Greenfield in 1997 her first impression was that the whole town needed a coat of paint. They moved to town because of her husband's job - he works for the Greenfield Recorder and she works from home for Scholastic Publishing Company - but they have stayed in town because of the affordability and quality of life - they own a 10-room Victorian within walking distance of downtown.

Since 1997 Deena has seen several changes and has been active in town (she served on the Zoning Board of Appeals from 1999 - 2002). Efforts like the streetscape work that brought brick sidewalks, granite curbs and sidewalk trees and the ongoing refurbishing of many 19th-century downtown buildings are indicative of a growing willingness to invest that are causing a ripple effect. Deena particularly appreciates the restaurant renaissance and community events such as the weekly farmer's market. She also loves being able to walk to the library, YMCA, movie theater and local stores such as Foster's market and Wilsons, but would like to see a national retailer such as Target to compliment those offerings.

GREENFIELD-

1. Core Modernization

Gensler designed the 90,000 square foot project at Greenfield Community College that creates a new hub of student activity at the heart of the campus including a learning commons/library, student life, student services, administration, and assembly programs. The design also includes the creation of a new entry tower, outdoor spaces, and improved linkages with the rest of the campus. The project was designed in accordance with the MASS LEED+ Standards for state buildings.



2. Four Rivers Charter School

Designed by **Kuhn Riddle Architects** as part of an overall development master plan for the Myers farm in Greenfield. The school includes grades 7-12 and focuses an experiential-learning based curriculum. 65% of the land, which has been actively farmed since 1600's, was preserved for local agriculture.



3. Wisdom Way Solar Village

Austin Design (in collaboration with Rural Development Inc.) designed this community of 20 affordable energy-efficient homes. Many of the homes are near zero net energy and many have earned LEED Platinum. The homes include super-insulated walls, photovoltaic panels and solar thermal hot water systems, features that are both sustainable and affordable over the long-term. The homes are 82% to 92% more energy efficient than a standard new code-built home.



4. Green River Cemetery

Joan S. Rockwell & Assoc. completed a Historic Survey and National Register Nomination Application for this 22 acre historic cemetery. The cemetery includes monuments and family plots of some of the area's most prominent citizens from 1850-the present and also includes exemplary funerary art and sculpture such as the Russell family monument carved by Daniel Chester French.



5. Landfill Solar

This 2.0 MW solar installation by **Axio Power** on Greenfield's capped landfill will generate appx. 2,400,000 kwh of power annually - 45% of the electricity used by all town owned buildings (including the schools).

6. Greenfield Public Library

Margo Jones Architects renovated this Asher Benjamin residence, listed on the National Register. Through a grant from the MA Preservation Projects Fund, the interior was returned to its 1908 condition, with beautiful oak woodwork restored to a natural finish and outdated systems upgraded. A second project of exterior restoration followed.



- PROJECTS



7. Greenfield Savings Bank, New Drive-Up Bank Building

Austin Design Inc. and Joan S. Rockwell & Assoc. worked closely with GSB to develop the program and project parameters for the new building and landscape. The exterior is inspired by the likes of Louis Sullivan and H. H. Richardson as well as from details of several masonry buildings surrounding the site. The drive-up canopy is integrated into the fabric of the building and an arch is used to unify the separate facades. The Bank was very supportive of Austin Design's desire to design a tight, energy efficient building. The project includes a small "vest pocket park" as well as increased (rather than the typical decrease) in open space and green permeable surfaces.



8. Greenfield Savings Bank

Margo Jones Architects designed this connector between the bank's Main St. office and corner bank building. The solution works within the building's modern vocabulary, and adds elegant curves and vaulted, glazed entrances to create a new, sophisticated structure.

9. Garden Theater Performing Arts Complex

This collaboration between GCC, the FC CDC, and the Garden Theater will create a performing arts and film complex consisting of a 1000-seat traditional theater, a 265-seat multi-use screening room, six additional cinemas and an art gallery. The complex will occupy and renovate the Garden Cinema (renovation by Thomas Douglas Architects) and the First National Bank Building on Bank Row (renovation design by Juster Pope Frazier). The buildings will share the Garden lobby and be linked by a short connector. Most of the cinema screens will relocate to the Bank Building.



10. Main Street - Bird-Hovey and Arts Blocks, Pushkin Building

Built in 1812, the two-story Federal style brick Bird-Hovey Block was enlarged in 1874, after a serious fire, and given its current Queen Anne appearance. It retains a prominent position in the heart of Greenfield's Main Street National Register Historic District, bounding the town common.



The Arts Block was built in 1876. The Pushkin, originally the Franklin Savings Bank was redesigned by Mekus Tanager Architects.

Margo Jones Architects designed renovations for the Bird-Hovey and Arts Blocks, and was Associate Architect for the Pushkin. Her firm provided tax credit consulting services for all nine historic restorations in the downtown.



11. Bank Row - Allen, Pond and Siano Blocks

Thomas Douglas Architects is responsible for the extensive improvements of much of Bank Row. New entrances, elevator and stair cores,

ground and upper story renovations have revitalized the street. Systems were improved throughout, including a PV solar array and solar hot water at 5 Bank Row which now features two 3rd floor "loft style" residential apartments featuring many of the building's original truss details and "charm". Perhaps the most dramatic change was to the Pond Block. Two days of cleaning removed 100 years of grime, changing the exterior from the dull, brown brick it was to the surprisingly bright red brick with granite façade that it is today.

12. Franklin Regional Transit Center

Charles Rose Architects, Inc. has designed the 24,000 square-foot Franklin Regional Transit Center, an intermodal transit facility for bus and future train passengers. The facility also houses offices for the Franklin Regional Transit Authority (FRTA) and the Franklin Regional Council of Governments (FRCOG). The design recalls the historic craftsmanship and texture of the downtown, while the program, massing and technologies will mark a contemporary outlook. Exterior cladding will be brick and weathering metal. Brick screen walls and perforated metal panels will be used to filter light, while the wood soffits in the cantilevers add visual warmth. It will be a Zero Net Energy building, employing a geothermal energy system, a wood fired boiler, 6,000 square feet of photovoltaic panels, a "Solar Wall" and chilled beams, among other energy efficiency technologies.



MISCELLANEOUS

Our Ceremonial
Stone Landscape

by Jim Viera

All throughout New England's landscape stand silent sentinels that speak of a past that has been long forgotten. The stone evidence of a sophisticated culture is everywhere but it is hidden in plain sight. New England possesses the largest number of astronomically aligned stone constructions on the entire planet, all dry laid. Stone chambers, dolmens, stone circles, astronomically aligned stone walls and cairns mark solstices and equinoxes, predict eclipses and measure the acronmical and heliacal behavior of many stars. Who built them is a mystery, but their elaborate and often artistic building design along with carbon dating seems to rule out a colonial time frame. As architects I think you will have an appreciation for the beauty, architecture and sophistication of these stone creations.

The construction techniques used in many chambers are time consuming and sophisticated. Take a look at the Goshen chamber in western MA. It has a double column design and the columns have an

Goshen Chamber
photo by Jim Viera

extremely high degree of construction competence, nearly every stone in the columns fits perfectly with barely a

shim used. Getting stones to match up without gaps all the way around, even with the best quarried stone is extremely challenging. Instead of one roof capstone, the column configuration intelligently supports nine very large ceiling stones. A great deal of earth was then used to cover the structure making it waterproof. This is done with existing material at an inaccessible site at 1,400 foot elevation. It is oriented due east in the direction of the equinox sunrise.

The walls are built using a technique called corbelling. In this case corbelling is used in the walls which are made up of piles of stones arched inward to support the ceiling lintel stones. This corbelling technique was used in Bronze Age Europe as far back as 5,000 years ago in such structures as the famous astronomically aligned complex of Newgrange in Ireland. Just like Newgrange where the stone chamber is oriented to allow sunlight to penetrate only on the day of the winter solstice, so too are a large percentage of New England's hundreds of chambers similarly aligned to the equinox or solstice event.

The engineering feats encountered at these chambers are complex and mystifying. Carbon dating of chamber sites is also eye opening. The Gungywamp chamber site in CT has been dated to at least 600 A.D., the Putney, VT chamber site has been dated to at least 492 A.D. and, most notably the Mystery Hill chamber site in NH has been dated to at least 2,000 B.C.

Other notable structures of beauty and

Salem dolmen
photo by Jim Viera

design are the 90-ton dolmen at North Salem, NY, the largest dolmen in North America. The serpent wall of Hawley undulates up a 20 foot high steep ledge and the last seven stones, weighing several thousand pounds apiece, are connected on vertical planes and are stood up and balanced with smaller stones

Serpent Wall of Ashfield
photo by Jim Viera

front and back. The last stone, the snakes head, has a carved eye and iris. The serpent wall in Ashfield also undulates, ties into a series of glacial erratics along its length and begins and ends abruptly without defining a boundary. Look at the beauty, artistry and balance exhibited in its construction. Archeologists insist these stone constructions are root cellars, glacial erratics or land clearing piles. Are we to believe this even though from site to site you find standing stones, animal effigies, balanced rocks, wells

and ancient script associated with them? This apathy has led to the destruction of countless sites.

There are comparable examples elsewhere in North America. In the Southwest, Anasazi cities laid out on the ground are exact reflections of constellations. In the Midwest, the mysterious mound-builder culture built hundreds of thousands of geometrically designed and astronomically aligned earthen pyramids and mounds. The largest being over 100-feet tall with a base larger than the Great Pyramid of Egypt. Archeologists from Earlham College intent on debunking the notion of astronomical calendars on the ground concluded that the Newark Earthwork site in Ohio was in fact a lunar calendar and its builders understood sophisticated astronomy such as the moon's 18.61 year metonic cycle.

Are we to believe that as these amazing feats happened all around the country there was nothing noteworthy in the woods and fields of New England? The reality is the whole area of the Northeast at some distant time was transformed into a ceremonial landscape. It was certainly precolonial, but it doesn't appear that Native Americans engaged in the kind of large scale stone building that would account for what is found. They used stone structures for ceremonial purposes but the first settlers observed that they had little interest in large scale stone building. It appears that precolumbian visitations took place on our shores and may have been responsible for isolated pockets of stonework but not on the scale in question. It is notable to point out that Native American legends verify these statements. So who built these sophisticated monuments? That is the thrust of my study.

Editors Note: Jim's articles appear regularly in the West County Independent and are posted on his blog at www.nwstonework.com along with many more photos of enigmatic stonework.

Livable Communities *in* the American Landscape



postcard design by Micahline Creative - www.micahline.com

AIA New England Conference 2011

October 14-16, 2011

Northampton, MA

hosted by AIA Western Massachusetts

SAVE THE DATE!

October 14-16, 2011

Join us in October 2011 for the AIA New England Conference in the picturesque Pioneer Valley of Western Massachusetts. Conference activities will be centered in Northampton.

The 2011 AIA New England Conference entitled "Livable Communities in the American Landscape" will feature workshops, tours and a keynote speaker looking at the intersection of architecture and landscape and how to foster livable, sustainable communities. Green buildings, sustainable agriculture, smart growth development, the arts and education will be featured throughout the conference. And, of course, there will be the AIANE Awards Banquet! More information will be forthcoming at www.wmaia.org

ARCHITECT, continued from Page 4

I scraped up the down payment to buy it. Using federal historic tax credits to help with converting the 3rd floor from a vacant SRO to my office, I put my money where my mouth was, and planted roots in the city.

Now, thirty years after I moved here, the rejuvenation of Greenfield's downtown has finally taken place. Key building owners either died, retired, or agreed to sell at reasonable prices. These buildings were transferred to more energetic, visionary owners or agencies.

Today we see the results of this new blood: nine buildings have or are set to receive considerable investment, and economic vigor is returning to the downtown. My firm was in a position to assist with this restoration, along with a team of bankers, federal loan specialists, and others. A noted Northampton developer took a great leap of faith, buying the key corner structure that had obvious structural issues and no parking! Our firm, teamed with a historic consultant from eastern Massachusetts (a Shelburne Falls native), provided historic tax credit consultation, and helped the owners acquire over \$10 million in state and federal tax credits. A handful of new developers, with skilled financial advisors, working collaboratively, have brought in a surge of new investment. We also have been the architects for two projects. We have struggled mightily to make building codes work with old, historic conditions. We have wrestled with energy issues, and spun many pirouettes trying to figure out the best answer. So often preserving the original construction does little to save energy; we have seen both Massachusetts Historical Commission and the National Park Service move in a "green" direction over the course of these projects. It has been an architectural challenge of a lifetime, with some disappointments, but overall, wonderfully satisfying. It is gratifying to see that my original hunch about the beauty and strength of downtown Greenfield was a good one.

REAL ESTATE DEVELOPER, continued from Page 5

brother Steve is an architect) designed the Puskin renovations while Margo Jones Architects provided the restoration design of the Arts Block and also shepherded the tax credit applications for both buildings.

When asked why he chose to invest in bringing music and art to Greenfield, he said that always wanted to see music venues in Greenfield, recognized the need and had the ability to go forward. Ed finds it scurrilous that Walmart has been lobbying to build a big box store a mile outside of downtown, while Bank Row was sitting empty. He recognizes the worth of the 19th-century buildings and the value of a lively downtown. He also just likes restoring buildings.

After its renovation, all four stories of The Arts Block will be used to support the creation of art and music. The first floor will house the Arts Block Café, a 6,000 square-foot café / bar and music venue featuring both local and nationally recognized musicians. The upper floors of the Arts Block will be offices or retail, galleries and artist work spaces - the 3rd floor is already being rented to Greenfield Community College's Studio Arts program and is currently filled with painters.

This building received royal treatment with restoration of floors and woodwork, new insulation and windows, sprinklers, electrical and a geothermal heating system, new bathrooms, egress stair and elevator. The 4th floor is especially stunning with its exposed wood trusses and view of the town.

At the Pushkin, originally built in 1905 as the Franklin Savings Bank, Ed will focus on music. A state-of-the-art, 24-hour-a-day audio recording facility and performance hall are being built inside (while a new bakery will occupy the back part of the 1st floor). Renovations were extensive. When Ed purchased the building, the banking hall had a

dropped ceiling which was removed to reveal a 30-foot-high, highly detailed, gold-leafed plaster surface. Sprinklers and monitoring equipment have been carefully integrated to maintain the integrity of this ceiling and Ed is currently exploring ways to integrate sound dampening so that the space can become a first class music venue. Like at the Arts Block, he also provided new electric and geothermal heating systems and a new egress stair.

Ed is clearly excited about Greenfield and relieved to see that suggestions made in a 2003 master plan by Goody Clancy to encourage a downtown live / work / shop environment are finally coming to pass. With Amtrak coming in the next two years and with public events like the farmer's market he feels that the time was right for making a private investment into public space. If he had his way he would like to see Court Square road closed to car traffic - opening up this space to pedestrians in the heart of town.

Adjunct Teaching Position Open

The architectural transfer program at Springfield Technical Community College is posting an opening for a qualified instructor to teach **Architectural Design III**. This lecture/studio course will be an introduction to public and commercial architecture, exploring how the needs of the community are met through public buildings, such as libraries, schools and courthouses as well as commercial projects to include restaurants, retail stores, and office buildings. The class is 2 lecture, 3 lab hour course that will meet on Monday and Wednesday afternoons in the Fall 2011 semester. Qualified applicants should have a Bachelors degree in architecture or a related field and have prior teaching experience. Interested applicants should email resume to: Professor Warren Hall (whall@stcc.edu) Architectural Program Coordinator.

Riverscaping Grant

by Thom Long, Director Five College Architectural Studies Program

Five Colleges, Inc. has received a grant from the European Union to support Riverscaping, a multi-disciplinary, international inquiry into our collective relationships with the river.

In a creative learning exchange, the Pioneer Valley and Five Colleges, Inc. have partnered with citizens, artists and community leaders in Hamburg, Germany. Our regions share many historical and environmental conditions in common and our efforts at dialogue and study intend to open a new and productive exchange of ideas and approaches. Throughout 18 months, we will bring together community members, policy-makers, artists, practitioners, academics and students, from across the region and across the Atlantic in a series of events including tours of the Pioneer Valley and Hamburg, a design competition and symposia.

What Riverscaping is doing now:

**Riverscaping Learning Laboratory
April 8 and 9, Springfield, MA**

Envisioned as an exchange of ideas and experiences, the Learning Laboratories could simply be defined as facilitated discussions intended to bring together a broad range of individuals. As well, our focus on the river as a medium opens the dialogue to address a more diverse and interdisciplinary collection of issues. Our main focus of the Learning Laboratory is a two-day exchange of issues, ideas and projects from local and international experts on art, community and the environment.

Riverscaping Film Series

WMAIA and the Five College Architectural Studies program bring a collection of films to Amherst College for public viewing. See Page 14 for more info.

Visit riverscaping.org for more details.

Germany and Austria Green Building Tour

Thomas RC Hartman, AIA, a partner at Coldham & Hartman Architects in Amherst recently joined a cohort of colleagues on a tour of Germany and Upper Austria. Tom, (along with Chris Benedict, an architect in New York City who focuses her firm on multifamily buildings, Paul Eldrenkamp, president of Byggmeister, a design-build remodeling firm based near Boston and Andy Shapiro of Energy Balance, a green building design consulting company) visited high performing building projects and attended one of the largest European conferences and trade exhibitions. The trip was sponsored by Saxony and Upper Austria.



Solar City in Linz Austria
photo by Thomas RC Hartman AIA

Upon returning home, the group presented their findings at the NESEA Building Energy conference in Boston on March 9. The presentation was rather raw and a wonderful outpouring with a spirited cross-engagement between the travelers and their audience. The presentations included three 90 minute sessions and included a total of 16 building descriptions, nearly all of which were either designed to the PassivHaus standard or similar low energy standard required in this part of the world, and a summary of the conference as well as highlights from the trip.

In the spring, there may be an opportunity to make a similar presentation for WMAIA. The presentations and more background information will be made available shortly on the NESEA website, www.nesea.org.

In Memory

Arthur L. Stein, 81, of Northfield died in September at his home, following a long illness. Art was known for his poetry, but Laura Fitch AIA sent this remembrance.

Art was my thesis advisor, and I was very fond of him as a person. After his retirement, Art occasionally sent me clients – including my all-time favorite – a friend of his who needed to move into

an accessible home. She had worked in the GCC art department with Art's wife. She became one of my biggest advocates introducing me to her circle of jazz musician and artist friends – treating me like a hero for the minor modifications that I made to her home that made her life with polio more comfortable. While Art contributed much to the local architecture – it was his friendship and confidence in me as a young architect that I appreciated most.

O P P O R T U N I T I E S

AIANE Design Awards**Entries due July 28, 2011**

Awards will be presented at the AIA New England conference in October in Northampton.

For entry information visit www.wmaia.org/aiane2011.

AIA 2011 National Convention

Regional Design REVOLUTION: ecology matters

**May 12-14
New Orleans**

There are 200+ planned program offerings, including pre-convention workshops, theme presentations, continuing education learning units (CEUs) and expo education. The diversity of offerings, from business planning to marketing, from zero net energy design to building codes, allows you to enhance your knowledge of design, practice management, and career development. Extending the learning opportunities beyond the convention center, AIA New Orleans will host a variety of educational tours that explore the soulful flavor of the city's architecture.

Registration is now open at <http://convention.aia.org>.

If you are interested in advertising in WMAIA news
contact Lorin Starr at
director@wmaia.org
for more information.

Residential Design and Construction

**April 28 - 29
Seaport World Trade Center, Boston**

Get market-hyphen driven advice from industry leaders, view residential products and services from more than 150 design and construction vendors and build your contacts at the Northeast's premier residential building-industry event.

More information at <http://www.rdcboston.com/ResPlus/RDC/>.

Things are Looking Up Down on the Farm

A food and farms spring speakers series co-sponsored by the Conway School of Landscape Design and Greenfield Community College.

All lectures 6:30 - 8:30 pm. Check http://www.csld.edu/public_speakers.htm for more info.

April 13: Farm Economy: What Are We Waiting For? Now Is the Time to Rebuild Our Healthy Food System
GCC Downtown Campus, 270 Main St.

April 25: Farm-Hers: Growing a Healthy Local Food System From the Ground Up
GCC Downtown Campus, 270 Main St.

May 19: Farm Land: Sustaining Farms and Farm Land for the Future
Location TBA

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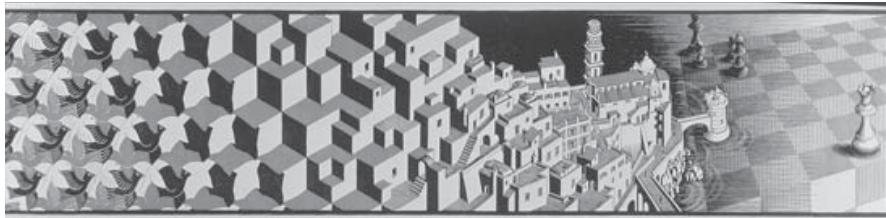
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clients include:

Head Start
Margo Jones, Architects
C.J. Lawler Associates, Architects
Lukas Design Interiors
Paintbox Theatre
Berkshire Hematology Oncology
J.P. Engineering

Julie Waggoner
(413) 665-2280
jwaggoner@micablue.com



M.C. Escher: Seeing the Unseen

Berkshire Museum, Pittsfield
through May 22

This world premiere exhibition provides a full-on experience, including an up-close look at several rarely-displayed works, original woodblocks, watercolors, preparatory drawings and hard-to-find prints of many of Escher's iconic images. Hands-on interactive stations provide the chance to find the fun in Escher's technique through personal exploration. This eye-opening experience also takes a look at Escher's impact on popular culture, from the cover of The New Yorker to black-light posters, and even some very creative tattoos. <http://www.berkshiremuseum.org/>.

Spaces: Photographs by Candida Höfer and Thomas Struth

Sterling and Francine Clark Museum,
Williamstown
June 12 - September 5

Through their large-scale photographs, contemporary artists Höfer and Struth offer distinct but connected perspectives on the ways we interact with the spaces we inhabit. Höfer's photographs of libraries, auditoriums, and research centers are emptied of people but filled with the mystery of visual and intellectual contemplation. Struth's work captures visitors at museums and churches as we, the viewers of the photographs, look at them from a physical and temporal distance. <http://www.clarkart.edu/>.

Mary Miss: City as Living Laboratory, Hartford

Joseloff Gallery, Hartford
April 21 - May 29

Announcing the opening of an important exhibition of work by internationally renowned artist Mary Miss focusing on the ideas of environmentalism and sustainability. The exhibition will center on a site-specific, multi-part installation created by Miss to bring attention to the Park River and its watershed. www.joseloffgallery.org.

Valley Coop Tour

Pioneer Valley Backyard Chicken Association
April 10, 12 - 6:00 pm

The Pioneer Valley Backyard Chicken Association (PVBCA) connects folks who raise and keep chickens on a small scale in their backyards. Self guided tour of 9 coops from Haydenville to Holyoke. www.pioneervalleybackyardchickenassociation.com.

ANNOUNCING...

the myMARVIN ARCHITECT CHALLENGE



WIN the chance to showcase your most inspired work.

This is your opportunity to inspire and be inspired. Your project could be featured in national and regional advertising and shows. This year's design competition runs **March 1st- May 31st**.

For details on how you can enter, contact **Mike Hebert**, CCPR, LEED AP
860.384.9301 • mhebert@awhastings.com

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WMAIA PROGRAMS

Architecture through Film **Daughters of Invention**

The WMAIA/Five College Architectural Studies Program film series continues on Monday April 25 with **Burden of Dreams** (1982, Les Blanc), a documentary on the chaotic production of Werner Herzog's epic Fitzcarraldo, showing how the film managed to get made despite problems that would have floored a less obsessively driven director.

Films begin at 6:30 pm at Pruyn Lecture Hall@ Fayerweather Hall, Amherst College. 1.5 LUs For complete information on the film series visit <http://wmaia.org/films.html>.

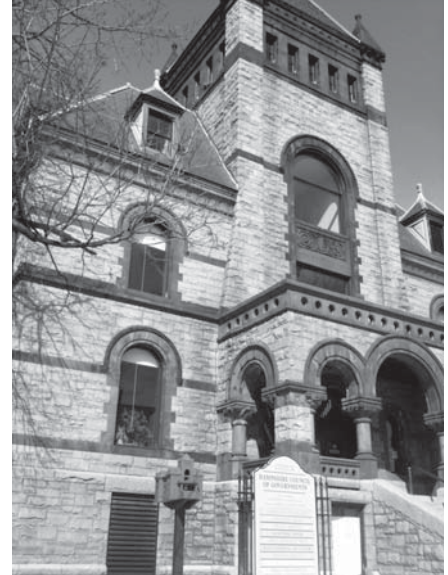
A spring 2011 lecture series focusing on the ways in which women are working, designing and educating.

April 4: Frances Bronet AIA
April 11: Marie Stella
April 18: Patricia Oliver FAIA
April 25: Meg Vickery

All lectures @ 2:40 pm at Seelye 201, Smith College. For more info visit <http://wmaia.org/continuinged.html>.

Greenfield Tour

Intrigued by what you read in this issue of WMAIA news? We're planning a tour of downtown Greenfield for later this spring. Stay tuned for updated program information.



For the birds? A miniature birdhouse replica stands in front of the Hampshire County Courthouse in Northampton photo by Erika Zekos Assoc. AIA

WMAIA news

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