

NORTH ADAMS WINTER PLACES

North Adams, Massachusetts



8

Local Businesses
Participating

12+

Programmed
Events

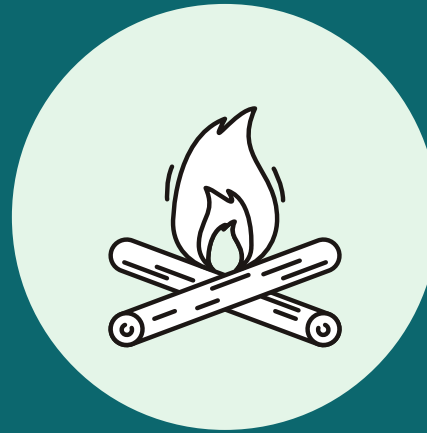
**CREATING PASSIVE SPACE
IMPROVEMENTS AND ENGAGEMENT
OPPORTUNITIES FOR COMMUNITY
PROGRAMMING, EXPOSURE TO
COMMERCE, AND AESTHETIC
IMPROVEMENTS TO DRIVE PEDESTRIAN
TRAFFIC IN WINTER.**

Through the use of “window shop” displays, a greenway, wayfinding signage, lighting along the downtown corridors, and a downtown fire pit, we were able to create a level of downtown activity during a time when nothing was really possible due to public health guidelines. Businesses were given new exposure to customers/potential customers, the main corridor had a festive look throughout the winter, community came together around a crackling fire pit, restaurants were given small injections of business, and new businesses and ongoing programming have begun to emerge in the locations we highlighted through the project.

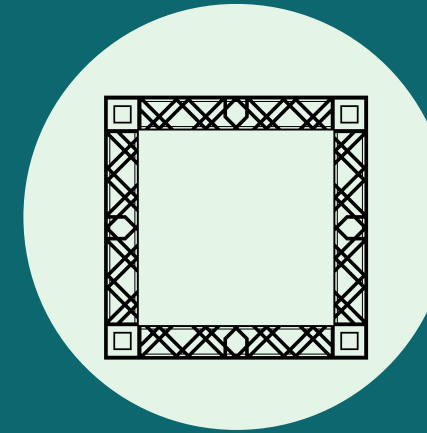
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|------------------------|--|
| PROJECT TYPE: | Outdoor family friendly, warming |
| BUDGET: | \$28,000 |
| IMPLEMENTATION: | High - 6 - 8 weeks |
| TIMELINE: | January- March |
| MATERIALS: | Evergreens, fire pit, fire wood, string lighting, chairs, window boxes |
| MAINTENANCE: | Medium |



NORTH ADAMS WINTER PLACES HIGHLIGHTS



Campfires provided
a warm meeting
place in downtown



Window displays
provided exposure
for local businesses



Increased activity
encouraged later
openings for area
businesses

“Our gift certificate program injected \$800 directly into downtown restaurants, we saw between 10-30 people come and join us at the fire pit each day it operated. We had people travel from over an hour away to come and see the downtown because of the project.

– Namazing Initiative



PROJECT PARTNERS

Whitney's Farm Market

Desperados Mexican Restaurant

Bailey's Bakery

Cristos Pizzeria

The Capital Grille

AOK Berkshire BBQ

First Congregational Church of North Adams

City of North Adams

The NAMazing Initiative

Sean Taylor Realty

Berkshire Scenic Rail

NORTH ADAMS WINTER PLACES

WHAT'S NEXT?

We plan to continue to use the fire pit into the summer for the emergent First Fridays programming and leaning on wood donations from local folks. The solar lights will also remain up and continue to be tweaked as they drop or need the panels turned. The Window shops went through 3 rotations of businesses before being discontinued this week (May 11th) and the trees that were viable were either planted around the City, or will be used for a project this summer to create an outdoor dining "plaza." The fire pit will be used in the future for community events. The solar lights will be replaced as needed or can be afforded.

the impact

This project provided a small glimmer of hope and light during a relatively challenging time in our community. While it didn't have a huge event turnout, businesses have seen improved sales thanks to people visiting because of the effort, and new businesses have been drawn to downtown to begin their own operations thanks to the way we highlighted vacant storefronts. There is a lot to be said for the peripheral inspiration that an effort along these lines can produce, and in this case, I think that is the primary product and main impact.

*Project Funding
Generously Provided By*

