Greenfield Innovation Park

Site Available for Interconnection and Data Center

Greenfield, Massachusetts
Welcome to Western Massachusetts!

Western Massachusetts - two hours from Boston and three hours from New York City - is home to premier academic institutions; a strong manufacturing heritage that remains resilient and innovative; a growing green energy industry; and is arguably the most beautiful part of Massachusetts. Adding to these assets is a new next generation fiber-optic network that is positioning this region to emerge as a global leader in innovation and creativity.

The Opportunity

To capitalize on the region’s new, publicly-owned, open-access 1,200-mile middle mile fiber network and robust small business eco-system, the creation of an interconnection facility and data center will yield fast and positive results.

Based on a recent feasibility study, there is market demand for an interconnection facility and a small technology-focused data center in Greenfield, MA. The study concluded that the economics of a 10,000 sq. ft. project would have its initial investment paid back within five years with an internal rate of return of 19%. The Town of Greenfield has prepared a site that is custom suited for this type of facility, and is making this site available for development.
The Location

180 Laurel Street, Greenfield, MA 01301; [Google Maps Link]

Located 1.5 miles from the junction of I-91 and Route 2, and 30 miles from the Massachusetts Turnpike (I-90).

The site is a one-hour drive to Hartford and Bradley International Airport in Windsor Locks, CT; a two-hour drive to Boston, Albany, White River Junction, VT and Manchester, NH; and a three-hour drive to New York City.

Downtown Greenfield

In recent years, this small New England city (pop. 17,500) has been experiencing a downtown renaissance, with millions of dollars invested in renovating historic buildings and applying leading-edge green construction techniques (like the opening the country’s first net-zero energy transit center). In fact, the Town of Greenfield was one of the first “Green Communities” designated by the Commonwealth of Massachusetts, and is recognized as a leader in promoting green development.

And getting to Greenfield has gotten even easier. In 2014, passenger rail service returned with daily Amtrak Vermonter service to Downtown Greenfield.
Site Specifications

This ideal parcel is part of a new multi-tenant, 17.3-acre Greenfield Innovation Park.

- New roadway, sidewalk, water and sewer infrastructure and underground utilities have been designed and is planned for construction.
- The selected developer can choose the preferred location in the Park and appropriate acreage to accommodate the facility's needs and to allow for future expansion.
- A streamlined permitting procedure is in place to ensure a smooth and efficient process.
- A former brownfield site, the Park has been completely remediated of hazardous substances.
- Low impact design (LID) elements will be incorporated to better manage stormwater using “green infrastructure” to create a pleasant, more natural landscape for the Park.
- Location is at low risk for natural or man-made disasters.
Site Availability

The Park is owned by the Town of Greenfield. Parcels will be made available for purchase through a public process by the Town of Greenfield.

To inquire about this property, please contact Eric Twarog, Director of Planning & Development, erict@greenfield-ma.gov or 413-772-1549.

- Parcel size is negotiable.
- Park to be subdivided per purchasers’ needs.
Power

Power is transported to the site by Western Massachusetts Electric Company, a division of Northeast Utilities. The Park will have underground power lines served by the Cumberland Substation, located 1,800 feet from the site with a 115 kV line. Massachusetts is a deregulated electricity market allowing customers to purchase the power generation portion of their electric service from competitive suppliers.

The Town of Greenfield is planning to construct a ground-mounted, 350 kW solar photovoltaic array in the Greenfield Innovation Park that would generate power available to park tenants. This will be the Town’s second solar facility developed on municipal land, after its award winning 2,500 MW capped landfill project, completed in 2012.

The Berkshire Gas Company provides natural gas to residential and business customers in Greenfield. A disconnected natural gas line remains on the site.

Fiber Networks

On site: The site has easy access to MassBroadband 123, a 1,200-mile fiber optic network in western and north-central Massachusetts with diverse paths to the Points of Presence in Springfield and Boston. MassBroadband 123 is an open access, next generation network owned by the Massachusetts Broadband Institute and operated by Axia NGNetworks USA Ltd.

In area: Within 5 miles of the site are multiple fiber networks, including Verizon-MCI fiber network (<1 mile) and two Lightower Fiber network routes.
**Water & Sewer**

The site is served by the Town of Greenfield’s municipal water and sewer system. Pending investment in new infrastructure will upgrade these facilities. Current rates charged by the municipal water system is $2.67 per 100 cubic feet, and the municipal sewer rate is $4.22 per 100 cubic feet.

**Zoning**

The site is zoned General Industry and is a state designated Priority Development Site, which establishes a streamlined local permitting process for development of the site and guarantees permit decisions within 180 days.

**Market Potential**

- Eleven national and regional CLECs targeting their broadband products to small- and medium-sized businesses.
- A growing wireless provider market serving southern New England.
- Forty-three colleges and universities, 23 hospitals and medical centers, over 80 employers with greater than 500 employees, and 41,000 small and medium-sized private sector establishments.
- Located within a 30-minute drive is the Massachusetts Green High Performance Computing Center (100 Bigelow Street, Holyoke, MA), the premier research computing center for a higher education consortium consisting of Boston University, Harvard University, MIT, Northeastern University, and the University of Massachusetts.
- 1,200 community anchor institutions in western and north-central Massachusetts with direct fiber connections thanks to *MassBroadband 123*.
- Planning efforts underway to build a publically funded or subsidized last-mile network to reach all homes and businesses in western Massachusetts.

**Potential Incentives**

The Town of Greenfield is part of the Greater Franklin County Economic Target Area, making projects eligible for state investment tax credit and/or a local tax increment financing agreement.

The site is eligible for the New Market Tax Credit program. This region has a track record of successful New Market Tax Credit projects and has established relationships with Community Development Financial Institutions interested in investing in the area.
Project Feasibility

The firm of Communication Media Advisors (CMA) modeled the market potential for data center colocation services by using national-level spending data applied to business locations according to their size and industry, within a 50-mile radius, seven-county market demand area.

- The total demand for data center colocation services was estimated as $38 million per year in 2012 with anticipated growth to $68 million by 2018.
- The facility should be a Tier I or II center and target the small to medium sized business segment.
- There is a strong market for redundancies and improved server strategies for the large businesses in the region including colleges and hospitals.
- A 10,000 sq. ft. Greenfield-based facility could attract a 9%-10% share of the total data center colocation services market. Capital and operating expenses would require a $9.2 million investment. Annual revenue from the data center portion of the facility alone could rise from $100,000 per year for the first year to $6.6 million annually by the seventh year.
For more information on the Data Center & Interconnection Facility study, please contact:

Jessica Atwood
Senior Economic Development Planner
Franklin Regional Council of Governments
(413)774-3167, ext. 123
jatwood@frcog.org

For more information about the property and the Town of Greenfield, please contact:

Eric Twarog
Director of Planning & Development
Town of Greenfield
(413)772-1549
erict@greenfield-ma.gov