Commercial Cottages: 
A reuse study for 
the former Putnam Hall lot in
Downtown Orange, MA

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January 2020

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Introduction

Near the intersection of North, South, East and West Main Streets in Downtown Orange is a vacant lot owned by the Town of Orange. Referred to as the Putnam Hall lot, the property at 7-9 West Main Street/Route 2A had been the site of a celebrated historic structure. Unfortunately, redevelopment of the deteriorated structure was not feasible so it was demolished in 2015. Currently, the site is a cleared 0.25-acre grassy lot with a slight slope abutting railroad tracks to the rear, a municipal parking lot to the east and a three-story commercial building to the west.

After the structure’s demolition, the municipality conducted a Request For Proposal (RFP) process to make the property available for redevelopment. At that time, no private sector interest was expressed. Over the years, other efforts to promote the property for development were made, but with no substantial response.

The Town of Orange is interested in having the property reused in such a way that would activate this vacant space to draw local consumers and visitors to the downtown. By generating greater attention and economic activity in the town center, it may also attract prospective investors and entrepreneurs to the opportunities available in the downtown. A project idea was identified that could meet these goals and be implemented either as a temporary or permanent reuse of the site. The project is to create a cluster of stand-alone cottages, similar to the summertime artist shanties seen at the Hyannis waterfront or to the European-style Christmas Markets.

Snapshot

- 50% of the Town’s 7,682 people live downtown.
- In 2018, the average annual daily traffic on Route 2A was 7,367 vehicles.
- The annual North Quabbin Garlic & Arts Festival hosts nearly 10,000 people for the last weekend of September.
- Outdoor recreation is a popular attraction for the region, from parachuting at the Orange Municipal Airport, to paddling the Millers River from the Orange Riverfront Park, to enjoying hundreds of miles of hiking and nature trails throughout the North Quabbin area.
This study evaluates the feasibility of creating a cluster of cottages on the former Putnam Hall lot. A possible layout scenario has been created to illustrate the potential of the project and to highlight different design elements and their cost implications. In addition to the physical layout, this study reviews various considerations for implementing a program to launch and maintain a marketplace of small commercial cottages, including vendor selection and promotion of the site.

This study is a starting point. Before the cottages can be open for business, more work is needed. For example, site design and preparation is required before cottage construction. On the programmatic side, a point person for implementation needs to be determined and structure determined for recruiting and selecting vendors. Also included in this study are suggestions for potential funding sources to help move the project forward.

Background on Artist Shanties and Markets

From traditional Christmas markets to contemporary artist shanties, the concept and goal are the same. Each are a cluster of small scale, independent retailers set up for seasonal operation. The goal for retailers is to have access to a high number of customers at a location with a relatively low overhead cost to operate. To ensure these retailers have customers, there needs to be a festive atmosphere and their presence must be well promoted. If successful, the community will have created a unique asset that generates local interest and attracts visitors to a specific area, who will then visit other stores and restaurants in the neighborhood. This economic activity may encourage investment in other businesses or attract new residents to the area.

Variations of this concept have been implemented around the world in different ways. Christmas Markets in Germany and throughout Europe have been around for centuries. They feature small booths or sheds set up in central plazas that sell seasonal foods and gifts. They are a well-known tradition and major tourist attraction. These same booths may be used for special events and festivals at other times throughout the year.

In 2005, an artist shanty program was launched in the seaside village of Hyannis in the Town of Barnstable, MA (https://artsbarnstable.com/hyarts-shanties/). Today, the Hyannis HyArts Artist Shanty Program has approximately a dozen shanties in two neighboring locations near the waterfront: Bismore Park and Harbor Overlook. The shanties range in size from 10’x13’ to
12’x15’. Located among the shanties are gathering spaces with public art, seating, picnic tables and play areas for children. The artist shanties are a key feature of Town’s designated HyArts Cultural District.

To select vendors, an application process is administered by the Town of Barnstable’s Arts and Culture Coordinator. The HyArts program requires that applicants are artists that reside on Cape Cod for at least six months of the year. All applications are reviewed by a jury to ensure “quality and variety of work offered” at the shanties. The shanties are rented on a weekend or full week basis from May through October. In 2019, rental pricing ranged from $80 to $240 per weekend or $55 to $100 per full week, depending on the month. All artists were required to carry commercial general liability insurance and submit a Certificate of Insurance naming the Town as an additional insured party.

The primary season for the HyArts Shanties is June through September with business hours generally from 11:00 am through 6:00 or 8:00 pm, depending on the month. Vendors have the opportunity to open earlier or later than the hours required by the program organizers. There are also seasonal hours on weekends in October and for special holiday events after Thanksgiving and before Christmas.
The HyArts Artist Shanty program is very successful as a tourist attraction. The intention of the program was not only to attract tourists to the village center, but to serve as an incubator for artist businesses. Early funding support for program development came from a Massachusetts Cultural Council Adams Grant. According to the program, ongoing programming support comes from the Cultural District’s partners, including the Hyannis Main Street Business Improvement District (BID), Cape Cod Art Center, Arts Foundation of Cape Cod, Cape Cod Maritime Museum, the Greater Hyannis Chamber of Commerce and others. This program has since been adopted by other seaside Massachusetts communities, including Newburyport. The Newburyport Arts and Culture Shanty Program was launched in summer 2019 by the City of Newburyport in collaboration with Firehouse Center for the Arts and other partners. There were four 6’x8’ shanties and one shanty was 8’x12’ constructed by a local custom home builder. The shanties were open daily from July through mid-October 2019. Hours of operation were from 11:00 am to 6:00 pm during the summer and 12:00 pm to 4:00 pm in September and October. Artist vendors were selected through an application process and reviewed by a jury. According to the application, artists were required to be a resident or headquartered in Essex County and have their work be “original, hand-made or hand-crafted.” Shanties were available by the full week, and at prices that ranged from $100 to $250 from June through October. The shanties are only for seasonal use and are stored inside for the winter months. Funding to construct the shanties came from the Essex County Community Foundation. Program support, such as social media promotion and vendor support, was by the non-profit arts organization, the Firehouse Center for the Arts.

The artist shanty is a version of this concept that is appropriate to its waterfront and seaport settings. Other variations of this concept have been employed across the Commonwealth and the country. To promote arts and local businesses, the Stockbridge Chamber of Commerce uses a shed structure as an information booth on its popular Main Street in Stockbridge, MA. The booth provides brochures and maps to tourists visiting the Berkshires. The booth is unstaffed and monitored by a security camera.
The White Lion Brewing Company created a seasonal beer garden using former shipping containers at a park in center of Downtown Springfield, MA. The beer garden was promoted through the Company’s Harvest Nights events, held on Wednesdays and Fridays evenings from May to October 2019. In partnership with the Springfield Business Improvement District, a schedule of food trucks, musical acts, and guest brewers were featured as part of Harvest Nights. The Company is currently constructing a brewery and tasting room across the street this park in the Tower Square building.

A project in Minneapolis, MN encourages artists to construct unique ice fishing houses, which are placed on frozen Lake Harriet (https://artshantyprojects.org/). The structures are part of a three-week festival held on weekends from January through February. Visitors are requested to provide a donation upon entrance. These funds go to support the project and individual artists. In 2019, 20 shanties were displayed.
In 2013, the small town of Tionesta, PA (population less than 500) transformed a vacant lot in its village center into the Tionesta Market Village (www.marketvillage-tionesta.com). The project was launched by the Forest County Industrial Development Corporation and the Forest County Industrial & Commercial Development Authority. These entities wanted to redevelop a village center block that was vacant after the previous structure burned down years earlier. They had a local artist design the store fronts to replicate the previous structure’s architecture. Local builders constructed a cluster of garden sheds with storefront facades. The project focused on encouraging entrepreneurs and increasing visitor traffic. The operating guidelines encourage vendors to predominantly sell handmade craft or artisan products with consignment operations limited or discouraged.


Parcel Conditions

The former Putnam Hall parcel is 0.25-acres in size and is located in the Commercial Area Revitalization District (CARD) zoning district. The proposed project would be in accordance with the CARD zoning district requirements for use, dimensions and parking. As the parcel is sloped, the layout of the sheds and connecting pathways must take American with Disabilities Act (ADA) accessibility standards into consideration, so as to ensure that individuals using wheelchairs or with mobility issues are accommodated.

As the site is located in the downtown, utilities are available to the parcel, including electrical service, telecommunications, and public water and wastewater connections. The West Main Street sidewalk has pedestrian level lighting.

On the parcel itself, there are no current utility services or streetlights. To ensure appropriate lighting in and around the sheds, either solar lights should be installed or electrical service provided. If electrical service is extended from the street to the cottages, it could be installed underground or strung aerially. Underground connections will be more visually pleasing but will also be more costly to install. Cost for electricity will need to be factored into the project’s operational budget.

Vendors will likely need quality broadband access to process credit card sales. Current cell service has been described as “spotty” in the downtown. Either the cell service signal needs to be boosted or a publicly accessible Wi-Fi hot spot must be created. It has been estimated that to install a monopole on the parcel with a sight line to the Town Hall to create a Wi-Fi hot spot would cost approximately $10,000. The ongoing cost to provide broadband service via the hot spot would need to also be factored into the project’s operational budget.

Given the presence of public water and wastewater infrastructure at the site, public restrooms could be constructed. However, the cost to construct ADA accessible bathrooms and the cost for ongoing maintenance must be considered. If it is cost prohibitive to construct and maintain permanent public bathroom facilities, an alternative option is to locate rented porta-potties nearby. Due to the slope and size of the parcel, there is not an accessible spot on the property where a truck could drop off and retrieve rented porta-potties, aside from along the sidewalk of West Main Street. The adjacent parking lot at the corner of West and South Main Streets could accommodate porta-potties that are accessible.
Conceptual Design and Design Elements

A conceptual design was developed to determine if a cluster of cottages could fit on the site, given its dimensions and slope. The design also explored where the cottages could feasibly be located on the site, approximately how many cottages and what size could be accommodated, and among other design considerations.

The layout of the marketplace and the individual cottages will need to meet Americans with Disability Act (ADA) standards, so as to ensure all residents and visitors can enjoy the space. The conceptual design requirements consider both the minimum width of the path and gathering spaces as well as slope requirements. The design has a small gathering area on the northeast corner of the parcel, along the West Main Street sidewalk. From this space, the pathway winds down the ADA accessible slope to the center of the parcel where the cluster of cottages is laid out. At the center of the cluster is an open area that could serve as a small gathering space. The open area could accommodate benches, picnic tables or a children’s play area. At the bottom of the slope on the south side of the parcel, the conceptual design includes an area for stormwater management and an area to potentially locate a solar array. This design concept also includes several shade trees and a monopole to create a WiFi hot spot.

The cottages are laid out in a semi-circle open to West Main Street. This layout allows for pedestrians and motorists traveling by to see down the hill into the semi-circle. Hopefully, the activity happening will encourage them to participate. It has been estimated that about 6 to 8 cottages ranging in size from 8’x12’ to 10’x12’ could fit on the site. These cottages would provide approximately 96 to 120 square feet of space to vendors.

The former Putnam Hall lot is located adjacent to a public parking lot owned by the Town at the corner of West Main Street and South Main Street. This lot provides convenient parking for visitors to the cottages. In addition, this parking lot could be closed for special events involving the cottages, and used to locate food trucks, a stage, and/or porta-potties. On-street parking and other downtown parking lots would accommodate visitor parking nearby.

As this is a conceptual layout, further decisions will need to be made as part of design, and cost estimates for the site. Site specific decisions will need to be made in regard to the materials used for paths and gathering spaces, the types of cottages, the foundations for the cottages, pedestrian lighting, landscape construction, stormwater management, landscape plantings, electrical utilities, broadband access, and site amenities. A table of pricing tiers is provided to demonstrate options and the potential cost implications.

Given the slope of the site and the need to meet ADA accessibility standards, professional services need to be employed to complete the design and engineering of the site and prepare bid documents. Similarly, professional grading services will be needed to prepare the site according to these plans. As the project is located on municipally owned property, the Town will need to conduct a public procurement process to hire these services and will need to pay...
prevailing wage rates for construction services. However, there may be opportunities to save money by using volunteer services or donations for benches, public art or other amenities. Depending on the type of cottages procured, there may be opportunities to use volunteer labor to construct them or paint them.

Table 1: Design Elements and Pricing Tiers

<table>
<thead>
<tr>
<th>Design Element</th>
<th>Low Price Tier</th>
<th>Middle Price Tier</th>
<th>High Price Tier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paths</td>
<td>Crushed stone</td>
<td>Concrete</td>
<td>Pavers</td>
</tr>
<tr>
<td>Cottage Buildings</td>
<td>Home improvement stores</td>
<td>Local design/build</td>
<td>High-end custom</td>
</tr>
<tr>
<td>Cottage Foundations</td>
<td>Compacted gravel</td>
<td>Floating slab on grade</td>
<td>Frost-protected concrete foundation</td>
</tr>
<tr>
<td>Center of Market Area</td>
<td>Grass, shade tree</td>
<td>Pavers</td>
<td>Additional cottages</td>
</tr>
<tr>
<td>Lighting</td>
<td>String lights along cottages</td>
<td>-</td>
<td>Permanent pedestrian level lighting</td>
</tr>
<tr>
<td>Landscape Construction</td>
<td>Graded slopes with balanced cut and fill</td>
<td>-</td>
<td>Retaining walls to maximize market area and support cottage foundations</td>
</tr>
<tr>
<td>Stormwater Management</td>
<td>Simple basin at base of slope</td>
<td>Raingardens</td>
<td>Multiple tiered basins with attractive plantings</td>
</tr>
<tr>
<td>Landscape Plantings</td>
<td>Slope stabilizing turf</td>
<td>Turf and shade trees</td>
<td>Custom native planting design</td>
</tr>
<tr>
<td>Electrical Utilities</td>
<td>Aerial</td>
<td>-</td>
<td>Underground</td>
</tr>
<tr>
<td>Broadband Access</td>
<td>No action</td>
<td>Monopole with sightline to Town Hall</td>
<td>Monopole on site plus supplemental pole on Trailhead rooftop to expand service area</td>
</tr>
<tr>
<td>Seating Amenities</td>
<td>-</td>
<td>Moveable seating</td>
<td>Installed Park benches</td>
</tr>
</tbody>
</table>

Source: FRCOG, 2019.
Cottages come in a variety of styles and sizes. Inexpensive wood shed kits are readily available at area home improvement centers, like Home Depot and Lowes. These kits range in cost from $2,100 - $2,400. Making these cottages more interesting to prospective vendors and visitors would require creativity to transform them, such as through colorful paint designs, alternative cladding (like shingles), or more. Shed companies and custom builders offer products that are more expensive but have greater visual interest.

There are companies that offer utility shed, workshop, barn and playhouse kits with additional features such as windows, porches, lofts, and utility hook-ups. For example, French King Sheds & Accessories in Greenfield, MA sells the Old Hickory Buildings & Sheds line of products (www.oldhickorybuildings.com). Depending on size and options, their building kits start at $3,600 to $4,600.

Specialty builders, such as the Jamaica Cottage Shop in South Londonderry, VT (https://jamaicacottageshop.com/), have a broad range of designs that are interesting and have many options. They offer design plans and pre-cut kits ready for assembly. For example, their Smithaven pre-cut kit is 10’x16’ and starts at $2,894. The 8’x12’ Dollhouse kit starts at $1,209. The 8’x12’ Church Street Shed starts at $1,544. The costs for these kits increase if they are multi-season and by type of flooring, siding, number of windows, and more.

In addition to visual interest and price, the user experience should be considered when selecting a design for the cottages. Wider door openings will allow an easier flow of customers entering and exiting the space. As with the HyArts Artist Shanties, double doors allow the customer to see what is inside and encourage them to enter. Having multiple windows and possible skylights will allow more natural light into the space to
better view products and have the vendors less reliant on electric lighting. If the cottages are to be used throughout the year, ensuring that they are insulated and weather protected will be important for the comfort of the vendor and their customers.

Cottages will need a foundation to make them level and secure them in place. The foundation could be made of compacted gravel stone, a floating slab, or a frost-protected concrete foundation. There are advantages and cost implications to each type of foundation.

As mentioned previously, if the marketplace will be open in the evenings or in the winter months when it gets dark earlier in the day, lighting will be needed in and around the cottages. Access to power is important for the comfort of vendors and visitors so that the cottages can have fans operating on warm days or portable heaters in the cooler months. In the design and engineering process, the determination will need to be made if electricity will be brought to the cottages using an underground conduit or strung aerially to the cottages. The cottages will then need to be wired appropriately.
Programmatic and Vendor Considerations

What are the intended outcomes for this project? If it is simply to fill a vacant space, the cluster of cottages can meet that outcome. However, the community may have additional priorities, such as to create a unique attraction to bring visitors to the downtown, to establish a space for the community to interact, and/or to serve as an incubator for new businesses. The implementation and administration of this project should reflect these priorities. Other projects have utilized a team of organizations and individuals to take on different responsibilities for developing, implementing, managing and promoting the project to meet these objectives. For example, a local arts group or chamber of commerce may take the lead on marketing and event planning for the marketplace.

Selecting and supporting vendors will be critical to the success of the project. As the Town of Orange is the owner of the property, an open solicitation process that meets state rules must be followed. The process will be similar to how the Town selects a vendor to lease the Orange Riverfront Park’s boathouse. The solicitation should include the time frames for the applicant to request. Applicable fees, if any, should also be clarified in the application. Fee structures for other programs have had rental rates for full weeks that vary by month. The Newburyport Artist Shanty program has rental fees from $100 to $250 depending on the week. The Tionesta Market Village has rents of $50-$70 plus electric costs and contributions toward collective advertising. Another option is to collect a percentage of vendor revenues, as has been done with the vendor operating out of the Orange Riverfront Park boathouse.

The requirements for prospective vendors should also be outlined in the public solicitation. For example, if the program has a preferred type of vendor or requires specific times for vendors to be open for business. Both the HyArts Artist Shanty Program and the Newburyport Artist Shanty Program have requirements that vendors located in their respective regions for at least part of the year and sell handcrafted products. These programs have a jury that reviews applications to select vendors. The solicitation should make clear if commercial general liability insurance and a Certificate of Insurance naming the Town of Orange as additionally insured are required. Screenshots of their solicitation requirements and online application forms are included in the appendix.

Given the square footage and utility limitations of the sheds, consideration must be given to the type of retailers that will be using them. The sheds will likely have electricity, but no water or wastewater services. Broadband access will be available through a boost to the cell service or the creation of a public Wi-Fi hot spot. The ideal business candidates are likely those that sell relatively small unique items. Such products may include paintings, photography, pottery, jewelry, clothing, or other arts and crafts. Small size vintage or antique items may also be appropriate. Specialty food products, such as jams or sauces, would be appropriate. Perishable food products or served food and beverages would need to be given greater consideration, due to the lack of water service and the need for trash receptacles.
The Artist Shanty programs mentioned previously focus on the local arts and culture community, either by only having artists and craftspeople as vendors or by having the structures themselves be the art. There are a number of local artists and craftspeople in and around the North Quabbin region, as evidenced by the North Quabbin Garlic & Arts Festival and other venues. These artists and craftspeople may be interested in the opportunity of leasing a cottage. However, other businesses or non-profit organizations may be interested as well.

The opportunity to apply to be a vendor should be broadly promoted, such as in an article in the Athol Daily News and The Greenfield Recorder, and through social media posts by entities like the North Quabbin Chamber of Commerce and Orange Merchants Group. Business incubators and makerspaces in the region may have members that would be interested in the opportunity as well. Ways to collaborate with these groups should be explored, as they may allow for cross promotion.

A point person will need to be identified who will be responsible for communicating with vendors and responding to their needs, including during marketplace operating hours. This point person may also be responsible for ensuring rules are being followed and for checking on the overall condition of the marketplace. They should serve as a resource for vendors. For example, they can help the vendor obtain a Business Certificate application from the town, if needed.

In addition to the administrative functions of the program, there will need to be an active promotional campaign. The person or group assigned for promoting the cottages may or may not be the same as the administrative point person. Promotion of the marketplace will be important in directing people to the site. This marketing should include promoting the marketplace itself, the participating vendors and any related events.

The more unique and inviting the marketplace and cottages look, the more it will draw visitors and community members. A prominent trend in designing public spaces is to make them of interest for social media posting, like on Instagram. Is there a particular spot or view that will be “Instagram-able”? In addition to the marketers promoting the marketplace, the participants will post their experiences on social media and be part of this promotional campaign.

Programming of activities can be done in the marketplace itself, or could be expanded to utilize the adjacent parking lot, like for food trucks or a stage. Programming could be in coordination with other groups or annual activities in Downtown Orange, such as Third Thursday sidewalk sales, the Farmers’ Market, movie nights, or activities at the Riverfront Park or Butterfield Park. The Orange Merchants Group, the Orange Business Association, the North Quabbin Chamber of Commerce, the Franklin County Chamber of Commerce, the Mohawk Trail Association, the

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Business Incubators and Makerspaces in the Region:

- Franklin County Community Development Corporation, Greenfield, MA - [www.fccdc.org](http://www.fccdc.org)
- Hannah Grimes Center, Keene, NH - [www.hannahgrimes.com](http://www.hannahgrimes.com)
- LaunchSpace, Inc., Orange and Athol, MA - [www.launchspace-orange.com](http://www.launchspace-orange.com)
- The Hive, Greenfield, MA - [www.hivemakerspace.org](http://www.hivemakerspace.org)
Riverfront Park boathouse vendor, the Orange Innovation Center and downtown businesses, are all groups that could become partners in promoting the marketplace.

In addition to costs to construct the marketplace, there will be costs for ongoing operation of this program. The following list identifies costs that should be factored into the program’s overall operations budget.

- Staff time to administer the program, unless conducted by volunteers
- Orange Highway Department staff time to maintain lawn and landscape, trash removal
- Periodic repair and maintenance of cottages, benches, and other amenities
- Electric power for cottages
- Internet service costs and power to monopole for broadband access
- Any costs associated with security, such as cottage locks, if provided, or security cameras
- Electric power for pedestrian level lighting and any other amenities that may require it, such as wireless broadband repeaters or security cameras
- Marketing costs, such as website domain fee and webmaster services, advertising, etc.
- Special event costs, such as for porta-potties, staging, sound system, insurance, etc.

It is hoped that once the marketplace is operational and vendors become more successful, these businesses may grow into storefronts in the downtown. Engaging partners to help these businesses grow would be advantageous. For example, the Franklin County Community Development Corporation, the regional Chambers of Commerce and groups like LaunchSpace, Inc., could be invited to work with these businesses to help them succeed, such as through business planning workshops or networking in the business community. The Town’s Community Development Office could work with local realtors to identify and tour available storefronts that could accommodate the expansion of these businesses.
Potential Resources

Paying for the design and engineering, site construction and cottages will likely require multiple funding sources. The following table lists prospective funding sources.

<table>
<thead>
<tr>
<th>Funding Source:</th>
<th>Description:</th>
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<tbody>
<tr>
<td>MassWorks Infrastructure Grants - <a href="http://www.mass.gov/massworks">www.mass.gov/massworks</a></td>
<td>A competitive grant program for municipalities to fund public infrastructure construction projects that support economic and housing development. Match funds are not required but applications for projects with public or private funds committed are considered more competitive. In past rounds, grant guidelines were released in late May with applications due in early August.</td>
</tr>
<tr>
<td>Parkland Acquisitions and Renovations for Communities (PARC) Grant Program - <a href="http://www.mass.gov/service-details/parkland-acquisitions-and-renovations-for-communities-parc-grant-program">www.mass.gov/service-details/parkland-acquisitions-and-renovations-for-communities-parc-grant-program</a></td>
<td>Through the Commonwealth’s Division of Conservation Services, this grant program will fund the development of new parks and improvements to existing parks. It requires municipal applicants to have a current Open Space and Recreation Plan, with the Town of Orange has until it expires in September 2023. The Town must appropriate 100% of the project cost with this grant reimbursing up to 70% of eligible project costs. The maximum award is $400,000. In past rounds, grant guidelines were released in March with applications due in July.</td>
</tr>
<tr>
<td>MassDevelopment’s Commonwealth Places Program - <a href="http://www.patronicity.com/commonwealthplaces#!/">www.patronicity.com/commonwealthplaces#!/</a></td>
<td>This program supports the creation of community-driven placemaking projects by using an online crowdfunding platform called Patronicity. For projects accepted into the Program, MassDevelopment will match up to $50,000 of the funds donated through a 60-day campaign on Patronicity.</td>
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Appendix

Town of Barnstable’s 2019 HyArts Shanty Application

Town of Newburyport’s 2019 Artist Shanties Program Application
Appendix 1: Town of Barnstable’s 2019 Hyannis HyArts Shanty Application
Source: https://artsbarnstable.com/hyarts-shanty-application/

TOWN OF BARNSTABLE HYANNIS HYARTS SHANTY APPLICATION

Each year, the first application review date for the upcoming season is **November 1**. After this date, applications **WILL CONTINUE TO BE ACCEPTED ON A ROLLING BASIS** until all spots are filled. Applicants who submit by the first application review date and are accepted get placed for program dates. This is the advantage of applying by November 1.

Artists who submit by this date will be notified no later than December 31st of each year.

There is a **rolling application/jury process for any remaining openings** and artists are encouraged to **always submit an application to be considered** for the current season as most often not all spots are filled during the first review.

Artists will always receive confirmation application has been received and should expect to be notified of either in-person jury date or a decision within 6 weeks of submitting an application.
HyArts Shanty Application

Fields marked with an * are required

Program Year

☐ 2019
☐ 2020

First Name *

Last Name *

Address *

City

US States

- Select State -

Zip

Phone *

Email *

Website

Social Media Links (Instagram, Facebook, or link to photos of your work)

Media/Category (Painter, photographer, fiber artist, etc.) *
Describe your work and any unique features (please no more than 80 words) *

Price Range of Items *

What do you hope to gain from this experience beyond sales? *

Have you participated in the past? If so, list the program years. *

How did you hear about the program? *

Date Preferences *
- Weekends (mid-May - mid-June)
- Weekends (October)
- Full Weeks (mid-June thru September)
- Black Friday/Small Business Saturday (November weekend)
- Hyannis Holiday Stroll (December 1st Saturday)

Would you like multiple weeks/weekends if space allows? If so, how many? *

If there are certain times you CANNOT be placed (other commitments) please indicate here.
If there are certain times you CANNOT be placed (other commitments) please indicate here.

If you are interested in sharing a shanty with another artist please indicate below (You may list and share a shanty with a specific artist but you all must apply separately and be accepted. If you would like to share but don’t have someone to share with, you may request to be matched with another artist. There are no guarantees this request can be met):
Appendix 2. Town of Newburyport’s 2019 Artist Shanties Program Application
Source: https://www.firehouse.org/shanties/

Newburyport Artist Shanties Program Application

Please be sure you have read through the list of Requirements before submitting your applications.

Applications are accepted on a rolling basis. Artists are juried and if accepted, placed for the upcoming season.

1. Artists and/or Arts Organizations applying must be a resident of or headquartered in Essex County;
2. All pieces shown must be original, hand-made or hand-crafted;
3. Each year is a new year, prior participation does not mean automatic acceptance into the program;
4. The amount of time at shanties for each artist varies year to year;
5. Multiple Artists and/or Arts Organizations may share a shanty, but they all must separately apply and be accepted;
6. If an Artist and/or Arts Organization would like to share, but doesn’t have someone to share a shanty, this should be indicated on the application;
7. Artists and/or Arts Organizations sharing will coordinate payments and submit ONE check as deposit and ONE as balance due.
8. All work must be juried; any items not approved during the jury process must be approved by the Shanty Programming Committee prior to selling in the shanty;
9. Artists and/or Arts Organizations must complete an application and be juried/accepted into the program on a yearly basis;
10. There is a rolling application/jury process for all openings. As received, artists will be juried and placed if there are remaining openings, otherwise they will be added to the waiting list for the upcoming season;
11. Artists and/or Arts Organizations MUST have a minimum of $1M Liability insurance naming the City of Newburyport and Firehouse Center for the Arts as additional insured in order to participate in this program;
12. Upon acceptance into the shanty program, artist must submit proof of insurance with their signed contract;
12. Upon acceptance into the shanty program, artist must submit proof of insurance with their signed contract;
13. Hours: June through August (full weeks) – 11:00 a.m. to 6:00 p.m./September & October (full weeks) – 12p.m. to 4:00p.m.
14. Cost: June-August (full weeks) $150 / Yankee Homecoming Week (July 20 – August 4) $250 /September - October (full weeks) $100 Prices Subject to Change
15. Artists and/or Arts Organizations will pay full amount with contract;
16. Each shanty must be staffed by a participating artist or assistant/friend/family member who knows the artist's work during operating hours;
17. Shanties rotate each week with new artists coming in Monday morning and previous Artists and/or Arts Organizations leaving Sunday night; Artists and/or Arts Organizations are responsible for removing their work out of the shanty and removing all nails/hooks, etc. New artists may set up before 11:00 a.m. on Monday;
18. The Program Coordinator will send artists all added information (how to unlock the doors, etc.);
19. Every participating artist is emailed information before the season begins and is required to attend a mandatory meeting in the spring to answer any further questions.
20. Artisan Shanties will measure 8-feet-wide by 6-feet-deep and will be equipped with electricity. There will be access to water, but there will not be individual access within the Shanties.
21. Arts Organizations are invited to apply for use of a larger 12-foot-wide by 6-foot-deep Shanty. Add $100 to weekly rental costs for use of larger shanty.

Below are examples of what the Artisan Shanties may look like.
Newburyport Artist Shanties Program Application

* Required

Applicant Information

Name *

Your answer

Street Address *

Your answer

Town *

Your answer

ZIP Code *

Your answer
Phone Number *

Your answer

Email Address *

Your answer

Website (please include http://)

Your answer

Social Media account (Facebook, Instagram, etc)
Hit Enter after each account to include list multiple Social Media accounts

Your answer

Using no more than 500 characters, please provide a description of your work; include medium, materials and any unique features: *

Your answer
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price range of items: *</td>
<td></td>
</tr>
<tr>
<td>Your answer</td>
<td></td>
</tr>
<tr>
<td>What do you hope to gain through this experience, other than sales? *</td>
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<tr>
<td>Your answer</td>
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<tr>
<td>How did you hear about the program? *</td>
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<tr>
<td>Your answer</td>
<td></td>
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<tr>
<td>Please provide up to five (5) examples of your work (via website, Dropbox folder, etc) *</td>
<td></td>
</tr>
<tr>
<td>Your answer</td>
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</tbody>
</table>