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# Reuse of Six Industrial Mills in Easthampton, Massachusetts

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REUSE POTENTIAL OF SIX INDUSTRIAL MILLS  
EASTHAMPTON, MASSACHUSETTS

Spring 1994



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## TABLE OF CONTENTS

	Page
1.0 Introduction.....	2
2.0 Summary Of Key Points From The Profiles.....	4
3.0 Profile One: Easthampton Dye Works, Inc.....	7
4.0 Profile Two: Industrial Properties of Easthampton, Inc.	13
5.0 Profile Three: Stanhome Inc.....	22
6.0 Profile Four: Kellogg Brush Manufacturing Company.....	28
7.0 Profile Five: National Felt Company, Inc.....	35
8.0 Profile Six: Tubed Products Inc.....	40
9.0 Overview Of Easthampton And The Pioneer Valley Region..	44
10.0 Potential Uses.....	49
11.0 Recommendations.....	53
12.0 References.....	56



## 1.0 INTRODUCTION

The Town of Easthampton has a long manufacturing tradition. Beginning with Samuel Williston's cloth covered button factory in 1847, the town has been the site of numerous large scale industries. While manufacturing continues to be important to Easthampton, in recent years many companies have downsized, consolidated, or gone out of business. This has left the town with vacant or underutilized industrial space.

The purpose of this study is to determine the suitability for reuse of six turn-of-the-century industrial mills in Easthampton. The mills, clustered in the center of the town, are an important historic and architectural resource, providing a visual link with Easthampton's industrial heritage. The mills include those owned by Easthampton Dye Works, Inc., Industrial Properties of Easthampton, Inc., Kellogg Brush Manufacturing Company, National Felt Company, Inc., and Tubed Products Inc.

Profiles of the six mills were developed based on approximately 30 architectural, site design, and business related criteria. Information for the profiles was collected from site visits, interviews with mill owners and representatives, interviews with



town officials, and town records and reports. Next, a demographic and economic profile of the town and region was developed. Using this information, potential reuse options and recommendations for further study and implementation were created.



## 2.0 SUMMARY OF KEY POINTS FROM THE PROFILES

The following is a summary of key points from profiles constructed for each mill. The profiles examine approximately 30 criteria grouped into the following headings: Neighborhood Setting, History, Site Description, Building Characteristics, Environmental Constraints, Business Description, and Future Plans of Owners.

### Neighborhood Setting

The six mills studied form a cluster in the center of downtown Easthampton. Four of the mills (Stanhome, Kellogg Brush, National Felt, and Tubed Products) are located on Pleasant Street several blocks from Easthampton's central business district. A fifth mill (Industrial Properties) is located on an adjacent street, and the sixth mill (Easthampton Dye Works) is located nearby.

The streets that house the mills are narrow, two-lane city streets located in mixed use neighborhoods.

The six mills are located in areas zoned Industrial, Residential, and Neighborhood Business.

### History

The four mills located on Pleasant Street (Stanhome, Kellogg Brush, National Felt, and Tubed Products) were constructed between 1901 and 1915 by the West Boylston company, a textile manufacturer. The other two mills were constructed in 1849 (Easthampton Dye Works) and 1859 (Industrial Properties).

### Site Description

The land area of the mill sites ranges from .87 acres (Tubed Products) to 12.36 acres (National Felt).



Frontage ranges from 243.94 feet (Easthampton Dye Works) to 813.32 feet (National Felt).

The assessed value of the mill sites' land ranges from \$45,600 (Tubed Products) to \$595,800 (National Felt). Total assessed value ranges from \$506,700 (Tubed Products) to \$4,774,400 (National Felt).

All mill sites have on-site parking.

All mill sites are serviced with electric, telephone, and municipal water and sewer. All but one site (Industrial Properties) is serviced with gas.

### Building Characteristics

The mills are housed in multiple structures which contain manufacturing, warehouse, and office space. Total square footage of the mill complexes ranges from 47,229 square feet (Tubed Products) to 590,224 square feet (Stanhome).

One of the mills is fully occupied. (Kellogg Brush). One is mostly occupied (Easthampton Dye Works). One is three-quarters empty (Industrial Properties). One will have an unknown quantity of vacant space beginning in the Summer of 1994 (Stanhome). One mill is vacant (Tubed Products).

Space currently vacant ranges from 20,000 square feet (Easthampton Dye Works) to approximately 369,552 square feet (Industrial Properties).

All of the mills are multi-story with red brick facades and multiple windows. Most have flat roofs. Interior floors are hardwood and concrete. Ceiling height varies and is under 25 feet. Floor bearing capacity averages 125 pounds per square foot.

All of the mills have elevators, loading docks, overhead doors, and sprinkler systems for fire protection.

Visual inspections showed two of the three mills visited (Stanhome and Easthampton Dye Works) to be in good condition. A third mill (Industrial Properties) was in fair condition.



### Environmental Constraints

None of the mills are located in a flood plain.

All asbestos has been removed from three mills (Easthampton Dye Works, Stanhome, and Kellogg Brush). Asbestos removal has not been undertaken at one mill (Industrial Properties). Information concerning asbestos was unavailable for two mills (National Felt and Tubed Products).

Three of the mills (Stanhome, Kellogg Brush, and National Felt) are currently being investigated by the Department of Environmental Protection under Chapter 21E of Massachusetts General Law.



### 3.0 PROFILE ONE: EASTHAMPTON DYE WORKS, INC.

Property: Easthampton Dye Works, Inc.

Location: 1 Cottage Street

Zoning: Industrial

Business: Company is a commission package dye house

Assessment: \$2,083,300

Land Area: 4.4 acres

Frontage: 243.94 feet

Building Area:

    Total: 116,404 square feet

    Vacant: 20,000 square feet

Construction Date: 1849

#### Neighborhood Setting

Easthampton Dye Works, Inc. is located in the center of downtown Easthampton on Cottage Street in an area zoned for industry. The site is accessible from both Cottage and Liberty Streets.



Cottage Street is a bustling, narrow, two-lane city street with sidewalks, curbs, and gutters. Liberty Street is a narrow, sloping secondary road with no sidewalks or curbs.

### History

The structure housing Easthampton Dye Works was constructed in 1849 to house United Elastic Company, a manufacturer of narrow band elastic. The company was purchased by the J.P. Stevens Corporation who, in 1968, merged the two companies. In 1971 the mill was purchased by its current owner, Easthampton Dyes Works, Inc.

### Site Description

Easthampton Dye Works, Inc. is located at 1 Cottage Street. The site contains 4.4 acres with 243.94 feet of frontage. Its assessed value is \$751,200. Information about the site can be found on Easthampton tax map 45-220.A.

The site consists of the mill and a 30 car parking lot. The lot is part of a larger lot which is shared by neighboring Riverside Industries. A steep hill on the site effectively creates two levels. The upper level is on grade with Cottage Street and the lower is on grade with Liberty. The parking lot, located on the Liberty Street level, has a flat topography.



Utilities provided to the site include gas, electric, telephone, and municipal water and sewer.

#### Building Characteristics

Total square footage of the Easthampton Dye Works facility is 116,404 square feet of manufacturing, warehouse, and office space. Approximately 20,000 square feet is vacant and available for rent. The structure is divided into twelve interconnected sections which range in size from 936 square feet to 27,236 square feet. All of the sections are under one roof. The sections vary from one to four floors. Some include usable basements.

With the exception of the new dye room constructed in 1971, the exterior walls of the mill are red brick. The dye room is cinder block painted red. The structure's frame is steel and masonry, and the roofs are primarily flat, covered with tar and gravel. Floors are concrete in the newer sections, and hardwood in the older, original mill sections. Ceiling height is 14 feet, and floor bearing capacity is approximately 100 pounds per square foot.

The Dye Works has three loading docks and two overhead doors. The docks are located halfway between Cottage and Liberty



Streets, necessitating a steep climb or descent by the tractor trailer trucks that service the building. On the day of the site visit a tractor trailer was seen stuck on ice halfway up the hill leading to the docks.

Two freight elevators, one located in the center of the structure, service the building. There are sprinklers for fire protection throughout. The building is heated with steam provided by two boilers. The fuel supply is primarily gas, although the boilers can also burn oil.

Special features of the Easthampton Dye Works facility include a sewage pre-treatment plant constructed at the request of the Environmental Protection Agency, and new energy efficient windows. New wallboard and additional bathrooms have been installed to accommodate potential tenants.

A visual inspection showed the building to be in good condition. Hardwood floors were protected from lift truck traffic by metal sheets. The large multiple-pane windows were protected with metal screens and there was no evidence of vandalism. There appeared to be adequate fluorescent lighting and the walls and ceiling were clean and painted. The building is not handicapped accessible.



### Environmental Constraints

Flood plain: The Easthampton Dye Works mill is not located in a flood plain.

Asbestos: Easthampton Dye Works recently completed final removal of asbestos from the building.

21E: The site is currently not under investigation as a hazardous materials disposal site by the Department of Environmental Protection under Chapter 21E of the Massachusetts General Laws.

### Business Description

Easthampton Dye Works, Inc. is a commission package dye house. The business, which has been in operation for twenty-three years, has a work force of fifty.

Currently one business rents space in the building. TeknaTape, a manufacturer of narrow fabrics and webbing, occupies approximately 25,000 square feet of manufacturing space. The company, which has occupied the space for fifteen years, employees 20.



Services provided by Easthampton Dye Works to TeknaTape include heat and half of electricity costs.

Future Plans of Owners

Easthampton Dye Works, Inc. has no plans to expand operations. Instead, the company plans to consolidate its business to make room for additional tenants. With this in mind, the company has installed bathrooms and wallboard in a vacant section of the mill.



#### 4.0 PROFILE TWO: INDUSTRIAL PROPERTIES OF EASTHAMPTON, INC.

Property:	Industrial Properties of Easthampton, Inc.
Location:	1 Ferry Street
Zoning:	Industrial
Business:	Company rents office and industrial space.
Assessment:	
Land:	\$427,200
Total:	\$1,694,300
Land Area:	8.9 acres
Frontage:	approximately 400 feet
Building Area:	
Total:	492,736 square feet
Vacant:	approximately 369,552 square feet
Construction Date:	1859



### Neighborhood Setting

Industrial Properties of Easthampton, Inc. is located at the corner of Ferry and Pleasant Streets (where Pleasant becomes Lovefield Street) in an area zoned Industrial. Both Ferry and Pleasant Streets are narrow, two-lane city streets with sidewalks, curbs, and gutters. The neighborhood is mixed use. Directly across from the site is Lower Mill Pond which abuts the properties of the Pleasant Street mills also covered in this report. Farther up Ferry Street is a residential neighborhood of older homes.

### History

The building housing Industrial Properties of Easthampton, Inc. was constructed in 1859 as a textile mill. In 1899 it was purchased by the Hampton Company which specialized in bleaching and mercerizing cotton. In the late 1950s the company was purchased by the J.P. Stevens Corporation. Stevens sold the business in 1961 to three investors from nearby Holyoke. In the early 1960s the stationery engineer for Stevens became a part, and eventually the full, owner of the property. He is now deceased and his wife, Jeanne Moore, is the owner and president of the company. A separate company also owned by Mrs. Moore, Hampton Warehouses Co. Inc., formed in 1964, shares the site.



### Site Description

Industrial Properties of Easthampton, Inc. is located at 1 Ferry Street. The site contains 8.9 acres with approximately 400 feet of frontage. Information about the site is found on Easthampton tax maps 30-61 and 30-62. The assessed value of the site's land is \$427,200. Total assessed value is \$1,694,300.

The site consists of the mill and an approximately 50 car parking lot located across Ferry Street on the banks of Lower Mill Pond. In addition, there is a three acre parking lot nearby. According to Mrs. Moore this is adequate for the current tenants. Although mill tenants and employees are allowed to drive their vehicles into the mill complex to unload or pick up supplies, they are not allowed to park on the site. Tractor trailer trucks are allowed to pick up and deliver on site.

The site, which is at grade with Ferry Street, slopes down, sometimes quite steeply, to the north. A branch of the Boston and Maine Railroad forms the site's northeast boundary.

Utilities provided to the complex include electric, telephone, and municipal sewer and water. Although a gas line runs along Ferry Street it is not connected to the property.



### Building Characteristics

Total square footage of the Industrial Properties mill is 492,736 square feet of manufacturing, office, and warehouse space. Approximately three quarters, or 369,552 square feet, is vacant. Due to poor lay out or poor condition much of this vacant space is unusable.

The mill consists of two main structures. One structure contains seven buildings which range in size from 8,200 square feet to 57,488 square feet. The other, larger structure, consists of eleven buildings, including the steam plant, which range from 4,400 to 164,000 square feet. The buildings vary from one to four floors. One includes a basement.

Industrial Properties is perhaps the most architecturally interesting of the mills studied. The exterior of the building is primarily red brick with wooden doors and window frames painted green. The structure's frame is steel, concrete, and wood. Roofs are primarily flat, covered with tar and gravel, but there are also several hip roofs. One of the most striking features of the mill is a cupola with a metal weather vane located in the center of the complex.

Floors in the mill are concrete and hardwood. In a promotional



brochure produced in the 1960s floor bearing capacity was recorded as ranging from 150 to 350 pounds per square foot. Ceiling height ranges from 9 to 23 feet.

The structures contain twelve loading docks and several overhead door loading areas. There are two working elevators. Three other workable, but condemned, belt-driven elevators also exist. There are sprinklers for fire protection throughout the mill. The buildings are heated with steam. The fuel is oil.

Special features of the mill include recently renovated office space. Clean, adequate bathroom facilities are located near the offices.

A visual inspection of the mill showed it to be in fair condition. Wooden window sills were in need of repair and many windows were covered with plastic or plywood. Running interior water was evidence of roof leaks. While most wooden floors were covered with metal sheets, others showed evidence of lift truck and water damage. Perhaps the greatest disadvantage of the structure, however, is its poor layout. The condition of the building housing the main, and other, offices was good, with polished cork floors and solid oak trim throughout.



### Environmental Constraints

Flood plain: The Industrial Properties mill is not located in a flood plain.

Asbestos: Asbestos is present throughout the mill. Recently the owner had asbestos insulation on pipes in several buildings secured.

21E: The Industrial Properties site has been deleted from the Department of Environmental Protection's "List of Confirmed Disposal Sites and Locations to be Investigated" under Chapter 21E of the Massachusetts General Laws.



### Business Description

Industrial Properties of Easthampton, Inc. rents office and industrial space. The business, which has been in operation since 1963, employs eight.

Currently the mill has eight tenants. These include:

- Glacierware Manufacturing, a manufacturer of plastic insulated cups. The company employs four and has been located in the mill since July, 1993.
- Payne and Picard Remodeling, a company that specializes in kitchen cabinet remodeling. The business employs two and has been located in the mill since July, 1993.
- R and H Roofing, a company that installs roofs. The company has a variable work force and has been located in the mill since June, 1992.
- T.J. Custom Woodworking, a shop specializing in antique reproductions. The business is owner-operated and has been located in the mill since June, 1987.
- Red Line Motors, a company that repairs and restores import



cars. The company employs three and has been located in the mill since December, 1984.

-New England Fixtures, a company that manufactures book displays. The company employs four and has been located in the mill since May, 1993.

-Connecticut River Watershed Council, a nonprofit organization. The Council employs four and has been located in the mill since October, 1992.

-Hampton Warehouse, a storage facility. The business employs three and has been located in the mill since 1964.

#### Rental Cost

Rental cost per square foot in the mill is 18 cents for light manufacturing space, and 81 to 95 cents for office space.

Support services provided by the management include heat and electricity, partial payment for trash removal, snow shoveling and plowing, and general maintenance.



### Future Plans of Owners

The mill housing Industrial Properties of Easthampton, Inc. is currently for sale. The sale price is \$800,000. To attract additional tenants, and thus make the property more attractive to potential buyers, the owner is in the process of cleaning and repairing sections of interior and outside yards.



## 5.0 PROFILE THREE: STANHOME INC.

Property: Stanhome Inc.

Location: 116 Pleasant Street

Zoning: Industrial

Business: Company manufactures and distributes household cleaners and personal care items

Assessment:

    Land: \$352,400

    Total: \$4,305,900

Land Area: 7.39 acres

Frontage: 337.14 feet

Building Area:

    Total: 590,224 square feet

    Vacant: As of Summer, 1994 an unknown quantity will be vacant

Construction Date: 1915



### Neighborhood Setting

Stanhomes Inc. is located on Pleasant Street, several blocks from Easthampton's central business district in an area zoned for industry. Pleasant Street is a narrow, two-lane city street with sidewalks, curbs, and gutters. The east side of the street is lined with industry. Stanhome's neighbors include Kellogg Brush Manufacturing Company, National Felt Company Inc., and the empty former Tubed Products Inc. mill. The west side of the street consists of a mixed use neighborhood of older residences, a mom and pop variety store, gas station, church, and park.

### History

The mill housing Stanhome Inc. was constructed in 1915 by the West Boylston Company, a manufacturer of textiles. The West Boylston, as it was called, relocated to Easthampton from eastern Massachusetts in 1900. The company constructed the mills that currently line the east side of Pleasant Street and are the subject of this report. Between 1932, when the West Boylston Company ceased operations and the beginning of World War II, the Stanhome mill stood vacant. It was used during the War by General Electric and others to manufacture defense-related products. In 1946 the mill was purchased by its present owner, Stanhome Inc.



### Site Description

Stanhomes Inc. is located at 116 Pleasant Street. The site contains 7.39 acres with 337.14 feet of frontage. Information about the site can be found on Easthampton tax maps 38-226, 38-229, 38-230, and 39-58. The assessed value of the site's land is \$352,400. Total assessed value is \$4,305,900.

The site consists of the mill and a 150-200 car parking lot. The parking lot is located on the Pleasant Street side of the facility at grade with the street. According to a company official, the lot, which has a flat topography, is more than adequate for the company's current work force.

Utilities provided to the site include gas, electric, telephone, and municipal water and sewer.

### Building Characteristics

Total square footage of the Stanhome facility is 590,224 square feet of manufacturing, warehouse, and office space. At the writing of this report virtually all of the space was occupied. By the Summer of 1994, however, the company plans to cease manufacturing operations at the plant. This will leave an unknown quantity of space vacant, and possibly available for rent.



The mill consists of one main structure divided into fourteen interconnected sections. The sections range in size from 312 to 322,860 square feet. The number of floors in the mill varies from one to seven, with most of the plant containing five floors.

The architecture of the facility is utilitarian with a red brick facade divided by multiple windows. The roof is flat, covered with tar and gravel. Interior floors are concrete, hardwood, and pine. Ceiling height varies from 11 to 24 feet. The building's frame is primarily steel, and the average floor bearing capacity is 125 pounds per square foot.

Three freight elevators service the Stanhome mill. These are located in the center and at each end of the structure. In addition, there is a separate elevator to service the seven floor warehouse. The facility has seven loading docks.

The building contains sprinklers for fire protection throughout. It is heated with steam provided by two boilers. The fuel used is primarily gas, although one boiler can also burn oil.

Improvements and special features of the Stanhome mill include a 250,000 gallon water storage tank located in the front yard to provide water to the building's sprinkler system. An energy



saving motion detection system was recently installed to save electricity, and roofs were repaired and replaced in the Summers of 1992 and 1993. The building is not handicapped accessible.

A visual inspection showed the building to be in good condition. Floors and ceilings were clean and painted, and windows were well maintained. There was no evidence of vandalism.

#### Environmental Constraints

Flood plain: The Stanhome mill is not located in a flood plain.

Asbestos: The only large concentration of asbestos in the mill was removed in 1988 when the building's boiler room was rebuilt. Asbestos insulation on pipes has been professionally secured.

21E: In July, 1989 the Stanhome facility was added to the Department of Environmental Protection's "List of Confirmed Disposal Sites and Locations to be Investigated" under Chapter 21E of the Massachusetts General Law. As of August, 1993 the site had received a waiver making it a confirmed non-priority site and authorizing Stanhome Inc. to proceed with clean up.



### Business Description

Stanhome Inc. manufactures and distributes household cleaners and personal care items. The business has been in existence for more than sixty years and a presence in Easthampton for forty-seven years. It currently employs 150. Approximately sixty employees will be laid off when the company ceases manufacturing operations in the Summer of 1994.

### Future Plans of Owners

According to a company official, Stanhome Inc. is uncertain of its future plans. With the abandonment of manufacturing at the site the company may consider renting unused space.



## 6.0 PROFILE FOUR: KELLOGG BRUSH MANUFACTURING COMPANY

Property: Kellogg Brush Manufacturing Company

Location: 122 Pleasant Street

Zoning: Industrial, Neighborhood Business,

Business: Company manufactures and distributes non-chemical cleaning products, mops, brushes, and brooms

Assessment:

Land: \$230,300

Total: \$2,083,300

Land Area: 4.56 acres

Frontage: 675.15 feet

Building Area:

Total: 202,892 square feet

Vacant: none

Construction Date: 1907, 1912



### Neighborhood Setting

Kellogg Brush Manufacturing Company is located on Pleasant Street, several blocks from Easthampton's central business district. The five lots that make up the site are in areas zoned Industrial and Neighborhood Business.

Pleasant Street is a narrow, two-lane city street with sidewalks, curbs, and gutters. The neighborhood is mixed use. The east side of the street is lined with industry. Kellogg Brush is flanked by mills owned by National Felt Company, Inc. and Stanhome Inc. The opposite, or west, side of Pleasant Street is lined with older residences, a gas station, mom and pop variety store, church, and park.

### History

The Kellogg Brush mill was constructed by the West Boylston Manufacturing Company. The West Boylston Company, a textile manufacturer, relocated to Easthampton in 1900 and soon became the town's major employer. The mills that now house Kellogg Brush were constructed by the company in 1907 and 1912. Between 1932, when the West Boylston Company ceased operations, and the 1960s the facilities were used, and briefly owned, by Hampton Specialty Company which manufactured aluminum furniture, and Lesnow's, a manufacturer of shirts. The buildings were purchased



by Kellogg Brush and Thomas and Marc Futter in 1966. The Futters sold their section of the property to Kellogg Brush in 1990.

#### Site Description

Kellogg Brush Manufacturing Company is located at 122 Pleasant Street. The site contains 4.56 acres with 675.15 feet of frontage. Information about the site can be found on Easthampton tax maps 39-63, 39-65.A, 39-23, 39-24, 39-61. The assessed value of the site's land is \$230,300. Total assessed value is \$2,083,300.

The site consists of the mill and a 34,500 square foot paved parking lot for 100-125 cars located directly across Pleasant Street. According to a company official, the parking lot is barely adequate for its current work force. The topography of both sites is flat.

Utilities provided to the site include gas, electric, telephone, and municipal water and sewer.

#### Building Characteristics

Total square footage of the Kellogg Brush facility is 202,892 square feet of manufacturing, warehouse, and office space. Kellogg Brush currently occupies all of the space and plans to



continue to do so in the future.

The mill consists of one main structure divided into separate manufacturing, office, and warehouse space. The number of floors in the mill varies from one to four floors, with most of the mill containing four floors. This includes a basement currently used for plastic injection molding.

The exterior of the structure is primarily red brick. A newer addition on the Pleasant Street side of the facility is cinder block painted brown. The roof of the mill is flat, covered with tar and gravel. Interior floors are concrete and pine. The building's frame is wood and masonry. Ceiling height is 12 feet, and floor bearing capacity is approximately 125 pounds per square foot.

The Kellogg Brush mill is serviced by four freight elevators. There are seven loading docks, three located on one end of the building, and four on the other. All of the docks face Pleasant Street. A disadvantage of this arrangement is that a tractor trailer backed into a loading dock may extend past the sidewalk into the street. In the past there have been complaints to the town about trucks blocking the sidewalk. In addition to the loading docks, the facility contains several overhead doors which



provide access to the rear driveway.

The building contains sprinklers for fire protection throughout. It is heated with steam supplied by a boiler located in the center of the building. The fuel is gas.

Improvements to the building include an ongoing program using steel I-beams to strengthen the floors and improve the 125 pounds per square foot floor bearing capacity. The building is not handicapped accessible.

Although no visual inspection of the interior of the mill was made for this report, a 1989 appraisal document by Valuation Research Corporation described the condition of the mill as "average," with the walls and windows in "good" condition and the wood and steel framing in "excellent" condition. In a telephone interview, a Kellogg Brush company official explained that the company takes great pride in the facility, carrying out a rigorous maintenance program.



### Environmental Constraints

Flood Plain: Kellogg Brush Manufacturing Company is not located in a flood plain.

Asbestos: In recent years all asbestos has been removed from the mill.

21E: As of August, 1993 Kellogg Brush Manufacturing Company had received a waiver of its status on the Department of Environmental Protection's "List of Confirmed Disposal Sites and Locations to be Investigated" under Chapter 21E of Massachusetts General Law. The waiver makes the Kellogg Brush site a non-priority site and authorizes Kellogg Brush Manufacturing Company to proceed with clean up.

### Business Description

Kellogg Brush Manufacturing Company manufactures and distributes non-chemical cleaning products, mops, brooms, and brushes. The business was established by the Futter brothers in 1966. In 1990 it was transferred to four individuals and a venture capital partner. Three years later it was sold to a New York Stock Exchange company. The company currently employs 305.



### Future Plans of Owners

According to a company official, in the past four years Kellogg Brush Manufacturing Company has doubled in size. Although the company currently occupies all of its mill space it has no plans to expand to another facility. Instead, the company plans to consolidate operations within the current facility. According to a the same official, Kellogg Brush plans to "be around Easthampton for a long time."



7.0 PROFILE FIVE: NATIONAL FELT COMPANY, INC.

Property: National Felt Company, Inc.

Location: 120 Pleasant Street, 23 Mechanic Street

Zoning: Industrial, Residential

Business: Company manufactures wool felt and nonwoven fabrics

Assessment:

Pleasant Street	
Land:	\$595,800
Total:	\$4,774,400
Mechanic Street	
Land:	\$187,500
Total:	\$1,173,400

Land Area:

Pleasant Street	12.36 acres
Mechanic Street	4.09 acres

Frontage:

Pleasant Street	813.32 feet
Mechanic Street	511.56 feet

Building Area:

Pleasant Street	
Total:	313,105 square feet
Vacant:	NA
Mechanic Street	
Total:	119,786 square feet
Vacant:	NA

Construction Date: 1901, 1905



### Neighborhood Setting

National Felt Company, Inc. is located on Pleasant Street, several blocks from Easthampton's central business district. A second facility is located on nearby Mechanic Street. The facilities are located in areas zoned Industrial and Residential.

Pleasant Street is a narrow, two-lane city street with sidewalks, curbs, and gutters. The east side of the street is lined with industry. National Felt's neighbors include Stanhome Inc., Kellogg Brush Manufacturing Company, and the former Tubed Products Inc. mill, also covered in this report. The west side of the street consists of a mixed use neighborhood of older residences, a mom and pop variety store, gas station, church, and park.

Mechanic Street is a narrow, two-lane, dead end street with no sidewalks or curbs.

### History

National Felt's Pleasant Street facility was constructed in 1901 by the West Boylston Company, a textile manufacturer. The company relocated to Easthampton in 1900 and soon became one of the town's largest employers. In addition to the National Felt mill, the West Boylston Company also constructed the mills that



now house Stanhome Inc. and Kellogg Brush Manufacturing Company.

#### Site Description

National Felt Company facilities are located at 120 Pleasant Street and 23 Mechanic Street. The Pleasant Street site contains 12.36 acres with 813.32 feet of frontage. The Mechanic Street site contains 4.09 acres with 511.56 feet of frontage.

Information about the Pleasant Street site can be found on Easthampton tax maps 39-56, 39-57, 39-59, 39-60, 39-62, 39-64, 39-65, 39-66, 38-222, 38-232, 38-58A, and 45-193. Information about the Mechanic Street site can be found on Easthampton tax maps 45-192, 45-193 and 45-194.

The assessed value of the Pleasant Street site's land is \$595,800. Total assessed value is \$4,774,400. The assessed value of the Mechanic Street site's land is \$187,500. Total assessed value is \$1,173,400.

Utilities provided to both sites include, electric, telephone, and municipal water and sewer.

#### Building Characteristics

Total square footage of National Felt's Pleasant Street facility is 313,105 square feet of manufacturing, warehouse, and office



space. Total square footage of the Mechanic Street facility is 119,768 square feet.

The buildings housing National Felt's Pleasant Street facility are primarily red brick with flat roofs. The number of floors varies from one to four floors with several buildings having full or partial basements. The frames of the buildings are masonry and ceiling heights range from 7 to 20 feet. The buildings are heated with steam. The fuel is gas.

The Mechanic Street facility is primarily red brick although there are concrete and metal additions. The structure contains two floors. The frame is steel. The facility is heated with steam and the fuel is gas.

#### Environmental Constraints

Flood Plain: Neither the Pleasant Street nor the Mechanic Street sites of National Felt Company, Inc. are located in a flood plain.

Asbestos: Information not available.

21E: National Felt's Mechanic Street facility is listed as a site of confirmed release of oil and/or hazardous material on the



Department of Environmental Protection's "List of Confirmed Disposal Sites and Locations to Be Investigated" under Chapter 21E of the Massachusetts General Laws.

#### Business Description

National Felt Company, Inc. is a manufacturer of wool felt and non woven fabrics. The company, which has been in business since 1905, laid off approximately 160 workers in the Fall of 1993.

#### Future Plans of Owners

Officials of National Felt chose not to participate in this study. Therefore, information about the company's future plans is not available.



## 8.0 PROFILE SIX: TUBED PRODUCTS INC.

Property:	Tubed Products Inc.
Location:	188 Pleasant Street
Zoning:	Industrial
Business:	Currently vacant
Assessment:	
Land:	\$45,600
Total:	\$506,700
Land Area:	.87 acres
Frontage:	259.59 feet
Building Area:	
Total:	47,229 square feet
Vacant:	47,229 square feet
Construction Date:	1902



### Neighborhood Setting

The former Tubed Products Inc. facility is located on Pleasant Street near the intersection of Pleasant and Ferry in an area zoned for industry. Pleasant Street is a narrow, two-lane city street with sidewalks, curbs, and gutters. The neighborhood is mixed use with industrial properties located on the east side of the street and a mixed use neighborhood of older homes, small stores, and a park on the west. Tubed Product's neighbors include the American Legion Hall and National Felt Company, Inc. Industrial Properties of Easthampton, Inc., located on Ferry Street and also covered in this report, is clearly visible from the site.

### History

The former Tubed Products mill was constructed in 1902 by The West Boylston Company, a manufacturer of textiles. The company relocated to Easthampton in 1900 and soon became the town's largest employer. In addition to the Tubed Products mill the West Boylston Company also constructed mills now housing National Felt Company, Inc., Kellogg Brush Manufacturing Company, and Stanhome Inc.



### Site Description

The former Tubed Products mill is located at 188 Pleasant Street. The site contains .87 acres and has 259.59 feet of frontage. Information about the site can be found on Easthampton tax map 39-67. The assessed value of the site's land is \$45,600. Total assessed value is \$506,700.

Utilities provided to the site include gas, electric, telephone, and municipal water and sewer.

### Building Characteristics

Total square footage of the Tubed Products facility is 47,229 square feet. Currently all of the space is vacant.

The mill's facade is primarily red brick although a new addition on the Pleasant Street side of the building is gold, pre-finished metal. The mill has three floors. The frame is steel and masonry and ceiling height is 14 and 18 feet. The facility is heated by steam. The fuel is gas.

The Tubed Products facility has one elevator, one loading dock, and one overhead door. It contains sprinklers for fire protection throughout.



### Environmental Constraints

Flood Plain: Tubed Products Inc. is not located in a flood plain.

Asbestos: Information not available.

21E: The Tubed Products mill is currently not on the list of "Confirmed Disposal Sites and Locations To Be Investigated" under Chapter 21E of the Massachusetts General Law.

### Business Description

The Tubed Products Inc. facility is currently vacant. According to Gene Callahan, the property's realtor, the property is for sale or rent. Rental cost is \$5.00 per square foot for office space and \$2.00 per square foot for industrial space. In addition, the tenant is expected to pay heat, utilities, and a portion of the taxes.



## 9.0 OVERVIEW OF EASTHAMPTON AND THE PIONEER VALLEY REGION

### Summary of Key Points

While the Pioneer Valley Region continues to grow, the population of Easthampton remains static.

The region, Easthampton included, has a growing Hispanic population.

The region and Easthampton have an aging population.

The region has a mixed educational attainment level. Easthampton has lower than statewide average high school and college attainment rates.

The region, Easthampton included, has lower than statewide average per capita and median household incomes. As of October, 1993 the unemployment rate for Easthampton was slightly higher than that of the state.

In recent years the region has lost manufacturing jobs and gained service jobs.

Industries important to the region include education, insurance, health care, and manufacturing. Emerging industries include polymers, computer software, education, tourism, and technologically based university spin-off industries.

### Location

Easthampton is located in Hampshire County in the Pioneer Valley Region of Massachusetts. The fourth largest metropolitan region in New England, the Valley contains small towns, rural areas, and the cities of Springfield, Chicopee, and Holyoke. Easy access to New York, Boston, Albany, New Haven, and Hartford is provided by the Massachusetts Turnpike and Interstate 91.



### Population

The population of the Pioneer Valley at the time of the 1990 Census was 668,000. This represents 11.4 percent of the state's population and 10 percent of its work force. Two-thirds of the region's population and 70 percent of its work force is located in Hampden County which borders Easthampton.

Between 1980 and 1990 the region grew at a rate of 4.4 percent. This was slightly less than the state's 4.9 percent growth rate. During this same period Easthampton's population remained constant at approximately 15,500. It is projected that the town's population will grow only slightly during the 1990s.

### Race and Age

Approximately 13 percent of the region's population is non-white. In Easthampton that number is approximately 10 percent, with half of the non-white population comprised of those of Hispanic origin. The region has a growing Hispanic population. Between 1980 and 1990 the percentage of Hispanics increased from 13 to 31 percent in Holyoke which forms Easthampton's southeast border.

The average median age in the the Valley is 32.8 years. At 34.3 years Easthampton has a slightly higher median age and an aging population. About 23 percent of its residents are over 65.



### Educational Attainment

Compared to the state, the average educational attainment of the Valley is mixed. At 83 and 82.4 percent, both Hampshire and Franklin Counties have high school graduation rates slightly higher than the state average of 80 percent. Hampden County, with a high school graduation rate of 73.6 percent, has a rate significantly lower than the statewide average.

The statewide average rate of those obtaining a bachelor's degree or higher is 27.2 percent. At 31.9 percent Hampshire County has a higher than average rate, while Franklin County has a slightly lower rate, and Hampden County, at 17.6 percent, has a rate significantly lower than the statewide average.

Easthampton, with 78.5 percent of its residents having graduated from high school and 18.8 percent having a bachelor's degree or higher, has educational attainment rates slightly lower than the statewide average.

### Income

The three counties that comprise the Pioneer Valley have an average per capita income of \$14,129. This is \$3,095 less than the average statewide per capita income of \$17,224. Likewise, at \$31,868, the average median household income of the Valley is



lower than the statewide average of \$36,952.

Consistent with its Valley location, Easthampton, with a per capita income of \$15,193 and a median household income of \$33,733, has income rates lower than those of the state.

#### Employment

During the early 1980s, and again after 1991, unemployment rates for the region were higher than those of the state. As of October, 1993 the unemployment rate for Hampshire County was 6.1 percent. The statewide unemployment rate was 6.2 percent. At 6.6 percent, Easthampton had an unemployment rate slightly higher than that of the county or the state.

#### Economic Trends

As has the rest of the state, in recent years the Pioneer Valley has seen a decrease in manufacturing jobs and an increase in service sector jobs. Between 1983 and 1991 12,480 manufacturing jobs were lost in the region. This represented a change from 25 percent of total employment to 19 percent. During the same period 15,054 service sector jobs were added, a change from 22 to 27 percent of all jobs. Many of the service sector jobs were created in private health services.



Industries traditionally important to the region include education (Hampshire County), insurance (Hampden County), health care, and manufacturing (especially Hampden County). Emerging industries include polymers, computer software, environmental engineering, educational services, specialty foods, tourism, and technologically based university spin-off industries.



## 10.0 POTENTIAL USES

With a change in zoning to allow more flexible uses (see Recommendations) the six mills studied could support commercial, office, manufacturing, and residential uses. Because there is currently not sufficient demand for any one use it is recommended that the town consider a mixed use scenario.

The mills owned by National Felt Company, Inc., Kellogg Brush Manufacturing Company, and Easthampton Dye Works, Inc. will continue to be totally, or mostly, occupied into the near future. What follows are potential uses for the mills with vacant space. The uses can be integrated, or operate independently of one another. To determine the best uses a feasibility study which includes additional architectural, demographic, economic, and market analysis should be undertaken (see Recommendations).

### Manufacturing

#### Industrial Tours:

Tourism is a growing industry in western Massachusetts. The Easthampton mills could serve as an industrial tour center. In this scenario Easthampton would become a destination for tourists interested in seeing how a product is produced and in purchasing that product on site. Manufacturers locating in the mills would



provide tours of their facilities and of the manufacturing process, thus instilling customer loyalty. The complex would include a food court, manufacturing museum, and a retail outlet.

#### Business Incubator:

A business incubator assists the start-up of new businesses by providing support services. The purpose of an incubator is to serve as a catalyst for new job creation and community economic development. The Venture Center in Greenfield is currently the only business incubator located in western Massachusetts. As of January, 1994 the center was fully occupied. This may point to the need for a similar facility in the lower Pioneer Valley. An Easthampton incubator could assist businesses in a particular industry, adopt a mixed use policy, or affiliate with one of the five area colleges to create a technology-based facility.

#### Commercial

##### Conference Center:

Capitalizing on its industrial past and Five-colleges area location, the mills could serve as a conference center/resort for business and labor organizations or for alumni and other organizations associated with the colleges. An office complex would be a part of this facility.



#### Retail Outlet:

Despite the availability of full price retail stores in the region there are currently few opportunities to "outlet shop." The mills could serve as a location for a retail outlet. The outlet could feature products similar to those offered at other outlet centers, or it could specialize. Specialty foods, for instance, represent a growing regional industry. A mill outlet in Easthampton could feature (and produce- see Manufacturing above) foods produced in western Massachusetts, New England, or even international specialty foods.

#### Residential

##### Elderly Housing:

Easthampton has an aging population and a limited land base for new housing. The mills could become housing for elderly residents of Easthampton and the Valley. A variety of housing types from single room occupancy to full-fledged nursing care could be included in the facility. In addition, the facility could cater to a specialized clientele, alumni and professors of the five colleges, for instance, who have chosen to retire in the Valley to take advantage of the cultural activities and natural beauty of the region.



#### Worker Housing:

A 1990 study by the Center for Economic Development at the University of Massachusetts determined that there was an unmet need in Easthampton for housing for low income, renting, non-elderly families, and for potential first-time home buyers. The mills, with their central location in a mixed use neighborhood, could be used to meet part of this demand.



## 11.0 RECOMMENDATIONS

### Mixed Use

As previously stated, there is currently not enough demand to support any one use at the mills. Thus the town should consider a mixed use plan that includes residential, commercial, manufacturing, and office uses.

### Zoning Changes

The town should identify boundaries in what would become an historic mill district. To accommodate a mixed use scenario in the district current industrial zoning should be revised to allow mixed use activities.

### Feasibility Study/ Reuse Scheme

This study is the first step in developing a reuse scheme for the mills. A second study should be undertaken. This study should include an analysis of the feasibility of potential uses, an overall project plan including financing options, site plans, and a time line, and an implementation strategy including marketing.

### Town and Mill Owner Cooperation

The town and mill owners should cooperate on redevelopment efforts at the mills. The town should, for instance, solicit



owners ideas and assistance when developing a reuse plan. Other areas of cooperation might include financing, infrastructure improvements, and marketing.

#### Historic Designation

None of the mills in the study currently have historic landmark status. The town should pursue a historic landmark designation for the mills. This will allow the owners to gain rehabilitation assistance for architectural design improvements, a tax credit on improvements, and will help assure that Easthampton retains its historic character.

#### Aesthetic Improvements

The town should improve the environment surrounding the mill buildings including sidewalk, lighting, street tree planting, and facade improvements. The improvements should serve to link the mills on Pleasant Street with the central business district. In addition, the town should consider ways to enhance pedestrian access and enjoyment of Lower Mill Pond. A plan for the pond should include foot paths, bridges, plantings, and seating.

#### Parking

Any redevelopment scheme for the mills will require additional parking. The town should consider ways to improve existing



parking and provide additional parking near the mills.

#### Community Support

The town should solicit community input and support at every stage of the mill redevelopment effort. This will allow residents to feel as if they have a part in charting their community's future.



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