



LAND USE CHANGES IN THE CENTRAL BUSINESS DISTRICT
OF PITTSFIELD, MASSACHUSETTS, 1946-1961

by

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ABSTRACT

Title of Thesis: Land Use Changes in the Central Business District of Pittsfield, Massachusetts, 1946-1961

Author: Ernest Mayo Snyder

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Not a great deal of change has taken place in the retail and service make-up of the Pittsfield Central Business District over the period from 1946-1961. During this time there were gains in apparel retailing as measured by increases in the total number of stores and the total quantity of floor area. Also there was a considerable increase in the number of insurance agencies most of which took place on the upper floors of Central Business District buildings.

From 1946 to 1961 the most notable loss in the Pittsfield CBD was that of food stores most of which were groceries. The food store losses occurred both in numbers of establishments and in total floor area. Another loss the CBD sustained during this time was that of ground floor service outlets. These losses were in the number of outlets and not in the total floor area which stayed about stationary over the 1946 to 1961 period.

Retail establishments in the Pittsfield Central Business District that showed little or no change either in floor area or numbers of outlets between 1946 and 1961 include eating and drinking places, drugstores, general merchandise stores and miscellaneous retail (specialty) shops.

At the same time the capacity of off-street parking lots was nearly doubled and store vacancies increased somewhat.

The changes that have taken place as well as the lack of changes in the Pittsfield CBD seem to be mainly the result of three things. These are changes in travel patterns, changes in buying habits and changes in consumer purchasing power.

Studies of national trends in CBD retailing and service seem to point out that the situation in Pittsfield reflects that found in the largest cities in the U. S. The growth of retail and service space in Pittsfield outside the CBD appears to have absorbed much of the business growth that took place from 1946 to 1961.

The primary factors influencing the Pittsfield CBD from 1946-1961 seem to have been the use of the automobile, population growth, and the move to the suburbs.

The retail and service establishment data collected for this thesis is unique for a city the size of Pittsfield. The analysis of this Central Business District Data for Pittsfield and an attempt at a planning application may add something to the meager supply of information available concerning the use of land in the CBD.

Thesis Supervisor: John Tasker Howard

Title: Professor of City Planning; Head of the Department
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I INTRODUCTION

The purpose of this study is first to establish the significant changes which have taken place in the retail establishments and service outlets of the Pittsfield Central Business District between 1946 and 1961. Once having isolated the important changes which have taken place in the businesses of the CBD (Central Business District) from data collected both in the field and from existing sources, attention is given to understanding the causes of these changes. Then after gaining some insight into both the nature and causes of CBD change, this study logically turns to a brief consideration of the changes in terms of their implications for the future of the Pittsfield CBD.

Pittsfield, the City What sort of city are we dealing with when we talk about Pittsfield? This is an old town, founded in 1761. The city has for over forty years been the location of a main plant of the General Electric Company which employs over three-quarters of the more than 13,000¹ people employed in manufacturing in Pittsfield. This means that the prosperity of Pittsfield is closely tied to the activities of the General Electric Company in Pittsfield. Although not totally dependent on G.E., since there are also textile and paper mills, Pittsfield is in many respects a one company town.

Pittsfield is the largest city in Berkshire County and is the county seat. In 1960, the population of Pittsfield was over 57,000 which represented a rise of 4,500 over the 1950

census.² Population densities thin out rapidly outside the built-up area of Pittsfield. To give some idea of the position Pittsfield occupies amid rural surroundings, it can be said that the aggregate population of the six towns bordering on Pittsfield totaled 15,000 people in 1960.³ These same six towns: Dalton, Hancock, Lanesboro, Lenox, Richmond and Washington, have an area four times that of Pittsfield.

Pittsfield is the major shopping center for quite an extensive area which expands at least 20 miles in all directions taking in parts of New York, Vermont and Connecticut along with all of Berkshire County, Massachusetts. The nearest cities to which people might go for greater selection of goods would be Albany, New York, a distance of 30 miles, or Springfield, Massachusetts, a distance of 40 miles. New York City and Boston are each a two and one-half to three hour drive from Pittsfield.

The Berkshire Hills in which Pittsfield is located cater to substantial numbers of summer visitors, many of whom are attracted by the annual summer music festival held at Tanglewood. Skiing enthusiasts throng to the Berkshire slopes during the winter season to take advantage of nearby ski areas. It is well known that the main support for Pittsfield Central Business District retail and service establishments comes, not from transient visitors, but from residents and the commuting population.

Pittsfield and the towns immediately surrounding it are not experiencing the population explosion that is taking place in some parts of the country. A population increase of nearly

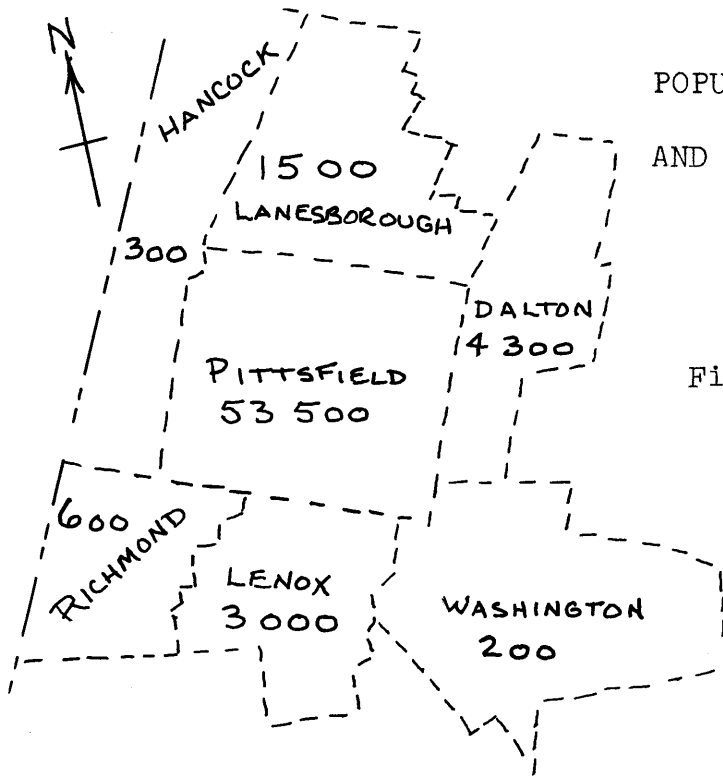
TABLE I

POPULATION OF PITTSFIELD, MASSACHUSETTS AND SIX
ADJOINING TOWNS FOR 1945 AND 1960

	<u>1945</u> ¹	<u>1960</u> ²	<u>1945-1960</u> <u>Change</u>
Pittsfield	53,560	57,879	4,319
Lanesboro	1,556	2,933	1,377
Dalton	4,367	6,436	2,069
Washington	242	290	48
Hancock	349	455	106
Lenox	2,951	4,253	1,302
Richmond	646	890	244
<hr/>			
Six Town Totals	10,111	15,257	5,146
Pittsfield Plus Above Six Adjacent Towns	63,671	73,136	9,465

¹ Commonwealth of Massachusetts, State Census of Population, 1945.

² U.S. Census, 1960, Population.



POPULATION MAP OF PITTSFIELD
AND SIX SURROUNDING TOWNS
(1945¹)

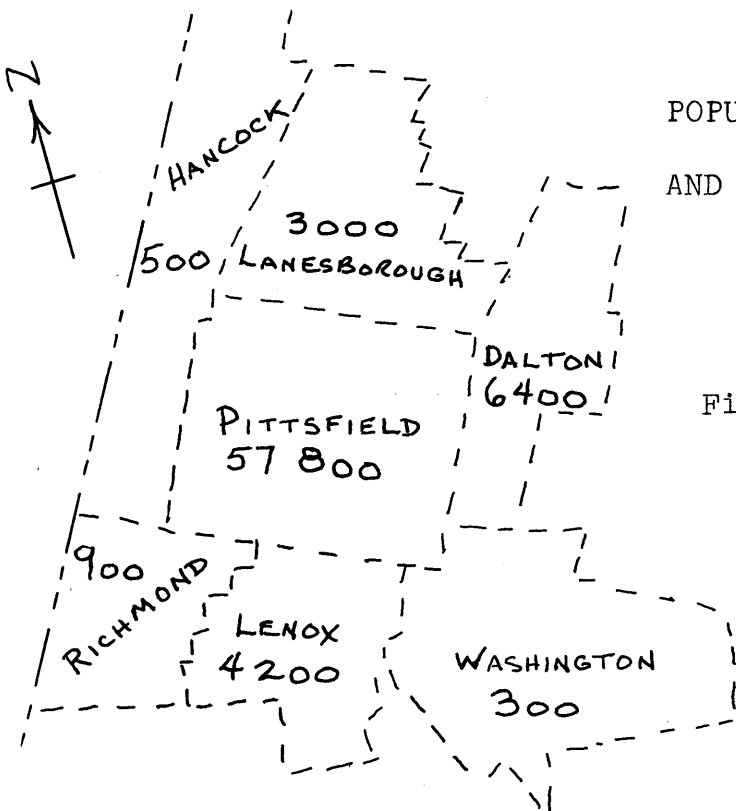
MAP NUMBER 1

Figures Rounded Off

Scale: 1/4 inch = 1 Mile

Total Population: 63,700

¹Source - Massachusetts Census of Population 1945



POPULATION MAP OF PITTSFIELD
AND SIX SURROUNDING TOWNS
(1960²)

Figures Rounded Off

Scale: 1/4 = 1 Mile

Total Population: 73,100

²Source - U. S. Census of Population, 1960

1% a year has taken place over the past 15 years in Pittsfield combined with its six surrounding towns. This increase of just under 10,000 people since 1946 has, as could be expected, brought about an increase in facilities for shopping and service. The differences found as a result of comparisons made of 1946 and 1961 retail and service data indicate that the Pittsfield CBD has grown only slightly in terms of total retail and service floor area. In fact, while the population of Pittsfield and its immediate surroundings was growing by over 14%, and while disposable income per capita was doubling,⁴ the area here defined as the Central Business District grew a mere 2.5% in total retail and service floor area⁵ between 1946 and 1961.









The CBD as used in this thesis is outlined on Map Number Two.⁶ The Pittsfield CBD boundary was drawn on the basis of trying to include all the centrally located, contiguous, pedestrian oriented retail and service establishments. Parking lots on the edges of the CBD have been included as part of the CBD.


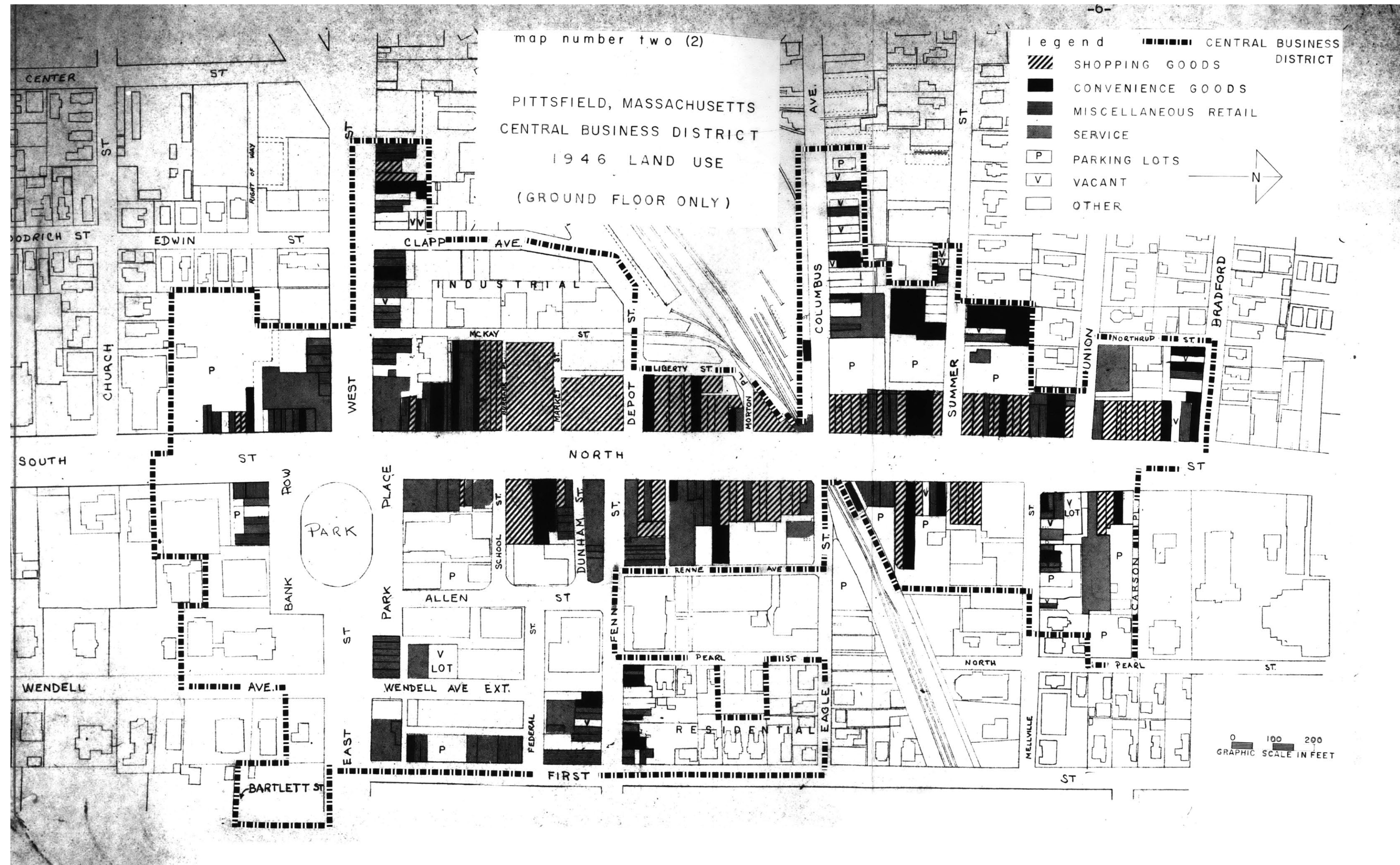
CBD Limits In brief, the areal limits of the CBD as defined for this thesis extend on North Street as far as Bradford Street, on West Street to a point opposite the junction of New West Street, on East Street as far as Bartlett Street, and on South Street to include the Berkshire Museum.⁷

The major findings of this thesis are based on numbers of establishments and gross floor area measurements for retail stores and service outlets in the Pittsfield CBD in 1946 and 1961.

map number two (2)
PITTSFIELD, MASSACHUSETTS
CENTRAL BUSINESS DISTRICT
1946 LAND USE
(GROUND FLOOR ONLY)










Legend

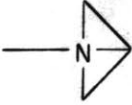
-  CENTRAL BUSINESS DISTRICT
-  SHOPPING GOODS
-  CONVENIENCE GOODS
-  MISCELLANEOUS RETAIL
-  SERVICE
-  PARKING LOTS
-  VACANT
-  OTHER

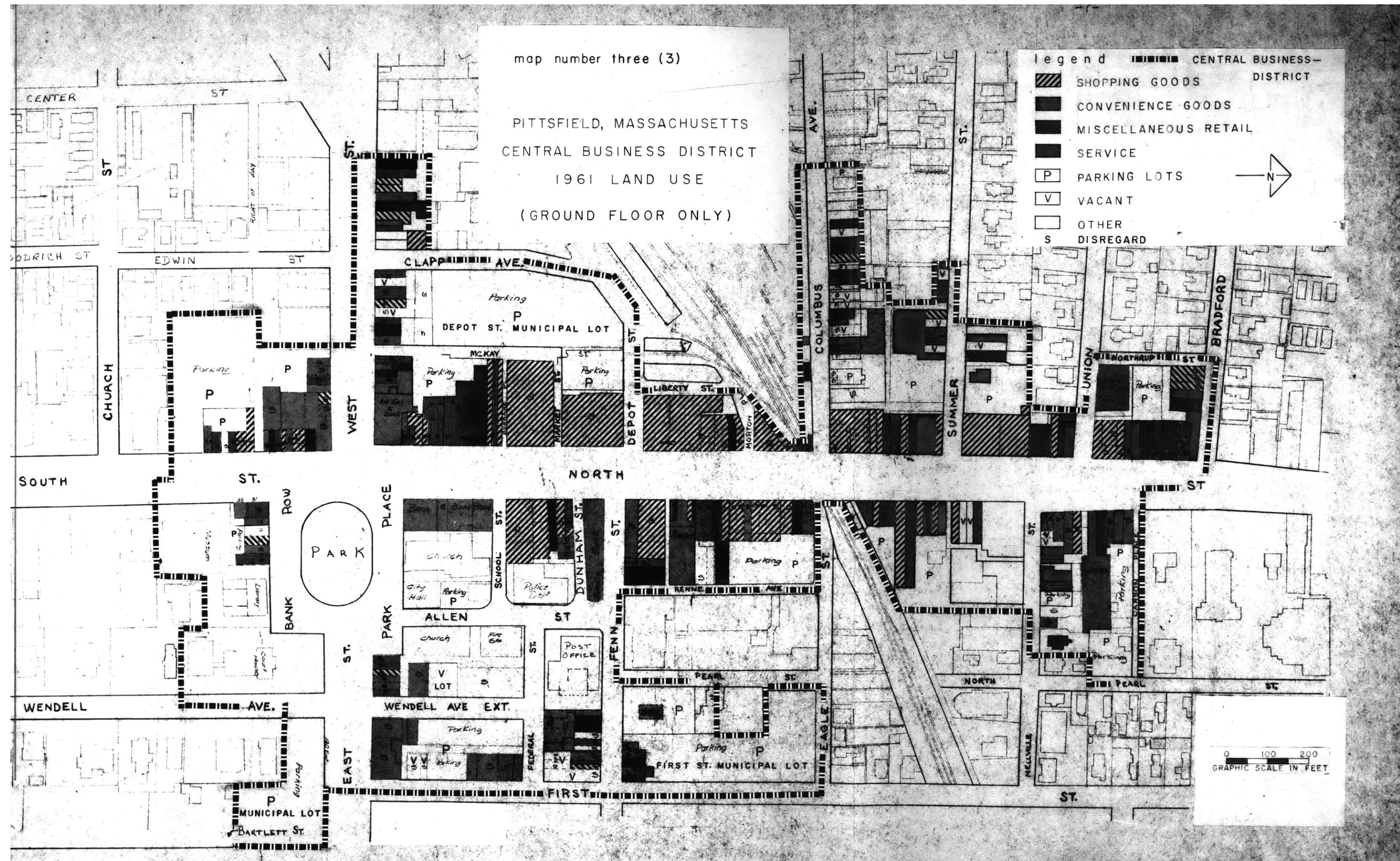



map number three (3)
 PITTSFIELD, MASSACHUSETTS
 CENTRAL BUSINESS DISTRICT
 1961 LAND USE
 (GROUND FLOOR ONLY)

Legend

-  CENTRAL BUSINESS-DISTRICT
-  SHOPPING GOODS
-  CONVENIENCE GOODS
-  MISCELLANEOUS RETAIL
-  SERVICE
-  PARKING LOTS
-  VACANT
-  OTHER
-  DISREGARD





Comparisons of this data for 1946 and 1961 provide a quantitative measure of change during this 15 year period. The tables on the following pages give complete data regarding numbers of retail and service establishments and their floor areas for 1946 and 1961 in the Pittsfield CBD. The services studied were of the personal type such as barbers, dry cleaners, insurance agencies, etc. Not included in the scope of this study and omitted from service totals were professional offices such as those of doctors and lawyers, and clerical offices such as insurance company headquarters. The last two of the following tables compare 1946 CBD information with data for 1961 combining the CBD with new establishments built in Pittsfield outside the CBD between 1946 and 1961.

This study uses gross floor areas as a measure of retail and service business carried on. The validity of such an approach is apparently borne out by the close correlation of total dollar retail sales with gross retail floor areas for 1954⁸ and 1961⁹. In order to arrive at comparable dollar values for 1954 and 1961 an adjustment for inflation was made using the Consumer Price Index.¹⁰

The rough correspondence of gross retail floor area changes with dollar retail sales changes between 1954 and 1961 seems to indicate that in Pittsfield shifts in the dollar sales volumes of business are fairly accurately reflected by corresponding adjustments in gross business floor areas.

TABLE II

NUMBERS OF RETAIL ESTABLISHMENTS AND SERVICE
OUTLETS IN THE PITTSFIELD CBD FOR 1946 AND 1961
(Also included are retail and service floor area
figures for shopping centers, large discount houses
and supermarkets built outside the Pittsfield Cen-
tral Business District between 1946 and 1961.)

	<u>1946</u>	<u>1961</u>	<u>Net Change</u>	<u>Pittsfield Stores Built Outside The CBD, 1946-1961</u>
General Merchandise	7	6	- 1	3
Apparel	43	53	10	3
Furniture	8	8	-	2
<u>Total Shopping</u>	<u>58</u>	<u>67</u>	<u>9</u>	<u>8</u>
Food	15	9	- 6	6
Drugs	8	9	1	1
Eating & Drinking	22	23	1	No Data
<u>Total Convenience</u>	<u>45</u>	<u>41</u>	<u>- 4</u>	<u>7</u>
Miscellaneous Retail	52	52	-	4
<u>Total Retail</u>	<u>155</u>	<u>160</u>	<u>5</u>	<u>19</u>
Services (Ground Floor)	77	62	-15	6
Services (Upstairs)	45	54	9	None
<u>Total Services</u>	<u>122</u>	<u>116</u>	<u>- 6</u>	<u>6</u>
<u>Total Retail and Services</u>	<u>277</u>	<u>276</u>	<u>- 1</u>	<u>25</u>
Off Street Parking Lots	13	23	10	6
Vacant, Upstairs	32	31	- 1	-
Vacant, Ground Floor	14	19	5	-
<u>Total Vacant</u>	<u>46</u>	<u>50</u>	<u>4</u>	<u>-</u>
Vacant Lots	4	1	- 3	-

TABLE III

GROSS FLOOR AREAS IN SQUARE FEET FOR RETAIL ESTABLISHMENTS AND SERVICE OUTLETS IN THE PITTSFIELD CBD FOR 1946 AND 1961
 (Also included are retail and service floor area figures for shopping centers, large discount houses and supermarkets built outside the Pittsfield Central Business District between 1946 and 1961.)

	<u>1946</u>	<u>1961</u>	<u>Net Change</u>	<u>Pittsfield Stores Built Outside The CBD, 1946-1961</u>
General Merchandise	190,000	189,000	- 1,000	101,000
Apparel	83,000	114,000	31,000	13,000
Furniture	69,000	64,000	- 5,000	15,000
Total Shopping	<u>342,000</u>	<u>367,000</u>	<u>25,000</u>	<u>129,000</u>
Food	34,000	16,000	- 18,000	85,000
Drugs	14,000	16,000	2,000	5,000
Eating & Drinking	35,000	37,000	2,000	No Data
Total Convenience	<u>83,000</u>	<u>69,000</u>	<u>- 14,000</u>	<u>90,000</u>
Miscellaneous Retail	89,000	94,000	5,000	10,000
<u>Total Retail</u>	<u>514,000</u>	<u>530,000</u>	<u>16,000</u>	<u>219,000</u>
Service, Ground Floor	202,000	200,000	- 2,000	56,000
Service, Upstairs	115,000 ¹	127,000 ¹	12,000 ¹	-
Total Service	<u>317,000</u>	<u>327,000</u>	<u>10,000</u>	<u>56,000</u>
<u>Total Retail and Service</u>	<u>831,000</u>	<u>857,000</u>	<u>26,000</u>	<u>275,000</u>
Parking (Off Street)	219,000	408,000	211,000	834,000
Vacant, Upstairs	- - - -	No Data	- - - -	None
Vacant, Ground Floor	25,000	44,000	19,000	None
Vacant Lots	26,000	6,000	- 20,000	----

¹Upstairs service outlet gross floor area figures estimated from average size of similar types of ground floor establishments.

TABLE IV
GROSS FLOOR AREAS IN SQUARE FEET FOR RETAIL
ESTABLISHMENTS AND SERVICE OUTLETS IN PITTSFIELD
FOR 1946 AND 1961

	<u>Pittsfield CBD - 1946</u>	<u>1961 Pittsfield CBD Plus Retail and Service Floor Area Built Outside the CBD Between 1947 & 1961</u>	<u>Net Change</u>
General Merchandise	190,000	290,000	100,000
Apparel	83,000	127,000	44,000
Furniture	69,000	79,000	10,000
Total Shopping Goods	<u>342,000</u>	<u>496,000</u>	<u>154,000</u>
Food	34,000	101,000	67,000
Drugs	14,000	21,000	7,000
Eating & Drinking	35,000	37,000 ¹	2,000 ¹
Total Convenience Goods	<u>83,000</u>	<u>159,000</u>	<u>76,000</u>
Miscellaneous Retail	<u>89,000</u>	<u>104,000</u>	<u>15,000</u>
Total Retail	514,000	759,000	245,000
Total Service (Professional and Clerical Office Space Excluded)	317,000	383,000	66,000
Total Retail and Service	<u>831,000</u>	<u>1,142,000</u>	<u>311,000</u>

¹1961 figure for eating and drinking does not include establishments outside the CBD that may have been built between 1946 and 1961.

TABLE V

GROSS FLOOR AREAS EXPRESSED AS A PERCENT OF THE
TOTAL GROSS FLOOR AREA FOR RETAIL AND SERVICE
OUTLETS IN PITTSFIELD FOR 1946 AND 1961

	<u>Pittsfield CBD - 1946</u>	<u>Pittsfield Stores Built Outside The CBD, 1946-1961 Plus CBD - 1961</u>	<u>Percent Change</u>
General Merchandise	24%	25%	1%
Apparel	9	11	2
Furniture	<u>8</u>	<u>7</u>	<u>- 1</u>
Total Shopping Goods	41	43	2
Food	4	9	5
Drugs	2	2	0
Eating & Drinking	<u>4</u>	<u>3¹</u>	<u>- 1¹</u>
Total Convenience Goods	10	14	4
Miscellaneous Retail	10	9	- 1
Total Retail	61	66	5
Total Service	39	34	- 5
(Professional & Clerical Office Space not included)	<u> </u>	<u> </u>	<u> </u>
Total Retail & Service	100	100	0

¹ 1961 eating and drinking figure does not contain information on any new establishments that may have been built outside the CBD between 1946 and 1961.

Summary of Findings The major changes in retailing in the Pittsfield CBD between 1946 and 1961 took place in the apparel and food stores. Apparel stores showed the only significant gain in both numbers of stores and floor area. Food stores, on the other hand, were much less prevalent both in numbers and in gross floor area in 1961 than in 1946. Other categories of retail establishments showed only minor changes in numbers and floor area totals from 1946 to 1961.

The increases in both the number of stores and the gross floor area of the apparel stores during this period was nearly twice the decrease in food stores. As a result, the Pittsfield CBD had an increase in the total number of retail stores and in the total gross retail floor area about equal to half the total increases in apparel establishments.

There was a large reduction in the number of service outlets on the ground floor from 1946 to 1961 which was not accompanied by any appreciable loss in gross floor area. Service outlets located upstairs presented an entirely different picture. Between 1946 and 1961 the number of upstairs service outlets increased primarily as the result of many new insurance agencies locating in upstairs space.

Over the 15 year period there was a small decrease in the total number of service outlets in the Pittsfield CBD. Some other sizeable changes that took place in the Pittsfield CBD between 1946 and 1961 involved off-street parking, vacant lots, and vacant space.

Off-street parking lots in the Pittsfield CBD were nearly twice as numerous in 1961 as they were in 1946 and the ground area devoted to off-street parking was also nearly doubled during the 15 year period.

There was a moderate increase in both the number of vacancies and vacant floor space at ground level. The number of vacant lots was reduced either by building or by use for parking to the point where there was only a single vacant lot by 1961. This one was held by the telephone company for tentative expansion of its facilities.

Summary of Conclusions The changes which have taken place in the Pittsfield CBD seem to have resulted mainly from some combination of three factors. One is increased consumer purchasing power, another is changes in consumer buying habits and the third is shifts in consumer travel patterns.

The large increase in the number of apparel stores and floor area is attributable largely to increased purchasing power in the Pittsfield area. This increased purchasing power comes as a result of modest population increases in Pittsfield and surrounding towns. Another factor is the increase of disposable income per capita.¹¹ It seems likely that the growth in apparel stores has taken place in the CBD because it already had a great variety of apparel stores to start with. The wider the choices available and the closer together the apparel stores are in relation to each other, the more their consumer attracting power is expected to be. This apparently happens because apparel purchasers like to compare quality,

style, and price by moving from one store to another.¹² Comparisons can be made most satisfactorily when there are a great many stores within easy walking distance of each other.

The substantial reductions in CBD food stores seems to have resulted for the most part from changes in shopping habits and travel patterns that have taken place since 1946. More people live farther from the CBD in 1961 than in 1946. Many more families in 1961 than in 1946 had a second car which the housewife used for doing family shopping. Studies have shown that the housewife with a car at her disposal will go to the nearest supermarket several times or more a week.¹³ With nearly complete dependence on the automobile for travel to make food purchases oftener than once a week, the Central Business District, with traffic congestion and relatively limited parking, was a spot not selected by grocery¹⁴ and supermarket operators for their store locations in 1961.

Shifts in shopping travel patterns seem to have been important in causing slight decreases in general merchandise and furniture store floor areas in the Pittsfield CBD. Many people appear to prefer shopping at outlying stores such as Sears and Zayre to going into the Pittsfield CBD. The ease of parking coupled with the excellent variety of general merchandise at either Sears or Zayre in addition to the convenience of having supermarkets adjacent may have much to do with the success of the new shopping centers outside the CBD.

The general tendency in Pittsfield and other American cities has been for retailing to move in the direction of high

income residential areas.¹⁵ In Pittsfield, with the exception of apparel, all of the major growth in retailing has taken place outside the CBD.¹⁶ In Pittsfield, most of the growth has occurred in two shopping centers located several miles east of the CBD.¹⁷

The general reduction in service establishments at ground level without the loss of ground level floor area apparently indicates that some of the small marginal businesses were forced out and their space absorbed by others.

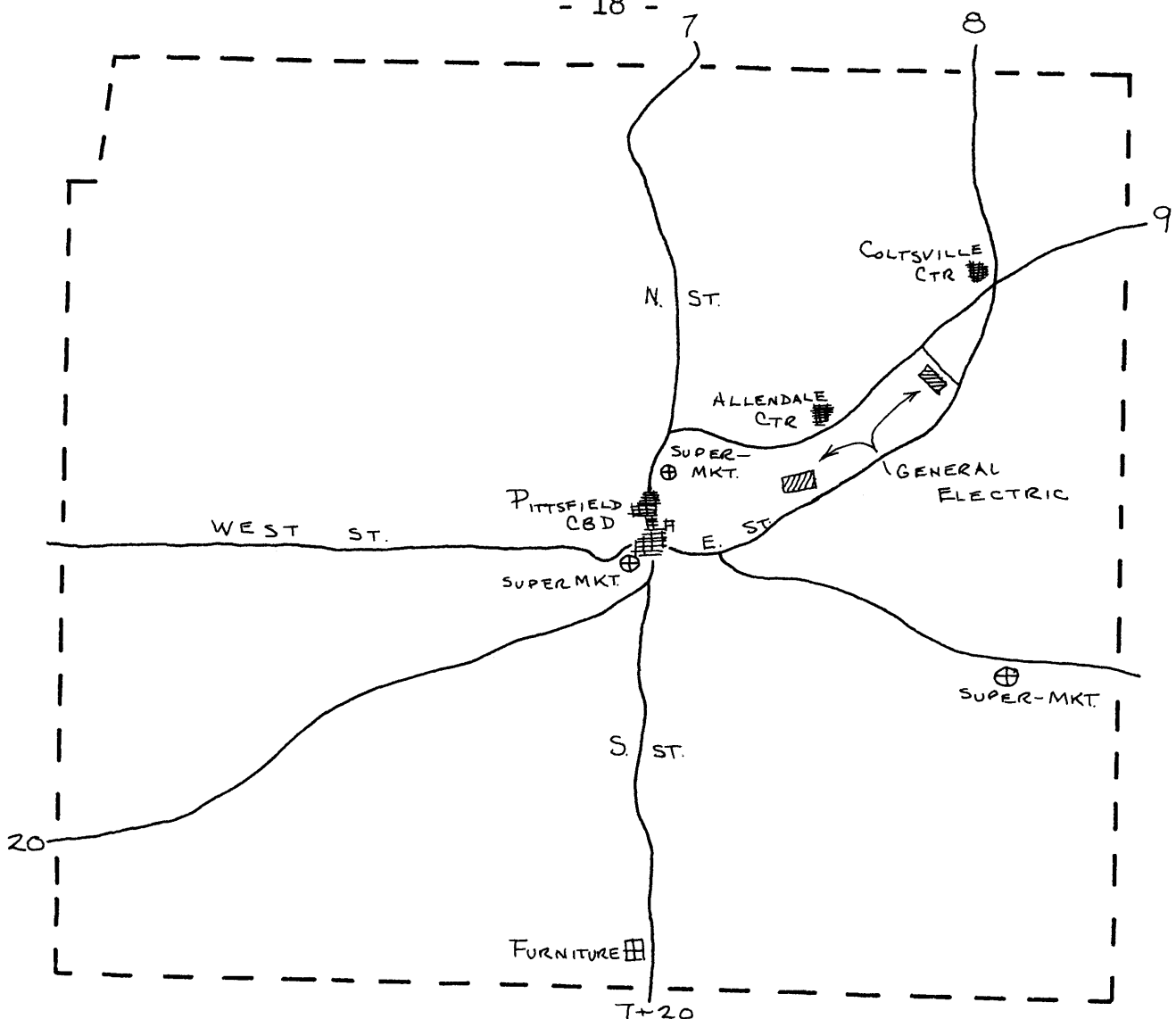
The nearly doubled parking facilities in the Pittsfield CBD have resulted from the building of three municipal lots between 1946 and 1961.¹⁸ These three lots, all of which are metered, account for over 90% of the increased parking made available in the Pittsfield Central Business District during the 15 year period.¹⁹ During this time Pittsfield must have decided that parking facilities were needed if the downtown commercial functions were to continue on a competing basis with the new shopping centers.

The fact that between 1946 and 1961, vacant floor area at the ground floor level only increased from 3% to 5% of gross retail and service floor area appears to indicate considerable strength in the Central Business District. This feeling is reinforced when it is realized that two new shopping centers, each with large general merchandise stores, were opened during this period and competed directly with the Pittsfield CBD, particularly in terms of shopping goods business.

II METHODS

The 1954 and 1958 Census of Business provide statistics for Central Business Districts. However, Pittsfield with a population of 50,000[†] people was not large enough to qualify for either the central business district or outlying area studies conducted by the U. S. Census Bureau.

In order to obtain information that would allow the isolation of significant changes in the Pittsfield Central Business District between 1946 and 1961, detailed land use studies for both 1946 and 1961 were conducted. As an aid in determining the causes of CBD changes, another similar study was made to determine the extent and type of development in retail and service business outside the Pittsfield CBD up to the summer of 1961.²⁰ The outlying survey was confined to an examination of those outlying stores which opened after 1946. Several methods were used for mapping the number and kinds of establishments, and their gross floor space for all retail and service outlets in the Pittsfield CBD in 1946 and 1961.²¹ A detailed discussion of the methods used in data collection and comparison is contained in the appendix of this thesis.

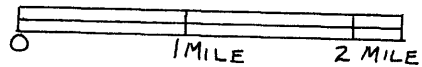


PITTSFIELD, MASSACHUSETTS






Scale - 6000 Feet to an Inch

LOCATION MAP

MAP NUMBER 4



LEGEND

-  CBD - Central Business District.
-  CTR.- Shopping Centers
-  General Electric Works
-  Supermarkets
Outside CBD and Shopping Ctr's.
-  Furniture Discount Store



III FINDINGS

A look at the total number of retail establishments and service outlets for 1946 and 1961 would seem to indicate almost no change during this period as there were 277 stores and service outlets in 1946 and 276 in 1961, some 15 years later. Although there was only one less store or outlet in the 1961 CBD, there was a 26,000 square foot increase in the total floor area being used in 1961 over that used in 1946. Recapitulating, we find that between 1946 and 1961 there was one less establishment in the CBD and the total floor area increased 26,000 square feet. There is certainly nothing very startling in these relatively minor changes.

Retail Establishments There were a total of nine more shopping goods establishments in 1961 than there were in 1946 with an accompanying increase of 25,000 square feet of floor area. All this shopping goods increase was registered by apparel stores. The growth of apparel stores in the Pittsfield CBD during this 15 year period is quite spectacular when viewed against the background of lethargy shown in the other forms of retailing over this same period. The number of apparel stores increased by ten with floor space going up at the same time by 31,000 square feet.

Convenience goods total establishments had four less stores in 1961 than in 1946 and the floor area total was 14,000 square feet less. The major reduction in convenience goods resulted from the removal of six food stores, with 18,000 square

feet of floor area from the Pittsfield Central Business District.

Service Outlets There were six fewer service outlets in 1961 than there had been in 1946 in the Pittsfield CBD. While the number of establishments were fewer, there was a 10,000 square foot increase in total floor area used for service businesses. Professional and clerical offices including doctors, dentists, lawyers, insurance company offices, etc. were not included in these service figures. The number of service outlets at the street level decreased, during this 15 year period, by 15 establishments with only a 2,000 square foot loss in floor area. During this same time, service outlets located upstairs increased by nine establishments and an estimated 12,000 square feet of floor area.²²

Stores Outside CBD Between 1946 and 1961 there were 25 retail and service establishments built in Pittsfield which were located outside the CBD. These establishments had an aggregate floor area of 275,000 square feet. Off-street parking areas serving these establishments totaled six and had a combined area of 834,000 square feet. None of the space built since 1946 was vacant in 1961.

Each of the two major shopping areas outside the CBD contains a supermarket and a general merchandise outlet as a nucleus. In one case, the general merchandise outlet is a Sears Roebuck store with 42,000 square feet of floor area and in the other shopping center it is a Zayre discount house, with 50,000 square feet of floor area. The Allendale shopping area, in

addition to Zayre and a supermarket, has four other establishments including a bowling alley. The Coltsville Center is a well balanced planned shopping center with 12 stores besides a supermarket and Sears.

A comparison of the total number, kinds and floor area of outlying stores built since 1946 with similar total 1961 store figures for Pittsfield is most revealing. To be expected is the overwhelming position of the five outlying supermarkets which marshal 85,000 square feet of floor area to only 16,000 square feet for food stores in the CBD. What comes as a real surprise is that the total of the outlying general merchandise stores, 101,000 square feet, comprises over half the Central Business District general merchandise floor area.

Further comparison between the outside stores and those in the Pittsfield CBD shows that the outsiders haven't anything to match the CBD with in selection or variety when it comes to stores offering apparel, furniture, drugs or miscellaneous specialty items for sale. Outlying eating and drinking places are not located at either Coltsville or Allendale and no attempt was made to gather information regarding the outlying eating and drinking places located in other parts of Pittsfield.

A sparsity of personal and most other services is the case in the outlying Pittsfield shopping areas. The services available in the shopping centers consist of a branch bank at each center and at the Coltsville Center there is a beauty shop and a cleaner. There are a total of 25 outside the CBD retail and service establishments including all stores in the two

shopping centers, the three individual supermarkets and the discount furniture store. These places outside the CBD have a combined total floor area of 275,000 square feet.

With the exception of eating and drinking places and small neighborhood stores, this represents all of the retail and service space built outside the Pittsfield CBD between 1946 and 1961. The Pittsfield CBD in 1961 had in use 276 retail and service establishments with a total of 857,000 square feet. Put another way, it can be said that in 1961 there were 11 times as many stores in the CBD as there were in the areas outside the CBD and the stores in the CBD had about three times as much floor area as those in outlying locations.

There are at least 70 types of retail stores and services available in the CBD that are not available in Pittsfield anywhere outside the CBD.

The population of Pittsfield and its six bordering towns has risen during this 15 year period from approximately 60,000 to 70,000 people. This indicates that the total of disposable incomes²³ potentially available for expenditure in Pittsfield retail establishments during 1961 amounts to a total of \$158,620,000. If this is reduced to 1946 purchasing power according to the Consumer Price Index for all items, the 1961 disposable income figure is reduced to \$88,175,000 by 1946 purchasing standards. The figure for the total disposable income for the same area in 1946 was \$74,560,000. Therefore, over the 15 year period following 1946, disposable incomes for Pittsfield and the six surrounding towns rose at the rate of about 1% a year and amounted to an actual rise of 18.4% between 1946 and 1961. Some of this rise

in disposable income is inevitably reflected in CBD and out-lying store business volumes. The Pittsfield experience seems to have been that except for the apparel volume it appears that most sales increases over this period have gone to the stores built between 1946 and 1961 outside the CBD.²⁴

Detailed Findings A closer look at the individual figures making up the totals reveals that certain very basic upheavals have taken place during this short period.

A great gain in apparel stores was registered, there being 10 more in 1961 than there were in 1946. Floor area in apparel stores rose by 31,000 square feet so that in 1961 53 apparel stores occupied 114,000 square feet.

Somewhat balancing this gain was a sizeable reduction in food store floor area. There were six fewer food stores and 18,000 square feet less floor area in the CBD than there had been in 1946. Nine food stores occupied only 16,000 square feet in 1961 and not a single one was a grocery. Only fruit stores, delicatessens, bakeries and food specialty stores remained.

Service outlets which occupy space entirely situated upstairs in the CBD showed an increase of 12,000 square feet and a net increase of nine individual service outlets. Service outlets at the street level showed a fairly sizeable decrease, there being 15 fewer places of business in 1961 than in 1946. However, the floor area reduction was only 2,000 square feet.

A general rundown of the remaining categories shows that furniture and general merchandise stores are not quite holding their own in the CBD with a reduction of 6,000 square feet in floor area and a decrease of one store during the period. Drugstores have gained slightly with one additional store and a 2,000 square foot floor area increase. Eating and drinking places also gained by one additional establishment from 1946 to 1961 while the total floor area went up by only 2,000 square feet. The number of miscellaneous retail establishments remained at 52 for both 1946 and 1961, but there was an increase in the average store size as the floor area total rose by 5,000 square feet during the same 15 year period.

A detailed breakdown of the changes in apparel stores in the CBD from 1946 to 1961 works out this way. There was an increase of seven in men's wear stores, of three each in children's and ladies' wear, of two in shoes and one in corsets. Decreases occurred in ladies' hats with two less stores, and there was one less store each for family apparel, men's hats and Army-Navy.

The main decreases in food stores from 1946-1961 resulted from the removal of seven grocery stores from the Pittsfield CBD. There was also one less bakery and one less butter and egg store. Food store increases were shown by single additions of a delicatessen, a fruit store and a doughnut shop.

In summary, the only genuinely healthy gain in the retail picture of the Pittsfield CBD over the past 15 years took place in the apparel business where sizeable increases in the number of stores and total floor area were registered. The only significant losses in retailing in the CBD occurred in food stores, which didn't occupy a great deal of space even in 1946. Food stores were, nonetheless, much less numerous by 1961 and their total floor area had been cut in half since 1946. Generally speaking, all other categories of retail stores including general merchandise, furniture, drugs, eating and drinking places and miscellaneous retail stores, could be said to have either just barely held their own or slipped a little from 1946 to 1961.

To summarize the situation with regard to changes in service outlets between 1946 and 1961, it is clear that a great decrease in the number of individual services has taken place at the street level while the reverse is true for upstairs service places. The large decrease in floor area which might have been expected to occur as a result of the 15 establishment decrease in services at the street level did not take place. There was a drop of only 2,000 square feet when a 40,000 square foot drop would have resulted had the 1946 average store size prevailed. Instead, the average store size of the 62 remaining street level service outlets rose from 2,600 square feet to 3,200 square feet.

In a nutshell, the greatest retailing changes in the Pittsfield CBD from 1946 to 1961 were sizeable increases in

the number and total floor area of apparel stores while a partially balancing opposite action occurred in the form of a considerable decrease in the number of food stores and their total floor area. There was a small reduction in the total number of retail outlets in the CBD although the floor area total increased substantially.

By comparing the numbers of retail establishments and service outlets by specific types²⁵ it may help in understanding just what caused the changes in the totals between 1946 and 1961. The increase in the number of apparel stores was led by men's apparel establishments which had seven more than in 1946. Ladies' apparel and children's apparel stores each increased by three. Shoe stores increased by two and a corset shop was established. Losses were also sustained in the apparel group with a reduction in ladies' hat shops by two and in Army-Navy stores by one. Also the only men's hat shop is no longer in business. Although men's apparel showed the greatest increase over the 15 year period, there are five more ladies' apparel stores than men's, there being 18 ladies' and 13 men's in the 1961 Pittsfield Central Business District.

Seven grocery stores, one bakery and one butter and egg store have disappeared from the CBD since 1946. One doughnut shop, one delicatessen and one fruit store were added over the past 15 years. Groceries for the home may no longer be found anywhere in the CBD.

The interpretations of the changes which have taken place in service establishments in the Central Business

District since 1946 are not as clear cut as they might be. The data shows that there was a decrease of 15 in the total number of ground floor service outlets while at the same time the total number of upstairs establishments increased by 12. An obvious question is whether or not the decrease downstairs was absorbed for the most part by the upstairs increases.

By comparing each type of service outlet change on the ground floor with the same type of outlet regarding any changes upstairs it is possible to see that those uses no longer on the ground floor did not move into the upstairs. The biggest single loss of one kind of establishment on the ground floor between 1946 and 1961 was a reduction in the number of barber shops. Eight shops went out reducing the number of barbers from 18 to 10. At the same time barber shops located upstairs also dropped in numbers, being reduced from six shops to three.

The biggest kind of service increase upstairs came in the insurance agency field. In 1946 there were eight agencies upstairs and by 1961 there were 21. Ground floor insurance agencies also showed an increase from four to five during this period. Ground floor service outlets in which there was a reduction of two or more between 1946 and 1961 included laundries, shoe repair shops, fuel dealers and tailors. These four types of services accounted for a loss of 12 establishments on the ground floor. Upstairs, at the same time, there were no laundries; there was a reduction of one in shoe repairers, a reduction of two in fuel dealers and the one

tailor remained. Thus, there was no evidence of any complementary movement of service outlets from the ground floor to upstairs locations in the CBD from 1941 to 1946. The trend was toward losses in personal services both upstairs and on the ground floor. In addition, there was a strong trend upstairs toward the establishment of insurance agencies. The ground floor increase by one insurance agency during the period supported the general trend.

It is also interesting to note that there have been no increases of note in the number of service establishments located in the Pittsfield CBD over the 1946-1961 period other than the increase by 14 in total insurance agencies. The only other services with an increase in total outlets of two or more are beauty shops with three, real estate, photo studios, and drive-in banks all increasing by two.

Shopping Versus Convenience Viewed as a whole, convenience goods establishments have become less important in comparison with shopping goods in the CBD of Pittsfield over the past 15 years. Whereas in 1946 shopping goods floor area was greater than convenience goods floor area by a four to one ratio, this disparity increased from 1946 until there was a five to one differential in favor of shopping goods. In other words, in 1946, convenience goods floor area made up 25% of the combined floor area of convenience goods and shopping goods. By 1961, the situation had changed as the result of increases in shopping goods floor area and losses in convenience goods floor area. At this later time the

convenience goods share of the combined floor area in convenience and shopping goods was reduced to only 20%. Over the past 15 years the Pittsfield CBD has been increasingly a shopping goods center specializing in apparel at the expense of convenience goods in the form of grocery stores that no longer operate in the CBD.

Vacant Space The amount of vacant floor area in the Pittsfield CBD increased between 1946 and 1961 from 25,000 square feet to 44,000 square feet. This does not include the upstairs vacant area for which no information was obtained. The increase in vacant floor area of ground floor places was accompanied by a rise of from 15 to 19 in the number of vacant stores in the CBD.

Vacant lots of which there were four in 1946 have dwindled to the point where there was only one left in 1961. The decrease of 20,000 square feet in gross vacant lot area is just about the equivalent of the increase in vacant floor area recorded between 1946 and 1961. A comparison of the number of upstairs spaces recorded as being vacant in the Pittsfield City Directory²⁶ of 1946 showed 32 vacancies while the 1960 directory indicated 31 vacancies. The vacancy rate for downstairs stores increased from one vacancy for each 17.5 stores in 1946 to one vacancy for each 12.6 stores in 1961.

Off-Street Parking It was no surprise that the greatest land area change associated with the Pittsfield CBD over the past 15 years has been the increase in land devoted to parking

lots. In 1946 there were 13 private parking lots operated in the Pittsfield CBD with a total area of about five acres and a minimum capacity of 600 cars. By 1961 there were 23 parking lots occupying approximately 9.4 acres of the Central Business District and having a minimum capacity of 1,150 cars. The additional land used for off-street parking purposes was largely obtained by the City of Pittsfield. Most of the land had to be cleared of industrial and residential buildings that were in poor condition before it could be used for parking.

The 1946 ratio provided an estimated one square foot of parking space for each 3.7 square feet of total retail and service floor area. The increase in off-street parking by 1961 had changed this ratio significantly so that the ratio was one square foot of off-street parking for each 2.1 square feet of total retail and service floor area. Three municipal lots account for 212,000 of the 408,000 total square feet in off-street parking lots in the 1961 CBD. Auto registrations at the Pittsfield Office of the Massachusetts Motor Vehicle Registry, which serves Western Massachusetts, have increased from 22,000 in 1946 to 33,000 in 1961.²⁷ These figures indicate that the doubling of off-street parking space during the past 15 years has more than kept pace with the one-third increase in the number of cars. The Massachusetts Motor Vehicle Registration data for Pittsfield and Western Massachusetts²⁸ shows that since 1946 an average of nearly 1,000 new cars have been licensed for the area each year.

So far, the increased use of the automobile has not been great enough to create sufficient congestion in the Pittsfield CBD for a single multi-storied parking garage to have been built.

The only traffic counts²⁹ taken in the Pittsfield CBD do not seem to indicate any tendency toward increased traffic flows between 1956 and 1961. This is the only period for which the State of Massachusetts has taken traffic counts in the CBD.

Although five years is a short period from which to get any real idea of changes in traffic flow for the CBD, it is worthy of note that although car ownership in the area is steadily rising, it is seemingly not being reflected in these short period traffic counts taken in the CBD.

Other Cities In the September, 1961 issue of "Urban Land,"³⁰ Dr. Homer Hoyt makes six pertinent observations regarding changes in the location of retail business activity in the largest cities of the United States. These observations are based largely on an analysis of the figures for the 94 largest U. S. business districts as reported in the 1958 edition of the U. S. Census of Business. Pittsfield does not qualify as one of the 94 largest U. S. cities, all of which have a population of at least 100,000.

The following are the observations Dr. Hoyt made in his article concerning the largest U. S. cities:

1. "The relative position of the major retail stores in the CBD has declined as a result of suburban planned shopping centers."

2. "In 1958 in 94 metropolitan areas in the U. S., including all the largest cities, sales of general merchandise outside the CBD were 19% greater than sales inside those same districts."

3. "In metropolitan areas with less than one million population, central general merchandise sales still exceeded those elsewhere in the metropolitan area, but at the present rate of growth, the sales volume of suburban department and variety stores in cities of one-half to one million will soon pass those of central stores."

4. "In all the metropolitan areas of every size the sales of general merchandise stores outside the CBD increased 54% from 1954 to 1958 while the central stores gained only 3.5% in dollar volume."

5. "In metropolitan areas of every size, the rate of sales increase of suburban general merchandise stores was from 7 - 28 times that of the central stores."

6. "In 1958 shopping goods sales comprised only 22.2% of total retail sales and convenience goods sales comprised only 35.8% of total retail sales."

Sales of general merchandise outside the CBD in Pittsfield were not greater than such sales in the CBD in 1961 using comparative floor areas as a measure. Dr. Hoyt's findings indicate that the largest cities have had consider-

ably greater growth of general merchandise stores outside the CBD than has Pittsfield. In most other respects where comparable floor area data as a measure of Pittsfield's position allows a comparison, we find that changes in Pittsfield are quite similar to those of the largest U. S. cities.

The relative position of the major stores in Pittsfield has been substantially reduced in the face of new stores built outside the CBD. As a measure we find that in 1946 there were no general merchandise stores outside the CBD. In 1961 well over one-third of all general merchandise floor space was found outside the CBD in Pittsfield. If the growth of general merchandising establishments outside the CBD continues at the same rate over the next ten years as it has during the past 15 year period, it will probably exceed in gross floor area the general merchandise stores located in the Pittsfield CBD. This is assuming that there continues to be no growth of general merchandise stores in the CBD just as there has not been any during the past 15 years.

The economic base of Pittsfield appears to be strong enough to support at least as great a rise in the area's population and disposable incomes as the rise which took place from 1946 to 1961. Basically, it only took two fair sized stores to create outside the Pittsfield CBD one-third of the total general merchandise floor area serving Pittsfield. Two more similar sized stores would give the outside the CBD general merchandise stores more than one-half the

total floor area if no new CBD space were built. As yet, none of the shopping goods stores built in the shopping centers are branches of stores operating in the Pittsfield CBD.

In terms of dollar volume there is no information available for Pittsfield that allows the measurement of dollar volume growth of general merchandise stores between 1954 and 1958. Therefore, no exact comparison with the largest U. S. cities is possible over the same period for which Dr. Hoyt made his observations.

As indicated by floor area increases it seems certain that the rate of increase of Pittsfield suburban general merchandise stores easily falls within the 7 to 28 times that of the CBD stores indicated by Dr. Hoyt for the largest U. S. cities from 1954-1958.

Where good comparisons between the Pittsfield situation can be made with the observations of Dr. Hoyt, it appears that the trends in the growth of Pittsfield retailing generally coincide with the trends found in the larger U. S. cities. The growth of general merchandising sales in the Central Business Districts of the larger U. S. cities is limited to an increase of only a few percentage points a year. In the Pittsfield CBD, there has been a slight decrease in floor space devoted to general merchandise but there could, at the same time, have been an increase of dollar sales. Outward physical signs give no hint of anything other than possibly nominal increases in Pittsfield CBD general merchandise sales volumes.

While growth of general merchandise sales is sluggish in the central districts of the larger U. S. cities and seemingly in Pittsfield as well, sizeable increases are taking place in these same cities outside the CBD. The large increases in the floor areas of stores outside the CBD seems certainly to confirm that Pittsfield's growth is similar in this respect to that of the larger U. S. cities.

IV CONCLUSIONS

It becomes fairly apparent that changes in buying habits, travel patterns and purchasing power are variously responsible for most of the changes that have taken place in the Pittsfield CBD between 1946 and 1961.

During this period a significant change has taken place in the mode of transportation used by many Pittsfield shoppers. There has been a great shift from dependence on bus transportation to car transportation. In 1946 over 8,000,000 revenue passengers used Berkshire Street Railway buses in Pittsfield. By 1960 the number of revenue bus passengers recorded was about 1,500,000.³¹ While the people in Pittsfield were forsaking bus transportation in greater numbers every year, they were buying more cars each year.

In 1945 there were about four people for each car in the Berkshire County Area around and including Pittsfield. At the same time it is estimated that there was about .9 of a car per family. By 1960 the number of people per car had decreased as the result of more cars so that there were 2.9 people per car and 1.2 cars per family.³² This means that a considerable number of families in and around Pittsfield owned two cars by 1960.

Traffic counts taken in downtown Pittsfield over the years 1956 to 1961 do not seem to indicate any marked tendency to increase as might be expected with the rise in car ownership.³³ During 1960 the City Treasurer noted that parking

meter revenues decreased for the first time since they were installed.³⁴ Two counts of vacancies in municipal parking lots were taken on normally heavy shopping days at noon hour.³⁵ These counts showed that plenty of vacant spaces were available and it seemed clear that the difficulty of parking was not a factor preventing shoppers from doing business in the Pittsfield CBD in 1961.

The 30% increase registered in car ownership in the Pittsfield area seems to be about in line with the national trend in car ownership. In 1948 54% of American families owned their own cars. A decade later, 73% of the nation's families had their own car.³⁶ Today some 20% of all car-owning households in the United States own two or more cars.³⁷ Most of the increase in two car ownership has been the result of the flight to the suburbs by nearly all income groups.³⁸

Nationwide, the percent of disposable income, in 1959 dollars, spent on public transportation and new cars offers a contrast that appears to reflect the situation in Pittsfield during the same period. In 1947 the people of the United States spent 1.81% of disposable income on public transportation. This fell to an estimated .95% in 1959. The percent of disposable incomes Americans spent on new cars in 1947 was 2.70. This figure rose to an estimated 4.70 in 1959.³⁹

While the mode of transportation was becoming increasingly more dependent on the family car or cars a change was also taking place in buying habits around the country and presumably in Pittsfield as well.

As populations increased and incomes rose,⁴⁰ greater purchases of automobiles and other hard goods took place. Most of this boom in buying centered around the purchase of electric appliances for which the demand was greater than the supply during this period. While these durable items were in short supply a higher than normal proportion of consumer expenditures were made for food, housing, clothing, and entertainment. When the supply of durable goods was sufficient to meet the demand the relationship between incomes and expenditures reverted to a position similar to that of the 1930's.⁴¹

"The great post war boom of 1946-1956 can be regarded as a resumption of the boom of the 1920's. The march to the outer suburbs continued after a marked deceleration in the 1930's," according to Rostow. An indication of the boom in appliance sales across the nation is that, in 1946, 69% of houses wired for electricity had electric refrigerators; a decade later the figure was 96%; and the figure for other electric gadgets -- for example, the vacuum cleaner and electric washer -- are similar. Television was installed in 86% of such homes by 1956.⁴² In the late 1950's the boom aspects of the economy disappeared at least partially as the result of near market saturation of many durable goods items.

With birth rates up at the national level and death rates down, it would appear that the working force will be required to support more old and more young than ever before. Rostow says, "that if the arms race continues the next decade in American history will be one of vigorous expansion of output,

touched at the level of private consumption by a degree of austerity."⁴³

The Pittsfield CBD of 1946 to 1961 seems unquestionably to have felt the impact of the new travel patterns brought about by more automobiles and the effect of new trends in consumer choice and allocation.

Shifts in floor area figures indicate that the Pittsfield CBD was becoming more of a shopping goods and less of a convenience goods center between 1946 and 1961. The decreases in food stores and the lack of significant increases in other convenience goods stores shows that consumers are doing less and less of their convenience shopping in the central district of Pittsfield. The major increases in supermarkets and other convenience goods stores between 1946 and 1961 at locations outside the CBD is evidence of the increasing trend toward convenience shopping away from the CBD.

The Pittsfield CBD has become more of a shopping goods center between 1946 and 1961 as a result of increases in apparel stores. Shoe stores and all kinds of apparel stores showed gains including men's, women's, children's. These increases may have been fostered initially by shortages in other lines following the war such as appliances which caused people to spend more than they would normally on apparel. These initial increases have perhaps been sustained and even increased in the late 1950's by general population growth in the Pittsfield market area. The tendency has been for the apparel stores to stay in the CBD where a large number of

established stores can offer the consumer a great variety in styles, prices and quality. This above all is what has been found most important in attracting the greatest number of buyers to a shopping area.⁴⁴

Robert Hall, Zayre and Sears are selling clothes outside the CBD. Just how much attraction these stores have is not known but it may be that many of their customers were seeking apparel in a lower price range than that generally prevailing in the Pittsfield CBD. However, with 53 different apparel stores in 1961 in the CBD, garments at all price levels would seem likely to be available.

Homer Hoyt in his writings emphasizes the importance of department stores in providing pulling power to central business districts.⁴⁵ Hoyt also points out that new shopping centers generally do not increase the total retail business but only divide it.⁴⁶

To repeat again, using floor areas as a measure of business change, it looks as if in Pittsfield the new centers and supermarkets outside the Pittsfield CBD have taken a high proportion of the new growth in the Pittsfield market area. This is brought out by the considerable new floor areas in all lines of retailing at new stores outside the CBD between 1946 and 1961. Except for apparel there were no major gains in CBD retail floor areas over the same 15 year period.

Service outlets, except for a rise in the number of insurance agencies, present much the same lackluster growth picture in the Pittsfield CBD. There was a sharp decrease in the

number of service outlets on the ground floor but floor areas remained about the same in 1961 as in 1946. An examination of the kinds of service outlets displaced does not indicate that any particular type or types of services caused the drop in the numbers of outlets.

The lack of growth in CBD services cannot be explained by competition from the shopping centers as there are few services available at either the Coltsville or Allendale center. One dry cleaner, two branch banks and a bowling alley are all the services offered.

There was a large increase in the number of insurance agencies located in upstairs space in the Pittsfield CBD. Low overhead at the point of maximum accessibility may explain why the insurance people chose to locate in the upstairs places in the CBD. There was a great deal of vacant space in the upstairs portions of CBD buildings in Pittsfield both in 1946 and 1961. This space seems potentially useful for office expansion in times of extreme business activity working like a big expansion tank able to absorb any extra load put on the system.

Outlying Shopping There seem to be at least two good explanations for the location of the Coltsville and Allendale shopping areas to the east of the Pittsfield Central Business District. One is population growth and the other is the position of the main works of the General Electric Company. The 10,000 General Electric employees, many of whom pass right by one or the other of these shopping areas form a large group of potential customers.

A certain number of these G.E. workers, about one-third of which are commuters from outside Pittsfield,⁴⁷ are sure to make a certain number of purchases at either Coltsville or Allendale. Some of the purchases will undoubtedly be impulsive while others are likely to be of the predetermined kind.

An additional impetus for the location of the Coltsville and Allendale shopping areas to the east of the Pittsfield CBD is the growth of population in this direction. Dalton, the town to the east of Pittsfield, had roughly twice as much growth as any other town adjacent to Pittsfield between 1950 and 1960. In the city of Pittsfield the wards in the southeastern part of the city showed the greatest total population increase of all wards in the city between 1950 and 1960.⁴⁸ These new residents are as close and in some cases closer to the Allendale and Coltsville shops as they are to those in the Pittsfield CBD.

From personal observation it appears that most of the homes in this southeastern section of Pittsfield, the section with the highest growth rate, belong to families with above average incomes. It is probable that a high proportion would be two car families with one car available to the housewife for frequent shopping trips at any time. The only outlying supermarket without other stores near it is a new one located centrally in the midst of the new residential growth in this southeast quadrant of Pittsfield. Shopping for convenience goods by people living in Dalton or Southeastern Pittsfield will, in all likelihood, be done almost entirely at one of the three super-

markets and other shopping center stores located in the eastern part of Pittsfield. The combination of a large daily commuter traffic flow past the shopping centers in addition to considerable high value residential growth to the east and southeast of the CBD would seem to explain the growth of outlying shopping facilities in this area.

Other Outside Stores Two supermarkets are located just on the outside edge of the CBD, one to the north and one to the east. A discount furniture store is located about three miles south of Pittsfield on main Route 7 and 20. The close-in supermarkets apparently are used by people who work in or near the CBD and by those who live in the older residential sections of Pittsfield clustered around the CBD.

The discount furniture store is oriented to highway traffic for its customers. Prices may be lower so that many customers from the area are attracted. A high proportion of sales could result from impulse purchases from people in passing cars.

Implications A reasonable assumption is that the new trends in travel patterns brought about by increases in automobile ownership and use in Pittsfield will continue. Also, assuming no drastic shifts in the percent of disposable incomes spent on various items it would appear that most growth in business volume will continue to take place in parts of Pittsfield outside the CBD. The continued strength of apparel seems assured in the CBD.

Several alternative plans for future development of the Pittsfield CBD might be adopted. These development plans can be formulated on the basis of knowing what the trends in retailing and services have been between 1946 and 1961. The approach that seems to be most frequently taken is that of doing everything possible to build up the CBD. The arguments for this are many and include such things as the importance of the downtown image as a means of identification for residents, the protection of investment in CBD property, the importance of the many unique, one of a kind stores and services found only in the CBD and there are numerous other things which may be said in favor of the CBD.⁴⁹

A different tack would be to do everything possible to hasten the decentralization of one or more of those retail business types already tending to develop new floor space in locations outside the CBD. By doing this, functionally specialized groupings of stores could be fostered in the CBD. An example would be the removal of all general merchandise stores from the CBD to new quarters at outside locations. The removal of the general merchandise stores would probably cause reductions in the remaining convenience goods outlets because a smaller labor force in the CBD would reduce the number of customers captive to CBD stores.

The CBD after removal of the general merchandise stores could specialize on apparel, furniture and miscellaneous retail sales. The exodus of the general merchandise stores would open up in the neighborhood of 150,000 square feet of ground floor

space. By planning the reuse of this space, rational groupings of apparel, furniture and specialty shops could be carried out. For instance, it might be decided that the ladies apparel shops would be located in one sector of the CBD. This would allow lady shoppers a maximum use of time in comparing the styles, prices and quality of apparel available in the Pittsfield CBD. Another possibility would be for the department stores to open branches selling apparel in the CBD.

One problem would be what to do with the large amounts of vacant space that would almost certainly remain. Clearance might be feasible possibly aided by subsidies under a Federal Urban Renewal Program. The cleared areas might offer Pittsfield the opportunity it badly needs to change the spacing of most of the intersections along North Street. Off-street parking could perhaps be provided adjacent to each functional grouping of stores and some cleared areas might be used simply as open space.

This plan would initially reduce the business volume of the CBD but a heightening of the CBD growth horizon might result. A reduction in traffic congestion allowing increased efficiency in CBD traffic movement seems a certain result of such a plan. The validity of such an unorthodox plan lies in the fact that its major proposal, that of removing the general merchandise stores from the CBD, is not contrary to the trends which this thesis found to be in operation from 1946 to 1961.

In Retrospect One original intention for this thesis was to gather information on dollar sales volumes for the CBD which were to be compared and related to the floor area and number

of establishments data that is included herein. Unfortunately all attempts to find or compile such dollar sales information were totally unsuccessful. Without this dollar sales volume information the overall worth of the thesis is reduced to a certain degree.

Dollar sales information for the central business districts of other cities⁵⁰ as well as planned shopping centers is available.⁵¹ It would seem that further investigation would be certain to uncover some means of getting dollar sales volume information for the Pittsfield Central Business District.

Final Summary In brief the findings of this thesis are: Between 1946 and 1961 there were sizeable increases in both the floor areas and the numbers of apparel stores in the Pittsfield CBD. Decreases of a smaller magnitude occurred both in the numbers and floor areas of Pittsfield CBD food stores between 1946 and 1961.

There was a considerable reduction in the number of service outlets located at the ground level in the Pittsfield CBD between 1946 and 1961. During this same period these Central Business District service establishments experienced almost no decrease in floor areas over the same 15 year period.

The number of upstairs service outlets in the Pittsfield CBD increased considerably between 1946 and 1961, mainly from an influx of new insurance agencies. When both upstairs and ground floor services in the Pittsfield CBD were viewed collectively, there was a small decrease in their numbers between 1946 and 1961.

During this same 1946 to 1961 period the number of automobile parking lots in the Pittsfield CBD nearly doubled as did the ground area they occupied. Vacant space suitable for retail or service use showed modest increases between 1946 and 1961 in the Central Business District of Pittsfield. The few vacant lots that existed in the Pittsfield CBD in 1946 were reduced to one vacant lot in 1961.

The most significant changes seem to be:

1. The increases in the numbers of apparel stores and their total floor area in the Pittsfield CBD over the period from 1946 to 1961.

2. The reduction in Central Business District food stores both in numbers of stores and in floor areas from 1946 to 1961 in the CBD of Pittsfield.

A cursory study of national and local changes in population, consumer income and expenditures, car ownership and local buying habits and travel patterns suggests that the principal explanations of these changes are:

1. Consumer purchasing power increases resulting partly from population growth and partly from higher per capita incomes.

2. Changing consumer buying habits partially related to new living habits including suburban living.

3. Changing travel patterns related to increases in car ownership and use.

Possible Planning Value This thesis may have made a limited contribution to the field of city planning and more specifically

to the study of central business districts by presenting an analysis of data for a city in a size range for which such data is not generally available.

There seems to be a definite need for more data of all kinds pertaining to central business districts to help in making predictions about future CBD development. This thesis contains one kind of data and shows how it might be analyzed for use in planning the CBD.

This thesis has attempted to use changes in numbers and floor areas of retail and service establishments as indicators of the kinds and magnitude of changes that have taken place in the central business district of a relatively small New England city. By comparing the changes in the numbers and floor areas of CBD establishments with new retail and service activities outside the CBD, this thesis moves to find out something about the influences responsible for the changes in the CBD.

Planners in cities similar in size to Pittsfield may be able to decide from reading this thesis whether or not similar information for their city would be helpful. The thought is that such information can be used to advantage in making valid predictions out of which can lead logical planning objectives for future central business district development.

FOOTNOTES

1. Massachusetts Department of Commerce, Town and City Monographs, Monographs #20, City of Pittsfield, p. 10.
2. See Population Table, p. 3 and Population Map (#1), p. 3.
3. Ibid.
4. See Disposable Income Table, Appendix, p. 75.
5. See Table of Gross Floor Areas, p. 10.
6. See Map Number 2, p. 6.
7. See Appendix, pp. 83-86 for a discussion of the factors considered in defining the CBD.
8. Sales Management, The Magazine of Marketing, Survey of Buying Power, "County, City Retail Sales Data, 1954."
9. Ibid, May 1961 edition.
10. See Appendix, p. 76 for Consumer Price Index.
11. See Disposable Income Table, Appendix, p. 75.
12. Hoyt, Homer, "Sales in Leading Shopping Centers and Shopping Districts in the United States," Urban Land, Vol. 20, No. 8, September 1961, p. 6.
13. Voorhees, Alan M., "Shopping Habits and Travel Patterns," Technical Bulletin Number 24, Urban Land Institute, March 1955, p. 11.
14. A complete survey of total neighborhood grocery stores was not included in the scope of this thesis. Without such a survey it is difficult to make meaningful comparisons of food business volumes. Since food store totals are a part of convenience goods totals, these too become inaccurate when using totals for outside the CBD.

15. Boston City Planning Board, A General Plan for the Central Business District, 1961, p. 10.
16. Compare Tables on pp. 10 and 11.
17. See Appendix, pp. 63-64.
18. See Map No. 3, p. 7.
19. See Appendix, p. 72 for a list of parking meters in the Pittsfield CBD, 1961.
20. See Appendix, pp. 63-64.
21. See Appendix, p. 77 for a detailed discussion of the methods used in data collection and comparison of retail and service establishment data.
22. See Appendix, p. 61 for Upstairs Floor Areas.
23. See Appendix, pp. 56-59 for the Numbers of Retail Establishments.
24. City Directory, H. A. Channing Co., Springfield, Massachusetts, 1946 and 1961.
25. See Appendix, pp. 56-59.
26. City Directory, Op. Cit.
27. See Appendix, pp. 69-70 for Automobile Registrations.
28. Ibid.
29. See Appendix, pp. 66-68.
30. Hoyt, Homer, "Sales in Leading Shopping Centers and Shopping Districts in the United States", Urban Land, Vol. 20, No. 8, September, 1961, p. 2.
31. See Appendix, p. 73 for Revenue Bus Passenger Information.
32. See Appendix, p. 69 for Number of Cars Per Person.
33. See Appendix, pp. 66-68 for Traffic Counts.

34. See Appendix, p. 71 for Parking Meter Revenues.
35. See Appendix, p. 65 for Vacancy Counts in Parking Lots.
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37. The Editors of Fortune, Markets of the Sixties, Harper & Bros., 1960, p. 178.
38. Ibid.
39. The Editors of Fortune, Op. Cit., p. 248.
40. Hall, Max, Made in New York, Harvard University Press, 1959, p. 119.
41. Ibid.
42. Rostow, W. W., Op. Cit.
43. Ibid, p. 81.
44. Hoyt, Homer, Op. Cit., p. 6.
45. Weimer, A. M., and Hoyt, Homer, Op. Cit.
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46. Ibid., p. 452.
47. Berkshire County Industrial Development Commission,
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NUMBERS OF RETAIL ESTABLISHMENTS AND SERVICE OUTLETS BY
SPECIFIC TYPES FOR 1946 AND 1961 IN THE PITTSFIELD CBD.

(Also included are the number of establishments by specific types in shopping centers and including individual supermarkets and discount stores built outside the Pittsfield Central Business District since 1946.)

<u>Shopping Goods</u>	<u>1946</u>	<u>1961</u>	<u>Change</u>	<u>Pittsfield Stores Built Outside The CBD, 1946-1961</u>
General Merchandise				
Department Store	3	3		1
Discount Store	-	-		1
5 & 10	4	3	-1	1
Apparel				
Children's	1	4	3	-
Family	1	-	-1	1
Ladies'	15	18	3	1
Men's	6	13	7	-
Army-Navy	2	1	-1	-
Corsets	-	1	1	-
Furs	3	3		-
Ladies' Hats	4	2	-2	-
Men's Hats	1	-	-1	-
Shoes	10	12	2	1
Furniture				
Antiques	-	1	1	-
Furniture	8	7	-1	2
	<hr/>	<hr/>	<hr/>	<hr/>
TOTAL Shop Goods Establishments	58	68	10	8

<u>Convenience Goods</u>	<u>1946</u>	<u>1961</u>	<u>Change</u>	<u>Pittsfield Stores Built Outside The CBD, 1946-1961</u>
Food				
Bakery	4	3	-1	1
Butter and Eggs	1	-	-1	-
Delicatessen	1	2	1	-
Donuts	-	1	1	-
Fish Market	1	1		-
Fruit	1	2	1	-
Grocery	7	-	-7	5
Drugs	8	9	1	1
Eating and Drinking				
Eating and Drinking Establishments	21	22	1	No Data
Ice Cream Parlors	1	1		
<u>TOTAL Convenience Goods Establishments</u>	<u>45</u>	<u>41</u>	<u>-4</u>	<u>7</u>
<u>Miscellaneous Retail</u>				
Appliances	2	4	2	1
Automotive	3	4	1	1
Bargain Shop	1	-	-1	-
Books	1	1		-
Camera	-	3	3	-
Candy	3	2	-1	-
Cards	1	-	-1	-
Costume	1	-	-1	-
Curtain and Drape	4	1	-3	-
Fabric	2	2		1
Floor Coverings	-	1	1	-
Gifts	1	3	2	-
Grain	1	-	-1	-
Hardware	3	-	-3	-
Hobby	2	1	-1	-
Jeweler	10	9	-1	-
Liquor	2	3	1	-
Luggage	1	1		-
Music	1	1		-
News	1	-	-1	-
News and Cards	1	1		-
Office Supplies	2	1	-1	-
Paint	2	2		-
Sewing Machines	1	2	1	-
Sport Shop	1	4	3	-
Stamp Redemption Store	-	-		2
Stationery	1	-	-1	-

<u>Miscellaneous Retail Cont.</u>	<u>1946</u>	<u>1961</u>	<u>Change</u>	<u>Pittsfield Stores Built Outside The CBD, 1946-1961</u>
Television	-	3	3	-
Tobacco	1	2	1	-
Variety	2	1	-1	-
Wallpaper	1	-	-1	-
<u>TOTAL Misc. Retail</u>	52	52	0	4
Total Retail	155	160	5	19
<u>Service Outlets</u>				
Agencies				
Brokerage	-	1	1	-
Insurance	12	26	14	-
Loans	2	3	1	-
Real Estate	6	8	2	-
Real Estate & Insurance	1	-	-1	-
Travel	-	1	1	-
Personal				
Barber	22	13	-9	-
Beauty	7	10	3	-
Cleaner	6	5	-1	1
Laundromat	-	1	1	-
Laundry	4	1	-3	-
Optician	4	1	-3	-
Shoe Shine	2	1	-1	-
Tailor	7	3	-4	-
Recreation				
Billiard Hall	1	1		-
Bowling	4	5	1	1
Dance Studio	1	1		-
Theater	3	3		-
Repair				
Business Machines	-	1	1	-
Camera Repair	-	1	1	-
Garage	2	2		1
Jeweler (Watchmaker)	1	-	-1	-
Plumber	2	1	-1	-
Shoe Repair	6	3	-3	-
Upholsterer	-	1	1	-
Weaver	1	-	-1	-

<u>Service Outlets Cont.</u>	<u>1946</u>	<u>1961</u>	<u>Change</u>	<u>Pittsfield Stores Built Outside The CBD, 1946-1961</u>
Other				
Auto Driving School	-	1	1	-
Bank	6	8	2	1
Cash Registers	1	-	-1	-
Catalog Store	1	1		-
Fuel Dealers	6	1	-5	-
Hotel	4	4		-
Photo Studio	3	5	2	-
Printing Shop	2	1	-1	-
Radio Station	1	1		-
Savings & Loan	1	1		1
Western Union	1	1		-
<u>TOTAL Service Outlets</u>	121	117	-4	5
<u>TOTAL RETAIL AND SERVICE</u>	276	277	1	24

DATA ON GROSS FLOOR AREA AND NUMBERS BY
BUSINESS TYPE OF SERVICE OUTLETS LOCATED
WHOLLY UPSTAIRS AND OCCUPYING NO SPACE
ON THE GROUND FLOOR IN THE PITTSFIELD CBD

Note: Professional and clerical offices were not included in this survey of upstairs occupancy. However, these professional and clerical offices, along with some residences, were noted to occupy a sizeable portion of the total upstairs floor space in the Pittsfield Central Business District.

Note: There are no retailing establishments in the Pittsfield Central Business District with upstairs floor space except for those which also have a private entrance and sales space on the ground floor. The upstairs data for retail establishments which also occupy ground floor space is reported in the totals under another part of this study.

GROSS FLOOR AREA IN SQUARE FEET OF
UPSTAIRS SERVICE ESTABLISHMENTS

Note: All upstairs floor areas were estimated except those indicated.¹ These estimates were based on the average size of similar service outlets at the street level for which dimensions were available. No estimates of vacant floor area were made.

	<u>1946</u>	<u>1961</u>	<u>Estimated Average Size of Outlet</u>
Agencies			985
Insurance	7,880	20,685	"
Real Estate	2,955	4,925	"
Loan	1,970	1,970	"
Brokerage	-	985	"
Barbers	5,106	2,553	851
Beauty Parlors	3,400	5,100	850
Billiard Hall	3,450	3,450	Not Estimated
Bowling	25,190	25,190	" "
Business Machines	-	1,529	1,529
Camera Repair	-	1,682	1,682
Dance Studio	5,666	5,666	Not Estimated
Fuel Dealers	2,040	-	1,020
Hotels	36,763	36,763	Not Estimated
Jewelry (Watchmaker)	1,267	-	1,267
Optician	3,601	-	1,267
Photo Studio	2,834	2,834	1,417
Printing Shop	1,267	2,534	1,267
Radio Station	7,200	7,200	Not Estimated
Shoe Repair	555	-	555
Tailor	559	559	559
Upholsterer	2,880	2,880	Not Estimated
Estimated Totals	114,500	126,500	

¹ Actual gross floor areas were calculated for the Billiard Hall, Dance Studio, Hotels, Radio Station and Upholsterer. These are designated Not Estimated in the extreme right hand column above.

NUMBER OF UPSTAIRS SERVICE OUTLETS BY BUSINESS TYPE

	<u>1946</u>	<u>1961</u>	<u>Net Change</u>
Agencies			
Insurance	8	21	13
Real Estate	3	5	2
Loan	2	2	-
Brokerage	-	1	1
Barbers	6	3	-3
Beauty Parlors	4	6	2
Billiard Hall	1	1	-
Bowling	4	5	-
Business Machines	-	1	1
Camera Repair	-	1	1
Dance Studio	1	1	-
Fuel Dealers	2	-	-2
Hotels	2	2	-
Jeweler (Watchmaker)	1	-	-1
Optician	3	-	-3
Photo Studio	2	2	-
Printing Shop	2	1	-1
Radio Station	1	1	-
Shoe Repair	1	-	-1
Tailor	1	1	-
Upholsterer	1	1	-
	<hr/>		
Total Service Establishments	45	54	9
Vacancies	<u>32</u>	<u>31</u>	
Total Spaces	77	85	

GROSS FLOOR AREA AND PARKING SPACE DATA FOR RETAIL
AND SERVICE ESTABLISHMENTS BUILT OUTSIDE THE
PITTSFIELD, MASSACHUSETTS CBD BETWEEN 1946 AND 1961

Coltsville Shopping Center

	<u>Square Feet</u>
Sears GM	42,000
5 & 10 GM	10,000
Furniture	5,000
Shoes	2,500
Dresses	3,000
Appliances	3,200
Total Shopping Goods	<u>66,000</u>
Empire Supermarket	18,000
Drugs	5,400
Bakery	1,500
Total Convenience Goods	<u>25,000</u>
Beauty	1,000
Bank	2,000
Cleaner	1,000
Total Services	<u>4,000</u>
Tires	3,400
Blue Stamps	1,000
Misc. Ret.	1,000
Total Misc. Retail	<u>4,400</u>
Approximate Total Floor Space	100,000

The Coltsville parking ratio is approximately 4:1 with 1150 spaces and additional loading areas.

Allendale Shopping Center

	<u>Square Feet</u>
Zayre Discount Store (Gen. Merch.)	50,000
Robert Hall Apparel	7,000
Total Shopping Goods	<u>57,000</u>
Super Market	19,000
Total Convenience Goods	19,000
Bowling Alleys	50,000
Savings Bank	1,000
Gas Station	1,000
Total Services	52,000
Top Value Redemption Center	1,650
Misc. Retail	1,650
Approximate Total Floor Area	<u>130,000</u>

The Allendale Parking Ratio 2:1 with 710 spaces and Additional loading areas.

Other Super Markets

Central Market, East of Town 2-3 miles 15,600 sq. ft.

A little over 4:1 parking with 187 spaces

Adams Market, West of the CBD 1/4 mile on New West Street
12,000 sq. ft.

A little less than 3:1 parking with 100 spaces

First National Store on North Street a few hundred feet beyond
the CBD in a commercial area 14,000 sq. ft.

A little over 4:1 parking with 171 spaces.

Freestanding Discount Store

Wilson's Furniture Discount Store 3 miles south of the
Center of Pittsfield 10,000 sq. ft.

A little less than 2:1 parking with 64 spaces
unpaved.

TWO COUNTS¹ OF VACANT PARKING SPACES IN
THREE METERED, MUNICIPAL PARKING LOTS
IN THE PITTSFIELD CBD

<u>Lot Name and Total Spaces</u>	<u>1961 Day & Month</u>	<u>Total Spaces Vacant</u>	<u>% of Spaces Vacant</u>
Depot St.	11-25	11	4%
280	11-27	114	41%
First St.	11-25	49	22%
218	11-27	114	52%
Wendell St.	11-25	59	72%
82	11-27	30	36%
3 Lot Total	11-25	119	20%
580	11-27	258	44%

On-Street Parking - On both days a survey of the on-street parking meters revealed that as soon as a meter was vacated anywhere along North Street, there was somebody waiting to take the space. Vacancies on every street intersecting with North Street frequently appeared and stood vacant. A count of on-street vacancies taken between one and two p.m. the same Saturday as the parking lot count revealed 136 vacant spaces out of 372 metered on-street spaces.

¹ One count was taken on Saturday, November 25, 1961 between 12 Noon and 1 P.M. The other count was taken on Monday, November 27, 1961 between 12 Noon and 1 P.M.

TRAFFIC COUNTS IN THE PITTSFIELD
CENTRAL BUSINESS DISTRICT AT 2
LOCATIONS FOR CERTAIN MONTHS
1956 - 1961

Monthly Average Day - Average of 7 consecutive days of count
taken in 1 week chosen at random during a month.

Peak Day - Highest count for a single day out of 7 consecutive
days of count.

MAD - Monthly Average Day

PD - Peak Day

Source: Massachusetts Highway Department, Lenox Division.

Note: Peak day is usually a Thursday because the stores are
open Thursday night in the Pittsfield CBD.

TRAFFIC COUNTS AT STATION NUMBER 110 LOCATED
ON FIRST STREET BETWEEN EAGLE STREET AND MELVILLE STREET

<u>Month and Type of Count</u>	<u>1956</u>	<u>1957</u>	<u>1958</u>	<u>1959</u>	<u>1960</u>	<u>1961</u>
Jan. PD				13,854	17,512	11,216
MAD				11,269	14,045	10,728
Feb. PD		12,559		12,685		
MAD		10,968		11,597		
Mar. PD			12,983			13,157
MAD			12,114		9,941	11,729
Apr. PD		13,525	13,518	14,065	15,027	
MAD		12,282	12,210	12,475	13,408	
May PD		11,315	14,273	15,534	14,535	15,959
MAD		9,152	12,818	14,186	13,031	14,287
June PD		14,555	15,214	15,298	14,894	
MAD	13,380	13,554	13,147	13,471	13,807	
July PD	17,291	16,272	16,802	15,411	14,229	15,550
MAD	16,122	14,619	15,478	14,115	13,116	14,185
Aug. PD	21,329	14,924	10,233	15,173		
MAD	18,609	13,551	9,334	13,958		
Sept. PD		14,886	8,038			
MAD		13,334	8,785			
Oct. PD		16,998	14,820	16,615		
MAD		15,072	11,483	4,030		
Nov. PD		14,577	14,818	16,944	13,619	16,156
MAD		13,000	12,219	13,496	12,556	13,998
Dec. PD		16,653	13,766	15,352		
MAD		15,093	10,714	13,482		

TRAFFIC COUNTS AT STATION NUMBER 104 LOCATED
ON NORTH STREET NEAR JUNCTION OF SCHOOL STREET

<u>Month and Type of Count</u>	<u>1956</u>	<u>1957</u>	<u>1958</u>	<u>1959</u>	<u>1960</u>	<u>1961</u>
Jan. PD	14,176	10,278	17,069	18,858	18,112	17,187
MAD	11,752	9,707	16,180	16,641	15,722	16,044
Feb. PD	14,753	15,863		16,713		
MAD	15,144	13,047		15,210		
Mar. PD		20,121	18,794		18,133	18,867
MAD		17,774	17,450		16,447	17,493
Apr. PD	21,616	18,211	18,509	16,833	19,525	
MAD	19,980	17,438	17,309	15,517	17,754	
May PD	20,173	17,016	19,949	18,061		19,787
MAD	17,877	15,338	17,701	17,097		18,638
June PD	18,052	18,316	17,913	16,068	19,038	
MAD	16,966	16,638	15,756	14,813	18,189	
July PD	17,291	21,269	20,806	19,330	20,424	20,203
MAD	16,122	18,703	19,216	17,610	19,908	18,721
Aug. PD	20,049	21,712		19,097	19,808	
MAD	17,950	18,798		18,243	20,424	
Sept. PD	21,015	16,856	17,977			
MAD	17,835	15,530	16,838			
Oct. PD		18,148	19,009	20,455		
MAD		16,554	16,671	17,965		
Nov. PD	18,176	22,897	18,078	17,865	18,586	
MAD	16,814	17,569	16,242	16,081	17,223	
Dec. PD		19,582	19,159	19,401		
MAD		18,094	16,987	17,182		

AUTOMOBILE REGISTRATION PLATES ISSUED 1946-1960
BY THE PITTSFIELD OFFICE OF THE MASSACHUSETTS
BUREAU OF MOTOR VEHICLES SERVING WESTERN
MASSACHUSETTS

1946 - 22,278	1954 - 27,574
1947 - 22,311	1955 - 28,733
1948 - 23,405	1956 - 30,550
1949 - 23,868	1957 - 30,625
1950 - 24,010	1958 - 31,513
1951 - 24,854	1959 - 31,890
1952 - 25,992	1960 - 33,328
1953 - 26,141	

RATIO OF AUTOMOBILES TO PEOPLE IN BERKSHIRE COUNTY

<u>1945</u>	.9 cars per family	4 people per car
<u>1960</u>	1.2 cars per family	2.9 people per car

Source: Census Figures from Federal and State and Motor Vehicle Registrations from Pittsfield Office of Motor Vehicle Bureau.

Mr. James Baker, Hearings Officer at the Pittsfield Office of the Massachusetts Motor Vehicle Bureau, estimates that in both 1945 and in 1960 approximately two-thirds of the population of Berkshire County registered their automobiles at the Pittsfield Motor Vehicle office. In 1945 two-thirds of the population of Berkshire County was estimated to be 87,000 people. In 1960 two-thirds of the Berkshire County population was estimated to be 95,000. The average size used for Berkshire County Massachusetts families was taken from The Life Study of Consumer Expenditures done for Life Magazine by the Alfred Politz Research, Inc.

This study indicates that non-Metropolitan Areas in the Northeastern U. S. had an average family size of 3.5 in 1956. This size family was assumed for both 1945 and 1960 as well.

These figures used in conjunction with the automobile registration figures quoted for the Pittsfield office were used in arriving at the Ratio of Automobiles to People in Berkshire County.

REPORT OF THE PITTSFIELD CITY TREASURER
REGARDING PARKING METER RECEIPTS FOR THE
YEAR ENDING DECEMBER 31, 1960

"For the first time since meters were installed receipts showed a decline from the previous year. Receipts were \$87,468 as against \$90,916 in 1959.

The decline is wholly attributable to the street installations which took in \$54,668, a decrease of \$3,708 from the previous year. The decline was fairly general throughout the metered areas. Only three streets - Depot, Columbus and Union - showed increases and they were only nominal. The reason for the declines is not readily apparent. A small portion of it could be attributed to the loss of 14 metered spaces during 1959. The number of meters in place on the public streets December 31, 1960 was 718.

Off-street parking lot receipts totaled \$32,800, a gain of \$260. The Willis Street and First Street lots showed decreases which were more than offset by increases in the revenue from the North Pearl Street and Wendell Avenue lots. The number of parking lot installations, 423, was the same at the end of the year as at the beginning."

PARKING METERS OPERATED BY THE CITY OF
PITTSFIELD IN OR ADJACENT TO THE CBD
(The Number of Meters is as of November 1, 1961)

Allen	10		
Bank Row	21	First St. Lot	218
Bradford	8		
Columbus	21	East St. - Wendell	
Depot	5	Ave. Lot	82
Dunham	6	Depot St. Lot	<u>280</u>
Eagle	14	Total Parking Lot	
East	12	Meters	580
Federal	22		
Fenn	38		
First	7		
Melville	13		
North	79	- (Summer St. South)	
North	106	- (Summer St. North)	
Park Place	14		
Pearl	5		
School	4		
South	65		
Summer	33		
Union	29		
Wendell	26		
Wendell Ext.	28		
West	<u>76</u>		
Total On-Street Meters	642		

TOTAL REVENUE BUS PASSENGERS

BERKSHIRE STREET RAILWAY CO.

	<u>1946</u>	<u>1960</u>
Revenue Bus Passengers	8,219,000	1,607,000

Source: Mr. Raymond Hummel, General Manager of the Berkshire Street Railway, was the source of 1946 and 1960 revenue bus passenger figures. The 1946 figure is Mr. Hummel's estimated two-thirds of all revenue passengers carried by the Company which is what he thinks were carried by that portion of the lines servicing the City of Pittsfield. The Berkshire Street Railway operates throughout Berkshire County. In 1960 Mr. Hummel estimates that three-quarters of all revenue passengers were carried by those lines servicing Pittsfield. The 1960 figure above is that three-quarters figure.

NUMBER AND PLACE OF RESIDENCE OF PITTSFIELD'S
COMMUTING MANUFACTURING EMPLOYEES IN 1958
NEW YORK STATE AND MASSACHUSETTS TOWNS

New York State	607
Lanesborough	273
Dalton	538
Washington	7
Lenox	275
Richmond	63
Hancock	15
Williamstown	26
New Ashford	2
Cheshire	176
Hinsdale	102
Beckett	44
Lee	142
Stockbridge	63
West Stockbridge	40
Egremont	2
Sheffield	2
Great Barrington	63
Tyringham	2
Peru	4
Windsor	20
Savoy	11
Florida	1
Adams	691
North Adams	322
Clarksburg	14

Total Manufacturing Workers Commuting to Pittsfield	3,505
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In 1958 the total employed in Manufacturing in Pittsfield was 13,595. Of these 35% were commuters from outside Pittsfield.

Source: Unpublished survey completed by the Berkshire County Industrial Development Commission in 1958.

DISPOSABLE PERSONAL INCOME RISE IN
DOLLARS PER CAPITA FOR MASSACHUSETTS
1946 - 1961

Note: "These figures represent the best measure of consumer purchasing power available on a geographical basis."
(August, 1960, Survey of Current Business)

	<u>Per Capita Disposable Income in Dollars</u>
1946	1,226
1950	1,491
1953	1,703
1955	1,806
1957	2,020
1959	2,142
1961 (Estimated)	(Estimated for this Thesis 2,266 from Straight Line Projection)

Source: U. S. Department of Commerce, Office of Business
Economics, U. S. Income and Output, 1961, p. 160.

CONSUMER PRICE INDEX FOR THE U.S.
1946 - AUGUST 1961

<u>Date</u>	<u>All Items</u>
1946	83.4
1947	95.5
1948	102.8
1949	101.8
1950	102.8
1951	111.0
1952	113.5
1953	114.4
1954	114.8
1955	114.5
1956	116.2
1957	120.2
1958	123.5
1959	124.6
1960	126.5
August 1961	128.0

Source: U. S. Department of Commerce, Office of Business
Economics, Business Statistics, 1961, p. 34.

METHODS OF THESIS DATA COLLECTION
AND COMPARISON OF 1946 AND 1961 INFORMATION

Current Statistics Getting the information needed for the current year was handled in the following way. For 1961, the year when this study was made, a base map was compiled from maps in the Sanborn Insurance Atlas for Pittsfield revised to 1961. The base map so obtained was at a scale of 1" equals 100' and overlapped parts of Pittsfield in excess of that territory commonly acknowledged as the CBD. With this map as a recording instrument, a field survey of all existing establishments was carried out by walking through the entire Central Business District of Pittsfield. The address, and specific use of each store, establishment or other use in the CBD was noted during the course of the survey and each was located on the base map. The land use information from this field survey was used in defining the exact bounds of the Central Business District to be used for this study. The field survey included information as to the number and kinds of establishments currently operating in downtown Pittsfield.

A second field survey was run concurrently with that above to record similar information for those retail stores and service outlets in Pittsfield which have been built outside the CBD since 1946. Numbers and kinds of establishments, gross floor area and associated off-street parking information was gathered for all areas in Pittsfield outside the CBD. Dimensions for the calculation of gross floor areas for individual establishments in the CBD were scaled directly from the most recently updated version of the Sanborn Insurance Atlas for Pittsfield.

For those retail establishments and service outlets located entirely upstairs, it was necessary in some cases to estimate gross floor areas. This was done by using the average floor area of the same or similar land uses calculated from the previously established figures for the gross floor areas of establishments either wholly or partially occupying space at the street level.

Certain types of stores and service outlets commonly occupy not only the ground floor but one or more floors above. Included among these are department stores, furniture stores and banks. The department stores in Pittsfield invariably use all floors in the building in addition to that on the street level. In the case of the largest department store, England Brothers, it also makes use of some space in the upper stories of a building adjacent to the main store. The Sanborn Atlas indicates this in each case where upper floors are used by a bank, department store or furniture store. Stores occupying upper floors in addition to the street floor had the floor area totals reported under ground floor designation. The most accurate way of getting total floor areas of upstairs service and retail establishments would have been to enter each building to ascertain by inspection the amount of floor space taken up by each use. Another possible way of getting the floor areas for upstairs uses would have been to make interior inspections of several buildings chosen at random in the CBD. The average figures for various uses arrived at from an interior inspection of these sample buildings could then have been compared with the figures obtained for those with ground level floors. If this comparison indicated that upstairs uses had significantly

larger or smaller floor areas than those of the ground floor the average figure to be applied to the remaining uses could be adjusted in the light of the sample findings.

1946 Statistics For purposes of comparison 1946 was selected as a year from the past for reconstructing the land use picture of the downtown Pittsfield Business District. This particular year was selected primarily because there is in existence a map of the Pittsfield CBD showing retail establishments and service outlets as they existed in 1946. This map is entitled "Business Section, City of Pittsfield" and was published by the Nirenstein Realty Map Co. of Springfield, Massachusetts. The scale of this map coincides with the 1961 Sanborn Maps for the downtown business district, both scales being 1" equals 100'. The Nirenstein Map shows building outlines with street addresses and the type of retail or service activity carried on at each address. The Nirenstein Map, unlike the Sanborn Maps, does not show the partition lines between stores in the same building. Therefore it was necessary to cross reference the addresses from the Nirenstein Map with the Sanborn Map in such a way that accurate floor area measurements for establishments extant in 1946 could be obtained.

The street entrances to stairways leading to the upper floors of multi storied buildings are indicated on both the 1946 and 1961 maps. In most cases there is a listing of the uses to be found on the upper floors of buildings on or near the doors to these stairways. Such building directories were used during the 1961 field survey to compile lists of the establishments occupying the upstairs floors. One deficiency which arises is that it is not generally possible to tell anything about upstairs vacancies

from downstairs building directories.

Since upstairs uses were not given on the 1946 Nirenstein Map, another source for this information had to be found. The Pittsfield City Directory which is published annually by the H. A. Channing Co. of Springfield, Massachusetts lists establishments in order by street and address. There is no indication as to which uses are upstairs and which are downstairs for any particular address. However, since we already knew which were the street level establishments for each address it was possible to determine by elimination which were the upstairs retail and service establishments.

The 1961 edition of the Pittsfield City Directory was also used as a check to discover any upstairs commercial uses not picked up during the field survey. The directory gives the number of vacancies, a fact which was not readily apparent from the field survey since it did not include interior inspections of buildings.

To get an estimate for 1946 upstairs floor areas an average floor area figure was applied to the upstairs retail and service establishments. This was an average arrived at by dividing the total floor area for each particular use by the total number of establishments in the particular use for the entire Central Business District. This is a direct method of estimating the upstairs floor areas in specific service establishments. Of course, by interior inspection in 1961 coupled with interviews of proprietors a more accurate reconstruction of the 1946 upstairs floor areas could perhaps be accomplished. Whether or not more meaningful information would be compiled from such a time consuming

survey seems a moot question.

Comparison of 1946 and 1961 By comparing the information obtained for 1946 with that obtained for 1961 a picture is obtained which relates the changes that have taken place in downtown Pittsfield during this 15 year postwar period.

One or more 4 x 8 cards was made out for each establishment at each address in the downtown business district. The same information was recorded on each card for 1946 and 1961. This information, besides the address, included the following: A specific land use designation, a general land use designation using the same categories as the U.S. Census of Business, and gross floor area in square feet. Where a single establishment appears on more than one card because it occupies several consecutive addresses the inclusive street numbers were noted above the specific use on each card. This prevented any duplication in the recording of totals for number of establishments.

Once this information was noted on the cards for each address totals for each of the categories for 1946 and 1961 were tabulated. These totals were available after sorting the cards into each of the categories for which there was information according to year.

From these cards then the basic information regarding changes in significant categories was obtained for the period between 1946 and 1961. These totals are reported partially in the body of this thesis and partially in the Appendix. The following is included: Total establishments, total establishments by specific land use, total establishments by general land use

and floor areas for specific and general land uses. Separate figures were reported for retail and service outlets located wholly on the upper floors of buildings as differentiated from those with some or all of their floor space on the ground floor.

Planned Outlying Shopping Areas A separate field survey was made during the summer of 1961 of planned stores and shopping centers that have been built in the greater Pittsfield area outside the Central Business District since 1946.

By driving the major roads leading away from downtown Pittsfield in every direction out as far as the boundaries of Pittsfield, a distance of three to four miles, it was possible to locate the two shopping centers, the three freestanding supermarkets and the discount furniture store that make up all the outside outlets built between 1946 and the summer of 1961. Upon finding these places, information similar to that gathered for the Central Business District was recorded. This included measurements needed for computing the floor areas of individual stores, the amount of off-street parking available and the number and types of stores and outlets at each particular location. This information is also reported in the body of this report or else in the Appendix.

DETAILED DISCUSSION OF THE FACTORS CONSIDERED IN
DEFINING THE PITTSFIELD CENTRAL BUSINESS DISTRICT
FOR THIS THESIS

Since, for the purposes of this study, we wish to compare the same place at two different times in history, it is important to define the area which will make it possible to draw the most meaningful conclusions. In this case we are examining the changes that have taken place in the Central Business District between 1946 and 1961. But since no city of the living stays exactly the same we find that a number of expansions and contractions in the Central Business District took place between 1946 and 1961. The CBD as bounded for this thesis is a compromise. This CBD includes some areas that were industrial and high density residential in 1946. These have given way to the three large municipal parking areas that are included in the CBD of 1961. Conversely, several areas that are now largely vacant stores are shifting from retailing to the non-Central Business District realm of wholesaling. These areas were active parts of the CBD in 1946 and for an accurate picture of Central Business District change during this 15 year period these former CBD sectors have been included within the boundaries of the downtown used in this thesis.

Pittsfield was laid out to have a central focus at the point where the major east-west road intersected with the major north-south road. Descriptive names indicating the relative locations of each of these major roads include North, South, East and West Streets. On the East Street side of the main

intersection is an oval park of about four acres flanked on the North by Park Row and on the south by Bank Row which has no banks anymore. About 300 feet easterly from the intersection of North, South, and West Streets, Bank Row and Park Place join to become East Street. The early tendency was for commercial growth to take place in two directions. One was growth from the main intersection out West Street to the Railroad Station three-eighths of a mile away.

The decreasing use of the railroad coupled with the fact that part of West Street is on a steep hill has led to a general decline of West Street stores. The other direction in which commercial development moved and is continuing to move is in a northerly direction out North Street from the main intersection.

North Street is the spine of the Pittsfield Central Business District between Park Square and Bradford Street. Eight of the 12 through streets intersecting with North Street between these points have retail frontage. Beyond Bradford Street, although it is still developed commercially, North Street is no longer part of the CBD. Rather, it is bordered by auto oriented business instead of the pedestrian oriented shops and the stores with shopping goods establishments predominating. The auto oriented uses located beyond Bradford Street include auto sales, a 14,000 square foot supermarket with 60,000 square feet in its parking area and numerous gasoline service stations.

Two other factors make it quite apparent that Bradford Street and Carson Place mark the extreme northern limit of the CBD. Beyond this point the streets leading away from North

Street have no commercial frontage and are residential right up to the rear lot lines of those properties fronting on North Street. A strong barrier limiting the CBD opposite the intersection of Bradford with North Street is St. Josephs Roman Catholic Church property with 400 feet of frontage on North Street north of Carson Place. Significant amounts of pedestrian movement are not going to take place a distance of 400 feet to link the main CBD to those stores located north of St. Josephs Church.

The limit of the CBD on West Street was placed at a point including the auto oriented uses including auto sales and car wash establishments. To the south of West Street on South Street the CBD has its continuity broken by two large churches, the Masonic Temple and the Berkshire County Home for Aged Women.

Beyond these institutions the strip type commercial development takes over on South Street in much the same way as it does out North Street in the opposite direction. Garages, filling stations and the Auto-Row of Pittsfield are main occupants of South Street's commercial frontage. South Street has 600 feet of CBD frontage that includes, in addition to some stores, the Pittsfield Museum and the major hotel in the city. This small bit of CBD extended on South Street is separated from the heavy commercial uses further out by the previously mentioned churches and institutions.

In an easterly direction the CBD stops at Bartlett Avenue on East Street. By having Bartlett Street as the boundary at this point, a municipal parking lot with 133 car capacity is

included with the CBD. This parking facility could not have been considered part of the CBD in 1946 as it was then in mixed residential and commercial uses.

The drawing of the CBD boundaries to connect those limits already discussed was dictated in most places by the separation between residential and commercial properties. Exceptions to this are those parts of the CBD boundary which exclude such uses from the CBD as railroad facilities, the lumber yard on Columbus Avenue, the Armory on Summer Street, the newspaper on Eagle Street, and the storage yards and garages of the Western Massachusetts Electric Company between Renne Avenue and Pearl Street. Also, all but two churches have been kept outside the boundaries of the CBD, primarily because they are not of important statistical value to this study of the Central Business District changes taking place over the past 15 years. The 6 churches to be found on the outside edges of the Pittsfield CBD are here recognized as a strong stabilizing force helping to maintain property values and acting as much needed buffers separating the CBD from other uses while at the same time helping to contain it.

Three municipal parking lots new since 1946 are included in the CBD. In 1946 the Depot Street parking site was occupied by a factory and the First Street parking site was mainly apartment houses. Although these two areas would by no stretch of the imagination have qualified as part of the CBD in 1946, there is no doubt of their inclusion in 1961. All three parking lots with a total of 580 parking spaces are of prime importance as transport terminals for those working and shopping in the Pittsfield CBD.