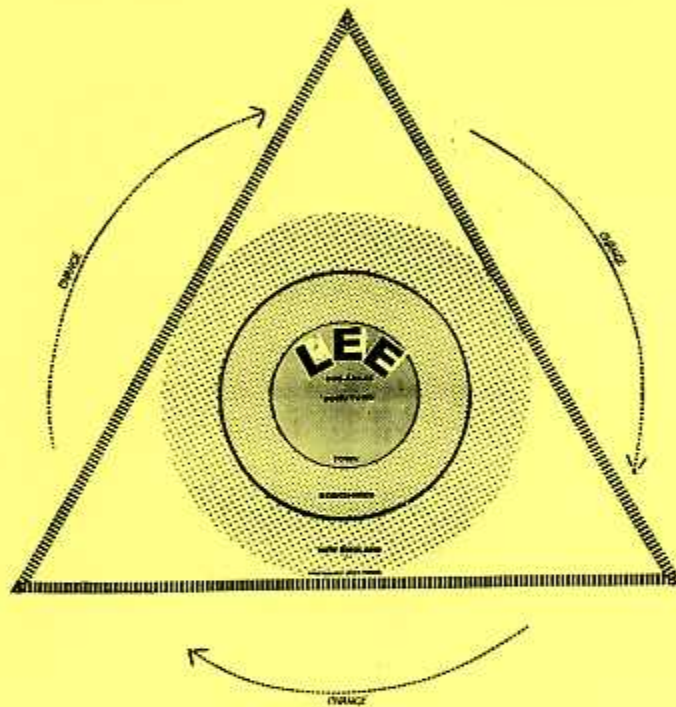


ANALYSIS

CULTURAL MILIEU

(Political, Economic, Social/ Behav, Ownership)



LEE'S "CULTURAL MILEU": WHO ARE THE PEOPLE? WHAT ACTIVITIES, VALUES & NEEDS?
**(ECONOMIC/ POLITICAL/ RECREATIONAL/ BUSINESS/ GENERAL
BEHAVIOR/ SOCIAL-PSYCHOLOGICAL)**

PRELIMINARY DEFINITIONS: "Cultural Mileu" refers to human beings and their human activities. (This category is one-third of the complete Volpe Model (see appendix), in complement to its natural & man-made 'physical' categories). The mileu refers to a "value-ladden network" of all human activity— generic sub-categories of politics, economics, general behavior— the "body, mind, spirit" of every self, family, interest/age group, and the community as a whole— that experiences Lee, while 'moving' & 'being' in places, sequentially over time, in car or on foot. * Individual people, and the multiple cross sections of all groups, are the ultimate value-givers to any town design by which an analysis and proposal must be **normatively** based. Each physical element and their many combinations in a whole environment must be understood as they correlate to the interconnected cross-hierarchies of all those different **human needs and desires: survival, sustenance, communication, perception, thought, emotion, general behavior, and so many functions.** Any design's "**meaning**" therefore lies directly in the humanity that encounters, phenomenologically experiences it, and literally depends on it as a "PLACE" to ground their existence. (Generic and unique points of interpretation regarding true human relevancy, are some known by common sense and taken for granted in everyday life, some revealed in cultural history; others are more complex or elusive things that should also be addressed as possible; (we still can not always predict or ever want to confine by definition what another human or community really wants). In all, we should try to take a fresh, philosophically insightful and open ended look at what a human being essentially is, specifically regarding Lee, and know that decisions in proposals must always be carefully reviewed and altered by the client over the years to suit their changing needs). The following interpretation is derived from interviews, on-site study, and application of theory:

As follows are different cross sections of description to give a feel for the human situation regarding Lee:

EXISTING SOCIAL / BEHAVIORAL

A) LEE'S CULTURAL MILEU IN SUMMARY

Life in Lee is in many ways what one might expect in a little New England town, and other ways very unique. The landscape enforces cultural cohesion and diversities. In terms of it's cultural mileu there are positive aspects to cherish (to protect and enhance in a proposal), as well as problematic concerns to address for future revitalization:

(+) Lee's cultural mileu entails people in a small, relatively private "working milltown" and semi "subregional shopping center", which has much that is intrinsically good: Lee is a 'human-scaled', intimate but not reclusive, genuinely integrated energetic solid community, (while within the region it is a substantial 7th most populated). It is a place where everybody (especially in downtown) knows each other, and evenly share considerable power among themselves— in the influences of politics, economics, and socializing. There are wonderful vital layers of persistent old valuable activity: the mills (though less so than in the days of past), the Rockwellian diversity of local merchants & workers, and residents of older simple homes and retiring farmsteads, and all sorts of familiar seasonal human images. And, even with the problems of their traffic, the (sparse) visitors are treated as welcome— though to what degree visiting should be encouraged by design is an issue of upbeat debate. The people of Lee also value their neighboring towns for their reciprocal differences (eg the tourist towns; Pittsfield as their stronghold), and for their similarities as sibling Berkshire places. And Lee feels a desirable 'detached connection' to nearby Boston, Albany and Hartford as three poles of occasional access, in the megalopolis that they themselves are fortunately not swallowed within— escape from wholeheartedly. Within Lee there is a comfortable unity in the entrenched local culture (both consciously and innocently) of its various past Americanisms, New England survival/ingenuity work ethic in rural nature— (see history); Lee still has a conservative sense of good values and working middle class pride, real proxemics (in both the soft and hardened senses) coupled with a cautious, uncertain but open-attitude about the future— even during present times when urbanization and modernisms & postmodernisms— surround and slice through them. The people have the confidence from enduring the rhythms of many eras (and the recent decade). Today while there is often struggling, they have a stoic resilience they take for granted— economic stability and strong but subtle community spirit— that is lacking in so many places elsewhere. The various downtown human activities (people's interaction in daily landuses) function comparatively 'organically' as a small New England town nestled in the Berkshires is meant to, feeling self-sufficient in some ways, while enjoying interdependent^{ness} with the region and beyond in other ways. (Eg peripheral communities give Lee citizens benefits of extra goods and services, recreation and employment— and vice versa). There recent attitude to rationally and calmly consider tapping into the tourist trade "if they wish" is most respectable.

(-) But, negatively, as the national and local changes of the next century continue to stress and threaten economic and physical bases, and new extra-regional economies shift around Lee— the social/cultural qualities of the town needs to be protected and strengthened to better accommodate changing individual, groups and whole human needs of the community. (Lee lacks much of the potential elements of culture and community life (some already found in Lenox/stockbridge, Great Barrington; & some found nowhere) that is or would be valued by Lee's citizens. Everyday personal desires of walking, moving, resting, gathering— for better shopping, selling, working, living, worshipping, and for especially needed recreation must improve within the domain of current cultural virtues... (with whatever degree of tourism is brought in to downtown, or whatever new patterns of economic and social activity are summoned or forced upon Lee). In conclusion, we want to not loose Lee's positive culture— while still allowing the town more freedom to enhance its own cultural mileu, participating along with others in the Berkshire region, as Lee itself wishes, within physical proposals.

B) THE DIFFERENT PEOPLE (All groups of people; existing human activities correlated)

This analysis meaningfully identifies THREE GENERAL CATEGORIES of population relevant to Lee. (See history/ locale in the introduction of this study). All these people, with their life experiences and relationships, are considered **intrinsically valuable**— and the last two categories are also **instrumentally valuable** to contribute to the economic (and perhaps social) interests of the local townspeople.

1) LOCAL TOWNSPEOPLE

a) **Lee RESIDENTS:** 6020 live in downtown or greater Lee; is the 7th most populated town in Berkshire County. (1975 pop = 6319). Lower middle income. (Even-distribution of ages, w elderly increasing; children # decreased in recent past, but projected to rise). Some residents work in Lee; many work in neighboring eg Pittsfield & Lenox and constitute in Lee a sizable "bedroom community". Lee people shop (mostly for basic goods & services) in Lee— as well as in Pittsfield and nearby town/cities on occasion (other downtowns or malls) in western Massachusetts. In downtown Lee, now only a minimal amount recreation activity occurs, & only hampered resting, gathering, and uncomfortable walking. ((However, residents and all others can now enjoy in the greater Berkshires: a high degree of recreation/leisure, cultural, and moderate/low business/service activity— although all these regional activities can be increased year-round in terms of sites & events, outdoors and especially needed indoors (see economy data). * Specifically, within downtown are four sub-categories of Lee citizens:

((b)) **Lee MERCHANTS:** most are Lee residents. (85 downtown businesses, as noted in ownership list and property map); fast food & restaurant/bar, motel, game bar, gas exist on the Housatonic Road strip, near the Pike exchange.

((c)) **Lee INDUSTRIAL EMPLOYERS:** Kimb Clarke operates 4 mills Specialty Paper of Mead Corp has 2 mills and a printing plant in South Lee. Stone industry has declined. Selective industry, new tech and special agricultural-intense possibilities abound along with new recreational related industry.

((d)) **Lee EMPLOYEES** (majority are residents; some commute from nearby towns). Lee employees total 2220; (347 work in downtown business; Price Chopper (60) is the largest single retail employer in the district; and mills employ 1000, of which half live in Lee. Mills are actively unionized. Kimberly Clark's is the towns largest employer, having 4 mills, employing 650

((e)) **Lee CHURCH AFFILIATES** live in town or other guests. (Curiosity visitors already exist).

2) SUB/REGIONAL PEOPLE

- a) **REGIONAL SHOPPERS** : Stockbridge, Lenox, & other people in a ten mile radius shop moderately in Lee year-round for food or department store goods, some services and eating. There is potential to increase this current clientel for Lee as a **subregional shopping center**, as well as expand the realm of leisure middle/upscale dining, indoor & outdoor recreation, specialty goods/services, community activities for these people. The upscale expansions could attract from Pittsfield and Great Barrington and beyond who currently have no special reason to drive the extra distance to shop or recreate in Lee.
- b) **REGIONAL THRU-COMMUTERS** who pass through Lee between Pittsfield, Great Barrington, re western Massachusetts: there is potential for spontaneous stops to/from commutes— and potential for these people to also return as category 2a type or 2d recreational visitors on weekends.
- c) **NON RESIDENT LEE-EMPLOYEES**— commute to work in Lee and may enjoy/contribute the same as above. Added jobs as well.
- d) missing category: recreational lesiure or leisure shopping Berkshire people. (This is a gap to consider filling in, addition to seasonal tourist travellers of 3a listed below).

3) EXTRA-REGIONAL PEOPLE

- a) **INTERSTATE TOURISTS**: Pass thru Lee to visit Stockbridge and Lenox, Williamsburg— disrupt Lee but do not stop to patronize it. Great potential for Lee to capture a desired degree of toursim for economic gain. ('Year-round' possibilites for all the region are indeed unpotencialized as well— an "Interior" and "outdoor off-season" void to fill exists for additional Lee consideration too). *** Note this traffic is an incredible problem that presents a most incredible opportunity and one key to revitalization: capture the tourist market that already is there! At present is only a small tourist catchment factor en route to Lenox/Tanglewood and Stockbridge— mostly on the strip fast food or motels.
 - b) **INTERSTATE GENERAL TRAFFICERS**: pass thru or near Lee while on commutes, business, **trucking**; potential fast eating stoppers, breaks, or spontaneous shoppers, and to divert the rest of this traffic that now destroys quality of downtown driving and walking. Applies between NY and Boston ew axis and the s/n axis.
 - c) **MORE-DISTANT PEOPLE**— who could read about Lee without previous intention to visit are possible. Note that a study suggests national event-attractions (with the draw of Tanglewood) and new marketed sites.
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C) EXISTING HUMAN ACTIVITY IN LEE

It is important to respect the important (often elusive, fragile, synergistic) COMPLEXITIES in Lee's existing activity and the evolved physical existing order that nurtures good life activities as well as interferes with it. So, there is need to address the subtle patterns of human activity that are or would be desirable, as well as those that obviously suffer in response to the many physical conflicts and economic stresses described in the proposal. Lee, in its struggling double role as a **working milltown** and **subregional center**— and its being disrupted but not patronized by **tourist traffic**, has potential revitalization by deliberately addressing in terms aforementioned three groups of people. The existing landuse categories in Lee (see map) now define an encouraging MIX of existing activity (residential, commercial, industrial, municipal, religious, and open space); but Lee now accomodates only the first two groups of people (in positive but less than potential ways); and Lee does not at all address the tourism group for Lee's benefit. Specifically, the current activity that exists for downtown that should be strengthen for its chosen groups, includes:

LIVING— owner and rental occupied. Middle income housing dominates, and there is a shortage and demand lower/mid income housing. Edlerly affordable housing is especially a growing demographic need; downtown is desired due to proximity to downtown activities, safety, potential social opportunities, natural & manmade site virtues. A sense of good proxemics and "home" is desired for those who live 'in the Berkshires', in Lee, their neighborhood, their dwelling. Downtown residents live and breathe with each footstep a valued sequence of life from their doorstep to the places of downtown, for leisure, talk, work, church, errands, shopping, business— as in the quaintest of town— beautiful while practical, real, often hard life. Off-downtown Lee residents enjoy the interlude of a short ride, then parking in a favorite spot to visit their downtown. It is a nice private hometown for many— substantial in the true working life honest, unglorified, struggling sense. (This is mostly appreciated— if for granted, or if consciously cherished over contrived suburban or overbearing unAmerican urbanity; people in Lee generally grew up nearby, or similarly, or are there practical need. They did not by philosophic strategy moved to change lifestyles, as in the tourist or vacationing areas— though this may change. They feel independent. They live in a dialectic environment: of unpretentious sometimes basic survival, along side profound history & nature (without dwelling on it).

WORKING— in town: businesses, mills, municipals, and churches, privately. See landuse map and economy listings). There is always a degree of unemployment— and need for strategy to deal with mill displacement and other shifts. New high or edu-tech or tourist industries are just some of the doors. (Town residents and commuters work in Lee; other residents work in Lenox, Pittsfield, etc).

SHOPPING— Necessity oriented: grocery (Price Chopper) and quick food shopping; clothes, construction /hardware, paper, appliances restaurant/lodge, basic everyday services (haircut, lawyer, accountant), fuel. Eating (lower and moderate scale diners and restaurants; bars) eg Joes, Rossi's; lodging (Morgan & strip). Business community events: annual "Salebration".

MUNICIPAL ACTIVITY— library reading, meeting; town hall, courthouse, fire/police activity. Postoffice activity connects with daily working and shopping sequence. Local education; Some sr citizen activity and youth groups.

WORSHIPPING; church events (3 churches): weddings, funerals, weekly activity inter-regional church activity.

RECREATING is minimal in downtown, qualitatively limited to the most basic leisure, walking, gathering, resting, bus-waiting in relation to basic daily needs. (No longer is there much use of the common or the river; only backyards provide for rest or play; children though find areas of green near library, residential streets, or the wooded meadow areas. Socializing/community events are sparse, except occasional events in the church or salebration, spontaneous get togethers, or good day lingering on common, or stroll along the streets. Schold has a recretaional facilites and space nearby; yards

EDUCATION— Regarding Lee's school system it is important to note here some schools near the downtown : Academy st old school; St marys; east of Lee is the High School is next to downtown on the east: connections of walking/driving, ofactivities (formal and informal— recreational, eduactional, buiness, civic), and open space are relevant. (Note the regioanl educational cultural activites to also connect to for residents and visitors.

(* SEE REGIONAL Berkshire activity description below, showing Lee's the context).

CONCLUSION REGARDING LEE HUMAN ACTIVITY:

As a struggling milltown in an uncertain post-industrlal national economy, as subregional shopping center to improve upon (with competition increasing), and a giant tourist market to tap into— specifically entailing the above mentioned groups of people— Lee has many options for a great future.

C': Supplementary: Regional Human-Activity Information (as Lee's context):

BERKSHIRE REGION LANDSCAPE/RECREATIONAL ACTIVITY

- * **CONSERVATION HISTORY:** In 1930's the government began the procedure of collecting up woodland into wholistic parks and state forests. 95,000 acres are now protected— with innate, ecological, and recreational value— under the Dept Of Environmental Management; additional thousands of acres are under the Dept of Fisheries & Wildlife; other land is protected watershed area. Recently the National Park Service is trying to capture a spatial conservation corridor to extend the Appalachian Trail through the Berkshire County. National Audubon Society offers Pleasant Valley and Canoe Meadows. New England Forestry maintains the Sanctuary. Private and other town owned land (successional types) is omnipresent around these areas to provide individual and community environmental quality— ecologically, scenic-spatially-psychologically, recreationally.

Great Conservation Space: (re human activity): Washington State Forest E/Lee (including October Mt); Beartown Mt (directly s of Lee); West Stockbridge Mt (wnw of Lee); Monument Mt (wsw of Lee). ((Further north: Pittsfield State Forest; Mt Greylock)). See River analysis maps: for Housatonic River (Connects Great Barrington, Stockbridge, Lee (no River park), Lenox, Pittsfield) and Hoosier River (forks to N Adams). Stockbridge Bowl (Lake Mahkeenac), Goose Pond, Laural Lake, reservoirs, other wetland, and successional open space. Sky and light is included ! (See data from L. Stevens and State Info).

- * **BERKSHIRE SITE & EVENT ACTIVITIES** see "Attractions Map": shows feature 'points' and 'expanse-areas' of "human activity": most notable for this study is Stockbridge & Lenox especially, and parts of Pittsfield, Great Barrington, Williamstown for their recreational site/event merit: important for regional residents as well as for attracting tourists. Lee is located between these places, with opportunity to be enhanced in its own recreational activity, and to connect with that larger county pattern for locals and visitors. Beside the major features and inherent order of each town, some specific activity places are:

Stockbridge: Chesterwood Sculpture Museum Estate, Berkshire Garden Center, Mission House, Naumkeg, Merwin House, Old Conservation Corner, Berkshire Theatre Festival, Historic-Room Library, (Walks:) Ice Glen, Bowkers woods, Prospect Hill, Glendale, Gould Meadows, Bullard Woods. See wealth of genuine quaint downtown activity and design. Most wonderful towncenter. Housatonic River.

Lenox: Blacksmith Museum, Lenox Library, Tanglewood/Berkshire Summer Festival, Cranwell Site, Cranwell Berkshire Opera, Shakespeare & Co (On The Mount), Lenox Arts Center, Oak n' Spruce Village, Lenox Academy; (Walks:) Kennedy Park, Reservoir Parks, Golden Hill, Stockbridge Bowl. Romantic bucolic areas. Pleasant Sanctuary (Hikes:) Pleasant Sanctuary Pleasant Valley, Lenox Mt; Housatonic River activity.

Pittsfield: Berkshire Museum, Arrowhead, Berkshire Public Theater. Shakespeare and Company; Berkshire Ballet The Berkshire Public Theater; Clark Art institute; (Nature trails:) Pittsfield State Forest; (walks:) downtown areas; Canoe Meadows & Berry Pond. South Mt; Visitors Bureau. Housatonic River activity.

Lee: See analysis other descriptions enclosed) eg Jacob's Pillow Dance; October Mt (E of Lee); Goose Pond; Laural Lake; Housatonic River (as Grt Barrington, Stockbridge, Lenox, Pittsfield). See surrounding conserv USGS map.

Great Barrington: * Beartown State forest; see downtown; Jenifer House; Butternut Basin; Seenonk, Benedict Pond, York Pond; Simon's Rock of Bard College; Eastern Mt Ski; Berkshire Ballet; (hike:) Monument Mountain; (Walk:) Seeknook, Benedict Pond; Housatonic River activity.

Williamstown: Williamstown Theater; Williams College, Museum; Historic Library; College of art; Clark institute. Taconic trail; Heritage State Park; Quaker Meeting; (Hikes:) The Dome, RRR Brooks, Pine Cobble and Beoad Brook Trails, Berlin Mt. (Walk: Stone Hill)

Other places eg: (Hancock) Shaker Village; (Dalton) Crane Museum; (Walk:) Wahconah Falls. (Windsor) (hike:) Notchview Reservation, (walk) Windsor Jams ((Scheffied) Covered bridge; Mt Washington/Mill River; Housatonics; (North/ Adams) Heritage State Park. Quaker Meeting House; Mt Greylock; (Hinsdale) Stritch Sculpture Garden; (Cheshire) Cheese Press Replica; (Lanesborough) Josh Bilkings Birthplace; (Mt Washington): Alander Mt and Bash Bish Falls; Mount Everett, Warner-Hill/ Appalachian Trail; Berlin Mt, Taconic Ridge. Note: **skiing** Great Barrinton, New Ashford (Brodie Mt); Jiminey Peak. **Connecting** to Berkshire landscape/recreation:

(Connecticut: Hitchcock Chair Factory; Yale Norfolk; Great Falls, ...); (Vermont: Green Mt; Race Track, many places towns/great wilderness...)

- * "**Berkshire Trustees of Reservation Sites**" (See Map): are renowned important sites of architectural and landscape architectural historic significance. These are significant factors in enriching the area for residents as well as the tourists— important in historic, recreational and economic equations— that unite). Massachusetts has 71 Properties embraced, marketed, and protected The Massachusetts Trustees of Reservation of which 16 are for Berkshire county: Bathlowmews Cobble and Ashley house; Bear Swamp Rerservation; Bryant Homsted; Chapelbrook Reservation; Chesterfield Gorge; Dinosaur Footprints Reserveration; Field Farm; Glendale Falls; Naumkeag Estate (46 acres, Stockbridge); Mission House .5 acres, Stockbridge); Monument Mountain,(503 acres, Great Barrington); McLennan Reservation; Notchview Reservation; Petticoat Hill Reservation; Tyringham Cobble; Goose Pond Reservation (112 acres Lee; w boating);
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EXISTING ECONOMICS

ECONOMIC SYNOPSIS (See introduction of this study for historical orientation).

1) WITHIN THE NATIONAL ECONOMIC CONTEXT:

The **Northeast Megalopolis** locates Berkshire County as part of the US Eastern Seaboard economy. In this, the Berkshires operates with several "concentric venns" of influence (as does Lee, as one point within it): First, the Berkshire region has self-sustaining economic activity operating **INTERNAL** to each of the towns, and then about the county. Second, the county in (only) some of its places works to **EXPORT** in the megalopolis context in two ways: 2a) "**external-exportation**" of mill products/ machinery, specialty items (eg furniture, clothes, craft), agriculture & wood (varys per decade) shipped through the Megalopolis. 2b) "**internal-exportation**" of recreation, education and culture (to people who visit the Berkshires); ((* A key point here regarding tourism is that within the context of the country, and even the world, the Berkshire's version (eg intimate scale, relationships) of natural and historical landscape and culture— a special congenial world of its own, yet proximate to major capital cities)— is recognized as important— yet not to its proper potential. Third, general goods and services are **IMPORTED** as typical. (Export/import Metropolitan markets).

2) THE REGIONAL BERKSHIRE ECONOMY

((See also "landuse" section)). Commercial, industrial, residential patterns consist in a relatively few smaller town centers, plus three cities; spotted or connecting commercial and service station, and residences on connecting roads. There is an expansive region of rural successional farm and woodland, low density rural housing areas, and profound conservation land & historic preservation sites. The Berkshires is reputed for its classic New England natural and old town character, with modest population (150,000 in 1970) focused on a few communities. 25% is State Parkland of "beautiful low mountained and river valleys"). Towns/cities in western Massachusetts vary economically from being fairly well off, to riddled with struggling impoverished pockets— (Lee is a tenacious medium). All have a good degree of "desirable mixed pattern", an "interrelated-complex" of activity that accumulated overtime: some towns are old or transitional "mill/industry" types (eg Lee, % Great Barrington), some more upscale "recreational/ tourist predominant" towns (Lenox, Stockbridge, % Great Barrington), or educational (Williamstown), or some places recovering from stagnancy with new mixes of industry and tourism in developing stages (North Adams); some of these also have bedroom community areas; or rural or specialty agriculture fortifies places between centers as well. Most have general goods and services for themselves, and beyond to various extents. All these cities & towns are separated by rurality of low-density diversity (successional & current farmland, topography/conservation land, housing subdivisions of moderate or low density). They are well connected by state and local roads that integrate remarkably in the landscape. Pittsfield is the major city, combining all these elements. ((Comparatively, economic trends hit the area's small milltowns harder than Boston suburban towns, but they are more stable than many Central Massachusetts towns. The Berkshire tourist towns— well dog in other ways over time— are more immune to recession than many other towns and celebrate economic recoveries early with frosting of pent up visitor demand. Pittsfield's economy is solid and resilient overall, with its inner districts of difficulty and of renaissance)). * It is generally recognized that most towns must continue to diversify in the future— and to continue to encourage supplementary markets— along with strengthened recreational-oriented markets (sites, events, related goods services; inside and outside). The future will present dramatic new

industries that the region might claim as well. The hey days of generous grants for downtown renewals are much over in the state— new financial innovations for funding long term revitalization of different areas and the region, are to be called for by combined sources. * Itemized Berkshire 1973 Data:

- (+) Berkshire COMMERCIAL goods and services are necessity oriented or specialty-recreation/tourist oriented shops. ((Berkshire's downtowns are filled with their own special places, some totally unique, others as variations on smalltown archtypes (as regular eating places, misc stores and community oriented offices). There are relatively few franchises in the Berkshire downtowns: There there are a few local chains (Aub. Hardware) and then, rare in towns but more popular in cities or state roads, are national franchises (eg KFC in Lee ss the only such place among its own local businesses)— such stores are locally managed. This entire pattern is properly appreciated as part of the American mosaic). More of these stores are most desired around the region— without destroying the character. Berkshire mall has been added.
- (-) The county is still under in number of important retail and service and quality eating establishments: improved since this survey, these numbers are now higher: (8 municipalities) with sporting stores; (1 m) w department; (3 m w nightclubs; (11 m) w antique stores; (14 m) w eating only; 17 (m) w auto service; gift stores. (There are plenty of strictly drinking areas already.
- (+) * Berkshire INDUSTRY varies from mills to eg GE Electric in Pittsfield. Paper, logging, agriculture, related machinery and many declined mills). Manufacturing of food/ dept goods varies, and most widely in Pittsfield. Building increases moderate/low. (Recreation cultural/ education are industries— see below).
- (-) new industries must continue to enter new markets as the traditional manufacturing base erodes.
- (++) Berkshire RECREATIONAL natural/historic activity quality is most notable for this particular study— valued by tourists, seasonal residents, and year-round residents— thus economically all-relevant. It concerns events and sites mostly outdoors, (and relates to commercial businesses of recreational orientation or general needs too. It is third or fourth in rank of all Massachusetts counties (see map), with 47 type facility/activities. Massachusetts.* 10% (456) of Massachusetts's existing tourist attractions and 3% of events (20) could be significant enough to market on a national basis as far as even California or Hawaii. See enclosed "Trustees of Reservation" and "event/site map" lists as economically significant attractions.

(-) It is surprising how much the existing good Berkshire recreation and tourism facilities and overall market can be much improved in the Berkshires year-round, and certainly in Lee where it doesn't even exist. A study shows that despite the regional natural and physical diversity of the Berkshires, there is compared to other regions, not much variety in recreational attraction mix; and for a tourist area there are only a few attraction points of major significance. More diversity in "site" and "event" attractions should be provided and better marketed to distribute economic energies to more areas year-round. ((While having an abundance of winter attractions as skiing, tobogganing, skating, there is twice as much activity in each of the other seasons now. (Though winter is now economically depended on too). But many times the year-round activity is possible— this done by site and event expansion and promotion for all seasons. (To rid seasonal activity fluctuations. The demand in all (eg picnicing, camping, boating and hiking double, lodging, pleasure driving/touring, dining, entertaining indoors may be vital the year 2000). See need for commercial complements for recreation eg fine dining, gourmet events; cultural/historic buildings; more lodges with special features). (See additional analysis per activities in previous pages).

Additional Berkshire Tourism/recreational Data: Besides the obvious qualitative wholistic value, there is wealth of "data" attempting to quantify the Berkshire qualitative, for example in regard to tourism potential across the physical landscape. Massachusetts has 5,504 sightseeing "activity points" of which 1,401 are of historical interest. Fishing, hunting, picnicing, trails; shopping; concerts; architecture; technology tours; galleries are prominent statewide— and the Berkshires has this and potentially much more of this to offer. Note: Recreational land is 126,508 acres, which is 18% of the state recreation land total/ In Berkshire county, the ownership (1973) pattern) is: 22% private., 4% municipal, 73% state, 1% federal. #8% of state camping associated facilities. The Mohawk trail connects.

(+) The Berkshires includes 950 square miles divided into 32 municipalities. (Massachusetts totals 7980 sq miles, 351 municipalities). Recreational Facilities in Berkshire county makes the Berkshires strongest in outdoor factors than most places. Eg Public parks (exist in 21 municipalities), picnic (13 m); ski hotels, courts (24 m); horse race (2 m). Fishing (occurs in 138 points); sightseeing (2nd largest group) points; camping 21 points; motor boating (21 points); hiking (18 points); picnicing (15 points); hunting (12 points); indoor and 1 outdoor (Tanglewood) concert; 10 outdoor sports (w horse included) (10 points) swimming (10 points); There are 259 site and 34 event attractions.

(-) however only 5% of sites (13) and 3% of events (1, namely Tanglewood) qualify for national significance plus Williamstown has 7); 33 site and 6 events are strong enough for New England /Ny attraction (eg Jacobs Pillow Dance, the foliage, the nice town of Stockbridge and the scenic backroads & stops); 43 site attractions pull from the state; 65% (170 sites) and (80% 27 events have local county importance. Pittsfield has the largest amount of attractions (with 27 sites and 10 events). Stockbridge is third (with 18 sites; 3 events; While strongly outdoor, the whole county is weak on indoor recreational/tourist/leisure activity. And can be several times more on an already strong outdoor agenda. but only historic touring is the current indoor event; *(There is potential for the region whole to provide recreational/leisure events and site attractions, especially year-round, and inside too. Inside needs might include more quality-eating places, sporting stores, misc games; theaters, nightclubs, bowling/pool; better retail; museums, cultural building additions. (Lee itself has 10 sites and 1 event; 20 activities— all under-used).

3) LEE'S ECONOMY

Overview: Lee has a commercial and industrial-mill base, and not recreation /tourism for its economy as is possible:

Lee's commercial retail business thrives by its orientation of goods and services to local town residents and millworkers, plus a degree of the sub-regional resident/commuting shoppers. (A share of its residents are supported by commuting to work in Pittsfield or Lenox while Lee in turn takes in employees from neighboring towns). Lee retail base does not primarily gain from exports beyond the region (though it could saturate and expand further); and most interestingly, has minimal economic activity with the tourism as does Stockbridge and Lenox, Great Barrington-- as it could. (((There is a need for careful consideration by town planners-- (with bold ideas as well as "fine line" drawing)-- regarding the degree of increased tourism/ regional shopping vs local living to be desired in the downtown proposal))). The mills industry while employing 1000 are an important second factor.

Itemized inventory: The following is cross-redundant of the previous "activities groups" description, for the option of isolated reading):

Lee's Local and Sub-regional Commercial activity: ((See enclosed 'landuse' section, ownership roster, and photos for the great diversity of downtown retail & office business. Lee is the largest CBD between the major centers of Pittsfield and Great Barrington and thus significant as a local and sub/regional shopping center. Necessity goods/services of said 85 downtown businesses (employ 347); Price Chopper grocery (employs 60); serves residents and millworkers steadily year-round and also serves greater Lee, Lenox, Stockbridge area unevenly year-round with more in the summer/fall. The Houastonic Rd strip of various food and lodging are used by vehicles not interested in downtown-- catching only a fraction of the seasonal tourist traffic between and moderate year-round business and local traffic only. Within downtown itself there is an even smaller catchment factor of much (though unpatronizing) tourism passing through Lee on route to/from Lenox (Tangelwood) & Stockbridge, or tourism and general trafficers between Boston and Albany/Hartford. ((Note: Besides the motels, there are now fine lodges outside of downtown-- eg Black Swan Inn, Laural Lake Inn, Jiraks, Chanterwood, Mccleand-- and these can be integrated with a downtown/ overall Lee promotion. But very little is walkably near or in downtown (except the Morgan House). For stores, Dreeser-Hull Sporting Clothes is a good archtype for regional recreational/tourist draw, and Jacks for more local regional; Morgan and Sullivans are the main fine dining places in downtown-- genuine unique places indeed. More of such is possible, as well as walking /activity connections to these and all places, for integrating the town; (The other lodges, eg Cork and Hearth, Deisel Dams have dining outside of town-- could also connect by message to downtown events. Burger King is also on the strip and plays its imopratnt role as a community place to promote the town from.

Lee's Various mills: paper/ machinery. (The Marble industry no longer factors in, nor extreme activity as when Lee was at its peak). Lee, with a population of 6020 to 6400 in recent years, the town employs a total of 2222: almost half of these today work in the mills-- significant second factor in the economy. ((The largest employer is the Schweitzer division of Kimberly Clark Corp (replacing the smith paper Co) which operates four mills and employs 650 people. Mead Corporation (formerly Hurlbut paper Company), has two mills and a printing plant in South Lee.(employ +-400).

Specialty Paper; Clark-Aiken Company, located near the pike entrance, also significant— since 1800s supplied papermaking machinery to the other mills. Mills are unionized actively. Beside the majority of town residents working at mills a significant percentage of others working in Lee commute from outlying areas (Lenox, Pittsfield,) signalling part of the demand for low/middle income housing— with other demands by elderly.

Lee recreation: none to speak of in downtown: no economic benefit.

Greater Lee recreational land is aesthetically omnipresent; surrounding activity proportionately does not impact economics over the year with direct or spin-off business, or possible new resident markets. See map and listings of sites/events; eg October Mt E Lee; Goose Pond Reservation; Berkshire Scenic Railroad (passes thru; not stop in Lee, though). But the wealth of Berkshire activity beauty and sites off-downtown is indeed one of Lee's contextual values to better reap economically (while preserving). Note that Lee currently dissects the tourist towns of Stockbridge (southward) and Lenox (northward)— as a gap in the route— suggesting now the possibilities for a Lee connection (see activities/sites attraction map)— a continuity of recreational activity recognition by visitors and locals alike. Specifically: Lee can have its own variations of a consistent theme. (IE both a sense of contiguous extension (tapping an existing regional reputation) AND the making of unique additions to the regional recreation are the two prongs for enhancing Lees economy. Potential housing/recreational related demand is here.

Conclusion: While Lee is sitting past its economic prime, the word "revitalization" has already optimistically locked into planner's dialogue in terms of recreation, associated and basic retail business, with many possibilities in the local, regional and tourist markets— and awaits a form to actualize these economic forces in conceptual proposals. ((Note: The Massachusetts Department of Commerce and Development has current data on Berkshire regional & Lee existing & potential site/event activity and economic feasibility— for further clues for later phases of proposal)).

EXISTING POLITICAL STRUCTURE

FORMAL POLITICAL STRUCTURE OF LEE, MASSACHUSETTS

REPRESENTATIVE TOWN MEETING

BOARD OF SELECTMEN (ELECTED)

John De Varennes
Maria Bettega
William Murphy

SCHOOL COMMITTEE (ELECTED)

PLANNING BOARD (ELECTED)

James Burns, Chmn.
Paul LaDuke
James Kuneman
Bernie Navin
Anne Marie Collins

CLERK (ELECTED)

John Nagel
Rena McCusker, Asst.

TREASURER (ELECTED)

John Nagle

CONSERVATION COMMISSION

William Powers, Chmn

TOWN COUNSEL

Jerry Scully

CHIEF OF POLICE

Edward J. Finnegan

CHIEF OF FIRE DEPARTMENT

Octavio Giarolo

ZONING BOARD OF APPEALS

Dan Sullivan, member

SUPT. PUBLIC WORKS

Peter Scolforo

HOUSING AUTHORITY (ELECTED)

Walter Ryan, Chmn.

BUILDING INSPECTOR

Edward Briggs

TRAFFIC COMMISSION

Robert Lester, member

YOUTH COMMISSION

Carol Le Provost, Chmn.

LEE HISTORICAL SOCIETY (NON GOVERNMENTAL)

Dan Sullivan
(There is no Historic Commission)

LEE YOUTH ASSOCIATION (NON GOVERNMENTAL)

Roy Martin
(There is no recreation Commission)

* LEE CITIZENS ADVISORY COUNCIL (Client for this study)

Works closely with the chamber of commerce

- 1) Marilyn Sullivan, Chairman (Sullivan Station Restaurant; Iron Horse Realty)
- 2) Edward Briggs (Town Building Inspector; DPW)
- 3) Francis Foley (General Electric, marketing)
- 4) Francis Downing (McClelland Drug Store, owner/phm.)
- 4) William Napolitano (Lee National Bank, pres.)
- 6) Robert Lester (Marbel Hardware, owner)
- 7) Judy Larson (Pilgrim Hotel, owner)
- 8) Danny Keenan (Lee Lumber Co)
- 9) Chris Hodgkins (student; part time policeman)

CHAMBER OF COMMERCE (NON GOVERNMENTAL)
(see ownership section for partial listings)

EXISTING OWNERSHIP

LAND OWNERSHIP

- 1 VICTORIA— Sue Ackley
- 2 TRUE VALUE TIRE— Ned Cristiano
- 3 LEE SAVINGS BANK— Dick Sitzer, pres.
- 4 unlisted
- 5 KELLY'S FUNERAL HOME— Sean Kelly
- 6 LEE NATIONAL BANK— Bill Napolitano, pres.
- 7 unlisted
- 8 PARK BUILDING
- 9 unlisted
- 10 FIRST CONGR. CHURCH— Rev. Walter Ryan
- 11 PRICE CHOPPER— Rich Buker, Mgr.
- 12 MEMORIAL HALL (police/ct)
- 13 MORGAN HOUSE— William and Elizabeth Orford
- 14 BOOKLESS BLOCK
- 15 McCLELLAND'S DRUG STORE— Fran Downing (CAC)
- 16 MARBLE HARDWARE— Robert Lester (CAC)
- 17 LEE NATIONAL BANK— Bill Napolitano, pres (CAC)
- 18 LEE PHARMACY— Mark Wheeler
- 19 CENTRAL BLOCK
- 20 GATSBY'S— Mrs Frost; vacant
- 21 THIRD GREEK PIZZA— Ben Slaminsky, George
- 22 BUNNELL'S AUTO SUPPLY— Francis McCusker
- 23 PARK CLEANERS
- 24 POST OFFICE— Paul Scorpit, Postmaster
- 25 POSSIBLE MUSEUM RE-LOCATION
- 26 BEN'S— Ben and Ruth Slaminski
- 27 LEE HARDWARE— Peter Consolati, Jr.
- 28 PAPERDILLY, INC— Doug Wilcox
- 29 ST.GEORGES EP. CHURCH— Rev. Freeman, Betty Dennis
- 30 ROSSI'S— Ed Rossi
- 31 ELM COURT FLORIST— Dot Dunn
- 32 MEN'S CLUB BAR— Dick Salinetti
- 33 residence
- 34 LEE MAIN STREET JEWELERS
- 35 SKINNERS Dick & Claire, Rick Skinner
- 36 BILLS SANDWHICH SHOP— Bill Constantopolis
- STEVES BARBER SHOP— Mario Privitera
- 37 residence
- 38 residence
- 39 THEATER (vacant)— Ned Cristiano
- 40 BULL'S EYE PUB— TIM SHEPARDSON
- 41 AIROLDI BLD / SR CITIZENS— Norma Maroney
- 42 LIBRARY— Betty Dennis
- 43 DENTIST
- 44 residnece
- 45 residence
- (Lot numbers below are
from accessors file)
- 64 KIMBERLY CLARK CORP.
- 65 Frank and Stella Ustoitis

66 Baffalli Rotondo
67 Henry Farina
68 William and Kathy Hall
69 Michael and Judith Arbdalla
70 Myron Shaw
71 James and Mary Puma
72 James and Mary Puma
73 Margaret Holian
74 LEE LUMBER CO.
75 Joseph Sorrentino
76 James Holian
77 Gertrude Clark
87 Fred and Sandra Williams
88 KIMBERLY CLARK CORP
89 Milton North
90 George and Martha Abdalla
91 Judith and Michael Abdalla
92 Americo Zenella
93 Mary Fumasoni
94 Kathleen and Robert McIntire
95 Frd McCauley
96 Charles, James, Raplh Juliano
97 Lucy Lovato
98 Mary Wilson
99 Lena Naventini, Amelia Bertelli
100 Harold Fetridge
101 Antonio Pezzottini
102 Charles Monachina, Shirley Lang
103 Charles, Ralph, James Juliano
104 GENDEL ENTERPRISES
105 Dan and Marylin Sullivan
106 DRESSER-HULL, INC. (R. Shields)
109 FRASER SALES, INC.
110 FRASER SALES, INC.
111 Margert Fraser
113 Frank Consolati
114 Robert George
115 Irene Navin
116 Joe Toole
117 Joe Toole
119 Olha and Harry Koperek
120 Edward Therrien
123 Roger Newton
124 Guido Scarafoni
125 Michael and Alice Digrigoli
126 DRESSER-HULL, INC
127 William Derrick
128 Angelo and Maria Bettega
129 ST. MARY'S CHURCH
130 Clo Hayes
131 Dave Carlino
132 DRESSER-HULL, INC.
133 Elaine Girard
134 Romeo
136 John and Mary Pompei
137 Clarence Bonds
143 Jerry LeProvost
145 Tristany
155 Eugene and Bessie Delvecchio
156 Anne LeBlanc and Mary King
157 Frank and Helen Juliano
163 MILLER APPLIANCE
164 F.N.Y. ASSOCIATES
168 Jane Heaphy
169 Mary Heaphy
170 George and Laura O'Brien
174 CANON ELECTRIC CO.
177 Jame Crerar
178 Dr. John T. Cinella
179 Peter Constantanopolus
180 Lee Grange 88 (lease to LYC)
181 Kevin ann Nancy McKenna
182 Richard Shields
186 St Mary's Church
188 Robert and Margaret Bossidy
190 BERKSHIRE ELECTRICAL APPLIANCE