

**FOR IMMEDIATE RELEASE:**  
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## **JGWA ANNOUNCES BEACON CINEMA RESTORED FACADE**



BEACON CINEMA

**PITTSFIELD, MA** - Mayor James M. Ruberto, Downtown Inc., and the City Department of Community Development held a special lighting of the recently restored façade of the Kinnell Kresge building today.

Mayor Ruberto stated, "This façade is an important part of the historic fabric of downtown Pittsfield. It is exciting to see this building restored to its original glory and reemerging as an important destination for hundreds of thousands of people in downtown Pittsfield." The Beacon Cinema is the best remaining example of an early twentieth century commercial building in the city.

The decorative terra cotta façade consists of more than 1,773 individual intricate white glazed tiles and bricks. The restoration work involved the inventory and removal of every piece, 48% of which were restored and re-set; the other 52% were new pieces. The façade is also composed of terra cotta details, including lion heads, egg-and-dart ornamental trim, floral swags, and signage.

The former Kresge storefront will become a spacious cinema lobby leading into the new Beacon Cinema a state-of-the-art six screen cinema.

Jack Waite, Principal of John G. Waite Associates, Architects PLLC says, "The restoration and revitalization of the Kinnell-Kresge Building is an outstanding adaptive use project because it exemplifies what can be done when the public and private sectors work together to preserve a significant historic building for a badly needed new use. This remarkable restoration effort promises to breathe new life into downtown Pittsfield by providing an economic cornerstone that will help attract other business to the area."

The \$21 million project is made possible by a collaborative effort to provide private and public funding between developer Richard Stanley, local banks, and state and local officials. Stanley said, "As I watched this painstaking restoration process I was impressed and overwhelmed by the beauty of the result. I cannot say enough positive things about how the City has supported this project."

Located at 49-59 North Street, the Kinnell Kresge building built in 1918 as a joint development by Dr. George K. Kinnell, a local veterinarian, and the S.S. Kresge chain of 5-10 cent stores is an important contributing structure within the Park Square Historic District. The ornate white glazed terra cotta tile and brick was designed by Joseph McArthur Vance (1868-1948).

### **JOHN G. WAITE ASSOCIATES, ARCHITECTS PLLC (JGWA)**

JGWA is an architectural firm with offices in Albany and New York City, widely recognized for its work with the restoration and rehabilitation of historic buildings. The firm has been responsible for the preservation of some of the nation's most significant landmarks and historic public buildings, utilizing sustainable design solutions and state-of-the-art preservation technology. For more information about JGWA please visit [www.jgwaarchitects.com](http://www.jgwaarchitects.com).