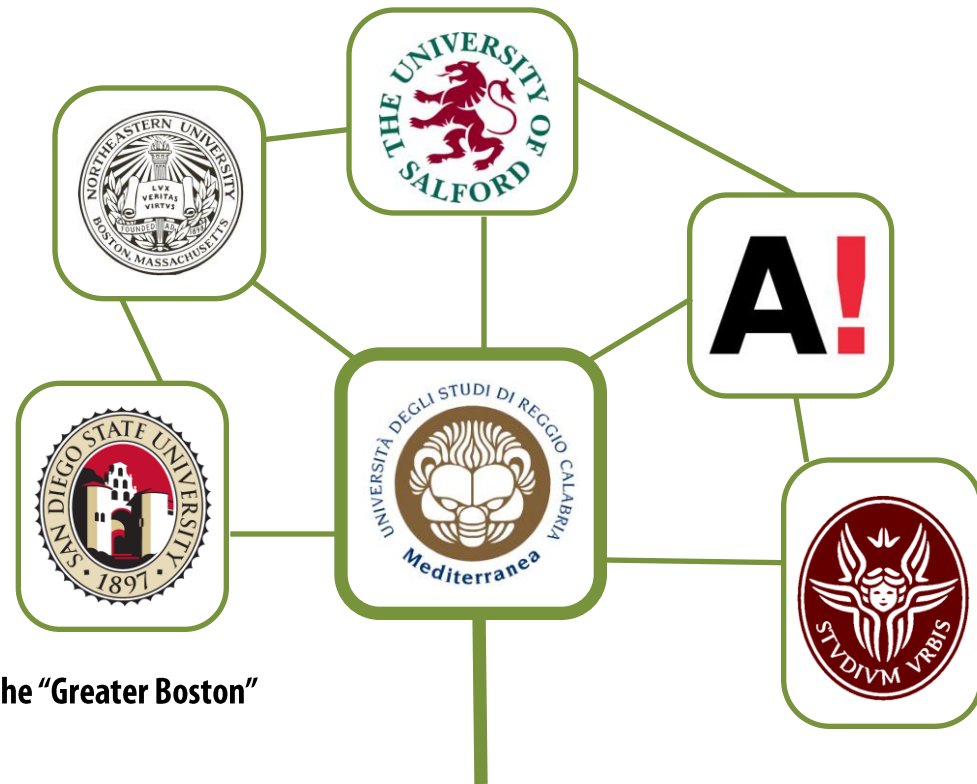


7FP MARIE CURIE IRSES / CLUDs PROJECT

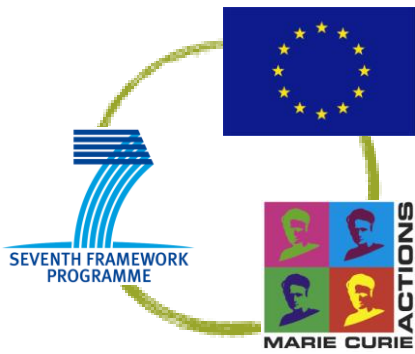
Commercial Local Urban Districts

“CONCORD COMMONS COMMUTER RAIL”

Carla MAIONE
Early Stage Researcher
Reggio Calabria Unit



WP1 “URBAN MANAGEMENT TOOL”: FIRST FINDINGS FROM BOSTON
Training workshop with the first results of case studies’ analysis in the “Greater Boston”
Reggio Calabria IT – 11 MAY 2012



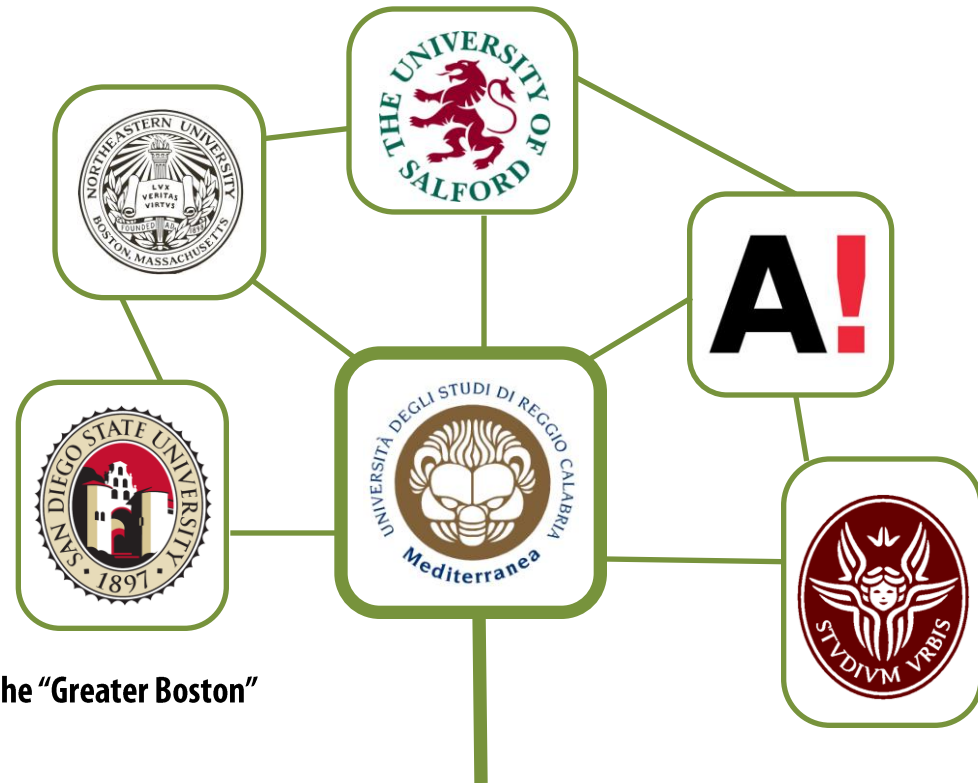
7FP MARIE CURIE IRSES / CLUDs PROJECT

Commercial Local Urban Districts

WP1_Urban Management Tool_

Focus

- PPP rules with respect land use;
- Economic and financial indicators to self sustain urban district;
- Building Capacity of Non-profit Organizations in Urban Neighborhoods;
- Labor Market in Urban Neighborhoods;
- Business Start up in Urban Neighborhoods.



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OUTLINE

- General informations
- Description case study
- The context at that time
- The context today
- Partnership
- Strengths and weaknesses
- Conclusions



GENERAL INFORMATIONS

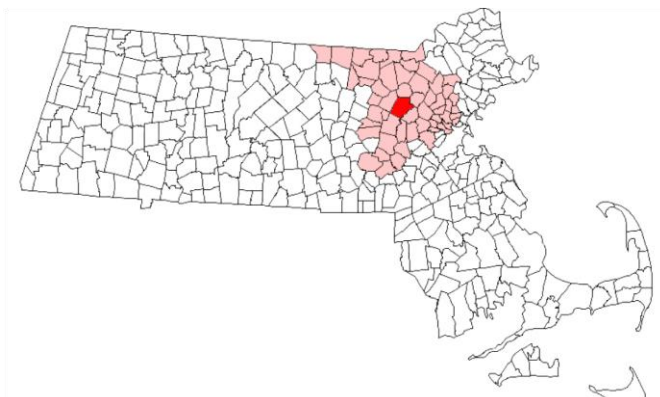
Localization:

Concord Commons Business District is located in Concord, an historic suburban area a few miles outside of Boston, in the Middlesex County.

Area (km²): 0.011 km²

Population (2010): 4422 ab
 (male 1915/female 2507)

Per capita income (\$): 65024

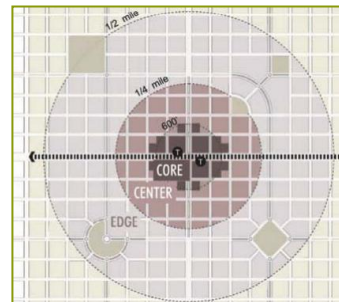


CASE STUDY DESCRIPTION

Concord Commons Commuter Rail, according to the principles of "Smart Growth" (Commonwealth of Massachusetts, 1993), represent an important example of case study for **Transit Oriented Development**.



Transit Oriented Development," a mixed-use community, that encourages people to live near transit services and to decrease dependence on their driving" (Still 2002, Bernick and Cervero 1997, p. 5).



TOD projects have produced in four States:
 9,000 new housing units, 9 million square feet of commercial development, and 14,500 jobs

The key to success of the TOD is the Public Private Partnership, "designed to decrease the costs of operating or constructing public transportation systems, stations or improvements through creative public-private financing arrangements" (The National Council for Urban Economic Development 1989).

CASE STUDY DESCRIPTION



VISION

In 1994, a private Developer have launched a purpose, integrate housing and small retail in proximity to the stations, with the goal of to preserve a colonial character similar to the existing buildings, with the challenge to create job and improving the quality of life.

STRATEGIC PRIORITY

KEY STATISTICS

Transit service

- Commuter rail

Development

- 20 rental apartments
- Mixed-use retail and office
- 180 seat in a luxury restaurant

KEY FUTURES

- Reduced parking requirement with shared parking
- Stormwater management system—reduced impervious surface
- New pedestrian pathway to link new mixed-use development to the station.

ECONOMIC REVILATIZZATION

Natural Beauty, Green Space

JOB CREATION/SOCIAL WORKS **PARKING**

LOCAL SERVICES/PROVISIONS

LOCAL PRODUCE VALORISATION

CULTURAL ENRICHMENT

AFFORDABLE HOUSING

THE CONTEXT AT THAT TIME

From about 1830 to 1880, Concord it was effectively the literary center of America, where Emerson, L. M. Alcott, Hawthorne and Thoreau lived and wrote.



It was established in 1635 as a farming community.

A Boston-to-Fitchburg railroad arrives in 1844.

PLANNING INITIATIVE

In 1987 the Town prepared a long range plan intended to direct development in Concord. The long range plan identified the Concord Center station as an important node for future higher density commercial and residential development.

CONCORD PLANNING INITIATIVES

Long Range Plan, 1987



Concord Study, 1993



SMART GROWTH And
Zoning Bylaw Chapter 40R
2000



Long Range Plan Update,
2000



Concord Villages Study of
2007

Phases 1

Phases 2

Phases 3

LONG RANGE PLAN
1987 vs TOD

START UP 1994

SMARTH GROWTH
INITIATIVE 2000

LONG RANGE PLAN
Update, 2007

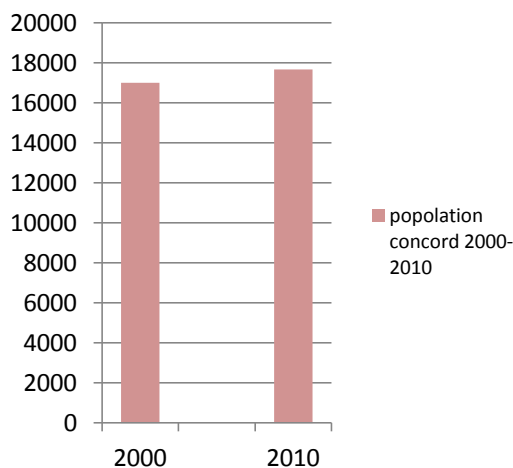
THE CONTEXT TODAY

- Total population of Concord is stable at approximately 17,000 over the past decade 2000-2010;

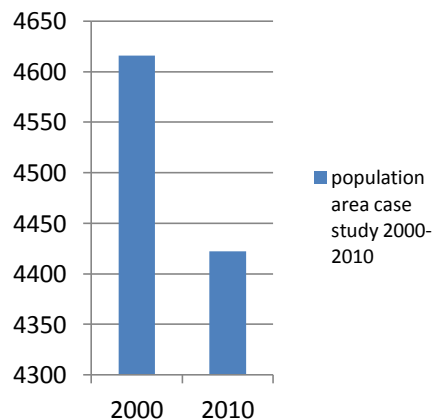
- Total population in the study area has decline about of the 2%, The causes of the decline are the prices of land very high.

www.census.gov

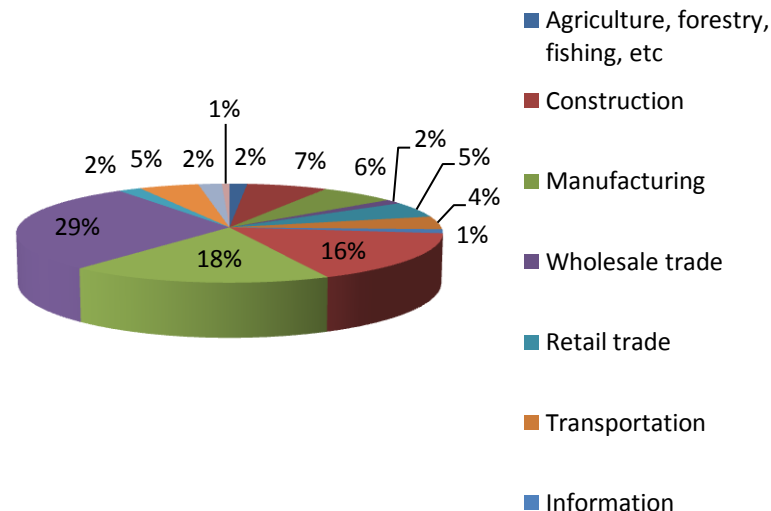
Concord 2000-2010



Area case study, Concord Commons

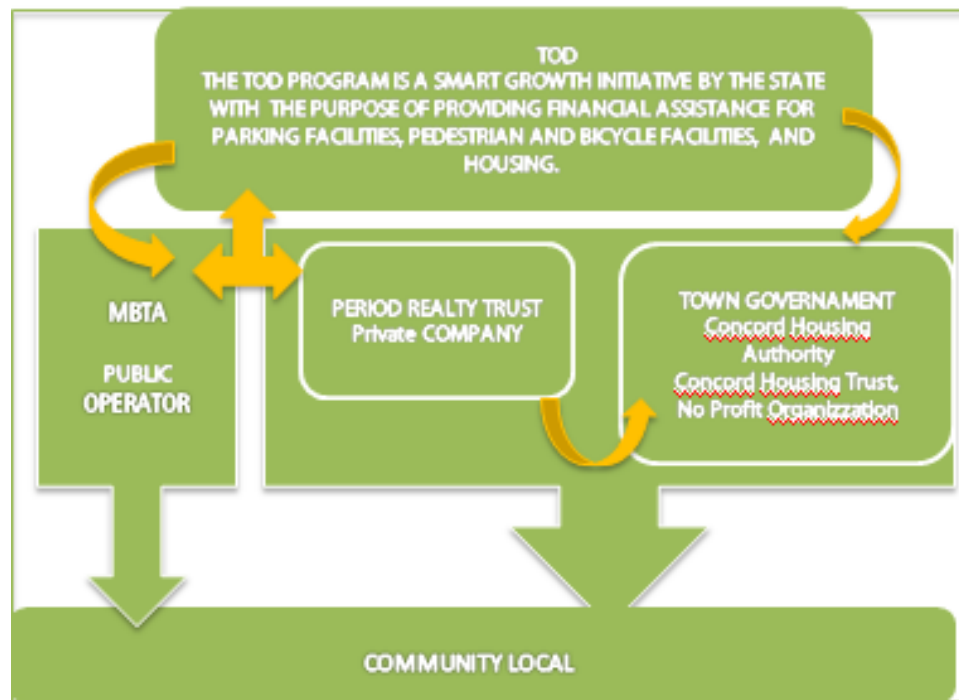


Employees per sector 2010



Steve Cecil of "CECIL GROUP" supports during interview, that American Economy Became had an explosion of wealth and income, in last 30-40 years, and in Concord as many suburban in Massachusetts, the wealth is divided in a different category the doctors, lawyers, business executives, that have reorganized the tax structure for to preserve the wealth, in Concord the Employers per sector is high for the finance and real estate, Educational, health and social service

PARTNERSHIP

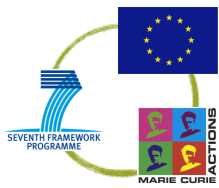


Sketch OF
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1993-

- FORMAL AGREEMENT MBTA AND PERIOD REALTY TRUST,
- INFORMAL AGREEMENT BETWEEN TOWN GOVERNMENT AND PERIOD REALTY TRUST



STRENGTHS AND WEAKNESSES

STRENGTHS

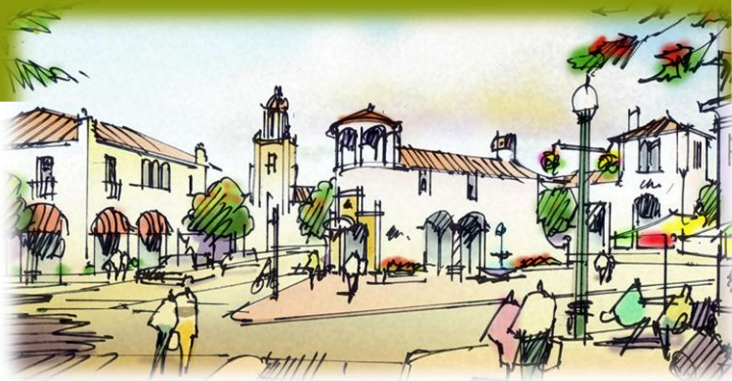
- **Higher rental/lease rates and sales prices**
- **More affordable housing opportunities**
- **Revitalized neighborhoods and commercial zones**
- **Higher retail sales from greater customer exposure**
- **Increased access to labor**
- **Reduced parking costs in suburban locations**

WEAKNESSES




- **Higher land values**
- **Reduced parking costs in suburban locations**
- **Transit service levels do not match needs of development lessees, patrons, or residents**
- **Mismatch between transit patrons and retail or residential customers of related development**

CONCLUSIONS

The strength of this case study, is the strong sense of participation that emerges between the developer and the town, during a interview Marcia Rasmussen says; "The strategy of Concord Commuter Rail was that Local property owners and developers have always worked with local government-often local business owners served on town boards and committees that envisioned the future", for this motive it is between the major success stories of **Transit Oriented Development**.



COMMUNITY FACILITIES

-  Historical garden or graveyard
-  Parc or public garden
-  Commercial area

IMAGES GALLERY



Concord Depot

The old station building represents a stunning example of historic train stations of the mid-1800s.



IMAGES GALLERY



Small Retail and Food Italian and parking , Bike Sharing