

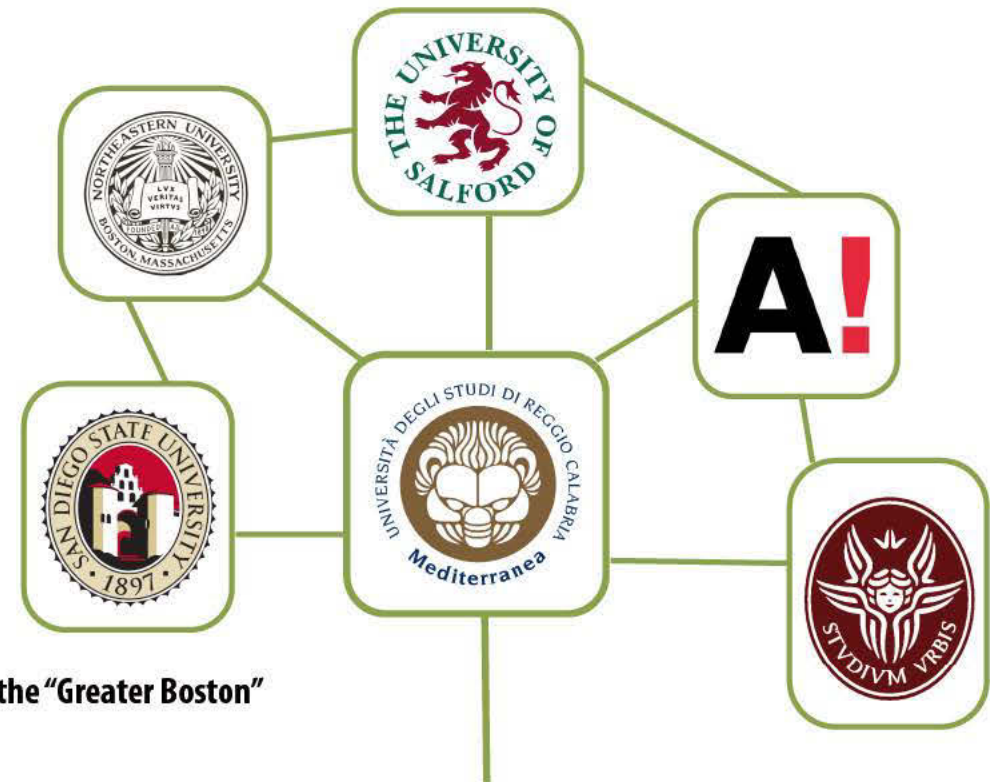


7FP MARIE CURIE IRSES / **CLUDs** PROJECT

Commercial Local Urban Districts

ASSEMBLY SQUARE, SOMERVILLE

Luciano ZINGALI
Experienced Researcher
Reggio Calabria PAU 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 JUNE 2012



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Work Package 1 “Urban Management Tool”
April 2011 - June 2012
University Mediterranea Reggio Calabria (IT)
Northeastern University Boston (USA)

OUTLINE

- **General informations**
- **Case study description**
- **The context at that time**
- **The context today**
- **Partnership**
- **Strengths and weaknesses**
- **Conclusions**



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GENERAL INFORMATIONS

Localization:

Somerville, Massachussets, (USA)

Area (km²): 0,59

Population (2010):

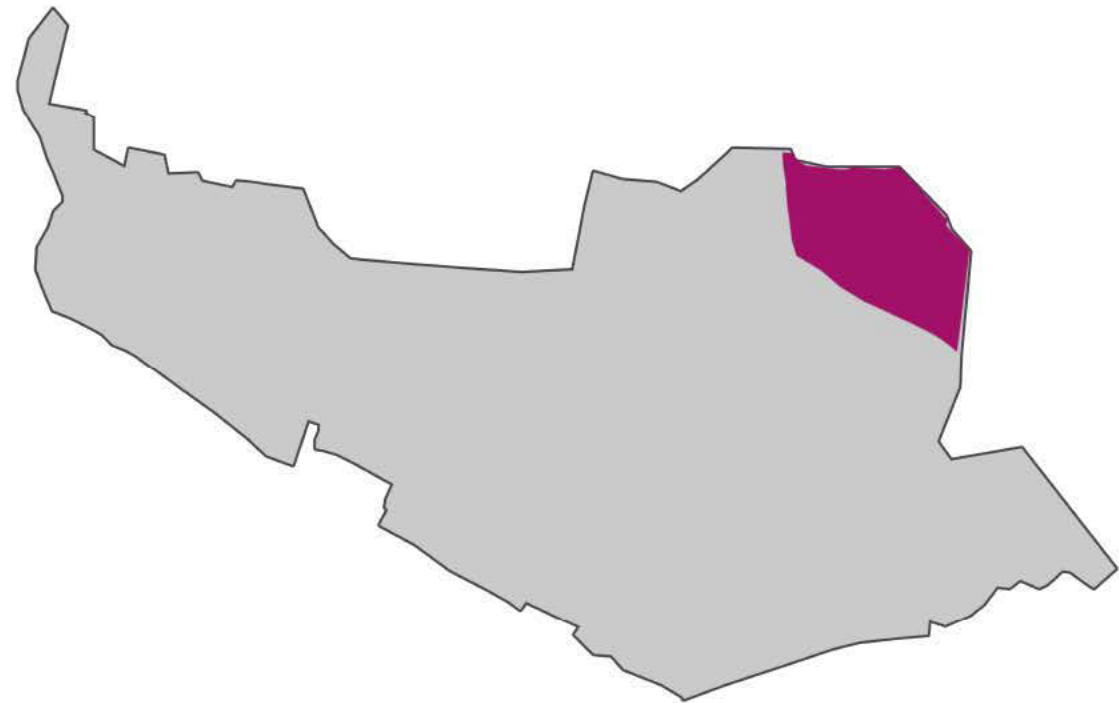
Total: 8,485

Male: 4,227

Female: 4,258

Urban Density (ab/km²): 14,381

Per capita income (\$): 26,464



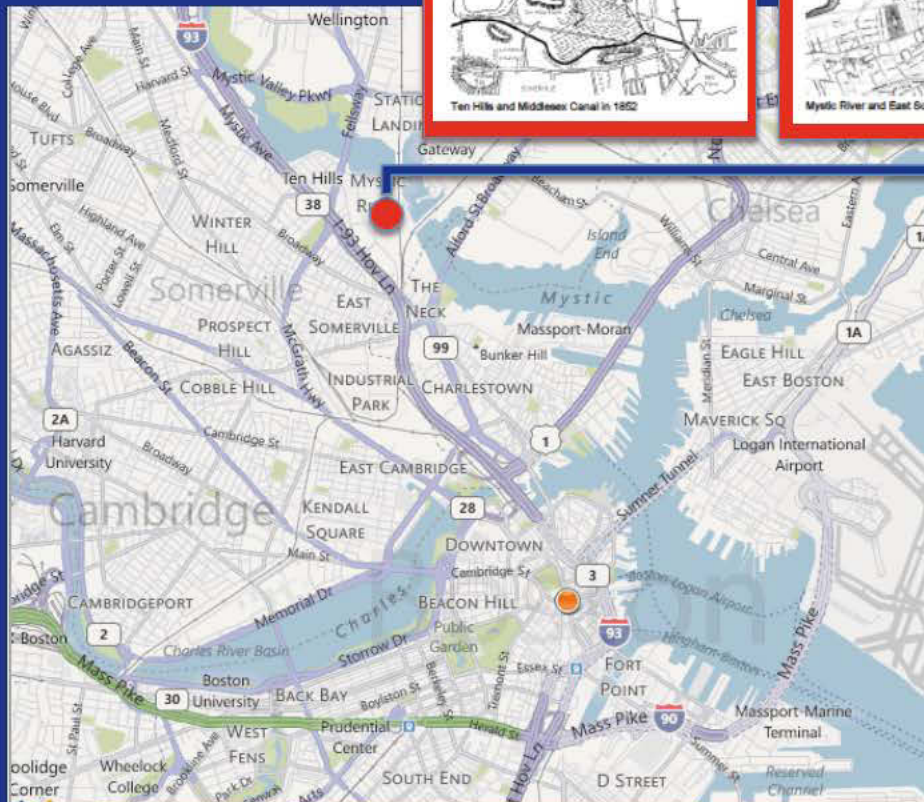
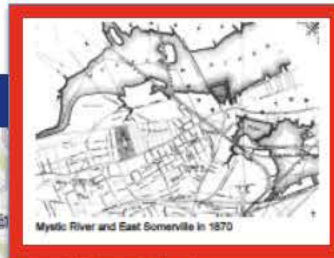
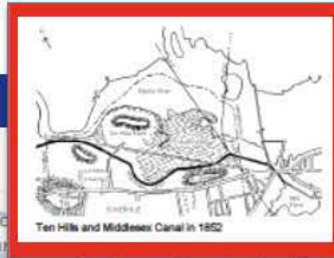


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CASE STUDY DESCRIPTION



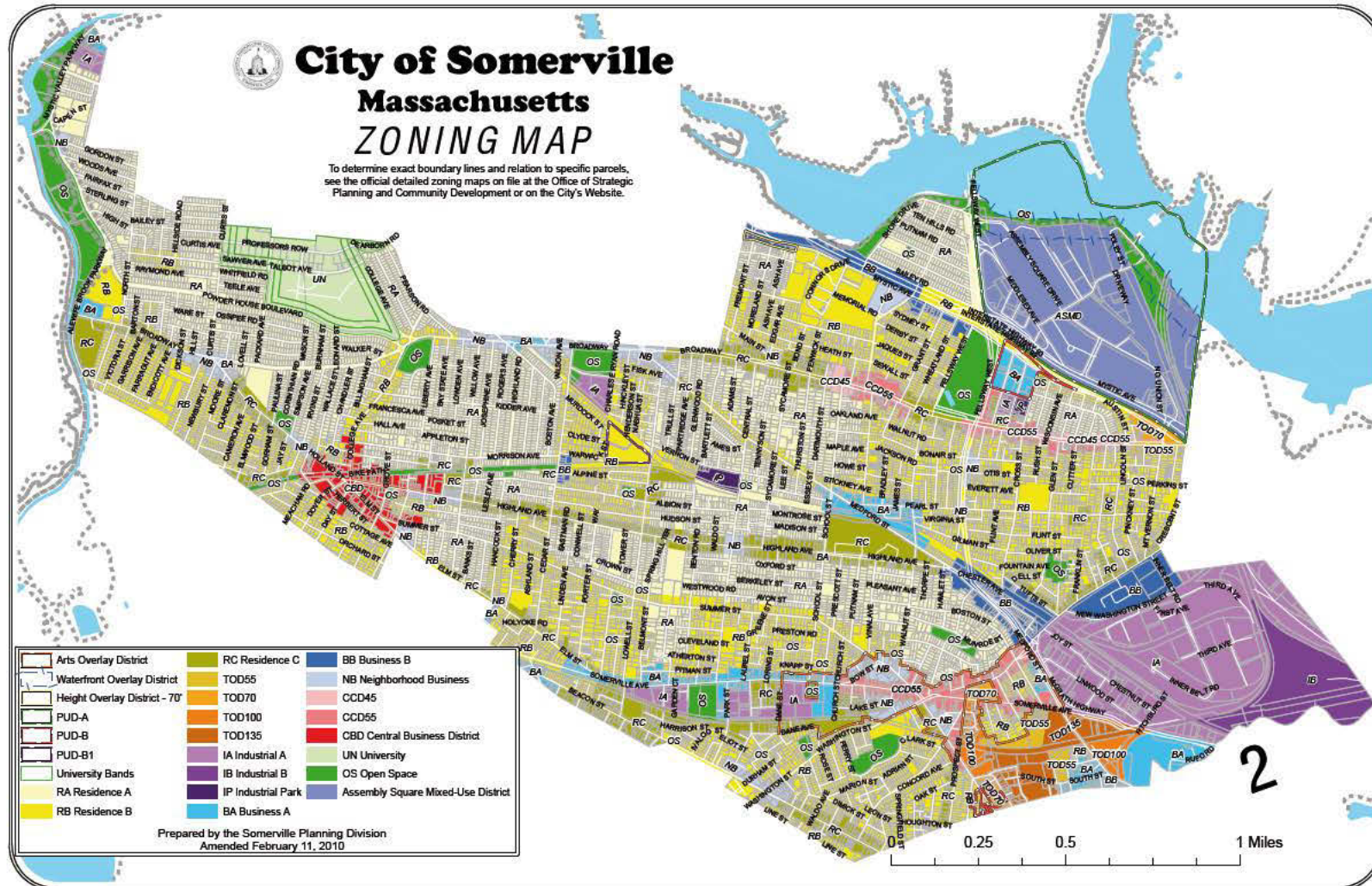
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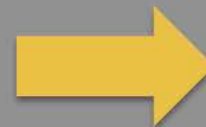
DATA

- Location: ASSEMBLY SQUARE, Somerville, Massachusetts
- Area: 66,5 acres
- Budget: \$ 1,2 billion in construction, \$111,5 in Public Infrastructure
- Revenues: \$15 MM

MISSION

Create the best use

- **PHYSICALLY**
- **ECONOMICALLY**
- **ENVIRONMENTALLY**
- **SOCIALLY**



VISION

Mixed use district

- **OFFICE**
- **RESIDENTIAL UNITS**
- **CULTURAL FACILITIES**
- **OPEN SPACE**
- **ACTIVE RETAIL**



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CASE STUDY DESCRIPTION

The first masterplan



Cecil Group





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CASE STUDY DESCRIPTION

Federal Realty Investment Trust (FRIT)



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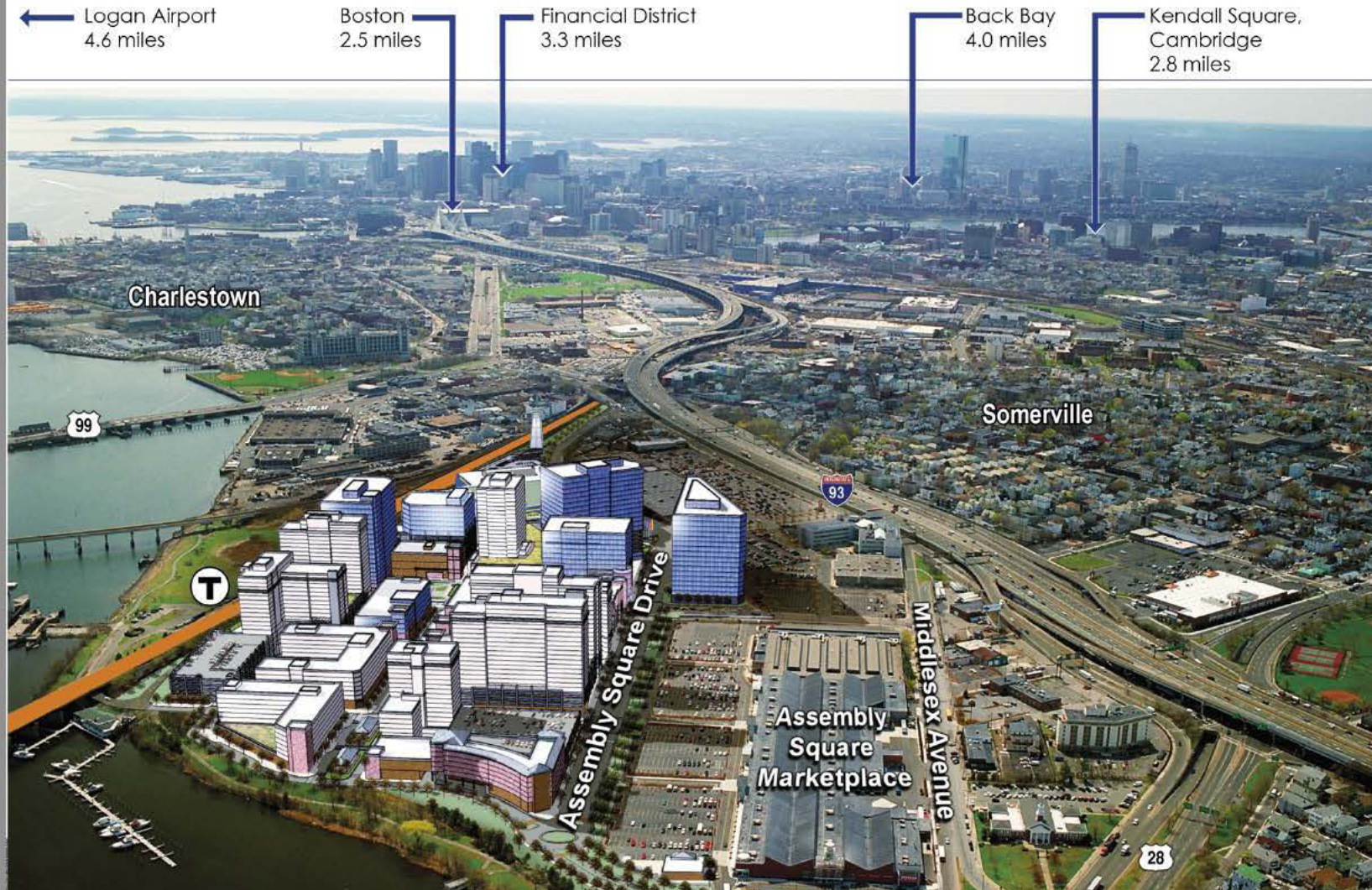


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THE CONTEXT AT THAT TIME



The interior of the Ford assembly plant closed around the late 50s.

The exterior of the old factory before being converted in the current Assembly Square Mall.



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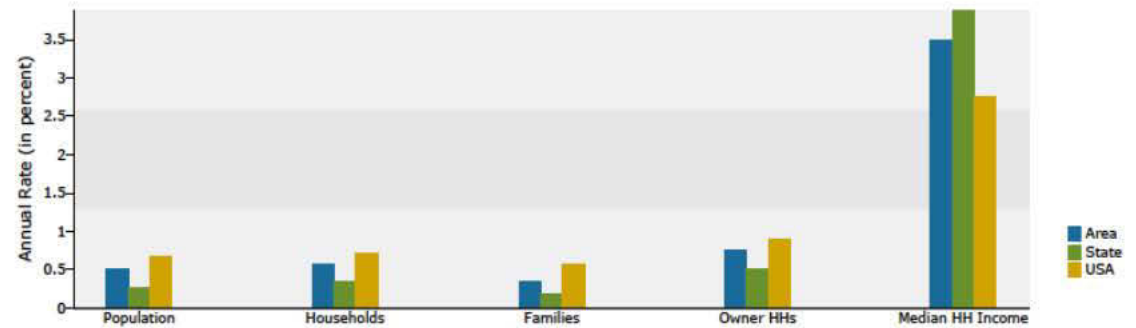
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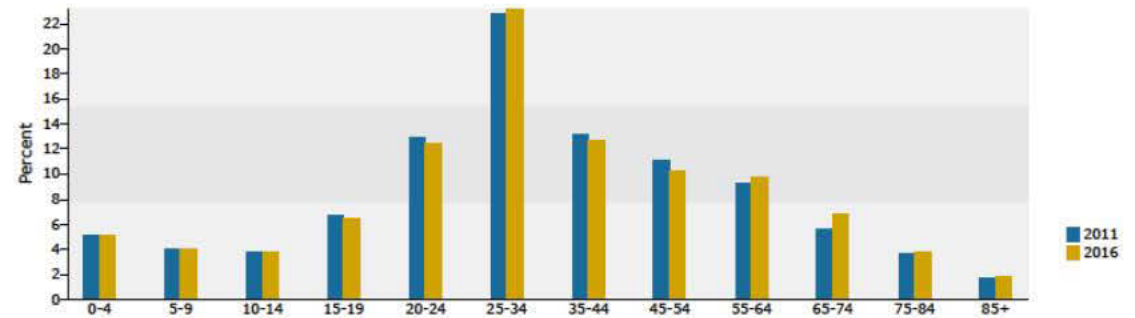
THE CONTEXT TODAY



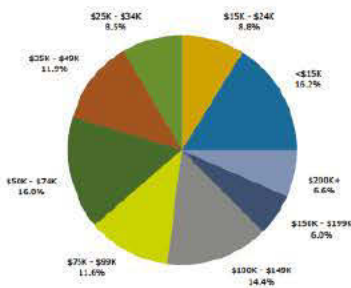
Trends 2011-2016



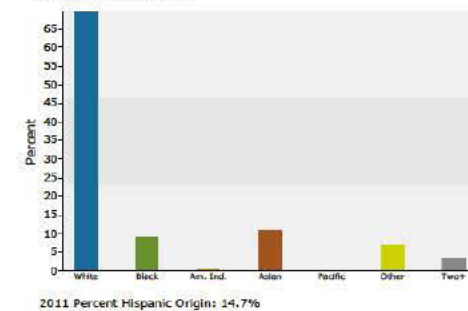
Population by Age



2011 Household Income



2011 Population by Race



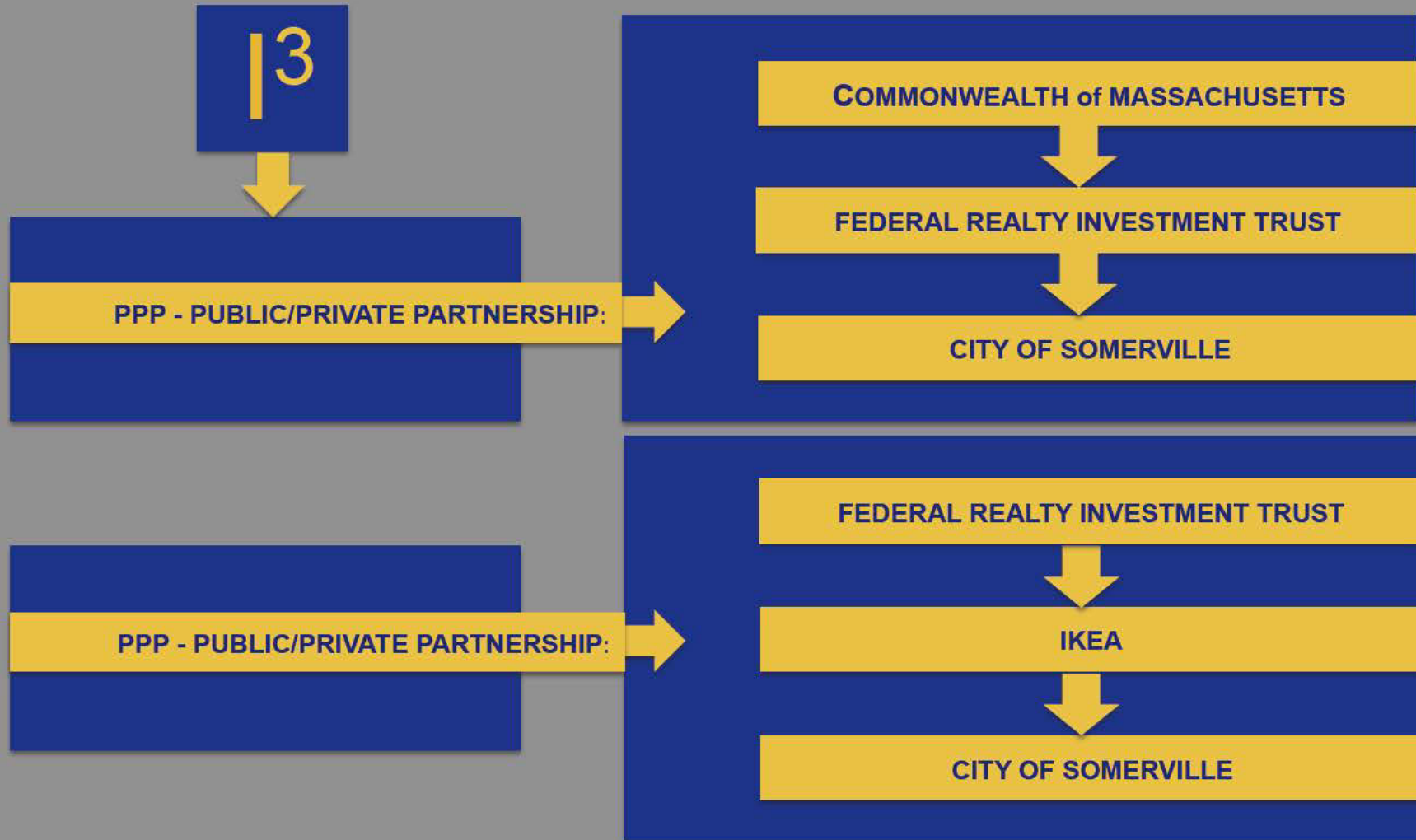
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PARTNERSHIP



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STRENGTHS AND WEAKNESSES

- CREATE DIVERSE NEW USES
- CREATE JOB, TAX REVENUES AND AMENITIES FOR SOMERVILLE
- CREATE A PLACE AT ASSEMBLY SQUARE
- STRENGTHEN LINKS TO THE REGION
- BECOME AN ALTERNATIVE TO THE “DOWNTOWN” OR THE “SUBURB”
- ENHANCE THE ENVIRONMENT
- BECOME A DEVELOPMENT LEADER FOR THE REGION
- CREATE ADDITIONAL OPEN SPACE
- IMPROVE THE WATER QUALITY OF THE MISTIC RIVER AND THE CHARACTER OF THE WATERFRONT

POSITIVITY:



NEGATIVITY:





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CONCLUSIONS

The project is part of a wider regeneration of the city of Somerville. Assembly Square is the center of change, which enabled the design right joining the network in the city. The future of the site not only represents an exceptional event, given the duration of ten years of discussions on the implementation, but also the turning point of an area that seemed to have lost all hope of rebirth. Watch Assembly Square in a broad time frame, allowing not only to understand the true value of identity, but also the attractiveness of a catchment area which will transit the area itself. The aim is to develop a network design that emphasizes the desire and timely economic and social redemption, and the employment needs of the community strengthens the image of the market places, and carry through projects of urban design that creates a unified, compatible scale pedestrian shopping areas defining aesthetically pleasing as well as strengthening the role of public places and facilities.

Maintain an efficient and comprehensive infrastructure both public and private sectors also developing a comprehensive plan for parking management. We are dealing with a dynamic community that has struggled over the years against the economic recession, whose rebirth is emphasized by the clear message sent out: that make Somerville a great place to live, work, play and live well with the family. A solid community founded on a common identity, independent and participatory. Attached to their city and making it a unique place that has no equal in other American cities. Without the will to live passionately their city, they are making a place where we can carry out its activities by interacting with the big city, becoming a major center of attraction day and night!

This is Somerville!!

- First new T-stop in 27 years!
- Already under construction

Expected Opening late 2014



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CONCLUSIONS

facebook Cerca Luciano

Assembly Row

Assembly Row at Assembly Square
1.031 "Mi piace" · 32 parlano di questo argomento

✓ **Ti piace** **Messaggio**

Immobiliare
 Somerville, MA
<http://www.AssemblyRow.com>
<http://www.Twitter.com/WhatsIsAssembly>

1.031 "Mi piace"

Learn more

MBTA GOES TO BEYOND ASSEMBLY ROW - CONSTRUCTION EXPECTED TO

Informazioni Foto Want to Learn More? Note 2

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THE MODEL



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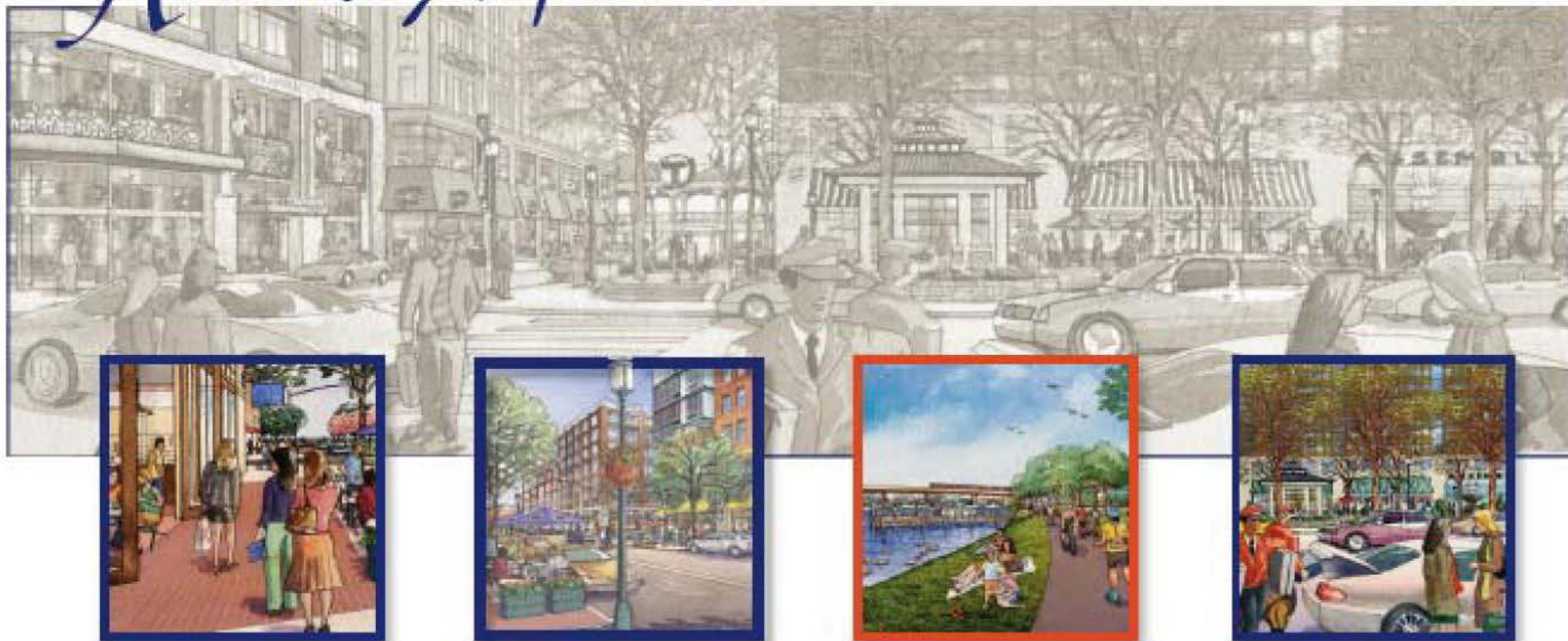
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Assembly Square



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