

Smart Growth

Mashpee Commons

Vs.

Bayshore Town Center

Renovation of Strip Malls – Malls to Mix

- Create “village” center
- Walkable
- Mixed use – shops, office, residential, civic.
- Conserve open space



Mashpee Commons



Demographics and Location

Mashpee Commons, Mashpee, Massachusetts

- Population 12,946
- 89.4% white
- Median age 40.6
- Households 69.5% families
- Located on upper Cape Cod 70 miles southeast of Boston and 50 miles from Providence, RI

Bayshore Town Center, Glendale, Wisconsin

- Population 13,367
- 87.7% white
- Median age 45.6
- Households 60.9% families
- Located on the north shore of Lake Michigan 7 miles from Milwaukee and 90 miles from Chicago.

Mashpee Commons

Colonial Aura on the Cape

- Modeled in part after Nantucket, Marblehead, and Provincetown.
- Includes bank, post office, library.
- Seven types of building and ten street types.



27 MARKET STREET



14 FOUNTAIN STREET

Mashpee Commons Issues

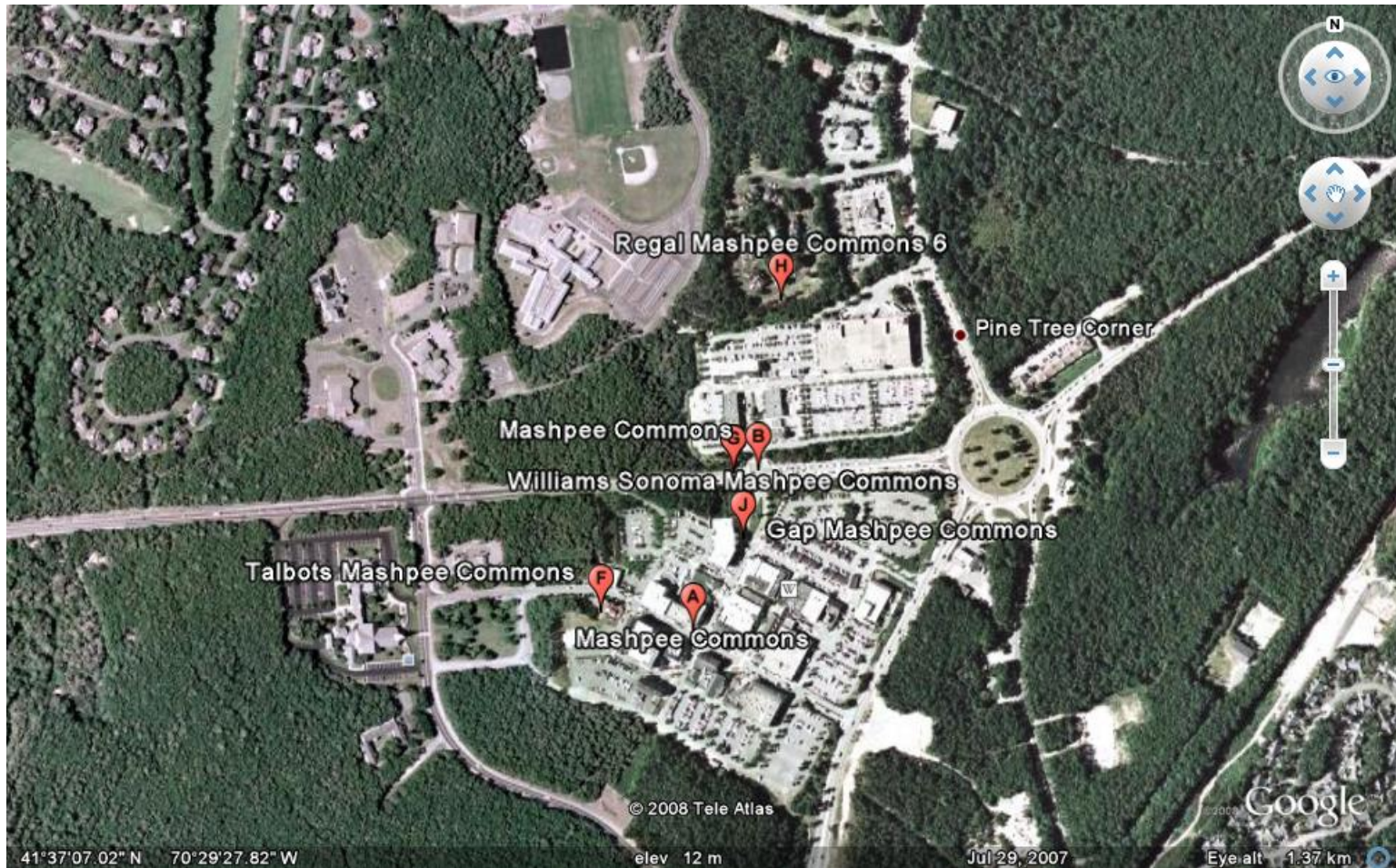
- Zoning – State of Massachusetts creates smart growth zoning Charter 40 R. Towns can opt to adapt.
- Wampanoag Indians – held up land development in the 1970s. Settled suit drives growth spurt in mid-1990s.
- Auto is still the mode of transportation.

Housing in Mashpee

- Mashpee no growth in 1970's. Land dispute with Wampanoag Indians.
- With addition of affordable housing for over 55, town's affordable housing stock at 5% - state law requires 10%.



Mashpee Commons



Critique of Mashpee Commons

- “feels too bright, too carefully manufactured. The palette of colors from one storefront to another seems too coordinated.”
- “town centers such as Mashpee Commons are a big step in the right direction”



Mashpee Commons

A guide for others

- Glacier Drive Business Park, Westwood
- Milton Centre, Milton
- Wayland Business Center, Wayland
- Commercial development off I-95, Sharon
- Marion Marketplace, Marion
- Dartmouth, MA

Bayshore Town Center

- Built in 1958
- Reconstructed in '70s
- 2006 renovation on 47 acres
- Retail space 1.1 million sq. ft.
- 180 retailers
- Office space 275,000 sq. ft.
- 150 apartments



Bayshore Town Center Issues

- Developer was sued for lack of wheelchair access to apartment units
- Complaints about fairness with eminent domain.

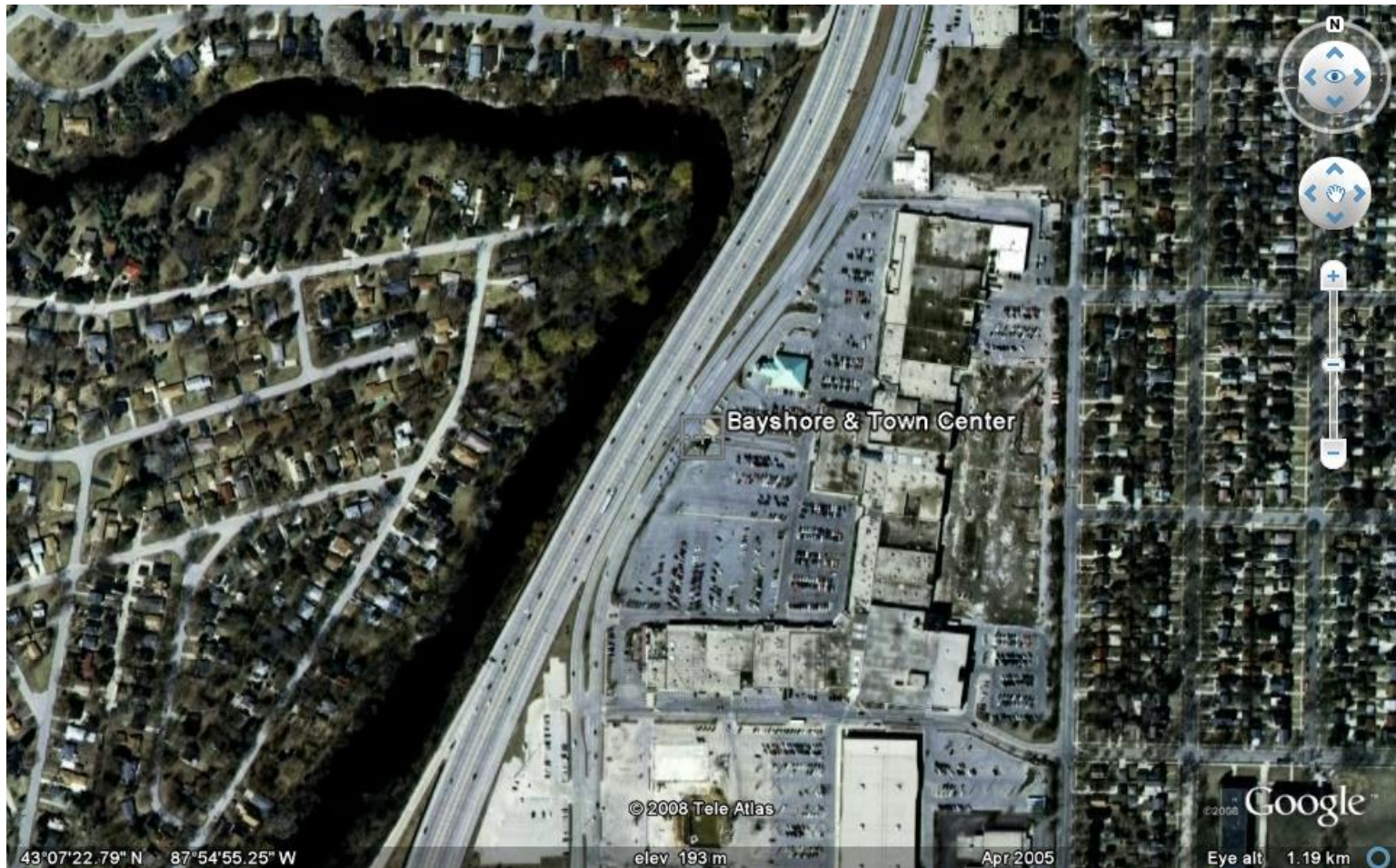


Bayshore Housing

- One bedrooms start at \$900, two bedrooms start at \$\$1,375, three bedrooms from \$1,950.
- View of water fountain and heart of Bayshore Town Center.
- Reserved heated parking.
- Private residence elevator.
- Fitness center and clubroom.



Bayshore Town Center



Critique of Bayshore Town Center

- “row after monotonous row of uniform windows and a pastiche of architectural cliches.”
- “the project’s urban planning, with sidewalks, through streets and landscaped plazas, is generally appealing.”



Principles of Smart Growth

	<u>M</u>	<u>B</u>
1. Range of Housing	Y	N
2. Walkable Neighborhoods	Y	Y
3. Collaboration		N
N		
4. Distinct Communities	Y	Y
5. Predictable Development	Y	N

Principles of Smart Growth

	<u>M</u>	<u>B</u>
6. Mix Land Use	Y	Y
7. Preserve Open Spaces	n/a	n/a
8. Transportation Choices	N	N
9. Develop Existing Communities	Y	Y
10. Compact Building Design	Y	Y

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