



# ENVISION CONCORD BRIDGE TO 2030

## Envision Concord Public Event – Part 1

October 21, 2017

9:30 AM – 12:00 PM

Concord-Carlisle High School Cafeteria

CivicMoxie™  
experts in place

# Good Morning!



*Part 1*

## Welcome & Introduction

Gary Kleiman & Elise Woodward,  
Envision Concord Committee Co-Chairs  
(Comprehensive Long Range Plan)

## What have we accomplished since the 2005 Comprehensive Long Range Plan?

Marcia Rasmussen, Town of Concord  
Director of Planning & Land Management

## Planning Approach & Today's Schedule

Susan Silberberg, CivicMoxie, Principal

# Envision Concord Committee



*Part 1*

John Boynton, Member-at-Large (Clerk)

Margaret Briggs, Concord Municipal Light Plant

James Bryant, Member-at-Large

Jane Hotchkiss, Select Board ex-officio

Peter Hunter, Recreation Commission

Wally Johnston, School Committee

*Gary Kleiman*, Planning Board (Co-Chair)

Barron Lambert, Member-at-Large

Barbara Morse, Concord Housing Development Corporation

Sharyn Lenhart, Council on Aging

Nick Pappas, Public Works Commission

Wade Rubenstein, Member-at-Large

*Elise Woodward*, Historical Commission (Co-Chair)

Judith Zaunbrecher, Natural Resources Commission

# Data Gathering

**We have gathered a lot of information!**

*From many different sources...*

- Public input at open meetings
- Letters and correspondence
- Website posts, text responses from town signs
- Town Survey
- Envision Concord Survey (will share tonight)
- Town Committees and Boards feedback +memos
- Town professional staff
- Focus groups with teens; social services; arts, historical, cultural; business owners/interests
- Interviews
- More to come!

# Planning Approach

## American Planning Association

### *Sustaining Places: Best Practices for Comprehensive Plans*

- Six Principles
- Two Processes
- Two Attributes



# Six Principles means...

## 1. No laundry lists

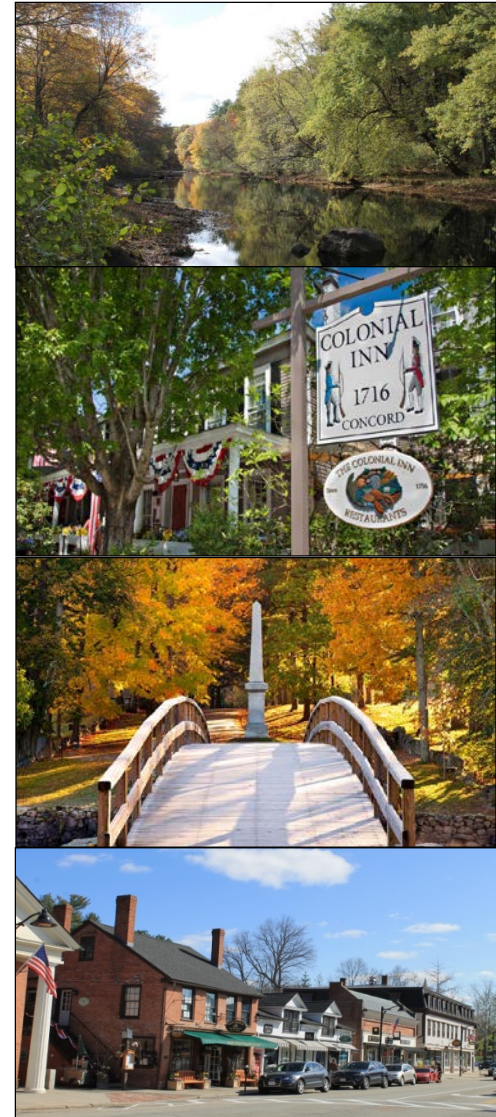
Our job today and over the next several months is not to make a “wish list” of projects or actions that are devoid of context

## 2. Identify optimal solutions

For any “critical issue” that is identified, we must look at it from the perspective of each principle: how does it affect livability, sustainability, economic resilience, health and equity of Concord and surrounding towns?

## 3. Systems thinking

No “siloes” thinking. We will be seeking integrated action items to meet multiple Town needs.





# Committed to a process of Authentic Participation...



*Ensure that the planning process actively involves all segments of the community in analyzing issues, generating visions, developing plans, and monitoring outcomes.*



# Committed to a process of Authentic Participation...

***Not replacing existing processes of participatory democracy in Concord (Town Meeting, public hearings), but supplementing these to draw broader participation and input.***





# Silos vs. Systems

## ***Example:*** **Pocket Playgrounds**

*Idea: a small playground within a five minute walk of every neighborhood in Concord*

- GIS study to identify neighborhoods w/o
- Procure 6-10 ¼ acre parcels in all underserved parts of town
- Finance from taxes or Parks and Rec budget redevelopment of each at cost of ~\$1 million each

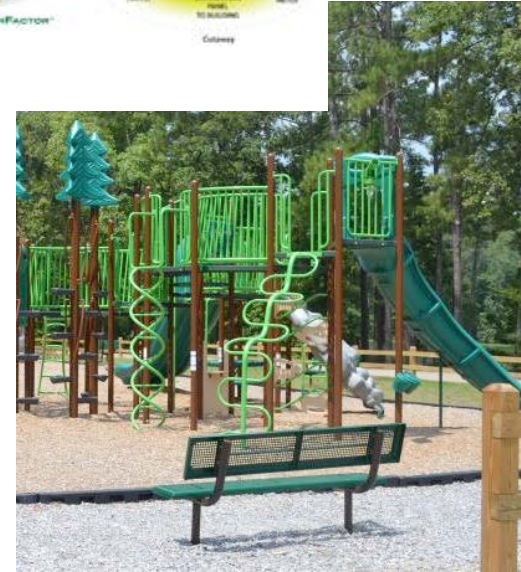


## The logo for "Envision Concord Bridge to 2030" features the word "ENVISION" in large, light blue, sans-serif capital letters. Below it, the word "CONCORD" is written in a smaller, dark blue, sans-serif font. At the bottom, the phrase "BRIDGE TO 2030" is displayed in a small, orange, sans-serif font. To the right of the text, there are five orange circular icons arranged in a cluster. These icons represent various themes: a person with a gear (community/industry), a bar chart (economics), a car (transportation), a leaf (environment), and a person with a gear (community/industry).

**Example:**

*Idea: multi-use town parcel acquisition*

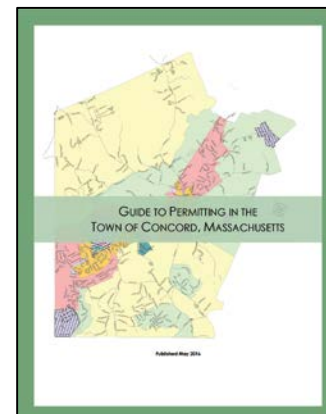
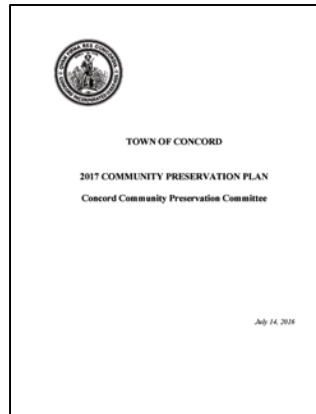
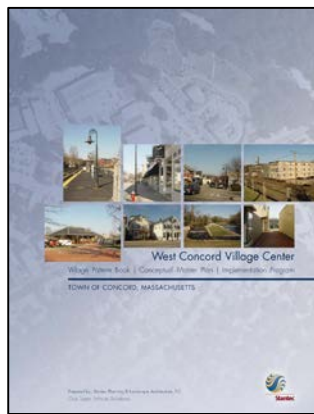
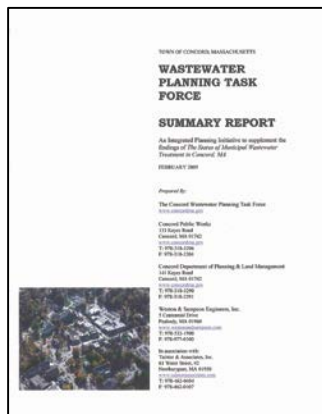
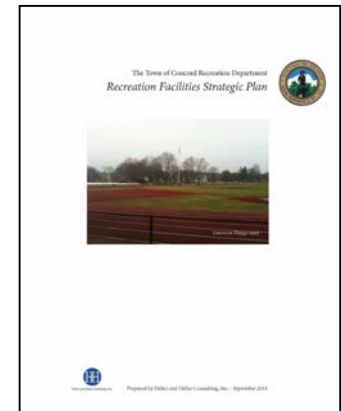
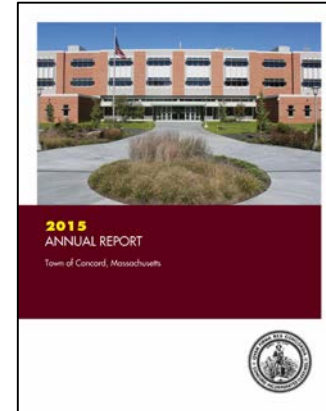
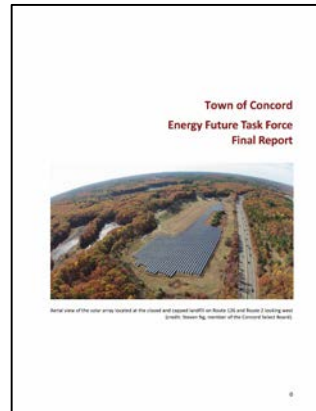
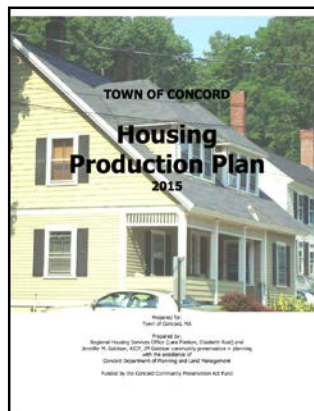
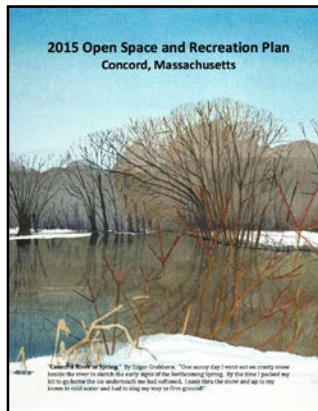
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# What have we accomplished since the 2005 CLRP?



## Part 1



FOUNDATION FOR ENVISION CONCORD – BRIDGE to 2030

CivicMoxie<sup>TM</sup>  
experts in place



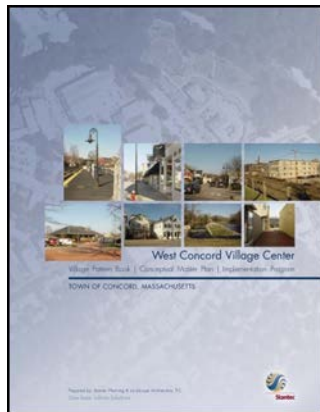
# Three Themes of the 2005 Comprehensive Plan:

1. Protect Concord's Assets and Character
2. Enhance Quality of Life
3. Balance Town Needs with the Ability to Pay

# Protect Concord's Assets and Character *Part 1*

- Protect Open Space and Preserve Natural Resources
- Enhance Cluster Zoning Provisions/Minimize Sprawl
- Preserve Agricultural Uses
- Protect Village Centers
- Ensure Economic Viability of Businesses
- Protect or Plan the Prison Farm Land
- Protect Historic and Cultural Resources (including vistas)
- Maintain Town's Capital Assets and Infrastructure

# Protect Concord's Assets and Character *Part 1*

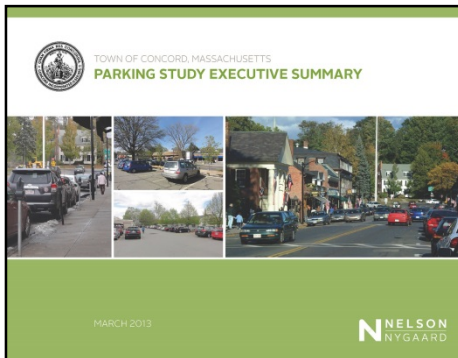




# Enhance Quality of Life

- Offer a variety of housing options and more affordable housing opportunities
- Address tear-down of smaller homes
- Expand Local Historic District
- Develop Town-owned open space for mixed housing
- Provide adequate parking facilities/Comprehensive Town Parking program
- Implement traffic-calming measures
- Address transportation issues
- Provide full range of quality services for residents
- Welcome visitors

# Enhance Quality of Life



# Balance Town Needs with Ability to Pay *Part 1*

- Pursue policies to balance tax burden so residents can stay in town
- Adopt Community Preservation Act
- Utilize Public-Private Partnerships
- Maintain/modestly expand Town's commercial tax base
- Invest in longer-range capital investments
- Update fee and fine schedules regularly
- Prioritize projects with a focus on 'core projects' (i.e., school buildings, public safety buildings, well-sites)



# Balance Town Needs with Ability to Pay *Part 1*



# Preparing for the future of Concord



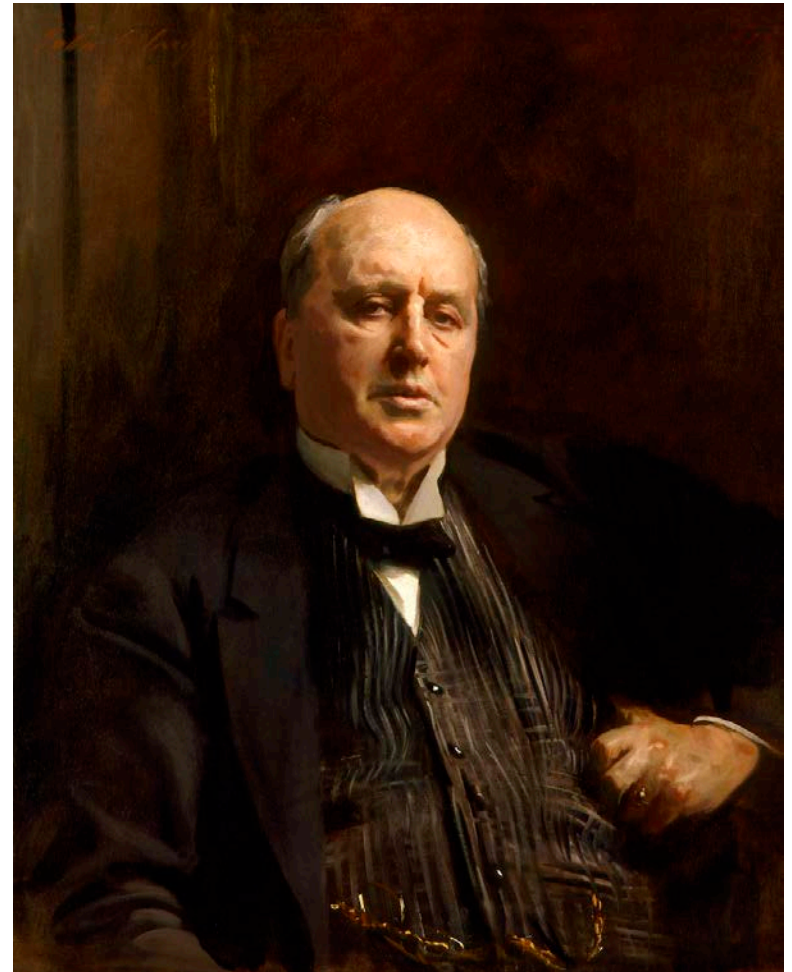
## Part 1



- Gather input from diverse voices and as broad a segment of the population as possible.
- Change will occur whether we want it to or not.
- Planning to be proactive rather than reactive.
- High standards and many high priorities—planning in the context of the Town's fiscal health, trends, and expectations.
- Must explore competing priorities.
- Regarding change: approaches attempt to maintain level of services expected and quality of life (prioritize).

# History Can Inform the Future

- Henry James spoke of Concord as "the biggest little place in America."
- What can being "big" mean for the town today?
- Use this CLRP planning process to explore differences of opinion and values and meet the future head-on.





# Approach

## MA General Law Section 81D

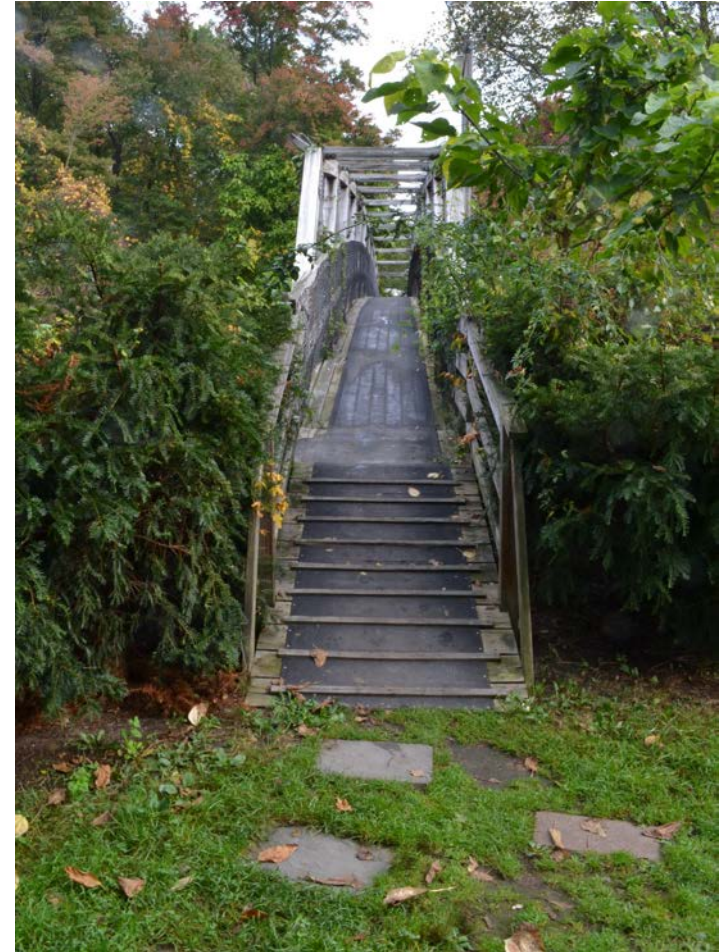
1. Cultural + Historic Resources
2. Economic Vitality
3. Housing
4. Land Use
5. Mobility/ Transportation
6. Open Space + Natural Resources
7. Public Facilities + Infrastructure  
(Schools; Social Services)
8. Sustainability



# Approach

## APA Comprehensive Plan Guidelines

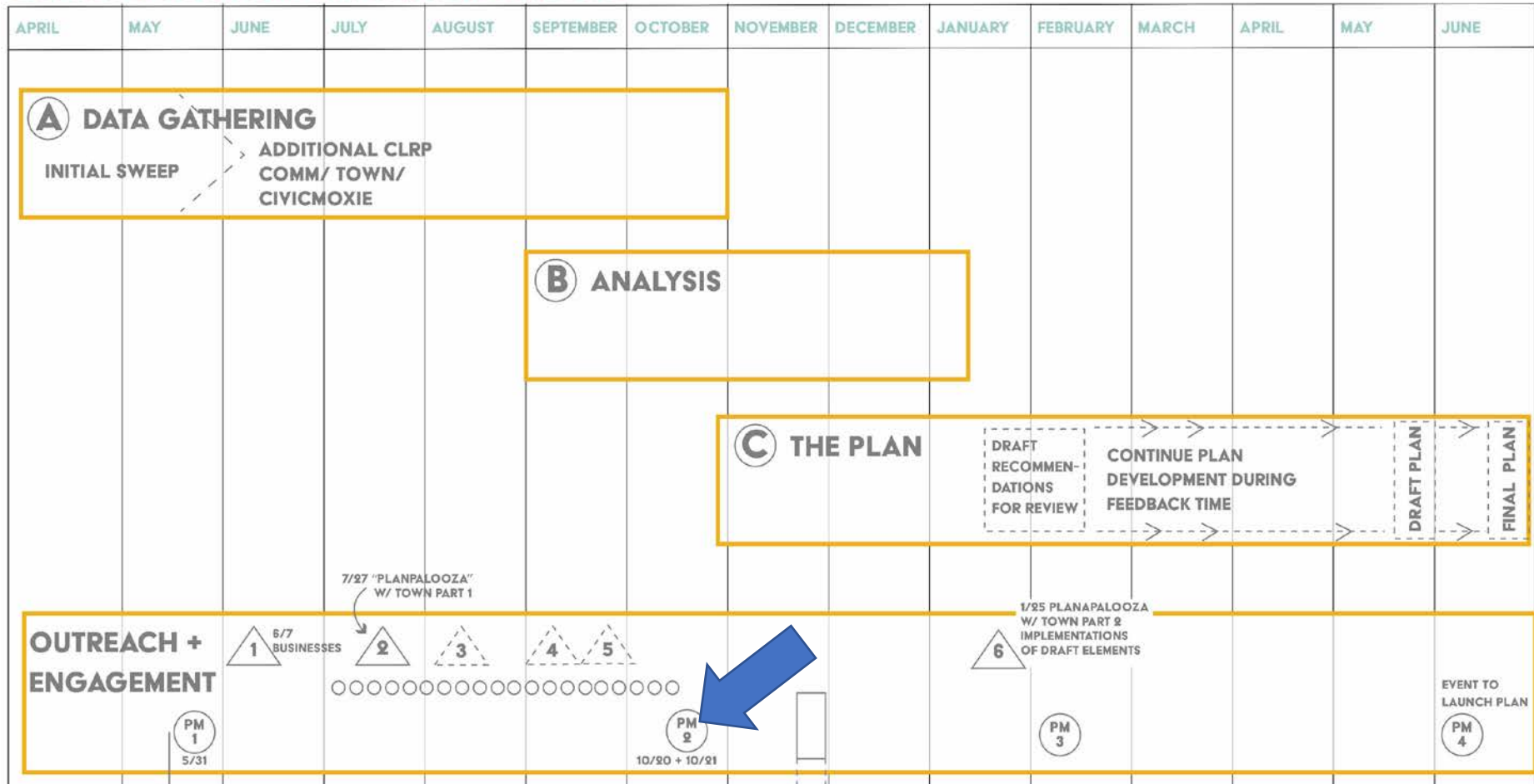
1. Livable Built Environment
2. Harmony with Nature
3. Resilient Economy
4. Interwoven Equity
5. Healthy Community
6. Responsible Regionalism



# Planning Process Schedule

## Part 1

### ENVISION CONCORD CIVICMOXIE TIMELINE



# Today's Schedule



## *Part 1*

- Welcome & Presentation – Part 1 (Introduction)
- Presentation – Part 2 (What we're seeing and hearing)
- Questions & Discussion
- Neighbor Discussions #1 (real-time feedback)
- Presentation – Part 3 (Summaries of Town-wide surveys and voting responses; Priority areas identified to-date)
- Neighbor Discussions #2 or Open Comments (you decide)
- Wrap up + Next Steps