

Town of Concord
Select Board
Priorities for Envision Concord Long Range Plan

ECONOMIC VITALITY: SECTION 4.2

High Priority

- Hire an Economic Vitality Coordinator if fiscally possible to inform and guide potential new businesses through the regulatory and permitting process for establishment of a new business and to collaborate with existing businesses and civic groups, some of which are described below.
- Establish an Economic Vitality Committee that includes Concord Business Partnership members, commercial property owners, renters, appropriate Town committee and/or staff members, other interested parties to: a) define economic vitality as it applies to the three Concord business districts; b) make recommendations, excluding financial support, as to how the Town can support the business districts; c) explore ways to benefit from regional efforts to achieve similar goals.
- Develop ways to encourage and enhance the visitor experience. The Tourism Officer or Deputy Town Manager may form a group that includes local businesses, historic sites, tour companies, non-profit cultural organizations, and other interested parties to develop a set of plans to attract visitors and extend their stay in Concord.
- Explore opportunities for increased development of commercial sites in available areas (e.g. Baker Ave. and Virginia Road) that would increase non property tax revenue with minimal impact on existing neighborhoods.
- Support the work of groups currently active in economic vitality efforts such as West Concord Junction Cultural District Committee, West Concord Advisory Committee and Concord Center Cultural District Committee.

HOUSING AND LAND USE: SECTIONS 4.3 & 4.4

High Priority

- Secure new State-approved public access to Gerow land to enable addition of one SHI-eligible affordable housing unit on land transfer to CHA approved at 2019 Town Meeting.
- Support any proposed zoning changes that expand a range of housing affordability beyond the State Housing Inventory.
- Continue efforts to implement recommendations of the Affordable Housing Funding Committee approved at the 2019 Town Meeting and, as appropriate, additionally included in its final report.
- Track the approval process of the Junction Village Project.
- Support Planning Division's recommendation on implementation of recently passed State legislation to collect tax revenue from Airbnb properties which includes a provision that a portion of those revenues be made available for affordable housing.

Medium Priority

- Working with the new Town Manager, request an overlay map(s) of existing municipal properties and potential opportunity sites (municipal, state, and privately owned) that might be useful for town purposes, identifying multiple site uses whenever possible for housing, commercial and other municipal needs in addition to considerations for preservation of agricultural land, open space, and recreation. This information should inform future proposed land acquisitions and Select Board priorities.

TRANSPORTATION: SECTION 4.5 & PARTS OF SECTION 4.7

Local:

High Priority

- Implementation of an improved complete streets plan.
- Creation of more bike and pedestrian friendly roadways prioritizing those which connect bike and walking trails, as well bikeshare programs between hubs in Concord.
- Improving our sidewalks in the business districts.
- Coordination between the current public and private van pools serving specific interests (COA, DOT Transit, Newberry court, specialized needs vans, etc.) with a multi-stop Concord ride service.
- More effectively work with Crosstown Connect.

Medium Priority

- Longer term ideas such as building offsite parking hubs with regular transport into Town centers.
- AV as inter-municipal transit will become a possibility as we move toward 2030.

Regional:

High Priority

- Working with our State representatives and DOT to improve Route 2.
- Work to improve the Fitchburg line's schedule, accessibility and dependability.

Medium Priority

- Work to create intra-regional bussing and other forms of rideshares.

FISCAL PLANNING: SECTION 4.8

High Priority

- Establish a multi-year capital planning process, including town and school needs, costs/savings/revenue sources, timetable and estimated operating costs (new staff, utilities, maintenance).