



# CASE STUDY: MASHPEE COMMONS

**Cornish Associates**

Location: USA

Mashpee Commons was conceived using principals drawn from historic New England town center models and New Urbanism concepts. The neighborhood was designed to be an environmentally friendly response to the suburban sprawl that has taken place throughout New England, and specifically throughout Cape Cod, during the latter part of the 20th century. Automobile dependent, single use development tends to be environmentally taxing and not conducive to building community. Mashpee Commons grew out of desire to create a positive development for the community, promoting an overall healthier lifestyle.

When visiting the Commons one will find a charming town village style neighborhood that houses over 70 locally owned businesses, 14 national stores, and 40 residential apartments. The neighborhood is designed to provide everything that a vibrant community needs within walking distance; a post office, doctor's office, yoga studio, and Organic Market, for example, can currently be found sandwiched in between a diverse mix of retail shops, distinguished restaurants, and state-of-the-art apartments. Amongst the businesses, recreational spaces have been strategically designed to serve as communal gathering areas. Mashpee Commons' curates and hosts year-round special events for the community in these public spaces such as farmers' markets, live music, and block parties.



Mashpee Commons © Cornish Associates

## HISTORY & GROWTH

Mashpee Commons has come a long way since it was first constructed in the mid-1960s. Originally called the New Seabury Shopping Center, the initial property included a bank, hardware store, florist shop, two-screen movie theater, small market, post office and one Restaurant. In the mid-1980s, the name was changed from the New Seabury Shopping Center to Mashpee Commons, which is also when the Commons began to add internal streets and more buildings.

The mixed-use neighborhood within the Commons continues to expand. In the mid 1980's the property contained approximately 10 businesses. Today Mashpee Commons is home to over 100 businesses, roughly 70 of which are locally owned. The Commons is continually evolving the neighborhood to meet the demands of the growing community on Cape Cod.

In the Summer of 2015 Mashpee Commons announced a collaboration with the state of Massachusetts and the town of Mashpee on the most recent expansion project. The expansion will include approximately 12,000 square feet of retail space for small businesses, and approximately 52 apartments. The project will be a wonderful asset for the town of Mashpee, creating economic prosperity and improving town's infrastructure.

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