

Concord Center Cultural District and Wayfinding Program





Walden Street, Concord Center

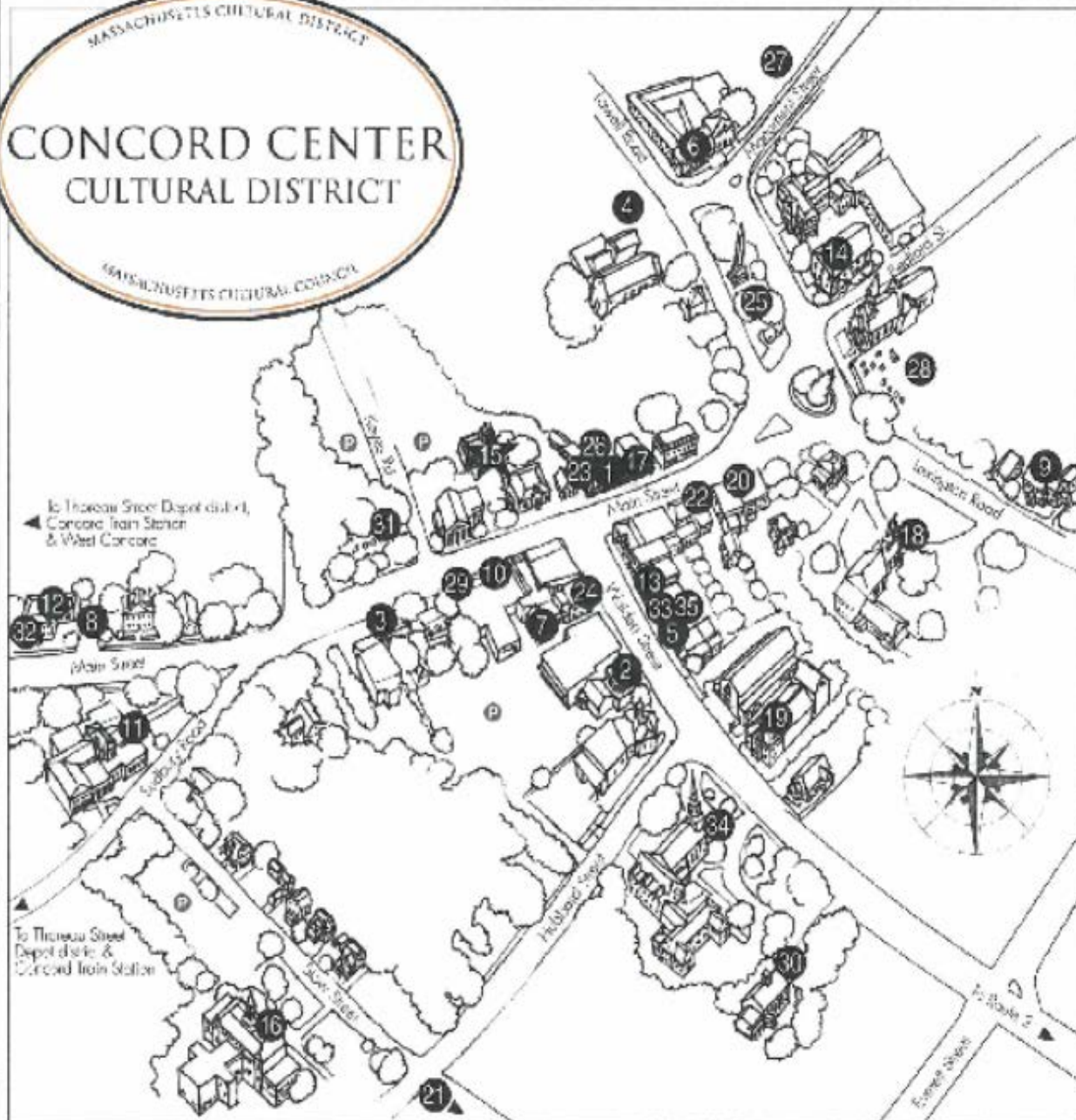
Concord has four centuries of rich history to explore:

- ⌘ First Inland Settlement (1632)
- ⌘ American Revolution – April 19, 1775
- ⌘ Center of Abolitionist movement 19th century
- ⌘ Transcendentalist Movement – Emerson, Alcott and Thoreau
- ⌘ Center of American Arts and Literature – L.M. Alcott, Lothrop Hawthorne, Daniel Chester French
- ⌘ Development as a Cultural Center - Today

MASSACHUSETTS CULTURAL DISTRICT

CONCORD CENTER CULTURAL DISTRICT

MASSACHUSETTS CULTURAL COUNCIL

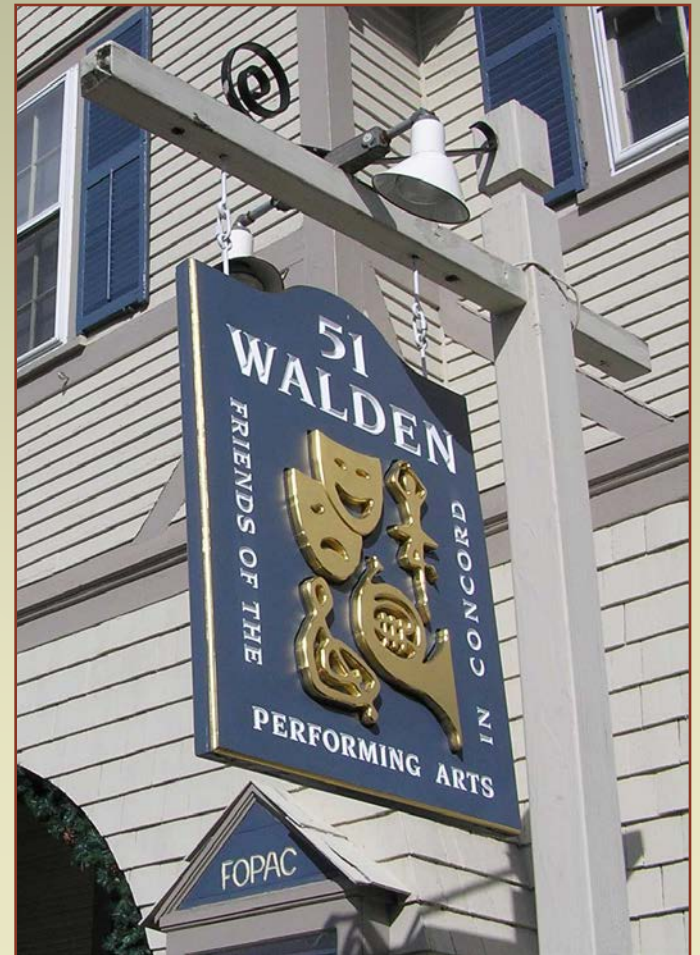


- 1 Albright Art Gallery
- 2 Artist's Way
- 3 Barrow Bookstore
- 4 Chamberlin Park
- 5 The Cheese Shop
- 6 Colonial Inn & Restaurants
- 7 Conella's Restaurant
- 8 Concord Academy
- 9 Concord Art Association
- 10 Concord Bookshop
- 11 Concord Free Public Library
- 12 Concord Chamber Music Society
- 13 Concord Chamber of Commerce
- 14 Concord Town Office
- ★ CONCORD VISITOR CENTER
- 16 Emerson Umbrella Center for the Arts
- 17 Fairbank & Perry Goldsmiths
- 18 First Parish Church
- 19 Friends of the Performing Arts in Concord
Concord Players
Concord Band
Concord Orchestra
- 20 Helen's Restaurant
- 21 Hunt Recreation Center
- 22 Locusts Gallery
- 23 Main Street Cafe
- 24 Montague Gallery
- 25 Monument Square
- 26 The Muse's Window Gallery
of Fine Handicrafts
- 27 North Bridge Inn
- 28 Old Hill Burying Ground
- 29 Sally Ann Food Shop
- 30 Scour House
- 31 South Burying Ground
- 32 Summer Stages Dance at
Concord Academy
- 33 Thoreau's Antiques
- 34 Trinitarian Congregational Church
- 36 Upstairs Antiques



CONCORD
CHAMBER of
COMMERCE







Main Street, Concord Center



Concord Visitor Center
Built with private funds
And donated to the
Town in 2002





With so many treasures,
how to get visitors
oriented?

The Key is Wayfinding



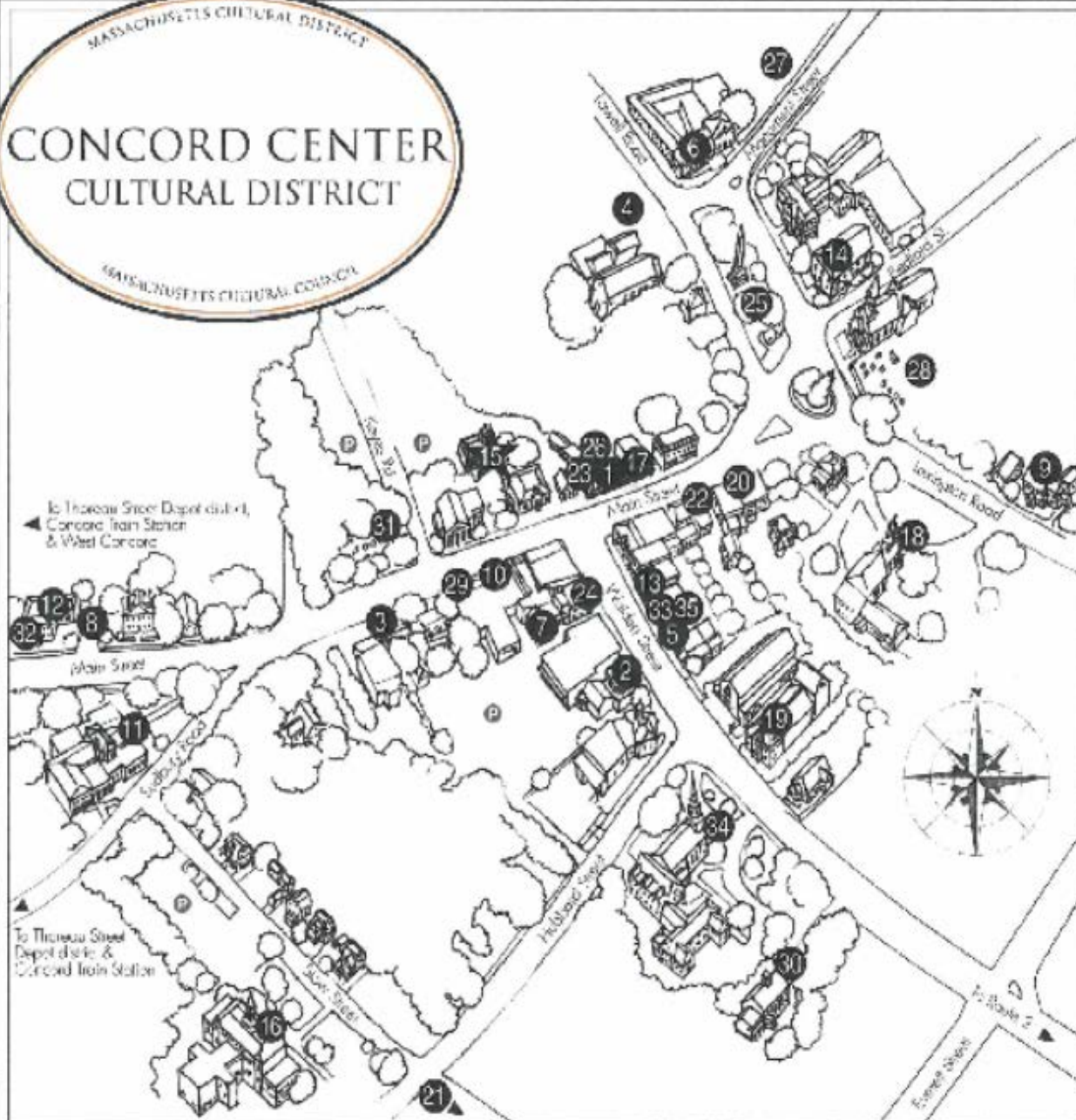
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Studies underway:

- & Town-wide signage study
- & Parking Management Plan
- & Trails and Paths Study for Accessibility



Walden Street, Concord Center

Four Strategies identified by The Cecil Group:

- ‡ Channel people to the Visitor Center first for Orientation.
- ‡ Create a Way-finding “Garden” and Information Hub at the Visitor Center,
- ‡ Group Way-finding for Complementary Destinations into Common Topics.
- ‡ Take a Coordinated Approach to Signage for Pedestrians and Drivers

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For more information
go to
www.concordma.gov
Planning Department