

# CONCORD HISTORIC PRESERVATION PLAN

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## Emerging Ideas for Concord's Community-Wide Historic Preservation Plan



Presentation by Heritage Strategies, LLC for the  
Town of Concord, Massachusetts

Concord Historical Commission ★ Concord Historic Districts Commission

November 14, 2024

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# CONCORD HISTORIC PRESERVATION PLAN

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## Agenda

1. Preservation = Sustainability

2. Planning Process

Phase I: Background

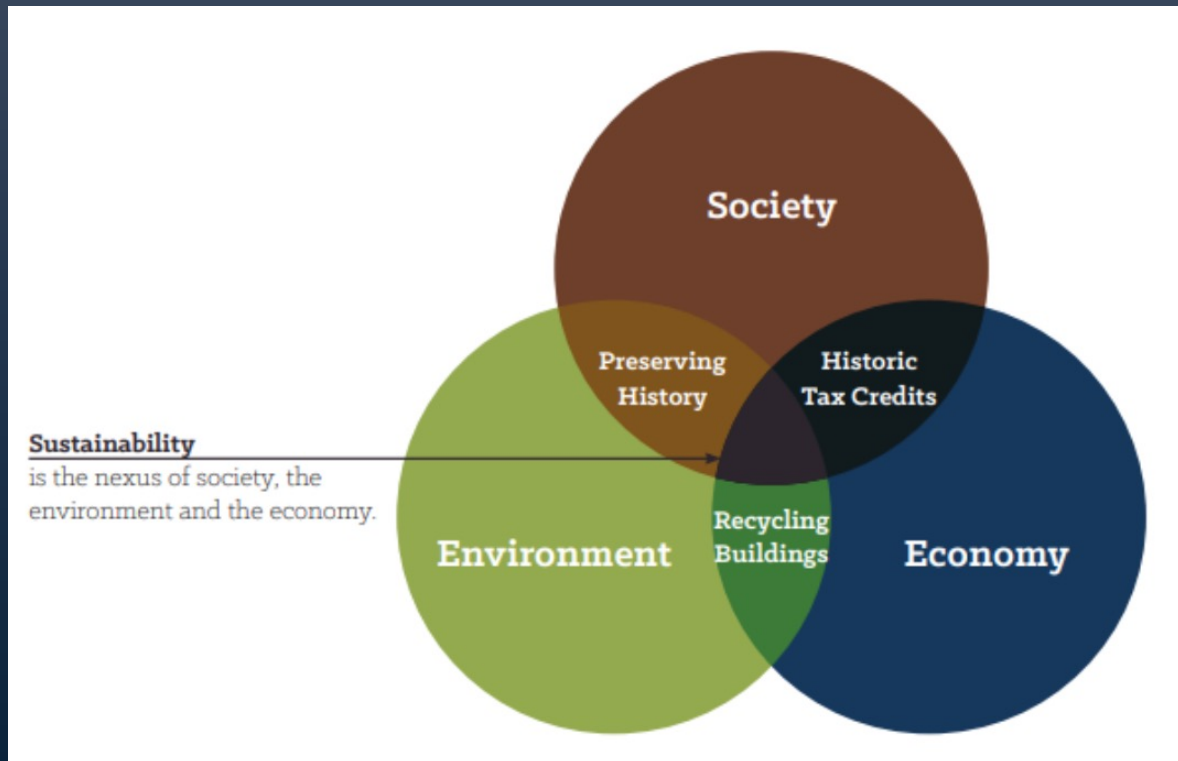
Phase II: Public Outreach [we are here]

[Phases III-IV: Drafting the Plan]

3. Emerging Ideas for Action

# CONCORD HISTORIC PRESERVATION PLAN

## PRESERVATION = SUSTAINABILITY

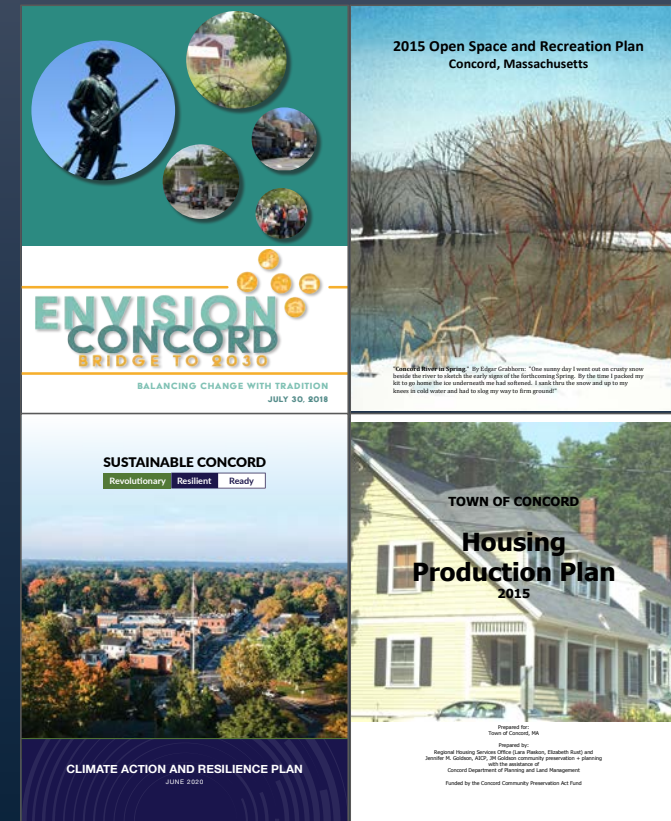


# CONCORD HISTORIC PRESERVATION PLAN

## SUPPORTING PUBLIC VALUES through Preservation

*Preservation fulfills Concord's plans for:*

- Community development
- Open space and recreation
- Housing
- Climate action and resilience



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# CONCORD HISTORIC PRESERVATION PLAN

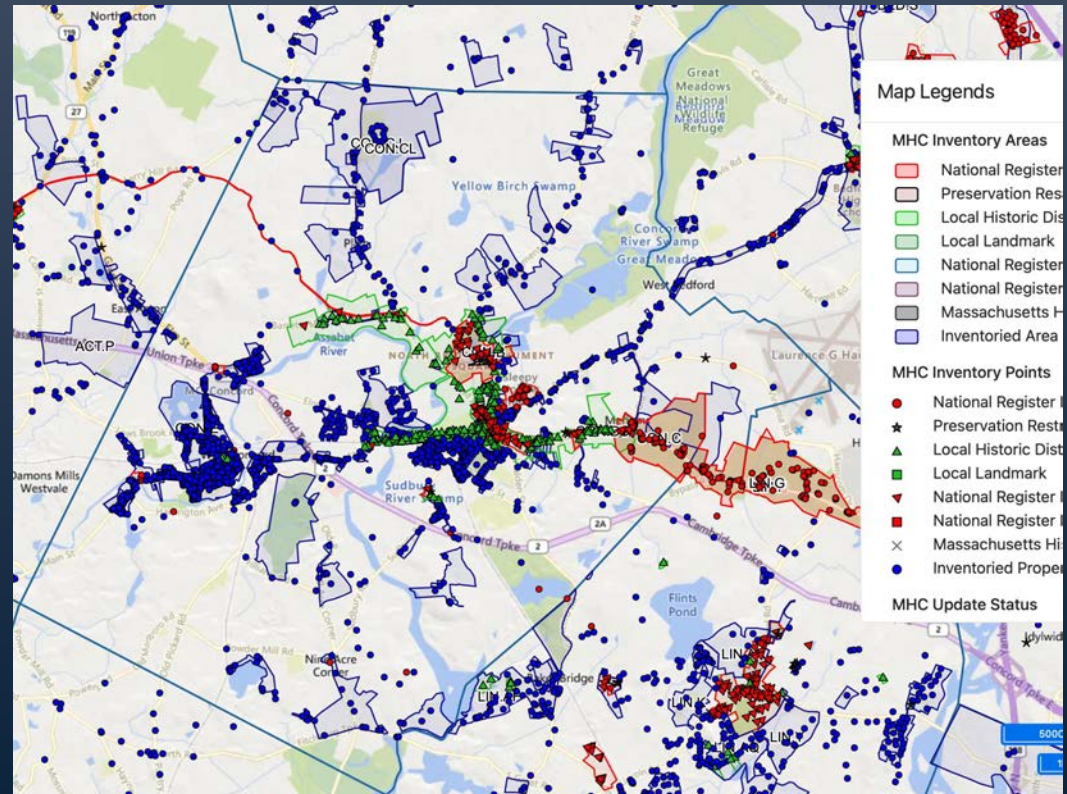
## SUPPORTING PUBLIC VALUES through Preservation

### *Envision Concord 2030: Five Criteria for Decision Making*



# CONCORD HISTORIC PRESERVATION PLAN

## 2. Planning Process



(IMAGE CREDIT: Massachusetts Historical Commission, MA Cultural Resource Information System (MACRIS))

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## PHASE I – Background Research

Historic resources:

- Concord's Inventory (MACRIS)
- Recognition (National Register, NHLs, Local Historic Districts)
- Heritage Landscape Reconnaissance Report

Stakeholders and partners

Historical development

History of historic preservation in Concord

Existing community plans and goals

Municipal bylaws and town heritage programs

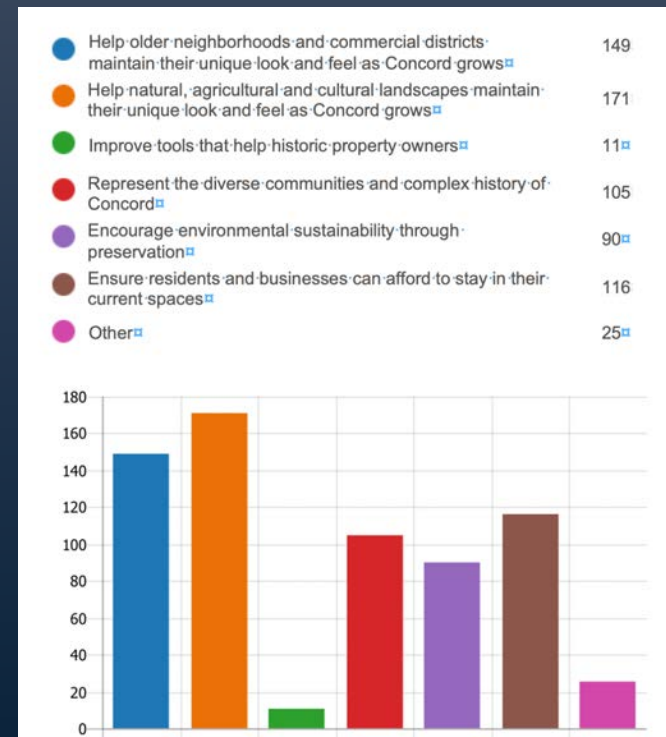


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## PHASE II: Public Outreach

- Interviews & meetings
- Focus groups – historic preservation, natural resources and open space, education, and economic vitality and tourism
- Web page
- Community Survey: “Preserving Place: A Concord Heritage Survey”

Question 7. Please choose two preservation goals that you think the Town should tackle first.

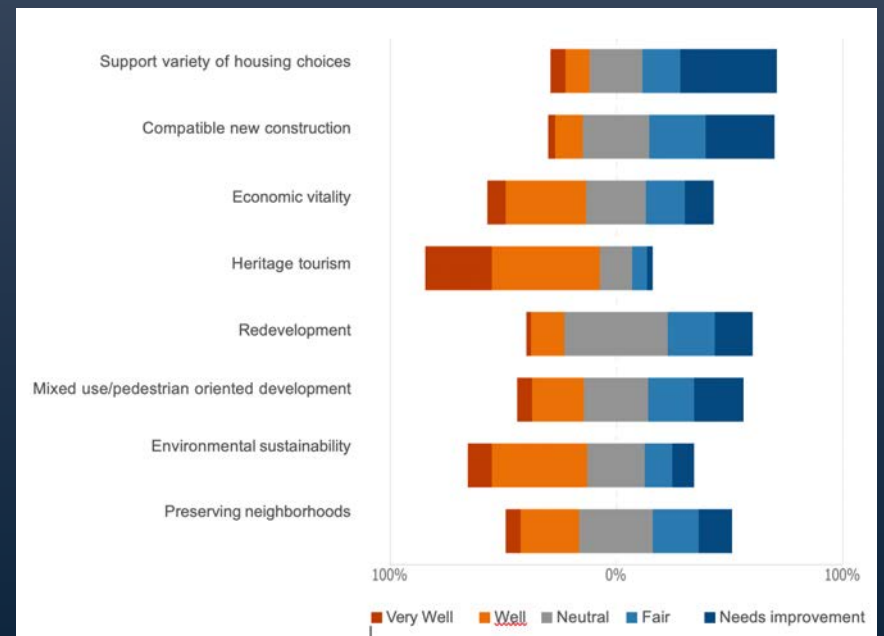


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## Community Survey - Themes

1. National Historical Significance and Events – *Foundations of American democracy, identity, and the environmental movement*
2. Diversity and Inclusion – *housing, people, and telling the whole story*
3. “Green Concord”
4. Community Character
5. Managing Development
6. Community Engagement
7. Favorite Historic Resources
8. Downtown Vitality
9. Education

Question 8. Please rank the following preservation goals according to how well you believe that they are being achieved in Concord.



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## Q13: What is being done well?

"I applaud recent efforts to tell everyone's story, including those that have been left out in the past, as part of one complex but still inspiring whole story."

"National Park, Concord Museum, Concord Center."

"Efforts to create walking & biking trails, commercial and housing close to the stations and some land preservation."

"In general, we've done a good job about keeping local businesses and avoiding chains."

## Q14: What are the key challenges?

"Avoid overbuilding, maintaining infrastructure, keeping taxes affordable, encouraging young families to stay so we aren't a town of old folks, taking care of old folks."

"Expanding housing opportunities without losing the character of Concord."

"Making changes. Getting Boards and Committees to align with the public's stated goals. Getting the public to state goals cohesively."

"We have many historical buildings and areas. Prioritization will be difficult."

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## Q15: Where do you see gaps?

"Accessibility from one side of town to the other."

"Emphasis on West Concord history."

"Housing that better utilizes the developed areas that already exist."

"Being a truly welcoming community, not just saying we are welcoming."

"Need more affordable housing but not large institutions."

"Many people do not know or appreciate historical neighborhoods where people of color lived as a community."

"I would like to learn more about how an average person lived - and what was considered an average person."

"I would not say 'gaps.' I just think we need to keep working on deepening and telling our stories."

"Modern architecture in Concord should be preserved."

"Ever growing expectations not matched by dollars."

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## 3. Emerging Ideas for Action



An example of an Indigenous Cultural Landscape along a tributary of the Nanticoke River on Maryland's Eastern Shore of Chesapeake Bay.

(CREDIT: <https://home.nps.gov/cajo/learn/indigenous-cultural-landscapes.htm>)

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## FOCUS: Operations

### GOAL:

Ensure a **strategic and cost-effective approach** to Concord's heritage program that enhances and supports **community-wide core values** identified in *Envision Concord*.



Concord's Town House, 1850  
(Photo courtesy Freedom's Way National Heritage Area)

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## FOCUS: Education & Communication

### GOALS:

- a) Expand **public understanding and appreciation** for Concord as a place of memory, meaning, and inspiration.
- b) Cultivate **authentic experiences** of Concord's places and structures and the diverse stories that they represent.
- c) Advance **appreciation of the preservation field** and its societal, environmental, and economic benefits.



Damon Mill and Derby I Street, West Concord

# CONCORD HISTORIC PRESERVATION PLAN

**FOCUS:** Stewardship – Advance Knowledge and Inform Decisions

**GOAL:**

Expand knowledge and inform decision making about Concord’s historic and cultural resources through **research and documentation.**



Triangle Farm Barn (1850), 149 Spencer Brook Road, CON.1185



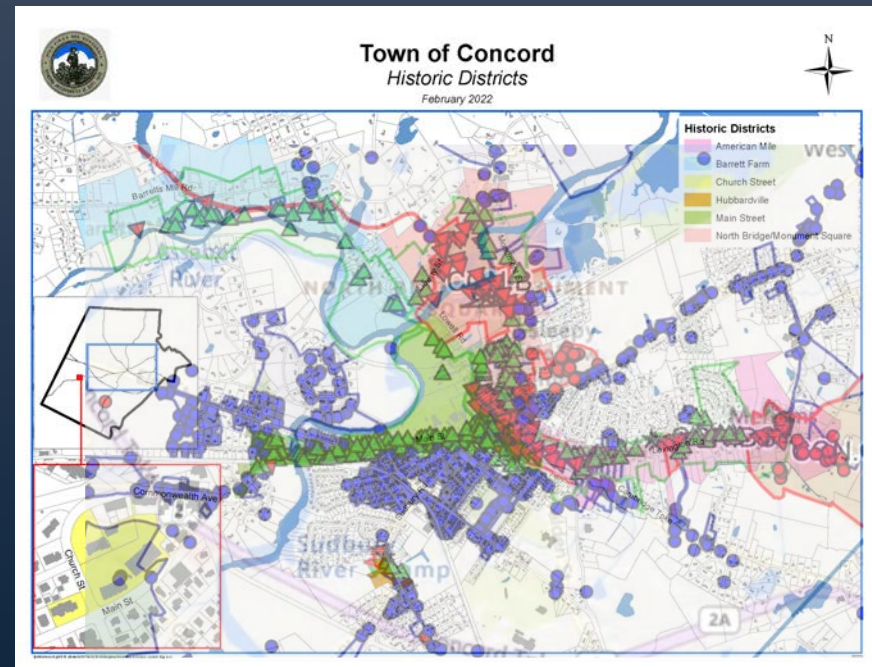
The CHC is seeking CPA funds next year to survey “mid-century modern” buildings. Pictured, unsurveyed homes on Monument Street and off Old Bedford Road.

# CONCORD HISTORIC PRESERVATION PLAN

**FOCUS:** Stewardship – Preservation & Protection  
*Culture*

**GOAL:**

Secure **optimum protection for and prevent further loss** of historic places, buildings, neighborhoods, sites, and landscapes that contribute to Concord's cultural heritage, particularly those with national and international meaning.

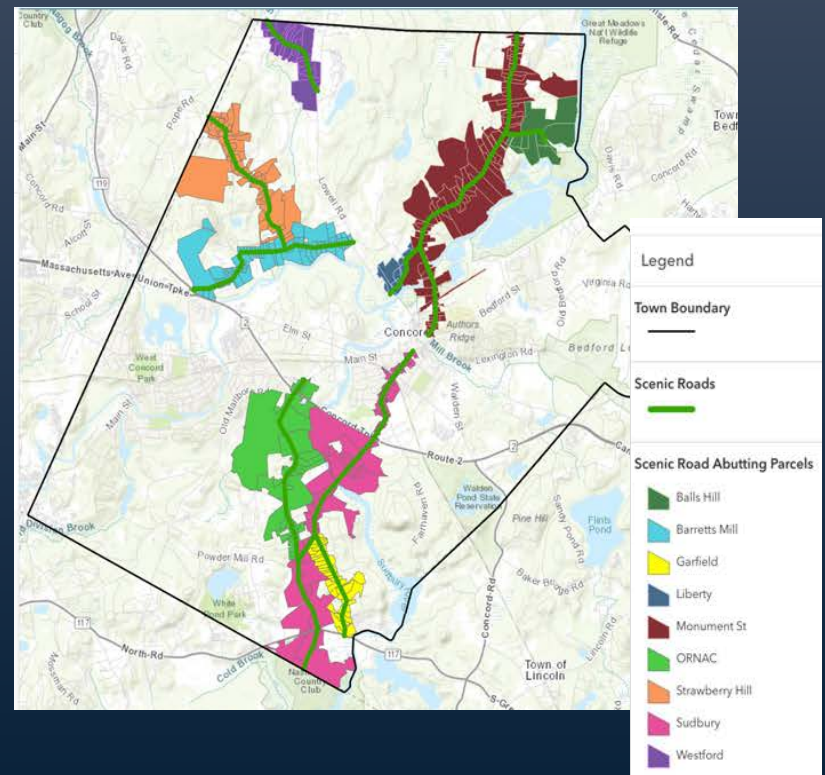


# CONCORD HISTORIC PRESERVATION PLAN

**FOCUS:** Stewardship – Preservation & Protection  
*Open Space & Natural Resources*

**GOAL:**

Protect the **historic character of Concord's countryside** to support human health and well-being and Concord's agricultural, open-space, biodiversity, sustainability, and resiliency goals.

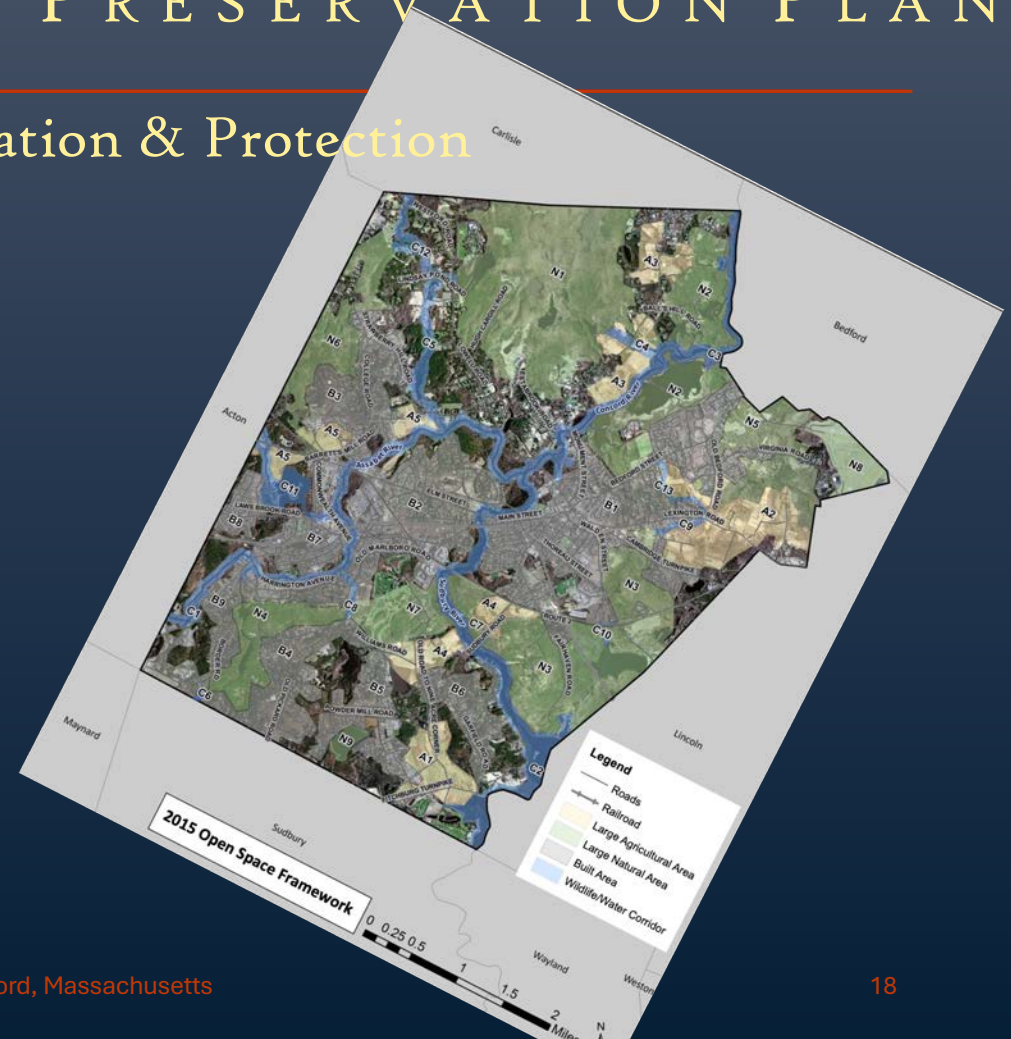


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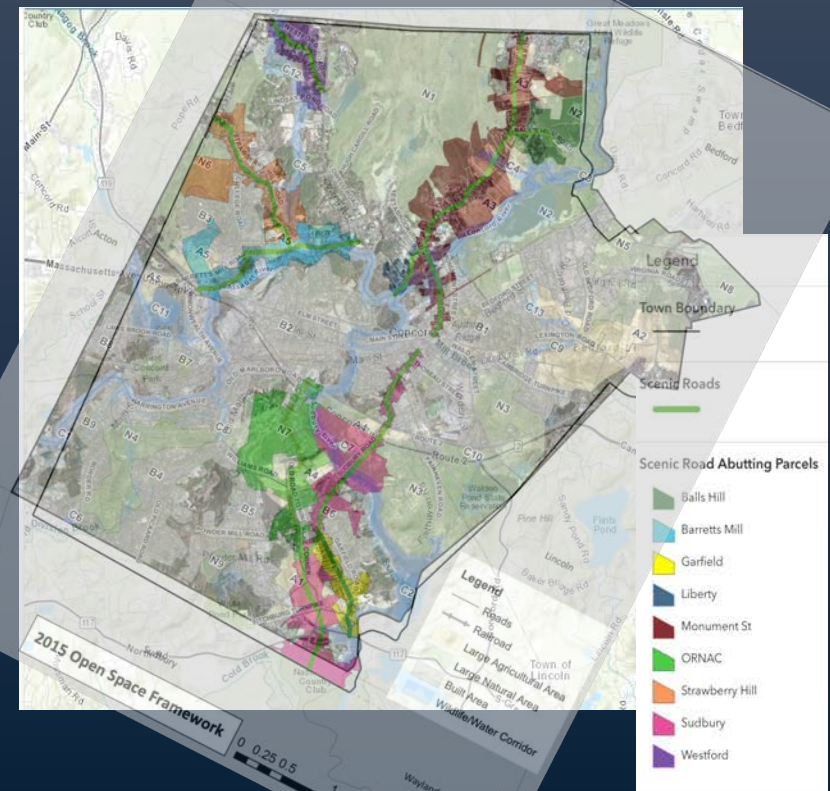


# CONCORD HISTORIC PRESERVATION PLAN

**FOCUS:** Stewardship – Preservation & Protection  
*Open Space & Natural Resources*

**GOAL:**

Protect the **historic character of Concord's countryside** to support human health and well-being and Concord's agricultural, open-space, biodiversity, sustainability, and resiliency goals.



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**FOCUS:** Stewardship – Preservation & Protection  
*Housing & Sustainability*

**GOAL:**

**Reduce embodied carbon emissions and maintain a diverse housing stock by:**

- 1) Discouraging the demolition of smaller homes** and their replacement with larger, more expensive residences.
- 2) Encouraging renovation of existing single-family homes** and outbuildings.

*"The greenest building is the one that is already built."*



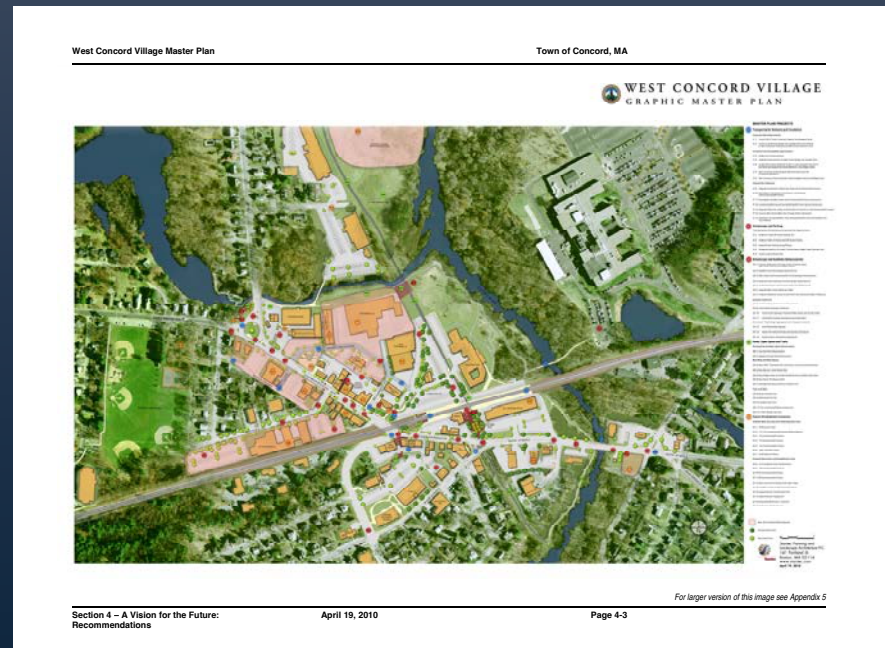
Thoreau Depot area

# CONCORD HISTORIC PRESERVATION PLAN

**FOCUS:** Stewardship – Preservation & Protection  
*Economic Vitality*

**GOAL:**

Encourage the practice of “place keeping,” preserving the unique historic character and human scale of Concord’s streets and village centers, to support Town goals for these vital, pedestrian-friendly, economic and social hubs and corridors that foster community engagement.



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Questions? Comments? Discussion?



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Part II of this meeting: Visit the posters presenting goals and actions, leave your comments. Then please stay for more discussion – Thanks!



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## GOALS UNDER DISCUSSION

### OPERATIONS

**GOAL:** Ensure a strategic and cost-effective approach to Concord's heritage program that enhances and supports community-wide core values.

### EDUCATION & COMMUNICATION

**GOAL FOR PUBLIC UNDERSTANDING:** Expand public understanding and appreciation for Concord as a place of memory, meaning and inspiration.

**GOAL FOR AUTHENTIC EXPERIENCES:** Cultivate authentic experiences of Concord's places and structures and the diverse stories that they represent.

**GOAL FOR PRESERVATION APPRECIATION:** Advance appreciation of the preservation field and its societal, environmental and economic benefits.

### STEWARDSHIP

**DOCUMENTATION GOAL:** Expand knowledge and inform decision making about Concord's historic and cultural resources through research and documentation.

**CULTURAL HERITAGE GOAL:** Secure optimum protection for and prevent further loss of historic places, buildings, neighborhoods, sites and landscapes that contribute to Concord's cultural heritage, particularly those with national and international import.

**GOAL FOR OPEN SPACE AND NATURAL RESOURCES:** Protect the historic character of Concord's countryside to support Concord's goals for agriculture, open-space, biodiversity, sustainability, resiliency and health.

**HOUSING & SUSTAINABILITY GOAL:** Reduce embodied carbon emissions and maintain a diverse housing stock by (1) discouraging the demolition of noteworthy smaller homes and their replacement with larger, more expensive residences; and (2) encouraging renovation of existing single-family homes and outbuildings.

**ECONOMIC VITALITY GOAL:** Encourage the practice of "place keeping," preserving the unique historic character and human scale of Concord's streets and village centers, to support Town goals for these vital, pedestrian-friendly economic and social hubs and corridors that enable community engagement.