

# **BURLINGTON MALL**

## **A REDEVELOPMENT PLAN**

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## APPROVAL PAGE

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# INTRODUCTION

The Burlington Mall is a regional shopping center located in Burlington, Massachusetts. About ten miles outside of Boston, it sits near the junction of Interstate 95 and Route 3. In the first few decades of Burlington's explosive growth as a suburb, the mall was a magnet to shoppers and other developments that created its present day reputation as a shopping and employment hub. Today, it remains a landmark in the Greater Boston Area and puts suburban Burlington on the map. Conversely, regional indoor malls are losing favor as shoppers increasingly value the third place experience. This document will identify where there is a potential for improvement. In addition, all analyses and conclusions will be made into a workable site plan as an example for the future of the Burlington Mall Area.

Shopping mall construction developed quickly beginning in the Mid 20th Century through the beginning of the 21st Century. There are currently over 1,000 shopping malls in the United States today, but a quarter are at risk of closing. Reasons for the decline of the regional shopping mall include increases in online shopping, higher vacancy rates among retail space within shopping malls, lower accessibility and shift transportation preferences, and overall shifts in lifestyle (Sobel, 2001). With these facts, it is critical for planners and related fields to hypothesize ways malls can be reutilized to benefit the communities they affect. Therefore, this project will describe a redevelopment of the Burlington Mall, as outlined below.

Research for this project includes a redevelopment of the Burlington Mall, an Urban Land Institute piece discussing principles for redesigning the traditional shopping mall, and two articles discussing how urban planners can revitalize the American main street. Three case studies will be studied consisting of two precedent mixed use projects, and a third

case study of another mall in Massachusetts which has gone through multiple development projects to adapt to the changing urban planning trends. In addition, two mixed use development projects within a mile of the Burlington Mall site will be reviewed. After reviewing all research and case studies, I will develop a set of relevant redevelopment principles that can be applied to a redevelopment of the Burlington Mall. Following, I will discuss a brief history of the Town of Burlington and its land use pattern and typical housing forms. I will then focus more on the Burlington Mall area and compile a set of maps illustrating existing conditions of the site including land use, circulation, and vegetation. After, I will create a land use map for the proposed Burlington Mall redevelopment, in addition to a writeup of each land use type outlining land use forms, locations and orientations of structures within land use zones, and overall descriptions of characteristics of buildings, circulation, and parks within the site. In conclusion, I will create connections between how the site will be developed with goals outlined in the Burlington Master Plan and development goals stated at the beginning of this project to summarize how the Burlington Mall is a precedent for progressive, sustainable urban redevelopment.



## SUBURBAN TRANSFORMATIONS

Paul Lukez creates an instructive dialogue in his book, *Suburban Transformations*, by providing extensive background on five case studies, one of which being the Burlington Mall area. He provides multiple maps for the site including a water table, historic wetlands and streams, noise levels, topography, sidewalks, building entrances, property lines, zoning, planted trees, parking lots, public vs private property, interior public spaces, and exterior figural spaces. He cross maps historic maps with existing maps to help spur ideas of how the space can be restored, while also finding strategies to bring more people to the space to augment the productivity of the current uses in the space, and to bring more ideal social/public spaces to the traditional suburban setting. Some specific examples he provides are as follows:

- Create landmarks and a system of orientation (Lukez, 2007, p. 127).
- Reconfigure new entrances throughout the site to correspond more directly with open public spaces (Lukez, 2007, p. 143);
- Strengthen the definition of existing public spaces (Lukez, 2007, p. 143);
- Create stronger visual relationships between spaces (Lukez, 2007, p. 143);
- Consolidate parking in new structure, enveloped in public uses (Lukez, 2007, p. 139);
- Create a new roof landscape to cover both parking structures and the existing mall (Lukez, 2007, p. 139);
- Introduce new bermed parking structures where the topography allows for it (Lukez, 2007, p. 139);
- Build bermed office and industrial structures to shield unwanted sound from the highway (Lukez, 2007, p. 133).

The first four points in this list of major points in Lukez' product focus on creating accessible spaces with an easy sense of orientation. By creating landmarks (strategically dispersed throughout the site) and a system of orientation, one can easily navigate throughout the space and have a better understanding of where they are. Placing entryways adjacent to open public spaces will allow a more lively public space that is designated as the center of the development versus negative space between retail stores. These three points are tied together by Lukez' additional suggestion of creating strong visual relationships between spaces.

The last four points in this consolidated list of major points in Lukez' product work with existing conditions and parking strategies to complement the final project. Creating a parking structure surrounded by public uses is not only an efficient use of space, but makes shopping and entering public spaces more accessible to visitors. Creating a green roof will conceal the parking structure to make the site more aesthetically pleasing, as well as mitigating some of the negative effects that a parking structure has on the environment. Creating bermed parking structures and office buildings is useful for the Burlington Mall site, since it sits below Interstate 95. Berming parking structures and office buildings near the highway will shield the site from noise from the highway.

## TEN PRINCIPLES FOR RETHINKING THE MALL

Beyer's piece Ten Principles for Rethinking the Mall was written for the Urban Land Institute. His article discusses ten major principles that should be considered if one wants to redevelop a traditional shopping mall. He sees strategic redevelopment as an opportunity to optimize long-term real estate returns, augment the image and appeal of the community, strengthen the community's economic vitality, and enhance the surrounding residential neighborhoods. Beyer views the mall as a serious problem for both the owner and the community, and redevelopment as a longterm, once-in-a-generation opportunity. He states that through creative visioning, planning, and development, it may be possible to find a comprehensive community building solution that will have a long term impact. Beyer sees a failing mall as an opportunity to create a more valuable, sustainable real estate development that helps build a more livable community. The decline of a mall should spark a discussion of how the community has changed and matured since the mall was first built, and lead to a debate about approaches to redevelopment that will better serve the community's current needs. Beyer states that the goal is to create a plan for growth that:

- reflects the community's vision of its future; and
- meets the financial and operational requirements of the owners.

Beyer sums up a strategy for multimodal transportation and parking when he wrote that a network of interconnected roads improves access for emergency vehicles and allows the use of alternative routes in the case of a blockage or congestion. As vehicular traffic is spread across the network, drivers, cyclists, and pedestrians become safer. To avoid creating a collection of fragmented subdivisions, it is necessary to plan

and create a network of vehicular, pedestrian, cycling, park, and open-space connections. Particular attention should be paid to green-space connections for natural systems, wildlife, and people (Beyer, 2016, p. 23). He also encourages flexible mode and parking uses for different age groups, outlined:

- Implement a shared parking plan that will serve different uses at different times; and
- Bicycle parking is especially important in college communities and in areas where residents are young, highly educated, and sophisticated.

The most overarching points that Beyer suggests for a successful revitalization of a mall was to integrate any community landmarks with the mall such as civic buildings, parks, and places of importance, in addition to responding to local diversity to create unique, desirable spaces with a strategized mix of uses (Beyer, 2016, p. v-5). He also stated the importance of transitional zoning in which medium density should border the site if surrounded by low density residential, to provide a smooth transition to its high density core (Beyer, 2016, p. 7). He supports development of high density by stating many mall sites are suitable for higher development, and to explore the creation of office, residential, and hotel markets to brainstorm how they would support each other in the development (Beyer, 2016, p. 13).

## REINVENTING MAIN STREET

Reinventing Main Street: From Mall to Townscape Mall is one of Southworth's two pieces in the Journal of Urban Design. Southworth claims that total exclusion of automobiles is not necessary, but rather, they should be tamed through traffic calming measures in shopping areas and pedestrian traffic areas, so that the pedestrian feels safe and in control (Southworth, 2005, p.). He writes about increasing legibility through taming the road network, claiming that more 'humble' roads give memorable and unique buildings and landscapes more importance in the viewshed they lie in (Southworth, 2005, p. ). Legibility is increased when districts within the development have a clear identity, which includes well defined edges and nodes, and can be sensed while walking or driving on a street. The circulation system enabled one to experience this (Southworth, 2005, p. ). Southworth discusses placemaking as a critical feature to a redevelopment project. He offers a list of features that are important ties to urban design and the pedestrian experience including:

- clock towers, water towers;
- greenery, village greens;
- urban street elements such as street lamps and signs;
- 'street' architecture: articulated facades, fake density and complexity;
- water features;
- historic details, 'vernacular' elements;
- entertainment: music, theatre, carousels, art shows;
- street art (Southworth).

Southworth recognizes that place making is a delicate process, which must be carefully done in order to prevent the 'Disneyland' effect, in which true historical context loses value due to place making attempting to mimic that historical concept. Southworth provides a solution with three concepts:

- Plan developments for publics that already exist in the community;
- Take design queues from the authentic character of the space;
- Design space in conjunction with the history of the community.

Southworth's additional suggestions keep the value of place and historical context in a redevelopment project.

### REINVENTING MAIN STREET

Southworth's second piece in the Journal of Urban Design, The Suburban Public Realm II: Eurourbanism, New Urbanism and the Implications for Urban Design in the American Metropolis, studies street patterns and how they influence activity within a neighborhood. Gridiron street patterns are concluded as the most efficient. Grid patterns create high street connectivity with four way intersections. Compact organization lessens need for infrastructure, automobile use, and pollution, in addition to helping facilitate public transit (Southworth, 1997, p. ). They do this in part by providing multiple route options while also reducing traffic concentration on particular roads. Grids can help better connect a new development to the surrounding community. Increased connectivity via a grid opens up other transportation options for residents such as walking, biking, and transit. Southworth also touches on how to create a dynamic public space. Integrating multiple age groups into a development helps create a more vibrant neighborhood. Placing apartments over ground floor commercial space can help house employees as well as be a tool to incorporate affordable housing. He also suggests incorporating senior housing by creating backyard cottages and garage apartments in single family residential areas. Lastly, he claims that public buildings placed strategically on a site acting as landmarks will help sustain public areas of a development (Southworth, 1997, p.).



# 2

# REDEVELOPMENT PRINCIPLES

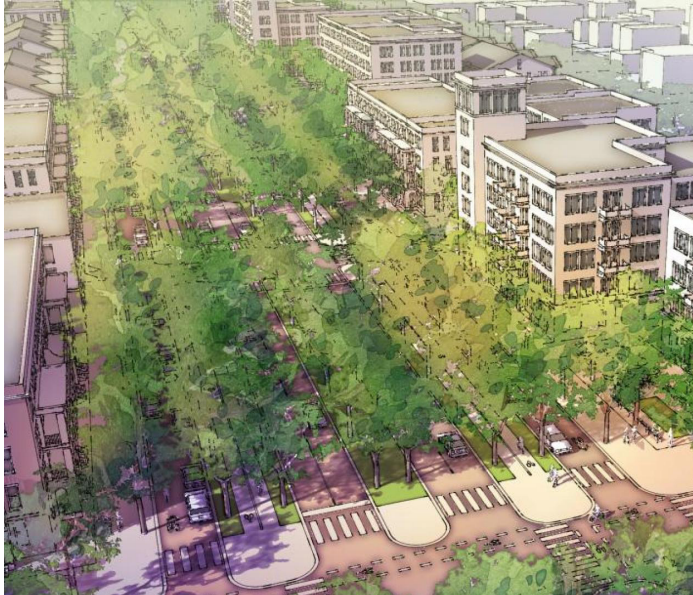


Figure 2.1: New Urbanist Avenue (CNU: 2017)

1. **UTILIZE A COMPACT GRID DESIGN TO ENFORCE WALKABILITY, LEGIBILITY, AND SUSTAINABILITY OF THE DEVELOPMENT**
2. **INTEGRATE DEVELOPMENT TO SURROUNDING COMMUNITY, ROAD, AND TRANSIT NETWORK**
3. **DESIGN PUBLIC SPACES ACCESSIBLE TO ALL**
4. **BUILD HOUSING REFLECTIVE OF BURLINGTON'S CURRENT AND PROJECTED DEMOGRAPHICS**
5. **STRATEGIZE A PROGRAM TO INCLUDE RETAIL, SERVICE, CIVIC, AND RECREATIONAL USES**
6. **COMPOSE ARCHITECTURE AND DESIGN REFLECTING BURLINGTON'S HISTORY AND FUTURE**



# 3

# CASE STUDY 1

## SANTANA ROW | SAN JOSE, CALIFORNIA

Santana Row is a mixed-use urban village comprising of residential units, retail stores, movie theatres, spas and salons, restaurants, bars and hotels. Opened in 2002, it replaced a run down strip mall across from another large, regional shopping center. It was built by Federal Realty on a greyfield site to meet the demand in Silicon Valley for high quality rental housing and high end retailers. Santana Row has become a popular spot for many young professionals looking for upmarket shopping, a vibrant restaurant scene, a buzzing nightlife, and a convenient place to live.

Santana Row is bound by 880 and 280, two major interstate freeways, to the south and east, Stevens Creek Blvd and the Valley Fair, an expansive indoor mall to the north, and Winchester Blvd to the west, which is lined with strip malls and the nearby Winchester Mystery House. Outside of directly adjacent blocks, the area is a mix of low and medium density housing. It is within Silicon Valley; one of the largest technology centers in the world.

The Santana Row program includes 1,201 housing units including a mix of apartment flats, townhomes, and larger medium density homes, 90 retail units featuring 20 full service restaurants and nine bars, 376,000 square feet of office space, a movie theater, and two boutique hotels. The development is anchored by Crate & Barrel, Best Buy, and The Container Store. Excluding its anchor stores, the buildings fronting Santana Row were originally two stories of retail. The second floor retail was repurposed for office space because there was not enough customer traffic. A second phase of development will add 284,000 square feet of office space to the project and is currently under construction.



Figure 3.1A: Santana Row Digital Render (RTD: 2017)



Figure 3.2A: Santana Row Site Context (Corner Workplace: 2019)



# 3

## CASE STUDY 1

Santana Row is in close proximity to numerous transit modes. It is located near the junction of Interstate 280 and Interstate 880 / CA 17. It is served by eight bus routes and is also close to Caltrain and VTA light rail. Santana Row's gridiron layout makes it walkable and integrated into the surrounding San Jose community.

Santana Row has a gridiron layout with a mix of medium and high density. Its focal street is Santana Row. The row features tree-lined streets, opulent landscaping, and wide sidewalks. The buildings lining the street are a mix of three to five stories with varying facades, dimensions, and setbacks. With outdoor cafe style dining, abundant street lighting, and multiple sidewalk seating options, this neighborhood has a strong emphasis on the pedestrian experience and human scale.

Santana Row has attributes making it a valid precedent for a Burlington Mall redevelopment. They are both located in technology hubs and serving higher wealth clientele in highly accessible locations. Santana Row is designed for the pedestrian experience. Its carefully designed frontages, wide sidewalks, meticulous landscaping, and strategic layout are all examples of how a Burlington Mall redevelopment could include a strong emphasis on the pedestrian experience.



Figure 3.3A: Santana Row Center (SB Architects: 2014)



Figure 3.4A: Santana Row Avenue (Realtor.com: Year 2019)



Figure 3.5A: Santana Row Park (Mercury News: 2018)

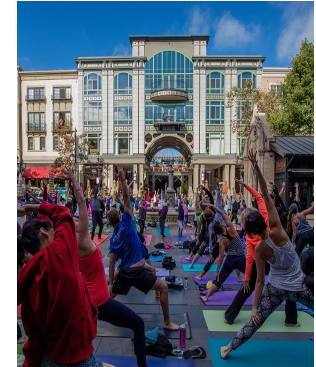


Figure 3.6A: Santana Row Activity (Santana Row: 2019)

# 3

## CASE STUDY 2

### NATICK MALL | NATICK, MASSACHUSETTS

The Natick Mall is a regional, indoor shopping center in Natick, Massachusetts. It is the largest indoor shopping center in terms of number of stores; 250. The mall has undergone several expansions which have increased the areas vitality and transition to a lifestyle center. Recent development has included denser parking and development of old parking areas, construction of a housing component, and the addition of a two story grocery store.

The Natick Mall is located in Natick, Massachusetts 20 miles west of Boston in an area called 'The Golden Triangle'. It is called 'The Golden Triangle' because of the expanse of upscale retail and office space within the area. It is bound by Route 9, Route 30, and the Massachusetts Turnpike. It also has close proximity to Interstate 95. The area around the mall is also highly developed, with multiple big box stores, restaurants, apartment complexes, movie theaters, and a museum surrounding the mall.

The Natick Mall boasts 250 stores, making it the largest regional mall in New England. There is 1.7 million square feet of leasable space. The mall has undergone a series of expansions. The first phase created a 215 unit condominium building with interior connection to the mall. There is also an elevated park on top of the mall for residents of the condominium building. The most recent phase create a multilevel grocery store, including a 32 seat tasting room and a sit down restaurant, subterranean parking, and a new parking garage to service the mall.



Figure 3.7A: Natick Mall Site Plan (Repka: 2017)

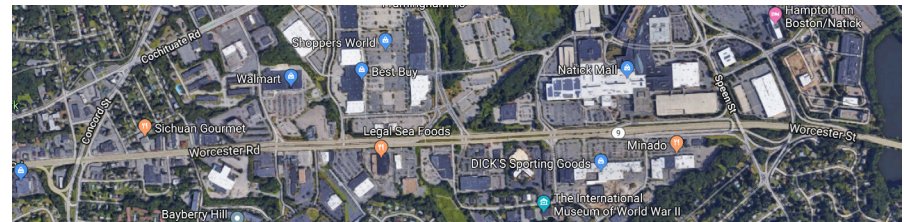


Figure 3.8A: Natick Mall Context (Horwitz: 2019)



# CASE STUDY 2

The Natick Mall is in a centralized location in MetroWest. It is located on Route 9, and close to Route 30, Interstate 95, and the Mass Pike. The mall is also in close proximity to two bus stations serving MetroWest with nine bus lines.

The Natick Mall was developed as a traditional indoor shopping mall. Two stories of retail shops are lined inwardly towards a large east-west axis, with smaller retail wings perpendicular to the main shopping wing. The mall was surrounded by a sea of automobile parking. Amid the failure of shopping malls throughout the country, The Natick Mall began to redevelop. In the past two decades, three parking structures, an anchor grocery store, and an apartment complex and park were added to the mall. Landscaped sidewalks, traffic circles, and other features were also added to make the area around the mall more walkable and accessible. This redevelopment differs because the developers decided to retrofit and add to the mall to keep it equitable, whereas the redevelopment project that is now Santana Row was a greyfield and torn down and rebuilt from the ground up.

The Natick Mall and Burlington Mall have many similarities. They are both in affluent suburbs of Boston. Natick residents have an annual household income of \$118,000 while Burlington residents have an annual household income of about \$100,000. The mall layouts are also similar and have similar types and quantity of retail stores. However, the Burlington Mall has only undergone one redevelopment of an anchor store. To ensure an equitable future for the Burlington Mall, developers could follow the example of the Natick Mall by creating denser parking, bring in new types of uses, and make the site more walkable and accessible.



Figure 3.9A: Natick Mall 3D (Horwitz: 2019)

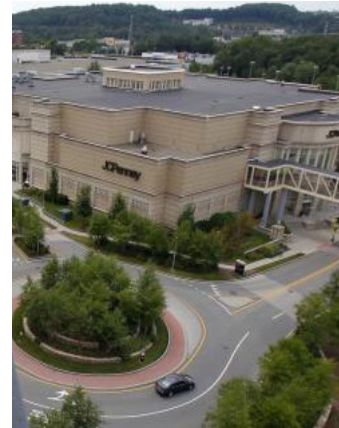


Figure 3.1B: Natick Mall Roundabout (McKee: 2011)



Figure 3.2B: Natick Mall Park (Noonan: 2008)

# 3

## CASE STUDY 3

### THE AMERICANA | GLENDALE, CALIFORNIA

The Americana at Brand is a large shopping, dining, entertainment, and residential lifestyle center in Glendale, California. The developer, Caruso Affiliated, also developed the nearby Grove at Farmers Market in Los Angeles. The site is a strong precedent for placemaking with design and landmarks in the Greater Los Angeles Area.

The Americana at Brand is located in downtown Glendale. It is one mile from Interstate 5, one mile to CA 134, and two miles away from CA 2. The Glendale Galleria, a large indoor shopping mall, is directly west on the other side South Central Avenue. The Americana at Brand lies in the western portion of downtown Glendale with Colorado Avenue to its south, a major thoroughfare through Los Angeles.

The Americana at Brand program includes 242 apartment units and 100 condominium units. There are 82 retail stores and 32 restaurants. It is anchored by Nordstrom, Barnes & Noble, Pacific Theaters, Barneys New York, XXI Forever, and H & M.

There is a bus station that serves the Americana at Brand in addition to five bus stops that are located around its perimeter. It is one and a half miles away from Glendale Station, connecting it to the LA Metro light rail system. The site is highly connected to surrounding Downtown Glendale. Its main entrance is an extension of Harvard Street from Downtown Glendale and extends westward to the Glendale Galleria. Sidewalks surround the entire perimeter of the project, and fifteen crosswalks connecting the Americana at Brand to surrounding Glendale.



Figure 3.3B: The Americana at Brand Site Plan (Glendale: 2014)

# CASE STUDY 3

The Americana at Brand is centered around a horseshoe shaped road. A traditional streetcar circulates this main street within the project. The center of the development features a park, with a central building protruding from the park towards Brand Avenue. Four and five story mixed use (first floor retail with residential above) buildings wrap from the horseshoe to the edge of the block, creating a dense, city-like design. The park features a central interactive fountain, a lawn, a gazebo, and several kiosks serving food and drink. In December, a Christmas tree is set up on the lawn with fake snow, debuted following a tree lighting festival. Another plaza across from the fountain features an exposed beam elevator shaft; the tallest landmark on site.

Both The Americana at Brand and the Burlington Mall are in highly developed and urbanizing suburban areas, making density and optimizing layout important. They are both surrounded by a large expanse of commercial uses, making it important to carefully plan the developments to not cannibalize surrounding businesses. Placemaking at The Americana sets a strong precedent for the Burlington Mall. Landmarks and festivals on site help draw in visitors and help distinguish the site as a memorable public space. Placemaking in a redevelopment of the Burlington Mall would help distinguish the mall not only as a shopping destination, but a place to spend time for longer periods of time.



Figure 3.4B: The Americana at Brand 3D (Horwitz: 2019)



Figure 3.5B: The Americana at Brand Fountain (LA Times: 2010)



## INTRODUCTION AND HISTORY

The Town of Burlington was founded on February 28, 1799. Originally part of the City of Woburn to the southeast, the Town was established as a second parish for Woburn in 1730. The Town takes its name from the English port town, Bridlington. Burlington sits within the Ipswich, Mystic, and Shawsheen Rivers' watersheds. Mills were situated along Vine Brook in Burlington connecting to the Shawsheen River through the late 19th Century. Railroad construction surpassed Burlington which limited the towns' growth and industrialization. For most of its history Burlington was known for agriculture, providing dairy products, hams, and other produce to markets in Boston. Several structures still stand symbolizing Burlington's past, including the Francis Wyman House, Marion Tavern and Grandview Farm, and The West School.

The construction of Interstate 95 through Burlington in 1954 spurred rapid growth between 1955 and 1970. The population soared from 3,250 in 1950, 12,952 in 1960, to about 22,000 in 1970. The population stabilized at around 23,000 until 2010 when the population rose to 24,498 over ten years. It was the fastest growing town in Massachusetts in 1960. As of 2017, the estimated population is 26,103 (American Community Survey). Today, Burlington is a major technology and employment hub with a daytime population of over 150,000 people.



Figure 4.1A: 3rd Ave Roundabout (Nerej: 2014)



Figure 4.2A: Burlington Common (Protech, 2019)



Figure 4.3A: Mary Cummings Park (FMC: 2019)



Figure 4.4A: Split Level (Zillow: 2018)



Figure 4.5A: Grandview Farm (Town of Burlington: 2018)

## ZONING AND HOUSING

The town is zoned mostly for single family residential dwellings. Single residential zoning takes up a vast majority of northern, eastern, and western portions of the Town. There are pockets of General Business zoning (retail and service) within main residential areas, prominently in the center portion of the Town. Garden Apartment zoning and Planned Development zoning for higher density housing is located in southern portions of Burlington, mostly between Route 3 and Middlesex Turnpike, and along Interstate 95 corridor.

Industrial and commercial zoning in Burlington are located in the southern portions of the Town, with quick access to Route 3, Middlesex Turnpike, and Interstate 95. General Business zoning includes retail and service sector uses such as fast food and fine dining, banks, and other similar businesses. Industrial zoning includes office parks, grocery stores, hotels, warehouses, and other industrial type uses.

As of 2013, there were 9,716 single family dwellings, 1,121 condominium units, and 1,754 apartment units. The current estimated value for a home in Burlington is \$567,900, rising from \$394,000 in 2013 (Zillow). Many single family homes in Burlington are split level or modest two story colonial style homes, dating back to when the town quickly developed in the Mid-20th Century. Most single family lots are about 20,000 square feet (around a ½ acre). Teardowns for larger, luxury single family homes are common throughout the town due to lack of open land for development. In the past ten years, apartment complexes have developed (mostly in Planned Development zoning) adding one, two, and three bedroom apartments to housing stock.

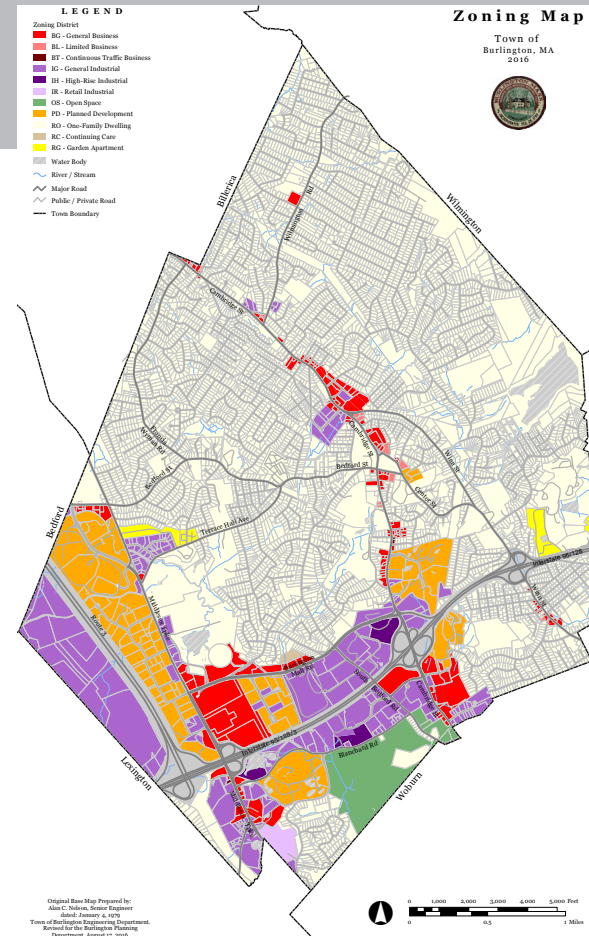


Figure 4.6A: Burlington Zoning Map (Town of Burlington: 2016)



Figure 4.7A: Burlington Home (Zillow: 2019)



Figure 4.8A: Teardown A (Zillow: 2019)



Figure 4.9A: Teardown B (Zillow: 2019)



Figure 4.1B: The Tremont (The Tremont: 2018)

## PLANNED DEVELOPMENTS

### THE DISTRICT

The District is a planned development directly to the east of the Burlington Mall. It contains seven fast service and sit down restaurants, a hotel, parking garage, and 80,000 square feet of office space in addition to the office space that is presently there. The development was a retrofit to parking lots and older office buildings that were currently there. The new design is pedestrian friendly with wide side walks, crosswalks, street trees, pedestrian seating, and improved linkages to existing green space.

### 3RD AVE

3rd Ave is a planned development to the north and west of the Burlington Mall. Centered around a main street, it contains six restaurants, sixteen retail stores, a supermarket, and a hotel. The development has various types of pedestrian seating, a green area, small plaza, and additional amenities which cater to the pedestrian. The site is also adjacent to two apartment complexes, and is continuing to develop.



Figure 4.2B: The District (Boston Realty Advisors: 2016)



Figure 4.3B: 3rd Avenue (Source: Year)



# EXISTING CONDITIONS

## ZONING

The Burlington Mall today is zoned as general business, being that it is a retail hub. The mall area has experienced an agglomeration of commercial development. North of the Burlington Mall is two other retail areas also zoned as general business. One is a Kohl's clothing store, and the other is a strip mall of various stores and eateries. Directly to the east of the Burlington Mall is The District, a planned development. It contains mostly high rise office space, and more recently has developed more restaurants. The Northwest Park Planned Development area is to the west of the Burlington Mall, on the opposite side of the Middlesex Turnpike. Directly adjacent to the mall picture on this map are two restaurants, a movie theater, a hotel, and a strip mall of various stores and eateries. All developments surrounding the mall are auto-oriented, accommodating cars with large parking lots. Recently, infill development around the Burlington Mall has created more pedestrian friendly shopping environments. The Burlington Mall area remains heavily centered around commercial business, specific retail and office uses. With a redevelopment, it is important to retain the retail space within the mall, but also bring in a multitude of different uses to make it a more sustainable, efficient use of space.

## BURLINGTON MALL AREA ZONING

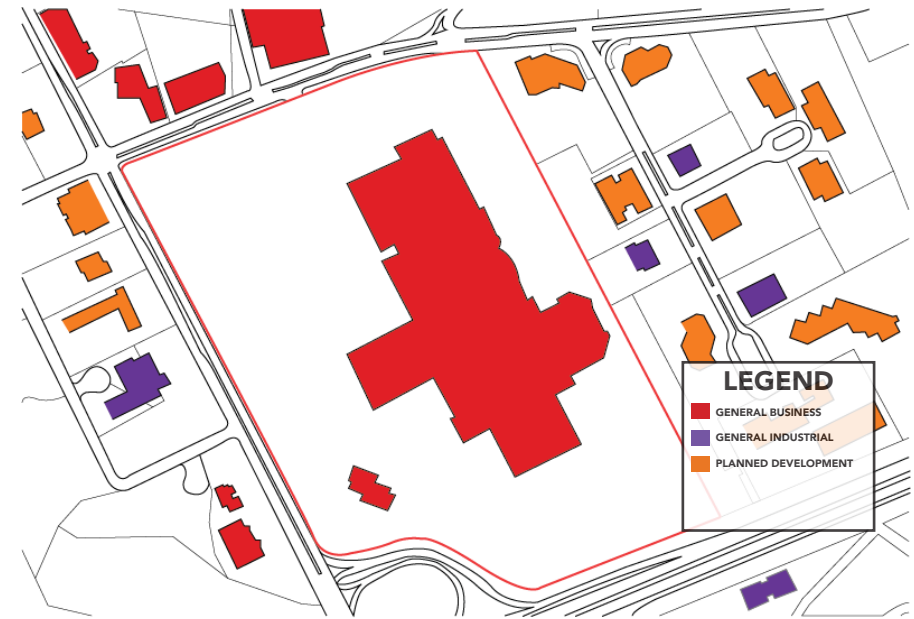


Figure 4.4B :Burlington Mall Zoning Area (Horwitz: 2019)

# 4

# EXISTING CONDITIONS

## CIRCULATION

The Burlington Mall is surrounded by a large parking lot. It has 5,700 parking spots. There are two bus stops at the north and south of the site, and two more further east on Burlington Mall Road. There are four intersections adjacent to the Burlington Mall on the Middlesex Turnpike, with three more on Burlington Mall Road. Additionally, there are three entrances/exits to the mall on the Middlesex Turnpike and two entrances/exits to the mall on Burlington Mall Road. Sidewalks are only on the opposite side of the Middlesex Turnpike and sparsely on Burlington Mall Road. A ring road exists around the mall's circumference, with the street tangent to the mall at major axes of the mall, and where its anchor stores lie. There is a continuous sidewalk around the perimeter of the mall. While there are many crosswalks for shoppers to cross the street and parking lot to the mall, there is no protected pedestrian walkway through the parking lots protecting pedestrians from cars. A redevelopment will feature the introduction of cycling infrastructure, transit infrastructure, and safer, more desirable pedestrian amenities.

## BURLINGTON MALL AREA CIRCULATION

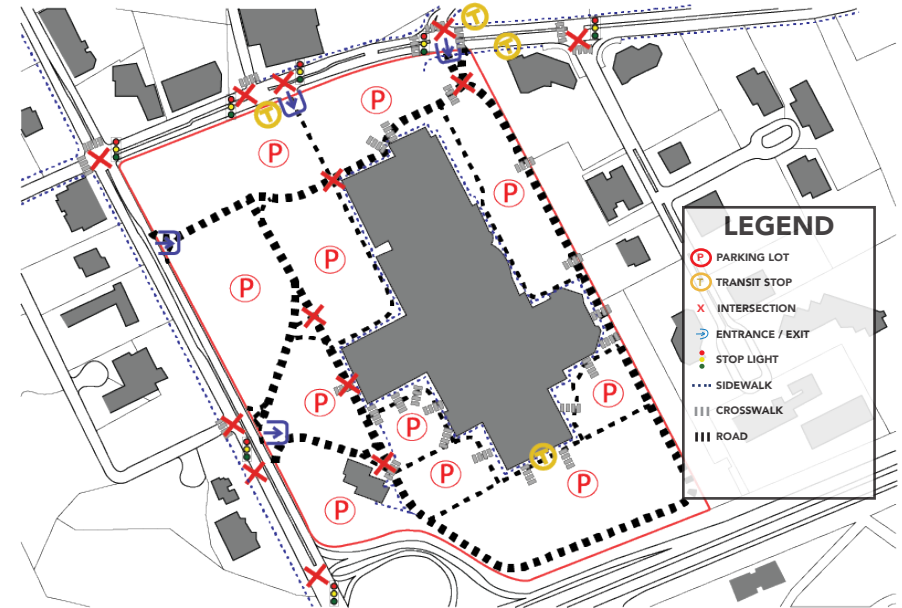


Figure 4.5B: Burlington Mall Area Circulation (Horwitz: 2019)

# EXISTING CONDITIONS

## ENVIRONMENT

The Burlington Mall is very sparsely vegetated. Most green areas are on the very perimeter of the site, or where the terrain was too steep to pave into a parking lot. There is a small area of open space at the north west corner of the site that is heavily vegetated. Interstate 95, Burlington Mall Road, and the Middlesex Turnpike are significant contributors to noise due to their heavy traffic. With a redevelopment, it will be important to vegetate more areas of the site that can be enjoyed, and shield the site from the harmful effects that noise can have on a neighborhood.

## BURLINGTON MALL AREA ENVIRONMENT

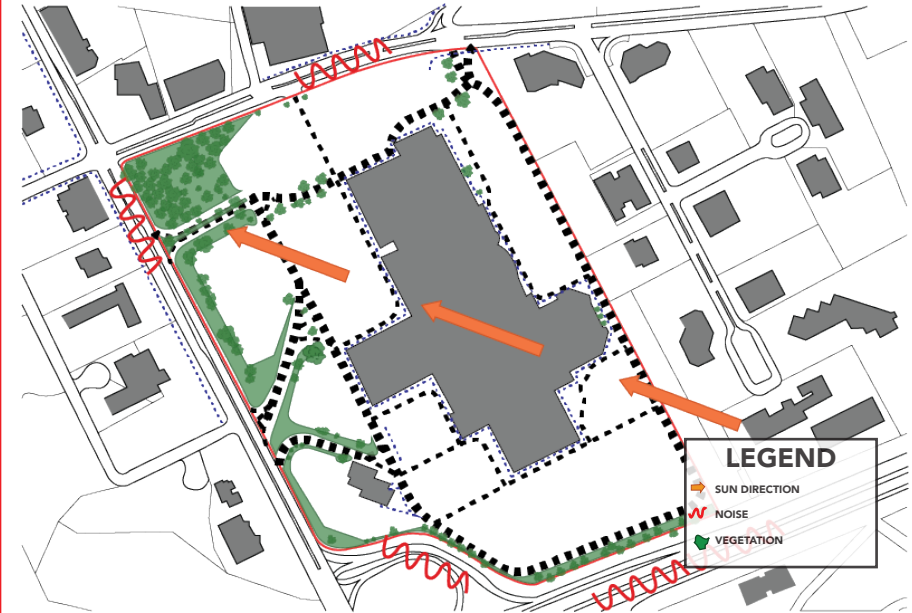


Figure 4.6B: Burlington Mall Area Environment (Horwitz: 2019)

# 5

# CONCEPT DIAGRAM

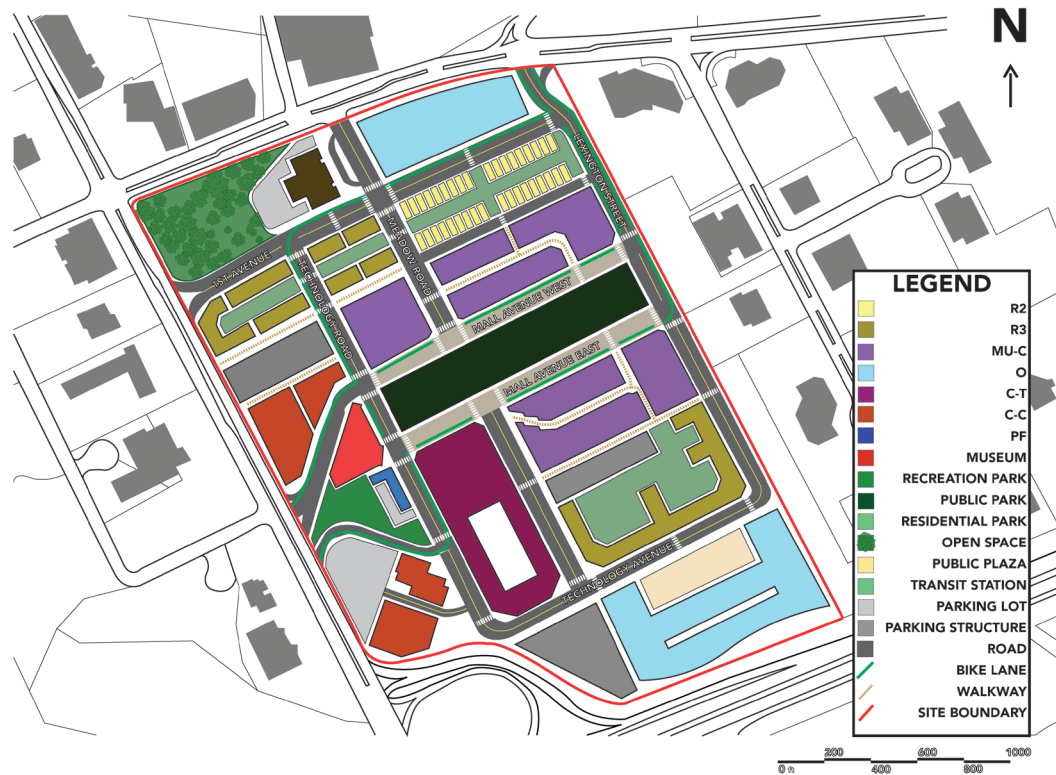


Figure 4.7B: Concept Diagram (Horwitz: 2019)

## INTRODUCTION

The rationale behind this project is to hypothesize ways to better utilize the Burlington Mall site within the context of the future of traditional shopping malls, and how its development can provide a realm of improvements to Burlington. The redeveloped mall will feature a mixed use neighborhood with New Urbanist influences. The site will consist of single family homes and apartments, retail, office, and neighborhood commercial space, museum, boutique hotel, transit center, and two new parks. On site circulation will use existing roads connecting the mall to the Middlesex Turnpike and Burlington Mall Road. A fixed gridiron pattern will be utilized to create an efficient circulation pattern not dependant on automobiles. A new transit center, sidewalks, and bike lanes will increase walkability and connectivity in Burlington. The new Burlington Mall will be a diversified space by bringing more housing options, work opportunities, and a higher quality of life to Burlington.



## RESIDENTIAL

The Burlington Mall today does not have a housing component. The redevelopment of the Burlington Mall includes 36 single family homes and 1,200 one, two, and three bedroom apartments. Bringing diversified housing stock to the Burlington Mall will give more options for homebuyers and renters across different demographics, reduce trips via automobile, and bring customers to commercial areas on site.

### SINGLE FAMILY HOMES

The Burlington Mall redevelopment includes a new block consisting of single family homes. They are located in the north east corner of the site and are bound by office commercial, medium-high density residential, mixed use, and Burlington Mall Road. There are a total of 36 single family homes. Each lot has a five foot setback on the front and sides, and a back setback of 25 feet. Each home is three stories tall with varying heights of between 25 and 30 feet. Each home will have two onsite parking spaces. Each lot has rear access to a community park purposed with serving the residents of these single family homes.

### TRANSIT ORIENTED APARTMENTS

The Burlington Mall redevelopment is a transit oriented development. Two apartment complexes are located in the northern portion of the site on two adjacent blocks near the intersection of Middlesex Turnpike and Burlington Mall Road. They are bound by the transit center, open space, a parking structure, mixed use, and single family homes. The two apartment complexes, comprising of seven buildings, will feature a total of 420 one, two, and three bedroom apartments ranging from 775 square feet to 1,100 square feet.



Figure 5.1A: Townhome A (Zillow: 2019)



Figure 5.2A: Townhome B (Zillow: 2018)



Figure 5.3A: TOD Apt A (kerkhoff: 2017)



Figure 5.4A: Transit Station (Mills: 2019)

The complexes will wrap around the block on which they are built, leaving open green area in the middle. Multiple walking paths will allow residents to access different uses adjacent to the apartments. Car parking will be accommodated by a parking structure directly to the south. While there is parking for personal vehicles in conjunction with zoning requirements, the transit center is meant to serve residents living in these complexes. Residents will be able to utilize bus services via the transit center to travel to work and other destinations in Greater Boston. With multiple community services in walking distance to the transit oriented apartments, this will greatly limit the need of car ownership for these residents.

#### LIVE WORK APARTMENTS

The Burlington Mall redevelopment will additionally provide optimal housing for workers who are employed in and near the site. These live-work apartments are bound by mixed use commercial space and office commercial space. This complex contains 780 studio, one bedroom, and two bedroom apartments, ranging from 600 square feet to 900 square feet. The complex will wrap around its respective block, with a parking structure and raised park area in its center.

#### The Burlington Mall Residential Plan implements the Town of Burlington's goal of:

- H2 Expand the range of housing options in Burlington to better serve the housing needs for different age groups and living circumstances, so that young people and seniors can find excellent housing in town that is affordable relative to their available income and resources (Burlington Master Plan)



Figure 5.5A: Live Work Apartment A (ULI: 2015)



Figure 5.6A: Live Work Apartment B (Mills: 2018)



Figure 5.7A: Live Work Apartment C (Kickert: 2016)

## COMMERCIAL

### RETAIL

The mall will remain a retail center as it currently is, with the only change is its form. The main retail center will be the first floors of a mixed use buildings spanning both sides of an expansive avenue. It will feature similar types of retail stores that are currently in the Burlington Mall. Leasable space for restaurants and other entertainment-type uses will be mixed in with the traditional retail space. Leasable retail space will total 515,700 square feet.

### OFFICE

Office space will bring jobs and shorter commutes to Burlington. Located on Burlington Mall Road and along the entire edge of the site that sits along I-95, the south office complex building will act as a sound barrier protecting residential and commercial spaces from the negative effects that noise can have. The south complex will match the Charles River Development glass cube next to it to help it blend in to the site (context). There is a total of 845,000 square feet of office and lab space over four stories, with a height of 40 feet. The north office complex building will face Burlington Mall Road, shielding single family homes from the road. It will comprise of 290,000 square feet of office space. The building will match the other brick office buildings along Burlington Mall Road, with more modern design.



Figure 5.8A: Retail Space A (Mells: 2013)



Figure 5.9A: Retail Space B (SWA: 2013)



Figure : Office Space A (Dunham: 2011)



Figure 5.2B: Office Space B (Horwitz: 2019)



**NEIGHBORHOOD COMMERCIAL**

There are two zones designated for neighborhood commercial on site to serve housing on both ends of the project. It is along Middlesex Turnpike to reduce traffic through the site for trips that are made from off site. The northern neighborhood commercial site has space for a 15,000 square foot pharmacy, as well as 31,000 square feet of additional neighborhood commercial space. The adjacent parking structure north of the zone will meet parking requirements for this zone. The southern neighborhood commercial site has space for a 40,000 square foot grocery store, a 15,000 square foot pharmacy, and 19,000 square feet of additional neighborhood commercial space. This zone has 173 parking spaces.

Grocery Store-	40,000 sq ft	South
Pharmacy-	15,000 sq ft	South
Additional-	19,000 sq ft	South
Pharmacy-	15,000 sq ft	North
Additional-	31,000 sq ft	North

**TOURISM**

Tourism at the Burlington Mall will include a boutique hotel and a technology museum. The hotel is bound by the sports park, neighborhood commercial south, parking structure south, and medium-high density housing south. It will have 230 hotel rooms, courtyard, and rooftop outdoor area. A 100,000 square foot technology museum will be built on the west end of the greenway to anchor the site. It is bound by the greenway and sports park. As the anchor of the site, it will feature a dynamic, abstract exterior to capture attention, as well as symbolize Burlington's reputation as a technology center in the region.



Figure 5.3B: Neighborhood Commercial A (Horowitz, 2019))



Figure 5.4B: Neighborhood Commercial B (Wells: 2014)



Figure 5.5B: Museum A (City of Glendale: 2013)



Figure 5.6B: Museum B (Petersen: 2017)

**The Burlington Mall Commercial Plan implements the Town of Burlington's goals of:**

- E1 Support the ability of Burlington's enterprises and institutions to adapt to changing market and service conditions, and maintain Burlington's status as a regional leader in the commercial, retail, and health sectors
- E2 Promote town-oriented businesses that provide services, employment, and market opportunities for small enterprises.
- E3 Encourage new investment in targeted areas of Burlington (Burlington Master Plan)

## PARKS

### RESIDENTIAL PARKS

Park space will be abundant throughout the Burlington Mall site. Parks will be within every residential zone. Parks in the northern housing zones will be traditional, large expanses of grass and shady trees with multiple paths connecting the residential zones to other uses. Residents of the townhomes will have direct access to park space via the rear of their home. Residents of the southern residential zone will have access to an elevated park, sitting above the parking structure adjacent to the housing.

### ATHLETIC PARK

An athletic park will offer recreational activities to community members. The 41,000 square foot park will lie directly south of the museum at the west entrance of the site. It will offer a community recreation pool, six lane lap pool, rock climbing wall, and three basketball courts.

### MALL GREENWAY

The mall greenway will be the centerpiece of the Burlington Mall redevelopment. The 284,000 square foot park will span from the west entrance of the site at the southern Middlesex Turnpike entrance to Lexington Street on the east edge of the site. The mall greenway will have multiple lawns, gardens, and mature trees. Multiple pathways in the park connecting pedestrians to surrounding uses of the development will offer various seating options including chairs, benches, bench swings, and ledges. It will feature a splash park, central fountain, and greenhouse, made from repurposed glass from the glass ceiling of the present Burlington Mall. The mall greenway will be an attraction and centerpiece to the site offering leisure to all.



Figure 5.7B: Greenway (Boston: 2016)

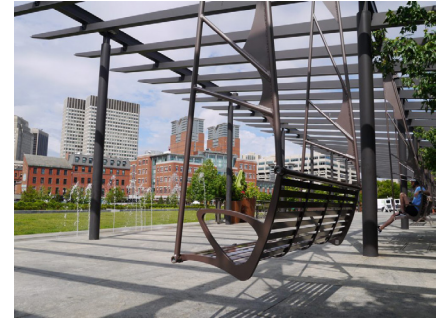


Figure 5.8B: Greenway Activity (Boston: 2016)



Figure 5.9B: Greenway Retail (Paradigm: 2016)



Figure 5.1C: Mall Glass Roof (Horwitz: 2019)

## CIRCULATION

The Burlington Mall redevelopment will sit on a fixed grid road design. Entrances and exits to the site will remain at Lexington Street and Meadow Road, in addition to the three existing entrances and exits along the Middlesex Turnpike. Three major streets will run north and south, named (from west to east) Technology Road, Meadow Road, and Lexington Street. Three major streets will run east and west, named (from north to south) First Avenue, Mall Avenue, and Technology Avenue. The grid will have complete streets, five and ten foot sidewalks, street trees and benches, and bike lanes. The Burlington Mall will feature a new bus station with the capacity to park and load four buses on Meadow Road between First Avenue and Burlington Mall Road. The new fixed grid pattern, bike lanes, and transit system will improve walkability, public health, and quality of life at the Burlington Mall

### COMPLETE STREETS

Complete Streets at the Burlington Mall will comprise of two lanes for automobiles, a vegetated median, two protected bike lanes, two parking lanes, and tree wells separating the street from sidewalks on both sides of the street. Complete Streets will be located along Lexington Street, Mall Avenue, and Meadow Road. Two-way bike lanes will be installed from Lexington Street at Burlington Mall Road, Mall Avenue, and up to the Middlesex Turnpike. The intention is to connect the Burlington Mall to the Minutemen Commuter Trail in Lexington and the Burlington town center, so residents have the opportunity to safely commute via bike to points along bike paths into Boston. In addition, all streets within the Burlington Mall redevelopment will have a dedicated bike lane. With the implementation of complete streets and bike lanes, pedestrians and cyclists will be to safely and efficiently travel.

## TRANSIT STATION

A dedicated bus station will be created with the Burlington Mall redevelopment. Located on Meadow Street between Burlington Mall Road and First Avenue, the new bus station will have four bus pull outs, allowing a maximum of four buses to safely load and unload passengers without stopping traffic. The station will have a lit bus shelter to protect bus riders. The station will have a small parking lot for commuters to park and ride, but the station will be heavily utilized by residents at the Burlington Mall, freeing residents from the necessity to own a car to travel.

### PARKING

Bus Station	Lot	294 Spaces
Office North	Garage	541 Spaces
Structure West	Structure	920 Spaces
N.C. South	Lot	173 Spaces
Structure South	Structure	1,312 Spaces
Structure East	Structure	1,260 Spaces
<b>Total</b>		<b>4,500 Spaces</b>

### The Burlington Mall Circulation Plan implements the Town of Burlington's goals of:

- T1 Actively encourage and support multi-modal transportation to reduce traffic congestion and encourage a sustainable, healthy, and livable community.
- T2 Support and facilitate expanded use of public transit in Burlington.
- T3 Improve the pedestrian experience and facilities to support them in Burlington.
- T4 Improve the experience and facilities for bicyclists in Burlington.
- T7 Improve safety for motorists, pedestrians, and bicyclists (Burlington Master Plan).

# 5 VISION

ZONE	UNITS	TYPE	HEIGHT
Medium Density Residential	36	Units	30 Feet
Medium High Density Residential	1,200	Units	30 Feet
Community Commercial	120,000	Square Feet	30 Feet
Office Commercial	1,135,000	Square Feet	40 Feet
Retail Commercial	515,700	Square Feet	30 Feet
Tourist Commercial (Hotel)	230	Rooms	30 Feet
Tourist Commercial (Museum)	100,000	Square Feet	30 Feet
Parks	325,000	Square Feet	
Parking Spaces	4,500	Spaces	

Table 5.1: Summary Table (Horwitz: 2019)



# 5

## CONCLUSION

The Burlington Mall redevelopment comprises multiple components making it a valuable and resilient addition to the Town of Burlington. The project's gridiron layout enforces walkability, legibility, and sustainability of the development. All housing components (townhomes and apartments) are clustered throughout the development, interwoven with commercial and recreation areas. This allows residents to easily take walking trips to different areas throughout the site to meet their needs. In addition, live-work apartments are created towards employees working in the Burlington Mall, eliminating the need for a car to commute back and forth from work. Neighborhood commercial buildings are located on the outside of the grid to allow residents of the development to walk or bike to these spaces, while residents of Burlington wishing to access the neighborhood commercial space can travel outside of the site without having to drive through the development, reducing congestion at the Burlington Mall. Each zone of the Mall on the gridiron is laid out in a way in which mobility throughout the site is high, in addition to being an accessible resource to residents throughout Burlington.

Meaningful integration of the Burlington Mall to the surrounding area helps strengthen the whole area as a cohesive neighborhood bridging the gap between auto-oriented areas with sustainable developments. Office space on the north and south boundaries of the development helps the project blend in to its surrounding environment because Burlington Mall Road and Interstate 95 are lined with medium to high density office spaces. Within the site, major roads are an extension of existing ones adjacent to the project (Lexington Street, Meadow Road, and First Ave), better connecting the Middlesex Turnpike and Burlington Mall Road via the Burlington Mall development. Additionally, the creation of a bus transit center and bike path connection to the Minutemen Path connect Burlington to other communities in other

modes than solely auto-oriented connections.

Usable, beneficial public space is a new addition to the Burlington Mall accessible to all age groups. Parks are freckled throughout the project site and exist in various forms. The main "mall" at the center of the site is able to be enjoyed by all ages, with multiple seating options and shaded areas. The plaza areas at the southern office zone can be utilized by workers whose main priority on site may not necessarily be to spend leisurely time. The sports complex will attract youth as well as community events and provide an outlet to practice organized sports and exercise. All residential areas throughout the development include outdoor green areas to give residents the quality of having large, open space in a denser community. The multitude of public spaces allows all residents, workers, and visitors to enjoy outdoor space and bring a higher quality of life to all.

Shifting population trends and preferences makes housing a critical component of development. The Burlington Mall includes three forms of housing helping conform to housing needs in Burlington. Housing stock in the Town is almost completely single family residential, with few townhomes, apartments, and other forms of housing. Single family homes are important to include in this development as they are optimal for families, those requiring more space, and the many who prefer a traditional single family home that is reflective of the Town of Burlington. Numerous types of apartments at the Burlington Mall help meet the needs of a greater population. Transit oriented apartments allow residents to live at the Burlington Mall who do not own a car, and those who prefer to walk, bike, or ride transit while the live-work apartments will eliminate commutes for its residents. Additionally, the growing elderly population can age in place on site with close, walkable amenities and smaller housing options. The housing options offered at the Burlington Mall are beneficial to a wider variety of people than what

is traditionally available in a suburban town.

Just as cities whose economy is largely focused on one sector are vulnerable to economic instability, the traditional shopping mall form solely composed of retail space is destined for decline. Including different types of uses into a development help the development hold vitality and sustainability in the future. The Mall avenue lined with retail stores maintains the Burlington Mall's history as a retail destination. Incorporating different commercial uses such as grocery stores and pharmacies add essential amenities to the development bringing a larger, more even amount of traffic to the development throughout the day. In addition, office space incorporated into the site is advantageous as workers utilize the above commercial options. The incorporation of residential areas on site provides benefits to commercial areas for the reasons listed above, as well as benefiting residents because of the numerous amenities they can access in close proximity. A standout piece of this development is the development of a park system and tourist uses. Various parks, plazas, recreation, and open areas on site are favored by people who can use these areas for leisure, activities, and socializing, as well as enhancing the different commercial spaces on site creating a sense of place. The hotel and museum will draw a totally new group of people to the development who can enjoy the Burlington Mall as a destination and solidifying its new mark as a real community center. The Burlington Mall redevelopment not only reinvents the old Burlington Mall into a true community center with attention to placemaking characteristics, but also benefits the surrounding community by increasing circulation and connectivity, creating new housing options and commercial space, and providing recreational cultural activities. The Burlington Mall redevelopment was designed with attention to urban planning practices creating a sustainable future and higher quality of life for its residents, visitors, and the Town of Burlington.

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