

Imai Keller Moore Architects Urban Design

Mashpee Commons

Mashpee, Cape Cod, Massachusetts
Master Plan and Retail Design

Completed:

130,000 sf retail, 70,000 sf office,
40 residences

Mashpee Commons is the primary business district of the town of Mashpee on Cape Cod. In the 1980's the owners of an existing shopping center began the process of transforming it into a traditional New England town center.

Their strategy was simple:
Create good public streets and open spaces with an emphasis on the pedestrian.

Place all buildings directly on the street with open storefronts and line parking lots with buildings.

Mix commerce, residences, recreation, and civic functions and keep the automobile subservient to these uses.

The transformation of the original shopping center began when the Mashpee Commons plan was created and permitted in 1986. Mashpee Commons and adjacent North Market Street neighborhood, permitted in 1993, are partially completed and will ultimately include 265,000 sf of retail, restaurant and office space and will include 100 residential units.



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Building designs focus on scale to create a comfortable walking environment. Details are traditional architecture utilizing classical proportions and historic orders for cornices and columns. Storefronts are designed to make the best presentation of the store's interior and its merchandise; large windows of very clear glass and minimal window framing at eye level are standard elements of the shop front design.

The Master Plan has been expanded to include a total of six interrelated neighborhoods that will add 380 residences and 462,000 sf of retail, restaurants and offices. 65% of the land will be protected as open space. The residential neighborhoods will have a mix of single family houses, town houses, and apartment buildings including a percentage of affordable housing units distributed throughout the housing types.

