

Regional Trip Generators Survey: Purposes, Applications, and Coverage Elements

Purposes

- To allow easy visualization of where trip-generating developments are that matter in metropolitan Boston, both at a regional and a town level.
- To increase understanding of the relationship between transportation and land use in the metropolitan Boston region, including considerations of urban sprawl.
- To help close the gap between analysis practiced at the regional level and analysis undertaken for subregional studies, i.e. to provide input information that is useful both for regional and subregional/town level analysis activities.

Applications

- To provide information relevant to making future detailed demographic forecasts of population and employment.
- To increase understanding of regional development: how and where it takes place, as related to development of regional land use models and other regional models.
- To assist in local planning efforts by providing materials that allow planners to "See Your Town" in a very accessible manner.

Generators Covered:

- Shopping centers by size
- Office/industrial parks by size
- Other commercial development by type
- Apartment and townhouse developments
- New single family housing since 1990
- Lodgings
- Health facilities

- Educational facilities
- Municipal/town facilities
- Courts/correctional facilities
- Other significant landmarks

Primary Products:

- Narrative text describing trip generators by town within the metropolitan Boston region, including town summaries discussing historical trends and potential future development.
- GIS point and possibly other coverages identifying the trip generators included in the data collection, including names and generic icons for individual generators and other generator-specific information.
- Orthophotos identifying significant landmarks/trip generators/transportation facilities within individual cities/towns.
- Geographical representations showing the close relationship between the regional transportation system and the locations of shopping centers, office/industrial parks/hotels, and possibly other trip generators.

Coverage Elements

Shopping Centers

- Mini-malls
- Small malls
- Medium sized malls (named-anchor stores identified)
- Large malls (named-anchor stores identified)
- Very large malls (named-anchor stores identified)

Office/Industrial Parks

- Very small office/industrial parks
- Small office/industrial parks (named-major tenants identified)
- Medium sized office/industrial parks (named-major tenants identified)
- Large office/industrial parks (named-major tenants identified)
- Very large office/industrial parks (named-major tenants identified)

Other Commercial Development

- Streetfront commercial development (not coded)
- Strip commercial development (with off-street parking-not coded)
- Intermittent strip commercial (with off-street parking-not coded)
- New car dealerships (named)

Residential Development

- Apartment buildings/complexes (named, small and large)
- Townhouse developments (named, small and large)
- New single family housing areas since 1990 (named)
- Retirement communities (named)

Health Facilities

- Hospitals (named)
- Other health care centers (named—mostly group medical practices)
- Ice skating rinks/roller skating rinks, tennis clubs (named)
- Health clubs (named)

Lodgings

- Hotels (named)
- Motels (named)

Educational Facilities

- Grade schools (named)
- High schools (named)
- Colleges/universities (named)

Municipal/Town Facilities

- Town halls
- Fire stations
- Police stations
- Libraries

Courts/Correctional Facilities

- Court houses (named)

- Correctional institutions (named)

Shopping Center and Office/Industrial Park Definitions

Shopping Centers:

- Mini-mall: Several small stores under one roof with off-street parking. A CVS or Walgreens with off-street parking but with no other stores could also be in this category. Alternatively, a bank with off-street parking might be considered to be a mini-mall.
- Small mall: Six-to-twelve or so small stores, usually under one roof, with off-street parking, usually with no anchor store. Alternatively, a small mall might be a super market with no other stores.
- Medium sized mall: Several to, perhaps, a dozen small stores together with one or two anchor stores such as a Stop & Shop or a similarly large store such as a Marshalls. Large enterprises such as a large Super Stop & Shop, a Home Depot, or a Costco Wholesale could constitute stand-alone medium sized shopping centers. Alternatively, two anchor stores without other stores could qualify as being a medium sized shopping center.
- Large mall: A large mall has a lot of small stores and one or two anchor stores, or alternatively it might have half a dozen or so "big box" stores such as Old Navy, PetsMart, Office Max, Target, etc., but few or no other stores.
- Very Large Mall: These are the regional malls: South Shore Mall, Burlington Mall, North Shore Mall, the Wrentham Village Premium Outlets, Independence Mall, and several others. Most of these are enclosed malls and they include stores such as Sears, Filenes, Macy's and the like, usually with lots of smaller stores as well.

Office Parks¹/Industrial Parks²

- Very small office/industrial park: These consist of one office building with parking or one smallish industrial firm, also with parking.

¹Also known as business parks, corporate parks, technology parks, and executive parks. Regardless of the specific name used, these developments are discrete and separate from the rest of the urban fabric, and they consist of from one to many buildings with a good deal of off street parking. Frequently they are not named as office parks, per se, but they are structured as such. Generally, these developments have only a single or perhaps two entry points to the regional roadway network.

² These industrial areas might or might not have the title "industrial park."

- Small office/industrial park: This is a group of several smallish office buildings or one large office building with off-street parking, or alternatively several industrial buildings grouped together, also with off-street parking.
- Medium sized office/industrial park: A medium sized office park has at least four or as many as ten or so good sized office buildings in one common area, or some good sized buildings and a flock of small ones. A medium sized industrial park would have an equivalent number of similarly sized industrial buildings, also grouped together. An office/industrial park would have a combination of office and industrial buildings grouped together.
- Large office/industrial park: A large office or industrial park has on the order of 30 or so buildings in one area grouping, usually with a common property ownership. Forge Park in Franklin is an example of a large industrial park.
- Very large office/industrial park: These are the very large regional facilities, usually with 60 or 70 buildings or more. Examples include the Plymouth Industrial Park in Plymouth, Myles Standish Industrial Park in Taunton, the Cabot Business Park in Mansfield, the Avon Industrial Park in Avon, the Ward Hill Industrial Park in Haverhill, and the Lord Timothy Dexter Industrial Park in Newburyport.