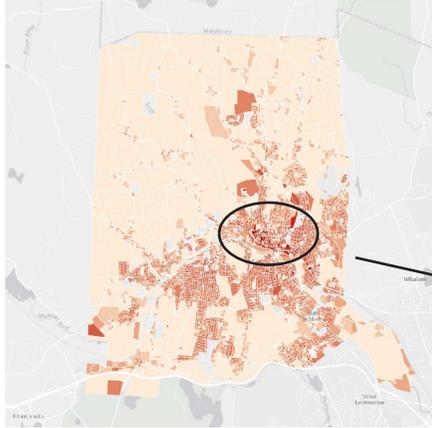


PROPERTY VALUE PATTERNS - FITCHBURG, MA

Parcel Value by Acre



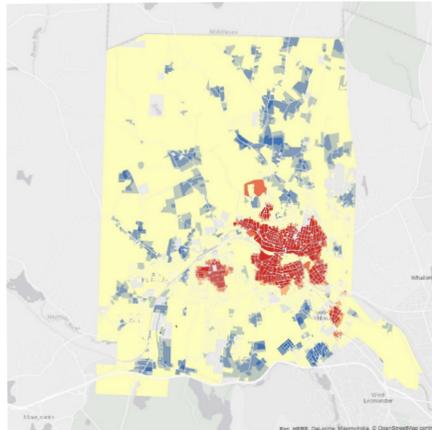
The most valuable properties (per acre) in Fitchburg are likely to be found downtown right along Main Street. Properties here are worth as much as \$10 to \$40 million per acre. By contrast, low density areas on the periphery of Fitchburg are typically worth less than \$100,000 per acre. Properties can also influence the values of the land around them as well, in both positive or negative ways. A hot spot analysis can be used to visualize this influence when present.



Parcel Value by \$ per Acre



Hot Spot Analysis



A hot spot analysis is another way of describing the relationship a development pattern has upon the land value around it. The map to the left visualizes hot and cold areas in red and blue. (Properties not showing a relationship in value to their neighbors are in yellow.)

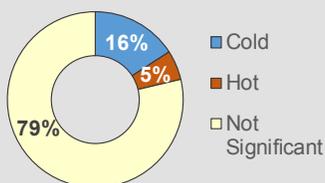
Hot and cold values indicate a statistical significance between the various development areas. In other words, these properties have a strong relationship on the values of those around them. If one area is higher in value (hot), properties around it are likely to be higher as well.

Fitchburg's downtown core along Main Street is the center for hot spot activity. Properties within the red areas are more likely to see an increase in value. By contrast, areas of low density away from the downtown are more likely to be "cooler", and properties here are more likely to see a decline in value due to the clustering of similar properties around them.

*Property Values Normalized Using Value per Acre

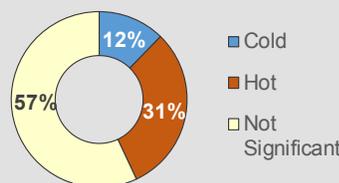


Share of Total Land Area



The hottest areas also play a large role in contributing to the overall land value in Fitchburg.

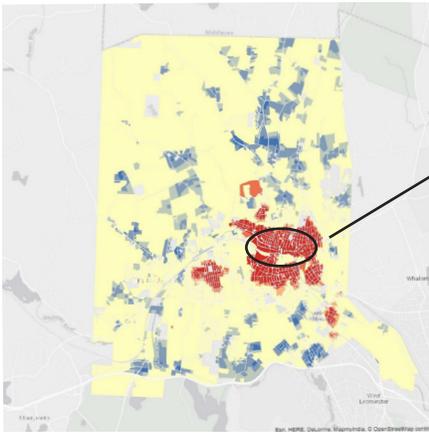
Share of Total Value per Hot Spot Category



While only 5% of the total land area lies within "hot" areas, this same 5% contributes to a total of 31% of the total land value for the town.

DEVELOPMENT EXAMPLES: MAIN STREET

Example 1



Total Value: \$194,000

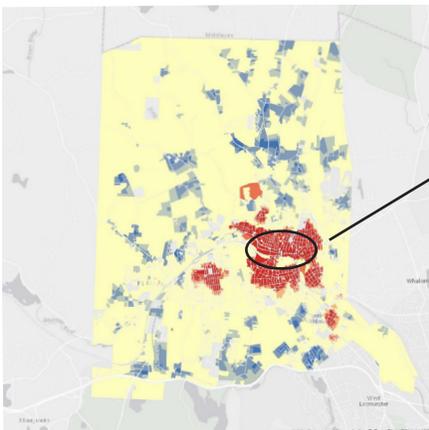
Acres: ~0.11

Value per Acre:

\$1,700,000



Example 2



Total Value: \$325,000

Acres: ~0.41

Value per Acre:

\$784,000



Comparing Patterns of Development

Location and density are two factors that affect property values, but equally important is the form of development. Shown above are two properties along Fitchburg's Main Street corridor. The properties are located less than a mile from each other. While the values of both properties are higher than average because they are both located in a "Hot Spot" along the downtown corridor, the first example shown above is valued far greater than the second at a dollar per acre level.

Observed in the first example is a 3 story commercial property located on a walkable block of Main Street. The second example shows a one story business, with part of the lot devoted to provide parking on an auto-oriented site. When comparing the value of both properties, the walkable dense property in the first example is worth about 2.5 times that of the second when calculated at the per acre level. The density and character of development can play just as large of a role on property values.