



VISION STATEMENT

NEWMARKET LAND USE TABLE UPDATE PROCESS – BUSINESS ADVISORY GROUP – WORKING SESSION – 12.4.2013

OVERARCHING GOAL: *Boston's premiere Industrial Business / Employment District that supports businesses elsewhere*
Vision & branding | Specific goals & objectives | Zoning intent & purpose



COMMUNITY PLANNING DEPARTMENT

Fifth & Final Draft for Discussion/Review

VISION STATEMENT

Non-technical statement for general audience

Aspirations about what district could be

Interest prospective businesses

Describe positive qualities

The **Newmarket Industrial-Commercial Neighborhood District** (“NIC District”) is the region’s economic engine for production and distribution of essential goods and services. It is a centrally located gateway that is in the heart of Boston with easy access to Logan International Airport, downtown Boston, interstate highways 90 and 93, and major public transportation routes. Historically, the NIC District has been Boston’s established epicenter for food processing, distribution, other light manufacturing industries, and non-industrial compatible uses which support these industries. More recently, it has also become home to core public/private services; professional, scientific and technical businesses; and health care facilities. Moving forward the NIC District seeks to integrate innovative and environmentally-friendly businesses, and create a diverse and expanding workforce.

As Boston’s industrial/commercial backbone, industries within the NIC District typically support businesses elsewhere. As a key employment district, the NIC District strengthens the economy by providing sustainable-wage jobs while encouraging environmentally-responsible businesses. In support of these goals, the City/BRA works with business advocates to provide streamlined permitting, access to incentives, and job-training for established and prospective industries.